

I N S I D E:

FCC TO DROP ALL SIMULCAST LIMITS?

The FCC proposes to eliminate all curbs on AM-FM format duplication, while a Jim Quello speech sparks renewed interest in the spectrum fee controversy. Page 12

PLUGGING RECORD LEAKS

Steve Feinstein examines advance airplay on AOR stations, a programming tactic that carries ramifications for all formats. Page 39

BLACK TALENT CROSSES OVER

Walt Love finds crossover isn't strictly limited to music when he talks to black personalities working at general market stations. Page 45

IN THE NEWS THIS WEEK

- Roshon Vance PD at WOWI and Willis Urban Group PD; Doh Allen Group PD/ Inspirational Stations
 - Cliff Blake programs KFKF
 - Rock's Hall of Fame announces plans
 - Mike Novak PD at KWLTV
 - Simon T President of Eric Chandler Communications
 - Tom Freston Sr. VP at MTV, VH-1
 - WMMA/Oriando debuts A/C format
- Page 3

LBS: THE NEW KID IN TOWN

LBS Radio breaks into radio with a bang, announcing seven program debuts in the first quarter of '86. VP/GM Steven Saslow discusses his firm's "shotgun" approach. Page 20

ROLE OUT A CRACK SALES TEAM

Despite eye-rolling and nervous laughter, roleplaying can be a profitable sales training tool. Guest columnist Louise Helfetz explains the advantages. Page 24

COUNTRY PROMOTION ROUNDTABLE

Adam White's final chapter in his five-part promotion series focuses on country executives' two chief concerns: exposing new acts and the "chart game." Page 36

HEARING IS BELIEVING

According to veteran production manager Don Elliot, successful competitive production relies on an important first step — listening. Page 31

NEXT WEEK IN R&R

Harvey Mednick provides a detailed look at direct mail, interviewing key suppliers and outlining the do's and don'ts.



Claus Tapped As KJQY VP/GM

Group W Radio VP/Controller Chris Claus has transferred to KJQY/San Diego as VP/GM. He replaces Bob Bolinger, who remains with the station in a sales capacity and may later take the VP/GM post at the group's newly-acquired KMEO-AM & FM/Phoenix.

Group W officially took over the Phoenix Easy Listening combo from Scripps-Howard Tuesday (11-26). Mike Burnett, Editor of the Phoenix Station, was named Scripps' Phoenix Sales Manager.



Christopher Claus joined Group W in 1975 as Business Manager of then-owned WOWO/Ft. Wayne. He became Controller of Group W Productions, a TV syndication division, in 1978. He moved to the same post at Group W Radio in 1982, and was elevated to VP earlier this year.

VP/FM Stations Bert Wahlen remarked, "Since 1975, when he first joined Group W at the station level, Chris Claus has done an outstanding job in a variety of assignments. His recent

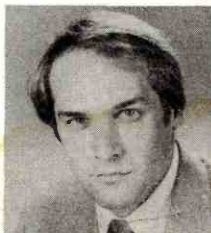
CLAUS/See Page 7

SOULE, SIMON, COX APPOINTED

NBC Radio Restructures Management Team

DEC 2 1985

TOWSON, MARYLAND 21286



Steve Soule

NBC Radio has effected a management restructuring plan, announcing two appointments at the network level, one at the station level. Stephen Soule, VP/GM of the NBC Radio Network and Talknet, has been named VP/Sales at the



Craig Simon

NBC Radio Networks, and was succeeded by Craig Simon, the Networks' Director/Operations & Engineering. At the same time, VP/Sales Kevin Cox was appointed to the newly-created position of VP/Marketing & Sales Development. Soule and



Kevin Cox

Simon will report directly to NBC Radio President Randy Bongarten, while Cox reports to NBC Radio Exec. VP Robert Mounty.

Bongarten continued, "The restructuring of NBC Radio management presents us with a unique opportunity to take advantage of the varied and numerous assets of the executives involved. Each has brought his individual style and talents to bear on the success of NBC Radio."

NBC/See Page 8

SCHUBERT NOW PRESIDENT/CEO

Boyle Retires From Eastman Radio

After 27 years with Eastman Radio, Chairman Frank Boyle has announced his decision to retire from the rep firm at the end of this month. Among other projects, Boyle plans to pursue his interest in the radio station brokerage field.

As part of the announcement, President/COO Jerry Schubert was elevated to President/CEO, remaining in New York; Vice Chairman Bill Burton, Exec VP/Sales Carl Butram, and Exec. VP/Administration David Recher maintain their present responsibilities.

Boyle said, "There is a right time for each of us to let the well-qualified, younger management team take over. That time for me is now, because our team is ready, willing, and certainly able to handle the future challenges. I had planned on doing this when I turned 60 recently; it's a pattern founder Bob Eastman set when he became 60 and turned the reins over to me 12 years ago. What with all

the ongoing changes in the radio rep business I was tempted to stay on, and I did stay to help complete the sale of our remaining O&Os, WIBX & WNYZ/Utica-Rome, NY. I love this business and the people in it, and I leave here with a lump in my throat and a knot in my

BOYLE/See Page 6

Davidson Leaves Gannett

Gannett Broadcast Division President Jeff Davidson has unexpectedly resigned in order to pursue an as-yet-unannounced business opportunity in Atlanta. The move coincides with Gannett's decision to shift its Broadcast Division headquarters from Atlanta to Washington after its purchase of the Evening News Association is completed.

DAVIDSON/See Page 8

Eytcheson KFBK & KAER GM

Rick Eytcheson has been named GM at McClatchy Newspapers' News/Talk-Country combo KFBK & KAER/Sacramento, effective December 2. Eytcheson was most recently VP/GM at KOSO/Modesto, where he also directed operations for the five-station broadcast division of parent Space Center Stations.

The position had been handled since 1982 by McClatchy Director/Broadcasting Paul Aaron, who will now be free to spend more time overseeing the entire group, which also includes KMLJ & KNAX/Fresno. Aaron, who doesn't foresee any major programming changes

EYTCHESON/See Page 7

Satter New Manhattan VP/Promotion



Jack Satter

EMI America Records National Director/Pop Promotion Jack Satter has been named VP/Promotion for Manhattan Records, effective immediately. Satter, who will relocate from Los Angeles to New York, will oversee all of Manhattan's national promotion efforts, including the allocation and direction of all independent promotion. He takes over duties previously handled by Gordon Anderson, who resigned last week (R&R 11-22).

Commented Manhattan President Bruce Lundvall, "Jack has established himself as one of the best national promotion executives in the business. He brings energy and creativity to this division, and his previous role in directing the EMI America field promotion staff gives us direct and vital communication on our records in every market."

Manhattan Sr. VP Stephen Reed, to whom Satter will report, added, "Jack is a totally professional record man whose appointment, combined with the help of the outstanding EMI America field staff, will only ac-

SATTER/See Page 6

In broadcasting, as your competition increases daily, the simple truth about perceptual marketing research companies simply becomes more and more true:

- ✓ **The biggest is not necessarily the best.**
- ✓ **The best-known are definitely not the best.**
- ✓ **It seems like everybody says they can do research.**
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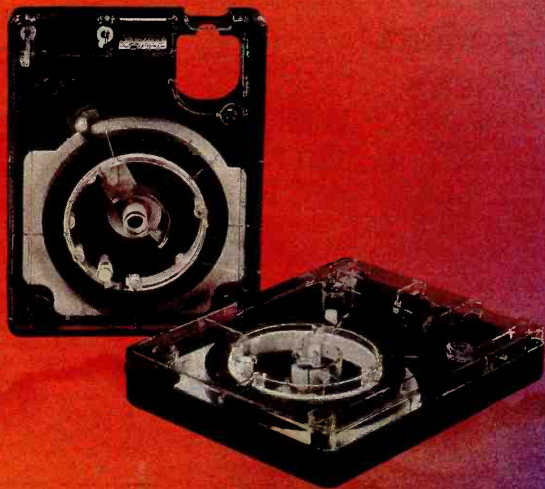
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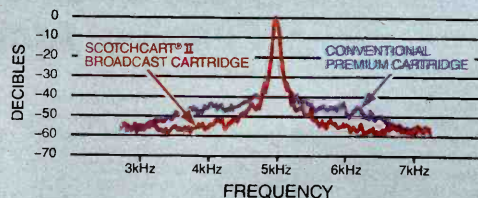
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No broadcast cartridge in the world combines long life and performance like the new ScotchCart® II cartridge. Tape and cartridge design complement each other like never before in the ScotchCart® II broadcast cartridge. Its revolutionary design eliminates pressure pads, utilizes a non-rotating hub, and now ... a new tape! With 5 times the average life of its nearest premium grade cartridge competitor and superior audio performance, the ScotchCart® II broadcast cartridge is your best value ever.

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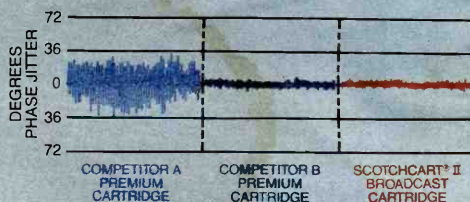
To be successful in today's competitive environment, professional broadcasters need the best. The ScotchCart® II broadcast cartridge clearly outperforms its premium grade competitors.

HIGH FREQUENCY MODULATION NOISE



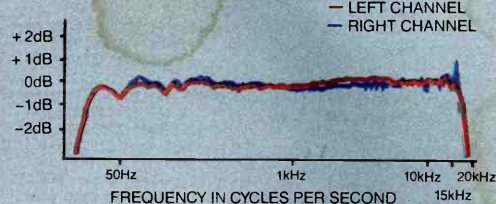
The Revolutionary ScotchCart® II broadcast cartridge design eliminates the excessive audio sideband noise which results from the rubbing effects of pressure pads and the mechanical irregularities of rotating hubs found in conventional cartridge designs.

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Some competitive cartridges sound muddy on the air because of excessive phase jitter. ScotchCart® II broadcast cartridges sound crisp and clean.

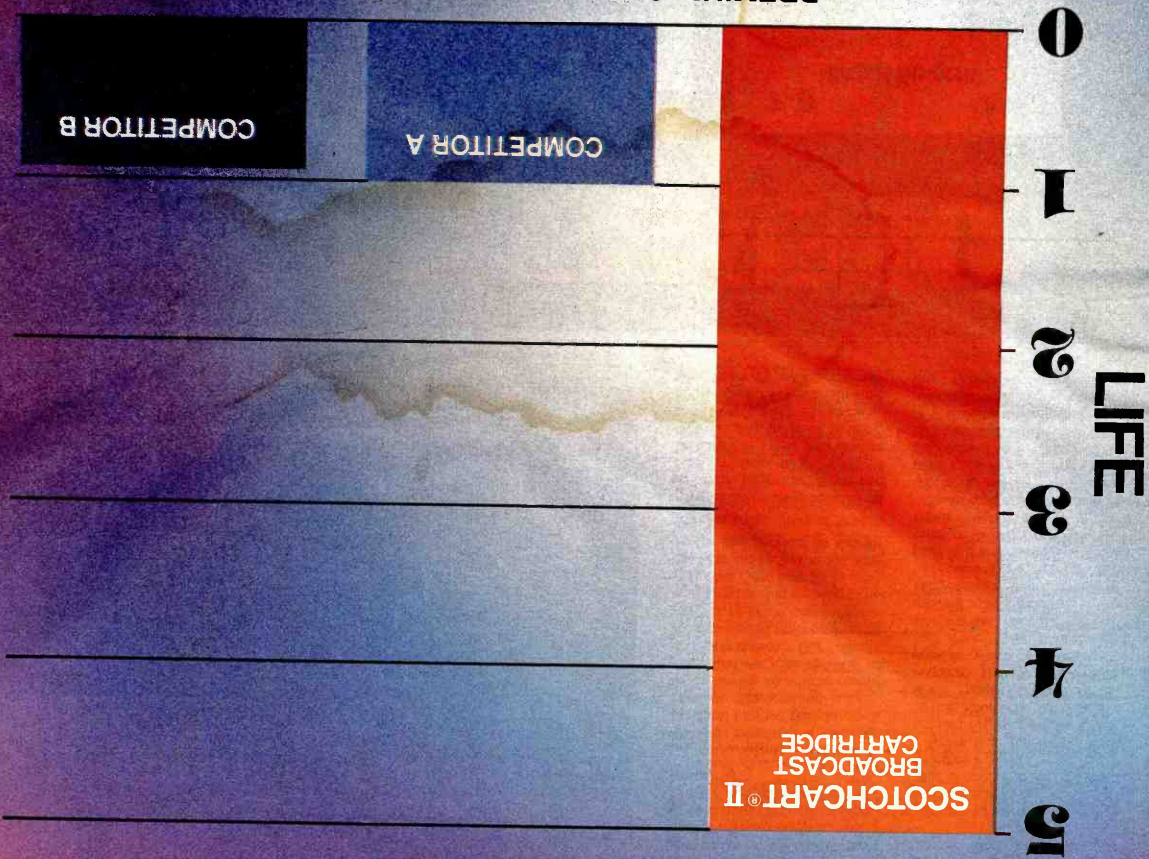
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The new tape was conceived as an integral part of a complete cartridge system. When used with high quality equipment, such as an ITC "99B" cartridge machine, the ScotchCart® II broadcast cartridge is capable of frequency response equalling professional reel-to-reel performance.

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Columbia Distributes Def Jam



Columbia recently agreed to distribute urban music label Def Jam, with the first two singles, by the Beastie Boys and L.L. Cool J, just released. Pictured (l-r) are Columbia's John Fagot, Def Jam's George Drakoulis, CBS Records Division President Al Teller, Def Jam co-founders Rick Rubin and Russell Simmons, Columbia VP Vernon Slaughter, Columbia's Steve Ralbovsky, and Columbia VP Mickey Eichner.

Waves Rule The Park



Katrina & The Waves played at Hollywood Park racetrack recently, opening for Wham!, and were greeted by Capitol executives. Pictured (l-r) are label's Tom Whalley and VP Ray Tusken, group's Kimberly Rew, Capitol VP Walter Lee, label's Stephen Powers, group's Vince De La Cruz, Capitol President Don Zimmermann, VP Joe Mansfield, group's Katrina Leskanich and Alex Cooper, and label's Susan Epstein.

Boyle

Continued from Page 1

gut. But I look forward to dealing with the same people in my new line of work that I did while with Eastman.

"This changing of the guard will permit Jerry to announce his clear-cut corporate game plan for the long haul with his new management team. I have total confidence in their ability to take this company to even greater heights, success, and prosperity."

Commented Schubert, "We've inherited a winning tradition and we plan to see it continue. The company is solid, we're having an alltime record year, and we plan to build on this foundation. Our clients have indicated their continuing support of our strong independent posture, and we plan to invest even more heavily in serving their individual needs with people and services in the future."

When asked about his interest in station brokering, Boyle told R&R, "I want to get involved because I feel next year owners will come up to speed in being able to operate 24 stations. Simply put, 1986 will be the first year that we'll see a plethora of

radio groups sold like six-packs of beer in a supermarket." Boyle, who plans to open an office in Stamford, CT, can be reached either through Eastman in New York or at (203) 661-8839.

Satter

Continued from Page 1

celebrate the momentum Manhattan has built during our first year of operation. He is a most welcome addition."

Satter held his most recent position for the past six years, having joined the label in 1978 when Capitol Industries/EMI acquired United Artists Records, for which he'd been working since 1970. "Manhattan Records has made some significant inroads since its inception one year ago," said Satter. "I'm very excited to be playing a key part in the continuing development of the label and its artist roster."

Satter's appointment follows the reorganization of the company's pop and R&B promotion structure (R&R, 11-22). The changes included the switching of Manhattan's regional pop promotion from the Capitol field force to EMI America.

SUPER WEEKENDS

SPECIAL NEWS!

1985

COUNTRY
SIX
PACK

5 Christmas
Christmas Around the Country

6 New Year's Eve
Emmylou Harris' Golden Decade

HOT
ROCKS

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

7-8
Sheena Easton

14-15
Klymaxx

21-22
Thompson Twins

28-29
Top 40 Hits of '85

Rick
DEES
WEEKLY TOP 40

7-8
Frank Sinatra

14-15
Teresa Brewer

21-22
Special Christmas Show

28-29
Guy Lombardo

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New York

DICK CLARK'S
Rock Roll Remember

7-8 Diana Ross

14-15 George Harrison

21-22 Rock 'n' Roll Christmas

28-29 Linda Ronstadt

THE WEEKLY COUNTRY MUSIC
1985 Year-End Countdown

7-8 Merle Haggard

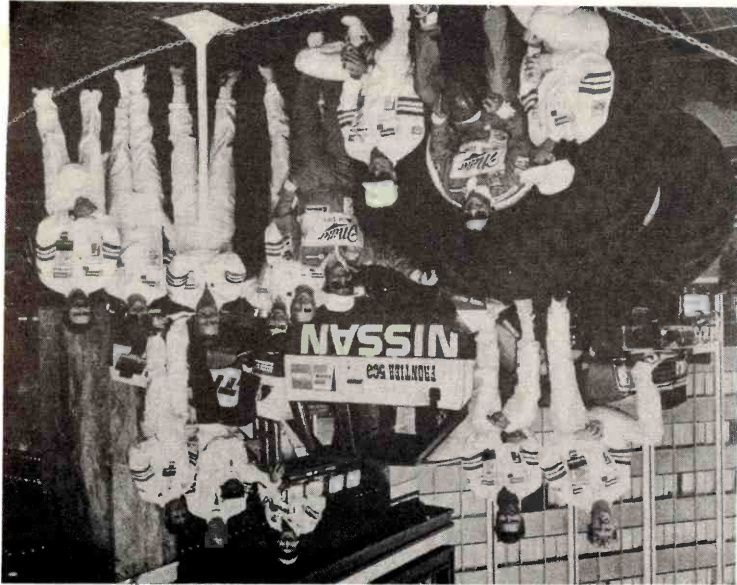
14-15 T. G. Sheppard

21-22 Reba McEntire

28-29 1985 Year-End Countdown

DECEMBER 1985

The Fitzgerald Hartley Rock 'n' Racing Team continued its tradition of off-road racing for charity by participating in the annual Frontier 500 in Las Vegas. Funds pledged go the City of Hope. Pictured (l-r bottom) are Toto's Steve Lukather, racer Jim Conner, Chicago's Jim Parkow, racer Mario Alesi, Larry Fitzgerald, Nissan ad execs Dave Webber and John Upton, Mark Hatley, and actor Robert Hays.

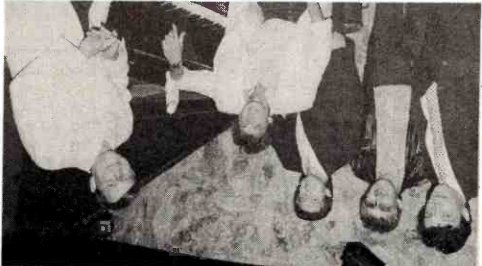


Fitzgerald Hartley Team Races Money

new opportunity for us." Phoenix market is a significant group. Our entry into the continued growth of our radio Harris "are delighted at the Group W Radio President Dick Wahlén added that he and growth at KJQY." radio business Chns will now help us achieve even further his thorough knowledge of the ready enjoy at both KRBR & build upon the success we at "With Rick's appointment, we leadership of our stations' at either station, told R&R.

Continued from Page 1
Eytcheson

RCA executives stopped by Barry Manilow's recording sessions for his first LP for the label. Pictured getting acquainted are (l-r) Sletto Management President Gary Kiel, RCA VP USA & Canada Tom Ford, Steve Wax Enterprises President Steve Wax, and RCA Exec. VP Jose Mendendez.



RCA Greets Manilow

NEWS IN BRIEF



Rosie Oakley



Benny Medina



Sue Barnes



Phillip Johnson

- **ROSIE OAKLEY** has been named General Broadcast Executive for **AP Broadcast Services**. Previously covering Georgia and Alabama, Oakley will now direct AP's broadcast membership and sales activity in the Eastern U.S.
- **FRANK PAGANO** is the new Sales Manager at **Josephson's WZKC/Rochester**. Pagano joins from a similar post at **WLLR & WMRZ/Quad Cities**.
- **JUDY GARDEL** is now Local Sales Manager at **WKOX/Framingham, MA** after four years as an Account Executive at **WHDH/Boston**.

- **BENNY MEDINA** becomes National Director/Black A&R for **Warner Bros. Records**, based in Burbank. A songwriter and producer, Medina previously was on the A&R staff of **Motown Records**.
- **PHILIP JOHNSON** becomes Sr. VP/Director of Sales & Marketing for **WCIB/Cape Cod, MA**, moving up from VP/Sr. Account Executive.
- **RON PRICE** is named Director/Corporate Communications for the **Capitol Broadcasting Company**. Price, who came to Capitol in 1981, was most recently News Director at **WRAL-TV/Raleigh**.

- **SUE BARNES**, Manager of **Republic Radio's** Los Angeles office, joins **Masia Radio** in L.A. as VP/Western Division. She brings L.A. radio sales experience from **KRTH, KNX-FM, and CBS Radio Spot Sales**.
- **STEVE HALBROOK** has been promoted from Program Director to Operations Manager at **WDBO & WWKA/Oriando**.
- **ROSEMARY LARSON BENNETT** is appointed Local Sales Manager at **WMAL/Washington**. A former Station Manager at **KUAD/Ft. Collins, CO**, Bennett has been a **WMAL AE** since February.

Davidson

Continued from Page 1

As part of the changes, **WXIA-TV/Atlanta** President/**GM Cecil Walker** will continue in his capacity while assuming the post of Acting President of the **Television & Production Group**. At the same time, **Gannett Radio Division President Joe Dorton**, who previously reported to Davidson, now re-

ports directly to **Gannett President John Curley**. Davidson, who served at the helm of the **Broadcast Division** for three years, was unavailable for comment at presstime.

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NBC

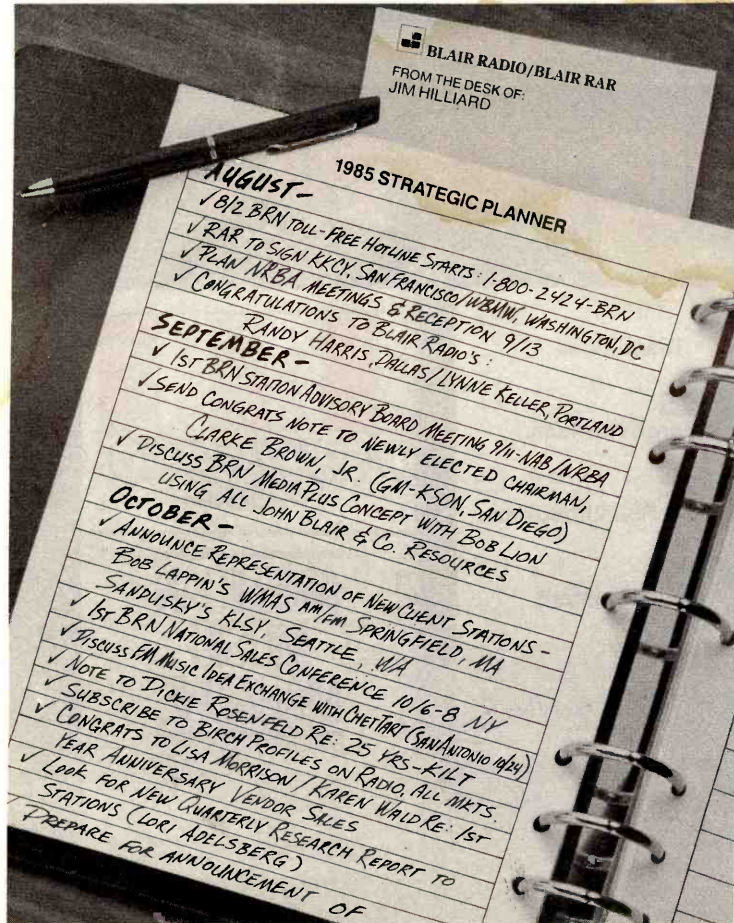
Continued from Page 1

Regarding the appointments, **Bongarten** continued, "Stephen Soule brings a formidable background in sales, programming, and the affiliate side of the business, which will be invaluable in his new position. **Craig Simon** has been involved in practically every area of radio, from producing and directing to programming, operations, and affiliate relations. **Kevin Cox** will help us to explore new sales opportunities for advertisers eager to reach specific ageals."

Soule assumed his most recent post last year, having joined the **Network** in 1983 as VP/Affiliate Relations. He previously served in various positions at **Group W Radio** for eight years, and worked as an AE at **KGMC, KHOW, and KOA** in Denver.

Simon's background includes a term with **NBC** as Regional Manager in the **Affiliate Relations Department**; he was also Executive Producer of **NBC Radio Sports**. Simon came to the network in 1978 from **NBC O&O WYNY/New York**, and previously worked as a news producer at **WTAJ-TV/Philadelphia**.

Cox held a variety of positions at the **Networks** before becoming VP/Sales in 1982. He joined **NBC** in 1975 from **RKO Radio Representatives**, and earlier served with **Metro Radio Sales** in Chicago and Philadelphia. Cox has also been an AE at **WIP/Philadelphia**.



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North Hill Buys WNFI For \$8.5 Million

WNFI/DAYTONA BEACH

PRICE: \$8.5 million
 BUYER: North Hill Broadcasting Limited Partners, comprised of consultant David Klemm, William Fleming, and Daniel Friedman.
 SELLER: Ronette Communications Corp., headed by President Ron Samuels and partner Carl Como Tuter.
 DIAL POSITION: 99.9 MHz
 POWER: 100 kw at 1249 feet
 FORMAT: CHR
 BROKER: Mahlman Company

KXJX/PELLA, IA

PRICE: \$1,555,000
 BUYER: George Beasley (50%), Allen Shaw (40%), and Bruce Simel (10%). Beasley owns, and others are officers of, Beasley Broadcast Group, a Goldsboro, NC-based group of 15 stations.
 SELLER: Tulip City Broadcasting, a subsidiary of Linder Radio Group, a Wilmar, MN-based group of six stations principally owned by father and son Don and John Linder.
 DIAL POSITION: 103.3 MHz
 POWER: 100 kw at 750 feet

WYEN/DES PLAINES, IL

PRICE: \$8 million
 BUYER: Flint Metro Mass Media, Inc., owned by Vernon Merritt, Jr., who also owns WFDF & WDZZ/Flint, MI.
 SELLER: Walt-West Enterprises, owned by President Edward Walters, who also owns WAUK/Waukesha, WI.
 DIAL POSITION: 106.7 MHz
 POWER: 50 kw at 340 feet
 FORMAT: A/C

KVAN/VANCOUVER, WA; and KGRF & KXIQ/BEND, OR

PRICE: \$1,289,964 for 60.32% control
 BUYER: Gentry Development Corp., principally owned by William Williamson and Bruce Engel. Williamson is an applicant for new FMs in La-Grande, OR and Hilo, HI.
 SELLER: Capps Broadcasting Group, which will retain 39.68% control, owned by Gary Capps, who will continue to run the media division for Gentry.
 DIAL POSITION: 1550 kHz; 940 kHz & 94.1 MHz
 POWER: 10 kw; 10 kw and 50 kw at 590 feet
 FORMAT: Country; A/C

KTON & KTON/BELTON, TX

PRICE: \$2,630,000
 BUYER: Joe Abernathy, who also owns KERV & KRVL/Kerrville, TX
 SELLER: Center City Communications, owned by Ken Williams.
 DIAL POSITION: 940 kHz; 106.3 MHz
 POWER: 1 kw daytimer; 3 kw at 490 feet
 FORMAT: Classic Rock; A/C
 BROKER: Riley Representatives

KEIN & KLFM/ GREAT FALLS, MT

PRICE: \$1,250,000
 BUYER: M&M Holding Co., which is principally owned by Matt Mills, Exec. VP/Radio at Adams Communications, a Wayzata, MN-based group of six radio stations.
 SELLER: Shirley Seman, receiver for Sundance Communications, who has no other broadcast interests.
 DIAL POSITION: 1310 kHz; 92.9 MHz
 POWER: 5 kw days, 1 kw nights; 100 kw at 450 feet
 FORMAT: Country-A/C; Country

WPBR/PALM BEACH, FL

PRICE: \$1,550,000
 BUYER: Gary and Julie Portmess, who also own WNTR/Washington.
 SELLER: WPBR, Inc., owned by Everett R. and Valerie Aspenwald, who have no other broadcast interests.
 DIAL POSITION: 1340 kHz
 POWER: 1 kw days/250 watts nights
 FORMAT: News/Talk
 BROKER: Chapman Associates

WHCC & WQNS/ WAYNESVILLE, NC

PRICE: \$900,000
 BUYER: Ellek Seymour, owner of a Richmond, VA-based 15-station group, who is in the process of purchasing WRJY/Richmond, VA.
 SELLER: Waynesville Broadcasting, owned by Allen Askins.
 DIAL POSITION: 1400 kHz; 104.9 MHz
 POWER: 1 kw days, 250 watts nights; 100 kw at 1,840 feet
 FORMAT: A/C; Country
 BROKER: Media Marketing Associates Inc.

WMPA & WHAY/ ABERDEEN, MS

PRICE: \$400,000 for 90% of stock.
 BUYER: Tenn-Tom Broadcasting, owned by station GM J.D. Buffington, who already owns the other 10%.
 SELLER: Radio Monroe, Inc., principally owned by J.W. Furr, who also operates WFOR & WHER/Hattiesburg, MS and WMBC & WJWF/Columbus, MS.
 DIAL POSITION: 1240 kHz; 105.5 MHz
 POWER: 1 kw days/250 watts nights; 3 kw at 300 feet
 FORMAT: A/C; Country

WRAM/MONMOUTH, IL

PRICE: \$325,000
 BUYER: KCB Enterprises.
 SELLER: Coleman Broadcasting, owned by Roger Coleman and his wife Marilyn.
 DIAL POSITION: 1330 kHz
 POWER: 1 kw days
 FORMAT: Country
 BROKER: Ralph E. Meador

KSOK/ARKANSAS CITY, KS & KWKS/WINFIELD, KS

PRICE: \$749,000
 BUYER: Van Dyke Broadcasting, headed by John Van Dyke.
 SELLER: R.J. Communications and Hawks Communications, headed by Richard Wartell.
 DIAL POSITION: 1280 kHz; 94.3 MHz
 POWER: 1 kw days/100 watts nights; 1900 watts at 350 feet
 FORMAT: A/C; Easy Listening
 BROKER: Blackburn & Company

WRJY/RICHMOND, VA

PRICE: \$400,000
 BUYER: Ellek Seymour, who owns a Richmond, VA-based station group (see WHCC-WQNS/Waynesville, NC transaction).
 SELLER: WEET Radio Broadcasting, owned by E.J. Bell.
 DIAL POSITION: 1320 kHz
 POWER: 5 kw days
 FORMAT: Beautiful Music
 BROKER: Media Marketing Associates

WQLS/PAINESVILLE, OH

PRICE: \$750,000
 BUYER: Dale Broadcasting, owned by Donald Smith, who also operates WTIG/Massillon, OH. He is selling WBKC/Chardon, OH.
 SELLER: WPVL Associates, -principally owned by Anthony Ocepak, who also has an interest in WQAL/Cleveland.
 DIAL POSITION: 1460 kHz
 POWER: 1 kw days/500 watts nights
 FORMAT: A/C

WBKC/CHARDON, OH

PRICE: \$350,000
 BUYER: Kendee Broadcasting Co., which is owned by Deanna Baker — the daughter of the seller — and her husband Kenneth.
 SELLER: Dale Broadcasting, headed by Donald Smith, who also owns WTIG/Massillon, OH. Smith is in the process of buying WQLS/Painesville, OH (see separate transaction).
 DIAL POSITION: 1560 kHz
 POWER: 1 kw daytimer
 FORMAT: Country

K-W BROADCASTING, INC.

has acquired

KJEZ-FM

Poplar Bluff, Missouri

from

KELLY COMMUNICATIONS, INC.

for

\$1,150,000

Our associate Bill Lytle initiated the transactions and assisted in the negotiations.

William H. Lytle
 Mark Twain Bank Bldg. Suite 440
 10401 Holmes Road
 Kansas City, MO 64131
 (816) 941-3733



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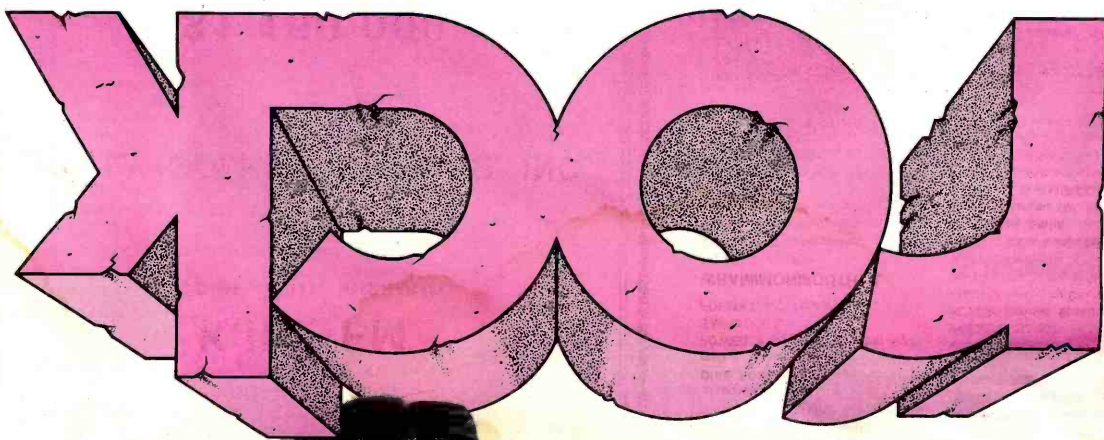
abc rock radio network

ORLANDO



RAD MESSICK

RADIO NETWORK
"AND WE'RE ON IT"



"THERE'S ONLY ONE"

BOOST FOR AMs

FCC Proposes Wiping Out All Limits On AM-FM Simulcasting

In its first major step aimed at breathing new life into the AM band, the FCC last week proposed dropping all curbs on AM-FM format duplication. For communities of over 25,000 population, those rules now limit an FM to simulcasting no more than 25% of the programming of a commonly-owned AM.

"The FM radio service is now a fully competitive and viable component of the radio industry," said the Commission. "It is no longer necessary to foster separate programming of FM stations through program duplication limits." According to RADAR, AM stations now account for 29% of all radio listening. There are 4805 AM stations on the air, compared to only 3846 commercial FMs.

FMs No Longer Need Protection

The simulcast rule was adopted in 1964, when it was feared that

stand-alone FMs couldn't survive against competition from FMs that could duplicate large amounts of programming from sister AM stations. Other goals of the rule were to encourage consumers to buy FM sets, and reduce the "inherent inefficiency" of duplicated programming.

At first the rule applied only to markets of over 100,000 population and allowed simulcasting half the time. In 1977 the limit on duplicated programming was lowered to 25%. And in 1979 markets between 25,000 and 100,000 population were brought under the 25% rule.

More Nighttime Combo Broadcasting

The Commission said last week "that to permit program duplication might result in expanded radio service, especially in the nighttime period, when it may not be economically advantageous to program the two stations separately."

Even though it has turned a deaf ear on industry complaints of economic harm in Docket 80-90 and other proceedings, the Commission said it hopes to give AMs an economic shot in the arm: "We

believe that for many AM-FM combinations it is now the case that the viability of the AM station depends on its association with a stronger FM facility.

"A reduction of AM operating expenses at this particular time could mean the difference between success or failure for marginal AM stations, and whether such stations continue to provide service to the population of their local communities."

Comments on the proposal (Docket 85-357) are due January 2; reply comments on January 17.



CONGRESSMEN TAKE BACKSTAGE — Reps. John Dingell (D-MI) (l) and Norm Dicks (D-WA) joined other members of Congress at an NAB reception last week to review anti-drug abuse TV and radio public service announcements taped by their wives. In addition to Debbie Dingell and Suzie Dicks, 26 congressional wives have so far taped PSAs for distribution in their husbands' districts.

TRADEOFF FOR REGULATORY FREEDOM

Quello Revives Spectrum Controversy

After lying dormant for over a year, the controversial issue of spectrum fees sprang to life last week in a speech by FCC Commissioner Jim Quello. He told the Hofstra University Television Conference in Hempstead, NY that spectrum fees should be linked to removal of "all First Amendment and regulatory constraints on broadcasters."

Quello's comments came as Congress was finishing up action on legislation creating modest new fees on broadcasters based on the "cost of regulation," rather than a rental fee for use of the spectrum. Those fees cleared the Senate last week, just as they earlier passed the House as part of a major budget bill.

Although Quello appeared to propose additional new spectrum fees, an aide said he actually favors granting the sweeping deregulation he spoke of in return only for the cost of regulation fees now clearing Congress.

Permanent License Grants

Stations "should be assessed an appropriate annual spectrum fee and then assigned licenses without expiration dates," Quello told his audience. "With adoption of a free marketplace concept similar to newspapers, license renewal would no longer be required. The enormous savings in time and money could be used for more constructive purposes in programming and news."

Here are some of the benefits Quello sees flowing from a scheme of spectrum fees, perpetual licenses, and full First Amendment freedom for broadcasters:

- "Freer, more robust, more



Jim Quello

venturesome" broadcast journalism

- A better informed electorate
- More broadcast coverage of consumer fraud and other illegal or unethical practices
- More top-level management emphasis on news and public affairs
- More broadcast editorials
- A shrinking FCC, with reduced bureaucracy and government costs.

Quello noted that he had made nearly identical comments before Congress in 1978, and acknowledged his views aren't likely to be popular among broadcasters. Indeed, NAB immediately reiterated its opposition to spectrum fees and scheduled a meeting with Quello late this week to reinforce its views.

NEWS BRIEFS

Four Stations Hit With \$19,000 In Fines

Over \$19,000 in FCC fines have been issued to four radio stations in recent weeks, including two educational FMs accused of airing paid promotional announcements on behalf of for-profit businesses. Those violations cost WVRM/Hazlet, NJ and WGMC/Greece, NY \$5000 and \$2500, respectively.

In other action, the Mass Media Bureau slapped KRTZ/Cortez, CO with a \$6000 forfeiture for running spots promoting a local bingo hall. KXVQ/Pawhuska, OK was fined \$5600 for a series of technical violations.

Deadline Nears For Special Lifetime FCC Licenses

December 31 is the deadline to apply to the FCC for a special General Radio telephone Operator license. These are being issued to anyone who holds a First Class, Second Class or General Radiotelephone license issued or renewed between January 1, 1979 and June 14, 1984.

The special licenses are in diploma form, and will bear a broadcast endorsement allowing the holder to operate a broadcast station.

Anyone who doesn't apply before December 31 will also be issued a lifetime license when his current ticket expires. However, these will be wallet-size and have no broadcast endorsement. That means the holder will also have to obtain a Restricted Permit (RP) to operate a station.

To apply, mail a request before December 31 to the FCC office that issued the original license. The current license need not be enclosed, although a photocopy of any endorsements should be included.

White House Attacks Broadcast Editorial Rules

The White House Office of Management and Budget (OMB) wants the FCC to ditch its rules requiring stations that endorse or oppose candidates editorially to notify opponents and give them a chance to respond.

