

I N S I D E :

ROTATIONS ERODING
IN COUNTRY?

Opening a two-part series, **Lon Helton** discusses the decreasing airplay top country hits are receiving because of reduced rotation rates.

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A QUESTION OF
BALANCE FOR AOR

Steve Feinstein notes AOR's appetite for the quick fix and the extreme solution — for instance, its move from almost no oldies to mostly oldies in just two years. A little balance and perspective would seem to be the prescription.

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A/C PROMOTION AT
THE CROSSROADS

National promotion executives are convinced of A/C's importance, but find it a challenging and sometimes confounding format to promote.

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NAB'S NEW FACE

NAB embarks upon an image-building campaign to establish better communication with broadcasters and the public. New Chairman **Ted Snider** and **Brad Woodward** discuss the plan.

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PEOPLE IN THE
NEWS THIS WEEK

- **Ken Klein** VP at **Metromedia**
- **Mike Kirtner** GM at **WRKA**
- **Bill Jensen** GM, **Greg McClure** PD at **KQJN**
- **John Dimling** joins **Nielsen**
- **Brad Wasmund** GSM at **WYHY**

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TRAINING TALK HOSTS

Talk radio executives and consultants agree that good talk hosts are hard to find. Their solution: train bright, inexperienced prospects.

Page 29

MAKING THE PHONE
WORK FOR YOU

Dan O'Day discovers a gold mine of potential air material in listener phone calls, and goes into detail about how to extract it.

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RADIO: TIME FOR THE
OLD COLLEGE TRY?

Gary Kaplan concludes a series on colleges as a radio employment pool by presenting some problems and some solutions, focusing on radio's need to inspire collegiate aspirants.

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RADIO GOES TO THE MOVIES

Harvey Mednick talks about movie ties in radio and adds a directory of contacts at the top film studios.

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Newsstand Price \$3.50

R&R

RADIO & RECORDS

MAHONE RESIGNS

Davenport Sheridan
President; Fairfax
New WAMO VP/GM

Glenn Mahone resigned late last week as President of **Sheridan Broadcasting Corporation**. Chairman **Ronald Davenport** has assumed the title of President, and promoted

WAMO-AM & FM/Pittsburgh Station Manager **Roger Fairfax** to VP/GM. Fairfax will report directly to Davenport, who will also oversee all operations of the Sheridan Broadcasting Network. Mahone will continue to serve the company as consultant.

Davenport commented, "Mr. Mahone led Sheridan through a period of tremendous growth, and the corporation will continue on that course. WAMO is an industry leader committed to serving the people, and I am certain that under the direction of Mr. Fairfax the station will continue to meet the challenges that lie ahead."

Fairfax told R&R, "With these changes we expect to see an expansion of programming at the network, and more community involvement at WAMO. We will continue to do what we do best, and that is provide quality entertainment. We've tried a lot of different programming over the last few years, and people look to us as the trendsetters in the market."

Fairfax joined Sheridan in 1983 as VP, and the following year was named Station Manager at WAMO. He previously served five years as Deputy Executive Director of the Pittsburgh Urban League.

DAVENPORT/See Page 4

SHIELDS WELI GM

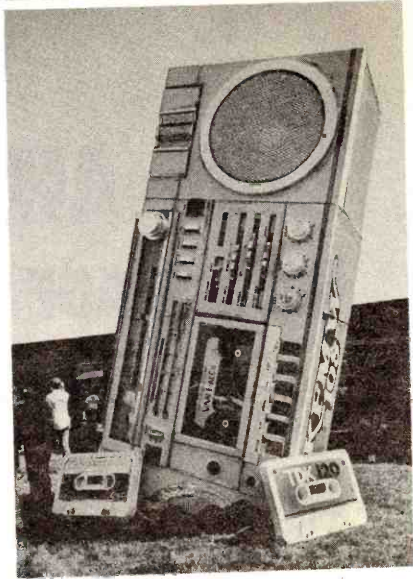
Walker Joins Muzak As VP

Clear Channel Communications VP and **WELI/New Haven** VP/GM **Fred Walker** is departing the station after 14 years to join Muzak as VP/Owned & Operated Offices. Walker will oversee offices in nine cities where Muzak owns and operates, rather than franchises, its background music service.

Muzak President **Tony Hirsh** commented, "Fred Walker brings an ideal combination of management expertise and en-



Fred Walker



HEAVY RADIO MEETS WATERLOO — **KFMW (FM108)/Waterloo, IA** helped create what was billed as the "World's Largest Radio." The radio, 25 feet tall, and took 3 1/2 months, by 18 students at a nearby junior high, to construct. The gargantuan box broadcast **FM108** as the station gave away albums, radios, T-shirts, and sunglasses as the official unveiling, which received widespread media coverage.

SALES, PROGRAMMING

McCray, Rudel New
WQXR-AM & FM VPs

At Classical-formatted **WQXR-AM & FM/New York**, **GSM Simona McCray** has been promoted to VP/Sales, while Director of Operations **Tony Rudel** was elevated to VP/Programming.

President/GM **Warren Bodow** told R&R, "In a relatively short time at WQXR, Simona has demonstrated an ability not only to fulfill the GSM's function of increasing revenues, but she's shown an interest in all parts of the station's operations that has helped her to fully earn a vice-presidency of the station."

Regarding the 28-year-old **Rudel**, **Bodow** continued, "I know of no one other than Tony who at so early an age has demonstrated such an understanding of classical music and a

rare administrative ability. We're glad we've found him."

McCray joined the **New York Times**-owned combo two years ago as GSM after ten years in sales with CBS. She actually began her radio career as a waitress in the executive dining room of the CBS Radio Division, which led to a sales opportunity with CBS FM National Sales. McCray advanced to positions within CBS Radio Spot Sales and FM National Sales, later becoming Director of Sales for RadioRadio. She said, "This music has a very special place in my soul, and combined with WQXR/See Page 4

McMillan
KROQ Station
Manager

Tom McMillan has been named Station Manager/General Sales Manager at **KROQ/Los Angeles**, succeeding former **GSM Mickey Sambor**, who has left the AOR station.

Owner **Ken Roberts** told R&R, "Tom's primary responsibilities will be in sales. (GM) **Pat Welsh** will oversee the entire operation."

McMillan joins **KROQ** from his post as National Sales Manager at cross-town News outlet **KNX**. He was out of town and unavailable for comment at presstime.

WALKER/See Page 4

LIVE AID – LIVE REPORTS BACKSTAGE FROM WEMBLEY AND J.F.K. ON WESTWOOD ONE

The Westwood One Radio Networks have waived exclusive broadcast rights to many of the superstar acts performing in the July 13 Live Aid concert to benefit the hungry and homeless.

As a result, Westwood One has been given backstage access in both London and Philadelphia. Other than the host network, Westwood One will be the only radio network filing reports and broadcasting from backstage at the Live Aid concert.

Live Aid – Live Reports on Westwood One will be available to any and all radio stations able to receive the broadcasts via Satcom 1-R. All national advertising profits from the broadcast of these reports will be donated to the Live Aid fund. Contact your Westwood One representative A.S.A.P. at (213) 204-5000 for details.

JULY 5, 1985

SAFE CONDUCT FOR NEWSPEOPLE

Brad Messer addresses the tendency in news reporters out in the field to take any risk for a story — and concludes that, longterm, it's a dangerous notion.

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Birch Sets Deal With BBD&O

BBD&O, the nation's largest spot radio user, will be using Birch Radio as its primary planning and buying source. A formal announcement is forthcoming from the agency and the Florida-based ratings service.

According to sources close to the negotiations, "It's a done deal. BBD&O will use Birch for planning, establishing cost-per-thousand and cost-per-point guidelines, and for post-buy analyses. Arbitron will be used only in those markets where Birch surveys are not available."

Arbitron President Rick Aurichio told R&R, "We've been told that their intent is to use Birch as the primary service. They will also continue to buy Arbitron services." Commenting on the new arrangement, he said, "You take to lose any business whatsoever. I'd be a damn liar and a damn fool if I told you it didn't bother me."

BBD&O conducted a six-month technical evaluation of Birch. Factors such as response rates and sample design reportedly weighed in Birch's favor. BBD&O's spot radio spending is estimated at \$95 million annually, with accounts including Chrysler, Delta Airlines, Campbell Soup, Gillette, and Pepsi Cola.

KMGK DJ Charged With Arson

KMGK/Des Moines overnight personality Renee Marie Brown was arrested early Saturday (6-22) on a charge of first-degree arson in connection with three fires on consecutive nights in the three-story building housing studios of KMGK and sister A/C station KIOA.

A staffer at the Country outlet for three months, Brown was taken into custody after a third early-morning fire was reported at the station; she was released after posting a \$17,250 bond. The arrest resulted from special police surveillance established June 22 following two earlier fires on June 20-21 between 1:15-2am in a hallway near the studios.

According to a local arson detective, ARSON/See Page 4

50 KW SIGNAL IMMINENT

Jensen GM, McClure Named PD At KQIN

At All-Pro Broadcasters' suburban Seattle outlet KQIN/Burien, Bill Jensen has been named GM, while Greg McClure has come aboard as PD. Former program-

mer Brad Woods is staying on in an as-yet-undetermined capacity. The appointments come on the eve of the AM station's scheduled power increase from 500 watts to 50 kw at 820 kHz. The signal improvement, slated to be completed by mid-August, is expected to give the facility full coverage throughout the Seattle metro.

KQIN presently carries A/C programming via the Satellite Music Network, but Jensen hinted that some changes would come when he told R&R, "It is a pleasure to work for a company that has looked at the Seattle marketplace and made the decision that it will need to be innovative in its programming approach to maximize its success potential." He added, "I believe the marketplace will take notice of our new signal almost immediately."

Most recently, Jensen spent ten months as GM at KHIT/Seattle. He previously was Local Sales Manag-

Kirtner Becomes GM AT WRKA

Mike Kirtner has been named GM at WRKA/Louisville, filling a position vacant since January. He was most recently GM at WAEB & WSKW/Allentown, after four years as Sales Manager and later GM at WTCR/Huntington, WV.

Kirtner told R&R, "Working for Capitol Broadcasting is like working for a real broadcasting company again. Also, moving into Louisville with the staff that we have here is a big opportunity. Right now the station is called 'The New RKA,' and I'm the last fixture in the new."

WAEB & WSKW GSM Jeff Frank has been promoted to GM, replacing Kirtner.

Investment Group Makes 'Credible' Offer To UPI

United Press International has received a "credible" offer to purchase the company, according to reports published in the *Washington Post* and *Los Angeles Times*. UPI confirms that an unidentified group of investors has submitted a substantial offer to satisfy up to \$17 million of the wire service's debt, and to provide enough funds to keep it operating for the next 12 months.

The *Times* reports that the group includes at least six Washington investors, some having had "prominent careers in the news-publishing business and the financial world." According to the group's lawyer, David Rubenstein, the investors made the offer in part to preserve UPI's "tradition of independence, professionalism, and excellence." Other suitors have also been ex-

amining the company's assets and debts, but this is the first offer to be deemed "very credible" by UPI

Klein New Metromedia VP/Radio

Metromedia, Inc. financial executive Ken Klein has been named VP for Metromedia Radio. Klein was most recently Asst. VP/Financial Planning & Analysis and Asst. Controller for the parent company, having joined Metromedia in 1982 as Corporate Accounting Manager.

Metromedia Radio President Carl Brazell remarked, "Ken brings a wealth of experience to this organization in the areas of accounting, financial analysis, and planning. His experience within Metromedia will certainly be an asset to us."

Prior to Metromedia, Klein was affiliated with Hoffman-LaRoche and Peat, Marwick, Mitchell & Company. He was out of town at presstime and unavailable for comment.

Chairman Luis Nogales.

UPI spokesman William Adler told R&R, "We have received an attractive offer, as reported in the press, but it would be premature to come to any conclusions. Other parties are also looking at the company, and we don't want to rule any possible offers. Meanwhile our Chapter 11 proceedings are moving along ahead of schedule, and we are working with the court to see that all aspects of our bankruptcy filing are satisfied."

Any offer to take control of the company must be approved by UPI's secured and unsecured creditors, which are owed up to \$35 million. Prospective offers must also cover unpaid taxes totalling \$3.3 million (not including penalties).

UPI employees last fall voted to accept a cut in pay to keep the company solvent, and the wire service announced its first profit in years for the 4th quarter of 1984. Concurrent with that profit was a failure to pay Federal taxes, which led to an IRS lien against corporate assets. Unrest among creditors and the possibility of bankruptcy proceedings filed against UPI forced the company to file for Chapter 11 protection in April.



SCOTTI'S SPIRIT OF LIFE AWARD — Entertainment executive Tony Scotti received the City of Hope Music Chapter's 1985 "Spirit Of Life" award at the annual Los Angeles banquet last week. A record-breaking \$500,000 was raised for the charity. Pictured (l-r) are Scotti, Motown President Jay Lasker (last year's honoree), and MC Casey Kasem.

Wasmund Named GSM At WYHY

After nine years as an Account Executive with WEBN/Cincinnati, Brad Wasmund has joined Republic Broadcasting as General Sales Manager for newly-acquired CHR outlet WYHY (Y108)/Nashville. Wasmund's arrival reunites him with Republic President David Martin; the two worked together at WKRC/Cincinnati.

VP/GM Mike Kenney told R&R, "We're very happy to have Brad aboard, as he's the best qualified for this position. It's a promotion for him that's long overdue. Brad will be a terrific asset to this company and to the Nashville market."

Added Wasmund, "My departure from WEBN was on the best of terms. All the key players here couldn't be better, and I'm very happy to be in Nashville. The programming is in good hands and I feel very comfortable working with Mike Kenney, so we've got the 1-2 combination we need."

As part of the changes, former Y108 GSM Bill Buntin has assumed the new role of Regional Sales Manager.

Sabotage Suggested As KQIC Tower Falls

Authorities are still pursuing leads that may help trace the identities of those responsible for the June 14 collapse of KQIC/Willmar, MN's 774-foot tower. After guy wires were tampered with during the night, the tower toppled, leaving only 220 feet of the structure remaining.

The 100 kw A/C station managed to return to the air within three hours, but at a reduced power of 1 kw from an auxiliary transmitter, using a former 430-foot tower. KQIC has since been able to make technical improvements, and is presently operating with 25 kw. It will be six to eight weeks before the station returns to full strength.

Operations Manager Ron Lindner reported to R&R that although no spot revenue was lost, damages have been estimated at \$250,000. "It was either vandalism or sabotage, whichever you want to call it," he said. "When we went out there the morning after, it was almost as if somebody had died. It was a gray morning, and the tower was laying there like a pile of scrap. I hope the suspects are apprehended. There are a few indi-

viduals around who would have done it on a dare, or maybe they only wanted to see if they actually could do it. Perhaps they simply wanted to watch it fall."

EMRC's Dimling Joins Nielsen

John Dimling, Executive Director of the Electronic Media Rating Council (EMRC), will be joining the A.C. Nielsen ratings firm. Dimling told R&R, "I have accepted an offer from Nielsen effective August 1. My initial assignment will include serving on the marketing staff, working in new product development. I anticipate I'll be spending a fair amount of my time on the development of the Peoplometer, Nielsen's new generation of TV meter."

Dimling, who served with the NAB and Arbitron prior to the EMRC, added that the EMRC "certainly intends to fill the job. The search committee will be meeting on July 16, and I anticipate they will probably have four or five people to interview at that time."

THE DIFFERENCE BETWEEN GUESSING AND KNOWING.



Can you guess which oldies your listeners like most? Before answering, consider this: In most music tests conducted by Surrey, results have shown less than 40% of those songs tested to have significant appeal to the targeted audience. Usually, less than 20% result in being *definitely* recommended.

We're referring, of course, to Surrey's A & O Music Series, considered by many as the most advanced music test available to radio programmers. This auditorium-mode program provides you with clear, concise and quickly usable information in as few as 5 days from time of testing. All tests are

attended by carefully screened individuals whose attitudes and opinions best represent those of core listeners. Your information is presented in three phases:

Phase 1—Alpha. Alphabetical and rank listings of all titles tested featuring male, female and combined categories. Each title is accompanied by overall score plus percentage of burn and unfamiliarity. Ranked songs are color-coded according to level of appeal.

Phase 2—Omega. Page-by-page, title-by-title breakout involving comparisons of demo groups, cumers, fans or geographical

locations to level of song appeal.

Phase 3—Compatibility. Illumination of songs most or least compatible between various listening groups.

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NEWS

Murray Collects 20th Gold LP



Capitol's Anne Murray received a gold album, her 20th, for the recent "Heart Over Mind" LP, as well as gold for the "A Little Good News" album and a crystal globe signifying three million sales worldwide. Pictured (l-r standing) are Capitol's George Collier, Sr. VP Walter Lee, VPs Dennis White and Bob Young, and label's Joe McFadden and Larry Hathaway; (l-r seated) Capitol President Don Zimmermann, Murray, and VP Don Grierson.

AC/DC Ready To Fly



Atlantic held a party in New York to celebrate AC/DC's new LP "Fly On The Wall." Pictured (l-r) are group's Brian Johnson, label's Jason Flom, VP Judy Libow, Atlantic's David Fleischman and Danny Buch, group's Malcolm Young, Exec. VP/GM Dave Glew, group's Angus Young, Sr. VP Mel Lewinter, and label's Nick Maria.

BMI Honors Top Songwriters



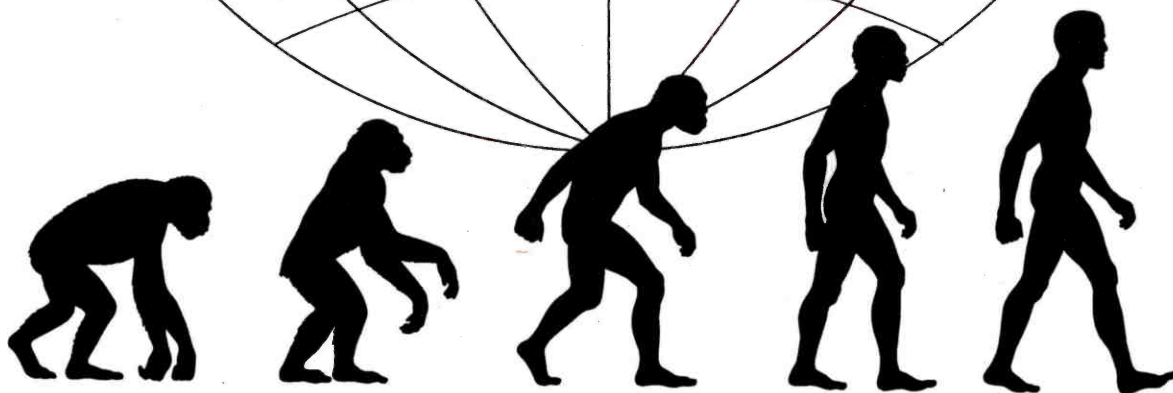
BMI recently presented its Citations of Achievement for most-performed songs of 1984 at a Beverly Hills dinner. Pictured at top are BMI VP/California Ron Anton (left) and Songwriter of the Year Dean Pitchford; below (l-r) Anton, BMI Sr. VP Frances Preston, and Mrs. Barbara Cooke, widow of Sam Cooke, with the late singer's two special achievement awards.

MKO puts the pieces together!

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Join Mary Turner the week of Monday, July 15 as rock radio's most listened-to interview host presents Supertramp in an exclusive hour-long *Off The Record Special*. Lead singer/keyboardist/songwriter Rick Davies and saxophonist John A. Helliwell talk about streamlining the band's lineup to four; writing and recording their first LP in three years, *Brother*

Where You Bound, what it was like premiering the LP on the famed *Orient Express*, life without Roger Hodgson and more. To make sure you and your listeners don't miss Mary's exclusive *Off The Record Special* featuring one of rock's world-class superstar groups, contact your Westwood One representative now at (213) 204-5000.

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

Sterling Subsidiary Buys WRKR

Columbia Theatres, a subsidiary of radio group owner Sterling Recreation Organization, has agreed to purchase CHR-formatted WRKR/Racine-Milwaukee for \$2,050,000 from Broadcast Management of Wisconsin, which owns no other stations.

SRO also operates KBFW/Bellingham, nearby KJET & KZOK/Seattle, KDKO/Denver, and KALE & KIOK/Tri-Cities, WA. Said SRO Director of Broadcasting Cliff Hunter, "We are pleased to enter the Racine-Milwaukee market, as we restructure the broadcast division of SRO. We'll be announcing the acquisition of another major market station within 90 days."

WRKR broadcasts with 50 kw on 100.7 mHz at 500 feet above average terrain. Broadcast Media served as broker for SRO, while R.C. Crisler represented the seller.

WZFM/BRIARCLIFF MANOR, NY

PRICE: \$2.5 million

BUYER: Sage Broadcasting, which also owns WNVR/Naugatuck, CT.

SELLER: ZFM, Inc. Coprincipals Michael Schwartz and Donald Wilks also own WIXY/East Longmeadow, WAQY/Springfield, and WSNE/Taunton, MA. With third coprincipal Albert Makkay, they own WKFM/Fulton, NY. Schwartz and Wilks also own WEEZ & WQQQ/Easton, PA with another coprincipal, James Shea.

DIAL POSITION: 107.1 mHz

POWER: 3 kw at 330 feet

FORMAT: A/C

BROKER: Blackburn & Co.

WIBX & WIBQ/UTICA, NY

PRICE: \$3,145,000

BUYER: James & Hunter Communications Group, Inc., which also owns WIGY & WJTO/Bath, ME.

SELLER: Marathon Communications, Inc.

DIAL POSITION: 950 kHz; 98.7 mHz

POWER: 5 kw; 25 kw at 660 feet

FORMAT: N/T; Easy Listening

BROKER: Mahman Co.

WGCA & WLNB/CHARLESTON, SC

PRICE: \$515,000

BUYER: Resort Broadcasters of Charleston Inc.

SELLER: O'Grady Communications, Inc.

DIAL POSITION: 1450 kHz; 94.3 mHz

POWER: 1 kw days/250 watts nights; 3 kw at 300 feet

FORMAT: A/C; Easy Listening

KAKZ/WICHITA & KAKZ-FM/DERBY, KS

PRICE: \$1 million

BUYER: New West Radio, Inc.

SELLER: MISCO Broadcasting Corp.

DIAL POSITION: 1240 kHz; 95.9 mHz

POWER: 1 kw days/250 watts nights; 3 kw at 300 feet

FORMAT: N/T; Oldies

KELI/TULSA & KELI-FM/BROKEN ARROW, OK

PRICE: \$2,375,000

BUYER: N5587J, Inc.

SELLER: Signal Media of Oklahoma, Inc., a subsidiary of Signal Media Corp., which also owns KLRA & KLPO/Little Rock, AR.

DIAL POSITION: 1430 kHz; 92.1 mHz

POWER: 5 kw; 3 kw at 245 feet.

FORMAT: CHR

KLOV-AM & FM/LOVELAND, CO

PRICE: \$1,350,000

BUYER: New Creation International, Inc., which also owns KJUJ/Colorado City, CO.

SELLER: KLOV, Inc.

DIAL POSITION: 1570 kHz; 102.3 mHz

POWER: 1kw; 3kw

FORMAT: N/T/Easy Listening; A/C

KIXZ & KMML/AMARILLO, TX

PRICE: \$3.5 million

BUYER: Richard Hayes

SELLER: Tillis Communications of Nashville, Inc., headed by country singer Mel Tillis, who also owns WMML/Mobile, AL.

DIAL POSITION: 940 kHz; 98.7 mHz

POWER: 5 kw days/1 kw nights; 100 kw at 480 feet

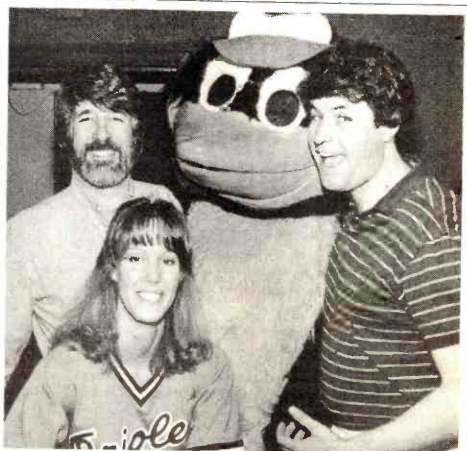
FORMAT: Country

BROKER: Mack Sanders Co.

Blair, CBS Unwire Together



Blair Radio and CBS Radio Representatives recently agreed to work together in developing and marketing unwired adult networks. Blair Radio President Charlie Colombo called the combination "the ideal radio marketing vehicle," while CBS Radio Reps VP/GM Ed Kiernan termed it "a win-win combination." Pictured (l-r) are Colombo, CBS Radio Reps Director/Marketing Tony Miraglia, Blair Radio VP/GM Bob Lion, and Kiernan.



BALTIMORE FINDS BIRDLAND — Baltimore's Official Oriole Bird and Ballgirl stopped by the B104/Baltimore studios to promote the season's opening. They didn't exactly have a show planned, but the morning team of Brian & O'Brien helped them "wing it." Shown (back, clockwise) are Brian Wilson, The Bird, Don O'Brien, and The Ballgirl.



PUTTIN' THE SQUEEZE ON LASER 558 — Laser 558 air personality Charlie Wolf recently traveled to the mainland for a guest appearance on "The Tube," a British show which features live performances of top London bands. Shown (l-br) are Charlie and program cohost Joels Holland, who's also the keyboard player for Squeeze. "The Tube" can also be seen on MTV in the States.

Stephen C. Trivers, President

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"A CHANCE FOR RADIO ...IT WILL BRING OUT



JULY 13, 1985 LIVE-AID TO HELP END WORLD HUNGER

ABC'S Young Adult Radio Networks are proud to be the exclusive radio broadcasters for the live performances of these headliners...in London and Philadelphia.

"It's a chance for radio to inspire listeners... It will bring out the best in people and I want WHCN to be a part of it." *Dan Hayden/WHCN-FM/Hartford, CT*

"In all my years of programming I've never turned my radio station over to a network for 18 consecutive hours. But, because of the event, "LIVE-AID," the cause, the elimination of hunger, and the network that's pulling it together, I feel that it's something that can't miss and just has to be done." *Gary Berkowitz/WHYT-FM/Detroit, MI*

"Move over Woodstock... Live-Aid becomes the singular biggest concert event in history. 98Rock salutes ABC for making us a part of it." *Chuck DuCoty/WIYY-FM/Baltimore, MD*

"This is a precedent for us. We never break format outside of American Top 40. "LIVE-AID" has such a mass appeal interest that it can't miss. We are doing the broadcast for the cause of famine relief and the hope that it makes an impact on listeners in the southern New England area." *Tom Cuddy/WPRO-FM/Providence, RI*

"Listener interest level is exploding! It's simply the concert event of the decade." *Steve Rivers/WRBQ-FM/Tampa, FL*

"Music stations on both coasts and everywhere in between should be proud to carry *THE* main event of our time." *Steve Kingston/WBSB-FM/Baltimore, MD*

"There's never been a greater concert or a greater cause. Q102 is thrilled to be a part of it." *Andy Lockridge/KTXQ-FM/Dallas, TX*

"This could be the greatest opportunity for live radio to come along in years to get involved in a spectacular world-wide event." *Mark Lawson/WYNF-FM/Tampa, FL*

TO INSPIRE LISTENERS THE BEST IN PEOPLE..."

AT WEMBLEY STADIUM IN LONDON

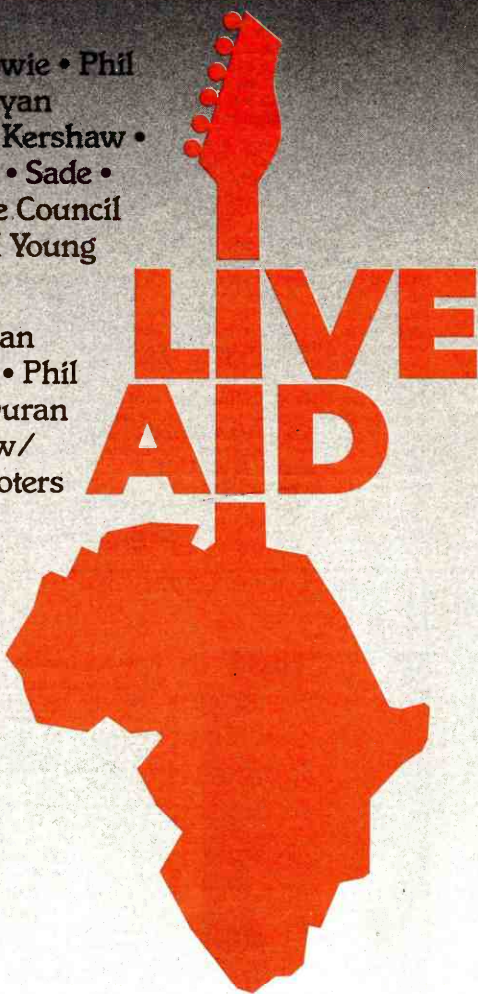
Adam Ant • Boomtown Rats • David Bowie • Phil Collins • Elvis Costello • Dire Straits • Bryan Ferry • Elton John • Howard Jones • Nik Kershaw • Paul McCartney • Alison Moyet • Queen • Sade • Spandau Ballet • Status Quo • Sting • Style Council • Ultravox • U2 • Wham! • The Who • Paul Young

AT JFK STADIUM IN PHILADELPHIA

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ABC RADIO NETWORKS

NAB Readies Plan To Present New Face To Industry, Public

NAB has set about the task of refurbishing the image it presents to the broadcast industry, Capitol Hill, and the public at large. The campaign is a follow-up to a recent "communications audit" which concluded that NAB's image is getting better, but there's still plenty of room for improvement.

The audit, conducted by Washington consultant **John Guttenberg**, has not been released in its entirety for fear that sensitive passages would be taken out of context or blown out of proportion. However, here are some of the changes that may be seen as the report is implemented:

- The industry and member stations will be told more about the NAB's many functions and services.
- Stations will get more practical "how-to" information, such as how to promote radio as a medium.
- Capitol Hill will see a more public-spirited industry volunteering for worthy causes, rather than one that only shows up begging for relief through inflexible lobbyists given little latitude to horsetrade.
- Networks and group operators will see themselves having more influence. Guttenberg found a perception by many that NAB, as reflected by its board makeup, is dominated by small market radio interests.
- Publications from NAB's many

departments will adopt a unified graphic look, and emphasize practical information over "puffery."

• President **Eddie Fritts** will carve out a higher profile with the general public as spokesman for the entire industry.

Beer Blast, Porn Rock Dangers

Newly-elected NAB Chairman **Ted Snider** says his goal "is to enhance communications with all of our constituencies," including broadcasters. "They sometimes fall into the trap of doing things that hurt us as an industry," he argues. "For instance, sponsoring beer busts and two-for-one happy hours as a promotion. That doesn't help our industry."

"We're not trying to tell them how to run their business or to censor them. But we need to bring things like porn rock lyrics to the attention of broadcasters so they realize that the consequences of doing some of these things just to get ratings in the short run hurts us in the long run."



Ted Snider

Helping Vs. Lobbying Congress

"We want to stay in closer touch with other allied industry organizations, for instance, the receiver manufacturers. Our other constituencies include regulators and Congress. We want more two-way communications, to be interested in what the Congress is interested in. We operate in the public interest and necessity and we're in a position to help a lot of people."

"A lot of Congressmen have some very noble goals and things on their agenda that we can help them with. For instance, right now

there's a big movement afoot to help locate lost children. Nobody can do a better job of helping than radio and television. We can help them achieve some of their goals, and we want them to know we're not just interested in broadcasting; we're interested in our communities."

To the general public, says Snider. "We need to communicate better what we're doing as an industry. We do all these good things, but we don't ever summarize it for them. You'd think people would recognize what good citizens we are, but apparently they don't."

INVOICES HID TRADEOUT

WBSS Fined \$10,000 For Fraudulent Billing

The FCC has fined **WBSS/Pompano Beach, FL** \$10,000 for preparing invoices showing that a lawn equipment supplier paid \$33,000 for advertising that actually was bought in a tradeout for \$16,000 in "merchandise and services." The dealer turned around and used the invoices to get \$16,000 in credits — double what it was entitled to — under the Snapper division's 50% co-op advertising plan.

In a letter to WBSS last week, Mass Media Bureau Chief **Jim McKinney** charged that the dealer merely used the co-op credits to cover the cost of its tradeout with the station. Therefore, it actually paid "nothing for its share of the co-op advertising" while "Snapper absorbed the entire cost."

WBSS argued that its invoicing procedure was not intentionally designed to mislead, and had merely been carried over from a previous owner 14 years earlier. It also pinned blame on Snapper for failing to confirm the accuracy of the local dealer's documents.

Rejecting those arguments, the FCC noted that the station official who put together the tradeout deal, **William Beaton**, has 20 years of broadcast experience and is "thoroughly familiar with Snapper's and other cooperative advertising programs." It concluded that Beaton must have known that "in failing to indicate the existence of the two-for-one trade on the invoices, Snapper could have been misled as to the amounts charged."

WBSS was charged with violating the FCC's fraudulent billing rule, which says no station "shall knowingly issue or knowingly cause to be issued to any . . . advertiser . . . manufacturer . . . or any other party, any bill, invoice, affidavit or other document which contains false information concerning the amount actually charged by the licensee for broadcast advertising."

Other Key Developments:

- Responding to last week's article on private line rate hikes, **NBA** stresses that it is working at the FCC to reduce the rates, will file comments soon in related proceedings, and has advised members how to file complaints at the Commission.
- **ABC News** correspondent **Steve Bell** warned reporters at an RTNDA regional conference in Washington not to cover issues in such a negative light, to be less "thin-skinned" and "avoid a kneejerk reaction to valid criticism."
- **Storz Broadcasting's** sale of **KXOK/St. Louis** to **Chester Broadcasting** has been cleared by the FCC, which dismissed objections based on Storz's EEO performance.
- **RKO** has lost its bid to have a key issue against it thrown out of the critical **KHJ-TV/Los Angeles** hearing. The FCC wants more information on RKO's failure to disclose underlying documentation in a special in-house review.
- Final FCC clearance has been granted for the distress sale of **WALG & WKAK/Albany, GA** for \$1.9 million to singer **Peabo Bryson**. By selling to a minority for no more than 75% of the combo's value, owner **Albany Radio** won renewal for the stations and avoided a hearing into its EEO program and employment of blacks.
- The FCC has approved a new compromise plan for resolving educational **FM/Channel 6** interference, and lifted a freeze on applications in both services.

NEWS BRIEFS

Tax Evasion Imperils WHBI License Winners

The initial decision awarding the license of **WHBI/Newark** to **Frances Antonin** and **Mary Garcia** has been sent back to a law judge to weigh new evidence that Garcia failed to pay federal income tax for 1981 and 1982.

In remanding the case to the judge, the FCC Review Board said violations of federal law "raise serious questions as to whether the applicant possesses a responsible attitude toward his or her obligations as a broadcast licensee."

Garcia has since paid the taxes, but the board said she failed to do so until after a tax lien was brought to light by a competing applicant. The board added, "It appears that Ms. Garcia may have deliberately chosen not to pay her taxes so that she could demonstrate the requisite financial qualifications to be awarded a broadcast license."

The judge was ordered to hold hearings on several issues, including the pair's finances and the truthfulness of their 1982 certification that they had the money to build and operate the new **FM** for three months without revenue.

KUNA, KSLY Renewed With EEO Conditions

The FCC last week granted license renewals to **KUNA & KSLY/San Luis Obispo, CA**, but ordered the stations to make detailed Equal Employment Opportunity (EEO) reports for the next two years. The reports must include



Steve Bell

minority recruitment sources, as well as the race or origin of all employees and recent job applicants.

The Commission's EEO Branch found that none of the stations' 16 fulltime employees was a minority, even though 14.4% of the local workforce is made up of minorities, mostly Hispanics. The stations were warned about their lack of Hispanic employees in 1981, and the Commission said the lack of progress since then shows a failure "to ensure that all qualified persons, including Hispanics are considered for all station positions."



CALIFORNIA BROADCASTERS PRAISED — "The Party's Over," a recent anti-drunk driving campaign by the California Association of Broadcasters (CAB), won a resolution of commendation from the California legislature. Above, Assemblyman **Steve Clute** presents the resolution to CAB Secretary-Treasurer **Robert Fox**, President of **KVEN & KHAY/Ventura**.

How to use research to increase profits

Choosing the right research firm for your Auditorium Music Test could mean tens of thousands of extra dollars to your station.

If you've never done an Auditorium Music Test before, you'll be amazed by how much you'll learn about the musical tastes of your listeners.

You'll make changes in your music that will make your station sound better to your listeners. As a result, they'll listen longer. Even if your average listener listens only 10% longer, that means a 10% ratings increase.

In a large market, that can help you increase your station's revenues by as much as \$250,000.

But doing an Auditorium Music Test (AMT) properly isn't easy. Some research firms do a better job of it than others.

Here are some questions that will help you distinguish a good AMT from an average one:

1. Who does the recruiting?

Quality control is the key to successful recruiting of your participants.

Surprisingly, though, most radio research firms don't do their own research! They farm out the work to a local facility in your market. (You don't ask, they don't tell you.)

As a result, there's no quality control. What happens? You've probably heard horror stories about stations that got 100 people who all went to the same high school. Or who "do this kind of thing all the time."

Strategic Radio Research is unique in that all of our recruiting is done by our staff via WATS lines from our Chicago phone center.

This allows us to exercise total quality control over this critical part of the study. You get better and more reliable results.

2. What's the sample size?

For a sample size of 100 people, your margin of error for a typical song is going to be $\pm 4\%$. Nobody can reduce that margin of error; it's based on laws of probability. No tricks can help.

If anyone claims that their research is

Strategic Radio Research's reports are both clear and comprehensive. The sample page above shows a song with very high recognition, high popularity, and low fatigue. (The horizontal bars indicate that the song is more popular among older listeners and among females.)

that accurate with a smaller sample size, they're lying to you.

You can probably justify a sample size of 50 or 75 people in a smaller market. But when you're playing for big stakes, you should aim for a sample size of at least 100 respondents.

3. What questions are asked?

If your research firm asks the wrong questions, you can't possibly get the right answers.

You want to learn three different things about each song: Level of recognition, level of popularity, and level of fatigue.

To do this, we believe that you have to ask three distinct questions about each song. If you only ask one or two questions

per song, we believe you will get misleading results.

Our scale (which we call the "Hanson scale") is a series of three questions which allow respondents to give us clear, unambiguous answers. That allows us to give you clear, reliable song scores.

4. Is the research report well-designed?

If you can't understand the report you get, you might as well not have commissioned the research at all.

Some reports are too simplistic. Most reports contain a lot of detail, but are badly designed; they present their findings in such a complex manner that you need a Ph.D. in statistics to understand what you're reading.

Strategic Radio Research's music research report is, we believe, the best of all possible worlds. (See example.) You get a great deal of information about each song, but the report is easy to read and easy to use.

Schedule your AMT now

Using the guidelines above, you should be able to select the best research firm for your Auditorium Music Test.

We hope that you'll choose Strategic Radio Research.

After all, if you're planning to do something, you might as well do it right.

Call Kurt Hanson at Strategic Radio Research today, at (312) 883-4400.

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Chicago, IL 60613
(312) 883-4400

Radio Cops Comix Co-Op Spots

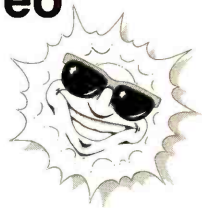
Imagine the Hulk on a rampage, roaring "Hulk wants comics!" That's just one of seven radio scripts currently being offered by **Marvel Comics'** co-op advertising department. The radio scripts come in either 30- or 60-second versions and have been pre-approved for 50 percent credit under the firm's co-op advertising program.

The package also includes detailed instructions for the comics or specialty store owner on how to work with local radio stations to create custom radio commercials. Commenting on the novel radio co-op campaign, **Marvel Director/Specialty Sales Carol Kalish**, said, "There are a lot of people out there who would start buying comics if they knew what was available and where to find it. Radio is one of the most powerful tools the retailer can use in attracting this audience."



Solar Stereo

The "Sunstepper," described as the world's first solar-powered personal stereo radio, will hit the stores just in time for summer — when the livin' is easy. Built by **Mura**, this natural promotional item comes complete with headphones, weighs about six ounces, and clips onto the listener's pocket. Price: \$39.95.



"¿Pronuncian?" Guide For Radio

A shirt-pocket guide produced by the University of Texas at El Paso, "¿Como Se Pronuncian?," is currently available to radio news departments. Prepared by a pair of UTEP professors, Drs. **Richard Teschner** and **Richard Ford**, the booklet provides an easy-to-read, easy-to-use phonetic guide to pronouncing more than 500 Spanish surnames and first names.

The rules governing Spanish vowels and consonants are printed on the inside cover, and the names are alpha-

betized for quick reference. Now there's no excuse for broadcasters — even non-Hispanics — to mangle names in the news. In Los Angeles alone we've compiled 5283 variations of native New Yorkers' attempts to locate something on the corner of Peek-Oh and Sep-Pul-Vee-Duh. No mas.

For copies of this booklet (up to 25 free to any news organization), contact the News & Publications Office of the University of Texas/El Paso.

Travel Hikes Radio Ad Spending

The U.S. travel industry increased radio advertising expenditures 9.1% during 1984 to \$151.8 million, up from \$139.1 million the year previous.

According to **RAB VP/Marketing Information Ken Costa**, lodging paced the field with a whopping 69.1% increase, rising from 1983's \$5.2 million to \$8.9 million. Advertising for foreign tourism soared 55.1% in 1984 to \$5.1 million, while cruise operators increased their '84 radio advertising spending 48.9% to \$725,000. Domestic tourism climbed 38.9% (\$11.6 million in '83) to \$16.1 million last year.

Airline radio ad expenditures rose 5.1% to \$103.9 million in 1984. That's up from \$98.9 million in 1983. Of the 16 airlines spending \$2 million or more on radio advertising, the biggest percentage increases were posted by British Airways and Continental, both up more than 225%, and Southwest Airlines and New York Air, both up over 125%. In terms of dollar volume, Delta Airlines was the leader, spending \$4 million more last year (\$19.3 million) than in 1983.

As far as non-airline travel industry advertisers, 12 firms spent more than \$1 million on radio in 1984. Howard

Johnson's increased its radio spending over 3000% to \$2.1 million, while Westin Hotels boosted its radio ad spending a mere 1000% to \$1.3 million. Other big spenders were the Canadian Government Travel program, Trailways bus lines, Marriott amusement parks, the Michigan Travel Association, Six Flag Parks, and Hyatt Hotels.

Interestingly, the July-September period showed the greatest increase. That may be due in part to the traditional decrease in summer television viewing levels.

Breath Tester

Radio stations wishing to take part in anti-drunk driving campaigns may have found the perfect promotional item with this "Alcohol Tester" from the Edison, NJ-based **Lumiscope Company**.

The model 1100 features signal lights to indicate the user's alcohol levels: green for passing, amber for warning, and red for fail. A quick, short breath is all it takes to get the proper breath alcohol level. Easy to use, the hand-held unit includes a 12-volt adapter for auto use, batteries, and reusable breath tubes.



Whose new AGC makes your Optimod sound even better?

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

110 dB dynamic range improves any audio source

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

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

makes an excellent "final" broadband limiter.

Stereo ready

When you're ready for stereo—whether it's AM, FM or TV—so is Ulti-Mate 91. It's totally compatible with all broadcast stereo systems. And it can drive your STL, too.

Takes only 1 1/2" of rack space
The Harris Ulti-Mate 91 Tri Band AGC slips neatly into 1 1/2" of vertical rack space (3 1/4" for stereo version). Adjustments are deftly concealed but easily accessed through a slide-out drawer. And if unauthorized adjustments are a concern, secure tamper proofing is easily achieved.

First-rate equipment for first-place ratings

Good sound is the currency of radio. It buys audience. Ulti-Mate gives you better dynamic equalization through the phase coherent Tri Band AGC, for markedly improved signal transmission. At a surprisingly low cost.

The Harris Ulti-Mate 91 Tri Band AGC. Audio processing has never been this good. For more information, contact Harris Corporation, Signal Division, P. O. Box 4280, Quincy, Illinois 62305. 217/222-8200.

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"Gibson is a vocal (and often instrumental) dead ringer for Stevie Wonder, but . . . Gibson's material is good enough that he doesn't pale in comparison with his obvious mentor. The pop funk was generally on the lighter and more celebratory side, which was just fine."

— LOS ANGELES TIMES July 1, 1985

PRO:MOTIONS

Ginsburg Named KSSS & KVUU GSM

Mike Ginsburg joins **KSSS & KVUU/Colorado Springs** as General Sales Manager. Prior to this appointment, Ginsburg served as Marketing Director for the **Germers** clothing store chain. Before that he was Sales Manager at Colorado Springs outlets **KKCS & KKHT** and **KSPZ & KVOR**.

