

I N S I D E:

TOP TALK OF '85

R&R's editors select, from all walks of industry life, the juiciest quotes of 1985, chosen for pertinence, controversy, and humorous effect.

Begins Page 18

A GOOD YEAR FOR RADIO — AND A BETTER ONE IN STORE

Dwight Case finds reasons to be cheerful in the RAB's year-end radio figures, and points the way to even greater achievements in the year to come.

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IMPROVING ANTENNA EFFECTIVENESS

The NAB is investing in a study that may mark the most significant antenna improvements in 50 years.

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ENGINEERING A BETTER SETUP

A look at KHJ/Los Angeles's new state-of-the-art engineering facilities

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IN THE NEWS THIS WEEK

- Gary Stevens First VP at Wertheim
- Bruce Johnson heads Fries broadcast effort
- Roger Wimmer Surrey Research President
- Jim Cawley VP at Arista
- Steve Dickert VP/GM at WKDA & WKDF
- Burt Rosenthal GM at WQRS
- Reggie Jordan VP at Bahakel
- John Hager Operations Director at WPHD & WYSL
- Al Brock PD at WRSR
- Peter Newman PD at KING-FM
- Fred Weinberg buys KOKN as Arbitron delists KELI
- Larry Snider PD at KOIN
- Peter O'Brien GSM at KNEW & KSAN
- Shel Beugen GSM at WFMT
- Chuck Borchard GSM at CKLW & CKEZ
- Linda Forem GSM at KBCO-AM & FM
- Gary Lewis GSM at WRTH & KEZK
- Olympic buys four stations from Bingham

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HE'S MAKIN' A LIST . . .

As we near Santa's delivery date, Harvey Mednick puts together the promo person's Xmas wish list.

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NUMBER ONE ON THE CHARTS

Ken Barnes reviews the artists who hit No. 1 on R&R's charts this year.

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NEXT YEAR IN R&R

A special issue January 3 explores the modern world of communications, and how it ties in with radio.



RADIO STATIONS MAY BE AFFECTED

GE To Acquire RCA, NBC In \$6.28 Billion Deal

Network merger mania continued late last week as General Electric quietly agreed to a "definitive merger" with RCA — parent company of NBC — for a set price of \$6.28 billion. GE has offered to pay \$66.50 per share for 94 million shares of RCA stock, which closed Tuesday (12-17) at \$69.25. The proposed merger was approved by the boards of directors of both companies, but final approval by RCA shareholders and federal regulatory agencies — including the FCC — is still required. The combined companies will assume the GE name, and top

officials are expected to remain in place. GE and RCA have combined assets in excess of \$40 billion, and share common interests in broadcasting, satellite communications, defense contracting, and commercial and consumer electronics. RCA recently sold its Hertz Corp. (for \$585 million), and also ceased discussions with MCA for a possible acquisition of that company. Neither NBC's radio stations and networks nor RCA Records are expected to undergo significant management change at this point.

NAB POLLS 1630 STATIONS

Survey Underscores AM-FM Disparities

In 1984 the typical FM station in the United States had a pretax profit of \$155,200, 500% higher than the typical fulltime AM's profit of \$31,300, according to a survey of 1630 stations conducted by NAB. FM earnings were 300% higher than those of the typical AM-FM combo (\$49,200) and 1800% higher than the typical AM daytimer (\$8400). While the NAB survey does not give year-to-year comparisons to track trends, it provides

extensive data for stations grouped by market size, revenue size, and format.

AOR Most Profitable Format

FM AOR stations appear to be the most profitable, with a typical pretax profit of \$257,300, followed closely by Beautiful Music stations (\$252,300). FM A/Cs were next at \$132,700, trailed by FM CHRs (\$108,200) and FM Country stations (\$87,700). On the other end of the scale, the typical News/Talk station lost \$2800 and the typical Nostalgia-formatted AM lost \$5600 in 1984.

Following is a chart providing further breakdowns of the NAB survey information. Median or typical figures indicate that half of stations did better and half did worse than the number shown.

Station Category	Median Pretax Profit
FMs	155,200
Fulltime AMs	31,300
AM/FM combos	49,200
AM Daytimers	8,400

SURVEY/See Page 4

Berkowitz Adds WJR PD Duties



Gary Berkowitz

WHYT/Detroit OM Gary Berkowitz will also program AM sister WJR. He takes over for Joe Bacarella, who left the variety-formatted Cap Cities outlet last October to open a news consultancy.

WJR & WHYT President/GM Ron Pasercatz stated, "Gary's done a wonderful job with WHYT. I think I can better manage both stations using a singular resource like Gary for the programming despite the dissimilarity in formats. We have a strong FM Assistant PD in Mike Walke, who can execute Gary's instructions, and at WJR we have Fraa Eilers, who will assist Gary as well."

He added, "Any lack of hands-on experience with the full-service elements that have made WJR a market institution is negated by Gary's understanding of them, and his ability

BERKOWITZ/See Page 4

BELLANTONI EXEC. VP

Fasolino Upped To Torbet President

At Torbet Radio, Exec. VP/COO Tony Fasolino has been elevated to President of the rep company, which was recently acquired by John Blair & Co. from Sellbirk, Ltd. Succeeding Fasolino as Torbet's Exec. VP is Selcom, Inc. Exec. VP Michael Bellantoni.

Commented Jim Hilliard, President of Blair's Radio Division, "Tony and Mike are outstanding executives whose knowledge and experience have been valuable assets for all Torbet stations. Under their management, Torbet will continue its highly productive, quality representation performance, with the current offices and organizational structure remaining unchanged."

Fasolino came to Torbet in 1981, having previously worked five years as an AE with NBC

FASOLINO/See Page 4

Rivers New PD At K101

WAVA/Washington PD Smoley Rivers has accepted the PD post at Price Communications' A/C-formatted K101 (K101)/San Francisco. He succeeds Bill Gardner, who resigned two months ago and has since joined KLCY-FM/Salt Lake City. Acknowledging that K101 is Rivers's first A/C programming opportunity, station officials dismissed any speculation of a format change.

K101 VP/GM Bill Gilbreath told R&R, "Smoley is a very bright and exciting PD with a real sense for talent develop-

RIVERS/See Page 4

Kern Named Chairman Of American Media

After 15 years with Westinghouse Broadcasting & Cable, KP1X-TV/San Francisco VP/GM Arthur Kern will join Long Island, NY-based group owner American Media, Inc. as Chairman/CEO in early February. American Media, cofounded by Kern and President/COO Alan Beck in 1981, operates WALK-AM & FM/Nassau-Suffolk, WLIF/Baltimore, KSMG/San Antonio, and, pending FCC ap-

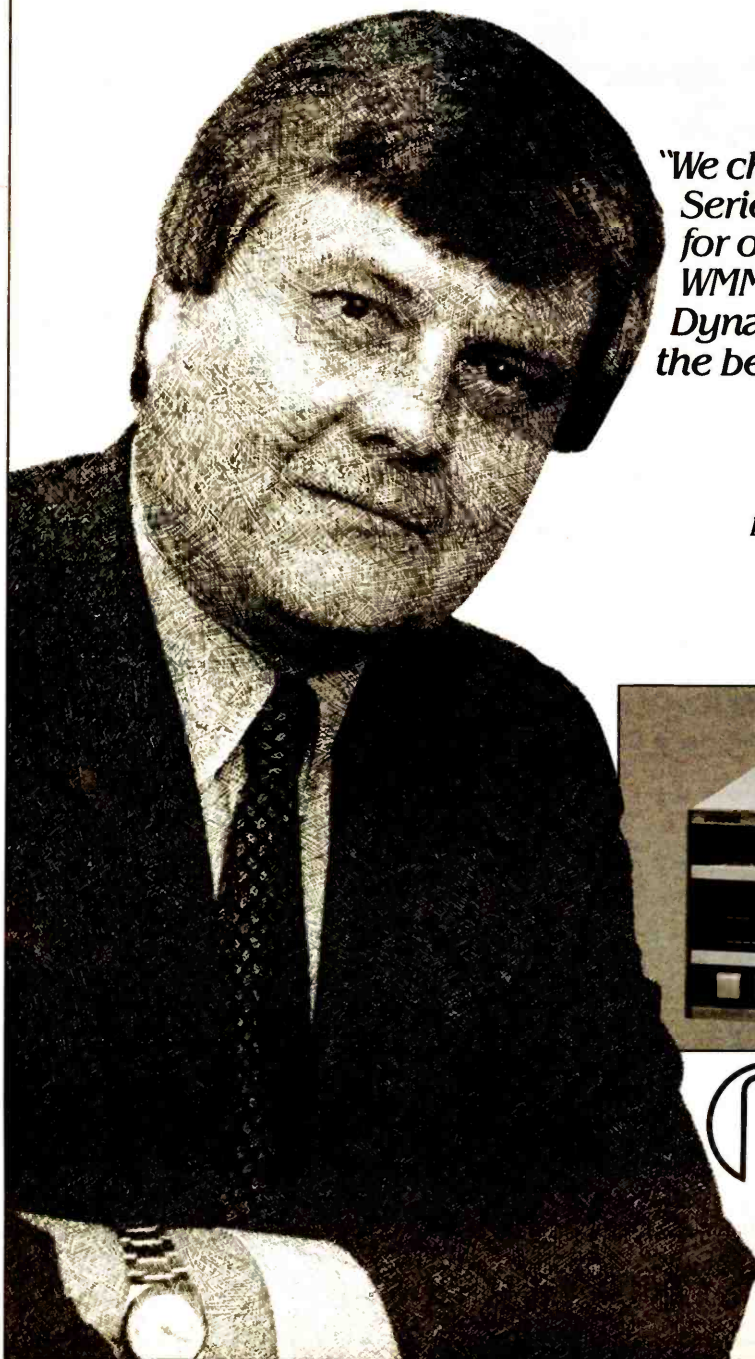
proval, WELE/Orlando. Said Beck, "Art's arrival doubles our growth possibilities, knowing that we've got the team in place to move ahead. With his TV and financial experience and my radio background, we'll make great partners."

Kern, who's managed KP1X-TV for five years, remarked, "Alan has made American Me-

KERN/See Page 4

GO WITH THE WINNERS.

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Gil Rosenwald
*Executive Vice President
President-Radio Division
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DECEMBER 20, 1985

**NASHVILLE
NEW YEAR'S
RESOLUTIONS**

Sharon Allen and an anonymous expert committee manufacture satirical New Year's resolutions for Nashville's notables.

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**Jordan VP
At Bahakel**

Bahakel Communications has promoted Reggie Jordan from Director to VP/Radio Operations. In his new post, Jordan will be responsible for planning and management administration for the radio group's 13 properties, which include WDOD-AM & FM/Chattanooga; WXLV/Charleston, SC; KIL0/Colorado Springs; WW0D & WKZZ/Lynchburg, VA; KXEL & KOKZ/Waterloo, IA; WLBJ-AM & FM/Bowling Green, KY; WABG/Greenwood, MS; and WKIN & WZXY/Kingsport, TN.

Jordan began with Bahakel 12 years ago as OM/VP at WKIN & WZXY. He was advanced to Manager/Radio Division 16 months ago, and moved up to his most re-

JORDAN/See Page 9

**R&R Closes
For Holidays**

In observance of the Christmas and New Year's holidays, R&R's offices in Los Angeles, Washington, Nashville, and New York will be closed December 24-25 and on January 1. Although R&R will be open during the rest of the holiday season, there is a one-week publishing hiatus after this issue, with the first edition for 1986 scheduled for January 3. Happy Holidays from all of us at R&R!



Bruce Johnson

**Johnson Heads
Fries Broadcast
Division**

Longtime broadcast executive Bruce Johnson will head up the newly-formed Broadcast Division of L.A.-based Fries Entertainment, Inc., a theatrical/motion picture/TV production, syndication, and distribution company. Serving officially in a consulting capacity, Johnson will take an Executive VP post and oversee the company's expansion into radio and TV ownership.

A former President of RKO Radio and Starr/Shamrock Broadcasting, Johnson most recently has been operating BFJ Companies, a consulting organization specializing in turnaround management and acquisition. His background also includes terms as VP/West Coast Manager for Metromedia and GM at KFAC-AM & FM/Los Angeles.

Fries Entertainment Chairman Charles Fries said, "With his expertise in the field of acquisition and management, Bruce will be instrumental in helping us make purchases and provide the necessary expertise when the time arrives to manage the acquisitions."

Illustrating the ambitious scope of the new division, Johnson told R&R, "Over the next three to five years the plan is to go for the top 75 markets for radio, top 125 for TV,

JOHNSON/See Page 9

**Brock PD
At WRSR**

WKRZ-AM & FM/Wilkes-Barre PD Al Brock has been named PD at Susquehanna's CHR/formatted WRSR (97-STAR)/Norfolk. WRSR's last PD, Jeff Moreau, stepped down several months back, but the operations of both WRSR and AM sister WGH have been supervised by Mare Carmody, who retains those duties.

GSM Fred Wright told R&R, "Since we took over the station we've refined our direction and have been looking for the right person to fine-tune our sound to perfection. Al Brock is the best person to do this."

Brock, who became PD at WKRZ nine months ago, previously programmed KMGK & KIOA/Des Moines and WBGM/Tallahassee. He told R&R, "I believe in personality radio, and I'm going to inject a bit more energy and excitement into the presentation than what's being aired at present." He begins his new assignment on January 6; no replacement in Wilkes-Barre was named at presstime.

**Wimmer Surrey
Research President**

Surrey Consulting & Research VP Roger Wimmer has been promoted to President of the company. Kent Nichols, who had been overseeing the Denver-based research/consulting/marketing company, remains President/CEO of Surrey Broadcasting.

A former associate professor of broadcast research at the University of Georgia, Wimmer joined

**Arista Elevates Cawley
To VP/Sales & Distribution**

Arista National Director/Sales Jim Cawley has been promoted to VP/Sales & Distribution for the label. He succeeds Lou Mann, who has left the company.

Cawley will be responsible for the overall direction of sales, distribution, and field merchandising, including sales policies and campaigns, and the supervision of the label's regional sales directors and field force.

Commented Arista Exec. VP/GM Sal Licata, "It's especially gratifying when key positions can be filled by people within the Arista organization. For ten years, Jim has demonstrated that he's eager and capable of taking on expanded

responsibilities, and this promotion is a natural step given his experience and abilities."

Surrey in July after three years as Manager of Research for Cox Communications. "Starting next quarter, we'll be expanding into many different research areas for radio, as well as into TV and cable," Wimmer told R&R. "Surrey will be more of a mass media research company than before. One new project involves programming/engineering consulting and research in one package."

responsibilities, and this promotion is a natural step given his experience and abilities."

Cawley said, "I am so very fortunate to have been with Arista from its inception, to have watched it grow and learn throughout this past decade, and to now have a chance to be part of the most energetic, creative, and dedicated top management team one could possibly hope to work with."

Cawley joined Arista in 1975, and has held various sales positions, including Regional Marketing Director/East Coast and Singles Sales Manager. He was named National Director/Sales in April 1984.

**Dickert Promoted To
VP/GM At WKDA & WKDF**

WKDA & WKDF/Nashville Operations Director Steve Dickert has been promoted to VP/GM of the Oldies/AOR combo, replacing the exiting Bill Byram. Dickert, a 13-year WKDF staffer, will relinquish the morning news duties he's maintained for the last ten years.

Dickert told R&R, "This station is known for its consistency, and the fact that I've been here so long is an indication of how paying your dues really does pay off. I've tried to learn from every person who's come through here; in particular, I've been groomed and shown the ropes by Bill Byram and our excellent sales staff."

Dickert has been Operations Director at WKDF for the last four years, and began handling sales accounts over the last three years.

**Newman Now
PD At KING-FM**



Peter Newman

After a three-month search, King Broadcasting has promoted OM/air personality Peter Newman to PD of Classical-formatted KING-FM/Seattle. Newman, who joined KING-FM in 1977 as morning man, has been OM since 1980 and hosts a variety of station programs.

VP/GM Bob Gallucci observed, "We found that the very best candidate was at our doorstep all along. We know for certain that we've got a top-notch pro with an excellent record in Peter."

Newman added, "Obviously, the Seattle arts community composes an important part of our audience, and I'll strive to strengthen the good working relationships we

NEWMAN/See Page 4



Gary Stevens

**Stevens
Joins
Wertheim
As First VP**

Doubleday Broadcasting President Gary Stevens has resigned that post and will join Wertheim & Co., a Wall Street underwriter, as a First VP. Stevens will be involved in communications mergers and acquisitions in the company's corporate finance division.

"The emphasis in the (communications) business has shifted to a major restructuring," Stevens told R&R, "and I really want to be where the action is. As an operator today, all you do is sit there and wait to see who bought you. In this position, I'll have the ability to do a lot of major restructuring in this business."

Regarding Wertheim's broadcast ownership possibilities, Stevens continued, "It's not in the plans to buy any stations, but this company would like to become a major player in communications." He noted that Wertheim recently acquired a substantial interest in Chappell Music.

Of his 15-year relationship with Doubleday, including the last eight years as President, Stevens added, "I regret that circumstances necessitated breaking up the assets, but it was a good 15-year run.

STEVENS/See Page 4

**Hager Directs
Operations At
WPHD & WYSL**

WCMF/Rochester evening personality/Research Director John Hager has been named Operations Director/afternoon personality for Howard Communications' WPHD & WYSL/Bufalo. He replaces John Picelle, who left the CHR combo two weeks ago.

WPHD & WYSL VP/GM Harry Moore noted, "I gave John his first job out of college five years ago, and he's done a lot of maturing and growing in his career since then. Bufalo is his hometown. I feel, as does (consultant and WMMS/Cleveland OM) John Gorman, that this will make for a great competitive advantage."

Hager told R&R, "Aside from going back to Bufalo, I'm looking forward to doing CHR again, and with the void of AOR in the market we have a lot of flexibility in our approach to music, highlighting the rock end of things."

A former air personality at then-AOR WGRQ/Bufalo, Hager's only prior programming experience was at WCJW/Warsaw, NY.

*Congratulations
Rick!*



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AM 1180

*on another
great year!*

NEWS

Big Year For Martell Foundation



CBS Records Group President Walter Yetnikoff (left), 1984 honoree of the T.J. Martell Foundation, is shown with Foundation head Tony Martelli at a cocktail party to thank the Foundation's 1985 Dinner Committee. The 1985 campaign has raised \$3.6 million for leukemia and cancer research.

Dramatic Development At Fantasy



Members of the original Dramatics have reunited for an album on Fantasy. Pictured (l-r) are group's L.J. Reynolds, Ron Banks, and William "Wee Gee" Howard, all of whom have recorded solo after leaving the group; (standing l-r) producer Fred Pittman and Fantasy Exec. VP Phil Jones.

Pointers Pop Platinum



RCA executives presented the Pointer Sisters with platinum LPs for the "Contact" album, following a Long Island concert by the group. Pictured (l-r) are RCA's Basil Marshall, Anita Pointer, RCA VP-USA & Canada John Ford, June and Ruth Pointer, and RCA VP Mike Omansky.

Fat's The Way



Sutra's Fat Boys held a housewarming party to celebrate their newly-purchased Queens homesteads. Pictured at the new home of Mark "Prince Markie Dee" Morales are (l-r) group's Damon "Kool Rock-ski" Wimbley and Darren "Human Beat Box" Robinson, Tin Pan Apple management's Lynda West and Charles Stettler, Morales, and Sutra President Art Kass.

SUPER WEEKENDS

**AMERICAN
MUSIC
MAGAZINE**

STARRING

Rick Dees

4-5
Survivor

11-12
Clarence Clemons

18-19
Arcadia

25-26
Ta Mara

Rick Dees
WEEKLY TOP 40

4-5
Jerry Vale

11-12
The Crew Cuts

18-19
Mitzi Gaynor

25-26
Johnny Mathis

**THE GREAT
SOUNDS**

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

**U
S
P**
PROGRAMS AND SERVICES

NEWS

Parr Fires Up Gold In Canada



John Parr received his first gold record in Toronto recently, for Canadian sales of the "St. Elmo's Fire" single, which was written for Canadian wheelchair athlete Rick Hanson. Pictured (l-r) are WEA's Larry Green, Parr, and Atlantic's Kim Cooke.

Geffen Distributes Metheny



Geffen Records will distribute Pat Metheny Group albums and solo projects by Metheny and other members of the band under a recent agreement. Pictured (l-r) are Geffen's Gary Gersh, Metheny, and label President Ed Rosenblatt.

Hearty Congratulations



Capitol gave Heart platinum plaques for their label debut LP, "Heart," at a recent luncheon. Pictured (l-r) are group's Howard Leese, managers Trudi Green and Howard Kaufman, band's Nancy Wilson, Capitol VP Don Grierson, group's Ann Wilson, label Sr. VP Walter Lee and President Don Zimmermann, group's Denny Carmassi and Mark Andes.

Divinyls Management Menage



While in L.A. recently, Chrysalis artists the Divinyls signed with Across The Pacific Management. The new Denver-based firm comprises the band's longtime Australian manager Vince Lovegrove (President); VP Chuck Morris, also manager of the Nitty Gritty Dirt Band and a partner in concert promoters Feyline Presents; and Secretary/Treasurer Barry Fey, head of Feyline. Pictured celebrating the new arrangement are (l-r standing) Chrysalis's Susan Collins, Chrysalis Music's Tom Sturgess, group's J.J. Harris and Richard Grossman, Morris, group's Barne Olin, Lovegrove, and Fey; (l-r front) group's Mark McEntee and Christina Amphlett and Chrysalis's Fran Musso.

JANUARY 1986

4-5
Ronnie Milsap

11-12
Charly McClain

18-19
Mel McDaniel

25-26
Bellamy Brothers

**THE WEEKLY
COUNTRY MUSIC
COUNTDOWN**

4-5
Bobby Vee

11-12
Jay and The Americans

18-19
Roberta Flack

25-26
The Jackson Five

DICK CLARK'S
Rock Roll & Remember



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BALTIMORE

abc rock radio network 

NEWS IN BRIEF



Robb Westaby Steve Brill Dick Bailey Les Garland Bill Pasha Danny Owen

- **DICK BAILEY** has joined **Broadcast Programming, Inc.** as Director/Classical Programming, succeeding 25-year company veteran **BOB CONNIE**, who's announced his partial retirement. Bailey, who previously programmed **KING-FM/Seattle** for five years, will oversee BPI's expansion of its Classical music services.
- **STEPHEN WIESSWASSER** has been appointed Sr. VP/General Counsel for **Cap Cities/ABC**. He was a partner in the Washington-based law firm of **Wilmer, Cutler & Pickering**.
- **DAVID SOSKIN**, President of **J. Walter Thompson's** Direct Marketing Network, is named Sr. VP for **SFN Communications**, operator of three radio stations in Montana.
- **PAMELA SOLVANG**, former Director/Marketing & Promotion for **KSGO & KGON/Portland**, is upped to Corporate Marketing Director for parent **Ackerley Communications**.
- **ROBB WESTABY** has been promoted from Asst. PD/MD to PD at full-service A/C outlet **WMBD/Peoria**, succeeding **GARY BRUCE**, who accepted the PD post at **WHAS/Louisville** last week. An 11-year radio veteran, Westaby will continue his midday airshift.

- **LES GARLAND** is elevated from Sr. VP/Programming for MTV and VH-1 to the new post of Sr. VP/Music Programming, MTV Networks. Garland, who started with MTV in 1982, will add on duties in new and developing markets, including home video, syndication, and international.
- **JAMES CARTER**, GM at **KEDS & KEZO/Omaha**, has been elected VP/GM. A 13-year veteran, Carter has advanced through the ranks since joining KEZO as an AE in 1972.
- **STEVE BRILL**, an air personality at **WKQJ/Chicago**, has accepted the PD position at **WZOK/Rockford**, reporting to **OM Kipper McGee**. A former programmer at **WBTT/Milwaukee**, Brill has also worked at crosstown **WISN** and **WLLT/Cincinnati**.
- **THOMAS "ROCKY" BLONIAZ** becomes Sales Manager at **WCKG/Chicago**, reporting to **GSM Michael Disney**. Bloniarz comes to the AOR station from neighbor **WKQX**, where he was a Sr. Account Executive.

- **JOE OWENS**, a 15-year music industry veteran, has been appointed Sr. VP/Marketing for Ontario, Canada-based **Musicon Management**, responsible for coordinating marketing and direction of promotion/advertising for the group **Triumph** and other clients. Owens is a former GM of **Mushroom Records** and Director/Artist Development for **CBS Records**.
- **BOB McCURDY** has been promoted to VP/GSM of **Katz Radio**. A former sales executive with **WNDE & WFBQ/Indianapolis**, McCurdy joined Katz in 1980 as an AE in Chicago, later moving to Minneapolis and New York, where he became Sales Manager last year.

**Borchard
New CKLW
& CKEZ GSM**



Chuck Borchard
Former **WDRQ/Detroit** VP/GM **Chuck Borchard** is the new GSM at **Music Of Your Life/Easy Listening** combo **CKLW & CKEZ/Detroit**. He fills the vacancy left last month following the resignation of **Burt Rosenthal**, now VP/GM at neighbor **WQRS** (see story, Page 3).
CKLW & CKEZ VP/GM **Bob O'Brien** said, "Chuck has a tremendous awareness and knowledge of this market, and brings experience from a diverse range of formats."
Borchard, who served several years as VP/GM at **WDRQ**, previously was VP/GM at crosstown **WHND & WMJC** for nearly a decade. He was unavailable for comment at presstime.

- **BILL PASHA** and **DANNY OWEN** have been named VP/Programming-Format & Consultancy Division and VP/Creative Services, respectively, at **Toby Arnold & Associates**. Pasha, who has an extensive radio background, had served in Assistant and National PD positions during his three years with Arnold. A 13-year Dallas radio veteran, Owen advances from Creative Director, having also programmed **KIXX/Dallas** and worked at nearby **KMGC** and **KEGL**.
- **GARY BEATTY**, former PD at **WIMT/Lima, OH**, is the new Program Director at **WQHK/FL Wayne**.

Jordan
Continued from Page 3
cent post last January. He remarked, "This is something I've always wanted to do. I'm looking forward to working more closely with management and reps to make the Bahakel Communications radio group one of the most successful in the country."

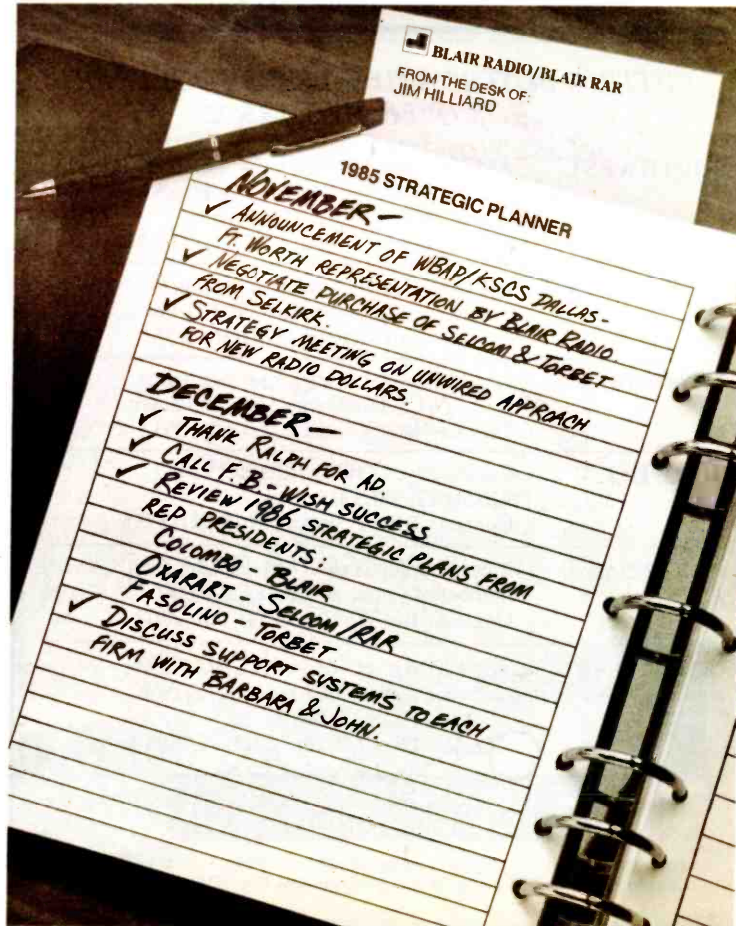
Johnson
Continued from Page 3
and are especially interested in group acquisition. All of our ducks are in a row - we're ready to move."
A former consultant to **NAB** and **Viacom**, Johnson continued, "I really wanted to get back into day-to-day management and want to build a group again. There's good synergy here, and I'm impressed with the growth and track record of this company."

Beugen New WFMT GSM

Former **WBBM/Chicago** Sr. Account Executive **Shel Beugen** has moved crosstown to **WFMT** as GSM. He succeeds **Rich Marschner**, who was promoted to GM of the facility.
Commenting on Beugen's appointment, **WFMT** President **Ray Nordstrand** said, "Not only has Shel been an outstanding part of the Chicago radio community for 17 years at **WBBM**, working with blue-chip advertisers, but he has been a longtime fan of **WFMT** and fine arts radio."
GM **Rich Marschner** added, "Shel's been a listener forever, so he has the advantage of knowing us from the inside. He brings a remarkable level of understanding to the operation and a background that's very strong in a similar, high-quality adult target market."
Beugen told **R&R**, "WFMT has always represented to me the finest radio station in the country because of its positioning and the audience it reaches. It is a local station with national exposure, and the opportunity to become actively involved with those fine people was too great to ignore."
Beugen spent 16 years with **WBBM**, serving in several AE positions. He joined the station

**Forem GSM
At KBCO-AM & FM**

from the agency side, serving with **Leo Burnett** and subsequently at **Stern, Walters & Simmons**.
Linda Forem has been named GSM of **KBCO-AM & FM/Boulder-Denver**, based in the station's Denver sales offices. Most recently an AE at **KOSI/Denver**, Forem takes over duties held by GM **Ray Skibitsky**, who continues in his GM role.
Skibitsky told **R&R**, "With our consistent growth in market position, we recognize the need for a Denver sales manager to better serve the marketplace."
Forem commented, "Now, with 100,000 watts, Denver's most consistent radio product, and a solid core audience, we are in a position to win by even higher margins."
Before joining **KOSI**, Forem was GSM at **KPPL/Denver**, an AE at **WPXK/Washington**, and Promotions Director at crosstown **WASH**.



TRANSACTIONS

Olympic Buys Alaska Quartet From Bingham

Rapidly-expanding Olympic Broadcasting has agreed to acquire Alaska stations **KIAK & KQRZ/Fairbanks** and **KYAK & KGOT/Anchorage** from **Bingham Broadcasting Of Alaska, Inc.** for between \$11.3 million and \$13.5 million. The final price is subject to adjustment based on the stations' financial performance in 1986, although the deal includes a \$9.5 million cash payment and a \$2.5 million noncompete/consulting agreement.

Bingham Broadcasting principal **Robert Bingham**, who paid \$4.5 million for the four stations in 1982, retains **KBRO/Bremerton, WA** and sister station **KHIT/Seattle-Bremerton**.

Olympic, a Seattle-based group owner, also operates **KKCY/San Francisco**, **KRPM/Seattle**, **KMZQ/Las Vegas**, and **KZUU-AM & FM/Spokane**. Pending FCC approval are proposed acquisitions of **KXA/Seattle** and **KSRN-AM & FM/Reno**. Olympic President **Ivan Braiker** remarked, "The purchase price of these properties represents Olympic's commitment to the state of Alaska and also reflects very well on the outstanding group of people who work at these stations."

Country-formatted **KIAK** operates

with 5 kw on 970 kHz; **CHR KQRZ** has 25 kw on 102.5 mHz at 89.5 feet below average terrain. Country outlet **KYAK** has 50 kw days/25 kw nights on 650 kHz; **CHR KGOT** broadcasts with 26 kw on 101.3 mHz at 66 feet below average terrain.

Elliot Evers of **Chapman Associates** brokered the transaction.

WMER/WESTBROOK, ME
and WJBQ/PORTLAND, ME
PRICE: \$2,750,000

BUYER: **WJBQ-AM, Inc.** and **WJBQ-FM, Inc.**, subsidiaries of **Malcolm Smyth Broadcasting**, principally owned by **Ellen Malcolm (90.2%)** and **Peter Smyth (6.5%)**. Smyth is the former Sales Manager of **WOR/New York**.

SELLER: **Chandler Broadcasting and Greater Portland Radio**, owned by **Bride Communications**, headed by **John Bride**. It retains **WMBA/Ambridge, PA**, and **Bride** also owns 10% of **WKSQ/Ellsworth, ME**.