In its role as enforcer of the Paperwork Reduction Act, OMB vetoed the

FCC's continued use of the forms stations use to report their candidate endorsement activities to the Commission. OMB refused to allow use of the forms after next April and asked the Commission to consider getting rid of the editorializing rules entirely.

In response, the FCC noted that a rulemaking has been pending since 1983 that would abolish both the political editorial and personal attack rules. Final action in the proceeding is expected before OMB's April deadline.

KTTL Hearing Delayed Until Spring

The license renewal hearing for KTTL/Dodge City, KS, first scheduled for this month, has been pushed back to next March or April. The station faces a competing applicant, as well as character questions and an alleged failure to keep a proper issues/programs list.

Even the FCC declined to specify an issue involving hate broadcasts against minorities; the presiding law judge is considering a request to add an incitement-to-riot issue. That was requested by the Anti-Defamation League of B'Nai B'rith, which has been made a party to the case.

The judge denied a similar request to let the National Black Media Coalition intervene in the case.

Other Key Developments:

- Network affiliation contracts on file at the FCC for radio stations will be destroyed November 29. The Commission no longer requires stations to file the contracts, and says it sees no reason to keep back copies on file.

- WRAL/Raleigh has lost its bid to have the FCC require grandfathered short-spaced FMs to notify affected stations when applying for facilities changes.

- For The Record: The contact person for NRBA's "broadcaster-to-broadcaster" consulting program is Bill Sims, Chairman/CEO of KLSK/Santa Fe.



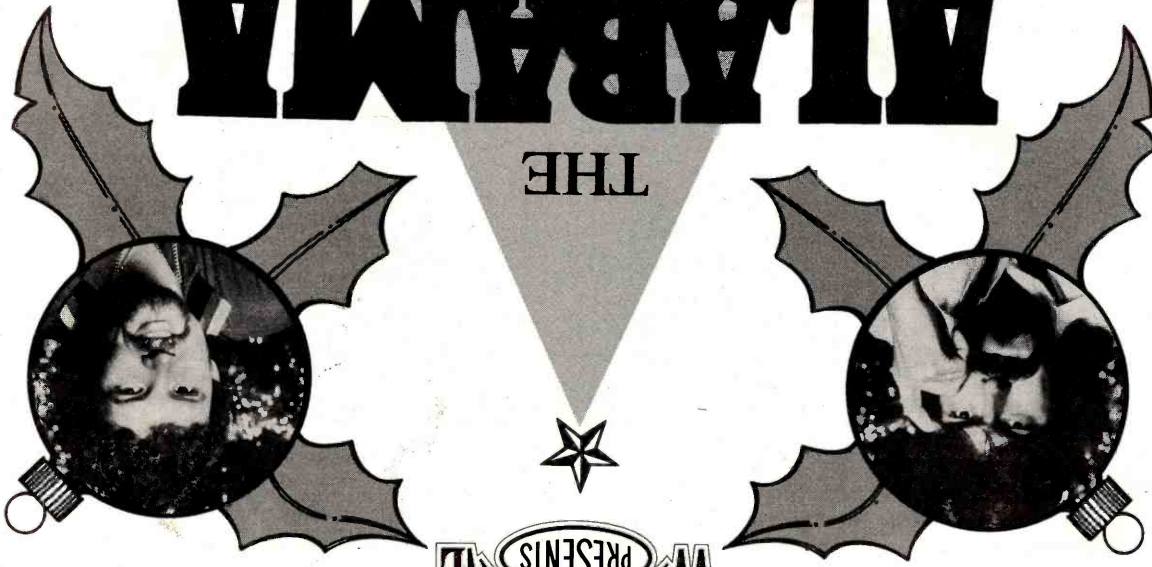
EL PRESIDENTE — Top NAB officials met recently with Mexican President Miguel de la Madrid (right) to press for immediate ratification of a pending AM agreement to extend daytime operating hours. They also emphasized the FCC's offer to help Mexico replace key radio documents lost when an earthquake destroyed much of Mexico City. Shown in with the President are (l-r) NAB Chairman Ted Snider, NAB international consultant Bill Haratunian, and NAB President Eddie Fritts.

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

The Westwood One Radio Networks proudly join superstar country group Alabama to present a very special holiday event for you and your listeners - *The Alabama Christmas Special*, airing the week of Monday, December 9 exclusively on Westwood One affiliates throughout the country. Hosted by Jim Duncan, the 90-minute music and interview special features Alabama's Randy Owen, Teddy Gentry, Jeff Cook and Mark Herndon sharing their heartfelt impressions of Christmas past, present and future, and revealing the inspirations behind the songs included on *Alabama Christmas*, the foursome's first album of all-original Christmas songs. You and your listeners don't have to leave home to enjoy *The Alabama Christmas Special* - just contact Westwood One at (213) 204-5000 or Telex 4996015 for details on availability in your market.

ALABAMA CHRISTMAS SPECIAL

THE



WESTWOOD ONE PRESENTS

ANNUAL CREATIVITY AWARD

RAB Debuts "Orsons"

The Radio Advertising Bureau recently announced it will conduct an annual national radio creativity award program in memory of the late Orson Welles. This award program will honor creativity and innovation in the writing and production of radio commercials by radio station personnel.

Entries for the first Orson Welles Creativity Advertising Award may be submitted beginning December 1, 1985 and must focus on one of 12 retail business categories. To be eligible for cash prizes and the



coveted statuettes, dubbed "Orsons," writers and producers should submit 30 or 60-second spots that have been written, produced, and aired at radio stations during 1985. Final deadline is March 1, 1986.

Awards will be designated by market size, judged by a nationally known panel of creative experts and presented at the annual ANA-RAB Radio Workshop in June, 1986. For further information or entry materials, phone Eric Thom at (800)232-3131.

Illegal Video Transmitters

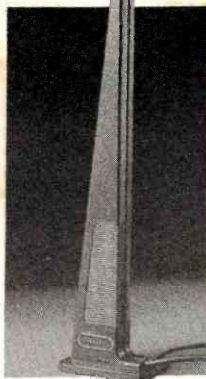
The FCC recently issued a press release dealing with the proliferation of manufacturers and equipment suppliers marketing video transmitters to the general public for non-licensed operation. These video transmitters are designed to connect to a video source (such as a videocassette recorder or camera) and transmit this signal over-the-air to a nearby television receiver.

FCC rules prohibit this type of operation. Therefore, the manufacturing, marketing, or use of such transmitters is in violation of not only FCC regulations, but also federal law. Most recently, the FCC has denied petitions to allow the transmission of video information on television broadcast frequencies — both UHF and VHF — because of concern for possible interference to licensed TV broadcast operations.

Omnidirectional FM Antenna

Conventional, "T-wire" dipole antennae are not only a problem to set up, they're ugly! What's more, once up, they may not be in the best location to receive your favorite station because dipole antennae are highly directional. Enter the "FM MicroTower," described as the only indoor antenna that provides equally clear reception from any direction.

Standing 16½" high, the unit's active circuitry includes an FM signal amplifier with 0-24 dB adjustable gain for improved stereo reception of weaker stations. A six-foot AC power cord is included, as are connections for 75 and 300 ohm antenna inputs. Available via phone orders (MC/VISA) from the Herrington Co. catalog, based in Kirtland, OH.



Perfect for those hard-to-get-at places, this gasoline-powered, two-cycle, 3.5 horsepower, wheel-less lawn mower actually glides ¼ inch above the ground on a cushion of air, enabling you to move it effortlessly over virtually any kind of terrain without leaving (shudder) wheel marks. The unit works like a hovercraft in that an impeller fan draws in air, then pushes it downward in a jet strong enough to raise the entire mower off the ground.

This hovercraft lawn mower sports a 19-inch steel blade that turns clipped grass into a fine mulch that eliminates the need for bagging or raking. Cutting height is adjustable between ¾ and 2¼ inches. Meanwhile, an automatic safety brake stops the blade from rotating whenever the mower's handle is released. Weight: 30 lbs.

Available from the New York City-based Hammacher Schlemmer catalog, the gas-powered unit retails for \$399.50, while its electric-powered (1150-watt) cousin, equipped with an 11-inch blade, goes for \$189.50.

Sell Your Radio Station Via Video

Headed by 15-year radio veteran Joe Krause, the Farmington Hills, MI-based New York Video Systems firm has recently begun to offer radio stations the opportunity to sell themselves with video. In only a few minutes, you can give ad agencies, national rep firms, and potential clients a clear picture of your radio station.

Krause, who formerly worked at

WAPP/New York, WFBO/Indianapolis, WDIZ/Oriando and Detroit stations WDRQ and WABX, notes that any portion of the video can be edited or updated. These video productions can be tailored to specific clients at a cost similar to that of a new sales brochure.

For details and a demo tape, contact the company at (313) 855-5555.

How to Conquer Four Books a Year

The Arbitron game changes in 1986. Where do you get the answers to questions about promotion budget, format adjustments, or announcer vacation schedules?

We've won the four-book wars in eight formats. Put Shane Media Services' programming experience on your team. Call Ed Shane or Alan Edwards at (713) 952-9221 to develop your station's strategy.

Commitment



SHANE MEDIA SERVICES

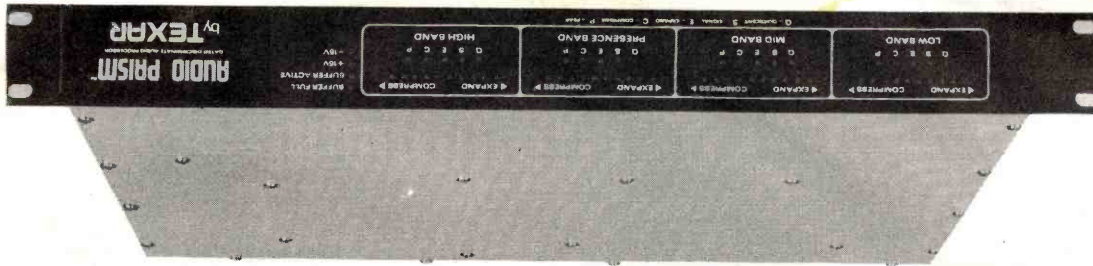
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Success

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STEP UP TO DIGITAL CONTROL.



Digital technology is changing the way we live. In 1972 a Bowmar four-function calculator cost over three-hundred dollars. Today the same calculating power is the size of a credit card and costs under two dollars. Many program directors and general managers today have more computer power on their desks than fit in a whole room a few short years ago.

That's great for analyzing ratings trends and keeping track of the billing, but can digital circuits do more than crunch numbers? You bet your quarter-hours they can! Digital technology lands the Space Shuttle and makes the digital Compact Disk audio player possible. Digital circuits are also right at home in your program audio processor.

Many of America's most visible radio stations are now using the digitally-controlled TEXAR AUDIO PRISM™ as their primary program processor. The AUDIO PRISM™ is now on the air on six major FM's in New York, three major FM's in Los Angeles, and in nineteen of the top twenty markets.

Digital control delivers on-air clarity simply not possible with analog-based processors, but without sacrificing power. Station after station is discovering that digital control delivers the same or greater signal punch as the most expensive analog-based processors, but without the grunge and processing artifacts. Fewer log-based processors, but without the buzzword. It really does make a difference.

To hear how the AUDIO PRISM™ would sound on your station, call Barry Honel or Glen Clark at (412) 85-MICRO.

Try the digitally-controlled AUDIO PRISM™ in your station for 10 days with no obligation. See if you don't agree that digital control isn't just the latest high-tech buzzword. It really does make a difference.

wide, we wrote the book on it.

and-OPTIMOD systems installed worldwide. With nearly two-hundred AUDIO PRISM™ punch? Check out the AUDIO PRISM™. Considering placing a multi-band processor in front of your Optimod™ for extra figure and better quarter-hour maintenance.

TEXAR

TEXAR INCORPORATED
616 Beatty Road
Monroeville, PA 15146-1502
(412) 856-4276
(412) 85-MICRO

PRO:MOTIONS

Ross Directs WAIT & WLOO Research



Robyn Ross

WAIT & WLOO/Chicago has named **Robyn Ross** Research Director. Prior to joining the **Century Broadcasting** outlets, Ross owned a marketing and consulting company. Previous to that, she was in product management at **Sara Lee**.

PROS ON THE LOOSE

Brian Christian — MD/Nights **KLUC/Las Vegas** (702) 399-1709

Dave Hall — MD **KKRH/Los Angeles** (818) 366-3327

Don Keith — Operations/PD **ELF Communications** (615) 834-5170

Jay Marvin — Evenings **KSAN/San Francisco** (505) 299-7089

Bill Miller — Mornings **WPOC/Baltimore** (301) 695-6329

George Nice — Director Broadcast Operations **WCAU-FM/Philadelphia** (215) 696-5075

Chuck White — PD **KRVL & KERV/Kerrville, TX** (512) 896-6560

Jordan Shifts To Arista



Traci Jordan

Traci Jordan has been appointed Director/R&B Artist Development & Publicity for **Arista Records**. Prior to joining the label, Jordan was an Account Executive at **Solters/Roskin/Friedman** for three years.

Eastman Announces Appointments

Eastman Radio has announced several staff appointments. **Marty Damin** rejoins as Manager/Network Operations after a similar post at **Christal Radio**; **Dave McAllister** is appointed VP/Midwestern Region after serving as Manager/Network Operations; **Jim Schneider** returns to the company as Los Angeles Office Manager from the Western Regional Manager post at **Selcom**; and **Steve Marriott**, ex-**Weiss & Powell** Western Region Manager, comes aboard as San Francisco Office Manager. New Account Executives are **Allen Gantman**, **Nancy Brazil** (both in Los Angeles), and **Kay Cee Tyler** in Detroit.

Music Specialists Enlist Kolsky

Joe Kolsky has been appointed Director/Marketing and Promotions for **Music Specialists, Inc.** Working with him will be VP/A&R **Tony Butler**, **Glynn Daniels** in promotions, **Sandy Spencer** in public relations, and **Tim Edwards** in artist management and club promotions.

W&P Names Three



Judith Brandt

Judith Brandt has been named San Francisco Regional Manager for **Weiss & Powell**. She previously spent four years in sales at **KLOK-AM & FM/San Francisco-San Jose**. Former **Kadetsky Broadcast Properties/Eastman Radio AE Terry Hurwitz** has joined the W&P sales team, working out of New York. And new AE **Cathleen Brennan**, who will cover Chicago and Minneapolis, hails from the Associate Producer post at **TV 1 Television Productions**.

Durante Joins Continental



Dick Durante

Dick Durante has been appointed Commercial Production Engineer at **Continental Recordings**. He's the former Production Director of **WCOZ & WHDH/Boston**. Durante has also served as a producer and drivetime personality with radio stations in North Carolina, Maine, Massachusetts, and New Jersey.

Surrey Appoints Montoya



Paul Montoya

Paul Montoya has been appointed Corporate Director of Engineering for Denver-based **Surrey Broadcasting**. Montoya joins **Surrey** after five years as Director of Engineering/Denver for **Sandusky Broadcasting**. While with **Sandusky**, Montoya established **InterSkin International**, which developed, produced, and marketed aircheck devices.

CHRONICLE

Born To:

● **MCA** recording artist **Billy Burnette** and his wife **Christine**, son **Michael Beau**.

● **KGON/Portland MD** **Inessa York** and her husband **Wayne**, daughter **Marika Ingrida B. Anderson**, November 9.

● **WIQQ/Philadelphia** midday personality **Helen Leicht** and her husband, **Philadelphia E/PIA** rep **Biff Kennedy**, son **Daniel**, November 11.

● **WLOH/Lancaster, OH** newsman **Jim Norris** and his wife **Cheryl**, daughter **Katy**, November 17.

Married:

● **KZEW/Dallas** Assistant PD **Cindy Bailen** to **Greg Reibman**, November 15.

● **KQDS/Duluth PD** **Mike Keller** to **Diana Wishon**, December 14.

● **KDXU/Las Vegas** Assistant PD **Ric Stratton** and **Kris Serna**.

"A" Train Management Bows

Al Evers, formerly Director/Business Affairs for **Palo Alto Records**, has established **"A" Train Management**. The San Francisco-based management/consultant firm will work largely with independent labels on promotion, marketing, and distribution. Current projects include **Theresa Records** and a yet-to-be named "new age" label. Evers can be reached at (415) 420-8612.

CHANGES

Klemm Media has changed its address/phone to: Box 79, Warren, CT 08754. (207) 888-0505

Tommy Greer, formerly Radio Promotion Coordinator for **Refuge Records**, has been named Manager/Copyright Development & Special Projects for **Sparrow Records** in Nashville.

Parker H. Trewin, formerly in sales at **KINK/Portland**, has been appointed Account Executive at sister station **KING/Seattle**.

Joel Adler, formerly a producer at **KYW/Philadelphia**, has been appointed to the station's sales department.

Christine Tenaglia, formerly a sales/production assistant for **Philadelphia Magazine**, has been named to the sales department at **KYW/Philadelphia**.

Jim Reilly, formerly an Account Executive at **WADB/Point Pleasant** and **WJDM/Elizabeth, NJ**, has been appointed an Account Executive for **Bonneville's WRFM/New York**.

Michael E. Archambault, formerly with **H.A. Manning Company/Vermont**, has joined the **WOKQ/Dover, NH** retail sales department as a Marketing Consultant.

John R. Fellows, formerly a sales representative with **Tom-Ray Office Supply/Portsmouth**, has joined the **WOKQ/Dover, NH** retail sales department as a Marketing Consultant.

NEW



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PMD221 WITH THREE
HEADS ALSO AVAILABLE

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Black Beauty!

RADIO STATION "WORKHORSE"

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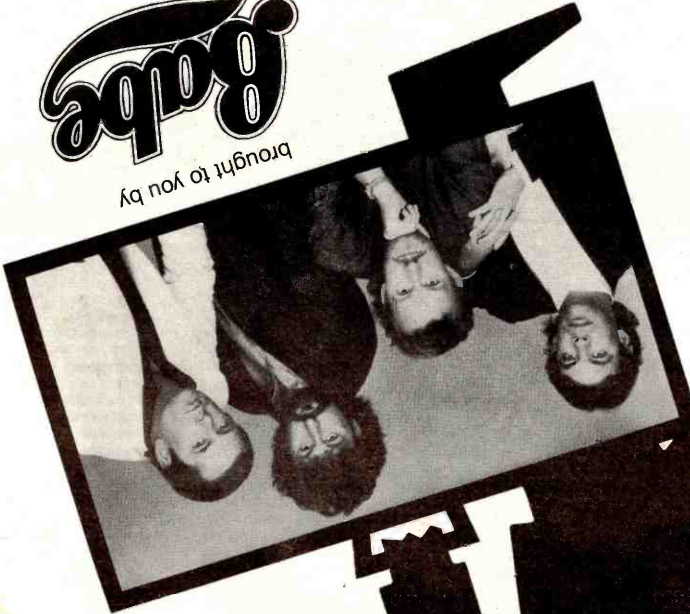
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FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY!

Bobbe
brought to you by



Proudly presents the adventurous sound of legendary British group Supertramp in an exclusive performance airing the weekend of Saturday, December 14 on more than 450 Westwood One affiliates throughout North America. Recorded by Westwood One's mobile studios during Supertramp's recent swing through Texas, the show features classics spanning the band's 15-year career, including "Cannonball" and other hot tracks from their ninth and latest LP, *Brother Where You Bound*. Make sure you and your listeners join Rick Davies, John Helliiwell, Dougie Thomson and Bob Selbenberg for 90 minutes of exciting, provocative and very live rock 'n' roll! It's the latest exclusive from the *Superstar Concert Series*, the most-listened to concert program on radio. Call (213) 204-5000 or Telex 4996015 WNONE for details.

SUPERSTAR CONCERT SERIES

SUPERTRAMP
IN CONCERT

WESTWOOD ONE PRESENTS



JHAN HIBER

RATINGS AND RESEARCH

New Arbitron Diary Review System

Each year hundreds of stations trek to exotic, downtown Laurel, MD. This annual migration is not due to the seafood cuisine at the Bay & Surf (the only decent place to eat), but rather to ferret out gems of ratings knowledge from the Arbitron diaries. While Rand McNally didn't rate Laurel, it's safe to assume the Arbitron edifice there is Mecca for information-hungry broadcasters.

If you're considering going on this action-packed adventure through your market's diaries, you'll now have to cope with some changes in the drill. I recently went to my alma mater to get an in-person look at the new approach, so allow me to fill you in on items gleaned from a discussion with Arbitron Manager/Client Services Jay Billie.

The Past System

Through the summer '85 sweep, the system for reserving diary review appointments depended on persistence. Most broadcasters had to call Jay Billie's office (301) 982-4742 and take the first available date their market's booklets were available. This usually meant dialing the above number ad nauseum until you got through to Jay. This could take minutes; usually it took hours. And by the time you got through it might have been two months before you could actually see your diaries. Anybody who waited until only the second appointment day (appointments could be made by calling Jay the day after the relevant sweep ended) often found themselves with a diary review date three months after receiving the ratings books.

There were major exceptions to the above procedure. Not everyone had to go through the tortuous process. Rep firm research directors, research directors for radio groups, and research consultants were given the option of being spared the dial-till-you-drop chore. Those booking diary reviews for several stations could send in their list to Jay, which he'd then plug in to his scheduling book. This relieved Arbitron of handling even more calls and also made sure some key

clients were well cared for.

In order to be better able to handle the flood of diary review requests, especially after the spring and fall books, Arbitron also expanded its number of client rooms. There were only three when I was with the firm; now there are ten. However, these must also be shared with TV clients wanting to examine their diaries.

A Search For Alternatives

Discussions with Arbitron officials this year uncovered the fact that they were looking for a different diary review approach. Among the options considered were:

1. Expanding the number of client service rooms beyond the current ten.
2. Double-shifting the diary reviews. This would allow one station to use a client service room for examination of a market between the hours of 7am-3pm, then use the same room from 3-10pm for analysis of a different market's diaries by another station.
3. A mail-in technique that would lead to a random drawing and allocation of dates.

Each of these approaches had its drawbacks. Arbitron recently expanded its client service area, taking up much of the first floor of their Laurel building. Thus, adding significantly to that capacity would be unlikely.

The second opinion seemed desirable at first. It would maximize the use of the available client rooms by expanding their usage hours. This was most attractive after the spring sweep results, when broadcasters clamor over 250 markets clamor to delve into their diaries. Unfortunately, this system

didn't make the cut. Such logistical hassles as personnel problems and involved costs shot down this idea.

The New System

Coming in the mail soon to GMs of Arbitron subscriber stations is the new Diary Review Reservation form. Effective next month, this mail-in technique will be responsible for scheduling diary reviews for the fall '85 sweep results. Let's review the details:

1. First, have the GM look for the form (pictured here). Don't toss out this sheet or it may fatally disrupt your chances for a post-survey diary review.

2. If you are sure you won't want to look at your market's diaries, then just can the form.

3. I heartily recommend, however, that any station striving for success at least send in the reservation sheet. You can always cancel later and have your date filled by a station on the waiting list. If you don't return the reservation form and later want to see the diaries, it may be that you won't get in to Laurel until the spring book is underway.

4. Make sure your reservation request is in Laurel no later than December 16.

5. Beginning December 17, Jay Billie will randomly assign diary review dates per market (more details on this below), then notify the stations in writing soon thereafter. Stations will no longer need to frantically call Jay to get a good diary review date. Instead, they'll all have an equal chance at being the first (or last) to look at the books for their area.

6. Consultants, reps, or group officials can send in a batch of the forms for their stations. Date confirmations will go to the station and the other party (rep, consultant, etc).

7. Everything else being equal, the markets would be scheduled according to their mail date (when the books are released) and mar-

How to Schedule a Diary Review

The date of your diary review will be scheduled using a random drawing supervised by Arbitron Client Services. The entire process can be completed in three easy steps:

- Fill out your Diary Review Request Form.
- Return the form by December 16, 1985.
- You'll be notified of your station's review date by mail.

Eligibility for the Random Drawing

The station must be a subscriber to the present survey and the station's account must be current as of the last day of the survey period.

The completed Diary Review Request Form must be received by Client Services no later than the Monday following the survey period's final day.

How the Random Drawing Works

Drawn by the Client Services Manager and a representative of Polaris and Procedures, your diary review date is determined by the following guidelines:

- All eligible subscribers are sorted by market.
 - The order of markets selected is based on the mailing dates of the Radio Market Reports.
 - Only one station can be chosen from each market per day.
- Since appointments are randomly selected, each station has an equal opportunity to review the diaries.

*And if it's impossible to attend the date chosen for me?

Just telephone Client Services, (301) 982-4742, to arrange a possible trade with another radio station.

Arbitron Client Services

Diary Review Request Form Return by December 16, 1985 to be eligible for the random drawing.

MARKET _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____

Who from your station will be visiting? _____

The new Diary Review Reservation form

ket rank. Thus, a New Haven (part of the New York TSA), might be reviewed before a Cincinnati, even though Cincinnati is a larger market.

Two additional items to keep in mind. First, make sure your station has paid its Arbitron bill. Stations not in good standing on December 17 won't get a diary review date even though they may have sent in the reservation form. Also, be sure to keep a copy of the form for your files and return the original to Arbitron through some means that will give you a return receipt showing delivery at Laurel (e.g., registered letter). Thus, in case something falls through the cracks you have covered yourself and can seek redress.

Really Random?

Just how random is this new process going to be? Are there some "creative" ways to beat the system? Let's see.

According to Jay Billie, "We will assign each reservation a random number, depending on its date of arrival. This, however, doesn't mean the earliest ones in get any preference in date selection. When the cutoff date is reached, we'll examine the number of requests for each metro. If there's more than one request per market, then the computer goes to work."

For example, if there are five reservation requests for market X, each is given a number (1-5) as they arrive. On December 17 the machine is asked to pick a digit between 1-5. The first numeral selected (let's say 4) is then pulled to see which station was assigned that re-

servation number. That station would be the first to look at the diaries for the market.

It may be possible to tamper with this system, but it's not worth the hassle. This has the potential to be truly random. However, I hope they don't use the little TI that calculates the random numbers used to settle slogan conflicts through the ascription process, as ascription has had its difficulties!

What happens if you get your numbers and decide to subscribe to Arbitron after the release of the estimates? Then you go to the back of the line. Your diary review might come up just in time for Labor Day.

Who Benefits?

Let's see how this new system works for the fall '85 reviews. There are probably some bugs that will crop up, and as always, there'll be some unhappy with their dates. Let me know how you feel it's working out once your station has been through the new program.

In closing, one must wonder who's going to benefit from this. Certainly it makes Jay Billie's job easier, as he'll no longer get terminal cauliflower ear the day after each sweep, when stations call in their requests. Let's hope broadcasters — the folks who pay the bills — also feel the new diary review approach is worthwhile. Pass along your thoughts to Jay, others at Arbitron, and your Advisory Council rep. And don't forget the scallaps at the Bay & Surf.

Next week: A review of Arbitron's declining diary return problem.

WINDHAM HILL ARTIST INTERVIEWS

ALONG WITH MUSIC & CONVERSATION WITH THE CREAM OF THE NEW AGE CROP. HEARD ONE HOUR, ONCE A WEEK, NATIONWIDE ON,

Portraits in Sound

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Westwood One is proud to bring you and your listeners a very special evening starring country superstar Eddie Rabbit, airing the week of Monday, December 9 on more than 450 Westwood One affiliated stations throughout North America, and worldwide via Armed Forces Radio and the BBC. Recorded by Westwood One at the Frank Erwin Center in Austin, Texas, this exclusive high-energy performance features Eddie and his band Hate Trigger delivering an *austin-tatious* 90 minutes of hits including "Drivin' My Life Away," "I Love A Rainy Night," "Hearts On Fire," "Step By Step," "You Put The Beat In My Heart," "Every Which Way But Loose" and more. Produced and hosted by Jim Duncan, Westwood One presents Eddie Rabbit is a sure-fire way to heat up a cold winter night! Contact Westwood One at (213) 204-5000 or Telex 4996015 WWMONE for more details about the hottest new concert program on country radio.

EDDIE RABBIT

WESTWOOD ONE PRESENTS



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

LBS RADIO

Breaking In Is Hard To Do

There's a scene in "Butch Cassidy and the Sundance Kid" where a curious Robert Redford, eyeing a distant posse in pursuit, keeps commenting, "Who are those guys?" Well, except for the names and a few other changes, the same is true for the network industry's response to the entry of LBS Radio into the syndication fray. What is LBS? What are they up to?

Last September (R&R 9-13) TV syndicator LBS Communications announced its intent to jump over to radio with a slate of "formatally pure" syndicated features. New players in radio syndication are nothing new, but virtually all radio virgins start timidly, slowly scraping notches in the bedpost of success. In contrast, LBS Radio has scheduled an initial list of eight programs to debut in the first quarter of 1986, with additional offerings to be added throughout the year. Any such "shotgun" approach is an expensive risk, one which has sparked doubts about LBS's "real" motive behind its action.

No Smoking, Please

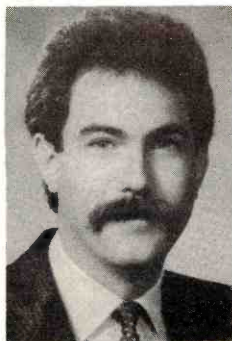
Are the people at LBS simply blowing smoke? Are they creating all this hoopla to garner station and advertiser support? Is the company going to be as innovative as it claims, placing the needs of the stations above the needs of the advertisers? Who are these guys?

"To be honest, these are comments I was expecting to hear long before now," responds LBS Radio VP/GM Steven Saslow. "I was getting concerned that maybe we hadn't made an impact on the industry, except for all the whispering and the rumors. The fact is, we're not trying to blow smoke up anybody's rear end. The proof of

"I was getting concerned that maybe we hadn't made an impact on the industry, except for all the whispering and the rumors. The fact is, we're not trying to blow smoke up anybody's rear end."

this is in the programs we're planning, the station clearances, and all the advertiser support. We're for real, and we expect to see some changes in the way the syndication business is run."

LBS Radio's plan of attack, at least on paper, is to focus more heavily on station needs than advertiser desires. Standard press material highlights the company's commitment to produce format-specific programming designed to build cume rather than to only fill a



Steven Saslow

timeslot. The multimedia nature of LBS Communications suggests numerous radio-TV-home video tie-ins, with cross-pollination working both ways. The company also plans a cohesive marketing/promotion package to assist stations in attracting advertisers and listeners.

Bored In The USA

Saslow believes a majority of program directors are bored with the standard syndicated fare available today. "We've gotten a tremendous amount of response from PDs who are tired of filler shows," he explains. "A lot of syndicators simply say, 'I don't care what you do, just clear the market.' Their prime concern is pleasing the advertiser, creating shows with Madison Avenue in mind. But our philosophy is that if you have the right program and the clearances to prove it, you have a better product to sell to the advertisers. You can't start out by saying, 'Client X wants to do a show,' and then try to force it on radio."

Research conducted by LBS indicates a growing PD malaise with syndicated programming. The plethora of product has created a bias attitude among decision-makers, who largely run special programming for the same reason that mountain climbers climb mountains. Saslow says this disinterest is nurtured by the type of programming available — countdowns, live concerts, and artist profiles — all of which enjoy moderate success because it is there.

"Let's consider the station's need," Saslow comments. "What does it need to complement its format? Quality programming? Sure. Every reputable syndicator produces quality programming, but it's still the same old stuff. Radio concerts are getting very old very fast; countdowns sell well but are just a lot of puff. I don't understand why stations fool themselves with this type of programming. None of it adds to or complements what the station is already doing."

Back To The Future

Saslow harkens back to prehistoric days when stations and advertisers were so suspect of outside product that distributors still had to twist arms to get programs on the air. Special programming was truly special, and each program had inherent value beyond that of simply acting as a station babysitter.

"I want to go back 12 or 15 years to when syndication got started," he says. "That's when guys like Tom Rounds, Bob Meyrowitz, and Jim Brown took a lot of pride in saying to a PD, 'If you stop down your format and put this show on, it will do better than if you ran your regular programming.'" Saslow says this attitude changed about six years ago, when the advertisers began to dictate what stations were offered.

The way to recreate this old approach, Saslow believes, is to pay attention to what radio's needs are. Too many syndicators try to appeal to too many formats at one time. A CHR program should be targeted at CHR stations, not A/C and AOR outlets as well. This may be tough to sell to advertisers who want the top 100 markets, regardless of audience. It might also be difficult to clear in markets with a

LBS PROGRAMMING

Seven In One Blow

LBS Radio dives into the syndication market early next year with a slate of seven new shows. Here's a sneak preview of what's in store:

• "Star Call" — A pre-produced, short-form show featuring answers to listeners questions about their favorite rock stars. :60-:90 in length.

• "Live From L.A." — A one-hour, weekly CHR-oriented interview-music program broadcast live with a studio audience from Los Angeles.

• "Psychodelic Psnack" — A daily program featuring two '60s rock classics, punctuated with brief artist interviews.

• "Weekly Elvis Show" — As the title denotes, this is a weekly feature highlighting the music of Elvis Presley. Targeted toward a CHR-A/C-Country audience, the

one-hour show includes music, interviews, and nostalgia.

• "Album Advance" — This AOR-targeted show highlights the tracks from artists' latest albums, broadcast live with a studio audience during the week of the album's release.

• "Rock Stars" — A weekly one-hour program profiling AOR-oriented artists who have "made a contribution" to rock and roll.

• "Superstars Of Rock" — This one-hour weekday show features exclusive interviews and #1 hit songs from contemporary acts, targeted specifically to a CHR audience.

limited number of stations in each format. If a program is going to succeed, it needs its own identity.

Cleanliness & Godliness

Another LBS concern is the question of affidavits and proof of performance. Saslow believes that, despite industry reassurances to the contrary, last year's station clearance advertiser overcharge problem has left Madison Avenue with a bad taste of network radio. The problem has not been totally eradicated, and as a result, advertisers are questioning what sort of bang they really get for their buck. "Advertisers are wary about network radio, and if the situation is left unchecked it could spell disaster," he says.

So how does LBS intend to change things? "Everything we do has to be squeaky clean and above board," Saslow continues. "When you're new on the scene you have to add some tangible benefit, something that will make a difference. Advertisers need a comfort level which extends beyond simply making a spot-check of station clearance information. So we're telling our clients that every 30 days they will get a special report from an

independent third party that will tell them exactly what they paid for." In this case, that independent third party is Statistical Research, Inc., the same firm that compiles the semiannual RADAR ratings.

Saslow does not mean to accuse the industry of widespread advertiser scamming or indifference. In fact, he says, the majority of operators are 100% on the level and work in good faith with both the advertiser and station. "Most com-

"Syndication is only a small part of a PD's day, and he may not understand what happens if he doesn't return an affidavit, forgets to sign it, or misrepresents true performance."

panies do a good, honest job of retrieving their affidavits and reporting any discrepancies right on time," he adds.

Proof-of-performance challenges also are posed by local stations which don't necessarily see the importance of returning affidavits on a regular basis. "We have to make sure that program directors understand this business," Saslow elaborates. "Syndication is only a small part of a PD's day, and he may not understand what happens if he doesn't return an affidavit, forgets to sign it, or misrepresents true performance. A station committing to a program has to take responsibility for proper reporting."

With a commitment to quality, format-specific, innovative programming that's verified for performance and developed to set the industry on its ear, LBS seems to be taking either a big step forward or claiming what every other program supplier has promised. There is no crystal ball in the syndication business, and only time will augur success or failure.

NETWORK PEOPLE

• **United Stations** has named Charles Persing Vice President of Finance. Persing was most recently an auditor at the **Goldenberg Rosenthal Company** in Philadelphia, where he dealt with importers, savings and loan associations, and entertainment, manufacturing, wholesale, retail and service companies.

In addition, **Thomas Manderscheid** has been appointed Account Executive for the Networks based out of the Chicago office. Manderscheid comes to United Stations from **Satellite Music Network**, where he was an Account Executive responsible for network media sales in Chicago and the West Coast. Prior to that he held Account Executive positions at both **Arbitron** in

Chicago and **WATE-TV/Knoxville**.

• **MJI Broadcasting** has appointed **Howard Davis** as Account Executive. Davis comes to MJI from advertising agency **Kenyon & Eckhardt**, where he was Manager of Corporate Broadcast Services. Before that he was Network Buyer, Television and Radio at **Grey Advertising**.

• **Robbins & Ries Syndications, Inc.** has appointed **Palmer Payne** Vice President and Executive Editor/Producer. His new responsibilities include directing all editorial activities, including the October 21 launch of the **U.S. News Radio Network for U.S. News & World Report**. Payne comes to the company from the **ABC Information Network** and **WINS-AM/New York**.