Film House Acquires BMG

Film House, Inc. has acquired the resources of Kansas City, MO-based **Broadcast Marketing Group**. Film House produces TV spots to promote radio, while BMG concentrates on buying TV time for radio stations.

PROS ON THE LOOSE

Fred Brennan — Assistant PD **WYFE/Rockford** (414) 248-2296

Mark Brooky — Production Director **WKGR/West Palm Beach** (305) 464-9431

Kevin Carter — Late-nights **KSAQ/San Antonio** (512) 493-1683

Joe Cipriano — Middays **KKHR/Los Angeles** (213) 459-5091

Wes Davis — PD **WYFE/Rockford** (815) 877-4385

Chris O'Brien — Afternoons **WKHI/Ocean City** (301) 641-8026

Rich Robbin — PD/afternoons **KCMO-FM/Kansas City** (913) 631-3825

Joel Salkowitz — Assistant PD **KMGG/Los Angeles** (213) 827-4418

Richard Strait — Sales Manager **KCFX/Kansas City** (816) 765-1039

Steve Thompson — Evenings **WYFE/Rockford** (815) 758-1636

Art Tiller — MD/Assistant PD **2106(WZGO)/Philadelphia** (215) 626-9415

WB Raises Peterson, Chamberlain



Roberta Peterson



Felix Chamberlain

Roberta Peterson has returned to the General Manager/A&R post at **Warner Brothers Records** after a four-year absence from the industry. She first joined the label in 1971 as GM/A&R, leaving on hiatus ten years later and subsequently serving as an A&R consultant for WB. **Felix Chamberlain** moves up to Associate Director of A&R. He joined the A&R staff in 1979 as a representative.

Sweedo Manages Capitol Music Research

Sandy Sweedo has been promoted to Manager/Music Research for **Capitol Records**. She first joined the label in 1977 and has served as assistant in the Music Research Division since 1980.

Kelley Named WLAK NSM



Patrick Kelley

Patrick Kelley has been appointed National Sales Manager for **WLAK/Chicago**. He joins the station from **Petry Television**, where he served as AE for the past year. Prior to that, Kelley was AE for **NBC's WKQX/Chicago**.

CBS Records Taps Lucas



Gary Lucas

Gary Lucas has been appointed Associate Director of Copy, Advertising and Design, **CBS Records**. Lucas has worked as a copywriter in the label's Creative Services Department since 1977. During the past five years he also played lead guitar with **Captain Beefheart and the Magic Band**.

W&P Expands

Weiss & Powell has expanded its offices to include sales coverage of Seattle and Portland. Concurrent with the opening of these new offices, the appointments of **Mick Tacher** and **Dick Gohlman** were announced. Tacher will manage the Seattle office located at 200 First Avenue West, Suite 302; (206) 283-0405. Gohlman will manage the new office in Portland located at 1512 S.W. 18th Street; (503) 226-1282. The San Francisco office has also expanded to larger offices: 235 Montgomery St.; (415) 981-3676.

Chrysalis Music Worldwide Reorganizes



Bruno Kretchmar

Chrysalis Music Worldwide has reorganized, announcing the following appointments: **Bruno Kretchmar**, Head of Publishing Worldwide and Managing Director, **Chrysalis Music UK**; **Tom Sturges**, Creative Director of **Chrysalis Music USA**; **Ronda Espy**, Senior Director/Business Affairs, Copyright, and Administration; and **Cherie Fonorow**, East Coast Creative Director and International Manager. Kretchmar previously served as Managing Director of **Intersong Music UK** and **Intersong International**, while Sturges was General Professional Manager at **Screen Gems/EMI Music**. Both Espy and Fonorow are **Chrysalis** veterans.

CHANGES

Lisa Lipkin; formerly with **Ross-Ellis, Ltd.** and **Profile Records**, appointed Production Coordinator at **Island Records, Inc.**

Izle Kaulins; former **KFAC-AM & FM/Los Angeles** Account Executive, tapped as Account Executive for **WQAL/Cleveland**. (6-28)

Jeff Smith; former Sales Representative with **WLLH/Lowell, MA**, joined **WJYY/Concord, NH** in the same capacity. (6-28)

Rosemary Zimmerman; formerly with **Christal/New York's** sales staff, appointed Account Executive for **Blair Radio/New York**. (6-28)

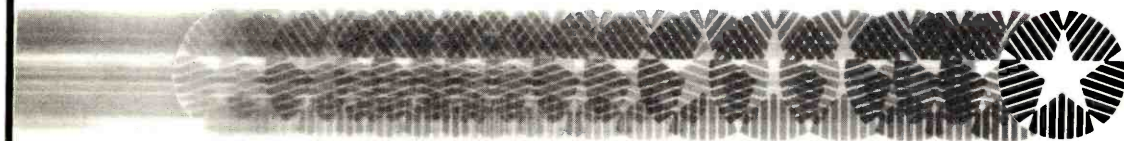
Marisa L. Keshin; former Account Executive at **Internet Radio Networks**, named Account Executive at **John Blair & Company**. (6-28)

Fred Robinson Jr.; former President of **Spectrum Communications**, joined **Katz Radio** as an Account Executive. (6-28)

Michael Stevens former Credit Analyst for **Chemical Bank/Rochester, NY**, joined **Katz Radio/New York** as Market Research Specialist. (6-28)

Lori Nelson; joined **KSHE/ST. Louis** from **Kansas City's KFKF**, where she was an Account Executive. (6-28)

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JHAN HIBER

WEEK IN REVIEW

Birch: And The Beat Goes On

The last 18 months have made a world of difference at Birch Radio. My visit then to Coral Springs found an ambitious but inefficiently organized operation struggling to prove its staying power. Upon my return two weeks ago, however, I discovered a growing, more streamlined outfit that's confident of the future.

Walking around the Coral Springs headquarters, you can't help but notice they seem to be working to a jazzy beat. There are motivational posters everywhere. In the parlance of Dandy Don, it's obvious that from founder/Chairman Tom Birch on down there's a feeling that momentum is on their side.

Bursting At The Seams

The first thing I noticed was the company's staff expansion. According to Tom there are now approximately 90 employed at Birch Research's Coral Springs office. Future plans call for a new, larger facility. Tom showed me the blueprints of the 12,000-square foot building the company will soon occupy; the move is slated for the first quarter of 1986. (If the Birch numbers are a little late at that time the logistics of the move may be a factor.) Birch's plans indicate an unwritten message: It is here to stay.

Recruiting Coup

One of the key reasons for the upbeat mood and continued growth (the company predicts a 40% revenue increase over 1984) was last September's recruiting coup. At that time it was announced that three key Arbitron executives were joining Birch. Dick Weinstein, well-known in New York agency circles, was to become President of Birch Radio. Bill Livek, Arbitron VP/Sales & Marketing, joined the Birch ranks with the same title. And Bill Engel came aboard as VP, running the production operation at Coral Springs.

The positive influence of these three men is quite evident, especially Engel's contributions. His experience as Manager/Radio Product at Arbitron has stood him in good stead. Since Engel has streamlined and organized the production flow, the staff seems happier and less frustrated, and the company can handle more markets without causing production indigestion.

"It's obvious that from founder/Chairman Tom Birch on down there's a feeling that momentum is on their side."

Methodology Update

What's the latest on the Birch methodology front? My question-and-answer session with Tom revealed the following:

1. Does Birch quota sample? "Some could have interpreted it that way since we used to accept any male in the home to boost our male in-tab figures. We stopped doing that several months ago."

2. Why doesn't Birch include response rate information in the front of its books instead of the cooperation rate data now shown? "It was just a production hang-up. There was never any attempt to hide our response rates. Anyone asking for the figures could have gotten them. Unlike Arbitron we're proud of our response rates, which are typically running 55-56% of the originally-designated sample. We'll soon be printing the specific figures for each market in the front of

our books." (Arbitron's response rates are just over 40% now.)

3. What is the future for response rates? Are you satisfied with your current levels? "No. We want to reach the 65% threshold. Like any survey company, our figures are lower in Sunbelt markets like Los Angeles or South Florida, higher in the Midwest and Northeast."

4. Do you have any plans to improve your sample selection techniques? "We're testing a new respondent selection approach. We found that you can totally randomize the process by calling and asking to speak to the person 12+ who had

the last birthday in the household. This seems promising and may be plugged in during the latter half of the year."

5. Some have expressed unhappiness with the quality of your weekend estimates. What are you doing to improve these numbers? "First, we're calling the market each night rather than relying on one call to pick up weekend listening. Next, we're testing what happens when you heavy up the sample on the weekends and then sample balance across the seven days. We believe this will improve the quality of weekend estimates."

6. Arbitron is changing its layout to accommodate some of the features Birch has used. Can we expect any changes in the Birch books as well? "We have no plans to remove anything in the book. If we make any changes, we might expand the audience composition

New Spring Arbitron Features

With the upcoming release of the spring 1985 Arbitrons, subscribers should look for some interesting new features in their reports. According to Arbitron VP/Sales & Marketing Rhody Bosley, "We will be including new qualitative information in the front of the market reports."

The information will consist of ten cluster zip code groups derived from Clusterplus, the geodemographic marketing firm. Adds Bosley, "Each market will be analyzed to show how it compares in the ten key cluster groups to the national average for those qualitative clusters. This information will take about half a page."

In addition, Bosley noted that stations which subscribe to Arbitrends will be able to receive that data in separate geographic segments. If, for example, a station wants to download the metro estimates only, that will be possible effective with the numbers released next week.

and county-by-county sections. The audience composition is very valuable, and an expanded county breakout can be useful to local radio stations pitching retail accounts."

7. I've suggested in the past that your qualitative product could be made more useful. Have you taken any steps in that direction? "Yes. The qualitative volumes coming out in tandem with the spring ratings will have an important new feature. We'll be showing station and product usage breakouts crossstabbed by newspaper non-readers. This should help those pitching the media mix message. Stations such as Y100 are excited about our qualitative."

The Sales Battle

One problem with being an ambitious number two is that number one isn't just going to lie down and let you take over. Birch is finding that out the hard way. It seems the battle, especially at the agency level, has turned into hand-to-hand combat. Tom showed me letters from Arbitron sales reps to agencies in South Florida, deriding the statement that some agencies have switched their allegiance to Birch (apparently 19 have). Tom feels other Arbitron material also paints an unfair picture of Birch.

In order to spice up the competition, Weinstein and Livek are close to announcing the signing of a top-five agency to a Birch-primary contact. (See Page 3). This follows closely on the heels of a similar deal with Ken-

yon-Eckhardt agency. Tom also mentioned that his firm has taken a bold step to get more national rep usage. Reps may now sign and deal to use Birch data for stations that don't subscribe locally. No one knows how wise this approach may be, but it's indicative of the innovations Birch is using to chip away at Arbitron.

Finally, there's a rate increase coming soon. Effective this week, new Birch subscribers will have to pay more — approximately 30% more than ongoing subscribers — to sign up for the service. According to Tom, "Arbitron is dropping its rates. We're raising ours, but we still have a long way to go before we're in their neighborhood." Current Birch subscribers will receive continuous service discounts to soften the rate hike's impact.

I Think I Can . . .

My visit to Birch headquarters recalled the childhood story about the little locomotive that had a steep hill to climb. Its philosophy was "I think I can, I think I can. . ." And it did.

Birch still has miles to go. Like any company there's never enough money. And will enough agencies switch to Birch to make a dent in the Arbitron armor? These are among the wild cards in the Birch deck.

Still, if enthusiasm and dedication were enough, Birch would be on top. But it isn't. You, with your evaluations and decisions, hold the power. It will be interesting to see what the future holds.



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

AT40 TOPS 15

Casey Kasem: A Candid Countdown Conversation

On July 4, 1970 a new era began in American radio. American Top 40, produced by fledgling Watermark, Inc., hit the airwaves and immediately started losing money. Los Angeles DJ and voiceover talent Casey Kasem was the host of the new music-bio-countdown program, heard coast-to-coast on a total of seven radio stations.

Today AT40 is heard on over 700 stations worldwide, with an estimated weekly American audience of 38 million. The program has expanded to four hours from three, and a few new features have been added. Otherwise, American Top 40 has survived virtually intact and will celebrate its 15th anniversary this weekend. Casey (Kernal) Kasem looks back at the early days and discusses radio's role in the coming years.

R&R: Where did you come up with the idea of doing a national music countdown show?

CK: I first thought of doing it in 1949 when I was scooping potato chips into paper bags at a small market in Detroit. A CKLW disc jockey named Eddie Chase was playing the top 10 for the whole nation, and I knew this would appeal to people who didn't listen to the radio every day. So the idea was always there. Whenever I did a radio show — in Cleveland, Buffalo, Detroit, or San Francisco — I always did a countdown on Friday night.

forever, if we could turn the corner financially. Fortunately, Tom Driscoll was a millionaire hippie. He had the money to back us if we went \$300,000 in the hole.

R&R: Did you go \$300,000 in the hole?

CK: When we first started we had a hell of a time. It wasn't like it is today, when broadcasters automatically think "okay, what can I put on this weekend?" The programming companies like Watermark, Westwood One, and others have made PDs realize there's nothing wrong with taking product from Los Angeles. But it was tough breaking new ground.

R&R: What's the main ingredient that makes American Top 40 work?

CK: Consistency. A long time ago John Barrett at KRLA told me, "The key to radio is consistency. If you have a disc jockey on the air who's bad, make damned sure he's bad every single day. Don't let him be good twice a week. Keep him consistent, and people will find



Casey Kasem



R&R: How does it feel knowing that without AT40 most people would be lost at Trivial Pursuit?

CK: That's a nice compliment. People love trivia, and that's why the teaser bio has worked so well in

portant thing was the music, which changed every week. There would always be this ongoing movement of the records, the teasers and payoffs, the information.

R&R: Where did the long distance dedication concept originate?

CK: I'd started it as the Sweetheart Tree at KRLA, when a girl wrote that she had kissed her favorite Beatle. I read it on the air to the music of "And I Love Her." When we started AT40 I told my staff that one day someone would write a letter for a dedication, and we would use it. Finally, about eight years ago we got a letter from a woman whose husband was in the Army in Germany, and we put it in the show. It worked because it reflected a little of my internal being, and it appealed to women because they thought of me as someone with a heartbeat.

R&R: What impact have videos had on contemporary music and radio?

CK: Videos have changed the industry by giving us a boost. In the '70s radio ignored the under-16 "teeny-bop" listeners, and before long radio wasn't doing too well. Then along came MTV, which exposed the acts that radio wasn't playing. Suddenly young people were going elsewhere to find the

again. Popular music, like the phoenix, will not die.

R&R: Some critics are saying popular songs with dirty lyrics need to die. Do questionable references in today's music bother you?

CK: Remember "Louie Louie?" Everybody got all excited about that. But "Louie Louie" is still around, and nobody thinks of it as a dirty record. My concern is not so much "are there dirty lyrics on the air," but "is there truth on the air?" In light of the fact that we currently have a nuclear catastrophe hanging over our heads, we should be concerning ourselves with things other than whether Prince is going to sneak something nasty over the air. Our children are more concerned today with their future than they are about song lyrics.

I'm really concerned now about the status of the world. I want to make people aware of what's going on, maybe build a fire under people who have no idea what can happen in a nuclear catastrophe. In some small way I'd like to be like Buckminster Fuller's idea of the world's trim tab, that small part that moves only a little bit but eventually moves the entire boat.

R&R: What influence should music have on today's youth?

CK: Music has the power to change things. I'm happy to see that students are once again rebelling at the university level and have a political conscience, just like back in the '60s. Ken Kragen and USA For Africa with Harry Belafonte, and Bob Geldof and Band Aid, are all a force for good. These people are getting involved, and they're listening with both ears.

R&R: Do you ever look back on missed opportunities and wonder what might have happened if you'd taken that road instead?

CK: Maybe I can tell this now, something I've never told anyone. Bill Gavin asked me to be his partner in 1963. He said I knew as much about music as anyone else in the country, and since he was getting older wanted someone to work with him. But I said, "Bill, I want to be a famous actor." He understood, and he was there the day I got my star on the Hollywood Walk of Fame. God rest his soul.

Coming Next Week:

5-year Anniversary Tribute to Syndicate It

"My concern is not so much 'are there dirty lyrics on the air,' but 'is there truth on the air?' In light of the fact that we currently have a nuclear catastrophe hanging over our head, we should be concerning ourselves with things other than whether Prince is going to sneak something nasty over the air. Our children are more concerned today with their future than they are about song lyrics."

— Casey Kasem

R&R: So how did your countdown show become what's often referred to as "the granddaddy of syndication"?

CK: Ron Jacobs had been after me for three years to move from KRLA to KHJ. I finally called one day and told him the time was right for a countdown show with teaser bios. Don Bustany and I had two meetings with Ron, Tom Rounds, and Tom Driscoll at Art's Delicatessen on Ventura Blvd. At our first meeting we outlined what we were going to do and made the "Bagel Agreement." Two months later we had the "Hehbs Agreement" (hehbs is an Arabic bread), where we figured out the details.

R&R: With so little syndication around in 1970, did you really think the show would last as long as it has?

CK: We knew we were on our way to something that would go on

him." That's the thing about American Top 40 — people know what to expect.

the show. Every Sunday morning we encased trivia in stories and statistics. Of course, the most im-

music they were missing on radio. Now all of a sudden Top 40 is big, because it embraced young people

Casey's Long Distance Dedication

As he reflected on his career, Casey Kasem named those people he would thank in his own "Long Distance Dedication."

"There are a lot of people I would thank: George Shapiro, my high school speech and English teacher; Don Bustany, who eventually helped me land the part of the 'Lone Ranger'; and the director of the 'Lone Ranger,' who gave me the best advice I ever got: 'You can make it the hard way or the easy way. The hard way is being a bastard, the easy way is being a nice guy.'

"Then there's my mother and father for not getting in my way, and the engineers at every radio station I worked at. Peter Butt is one who really stands out. There's also Bob Sweeney, who gave me my first role on 'Hawaii Five-O.' And John McRae, who told me to stop doing comedy. John Barrett and Rob Foster at KRLA and Bob Hudson, who insisted I move to Los Angeles. Tom Rounds has

been a good friend, and Ron Jacobs is the person I called when we started 'AT40.'

There's also George Jay, who played a tape for Chuck Blore, who sent me to San Francisco. Don McLeod was another guy, who told me to stop sounding so much like him. And I also have to thank Fred Silverman at NBC, who signed me to do the voiceover for 25,000 promos.

"To all these people I'd like to dedicate 'Thank You For Being A Friend' and 'Ain't No Mountain High Enough.'"

MUSIC CALENDAR

NETWORK PROMOS

The Weekend

July 13-14

The Countdown Paul Hardcastle/Midnight Star	(WO)
Countdown America With John Leader Cyndi Lauper	(USR1)
Country Report Countdown Judds/Johnny Cash	(WRN)
Dance Music International Shipworth & Turner	(RI)
Dick Clark's National Music Survey Eurythmics	(MBS)
Dick Clark's Rock, Roll, & Remember Gary Lewis & The Playboys	(US)
Don & Deanna On Bleeker Street Lak Leckenby of Herman's Hermits	(CB)
Dr. Demento Tom "T-Bone" Stankus	(WO)
Future Hits Billy Ocean/Pointer Sisters/Billy Joel	(WO)
The Great Sounds Engelbert Humperdinck	(US)
Hot Country Gold Reba McEntire/George Jones	(BRE)
Hot Ones Carly Simon	(USR1)
Hot Rocks Tina Turner	(US)
Lee Arnold On A Country Road Roger Miller/Don Williams/Mickey Gilley	(MBS)
Memory Makers Hot summer hits	(BRE)
Metalshop Twisted Sister	(MJ)
Music Makers Sammy Cahn Pt. 2	(NP)
Musical! Broadway theatre openings	(WO)
On The Radio Genesis	(NSBA)
Power Cuts Phil Collins (7/14)	(GSN)
Rock Chronicles Dylan/Springsteen/Ta Tuesday/Julian Lennon	(WO)
Rock Over London Debbie Bonham	(RI)
Rock Week Dire Straits/Phil Collins	(WO)
Scott Shannon's Rockin' America Top 30 Carl Wilson/Madonna/Sting	(WO)
Solid Gold Saturday Night Young Rascals (7/13)	(USR2)
Spirit Of Summer Eagles/Bryan Adams	(CBSR)
Street Beat Luther Vandross	(BRE)
Superstars Of Rock Huey Lewis & The News	(BRE)
Superstars Rock Concert Survivor/John Waite	(WO)
That's Love Marilyn McCoo/Smokey Robinson/Dan Aykroyd	(WO)
Top 30 USA Number one songs	(CBSR)
Weekly Country Music Countdown John Corlie	(US)

The Week Of

July 15-19

Country Today T.G. Sheppard	(MJ)
Earth News Paul Hardcastle/Michael J. Fox/Lia Thompson/Ron Howard	(WO)
Encore w/ William B. Williams 1951: Nat King Cole	(WO)
In Concert Eliot Easton/Blasters	(WO)
Live From Gilley's Belamy Brothers	(WO)
Off The Record Men At Work/Talking Heads/Bryan Ferry	(WO)
Off The Record Special Supertramp	(WO)
Pop Concert Spandau Ballet	(WO)
Special Edition DeBarge	(WO)
Star Trak Men At Work/Til Tuesday	(WO)

MONDAY

July 15

Country Report w/Ron Martin Reba McEntire	(WRN)
Rockline Heart	(GSN)
Solid Gold Country July Gold	(US)

TUESDAY

July 16

Country Report w/Ron Martin Roy Clark	(WRN)
Solid Gold Country Wayland Holyfield	(US)

WEDNESDAY

July 17

Country Report w/Ron Martin Reba McEntire/Roy Clark	(WRN)
Solid Gold Country Feature year: 1979	(US)

THURSDAY

July 18

Country Report w/Ron Martin Reba McEntire	(WRN)
Solid Gold Country T.G. Sheppard	(US)

FRIDAY

July 19

Country Report w/Ron Martin Roy Clark	(WRN)
Solid Gold Country #1 duet singles	(US)

NEWS & INFORMATION FEATURES

July 8-12

GENERAL INFORMATION

Jim Bohannon Show Janet Daly (7/13)	(MBS)
Ed Busch Talk Show Moral chiding/leaving a car (7/6) Flat tax/Reagan astrological blessings (7/7)	(AP)
Computer Program Business software/floppy discs/disc drives/strained relationships	(PRN)
Health Care Asbestos & asbestosis (7/7)	(PIA)
Larry King Show Henry Daulton (7/8) Larry Collins (7/9) David Halberstam (7/10) Gary Hart (7/11) Edward Bennett Williams/Earl Weaver (7/12)	(MBS)
News Blimp Home robots/bus signs/wrestling/ find-a-friend/anti-spy experts	(PRN)
Public Affairs Agricultural dilemma	(PIA)
Something You Should Know Auto energy tips (7/8) Sound health (7/9-10) Office politics (7/11)	(SBS)
Sound Advice Separating speakers/suspension/ bass reflex/hi-fi amplification	(PRN)
Waldenbooks Review Mary Higgins Clark/Anne Beattie/ Richard Feynman/What's The Difference?"	(WO)

COMEDY

Daily Feed Lance accused of Meesebanking/ Reagan vacation revised/ecstasy price index/Markham cruise controls	(DCA)
Laugh Machine George Carlin/Bickersons/Flip Wilson/ Steve Martin/Henry Youngman's wife/ Bob Hope	(PRN)
Radio Hotline Reporter/Dad/Norway/you are my station/ still waiting	(ASR)
Stevens' & Grdnic's Comedy Drop-ins Voice crisis/high school detective/ bourgeois/Bill & Doc/blue alert	(ASR)



Mike Kinoshian

• Mike Kinoshian has been named Director/Artist Relations at **Drake-Chenault**. Kinoshian previously was National Programming Consultant for the company, and joined D-C from **WKNR-WKFR/Battle Creek, MI** in 1980.

• "Late-Night With David Letterman" sidekick and band leader **Paul Shaffer** has been signed as permanent host of "Live From The Hard Rock Cafe" at **NBC Radio Entertainment**. Shaffer comments: "When I was approached about becoming permanent host, I said 'Press my tux — I'll be there.' Then I said, 'Forget the tux — this is radio.'"

• **Nora Thibodeau** has been appointed Senior Research Analyst for **Mutual Radio Network**. She was formerly Supervisor of Research Analysis, and came to Mutual from J.C. Penney in New York. Thibodeau will work out of Mutual's New York office, and will be responsible for customized sales material and network radio ratings analysis. **Michelle Kovach** replaces Thibodeau as Supervisor of Research Analysis, and **LaVoncy Howard** fills Kovach's position as Research Assistant.

• **United Stations Radio Networks** has appointed **William Lockett** VP/Administration and Human Resources. Lockett previously was VP/Human Resources at **Group W Satellite Communications**, and prior to that served as VP/Personnel at **Mutual Broadcasting**.

United Stations has also named **Joni Silverman** Director/Artist Relations. Silverman joined the company earlier this year as Director/Creative Services. Prior to joining the network, she was with **Pepperplatt Productions**, and previously worked at **WAPP/New York** and **DIR Broadcasting**.

Also at USRN: **Mike Tallaferra** has been named network Controller, and **Scott Stuart** has joined the company as Business Manager.

• Los Angeles-based **Multi-Media Entertainment** has named **Denise Cox** Vice President of the company. She is responsible for talent coordination and will also act as Music Director. Cox formerly worked on "Entertainment Coast To Coast" for **CBS RadioRadio** and was Music Director at **Drake-Chenault**.

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RADIO & RECORDS



MYSTERY MEAT — RCA recording artist Meatloaf (I) dropped the ABC Radio Networks Broadcast Center in New York and was interviewed by news correspondent Mark Scheerer. Meatloaf discussed his American comeback and his new album, "Bad Attitude."

Radio Should Go To College, Pt. II

By Gary Kaplan

When WMBD/Peoria PD Gary Bruce needed a talk program producer, he decided to try something different. Rather than the usual routine of trade journal advertising and small market recruiting, he opted for the college/university placement offices.

After contacting 20 area schools — and coming away with fewer than 25 applicants — he made the following observations:

- Counting internships and part-time jobs, only five applicants had actual professional experience

- Only a handful were truly committed to a radio career, perceiving it as an inferior alternative to television

- The applicants understood the communications industry quite well, including research, marketing, and psychological aspects

- A large percentage believed their first radio or TV job would be in Chicago or St. Louis

- Though most were well-prepared for the interview, audio tapes lacked structure and were poor quality

- Half were unprepared for the entry level salaries.

Great Expectations

Although Bruce's experience may not be the norm, it does illustrate one thing. In spite of better knowledge and understanding, many graduates aren't ready for the real radio world and vice versa. To bridge that gap and strengthen the benefits of their collaborative ties, maybe radio and colleges should reexamine their placement and internship programs. Are they fulfilling everyone's expectations?

Most of the professors I interviewed said they worked in tandem with their respective placement offices and through faculty contacts, and attempted to follow former students' progress up to a year after graduation. Depending on budgets, naturally, some programs were more extensive than others.

At the University of Georgia there are career days, recruiters



Gary Kaplan
Garofolo, Curtiss & Kaplan

and alumni visit with students, and an employment perspective listing graduates' qualifications is published and sent throughout the state. Students are also instructed in job-searching techniques for their particular specialty. As part of this training they put together resumes and participate in mock interviews.

The university's efforts net "90% placement for the first quarter after graduation," says Prof. James Fletcher. But he adds, "They may not be in their first choice and move on later. It comes back to the ability to have structure in the radio industry when it comes to recruiting people. Radio could have our best graduates if it had a method of communicating to them. If they want to offer a qualification exam sponsored by the state broadcasters, that would give them a headhunting list of our brightest people. Sometimes they assume our grads wouldn't like to

work for them. In fact, even though they wouldn't be earning top dollar, they would work for them."

Low-Paying Jobs

San Diego State Prof. Joe Johnson finds many graduates are not securing radio jobs. "Many go to work at marginal stations, get disillusioned, and wind up in another industry. A good four-year student has a wide range of abilities and ends up in an ad agency or corporate video department."

Temple University's Gordon Gray watches many students choose small hometowns over major markets' bright lights. "The last job a student got here was in Chicago, the one before that was in St. Louis, and before that Montgomerly City, MO. Mostly, it's kids going back home to small towns; they want to be sportscasters. Ten years ago kids wanted to make the world better. They're much more self-directed now."

If students are fortunate enough to obtain an industry job, it's usually in traffic or as DJs/announcers, news staffers/writers, and sales reps. When it comes to salaries, the figures that are bounced around land in the same ballpark — low. The typical graduate commands minimum wage in smaller markets. In Indianapolis a fledgling radio career climber can earn between \$12-15,000 a year. Temple's Gray says students can leave there, go to Grand Rapids, and make \$20,000 as a reporter.

University of Wisconsin Prof. James Hoyt quotes a past-year low of \$210 and a high of \$280 per week, adding, "Salaries are terribly low. It's the supply/demand situation. With the low pay, it's obvious that students are planning radio careers because they love it and not because they expect to make a lot of money right after they graduate."

On-The-Job Training

One way schools are preparing

students for the working world is through internships. Ball State University, for example, offers 100 ten-week programs a year. Most of these are non-paying, 40-hour jobs. Students, however, earn eight hours' academic credit.

Ball Professor Dave Smith contends these internships are their "biggest boost," but counters, "Radio can be more cooperative. News internships are easy, (yet) sales are hard to come by because stations don't want juniors selling clients."

"Internships are meaningful," agrees Wisconsin's Hoyt, "because there's a limit to what we can do. They're an extremely valuable supplement." Though students do gain practical experience and cultivate job contacts, there is a risk factor involved. "A number of stations use them as 'slave labor,'" notes Hoyt. "They don't provide them with feedback, just the dirty jobs no one else wants."

Helping students make a smooth transition from school to work is the educational philosophy at North Central College in Naperville, IL. The curriculum covers classes in programming (all formats), management, sales, promotion/publicity, traffic, and news. Its CHR outlet, 300-watt WONC, provides a hands-on supplement. Guiding the program is someone who's "been there," Director of Broadcasting/GM John Madormo. He joined the faculty after six years as a producer/director at WGN/Chicago.

"The emphasis here is not 'play what you want, when you want' but to work on the professional way of doing things," says WONC PD Jim Lawson. So station discipline emulates that of a major market facility, with students working in a variety of jobs ranging from station manager to production staffer. WONC's preprogrammed format lets the on-air staff concentrate on delivery styles, while promotions

have just gone over the \$10,000 mark. According to Lawson, five North Central students were placed in the Chicago market upon graduation.

Two-Way Solution

To eliminate the disparity between book learning and practical experience, both radio and colleges "will have to bend," recommends Bruce. "Radio (must) be more willing to offer salaries comparable with other entry level business positions, while college programs must better prepare the students with an increase in mandatory intern programs, more practical 'parttime' experience, and better understanding of the financial realities and potential future payoffs."

"Start with a liaison committee," suggests KVIL/Dallas VP/GM Dave Spence. "Get the RAB, NAB, and others to talk through how students are inadequately prepared for the real world." San Diego's Johnson agrees, singling out the Broadcast Educational Association and its commitment to continuing dialogue. "We need to instill goals in students but at the same time we need to tell them what the real world is like."

Fletcher thinks regional or state spinoffs of the IRTS's recruiting program (which selects seniors to spend a week in New York) would be quite beneficial. KSDO-AM & FM/San Diego VP/GM Jim Price supports having experienced radio people "teach state-of-the-art methods." And KIIS-AM & FM/Los Angeles President/GM Wally Clark proposes bringing classes to the stations.

All these solutions will be in vain, sums up Gray, if radio does not show an interest in the schools' budding talent. "Radio people had better make themselves available to come in and describe what goes on out there and inspire students. If the inspiration isn't there, radio doesn't have much of a chance."

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IMAGE & MARKETING

HOLLYWOOD

WHO YOU GONNA CALL?

A Film Studio Directory

At the recent BPME seminar in Chicago, I moderated a workshop on "Movie Tie-In Promotions." On the panel were Embassy Pictures VP/Publicity and Promotion Ed Russell, MGM/UA Entertainment Regional Promotion Rep/Motion Picture Marketing Ernie Malik, and WRFM/-New York Director/Creative Services Keith Carson.

What We Learned

What came out of that session echoed the findings of a survey R&R conducted last fall:

- Everybody likes to do movie promotions (100% of the responding stations indicated they get involved).
- Most individuals want the release/content information at least 90 days in advance.
- The average movie promotion runs 7-10 days.
- The standard promo length is 30".

- The average number of daily promos runs between 6-10.
- Generally, the station wants a private screening; the entire theatre excluding paying patrons.
- The station expects to be on the cash buy for the film.
- The primary source for film information is: A) the local field rep for the film company; B) the trade/consumer press.

One Startling Fact

One finding astonished all of us. A number of respondents said they

would run a promotion for a highly-anticipated film; i.e., a "Star Wars," "Indiana Jones," or a "Close Encounters," even if another station/direct competitor received the cash buy. The movie reps felt that stations who tied in, regardless of film quality, should be on the buy - not always for the majority share, but in appreciation of the station's participation/promo airtime.

What Do We Need?

The station promotion people participating in the BPME workshop wanted the information on release dates and promotional tie-ins far in advance. Both Russell and Malik said tie-ins are often made six or more months in advance, and mini-networks comprising film promotion stations are established at that time. This raises a critical question. How does radio find out about the films far enough in advance to be a part of the network? The answer is simple: call the studios.

I have compiled a directory of studio contacts (see box) to make the task of developing film tie-in promotions easier. The alphabetical listings (by studio) include names, titles, addresses, and phone numbers. To the best of my knowledge, this directory contains the most up-to-date information available.

A Thought

The promotion directors who attended our workshop also wanted to know which films slated for upcoming release fit their formats. Would it help if R&R periodically listed the major studios' release schedules and noted which formats and/or demographic cells best suited the films? Please let me

know your thoughts.

Movie tie-ins provide an inexpensive out-of-home experience/promotion for radio. They are also very effective sampling/surveying environments. With theatre tickets going for \$6-6.50 apiece in major markets, this type of promotion has become an entertainment and economic benefit.

Movie Studio Contacts

Buena Vista/Disney Pictures

Amy Gruberg
VP/Co-Op & Media Adv.
500 S. Buena Vista Street
Burbank, CA 91521
(818) 840-5010

Cannon Films
Priscilla McDonald
VP/Advertising & Publicity
6464 Sunset Blvd., Suite 1150
Hollywood, CA 90028
(213) 460-8124

Columbia Pictures
Judy Schwam
Director/National Promotion
Columbia Pictures
Columbia Plaza
Burbank, CA 91505
(818) 954-3815

Crown International
John Calhoun
VP/Publicity & Advertising
292 So. La Cienega Blvd.,
Suite 306
Beverly Hills, CA 90211
(213) 657-6700

Embassy Pictures
Ed Russell
VP/Publicity & Promotion
1901 Avenue of the Stars
Los Angeles, CA 90067
(213) 556-7829

MGM/UA Entertainment Co.
Ted Hatfield
VP/Field Operations
10202 W. Washington Blvd.
Culver City, CA 90230
(213) 558-5583

New World Pictures
Rusty Citron
Director/National Promotion
& Merchandising
1888 Century Park East
5th Floor
Los Angeles, CA 90067
(213) 201-7216

Orion Pictures
Carl Ferrazza
VP/Field Operations
9 W. 57th St.
New York, NY 10019
(212) 303-1090

Paramount Pictures
Jay Goldberg
Executive Director/Field Publicity
& Promotion
1 Gulf & Western
New York, NY 10023
(212) 333-4155

Samuel Goldwyn Co.
Mark Rosenthal
Director/Publicity & Promotion
10203 Santa Monica Blvd.
Los Angeles, CA 90067
(213) 552-2255

Tri-Star Pictures
Director/Field Operations
to be named.
Contact: **Marina Mitrone**
711 Fifth Ave.
New York, NY 10022
(212) 758-3900

Twentieth Century Fox
Geoffrey G. Amer
Director/National Field Operations
Box 900
Beverly Hills, CA 90213
(213) 203-1721

Universal Pictures
Don Barrett
National Director/Promotion &
Field Activities
100 Universal City Plaza
Universal City, CA 91608
(818) 508-2833

Warner Brothers
Leo Wilder
Director/Field Operations
4000 Warner Blvd., Glass Blvd.
Burbank, CA 91522
(818) 954-6046

ONE YEAR AGO TODAY

- **IVAN BRAIKER BECOMES PRESIDENT OF HIGHSMITH BROADCASTING**
- **JOHN FORD NAMED VP/USA & CANADA FOR RCA**
- **BOB GALLUCCI NAMED GM AT KING-FM/SEATTLE**
- **CARL DICKENS NAMED ND/DPD AT WBBM/CINCAGO**
- **DAN BENNETT NAMED PD AT KLIF/DALLAS**
- **#1 CHR:** "When Doves Cry" — Prince (WB)
- **#1 A/C:** "If Ever You're In My Arms Again" — Peabo Bryson (Elektra)
- **#1 B/U:** "When Doves Cry" — Prince (WB) (3rd week)
- **#1 Country:** "That's The Thing About Love" — Don Williams (MCA)
- **#1 AOR Track:** "Dancing In The Dark" — Bruce Springsteen (Columbia) (7th week)
- **#1 LP:** "Heartbeat City" — Cars (Elektra) (13th week)

FIVE YEARS AGO TODAY

- **NEIL ROCKOFF NAMED VP/GM AT KHJ/LOS ANGELES**
- **BOB FISH NAMED GM AT WRKO/BOSTON**
- **RON THOMPSON NAMED GM AT WHBQ/MEMPHIS**
- **DAVID ROSS NAMED GROUP VP AT METROPLEX**
- **MATT MILLS NAMED GM AT Y100/MIAMI**
- **MIKE HARVEY BECOMES GM AT WPEZ & WWSW/PITTSBURGH**
- **#1 CHR:** "It's Still Rock & Roll To Me" — Billy Joel (Columbia) (3rd week)
- **#1 A/C:** "Let Me Love You Tonight" — Pure Prairie League (Casablanca/PolyGram)
- **#1 B/U:** "Cupid" — Spinners (Atlantic)
- **#1 Country:** "You Win Again" — Charley Pride (RCA)
- **#1 LP:** "Empty Glass" — Pete Townshend (Atco) (3rd week)

TEN YEARS AGO TODAY

- **#1 CHR:** "Love Will Keep Us Together" — Captain & Tennille (A&M) (5th week)
- **#1 A/C:** "The Hustle" — Van McCoy (Avco)
- **#1 Country:** "Movin' On" — Merle Haggard (Capitol) (2nd week)
- **#1 LP:** "One Of These Nights" — Eagles (Asylum) (2nd week)

DATELINES

September 11-14
"Radio '85," the second annual Radio Convention & Programming Conference, presented jointly by the NAB and NRBA
Dallas Convention Center.

September 11-14
Radio/Television News Directors Association's International Conference
Opryland Hotel, Nashville.

February 2-5
National Religious Broadcasters' 43rd annual convention
Sheraton Washington, Washington, DC.

February 27-March 1
Country Radio Broadcasters' 17th annual Country Radio Seminar
Opryland Hotel, Nashville.



WXKS-FM 32
195 23-18
Y100 15-14
FM102 deb 30

WHFT	KCAQ
WCAU-FM	KQIZ-FM
PRO-FM	WYKS
KWOD	KTDY
WVSR	WPFM
WERZ	WGLF
WRCK	KKQV
WKRZ-FM	WHSL
WTLQ	WAZY-FM
KWIC	99KG
KZZB	WDBR
WZLD	KTRS
KITE	SLY96
KSET-FM	KIST
WANS-FM	
KBFM	
KX104	
BJ105	
KITY	
WZPL	
WRQN	
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7-29039

the first single from
 their debut Geffen album,

rites of passage
 GHS/MSG 24057



Produced by:

ROSS CULLUM & CHRIS HUGHES

VITAMIN

R&R STREET TALK

We hear **RCA** and **RICHARD PERRY** are nearly set on a new arrangement whereby Perry's **PLANET** label will be absorbed by RCA. Perry will return to fulltime producing, including at least three LPs for the **POINTER SISTERS**. That's why, in case you were wondering, the new Pointers single is on RCA, not Planet.

Who's spreading the rumors in the Big Apple about CHR-formatted **WKTU/NEW YORK**? The latest is that 'KTU will convert to AOR-based "Rock Classics" in mid-July, picking up new call letters **WRCQ**. But GM **TOM CHIUSANO** firmly denies it, and it's no wonder, considering that **QUINCY McCOY** recently arrived as PD and hasn't even seen the spring ratings yet.

What's happening with the **CAPITOL** AOR regional promotion squad? Atlanta's **STAN GLEASON** heads for L.A. in an associate national capacity, while New York's **DAVID MORRELL** adds on extra East Coast duties. Chicago's **STEVE PACHTER** is packing up for Capitol's new Miami local stakeout, and Dallas regional rep **RANDY ROBINS** will ankle the new Denver local post. It's said that West Coast Regional man **BOB ("BUBBA") OSBOURNE** has accepted a post with another label.

Any day now, **GERRY CAGLE** will be announcing his long-awaited new format for Country outlet **KCMO-FM** (soon to be **KBKC**) **KANSAS CITY**. As reported earlier, all roads point to CHR, so stay tuned for official details. Gerry still needs to complete an airstaff, which includes a prime news opening as well. His newest addition to the starting lineup is **WILLIE SANCHO** from **WAPP/NEW YORK**.

A small bloodbath took place at **KKBQ (AM)/HOUSTON** as all of the daytime air talents were let go, except for midday personality **BLAKE LAWRENCE**. Pink-slipped were **JEFF MASON**, **DAVE SHAY**, and **BARRY KAYE**. The AM's now simulcasting drivetimes with sister **KKBQ-FM**, Blake will remain live in middays, and the evening will be shadowcast with board operators. Overnight personality **CHRIS ALLEN** will stay on, and **MIKE CAVIEL** remains as in a parttime capacity.

Hostage Highlights: **KSMG/SAN ANTONIO** made all three network news programs as its personalities invited listeners to call in with recorded well-wishes for the American hostages in Beirut. PD **LOH THOMAS** compiled over 200 15/20-second nonpolitical calls on a cassette, and with the help of U.S. Senator Larry Neal, made arrangements to send it overseas.

Meanwhile, **WZOU/BOSTON** rallied listeners in a promotion designed to bring added awareness to the situation, by helping tie yellow ribbons to the trees in the Boston Common . . . Over at **KAY107 (KAYI)/TULSA**, PD **HARV BLAIN** and staff sent a telegram to President Reagan urging a swift resolution to the crisis. The message includes the names of over 3500 listeners, which were collected in just 12 hours.

So what were the American hostages singing as they deploined in Frankfurt? No, not "Tie A Yellow Ribbon." Give up? "Born In The U.S.A."

Black/Urban format fans looking for a programming opportunity should fire off a T&R to **CHUCK WELCH** at **WVOI/TOLEDO**, which is in need of a new PD. Continued on Page 25



JUST HAVING A FEW THOUSAND FRIENDS OVER — Actually, WKDF/Nashville's "One For The Sun" bash drew 11,000 listeners to Hermitage Landing to see Charlie Daniels, Dickey Betts, Van-Zant, Autograph, Billy Chincock, Kim Mitchell, Keel, and other artists perform during the two-day benefit, which netted \$20,000 for Cerebral Palsy and two local charity programs.