DIAL POSITION: 1440 kHz; 97.9 mHz
POWER: 5 kw; 50 kw at 500 feet
FORMAT: News/Talk; CHR
BROKER: **Raymond O'Grady Co.** and **Kozacko-Horton Co.**

KYKZ/LAKE CHARLES, LA
PRICE: \$1.35 million

BUYER: **Faver Broadcast Income Fund Ltd.**, owned by **Stanley Sackin**, **Ronald Verlander**, and **William Woodall**.

SELLER: **Radio 96 Inc.**, held by **J.D. Osburn** and **Kenneth Reynolds**, who also own **KYKS/Lufkin, TX** and **WSLU & WYYN/Jackson, MS**.
DIAL POSITION: 96.1 mHz
POWER: 100 kw at 428 feet
FORMAT: Country

WBBE & WRMA/GEORGETOWN, KY
PRICE: \$1.3 million

BUYER: **Audobon Broadcasting**, headed by **William McElveen**. He also holds **WNOK-AM & FM/Columbia, SC**.

SELLER: **Central Kentucky Broadcasters**
DIAL POSITION: 1580 kHz; 103.1 mHz
POWER: 10 kw daytime; 3 kw at 300 feet
FORMAT: Big Band; A/C
BROKER: **Blackburn & Co.**

WKWF & WAIL/KEY WEST, FL
PRICE: \$975,000

BUYER: **Family Group Broadcasting**, owned by **Ian (Sandy) Wheeler**. It also holds or has interests in five TV stations.

SELLER: **Long Communications**
DIAL POSITION: 1600 kHz; 95.5 mHz
POWER: 500-watt daytime; 100 kw at 300 feet
FORMAT: Oldies; Country
BROKER: **Chapman Associates**

WWON & WNEF (formerly WWON-FM)/WOONSOCKET, RI
PRICE: \$905,000

BUYER: **Ocean State Broadcasting Ltd. Partnership**, owned by **Bernard Barczak**, **William Cerny**, **George Chopivsky**, and **George Wheeler**. It also owns **WLBK & WDEK/DeKalb, IL**.

SELLER: **Panda Enterprises, Inc.**, held by **Washington communications lawyer Arthur Stambler**, who also has interests in **WZZO/Bethlehem, PA** and **WVAI & WUSQ/Winchester, VA**.
DIAL POSITION: 1240 kHz; 106.3 mHz
POWER: 1 kw days/250 watts nights; 3 kw at 215 feet
FORMAT: A/C; Beautiful Music
BROKER: **Holt Corp.**

WBYU/NEW ORLEANS

PRICE: undisclosed
BUYER: **Stoner Broadcasting System, Inc.** It also owns **WYRK/Bufalo; WCMF/Rochester; WDAO & WWSN/Dayton; WIMZ-AM & FM/Knoxville; KSO & KGGO/Des Moines; WGNT & WAMX/Huntington-Ashland, WV; KHAK-AM & FM/Cedar Rapids, IA; and WNBK & WHWK/Binghamton, NY**.
SELLER: **Swanson Broadcasting**, which retains **KKNG/Oklahoma City, KRMG & KDLB/Tulsa-Henryetta, and KKYX/San Antonio**.
DIAL POSITION: 95.7 mHz
POWER: 100 kw at 600 feet.
FORMAT: Easy Listening

WKYZ/SALISBURY, MD
PRICE: \$400,000

BUYER: **HVS Partners/Salisbury**, owned by **Gisela Huberman, Abe Voron**, and **Thomas Schattentfield**. It also holds **WNNX/Tallahassee**. Voron is Sr. VP at **NRBA**.

SELLER: **Charles Truitt**, receiver for **Radio Salisbury, Inc.**
DIAL POSITION: 105.5 mHz
POWER: 1.7 kw at 390 feet
FORMAT: Beautiful Music

WXTR/WASHINGTON, DC
PRICE: \$290,000

BUYER: **Charles County Broadcasting**, headed by **Michael Burns**.
SELLER: **The Dalton Group**, which retains sister station **WXTR-FM/Washington, DC**.
DIAL POSITION: 1560 kHz
POWER: 1 kw daytime
FORMAT: Oldies
BROKER: **Blackburn & Co., Inc.**

WHOU-AM & FM/HOULTON, ME
PRICE: \$280,000

BUYER: **Peak Communications**, owned by **Dale Tudor**, **Celia Tudor**, **Mary MacLaughlin**, and ten others.
SELLER: **Penobscot Broadcasting**, held by **James Goff**, who also owns **WPBC/Bangor, ME**.
DIAL POSITION: 1340 kHz; 100.9 mHz
POWER: 1 kw days/250 watts nights; 3 kw at 300 feet
FORMAT: A/C; A/C (duplication 100%)
BROKER: **New England Media**

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Contact - Mitt Younts (202) 822-8913 |
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| ARKANSAS | Metro market Class C FM, a leader for a number of years. Asking \$2,500,000.
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| NORTHWEST | Top 100 Market. AM with Class C FM priced at approx. 7.6 times trailing cash flow. Asking \$3,350,000.
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FOR THE RECORD

In last week's Year-End issue, the headings to the **AOR Albums** and **AOR Tracks Top 85 of '85** charts were switched, owing to a printing error. The chart titled **AOR Albums Top 85 of '85** is actually the top 85 tracks and vice versa.



JOCK OF THE '80s — **Captain Lou Albano** (center) teaches the fine art of the body slam to **KROQ** Los Angeles Assistant PD **Scott Mason** (left) and production ace **Van Johnson**.



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\$50,000 NAB EXPERIMENT

New Antenna Designs Offer Hope For Improved AM Sound

NAB is undertaking a \$50,000 test of two new AM antenna designs which, in theory, will redirect largely use-less skywave signals to improve an AM's groundwave signal and coverage area, especially at night. If the innovations work, AMs could adapt their existing antenna systems at an estimated cost of \$10-15,000.

NAB staff engineer Mike Rau says the experiment marks the first major attempt since the 1930s to improve AM antenna theory and technology. He cautioned, "No one is guaranteeing success with these antennas, but we think the prospects are good enough to spend \$50,000 of NAB's money to test them."

Within the next few weeks, NAB expects to finalize the lease of a 20 to 30-acre farm site in Loudon County, VA near Washington, DC. A 250-foot AM tower will be built on the site, and experimental authorization will be sought from the FCC to operate with 1 kw at 1605 kHz, just above the commercial AM band.

Deflecting Skywave Radiation

The new designs to be tested were developed by Rosslyn, VA consulting engineer Dick Biby, and engineer Ogden Prestholdt of the Washington firm A.D. Ring & Associates. According to Rau, by adding several new horizontal and diagonal elements to an AM antenna, the designs should "take energy lost to the sky and redirect it to the ground where it will do some good."

Anticipated benefits include greatly improving the overall sound of AM stations, overcoming noise levels, extending coverage areas, and reducing bothersome nighttime skywave interference.

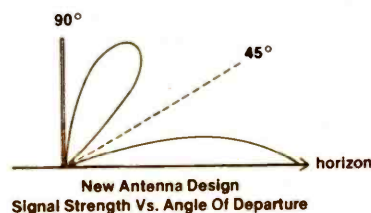
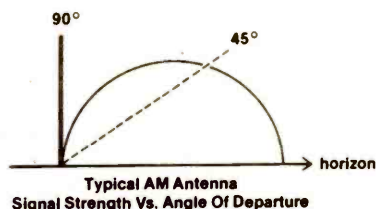
Testing Starts In Fall 1986

Rau expects the test antenna to be operational by next September, when a full year of experiments will begin. As part of the test, station engineers within 1000 miles of Washington, DC will be asked to take signal strength measurements on 1605 kHz. Presuming the experiment works, NAB will include those readings in a rulemaking petition asking the FCC to approve use of the new designs.

NAB President Eddie Fritts first announced the project in a speech two weeks ago to the Federal Communications Bar Association (FCBA) in Washington. "We will soon join with others to build our own AM transmitter site to experiment and test new AM antennas which will make a significant improvement in AM coverage and quality," said Fritts.

"Some have said that AM radio needs attention from the programming side," he added. "Frankly, I think the technical aspects need our attention first."

Figure 1
Basic Concept



Compare: Signal strength at horizon; signal strength at 45°. Note increase at horizon and decrease at 45°.

NEWS BRIEFS

Veterans, Handicapped Denied License Preferences

In separate actions last week, the FCC refused to grant special consideration to veterans and the physically handicapped in license proceedings.

A coalition of handicapped groups asked that the Commission's minority ownership rules be amended to include the handicapped. Rejecting the idea as "inadvisable," the FCC said it didn't see how favoring the handicapped would lead to a greater diversity of programming and viewpoints on the air.

The Commission used that same rationale in turning down Thomas Rockler's bid for veterans' preferences. While recognizing "the outstanding contribution and tremendous sacrifice" made by veterans, it said putting more stations in the hands of veterans would be unlikely to enhance "program diversity."

FCC Sharpens Definition of Licensee "Character"

After struggling for years with the Communications Act's directive that it approve of licensees' "character," the FCC last week attempted to put some

concrete meaning behind that murky notion.

"In this policy statement we make clear that two traits are crucial: truthfulness and reliability," said FCC Chairman Mark Fowler. "Focusing on these will allow us to determine that licensees will comply with our rules and truthfully report any information required for us to fulfill our responsibilities under the Communications Act."

Under the new policy, character demerits will be assigned for violations of the Communications Act or FCC rules and policies, lack of candor with the FCC, fraudulent programming, certain felony convictions, criminal convictions involving fraud, fraudulent conduct before other government agencies, and adjudicated cases of broadcast-related antitrust or anticompetitive misconduct.

Reagan's Saturday Airtime Valued At \$6 Million

RAB estimates that President Reagan gets \$4-6 million in free radio airtime from his five-minute Saturday radio commentaries and followup coverage. Based on a 52-week schedule and special political ad rates, RAB said it would cost \$3-4 million to buy the weekly block, while the subsequent news reports may be worth \$1-2 million more.

RAB also calculated that 5-6 million Americans hear the reports live, and another eight million hear excerpts later in radio newscasts. The association likened Reagan's effort to the network radio commitments of sponsors

like American Express, RCA, Nabisco, Dart, and Kraft, and to the spot radio buys of Toyota, 7-Up, General Mills, Woolworth, Fotomat, Marnott, and Continental Airlines.

"The fact that he invests time and effort to continue the series suggests that he is seeing a return on his investment," RAB President Bill Stakein surmised.

24 More FMs Up For Grabs

The rapid expansion of the FM band continues apace, with the FCC opening up another 24 channels. Because earlier applications were defective, nine of the frequencies will be awarded on a first-come, first-served basis to the first qualified applicant who files. Those channels are in Downs, KS (94.1 MHz); Woodward, OK (95.9); Preston, ID or Devils Lake, ND (96.7); Polotski, MO (97.7); Ajo, AZ (98.3); Crystal Falls, MI (100.7); Apalachicola, FL (100.9); Duluth, MN (101.7); and Sundance, WY (103.1).

A filing window of December 23 to January 23 has been set for an additional 15 Docket 80-90 channels. Allotments are available on 96.9 MHz in Crisfield, MD; Standish, MI; Indianola, MS; Arlington, NY; Troy, OH; Wauseon, OH; Willard, OH; Ridgebury, PA; Pittsburg, TX; Mount Jackson, VA; Naches, WA; and on 98.1 MHz in Salisbury, CT; Van Buren, ME; Laurel, MS; and Las Vegas, NM.

Fowler, McKinney Win Top Awards

The Broadcast Pioneers Library last week bestowed its first annual

Clarence Darrow Award on FCC Chairman Mark Fowler. Attorney General Ed Meese presented the award last week in Washington at a ceremony where President Reagan, in a videotaped statement, praised Fowler for unleashing marketplace forces so "the public's interest can determine the public's interest."

In a ceremony at the White House, Mass Media Bureau Chief Jim McKinney last week received a 1985 Presidential Rank Award of Distinguished Executives. Given to only a handful of career federal managers each year, the award carries with it a payment of \$20,000. McKinney was cited for his efforts to prune unneeded government regulation and to create a more responsive and better managed federal workforce.

Other Key Developments:

• NAB has announced that the opening radio session of the 1986 convention in Dallas (April 12-16) will stress "Megareads: Getting Top Dollar For Your Spots." The centerpiece of the session will be a study by the Research Group of "rate-aggressive" stations that get the highest cost per thousand in their markets. The convention's overall theme, "Tuning In America," emphasizes community service.

• Beacon Broadcasting has been awarded a new AM license on 760 kHz in Morganton, NC. WASC/Spartanburg, SC's competing bid to shift to that frequency in Fairforest, SC was denied by a law judge who said Fairforest isn't a real community.



AM PRESCRIPTION — FCC Mass Media Bureau Chief Jim McKinney (center) recently carried his crusade for AM technical improvement to a monthly meeting of NAB's Regulatory Review Committee. Among other things, McKinney suggested that Kahn and Motorola could end AM stereo stagnation by seeking a federal antitrust waiver clearing the way for negotiations for one company to buy out the other. Park Broadcasting President Roy Park and NAB President Eddie Fritts chat with McKinney (above), as Radio Hall Of Famers Paul Harvey and Orson Welles eavesdrop from the wall above.

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Records make the best holiday gifts of all. Unless, of course, you're shopping for someone who works in the radio or record industries. However, if you still want to give these folks the gift of music, why not bless them with the gift of music books?

While there are slightly fewer music books this year than last (mostly because of a decline in quickie unauthorized bios of rock stars), there's something for almost every student at the college of musical knowledge on the shelves this season, as a brief glance at this highly subjective list of recent arrivals will prove.

Two biographies of major stars have surfaced within the past six months. David Ritz's "Divided Soul: The Life of Marvin Gaye" (McGraw Hill) and Stephen Davis's "Led Zeppelin Saga: Hammer Of The Gods" (William Morrow). Ritz's warts-'n'-all portrait of Marvin is long on facts and short on objectivity. It ultimately leaves a bad taste in one's mouth, mostly because he makes the late Motown superstar out to be an incredible loose whose only saving grace happened to be the creation of some equally incredible music.

Led Zeppelin, meanwhile, reveal their reputation for debauchery, and Davis gives it to his readers in authentic, gory detail. Seazy, fer sure, but the book does document the slow, steady slide into mediocrity that characterized not only perhaps the premier heavy metal band of the 70s, but much of the rest of that decade's music.

Dave Marsh can justifiably claim to be the hardest-working-rock-critic-in-this-thing-we-like-to-call-show-business, whipping out three



books in less than six months. "The First Rock & Roll Confidential Report" (Pantheon Books) is basically a compilation of columns from lil' David's rockin' 'n' rantin' newsletter, spiced with a batch of essays from some heavy friends: "Fortunate Son" (Random House) collects the rock 'n' roll gadfly's writings of his early days at *Cream to Rolling Stone* to the present, striking the proper balance between the fun and the provocative; and "Trapped: Michael Jackson and the Cross-over Dream" (Bantam Books) is one part solid Michael Jackson bio

that raises more questions than it answers, which is probably what was intended but nevertheless isn't everyone's cup of tea.

Readin' And A-Rockin'

More obscure, but no less noteworthy, are two books written by rock musicians. Former *Who* main-man Pete Townshend checks in with "Horse's Neck" (Faber & Faber/British import), a collection of short, semi-related stories as elegantly written as they are ultimately opaque. For serious *Who* fans only. "Gram Parsons" (Sierra Books) by

Sid Griffin, leader of country rock group the Long Ryders, presents a similar situation. This loosely-edited labor of love recounts the late, underappreciated, seminal country rocker's career all right, but assumes a familiarity with Parson's work that suggests the real story lies between the lines. (Sierra Books is located at P.O. Box 5833, Pasadena, CA 91107; \$10.95 plus postage.)

Moving even further into the realm of obscurity, *Big Al Pavlow's* "The R&B Book: A Disc-History of Rhythm & Blues" (Music House

Publishing) crams 5283 tons of trivia into a 110-page paperback. Combining brief essays with lengthy, super-detailed record lists, Pavlow covers black popular music from the '20s to 1959. A must for any record collector. (Write to Music House at Box 2271, Edgewood Station, Providence, RI 02905; \$11.95 plus postage.)

For sheer weight, however, "Heart Of Stone: The Definitive Rolling Stones Discography, 1962-83" (Perian Press) by Felix Appeli tops everything here. This hardcover packs 736 recordings, 36 promotional films, 33 tours, 700 musicians, 75 photos of rare Rolling Stones recordings (we like the Russian "Paint It Black" EP best), and more into its 580 pages. (\$29.50, hardcover only; P.O. Box 1808, Ann Arbor, MI 48106.) Perian has about 30 volumes in its Rock & Roll Reference series, from complete Beatles, Chuck Berry, and surf music discographies to a definitive list of Elvis Presley bootlegs (!).

As for the last entry in our Top Ten seasonal music books roundup, we'd like to call your attention to several recommendable books published either during the first six months of 1985 or recently reprinted in affordable paperback. They are: Charles White's authorized bio "The Life And Times Of Little Richard," Gerri Hirschey's "No-where to Run" survey of '60s soul, Gene Sclatiati & Davin Seay's "San Francisco Nights" psychedelic music time-trip; and Nick Tosches's wonderfully revisionist "Country" music history. Readin' 'n' ritin' 'n' rhythmic.

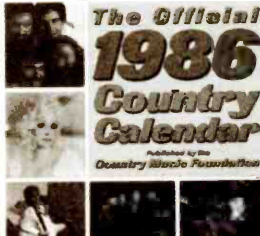


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The calendar features such noteworthy informational tidbits as



the date the "Grand Ole Opry" was first televised (9/30/50), the date Chet Atkins and Patsy Cline were elected to the "Country Music Hall of Fame," and the date of Eddy Arnold's first recording session.

The "Official 1986 Country Calendar" may be purchased from the non-profit Country Music Foundation Press, 4 Music Square East, Nashville, TN 37203. Price is \$7.95 plus \$2.00 for postage and handling.

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PRO:MOTIONS

RCA/Ariola Ups Skelton



Roger Skelton

Roger Skelton has been promoted to Director/Business Affairs for RCA/Ariola International. Previously, Skelton had served as Manager/Contract Administrator since 1982. Joining the company in 1974 as Junior Accountant, he has held such posts as Sr. Accountant, Auditor, Business Affairs Administrator, and Manager of International Clearances.

JCI Appointed Newhouse RSM

Jim Newhouse has been named Regional Sales Manager for JCI. Newhouse will coordinate disc and videocassette sales for the Southern region. Previously, he was with Pickwick Rack for 20 years.

Moore Segues To Jazz Trax

Peter Moore, the former GM of KCBO-AM & FM/San Diego, has joined the sales staff of "Art Good's Late Night Jazz Trax" show.

For The Record: Klemm Media has not changed its name, but its new address and phone number are Box 79, Warren, CT 06754; (203) 868-0505. And Kathy Coolbeth now serves as the firm's Programming/Research Coordinator.

Amels Upped To KRDO Sales Manager



Carolyn Amels

KRDO-AM & FM/Colorado Springs has promoted Carolyn Amels to Sales Manager. Amels served as an AE for the stations before her promotion. Her sales background includes posts with WOW-AM & FM/Omaha, where she was Director/Sales Training and Development and an AE. Amels is also a former KYNN-AM & FM/Omaha AE.

WMAL Names Bennett LSM

Rosemary Larson Bennett has been named Local Sales Manager for WMAL/Washington. She has served as Account Executive for the station since February. Bennett joined the station from KUAD/Fort Collins, where she was Station Manager. Prior to that she served as an Account Executive at KFOR & KFRX/Lincoln.

Seiden Rejoins Bonneville

Fred Seiden has returned to the Bonneville Broadcasting System as Client Services/Operations Coordinator. The former Bonneville staff member served as OM of client stations KBIG and KOST in Los Angeles, and as Radio & Records' Easy Listening editor. Seiden most recently consulted WROW-FM/Albany.

Capitol Appoints Thagard



Chuck Thagard

Chuck Thagard has joined Capitol Record and Video Group Services as Video National Sales Manager. He comes to the newly-created post after 18 months as National Sales and Product Manager for RKO Home Video. Thagard's home video experience includes stints with CBS/Fox, MCA, and the Nostalgia Merchant. A 14-year record industry veteran, he previously served in national promotion posts with Columbia and RCA.

CHRONICLE

Born To:

WRIF/Detroit News Director Lynne Woodison and husband Larry Lyman, their second child, son Trevor Michael, November 17.

WWNK/Cincinnati PD C.C. Matthews and wife Rose, son Eric David, November 3.

KHTZ & KRLA/Los Angeles VP/GM Bob Moore and wife Helen, daughter Daron Breanne, November 28.

WGAN/Portland MD Bill O'Neil and wife Kathleen, daughter William O'Neil, Jr., December 3.

"We Are The World" video projects producer Howard Malley and wife Katherine, daughter, Kristen Margaret, November 24.

Married:

WIBA/Madison MD Christa Lane to John Gustafson, November 29.

PROS ON THE LOOSE

Larry Adams — Utility Announcer WBLI/Long Island (516) 744-4560

Dave "Nicholas" Arbogast — Nights KHFI/Austin (216) 325-2807

Bob Brown & Jeff Curtis — Production Team WHTT/Boston (904) 748-2874

Steve Christie — Mornings KXX106/Birmingham (205) 663-6548

Pat Devaney — Operations Manager KLXL/Dubuque (319) 588-1395

Jay Jensen — CBS SW Regional Marketing Manager (214) 233-6053

Erin Kelly — Middles LASER 558 (205) 361-3233

Brian Krysz — PD WJXQ/Jackson-Lansing (201) 882-9492
M. Jeff McClain — PD/Mornings WYYN-FM/Jackson, MS (601) 825-4779

Michael Lowe — Middays/MD WSTF/Orlando (305) 452-4063

Jim Quist — Ops Mgr/Afternoons WAMT & WAJX/Titusville, FL (305) 267-2141 or (305) 383-1144

David Reynolds — Weekends KBIG/Los Angeles (818) 994-3965

Don Rhea — VP/Operations KQIL & KQIX/Grand Junction (303) 243-5614

Georgia Saylor — Assistant PD/MD KAMZ/EI Paso (915) 584-9252

Terry Stevens — Middays WMAQ/Chicago (312) 856-1409
Karen Summers — Late-Nights KFI/Los Angeles (213) 487-2346

Chris Taylor — Middays KZEW/Dallas (214) 279-8523

Mike Weiner — Asst. PD/Promotions WCLY & WPGC/Washington (301) 890-8833

Marc Zintel PD/Afternoons WYNN/FM (813) 962-4102

CHANGES

Jamie Rush has been promoted from his summer internship for Major Market Radio, to his present position as Assistant Account Executive for same.

Dan Rioux, formerly an Account Executive at Hillier, Newmark, Weschler & Howard, has joined Major Market Radio in the same capacity.

Kathi Valeriano, formerly a Broadcast Supervisor at Dancer, Fitzgerald, Sample, has been appointed as an Account Executive at Major Market Radio.

Mira Simon, formerly at KHJ & KRTH/Los Angeles, has joined Eastman Radio/Los Angeles as an Account Executive.

James Burkhardt, formerly General Manager for WSCM/Charleston, has been named as an Account Executive for WFYR-FM/Illinois.

Luanne Cheney, formerly Account Executive at Independent Media Services, has joined the sales staff at WINS/New York as an Account Executive.

Charles Fleming, formerly District Sales Manager for Sunset Corporation/Calhoun, joins Katz Radio as an Account Executive.

Kevin Cassidy, formerly a Client Service Representative for Arbitration Ratings Co., joins Republic Radio as an Account Executive.

Mark Krieschen, formerly National Sales Manager for WIVS & WXET/Crystal Lake, IL, joins WGN/Chicago as an Account Executive.

Elizabeth Walsh, formerly an Account Executive at WLAK/Chicago, joins WGN/Chicago as an Account Executive.

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WKSE 1-2	Q107 add
WNYS 10-5	WAVA deb 30
WPLJ 16-15	94Q 31-23
Z100 14-13	Z93 deb 34
WCZY 17-14	Y100 deb 33
WHYT 14-11	B97 add
FM102 20-15	WNVZ add 25
KITS 18-15	KBEQ add
KMEL 4-2	ZZ99 add
B104 add 30	KIIS-FM deb 26
K106 deb 28	KKRZ add
WXKS-FM 24-20	KPLUS 40-34
WCAU-FM 40-33	KUBE add



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JHAN HIBER

1985's Notable Quotes

Given all the words of wisdom spewed out during the year, it's always interesting to look back. Does any of it still make sense? Are there any words that have lasting impact in our fast-paced business? Let's review the record and see.

ARB: Deeds To Match Its Words

While compiling this column, I came across some quotation clues from Arbitron VP/Sales & Marketing Rhody Bosley that should have tipped off the firm's Continuous Measurement announcement in October:

(In January)

"The agencies and stations are finding the summer books to be more useful than ever. Thus, we plan to offer summer surveys in all the top 25 markets."

(In June when announcing rate cuts for five-year contracts)

"We've adjusted the annual discounts to help bring costs back in line."



Tom Birch

Arbitrends was another hot topic. A source in the Laurel radio department told R&R:

"Arbitrends is probably not going to be a great predictor of exact numbers."

However, Arbitron moved to expand the demos available through Arbitrends. The Arbitron Radio Advisory Council objected unanimously, but as Rhody Bosley put it:

"We expected this from the Council and it will have no impact on our plans. We will introduce expanded demos with the fall reports."

Arbitron President Rick Aurichio was not pleased by the announcement that BBD&O had switched to Birch as a primary buying service:

"You hate to lose any business. I'd be a damn liar and a damn fool if I told you it didn't bother me."

Arbitron also encountered problems in its attempt to offer the industry a Multi-Week Cumulative slide rule sales tool. After the tool's early '85 introduction, it was discovered:

"That some numbers used as the three-week projection factors are incorrect, showing more growth than the four-week projections."

The numbers were corrected and the slide rule reissued in April.

Finally, there was the elusive 18-24 non-ethnic male issue. R&R guest columnist Rick Aurichio wrote:

"Arbitron will continue to spend money researching methods to improve the representation of its male 18-24 sample."

Birch: Still Trying Harder

The number two ratings service saw continued growth during '85. One of its top priorities was secur-



Rhody Bosley



John Abel

ing commitments from major ad agencies. Kenyon-Eckhardt's defection from Arbitron to Birch was a major breakthrough:

"I want to support a service with a technique I believe will eventually replace the diary for radio."

—K-E's Alan Goldin

"Impossible that Birch could replace Arbitron? Herdly! The movement is already underway."

—Tom Birch

However, Birch was obviously concerned on two fronts. Tom Birch reacted swiftly to any thought of a third radio ratings entrant:

"If you really want an alternative to Arbitron, just stop buying Arbitron!"

And commenting on Arbitron's Continuous Measurement move Birch speculated the rate inducement was no accident:

"If we weren't here or if we go away, do you think Brand A would be offering these bargain basement prices?"

Industry Observations

Another major area that garnered attention was the NAB and its activities. Early in the year it was announced that NAB had formed a Radio Audience Measurement Task Force:

"Broadcasters are greatly concerned about the quality of radio audience measurement. We want to see what might be done to standardize measurement procedures."

—Task Force Chairman Ken McDonald

WEEK IN REVIEW

RAB GOALS Committee Expands

The Radio Advertising Bureau's GOALS Committee keeps on expanding its membership. The research watchdog group now includes broadcasters and consultants, as well as rep firm or network researchers. According to Chairman Alan Tobkes, recent appointments to the committee include: Camille Henry of the National Black Network; Bruce Hoban, Republic Radio; Jeff Johnson, WRQX/Washington; Anastasia Kavalis, Selcom; Susan Labarblara, Viacom; Bob O'Connor, Selcom; Charlie Sisen, Eastman; and Bill Schrank, Katz.

Others interested in contributing to GOALS should call Tobkes at Eastman Radio or Bob Galen at the RAB.

There was even talk of the NAB getting into the radio ratings business. That possibility drew sharp reaction from Tom Birch:

"It's farfetched to think an alternative ratings method could be launched by the NAB. At best it would compete with Arbitron and Birch. If that were to happen we'd go after it with a full court press."

Later, NAB Sr. VP/Research & Planning John Abel cooled the fever:

"There is a very low probability of the NAB getting into the radio ratings business."

One key goal for the Arbitron Radio Advisory Council, under Chairman Larry Wexler, was to update the look and content of the Arbitron market reports. Among the concepts Wexler was interested in was fewer demos:



Rick Aurichio



Larry Wexler

"My concept is that there should be three major demos in the book — 12-34, 25-54, and 35+."

The 12-34 demo didn't make the redesign cut but may crop up later.

Perhaps the most negative comment came from Group W's Dr. William F. Baker, talking before the Electronic Media Rating Council. While he was referring primarily to the TV/cable side of the industry, his comments could well pertain to radio:

"For the new segmented America our present ratings systems are worse than inadequate."

Let's see if Arbitron, Birch, or the NAB can come up with a positive solution in the months to come.

All in all, '85 was a fascinating year on the research front. Have a happy holiday season. We'll present some advances in our January 3 inaugural issue. And I'll also have a surprise for you from Arbitron. See you next year.

Give us just 60 minutes, and we'll give your listeners the world of music and entertainment, "ON THE RADIO".
"In the first 30 days, over 300 of the hottest stations nationwide have made "ON THE RADIO" the most listened to feature in radio. Call now and find out why!"

NSBA

400 Sunridge Street Playa del Rey, CA 90291

(213) 306-8009

LOS ANGELES, KIS-FM PD Garry De Francesco . . .
"ON THE RADIO" is what good radio's all about. It's fun, entertaining and it really moves. I highly recommend it."

MILWAUKEE, WZUU-AM/FM OM John Driscoll . . .
"I needed a show to push our countdown, and 'ON THE RADIO' really works. The music is constant, the show sounds live, and with NSBA's help, totally local."
NASHVILLE, WZKS-FM PD Larry Martino . . .
"If you're going to ADD only one show make it 'ON THE RADIO'. The response has been incredible. The show's hot!"

Hosted by Ron O'Brian

ROCKLINE POWERCUTS

**WE'RE TALKING
ROCK 'N ROLL**

LIVE VIA SATELLITE EVERY WEEK
EXCLUSIVELY ON
abc rock radio network

PRODUCED BY GLOBAL SATELLITE NETWORK



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

PRATTLE OF THE NETWORK STARS

Who Said What, Why, When, Or Where

This was the year that was. Obviously any year can lay claim to that identification, but 1985 stands out as a milestone in the network radio business. Predictions of growth and industry condensation proved accurate; revenue was up from the stagnant levels of 1984, and more than a half dozen networks or syndicators changed hands or were absorbed by others. Business was generally good, but some hot issues provided controversy along with a sense of complacency. The nagging problem of proof of performance, the high cost of sports, the dismal outlook for Country programming, and the decline in commitment to news slightly offset the excitement of a record revenue year. Following are just a few notable quotes offered by the network stars.

'Urban Cowboy' Controversy



"Everyone wants to get into the top ten markets, but it's getting more and more difficult. For instance, New York creates a tremendous problem because there is only one Country station, and they don't use much syndicated programming. If you don't get WHN, you don't get the market."

—American Country Countdown host Bob Kingsley

"When most of the buying is done in New York, you really want the buyers to be able to hear what they're getting. If you don't have the major markets, you're going to miss a lot of the major buys."

—Weedack Radio Network President Ron Martin

"Unfortunately, Country is suffering from audience loss. In many major markets this has resulted in the decline from maybe three good stations down to one or two. Because of the increased competition, you have to become more creative in other areas such as positioning, marketing, and merchandising."

—Clayton Webster OM Jay Goldstein

"The demise of the 'Urban Cowboy' syndrome came at a time when country needed something different. Country has always survived because of a number of things, one of them being change. Change in the music, change in the artist, change in the lyrics, change in the infusion of crossover. Five years ago we had a lot of people come through wearing big boots and hats, and when that faded we moved on."

—WNNNew York announcer Lee Arnold

"Country records are selling. The difference is that in the '70s and early '80s country records were being bought by more than just a country audience. 'Urban Cowboy' music was not strictly country in appeal."

—United Stations Exec. VP/Programming Ed Salomon

Merchandising & Marketing



"Merchandising gives the advertiser a chance to be more visible than if he just bought time in a program and did nothing. It also gives the advertiser more mileage in terms of impact by doing something extra that fits in with the lifestyles of the listeners."

—Westwood One Dir./Marketing Dean Marion

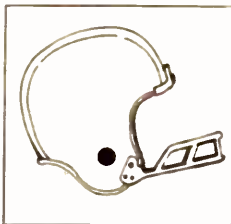
"In-show promotion increases listener involvement. It gets listeners to listen week after week, and ingrains the show in their minds. You present an image to your audience, and that overall picture serves to reinforce everyone involved."

