

I N S I D E:

"HANDS ON" ACROSS AMERICA

Ken Kragen is launching an unprecedented drive against hunger in America — and radio can play a key role. Harvey Mednick provides food for thought on this dramatic effort.

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COUNTRY MUSIC TRENDS AND TRANSITIONS

Adam White asks Nashville A&R executives where country music is going and what it needs to do to flourish in a difficult transitional phase.

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A CAREER IN ENGINEERING?

Guest engineering editor Richard Rudman of KFWB/Los Angeles details how to hire the right engineer in a deregulated industry.

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RTNDA, CBS MOUNT FAIRNESS ATTACK

With the FCC deploring the Fairness Doctrine while declining to do anything about it, CBS and the RTNDA have picked up the opposition ball.

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IN THE NEWS THIS WEEK

- Ray Hawkins VP/GM at returning KDIA
- Dennis Collins VP/GM, Lee Fowler PD, at WNWS
- Stu Cohen VP/GM, Paulette Baydush Station Mgr. at WHYW
- B.J. Hunter OM at KOOL-AM & FM
- Mike Nauman VP/GM at WBYU
- Pat Holiday PD at WLTI
- Dennis Daily COO at Mann Media
- Loews buying 25% of CBS
- Jim Raposa PD at WICE
- Denny Moore VP/GM, Susan Lane GSM at WWVI.
- Dave Williams PD at KFBK

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NEW BUCKS FOR YOUR BUDGET

Lisa Morrison & Karen Wald retell the tale of retail and how it can affect your station's sales picture.

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UPPER-DEMO AORs IN ACTION

Steve Feinstein continues his study of the changing phases of AOR with a look at upper-demo specialists KINK and KTCZ, plus the EOR format as a whole.

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A HALLOWEEN TREAT FOR RADIO

Reed Bunzel focuses on IDB's live Halloween broadcast; a five-year UNICEF tradition.

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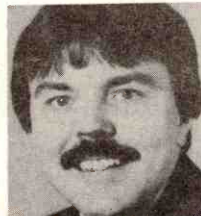
NEXT WEEK IN R&R

Richard Agata debuts a new quarterly Sports On Radio column.

Newsstand Price \$3.50



Elliot, Logan Upped To VP At B/A/M/D



Bob Elliot



Dave Logan

Burkhart/Abrams/Michaels/Douglas & Associates has promoted Bob Elliot to Vice President of the consultancy and

Dave Logan to VP of the firm's Superstars division.

Elliot has been with the company since 1980, with programming and air experience at WLCS/Baton Rouge, WIBG/Philadelphia, and KISN/Portland. He works with CHR, A/C, and Country clients.

B/A/M/D/See Page 7

BUYS KJOI FOR \$44 MILLION

Hirsch Forms Regency

Malrite Sets President's Office

Malrite Communications Group President/COO Carl Hirsch has resigned to form Regency Broadcasting. The Los Angeles-based firm's first acquisition will be Noble Broadcasting's highly-rated L.A. Easy Listening outlet KJOI. The \$44 million deal, pending FCC approval, will be the largest ever for a single radio property, and includes the station's assets, real estate, and non-competitive covenants.

Simultaneously, Malrite announced the formation of an Office of the President, naming three top executives to the newly-created function. As-



Carl Hirsch

suming the new duties while retaining their current positions are Chairman/CEO Milton Maltz, Exec. VP & President/

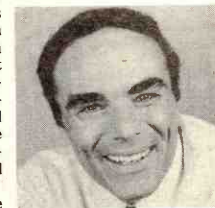
Radio Division Gil Rosenwald, and Sr. VP & President/Television Division John Chaffee, Jr. Hirsch's post will not be filled.

Maltz explained that the new office will enhance Malrite's ability to accomplish its growth objectives. "Both Gil and John have had lengthy careers at Malrite and are widely recognized in the broadcasting industry for their expertise," said Maltz. "They bring to the Office of the President valuable experience in both operations and corporate management."

Hirsch, who assumes the duties within Regency of Chair-

HIRSCH/See Page 6

Asher PolyGram President



Dick Asher

Dick Asher has been named President/CEO of PolyGram Records, succeeding Guenter Hensler, who becomes President of PolyGram Classics. Asher had been Senior VP for WCI's Record Group.

PolyGram International President Jan Timmer stated, "We are proud that a person of Dick's caliber and stature will take over the helm at this important stage of the company's development. His extensive experience in the international

ASHER/See Page 4

JOHNSON, BOLGER UPPED IN PORTLAND

Scott Named Ackerley PD

KSFO/San Francisco PD Rick Scott has been named Director of Programming for Ackerley Communications. Scott will be based at KJR/Seattle, and will also oversee programming at the company's Portland properties, KGON & KSGO. Scott had accepted the KJR and Ackerley PD post in March 1985, but wound up at KSFO the following week. No replacement has been named at KSFO yet; KYA PD Bill Minkler will be acting PD.

Scott told R&R, "My job will be gathering all the resources and making sure everything is headed in the right direction. KJR has been a landmark in Seattle radio, and my plans are to make the 1985 version a contender in the market. KGON is doing very well. It has its own image in the marketplace and will continue in that direction."

Earlier in Scott's 15-year broadcast career, he programmed KINK/Portland for three years, plus KREM-AM & FM/Spokane and KKXL/Grand Forks, ND.

ies") promoted PD Mike Johnson to Operations Director, while KGON morning man/acting PD Pete Bolger moves up to a similar position at the AOR FM. Bolger, who will continue in mornings, replaces Dave Ervin, who left in August and subsequently became PD of A/C

WNIC/Detroit.

KSGO & KGON President/GM Linn Harrison told R&R, "Mike's been with us for almost 12 years. He's an integral part of the operation, and I count on him heavily. Pete has done a wonderful job as acting

SCOTT/See Page 7

RADIO'S HELP SOUGHT

Cartoonists Unite To Fight Hunger

On Thanksgiving Day (11-28), virtually every comic strip you read in the newspaper will deal with the problem of world hunger. Over 175 syndicated cartoonists have joined forces for the Cartoonists' Thanksgiving Day Hunger Project, spearheaded by Charles Schulz ("Peanuts"), Milton Caniff ("Steve Canyon"), and Garry Trudeau ("Doonesbury").

Newspapers are being asked to donate space for ads requesting donations to USA For Africa. Radio, which played such a key role in the "We Are The World" campaign with its simultaneous Good Friday broadcast of the record, has been asked to focus the attention of its listeners on this un-

precedented event. In the coming weeks up to Thanksgiving, R&R will be providing more information on the

cartoonists' effort and radio's role in it. (See Page 22 for details on the participation of radio networks.)



Garry Trudeau. © Universal Press Syndicate

GO WITH THE WINNERS.

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OCTOBER 25, 1985

THE WINDY CITY HEATS UP

The competitive Black/Urban radio battle in Chicago shows **WBMX** on top now. **Walt Love** covers **WBMX**, while **Sean Ross** gathers competitor **WGCI-FM's** viewpoints.

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Moore VP/GM, Lane GSM At WWWI

At Colonial Broadcasting's Country outlet **WWWI/Greensboro**, **GSM Denny Moore** has been promoted to **VP/GM**. He replaces **Bill Pope**, who resigned September 9 to pursue other interests. Succeeding **Moore** as **GSM** is **Local Sales Manager Susan Lane**.

Said Colonial President/COO **Don Markwell**, "I was impressed with **Denny's** aggressiveness and enthusiasm as **GSM**. Now that he's **GM**, he's taken those qualities with him and added a lot of innovative promotion ideas."

Moore, who moves up after eight months as **GSM**, previously held posts of **GSM** at **WGLD/High Point** and **GM** at **KWTO/Springfield, MO** for 18 months each. Faced with the responsibility of closing the wide ratings gap between **WWWI** and market/format leader **WTQR**, **Moore** told **R&R**, "We're no longer known as '195'; it's now '3WI, The New Choice In Country.' Since we're at 94.5 MHz, the old slogan was very misleading. We've got to overcome our identity problem, as our listenership is much better than the recall we've been getting in the ratings so far."

Regarding **Lane**, who joined **WWWI** with **Moore** last February from **WGLD**, he added, "Susan's been in this market for seven years. She's charming, classy, smart, and has everything it takes to be a good **GSM**."



B.J. Hunter

Hunter OM At KOOL-AM & FM

B.J. Hunter, recently-named Corporate Director of Programming for **Constant Communications**, has been appointed Operations Manager at **KOOL-AM & FM/Phoenix**. He will oversee programming, marketing, and promotion for the **A/C-Oldies** combo.

Station Manager **Tom Chauncey II** told **R&R**, "This is an evolutionary step for us. **B.J.'s** experience and his highly deserved reputation for community involvement, as well as his input to the on-air sound, will be positive additions."

Hunter commented, "The **Chauncey** family is so ingrained in **Phoenix**, and there is a fantastic commitment from **Tom Chauncey II** to make both stations big winners."

"There are three other stations, **KKFR**, **KKLT**, and **KLZI**, aiming their guns at us. Money will not decide who is the ultimate winner; it will be the quality of people at each operation, and I think we have the best."

Both **AM PD Del Hull** and **FM PD Bob Polk** will report to **Hunter**, who previously programmed **WKTI/Milwaukee** and was morning personality at **KOPA/Phoenix**.

Cohen VP/GM, Baydush Station Mgr. At WHYW

Stu Cohen has been named **VP/GM** and **Paulette Baydush** is the new Station Manager of **WHYW (Y97)/Pittsburgh**. Both come to the **CHR** station from **Beautiful Music-formatted WFOG/Norfolk**, where **Cohen** was **VP/GM** for six years and **Baydush** held the **GSM, LSM, and AE** positions over a nine-year period.

Cohen told **R&R**, "After 11 years of **Easy Listening**, we're absolutely thrilled to be rocking; it's a lot more fun. The **Benns** family members, who were running the station, elected to do other things and

NEW FORMAT PENDING

Raposa PD At WICE

Beam Communications' newly-acquired **AM Country** outlet **WNGN/Providence** has switched call letters to **WICE** in preparation for its new format, which will be announced shortly. As part of the changes, local broadcaster **Jim Raposa** has been named **PD**.

Said principal/**GM Bruce Mittman**, "Jim grew up here and worked for several stations in this market. He's very creative, competent, and someone I feel very

HAWKINS VP/GM

KDIA Returns With Black/Urban Format

Facing an **FCC** mandate to return to the air, **Ragh, Inc.'s** reassumed **AM** property **KDIA/Oakland-San Francisco** switched back on with **Black/Urban** programming October 15, adopting the slogan, "The Boss Of The Bay Is Back To Stay." **KDIA** (then known as **News/Information-formatted KFYI**) went dark seven months ago after suffering financial difficulties during its four-month tenure under former owner **Powell Communications**. The station previously had broadcast **Black/Urban** music for 30 years.

As part of the rebirth, longtime station sales executive and former **KDIA GSM** **Ray Hawkins** has become the station's new **VP/GM**. **Barry Pope**, who earlier worked as **KDIA's** morning man, has returned to his original post. A **PD** and

news director are expected to be named shortly, as well as the rest of the staff.

Chuck Schwartz, President/**Radio Division** of parent **NEWSystems Group, Inc.**, said, "It's a shame that the station went through such tough times during the last year. We're trying to forget about it, distance ourselves from the past, and return in a credible way to serve the black community of the Bay Area. We've welcomed back a number of participating churches, some of which had been unceremoniously bumped off the station. This is more than a station changing format or coming back. There's a certain amount of the community that felt cheated, and we're trying to recapitalize on that good feeling, that 'a friend has returned.'"

COLLINS VP/GM

WNWS, WGBS Merge News/Talk Formats

Jefferson-Pilot completed its acquisition of **WNWS/Miami** from **Neil Rockoff** Wednesday (10/23), and at noon that day officially merged that station's **News/Talk** format with the similar programming from its own former **AM** in the market, **WGBS**. As part of the transaction, **WGBS** is converting to a Spanish format under the new ownership of **Mambisa Broadcasting**.

VP/GM of the restructured **WNWS** is former **WGBS VP/GM** **Dennis Collins**. Other upper management appointments include **GSM** **Steve Lappa** from

WNWS and **PD/OM** **Lee Fowler** of **WGBS**.

Former **WNWS PD** **Al Rantel** gives up that title, but continues to serve as 6-9am host. In fact, the **WNWS/See Page 6**

Mann Media Sets Daily As COO

Dennis Daily has been appointed Chief Operating Officer for **Mann Media**, overseeing the day-to-day activities for **WGLD & WCOG/High Point-Winston-Salem-Greensboro** and **WKIX & WYYD/Raleigh-Durham-Chapel Hill**.

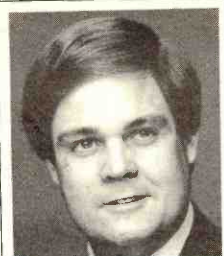
Company President **Bernie Mann** noted, "The selection of **Dennis** is the culmination of an extensive search for a top management person to help run our current holdings, as well as play a major role in our longterm growth. With **Dennis's** appointment, I plan to be able to **DAILY/See Page 4**

Loews To Buy 25% Interest In CBS

Acting to prevent future takeover attempts, **CBS** has reached an agreement with **Loews Corp.** for **Loews** to acquire up to 25% of **CBS's** stock. This move is structured to keep a majority of **CBS** stock in "friendly" hands, thus thwarting attempts similar to the unsuccessful maneuver attempted by **Turner Broadcasting** earlier this year. With the recent repurchase by **CBS** of 25% of its own stock, at least half of the company's shares are virtually untouchable.

In exchange for increasing **Loews** holdings in **CBS**, **Loews Chairman/Chief Executive Laurence Tisch** will be elected to the **CBS** Board November 13. **Loews** presently holds 11.3% of **CBS's** stock.

CBS Chairman/CEO Thomas Ly-
LOEWS/See Page 4



Mike Nauman

Nauman New WBYU VP/GM

KKNG/Oklahoma City VP/GM **Mike Nauman** has transferred to the **VP/GM** chair at **Swanson Broadcasting's** co-owned **Easy Listening** outlet **WBYU/New Orleans**. He succeeds **Richard Lamb**, who left the station last month.

Swanson Exec. VP/COO Dan DiLoreto remarked, "Mike came forward and asked to be considered for the **New Orleans** opening. It was an easy decision, as he has done an outstanding job in **Oklahoma City**. His knowledge of **Easy Listening** and the **New Orleans** market made him a natural for **WBYU**."

An 11-year company veteran, **Nauman** worked as an **Account Executive** at **WBYU** between 1976-79 before moving to **KKNG**, where after three years as **GSM** he became **VP/GM**. He commented, "My goal is to help **WBYU** achieve its potential, which I see as extremely high, as we're the only **Easy Listening** station in the market. **WBYU** is well thought of in the community, and we plan to take advantage of our long history here."

Holiday New WLTI PD



Pat Holiday

Longtime **Detroit** radio veteran **Pat Holiday** has been named **PD**/morning personality at **Keymarket's** forthcoming acquisition **WLTI/Detroit**. He leaves cross-town **A/C** competitor **WNIC**, where he was covering middays.

Holiday joins **WLTI** from cross-town **A/C** competitor **WNIC**, where he had served the last year as midday man. Before that he was with **CKLW** for 15 years, the first ten as a personality and the last five as **VP/Programming**.

Holiday told **R&R**, "As a **Trans-Star** Format 41 station, mornings is the only daypart we do live. **Detroit** is a very competitive **A/C** market and the level of professionalism is incredible. I don't think this station **HOLIDAY/See Page 4**

KFBK Boosts Williams To PD

KFBK/Sacramento morning personality Dave Williams has been promoted to PD, while continuing to anchor the News/Talk outlet's morning news block. Williams, a former KRTH/Los Angeles PD, takes over the slot vacated when Norm Woodruff left KFBK to join "Trendformation" KXLR/San Francisco.

Williams said Woodruff's duties have been divided between himself

and newly-appointed News Director Tyler Cox. Williams predicted the new team will make KFBK "the major powerhouse News and Talk station on the West Coast." The McClatchy Broadcasting station recently won a major victory when its only direct competitor, KGNR/Sacramento, dropped News/Talk.

Commenting on the promotion of Williams plus the hiring of meteorologist Harry Stockman and the addition of ABC's Paul Harvey, KFBK Director/Broadcasting

Paul Aaron said, "These changes will enhance KFBK's position as the news leader of the Sacramento market. KFBK can only continue to grow and improve."

Raposa

Continued from Page 3

"We've got to make some money with this station, and one way to do that is by making the station more visible and promotion-oriented than it has been."

WICE is Raposa's first programming position. He most recently worked on-air and in production for WMEX & WMJX/Boston. Before that he ran his own freelance commercial production company, and earlier worked at Providence stations WSNE, WHJJ, and WPRO-AM & FM.

Also coming aboard at WICE is new Local Sales Manager Glenn Lucas, former Senior Account Executive at WCGY/Boston.

Daily

Continued from Page 3

devote a substantial amount of time to longterm planning for the growth, development and further expansion of our company."

Daily comes to Mann Media after four years as VP/Marketing & Product Development for the Seven-Up Company. Previously, Daily was President of Warner Jenkinson Flavors. "The Triad is recognized as a premier place to live," he said, "and it's my lifelong dream to work for a quality business in such an outstanding environment."

Loews

Continued from Page 3

man lauded Tisch, saying, "He has a well-deserved reputation as a successful longterm investor in publicly-held companies, and we welcome him to the CBS board."

Tisch commented that this investment "reflects my confidence in the management of CBS and the company's ability to enhance its leadership in the broadcasting, recording, and publishing industries."

The agreement was announced last Wednesday (10-16) following the close of the New York Stock Exchange. CBS stock closed up that day at \$117.50, but had dropped \$2.375 to \$115.125 by Tuesday (10-22).

Holiday

Continued from Page 3

was pushed to its potential. I'm hoping to do that now and see how high we can go."

NEWS IN BRIEF



Harvey Rose



Susan Foster



Allen Gantman

- **BOB McNEILL** is the new Station Manager at WRVA/Richmond. Most recently, McNeill was Operations Manager for WMZO-AM & FM/Washington.
- **HARVEY ROSE** becomes VP/Sales & Marketing for Gramvision. He previously was Director/Sales Administration for PolyGram Records.
- **TIM MARANVILLE** joins KMZQ/Las Vegas as Program Director. He brings the Olympic A/C station programming experience from KROD & KLAQE/Paso, KMGX/Tucson, and KWSS/San Jose.
- **ALLEN GANTMAN** is a new Account Executive with Eastman Radio. He has been a GSM for Los Angeles stations KROQ and KLAC, as well as at WVCG & WYOR/Coral Gables-Miami, WHND & WMJC/Detroit, and WAKY & WVEZ/Louisville.
- **SUSAN FOSTER** was appointed Local Sales Manager at KUTR & KLTQ/Salt Lake City. A seven-year radio sales executive, Foster was previously Sales Manager at cross-town KSPQ.
- **BRIAN KRYSZ** is named Program Director at WJXQ/Jackson-Lansing, joining from the PD post at WVBS/Wilmington, NC.
- **TONI MILLER** becomes National Sales Manager at WINZ-AM & FM/Miami. She comes to WINZ from KRBE-AM & FM/Houston, where she was an Account Executive.
- **JIM ASKER** has been appointed Program Director at WRNL/Richmond. He is the former PD at Buckley Broadcasting's WSEN-AM & FM/Syracuse.

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Asher

Continued from Page 1

record business will enable him to firmly establish PolyGram as one of America's most prominent record companies."

Asher commented, "In meeting the challenges that come with the great responsibility I am assuming, I will be greatly aided by the knowledge and friendships I have made over the years at Warner, CBS, and in private practice."

Asher had been Deputy President/COO of CBS/Records Group from 1979-83, as well as President of the CBS Records Division for the last two of those years. After leaving CBS, he became a partner in the law firm of Arrow, Edelstein, Gross & Asher; he joined WCI in November 1984. Earlier in his career, Asher held various CBS Records International posts at home and abroad.

Hensler, who had been President of PolyGram's U.S. arm for four years, was praised by Timmer, who said, "Guenther, his management and staff are to be commended for achieving splendid results after a prolonged period of adversity. The profitability of the company has now been assured based on the development of our artist roster and a strong, streamlined operation."

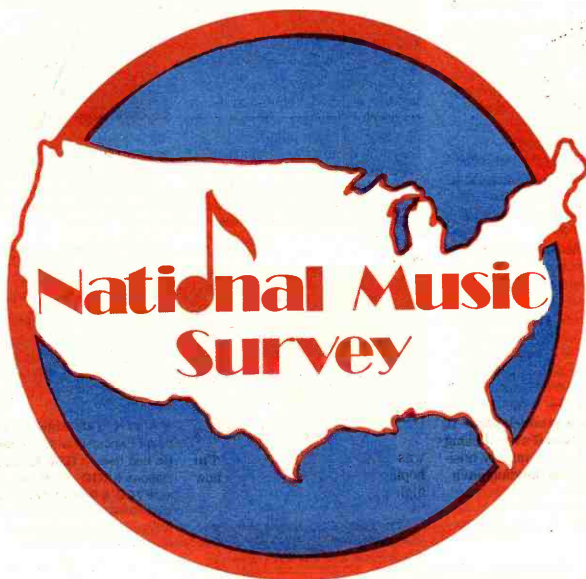
In addition to his duties as chief of PolyGram's classical division, a position he had held before assuming the U.S. presidency, Hensler will be responsible for unspecified "new developments in the area of audiovisual entertainment." He reports to Asher.

BLAIR RADIO/BLAIR RAR
 FROM THE DESK OF JIM HILLIARD

1985 STRATEGIC PLANNER

MARCH	APRIL
✓ RECRUIT CHARLIE COLOMBO FOR BLAIR RADIO. BARBARA CROOKS FOR BLAIR RADIO REPRESENTATION DIVISION.	✓ BLAIR RADIO TO SIGN WOHQ, WWW, WJ, TOLEDO/ WGNM, WAMX, HUNTINGTON, W. VA. / KROQ-FM, LOS ANGELES.
✓ EXPAND RAR'S NY SALES. ADD: STEVE APPEL, CARYN JACOBY.	✓ BOB LION, GM, BRN
✓ BRING TOM TURNER BACK.	✓ MARIKASHISHI, AE, NY
MAY	JUNE
✓ SCOTT LABARE, VP/GM, BLAIR RADIO, NY	✓ SUE HAGY, HOUSTON MGR.
✓ KAREN WALD, WEST COAST DIV. VENDOR SALES MGR.	✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
✓ FRANK KELLY STARTS SPORTS & SPEC. SLS.	✓ RAR ADDS K> (GM) SEATTLE.
✓ RADIO TO SIGN WABY/WWW, ALBANY.	✓ GROUP W SIGNS FOR VENDOR SALES PROGRAM.
✓ TO BLAIR RADIO, NY: AE'S ROSEMARY ZIMMERMAN & EISE RUNDALL	✓ IMPLEMENT MARKETRON SYSTEM.
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✓ GREG D'ALBA, NY SALES, BLAIR RADIO.	✓ B2Z BRN TOLL-FREE HOTLINE: 1-800-2424-BRN
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✓ ROBB KNIGHT, AE, SAN FRANCISCO.	✓ FOR SEPT. PLAN NRBA MEETINGS & RECEPTION. 9/13.

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MUTUAL RADIO NETWORK 

Holland Days For Atlantic

WNWS

Continued from Page 3
 tire WNWS talk lineup remains intact through 6pm, with Shirley Peters and Steve Kane. Then WGBS hosts Alan Burke and Bev Smith take over, followed at midnight by WNWS's Gerry Wichner.

Hosts who were not kept on include WNWS's Bobby Groves and WGBS's Dave Gold and Alan Beshany. Another WNWS personality, Tom Leykis, left recently to join KFYI/Phoenix.

Fowler acknowledged that the new station more closely resembles the former WNWS, with an emphasis on open phones, few guests, and issue-oriented conversation. "We have tremendously strengthened the evenings," Fowler commented. "Burke and Kane will give the best one-two punch in the whole Southeast."

Fowler added, "During the whole merger process, Jefferson-Pilot has been very, very sensitive to the needs of the people that wouldn't make the cut," making extensive efforts to help them find other jobs.

A prime advantage of the merger for Jefferson-Pilot is WNWS's vastly superior signal over Broward County, where WGBS had virtually no penetration. The new station is housed in state-of-the-art studios constructed by Jefferson-Pilot when it converted WGBS to News/Talk four years ago.

Fowler said Jefferson-Pilot anticipates market shares "in the teens" when it combines the merged shares of WGBS and WNWS with its successful Easy Listening outlet WLYF.

Hirsch

Continued from Page 1

man/President/CEO, told R&R that his wife Phyllis has been named VP and will assume an active role in the corporation. "The separation with Malrite was totally amicable. I'm a friend of the company, and plan to remain a shareholder. I want to address myself to the future now, and fully exploit my talents and desires.

"Bob Griffith will continue as GM for KJOI. I have a number of ideas to share with him, but there's no question that KJOI will be an Easy Listening station.

"Our plans are to grow the company into a major player in the broadcast business. We expect that we will be a group broadcaster. It's part of the American dream, to do it 'my way.'"

Until Regency establishes its L.A. offices, the new company can be reached in Cleveland at (216) 459-9616.



Atlantic Records has signed Chicago-based group Holland to the label. Their debut LP, "Little Monsters," was released recently. Shown (rear, l-r) are Holland's Mike Balto, engineer Duane Baron, producer Tom Werman, Tom Holland, manager Robert Brigham; (front, l-r) Holland's Joey Cetner and Brad Rohrsen, and Atlantic Sr. VP Paul Cooper.

Parachute Club Lands In New York



The Parachute Club started their American tour at the Ritz in New York. Partying backstage (rear, l-r) are RCA VP John Ford, RCA's Jerry Young, PC's Billy Bryans; (front, l-r) PC members Margo Davidson, Laurie Conger, Lorraine Segato, Julie Masi, Keir Brownstone, and Dave Grey.

SUPER WEEKENDS

SPECIAL NEWS!

1985
COUNTRY SIX PACK

4 Thanksgiving
 The Country Love Song



Bryan Adams December 14-15
 Pat Benatar December 21-22

2-3 Mr. Mister

9-10 David Foster

16-17 The Hooters

23-24 OMD

30-1 Olivia Newton-John



2-3 Peter Nero

9-10 Mel Torme

16-17 Patti Page

23-24 Lawrence Welk

30-1 Al Hirt



New York
 Washington, D.C.
 Chicago
 Detroit
 Dallas
 Los Angeles
 London



NEWS

Houston Gives Good Music



Radio & record friends met backstage to congratulate Whitney Houston (seated) on one of her debut performances. Pictured (l-r) are Arista VP Tony Anderson, WQCM/Hagerstown PD Will Kaufman, WOL/Washington's Vida Smith, Arista's Jeff Backer, WAVA/Washington's Patty Steele, Q107/Washington MD Mary Taten, B104/Baltimore PD Steve Kingston, K106/Baltimore PD Ralph Wimmer, B104 MD Amy Kronthal, K106 MD Tim Watts, Arista's Ken Reynolds, and Q107's Sandy Weaver.

America Does It Live



Capitol's America celebrated the release of their live LP after a recent show. Meeting backstage (l-r) were Capitol VP Joe Mansfield, the label's Susan Epstein, America's Dewey Bunnell, Capitol's Judi Kerr, Gerry Buckley of the band, and Capitol Int'l VP Kick Van Hengel.

B/A/M/D

Continued from Page 1

Logan joined last January after programming pioneer Superstars II upper-demo AOR KFOG/San Francisco. He had previously been PD at WLAV/Grand Rapids, and also worked at WLUP/Chicago.

President Dwight Douglas told R&R, "It's a vote of confidence in what Dave's been able to achieve in the short time he's been here. He'll also be the Chairman of our annual Superstars client meetings. Bob's keen perspective in CHR and A/C has helped us achieve a 50/50 balance of clients between AORs and stations in other formats."

Douglas also disclosed that former Gulf National PD Dave McNamee will not be joining the company, as previously announced.

Elliot told R&R, "I've already been a VP of the Adult Radio division, and this promotion to VP of the company as a whole is a further indication of Dwight and (Chairman) Kent (Burkhart)'s trust and confidence in my skills."

Logan commented, "It's great being a part of the most prestigious consulting firm in America."

Scott

Continued from Page 1

PD for the last two victory books." Holland added that KGON will be consulted by George Harris, who replaces Frank Felix.

Johnson, a 17-year Portland broadcaster, was MD at KGW, then was part of KGON's original staff in 1974. He moved to sister AM KYXI (now KSGO) in 1979 as Director Of Broadcasts, and became its PD when it switched to Gold in September '84.

Johnson commented, "I've had a lot of operational responsibilities while I've been programming, so it'll be a natural transition."

Bolger started in radio in 1973 and served at WIBA-FM/Madison PD, sold for WAUK/Waukesha, WI and WFMR/Milwaukee (now WMGF), and joined KGON in July '84.

He commented, "We've been cleaning up our image and repositioning as a mass-appeal station that happens to play rock 'n' roll music."

SEPTEMBER 1985

2-3
The Oak Ridge Boys

9-10
Gail Davies

16-17
Waylon Jennings

23-24
Mickey Gilley

30-1
The Judds

**THE WEEKLY
COUNTRY MUSIC
COUNTDOWN**

New York
Washington, D.C.
Chicago
Detroit
Dallas
Los Angeles
London

UNITED
STATIONS
NETWORK
USP

2-3
The Turtles

9-10
Sonny & Cher

16-17
Olivia Newton-John

23-24
Billy Joel

30-1
John Denver

DICK CLARK'S
Rock Roll & Remember




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Delivering the 18-24's and holding on to the 25+


audience! In New York, Indianapolis, Baltimore, Dallas and Denver,
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just a few of the cities where  is rattling the airwaves!

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Jimmy Page, Judas Priest and a host of other rockers,  is a

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ask the PD's at the 100 stations that play  to rave reviews and

ratings! They'll tell you that  is blasting out the competition at

stations across the country! **WNEW KMET WLUP KTXQ**

WIYY WFBQ KBPI KDKB WQFM WRNO.

For further information contact MJI Affiliates (212) 245-5010.



Star Broadcasting Buys WTMR For \$2.2 Million

WTMR/CAMDEN, NJ
 PRICE: \$2.2 million
 BUYER: Star Broadcasting, which also owns WSSR/Washington, NJ.
 SELLER: Roberts Broadcasting Group, Inc.
 DIAL POSITION: 800 kHz
 POWER: 5 kw daytimer
 FORMAT: Religious
 BROKER: Kozacko-Horton Co.

KTRM-KZZB/BEAUMONT, TX
 PRICE: \$1,550,000, including a \$100,000 noncompete agreement over five years with no interest.
 BUYER: Jerry Condra
 SELLER: Dorothy Bridgeman
 DIAL POSITION: 990 kHz; 95.1 mHz
 POWER: 1 kw; 100 kw at 500 feet
 FORMAT: Country; CHR
 BROKER: John Mitchell & Associates

WJPD-AM & FM/ISHPEMING-MARQUETTE, MI
 PRICE: \$1 million
 BUYER: Favor Communications
 SELLER: The Halker Group
 DIAL POSITION: 1400 kHz; 92.3 mHz
 POWER: 1 kw; 100 kw at 470 feet
 FORMAT: Country
 BROKER: Chapman Associates

WFBM/NOBLESVILLE, IN
 PRICE: \$780,000
 BUYER: Preteen Radio of Indiana, which also owns WEXI/Jacksonville, FL.
 SELLER: Broadcast Communications, Inc., headed by Jim Mathis.
 DIAL POSITION: 1100 kHz
 POWER: 1 kw daytimer
 FORMAT: Big Band

WZZT-FM/JOHNSTOWN, OH
 PRICE: \$750,000
 BUYER: Cable Entertainment
 SELLER: Kramer Communications
 DIAL POSITION: 103.1 mHz
 POWER: 3 kw at 300 feet
 FORMAT: B/U
 BROKER: Chapman Associates

WRIN & WLQI/RENSELLAER-WINIMAC, IN
 PRICE: \$600,000
 BUYER: Brothers Broadcasting of Indiana, headed by Dr. Jim Balvich and John Balvich. John Balvich is a sales executive with WSAL/Logansport, IN.
 SELLER: Jasper County Broadcasting and North Star Communications.
 DIAL POSITION: 1560 kHz; 97.7 mHz
 POWER: 1 kw days; 3 kw at 300 feet
 FORMAT: N/T; A/C
 BROKER: Chapman Associates

WMMW/MERIDEN, CT
 PRICE: \$585,000
 BUYER: Jack Lazare
 SELLER: Sound Media
 DIAL POSITION: 1470 kHz
 POWER: 2.5 kw
 FORMAT: A/C
 BROKER: New England Media

WMPZ-FM/SOPERTON, GA
 PRICE: \$580,320
 BUYER: Treutlen Broadcasting Co., which also owns WGML/Hinesville, GA.
 SELLER: Terry Meeks
 DIAL POSITION: 101.7 mHz
 POWER: 3 kw at 300 feet
 FORMAT: CHR

KBST/BIG SPRING, TX
 PRICE: \$525,000
 BUYER: David Wrinkle, GM of KBST.
 SELLER: The Snider Corporation
 DIAL POSITION: 1490 kHz
 POWER: 1 kw days/250 watts nights
 FORMAT: A/C

WFFV/FRONT ROYAL, VA
 PRICE: \$450,000
 BUYER: SRO/Nova, Inc., headed by Bill Stabler (and not affiliated with Sterling Recreation Organization). The new call letters for WFFV are expected to be WFOX.
 SELLER: J.R. Partnership, headed by Jim Wilson.
 DIAL POSITION: 99.3 mHz
 POWER: 3 kw at 500 feet
 FORMAT: AOR
 BROKER: Holt Corporation

Bradley Speaks Out



L.A. Mayor Tom Bradley recently became the first elected official to oppose record ratings. Pictured at the press conference are (l-r) MCA Records President Irving Azoff, Power Station's Michael Des Barres, Front Line Management's Mike Rosenfeld, artist Kim Carnes, Tri-Star Pictures VP Tim Sexton, Geffen VP Gary Gersh, Gold Mountain President and Musical Majority founder Danny Goldberg, and Bradley.

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and
KSJQ-FM
 Manteca, California
from

JONSSON COMMUNICATIONS CORPORATION
for
\$11,000,000

Our Associate Elliot Evers initiated the transaction,
 assisted in negotiations and aided
 Commonwealth in obtaining financing.

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Harry Up For Geffen Deal



Deborah Harry has signed with Geffen for North America, with a track on the "Krush Groove" soundtrack, "Feel The Spin," her first release. Pictured (l-r) are attorney/manager Stanley Arkin, Geffen President Ed Rosenblatt, Harry, and Geffen's John David Kalodner.

CONSTITUTIONALITY CHALLENGED

RTNDA, CBS Train Legal Guns On Fairness Doctrine

Joined by ten other media organizations, the Radio-Television News Directors Association (RTNDA) and CBS this week (10/22) notified the U.S. Court of Appeals that they will appeal the FCC's August report that condemned the Fairness Doctrine but left it in place. Despite its open contempt for the policy, the Commission doesn't believe it has the legal authority to revoke it without an act of Congress.

"RTNDA believes the Fairness Doctrine is a violation of the First Amendment, and the FCC said as much in its report," said RTNDA President John Spain, News Director of WBRZ-TV/Baton Rouge. "The FCC erred in not following the logic of its own findings about the chilling effects of the doctrine and the increasing diversity of the media in the marketplace of ideas."

RTNDA Executive VP Ernie Schultz said a key decision was the choice to appeal the FCC report, rather than waiting for a good test case of a station penalized for a Fairness Doctrine violation. Schultz explained, "We felt that with this Commission we're not going to get the right court case."

Schultz continued, "We're saying it doesn't work, it's unconstitutional, and it disserves the broadcast industry and the public." RTNDA will ask the court to throw out the doctrine entirely, he said, although the final result could be the invalidation of only some portions, or a remand of the report

back to the FCC for further study. **Will FCC Defend Itself?**

A key question as yet unanswered is whether the Commission will defend its report. Federal agencies customarily defend their actions, but in this case the FCC is in the peculiar position of agreeing with its attackers. It's certain, however, that numerous public interest groups will rally around the Fairness Doctrine.

Also open to question is how Congress will respond. The strong support for the Fairness Doctrine in Congress by leaders such as House Commerce Committee Chairman John Dingell (D-MI) is the main reason the FCC feared to act on its own.

But even if Congress reacted to the suit by more clearly writing the doctrine into law, RTNDA's Schultz noted that the media groups aren't challenging the policy based on the murkiness of its statutory underpinnings, but on its alleged unconstitutionality and strong records developed by the

FCC, as well as in Senate hearings last year, that the doctrine chills, rather than promotes, coverage of controversial issues.

CBS will reportedly assume a major share of the costs associated with the suit. Others joining CBS and RTNDA in the action are NAB, NRBA, Gannett, Gaylord Broadcasting, Meredith Corp., Multimedia, Post-Newsweek Stations, Tribune Broadcasting, Freedom of Expression Foundation, and the Society of Professional Journalists (Sigma Delta Chi).



WASHINGTON WIVES — While some Congressional wives are battling sexually explicit music lyrics, others are devoting their attention to the fight against alcohol and drug abuse. NAB is producing antidrug radio and TV PSAs featuring 27 wives, for distribution in their husbands' states or districts. Facing the camera above is Rosemary Tribble, wife of Sen. Paul Tribble (R-VA). NAB plans to distribute a national PSA to all stations featuring Joyce Nalepka, head of the National Federation of Parents for Drug-Free Youth.

VINDICATION COSTS \$30,000

Supreme Court Ends WMRC's Talk Show Libel Ordeal

After spending a decade in court and up to \$30,000 in legal fees, WMRC/Milford, MA has finally cleared itself of a \$15,000 libel judgement brought after an anonymous caller to a talk show on the station defamed a local political candidate.

The end of the lengthy legal ordeal finally came earlier this month when the U.S. Supreme Court refused to hear the case. In doing so, the court let stand a lower

court ruling setting aside the guilty verdict against WMRC and host Joseph Hyder.

Even though the station was vindicated in the end, the prolonged struggle cost former station owner Ruth Shane between \$25,000 and \$30,000 — twice the amount of the judgment — before her insurance company began picking up expenses. Shane sold the station in 1983, four years after the death of her husband and co-owner.

Anonymous Caller Raises Criminal Allegation

The call-in question was made during a May 6, 1975 talk show featuring all the candidates in a selectman's contest, except for Nicholas Pacella, who was work-

ing at his job as a school teacher. An anonymous female caller asked for comment on a rumor that Pacella had taken lumber from a construction site. Pacella had never been charged with any such crime, and there was no reason to suppose that he had, Hyder said.

Before cutting off the call, Hyder said he told the woman she should call Pacella himself to discuss her allegation.

Delayed Vs. Live Talk Shows

In his lawsuit, Pacella argued that Hyder should have used a seven-second delay to cut off the libelous remarks before they were ever aired to the public. Hyder countered that while the woman's statements were unfortunate, he should not be held responsible for her actions.

In the suit, Pacella had to prove that Hyder, with "forethought and malice," neglected to cut off the call, a charge Hyder called "just ridiculous." A jury at Worcester (MA) Superior Court awarded Pacella \$15,000, but that decision was promptly overturned by an appellate court. The Massachusetts Supreme Judicial Court ruled 2-2, with one abstention, to uphold that ruling. And the U.S. Supreme Court ended the matter once and for all earlier this month by refusing to hear the case.

Both Sides Suffer

The plaintiff, Pacella, told R&R the entire experience has left him bitter. "He (Hyder) really hurt my name, the family name," Pacella commented. His family spent up to \$20,000 pursuing the case, he added. "It was a tremendous sacrifice. We decided as a group to go forward."

NEWS BRIEFS

Fowler Aids: Broadcast Obscenity Rare

"As a general matter, there has not been a problem of obscene programming in broadcasting," FCC Chairman Mark Fowler's legal assistant told the Attorney General's Commission on Pornography last week in Los Angeles.

However, Thomas Herwitz noted that the Justice Department has the authority to prosecute stations for obscenity or indecency.

Regarding the current "porn rock" furor, Herwitz said, "Since we do not license recording companies, the FCC takes no position on this issue." But he suggested that furnishing lyric sheets to consumers, or at least to broadcasters, may be a partial solution.

In one case, he said the FCC cracked down on "the broadcast of a show which contained . . . 'titillating' and 'pandering' descriptions of oral sex . . ." This ruling followed an earlier Commission order that broadcasters are responsible for knowing the contents of records that their disc jockeys play, including, particularly, records

which "promote, or glorify the use of drugs."

New Hampshire PSAs Survive Deregulation

A survey of most of the radio stations in New Hampshire by that state's Ad Club found only one outlet that doesn't carry public service announcements (PSAs).

Despite radio deregulation in 1981, Ad Club VP Ed Brouder concluded, "New Hampshire broadcasters are obviously wise enough not to cut their ties with community involvement. Although radio stations may limit the type of announcements they use, there is no question that PSAs are still in plentiful supply."

The survey of 46 radio stations found that all but non-commercial WVO/Concord air PSAs. Most prefer local or regional material, while two take only local spots. Virtually all stations air live PSAs, preferably ten seconds in length, and 13 refused taped PSAs altogether. Of those who do accept tapes, 30 seconds is the favored length, although 19 New Hampshire stations will air 60 second PSAs as well.

Other Key Developments:

- The Senate Rules Committee has scheduled action next week (10/29) on a resolution that would open the Senate chamber to radio and television coverage.



NATIONAL PARTNERSHIP — Attorney General Ed Meese (left) greets NAB President Eddie Fritts and his wife, Martha Dale Fritts, at the kickoff dinner for the Justice Department's National Partnership To Prevent Alcohol and Drug Abuse. Fritts is a trustee of the project, and NAB has been actively involved for over a year in the planning of the joint government-private sector initiative.

WESTWOOD ONE PRESENTS

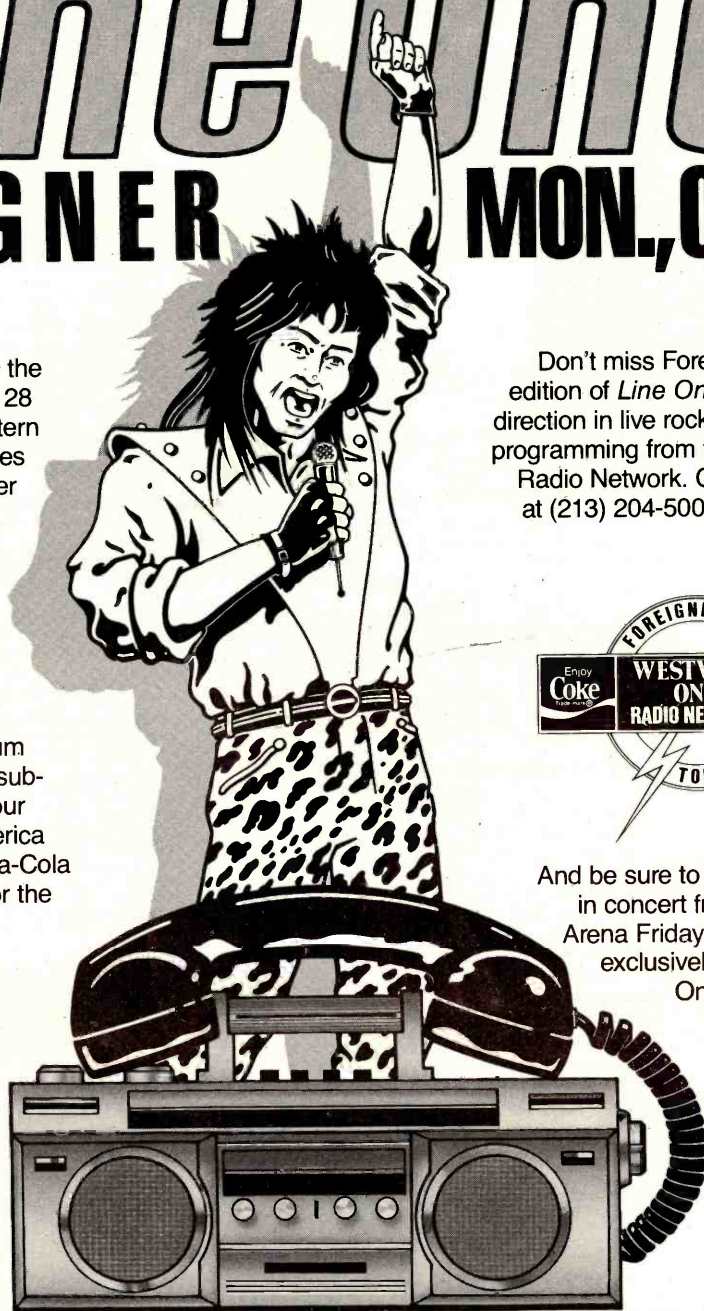
Line One

FOREIGNER MON., OCT. 28

Be sure to pick up *Line One* the evening of Monday, October 28 at 8 p.m. Pacific/11 p.m. Eastern as host Sky Daniels welcomes special guest group Foreigner to Westwood One's Los Angeles studios.

You'll hear Foreigner's members fielding questions from callers throughout the country who want to know about the writing and recording of the multi-platinum *Agent Provocateur* LP, the subsequent mammoth World Tour (co-sponsored in North America by Westwood One and Coca-Cola USA), and what's on deck for the band's future.

You'll also hear Foreigner's hottest tracks, including *exclusive* live versions as recorded by Westwood One's mobile studios!



Don't miss Foreigner on the fourth edition of *Line One*, the exciting new direction in live rock 'n' roll radio call-in programming from the Westwood One Radio Network. Call Westwood One at (213) 204-5000 or Telex 4996015 WWONE.



And be sure to catch Foreigner live in concert from Dallas' Reunion Arena Friday night, November 8, exclusively via the Westwood One Satellite Network!

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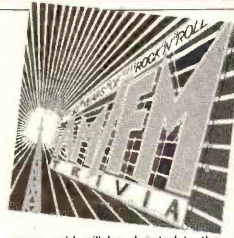
Room To Room Video



Send the videotape in your den over to the TV in your bedroom with the "Videolink" remote switcher. This handy little gizmo allows you to send the sound and image from your VCR, videodisc player or cable decoder to any TV set in your house. You can even tune in one TV to see what the kids are watching on the other.

The "MRTV 106" is FCC-certified and UL-listed. Its companion, the "MRTV 106WR" remote control unit, works by a single pushbutton. Both are available from the Hanover, PA-based "Synchronics" catalog for \$159 and \$69, respectively.

"AM/FM" Rock Trivia Game Aids Missing Children



Featuring more than 2100 questions in six categories, the "AM/FM" trivia game spans 30 years of rock 'n' roll trivia. The game comes in three volumes — for a total of more than 6300 questions — and is playable on any color-coded trivia board game. Each volume retails for \$9.95.