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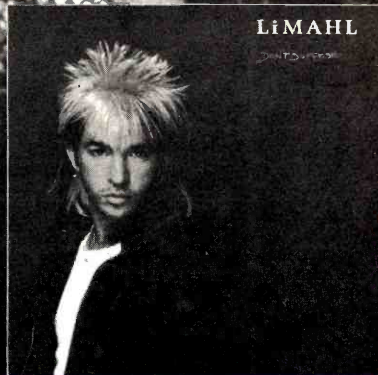
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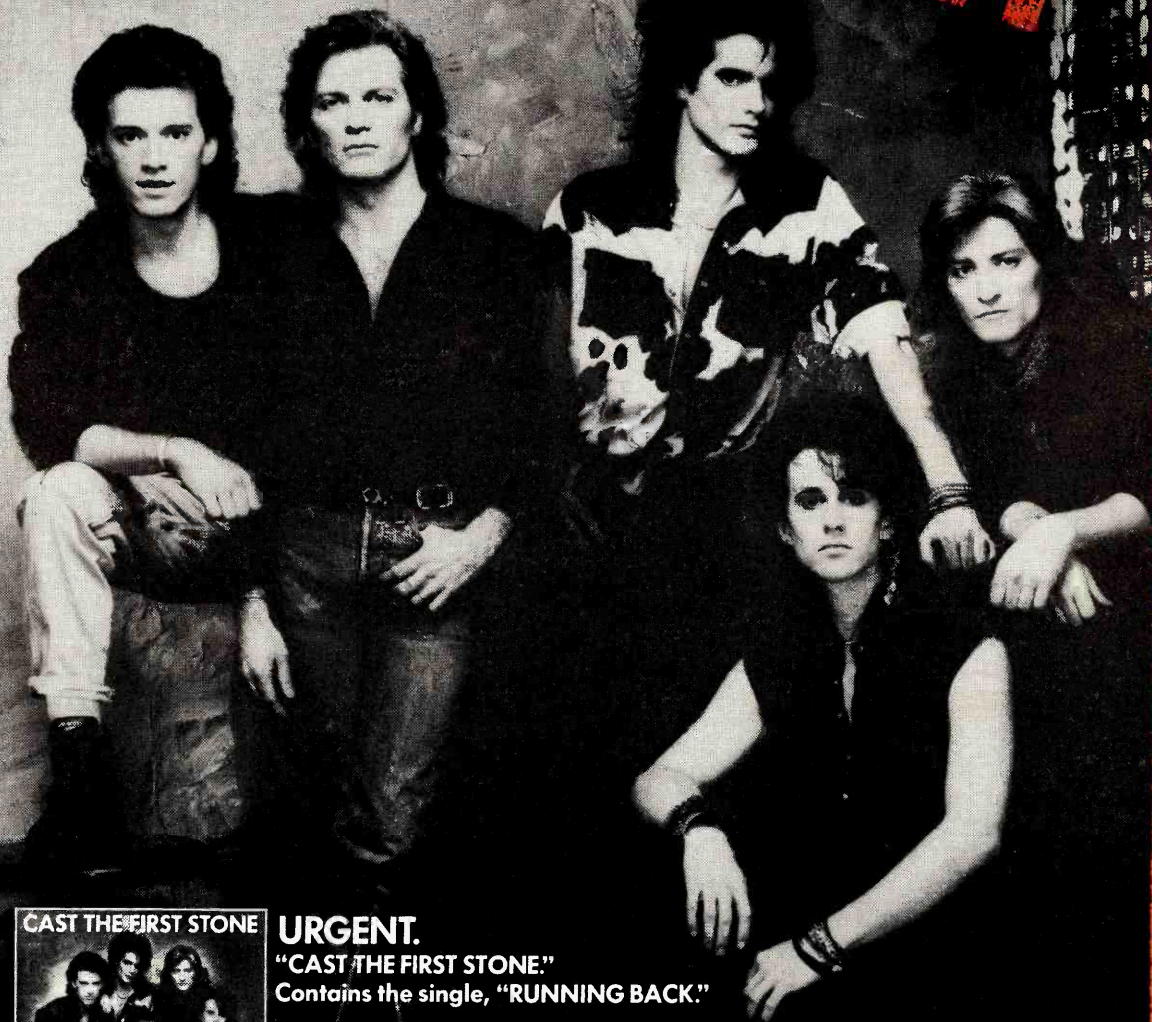
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URGENT.

"CAST THE FIRST STONE"

Contains the single, "RUNNING BACK."

Produced by Ian Hunter
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On Manhattan Records and
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STREET TALK

Continued from Page 22

Tennessee Travels: Operations Manager/ PD **GABE HOBBS** has transferred from **Y107 (WYHY)/NASHVILLE** to **REPUBLIC** sister station **U102 (WMYU)/KNOXVILLE** in the same capacity. Regional OM **MICHAEL ST. JOHN** has taken over the programming duties at Y107.

Those of you who are eyeing Docket 80-90 opportunities should know about the two-day "Radio Station Ownership and Management" seminar offered by UCLA in cooperation with the **SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION** September 6-7. The program is full of valuable information directed specifically to broadcasters preparing for ownership. For details, call UCLA at (213) 206-1660.

ROGER GAITHER, most recently PD at **KXX106/BIRMINGHAM**, moves to the Operations Manager's chair at **WKQB/CHARLESTON, SC** . . . After sitting in as interim programmer for several weeks, **DAN STEELE** has been officially named PD at **WSFM/HARRISBURG** . . . **BARRY KNIGHT** is no longer PD at **KZIO/DULUTH**. **JOHN MICHAELS** is now PD, and **WALT HERMAN** will handle music.

The legendary **CHUCK BROWNING** has segued swiftly from **KFRC/SAN FRANCISCO** back to crosstown **A/C K101**, where he worked before joining the Big 610. The Chucker will do 7pm-midnight till further notice.

LARRY DOYLE, who was with **WCIL/CARBONDALE, IL** from 1952-82 until his retirement, died June 27 at 57 after a three-year illness. His morning show, "Coffee With Larry," ran for 25 years on "CIL, and later he was a sales executive and Sales Manager for the station.

KORS/MINNEAPOLIS has hired **MARK RADOVICH**, a former writer for the David Letterman show, to join **HEIDI KRAMER** in the morning show. Does this mean they'll soon be doing "Stupid Human Tricks" on the air?

On-air in the mornings, onstage in the evenings — that's **WNEW-FM/NEW YORK** morning teammate **MARK McEWEN**, who this week has been doing stand-up comedy at Caroline's, a local nightclub.

KBEST/SAN DIEGO figures it can now reach an additional 700,000 listeners in the metro after getting the go-ahead to move its tower and increase power. The A/C station now has one of the top signals in town.

Happy to report that former **KMET/Los Angeles MD SUE STEINBERG** is the new Operations Manager at **KRIS STEVENS ENTERPRISES**.

With **CHRIS SHEBEL & KEITH LARSON** moving from **KZZP/PHOENIX** to **AOR KDKB**, PD **GUY ZAPOLEON** needs a killer morning team or one-person act immediately . . . Up the Rocky range a bit, **KIMM/DENVER** is looking for someone fresh and entertaining to do late nights. Contact OM **DOUG ERICKSON** . . . An immediate opening for an afternoon driver (who may also become MD) is available at **AOR WHMD/HAMMOND, LA**. For a good time competing against New Orleans and Baton Rouge talent, call PD **MARK SEGER** at (504) 345-1070.

Rising with the summer corn is **MARK MAZETTI**, who's left his New York A&M promotion assistant gig for the label's Midwest regional promotion slot. Mark takes over for exiting **CHUCK OLINER**.

Flipping from playlists to platters is former **WLAV-FM/Grand Rapids PD TONY GATES**, who's joined **CRAIG LAMBERT** and **DAVE LONCAO** for independent album promotion at **NEW AVENUES MUSIC**.

Always at a loss for sanity, **Q102/LINCOLN PD TOM BARKER** demonstrated his remarkable "one-man wave" at a Twins-Rangers game in the Metrodome during the **UPPER MIDWEST COMMUNICATIONS CONCLAVE** recently. Hundreds nearby witnessed Tom flapping his arms up and down as he jumped from seat to seat.

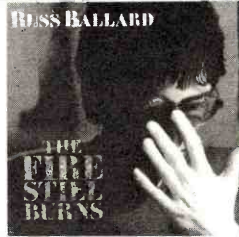
Not to be outdone, **KDWB-AM & FM/MINNEAPOLIS PD DAVE "Mr. Pins" ANTHONY**, who had never bowled much better than a 100, rolled a 218 game to claim the fifth annual **WEA Conclave** bowling championship. Look for Dave on the pro circuit soon.

He programs a major-market station, he acts — hey, **KLOS/LOS ANGELES PD TIM KELLY** is a regular renaissance kind of guy. Tim's latest venture is an appearance as a game show host in "Guide To Getting Girls," a 45-minute video being produced for the home video market and possible cable showings.

Baby Talk: Cheers to **WESTWOOD ONE VP/Production BRIAN HEIMERL** and his wife Nancy on the birth of son Andrew Scott, who checked in at a hefty 9 pounds, 11.5 oz . . . **WMAY & WNNS/SPRINGFIELD, IL OM ROB BAXTER** and his wife Cherie called in their newest add, Brandon Dale . . . Daughter Kristen lone is new to **KLLS/SAN ANTONIO** Production Manager **SCOTT K. SMITH** and his wife Kathy.

Congratulations to **RAB** President **BILL STAKELIN** and **LOUISE HALLAHAN** of **CBS** on their marriage last weekend in Washington. They're now honeymooning in Europe, where their itinerary reportedly includes Wimbledon. Serve's up!

DOUBLE BREAKER



RUSS BALLARD THE FIRE STILL BURNS

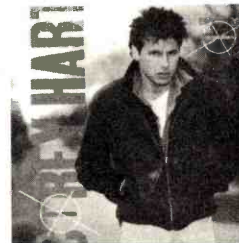
1ST WEEK LP BREAKER
DEBUTS 23

Featuring the track

"THE FIRE STILL BURNS" B 8275

AOR TRACKS 25

Also features: "ONCE A REBEL," "THE OMEN"



COREY HART BOY IN THE BOX

1ST WEEK LP BREAKER
DEBUTS 17

Featuring the track

"NEVER SURRENDER" B 8268

AOR: 14 CHR: 15

Also features the rocker,
"KOMRADE KIEV"
and the hits

"BOY IN THE BOX," "WAITING FOR YOU"



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KEN BARNES

ON THE RECORDS

AN ARTICLE OF CLOTHING

What The Well-Dressed Rocker Wears

Ever since Carl Perkins first warned interlopers about stepping on his blue suede shoes, clothes have been a prime concern for rock artists. Not only do they concentrate on looking good themselves, but they like to write about the articles of clothing themselves, all the way up to "Raspberry Beret."

Prince's ode to fruit-flavored headgear is actually one of the biggest clotheshorse hits, although it will have to go to No. 1 to equal the biggest beret hit of all time, Sgt. Barry Sadler's "Ballad Of The Green Berets." But the total number of hit apparel numbers is actually fairly low.

So instead of compiling an exhaustive list along the lines of last week's geographical special, the approach was to rummage through the closet for songs about clothes to construct appropriate male/female models for the well-dressed rock 'n' roller. (Original inspiration courtesy of R&R's stylish Lucie Morris.)

Working From The Top Down

Our gorgeous female model has a wide selection of fashionable headwear, including Bob Dylan's modish "Leopard Skin Pillbox Hat" (much favored by Annie Lennox), and the legendary "wig hat" mentioned in Tommy Tucker's "High Heel Sneakers" and many other songs. But to be truly au courant, the Raspberry Beret is our fashion consultants' choice. Our male model must go hatless, however; green berets seem a bit out of date and there don't seem to be any alternate choices.

Aside from pants, there's a shortage of songs about specific dresswear items. We could have used a few songs titled "Frilly White Blouse" or "Tacky Tube Top" or something. There are general numbers like "Leather & Lace" by Stevie Nicks, and a bunch of songs about dresses: "Devil With A Blue Dress," "Long Cool Woman In A Black Dress," "Ruby Red Dress," and Sugarpie DeSanto's ultrahip "Soulful Dress." There are also a ton of drooling numbers about miniskirts, among them "Miniskirt Minnie" by Wilson Pickett, Syl Johnson's "Dresses Too Short," and "Big Leg Woman (With A Short Short Miniskirt)" by Israel "Popper Stopper" Tolbert (whose blindness did not hamper his appreciation of the short-dress fashion trend).

But we've opted for the high school sweater (from Dee Clark's "Hey Little Girl (In The High School Sweater)," which allows us to choose the far-and-away most popular item of women's clothing in song: blue jeans. A very partial list: "Forever In Blue Jeans,"

"I Love My Shirt" is not much specific help, but Elvis Costello's "Green Shirt" will do the job. Naturally, the Marty Robbins "White Sport Coat And A Pink Carnation" ensemble is de rigueur with the combination producing, we hope, some sort of semihip "Miami Vice" effect.

Aside from a raft of general pants songs ("Ants In My Pants," "Shake Your Pants," "You Make My Pants Want To Get Up And Dance," etc.), the choice came down to a tough call between Eric Clapton's "Bell Bottom Blues" and the Joe Bennett & The Sparkletones/Robert Gordon-favored "Black Slacks." (Honorable mention: "Black Denim Trousers" by the Cheers.) Applying timeless standards of essential coolness,

the committee chose the black slacks.

Turning our attention to footwear, after pausing to add a pair of bobby sox for our female model in honor of Frankie Avalon's "Bobby Sox To Stockings" and Bobb B. Soxx & The Blue Jeans, we have a wide range of choices. In a unisex mode, there are any number of "Dancin' Shoes," "Rock 'N' Roll Shoes," "Boogie Woogie Dancin' Shoes," and such. Nancy Sinatra's boots made for walkin' work well with a dominatrix mode, and Sugarpie DeSanto (who had a knack for this sort of thing) cast a vote for "Slip-In Mules." Jan & Dean had "White Tennis Sneakers" while Steely Dan simply had "Bad Sneakers." But, when all is said and done, what could be more

definitive footwear than high heel sneakers for the woman and blue suede shoes for the man?

Accessories would naturally have to include shades — "Sunglasses At Night" for our male model, a choice of Z.Z. Top-style "Cheap Sunglasses" or John Conlee's "Rose Colored Glasses" for the female model. Optional: the Cookies' "Chains" or (getting semi-kinky) R.J.'s Latest Arrival's "Shackles."

Other possibilities exist, of course, but I think we've turned out our models in fine fashion. Whatever, it will eventually all come out in the "Dirty Laundry."

Early Pictures Of The Stars

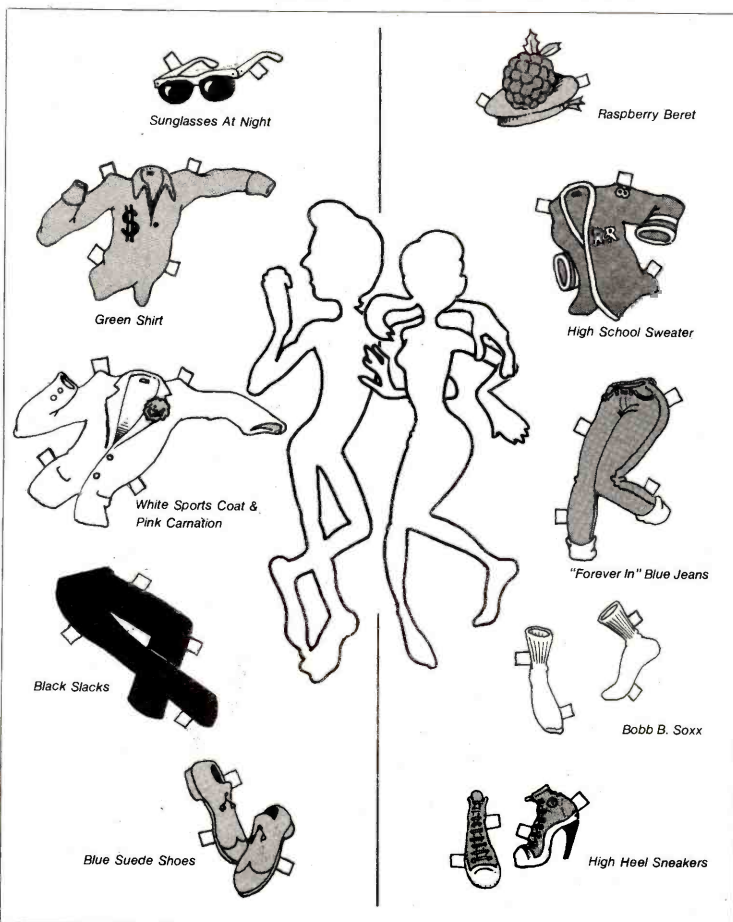
Yes, once again, the column that was first in the nation with high school photos of Madonna presents another vintage shot of a modern-day star. Alan Gary, who's affiliated with WFUD/Teaneck, NJ, sent in a snapshot of a 1981 interview he conducted with Cyndi Lauper while she was still with her early band Blue Angel.



Radio folk with obsessive memories for detail may recall the original version of Rick Springfield's "State Of The Heart," by Australian band Mondo Rock, released by Atlantic a few years ago. Rick did a little rewriting on his version.

Other covers getting significant action: "Everytime You Go Away" (Hall & Oates LP cut), "Get It On" (T. Rex), "People Get Ready" (Impressions from 1965), "Willie & The Hand Jive" (Johnny Otis Show, 1958; covered by Cliff Richard twice).

Depeche Mode was originally led by Vince Clarke, who wrote most of their early songs until he left to form Yaz with Alison Moyet. After Moyet went solo, Clarke formed the Assembly, which released just one single; he has a duo 45 out in England and is ready to start a new project, while his former Depeche bandmates celebrate a hit on the third attempt with "People Are People."



Mode Warriors

International hits cross at different intervals and are almost never released in unison. Even after the **Beatles** attained mega-group status, there was occasionally a lag between when the new Beatles song became available on import and the domestic copy was finally released. When **Depeche Mode** went to West Berlin last summer to record the "Some Great Reward" LP, "People Are People" has just gone to #1 in West Germany. A year later, "People" is finally becoming an American hit on its third release.

Depeche Mode's **Andy Fletcher** turns 24 on Monday. As of last summer he lived with his girlfriend and her mother in Basildon, and had never really considered moving out. He says, "It's what you're used to, I suppose." He went to school with **Alison Moyet** and is still in touch with her. (**Vince Clarke**, Moyet's former partner in **Yazoo**, was a founding member of Mode.)

Fletcher and **Martin Gore** are responsible for the group's continued deemphasis on guitars. Last year, in fact, Gore and Fletcher went shopping for children's toy instruments — xylophones along with pianos and saxes. Fletcher is also the liaison between the group, music publishers, and booking agents. (All the group members have some business duties except for Gore, who concentrates primarily on songwriting.)

MONDAY, JULY 8

1969/**Zager & Evans** get a gold record for "In The Year 2525."

1969/Accidentally or intentionally (the authorities would opt for the latter), **Marianne Faithfull** nearly dies from a drug overdose on the Australian movie set of "Ned Kelly." Faithfull is dropped from the movie's cast; two days later she begins treatment for heroin addiction.

1970/**The Everly Brothers** get a summer replacement series on ABC-TV.

TUESDAY, JULY 9

1968/**The Temptations** make their first appearance with **Dennis Edwards** as lead singer. **David Ruffin** has left the group over his desire to make the group funkier. When **Norman Whitfield** begins producing the Tempts a few months later, they'll head in that direction anyway.

1971/Six days after dying of a heart attack, **Jim Morrison** is buried in Paris and his death is finally confirmed.

1979/Imagine the "White Album" with a bar-code. On this day **Capitol** begins placing the universal product symbol on its new releases. As the practice becomes common at least one group, **Devo**, makes light of it by designing an entire LP cover around a bar-code.

Birthdays/**Jim Kerr (Simple Minds)** 1959, **Bon Scott** would be 39.

WEDNESDAY, JULY 10

1954/**WINS/New York** announces the hiring of **Allen Freed**.

1963/**Martha & The Vandellas**' "Heatwave" is released after being held for six months in anticipation of warmer weather.

1968/**Keith Emerson & the Nice** stomp and burn an American flag at a London concert. As a result, the group is banned forever from playing the Albert Hall.

1979/**Chuck Berry** is sentenced to four months in prison for tax-evasion dating back to 1973.

Birthdays: **Debby Hunter (Klique)** 1955, **Ronnie Dio** 1949.



THURSDAY, JULY 11

1959/**Joan Baez**'s first recording is made live at the Newport Folk Festival.

1967/**Kenny Rogers** leaves the **New Christy Minstrels** to form the **First Edition**.

1979/**Neil Young**'s "Rust Never Sleeps" movie opens.

Birthdays: **Jeff Hanna (Nitty Gritty Dirt Band)** 1947, **Alan McCarthy (Men Without Hats)** 1957.

FRIDAY, JULY 12

1969/**Blind Faith** makes their American debut at Madison Square Garden.

1970/**Johnny Cash** presents Judge **Sue Hicks** with a copy of his gold record for "A Boy Named Sue."

1979/**Minnie Riperton** dies of cancer in Los Angeles at age 32. Her current single, released well before her death, is "Memory Lane." A year later, Riperton's husband **Dick Rudolph** (who goes on to produce **Tena Marie**), releases a posthumous LP on which, through magnetic surgery, Minnie duets with **Peabo Bryson** and others.

1979/**Steve Dahl**, then with **WLUP/Chicago**, holds a "disco demolition" rally between games at White Sox Stadium. The proceedings get rowdy, and the second game has to be called off. Later that summer, Dahl releases "Do Ya Think I'm Disco," which goes top ten on competitor **WLS**'s surveys but never gets played because he works for an opposing station.

Birthdays: **Bill Cosby** 1937, **Christine McVie** 1943, **Walter Egan** 1948, **Jerry "Swamp Dog" Williams** 1942.

SATURDAY, JULY 13

1973/**The Everly Brothers** break up for 11 years after a concert at Knotts Berry Farm.

1977/A citywide blackout hits New York. Some concerts, such as **Boz Scaggs**'s Lincoln Center show, end early. A few others go on with flashlights.

Birthdays: **Cheech Marin** 1946, **Roger McGuinn** 1942.

SUNDAY, JULY 14

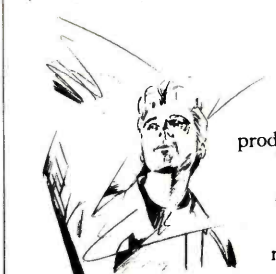
1977/After cursing their way off the network six months earlier, the **Sex Pistols** return to the BBC to do their first "non-controversial" single ("Pretty Vacant") on "Top Of The Pops."

1980/If you own the "Times Square" soundtrack, you can find the best-known **Ruts** song, "Baby's Burning," in between **Patti Smith** and a **Robin Gibb/Marcy Levy** duet. **Ruts** lead singer **Malcolm Owen** overdoses on heroin today and dies in his bathtub.

1984/**Bob Marley**'s "Legend" video bumps "The Making Of Thriller" from #1 on the British video charts.



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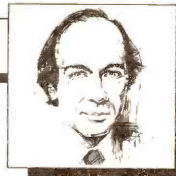
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R&R Radio & Records



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CALENDAR

Safety First In Mobile News

An oil refinery storage tank exploded with a roar heard for miles. A giant fireball in the night sky. Alarms ringing. Emergency crews rushing. Flashing red lights. Fire roaring like nonstop thunder. Sirens. Powerful streams of water. Choking smoke. Terrific heat. The bright fire reflecting from the steel sides of dozens of nearby storage tanks. Reporters swarming all around.

The fire chief yells, "If this jumps to the next tank, all the others are gonna go! If we don't stop her from jumpin', we'll have a chain reaction that'll blow the whole farm!"

Radio reporter, adrenalin pumping, face illuminated by orange-red glow, oily runoff water streaming around his ankles, fire noise deafening, impossible to hear his own air monitor, knuckles white, heart pounding, screams into the Marti mike, "Put me on! Put me on!"

Now, my fellow pro, back off,

freeze the scene, and let your imagination create a possible ending. Imagine the fire does jump to the next tank, and the next, and say the whole big tank farm ignites in one hellish maelstrom, with fiery globs of oil rocketing thru the air like napalm, and tidal waves of burning, sticky goo.

Is that really any place for reporters? Firemen, yes. Ambulance drivers, surely. Reporters? It's my contention they should be kept away in a reasonably safe area.

Should a supervisor send a reporter into a situation in which

his or her safety might be unreasonably endangered?

I bring this up because my station just bought a new 4WD news vehicle, and I am about to issue a memo which will cause some snickering.

The macho piece of machinery, in theory, can climb intimidating inclines (hillside news, anyone?) or bull right through high water. It can but it may not. My memo will say that the vehicle should never be taken into landscape (or waterscape) where the reporter will be endangered.

Yes, we're gonna have 4WD and no, we are not going to use it for much of anything beyond show. Trucks we can buy. People we cannot.

The refinery fire was years ago. I was the young reporter screaming to be put on the air. The whole place did not blow. Sheer luck.

Nixon Declared Independence

MONDAY, JULY 8 — Our Declaration of Independence was first announced to the general public 209 years ago (1776). Citizens heard the Liberty Bell ringing. They congregated in what is now Independence Square in Philadelphia, where Col. **John Nixon** read the declaration to the crowd.

1983 — Breakup of Ma Bell (AT&T divestiture plan) tentatively okayed. 1976 — **Richard Nixon** disbarred. 1907 — Ziegfeld Follies premiered NYC. 1889 — **John L. Sullivan** won last bare-knuckle heavyweight championship. 1835 — Liberty Bell cracked 3rd time. 1796 — 1st US passport issued.

Kim Darby 37. **Steve Lawrence** (Sidney Leibowitz) 50. **Roone Arledge** 54.

Congress Defeated National Prayer Day

TUESDAY, JULY 9 — A plan to have a national "Day of Prayer and Fasting" was defeated by Congress 153 years ago (1832). There was a cholera epidemic in America. Some Congressmen wanted to declare a national holiday so everyone could fast and pray. After debates over separation of church and state, the House of Representatives voted against federally-endorsed praying.

1977 — World's largest pancake flipped intact: six feet, one inch, Hampton, NH (a Guinness record). 1918 — Worst US train wreck: 101 fatalities, Nashville, TN. 1893 — 1st human open heart surgery. 1872 — Donut cutter patented. 1869 — Concorc pipe patented.

O.J. Simpson 38. **Nikola Tesla** born 1856, grandfather of electronics. **Elias Howe** born 1819, invented sewing machine 1846.

Scopes Monkey Trial

WEDNESDAY, JULY 10 — Christian lawmakers in the state of Tennessee thought they had the right to have public schools teach only the Bible version of the origin of human life. When teacher **John Scopes** got caught explaining the Darwin Theory of Evolution — that Man descended from monkeys — Scopes was hauled into court. The Monkey Trial began 60 years ago today (1925). It was the top national news item. Scopes was convicted of teaching a prohibited idea, but he won on appeal to the Tennessee Supreme Court. The state law was invalidated.

1979 — Energy crisis, President **Carter** ordered thermostats set 78 degrees summer and 65 winter. 1962 — Underwater swim English Channel, 42 miles, by **Fred Baldasare** of USA 18 hours. 1890 — Wyoming 44th state.

Arlo Guthrie 38. **Sue Lyon** 39. Tennis stars **Virginia Wade** 40, **Arthur Ashe** 42. **David Brinkley** 65. **Adolphus Busch** born 1839, pioneered pasteurized beer.

Heaviest Payload In Space

THURSDAY, JULY 11 — The heaviest payload ever placed in Earth orbit was America's Skylab I space station (launched May, 1973). Six years later, Skylab fell from orbit on this date in 1979, scattering debris over Western Australia.

1980 — Iran released hostage **Richard Queen** on day 250. 1979 — World's largest windmill, 140 feet tall, 200-foot blades, completed at Boone, NC by Dep't of Energy (didn't work, now dismantled). 1804 — **Alexander Hamilton** killed in duel by **Aaron Burr**. 1798 — US Marine Corps created.

Tab Hunter (Arthur Andrew Gellen) 54. **Yul Brynner** (Taidge Khan) 65.

Father & Son Medals Of Honor

FRIDAY, JULY 12 — Our highest military decoration, the Congressional Medal of Honor, was created by Congress 123 years ago today during the Civil War (1862). The first Medal of Honor recipients were a half-dozen Union soldiers who stole a Confederate railroad locomotive. The only father and son winners of the Congressional Medal of Honor were Gen. **Arthur MacArthur** and (son) Gen. **Douglas MacArthur**.

1984 — **Geraldine Ferraro** named 1st female Vice Presidential running mate. 1933 — Minimum wage 40¢. 1844 — Foghorn demonstrated.

Bill Cosby 48. **Milton Berle** (Milton Berlinger) 77.



BRAD WOODWARD

Great Talk Hosts Are Made, Not Found

Here are the two questions I hear most often as News/Talk Editor of R&R:

- 1) From programmers and managers: "Do you know of any good talk hosts looking for work?"
- 2) From hosts: "Have you heard of any good openings lately?"

Unfortunately, these two types of inquiries seldom coincide closely enough to let me play matchmaker, which is one of my favorite roles. Locating top-rate air talent has to be the most perplexing challenge facing talk radio today. Nothing flavors the listener's perception and acceptance of a station more than the personality and skill of its hosts.

In search of that mythical well-spring of brilliant hosts, I approached three News/Talk experts, starting with consultant Bruce Marr, former KABC/Los Angeles PD. "I'm finding more and more that, rather than finding hosts, you have to make them out of whatever raw material you can find," he offered.

"Radio people, for the most part, are not used to doing any homework."

— Bruce Marr

"So many of the guys who respond to help-wanted ads are the hackneyed old folks with all the bad habits," Marr continued. They're used to dealing with what I call the nine controversial issues — such as abortion, gun control, ERA, and capital punishment. These hosts go on the air unprepared and get the phones ringing — usually with the same old callers — but the show completely ignores the needs and wants of the listeners."

Marr charges that this type of host has "nothing to offer of themselves," and will say anything to provoke a call. Instead, Marr explained, he prefers his

person to "be able to go in there and do the whole show without a single phone call if need be, because that guy is in control."

Learning To Prepare

Marr searches for "people who are used to speaking in front of other people and are used to preparing — like attorneys. Radio people, for the most part, are not used to doing any homework. They're used to coming in and doing their record show, where they spend three or four hours on the air and make up clever lines.

"When that kind of person moves into talk, with a few notable exceptions, they look at you like you're crazy when you talk about doing homework and preparing their program and actually spending time at it off the air," he observed. "But when you talk to attorneys or college people, they say, 'Yeah, I'm used to working nights.'"

Nor does a news background automatically prepare someone for the role of talk show host. Marr believes that converting newsmen into talk hosts "works less than half the time" because they "tend to dwell on the journalism school thing. This creates one kind of talk show, but there are many things that aren't lead story stuff but would make a good talk show. Newsmen don't tend to see these topics."

One-On-One Communication

After the non-broadcaster is chosen as host, Marr recommends test-asing him in a low-risk weekend slot, allowing the new-



"Rather than finding hosts, you have to make them out of whatever raw material you can find."

— Bruce Marr

comer to gain experience and become a candidate for a general host position.

Marr says that novices must be instilled with two key talk radio values that may not come naturally: pacing and the element of time "in terms of seconds," and talking to one person at a time.

Slick Vs. Dear Abby

NBC Talknet Director/Programming and Executive Producer Maurice Tunick agrees that good talk hosts don't grow on trees, just waiting to be picked. When discussing hosts, the epithet that comes to Tunick's lips most often is "slick." NBC consciously avoids honey-voiced broadcasters and sometimes even ignores those with formal academic training in a specialty. Instead, the network looks for persons who have been through the mill, who have lived their specialties rather than studied them, and who have at least some radio background.

When scouting for Talknet's personal advice host, Tunick became convinced that a trained therapist might offer "good psychotherapy, but not good entertainment." NBC opted for the "Dear Abby" approach of Sally

Jesse Raphael, a broadcaster with no training in psychology or counseling. She landed the job for her list of credentials, which included getting hired and fired, living all over the country, running a business, raising a family, and falling "in and out of love."

The Neighborly Approach

Tunick says it's important to train specialty hosts — the psychologists and attorneys — to approach their callers as they would a friend hitting them up for free advice at home in the living room rather than as paying clients. The result is a warm, neighborly approach that many listeners find appealing, judging by Talknet's outstanding success.

To test the potential of a prospective host, Tunick sets up an entire mini-talk show off the air, complete with theme music. The candidate speaks with callers who didn't make it onto a real show for time reasons, but agreed to be called back at another time to participate in the test.

Homegrown Miami Talent

Competing for talk talent is especially stiff in Miami. The market has four English and three Spanish News/Talk stations, and WNWS/Miami VP/GM Neil Rockoff says this requires considerable training. "We really have developed a homegrown approach to developing new personalities."

Examples? A sports show has been broadened into health, fitness and other topics of interest to those listeners "who don't care who won the Laker game last night." The station is also training one of its newsmen for talk. Rockoff continued: "We're developing her into a personality, letting her get involved in commentary and talk shows as a point-counterpoint person."

A new member of the WNWS weekend lineup is a former candidate for mayor. Her show will soon be expanded to several hours, when a "counter personality" from local politics may be juxtaposed.

Rockoff is convinced that localism is more crucial to Talk than it is to other formats. This makes it risky to import even highly-successful, experienced talent from other markets.

Rockoff explains how WNWS breaks in new hosts with a sort of "buddy system: "Initially we have an experienced host with them constantly, then less and less until they're finally in there all by themselves. It's like teaching someone how to fly an airplane. Ultimately, someone has to get out and the other person has to solo."

MTV: Music Talk Radio?

What kind of radio stations advertise on MTV? CHR, you say? Maybe AOR? What about News/Talk? That's just what WNWS/Miami did with an 80-spot schedule during the month of May.

"We think we're the only News/Talk station in America that's done it," says VP/GM Neil Rockoff. Interestingly, the TV spot wasn't tailored to a young audience, reflecting Rockoff's belief that a lot of adults "will sit and be mesmerized by three or four videos in a row."

He points out, however, that four of WNWS's five fulltime talk hosts are under 30, and the station has unusually strong 25-34 numbers. "Our guys go to discos, they drive sports cars, and they look at girls in bikinis on the beach," says Rockoff. "Even in this market, where two out of three people are over 35, we can pick up the image of being the yuppie News/Talk station."

"After all, News/Talk listeners aren't green-eyed monsters with blue hair," he continues. "They're real people who listen to news and talk for 20 minutes and then go back to classical or rock, or maybe jump on their motorcycles."

Following up its MTV campaign, WNWS is one of two Miami stations heavily involved in promoting the local debut of Video Hits-1 (VH-1), Warner Amex's new 25-49, A/C version of MTV.

ON THE MOVE



Brad Sham

Betty Berneman

Morning drive talk host Marc Bernier is upped to Program Manager at **WBSM/New Bedford, MA** ... **WINS/New York** News Director Scott Herman transfers to **KYW/Philadelphia** as Executive Editor ... Brad Sham promoted to Sports Director of **KRLD/Dallas** ... **WCBM/Baltimore** ND Bob Shilling elected President, **Chesapeake AP Broadcasters** ... **CBS Regional** VP Bob Hyland of **KMOX/St. Louis** receives an Honorary Doctor of Laws degree from the University of Missouri ... **WWDB/Philadelphia** ND Betty Berneman testifies before the U.S. Attorney General's Commission on Pornography.



THANKS, PAUL — For his contributions to WOR/New York's ongoing success, ABC Radio commentator Paul Harvey was recently given a commemorative plaque by station officials. Pictured (l-r) are PD Bob Bruno, Harvey, GM Lee Simonson, and GSM Peter Smyth.



DAN O'DAY

AIR PERSONALITIES

Getting The Most Out Of On-Air Telephone Calls

"How about some tips on how to develop a broad base of wacky listeners who would love to contribute to a personality show?" That's the request of Jon Dahl, from KWEB & KRCH/Rochester, MN.

As a general rule, you'll probably find that the larger the market the more likely you are to discover talented, creative people willing to add to your show.

Because virtually all of these people will make their initial contact with you via telephone, once again I find myself stressing the importance of answering your own telephone — as promptly and as cordially as possible.

Be ready to tape any portion of any call on an instant's notice. Keep your razor blade and splicing tape handy. Too many jocks let good opportunities pass them by simply because it never occurs to them to do some quick, judicious editing.

Here are three devices you can use to assist your callers in being more articulate and pithy.

"Be ready to tape any portion of any call on an instant's notice. Keep your razor blade and splicing tape handy. Too many jocks let good opportunities pass them by simply because it never occurs to them to do some quick, judicious editing."

Leading

Often a caller knows where s/he wants to go but doesn't know how to get there. You've experienced this many times in non-radio circumstances, when you've gotten the drift of someone's message long before the person finishes the sentence. Let's take a non-radio example to illustrate:

PEDESTRIAN

"Excuse me, but I'm trying to find a certain part of Manhattan that I can't think of what they call it but it's real well-known and pretty sleazy with lots of theatres and stuff and every New Year's Eve there's this big ball that comes down and . . ."

YOU: "You want directions to Times Square?"

Here you have distilled the person's original expression into a concise, easily understandable statement. In real life it's often

rather rude to finish another person's sentence; in radio, it's a different story. In radio, time and lucidity are at a premium. So when you sense the caller has a potentially good idea but doesn't know how to present it, promptly interrupt and offer your assistance.

Extending

This is similar to leading, although it sometimes can have the opposite effect. Instead of shortening and tightening the person's message, it can broaden it a bit to make it a fuller communication. With extending, you take an incomplete or inarticulate communication and add to it. Parents who want to help their toddlers learn to speak better find this useful:

TODDLER: "Doggie!"

PARENT: "Yes, that is a doggie!"

TODDLER: "Hungry!"

PARENT: "Yes, you are hungry. Would you like to eat lunch?"

It's important to realize that with this technique you're not correcting the other person's language; you're modeling a more elegant form of expression that the other person might (in fact, probably will) choose to adopt.

Restating

Radio humor is primarily auditory. It may sometimes lead listeners to translating the sounds into mental pictures (e.g., a Dolly Parton joke most likely will lead to a mental image before the laugh) or feelings (e.g., a comment that ends with "... like running her fingernails across the chalkboard" will, for many of us, lead to a direct kinesthetic response as we cringe at the thought). But it all starts with sound.

This is why for a radio gag (or any type of radio bit, comedic or straight) to work, it has to sound good. Attaching a short, clever, descriptive label to a concept makes it much more accessible to your audience. Here are three examples of concepts that have been restated in a more flashy, memorable way.

#1: People who were born in the decade following the end of World War II

#1A: Baby boomers

#2: People who were born in the decade following the end of World

War II and who now have college degrees, live in large metropolitan areas, and place a high priority on career success and the acquisition of material goods

#2A: Yuppies

#3: President Reagan's apparent ability to be surrounded by controversy and to appoint to government service people who frequently do stupid, embarrassing things without it affecting Reagan's popularity with voters

#3A: Reagan's teflon presidency

Baby boomers . . . Yuppies . . . teflon presidency. Those are rather clever examples, and not all of us are expert at coining clever phrases. But any good air personality should be able to restate a good idea that's buried in sloppy language. A few examples:

"In radio, time and lucidity are at a premium. So when you sense the caller has a potentially good idea but doesn't know how to present it, promptly interrupt and offer your assistance."

#4: All those tax breaks and special privileges and stuff that senators and representatives give themselves

#4A: Congressional perks

#5: The kind of weather that's real hot but you don't sweat as much as you might expect because the relative humidity is low

#5A: Dry heat

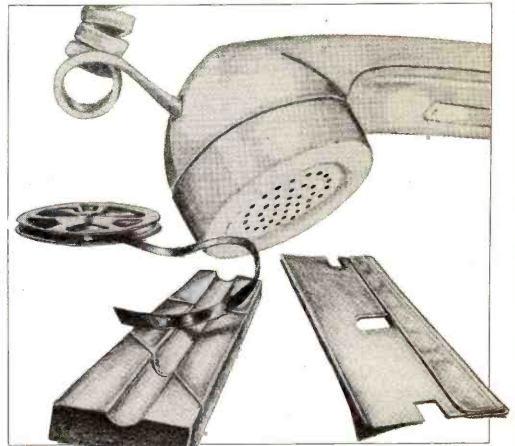
#6: Police officials luring someone into committing a crime that the person might never have committed if the police hadn't tried to get him or her to do it in the first place

#6A: Entrapment

Application

Okay, let's apply some of these ideas, starting with the unedited version of a call from a typical, friendly yet not very articulate listener.

CALLER: "Uh, yeah, Ed? Um, this is Steve over in Oakdale, and I wanted to make a comment, um, about President Reagan's um, you know, what he wants to do about taxes."



YOU: "You have a comment about President Reagan's tax reform plan?"

CALLER: "Yeah. I mean, it's like the guy has to be crazy or something, you know? If . . . If, um, I mean, you know how they're talking about not letting people writing off those fancy business lunches and stuff?"

YOU: "You have a comment about the possibility of disallowing seven-martini lunches?"

CALLER: "Yeah! Well, if they do away with those seven-martini lunches it'll just add to our unemployment problem; it's going to put hundreds of hard-working martini farmers out of business!"

This was a case in which the guy had a usable punchline. Perhaps it's not funny enough for you to say, but it's clever enough for a listener. But he didn't know how to set it up well, and he wasn't sure how to phrase it. So you did some leading and restating. Here's the air-quality, edited result:

YOU: "Hey, Steve from Oakdale! You have a comment about President Reagan's tax reform program?"

CALLER: "Yeah. The guy has to be crazy. If they do away with those seven-martini lunches, it'll just add to our unemployment problems; it's going to put hundreds of hard-working martini farmers out of business!"

Sometimes you'll want to be direct in having the caller say something usable. Let's try a listener calling in with a straight comment.

CALLER: "Um, yeah. It's about what I think about the income taxes and what Reagan wants to do with them. I don't think it's right if it means that even more rich people won't have to pay taxes."

YOU: "That's an interesting comment; I'd like to use that. I'll tell you what: I'm going to turn on the tape recorder and ask you what topic you'd like to comment on and then you can say, 'Reagan's tax reform bill.' And then I'll ask for your comment, and you can repeat what you just said about not wanting to support the bill if it means even more millionaires will get away without paying any taxes."

Here's the end result, ready for air:

YOU: "Hi, what subject do you want to comment on?"

CALLER: "Reagan's tax reform bill."

YOU: "Okay, shoot."

CALLER: "I don't want to support it if that means even more millionaires won't have to pay any taxes at all!"

Notice that you've done some restating here: "Reagan's tax reform bill." Also, you've changed "rich people" to "millionaires," which is a bit more flashy. Your caller, of course, doesn't have to use those new words, but he or she

"If you go out of your way to find, create and/or salvage entertaining bits from your request line, you'll be letting your listeners know that you welcome that kind of input."

probably will choose to simply because they sound better.

Getting back to Jon's original question about attracting listener contributions: You can't just go on the air and ask for it. You can't say, "Anybody out there who's funny and who wants to become a semi-regular character on my show, please call in."

But if you go out of your way to find, create and/or salvage entertaining bits from your request line, you'll be letting your listeners know that you welcome that kind of input. There are a few other things you can do to try to find good talent to add to your show; we'll discuss them next time.

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

ST. ELMO'S FIRE

(MAN IN MOTION)

THE THEME FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK "ST. ELMO'S FIRE"
(7-89541) (81261)

FEATURING

JOHN PARR

PRODUCED BY DAVID FOSTER.

ON ATLANTIC RECORDS & CASSETTES.



CHR BREAKER
AOR TRACK 11

ORIGINAL MOTION PICTURE SOUNDTRACK

ST. ELMO'S FIRE





JOEL DENVER

CONTEMPORARY HIT RADIO

RADIO'S MATCHGAMES

Love & Lust On The Airwaves

Looking for a friend of the opposite sex? If frequenting a local bar (popularly known as the "meat market") or health club isn't part of your lifestyle, you're not apt to end up in a place where a lot of people circulate.

Even if you do hang out, chances are you won't meet someone with similar interests. Rather than go through the usual motions and risk rejection, people are spending more time alone when deep down inside they'd like to be with someone. So what's the solution?

Lookin' For A Love

Well, you've all heard of computer matchups, dating services, and those often-titillating personals. Now our industry has come up with something new on the dating circuit: radio matchgames!

One station that's taken dating matters into its own hands is WKDQ/Evansville. The morning team of Bruce & Margo has



Bruce Clark

large Voice newspaper and inviting listeners to send in a few personals of their own.

So many replies were received that the morning team decided to help people meet their perfect match. Listeners can either send in letters or call to register their ads and addresses. When they get their paper, they're one step closer to a "lost love."

Passer Or Receiver

KFRC/San Francisco presents another kind of dating game — "The KFRC Matchgame . . . An Affair On The Air," hosted by personality Joanne Green. The show became so popular with its Sunday night audience that it now airs ev-

ery weekday evening for two hours. The first hour is spent negotiating between "Passers" and "Receivers."

A passer is someone who's looking for a date; a receiver is someone who's interested in the passer. The passer goes on the air with Joanne and chats for awhile. Then lines are opened up for receivers to call in and establish an audio relationship.



Margo King

The passer chooses from three receivers, and KFRC sends the pair on their first date, dinner for two. The second hour, which discusses human behavior, takes on a more serious tone. Listeners are invited to call the in-studio guests, who range from celebrities, authors, and newsmakers to astrologers and psychics.

Satisfied Customers

Now all of this may seem just a tad shaky. Just how sincere are some of these people? And do these

Box 2000 Evansville, Indiana 47714

BRUCE AND MARGO'S FINDER OF LOVES FRIDAY MORNING MEMO

F111-SENSITIVE, CARING, HONEST, SHARING, FUN-LOVIN
CHILDLESS SINGLE PROFESSIONAL CAREER WOMAN, AGE 31, SEEKS
SINCERE SINGLE MALE BETWEEN THE AGES OF 30 & 40 FOR
LEGITIMATE RELATIONSHIP. SHARING A VARIETY OF INTEREST
HOPFULLY FROM EVANSVILLE. (5/85)

F112-AM LOOKING FOR MY PARTNER 37 TO 45 WHO IS SECURE,
ATTRACTIVE, BLONDE, SLIM, SINGLE, WELL EDUCATED & LOOKING
THAT SOMEONE SPECIAL. (5/85)

KQ99

THE SAFE WAY TO MEET AND DATE

stations feel confident in promoting such close encounters? WKDQ's Bruce Clark sends along a note with each "Lost Loves" memo. It

and home number to keep people sincere about their marital status. And couples should arrange to meet for the first time in a public place. KFRC runs a disclaimer clearing the station from any mishaps, and Joanne repeatedly stresses the importance of personal responsibility among her passers and receivers.