—Radio International Dir./Creative Services Joe Trelin

"Advertisers like promotions. They serve to not only promote the show, but also to promote the advertiser's good will. You can't buy good will, and that's just what these advertisers are giving away. Everyone benefits by creating listener loyalty. It creates a positive effect all around."

—NBA Network President Jeff Love

Sporting Goods



"There are two major sports events in network radio, and those are major league baseball and NFL football. We knew if we added football to our programming menu it would be a real plus, especially since sports are a very viable programming product for AM networks. Obviously we bid for the NFL package to make a profit, but the size of that profit is not particularly large. This reflects how aggressively we pursued the contract."

—NBC Radio Networks VP/Sales Stephen Soule

"Sports have to make money. We carry sports because they give us opportunities to earn a profit; we'd certainly stay away from them if we couldn't make money. Sports also give our affiliates a chance to increase their revenue. By programming sports we can better position ourselves in the network market, and we feel we get an adequate return on our investment — both financially and with our market image."

—Mutual Radio Network President Jack Clements

"You don't go into sports simply for the return you get on it. In the long run a network could do a lot better just putting its money in the bank. What you make from play-by-play coverage is far below what you'd get from the rest of the network lineup, strictly because the rights, talent, and production costs are so prohibitively high."

—CBS Radio Networks Sr. VP Dick Bresola

"Sports that provide an asset to the network and an avenue to make money are a good deal. But if there isn't enough of a market and revenue can't exceed expenses, it doesn't make sense. Someday we'll reach a level where the rights won't be worth it, but I don't know when or how much that will be."

—NBC Radio President Randy Bongarten

Miscellaneous Musings And Candid Comments



Sale Of The Century

"Every now and then someone calls me and says, 'I want to make an offer for the network.' If I did not pass these inquiries along to the network I would not be discharging my responsibility to the company. I tell these people that the network isn't for sale, but if they persist I pass the calls along and the inquiries go away. The owners are very pleased with Mutual and they want to stay in the radio business."

—Mutual Radio Network President Jack Clements

Rate A Record

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

—American Top 40 host Casey Kasem

The Times, They Are A-Changin'

"I'm not sure all the networks that are around today will have the same look in four or five years. It wouldn't be going too far out on a limb to suggest that during the next five years the role of networks in the marketplace is going to change. Some networks may go away and others may grow up."

—CBS Radio Networks Sr. VP Dick Bresola

Clearance Cleanup

"Those advertisers who were affected by the situation at RKO conducted their own investigations, and I am totally unaware of anyone who didn't find their involvement with other networks essentially on the level. As far as I know they were all given a clean bill of health."

—Radio Network Association President Robert Lobdel

"We have been assured by the advertising community that they are 100% behind us. We did tremendous research with key players in the advertising end of network radio, and we feel very confident that we can turn things around. People were ecstatic that we were the new owners, and unanimously behind us in support of what we are going to do."

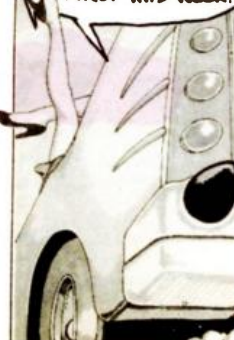
—United Stations President Nick Verbitzky

"I don't think there is a great deal of concern as far as advertisers are involved. There was obviously a great deal of concern that arose last year, but that is really just a part of history now. If the radio network industry as a whole was going to be adversely affected, we would have felt it in the fourth quarter of last year. But many networks are returning to network radio because they feel it is the important part of their mix or marketing plan."

—CBS Radio Networks Sr. VP Dick Bresola

COME ON, JOHNNY—

NO, ANNETTE... I GET TO READ THE NETWORK COLUMN FIRST THIS WEEK.



ACCURATE

Accurate research. At Strategic Radio Research, that's the *only* kind of research we do. Because your next book depends on it.

We're the only major radio research firm that doesn't "farm out" studies. Your station's crucial research project is never in the hands of a less than competent, anonymous field station.

We run 90 WATS-line interviewing stations from our own offices, with one supervisor for every ten lines, monitoring all calls. And another level of supervisors above that. That means no fraudulent interviews. Ever.

Our quality control also extends to the questions themselves. Improving on standard questioning techniques, we utilize our academic background in marketing research to formulate clean, unbiased questions.

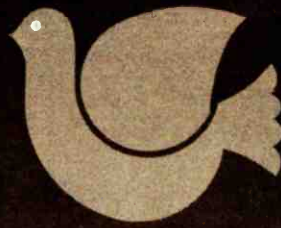
And we ask those questions of a representative sample of your target audience. We include both listed and unlisted households in every study we do for your station, from perceptual research to Auditorium Music Tests.

Simply stated, our job is to provide the best, most accurate research possible. Your job is to make the decision to use it.



**STRATEGIC
RADIO
RESEARCH**

Kurt Hanson, President
211 E. Ontario
Chicago, IL 60611
(312) 280-8300

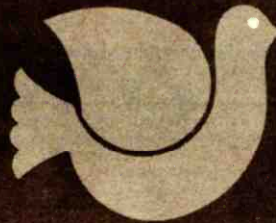


Happy Holidays

From

The Staff Of

R&R



NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

December 23-27

MUSIC FEATURES

The Week Of

December 30-January 3

Emmylou Harris's Golden Decade (US)
Don Williams/John Denver/Buck Owens/Vern Gosdin
The Concert (WO)
Keani
Country Today (MJ)
New Year's special
Earth News (WO)
Best of Harrison Ford/Cher/M.J. Fox/Madonna/Roger Moore/Andrew McCarthy
Encore With William B. Williams (WO)
1942 Glenn Miller
Metalshop (MJ)
Randy Rhoads special
Off The Record (WO)
Foreigner/David Lee Roth/Phil Collins/Sing Bryan Adams
Off The Record Special (WO)
Loverboy
Pop Concert (WO)
Jimmy Buffet
Rockline (GSN)
Best of Rockline
Shootin' The Breeze (WO)
Freddie Jackson/Natale Cole/Philo Spector/Ashtford & Simpson/Commodores
Solid Gold Country (US1)
John Denver (12:30)
#1 records of past years (12:31)
Special Edition (WO)
Ray Parker Jr. Pt. 1
Star Trak (WO)
Pete Townshend/Starship/Taylor Hackford

The Weekend

Weekend, December 28-29

Big Event Network (BRE)	Rock Chronicles (WO)
Rockin' New Year's Eve	Roger Daltrey & Pete Townshend/Michael Aqted/Hooters
Christian Countdown America (CCA)	Rock Over London (RI)
Christian year-end countdown	1985 LP review
The Countdown (WO)	Rock Week (WO)
Year-end review Pt. 2	Dre Straits
Dick Clark's Rock, Roll, & Remember (US)	Solid Gold Saturday Night (USR2)
Linda Ronstadt	Jackson Five
Dr. Demento (WO)	Super Gold (TRAN)
Demented top 25	#1 Singles: 1955-75 (12-28)
Don & Deanna On Bleeker Street (CB)	New Year's Eve oldies party (12-31)
Wake Nelson/Ken Kriger/Thompson Twins	Superstars Portrait (BRE)
Galaxy Of Stars Celebration (CRN)	#1s of the '70s
MOR New Year's Eve special	Superstars Of Rock (BRE)
Gospel Line (SI)	Hot #1s of '85
Striving for something better	Superstars Rock Concert (WO)
Great Sounds (US)	Phil Collins
Guy Lombardo	That's Love (WO)
Live From The Hard Rock Cafe (NBCE)	Foreigner/Kool & The Gang/Jackie Collins
Best of the Hard Rock	Top 30 USA (CBSE)
Musical! (WO)	85 Countdown
Longest-running Broadway shows	Weekly Country Music Countdown (US)
Musical Starstreams (MS)	John Schneider
1985 favorites	
Musical Of The City (SI)	
Year-end special	
Playback (SI)	
New Year's special	
Power Cuts (GSN)	
Year-end special edition (12-29)	

COMEDY

Daily Feed (DCA)
Tax bill sales/Christmas passed/Christmas futures/deficit/disenfranchisement/microphone best cameras
Laugh Machine (PRN)
George Carlin/Pat Paulsen/Henry Youngman/Steve Martin/Groucho Marx/Morley FYtton
National Lampoon's True Facts (SLP)
273 driving lessons/nobody's home/insurance collar/breast/n hippie hubby's gone a hunting
Party Drop-ins (ASR)
House party #5/aid/imposter party line/jingle promo
Radio Hotline (ASR)
18 do anything/Mom #3/gambler/yellow sock the director
Stevens & Grdnic's Comedy Drop-ins (ASR)
Rejection hotline/obscene hotline/jaywalking hotline/hotline hotline/stupid cuts hotline
United Spots Of America (ASR)
Pipe-happy Wurliizer/Charlie Bennett/Cole Porter/vicious 40s artists/public domain big top music

GENERAL INFORMATION

Ed Busch Talk Show (AP)
Thomas Naguchi/automobiles sale of profit (12-21)
Communist party/sex drugs X-mas rock & roll (12-22)
Computer Program (PRN)
Universal communications/buffers/politics/internal software/punk rock
Jesse Jackson Commentary (SI)
Peace coalition (12-23)
General's summit (12-24)
One million signatures (12-25)
Mikhail Gorbachev (12-26/27)
News Bloop (PRN)
U of Santa Claus/holiday blues/office parties/hot cars
Newsline Extra (NBC)
Epoch of '85
Something You Should Know (SBS)
Caring for kids (12-23)
Holiday eating (12-24)
Perfect gift (12-25)
Jaywalk (12-26/27)
Sound Advice (PRN)
Bus/tape speeds/tape heads/bulk wrapping
Waldenbooks Review (WO)
Kathy Keeton/Enca Jong/Charles Kuralt/Gore Vidal

NETWORK SPOTS

Year-End To End All

Barnett-Robbins Enterprises is presenting a variety of year-end holiday music specials through its Big Event Radio Network "Hot #1s of '85," a three-hour New Year's Eve review of the top 30 #1 hits of the year (according to R&R), will include entertaining features, trivia, exclusive interviews, surprise guests and a recap of the people, personalities and events from the year in rock. "Black Tie Only," a three-hour radio party, will feature the superstars and top 30 #1 Urban hits from the year. For more information call (818) 788-2331.

Mutual Footbowl

The **Mutual Radio Network** will be offering its live coverage of five major college bowls to radio stations equipped to receive signals from Satcom 1-R, enabling the network to provide coverage to an additional 3,800 radio stations. The Aloha Bowl, Bluebonnet Bowl, All American Bowl, Holiday Bowl, and Sugar Bowl are currently broadcast to radio stations nationwide via transponder 2D on Westar IV. As a result of its acquisition by **Westwood One**, the network will now also be airing the bowls via transponder 3 on Satcom 1-R. Contact (703) 685-2171 for more details.

Express Mail

Radio Express recently acquired the worldwide distribution rights (excluding the U.S.) for the three-hour radio special, "The Ballad of John and Yoko." The program highlights the

couple's public and private lives, as well as **Lennon's** music. The program was produced by **Laura Grossa** and **Doug Thompson** for **Telemedia Broadcasting** in Toronto. Call (213) 850-1003 for more information.

PROGRAM SUPPLIERS KEY

ABC = ABC Direction Net (212) 887-7777
AP = Associated Press (202) 955-7200
ASR = All Star Radio (213) 850-1189
BRE = Barnett-Robbins (818) 788-2331
CB = Continuum Broadcasting (212) 580-9525
CBS = CBS Radio (212) 975-4321
CBRR = CBS Radio-Radio (212) 975-4321
CRS = Creative Radio Shows (818) 787-0410
CW = Clayton Williams (314) 726-0906
DCA = DC Aradio (202) 888-4222
DIR = DIR Broadcasting (212) 371-6850
GSN = Globex Satellite Net (818) 906-1888
IN = Inter-view (213) 852-8710
LP = Lee Bailey Prod. (213) 256-2778
LW = London Wirelength (914) 961-7600
MBS = Mutual Broadcasting (703) 685-2000
MJ = MJ Broadcasting (212) 245-5010
MS = Musical Starstreams (415) 388-0922
NBC = NBC Radio (212) 664-4444
NBCE = NBC Radio Entertainment (212) 664-4444
NP = Newswood Productions (212) 755-3320
NSBA = NSBA Network (213) 308-8009
PRN = Progressive Radio Network (212) 585-9400
PIA = Public Interest Affiliates (312) 943-8888
RI = Radio International (212) 696-2350
SBS = Strand Broadcast (213) 318-1666
SI = Syndicate II (818) 841-9350
SLP = Steve Letman Productions (213) 467-2346
TRAN = Transtar (213) 460-6383
US = The United Stations (212) 575-6100
WRN = Weedick Radio Network (213) 462-5922
WO = Westwood One (213) 204-5000

PRODUCTION VALUES

Everyone talks about it. No compromise promos. Breathtaking logos. Sounds that capture the mind. For most radio stations it's just been talk. But for the leaders, it's been action. **STARFIRE™**, **VOICE TECH™**, and **ROCK TRAX™**, have revolutionized major market production values for stations like Z-93, WHYT, WMMR, WBBM-FM, WQXI, WAPP, KMET, Q107, WDVE, WSHE, WCAU-FM, KBPI, KZZP, KYYS, WNEW-FM, Y108, WZOU, B-97, WNOR-FM, B104, WLUP, WZPL, WTIC-FM, WHRK, KWSS, WLQV, B-95, KOME, Hot 105, KAFM, WQFM, KQRS, KHIT, WCMF, KAY107, KDLZ, WHJY, Y106, KPOP-FM, WBAB, KOMP, WRAL, KQKT, KWFM, CIRK, CKMF, CHFM, SAFM, and many more. To find out what high production values are all about, all you have to do is listen to a demo of **ROCK TRAX™**, **VOICE TECH™**, or **STARFIRE™**.

BROWN BAG PRODUCTIONS

413-1 S HUDORA STREET
ENGLEWOOD COLO. 80110
(303) 756-9949





DWIGHT CASE

SALES

Looking Ahead To '86

It was really great thumbing through RAB President Bill Stakelin's close of '85 and prelude to '86 comments.

I mean it is REALLY TRUE that we radio types have enjoyed three great growth years in a row!

And, in '85:

- Network up 13.6%
- Spot up almost 12%
- Local up the same amount...

to a total of \$327 million for network, \$1.3 billion for spot, and \$4.9 billion for local.

Bill adds that we grew at "double the rate of GNP growth and about triple the rate of the increase for retail sales." He also points out that car dealers, banks, fast food restaurants, soft drink folks, beer distributors, and retail stores are our most important clients.

And in 1985 we have done a much better job of understanding and selling these local people.

Retailers with whom I have visited are becoming more pleased with the service and creativity that you are portraying. It seems as

though just a handful of stations in each market are the kings of the retail sales.

It shouldn't be that way! As we end the year and be-

days too late for 1985... But get going.

Look at the staff -

- Big enough?
- Do they care about retail (or is it a nasty word)?
- Is the commission



AND THE WINNER IS - Paul Keber, an Account Executive with WCBS New York, recently won the 35-64 Committee's national contest. Participants were asked to write a sales presentation to an automobile manufacturer, dealer or dealer group, promoting the values of 35-64 year-old consumers. Gathered for the presentation of the \$1000 winnings are (l-r) Committee Vice Chairman Ellen Hulleberg, Interep Exec. VP; Keber; Committee Chairman Ted Dorf, WWRC & WGAY/Washington VP/GM; and Committee Treasurer Alan Tobkes, Eastman Radio Sr. VP/Marketing Services.



INAUGURAL MEETING - The RAB's Small Market Advisory Committee held its first meeting earlier this month to discuss and design projects aimed at the sales and marketing needs of small market radio facilities. On hand were (front row, l-r) SMAAC Chairman Cary Simpson, WTRN/Tyrone, PA; Sylvia Lambert, WQSC/Georgetown, SC; Linda Cummings, WMMJ/Elsworth, ME; Cody Connor, WWOJ/Avon, FL; Roy Masel, KIML/Gillette, WY; Darrell Clark, WTSU/Lebanon, NH; and Lee Davis, WCUB/Mammoth, WI; (back row, l-r) RAB Sr. VP Danny Flamberg; Carole Wornack, WQSC/Georgetown; Jack Sampson, Sampson Communications; Rick Betzen, KIBL/Beaville, TX; Denise Shoblom, KFWJ & KBBC/Lake Havasu City, AZ; Paul Oisen, KLEM & KZZL/Le Mars, IA; Cecil Webb, KSUE/Sun- sanville, CA; and RAB Exec. VP Wayne Cornils.

gin to plan for next year's retail sales, it is important that you become part of the "handful!" It requires a great deal of dedication and planning. And even starting right now is 90

structure good for retail sales?

• Do you understand retail?

• Does the GSM care or understand?

• Do you really have members on the Rotary, Kiwanis, Lions, etc.?

• Does everyone on the sales staff really read the newspaper ads with a ruler?

• Does anyone really care?

"Really Care" comes from some more of my wanderings. "Really Care About Retail" is truly different than "Really Caring."

"Really Caring" is caring about the revenues - all the revenues - not just retail!

Retail is different, more profitable, and a heck of a lot more fun. But it really boils down to turning off the lights, staring at the ceiling, and saying to "yourself," "Do I really care about retail...?"

It's the "selling ground" and we have to tool up and do it!

"Really" Do It! Next year be part of the \$5.5 billion local!

Simply....

PERFORMANCE

The Weekly Information Source For The Touring Entertainment Industry

For subscriptions call Jennifer at 1-800-433-5569.



We deal with 45,000 songwriters
so you don't have to.

No other music licensing organization has as many songwriters. No one even comes close.

To deal directly with all of them, the average station would have to spend tens of thousands of hours a year just to handle the paperwork. Not to mention the telephone and postal expenses. And you'd still have to pay royalties.

BMI makes everything simple and efficient. For a small licensing fee, you can use the most popular music to help build your audience.

That's why BMI is such a good deal for you.



Wherever there's music, there's BMI.



HARVEY MEDNICK

My Christmas Wish List

Dear Santa:

Well, it's that time of year again — your busy season. In just a few days you're going to load up the sleigh with presents for lucky boys and girls who have been good all year, done their homework, eaten their liver without complaining, and walked the dog in the rain.

But Santa, there's another group of boys and girls who have tried awfully hard to be good this past year. They go by a variety of names: Promotion Directors, Creative Services Directors, or sometimes Directors of Marketing. Anyway, I'd like to ask you a big favor. Would you wrap up a few extra-special items just for them?

Budget Control

First, I'd like to give each of them a budget that (1) meets all their needs, and (2) they can control. Make sure it's for their use only and can't be frozen or reduced by forces outside their station.

How about a small package of sunshine to be used whenever there's an outside promotional event? We sure could have used it at the Farm Aid concert. And I'd really like to have it on hand next May 25 for Hands Across America.

While we're on the subject of weather, can you treat us to a new glue formula for the outdoor companies? We've all gone nuts as we drove by a very expensive and carefully placed campaign only to see half of the boards in tatters because the glue didn't hold in the rain.

Let's also see if we can package a bunch of printers who not only deliver on time but have excused "the ink's still wet. I really can't fold and deliver today" from their vocabulary. You're probably aware of the countless horror stories that result, especially when mass mailings for deadline events are involved.

Spellbound

What about a spell we can cast on local newspapers so they use our call letters in stories? How

many times have we endured the ignominy of seeing "a local radio station" in print? Blood vessels bulge in anger and frustration over the time and effort expended on an activity only to receive anonymous recognition.

Can you also put a placement pill in that newspaper spell package? I remember the big sports feature ad, heavily weighted toward men, which turned up in the food section below a meringue recipe. Or that ad for our big cash giveaway that ran directly across the gutter from our closest rival's ad, which featured an even greater dollar amount.

In that same light, let's add some press release potion. This stuff is to be drunk by editors who will then immediately publish all of our releases, word for word, in the appropriate sections, with all of the pictures correctly captioned.

Photo Finish

On the subject of pictures, I'd like you to give each promotion person a camera that always takes pictures in focus, at the right exposure, and with batteries that don't die just as he or she arrives in the middle of nowhere to do a dune buggy story.

And can you include a location finder? It could be attached to the station banner so that it's always in a clear and unobstructed position in arenas and stadiums. This device would also assure us that the banner would always appear right under the shoulder of the star performer in all photos.

Have you got any demographic powder in your bag of tricks? This stuff is sprinkled on winners so they all fit our demographic target, speak well, and take great pictures, which convert into dynamite sales pieces.

Also make sure that all prizes arrive in-house to be mailed to winners well before the holidays and special events for which they are intended. Please spare our promotion people the shame of having to present a Christmas Wish prize three days before starting the Valentine's Day promotion.



Perfect Promotion

Bless us all with at least a dozen original ideas for 1986, and endow our peers with the good grace to recognize and praise this originality. Strike from their vocabularies the remark, "We did something like that in 1968 at WXXX," which is uttered by someone at every creative meeting.

Give each of my compatriots the perfect spring promotion for their market; one that maximizes cume and extends quarter-hours, while attracting a host of new listeners in expanded demographic cells from their key competitors. Oh, and Santa, please make sure it doesn't cost a lot of money.

Also give more of them a clear path to enter the management ranks. Since promotion people work in many different areas and with many people inside and outside the station, it would seem as though they are natural GM material. Somehow the fates have conspired to keep that goal elusive, so please put it within their grasp.

For BPME I'd like to see a mad membership rush in the coming first quarter. Nothing could serve us better than to know that our trade association is heavily populated by radio people, who would then form the focus of the convention in Dallas.

As for me, big fella, I'd like a year of interesting and stimulating

columns, with frequent contributions from that wonderful group of people who have chosen to follow their creative instincts and become honorable contributors in a full and rewarding profession. Thanks a lot to you, Mrs. Claus, and the elves. Have the merriest of Christmases and all the best for the New Year.

Your friend and fan,
Harv

DATELINES

1986

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

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

March 6-8
Country Radio Broadcasters' 17th Annual Country Radio Seminar
Opryland Hotel, Nashville

April 9-13
Alpha Epsilon Phi, National Broadcasting Society's 44th Annual Convention
Sheraton Park Towers, Dallas

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

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

May 14-17
American Association of Advertising Agencies' annual meeting
Greenbrier, White Sulphur Springs, WV

ONE YEAR AGO TODAY

- Tom Chiusano VP/IGM of WKUT/New York
- Chris Miller PD at KROR/San Francisco
- Mike Wagner PD at KRLA/Los Angeles
- Tom Bresnahan VP/IGM of KFVK-AM & FM/Kansas City
- Jim Snowden PD at WORO/Detroit
- #1 CHR: "Like A Virgin" — Madonna (Sire/WB) (2 wks)
- #1 A/C: "All I Need" — Jack Wagner (Quest/WB) (2 wks)
- #1 B/U: "Operator" — Midnight Star (Solar/Elektra) (4 wks)
- #1 Country: "(There's A) Fire In The Night" — Alabama (RCA)
- #1 AOR Track: "The Boys Of Summer" — Don Henley (Geffen) (3 wks)
- #1 LP: "Building The Perfect Beast" — Don Henley (Geffen) (3 wks)

FIVE YEARS AGO TODAY

- John Spangler PD at WJJD/Chicago
- Andy Bickel PD at Jefferson-Pilot
- Tim Spencer PD at KISS/San Antonio
- #1 CHR: "Just Like Starting Over" — John Lennon (Geffen)
- #1 A/C: "Guilty" — Barbra Streisand & Barry Gibb (Columbia)
- #1 B/U: "Celebration" — Kool & The Gang (De-Lite) (5 wks)
- #1 Country: "One In A Million" — Johnny Lee (Full Moon/Asylum)
- #1 LP: "The River" — Bruce Springsteen (Columbia) (6 wks)

TEN YEARS AGO TODAY

- Brian Beirne PD at KFRC-FM/San Francisco
- Joe Smith Chairman of EJA Records
- #1 CHR: "I Write The Songs" — Barry Manilow (Arista)
- #1 A/C: "I Write The Songs" — Barry Manilow (Arista) (2 wks)
- #1 Country: "Convoy" — C.W. McCall (MGM)
- #1 LP: "Hissing Of Summer Lawns" — Joni Mitchell (Asylum) (3 wks)



**Headliners For The
Radio Advertising Bureau's
1986 Managing Sales Conference
February 1-February 4**



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Sales Consultant



Arthur G. Gunther
President, Pizza Hut



Zig Ziglar
Sales Motivator



Dr. Ruth Westheimer
Therapist & Radio Personality

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STATE-OF-THE-ART

KHJ Unveils New Studios

KHJ/Los Angeles recently unveiled its new studios, which were "wrapped around" the studio/office facilities of sister KRTH. Although it's like two stations in one, with the engineering operations combined, the stations are run separately.

Project designer/overseer, 13-year RKO vet, and KHJ & KRTH Chief Engineer Bob Kanner is no stranger to such massive undertakings. He's built eight stations during his career, among them WMCA/New York. R&R talked with Kanner about the intricacies behind the KHJ studio redesign.

R&R: How long did the project take?

BK: It took a year to build KHJ. K-Earth was a little less. Bob Hansen helped me with the acoustics. Lynn Duke, who came from (sister San Francisco outlet) KFRC, knows a lot about how disc jockeys relate to equipment and how different component parts should be laid out for maximum flexibility. In addition to that we worked with Pacific Recorders, who actually designed the equipment, consoles, and the cabinetry.

R&R: What was one of the major problems you encountered when the project initially got underway?

BK: The building is unique because we are so close to the KHJ towers. The heavy RF radiation could leak into all the telephone lines, consoles, and other studio equipment. We can't have KHJ RF mixing with KRTH programming, or we would have a major problem.

What we needed to do was build a cover shield around the whole building. So I designed a copper screen. When the building was excavated, we put the copper screen under the slab, connecting it to the ground system out in the field where the towers are. Then for the

studio partitions, we welded a copper skirt that came up a few feet vertically beyond where the concrete pour would be.

Then the whole foundation was poured. As you walked on this concrete slab, you could see these vertical pieces of copper extending up about three or four inches. Once the walls were framed, we put in copper-clad paper, covering all of the partitions and studios. We even put in misco glass in the studios' vision ports; this is glass with welded copper mesh wires inside.

Now there are ten volts of RF outside the studios, which is high enough to light a couple of flash-light bulbs. And there are three millivolts inside, which is the same signal KHJ has all the way out in Pomona. So we have effectively shielded the whole operation from the RF-induced problems that our own signal would cause. It was very expensive, but it was the only good solution.

R&R: How are the studios set up?

BK: There are three walls between each of the four studios — like a room within a room. Each studio has 50 db of acoustic isolation from the next one. There are three layers of acoustipane glass, 3/4-inch thick, between each studio.

This attenuates the sound. For this reason we can have very high sound level being created in one studio with a quiet public affairs interview show right next door, and not have any problems.

The sloped incline of the glass forces the sound to hit the carpet, eliminating reverb back to the mikes. In the event of a failure, any of the studios can be used for on-air or production purposes. Both KHJ and KRTH have a 125 kilowatt emergency power generator, so if one fails, the other can be switched to feed both stations.

R&R: What has been the reaction to the redesign thus far?

BK: Those who use the studios all say the same thing — it's like a recording studio in a radio station, a production person's dream. The staff is now working with the most flexible and state-of-the-art equipment available. The main production studio is equipped with an eight-track console whereby each channel can be equalized; there are Tomcat cart recorders and stereo cue speakers. A wide range of effects from chipmunk voices to digital reverb and flange effect can also be done. Since I don't believe in a messy operation, the acoustic panels along the back walls of each studio can be opened, and storage is provided behind them.

R&R: What are some other unique aspects of the studios?

BK: There are a series of color cue flood lights that go on automatically to alert the jock to different things. An amber light tells the operator when to change antenna patterns. A cue tone sets off a blue light that tells him there are ten seconds before the record is going to end (many stations just have little lights on the cart machines).

When each of these cue lights comes on, the whole studio is bath-



Bob Kanner

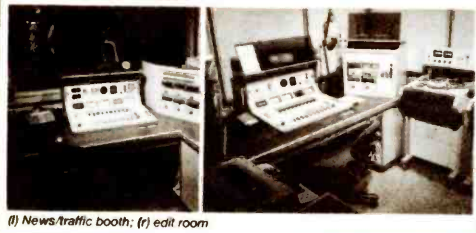
ed in that particular color. The jock can't miss his cue because the color of the room changes. Green means the hotline is ringing. A white light means the transmitter needs attention, and red means the microphone is on.

R&R: You said earlier that maximum flexibility was a key in your design plan. How else was that instituted?

BK: One way is the raised computer floors that run throughout the studios. Say a problem crops up and we need to get to a particular wire or do some reconnecting. We pull up a carpet square and under the floor are the wires, which are all catalogued by computer. These wires run under the floor from studio to studio and to all the equipment. When the job is finished, we just close up the floor panels. We have such flexibility in the layout that we can do anything we want in the future without having to demolish the operation and rebuild it.



Two views of production studio D



(l) News/traffic booth; (r) edit room

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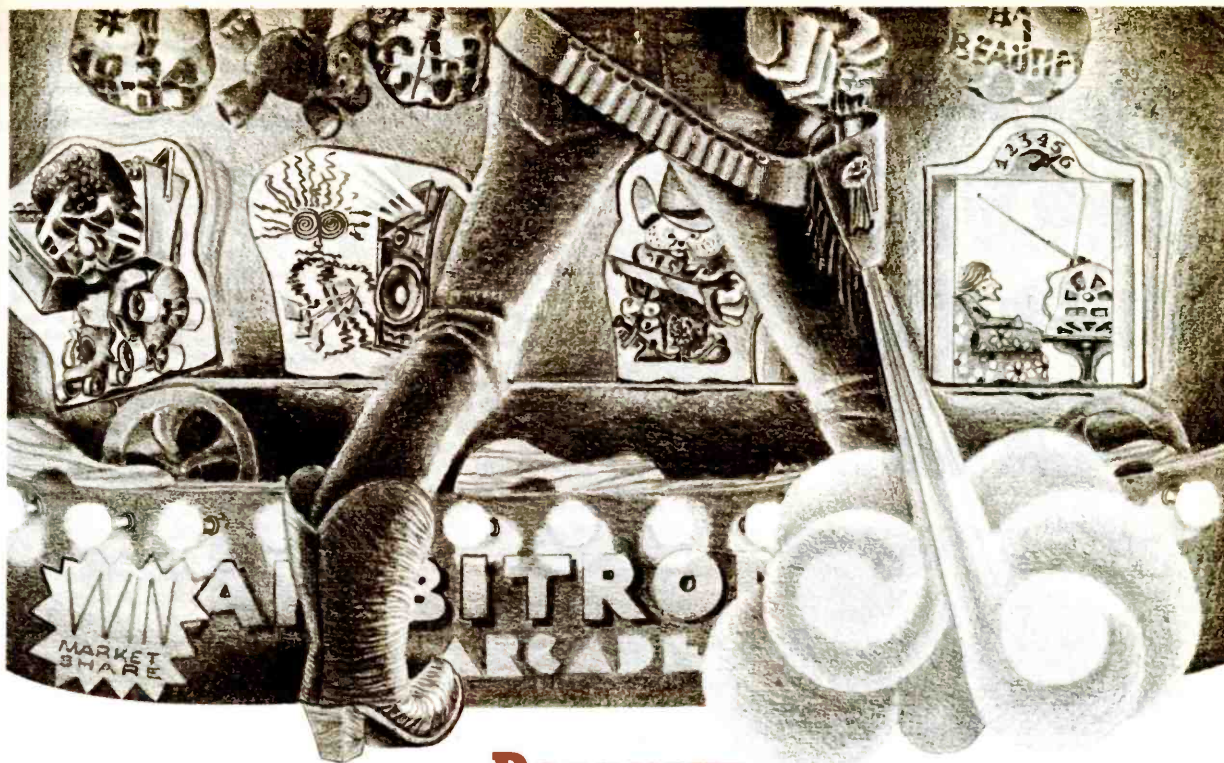
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Does your audio processor hit your target audience... or shoot you in the foot?

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

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

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PRODUCED BY: **MIKE STONE**
FOR **MIKE STONE ENTERPRISES, LTD.**
AND **GEOFF DOWNES**
MANAGEMENT: **BRIAN LANE**

**CHR
BREAKERS**



R&R STREET TALK

Since no one seems to mind, it appears that longtime talent **DAVE SHOLIN** will accept the PD chair at **KFRC/SAN FRANCISCO** right after the first of the year and continue wearing his Top 40 Editor's hat at the *Gavin Report* as well. So the "Duke" will finally reign over Prince, King, and Queen, after all.