Perhaps more important, one-tenth of the retail price of every

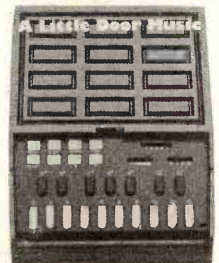
game sold will be donated to the **National Center for Missing and Exploited Children**, a federally-funded, nonprofit organization responsible for putting pictures of missing children on milk cartons, etc.

To order the "AM/FM" rock trivia game, call (800) 824-7888 (Operator #965) or contact the game's manufacturer, **Poly Concepts Corp.**, at (804) 272-0677.

A Little Door Music

For the man or woman who has everything, we suggest what can only be described as the world's "ultimate doorbell." The "Door Tune Computer" can be programmed to play one of 17 changing tunes each time your doorbell is pushed. Or you can compose your own musical greeting on the gizmo's one-and-a-half-octave keyboard!

If you're not particularly gifted musically, you may want to choose from the 100 tunes available in the



"Door Tune Composer" songbook. Among the 22 preprogrammed tunes are such perennial favorites as "Dixie," "Beethoven's Fifth" and the "Notre Dame Fight Song, not to mention such theme party-perfect selections as "Auld Lang Syne" (New Year's Eve), "Jingle Bells" (Christmas) and "La Cucaracha" (anytime you feel like a fiesta).

Along with the 17 floating programmed tunes, the "Door Tune Composer" features four rotating Christmas tunes and a special song for those who wish to wire the unit to their back door. It's available for \$49 from Canoga Park, CA-based **DAK Industries, Inc.**

Science Radio Journalism Awards Deadline Approaches

The **American Association for the Advancement of Science**, under a grant from the **Westinghouse Educational Foundation**, is offering a \$1000 prize in recognition of "out-

standing reporting on the sciences and their engineering and technological applications (excluding medicine) on radio." Entries must have been broadcast within the United States on local, national, commercial, or public radio between January and December 1985.

Entries shall be judged on the basis of initiative, originality, scientific accuracy, clarity of interpretation, and value in promoting a better understanding of science by the public. Individual news stories, features, or series are eligible, regardless of length. Submissions must be scripted material; interviews are not eligible.

Entries must consist of a completed entry blank, a copy of the script, and a cassette of the broadcast. The awards will be presented at a **National Association of Science Writers'** dinner during its annual meeting in Philadelphia next May. To enter, contact the AAAS: 1333 H St., N.W., Washington, DC 20005.

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WESTWOOD ONE PRESENTS

SOUNDWAVE

In Concert



The Westwood One Radio Networks' acclaimed *In Concert* series proudly presents the inventive melodies and colorful imagery of the reunited British group Squeeze, airing the week of Monday, November 4 on Westwood One affiliates throughout North America.

It's an exclusive performance recorded by Westwood One's mobile studios at the Orpheum in Boston on the band's first U.S. tour since 1982, and features loud, hard and fast live versions of favorites from Squeeze's six studio albums, including the latest, *Così Fan Tutti Frutti*.

Critics and fans agree that main Squeeze writers Chris Difford and Glenn Tilbrook are the Lennon-McCartney of the '80s. So to make sure you and your listeners don't miss this exciting edition of *In Concert*, rock radio's favorite performance series, contact Westwood One now at (213) 204-5000 or Telex 4996015 WWONE.

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PRO:MOTIONS

Burkheimer And Preston Named At RCA

Don Burkheimer has been appointed to the International Operations staff of the worldwide RCA-Ariola International joint venture. Burkheimer joins the staff following a stint as Managing Director, RCA Records-UK, a position he's held since 1984. His background includes the post of Managing Director of RCA Records subsidiaries in the Netherlands, Belgium, and Germany, and Division VP/Marketing and International Talent Acquisition. Also joining the staff is John Preston, who has been appointed Managing Director of RCA Records-UK. Preston comes to the label from a similar position at Polydor-UK. He joined Polydor in 1983 as Marketing Director and was subsequently promoted to Deputy Managing Director, then to Managing Director. Preston's also a former GM of Decca Records-UK (now London Records).

Two Promoted At McGavren

Don Hall has been upped to Sales Manager for McGavren Guild Radio in Dallas. Hall has been an Account Executive for the company for four years. Tom Dolliff was promoted to Regional Manager; he had served as the company's Sales Manager for one year.

PROS ON THE LOOSE

Bob Canada — PD WNVZ/Norfolk (804) 583-5511
 Mark Herzog — Mornings U102/Knoxville (615) 442-5350
 Keith Isley — PD I95/Miami (305) 432-5281
 Uncle Johnny — Nights WZOU/Boston (617) 738-1563
 Chris Montgomery — Production Director WZOU/Boston (617) 262-5817
 Mike Morin — Mornings WZOU/Boston (617) 897-8977
 Barney Pip — Nights At Some Of America's Best Stations (317) 872-7348
 J.J. Shannon — Nights WNFJ/Daytona Beach, FL (305) 721-0582
 Alex Stone — Nights WHTT/Boston (617) 449-6086
 "Easy" Randy Street — Nights KKBC-FM/Houston (713) 668-9332
 John Thomas — Production/Producer Lohman & Barkley KFI & KOST/Los Angeles (213) 827-2668
 Tom Van Hart — MIDDAYS U102/Knoxville (615) 522-0741

Reynolds' Relations Formed



Kenneth Reynolds

Kenneth Reynolds, former Director of R&B Product Management at Arista Records, has announced the formation of Reynolds' Relations, a management consultant and PR firm. The new company can be reached at: 242 West 121st Street, New York, NY 10027; (212) 662-4442.

Koontz Upped To MCA Director



Susan Koontz

Susan Koontz has been promoted to the position of Director/Publicity and Artist Development for MCA Records. Prior to this appointment, Koontz served for over six years as Manager/Publicity and Artist Development for the label.

Piras' KSLM/KSKD SM

KSLM-KSKD/Salem has named Brad Piras Sales Manager for both stations. Piras' background includes WVTW-TV/Milwaukee, station management and sales experience in Portland and Burns, OR. Most recently Piras handled Advertising and Marketing for Portland Meadows.

Devine Directs MCA Artist Development



Tim Devine

Tim Devine has been named Director/Artist Development for MCA Records. Prior to taking on this newly-created post, he operated his own management firm and was the personal manager for Dream Syndicate and the American manager of Thin Lizzy, Gang Of Four, and Ultravox.

Hamlin National Director Of Sales Rhino

Kenny Hamlin has been named National Director/Sales for Rhino Records. Hamlin was formerly the Los Angeles Branch Manager for PolyGram Records.

F&A Acquires Judy Williams PR

Fisher & Associates has announced the acquisition of Judy Williams Public Relations, with Judy Williams serving as account supervisor for the company. Fisher & Associates can be contacted at 15300 Ventura Blvd., Suite 514, Sherman Oaks, CA 91403. (818) 788-8810.

CHRONICLE

Born To:

● WZPL/Indianapolis's Jonathan Doll and his wife Diana, son Brandon Christopher, September 27.

Married:

● KAFM/Dallas PD John Shomby to Gayle Blackburn, October 5.
 ● WWCT/Peoria MD Phil Manicki to Nancy Archibald, October 26.
 ● WIOT/Toledo MD Rick Van Gill to Cheryl Balnares.
 ● Consultant Alan Burns and ABC-TV News' Donna Ashman.

A&M Promotes Isaak



Wayne Isaak

Wayne Isaak has been promoted to National Director of Publicity for A&M Records. Isaak has been with the label since 1982 as West Coast Director. Prior to joining the company, he was with Waterhouse Records in Minneapolis.

Dill Director Qwest Writers Relations



Deborah Dill

Deborah Dill has been promoted to Director/Writers Relations for Qwest Records. Prior to joining the company Dill was Coordinator of Creative Services for MCA Music Publishing for four years. She has also held publishing stints at ABC Music, Infinity Music and Screen Gems.

Martin Directs Fidelipac Sales

Fidelipac Corporation has appointed Scott Martin as Sales Director. Most recently, Martin served as Radio District Sales Manager for the Harris Broadcast Group of Quincy, IL, having worked his way up from Program Automation Marketing Manager and Customer Service Specialist.

WBEN-AM & FM Taps Stahlka



Wendy Stahlka

Wendy Stahlka has been appointed Director/Marketing and Promotion for WBEN-AM & FM Buffalo. Stahlka, who has been with the station since 1979, joined the staff as Assistant Program Director and was promoted to Sales Promotion Director in 1983. Prior to coming to the station, she served as Account Executive for Stahlka/Falter Advertising in Buffalo.

Jungheim Adds Jazz Promotion

Independent producer Ralph Jungheim has added jazz record promotion to the services offered by his Ralph Jungheim Associates, Inc. Further information is available by contacting (213) 396-7848.

CHANGES

Bari Shand, appointed Account Executive at KLZI-FM/Phoenix.

Mary Beth Roberts, promoted from Administrative Assistant to the VP/Finance and Administration, to Professional Manager/Standard Catalogue for the Chappell/Inter-song Music Group-USA.

Kathy R. Clay-Little, formerly of the WOA/San Antonio sales team, joined 55 KTSA/San Antonio as Account Executive.

Bill Rosen, former air personality/Account Executive at WSUS-FM/Franklin, NJ, appointed Account Executive at WBLM/Portland.

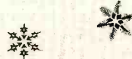
Alan Richie, formerly of KOKA/Shevport, moved cross-town to KTAL as the new Sales Manager.

"The 12 Hours Of Christmas"

The holiday favorite of hundreds of radio stations nationwide. Twelve full hours filled with festive features, kids, comedy and the greatest Christmas music of all time.

Reserve your market now. Please call: KRIS STEVENS ENTERPRISES AT (818) 981-8255

14241 Ventura Boulevard, Suite 204, Sherman Oaks, CA 91423



Entertainment: Coast to Coast

"BEST
ENTERTAINMENT
MAGAZINE
RADIO
PROGRAM—
1985"



Give your advertisers and listeners our best.
Call Mary Dillon in New York at (212) 975-7316
or Steve Epstein in Los Angeles at (213) 460-3547.

Produced by Kris Stevens Enterprises

CBS
RADIO
THE PROGRAMMING SERVICE
WITH THE CBS DIFFERENCE

THERE ARE AT LEAST **41*** REASONS NOT TO GO TO SATELLITE SOFT A/C:

Satellite soft A/C is inflexible. You gotta take what they send by air.

Evergreen COMES LIVE OR SYNDICATED. TWO VERSIONS!

Satellite soft A/C charges monthly fees and takes away your inventory.

Evergreen LETS YOU KEEP ALL YOUR REVENUE.

Satellite soft A/C is all oldies-based. You get no contemporary sounds of today.

Evergreen INCLUDES THE BEST OF TODAY'S MUSIC AND DOESN'T GET STALE.

Satellite soft A/C is a "background" format, even containing instrumental "covers."

Evergreen IS UNOBTRUSIVE, BRIGHT, TEMPO-CONTROLLED, MOOD REFLECTIVE, AND ALL ORIGINAL HIT VERSIONS OF THE BEST SONGS.

Evergreen  AMERICA'S
SOFT A/C

THE SOFT A/C RADIO FORMAT YOU'VE BEEN WAITING FOR. A BRAND NEW KIND OF RADIO FOR YOUR NEED TO DELIVER 35-44 NONROCK DEMOS AMONG THE OVERALL 32-49 YEAR OLD TARGET. CALL TODAY FOR MORE REASONS TO MAKE YOUR STATION EVER-GREEN.

*Drake
Chenault*

THE PROGRAMMING AND MARKETING STRATEGY TEAM

8399 Topanga Canyon Blvd., Canoga Park, California 91304 (818) 883-7400 1-800-423-5084

* Fourth in a Series.

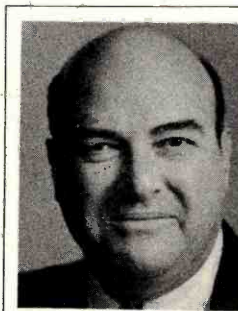


JHAN HIBER

RATINGS AND RESEARCH

An Introduction To CHIPS

By Allen Klein



Allen Klein, President of Media Research Graphics, Inc., has spent half of his career in broadcast and consumer research and the other half in broadcast sales. Media Research Graphics is based at 4615 Rubio Avenue, Encino, CA 91436; (818) 789-4000.

For the last six months a new research sales tool has been very quietly exposed to broadcasters in California and Arizona. It is called CHIPS (Consumer Household Intent to Purchase Survey), and the response has been extremely gratifying. Here are some common questions and answers about this technique.

What is CHIPS?

CHIPS is a door-opening, conversation-making sales tool. It works at all selling levels: local retail, client, or regional/national advertising agency. It's designed to allow broadcast salespeople to be articulate and creative when they call upon the advertiser. It allows salespeople to discuss with clients their customers, sales, and revenues. CHIPS supplies both buyer and seller with a review of potential sales trends, as well as profiles of the buyers and households

"CHIPS marries consumption demographics to a station's target audience demos without ever mentioning ratings."

which intend to make the purchase.

CHIPS allows for the construction of a bridge based on product consumption by age, income, household type, and purchase type back to your station's sell-

ing strengths. CHIPS also permits planners and national advertisers to look at consumption differences by census regions and market population density.

How is data collected?

Through the use of the Market Facts, Inc. consumer panels, data is collected on a quarterly basis nationwide. Families are asked about products or services they intend to purchase in the next 12 months. A 65%-70% response rate is normal. This offers sizable respondent bases to profile buyers and product trends.

How often is CHIPS produced?

The CHIPS report is issued annually and shows quarterly trends dating back to April 1983. Yearly averages are also reported. Consumer intention profiles

by age, income, purchase type, and household type are combined from the most recent three or four quarters of interviewing to enhance the stability of the profile data.

What other elements are presented?

"CHIPS is designed to allow broadcast salespeople to be articulate and creative when they call upon the advertiser."

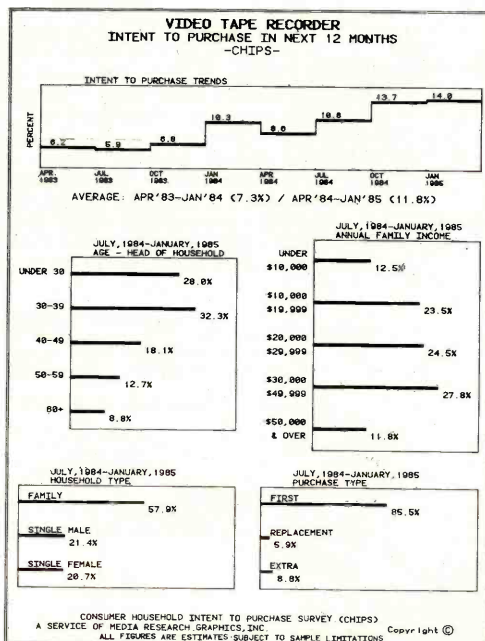
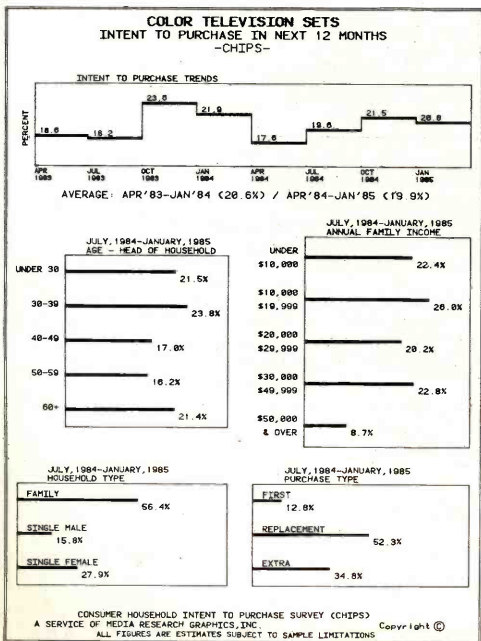
CHIPS, by using the computer/plotter facilities of its parent organization, Media

Research Graphics, Inc., has designed a one-page graphic display designed to simplify the task and time involved explaining to a client the relationships among the numbers you're presenting. It allows you to get past the hurdle of pages of computer runs and directly into the sales presentation.

CHIPS contains intent-to-purchase information on over 200 items, ranging from color TV sets to living room furniture to water beds to life insurance.

What about cost?

CHIPS is inexpensive research because it is a spinoff of existing, ongoing research designed for other uses.



"CHIPS does away with a third party (rating service) dictating how much revenue you can earn."

Does CHIPS offer station rating or audience information?

CHIPS has nothing to do with a station's audience size. CHIPS marries consumption demographics to a station's target audience demos without ever mentioning ratings, cost per thousand, cost per point, or percent of the market reached. It does away with a third party (rating service) dictating how much revenue you can earn. CHIPS positions your station relative to product purchases.

Examples of product graphic displays are available to CHIPS subscribers. Please note that these products usually sit side by side in a retail outlet, yet each appeals to very different age/income and purchase-type markets.



OUT OF THE BOX AT:

K106	WCAUFM	Q100	KZZB	KYNOFM	95XIL	WVBS
WXKSFM	PRO-FM	WVSR	WOKI	KLUC	WGAN	KYYY
WKSE	CHUM	K104	KBFM	KDONFM	WOMPFM	WCILFM
WPHD	WMMS	WSPK	Y106	WZON	WFXX	KBIM
WBLI	WHYT	WPST	94Z	WIGY	WJAD	SLY96
CKGM	KWK	WKRZFM	Z98	95XXX	KISR	OK95
CKOI	KMEL	KHFI	WRQN	OK100	WYKS	

AOR Tracks: Debut **54**

One Of The MOST ADDED

FEATURING:

AFRIKA BAMBAATAA • RAY BARRETTO • STIV BATOR
 PAT BENATAR • BIG YOUTH • RUBEN BLADES
 KURTIS BLOW • BONO • DUKE BOOTEE • JACKSON BROWNE • RON CARTER
 CLARENCE CLEMONS • JIMMY CLIFF • GEORGE CLINTON • MILES DAVIS
 WILL DOWNING • PETER GABRIEL • PETER GARRETT
 BOB GELDOF • DARYL HALL • HERBIE HANCOCK • NONA HENDRYX
 LINTON KWESI JOHNSON • STANLEY JORDAN • KASHIF • EDDIE KENDRICK
 LITTLE STEVEN • DARLENE LOVE • MALOPOETS • GRANDMASTER MELLE MEL
 MICHAEL MONROE • JOHN OATES • SONNY OKOSUNS • BONNIE RAITT
 JOEY RAMONE • LOU REED • DAVID RUFFIN • RUN-DMC • GIL SCOTT-HERON • SHANKAR
 BRUCE SPRINGSTEEN • ZAK STARKEY • RINGO STARR • TINA B • PETE TOWNSEND
 VIA AFRIKA • TONY WILLIAMS • PETER WOLF • BOBBY WOMACK

The artist royalties from this record are going to The Africa Fund, a charitable trust based in New York City and registered with the United Nations. The income will benefit political prisoners and their families in South Africa, educational and cultural needs of South African exiles, and educational work of anti-apartheid groups in the United States.

Additional tax-deductible contributions to further these projects may be sent to:

The Africa Fund
 198 Broadway
 New York, NY 10038

**PRODUCED BY LITTLE STEVEN
 AND ARTHUR BAKER**



RATINGS

SUMMER '85

Arbitron Demographic Rankings

New York

WPLJ Gains All Adult Demo Crowns; WHTZ Moves Up With Teens; WRKS Second In Teens, Young Adults; WXRK Debuts In Three Demos

Sp	Sum 12-17	Sp	Sum 18-34	Sp	Sum 18-49	Sp	Sum 25-54
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank
2	1 WHTZ (CHR)	2	1 WPLJ	2	1 WPLJ	4	1 WPLJ
1	2 WRKS (B/U)	4	2 WRKS	1	2 WHTZ	1	2 WCBS-FM
3	3 WPLJ (CHR)	1	3 WNEW-FM	4	3 WRKS	2	3 WHTZ
7	4 WBLS (B/U)	3	4 WHTZ	3	4 WNEW-FM	3	4 WLTW
5	5 WAPP (CHR)	5	5 WBLS	6	5 WBLS	6	5 WBLS
—	6 WXRK (AOR)	—	7 WXRK	5	6 WCBS-FM	7	6 WBLS
4	7 WNEW-FM (AOR)	8	7 WCBS-FM (Gold)	7	7 WNBC	5	7 WNEW-FM
8	8 WBAB (AOR)	6	8 WNBC (AC)	8	8 WLTW	9	8 WRKS
13	9 WYNY (AC)	10	9 WLTW	—	9 WXRK	13	9 WCBS (News)
34	10 WLTW (AC)	7	10 WYNY	9	10 WYNY	11	10 WINS (News)

Los Angeles

KIIS-FM Sweeps All Demos; KABC Up In Adults; KLOS No. 2 18-34, 18-49; KJLH Debuts In Top 10 For 18-34, 18-49

Sp	Sum 12-17	Sp	Sum 18-34	Sp	Sum 18-49	Sp	Sum 25-54
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank
1	1 KIIS-FM (CHR)	1	1 KIIS-FM	1	1 KIIS-FM	1	1 KIIS-FM
2	2 KROQ-FM (AOR)	2	2 KLOS	3	2 KLOS	3	2 KABC
3	3 KKHR (CHR)	3	3 KMET	2	3 KOST	2	3 KOST
4	4 KDAY (B/U)	4	4 KOST	8	4 KABC	4	4 KBIG
5	5 KLOS (AOR)	5	5 KROQ-FM	4	5 KMET	13	5 KLOS
6	6 KMET (AOR)	6	6 KMGG (AC)	5	6 KRTH	5	6 KRTH
9	7 KABC (B/U)	10	7 KJLH	6	7 KMGG	16	7 KTNO (Span)
8	8 KJLH (B/U)	7	8 KRTH (Gold)	13	8 KJLH	10	8 KMGG
11	9 KOST (AC)	19	9 KABC (Talk)	7	9 KROQ-FM	9	9 KJOI (B/EZ)
7	10 KIQQ (AC)	18	10 KSKQ (Span)	10	10 KBIG (B/EZ)	8	10 KRLA (Gold)

Chicago

WBMX No. 1 With First Three Demos; WGN Keeps 25-54 Pennant, Vaults To Second 18-49; WLUP Second For Young Adults; Big Gains For WLS

Sp	Sum 12-17	Sp	Sum 18-34	Sp	Sum 18-49	Sp	Sum 25-54
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank
2	1 WBMX (B/U)	1	1 WBMX	2	1 WBMX	1	1 WGN
1	2 WBBM-FM (CHR)	3	2 WLUP	7	2 WGN (Talk)	4	2 WJMK
3	3 WGCI-FM (B/U)	2	3 WGCI-FM	1	3 WGCI-FM	2	3 WGCI-FM
5	4 WLS-FM (CHR)	9	4 WLS	12	4 WLS	5	4 WBMX
6	5 WLS (CHR)	5	5 WKQX	5	5 WJMK	14	5 WLS
4	6 WLUP (AOR)	4	6 WXRT (AOR)	4	6 WKQX	8	6 WKQX
9	7 WFYR (AC)	7	7 WJMK (Gold)	3	7 WLUP	7	7 WLAK
8	8 WKQX (CHR)	8	8 WBBM-FM	10	8 WLAK (AC)	3	8 WLOO
7	9 WJPC (B/U)	6	9 WFYR	8	9 WFYR	10	9 WCLR (AC)
11	10 WCKG (AOR)	10	10 WLS-FM	6	10 WXRT	11	10 WFYR

San Francisco

KIOI Climbs 4-1 In Older Demos, Second 18-34; KFOG Covers Young Adults; Teens Still Sold On KSOL; KOME, KMEL Score Gains

Sp	Sum 12-17	Sp	Sum 18-34	Sp	Sum 18-49	Sp	Sum 25-54
'85	'85 Rank	'85	'85 Rank	'85	'85 Rank	'85	'85 Rank
1	1 KSOL (B/U)	3	1 KFOG (AOR)	4	1 KIOI	4	1 KIOI
2	2 KMEL (CHR)	4	2 KIOI (AC)	1	2 KYUU	1	2 KGO
3	3 KITS (CHR)	1	3 KYUU	5	3 KFOG	7	3 KNBR
4	4 KWSS (CHR)	6	4 KRQR	6	4 KBLX	2	4 KYUU
8	5 KYUU (AC)	8	5 KOME	2	5 KSOL	5	5 KFOG
9	6 KOME (AOR)	9	6 KMEL	8	6 KNBR (Misc)	8	6 KBLX
—	7 KSJO (AOR)	2	7 KSOL	3	7 KGO (N/T)	3	7 KSAN (Ctry)
5	8 KFRC (CHR)	5	8 KBLX (B/U)	14	8 KMEL	6	8 KCBS (N/T)
12	9 KRE (B/U)	14	9 KWSS	13	9 KOME	17	9 KBAY (B/EZ)
7	10 KRQR (AOR)	12	10 KITS	9	10 KRQR	9	10 KOIT (B/EZ)

KATE BUSH

"RUN-NING UP THAT HILL"

EMI AMERICA

CHR NEW & ACTIVE

136/13

AOR TRACKS 37-26

AOR ALBUMS 30-22

#2 MOST ADDED ALBUM

BILLBOARD LP 74-51

The single from the album *Hounds Of Love*
Produced by Kate Bush

Available on EMI America Records & High Quality XDR Cassettes

WANG CHUNG

*"To
Live
And
Die
In
L.A."*

7-28891

Produced By
Tony Swain & Steve Jolley

From The GEFEN Album
Music From The Original Motion Picture
TO LIVE AND DIE IN L.A.

Available On LP (GHS 24081)
And Cassette (MSG 24081)

NOW ON OVER 100 CHR REPORTERS — 41%

WXKS-FM	Q103	WRVQ
WKSE	Y108	WKZL
WPHD	KKRZ	KNMQ
CKOI	KMEL	KMGX
WCAU-FM	KPLUS	KNIN
PRO-FM	KUBE	KKLS-FM
94Q	KNBQ	
Y100	WKRZ-FM	
WQUE-FM	KXX106	
WGCL	WLR	



GEFFEN RECORDS

Management:
David Massey,
Domino
Directors, Ltd.

RATINGS

SUMMER '85

Arbitron Demographic Rankings

Philadelphia

WMMR Wears All Adult Crowns; WUSL First In Teens, Holds Second 18-34, Up In Older Demos; WZGO Makes Inroads

Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank
1	1	WCAU (B/U)	1	1	WMMR	2	1	WMMR	2	1	WMMR
2	2	WCAU-FM (CHR)	2	2	WUSL	1	2	WUSL	1	2	WMGK
3	3	WMMR (AOR)	3	3	WDAS-FM	2	3	WMGK	9	3	WUSL
4	4	WYSP (AOR)	4	4	WMGK	4	4	WDAS-FM	3	4	WDAS-FM
5	5	WZGO (CHR)	5	5	WIOQ (AOR)	5	5	WIOQ	8	5	WEAZ (B/EZ)
6	6	WDAS-FM (B/U)	7	6	WYSP	7	6	WSNI	4	6	WSNI
10	7	WMGK (AC)	6	7	WCAU-FM	6	7	WCAU-FM	6	7	KYW
—	8	WPST (CHR)	9	8	WZGO	10	8	WZGO	5	8	WIOQ
7	9	WSNI (AC)	8	9	WSNI	11	9	WYSP	7	9	WXTU (Ctry)
13	10	WKSZ (AC)	11	10	WKSZ	9	10	KYW (News)	13	10	WCAU (N/T)

Detroit

WJLB Tops With Teens, Stays Second 18-34, 18-49; WRIF Remains First In 18-34, 18-49, Leaps To Second 25-54; WJR Still Leads In Older Adults; Changes Throughout Lower Top Ten Ranks

Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank
2	1	WJLB (B/U)	1	1	WRIF	1	1	WRIF	1	1	WJR
1	2	WHYT (CHR)	2	2	WJLB	2	2	WJLB	7	2	WRIF
3	3	WCZY-FM (CHR)	3	3	WNIC-FM	3	3	WJR	4	3	WJLB
4	4	WRIF (AOR)	4	4	WCZY-FM	5	4	WNIC-FM	2	4	WJOI
5	5	WLLZ (AOR)	5	5	WLLZ	4	5	WCZY-FM	6	5	WNIC-FM
6	6	WGPR (B/U)	6	6	WHYT	7	6	WOMC	8	6	WCZY-FM
9	7	WJR (Misc)	11	7	WJR	10	7	WJOI (B/EZ)	3	7	WOMC
6	8	WNIC-FM (AC)	10	8	WKSG (Gold)	8	8	WLLZ	5	8	WWWW (Ctry)
16	9	WOMC (AC)	15	9	WCLR (AC)	6	9	WHYT	12	9	WWJ (News)
—	10	CJOM-FM (AOR)	7	10	WOMC	11	10	WKSG	16	10	CKLW (BBnd)

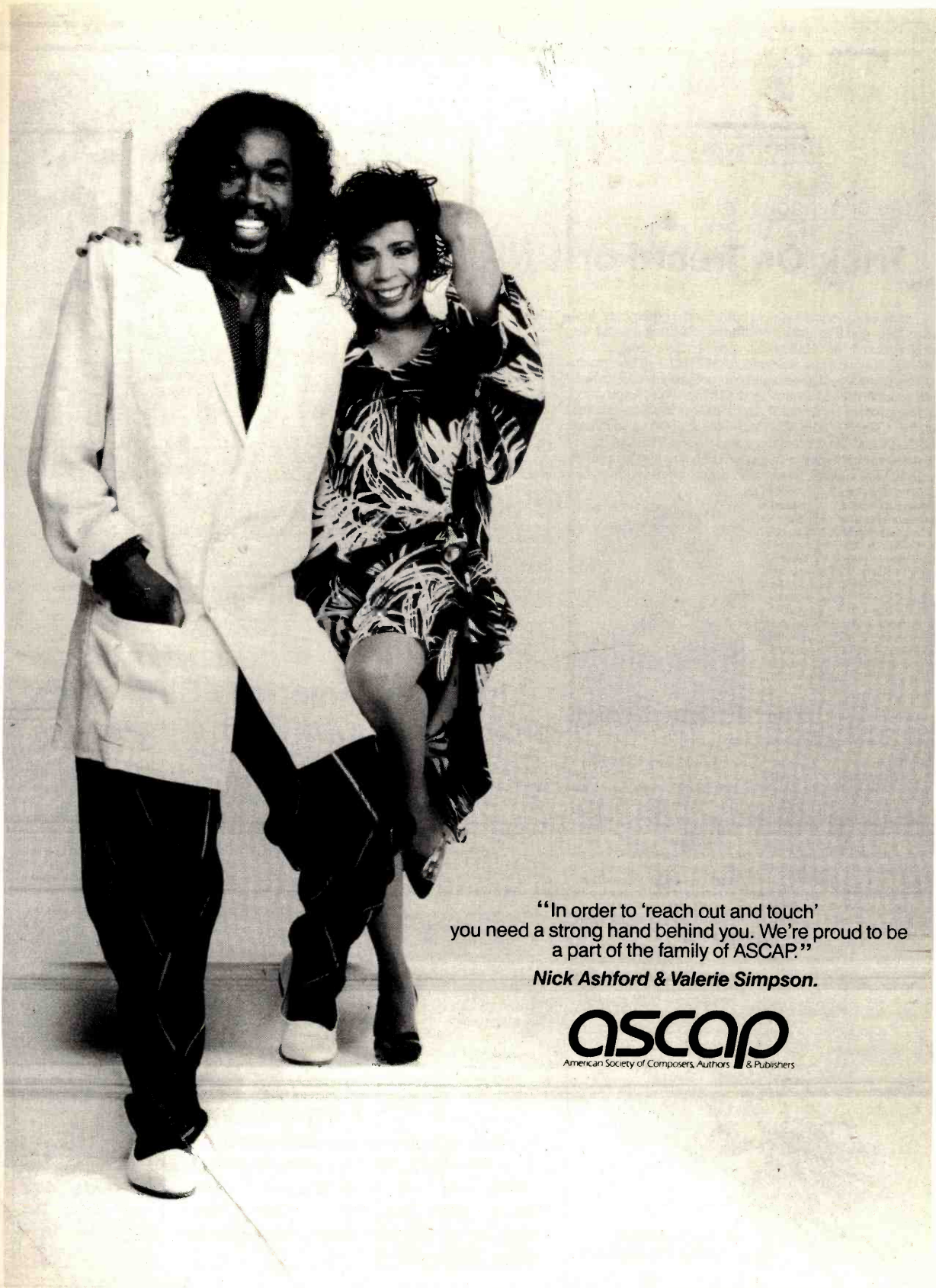
Boston

WBCN First With Adults, Moves To Third In Teens; WHTT Still Leads In Teens; WXKS-FM Stays At Second In First Three Demos; WVBZ Garners Solid Gains

Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank	Sp '85	Sum '85	'85 Rank
1	1	WHTT (CHR)	1	1	WBCN	1	1	WBCN	1	1	WBCN
2	2	WXKS (CHR)	2	2	WXKS	2	2	WXKS	2	2	WHDH
5	3	WBCN (AOR)	3	3	WAAF	5	3	WROR	4	3	WROR
4	4	WZOU (CHR)	5	4	WHTT	8	4	WVBF	3	4	WBZ
3	5	WAAF (AOR)	6	5	WROR	6	5	WMJX	10	5	WVBF
10	6	WKKT (CHR)	8	6	WVBF	7	6	WHTT	5	6	WXKS
6	7	WROR (AC)	4	7	WMJX (AC)	9	7	WAAF	6	7	WMJX
17	8	WLD (B/U)	7	8	WZOU	4	8	WHDH	9	8	WSSH
11	9	WVBF (AC)	16	9	WKKT	3	9	WBZ (AC)	13	9	WEEI (News)
9	10	WHDH (AC)	—	10	WCGY (Gold)	11	10	WSSH (AC)	8	10	WJIB (B/EZ)

Format Legend

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



“In order to ‘reach out and touch’
you need a strong hand behind you. We’re proud to be
a part of the family of ASCAP.”

Nick Ashford & Valerie Simpson.

ascap
American Society of Composers, Authors & Publishers



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

TALES OF TERROR

Trick Or Treat For UNICEF

Most of America's yuppie baby boom remembers donning their ghoul or goblin costumes, shuffling around the neighborhood on Halloween, and trick-or-treating for M&Ms, Almond Joys, Snickers, and UNICEF. The parents of this same Pepsi generation can probably recall crowding around the old Philco in the living room, captivated and engrossed by Orson Welles's harrowing presentation of the "War Of The Worlds." Melding the goodwill of UNICEF and the thrill of live radio drama, IDB Communications is continuing a five-year trick-and-treat tradition with its annual Halloween radio drama presentation.

The 1985 "Radio Halloween Broadcast Benefit," a 90-minute program of original radio plays, is scheduled to begin at 7:30pm (PT) on October 31. The live program is scheduled to include the talents of June Lockhart, Tom Wopat, Lynn Redgrave, Casey Kasem, Jean Kasem, Cicely Tyson, and Gary Owens, and will be directed by Redgrave's husband John Clark. The broadcast will feature three short stories woven into one continuing plot: "The Monkey" from Stephen King's "Skeleton Crew"; William Nolan's "The Party," originally published in *Playboy*; and "Children of Noah" by Richard Matheson. All three stories have been adapted for radio by William Etchison.



Jeff Sudikoff

IDB President Jeffrey Sudikoff claims the program is the only live national network radio drama airing in the United States, and says the concept was conceived in 1981 to pay homage to the dying art. "The show started as a challenge to the NBC Radio Network," he explains. "No one believed we could put something like this together and make it successful, with real Hollywood celebrities, sound effects, and top-notch quality. NBC accepted the challenge, and we had five weeks to get the whole thing together from start to finish."

Fundamental to the program's success was the involvement of quality actors, engineers, and

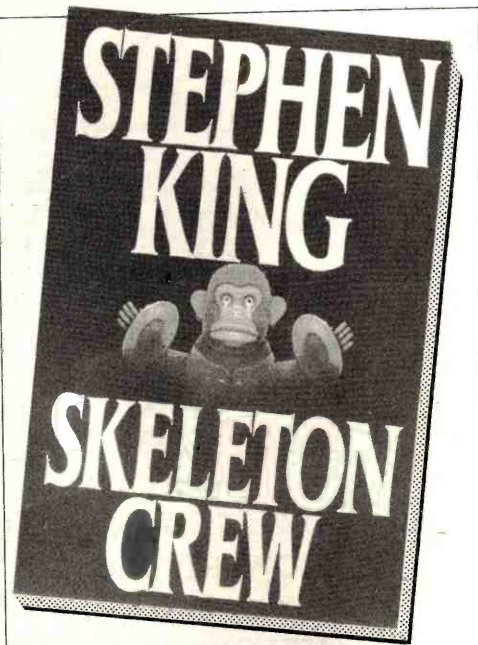
writers. Hollywood traditionally is quite charitable, and Sudikoff knew he would have a good shot with the show if he could somehow tie it in with a needy cause. "We had to have a good hook in order to build enthusiasm that first year," he says. "We needed talent participation and had to reduce or eliminate costly negotiations. I remembered my trick-or-treating days in Massachusetts. The UNICEF connection just seemed like a natural."

The first broadcast originated from the Magic Castle in Hollywood and stayed there for several years. Later, the broadcast had to move because of its growing audience. The scripts became more

polished, the actors rehearsed, and UNICEF became actively involved instead of simply serving as a passive recipient. NBC severed its participation with the project, leading IDB and Sudikoff into an independent distribution situation.

This year's event will be broadcast live from the Sheraton Premiere Hotel in Los Angeles. IDB will distribute the program over Westar 3, Westar 4, and all transponders on Satcom 1R. Once again the show is scheduled to be carried by approximately 400 stations in the United States and Canada, as well as over Armed Forces Radio.

Any stations interested in picking the program up on a market-exclusive basis should call (213) 850-3307 or (213) 870-9000.



One of the three stories adapted for this year's Halloween radio broadcast is Stephen King's "The Monkey" from his "Skeleton Crew" short story collection.

JOKES "R" US

The Great American Strip Show

Will Mark Slackmeyer go on a hunger strike while B.D. plays armchair quarterback for the Thanksgiving football blow-out? Will Schroeder play an 18-hour Beethoven concert and send all the proceeds to African charities? Will Bill The Cat and Steve Dallas go on an awareness diet? These are but some of the possibilities coming your way during Thanksgiving week, courtesy of your local American cartoonists.

In a cooperative effort to increase public consciousness toward world hunger, the purveyors of daily comic strip artistry (cartoonists) are teaming up at Thanksgiving to spread the word (see Page 1). R&R is working with the cartoonists by encouraging radio to become involved with this cause. Specifically, the idea is for radio to draw attention to the daily strips in the local newspaper (while laying aside the customary competitive nature between the two media). To further promote

this pen-and-ink effort, this column is working with the radio networks to join in helping millions of people suffering from hunger around the world.

Most of the major networks have already indicated they will promote the cartoonists' efforts. Some of the various suggestions and commitments offered by the networks include:

- Inviting recording artists and program hosts to cut promos encouraging listeners to check the funny papers during Thanksgiving

week.

- Making the network news departments aware of that week's hunger-oriented theme and turn it into a feature story on Thanksgiving day (typically a heavy radio day due to football programming).

- Reading the comics over the air, a la N.Y.'s Mayor LaGuardia or Philadelphia radio stations during the recent newspaper strike.

Radio's ability to work together toward a cause was demonstrated earlier this year by the Good Friday simulcast of "We Are The World." From the local to the network level, radio can help promote the cartoonists' cause, which culminates with a compendium of strips which will be sold with all proceeds going to hunger organizations.



Doonesbury



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How interesting is your radio station on the weekend?

TED KOPPEL
RON LUCIANO
MARINA OSWALD
DR. LENDON SMITH
HOWARD JARVIS
ED MCMAHON
HELOISE
RALPH NADER
JERRY LEWIS
SID CAESAR
ANGELA DAVIS
MILTON FRIEDMAN

HOWARD RUFF
LEO BUSCAGLIA
SIMON WEISENTHAL
CANDY LIGHTNER
SAM DONALDSON
CARLTON FREDRICKS
CLEVELAND AMORY
DR. KENNETH COOPER
MADALYN MURRAY O'HAIR
STANSFIELD TURNER
PHYLLIS SCHLAFFLEY
ALEXANDER HAIG

This is just a partial list of guests that have appeared on the ED BUSCH TALK SHOW. Your listeners can talk to the famous and the infamous via our toll free WATS line every Saturday and Sunday. Join industry leaders like KTAR, WCKY, KCMO, KARN, WHWH, WICH, WPBR, KZIA, WOC, KFRU, WHJJ, KDTH, KIKM, WAVI, KNUS, KOGO . . . in giving your listeners weekend programming as good as Monday through Friday programming. Even stations that don't offer news or talk formats find it the perfect weekend attention getter. *That means additional ratings—and sales—and excitement—seven days a week for your radio station.*

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Talk Show

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Associated Press Broadcast Services

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

October 28 — November 1

The Weekend

November 2-3	
American Country Portraits (BRE)	
Statter Brothers	
The Countdown (WO)	
Sheila E./Eddie Murphy	
Countdown America With Dick Clark (USR1)	
Tina Turner	
Country Calendar (CW)	
George Strait/Razzy Bailey	
Country Report Countdown (WRN)	
Charly McLain/Keith Stegall/Rosanne Cash/ Eddy Raven	
Dick Clark's Rock, Roll, & Remember (US)	
Turtles	
Dr. Demento (WO)	
Airplane songs	
Entertainment Coast-To-Coast (CBSR)	
Cheech & Chong	
Future Hits (WO)	
Dire Straits/Survivor	
Great Sounds (US)	
Peter Nero	
Hot Ones (USR1)	
Ray Parker Jr.	
Musical! (WO)	
Doris Day/"Roar Of The Greasepaint"	
Musical Starstreams (MS)	
Himekami Sensation	
Power Cuts (GSN)	
ZZ Top/NXS (11/3)	
Rick Dees' Weekly Top 40 (US)	
Mr. Mister	
Rock Chronicles (WO)	
Springsteen tour/Quarterflash/Annie Lennox/ Paul Young	
Rock Over London (RI)	
Roger Daltrey Pt. 2	
Rock Week (WO)	
Hooters/Marillion	
Scott Shannon's Rockin' America Countdown (WO)	
Mr. Mister/Paul Young/Starship	
Solid Gold Saturday Night (USR2)	
24 carat Motown (11/2)	
Street Beat '85 (BRE)	
Natalie Cole	
Super Gold (TRAN)	
Superstars of the 60s (11/2)	
Superstars Of Rock (BRE)	
Scorpions/Motley Crue	
Superstar Portraits (BRE)	
Hall & Oates	
That's Love (WO)	
Better Midler/Mary Steenburgen/ Michael Martin Murphy	
Weekly Country Music Countdown (US)	
Oak Ridge Boys	

The Week Of

November 4-8	
Earth News (WO)	
Meryl Streep/Patrick Swayze/Arthur Penn	
Encore With William B. Williams (WO)	
1948: Perry Como	
In Concert (IN)	
Squeeze	
Live From Gilley's (WO)	
Forester Sisters	
Metalshop (MJ)	
Do	
Off The Record (WO)	
Talking Heads/Paul Young/Saga	
Off The Record Special (WO)	
Tommy Shaw	
Pop Concert (WO)	
Chaka Kahn	
Shootin' the Breeze (WO)	
Maureen White/Five Star/Deele	
Special Edition (WO)	
Evelyn King	
Star Trak (WO)	
Honey Lewis/Quarterflash/OMD	
Superstars Rock Concert (WO)	
John Waite/Fixx	

THURSDAY

November 7	
American Music Magazine With Rick Dees (US)	
Lionel Richie	
Country Report (WRN)	
Keith Stegall/Rosanne Cash	
Solid Gold Country (US)	
Feature year 1973	

FRIDAY

November 8	
American Music Magazine With Rick Dees (US)	
Elton John	
Country Report (WRN)	
Eddy Raven/Rosanne Cash	
Solid Gold Country (US)	
Donna Fargo	

MONDAY

November 4	
American Music Magazine With Rick Dees (US)	
ZZ Top	
Country Report (WRN)	
Eddy Raven/Rosanne Cash	
Line One (WO)	
Fixx	
Rockline (GSN)	
Aerosmith/Claarence Clemens	
Solid Gold Country (US)	
November calendar	

TUESDAY

November 5	
American Music Magazine With Rick Dees (US)	
Pointer Sisters	
Country Report (WRN)	
Keith Stegall/Eddy Raven	
Solid Gold Country (US)	
Country nights	

WEDNESDAY

November 6	
American Music Magazine With Rick Dees (US)	
Cars	
Country Report (WRN)	
Rosanne Cash/Eddy Raven	
Solid Gold Country (US)	
Country mornings	

COMEDY

Comedy Express (CMW)	
Invasion USA today/Bullwinkle styling mousse/Don Johnson sock society	
Daily Feed (DCA)	
Nobel prize for bigotry/Washington ghosts/ tax plan stumped/spy update/ summit predictions	
Hiney Wine (DM)	
Hineyween/Count Dracula/hiney bobbing/ hiney apples	
Laugh Machine (PRN)	
Robert Klein/Monty Python/Emo Phillips/ Bill Cosby/Kip Addotta/George Carlin	
Party Drop-ins (ASR)	
All-blooper cable network/installable/ party Patty/DeLorean/party pick #2	
Radio Hotline (ASR)	
Erma Bombeck/doctor/In going bald/ Bud #2/defense mechanism	
Stevens & Grdnic's Comedy Drop-ins (ASR)	
New coffee generation/Lack Nicholson/ love/people who stink/how do you spell relief?	
United Spots Of America (ASR)	
Wibur Grafton/mail for you/freak-out on Haight Ashbury Street/Mr. Squash/ Megabucks Savings And Loan	

GENERAL INFORMATION

Ed Busch Talk Show (AP)	
Trusting prescriptions/American royalty (10/26)	
Back pain/cod liver oil/foreign economics (10/27)	
Computer Program (PRN)	
Computers in schools/business micros/ portables/writing	
News Blimp (PRN)	
Women's affairs/missing kids/ funny business/torture victims/safe toys don't sell	
Newsline Extra (NBC)	
The U.N. At Forty	
Sound Advice (PRN)	
Speaker placement/feedback/headphones/ out-of-phase	
Waldenbooks Review (WO)	
Jacqueline Briskin/Eva Margolies/ Shirley MacLaine/"Baseball Hall Of Shame"	



BEYOND THUNDERDOME — Capitol recording artist Tina Turner met with the Source's Rona Elliot during Turner's recent sold-out appearance at Madison Square Garden. Elliot interviewed Turner for both an upcoming feature on the Source and for NBC's "Today Show."