Neither KFRC nor WKDQ has had any major problems yet, although Margo and Bruce have thrown away a few wild personals. Both stations are simply pleased to be contributing to their communities' needs, and hope everything continues on such an even keel. In fact, KFRC wants to one day broadcast a wedding between two people who have met on its airwaves.

contains advice on how to judge your perspective date.

He stresses "getting to know someone from the inside out," making a phone call first, and deciding whether or not to meet in person. He also suggests that it's not a bad idea to have both a work

"Couples should arrange to meet for the first time in a public place."

Like Father Like Son



Two generations of New Orleans radio broadcasters reunited recently to celebrate Father's Day. Bob Delgioro Sr. joined Bob Delgioro Jr. on the air at WQUE-AM for a live remote (3-6pm) that preceded Friday.

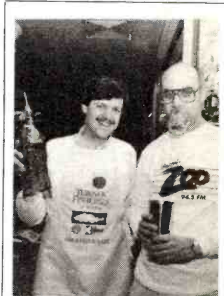
Bob Jr. has held the 1-6pm shift at 13AM for almost a year. Bob Sr. retired from radio in 1984 after 26 years behind the microphone. During that time, he worked at such prestigious stations as Syracuse's WOLF and WNDR, WTAC/Flint, WOWO/Fl. Wayne, Chicago's WIND and WKQX, and New Orleans outlets WWL and WSMB.

PD Dale Taylor filled us in on how the Father's Day reunion went. "We did the remote from Pat O'Brien's, a well-known local bar in the French Quarter that's fa-

Bob Delgioro Jr. and Sr. prepare to rock

amous for selling more liquor than any other bar in the world. This whole thing got us some great TV time, especially on the local NBC affiliate, WDSU-TV. And we got a good bit of ink in our daily newspaper, the Times-Picayune.

"The turnout was excellent. We had the 'QUE Wheel Of Fortune, which people spin for prizes. In this case it was for records, free drinks, and T-shirts. We hit all ends of the demographic spectrum with this promotion. Sr. and Jr. sounded good together, but Sr. kept asking when the Fabian records were going to be played."



ONE WAY TO STOP DRINKING

— The WZOU/Boston morning team of Mike Morin (l) and Brad Krantz (r) doubled as celebrity bartenders at a local pub to raise money for the Special Olympics. Looks like Brad had a little too much and got "sucked" into trouble.

YOUR PLATINUM CONTACT IN '85



THE POINTER SISTERS

The Brand New Single
"Dare Me"

From Their Brand New Album
"Contact"

First Week & Already:

104 CHR REPORTERS
#2 MOST ADDED

Produced By Richard Perry

Watch For The Pointer Sisters
1985 S.R.O. International Tour



RCA

CONTEMPORARY HIT RADIO

ATTRACTING ATTENTION TO NEW CALLS

That Special "K" Feeling

The need to change call letters can spell welcome relief to a new PD, who has been handed a station with a less-than-spectacular history. But what happens when circumstances call for a change, even though you're happy with your station's format and image?

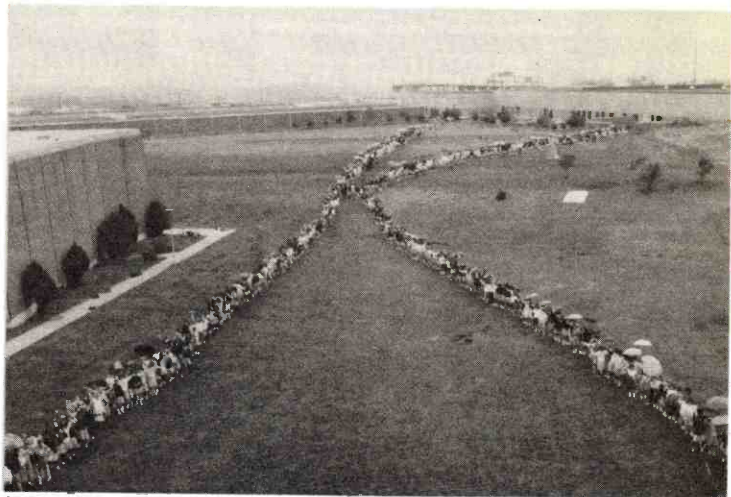
—That was the situation facing Baltimore PD Ralph Wimmer. FCC regulations state that if a broadcaster retains a license in the market (in this case WMAR-TV) after another property is sold, that property must change calls. Thus, WMAR-FM became WMKR-FM. Since the station decided to retain the "Hot Hits" identity it had built with the old calls, Ralph keyed in on a moniker that would strengthen its new identity: K106.

Tough Timing

To make matters worse, the call

letter and ownership change occurred just a few weeks prior to the start of the spring Arbitron. Ralph explained, "With the ownership change happening when it did, I really had no choice in the matter. Thankfully, we didn't change formats and remained Hot Hits."

So a contest was designed to enhance the audience's awareness of the new K106 slogan. A cash prize of \$1006 was offered for the best letter K, and a duplicate amount was offered for the largest letter K.



Oh-K, we get the message.

Pictured above with the largest K are students from Archbishop Keough High School. They organized the entire student body, staff, and faculty into a monstrous K,

which measured 3472 feet!

Quick & Dirty

Noting the contest's success, Ralph said, "Quick and dirty" is how one of my engineers termed what we did to get the new identity across. About 600 people helped make up the letter K. Despite the rain we got them all together. We took the school a suitcase of 1006 one-dollar bills. The student body voted on their ten favorite charities and donated the money in \$106 increments.

"Another thing which helped was maintaining the same jingle package. We just had them resung with K106. By keeping the Hot Hits identity, all of our formats remained the same as well. Our contest worked better than we expected, generating a number of calls from people wanting to know when we were going to come by and look at

their K. We also got into some great phone bits with advice on how to build a large K.

"The entire concept was backed up with a lot of TV time, which drove home the K106 identity. On top of that, we launched a bumper sticker campaign and had coverage on one-third of the 900 city buses." Given the station's efforts in publicizing its new calls and slogan, Ralph foresees no identification problems in the forthcoming spring book.

MOTION

AM drive changes at KNBQ/Tacoma-Seattle include the exit of R.P. McMurphy and Mark Pierce. PD Ric Hansen and new News Director Chet Rogers from KHIT/Seattle assume those slots . . . John Cline upped from parttime to 10pm-2am at 894/Pittsburgh . . . J.D. Stewart, now known as Shadow Sommers, is rocking away the nights at Y108/Denver, having moved from WZOK/Rockford . . . Mike Newman is now MD/mornings at KSND/Eugene from KLSY/Seattle . . . Kathy (Wild) West returns to 195/Miami for weekend air work.

Walker, nights; and Diana Lynn, overnights.

KTRT/Lake Tahoe has changed calls to KMKK, and will simulcast CHR with sister station KHTX/Reno during morning drive, with separate programming scheduled the rest of the day . . . KIST/Santa Barbara midday personality Dusty Baker leaves radio for a career in computers, night man Gary Fruin slides into middays, and Dave Diamond from KLOM/Lompoc moves into nights. Also new to KIST on a parttime basis is Jessie Anderson from WNBC/New York . . . Bill Baker joins WABB/Mobile for parttime work

W106/Philadelphia PD Steve Davis will be handling music as Assistant PD/MD Art Tiller exits . . . Gene Stern is upped from overnights to middays at KZ93/Peoria, and Jennifer Daniels moves into the all-night slot . . . Greg Hunter is new to nights at OK100/Ithaca, replacing Jon Allen who left for WIXV/Savannah. Also new to OK100 is overnight man Steve Wilkins, replacing Charley Mitchell. Mitchell was named PD of sister station WKRT-AM . . . Brian Lee is upped from parttime to overnights at KITS/San Francisco . . . WAPI/Birmingham morning man Mike McCarthy exits for middays at WBCY/Charlotte . . . Q106 PD Tom Shannon exits to WFSM/Harrisburg; Mark Morgan returns as interim PD . . . At WZOU/Boston, Chris Montgomery moves from WASH-FM/Washington, DC for Production Director duties. Kenneth Van Tassel is named Assistant PD/MD, and Rebecca Wolfe joins as an AE from WXGT/Columbia . . . KCAQ/Oxnard-Ventura midday personality Gwen St. John is named interim MD to replace Lucian Jay . . . Dave Cooper is new to overnights at WPST/Trenton . . . More changes at KNBQ/Seattle include Jay Philpott moving from nights to 12-3pm, and Vic Orlando moving from 12-3pm to middays . . . Former WWDB/Philadelphia PD Stan Major will be hosting "Crossfire," a Sunday evening pro-

gram on WFIL/Philadelphia . . . At WMMS/Cleveland, Rhonda Kiefer adds research duties to her Program Coordinator title, Steve Merrill joins as Promotion Director, Blair Radio's Maureen Duffy is named Director Of Marketing, Gina Iorillo is the new Promotion Coordinator/Programming Assistant, and Jim Oktavec is upped to Programming/Promotion Assistant . . . Congratulations to WANS-FM-Greenville air personality Kevin King and wife Trina on the birth of their first child, Austin Lawrence King, born June 16th.

J.D. North is now PD at T94/Panama City, FL . . . C.K. Cooper returns to mornings at 897/New Orleans replacing Scoot, who's pursuing a video career . . . Marilyn Ross joins WSPT/Stevens Point for evenings from WYFE/Rockford . . . In addition to his MD duties at KTRS/Casper, Todd Cavanaugh will be commuting to KPKE/Denver for weekend air work . . . Tracey Young takes on noon-3pm at KOFM/Oklahoma City from I-100/Daytona Beach . . . Z102/Savannah night man Spanky McFarland is named MD. . . Steve Jensen leaves weekend work at KDON-FM/Salinas for the MD/morning spot at WFML/Lexington.

Leslie Stoval joins KMEI/San Francisco for parttime air work . . . KWK1-St. Louis names Louise Wilkoff Promotion Director. She's from WFBQ/Indianapolis . . . Buddy Scheerer becomes GM at WKDQ/Evansville . . . Happy Birthday to WTLQ/Wilkes-Barre MD Don Tandler . . . At WZZU/Raleigh VP/MD Gary Dickson is upped to OM, and Peter Delloro is named PD. Also new to 94Z is PM driver "The Art" . . . Shelly Dunn is new to evenings at KRQX/Dallas . . . Y107/Nashville switches to four-hour shifts and the revised lineup looks like this: Coyote McCloud, mornings; Chris Holmes (from WROQ/Charlotte), middays; Mark Chase, PMS; Chris Tyler, evenings; Garry Jeff

BITS

• **I've Got A Secret** — WGRD/Grand Rapids is giving away a different prize each day to the lucky winner who knows the "Secret Song." Listeners must tune in every day at 7am to hear the "Secret Song" of the day. When they hear it again later in the day, they must try to be the tenth caller. Prizes so far have included \$5000, a pair of airline tickets, and a shopping spree.

• **WMMS Goes To Jail** — WMMS/Cleveland personalities, along with several local celebrities, locked themselves in the local Sahara Club from noon-2am, challenging listeners to "bail" them out. Listeners were permitted to view the celebrities for a mere \$5 as they partied to live entertainment for the entire 14 hours. All "bail bonds" were donated to the Cystic Fibrosis Foundation.

• **A Most Outrageous Midwest** — KDWB-FM/Minneapolis had \$1000 to give away but wanted to make listeners work for it. So the station asked listeners to answer this question: "What's the most outrageous thing you would do for \$1000?" A variety of off-the-wall acts did their thing at a charity fundraiser, which netted over \$50,000. Winning acts included a just-married couple who nose-flopped while still dressed in their formal attire, synchronized tricycle riding, a guy who drank a Coke through his right nostril, and another guy who drank a beer containing 13 eggs while standing on his head. The finale: a "Human Quiche," who poured dozens of raw eggs over his head and then bathed in egg-soaked spinach. Whew!



DON'T SHOOT! — KHFI/Austin took over the local club Pardon's and charged toys instead of the usual cover for an entire evening. The occasion was morning man J.R.'s birthday, and all toys were donated to a local children's home. The only problem: the manager didn't know! Shown (l-r) are K98's Kevin Connor, Pamela Tracy, J.R., Pardon's Brett Barney, and K98's Johnny Trefflas.



A NEVER ENDING PROMOTION ROAD — EMI America artist Limahl visited with the KDWB/Minneapolis staff to promote his single, "Never Ending Story." Pictured (l-r) are KDWB personality Lisa Carr, EMI's Ron Geslin, KDWB PD Dave Anthony, Limahl, and EMI's Jack Satter.

"MONEY FOR NOTHING"

DIRE STRAITS

The New Single
From The Album
Brothers In Arms.

AOR Track **7-3**
AOR Album Chart **3-2**

CHR:

WXKS-FM add	WRKR deb-30
B96 add	KKLS-FM add
KHTR deb-26	99KG on
KWK deb-29	WDBR on
KPLUS on	KDVV add
Q100 on	KFMW add
WRCK add	KGOT on
WZLD on	KCDQ add
KX104 deb-35	KOZE on
WRNO add	OK95 deb-34
WKDD add	
WZPL add	
WJXQ add	
KOFM on	
KQXR add	
WFBG on	
KISR on	
WHS� add	



Produced by
Mark Knopfler
and Neil
Dorfman. On
Warner Bros.
Records,
Cassettes and
Compact Discs.

Direction:
Damage Manage-
ment. © 1985
Phonogram Ltd.
(London)





STEVE FEINSTEIN

AOR

BEFORE THE OLDIES GET OLD . . .

Get The Balance Right

Sometimes I wonder whatever happened to balance. It seems that our format is often like a pendulum that swings wildly.

What I mean is we go for quick-fix solutions instead of a reasoned, balanced approach. Consider these developments in our fair format over the last five years:

- The modal movement cut out music that lacked a hard edge, as AOR wiped out many colors and shadings on the musical palette. The format made 12+ gains, but backed itself into a 12-24 corner.
- The "more music, less talk" juggernaut gave us announcers unable to communicate and entertain. Worse, it stripped many stations of a genuine service that used to distinguish AOR from other formats — music information.

That's an area where MTV often cleans our clocks. Think about it — they have no problem stopping the music for a few minutes every hour to tell you what's happening in music news. They're on tape, yet they frequently break stories before radio does.

Their VJs aren't making up the news as they go along, of course. MTV has a department devoted to gathering and editing news. Does anybody at your station compile music news and arrange it in an easy-to-use form for your airstaff?

- "Commercial-free" mania saw us shooting ourselves in the foot, as we denigrated an integral — or at least unavoidable — programming element. Worse, stations began to rely on gimmickry instead of calling upon their creative juices to develop compelling programming to lure listeners.
- Callout doctrinaires ignored artists that embody the very spirit of rock 'n' roll — Springsteen, Bowie, Police, Pretenders, U2 — in favor of bands so faceless they wouldn't be recognized in the hallways of their own labels.
- The "80/20" edict saw AOR swing to a mix that heavily favored currents. Overnight, Led Zeppelin was branded obsolete in some quarters. Huh?

• The metal-as-savior bandwagon hyped some bands that wouldn't know a melody if it hit them in the frontal lobes. In a

180-degree tailspin, the metal backlash now casts many leather boys, even the tuneful ones, as pariahs.

• Classic oldies had a rather low profile at AOR for a few years. Apparently, the feeling was that the audience was too young or brain-damaged to remember most pre-1975 songs. Now we're proclaiming the glory of oldies again. Old albums are being dusted off, music mixes are tipped toward gold, and sequences are more likely to contain stretches of consecutive oldies without a current record.

Variety and a sense of musical history are key parts of rock radio's greatness, and I reckon the format's embrace of oldies is in large part responsible for its ratings turnaround. (5/31/85 column).

Let's hope, though, that the pendulum doesn't once again start swinging wildly, this time on the oldies front. If oldies are seen as the cure-all, they could become an albatross around the format's neck instead of a shot in the arm. Rock 'n' roll is too vital, and there are too many exciting new bands, for AOR to become a format based only on nostalgia.



MILITANT GARB — Rambo wipes up at the movies, while Geek Patrols and Real Rock Armies roam our streets. So much for peace, love, and understanding.

KCGL/Salt Lake City PD Del Williams's "Geek Patrol" spoofs a newsmaker or a silly story, such as the city's Mayor, a Yellowstone ranger who shot a moose, or Senator/part-time astronaut Jake Garn. Done in mock-Dragnet style, the bit has inspired sales of a T-shirt sponsored by a local audio dealer. Some AORs may shy away from the "rock army" concept, but not KSHE/St. Louis. With staffers outfitted in camouflage pants and a shirt that pictures mascot General Sweetmeat strutting his stuff, KSHE's Real Rock Army is deployed at station events to pass out promotional knick-knacks. These troops are strictly non-violent — at a Kenny Loggins show, for instance, they gave roses to 2000 ladies in the audience.

Getting the most mileage from oldies is a matter of combining common sense and a bit of research. Some considerations:

- How long will an unearthed oldie sound fresh before it starts to wilt? Many old tunes sound great largely because you haven't heard

them in so long. After being rested for years, they sound almost as good as new. But when will the

Continued on Page 38

IDEA FILE

KLOL Awards Oil Well In 'Best Of Texas' Giveaway

Promotional commotion . . . clever programming features . . . good deeds . . . awards of merit. Here's a bunch of quick cuts, at least one of which — it's hoped — will catch your ear and inspire you to pull off something that will land in these pages.

Texas-Sized Giveaway

KLOL/Houston had a solid 1-2-3 punch in the spring book: a fireworks show, a three-day Rockfest that drew over 90,000 bodies, and a spectacular "Best Of Texas" giveaway. Designed to tie in to the state's upcoming 150th anniversary, the array of seven prizes was designed to tap every listener's fantasy:

- Texas oil well: a percentage of a producing oil well, with the winner receiving a royalty check every month.
- Ski-Texas vacation: an \$18,000 ski boat and trailer.
- Camp Texas adventure: an all-terrain vehicle and camping gear.
- Texas-sized diamond: a \$6000 stone.
- Texas-sized shopping spree: winner had to spend \$5000 in one day at a Galleria shopping center.
- Texas Ambassadorship to Australia: a trip for two to Australia, which is also celebrating its 150th birthday in 1986.

• Texas-sized home stereo: everything from a cable-ready color TV to a compact disk player.

Listeners registered over a four-week period when they heard the Rock 'n' Roll Ranger holler "What's the dang deal?" in a Galby Hayes voice. Winners were chosen during phase two, which was billed as "The Second Greatest Seven Days In The History Of The World," and registrants called when they heard their name read.

"We wanted to show that Texas chauvinism isn't exclusive to Country music. It's part of rock 'n' roll, too," says Promotion Director Doug Harris.

Fun 'N' Games

KZEW/Dallas did another "Downtown Beach Party," dumping 420 tons of sand in front of City Hall. The festivities included swimming in the city's fountain and a sandcastle building contest. Admission was \$1 or a "bucket of beach," with proceeds donated to the Muscular Dystrophy Association.

Each successive year, KICT/Wichita's Great Raft Race draws more than double the amount of rafts than the previous year — 25 the first time, then 51 next year, and 135 this go-round.

WDIZ/Orlando held a Three Stooges Look-A-Like contest at a club. Winners got cash and TV exposure, while clips of the Stooges stand-ins were included on "Stooge Tube," a Stooges special on a local TV outlet.

Continued on Page 38

Random Quotes

With a nod to *Rolling Stone*, this semi-regular feature will capture stray comments and quips from various voices in the biz.

"The magical radio stations are not AOR or CHR. They're 'ERS' — Everybody's Radio Station. They get huge numbers by not setting strict limits on what they are going to expose their listeners to; they condition their audience to accept more than just white, middle-class rock 'n' roll. Album stations have a better chance of becoming 'ERS' because they can draw from everything; they're not limited to what I release as a single."

— Columbia VP/AOR Paul Rapoport

"Consultants who apply lowest-common-denominator approaches and mimeograph machine playlists

are taking enormous amounts of money out of the bottom lines of radio stations. They're given far too much credit and credibility."

— Sandusky Radio President Toney Brooks

"They never see me. They pay me to work at night, and I avoid being seen in the daytime."

— WMMR/Philadelphia late night jock Michael Tearson, on how he's lasted through eight PDs and six GMs, making it to his 15th anniversary at the station.

Cheap Trick

Epic

Is Proud To Present

"Tonight It's You,"

*The Premiere 12" and 7" Single Selection
From the Upcoming Cheap Trick Album,
"Standing On The Edge."*

Distributed by CBS Records

On Your Desk the Week of July 8.

Get The Balance Right

Continued from Page 36
thrill be gone, or at least diminished, for "Two Tickets To Paradise" and "Lucky Man?"

Certainly part of the way to maximize the benefits of oldies is to regularly freshen up your library, moving records in and out on a regular basis. Your ratings probably won't plummet even if a high-testing oldie that you nonetheless sense is crispy takes a breather.

• How best to sequence oldies? Is a regular sequence that puts two vintage songs back-to-back a wise move or does it make your station sound mired in the past? Isn't it more effective to checkerboard your categories among currents, recurrences, and oldies?

• If you raise your percentage of oldies, by how much will you also want to increase your amount of library titles? The ideal solution might be to stretch out your rotations as much as possible, without sacrificing song-to-song strength. After all, there's no rule that says "Won't Get Fooled Again" has to come up every two-and-a-half days. It may have more impact, particularly for your loyal listeners, if it's allowed to breathe between airings.

Coda

Seeing AORs comb through their libraries and dig out the old chestnuts that tap into listeners' memories is a joy. Many of the tunes probably needn't have left the air in the first place. But let's hope this healthy trend, unlike some overreactions in the past, doesn't reach the point of diminishing returns.

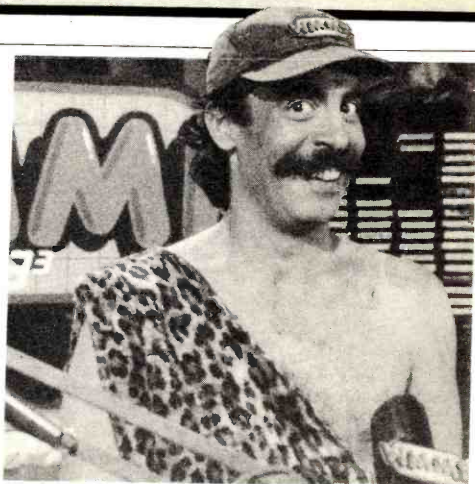
SEGUES

The new Operations Manager at 100-kw **WAIL/Key West** is **Mark Thompson**, formerly of **WLLZ/Detroit** and **WQFM/Milwaukee**. Reach him at (305) 296-7575. . . . **WARX/Hagerstown PD** **Reid Blankenship** is upped to OM of 'ARX and sister **AM WARK**. Also at 'ARX, **MD Paul Michaels** becomes PD and overnighter **Rob Rizer** is named MD. . . . **KRNA/Iowa City-Cedar Rapids, IA** is back to an AOR slant. **Rob Norton** is OM, and can be contacted at (319) 351-9300. . . . **WJFX/Aiken-Augusta, SC** is rocking with Station Manager **Dave Wrenn** and **MD Ronald F. Montgomery**. Call 'em at (803) 642-0096.

WTUE/Dayton's new MD/PM driver is **John Beaulieu** from **KATT/Okla-**



AND NOW FOR A COMPLETELY DIFFERENT SPOT — Monty Python's Michael Palin acts in a series of commercials that stress WXRT/Chicago's musical variety. The spot pictured above has Palin dressed as a car bearing WXRT license plates. With his feet hidden inside huge foam rubber tires, he walks up to the camera and suggests that when "you're stuck in your car like I am, ... there's no need to punch the radio buttons like a "crazy teenager." Palin offers WXRT's "infinite variety of rock" as a cure for "O-B-P. . . . Obsessive Button Punching. So if you live in your car, like I do, it's WXRT. . . not O-B-P." The commercials were conceived by freelancer Greg Bashow and filmed by Lichterman Productions.



EARLY ROCK RADIO — WMMR/Philadelphia (93.3 B.C.) uses a prehistoric motif to plug its "Morning Zoo," which is presented as the antidote to the age-old problem of dull, dreary mornings. A 50-foot cave set was constructed with tape decks and turntables made of "stone," while the station's mascot, a live 150-pound chimpanzee, rotates on a turntable. Pictured is morning ace John DeBella, while newsman Mark "The Shark" Drucker is seen in other shots reading the news off stone tablets. Creative Works conceived and produced.

WRXL Directs Dollars To Mail

IDEA FILE

Continued From Page 36

Trip Meter

KWHL/Anchorage reprised its "A Vacation A Day In The Month Of May" promotion, sending 31 listeners to locales far and near. The more exotic vacations included a \$10,000 Caribbean cruise and treks to Amsterdam, Hong Kong, and Hawaii. Also up for grabs was a pound of Famous Amos cookies once a week for a year, which was billed as making the winner "rich and famous for a year."

WRCN/Long Island gave a July 4th trip to see Bruce Springsteen in England to the 104th person who called when the station played "4th Of July, Asbury Park (Sandy)."

Prize Patrol

Talk about a movable feast — **WLUP/Chicago** gave away a picnic for 500 people. Listeners to **Bob Stroud's** daily "Rock 'n' Roll Roots" oldies show wrote letters on company letterhead. The randomly drawn winner got to take up to 500 friends on a fully-catered picnic at a Six Flags theme park, complete with free rides for all.

WLWQ (Q-FM-96)/Columbus gave away a \$60,000 condominium through a forced-listening contest in which 96 people got keys, one of which opened the door to the condo.

KINK/Portland's daily "Traffic Jam," a 40-minute music sweep interrupted only by traffic reports, came to life right outside its studios. The adult AOR created a genuine traffic jam when it offered **Joan Armatrading** tickets to the first 10 commuters who drove to the station.

Hello Fadduh

WDIZ listeners who stopped by a Peaches store from noon-6pm on Fathers Day were able to make a free, three-minute phone call to dear old Dad anywhere in the US for A.

WRXL/Richmond is among the few AORs to have done Unidyne's "Incredible Prize Catalogue" direct mail promotion, which is generally associated with A/C stations. The spring numbers aren't in yet, but **GM Claire Schaeffner** is confident the gambit will be effective at increasing cume. She wanted potential listeners to know that "RXL has become "more mainstream and listenable," and felt a TV spot with that message would be less compelling than prizes to the kind of listener likely to fill out a diary.

The contest wasn't altered for an AOR style, says Schaeffner. "We

temporary station that plays rock music. We're after 25-44s, too. At least 50% of our music is also on A/C: **Phil Collins**, **REO Speedwagon**, **Foreigner**."

The contest's mechanics are simple. Each catalogue has five numbers. The station reads randomly-drawn numbers at 3-5 specified times each day, and a winner has 15 minutes to call and choose a prize from the catalogue.

Some specifics:

- Cost, including syndicator Unidyne's fee, artwork, postage, and prizes, was \$175,000.

- All prizes were purchased, not traded.

- 240,000 pieces were mailed to homes chosen by Unidyne as likely to receive diaries, rather than only those people likely to be 'RXL listeners. 5000 additional pieces were available at the station.

- Contest ran for all 11 weeks of the book.

- Of 10 winners, eight were women, three of whom were in their 40s.

What if the numbers rise, but advertisers and competitors claim they're hyped? Schaeffner says, "The fact is those people who wrote us down in the spring were listening, and our advertisers got a lot of extra mileage. As for selling the numbers in the future, we're not through yet. The prize catalogue is just one of the promotions we'll continue to do to keep the new listeners with us."

Schaeffner claims the promotion brought in an additional \$450,000 in revenue. Any pitfalls? "The Post Office is as bad as we think it is. A lot of pieces were dumped because they were sent bulk-mail instead of first class, which would have been three times as expensive."



did it exactly as an A/C would because we are really an Adult Con-

homa City . . . **KLBJ-FM/Austin MD** **John Michael Scott** exits as afternoon **Jeff Carrol** takes over music duties.

KCAL/Riverside's 6-10pm shift belongs to **Lynda Clayton**, ex-**KMET/Los Angeles**. . . . **KNAC/Long Beach** nights go to **Rick Stuart** from **KQAK/San Francisco**. . . . **KAZY/Denver** Production Director **Roman Moore** exits. . . . At **WHMD/Hammond, MD** **Christy Lane** leaves for nights at **Country WNOE-FM/New Orleans**, while **Tony Clyburn** splits for public radio and **Robin Reo Coates** moves to the advertising world. **Jeanne Juneau** helps stem the ebb tide by joining 'HMD for weekends.

RUFUS

Thanks For 12 Great Years At KLOS.

KENNY RYBACK

P.S.: I'll See You On My Road Warrior Tour '85!

Have A Large Time!





DONNA BRAKE

ARTIST IMAGE, PART II

Promotion Gets Tough

What is an A/C record? As I talk with PDs and MDs across the country each week and record their respective music adds, it's obvious there are two definite schools of thought.

Some PDs look at new records on an individual basis. They base their evaluations on each disc's sound for the station, with little regard to artist or artist image. Others are more interested in who the artist is or, in many cases, who the artist isn't. Then there are dozens of other considerations: market test results, gut feeling, who else in the market is on it, sales, A/C chart position, CHR chart position, whether the consultant believes the record is a hit, whether the GM likes it, and so on.

With that in mind, has A/C air-play promotion changed over recent years and, if so, how? To find the answer I talked with EPA's Polly Anthony, A&M's Charlie Minor, and RCA's Bonnie Goldner.

The Song Is The Key

Polly Anthony, EPA's Director/National A/C Promotion and Trade Liaison, has watched the importance of artist image erode. "Since I've been involved with A/C radio, the format has become less and less involved with artists or groups. I've observed core A/C artists go from tremendous name value to virtually none. These artists are now being judged on a song-by-song basis. That's the real key to

A/C at this point. It's definitely the song, not the singer."

Although the labels she represents have had A/C success with recent releases, Polly said she still runs into image problems when trying to work certain artists. "REO Speedwagon's 'I Can't Fight This Feeling,' one of the year's biggest records, failed to go number one on the R&R A/C chart. This was due to the fact that several radio stations refused to play the record, not wanting to announce the name of the group on the air. They argued that REO Speedwagon wasn't compatible with the stations' demos. But later, Madonna's 'Crazy For You' went to number one and was played by these stations, even though her appeal is not exactly upper demo.

"The bottom line is there should be some kind of consistency in this song-by-song stance. If A/C core artists are judged song-by-song, then so should all artists, be it Johnny Mathis, REO, Waylon Jennings, or even Ratt."

Looking For The Middle Ground

A&M Senior VP/Promotion Charlie Minor believes A/C promo-

tion is tougher than ever. He says the key lies in finding records that fall into the middle ground between too hard and too soft. "A/C is competing with CHR in most markets for both audience and revenue. We know that in a given market the A/C wants to beat the CHR. What we're finding is many pure A/C artists are too soft for these stations, and many of the younger, hipper artists that are doing great at the CHR level are too hard.

"The upside is very rewarding. Once we find it (middle ground) with a particular record, we can get up to four or five months' life out of it."

— Charlie Minor

"The 'too soft-too hard' controversy is the tough part for us, and obviously makes it harder to promote to A/C stations. When a record is very big at the CHR level and comes close to that middle ground for A/C, it seems to me it's in A/C's best interest to play that record — especially when a particular A/C is in fierce competition with the CHR.

"We know that A/C stations want those middle ground records

from us, and we're always looking to find them because the upside is very rewarding. Once we find it (middle ground) with a particular record, we can get up to four or five months' life out of it from A/C air-play, compared to ten or 12 weeks from CHR. The burn is a lot slower with A/C, and that makes it a very important format for us."

No A/C Consensus

Bonnie Goldner, newly-named Director/Promotion and Trade Relations for RCA, thinks artist image is still very important to A/C programmers. But it can either work for or against a record. "A/C cares very much who the artist is; many programmers are very conservative about adding music. So if you have an image artist, it's a great help in giving the PD a reason to add a record."

But artist image can also be used as a reason not to add a record. Bonnie said, "The Tears For Fears record is a good example of how hard it can be to overcome image. It was a very hard record to break, but there is a point where it can be done. If the record is developing in another format and becomes a real hit, you can begin to work it slowly A/C until it clicks."

Bonnie added that a big problem in promoting records to A/C stations stems from programmers' different ideas of what A/C means. "Working A/C is harder but not always because of image. To some extent A/C is so fragmented, they're not sure what it means. They keep fluctuating between what they will and will not play. Everything has to be proven. With other formats, there's a greater consensus of what they are, which makes it easier for us to know what they will play."



Polly Anthony



Charlie Minor



Bonnie Goldner

EVENTS

• The local Ambassador for Easter Seals, four-year-old Shawn Whit-

more, did a guest DJ stint on WLAN-FM/Lancaster, PA. He spent a half

hour on the Saturday afternoon segment, much to his enjoyment and that of the FM 97 listeners.

• On behalf of OFFER (Oklahoma Food for Ethiopian Relief), KRMG/Tulsa morning man John Erling perched himself atop a station billboard, vowing not to come down until \$20,000 had been raised for the cause. Within 12 hours, listeners had pledged over \$23,000.

• KHOW/Denver has added "Job Search" to its Sunday morning lineup. The program is designed to give Denver area employers and employees another source for career positions. Each featured job will pay at least \$18,000 a year.

• KMGD/Dallas's Sunday night "Softcast" provides the latest information about computers and computer software. In addition the show sends actual computer programs over the air. More than 150,000 personal computers are estimated to be plugging away in the Dallas/Ft. Worth area.



If you look real close, you can see KRMG/Tulsa's morning man John Erling raising money the hard way for OFFER (Oklahoma Food For Ethiopian Relief).

PROGRESS

David Magnus has been named PD at KGNO/Dodge City ... Pamela Gatz appointed Promotion Director at WASH/Washington from the same post at crosstown WDJY ... John Leader (not the one of R&R fame) becomes PD at KTWO/Casper. He replaces Terry Gross, who leaves to devote more time to his morning drive show ... Gail Wood joins WRUN/Utica-Rome as afternoon drive personality.

Tom Shannon, formerly PD at WQXA/York, PA, will do afternoons at WFSM/Harrisburg, replacing newly-

named Production Director Scott Fortney ... Vikki Locke has joined

WRMM/Atlanta as News Director/Public Service Director/morning co-host from WJW/Cleveland. Also at WRMM, Connie Prichard now handles on-air promotions and public relations, while Frank Zayas moves from weekends to 7-midnight.

Midday man H.A. Thompson celebrates 14 years at WBT/Charlotte ... Kathy Lehr becomes WLW/Cincinnati's News Director ... CKKS/Vancouver debuted as "97 Kiss FM," the city's first A/C station on May 27.



WALT LOVE

BLACK/URBAN

35+ YEAR INDUSTRY VET

Washington Honors Jefferson

Longtime industry notable Al Jefferson will be honored on July 19 at a testimonial dinner in Washington, DC. The black tie affair will be held at the Hyatt Regency Hotel.

Jefferson broke into radio 35 years ago during a two-week vacation fill-in gig at WMID/Atlantic City. He did such a good job that he was asked to stay on fulltime. Over the years Al became one of the most popular and beloved radio personalities in the Baltimore/Washington area, making stops at such outlets as WOOK, WUST, and WWIN. Al left WWIN in 1977 to launch an independent promotion firm, Al & The Kidd Promotions. As an indie he worked for several labels, including Atlantic, Capitol, CBS, MCA, Montage, and Island. After three years in promotion he retired, owing to his wife's poor health.

We're all certainly looking for-



Al Jefferson

ward to honoring a longtime broadcaster. Congratulations, Al.

Callender, Whitmore Moving Up

Randy Callender, a reporter at WYLD-FM/New Orleans, has been elected President of the New Orleans Press Club. Callender will preside over the 400+-member club, which represents all media in the greater New Orleans area. He is the first black to serve as the group's president. Callender was also the first black to serve on the Press Club's Board of Directors.

WJLB/Detroit OM/PD James Alexander has appointed Cecilia Whitmore as Music Director. She succeeds "Doc" Larry Elliott, who



Randy Callender

continues to host his highly-rated afternoon show. Before her promo-



Cecilia Whitmore

tion, Whitmore had worked at the station in an administrative post.

ACTION

Congratulations to Earnest James on WCIN/Cincinnati, his first radio acquisition. Earnest has hired Steve Harris as PD/MD/noon-4pm personality. Sid Kennedy moves from PD to Public Affairs Director. Earnest says the station will be a full-service, mass appeal Black outlet. The demo target is 25-54; secondary demo is 18-54.

WZAK/Cleveland has appointed Renee Singleton to the newly-created Promotion Coordinator post. Julia Atherton is the new Sales Promotion/Continuity Director at KKDA/Dallas. She had been the station's Continuity Director for the last two years. WATV/Birmingham's new music hours are 11am-2pm Monday-Thursday.

Interesting things are happening in Kansas City. Until recently this market had only one Black FM station, KPRS. Joining the competition later this month is KKCI (soon to be KCMG) with an Urban Contemporary format programmed by Carl Conner. And if the current rumor is correct, KBKC should be on the air by the time you read this. WORG/Orangeburg, SC has dropped its A/C format for Black Gospel from sign-on to 1pm and Urban from 4pm to signoff. The station's new calls will be WBLO. . .

WDJY/Washington has a new music show. "Washington's Music Magazine" is hosted by Tony Harris and PD Dan O'Neil.

Hardy Jay Lang, PD/MD of WPLZ/Petersburg, was the local host of the Childrens Miracle Network telethon. KIIS-FM/Los Angeles's Rick Dees was the national host. . . New Music Seminar 6 has changed dates. The event will take place September 25-28 at the Marriott Marquis Hotel in Manhattan. . . WVKO/Columbus has given away \$17,000 in its "Rhythm Four Play" contest. Contestants must correctly identify the artists and titles of four songs. The grand prize is a \$3000 mink coat.

WBMX/Chicago GM Kerrie Anderson has announced that Rev. Jesse Jackson will resume his weekly stint on WBMX's Sunday morning public affairs forum, hosted by Public Affairs Director Donald Palmer. Anderson said, "We're happy that Rev. Jackson is able to resume his weekly conversations. He is, without a doubt, America's premier black leader. Indeed, he is a national and international leader." WBMX can be heard via cable in several Southern Illinois communities as well as in parts of Michigan, Indiana, and Wisconsin.

KNOK-FM/Fort Worth cosponsored the fifth annual United Negro College Fund Charity Golf Classic. Among the participating local celebrities were Ed "Too Tall" Jones, Rafael Septien, Ron Fellows, and former Dallas Cowboys Billy Joe Du-Pree, Robert Newhouse, and Benny Barnes. The event was held in association with the city's Black McDonald's Owners Association. The station also held a free concert in conjunction with the parks and recreation department. Headlining the "Rochester Park Summer Breeze Concert Series" was Evelyn Champagne King. . . KSOL/San Mateo just struck another high note in the San Francisco market. The station's May billings closed out at more than a half-million dollars, with both local and national sales going over their projections for the month. VP/GM Ken Shubat said, "We did it without compromising our unit or minute loads. And keep in mind that every weekday at lunchtime we program 107 minutes of continuous music. We were virtually sold out weekdays between 5am-midnight. (And still) there was about \$50,000 in business we just couldn't get on the station."



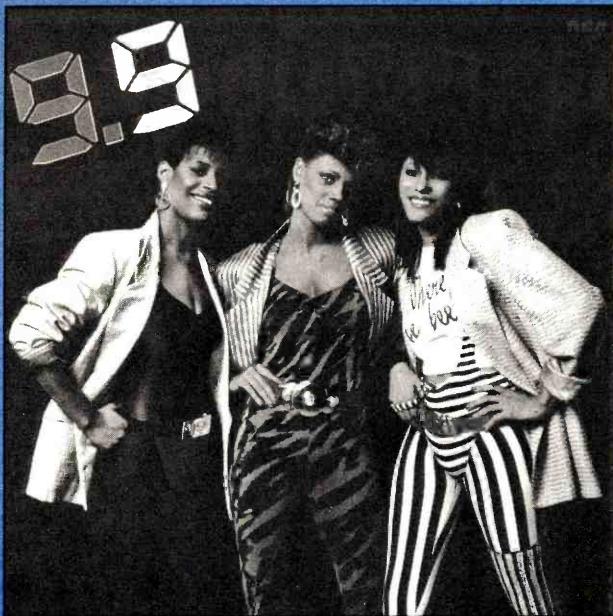
KACE CELEBRATES MORRIS DAY — Morris Day took a break from recording his debut WB solo LP to chat with KACE/Los Angeles personality Billy The Kid. Pictured (l-r) are Day and Billy.



THE FORCE IS WITH KJLH — The Force MD's were recently interviewed on-air at KJLH/Los Angeles. Shown (l-r) are group members Jesse D. and Mercury, KJLH Asst. PD/MD Doug Gilmore, and the group's Stevie D. and Trisco; in front is Force MD T.C.D.



WITHERS IN THE WINDY CITY — Bill Withers (second from right) visited the Windy City in support of his "Watching You Watching Me" LP. On hand to greet him were (l-r) Columbia Local Promotion Manager Frank Chaplin, WBEE GM Charles Sherrel, and Chicago Mayor Harold Washington.



9.9

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5 STAR

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RCA



ALL THAT JAZZ

Carol Handley is the new Jazz programmer at KEZX/Seattle. She was previously MD at crosstown KJZZ (now KLSY) ... PD John Haynes includes MD duties, as Tom Hennessy resigns at WFSS/Fayetteville ... WJZZ/Detroit names Dorris Bass MD ... Francis Dominique is upped from Assistant MD to MD ... Geoff Fischer is the new host of WLVE/Miami's "Love Jazz On Evenings" show ... WRTI/Philadelphia changes its slogan from "The Point" to "Jazz 90."

KSAX/Dallas-Ft. Worth relinquishes Jazz for a gospel-inspirational format and switches calls to KHVN ... KUOP/Stockton adopts a "Quiet Storm"/fusion/new age approach ... Ross Block, host of syndicated show "Digital Jazz," is promoted from PD to

Station Manager at WNGS/West Palm Beach.

Zebra Records launches spinoff label Zebra Acoustics, with its first release scheduled for July 1. Zebra also announces its affiliation with Munich-based label Enja Records, with exclusive rights for U.S. distribution and marketing ... Mobile Fidelity Sound Lab also introduces new label Cafe Records, with its initial release due any day now.

In the wake of jazz's absence from this year's televised Grammy Awards show, the organization of the National Academy of Jazz has been formed with tentative plans for its own gala to honor jazz artists. The program is slated for next January at the Dorothy Chandler Pavilion in Los Angeles.



BUDANAURO AND BREWER — Not as singable as "Bogie and Bacall," but here's the pair at KERA/Dallas-Ft. Worth after an interview. At left is PD Ed Budanauro; at right, composer Peter Brewer.



SOUTHBOUND FOR SANBORN — WLOQ/Orlando MD Paul Gerardi took a trip down to Miami to see David Sanborn in concert. Pictured (l-r) are Gerardi, Sanborn, and WB's Ed Nuhfer.



TALAYA CARRIES POCKET CHANGE — Nabbed with a handful during her midday shift at KUTE/Los Angeles, Talaya poses with (l-r) album producer Dean Whitney, group keyboardist Tommy Adams, and guitarist David Patt.



AWARDS NIGHT — KKGO/Los Angeles recently broadcast live from the ASCAP awards held at the Beverly Wilshire Hotel. Pictured (l-r) are jazz legend Moody Starman & D.J. Chuck Killies.



KUTE/LOS ANGELES HAS ZEBRAS — Shown at the station are (l-r) Zebra President Ricky Schultz, PD Lawrence Tanter, Zebra's Cheryl Werier, Queen City Records President Ronnie Richardson, and MD Harry Gandy.



CAUGHT WITH HIS PANTS DOWN! — KJAZ/San Francisco PD Tim Hodges doesn't look like he'll deny it either. The shot was taken at KJAZ's Spring Swap Festival, and the black drawers was a "personal" gift in association with Jeanne Cheatham's song "Meet Me With Your Black Drawers On."

Art Hood's

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LON HELTON

COUNTRY

IS HEAVY LIGHT?

Where Has All The Airplay Gone?