The speculation is over: Ten-year **WLS/CHICAGO** morning legend **LARRY LUJACK** will move to afternoons on the "Enormous 89" beginning January 6. Joining him will be **RICH McMILLAN**, who hosts the station's live "Saturday Night Oldies Show" remote from Ed Debevic's. So where are **STEVE DAHL & GARRY MEIER**? On vacation and in negotiation to do mornings. Insiders say there's a 50/50 chance that the controversial duo will strike a deal with WLS... if the chips fall, the prime candidate for mornings will be veteran talent **FRED WINSTON**.

Meanwhile, the betting line in the Big Apple is that **ARISTA VP/Promotion DON IENNER** is in line for a major promotion. Expect the official announcement after the first of the year.

Heavy rumor in L.A. is that **KRLA** Program Manager **MIKE WAGNER** will become PD for **KBZT** (formerly **KHTZ**). It's deja vu time for Mike, who not long ago programmed the previous **KBZT** down in San Diego, now Sandusky's **KWLT**.

Reflecting **BOB ELLIOT**'s status as a partner, consultancy **BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOCIATES** is changing its name to **BURKHART/ABRAMS/DOUGLAS/ELLIOT & ASSOCIATES** Jan. 1. Also, the firm will be giving out an annual **LEE MICHAELS** Memorial Award at its Superstars programming conference to "recognize the person(s) who has contributed in an outstanding manner to the betterment of rock 'n' roll."

KSDO/SAN DIEGO scored a coup of sorts this week when it signed former San Diego Mayor **ROGER HEDGECOCK** as its noon-3pm talk host starting January 20. Hedgecock was forced to resign recently after being convicted of conspiracy and perjury involving illegal campaign contributions. He was fined \$1000 and sentenced to a year in prison, but is appealing his conviction. By a margin of 53-46%, 3000 listeners responding to a **KSDO** telepoll Tuesday opposed the hiring. Hedgecock was a jock on his college radio station, and had done fill-in talk host work for **KSDO** while he was mayor. **KSDO-AM & FM** President/**GM JIM PRICE** called Hedgecock "a natural for radio."

Over a dozen South Central Bell employees were fired for blocking the trunk system to **WRKA/LOUISVILLE**'s contest line so telephone employees could win cash in the station's "Kentuckiana Lottery" direct mail promotion. Not quite \$2000 had been dished out to Ma Bell employees before **WRKA GM MIKE KIRTNER** was tipped off by a woman playing the contest. The phone company's investigation corroborated **WRKA**'s suspicions, and swift action kept disruption of the million-dollar promotion to a minimum.



Rich Stevens was upset that Rich acted on his own, since the bit was a huge success, lighting up the phones like the proverbial Christmas tree and winning ink from *USA Today* and local press. So, Rich, you got Guy Lombardo's "Auld Lang Syne" cued up for New Year's Eve, eh?

There was no official comment from **RCA/ARIOLA INTERNATIONAL** about parent corporation **RCA**'s \$6 billion merger with General Electric, although one executive wit suggested the division's name should be changed to "GEA," while another answered his telephone, "Hello, GE Records." Staffers seem generally unperturbed by the development, preferring to talk about good initial vibrations coming from new boss **ELLIOT GOLDMAN**.

Don't look for **WPLJ/NEW YORK** morning man **JIM KERR** to go anywhere for a while. He's just inked a lucrative five-year pact to continue his wakeup duties at "Power 95."

Q105/TAMPA morning man **CLEVELAND WHEELER** found himself falling without a net when he inadvertently declared a contestant the winner in **Q105**'s Corvette treasure hunt, as the player had given the wrong locale for the hidden keys. So, the coveted car was not awarded, and amidst a protest staged by the contestant at the participating car dealer, Cleveland went on-air and copped full responsibility. Public reaction has been favorable for **Q105**, and the contest has been restarted with a new secret location — in the Florida Keys, perhaps?

Continued on Page 33

B I O	TO	PROGRAM DIRECTORS	AIR DATE	WEEKLY	TIME	ONE HOUR
	FROM	WESTWOOD ONE	AREA CODE	213-204-5000	NUMBER	
M E M O	— FUTURE HITS —					
	THE HITS OF TOMORROW TODAY VIA SATELLITE WITH JIM DENVER					
	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY					

THANKS TO YOU, HE LISTENS TO US.

HAPPY HOLIDAYS
TO RADIO AND THE
WARNER BROS. RECORDS
PROMOTION TEAM.



GEFFEN RECORDS



#1



PLAY FAVORITES



#1

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Starship

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EURHYTHMICS

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STAR 5

RCA

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STREET TALK

Continued from Page 30

The late **ALAN FREED** and Sun Records founder **SAM PHILLIPS** will be recognized by the Rock & Roll Hall of Fame Foundation at its first annual Induction Dinner in N.Y. Jan. 23. They'll be honored in the category devoted to nonperforming industry professionals. In the "rock & roll forefathers" category, the first three inductees will be **ROBERT JOHNSON**, **JIMMIE RODGERS**, and **JIMMY YANCY**.

What's in a name? Several key **ELEKTRA/ASYLUM** execs are getting slightly redefined titles for their current responsibilities, among them VPs **DAVE URSO**, **PETER PHILBIN**, and **HOWARD THOMPSON**. Expect the official pronouncements right after the holidays.

Now that they've sat out their non-compete clause, ex-**WRIF/DETROIT** wake-up duo **JIM JOHNSON** & **GEORGE BAIER** started at rival **WLLZ** this week. May we never hear from them again. Hey, just kidding, guys . . .

After some 15 years with **DE-LITE RECORDS**, **KOOL & THE GANG** have signed directly to PolyGram's **MERCURY** label worldwide. According to PolyGram, De-Lite President **GABE VIGORITO** will continue to be "actively involved in the marketing and promotion" of future albums by the group, but he wasn't available for comment about De-Lite's future with other acts.

WIND/CHICAGO staffers, past and present, held a wistful farewell party for the legendary station last Thursday, the day **GROUP W** completed its \$6.8 million sale of the Talk outlet to **TICHENOR MEDIA**, which is adopting a Spanish format. Of course, there could only be one name for a party honoring the station: "Gone With the WIND."

Fifteen years after joining CBS, **JAY JENSON** has parted company with the label. Based in Dallas, Jay'd been CBS's Southwest Regional Country Marketing Manager for the last eight years and the Dallas Branch Manager for six more before that. His departure is not part of the CBS cutbacks and the position is expected to be filled after the first of the year.

Following a year of freelance voice work in Buffalo, legendary personality **FRANK BENNY** returns to the radio wars Jan. 6 when he joins **WYRK/BUFFALO** for mornings. Prior to his yearlong hiatus, Benny spent 18 years with **WGR/BUFFALO**, the last 12 years in PM drive. No one has left 'YRK, as the shifts have been shortened. Former morning talent **DALE MUSSEN** moves to 9am-noon on the Country outlet.

Sad to report the death of **E. BLAKE BLAIR**, who served 31 years as Treasurer for **JOHN BLAIR & CO.**, the company founded by his brother. Blake, who was 82, retired in 1966.

MOSS/SNEED PROMOTIONS is a new AOR indie promotion outfit formed by **AL MOSS** of the Wynn Jackson Organization and longtime PD **ALAN SNEED**, formerly partner with Chris Hensley. Reach 'em at (404) 325-0690.

Glad to hear that another **NETWORK** promotion ace, **KAREN SOBEL**, is also joining Al Coury and John Brodey as part of **GEFFEN's** promotional staff.

Get-well wishes to **MARY RESNIK**, wife of **A&M National Promotion** exec **STEVE RESNIK**. Mary's recovering after a recent car accident.

And here's hoping for a speedy recovery to **WCKY/CINCINNATI** OM **BRUCE STILL**, who's taking it easy after a mild heart attack. Bruce's son, **PAT**, programs **WLWQ/Columbus**.

The official word from **McCANN-ERICKSON** is that the ad giant will use **ARBITRON** primarily for the top 15 markets, and **BIRCH** as the primary source for markets 15-85.

Congrats to **JEANIE PIERRE**, **JEFF BAKER**, **CANDY MASENGALE/BOGGS**, **CONNIE JOHNSON**, and **GREG FELDMAN** — winners of **ARISTA's** first annual awards program.

Act II at **KJLH/LOS ANGELES**: Acting PD **DOUG GILMORE** exits, and midday man **CLIFF WINSTON** steps in to replace him . . . Back in Detroit, looks like new **WQRS VP/GM BURT ROSENTHAL** may have some interviewing to do upon his arrival (see Page 3), as the Detroit papers report that PD **MIKE WHORF** has suddenly left the Classical station.

Remember a couple weeks back when **WSTF/ORLANDO** personality **MICHAEL LOWE** was "suspended" for uttering an obscenity on-air after a child requested "Rudolph The Red-Nosed Reindeer"? To clear the record, Michael told us that he, in fact, resigned from the station as soon as the faux pas occurred, and promptly helped write the station's immediate apology.

Hats off to **LIONEL RICHIE**, who saved a private school in Watts by writing a check for \$45,000 to the IRS. The school was facing closure by the federal government.

Amazing But True Dept.: Would you believe that the **NBC** chimes use the musical notes "G-E-C"? The tones date back to when **RCA** took over **WEAF** (now **WNBC/NEW YORK** from General Electric).

From all of us at **R&R**, here's wishing you a great '86!



MR. MISTER "KYRIE"

#1 **CHR BREAKERS**

213/88 — 87% CHR Chart: 40

#2 MOST ADDED

RCA is #1



STARSHIP "SARA"

#1 MOST ADDED

FIRST WEEK — 123 Stations - 50%!

RCA



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KEN BARNES

ON THE RECORDS

YEAR AT THE TOP

1985's Number One Records

After spending several days submerged in a sea of statistics, published in last week's issue, I didn't want to quit cold turkey. So I thought I'd gradually withdraw from the world of numbers by taking a look at the artists and songs that went No. 1 in 1985.

I did it pretty much the way I did last year, using the period from Dec. 7, 1984 through Nov. 29, 1985, during which there were 150 No. 1s on the R&R A/C, AOR Albums, AOR Tracks, Black/Urban, CHR, Country, Jazz, and A/C Full-Service (for the nine weeks it's run so far). That doesn't mean there were 150 different No. 1 songs, of course; some, like "Part-Time Lover," were No. 1 on more than one chart.

If you had to pick a champion for No. 1 records in 1985, it would be Phil Collins. He scored seven No. 1s (on CHR, A/C, and A/C Full-Service), three on his duet with Marilyn Martin. Thirteen artists scored three or more No. 1s this past year:

Artist	No. 1 Records
Phil Collins	7
Alabama	4
Whitney Houston	4
Madonna	4
Stevie Wonder	4
Dire Straits	4
Lee Greenwood	3
Jesse Johnson's Revue	3
Judds	3
John Cougar Mellencamp	3
Sting	3
Tears For Fears	3
Wham!	3

Twenty-four other artists had two chart-toppers.

Longevity At The Top

Another way to break out the No. 1 information file is to add up weeks at the top in all formats. This category tends to slant toward AOR, where albums have been known to lodge themselves at the top for months on end (last year's

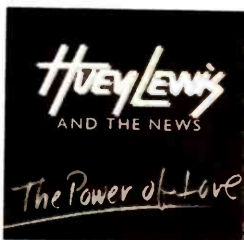


Chart Power: 7 weeks at No. 1 for Huey in AOR and CHR.

winner, the Cars, had 17 weeks at No. 1 on the LP chart). This year, the second-place finisher, John Cougar Mellencamp, benefitted from nine weeks on top in AOR Albums, but Phil Collins's bulk of No. 1s gave him the edge. (Eight of those weeks were shared with Marilyn Martin.)



Aretha led the pace on the freeway for 5 weeks



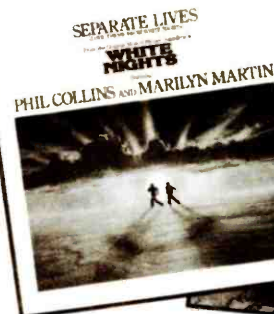
John Cougar Mellencamp at the top of the LP charts for 9 weeks

Artist	Weeks At No. 1
Phil Collins	19
John Cougar Mellencamp	15
Stevie Wonder	13
Sting	11
Dire Straits	9
John Fogerty	9
Madonna	9
Tom Petty & The Heartbreakers	9
Mick Jagger	8
Stanley Jordan	8
Wham!	8
ZZ Top	8
Alabama	7
Don Henley	7
Whitney Houston	7
Huey Lewis & The News	7
Wynton Marsalls	7
Robert Plant	7
Tears For Fears	7
Aretha Franklin	6
Dizzy Gillespie	6
Jesse Johnson's Revue	6
Kool & The Gang	6
USA For Africa	6
Paul Young	6
Ahmad Jamal	5
Judds	5
Ronnie Milsap	5

Long-Running Chart-Toppers

Excluding albums, it's also interesting to look at the songs with the longest runs at the top. By an overwhelming margin, Stevie Wonder's "Part-Time Lover" took those honors, racking up 13 weeks between A/C, Full-Service, Black/Urban, and CHR. Here's the standings:

Title	Artist	Weeks At No. 1
"Part-Time Lover"	Stevie Wonder	13
"Separate Lives"	Phil & Marilyn	8
"Careless Whisper"	Wham! / G. Michael	7
"Power Of Love"	Huey Lewis & The News	7
"Cherish"	Kool & The Gang	6
"Everytime You Go Away"	Paul Young	6
"We Are The World"	USA For Africa	6
"Crazy For You"	Madonna	5
"Freeway Of Love"	Aretha Franklin	5
"Lonely O' Night"	John C. Mellencamp	5
"Money For Nothing"	Dire Straits	5
"One More Night"	Phil Collins	5
"Saving All My Love For You"	Whitney Houston	5
Format by format, the longevity champs were:		
A/C: "Cherish" (6)		
A/C FS: (tie) "Part-Time Lover," "Separate Lives" (3)		



They may lead separate lives, but together Phil & Marilyn racked up 8 weeks at No. 1 (Phil had 11 more on his own)



Number Wonder: Stevie's "Part-Time Lover" was the No. 1 longevity champ



"Careless Whisper" copped 7 weeks at the top for Wham in A/C and CHR



Jazz champ Stanley Jordan was No. 1 for 8 weeks (Wynton Marsalls scored 7, Dizzy Gillespie 6, Ahmad Jamal 5)

AOR Albums: "Scarecrow" — J.C. Mellencamp (9)
 AOR Tracks: (tie) "Just Another Night" — Mick Jagger, "Lonely O' Night" (5)
 Black/Urban: "Freeway Of Love" (5)
 CHR: "Can't Fight The Feeling" — REO Speedwagon (4)
 Country: (tie) "Love Is Alive" — Judds, "She Keeps The Home Fires Burning" — Ronnie Milsap, "There's No Way" — Alabama (3)
 Jazz: "Magic Touch" — Stanley Jordan (8).

Springsteen Ties Jackson Record

It has nothing to do with No. 1 records, but on December 6 Bruce Springsteen equalled one of Michael Jackson's most remarkable chart achievements: "My Hometown" became the seventh CHR Breaker from the "Born In The USA" album. It was unheard of when Jackson scored his seventh Breaker off "Thriller" less than two years ago, so for another artist to come along and match the feat in such a short time is quite impressive.

An even more remarkable side-light: Jackson had scored a large number of hits before he started his "Thriller" string, but Springsteen had only hit the R&R CHR chart three times previously, with only

"Hungry Heart" surpassing the No. 20 mark. A sudden run of seven charters is on the amazing side.

For the record, here's the Springsteen chart run to date:

"Dancing In The Dark"	1
"Cover Me"	6
"Born In The USA"	10
"I'm On Fire"	5
"Glory Days"	3
"Goin' Down"	9
"My Hometown"	26 (so far)



"My Hometown": Springsteen's 7th CHR Breaker from "Born In The USA"



RECORDS

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Distributed by CBS Records

36/R&R FRIDAY, DECEMBER 20, 1985

DATEBOOK

SEAN ROSS

Special Year-End Double Issue

MONDAY, DECEMBER 23

1976/Isaac Hayes files for bankruptcy; three years later he has a brief chart comeback with "Don't Let Go."
1980/John and Julie McVie are arrested at their Honolulu residence when police discover a package addressed to them containing cocaine.

TUESDAY, DECEMBER 24

1960/After the first release of "The Twist," Philadelphia Orphan's Court raises 19-year-old Chubby Checker's weekly allowance from \$150 to \$200.
1972/Police stop a Manfred Mann concert at the University of Miami during the encore when nearby residents complain about the noise. Students riot for two hours; Mann and the Earth Band hide in the dressing room.

1983/Pete Townshend announces his departure from the Who.

Birthdays: Lee Dorsey 1924, Lemmy (Motorhead) 1945, Mike Curb 1944, Cab Calloway 1907.

WEDNESDAY, DECEMBER 25

1964/On the second day of the Beatles' Christmas engagement at London's Hammersmith Odeon, George Harrison's then-girlfriend Patti Boyd is attacked by jealous female friends.

1978/This is not a Christmas carol. Public Image, Ltd. plays its first concert at a London theatre.

1981/J. Geils Band plays a Christmas concert at Boston's Norfolk Prison.

Birthdays: Phil Spector 1940, Sissy Spacek 1949, Barbara Mandrell 1948, Jimmy Buffett 1946, Robin Campbell (UB40) 1954, Annie Lennox 1954, O'Kelly Isley 1937.

THURSDAY, DECEMBER 26

1963/"I Want To Hold Your Hand" is released in America.

1967/"Magical Mystery Tour," parodied later by the Rutles as "Tragical History Tour," premieres on the BBC.

Birthdays: Phil Spector 1940.

FRIDAY, DECEMBER 27

1971/Sonny & Cher get a winter replacement series on the strength of their previous summer shows. Guests on the rockin' first show are Robert Merrill, Harvey Korman, Glenn Ford, and Carroll O'Connor.

1978/Roughly six months after its release, the Cars' debut LP goes platinum.

1982/Billy Joel performs a benefit concert in and for Allentown.

Birthdays: Mick Jones (Foreigner) 1944, Terry Bozzio (Missing Persons) 1950.

SATURDAY, DECEMBER 28

1971/Keith Moon emcees a Sha Na Na concert.

1975/Depending on your source, Ted Nugent is menaced by a gun-toting fan in either Spokane or Detroit.

1983/Dennis Wilson drowns at Marina Del Rey.

SUNDAY, DECEMBER 29

1930/Radio Luxembourg is authorized.

1967/Dave Mason leaves Traffic for the first time.

1980/Singer/songwriter Tim Hardin dies of a drug overdose at age 40.

MONDAY, DECEMBER 30

1962/Brenda Lee is injured when she rushes back into her burning Nashville home to rescue her poodle Cee Cee, who dies from smoke inhalation.

1979/Emerson, Lake & Palmer announce their breakup.

Birthdays: Bo Diddley 1928, Del Shannon 1939, Jeff Lynne 1947, Patti Smith 1946, Tracey Ullman 1959.

TUESDAY, DECEMBER 31

1972/The Allman Brothers' first annual broadcast from San Francisco's Cow Palace. Wet Willie costars.

1975/Bette Midler hits then-RKO National PD Paul Draw in the face at a New Year's Eve party because he doesn't like her disco remake of "Strangers In The Night."

Birthdays: Donna Summer 1948, John Denver 1943, Burton Cummings 1943, Andy Summers 1942.

WEDNESDAY, JANUARY 1

1953/Hank Williams dies at age 29.

1974/Polydor becomes the first label to hike its LP suggested retail prices to \$6.98. That price becomes the industry standard for three years.

1975/Yoko Ono, Patti Smith, and 50 others read at the New York Poetry Project's annual New Year's Day event.

Birthdays: Grandmaster Flash 1958, Country Joe McDonald 1943.

THURSDAY, JANUARY 2

1974/The Georgia Dept. of Corrections honors the Allman Bros. as the "Outstanding Community Organization of the Year."

1979/Sid Vicious's trial for the murder of Nancy Spungen opens.

1980/Early rock artist Larry Williams is found shot to death at age 45. Williams had been planning a reunion LP with sometime partner Johnny "Guitar" Watson.

Birthdays: Roger Miller 1936.

FRIDAY, JANUARY 3

1969/Police at Newark Airport confiscate 3000 copies of John & Yoko's "Two Virgins" LP.

1970/Davy Jones announces his departure from the Monkees.

1974/Bob Dylan and the Band begin the much-anticipated "Planet Waves" tour.

Birthdays: John Paul Jones 1946, Steven Stills 1945.

SATURDAY, JANUARY 4

1953/Twenty thousand mourners turn out for Hank Williams's Montgomery funeral.

1965/Fender Guitars becomes a subsidiary of CBS.

1978/Ozzy Osbourne rejoins Black Sabbath briefly.

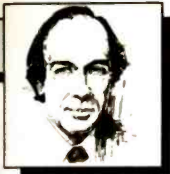
1985/Del Leppard's drummer Richard Allen has his arm amputated following an auto accident. His friend John Parr suggests, without any facetiousness, that Allen drum with an artificial arm containing a laser-light show.

SUNDAY, JANUARY 5

1975/"The Wiz" opens on Broadway with Stephanie Mills as Dorothy and songs by Luther Vandross among others.

1978/The Sex Pistols' American tour begins in Atlanta.

1979/Southside Johnny stumbles over some broken glass on stage, cuts himself, and is hospitalized.



CALENDAR

BRAD MESSER

Early '86 Anniversaries

Man in space, the birth of the Beatles, and Bob Dylan's first gig are among the 25th anniversaries coming up during the first six months of next year.

50th anniversaries between January and the end of June include establishment of the Baseball Hall of Fame and the trial flights of the first successful helicopter.

Coca-Cola will observe its 100th anniversary. The first half of '86 will also bring us to the one-century mark of the gasoline automobile.

For your convenience in preparing programs observing 1986 milestones, here are some important dates.

1961 - 25 years ago: Jan. 31 - Monkey "Ham" rocketed into space. Feb. 24 - FCC authorized

1936 - 50 Years Ago: Jan. 29th - Baseball Hall of Fame established at Cooperstown NY with five honorees. June 6 - 1st helicopter extended trials began with female pilot in German Focke-Wulf FW-61 (1st freeflight June 26).

1886 - 100 Years Ago: Jan. 29 - "Motorwagon" patented by Karl-Frederich Benz, 1st successful gasoline automobile (built late 1885) weighed 560 pounds, had three wheels, top speed 8 to 10mph, powered by single-cylinder 4-stroke engine. Feb. 14 - California citrus industry born as first oranges shipped from Los Angeles to Eastern markets. Mar. 6 - 1st commercial A.C. power plant. May 8 - Coca-Cola first mixed by John S. Pemberton at Atlanta, Georgia.

Tallest Buildings Topped Out

MONDAY, DECEMBER 23 — What were then the world's tallest buildings, the World Trade Center towers in Manhattan, topped out 15 years ago today (1970). Tenants had already moved into offices on the 10th and 11th floors before construction was completed up to the 104-story level. (The 110-story Sears Tower in Chicago took the tallest-building title four years later.)

1962 — Cuba began releasing 1113 Bay of Pigs invaders from prison, after American private citizens had raised donations averaging \$50,000 per prisoner.

1947 — Transistor invented, 1928 — NBC went coast-to-coast.

1823 — Clement Moore's poem "Visit From Saint Nicholas" (better known as "Twas the Night Before Christmas") published in Troy, NY *Sentinel*.

Birthdays: Jorma Kaukonen 45. Paul Hornung 50.

"Silent Night" A One-Day Project

TUESDAY, DECEMBER 24 — The song "Silent Night, Holy Night" was composed — in just one day — exactly 167 years ago, on Christmas Eve of 1818. The assistant minister of a church in Austria wrote the words and the church organ player scored the music. But when the time came to perform the composition, the church organ broke down... so the first public performance of "Silent Night" was with guitar accompaniment. ("Stille Nacht, Heilige Nacht" by Josef Mohr and Franz Gruber, Oberndorf, Austria.)

Birthdays: Marathoner Bill Rodgers 38. Choreographer Robert Joffrey 55. Ava Gardner (Lucy Johnson) 63.

Halley's Prediction Confirmed

WEDNESDAY, DECEMBER 25 — Comet Halley became visible both night and day on Christmas of 1758, 16 years after the death of Edmund Halley, the man who had forecast its return. In January 1986, the comet will be visible just after sunset, low in the western sky, but many astronomers are convinced that it will fall far short of the spectacular brightness of the earlier passage.

1966 — Paul Kimmelman began a diet so impressive he got in the "Guinness Book," dropping from 487 to 130 pounds in little more than seven months.

1868 — Pres. Johnson pardoned Civil War veterans.

Birthdays: Mary Elizabeth "Sissy" Speck 36. Barbara Mandrell 37. Jimmy Buffett 39. Larry Caonka 39. Ken Stabler 40.

Washington Crossing The Delaware

THURSDAY, DECEMBER 26 — The famous painting "George Washington Crossing the Delaware" was inspired by the Battle of Trenton, the Revolutionary War action in New Jersey 209 years ago (1776).

1947 — Major storm dropped 26 inches of snow in Northeast.

1917 — US nationalized all railroads for duration of WWI.

1965 — Electric coffee percolator patented.

Birthdays: Phil Spector 45. Alan King (Irwin Alan Kniberg) 58. Steve Allen 64, original "Tonight Show" host 1950.

First Childbirth With Anesthesia

FRIDAY, DECEMBER 27 — 140th anniversary of the first childbirth using anesthesia. Georgia country doctor Crawford Long had pioneered the use of ether as a painkiller for surgery in 1842. Three years later, ether was administered to his wife for the birth of their second child, on December 27, 1845.

1979 — Afghanistan invasion.

1970 — "Hello Dolly" closed after 2844 Broadway performances.

1947 — 1st "Howdy Doody" TV show (on air thirteen years).

1932 — Radio City Music opened (was largest indoor theater).

1927 — "Show Boat" (Kern & Hammerstein) premiered at Ziegfeld Theater in NYC featuring hit "Old Man River."

1900 — Carrie Nation's first big anti-saloon raid Wichita, Kansas. Full Cold moon.

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 Rapoport 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

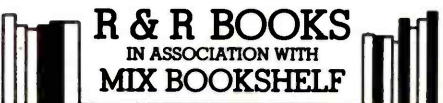
307) **MAKING MUSIC: THE GUIDE TO WRITING, PERFORMING, AND RECORDING.** Ed. by George Martin This is both an authoritative guide for everyone who makes music and a unique source of insight into the genius and work habits of 65 of the world's leading music figures (e.g. contributors on songwriting include McCartney, Sting, Sonheilm, Webb, and Simon, among others). There are sections on writing, arranging, performing, recording, and music business all written by experts. 352 pp. (H) \$17.95

303) **MUSIC BUSINESS HANDBOOK AND CAREER GUIDE.** David Bakerville, 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

190) **DICTIONARY OF CREATIVE AUDIO TERMS.** CAMEO The first comprehensive dictionary of creative audio terminology containing over 1,000 definitions for those without much technical training. Focuses on creative audio/ musical equipment, techniques, systems, and practices. Illustrated to give a quick and comprehensive grasp of meanings. 100 pp. (P) \$4.95

131) **HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH.** F. Alton Everest Presents the information needed for design, construction, and operation. The emphasis is on budget studies suited to efficient production of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested designs. 336 pp. (P) \$11.95

120) **CRITICAL LISTENING COURSE.** F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations. \$129.95



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ADAM WHITE

RECORDS

Who Wants Their VH-1?

This time last year, the folks at MTV Networks were working under heavy pressure to meet the January 1, 1985 launch date of their second music channel, Video Hits One. That pressure was prompted by the relatively short time — only a few months — the company had to put the service together.

Why so little time? Most people believe MTV was forced to create VH-1 when it did because of Ted Turner's new Cable Music Channel. When Turner pulled the plug on CMC (after less than a couple of months) and sold it to MTV, the latter was already committed to VH-1's introduction.

Twelve months on, how's it doing? And, most important from the music industry's perspective, how effective is the service in selling records to its 25-54 target demo? What follows are views gathered from a variety of industryites, and from VH-1 VP Kevin Metheny, who talks about goals achieved and goals set.

As in the early days of MTV, there have been trade ads promoting and publicizing VH-1's achievements. At the same time, it is frequently dismissed as a wash-out by some video insiders.

I spoke with Street Pulse's Mike Shalett, whose firm studies consumer buying patterns at retail for labels and other clients, including MTV. "All the data we've generated in the past year shows that there's a desire or need among consumers for VH-1. There's no doubt in my mind that it's effective in selling records."

Younger Viewers

"Some interesting numbers show up too. According to our research, there are a lot of people under 18 watching it and, as you'd expect, a high percentage of females 25-35. I think that a lot of younger people, particularly women, who want to catch black music watch VH-1."

Another interesting number is the viewers watching VH-1 at any given time. MTV, on the average (varying with dayparts), is viewed by about 250,000 people at a specific point in time. VH-1 is available in about one-third the number of homes MTV is, and, while not Nielsen-rated, is regarded as attracting quite a bit less viewership than its senior partner. A perhaps-gen-



Kevin Metheny

erous estimate, sources indicate, would be 50-60,000 viewers at any one time.

If there's a lukewarm attitude towards VH-1 among some label execs, Shalett suggests it's because the service is targeted to a different demo than much of the industry is skewed towards. "It hasn't yet fully come to grips with the idea that the largest generation of consumers in our country's history are between 25-44."

"There's no doubt in my mind that VH-1 is effective in selling records."

—Mike Shalett

Also an obstacle, as Shalett and others point out, is the fact that certain artists compatible with VH-1's format don't necessarily see themselves that way. In other words, they associate the channel with the "older" (and, by implication, less desirable) audience, and resist label suggestions that they may have a better shot at exposure via VH-1 than MTV.

Attitudes may be different with acts whose style or image precludes them from MTV or from gaining sufficient radio exposure to sell records. A case in point: John Denver. With his new, more romantic image and the "Dreamland Express" album, RCA Records ap-

proached VH-1 for a major promotion tie-in. Product Director Jaek Maher explains, "There was a tremendous sales surge on the album when the promotion was on. We attribute this to VH-1 because — and I don't like to admit this — we didn't get the kind of airplay we wanted."

There were "pockets" of exposure, he says, and good rotation on certain stations, but the real stimulus came from the video music service. "When the promotion came off in October," says Maher, "there was a flattening out of sales. So we went back and bought some time, and saw sales climb again."



Heavy Rotation

Offering another label perspective is Capitol's Director/National Video Promotion Michelle Peacock. "There's no doubt that VH-1 sold a significant number of Freddie Jackson albums to its viewers, who at the time weren't hearing it on their local CHR stations. VH-1 had been telling us for the longest time that 'You Are My Lady' was an across-the-board hit, and they held strong, keeping it in heavy rotation until we broke it at CHR."

Peacock's point is that VH-1 has become an important part of the promotion and marketing mix, but not necessarily the only one. Colleague Jim Foglesong, President of Capitol/EMI America's Nashville division, found VH-1 to be the only explanation for the sales surge of a dormant Michael Martin Murphy album. "It was just lying there," says Jim, "and a few returns were starting to dribble in. Then this video started to get tremendous exposure, and quietly but steadily the album went from 80,000 to 125,000 sales. VH-1 was the only thing we could point to."

A number of those in Nashville see VH-1 as an opportunity to reach an audience that's not hearing country music elsewhere. In recent months, VH-1 executives have been courting the country com-

Sample Music of VH-1

- Matt Bianco — "More Than I Can Bear"
- Hall & Oates — "When Something Is Wrong With My Baby"
- Barbra Streisand — "Somewhere"
- Sheena Easton — "Do It For Love"
- Bill Evans — "Path Of Least Resistance"
- Bryan Ferry — "Don't Stop The Dance"
- Vince Gill — "Oklahoma Borderline"
- Lionel Richie — "Could It Be Love"
- Libertine — "Chopsticks"
- Evelyn King — "Your Personal Touch"
- Me! McDaniel — "Stand Up"
- Juice Newton — "Hurt"
- Miami Sound Machine — "Conga"
- Paul Winter Consort — "River Run"
- Princess — "Say I'm Your #1"
- Lionel Richie — "Say You, Say Me"

munity, and that's OK by Foglesong. "Pop radio is virtually ignoring country," he says. "Through VH-1, we're definitely seeing an increase in not only exposure for certain artists, but also in their popularity. It's even helped their bookings."

Not everyone is so positive. Several in video promotion say they feel VH-1 doesn't rank as high on MTV Networks' priority list as it should, or as high as MTV itself. One such critic is E/P/A Director/National Video Promotion Harvey Leeds. "I question how serious and important VH-1 is to MTV Networks overall," he says. "They're only too enthusiastic when it comes to anything involving MTV or Nickelodeon. But I always seem to be the one who has to bring up the subject of VH-1, whether it's about what's getting airplay, suggested promotions, or whatever. That's what makes me wonder about the depth of their commitment to the channel."