NETWORK SPOTS

Barnett-Robbins Enterprises is producing its fifth nationally syndicated radio series in November. "Around The World" is a two-hour monthly special featuring top rock acts around the world, "lifestyle reports" from England, Australia, Canada, and Japan, and a countdown of the #1 international songs. The show will include appearances from major artists and top DJs, and listeners from affiliated stations are eligible to win promotional trips to Europe to see rock concerts. **Years For Fears, Dire Straits, and Bryan Adams** are scheduled for the premiere next month. Call (818) 788-2331 for more details.

Starstream Communications is introducing a daily, two-and-a-half-minute program covering various aspects of the new technological revolution. Debuting this month, "Power On!" offers information on such subjects as computers, robotics, the compact disc, lasers, voice-activated computers, software, hardware, and what to do with a computer's excess memory. The program is produced by Starstream President **Gary Firth**. For more information contact (713) 781-0781.

Thea Marshall Communications will offer a nationally broadcast radio

series for women in their middle and older years. The series, funded by the **American Association of Retired Persons**, will combine interviews, commentaries, and conversations with well-known leaders and experts from a broad range of disciplines. Topics covered include second and third careers, employment and volunteer options, social security and pensions, legislations, health, and age/sex discrimination. Each program will focus on the middle years and beyond as being potentially the most exciting, dynamic, instructive period of all. Contact (202) 737-5840 for more information.

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Diego, WIRE/Indianapolis, KKCW/Portland (OR), WKHX/Atlanta, KCEE, KWFM/Tucson, WOKY, WMIL-FM/Milwaukee, KALL/Salt Lake City, KNMQ/Santa Fe, WKSJ/Mobile, WLKY/Charlotte, WTQR/Winston-Salem, WKDD/Akron, KLLS/San Antonio, KIDO/Boise, WGVN, WDMS-FM/Greenville (MS), WYAT, WLTS-FM/New

Orleans, Q-105/Tampa, WAIA, WIOD-FM/Miami, WPTC, WDEN-FM/Macon, KKBG/Hilo (HI), KUAD/Windsor (CO), WHIO/Dayton, WKEA/Scottsboro, KHAR, KKLK-FM/Anchororage, KNUS/Muskogee, WSBM, WOLT-FM/Florence, KDKP/Water-town-Pierre, WXRJ/Norfolk, WEBE/West Port, WZYQ/Frederick, WFQK/Front Royal, WOCB, WJFK-FM/

Cape Cod, WZGO/Philadelphia and the exclusive Canadian radio rights have been purchased by McDonald's of Canada.

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Vendor Sales: New Dollars For Radio

By Lisa Morrison & Karen Wald

What if I told you I had a prescription for a lagging sales budget — one that could bring new dollars to your station, no matter what your ratings or your station's format? The answer is R.E.T.A.I.L.

If you're looking for new business for your radio station, take a new direction in sales — retail development. Make a commitment to work hand-in-hand with local retailers to help them solve their selling problems and boost their sales. A station "retail developer" makes recommendations to retailers and their vendors on how to build in-store traffic, sell more product, and increase business during the slow season. (A vendor is anyone who wants to sell a finished product to a retailer.) Good promotion ideas can pull in new ad dollars to your station.

Getting Started

Here's how it might work at a station now involved in the retail development program:

Dan, an account executive at WXXX, can't seem to get an order from Ground Floor Optical. Dan asks the new retail development director Anne to assist. Anne talks to Ground Floor Optical to determine what their business needs and problem areas are. Anne determines Ground Floor needs a back-to-school push for new eyeglasses. She develops a marketing plan that Ground Floor can really use. Anne recommends a back-to-school 2 for 1 special that is sure to sell frames. To promote the event Anne recommends to the client a mixture of three different radio stations, newspaper, and direct-mail advertising for complete market saturation. Her radio station is an important part of the marketing program.

The next step is for Ground Floor to show the plan to their suppliers, who can sell more product during the promotion. In the hope of selling a record number of frames, all

of Ground Floor's suppliers agree to contribute advertising dollars toward the promotion. Ground Floor now has all the funding it needs to promote the 2 for 1 sale and purchase advertising on WXXX.

A good station retail development program boasts its own retail marketing director. This person works exclusively with selected retailers in the market to generate new radio dollars. Retail development is not spot sales. As a matter of fact, we never mention spots or schedules. It's idea-initiated selling. We don't "ask for the order." We create and grow the order. The retail developer gets the client excited about a promotion that sells their products, and the radio station becomes part of the marketing game plan.

Vendor Vs. Co-op

Vendor funds are not the same as co-op funds. Station managers ask us, "If I have a strong co-op selling effort already in place at my station, won't I just be exchanging co-op dollars with vendor funds?" The answer is a resounding "No." Co-op and vendor dollars are separate revenue sources.

Co-op funds are vendor-developed and have specific restrictions and formulas applied to purchase. Vendor funds are retailer-initiated. Retailers take the lead with aggressive in-store merchandise promotions to leverage new ad dollars above co-op. Co-op maintains a consistent level of radio advertising, while vendor funds generate a big sales lift during a peak selling season.

With a retail development program radio stations can really win the race for new retail business.

Specialty selling can help you get the hard-to-close, "Radio doesn't work" retailer on your station with a four to six-week saturation schedule. The retailer's "costs" are his time and commitment to the process; he can afford that. Together you can generate new business 100% vendor-paid at no cost to the client. The road less traveled makes all the difference.

Selecting The Right Retail Developer

A word of caution: I would not advise a station to launch a vendor program without a fulltime retail development person overseeing it. This is nontraditional specialty selling and it requires supervision.

You hear people say, "Radio is not brain surgery." Well, this is. It's all in the casting. Your vendor sales program pivots on the talent you hire to run it. Radio experience is OK but not necessary. You're looking for a self-starter, a person with natural sales ability, great communications skills, as well as writing and promoting talent. A retail background is good, but more important is a driving desire to work specifically with retailers.

Your retail marketer should be finetuned on how to converse with local retailers about their selling problems. Together they'll create strategies to solve them. Retailers are a tough breed with a unique set of values and biases. Your retail marketer will need to nurture this client relationship and at the same time generate saturation radio dollars. Without the right person, your program will collapse. Fast.

Who To Target

Know your strategy and select your clients carefully. The vendor sales concept is not for all retailers in your market. It's selective targeted business. The first group you want to go after are the emerging retail leaders that are ag-



Lisa Morrison, Karen Wald

Lisa Morrison has been Blair Radio's Retail Development Director for the past year. She previously held a similar position with Outlet Broadcasting, and also has five years' experience in television.

Karen Wald, Blair Radio West Coast's newly-appointed Retail Development Manager, has a 15-year promotion background. Her experience includes a TV post as a Market Development Director, and she earlier was Director of Communications for Hilton Hotels in Seattle and Sales Promotion Manager for Cole Weber, a large West Coast ad agency.

gressive product-movers who should be using your station but aren't. They may be active users of TV and newspaper.

The second group are the retailers that use your station a little bit, but not nearly enough. The third group are the heavy users of your station (and you want more). This program can be a way to thank the last group, the key client users, for their loyalty. Now you have the opportunity to give them something back. This type of sales program creates happy customers, and happy customers come back.

Guide, don't push. Although the retail developer puts together the in-store campaign and the overall promotion, the retailer must always feel he is in control. He is, after all, the ultimate decision-maker and product purchaser. He has the clout; the radio station does not. But the station can contribute the methodology and resources to assemble the campaign, from soup to nuts, for the retailer. Know your client's strategy. Keep his needs in mind (when to lead, when to follow). A good retailer should also be up-to-date on antitrust laws and how they can apply to over-and-above dollars. Even if the store understands the vendor support concept and is actively soliciting these funds, a smart radio station will work hand-in-hand, recommending ideas to push the client's campaign further.

Making The Commitment

Radio stations can generate new business by actively consulting (not selling) the retailer. Learn about his merchandising philoso-

phy and the manner in which he buys and moves product. A relationship of trust develops — it becomes the big sell. Exciting stuff, but beware. This type of specialty selling is not for every station. To hit the vendor jackpot the program requires a tremendous commitment from top management on down. The station will have to isolate one person as the retail developer, one who reports to the local sales manager (never national) and works daily with the sales account executives. A station may only process 12-15 projects a year, and it can take three to four months to see your first money on the books.

Television has been generating these funds for years, and although vendors aren't crazy about the rates, they are comfortable with television's format. Radio has every opportunity to win big in vendor sales if we make the longterm commitment to properly service retailers. Sloppy vendor sales activity in a market hurts all of us. There's no room for shortcuts or sleight of hand.

In short, ask not what the client can do for you, but what you can do for the client. Besides the obvious benefits of a station retail development program, which generates new local saturation billing for your station, there is an important residual effect. Sell the retailer on radio for the long term. Radio works. Finally, this type of specialty selling makes a client feel special. That's right, special and chosen.

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HARVEY MEDNICK

HELP FIGHT HUNGER AT HOME

Your Chance To Lend America A Hand

As he accepted a Steuben eagle from R&R Publisher Dwight Case at the recent NRBA/NAB "Radio '85" convention in Dallas, Ken Kragen told us that "radio was the catalyst which made USA For Africa really become the success it was." Ken added that he would be calling on us (radio) to help him again.

And he has. This time it is to help with the problem of hunger in America. As with USA For Africa, it revolves around a grand event, one we all can and should be a part of. It is Ken's hope that on the Sunday preceding next Memorial Day (May 25, 1986) at noon Pacific time, an unbroken line of Americans stretching from sea to shining sea will join Hands Across America and raise their voices in singing "We Are The World."

A Great Year For America

The first time I heard of Hands Across America, it was in connection with the Bicentennial in 1976 as a symbolic statement of national unity. It never took place for a number of reasons, most of them logistical. However, there was a startling deficiency at the root, for there truly was no meaningful focus that justified such a massive and complex effort.

"Radio has to play a critical part in this event. It is our most important communications source nationally."

—Ken Kragen

Today there is, and it deals with the most compelling problem we face — hunger in our own country, the richest nation in the world. There is an interesting companion thought which comes to mind: on the 4th of July next year we celebrate the restoration of the Statue of Liberty. She was moored in New York harbor as an invitation to the world to bring us their "tired and poor, their huddled masses yearning to be free." I'm sure those huddled masses were, in addition to



Ken Kragen, President of USA For Africa and guiding spirit behind Hands Across America.

also be offered to contribute greater amounts with, as Ken put it, "other goodies given for the additional dollars." The goal is to raise \$60-100 million, of which 70-80% will be distributed nationally, the balance goes to continue African relief efforts. As you are aware, ten percent of all of the money raised by USA For Africa went to aid hunger in America, so this is one good turn repaying the other.

The Machinery's In Place

If you've been following USA For Africa from the start, one of the most impressive aspects of the whole project is just how well-organized and managed all of the dollars and logistics have been. Therefore, it's only natural that Hands Across America should be plugged into that mechanism. Additionally, three national chairpersons — Bill Cosby, Pete Rose, and Kenny Rogers — have been named, with a fourth (an appropriate female) being sought. Other celebrities who have lent their names and endorsed the project are Tina Turner, Lionel Richie, Willie Nelson, and Jane Fonda.

Radio's Role Is Key

Now, here's where we come in. Radio will serve as the nerve and communications center for the entire effort. We can recruit standees, run station promotions around the date, supervise the passing of the line through our communities, help with local officials and recognition, and be the ultimate focus as we play "We Are The World" on our air and invite participants to bring along their radios to the event. As Ken said, "Radio has to play a critical part in this event. It is our most important communications source nationally." I think we proved our power and unity as a medium on Good Friday and certainly can do it again.

Just In Case You Have Any Doubts

As I mentioned before, the original Hands Across America effort was logistically crippled at the outset. To prove that this entire

project is not only feasible but totally within the realm of reason, a Hands Across Florida promotion was staged recently to benefit the United Way. Some 60,000 Floridians lined the beaches for 23 miles without incident or inconvenience.

So it can be done. If radio broadcasters lend their hands to help, Hands Across America will raise a substantial amount of money to help wipe out the shameful tragedy of hunger in America. We'll keep you posted on how to get involved.

DATELINES

1986

February 1-4 6th Annual Managing Sales Conference, Radio Advertising Bureau Amfac Airport Hotel, Dallas

February 2-5 National Religious Broadcasters' 43rd Annual Convention Sheraton Washington, Washington, DC.

March 6-8 American Country Broadcasters'—47th Annual Country Radio Seminar Opryland Hotel, Nashville.

April 13-16 National Association of Broadcasters 64th Annual Convention Dallas Convention Center, Dallas

April 13-17 National Public Radio Annual Convention Town and Country Hotel, San Diego

May 14-17 American Association of Advertising Agencies Annual Meeting Greenbrier, White Sulphur Springs, WV

May 21-25 American Women in Radio and Television 35th Annual Convention Westin Hotel Galleria, Dallas

June 11-15 Broadcast Promotion and Marketing Executives/Broadcast Designers Association Annual Seminar Loew's Anatole, Dallas

ONE YEAR AGO TODAY

- Mike Ferrel VP/GM of WGMS-AM & FM/Washington
• Fred Missman PD at KJOL/Los Angeles
• Tom Barney OM at WGAR-AM & FM/Cleveland
• Bob Zuroweste GM of KUDL/Kansas City
• Ross Reagan GM of KMGC/Dallas
• Calvin Booker GM of KDKO/Denver
• #1 CHR: "I Just Called To Say I Love You" — Stevie Wonder (Motown) (2 wks)
• #1 A/C: "What About Me" — Rogers, Carnes & Ingram (RCA)
• #1 B/U: "I Feel For You" — Chaka Khan (WB) (5 wks)
• #1 Country: "Chance Of Lovin' You" — Earl Thomas Conley (RCA)
• #1 AOR Track: "Pride" (In The Name Of Love) — U2 (Island)
• #1 LP: "Teachers" soundtrack (Capitol)

FIVE YEARS AGO TODAY

- Phil Zachary PD at WQUE-FM/New Orleans
• Peter Irmiter President/GM of WDOK-FM/Cleveland
• Dick Bartley PD at WFYR/Chicago
• Dale Turner PD at WSAI/Cincinnati
• Enoch Gregory OM at WYCB/Washington
• Bob Buchmann PD at WBAB/Long Island
• #1 CHR: "Woman In Love" — Barbra Streisand (Columbia) (2 wks)
• #1 A/C: "Woman In Love" — Barbra Streisand (Columbia) (3 wks)
• #1 B/U: "Master Blaster (Jammin')" — Stevie Wonder (Tama) (3 wks)
• #1 Country: "On The Road Again" — Willie Nelson (Columbia)
• #1 LP: "Panorama" — Cars (Elektra) (3 wks)

TEN YEARS AGO TODAY

- Jim Jeffries National Promotion Director at Epic
• Tony Martell CBS VP/Marketing in Nashville
• Michael Shalett PD of WHCN/Hartford
• #1 CHR: "Bad Blood" — Neil Sedaka (Rocket/MCA) (3 wks)
• #1 A/C: "Lyn' Eyes" — Eagles (Asylum)
• #1 Country: "Rocky" — Dickey Lee (RCA)
• #1 LP: "Who By Numbers" — Who (MCA)

being tired and poor, hungry. It is only fitting that these events go hand in hand.

A Formidable Task

Kragen estimates it will take from six to ten million people to form an unbroken line from L.A. to New York, and almost as many to recruit, register and coordinate a group that large. It's not going to be cheap. The raw costs alone are estimated at \$18.8 million. However, corporate sponsors are being lined up, with Coca-Cola already committed and three others being sought actively.

Here's The Payoff

The project's not only patriotic, it's also got a payoff. Each person will pay \$10 to stand in the line. For this contribution they will receive a certificate noting both where they were geographically and a number indicating their place in line from the starting point. The option will

How To Hire An Engineer

By Richard Rudman

At the NRBA/NAB "Radio '85" convention in Dallas last month, I moderated a panel on the future of broadcast engineering as a profession. The audience mix was two-thirds management, one-third engineering. The question was asked, "How does a nontechnical manager go about hiring an engineer in our deregulated new world?" One manager near the front of the room remarked, "With great difficulty!"

The Society of Broadcast Engineers, the only group that represents our profession, does have a better answer. With membership now over the 5000 mark, we represent a wide cross-section of our colleagues. Since everyone in our industry owes their livelihood to the owners of the licenses, our needs and sentiments take their cue from our employers, the licensees.

Housekeeping

First, some housekeeping. The SBE is not a union. We do not tell you how many engineers you need, or what their exact qualifications should be, or what you should pay them. These are your decisions.

We do administer the only professional certification program for broadcast engineering, and it's acknowledged by the FCC and NAB as the heir apparent to the defunct FCC exam system. In addition to helping schools develop programs to train broadcast engineers, we oversee a scholarship program, and work on other critical broadcast engineering educational projects.

One such project already underway is updating and republishing the Harold Ennis series of technical texts. These invaluable aids, now out of print, enabled countless current broadcast engineers to master the theories and practices of our trade.

Has The FCC Repealed Ohm's Law?

As a nontechnical manager you might ask, "Doesn't the FCC still require a license for technicians?" The answer is a qualified "Yes." Holders of the current "Lifetime General Class" ticket probably held the old "First Phone" license and simply traded it in. As you may remember, one reason the FCC retired from the license busi-

ness was that the First Phone had been cheapened over the years by some schools that specialized in teaching DJs to memorize the test. While there were many reputable schools that actually taught electronics and conferred degrees on people who actually understood it, the industry still has the problem of figuring out if a licenseeholder actually is qualified to hold his own in a broadcast station.

The SBE Certification Program

The Society of Broadcast Engineers was organized in 1963 as the Institute of Broadcast Engineers, a nonprofit organization serving the interests of broadcast engineers. We are the only society devoted to all levels of broadcast engineering. The SBE issued its first certificates in January, 1977 and now conducts tests all over the United States for members and nonmembers who wish to have a certificate that attests to their engineering competence. The five-year certificates are renewable by either taking another test or by earning professional credits for activities that demonstrate proven ability.

Since test emphasis is on practical knowledge rather than general theory, it has represented a significant alternative to the FCC exams. When the FCC discontinued the old license structure, it recognized the SBE Certification Program as one way for licensees to ascertain technical competence. This program, while created to supplement the existing FCC license structure, is now literally the only game in town.

In 1982, an entry-level certificate was created to attract new technical talent to our industry and provide an incentive for them to gain experience and grow as they progress.

Are All Engineers Certifiable?

In our crazy business, this point may be open to debate. SBE recognizes there are many engineers with superb qualifications who are not certified yet. SBE hopes that the certification program will gradually entice the majority into the fold. The line, "SBE certification desirable" has appeared in the "help wanted" section of the trades with increased frequency since the FCC left the field. If this trend continues, the certification program will continue to show healthy growth.

The Future For Engineers

As the nontechnical manager is faced with the problem of hiring technical personnel in the future, what should he or she be looking at? Here is a checklist of considerations:

- Certification: Desirable.
- FCC Lifetime General: May or may not be indicative of competence.
- Resume: If you carefully check it, this is still one of the best ways to see if the applicant is the right one for you.
- Appearance: This may not mean much to those who subscribe to the theory that a clean desk is the sign of a sick mind. SBE tries to tell members that first impressions still count.
- Observations: If you find that the applicant is late for the interview, is not familiar with your format, and mumbles, treat the applicant exactly as you would one applying for a sales position.
- Safety Awareness: Ask the applicant what their ideas are on safety. Some people literally invite disaster because they take safety shortcuts. Inquire, for example, what safety precautions would be taken before working on a transmitter. If their answer doesn't include disconnecting city power (and making sure it's disconnected), either look for someone else or raise your employee liability coverage.
- Service Awareness: Let the applicant express his view on the role of engineering in the overall pic-



Richard Rudman is the current President of the 5000-member Society of Broadcast Engineers. He has been Engineering Manager of Group W's all-News outlet KFWB/Los Angeles since 1975. Rudman was the first Chairman of the Southern California Frequency Coordinating Committee, as well as the SBE's National Frequency Coordinating Committee. A broadcast engineer since 1962, he has also served on the SBE National Board of Directors.

ture of station operations. The person you are looking for should think of engineering as a service to the rest of the station. A "technocentric" person who sees the station revolving around him may not be the person you want.

• Professional Awareness: Does the person have a sense of the history and traditions of broadcasting? Find out if the applicant views our industry as unique or just a means to a paycheck.

Other Recommended Reading

The NAB publishes a guide to hiring technical personnel. It is highly recommended, and mentions the SBE Certification program as a key element in the search.

The SBE has available the "Canons of Ethics" for broadcast engineers. It is not unlike similar documents for other professions. Contact SBE for a copy: P.O. Box 50844, Indianapolis, IN 46250.

Also available from the SBE at the address above are brochures on membership, and the Certification program itself.

The Price Of Good Engineering

While SBE does not get involved in salary negotiations, the philosophy of "you get what you pay for" does apply. If you are willing to pay a high premium for insurance that covers you for loss of business, consider what you pay for engineering as another form of premium.

By the same token, your current technical personnel (and the people you hire down the road) must give you a day's work for a day's pay, every day. Before you turn down or approve the next request for a raise, or approve the salary of

a new hire, check to see what you will get in return.

Take A Walk On The Wild Side

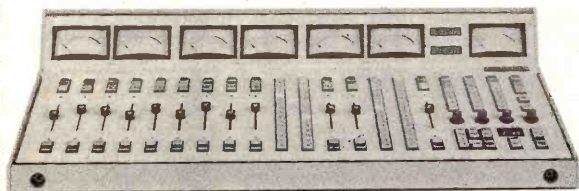
I suggest you ask to see the file drawer in the shop. In it you should find clearly labeled instruction and repair books for every piece of equipment you own. You should also find drawings of special circuits created for your station. The person in charge of that drawer should also be able to draw, from memory, a diagram of how audio gets from your studio (or automation system) to the transmitter. If that person has had the time, there might already be such a drawing.

Look behind the consoles and equipment racks. If you find a lot of cobwebs, be suspicious. Dirt and heat are the enemies of electronic equipment. While some may view them as job security, a good engineer keeps the plant as clean as possible.

For potential new hires, ask if they have pictures of stations they have worked at and projects they have built. Many of us do keep records of the things we're proud of having accomplished. Even if you are very nontechnical, you can use this as a means of evaluation to see what you're in for.

The SBE: We're Here To Help

Though some of our members are fond of carrying screwdrivers in their pockets, staying in the shop, and dealing with equipment rather than people, we all want to act and be treated as professionals. The SBE recognizes that we owe it all to the owners of the licenses. We serve our members better if we keep this in mind at all times, and change as our industry changes.



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Rock-n-roll or the sound of music and news: anything you do, you can do better with an Autogram Console.

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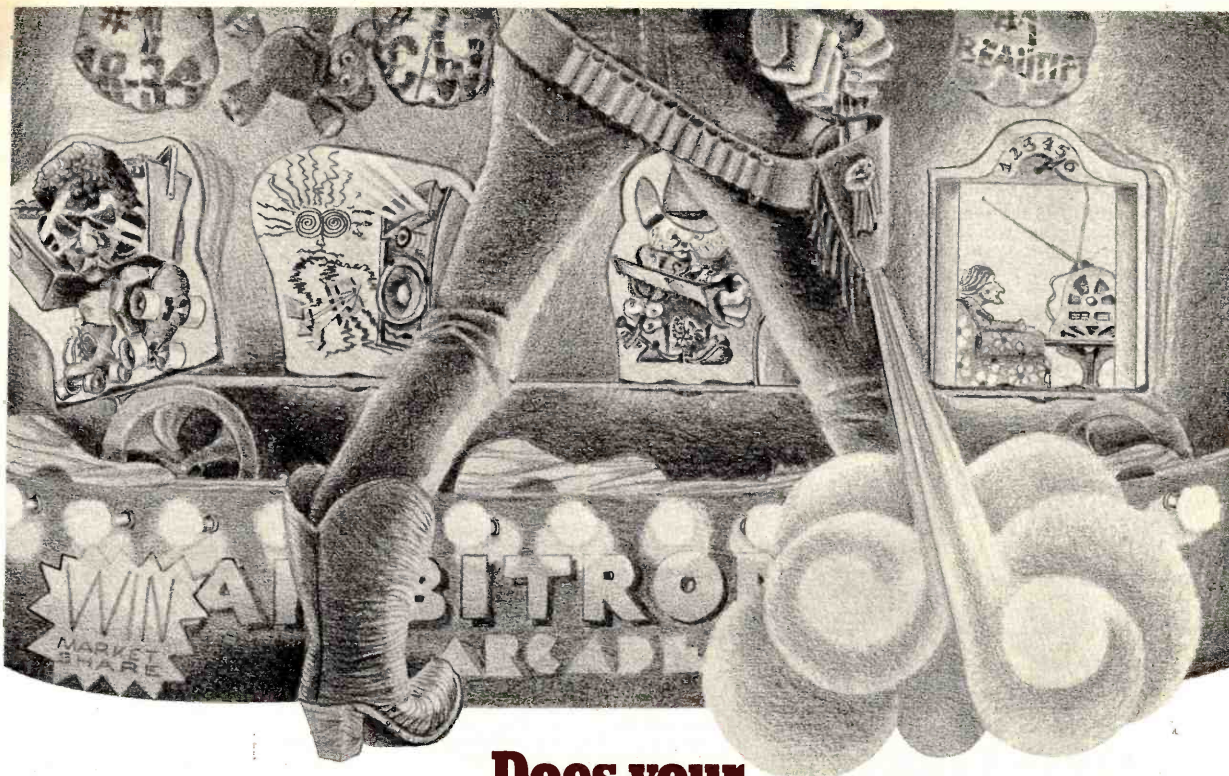
The top of our line, they join 900+ Autogram consoles now in the field.

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Whatever your needs, we build a console you'll love to play. Or have it play for you. For specs and referrals, give us a call.

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Does your audio processor hit your target audience... or shoot you in the foot?

Today, it seems that everyone wants to sound "different" to get their competitive edge. Unaware of the potential dangers, some managers and P.D.'s want their audio processing to produce that "different" sound.

Ten years ago, a few "superstar" engineers really *did* have the personal sorcery that made their stations sound *better* than the crowd—not just "different". But by now, most of the old "secrets" have been divulged. Our present-day commercially-available OPTIMOD® audio processors vastly outperform those "secret" contraptions of the past. So today, the quest to be "different" all too often ends in an ambush. Weird frequency balances, distortion, pumping, and fatigue are all waiting to trap the unwary.

How do stations fall into these traps? Because some of the same professionals who *program* their radio stations on the basis of extensive *research* choose and adjust processing on the basis of mere "gut feel". They may optimize processing for one receiver at the expense of others. They may fail to consider the unique limitations of automobile reception. There are countless pitfalls. Throughout, there is one common thread: processing is very often adjusted on the basis of *insufficient hard information*. We think that this is as reckless as letting the jocks loose in the record library without a format. Research is essential to get processing right.

At Orban, we do continue, extensive research to enable us to produce the best possible product. This is expensive and time-consuming—that's why so few radio stations can justify it for themselves. Fortunately, we can afford to spread the expense over thousands of OPTIMODS®—and you get all the benefits when you own one.

The research results in designs which couple the latest technological concepts with a disciplined respect for real-world market conditions. We always reject any approach which results in superficial flash on some radios or program material at the cost of irritation and tune-out factors on others. Our research has let us limit the number and range of setup controls to make it easy for you to hit your target audience—without shooting yourself in the foot! Unlike processors which claim "incredible adjustability", with OPTIMOD®, you don't have to search for good sound (and maybe never find it)—it's already there!

OPTIMODS® are powerful, well-oiled weapons that let you get a sound that complements your programming, *without* the irritants. That's why OPTIMODS® are the predominant processors with ratings leaders in *every* format. And why Orban outsells its nearest competition by an overwhelming margin.

See your Orban broadcast products dealer for more information about OPTIMOD®AM Model 9100A or OPTIMOD®FM Model 8100A and its new 8100A/XT Six-Band Limiter Accessory Chassis. These processors are available in a variety of configurations to perfectly match your programming. And ask your dealer for a demonstration at your station.

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THE NEW SINGLE FROM

JACK WAGNER

WXKS-FM deb 33
WPLJ on
Z100 29-25
WCAU-FM add
Z106 add
PRO-FM add
Y100 on
Q105 deb 27
WCZY add
WHYT deb 23
WZOU add 27

WKRZ-FM on
WTLQ deb 40
WBBQ add
WROQ deb 35
WZLD on
WDCG add
WANS-FM add
Y107 on
BJ105 27-20
Y106 add
94Z deb 26

WKFR on
WRQN on
KIKX 11-9
KCAQ 26-23
95XXX on
WIKZ 40-37
KNOE-FM 40-37
Z102 add
KTRS 32-30
KBIM 31-30

Produced by Cliff Magness and
Glen Ballard for
From the album
Lighting Up The Night.

Manufactured and
Distributed by Warner Bros.
Records, Inc. © 1985 Qwest
Records

The status of **MOTOWN'S** lawsuit against **MALRITE** and **CAP CITIES** over allegedly premature airplay of the new **LIONEL RICHIE** single, "Say You, Say Me," was unclear this week. Label President **JAY LASKER** was not available for comment on the lawsuit, which included as defendants **WMMS/CLEVELAND** and **WHYT/DETROIT**. 'HYT PD **GARY BERKOWITZ** told **R&R** that C.C. lawyers gave him clearance Monday (10-21) to begin airing the song again. He said he received the record earlier this month not from Motown, but from **COLUMBIA PICTURES**, via a promotional tape for the film "White Nights," in which the Richie cut, although it's *not* on the soundtrack LP, appears. A Colpix spokesman confirmed that such distribution was "a possibility." Motown has moved up its release of the single from the original November 5 date to immediate; the movie debuts Nov. 15.

DICK ASHER's arrival at **POLYGRAM** (see Page 1) has many both inside and outside the company speculating about his plans and those who'll help carry them out. As a side note, if **ALAN HIRSCHFIELD's** bid to acquire PolyGram U.S. had succeeded (as it very nearly did earlier this year), it's thought that he would've recruited **ELLIOT GOLDMAN** to head the label. Ironically, it was Goldman who brought Asher to the WCI Record Group last November.

Did you hear about the "electronic pirate" who broke onto **WGN/CHICAGO's** signal last week? The unauthorized personality provided a 23-second string of obscenities and sexually explicit remarks in a woman's voice. Host **WALLY PHILLIPS** didn't hear it, but thousands of stunned listeners did and burned down the phones. PD **DAN FABIAN** said that station engineers know what happened, and "have taken steps to prevent its recurrence." The mystery DJ is still at large.

is **WROQ/CHARLOTTE's** **JACK "Acuff"** **MURPHY** the new morning cagemate on **Z100/NEW YORK**? So we hear.

It's said that **ELEKTRA/ASYLUM** is expected to make another round of staff cuts very shortly. No official comment was forthcoming from the label, but more may be known around November 1.

That's also the date that **BRUCE HARRIS**, East Coast Director/Contemporary Music for **RCA**, is planning to leave the company to pursue his songwriting interests.

WINS/NEW YORK is setting up an educational fund for the children of seven-year **GSM RAY VITALE**, who died last week at 54. Later, the fund may be continued to help the children of other deceased broadcasters. **GROUP W** has transferred **WIND/Chicago VP/GM JAN SHAY** to **WINS** as acting **GSM**.

The new 2-4pm Sunday talk host on **KABC/LOS ANGELES** is none other than **MICHAEL REAGAN**, oldest son of the President. Reagan, a professional fundraiser and speed boat racer who's perhaps best known for his much-publicized estrangement from Nancy Reagan, will begin his general-interest show October 27.

JIM JOHNSON & GEORGE BAIER were on **WLLZ/DETROIT** mornings for only three days before rival **AOR WRIF** obtained an injunction that yanked them off the air in mid-show last Wednesday (10-16). A clause in their 'RIF contract gives the station the right to match any competing offer within 75 days, and it's expected that 'RIF will probably keep them off WLLZ until that pact expires in mid-December. A court hearing on the debacle is slated for October 30. According to court records, one of the issues that led to Jim and George leaving WRIF was that they, after six years, wanted Saturdays off with no cut in pay — a request WRIF balked at.

There is apparently an impasse in talks between the **PMRC** and the **RIAA** over the explicit lyrics controversy. A source told **R&R** that the agreement almost reached earlier this month has since been stalled by additional concessions sought by the parents' group.

Meanwhile, **DANNY GOLDBERG**, the head of the Musical Majority industry coalition and President of **GOLD MOUNTAIN** Records, has rereleased **KEEL's** "The Right To Rock" as a comment on the **PMRC** efforts to sticker recordings.

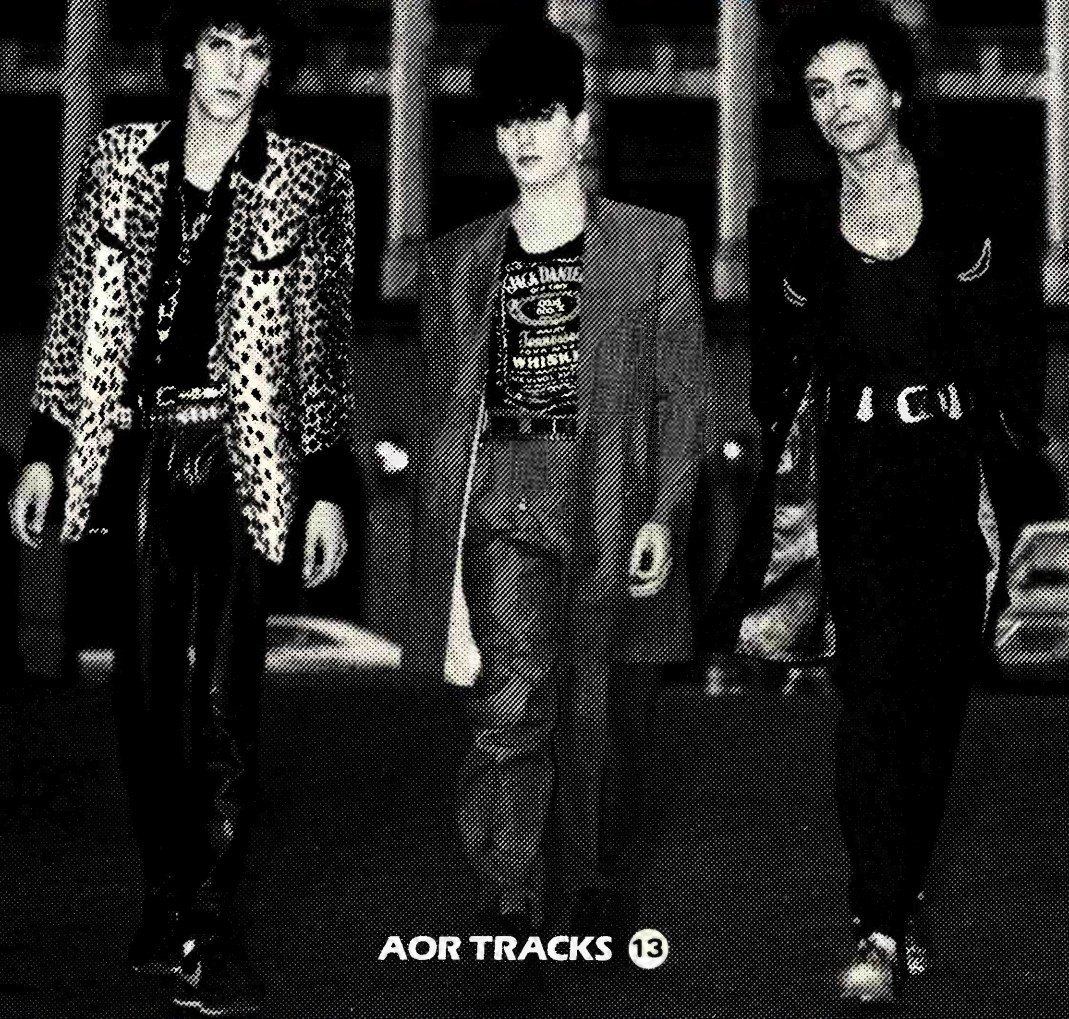
No, that wasn't a flying Big Mac in the skies above New York City this week, only **WYNY's** morning team of **HARRIS & HARRIS**. The duo mustard up the courage to broadcast their Wednesday show from the McGondola of the McDonald's McBlimp. How will **BARRY MAYO** and **LARRY BERGER** ever ketchup? Lettuce know (no bun intended).

KDKA/PITTSBURGH, America's first commercial station, will celebrate its 65th anniversary November 2. In case you can't be there for the cake and ice cream, call (412) 261-KDKA to hear the audio of its first broadcast in 1920 — the Harding/Cox presidential election returns.

Continued on Page 32

B	TO	Nils Lofgren	AIR DATE	Oct. 21	TIME	THE BEST TIME
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M	Thanks for the melodies last night on LINE ONE!					
	Callers across America loved talking with you and hearing you perform 3 original songs live! Good luck on your tour.					
O	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					

PHANTOM, ROCKER & SLICK



AOR TRACKS 13

"MEN WITHOUT SHAME"

The First Single

Produced by Steve Thompson and Michael Barbiero Management: Eric Gardner/Panacea Entertainment
Available on EMI America Records & High-Quality XDR[®] Cassettes.



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STREET TALK

Continued from Page 30

Will the real "LARRY KING Show" Phoenix affiliate please stand up! It seems Mutual's talk show host, acting on a request from an unidentified caller on a recent program, voiced a live message promoting LKS affiliate **KFYI/SEDONA**. King apparently forgot that it's **KTAR/PHOENIX**, not **KFYI**, which carries his show. **KFYI** disavowed any knowledge of the "hoax," issuing a statement denouncing the perpetrator and offering a \$1000 reward "for information leading to the positive identification of the person(s) involved."

In other King news, **KHJ/LOS ANGELES** picked up the LKS after **KMPC** decided it didn't quite fit in with its Big Band game plan. **KHJ** sees the show as a perfect fit with its 24-hour "Car Radio" format, however. (Is a "King Of The Road" theme in the offing?) By the way, **R&R** extends congrats to former Sr. Associate Editor **KEITH ATTARIAN**, who's joining **KHJ** as an Account Executive.

Across town, look for **KHTZ/LOS ANGELES** to switch calls to **KBZT** ("K-Best"), which Sandusky just dropped in San Diego for **KWLT**. Insisting there's no format change coming, **GM BOB MOORE** made the swap because he simply believes **KBZT** is "the best A/C call letters there are" (no pun intended). Will a "Hot Hits" station snatch up the calls? Or would **MALRITE** like to have both **KHTZ** and **WHTZ**?

Despite the rumors roaming the streets in the Motor City, **WCZY-AM & FM/DETROIT VP/GM LEE DOUGLAS** maintains that "a decision on a program is still pending. All interested persons are being considered."

There are three new programming openings this week, as **BILL GARDNER** has resigned as PD/morning man at A/C **K101/SAN FRANCISCO**. **BOB CANADA** has left as PD at CHR **WNVZ/NORFOLK**. **MD JIM CURTISS** is carrying the ball there until a replacement is named. . . and **OM JOHN CURRY** needs a PD for Country **WQHK/FT. WAYNE** right quick. Call him at (219) 447-5511.

Our condolences go out to the friends and family of **WILLIAM REUMANN**, the radio pioneer who began broadcasting **WWRL/NEW YORK** in 1926 from his living room. At one time, William also ran neighbors **WRFM** and **WGLI & WTFM/Babylon, NY**.

STEVIE WONDER, who's moved from promoting audio tape to Sony Compact Disc and Hansen's Juices, is facing a plagiarism suit filed by two songwriters over "I Just Called . . ." One of the plaintiffs is onetime Wonder associate **LEE GARRETT**.

Sneaking past the majors was **WINDHAM HILL**, which won the "Record Company of the Year" **TEC Award** from *Mix Magazine*. The honor recognizes technical and creative contributions in studio recording.

Wanna buy a station? **KNBQ/SEATTLE** is on the block, so be the first on yours to grab this 100 kw CHR major. Contact broker **Cyrus Lawrence** in N.Y.

Housecleaner of the week goes to **PAT MCKAY** and **WZOU/BOSTON**, where departing this week were morning cohost **MIKE MORIN**, late-nighter **UNCLE JOHNNY**, personality **STEVE YORK**, MD **KEN VAN TASSLE**, and production chief **CHRIS MONTGOMERY**. A night jock is needed there, as well as at **KKBQ-FM/HOUSTON**, as "Easy" **RANDY STREET** hit the highway in search of a new gig.

In another charitable move, the profits from **DIONNE WARWICK & FRIENDS' (ELTON JOHN, STEVIE WONDER, GLADYS KNIGHT)** new single, called "That's What Friends Are For," go to the American Foundation For AIDS Research. **ARISTA** is releasing the 45 this week.

Cheers to nine-year **WalkAmerica** chairman and **KFRC/SAN FRANCISCO** morning marvel **DR. DON ROSE**, who was named "Volunteer of the Year" by the Bay Area Chapter of the March of Dimes.

And hats off to **KEN KRAGEN**, this year's recipient of the United Nations Peace Medal, awarded for his and **USA FOR AFRICA's** "urgent work of helping the starving people of Africa."



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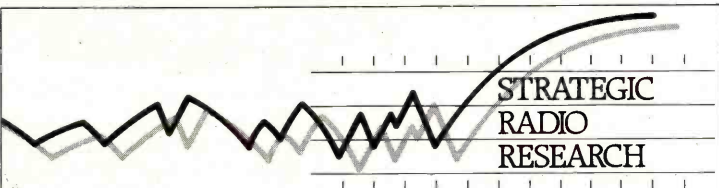
WXKS-FM	CKOI	I95	KZZP
WKSE	WCAU-FM	WMMS	KKRZ
WPHD	CFTR	ZZ99	KMEL
CKGM	CHUM	KWK	KWSS
Q100	KHFI	Z104	KPLUS
WVSR	KZZB	KOFM	KBOS
WERZ	WZLD	WRQN	KMGX
WKRZ-FM	WOKI	WHOT	KCAQ
WTLQ	WFMI	KIKX	KSKD
			KDON-FM

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THE KIX SIX PACK — In an advertising revival not seen since the Burma Shave days, **WKKX/St. Louis** is treating motorists to six consecutive billboards promoting the new Country station.



Reliable, accurate research.

655 W. Irving Park at Lake Shore Drive
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A personal note to all programmers:

**BLAME MOTOWN—
OR ME—IF YOU WILL!**

BUT KNOW THE FACTS:

1. Columbia Pictures sent out 18 to 23 cassettes to radio stations for use in music beds for future radio spots for their motion picture, "White Nights."
2. The cassette was not the final record mix, yet certain stations played the cassette as a record.
3. Columbia Pictures made a mistake in sending the cassettes to begin with.
4. Certain persons made copies of the Columbia Pictures cassettes and distributed them illegally to other stations.
5. We tried every legal and business means to stop unauthorized play. We were not engaged in any games or ploys. Such is not our style, and we would hope you would recognize that.

RESULT: CHAOS

**WE, LIKE YOU, FEEL
VIOLATED.**

Our release date was 11/5, which we moved up as rapidly as possible to protect your interests and ours.

**"SAY YOU, SAY ME" is a wonderful
LIONEL RICHIE record.**

We hope you will play the record and try to understand that Motown was not the villain, but a victim, as were most of you.

Jay Lasker
President
Motown Records



KEN BARNES

ON THE RECORDS

TV Themes: Top Tube Tunes

"Miami Vice," although its press coverage still outstrips its ratings to some extent, is proving a potent force in music. The show's adaptation of the various-artist movie soundtrack album concept is novel, and two of the songs from the LP, Glenn Frey's "You Belong To The City" and Jan Hammer's "Miami Vice Theme," are in the Top 20.

Hammer's Top 5 record joins a long line of TV themes to become hits. The relationship between TV and records is not as celebrated as the movie/disc crossover pattern, but it's a long and colorful one.

Some of the earlier TV theme records were instrumental — notably Henry Mancini's influential "Peter Gunn Theme" (with a bassline that still crops up in rock), Link Wray's version of "Rawhide," and less-well-remembered numbers like "Theme From 'My Three Sons'" by Lawrence Welk.

Many others were vocals: "Ballad Of Davy Crockett" by Fess Parker and others, "Ballad Of Jed Clampett" (from "The Beverly Hillbillies") by Flatt & Scruggs. Then there were songs recorded by TV series stars, which is a whole other subject that should be saved for later, unless it's an star recording his own show's theme song, as with Richard Chamberlain's "Theme From Dr. Kildare." (The other big medical show of the early '60s also generated a fairly successful record, "Theme From Ben Casey" by Valjean.)

In the midsixties, superheroes and spies generated big theme hits: "Secret Agent Man" by Johnny Rivers and "Batman" by Neal Hefti (not to mention an entire "Batman" LP by Jan & Dean and a nonhit version of the "Green Hornet Theme"). Bandstand-type shows were another contributor, with "Where The Action Is" by Freddy Cannon becoming a hit and "Happening '68" by Paul Revere & The Raiders appearing on a flip side. There were tons of songs named after "Shindig," but I don't recall if any of them were recordings of the show's theme.

Cartunes & Custom Groups

Cartoons have wielded hit power seemingly out of proportion to their



Cheers: Hit series don't always spawn hit records

potential importance. Some have been offbeat kind of hits, like the Ivy Three's "Yogi," which turned the famous bear into a hip guru. The theme from "The Flintstones" also received a bizarre treatment at the hands of one "Bruce Springstone," who performed a truly "boss" version a few years back. ("Flintstones" "characters" Pebbles & Bamm Bamm also made records of their own in the mid-sixties.)

When the Beatles became huge, a cartoon series was launched around them (the Jackson 5 also received that accolade). The Beatles in turn inspired the Monkees, a group created specifically for a TV series, with songs to be performed in the series and on record (including the "Monkees Theme"). This enormously successful idea in turn inspired a cartoon group customized for dual TV/record action, the Archies, and that opened the floodgates.

Hordes of live-action and cartoon bands clogged the airwaves, most of them less than astonishingly successful in the record marketplace. Remember the Bugaloos? Or the Hardy Boys? Kaptain Kool & The Kongs? Josie & The Pussycats featured Brenda Holloway's sister Patrice (a longtime R&B solo artist in her own right) and Cherie Moor, who went on to TV fame (and later solo records) as Cheryl Ladd. The Rock Flowers were another trio of that sort, and don't forget the immortal Banana Splits and Lancelot Link & The Evolution Revolution, a group of rock & rollin' chimps with an album on ABC. The Partridge Family was the most successful of the live-action Monkees descendants.

More recently, that approach failed with the TV series/group Dreams. Meanwhile, there's a trend in the rap/hiphop world toward incorporating theme songs from shows like "Inspector Gadget," "The Flintstones," and "Andy Griffith," while punk groups like the Dickies covered Banana Splits songs and the theme from "Scooby Doo" was recorded by British mod band the Purple Hearts.