A few weeks ago (May 31 R&R) I wrote an article detailing the events of a consumer focus group conducted by RCA in Phoenix. In that column, I expressed amazement at how unaware the public was with regard to current records. During the questioning, many of these heavy Country radio users didn't recognize the hooks of current songs which had been at the top of the charts for a number of weeks. These were songs which presumably had received relatively good rotation but remained unfamiliar to the respondents.

Subsequent discussion among those of us at the session centered around the "why" of this phenomenon. One of the more interesting theories was suggested by RCA's Manager/National Country Promotion, Carson Schreiber. Carson is an ex-radio guy who, among other gigs, spent five years as MD at KLAC/Los Angeles. He was also instrumental in setting up Metro-media's KNEW/Oakland when it went Country in 1974.

As we begin, one thing I want to make clear is that this column is not intended as a "sales piece" for RCA or any other record label. No one is trying to persuade Country radio to do anything with rotation speed or playlist size so the labels will sell more records.

"There's little wonder that as airplay over a record's life has decreased by half that sales are also substantially down."

— Carson Schreiber

The reason for this and subsequent articles is to examine if there has been a change in rotation policies over the last few years and, if so, what effect those changes have had and will have on both sides of the business.

Half The Airplay

Now, back to the point: Carson's basic premise was that record rotations have slowed considerably over the past few years. We "reminisced" about the years he was at KLAC and I was at WMAQ/Chicago. We had five records in the power category and played two powers an hour. This resulted, of course, in each power rotation record turning over every ½ hours. Our recollection was that this was the standard turnover or heavies at most radio stations the mid to late '70's and even on to the early '80's.



Carson Schreiber

It was Carson's opinion that this has changed over the past few years to the point that most stations average 4½ hours of separation on individual heavy records. When you put a pencil to these numbers the potential ramifications, at least for a record company, become clear. A record being played in 2½ hour rotation receives roughly ten plays per day — 70 per week — during its life in power play. A tune being played every 4½ hours gets played around five times a day — 35 spins per week — a full 50% less exposure than in the past.

If these comparisons also hold true for the medium and light categories, records receive 50% less play over their entire 12-15 week life! While you can't draw direct comparisons and say record companies have a 50% less chance of selling a record with 50% less airplay, you can safely say the chances of a sale are at least greatly reduced.

As Carson pointed out, "For someone to spend his hard earned money to buy a record, it has to be one of his favorites. The only way it can become a favorite is for it to get enough play to become part of his lifestyle. I wonder how someone can have many real favorites if he hears new records twice a day and the 'hottest' records four or five times a day?"

Two Peas In A Pod

When it comes to motivating a consumer to purchase country pro-

duct, the radio and record industries are intrinsically entwined. Pointing to information gathered at the RCA focus groups, Carson said, "When the question 'what is your prime motivation for buying records' is asked of country buyers, 90 to 95% will respond, 'I heard it on the radio.' In the pop focus groups RCA runs, only 50% will give that answer. The other 50% give reasons which include 'a friend of mine told me about it,' MTV, and concerts — along with many other reasons.

"Obviously, when the prime motivating factor in country music record sales is radio airplay, there's little wonder that as airplay over a record's life has decreased by half that sales are also substantially down," Carson continued. "And I'm not just talking about new artists. We're talking superstars, too."

Further examining sales ramifications, Carson went on to say, "These focus groups have also shown that the public becomes really familiar with a record when it's reaching the top ten on the charts — or, in other words, when the record has been out nine or ten weeks! Now, if you have a major album coming out, and you release the first single, you could be looking at anywhere from 15 to 20 weeks before that single shows any sales impact. Think of what that does to our advertising, merchandising and marketing campaign."

A tune being played every 4½ hours gets played around five times a day — 35 spins per week — a full 50% less exposure than in the past.

— Carson Schreiber

Another interesting challenge is that with light rotations approaching one or two plays per day, re-currants are getting almost as much play. This, coupled with the decreased airplay a record has gotten while it was officially a "current," results in, as Carson says, "Records that are beginning to sell as many copies when they're in the re-current stage as they did when they were played in the current rotation."

Bring On The Lakers



It's a good thing the guys at WAJR/Morgantown are makin' a livin' a radio, 'cause B'Ball definitely ain't their game. The WAJR No-Stars took on the "All American Pee Wees" in a charity game of hoop, raising a ton of money for a local halfway house for recovering alcoholics and others with drug dependencies. As hard as it is to believe, the 'AJR crew lost 52-44. Shown before the game describing the handicap system to the Pee Wees are newsman Keith Appell, sitting on the fellow on the left, and PD Carl Becker perched atop the Pee Wee on the right. In all fairness, I should mention that the Pee Wee in the center of the photo also played center for the team and is 6'5." (That's still no excuse, Carl.)

Other information gathered in the focus groups spurred Carson to question the move to longer rotation spans. "Many folks say a main reason for them to switch stations is to find their favorite record somewhere. Most stations are so well-programmed that most listeners know — even if only subliminally — that the next song to come up will be one they like. They will, however, dial around to find that special favorite if they go awhile without hearing it."

What Does This Mean To Radio?

If slower rotation intervals have become the rule in Country radio, the potential ramifications for sales are self evident — as Carson has pointed out. For those who make their living in Country radio, the question of what decreased rotations means to both come, time spent listening, and the resultant quarter hour shares must be answered.

Editorializing a bit, it's a little incongruous to hear that, at a time when both quarter hour shares and come for many stations is down, they are playing the biggest hits further apart. If listeners tune to your station for a short period of time, they had better hear nothing

but the hits. Also, it would be nice if the folks who only occasionally sample your station would hear the biggest hits whenever they tune in. Maybe they'd come back more often. Can you gain longer listening or increased sampling with spread out rotation intervals? Conversely, do you force audience out of your station by burning out of the product with shorter rotations?

In the next couple of weeks we'll explore the subject to see if "heavy" airplay has indeed decreased over the past few years. If it has, we'll examine the reasons why and figure out the effect it's had on Country ratings — as well as its potential ramifications.

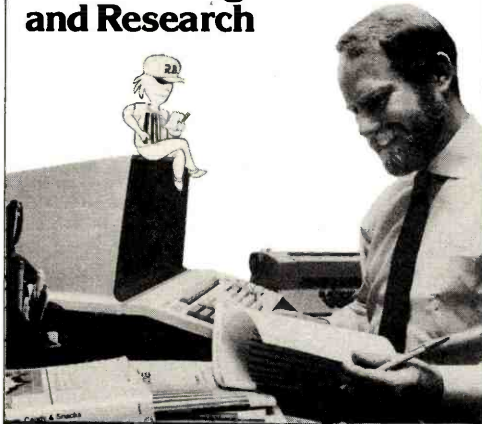
Also, remember that rotations and playlist size are two totally different animals. You can be playing 20 records and make it sound like 100 or you can be playing 100 records and make it sound like you're only playing 20. There is no reality, only the perception of reality — and it all depends upon the way you're handling the delicate balance of rotation.

Next week top Country programmers talk about their current rotation intervals and those of a few years ago.

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by Jhan Hiber



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R&R
BOOKS

COUNTRY

Lazy & Lame?

Dear R&R:

Here is an open letter to the industry.

First, to those responsible for selecting the material to be recorded and eventually released as singles: Why, oh, why must I continue to receive "cover" records? Today in the mail I received yet another cover and I began to wonder why this trend is popping up again.

In defense of the "pro" arguments, I know that for some of our audience they are easily recognizable, and our exclusive listeners may never have heard them. My concern is why the artists feel they need to record them in the first place. Yes, I am sure it's fun to do your own version of a song you like. It also helps to sell albums by having recognizable titles on the dust cover. It is also an easy way to get airplay for the artist whose career might be on the skids. But I suspect another reason might be laziness. Why take a chance on a new song or sound when proven material is readily available on the pop charts?

Let us not forget that one of the reasons people listen to Country stations



Todd Grimsted

is to hear country music. I sincerely doubt that they listen to hear country covers of pop songs. When a listener chooses a Country station to listen to, he is also choosing not to listen to something else.

I would also like to address myself to those involved in the "One Big Family" project. I applaud their charity and I pray for the success of their endeavor. But I think that the project itself rather graphically illustrates some of the major problems of the country music industry.

Last fall, Band Aid did "Do They Know It's Christmas?" and raised millions. Earlier this year, USA For Africa and "We Are The World" accomplished the same. Now, eight months after the furor has died down, country music comes up with a song that couldn't, at first, find a record label. Also, because of industry politics, it couldn't get participation from today's true stars of country music — those who could have made this another legendary effort. What we end up with is a very lame, copycat version of "We Are The World." Is this supposed to represent the wonderful, caring people of country music? No, it's just embarrassing.

Sincerely,
Todd Grimsted
WPOC/Baltimore MD

CLOSE-UPS

• **PASS THE CHAPSTICK, PLEASE** — KIDN!Pueblo, voyeurs that they are, held the "Great KIDN Kiss-Off" and found a few of their contestants weren't kiddin' around when it came to puckerin' for bucks. Fourteen couples began the sustained smooch, competing for more than \$1000 in cash and prizes. After 20 hours of virtually non-stop kissing, during which contestants had to remain standing, one lucky couple walked away with the loot as well as a severe case of chapped lips. Members of the KIDN staff hung around to provide survival kits which contained chap stick, breath mints, mouth wash, bumper stickers, and T-shirts. As you can see from the photo, the local fire department was also on hand in case things got too hot.

• **Rhett Leaves Terra Firma** — Rhett Walker of WKQS/Miami will broadcast live from an L-1011 jet above the States. The broadcast will coincide with the jet's "A Taste Of Country" in-flight music channel which Rhett hosts. The "On the Air-In the Air" reports will center around Rhett's unusual surroundings, and he will even give away prizes to some of the passengers.

• **Feather Bedding** — Staffers at CIHI & CKHJ/Fredericton, New Brunswick, Canada went on a bed-pushing marathon which took them on a 126-mile journey while raising \$33,000 for charity. Dubbed as the "Push For Catscan," five employees pushed a modified hospital bed through the heart of New Brunswick. Pledges

per mile pushed raised funds to purchase a CAT scanner for a regional hospital.

• **GOO Northeast** — WPTR/Ibany has begun hosting its version of the Grand Ol' Opry by broadcasting live country concerts during the summer. The Bellamy Brothers kicked off the series.

• **WMAQ Is Gonna Make Her Smart** — WMAQ/Chicago is in the midst of running its \$100,000 "WMAQ Is Gonna Make You Rich" Sweepstakes III. Utilizing the Undinye Direct mail campaign, the station offers #1 country prizes ranging from a new Corvette to a 20-day trip for four down the Nile! The latest winner was much more pragmatic, choosing instead the college reimbursement prize for her daughter.



THE HEAT IS ON — A Pueblo fireman is at the ready in case this KIDN kiss-off couple gets carried away.



SHARON ALLEN

NASHVILLE THIS WEEK

WHO'S NEW

Milsap Establishes Foundation

Ronnie Milsap has spent the past four years carefully planning an organization that has just become a reality. He says, "We now have the means and the methods to really help the blind and the visually impaired in this country."

The Ronnie Milsap Foundation objectives are: 1) to provide educational assistance in the form of scholarships for talented blind students in the fields of study, 2) to provide financial aid in the area of eye research, and 3) to develop and expand career opportunities for the blind and the visually impaired.

Statistics show that only 35% of working-age blind adults are employed, and of these working, most are in specialized employment settings for the blind.

"We're not only interested in the musically talented... our concern is in locating those people with talents, initiative, and desire to succeed in all fields... medicine, law; technology, computer sciences," says Milsap. "If the students have the desire and the talent to succeed, the foundation will be there to provide the direction and the financial aid. Then, together we can help expand the frontiers in all these areas, and make a better world for us all."

Funds to support the foundation will be raised in a variety of ways, including contributions by the trustees and government request, as well as through benefit concerts and selling albums and cassettes. Plans are already in the works for Milsap's "Greatest Hits Vol. 2" to be sold in clubs in Little Rock and Montgomery owned by Dr. James Fowler and William Chandler. Proceeds will be divided between local Lion's Clubs and the foundation.

For additional information contact: The Ronnie Milsap Foundation, 12 Music Circle South, Nashville, TN 37203.

Dick Clark Plans Alabama Special

Dick Clark Productions spent the week in Fort Payne, AL just before the June Jam to gather sidelights to add to its filming of the Jam for a syndicated TV special called "My Home's In Alabama."



Ronnie Milsap

This year's Jam raised \$820,305, which will benefit a variety of charities in Fort Payne and DeKalb County. In addition to Fort Payne's native sons, the talent lineup includes the Charlie Daniels Band, Glen Campbell, the Judds, Eddy Raven, Bill Medley, the Bellamy Brothers, the Forester Sisters, Ralph Emery,



TELEMARKETING FIRM OPENS DOORS — G.L.T., Inc. President Steve Schaffer (left) presents "Nashville Now" host Ralph Emery with the first copy of the Nashville Now Band's album, which G.L.T. is marketing. The presentation was made during a live broadcast of the Nashville Network program.

Charlie Douglas, the Heart of Dixie Cloggers, and the Coke Six-Pack Sky Divers. Once proceeds from the concessions are figured in, it looks as if Alabama and friends may raise over a million dollars.

Opry Gala Slated

Johnny Cash, June Carter, the Oak Ridge Boys, Barbara Mandrell, Willie Nelson, Larry Gatlin, Loretta Lynn, Minnie Pearl and Ricky Skaggs are among those scheduled to appear on the CBS-TV special, "The 60th Anniversary of the Grand Ole Opry."

The show is scheduled for taping in November, to be aired sometime in late December or early January. Among the Grand Ole Opry regulars to appear on the two-hour program are Bill Anderson, Roy Acuff, Jim Ed Brown, Tom T. Hall, Bill Monroe, and Porter Wagoner.

Kudos For Fricke

Janie Fricke received the Celebrity of the Year award from her state, Indiana. Not only is she the first female recipient in the 28-year history of the award, the Matt Anthony's (a statewide charitable organization) gave Janie their ceremonial red coat during presentations at the Hoosier Celebrity Golf Tournament.

Janie's exhibit booth took first place out of the 321 booths decorated for Fan Fair. The lavender and white booth was designed and manned by her fan club president Floriene Jackson.

Bits and Pieces: There's going to be more than one new grandbaby in the Mandrell family. Irene's baby is due around the Christmas holidays... Congratulations to the MTM Music Group's Billy Aertz and his wife Stormey on the new addition to their family. Eight pound Brennan William was born June 10... The permanent address for the Heart of Nashville Foundation is P.O. Box 123, Nashville, TN 37202... T.G. Sheppard had a bit of bad luck when thieves entered his dressing room during a Charlotte, NC show and took briefcases, clothes, jewelry, cash, and other valuables. Just thought you'd like to know!



Rockin' Sidney (right) with producer Huey Meaux

Rockin' Sidney is in fact Sidney Simien. By now you've heard several versions of his novelty record "My Toot-Toot," but Rockin' Sidney is indeed the originator. Simien wrote the tune a decade ago, but it wasn't until October of 1984 that he included the song in his third album for Floyd Soileau's Maison de Soul label, "My Zydeco Shoes Got The Zydeco Blues." (Zydeco is a popular form of Southern Louisiana music the combines French dance melodies, elements of Caribbean music, and the blues, played by small groups featuring the guitar, the accordion, and a washboard. It's the black equivalent of Cajun, and Rockin' Sidney has been one of its foremost practitioners for over 20 years, with his "You Ain't Nothing But Fine" being covered by several rock artists.

It is my understanding that the entire album was recorded in Simien's garage studio in Lake Charles, LA. He wrote all the songs and played all the instruments (harmonica, accordion, rhythm guitar, lead guitar, bass, and drums). As a matter of fact he did it all himself, even producing and arranging with the help of a four-track Teac.

Last January Maison de Soul released "My Toot-Toot" as a single in Louisiana and Texas, to great response. Since then there have been numerous cover versions. Jean Knight was the first to discover the song and do a cover, followed by blues queen Denise LaSalle and the duo of Fats Domino

and Doug Kershaw. John Fogerty and the Pointer Sisters have covers coming out soon.

Two recordings are out in Germany, Jimmy C. Newman released an English and French version in Canada, and others are expected in Holland and France. Fogerty's cover is actually a tribute of sorts to Rockin' Sidney. He got together with Sidney and his band in Crowley, LA to videotape the recording session, then used it as part of his Showtime cable special.

But if it's "the real thing" you're looking for in the midst of all these covers, Simien's original version has been rereleased on Epic.

Nashville In Motion

Film House, Inc., the Nashville-based firm that produces TV spots for radio stations, has acquired the resources of Broadcast Marketing Group of Kansas City, MO, a company specializing in buying TV time for radio stations... Several independent promoters have formed a new company called Breaker Wave Promotions, Inc. Beau James will handle the Southeastern reporting stations. Bob Ham will work the Mid-Atlantic stations. John Curb will take care of the Western stations. Jerry Duncan will also be involved in calling secondary reporting stations in addition to the basic service. For more information call (615) 822-6391... Music Resources owner Steve Schaffer opened a new telemarketing organiza-

tion in Nashville called G.L.T., Inc. Its first project is the Nashville Now Band's debut album for the Downs record label. Their address is G.L.T., Inc., P.O. Box 150066, Nashville, TN 37216-0066 (615) 790-0855... Rick Alter is the new Assistant VP at Buddy Lee Attractions. Alter was formerly an agent for International Creative Management. Prior to his move to Nashville, he served as VP of the Empire Agency in Atlanta... Freddy Weller signed with Evergreen Records... Ronnie McDowell just signed with Mandrell Management... Look for Crystal Gayle to co-host "Solid Gold" with Lou Rawls the weeks of July 12 and July 19... Tanya Tucker just signed a recording deal with Capitol Records.



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Current Issue #63 features WLS/Larry Lujack, KAFM/Andy Barber, WNBC/Howard Stern, KRLA/Art Laboe, Boston CHR's WZOU, WXKS & WHTT, Tampa's WMGG/John Langigan, Nashville's Y107/Coyote McCloud. 90 min. cassette, \$5.50.

Current Issue #62 features WAVA/Charlie & Haggan-Don Geronimo, KIIS/Big Ron O'Brien, KHTZ/Charlie Tuna, Atlanta C. IRs Z93 & 94Q, Salt Lake City CHR's KCPX, KISN & KFMY, KITS/Ed Volkman, Houston CHR's KKQB & KRBE. 90-min. cassette, \$5.50.

Special Issue #5-58 features SAN ANTONIO AM DRIVE! CHR's KTFM, KITY, KSAQ & KSJL, AOR's KISS & KXZL, A/Cs KTSA, KLLS, KSMG & KONO. Cassette, \$5.50.

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OPPORTUNITIES

OPENINGS

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OPENINGS

OPENINGS

OPENINGS

News reporter for AM/FM on the coast. Must be hardworking & enthusiastic. Rush T&R: Catherine Seboid, WKQR/WLAS, Box 760, Jacksonville, NC 28540. (7-5)

PA's super station Q106 has immediate opening for experienced, detail-oriented PD/PM drive personality. T&R: Barry Bruce, Box 2506, York, PA 17405. (7-5)

Beautiful Music FM has midday opening. Good first job opportunity. T&R: Don Shelds, WCME, RFD-2, Box 2192, Wiscasset, ME 04578. EOE M/F (7-5)

WANTED

A PD for a radio station in one of New England's medium markets. Willing to pay higher than average salary for someone who can manage people, understand and implement on-air and outside promotions. Increase audience share and increase involvement in the community. Be a winner! T&R to Radio & Records, 1930 Century Park West, #0042 Los Angeles, CA 90067. EOE M/F

MAJOR Market Opportunities

As we prepare for further major market expansion, Emmis Broadcasting is looking for drive-time talent, presently performing in the top 30 markets. Send tape and resume ASAP to: Rick Cummings, Emmis Broadcasting, 1099 N. Meridian St., Suite 1197, Indianapolis, IN 46204. EOE M/F

ANNOUNCER K95FM TULSA

K95FM seeks killer air/production talent with significant experience to bring MAGIC to carefully planned and executed format. Performance and growth atmosphere.

Tape and resume (no calls, please) to: Bob Cooper, Program Director, KWEN (FM), 1502 South Boulder, Tulsa, OK 74119.

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WMGZ-Magic, a hot CHR is looking for a high-energy pro who is full of life. T&R: WMGZ, Box 1470, Sharon, PA 16146. (7-5)

Newsperson needed to co-host morning show. Beautiful college town. T&R: Sheldon Levine, WRSC/WQWK, 160 Clearview, State College, PA 16803. EOE M/F (7-5)

NE CHR powerhouse looking for winning team. Abnormal morning man. CHR personalities & PD. T&R: Bryan Geronimo, Q100, Box 190, Easton, PA 18042. No calls. EOE M/F (7-5)

Morning Drive

Two New England medium market FM giants — an AC and a CHR — want to hear your work if you're a unique, topical, fascinating, competitive, involved, funny or zany morning personality ready to make an upward career move. Great opportunities at these two stations if you're a "hungry," hardworking, serious talent. Apply only if this description applies to you! Send tape, resume and brief cover letter today.

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Parttime newsperson needed yesterday. No beginners please. Prefer applicants from NY/NJ metro area. T&R: Frank Cipolla, WJDM, 9 Calwell Pl., Elizabeth, NJ 07201. (6-28)

AM/FM needs ND. Large company, good benefits. Three years experience/strong delivery/self-motivated. T&R: Mike Farrow, WKYE/WJAG, Box 309, Johnstown, PA 15907. No calls. (6-28)

OPPORTUNITY KNOCKS!

WHCN is looking for morning talent. Hartford's quality AOR has a rare opening for a morning clown. Cassettes and resumes to: Dan Hayden, PD, WHCN, 1039 Asylum Ave., Hartford, CT 06105 EOE

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OPPORTUNITIES

OPENINGS

Street reporter needed for upstate A/C station. T&R: ND, Q104-FM, Box 6476, Ithaca, NY 14851. (6-28)

WLAN-AM & FM accepting T&Rs for future openings. Big voice/personality a must. Send to Ellen Waslou, ND, 252 N. Queen Street, Lancaster, PA 17603. EOE M/F (6-28)

A/C, CHR, & COUNTRY air talent: we've got select openings at stations where you can build a career. We'll teach you and help you go as fast as you can... all we need is raw talent, willing attitude, a desire to master radio... and an open mind. Tapes and resumes to:

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Top-rated Harrisburg, PA Country AM/FM needs morning mover immediately. Experienced, excellent production, creative bits. T&R: Frank Kelley, Box WHYL, Carlisle, PA 17013. EOE M/F (6-28)

LEGENDARY RADIO STATION NEEDS MORNING TALENT

Major dollars for the right morning talent. Only class acts considered for one of America's great A/C facilities. Send T&R to: Radio & Records, 1930 Century Park West, #0045, Los Angeles, CA 90067. EOE M/F

SOUTH

Talented, warm personality who can relate to adults. Two years on the air. No calls. T&R: Ginny Welch, KOKE-FM, Box 1208, Austin, TX 78787. (7-5)

Gal or guy announcer/sales. Near Tallahassee & Gulf. T&R: WMEL, 1275 S. Jefferson, Mims, FL 32044. (7-5)

WKHX

Capital Cities Communications
Capital Cities is expanding in Atlanta. Seeking experienced newspeople. Good writing/on-air skills. Tape & resume to: Neil McGinley, WKHX-FM, 360 Interstate N., Suite 101, Atlanta, GA 35209. EOE M/F

News anchor/reporter wanted for growing major market news staff. Experience required. T&R/Writing sample: KLIF/KPLX, 411 Ryan Plaza Drive, Arlington, TX 76011. EOE M/F (7-5)

WRVR-FM/AM news. accepting T&Rs. Good air sound & news skills a must. Patricia McCarron, 5904 Ridgeway Parkway, Memphis, TN 38119. (7-5)

Wanted aggressive ND for 100kw CHR. Experience a must. T&R: Blake Hooper, OM, Y104, Box 3010, Hattiesburg, MS 39043. EOE M/F (7-5)

Morning person with production skills needed. Also accepting CB/salary requirements for future openings. Send: Jim Marshall, WAJX-FM, Box J, Titusville, FL 32781. (7-5)

103-GNI needs PM drive production pro for the top A/C on the beach. C&R: Bob Mercer, WGNH, 211 2nd Street, Wilmington, NC 28401. EOE M/F (7-5)

92-FM has opening for morning drive. 500,000 plus market. Rush T&R: Michael Stewart, WYNU-92FM, Jackson Plaza, Jackson, TN 38305. (7-5)

Leading A/C looking for AM drive. Needed yesterday. Community involvement a must. T&R: David Wilson, KOTN-AM, 920 Commerce, Pine Bluff, AR 71601. (7-5)

Future openings. Oldies format. T&R: Bruce Nelson, KNUZ, Box 188, Houston, TX 77001. (7-5)

COUNTRY PD

Needed on Carolina Coast. Good company and facilities. Send tape and resume and outline of your programming/promotional stance to: Radio & Records, 1930 Century Park West, #0031, Los Angeles, CA 90067. EOE M/F

OPENINGS

Immediate opening. FM CHR needs a night jock. Persons with bad attitudes need not apply. Diana Rivers, WBLU, Box 1280, Hinesville, GA 31313. (7-5)

CE, Transmitter, automation, multi-track, STL experience required. Degree desirable. Joe Schwartzel, Box 331, Ft. Myers, FL 33902. EOE M/F (7-5)

Top-rated FL A/C looking for air talent for future openings. T&R: Paul Conrad, WRCC, Box 188, Cape Coral, FL 33910. (7-5)

Bright, conversational morning newscaster wanted for fast growing sunbelt market. T&R: Nancy Frost, WRCC, Box 189, Cape Coral, FL 33910. (7-5)

ND for FM Country station near Dallas Ft. Worth. Gathers, writes & delivers local news. \$1,000 a month. T&R: KEMM, Box 1292, Greenville, TX 75401. (7-5)

CHR personality needed. No beginners please. Super salary & facilities. Production/promotions. T&R: Barry Michaels: KMN, Box 797, Wichita Falls, TX 76307. No calls. EOE M/F (7-5)

KTEM KPLX

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Experienced morning drive personality for powerful FM, A/C. Good production. T&R: WEGR, Box 207, Goldsboro, NC 27533. EOE M/F (7-5)

Experienced afternoon drive personality for MOR, AM. Good production. T&R: WGPR, Box 207, Goldsboro, NC 27533. EOE M/F (7-5)

Successful 100kw FM seeks experienced adult talent with production experience. T&R: Ronda Curtis, KLAZ, 1501 N. University, Little Rock, AR 72207. EOE M/F (7-5)

Why would anyone want to wake up to you? T&R: Bob Linden, Star-108 FM, Box 20107, San Antonio, TX 78220. EOE M/F (7-5)

MORNING TALENT

One of the Southeast's longtime leading contemporary stations is seeking a morning talent to enhance our five-person morning team. You must be able to communicate, be topical, and intermingle with other team members. Great bucks for great talent! Send tape, resume, future goals to: Radio & Records, 1930 Century Park West #0036, Los Angeles, CA 90067. EOE M/F

Aggressive, versatile pro with CHR/ADR experience. Great station, great living, competitive market. T&R: Mark Seger, WHMD, Box 1829 Hammond, LA 70404. EOE M/F (6-28)

PD needed. Country FM. Must work well with people. Production skills & air shift a must. T&R/salary history: Roger Ingram, WCVN, Box 522, Amherst, VA 24521 (6-28)

North MS hot FM wants mature, dedicated professional to make our afternoon show. C&R: KZ103, 1413 W. Main, Suite H, Tupelo, MS 38801 (6-28)

WTPB/Vero Beach looking for adult communicators for our new upstart AOR format. T&R: Greg Sherlock, 2015 38th Avenue, Vero Beach, FL 32960. EOE M/F (305) 569-9882 (6-28)

Partners needed with network football board experience. T&R: Don Lane, KVOL, Box 3030, Lafayette, LA 70502. EOE M/F (6-28)

Oldies-formatted KNUZ is searching for future openings. T&R: Bruce Nelson, Box 188, Houston, TX 77001. EOE M/F (6-28)

KY102 Kansas City needs production oriented talent. Tapes: KY102, 3020 Summit, Kansas City, MO 64108. (6-28)

Dedicated, music-loving professional broadcasters as interesting as our adult mellow rock & jazz music needed. T&R: Bob Linden, Box 20107, San Antonio, TX 78220. EOE M/F (6-28)

Rock 'n' roller on Carolina coast. Needs talented/creative personality. Send T&R: Kris Kelly, WXQR, Box 780, Jacksonville, NC 28541. (6-28)

OPENINGS

MIDWEST

Immediate opening for Assistant PD/JD. Must be familiar with AOR. T&R: Robert K. Norton, Jr., KRNA, Inc., 2105 A.C.T. Circle, Iowa City, IA 52240-9560. EOE M/F (7-5)

Northern IN station needs nighttime entertainer. Two years commercial experience minimum. T&R: Allen Strike, WTRC, Box 699, Elkhart, IN 46515. (7-5)

News Director,

Northern Kentucky Area
Compilation, editing and on-air delivery of world, national, state, and local news, and sports. Good supervisory skills needed. Salary plus benefits. John Hay, Kentucky Service, 320 Garrard Street, Covington, KY 41011. EOE

AOR market leader has fulltime opening. Creative production a must. No beginners. No calls. T&R: KATT, Box 25787, Oklahoma City, OK 73125. EOE M/F (7-5)

Needed yesterday. Sharp, experienced CE/jock. For class C, modern Country. T&R: Max Wulf, 96KX, 111 North 56th, Suite 205, Lincoln, NE 68504. (7-5)

Morning man/MD for Country powerhouse in St. Louis. ADR. T&R: Steve Byrne, KWRE, Box 220, Warrenton, MO 63383. (7-5)

News/Talk station between Chicago & Milwaukee needs reporter with strong writing/delivery skills. T&R: Paul Gilbert, WKRS, 3250 Belvidere Road, Waukegan, IL 60085. (7-5)

Position available for bright, energetic male/female in small market. T&R: David Lee, WTCJ, Box 397, Tell City, IN 47586. (7-5)

KRNA has opening for Assistant PD/Jock AOR format. Five years experience. Strong production/promote skills. T&R: Rob Norton, 2105, A.C.T. Circle, Iowa City, IA 52240. EOE M/F (7-5)

PROS ONLY

Strong Midwest broadcasting group looking for pros who like to win. Need to fill programming and on-air positions in several great Midwest cities. Money is no object for the right people. Tape & resume to: Radio & Records, 1930 Century Park West, #0041, Los Angeles, CA 90067. EOE M/F

Live & work in the beautiful Black Hills. Rare opening. T&R: Randy Sherwin, KKLS-FM, Box 460, Rapid City, SD 57709. (7-5)

Wanted yesterday: Adult sound with strong production. Bucks for right one. T&R: Box 509, Ogallala, NE 68153. (7-5)

K-LITE seeks warm/creative evening personality & a night-time talk/music host. Only professionals need apply. C&R: Pam Finn, 2814 Quail Plaza, Oklahoma City, OK 73120. (7-5)

Looking for experienced newscaster. Call Brooks Morton: (216) 923-9761 (7-5)

KZ-93, Peoria's leading station, is looking for the right person to anchor FM morning drive news. Some work on WMBD-AM included. Right person should be conversational in both writing and delivery. Rush tapes, resumes, writing samples to Duane Wallace, WMBD, 3131 North University, Peoria, IL 61604. EOE M/F



Flint's #1 Country searching for PM drive talent. Reliability a must. Women encouraged to apply. T&R to: Mark Thomas, OM, WKMF, P.O. Box 1470, Flint, MI 48501. EOE M/F

OPENINGS

ND wanted for KWTO in the beautiful Ozarks. T&R: Rick White, Box 65808, Springfield, MO 65807. EOE M/F (6-28)

92 Cleveland has immediate opening for killer CHR morning talent. Humor & character voices a must. T&R: Scott Howitt, 2156 Lee Road, Cleveland Heights, OH 44118. EOE M/F (6-28)

MAJOR MARKET SPORT OPPORTUNITY

Midwestern station seeks sports voice with talk show and reporting skills. T&R to: Radio & Records, 1930 Century Park West, #0039, Los Angeles, CA 90067. EOE M/F

CHR-FM between Chicago & Milwaukee accepting applications from experienced personalities. T&R: Nick Ferale, WXLG, 3250, Belvidere Road, Waukegan, IL 60085. EOE M/F (6-28)

Immediate on-air opening at WTUE Dayton. AOR experience desirable. T&R: Tom Carroll, Box 250, Dayton 45402. No calls please. EOE M/F (6-28)

HIGHLY-RATED ADULT CHR

Seeks dedicated professionals. Looking for middle personality with strong production skills. Also, lifestyle-oriented News Director. Send T&R and salary to: Radio & Records, 1930 Century Park West, #0033, Los Angeles, CA 90067. EOE M/F ONLY WINNING ATTITUDES PLEASE!

Morning man/MD for Country powerhouse in St. Louis. ADR. T&R: Steve Byrne, KWRE, Box 252, Warrenton, MO 63383. (6-28)

OK Country station looking for talented beginner for opportunity to learn while working at super professional station. Carl Drake: KRPT, Box 1360, Anadarko, OK 73005. (6-28) M/F



Looking for bright-sounding talent for top-rated A/C station... You must be conversational and appealing to an involved adult. Top compensation, and a chance to grow as far as your drive and hunger to win will take you. This is a fast-growing company. You'll love Dayton, one of America's undiscovered secrets. Females encouraged! T&R to Al Carson, 699 N. Valley Road, Beavercreek, OH 45385. EOE

RED HOT CHR IN TOP 15 MARKET

Needs morning man and all other shifts. No beginners or A/C, AOR, or unexciting jocks need apply. Send tapes & resumes ASAP! Need to move quickly! Radio & Records, 1930 Century Park West, #0038, Los Angeles, CA 90067. EOE

OPENINGS

Production and announcing positions open with growing small market, four-station company. Base pay from \$250 to \$300 per week. 3 1/2-day work week. Experience with production and ability to integrate satellite-delivered format into local news & promotions will be rewarded with salary increases and good benefits. T&R to Nicolet Communications, PO Box 309, Eagle River, WI 54521.

OPPORTUNITIES

OPENINGS

WEST

FM A/C seeks morning news anchor. Strong reporting & writing skills. Good experience. T&R: Julie Christie, 1900 Garden Road, Monterey, CA 93940. EOE M/F (7-5)

KRNI-FM (Country) is still seeking an experienced, versatile, creative communicator for mornings/production. T&R: Bob Hunter, Box 6063, Incline Village, NV 89450. (7-5)

Personality/HD for KLKT/Lake Tahoe/Reno. Send T&R: Ken Hunter, Box 6063, Incline Village, NV 89450. (7-5)

WEST COAST MAJOR MARKET

A/C has a parttime opening with an opportunity to move up to fulltime soon. Must be a team player!! Rush T&R to: Radio & Records, 1930 Century Park West, #0040, Los Angeles, CA 90067. EOE M/F

AM drive person wanted in beautiful Cortez, Colorado. T&R: Dan Kelley, KVFC, Box 740, Cortez, CO 81321. (7-5)

Immediate openings in AM/FM outlet. A/C, CHR formats. Send T&R: Kamasam Kong, KIKI/KMAI, 841 Bishop Street, Honolulu, HI 96813. (7-5)

New personality rocker. Cosmic 92, KXMK, accepting airchecks for future fulltime all night opening. T&R: Starship Radio, Box 1889, Fresno, CA 93718. EOE M/F (7-5)

MID-DAY PERSONALITY NEEDED

I want great experienced communicators for our new regional FM. If you have a good track record, can do middays and production. Enjoy A/C. Send T&R to: Radio & Records, 1930 Century Park West, #0043, Los Angeles, CA 90067. EOE M/F

KQ-92 has opening for fulltime afternoon drive personality. Great place to work. T&R: Charles Cox, Box 48, Olympia, WA 98507. EOE M/F (7-5)

Production Director/midday person needed for A/C class C station. T&R: Gary Marshall, Box 1176, Los Alamos, NM 87544. EOE M/F (7-5)

Help Our Team Become #1

We're a new 100,000-watt regional Adult/Contemporary FM and we need a great personality for afternoon drive. Females encouraged. If you fill the bill send tape and resume to Radio & Records, 1930 Century Park West, #0044 Los Angeles, CA 90067. EOE M/F

Accepting applications for Operations Director with PD/on-air, promotions/production experience. Send to: Jeri Moore, KGH/KLIX, Box 30198, Billings MT, 59102. EOE M/F (6-28)

AE wanted with management goals, to assume active role. Great station/opportunities. Boise Idaho metro. KBNV, Bruce Werten, 1104 12th Avenue, S. Nampa, Idaho 83651. (7-5)



We've changed from News/Talk to News and Music with Big Bands and Easy Contemporary. We're looking for personality air talents with CHR backgrounds, who can make our format come alive.

P.S. Fun's allowed.
T/R - Dean Cull - WGN of California
2225 19th St., Sacramento, CA 95818

Dreamed of working a 50kw clear channel? Rocky Mountain A/C accepting applications. Excellent pay/benefits. T&R: John Leader: Box 2720, Casper WY 82602. (6-28)

Hot hits afternoon personality needed ASAP. C&R: Dave Parks, KS103-FM, Box 103, San Diego, CA 92104. Minorities encouraged to apply. No calls. EOE M/F (6-28)

CALIFORNIA SUN

Major FM country property in one of the nation's fastest growing radio markets is looking for a top morning show. T&R to: Radio & Records, 1930 Century Park West, #0032, Los Angeles, CA 90067. EOE M/F

OPENINGS



Los Angeles Broadcasters, Inc.

Due to expansion of facilities and curriculum, Los Angeles Broadcasters, Inc. needs an engineer on a part-time basis to maintain and improve present training facilities. Must be based in the Los Angeles marketplace. Contact Jimi Fox (213) 469-1222.

PROGRAM DIRECTOR

AM-FM in competitive West Coast small market seeks creative PD with commitment to win. Production, on-air, promotion skills necessary. Immediate opening for right person. T&R with salary requirements to Radio & Records, 1930 Century Park West, #0037, Los Angeles, CA 90067. EOE M/F

COLORADO COUNTRY

If you have a great voice and production to match, this establishment Country leader would like to hear your "stuff." No beginners, please. Females encouraged to apply! T&R to: Radio & Records, 1930 Century Park West, #0034, Los Angeles, CA 90067. EOE

Need someone tight & bright to do phones, but don't call me. CHR. C&R: Dave Richards, Box 6780, Great Falls, MT 59406. (6-28)

Looking for the GREATEST morning personality! NW medium market A/C. 25-35K. Send T&R to: Radio & Records, 1930 Century Park West, #0029, Los Angeles, CA 90067. EOE

Rare morning drive opening #1. You take over a 24.4. Great facilities, people, benefits, and pay. We rock. T&R to:



P.O. Box K, Tri-Cities, WA 99302
No Calls. EOE M/F

POSITIONS SOUGHT

Morning team, husband & wife veteran, looking for FM home. Can also program. Cost efficient package. Call (205) 928-8015 or (609) 737-1421 (7-5)

Morning personality, enjoys interaction with newsmen & on phones. 15 years experience, mature, responsible. Wants back into radio. CHUCK MANNING: (702) 871-7595 (7-5)

PM drive/Production Director/assistant PD is ready to make your CHR station sizzle. South or SW area. Contact SHAWN: (605) 722-9025 or (713) 728-1348 (7-5)

NCAA division one sportscaster for five years, eight years PBP & TV/radio announcing. Looking for medium/major market. (219) 432-3083 (7-5)

Nielsenhor, credibility, excellent writing skills. Best references. Available now. RICHARD MUCK: 10404 Buqueque River, Lakeside, CA (619) 448-1864 (7-5)

15-year veteran, formerly X-rock/KINT. Currently KQXR. Good numbers/references. KEITH MORGAN: (805) 326-8388

Available now for Great Lakes area. AOR, A/C, CHR, Oldies. 5 1/2 years experience. Smooth DJ/creative production. PD ambitions. MARK: (305) 464-9431 (7-5)

Personality with great voice, delivery, production & attitude. Call JACK: (414) 242-4357 (7-5)

Three years in the desert is enough. I'm looking for the green grass of home. Want to work with winning A/C. CHR team in W/NW. THE MASTER: (805) 943-7187 or 949-8090 (7-5)

I know Country music. Employed MD/DJ has seven years' experience, seeks position at small/medium market. Prefer the East. GLENN: (607) 324-5157 (7-5)

Broadcast school graduate with three years on-air experience in A/C & CHR looking for a good opportunity. TOM: (312) 535-3607 or 560-0341 (7-5)

Six-year pro seeks airshift. Will relocate. Contact RUSS DAVIDSON: (805) 871-0903 (7-5)

Six year professional newsmen experience with WOC/KIHK. Ready to relocate. DOUG SPETS: (309) 853-1631 (7-5)

POSITIONS SOUGHT

Dependable, CHR, A/C, BU professional DJ/PD/OM, outstanding vocal/delivery/production. Greater Cincinnati, OH. KRIS: (613) 528-5793 (7-5)

Experienced sportscaster seeks position with PBP opportunities in medium/large market. Will combine with news or announcing MARC: (507) 354-6341 (7-5)

Outstanding broadcasting school graduate. Hardworking, eager to learn. Would like to relocate in West VA, OK, or IN. GREG: (305) 788-0576 (7-5)

Beginning position sought in radio. Sharp, talented hardworking graduate. Willing to learn & relocate. JOHN: (802) 945-8757 (7-5)

Saturday air personality at KCRK/Walnut Creek still looking for paid gig in northern CA. Contact FRANK BUTERA: (415) 223-1534 (7-5)

Industry pro, over 13 years in Chicago, L.A., & Phoenix. Seeking parttime employment in Chicago or metro area. Serious inquiries only. (312) 478-1216 (6-7)

Comedy writer-producer. Give a strong afternoon or evening airshift plus write daily & weekly entertaining features for your morning show. KEVIN: (806) 786-8149 (7-5)

Female DJ looking for first job. Broadcast school graduate. prefer Country or A/C. Move anywhere. Call JANELLE: (319) 927-3753. (7-5)

High-energy CHR look, prefers western U.S. Call DAVE: (303) 543-6295 (7-5)

Know in summer. Large metro job with drive-time MD/phone experience seeks top 100 market. Mild climate. Any format. (305) 755-1292 (7-5)

BILL NEIL has spent the last ten years as a personality at WBZ, WIP, & WFIL. Looking for A/C station. Call: (215) 668-0750 or 664-8139 (7-5)

TRACY CHAPMAN, parttimer at KZAN, is considering full-time radio. "It was my idea for the 'we are the world' simulcast on Good Friday." (801) 825-8412 (7-5)

Fill that slot at your A/C or CHR. Put the detective on the case. Nine year pro, outstanding production/voices. Medium/large markets. TONY: (517) 235-8022 (7-5)

Upbeat, enthusiastic, young, experienced female broadcasting announcer looking for a position with a progressive station. CINDY: (715) 362-4223 (7-5)

OM/PD, four years' experience, middays, news, & promotions. Community oriented. DAN DUBONNET: (207) 282-4922 (7-5)

Former production manager at KMET for eight years & with Fred Rata/Video-audio for 1 1/2 years. Please call GUS KRUEGER: (213) 472-9509 (7-5)

15-year multi-format PD looking for station that wants to win. Currently employed. Boss knows about this ad. RON: (504) 529-1212 (7-5)

Morning heavyweight PD. O101, WZOK, WROK, Z-1490 is officially looking. Eight year vet, Brian Wright, looking for a great company. Call: (815) 624-6082 (7-5)

Uptempo personality, good pipes, topical phones, 4-track production. Looking for station in top 100. Call STU: (313) 653-2935 (7-5)

AOR/CHR ten-year pro. Heavy 4-track production skills. Major market material. Looking for a challenge. Call SCOTT: (916) 583-4053 (7-5)

THE DOCTOR (WYFE, WAPI & WKLS) is available, prefer MW. Consistent airwork. Excellent production & great guy. Nine years AOR experience. (312) 888-4854 (7-5)

Talented, creative six-year pro seeks Dallas or Austin as new home. Interested? Call P.J.: (817) 757-0102 (7-5)

Production/air shift pro seeks new station to set down spicing block. CHR/AOR or A/C. OH, WV, or PA. Call J.J.: (304) 845-0556 (7-5)

Sales, sales, sales. I'll give you the bottom line. Young aggressive, enthusiastic, trainable & ready to go for New England. Call HOWARD MARGOLIS: (617) 277-8171 (7-5)

Employed Sports Director. Three years' experience. PBP & talk show host. Well prepared all the time. Call GLEN JORDAN: (806) 296-2771, 9-5 CDT. (7-5)

All PDs: Seven years' experience on-air. Broadcasting graduate. I'd like to hear from you & become a part of your staff. JOHN: (213) 747-6370 (7-5)

Broadcasting college graduate with stylish British accent. Interested in all areas of radio, including commercials. Call DAVID: (616) 793-2664 or (213) 465-1495.