"I question how serious and important VH-1 is to MTV Networks overall."

—Harvey Leeds

Leeds also notes that CBS's in-house research into VH-1 this past summer didn't yield entirely favorable results. Of a representative national sample of cable households, Leeds states, less than 5% of respondents (76% response rate) said they viewed the channel. Those that did watch were relatively light record buyers, who also said the service had limited influence upon their buying habits.

Demonstrable Response

Metheny is more than satisfied with the first-year accomplishments of Video Hits One. "In terms

of the number of homes we reach, it's dramatically more successful than we'd hoped. We targeted to be in around 5.5 million homes at this time, and in fact, we're approaching ten million."

"So now that we know there's a healthy audience out there in front of the set, we're looking for opportunities to affiliate with promising artists or established acts and show them precisely the firepower of the channel. We want to develop marketing plans in tandem with labels and managers so that we can have some success stories similar to those we have on MTV."

It'll be a tiered effort, says the VH-1 VP. "There are a lot of different things we can do, from the rotation of a video, of course, to One-on-One interviews, guest VJ appearances, contests, and promotions. We did some in '85, but not in such a way that we rolled out a six, nine, or twelve-month comprehensive program. We've learned with MTV that that's what it takes."

Developmental Year

Metheny continues. "It was important for us to get a good sense of ourselves these past 12 months. It's been a busy year and, very honestly, a developmental one. We didn't expect to be playing to as large an audience. You'll see quite a bit of long-form programming in the second year, and there will be a greater news presence." The latter includes a feature debuted a couple of weeks ago, "VH-1 On The Road," with concert dates and those of touring Broadway shows, as well as who's performing in what rooms in the gambling cities.

If it is anyone's suspicion that MTV Networks is not 100% behind VH-1, states Kevin, "We intend to let them understand that's a misconception. We'll be showing a dramatic commitment to industry relations on this channel in 1986."

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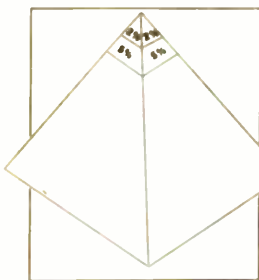
JOEL DENVER

HIGHLIGHTS OF 1985

Quotable Quotes Worth Quoting Yourself

Without a doubt, this is the most fun article I put together each year. Looking back on the pearls of wisdom and perilous platitudes espoused throughout 1985 is a fond reminder of all the wonderful ideas and knowledge contributed by so many of you to these pages each week. Thank you! With your help, I look forward to an even more creative and challenging 1986. Happy Holidays to all!

Format And Music Theory



It's easy to pick the hits, but it's more important to play them at the right time in the record's active life cycle. More and more stations are keeping a careful eye on the active members of the audience - the trendsetters. Programmers who take the lead from this perceptive group help themselves become market leaders. Here are a few ideas.

"We do no callouts. We depend heavily on requests, retail research, and our combined gut feel. I don't think by using callouts you can keep on top of things or stay as fresh-sounding as you need to be."

- KRS-AM & FM/Los Angeles VP/Programming Gerry DeFrancesco

"Part of our success at KKQB has been to stay on the cutting edge of music and trends."

- KKQB-AM & FM/Houston PD John Lander

"Black music has played an important part in keeping Q102's sound exciting ... It's been the perfect elixir for our musical profile."

- Q102/Cincinnati OM/CD Jim Fox

"It's really fun to be aggressive on music. After three or four weeks you know whether a song's a hit or not. If it isn't, you can blow it off and go on to the next."

- B1105/Orlando PD Brian Thomas

"The questionable period for CHR appeared when programmers and GMs tried to broaden their stations demographically with older. Instead, they got what turned out to be a bad-sounding CHR with diminished audience in all demos. I don't think we'll make the same mistake again"

- Consultant Gary Bonds

Competition

When you take your radio seriously, the business of winning can be a passionate affair. A few verbal salvos were fired on these pages during the past year, as well as thoughts on being on top and how to react to a ratings book.



"People say imitation is the sincerest form of flattery. Well, we've been flattered just about enough! ... I don't know how you can throw away millions of dollars for only nine-tenths of a point."

- KMJK/Portland PD Jon Barry

"The bitterness has both surprised and disappointed me, because I was hoping we were all more professional than that. There are a few differences in what we're doing. KMJK's improved since we came into the market because they learned a few lessons from the beating we gave them in our debut book."

- KKRZ/Portland PD Gary Bryan

"In the end, it doesn't matter how many points you scored or how fast you ran the race. What's important is to be first."

- Z100/New York PD Scott Shannon

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

- B104/Baltimore PD Steve Kingston

"People have certain expectations of Y100. We have a long history of excellence to live up to, including the areas of broadcasting and entertainment. We don't always do things by the rule book, but we always do things better"

- Y100/Miami PD Robert W. Walker

Motivation

A large part of winning has to do with attitude. Put the right people together, regardless of format, and you're 50% closer to victory working as a cohesive team.

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

- K106/Baltimore PD Ralph Wimmer

"If you work hard, have a definite goal in mind, and don't let anything distract you, it's real hard not to succeed. And I try to surround myself with people who feel the same way."

- FM102/Sacramento OM/CD Rick Gillette

Observations

Sometimes the simplest things escape us as we're often too close to the subject at hand. Here are some points to think about concerning several important topics brought up this year.



"We're always trying to be bigger and better than everybody else on the dial ... A winning station constantly needs to grow, offering bigger and better promotions. You must do whatever it takes to capture the minds of the audience."

- Gerry DeFrancesco

"It's amazing. The idea of working at a well-programmed station in a smaller market has a lot of appeal for some folks who're tired of the big market hassles and pressures."

- Then-KFMW/Waterloo (now WOUT/Johnson City) PD Mark Potter

"We're in show biz, and when you open the make it's like taking your pants off. It had better be good"

- KRPM/Seattle VP/GM Gary Taylor

"I really hate it when record companies see an act do well, then go out and sign up a dozen soundalike artists."

- B94/Pittsburgh PD Nick Bazzoo

"If it doesn't get airplay on CHR, then chances are the album or group will not sell the amount of product necessary to become a gold or platinum project."

- KRS-AM & FM/Los Angeles Asst. PD Mike Schaefer

"I want Z100 to sound like one incredible, dynamic, interesting, compassionate radio station, and if it doesn't sound like that, I don't sleep very well."

- Scott Shannon

No Paper Adds Please



1985 will go down as the year radio regained its conscience, as it became clear that record companies and radio stations were fed up with bogus airplay reports.

"If your playlist isn't credible, then it's worthless for anyone to track."

- Q106/Tampa OM Mason Dixon

"This anti-paper adds policy has restored everyone's faith in each other again."

- WB VP/Promotion Rich Fitzgerald

"We believe in playing what we report and reporting what we play."

- EZ Communications VP/Programming Dan Velle

"My interpretation of good rotation for a record that fits all dayparts is that it needs four shots a day. I don't want any favors that don't include good, solid airplay."

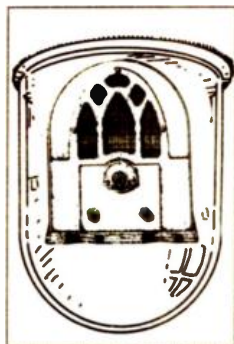
- Then-Geffen VP/Promotion Johnny Barbis

AM Radio Experimentation

As 1985 closes, no one has come up with viable answers for AM radio. Here's a look back on an innovative idea that, like AM stereo, didn't catch on - KFRC's "Game Zone."

"At least we're not sitting on our asses waiting for radio to fix itself"

- Then-KFRC/San Francisco (now KRTH/Los Angeles) VP/GM Pat Norman



"Throughout the country people have outrageous ideas about how to entertain people on AM. But the PDs and GMs who act like 'format police' have discouraged these ideas."

- RKO consultant Walter Sabo

Jock Talk

Increased emphasis on personality has once again focused attention on the finer points of being an on-air star. Some ideas worth remembering:

"Seven people make it tough to get in everyone's lines in equal proportions, and because it's a real team effort we feed whoever is hot that day. Fortunately, everyone is professional enough to realize this, and all contribute unselfishly to the effort."

- Then-Z100/New York (now Z106/Philadelphia) Zookkeeper Ross Brittain

"You have to be up and on 100% of the time. The audience can tell when you're hanging back on them."

- Then-B96/Chicago (now WHTT/Boston) night rocker Tony Hamilton

"Work hard. There are so many medium-weight talents out there that a little bit of extra effort, combined with an unselfish, team-spirited attitude, will take you over the top."

- B104/Baltimore night personality Kid Curry

"Show prep is a 24-hour affair ... You've got to do your homework because anything can be turned into a short bit."

- WPLJ/New York afternoon driver Pat St. John

"Could I have said it in fewer words? That's the hardest part of it all. Pulling off a bit with a 20-second intro is really tough ... You have to be able to edit yourself."

- KRS-AM & FM/Los Angeles afternoon driver Ron O'Brien



"PROVE ME WRONG"

THE NEW SINGLE FROM DAVID PACK

From the current Columbia motion picture "White Nights" And the forthcoming Warner Bros. album *Anywhere You Go*. © 1985 Warner Bros. Records 

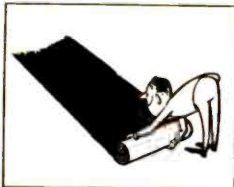
CONTEMPORARY HIT RADIO

Quotable Quotes Worth Quoting Yourself

Continued from Page 40

Roll Out The Red Carpet

The fine art of diplomacy in business goes a long way. It's simply a matter of treating people like you want to be treated. These are thoughts worth reflecting on as we head into 1986.



"It's a mistake when one person names himself as the God-almighty dictator of the station and doesn't listen to anyone else."

— Scott Shannon

"Managing by intimidation doesn't bring the fruits that respect does. People governed by fear will only give you what they have to in order to keep their jobs. They'll leave at the first opportunity."

— Consultant Alan Burns

"Being a problem-solver almost ensures you'll always have a job. A lot of PDs forget why they were hired; the job is most important, not them."

— WKTU/Milwaukee VP/GM Dallas Cole

MOTION

WNYS(HOT-104)/Buffalo welcomes Peter Jonason to mornings (Buffalo's A Team) from KHJ/Los Angeles ... WZUU/Milwaukee's Brad Young takes on the programming for KZ103/Tupelo, MS, where Lisa Landau is named Assistant PD/MD ... Kelly Randall and Dan Cooke quit overnights at Z106/Philadelphia ... KFMW/Waterloo boosts PM driver Michael Dee to PD as he shifts to mid-days; Mark Hansen moves to afternoons from nights, and midday personality MD Deb Christie is now doing nights.

KTRS/Casper promoted MD/afternoon driver Todd Cavanah to PD as Billy Cody exits ... KOAM/Wichita PD Tom Land acquires PD duties for sister station KEYN-FM ... "The Beak" (Roger Miles) replaces Mike Kelly on evenings at KIKX/Colorado Springs, joining from crosstown KKFM ... KZOZ/San Luis Obispo ups MD/morning man D.A. Collins to PD, replacing OM Mike David, who'll continue to program KCAL ... MD Brian Christian leaves KLUC/Las Vegas, while Jammin' Jay Taylor steps in as MD/6-10pm from KQKQ/Omaha ... KAMZ/EI Paso Assistant PD Georgia Saylor exits ... KKXL-FM/Grand Forks, ND afternoon man Kevin Hendrickson is named Production Director.

Brent Alberts is upped from PD to OM at WIOB & WNRS/Ann Arbor. Parttimer Randy Z is now PD at WNRS, while Christy Keller is new to overnights at WIOB, formerly of WAVX/Muskegon ... Crickett Davis moves from KGGO/Des Moines across town to X103(KXJX)/Des Moines for 7pm-midnight under PD Roger Piper ... Gary McCabe is named Production Director at KIYS/Boise, and becomes the newest morning crew member ... Mike Schmidt exits KWTO-FM/Springfield to replace PD Bo Jagger at neighboring KKUS.

Dennis Prior turns down WLOL/Minneapolis' PM drive offer and heads for KEYN-FM/Wichita to do mornings ... Michael Stewart is new to nights at WOMP-FM/Wheeling from the research department at B94/Pittsburgh ... Julie Welch joins WKFR/Kalamazoo as a news reporter ... WSTO/Evansville afternoon driver Indiana Jonez adds on Assistant PD duties

... KSMB/Lafayette 7pm-midnighter "Big" Steve Small is upped to MD ... WVIC/Lansing personality Dave Scott moves across town to WJXQ ... WGUY/Bangor loses morning man Mitch Mitchell to middays at competitor WZON, and also midday man Doug Shannon, who'll be doing overnights at ZON.

Bob Stevens, Production Director at K104/Dallas, exits to become MD at KOKT (KQ96)/Seattle under PD Steve Sheppard ... KZBZ/Beaumont welcomes Fast Bobby Day to do nights. He's from KOKQ/Omaha and replaces The Mad Man ... Patty Harrison, daughter of former WABC/New York legend Harry Harrison, is doing all-nights at WHTT/Boston ... Mike Schmidt, most recently PD at KWTO-FM/Springfield, walks across town to become OM/PD at KKUS, replacing Bo Jagger. Meanwhile, T.K. O'Grady is upped to Operations Manager at KWTO-FM.

Mark Taylor, previously with WKAU/Appleton-Oshkosh, is the new MD/afternoons at, WMQT/Marquette, MI; Kim Bradley returns as MD at WKAU ... Geoff Davis is named MD/middays at WZUU/Milwaukee, upped from 7pm-midnight. He replaces Brian Kelly, who's the new MD at WLS/Chicago ... Tony Clark gets boosted from weekends to overnights at WJAD/Bainbridge, GA, replacing Tim Taylor.

BITS

• **Jewels, For You** — WPLJ/New York is giving away two \$3000 sapphire jewels to celebrate the release of Twentieth Century-Fox's "The Jewel Of The Nile." Listeners register at any Littman Jewelers store in the metro area, or send in a postcard. One winner will be picked from the Jeweler entries, another is to be selected from the cards. Hundreds of runners-up will receive free passes to see the sequel to 1984's "Romancing The Stone."

• **Scarecrow Frenzy** — KC103/Evansville welcomed John Cougar Mellencamp to town with a Best Scarecrow contest, featuring the best in



THE WORLD'S LARGEST RADIO — WLOL/Minneapolis recently built what's claimed to be the world's largest radio: twenty feet long, 16' high, 8' deep and over 400 pounds (batteries not included). Not exactly something you can carry over your shoulder for a stroll in the park, eh?



CENTENNIAL FEVER — KMGX/Fresno got in the spirit for Fresno's 100th birthday, featuring this picture on the back of a recent music survey. Shown (l-r) are MD Kevin Carter, morning man Richard Cano, midday personality Mike McKel, PD John Berry, and overnights Jeff Scott.

hay fashions. All entrants received a John Cougar Mellencamp "Scarecrow" LP for their efforts, and one lucky crowd chaser won tickets and backstage passes to the concert.

• **How About Florida?** — Y100/Miami will make dreams come true on the South coast when they give one listener a \$100,000 Weitzer Dream Home. Weitzer, a premier builder in the area, will construct a home in one of three locations: Panache in Kendall, Moon Lake in Boca Raton, or River Run in South Broward. All of Y100's "Megabucks Sweepstakes" winners receive a key which they will try on the door, and the one that fits, of course, wins.

• **Cops, Kids & Christmas** — WMMS/Cleveland and the Cleveland Police Department are going to be very busy handing out toys this Christmas. Each child confined to a Cleveland hospital bed will receive a toy direct from "Santa Claus," who'll travel to all the hospitals in town. The police and WMMS are making several avenues available for donation.



NIGHT RANGER HITS LAS VEGAS — KLUC/Las Vegas presented Cheap Trick and Night Ranger in concert and brought several contest winners backstage. From left: a winner, NR's Alan Gerard, winner, NR's Jeff Watson and Jack Blades, winner, NR's Brad Gillis and Kelly Keagy, and one more winner. Kneeling in front are KLUC MD Brian Christian with his special guest.



Initial inductees into The Rock And Roll Hall of Fame

THE ROCK AND ROLL HALL OF FAME

CHUCK BERRY 🍷 JAMES BROWN 🍷 RAY CHARLES 🍷 SAM COOKE 🍷
 FATS DOMINO 🍷 THE EVERLY BROTHERS 🍷 BUDDY HOLLY 🍷
 JERRY LEE LEWIS 🍷 LITTLE RICHARD 🍷 ELVIS PRESLEY 🍷

The Board of Directors of the Rock and Roll Hall of Fame
 Foundation, Inc. cordially invite you to attend the first annual
 Induction Dinner, Thursday, January 23rd, 1986.
 The Waldorf Astoria

50th Street at Park Avenue

Cocktails—6:00 PM, The Jade Room
 Dinner and Induction Ceremony—7:00 PM Grand Ballroom
 Black Tie

ROCK AND ROLL HALL OF FAME FOUNDATION
 4 SUZAN EVANS
 ATLANTIC RECORDS
 75 ROCKEFELLER PLAZA
 NEW YORK, N.Y. 10019

ROCK AND ROLL HALL OF FAME FIRST ANNUAL INDUCTION DINNER,
 THURSDAY, JANUARY 23, 1986 THE WALDORF ASTORIA

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

DAYTIME TELEPHONE _____



My check, made payable to the Rock and Roll Hall of Fame
 Foundation, in the amount of \$_____ is enclosed for these
 reservations:

- ____ Benefactor Tables for 10: \$10,000.
- ____ Benefactor Seats: \$1,000 each.
- ____ Patron Tables for 10: \$3,000.
- ____ Patron Seats: \$300 each.

I cannot attend but enclose my contribution of \$_____
 PLEASE RESPOND NO LATER THAN JANUARY 1st.

All ticket purchases and contributions are tax deductible to the full extent provided by law.

CHR PICTURE PAGE



J.T. MEETS SOME CRAZY ANIMALS — James Taylor spent a morning with Z100/New York listeners, playing requests on his guitar and discussing his latest LP, "That's Why I'm Here." Shown (l-r) are Z100's Jack Da Wack, Columbia's Jlm Delbalzo, Taylor, and Z100 PD Scott Shannon.



WIXV TURNS CHEAP TRICK — WIXV/Savannah staffers and contest winners met with Epic's Cheap Trick after a recent show. Smiling backstage (l-r) are winners Rick Taylor and Jeannie Mast, Rick Nielsen, Bun E. Carlos and Robin Zander of the band, WIXV's Wendy Richards and Jon Allen, Cheap Trick's Jon Brant, and WIXV's Marge Tracy and Jennifer Tracy.



'TIL TUESDAY VISITS SYRACUSE — 93Q/Syracuse was the proud sponsor of Epic's 'Til Tuesday performance during the New York State Fair. Pictured (l-r) are 93Q PM driver Bob Brown, TT's Robert Holmes, 93Q MD Gary Dunes and midday man Rob Cunningham, and 'Til Tuesday's Aimee Mann.



Y108 COMMUNICATES — Y108/Denver staffers met with John Taylor after a Power Station show in the Mile High City. Shown here (l-r) are Y108 morning producer Ann Nye, John Taylor, and Y108 MD Geina Hortn.



YA HUNGRY YET? — Y102/Montgomery, AL night personality J.R. made a few wrong predictions regarding some high school football games, and local students got to take it out on him... a few times! Note the smile of satisfaction on J.R.'s face from a promotion which no doubt "creamed" the competition.



GOOD SEX STARTS WITH ROCK 102 — Dr. Ruth Westheimer became the spokesperson for WBEN-FM/Bufallo's TV commercial recently. It's hoped her exciting delivery and spicy jargon will stimulate a rise in the ratings. Looks like the station will once again prove to be a stiff competitor in the market. Shown (l-r) at the taping are Rock 102 Promotion Director Wendy Stahlika, PD Hank Nevins, Dr. Ruth, and Creative Services Director, Peter Kafes.



WMMS WAITS FOR THE BEST — WMMS Cleveland recently held a free "concert in the park" featuring John Waite, drawing over 20,000 people. Shown here (l-r) are WMMS' Denny Sanders, OM John Gorman, EMI's Alex Maye, Waite, and WMMS' Gina Iorlko.



STEVE FEINSTEIN

Quotations From AOR Chairmen

Time to reprise the year's most pithy and piquant pronouncements by some of our format's best and brightest. Read and remember . . .

Quote Of The Year

"I'm leaving because of philosophical differences — I'm into Kierkegaard and they're into Machiavelli."

— Exiting KSJO/San Jose PD Lee Roy Hansen

Overcoming Inferiority Complex

"The key challenge in 1985 is overcoming the perception that the format is not doing well. We don't have to come in with our hat in hand to anyone."

— WIYY/Baltimore Station Manager Chuck DuCoty

More Than Just Music

"Creativity (from nonmusic elements) isn't just 'nice,' it's critical. You can't just think, 'Hey, it'd be great to have some personality and character.' If you don't have it, you're not going to win."

— Consultant Jeff Pollack

"We've got to get out of the music business and back into the entertainment business. People are grateful for a genuine, old-fashioned belly laugh, and will remember you for it."

— KLOL/Houston PD Joe Denton

"Stations should be eccentric all the way to the bank. Hire people who are into the showbiz aspect of radio, and have production values to match."

— Consultant Lee Abrams

"People want to be informed, to be culturally involved. We say that to know what's going on in the world is rock 'n' roll, too."

— WBCN/Boston PD Oedipus Promotional Philosophy

"We use TV and cash to touch everybody, while our street promotions — a running marathon, a surfing exhibition, a motorcycle exhibition — touch one constituency at a time."

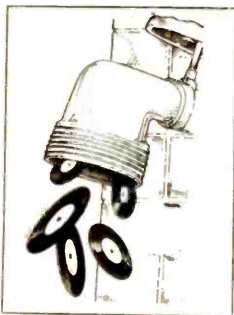
— KGBI/San Diego PD Larry Bruce

"Take a hint from great A/C stations — become so involved in the community that you are no longer labeled as a rock 'n' roll station. Then advertisers won't perceive you as those strange guys, but as people they saw at the beach or helping out a charity."

— Ex-WLLZ/Detroit PD Lee Arnold

"These events give us an institutional presence, and their recurring nature reflects the station's continuity. They also touch a lot of the community beyond the rock 'n' roll culture."

— WBCN Promotion Director David Bieber on annual fireworks shows, lifestyle expos, and talent contests



Record Leaks

"It's always been my opinion that leaking records does not give (a station) a great advantage."

— KMET/Los Angeles PD Rich Piombino

"Listeners don't care about who plays a record first . . . exclusives are between the two radio stations; it's like 'got ya last.'"

— KLOS/Los Angeles PD Tim Kelly

Format Bias

"If you lose national buys because of format bias, that's a management problem and it's up to you to correct it."

— WNEW-FM/New York VP/GM Mike Kakoyiannis

"We run into as many biases selling WBAL (the market's top-rated A/C) as we do 98 Rock."

— WBAL & WIYY VP/GM David Barrett

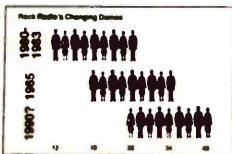
"A bias is simply an opportunity to change a buyer's mind by using good salesmanship."

— WMMR/Philadelphia VP/GM Michael Craven

"You admit that a few years ago AOR was 18-24, and explain exactly how and why it's changed."

— KYYS/Kansas City GSM Mike Campbell

Future Demos



"The future of this format is 25+-18-24s will go the way of teens."

— Consultant John Sebastian

Continued on Page 46

'NEW-FM EVENTS

Where Rock Lives . . . And Gives



Promotions Assistant Aileen Krikoryan, Dan Neer, Mayor Koch, OM Scott Muni, and PD Charlie Kendall at the Hard Rock Cafe.



Mark McEwen, Ian Hunter, Dave Herman, Kendall, and Dennis Elsas at the Maskers Ball.



Joe Piscopo, Muni, and producer Denny Somach at the Hard Rock.

It's been one mega-event after another at WNEW-FM/New York this fall, as the station celebrated its 18th anniversary while also performing noteworthy charitable deeds. Here's the impressive lineup:

- 10/27: Mayor Koch issues a proclamation declaring "WNEW-FM Day in New York City." (Note the date's neat match with the station's frequency, 102.7.)
- 10/28: Scott Muni begins the "Shootout At The Hard Rock Cafe," a week of live broadcasts in afternoon drive produced by Denny Somach. The extensive list of guests includes the Mayor, Paul Shaffer, Talking Heads' Tina Weymouth and Chris Franz, E Street Band's Max Weinberg, Steve Van Zandt, John Waite, Hooters, Mike Rutherford, Frank Zappa, and Billy Joel. Call-ins include David Bowie, Jerry Garcia, Loverboy, Night Ranger, and Grace Slick.
- 10/31: A "Maskers Ball" Halloween party raises \$3000 for the T.J. Martell Foundation.
- 11/1: "NEW-FM's "Shootout In The Sky," a 27-minute fireworks display synchronized to a simulcast history of rock 'n' roll, lights up the sky over the Hudson River. On-air personalities provide coverage from various locations, including newsman Marty Martinez flying overhead in the "Rock Copter." Afterwards, the station broadcasts Nils Lofgren live from the Stone Pony in Asbury Park.
- 11/16-17: A 24-hour commercial-free "Hungerthon" broadcast from the United Nations' visitors lobby raises \$70,000 in

pledges and 1200 cans of food for UNICEF and the World Hunger Year. Hosted by personality Pete Fornatale and World Hunger Year co-founder Bill Ayers, guests include Clarence Clemons and Congressman Ted Weiss, with call-ins from Jackson Browne, Paul Young, Kenny Loggins, Liv Ullman, and Ian Anderson. A promise by Chicago's Robert Lamm to match all pledges for an hour netted \$8700.

- 12/9, 22: Two annual Christmas benefit concerts feature Roger Daltrey, Big Country, Bryan Adams, and John Parr for United Cerebral Palsy, and La Bamba & The Hubcaps for a missing children's organization.

A tip of the hat to the entire 'NEW-FM' team for thinking big and having big hearts.

Quotations From AOR Chairmen

Continued from Page 45

"I don't see the format as ever being purely 25+. AOR still needs to have a sizable 18-24 base in order to maintain large audience shares."

— Jeff Pollack

"Our next major target cell will be 35-44. We'll continue following people through their lives until we are the *MUSIC OF YOUR LIFE* station when they're 55 years old."

— KZAP/Sacramento VP/GM Tom Weide

"You're either going to keep feeling the pulse of the 18-24s, or else go only with the boom and turn into a very boring Oldies station, which'll be the death of the format."

— KLBJ-FM/Austin PD Clark Ryan



On Golden Oldies

"Going back and playing 'Badge' stinks. To get excitement back into radio, you've got to play music recorded in the '80s."

— EMU/America AOR Director Don Wasley

"Classics are a part of our heritage, and I'm a firm believer that 25+ listeners who grew up with this music want a regular fix. It's part of what makes our format different from CHR."

— KSHE/ST. Louis PD Rick Bails

"As you get further away from the time oldies were made, you have to narrow your selection of them because the marginal ones fall off. You then run the risk of having a self-defeating format when you limit yourself to the 250 greatest '60s and '70s rock songs of all time."

— Larry Bruce

"It's difficult for me to be critical of guys who are programming a lot of oldies and coming up with incredible numbers."

— Elektra VP/Promotion Mike Bone

Records On Radio

"AOR is not seizing the opportunity with alternative tracks that can help identify the format — tracks that will not be released as singles or necessarily become CHR hits."

— RCA AOR Director Alan Wolmark

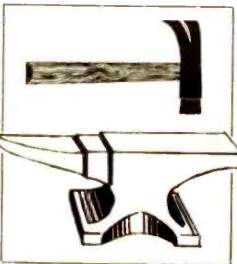
"UZ's success can be directly attributed to AOR radio. The format still has the power when it takes the initiative."

— Island VP/Promotion Phil Quartararo

"Not often enough do we see someone who's a maniac saying, 'This is a great record and we're going to break it.'"

— Columbia VP/AOR Promotion Paul Rappaport

Metal



"Listeners will only object to a song as being 'too hard' when they're telling you it's not a good song."

— Consultant Dwight Douglas

"We (WSHE/Miami) can't afford to play metal. 12-17 year-olds won't buy me enough audio tape to keep us in production for a year."

— TK Communications VP/Programming Rick Peters

"Dayparting metal is a fallacy. People listening all day don't suddenly put on leather pants, do speed, and punch holes in walls at night."

— Consultant George Harris

AOR AT LARGE

KFMZ's Stupidest Human Trick

KFMZ/Columbia taped listeners doing "Stupid People Tricks," sending videos of the wildest stunts to the "David Letterman Show" for possible use. The real stunner was a chap who put a shoeshing in one nostril and pulled

it out the other. No need to send a picture, guys.

Nice Guys . . .

On the anniversary date of the parking meter's invention, WSKS/Cincinnati went around town and bought extra

time on meters for 1500 cars.

For two hours on a Saturday morning, WYSP/Philadelphia charged only 94 cents (frequency tie-in) to fill the gas tank of any car sporting a "YSP bumper sticker."

An Open Letter To The Music Industry

With the holiday season here, I'd like to address an extremely important issue: drinking and driving. Many AOR stations have their own methods of dealing with this subject, through PSAs or artist IDs, for instance. But what's missing is an overall consistency in radio's presentation of this issue.

I'd like to make an open plea for the music industry to get behind this issue with the same emotional fervor displayed during Live Aid, Farm Aid, and all the social causes of 1985. Let's commit to supporting the programs available nationally and locally regarding Drunk Driving.

Almost 20,000 of the 44,000 deaths from automobile accidents each year are alcohol-related, and 15,000 of them involve persons 15-34. Alcohol-related accidents

are the leading cause of death for Americans aged 16-24. The facts are clear — rock radio's core demographics are the major abusers and victims of drinking and driving.

What can our industry do to help? I encourage record executives to get their artists to cut IDs supporting the "Don't Drink And Drive" campaign. The gist of the IDs should be short and to the point: "It isn't cool to drink and drive!"

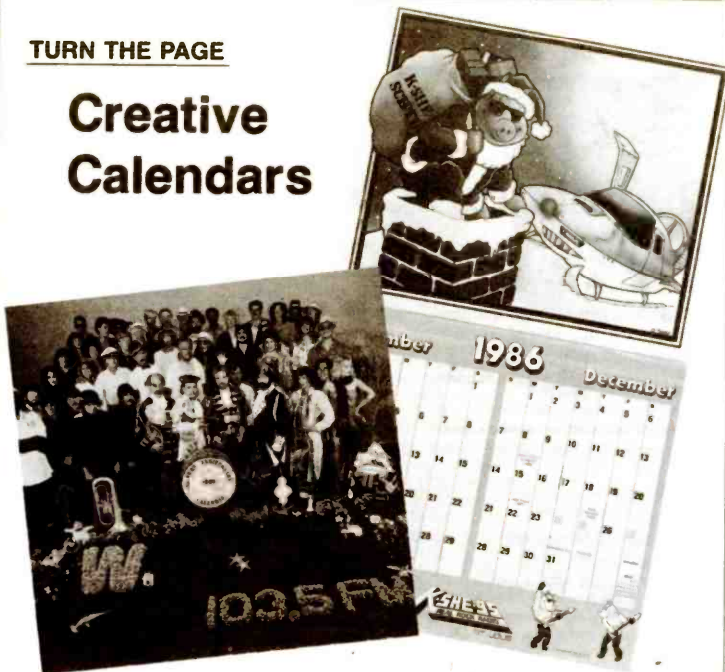
I also encourage PDs to have their jocks cut IDs or do live PSAs with their own thoughts on the subject. What we should stress is, "It's OK to rock 'n' roll and party, but it's not OK to party and drive!" Also, contact hospitals that provide escort services for holiday revelers, and call your local safety council for the facts on drinking and driving as it relates to your community.

We gossip about radio and music all year. For a few weeks, I'd like to hear your ideas on how we can save some lives.

Ken Anthony, MD
KSJO/San Jose
(408) 288-5400

TURN THE PAGE

Creative Calendars



1986 calendars from WSHE/Miami and KSHE/ST. Louis borrow previously-used ideas and execute them in a first-class fashion. For WSHE's 15th anniversary calendar, its announcers interpret classic album covers, a la previous efforts by WNEW-FM/New York. In KSHE's, its "General Sweetmeat" mascot is depicted in a series of seasonal scenes around town, much like WMMS/Cleveland's "Buzzard" was portrayed in its '85 calendar (KSHE promotion ace Jim Marchyshyn joined from MMS earlier this year).