'70s & '80s Themes

TV themes continued to thrive in more recent times. Sometimes it seemed that every TV show theme made it to record, whether successful or not. "Hawaii 5-0" (Ven-

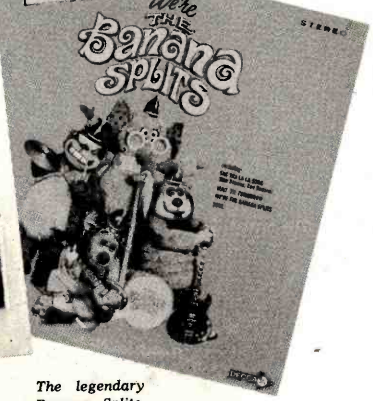
One of the biggest-selling groups of the late '60s. So why weren't they at Woodstock?



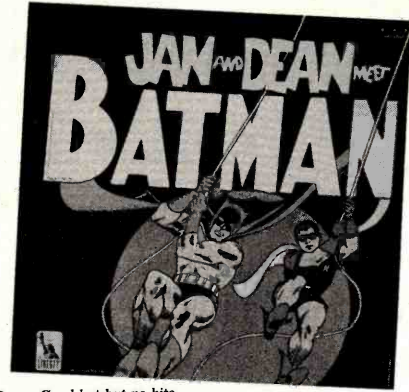
The Monkees: TV-bred idols, now cult favorites



Josie & The Pussycats: first a cartoon, then a real group (Cheryl Ladd, lower right)



The legendary Banana Splits lineup: Bingo, Fleagle, Snorky, and Drooper



Jan & Dean: Good bat but no hits. Where were Batdorf & Rodney on this project?

tures), "Love Is All Around" from the "Mary Tyler Moore Show" (Sonny Curtis, just covered, appropriately enough, by Minneapolis band Husker Du), "Those Were The Days" from "All In The Family" (a real harmony showcase), "Suicide Is Painless" (from "M*A*S*H."), etc.

The midseventies saw a rash of TV hits, with the Rhythm Heritage scoring back-to-back with "Theme From S.W.A.T." and "Baretta's Theme," John Sebastian being welcomed back with his theme from "Welcome Back Kotter," Pratt & McClain voicing "Happy Days," Cyndi Grecco singing "Making Our Dreams Come True" from "Laverne & Shirley," The Wilton Place Street Band turned the "I Love Lucy" theme into "Disco Lucy," spawning a crop of imi-



found little favor among Led Zepplin's management and was subsequently withdrawn. The same approach was applied to "Green Acres"/"A Day In The Life," but it had little impact (in fact, I can't remember who did it except that the novelty team of Barnes & Barnes — no relation, but one of them is supposedly former TV star Billy Munny — had something to do with it).

More recently, Mike Post has done well with TV themes, including "Rockford Files," "Theme From Magnum P.I.," and "Theme From Hill St. Blues." He also produced Joey Scarsbury's "Believe It Or Not (Theme From Greatest American Hero)." Dave Grusin scored with "Theme From St. Elsewhere," Bill Conti made some noise with "Theme From Dynasty," but no soap for Floyd Cramer's version of "Dallas." Gary Portnoy's "Cheers" theme was released twice but met with a less-than-cheery reception. Dionne Warwick & Glenn Jones (substituting for Luther Vandross) tried "Finder Of Lost Loves." Waylon Jennings did well with "Theme From The Dukes Of Hazzard, but a rap record of sorts by Kitt The Amazing Car Of The Future (from "Knight Rider") stalled immediately.

Jan Hammer: "Vice" precedent

It remains to be seen if "Miami Vice" 's success will spawn more original soundtrack albums, but it's sure to keep the flow of TV themes coming. And maybe when Philip Michael Thomas releases his forthcoming LP, it'll be time to try to tackle the topic of TV themes on record. Meanwhile, I'm sure this survey missed a bunch, so send 'em on in. I'll be watching.

*Friends
Like These
Only Come Along
Once In A Lifetime*



*Dionne & Friends
"That's What Friends Are For"*

Featuring

Elton John, Gladys Knight & Stevie Wonder

Written and Produced by Burt Bacharach and Carole Bayer Sager

ALL PROFITS FROM THE SALE OF THIS SINGLE WILL BE DONATED TO THE AMERICAN FOUNDATION FOR AIDS RESEARCH (AFAR)
ELTON JOHN APPEARS COURTESY OF GEPFEN RECORDS STEVIE WONDER APPEARS COURTESY OF MOTOWN RECORD CORPORATION

From the forthcoming Dionne Warwick album, FRIENDS. On Arista Records, Cassettes and Compact Discs.

AMERICA

Prince And The Revolution

Produced, Arranged, Composed And Performed By Prince And The Revolution • From the Paisley Park album *Around The World In A Day* • Marketed by Warner Bros. Records Inc. • Management: Cavallo, Ruffalo & Fagnoli • © 1985 Warner Bros. Records Inc.



105 CHR REFERENCE
NEW & ACTIVE

DATEBOOK

SEAN ROSS

Slick Talk

Last summer when the *Starship* (who were still the *Jefferson Starship* then) played the Democratic convention in San Francisco, **Grace Slick** announced that "politics suck" and added, "I know so little about these politicians and who's running them. Until they come clean, I'm not voting." Musically, the group had been relatively apolitical for years, at least in their *Starship* phase; not until "Layin' It On The Line" last year did any single of theirs have political overtones. Without its larger context, "We Built This City" might only kind of count — its lyrics protest the banning of rock concerts in Golden Gate Park. With the rock-lyric controversy, "We Built" seems to have become a general-purpose anthem for defenders of the genre. Slick, the last link to the early days of the group, was born Grace Wing; she'll be 46 this Wednesday.

MONDAY, OCTOBER 28

1939/**Bill Monroe** joins the Grand Ol' Opry.
1961/Record-store owner **Brian Epstein** is asked for "My Bonnie" by **Tony Sheridan**, leading him to investigate the *Beatles* for the first time.
1972/The United States Council for World Affairs adopts the *Who's* "Join Together" as its official theme.
1977/About six months after its British release, "Never Mind The Bollocks, Here's The Sex Pistols" is finally issued in America. It will end up in the cutout bins.
1983/"Crumblin' Down," **John Cougar Mellencamp's** first single with his real last name, goes #1 AOR Tracks; **Lionel Richie's** "All Night Long" is #1 CHR.
Birthdays: **Charlie Daniels** 1936.

TUESDAY, OCTOBER 29

1955/**Joe Tex's** first single, the anti-Davy Crockett "Davy You Upset My Home," is released.
1966/The British home office has recently announced that it will grant very limited licenses to some of its pirate broadcasters. 19 years ago, when there was no alternative to the BBC except pirates and **Radio Luxembourg**, **EMI** Chairman Sir **Joseph Lockwood** commented that he wouldn't let his records be played on commercial radio if it were legal. (This is somewhat ironic in light of EMI's US operation, **Capitol**, being one of the first to release promo copies.)
1982/**Tony Carey** releases three singles simultaneously, one each for A/C, AOR, and CHR. After a few months, "I Won't Be Home Tonight" becomes an AOR hit and Carey finds a format.
1982/**Diana Ross's** "Muscles" is #1 B/U and enters the CHR chart.

WEDNESDAY, OCTOBER 30

1961/**Phil Spector's** *Philies* label releases its first single, the *Crystals'* "There's No Other (Like My Baby)."
1972/**Elton John** becomes the first rock artist since the *Beatles* to perform for **Queen Elizabeth II**.
1974/Less than six months after marrying **Sly Stone** in Madison Square Garden, **Kathy Silva** files for divorce and is awarded custody of son Sylvester Jr., with whom Sly Sr. has already run off.
Birthdays: **Eddie Holland** 1939, **Timothy B. Schmit** 1947.



THURSDAY, OCTOBER 31

1968/The *MC5* record their live "Kick Out The Jams" LP at Detroit's Grand Ballroom. Those in the audience have had to sit through five hours of *White Panther* speeches by **John Sinclair** and others before the music starts.
1974/"It's Only Rock & Roll" by the *Stones* goes gold.
1975/As the *Marshall Tucker Band* plays a **Jimmy Carter** benefit in Atlanta, **Waylon Jennings's** "Are You Sure Hank Done It This Way" goes #1 Country; **Freddie Fender's** "Secret Love" enters the charts.
Birthdays: **Bernard Edwards** 1952, **Russ Ballard** 1947.

FRIDAY, NOVEMBER 1

1979/**Bob Dylan's** "Slow Train Coming" tour is booted in San Francisco.
1982/We remastered the face of rock & roll forever: "Sgt. Pepper's Lonely Hearts Club Band" is released in half-speed digital master form.
1982/The radio/TV union **AFTRA** files for bankruptcy after losing an antitrust suit filed by a company that it had struck.
1983/**Stephen King** takes over longtime CHR **WACZ/Bangor** and changes its calls to **WZON**, after his "Dead Zone" novel. The station logo becomes a skeleton wearing headphones.
Birthdays: **Bill Anderson** 1937.

SATURDAY, NOVEMBER 2

1955/**Chuck Berry's** "Maybelline," originally written as "Ida Red" after a similar **Bob Willis/Louvin Brothers** number, is released.
1973/**Cheech & Chong** take a full-page trade ad on behalf of "Sister Mary Elephant" that reads, "Congratulations to the *Singing Nun* on the 10th anniversary of her hit 'Dominique.'"
1974/**George Harrison** begins his first full-scale tour as a solo artist with his first concerts since the Bangladesh benefits.
1975/**Bob Dylan**, in whiteface, visits **Jack Kerouac's** grave with **Allen Ginsberg**, who improvises poetry. The incident becomes part of Dylan's "Renaldo & Clara" film.
Birthdays: **Keith Emerson** 1944

SUNDAY, NOVEMBER 3

1957/"At The Hop" and "Great Balls Of Fire" are released.
1961/**Jimmie Rodgers** is elected the first member of the Country Hall Of Fame.
1972/**James Taylor & Carly Simon** are married.
1977/**Elton John** announces his live retirement . . . which lasts for 18 months.
Birthdays: **Ian McNabb (Icicle Works)** 1960, **Adam Ant** 1954, **Lulu** 1948, **Brian Poole (Tremeloes)** 1941, **Andy Williams** 1932.



BRAD MESSER

CALENDAR

A Book For Newsmen, Cheap

It may have been the high point in my life as a K mart shopper: a \$12.95 hardback book, written by two of the most respected men in the news business, marked down to \$1.98. My kind of price, and virtually every radio newspaper's kind of book.

Here are some lifts. Walter Mears, Pulitzer prize winner and Vice President of the Associated Press, on the newspaper life: "In laying out a story, people who write for broadcast have a big edge on those of us who write for print. They get to say it first. By the time we [newspapermen] can write it and get it printed, the surprise, or the shock, has worn off the information. It's news the next day, but it wasn't new."

Associated Press reporter Don

Whitehead, illustrating the individuality of journalists: "Give the same set of facts to a room full of reporters and each will arrange the facts in a slightly different way. That is not important if the end results are accurate . . . The important differences in them will be the degree of skill used in making the story interesting."

More from Mears, about why stringent rules about style and delivery are pretty much a waste of everyone's time: "The

Associated Press once considered a ratings system for leads. You got points for short leads and short words. I went home and dug out the ten stories for which I won the Pulitzer prize and found they would have flunked. I called the people who were setting up the system and said 'I just wanted you to know I flunked.' The plan was never put into effect."

"The News Business," by John Chancellor and Walter Mears (1982, Harper & Row), is well worth getting — even without the markdown — because it was written by working newsmen for newsmen, with the greatest of skill and understanding.

Tallest Monument

MONDAY, OCTOBER 28 — The Gateway Arch turns 20 today. The stainless steel arch, on the Mississippi River at St. Louis, Missouri, was completed in 1965. It is the world's tallest monument, 630 feet tall. Two Statues of Liberty would fit under it, one atop the other, with headroom left over. Its full name is "Gateway to the West Arch," commemorating the migration into the American West in the early 19th century.

1962 — Cuban Missile Crisis ended. 1945 — WWII U.S. shoe rationing ended. 1929 — Wall Street lost 10 billion. 1919 — Volstead Prohibition Act passed over Presidential veto. 1886 — Statue of Liberty dedicated. 1636 — Harvard College founded.

Full Hunters moon.

Birthdays: 1976 Olympic decathlon champion **Bruce Jenner** 36. Actress **Jane Alexander** 46. Former Baseball Commissioner **Bowie Kuhn** 59. Polio vaccine inventor **Dr. Jonas Salk** 71.

Ballpoint Pen Turns 40

TUESDAY, OCTOBER 29 — The first commercially-successful ballpoint pen went on sale 40 years ago (1945). Five thousand people jammed Gimbel's department store in New York City and bought the entire stock of 10,000 pens in a single day. Within two weeks, the Milton Reynolds ballpoints generated \$500,000 in profits. (First ballpoint pen was patented in 1888 but wasn't successful.)

1977 — Around-the-world aviation speed record (over both poles) by a Boeing 747 which flew 26,382 miles in 54 hours, 7 minutes, an average of about 488 miles per hour.

1974 — Equal Credit law. 1929 — Wall Street crash. 1618 — Sir **Walter Raleigh** executed in London for treason.

Birthdays: **Kate Jackson** 36. **Richard Dreyfuss** 38. Opera singer **Jon Vickers** 59. Astronomer **Edmund Halley** born 1656.

Most Powerful Thermonuclear Explosion

WEDNESDAY, OCTOBER 30 — The world's most powerful atomic explosion was detonated 24 years ago by the USSR (1961). It created a shock wave that circled Earth three times. Its power was estimated as equivalent to between 57 and 90 million tons of TNT. (The bomb dropped on Hiroshima, Japan, in 1945 was equivalent to "only" 20,000 tons of TNT.)

1938 — **Orson Welles's** live drama "Invasion From Mars," also known as "War Of The Worlds," was broadcast on CBS and caused panic among listeners because of its "fake news bulletin" format. (Welles died at age 70 on October 10, 1985.)

1930 — Wall Street losses in six months totalled 23 billion. 1925 — First television.

Birthdays: **Henry Winkler** 40. **Grace Slick** 46. **Christopher Columbus** born 1451, but date unsubstantiated by written records.

Girl Scouts Founder Born

THURSDAY, OCTOBER 31 — The founder of the Girl Scouts, **Juliette Gordon Low**, was born in 1860. She started Girl Scouting in 1912 with 18 members. They were taught to boil water over a campfire, and how to milk cows to earn the Milkmaid Badge.

1984 — India's Prime Minister **Indira Gandhi** was murdered by her own bodyguards at age 66. 1952 — First hydrogen bomb.

1926 — Magician/escape artist **Eric Weiss**, better known as Houdini, died. 1864 — Nevada 36th state.

Today is Halloween.

Birthdays: **Michael Landon** (Eugene Maurice Orowitz) 49. **Dan Rather** 54. **Lee Grant** 56. **Barbara Bel Geddes** 63. **Roy Rogers's** wife **Dale Evans** (Francis Butts) 73.

Bra Created From Hankies

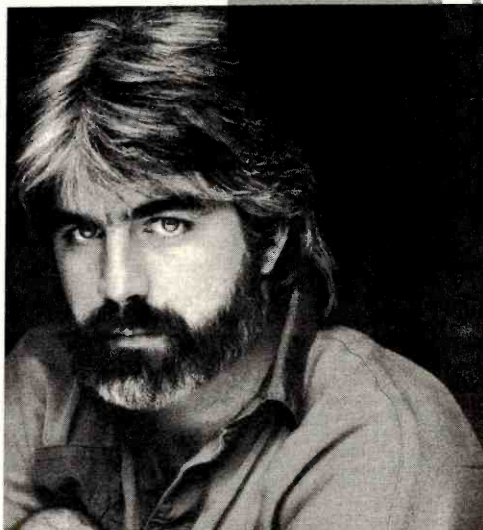
FRIDAY, NOVEMBER 1 — The modern lightweight bra was created 71 years ago by a New York debutante, **Mary Jacob**, who had her maid sew a couple of handkerchiefs together with ribbons for straps (1914). It was the start of a multi-million-dollar business, but not knowing that, Miss Jacob sold her patent for \$15,000.

1980 — Polish labor crisis began as Solidarity union threatened a national strike. 1979 — Chrysler \$1.5 billion loan guarantee proposed by **Carter** administration. 1870 — U.S. Weather Bureau began the first daily weather observations.

1864 — Money orders introduced by Post Office.

Birthdays: **Jodie Foster** (Alicia Christian Foster) 23. **Gordon Lightfoot** 46. **Gary Player** 50. **Ike Turner** 54.

A Real Standout



"Lost In The Parade"

The new Michael McDonald single. From his album *No Lookin' Back* (1/4-25291). Produced by Michael McDonald and Ted Templeman. Available on Warner Bros. Records, Cassettes and Compact Discs. 12" Pro on your desk! ©1985 Warner Bros. Records Inc.





ADAM WHITE

Country A&R Execs Share Views



Barry Beckett



Tony Brown



Steve Buckingham



Frank Jones



Tommy West

Want to start a fuss? A newspaper article can do the trick, like the recent "Country Music in Decline" report on the front page of the *New York Times*. Many in the Nashville music community were upset that the article chose to recycle by now tired information about the problems facing traditional country artists, while making little reference to newer, regenerative talent developments.

Among those who can tell the "untold story," so to speak, are Nashville's A&R executives. A number of them talked with me for this column's final report on current A&R attitudes at record companies. None of them minimizes the challenge of finding new country acts who can appeal to the younger, active record-buying audience. But the points made in the *Times* article "are not at all representative of the state of mind around here," says a senior staffer at one of the major labels' Nashville divisions. His opinion is shared by others.

Steve Buckingham, Director A&R/Producer for CBS Records, remarks, "We all must avoid spending too much time forecasting or planning trends, or trying to create phenomena; they don't happen that way. Our philosophy shouldn't be trying to make somebody into what's going to be in vogue. We should try to pick people for their talent, develop what they're best at, and give them a creative atmosphere in which to make records."

"We must take chances. When you do that and let somebody follow their own instincts, you're going to have failures. But when you have successes, you'll have a Willie Nelson or, in pop music, a Cyndi Lauper or a Prince. With artists like that, you have to let them follow their own inclinations. Otherwise, you shouldn't have signed them in the first place."

Buckingham is not an advocate of phasing out "traditional" country. "I watched Farm Aid and saw George Jones up there singing the *Blasters* in the wings, knowing every word to every song. There's always going to be a place for that and there should be." On the other

hand, Steve sees the music broadening and says the influx of musicians and songwriters into Nashville from other parts of the U.S. is bound to influence the future. "It's a center for American music, not just country music," he states.

New Form Of Country

Barry Beckett, Director/A&R at Warner Bros./Nashville, views the picture in much the same way. "A lot of musicians are coming here from Los Angeles and Muscle Shoals, some from New York. You can cut virtually any type of music — some of the best jazz, blues, and rock 'n' roll. Out of this is going to come a new form of country. You're still going to have traditional music, but there'll be new ways of doing things, new licks, new styles. It's already carrying over to the musicians who play with the big acts. Those musicians like to try something different, and they're perfectly capable. It's very healthy."

Barry is aware of the radio middle and labels' concern that programmers aren't sufficiently receptive to some of the music's newer strains. "As long as we keep good country melodies, good country lyrics, and great country singers on record, radio is going to give us all the support we need. If we try to pull the wool over radio's eyes, and give them average singers with average songs and average grooves, then the business is going to suffer. And radio will suffer, too."

Tommy West, Sr. VP of the MTM Music Group, draws on his experience with Jim Croce to make a point. "Look back a few years to artists like Jim, Cat Stevens, and James Taylor, who were consider-

"We all must avoid spending too much time forecasting or planning trends, or trying to create phenomena."

—Steve Buckingham

ed top acts at the time. They got no Country play whatsoever because their lyrics were not really country lyrics. Now, if Croce were alive today, the only area I could go into with him would be country because it's not rock, it's not techno-pop, it's acoustic music. And I feel that kind of music is missing from the radio spectrum.

"The only acoustic music you have right now is country, which is still basically Southern country. Within that spectrum is coming the next wave; call it 'acoustic wave' if you want." That is MTM's interest, states Tommy. "We feel that by going with the newer repertory companies, if you will, of young singer-songwriters, we can attract the younger adults in their 20s and early 30s. They really can't identify much with traditional country, but if you give them a good song done acoustically without a lot of machines, they may be able to identify with that."

West offers a related insight about successful country artists. "They seem to reflect a certain lifestyle. Hank Williams Jr. definitely has a hardcore kind of following, plus all the other people who fall in whenever he has a hit. Jimmy Buffett is another example. He's only had maybe one or two hit singles, but reflects a certain lifestyle that still sells albums." It's another side to the audience's identification with the performer, he says. "When I was growing up, whether it was Elvis, the Beach Boys, or Peter, Paul & Mary, there was a definite 'hook' to the act."

Springsteen's Influence

That appeal, which goes beyond the music, is identified in a comparable way by Tony Brown, VP/

A&R at MCA's Nashville division. "What makes rock 'n' roll so hip," he says, "is that usually with every major act the record is a statement of their philosophy, be it politics, love, or whatever. Springsteen sings about real things, and I have to think that he's been an influence on all music. With 80% of country acts, they sing other people's songs. There's nothing necessarily wrong with that, but what I'm looking for in an act is that singer-songwriter style. They seem to be the ones who hold up, like Willie Nelson, Hank Williams. It's hard to find new country artists who write really good songs, but there are some out there."

Tony also talks about radio's role in country's future. "When I look at who's being signed by the labels here, it seems like every one is part of a new sound. So eventually radio won't have any choice but to play it." Who exemplifies that to new sound? "Rosanne Cash is the leader of the pack," declares the MCA VP. "She's probably making the best country records today. I don't know if she wants to call it country, but that's what it is. And she's opening the door. If we can break a few more like her, others will spring forward. But at this point, they aren't."

New talent's future on the airwaves prompts a comment by Frank Jones, Sr. VP of PolyGram's Nashville division: "If programmers would listen and give an honest shot to some of the new talent, I believe they'd be surprised [by the audience response]. I know some stations will say a record's too contemporary and others will say it's too country, but there's room for everything if you want to get mass listening appeal. It's just a matter of how it's presented."

Frank adds, "I know every radio station knows its own market. But everyone benefits when both sides work together to create new artists for record companies and new, exciting sounds for listeners. Radio is being cautious in some cases, but I don't think anybody's fighting any-

thing. We're just in that shaking-out period. Nashville will come back up with whatever's called for."

Whatever's called for may defy a convenient description, and Mary Martin, A&R/Talent Manager for RCA Records/Nashville, is someone who feels strongly about that. "I don't wish to categorize any artist's music... you can't categorize talent." She's also vehement about the importance of developing new acts without regard to whether their style is in vogue.

Using newly-signed RCA singer-songwriter Mark Germino as an example, Mary says, "He's a little bit back to some of the things I used to really like: James Taylor, John Prine. Sometimes [music] comes around. It may be tough, it may not work on the first entire release. But sometimes you have to do things because it's important their surface. It may be difficult because he's a new artist, because these [radio] folks are cutting their playlists. But we've got to make it available so people have an opportunity to embrace it."

Editor's Comments

A couple of executives use the word "rebuilding" in talking about their talent rosters, but emphasize (as does everyone) that traditional country has its place and dignity, and should be allowed to retain both. "We're not going to be able to change George Jones or Johnny Cash," observes Steve Buckingham, "and we shouldn't. They are what they should be."

Barry Beckett also strikes the right note — and covers both creative and commercial realities — when he says, "The basic reason for being in this business is to sell records and make money, and you have to know how to appeal to the populace to do that. There are good producers in Nashville who know how. The ones who have been successful know full well that you've got to have emotion and depth in records to make people pay money."

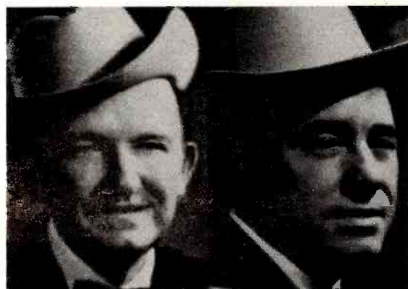
BMI is Country's first choice!



Single of the Year "Why Not Me"
The Judds

Song of the Year "God Bless The USA"
Lee Greenwood

Entertainer of the Year
Ricky Skaggs



Country Music Hall of Fame
Lester Flatt & Earl Scruggs



Instrumental Group of the Year
Ricky Skaggs' Band



Vocal Group of the Year
The Judds



Instrumentalist of the Year
Chet Atkins



Music Video of the Year
"All My Rowdy Friends Are Comin' Over Tonight"
Artist: Hank Williams, Jr.



Producer: Tom Thacker

Congratulations to the winners of the 1985 Country Music Association Awards.



Wherever there's music, there's BMI.



JOEL DENVER

THE PROS TELL ALL

America's Fast-Movin' Afternoon Drivers

Imagine that it's 1:59pm. You ease yourself into the plush leather bucket seat. The monitor is blasting at 150 watts a channel. Your board in master control is ablaze with lights. It almost seems to be alive as the meters dance. That's it, settle in and just relax. You've got 30 seconds to go.

Now adjust your headphones, fasten your seatbelt, and ease your foot off the clutch as you give it some gas. Shift into second, wind the tach up to 5000rpm. You're ready for a four-hour warp-drive trip into the fast lane of rock 'n' roll.

Welcome to the world of afternoon drive — crossroads of the radio station where midday audiences meld into teens who merge with commuters and then exit. As night approaches, teens and young adults dominate the dial. Next to mornings, afternoon drive is generally a radio station's most profitable and important daypart.

Drivin' With The Best

In the spring Arbitron some of the highest-rated afternoon drivers turned out to be Z100/New York's Shadow Stevenson, crosstown competitor Pat St. John of WPLJ, B96/Chicago MD Joe Bohannon, and KIIS-AM & FM/Los Angeles's "Big" Ron O'Brian. In talking with each of them, they all agreed that the post-meridian period is the place to be.

"To me afternoons are just as important as mornings," said Pat, "and the hours just can't be beat." Shadow and Joe both enjoy the shift because the pacing is up and the on-air production can be tight and exciting. A man about town, Ron says, "I'd find it tough to do mornings. I've done it for Rick Dees, and for Don Imus when I was at WNBC, but I like having my



nights free with plenty of time to wake up and prepare for the day's show."

And prep time is something all of them take seriously. As Music Director, Joe noted he gets a lot of extra input from the record companies for the latest on artists and interesting trivia he can use on the air. But Shadow is Z100's Operations Manager and has his hands

full with formatics, liners, and PD/Zoomaster Scott Shannon. "Just doing my job is show preparation for me," he said. "With all of my duties, I'm constantly trying to stay on top of the market, which just naturally carries over into my show."

Planting Seeds Of Ideas

"Show prep is a 24-hour affair," explained Pat. "I'm always looking for tie-ins. You have to be informed enough and aware of everything, from TV to music to videos. You've got to do your homework, because anything can be turned into a short bit."

Ron cautioned against going overboard on prepping, as he recounted how he once took on a scripted sound while at KFI. "I like to spend about two hours a day reading all three L.A. papers. It's better for the reading to plant ideas into my mind, instead of writing everything down as I used to do. It made me sound stiff."

And sounding stiff is the last thing in the world a successful afternoon driver needs to do. Joe said, "I've got my pedal to the metal from the moment I hit the

air. The show is like the USA Today of radio, focusing on music and concert information. Occasionally an artist will stop by for a visit, but for this shift you really have to think on your feet and keep it moving."

Less Clutter, More Music

Shadow, who was at B96 before joining Z100 two years back, also has frequent guests on his show.

"Many artists stop in for an on-air chat, and it really adds a lot to the show. For afternoons it's more relatable than a lot of drop-ins, phone bits, and horsing around. People just don't have the time for it after a hard day's work. We play 11-12 songs an hour, compared to Scott and the Zoo's seven or eight. Sometimes Mr. Leonard or Clarence Sanders from the Zoo will stop in for a quick visit, but then it's back to the music."

Part of the charm of afternoons is the slickness with which most CHR stations format the daypart. There is a lot more music than mornings, generally less talk, but still lots of personality. "You've got to try for role reversal and think about what your listener wants to hear," advised Pat. "We don't do news in afternoons because we don't want to stretch into areas we can't really serve. However, I do read traffic reports."

Like WPLJ, KIIS does no news in afternoon drive, but traffic reports are a way of life in L.A. "I think in the days of fractionalized radio, if people want to hear the news they're going to listen to an all-News station," said Ron.

Learning To Self-Edit

Over at B96, neither news nor traffic are on the menu for Joe. "Why should we?" he asked. "Everyone else in the market is taking care of it. People dial us up for fun, excitement, and great music. News and traffic would clutter it all up."

But at Z100, there's a different philosophy. "We are more talky in afternoon than in other dayparts, outside of mornings. In looking at his market's needs, we've simply gone with our gut and some diary comments. So we have 90-second Z100 information updates twice an hour from 4:45 to 6pm, which include traffic reports."

Because afternoons are composed of such a diverse audience mix and

Continued on Page 42



Shadow Stevenson



Pat St. John



Joe Bohannon



Ron O'Brian

RCA RECORDS PLAY FAVORITES

YOUR LISTENERS WON'T HEAR IT ANY OTHER WAY



STARSHIP
"WE BUILT THIS CITY"

CHR Chart:
16 - 10 - 5

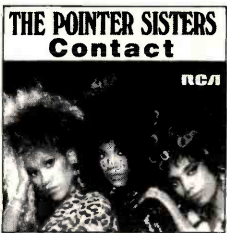
MR. MISTER
"BROKEN WINGS"

CHR Chart:
23 - 13



FROM THE ALBUM
"KNEE DEEP IN THE HOOPLA"

FROM THE ALBUM
"WELCOME TO THE REAL WORLD"



POINTER SISTERS

"FREEDOM"

CHR NEW & ACTIVE

FROM THE ALBUM
"CONTACT"

Now On Over
60 CHR Reports!
ADDED THIS WEEK:

94Q Y100 KPLUS
Z93 WMMS Q100
KRBE KOPA K104

WKKE	KTUX	WIKZ	KISR	WDBR
WPST	Z98	OK100	WYKS	KDVV
WTLQ	KIHK	95XIL	KNOE-FM	KFMW
WBBQ	WKFR	KQIZ-FM	WPFM	KTRS
KHFI	KJ103	WKSF	WHSL	KOZE
KXX106	KOFM	WJAD	WBWL	
WANS-FM	WRQN	WQID	Y94	
WFMI	KKRD	WJZR	99KG	
KBFM	95XXX	add		

CHR BREAKERS
10/18/85

EURHYTHMICS

"SISTERS ARE DOIN' IT FOR THEMSELVES"
(DUET WITH ARETHA FRANKLIN)

CHR CHART: 36

FROM THE ALBUM
"BE YOURSELF TONIGHT"



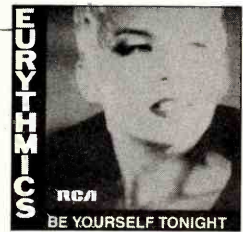
MENUDO

"COME HOME"

FROM THE ALBUM
"MENUDO"

Already On

195 deb 36
Y100 on
KAMZ 27-17
KEZB deb 28
KBFM deb 38



CHR SIGNIFICANT ACTION

CKOI 29	KITS 24	WRQN 28
I95 13	KMEL 7-7	KMGX 13
Y100 12	KKHR 16	KDON-FM 34-30
WCZY 15	WXKS-FM on	KWES 32-29
WHYT 14-9	KAMZ 22	KWNZ on
KIIS-FM 22-18	BJ105 32	KYUU on
FM102 11-8		

FIVE STAR
"ALL FALL DOWN"

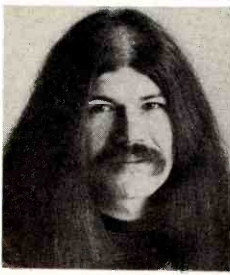
FROM THE ALBUM
"LUXURY OF LIFE"



Fast-Movin' Afternoon Drivers

Continued from Page 40

because there are so many moods and factors to deal with, all our experts agreed it takes a lot of skill to pull the shift off well. "Could I have said it in fewer words?" queried Big Ron when analyzing his own show. "That's the hardest part of it all. Pulling off a bit with a drop-in over a 20-second intro is really tough. Putting it into the simplest and easiest-to-understand form is a real art in itself, as I think someone can be a real personality without taking up a lot of time. You have to be able to edit yourself." (See "Basics Of Success.")



Pat St. John has changed with the times. (Above) Pat at CKLW, circa 1969, and below circa 1983.

Running Mean & Clean

Ron explained that even though Rick Dees sets the tone for the station, "You just can't take up a lot of time with all of the things he does. KIIS is fun and unpredictable because of the morning show, but it's simply tailored and refined for the various dayparts. I use drop-ins, but many others in my shift don't. "When I was working at WFIL/Philadelphia, (then-PD) Jay Cook



(l-r) Shadow & daughter Lindsay visit with Duran Duran's John Taylor.

taught me that certain songs don't lend themselves to using drop-ins. The new Phil Collins & Marilyn Martin wouldn't work with a wild track, but a record like Oingo Boingo's 'Weird Science' is asking for them to be used."

"You've got to try for role reversal and think about what your listener wants to hear. We don't do news in afternoons because we don't want to stretch into areas we can't really serve."

—Pat St. John

Pat St. John runs a clean show, devoid of drop-ins and characters. "At times I'm humorous, but certainly not a comedian. I probably rely more on attitude or inflection to carry off my act. It's sort of spontaneous, as I don't set out to be funny, just loose enough to react to anything that comes along."

From AOR To CHR

What's made afternoons even more challenging for Pat has been the change in WPLJ's format from AOR to CHR, which occurred two years ago. A 12-year station veteran, he found the transition more a matter of personal concern than ability. "Our image was strong as the number one AOR and the change troubled me at first. Having jockeyed in Detroit at CKLW and WKNR in the early days of my career before switching to cross-town AOR WRIF made it easy to do. This has been a real fresh challenge because of the pacing and diversity in music. I'm just so glad the format isn't filled with the smiling pukers of yesterday's Top 40."

As with any performer, there are days when even doing the shift you like best isn't quite enough to bring you to peak performance. How does Shadow deal with this inevitable problem? "I've never been one of those people who lets doubt creep in. I deal from a standpoint of confidence. Basically, you can hear the confidence. I'm in charge; I run the format, not the reverse."

The Show Must Go On

Because I can listen to Ron each day I'm personally amazed at his day-to-day consistency. "I do have my bad days," he admitted. "But after a certain amount of time you get to where you can fake it when you're not feeling that good and the audience won't know it."

But Pat disagreed. "Not becoming affected or bored because of your mood or physical problems is tough. You have to be yourself, and I think the audience can tell the difference."

Joe takes the philosophy that "the show must go on" to pull himself up by his bootstraps. "You simply have to get up there and act. The juices sometimes stop and you need some inspiration. That's the hardest part about being a CHR jock in a major market. The show really must go on. I believe the audience can almost tell through a sixth sense when you're not up to par. You can only hope they'll empathize and not tune out."

Basics Of Success

If you're going to go for greatness in anything, there are some basics to be observed. Our afternoon pros all stress the need to be brief and to the point, as adults and teens are just coming out of work and school.

Ron O'Brian said, "A great afternoon show must have the personality of the morning show without taking up the time of a morning show. Humor should be reactionary in nature and take no longer than 20 or 30 seconds."

Being able to determine who you're talking to is an added advantage, noted Joe Bohannon. "In afternoons you have to be a psychologist to see where people are at. Knowing when schools let out, factories change shifts, and rush hour begins and ends is crucial to success. Additionally, you have to be 'street smart' and informative. Take it to be more than just a job by coming off sounding as if the music is your life."

Shadow Stevenson talked about how most afternoon drivers are born. "The night guy gets promoted

when the other afternoon jock leaves, and suddenly you're talking to a different audience. The basics include being able to do more than just the format. You need to maintain the teens while still relating to adults."

"Speed and excitement are essential elements," stressed Pat St. John. "I love running my own board and pride myself in keeping it real tight. By picturing in my mind all the activity taking place on the streets, I can keep a good handle on the energy level needed to relate."

Other basics include:

- Crossplugging other shifts, especially morning drive
- Being topical and relatable
- Being economical with words
- Maintaining a level of predictable unpredictability.

MOTION

Carolyn Wessel is boosted to Promotions Director at WPHD/Bufalo ... Jamie Hyatt moves from KXIQ/Bend, OR to KSND/Eugene for afternoons ...

KBIM/Roswell MD Mike Shaw steps down but retains his midday airshift, and Chuck Martin is the new MD/5-10pm, from KOLL/Gillette, WY ...

Bill O'Neill is named MD at WGAN/Portland from across town's WKBQ, replacing Jim Randall who takes over programming at WNYS/Bufalo ... Julie London is new to PM drive at WOKI/Knoxville ... KPKE/Denver welcomes C.J. Stone as MD, from KFIV/Modesto.

Alicia Woodhouse leaves KSEZ/Sioux City for evenings at KQCR/Cedar Rapids, replacing Rick Lane ...

Brian Kane joins KZZE/Ft. Smith for nights ... La Bamba is the new night personality at WLQE/Atlantic City ... Tony Brock segues from promotions to middays at KWES/Odessa ... KFRX/Lincoln 6-10pm personality Rod Meyer is upped to MD ... WTLQ/Wilkes-Barre welcomes PD Ben Smith ... Jay Brady is named Music Coordinator at WERZ/Exeter and moves from nights to-middays, replacing Scott McKay who left for WKSE/Bufalo. Also at WKSE, Randi

Naughton becomes part of the mornings team with PD Scott Robbins, and MD Boom Boom Cannon moves to a midday boot.

Dave Nelson joins WFBG/Altoona for nights, from WVMT/Burlington, VT ... Bobby Valentine is the new weekend personality at WPLJ/New

York ... the new line-up at WLAN-FM/Lancaster looks like this: Steve O'Bryan upped from overnights to AM drive, Dave Diamond during middays, Gary Maxwell on PM drive, Brother Weems joins 7-midnight from WBLI/Long Island, and Clem Marino overnight.



IT'S A HE! — When KNBQ/Seattle went looking for the best legs in the Northwest, they had no idea they'd find them on a guy! Shown (l-r) are KNBQ's Sandy Louie, Mike Stewart, a finalist, winner Kurt Stempling, and KNBQ's Jay Philpott and Romie Cole.

BITS

• **Vice Fever** — KUBE/Seattle hosted a "Miami Vice" party to celebrate the show's season opener. Tickets were given away on the air, and in addition to viewing the premiere on two giant screens, patrons received Miami Vice T-shirts and a copy of the Miami Vice soundtrack album. Also, everyone was entered in a drawing for an "extra" role on "Miami Vice." KUBE will send one winner to Miami to meet the show's stars and take part in the taping of an episode.

• **The Hottest!** — 95XXX/Burlington is asking listeners, "What's the hottest thing you can think of?" Random callers picked to give their own ideas will be registered in a drawing for 95XXX's hottest idea: Tina Turner in Honolulu on New Year's Eve.

• **A Limousine Lunch** — WFXJ/Williamsport's ever-popular jocks are giving listeners their long-awaited chance for a lunch date, complete with limousine pick-up and delivery. Interested parties can write in their entries,

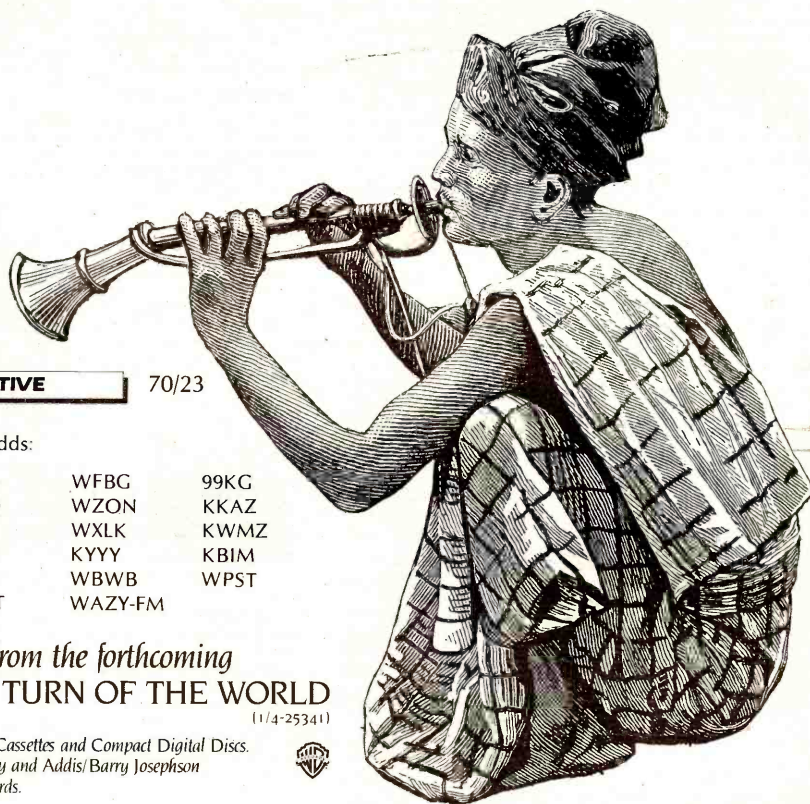
and four of the most imaginative requests will be honored with a limousine lunch.

• **Wichita's Finest** — KKRD/Wichita is looking for the best looking bqd in town. Not a girl's body, mind you — KKRD is searching for Wichita's "Mr. Chippendale." Contestants are registering at a local club where a party will be held in conjunction with the pageant. Women in the crowd will pick the winner, who will win a ski trip for two to Sarajevo, Yugoslavia.

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OUT OF THE BASKET, ON THE RISE.



STEVE FEINSTEIN

KINK, EOR, KTCZ

AOR With The Emphasis On Adult

Let's say you're a guy somewhere between your late 20s and late 30s. What music stations do you listen to? When you need a shot of good old rock 'n' roll, you punch up your friendly local AOR station. If you want to check out the current hit parade, there's CHR.

Sometimes, though, you're not quite in the mood to rock out with Rush or ZZ Top, and you've had your fill of Madonna and Prince. You're looking for music that's a little more "adult," but Adult/Contemporary radio doesn't have the rock flavor and album depth you want. You are a man without a station.

That's the premise of some programmers who feel they've forged an outgrowth of AOR that speaks directly to the tastes of disenfranchised 25-40 year-old males. Because KINK/Portland, KTCZ/Minneapolis-St. Paul, and John Sebastian's EOR format all discount 18-24 year-olds, they consider themselves as separate and apart from 18-34-targeted mainstream AORs.

Texture

All three strive for smoothly-textured music devoid of any irritating edge they feel will be abrasive to 25+ men. While most AORs have cut back on metal for that same reason, these stations go several steps further, avoiding even less crunchy rockers like Bryan Adams, John Cougar Mellencamp, and Loverboy.

Still, they share a considerable amount of music with mainstream AORs, including artists such as Supertramp, Don Henley, Bryan Ferry, Michael McDonald, and Mr. Mister. Often, though, they key in on different tracks. They'll skip over an album's uptempo 45, and go right to a softer song like the Cars' "Drive" or Bruce Springsteen's "I'm On Fire."

Consensus cuts among other stations aren't always right for their sound, which is better served by Heart's "Nobody's Home" instead of "Never," or Starship's "Sara" in place of "We Built This City." Rather than Phil Collins's "Susstadio," EOR powers "Long Long Way To Go," and plays Stevie Ray Vaughan's "Gone Home" instead of "Look At Little Sister."

And they tout even more album depth than most AORs; using cuts like "The Man's Too Strong" and "Your Latest Trick" from Dire Straits in addition to the album's more widely-played tracks. Besides Sting's uptempo cuts, KTCZ and EOR also use "We Work The Black Seam" and "Consider Me Gone."

Library

Artists who have faded from most AOR libraries, such as James Taylor, Joan Armatrading, Dan Fogelberg, Cat Stevens, and Billy Joel, are mainstays for these stations. Conversely, an AOR core artist like Led Zeppelin may be represented by only its softer numbers like "Going To California." Their power gods are different; Roxy Music's "Avalon" would qualify for EOR, Crosby, Stills, & Nash's "Wasted On The Way" does it for KTCZ.

Alternative Service

In some cases, the more cross-format success a record has, the less valuable it is for these stations due to overexposure. Hall & Oates' "Out Of Touch" may be permanently burnt, while less-played songs like "When The Morning Comes" or "Do What You Want, Be Who You Are" are still effective. The Doobie Brothers' "Toulouse Street" works, while "What A Fool Believes" is a member of the Burnout 500.

They'll also rally behind artists played by relatively few mainstream AORs. EOR will trumpet Marti Jones or Suzanne Vega, KTCZ will back Lodgie, KINK gets behind Vector. All three jumped on Dream Academy and were deep on China Crisis.

The key, says Sebastian, is to "be unique by finding cuts and artists that everyone else misses. We're finding hits for 25-40 year-old men that nobody else is playing. The more you do that, then the longer your time-spent-listening and the higher degree of loyalty you develop. That is, of course, if those songs are good."

Christian adds, "Besides the Dire Straits and Heart we play, we're the only place you can hear J.J. Cale, Leo Kottke, Bob James, Earl Klugh, Shawn Phillips, and Little Feat."

"We're finding hits for 25-40 year-old men that nobody else is playing."

—John Sebastian

Differences

The three approaches aren't identical. KINK is generally the softest and most laid-back, even though Carl Widing has upped the tempo since becoming PD this year. At the same time, its range includes everything from A-Ha to Jack Wagner to Lionel Richie, none of whom KTCZ or EOR plays. Sebastian's EORs are more likely to play songs the others would reject as too hard, like R.E.M.'s "Driver 8" and Dire Straits' "Money For Nothing." But EORs passed on Stevie Wonder's latest, which KINK and KTCZ are deep on.

KINK: The Original

KINK is the forerunner of the genre, having been a 25-34-based station since the mid-'70s. With a 5.7 12+ share, KINK does impressively well with men, ranking first with 25-34s and second in the 25-49 cell.

PD Carl Widing says he's upped the tempo of what many people have considered a mellow, sleepy station. Ballads and acoustic songs are now staggered instead of segued continuously. Widing spends around 80% of his time listening to music, and suggests that PDs devote less time to promotions and administration and more to music.

The promotions don't suffer while Widing whiles away his hours finding KINK classics. KINK sponsors the Mt. Hood Festival Of Jazz, setting up picnic tables with KINK awnings at the outdoor show. It also cosponsors events

such as a Children's Fair, where parents can bring their kids to experience hands-on educational and entertainment activities.

Sebastian Story

After enjoying success as a CHR and mainstream AOR programmer, Sebastian announced his E.O.R. (Eclectic-Oriented Rock) approach in July '83. Clients have been slow in signing up for a format that was essentially brand-new; presently, there are only five EOR stations.