ACCURATE

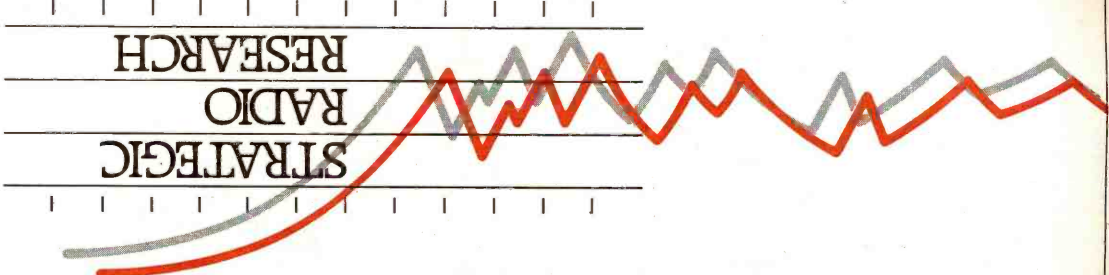
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NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

December 2-6

MUSIC FEATURES

The Weekend

December 7-8	
American Country Portraits (BRE)	
Kenny Rogers/Mac Davis	
The Countdown (WO)	
Patti Austin/Wal Young	
Country Report	
Country Report (WRN)	
Steve Warren/Jerry Reed/Mel Tillis	
John Anderson	
Dick Clark's Rock, Roll, & Remember (US)	
Diana Ross	
Dr. Demento (WO)	
Erno Phillips	
Don & Deanna	
On Blecker Street (CB)	
Marty Bain & Jefferson Airplane	
Great Sounds (US)	
Frank Sinatra	
Hot Ones (US)	
Robert Palmer	
Musical! (WO)	
Fred Ebb/Annie Get Your Gun/Debbie Reynolds	
Musical Starstreams (MS)	
Alex Jones/Douglas Cutler	
Music Of The City (SI)	
Famous firsts	
On The Radio (NSBA)	
Eurythmics	
Playback (SI)	
Feature year: 1968	
Power Cuts (GSN)	
Pete Townshend (12/8)	
Rock Around The World (BRE)	
Madonna/Sting/Cher Trick	
Rock Chronicles (WO)	
John Cougar Mellencamp/Steven Van Zandt/ Nick Lowe/Joey Lynn Turner	
Rock Over London (RI)	
Justin Hayward	
Rock Week (WO)	
Sting/John Cougar Mellencamp	
Scott Shannon's Rockin' America Countdown (WO)	
Wham!/Eton John/John Cougar Mellencamp	
Solid Gold Saturday Night (USR2)	
Rockin' brass (12/7)	
Street Beat (BRE)	
O'Jays/Cameo	
Superstars Of Rock (BRE)	
Movie soundtrack hits	
Superstars Rock Concert (WO)	
Halt & Oates	
That's Love (WO)	
Gino Vannelli/Alan Shepard/Natalie Cole	
Top 30 USA (CBSE)	
Aretha Franklin/Byrds/Carpenters/Kenny Rogers	
Weekly Country Music Countdown (US)	
Merle Haggard	

The Week Of

December 9-13	
American Music Magazine	
With Rick Dees (US)	
Wham! (12/9)	
Paul Young (12/10)	
Sade (12/11)	
Mr. Mister (12/12)	
James Taylor (12/13)	
The Concert (WO)	
Atlantic Starr	
Country Closeup (NP)	
Los Greenwood	
Country Report (WRN)	
Charlie Daniels (12/9)	
Mel Tillis (12/10)	
John Anderson (12/11)	
Jerry Reed (12/12)	
Mel Tillis (12/13)	
Country Today (MJI)	
Judds	
Earth News (WO)	
Irwin Allen/Anthony Newley/Taylor Hackford/Danny DeVito/Jim Carrey	
Encore With William B. Williams (WO)	
1953: Eddie Fisher	
Interview (IN)	
Triumph	
Line One (WO)	
Clarence Clemons (12/9)	
Live From Gilley's (WO)	
Eddie Rabbit	
Metalshop	
Dokken	
Off The Record (WO)	
Roger Daltrey/Triumph/Alarm	
Off The Record Special (WO)	
Pat Benatar	
Rockline (GSN)	
Asia live from London (12/9)	
Roger Daltrey (12/11)	
Shootin' The Breeze (WO)	
Luther Vandross/Princess/Ray Parker Jr.	
Solid Gold Country (US1)	
Singer-songwriters (12/9)	
Mississippi (12/10)	
Feature year 1964 (12/11)	
December gold (12/12)	
Randy Owen (12/13)	
Special Edition (WO)	
Nona Hendryx	
Star Trak (WO)	
Loverboy/Little Steven/Kate Bush	
Star Trak Profile (WO)	
Olivia Newton-John Pt. 1	

COMEDY

Laugh Machine (PRN)	
Rodney Dangerfield/Proctor & Bergman/ Kip Addotta/Bill Cosby/George Lindsey	
Party Drop-Ins (ASR)	
Broadcast school instructor/death/party channel #1/Burlap/Steve Howe mind control	
Radio Hotline (ASR)	
Out-of-town DJ/gun economy/you owe me a favor/punk singer/Lisa's song	
Stevens & Grdnic's Comedy Drop-Ins (ASR)	
Another lousy day/trivia contest/advertising/doggie palace/telephone	
United Spots Of America (ASR)	
Buster Crabbe health spas/scamco star wars/scamco waste disposal/mulgrew mattress/presidential spatulas	

GENERAL INFORMATION

Ed Busch Talk Show (AP)	
Presidency & the press/political astrologer (11/30)	
Income tax tips/financial panics/inevitable crash (12/2)	
Computer Program (PRN)	
Hackers/micro-computers/company names/electronic distribution	
Health Care (PIA)	
AIDS: Outcry (12/1)	
Public Affairs (PIA)	
Energy savers (12/1)	
Sound Advice (PRN)	
Equipment placement/connections/grounding/phasing	
Waldenbooks Review (WO)	
Janet Leigh/Stephen Birmingham/Joseph Wambaugh/Judith Martin	

NETWORK PEOPLE

- **Nuestras Noticias**, UPI's Spanish Network, has promoted reporter/editor/news-caster **Luis Covarrubias** to News Director. Covarrubias joined UPI in 1984 as Assistant Editor/News Director for Nuestras Noticias; prior to that he was Assistant News Director at WMDO/Wheaton, MD.
- **Lauren Karasyk** has been named Talent Coordinator for DIR Broadcasting's weekly "Almost Live Starring "Richard Belzer" radio show. Prior to joining DIR Karasyk was Director/Client Relations for the rock group Kiss, and was also A&R Manager for MCA Records in New York. In addition, Thomas Gatti has been appointed National Director of Sales for the company. Gatti was most recently Senior Vice President/Director of Sales for Selcom Radio, Inc., and before that served as Director/National Spot Sales for Cable Network Inc. and Vice President/New York Manager at Eastman Radio, Inc.

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 WTPI-FM Indianapolis, IN
 WAVA-FM Washington, DC
 WCBS-FM New York, NY
 WGAN-FM Portland, ME
 WHDH-AM Boston, MA
 WTIC-AM Hartford, CT
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I DREAM OF GENIE — Genie Francis ("General Hospital" & "North & South") recently stopped by the ABC Radio Network studios, where she was interviewed by News Correspondent Larry Jacobs.

Roleplaying For Fun And Profit

By Louise Heifetz



Louise Heifetz

Louise Heifetz serves as Co-op Sales Manager for KHS-AM & FM Los Angeles. Prior to that she was affiliated with Sandusky Radio, where she held a variety of posts: VP/GM of KNUS/Denver, Acting GM of KZAM & KJZZ/Seattle, and GSM of KBPI/Denver. Heifetz's radio career also includes the GSM post at WZXR/Memphis, Senior AE at WEEI-FM/Boston, Retail Sales Director at KFAC-AM & FM/Los Angeles, and Director/Talk Programming at KIEV/Los Angeles.

Although new techniques to motivate, train, and challenge the radio sales force are becoming accepted, good old roleplaying is still my favorite. The reason? It works. It works when training a novice sales force as well as the most experienced sales professionals. Let me cite two examples.

As Sales Manager for Memphis AOR WZXR, I was responsible for a new sales staff with varying degrees of experience. The AM and FM salespeople had just been split into separate departments. And while the FM was the dominant market force, there was no established station pitch even though there was a terrific story to be told. Roleplaying played a major part in shaping the staff into a consistent, dedicated, knowledgeable group of professionals.

Shrinking Violets

When I first introduced the concept of roleplaying in Memphis, I was faced with a group of shrinking violets. There was no eye contact, and you could feel everyone thinking, "I hope she doesn't call on me." After sessions of utilizing realistic examples to be acted out, I found the salespeople coming to me to ask if they could participate. They began writing the scenarios themselves, based on actual business situations. As a result, we built a cohesive pitch for the station that allowed us to get the so-called establishment business on the air. We also built a sales team that was excited and enthusiastic about its product, and felt involved in collec-

tively building the station presentation.

This past year, roleplaying has again been a valuable training device. This time, however, the job was to work with one of the most experienced and sophisticated sales teams in radio, helping them

"Although new techniques to motivate, train, and challenge the radio sales force are becoming accepted, good old roleplaying is still my favorite."

uncover elusive co-op dollars and key city funds. As Co-op Sales Manager of KHS-AM & FM/Los Angeles, where every AE is responsible for developing co-op, I began scheduling weekly meetings separate from the weekly sales meeting. I covered very structural topics that allowed each salesperson to come away with practical information necessary to pursue co-op.

As in Memphis, the first reaction was eye rolling and nervous laughter. However, the nervousness quickly disappeared as the staff realized that roleplaying was an effective, yet painless way to learn new subject matter. Roleplaying built a camaraderie among the staff that allowed everyone to be honest about their achievements and share their troublesome situations.

I varied roleplaying assignments with case studies. Both were reviewed before each meeting and further combined with spontaneous situations that caused the salespeople to react on their feet. In the spontaneous cases, I prepped another salesperson to play the client role. After a few weeks, everyone — including our Local Sales Manager — had played both the role of a salesperson and a client. Each roleplaying situation is always kept brief and is followed by a round-table critique.

Getting Started

I always stress that there's no one right answer to any situation. The goal is to help each other become sharper with the value-added skills of knowing how to develop co-op dollars, dealer groups, and key city programs in addition to new retail accounts. The result is a sales team equipped with the confidence to sell more. Ambition and salesmanship, together with knowledge, make for a totally successful salesperson in today's in-

creasingly competitive advertising market.

For those of you who have not tried roleplaying, here are a few suggestions to get you started.

"The goal is to help each other become sharper with the value-added skills of knowing how to develop co-op dollars, dealer groups, key city programs, and new retail accounts."

First be prepared to suggest situations in which you can identify generic sales challenges. For example:

- Getting the appointment (telephone)
 - Handling the first call (consultant sell)
 - Identifying the decision-maker (qualification)
 - Overcoming competitive media objections
 - Asking for the order
- Then write out a one paragraph description of the situation with

enough detail to make your novice roleplayers comfortable. In the first sales meeting where you plan to use roleplaying, identify your participants before you hand out copies of the paragraph you've written.

Get the roleplaying session started by assuming one of the roles yourself and then turn the session over to your participants.

Keep the roleplaying session focused and brief. Remember that it is better to have resolved a few issues than to have tried to recreate the world's best sales call.

Congratulate the roleplayers on their efforts and join with the rest of the staff in offering supportive criticism. At your discretion, try asking your participants to switch roles. Or, if another staff member has a particularly interesting comment, have that person try out his idea by jumping into the roleplaying session. Start with no more than two roleplaying situations per meeting.

A couple of months ago, after the entire KHS sales force took the CRM exam administered by RAB, it was gratifying when many of my colleagues told me how especially easy the co-op section was for them. More important, co-op has become increasingly noticeable as a station revenue source.

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HARVEY MEDNICK

AN INTERESTING ROLE

Don't 86 Promotion In '86

Now that Arbitron has announced its intention to measure all of the top 75 markets four times a year, it looks like there's going to be even greater emphases placed on marketing and promotion. As RAB's Danny Flanberg said, "If I were a GM and read that in R&R, I'd be taking a good hard look at my promotion director and making sure that person could handle the added burden. A lot of jive turkeys who have been coasting up 'til now will find it isn't going to be as easy as it has been. This is a great testing time."

I certainly agree with Danny on the testing aspect. This may be a serendipitous situation for both marketing and management. First, it's an outstanding opportunity for a promotion director to show his/her wares and really shine. It's also an equally valuable opportunity for management to evaluate the promotion director.

Selling The Public
Frank N. Magid Associates, Inc. published and distributed a program at the Radio '85 convention. It read, "In order to secure a competition needs to become a marketing edge, stations must also begin to do a much better job of selling themselves to the public."

Like that makes me feel great, so I called Dick Staden, VP of Magid's radio division, for further insight. Dick began our interview with "Almost immediately, I'd rethink the whole promotion/marketing situation at my station, with a heavy accent on re-evaluating the budget and rethinking the expenditures."

Staden was astounded at how often marketing basics are overlooked. "Most radio stations promote identically," he said, "with-out any regard for alternate forms of advertising. These forms of advertising are not only becoming more popular, but are very carefully targeted and surprisingly effective. I'm also amazed at how many stations don't have a distinct message or respond to the general marketing question. Why should I listen (to your station)?"

Throughout our interview, Dick repeatedly emphasized station identity. "You're alienating both ends (listener/advertiser) if you have no clear identity. I'd be looking to identify the core and their buttons. It's true that your station's position is going to be governed by format. However, these two should share separate but equal status. "With more and more stations focusing their efforts on the music, there's a trend toward moving away from full service. More and more stations should consider establishing their identity. This gives them something distinctive to promote and advertise as well as a way to positively distinguish themselves from their prime competitors."

What About Us?
As for the promotion directors themselves, Dick said, "We meet them more often. It's an arena that has the opposite of Amen. And thanks to Dick Staden — he's given us a lot to think about for 1986.

Dick Staden: Magid's Radioman

In 1972 there was a jock on the air at WSPR/Springfield, MA who was in love with a young female student at Fairleigh-Dickenson University in Madison, N.J. He wanted to move closer to his sweetheart, so he called Bob Hensberry, then with ABC, to find out about job opportunities in the area. A week later Dick Staden had told the girl goodbye and was on the air at KSF/KSan Francisco.

Since that auspicious start, the lifelike radio junker and Boston native has worked his way coast-to-coast. Staden's background includes the GM post at Media Programming Concepts. During the last five years he's served as VP, Radio Consultation for Frank N. Magid Associates, Inc.



Dick Staden

By the way, the girl Staden left is still single and occasionally calls to see how he's doing. He's never married for 12 years to another radio person he met while at ABC.

DATELINES

February 1-4
Radio Advertising Bureau's 8th Annual Managing Sales Conference
February 2-5
National Religious Broadcasters' 43rd Annual Convention
Shertan Washington, Washington, DC.
March 6-8
Country Radio Broadcasters' 17th Annual Convention
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 4-17
American Association of Advertising Agencies' Annual Meeting
Greenbrier, White Sulphur Springs, WV
May 21-25
American Women in Radio and Television's 35th Annual Convention
Westin Hotel Galleria, Dallas
June 11-15
Executives/Broadcast Designers Association's Annual Seminar
Loew's Anatole, Dallas

ONE YEAR AGO TODAY

- Sony Taylor PD at WJPR/Chicago
- Hill Laurer A/C Director/West Coast AOR Promotion
- Ron Raeger VP/Programming at WNCN-AM & FM
- Jim Maddox PD at WLHT/Los Angeles
- Greg Woods GSM at WTIX/New Orleans
- Joe Woods GSM at KSEA/Seattle
- Don Boyles GM of WKHK-FM/New York
- Primus Sound Records formed
- Bill Hayward VP/Black Music at Polygram
- John Faulk GM of WNCI/Greensville
- CHR: "Lady" — Kenny Rogers (Liberty) (4 wks)
- #1 A/C: "Celebration" — Kool & The Gang (De-Lite) (2 wks)
- #1 Country: "Smoky Mountain Rain" — Ronnie Milsap (RCA) (2 wks)
- #1 LP: "The River" — Bruce Springsteen (Columbia) (5 wks)

FIVE YEARS AGO TODAY

- #1 LP: "Reckless" — Bryan Adams (A&M) (4 wks)
- #1 AOR Track: "Run To You" — Bryan Adams (A&M) (4 wks)
- #1 Country: "Why Not Me" — Judds (RCA/Curb) (3 wks)
- #1 BU: "Operator" — Midnight Star (Solar/Elektra)
- #1 A/C: "No More Lonely Nights" — Paul McCartney (Columbia)
- #1 CHR: "Out Of Touch" — Daryl Hall & John Oates (RCA)
- Joe Woods GSM at WTIX/New Orleans
- Don Boyles GM of WKHK-FM/New York
- Primus Sound Records formed
- Bill Hayward VP/Black Music at Polygram
- John Faulk GM of WNCI/Greensville
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TEN YEARS AGO TODAY

- Bob Hyland VP of CBS-FM stations
- Don Boyles GM of WKHK-FM/New York
- Primus Sound Records formed
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- #1 CHR: "That's The Way (I Like It)" — KC & Sunshine Band (TK)
- #1 A/C: "The Way I Want To Touch You" — Captain & Tennille (A&M) (2 wks)
- #1 Country: "Secret Love" — Reddy Fender (ABC/Dol)
- #1 LP: "Face The Music" — ELO (UA)



PIES FOR THE DJS — It was PM in the AM for the WNCI/Detroit morning team as they threw themselves an on-air pajama party. Shown in their favor-able nightwear are (l) personality Peter Carey, (c) News Director Cynthia Candy and (r) meteorologist Chuck Galicia. A number of loyal (and sleepy) listeners dropped by in their jammies.

choice. A station which has excellent promotion and advertising, will and ordinary programming, will inevitably do better than a station that has the opposite of Amen. And thanks to Dick Staden — he's given us a lot to think about for 1986.

What About Us?
As for the promotion directors themselves, Dick said, "We meet them more often. It's an arena that has the opposite of Amen. And thanks to Dick Staden — he's given us a lot to think about for 1986.

Basics Overlooked
Staden was astounded at how often marketing basics are overlooked. "Most radio stations promote identically," he said, "with-out any regard for alternate forms of advertising. These forms of advertising are not only becoming more popular, but are very carefully targeted and surprisingly effective. I'm also amazed at how many stations don't have a distinct message or respond to the general marketing question. Why should I listen (to your station)?"

Throughout our interview, Dick repeatedly emphasized station identity. "You're alienating both ends (listener/advertiser) if you have no clear identity. I'd be looking to identify the core and their buttons. It's true that your station's position is going to be governed by format. However, these two should share separate but equal status. "With more and more stations focusing their efforts on the music, there's a trend toward moving away from full service. More and more stations should consider establishing their identity. This gives them something distinctive to promote and advertise as well as a way to positively distinguish themselves from their prime competitors."

QUEEN

ONE VISION



CHR NEW & ACTIVE

One Of The
 "Most Added" CHR
 First Week
 52/52

The new single from the forthcoming
 Tri-Star motion picture



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Produced by Queen/Mack

©1985 RANGLO PRODUCTIONS LTD. /QUEEN PRODUCTIONS LTD.

Capitol

R&R STREET TALK

And In This Corner . . .

NIGHT RANGER and **CAMEL RECORDS** are considering legal action against AOR giant **KSHE/ST. LOUIS** after a fiery on-air attack against the group by controversial morning man **J.C. CORCORAN**. Prompted by a falling-out over a concert co-promote, Corcoran called the band "sleazy, scumbag, over-rated, syphilitic, good-for-nothing," adding that "apparently somebody's getting some money under the table somewhere to get these records played. Maybe the record executive involved here has some sort of Colombian connection."

Apparently the band's opening act, **STARSHIP**, gave KSHE a co-promote for the station's 18th birthday, unaware of the headliner's policy of not granting exclusive tie-ins. A letter from **JEFF SMULYAN**, President of KSHE parent **EMMIS**, to Camel distributor **MCA** claimed KSHE had been informed of the policy at the "11th hour" and was dumping all Night Ranger product.

KSHE was also aggravated by a Night Ranger promo, cut well before the band's policy pronouncement, identifying CHR rival

KHTR as "the station that broke the concert monopoly in St. Louis." Additionally, KHTR's morning man reportedly bragged on the air, "We're going to blow the candles out on KSHE's birthday cake."

The mess may be resolved before reaching a courtroom. Camel President **BRUCE BIRD** had no comment, though Smulyan now sounds conciliatory: "If the comments were taken as anything other than satire, we'd like to correct the record. The industry is not served by this kind of war."

Talks between top **MCA** and **RCA** brass to explore some combination of company interests were called off in September, but rumors persist. A New York newspaper reported that **STEVEN SPIELBERG** and MCA President **SID SHEINBERG** will get Universal Pictures, and that the corporation's recording and music publishing interests will be acquired by RCA. MCA Chairman/CEO **LEW WASSERMAN** is expected to sell or restructure the movies/TV/music giant eventually. But you can bet that for every insider who confidently predicts one course of events, there's another source offering a completely different and equally feasible scenario. Stay tuned.

As **R&R** went to press Tuesday night, the midnight oil was still burning in New York, where we hear that executives from **BLAIR, SELCOM**, and **TORBET** were huddling over the final details leading to Blair's acquisition of the two rep firms. That announcement may come any day now.

WFIL/PHILADELPHIA morning man **JOEY REYNOLDS** has been fired . . . again. Why? "Because facets of his broadcasts were inconsistent with the station's policies and directives," reports President/GM **BRUCE HOLBERG**. While it was not revealed exactly what led to the dismissal, last week's on-air stunt (see last week's S.T.) obviously didn't improve matters. Joey's lawyer indicated that Reynolds was never advised of such "policies and directives," adding that his termination came as a "complete shock." Joey's

contractual relationship remains unclear, and it's not known whether any legal recourse will be sought. Meanwhile, Joey plans to stay in the Philadelphia area.

WNIC/DETROIT has lost several key players lately, and joining the list is popular 7pm-midnight man **ALAN "Pillow Talk" ALMOND**, who's jumped to A/C competitor **WMJC**. WMJC GM **DICK YANKUS** wouldn't comment about the *Detroit Free Press* report that Alan's getting a three-year deal for over \$1 million, but it appears AA's show may become nationally syndicated through parent Greater Media, perhaps with a different theme. Also at 'MJC, morning trio **ROBINS, KINNEY & COWAN**, formerly of **KPOP/Sacramento**, are out after a short stint. They've been replaced by evening man **LOU ROBERTS**.



Lou Simon

At **KKHR/LOS ANGELES**, **DAVE HALL** has left his MD slot to pursue voiceover work, which includes "The Littles" and the "G.I. Joe" cartoon series as well as national spots. As a result, morning man **LOU SIMON** comes off-air to handle music and weekends, while midday personality **THE SLIM ONE** will do wake-up service.

Seems **WILLIE SANCHEZ** has done a "Houdini" again. Willie, who it's said pulled a

Continued on Page 29

**STRATEGIC
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From the a-ha album Hunting High And Low
Produced by Alan Tarney
Available on Warner Bros./Reprise Records, Cassettes
and Compact Discs

© 1985 Warner Bros. Records, Inc.



From their debut album, The Dream Academy
Produced by David Gilmore/George Nicholson/Nick Laird-Clowes
Available on Warner Bros. Records and Cassettes

CHR NEW & ACTIVE
101/34

a-ha
"The Sun Always
Shines On T.V."



CHR NEW & ACTIVE
75/24

Dream Academy
"Life In A
Northern Town"



AOR ALBUMS
28-23

AOR TRACKS
29-24

NEW AND ACTIVE

EPA'S MEDLEY OF HITS!

SADE

"The Sweetest Taboo"

CHR NEW & ACTIVE 83/26 — 34%

K106	WCAU-FM	WHYT	WPST	KF95	WKHI
WXKS-FM	94Q	KOPA	WRCK	KIYS	WGAN
WKSE	195	KKRZ	WBBQ	KBOS	WFXX
WNYS	Y100	FM102	WANS-FM	KQMQ	WYKS
WPHD	WGCL	KS103	KBFM	KCAQ	WXLK
CKGM	WMMS	KMEL	KNMQ	WIGY	KKAZ
CKOI	WCZY	KPLUS	KQXR	WIKZ	

BLACK/URBAN BREAKERS

DEBUT ▶ 28

One Of The
MOST ADDED

A/C BREAKERS

DEBUT ▶ 28

Portrait

MIAMI SOUND MACHINE

"Conga"

NOW ON OVER
95 CHR REPORTERS!

CHR NEW & ACTIVE

WBEN-FM 20-16	KAFM deb 33	ZZ99 20-10	KPLUS 24-17
WKSE 26-18	KTKS add 28	KIIS-FM 1-1	KUBE deb 33
WNYS deb 26	93FM 28-22	FM102 11-6	KZFM 11-6
WPLJ 5-5	KRBE deb 40	KS103 5-3	KAMZ 3-2
Z100 2-2	Q105 1-2	KITS 30-17	KEZB 1-2
PRO-FM deb 31	KBEQ 24-19	KMEL 26-22	KBFM 1-1

BJ105 6-3	Y106 1-1
Z98 3-2	KCAQ 20-8
WYKS 16-10	WHTT add
Z106 add	WQUE-FM add

KWOD add	WJZR add
WKEE add	KHTX add
WKRZ-FM add	
WROQ add	
WHY-FM add	
WNCI add	
KIKX add 36	
KDON-FM add	
KRQ add	

Epic

JAMES BROWN

"Living In America"

The SECOND KO punch from the original motion picture soundtrack ROCKY IV.

CHR SIGNIFICANT ACTION

WKSE	Z93	WBBQ	Y107	WRQN	WJAD	Z102
WNYS	Y100	WNOK-FM	94Z	KMGX	WCGQ	WBWB
WPHD	KOPA	WOKI	Z98	95XXX	WZYP	KBIM
CKOI	KPLUS	FM100	KOFM	WGAN	WPFM	KZOZ
94Q	WVSR	KBFM				OK95

DISTRIBUTED BY CBS RECORDS

Scotti Brothers

GEFFEN RECORDS



AOR TRACKS: ③
AOR ALBUMS: ③

58 CHR REPORTERS
OUT OF THE BOX!

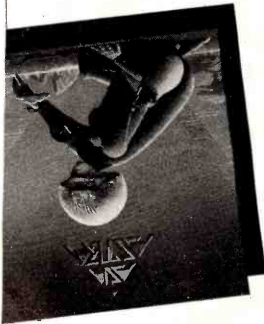
CHR NEW & ACTIVE

ON GEFFEN RECORDS,
CASSETTES AND
COMPACT DISCS

BRIAN LANE
MANAGEMENT

PRODUCED BY
FOR MIKE STONE
AND GEOFF DOWNES
ENTERPRISES, LTD

THE FIRST SINGLE
FROM THE ASIA
ALBUM, ASTRA
GHS-MSG 24072



7-28872

**ASIA
"GO"**

In a similar spirit, KKZZ/PORTLAND arranged for MOTLEY CRUE lead singer VINCE NEIL to be helicoptered to the bedside of a dedicated listener and fan, Troy Neilson, who was in a semi-coma after an accident. The visit had a positive effect, according to Troy's doctors, who report he's improving daily.

It appears that WRKQ/BOSTON has pitched its way into carrying the Red Sox, a longtime domain of WHDH. The move anchors WRKQ as Beantown's sports station, since it already has the Celtics and Bruins.

BIG JOE TURNER, who died in California Sunday (11-24) reportedly of kidney failure, was a prolific and influential R&B artist best known for "Shake, Rattle & Roll" and "Corrina, Corrina," recorded for ATLANTIC in the '50s.

WNBC/NEW YORK has a new TV campaign featuring DON INMUS and SOUPY SALES, and an empty place on the wall where HOWARD STERN's picture used to be. The spot centers around the search for Howard's replacement, using the slogan, "There's only one place for people like us." We assume they mean WNBC.

Can't find a special holiday gift for that radio friend? Try one of ART VUOLO's Video Air-Chex, as featured at the NRBA/NAB conference in Dallas. Contact "Radio's Best Friend" at (313) 434-2712.

KMETLOS ANGELES has snared KELIE CASTRUITA from KOMES/AN JOSE to be its new Promotion Director. . . . And for the record, LOH LERNER has left KMET. She's still doing Hollywood Reports in addition to her own biz, RADIOLINKS.

Our condolences go out to the family and friends of WKGR/WEST PALM BEACH JEFFREY PALM (aka MARK FROST), who died suddenly at his home Monday (11-25). Mark, originally from Grand Rapids, was only 27.

Hats off to KENNY and MARIANNE ROGERS, who distributed \$100,000 in cash prizes to the winners of the Fourth Annual World Hunger Media Awards at the United Nations. The ceremony was hosted by WALTER CRONKITE. A Special Achievement Award was presented to BOB GELDOF, who spearheaded Band Aid and Live Aid. Beginning next year, BIRCH will be measuring a Total Survey Area. Full details are forthcoming.

What — more R&R? Yep, you'll be getting an extra issue in 1986 because we'll be starting the New Year with our first edition on January 3, taking only a one-week publishing hiatus during the holidays.

TO	PROGRAM DIRECTORS	3 HRS	AIR DATE	WESTWOOD ONE	FROM	AREA CODE	NUMBER
	WESTWOOD ONE	213-201-5000	NUMBER	WESTWOOD ONE	AREA CODE	NUMBER	WESTWOOD ONE
CLASSIFIED	"SUET SHANNON'S ROCKIN' AMERICA TOP 30 COUNT DOWN" - THE BIGGEST COUNTDOWN ON RADIO!						
OMEGA	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY						

STREET TALK

Continued from Page 26

disappearing act at KKHR last year, this time left KBKC (95)/KANSAS CITY OM GERRY CAGLE high and dry. It seems on both occasions Willie has left a note and \$50 with his girlfriend, and doesn't show up until he arrives for his next gig. Since B95 urgently needs a hot night rocker, candidates might want to dispatch their C&Ts overnight.

If you'd prefer CHR nights in Denver, contact KPKE PD MARK BOLKE ASAP for this prime gig. . . . Or perhaps you'd consider becoming part of a new contemporary station about to sign on in Charleston, SC. KQWB-FM/ARCO PD JON ERDAHL will be at the programming helm; call him at (218) 233-3999.

Back in Detroit, we also hear that the voice of the Michigan Marching Band, better known as WORS morning man CARL GRAPININE, has joined Classical "Superstation" WFMT/CHICAGO as AMI driver.

Expansion is under way at two of New York's indie record companies. EMERGENCY will launch new label REFLEX in '86 for pop, rock, R&B acts, and possibly even heavy metal, says President SERGIO COSSA, who's also seeking more product from abroad. Meantime, Big Apple DJ FREDDY BASTONE has brought his METROPOLIS label to Emergency for distribution, kicking off with a new version of the Temptations' "Cloud Nine" by MYSTERY ASSIGNMENT.

The other indie mapping growth is SUTRA, RECORDS, a division of TV marketing firm Music Unlimited, Playback's catalog includes LPs by TINA TURNER, the PLATTERS, LEROY VAN DYKE, JOE SOUTH, and BUCK OWENS. Says Sutra President ART KASS, direct mail proves there's a market at retail for this product.

Bid him a creative goodbye: DONN DAVENPORT leaves ARISTA this week after eight years as Director/Creative Services. Among other projects, he'll be working independently for various music biz clients, including Arista. He's at (212) 685-6810.

The "dean of San Francisco newscasters," DON MOZLEY, has retired from KCBS after 43 years with the station and the CBS Radio Network. However, Don will continue to be heard on KCBS on a freelance basis.

Across the street, KGO asked listeners for any spare 49ers fix for two terminally ill children starting the New Year with our first edition on January 3, taking only a one-week publishing hiatus during the holidays.



Even though loudness was considered of vital importance in the design of OPTIMOD-FM Model 8100A/1, something else had even higher priority.

Music. Because music is what your listeners care about passionately.

OPTIMOD-FM was designed and built by people who have worked professionally in the recording industry. People with educated ears who *know* natural, musical sound—and who aren't satisfied with anything less. And people who are also skilled in the art of sophisticated, mathematical design techniques.

In OPTIMOD-FM, the math and the music come together in perfect harmony.

There are no bells and whistles. The few flashing lights are functional, not cosmetic. The sophistication is on the inside, where it belongs—assuring *listener satisfaction* by never mangling the music.

OPTIMOD-FM: BECAUSE MUSIC MATTERS.

That's why OPTIMOD-FM is the best-selling FM processor ever. Use it alone, or adapt it to special needs with its optional Six-Band Limiter (for the more aggressive sound demanded by certain formats) and/or Studio Accessory Chassis (for dual STLs). OPTIMOD's versatility makes it the right choice for *your* station, regardless of format.

If you believe that music matters to your listeners, why wait any longer to bring them the best? Call your favorite Orban Broadcast Dealer, or contact us direct.

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orban

How To Be Competitive

By Don Elliott

Check It Out

Successful competitive production demands that you arm yourself with some hard-hitting weaponry to please the listener and help you win in the day-in, day-out ratings war. The ultimate learning goal in developing golden production ears is to acquire the knack where your own perception of sound quality and subjective personal preference becomes objective because of your experience. To be objectively correct is to please the vast majority of the audience.

I listen to a lot of production.

"The first step is to listen."
 "The onboard computer" — should be the ultimate test."

some ill-effects of the voice pro-

cessing.

Electronics wizard Bob Orhan

says, "Small stations often sound

dramatically superior to their big-

brother counterparts because the small sta-

tion has a simple audio path, while

the big-budget big-timer has

everything but the kitchen

sink on-line. There is no situation

where an old '70s cliché is more

credibility and morale up. Besides,

handling the problem causes both

At KITS

"Keep it simple, stupid" is one of

my constant reminders.

Good production is based on the

function and flow of a message.

Flow in-

cludes the talent, proximity to the

equipment. Factors include

how the talent feels, proximity to the

make, different days or times of

day, different levels, different tape

machines and, yes, different tape

That's just the beginning. Match-

ing and editing things cut together

at different times and places is a

real job. People have actually told

me they thought it could be done by

documenting the equipment set-

tings. This approach will at least

Rock-n-roll or the sound of music

and news: anything you do, you

Console.

Our Microgram microprocessor

based consoles offer state-of-the-

art performance with amazing

live-assist.

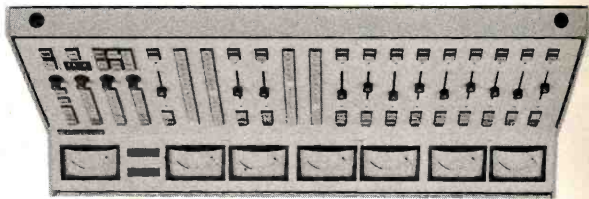
The top of our line, they join

900 + Autogram consoles now

in the field.

Working with Broadcasters since 1969

AUTOGRAM



DJ's Delight

Old Number 1, delivered in 1975, is still working a full shift 7 days a week. Whatever your needs, we build a console for you. For specs and referrals, give us a call. 214/424-8585 Autogram Corporation, 631 J Place, Plano, Texas 75074

© 1985 Autogram Corp./5937

The voice track will make or break you in the neighborhood, but you get to the assembly point. The voice track falls together when you get to the assembly point.

"The greatest operational error

an engineer can make to his own

credibility is to be guilty of 'con-

firmation before investigation."

Being overly-opinionated or an

sweating everything out a complaint

from programming is, unfortunately,

easy to troubleshoot or replace a

deductive switch or tape cartridge

than to argue about it. It keeps

solutely nothing. So whenever a

client-pleaser" knob on the re-

cording console, which did ab-

peel points out an audio problem.

That's called the "Emperor's New

Clothes" syndrome. A station

where I once worked installed a

merchandise. Frequently, I'll begin a

promo in *mondo* because of the way

mono titles or prints on the air. I

want it to be the biggest and latest

thing the listener hears, because

that the subtlety is of itself an in-

stage of greatness and power of the

station. Then it doesn't matter if

the balance of the promo is stereo

or technically weaker if the trans-

missions are properly made, because

you have used your sidigglehammer

on the mouse to get its attention!

If I'm overstaged by the quality of,

say, a local supermarket spot,

you'll probably find a "do not dis-

turb" sign on my door until I get it

at now. What would you do to com-

pete against the station you're

to go across town tomorrow

it where you are now. It's a cons-

tant theme and honing process

that results in a well-oiled

machine.

then the ear has to do the fine-tun-

ing.

Never be afraid to admit you

don't hear a particular audio prob-

lem if you truly don't. Conversely,

don't be afraid to call attention to

one that escapes someone else's

notice if he is in a position to help

cure the trouble. It may be true

that "If you can't hear it, you can't

fix it." But listening is partially a

learned response, assuming the

physical equipment is intact.

One of the most interesting "hu-

man nature" things to watch in this

business is the "yes-man" audio

engineer who will agree with what

he can't hear if his pecking-order

peer points out an audio problem.

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tant theme and honing process

that results in a well-oiled

machine.

Remember that contrasts in de-

tailer and music transitions can

cause excitement and interest. And

be careful about equalizing the

sound so it sounds good in the room

and terrible on the air. If you have

it sound good and it ends up tiny

on the air, it isn't too hard to figure

out that you need a different amp,

speakers, or both in the production

room because your monitor was

too bassy. Also, if you have to EQ a

mix to make your voice accepta-

ble or match the EQ of music

tracks, maybe you're using the

wrong make. Fix it at a lot of EQ and

you don't have to do a lot of EQ and

changing of the waveform.

Whether I'm giving away an LP

or \$3000 a day with my promo, I

want it to be as big-sounding or

preferably bigger than the com-

mercials. Frequently, I'll begin a

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it sound good and it ends up tiny

on the air, it isn't too hard to figure

out that you need a different amp,

speakers, or both in the production

room because your monitor was

too bassy. Also, if you have to EQ a

mix to make your voice accepta-

ble or match the EQ of music

tracks, maybe you're using the

wrong make. Fix it at a lot of EQ and

you don't have to do a lot of EQ and

changing of the waveform.

Whether I'm giving away an LP

or \$3000 a day with my promo, I

want it to be as big-sounding or

preferably bigger than the com-

mercials. Frequently, I'll begin a

promo in *mondo* because of the way

mono titles or prints on the air. I

want it to be the biggest and latest

thing the listener hears, because

that the subtlety is of itself an in-

stage of greatness and power of the

station. Then it doesn't matter if

the balance of the promo is stereo

or technically weaker if the trans-

missions are properly made, because

you have used your sidigglehammer

on the mouse to get its attention!

If I'm overstaged by the quality of,

say, a local supermarket spot,

you'll probably find a "do not dis-

turb" sign on my door until I get it

at now. What would you do to com-

pete against the station you're

to go across town tomorrow

it where you are now. It's a cons-

tant theme and honing process

that results in a well-oiled

machine.

Remember that contrasts in de-

tailer and music transitions can

cause excitement and interest. And

be careful about equalizing the

sound so it sounds good in the room

JOIN THE MIAMI SOUND MACHINE #1 CLUB!



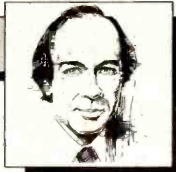
"CONGA"
has reached #1 status
at the following stations:

I95
Y100
Q105
KIIS-FM
KKHR
KEZB
KBFM
Y106



Distributed by CBS Records

32/R&R FRIDAY, NOVEMBER 29, 1985



BRAD MESSER

CALENDAR

Smoother News Handoffs

The *double intro* is a sure sign of inexperience in basic radio news presentation techniques. For example, the anchor says "We now switch to City Hall, where reporter Jane Doe is standing with a live report on the Mayor's news conference," and she says "This is Jane Doe reporting live from City Hall, where the Mayor has just held a news conference."

A double intro involves misuse of redundancy . . . an anchor-to-reporter handoff in which information is unnecessarily repeated. (There is a proper place for repeating, but a handoff isn't it.)

The pro broadcaster strives for a clean handoff every time, usually either a *cold handoff* or a *pickup*. Prior to introducing any live piece, anchor and reporter should decide which it'll be and coordinate scripts to be non-repetitious.

In the City Hall example, Jane would have done well to use the pickup technique, following the anchor's intro by saying, "He announced that bus fares will double. Mayor Doofus said there is no way to avoid it, because . . ." The pickup just picks up the story where the anchor left off.

That requires more thought than the *cold handoff*, which is at once the most common and the least creative: the anchor merely

says, "Now, here's Jane Doe at City Hall."

Introducing a live reporter happens much less often than introing a piece of tape. Getting into canned reports is where double intros most often occur, and in virtually every case, the undesirable repetition can be blamed on no one but the anchor. It's a fact. The reporter is helpless because his piece is already in the can, thus leaving the anchor the responsibility of getting into the tape smoothly.

While some new directors use the *cold handoff* every time, many successful communicators prefer the pickup because it effects a smooth flow of information and wastes no words.

Barney Clark's New Heart

MONDAY, DECEMBER 2 — Dr. Barney Clark, a 61-year-old retired dentist, received the world's first permanent artificial heart three years ago, in a 7½-hour operation at Salt Lake City, Utah (1982). Dr. Robert Jarvik had designed the heart (made of polyurethane plastic and aluminum) and was a member of the surgical team that implanted it. Clark died about four months later on March 23, 1982.

1970 — Environmental Protection Agency formed to fight pollution.

1957 — First commercial atomic power plant, Shippingport, PA.

1942 — Atomic Age began when Dr. Enrico Fermi created chain reaction at University of Chicago.

1927 — Ford Model-A discontinued, Model-T introduced.

Birthdays: Tracy Austin 23. Bob Pettit 53. Julie Harris 60. Alexander Haig Jr. 61

First Human Heart Transplant

TUESDAY, DECEMBER 3 — The world's first successful human heart transplant was 18 years ago today at Capetown, South Africa (1967). As one doctor later phrased it, "the operation was a success, but the patient died," meaning the heart surgery went well but the patient died of something else, in this case, a lung infection aggravated by massive doses of anti-rejection drugs. Dr. Christiana Barnard performed the implant on 55-year-old Louis Washkansky, who survived 18 days.