SEGUES

Torrie steps down as WTPA/Harrisburg PD while retaining mornings . . . With Jon Erdahl leaving to program a new station in Charleston, SC, KQWB-FM/Fargo's new PD is midday man Mark Nicholls . . . KZEW/Dallas moves overniter Charley Jones into middays, replacing Chris Taylor . . . When Long Island Radio Communications takes over as interim operator of WLIR/Long Island's frequency from current operator Phoenix Media, it plans to have Phil Barry from WHBI/Newark as MD and Holly Lewis from WLTW/New York on AM drive . . . Marty Griffin is upped to MD at KFMP/Chicago . . . News ace Steve Hahn replaces Steven O. Sellers on KISS/San Antonio mornings.

Lisa Fantino, part-time WINS/New York reporter, joins WRKI/Danbury as morning news anchor . . . Eric Young moves from KZEL/Evansville mornings to weekends . . . WXLJ/Davenport/afternooner Tim Cawley moves over to sister AM KXZX as PD and morning man . . . WWWV/Charlottesville late-nights feature Gardner Campbell from Crosstown WCHV . . . Former KROQ/Los Angeles personalities Sam Freeze and Wild Bill Scott join KNAC/Long Beach weekends . . . KGON/Portland's new Promotions Director is Sally Goswell, as Pamela Solvang is upped to Corporate Marketing Director for parent Ackerley.

AOR PICTURE PAGE



RAPID EAR MOVEMENT — WBLM countered the Maine axiom of "You can't get there from here" by sending a listener there (New York) from here (Portland) for an R.E.M. concert. Entrants qualified by answering questions from a board game called "So You Think You Know Maine." PD Jose Diaz (left) presents the winner with his goodies.



LOUD & PROUD — Over 75 master blasters competed in KRNA/Iowa City's "Thunder On Wheels" contest. The loudest car stereo rig, a Mazda with 700 watts, won a set of loud home stereo equipment.



RAINIER, THE PRINCE OF BEERS — KVEZ/Logan, UT's "Wild Rainier" hunt awarded prizes to anyone who spotted this oversized bottle of the brew. Grand prize was a water bed. From left, a Rainier rep, the winner, and PD Dan Gerard.



WISHFUL THINKING — WOUR/Utica's "Seven Wishes" promotion had listeners call in when they heard the Night Ranger genie say, "Your wish is OUR's command." 77 semi-finalists had a shot at opening a treasure chest containing a trip to Los Angeles to see the band. From left, MD Tom Sterr, PD Peter Hirsch, the winner, and Promotion Director Jerry Kraus.



JUST WIZN THROUGH — Saga breezed through Burlington for a concert and this backstage photo with (l-r) the promoter, band members Jim Gilmour, Ian Crichton, Michael Sadler, and Steve Negus, WIZN PD Roger Mayer, Promotion Director Elise Brown, road manager Steve Clark, and the group's Jim Crichton.



A REAL BUD — At KSHE/St. Louis's Busch Beer Comedy Series, Larry "Bud" Meiman (left) gurgles with pleasure at meeting morning maniac J.C. Corcoran.



19 GOES G-G-G-GOLD — CFNY/Toronto lays claim to starting the story in North America for Paul Hardcastle's "19," for which it received a gold record. From left, domestic MD Eddy Valkquette, Chrystal's Stephen Tennant, MCA's Leslie Soldat, import MD Ivar Hamilton, MCA's Peter Diemer, and Assistant PD Don Berns.



DIO'S DAY-OH AT 'YSP — Ronnie Dio got a welcome reception at WYSP/Philadelphia. From left, Warner Bros. rep George Stone, Assistant PD Mike Wolf, Dio, metal maven Mean Ed Greene, newshound Gary Lee Horn, and PM driver Craig "Killer" Kilpatrick.



NOT-SO-SILENT NIGHT IN JERSEY — Local-boy-made-good Jon Bon Jovi celebrates his homecoming at New Jersey's Meadowlands Arena. From left, PolyGram New York rep John Weston, Northeast regional rep Linda Feder, Bon Jovi, WXRK/New York MD Mark DiDia, National Video & Singles Sales Director Randy Roberts, and National AOR Ace Drew Murray.



R E C O R D S

1985 Label Champion

Warner's took Chart Share honors for the first time, scoring 11.6% of 1985's charted records, a high-water mark for the three years R&R has been tracking this information. The label also swept the Top 15, Top 5, No. 1 and Weeks At No. 1 Categories for a top spot monopoly.

— R&R, December 13, 1985

Bruce Adelman
Joan Armond
Ted Astin
Linda Baker
Jerry Barrett
Bobby Belisle
Larry Bole
Sue Brett
Gary Briggs
Terrell Broom
Kirkland Burke
Harold Burnside
Jeff Criden
Chris Crist
Trupiedo Crump
Danny Davenport
Craig Diable
Gene Dries
Ronald Egana
Alan Ferszt
Steve Fingerett
Al Frontera
Todd Galli
Mark Goldstein
Valarie Goodman
Ken Hudson
Warren Hudson
Mary Hyde
Ted Joseph

Mary Klinedinst
Greg Lee
Cathy Lincoln
Michael Linehan
Denny Mosesman
Rick Moxley
Murray Nagel
Jarid Neff
Ed Nuhfer
Chris Palmer
Bob Saporiti
George Skaubitis
Craig Smith
Willie Smith
L. C. Sneed
Nancy Solinski
Dave Stein
Nancy Stein
Beverly Stevens
George Stone
Debbie Sweeney
Kenne Swink
Mike Symonds
Barry Terry
Jackie Thomas
Mark Wallace
Jerry Washington
Dennis Wheeler
Richard Wolod



WALT LOVE

BLACK/URBAN

WORDS OF WISDOM

Oral History: 1985

Fortune Tellers

Each year, with varying degrees of success, Black/Urban radio battles the same handful of gremlins: CHR stations that cherry-pick the format's music, ad agencies which want their spots discounted, and a standard of professionalism that varies from place to place. Just to prove that some things never change, we asked four well-known B/U figures last January to predict what issues this format would face in 1985.



"The biggest threat to Black/Urban radio is the rediscovery of black music (by CHR). But the format is very healthy, and will be as long as we don't lose sight of our core audience."

— WRKS/New York VP/GM Barry Mayo

"If CHR stations are starting to play this much black-oriented music and winning, then we better stop making obvious programming mistakes right now. If not, there will be no need for B/U-formatted stations — most blacks will just listen to a CHR outlet."

— WKVO/Columbus Station Manager Harry Lyles

"Owners, top-level management, and programmers must all come together and use every available tool to hold on to their present audience, and start shooting for the additional audience that's out there. If we don't, we'll be left behind with not much of an audience or a format."

— WJLB/Detroit OM/PD James Alexander

"One thing that has held Urban radio back is its overall presentation. In some cases, it's just bad radio."

— WUSL/Philadelphia PD Jeff Wyatt

CHR Wars Continue

"Four months ago, you'd never have heard stations in Boise playing *Midnight Star's* Operator. I know that happened from what we did."

— KBSU/Boise R&B PD James Edwards

"We're not going to be so foolish as to make hits, and later watch (CHR) take our listeners away because we've since stopped playing a song that's become a popular crossover. Too many B/U stations continue to make that mistake."

— WPDQ/Jacksonville PD Marc Little

"(CHR) FM100 was sponsoring basketball classics that were notably black affairs. You were lucky if you saw one white player in the entire tournament. But the station had the players decked out in its T-shirts. It was probably too much for FM100's core."

— KJLH/Los Angeles GM Jim Maddox on the Memphis market.

Adult Education

"When a club would play Gwen Guthrie's *Love In Moderation*, we noticed the 18-24 age group would ignore the song and continue their conversations. The 25-34 group would immediately get up, make their way to the dance floor and have a ball."

— WXVY/Baltimore PD Roy Sampson

"Two years ago, there was more rap music on the radio. We have slowed down a bit, and a number of stations around the country seem to be doing that. Because New York has cut back on the amount it's airing, stations in other cities are doing the same."

— WRKS/New York PD Tony Quartarone



"It may take on different forms at different times, but there will always be some form of rap music in our culture. The people who say rap is over are wrong."

— KDAY/Los Angeles Asst. PD/MD Greg Mack

Southern Loss

"Blues listeners are very vocal. Unfortunately, there's not really as many of them out there as you might think. They're just vocal."

— WHRK/Memphis PD C.J. Morgan

"Programmers are afraid of being called unsophisticated if they play these records. And a lot of these people are not from the South. They're used to hearing Motown, but where I was brought up, I'm used to Tyrone Davis and Joe Simon."

— Then-WBLX/Mobile MD (now WBUS/Atlanta MD) B.J. Taylor

The Lyric Theatre

"Who do you know who doesn't like to tuck? I certainly like to tuck, and I like songs about sex. So we give the people what they want to hear."

— WZAK/Cleveland PD Lynn Tolliver

"We let our programming department make its own decisions. But I must be truthful: If the client represented a very large account that meant megabucks to our organization, then and only then would I tell the PD not to air a particular piece of musical product."

— WRKS/New York VP/GM Barry Mayo

Promotions Parity

"Black radio is being used as a research & development center for CHR radio and the record companies. The pop radio guys wait until they see something on Black radio that's become a hit, and then they decide to take it from there. When a record does cross over, everything goes to general market radio, and black radio is forgotten... here it is 1985, and black folks are just waking up and finally realizing they're still not free."

— Former KACE/Los Angeles PD Altonzo Miller

"(Artists) get negative attitudes towards the hand that fed them when they couldn't do any better. But once they've had a crossover record, you can't talk to them."

— WRKS/New York PD Tony Quartarone

"If Black radio is expected to share promotions involving 'crossover' black artists with the pop stations, how about the same thing in reverse? Let the next Madonna, Wham!, or Hall & Oates show come to XHRM for hosting and promotion, and things might begin to even out."

— XHRM/San Diego OM Darryl Cox and Asst. PD/MD Duff Lindsey

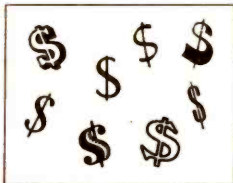
The Cash Factor

"The black consumers' importance is being understated by most of these (ratings & research) services... We can generate samples that are more representative of the black consumer population. We need more insightful and valuable research that can teach us how to understand the importance

of a consumer as a radio listener... The bottom line is this: black and Hispanic consumers have more dollars to spend!"

— Wellington Group VP/Marketing Services John Baker

"It's such an exasperating experience taking these orders from agencies — seeing how money is coming into this



business — and then knowing it's all for naught. In just a few months it'll all be over."

— Then-WQKS/Williamsburg GM Al Miller (now WRAP/Norfolk GM) before the station's new owners discontinued WQKS's successful B/U format.

Being Committed

"Those who decide to go with the Urban format can't be afraid of it. You've got to go out and market it with pride and confidence."

— Drake Chensult VP/Sales Steve Sandman

"First (owners) have to realize that the UC format is not one that's exclusive to black people... After they're satisfied that there is potential, they should make a business — not a racial — decision about what they're going to do."

— WQFX/Bloxx-Gulfport co-owner Howard Schrott

"I call Black/Urban the 'format of denial'... This is a format that's consistently being told no. The majority of people this format serves are (also) consistently being told 'no' by our society. When you come from a background of being denied all of your life, you can relate to that sort of thing in the business world better than someone who hasn't had to live through that realization."

— KJLH/Los Angeles PD Jim Maddox

"Not long ago I read in another publication that CHR radio was dominating in all the major markets. I'd like to be able to say how false that statement is. We all know that in New York WRKS is number one; we're the top music station in Chicago; KMJQ is winning in Houston; and we could name some additional markets where the format is very healthy."

— Former WBMX/Chicago PD Lee Michaels

Looking Back

"WENN was only one block from the park where the country saw blacks being beaten by dogs and police officers beating our women and children."

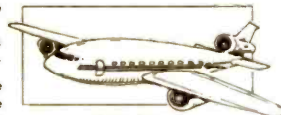
— WATV/Birmingham GSM (and former WENN announcer) Shelly Stewart

"We did receive threatening phone calls, but that was to be expected. We reached the point where we gave keys to a select group of employees; we had to keep the doors locked at all times. Things were so tight that if we didn't know you, there was no way you would be permitted to enter our building. The key situation didn't start, however, until after the church had been bombed."

— WATV/Birmingham GM (and former WENN GM) Joseph Lackey

"The owner at that time... hired me at about \$60 a week. After about a week, he called me in and said he was going to have to cut my pay until I improved. He cut it ten dollars a week, and that hurt. That's when I decided to learn this business from top to bottom."

— KCOH/Houston VP/OM Travis Gardner



Tom Joyner

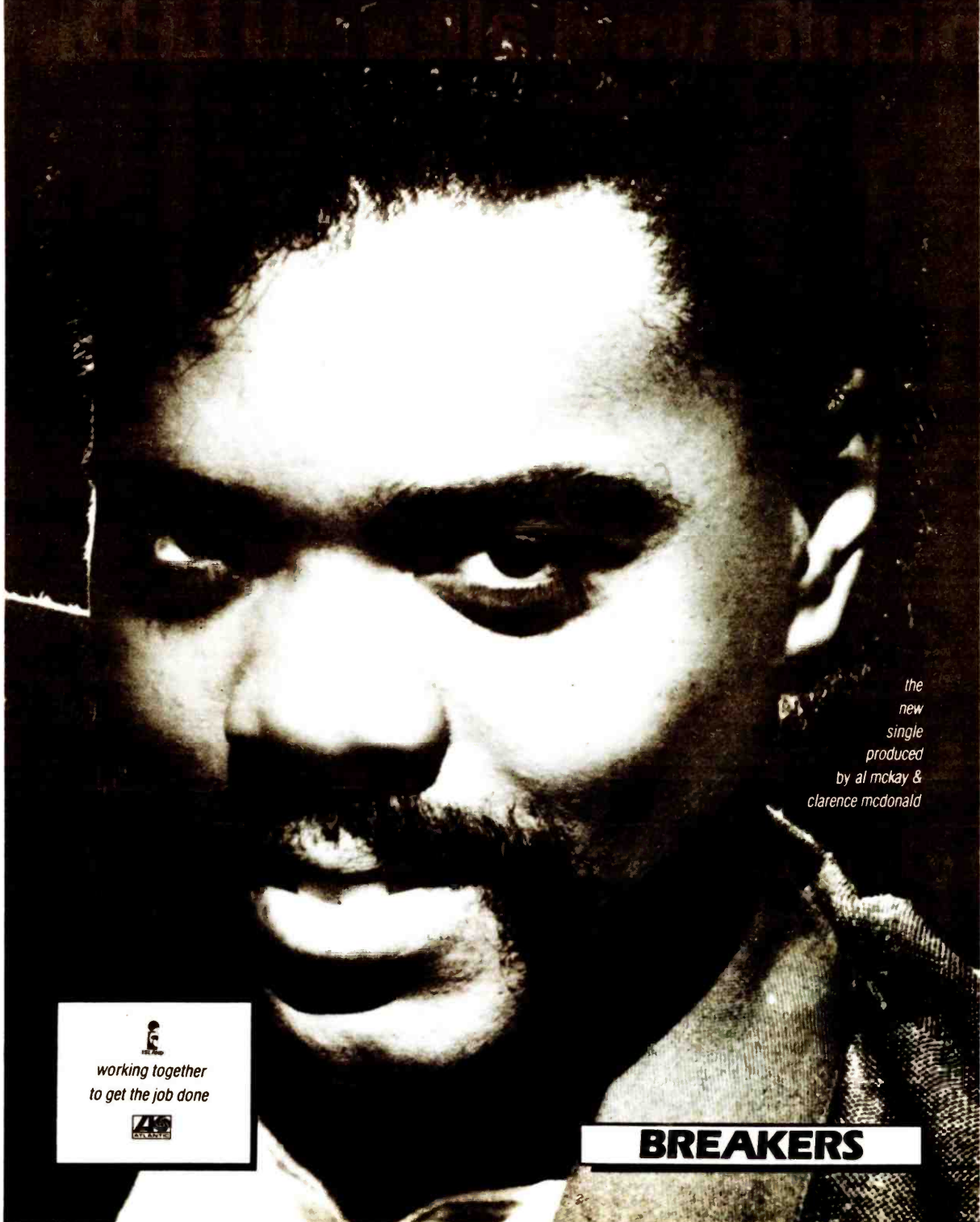
"I know Tom to be pretty spontaneous, and a few weeks ago I called him to say I had no luck contacting Jimmy 'The Greek' Snyder to get the odds on the Super Bowl. Nothing was rehearsed, as I began, 'I've got a good friend... who's going to fill in for Jimmy 'The Greek.' His name is... and at this point Joyner yelled, 'Tom the Nig!' Needless to say, I almost died. Before I could recover, he kept it going and had everyone laughing and rolling on the floor of the radio station."

— WTKL/Baton Rouge PD Guy Broady

"I asked myself, 'Can my ass last? Could I physically expect to accomplish this and stay healthy? When I asked a Dallas nutritionist about the effects of jet lag, he said 'What jet lag? You're not flying transcontinental, only an hour and 40 minutes'... I ain't got the Johnny Carson luxury vacation package deal; they gave me the minority employee package. However, let's just say I'll be on my J-O-B so I can complete this deal."

— Tom Joyner, as he prepared to do airshifts at both K104/Dallas and WGCI-FM/Chicago

D U R E L L C O L E M A N
D O y O U L O V E M E ?



*the
new
single
produced
by al mckay &
clarence mcdonald*


*working together
to get the job done*


BREAKERS



BARBARA BARNES

NOTE THAT QUOTE!

“A Good Time To Listen To Jazz”

1985 saw R&R's Jazz section complete its first full year of format coverage. And that means we get to reiterate some of the most notable quotes from professionals in the field. If you missed some of the wit and wisdom offered by many industry folks during the past year, now's the time to enjoy them. If you didn't, this will make good reading during a leisurely brunch. It's a good time to reminisce (and listen to jazz!).

What Is Jazz?

"There's no music like jazz, and it couldn't have happened any place else. No America — no jazz. It's a highly spiritual music. It comes from the Creator to the artists, then goes to the musicians in split-second timing. If you pass through this life and don't get a chance to listen to it, you miss one of the greatest things in life."

—Drummer Art Blakey

"Jazz is a terrible art form to be involved with 'cause nobody knows what it is. But jazz is music, not a gimmick. It's like (pianist) Barry Harris was saying the other day, 'Christ, jazz is treated like a big garbage can. Any weird sound that somebody makes, they say it's jazz and throw it in.' I know what jazz is and that ain't it! ... Classical music is a great music at the composer level; jazz is a great music at the player level."

—KADX/Denver owner Dick Gibson

"It's almost an antithesis. If we have to explain and reason out something that's an art form which should communicate emotional feelings, if we could describe it successfully, then it should cease to be an art form. But here we are, all trying to say something rational about it!"

—National Association of Jazz Educators President Dr. Herb Wong

About The Audience . . .



"It's the new generation that grew up in the late '60s and '70s — yuppies and baby boomers. I've always hated to use those terms, so I call them 'new mainstream.' Those born between 1948-64 don't like the idea of being labeled as yuppies. Nevertheless, it's for this group that stations are fashioning 'alternative' sounds."

—B/A/W/D & Associates' Lee Abrams

"People 25-40 feel that album rock is too hard, light rock is too syrupy, and top 40 is too repetitious and bubbly. They need their own format."

—John Sebastian, creator of EOR format, which integrates jazz into its mix.

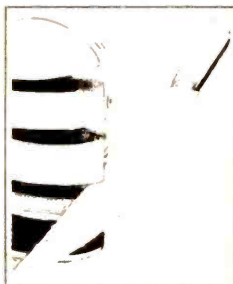
What's It to Ya?

"Jazz has allowed our station to build a niche in the marketplace by helping us establish an identity that separates us from the other A.C. stations."

—KIFM/San Diego OM Bruce Bauer

"Since we've solidified our jazz image, we've been receiving a lot of contacts for promotions."

—KJZZ/Phoenix Development Director Bob Glazar



On Programming

"It's very difficult for many programmers to be comfortable with a nine-minute version of something when a four to 4½-minute one would work as well. It would be good for a jazz artist to think about the arrangements of his material. I know it must be tough to edit . . . but artists would not be coping out by playing music they don't want to play. They would just arrange it so that more people can hear it."

—WYRS/Stamford PD Rick Petrone

"You don't ask a symphony orchestra to cut a piece, so why do it to jazz?"

—Art Blakey

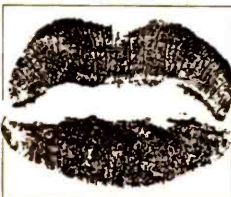
"What I don't like are stations that play music only from the '40s and '50s, Big Band, or all fusion. The audience is small enough without it being broken down into even smaller categories. When you're trying to attract a younger audience, you just can't play two hours of traditional stuff and then say, 'You kids are out of your skulls — you don't like this stuff?'"

—Pianist Ramsey Lewis

"I find that traditional and electric music work well together; the secret is proper juxtaposition. Jazz is a finesse format, so you must develop programming skills within your staff."

—WMDI/Atlantic City MD Bill Hopkins

Commitment



"When I see a record added one week and then dropped the next, I feel that the station's effort was a little hollow. We're looking for a commitment on a record. A kiss on the cheek is not a commitment."

—Windham Hill rep Mike Carlson

"Certain (programming) guidelines are beneficial. Freedom, after all, is actually knowing what your limitations are . . . If they (radio stations) are going to commit to something, they should stick to it for at least enough time to get some decent feedback on it."

—Then-Milestone/Fantasy Director/National Album Promotion (now Ford/CentriAlec Artists Management Executive Director/Talent Marketing & Operations) DeDe Whiteside

Promotions

"Every Jazz station must make an effort to promote itself, or it will just wither and end up a relic on the dial."

—KJAZ/San Francisco GM Ian Epstein

"I would rather give away a trip than a car because our listeners already have cars. Furthermore, our audience would probably be turned off by a 'wheel of fortune' contest. We try to be subtle and tasteful."

—KJAZ/San Francisco Promotion Director Robin Boyce

"Everybody likes to win something, and it's a good way to generate audience loyalty. But the promotions we

do must suit our air of style."
—KKG/Los Angeles Promotion Director Deborah Ashin



On Reissues

"This is a different balgame; it's not like promoting a hit."

—PolyGram Jazz Promotion Manager Don Elfman

"While I'm not going to get upset if a reissue shows up on a playlist, I really would prefer that the newer records get the attention."

—Manhattan/Blue Note President Bruce Lundvall

"Right now, there is a tremendous amount of reissue work being done. It is inconceivable that all of these reissues are only going to older listeners or to people who are replacing worn-out records in their libraries; that simply doesn't make sense. It must be that the jazz market is becoming more aware that there's a lot to appreciate in the music — the continuity and the cultural values."

—Landmark President Orrin Keepnews

Various and Sundry Quotes

"Beyond a shadow of a doubt, it's the ability to turn a profit and to succeed, whether it involves treasury notes or musical notes."

—Palo Alto/TBA VP/Marketing & National Promotion Don Graham, regarding his label's unique qualities

"I look at it (his new association with MCA) as a chance to prove to the corporate centers that jazz can be managed and dealt with successfully in a profitable business manner."

—MCA Director of Jazz Ricky Schultz

"You can listen to damn (Jazz) stations play all the crap that comes in the mail for a month and never hear Louis Armstrong. Well, he's our Bach!"

—Dick Gibson

"We're kind of like the San Diego Padres. There are only so many good pitchers out there, and we've got the best pitchers available."

KIFM/San Diego OM Bruce Bauer, discussing his airstaff



PLEASE RELEASE ME — Shown at an Kirk Whalum's "Floppy Disk" album release party in Houston are (l-r) Columbia VP/Jazz Progressive A&R George Butler; KUHF GM Judy Jankowski; Whalum; Columbia National Director/Jazz Progressive Promotion Doug Wilkins; KUHF PD G. Christine Taylor; Columbia's Craig Bruhn, Tommy Chaitas and Dawn Thompson; and DJ Becky Wise.



FLOATING WITH MUSIC — Enjoying a recent KEZX/Seattle boat cruise party are (l-r) Musical Starstreams Producer Frank Forest; Cheshire recording artist Eric Tingstad; and Windham Hill VP/Promotion Jeff Heiman.

Thanks to Black Radio, the verdict is in.

YARBROUGH & PEOPLES

are

“GUILTY”

(7 TES1-2425/12 TED1-2623)

of having a smash hit breaker!

18



*From
Their New
Total Experience
Album, “Guilty”*



THE GAP BAND

Get on board with the
GAP BAND and their new hit single

“Desire”

(7 TES 1-2427/12 TED 1-2624)



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DONNA BRAKE

ADULT/CONTEMPORARY

YOU SAID IT

The Quotables Of '85

Digging through R&R's '85 Issues, I unearthed some memorable quotes. During the year, radio folks shared their views on a wide range of topics: from A/C's continuing evolution and the problems of putting restrictive labels on the format to changing demographics and questionable lyrics. Everyone, however, had the same goal in mind — winning!

Out On A Limb



"A 50-year-old is more tolerant of Madonna than a 25-year-old is of Steve and Eydie."
— WLVJ/Cincinnati Exec. VP/Operations Randy Michaels

"We did play 'Like A Virgin' mainly because it was such a huge hit here, number one for seven weeks. When a record is that huge and you know the 25-49 year-olds are aware of it, it's difficult not to play it, even on an A/C in Los Angeles."
— KOST/Los Angeles PD Jhani Kaye

"There was a time when you couldn't play loud records on an A/C station, but that changed when Michael Jackson and Boy George began appealing to housewives."
— KLZZ/San Diego parent VP George Johns

"I have no problems playing songs about making love. Joyce Kennedy's 'The Last Time I Made Love' was beautiful. But if the lyrics had said 'The last time I jumped your bones, I would have passed on it.'"
— WLTS/New Orleans PD Bob Mitchell

Who's Zoomin' Who

"We have the right to call ourselves anything we want. They (WSB) rounded up to 99, and we rounded down to 99."
— WRMM/Atlanta Station Manager Julie Dorf

"On March 15, 1982, this station became 99FM, has been 99FM ever since, and will be 99FM forever. We are 99FM to the listeners of Atlanta, and nobody is going to take that away from us."
— WSB-FM/Atlanta Program Manager John Chappell

— WNIC/Detroit PD Steve Goldstein

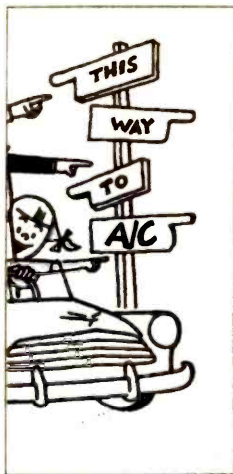
Go Your Own Way

"A/C is whatever the mainstream young adult audience in a specific market wants to hear."
— WPIX/New York MD Wendy Silvershein

"What is going to happen, and to a large degree already has, is A/C today is becoming what CHR was 10-15 years ago."
— WORQ/Orangeburg, SC PD Stu Wright

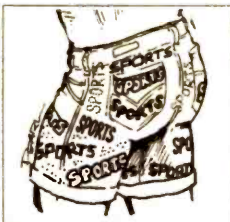
"Internally, it's 'baby boom radio.' We're promoting it on the outside as '60s, '70s, and Now,' sprinkled with features."
— WIRE/Indianapolis VP/GM Tom Severino

"Some people are calling the format a 'Hot Hits AOR.' But it's really what we're hoping will be the next Back Page format, which is 'pop radio.'"
— WDTX/Detroit PD Jim Harper



"All markets are different. All radio stations must tailor their programming to the local marketplace rather than national averages."
— KMGQ/Santa Barbara PD Steve Meade

"It's fragmenting into two definitive formats — one more Oldies-based and the other more recent and recurrent."
— WNIC/Detroit PD Steve Goldstein



Sport Shorts

"I think a lot of stations around the country which have had baseball for a long time are reluctant to try new ways to promote it on their stations."
— KFMB/San Diego PD Mark Larson

"One night I just woke up with this idea... what if we had sports delivered by a kid? The sports would be so entertaining, it wouldn't be a tune-out."
— WROR/Boston PD Lorna Ozmon

"Well, it's a lot of fun, but I really want to be a veterinarian."
— WROR/Boston Sports Director Kelly Michelle

Age-Old Problem

"While concentrating on the Yuppie age group, radio sometimes forgets about the 40+ generation, which is full of executives and housewives who enjoy contemporary music but don't want to hear rock-edged tunes."
— WJBC/Bloomington, IL MD Steve Salowitz

"When stations come in that sound much younger than you do, it can really make you sound old."
— KVIL/Dallas VP/PD Ron Chapman

"Do not be overly concerned with traumatizing the folks at the upper end of your demos."
— WTVN/Columbus OM Jack Fitzgerald

Demographic Demolition

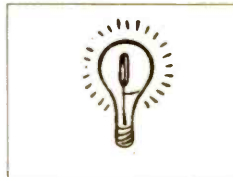
"We found that younger listeners thought of WHAS as the station their parents listened to."
— WHAS/Louisville PD Denny Nugent

"We gathered 25-34 year-old listeners of KFMK, KRBE, and KMJO and asked them, 'What is the more music station in Houston, TX?' And they said, '(Beautiful Music outlet) 'KODA.'"
— KMJQ/Houston VP/GM John Hiett

"I've never met anyone who's 25-49, but I guess that's who we're targeted to."
— WLTE/Minneapolis PD Tom Grays

"Programming 25-54 is ridiculous. That's not a demo, that's a family reunion."
— WROK/Rockford PD Kipper McGee

"The format leans contemporary and targets 25-54, but we'll take anyone over 12."
— WWNK-AM & FM/Cincinnati PD C.C. Matthews



Light Source

"We want light rock to 'not hard rock' and 'not mellow rock' at the same time."
— WLTF/Cleveland PD Dave Popovich

"Light' stations all over the country are really having a problem being positioned as too soft. It's important to really market 'Light Rock' by telling the people exactly what it is."
— Then-WLLT/Cincinnati consultant Bob Cummings

"There's a gaping hole for a 'light' A/C, as other stations have moved towards more contemporary, foreground approaches."
— KOIT-FM/San Francisco VP/Programming Rob Edwards

"Trying to get the jocks to overcome the industry perception that 'light rock' radio doesn't have anything to say is an education process in itself."
— KKLT/Phoenix PD Sam Church

End Quotes

"Too many A/C PDs are just frustrated CHR programmers."
— KUDL/Kansas City PD Dene Hallam

"The Noise Is Gone"
— WMET/Chicago sign-on slogan

"There is no true A/C in New York. It won't be a drastic change, but when you've got a 1.6 you don't say, 'We're gonna keep everything the way it is.'"
— WLPI/New York PD Joe Capobianco

"Many of the people who still listen were listening once on the old crystal sets. The listeners have helped the station continue the tradition we've had over the years."
— KDKA/Pittsburgh PD Chris Witting



LOCK YOU UP — WNNJ/Newton had Bobby Donegan (left) jailed for insulting Madonna, and listeners raised his bail by making donations to Muscular Dystrophy. Afternoon newscaster Debbie Tyler comforts him with a magazine filled with Madonna photos.



WHO'S MOOING WHO? — Lee "Baby" Githens does more than afternoons for KIOA/Des Moines. He joins in with the Governor's Charity Steer Auction at the Iowa State Fair, as shown with his steer "Man-u-Well Done."



LON HELTON

'85 QUOTABLES

Sayin' It Again, With Feeling

There's nothing quite like the pause on the other end of the phone when I call someone asking for a quote. "Nothing major needed." I always say. "Just a short, pithy statement summing up all your thoughts on the subject" - whatever it might be.

No need to worry that your friends and peers will soon dissect what you've said and decide that A) You're really a smart fella after all, or B) You're clueless and fortunate to have a gig.

The additional thought of total strangers reading your words and forging their entire impression of your relative worth in this business should not intimidate you either. After all, if worse comes to worst, you can always claim you were misquoted. (However, be forewarned that I tape all interviews and am not above reprinting them in their entirety.)

Bearing all that in mind, I do want to thank those intrepid souls who contributed so greatly over the course of 1985. The primary goal of this column is to advance ideas with the hope of spurring further questions on your part about what you are doing and why. Here are some of the more thought-provoking quotes that appeared here during the past year.

Oy Vey! What To Play?



Again this year, the pop vs. traditional war of words raged hot and heavy. It broadened from being solely a matter of the sound of the records done by Country artists to the question of playing artists from other formats...

"I don't know whether John Fogerty or Bruce Springsteen are 'country.' I do know where the answers are: with your audience. You have to play the most popular records that your listeners believe belong on your Country station. The only way I know to accomplish this is through research. Callout research is even more important for Country radio than it is for Top 40."

— United Stations VP/Programming Ed Salamon

"The audience has evolved in one direction, while Country radio programming has gone in another. Callout and auditorium testing have made Country into a 'lite rock' mutant. The cume is going to hell. It's time to put those expensive research projects to rest."