The most encouraging results to date have been at KKGR/Anchorage and KGRQ/Casper, both of which signed-on #1 in 25-34 men last spring. In 25-49 men, KKGR tied for first place, while KGRQ was second. This fall, EOR gets its first test at a major market facility with a competitive signal, KESI/San Antonio. After a year of EOR, WGRX/Baltimore has a new signal that increases its coverage from about 30% to 70% of the metro, says PD Alan Lawson.

Spurring Record Sales

Sebastian feels EOR can be the key to reviving interest in record-buying among 25-40 year-olds, who he feels have been incorrectly perceived as passive. "It's been a Catch-22 situation. They've been listening to the radio, but not hearing any music they liked enough to buy. Record companies then assume this audience doesn't buy records. But after hearing artists like Suzanne Vega, China Crisis, and Matt Bianco, 25-40 year-olds are asking for them at stores."

AOR & EOR Compatible

Some of the skepticism and hostility with which EOR has been met may stem from a mistaken notion that Sebastian proposes all AORs must go the EOR route. Actually, he allows that there's room for both approaches, certainly in the Top 50 markets.

"I don't pretend to think we're going to get all the 25-34s or have their 100% loyalty," he says. "Every once in a while they might want their hit of rock 'n' roll and go to AOR for their crunch. And vice-versa; people into AOR might want a more textured sound and turn to EOR occasionally."

He does claim, though, that his stations beat mainstream AORs in time-spent-listening. He attributes that to slower rotations (powers repeating only about once every seven hours), fewer burned-out songs, and music unique from other stations in the market. Sebastian says, "We strive to not be too

Continued on Page 46



Middays
Yellowjackets *Lonely Weekend*
Karia Bonoff *Never Stop Her Heart*
Bruce Cockburn *Wondering Where The Lions Are*
Rickie Lee Jones *City Lights*
Al Jarreau *Breakin' Away*
Dire Straits *So Far Away*
Cock Robin *When Your Heart Is Weak*
Billy Joel *You Were The One*
Eagles *Tequila Sunrise*
Leon Russell *Back To The Island*
Supertramp *C'est Le Bon*
Beatles *Ticket To Ride*



Middays
Moody Blues *Meanwhile*
Prefab Sprout *When Love Breaks Down*
Alex Matherios *Traveling Through Your Body*
Bob Seger *You'll Accompany Me*
Sade *Spirit*
Beatles *Norwegian Wood*
Roches *Come Softly To Me*
Jefferson Airplane *Comin' Back To Me*
Oregon *Pepe Linqe*
Mr. Mister *Welcome To The Real World*
Phil Collins *I Missed Again*



PM Drive
Police *Walking On The Moon*
Phil Collins *Don't Lose My Number*
Bob Seger *No Man's Land*
Marti Jones *Follow You*
Hall & Oates *When The Morning Comes*
Beatles *Julia*
Marillion *Kayleigh*
Steely Dan *Time Out Of Mind*
Blind Faith *Can't Find My Way Home*
Mr. Mister *Broken Wings*
CCR *Have You Ever Seen The Rain?*
Dire Straits *The Man's Too Strong*

PETE TOWNSHEND



FACE FACE

b/w HIDING OUT

The single from the forthcoming album, White City

Produced by Chris Thomas



On Atco Cassettes & Records
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AOR With The Emphasis On Adult

Continued from Page 44

hard, too wimpy, too bubble gum, or too repetitious."

Christian Credo

KTCZ PD Bobby Christian describes his station as "an adult album alternative. The sound, the mood, the timbre is mellow, but hip." KTCZ has moved 2.4-3, 2.4-2 in the last year, tying for #1 in 25-34 men last spring.

Christian put KTCZ's format on the air in February '84 after programming CHR in Chicago, Denver, Pittsburgh, and Phoenix. Research told him that Twin Cities listeners were "tired of the same songs on every station over and over again, no variety or depth, and no respect for the listener's intelligence. People were listening to other stations by default; there was a lot of 'least-offensive station' listening."

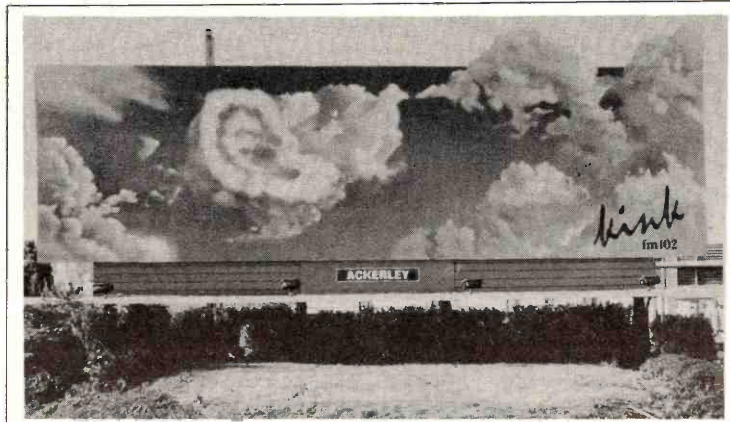
He uses an active library of 2000 titles, with another 1000 in reserve. Currents, approximately 35% of his mix, turn over no more often than

twice a day. Columbine computerized music preprogramming allows for coding by familiarity, strength, tempo, intensity, musical style, and artist type.

Rather than use callout as he did in his CHR days, Christian depends upon phone response to determine which records are hitting home with his audience. He logs 200-350 calls a day, noting that "people over the age of 25 will call a radio station if they're motivated by a song they like."

Christian shoots for a hype-free air sound. The station's advertising policy allows for abrasive spots to be recut. Giveaways are never done on-air, but instead by having listeners stop by a client retailer to register for prizes or pick up free tickets.

"We don't attempt to manipulate your lifestyle or listening pattern like most CHR contests," says Christian. "Our quarter-hour maintenance is already the best of



KINK's image is so well-established in Portland that the station's advertising doesn't need to explain its musical position.

any commercial station in town, and we don't want to offend the loyal cultme."

Coda

You often hear people wonder if whether the current one-AOR mar-

kets could support a second. Maybe the answer in many cases is yes, if the station provides listeners with a clearly different choice rather than a carbon copy of the first station. "Adult" AOR may be a



Bobby Christian



AOR programmers include (l-r) WGRX/Baltimore's Alan Lawson, KESI/San Antonio's Lee Roy Hansen, consultant John Sebastian, CFMI/Vancouver's Tim Burge, KGRQ/Casper's Fred Leemhuis, and (not pictured) KKGR/Anchorage's John Roberts.



SEGUES



KTCZ, calling itself "The Cities' 97," has been serving its album alternative sound to the Twin Cities since early '84.



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Consultant John Sebastian: "Added this show to all my client stations, will continue to do so"

sensible alternative in a market that already has a mainstream AOR with heritage.

It isn't an either-or choice between a mainstream AOR or adult AOR. There's certainly room for both — one outlet that services your mood when you want to crank up Van Halen or U2, and one that plays Joni Mitchell and a taste of fusion jazz. The market is better served by a diversity of approaches.

You've got to salute owners and operators who have the courage and patience to try something new like these adult AORs. It's probably easier to reap overnight rewards by simply putting on yet another A/C or CHR. Successful upper-demo AORs like KFOG/San Francisco, KBCO/Denver, and WXRT/Chicago also prospered because of committed management.

What's most encouraging about these stations is the exposure they provide for new artists who might otherwise receive little airplay because they fall between formatic cracks. These stations can help develop many worthy artists who have been considered too soft for AOR, not polished enough for A/C, and not mass appeal enough for CHR.

WEQX/Manchester, VT is AOR with PD **Ellen McKinnon** at (802) 362-4800 . . . WIMK(K-93)/Iron Mountain, MI is doing an AOR-flavored approach with PD **Mike Murphy** at (906) 774-4321 . . . Ex-WIZN/Burlington PD **Russ Kinsley** just bought WKLZ/Port Henry, NY and is doing an AOR classics presentation. Call him at (518) 546-3585.

KGON/Portland signs **George Harris** . . . WIOT/Toledo inks **Jon Sinton**. KSJO/San Jose afternoons go to weekend **Gary T.** . . . Ex-WLUP/Chicago PD **Mitch Michaels** returns for weekends . . . **David Allen Ross** returns to KMJX/Little Rock for afternoons.

KZEW/Dallas hires **Mark Tindle** as Director Of Creative Services . . . WIYY/Baltimore brings on Production Director **Jackson Whit** from WMZQ/Washington . . . WKLS/Atlanta Promotions Director **Larry Schuster** exits, and Assistant Promotions Director **Mark Cooper** is upped to Marketing Director . . . New Promotion Directors: **Annie Miners** replaces **Shaun Waggoner** at KQRS/Minneapolis. At WRXL/Richmond, **Joe Morgan** takes over from **Elizabeth Laskoe**, who moves into sales.

WBAB/Long Island morning news belongs to **Laurie Githens** from WGR/Buffalo.



DONNA BRAKE

ADULT/CONTEMPORARY

WPIX MAKES MAJOR CHANGES

The Ballads And The Beat Of New York

"Your X Wants You Back . . . Love Songs, Nothing But Love Songs." That was the slogan that WPIX/New York used for about three years. The programming, along with heavy advertising expenditures, positioned WPIX clearly in the minds of New Yorkers as the quintessential "Love Songs" station. But increased competition diffused the positioning statement, and after an impressive debut, 'PIX began to slip. The low point came this summer, when the station recorded a disappointing 1.6 share 12+.

Enter new PD Joe Capobianco. In August Joe dumped the "X" and "Love Songs" identity and, along with MD Wendy Silvershein, took the station in an interesting, fresh direction. "The Ballads And The Beat Of New York" is 'PIX's slogan today, and this week Joe and Wendy talked about their station's new format.

New York Rejects Typical A/C

When Joe took over the PD job in late July, he knew something different had to be done, and set out to redefine A/C in the market. It turned out GM Marvin Sellar and Wendy were all in sync with the same idea, making Joe's job of selling the idea a lot easier.

"The station had been attracting a little more of the upper demos than a mainline A/C might," he

said. "The fact is, the public in New York had rejected what we would call 'normal' A/C. Once CHR and (soft A/C) WLTW came in, the format was picked apart. So we had to look at what we could do."

Defining A/C New York Style

What does "The Ballads And The Beat Of New York" mean? Joe said, "We're taking musical threads that we feel are unique to New York. It doesn't mean that people who are 35 years old don't like Bruce Springsteen. We just think that they want to hear other things when they listen to radio. I'm programming more in a musician's sense than anything I've ever done.

"We generally won't play anything that has too much of a rock and roll element. Rock has a certain beat and certain chord structures that won't fit. We're more interested in more jazz-based rhythms with more developed chord structures usually associated with jazz. There's also some R&B or Urban influence."

Wendy and Joe believe A/C has become a market-specific format. Said Joe, "A/C is whatever the mainstream young adult audience in a specific market wants to hear." Wendy added, "New York is at least 30% ethnic. Because of that ethnicity, being A/C with that Urban edge makes sense. In New

York A/C with an Urban edge is A/C. In a place like Houston, maybe A/C with a Country edge is A/C."

An average hour on the repositioned 'PIX would include the following songs:

- "Dare Me" - Pointer Sisters
- "What About Me" - Kenny Rogers/Kim Carners/James Ingram
- "I Can't Go For That" - Daryl Hall and John Oates
- "You Are My Lady" - Freddie Jackson
- "Love Light In Flight" - Stevie Wonder
- "A Woman Needs Love" - Ray Parker Jr.
- "Who's Holding Donna Now" - DeBarge
- "Missing You" - John Waite
- "Hard Times For Lovers" - Jennifer Holliday
- "Don't Leave Me This Way" - Thelma Houston
- "The Only One" - Lionel Richie
- "Never Too Much" - Luther Vandross



Joe Capobianco



Wendy Silvershein

achieve, both musically and with our personalities."

Speaking of personalities, Joe's made quite a few changes, including creating a whole new direction in AM drive with a new team. He elaborated, "The new morning show is called 'The Morning After.' Although largely music, it will be



Leigh Hamilton

urb of White Plains. Dick Summers does 9am to noon, and Tim Byrd is 4-5pm. Tim is followed by another 'PIX creation.

"PIX Penthouse" runs from 8pm-1am, featuring Leigh Hamilton. The title for the show was actually borrowed from what the station was called in the '60s. "We position it as 'New York radio's most exclusive nighttime address,'" Joe said. "It implies a little sophistication, that we play a little different music there - maybe some new stuff or album tracks. That's the fell we want to convey with it, and that's how people use it. Leigh is very creative and really knows music. She really gets into it, and it comes across."

Looking Ahead

During this fall ratings sweep, 'PIX is using TV and has plans for other media thereafter. When asked how he expects the new 'PIX to fare in the fall book, Joe replied, "The response so far has been universally positive. I suspect we will get some upper-demo CHR sampling and also some office listening. It wouldn't come as a shock if we did well right away. If we land the right demos, anything in the three's would be terrific. We could sell the heck out of it."



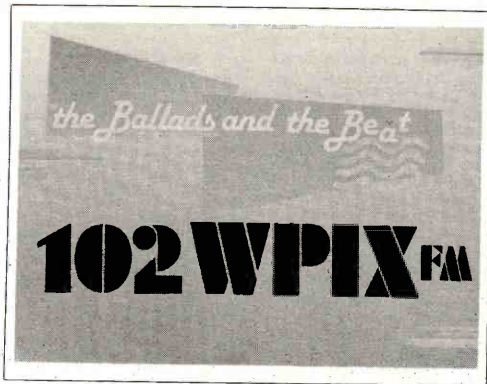
Geri Latchford



Dick Summers



Tim Byrd



And what about the average listener? Wendy said, "The typical 'PIX listener would be a 25-44 year-old upscale person - black, white, and Hispanic. Our station is for a mature person who knows exactly what type of music they want to hear."

Sophisticated Earthiness

Joe said, "The liner 'The Ballads And The Beat Of New York' says what we are. We do play ballads. That's how A/Cs have always set themselves apart from CHRs. Also, ballads really fit with many different types of music. We don't play wimpy ballads. We're fairly sophisticated musically, but there's also an earthiness to it. That's really what we want to

very topical during those nonmusical elements. You'll hear comedic, satirical observations and commentary, unlike the average morning team or 'zoo' approach.

"It's called 'The Morning After' because morning shows always talk about what happened the day before, and what's going to happen that day. The name implies topicality. We've just brought in Debbie Nigro and Dave Morgesen to do it."

Personalities & The Penthouse

Another new addition is Geri Latchford, who covers noon-4pm. Interestingly, both Debbie and Geri were competing morning drive personalities in the N.Y. sub-



WALT LOVE

WBMX/Chicago: The Heat In The Street

The battle may be over, but the "Windy City" war has just begun. Chicago is the arena where WBMX-FM and WGCI-FM are squaring off to win the metro Black/Urban crown, and both stations have brought their AMs into combat. Thus far, WBMX-FM has broken through WGCI-FM's defensive lines and appears to be digging in for a counter-attack as Tom Joyner joins the WGCI-FM airstaff for afternoons.

This is indeed one ratings duel to keep a close eye on. CHR is not dominating here; it's all Black/Urban — after WGN. Here's the results of the Chicago summer Arbitron 12+ race:

	Sp '85	Sm '85	
WGN	9.6	9.9	(Talk)
WBMX-FM	5.3	7.0	(B/U)
WLOO	6.5	5.1	(B/Easy)
WBBM	4.8	4.9	(News)
WGCI-FM	5.4	4.8	(B/U)
WBBM-FM	4.4	3.8	(CHR)
WKQX	3.6	3.6	(CHR)

On A Steady Climb

WBMX GM Kerner Anderson and PD Lee Michaels had some very interesting comments about not only what's taking place in Chicago for them, but also what others in our format must start paying attention to as professionals.

When asked why WBMX has been on a steady climb for the past four books, Kerner began, "Summertime is fun time, and we've always felt it important to be strong both on and off the air. So each summer we take it to the streets.

"We have a Saturday morning breakfast party 6-10am with 1200-1500 people eating bacon and eggs. And they're also boogieing — it's a great thing to watch. We also get involved in neighborhood festivals, which are among the summer outdoor celebrations in Chicago. We got involved in what is called the 'Chicago Taste.' It's held down on the lakefront in Grant Park, and attracts more than 1.5 million people. It's very important for a radio station to be a part of something that large."

Kerner also mentioned that WBMX-FM participated in the Bud Billikan Parade, which is sponsored by the *Chicago Defender*, America's only black daily publication. "We were the major station to participate in the parade this year," he said. "This event dates back some four or five decades, and runs the first Saturday in August. The parade route is entirely on the South side of Chicago, and makes its way through several black neighborhoods."

More Improvements

Also important to WBMX's success are its 40-minute music



Kerner Anderson Lee Michaels



sweeps. GMs aren't known for accepting fewer commercials and more music, but Kerner sees the image benefits. "After 10am our sound does change a bit, as we start up our 40-minute sweeps. When people think of Chicago radio, they think of WBMX, because we have the best and the most music of any station in the city."

A longtime industry pro, Lee Michaels worked on-air in Houston, St. Louis, Los Angeles (twice), New York, and now Chicago as a programmer. Offering a brief review of his successful summer book, the four-year PD said, "We just fine-tuned everything we've been doing over the past two years or so. On several occasions we've been able to beat WGCI-FM in every daypart but one — mornings. After researching this situation we found that our listeners thought our morning show was a bit too silly. We went back to the drawing board and worked out a few things by toning it down some. Now we're in the ballgame for real."

Lee continued, "Most stations take a little break in the summer because, as they say in the industry, 'No one buys from the summer book.' Well, that's when we work the hardest.

"Do you realize that no Urban or Black-formatted station in this city has ever had a seven share of the audience? With our combo buy we have a 7.4, as our AM just got its highest ratings ever with a 0.4."

Getting The Adult Buy

It seems most black programmers and GMs are still trying to hang onto 12+ numbers while our general-market counterparts continue to zero in on the 25-49 and 25-54 demos that advertisers are most concerned with these days. Said Lee, "We're planning to strengthen our position in the 25-54 cell, as that's what's going to increase our bottom line. A number of advertisers don't buy Black/Urban stations when they're looking for the older demo. Most of these stations aren't in the top five in that category, and that's one of the main reasons they're not in on the buy."

"As a programmer I believe sometimes these organizations simply don't want to include black music-oriented stations into a buy. When you're told that you're not included in a buy for blue jeans even though you're number one in nearly every demo, you tend to get a bit disillusioned. Some things are done in such an unfair manner, you wonder what has to happen for us to get our reward after working as hard as anyone else in the broadcasting industry."

Music Changes

Black/Urban playlists have continued to be a controversial issue within the industry. Lee is among the black programmers who've changed their ways about how many songs to air on regular basis. "It's true that I've cut our playlist back quite a bit since last year. At one time we were playing 60-70 records, but not anymore; now we air between 45-50 tunes. And the only reason we play this many songs is because we'd like to continue to be innovative with our music. But we're thinking seriously of cutting back a little more I can't believe that some of these people have 20-25 records in their heavy rotations. That's just not going to work."

The Strength Of Black/Urban Radio

Making a very strong, positive statement about the state of Urban Contemporary radio, Lee said, "Not long ago I read in another publication that CHR radio was dominating in all the major markets. I'd like to be able to say how false that statement is. We all know that in New York WRKS is number one; we're the top music station in Chicago; KMIQ is winning in Houston; and we could name some additional markets where the format is very healthy. L.A. is the only major city where an Urban-formatted station isn't winning, and that's because none of the

WGCI-FM Regroups

By Sean Ross

A lot of programmers wouldn't admit their competition had grabbed the lead and the format's momentum in the course of one book. WGCI-FM/Chicago PD Graham Armstrong, however, is very straightforward about rival WBMX's success. "This did not happen by accident," he says. "It's obvious there was a game plan, and they did a lot of things right.

"The best thing WBMX did was clean up their on-air sound and play the right music at the right time. They were not playing as much real current music — although people may have had the impression they were — but they'd more or less lay back and let us play something first. And they tightened up their clutter in terms of promotions.

"WBMX's mixes are one of their biggest assets in terms of the younger demos which, according to our research, is where they made their biggest cash haul. There wasn't just one thing that did it, but the attention of the younger demographics seems to have been the stimulus."

More Fine-Tuning

In previous books, WGCI-FM had been content to concede the teens (and usually the summer book) to WBMX and just wait for everybody to go back to school. Now Armstrong thinks "WBMX has a good momentum going" and, for the first time, the musically-wide station will be trying to beat WGCI-FM at its own game.

While the addition of Tom Joyner to afternoons is WGCI-FM's most publicized change, the station has other plans up its sleeves. "Our music has been tightened up. We're looking closer at the specifics of our formatics, cleaning up excess clutter in terms of commercial loads, spot placement, and (other) things that turn listeners off. We're also looking at some of the songs that traditionally teens are more interested in.

"Basically, WGCI was a more progressive-oriented station playing LP cuts, jazz, and a wider variety of music than just current hits. That worked successfully for six or seven years but, as we all know, things change. I won't say that some form of that won't still be successful, but I think it needs to be fine-tuned to contemporary competitive conditions."

A Competitive Market

WBMX added more than a share-and-a-half; WGCI-FM lost six-tenths of a share. Where did WBMX's additional shares come

from? "Our research shows that we share quite a bit with each other. We also share with several general market stations. People are becoming more diverse in their tastes, (sampling the) information services and contests that stations offer.

"So the loyalty level to any one station is waning a bit. Chicago's a highly competitive market. Even the lower-rated stations are doing some great contests that would probably kill in another market. But because Chicago's so competitive and there's so much money being spent, people don't notice. So everybody's listening to who's giving away the most money right now as well as whose complete package sounds the best. The morning man is still king, and a lot of stations are going to fare according to how their morning man fares."

One of Chicago's market quirks is the general absence of B/U crossovers on CHR radio (i.e., as compared to Los Angeles, Detroit, or New York). Even with its lowest share in years, WGCI-FM is #5, still ahead of all three CHRs. What would happen to the market's competitive posture if WLS or WBBM-FM discovered Rene & Angela or Klymaxx?

"As far as I'm concerned, they don't ever have to start playing them," Armstrong responds. "Part of our competitive edge has been the fact that a lot of the general market stations will not venture past the superstars. They basically only look at our top five. If they ever got into a Rene & Angela out of the box, it would change the market quite a bit. There would be even more sharing going on. The exclusivity (of the B/U stations) is a result of their failure to use all the CHR music that's going on.

"WBMX will continue to do well," says Armstrong. "I can't predict numbers, but I don't think they'll do a 7.0 in the fall. I think we'll be closer. I'm not going to predict we'll beat them in the fall book, but we're making some moves that will position us far more competitively than we were during the summer."

facilities doing an Urban format have the signal to reach the entire metro."

It was also gratifying to hear Lee say that he'll be looking for a young small-to-medium market programmer to adopt as an understudy. After all we've certainly got enough black-on-black crime, so it's time more blacks gave a helping hand to other blacks for a change.

As far as Tom Joyner joining crosstown competitor WGCI-FM is concerned, Kerner said, "Obvious-

ly we're not going to stick our hands in the fan. We'll continue with our current game plan. Why change when you're winning?"

Lee remarked, "How effective Tom will be depends on how much they let Tom Joyner be himself."

Kerner concluded, "When Tom was here before, his success was on AM. I don't think he or anyone else is going to throw us off our basic track. We plan to be consistent in the past we do things, continuing our past policies of excellence."



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Registration 3:00 pm - 5:00 pm
7:00 pm - 9:00 pm — Cocktail Party

SATURDAY, NOVEMBER 16th

Registration 10:00 am - 12 Noon
General Session 9:00 am - 10:00 am
Workshop I & II 10:30 am - 12:00 Noon
Lunch 12:00 Noon - 1:30 pm
Combined Workshop 1:30 pm - 3:00 pm
Cocktail Party 6:00 pm - 8:00 pm
Award Banquet 8:00 pm - 11:00 pm

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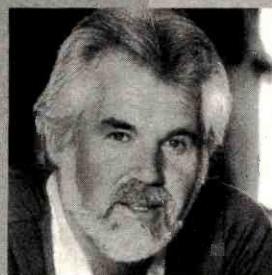
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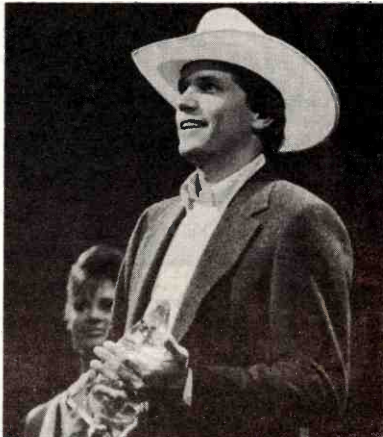
Country Music Week Musings



The CMA's 1985 Entertainer of the Year is Ricky Skaggs. Following an emotional acceptance speech, Ricky shared his happiness with (l-r) CBS's Joe Casey, Skaggs's manager Chip Peay, and CBS Records Executives John Kotecki, Rick Blackburn, and Paul Smith. Prior to the show, Ricky's band was named Instrumental Group of the Year.



Winning both the Vocal Group and Single of the Year Awards (for "Why Not Me") were Naomi and Wynonna Judd.



George Strait took home a trophy for Male Vocalist of the Year in addition to one for his Album of the Year "Does Fort Worth Ever Cross Your Mind."



For the second consecutive year Reba McEntire walked off the stage as the CMA Female Vocalist of the Year.

Bouquets, brickbats, and assorted other thoughts scribbled at 35,000 feet on the way back from Nashville:

TWTWTW - Make no mistake, last week's festivities bore little or no resemblance to CMA Weeks of the past. No showcases, few radio people, and only a couple of stations broadcasting live from the Opryland Hotel. As a matter of fact, there were probably fewer than ten Country radio folks in attendance, most of whom left the day after the awards show. The week consisted

of the CMA Awards show Monday night, the BMI dinner and writer's awards Tuesday night, the ASCAP dinner and writer's awards Wednesday night, and the SESAC function on Thursday night. Additionally, following BMI's banquet, the Country Music Foundation held the ribbon-cutting ceremonies for its new Willie Nelson exhibit. On

the whole, though, CMA Week: That was the week that was.

And The Winner Is . . . - Once again the CMA Awards telecast was first class. Top stars, exciting performances, great tributes to Patsy Cline and Willie Nelson, and, best of all, no inane banter between the presenters prior to announcing the nominees and winners.

Add Award Show - Best line of

the night has to go to "Music Video of the Year" winner Hank Williams Jr., who reminded people, "I do a little audio, too." Most folks got such a great yuk from Hank's line that they missed the point. It really is ludicrous that an artist who has sold as many albums as he has and who's had as many legitimate chart-topping records as he's had never before received a CMA award. Even more absurd, 1985 was the first year Hank has even

been nominated for a CMA award. (He was nominated in two categories: Male Vocalist of the Year and Music Video of the Year.) It makes you wonder what the people voting are thinking when they fill in their ballots.

Labellin' - Waylon Jennings's move to MCA Records stirred a lot of talk. A lot of anticipation regarding the music he'll make with new

Continued on Page 52

COUNTRY



One of the CMA Awards show highlights was the tribute to Willie Nelson. Willie was joined onstage by a few of his friends singing some of the hits he's written over the years. Left to right are Waylon Jennings, Emmylou Harris, surprise guest Merle Haggard, Johnny Cash, Anne Murray, Willie, Ray Price, Kris Kristofferson, and Juice Newton.



A great moment in the telecast came when the Future Farmers of America surprised Willie with a plaque honoring his efforts in bringing to the attention of the nation the plight of the American Farmer. Making the presentation is Steve Meredith, National President, FFA.



This year's Horizon Award went to Sawyer Brown. Gathering in celebration after the show were Capitol Records President Don Zimmermann, Sawyer Brown lead vocalist Mark Miller, Capitol's Nashville President Jim Foglesong, and Capitol VPs Kick Van Hengel and Heinz Henn.

Continued from Page 51

producer Jimmy Bowen, too. Ronnie McDowell is also making the switch to MCA.

Capitol is also a label very much on the move. Recent signings have included Don Williams, Tanya Tucker, Bobby Bare, and Dobie Gray.

Last Add Awards Siflow — I don't know whose idea it was, but it was brilliant. I'm referring to the surprise presentation to Willie Nelson by the President of the Future Farmers of America. Willie was obviously surprised and very touched. A great moment.

The Show Must Go On — Alabama's performance of "Can't Keep A Good Man Down" was especially ironic. Few folks in TV-land realized lead singer Randy Owen was in intense pain, and only those in the audience who watched him limp on and off the stage knew of his plight. Randy has been operating on only one wheel since severely spraining his ankle on the tennis courts a couple weeks ago. While his onstage exuberance has been hampered of late, the group has not cancelled any performances. You spell that "PROFESSIONAL."

Absolutely Last Add Awards Show — The overnight TV ratings weren't too hot for the top 10 mar-

kets. The awards broadcast came in a distant third behind a made-for-TV movie starring Valerie Bertinelli and the Jets/Dolphins Monday night football game. As one might expect, the returns from the rest of the country were more encouraging. The fact remains, however, that the powers that be are going to have to convince the network to move the start time from 9:30pm EDT to 9pm. With the strong programming thrown at the CMA show by the other nets, it can no longer afford to provide them with a half-hour head start. Most TV viewers decide what they're going to watch in the first few minutes and are hard-pressed to leave a show in which they're engrossed. Besides, with all the

country talent around, I imagine the producers would love that extra half hour to make an even stronger show.

New Duo — There was quite a buzz following the Gary Morris/Crystal Gayle duet "Making Up For Lost Time" — among both the audience and radio. Some programmers are getting a jump on their competition by playing the song as taped from the awards telecast. The excitement over the duet has caused Warner Bros., which had originally planned to release the record toward the end of this year, to move up the release date. They're hoping to have it on your desk in early November.

Have You Heard The One About . . . — We've all heard this particular "label lament" before, but for some reason I heard it more often last week than on any previous trip. It drives promotion people absolutely wild when a PD/MD says, "I really like the record, but I can't/won't add it until it does well in the trades." Thus, of course, the record isn't added by enough stations to "do well in the trades" and dies a painful death. It's been said here a million times, but here's 1,000,001: The trades are supposed to reflect what you do with music, not direct what you do. Use your head and your gut to lead your audience. Research and the trades are tools to make sure people are following when you lead.

H O M E C O M I N G !



October 9, 1985



Mr. Rick Blackburn
Sr. Vice President/Gen. Mgr.
CBS Records

Mr. Larry Gatlin
Columbia Records
34 Music Square East
Nashville, TN. 37203

Dear Rick & Larry:

I felt compelled to write this letter to share the touching story of what the record "Runaway Go Home" did to one of our listeners.

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But, Rick's years in the business left him unprepared for the tearful call from a 17 year old girl. She told Rick she had just heard the record with a friend in a city park. She had run away from home about a year and a half ago and had been "working the streets of Sacramento for the last two months." She was now calling Rick from the bus terminal after finally calling home and having her parents say "come home."

If I could do it, I would personally ask every program director and music director in America to play, even once, this powerful record. If the words of the songwriter can touch hearts and bring a runaway back home, shouldn't we all give it a chance.

Sincerely,

Don Langford
Program Director

DL/kb

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R&R

NEW & ACTIVE

61/8

BB 53

COUNTRY



Cross Keys Publishing was honored as the ASCAP Publisher of the Year with a total of 12 awards. Pictured are Cross Keys' Walter Campbell, Jeff Silbar, and Jody Williams; ASCAP President Hal David; Cross Keys' Donna Hilley, Dan Wilson, and Buddy Killen; and ASCAP's Southern Director Connie Bradley.



ASCAP's top award winners gather to display their plaques following the awards banquet. Pictured left to right are Song of the Year winners Albert Hammond and Hal David, composers of "To All The Girls I've Loved Before"; Donna Hilley and Buddy Killen of Cross Keys Publishing, Publishers of the Year; and Mike Reid, Songwriter of the Year.



Celebrating with ASCAP Songwriter of the Year Mike Reid are (l-r) Hal David, Ronnie Milsap, Reid, and Connie Bradley.



Kenny O'Dell received the 1985 Robert J. Burton Award signifying BMI's most performed song of the year, "Mama He's Crazy." Pictured sharing the stage with O'Dell are (l-r) Wynnona Judd, Frances Preston, BMI President Ed Cramer, O'Dell, Corky O'Dell, Naomi Judd, and Roger Sovine.



BMI's Country Publisher of the Year Award was shared by Tree Publishing Co. and Warner Bros. Music Group, each with eight citations. Pictured onstage during their awards acceptance are Frances Preston, BMI Sr. VP; Tim Wiperman, WB Music Group VP/GM; Tree President Buddy Killen; Chuck Kaye, Chairman of the Board for WB Music; Donna Hilley, Executive VP of Tree; and BMI's VP/Nashville, Roger Sovine.



Following the BMI Country Awards presentations, a few BMI writers stopped by the office of Sr. VP Frances Preston for the annual "family" photo.



BMI's 1985 Country Writer of the Year is Bob McDill. Congratulating him are Frances Preston (left) and Roger Sovine (right).

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SAWYER BROWN
THE HORIZON AWARD



**ANNE MURRAY
& DAVE LOGGINS**
BEST VOCAL DUO



Songwriter Susan Longacre was the recipient of three SESAC National Performance Activity Awards for her compositions "Dance Me Into Falling In Love," "Where's The Fire," and "One Good Night Deserves Another." Pictured during the presentation are Doyle Brown, Welk Music; Ms. Longacre; SESAC's Diane Petty; and Welk's Bob Kirsch, Doug Howard, and Dean Kay.

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Every year, thousands of teachers, broadcasters, business executives and other Americans like you encourage young people to join the Army or Air National Guard.

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So from one group of Americans at their best to another, thanks.



National Guard

Americans At Their Best.



SESAC Executive VP Vince Candilora presented the Country Music Association's Executive Director Jo Walker-Meador with a letter sent by New York City Mayor Edward Koch congratulating the CMA on its efforts on behalf of country music.



Among the SESAC National Performance Activity Awards honorees was Quentin Powers for his song "What You Gonna Do About Her." Shown during the ceremonies are Diane Petty, SESAC VP; Powers; Pat Nelson-Halper and Noel Fox, Oakline Music.

THE JUDDS

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SHARON ALLEN

NASHVILLE THIS WEEK

CMA Elects New Directors

In the midst of last week's activities, the Country Music Association held its annual membership meeting. Items on the agenda included the election of new directors, voting on bylaw amendments, and presentation of several awards.

The new members on the Board of Directors are: Connie Bradley, Irving Waugh, and E.W. Wendell — At Large, Bill Hudson — Advertising Agency, Steven Greil — Artist Manager/Agent, Randy Owen — Artist/Musician, Al Snyder — Broadcast Personality, Gary Morris — Composer, Leonard Rameau — International, Ed Konick — Publication, Bill Lowery — Publisher, Hal Durham and Bill Sherard (one-year term) — Radio, Joe Galante — Record Company, Jim Powers — Record/Video Merchandiser, Jerry Garren — Talent Buyer/Promoter, and Lloyd Werner — Television/Video.

Members approved a proposed amendment to divide the "Audio Video Communications" category into separate categories of "Radio" and "Television/Video." Awards were also presented to the Broadcast Personalities of the Year. The producers of the CMA award-winning "Single of the Year" and "Album of the Year" were presented plaques, as were the producers and directors of the first "Video of the Year" award.

Connie B. Gay was on hand this year to present the Founding President's Award to Jim Halsey. And Willie Nelson was awarded the Special President's Award. This award is presented at the president's discretion to an individual who is especially deserving. Nelson was selected in recognition of his FarmAid efforts.

Skaggs Tours Holy Land
CMA Entertainer of the Year Ricky Skaggs is scheduled to tour Israel and Jordan early next year. As you know, this past year he completed a major tour of the Northeast as well as Europe. When he tours the Holy Land January 2-12 with the Whites and the Cannons, it will be at the request of both nations.

Skaggs will headline a performance January 4 at the Palace of Culture in Jordan's capital Amman. Tickets will be by invitation only from King Hussein's brother Crown Prince Hassan. Israeli per-

formances have been set for January 6 at Kfar Giladi Kibbutz in Galilee and January 9 at Binyanani Hauma Auditorium in Jerusalem. Both shows are sponsored by the Ministry of Tourism of Israel, which will donate proceeds to local charities.

Following the Holy Land concerts, Skaggs will then go alone to Europe for a three-week tour. Those interested in joining Skaggs and his entourage on their trek to the Mideast should contact Betty Martin at Mill-Run Tours (615) 871-0100 for more information.



Carl Perkins



Helen Cornelius

MCA Dot Debuts

Last week MCA Records Nashville President Jimmy Bowen and Sr. VP/GM Bruce Hinton announced the official launching of MCA Dot Records at a press conference here. Hinton said, "We are especially pleased to be activating Dot Records, since it represents a great legacy in country music. We have signed to the new roster a select group of artists who will con-



CARRYING ON THE FAMILY TRADITION — Daddy Merle (holding family pet Tuffy) looks on as son Marty signs with the MTM Music Group. Also pictured (l-r) MTM's Chairman of the Board and CEO Alan Bernard, MTM President Howard Stark, MTM Sr. VP Tommy West and Marty's producer Billy Strange.

tinue the great musical traditions of the Dot label." Dot was a successful pop label from the '50s until it became the country division of ABC in the '70s.

Asleep at the Wheel, Helen Cornelius, George Hamilton IV, Jan Howard, Carl Perkins, Jeanne Pruett, and Justin Tubb are the artists on the roster, and albums have been issued by each performer. The LPs include previous hits by these artists, new material, and each artist's rendition of selected contemporary hits. For example, Helen Cornelius recorded "Mama He's Crazy" and Jeanne Pruett cut "I've Been Around Enough To Know."

Hinton explained, "This unusual compilation provides an excellent representation of their live shows. We feel this approach will appeal to their existing fans as well as attracting new ones."

Billy Strange produced six of the new albums, but Asleep at the Wheel's group leader Ray Benson produced theirs, with a little help from Willie Nelson on two productions ("Write Your Own Song" and "Shorty").

To market the product, the label will combine retail store sales, mail order, and on-the-road sales. It's produced two television commercials to air on the Nashville Network. You'll also see mail order advertisements in several consumer trade magazines.

MCA is also working closely with TNN to feature the new Dot artists on "Nashville Now," "New Country," and "Country Clips." As things stand now, seven more Dot albums are scheduled for release in January 1986.

BITS AND PIECES: Crystal Gayle and her husband Bill Gatzimos are expecting their second child next spring... Tom T. Hall will serve as honorary chairman of KET's GED Study-at-home program... The Statters led an all-star line-up in a tribute to Nancy Reagan's efforts to fight drug and alcohol abuse recently in Los Angeles. Other entertainers sharing the bill were Donna Summer, Elizabeth Taylor, Henry Winkler, Frank Sinatra, and Burt Reynolds. The event inaugurated the Nancy Reagan Award, presented to the First Lady by the Entertainment

Industries Council... Paul Williams and Steve Dorff wrote "Double or Nothing," which will be in the soundtrack of "Rocky IV," recorded by Gladys Knight & Kenny Loggins... Earl Thomas Conley recently performed a benefit in Huntsville, AL for the Opportunity Center, a home for the mentally retarded. Songwriters Jim McBride and Jerry Foster also performed... Glen Campbell, Minnie Pearl, Lee Greenwood, Tammy Wynette, Ricky Skaggs, Ronnie Robbins, the Whites, and Bill Monroe gathered in North Little Rock, AR this week to tape "A Tribute to Country Greatness" for PBS. Campbell and Pearl will host the show, produced by Genesis Entertainment in association with the Arkansas Educational Television Network (AETN). The two-hour special will air next March... An exhibit on the life of Willie Nelson opened last week at the Country Music Hall of Fame and Museum. A reception followed the BMI awards, at which Willie cut a string of red bandanas instead of a ribbon to open the exhibit. Just thought you'd like to know!

NASHVILLE IN MOTION

Earl Thomas Conley just signed with Entertainment Artists for bookings... Donny Lowery re-signed with Shedhouse Music/Alabama Band Music. Vern Dant also signed with the company... Reba McEntire's brother Pake just signed with RCA, as did Michael Johnson... Merle Haggard's son Marty signed with MTM Music Group.



ETC SIGNS WITH ENTERTAINMENT ARTISTS — Earl Thomas Conley just inked an agreement with Entertainment Artists for bookings. Pictured at the signing are (l-r) Conley and agency President Dan Wojcik (seated) with agent Dan Goodman, VP Raymond Singer, Conley's road manager Mitch Sirls, and manager Fred Conley.



Country Music's Top Ten Proudly Welcomes
WOW/Omaha, NB @
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131 Ocean Park Blvd., Santa Monica, CA 90405 (213) 392-8743

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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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RADIO & RECORDS 1930 Century Park West
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25 pages of original comedy material each month... everything from funny commercials to ridiculous TV & Movie reviews to Soap Operas and much, much more. For FREEBEE, write: **HYPE, INK., 7805 Sunset Blvd., #206, Los Angeles, CA 90046.**

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For sample, write on station letterhead to: **O'Liners**
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FEATURES

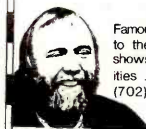


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MARKETPLACE

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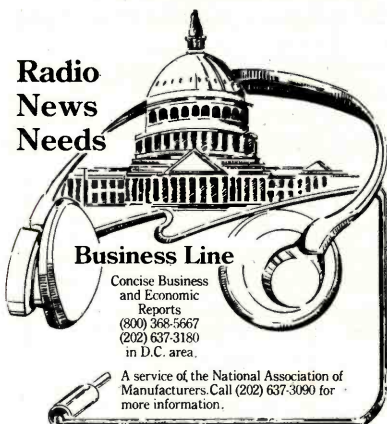
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OPPORTUNITIES

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No. 1-Rated Country station in Top 100 Midwest market is looking for a take-care-of-business PD. Send T&R to Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604 EOE M/F.

We're Looking For Talent!

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If you have it — can work well with people and have a desire to win — send cassette, resume, and references to:

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Entertaining C&W - personalities who can follow a format and remain creative. Production or promotional skills a plus.

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Send tape & resume to **RM LOWRY & COMPANY**, 5888 East Onyx Avenue, Scottsdale, AZ 85253 EOE

EAST

Morning entertainer for CHR, three years' experience. We're committed to winning. Are you? T&R: Todd Holliday, WCRO, 407 Main, Johnstown, PA 15901. EOE M/F (10-25)

Accepting T&Rs for midday & night openings. Production a must. Mail: WMNB, Box 707, North Adams, MA 01247. EOE M/F (10-25)

POWERFUL N.E. STATION

Looking for Dynamic Cohost for AM drive shift. Personality, humor plus minimum 5 years on-air experience. Send T&R to Radio & Records, 1930 Century Park West, #155, Los Angeles, CA 90067. EOE

Greenwich radio seeks experienced MOR or A/C weekend personalities for adult format. Parttime. No beginners. T&R: Chris Lucas, WGCH, Box 1490, Greenwich, CT 06836. (10-25)

WRCH is looking for an evening announcer with 8/EZ experience. Females & minorities encouraged. C&R: Steve Nichols, Radio Park, Farmington, CT 06034. EOE M/F (10-25)

Part/fulltime newspaper needed. Serious applicants only. Experienced. T&R: Dave L'Heureux, ND, WKIP, Box 1450, Poughkeepsie, NY 12602. (10-25)

Tired Of The Rat Race?

New 100kw FM needs warm, dynamic morning personality with a get-out-there attitude. Solid \$\$\$ for a real pro. If you're ready to settle down, settle in at **WGCB-FM**. EOE. Tape & resume to:

WGCB-FM
 P.O. Box 273
 Brewer, ME 04412

OPPORTUNITIES

OPENINGS

Production Professional

#1 New York City Radio Station

KISS-FM is seeking an experienced Production Professional for a challenging production/continuity position.

This position will be responsible for coordinating all station production for sales/programming. The successful candidate must have extensive copywriting experience for retail sales, excellent voice-over capability, complete knowledge of four-track studio operations and continuity department administration.

If you are looking to make your creative mark in New York with a top notch operation, send your demo reel and resume including salary requirements to: Stu Goldberg, c/o WRKS Radio, 1440 Broadway, 2nd Floor, New York, NY 10018.

Research assistants needed. Work on in-house projects & sell services nationwide. Letter/resume: John Clark, Datastat Research, Box 65117, Baltimore, MD 21209. (10-25)

Wanted: News reporter for PM/nighttime newsbeat. Mature, hardworking, dedicated. Great chance to sharpen skills. T&R: Judie Yull, WEIM, Box 727, Fitchburg, MA 01420. EOE M/F (10-25)

Skil free! Country's largest ski reporting network needs writers, producers, announcers, now. Contact: Rochelle Berliner, CRN, 1125 Dixwell Avenue, Hamden, CT 06514. (10-25)

PROGRAM DIRECTOR

Growing radio group looking for top-notch PD. Requires understanding of various formats. Must have the ability to communicate effectively with other departments. Good people and administrative skills should be a prime part of your makeup. Possibility of Group Programming Position in a short time. Put together your latest resume, current salary and a composite tape of your best station. Enclose a cover letter that clearly states your programming philosophy and send the package to Radio & Records, 1930 Century Park West, #145, Los Angeles, CA 90067. EOE

Morning Jock needed. Warm & friendly. 90 miles from NYC, in the 11th largest market. C&R: John Giagnone, WRCA, Box 666, Riverhead, NY 11901. No calls. EOE M/F. (10-18)

Pittsburgh News department has two anchor/reporter positions available. Aspiring NDs only. Contact Steve Hemmell: (412) 821-6140, 9:30-10:30am EDT. (10-18)

Wanted: Full and parttime DJs/production in NW NJ. Solid Gold format, one year on air. T&R: Bill Cox, PD, WNNJ Box 40, Newton, NJ 07860. EOE M/F. (10-18)

SOUTH

Looking for A/C & Country entertainers strong in production, CE also needed. T&R: Phil McKay, WYXR, Box WDXI, Jackson, TN 38303; (901) 424-1310. EOE M/F (10-25)

Experienced production/on-air person for Country FM. Also need AE. Commissioned advertising sales position. T&R: WALR, Box 602, Union City, TN 38261. No calls. EOE M/F (10-25)

Entertaining morning announcer. Experienced, humorous, reliable. T&R: WGBR/WEQR, Box 207, Goldsboro, NC 27533. EOE M/F (10-25)

Looking for GA's finest. Females apply, please. Airshifts for upcoming hot CHR station. T&R: Lee Zaps, 1729 Superior #401, Cleveland, OH 44114. EOE M/F (10-25)

WFKX/K98 has opening for air talent/production. Rush T&R: N. Michael Prust, Box 2763, Jackson, TN 38302. EOE M/F (10-25)

Want to get into programming? If you're hardworking, enthusiastic, & a winner, top-rated CHR wants you! Federal Express T&R: Tom Kelley, WZYP, 201 Hine Street, Athens, GA 30611-1043 (10-25)

Expanding VA Country FM seeks experienced morning personality & announcers for Lynchburg-Roanoke area. T&R: George Dennis, WCNV, Box 522, Amherst, VA 24521. (10-25)

OPENINGS

Need killer mornings for aggressive FM Country in great market. T&R: Don Moore, KNFO, 95FM, 1512 Lake Air, Waco, TX 76710, or (817) 776-3900. EOE M/F (10-18)

Seeking mature/stable, pro for Country format. Airshift/Production Director. Good pipes/production a must. T&R: Steve Chawin, WFPR, Box 1829, Hammond, LA 70404. (10-18)

Morning drive in the sweet sunny South. Strong authoritative voice/pleanty of pizzazz in your writing. T&R: Nancy Frost, Box 189, Cape Coral, FL 33910. EOE M/F (10-18)

MIDWEST

Country PD knowledgeable in formatics, community involvement, promotions. Arbitron. T&R: Dick Lange, GM, WVKI, 304 N. Main, Kokomo, IN 46901. (10-25)

News anchor, afternoon drive AM/FM combo. Should be strong on developing local stories. Send T&R: TM Mengine Radio Enterprises, Box 738, Ashstabus, OH 44004. EOE M/F (10-25)

Magic 107 **WSJM** AM 14
THE SPIRIT OF THE SOUTHWEST

NEWS DIRECTOR — Leading stations in 175,000 metro market on Lake Michigan. 3 1/2 person staff. Personality/service AM. Regional CHR FM. Professional growth with 14-station Midwest Family Group in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olson, GM, Box 107, Benton harbor, St. Joseph, MI 49085. EOE, M/F.