1984 — Bhopal, India gas leak killed estimated 2,000.

1979 — Eleven killed in Who concert crowd crush at Cincinnati.

1952 — Killer Smog began, 4,000 died in London in 3 weeks. 75th anniversary neon sign, invented 1910 in France by George Claude. The first neon light was red.

1878 — Illinois 21st state.

Birthdays: Bobby Allison 28. Andy Williams 57.

Teenager Invented Earmuffs

WEDNESDAY, DECEMBER 4 — Chester Greenwood was born in Farmington, Maine in 1858. He invented earmuffs when he was 16 (1874), patented them at age 19, and founded a factory that made his little town "the earmuff capital of the world." Greenwood went on to create about a hundred other inventions, including the springtooth rake, a type of steel archery bow, and even a better mousetrap. He became a millionaire and was Farmington's leading citizen. When he died in 1937 at age 79, Greenwood's earmuff factory was still running 24 hours a day.

1974 — Brightest fireball (10,000 times brighter than full moon) photographed over Czechoslovakia.

1958 — Cessna 172 began world record 62-day nonstop flight.

1901 — Hawaiian Pineapple Co. Ltd. formed, became Dole.

1843 — Manila paper patented.

Birthdays: Fugitive financial wizard Robert Vesco 50.

Mozart's Burial Place Unknown

THURSDAY, DECEMBER 5 — One of the world's great composers, Amadeus Wolfgang Mozart, died on this date in 1791. He was only 35. Mozart had written symphonies and operas before he was ten. He was a child prodigy, famous all over Europe. That's the good news. The bad news was that Mozart became a has-been in his twenties, and was such a nobody when he died that no one bothered to record where he was buried.

30th anniversary of the beginning of the Montgomery, Alabama public bus boycott (1955), which resulted in desegregation of buses. The boycott had been inspired by an event four days earlier in which black seamstress Rosa Parks was arrested for refusing to move to the back of the bus where all Negroes had to sit.

1933 — Prohibition ended.

1908 — First numbers on football uniforms (University of Pittsburgh).

Birthdays: Jim Messina 38. Little Richard Penniman 53.

World's Highest Bridge

FRIDAY, DECEMBER 6 — The world's highest bridge was completed in 1929. Royal Gorge Bridge is a relatively short structure across the narrow-but-deep Arkansas river canyon, in South Central Colorado. The bridge is 1053 feet above the river. It was built primarily as a tourist attraction and now draws a half-million visitors a year.

1929 — Rolling Stones concert at Altamont, CA drew 300,000.

1917 — Largest accidental manmade explosion occurred when ammunition ship blew up in Halifax Harbor, Nova Scotia.

Toll was 1654 dead, 4000 injured and 20,000 homeless.

1889 — Jefferson Davis died at New Orleans.

Saturday (12-7) 1941 — Pearl Harbor attacked. Johnny Bench 38. Ellen Burstyn 53. Ted Knight 62.

Sunday (12-8) Chanukah. 1980 — John Lennon murdered. Gregg Allman 38. Flip Wilson 52. Sammy Davis 60.



LIVING IN THE BACKGROUND

BALTIMORA

"TARZAN BOY"

THIS RECORD IS A HIT!

"... has been and continues to be one of the most requested songs in all dayparts and all demos."
John Gorman, OM, WMMS/Cleveland

"One of the hottest phones, requests, and selling records in Miami. Top 5 12" sales, Top 10 single sales, number one requested record — over 200 this week."
Mark Shands, MD, 195/Miami

"The listeners are going ape over Baltimore. This record is a smash!"
Kirk Clarr, MD, KDON-FM/Salinas-Monterey

"Top 5 requests — Home Run!"
J.P., PD, WPHD/Bufalo

"After the 1st Tarzan scream was heard, our listeners were swinging from the vines, and calling WKSE to find out who it was! Fourth most requested!"
Scott McKay, MD, WKSE/Bufalo

"Hot report, Top 5 phones at ZZ99!"
Todd Chase, PD, ZZ99/Kansas City

"A confirmed hit in the Bay area. Top 5 phones for eight weeks!"
Steve Rivers, PD, KMEL/San Francisco

CHR NEW & ACTIVE

WKSE 15-12	195 14-10	KWSS 24-18	WPFM 17-14	KITS 28-25
WPHD 29-24	Y100 22-11	WTLQ 29-23	WHTT 35-32	RPLUS 16-15
CKGM 29-23	WGCL add	Y106 22-17	WXKS-FM 27-24	BJ105 24-21
CKOI deb 39	WMMS 26-15	Z104 16-14	PRQ-FM on	WFBG add
CFTB 9-2	ZZ99 27-22	KDON-FM 18-13	KWK 30-28	WCGQ add
CHUM 4-3	KOPA add	95XXX 16	KZZP on	WGLF add
93FM deb 29	KMEL 12-9	KWES 17-15	KKRZ 31	KKAZ add

Exploding At The Clubs — BB Dance Chart 9*-7*





KEN BARNES

ON THE RECORDS

REMAKES AND REMODELS

Artists Give Songs 2nd Chance

Aside from his obvious journalistic qualifications, I had a selfish motive in convincing Adam White to join R&R. I knew he was a serious record collector, and I figured sooner or later he would, accidentally or by design, provide me with some ideas for this column. And now it's happened.

Adam noted that Aretha Franklin's current LP, which includes a remake of a song, "Sweet Bitter Love," which she had cut during her Columbia days (before she had a hit) in 1965. He got to thinking about how many artists in the Black/Urban field had followed this recurring recutting practice, and sent me a note about it. I started reflecting on the subject, and realized it was a long-established tradition, dating back at least to the dawn of rock.

Almost all the first generation of rock & roll stars ended up recutting some of their early hits. (The definition here, by the way, excludes live versions of studio hits.) Elvis Presley avoided it in life, but posthumously his "Guitar Man" was released with new instrumental backing. But both Little Richard and Jerry Lee Lewis recut all their hits for other labels, particularly the former. The Everly Bros. did it, and I think Chuck Berry may have, too; he definitely redid "Reelin' & Rockin'" as the follow-up to "My Ding A Ling."

Rick Nelson recorded a new version of his '50s hit "Believe What You Say" for his recent Capitol LP, while Carl Perkins had a moderate early-'70s country hit with a remake of his own rockabilly classic "Dixie Fried." And Ray Sharpe's only hit, "Linda Lu," resurfaced in a new version several years on.



Jean Knight: "Mr. Big Stuff" was so nice she had to cut it twice

Moving into the early '60s, there's the most successful example of the process: Neil Sedaka's double-hit on "Breaking Up Is Hard To Do." Chubby Checker remade "The Twist" on his recent MCA album, and you could classify David Ruffin & Eddie Kendrick's performance with Hall & Oates on their Temptations medley in this genre. Carole King's "Pearls" LP was a collection of songs she'd written for other people, but a few (as demos, more or less) had escaped on record.

Then there are the artists who attach a new year to their new recordings — Del Shannon's "Runaway 1967," the Ventures' "Walk Don't Run '64" (and "'77"), Gene Chandler's "Rainbow '65" (and "Rainbow '80"), and Bo Diddley's "Bo Diddley 1969." And Adam recalls a British-released remake by Connie Francis of "Where The Boys Are," which he notes was produced by one Ken Barnes (actually, most people feel one Ken Barnes is more than enough. But this gentleman is a prominent UK MOR producer of longstanding who has a strong prior claim to the name).

Most of the British Invasion stars resisted the temptation, although the Searchers and Tremeloes did full albums in England revamping their past hits. And Paul McCartney did recut several Beatles songs on the "Give My Regards To Broad Street" soundtrack.



Aretha feels the new "Bitter" is better

More recently, Spirit included a few new old songs on their reunion LP. And there are several more examples Adam supplied, so I'll turn over the word processor to him:

Another current remake is the Spinners' "That's What Girls Are Made For" (their first hit in 1962) on their new album. Also, Jean Knight's "Toot Toot" album contains a remake of "Mr. Big Stuff."

The most recent Malaco albums by Latimore and Little Milton both feature remakes: "Let's Straighten It Out" and "We're Gonna Make It." This must be a trend at Malaco — G.C. Cameron's 1983 LP included an update of his "So Hard To Say Goodbye To Yesterday" from "Cooley High."

Then of course there's (not the real) Sam & Dave in their "Stars On 45" remake medley. And how about Sugarfoot's new version of "Fire" by his old group, the Ohio Players? You want more? A cross-section:

Dobie Gray: "The In Crowd" remake in 1979 for Infinity

Martha Reeves's "Skating In The Streets" in '79 for Fantasy

Barrett Strong's "Money" in 1976 on his Capitol LP

Barbara Mason's "Yes I'm Ready" on her 1980 WMOT LP

Curtis Mayfield redoing "It's All Right" (by the Impressions) for RSO in 1980

James & Bobby Purify redoing "I'm Your Puppet" in 1976 for either Mercury or Casablanca

Aaron Neville remaking "Tell It Like It Is" in '76 for Island

William DeVaughan's "Be Thankful For What You Got" for TEC Records in 1980

William Bell's "Private Number" (sans Judy Clay) on his Kat Family album a couple years back

GOING FOR THE TITLE

Matching Songs To Ideal Artists

Not content with letting Adam White suggest the main topic of this week's column and write half of it, I'm devoting my other feature to an outside contribution. I believe I've come across the idea before, but WORG/Orangeburg, SC PD Stu Wright suggested it to me and then followed up and compiled a list of examples, so he gets the credit.

His concept is to match artists to song titles that relate (either directly or ironically) to their names. If that doesn't explain it (which is quite likely, reading it back), the following examples will make it quite clear. They're fun and can serve as a stimulus to think up your own.

- "Blowing In The Wind" — Crystal Gayle
- "Hot Fun In The Summertime" — Phoebe Snow
- "Do You Want To Know A Secret" — The Whispers
- "Smoke Gets In Your Eyes" — Earth, Wind & Fire
- "The Sweetest Thing" — A Taste Of Honey
- "Georgia On My Mind" — Alabama
- "Love The One You're With" — Motels

- "Every Breath You Take" — Air Supply
- "Family Man" — Mamas & Papas
- "Jailhouse Rock" — Police
- "Life In The Fast Lane" — Rush
- "Take This Job & Shove It" — Men At Work
- "Our Lips Are Sealed" — Kiss
- "Kind Of A Drag" — Culture Club
- "Everyone's Gone To The Moon" — Starship
- "At The Hop" — Eddie Rabbit
- "Freeway Of Love" — Cars
- "Raindrops Keep Falling On My Head" — Men Without Hats
- "Too Many Fish In The Sea" — Billy Ocean
- "Wake Up Little Sovie" — Strawberry Alarm Clock
- "She's Gone" — Missing Persons
- "Laugh Laugh" — A-Ha



Mary Wells: Updating Motown for the '80s

Dee Dee Warwick's "I'm Gonna Make You Love Me" in 1982 on her Sutra LP

The Dells with "Stay In My Corner" at least three times

And the Originals doing "Baby I'm For Real" for Fantasy.

(I'll tell you, it's fun not having to write the whole column! I would add to Adam's list Mary Wells's recent album for Allegiance, which was all remakes of her Motown hits.)

Random Ramblings

Minor pedantic correction: although people are classifying Chaka Khan's "Own The Night" as one of the new songs written especially for the "Miami Vice"

soundtrack, the song was actually recorded earlier by George McCrae on Gold Mountain.

Thanks to Chicago promotion institution Paul Gallis for sending me a tape of what, to my knowledge, is the first song about football hero William "The Refrigerator" Perry. It's called "Perry, Perry, Refrigerator Perry," and is performed by leading jingle producer Dick Marx. Then there's "Frig-O-Rator Rap" by WROQ/Charlotte's ROQ-in-ZOO, now picked up by Motown.

Finally, to acknowledge a thoroughly regrettable error, as pointed out by Warner Bros.: Mary Melia and Larry Butler, the picture that ran with my recent Ricky Wilson obituary was actually B-52s drummer Keith Strickland. Here's the correct shot.



Ricky Wilson



"Everything In
My Heart"

GOREY HART



"Men Without
Shame"

**PHANTOM,
ROCKER &
SLICK**

2 of the Most Added

A O R

CHR BREAKERS

"Sidewalk Talk"

JELLYBEAN

CHR BREAKERS

"Everything In
My Heart"

GOREY HART

C H R

In Memoriam

It's not an easy subject to come to grips with, but one of the things that last year brought home — in as brutal a manner as possible — was that there were now two generations of rock artists who were old enough to die of natural causes (and one that could die of old age). When you add that to manmade disasters (i.e., Marvin Gaye's murder), 1984 was a pretty awful year in terms of rock tragedies. 1985 hasn't been free of them, but we seem to have made it through most of the year without three major rock deaths a week.

[That gives you some perspective on this week, in which we have the fifth anniversary of John Lennon's murder (Sunday), the sixth of the Cincinnati Who concert crush (Tuesday), and the 16th of Allmonroe (Friday). Other gnisly anniversaries include the 1976 terrorist attack on Bob Marley and three other artist deaths: Tommy Bolin (12/4/76), Mary Roberts (12/8/82), and Hanko Rooks drummer Nicholas "Hazzie" Dingley (12/8/84). That last car crash death recently led to the sentencing of Molly Crue's Vince Neil on manslaughter charges. (Neil will be allowed to defer the sentence until next summer after the Crue returns from a European tour. It also seems to explain the last Crue LP being relatively subdued and containing an anti-drunk-driving message.)

MONDAY, DECEMBER 2

1967/Jimmie Rodgers has his skull fractured in a mysterious accident and/or run-in with police. Rodgers lives but the incident effectively ends his chart career.

1971/Taj Mahal plays for death row inmates at Wilmington State Penitentiary.

1979/Kris Kristofferson and Rita Coolidge break up.

1980/Joni Mitchell's "Shadows & Light" tour special debuts on cable TV.

1983/Janie Fricke's remake of Sami Jo's "Tell Me A Lie" goes #1 Country.

Birthdays: Rick Savage (Del Leppard) 1960, Pop Staples 1915.

TUESDAY, DECEMBER 3

1968/Elvis Presley's Singer-sponsored Christmas special airs and begins his comeback.

1971/The Montreux Casino burns down and is later chronicled in Deep Purple's "Smoke On The Water."

1973/Ringo Starr's remake of "You're A Good Boy, Boy Blue" is released.

Birthday: Mickey Thomas (Starship) 1949, Steve Forbert 1954, Don Barnes (38 Special) 1952, Ozzy Osbourne 1948, Darryl Mills (Headpins) 1959.

WEDNESDAY, DECEMBER 4

1965/An unguarded microphone shocks Keith Richards and knocks him unconscious during a Sacramento concert. Richards is back in action within seven minutes.

1975/Kiss' "Alive" LP goes gold and gives them their first CHR hit with the live "Rock & Roll All Night." Two years later the band releases another live LP.

1980/The surviving members of Led Zeppelin make their breakup official.

Birthdays: Gary Rossington 1951, Chris Hillman 1942, Southside Johnny 1948, Freddy Cannon 1940.

THURSDAY, DECEMBER 5

1968/After months of debate over the cover, "Beggars' Banquet" is finally released in America.

1975/RSO rush releases "Fanny (Be Tender With My Love)" by the Bee Gees to head off a competing cover by Gino Cunico.

1975/Bill Anderson & Mary Lou Turner's "Sometimes" debuts on the Country chart on its way to #1; a year later, the Facts Of Life (produced by Mille Jackson) remake it as an R&B number.

1979/"Pop Muzik" by M goes gold.

Birthdays: Jim Messina 1947, Little Richard 1932.



FRIDAY, DECEMBER 6

1966/Once and future Stones hits: "19th Nervous Breakdown" is recorded and "Goin' To A Go-Go" by the Miracles is released.

1968/Richard Nixon's aides send out 66,000 letters on the President-elect's behalf to potential office holders, including Elvis Presley.

1970/On the first anniversary of Allmonroe, the documentary "Gimme Shelter" premieres.

Birthdays: Dave Brubeck 1920, Ben Watt (Everything But The Girl) 1962.

SATURDAY, DECEMBER 7

1964/Brian and Marilyn Wilson are married.

1966/Eric Burdon announces the breakup of the Animals effective December 22.

1967/The Beatles open their infamous Apple boutique.

1968/Graham Nash leaves the Hollies and announces the formation of Crosby, Stills & Nash.

1975/Rob Dylan and the Rolling Thunder Review perform at Madison Square Garden to benefit boxer Reuben "Hurricane" Carter.

1981/On the first anniversary of John Lennon's death, Yoko Ono writes "Rolling Stone" and describes the murder as a "war casualty" — it is the war between the sane and insane.

Birthdays: Gregg Allman 1947, Flip Wilson 1934, Jerry Butler 1939, Dan Hartman 1950.

SUNDAY, DECEMBER 8

Birthdays: Tom Waits 1949, Harry Chapin would be 43.

1973/The DeFranco Family releases "Abra-Ca-Dabra," the follow-up to "Heartbeat, It's A Lovebeat."

1966/Eric Burdon announces the breakup of the Animals effective December 22.

DATEBOOK

SEAN ROSS



ADAM WHITE

RECORDS

Country Promotion: Catch 22 — And Other Catches

Country music is in a "down cycle," and has become creatively soft and formula-bound. That opinion, you may recall, was expressed by several prominent Country programmers during a format workshop at September's NRBA/NAB conference in Dallas.

I mention it in light of charges made by several Nashville record executives interviewed for this week's column that too many Country radio programmers don't listen to the music when making airplay decisions. The PDs fail to listen, contend the label reps, because an artist's name-power and familiarity is more influential in those decisions than the quality of the product. That, if anything, can result in creatively soft and formula-bound music, aka Catch 22.

Welcome to the fifth and final article in this series about promotion, as seen by record companies. Taking a look at the Country format are five execs affiliated with the Nashville divisions of major labels: CBS VP/National Promotion Joe Casey, RCA VP/Operations Joe Galante, Warner Bros. Sr. VP/Sales and Promotion Nick Hunter, Capitol/EMI America National Promotion Director Paul Lovelace, and MCA National Promotion Director Shelia Shipley.

Two topics come through loud and clear in these interviews:

1. The ongoing challenge of getting new acts exposed in a tight playlist, familiar artist-oriented programming environment.

2. Labels' persistent concern over what's come to be known as the "chart game."

Neither topic is new, but both fairly much represent the whole ball of wax for Nashville's record community.

Two Different Audiences?

Nick Hunter, for example, sees radio and records pursuing different goals. "Record companies are having to change to survive," he says, "and having to appeal to a different record-buying audience. Country radio, on the whole, doesn't feel it has to change. They've still got their core and, for the most part, that's who they're playing records for. So the two sides are actually going after different audiences."

The number of people in radio who support the status quo concerns Nick. "Nothing survives when it doesn't change and evolve. What we all could end up with is like the Grand Ole Opry. The Opry is a wonderful institution, but it's no longer in the forefront of modern country music. That's what happens when, over the years,



Nick Hunter



Joe Casey

there's only very slow change or almost none at all."

The changes forced upon labels by declining country record sales have been "a very painful experience," in Joe Galante's words. "Country music has not really been willing to step out and explore something new. Every time I go out on the road or we do a focus group, we find out that yes, there is a solidly loyal audience and certainly it's very vocal. But it's not the kind of audience that gets you to a million and a half or two million units.

"If radio just looks at what's happened to us — that those established artists are not selling as they used to — it will tell them something too. There is an audience out there which is the bulk of our 25-49 population, and those people have no loyalty to anything; they just like music. They'll buy everything from Whitney Houston to Alabama, and will punch that button up and down the dial. Country has always been strong in terms of songs, so it's only a matter of us catching the right records and coming around. It's inevitable that our music has to go through growing pains, but the change is there."

Mediocre Music

For his part, Joe Casey believes that Country radio "has come a long way in the past six to eight months in grasping a more contemporary sound," and has "loosened up" somewhat in accepting new acts. But he says the format is still far more interested in playing



Paul Lovelace

name artists, and the result is the exposure of some mediocre music "because any established performer is subject to cutting a mediocre record."

The CBS executive points to other formats. "I see new names appearing there all the time, and



Shelia Shipley

sure applied to radio stations (and retail accounts) in pursuit of the #1 slot has always been intense, but is the return worth today's investment?

"Country artists, for all practical purposes, believe they have failed if they don't have a #1 record," says Shelia Shipley. "That includes themselves, management, the agency, and everyone around them. In other fields of music, top five or top ten is considered to be a home run, but not country. Yet in the last six months, I have seen our own artists and those at some other labels voice a new feeling: if you get a top five or top ten record, you have been successful; you have done what you need to do."

Shelia also notes that there's no great difference in sales between a number one and a top five record. "And the majority of stations would likely say there's not much difference in the rotation between them either. They're all probably in heavy rotation, getting the same amount of airplay. If you have a top five record, chances are you've saturated the market and reached as many people as you possibly can. Since our goal is to break an act and establish it as a household name, we should consider that to be a home run."

Making It Pretty

Paul Lovelace agrees that the sales difference among top five records can be slight, but points out that a number one record is "a very good situation" for setting up the next release. "You may not sell that strongly on the particular hit you're dealing with, but it could lodge in the minds of some of the bigger buyers for the next record. Of course, those same minds have their own number one and top five records. We can make it look as pretty as we want, but when it gets down to the street level — those jukebox operators and all the mom-and-pop stores when they walk into a one-stop — we're not going to fool those people if they got burned carrying some records that didn't sell last time out."

Paul adds that applying pressure for high chart numbers can produce at least one other side-effect. "If you're milking a record and trying to take it from five to two, and you have another honest-to-God hit sitting back at nine or ten, then you clog up the system and hurt the record run."

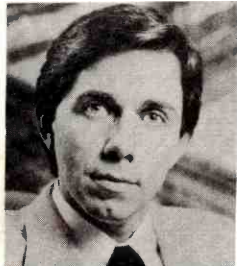
Concludes Nick Hunter, "I love getting to number one, but it's getting to the point where we're not going to drop everything and manipulate, because half the time you lose two or three other records in the process. It's stupid. We're putting so much pressure on radio to get that number one that we're turning some of those people into our enemies instead of our friends."

A Foot In The A/C Door?

Can country music recapture some of its clout at A/C radio? A couple of Nashville executives look on the bright side. "It's a difficult situation," says Paul Lovelace of Capitol/EMI America, "but we're just in a cycle... it's always been a cycle. Somebody will break through, whether it's Ronnie Milsap, Dan Seals, or the current Billy Joe Royal record." And that may open the door for others, Paul feels.

"We're certainly making a thrust to get some A/C airplay for Dan Seals's 'Boo' because we feel this is the type of record that can do it. Same goes for Marie Osmond. We're trying to hit them with everything we can. Make 'em smile, make 'em feel good, and grab their purse strings. The same strings that control the emotions lead to the purse!"

Adds Joe Casey of CBS, "There's such a fine line that separates the Country and A/C formats musically, so I feel that what we call Country has an enormous opportunity to step out. There are a lot of button-pushers in radioland seeking an alternative. When they hit that button and hear an Exile record, Juice Newton, Jimmy Buffett, or Rosanne Cash, I think they like that. The opportunity is there, but it's as if country has become so damned ethnic. It's like we've all got this incurable disease. I don't believe that. Some of the finest music in the country is coming out of Nashville."



Joe Galante

I'm also aware of big-name artists on my label and others who don't always get their product played. Yet Country radio still has that built-in loyalty to their core artists. Frankly, if you're going to broaden your listening audience, lower your demographics and grab more than one market, you have to realize loyalty doesn't exist today as much as it used to. But this loyalty factor takes up a slot on the playlist, and good, new music and artists are not getting exposed."

Will conditions improve in '86? Continues Joe, "It depends on whether programmers are interested in a good, potential hit piece of music, or whether they're hung up on playing a name artist, regardless of quality." Adds Nick Hunter, "I think the goal for country music and Country radio should be much like it is in pop, with every record judged on its own merit. It would help new artists, who would know that if they made a great record they'd stand a chance. It would also let established acts know that they couldn't put out a song written by their plumber's cousin, on which they had the publishing. Those acts would have to make better records if they wanted to stay on the radio."

Going For #1

MCA's Jimmy Bowen recently told a Nashville songwriters' forum that major-label country divisions spend more than \$1 million a year to promote records climbing the trade charts from the top ten to the summit. The pres-



JOEL DENVER

STEPS TO SUCCESS

Motivation: Pushing The Buttons

No matter how much you like your job, you don't get up on the good side of the bed every day and say, "Gosh, I can't wait to get to work." But that's the way you should feel the majority of the time.

If you don't and you're an on-air talent, then you're either a great actor or your work is starting to deteriorate owing to a lack of motivation. Some might argue the job itself is enough motivation. However, conditions change — sometimes to the point where more is expected than was originally outlined.

The PD's ability to consistently motivate and maximize the talents of his or her on-air staff is definitely a full-time job. It's also the key to a station's overall success. Kevin McCarthy agrees that WQVE-FM/New Orleans PD assessment. "You have to have the right atmosphere in the radio station to win. The personality of the staff must agree with the overall tone of the station both internally and on the air."

"Show them you care about their work, and don't be afraid to pat them on the back when they do something right. This will accentuate the positives."

— Kevin McCarthy



Kevin McCarthy

In the case of Jim Nelly Jr., PD/co-owner of KXGO/Dwuka-Araca, CA, market size can be a hindrance. "After a while, anyone who has growth aspirations wants to move on to larger markets. Most of our on-air talent are beginners from broadcast school or right off the street.

"Because this market has only so many financial resources with which to pay air talent, I don't have the luxury of picking and choosing. But this does allow me to work and train them in the style of radio I'm looking for. In a sense, I'm their first teacher. So all of my efforts are plowed into motivating them to become better personalities."

Both Jim and Kevin also emphasized that intimidation is the biggest motivation deterrent. Anyone who is too intimidated to flex his creative muscles faces limited

Intimidation Kills Motivation

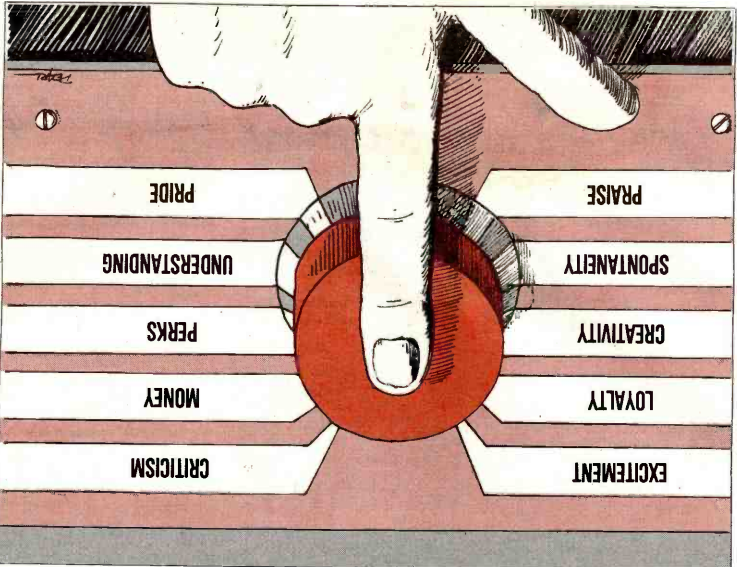
Since he works in a major market, Kevin has few problems in selecting who he wants to hire on the tapes just keep on coming. "I've hired people who blend with my programming style, which is personality-oriented. However, it's more difficult finding the right someone (God forbid) stepped on a vocal, played the wrong jingle, or aired a record out of daypart. PDs need to keep two things in mind: Personalities are only human, and the screaming tactic is as ineffective as a spoiled brat's temper tantrum.

"The PD's ability to consistently motivate and maximize the talents of his or her on-air staff is definitely a full-time job. It's also the key to a station's overall success."

One of the steps in the motivation process is to treat the talent as responsible adults. "Morning air talents are the toughest to work with," said Kevin. "If you hear something they do which doesn't fit, you've got to be up front with them. Let them know that you know they know better. This puts the learning experience back on their side."

Stay Off The Hotline

Many war stories have been circulated about PDs jumping on the hotline to yell and scream when someone (God forbid) stepped on a vocal, played the wrong jingle, or aired a record out of daypart. PDs need to keep two things in mind: Personalities are only human, and the screaming tactic is as ineffective as a spoiled brat's temper tantrum.



The best time to find out why the PD believes in a weekly gathering of the troops. "Not only are meetings provide a group forum, where people have the freedom to express themselves and lend ideas to the team effort. We've tried to create a relaxed, yet professional working environment."

Understanding can also be achieved through regular staff meetings. Some PDs feel they don't need to do this. But Jim is one of those who believes in a weekly gathering of the troops. "Not only are meetings provide a group forum, where people have the freedom to express themselves and lend ideas to the team effort. We've tried to create a relaxed, yet professional working environment."

Assembling The Troops

And he also advised that it's a good idea to look before you scream. "Finding out why someone on-air did something wrong is important. You've got to have a logical discussion. Lambasting him with a laundry list of negatives isn't going to do the trick. Personalities are going to make mistakes. I always try to point out the positive rather than take a negative approach."



R&R FRIDAY, NOVEMBER 29, 1985/37

Jim Nelly

"Everyone here is treated like they matter because they do. It shows up on the air."

— Jim Nelly

Continued on Page 38

Jim also talked about the need to encourage your staff to be innovative. "Radio is definitely a business for leaders with new ideas, not for followers. What worked in 1985 will work in 1986 if properly applied. And that includes making your staff feel proud of what they're doing." Kevin added, "One-on-one communication is most important. Spend time with your staff and have compassion for their problems and personal goals.

"Show them you care about their work and don't be afraid to pat them on the back when they do something right. This will accentuate the positives. It all comes down to this: They're in this business because of self-esteem and you can't walk on either area and expect good performance."

Pat On The Back

The KXGO airstaff and sales department work extraordinarily close with each other. Jim takes advantage of this relationship by using it as an airstaff incentive. "Many of our folks not only handle an airstaff but work with the sales and marketing. Cash bonuses are a definite. In fact, all of the employees are handed out to them for good ideas which are used or if they bring in a new client who signs up for air."

Motivation:

Continued from Page 37

time. It's sort of a finder's fee."

Kevin also believes extra dollars go a long way toward motivating a staff. "Everyone wants perks or incentives to make extra money — even those making the biggest salaries. We do a lot of outside live appearances. I always try and see to it that the air talent who don't make as much money as those in the drive shifts are given the chance to make outside dollars.

"I work it on a rotating system, where they can make weekend appearances for the station at client outings and some station functions. I believe in paying my people whenever they're asked to appear. The only exception is a major station function, where everyone is asked to show up."

Many on-air people can earn extra money in the production studio. Kevin encourages his people to get their own clients and hustle whatever voiceover work is available. "I even let them have free use of our studios, minus tape and materials, to make it easy for them. This can mean a lot of money to those able to turn out good voiceover at a substantial savings to their profit margin on each project."

But what about those on-air personalities who don't turn out dynamic commercials? Kevin doesn't leave them out in the cold.

"Extra duties for extra money are always made available whenever I can work it out. The trick is to recognize the self-starters. Each staff person should feel that something beyond his airshift is his baby. It really adds to his sense of responsibility and pride."

Another commonly-used monetary incentive is ratings growth. As Kevin noted, however, there are pitfalls in this concept. "One guy might suffer because of diary weighting, while others might benefit unfairly. The team effort is most important to me, so I'd rather hand out an increase for what the team accomplishes."

"Intimidation is the biggest motivation deterrent. Anyone who is too intimidated to flex his creative muscles faces limited learning potential in that particular job."

Positive Influence

If you've ever worked at a station with a small budget, less-than-adequate equipment or a limited signal, then you know what effect these things can have on the work-

ing environment. Jim discussed how his station's big-city attitude, combined with a recent technical upgrade, had a positive influence on everyone.

"While Eureka may not be a major market, we try and create as professional an atmosphere as we can. This is a high-energy CHR, which sounds better than many big-city outlets. We may not have all the dollars to give away on a consistent basis like a major market, but we do what we can. Everyone here is treated like they matter because they do. It shows up on the air."

"We all feel great about our recent upgrade from 242 watts to 100kw, which occurred when we moved from 93.5 to 93.1 MHz. Putting out the money on twin 20kw transmitters and everything else that goes with such a change showed a lot of commitment to our product. Our coverage area is enormous now. It was a real shot in the arm for everyone."

As 1986 approaches, it might be a good time to re-evaluate the relationship between you and your staff. After all, every situation can be improved. Do all you can to ensure a positive working environment. Remember that no one person is totally responsible for the station's overall success or failure. It's a team effort. And that should be your number one goal in the coming year.

YOU'RE ON THE AIR

Sound Different In 10 Seconds Or Less

What constitutes personality? Is it more talk or less words with more meaning? **WKSE/Bufalo** Operations Manager/PD **Scott Robbins** put his thoughts on paper.

Dear R&R:

The dream of many a program director in America is how to teach on-air talent the importance of less talk without losing sight of the importance to sound different.

Being a personality in ten seconds is a true challenge to anyone. The concept alone makes one think before keying the mike switch. "What will I say?" is one question which comes to mind. However, the real question should be, "How will it be said?"

The approach is one of control, yet it should never sound prepared. I've heard many a station where humans exist but true personalities don't. Liner cards are read without excitement and intensity. The overall sound is therefore bland and lifeless.

Mr. PD, make your air talent fully understand that people turn on your (CHR) station primarily for your music. The biggest irritants are commercials and excess talk. Those stations enjoying the most

success have great music, combined with great personalities and exciting promotions. Personality radio does not mean more talk.

Your own personality can shine through in the same manner you would say hello to a friend. Think about it. Who are you trying to impress by talking up a 32-second intro when you really have nothing to say? You? Your girlfriend? Your peers?

When you stop down for spots, say what you gotta say and move on. Limit your break to 15 seconds or less and, for God's sake, be creative; don't read cards. Use the card info as the foundation for your own style.

It's really terrific when I come into the competition and find we say more in ten seconds than they do in 30. Less is more? You bet! Less talk and more personality wins!

Sincerely,
Scott Robbins

MOTION

Larry Green exits mornings at KIDN/Pueblo for the same at WCKN/Greenville, SC, as afternoon driver Jim Wilson gets boosted to MD. Meanwhile, Scott Summers comes in to rock WCKN nights from WKZQ/Myrtle Beach. Q92/Rochester overnight man Terry Clifford moves to middays at neighbor WBFB, as 98PX/partimer Alicia King steps in to replace him.

Denis Prior joins WL0L-FM/Minneapolis for afternoon drive from WTIX/ New Orleans. "The Beak" is new to evenings at KIKX/Colorado Springs from WKTT/Boston. Eric Page exits WSKZ/Chattanooga for overnight work at Q107/Washington. WZOZ/Ontario, NY welcomes News Director Phil Kellerman. Ralph Lockwood returns to mornings at CKGM/Montreal. WIXV/Savannah ups midday personality Jon Allen to MD, as WZYQ/Frederick's Boom Boom Cannon joins for nights. Diamond Dave takes overnights, and WIXV PD Bill Weston shifts to afternoons.

Happy First Birthday to 95XXX/Burlington, VT. WFXZ/Saginaw will switch from CHR to AOR with PD Kim Travis remaining at the helm. Dave North slides into weekends at KBIM/Roswell. Q101/Meridian evening personality Todd Berry is upped to Assistant PD/middays; overnighter Chris Garrett takes over 6-10pm. WKAU/Appleton-Oshkosh PD Ron Ross moves from middays to mornings, night rocker Davey Scott takes over middays, and partimer John Reynolds is upped to fulltime nights.

KKRD/Wichita news reporter Kent Grishan is named News Director.

"D.A. The Rock 'N' Roll DJ" segues from afternoons to morning drive at KZOZ/San Luis Obispo. Mark Todd is new to middays at KWK/St. Louis, formerly of KMEL/San Francisco. WSKZ/Chattanooga introduces its new morning zoo: OM Greg Schaeffer, former 6-10pm jock Jay Scott, and David Hughes, the former PM driver from sister AM WGOW. Sam Jackson is the new PD and Mark Hamilton is the new MD at KRQK/Santa Maria,

CA. WJJD/Chicago welcomes Clark Weber to morning drive.

KCAQ/Oxnard-Ventura evening personality Greg Williams gets the boost to MD. The rest of the lineup includes PD Randy Robbins, Michael Stevens, and Lori Brooks as the morning zoo; Gwen St. John 10am-2pm; Bill Alexander PM drive; Steve Chase 10pm-2am; Brandon West overnight. Weekenders include Christopher Lance, Rod West, and John Arnold.

BITS

• **What's The Password?** — KDWB/Minneapolis is announcing a new "password" each hour, and then calling around town to find someone who knows it. If the household has been listening, they get \$5000 for repeating the password. If they also know the "Phrase That Pays," which is announced every morning, they win \$10,000.

• **Keep Loggin' At It** — WAVA/Washington is giving away \$10,000 to listeners who pay attention. One lucky listener caught air personality Don Geronimo slipping up on WAVA's "seven in a row" rule, and called in to win \$10,000. WAVA promises seven songs in a row, and if it doesn't come through, the station pays!

• **Searching For Stars** — KBFM/McAllen-Brownsville is sponsoring a "Search For Stars '85" at a local club. Listeners audition for a Saturday morning panel in order to perform Sunday night in the categories of Male/Female Vocalist, Dancing Duo, Models, and Comedy. All winners

receive \$50, and are entered in the semifinals. Semifinal winners receive \$100, and final winners receive \$250. In addition to the prize money, KBFM will help final winners put together an audition tape for the "Star Search" TV show, and send them to L.A. for the tryouts.

• **Y106 To The Rescue** — Y106/Orlando's Breakfast Flakes, Jeff Cohen & Bill Cross, weren't flakey about helping out a family in need earlier this month. The husband, who was out of work, had tried several jobs in many states and finally decided Orlando would be the best place for his two children. It took him and his wife over a year to save up \$640, and in a fluke accident, they left it at a phone booth upon arriving in Orlando. When they went back to find it, the money was gone. Y106 read about the family in the newspaper, and immediately opened their phone lines for contributions. In two hours \$800 was raised. The family also received offers for housing and job prospects from helpful Orlando residents.



A \$10,000 STICKER — KTKS/Dallas gave away \$10,000 to Cindy Williams (l) for displaying a new "KISS FM" bumper sticker on her car. Other winners in the "\$106,000 Sticker Switch" have received TVs, VCRs, concert tickets and, of course, cash. Handing over the check (r) is KTKS air personality Billy Hayes.



AHH, THE BILLBOARD LIFE — KWES/Midland-Odessa air personality Mark Allen mounted his own personalized billboard and set up residence for two weeks. Temperatures ranged from 101-106 degrees the entire time, but Mark weathered the blistering heat to raise over \$10,000 for MDA. He collected donations by lowering a bucket from the billboard to contributors.



STUNT BABY STUNT — This is bizarre. When the "stunt baby" (doll) on "Miami Vice" was kidnapped as a prank by the show's crew, WSHE/Miami morning team Jim McBean and Skip Herman held auditions for a replacement. The dolls went through rigorous tests, being dropped from a 50-foot-high cherry picker onto a trampoline and run over by a truck. The winner was "Eval Weavel," who had arrived being dragged on a rope behind a motorcycle. From left, McBean, two Vice staffers, actor Michael Talbott ("Switek"), and Herman.