— The Programming Co-Op

"The real criterion is, 'Will the people who listen to KCCY accept this as an OK song?' You have to listen to every record with this attitude. It's wrong for guys to sit there looking at the trades, simply plugging songs into their playlists."

— KCCY/Pueblo MD Mike Daniels

"Country programmers should take advantage of their counterparts' tunnel vision and work to create a hipper format to attract the millions of disenfranchised listeners awaiting them."

— Arista National Album Promotion Director Sean Coakley

"Let's worry a little less about our playlists and start blazing some trails of acclaim for ourselves. With our own phenomenon, we can play all those great records by the many talented artists we already have and who are just waiting to be heard."

— WQGY/Minneapolis MD Wayne Elliot

"One of the problems with Country today is that too many people believe country music is a religion. Many of the more popular traditional artists fuel that fire. It's a music form, that's all. It has variations and we're choosing to play more uptempo, bright, positive, less twangy songs. There's nothing wrong with the more traditional music. We just choose not to play it."

— KCCY/Pueblo GM Michael John

"We can't pick all the hits all the time, so we let our audience do it by letting them hear as much of what's out there as possible. If you stay in touch, it doesn't take long to find out what the audience really likes."

— KVOO/Tulsa OM Billy Parker

Some other thoughts on music from record execs...

"Don't play a record because it says 'Artist X.' Hear the music. If it's good enough for your station, play it. If it isn't, don't send the false signal back to the artists that they're doing good music when they're not. If they send you the wrong music, reject it. They'll fix it; they want to stay in this business."

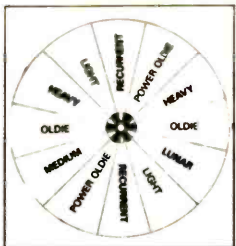
— MCA/Nashville President Jimmy Bowen

"Programmers constantly say they're in the business to get ratings and not to promote music. In case they haven't noticed, music is the largest slice of their daily programming pie. Some people can be in it for the short-term, and that philosophy can produce short-term results."

— RCA/Nashville VP/Promotion Jack Weston

"There seems to be the perception among some PDs and MDs that a hit record has to be played 12-15 weeks because that's how many bullets the record gets on the chart. In other words, they'll keep playing a record until it loses the bullet in the trades. Many even subconsciously perceive a record as not being 'over' until it loses its bullet. Part of the reason people do this is that they don't want to do the wrong thing by their buddies — the record companies — by dropping a record while it's still moving up the chart. It just stands to reason that if they're going to play a song for that many weeks, you can't very well play it every two and a half hours."

— Bruce Adelman, head of Warner Bros. West Coast Country Promotion



Rotational Rap

During a five-week series this summer the conversation shifted to record rotations — what they've done over the last few years and the resultant effect on listening patterns...

"The slower rotations probably started when the number of Country stations per market increased. This happened at a time when other formats started to play Country product, when you could hear your top records on almost every station in town. If we kept going as hot as we were, we just burned out real records that much faster without any real strong product to replace it. Maybe we need to lighten it up again now that Country doesn't have that much crossover play."

— KNIX/Phoenix General Program Manager Larry Daniels

"Part of the reason that current record frequencies have expanded is that programmers have a heightened sensitivity to a burnout factor they didn't even have access to a few years ago."

— Larry Daniels

"As far as the radio audience is concerned, there are only eight or nine hits at a time. The rest are either on their way up or down, and that's the way they should be treated rotationally."

— KFKF/Kansas City PD Cliff Blake

"Listeners think the heavies get more airplay. They perceive they hear the heavies more only because they're more familiar with them than they are with the mediums or lights."

— WAMZ/Louisville PD Coyote Calhoun

"One reason for longer rotations is that some people may feel there's not enough good product to replenish what they're playing when it burns out. This theory means that you have to keep the good stuff around as long as you can. When you go this route, you either have to have more songs you define as power or play something else to slow down the rotation on the powers. Either way, you're not going to be playing them as much."

— Then-KCCY/Pueblo PD Jack Carter

"When you're dealing with Country, it's more crucial to have a particular artist come up frequently than a particular song. If product awareness (artist popularity and identification) is there, it lessens the importance of specific songs being heard more frequently. This is similar to AOR but the opposite of A/C and CHR, which depend on playing the hottest current records."

— WRKZ/Hershey Station Manager Mike McGann

"I'm starting to think that rotations do need to be shorter, but if you drop down to 2 1/2 or 3 1/2 hours, you damn well better have strong in-house research to alert you when a record starts to burn."

— KRPM/Tacoma-Seattle PD Lee Rogers

"We're now playing all 13 of our heavies between 6-8:30am and again between 4:30-7pm. This guarantees that the listeners are going to hear at least one of their current hit favorites, even if they're only tuned in for a short time."

— KCKC/San Bernardino PD Bob Mitchell

Like A Violet, Shrank One More Time

Of course, the perennial "shrinking playlist" lament was heard throughout much of the year. For the first time, however, at least some of the blame was laid at the feet of a new "culprit" — the national consultant. They answered:

"Our position is like that of a national music director. We provide input and suggestions. But there's no way I'm gonna sit in Atlanta and tell someone who lives in El Paso what record is right for his market."

— BIA/MI/D/ & Associates Consultant Bob Elliot

"Blaming consultants for short playlists and the safe musical positions stations have taken is a cop-out."

— Drake-Chenault Country Consultant Joe Patrick

"I don't call what we do playing it safe. I call it playing it smart."

— The Research Group Country Consultant Jason Kane

Down To The Nitty Gritty

Once you get past the musical questions, of course, there's always the question of running a successful operation — radio or records...



"Look at the stations winning on the AM dial — they're block-programmed. They're programming to the specific needs of a given audience at a specific time of day. WMAQ's overall strategy is to give people what they need at the time they need it. At the same time we try to balance the fine line of being consistent and having a thread that runs through the station so the audience knows what's going on. With a powerful AM station I don't think doing the same thing at 2am that you do at 2pm works. The lifestyles of people awake at those times are radically different and so is the station content."

— WMAQ/Chicago Acting GM Bill Gamble

"You can't expect to satisfy the 35-year-olds of today with the things that have satisfied them in the past."

— KMPS/Seattle PD Jay Albright

Continued on Page 56

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COUNTRY

Sayin' It Again, With Feeling

Continued from Page 55

"To consistently win in a competitive market you have to establish an image consistent with the lifestyle of your market, not the lifestyle of the music you play."

— **Balon & Associates** President
Rob Balon

"If the product isn't there ... the other attractive alternatives for adults will erode the Country audience."

— **The Research Group** President
Bill Moyes

"There is no longer a business where you can go along with a roster of 30 acts, put out four records a year on each, and say you broke one. The resources involved in developing an act today are six figures. Include recording and you could be talking upwards of \$200,000-\$250,000. I don't care what kind of business you're in today, you're not going to spend that kind of money without getting some kind of feedback. With that kind of money involved we need to be sure, so we're conducting consumer focus group research. In the long run it should help everybody."

— **RCA/Nashville** VP **Joe Galante**

This Is Your Announcer Speaking



A large part of a radio station's success rests with the air personalities. Some thoughts on what it takes to be more than a time 'n' temper ...

"I prepare as much as possible and try to make it sound as unprepared as possible. I write a lot — at least 20-25 jokes a day and another four or five major taped bits. I've never thought anybody, except maybe Jonathan Winters, could go in and wing it every day."

— **WSM/Nashville** "Waking Crew" host and **CMA** Large Market Personality of the Year **Gerry House**

"I try to visualize individuals who've told me they listen at a certain time or for a certain bit. I try to talk right to them, personally, when I know they might be listening. I play the music they tune in for and want to be the person the listeners want to be with as they start the day."

— **KIRX/Kirkville, MO** morning talent and **CMA** Small Market Personality of the Year **Marvin McCianahan**

"I just try to be myself and be entertaining. I like to be human on the air and unfettered by convention, within the bounds of good taste. Personality is the name of the game. Inform, en-

ertain, make people laugh, and you're in business."

— **WVA/Wheeling** morning personality and **CMA** Medium Market Personality of the Year **Stan Davis**

"My philosophy is and always has been that for the four or five hours you're in that control room, nothing in the world is more important than that airshift. I try to mentally take myself out of the control room and set it in front of a radio somewhere — in an office or factory, wherever the person might be listening."

— **WCOS/Columbia, SC** PD/afternoon talent **Doug Enlow**

"We spend three hours or more in the production room planning the next day's show. We write the bits, edit them, and put 'em on the chart. We also map out exactly where in the show each bit should run. Except for any timely revisions done the next morning, the following day's show is completely done when we walk out of the studio."

— **KIKK/Houston** PD/morning show cohost **Ron Foster**

And, from the guys in the offices

"I like to hear good formatics, but by the same token I don't want it so tight that it's like a rubber band ready to

break. I believe in the jocks having a lot of leeway. After all, they're professionals. A PD certainly has to provide parameters, but the air talent need to be able to do what they feel is right and reliable within those guidelines. Listeners love the human aspect of a station that laughs and has fun. Being real and spontaneous is also very important. These things are critical for an AM station today."

— **WMC/Memphis** PD **Ron Jones**

"The key is to find the right balance of management concern and desire on behalf of the talent to achieve winning results. Keeping the morale high is a daily problem. The responsibility of motivating a staff falls squarely on the program director's shoulders."

— **WMJX/Miami** PD **Charlie Cook**

And finally, a quote I choke on every time I type it into my little word processor. Take heed, '86 job seekers ...

"I'm amazed at how inept people are at preparing tapes and resumes. I get handwritten resumes on a sheet of legal paper. I got 200 tapes from an R&R ad and only a few had been put together with any amount of care."

— **WCAO/Baltimore** PD **Johnny Dark**

Have a Happy New Year, and let's go get 'em in '86!

ANOTHER 12+ WINNER

On The KASE In Austin

Well, I'm not sure how you can overlook a 17.5, but I managed to do just that a couple weeks ago. In the pair of columns devoted to stations which reached #1 12+ in either the fall '84 or spring '85 Arbitron, I inadvertently omitted KASE/Austin.

To set the record straight, KASE racked up a 12+ share of 17.5 in the fall '84 ARB. It was also number one 18-49 and 25-54 that book. KASE is no stranger to the top 12+ spot, either. It's reached that height at least four times since turning Country a little over four years ago. PD Mike Carta attributes close attention to music, personality, promotion, and community involvement as the keys to KASE's success.

Describing the station's musical stance, Mike said, "KASE has a bright, very consistent sound. Our music is what has made us as successful as we are, and we never forget that. We'll play anything we think sounds good on the station and will be accepted by our audience. That may even include the new **Dire Straits** record 'Walk Of Life.'

"We listen to a lot of music and consequently our current playlist may be a little longer than most. But we're very meticulous about what we play next to each other in music sweeps.

"Our current/oldies mix is about 40/60. Tempo is an important factor, but we're also very conscious of mood. We pay strict attention to the way all of the music in an hour

fits together. I think that's why our time spent listening is one of the highest in the nation."

While music is the cornerstone of KASE, Mike says the station has been undergoing a metamorphosis of late. "We've taken the evolutionary step of bringing the personalities to the forefront. Too many stations overlook what happens when the music stops. We interject personality in the breaks to keep them light, informational, and entertaining. But we're always just a step away from getting back to the music."

Contesting and promotions also play an important part in the KASE mix. And they're not buried, as is the case at many Continuous Country stations. "We use 'Continuous Country' in the sense that the music is always there," said Mike. "But we're very upfront with our promotions and contests. We have promos and 'winner reaction' promos on the air consistently. Plus emphasizing the promotions helps with the enthusiasm on the air. It makes us sound more exciting and involved."

Congrats again to Mike, KASE & KVET President/GM **Ron Rogers**, and the rest of the KASE staff on the great job they're doing deep in the heart of Texas.

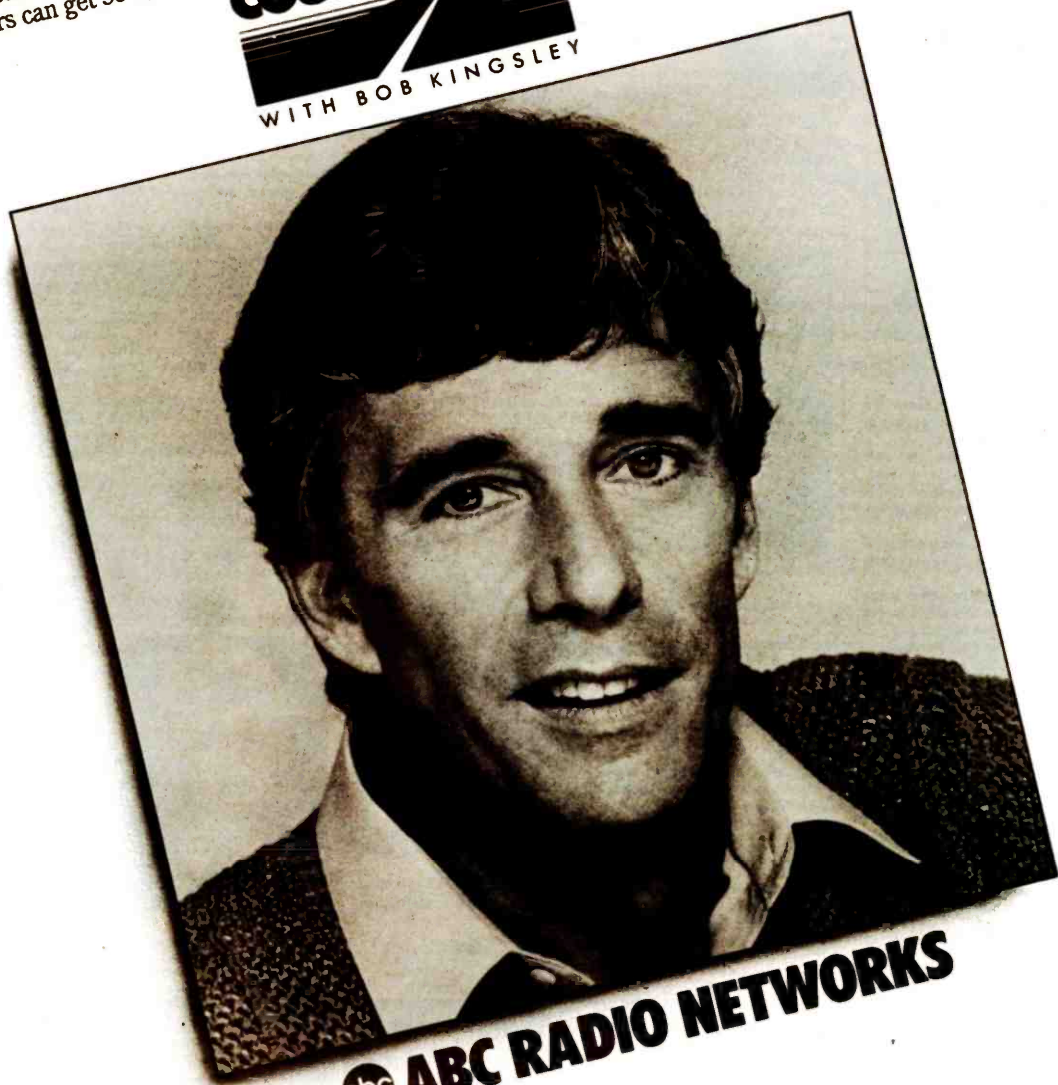
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abc ABC RADIO NETWORKS



SHARON ALLEN

NASHVILLE THIS WEEK

New Year's Resolutions

Every year about this time we start thinking of making New Year's resolutions. In the past I've taken this opportunity to poke fun at a few individuals in the music industry... so why break tradition? This year I solicited contributions from several folks, but solemnly promised not to name names. However, I didn't promise anything about initials. They are: C.T.S.S.B.P.P.J.M.G.G.N.E.D. The following resolutions aren't fact, just fiction.



Hank Williams Jr.

Jimmy Bowen resolves to limit his recording budgets to a figure under the national debt.

Mike Oatman resolves to change the Great Empire chain to a Punk Country format.

Ray Stevens resolves to become more beautiful... in his own way.

Carolyn Parks resolves to attend a party this year without her trivial pursuit game.

Johnny Russell resolves to fill the void left by the passing of Orson Welles.

Paul Lovelace resolves to make a list of all the female partners who have shared his hot tub...

Marie Osmond resolves to never get on Paul's list.

Mark Gray resolves to buy stock in the Stetson Corp.

Nancy Solinski resolves to teach Nick Hunter how to be more candid when appearing on panel discussions and to teach Bob Saporiti how to dress for success.

Randy Travis resolves to wear more muscle shirts in 1986.

Gary Greenberg resolves to become a more aggressive promoter.

Southern Pacific resolves to change their name to the Clearly Doobious Revival.

Jim Fogelsong resolves to shed his Southern gentleman image and buy a Harley.

Donna Fargo resolves to cut PSAs touting U.S. Customs Officials.

Peter Svendsen resolves to make Cleburne, TX the record capital of the world... he says he has land options!

Joe Casey resolves to stop being "Mr. Nice Guy."



Rosanne Cash

Rosanne Cash resolves to find out what her natural hair color is in 1986.

Stan Byrd and Mike Siris resolve to put their heads together and come up with an idea in 1986.

Betty Gibson resolves to rejuvenate the NSD bashes during CMA Week.

Gary Morris resolves to make an appearance on every network soap in 1986.

WAMZ's Coyote Calhoun resolves to admit he's not a jogger... he's just running blind.

David Haley resolves to enroll in New York City's famous "shuck & jive" school of speech.

Mel McDaniel resolves to appear on the TV commercial "Made in the U.S.A."

John Anderson resolves to costar with David Carradine in the remake of "Kung Fu, the Movie"... shot on location in Tokyo, OK.

Gene Hughes resolves to go on tour singing a medley of his greatest hit.

Jack Weston resolves to succumb to the "if you can't beat em, join em" theory and become a consultant.

Hank Williams Jr. resolves to go audio in 1986.

Wynonna Judd's sister Ashley resolves to ask "Why Not Me?", thereby convincing Mom and Sis to include her in the act.

Debi Fleischer resolves to become country's Bruce Springsteen.

Vince Faraci resolves to push Atlantic Records for label of the year in 1986.

Tanya Tucker, Juice Newton, and Gus Hardin resolve to shed their "girl next door" images.

Charlie Douglas resolves to convince Lionel Richie to cut a remake of Dave Dudley's "Truck Drivin' Man."



Ricky Skaggs

Ricky Skaggs resolves to go country in 1986.

Lon Helton resolves never again to begin a conversation with "When I was in radio..."

Anne Murray resolves to donate her shoulder pads to "Refrigerator" Perry.



ROGERS HONORED — Kenny Rogers recently received the first Roy Acuff Award, in recognition of his charitable contributions to society. The award was bestowed by the board of officers and trustees of the Country Music Foundation at a candlelit ceremony at the Country Music Hall of Fame and Museum, attended by over 100 industry leaders. Pictured (l-r) are Nashville Tennessean President/Publisher John Seigenthaler, Rogers, CMF Trustees Chairman Frances Preston, and CMF Director Bill Ivey. The award is sponsored by the Tennessean, the Gannett Foundation, and the Country Music Foundation.

The Highwaymen resolve to carve a niche for themselves in country music.

Sawyer Brown resolves to further enhance the career of their closing act.

Tari Laes resolves to never again stage a surprise birthday party for herself (only her dog and a few strays showed up).

Mickey Gilley resolves to be the leading edge of the "suburban cowboy" craze.

Bruce Shindler resolves to take Southern diction lessons from Boxcar Willie.

Earl Thomas Conley resolves to start a Music Row four-wheelers club.

Rich Schwan resolves to disclose what it is that "only his hairdresser knows for sure."

Barbara Mandrell resolves to waive the admission fee for her personal museum.

Carson Schreiber resolves to translate the meaning of "yada yada yada."



Barbara Mandrell

Crystal Gayle resolves to raise the heels on her shoes instead of letting her hair hit the floor.

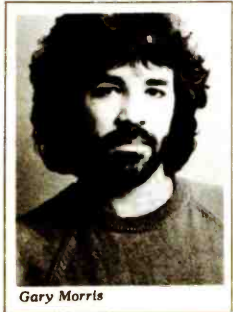
Joe Galante resolves that there is no truth to the rumors that Ted Turner's attempted buyout of CBS was his idea.

WQYK's Bill Pyne resolves to become A&R director for Atlantic Records.

Sharon Allen resolves to run a publicity photo of Dene Hallam in 1986... for old times' sake.

NASHVILLE IN MOTION

Emmylou Harris signed with Entertainment Artists for bookings. Keith Stegall signed with the William Morris Agency... Lynn Richmond joined the staff of the MTM Music Group as executive assistant to CEO/Chairman Alan Bernard. Formerly with the law firm Gilbert, Frank and Milom, Richmond is President-elect of the Nashville Chapter of Professional Secretaries International. Paul Anderson, formerly of the Country Music Foundation, joins MTM in production and marketing. Randi Luna just joined the staff of Aristo Music Associates, Inc. as administrative assistant... Rob Dixon signed with Texas Records... Larry Lee opened a new company, at Nashville Songplugger Association, at 39 Music Square East, Nashville, TN 37203; (615) 256-3559. The company will pitch songs for out of town publishers and small catalogs... Former Benson Company executives Wayne Erickson, Phil Johnson, and Allen Brown have formed Stronghold, a Christian music products and services company. Erickson will serve as President, Johnson as VP Artists & Songwriter Development, and Brown as VP Marketing & Product Development. Former Benson administrative assistant Kimberly Williams is Manager of Operations.



Gary Morris



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- All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little experience.
- Money Back Guarantee.

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95 — you save \$21.00!

American Radio
JOB MARKET

1553 North Eastern, Las Vegas, NV 89101



PROGRAMMING

N.Y.P.D. (New York Parody Department)

Pre-recorded comedy bits including parody commercials, slice-of-life skits, drop-ins and more. Call or write for FREE demo.



BROADCAST PRODUCTIONS EAST, INC.
23 Rustic Ave., Medford, NY 11763
(516) 286-8125

Because your listeners need to know fast when snow closes schools, factories, businesses, or events, here's

SNOWTIME

Transform your IBM PC into an instant, computerized, "closing" control center.

FREE 30 DAY TRIAL

SNOWTIME

HML SOFTWARE, P.O. Box 12226, Columbus, OH 43212

All payments must be in US dollars, sorry, no COD or purchase orders.

MARKETPLACE

PROGRAMMING

AVAILABLE NOW — ON TAPE

*The Top 300 Safest Oldies for CHR



"THE MUSIC DIRECTOR"
PROGRAMMING SERVICE
Box 103 • Indian Orchard
Massachusetts 01151 • 413 783 4626

*Music testing research compiled by Smith & Company, Chicago

"KILLER COMMERCIALS"

Radio commercials listeners talk about. Showtime's "Funniest Person in Florida" can put his 150 celebrity voices to work for you. From Ronald Reagan to Truman Capote.

Call (904) 788-4674 for demo.

PROFESSIONAL SERVICES

GIVE YOUR RADIO ADVERTISING SOME SING.

We can give your clients or your stations contemporary new sound for a song. Original music packages start as low as \$3,000. Customized re-sings from just \$1,500. Give us a jingle and we'll send you a demo reel of ours.

SCOTT REE 615 E. Pike
Seattle, WA 98122 (206) 323-6847

WANTED

ADJA
The American Disc Jockey Association
JOIN!
1322 87TH AVE. SUITE
MERRILL, WI 53001
509-233-0454

SYNDICATOR

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

29-40 UPSCALE ADULTS AVAILABLE BY BARTER EMPLOYA SYNDICATOR GROUP (508) 578-8740

INCREASE SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force.

So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

Just Call
(213) 553-4330
for more information.



OPPORTUNITIES

OPENINGS

NATIONAL



BURNS MEDIA CONSULTANTS

MORNING PERSONALITY

Top 50 Market, Southeast. We need a hot, fast, and tight entertainer for the hottest CHR in the state. Rush T&R to Burns Media Consultant, 3054 Dona Marta Dr., Studio City, CA 91604. EOE M/F

VOICES NEEDED!!!

New York Metro Jocks

Broadsheet Productions East — Long Island's fastest growing, independent radio production company is looking for voice over talent. Male and female. RUSH tape & resume to:

BROADCAST PRODUCTIONS EAST, INC.
23 Rustic Ave., Medford, NY 11783

EAST



Outstanding sales opportunity in New Jersey radio. Newly created retail sales manager position for top-rated AOR, WDHA-FM, and highly successful full-service AC, WMTR-AM stereo. Experienced broadcast sales management required to lead seven person team. Send resume ASAP, then call Al Wunder, WMTR-WDHA, Box 1250, Morristown, NJ 07960. (201) 538-1250. EOE

OPENINGS

WJIE seeks applicants for future news openings. T&R: Bill Espe, ND, Box 151, Endwell, NY 13780. EOE M/F (12-20)

Full/parttime positions available. T&R: Joe Ryan, WKIP, Box 1450, Poughkeepsie, NY 12602. EOE M/F (12-20)

Attention AOR personalities! Stations like 'EQX' are uncommon. Fulltime opening soon. T&R: Ellen McInnon, PD, WEQX, Box 1027, Manchester, VT 05254. EOE M/F (12-20)

Experienced

Creative Advertising Copy Writer

Strong knowledge of radio industry a must. Freelance, New York location. Respond immediately with resume and sample to Radio & Records, 1930 Century Park West, #210, Los Angeles, CA 90067. EOE

First fulltime opening in over a year. Modern Country. Production skills a must. Females encouraged. T&R: Mark Ericson, WQNC, 167 Pleasant St., Worcester, MA 01609. EOE M/F (12-20)

WRCH/Long Island seeks hungry rock jock. Possible future full/parttime openings including Promotion Director. C&R: Larry Bloch, WRCH, BOX 666, Riverhead, NY 11901. No calls. EOE M/F (12-20)

Powerhouse PM seeks qualified newspaper now. Good delivery, writing skills, mature voice. T&R/Writing samples: WZMK, 98 16th St., Wheeling, WV 26003. EOE M/F (12-20)

Powerhouse CHR FM seeks up & coming jocks. Strong voice/production a must. T&R: WZZM, 98 16th St., Wheeling, WV 26003. EOE M/F (12-20)

100 KHz 50kw CHR winner needs winning personality. T&R: Jack Gillen, PD, 2301 Coastal Hwy., Ocean City, MD 21842. EOE M/F (12-20)

WBUS Radio/TV seeks fulltime radio/TV news reporter. Salary starting at \$250/wk. T&R: Paula Christy, Box 102, Franklin, NJ 07416. EOE M/F (12-20)

WALK FM 97.5 AM 1370

LONG ISLAND'S 50kw FM FULL-SERVICE AC AFTERNOON DRIVE/ASST. PD

If you are a topical, concise, adult communicator with at least 5 years experience, and interested in management with our rapidly expanding American Media family of stations, send T&R to: Bill Edwards, Program Director, WALK-FM, Box 230, Long Island, NY 11772. Part-time position also available. Women encouraged to apply. EOE M/F

OPENINGS

Full-service A/C seeks experienced news reporter/DJ. Adult sound/speaking. Call: Bob Mercer, (302) 478-2700 (9am-12 noon EST) EOE M/F (12-20)

RI combo in growing company. Metro population 180,000. AF talent needed, all genders. No baggages. T&R: Steve Raymond, PD, 22 So. 6th St., Stroudsburg, PA 18360. EOE M/F (12-20)

GLU-82 needs full/parttime AOR announcers. C&R: Garrett Hart, WGLU, 616 Main St., Johnstown, PA 15801. EOE M/F (12-13)

Beautiful New England market has opening for experienced morning personality. T&R: Tim Hoon, 27 West St., Newport, NH 03773. EOE M/F (12-20)

Sales opportunity for hardworking individuals in quaint New England town. T&R: Geoff Bear, SM, WLTN, Box 349, Litchfield, NH 03661. EOE M/F (12-20)

WE NEED YOU!!!

Are you a P1 performer in a P2 market? We're an up, entertainment-based A/C in a Great City and we need you. You're an outstanding air talent, you're warm, sincere, a self-starter, and you love to get involved with the city. You can make people smile, you know how to have fun on the radio, you're better than average in production, you can handle a group on location and you can help our winning team win even bigger!!! Openings for the right morning, midday and evening talent. Don't hesitate; RUSH cassette, resume and references to Radio & Records, 1930 Century Park West, #211, Los Angeles, CA 90067. EOE M/F An incredible opportunity with great money and great people!

SOUTH

WFRM-FM(Lastings) needs killer CHR AM/PM drive jock. Phone bits/humor/characters big plus. T&R: Charlie Fox, 53 S. Main St., Winchester, KY 40391. EOE M/F (12-20)

IMMEDIATE OPENING

PM drive, strong personality, good production wanted. Greensboro-Winston-Salem-High Point, NC. Great facilities, benefits, and pay in highly competitive market #49. Send T&R to P.O. Box 18747, Greensboro, NC 27419. EOE

OPENINGS

FL News/Talk seeks experienced ND. T&R: PD, 325 John Knox Rd., E. 2000, Tallahassee, FL 32303. EOE M/F (12-20)

FL News/Talk seeks AM drive anchor/reporter. T&R: PD, 325 John Knox Rd., E. 2000, Tallahassee, FL 32303. EOE M/F (12-20)



WSSP# 104, Orlando's Premier Easy Listening station, is accepting T&Rs for future air/news openings in 1986. T&Rs to Allen Jackson, WSSP-FM, 140 North Orlando Ave., Winter Park, FL 32789-3697. EOE M/F

FL AM/FM combo seeks experienced announcer/production person. T&R/salary requirements: Ross Martin, Box 240, Bradenton, FL 33506. EOE M/F (12-20)

Suburban DC AC needs PM drive/winning personality. Two years' experience. C&R: Scott Gibb, WPRW, Box 1480, Manassas, VA 22110. EOE M/F (12-20)

Radio news at its best! Live, active, professional. Need anchor/reporter at WORO. T&R: Mark Krueg, Box 3257, Spartanburg, SC 29304. EOE M/F (12-20)

Radio General Mgr. Wanted
Strong sales and people skills with previous GM experience. WSVAWOPO in the Shenandoah valley of Virginia. No calls. Complete resume, track record to: Louis E. Farney, Gilmore Broadcasting Corp., 162 E. Michigan Ave., Kalamazoo, MI 49007. EOE M/F



Member of the Gilmore Broadcasting Group

Community Involvement & good phone skills are top priority for drive position at WORO. Warm delivery. T&R: Janet Kennedy, Box 3257, Spartanburg, SC 29304. EOE M/F (12-20)

Top-rated FL CHR seeks personality-oriented jock. Need production skills. T&R: PD, Box 9535, Coral Springs, FL 33075-9535. EOE M/F (12-20)

Top-rated SE 100kw FM seeks MD with strong delivery. Minorities encouraged. Good pay for right person. T&R: Sander Walker, Box 2000, Tuscaloosa, AL 35401. EOE M/F (12-20)

Top-rated WBSB & WXTC seek A/C pros for '86 openings. T&R: Bob Casey, Box 186, Charleston, SC 29402. EOE M/F (12-20)

OPPORTUNITIES

OPENINGS

Mornings in the mountains! Top-rated CHR seeks morning man. Good backs, great station. T&R: Mark Foster, WOUT, Box WCRS, Johnson City, TN 37602. No calls. EOE M/F (12-20)

TOP 50 MARKET CHR

Looking for KILLER talent with only the best attitude. If you're ready to be #1, we want you! Send tapes & resumes to Radio & Records, 1930 Century Park West, #212, Los Angeles, CA 90067. EOE

Top-rated FL A/C with full-service news seeks anchor/street reporter. T&R: Nancy Frost, ND, Box 189, Cape Coral, FL 33910. EOE M/F (12-13)

100 kw FM seeks morning man with personality and high energy. T&R: KRCR FM98, Box 8117, Laredo, TX 78042-8117. EOE M/F (12-13)

MORNING SHOW TOP 50 AOR

MORNING SHOW needed for Top 50 AOR. Team or individual is secondary to concept. Prefer reality-based show without lots of characters, cartoons, skits. Heavy localization important, along with ability to take advantage of current events, hot personalities, and real-life stuff. Absurdity and off-the-wall approaches welcome, if concept is strong. All related materials send to Radio & Records, 1930 Century Park West, #206, Los Angeles, CA 90067. EOE

KAMZ seeks Research Director/jock. T&R: Steve Owens, 4150 Pinnacle, #120, El Paso, TX 79902. (915) 544-0093. EOE M/F (12-13)

Afternoon news anchor needed for full-service powerhouse. Experience needed. May train promising newcomer. T&R: WTON, Box 1085, Staunton, VA 22401. EOE M/F (12-13)

MIDWEST

Country FM seeks ND. At least one year's experience. T&R: John Gauss, Box 36, Scottville, MI 49454. EOE M/F (12-20)

New CHR FM needs PD/staff to make it happen. T&R: Ed Kime, 732 Frey Dr., Mannattan, KS 66502. EOE M/F (12-20)

MORNING FUNNYMAN

Major market sound morning funnyman or team for soon to be number one Midwest CHR in Top 100 market. Creativity a must!!!! The competition is good, you've got to be great! Excellent salary and benefits. Join a growing company. Rush cassette and resume and photo. Radio & Records, 1930 Century Park West, #201, Los Angeles, CA 90067. EOE

Hot rocker needs 3.7pm jock/production. T&R: Didi Capri, WTAO, Box 368, Muskegon, IL 62966. EOE M/F (12-20)

Seek experienced, self-disciplined, aggressive reporter. Writing essential. 1200kw. T&R/writing sample: KRCR, Box 1017, Hannibal, MO 63401. EOE M/F (12-20)

WFMS

Now Here's A Great Opportunity!