No comfort zone? One or two years' sales experience. We have good list that needs work, good money for right pro. 2103 FM, Call Gary Exline or Al Zar: (417) 624-1025 EOE M/F (10-25)

Nighttime personality needed at Midwestern Broadcasting's WOH (AM), experienced team player. Soft A/C format. T&R: PD, WOH, Box 7581, Toledo, OH 43616. EOE M/F (10-25)

High Power Personalities Needed!

This major Top 20 CHR station is looking for highly creative and energetic personalities for future placement. Send a cassette and resume to Radio & Records, 1930 Century Park West, #141, Los Angeles, CA 90067. EOE M/F.

WCSI needs an A/C morning personality with strong production skills now! No beginners. Good bucks. T&R: Mike King, WCSI, Box 709, Columbus, IN 47202. EOE M/F (10-25)

Needed: PD with production, administrative, & creative skills for A/C. Contact: Charlie Ferguson, 1550 KGWB, Box 1301, Fargo, ND 58107, or (7218) 236-7900. EOE M/F (10-25)

Growing MI group seeks experienced air, sales, news people. Current & future openings. T&R/salary: Jim Higgs, WQXC, Box 980, Orsego, MI. EOE M/F (10-25)

MORNING STAR

Star at our CHR in a Top 25 market. If you're a self-starting morning entertainer who does great phones, creates and performs funny bits, and voices a cast of characters, go for this immediate opening. Rush tape and resume to Radio & Records, 1930 Century Park West, #159, Los Angeles, CA 90067. EOE/M/F

OUR HIGHEST BOOK EVER! Can you top that?

P2 CHR needs PD with strong production, promotion and people skills, with a minimum of two years if actual programming experience. Send station composite, resume, brief programming philosophy, and the results of your last two ratings periods with a brief market analysis to: Radio & Records, 1930 Century Park West, #158, Los Angeles, CA 90067. EOE M/F

OPENINGS

A/C MORNING PERSONALITY TOP 10

Dominant Top 10 Adult Contemporary seeks heavyweight talent. Big bucks for a big name or incredible talent. Confidentiality guaranteed. Send tape and resume to: Radio & Records, 1930 Century Park West, #157, Los Angeles, CA 90067. EOE

V-100 FM CHR needs talented midday personality with excellent production, yesterday. Females encouraged. C&R: Kevan Rabat, KDVV, 715 Harrison, Topeka, KS 66603. (10-18)

CHR rocker needed. One year experience. Airshift & production. C&R: Dawn Whitaker, Rock 105/WXTQ, Drawer C, Athens, OH 45701. No calls. EOE M/F (10-18)

WREN
Big signal AM Adult Contemporary wants big voices on the way up. Tape, photo, and resume to Richard W. Fatherley, 1001 Fillmore, Topeka, Kansas 66604. No calls. EOE

SPORTS
PBP/SALES
Want to hire experienced sales person with sports PBP capabilities, active account list and over 75-game season. Could be sales only or sports only. **WLJE, 2755 Sager Road, Valparaiso, Indiana. (219) 462-8125. EOE**

PRODUCTION DIRECTOR

Major station in Top 75 market seeks aggressive fulltime Production Director. Ideal candidate should possess a strong voice, creative copy writing skills, an ability to work smoothly with talented performers, and a dedication to producing nothing less than the best work in radio. Successful candidates should also fill in as a weekend/relief on-air personality. We offer a great staff and a state-of-the-art production facility. If you have talent and are willing to prove it, let us hear from you now. Send T&R to Radio & Records, 1930 Century Park West, #148 Los Angeles, CA 90067. EOE

WEST

K-CUB 1290 KiiM 99.5 THE COUNTRY STATIONS

Experienced News Director/Anchor for Tucson's top Country station, KCUB. Authoritative delivery a must. Requires writing and rewrite ability, flexibility, and ability to take direction. Cassette, resume, writing samples and salary requirements to Dave Nicholson, KCUB Radio, PO Box 50006, Tucson, AZ 85703. NO CALLS PLEASE. EOE

MORNINGS: Solo, Duo, Teamo??

Got Talent? Do funny, localized, concise bits? Want to live in a beautiful city and work for a growing organization? We have a fun format and major market bucks. If you can help us do here what we've done in San Diego, send your tape and resume now to our P.D.:

Gary Waldron, KISN
P.O. Box 16028, Salt Lake City, UT 84116

or in care of our consultant:
Bobby Rich, B-100
P.O. Box 80888, San Diego, CA 92138

OPENINGS

WANTED ALIVE STRONG MORNING TALENT

Fantastic opportunity NOW for an individual or team, someone to build a station around. A top 50 Modern Country FM with super facility wants to take this scenic Western States market by storm. If you're a seasoned pro with great production abilities who wants to join a well-established radio company that knows how to win, then let's talk. All replies in strictest confidence. Send C&R, salary requirements to: Radio & Records, 1930 Century Park West, #156, Los Angeles, CA 90047. EOE M/F

Highly visible promotional-minded FM seeks experienced salesperson. Contact Steve Buckner: (503) 928-0104 (10-25)

Board operator/sports. Small market, entry level. One year experience. C&R: OM, Box 1010, Red Bluff, CA 96080. EOE M/F (10-25)

KMEL 100

Looking for a first-class Production Director who will go the extra mile to deliver award winning promos and spots! Four-track experience a must. No beginners please. Tape of best work and resume to: Steve Rivers, KMEL, 2300 Stockton St., San Francisco, CA 94133. EOE M/F

KGSW is searching for a CE/sportscaster. Great PBP. Benefits. T&R: Chris Alexander, Q36, Box 2128, Rock Springs, WY 82901, or (307) 362-3793 (10-25)

98 KLUC
THE HITS

98 KLUC, Las Vegas's hottest CHR, looking for equally hot continuity/production director able to produce exciting, energetic promos and creative spots. Best work and samples of copy writing to Jerry Dean, Program Director **KCUB 3510 W. Hacienda, Las Vegas, Nevada 89118**, a division of **Nationwide Communications Inc.**, an Equal Opportunity Employer.

Needed yesterday: 7-midnight pro for Country FM. T&R: Randy Hood, KFM-102, 1555 E. Flamingo, Ste. 435, Las Vegas, NV 89119. EOE M/F (10-25)

KFMU-FM needs an adult, conversational, on-air personality for AOR in resort town. Send T&R: GM, Box 772850, Steamboat Springs, CO 80477. (10-25)

We want a personality who can relate to our A/C audience. Must be active/involvement/interesting. No beginners please. T&R: Jack Earl, KMFR, Box 159, Medford, OR 97501. (10-18)

NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

BILLY OCEAN "Long And Winding Road"

Modern Country

DAN SEALS "Bop"
FORESTER SISTERS "Just In Case"

Century 21

Greg Stephens (214) 934-2121

The Z Format

CARS "Tonight She Comes"
ELTON JOHN "Wrap Her Up"
DIRE STRAITS "Walk Of Life"
KOOL & THE GANG "Emergency"
JOHN COUGAR MELLENCAMP "Small Town"

The AC Format

JAMES TAYLOR "Everyday"
MR. MISTER "Broken Wings"
AMY GRANT "Everywhere I Go"
BRYAN FERRY "Don't Stop This Dance"

Super-Country

FORESTER SISTERS "Just In Case"
OAK RIDGE BOYS "Come On In (You Did The Best...)"
RESTLESS HEART "Heartbreak Kid"

Concept Productions

Elin Ichiyama (316) 782-7754

CHR

CARS "Tonight She Comes"
DIRE STRAITS "Walk Of Life"
SIMPLE MINDS "Alive & Kicking"
SHEENA EASTON "Do It For Love"
JOHN COUGAR MELLENCAMP "Small Town"
ARTISTS UNITED AGAINST APARTHEID "Sun City"

Country

DAN SEALS "Bop"
MAC DAVIS "I Feel The Country Calling Me"
ROGER MILLER "River In The Rain"
B.J. THOMAS "The Part Of Me That Needs You Most"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

SIMPLE MINDS "Alive & Kicking"
JOHN COUGAR MELLENCAMP "Small Town"
C. CLEMONS & J. BROWNE "You're A Friend Of Mine"

Contempo 300

MR. MISTER "Broken Wings"
ARETHA FRANKLIN "Who's Zoomin' Who?"
BILLY JOEL "The Night Is Still Young"

Great American Country

EDDIE RABBITT "A World Without Love"
CONWAY TWITTY "The Legend And The Man"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

JACK WAGNER "Too Young"
JAMES TAYLOR "Everyday"
MR. MISTER "Broken Wings"
AMY GRANT "Everywhere I Go"
BRYAN FERRY "Don't Stop The Dance"
HOWARD JONES "Like To Get To Know You Well"
MICHAEL McDONALD "Lost In The Parade"

Media General continued

Your Country

NEIL YOUNG "Get Back To The Country"
DON WILLIAMS "It's Time For Love"
NITTY GRITTY DIRT BAND "Home Again In My Heart"

Hit Rock

ARCADIA "Election Day"
KLYMAXX "I Miss You"
ROGER DALTRY "After The Fire"
JOHN COUGAR MELLENCAMP "Small Town"

Peters Productions, Inc.

George Junak (619) 565-8511

Country Lovin'

JOHN CONLEE "The Old School"
JANIE FRICKE "Somebody Else's Fire"
SAWYER BROWN "Betty's Bein' Bad"
FORESTER SISTERS "Just In Case"
R. CHARLES & H. WILLIAMS JR. "Two Old Cats Like Us"
JENNINGS/NELSON/CASH/KRISTOFFERSON
"Desperados Waiting For A Train"

The Great Ones

BEACH BOYS "She Believes In Love Again"

Radio Arts

John Benedict (818) 841-0225

Country's Best

DAN SEALS "Bop"
GENE WATSON "Memories To Burn"
JOHN CONLEE "The Old School"
RESTLESS HEART "Heartbreak Kid"

Soft Contemporary

JAMES TAYLOR "Everyday"
AMY GRANT "Everywhere I Go"
EDDIE RABBITT "A World Without Love"

Sound 10

AMY GRANT "Everywhere I Go"
MR. MISTER "Broken Wings"
JAMES TAYLOR "Everyday"
MICHAEL McDONALD "Lost In The Parade"
JOHN COUGAR MELLENCAMP "Lonely Old Night"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

JAMES TAYLOR "Everyday"
KENNY LOGGINS "I'll Be There"
MAURICE WHITE "Stand By Me"
BILLY JOEL "The Night Is Still Young"

Country Coast-To-Coast

JIM GLASER "In Another Minute"
WILLIE NELSON "Me And Paul"
MERLE HAGGARD "Amber Waves Of Grain"
SAWYER BROWN "Betty's Bein' Bad"

Rock 'N' Hits

ARCADIA "Election Day"
ELTON JOHN "Wrap Her Up"
TALKING HEADS "And She Was"
ROGER DALTRY "After The Fire"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

ZZ TOP "Sleeping Bag"
SIMPLE MINDS "Alive & Kicking"
EURYTHMICS & A. FRANKLIN "Sisters Are Doing..."

TM AC

GLENN FREY "You Belong To The City"
BILLY JOEL "The Night Is Still Young"
KENNY ROGERS "Morning Desire"

Transtar Country

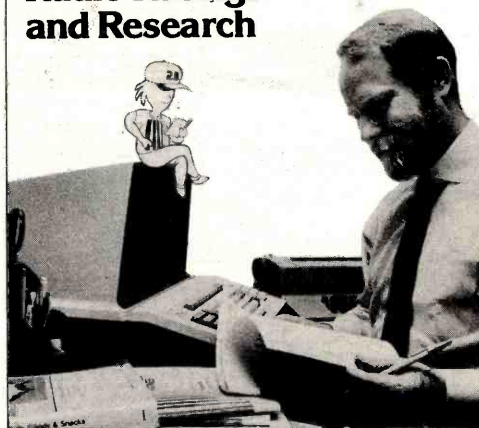
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KENNY ROGERS "Morning Desire"

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31	T.H. Barton Col.	Little Rock	5	Civic Center	Monroe
November 1	Summit	Houston	6	Hirsh Col.	Shreveport
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3	Re-Union Arena	Dallas	8	Jefferson CC	Birmingham
7	Civic Center	Pittsburgh	12	Civic Center	Albany (GA)
8	Gardens	Cincinnati	13	Municipal Aud.	Nashville
9	Joe Louis Arena	Detroit	14	Coliseum	Greensboro
10	Pavillion	Chicago	15	Coliseum	Richmond
14	Roundhouse	Chattanooga	20	Convention Center	Washington, D.C.
15	Mid-South Col.	Memphis	21	War Memorial Aud.	Rochester
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17	Omni	Atlanta	26	Orange Convention Center	Orlando
21	Vets Memorial Aud.	Buffalo	27	Vets Memorial Col.	Jacksonville
22	Nassau Col.	Nassau	28	Municipal Auditorium	Mobile
23	Public Hall Arena	Cleveland	29	Sun Dome Arena	Tampa
24	Convention Center	Indianapolis	30	TBA	
27	Arizona Col.	Phoenix	31	Hollywood Sportatorium	Miami



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EAST

SOUTH

WVW/Baltimore
Newman/Dunn
DIMITRES
KASHIF
GENE GUTHRIE
KOO & THE GANG
FUELVN KING
L.L. COOL J
Hotest:
STEVIE WONDER
ARETHA FRANKLIN
FREDIE JACKSON
EUGENE WILDE
ISLEY JASPER ISLE

WXTV/Baltimore
Roy Sampson
SHELIA E
VAL YOUNG
PAUL LAURENCE
SUPER NATURE
PATTI AUSTIN
NEW EDITION
ATLANTIC STARR
WHITNEY HOUSTON
Hotest:
FREDIE JACKSON
STEVIE WONDER
ARETHA FRANKLIN
FREDIE JACKSON
JACKIE KANE
FREDIE JACKSON

WLD/Boston
Smith/Thomas
PAUL YOUNG
NEW EDITION
PATTI AUSTIN
ALEXANDER O'NEAL
ARTISTS UNITED
Hotest:
RENE & ANGELA
FREDIE JACKSON
MORRIS DAY
PRINCESS
TA MARA & SEEN

WKND/Hartford
Jordan/McLean
DOUG E. FRESH
PRINCESS
JETS
KOO & THE GANG
EVELYN KING
PATTI AUSTIN
SLAVE
ARTISTS UNITED
Hotest:
RENE & ANGELA
FREDIE JACKSON
ARETHA FRANKLIN
DOUG E. FRESH
MORRIS DAY

WHNC/New Haven
James Jordan
9.9
SHANNON
JACK GRANAM
LEGACY
RAMSEY LEVINS
KOO & THE GANG
KURTIS BLOW
SYSTEM
KASHIF
NEW EDITION
SMOKE CITY
STARPOINT
COLGEM ABRAMS
FAMILY
BOBBY MONACK
STEVIE WONDER

WRKX/New York
N.Y. Quartette
NEW EDITION
STARPOINT
WHITNEY HOUSTON
Hotest:
STEVIE WONDER
STARPOINT
WHITNEY HOUSTON
PRINCESS
TRANAINE

KKKQ/Denver
Jay Johnson
LUTHER VANDROSS
TRANAINE
WHITNEY HOUSTON
JESSE JOHNSON
KOO & THE GANG
PATTI AUSTIN
DAVID HABIBITI
JETS
FUELVN KING
ROY AYERS
NOLA HEDDYK
LUSIUS DAIM
Hotest:
ARETHA FRANKLIN
CHARLIE SINGLETON
TA MARA & SEEN
EDDIE MURPHY
KUNO HONETS
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WHITNEY HOUSTON
PRINCESS
Hotest:
STEVIE WONDER
DOUG E. FRESH
FREDIE JACKSON
WHITNEY HOUSTON
MORRIS DAY

KDAY/Los Angeles
Paterson/Mack
NEW EDITION
READY FOR THE WOR
PRINCESS
LISA LISA
STARPOINT
DOROTHY & HMI
LUSIUS DAIM
JESSE JOHNSON
KOO & THE GANG
VAL YOUNG
FUELVN KING
HOTIEBIE PUNK
GRANDMASTER MELLE
Hotest:
STEVIE WONDER
MORRIS DAY
TA MARA & SEEN
ARETHA FRANKLIN
LUTHER VANDROSS

WVW/Baltimore
Newman/Dunn
DIMITRES
KASHIF
GENE GUTHRIE
KOO & THE GANG
FUELVN KING
L.L. COOL J
Hotest:
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ARETHA FRANKLIN
FREDIE JACKSON
EUGENE WILDE
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OC140/Ocean City
Whitney Houston
ATLANTIC STARR
BETHYMNICKS
JESSE JOHNSON
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LISA LISA
HOTIEBIE PUNK
L.L. COOL J
Hotest:
ARETHA FRANKLIN
KLYMAXX
DEBARGE
STEVIE WONDER
STARPOINT

WUSL/Philadelphia
Myat/Johnson
FIVE STAR
KOO & THE GANG
PAUL LAURENCE
SUPER NATURE
EVELYN KING
NEW EDITION
ATLANTIC STARR
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FREDIE JACKSON
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WANT/Richmond
Monet/Freeman
TEDDY PENDERGRASS
ONE WAY
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CON PUNK SHUN
JETS
BERNARD WRIGHT
LUSIUS DAIM
SMOKE CITY
SYSTEM
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WAAA/Winston Salem
Benji Jones
RODIE GAINES
NEW EDITION
ARTISTS UNITED
B.B. KING
LEWIS
CHERRILLIE
DOUGIE & GILES
Hotest:
NICOLE
DOUGIE & GILES
Hotest:
STEVIE WONDER
MORRIS DAY
ARETHA FRANKLIN
CAMA KIMS
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Hotest:
NICOLE
DOUGIE & GILES
Hotest:
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ARETHA FRANKLIN
CAMA KIMS
MORRIS DAY

MIDWEST

WXXX/Chicago
Monet/Freeman
TEDDY PENDERGRASS
ONE WAY
PATTI AUSTIN
NEW EDITION
CON PUNK SHUN
JETS
BERNARD WRIGHT
LUSIUS DAIM
SMOKE CITY
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MORRIS DAY

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ONE WAY
PATTI AUSTIN
NEW EDITION
CON PUNK SHUN
JETS
BERNARD WRIGHT
LUSIUS DAIM
SMOKE CITY
SYSTEM
Hotest:
ARETHA FRANKLIN
CAMA KIMS
STEVIE WONDER
ISLEY JASPER ISLE
MORRIS DAY

WXXX/Chicago
Monet/Freeman
TEDDY PENDERGRASS
ONE WAY
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STEVIE WONDER
ISLEY JASPER ISLE
MORRIS DAY

85 Reporting Stations
85 Current Reports

JAZZ

TOP 30

OCTOBER 25, 1985

- 1 WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)
2 WAYNE SHORTER/Atlantis (Columbia)
3 MANHATTAN TRANSFER/Vocalese (Atlantic)
4 AHMAD JAMAL/Digital Works (Atlantic)
5 AL DIMEOLA PROJECT/Soaring Through A Dream (Manhattan)
6 ONE NIGHT WITH BLUE NOTE/Preserved (Blue Note)
7 JOE SAMPLE/Oasis (MCA)
8 MCCOY TYNER & JACKIE McLEAN/It's About Time (Blue Note)
9 52nd STREET/Scrappe To The Apple (Inner City)
10 JEAN-LUC PONTY/Fables (Atlantic)
11 MARK EGAN/Mosaic (Hip Pocket/Windham Hill)
12 AZYMUTH/Spectrum (Milestone/Fantasy)
13 DON GROLNICK/Hears & Numbers (Hip Pocket/Windham Hill)
14 AL JARREAU/Live In London (WB)
15 PHIL UPCHURCH/Companions (Jam)
16 LES McCANN/Music Box (Jam)
17 BILLY COBBHAM/Warning (GRP)
18 BILLY HIGGINS/Mr. Billy Higgins (Riza)
19 OTB/Out Of The Blue (Blue Note)
20 JOE PASS/White Stone (Pablo)
21 MIKE MARSHALL/DARDI, ANGER/Chiaroscuro (Windham Hill)
22 GEORGE SHEARING/Grand Piano (Concord)
23 ED SAINDON & SPECTRUM/Different Strokes (World Mallet)
24 MCCOY TYNER/Just Feelin' (Palo Alto)
25 HERBIE HANCOCK & FODAY MUSA SUSO/Village Life (Columbia)
26 PAUL YONEMURA/First Flight Home (Jazz Mind)
27 ROB MULLINS/Soulscape (R.M.C.)
28 RIO NIDO/High Fly (Red House)
29 SANDY OWEN/Themes In Search Of A Movie (Ivory)
30 DEXTER GORDON/Nights At The Keystone (Blue Note)

MOST ADDED

- MCCOY TYNER & JACKIE McLEAN (18) It's About Time (Blue Note)
JEAN-LUC PONTY (10) Fables (Atlantic)
OTB (8) Out Of The Blue (Blue Note)
DON GROLNICK (7) Hears & Numbers (Hip Pocket/Windham Hill)

HOTTEST

- WYNTON MARSALIS (33) Black Codes (From The Underground) (Columbia)
WAYNE SHORTER (30) Atlantis (Columbia)
JOE SAMPLE (16) Oasis (MCA)

- TITO PUENTE "Mambo Diable" (Concord Picante) 8/6
MATT BIANCO "Whose Side Are You On?" (Atlantic) 8/0
CHARLIE SHOEMAKE / BILL HOLMAN "Collaboration" (Pausa) 7/6
ALLAN BARNES "The Caretaker (Riza) 7/5
BUDDY CHILDERS BIG BAND "Just Buddy's (Trend) 7/1
ROSEMARY CLOONEY "Rosemary Clooney Sings Ballads" (Concord) 7/0
JOANNE BRACKEEN "Havin' Fun" (Concord) 6/3
SEVENTH AVENUE "Heads Up" (ITI/Allegiance) 6/3
TIM WEISBERG "High Risk" (Desert Rock) 5/0

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McLean; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Didi Spencer; WGCI/Chicago, Graham Armstrong; WQMT/Cleveland, Dean Dean Rufus; XHRM/San Diego, Duff Lindsay.

NEW & ACTIVE

- AMITA GRAVINE "I Always Knew" (Stash) 13/4
DJAVAN "Djavan" (Columbia) 13/2
ANANDA "Amazonia" (Sonic Atmospheres) 12/4
BILL EVANS "The Alternative Man" (Blue Note) 10/5
JEFF BERLIN & VOX HUMANA "Champions" (Passport) 10/2
STEVE RAWLINS "Step Right Up" (Sea Breeze) 9/3
BUD SHANK/SHORTY ROGERS "California Concert" (Fantasy) 9/2
LESTER BOWIE'S BRASS FANTASY "I Only Have Eyes For You" (Columbia) 9/0
BENNY CARTER "A Gentleman & His Music" (Concord) 8/6

EAST

- WHD/Atlantic City (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)

MIDWEST

- WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)

WEST

- WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)

SOUTH

- WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)

WEST

- WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)
WDC/Chicago (*)

BILL EVANS THE ALTERNATIVE MAN SPECIAL CD FROM BLUE NOTE

THE FINEST IN JAZZ CONTINUOUS OTB MCCOY & JACKIE TYNER & McLEAN ITS ABOUT TIME

50 Reporting Stations 49 Current Reports

KRVS/Lafayette failed to report. Therefore its playlist was frozen.

COUNTRY

TOP 50

Three Weeks	Two Weeks	Last Week		
8	5	3	1	GARY MORRIS/I'll Never Stop Loving You (WB)
2	1	1	2	ALABAMA/Can't Keep A Good Man Down (RCA)
10	8	6	3	LEE GREENWOOD/I Don't Mind The Thorns... (MCA)
6	3	2	4	EXILE/Hang On To Your Heart (Epic)
11	9	7	5	STATLERS/Too Much On My Heart (Mercury/PG)
15	11	8	6	LOUISE MANDRELL/I Wanna Say Yes (RCA)
9	7	5	7	BARBARA MANDRELL/Angel In Your Arms (MCA)
16	13	10	8	HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)
17	14	11	9	EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)
18	16	12	10	BELLAMY BROTHERS/Lie To You For Your Love (MCA/Curb)
24	21	15	11	GEORGE STRAIT/The Chair (MCA)
21	19	14	12	MEL McDANIEL/Stand Up (Capitol)
29	27	17	13	JUDDS/Have Mercy (RCA/Curb)
20	18	16	14	MICKEY GILLEY/You've Got Something On Your Mind (Epic)
45	31	23	15	KENNY ROGERS/Morning Desire (RCA)
26	23	20	16	T.G. SHEPPARD/Doncha (Columbia)
1	2	13	17	STEVE WARINER/Some Fools Never Learn (MCA)
28	24	21	18	WILLIE NELSON/Me And Paul (Columbia)
5	4	4	19	CRYSTAL GAYLE/A Long And Lasting Love (WB)
35	29	27	20	JANIE FRICKE/Somebody Else's Fire (Columbia)
40	30	28	21	SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)
30	28	26	22	RICKY SKAGGS/You Make Me Feel Like A Man (Epic)
27	25	24	23	RAY CHARLES with HANK WILLIAMS JR./Two Old Cats Like Us (Columbia)
33	27	25	24	JENNINGS/NELSON/CASH/KRISTOFFERSON/Desperados Waiting For A Train (Columbia)
12	10	9	25	JOHN SCHNEIDER/I'm Gonna Leave You Tomorrow (MCA)
38	32	30	26	JIM GLASER/In Another Minute (Noble Vision/MCA)
39	33	31	27	JIMMY BUFFETT/If The Phone Doesn't Ring, It's Me (MCA)
—	43	36	28	NITTY GRITTY DIRT BAND/Home Again In My Heart (WB)
42	35	33	29	GAIL DAVIES/Break Away (RCA)
47	40	34	30	ROSANNE CASH/Never Be You (Columbia)
50	42	37	31	REBA McENTIRE/Only In My Mind (MCA)
—	48	39	32	DON WILLIAMS/It's Time For Love (MCA)
43	36	35	33	MERLE HAGGARD/Amber Waves Of Grain (Epic)
—	46	38	34	JOHNNY LEE/They Never Had To Get Over You (WB)
—	47	41	35	EDDY RAVEN/I Wanna Hear It From You (RCA)
—	41	36	36	EDDIE RABBITT/A World Without Love (RCA)
3	15	29	37	OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)
—	50	43	38	NEIL YOUNG/Get Back To The Country (Geffen)
46	44	42	39	BANDANA/Lovin' Up A Storm (WB)
—	—	44	40	GENE WATSON/Memories To Burn (Epic)
BREAKER	—	45	41	DAN SEALS/Bop (EMI America)
—	—	45	42	ROGER MILLER/River In The Rain (MCA)
13	12	18	43	GEORGE JONES/Who's Gonna Fill Their Shoes (Epic)
BREAKER	—	44	44	RESTLESS HEART/Heartbreak Kid (RCA)
19	17	22	45	SOUTHERN PACIFIC/Thing About You (WB)
—	—	49	46	MAC DAVIS/I Feel The Country Calling Me (MCA)
DEBUT	—	47	47	JOHN CONLEE/The Old School (MCA)
DEBUT	—	48	48	CONWAY TWITTY/The Legend And The Man (WB)
—	—	50	49	CHARLIE DANIELS BAND/American Farmer (Epic)
DEBUT	—	50	50	FORESTER SISTERS/Just In Case (WB)

OCTOBER 25, 1985

Total Reports/Adds	Heavy	Medium	Light
151/1	138	10	3
149/0	129	17	3
153/0	124	27	2
148/1	121	24	3
149/0	118	24	7
150/1	110	30	10
142/0	104	29	9
151/1	95	49	7
154/2	81	64	9
153/1	84	64	5
149/3	64	75	10
151/0	56	83	12
155/2	49	96	10
139/1	54	72	13
154/7	24	108	22
135/1	43	75	17
109/0	64	25	20
136/6	25	87	24
107/0	67	22	18
144/4	17	95	32
141/6	17	96	28
138/4	23	87	28
118/2	30	68	20
130/0	20	83	27
106/0	60	28	18
133/6	7	96	30
130/8	15	67	48
141/19	3	78	60
129/7	7	89	33
130/12	8	74	48
131/18	8	74	49
122/19	4	57	61
104/4	6	63	35
118/15	4	61	53
75/0	21	35	19
114/15	4	64	46
76/0	27	26	23
92/15	3	45	44
82/4	4	43	35
90/23	4	37	49
98/27	2	32	64
73/7	0	36	37
74/0	33	26	15
102/42	0	22	80
86/0	15	47	24
71/10	0	29	42
75/31	2	19	54
75/21	1	20	54
60/3	1	23	36
71/49	2	15	54

MOST ADDED

- FORESTER SISTERS (49)
Just In Case (WB)
- RESTLESS HEART (42)
Heartbreak Kid (RCA)
- JOHN CONLEE (31)
The Old School (MCA)
- DAN SEALS (27)
Bop (EMI/America)
- GENE WATSON (23)
Memories To Burn (Epic)
- CONWAY TWITTY (21)
The Legend And The Man (WB)
- WHITES (21)
I Don't Want To Get Over You (MCA/Curb)
- NITTY GRITTY DIRT BAND (19)
Home Again In My Heart (WB)
- DON WILLIAMS (19)
It's Time For Love (MCA)
- REBA McENTIRE (18)
Only In My Mind (MCA)

HOTTEST

- ALABAMA (77)
Can't Keep A Good Man Down (RCA)
- GARY MORRIS (71)
I'll Never Stop Loving you (WB)
- EXILE (61)
Hang On To Your Heart (Epic)
- STATLERS (56)
Too Much On My Heart (Mercury/PolyGram)
- LEE GREENWOOD (45)
I Don't Mind The Thorns... (MCA)
- LOUISE MANDRELL (41)
I Wanna Say Yes (RCA)
- HANK WILLIAMS, JR. (36)
This Ain't Dallas (WB/Curb)
- BELLAMY BROTHERS (33)
Lie To You For Your Love (MCA/Curb)
- BARBARA MANDRELL (28)
Angel In Your Arms (MCA)
- STEVE WARINER (24)
Some Fools Never Learn (MCA)

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

RESTLESS HEART Heartbreak Kid (RCA)

On 66% of reporting stations. Rotations: Heavy 0, Medium 22, Light 80, Total Adds 42 including WCAO, WBOS, WAJR, KEAN, WSOC, WAMZ, KISS-FM, KRMD, WUSN, WCXI, WXCL, KWEN, KYGO, KUGN, KSAN, KRPM. Debuts at number 44 on the Country chart. A most added record.

DAN SEALS Bop (EMI America)

On 63% of reporting stations. Rotations: Heavy 2, Medium 32, Light 64, Total Adds 27, WYRK, WIXL, WXTU, KPLX, KIKK, KRMD, KSO, WIL, KTKP, KIK-FM, KKAL, KLZ, KFRE, KCKC. Moves 46-41 on the Country chart. A most added record.

Second Week BREAKER

DAN SEALS "Bop" 8289

R&R **BREAKERS** 41 BB 50

From the Dan Seals Album "Won't Be Blue Anymore" ST-17166



COUNTRY

NEW & ACTIVE

NEIL YOUNG "Get Back To The Country" (Geffen) 92/15

Rotations: Heavy 3, Medium 45, Light 44, Total Adds 15, WAJR, WDKE, KYXX, WRNL, WUSQ, WONE, WWWV, KRRK, WITL, WMIL, WTHI, KLZ, KUGN, KCKC, KRPM. Moves 43-38 on the Country chart.

GENE WATSON "Memories To Burn" (Epic) 90/23

Rotations: Heavy 4.0, Medium 37/3, Light 49/20, Total Adds 23 including WVAM, WCAO, WKYZ, WKYG, WSOC, KPXL, KXXY, WRNL, WWWV, KCUB, WKOL, WTHI, KTRP, KLZ, KGA, KCUB. Moves 44-40 on the Country chart.

JOHN CONLEE "The Old School" (MCA) 75/31

Rotations: Heavy 2, Medium 19, Light 34, Total Adds 31 including WCAO, WOBE, WIXY, WVMI, WLWI, WQYK, WIRK, WTQR, WMNI, WFMS, WBSC, WKIM-FM, KUGN, KMPS, KCUB. Debuts at number 48 on the Country chart.

CONWAY TWITTY "The Legend And The Man" (WB) 75/21

Rotations: Heavy 1, Medium 20, Light 54, Total Adds 21 including WVAM, WCAO, WAJR, WFNC, KLLI, WLWI, KRMD, WITL, KXXY, KGH, KUGN, KRBY, KRAK, KMPS, KGA. Debuts at number 49 on the Country chart.

ROGER MILLER "River In The Rain" (MCA) 73/7

Rotations: Heavy 0, Medium 36, Light 37, Total Adds 7, WXTU, KPXL, WUSN, WGEE, WDJY, KKAL, KWJJ, Medium: WBGW, WTSY, KRBY, WMCS, KXXY, WBSC, KQIL. Moves 45-42 on the Country chart.

FORESTER SISTERS "Just In Case" (WB) 71/49

Rotations: Heavy 2, Medium 15, Light 54, Total Adds 49 including WIRKZ, WPOR, WVVA, KASE, WKSJ, KXXY, WIRK, WFMS, WQW, KYOZ, KRST, KLZ, KWLL, KRST, KRPM. Debuts at number 50 on the Country chart.

MAC DAVIS "I Feel The Country Calling Me" (MCA) 71/10

Rotations: Heavy 0, Medium 29, Light 42, Total Adds 10, WKYG, WIXY, WVMI, WUSY, KXXY, WUSQ, KSO, KCUB, KTRP, KYAK. Medium: WVAM, WTSV, KFDI, KTOO, KMSP. Moves 49-46 on the Country chart.

T. GRAHAM BROWN "I Tell It Like It Used To Be" (Capitol) 63/12

Rotations: Heavy 1, Medium 16, Light 44, Total Adds 12, WOBE, WKYG, WIXY, WKXB, KYXX, WCMS, WUSN, KIK-FM, KKAL, KUJY, KUGN, KQIL. Medium: KFGO, WITL, KFDI.

LARRY GATLIN & THE GATLIN BROTHERS "Runaway Go Home" (Columbia) 61/8

Rotations: Heavy 1, Medium 25, Light 35, Total Adds 8, WCAO, WBOS, WIXY, KYXX, WKX, WFMS, KYGO, KCCY. Heavy: WQW. Medium: WEZL, WLWI, WKKO, WITL, KIK-FM, KCSB.

CHARLIE DANIELS BAND "American Farmer" (Epic) 60/3

Rotations: Heavy 1, Medium 23, Light 36, Total Adds 3, WAMZ, WQJZ, KUJY. Heavy: KIOV. Medium: WVAM, WBGW, WTSY, WKSJ, WLWI, WIRK, WUSN, WGAR-FM, WVJO, WKCS, KEIN, KRSY, KSOP. Moves 50-49 on the Country chart.

LACY J. DALTON "The Night Has A Heart Of Its Own" (Columbia) 57/8

Rotations: Heavy 0, Medium 17, Light 40, Total Adds 8, WPOR, KEAN, KSSN, WLWI, KWMT, WXCL, KIK-FM, KYAK. Medium: WUSY, WDKE, KXXY, WQW, KRWO, KRSY, KIGO.

CHANCE "She Told Me Yes" (Mercury/PolyGram) 55/13

Rotations: Heavy 2, Medium 12, Light 42, Total Adds 13, WDSY, WYI, WGTQ, KFGO, WFCM, WITL, KXXY, WQW, WXCL, KKAL, KUJY, KEIN, KRSY.

KENDALLS "Two Heart Harmony" (Mercury/PolyGram) 55/4

Rotations: Heavy 1, Medium 23, Light 32, Total Adds 4, WCAO, KEAN, WUSY, KBMR. Heavy: KIKK. Medium: WVVA, WYII, WLWI, KXXY, KRMD, WQW, KVOO, KKAL, KRSY, KSOP.

LEON EVERETTE "Till A Tear Becomes A Rose" (Mercury/PolyGram) 51/5

Rotations: Heavy 2, Medium 19, Light 30, Total Adds 5, KEAN, KIKK, WTQR, WAXX, KQIL. Heavy: WVVA, KFDI. Medium: WEZL, WGTQ, KSSN, WOKK, WMNI, WITL, KKAL, KSOP.

SIGNIFICANT ACTION

WHITES "I Don't Want To Get Over You" (MCA/Curb) 45/21

Rotations: Heavy 0, Medium 5, Light 40, Total Adds 21 including WOKQ, WYII, WEZL, KSSN, WLWI, KFGO, KXXY, KIK-FM, KEIN, KSOP.

KATHY MATTEA "Heart Of The Country" (Mercury/PolyGram) 45/18

Rotations: Heavy 1, Medium 6, Light 36, Total Adds 18 including WGNB, WCAO, WPOR, WXBO, WKIX, KXXY, WTSO, KVOO, KKAL, KUJY.

KAREN TAYLOR-GOOD "Up On Your Love" (Mesa) 43/4

Rotations: Heavy 0, Medium 14, Light 29, Total Adds 13, WKYG, KEAN, WITL, KFDI. Medium: WBGW, WFNC, WCMS, KSO, KRWO, KIGO.

KEITH STEGALL "Feed The Fire" (Epic) 36/16

Rotations: Heavy 1, Medium 5, Light 30, Total Adds 16 including WOBE, WYII, WFNC, WPAP, KXXY, WIRK, WAXX, KIK-FM, KEIN, KSOP.

BILLY JOE ROYAL "Burned Like A Rocket" (Atlantic America) 36/9

Rotations: Heavy 1, Medium 5, Light 30, Total Adds 9, WYII, WUSY, KXXY, WUSN, WONE, WITL, WIL, KDUY, KLZ. Heavy: WOKK.

TERRI GIBBS "Someone Must Be Missing You Tonight" (WB) 28/9

Rotations: Heavy 0, Medium 5, Light 23, Total Adds 9, WCAO, WYII, WLWI, WPAP, KXXY, KFGO, KWMT, KQIL, KEIN.

AUDIE HENRY "Sweet Salvation" (Canyon Creek) 25/5

Rotations: Heavy 0, Medium 0, Light 25, Total Adds 5, WYII, WEZL, WPAP, KFGO, KQIL. Light: WVAM, WDKE, KVOO, KRWO, KEIN.

DAVID ALLAN COE "I'm Gonna Hurt Her On The Radio" (Columbia) 24/10

Rotations: Heavy 2, Medium 2, Light 22, Total Adds 10, WYII, WGTQ, KIKK, WOKK, WPAP, KRMD, KFGO, WVJO, KRSY, KSOP.

HILLARY KANTER "It's Such A Heartache" (RCA) 24/4

Rotations: Heavy 1, Medium 5, Light 18, Total Adds 4, WXY, KIKK, KKAL, KEIN. Medium: WBGW, WLWI, KRWO, KRSY. Light: WOXI, WGEE.

MALCHAK & RUCKER "I Could Love You In A Heart Beat" (Alpine) 20/3

Rotations: Heavy 1, Medium 6, Light 13, Total Adds 3, WLWI, KTRP, KVOO. Heavy: WCUZ. Medium: WBGW, WFNC, WOV, KEIN. Light: WVAM, WVVA.

B.J. THOMAS "The Part Of Me That Needs..." (Columbia) 19/14

Rotations: Heavy 0, Medium 2, Light 17, Total Adds 14 including WOKQ, WYII, WNOX, WKSJ, KRMD, KSO, WTSO, KUZZ, KCCY, KRSY.

LORETTA LYNN "Wouldn't It Be Great" (MCA) 19/13

Rotations: Heavy 0, Medium 2, Light 17, Total Adds 13 including WPAP, KXXY, KRMD, WKKK, KFGO, KVOO, KIK-FM, KTOO, KCKC, KCUB.

LLOYD DAVID FOSTER "I'm As Over You As I'm Gonna Get" (Columbia) 2

Rotations: Heavy 3, Medium 14, Light 1, KRWO. Heavy: KPXL, KXXY. Medium: WPAP, KRMD, WOV. Light: WSNQ, WAXX, KFDI, KRSY.

MARIE OSMOND "There's No Stopping Your Heart" (Capitol/Curb) 17/17

Rotations: Heavy 0, Medium 2, Light 15, Total Adds 17 including WBGW, WSNQ, WDSY, WUSY, KYXX, WOKK, KCUZ, KQIL, KSOP.

SONNY CURTIS "I Think I'm In Love" (Steem) 15/4

Rotations: Heavy 0, Medium 1, Light 14, KRWO. Heavy: KPXL, KXXY. Medium: WPAP, KRMD. Light: WIXY, KRBY, WFNC, KRWO, KIGO.

PATSY CLINE "Sweet Dreams" (MCA) 15/2

Rotations: Heavy 1, Medium 4, Light 10, Total Adds 2, WGEE, KCCY. Heavy: WOV. Medium: WVAM, KRMD, KFDI, KKAL. Light: WBGW, WOKK, WUSQ.

RAY STEVENS "The Haircut Song" (MCA) 13/0

Rotations: Heavy 2, Medium 6, Light 5, Total Adds 0. Heavy: WPAP, KUGN. Medium: WUSN, KSO, KYAK, KWJJ, KRSY. Light: KXIO6, WTHI, KFDI.

JUICE NEWTON "Hurt" (RCA) 12/12

Rotations: Heavy 1, Medium 0, Light 11, Total Adds 12 including WBGW, WXTU, KASE, KSSN, WKIX, WMNI, KSO, KUZZ, KQIL, KSOP.

JOHNNY CASH "I'm Leaving Now" (Columbia) 10/1

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, WIXL. Medium: KFDI. Light: WSNQ, KBMR, WCUZ, WOV, KVOO, KKAL, KQIL.

LEW DEWITT "You'll Never Know" (Compleat/PolyGram) 9/6

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 6, KLVJ, KRMD, KSO, KFGO, KVOO, KRWO. Light: WSNQ, WOV, KFDI.

CARROLL BAKER "If You Can't Stand The Heat..." (Tembo) 9/0

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 0. Light: WGNB, WVAM, WYII, KRBY, WDKE, KRWO.

JUDY RUDMAN "I Sure Had Your Lovin'" (MTM) 8/8

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 8, WGNB, WBGW, WYII, WFNC, WDKE, WLWI, WIRK, KRWO.

TOMMY ROE "Some Such Foolishness" (MCA/Curb) 8/8

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WBGW, WSNQ, KRBY, WCMS, KVOO, KFDI, KRWO, KRPM.

ROBIN LEE "Safe In The Arms Of Love" (Evergreen) 8/6

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 6, WEZL, WFNC, WDKE, KRMD, KVOO, KRWO. Light: WVAM, WPAP.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	<i>The Forester Sisters</i>
GARY MORRIS/100% Chance Of Rain (WB)	<i>Anything Goes</i>
BAMA BAND/Stone Cold And Country (Compleat/PG)	<i>Bama Band</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Something Special</i>
SOUTHERN PACIFIC/Perfect Stranger (WB)	<i>Southern Pacific</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	<i>Partners, Brothers, And Friends</i>
GERRY STRAIT/Dance Time In Texas (MCA)	<i>Something Special</i>
LEE GREENWOOD/Streamline (MCA)	<i>Streamline</i>
LORETTA LYNN/Just A Woman (MCA)	<i>Just A Woman</i>
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	<i>Five-O</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
JOHN ANDERSON/Down In Tennessee (WB)	<i>Tokyo, Oklahoma</i>
GARY MORRIS/Anything Goes (WB)	<i>Anything Goes</i>
SAWYER BROWN/Shakin' (Capitol)	<i>Shakin'</i>
JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)	<i>Tokyo, Oklahoma</i>
NITTY GRITTY DIRT BAND/As Long As You're Loving Me (WB)	<i>Partners, Brothers, And Friends</i>

A **HOT** NEW SINGLE...

"THIS TIME MY LEAVIN'S GONE TOO FAR" #1993

From...

DWIGHT CHRISTOPHER

A Rising New Star Soon To Be Heard From.