AND THIS LITTLE PIGGIE WAS MARKETED BY KSHE — The hottest Halloween costume in St. Louis this year was a full-head mask of KSHE/St. Louis mascot "General Sweetmeat." A 2000-unit run of the \$34.95 latex creation has already sold out. Kincaid & Co. Entertainment Services (314-394-0277) is the manufacturer of the latest in a line of station merchandise known collectively as "KSHE Stuff."



SON OF A GUN — At WCKG/Chicago are (l-r) Chrysalis regional rep Mark Diller, consultant Lee Abrams, Simon F., and PD Don Davis.



MORE THAN JUST ANOTHER PRETTY FACE — Ever been told you have a face made for radio? WBCN/Boston Assistant PD Bob Kranes never hears that. His chiseled features will grace the February issue of Playgirl, along with the mugs of 12 other programmers and air talents. At the shoot are (l-r) studio manager Susan Makepeace, Handsome Bob, art director Kathleen Gates, and photographer Eric Roth.



THE ICEMAN COMETH — Cooling off while delivering Billy The Kid's "When Hell Freezes Over" to WKLS/Atlanta are Al Moss of the Wynn Jackson Organization, wrestler Michael Hayes, PD Bill Wise, and MD Bob Bailey.

SEGUES

KLZR/Lawrence will be switching to the Satellite Music Network's "Rock 'N' Hits" format in early '86 ... WHJY/Providence MD Glenn Stewart is upped to Assistant PD. Also, subject to obtaining permanent resident status, 'HJY PD Ian Grace will not be returning to his native Australia as previously announced ... KRNA/Iowa City names Steve Kosbau MD and Dawn Singleton Promotions Director.

WXLN/Davenport makes Gary James MD, and takes on J.J. Scott for middays and Gene Olsen for afternoons ... Katy Manor, ex-KROQ/Los Angeles, joins 91X/San Diego mornings ... WQBK/Albany ups part-timer Mary Brace to overnights ... KKGK/Anchorage PM driver Larry Mondello becomes PD of Country KRKO/Fairbanks ... Brad Phillips is new to K97/Edmonton mornings ... Nate Beaton is appointed KSJO/San Jose Promotions Director ... Marianne Stone joins KRQR/San Francisco as Programming/Promotions Assistant.



ANGLOFLAKES — Recognize the beautiful English countryside behind (l-r) WRKI/Danbury "Morning Flakes" Buzz Knight and Tim Scott, pictured with guitar viz Steve Howe? The wake-up duo recently did their show from swinging London for a week.



DONNA BRAKE

WYNY'S HARRIS AND HARRIS

Creating A Morning Team

Finding the right personality (ies) to build a morning show can be the most formidable challenge a PD faces. Unless he or she is lucky enough to land at a station where the morning show is a market institution that's still post-

ing incredible ratings.

WYNY/New York PD Denise O-

her knows firsthand what a

challenge the personally search

can be. This year she created her

second morning team when she

hired WHCN/Hartford's Paul Har-

ris and WAPP/New York's Rick

Harris to form Harris and Harris.

(Denise's first morning combina-

quivers at AOR WWDJ/Washing-

ton.) The guidelines she followed in

selection were Howard Stern and Robin

Williams' first morning combina-

tion. "I'm looking for a team. I'm

personally prejudiced in favor of

"teams," she said. "In fact, the first

thing I did was look for another

person, preferably a woman. I was

working with Dan Daniels who was

doing mornings. We couldn't find

anybody's having trouble finding

morning talent. That's compound-

ing because I had to find morn-

ing drive talent who would be con-

positive in New York against the

likes of Don Imus and Scott Stan-

non. The fact is a lot of acts have

already been done here. You can't

be the obnoxious guy on the dial

thought of Paul and Rick because

they had the same last names as

well as similar senses of humor.

The next step was to test them in a

natural environment to see how

they would react to each other. She

invited both of them to dinner at

the same time and pretended it

was accidental. Happy about the

way the evening went, Denise de-

termined to have them do an audition

PROGRESS

than just pretty funny."

and quality people who are better

something different. You have to

'Zoo Team.' So you have to do

when you're up against Howard

Stern. And you can't be a 'zoo

team' when you're up against the

natural environment to see how

they would react to each other. She

invited both of them to dinner at

the same time and pretended it

was accidental. Happy about the

way the evening went, Denise de-

termined to have them do an audition

and realized that Denise was up to at

the time.

The team was hired and did a

week of trial runs until their late

July debut. So how's the team com-

ing along? Denise said, "They

both have a hip, off-the-wall kind of

humor rather than that joke-ser-

vice, chuckle-a-minute style.

Another important thing is that not

only are they a team, but they're a

team of equals — which is very

rare. Usually there's a star and a

sidekick. This is not a Stern-Quit-

show or Imus-McCourt. The whole

show is like a conversation be-

tween them. They also use the

phones quite a bit, which is some-

listeners.

Harris and Harris have also been

playing matchmakers of late, con-

cluding their own "personals" on

the air. They plan to put the

couple's together on a huge blind

date and take them to the Broad-

way show "Personals." With WNY

being the Dr. Ruth flagship, Harris

and Harris have taken advantage

of that association by playing the

Dr. Ruth Game of Good Sex with

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way show "Personals." With WNY

being the Dr. Ruth flagship, Harris



LON HELTON

COUNTRY

Introducing: The 1985 Number 1 Club

We all know that in today's marketplace a station's real success is measured by how well it does in its target demos. Country outlets can feel good about placing fourth or fifth 12+ when they're number one or two 25-54. Knockin' 'em down 25-54 means you've done the job you set out to do. You can be relatively content.

But deep in the heart of all program directors exists the secret desire for total dominance. They lust for that symbol of overall superiority which signals to the world they've transcended the format and have become that which is so elusive: Number 1 12+!

OK, so this is oversteating the case — but methinks not by much. This week and next we'll salute those in the top 100 who've climbed that mountain in 1985. The stations profiled either began 1985 with top Arbitron ratings from the fall '84 book (which were released in January '85) or reached the summit in spring '85.

WAMZ/Louisville: Wearing The 12+ Derby Roses

PD Coyote Calhoun and his group were certainly howlin' through '85 with winning 12+ showings in both the fall '84 and spring '85 books.

WAMZ is a station which plays three in a row but doesn't skimp on the personality. "It's after the three-in-a-row that our personality comes out," says Coyote. "Between sets the jocks are free to do what they want. I don't mean two-minute bits, but I want them to sound like real people, not a Beautiful Music station. I want them to stand out."

Sounds to me like the entire operation is outstanding.

KFDI-FM/Wichita: Top-Notch Linemen

KFDI-FM took top honors 12+ in both the fall '84 and spring '85 sweeps. Not only that, but it has to be very happy with the trends over the last year and a half. Since the spring of '84, KFDI-FM has gone 10.5-12.6-15.2 12+. The demos look mighty fine as well, showing the station as the market leader both 18-49 and 25-54 this past spring.

KFDI-FM is more of a "full service" FM than a jukebox. Personality, promotions, community involvement, and a steady diet of remote broadcasts makes this FM different than most around the country.



Coyote Calhoun

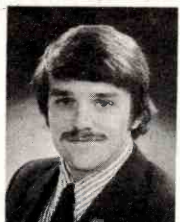
John Speer

Don Langford

Billy Parker



Allen Power



Phil Hunt



Don Bell



Edd Robinson

PD John Speer was unavailable as this was written, so MD and six-year station vet Gary Hightower offered his thoughts on KFDI's success. "Winning requires a combination of a lot of things. In our case it's not only doing all the right things but also doing all of the little things right."

While KFDI-FM has been extremely strong 18-49 and 25-54 for years, its strong 12+ showing is only a recent phenomenon. Asked why, Hightower said, "It's because of the increased community involvement. We've been more visible in the last couple of years than we've ever been before, and that's coincided with the 12+ rise."

KRAK/Stockton: Regional Radio Lives!

You read it right. KRAK/Sacramento is the champion in Stockton, CA, a market some 30 miles away. Being 12+ in any rated market is no accident, and KRAK actively woos the Stockton listener. Interestingly enough, KRAK was originally licensed to Stockton, but after the move to Sacramento, the station still felt a need to continue to be involved in the area. KRAK PD Don Langford said his station

still updates Stockton weather, closely watches news from that city (until recently KRAK even had a Stockton news bureau), and still broadcasts a number of remotes from Stockton. KRAK just completed a major promotion with the Stockton police and sheriff's department. It also works closely with the University of the Pacific in Stockton on a variety of events.

Don pointed out that "KRAK is one of the few truly regional stations in America" doing well in a number of surrounding markets.

KVOO/Tulsa: It's No. 1 And Oil's Well

The spring '85 ARB marked the third consecutive book that OM Billy Parker and his KVOO gang have been number one 12+. The reason for the station's continued popularity is primarily consistency of product. KVOO knows exactly what it is and who it's aimed at. "KVOO is a real Country station," says Parker. "By that I don't mean 'gutbucket,' but we're a station that not only plays the country hits and a ton of gold, but we also play the new hits by the new artists."

Of KVOO's success Parker adds,

"Bein' an AM radio station, I'm extremely proud that we can be in the 12+ winner category. We're forced to be aggressive and try to get better because the good programmers in this market keep us on our toes. For the rest of this decade and on into the next we have to do better radio than the next guy to succeed."

WSOC-FM/Charlotte: Perennial Pacesetter

WSOC-FM has consistently topped the Charlotte market the last few years and the fall '84 Arbitron again showed it number one 12+. Overseeing this dynasty since 1974 is OM Don Bell. Starting on the air in '74, Bell became PD a year later and OM in '76. He was out ill as this was being put together, so WSOC MD and 18-year market veteran Edd Robinson explained why he felt 'SOC has done so well 12+.

"We've always made WSOC fun to listen to. All of the elements are presented in a manner which makes you want to listen. The music has always been presented in kind of a fun way, too. We have a good time with what we do while always being extremely professional."

WESC-FM/Greenville- Spartanburg, SC:

Longevity = Loyalty

WESC-FM was the 12+ topper in the spring '85 book, in addition to being number 1 25-34. Allen Power's first job at WESC was as a summer intern at age 13. His career at the station began in earnest five years ago when he was named Production Manager. Since then he's held down most of the airshifts at the station; two months ago he was named PD.

Power believes the station is number one 12+ because of its "incredibly loyal audience. WESC has been on the air 20 years. We're a modern-sounding, tightly formatted station that's remained very comfortable to listen to. Part of our 'comfort' and consistency revolves around morning man Bob Hooper, who has been on the air the entire 20 years we've been Country.

"People are loyal to us because we honestly care about the listeners and program to them. That's in opposition to what a lot of stations do. Part of the problem today is that stations get too format-oriented instead of listener-oriented. They try to sell their listeners a bill of goods they (listeners) may not really like.

"Greenville is not a particularly 'country' metro. It's a good market for country music but the country lifestyle does not dominate the marketplace. WESC transcends the format. We have a lot of listeners who don't necessarily love country music but they like the way we do things."

KSSN/Little Rock Is Arkansas

KSSN reached the magical position in the fall '84 book. Not only was it number one 12+, but its 15.4 was the second highest 12+ share in the station's Country history.

Phil Hunt joined KSSN in February '83 and has been PD since January '85. In the five years the station has been Country, Phil says it's "integrated itself into the lifestyle of Arkansas. We position ourselves as the station of the state. In the past we've even used the slogan 'KSSN Is Arkansas; Arkansas Is KSSN.'"

"The secret of this station has been to provide the listeners with a recognizable 'thing' that they can identify as theirs. We try to create the essence of 'now' in this radio station and to never become complacent. We always try to outdo ourselves in every aspect of our business. You always have to give 'em something to come to the station for. Give 'em now — that's radio."



SHARON ALLEN

NASHVILLE THIS WEEK

CMA Announces New Leaders

RCA VP/Nashville Joe Galante will serve as Chairman of the Board of the Country Music Association in 1986. And the new President of the association is CBS/Nashville Sr. VP/GM Rick Blackburn.

The CMA's 37 directors recently elected 26 officers to serve a one-year term and work with the directors in establishing policies and projects for the organization. Officers who will serve with Galante and Blackburn are: Executive VP Dick McCullough, Senior VP Jim Fogelson, Vice Presidents Bruce Hinton, Tom Collins, Stan Moress, Jack Walz, Al Greenfield, Joe Sullivan, Dean Kay, Jay Morgenstern, Jim Schwartz, Richard Sterban, Louise Mandrell, Tandy Rice, Kevin Metheny, Jack Eugster, and Freddy Bienstock. International Vice Presidents are Greg Rogers and Nick Erby.

Other officers are: Secretary David Skepner, Assistant Secretary Marty Feeley, Treasurer Tony Conway, Assistant Treasurer Bill Luther, Sergeant-at-Arms Dick Gary, Historian Kathy Gangwisch, and Assistant Historian Hap Peebles.

The first meeting for the new CMA Board will be January 23-24 in London.

Reed Movie Premieres

You know Jerry Reed as a singer, songwriter, actor, and instrumentalist.



BROTHERLY LOVE??? — Jerry Reed (left) and Bo Hopkins engage in a little brotherly sparring in the new movie "What Comes Around."

With last week's premiere of his new movie, "What Comes Around," Reed can also add director and executive producer to his list of accomplishments. Starring Reed, Bo Hopkins, Barry Corbin, Arte Johnson, and Nashville actress Esther Huston, the film was shot in and around Music City by Jerry Reed Productions.

"You are going to be so proud of Nashville, Tennessee's talent," Reed told a packed theater prior to the screening. "These people did and meant so much to our movie." Reed and master of ceremonies Ralph Emery acknowledged those in the audience who were involved in the film, and over two dozen people stood up, including Reed's daughters and band.

In the movie Reed portrays Joe Hawkins, a country entertainer who is tired, doped, drunk, and manipulated by his crooked manager (Barry Corbin). His younger brother, played by Bo Hopkins, kidnaps him and helps him get his life in order. Then the two set out to get even with Corbin for his dirty deeds.

With the exception of a few technical procedures, Nashville can take a bow for the film. Not only did Reed serve as director and executive producer, he wrote most of the soundtrack (to be released by Capitol) and is distributing the film in cooperation with the Alpha Five Group. His Nashville company TSC Video handled the bulk of the production.

Proceeds from the Nashville premiere will go to benefit the Middle Tennessee Exchange Clubs Center for the Prevention of Child Abuse.



THE HAIR CUTTING SINGER — Ray Stevens gives Owensboro, KY contest winner Rob Richeson a haircut. Richeson and Ann White from Oklahoma City, OK won trips to Nashville, which included haircuts, Opry tickets, and other prizes, as part of the promotion/contest surrounding Stevens' "The Haircut Song."



HERE'S TO YOU — Dottie West and Jim Halsey Co./CEO Jim Halsey toast their new association. The new contract calls for Halsey to represent West in all areas worldwide.

Bruce Wins Role In James Movie

Ed Bruce will join Johnny Cash and Kris Kristofferson this week in filming an NBC-TV movie, "The Last Days of Frank and Jesse James," which is being filmed in middle Tennessee. Cash and Kristofferson will portray the notorious outlaws while Bruce becomes Major Edwards, "the teller of the tale." Appearing as the James brothers' friend, Bruce is the first and last voice heard during the movie.

As you know, the RCA recording artist is no stranger to acting. He played James Garner's sidekick in the 1982 TV series "Bret Maverick," as well as appeared in the 1980 mini-series "The Chisolms." He's also host of the Nashville Network's "American Sports Cavalcade." Just before he started working on this movie project he was in Houston guest-starring in a new NBC mini-series called "Dalton."

BITS AND PIECES: The Music Country Radio Network will present a four-hour documentary salute to the Grand Ole Opry November 28 from 9pm-1am CST. It will feature interviews and vintage performances, including a 1939 performance by Roy Acuff ... Ricky Skaggs will host the caroling and tree-lighting ceremonies which kick off the Country Music Hall of Fame and Museum's third annual Country Christmas Celebration December 1 at 5:30pm. Also scheduled to participate in the festivities are Skaggs's wife Sharon White, WSM Walking Crew host Gerry House, a bluegrass band called the Grass Who and a surprise Santa Claus, identified only as a Hall of Fame member ... Barbara Mandrell just completed a national TV and radio public service campaign for safety belts, produced for the U.S. Department of Transportation in conjunction with the National Safety Council and the American Academy of Orthopaedic Surgeons through New York's Grey Advertising ... Just before they were about to leave on their planned fishing expedition to Peru, Lacy J. Dalton and the Nashville Network's "Country Sportsman" crew were advised not to go owing to a recent bombing of an American embassy in Peru. So instead Lacy and the crew went fishing in Bonaire, located in the Dutch West Indies, just north of Venezuela in the Southern Caribbean Seas ... The Charlie Daniels Volunteer Jam has a new time and place. Instead of taking place at Nashville's Municipal Auditorium in early

winter, Volunteer Jam XII is slated for July 12 in Nashville's new outdoor amphitheater ... Lionel Richie was in Nashville last week to have Alabama sing harmony on a cut on his upcoming album. The song is called "Deep River Women." Just thought you'd like to know!

NASHVILLE IN MOTION



David Frizzell

David Frizzell and his manager Gary Clawson just formed America Records. Their debut release is Frizzell's "She Ain't Whistlin' Dixie" b/w "All That I Am." The address is P.O. Box 120789, Nashville, TN 37212 ... Nashville's **Complete Entertainment Corp.** has added a book publishing/agency division. The first release is Larry E. Wacholt's "Inside Country Music," which will be released in March 1986 ... Larry Ray just formed Larry Ray & Associates. The address for the new management firm is 401 Park Place, Suite 207, Kirkland, WA 98033 ... The Indian River Boys signed with **Bette Kaye Productions** for bookings ... Georgia-based artist Lanier McKuhen just signed with Nashville's **Soundwaves Records** ... Newly elected officers for the **Nashville Association of Talent Directors** are: President Sonny Simmons of Century II Promotions, First VP John McMeen of the Short Lavender Talent Agency, Second VP Tony Conway of Buddy Lee Attractions, Secretary Sandy Rice of Top Billing, Treasurer Billy Deaton of Billy Deaton Talent, and Sergeant-at-Arms Dave Barton of Linemelters, Inc. ... Lyn Gillespie is the new Executive Director for the **Nashville Music Association**. She is currently at **MTM Music Group** working in production and marketing, and will assume her new post in mid-December. Gillespie formerly worked for the NMA as Special Projects Coordinator.

WHO'S NEW

As was the case a couple weeks ago with Billy Joe Royal, RCA's Michael Johnson is not new to the music industry. He's just new to the country charts, with his current duet with Sylvia, "I Love You By Heart." As you'll recall, Johnson gained popularity with hits such as "Bluer Than Blue," "Almost Like Being In Love," and "This Night Won't Last Forever."

A native of Denver, Johnson began learning to play guitar at age 13 with his brother Paul. While in college he won first prize in a CBS-sponsored amateur contest and received a recording contract on Epic. At 21 he traveled to Barcelona to study with classic guitarist Graciano Tarrago for a year.

Upon returning to the states he toured for a year with the (Chad) Mitchell Trio, which included another aspiring singer/songwriter, John Denver. The two collaborated that year while performing in 191 cities. While in New York, Johnson saw a stage production of "Jacques Brel Is Alive and Well and Living in Paris." Feeling he "just had to be in that show," Johnson began an acting career, performing with "Jacques Brel ..." for a year in New York, Los Angeles, and Chicago.

Returning to his music, Johnson signed with Atlantic in 1971 and released the album "There Is A



Michael Johnson and Sylvia

Breeze." Self-produced LPs "For All You Mad Musicians" and "Ain't Dis Da Life" followed before he began working with Nashville producers Brent Maher and Steve Gibson in 1978. These sessions yielded "Bluer Than Blue" and "Almost Like Being In Love."

His next LP, "Dialogue," spawned his third major hit, "This Night Won't Last Forever" and his first international gold record for "I'll Always Love You." This year he once again teamed with Brent Maher on the duet with Sylvia and soon after was offered an RCA contract. His Nipper debut album is scheduled for release after the first of the year.

MARKETPLACE

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 Special Issue #5-68 features NEW YORK! CHRs WAPP & Z100, Oldies WCBs-FM, AOR WNEW-FM, and A/Cs WPIX, WNBC & WLTW. Cassette, \$5.50
 Special Issue #5-69 features BALTIMORE, with CHRs B104 & K106, AOR WIYY, Urbans V103 & WVVW-FM, A/Cs WYST-FM, WFBR & WYST. Cassette, \$5.50
 Classic Issue #C-61 features WLSJ/J. Jeffrey-1972, KFRC/Dr. Don Rose-1976, KHJ/Larry McKay-1974, KFVB/Lohman & Barkley-1968, WRKO/Johnny Dark-1976, KHJ/Bobby Tripp-1967, 10Q/Willy B.-1978, KKDJ/Russ O'Hara-Rich Brother Robbin-1974. Cassette, \$10.50
 Current Issue #67 features KBZT/Mike Novak, Detroit's WHYY/Bobby Mitchell & WCZY/Dick Puritan, KMGG/Charlie Fox, Buffalo's WKBW/Dan Neaverth, KIS/Big Ron O'Brien, KRLA/Real Don Steele, WBSB/Brian & O'Brien, Philly's WCAU-FM/Terry Young & WZGO. 90-minute cassette, \$5.50
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OPPORTUNITIES

OPENINGS

Rock & Roll powerhouse seeks energetic afternoon drive. Rare opening. T&R: Dave Krusenklau, WKQG-FM, Box 100, Lexington, KY 40590. EOE M/F (11-29)

Immediate opening. PM shift for energetic female, FM Country. Must want to have fun. C&R: Jay Christian, PD, WGKX-KJ, 106, 5900 Poplar Ave., Memphis, TN 38119. EOE M/F (11-29)

100 kw Country FM seeks skilled production/promotion & music professionals. Little Rock market. T&R: KFKE, 920 Commerce, Pine Bluff, AR 71601. EOE M/F (11-29)

Country powerhouse needs afternoon man. Work in VA's beautiful Shenandoah Valley. T&R: Randy Woodward, Q102, Box 2869, Winchester, VA 22601. EOE M/F (11-29)

CREATIVE PRODUCTION WIZARD

Group flagship young adult station needs a world-class production talent. Station is #1 in top 10 Sunbelt market with proven track record of creativity. Writing and administrative skills are basic. Send aircheck, resume and references. This is a career move, not another job. Radio & Records, 1930 Century Park West, #191, Los Angeles, CA 90067. EOE

Newsperson for AM drive. Must be professional, conversational, witty. Three years' experience. T&R: Hunter Herring, 2234 Airport Blvd., West Columbia, SC 29169. EOE M/F (11-29)

KLBJ seeks Production Director with multitrack experience. T&R: PD, Box 1209, Austin, TX 78767. EOE M/F (11-29)

High-profile E2 station seeks talented announcer with the personal touch. T&R: Mr. Sapp, Box 1717, Spartanburg, SC 29304. EOE M/F (11-29)

WXOR has immediate openings for rock & roller with production skills. Rush T&R: Kris Kelly, Box 1356, Jacksonville, NC 28541. EOE M/F (11-29)

PD. Music of your life format. So. FL. T&R: Jim Chaplin, GM, WIRA, Radio, Box 3032, Ft. Pierce, FL 33448. EOE M/F (11-29)

Possible all-night show. 100 kw CHR, A/C in So. FL. BIU jocks desired. T&R: Bill James, WOVV, Box 3032, Ft. Pierce, FL 33448. EOE M/F (11-29)

ND wanted. WANS (Greenville/Spartanburg, SC). Top rated CHR needs morning drive anchor. Good writing skills & personality a must. Bill McCown: (803) 224-3424. EOE M/F (11-29)

A rare news opening in the Bear O'Brian morning show on WCGO. Immediate opening. T&R: Ralph Carroll, WCGO, Box 1537, Columbus, GA 31994. EOE M/F (11-29)

A fresh morning announcer is needed in the first quarter '86 in Middle GA. Must have love for Country & strong, dependable track record. T&R: Kenny Burgamy, WDXM/WKMS, Rt. 6, Box 735, Macon, GA 31201. EOE M/F (11-29)

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Alexandria A/C needs mature-sounding newsperson with experience. We also need PM drive jock. Rush T&R: PD, KISY, 92 W. Shamrock St., Pineville, LA 71360. EOE M/F (11-29)

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WHYT/Detroit, A Capital Cities Communications CHR station, has 2 prime, fulltime openings.

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Needed immediately! Afternoon drive person for EZ A/C AM. T&R: Fred Brooks, KSCJ, Box 1379, Sioux City, IA 51102. EOE M/F (11-29)

Radio station manager for Cadillac, MI. Strong sales & management with radio experience. Donald Benson: (517) 321-1763, evenings. EOE M/F (11-29)

OUTRAGEOUS

7-12 AOR personality for Top 50 market. AOR music background a must. Excellent company. Music Director potential for right person. Send T&R to Radio & Records, 1930 Century Park West, #189, Los Angeles, CA 90067. EOE.

Upper MJ's "Hot Rockin'" Q107. 100 kw CHR needs air/production/news talent. T&R: Dan Stone, WMQT, Box 467, Ishpeming, MI 49849. EOE M/F (11-29)

Hit 101 FM seeks drivetime personality. Dominant FM CHR. Great college town. C&R: Ted Jacobsen, KRRO, #80 & N. Dubuque St., Iowa City, IA 52240. EOE M/F (11-29)

Strong production, experienced air talent. Good pay, excellent facilities, growth potential. C&R: OM, KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. EOE M/F (11-29)

ND/anchor for medium market FM near Chicago. Emphasis on developing local stories. T&R/salary requirements: Craig Jacobus, 1605 Colonial Pkwy., Inverness, IL 60067. EOE M/F (11-29)

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Someone who is team-oriented, strong writing, and air skills. A leader, 3-person staff. Small market but highly competitive. Good money and good benefits! Send T&R to Radio & Records, 1930 Century Park West, #186, Los Angeles, CA 90067. EOE.

A/C FM, medium market, 45 miles from Chicago. Seek experienced morning announcer. T&R: Craig Jacobus, New Horizons Comm., #605 Colonial Pkwy., Inverness, IL 60067. EOE M/F (11-29)

Chief engineer needed. Some air responsibilities. Also, CHR rocker, air duties. One year college needed. C&R: Dawn Whitaker, Box "C," Athens, OH 45701. EOE M/F (11-29)

New MI medium market needs sales staff. Start 7/86. Resume: GM, Patten Corp., Box 2150 Southfield, MI 48037. EOE M/F (11-29)

Now accepting applications from up & coming talent for future openings. Hot CHR C&R: Eddie Auhon, PD, KC-103, Box 3486, Evansville, IN 47734. EOE M/F (11-29)

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EOE M/F / Local residents especially encouraged to apply!

OPENINGS

PD needed immediately in established Central WI station. Strong news/sports/farm. Administrative, promotion & people skills necessary. Jack Gennaro: (715) 424-1300. EOE M/F (11-29)

Country AM/FM CHR needs people for current & future openings. T&R: Carolina Communications, Box 1737, Sioux City, IA 51102. EOE M/F (11-29)

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Motivated? Enthusiastic? Self-starter? Not Save It! Yes? Send It! Future announcer/news openings. T&R: Steve Owens, KSOK, Box 917, Arkansas City, KS 67005. EOE M/F (11-29)



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.

ND/news personality needed to round out morning team. Lifestyle news & laughs a must. T&R: Ray Randall, 1910 E. Kimbrey Rd., Davenport, IA 52807. EOE M/F (11-22)

Sales/newsperson to manage long-established branch studio. T&R: Hayward Talley, WSMI-AM & FM, Box 10, Litchfield, IL 62056. EOE M/F (11-22)

Future A/C jocks needed. C&R: Chris Caine, 16 KCRG, 2nd Ave. at 5th St., Cedar Rapids, IA 52401. EOE M/F (11-22)

WEST

Needed now! Station manager with sales & programming experience. T&R: Paul Child, 600 Higley Blvd., Rawlins, WY 82301. EOE M/F (11-29)

OFFICE MANAGER

Radio Syndicator seeks office manager with good secretarial skills and bookkeeping experience. Must work well with others. Industry experience necessary. Call Kaila Okun (2-5pm) (213) 652-8710. EOE.

Future opening No. WY top-rated station. T&R: Kelly Gordon, 502 Blackburn, Cody, WY 82414. EOE M/F (11-29)

HOT CHR

"We're one of the country's hottest CHR FMs in one of the world's most exciting cities." We're looking for a morning entertainer that can blow this town away! Quick, to the point, reliable humor... Lots of drop-ins, phone bits fine... but the most important quality you'll need is... to have fun on the air and make it sound that way. RUSH tape & resume with references to: Radio & Records, 1930 Century Park West, #193, Los Angeles, CA 90067. EOE

OPENINGS

We're losing a jock to KYUU. Can you take his place? We're hot & you must be too! C&R: Kirk Clait, PD, KDON, Box 81460, Salinas, CA 93912. No calls please. EOE M/F (11-29)

Southern California Contemporary Needs

Morning Drive Personality or Team Entertaining. Adult-appeal communicator gets this opportunity. Send cassette aircheck, resume, photo, promotional material and salary requirements to: Calif. GM c/o Box 1290, San Bernardino, CA 92404. EOE

Parttime phone operators needed. Good phone manners, personable & bright. \$4.25 per hour, no employee benefits. For more information, Mary Ortiz: (408) 274-1170. EOE M/F (11-29)

CA coast A/C needs bright adult personality pro. Good working conditions. Rush T&R/salary requirements: Dan Armstrong, KVCB & KPGA, Box 787, San Luis Obispo, CA 93406. EOE M/F (11-29)

WANTED

Major Market Drive Time Talent

We need more than just a great jock. We need a great personality. If you relate to adult radio and have a minimum 5 years experience, apply NOW for January '86 opening. Cassette and resume to Radio & Records, 1930 Century Park West, #188, Los Angeles, CA 90067. EOE.

Good parttimers needed. Local pros encouraged to reply by phone. T&R: Dan Armstrong, KVEC & KPGA, Box 787, San Luis Obispo, CA 93406, or (805) 543-8830. EOE M/F (11-29)

Account Executive, KSMA & KSNI. Seek professional, self-motivated individuals. Existing list available. T&R: Joe Bayliss, Box 1240, Santa Maria, CA 93456. EOE M/F (11-29)

kzzu the zoo
970 AM

Work hard, play hard in one of America's finest regions. The Great Northwest! We are the 14th-rated CHR (a/h) in the U.S., according to the latest R&R Ratings Report. We offer good salary, good benefits, and great working atmosphere with a company that has purchased eight West Coast stations in less than 1 1/2 years. Send cassette and resume to KZZU AM/FM, Spokane, WA 99223 Attn: Bill Stairs. EOE M/F.

Christian AC. Top 10 market. Seeks seasoned, major market PD/news & personalities for future openings. T&R: Joe Michaels, KCMC/KCIS, 19303 Fremont Ave., Seattle, WA 98133. EOE M/F (11-29)

KPOP-FM, Sacramento's rockin' CHR seeks sizzling air/promotion talent. C&R/photo: David Gariano, 5301 Madison, #402, Sacramento, CA 95841. No calls. EOE M/F (11-29)

Morning air personality for small, Central CA market. Chance to move into additional responsibilities as interest & ability permit. Ann Zawils: (209) 935-1470. EOE M/F (11-29)

Adult Communicator

Experienced, career-oriented adult communicator for airshift and production in highly competitive market. Female encouraged. Cassette and resume to: Boxholder, P.O. Box 105, Boise, Idaho 83701. EOE

Rock 108
KFMG

ROCK 108 KFMG, Albuquerque's leading rocker, is looking for a premier morning talent. Minimum of five years experience, at least three in AOR. Must be personable, entertaining, informative and highly motivated, with good production. Cassette, resume and cover letter detailing morning drive philosophy to Tom Marshall, KFMG, 5601 Domingo NE, Albuquerque, NM 87108. EOE.

THE BOOKSHELF

371) THE GUITAR GREATS. John Tabler & Stuart Grundy Profiles based on in-depth interviews with masters of electric guitar, B.B. King, Eric Clapton, Carlos Santana, Pete Townsend, and 10 others. This fascinating book covers each artist's musical background, innovations, techniques, career, and private life, with definitive discographies. 192 pp.(P) \$10.95

342) A MUSICIAN'S GUIDE TO THE ROAD. Gary Burton This handbook covers what every musician should know about taking an act on the road. Written by the world-renowned vibraphonist, this easy-to-read guide is full of practical ideas based on Burton's twenty years of experience performing before jazz audiences. 154 pp.(P) \$7.95

310) HOW TO MAKE AND SELL YOUR OWN RECORD. Diane Sward Rapaport This brand new edition offers technical information, practical tips, and business guidance for self-production of record and cassette releases. Every aspect of a recording project is covered, from planning and budgeting through sales and promotion. Includes sample forms and worksheets as well as advice on raising money and negotiating contracts. 167 pp.(P) \$12.95

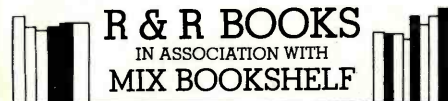
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303) MUSIC BUSINESS HANDBOOK AND CAREER GUIDE. David Baekerville, Ph.D. This is the required text in over 90 colleges and universities. Exhaustively thorough coverage of all phases of the industry divided in 7 parts: Music in the Marketplace; Songwriting, Publishing, Copyright, Business Affairs; The Record Industry; Music in Broadcast and Film; Career Planning and Development; Appendix (sample forms). 553 pp.(H) \$18.95

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BARBRA STREISAND "Something's Coming"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

ABC "Be Near Me"
POINTER SISTERS "Freedom"
BARRY MANILOW "In Search Of Love"
BRYAN FERRY "Don't Stop The Dance"

Modern Country

JOHN CONLEE "The Old School"
MERLE HAGGARD "American Waltz"
VINCE GILL "Oklahoma Borderline"
BARBARA MANRELL "Fast Lanes And Country Roads"

Century 21

Greg Stephens (214) 934-2121

The Z Format

SADE "Sweetest Taboo"
COREY HART "Everything In My Heart"
BILLY OCEAN "When The Going Gets Tough..."

The AC Format

SADE "Sweetest Taboo"
BARBRA STREISAND "Somewhere"
EL DeBARGE w/DeBARGE "The Heart Is Not So Smart"

Super-Country

BILLY JOE ROYAL "Burned Like A Rocket"
CHARLIE DANIELS BAND "Still Hurtin' Me"
EDDY RAVEN "You Should Have Been Gone By Now"
JOHN SCHNEIDER "What's A Memory Like You Doing..."

Concept Productions

Elvin Ichijima (916) 782-7754

CHR

SADE "Sweetest Taboo"
COREY HART "Everything In My Heart"
BILLY OCEAN "When The Going Gets Tough"

Country

MERLE HAGGARD "American Waltz"
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XT-40

KOOL & THE GANG "Emergency"
PAT BENATAR "Sex As A Weapon"
BILLY OCEAN "When The Going..."

Contempo 300

DIRE STRAITS "Walk Of Life"

Great American Country

VINCE GILL "Oklahoma Borderline"
GEORGE JONES "The One I Loved Back Then"
GLEN CAMPBELL "It's Just A Matter Of Time"
C. McCLAIN & W. MASSEY "You Are My Music..."

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

SADE "Sweetest Taboo"
MAURICE WHITE "I Need You"
BARBRA STREISAND "Somewhere"
STARSHIP "We Built This City"
C. CLEMONS & J. BROWNE "You're A Friend Of Mine"
EL DeBARGE w/DeBARGE "The Heart Is Not So Smart"

Your Country

CHANCE "She Told Me Yes"
JOHN ANDERSON "Down In Tennessee"
GEORGE JONES "The One I Loved Back Then"
WAYLON JENNINGS "The Devil's On The Loose"

Media General Continue

Hit Rock

NIGHT RANGER "Goodbye"
JELLYBEAN "Sidewalk Talk"
PAT BENATAR "Sex As A Weapon"
PETE TOWNSHEND "Face The Face"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

GLEN CAMPBELL "It's Just A Matter Of Time"
C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

The Great Ones

KLYMAXX "I Miss You"
STEVIE WONDER "Go Home"
JACK WAGNER "Too Young"
MAURICE WHITE "I Need You"
PAUL YOUNG "Everything Must Change"

Radio Arts

John Benedict (818) 841-0225

Country's Best

CHANCE "She Told Me Yes"
WHITES "I Don't Want To Get Over You"
BILLY JOE ROYAL "Burned Like A Rocket"
EDDY RAVEN "You Should Have Been Gone By Now"
BARBARA MANRELL "Fast Lanes And Country Roads"

Soft Contemporary

EL DeBARGE w/DeBARGE "The Heart Is Not So Smart"

Sound 10

SADE "Sweetest Taboo"
SHEENA EASTON "Do It For Love"
EL DeBARGE w/DeBARGE "The Heart Is Not So Smart"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

ABC "Be Near Me"
STEVIE WONDER "Go Home"
DIRE STRAITS "Walk Of Life"

Country Coast-To-Coast

OAK RIDGE BOYS "Come On In (You Did The Best...)"
STEVE WARINER "You Can Dream Of Me"
CONWAY TWITTY "The Legend And The Man"
MARIE OSMOND "There's No Stopping Your Heart"
C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

Rock 'N' Hits

PAT BENATAR "Sex As A Weapon"
COREY HART "Everything In My Heart"

TM Programming

Cat Casey (214) 634-8511

Stereo Rock

STEVIE WONDER "Go Home"
JELLYBEAN "Sidewalk Talk"
PAT BENATAR "Sex As A Weapon"
PAUL McCARTNEY "Spies Like Us"
BRYAN ADAMS & TINA TURNER "It's Only Love"

TM AC

STEVIE WONDER "Go Home"

TM Country

EXILE "I Could Get Used To You"
VINCE GILL "Oklahoma Borderline"
BILLY JOE ROYAL "Burned Like A Rocket"
C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

Transtar

Adult Contemporary

Country

Ed Chandler (213) 460-6383

CONWAY TWITTY "The Legend And The Man"
MARIE OSMOND "There's No Stopping Your Heart"
C. GAYLE & G. MORRIS "Makin' Up For Lost Time"

BLACK/URBAN

BREAKERS

STEVIE WONDER
Go Home (Tamlia/Motown)

84% of our reporters on it. Rotations: Heavy 10/4, Medium 39/7, Light 22/13, Total Adds 24 including WXYV, WDAS, KMJQ, WDLA, WJLB, KSOL, JET94, WHYZ. A Most Added record. Moves 39-22 on the B/U chart.

SADE
Sweetest Taboo (Protrait/CBS)

74% of our reporters on it. Rotations: Heavy 9/1, Medium 30/6, Light 24/16, Total Adds 23, WXYV, WDAS, WAMO, K104, K94, WGC1, WJLB, KMJM, Z93, WDAO. A Most Added record. Debuts at Number 28 on the B/U chart.

WINANS
Let My People Go (Qwest/WB)

66% of our reporters on it. Rotations: Heavy 9/0, Medium 21/2, Light 26/7, Total Adds 9, WXYV, K94, KSOL, WPEG, JET94, WQFX, KIIZ, WBLX, KBUZ. Moves 36-31 on the B/U chart.