I'm not from New Jersey, so let's talk. Three years experience. Looking for AOR/CHR. Ready to relocate. CHIP: (505) 778-5755 or 742-9025 (7-5)

Two-year radio school graduate seeking fulltime radio job. Experience at local station as announcer & sports director. PAUL: (414) 633-6298 (7-5)

Morning news anchor from Las Vegas seeks top 50 market. Multiple instant news citations & top honors by AP. Want more growth opportunity. (702) 369-9119 (7-5)

TED KELLEY. Ten years' experience. Available now for CHR opportunity. Formerly with B94, B97. (504) 348-4628 (7-5)

Young hardworking CHR, A/C personality seeks new challenges at a small/medium market. Prefer the West. KEVIN MACHADO: (816) 529-1796 (7-5)

POSITIONS SOUGHT

MORNING SPECIALIST

Husband/Wife team. Seasoned pros looking for FM home. Can also program. Just what the doctor ordered for fractured ratings and sagging revenue. (205) 928-8015 or (609) 737-1421.

Proven personality/production whiz looking for on-air position. I'm a rock 'n roll powerhouse. Good pipes. KURT: (215) 444-4239 (7-5)

Five-year pro can do it All News, talk, or music. Superior voice/delivery. Wit, intelligence. MARY: (818) 981-4229 (7-5)

My Insanity seeks big! Personality who looks like a dentist with Kamikaze wit seeks on-air position. JEFF FRANCE: (215) 444-4239 (7-5)

Seven years' experience. Prefer to relocate to FL or West Coast. Talented in all areas of programming. Great voice, delivery, & good production. (205) 766-5937 (7-5)

Past experience includes PD, DJ, PBP & ND. Will respond to all calls. Currently employed. JOE: (603) 449-2593 (7-5)

Morning personality. Character bits, humorous, topical. Five years experience. Call PETE: (614) 454-1075 (7-5)

Aggressive newsmen seeks position as ND or anchor at medium/large market station. Six year pro, willing to relocate. Call BRAD: (414) 782-1592 (7-5)

27-year-old beginner. Two years medium market experience in CHR & AOR. Ready to shake a small market. ED: (402) 477-4696 (6-21)

MISCELLANEOUS

WRHD needs new & re-issued product from all labels for Big Band/Nostalgia format. Suitable jazz & Swing. Send to: Allan Kronzek, WRHD, Box 866, Riverhead, NY 11901. (7-5)

We're moving WVVTV/variety 107 effective 7/5/85. The new address: 1775 W. Hibiscus, Suite 301, Melbourne, FL 32902. (7-5)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages 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 Operations. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

DEAD

OR

ALIVE

"YOU SPIN ME ROUND
(LIKE A RECORD)"

CHR CHART: **39-30**

193/24 76%

CHECK THESE MOVES:

KIIS-FM #1 3RD WEEK IN A ROW!

WXKS-FM 21-19	KOPA 20-16	Z106 16-7
93FM 7-7	KZZP 17-7	WTLQ 21-16
195 6-6	KS103 2-1	Z104 24-17
Y100 19-15	KITS 21-9	KNMQ 31-25
B97 11-10	KMEL 4-2	KKXX 24-19
B96 22-17	KPLUS 5-4	KQXR 6-4
WCZY 24-18	WVSR 29-21	KCAQ 8-1
WHYT 19-15	92KTU 25-19	KSKD 34-7



DISTRIBUTED BY CBS RECORDS



NATIONAL MUSIC FORMATS

Added This Week

Satellite Music Network

George Williams (214) 991-9200

The Starstation

PAUL YOUNG "Everytime You Go Away"

Rock 'N' Hits

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

JOHN PARR "St. Elmo's Fire (A Man In Motion)"

BILLY OCEAN "Mystery Lady"

PAT BENATAR "Invincible"

PAUL HARDCASTLE "19"

DON HENLEY "Not Enough Love In The World"

Country Coast-To-Coast

RESTLESS HEART "I Want Everyone To Cry"

FORESTER SISTERS "I Fell In Love Again Last Night"

ROCKIN' SIDNEY "My Toot-Toot"

ROSANNE CASH "I Don't Know Why You Don't Want Me"

VERN GOSDIN

"Dim Lights, Thick Smoke, (And Loud, Loud Music)"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

DEAD OR ALIVE "You Spin Me Round (Like A Record)"

KOOL & THE GANG "Cherish"

DON HENLEY "Not Enough Love In The World"

BRYAN ADAMS "Summer Of '69"

TM AC

KENNY LOGGINS "Forever"

KATRINA & THE WAVES "Walking On Sunshine"

TM Country

SYLVIA "Cry Just A Little Bit"

WAYLON JENNINGS "Drinkin' And Dreamin' "

SHELLY WEST "Don't Make Me Wait On The Moon"

BPI

John Sherman/Bob English (800) 426-9082

Adult Contemporary

ARETHA FRANKLIN "Freeway Of Love"

ROSANNE CASH "I Don't Know Why You Don't Love Me"

Modern Country

RONNIE MILSAP "Lost In The Fifties Tonight"

KENNY ROGERS "Twentieth Century Fool"

EDDIE RABBITT "She's Comin' Back To Say Goodbye"

ROSANNE CASH "I Don't Know Why You Don't Love Me"

LACY J. DALTON "You Can't Run Away From Your Heart"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

KOOL & THE GANG "Cherish"

COREY HART "Never Surrender"

ARETHA FRANKLIN "Freeway Of Love"

CARLY SIMON "Tired Of Being Blonde"

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

PEABO BRYSON

"Take No Prisoners (In The Game Of Love)"

Your Country

FORESTER SISTERS "I Fell In Love Again Last Night"

ROCKIN' SIDNEY "My Toot-Toot"

KEITH STEGALL "Pretty Lady"

CONWAY TWITTY "Between Blue Eyes And Jeans"

SYLVIA "Cry Just A Little Bit"

JIM GLASER "I'll Be Your Fool Tonight"

CHARLY MCCAIN with WAYNE MASSEY

"With Just One Look In Your Eyes"

Hit Rock

DON HENLEY "Not Enough Love In The World"

BRYAN ADAMS "Summer Of '69"

JOHN FOGERTY "Centerfield"

RICK SPRINGFIELD "State Of The Heart"

DEAD OR ALIVE "You Spin Me Round (Like A Record)"

Transtar

Adult Contemporary

Dave Bogart (303) 578-0700

PAUL YOUNG "Everytime You Go Away"

AIR SUPPLY "Just As I Am"

KENNY LOGGINS "Forever"

Country

Tom Casey (213) 460-6383

RESTLESS HEART "I Want Everyone To Cry"

SAWYER BROWN "Used To Blue"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

PAT BENATAR "Invincible"

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

JOHN PARR "St. Elmo's Fire (A Man In Motion)"

Contempo 300

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

Great American Country

SYLVIA "Cry Just A Little Bit"

CONWAY TWITTY "Between Blue Eyes And Jeans"

Century 21

Grag Stephens (214) 934-2121

The Z Format

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

BILLY OCEAN "Mystery Lady"

COCK ROBIN "When Your Heart Is Weak"

HOWARD JONES "Life In One Day"

PAT BENATAR "Invincible"

BILLY JOEL "You're Only Human (Second Wind)"

The AC Format

KOOL & THE GANG "Cherish"

CARLY SIMON "Tired Of Being Blonde"

BILLY OCEAN "Mystery Lady"

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

PEABO BRYSON

"Take No Prisoners (In The Game Of Love)"

Super-Country

RONNIE MILSAP "Lost In The Fifties Tonight"

MARIE OSMOND with DAN SEALS

"Meet Me In Montana"

JOHN CONLEE "Blue Highway"

MERLE HAGGARD "Kern River"

Radio Arts

John Benedict (818) 841-0225

Country's Best

MERLE HAGGARD "Kern River"

"WHITES "Hometown Gossip"

FORESTER SISTERS "I Fell In Love Again Last Night"

Soft Contemporary

BILLY OCEAN "Mystery Lady"

GEORGE BENSON "New Day"

JOHN DENVER "Don't Close Your Eyes Tonight"

CHET ATKINS "Sunrise"

Sound 10

BILLY OCEAN "Mystery Lady"

CARLY SIMON "Tired Of Being Blonde"

BRUCE SPRINGSTEEN "Glory Days"

TINA TURNER

"We Don't Need Another Hero (Thunderdome)"

PRINCE "Raspberry Beret"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

CHARLEY PRIDE "Let A Little Love Come In"

SAWYER BROWN "Used To Blue"

NITTY GRITTY DIRT BAND "Modern Day Romance"

RONNIE MILSAP "Lost In The Fifties Tonight"

ROSANNE CASH "I Don't Know Why You Don't Want Me"

FORESTER SISTERS "I Fell In Love Again Last Night"

The Great Ones

PEABO BRYSON

"Take No Prisoners (In The Game Of Love)"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

BILLY OCEAN "Mystery Lady"

HOWARD JONES "Life In One Day"

PAT BENATAR "Invincible"

Country

MERLE HAGGARD "Kern River"

JOHN CONLEE "Blue Highway"

SHELLY WEST "Don't Make Me Wait On The Moon"

ROCKIN' SIDNEY "My Toot-Toot"

RONNIE MILSAP "Lost In The Fifties Tonight"

EDDIE RABBITT "She's Coming Back To Say Goodbye"

FORESTER SISTERS "I Fell In Love Again Last Night"

MARIE OSMOND with DAN SEALS

"Meet Me In Montana"

BLACK/URBAN

BREAKERS

JESSE JOHNSON'S REVUE I Want My Girl (A&M)

65% of our reporting stations on it. Rotations: Heavy 2/0, Medium 17/6, Light 33/32, Total Adds 29 including WWIN, WLD, WDAS, WUSL, WAOK, KMJQ, WDMA, WHRK, WOWI, WZAK, KACE, XHRM, WVOL. This week's most added record. Debuts at number 38 on the Black/Urban chart.

9.9

All Of Me For All Of You (RCA)

65% of our reporting stations on it. Rotations: Heavy 2/0, Medium 22/1, Light 29/11, Total Adds 12 WHUR, K94, WOWI, WZAK, WJLB, KACE, WNHG, WQMG, WPLZ, KHYS, WTOY, WGPR. Debuts at number 36 on the Black/Urban chart.

MADONNA

Into The Groove (Sire/WB)

62% of our reporting stations on it. Rotations: Heavy 24/2, Medium 15/1, Light 12/9, Total Adds 12 WWIN, WAMO, WAOK, WVEE, WBXM, WZAK, WRDW, WBMK, KHYS, WANT, WEAS, WWVS. Moves 31-23 on the Black/Urban chart.

MARY JANE GIRLS

Wild & Crazy Love (Gordy/Motown)

61% of our reporting stations on it. Rotations: Heavy 4/1, Medium 18/1, Light 28/10, Total Adds 12 WDJY, K104, WDMA, WTMP, WDMT, WKND, WNHG, KOXL, WATV, Z93, WLOU. WANN. Debuts at number 39 on the Black/Urban chart.

NEW & ACTIVE

WOMACK & WOMACK "Strange & Funny" (Elektra) 48/6

Rotations: Heavy 2/0, Medium 25/1, Light 21/5, Total Adds 6, WHRK, KMJM, WNHG, WFXC, WLOU, KAPE. Heavy: WGCI, WVOL. Debuts at number 37 on the Black/Urban chart.

KOOL & THE GANG "Cherish" (De-Lite/PolyGram) 48/27

Rotations: Heavy 2/1, Medium 14/4, Light 32/22, Total Adds 27 including WXYV, WDJY, WHUR, KRNB, WHRK, WEDR, WTMP, KACE, KDAY, KJLB, XHRM, KSOL, WSPR, KDKO, KJLK.

STACY LATTISAW "I'm Not The Same Girl" (Capitol/Atco) 48/21

Rotations: Heavy 1/1, Medium 9/4, Light 39/18, Total Adds 21 including WXYV, WDAS, WAMO, WDMA, WHRK, WGCI, WZAK, KACE, KDAY, KSOL, OC104, WPDQ.

UTFO "Leader Of The Pack" (Solex) 44/4

Rotations: Heavy 5/0, Medium 17/0, Light 12/4, Total Adds 4, WVEE, KNOK, WTMP, KMJM, Heavy: WDAS, WDMA, WVOL, WZAK, KDAY, KDOL, WKXI, KJCB. Debuts at number 35 on the Black/Urban chart.

DARYL HALL & JOHN OATES "Possession Obsession" (RCA) 41/11

Rotations: Heavy 4/0, Medium 15/2, Light 22/9, Total Adds 11, WAMO, WHUR, WHRK, KACE, XHRM, WNHG, WRDW, WBMK, WORL, WPLZ, WEAS. Heavy: K94, JET94, WJLS, KOKA.

O TRAIN "Just Another Night (Without Your Love)" (Prestige) 41/4

Rotations: Heavy 2/0, Medium 20/0, Light 18/4, Total Adds 4, WAOK, OC104, WQMG, KHYS. Heavy: WWIN, WVEE. Medium: WXYV, WDAS, WUSL, KMJQ, WHRK, WOWI, WBMD, KACE, KDAY, XHRM.

SADE "Your Love Is King" (Portrait/CBS) 40/12

Rotations: Heavy 6/0, Medium 21/3, Light 13/9, Total Adds 12, WHRK, KDAY, KJLB, XHRM, WNHG, WRDW, KOXL, WPDQ, WEAS, WWHDM, KDKO, KJLK. Heavy: WVOL, WZEN, KSOL, OC104, WJOK, WANN. Debuts at number 40 on the Black/Urban chart.

MAI TAI "History" (Crisque) 40/11

Rotations: Heavy 1/1, Medium 9/1, Light 30/9, Total Adds 11, WWIN, WXYV, WTMP, WZAK, WNHG, WQMG, WPDQ, WQMG, WGR, WKWM. Medium: WUSL, KRNB, WDMT, KACE, WENN, WPEG, WEAS, WAAA.

GWEN GUTHRIE "Padlock" (Island) 39/14

Rotations: Heavy 9/2, Medium 13/2, Light 17/10, Total Adds 14, WVEE, KRNB, WBMD, WZAK, KMJM, KOXL, WJOK, WATV, KJLB, KJCB, KHYS, WTOY, WEAS, WANN. Heavy: WXYV, WRKS, WDAS, WEDR, WQMG, WENN, WKND.

ALEXANDER O'NEAL "If You Were Here Tonight" (Tabu/CBS) 39/8

Rotations: Heavy 7/0, Medium 16/2, Light 18/6, Total Adds 8, K104, KNOK, WJLB, WZEN, XHRM, WPDQ, WEAS, WAAA. Heavy: WWIN, WZAK, KDAY, KOXL, WTKL, WDMT, WWVS.

KLEER "Take Your Heart Away" (Atlantic) 38/7

Rotations: Heavy 4/0, Medium 13/0, Light 21/7, Total Adds 7, WUSL, WAOK, KMJQ, WHRK, KMJM, WZEN, KOKA. Heavy: KDAY, WQMG, KJLB, WLOU.

MOLAN THOMAS "One Bad Apple" (Mirage/Atco) 38/2

Rotations: Heavy 6/0, Medium 15/1, Light 15/1, Total Adds 2, KNOK, KDKO. Heavy: WLD, WDMT, KMJM, WNHG, WJML, KJCB, WORL, WTKL.

MANHATTANS "Don't Say No" (Columbia) 36/5

Rotations: Heavy 6/0, Medium 19/1, Light 11/3, Total Adds 5, WDMA, WEDR, WENN, WPDQ, WGPR. Heavy: WOWI, WDMT, WQMG, WKOL, WJOK.

TINA TURNER "We Don't Need Another Hero (Thunderdome)" (Capitol) 35/26

Rotations: Heavy 4/1, Medium 10/8, Light 21/17, Total Adds 26 including WWIN, WDAS, KNOK, WDMA, WHRK, WEDR, WTMP, WBLZ, WDMT, WJML, KACE, KDAY, XHRM, WFXC, KOKA.

JUICY "Bad Boys" (Private I/CBS) 33/12

Rotations: Heavy 0/0, Medium 8/2, Light 25/10, Total Adds 12, WAOK, KMJQ, KRNB, WEDR, WOWI, WJLB, KMJM, KDAY, KSOL, WNHG, KOXL, WJOK, WQMG, WTKL, WATV, WENN, Z93, WBMD, WLOU, WDDM, Heavy: WXYV, WDMA, WGCI, Medium: WYLD-FM, WYLD, WFXC, WQMG, WANN, WGPR.

BERNARDINE JACKSON "Closest Thing To Perfect" (Arista) 33/3

Rotations: Heavy 5/0, Medium 15/1, Light 13/2, Total Adds 3, KMJQ, WTOY, WEAS. Heavy: WZAK, KSOL, WNHG, OC104, WTKL.

TEENA MARIE "Out On A Limb" (Epic) 32/3

Rotations: Heavy 6/0, Medium 16/0, Light 10/2, Total Adds 3, WKND, WPDQ, WEAS. Heavy: WYLD-FM, WYLD, WBMD, WBLZ, KAPE, WJOK.

GAP BAND "Disrespect" (Total Experience/RCA) 31/9

Rotations: Heavy 3/0, Medium 8/0, Light 20/9, Total Adds 9, WAMO, WHRK, WTKL, WATV, WENN, Z93, WBMD, WLOU, WDDM, Heavy: WXYV, WDMA, WGCI, Medium: WYLD-FM, WYLD, WFXC, WQMG, WANN, WGPR.

TEDDY PENDERGRASS "Somewhere I Belong" (A&M) 30/9

Rotations: Heavy 0/0, Medium 8/1, Light 21/8, Total Adds 9, KMJQ, WJML, WENN, WPEG, WFXC, WQMG, WBMD, WORL, WEAS. Medium: K104, WDMA, WTMP, KSOL, KOXL, KAPE, WANN, WDAO.

MOST ADDED

JESSE JOHNSON'S REVUE (29)

I Want My Girl (A&M)

KOOL & THE GANG (27)

Cherish (De-Lite/PG)

TINA TURNER (26)

We Don't Need Another... (Capitol)

CON FUNK SHUN (21)

I'm Leaving Baby (Mercury/PG)

STACY LATTISAW (21)

I'm Not The Same... (Capitol/Atco)

HOTTEST

LOOSE ENDS (43)

Hangin' On A String... (MCA)

PRINCE (43)

Raspberry Beret (WB)

RENE & ANGELA (33)

Save Your Love (For #1) (Mercury/PG)

FREDDIE JACKSON (29)

Rock Me Tonight (For Old...) (Capitol)

STEPHANIE MILLS "Be By Bit" (Theme From "Fletch") (MCA) 29/9

Rotations: Heavy 0/0, Medium 7/2, Light 21/7, Total Adds 9, WHUR, WDMA, WJML, WATV, WPEG, WFXC, WBMD, KJCB, WAAA.

BOOGIE BOYS "A Fly Girl" (Capitol) 26/7

Rotations: Heavy 8/0, Medium 11/0, Light 7/4, Total Adds 7, WLD, WHRK, WGCI, XHRM, KOXL, KOKA, WKWM. Heavy: KMJQ, WZAK, KDAY, KJLB, WTKL, KJZ, KJCB, WWVS.

REDDINGS "Parasite" (Polydor/PolyGram) 26/6

Rotations: Heavy 2/0, Medium 6/1, Light 16/5, Total Adds 6, WAOK, KMJQ, KRNB, WHRK, WENN, KDKO. Heavy: WZAK, WTKL. Medium: WTMP, WDMT, WNHG, KOXL, WPEG, KAPE, WAAA.

FAT BOYS "The Fat Boys Are Back" (Sutra) 25/12

Rotations: Heavy 1/0, Medium 7/4, Light 17/8, Total Adds 12, WRKS, WDAS, WVEE, WHRK, WOWI, KMJM, KSOL, WKND, WNHG, WPDQ, WANN, WKWM. Heavy: KDAY. Medium: WWIN, WUSL, WZAK.

ROCK MASTER SCOTT "The Root Is On Fire" (Realty) 25/6

Rotations: Heavy 7/0, Medium 7/1, Light 11/5, Total Adds 8, WXYV, WHRK, KMJM, WNHG, WPEG, WLOU. Heavy: WDAS, KMJQ, WEDR, WJLB, KJLB, WJML, WANN.

EUGENE WILDE "Chey Chey Kule" (Philly World/Atlantic) 25/3

Rotations: Heavy 1/0, Medium 12/0, Light 12/3, Total Adds 3, WAMO, WQMG, WLOU. Heavy: WOWI. Medium: WDAS, WUSL, KRNB, WDMA, WZAK, WPEG, WBLZ, KOKA, WGPR, WTKL, KDKO.

SIGNIFICANT ACTION

SHANTELE "Love Attack" (Pantize) 24/4

Rotations: Heavy 2/0, Medium 6/1, Light 16/3, Total Adds 4, WOWI, WQMG, KOKA, KDKO. Heavy: KMJQ, WBLZ. Medium: WEDR, KMJM, WPEG, WORL, WEAS.

BILLY OCEAN "Mystery Lady" (A&A/Arista) 23/14

Rotations: Heavy 1/0, Medium 13/6, Light 12/8, Total Adds 14, WDJY, WTMP, WZAK, KACE, XHRM, OC104, WQMG, WBMD, KJCB, WPLZ, WEAS, WYKO, WDAO, WVOL. Heavy: WANN, Medium: WWIN, WFXC, WJML, WWVS.

CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 23/8

Rotations: Heavy 3/0, Medium 9/0, Light 11/8, Total Adds 8, WXYV, WJML, WANN, WHUR, K104, WDM, KACE, WENN, Z93. Heavy: WZAK, WJML, WWVS. Medium: WQMG, WJLB, WZEN, WJLB, WTKL, WANN, WDAO, WKWM, KDKO.

CON FUNK SHUN "I'm Leaving Baby" (Mercury/PolyGram) 22/21

Rotations: Heavy 2/2, Medium 9/3, Light 17/16, Total Adds 21, WXYV, WHUR, KRNB, WHRK, WOWI, WGCI, WZAK, KMJM, WZEN, KDAY, KJLB, KSOL, WRDW, WTKL, WJML, WBMD, KAPE, WDDM, WDAO, WKWM, WVOL.

TRINERE "An Night" (Music Specialist) 22/3

Rotations: Heavy 6/1, Medium 7/0, Light 9/2, Total Adds 3, KRNB, WJOK, WPLZ. Heavy: WEDR, WOWI, WATV, WENN, WJML. Medium: WAMO, WDMA, WTKL, WLOU, WAAA, WGPR, WTKL.

GEORGE BENSON "New Day" (WB) 21/4

Rotations: Heavy 1/0, Medium 5/1, Light 12/3, Total Adds 4, WXYV, KOXL, WPLZ, WEAS. Heavy: WJML. Medium: WAOK, WVEE, WRDW, WFXC, WANN, WDAO, WWVS.

THIRD WORLD "One To One" (Columbia) 19/5

Rotations: Heavy 0/0, Medium 5/1, Light 14/4, Total Adds 5, KMJQ, WTKL, WPEG, WTKL, WEAS. Medium: WOWI, WNHG, WPLZ, KADACE.

RADIANCE "All Night" (Quest/WB) 17/15

Rotations: Heavy 0/0, Medium 2/1, Light 15/14, Total Adds 15, WAOK, KRNB, WDMA, WBMD, KOXL, WTKL, WKOK, WATV, WENN, WQMG, WJY, WBLZ, WEAS, WANN, WAAA.

BILL WITHERS "Something That Turns You On" (Columbia) 17/13

Rotations: Heavy 1/1, Medium 5/4, Light 11/8, Total Adds 13, WLD, WHUR, WAKO, WVEE, WDMA, WOWI, WGCI, KACE, WTKL, Z93, WJML, KAPE, WANN, Medium: KOKA.

TYRONE DAVIS "Easy Thing" (Futura) 17/2

Rotations: Heavy 1/0, Medium 6/1, Light 7/1, Total Adds 2, WEDR, WTKL. Heavy: WGCI, WJOK. Medium: WJML, WBLZ, KAPE, WDAO, WGPR, WWVS, WTKL.

SKOOL BOYZ "Superfina (From Behind)" (Columbia) 16/4

Rotations: Heavy 0/0, Medium 3/0, Light 13/4, Total Adds 4, KSOL, Z93, WEAS, WGPR. Medium: WXYV, WDMA, WKOK.

READY FOR THE WORLD "Oh Sheila" (MCA) 15/9

Rotations: Heavy 0/0, Medium 5/1, Light 10/7, Total Adds 9, WXYV, WLD, WUSL, WHUR, K94, WDMT, WJLB, WWVS, WVOL. Medium: WDJY, KSOL, WOOK, WORL.

J. BLACKFOOT "Hiding Place" (Sound Town) 15/2

Rotations: Heavy 1/0, Medium 3/0, Light 11/2, Total Adds 2, WEAS, WAAA. Heavy: WDMA. Medium: KRNB, KAPE, WVOL.

GLENN JONES "Finesse" (RCA) 14/5

Rotations: Heavy 0/0, Medium 2/1, Light 12/4, Total Adds 5, WAMO, WDMA, WBMD, KJCB, WVOL. Medium: WWVS.

NEW EDITION "My Secret (Dishin' Out Yet?)" (MCA) 13/6

Rotations: Heavy 0/0, Medium 6/2, Light 8/4, Total Adds 6, WXYV, WLD, WJY, KMJQ, OC104, KJCB. Medium: WUSL, WRDW, WATV, WQOK, WORL, WANN.

NEWCLEUS "Let's Jam" (Sunnysville) 13/4

Rotations: Heavy 0/0, Medium 4/0, Light 9/4, Total Adds 4, WWIN, Z93, WPDQ, WANN. Medium: WDAS, KRNB, WZAK, KDAY.

CONWAY BROTHERS "Turn R Up" (Paulista) 13/1

Rotations: Heavy 4/0, Medium 3/0, Light 6/1, Total Adds 1, K104. Heavy: WDAS, KMJQ, WNHG, KOKA. Medium: WEDR, WZAK, KMJM.

WORLD SITZENZ "Luck R Up" (Manhattan) 13/1

Rotations: Heavy 0/0, Medium 2/0, Light 11/1, Total Adds 1, WAAA. Medium: WNHG, WTKL.

KLYMAXX "I Miss You" (Constellation/MCA) 12/10

Rotations: Heavy 2/1, Medium 3/2, Light 7/7, Total Adds 10, WVEE, KOXL, WATV, WBMD, WJLS, WANT, KAPE, WDDM, WANN, WWVS. Heavy: WPLZ. Medium: WQMG.

SOS BAND "Break Up" (Tabu/CBS) 12/5

Rotations: Heavy 0/0, Medium 6/1, Light 6/4, Total Adds 5, K104, KMJM, WQMG, WLOU, WEAS. Medium: WJML, WATV, WANN, WDAO, WWVS.

DAYTON "This Time" (Capitol) 11/8

Rotations: Heavy 0/0, Medium 2/2, Light 9/6, Total Adds 8, WDAS, WZAK, KSOL, WBMD, WDDM, WDAO, WWVS, WVOL.

FIVE STAR "An Fall Down" (RCA) 11/8

Rotations: Heavy 0/0, Medium 1/1, Light 10/7, Total Adds 8, WRKS, KMJQ, WKND, KJCB, WTOY, WEAS, KOKA, WWVS.

OSBORNE & GILES "Stranger In The Night" (Red Label) 11/1

Rotations: Heavy 0/0, Medium 3/0, Light 8/1, Total Adds 1, WKWM, Medium: WWIN, WWVS, WVOL.

ALEXANDER ROBOTNICK "Problems D'Amour" (Sire/WB) 10/4

Rotations: Heavy 1/0, Medium 2/1, Light 7/3, Total Adds 4, WVEE, WJY, KJLB, WHRK, Heavy: WWVS. Medium: WQOK.

NEW EDITION "Kinda Girls We Like" (MCA) 10/3

Rotations: Heavy 3/0, Medium 2/1, Light 5/2, Total Adds 3, WVEE, WJY, KJLB, WHRK, Heavy: WDJY, KDAY, WBLZ. Medium: WZAK.

WHODINI "Escape (I Need A Break)" (Arista) 10/3

Rotations: Heavy 2/0, Medium 3/1, Light 5/2, Total Adds 3, WKND, WATV, WDDM. Heavy: KMJQ, WLOU. Medium: WRKS, WWVS.

GET INTO THE
HITS

MADONNA
"INTO THE GROOVE"

ALEXANDER ROBOTNICK
"PROBLEMES
D'AMOUR"

FROM THE MINI-LP FUZZ DANCE



SIRE™

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RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week		
4	2	1	1	ALABAMA/Forty Hour Week (For A Livin') (RCA)
9	7	3	2	BELLAMY BROTHERS/Old Hippie (MCA/Curb)
12	9	6	3	HANK WILLIAMS JR./I'm For Love (WB/Curb)
7	6	2	4	EARL THOMAS CONLEY/Love Don't Care (RCA)
11	8	7	5	JENNINGS/NELSON/CASH/KRISTOFFERSON/Highwayman (Columbia)
14	11	9	6	DOLLY PARTON with KENNY ROGERS/Real Love (RCA)
16	12	10	7	GARY MORRIS/Lasso The Moon (WB)
19	15	11	8	ANNE MURRAY/I Don't Think I'm Ready For You (Capitol)
26	20	13	9	JUDDS/Love Is Alive (RCA/Curb)
22	18	14	10	JANIE FRICKE/She's Single Again (Columbia)
1	1	5	11	LEE GREENWOOD/Dixie Road (MCA)
25	21	16	12	GEORGE STRAIT/The Fireman (MCA)
3	3	4	13	WILLIE NELSON/Forgiving You Was Easy (Columbia)
5	4	8	14	STATLER BROTHERS/Hello Mary Lou (Mercury/PG)
24	23	18	15	JOHNNY LEE/Save The Last Chance (Full Moon/WB)
28	26	22	16	GLEN CAMPBELL/ (Love Always) Letter To Home (Atlantic America)
20	17	15	17	RAY CHARLES W/ MICKEY GILLEY/It Ain't Gonna Worry My Mind (Columbia)
27	25	21	18	T.G. SHEPPARD/Fooled Around And Fell In Love (Columbia)
31	27	23	19	ROSANNE CASH/I Don't Know Why You Don't... (Columbia)
18	14	12	20	JOHN SCHNEIDER/It's A Short Walk From... (MCA)
21	19	17	21	JOHN ANDERSON/It's All Over Now (WB)
32	28	24	22	NITTY GRITTY DIRT BAND/Modern Day Romance (WB)
33	29	25	23	MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)
37	34	26	24	SAWYER BROWN/Used To Blue (Capitol/Curb)
36	33	27	25	RESTLESS HEART/I Want Everyone To Cry (RCA)
41	36	30	26	REBA McENTIRE/Have I Got A Deal For You (MCA)
32	30	28	27	VERN GOSDIN/Dim Lights, Thick Smoke... (Complet/PK)
46	38	32	28	WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)
—	45	37	29	FORESTER SISTERS/I Fell In Love Again Last Night (WB)
40	37	34	30	MAC DAVIS/I Never Made Love... (MCA)
38	35	33	31	LANE BRODY/He Burns Me Up (EMI America)
8	5	19	32	EDDY RAVEN/Operator, Operator (RCA)
BREAKER	35	30	33	ROCKIN' SIDNEY/My Toot-Toot (Epic)
42	39	36	34	KENDALLS/If You Break My Heart (Mercury/PK)
—	44	35	35	SYLVIA/Cry Just A Little Bit (RCA)
45	41	39	36	LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)
49	44	42	37	KEITH STEGALL/Pretty Lady (Epic)
43	40	38	38	MEL TILLS/You Done Me Wrong (RCA)
—	2	10	39	EXILE/She's A Miracle (Epic)
BREAKER	40	37	39	CONWAY TWITTY/Between Blue Eyes And Jeans (WB)
BREAKER	41	38	40	RONNIE MILSAP/Lost In The Fifties Tonight (RCA)
10	16	29	42	RONNIE MILSAP/She Keeps The Home Fires... (RCA)
—	47	43	43	GENE WATSON/Cold Summer Day In Georgia (Epic)
—	49	45	44	SHELLY WEST/Don't Make Me Wait On The Moon (Viva)
DEBUT	45	41	45	CHARLY McCLAIN with WAYNE MASSEY/With Just One Look In Your Eyes (Epic)
—	49	46	46	BECKY HOBBS/Hottest "Ex" In Texas (EMI America)
8	13	31	47	STEVE WARINER/Heart Trouble (MCA)
13	24	40	48	LOUISE MANDELL/Maybe My Baby (RCA)
DEBUT	49	46	49	EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)
DEBUT	50	47	50	WHITES/Hometown Gossip (MCA/Curb)

JULY 5, 1985

Total Reports/Adds	Heavy	Medium	Light
159/0	141	12	6
159/0	139	15	5
158/0	137	16	5
157/0	136	19	2
157/0	132	20	5
159/0	125	31	3
156/0	97	52	7
160/1	81	74	5
161/1	79	79	3
155/0	83	63	9
135/0	98	22	15
155/1	75	69	11
127/0	89	25	13
132/0	86	25	21
154/2	51	94	9
156/2	39	102	15
137/0	54	68	15
149/2	42	94	13
157/5	34	96	27
125/0	64	45	16
133/0	58	60	15
155/3	23	106	26
148/3	19	93	36
148/2	14	99	35
145/5	11	94	40
143/7	13	93	37
121/3	31	65	25
142/8	7	81	54
140/18	6	76	58
129/6	10	72	47
118/2	16	70	32
90/0	33	38	19
102/24	14	40	48
112/4	7	63	42
120/20	2	56	62
103/9	3	65	35
110/14	3	60	47
93/4	7	59	27
83/0	36	29	18
107/34	3	43	61
96/68	3	28	65
56/0	17	24	15
88/13	5	44	39
80/5	4	43	33
86/26	1	28	57
78/9	2	36	40
51/0	6	28	17
45/0	7	26	12
81/40	0	22	59
79/15	0	30	49

MOST ADDED

- RONNIE MILSAP (68)
Lost In The Fifties Tonight (RCA)
- EDDIE RABBITT (40)
She's Comin' Back To Say Goodbye (WB)
- VINCE GILL (39)
If It Weren't For Him (RCA)
- MARIE OSMOND w/DAN SEALS (34)
Meet Me In Montana (Capitol/Curb)
- CONWAY TWITTY (34)
Between Blue Eyes And Jeans (WB)
- CHARLEY PRIDE (29)
Let A Little Love Come In (RCA)
- JOHN CONLEE (27)
Blue Highway (MCA)
- CHARLY McCLAIN w/WAYNE MASSEY (26)
With Just One Look In Your Eyes (Epic)
- ROCKIN' SIDNEY (24)
My Toot-Toot (Epic)
- MERLE HAGGARD (22)
Kern River (Epic)

HOTTEST

- JENNINGS/CASH/NELSON
KRISTOFFERSON (81)
Highwayman (Columbia)
- ALABAMA (81)
Forty Hour Week (For A Livin') (RCA)
- BELLAMY BROTHERS (75)
Old Hippies (MCA/Curb)
- HANK WILLIAMS JR. (70)
I'm For Love (WB/Curb)
- EARL THOMAS CONLEY (48)
Love Don't Care (RCA)
- LEE GREENWOOD (43)
Dixie Road (MCA)
- DOLLY PARTON w/KENNY ROGERS (36)
Real Love (MCA)
- STATLER BROTHERS (31)
Hello Mary Lou (Mercury/PolyGram)
- JUDDS (31)
Love Is Alive (RCA/Curb)
- WILLIE NELSON (27)
Forgiving You Was Easy (Columbia)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

CONWAY TWITTY
Between Blue Eyes And Jeans (WB)

On 66% of reporting stations. Rotations: Heavy 3, Medium 43, Light 61, Total Adds 34 including WGNA, WAJR, WNYR, WVMI, KYKX, WMC, WSM, WMNI, WOHK, WMIL, WLLR, WTHI, KYGO, KRAK, KCUB. A most added record. Moves 48-40 on the Country chart.

ROCKIN' SIDNEY

My Toot-Toot- (Epic)

On 63% of reporting stations. Rotations: Heavy 14, Medium 50, Light 48, Total Adds 24 WPOC, WXTU, WPOR, KXYL, WKLO, WNOX, KSSN, WMC, WSLR, WKMF, WTHI, KUGN, KFRE, KCUB. Moves 41-33 on the Country chart. A most added record.

RONNIE MILSAP

Lost In The Fifties Tonight (RCA)

On 60% of reporting stations. Rotations: Heavy 3, Medium 28, Light 65, Total Adds 68 including WBOS, WYRK, WDSY, WUSY, KPLX, WAMZ, KRMD, WTQR, WFMS, KXXY, K102, KRKT, KFRE, KLAC, KSON, KMPS. A most added record. Debuts at number 41.

RONNIE MILSAP

"LOST IN THE 50's" PB 14135

BREAKER IN TWO WEEKS AND #1 BEFORE YOU KNOW IT!

R&R **BREAKERS** 41 BB 63



COUNTRY

NEW & ACTIVE

GENE WATSON "Cool Summer Day In Georgia" (Epic) 88/13

Rotations: Heavy 5, Medium 44, Light 39, Total Adds 13 WJXL, KX106, WWAU, KILT-FM, KLLL, WUSQ, WSLR, WTSO, KIK-FM, KULY, KFRE, KVEG, KRAK. Heavy: KASE, KVOO. Moves 47-43 on the Country chart.

CHARLY McCLAIN w/WAYNE MASSEY "With Just One Look In Your Eyes" (Epic) 86/26

Rotations: Heavy 1, Medium 28, Light 57, Total Adds 26 including WYRK, WAJR, WYII, KMML, WFNC, WLWI, WCMS, WJBE, WITL, WWOD, KKCS, KVEG, KTOU, KGG, KCLB. Debuts at number 45 on the Country chart.

EDDIE RABBITT "She's Comin' Back To Say Goodbye" (WB) 81/40

Rotations: Heavy 0, Medium 22, Light 59, Total Adds 40 including WBOS, WQBE, WJXL, WXBD, WSOC, WTVY, WKIX, WUSQ, WONE, WQHK, WOV, KRKT, KRWG, KCCY, KCKC, KGA. Debuts at 49 on the Country chart.

MARIE OSMOND w/DAN SEALS "Meet Me In Montana" (Capitol/Curb) 79/34

Rotations: Heavy 1, Medium 17, Light 61, Total Adds 34 including WBOS, WOKO, CHOW, WZZK, WGTG, WCMS, WIRK, WTOP, WXCL, KFDJ, KIK-FM, KYGO, KMAK, KCCY, KGA.

WHITES "Hometown Gossip" (MCA/Curb) 79/15

Rotations: Heavy 0, Medium 30, Light 49, Total Adds 15, WNYR, KEAN, WMMI, WSIX, WCMS, KWMT, KCJB, KIOV, WJJO, WTHI, KRKT, KIK-FM, KUGN, KCKC. Debuts at number 50 on the Country chart.

BECKY HOBBS "Hottest 'Ex' In Texas" (EMI America) 78/9

Rotations: Heavy 2, Medium 36, Light 40, Total Adds 9, WQBE, KEAN, WQYK, WUSQ, WMMI, KWMT, WTHI, KVEG, KCUB. Heavy: WOKX, KKYX. Medium: WBGW, WSNQ, KOTM. Moves 49-46 on the Country chart.

CHARLEY PRIDE "Let A Little Love Come In" (RCA) 73/29

Rotations: Heavy 2, Medium 16, Light 55, Total Adds 29 including WJXL, KEAN, WEZL, WCOB, WKIX, KWMT, WITL, KCJB, KXXY, KTRP, KKAL, KKCS, KYGO, KVEG, KGA.

JOHN DONLEE "Blue Highway" (MCA) 72/27

Rotations: Heavy 0, Medium 21, Light 51, Total Adds 27 including WYKY, WPOP, WILQ, KASE, WMMI, WUSY, WIRK, KSO, KIOV, KTRP, KRKT, KFRE, KEIN, KNIX, KCLB.

MERLE HAGGARD "Kern River" (Epic) 64/22

Rotations: Heavy 1, Medium 15, Light 48, Total Adds 22 including WYRK, WNYR, WYII, WEZL, KPLX, KILT-FM, WDXE, KRMD, WQTK, WAXX, WFMS, KTRP, KUGN, KNIX, KCLB.

JIM GLASER "I'll Be Your Fool Tonight" (NobleVision/MCA) 52/5

Rotations: Heavy 0, Medium 18, Light 34, Total Adds 5, WGNA, WAJR, WWOD, KTRP, KRKT. Medium: WBGW, KMML, WTVY, WLWI, KKYX, WQEE, WITL, KQIL, KEIN, KRKY.

VINCE GILL "It'll Weren't For Him" (RCA) 51/39

Rotations: Heavy 0, Medium 6, Light 45, Total Adds 39 including WVAM, WTSV, WDSY, KRFR, KXYL, WDXE, KKYX, KKYX, KXYL, WKQO, KFDJ, KIK-FM, KMAK, KRKY, KMPS.

ATLANTA "Why Not Tonight" (MCA) 49/2

Rotations: Heavy 1, Medium 20, Light 28, Total Adds 2, WSLR, KVEG. Heavy: WTSV. Medium: WOKQ, WYII, KML, WEZL, WTVY, WCMS, KKYX, WITL, WQW, KFDJ, KQIL, KGA.

SIGNIFICANT ACTION

KATHY MATTEA "He Won't Give In" (Mercury/PolyGram) 46/12

Rotations: Heavy 0, Medium 11, Light 35, Total Adds 12 including WQNA, WQBE, WAJR, WEZL, WFNC, WAXX, WITL, KMAK, KEIN, KCUB.

ROBIN LEE & LOBO "Paint The Town Blue" (Evergreen) 46/6

Rotations: Heavy 0, Medium 9, Light 37, Total Adds 6, WKYQ, CHOW, WWAU, WESC, KYXK, KRWO. Medium: WITL, WQW, KGA, KIGD.

KAREN BROOKS w/JOHNNY CASH "I Will Dance With You" (WB) 37/19

Rotations: Heavy 0, Medium 4, Light 33, Total Adds 19 including WQNA, WYII, WDXE, KSSN, KKYX, KXXY, KIOV, KRKT, KFRE, KQIL.

TERRI GIBBS "Rockin' In A Brand New Cradle" (WB) 37/6

Rotations: Heavy 1, Medium 8, Light 28, Total Adds 6, WUSY, WGTG, WNOX, WKIX, KEIN, KIGO. Heavy: WCUZ. Medium: WOKK, WQW, KRKT.

JIMMY BUFFET "Gypsies In The Palace" (MCA) 33/8

Rotations: Heavy 0, Medium 11, Light 22, Total Adds 8, WWAU, WFNC, WESC, WWOD, WLWI, WUSN, WWWW, WMIL. Medium: WQNA, WBGW, KRKT.

JOE STAMPLEY "When Something Is Wrong..." (Epic) 30/7

Rotations: Heavy 0, Medium 6, Light 24, Total Adds 7, WYII, KMML, WEZL, WFNC, WLWI, KFGD, KCUB. Medium: WOKK, KKYX, KQIL.

EMMYLOU HARRIS "Rhythm Guitar" (WB) 29/13

Rotations: Heavy 0, Medium 4, Light 23, Total Adds 13 including WDSY, CHOW, KASE, WDXE, WWOD, WAXX, KIOV, KRKT, KKAL, KCKC.

TAMMY WYNETTE "You Can Lead A Heart To Love" (Epic) 28/12

Rotations: Heavy 0, Medium 5, Light 23, Total Adds 12 including WYII, WTVY, WDXE, WOKK, WCMS, KKYX, WMMI, WKQO, WAXX, KFGD, KIGO.