SHIPPING THIS WEEK

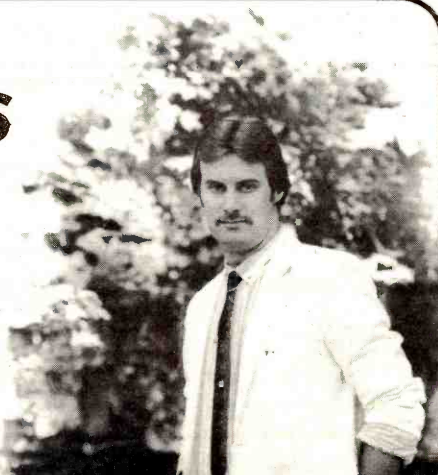
NATIONAL PROMOTION

MIKE BORCHETTA & SHEILAH HAYES

47 MUSIC SQ.E./NASHVILLE, TN 37203/(615) 321-5080



Produced by:
MIKE BORCHETTA



RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE A/C

TOP 20

Three Weeks Last
Weeks Weeks

Three Weeks Last Weeks	Weeks	Rank	Artist/Title
2	2	1	1 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
7	3	2	2 DAVID FOSTER/Love Theme From "St Elmo's Fire" (Atlantic)
18	11	6	3 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
8	4	4	4 A-HA/Take On Me (WB)
10	9	5	5 GINO VANNELLI/Hurts To Be In Love (CBS Associated)
1	1	3	6 WHITNEY HOUSTON/Saving All My Love For You (Arista)
20	12	8	7 FREDDIE JACKSON/You Are My Lady (Capitol)
—	15	10	8 KENNY ROGERS/Morning Desire (RCA)
13	13	11	9 MAURICE WHITE/Stand By Me (Columbia)
—	19	14	10 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
5	5	7	11 COMMODORES/Janet (Motown)
BREAKER			
—	—	12	12 JAMES TAYLOR/Everyday (Columbia)
3	8	13	13 MICHAEL FRANKS/Your Secret's Safe With Me (WB)
6	7	9	14 GODLEY & CREME/Cry (Polydor/PG)
—	—	17	15 BILLY JOEL/The Night Is Still Young (Columbia)
4	6	12	16 KOOL & THE GANG/Cherish (De-Lite/PG)
DEBUT	—	—	17 GLENN FREY/You Belong To The City (MCA)
—	—	19	18 BEACH BOYS/She Believes In Love Again (Caribou/CBS)
—	—	20	19 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
DEBUT	—	—	20 THOMPSON TWINS/Lay Your Hands On Me (Arista)

OCTOBER 25, 1985

Total Reports/Adds	Heavy	Medium	Light
40/0	36	4	0
37/0	32	4	1
37/1	29	7	1
33/1	28	4	1
35/2	27	7	1
36/0	24	12	0
33/0	26	5	2
33/3	17	15	1
29/0	13	14	2
25/3	11	12	2
25/0	11	13	1
32/14	1	19	12
21/0	10	10	1
23/0	7	12	4
24/2	8	14	2
22/0	6	14	2
20/3	8	10	2
24/2	3	17	4
22/1	5	15	2
17/0	4	12	1

MOST ADDED

- JAMES TAYLOR (14)
Everyday (Columbia)
- MR. MISTER (6)
Broken Wings (RCA)
- BARRY MANILOW (6)
In Search Of Love (Arista)
- EDDIE RABBITT (5)
A World Without Love (RCA)
- URGENT (4)
Love Can Make You Cry (Manhattan)
- AMY GRANT (4)
Everywhere I Go (A&M)

HOTTEST

- STEVIE WONDER (30)
Part-Time Lover (Tamla/Motown)
- DAVID FOSTER (26)
Love Theme From "St. Elmo's Fire" (Atlantic)
- PHIL COLLINS & MARILYN MARTIN (22)
Separate Lives (Atlantic)
- A-HA (20)
Take On Me (WB)
- GINO VANNELLI (18)
Hurts To Be In Love (CBS Associated)

BREAKERS

JAMES TAYLOR Everyday (Columbia)

78% of our reporters on it. Rotations: Heavy 9, Medium 9, Light 12, Total Adds 14, WFBR, WKBW, 55KRC, KHOW, WCHS, WGY, WGOV, WRVA, WING, WIBA, WSPD, KSL, WWRN, WPPA. Debuts at number 12 on the Full-Service A/C chart.

NEW & ACTIVE

- BILLY JOEL "The Night Is Still Young" (Columbia) 24/2
Rotations: Heavy 8/0, Medium 14/1, Light 2/1, Total Adds 2, KHOW, WSPD, Heavy including WKBW, WBT, WTKO, WPPA, KVEC. Medium including KFMB, WCHS, WGY, WGOV, WHBC, WING, WIBA, KBOI, WWRN, WGBR.
- BEACH BOYS "She Believes In Love Again" (Caribou/CBS) 24/2
Rotations: Heavy 3/0, Medium 17/0, Light 4/2, Total Adds 2, WHBC, WCL, Heavy: WISN, KFMB, WTKO. Medium including WFBR, KHOW, WBT, WRVA, WHBY, WIBA, WSPD, KSL, WWRN, WPOE, KVEC.
- ARETHA FRANKLIN "Who's Zoomin' Who" (Arista) 22/1
Rotations: Heavy 5/0, Medium 15/1, Light 2/0, Total Adds 1, WTVN, Heavy: KFI, WING, WWRN, WPPA, WJBC. Medium including WTAE, WISN, KHOW, KFMB, WCHS, WBT, WGOV, WHBC, KBOI, WWRN, WGBR.
- GLENN FREY "You Belong To The City" (MCA) 20/3
Rotations: Heavy 8/0, Medium 10/2, Light 2/1, Total Adds 3, WHAS, WSPD, KOB, Heavy: WKBW, WTVN, WCHS, WING, KBOI, WWRN, WPOE, WPPA. Mediums: WFBR, KHOW, KOY, KFMB, KSL, WTKO.
- OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 18/3
Rotations: Heavy 2/0, Medium 13/2, Light 3/1, Total Adds 3, WKBW, KHOW, WSPD, Heavy: WFBR, WWRN. Medium including WISN, KFMB, WBT, WING, WIBA, WPOE, WPPA, WJBC, KVEC.
- BILLY OCEAN "Long & Winding Road" (Arista) 18/2
Rotations: Heavy 2/0, Medium 10/1, Light 6/1, Total Adds 2, KFMB, WGY, Heavy: WKBW, WISN. Medium including WFBR, KSL, WWRN, WPOE, WPPA, WGBR, WJBC, WCL.
- ABC "Be Near Me" (Mercury/PolyGram) 17/2
Rotations: Heavy 3/0, Medium 9/1, Light 5/1, Total Adds 2, KHOW, KFMB, Heavy: WKBW, WWRN, WPPA. Medium including WFBR, KFI, WHBC, WING, KBOI, WPOE, WGBR, WCL.
- THOMPSON TWINS "Lay Your Hands On Me" (Arista) 17/0
Rotations: Heavy 4/0, Medium 12/0, Light 1/0, Total Adds 0, Heavy: WKBW, WPRO, WWRN, WPPA. Medium including WFBR, KHOW, WCHS, WHBC, WING, WSPD, KBOI, WPOE, WGBR.
- DON HENLEY "Sunset Grill" (Geffen) 15/0
Rotations: Heavy 3/0, Medium 10/0, Light 2/0, Total Adds 0, Heavy: WKBW, WWRN, WPPA. Medium including WFBR, WTVN, KHOW, WCHS, WHBC, WING, WSPD, WPOE.

- KENNY LOGGINS "I'll Be There" (Columbia) 14/2
Rotations: Heavy 1/0, Medium 10/1, Light 3/1, Total Adds 2, KHOW, WCHS, Heavy: WCCO. Medium including WIBA, WSPD, KSL, WWRN, WPOE, WJBC, WCL, KVEC.
- JAN HAMMER "Miami Vice Theme" (MCA) 14/1
Rotations: Heavy 4/0, Medium 6/0, Light 4/1, Total Adds 1, WCHS, Heavy: WKBW, WHAS, WWRN, WPPA. Medium: 55KRC, KHOW, WING, KSL, WPOE, WJBC.
- PLACIDO DOMINGO & MAUREEN McGOVERN "A Love Until The End Of Time" (CBS) 12/1
Rotations: Heavy 1/0, Medium 6/0, Light 5/1, Total Adds 1, WGBR, Heavy: KSL. Medium including WFBR, WRVA, WWRN, WPOE, WCL.
- ROSANNE CASH "Never Be You" (Columbia) 12/0
Rotations: Heavy 2/0, Medium 6/0, Light 4/0, Total Adds 0, Heavy including WTKO. Medium: WHBY, KSL, WPOE, WCL, KVEC.
- MR. MISTER "Broken Wings" (RCA) 11/6
Rotations: Heavy 0/0, Medium 5/2, Light 6/4, Total Adds 6, WKBW, WHBC, KBOI, WPOE, WPPA, WCL. Mediums including KFI, WING, WWRN.
- AMY GRANT "Everywhere I Go" (A&M) 11/4
Rotations: Heavy 0/0, Medium 7/1, Light 4/3, Total Adds 4, WKBW, WISN, WHBY, WCL. Medium including WFBR, WPOE, WTKO, WJBC, KVEC.
- EDDIE RABBITT "A World Without Love" (RCA) 10/5
Rotations: Heavy 0/0, Medium 4/1, Light 6/4, Total Adds 5, WISN, WING, WPOE, WPPA, WJBC. Medium including WFBR, WHBY, WTKO.
- URGENT "Love Can Make You Cry" (Manhattan) 8/4
Rotations: Heavy 0/0, Medium 1/1, Light 7/3, Total Adds 4 including WWRN, WTKO, WJBC. Medium including WPOE.

SIGNIFICANT ACTION

- BARRY MANILOW "In Search Of Love" (Arista) 6/6
Rotations: Heavy 0/0, Medium 1/1, Light 5/5, Total Adds 6 including WHBC, KBOI, WJBC, WCL, KVEC. Medium: WFBR.
- KIM CARNES "Rough Edges" (EMI America) 5/1
Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Total Adds 1, WPOE, Heavy: WCCO. Medium including WHBY, KVEC.
- MICHAEL McDONALD "Lost In The Parade" (WB) 4/3
Rotations: Heavy 0/0, Medium 2/2, Light 2/1, Total Adds 3 including WGBR. Medium: KFMB, WPOE.
- BRYAN FERRY "Don't Stop The Dance" (WB) 4/1
Rotations: Heavy 0/0, Medium 2/0, Light 2/1, Total Adds 1, WWRN. Medium: WPOE, WPPA.
- RAY PARKER JR. "Gigs Are More Fun" (Arista) 4/0
Rotations: Heavy 0/0, Medium 3/0, Light 1/0, Total Adds 0, Medium: WWRN, WPOE, WPPA.
- SHEENA EASTON "Do It For Love" (EMI America) 3/3
Rotations: Heavy 0/0, Medium 0/0, Light 3/3, Total Adds 3, WING, WWRN, WPPA.
- ELTON JOHN "Wrap Her Up" (Geffen) 3/2
Rotations: Heavy 0/0, Medium 1/0, Light 2/1, Total Adds 2, WING, WWRN. Medium: WPPA.
- LAURA BRANIGAN "Hold Me" (Atlantic) 3/0
Rotations: Heavy 0/0, Medium 2/0, Light 1/0, Total Adds 0, Medium: WPOE, WTKO.
- MANHATTAN TRANSFER "Ray's Rockhouse" (Atlantic) 3/0
Rotations: Heavy 1/0, Medium 1/0, Light 1/0, Total Adds 0, Heavy: WCCO. Medium: WWRN.



KKGO invites you to attend a benefit performance by
MICHAEL RUFF & FRIENDS and PERRI
a presentation of the MUSIC INDUSTRY NETWORK
on behalf of the NEIL BOGART MEMORIAL LABORATORIES

MONDAY, OCTOBER 28, 1985 at 8pm promptly; doors open at 7pm
AT MY PLACE, 1026 Wilshire Blvd., Santa Monica, CA 90401
TICKETS \$12.50 tax deductible. Call 213-451-8597 for reservations
Contributions in any amount may be mailed c/o At My Place



ADULT/CONTEMPORARY

BREAKERS

JAMES TAYLOR Everyday (Columbia)

75% of our reporters on it. Rotations: Heavy 0, Medium 55, Light 31, Total Adds 36 including WPIX, LOVE94, 2WD, W101, WLLT, WSNY, KLSI, WMGF, KJMI, KGW, KIFM. Moves 30-18 on the A/C chart.

JAN HAMMER Miami Vice Theme (MCA)

61% of our reporters on it. Rotations: Heavy 23, Medium 37, Light 10, Total Adds 5, WNIC, WDLT, KRAV, KCIX, WJON. Moves 19-16 on the A/C chart.

MR. MISTER Broken Wings (RCA)

60% of our reporters on it. Rotations: Heavy 11, Medium 27, Light 30, Total Adds 28 including WSB-FM, WARM98, WOMC, KKLK, V100, KEY103, K106, WNAM, KRAV, KVUU, KWAV. Debuts at number 23 on the A/C chart.

NEW & ACTIVE

KENNY LOGGINS "It'll Be There" (Columbia) 57/2

Rotations: Heavy 7/0, Medium 29/1, Light 11/1, Total Adds 2, KGW, KQ99. Heavy: KIFM, KWFM, WCKQ, KTYL, WJON, KMGG, KALE. Medium including WPIX, 2WD, KLSI, WWOM, WAEB, KEY103, KIOA, KOIL, KWAV.

BILLY OCEAN "Long & Winding Road" (Arista) 56/12

Rotations: Heavy 0/0, Medium 26/1, Light 30/11, Total Adds 12, WCLY, WSNY, KIFM, WAEB, WEZC, WAVE, KWFM, WTNV, WCHV, K94, KFOD, K89. Medium including KGW, WEIZ, WSLF, WNAM, KIOA, KOIL, KWAV, WEIM, WSKY, WJON, KMGG.

ROTATION BREAKOUTS

	Total Reports/Adds	Total		
		Heavy	Medium	Light
1 STEVIE WONDER	114/0	110	4	0
2 A-HA	109/1	93	15	1
3 DAVID FOSTER	107/3	84	21	2
4 PHIL COLLINS & MARILYN MARTIN	114/1	82	30	2
5 TEARS FOR FEARS	104/1	74	28	2
6 GLENN FREY	103/5	71	28	4
7 GINO VANNELLI	108/2	70	30	8
8 FREDDIE JACKSON	106/6	57	39	10
9 ARETHA FRANKLIN	99/4	39	50	10
10 MAURICE WHITE	96/0	40	48	8
11 WHITNEY HOUSTON	93/0	48	30	15
12 BILLY JOEL	96/7	17	63	16
13 KENNY ROGERS	93/16	14	66	13
14 THOMPSON TWINS	88/9	9	61	18
15 OON HENLEY	81/3	25	44	12
16 JAN HAMMER	70/5	23	37	10
17 ABC	82/11	16	46	20
18 JAMES TAYLOR	86/36	0	55	31
19 OLIVIA NEWTON-JOHN	82/8	10	55	17
20 COMMODORES	64/0	23	29	12
21 KOOL & THE GANG	58/0	9	30	19
22 DARYL HALL & JOHN OATES	59/0	12	35	12
23 MR. MISTER	68/28	11	27	30
24 MICHAEL FRANKS	49/0	11	22	16
25 GODLEY & CREME	48/0	11	25	12
26 STING	47/3	15	28	4
27 KENNY LOGGINS	57/2	7	39	11
28 HUEY LEWIS & THE NEWS	37/0	4	20	13
29 BEACH BOYS	53/2	3	33	17
30 BILLY OCEAN	56/12	0	26	30

MOST ADDED

JAMES TAYLOR (36)
Everyday (Columbia)
KLYMAXX (29)
I Miss You (Constellation/MC)
MR. MISTER (28)
Broken Wings (RCA)
JOHN COUGAR MELLENCAMP (17)
Small Town (Riva/PolyGram)
KENNY ROGERS (16)
Morning Desire (RCA)
PONTER SISTERS (16)
Freedom (RCA)

HOTTEST

STEVIE WONDER (95)
Part-Time Lover (Tamla/Motown)
A-HA (72)
Take On Me (WB)
PHIL COLLINS & MARILYN MARTIN (65)
Separate Lives (Atlantic)
DAVID FOSTER (51)
Love Theme From "St. Elmo's Fire" (Atlantic)
GLENN FREY (45)
You Belong To The City (MCA)

BEACH BOYS "She Believes In Love Again" (Caribou/CBS) 53/2

Rotations: Heavy 3/0, Medium 33/1, Light 17/1, Total Adds 2, WLAC-FM, WAHR. Heavy: WEIM, WAEB, KALE. Medium including WCLY, 2WD, WKYE, KEY103, WJDX, WSLF, WNAM, KIOA, WTRX, KWFH.

STING "Fortress Around Your Heart" (A&M) 47/3

Rotations: Heavy 15/1, Medium 28/1, Light 4/1, Total Adds 3, KMGG, WICC, WRAL. Heavy including 2WD, WLLT, WAVE, KQ99, WLHT, WJON, KDUK, KKUA, WMMJ, KQSW. Medium including WARM99, WARM98, WSNY, KOST, B100, V100, U102.

AMY GRANT "Everywhere I Go" (A&M) 46/10

Rotations: Heavy 0/0, Medium 11/2, Light 38/8, Total Adds 10, WKYE, WKGW, WXTC, WEIZ, KQ99, WTRX, KOIL, KKPFL, WGLL, WTNV. Medium including KGW, WLAC-FM, WSKI, WZLQ, WFFX, WMT-FM, WJON, KMGG, KALE.

BRYAN FERRY "Don't Stop The Dance" (WB) 42/8

Rotations: Heavy 0/0, Medium 19/2, Light 23/6, Total Adds 8, KOST, K106, WSLF, WTRX, KOIL, KWAV, KRLB, KRNO. Medium including WPIX, KGW, KIFM, KEY103, WMMG, WSKI, WSKY, WCKQ, WCHV, WJON, KR5B.

RAY PARKER JR. "Girls Are More Fun" (Arista) 42/1

Rotations: Heavy 2/0, Medium 17/0, Light 23/1, Total Adds 1, KFOD. Heavy: WGLL, WCKQ. Medium including WKYE, KELL, KIOA, WTRX, WSKI, WTNV, WCHV, WORG, WKYX, WMT-FM, KATF, KKLK, KQSW.

KLYMAXX "I Miss You" (Constellation/MCA) 33/29

Rotations: Heavy 2/2, Medium 11/8, Light 20/19, Total Adds 29 including WHTX, WLTS, KKLK, B100, WXTC, WEIZ, WDLT, WNAM, KKUA, KWAV. Heavy: KOST, KTYL. Medium including WCLY, KYKY, WEZC, WMMG, WMT-FM.

HOWARD JONES "Like To Know You Well" (Elektra) 33/3

Rotations: Heavy 0/0, Medium 14/1, Light 18/2, Total Adds 3, KGW, WGSW, KIOA. Medium including WMMG, WMMJ, WEIM, WSKI, WSKY, WCKQ, WCHV, KTYL, KKLK, KR5B, KALE.

JACK WAGNER "Too Young" (Qwest/WB) 32/7

Rotations: Heavy 1/0, Medium 12/0, Light 19/7, Total Adds 7, WSNY, KMGG, WAEB, U102, KIOA, KTYL, KMGG. Heavy: WDLT. Medium including KEY103, KVUU, WGLL, WSKI, WCKQ, KWEB, KQSW.

URGENT "Love Can Make You Cry" (Manhattan) 31/14

Rotations: Heavy 0/0, Medium 2/0, Light 29/14, Total Adds 14, KIFM, WAEB, WKYE, KEY103, WSLF, WTRX, KOIL, WORG, WMT-FM, KKLK. Medium: WSKI, WBOW.

MICHAEL McDONALD "Lost In The Parade" (WB) 29/10

Rotations: Heavy 0/0, Medium 5/0, Light 24/10, Total Adds 10, WAEB, KEY103, WEIZ, KWFM, WAEB, WFFX, I94, WJON, KR5B, KMGG. Medium: WSKI, WCKQ, KTYL, KQSW, KALE.

SIGNIFICANT ACTION

KOOL & THE GANG "Emergency" (De-Lite/PolyGram) 24/9

Rotations: Heavy 0/0, Medium 8/1, Light 16/8, Total Adds 9, WCLY, WKGW, WCHV, KRLB, WFFX, KTYL, I94, WBOW, KMGG. Medium: WGLL, WSKI, WCKQ, WKYX, WZLQ, KQSW, KALE.

EDDIE RABBITT "A World Without Love" (RCA) 23/7

Rotations: Heavy 0/0, Medium 6/0, Light 17/7, Total Adds 7, KIOA, WCKQ, KRLB, WFFX, KF5B, KR5B, KMGG. Medium: WEIM, WSKI, WARR, WMT-FM, WJON, KQSW.

SHEENA EASTON "Do It For Love" (EMI America) 18/8

Rotations: Heavy 0/0, Medium 2/1, Light 16/7, Total Adds 8 including B100, WEIM, WORG, WAEB, WFFX, KTYL, WMT-FM. Medium: WPIX, KOST.

JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 17/17

Rotations: Heavy 0/0, Medium 2/2, Light 15/15, Total Adds 17 including WKYE, WXTC, WAVE, WNAM, WMMJ, WEIM, WSKY, KF5B, WBOW, KQSW, KALE. Medium: WCKQ, KTYL.

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 17/8

Rotations: Heavy 0/0, Medium 1/0, Light 16/8, Total Adds 8, B100, WKGW, WEIM, WSKY, WCKQ, WAEB, KQSW, KALE. Medium: KATF.

POINTERS SISTERS "Freedom" (RCA) 16/16

Rotations: Heavy 0/0, Medium 4/4, Light 12/12, Total Adds 16 including WHTX, WEIZ, WMMJ, WSKI, WSKY, KRLB, KWEB, WJON, KQSW, KALE. Medium: WCKQ, KOST, KELL, WMMG.

BRUCE SPRINGSTEEN "I'm Goin' Down" (Columbia) 15/1

Rotations: Heavy 2/0, Medium 8/1, Light 5/0, Total Adds 1, WTNV. Heavy: WAVE, KLYF. Medium including WHTX, B100, WKYE, WRKA, WENS, KRLB, WXUS.

ROBIN GIBB "Like A Fool" (EMI America) 13/13

Rotations: Heavy 0/0, Medium 0/0, Light 13/13, Total Adds 13, WNAM, WEIM, WSKI, WCKQ, WCHV, WGSV, WAGE, WKYX, WAEB, KF5B, KKLK, KQSW, KALE.

STARSHIP "We Built This City" (Grunt/RCA) 13/4

Rotations: Heavy 3/0, Medium 5/1, Light 5/3, Total Adds 4, B100, WENS, WMHE, WCHV. Heavy: WKYE, KKUA, WKYX. Medium including WHTX, V100, KRLB, KALE.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Bill Week	159 REPORTS	Total Reports/Adds	Power	Heavy	Medium
— 4	1	1	ZZ TOP/Sleeping Bag (WB)	143-0	65+	135+	8-
13	9	6	JOHN C. MELLENCAMP/Small Town (Riva/PG)	142+/11	40+	121+	20-
1	1	2	GLENN FREY/You Belong To The City (MCA)	132-0	48-	115-	17+
— 15	8	4	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)	150+/3	29+	97+	49-
18	7	5	RUSH/The Big Money (Mercury/PG)	133-0	32+	93+	35-
4	3	4	MR. MISTER/Broken Wings (RCA)	122-1	33-	101-	17-
DEBUT	7	7	CARS/Tonight She Comes (Elektra)	143/139	11	69	63
3	2	3	ROGER DALTRY/After The Fire (Atlantic)	125-0	23-	89-	35-
5	5	5	HEART/Never (Capitol)	112-1	30-	93-	18-
12	11	11	THOMPSON TWINS/Lay Your Hands On Me (Arista)	117-1	19+	79+	37-
37	32	17	DIRE STRAITS/Walk Of Life (WB)	113+/18	22+	69+	42+
16	12	12	STEVIE RAY VAUGHAN & DOUBLE.../Look At Little Sister (Epic)	120-4	6+	53-	62-
25	16	13	PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)	132+/1	7+	36+	90-
41	31	19	INXS/This Time (Atlantic)	135+/12	5=	30+	94=
22	15	15	ROGER DALTRY/Under A Ragging Moon (Atlantic)	116+/8	3=	50+	63+
24	23	18	STING/Love Of The Seventh Wave (A&M)	105+/9	14+	61+	44-
2	9	17	STARSHIP/We Built This City (Grunt/RCA)	90-0	22-	70-	19-
11	10	18	JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)	104-4	5-	54-	45=
26	25	19	CRUZADOS/Motorcycle Girl (Arista)	128+/4	1=	28+	91-
29	24	20	TOMMY SHAW/Remo's Theme (What If) (A&M)	115+/5	3+	36+	71-
30	29	21	TALKING HEADS/Stay Up Late (Sire/WB)	98+/5	12+	38+	58+
46	33	22	JOE LYNN TURNER/Endlessly (Elektra)	112+/14	1=	20+	81+
28	30	22	KISS/Tears Are Falling (Mercury/PG)	100-7	4+	28-	65+
6	8	14	DIRE STRAITS/One World (WB)	71-2	2-	41-	27=
—	34	25	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)	98+/24	0=	17+	73+
54	37	26	KATE BUSH/Running Up That Hill (EMI America)	84+/18	7+	23+	50+
—	44	27	WANG CHUNG/To Live And Die In L.A. (Geffen)	80+/13	1+	7+	62+
7	14	28	LOVERBOY/Lovin' Every Minute Of It (Columbia)	50-11	11-	25-	21-
17	18	24	OUTFIELD/Say It Isn't So (Columbia)	56-11	9+	22-	31-
DEBUT	30	30	AEROSMITH/Let The Music Do The Talking (Geffen)	72/12	0	6	49
—	47	42	AUTOGRAPH/Blondes In Black Cars (RCA)	74+/5	0=	3+	56+
—	52	42	ALDO NOVA/Tonite (Lift Me Up) (Portrait/CBS)	69+/13	0=	4+	52+
—	50	33	ALARM/Strength (IRS/MCA)	63+/14	2=	8+	43+
43	38	34	JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	46-8	1-	18-	27+
38	35	35	PREFAB SPROUT/When Love Breaks Down (Epic)	67-11	1-	11-	44-
DEBUT	36	36	RUSH/Manhattan Project (Mercury/PG)	51/151	1	14	32
27	27	37	JAN HAMMER/Miami Vice Theme (MCA)	47-11	5-	25-	19-
14	26	29	TEARS FOR FEARS/Head Over Heels (Mercury/PG)	47-11	7-	21-	22+
19	22	39	R.E.M./Driver 8 (IRS/MCA)	47-0	3+	19-	24-
57	49	43	LOVERBOY/Dangerous (Columbia)	52-2	2=	16+	33-
—	51	41	DEL FUEGOS/Don't Run Wild (Slash/WB)	59+/7	2+	8+	42+
DEBUT	43	43	RUSH/Territories (Mercury/PG)	43/141	1	16	26
9	21	30	HOOTERS/And We Danced (Columbia)	43-11	2-	18-	25-
—	48	46	TINA TURNER/One Of The Living (Capitol)	46-5	4+	15+	29-
15	20	28	MARILLION/Kayleigh (Capitol)	41-0	4+	16-	22-
—	55	46	DREAM ACADEMY/Life In A Northern Town (WB)	51+/17	2=	10+	36+
DEBUT	47	47	SURVIVOR/Burning Heart (Scotti Bros./CBS)	58/158	0	6	40
—	55	49	PLATINUM BLONDE/Crying Over You (Epic)	64+/4	1+	2=	48+
36	36	49	MOTLEY CRUE/Home Sweet Home (Elektra)	53-11	2=	7-	38-
8	17	51	JOHN C. MELLENCAMP/Lonely Ol' Night (Riva/PG)	32-0	8-	27-	4-
42	31	51	SQUEEZE/Hits Of The Year (A&M)	46-0	0-	12-	32-
53	47	52	STING/Fortress Around Your Heart (A&M)	32-1	2-	21-	11=
20	36	45	MARSHALL CRENshaw/Little Wild One (No. 5) (WB)	52-2	0-	7-	34=
DEBUT	52	52	ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)	56/155	2	7	28
DEBUT	55	55	MIKE & THE MECHANICS/Silent Running (Atlantic)	50/150	0	1	39
21	28	36	NICK LOWE & HIS COWBOY OUTFIT/Knew The Bride... (Col.)	39-0	1=	12-	24-
35	44	47	TALKING HEADS/And She Was (Sire/WB)	27-1	4=	16-	10-
10	13	46	BRYAN ADAMS/One Night Love Affair (A&M)	34-0	1=	16-	16-
10	43	48	DIRE STRAITS/So Far Away (WB)	26-2	1-	15-	11-
DEBUT	50	50	ROBERT PALMER/Discipline Of Love (Why Did You Do It) (Island)	45/142	0	1	31

MOST ADDED

- CARS (139)**
Tonight She Comes (Elektra)
AEROSMITH (72)
Let The Music Do The Talking (Geffen)
SURVIVOR (58)
Burning Heart (Scotti Bros./CBS)
ARTISTS UNITED AGAINST APARTHEID (55)
Sun City (Manhattan)
RUSH (51)
Manhattan Project (Mercury/PolyGram)

HOTTEST

- ZZ TOP (65)**
Sleeping Bag (WB)
GLENN FREY (48)
You Belong To The City (MCA)
JOHN COUGAR MELLENCAMP (40)
Small Town (Riva/PolyGram)
MR. MISTER (33)
Broken Wings (RCA)
RUSH (32)
The Big Money (Mercury/PolyGram)

BREAKERS

CARS

Tonight She Comes (Elektra)

90% of our reporters on it. 143/139 including adds at: WNEW, DC101, KZEW, KL0L, WSHE, WLUP, WEBN, KYYS, 91X, KGB, KFOG, KOME, Debuts at #7 on the Tracks chart.

CLARENCE CLEMONS & JACKSON BROWNE

You're A Friend Of Mine (Columbia)

62% of our reporters on it. 98/24 including adds at: KAZY, KLOS, KZAP, CFOX, WPLR, WCFM, KLAQ, WRXL, KKCJ, KATT, KSJO, Moves 34-25 on the Tracks chart.

NEW & ACTIVE

- DIVINYLS "Pleasure And Pain" (Chrysalis) 45/45 (0/0)**
Adds including WBCN, KROR, WHBE, WDIZ, KMDD, WRUF, WZZO. Powers 1: Heavy 3: 91X, CFOX, WLIR. Medium 23 including WXRK, WHLY, KZEW, KSRR, WSHE, WYFN, WOFM, KBGO, KGB, WOUR, KLBJ, WKOO, KILO, KDJK.
- CHARLIE SEXTON "Beat's So Lonely" (MCA) 38/17 (20/20)**
Adds including WBCN, WOFM, 91X, KOME, WAAF, KISS, KFMO, KILO. Heavy 4: WNEW, KZEW, KEZE, KROU. Medium 20 including WXRK, KTXQ, KSRR, WHBE, KNCN, KLAQ, WKDF, KMDD.
- BLACK 'N' BLUE "Miss Mystery" (Geffen) 38/5 (35/8)**
Adds: WRIF, WPDH, KMDD, KZEL, KRKE. Heavy 3: WQFM, KRIX, KILO. Medium 26 including WYFN, WLVO, WLZ, KSHE, KGB, WPKX, KLAQ, WKCF, WDIZ, KISS, KGGG, KOMP.
- ARCADIA "Election Day" (Capitol) 36/12 (25/25)**
Adds including WSHE, WYFY, WWCX, KKDJ, KRQJ. Powers 1: Heavy 7: KROQ, CFOX, WZZO, WLIR, WIMZ, KLYV, KGLG. Medium 23 including WBAB, WHLY, WPKX, WHCN, WHBE, WKGO.
- TRIUMPH "Mind Games" (MCA) 33/10 (24/20)**
Adds including WNEW, WDIZ, WAFI, KICT. Heavy 3: WHLY, C107, KNCN. Medium 24 including WBCN, KL0L, WRIF, WCFM, KOME, WHCN, WPDH, KISS, KATT, WIOT.
- JOHN C. MELLENCAMP "Justice And Independence..." (Riva/PG) 32/12 (22/11)**
Adds including WKLC, WFBO, KEZO, WIOT, KOZZ. Powers 1: Heavy 10 including WXRK, KZEW, WLUP, KFOG, KISW, WPKX, KLAQ. Medium 21 including KMDD, KICT, KILO, KEZE.
- WATERBOYS "The Whole Of The Moon" (Island) 31/9 (22/15)**
Adds including Q107, WQFM, KAZY, WTHH. Powers 1: Heavy 5: CFOX, WLIR, KTCL, KRQU, KGLG. Medium 19 including WXRK, KBGO, 91X, WQBK, WHBE, WOUR.
- JONI MITCHELL "Good Friends" (Geffen) 30/25 (0/0)**
Adds including WBAB, WDI-A, WRCN, Heavy 6: KTCC, KAZY, KBGO, KINK, WKGO, KZAM. Medium 16 including WLUP, WXRK, KMET, WQBK, KLBJ, WLAV, WFBO, KMDD, KILO.
- STARSHIP "Sara" (Grunt/RCA) 29/13 (16/4)**
Adds including KZAP, WPDH, KFMO, WRUF. Powers 1: Heavy 16 including KTCC, KLOS, KUPD, KROR, KLBJ, WAPL, WTUE. Medium 11 including KINK, WRXL.
- STEVIE RAY VAUGHAN & DOUBLE TROUBLE "Change It" (Epic) 25/5 (20/1)**
Adds: WPKX, KROR, KICT, KSGY, KSPN. Powers 3: Heavy 10 including WXRK, WQFM, KROR, KLBJ, KNCN, KFMO. Medium 12 including KTXQ, KILO, WILAV, WFBO, KFOG, KZAP, KGB, KDK, KTYD.
- HEAVEN "Knockin' On Heaven's Door" (Columbia) 23/3 (23/2)**
Adds: KROQ, WTPA, KSPN. Heavy 2: KZEW, KRIX. Medium 15 including WNEW, WDVJ, WQFM, KLOS, KGB, KISW, WPKX, KLAQ.
- EDDIE & THE TIDE "Just Need A Little Rock" (Atco) 22/6 (17/4)**
Adds including WZZO, WZZO. Heavy 2: WQFM, KQRS. Medium 15 including WXRK, KSRR, KLOS, KZAP, KGB, KDK, KTYD.
- ABC "Be Near Me" (Mercury/PolyGram) 22/4 (24/6)**
Adds: CHEZ, WIMZ. Powers 2: Heavy 8 including CHOM, WSHE, WXRK, CFOX, WQBK. Medium 11 including WMMR, WLIR, WAGY, K97.
- RUSH "Marathon" (Mercury/PolyGram) 21/21 (0/0)**
Adds including WYNY, WBAB, WKLS, KL0L, KYYS, KISW. Heavy 4: KSHE, WHCN, CHEZ, WLAV. Medium 15 including KTXQ, WDIZ, KKOJ.
- JON BUTCHER AXIS "Sounds Of Your Voice" (Capitol) 21/8 (13/4)**
Adds: KOME, WHBE, WOUR, WKGO, KATT, WIZN, KFMO, KUFO. Heavy 2: KLBJ, KGRQ. Medium 15 including WLUP, WQFM, WHBE, WLAV.
- ELTON JOHN "Wrag" (Geffen) 21/4 (18/18)**
Adds: WSHE, KUPD, WCKT, WZZO. Heavy 2: WNEW, WIMZ. Medium 17 including WBAB, WXRK, KBGO, WOUR, KGGG.
- JAMES TAYLOR "Everyday" (Columbia) 20/7 (14/4)**
Adds including KAZY, WTUE, WBLM. Heavy 7 including KTCC, KINK, WWWW. Medium 9 including WQBK, WPDH, WRDZ.
- HOOODOO GURUS "Bittersweet" (Big Time) 19/6 (14/7)**
Adds: WXRK, KAZY, WHFS, WAAF, KRIX, KSPN. Heavy 0: Medium 11 including KROQ, 91X, WLIR, KSTM.
- CURE "In Between Days" (Elektra) 17/1 (16/3)**
Adds: WRQK. Powers 2: Heavy 7 including WXRK, KROQ, 91X, WLIR. Medium 7 including WXRK, KBGO.
- CHRISTOPHER CROSS "Charm The Snake" (WB) 16/7 (9/9)**
Adds including KSRR, WSHE, WNOR, WYFN, KGB. Heavy 0: Medium 14 including KTXQ, WQBK, KICJ.
- MOTELS "Shack" (Capitol) 16/3 (7/3)**
Adds: WCCC, WPDH, WAGY. Heavy 2: WAPL, WIZN. Medium 14 including WBCN, KQRS, KGB, WAAF.
- OMD "So In Love" (Virgin/A&M) 16/2 (16/3)**
Adds: WRON, WBLM. Heavy 4: KROQ, CFOX, WHMO, WCFZ. Medium 11 including WSHE, WLIR, WHBE, WQDF, WRDZ.
- JOHN WAITE "Welcome To Paradise" (EMI America) 16/1 (20/6)**
Adds: WBCN. Heavy 1: WIZN. Medium 12 including WNEW, WLZ, WAPL, WTUE, KGGG.
- Y&T "All American Boy" (A&M) 15/15 (0/0)**
Adds including WBAB, WLZ, KSH, WAAF, KLAQ, KSJO. Heavy 1: KOME. Medium 8 including KISS, KKDJ, KOLR.
- BILLY THE KID "When Hell Freezes Over" (MCA) 15/6 (9/8)**
Adds including WYFN, WYSP, WHTF, KRIX. Heavy 0: Medium 7 including KLAQ, WFVY, WKDF, KOMP.
- DREAM ACADEMY "This World" (WB) 15/3 (14/2)**
Adds including WBCN. Heavy 2: KBGO, KSPN. Medium 12 including WNOR, KINK, KZAP, WQBK, WLAV.
- CHEAP TRICK "Little Sister" (Epic) 15/2 (18/3)**
Adds: WKDF, WRUF. Powers 1: Heavy 2: WRIA, KRIX. Medium 10 including WXRK, WQFM, WPDH.
- SMASH PALACE "Living On The Borderline" (Epic) 15/2 (12/5)**
Adds: KLBJ, WTPA. Heavy 0: Medium 11 including WBCN, WMMR, KTXQ, 91X, WHFS, WLIR, WHIF.
- MR. MISTER "Kyrie" (RCA) 14/8 (6/3)**
Adds including KZEW, KATT. Heavy 2: 91X, CHEZ. Medium 9 including KZAP, KOME, KFMO, KILO.
- WIRE TRAIN "Skills Of Summer" (415/Columbia) 14/0 (14/0)**
Adds 0: Heavy 2: KTCL, KRQU. Medium 10 including WNEW, WXRK, WXRK, KROQ.

“HOLD ON”

YES



The first track from the forthcoming EP

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**From the soundtrack “9012LIVE-The Concert.”
Available on home video cassette.**



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AOR ALBUMS

These Weeks Last Weeks

159 REPORTS

OCTOBER 25, 1985

TOTAL Reports/Adds Power Heavy Medium

1	1	1	1	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)	"Small" (142) "R.O.C.K." (104) "Rain" (46)	151 =/1	53+	142+	9-
4	4	2	2	ROGER DALTREY /Under A Ragging Moon (Atlantic)	"After The Fire" (125) "Raging" (116)	149 =/1	26-	105-	42+
			DEBUT	3	RUSH /Power Windows (Mercury/PG)	"Money" (133) "Manhattan" (51) "Territories" (43)	135 /0	32	93
2	2	4	4	DIRE STRAITS /Brothers In Arms (WB)	"Walk" (113) "One" (71) "So Far" (26)	136 -/1	26-	94-	39+
3	3	3	5	MIAMI VICE /Soundtrack (MCA)	"You Belong" (132) "Theme" (47)	135 -/0	49-	115-	19+
			DEBUT	6	SIMPLE MINDS /Once Upon A Time (Virgin/A&M)	"Alive & Kicking" (150)	150 /3	29	97
6	6	7	7	STING /The Dream Of The Blue Turtles (A&M)	"Seventh Wave" (105) "Fortress" (32)	125 -/4	17+	80+	45-
8	7	7	8	MR. MISTER /Welcome To The Real World (RCA)	"Broken Wings" (122) "Kyrie" (14)	133 -/3	33-	103-	24+
10	9	9	9	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Soul To Soul (Epic)	"Little Sister" (120) "Change It" (25) "Say What!" (24)	138 =/2	9+	63+	70-
5	5	10	10	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)	"We Built" (90) "Sara" (29) "Tomorrow" (12)	116 -/0	24-	85-	26+
9	8	11	11	HEART /Heart (Capitol)	"Never" (112)	118 -/1	30-	93-	23-
13	11	10	12	THOMPSON TWINS /Here's To Future Days (Arista)	"Lay Your Hands" (117)	127 -/1	22+	85+	40-
			DEBUT	13	CARS /Greatest Hits (Elektra)	"Tonight She Comes" (143)	143+ /139	11+	69+
16	12	14	14	TALKING HEADS /Little Creatures (Sire/WB)	"Stay Up Late" (98) "And She Was" (27)	109 +/5	16+	47+	60-
—	—	15	15	INXS /Listen Like Thieves (Atlantic)	"This Time" (135)	139 +/12	5=	31+	96+
23	16	13	16	PHANTOM, ROCKER & SLICK /Phantom, Rocker & Slick (EMI America)	"Men Without Shame" (132)	134 +/1	7+	36+	92-
22	19	14	17	CRUZADOS /Cruzados (Arista)	"Motorcycle Girl" (128)	137 +/4	1=	29+	98-
27	20	16	18	TOMMY SHAW /What If (A&M)	"Remo's Theme" (115)	115 +/5	3+	36+	71-
7	10	11	19	LOVERBOY /Lovin' Every Minute Of It (Columbia)	"Dangerous" (52) "Lovin'" (50)	98 -/2	13-	39-	53+
37	26	20	20	JOE LYNN TURNER /Rescue You (Elektra)	"Endlessly" (112)	113 +/14	1=	20+	81+
26	23	17	21	KISS /Asylum (Mercury/PG)	"Tears Are Falling" (100)	100 -/7	4+	28-	65+
—	32	30	22	KATE BUSH /Hounds Of Love (EMI America)	"Running" (84)	84 +/18	7+	23+	50+
11	14	19	23	HOOTERS /Nervous Night (Columbia)	"And We Danced" (43)	54 -/1	5-	25-	29-
—	—	33	24	WANG CHUNG /To Live And Die In L.A. (Geffen)	"To Live And Die" (80)	81 +/13	1+	8+	62+
—	—	33	25	OUTFIELD /Play Deep (Columbia)	"Say It Isn't So" (56)	59 -/2	9+	22-	33-
18	18	18	25	PREFAB SPROUT /Two Wheels Good (Epic)	"When Love Breaks" (67)	72 -/1	1-	14-	46-
28	25	25	26	DREAM ACADEMY /Dream Academy (WB)	"Life" (51) "This World" (15)	62 +/15	2=	11+	45+
—	—	39	27	ALARM /Strength (IRS/MCA)	"Strength" (63)	67 /15	2	8-	46
—	—	32	29	AUTOGRAPH /That's The Stuff (RCA)	"Blondes" (54)	76 +/6	0=	3+	58+
14	21	23	30	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)	"Head Over Heels" (47)	52 -/1	7-	21-	27+
17	17	24	31	R.E.M. /Fables Of The Reconstruction (IRS/MCA)	"Driver 8" (47)	50 -/0	3+	20-	26-
			DEBUT	32	ALDO NOVA /Twitch (Portrait/CBS)	"Tonite" (69)	71 /15	0	4
—	—	40	33	DEL FUEGOS /Boston, Mass. (Slash/WB)	"Don't Run Wild" (59)	63 +/7	2+	9+	45+
30	29	26	34	SQUEEZE /Cosi Fan Tutti Frutti (A&M)	"Hits Of The Year" (46)	52 -/0	0-	15-	35-
—	37	36	35	PLATINUM BLONDE /Alien Shores (Epic)	"Crying Over You" (64)	67 +/4	1+	3=	50+
15	15	22	36	MARILLION /Misplaced Childhood (Capitol)	"Kayleigh" (41)	45 -/0	4+	18-	24-
—	35	34	37	MAD MAX BEYOND THUNDERDOME /Soundtrack (Capitol)	"One Of The Living" (46)	47 -/5	4+	16+	29-
39	33	31	38	MARSHALL CRENSHAW /Downtown (WB)	"Little Wild One" (52)	58 -/2	1=	10-	37=
31	30	29	39	MOTLEY CRUE /Theatre Of Pain (Elektra)	"Home Sweet Home" (53)	55 -/0	2=	7-	39-
			DEBUT	40	TRIUMPH /Stages (MCA)	"Mind Games" (33) "Empty Inside" (11)	50 +/12	0=	4-

"POWER WINDOWS"



Manufactured and Marketed by
PolyGram Records

BREAKERS

SIMPLE MINDS

Once Upon A Time (Virgin/A&M)

94% of our reporters on it. 150/3 with adds at: WIBA, KEZE. Debuts at #6 on the Albums chart.

CARS

Greatest Hits (Elektra)

90% of our reporters on it. 143/139 including adds at: WNEW, WXRK, DC101, KZEW, KL0L, WSHE, WLUP, WXRT, KSHE, KBPI, KMTR, KGB. Debuts at #13 on the Albums chart.

RUSH

Power Windows (Mercury/PolyGram)

85% of our reporters are on it. 135/0. Debuts at #3 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.

A Wonderful Song.
A Wonderful Album.

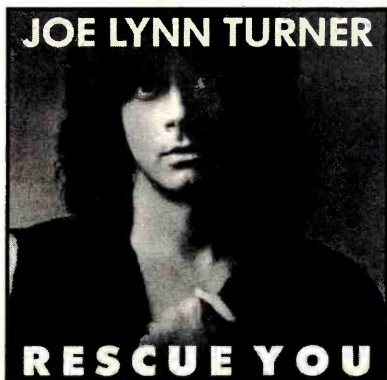


"Good Friends"
The First Track
From The New Joni Mitchell LP
Dog Eat Dog

Produced by Joni Mitchell, Larry Klein, Mike Shipley, Thomas Dolby
Management: Peter Asher Management, Inc.
Manufactured and Distributed by Warner Bros. Records
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JOE LYNN TURNER



"ENDLESSLY"

AOR

DOUBLE BREAKER!!

AOR ALBUM 20

AOR TRACK 22

"ENDLESSLY" video
now on 

Produced by Roy Thomas Baker for
RTB Audio Visual Productions, U.S.A.

Management: Larry Mazer and Mark Wexler



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AOR ALBUMS

MOST ADDED

CARS (139)
Greatest Hits (Elektra)
KATE BUSH (18)
Hounds Of Love (EMI America)
CHARLIE SEXTON (17)
Pictures For Pleasure (MCA)
ALDO NOVA (15)
Twitch (Portrait/CBS)
ALARM (15)
Strength (IRS/MCA)
DREAM ACADEMY (15)
Dream Academy (WB)

HOTTEST

JOHN COUGAR MELLENCAMP (53)
Scarecrow (Riva/PolyGram)
MIAMI VICE (49)
Soundtrack (MCA)
MR. MISTER (33)
Welcome To The Real World (RCA)
RUSH (32)
Power Windows (Mercury/PolyGram)
HEART (30)
Heart (Capitol)

NEW & ACTIVE

WHITE NIGHT "Soundtrack" (Atlantic) 40/7 (40/10)

Adds: KQRS, 91X, KATT, KTAL, KKKR, KGRQ, KTYD. Powers 4: Heavy 9: KINK, WIMZ, WRQK, WHMD, WZEW, KLYV, WCPZ, WZZQ, KZAM. Medium 21 including WBCN, WNEW, KTCZ, WQBK, WHEB, KLBJ, WRXL, KGGO, KFMG.