9.9
I Like The Way You Dance (RCA)

64% of our reporters on it. Rotations: Heavy 3/0, Medium 28/3, Light 23/4, Total Adds 7, KMJQ, WDLA, WYLD-FM, WDPN, WDAO, KBUZ, KDKO. Heavy: WTMP, WFXA, WTLG. Debuts at Number 37 on the B/U chart.

MELI'SA MORGAN
Do Me Baby (Capitol)

62% of our reporters on it. Rotations: Heavy 1/0, Medium 14/6, Light 38/24, Total Adds 30 including WWIN, WILD, WHUR, K104, WHRK, HOT105, WQZK, WZAK, XHRM, KSOL, WKVO, Z103. This week's Most Added record. Debuts at Number 40 on the B/U chart.

POINTER SISTERS
Freedom (RCA)

61% of our reporters on it. Rotations: Heavy 3/0, Medium 25/0, Light 24/8, Total Adds 8, WWIN, WYLD-FM, WBXM, KDAY, WATV, WENN, WORL, WDAO. Heavy: WVEE, KSOL, WAOK. Moves 40-36 on the B/U chart.

CHOICE M/Cs / FRESH GORDON
Gordy's Groove (Mayberry Mix) (Tommy Boy)

60% of our reporters on it. Rotations: Heavy 8/0, Medium 21/2, Light 22/4, Total Adds 6, JET94, WJMI, WPLZ, KHYS, WTLG, KUKQ. Heavies include WDAS, K104, WDLA, WDMT, KMJM. Moves 37-34 on the B/U chart.

NEW & ACTIVE

FIVE STAR "Let Me Be The One" (RCA) 47/10

Rotations: Heavy 5/0, Medium 21/4, Light 21/6, Total Adds 10, WDWI, KACE, XHRM, WKND, WENN, WFXC, WPDQ, WJYL, KBUZ, KDKO. Heavy: WUSL, WJLY, WDLA, WDCI, KXDL.

ZAPP "It Doesn't Really Matter" (WB) 45/5

Rotations: Heavy 14/0, Medium 19/0, Light 13/5, Total Adds 5, HOT105, WDMT, XHRM, WJLS, KUKQ. Heavy: KMJQ, WTMP, WZAK, KDXL, WHYZ, WQFX, KIIZ, KUCB, WLOU, WALT, WQOQ, WKVO, WDAO, WKWM. Holds at Number 32 on the B/U chart.

KURTIS BLOW "I Ruled The World" (Mercury/PolyGram) 46/4

Rotations: Heavy 6/0, Medium 19/2, Light 22/2, Total Adds 4, WDMT, WZAK, WKXI, WJVKO. Heavy: WRKS, WDAS, WDJY, WNHC, WJMI, WTLG. Mediums include WWIN, WILD, WDLA, WHRK, WJLB.

O'JAYS "What A Woman" (PIR/Mannhattan) 44/6

Rotations: Heavy 1/0, Medium 22/1, Light 21/5, Total Adds 6, WVEE, Z93, WHYZ, WORL, KAPE, KBUZ. Heavy: WAOK. Mediums include WWIN, WDAS, WHUR, WDLA, WDMT, WZAK, WJLB, WLUM, KSOL.

CON FUNK SHUN "Tell Me What I'm Gonna Do" (Mercury/PolyGram) 43/4

Rotations: Heavy 4/0, Medium 15/4, Light 15/4, Total Adds 4, WKND, KIIZ, WDAO, KBUZ. Heavy: WTMP, WJMI, WLOU, WTLG. Mediums include WWIN, WVEE, WEDR, WERE, WDMT, XHRM, KSOL.

BOBBY WOMACK "Let Me Kiss It Where It Hurts" (MCA) 41/5

Rotations: Heavy 4/0, Medium 22/1, Light 15/4, Total Adds 5, KDAY, WPEG, WQFX, WJAX, Z103. Heavy: WDLA, WZAK, WAOK, WQMG. Mediums include WDAS, WHUR, WTMP, WDMT, KACE, KSOL.

JAYC KENNEDY "Hold On (For Love's Sake)" (A&M) 41/3

Rotations: Heavy 2/0, Medium 15/0, Light 24/3, Total Adds 3, OC104, WQMG, WKVO. Heavy: WFXA, KAPE. Mediums include WUSL, WHUR, K104, WZAK, WJLB, KMJM, WAOK, Z93, WPEG, WWWS.

TAKA BOOM "Middle Of The Night" (Mirage/Atco) 40/1

Rotations: Heavy 1/0, Medium 19/0, Light 20/1, Total Adds 1, WFXA. Heavy: KMJQ. Mediums include WDAS, WHUR, KDLZ, WEDR, WYLD-FM, K94, KSOL, WPEG, WFXC, WQMG, WKXI, WDAO, WTLG, WWWS.

ROY AYERS "Slip In Slide" (Columbia) 39/2

Rotations: Heavy 6/0, Medium 21/0, Light 12/2, Total Adds 2, WJUS, WKRO. Heavy: KSOL, WQMG, KJCB, WAAA, WDAO. Mediums include: WWIN, WDJY, WHUR, K104, WYLD-FM, WDMT, WZAK, KMJM. Holds at Number 35 on the B/U chart.

YARBROUGH & PEOPLES "Guilty" (Total Experience/RCA) 37/15

Rotations: Heavy 1/0, Medium 15/3, Light 21/12, Total Adds 15, K104, WDLA, WHRK, WTMP, WLUM, WTKL, Z93, WPEG, WHYZ, WQFX, WJMI, WPDQ, KJCB, WJLY, WQZK, KDAY, XHRM, KSOL.

GRACE JONES "Slave To The Rhythm" (Manhattan/Island) 37/7

Rotations: Heavy 6/0, Medium 14/1, Light 17/8, Total Adds 5, WZAK, KSOL, WKND, OC104, Z103, WDAO, KDKO. Heavy: WDJY, WHUR, WDMT, KACE, KDAY, WQMG. Mediums include: WWIN, WDAS, K104, KDLZ, WBLZ, KJLB.

MAURICE WHITE "I Need You" (Columbia) 36/8

Rotations: Heavy 1/0, Medium 20/5, Light 15/3, Total Adds 8, WWIN, WDAS, WDWI, WTKL, JET94, WQMG, WKVO, WKWM. Heavy: WVEE. Mediums include: WHUR, WDLA, KACE, KDAY, XHRM, KSOL.

LISA-LISA & CULT JAM w/ FULL FORCE "Can You Feel The Beat" (Columbia) 34/6

Rotations: Heavy 3/0, Medium 13/0, Light 18/6, Total Adds 6, WHUR, KACE, WENN, WQMG, WQFX, WHYZ. Heavy: WAMO, WDJY, WJYL. Mediums include: WVEE, WYLD-FM, K94, WTMF, WBXM, WDMT.

KLYMAXX "Lock & Key" (Constellation/MC) 33/5

Rotations: Heavy 1/0, Medium 13/0, Light 20/5, Total Adds 5, WYLD-FM, Z93, WQFX, WORL, WGRP. Medium: WAMO, K104, KDLZ, KMJQ, WDLA, WTMF, KMJM, KDAY, KXDL, WPEG, KAPE, KOKA, WAAA.

ANDRE CYMONE "Lipstick Lover" (Columbia) 30/11

Rotations: Heavy 0/0, Medium 10/3, Light 20/8, Total Adds 11, WHUR, KMJQ, WDLA, WEDR, WDWI, WLUM, KDAY, KSOL, WAOK, WJMI, KOKA. Heavy: WYLD-FM, WTMF, WTKL, WDPN, WJYL, WAAA.

EURHYTHMICS & ARETHA FRANKLIN "Sisters Are Doing It For Themselves" (RCA) 29/3

Rotations: Heavy 7/0, Medium 15/0, Light 7/3, Total Adds 3, WUSL, WDWI, KBUZ. Heavy: WTMP, WZAK, WLUM, KSOL, JET94, WJLS, WQMG. Medium: WAGO, WHRK, K94, WJLB, KACE.

FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol)

Rotations: Heavy 0/0, Medium 9/9, Light 19/19, Total Adds 28, WWIN, WXYV, WDAS, WUSL, WVEE, WDLA, WHRK, HOT105, WQMG, WTMF, WDMT, WJLB, KMJM, KACE, KSOL, WDPN, WHYZ, WJMI, WKXJ, WJLS, KAPE, KOKA, WANN, WAAA, WKVO, WKWS, WQOQ, KDKO.

EL OBARAGE w/ DEBARGE "The Heart Is Not So Smart" (Gordy/Motown) 26/8

Rotations: Heavy 1, Medium 12/2, Light 13/6, Total Adds 8, WWIN, WQMI, KSOL, WJAX, WORL, Z103, WZEN, KDKO. Heavy: OC104. Medium: WUSL, WHUR, WVEE, WDMT, KACE, WFXA, WDPN, WJMI, WAAA, WTLG.

MOST ADDED

MELI'SA MORGAN (30)

Do Me Baby (Capitol)

FREDDIE JACKSON (28)

He'll Never Love You (Like I Do) (Capitol)

STEVIE WONDER (24)

Go Home (Tamlia/Motown)

SADE (23)

Sweetest Taboo (Portrait/CBS)

BILLY OCEAN (22)

When The Going Gets Tough (Jive/Arista)

HOTTEST

ISLEY JASPER ISLEY (51)

Caravan Of Love (CBS Associated)

SHEILA E (44)

A Love Bizarre (WB)

EUGENE WILDE (39)

Don't Say No Tonight (Philly World/Atlantic)

NEW EDITION (32)

Count Me Out (MCA)

SYSTEM (22)

This Is For You (Mirage/Atco)

JUICY "It Takes Two" (Private I/CBS) 26/7

Rotations: Heavy 0/0, Medium 9/1, Light 17/6, Total Adds 7, WDAS, WHRK, WPDQ, KAPE, WANN, WAAA, WWWS. Medium: K104, WDLA, WDMT, WFXA, KXDL, WTKL, WKOK, WALT.

SIGNIFICANT ACTION

BILLY OCEAN "When The Going Gets Tough" (Jive/Arista) 24/22

Rotations: Heavy 2/1, Medium 5/5, Light 17/15, Total Adds 22, WWIN, WXYV, WUSL, WDLA, WHRK, HOT105, WQMI, WTMF, XHRM, WNHC, OC104, WAOK, WFXA, WATV, WDPN, WFXC, WQMG, WJAX, WQOQ, WANN, WAAA, Z103.

BOBBY BLAND "Members Only" (Malaco) 24/1

Rotations: Heavy 9/0, Medium 5/0, Light 10/1, Total Adds 1, KHYS. Heavy: WDJY, WFXA, WXOK, WATV, WJMI, WKXJ, WBLX, WANN, WAAA. Medium: WEDR, WYLD-FM, WJLB, WAOK, WENN.

LOU RAWLS / TATA VEGA "Learn To Love Again" (Epic) 23/12

Rotations: Heavy 4/0, Medium 12/1, Light 19/11, Total Adds 12, WDLA, WEDR, WLUM, KACE, KQXL, WENN, WDPN, WKXJ, WPLZ, KOKA, WGRP, WTLG. Medium: WAOK, WJMI, WAAA.

L.L. COOL J. "I Can't Live Without My Radio" (Columbia) 23/8

Rotations: Heavy 2/0, Medium 4/1, Light 17/7, Total Adds 8, WEDR, WDMT, WZAK, WFXA, WFXC, KIIZ, KHYS, WANN. Heavy: WDAS, KDAY. Medium: WWIN, WUSL, WQMG.

BAR-KAYS "Banging The Walls" (Mercury/PolyGram) 22/2

Rotations: Heavy 2/0, Medium 12/1, Light 9/1, Total Adds 2, KMJQ, WDLA. Heavy: WTMP, WKXJ. Medium: WHUR, K104, WZAK, KMJM, KSOL, WTKL, WATV, WDPN, WQMG, KAPE, WANN.

STEPHANIE MILLS "Stand Back" (MCA) 21/20

Rotations: Heavy 0/0, Medium 4/4, Light 17/6, Total Adds 20, WXYV, WDAS, WUSL, WHUR, WYLD-FM, WBXM, WGC1, WKXJ, KDAY, KSOL, WKND, WNHC, WFXA, KXDL, WFXC, WQMG, WHYZ, KHYS, KAPE, WZEN.

SCOTTI POLITI "Perfect Way" (WB) 21/3

Rotations: Heavy 5/0, Medium 12/1, Light 4/2, Total Adds 3, WVEE, KJLB, WJVI. Heavy: WLUM, JET94, WDPN, WJAX, WJLS. Medium: WHRK, WBLZ, KMJM, WFXA, WPEG, WQFX, WPLZ, WANT, WQMG, WKVO, Z103.

DURRELL COLEMAN "Do You Love Me" (Island) 20/9

Rotations: Heavy 0/0, Medium 3/0, Light 17/9, Total Adds 9, WHUR, WEDR, KSOL, KQXL, WTKL, WPEG, WQMG, WKXJ, WKXJ. Medium: WTMP, WFXA, KJCB.

FAT BOYS "Don't Be Stupid" (Sutra) 20/4

Rotations: Heavy 0/0, Medium 6/0, Light 14/4, Total Adds 4, K104, WAAA, WZEN, KUKQ. Medium: WWIN, WDJY, WDMT, WZAK, KDAY, WWWS.

TOTAL CONTRAST "Takes A Little Time" (London/PolyGram) 20/4

Rotations: Heavy 0/0, Medium 8/0, Light 12/4, Total Adds 4, WDLA, WFXA, KQXL, WHYZ. Medium: KACE, Z93, WQMG, WLOU, WANN, WAAA, WJNS, WZEN.

JENNIFER HOLLIOAY "No Frills Love" (Geffen) 19/11

Rotations: Heavy 0/0, Medium 3/1, Light 16/10, Total Adds 11, WDMT, WPEG, WFXC, WQFX, WKXJ, KHYS, KAPE, WANN, Z103, WGRP, WKWM. Medium: WJLB, WDPN.

RUN D.M.C. "Can You Rock It Like This" (Profile) 18/8

Rotations: Heavy 0/0, Medium 6/2, Light 12/6, Total Adds 8, WDLA, WTMF, WDMT, WENN, WQMG, WLOU, WANN, WTLG. Medium: WDAS, KDAY, WTKL, WTKL, WTKL, WTKL.

LADYBIRNTH / JULIE LOCO "Help Me Out" (21/PolyGram) 16/3

Rotations: Heavy 0/0, Medium 7/1, Light 9/2, Total Adds 3, WDLA, WFXA, WANN. Medium: WVEE, WEDR, WAOK, WBLX, KAPE, WTLG.

WILL KING "Backed Up Against The Wall" (Total Experience/RCA) 16/2

Rotations: Heavy 0/0, Medium 2/0, Light 14/2, Total Adds 2, WEDR, WBLX. Medium: KHYS, KOKA.

KRISH GROOVE ALL STARS "Krush Groove" (WB) 16/1

Rotations: Heavy 2/0, Medium 7/0, Light 7/1, Total Adds 1, WVEE. Heavy: KMJM, WQOQ. Medium: WHUR, HOT105, XHRM, WATV, KIIZ, WALT, WWWS.

NATALIE COLE "Secrets" (Modern/Atco) 15/11

Rotations: Heavy 0/0, Medium 2/0, Light 13/11, Total Adds 11, WEDR, WTMP, WDMT, KMJM, KQXL, WTKL, WPEG, WQMG, WKXJ, WJAX, WWWS. Medium: WFXA, KJCB.

MAI TAI "What Where When Who" (Critique) 15/9

Rotations: Heavy 0/0, Medium 1/1, Light 14/5, Total Adds 9, K94, WTKL, WENN, WDPN, WFXC, WLOU, KHYS, WANN, WAAA.

AL GREEN "Going Away" (A&M) 15/3

Rotations: Heavy 0/0, Medium 5/1, Light 10/2, Total Adds 3, K94, ZWAK, WVOI. Medium: KSOL, WKXJ, KAPE, KOKA.

GIVENS FAMILY "Ain't That Much Love In The World" (Sugar Hill) 15/2

Rotations: Heavy 1/0, Medium 7/0, Light 7/2, Total Adds 2, Z93, WPDQ. Heavy: WBLX. Medium: WDLA, WFXA, WTKL, WQMN, WQMG, WKXJ.

L.J. REYNOLDS "Tomorrow" (Fantasy) 14/5

Rotations: Heavy 3/1, Medium 3/1, Light 8/3, Total Adds 5, WWIN, WEDR, WPEG, Z103, WGRP. Heavy: WDJY, WTMF. Medium: WDAS, KSOL.

CHAKA KHAN "Own The Night" (MCA) 13/4

Rotations: Heavy 1/0, Medium 4/1, Light 8/3, Total Adds 4, K94, WNHC, OC104, WJMI. Heavy: WAOK. Medium: KJCB, KOKA, WTKL.

MIAMI SOUND MACHINE "Conga" (Epic) 13/2

Rotations: Heavy 3/0, Medium 3/0, Light 7/2, Total Adds 2, WDLA, WQMI. Heavy: WTMP, KDAY, KJLB. Medium: KSOL, WFXA, KOKA.

KIARA "Duet Guy" (Warlock) 12/8

Rotations: Heavy 0/0, Medium 2/1, Light 10/7, Total Adds 8, WILD, WDAS, WDJY, WEDR, KMJM, WPDQ, WQOQ, WTLG. Medium: WZAK.

NETWORK "Out Of Oanger" (MCA) 12/4

Rotations: Heavy 0/0, Medium 2/0, Light 10/4, Total Adds 4, WJLB, KQXL, WKWM, WVOI. Medium: WGRP, WWWS.

CHAPTER 8 "How Can I Get Next To You" (Beverly Glen) 12/3

Rotations: Heavy 2/0, Medium 6/1, Light 4/2, Total Adds 3, WDAS, WBXM, KDAY. Heavy: WJLB, WWWS. Medium: WGC1, KACE, KAPE, WGRP, WKXJ.

GLEN FREY "You Belong To The City" (MCA) 12/1

Rotations: Heavy 5/0, Medium 6/0, Light 11/1, Total Adds 1, WJMI. Heavy: WHRK, WTMP, WLUM, JET94, WJAX. Medium: WVEE, K94, WBLZ, WQFX, WALT, Z103.

NAYOBE "School Girl Crush" 11/3

Rotations: Heavy 0/0, Medium 1/0, Light 10/3, Total Adds 3, WVEE, KQXL, WATV. Medium: HOT105.

PHILIP-MICHAEL THOMAS "Just The Way I Planned It" (Atlantic) 10/10

Rotations: Heavy 0/0, Medium 1/1, Light 9/9, Total Adds 10, HOT105, WTMP, KMJM, WFXA, WTKL, WPDQ, KJCB, KHYS, WANN, WWWS.

DANA OANE "Nightmares" (Profile) 10/5

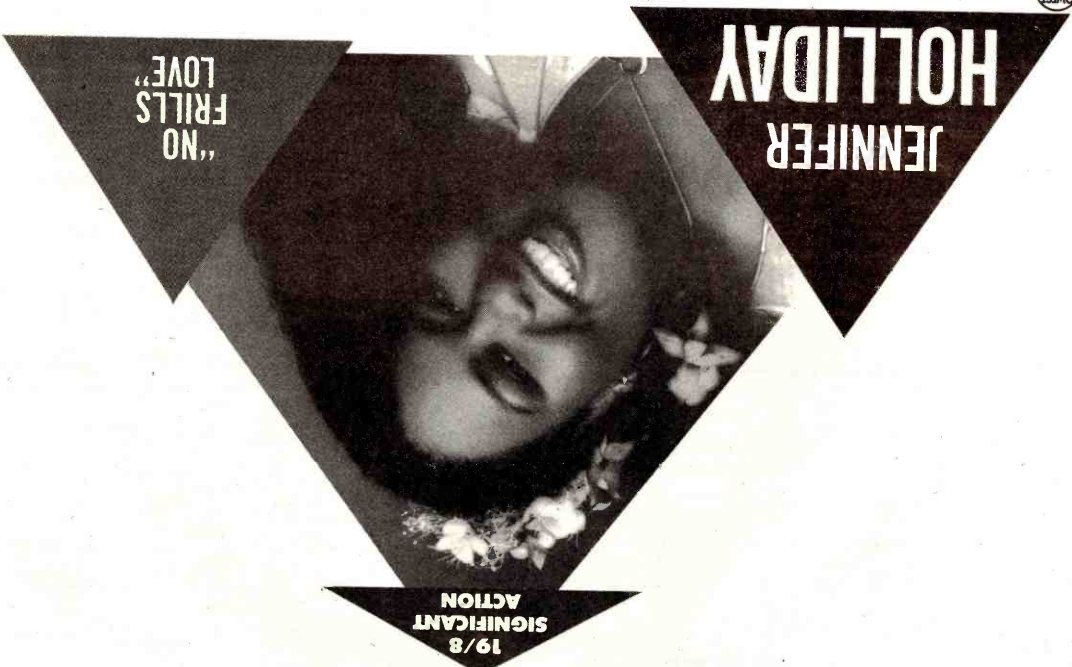
Rotations: Heavy 0/0, Medium 1/0, Light 9/5, Total Adds 5, WDJY, KMJQ, WDLA, WEDR, WNHC. Medium: WTMF.

ALISHA "Baby Talk" (Vanguard) 10/3

Rotations: Heavy 1/0, Medium 2/0, Light 7/3, Total Adds 3, WILD, WNHC, Z93. Heavy: HOT105. Medium: WEDR.



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**JENNIFER
HOLIDAY**

**"NO
FRILLS
LOVE"**

**19/8
SIGNIFICANT
ACTION**

**AIMING FOR
THE TOP.**



**THE
WINNERS**

**"LET
MY PEOPLE
GO"**

**BREAKER
036 031**

BLACK PEARLS HOTSPOTS

EAST

WVNB/Baltimore
Nwenn/Dunn
L.J. REYNOLDS
MELI'S MORGAN
UTFO
DEBARGE
MAURICE WHITE
KBO
POINTER SISTERS
BILLY OCEAN
EDDIE MURPHY
FREDDIE JACKSON
HOTTET:
EUGENE WILDE
ISLEY JASPER ISLE
SYSTEM
SHEILA E
PRINCESS

WXYV/Baltimore
Roy Sampson
WINANS
STEVE MONDER
EVELYN KING
SAGE
FREDDIE JACKSON
BILLY OCEAN
STEPHANIE MILLS
HOTTET:
ISLEY JASPER ISLE
JETS
TEDDY PENDERGRASS
NEW EDITION

WDB/Boston
SMITH/Thomas
TEDDY PENDERGRASS
JOCYLN BRONX
MELI'S MORGAN
ALISHA
KIANA
HOTTET:
PRINCESS
ISLEY JASPER ISLE
KRYMEX
EUGENE WILDE
NEW EDITION

WKND/Hartford
Jordan/McLean
STEVE MONDER
PIVE STAR
TEMPTATIONS
CON PUNK SHUN
STEEZ PULSE
STEPHANIE MILLS
KBO
HOTTET:
SHEILA E
TRAMANE
ISLEY JASPER ISLE
BERNARD WRIGHT
NEW EDITION

WNHC/Haven
James Jordan
ISLETS
JETS
ALISHA
BILLY OCEAN
STEPHANIE MILLS
JOCYLN BRONX
DANA DANE
CHAKA KRAM
HOTTET:
TRAMANE
LUTHER VANDROSS
CHAKA KRAM
ARETHA FRANKLIN

WKNX/New York
KASHIP
PATTI AUSTIN
HOTTET:
STEVE MONDER
ARETHA FRANKLIN
ISLEY JASPER ISLE
KURTIS BLOW
NEW EDITION

KDKO/Denver
Jay Johnson
PIVE STAR
ATLANTIC STARR
FREDDIE JACKSON
DEBARGE
CHARLIE SINGLETON
NICOLE

KKAO/Los Angeles
Patterson/Meek
BERNARD WRIGHT
SYMBOLIC THREE
STEPHANIE MILLS
TA MARA & SEEN
FAMILY
BOBBY MONDOK
CHAPTER 8
ANDRE CYNONE
POINTER SISTERS
KASHIP
HOTTET:
L.A. DREAM TEAM
NEW EDITION
SHEILA E
PRINCESS
JETS

KKAO/Los Angeles
Patterson/Meek
BERNARD WRIGHT
SYMBOLIC THREE
STEPHANIE MILLS
TA MARA & SEEN
FAMILY
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L.A. DREAM TEAM
NEW EDITION
SHEILA E
PRINCESS
JETS

SOUTH

WAKO/Atlanta
Larry Tinsley
DURELL COLEMAN
BILLY OCEAN
SADE
POINTER SISTERS
ATLANTIC STARR
MELI'S MORGAN
ANDRE CYNONE
YOYEUR
HOTTET:
ISLEY JASPER ISLE
DIONNE & FRIENDS
SHEILA E
LIONEL RICHIE

WVEE/Miami
Scotty Andrews
SCRITTI POLITI
SHEENA PASTOR
FREDDIE JACKSON
O'JAYS
KAYORE
KRUSH GROOVE ALL
PHILLIS NELSON
KBO
FANTASY
EVELYN KING
DIONNE & FRIENDS
SAGE
STEVE MONDER

WFXA/Augusta
Tony Sewell
L.L. COOL J.
KIANA
EMILY
JETS
CHAPTER 8
HOTTET:
DIONNE & FRIENDS
ARTISTS UNITED
KURTIS BLOW
CHOICE MCS

WAMO/Birmingham
Woodson/Anthony
EVELYN KING
DEBARGE
TEMPTATIONS
SAGE
HOTTET:
FALCO
NEW EDITION
EUGENE WILDE
LIONEL RICHIE
ATLANTIC STARR
FREDDIE JACKSON

WDRY/Washington
Brute Bailey
KIANA
MORPHY D. ROCK
POPPY TOPP
JIMMY CAPTOR
DANA DANE
ALISHA
BILLY OCEAN
STEPHANIE MILLS
JOCYLN BRONX
DANA DANE
CHAKA KRAM
HOTTET:
TRAMANE
LUTHER VANDROSS
CHAKA KRAM
ARETHA FRANKLIN

WTKR/Richmond
Guy Broady
L.A. DREAM TEAM
STEPHANIE MILLS
MAURICE WHITE
TEMPTATIONS
MELI'S MORGAN
SADE
DURELL COLEMAN
NATALIE COLE
PHILIP MICHAEL TH
ATLANTIC STARR
READY FOR THE MOR
L.A. DREAM TEAM
ARETHA FRANKLIN
DOUG E. FRESH

WTKR/Richmond
Guy Broady
L.A. DREAM TEAM
STEPHANIE MILLS
MAURICE WHITE
TEMPTATIONS
MELI'S MORGAN
SADE
DURELL COLEMAN
NATALIE COLE
PHILIP MICHAEL TH
ATLANTIC STARR
READY FOR THE MOR
L.A. DREAM TEAM
ARETHA FRANKLIN
DOUG E. FRESH

WTKR/Richmond
Guy Broady
L.A. DREAM TEAM
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MAURICE WHITE
TEMPTATIONS
MELI'S MORGAN
SADE
DURELL COLEMAN
NATALIE COLE
PHILIP MICHAEL TH
ATLANTIC STARR
READY FOR THE MOR
L.A. DREAM TEAM
ARETHA FRANKLIN
DOUG E. FRESH

WOMG/Greensboro
Doc Foster
DURELL COLEMAN
NATALIE COLE
STEVE MONDER
ATLANTIC STARR
JOYCE KENNEY
STEPHANIE MILLS
BILLY OCEAN
L.L. COOL J.
SPYDER D
MELI'S MORGAN
CAMEO
MAURICE WHITE
HOTTET:
ROBERT L. FRESH
ISLEY JASPER ISLE
SYSTEM
EUGENE WILDE
NEW EDITION

WYDZ/Greenville
Michael Taylor
STEVE MONDER
FREDDIE JACKSON
SADE
O'JAYS
MELI'S MORGAN
YARBROUGH & PEOP
STEPHANIE MILLS
TOTAL CONTRAST
LISA LISA
PIVE STAR
STEVE MONDER
HOTTET:
ISLEY JASPER ISLE
NEW EDITION
ARETHA FRANKLIN
SHEILA E
EUGENE WILDE
SYSTEM

WATV/Birmingham
Ron Arway
BILLY OCEAN
SAGE
MELI'S MORGAN
POINTER SISTERS
GLEN JONES
MINDLAMMER
SABRE
HOTTET:
ISLEY JASPER ISLE
NEW EDITION
ARETHA FRANKLIN
SHEILA E
EUGENE WILDE
SYSTEM

WFOF/Gulfport-Biloxi
Jim Lucas
TRAMANE
YARBROUGH & PEOP
TA MARA & SEEN
TEMPTATIONS
BOBBY MONDOK
STEVE MONDER
JENNIFER HOLLIDAY
WINANS
GLEN JONES
KRYMEX
GIVENS FAMILY
YARBROUGH & PEOP
HOTTET:
SHEILA E
ISLEY JASPER ISLE
EUGENE WILDE
NEW EDITION
SYSTEM

WPEF/Charlotte
Fred Graham
YARBROUGH & PEOP
MORRIS DAY
ROSE ROYCE
TA MARA & SEEN
BOBBY MONDOK
JENNIFER HOLLIDAY
FREDDIE JACKSON
WINANS
NATALIE COLE
DURELL COLEMAN
LISA LISA
L.J. REYNOLDS
NEW EDITION
STEPHANIE MILLS
WEINER
STEVE MONDER
ROSE BROTHERS
DYLAN & KEMI
HOTTET:
JETS
ARETHA FRANKLIN
SHEILA E
LIONEL RICHIE

WTKR/Richmond
Guy Broady
L.A. DREAM TEAM
STEPHANIE MILLS
MAURICE WHITE
TEMPTATIONS
MELI'S MORGAN
SADE
DURELL COLEMAN
NATALIE COLE
PHILIP MICHAEL TH
ATLANTIC STARR
READY FOR THE MOR
L.A. DREAM TEAM
ARETHA FRANKLIN
DOUG E. FRESH

WTKR/Richmond
Guy Broady
L.A. DREAM TEAM
STEPHANIE MILLS
MAURICE WHITE
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NATALIE COLE
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DOUG E. FRESH

WTKR/Richmond
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MAURICE WHITE
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MELI'S MORGAN
SADE
DURELL COLEMAN
NATALIE COLE
PHILIP MICHAEL TH
ATLANTIC STARR
READY FOR THE MOR
L.A. DREAM TEAM
ARETHA FRANKLIN
DOUG E. FRESH

WEDR/Miami
Jackson/Jones
CHOICE MCS
BOBBY BLAND
TINA TURNER
L.J. REYNOLDS
PHILIP MICHAEL TH
STEPHANIE MILLS
DANA DANE
L.L. COOL J.
EUGENE WILDE
SHEILA E
LIONEL RICHIE
ISLEY JASPER ISLE
L.A. DREAM TEAM
HOTTET:
ANDRE CYNONE
KIANA
EUGENE WILDE
NEW EDITION
BERNARD WRIGHT
KOO & THE GANG

WBLX/Mobile
Vernon Walls
ATLANTIC STARR
MILL KING
SYSTEM
WINANS
MELI'S MORGAN
SHEILA E
ISLEY JASPER ISLE
EUGENE WILDE
NEW EDITION
SYSTEM

WVFL/Panama
Williams/Landecaster
PIVE STAR
STEVE MONDER
YARBROUGH & PEOP
HOTTET:
PRINCE
DOUG E. FRESH
MORRIS DAY
TA MARA & SEEN
ATLANTIC STARR
KAROTON KREW
KIANA
WOLU/Louisiana
Tony L. Fields
GRANDMASTER MELLE
STEVE MONDER
DIONNE & FRIENDS
RUN D.M.C.
FAMILY
HOTTET:
MORRIS DAY
TA MARA & SEEN
ARETHA FRANKLIN
ATLANTIC STARR
SYSTEM

WJLS/Lynchburg
Led Goins
STEVE MONDER
SAGE
ROSE ROYCE
ANDRE CYNONE
BOBBY MONDOK
DANA DANE
HOTTET:
ROSE ROYCE
ANDRE CYNONE
BOBBY MONDOK
DANA DANE
HOTTET:
ROSE ROYCE
ANDRE CYNONE
BOBBY MONDOK
DANA DANE

WVMA/Sunder
Mama Wadsworth
MELI'S MORGAN
FACADE
CONCEPT
STEPHANIE MILLS
WINANS
DIANA DANE
LOSSIE ENDS
JETS
RADIANCE
MELI'S MORGAN
HOTTET:
NEW EDITION
READY FOR THE MOR
SHEILA E
ATLANTIC STARR
ATLANTIC STARR

WVMA/Sunder
Mama Wadsworth
MELI'S MORGAN
FACADE
CONCEPT
STEPHANIE MILLS
WINANS
DIANA DANE
LOSSIE ENDS
JETS
RADIANCE
MELI'S MORGAN
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SHEILA E
ATLANTIC STARR
ATLANTIC STARR

WVMA/Sunder
Mama Wadsworth
MELI'S MORGAN
FACADE
CONCEPT
STEPHANIE MILLS
WINANS
DIANA DANE
LOSSIE ENDS
JETS
RADIANCE
MELI'S MORGAN
HOTTET:
NEW EDITION
READY FOR THE MOR
SHEILA E
ATLANTIC STARR
ATLANTIC STARR

MIDWEST

WVMB/Chicago
W.A.B./Detroit
Alexander/Whitmore
FREDDIE JACKSON
STEPHANIE MILLS
SADE
TEMPTATIONS
DIONNE & FRIENDS
STEVE MONDER
SHEILA E
ISLEY JASPER ISLE
JETS
BERNARD WRIGHT

WVMB/Chicago
W.A.B./Detroit
Alexander/Whitmore
FREDDIE JACKSON
STEPHANIE MILLS
SADE
TEMPTATIONS
DIONNE & FRIENDS
STEVE MONDER
SHEILA E
ISLEY JASPER ISLE
JETS
BERNARD WRIGHT

WVMB/Chicago
W.A.B./Detroit
Alexander/Whitmore
FREDDIE JACKSON
STEPHANIE MILLS
SADE
TEMPTATIONS
DIONNE & FRIENDS
STEVE MONDER
SHEILA E
ISLEY JASPER ISLE
JETS
BERNARD WRIGHT

WVMB/Chicago
W.A.B./Detroit
Alexander/Whitmore
FREDDIE JACKSON
STEPHANIE MILLS
SADE
TEMPTATIONS
DIONNE & FRIENDS
STEVE MONDER
SHEILA E
ISLEY JASPER ISLE
JETS
BERNARD WRIGHT

WVMB/Chicago
W.A.B./Detroit
Alexander/Whitmore
FREDDIE JACKSON
STEPHANIE MILLS
SADE
TEMPTATIONS
DIONNE & FRIENDS
STEVE MONDER
SHEILA E
ISLEY JASPER ISLE
JETS
BERNARD WRIGHT

COUNTRY

NEW & ACTIVE

SOUTHERN PACIFIC "Perfect Stranger" (WB) 98/13

Rotations: Heavy 4, Medium 35, Light 59, Total Adds 13, WTCR, WDSY, CHOW, WVM, KYXK, KISS-FM, WRNL, WMMI, KGH, KYGO, KUGN, KVEG, KSN, Heavy: KIOV, WTCM. Moves 47-41 on the Country chart.

JOHN ANDERSON "Down In Tennessee" (WB) 91/14

Rotations: Heavy 1, Medium 44, Light 46, Total Adds 14, WQBE, WTCR, WPOR, KEAN, WFNC, WESC, KILT-FM, WRNL, WSLR, WJBE, WBGS, WDSY, KALF, KMPS, Heavy: KFDI. Moves 46-42 on the Country chart.

CHARLY McCLAIN with WAYNE MASSEY "You Are My Music, You Are My..." (Epic) 84/15

Rotations: Heavy 3, Medium 38, Light 43, Total Adds 15, WVAM, WYRK, WIXY, KEAN, WVM, WXBO, WJUSQ, WSLR, WJBE, WFMS, WKCO, KHLG, KIZN, KMPS, KIGO. Debuts at number 44 on the Country chart.

EXILE "I Could Get Used To You" (Epic) 78/49

Rotations: Heavy 2, Medium 23, Light 53, Total Adds 49 including WVAM, WQBE, WHN, WNYR, WSOB, KPLX, WLVI, WCMG, WTCR, WCUZ, KTTS, WTHI, KUZZ, KLZ, KRPM. Debuts at number 44 on the Country chart.

JUDY RODMAN "I Sure Need Your Lovin'" (MTM) 70/14

Rotations: Heavy 1, Medium 21, Light 48, Total Adds 13, WQBE, WOKO, WDSY, WXBO, WESC, KLLI, WJUSQ, WJBE, KIOV, WWJQ, KFRE, KVEG, KCCY. Heavy: WOKK. Debuts at number 49 on the Country chart.

MARK GRAY "Please Be Love" (Columbia) 69/15

Rotations: Heavy 2, Medium 23, Light 53, Total Adds 49 including WVAM, WQBE, WHN, WNYR, WSOB, KPLX, WLVI, WCMG, WTCR, WCUZ, KTTS, WTHI, KUZZ, KLZ, KRPM. Debuts at number 44 on the Country chart.

TOM JONES "It's Four In The Morning" (PolyGram) 63/6

Rotations: Heavy 1, Medium 23, Light 39, Total Adds 6, WPTX, WESC, WMC, WITL, KXXY, KIOV. Heavy: KIKK. Medium: WBGW, WYII, WTVY, KVOD, KRKT, KEIN, KTOI, KJIM.

BARBARA MANDRELL "Fast Lanes & Country Roads" (MCA) 58/36

Rotations: Heavy 1, Medium 11, Light 46, Total Adds 36 including WRKZ, WDSY, WCVR, WZZK, WUSY, WESC, KIKK, WQYK, WIRK, WMMI, WTSO, KVOD, KKCS, KSOP, KCKC, KJIM.

SIGNIFICANT ACTION

TOMMY ROE "Some Such Foolishness" (MCA/Curb) 46/4

Rotations: Heavy 1, Medium 9, Light 36, Total Adds 4, WIXY, KTTS, KUUY, KIGO. Heavy: WVVA. Medium: KIKK, WLVI, KIGO, WITL, KRKT.

EDDY RAVEN "You Should Have Been Gone By Now" (RCA) 40/34

Rotations: Heavy 1, Medium 5, Light 34, Total Adds 34 including WOKQ, WYII, KASE, KIKK, WLVI, WIRK, WAXX, WTSO, KFRE, KCCY.

EMMYLOU HARRIS "Timberline" (WB) 40/10

Rotations: Heavy 1, Medium 11, Light 28, Total Adds 10, WTVY, KSSN, WKIX, WITL, KCJB, WXCL, KVOD, KFDI, KIZN, KFRE.

TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 40/5

Rotations: Heavy 0, Medium 4, Light 36, Total Adds 5, WTCR, WVM, KYXK, KXXY, WITL. Medium: WOKK, WSM, KRWO. Light: WCAO, KFDI, KIGO.

DAVID ALLAN COE "I'm Gonna Hurt Her On The Radio" (Columbia) 39/3

Rotations: Heavy 0, Medium 15, Light 21, Total Adds 3, WSEN, KEAN, WTSO. Heavy: WTSV, KVOD, KFDI. Medium: WGN, WEZL, WAMZ, KRKT.