KENNY ROGERS "Twentieth Century Fool" (Liberty) 28/7

Rotations: Heavy 2, Medium 3, Light 23, Total Adds 7, WYII, WTVY, KHEY, WWOD, KRMD, KBMR, KIGO. Heavy: WCUZ, KCKC.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)	<i>Five-0</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
CRYSTAL GAYLE/Touch And Go (WB)	<i>Nobody Wants To Be Alone</i>
BUDDY EMMONS/Steel Guitar Rag (Step One)	<i>Swingin' 40's - 80's</i>
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	<i>Five-0</i>
RESTLESS HEART/She's Coming Home (RCA)	<i>Restless Heart</i>
OAK RIDGE BOYS/Love Is Everywhere (MCA)	<i>Step On Out</i>
EDDY RAVEN/I Wanna Hear It From You (RCA)	<i>Love and Other Hard...</i>
JOHNNY LEE/They Never Had To Get Over You (WB)	<i>Keep Me Hangin' On</i>
JUDDS/Drops of Water (RCA/Curb)	<i>Why Not Me?</i>
JUDDS/Bye Bye Baby Blues (RCA/Curb)	<i>Why Not Me?</i>
OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	<i>Step On Out</i>
ALABAMA/Can't Keep A Good Man Down (RCA)	<i>40 Hour Week</i>
SHELLY WEST/I'll Dance The Two-Step (Viva)	<i>Don't Make Me Wait On...</i>
CRYSTAL GAYLE/Tonight Tonight (WB)	<i>Nobody Wants To Be Alone</i>



KEITH STEGALL

"PRETTY LADY"

34-04934
 R&R 37 BB 40 CB 42

BREAKER LAST WEEK — CERTIFIED HIT THIS WEEK
 THE MOMENTUM CONTINUES TO BUILD!
 FROM THE ALBUM "KEITH STEGALL" 86E39892
 PRODUCED BY KYLE LEHNING ON EPIC RECORDS AND CASSETTES



ADULT/CONTEMPORARY

BREAKERS

KOOL & THE GANG Cherish (De-Lite/PolyGram)

68% of our reporters on it. Rotations: Heavy 4/1, Medium 50/15, Light 38/26, Total Adds 42 including WKBW, WPIX, WSB-FM, KVIL-FM, 97AIA, 2WD, W101, 55KRC, WSNY, KUDL, WMYX, WCCO, KYKY, KGW. Debuts at number 22 on the A/C chart.

NEW & ACTIVE

- ARETHA FRANKLIN "Freeway Of Love" (Arista) 80/22**
 Rotations: Heavy 3/0, Medium 43/6, Light 34/16, Total Adds 22 including KVIL-FM, 2WD, WLTF, KLSI, WCCO, KGW, B100, KFMB, KJR, WSPM, WEZZ, WGOV, WIVY, WRKA, WEZS, WING, KVUU, KKUA. Debuts at number 25 on the A/C chart.
- BILLY OCEAN "Mystery Lady" (Live/Arista) 67/32**
 Rotations: Heavy 0/0, Medium 31/10, Light 36/22, Total Adds 32 including WPIX, WPRO, WRMM, 97AIA, WARM88, 97AIA, WARM88, WDMC, WCCO, WGY, WBT, WAVE, WTRX, WMGN, KBOI, KDUK, KBEST.
- TINA TURNER "We Don't Need Another Hero..." (Capitol) 64/26**
 Rotations: Heavy 2/0, Medium 19/5, Light 43/21, Total Adds 26 including WTAE, WSB-FM, 97AIA, 2WD, WDMC, KUDL, WCCO, WDOM, WICC, V100, WSFL, WMGN, KDUK, KBEST, KPFL.
- COREY HART "Never Surrender" (EMI America) 62/13**
 Rotations: Heavy 0/0, Medium 32/3, Light 30/10, Total Adds 13, WSNY, KLSI, B100, WGOV, WRVA, WAVE, WTRX, WLHT, KBOI, WTNV, WMT-FM, KWEB, KFOD. Mediums include: WKBW, WSB-FM, V100, WKYE, WMAZ, WSFL, KIDA, WMGN, KWAY, KBEST, KPFL.
- BILLY JOEL "You're Only Human (Second Wind)" (Columbia) 51/51**
 Rotations: Heavy 1/1, Medium 13/13, Light 37/37, Total Adds 51 including WFBR, WKBW, WSB-FM, WCFL, WNIC, WDMC, KUDL, WMYX, KYKY, KKLT, B100, KFMB, KJR, WGY, WBT, KRVA, KFI, KWAY.
- CARLY SIMON "Tired Of Being Blonde" (Epic) 51/15**
 Rotations: Heavy 0/0, Medium 12/4, Light 39/11, Total Adds 15, WFBR, 2WD, WJGQ, WKYE, KEY103, WBT, WSFL, WRVA, KLYF, WTRX, WKNE, WJPA, WCIL, WMT-FM. Mediums include: WKBW, WSKY, KTYL, KKLV, KMGO, KALE.
- PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 51/8**
 Rotations: Heavy 1/0, Medium 13/0, Light 37/7, Total Adds 8, WCCO, KMJI, WICC, KBOI, KBEST, WKNE, KORQ, WMT-FM, Heavy: WKBW, Medium: WAEB, WMAZ, WSFL, KDUK, WSKI, WSKY, WCKQ, WZLQ, WFFX, WJBC, WCIL, KEEZ, KALE.
- PHIL COLLINS "Sussudio" (Atlantic) 51/0**
 Rotations: Heavy 26/0, Medium 2/0, Light 4/0, Total Adds 0 Heavy: KVIL-FM, 2WD, KMGG, KJR, WICC, V100, WSPM, WKYE, WHAS, WKJJ, WAVE, WJAM, WHHE, KFAY, KKUA, KWAV, Medium: 55KRC, WDMC, KLSI, B100, WRKA, WLAC-FM, WSFL, KIDA, WTRX, WENS, WMGN, KOIL, KVUU, KBEST.
- CARL ANDERSON "Can't Stop This Feeling" (Epic) 48/13**
 Rotations: Heavy 0/0, Medium 13/1, Light 35/12, Total Adds 13, WAEB, KEY103, WAVE, WHBC, WTRX, KBOI, WJPA, WSKY, WAHR, KRLB, WMT-FM, KOSW, KALE. Medium: KFMB, WMAZ, WRVA, WEIM, WKNE, WSKI, WAGE, WFFX, WCIL, KTWO, KRSS, KMGO.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PAUL YOUNG	133/2	103	27	3
2 DeBARGE	134/2	100	32	2
3 WHITNEY HOUSTON	132/5	96	31	5
4 SURVIVOR	120/0	98	20	2
5 BEACH BOYS	128/0	100	24	4
6 AIR SUPPLY	125/2	93	29	3
7 AMY GRANT	113/2	54	47	12
8 MADONNA	92/1	50	35	7
9 TEARS FOR FEARS	92/0	37	46	9
10 DARYL HALL & JOHN OATES	111/4	38	60	13
11 KENNY LOGGINS	108/4	44	50	14
12 LIMAHL	88/0	37	46	5
13 BRYAN ADAMS	89/0	51	31	7
14 DON HENLEY	106/8	24	64	18
15 DOLLY PARTON w/KENNY ROGERS	94/1	36	53	5
16 SADE	104/5	11	74	19
17 SISTER SLEDGE	101/6	12	69	20
18 KATRINA AND THE WAVES	86/3	23	53	10
19 JOHN FOGERTY	78/0	36	32	10
20 HAROLD FALTERMEYER	69/1	14	38	17
21 BILLY OCEAN	63/0	13	33	17
22 KOOL & THE GANG	92/42	4	50	38
23 ROSANNE CASH	86/3	11	54	21
24 GRAHAM PARKER	74/3	17	38	19
25 ARETHA FRANKLIN	80/22	3	43	34

MOST ADDED

- BILLY JOEL (51)
You're Only Human... (Columbia)
- KOOL & THE GANG (42)
Cherish (De-Lite/PolyGram)
- RONNIE MILSAP (33)
Lost In The '50s
- BILLY OCEAN (32)
Mystery Lady (Live/Arista)
- TINA TURNER (26)
We Don't Need Another Hero (Capitol)

HOTTEST

- DeBARGE (83)
Who's Holding Donna Now (Gordy/Motown)
- BEACH BOYS (77)
Getcha Back (Caribou/CBS)
- PAUL YOUNG (72)
Everytime You Go Away (Columbia)
- SURVIVOR (71)
The Search Is Over (Scotti Bros./CBS)
- WHITNEY HOUSTON (67)
You Give Good Love (Arista)

MADONNA "Into The Groove" (Sire/WB) 41/5

Rotations: Heavy 17/0, Medium 19/3, Light 5/2, Total Adds 5, WLTF, WSPM, WRKA, WEZS, WEIM, Heavy: WLTT, KMGG, WICC, V100, WKYE, WENS, WMGN, WMHE, KKUA, WSKI, WJPA, WSKY, WCKQ, WCHV, KRLB, WKYX, KTYL. Mediums include: 2WD, KUDL, B100, WBT, WKJJ, WTRX, KRVA, KWAY, KBEST, KPFL.

STING "If You Love Somebody Set Them Free" (A&M) 41/0

Rotations: Heavy 4/0, Medium 20/0, Light 17/0, Total Adds 0 Heavy: KEY103, WAVE, WEIM, WSKI. Mediums include: V100, WKYE, WKJJ, WMAZ, WNAM, WMGN, KKUA, KBEST.

GO WEST "Call Me" (Chrysalis) 40/0

Rotations: Heavy 0/0, Medium 20/0, Light 20/0, Total Adds 0 Medium: 2WD, WKYE, KEY103, WMAZ, KKUA, WNNR, WEIM, WKNE, WSKI, WCKQ, WCHV, WORG, WFFX, KTYL, KFSS, WXJ5, WJON, KKLV, KRSS, KALE.

RONNIE MILSAP "Lost In The '50s" (RCA) 38/33

Rotations: Heavy 0/0, Medium 8/4, Light 30/29, Total Adds 33 including WFBR, WCCO, KFMB, WDOM, WAEB, WBT, WHBY, WNAM, WHBC, WTRX, WHB, WHNN, Medium: WMAZ, WJBC, WCIL, WMT-FM.

GEORGE BENSON "New Day" (WB) 20/20

Rotations: Heavy 1/0, Medium 23/0, Light 13/0, Total Adds 0 Heavy: KIFM, Mediums include: WFBR, WCCO, K106, WMAZ, WRVA, WHBY, WHBC, KRVA, KSL, KBEST, WSKY, WGSV, WAHR, WORG, WZLQ, WJBC, WCIL, WMT-FM, KEEZ, KTWO, KRSS, KALE.

COCK ROBIN "When Your Heart Is Weak" (Columbia) 34/2

Rotations: Heavy 1/0, Medium 13/0, Light 20/2, Total Adds 2 WTRX, KRLB, Heavy: WEIM, Medium: WKBW, KVIL-FM, KEY103, WMAZ, KWAY, WNNR, WKNE, WSKI, WKYX, KKLV, KOSW, KMGO, KALE.

HUEY LEWIS & THE NEWS "Power Of Love" (Chrysalis) 31/5

Rotations: Heavy 1/0, Medium 15/0, Light 16/5, Total Adds 5, WLTF, WSFL, WTRX, WJPA, KRLB, Medium: WFBR, KVIL-FM, 2WD, WSNY, V100, WKYE, WAVE, WMGN, KKUA, KBEST, WSKI, WCKQ, WKYX, KOSW, KALE.

SIGNIFICANT ACTION

JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 27/5

Rotations: Heavy 1/0, Medium 9/0, Light 17/5, Total Adds 5, WNAM, WFKM, WJPA, KORQ, WGSV, Heavy: WEIM, Medium: WPRO, WMAZ, WRVA, WHBY, WSKI, WAHR, WJBC, WCIL, WMT-FM.

CHET ATKINS, CGP "Sunrise" (Columbia) 23/3

Rotations: Heavy 0/0, Medium 9/0, Light 14/3, Total Adds 3, WARM88, WHNN, KFSS, Medium: WRMM, WMAZ, WRVA, WHBY, KIRM, WEIM, WSKI, WJBC, WMT-FM.

BRUCE SPRINGSTEEN "Glory Days" (Columbia) 19/2

Rotations: Heavy 5/0, Medium 6/1, Light 8/1, Total Adds 2, WHAS, KKLV, Heavy: WKYE, WKJJ, WAVE, KKUA, WCKQ, Medium: KMGG, WENS, WNNR, WTNV, WJPA.

HOWARD JONES "Things Can Only Get Better" (Elektra) 18/1

Rotations: Heavy 2/0, Medium 9/0, Light 7/1, Total Adds 1, KTYL, Heavy: WKJJ, KOSW, Medium: KVIL-FM, 2WD, WSNY, B100, KJR, WHAS, WRAL, KBEST, WTNV.

MARY JANE GIRLS "In My House" (Gordy/Motown) 18/1

Rotations: Heavy 3/0, Medium 10/0, Light 5/1, Total Adds 1, WEIM, Heavy: KKUA, WCHV, KRLB, Medium: KMGG, B100, K101, WSPM, WJMJ, WKJJ, WRKA, WMGN, KBEST, KEEZ.

JEFF BECK & ROD STEWART "People Get Ready" (Epic) 17/9

Rotations: Heavy 0/0, Medium 7/2, Light 10/7, Total Adds 9, WEIM, WCHV, WKYX, WZLQ, KTYL, KEEZ, KWEB, KKLV, KMGO, Medium: KUDL, WAVE, WNNR, KTWO, KALE.

SUPERTRAMP "Cannonball" (A&M) 17/0

Rotations: Heavy 0/0, Medium 13/0, Light 4/0, Total Adds 0, Medium: KVIL-FM, 2WD, WKJJ, WSFL, WAVE, WMGN, KDUK, KKUA, WNNR, WJPA, KTYL, KKLV, KALE.

NOMO "We Go To Sleep Believing" (Atco) 16/16

Rotations: Heavy 0/0, Medium 0/0, Light 16/16, Total Adds 16, WCCO, WNNR, WEIM, WSKI, KORQ, WGSV, WAGE, WORG, WKYX, WFFX, KTYL, KFSS, KEEZ, KKLV, KRSS, KALE.

PRINCE "Raspberry Beret" (WB) 16/0

Rotations: Heavy 5/0, Medium 9/0, Light 2/0, Total Adds 0, Heavy: WKJJ, WNNR, WCKQ, KRLB, WKYX, Medium: KMGG, V100, WMGN, KOIL, WMHE, KKUA, WJPA, WSKY, WCHV.

CYNDI LAUPER "The Goonies 'R' Good Enough" (Portrait/CBS) 12/0

Rotations: Heavy 3/0, Medium 9/0, Light 0/0, Total Adds 0, Heavy: WKJJ, WAVE, WCKQ, Medium: V100, WNNR, WEIM, WJPA, WSKY, KRLB, WKYX, KOSW, KALE.

JOHN CAFFERTY & BEAVER BROWN BAND "Tough All Over" (Scotti Bros./CBS) 12/0

Rotations: Heavy 4/0, Medium 7/0, Light 1/0, Total Adds 0, Heavy: KJR, WAVE, WNNR, KALE, Medium: V100, WKYE, WKJJ, WENS, WMGN, KKUA, WTNV.

HOWARD JONES "Life In One Day" (Elektra) 11/7

Rotations: Heavy 0/0, Medium 0/0, Light 11/7, Total Adds 7, WAEB, WNNR, WEIM, WSKI, WKYX, KEEZ, KKLV.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

Three Weeks Last
Weeks Weeks

149 REPORTS

Total
Reports/Adds Power Heavy Medium

10	2	1	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	141	-1	52	128	13
1	1	1	2 STING/If You Love Somebody Set Them Free (A&M)	139	-0	46	127	12
10	9	7	3 DIRE STRAITS/Money For Nothing (WB)	142	+7	27	107	33
8	7	6	4 TEARS FOR FEARS/Shout (Mercury/P&G)	126	-3	44	111	14
7	8	5	5 HEART/What About Love? (Capitol)	128	-0	33	107	21
14	11	9	6 JEFF BECK & ROD STEWART/People Get Ready (Epic)	140	-2	22	99	39
3	3	3	7 SUPERTRAMP/Cannonball (A&M)	124	-1	25	92	32
5	4	4	8 NIGHT RANGER/Sentimental Street (Carnel/MCA)	115	-0	24	96	18
2	2	8	9 ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	103	-0	19	81	21
23	14	10	10 PAT BENATAR/Invincible (Chrysalis)	129	+4	13	52	76
37	30	21	11 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)	124	+13	11	54	64
13	12	12	12 TOM PETTY & THE HEARTBREAKERS/Make It Better (Forget...) (MCA)	102	-1	12	67	34
6	8	10	13 BRUCE SPRINGSTEEN/Glory Days (Columbia)	84	-0	22	65	17
22	21	18	14 COREY HART/Never Surrender (EMI America)	110	+3	15	56	52
39	29	25	15 BRYAN ADAMS/Summer Of '69 (A&M)	104	+9	9	42	61
21	20	16	16 RATT/Lay It Down (Atlantic)	107	-1	5	39	62
18	16	15	17 ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)	99	-3	3	46	49
23	22	19	18 STING/Fortress Around Your Heart (A&M)	99	+21	5	46	48
11	13	13	19 U2/Three Sunrises (Island)	107	+5	5	31	72
31	24	23	20 HOOTERS/All You Zombies (Columbia)	94	-0	4	36	57
37	31	28	21 TALKING HEADS/Road To Nowhere (Sire/WB)	100	-2	10	35	60
29	25	24	22 BOB DYLAN/Tight Connection To My Heart (Columbia)	105	+9	4	30	67
35	27	26	23 HELIX/Deep Cuts The Knife (Capitol)	102	-4	3	26	73
38	28	27	24 RUSS BALLARD/The Fire Still Burns (EMI America)	102	+6	2	18	74
56	39	34	25 R.E.M./Can't Get There From Here (IRS/MCA)	116	+5	0	14	92
38	33	30	26 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)	99	+17	5	21	68
30	30	30	27 GEORGE THOROGOOD &.../Willie And The Hand Jive (EMI America)	95	+22	2	17	65
17	17	22	28 DON HENLEY/Not Enough Love In The World (Geffen)	100	+9	1	15	78
16	14	17	29 JOE WALSH/The Confessor (Full Moon/WB)	86	-3	5	21	64
4	5	12	30 JOHN CAFFERTY & THE BEAVER.../Tough All Over (Scotti Bros/CBS)	71	-0	8	26	43
15	15	20	31 PAUL YOUNG/Everytime You Go Away (Columbia)	62	-0	6	39	22
25	30	33	32 POWER STATION/Get It On (Bang A Gong) (Capitol)	72	-1	6	34	36
52	37	35	33 EURYTHMICS/I Love You Like A Ball And Chain (RCA)	66	-2	7	22	39
54	39	36	34 JOHN CAFFERTY & THE BEAVER BROWN.../C-I-T-Y (Scotti Bros/CBS)	79	+10	3	25	46
49	43	43	35 HOWARD JONES/Life In One Day (Elektra)	73	+32	3	16	48
9	18	31	36 BON JOVI/In And Out Of Love (Mercury/P&G)	77	+7	0	18	49
26	32	38	37 DIRE STRAITS/Walk Of Life (WB)	68	+13	0	4	55
51	41	40	38 TALKING HEADS/And She Was (Sire/WB)	60	-1	5	27	13
12	19	32	39 'TIL TUESDAY/Voices Carry (Epic)	49	-6	2	26	21
DEBUT	42	42	40 Y&T/Summertime Girls (A&M)	50	+12	4	25	22
48	46	43	41 BRUCE SPRINGSTEEN/Stand On It (Columbia)	48	-0	5	20	26
20	26	35	42 ERIC CLAPTON/See What Love Can Do (WB)	67	+20	1	4	46
DEBUT	45	45	43 PHIL COLLINS/Don't Lose My Number (Atlantic)	40	+14	2	17	22
58	48	46	44 BRYAN ADAMS/Diana (Import)	43	-0	2	14	29
DEBUT	47	47	45 AC/DC/Danger (Atlantic)	44	+23	3	17	27
DEBUT	49	49	46 JEFF BECK/Get Us All In The End (Epic)	35	+10	1	18	15
DEBUT	50	50	47 LONE JUSTICE/Sweet Sweet Baby (Geffen)	53	+22	2	11	32
42	44	44	48 PHIL COLLINS/Inside Out (Atlantic)	41	+5	1	7	32
47	43	47	49 JOE WALSH/Rosewood Bitters (Full Moon/WB)	42	+8	1	3	29
33	41	41	50 DIRE STRAITS/So Far Away (WB)	36	+19	0	10	24
DEBUT	44	44	51 GINO VANNELLI/Black Cars (HME/CBS)	48	+22	1	5	31
32	34	42	52 BILLY JOEL/You're Only Human (Columbia)	25	-1	5	15	10
DEBUT	46	46	53 FOREIGNER/Reaction To Action (Atlantic)	38	-3	2	10	26
30	34	42	54 MEN AT WORK/Everything I Need (Columbia)	31	+5	0	12	17
DEBUT	48	48	55 TAXXI/Still In Love (MCA)	34	-0	0	8	23
DEBUT	49	49	56 TEXTONES/Midnight Mission (Gold Mountain/A&M)	48	48	1	9	27
				37	-1	0	4	29
				46	-0	1	5	32
				47	+11	0	1	30
				48	+6	0	1	32

MOST ADDED

BILLY JOEL (48)
You're Only Human (Columbia)
J. CAFFERTY & B. BAND (32)
C-I-T-Y (Scotti Bros./CBS)
GODLEY & CREME (28)
Cry (Polydor/PolyGram)
PHIL COLLINS (23)
Don't Lose My Number (Atlantic)

HOTTEST

HUEY LEWIS & THE NEWS (52)
Power Of Love (Chrysalis)
STING (46)
If You Love Somebody... (A&M)
TEARS FOR FEARS (44)
Shout (Mercury/PolyGram)
HEART (33)
What About Love? (Capitol)
DIRE STRAITS (27)
Money For Nothing (WB)

BREAKERS

STING
Fortress Around Your Heart (A&M)
66% of our reporters on it. 99/21 including adds at: WHJY, KZEW, WSHE, KYYS, KBCC, KROQ, KOME, KATT. Moves 28-16 on the Tracks chart.

R.E.M.
Can't Get There From Here (IRS/MCA)
66% of our reporters on it. 99/17 including adds at: WKLS, KZEW, KYYS, KLOS, WOODS, WTUE, WIOT. Moves 34-26 on the Tracks chart.

MOTLEY CRUE
Smokin' In The Boys Room (Elektra)
64% of our reporters on it. 95/22 including adds at: WNEW, WDOVE, DC101, KLOL, WIBA, KKOJ, KPOI. Moves 38-27 on the Tracks chart.

NEW & ACTIVE

- GODLEY & CREME "Cry" (Polydor/PolyGram) 40/26 (12/10)**
Adds include WHJY, KLCL, WLVO, KYYS, WPKX, WKDF, KODJ, KOMP. Powers 1. Heavy. 2. CHOM, WOPZ. Mediums: 30 include WYYY, KBCC, KAZY, KEZO, KZEL.
- SCORPIONS "Big City Nights" (Mercury/PolyGram) 39/6 (38/11)**
Adds: KLCL, WBRN, KZZL, WKLP, WBLM, WCAT, Heavy. 3. KLOS, KGB, KISS. Mediums: 27 include WKLY, KZEW, WYSP, WAQY, KLOI, WRKI.
- COCK ROBIN "When Your Heart Is Weak" (Columbia) 38/12 (28/9)**
Adds include WPKX, WHEB, WRDU, WLAV, WWW, WYLF, KLYV, Heavy. 5. KINK, 91X, KSPN, KROU, KTYD. Mediums: 20 include KBCC, KBPI, KMET, KGB, WAQY.
- MR. BUSTER "Broken Wings" (RCA) 38/8 (29/8)**
Adds: WHJY, WYSP, KRSX, WTRX, WAPL, WZZA, WZEW, KSOY. Heavy: 3 include KAZY, KROU. Mediums: 21 include KLCL, KBCC, KZAP, KGB, WOODS, KLO.
- ARETHA FRANKLIN "Freeway Of Love" (Arista) 38/7 (29/14)**
Adds include WBRN, WNEW, KFQG, KMLX, KZOK, KZOO. Heavy: 6. KBCC, KBPI, CFOX, KLYV, WBSW, KSPN. Mediums: 21 include KMET, WDHX, WIKZ, WRDU, WBLM, WWWY.
- CARLY SIMON "Tired Of Being Blonde" (Epic) 38/4 (31/8)**
Adds: KMOJ, WGR, WHMD, KUFO. Heavy: 5. KAZY, KLYV, WBSW, KZAM, KROU. Mediums: 20 include KMET, WEZX, WRDU, WOODS, KZOK, WRKL.
- FIXX "A Letter To Both Sides" (MCA) 31/15 (15/14)**
Adds include WMMR, WHJY, DC101, KROU, KOME, WAQY. Heavy: 4 include KZEW, WDHX, KROU. Mediums: 20 include KBCC, WHEB, WPKX, KATT, KEZE, KOZZ.
- STING "Love On The Seventh Wave" (A&M) 29/3 (28/4)**
Adds: KUPD, KZAP, KROR. Powers: 1. Heavy: 14 include CHOM, KFQG, WCCC, KFMG, KEZJ, KTYD. Mediums: 13 include KAZY, WDHX, KNCH, WOODS, KZEL, WBLM.
- ELTON JOHN & MILLIE JACKSON "Act Of War (Part 1)" (Geffen) 28/29 (7/6)**
Adds: WOODS, KGOO, WPKI, WGR, WBLM. Heavy: 3. WLLP, KNCH, WKOO. Mediums: 17 include KZEW, WCCC, WOODS.
- 'TIL TUESDAY "Looking Over My Shoulder" (Epic) 28/9 (18/13)**
Adds include KBCC, 91X, WCCC, WHCN, KLUJ, WLP, KLPK. Powers: 1. Heavy: 4. WBRN, WHJY, WOOD, WGR. Mediums: 21 include KZEW, WHEB, WAQY, WTRX, WGR.
- STING "Shadows In The Rain" (A&M) 27/3 (27/7)**
Adds: WKLC, WEZX, KEZE. Heavy: 10 include WMMR, KZEW, KROQ, WLAV, KPOI, WWWY. Mediums: 16 include KZAP, WDJ, KATT, WOT, KZEL, WBLM.
- RICK SPRINGFIELD "State Of The Heart" (RCA) 25/2 (23/6)**
Adds: WKLC, KMLX, Heavy: 4. KORS, KDKB, WHMD, KROU. Mediums: 17 include WAQY, WPKY, WBLM, WOODS, KGOO, WPKI, WGR, WBLM.
- STING "Russians" (A&M) 24/4 (23/9)**
Adds: WLVO, KYYS, WDJ, WRKL. Heavy: 6 include KINK, KFQG, WCCC, KPOI, KZOK. Mediums: 18 include DC101, WKLS, WPKX, WKDF, KEZO, KOMP.
- SUPERTRAMP "Better Days" (A&M) 24/3 (24/2)**
Adds: KFMD, KZEL, KODJ. Heavy: 8 include KFQG, KOME, WLAV, KZOK, WWW, WCAT. Mediums: 14 include KZEW, KROR, WOUR, WDJ.
- SIMON TOWNSHEND'S MOVING TARGET "Barriers" (21/PolyGram) 24/1 (24/6)**
Adds: KROU. Heavy: 0. Mediums: 18 include WHJY, KBCC, WEZX, WAQY, WOODS, KFKE, WGR, KTYD.
- BOB DYLAN "When The Night Comes Down" (Columbia) 24/1 (23/5)**
Adds: KLPK. Heavy: 9. WRR, KGO, WCCC, KPOI, WZLN, WWW, KSPN, KTCL. Mediums: 16 include DC101, WLLP, KSKK, KZAP, KFQG, KOME.
- SUPERTRAMP "Shil In Love" (A&M) 23/3 (23/1)**
Adds: WKOO, KATT, WCAT. Heavy: 9 include KFQG, WRN, KLO. Mediums: 12 include WLLP, KSHK, WDHX, KFWL.
- HEART "W Laid A Bomb" (Capitol) 22/9 (13/12)**
Adds include KOME, WRN, WOUR, KNCH, KFMG, KWH, KTYD. Heavy: 3. WTRX, WCAT, KFIF. Mediums: 17 include DC101, WKDF, KODJ, WGR.
- KIM MITCHELL "All We Are" (Brunzco/Island) 22/3 (21/4)**
Adds: WHJY, KROR, WBSW. Heavy: 6 include WYSP, KNCH, WZLN, KFMF. Mediums: 13 include KZEW, WPKX, WKDF, KLUJ, KEZE.
- TRUTH "Exception Of Love" (IRS/MCA) 22/2 (22/2)**
Adds: WHMD, KTCL. Heavy: 2. KZAM, KGLL. Mediums: 12 include WMMR, KBCC, WDHX, WOODS, KZOK.

BREAKERS — A record is a Breaker if the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed: e.g., 100/50 means 100 reports and 50 adds.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

AOR ALBUMS

149 REPORTS

JULY 5, 1985

Three Weeks	Two Weeks	Last Week	Album	Total Reports/Adds	Power	Heavy	Medium
1	1	1	1 STING/The Dream Of The Blue Turtles (A&M)	147-10	50-	136-	11-
3	3	3	2 DIRE STRAITS/Brothers In Arms (WB)	147-11	30-	114+	31-
1	2	2	3 ROBERT PLANT/Shaken 'N Stirred (Es Paranza/Atlantic)	139-10	22-	99-	38+
DEBUT	4	4	4 BACK TO THE FUTURE/Soundtrack (Chrysalis)	141-11	52	128	13
7	6	6	5 TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	134-12	44+	116+	16-
—	7	7	6 HEART/Heart (Capitol)	138-11	34+	110+	28-
—	8	8	7 JEFF BECK/Flash (Epic)	141-12	22+	99+	40-
2	4	4	8 SUPERTRAMP/Brother Where You Bound (A&M)	136-11	25-	95-	40+
6	5	5	9 NIGHT RANGER/7 Wishes (Camel/MCA)	124-10	24-	98-	25+
—	24	24	10 ST. ELMO'S FIRE/Soundtrack (Atlantic)	125+/13	11+	55+	65-
8	8	9	11 TOM PETTY & THE HEARTBREAKERS/Southern Accents (MCA)	108-11	12-	71-	35-
25	15	14	12 TALKING HEADS/Little Creatures (Sire/WB)	113-13	12+	41+	66-
4	7	10	13 JOHN CAFFERTY & THE BEAVER.../Tough All Over (Scotti Bros./CBS)	116-16	9-	47-	64+
23	21	19	14 BRYAN ADAMS/Reckless (A&M)	109+/8	12+	48+	60+
5	10	15	15 PHIL COLLINS/No Jacket Required (Atlantic)	90=17	13-	40-	48+
20	19	17	16 BOB DYLAN/Empire Burlesque (Columbia)	121-13	3=	26=	92-
DEBUT	17	17	17 COREY HART/Boy In The Box (EMI America)	111-14	15	56	53
10	11	13	18 EURYTHMICS/Be Yourself Tonight (RCA)	104-17	11-	44-	52+
19	18	18	19 U2/Wide Awake In America (Island)	116-15	5=	32+	80-
9	9	11	20 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	86-10	23-	66-	18+
12	13	12	21 HOOTERS/Nervous Night (Columbia)	104-11	4-	42-	59-
21	20	20	22 RATT/Invasion Of Your Privacy (Atlantic)	110-11	5+	39+	63-
28	24	23	23 BRYAN FERRY/Boys And Girls (WB)	106+/9	4-	31+	67=
11	12	16	24 JOE WALSH/The Confessor (Full Moon/WB)	85-10	10+	30-	52-
—	31	30	25 R.E.M./Fables...Reconstruction (IRS/MCA)	103+/11	5+	22+	70=
34	26	26	26 HELIX/Long Way To Heaven (Capitol)	102=16	2-	18+	74=
32	28	27	27 GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America)	100+/8	4-	18+	76+
DEBUT	28	29	28 RUSS BALLARD/The Fire Still Burns (EMI America)	116-15	0	14	92-
15	14	22	29 DON HENLEY/Building The Perfect Beast (Geffen)	90-13	7-	23-	65-
—	34	30	30 MOTLEY CRUE/Theatre Of Pain (Elektra)	96+/22	2+	17+	66+
14	16	21	31 PAUL YOUNG/The Secret Of Association (Columbia)	78-11	6-	35-	39+
13	17	25	32 TIL TUESDAY/Voices Carry (Epic)	72-13	6-	25-	43+
22	25	29	33 POWER STATION/The Power Station (Capitol)	67-12	7+	23-	39-
24	27	31	34 HOWARD JONES/Dream Into Action (Elektra)	82+/7	1-	22-	52+
—	36	35	35 BON JOVI/7800 Fahrenheit (Mercury/PG)	73+/12	0=	5=	56+
16	22	28	36 ERIC CLAPTON/Behind The Sun (WB)	52-11	2-	19-	32-
40	34	—	37 KATRINA & THE WAVES/Katrina & The Waves (Capitol)	52=15	2+	13-	37+
—	39	38	38 SCORPIONS/World Wide Live (Mercury/PG)	56-16	0=	5+	35-
DEBUT	40	40	39 Y&T/Open Fire (A&M)	67+/20	1+	4+	46+
18	23	32	40 MEN AT WORK/Two Hearts (Columbia)	65-13	1=	5-	48-

BREAKERS®

BACK TO THE FUTURE
Soundtrack (MCA)

75% of our reporters on it. 141/1 with adds at: KZAM. Debuts at #4 on the Albums chart.

RUSS BALLARD
The Fire Still Burns (EMI America)

78% of our reporters on it. 116/5 with adds at: WLUP, KBKO, KUPD, WCMF, WFBQ. Debuts at #28 on the Albums chart

COREY HART
Boy In The Box (EMI America)

74% of our reporters on it. 111/4 with adds at: KQRS, KMET, WLLZ, KTCL. Debuts at #17 on the Albums chart.

MOTLEY CRUE
Theatre Of Pain (Elektra)

64% of our reporters on it. 96/22 including adds at: WNEW, WDVE, WHJY, DC101, KL0L, WTUE, KKDJ, KPOL. Moves 34-30 on the Albums chart.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

THE MESSAGE IS IN THE MUSIC -

AND THE MUSIC IS

URGENT



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BE A SHMOOZER ...NOT A LOSER AT THE NEW MUSIC SEMINAR

To make it in the music business, you've got to get out there and see people. Face to face. *Shmoozing*—the art of talking business as pleasure—is the most important activity at the **New Music Seminar**. Actively networking with the record industry's movers and shakers at the Seminar will do more for your career and your company than a month spent playing telephone roulette or mailing out press releases. Come September 25-28, no one will be "in with people" or "on a call" or "out of town." They'll all be in New York's Marriott Marquis, *shmoozing* at the **New Music Seminar**.

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PROGRAMMING: Black Radio • Contemporary Hit Radio • College Radio (new) • Album Oriented Rock Radio • DJs and Remixers • **MUSIC:** Producers • New Age Music (new) • Heavy Metal (new) • A&R • Journalists • Alternative Music (new) • Artists • Battle of DJs/MCs/Human Beat Boxes • **BUSINESS:** Nightclubbing Around the World • Talent and Booking • Tipsheets and Trades • New Labels Workshop (new) • The Cultural Boycott (new) • UK Independent Labels (new) • US Independent Labels: Marketing and Promotion (new) • Independent Labels and Distribution • Financial Structure of the Music Business • Management • Music vs. Madison Avenue (new) • **MARKETING:** Publicity • Packaging and Merchandising (new) • Crossover Promotion • AOR Marketing and Promotion • Black Music Marketing and Promotion • **MUSIC VIDEO:** National Programming • Local/Regional Programming (new) • International Programming (new) • Directors • Clubs (new) • Marketing & Exploitation (new) • Promotion (new) • **LEGAL:** Record Deal Basics (new) • Publishing and Artist Development • Artist Contract Mock Negotiation • Ancillary Rights (new) • Corporate Sponsorship (new) • Legal Hot Topics (new) • Music/Film/Video • International Licensing • Video Rights & Payments (new) • **TECHNOLOGY WORKSHOPS:** Recording Studio Technology (new) • Computer Technology (new)

REGISTRATION: Admission to the Seminar is \$175 per person. Call 212-722-2115 or write c/o 1747 First Avenue, New York, NY 10128 to request a registration form. If you want to use your credit card, you can register by phone at the same number. **ACCOMMODATIONS:** The Seminar has arranged discount hotel rates for Seminar attendees. Call or write for information on hotel and travel options. (Same address and phone as above.) **MARKETING OPPORTUNITIES:** There are many ways you can use the Seminar as a valuable and unique marketing and promotion opportunity. Call Joel Webber at 212-255-7408 for information and rates.

NEW MUSIC SEMINAR 6
SEPTEMBER 25-28, 1985
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NEW YORK CITY
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AOR ALBUMS

MOST ADDED

BILLY JOEL (51)
Greatest Hits (Columbia)
MOTLEY CRUE (22)
Theatre Of Pain (Elektra)
Y&T (20)
Open Fire (A&M)
AC/DC (15)
Fly On The Wall (Atlantic)
FLETCH (15)
Soundtrack (MCA)

HOTTEST

BACK TO THE FUTURE (52)
Soundtrack (MCA)
STING (50)
The Dream Of The Blue Turtles (A&M)
TEARS FOR FEARS (44)
Songs From The... (Mercury/PolyGram)
HEART (34)
Heart (Capitol)
DIRE STRAITS (30)
Brothers In Arms (WB)

NEW & ACTIVE

✓ **LONE JUSTICE/ Lone Justice (Geffen) 55/14 (44/10)**

Adds include WHJY, WEZX, WAQY, WTUE, KKDJ. Powers: 1. Heavy: 6 include WBCN, KBCC, WBSW, KCGL, KVRE. Mediums: 37 include KZEW, WXRT, WLVO, KAZY, KROQ, KUPD, KGB, WPYX, WKDF, WOOS, KILO.

✓ **AC/DC/ Fly On The Wall (Atlantic) 52/ 15 (0/ 0)**

Adds include WHJY, KYYS, WOOS, WIOT, KILO, KKDJ, KOMP. Powers: 1. Heavy: 3 include WBCN, WPLR. Mediums: 36 include KZEW, WRIF, KSHE, KUPD, KGB, WPYX, WEZX, WAQY, WOUR, WFVY, WKQQ, WKDF, WDIJ, KISS, WAPL, KEZE.

✓ **BILLY JOEL/ Greatest Hits (Columbia) 51/ 51 (0/ 0)**

Adds include KBCC, KMET, WHEB, WIMZ, WRDU, WXLP, KILO. Powers: 1. Heavy: 9, WNEW, WZZO, WDHA, WKQQ, WRKI, WARR, WZEW, WCPZ. Mediums: 29 include WMMR, KSRR, WXRT, WAQY, WOOS, WTUE, KKDJ, KPOI.

✓ **TEXTONES/ Midnight Mission (Gold Mtn./ A&M) 48/ 6 (45/ 4)**

Adds: WOUR, KLB, WKQQ, KMOD, WRUF, KTCL. Heavy: 1, WIZN. Mediums: 32 include WBCN, WHJY, KLOL, KSRR, WXRT, KBCC, KROQ, KILO.

✓ **TAXXI/ Expose (MCA) 47/ 10 (38/ 13)**

Adds include KSRR, WSHE, WRIF, KSHE, KLOS, WAQY, KISS, KKDJ. Heavy: 1, KFMM. Mediums: 30 include WHJY, KOME, WCMF, WEZX, WKQQ, WQMF, KATT, WWCT, KILO.

✓ **COCK ROBIN/ Cock Robin (Columbia) 40/ 12 (31/ 10)**

Adds include WPYX, WHEB, KRIX, WRDU, WLAV, KRKE, WWWV, KLYV. Heavy: 5, KINK 91X, KSPN, KRQU, KTYD. Mediums: 22 include KBCC, KBPI, KMET, KGB.

✓ **MR. MISTER/ Welcome To The Real World (RCA) 37/ 8 (30/ 8)**

Adds: WHJY, WYSP, KRIX, WTKX, WAPL, WZEW, KSQY. Heavy: 3 include KAZY, KRQU. Mediums: 22 include KLOL, KBCC, KZAP, KGB, WOOS, KILO.

✓ **ARETHA FRANKLIN/ Who's Zoomin' Who? (Arista) 37/ 8 (0/ 0)**

Adds include WBCN, WNEW, KFOG, KMJX, KZOK, WZEW, KZOO. Heavy: 6, KBCC, KBPI, CFOX, KLYV, WBSW, KSPN. Mediums: 22 include KKCI, KMET, WIMZ, WRDU, WRXL.

✓ **CARLY SIMON/ Spoiled Girl (Epic) 37/ 5 (31/ 8)**

Adds include KMOD, WGR, WHMD, KUFO. Heavy: 6, KAZY, KINK, KLYV, WBSW, KZAM, KRQU. Mediums: 20 include KKCI, KMET, WEZX, WRDU, WOOS, KZOK.

✓ **FLETCH/ Soundtrack (MCA) 32/ 15 (0/ 0)**

Adds include WMMR, WHJY, DC101, KRQR, KOME, WAQY. Heavy: 4 include KZEW, WDHA, KRQU. Mediums: 21 include KBCC, KINK, WEZX, WPYX, KATT, KEZE.

✓ **TRUTH/ Playground (IRS/ MCA) 27/ 1 (29/ 3)**

Adds: WHMD. Heavy: 2, KZAM, KCGL. Mediums: 16 include WMMR, KBCC, WDHA, WLIR, WRCN, WOOS, KZOK.

✓ **RICK SPRINGFIELD/ Tao (RCA) 26/ 3 (24/ 6)**

Adds: WKLC, KMJX, KUFO. Heavy: 4, KQRS, KDKB, WHMD, KRQU. Mediums: 18 include WAQY, WFVY, WBSW, KGGO, WRKI, WGR, KLYV.

✓ **JOHN FOGERTY/ Centerfield (WB) 26/ 3 (27/ 3)**

Adds: KDKB, WBSW, KRQU. Heavy: 8 include WBCN, WMMR, KMET, KMOD, KZEL, KZOK. Mediums: 14 include WDFE, WHJY, WHEB, WRKI, KLYV, KTYD.

✓ **SIMON TOWNSEND'S MOVING TARGET/ Simon Townshend's Moving Target (21/ PolyGram) 24/ 1 (24/ 6)**

Adds: KUFO. Heavy: 0. Mediums: 18 include WHJY, KBCC, WEZX, WAQY, WOOS, WGR, KTYD.

✓ **ALISON MOYET/ Ah (Columbia) 20/ 4 (19/ 5)**

Adds: KRKE, WBSW, WCPZ, KRQU. Heavy: 1, KZAM. Mediums: 15 include WBCN, KBCC, KROQ, KGB, WEZX, WGR.

✓ **PERFECT/ Soundtrack (Arista) 20/ 1 (22/ 4)**

Adds: WRCN. Heavy: 3, WDHA, KSPN, KRQU. Mediums: 10 include WMMR, KBCC, KMET, KROQ.

✓ **SUZANNE VEGA/ Suzanne Vega (A&M) 19/ 1 (18/ 1)**

Adds: WRDU. Powers: 1. Heavy: 3, KBCC, WHFS, KEZX. Mediums: 13 include WXRT, KAZY, WDHA, WRCN.

✓ **INNOCENT LUVIN'/ In The Street (Red Label) 15/ 4 (13/ 2)**

Adds: KRIX, WAPL, WIZN, WCPZ. Heavy: 0. Mediums: 7 include KLAQ, WKDF, WOOS, KLPX.

✓ **NEW ORDER/ Low-Life (West) WB) 15/ 0 (15/ 0)**

Adds: 0. Powers: 1. Heavy: 6 include WHFS, WLIR, KTCL, KRQU, KCGL. Mediums: 8 include WBCN, WXRT, KBCC, KROQ, 91X.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

PARALLELS

Parallel I: Selected stations in major markets that are formal dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are formal 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 III: Selected stations in smaller markets that are formal dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

253 Reports

JOHN DOE
"The Song" (Anylabel)
LP: Hit Song

Regional: 100/25 44% National: 81
Debut: 26
W: 100%
B: 66%
M: 34%
S: 25%

EXAMPLE

100/25 - 100 CHR reporting stations on it that week including 25 new adds.

44% - Percentage of all weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within their region.

National Summary:
Up 51 - Number of stations moving it up on the charts.

Debut 20 - Number of stations debuting the song this week.