CHARLIE SEXTON "Pictures For Pleasure" (MCA) 38/17 (0/0)

Adds including WBCN, WXRK, WQFM, KOME, WCCC, WAAF, KISS, KFMC, KILO. Heavy 4: WNEW, KZEW, KEZE, KRQU. Medium 20 including KTXQ, KSRR, WHEB, WPDH, KNON, KLAQ, KRIX, KMOD.

BLACK 'N' BLUE "Without Love" (Geffen) 38/5 (35/8)

Adds: WRIF, WPDH, KMOD, KZEL, KRKE. Heavy 3: WQFM, KRIX, KILO. Medium 26 including WYNF, WLVO, WLLZ, KSHE, KGB, WHEB.

WATERBOYS "This Is The Sea" (Island) 32/8 (24/15)

Adds including Q107, WQFM, KAZY, WPDH, WTKX, WCXT, KZAM. Powers 1: Heavy 5: CFOX, WLIR, KTCL, KRQJ, KCGI. Medium 20 including CHOM, WXRT, KBCO, KROQ, 91X, WHFS, WOUR.

EDDIE & THE TIDE "Bo Out And Get It" (A&M) 27/5 (26/3)

Adds including WSHE, KTAL, WCXT, WZZQ. Powers 1: Heavy 3: WQFM, KQRS, WSKS. Medium 15 including KSRR, WLLZ, WRIF, KLOS, KZAP, KGB.

ABC "How To Be A Zillionaire" (Mercury/PolyGram) 25/3 (26/6)

Adds: KBCO, CHEZ, WIMZ. Powers 2: Heavy 8 including WSHE, WXRT. Medium 14 including WMMR, KROQ, WLIR, WAQY, K97.

JAMES TAYLOR "That's Why I'm Here" (Columbia) 23/10 (14/14)

Adds including WNEW, KSTM, WBLM, KKKR. Heavy 8 including KTCZ, KAZY, KBCO, KINK, WTUE. Medium 11 including WQBK, WPDH, WRDU, KGRQ.

HEAVEN "Knockin' On Heaven's Door" (Columbia) 23/3 (23/2)

Adds: KROQ, WTPA, KSPN. Heavy 2: KZEW, KRIX. Medium 15 including WNEW, WDVN, WQFM, KLOS, KGB, KISW.

WIRE TRAIN "Between Two Worlds" (415/Columbia) 23/1 (28/1)

Adds: WTPA. Heavy 4: KTCL, KRQJ, KCGI, KVRE. Medium 15 including WBCN, WNEW, WXRK, WXRT, WQFM, KROQ, KRQR, KOME.

OMD "Crush" (Virgin/A&M) 22/3 (21/4)

Adds: WRCN, WBLM, KSPN. Heavy 8 including WXRT, KROQ, CFOX. Medium 12 including WSHE, KBCO, WQBK, WHFS, WLIR, WHEB, KPOI.

COLOUR FIELD "Virgins And Philistines" (Chrysalis) 18/0 (20/3)

Adds 0: Powers 2: Heavy 4: KTCZ, WLIR, KSPN, KTCL. Medium 12 including WXRT, KBCO, KROQ, 91X, WDHA, WCCC, WTUE.

CURE "The Head On The Door" (Elektra) 17/1 (17/3)

Adds: WRQK. Powers 2: Heavy 7 including WXRT, KROQ, 91X, WLIR. Medium 7 including WXRK, KBCO, WHFS, CFNY, KSTM.

BILLY THE KID "Sworn To Fun" (MCA) 16/7 (9/8)

Adds: WYNF, WYSP, WHTF, KRIX, WRDU, KUFO, KTAL. Heavy 0: Medium 7 including KLAQ, WFYV, WKDF, KOMP.

SMASH PALACE "Smash Palace" (Epic) 16/2 (13/5)

Adds: KLBK, WTPA. Heavy 0: Medium 12 including WBCN, WMMR, KTXQ, KBCO, 91X, WHFS, WLIR, WHTF.

ROMANTICS "Rhythm Romance" (Nemperor/CBS) 15/2 (15/3)

Adds: WQBK, WLIR. Heavy 1: WHJY. Medium 13 including WMMR, WLLZ, WRIF, WQFM, 91X, WPDH, WFYV, KILO.

BILLY JOEL "Greatest Hits" (Columbia) 14/2 (16/5)

Adds: WPYX, WTUE. Powers 2: Heavy 9 including KINK, WZZO, WIMZ. Medium 5 including WPDH, WRDU.

BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 17/3 (6/2)

Adds including WBCN, WBAB, WXRT. Heavy 3: KROQ, WLIR, CFNY. Medium 6 including WIZN, KCGI.

EURYTHMICS "Be Yourself Tonight" (RCA) 12/3 (11/4)

Adds: WIMZ, WBLM, KLYV. Heavy 4: CFOX, K97, KSPN, KZAM. Medium 8 including WRDU, WWWV.

MADNESS "Mad Not Mad" (Geffen) 12/3 (10/1)

Adds: WHFS, CHEZ, KSPN. Heavy 1: KTCL. Medium 8 including WXRT, KTCZ, KBCO, WTUE, KSTM.

STEVE MORSE BAND "Stand Up" (Elektra) 12/1 (12/4)

Adds: CHEZ. Heavy 1: KTCL. Medium 9 including KAZY, KBCO, WTUE, KSTM.

JOHNNY WINTER "Serious Business" (Alligator) 11/1 (11/2)

Adds: WHFS. Heavy 1: KTCL. Medium 5 including WXRT, WPDH, KSTM, KTYD.

STEVEN WRIGHT "I Have A Pony" (WB) 10/7 (4/4)

Adds including KZEW, WQFM, KGB, WHFS, WDIZ. Heavy 1: KMOD. Medium 1: KISW.

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 format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. 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 format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

246 Reports

JOHN DOE
"Hi Song" (Anyabel)
LP: Hi Song

100/25 44%

Regional: 100
N 14
S 11
W 75

EXAMPLE

100/25 = 100 CHR reporting stations on it this week including 25 new adds.

44% = Percentage of this week's reports playing it.

Regional Reach = Percentage of reporters playing the song within each region.

National Summary
Up 81 = Number of stations moving it up on the charts

Debuts 20 = Number of stations debuting the song this week.

Same 4 = Number of stations reporting no movement this week.

Down 0 = Number of stations moving it down on the charts.

Adds 28 = Total number of stations adding it this week.

ABC
"Be Near Me" (Mercury/PolyGram)
LP: How To Be A Zillionaire

222/8 90%

Regional: 222
N 12
S 10
W 200

ARCADIA
"Election Day (Capitol)"
LP: So Red The Rose

183/48 78%

Regional: 183
N 33
S 10
W 140

PHIL COLLINS & MARILYN MARTIN
"Separate Lives... (Atlantic)"
LP: White Nights Soundtrack

239/1 97%

Regional: 239
N 10
S 10
W 219

ROGER DALTRY
"After The Fire (Atlantic)"
LP: Under A Raging Moon

75/7 30%

Regional: 75
N 7
S 7
W 61

SHENA EASTON
"Do For Love (EMI America)"
LP: Do You

112/55 46%

Regional: 112
N 5
S 12
W 95

BRYAN ADAMS
"One Night Love Affair (A&M)"
LP: Rockness

230/2 83%

Regional: 230
N 9
S 14
W 217

BALTIMORA
"Tarzan Boy (Manhattan)"

54/10 22%

Regional: 54
N 4
S 10
W 44

KATE BUSH
"Running Up That Hill... (EMI America)"
LP: Hounds Of Love

134/13 55%

Regional: 134
N 6
S 13
W 115

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

CARS
"Tonight She Comes (Elektra)"
LP: Cars Greatest Hits

114/114 46%

Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
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Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

WESLEY
"I Wanna Dance with Somebody (A&M)"
LP: Wesley

114/14 46%

Regional: 114
N 4
S 14
W 96

C. CLEMONS & BROWNE
"You're A Friend Of Mine (Columbia)"
LP: Hero

113/66 46%

Regional: 113
N 4
S 13
W 96

CHRISTOPHER CROSS
"Chain The Snake (WB)"
LP: Every Turn Of The Wheel

70/23 28%

Regional: 70
N 4
S 13
W 53

DIRE STRAITS
"Walk Of Life (WB)"
LP: Brothers In Arms

104/104 42%

Regional: 104
N 4
S 13
W 87

JOHN DOE
"Hi Song" (Anyabel)
LP: Hi Song

100/25 44%

Regional: 100
N 14
S 11
W 75

EXAMPLE

100/25 = 100 CHR reporting stations on it this week including 25 new adds.

44% = Percentage of this week's reports playing it.

Regional Reach = Percentage of reporters playing the song within each region.

National Summary
Up 81 = Number of stations moving it up on the charts

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ABC
"Be Near Me (Mercury/PolyGram)"
LP: How To Be A Zillionaire

222/8 90%

Regional: 222
N 12
S 10
W 200

ARCADIA
"Election Day (Capitol)"
LP: So Red The Rose

183/48 78%

Regional: 183
N 33
S 10
W 140

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"Separate Lives... (Atlantic)"
LP: White Nights Soundtrack

239/1 97%

Regional: 239
N 10
S 10
W 219

ROGER DALTRY
"After The Fire (Atlantic)"
LP: Under A Raging Moon

75/7 30%

Regional: 75
N 7
S 7
W 61

SHENA EASTON
"Do For Love (EMI America)"
LP: Do You

112/55 46%

Regional: 112
N 5
S 12
W 95

PARALLELS

K

KATRINA & THE WAVES

Due To Quiero (Capitol)
LP: Katrina & The Waves

Regional	67/4	27%	National
# 1	4		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

KLYMAXX

I Miss You (Constellation/MCA)
LP: Meeting in the Ladies Room

Regional	117/17	48%	National
# 1	40		DEWBTS 5
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

MR. MISTER

Broken Wings (RCA)
LP: Welcome To The Real World

Regional	240/9	98%	National
# 1	13		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

EDDIE MURPHY

Party All Night (Columbia)
LP: Party All Night

Regional	75/30	30%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

OMD

Continued

Regional	105/6	43%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

PRINCE

Amnesia (WB)
LP: Around the World in a Day

Regional	105/6	43%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

KISS

Tears Are Falling (Mercury/Pg)
LP: Asylum

Regional	92/19	37%	National
# 1	1		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

L

HUEY LEWIS & THE NEWS

Back In Time (MCA)
LP: Back To The Future Soundtrack

Regional	55/0	22%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

JOHN DOUGER MELLENCAMP

Small Town (Riva/PolyGram)
LP: Scenewor

Regional	135/134	55%	National
# 1	1		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

OLIVIA NEWTON-JOHN

Soul Kiss (MCA)
LP: Soul Kiss

Regional	175/8	71%	National
# 1	1		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

RAY PARKER JR.

Circle A Go Round (Arista)
LP: Sex And The Single Man

Regional	183/7	74%	National
# 1	1		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

RENE & ANGELA

I'll Be Good (Mercury/Pg)
LP: Street Called Desire

Regional	78/10	32%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

KOOL & THE GANG

Emergency (De-Lite/PolyGram)
LP: Emergency

Regional	102/46	41%	National
# 1	1		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

MARILLION

Playback (Capitol)
LP: Wasted Childhood

Regional	51/1	21%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

OMD

So In Love (Virgin/A&M)
LP: Couch

Regional	204/11	83%	National
# 1	1		DEWBTS 1
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

FOUNDER SISTERS

Freedom (RCA)
LP: Contact

Regional	60/48	24%	National
# 1	1		DEWBTS 0
# 2	1		DEWBTS 0
# 3	1		DEWBTS 0
# 4	1		DEWBTS 0
# 5	1		DEWBTS 0
# 6	1		DEWBTS 0
# 7	1		DEWBTS 0
# 8	1		DEWBTS 0
# 9	1		DEWBTS 0
# 10	1		DEWBTS 0
# 11	1		DEWBTS 0
# 12	1		DEWBTS 0
# 13	1		DEWBTS 0
# 14	1		DEWBTS 0
# 15	1		DEWBTS 0
# 16	1		DEWBTS 0
# 17	1		DEWBTS 0
# 18	1		DEWBTS 0
# 19	1		DEWBTS 0
# 20	1		DEWBTS 0

LIONEL RICHIE

Say You, Say Me (Motown)

Regional	76/78	31%	National
# 1	1		

Hit Records Are Created In The Studio

But without the dedication and intelligence of the promotion department, even hit records have difficulty achieving maximum potential.

AIR accelerates the performance of a hit record, especially in its early stages by insuring maximum impact with key radio programmers. Then, our statistical report detailing radio's perception allows you to adjust your strategy accordingly to achieve maximum performance in the shortest time frame.

Giving promotion departments more time to expose new product is critical in the fight for airplay. The key is getting radio familiar with each record. That's what AIR is all about.

AIR . . . the fastest, most reliable tool available to get radio to listen to music. Isn't that a sound way to start a project?

WEEK # 15

AIR Priorities

WEEK # 15

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, October 30, 1985.

TITLE	ARTIST	LABEL
LOST IN THE PARADE	MICHAEL McDONALD	WB
DO IT FOR LOVE	SHEENA EASTON	EMI AMERICA
HOME SWEET HOME	MOTLEY CRUE	ELEKTRA
SAY IT ISN'T SO	OUTFIELD	COLUMBIA

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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AIR

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CONTEMPORARY HIT RADIO

BREAKERS

ARCADIA

Election Day (Capitol)

78% of our reporters playing it. Moves: Up 34, Debuts 81, Same 30, Down 0, Adds 48 including KRBE, 92X, WZUU, KHTR, FM102, KITS, KNBQ. See Parallels, debuts at number 33 on the CHR chart.

ELTON JOHN

Wrap Her Up (Geffen)

72% of our reporters playing it. Moves: Up 12, Debuts 65, Same 57, Down 0, Adds 44 including B104, Z100, 195, WRSR, 92X, KS103, KITS. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

KATE BUSH "Running Up That Hill" (EMI America) 136/13

Moves: Up 55, Debuts 14, Same 54, Down 0, Adds 13 including WHYY, B94, CFTR, 92X, KKRZ, KWOD, WOUT, Y104, KNMO, 103CIR, WIKZ, WXLK, WKKX-FM 21-17, 940 18-15, KPLUS 30-24

JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 135/134

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 94 including K106, WCAU-FM, Z106, PRO-FM, Q107, 94Q, KEGL, WQUE-FM, B96, WLS-FM, WMSX, Z99, KHTR, KKRZ, KMUK.

HOWARD JONES "Like To Get To Know You Well" (Elektra) 122/4

Moves: Up 63, Debuts 10, Same 44, Down 1, Adds 4, CKGM, KITS, KMGX, KPQP, WCAU-FM 21-18, KAFM 26-20, KEGL 20-13, WGCL 32-28, Q100 35-31, WOKI 32-29, WLSR 39-36, WKZL 40-36, KSKD 37-30, WOMP-FM 34-31, KNOE-FM 30-26, KHTX 23-20.

KLYMAXX "I Miss You" (Constellation/MCA) 117/17

Moves: Up 53, Debuts 20, Same 24, Down 4, Adds 17 including WHYY, PRO-FM, KAFM, WITC-FM, WNOK-FM, WDOG, FM100, WNCI, KISS, KYIX, 95XX, KCMQ, B94 12-6, B97 4-3, KWOD 29-19. See Parallels, debuts at number 40 on the CHR chart.

CARS "Tonight She Comes" (Elektra) 114/114

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 114 including WKKX-FM, WKSE, WPHD, Z106, WAVA, KAFM, KRBE, B97, WLS, WMSX, KHTR, Y108, KKRZ, KMEI, KPLUS, KNBQ.

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 113/66

Moves: Up 5, Debuts 12, Same 30, Down 0, Adds 66 including WBNF-FM, WKSE, WPHD, PRO-FM, 94Q, WMSX, 92X, WHYY, KWK, Q103, Y108, KOPA, Z106 d-38, WRSR 37-34, KIKK 35-28.

SHEENA EASTON "Do It For Love" (EMI America) 112/55

Moves: Up 3, Debuts 17, Same 37, Down 0, Adds 55 including WKSE, WBLI, WCAU-FM, WAVA, KAFM, KRBE, 195, Z239, WZUU, KS103, KNBQ, KAMZ, B96 d-40, Q103 35-31, WITC-FM 33-30.

PRINCE "America" (WB) 105/6

Moves: Up 30, Debuts 24, Same 45, Down 0, Adds 6, WLAN-FM, WPST, 84TYX, WRVQ, KTLN, WRNO, K106 27-24, WPHD 38-28, B96 39-35, WGCL 33-30, WMSX 39-35, KUBE 33-27, WRKC 37-33, WFMI 40-36, WCGO 40-29.

DIRE STRAITS "Walk Of Life" (WB) 104/104

Moves: Up 20, Debuts 22, Same 47, Down 0, Adds 12, CKOI, KKRZ, KMEI, WKZR-FM, KX106, WLSR, WRVQ, WKZL, KNMO, KMGX, KNBQ, KXLS-FM, KPLUS 37-28, WGRD 31-26, KFMN 30-25.

KOOL & THE GANG "Emergency" (De-Lite/PolyGram) 102/46

Moves: Up 5, Debuts 21, Same 30, Down 0, Adds 46 including WKSE, B97, Q105, WGCL, 92X, WCZY, Q103, KZZP, KMUK, FM102, KUBE, KZZB, KMEI, 35-31, KFMN 39-33, Z102 40-36.

WANG CHUNG "To Live & Die In L.A." (Geffen) 101/12

Moves: Up 21, Debuts 12, Same 40, Down 0, Adds 19 including Z106, WQUE-FM, KWOD, WNOK-FM, WOUT, KOKO, KKRZ, KBOS, KOON-FM, WOMP-FM, KFMN, KXLS-FM, Z399 32-29, KMGX 26-21, KDON-FM 31-25.

KISS "Tears Are Falling" (Mercury/PolyGram) 92/19

Moves: Up 21, Debuts 12, Same 40, Down 0, Adds 19 including Z106, WQUE-FM, KWOD, WNOK-FM, WOUT, KOKO, KKRZ, KBOS, KOON-FM, WOMP-FM, KFMN, KXLS-FM, Z399 32-29, KMGX 26-21, KDON-FM 31-25.

SURVIVOR "Burning Heart" (Scotti Bros./CBS) 86/86

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 86 including WHYY, WNSY, B94, WAVA, 94Q, KEGL, Y100, B97, Q105, B96, WLS-FM, WHYY, KHTR, KZZP, KS103.

RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 78/10

Moves: Up 19, Debuts 11, Same 36, Down 2, Adds 10, 93FM, KOPA, KITS, WCKN, WLSR, WHYY-FM, WZYP, KNOE-FM, WCLF-FM, KCMQ, WCZY 18-11, KMEI 34-29, KBFM 36-28, KMGX 26-21, KDON-FM 31-25.

LIONEL RICHIE "Say You, Say Me" (Motown) 76/76

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 76 including B104, WKKX-FM, WNSY, WBLI, Z93, Y100, B97, WQUE-FM, WRSR, WLS-FM, WCZY, WKTI, KHTR, KOPA, KZZP, KPLUS.

EDDIE MURPHY "Party All The Time" (Columbia) 75/30

Moves: Up 27, Debuts 7, Same 10, Down 1, Adds 30 including B94, Z93, 195, Y100, WGCL, Z299, KMEI, KWSS, KPLUS, KNBQ, WSSX, WBNF-FM 33-11, 94Q 20-13, WZUU 5-4, KS103 13-9.

RONDO DALTRY "After The Fire" (Atlantic) 75/7

Moves: Up 28, Debuts 3, Same 19, Down 0, Adds 7, WGLT, WHYY, 092, KZZB, KFMW, WKKX-FM 33-29, WERZ 32-29, WOKI 23-20, WRQC 34-31, KZIO 39-35, KCPX 40-35, OK100 25-17, WHSL 21-15.

CHRISTOPHER CROSS "Charm The Snake" (WB) 70/23

Moves: Up 2, Debuts 12, Same 33, Down 0, Adds 23 including CKOI, 94Q, 92X, WZUU, Q103, WPST, WOKI, KTLX, WHOT, WFBG, 99KG, KBIM, WMSX d-40, WKTI d-26, KXKX 35-28.

KATRINA & THE WAVES "One Te Quiero" (Capitol) 67/4

Moves: Up 34, Debuts 5, Same 29, Down 0, Adds 4, CKGM, WKEE, Y106, KWES, Y100 on, WMSX on, KWOD on, WOKI d-40, KDON-FM d-38, KRQ d-25, WZON 39-34, 95XXX 32-24, WCGQ 36-32, KNOE-FM d-34, KGOT d-36.

TALKING HEADS "And She Was" (Sire/WB) 67/2

Moves: Up 34, Debuts 8, Same 22, Down 1, Adds 2, KUBE, WANS-FM, B94 13-11, KKRZ 32-25, Q100 37-28, KZZB 39-36, WLSR 40-33, Z104 29-23, KITS 24-18, 95XXX 10-5, WHSL 22-14, WCLF-FM 10-9, 95XX 19-14.

GINO VANELLI "Hurts To Be In Love" (CBS Associated) 65/17

Moves: Up 28, Debuts 3, Same 19, Down 0, Adds 17 including B104, WBNF-FM, WCAU-FM, WAVA, KPLUS, WBBO, WANS-FM, B105, KF95, KSKD, KOOR, WDBR, B94 19-16, KTKS 40-34, KNBQ 31-29, KZZB 24-18.

POINTER SISTERS "Freedom" (RCA) 60/48

Moves: Up 0, Debuts 3, Same 9, Down 0, Adds 48 including 94Q, Z93, KRBE, Y100, WMSX, KOPA, KPLUS, K104, KX106, KJ103, KKRZ, WAZR, KOZE, WKSE, d-37, KF95 d-38.

STARPOINT "Object Of My Desire" (Elektra) 58/18

Moves: Up 18, Debuts 6, Same 14, Down 0, Adds 18 including WBNF-FM, B94, Z932, KTKS, WRSR, Q105, WCZY, KISL-FM, KKRZ, KWSS, KPLUS, Y107, WKSE 10-5, Z100 10-9, WHYY 24-18.

MAURICE WHITE "Stand By Me" (Columbia) 56/0

Moves: Up 34, Debuts 2, Same 16, Down 4, Adds 0, WHYY 16-11, Q103 32-28, KOPA 28-24, WBBO 27-22, WSSX 27-16, WBOY 21-16, WDOG 26-18, 94Z 10-9, Z98 25-21, WKZL 34-26, WNCI 21-17, K093 32-28, 95XXX 37-34, WVB5 38-32, KTR5 38-36.

HUEY LEWIS & THE NEWS "Back In Time" (Chrysalis) 55/0

Moves: Up 32, Debuts 0, Same 13, Down 0, Adds 0, Y100 24-22, Q102 24-20, WKTI 11-6, KKRZ 8-7, WZOU 29-22, WITC, FM 21-18, WGGZ 23-15, WBCY 3-1, KZ93 11-8, KAY107 21-15, KPQP 15-12, KWES 20-17, WXLK 28-21, KFRX 23-17, KGGG 29-26.

MOST ADDED

JOHN COUGAR MELLENCAMP (134)

Small Town (Riva/PolyGram)
CARS (114)
Tonight She Comes (Elektra)
DIRE STRAITS (104)
Walk Of Life (WB)
SURVIVOR (86)
Burning Heart (Scotti Bros./CBS)
LIONEL RICHIE (76)
Say You, Say Me (Motown)

HOTTEST

JAN HAMMER (152)
Miami Vice Theme (MCA)
STARSHIP (138)
We Built This City (Grunt/RCA)
STEVIE WONDER (123)
Part-Time Lover (Tamla/Motown)
TEARS FOR FEARS (115)
Head Over Heels (Mercury/PolyGram)
GLENN FREY (109)
You Belong To The City (MCA)

BALTIMORA "Tarzan Boy" (Manhattan) 54/10

Moves: Up 2, Debuts 9, Same 33, Down 0, Adds 10, WMSX, Z299, KWK, KZZP, KPLUS, WOKI, KIKX, KCAQ, WJAD, WDBR, WKSE 40-34, CHUM d-28, KKRZ d-32, KMEI 29-22, Z104 d-32.

MARILLION "Kayeleigh" (Capitol) 51/1

Moves: Up 19, Debuts 1, Same 29, Down 1, Adds 1, Q101, WMSX 25-18, KPLUS 28-18, Q100 22-16, K104 38-30, WKRZ-FM 36-32, WFMI 37-34, KTLX 32-29, KSKD 38-34, 95XII 35-32, KFMI 27-23, WHSL 34-26, WAZY-FM 34-30, KGOT 31-28, OK95 32-29.

SIGNIFICANT ACTION

ARTISTS UNITED AGAINST APARTHEID "Sun City" (Manhattan) 48/45

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 45 including K106, WKKX-FM, WCAU-FM, PRO-FM, CHUM, WHYY, KWK, KMEI, KHFI, KZZB, WOKI, KBFM, WRQN, KLUC, KDON-FM.

TA MARA & THE SEEN "Everybody Dance" (A&M) 44/18

Moves: Up 6, Debuts 7, Same 13, Down 0, Adds 18 including 94Q, WHYY, KMJK, KPLUS, WKZR-FM, WBBO, WROC, KFBM, B105, WHOT, KQMG, WOMP-FM, Y100 38-30, Y105 35-29, KMGX 37-26.

QUARTERFLASH "Talk To Me" (Geffen) 40/5

Moves: Up 9, Debuts 4, Same 22, Down 0, Adds 5, WKEE, WSPK, WHOT, KOXR, WGLF, KKRZ 34-33, KNBQ 37-34, WANS-FM d-40, KITS 28-22, KSKD 30-27, KSKD 26-23, KCPX 26-21, Q104 32-26, WHSL 35-27, KQVY 39-38.

LAURA BRANIGAN "Hold Me" (Atlantic) 40/1

Moves: Up 0, Debuts 2, Same 37, Down 0, Adds 1, Q103, WKKX-FM on, PRO-FM on, WQUE-FM on, WGCL on, WERZ on, KAMZ on, WANS-FM on, KTLX d-36, KIKK on, WKFR on, KYSY on, KSKD on, WXLK d-39.

MOTELS "Shock" (Capitol) 37/2

Moves: Up 1, Debuts 2, Same 2, Down 0, Adds 2, WHOT, WGAN, WKKX-FM on, WPHD on, WCAU-FM on, WMSX on, WHYY on, KKRZ on-dp, WERZ d-40, WANS-FM on, WOKI on, KTLX 39-38, WROC on, KMGX on, OK95 d-39.

JOHN WAITE "Welcome To Paradise" (EMI America) 35/7

Moves: Up 1, Debuts 0, Same 27, Down 0, Adds 7, 195, 95Q, KMGX, WFBG, WKSE, WVB5, KXLS-FM, WKSE on, WPHD on, WMSX on, KWK on, WOKI on, WFM on, WGRD 35-30, KSKD on.

JACK WAGNER "Too Young" (Quest/WB) 32/10

Moves: Up 8, Debuts 8, Same 8, Down 0, Adds 10, WCAU-FM, Z106, PRO-FM, WCZY, WZOU, WBBO, WDOG, WANS-FM, Y106, Z100 29-25, Q105 d-27, B105 27-20, KIKX 11-9, KCAQ 26-23.

MIAMI SOUND MACHINE "Conga" (Epic) 28/8

Moves: Up 8, Debuts 6, Same 6, Down 0, Adds 8, WKEE, KPLUS, KZFM, WFLM, WHOT, KSKD, WYKS, KWES, WPLI 11-9, Q105 29-22, KHS-FM 24-26, FM102 29-25, KAMZ 29-15, KEZB 29-21, Y106 14-6.

MOTLEY CRUE "Home Sweet Home" (Elektra) 28/6

Moves: Up 4, Debuts 5, Same 13, Down 0, Adds 6, WFM, KRNO, KFMN, WHSL, KKRZ, KHTX, KEGL d-20, B97 22-20, KPLUS 33-23, Q100 d-37, KX104 36-29, WRNO 40-37, WJZR d-30, WJZR d-40, OK95 d-38.

MORRIS DAY "The Oak Tree" (WB) 28/3

Moves: Up 12, Debuts 5, Same 7, Down 1, Adds 3, 93FM, WROC, Z104, WKSE 25-19, WCZY 22-17, FM102 16-13, KITS 18-11, KMEI 16-11, WNOK-FM 24-26, FM102 29-25, KAMZ 29-15, KEZB 29-21, Y106 14-6.

GO WEST "Eye To Eye" (Chrysalis) 25/0

Moves: Up 12, Debuts 0, Same 13, Down 0, Adds 0, WPHD on, KAFM on, Q100 38-32, WTLO on, WSSX 35-32, WNOK-FM 33-32, WRQN 28-27, KFYI 37-33, WRNO 40-35, 95XXX 34-26, WOMP-FM 40-37, Q101 35-31, WPFM 34-33, WVB5 25-20, KZ02 30-29.

JANE WIEDLIN "Blue Kiss" (IRS/MCA) 20/0

Moves: Up 7, Debuts 2, Same 10, Down 1, Adds 0, CKGM on, CKOI on, CFAA on, CHUM on, WLS d-40, WLS-FM d-40, KISL-FM 29-22, WRKC 40-39, WNOK-FM on, KTLX 31-27, K093 26-24, OK95 on, KDON-FM 36-35, KCPX 35-29, WVB5 31-25.

INXS "This Time" (Atlantic) 18/5

Moves: Up 1, Debuts 2, Same 10, Down 0, Adds 5, CHUM, 195, WTLO, KTLX, WHOT, KMEI d-33, WFM on, KOKR d-33, KFMN 37-32, Q101 on, WPFM on, WBSL on, KXLS-FM on, KISL-FM on, OK95 on.

FIVE STAR "All Fall Down" (RCA) 17/0

Moves: Up 12, Debuts 0, Same 5, Down 0, Adds 0, WKKX-FM on, CKOI 30-29, WCZY 16-15, WHYY 14-9, KISL-FM 22-18, FM102 11-8, KITS 25-24, KAMZ 24-22, B105 33-32, WRQN 30-28, KMGX 14-13, KDON-FM 34-30, KWES 32-29, KWNZ on.

NEW EDITION "Count Me Out" (MCA) 16/11

Moves: Up 1, Debuts 1, Same 3, Down 0, Adds 11, 195, Y100, 93Q, KAMZ, WANS-FM, WRQN, WGAN, WJAD, KISR, Q101, KNOE-FM, FM102 d-26, KMEI 31-28, WFM on, KTLX on.

JAMES TAYLOR "Everyday" (Columbia) 14/12

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 12, WPST, WTLO, WNCI, KAY107, KIMN, KRQ, 95XXX, KISR, KNOE-FM, WHSL, KBOZ-FM, KKAZ, WLS on, KNBQ on-dp.

PREFAB SPROUT "When Love Breaks Down" (Epic) 13/0

Moves: Up 0, Debuts 1, Same 12, Down 0, Adds 0, WKKX-FM d-40, WERZ on-dp, WRCK on, WTLO on, WANS-FM on, WOKI on, WHOT on, KQMG on, KCAQ on, WDBR on-dp.

OUTFIELD "Say It Isn't So" (Columbia) 11/2

Moves: Up 3, Debuts 0, Same 6, Down 0, Adds 2, WHYY, WANS-FM, K104 34-26, WERZ on, WHOT on-dp, KIKX on-dp, OK100 40-30, 95XII 38-37.

3-SPEED "Once Bitten" (Curb/MCA) 10/5

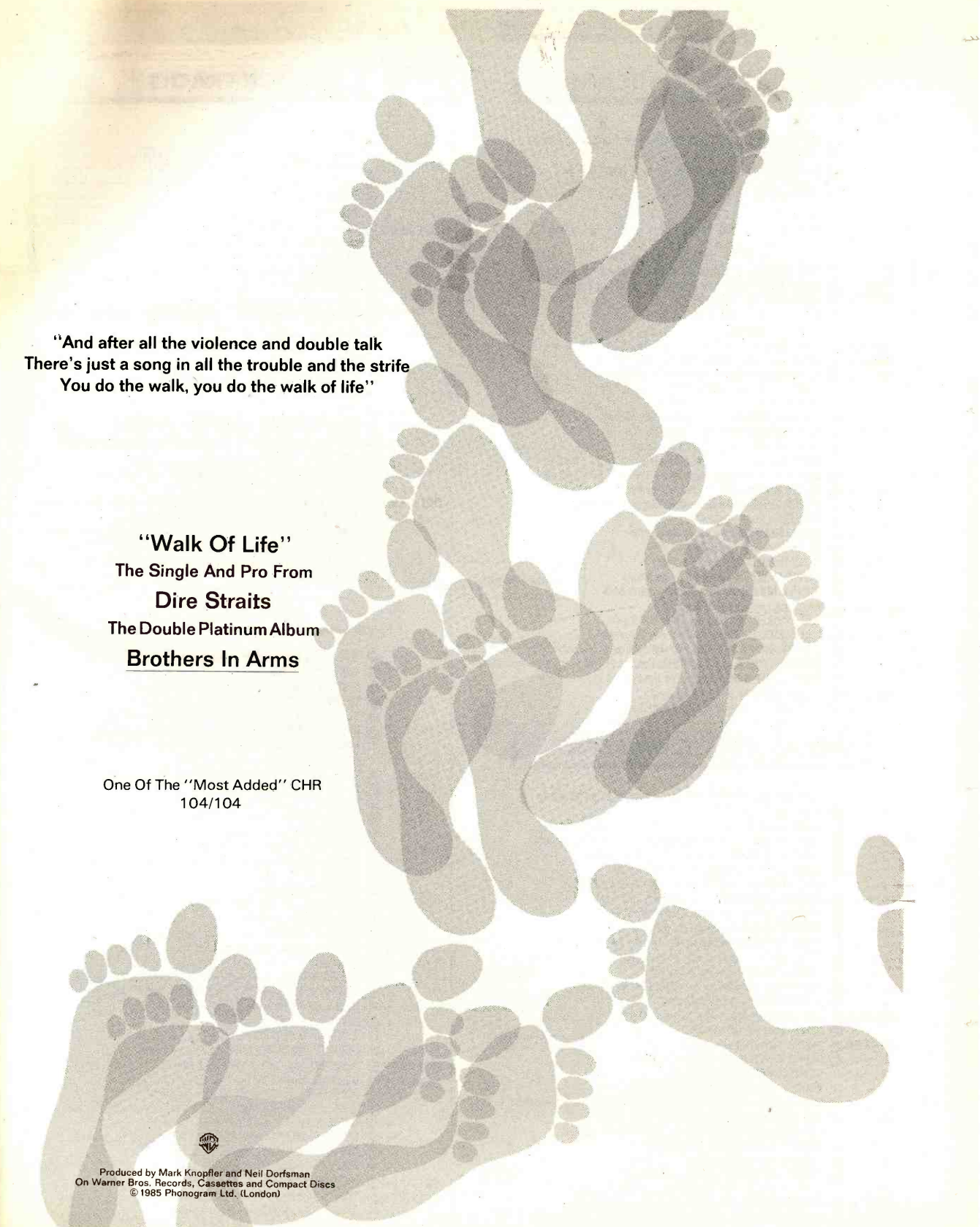
Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 5, WRSR, WRKC, OK100, 95XII, WHSL, KTLX on, KDON-FM on, Q101 on, 99KG on, KHTX on-dp.

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 (label) designation indicate the total number of stations that added it for the first time this week. Moves indicate the type of activity this week; Up, down or no change in the chart; Same, for sideways or continued uncharted activity; Down for downward chart activity, and for upward chart movement. Same for sideways or continued uncharted activity. Complete activity can be found in the Parallels Adds for the number is a sampling of individual station activity. Complete activity can be found in the CHR National Airplay/40. 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 Ones: four plays in a 24-hour period, three of them before midnight. One-off Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 88

Adds & Hits Begin on Page 86

P-1 Playlisters Begin on Page 83



**"And after all the violence and double talk
There's just a song in all the trouble and the strife
You do the walk, you do the walk of life"**

**"Walk Of Life"
The Single And Pro From
Dire Straits
The Double Platinum Album
Brothers In Arms**

One Of The "Most Added" CHR
104/104



Produced by Mark Knopfler and Neil Dorfsman
On Warner Bros. Records, Cassettes and Compact Discs
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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
6	2	2	1 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
10	4	3	2 JAN HAMMER/Miami Vice Theme (MCA)
11	8	5	3 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
1	1	1	4 A-HA/Take On Me (WB)
18	16	10	5 STARSHIP/We Built This City (GrunT/RCA)
19	17	9	6 GLENN FREY/You Belong To The City (MCA)
5	3	4	7 WHITNEY HOUSTON/Saving All My Love For You (Arista)
8	7	6	8 STING/Fortress Around Your Heart (A&M)
17	15	11	9 BRYAN ADAMS/One Night Love Affair (A&M)
36	26	16	10 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
24	20	16	11 THOMPSON TWINS/Lay Your Hands On Me (Arista)
20	18	15	12 ABC/Be Near Me (Mercury/PG)
38	29	23	13 MR. MISTER/Broken Wings (RCA)
29	22	19	14 HEART/Never (Capitol)
15	13	15	15 PAUL YOUNG/I'm Gonna Tear Your Playhouse Down (Columbia)
14	12	12	16 LOVERBOY/Lovin' Every Minute Of It (Columbia)
34	25	20	17 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
3	5	7	18 READY FOR THE WORLD/Oh Sheila (MCA)
16	14	14	19 DON HENLEY/Sunset Grill (Geffen)
32	27	24	20 FREDDIE JACKSON/You Are My Lady (Capitol)
26	23	21	21 HOOTERS/And We Danced (Columbia)
39	32	28	22 TINA TURNER/One Of The Living (Capitol)
4	6	8	23 JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/PG)
35	31	27	24 DAVID FOSTER/Love Theme From "St Elmo's Fire" (Atlantic)
33	28	25	25 COREY HART/Boy In The Box (EMI America)
9	9	17	26 BRUCE SPRINGSTEEN/I'm Goin' Down (Columbia)
40	34	30	27 OMD/So In Love (Virgin/A&M)
2	10	22	28 DIRE STRAITS/Money For Nothing (WB)
—	—	35	29 ZZ TOP/Sleeping Bag (WB)
—	—	38	30 SCRITTI POLITTI/Perfect Way (WB)
—	—	40	31 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
—	—	38	32 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
BREAKER 33 ARCADIA/Election Day (Capitol)			
—	—	37	34 RAY PARKER JR./Girls Are More Fun (Arista)
—	—	39	35 BILLY JOEL/The Night Is Still Young (Columbia)
—	—	40	36 EURHYTHMICS & ARETHA FRANKLIN/Sisters Are Doin' It For... (RCA)
7	11	26	37 DAVID BOWIE & MICK JAGGER/Dancing In The Street (EMI America)
13	21	31	38 KOOL & THE GANG/Cherish (De-Lite/PG)
BREAKER 39 ELTON JOHN/Wrap Her Up (Geffen)			
DEBUT 40 KLYMAXX/I Miss You (Constellation/MCA)			

N&A Begins on Page 94

ADULT CONTEMPORARY

1	1	1	1 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
3	2	2	2 A-HA/Take On Me (WB)
9	4	3	3 DAVID FOSTER/Love Theme From "St Elmo's Fire" (Atlantic)
16	9	5	4 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
14	8	6	5 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
21	15	8	6 GLENN FREY/You Belong To The City (MCA)
8	5	4	7 GINO VANNELLI/Hurts To Be In Love (CBS Associated)
20	14	9	8 FREDDIE JACKSON/You Are My Lady (Capitol)
25	18	12	9 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
15	13	10	10 MAURICE WHITE/Stand By Me (Columbia)
2	3	7	11 WHITNEY HOUSTON/Saving All My Love For You (Arista)
—	—	12	12 BILLY JOEL/The Night Is Still Young (Columbia)
—	—	20	13 KENNY ROGERS/Morning Desire (RCA)
29	25	21	14 THOMPSON TWINS/Lay Your Hands On Me (Arista)
22	19	17	15 DON HENLEY/Sunset Grill (Geffen)
BREAKER 16 JAN HAMMER/Miami Vice Theme (MCA)			
—	—	23	17 ABC/Be Near Me (Mercury/PG)
BREAKER 18 JAMES TAYLOR/Everyday (Columbia)			
—	—	29	19 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
4	6	11	20 COMMODORES/Janet (Motown)
7	12	15	21 KOOL & THE GANG/Cherish (De-Lite/PG)
11	13	22	22 DARYL HALL & JOHN OATES/The Way You Do The Things You Do (RCA)
BREAKER 23 MR. MISTER/Broken Wings (RCA)			
5	10	18	24 MICHAEL FRANKS/Your Secret's Safe With Me (WB)
6	7	16	25 GODLEY & CREME/Cry (Polydor/PG)
28	27	26	26 STING/Fortress Around Your Heart (A&M)
—	—	29	27 KENNY LOGGINS/I'll Be There (Columbia)
13	20	25	28 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
DEBUT 29 BEACH BOYS/She Believes In Love Again (Caribou/CBS)			
DEBUT 30 BILLY OCEAN/Long & Winding Road (Arista)			

Full-Service Chart: see Page 71

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
—	4	1	1 ZZ TOP/Sleeping Bag (WB)
13	9	6	2 JOHN C. MELLENCAMP/Small Town (Riva/PG)
1	1	2	3 GLENN FREY/You Belong To The City (MCA)
—	—	15	4 SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
18	2	7	5 RUSH/The Big Money (Mercury/PG)
4	3	4	6 MR. MISTER/Broken Wings (RCA)
BREAKER 7 CARS/Tonight She Comes (Elektra)			
3	2	3	8 ROGER DALTRY/After The Fire (Atlantic)
5	5	5	9 HEART/Never (Capitol)
12	11	11	10 THOMPSON TWINS/Lay Your Hands On Me (Arista)
37	32	17	11 DIRE STRAITS/Walk Of Life (WB)
16	12	12	12 STEVIE RAY VAUGHAN & DOUBLE.../Look At Little Sister (Epic)
25	16	13	13 PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)
41	31	19	14 INXS/This Time (Atlantic)
22	15	15	15 ROGER DALTRY/Under A Raging Moon (Atlantic)
24	23	18	16 STING/Love Of It The Seventh Wave (A&M)
2	6	9	17 STARSHIP/We Built This City (GrunT/RCA)
11	10	10	18 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
26	25	16	19 CRUZADOS/Motorcycle Girl (Arista)
29	24	20	20 TOMMY SHAW/Remo's Theme (What If) (A&M)
30	29	21	21 TALKING HEADS/Stay Up Late (Sire/WB)
46	33	25	22 JOE LYNN TURNER/Endlessly (Elektra)
28	30	22	23 KISS/Tears Are Falling (Mercury/PG)
6	8	14	24 DIRE STRAITS/One World (WB)
BREAKER 25 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)			
54	45	37	26 KATE BUSH/Running Up That Hill (EMI America)
—	—	44	27 WANG CHUNG/To Live And Die In L.A. (Geffen)
7	14	23	28 LOVERBOY/Lovin' Every Minute Of It (Columbia)
17	18	24	29 OUTFIELD/Say It Isn't So (Columbia)
DEBUT 30 AEROSMITH/Let The Music Do The Talking (Geffen)			

Complete Tracks Chart Begins on Page 74

BLACK/URBAN

1	1	1	1 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
8	3	2	2 MORRIS DAY/The Oak Tree (WB)
11	7	3	3 ARETHA FRANKLIN/Who's Zoomin' Who (Arista)
16	11	6	4 TA MARA & THE SEEN/Everybody Dance (A&M)
13	10	5	5 EL DeBARGE with DeBARGE/You Wear It Well (Gordy/Motown)
24	16	9	6 ISLEY JASPER ISLEY/Caravan Of Love (CBS Associated)
4	2	4	7 MAURICE WHITE/Stand By Me (Columbia)
6	5	8	8 CAMEO/Single Life (Atlanta Artists/PG)
7	6	7	9 RENE & ANGELA/I'll Be Good (Mercury/PG)
25	22	19	10 DIANA ROSS/Eaten Alive (RCA)
33	20	15	11 LUTHER VANDROSS/Wait For Love (Epic)
29	21	18	12 EDDIE MURPHY/Party All The Time (Columbia)
17	15	13	13 DOUG E. FRESH/The Show (Reality/Fantasy)
23	19	16	14 CHAKA KHAN/(Krush Groove) Can't Stop The Street (WB)
—	—	35	15 EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)
—	—	31	16 SHEILA E/A Love Bizarre (WB)
—	—	29	17 JAN HAMMER/Miami Vice Theme (MCA)
—	—	34	18 TRAMAINÉ/Fall Down (Spirit Of Love) (A&M)
—	—	30	19 RAY PARKER JR./Girls Are More Fun (Arista)
2	4	10	20 FREDDIE JACKSON/You Are My Lady (Capitol)
15	14	14	21 CHARLIE SINGLETON/Make Your Move On Me Baby (Arista)
—	—	37	22 SYSTEM/This Is For You (Mirage/Atco)
—	—	31	23 MELBA MOORE/Can't Believe It (It's Over) (Capitol)
—	—	39	24 TEDDY PENDERGRASS/Never Felt Like Dancin' (Asylum)
38	28	25	25 RJ'S LATEST ARRIVAL/Baby I'm Sorry (Atlantic)
—	—	36	26 JETS/Curiosity (MCA)
22	17	27	27 DURELL COLEMAN/Somebody Took My Love (Island)
27	24	28	28 DENNIS EDWARDS/Coolin' Out (Gordy/Motown)
BREAKER 29 PRINCESS/Say I'm Your #1 (Next Plateau)			
BREAKER 30 WHITNEY HOUSTON/Thinking About You (Arista)			
9	9	12	31 JENNIFER HOLLIDAY/Hard Times For Lovers (Geffen)
—	—	39	32 VIKKI LOVE with NUANCE/Stop Playing On Me (4th & Broadway/Island)
—	—	37	33 CHERRELLE/You Look Good To Me (Tabu/CBS)
3	8	11	34 BOBBY WOMACK/I Wish He Didn't Trust Me So Much (MCA)
—	—	40	35 BERNARD WRIGHT/Who Do You Love (Manhattan)
26	26	26	36 MAZE featuring FRANKIE BEVERLY/Who To Feel I'm Wanted (Capitol)
BREAKER 37 PATTI AUSTIN/Honey For The Bees (Qwest/WB)			
BREAKER 38 TINA TURNER/One Of The Living (Capitol)			
12	12	21	39 ATLANTIC STARR/Silver Shadow (A&M)
37	33	32	40 STAPLE SINGERS/Are You Ready (Private U/CBS)

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