ROBIN LEE "Safe In The Arms Of Love" (Evergreen) 37/4

Rotations: Heavy 0, Medium 6, Light 31, Total Adds 4, WGN, WTSO, KQIL, KTOI. Medium: WVAM, WEZL, WTVY, WFNC, KRWO.

JOHN DENVER "Dreamland Express" (RCA) 35/22

Rotations: Heavy 1, Medium 2, Light 32, Total Adds 22 including WOKQ, WHN, WNYR, KSSN, WJUSQ, WCUZ, KIOV, KIK-FM, KEIN, KRSY.

PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 35/11

Rotations: Heavy 0, Medium 7, Light 28, Total Adds 11, WGN, WCAO, WIXY, WGTG, KHEY, WKIX, WJUSQ, WCUZ, WWJQ, KVOD, KTOI.

JAMES TAYLOR "Everyday" (Columbia) 34/15

Rotations: Heavy 2, Medium 10, Light 22, Total Adds 15 including WGN, WBOS, WTCR, WEZL, KPLX, WSIX, WQDR, WUSN, KEIN, KTOI.

CHARLIE DANIELS BAND "Still Hurtin' Me" (Epic) 30/15

Rotations: Heavy 0, Medium 6, Light 24, Total Adds 15 including WPOR, WVVA, WTVY, KILT-FM, KXXY, WTSO, KTTS, KUZZ, KIZN, KSOP.

DON HUNLEY "What Am I Gonna Do About You" (Capitol) 29/13

Rotations: Heavy 0, Medium 3, Light 26, Total Adds 13, WGN, WCAO, KEAN, WOKK, KJNE, KSO, KTTS, KFDI, KFQW, KSOP.

MAINES BROTHERS "Some Of Shelly's Blues" (Mercury/PolyGram) 27/2

Rotations: Heavy 1, Medium 7, Light 19, Total Adds 2, WGN, WXCL. Heavy: KLLI. Medium: WCVR, KFDI, KRWO, KQIL. Light: WEZL, WCMG.

RAZZY BAILEY "Old Blue Yodeler" (MCA) 22/18

Rotations: Heavy 0, Medium 2, Light 20, Total Adds 18 including WVAM, WTSV, WCVR, WGTG, WFNC, KXXY, WDAF, KTTS, KIK-FM, KQIL.

MERLE HAGGARD "American Waltz" (Epic) 20/19

Rotations: Heavy 0, Medium 4, Light 16, Total Adds 19 including WVAM, WCVR, WDXE, KBMR, WMMI, KSO, KFQO, KVOD, KXIN, KSOP.

FAMILY BROWN "Feel The Fire" (RCA) 20/4

Rotations: Heavy 0, Medium 3, Light 17, Total Adds 4, KRRV, WSLR, WXCL, KIGO. Medium: WCUZ, KRKT. Light: WVAM, WCMG, WKIX, KEIN.

SHOPPE "White The Moon's In Town" (MTM) 18/6

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 6, WAJR, WIXY, WFNC, WKIX, KJNE, KRWO. Medium: WCVR, KRPM. Light: WTCM, KRKT.

JOHNNY PAYCHECK "Everything Is Changing" (AMI) 18/4

Rotations: Heavy 0, Medium 4, Light 14, Total Adds 4, WVVA, WEZL, WLVI, WKIX. Medium: KRRV, WTVY, KFDI. Light: WYII, WIRK, KSO, KFQO, KXXY.

LEW DEWITT "You'll Never Know" (Complet/PolyGram) 18/1

Rotations: Heavy 0, Medium 4, Light 14, Total Adds 1, WSLR. Medium: WTVY, KSO, KTTS, KSOP. Light: WVVA, WYII, WLVI, WTCM, KRKT.

OSMOND BROTHERS "Baby When Your Heart Breaks Down" (EMI America) 17/10

Rotations: Heavy 0, Medium 3, Light 14, Total Adds 10, WPOR, KRRV, WEZL, WDXE, WKIX, WAXX, KVOD, KFDI, KSOP, KIGO.

MOE BANYO "Can't Leave That Woman Alone" (Columbia) 16/2

Rotations: Heavy 0, Medium 3, Light 13, Total Adds 2, KWMT, KIGO. Medium: KXXY, KTTS, KFDI. Light: WYII, WESC, KSSN, KQIL, KCKC.

BOBBY BARE "Reno And Me" (EMI America) 16/2

Rotations: Heavy 0, Medium 4, Light 12, Total Adds 1, WSLR. Medium: WTVY, KXXY, KFDI. Light: WVAM, WBGW, WCMG, WSLR, KWMT, WKCO.

JOHN SCHNEIDER "What's A Memory Like You..." (MCA) 15/15

Rotations: Heavy 1, Medium 3, Light 11, Total Adds 15 including WNYR, WVVA, WYII, KASE, WSOB, WDXE, KXXY, WTCM, KFDI, KRKT, KLZZ.

CHUCK PYLE "Breathless In The Night" (Urban Sound) 12/6

Rotations: Heavy 0, Medium 4, Light 12, Total Adds 6, KRRV, WKIX, KFDI, KRKT, KIK-FM, KEIN. Light: WVAM, WFNC, WAXX, WDAF.

RAY PRICE "Five Fingers" (Step One) 10/7

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 7, WCAO, WYII, WOKK, KBMR, KSO, KYAK, KRWO. Light: KASE, KFQO, KVOD.

JERRY REED "What Comes Around" (Capitol) 10/2

Rotations: Heavy 0, Medium 3, Light 7, Total Adds 2, KWMT, KIGO. Medium: WTSV, KXXY, KTTS. Light: WCVR, KRRV, WFNC, KFDI.

LARRY WAYNE KENNEDY "She Almost Makes Me Forget About You" (Jere) 9/4

Rotations: Heavy 0, Medium 9, Light 4, WVAM, WYII, KRRV, KUUY. Light: WLVI, WAXX, KRSY, KSOP.

JIM COLLINS "What A Memory You'd Make" (White Gold) 9/3

Rotations: Heavy 0, Medium 2, Light 7, Total Adds 3, WLVI, KTTS, KSOP. Medium: KXXY. Light: WVAM, WFNC, WKIX, KFDI, KGA.

DEL SHANNON "Stranger On The Run" (WB) 8/2

Rotations: Heavy 0, Medium 3, Light 5, Total Adds 2, WVVA, KIGO. Medium: KASE, KRKT, KQIL. Light: WVAM, WCUZ, KRWO.

BILLY WALKER "Coffee Brown Eyes" (Tall Texan) 8/1

Rotations: Heavy 0, Medium 3, Light 5, Total Adds 1, WLVI. Medium: KFDI, KIGO. Light: WFNC, KTTS, KVOD, KSOP.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	<i>The Forester Sisters Rockin' With The Rhythm</i>
JUDDS/Rockin' With The Rhythm Of The Rain (RCA)	<i>Anything Goes</i>
GARY MORRIS/100% Chance Of Rain (WB)	<i>Bama Band</i>
BAMA BAND/Stone Cold And Country (Complet/PG)	<i>Chasin' Rainbows</i>
CONWAY TWITTY/Lay Me Down Carolina (WB)	<i>Heart Of The Matter</i>
KENNY ROGERS/Tomb Of The Unknown Love (RCA)	<i>Something Special</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Partners, Brothers, And Friends</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	<i>Old Ways</i>
NEIL YOUNG/Old Ways (Geffen)	<i>Shakin'</i>
SAWYER BROWN/Shakin' (Capitol)	<i>Anything Goes</i>
GARY MORRIS/Anything Goes (WB)	<i>Life's Highway</i>
STEVE WARINER/She's Crazy For Leaving (MCA)	<i>Streamline</i>
LEE GREENWOOD/Streamline (MCA)	<i>40 Hour Week</i>
ALABAMA/Down On Longboat Key (RCA)	<i>Something Special</i>
GEORGE STRAIT/Dance Time In Texas (MCA)	

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FULL-SERVICE A/C

TOP 20

Three Weeks Two Weeks Last

Three Weeks	Two Weeks	Last	Artist/Title
8	2	2	1 LIONEL RICHIE/Say You, Say Me (Motown)
1	1	1	2 PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
6	3	3	3 JAMES TAYLOR/Everyday (Columbia)
15	9	5	4 DIONNE & FRIENDS/That's What Friends Are For (Arista)
3	5	4	5 KENNY ROGERS/Morning Desire (RCA)
4	4	6	6 FREDDIE JACKSON/You Are My Lady (Capitol)
-	17	10	7 MR. MISTER/Broken Wings (RCA)
-	20	12	8 KLYMAXX/I Miss You (Constellation/MCA)
20	14	11	9 BARRY MANILOW/In Search Of Love (RCA)
9	8	7	10 GLENN FREY/You Heard To The City (MCA)
5	7	9	11 DAVID FOSTER/Love Theme From 'St. Elmo's Fire' (Atlantic)
DEBUT	12	12	12 BARBRA STREISAND/Somewhere (Columbia)
16	15	14	13 ABC/Be Near Me (Mercury/PG)
13	13	14	14 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
2	6	8	15 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
DEBUT	16	15	16 STEVIE WONDER/Go Home (Tamla/Motown)
-	19	17	17 POINTER SISTERS/Freedom (RCA)
-	20	18	18 JOHN DENVER/Dreamland Express (RCA)
DEBUT	19	18	19 DIRE STRAITS/Walk Of Life (WB)
DEBUT	20	19	20 FRANKIE VALLI & THE FOUR SEASONS/Moonlight Memories (Curb/MCA)

NOVEMBER 29, 1985

Total Reports/Adds	Heavy	Medium	Light
42/0	38	3	1
40/0	38	2	0
42/1	35	5	2
40/1	35	5	0
37/0	28	9	0
31/1	22	9	0
34/4	16	17	1
35/2	13	20	2
35/1	12	21	2
27/0	19	6	2
28/1	14	12	2
35/13	6	21	8
24/1	12	10	2
22/0	12	9	1
21/0	11	8	2
31/7	3	21	7
27/3	1	19	7
26/2	1	18	7
21/5	2	12	7
23/1	2	16	5

MOST ADDED

- BARBRA STREISAND (13)
Somewhere (Columbia)
- PIA ZADORA (9)
Come Rain Or Come Shine (CBS Associated)
- EL DeBARGE w/DeBARGE (7)
The Heart Is Not So Smart (Gordy/Motown)
- STEVIE WONDER (7)
Go Home (Tamla/Motown)
- WHAMI (6)
I'm Your Man (Columbia)

HOTTEST

- LIONEL RICHIE (34)
Say You, Say Me (Motown)
- JAMES TAYLOR (32)
Everyday (Columbia)
- PHIL COLLINS & MARILYN MARTIN (27)
Separate Lives (Atlantic)
- DIONNE & FRIENDS (25)
That's What Friends Are For (Arista)
- KENNY ROGERS (15)
Morning Desire (RCA)

BREAKERS

SADE

The Sweetest Taboo (Portrait/CBS)

53% of our reporters on it. Rotations: Heavy 1, Medium 13, Light 9, Total Adds 5, WICC, WBT, WING, WIBC, WGBR.

NEW & ACTIVE

- DIRE STRAITS "Walk Of Life" (WB) 21/5
Rotations: Heavy 2/0, Medium 12/1, Light 7/4, Total Adds 5, WTVN, KFI, WIBC, WTKO, WCIL, Heavy: WKBW, WHPA, Medium including WFBR, WSB, KHOW, WCHS, WGY, WHBC, WING, WSPD, WNNR
- PIA ZADORA with LONDON PHILHARMONIC ORCHESTRA "Come Rain Or Come Shine" (CBS Associated) 19/9
Rotations: Heavy 0, Medium 5/2, Light 14/7, Total Adds 9, WFBR, WISN, WTMJ, WCHS, WHBC, WIBA, WSPD, KSL, WCIL, Medium including WCCO, WNNR, WPOE
- AMY GRANT "Everywhere I Go" (A&M) 17/0
Rotations: Heavy 2/0, Medium 11/0, Light 4/0, Total Adds 0, Heavy: WTKO, KVEC, Medium including WFBR, WKBW, KHOW, WHBY, WHBC, WSPD, WPOE, WGBR
- JUICE NEWTON "Hurt" (RCA) 16/4
Rotations: Heavy 1/0, Medium 11/2, Light 4/2, Total Adds 4, WCHS, WNNR, WCIL, KVEC, Heavy: WTKO, Medium including WFBR, WKBW, WCCO, WBT, WHBY, WING, KOB, WPOE
- EL DeBARGE with DeBARGE "The Heart Is Not So Smart" (Gordy/Motown) 15/7
Rotations: Heavy 0, Medium 8/3, Light 7/4, Total Adds 7, WFBR, WSB, WISN, WHBY, KSL, WGBR, KFQD, Medium including WCCO, WNNR, WPOE, WIBC, WCIL
- JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 13/4
Rotations: Heavy 2/0, Medium 6/2, Light 5/2, Total Adds 4, KHOW, WCHS, WPOE, WTKO, Heavy: WNNR, WHPA, Medium including WKBW, WICC, WING, WGBR
- JACK WAGNER "Too Young" (Qwest/WB) 13/2
Rotations: Heavy 2/0, Medium 8/2, Light 3/0, Total Adds 2, WTVN, WICC, Heavy: WHBY, WNNR, Medium including WKBW, KHOW, WSPD, WPOE

- WHAMI "I'm Your Man" (Columbia) 10/6
Rotations: Heavy 0, Medium 8/3, Light 4/3, Total Adds 6, KFI, WICC, WNNR, WHPA, WGBR, KFQD, Medium including WING, WSPD, WPOE
- DIANA ROSS "Chain Reaction" (RCA) 10/3
Rotations: Heavy 1/0, Medium 5/0, Light 4/3, Total Adds 3, WGBR, WCIL, KFQD, Heavy: WKBW, Medium: WFBR, KHOW, KFMG, WPOE, WTKO
- STEVIE NICKS "Talk To Me" (Modern/Atco) 9/1
Rotations: Heavy 1/0, Medium 6/1, Light 2/0, Total Adds 1, WFBR, Heavy: WKBW, Medium including KHOW, WICC, WING, WNNR, WHPA
- JILL MICHAELS "Where Did The Feeling Go" (Scotti Bros./CBS) 8/3
Rotations: Heavy 0, Medium 4/1, Light 4/2, Total Adds 3, WISN, WTKO, WIBC, Medium including WHBY, WPOE, KVEC
- SHEENA EASTON "Do It For Love" (EMI America) 8/2
Rotations: Heavy 1/0, Medium 4/0, Light 3/2, Total Adds 2, WCCO, WGOV, Heavy: WNNR, Medium: KFI, WING, WHPA, WGBR
- MARIE OSMOND "There's No Stopping Your Heart" (Capitol/Curb) 8/0
Rotations: Heavy 2/0, Medium 4/0, Light 2/0, Total Adds 0, Heavy: WHBY, WTKO, Medium: WCCO, WGY, KSL, WJBC

SIGNIFICANT ACTION

- STING "Love Is The Seventh Wave" (A&M) 7/3
Rotations: Heavy 0, Medium 4/1, Light 3/2, Total Adds 3, WKBW, WTMJ, KFQD, Medium including WICC, WNNR, KVEC
- PAUL YOUNG "Everything Must Change" (Columbia) 7/3
Rotations: Heavy 0, Medium 5/2, Light 2/1, Total Adds 3, WCCO, WNNR, WGBR, Medium including WPOE, WTKO
- DIANE SCHUR & JOSE FELICIANO "By Design" (GRP) 7/1
Rotations: Heavy 0, Medium 5/0, Light 2/1, Total Adds 1, WHBC, Medium including WCCO, WHBY, KSL, WPOE, WCIL
- DOLLY PARTON "Think About Love" (RCA) 5/5
Rotations: Heavy 0, Medium 3/3, Light 2/2, Total Adds 5 including WHBY, WJBC, Medium: WBT, WPOE, WTKO
- MATT BIANCO "More Than I Can Bear" (Atlantic) 5/0
Rotations: Heavy 0, Medium 5/0, Light 0, Total Adds 0, Medium: WKBW, WCCO, WHBY, WNNR, WPOE
- JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 4/0
Rotations: Heavy 0, Medium 2/0, Light 2/0, Total Adds 0, Medium: WNNR, WPOE
- RANDY GOODRUM "Silhouette" (GRP) 3/3
Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3 including WCCO, WJBC, Medium: WPOE
- BILLY OCEAN "When The Going Gets Tough..." (Jive/Arista) 3/3
Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3 including WCCO, WHPA, Medium: WPOE
- BRUCE SPRINGSTEEN "My Hometown" (Columbia) 3/2
Rotations: Heavy 0, Medium 1/0, Light 2/2, Total Adds 2, KFMG, WING, Medium: WPOE

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AOR ALBUMS

157 REPORTS

NOVEMBER 29, 1985

Three Weeks	Two Weeks	Last Week			Total Reports/Adds	Power	Heavy	Medium
1	1	1	1	ZZ TOP /Afterburner (WB)	149+0	57-	141+	7=
—	4	3	2	PETE TOWNSHEND /White City (Atco)	155+1	48+	134+	18=
—	—	5	3	STEVIE NICKS /Rock A Little (Modern/Atco)	151+1	60+	128+	20=
2	2	2	4	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)	141=5	40-	116-	25+
3	3	4	5	RUSH /Power Windows (Mercury/PG)	137-0	19-	88-	45+
5	5	6	6	SIMPLE MINDS /Once Upon A Time (Virgin/A&M)	146-0	55=	133-	10-
6	6	7	7	CARS /Greatest Hits (Elektra)	142-0	63-	133-	9+
—	—	9	8	PAT BENATAR /Seven The Hard Way (Chrysalis)	141+1	27+	91+	48-
—	10	10	9	ASIA /Astra (Geffen)	135=1	21+	73+	58-
17	13	12	10	MIKE & THE MECHANICS /Mike & The Mechanics (Atlantic)	150+2	8+	70+	76-
4	7	8	11	DIRE STRAITS /Brothers In Arms (WB)	101-1	28-	74-	23=
8	8	11	12	INXS /Listen Like Thieves (Atlantic)	126-2	6-	48-	67-
7	9	13	13	ROGER DALTRY /Under A Raging Moon (Atlantic)	113-7	4-	39-	68-
10	15	15	14	MR. MISTER /Welcome To The Real World (RCA)	122+19	13=	46+	67+
9	11	14	15	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Soul To Soul (Epic)	123-2	2-	41+	77-
18	16	16	16	AEROSMITH /Done With Mirrors (Geffen)	112+5	4+	24+	73-
26	22	19	17	ROCKY IV /Soundtrack (Scotti Bros./CBS)	115+7	15+	56+	53-
23	19	18	18	WANG CHUNG /To Live And Die In L.A. (Geffen)	112+8	11+	57+	49=
27	26	20	19	ALARM /Strength (IRS/MCA)	121+7	5=	32+	76-
DEBUT	20	21	20	T. PETTY & THE HEARTBREAKERS /Pack Up The Plantation... (MCA)	87+/85	1+	17+	56+
30	23	22	21	DIVINYLS /What A Life (Chrysalis)	123+12	1=	21+	85+
22	17	17	22	CLARENCE CLEMONS /Hero (Columbia)	103-3	14+	46-	50-
28	29	28	23	DREAM ACADEMY /Dream Academy (Reprise/WB)	118+17	1-	23+	79+
29	28	25	24	JONI MITCHELL /Dog Eat Dog (Geffen)	103+6	7+	26+	63-
15	18	24	25	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)	91-5	4-	31=	55-
25	27	26	26	LOVERBOY /Lovin' Every Minute Of It (Columbia)	100+8	2-	18-	73+
—	32	27	27	YES /9012 Live (Atco)	97-2	1+	8+	78-
11	12	23	28	STING /The Dream Of The Blue Turtles (A&M)	70-10	10+	33-	31-
12	14	21	29	PHANTOM, ROCKER & SLICK /Phantom, Rocker & Slick (EMI America)	85-6	4-	19-	54-
19	30	31	30	HEART /Heart (Capitol)	45-5	13+	31-	14-
DEBUT	31	32	31	TWISTED SISTER /Come Out And Play (Atlantic)	83 /19	0	9	51
34	33	32	32	ARTISTS UNITED AGAINST APARTHEID /Sun City (Manhattan)	71-3	2+	15-	51-
—	—	39	33	NIGHT RANGER /7 Wishes (Carnel/MCA)	71+10	1+	22+	44=
13	21	30	34	THOMPSON TWINS /Here's To Future Days (Arista)	50-2	3-	25-	23=
21	25	29	35	KATE BUSH /Hounds Of Love (EMI America)	60-0	3=	18-	35-
40	37	37	36	CHARLIE SEXTON /Pictures For Pleasure (MCA)	72-2	1+	8+	54+
DEBUT	39	39	37	BRYAN ADAMS /Reckless (A&M)	52+8	3+	20+	26+
39	39	40	38	MARILLION /Misplaced Childhood (Capitol)	65+4	2=	9+	45+
DEBUT	40	—	39	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)	51+37	4+	13+	32+
—	40	—	40	WATERBOYS /This Is The Sea (Island)	58=0	1=	9+	42+
				"Can't Stop" (122) "Sleeping" (104) "Stages" (87)				
				"Face" (147) "Blood" (94) "Hiding" (23)				
				"Talk" (145) "Wait" (90) "Sister" (13)				
				"Small" (118) "Rain" (45) "Justice" (45)				
				"Manhattan" (99) "Money" (90) "Territories" (50)				
				"Alive" (144) "All The Things" (10)				
				"Tonight She Comes" (142)				
				"Sex" (137) "Le Bel Age" (20)				
				"Go" (131) "Too Late" (36) "Countdown" (16)				
				"Silent Running" (149)				
				"Walk" (79) "Ride" (24) "One" (21)				
				"This Time" (112) "What You Need" (18)				
				"Easy" (64) "Raging" (59) "After" (18)				
				"Kyrie" (104) "Broken Wings" (33)				
				"Change It" (113) "Little Sister" (11)				
				"Let The Music" (82) "Shela" (51)				
				"Burning Heart" (110)				
				"To Live And Die" (111)				
				"Strength" (118)				
				"So You Want" (46) "Needles" (43) "Don't Bring" (35)				
				"Pleasure And Pain" (123)				
				"Friend Of Mine" (101)				
				"Life" (114)				
				"Good Friends" (99)				
				"Sara" (79) "We Built" (14)				
				"Dangerous" (92)				
				"Hold On" (94) "Changes" (25)				
				"Seventh" (43) "Russians" (28) "Shadows" (11)				
				"Men" (71) "My Mistake" (21)				
				"Never" (33) "If Looks" (13)				
				"Leader" (83)				
				"Sun City" (71)				
				"Goodbye" (70)				
				"Lay Your Hands" (29) "Roll Over" (16) "King" (12)				
				"Running Up" (55)				
				"Beat's So Lonely" (68)				
				"It's Only Love" (49)				
				"Lavender" (62)				
				"My Hometown" (47)				
				"The Whole Of The Moon" (57)				

AOR Has

"ONE VISION"

And That's

QUEEN

AOR TRACKS CHART 40

From the original motion picture soundtrack "Iron Eagle"

Capitol

BREAKERS

No albums qualified
for Breaker status this week.

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.

WTKR
 PD Tom Fox
 MD Denise Lauren
 Milwaukee

Q102
 Ops Mgr Jim Fox
 MD Doug Allen
 Cincinnati

WGCL
 PD Tom Jeffries
 MD bumper Morgan
 Cleveland

B96
 PD Buddy Sloan
 MD Joe Robinson
 Chicago

77.9
 PD Todd Chase
 MD Tim Walsh
 Kansas City

79.5
 PD Steve Weed
 MD Kathy Means
 WCZY
 Detroit

KDWB
 PD Dave Anthony
 Asst. PD MD Don Michaels
 Minneapolis

KHTB
 Ops Dir. Dave Roberts
 MD Tom Kelly
 St. Louis

WYMT
 PD Adam Cook
 MD Kevin Haines
 Columbus

106.5 KWK
 PD Gary Mitchell
 MD Kim Pool
 St. Louis

WHT
 PD Gary Berkowitz
 MD Joe Curran
 Detroit

Q95
 Ops Mgr. Mason Dixon
 MD Bobby Rich
 Tampa

WUVE
 PD Kevin McCarthy
 MD John Landier
 New Orleans

100
 PD Robert W. Walker
 MD Paul Amadio
 Miami

107
 MD Jim Morrison
 MD Jeff McCarty
 Atlanta

94.1
 PD Gabe Baptist
 Asst. PD MD Mark Shands
 Miami

KKBO
 Asst. PD Ron Parker
 MD John Landier
 Houston

WRSR
 MD Doc Michaels
 MD Omar Camargo
 MD Marc Guzman
 Opa Mgr Chuck Morgan

KTKS
 MD Chris Thomas
 PD John Young
 Atlanta

WZLX
 PD John Young
 MD Chris Thomas
 Atlanta

B92
 MD Greg Rollins
 MD Kris Okley
 New Orleans

101
 PD Roger
 MD W.W. Gardner
 Houston

KRM
 MD Chris Worth
 MD Mark Crossy
 Dallas/Ft. Worth

Z-93
 PD John Young
 MD Chris Thomas
 Atlanta

CHR PARALLEL ONE PLAYISTS

MIDWEST HOTTEST
 Corey Hart
 Whitney Houston
 Bruce Springsteen

Lionel Richie
 Mr. Mister
 Eddie Murphy

HITS & HIGS

WEST HOTTEST
 Bruce Springsteen
 Whitney Houston
 Corey Hart

Mr. Mister
 Lionel Richie
 P. Collins & M. Martin

MIDWEST
PARALLEL TWO

WKD/Altoona, OH
 Matt Patricia
 PAUL YOUNG
 ASIA
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON (dp)
 FORTUNE (dp)
 Notet: COLLINS & MARTIN 2-1
 DRE STRAITS 18-1
 ZZ TOP 10-8
 SIMPLE MINDS 11-9
 LIONEL RICHIE 30-25
 SCOTTI POLLITI 31-19

WKAU/Appleton-Oshkosh, WI
 Ross/Taylor
 PAT BENATAR
 BRUCE SPRINGSTEEN
 BILLY OCEAN
 STEVE WONDER
 NICKI (dp)
 COREY HART
 Notet: COLLINS & MARTIN 3-1
 MR. MISTER 4-2
 HEART 5-3
 LIONEL RICHIE 19-9
 EDDIE MURPHY 26-14

WHOC/Cleveland, OH
 Scott Howitt
 DIONNE & FRIENDS
 JOHN COUGAR
 CARL
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 5-3
 ARTHA FRANKLIN 13-6
 THOMPSON TWINS 10-7
 KRYMAX 20-17

WNCH/Columbus, OH
 Bill Richards
 MIAMI SOUND MACHI
 CLEMONS & BROWNE
 ELTON JOHN
 MIAMI
 Notet: COLLINS & MARTIN 1-1
 HEART 2-2
 MR. MISTER 3-3
 THOMPSON TWINS 4-4
 ARTHA FRANKLIN 5-5

KIKI/Davenport, IA
 Jim O'Hara
 STEVE WONDER
 WHITNEY HOUSTON
 BILLY OCEAN
 RUSH (dp)
 A-HA
 Notet: MR. MISTER 2-1
 LIONEL RICHIE 10-5
 EDDIE MURPHY 27-11
 KRYMAX 23-16
 ARCADIA 13-15
 ELTON JOHN 26-18
 WOT/Detroit, MI
 John Robertson
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 COREY HART
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 4-2
 LIONEL RICHIE 10-8
 EDDIE MURPHY 19-15

KRAN/Des Moines, IA
 Gilan/Finch
 SIMPLE MINDS
 TA NARA & SEEN (dp)
 SHEENA EASTON (dp)
 TWISTED SISTER (dp)
 Notet: ZZ TOP 6-3
 LIONEL RICHIE 9-4
 ARCADIA 13-8
 ONE 12-10
 EDDIE MURPHY 16-14

KZIO/Duluth, MN
 Michaels/Herman
 BILLY OCEAN
 COREY HART
 Notet: MR. MISTER 4-1
 COLLINS & MARTIN 5-2
 ARCADIA 12-8
 EDDIE MURPHY 19-15
 KRYMAX 23-20

WSTO/Evanville, IN
 Ona Taylor
 SCOTTI POLLITI
 STEVE WONDER
 ARTHA FRANKLIN
 Notet: MR. MISTER 3-2
 ZZ TOP 2-1
 MR. MISTER 3-2
 EDDIE MURPHY 22-18
 RISS 15-11
 KRYMAX 21-14

WMEE/Ft. Wayne, IN
 Tony Richards
 SCOTTI POLLITI
 KEVIN ADAMS
 SUFIVOX
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 3-2
 LIONEL RICHIE 11-4
 JOHN COUGAR 13-7
 EDDIE MURPHY 21-13

WGRD/Grand Rapids, MI
 Paul Stevens
 SWARTZ
 BRUCE SPRINGSTEEN
 OZZEN
 Notet: COLLINS & MARTIN 2-1
 THOMPSON TWINS 4-2
 MR. MISTER 10-4
 WANG CHUNG 11-3
 LIONEL RICHIE 17-13

WZPL/Indianapolis, IN
 Jim Miles
 JELLYBEAN
 ARTISTS UNITED...
 COREY HART
 DIONNE & FRIENDS
 PAUL MCCARTNEY
 Notet: COLLINS & MARTIN 5-1
 KRYMAX 20-15
 ARCADIA 28-24
 LIONEL RICHIE 30-25
 EDDIE MURPHY 37-26

WKRF/Kalamazoo, MI
 Terry Weinacht
 PAT BENATAR (dp)
 WANG CHUNG
 BRUCE SPRINGSTEEN
 PAUL YOUNG
 DREAM ACADEMY
 EDDIE MURPHY (dp)
 COREY HART
 Notet: COLLINS & MARTIN 3-1
 MR. MISTER 4-2
 CARL 11-7
 STEVE NICKS 35-25
 SURVIVOR 31-26

WVIC/Lansing, MI
 Mark Maloney
 DIONNE & FRIENDS (dp)
 PAT BENATAR
 MIAMI
 Notet: BILLY OCEAN
 MR. MISTER 1-1
 JOHN COUGAR 2-2
 LIONEL RICHIE 8-4
 STEVE WONDER 3-4
 TINA TURNER 5-5

Z104/Madison, WI
 Linda Hudson
 BILLY OCEAN
 DREAM ACADEMY
 TA NARA & SEEN
 JELLYBEAN
 Notet: EDDIE MURPHY 1-1
 MR. MISTER 3-3
 SCOTTI POLLITI 11-5
 LIONEL RICHIE 14-6
 DIONNE & FRIENDS 24-15

KJ102/Oaklahoma City, OK
 Cabel/Alexander
 QUEEN
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 A-HA
 Notet: MR. MISTER 2-1
 DIONNE & FRIENDS
 LIONEL RICHIE 7-3
 ARCADIA 13-15
 ELTON JOHN 15-8
 JOHN COUGAR 28-15

KOFM/Oklahoma City, OK
 Cooper/Cassey
 COREY HART
 WHITNEY HOUSTON
 JAMES BROWN
 PETE TOWNSHEND
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 4-3
 EDDIE MURPHY 6-4
 ARCADIA 12-8

KKQK/Omaha, NB
 Taylor/Dean
 WHITNEY HOUSTON
 STEVE WONDER
 PAT BENATAR (dp)
 COREY HART
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 2-2
 ZZ TOP 4-3
 KRYMAX 20-15
 EDDIE MURPHY 34-22

KZ3P/Osaka, IL
 Keith Edwards
 STEVE WONDER
 BILLY OCEAN
 Notet: MR. MISTER 2-1
 SCOTTI POLLITI 5-3
 EDDIE MURPHY 16-10
 KRYMAX 24-14

WZOK/Rockford, IL
 McGee/Dent
 DIONNE & FRIENDS
 COREY HART
 PAUL MCCARTNEY
 CLEMONS & BROWNE
 Notet: MR. MISTER 1-1
 LIONEL RICHIE 15-4
 ZZ TOP 7-2
 EDDIE MURPHY 18-10
 JOHN COUGAR 17-12

WIOG/Saginaw-Bay City, MI
 Becker/Shannon
 CABE
 SIMPLE MINDS
 KRYMAX
 Notet: COLLINS & MARTIN 3-1
 MR. MISTER 4-2
 LIONEL RICHIE 13-4
 SCOTTI POLLITI 10-6
 HEART 20-8

WRGT/Toldeo, OH
 Joe Thomas
 JAMES BROWN
 STEVE WONDER
 BRUCE SPRINGSTEEN
 READY FOR THE MOR
 QUEEN
 WHITNEY HOUSTON
 EDDIE MURPHY 10-5
 EDDIE MURPHY 10-5
 EDDIE MURPHY 8-4
 ARCADIA 9-4

KAY107/Tusa, OK
 Harry Stein
 KRYMAX
 EDDIE MURPHY
 ASIA
 NIGHT RANGER
 Notet: ARTHA FRANKLIN 7-4
 EDDIE MURPHY 11-7
 LIONEL RICHIE 14-3
 LIONEL RICHIE 19-12
 STEVE NICKS 28-19

YAM/Prigo, ND
 Anderson/Painter
 MIAMI
 KEVIN FAY/Wichita, KS
 Land/Pharman
 WHITNEY HOUSTON
 DIONNE & FRIENDS
 KRYMAX
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 3-2
 JOHN COUGAR 9-4
 SCOTTI POLLITI 17-14
 EDDIE MURPHY 30-19

KKR0/Wichita, KS
 Oliver/Wilcox
 STEVE WONDER
 NIGHT RANGER
 PAT BENATAR
 BILLY OCEAN
 Notet: MR. MISTER 4-1
 LIONEL RICHIE 15-6
 ZZ TOP 8-8
 KRYMAX 18-12
 EDDIE MURPHY 21-15

WAZ/Lafayette, IN
 Sney/Lovaine
 MIAMI
 A-HA
 BILLY OCEAN
 COREY HART
 WHITNEY HOUSTON
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 SCOTTI POLLITI 6-4
 LIONEL RICHIE 8-5
 EDDIE MURPHY 11-7

KFXK/Lincoln, NE
 Johnson/Meyer
 BILLY OCEAN
 CLEMONS & BROWNE
 TWISTED SISTER (dp)
 COREY HART (dp)
 Notet: LIONEL RICHIE 10-6
 ZZ TOP 13-9
 KRYMAX 19-10
 SCOTTI POLLITI 16-12

KKGG/Rapid City, SD
 Phil Wilson
 KRYMAX
 WANG CHUNG
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 JOHN COUGAR 6-3
 SCOTTI POLLITI 8-5
 ARCADIA 6-5
 STEVE NICKS 19-10
 STEVE NICKS 16-12
 EDDIE MURPHY 21-13
 BRYAN ADAMS 31-19

KP96/Boze, ID
 Doss/Gregory
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 QUEEN (dp)
 SADE (dp)
 BILLY OCEAN
 RUSH (dp)
 Notet: MR. MISTER 2-1
 LIONEL RICHIE 7-3
 JOHN COUGAR 10-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIVS/Boze, ID
 Tom Goss
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 OZZEN (dp)
 DREAM ACADEMY
 MIKE & THE MECHAN
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 2-2
 JOHN COUGAR 16-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIXX/Bozeman, MT
 Dan Kiley
 MIAMI SOUND MACHI
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 A-HA
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 1-2
 LIONEL RICHIE 13-7
 KRYMAX 23-16

KKXK/Bozeman, MT
 Nordin/Right
 STEVE WONDER
 NIGHT RANGER
 PAT BENATAR
 BILLY OCEAN
 Notet: MR. MISTER 4-1
 LIONEL RICHIE 15-6
 ZZ TOP 8-8
 KRYMAX 18-12
 EDDIE MURPHY 21-15

WAZ/Lafayette, IN
 Sney/Lovaine
 MIAMI
 A-HA
 BILLY OCEAN
 COREY HART
 WHITNEY HOUSTON
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 SCOTTI POLLITI 6-4
 LIONEL RICHIE 8-5
 EDDIE MURPHY 11-7

KFXK/Lincoln, NE
 Johnson/Meyer
 BILLY OCEAN
 CLEMONS & BROWNE
 TWISTED SISTER (dp)
 COREY HART (dp)
 Notet: LIONEL RICHIE 10-6
 ZZ TOP 13-9
 KRYMAX 19-10
 SCOTTI POLLITI 16-12

KKGG/Rapid City, SD
 Phil Wilson
 KRYMAX
 WANG CHUNG
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 JOHN COUGAR 6-3
 SCOTTI POLLITI 8-5
 ARCADIA 6-5
 STEVE NICKS 19-10
 STEVE NICKS 16-12
 EDDIE MURPHY 21-13
 BRYAN ADAMS 31-19

KP96/Boze, ID
 Doss/Gregory
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 QUEEN (dp)
 SADE (dp)
 BILLY OCEAN
 RUSH (dp)
 Notet: MR. MISTER 2-1
 LIONEL RICHIE 7-3
 JOHN COUGAR 10-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIVS/Boze, ID
 Tom Goss
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 OZZEN (dp)
 DREAM ACADEMY
 MIKE & THE MECHAN
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 2-2
 JOHN COUGAR 16-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIXX/Bozeman, MT
 Dan Kiley
 MIAMI SOUND MACHI
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 A-HA
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 1-2
 LIONEL RICHIE 13-7
 KRYMAX 23-16

KKXK/Bozeman, MT
 Nordin/Right
 STEVE WONDER
 NIGHT RANGER
 PAT BENATAR
 BILLY OCEAN
 Notet: MR. MISTER 4-1
 LIONEL RICHIE 15-6
 ZZ TOP 8-8
 KRYMAX 18-12
 EDDIE MURPHY 21-15

WAZ/Lafayette, IN
 Sney/Lovaine
 MIAMI
 A-HA
 BILLY OCEAN
 COREY HART
 WHITNEY HOUSTON
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 SCOTTI POLLITI 6-4
 LIONEL RICHIE 8-5
 EDDIE MURPHY 11-7

KFXK/Lincoln, NE
 Johnson/Meyer
 BILLY OCEAN
 CLEMONS & BROWNE
 TWISTED SISTER (dp)
 COREY HART (dp)
 Notet: LIONEL RICHIE 10-6
 ZZ TOP 13-9
 KRYMAX 19-10
 SCOTTI POLLITI 16-12

KKGG/Rapid City, SD
 Phil Wilson
 KRYMAX
 WANG CHUNG
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 JOHN COUGAR 6-3
 SCOTTI POLLITI 8-5
 ARCADIA 6-5
 STEVE NICKS 19-10
 STEVE NICKS 16-12
 EDDIE MURPHY 21-13
 BRYAN ADAMS 31-19

KP96/Boze, ID
 Doss/Gregory
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 QUEEN (dp)
 SADE (dp)
 BILLY OCEAN
 RUSH (dp)
 Notet: MR. MISTER 2-1
 LIONEL RICHIE 7-3
 JOHN COUGAR 10-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIVS/Boze, ID
 Tom Goss
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 OZZEN (dp)
 DREAM ACADEMY
 MIKE & THE MECHAN
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 2-2
 JOHN COUGAR 16-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIXX/Bozeman, MT
 Dan Kiley
 MIAMI SOUND MACHI
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 A-HA
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 1-2
 LIONEL RICHIE 13-7
 KRYMAX 23-16