Same 4 - Number of stations reporting no movement this week. (On to Add, Add to On, 31, 31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

A

BRYAN ADAMS
"Summer Of '68 (A&M)"
LP: Reissues

Regional: 227/10 90% National: 81
Debut: 10
W: 100%
B: 81%
M: 19%
S: 10%

ANIMOTION
"Let Him Go (Mercury/PolyGram)"
LP: Animotion

Regional: 158/16 62% National: 81
Debut: 16
W: 100%
B: 75%
M: 25%
S: 16%

KIM CARNES
"Crazy In The Night (EMI America)"
LP: Barking At Airplanes

Regional: 187/1 78% National: 81
Debut: 1
W: 100%
B: 78%
M: 22%
S: 1%

DEBARGE
"Who's Holding" - (Gordy/Motown)
LP: Rhythm Of The Night

Regional: 211/11 83% National: 81
Debut: 11
W: 100%
B: 83%
M: 17%
S: 11%

JOHN FOERY
"Centerfield (WB)"
LP: Centerfield

Regional: 97/2 38% National: 81
Debut: 2
W: 100%
B: 38%
M: 62%
S: 2%

AIR SUPPLY
"Just As I Am (Arista)"
LP: Air Supply

Regional: 190/1 75% National: 81
Debut: 1
W: 100%
B: 75%
M: 25%
S: 1%

JEFF BECK & ROD STEWART
"People Get Ready (Epic)"
LP: Flash

Regional: 100/8 40% National: 81
Debut: 8
W: 100%
B: 40%
M: 60%
S: 0%

COCK ROBIN
"When Your Heart Is Weak (Columbia)"
LP: Cock Robin

Regional: 91/24 38% National: 81
Debut: 24
W: 100%
B: 38%
M: 62%
S: 0%

PAT BENATAR
"Invincible (Chryslis)"
LP: The Legend Of Billie Jean Soundtrack

Regional: 115/38 45% National: 81
Debut: 38
W: 100%
B: 45%
M: 55%
S: 0%

DEAD OR ALIVE
"You Spin Me Round (Like A Record)"
LP: Youquake

Regional: 193/24 78% National: 81
Debut: 24
W: 100%
B: 78%
M: 22%
S: 0%

DEPECHE MODE
"People Are People (Sire/WB)"
LP: Some Great Rewind

Regional: 223/11 86% National: 81
Debut: 11
W: 100%
B: 86%
M: 14%
S: 11%

JOHN DURAN
"A View To A Kill (Capitol)"
LP: A View To A Kill Soundtrack

Regional: 244/0 98% National: 81
Debut: 0
W: 100%
B: 98%
M: 2%
S: 0%

190/1 75%

100/8 40%

91/24 38%

115/38 45%

193/24 78%

223/11 86%

244/0 98%

158/16 62%

187/1 78%

211/11 83%

97/2 38%

100/25 44%

227/10 90%

227/10 90%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

100/25 44%

227/10 90%

227/10 90%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

100/25 44%

227/10 90%

227/10 90%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

100/25 44%

227/10 90%

227/10 90%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

158/16 62%

187/1 78%

211/11 83%

244/0 98%

PARALLELS

CARLY SIMON Tired Of Being Blonde (Epic) LP: Spoiled Girl

78/9 30%
National Rank: 174
Regional Rank: 274

Region	Rank	Label
ATLANTA	174	Epic
BOSTON	174	Epic
CHICAGO	174	Epic
CINCINNATI	174	Epic
DALLAS	174	Epic
DENVER	174	Epic
DETROIT	174	Epic
HONOLULU	174	Epic
LOS ANGELES	174	Epic
MEMPHIS	174	Epic
MIAMI	174	Epic
MINNEAPOLIS	174	Epic
MONTREAL	174	Epic
NEW YORK	174	Epic
PHILADELPHIA	174	Epic
PITTSBURGH	174	Epic
PORTLAND	174	Epic
RICHMOND	174	Epic
SAN FRANCISCO	174	Epic
SEATTLE	174	Epic
ST. LOUIS	174	Epic
TAMPA	174	Epic
WASH. DC	174	Epic
WICOMINGO	174	Epic

RICK SPRINGFIELD State Of The Heart (RCA) LP: Tao

184/11 73%
National Rank: 184
Regional Rank: 184

Region	Rank	Label
ATLANTA	184	RCA
BOSTON	184	RCA
CHICAGO	184	RCA
CINCINNATI	184	RCA
DALLAS	184	RCA
DENVER	184	RCA
DETROIT	184	RCA
HONOLULU	184	RCA
LOS ANGELES	184	RCA
MEMPHIS	184	RCA
MIAMI	184	RCA
MINNEAPOLIS	184	RCA
MONTREAL	184	RCA
NEW YORK	184	RCA
PHILADELPHIA	184	RCA
PITTSBURGH	184	RCA
PORTLAND	184	RCA
RICHMOND	184	RCA
SAN FRANCISCO	184	RCA
SEATTLE	184	RCA
ST. LOUIS	184	RCA
TAMPA	184	RCA
WASH. DC	184	RCA
WICOMINGO	184	RCA

BRUCE SPRINGSTEEN Glory Days (Columbia) LP: Born In The U.S.A.

245/1 97%
National Rank: 245
Regional Rank: 245

Region	Rank	Label
ATLANTA	245	Columbia
BOSTON	245	Columbia
CHICAGO	245	Columbia
CINCINNATI	245	Columbia
DALLAS	245	Columbia
DENVER	245	Columbia
DETROIT	245	Columbia
HONOLULU	245	Columbia
LOS ANGELES	245	Columbia
MEMPHIS	245	Columbia
MIAMI	245	Columbia
MINNEAPOLIS	245	Columbia
MONTREAL	245	Columbia
NEW YORK	245	Columbia
PHILADELPHIA	245	Columbia
PITTSBURGH	245	Columbia
PORTLAND	245	Columbia
RICHMOND	245	Columbia
SAN FRANCISCO	245	Columbia
SEATTLE	245	Columbia
ST. LOUIS	245	Columbia
TAMPA	245	Columbia
WASH. DC	245	Columbia
WICOMINGO	245	Columbia

Bruce Springsteen Continued

Region	Rank	Label
ATLANTA	245	Columbia
BOSTON	245	Columbia
CHICAGO	245	Columbia
CINCINNATI	245	Columbia
DALLAS	245	Columbia
DENVER	245	Columbia
DETROIT	245	Columbia
HONOLULU	245	Columbia
LOS ANGELES	245	Columbia
MEMPHIS	245	Columbia
MIAMI	245	Columbia
MINNEAPOLIS	245	Columbia
MONTREAL	245	Columbia
NEW YORK	245	Columbia
PHILADELPHIA	245	Columbia
PITTSBURGH	245	Columbia
PORTLAND	245	Columbia
RICHMOND	245	Columbia
SAN FRANCISCO	245	Columbia
SEATTLE	245	Columbia
ST. LOUIS	245	Columbia
TAMPA	245	Columbia
WASH. DC	245	Columbia
WICOMINGO	245	Columbia

STING If You Love Somebody (A&M) LP: The End Of The Blue Turtles

249/1 88%
National Rank: 249
Regional Rank: 249

Region	Rank	Label
ATLANTA	249	A&M
BOSTON	249	A&M
CHICAGO	249	A&M
CINCINNATI	249	A&M
DALLAS	249	A&M
DENVER	249	A&M
DETROIT	249	A&M
HONOLULU	249	A&M
LOS ANGELES	249	A&M
MEMPHIS	249	A&M
MIAMI	249	A&M
MINNEAPOLIS	249	A&M
MONTREAL	249	A&M
NEW YORK	249	A&M
PHILADELPHIA	249	A&M
PITTSBURGH	249	A&M
PORTLAND	249	A&M
RICHMOND	249	A&M
SAN FRANCISCO	249	A&M
SEATTLE	249	A&M
ST. LOUIS	249	A&M
TAMPA	249	A&M
WASH. DC	249	A&M
WICOMINGO	249	A&M

Tim Tuesday Continued

Region	Rank	Label
ATLANTA	249	A&M
BOSTON	249	A&M
CHICAGO	249	A&M
CINCINNATI	249	A&M
DALLAS	249	A&M
DENVER	249	A&M
DETROIT	249	A&M
HONOLULU	249	A&M
LOS ANGELES	249	A&M
MEMPHIS	249	A&M
MIAMI	249	A&M
MINNEAPOLIS	249	A&M
MONTREAL	249	A&M
NEW YORK	249	A&M
PHILADELPHIA	249	A&M
PITTSBURGH	249	A&M
PORTLAND	249	A&M
RICHMOND	249	A&M
SAN FRANCISCO	249	A&M
SEATTLE	249	A&M
ST. LOUIS	249	A&M
TAMPA	249	A&M
WASH. DC	249	A&M
WICOMINGO	249	A&M

GEORGE THOROGOOD & DESTROYERS Wally And The Hand Jive (EMI America) LP: Maceau

96/5 38%
National Rank: 96
Regional Rank: 96

Region	Rank	Label
ATLANTA	96	EMI
BOSTON	96	EMI
CHICAGO	96	EMI
CINCINNATI	96	EMI
DALLAS	96	EMI
DENVER	96	EMI
DETROIT	96	EMI
HONOLULU	96	EMI
LOS ANGELES	96	EMI
MEMPHIS	96	EMI
MIAMI	96	EMI
MINNEAPOLIS	96	EMI
MONTREAL	96	EMI
NEW YORK	96	EMI
PHILADELPHIA	96	EMI
PITTSBURGH	96	EMI
PORTLAND	96	EMI
RICHMOND	96	EMI
SAN FRANCISCO	96	EMI
SEATTLE	96	EMI
ST. LOUIS	96	EMI
TAMPA	96	EMI
WASH. DC	96	EMI
WICOMINGO	96	EMI

TIL TUESDAY Voices Carry (Epic) LP: Voices Carry

230/4 91%
National Rank: 230
Regional Rank: 230

Region	Rank	Label
ATLANTA	230	Epic
BOSTON	230	Epic
CHICAGO	230	Epic
CINCINNATI	230	Epic
DALLAS	230	Epic
DENVER	230	Epic
DETROIT	230	Epic
HONOLULU	230	Epic
LOS ANGELES	230	Epic
MEMPHIS	230	Epic
MIAMI	230	Epic
MINNEAPOLIS	230	Epic
MONTREAL	230	Epic
NEW YORK	230	Epic
PHILADELPHIA	230	Epic
PITTSBURGH	230	Epic
PORTLAND	230	Epic
RICHMOND	230	Epic
SAN FRANCISCO	230	Epic
SEATTLE	230	Epic
ST. LOUIS	230	Epic
TAMPA	230	Epic
WASH. DC	230	Epic
WICOMINGO	230	Epic

Tina Turner Continued

Region	Rank	Label
ATLANTA	230	Epic
BOSTON	230	Epic
CHICAGO	230	Epic
CINCINNATI	230	Epic
DALLAS	230	Epic
DENVER	230	Epic
DETROIT	230	Epic
HONOLULU	230	Epic
LOS ANGELES	230	Epic
MEMPHIS	230	Epic
MIAMI	230	Epic
MINNEAPOLIS	230	Epic
MONTREAL	230	Epic
NEW YORK	230	Epic
PHILADELPHIA	230	Epic
PITTSBURGH	230	Epic
PORTLAND	230	Epic
RICHMOND	230	Epic
SAN FRANCISCO	230	Epic
SEATTLE	230	Epic
ST. LOUIS	230	Epic
TAMPA	230	Epic
WASH. DC	230	Epic
WICOMINGO	230	Epic

Tina Turner We Don't Need Another... (Capitol) LP: Madras Beyond Thunderdome

212/86 84%
National Rank: 212
Regional Rank: 212

Region	Rank	Label
ATLANTA	212	Capitol
BOSTON	212	Capitol
CHICAGO	212	Capitol
CINCINNATI	212	Capitol
DALLAS	212	Capitol
DENVER	212	Capitol
DETROIT	212	Capitol
HONOLULU	212	Capitol
LOS ANGELES	212	Capitol
MEMPHIS	212	Capitol
MIAMI	212	Capitol
MINNEAPOLIS	212	Capitol
MONTREAL	212	Capitol
NEW YORK	212	Capitol
PHILADELPHIA	212	Capitol
PITTSBURGH	212	Capitol
PORTLAND	212	Capitol
RICHMOND	212	Capitol
SAN FRANCISCO	212	Capitol
SEATTLE	212	Capitol
ST. LOUIS	212	Capitol
TAMPA	212	Capitol
WASH. DC	212	Capitol
WICOMINGO	212	Capitol

Dino Vaneelli Black Cars (HMECBS) LP: Back Cars

85/2 28%
National Rank: 85
Regional Rank: 85

Region	Rank	Label
ATLANTA	85	HMECBS
BOSTON	85	HMECBS
CHICAGO	85	HMECBS
CINCINNATI	85	HMECBS
DALLAS	85	HMECBS
DENVER	85	HMECBS
DETROIT	85	HMECBS
HONOLULU	85	HMECBS
LOS ANGELES	85	HMECBS
MEMPHIS	85	HMECBS
MIAMI	85	HMECBS
MINNEAPOLIS	85	HMECBS
MONTREAL	85	HMECBS
NEW YORK	85	HMECBS
PHILADELPHIA	85	HMECBS
PITTSBURGH	85	HMECBS
PORTLAND	85	HMECBS
RICHMOND	85	HMECBS
SAN FRANCISCO	85	HMECBS
SEATTLE	85	HMECBS
ST. LOUIS	85	HMECBS
TAMPA	85	HMECBS
WASH. DC	85	HMECBS
WICOMINGO	85	HMECBS

Paul Young Everytime You Go Away (Columbia) LP: Secret Of Association

252/11 100%
National Rank: 252
Regional Rank: 252

Region	Rank	Label
ATLANTA	252	Columbia
BOSTON	252	Columbia
CHICAGO	252	Columbia
CINCINNATI	252	Columbia
DALLAS	252	Columbia
DENVER	252	Columbia
DETROIT	252	Columbia
HONOLULU	252	Columbia
LOS ANGELES	252	Columbia
MEMPHIS	252	Columbia
MIAMI	252	Columbia
MINNEAPOLIS	252	Columbia
MONTREAL	252	Columbia
NEW YORK	252	Columbia
PHILADELPHIA	252	Columbia
PITTSBURGH	252	Columbia
PORTLAND	252	Columbia
RICHMOND	252	Columbia
SAN FRANCISCO	252	Columbia
SEATTLE	252	Columbia
ST. LOUIS	252	Columbia
TAMPA	252	Columbia
WASH. DC	252	Columbia
WICOMINGO	252	Columbia

Weird Al Yankovic Lip A Surgeon (Rock N Roll/CBS) LP: Dues To Be Slayed

120/4 47%
National Rank: 120
Regional Rank: 120

Region	Rank	Label
ATLANTA	120	Rock N Roll
BOSTON	120	Rock N Roll
CHICAGO	120	Rock N Roll
CINCINNATI	120	Rock N Roll
DALLAS	120	Rock N Roll
DENVER	120	Rock N Roll
DETROIT	120	Rock N Roll
HONOLULU	120	Rock N Roll
LOS ANGELES	120	Rock N Roll
MEMPHIS	120	Rock N Roll
MIAMI	120	Rock N Roll
MINNEAPOLIS	120	Rock N Roll
MONTREAL	120	Rock N Roll
NEW YORK	120	Rock N Roll
PHILADELPHIA	120	Rock N Roll
PITTSBURGH	120	Rock N Roll
PORTLAND	120	Rock N Roll
RICHMOND	120	Rock N Roll
SAN FRANCISCO	120	Rock N Roll
SEATTLE	120	Rock N Roll
ST. LOUIS	120	Rock N Roll
TAMPA	120	Rock N Roll
WASH. DC	120	Rock N Roll
WICOMINGO	120	Rock N Roll

Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.

R&R
RADIO & RECORDS
1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330

PARALLELS

SIGNIFICANT ACTION

A A-HA <i>Take On Me (WB)</i> LP: A-HA P1: WEST, SOUTH, CTR, S, P3: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S	C CHANA KHAN <i>Through The Fire (WB)</i> LP: I Feel For You P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	J JESSE JOHNSON'S REVUE <i>I Want My Girl (A&M)</i> LP: Jesse Johnson's Revue P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	M MENUDO <i>Hold Me (RCA)</i> LP: Menudo P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	ALISON MOYET <i>Love Resurrection (Columbia)</i> LP: AJP P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	T TEXTONES <i>Midnight Mission (Gold Mtn./A&M)</i> LP: Midnight Mission P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S
B RUSS BALLARD <i>The Fire Still Burns (EMI America)</i> LP: The Fire Still Burns P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	PHIL COLLINS <i>Don't Lose My Number (Atlantic)</i> LP: No Jacket Required P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	K KING <i>Love & Pride (Epic)</i> LP: Steps In Time P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	STEPHANIE MILLS <i>Six By Six (Theme From "Fletch")</i> LP: Fletch Soundtrack (MCA) P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	S SISTER SLEDGE <i>Frankie (Atlantic)</i> LP: When The Boys Meet The Girls P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	V VITAMIN Z <i>Burning Flame (Geffen)</i> LP: Vitamin Z P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S
PEABO BRYSON <i>Take No Prisoners (In The...) (Elektra)</i> LP: Take No Prisoners P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	D DIRE STRAITS <i>Money For Nothing (WB)</i> LP: Brothers In Arms P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	L LISA LISA <i>I Wonder If I Take You Home Tonight (Columbia)</i> LP: Breakdancing P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	MOTLEY CRUE <i>Smokin' In The Boys... (Elektra)</i> LP: Theatre Of Pain P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	SKIPWORTH & TURNER <i>Thinking About... (4th & Broadway)</i> LP: Thinking About... P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S	Y Y&T <i>Summertime Girls (A&M)</i> LP: Open Fire P1: WEST, SOUTH, WEST, S, P2: WEST, SOUTH, WEST, S, P3: WEST, SOUTH, WEST, S

WEEK # 39

AIR Priorities

WEEK # 39

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, July 10, 1985

CHR

TITLE
 THINKING ABOUT YOU
 CHERISH
 DOES HE DANCE
 GRAVITY
 COME WITH ME

ARTIST
 SKIPWORTH & TURNER
 KOOL & THE GANG
 FRANCE JOLI
 MICHAEL SEMBELLO
 TRANSLATOR

LABEL
 4TH & BROADWAY/ISLAND
 DE-LITE/POLYGRAM
 EPIC
 A&M
 COLUMBIA

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, July 11, 1985

AOR

TITLECUTS
 THEATRE OF PAIN
 "Smokin' In The Boys Room" "Home Sweet Home"
 "Keep Your Eyes On The Money"
 FLASH
 "Get Us All In The End" "Ambitious"
 NERVOUS NIGHT
 "And We Danced"

ARTIST
 MOTLEY CRUE
 JEFF BECK
 HOOTERS

LABEL
 ELEKTRA
 EPIC
 COLUMBIA

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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AIR's 4th "Best Ears" Competition Begins July 12, 1985

The New Response Format Makes it Easier to Participate and Gives You More Chances to Win One of 30 Prizes. Total Value Over \$45,000. This Shorter 26 Week Competition is Open to All Program Directors, Music Directors and Consultants to CHR Radio.

ENTER NOW! REGISTRATION IS LIMITED.

The most accurate contestant will be awarded their Grand Prize choice of a 1986 Porsche 944 or Chevrolet Corvette. The runners-up will receive Mitsubishi and JVC Video Systems, JVC Audio Systems and CD's. (Runners-up prizes are determined

by final point standings.)

A complete list of rules and prizes will be sent to you upon registration. Are you a music decision maker in CHR radio? Call AIR at 301-964-5544 to enter our fourth and BEST—Best Ears Competition.

AIR

Active Industry Research • P.O. Box 1136 • Columbia, MD 21044 • 301-964-5544

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS

TINA TURNER

We Don't Need Another Hero (Thunderdome) (Capitol)
84% of our reporters on it. Moves: Up 16, Debuts 60, Same 71, Down 0, Adds 65 including B104, B94, KTKS, 92X, KZZP, KMJK, KITS. Complete airplay in Parallels.

JOHN PARR

St. Elmo's Fire (Man in Motion) (Atlantic)
80% of our reporters on it. Moves: Up 23, Debuts 68, Same 52, Down 0, Adds 59 including WHTX, PRO-FM, KAFM, WNCI, KBEQ, KPKE, KMEL. See Parallels, debuts at number 40 on the CHR chart.

BILLY JOEL

You're Only Human (Second Wind) (Columbia)
64% of our reporters on it. Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 159 including Z100, WAVA, Z93, B96, WLS-FM, KIIS-FM, KS103. Complete airplay in Parallels.

ANIMOTION

Let Him Go (Mercury/PolyGram)
62% of our reporters on it. Moves: Up 73, Debuts 15, Same 53, Down 1, Adds 16 including WNY5, 94Q, 92X, KOPA, KITS, K104, FM100. Complete airplay in Parallels.

NEW & ACTIVE

FREDDIE JACKSON "Rock Me Tonight (For Old Time's Sake)" (Capitol) 135/28
Moves: Up 36, Debuts 24, Same 47, Down 0, Adds 28 including K106, CKGM, CKOI, WHTX, Q105, KBEQ, Q103, KRZR, KITS, KWSS, WKFR, 1030R, 94Q 10-6, Z93 19-12, FM102 21-12.

BILLY OCEAN "Mystery Lady" (A&M) 134/63
Moves: Up 5, Debuts 18, Same 48, Down 0, Adds 63 including B104, WBLI, WCAU-FM, 94Q, Z93, Y100, WNVZ, B96, KZZP, KMEL, KQXR, WYKS, B97 d-28, KBEQ 31-27, WVSR 39-33.

"WEIRD AL" YANKOVIC "Like A Surgeon" (Scotti Bros./CBS) 120/4
Moves: Up 36, Debuts 8, Same 71, Down 1, Adds 4, Q102, KIMI, Q92, WGLF, PRO-FM 32-29, 93FM 30-22, KIIS-FM 33-29, WERZ 35-28, WROX 30-26, KZZB 33-32, WHTX 34-29, 95XIL 28-21, Q104 10-10, WCIL-FM 1-1, KCDD 40-31.

PAT BENATAR "Invincible" (Chrysalis) 115/36
Moves: Up 9, Debuts 27, Same 43, Down 0, Adds 36 including CKGM, KWK, WLDF-FM, KPLUS, WAMX, KWIC, KFMM, KOZE, WHIT 34-30, KIIS-FM 37-31, KRZR 33-28, KMEL 24-20, KPLUS 37-33.

GO WEST "Call Me" (Chrysalis) 110/10
Moves: Up 34, Debuts 18, Same 47, Down 0, Adds 10, WYKS-FM, WAMX, WGFN, WPST, BU105, Y106, WKFR, KNMO, KFMM, KOZE, WHIT 34-30, KIIS-FM 37-31, KRZR 33-28, KMEL 24-20, KPLUS 37-33.

KENNY LOGGINS "Forever" (Columbia) 107/3
Moves: Up 57, Debuts 7, Same 37, Down 3, Adds 3, 93FM, Z104, WCIL-FM, 94Q 32-29, KAFM 11-6, KTKS 12-7, FM102 30-25, K104 6-4, WBQY 12-3, WKDD 35-29, OK100 10-3, 95XIL 3-2, WKSF 26-17, Q104 12-11, KIST 23-19.

POINTER SISTERS "Dare Me" (RCA) 104/104
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 104 including WYKS-FM, WNY5, WPLJ, B94, WAVA, 94Q, Z93, Y100, B97, WNVZ, B96, KHTR, Q103, KOPA, FM102, KMEL, KPLUS.

SADE "Your Love Is King" (Portrait/CBS) 104/18
Moves: Up 14, Debuts 12, Same 60, Down 0, Adds 18 including WHYY, KOPA, KZZP, WFLY, WKDD, KIJK, WKDD, KNMO, KNBO, KRO, WQOG, KZOO, KS103 39-22, KMEL 30-27, WSOV 37-32.

HOWARD JONES "Life In One Day" (Elektra) 102/47
Moves: Up 4, Debuts 25, Same 28, Down 0, Adds 47 including WYKS-FM, CKGM, CKOI, WAVA, KAFM, WNVZ, B96, WLDF-FM, KWSS, WKRF-FM, KMXX, WALK, WNY5 d-36, KIIS-FM d-39, KMEL 31-25.

JEFF BECK & ROD STEWART "People Get Ready" (Epic) 100/8
Moves: Up 30, Debuts 8, Same 40, Down 0, Adds 8, K106, PRO-FM, WBCY, KAMZ, WRON, KSKD, KOZ-FM, KQCR, WNVZ 36-32, KFPM 32-28, WKDD 35-28, KNBO 39-34, WZON 39-35, WGLF 30-26, KZOO 39-33.

JOHN FOGERTY "Centerfield" (WB) 97/28
Moves: Up 50, Debuts 5, Same 36, Down 4, Adds 2, WLS-FM, KRZR, KWK 10-7, WWSR 36-31, WERZ 32-27, KZZB 28-23, WBCY 29-19, EDOG 36-32, KSET-FM 40-37, WANS-FM 30-25, WFMI 35-27, KX104 21-19, KZIO 6-6, KWES 22-19, WIVY 6-2, WBND 33-30, KXLI-FM 32-29.

GEORGE THOROGOOD & THE DESTROYERS "Willie & The Hand Jive" (EMI America) 96/5
Moves: Up 21, Debuts 10, Same 60, Down 0, Adds 5, 93FM, KFMM, Z104, KQXR, KNIN, WCCY 37-33, WRKC 34-28, WTLO 38-35, WZLD 29-25, KX104 35-32, WKLD 39-34, WIVY 36-29, WRKR 15-8, KCDO 35-29.

COCK ROBIN "When Your Heart Is Weak" (Columbia) 91/24
Moves: Up 6, Debuts 3, Same 58, Down 0, Adds 24 including WNY5, WHTX, Z93, KWK, KPLUS, WSPK, 98PXY, WBCY, WQUE-FM, WKAU, WZON, Y94, WOKI 34-31, KTFM 22-19, T94 33-29.

PATTI LABELLE "Sir II Up" (MCA) 89/9
Moves: Up 17, Debuts 18, Same 45, Down 0, Adds 9, CKOI, PRO-FM, B95, WKEE, WKFM, KBFM, WRVO, KIJK, KBOS, WHIT 39-28, KMEL 37-30, WBND 12-10, WYNK-FM 38-35, WIVY 32-27, KIST 39-39.

KODJ & THE GANG "Cherish" (De-Lite/PolyGram) 81/39
Moves: Up 1, Debuts 15, Same 26, Down 0, Adds 39 including WHTT, WBLI, Z100, PRO-FM, Z93, KTKS, B95, WHTV, WSPK, KRGV, WROO, WHOT, B104 d-29, WNVZ d-37, WTC-FM 31-26.

TOM PETTY "Make It Better (Forget About Me)" (MCA) 80/1
Moves: Up 31, Debuts 1, Same 46, Down 1, Adds 1, KITS, WHIT 36-33, PRO-FM 30-25, NEGL on, B96 38-36, WERZ 39-31, WJZZ 38-34, WZKS 35-31, WKZL 32-28, WSEZ d-35, KAY107 39-37, KLUC 39-35, WZON 40-37, WSHL 36-33, KBEM 40-30, OK95 32-26.

CARLY SIMON "Tired Of Being Blonde" (Epic) 76/9
Moves: Up 4, Debuts 3, Same 60, Down 0, Adds 9, WNOX-FM, KSET-FM, WKZL, WKFR, KRRO, WHOT, KRQ, KHXY, KBIM, WNVZ 37-29, KZZB d-40, WGRD 35-32, WJXO 35-32, WRKR 30-28, KDVV d-39.

MOST ADDED

BILLY JOEL (159)
You're Only Human... (Columbia)
POINTER SISTERS (104)
Dare Me (RCA)
TINA TURNER (65)
We Don't Need Another Hero... (Capitol)
BILLY OCEAN (63)
Mystery Lady (Arista)
RED SPEEDWAGON (61)
Live Every Moment (Epic)

HOTTEST

PRINCE (123)
Raspberry Beret (WB)
MADONNA (112)
Into The Groove (Sire/WB)
TEARS FOR FEARS (111)
Shout (Mercury/PolyGram)
PHIL COLLINS (99)
Sussudio (Atlantic)
DURAN DURAN (97)
A View To A Kill (Capitol)

GINO VANNELLI "Black Cars" (HME/CBS) 65/2

Moves: Up 25, Debuts 1, Same 24, Down 13, Adds 2, KWK, KBOS, KAFM 21-19, KTKS 24-19, WLDF-FM 12-11, WAMX 21-19, WKEE 10-9, WLABS-FM 37-32, KSET-FM 30-27, WCGO 38-30, KTDY 30-28, WPFM 22-18, WCIL-FM 21-8, WAZY-FM 33-29, SLY96 40-37.

RATT "Lay It Down" (Atlantic) 64/26
Moves: Up 7, Debuts 12, Same 19, Down 0, Adds 26 including Q105, KHTR, Q100, WANS-FM, WZYP, KITV, WSEZ, WMEC, WHOT, KF95, KOMQ, KSKD, KQON-FM, WAPI 19-14, WJCM 40-34.

RED SPEEDWAGON "Live Every Moment" (Epic) 61/61
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 61 including WCAU-FM, WNVZ, WLS, WLS-FM, 92X, KHTR, Q103, WKFM, WNOX-FM, KX104, KSKD, Q101, OK95.

SIGNIFICANT ACTION

LISA LISA & CULT JAM with FULL FORCE "I Wonder If I Take You Home" (Columbia) 45/15
Moves: Up 10, Debuts 3, Same 14, Down 3, Adds 15 including K106, Q107, R104, KAMZ, KITV, KTFM, WHOT, KF95, KMKG, KOMQ, KHYY, WQCM, WKXS-FM 16-12, I95 24-19, KIIS-FM 23-20, KS103 30-17, KMEL 29-23.

MOTLEY CRUE "Smokin' In The Boys Room" (Elektra) 44/43
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 43 including WCAU-FM, WAVA, Z93, B95, Y100, WNCI, KHTR, KPKE, Q100, WLABS-FM, WZLD, WJXO, Z104, KQXR, KIKX.

PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 43/8
Moves: Up 2, Debuts 1, Same 32, Down 0, Adds 8, PRO-FM, 94Q, WHYY, 93Q, KIKX, KCAQ, Z102, Y94, WYKS-FM on, CKOI on, I95 on, KOPA on, Q100 40-37, WQCM d-40, WBND 32-31.

VITAMIN Z "Burning Flame" (Geffen) 41/5
Moves: Up 6, Debuts 1, Same 28, Down 1, Adds 5, KWIC, KSET-FM, BU105, WYKS, KQVO, WYKS-FM 34-32, PRO-FM on, I95 23-18, FM102 d-30, KZZB 37-33, WZPL on, WRON on, KCAQ on, KPLUS on, WXJQ d-30, KIST 36-32.

SISTER SLEDGE "Frankie" (Atlantic) 30/3
Moves: Up 3, Debuts 1, Same 23, Down 0, Adds 3, WNVZ, WKDD, KISN, WCAU-FM on, K104 on, WERZ on, 92KTU on, WTLO on, KAMZ 20-16, KSET-FM 38-35, WOKI on, WHOT on, KFPM on, KGB3 d-35, KIST 37-33.

STEPHANIE MILLS "Bit By Bit (Fleisch Tame)" (MCA) 29/10
Moves: Up 0, Debuts 0, Same 19, Down 0, Adds 10, WYKS-FM, Z93, WHYY, FM102, WVSR, WERZ, 93Q, KTFM, KOMQ, WGLF, 94Q on, I95 on, KITV on, KISN on, KHYY on.

DIRE STRAITS "Money For Nothing" (WB) 28/13
Moves: Up 0, Debuts 5, Same 10, Down 0, Adds 13, WYKS-FM, B96, WRCK, WRNO, WKDD, WZPL, WJXO, KQXR, WHSL, KKL5-FM, KFMM, KCDQ, KHTR d-26, KWK d-29, WRKR d-38.

TEXTONES "Midnight Mission" (Gold Mountain/A&M) 27/6
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 6, WKEE, WKRF-FM, KTFM, WQAY, WKSF, Y94, WWSR on, WBBO on, WZYP on, WFMI on, WRNO on, WJXO 29-28, WAZY-FM on, KGOT on, KHXY on.

Y&T "Summertime Girls" (A&M) 22/19
Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 19 including WYKS-FM, WNY5, KHTR, KWK, 98PXY, WRCK, KWIC, KX104, WRNO, KTDY, WPFM, OK95, WHIT on, KPLUS on, WJXQ on-dp.

CHAKA KHAN "Through The Fire" (WB) 21/4
Moves: Up 9, Debuts 5, Same 6, Down 2, Adds 4, WPLJ, KBEQ, WTC-FM, KPQP, Q107 22-18, Y100 12-7, KOPA 12-8, KZZP 21-15, KMEL on, WLABS-FM 6-3, WBCY 21-1, KHYY 13-12, 1030R 20-17, WQAY 21-18.

A-HA "Take On Me" (WB) 20/11
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 11, WFLY, Q100, 93Q, WPST, WZLD, KITV, Z104, KDON-FM, Q104, KHXY, OK95, CFTR on, WBBO on, WZYP on, WRKR d-29.

SKIP WORTH & TURNER "Thinking About Your Love" (4th & Broadway/Island) 18/5
Moves: Up 1, Debuts 2, Same 9, Down 1, Adds 5, FM102, WERZ, KITV, KTFM, WQAY, WYKS-FM on, WHYY 32-31, KMEL d-31, 93Q on, WPST on, WTLO on, KSET-FM on-dp, WFMI on, KMKG d-33, KHYY on.

PHIL COLLINS "Don't Lose My Number" (Atlantic) 14/11
Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 11, WHTT, CFTR, CHUM, Y100, B96, KPLUS, KUBE, K104, OK100, 95XIL, WIVX, WLS on, WLS-FM on, WGTZ on.

ALISON MOYET "Love Resurrection" (Columbia) 14/1
Moves: Up 1, Debuts 3, Same 9, Down 0, Adds 1, B95, OKGM 25-21, CKOI d-38, CFTR on, KMJK on-dp, KPLUS d-36, K104 d-37, WPST on, OK100 on, 95XIL on, WIVX on, WHSL on, KGOT on, KOZE on.

RUSS BALLARD "The Fire Still Burns" (EMI America) 13/4
Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 4, WRCK, WOKI 11/10, WRNO, WERZ on-dp, KWIC on, WJXQ on-dp, WJAD on, Q101 on, WHSL on, WDBR on-dp, KCCO on, OK95 on.

JESSE JOHNSON'S REVUE "I Want My Girl" (A&M) 11/10
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 10, FM102, KZZB, KAMZ, KTFM, KIKX, KCAQ, T94, WCIL-FM, KCMQ, KIST, KTR5 on-dp.

KING "Love & Pride" (Epic) 11/4
Moves: Up 1, Debuts 3, Same 2, Down 1, Adds 4, KPLUS, KX104, KOMQ, KCCO, KIIS-FM d-34, 92KTU on, KITV d-40, KLUC d-40, KWES on-dp, OK95 21-14.

MENUDO "Hold Me" (RCA) 11/0
Moves: Up 6, Debuts 1, Same 3, Down 2, Adds 0, WYKS-FM on, PRO-FM d-31, KZFM 10-6, KAMZ 6-5, KSET-FM 11-6, KTFM 11-7, KWES 30-16.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.
NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.
CHR Rotation Criteria -- Fulltime Adds and/or One-time plays in a 24-hour period, three of them before midnight.
Departed Adds and/or One-time plays in a 24-hour period, both of them before midnight.

SHAME

THE
NEW SINGLE
BY

THE
NOTES

FROM THEIR FORTHCOMING ALBUM

SHOCK
Produced By Robbie Zito

Capitol



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
3	2	2	1 PRINCE/Raspberry Beret (WB)
5	3	3	2 DURAN DURAN/A View To A Kill (Capitol)
2	1	1	3 PHIL COLLINS/Sussudio (Atlantic)
15	9	5	4 PAUL YOUNG/Everytime You Go Away (Columbia)
7	5	4	5 SURVIVOR/The Search Is Over (Scotti Bros./CBS)
12	8	6	6 MADONNA/Into The Groove (Sire/WB)
13	11	8	7 'TIL TUESDAY/Voices Carry (Epic)
21	13	10	8 BRUCE SPRINGSTEEN/Glory Days (Columbia)
10	7	7	9 EURYTHMICS/Would I Lie To You? (RCA)
20	14	12	10 WHITNEY HOUSTON/You Give Good Love (Arista)
26	18	14	11 STING/If You Love Somebody Set Them Free (A&M)
14	12	11	12 CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)
23	19	16	13 NIGHT RANGER/Sentimental Street (Cameo/MCA)
—	33	19	14 TEARS FOR FEARS/Shout (Mercury/Pg)
34	25	18	15 COREY HART/Never Surrender (EMI America)
37	28	20	16 POWER STATION/Get It On (Bang A Gong) (Capitol)
35	26	21	17 DEPECHE MODE/People Are People (Sire/WB)
1	4	9	18 BRYAN ADAMS/Heaven (A&M)
18	15	19	19 JOHN CAFFERTY & BEAVER BROWN.../Tough All Over (Scotti Bros./CBS)
33	30	25	20 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
28	24	22	21 AIR SUPPLY/Just As I Am (Arista)
24	22	17	22 KIM CARNES/Crazy In The Night (Barking At Airplanes) (EMI America)
4	6	13	23 MADONNA/Angel (Sire/WB)
—	34	24	24 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
40	36	33	25 PAUL HARDCASTLE/19 (Chrysalis)
25	23	23	26 BEACH BOYS/Getcha Back (Caribou/CBS)
38	35	32	27 HEART/What About Love? (Capitol)
32	29	28	28 DARYL HALL & JOHN OATES/Possession Obsession (RCA)
—	36	32	29 ARETHA FRANKLIN/Freeway Of Love (Arista)
—	38	30	30 DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)
30	27	27	31 SUPERTRAMP/Cannonball (A&M)
DEBUT	32	32	32 BRYAN ADAMS/Summer Of '69 (A&M)
6	10	24	33 HOWARD JONES/Things Can Only Get Better (Elektra)
—	40	37	34 AMY GRANT/Find A Way (A&M)
8	16	26	35 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/Pg)
—	40	37	36 RICK SPRINGFIELD/State Of The Heart (RCA)
—	39	37	37 DON HENLEY/Not Enough Love In The World (Geffen)
39	37	35	38 ROBERT PLANT/Little By Little (Es Paranza/Atlantic)
9	17	29	39 MARY JANE GIRLS/In My House (Gordy/Motown)
BREAKER	40	40	40 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)

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ADULT CONTEMPORARY

16	9	5	1 PAUL YOUNG/Everytime You Go Away (Columbia)
12	7	3	2 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
8	5	4	3 WHITNEY HOUSTON/You Give Good Love (Arista)
1	1	1	4 SURVIVOR/The Search Is Over (Scotti Bros./CBS)
4	2	2	5 BEACH BOYS/Getcha Back (Caribou/CBS)
10	6	6	6 AIR SUPPLY/Just As I Am (Arista)
20	15	11	7 AMY GRANT/Find A Way (A&M)
3	3	7	8 MADONNA/Angel (Sire/WB)
2	4	9	9 TEARS FOR FEARS/Everybody Wants To Rule... (Mercury/Pg)
25	21	14	10 DARYL HALL & JOHN OATES/Possession Obsession (RCA)
22	18	13	11 KENNY LOGGINS/Forever (Columbia)
6	6	8	12 LIMAH/Never Ending Story (EMI America)
15	12	10	13 BRYAN ADAMS/Heaven (A&M)
—	23	18	14 DON HENLEY/Not Enough Love In The World (Geffen)
21	19	15	15 DOLLY PARTON with KENNY ROGERS/Real Love (RCA)
—	21	16	16 SADE/Your Love Is King (Portrait/CBS)
—	25	20	17 SISTER SLEDGE/Frankie (Atlantic)
—	24	19	18 KATRINA AND THE WAVES/Walking On Sunshine (Capitol)
18	16	16	19 JOHN FOGERTY/Centerfield (WB)
5	10	10	20 HAROLD FALTERMEYER/Axel F (MCA)
7	11	17	21 BILLY OCEAN/Suddenly (Jive/Arista)
BREAKER	22	22	22 KOOL & THE GANG/Cherish (De-Lite/Pg)
—	25	23	23 ROSANNE CASH/I Don't Know Why You Don't Want...(Columbia)
23	22	22	24 GRAHAM PARKER/Wake Up (Next To You) (Elektra)
DEBUT	25	25	25 ARETHA FRANKLIN/Freeway Of Love (Arista)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
—	10	2	1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
1	1	1	2 STING/If You Love Somebody Set Them Free (A&M)
10	9	7	3 DIRE STRAITS/Money For Nothing (WB)
8	7	6	4 TEARS FOR FEARS/Shout (Mercury/Pg)
7	6	5	5 HEART/What About Love? (Capitol)
14	11	9	6 JEFF BECK & ROD STEWART/People Get Ready (Epic)
3	3	3	7 SUPERTRAMP/Cannonball (A&M)
5	4	4	8 NIGHT RANGER/Sentimental Street (Cameo/MCA)
2	2	8	9 ROBERT PLANT/Little By Little (Es Paranza/Atlantic)
—	23	14	10 PAT BENATAR/Invincible (Chrysalis)
57	36	21	11 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
13	12	11	12 TOM PETTY & THE HEARTBREAKERS/Make It Better (Forget...) (MCA)
6	8	10	13 BRUCE SPRINGSTEEN/Glory Days (Columbia)
22	21	16	14 COREY HART/Never Surrender (EMI America)
39	29	25	15 BRYAN ADAMS/Summer Of '69 (A&M)
21	20	18	16 RATT/Lay It Down (Atlantic)
18	16	15	17 ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)
BREAKER	18	15	18 STING/Fortress Around Your Heart (A&M)
23	22	19	19 U2/Three Sunrises (Island)
11	13	13	20 HOOTERS/All You Zombies (Columbia)
31	24	23	21 TALKING HEADS/Road To Nowhere (Sire/WB)
37	31	28	22 BRYAN FERRY/Slave To Love (WB)
29	25	24	23 BOB DYLAN/Tight Connection To My Heart (Columbia)
35	27	26	24 HELIX/Deep Cuts The Knife (Capitol)
36	28	27	25 RUSS BALLARD/The Fire Still Burns (EMI America)
BREAKER	28	27	26 R.E.M./Can't Get There From Here (IRS/MCA)
BREAKER	28	27	27 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
38	33	30	28 GEORGE THOROGOOD &.../Willie And The Hand Jive (EMI America)
17	17	22	29 DON HENLEY/Not Enough Love In The World (Geffen)
16	14	17	30 JOE WALSH/The Confessor (Full Moon/WB)

Complete Tracks Chart Begins on Page 60

BLACK/URBAN

4	2	1	1 LOOSE ENDS/Hangin' On A String (Contemplating) (MCA)
7	4	3	2 RENE & ANGELA/Save Your Love (For #1) (Mercury/Pg)
2	1	2	3 PRINCE/Raspberry Beret (WB)
18	10	4	4 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
37	20	15	5 ARETHA FRANKLIN/Freeway Of Love (Arista)
15	11	8	6 LISA-LISA & CULT JAM w/ FULL FORCE/I Wonder If I Take... (Columbia)
9	8	7	7 SKIP WORTH & TURNER/Thinking About Your Love (4th & Broadway/Island)
21	13	10	8 CAMEO/Attack Me With Your Love (Atlanta Artists/Pg)
28	17	12	9 PAUL HARDCASTLE/19 (Chrysalis)
31	15	13	10 LUTHER VANDROSS/It's Over Now (Epic)
13	12	11	11 DIANA ROSS/Telephone (RCA)
—	31	16	12 RICK JAMES/Glow (Gordy/Motown)
8	7	6	13 MAZE f/FRANKIE BEVERLY/Too Many Games (Capitol)
1	3	5	14 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
5	5	5	15 PHIL COLLINS/Sussudio (Atlantic)
32	23	17	16 FORCE MD'S/Itchin' For A Scratch (Tommy Boy/Atlantic)
35	26	18	17 STING/If You Love Somebody, Set Them Free (A&M)
34	27	23	18 CHERYL LYNN/Fidelity (Columbia)
10	9	14	19 DEELE/Material Thangz (Solar/Elektra)
—	33	20	20 PATTI LABELLE/Stir It Up (MCA)
—	39	28	21 MELBA MOORE/When You Love Me Like This (Capitol)
—	35	22	22 STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
BREAKER	23	23	23 MADONNA/Into The Groove (Sire/WB)
33	30	25	24 SISTER SLEDGE/Frankie (Atlantic)
36	33	29	25 FOUR TOPS/Sexy Ways (Motown)
—	37	26	26 WHITNEY HOUSTON/Saving All My Love For You (Arista)
—	40	30	27 PEABO BRYSON/Take No Prisoners (In The Game) (Elektra)
26	22	22	28 NILE RODGERS/Let's Go Out Tonight (WB)
40	36	32	29 RJ'S LATEST ARRIVAL/Swing Low (Atlantic)
—	36	30	30 ATLANTIC STARR/Cool, Calm, Collected (A&M)
23	18	19	31 COMMODORES/Animal Instinct (Motown)
DEBUT	22	22	32 SYSTEM/T/The Pleasure Seekers (Mirage/Atco)
29	26	33	33 GEORGE CLINTON/Double Oh-Oh (Capitol)
27	24	24	34 MIDNIGHT STAR/Body Snatchers (Solar/Elektra)
DEBUT	27	24	35 UTFO/Leader Of The Pack (Select)
BREAKER	36	36	36 9.9/All Of Me For All Of You (RCA)
DEBUT	37	37	37 WOMACK & WOMACK/Strange & Funny (Elektra)
BREAKER	39	39	38 JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
BREAKER	39	39	39 MARY JANE GIRLS/Wild & Crazy Love (Gordy/Motown)
DEBUT	40	40	40 SADE/Your Love Is King (Portrait/CBS)

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