KKXK/Bozeman, MT
 Nordin/Right
 STEVE WONDER
 NIGHT RANGER
 PAT BENATAR
 BILLY OCEAN
 Notet: MR. MISTER 4-1
 LIONEL RICHIE 15-6
 ZZ TOP 8-8
 KRYMAX 18-12
 EDDIE MURPHY 21-15

PARALLEL THREE

WRGT/Toldeo, OH
 Joe Thomas
 JAMES BROWN
 STEVE WONDER
 BRUCE SPRINGSTEEN
 READY FOR THE MOR
 QUEEN
 WHITNEY HOUSTON
 EDDIE MURPHY 10-5
 EDDIE MURPHY 10-5
 EDDIE MURPHY 8-4
 ARCADIA 9-4

KAY107/Tusa, OK
 Harry Stein
 KRYMAX
 EDDIE MURPHY
 ASIA
 NIGHT RANGER
 Notet: ARTHA FRANKLIN 7-4
 EDDIE MURPHY 11-7
 LIONEL RICHIE 14-3
 LIONEL RICHIE 19-12
 STEVE NICKS 28-19

YAM/Prigo, ND
 Anderson/Painter
 MIAMI
 KEVIN FAY/Wichita, KS
 Land/Pharman
 WHITNEY HOUSTON
 DIONNE & FRIENDS
 KRYMAX
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 3-2
 JOHN COUGAR 9-4
 SCOTTI POLLITI 17-14
 EDDIE MURPHY 30-19

KKR0/Wichita, KS
 Oliver/Wilcox
 STEVE WONDER
 NIGHT RANGER
 PAT BENATAR
 BILLY OCEAN
 Notet: MR. MISTER 4-1
 LIONEL RICHIE 15-6
 ZZ TOP 8-8
 KRYMAX 18-12
 EDDIE MURPHY 21-15

WAZ/Lafayette, IN
 Sney/Lovaine
 MIAMI
 A-HA
 BILLY OCEAN
 COREY HART
 WHITNEY HOUSTON
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 SCOTTI POLLITI 6-4
 LIONEL RICHIE 8-5
 EDDIE MURPHY 11-7

KFXK/Lincoln, NE
 Johnson/Meyer
 BILLY OCEAN
 CLEMONS & BROWNE
 TWISTED SISTER (dp)
 COREY HART (dp)
 Notet: LIONEL RICHIE 10-6
 ZZ TOP 13-9
 KRYMAX 19-10
 SCOTTI POLLITI 16-12

KKGG/Rapid City, SD
 Phil Wilson
 KRYMAX
 WANG CHUNG
 Notet: COLLINS & MARTIN 1-1
 MR. MISTER 3-2
 JOHN COUGAR 6-3
 SCOTTI POLLITI 8-5
 ARCADIA 6-5
 STEVE NICKS 19-10
 STEVE NICKS 16-12
 EDDIE MURPHY 21-13
 BRYAN ADAMS 31-19

KP96/Boze, ID
 Doss/Gregory
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 QUEEN (dp)
 SADE (dp)
 BILLY OCEAN
 RUSH (dp)
 Notet: MR. MISTER 2-1
 LIONEL RICHIE 7-3
 JOHN COUGAR 10-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIVS/Boze, ID
 Tom Goss
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 OZZEN (dp)
 DREAM ACADEMY
 MIKE & THE MECHAN
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 2-2
 JOHN COUGAR 16-12
 EDDIE MURPHY 20-13
 KRYMAX 22-17

KIXX/Bozeman, MT
 Dan Kiley
 MIAMI SOUND MACHI
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 A-HA
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 1-2
 LIONEL RICHIE 13-7
 KRYMAX 23-16

KKXK/Bozeman, MT
 Nordin/Right
 STEVE WONDER
 NIGHT RANGER
 PAT BENATAR
 BILLY OCEAN
 Notet: MR. MISTER 4-1
 LIONEL RICHIE 15-6
 ZZ TOP 8-8
 KRYMAX 18-12
 EDDIE MURPHY 21-15

PARALLEL TWO

US3/South Bend, IN
 J.K. Dawing
 ARTHA FRANKLIN
 STEVE NICKS
 STING
 Notet: MR. MISTER 4-1
 THOMPSON TWINS 9-6
 LIONEL RICHIE 23-8
 KRYMAX 29-13
 ONE 21-14

KWTO/FM/Springfield, MO
 Mike Schmidt
 CLEMONS & BROWNE
 BILLY OCEAN
 PETE TOWNSHEND (dp)
 COREY HART (dp)
 Notet: MR. MISTER 3-1
 EDDIE MURPHY 10-6
 LIONEL RICHIE 19-9
 CARL 21-17
 WLYMAX 25-20

WDBR/Springfield, IL
 Moore/Lawley
 BILLY OCEAN
 WHITNEY HOUSTON
 JELLYBEAN
 PAT BENATAR
 COREY HART
 Notet: COLLINS & MARTIN 1-1
 ZZ TOP 12-7
 STRANIP 5-4
 ARCADIA 23-17
 KRYMAX 29-22

KCAD/Omard-Ventura, CA
 Randy Robbins
 WHITNEY HOUSTON
 BRUCE SPRINGSTEEN
 RUSH (dp)
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 15-11
 LIONEL RICHIE 15-11
 EDDIE MURPHY 25-16
 SIMPLE MINDS 27-20

KCAD/Omard-Ventura, CA
 Randy Robbins
 WHITNEY HOUSTON
 BRUCE SPRINGSTEEN
 RUSH (dp)
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 15-11
 LIONEL RICHIE 15-11
 EDDIE MURPHY 25-16
 SIMPLE MINDS 27-20

KCAD/Omard-Ventura, CA
 Randy Robbins
 WHITNEY HOUSTON
 BRUCE SPRINGSTEEN
 RUSH (dp)
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 15-11
 LIONEL RICHIE 15-11
 EDDIE MURPHY 25-16
 SIMPLE MINDS 27-20

PARALLEL THREE

KLUC/Las Vegas, NV
 Dean/Christian
 TA NARA & SEEN
 WHITNEY HOUSTON
 PETE TOWNSHEND
 BILLY OCEAN
 Notet: MR. MISTER 3-1
 LIONEL RICHIE 30-25
 SIMPLE MINDS 18-15
 CARL 31-21
 PAUL MCCARTNEY 31-23

KFV/Modesto, CA
 Russ Novak
 JELLYBEAN
 WHITNEY HOUSTON
 BRUCE SPRINGSTEEN
 QUEEN (dp)
 RUSH (dp)
 Notet: MR. MISTER 4-1
 COLLINS & MARTIN 5-2
 LIONEL RICHIE 16-11
 HEART 8-4
 ARTHA FRANKLIN 6-5

KOSS/Modesto, CA
 Brian Case
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 COREY HART
 QUEEN (dp)
 Notet: COLLINS & MARTIN 1-1
 ARCADIA 13-11
 LIONEL RICHIE 15-11
 EDDIE MURPHY 25-16
 SIMPLE MINDS 27-20

KCAD/Omard-Ventura, CA
 Randy Robbins
 WHITNEY HOUSTON
 BRUCE SPRINGSTEEN
 RUSH (dp)
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 15-11
 LIONEL RICHIE 15-11
 EDDIE MURPHY 25-16
 SIMPLE MINDS 27-20

KCAD/Omard-Ventura, CA
 Randy Robbins
 WHITNEY HOUSTON
 BRUCE SPRINGSTEEN
 RUSH (dp)
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 15-11
 LIONEL RICHIE 15-11
 EDDIE MURPHY 25-16
 SIMPLE MINDS 27-20

PARALLEL THREE

KHTK/Reno, NV
 John Chommie
 BRUCE SPRINGSTEEN (dp)
 TWISTED SISTER (dp)
 QUEEN (dp)
 MIAMI SOUND MACHI (dp)
 ABIA (dp)
 BILLY OCEAN (dp)
 Notet: MR. MISTER 2-1
 SHEENA EASTON 12-8
 LIONEL RICHIE 21-15
 CARL 28-20
 STEVE NICKS 40-29

KWNZ/Reno, NV
 Shakes/Ryan
 PAT BENATAR
 WHITNEY HOUSTON
 KRYMAX 8-6
 Notet: COLLINS & MARTIN 2-1
 MR. MISTER 3-2
 KRYMAX 4-3
 LIONEL RICHIE 9-4
 ARCADIA 16-5

KBIM/Rawah, NM
 Chuck Martin
 MIAMI
 BRUCE SPRINGSTEEN
 COREY HART
 DREAM ACADEMY
 JAMES BROWN
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 4-2
 THOMPSON TWINS 5-4
 HEART 6-4
 LIONEL RICHIE 15-8
 KRYMAX 13-10
 EDDIE MURPHY 18-12
 ELTON JOHN 14-14

KZSO/San Luis Obispo, CA
 D.A. Collins
 WHAM
 BILLY OCEAN
 COREY HART
 DREAM ACADEMY
 LISA LISA
 PAUL YOUNG
 Notet: MR. MISTER 3-1
 COLLINS & MARTIN 4-2
 THOMPSON TWINS 5-4
 HEART 6-4
 LIONEL RICHIE 15-8
 KRYMAX 13-10
 EDDIE MURPHY 18-12
 ELTON JOHN 14-14

KKAZ/Cheyenne, WY
 Dave Hunter
 PAT BENATAR
 PETE TOWNSHEND
 STEVE WONDER
 TA NARA & SEEN
 Notet: ARCADIA 11-8
 LIONEL RICHIE 15-9
 EDDIE MURPHY 18-13
 CARL 28-16

KZSU/San Luis Obispo, CA
 Leneston/O'Brian
 JAMES BROWN
 OZZEN
 BRUCE SPRINGSTEEN
 TWISTED SISTER
 CHARLIE SEXTON
 Notet: MR. MISTER 3-1
 ZZ TOP 4-2
 ARCADIA 7-3
 CARL 28-16
 EDDIE MURPHY 14-7

WEST
PARALLEL TWO

KNM0/Albuquerque-Santa Fe, NM
 Stucker/Rountree
 MIAMI
 COREY HART
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 COREY HART
 EDDIE MURPHY
 Notet: MR. MISTER 2-1
 SCOTTI POLLITI 10-6
 LIONEL RICHIE 12-7
 EDDIE MURPHY 25-13

KXKB/Bakersfield, CA
 Baker/Kemper
 EDDIE MURPHY
 LIONEL RICHIE 9-5
 WHITNEY HOUSTON
 Notet: MR. MISTER 4-1
 COLLINS & MARTIN 3-2
 LIONEL RICHIE 9-5
 SIMPLE MINDS 14-10
 KRYMAX 19-12

MIAMI
 COREY HART
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 OZZEN (dp)
 TWISTED SISTER (dp)
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 4-2
 ELTON JOHN 14-14

KBOS/Fresno, CA
 Kris Van Kamp
 BRUCE SPRINGSTEEN
 WHITNEY HOUSTON
 QUEEN (dp)
 Notet: MR. MISTER 1-1
 COLLINS & MARTIN 4-2
 ELTON JOHN 14-14

KDON/FM/Salt Lake City, UT
 Kim Clait
 ASIA
 MIAMI SOUND MACHI
 A-HA
 WHITNEY HOUSTON
 MIKE & THE MECHAN
 Notet: MR. MISTER 2-1
 COLLINS & MARTIN 3-2
 LIONEL RICHIE 16-11
 TA NARA & SEEN 15-10

KZSU/Salt Lake City, UT
 Ausham/Main
 KRYMAX
 A-HA
 PAT BENATAR
 COREY HART
 STEVE NICKS
 TA NARA & SEEN
 Notet: SCOTTI POLLITI 5-1
 HEART 7-2
 LIONEL RICHIE 23-15
 DIONNE & FRIENDS 28-18
 EDDIE MURPHY 29-19

KZSU/Salt Lake City, UT
 Ausham/Main
 KRYMAX
 A-HA
 PAT BENATAR
 COREY HART
 STEVE NICKS
 TA NARA & SEEN
 Notet: SCOTTI POLLITI 5-1
 HEART 7-2
 LIONEL RICHIE 23-15
 DIONNE & FRIENDS 28-18
 EDDIE MURPHY 29-19

KZSU/Salt Lake City, UT
 Ausham/Main
 KRYMAX
 A-HA
 PAT BENATAR
 COREY HART
 STEVE NICKS
 TA NARA & SEEN
 Notet: SCOTTI POLLITI 5-1
 HEART 7-2
 LIONEL RICHIE 23-15
 DIONNE & FRIENDS 28-18
 EDDIE MURPHY 29-19

CONTEMPORARY HIT RADIO

BREAKERS

BILLY OCEAN

When The Going Gets Tough... (Jive/Arista)

79% of our reporters playing it. Moves: Up 9, Debuts 45, Same 63, Down 0, Adds 77 including B97, 94Q, KTKS, WKTI, KIIS-FM, KZZP, KWSS. Complete airplay in Parallels.

PAT BENATAR

Sex As A Weapon (Chrysalis)

72% of our reporters playing it. Moves: Up 41, Debuts 49, Same 56, Down 0, Adds 31 including CHUM, Q102, ZZ99, KPKE, KOPA, KITS, KNBQ. Complete airplay in Parallels.

COREY HART

Everything In My Heart (EMI America)

64% of our reporters playing it. Moves: Up 5, Debuts 26, Same 55, Down 0, Adds 72 including B104, WPHD, B94, KTKS, WMS, KHTR, KMEL. Complete airplay in Parallels.

JELLYBEAN

Sidewalk Talk (EMI America)

61% of our reporters playing it. Moves: Up 59, Debuts 25, Same 48, Down 0, Adds 17, WHTT, PRO-FM, KTKS, KWK, WLOL-FM, KIIS-FM, KITS. Complete airplay in Parallels.

TA MARA & THE SEEN

Everybody Dance (A&M)

60% of our reporters playing it. Moves: Up 59, Debuts 16, Same 44, Down 2, Adds 27 including WHTT, WNVZ, WCZY, WKTI, WZUJ, KKRZ, KWOD. See Parallels, reports at number 39 on the CHR chart.

NEW & ACTIVE

BRUCE SPRINGSTEEN "My Hometown" (Columbia) 140/140

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 140 including B104, K106, WKSE, Z106, WAVA, Z93, Y100, Q105, B96, WMMs, ZZ99, KWK, KIIS-FM, KS103, KNBQ.

WHITNEY HOUSTON "How Will I Know" (Arista) 115/115

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 115 including WKKS-FM, WNYs, WBLI, Z93, I95, Y100, B97, WRSR, Q105, B96, WMMs, WHYY, Q103, KPUS.

JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 103/1

Moves: Up 45, Debuts 9, Same 47, Down 1, Adds 1, WBVS, WKKS-FM 31-27, WPHD 31-28, WCAU-FM 39-35, PRO-FM 20-14, Q103 33-26, RH04 28-22, WRCK 40-37, WDKI 35-28, WFMI 30-26, WRNO 32-29, WKDD 34-29, KLUC 34-30, KO93 34-30, KHTX 36-30.

A-HA "The Sun Always Shines On T.V." (Reprise/WB) 101/34

Moves: Up 5, Debuts 19, Same 43, Down 0, Adds 34 including WKKS-FM, KAFM, KTKS, WQUE-FM, KHTR, KOPA, KS103, 98PXY, WDOG, K103, KO93, WVAZ-FM, KFLI 35-35-29, KSND 32-27, KPDP 38-31.

STARPOINT "Object of My Desire" (Elektra) 98/8

Moves: Up 20, Debuts 9, Same 28, Down 8, Adds 8, WZOU, WERZ, WSSX, WNOK-FM, KAMZ, WKZL, KBOS, KWNZ, WNYs 8-4, B94 2-1, WAVA 25-17, WQUE-FM 15-10, KIIS-FM 11-7, FM102 13-10, KS103 25-17, KMEL 4-3.

RUSH "The Big Money" (Mercury/PolyGram) 97/25

Moves: Up 16, Debuts 10, Same 48, Down 0, Adds 25 including WHTT, WBFN-FM, PRO-FM, CFTR, WQUE-FM, 92X, WCZY, KIIS-FM, KZZP, WOUT, K10X, K103, WSRB, ZZ99 36-23, WBTI 24-19, KQXR 23-18.

MIAMI SOUND MACHINE "Canga" (Epic) 96/16

Moves: Up 39, Debuts 10, Same 27, Down 4, Adds 16 including WHTT, Z106, KTKS, WQUE-FM, KWOD, WKEE, WRDQ, WHYY-FM, WNCI, K10X, WJZR, KHTX, KIIS-FM 1-1, FM102 11-6, K103 5-3, KITS 30-17.

LOVERBOY "Dangerous" (Columbia) 89/4

Moves: Up 30, Debuts 9, Same 46, Down 0, Adds 4, CKOI, WNOK-FM, Y106, KSND, WBFN-FM 34-30, WPHD 34-30, KPUS 32-29, K104 35-32, K2BZ 38-34, WOKI 38-29, WRBR 20-17, KLUC 38-32, KSKD 39-33, KFMN 32-27, WKSF 36-32.

SADE "The Sweetest Taboo" (Portrait/CBS) 83/26

Moves: Up 2, Debuts 13, Same 42, Down 0, Adds 26 including K106, CKGM, 94Q, I95, KMEL, WRCK, WBBQ, WANS-FM, KBFM, KQXR, KBOS, KCAQ, WKSE 4-0, WBCY 34-30, 95XXX 34-29.

KISS "Tears Are Falling" (Mercury/PolyGram) 82/0

Moves: Up 30, Debuts 9, Same 36, Down 0, Adds 9, CKOI, WNOK-FM, Y106, KSND, WBFN-FM 34-30, WPHD 34-30, KPUS 32-29, K104 35-32, K2BZ 38-34, WOKI 38-29, WRBR 20-17, KLUC 38-32, KSKD 39-33, KFMN 32-27, WKSF 36-32.

DREAM ACADEMY "Life In A Northern Town" (Reprise/WB) 75/24

Moves: Up 6, Debuts 12, Same 33, Down 0, Adds 24 including WKKS-FM, WAVA, I95, WRSR, KWK, KPUS, KUBE, 93Q, WKFR, KQXR, K103, 98KX, WRCK 38-32, K103 34-27, KPDP 40-33.

POINTER SISTERS "Freedom" (RCA) 72/0

Moves: Up 26, Debuts 4, Same 15, Down 0, Adds 7, WBLI, WNVZ, WZPL, WKSE 24-21, CKGM 36-22, CFTR 36-33, I95 25-22, WGCL 28-23, WCZY 32-26, KMEL 17-10, 98PXY 31-19, Y106 33-30, PRO-FM 39-33, WHSL 30-24.

JAMES TAYLOR "Everyday" (Columbia) 68/3

Moves: Up 25, Debuts 7, Same 32, Down 1, Adds 3, Q102, W105, WBLI, WNVZ, WZPL, WKSE 24-21, CKGM 36-22, CFTR 36-33, I95 25-22, WGCL 28-23, WCZY 32-26, KMEL 17-10, 98PXY 31-19, Y106 33-30, PRO-FM 39-33, WHSL 30-24.

JACK WAGNER "Too Young" (West/WB) 63/1

Moves: Up 33, Debuts 3, Same 22, Down 4, Adds 1, KKLs-FM, B104 29-20, WKKS-FM 19-14, Q107 4-22, WZZY 18-13, WHYY 11-9, KBE0 17-13, KMJX 28-22, WZOU 4-3, WBCY 26-23, WNOK-FM 35-29, WNCI 25-15, WRGN 14-7, 103CIR14-9, WJZR 33-29.

TWISTED SISTER "Leader Of The Pack" (Atlantic) 62/29

Moves: Up 2, Debuts 10, Same 21, Down 0, Adds 29 including WBFN-FM, WCAU-FM, CFTR, WAVA, KAFM, KEGL, B96, KDWB-FM, KZZB, KSND, KSKD, WGGQ, Q105 4-30, ZZ99 34-31, KPUS 4-32.

ASIA "Go" (Geffen) 58/44

Moves: Up 7, Debuts 0, Same 7, Down 0, Adds 44 including WCAU-FM, Q105, Y106, WGFm, WRNO, KAY101, K103, KCAQ, WGLY, WJAD, WHSL, WDBR, WPHD 39-36, KEYN-FM 27-22, KFMN 33-29.

BALTIMORA "Tarzan Boy" (Manhattan) 55/7

Moves: Up 23, Debuts 4, Same 15, Down 0, Adds 7, WGCL, KOPA, WSSX, WFBQ, WGGQ, WGLF, KKAZ, WKSE 15-12, CFTR 9-2, I95 14-10, Y100 22-18, WMMs 26-15, ZZ99 27-22, KWSS 24-18, Y106 22-17.

MOST ADDED

- BRUCE SPRINGSTEEN (140)
My Hometown (Columbia)
- WHITNEY HOUSTON (115)
How Will I Know (Arista)
- BILLY OCEAN (77)
When The Going Gets Tough... (Jive/Arista)
- COREY HART (72)
Everything In My Heart (EMI America)
- QUEEN (52)
One Vision (Capitol)

HOTTEST

- MR. MISTER (167)
Broken Wings (RCA)
- LIONEL RICHIE (165)
Say You, Say Me (Motown)
- PHIL COLLINS & MARILYN MARTIN (143)
Separate Lives (Atlantic)
- EDDIE MURPHY (127)
Party All The Time (Columbia)
- KLYMAXX (83)
I Miss You (Constellation/MCA)

QUEEN "One Vision" (Capitol) 52/52

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WBFN-FM, WPHD, WCAU-FM, CHUM, Y100, WMMs, KPUS, WRZ, WFMI, Y106, WRGN, KSND, KSKD, 95XXX, WJAD, KOZE.

NEW EDITION "Count Me Out" (MCA) 52/5

Moves: Up 19, Debuts 7, Same 21, Down 0, Adds 5, WPLJ, 93FM, KQJQ, WKSE 28-22, 94Q 26-20, Y100 33-28, B96 40-37, FM102 9-7, WBBQ 30-25, KAMZ 15-11, KTUX 20-17, KMGX 34-25, WCLF-M 29-24.

SIGNIFICANT ACTION

ROBERT PALMER "Discipline Of Love (Why Did You Do It)" (Island) 46/1

Moves: Up 3, Debuts 2, Same 40, Down 0, Adds 1, KSMB, WPHD 37-35, PRO-FM d-35, 94Q on, I95 on, WGCL on, WHYY on, WPST on, KHFI on, WOKI d-38, KBOS on, KCAO on, WOMP-FM 34-28, WDBR 40-39, SLY96 on.

MIKE & THE MECHANICS "Silent Running" (Atlantic) 45/14

Moves: Up 4, Debuts 3, Same 24, Down 0, Adds 14, WKTI, Y106, 93Q, WOKI, WHOT, KQXR, KIYS, KDON-FM, WGLY, 95XXX, KISR, KYKY, KFMM 38-37, WAZY-FM 36-31, WSP 39-34.

LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat?" (Columbia) 43/8

Moves: Up 5, Debuts 1, Same 29, Down 0, Adds 8, WCAU-FM, WHYY, KEZB, WANS-FM, WFMI, WHSL, KGOT, SLY96, WKSE on, Y100 5-2, FM102 27-24, KAMZ 24-17, KTUX d-29, KMGX 39-30, Z102 11-8.

INXS "This Time" (Atlantic) 39/2

Moves: Up 5, Debuts 1, Same 31, Down 0, Adds 2, WKKS-FM, WFKX, CKOI on, PRO-FM on, I95 on, KOPA on, KZZP 24-22, KMEL 18-16, WERZ d-40, WBBQ 30-25, WRNO on, WRGN 30-27, KFMM 20-19, WHSL 32-26, KKLs-FM on.

JAMES BROWN "Living In America" (Epic) 32/32

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 32 including WKSE, WNYs, WPHD, CKOI, 94Q, Z93, Y100, KOPA, KPLUS, 94Z, Z98, KQFM, WRNO, KMGX.

JON BUTCHER AXIS "Sounds Of Your Voice" (Capitol) 29/2

Moves: Up 0, Debuts 1, Same 26, Down 0, Adds 2, CKOI, WKEE, WKKS-FM on, WPHD d-39, PRO-FM on, WMMs on, WOKI on, WFMI on, KTUX on, WRNO on, WHOT, KF95 on, KMGX on, KPDP on.

EL DEBARGE with DEBARGE "The Heart Is Not So Smart" (Gordy/Motown) 26/10

Moves: Up 1, Debuts 1, Same 14, Down 0, Adds 10, WNOK-FM, WRGN, KKRZ, WHOT, Q104, WZYP, KWES, WPFM, WDBR, KTRS, Y100 on, WSPK on, KCFX 39-36, 95XIL d-40.

CHARLIE SEXTON "Beat's So Lonely" (MCA) 20/11

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 11, WPHD, K104, WERZ, KHFI, K10X, OK100, 95XIL, WGAN, KFMM, WDBR, OK95, CKOI on, WRCK on, WZON on, 99KGM on.

OMD "Secret" (A&M) 20/3

Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 9, WKKS-FM, CFTR, KHFI, WSSX, 95XXX, WKSF, WDBR, KGOT, KZ0Z, WPHD on, KMEL 29-25, K104 on, WNOK-FM on, 99KGM on, KBIM on.

READY FOR THE WORLD "Digital Display" (MCA) 19/13

Moves: Up 1, Debuts 2, Same 3, Down 0, Adds 13 including I95, B97, KITS, Q100, WTLQ, KAMZ, WFMI, Y106, KTUX, WRGN, KSKD, 99KX, CKOI on, FM102 d-25, KMEL 23-19, KPUS d-37.

NICK LOWE "I Know The Bridge (When She Used To Rock & Roll)" (Columbia) 19/3

Moves: Up 8, Debuts 3, Same 5, Down 0, Adds 3, WKSF, WCLF-FM, KBOZ-FM, WL0L-FM 25-21, KZ10 34-32, 95XXX 30-23, WGRN on, KYNY 37-36, KQCR d-30, Y94 32-30, KKLs-FM 16-13, KFRX d-30, KKRZ 20-16, KYVA 21-17, OK95 on.

SHEILA E. "Love Bizarre" (WB) 18/6

Moves: Up 9, Debuts 1, Same 21, Down 0, Adds 6, Z100, FM102, WAMX, Y107, WRVQ, KCAQ, WKKS-FM 32-29, WBFN-FM 27-18, WKSE 6-4, WPLJ 23-21, WCYZ 28-19, WHYY 25-20, KITS 29-22, KMEL 9-5, KMGX 25-13.

DIANA ROSS "Chain Reaction" (RCA) 17/1

Moves: Up 7, Debuts 1, Same 13, Down 0, Adds 1, WBVS, WKSE on, Y100 d-32, WRSR on, K104 39-30, WPST on, WTLQ on, WANS-FM on, WRNO on, WHOT on, OK100 d-34, KGOT on.

ROGER DALTRY "Let Me Down Easy" (Atlantic) 16/12

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 12, CFTR, Q100, K104, WERZ, WFMI, KSKD, WGLY, 95XXX, OK100, 95XIL, WHSL, WDBR, WPHD on, KPUS on, OK95 on.

KENNY ROGERS "Morning Desire" (RCA) 16/2

Moves: Up 7, Debuts 1, Same 5, Down 0, Adds 2, KZFM, KEZB, Q103 4-31, K104 14-8, WUAN-FM 32-28, KZZZ 32-25, KAMZ 29-21, K101 on, KRQ on, OK100 d-40, KHTX on-dp, KZ0Z on, SLY96 on-dp.

WRESTLERS "Land Of 1,000 Dances?!?" (Epic) 15/1

Moves: Up 1, Debuts 1, Same 12, Down 0, Adds 1, KQXR, WKKS-FM on, WKSE on, Q105 28-21, K104 on, WRNO on, WHOT on-dp, WGLY on, 95XXX on, OK100 d-40, KHTX on-dp, KZ0Z on, SLY96 on-dp.

EUGENE WILDE "Don't Say No Tonight" (Philly World/Atlantic) 14/14

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, WKSE, WCAU-FM, Q100, WRZ, WKRZ-FM, WTLQ, KAMZ, KBFM, KTUX, WKFR, WRNO, WOMP-FM, KFS, KBIM.

JONI MITCHELL "Good Friends" (Geffen) 13/5

Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 5, CKOI, CHUM, KPDP, KQZ-FM, WHSL, WPHD on, CKFM on, WRCK on, KFMM on, KISR on, WDBR on-dp, KGOT on, KBIM on.

BARBRA STEISAND "Somewhere" (Columbia) 10/8

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 8, PRO-FM, 94Q, I95, KC101, 93Q, KAMZ, WOKI, WFBQ, WKKS-FM on-dp, KOZE 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/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the record code 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. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 73
Adds & Hits Begin on Page 71
P-1 Playlists Begin on Page 68

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
4	3	1	1	PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
5	4	2	2	MR. MISTER/Broken Wings (RCA)
22	37	8	3	LIONEL RICHIE/Say You, Say Me (Motown)
3	6	4	4	HEART/Never (Capitol)
1	1	3	5	STARSHIP/We Built This City (Grunt/RCA)
17	14	11	6	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
27	21	12	7	EDDIE MURPHY/Party All The Time (Columbia)
16	10	9	8	ARCADIA/Election Day (Capitol)
14	11	10	9	ZZ TOP/Sleeping Bag (WB)
6	5	5	10	THOMPSON TWINS/Lay Your Hands On Me (Arista)
19	16	13	11	SCRITTI POLITTI/Perfect Way (WB)
28	20	14	12	JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
23	19	15	13	KLYMAXX/I Miss You (Constellation/MCA)
2	2	4	14	GLENN FREY/You Belong To The City (MCA)
26	22	18	15	ELTON JOHN/Wrap Her Up (Geffen)
33	25	19	16	CARS/Tonight She Comes (Elektra)
11	7	17	17	ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
35	28	23	18	DIRE STRAITS/Walk Of Life (WB)
—	35	26	19	STEVIE NICKS/Talk To Me (Modern/Atco)
—	40	31	20	DIONNE & FRIENDS/That's What Friends Are For (Arista)
37	31	28	21	SURVIVOR/Burning Heart (Scotti Bros./CBS)
—	38	30	22	STING/Love Is The Seventh Wave (A&M)
38	34	29	23	KOOL & THE GANG/Emergency (De-Lite/PG)
40	37	33	24	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
3	8	16	25	TEARS FOR FEARS/Head Over Heels (Mercury/PG)
8	9	20	26	JAN HAMMER/Miami Vice Theme (MCA)
29	26	25	27	EURYTHMICS & ARETHA FRANKLIN/Sisters Are Doin' It For... (RCA)
—	—	39	28	BRYAN ADAMS WITH TINA TURNER/It's Only Love (A&M)
12	12	17	29	TINA TURNER/One Of The Living (Capitol)
13	18	24	30	FREDDIE JACKSON/You Are My Lady (Capitol)
39	36	34	31	SHEENA EASTON/Do It For Love (EMI America)
7	13	32	32	STEVIE WONDER/Part-Time Lover (Tamla/Motown)
—	39	36	33	WANG CHUNG/To Live And Die In L.A. (Geffen)
10	15	32	34	ABC/Be Near Me (Mercury/PG)
—	40	35	35	PAUL McCARTNEY/Spies Like Us (Capitol)
DEBUT	36	38	36	WHAM!/I'm Your Man (Columbia)
DEBUT	37	39	37	NIGHT RANGER/Goodbye (Cameo/MCA)
DEBUT	38	40	38	STEVIE WONDER/Go Home (Tamla/Motown)
BREAKER	39	41	39	TA MARA & THE SEEN/Everybody Dance (A&M)
DEBUT	40	42	40	PETE TOWNSHEND/Face The Face (Atco)

N&A Begins on Page 78

ADULT CONTEMPORARY

Rank	Artist/Track (Label)			
8	3	1	1	LIONEL RICHIE/Say You, Say Me (Motown)
1	1	2	2	PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
17	17	4	3	MR. MISTER/Broken Wings (RCA)
11	7	4	4	DIONNE & FRIENDS/That's What Friends Are For (Arista)
9	8	5	5	JAMES TAYLOR/Everyday (Columbia)
20	15	9	6	KLYMAXX/I Miss You (Constellation/MCA)
2	2	3	7	GLENN FREY/You Belong To The City (MCA)
4	4	6	8	FREDDIE JACKSON/You Are My Lady (Capitol)
10	10	10	9	KENNY ROGERS/Morning Desire (RCA)
—	51	18	10	STEVIE WONDER/Go Home (Tamla/Motown)
14	12	12	11	ABC/Be Near Me (Mercury/PG)
6	6	8	12	ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
35	26	19	13	DIRE STRAITS/Walk Of Life (WB)
3	5	11	14	TEARS FOR FEARS/Head Over Heels (Mercury/PG)
32	23	20	15	JACK WAGNER/Too Young (Qwest/WB)
7	11	13	16	DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
30	24	22	17	BARRY MANILOW/In Search Of Love (RCA)
—	32	25	18	STEVIE NICKS/Talk To Me (Modern/Atco)
29	25	23	19	POINTER SISTERS/Freedom (RCA)
31	29	26	20	JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
24	22	21	21	BRYAN FERRY/Don't Stop The Dance (WB)
13	14	15	22	THOMPSON TWINS/Lay Your Hands On Me (Arista)
5	9	14	23	STEVIE WONDER/Part-Time Lover (Tamla/Motown)
19	17	17	24	OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
12	16	16	25	A-HA/Take On Me (Reprise/WB)
BREAKER	26	27	26	BARBRA STREISAND/Somewhere (Columbia)
—	27	27	27	AMY GRANT/Anywhere I Go (A&M)
BREAKER	28	28	28	SADE/The Sweetest Taboo (Portrait/CBS)
BREAKER	29	29	29	STING/Love Is The Seventh Wave (A&M)
DEBUT	30	30	30	MAURICE WHITE/I Need You (Columbia)

N&A Begins on Page 59

AOR TRACKS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
4	3	2	1	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
2	1	1	2	CARS/Tonight She Comes (Elektra)
8	5	3	3	STEVIE NICKS/Talk To Me (Modern/Atco)
7	6	4	4	PETE TOWNSHEND/Face The Face (Atco)
—	13	7	5	PAT BENATAR/Sex As A Weapon (Chrysalis)
1	2	5	6	JOHN C. MELLENCAMP/Small Town (Riva/PG)
17	12	10	7	MIKE & THE MECHANICS/Silent Running (Atlantic)
13	10	9	8	ASIA/Go (Geffen)
3	4	6	9	ZZ TOP/Sleeping Bag (WB)
12	11	11	10	ZZ TOP/Can't Stop Rockin' (WB)
28	22	15	11	SURVIVOR/Burning Heart (Scotti Bros./CBS)
21	19	16	12	WANG CHUNG/To Live And Die In L.A. (Geffen)
9	8	12	13	INXS/This Time (Atlantic)
5	7	8	14	RUSH/The Big Money (Mercury/PG)
30	18	17	15	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)
32	27	19	16	ALARM/Strength (IRS/MCA)
29	21	20	17	DIVINYLS/Pleasure And Pain (Chrysalis)
6	9	13	18	DIRE STRAITS/Walk Of Life (WB)
BREAKER	19	20	19	RUSH/Manhattan Project (Mercury/PG)
BREAKER	20	21	20	PETE TOWNSHEND/Give Blood (Atco)
18	17	14	21	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
39	31	23	22	ZZ TOP/Stages (WB)
BREAKER	23	24	23	MR. MISTER/Kyrie (RCA)
43	35	29	24	DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
38	29	25	25	JONI MITCHELL/Good Friends (Geffen)
—	—	33	26	STEVIE NICKS/I Can't Wait (Modern/Atco)
40	33	27	27	LOVERBOY/Dangerous (Columbia)
BREAKER	28	29	28	PAUL McCARTNEY/Spies Like Us (Capitol)
25	26	24	29	AEROSMITH/Let The Music Do The Talking (Geffen)
36	34	30	30	YES/Hold On (Atco)

Complete Tracks Chart Begins on Page 61

BLACK/URBAN

Rank	Artist/Track (Label)			
14	7	4	1	NEW EDITION/Count Me Out (MCA)
8	5	3	2	EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)
5	3	1	3	SHEILA E/A Love Bizarre (WB)
3	2	4	4	ISLEY JASPER ISLEY/Caravan Of Love (CBS Associated)
26	14	7	5	LIONEL RICHIE/Say You Say Me (Motown)
9	6	5	6	SYSTEM/This Is For You (Mirage/Atco)
19	12	6	7	WHITNEY HOUSTON/Thinking About You (Arista)
15	10	9	8	JETS/Curiosity (MCA)
24	18	11	9	BERNARD WRIGHT/Who Do You Love (Manhattan)
25	21	13	10	KOOL & THE GANG/Emergency (De-Lite/PG)
—	26	20	11	READY FOR THE WORLD/Digital Display (MCA)
22	19	16	12	PATTI AUSTIN/Honey For The Bees (Qwest/WB)
—	38	23	13	DIONNE & FRIENDS/That's What Friends Are For (Arista)
33	25	19	14	EVELYN "CHAMPAGNE" KING/Your Personal Touch (RCA)
16	11	10	15	PRINCESS/Say I'm Your #1 (Next Plateau)
31	24	21	16	ISLEY BROTHERS/Colder Are My Nights (WB)
40	34	24	17	STARPOINT/What You Been Missin' (Elektra)
2	1	8	18	ARETHA FRANKLIN/Who's Zoomin' Who (Arista)
30	23	22	19	VAL YOUNG/Seduction (Gordy/Motown)
—	28	26	20	ATLANTIC STARR/Secret Lovers (A&M)
18	15	15	21	TEDDY PENDERGRASS/Never Felt Like Dancin' (Asylum)
BREAKER	22	23	22	STEVIE WONDER/Go Home (Tamla/Motown)
23	20	17	23	CHERRELLE/You Look Good To Me (Tabu/CBS)
—	39	30	24	ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)
36	30	27	25	FULL FORCE/Alice, I Want You Just For Me (Columbia)
12	8	12	26	TRAMAINÉ/Fall Down (Spirit Of Love) (A&M)
—	36	31	27	KASHIF/Condition Of The Heart (Arista)
BREAKER	25	26	28	SADE/Sweetest Taboo (Portrait/CBS)
—	38	29	29	TEMPTATIONS/Do You Really Love Your Baby? (Gordy/Motown)
32	27	26	30	PRINCE/America (WB)
BREAKER	31	32	31	WINANS/Let My People Go (Qwest/WB)
—	37	32	32	ZAPP/It Doesn't Really Matter (WB)
1	4	14	33	TA MARA & THE SEEN/Everybody Dance (A&M)
BREAKER	34	35	34	CHOICE MGS 1/FRESH GORDON/Gordy's Groove [Mayberry...] (Tommy Boy)
—	35	35	35	ROY AYERS/Slip 'N Slide (Columbia)
BREAKER	36	36	36	POINTER SISTERS/Freedom (RCA)
BREAKER	37	37	37	9.9.1/Like The Way You Dance (RCA)
7	9	18	38	LUTHER VANDROSS/Wait For Love (Epic)
DEBUT	39	39	39	FIVE STAR/Let Me Be The One (RCA)
BREAKER	40	40	40	MELI'SA MORGAN/Do Me Baby (Capitol)

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