Susquehanna Broadcasting's WFMS, one of the nation's great Country stations, is now searching for a Programming Leader. If you can motivate, know country music like the back of your hand, and have the programming experience necessary to keep up the tradition of winning in Indianapolis, send your tape and resume to: Nancy Vaeth, General Manager, P.O. Box 50420, Indianapolis, IN 46250. No calls please. EOE M/F

OPENINGS

CREATIVE CHR TALENTS

Upper Midwest Broadcast group wants to hear your work!! Creative CHR talents with strong production abilities. Expansion brings on-air positions for all shifts, send cassette & resume to Radio & Records, 1930 Century Park West, #207, Los Angeles, CA 90067. EOE

Account Executive. WKUS. Experienced closer, self-motivated, proven track record. Existing list available. Resume: GM, Box 7093, Lafayette, IN 47903. (317) 448-1566. EOE M/F (12-20)

Experienced morning talent needed. A/C Central IL college community. T&R: Jim Putrese, WIHN, 207 W. Jefferson, Bloomington, IL 61702. EOE M/F (12-20)

PROGRAM DIRECTOR

WVIC-AM & FM-Lansing, MI 2 to 3 years PD experience with competitive Top 40. WVIC's management and consultant, E. Alvin Davis, stress in-house research, active promotions, and professional personalities. WVIC needs a proven PD to coach and stimulate our strong staff. Please send cassette to Robert Goodrich, Goodrich Broadcasting, 3565 29th St., Kentwood, MI 49508.

New Saginaw AOR has prime opening. C&R/production. Sparty Travis, Box 357, Pinconning, MI 48650. EOE M/F (12-20)

Parttime jock opening. T&R: Don Crawley, WDAF-AM, Signal Hill, Kansas City, MO 64108. No calls. EOE M/F (12-20)

Announcer for medium market. WYFSA. T&R: WHBC, Box 9917, Canton, OH 44711. EOE M/F (12-20)

Reporter/anchor mornings Q102. News/writing/equipment operations/interviews. Top-rated FM/news/committed AM. T&R: Scott Witt, 1540 S. 70th, Ste. 200, Lincoln, NE 68506. EOE M/F (12-20)

TALK HOST

You're an up-and-coming Talk Host, or a personality ready to make the move to All-Talk. We're the top AM in this 300,000 Midwest market. Facilities, company, and support staff are the best. If you've got energy, creativity, and talent to keep our evenings HOT, then rush tape and resume to Radio & Records, 1930 Century Park West, Box 200, Los Angeles, CA 90067. EOE M/F

The new ZIP-104/WZZP, South Bend wants to hear from fun, energetic talent! Are you hungry? C&R: J.J. Dufing, Box 644, Mishawaka, IN 46544. EOE M/F (12-13)

MO A/C, CHR has future openings. Great production essential. Females encouraged. T&R: D.L. Bogart, PD, Box 728, Rolla, MO 65401. EOE M/F (12-13)

"TELEPHONE TALK"

Major market stations wants personality with provocative, humorous, imaginative telephone finesse. Send tape and resume to: Radio & Records, 1930 Century Park West, #204, Los Angeles, CA 90067. EOE

Lansing CHR, covers five metro markets. Seeks high energy personalities/talented, experienced team player. C&R: Brian Krysz, WJJK, 1700 Glenshire Dr., Jackson, MI 49201. EOE M/F (12-13)

Q106 accepting applications for future openings. Team player who takes direction. Beginners welcome. T&R: WOEL, Box 818, Benton, IL 62812. EOE M/F (12-13)

100 kw A/C. No. MI seeks bright, sharp, self-motivating adults. Team player. T&R: WOLZ, 1356 Mackinaw Av., Cheboygan, MI 49721. EOE M/F (12-13)

ND for FSA AM/MOR FM. Must be effective anchor/outline reporter. Writing samples/resume: Bob Kirby, Box 1398, & Dodge City, KS 67801-1398. EOE M/F (12-13)

Friendly morning announcer for adult leader. Country format. Communication of information a must. T&R: WITL, 3200 Pine Tree Rd., Lansing, MI 48910. EOE M/F (12-13)

OPENINGS

Top morning jock needed for A/C FM medium market (Chicago). New format/facility. T&R/salary: Craig Jacobus, 1605 Colonial Pkwy., Inverness, IL 60087. EOE M/F (12-13)



PLAY PEORIA!

We need an exciting, innovative pro to entertain our afternoon drive audience while pulling together our music, news, sports, traffic and weather efforts. WMBD is the top AM in this medium market. We'll offer the right salary, benefits and support staff to the right person. If you're ready to have fun and use the phones, prove it to us. Rob Westaby, PD, 3131 N. University, Peoria, IL 61604. EOE/M-F

WMBD RADIO 1470

WEST

News Director/Personality

Leading full-service A/C is seeking a professional who can host 3-hour morning news slot, and direct our news staff. CBS Radio affiliate. Upbeat, comfortable delivery required. Immediate opening. T&R to Jeff Harris, KSMA, Box 1240, Santa Maria, CA 93456. EOE

KBOZ FM/Bozeman needs 7pm-midnight person to keep or improve 36 share. Production experience a must. T&R: Paul Ellis, Box 20, Bozeman, MT 59715. EOE M/F (12-20)

Contemporary Christian Satellite Network needs major market staff for L.A. headquarters. C&R: Gem O'Brian, PD, 1748 W. Katella, Orange, CA 92667. EOE M/F (12-20)

General Sales Manager

Strong AM/FM combo on California's Central Coast seeks experienced, "on-the-street" sales manager. Individual should be self-starter, leader, goal-oriented. Excellent salary and incentives; outstanding growth potential. Send Resume and References to John Bayliss, Jr., P.O. Box 1240, Santa Maria, CA 93456. EOE M/F

New 100kw FM Country needs airstaff. Small market. Experience required. T&R: KCKK, Box 1400, Kanab, UT 84741. EOE M/F (12-20)

Newsperson wanted. Good voice, great reader, excellent lifestyle writer. Tape/news copy. R.G.E., Sunrise Media Group, 329 E. 200 S., Salt Lake City, UT 84111. EOE M/F (12-20)

TRAFFIC HELICOPTER PILOT REPORTER

Golden opportunity in major Sunbelt city. Send aircheck, resume, salary requirements, aircraft ratings, and hours of experience to Radio & Records, 1930 Century Park West, #208, Los Angeles, CA 90067. EOE

Rapidly expanding Western group seeks applicants. Sales Managers/PD/ND/Account Executives, etc. Resume: Sunrise Media Group, 329 E. 200 S., Salt Lake City, UT 84111. EOE M/F (12-20)

Experienced Chief Engineer needed immediately. AM/FM combo on beautiful No. CA coast. Call: Mark Jeffrey, (707) 822-7223. EOE M/F (12-20)

FM drive jock needed for Oldies station. Must be team player. C&R: Scott Bloom, Box 6760, Great Falls, MT 59406. EOE M/F (12-20)

We've Got The Straight Man... KJQ

now we need a crazy person for our morning team. Creative copywriting/production and natural delivery a must. T&R to: Paul Wilson, PD, KJQ FM & AM, 1506 Gibson Avenue, Ogden, UT 84404. EOE M/F All formats welcome.

OPENINGS

50 kw CHR near Sacramento wants to hear talent ASAP. T&R: Scott Mitchell, K-100, Box 631, Marysville, CA 95901. No calls. EOE M/F (12-13)

Morning team member needed for P2 CHR. Funny, good pipes, take direction well. Experienced only. C&R: K093, Brian Casey, 2121 Lancy Dr., Modesto, CA 95355. EOE M/F (12-13)

WANTED!!

Highly-motivated team players, with a desire to work hard and have fun. High-profile CHR Major with incredible facilities and awesome staff is looking for personalities to fill potential openings in news and major airshifts. No card readers please! RUSH tapes and resumes to: Radio & Records, 1930 Century Park West, #195, Los Angeles, CA 90067. EOE

SPORTS PERSONALITY

Needed for contemporary station. Creative writer entertaining delivery, no P.B.P. Cover pro and college teams in this Top 25 glamour market. First class company and opening. Can you generate street talk? Send tape resume and picture to Radio & Records, 1930 Century Park West, #209, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Attention SE! Former CMA DJ of the year. Six years WBT/Charlotte. Creative production, copy, character voices. Vast knowledge Country/Oldies. LARRY JAMES: (205) 471-4420 (12-20)

Ready to work. Four years' experience CHR/AOR. AC. Small-major market. Razor sharp. SANTO: (305) 752-8303 (12-13)

J. MICHAEL PRIET is available for SE CHR. A/C. PD/MD. 24 year pro. Winning track record. (901) 668-8557 (12-13)

Anywhere Now! Trained broadcaster. A/C. CHR/MOR. Good production. HENRY: (201) 836-5166 (12-20)

Country. A/C PD with ten years' experience. BOB SHANNON: (214) 663-2498 (12-20)

One smart puppy! Assistant PD wants brainpower challenge in promotions/programming. Team player. Prefer Rockas. Alternative AOR/CHR. TAMMY: (303) 242-7567 (12-20)

Six-year pro seeks challenge. Morning/afternoon/evenings. Your format, my CHR experience. A/C. CHR. Employed, but looking. MIKE: (317) 859-3917

Experienced air talent available. All formats. OM/MD desired. JOHN: (802) 646-5789 (12-20)

Tucson. The weather's great, but it's dulling my senses. I'll bet your market is more challenging! Five years' experience. Let's talk. FRANK MICHAELS: (602) 722-2916 (12-20)

Looking to hook up with a morning team. Good, quick, smooth-voiced female. Team player. JAMIE: (817) 776-7294 (12-20)

Escapes with five years' on air. WPIX FM New York. Seek smaller major market. Communicator with creative production. ALFREDO: (212) 679-8646 (12-20)

Innovative and Experienced Research

Director of Operations for National Radio Research/Marketing firm looking for growth position in major, group or established research firm. Degreed, innovated and experienced. All majors considered, available immediately! Radio & Records, 1930 Century Park West, #205, Los Angeles, CA 90067.

Perfect for mornings. A winning jock wants a winning station. Midwest preferred. BARRY: (312) 966-2898 (12-20)

Experienced pro PD/MD/GM. Ten years' experience. Presently employed outside the business, want to get back in. R.S. ADAMS: (702) 798-7014 (12-20)

Experienced AOR talent. Creative production. Committed rocker seeks AOR/CHR. Avoid Xmas rush. JOHN: (419) 385-6975 (12-20)

CASEY JONES is loose! Warm, witty, great commercial pipes. Personality A/C. Country. T&R/news. WIBC. WIRE. KALL. KF. (316) 682-1549 (12-20)

Sports/news/anchor/reporter. DJ afternoon drive. Seek right station. Will relocate. Five years' experience. MIKE: (216) 449-5091 (12-20)

OPPORTUNITIES

POSITIONS SOUGHT

I-100/Daytona Beach, Orlando. CHR/Hot Hit night talent. Medium/major markets. **J.J. SHANNON:** (305) 997-2131 (12-13)

CHR jock now in Top 15 seeks new challenge. Will relocate immediately to medium/large market. Guaranteed to win. **MIKE ABRAMS:** (718) 332-1898 (12-20)

AC/CHR LIFESTYLE NEWSWOMAN

Dynamic, sparkling, conversational airsound. Outstanding features, hard news, short-form newscasts, high story content. Unique, interactive morning team player loves promotions, outrageous bits, bad puns, zoo atmosphere. Heavy experience, major references. Reply to: **Radio & Records, 1930 Century Park West, #203, Los Angeles, CA 90067.**

Your New Year's resolution? An experienced, dependable, likable, honest driveline jock. East Coast medium/small, up-tempo A/C, BU, CHR. Your resolution: **PAUL:** (914) 623-6372 (12-20)

ND/morning anchor, medium market/all-News radio. Will add prestige to your 25 station. Aggressive, don't rely on wire copy. Beat competition daily. (702) 969-9119 (12-20)

Get your breakfast, Zeida the rare medium, Mr. Mannes, Sports with Ball Parks, Cheap Tabloid Update can brighten your mornings. D.W.: (402) 564-7334 (12-20)

Reach out and touch my on-line resume. Read message addressed to "Broadcasters." Have computer/modem ready. **MOR. TY:** (718) 837-2881 (12-20)

PD/MD with eight years' experience. Top-rated anchor/in host last three booths for four state area. **JOHN:** (717) 328-2567 (12-20)

Willing to sweep floors, do windows & change the red light bulb on the antenna. Need start in A/C, CHR. **JOE KING:** (817) 649-2608 (12-20)

Promotions going nowhere? Creative workaholic currently working at top rated CHR seeks Promotion Director gig. Call now. Operators are standing by. **PAIGE:** (812) 872-4832 (12-20)

To everyone who stole stuff off my last tape, nah! I got a million of 'em. The Kansasite Dentist. **JEFF FRANCE:** (315) 446-6753 (12-20)

A/C jock seeks CHR, AOR opportunity. Will relocate. Team player, currently employed. Three years' experience. (208) 454-2757 (12-20)

Beginning position sought in radio. AZ Technical School graduate. Sharp, talented, hardworking. Willing to learn & relocate. **JOHN:** (602) 945-8757 (12-20)

MORNING PERSONALITY

Bright, inventive morning personality "UP" and exciting all-around professional. No screamer. You want more than a jock. I play hardball on your competition. Outrageous at all times, but a warm communicator. NOW! LET'S TALK - (305) 689-1438 RICK WARD.

COSTELLO. Two years at WVSR/Charleston. Seek creative CHR, A/C in West, who's not afraid of a cultured British accent. (304) 343-7071 (12-20)

Don't let my talent go to waste. Eight-year pro seeks full-time in Dallas/Ft. Worth metro. **RANDY:** (214) 767-1319 (12-20)

I want to manage your radio station. 30 years' experience. Jock/sales/programming/management. Salary not as important as opportunity. **BOB CHASE:** (812) 441-5739 (12-20)

Air personality with experience in AM/FM drive. Remotes/promotions/farm/broadcast writing. Seek opportunity to put it all to work. **KIRK:** (317) 659-5677 (12-20)

JAY MARVIN, formerly KSNW/WJLD, seeks Country/Oldies station. Major/medium only. (505) 299-7089 (12-20)

PD. Five years' on-air NY. Want Assistant PD/Air/production in Top 10 market. **PAMELA:** A1 COPY TO GO (12-20)

Washington/Baltimore PDs. Former Classy 95 Assistant PD/Air talent seeks fulltime. Presently fill-in at Q107. Meet **MIKE WEINER:** (301) 890-8833 (12-20)

Personality + numbers. CHR/PM changed Controversial station to a hit leader. Can do same for you. **DENNIS:** (308) 532-3133 (12-20)

Experienced team player presently employed seeks challenge & risk. Unleash your creative, wrap moves? Call me. **JANIE:** (817) 776-7294 (12-20)

Better spots equal bigger sales. I can give results on both sales. Experienced copywriter/production pro. Let's sell **TIM:** (414) 563-9320 (12-20)

I've learned from the best. I'm ready to start a winning programming career with your station. Prefer **WEST.** For credentials, call **BRENT:** (702) 362-4716 (12-20)

POSITIONS SOUGHT

MD desires supportive, committed company in larger market. Creative, organized, hardworking. People person with genuine interest in music industry. **GARY:** (301) 758-3264 (12-20)

Morning talent seeks A/C, Country. Strong production, excellent references. Team player. All shifts considered. **MW preferred.** Will relocate. **DAVE DANIELS:** (615) 955-5679 (12-13)

Willing, able, & ready. Just starting out, run tight ship. Have bouncy personality. Promise to do you proud. **DI:** (308) 588-3626 (12-13)

Engineer/announcer. Seven years' experience. Prefer FL. South. **BOB:** (718) 694-1744 (12-13)

10 years' experience AOR/CHR. Top 50 MD/PM, morning drive, afternoons. Recently WBEN-FM afternoon drive. **WAYNE:** (716) 882-2563 (12-13)

Young British broadcaster with five years' experience. Great voice needs gig, work anywhere in USA. Serious replies only. **ROB CHARLES:** 27 Parkwood Rd., Northenden, Manchester, Eng. (601) 902-9157 (12-13)

Not just another pretty (funny) phrase. Writes ad-libs. Theatre of the mind. Multi-voices. Seek medium/major AOR/CHR on air production. **JOHN:** (602) 782-2746 (12-13)

Three-year A/C personality with management experience. Seeks small market PD, medium on-air. Prefer NE. **MIKE:** (607) 277-4326 (12-13)

Broadcast pro, former Spanish/French/legion soldier. First ticket 15 years. Have commando team ready. Want pirate radio/possible missions. **MAD DOG:** (904) 753-1098 (12-13)

Dedicated R/PB announcer seeks new challenge. Ten years' MD, seven years' college R/PB. **GREG:** (606) 623-3656, or 214 Martin Dr., Richmond, KY 40475, (12-13)

Experienced AOR talent. Aware rock attitude. Good production. Seek AOR/CHR. Available now. **JOHN:** (419) 385-6975 or (312) 262-3773 (12-13)

TOMMY TUCKER, Twin Cities jock seeks SW Country station for your uptempo team. (812) 436-6432 (12-13)

Stop, look, & listen NC's top-rated PD/Air personality ready to work for you. Great pipes. My motto is "Have microphone, will travel." **RON MICHAELS:** (919) 443-9342 (12-13)

Seasoned copywriter seeks home in Triad area of NC. **MARC:** (318) 473-9408 (12-13)

Copy creator/production wizard available now. The difference is at your fingertips. Find out how you can get **SHARADAN:** (501) 922-1355 (12-13)

Ready to relocate now. Two years' experience, college graduate. Jock any shift/formet anywhere. Hardworking, creative, dedicated. **DOUGLAS:** (312) 748-4314 (12-13)

Ready for fulltime. Four years' commercial experience, university graduate. Prefer CHR/AOR. Lots of energy with great voice. **ANDREW:** (816) 562-1163, or (515) 782-5940 (12-13)

MDI if you need someone who will get the out product. fill out airstaff, do promotions, T&B/strength references. All formats. **STEVE:** (615) 297-0137 (12-13)

Experienced DJ wants to get started in news. MD Journalism School background. Knows news & issues. Good delivery. **MIKE YONG:** 303 S. 5th St., Columbia, MD 65201, (12-13)

POSITIONS SOUGHT

News/talk is where I want to be. Nightflying is fun, too! Three years' experience WFSE-FM. Available chop-chop. Have T&R. **MATTHEW:** (814) 864-9522 (12-13)

Great production person seeks future gig in TX only. A/C, EZ. CHR. **BOB:** (915) 673-2546, or 695-2697 (12-13)

I-100/Daytona Beach, Orlando. CHR/Hot Hit night talent. Medium/major markets. **J.J. SHANNON:** (305) 997-2131 (12-13)

Conscientious air personality/copywriter. Team player. Two years' experience CHR, A/C. Seek position in medium market. Will relocate. Have T&R. **NORRIS:** (602) 638-4098 (12-13)

I'm plenty good! Vacaville FM weekenders seek No. CA full time gig. Do you want the best in news/sports/talent? **FRANK BUTERA:** (415) 223-1534 (12-13)

15-year pro seeks Country in FL, Gulf, of TX, or West Coast. Emphasis on preference for Country. **NICK:** (607) 849-6063 (12-13)

Merry Christmas! PD/MD needs a holiday gift. Advance my career. I'll make 1986 work for you. Eight years' AOR/CHR/Jazz. **VICTOR S. LENTINI:** (312) 275-9066 (12-13)

PD PROVEN TRACK RECORD

Creative, motivated professional with two decades of experience in CHR/Solid Gold/Country. Able to get the best from your staff and station. Please call **RC Ward (305) 689-1438.**

10-year vet seeks CHR/AOR in SE. Medium/major, any shift. Married & stable. Assistant PD at 1984 national format leader. **SCOTT:** (813) 637-6290 (12-13)

Morning newsmen/copy/production. 17 years' ND/PM experience. Married, stable. Seek immediate opportunity medium/large market. Prefer South. **LARRY KAY:** (717) 653-2500 (12-13)

I love selling radio in addition to be being a major market air talent. I want to sell for you. **JACKSON CHASE:** (302) 652-7885 (12-13)

Smiling professional, good voice, lots of energy. Major market experience. **GLENN:** (414) 445-0363 (12-13)

Experienced, personable drive jock on the prowl. Hold the phone! Medium/small A/C, CHR, BU in East. Great references, nice guy. **JAMES:** (914) 623-6372 (12-13)

Personality jock seeks big move to medium/major market. Hardworking. I'll do the right thing. **LANCE:** (212) 865-8561 (12-13)

Just enough to live on — that's all I ask of my first break in radio. **CRAIG:** (216) 777-3790 (12-13)

CHUCK ROBERTS, formerly of WJLB/Debtrol, KMJM/St. Louis seeks new challenge. (313) 837-1935 (12-13)

Forget the dough in the snow. I want radio fun in the sun. Formerly Atlanta, Baltimore, Nashville, Salt Lake City. Have suit, will travel. **MIKE:** (715) 842-8067 (12-13)

I work on self motivation. Formerly KSHR/Cool Bay. Available for A/C, CHR gig. **GREG GARDNER:** (818) 762-1976

POSITIONS SOUGHT

Enthusiastic, personality-oriented female announcer with distinct voice. In hot pursuit of fulltime shift. **LORI:** (319) 656-2894 (12-13)

Nine-year pro. Strong talent. Available for Country, A/C, CHR. **TOM UNDERWOOD:** (919) 724-4435 (12-13)

Need talent? Very personable. 10 years' experience. Excellent production/copywriting. From Miami market. All the right tools. **RICK SINGER:** (305) 923-9515 (12-13)

Eight-year pro. Oldies expert. Mature/good pipes. Seek stable gig in MW/Chicago. Will consider all. Available now. **BILL:** (316) 267-2639 (12-13)

Country PD/Air personality. 17 years' experience. Know & love Country music. Creative production/promotions & events. Everything extremely well-organized. **DRAKE:** (405) 247-9750 (12-13)

Misused, abused, & ready to work with a winner. PD/R/PB skills in news. Copywriting/promotions/remotes. Automation, satellite, & most music. **STAN:** (404) 884-4637 (12-13)

Broadcast school graduate. three years' college radio experience. Ready to give 110% to AOR/CHR. Prefer small/medium. **MIKE:** (716) 467-6750, after 5pm EST (12-13)

Currently parttime large market. Seek fulltime large/medium West Coast. Country. Eight years' solid experience. **JIM:** (714) 981-3723 (12-13)

Five-year pro seeks sports/casting/R/PB gig. Presently employed. Will consider all areas. (213) 933-6360 (12-13)

MISCELLANEOUS

94.5 Country announces the legendary Bill Mack in overnights. Now, how about records for him to play? **J. Bennett:** Box 1499, Arlington, TX 76240, (12-20)

Radio Caroline International now has second service on air. Need record service from all labels. **L. Laskowski:** MD, 25 Rand Ave., Lynbrook, NY 11563, (12-20)

New FM Coastal Center. Need yesterday records, current/careers, CDs, heavy digital. **Jim Mills:** WYOD, Box 2059, Manteo, NC 27954, or call (919) 473-3627 (12-20)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in **Openings.** Free listings of the same length are also available to individuals seeking work in the industry under **Positions Sought.** All other advertising must run display changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be **typewritten** or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: **R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.**

OPPORTUNITY FORM

OPENING

Region _____

PD Name: _____

GM Name: _____

POSITION SOUGHT

MISCELLANEOUS

NAME: _____

PHONE: () _____

1. Please type or print clearly, using 24 words or less to include address/phone number.

2. Do not use abbreviations.

3. All ads are subject to editing.

Mail to: **R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067**

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Kevin McCarthy (800) 631-1600

Love Sounds

MAURICE WHITE "I Need You"
PIA ZADORA "Come Rain Or Come Shine"
JILL MICHAELS "Where Did Our Feeling Go"
GLEN CAMPBELL "It's Just A Matter Of Time"
MARIE OSMOND "There's No Stopping Your Heart"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

WHITNEY HOUSTON "How Will I Know"
DREAM ACADEMY "Life In A Northern Town"

Modern Country

T.G. SHEPPARD "In Over My Heart"
JOHN DENVER "Dreamland Express"
SOUTHERN PACIFIC "Perfect Stranger"
LEE GREENWOOD "Don't Underestimate My Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MR. MISTER "Kyrie"
QUEEN "One Vision"
HOOTERS "Day By Day"
FREDDIE JACKSON "He'll Never Love You (Like I Do)"

The AC Format

ISLEY, JASPER, ISLEY "Caravan Of Love"

Super-Country

BELLAMY BROTHERS "Feelin' The Feelin'"

Concept Productions

Elvin Ichayama (916) 782-7754

CHR

ASIA "Go"
MR. MISTER "Kyrie"
THOMPSON TWINS "King For A Day"
JAMES BROWN "Living In America"
TA MARA & THE SEEN "Everybody Dance"
MIKE & THE MECHANICS "Silent Running"

Country

JAMES TAYLOR "Everyday"
GUS HARDIN "What We Gonna Do"
JIM GLASER "If I Don't Love You"
GARY MORRIS "100% Chance Of Rain"
JUDY RODMAN "I Sure Need Your Lovin'"
JOHNNY RODRIGUEZ "She Don't Cry Like She Used To"
MICKY GILLEY "Your Memory Ain't What It Used To Be"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

MR. MISTER "Kyrie"
WHITNEY HOUSTON "How Will I Know"

Contempo 300

SADE "The Sweetest Taboo"
JOHN COUGAR MELLENCAMP "Small Town"

Great American Country

T.G. SHEPPARD "In Over My Heart"
JOHN DENVER "Dreamland Express"

Media General

Broadcast Services

Bob Durmas (901) 320-4433

Action

JONI MITCHELL "Good Friends"
EDDIE MURPHY "Party All The Time"
PAUL YOUNG "Everything Must Change"

Your Country

VINCE GILL "Oklahoma Borderline"
TOM JONES "It's Four In The Morning"
JUDY RODMAN "I Sure Need Your Lovin'"
CHARLIE DANIELS BAND "Still Hurtin' Me"
EDDY RAVEN "You Should Have Been Gone By Now"
LOUISE MANDELL "Some Girls Have All The Luck"

Media General Continue

Hit Rock

ASIA "Go"
MR. MISTER "Kyrie"
RUSH "The Big Money"
SADE "The Sweetest Taboo"
JAMES BROWN "Living In America"
PAUL YOUNG "Everything Must Change"
DREAM ACADEMY "Life In A Northern Town"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

JUICE NEWTON "Hurt"
DOLLY PARTON "Think About Love"
T.G. SHEPPARD "In Over My Heart"
STEVE WARINER "You Can Dream Of Me"
T. GRAHAM BROWN "I Tell It Like It Used To Be"

The Great Ones

M. FRANKS w/B. RUSSELL "When I Give My Love To You"

Radio Arts

John Benedict (818) 841-0225

Country's Best

CHARLIE DANIELS BAND "Still Hurtin' Me"
JOHN SCHNEIDER "What's A Memory Like You..."

Soft Contemporary

ISLEY, JASPER, ISLEY "Caravan Of Love"

Sound 10

ISLEY, JASPER, ISLEY "Caravan Of Love"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

BRUCE SPRINGSTEEN "My Hometown"
JOHN COUGAR MELLENCAMP "Small Town"
DREAM ACADEMY "Life In A Northern Town"

Country Coast-To-Coast

BILLY JOE ROYAL "Burned Like A Rocket"
GLEN CAMPBELL "It's Just Matter Of Time"

Rock 'N' Hits

FORTUNE "Stacy"
MR. MISTER "Kyrie"
WHAM! "I'm Your Man"
RUSH "The Big Money"
JOHN PARR "Love Grammar"
WHITNEY HOUSTON "How Will I Know"
DREAM ACADEMY "Life In A Northern Town"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

MIAMI SOUND MACHINE "Conga"
STARPOINT "Object Of My Desire"
DREAM ACADEMY "Life In A Northern Town"

TM AC

JACK WAGNER "Too Young"
STEVIE NICKS "Talk To Me"
BRUCE SPRINGSTEEN "My Hometown"
BILLY OCEAN "When The Going Gets Tough..."

TM Country

SOUTHERN PACIFIC "Perfect Stranger"
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..."

Transtar

Adult Contemporary

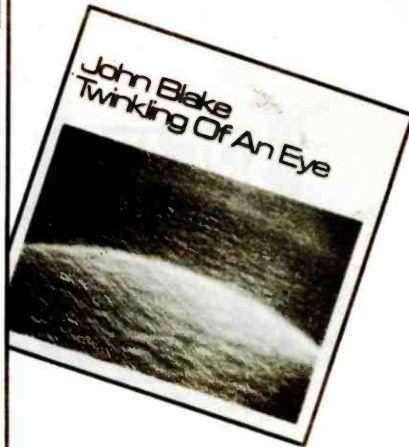
Dave Bogart (303) 578-0700

LIONEL RICHIE "Say You, Say Me"
FREDDY JACKSON "You Are My Lady"

Country

Ed Chandler (213) 460-6363

JOHN ANDERSON "Down In Tennessee"
SOUTHERN PACIFIC "Perfect Stranger"
BILLY JOE ROYAL "Burned Like A Rocket"
WAYLON JENNINGS "Devil's On The Loose"
GLEN CAMPBELL "It's Just A Matter Of Time"



OUR FIRST #1

JOHN
BLAKE
"TWINKLING
OF AN EYE"

(18 8501 1)

WE THANK YOU
ALL VERY MUCH!

HAVE A
HAPPY HOLIDAY



GRP GREAT & R PERFORMANCE

R&R-TOP 85 FOR 1985

- #2 Dizzy Gillespie–New Faces
- #8 Dave Valentin–Jungle Garden
- #16 Diane Schuur–Deedles
- #17 Dave Grusin–One Of A Kind
- #18 Dave Grusin/Lee Ritenour–Harlequin
- #23 Kevin Eubanks–Opening Night
- #39 Special EFX–Modern Manners
- #43 Billy Cobham–Warning

Most Number Of Albums
At #1 On The Charts

#1 GRP Records [3]

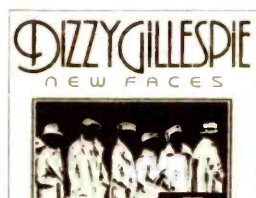
Most Number Of Albums
In The Top 5 Of The Charts

#1 GRP Records [7]

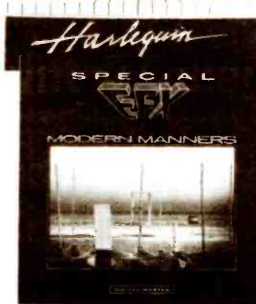
Most Number Of Weeks
In The #1 Position

#1 GRP Records [11 Weeks]

Thanks To All Of Radio For Your
Incredible Support!



DIANE SCHUUR
"DEEDLES"



DAVE GRUSIN
ONE OF A KIND



GRP
Records

A New Age In

Jazz



GRP
Records

"Color Of Success" Morris Day

"High Fashion" The Family

"Tender Love" Force M.D.'s
(FROM "KRUSH GROOVE")

The Wave Is Cresting For

"No Frills Love" Jennifer Holliday

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE A/C

TOP 20

Week	Total	Last	Weeks	Artist	Title
1	1	1	1	LIONEL RICHIE	Say You, Say Me (Motown)
2	2	2	2	DIONNE & FRIENDS	That's What Friends Are For (Arista)
3	3	3	3	KLYMAXX	I Miss You (Constellation/MCA)
4	4	4	4	BARBRA STREISAND	Somewhere (Columbia)
5	5	5	5	PHIL COLLINS & MARILYN MARTIN	Separate Lives (Atlantic)
6	6	6	6	MR. MISTER	Broken Wings (RCA)
7	7	7	7	JAMES TAYLOR	Everyday (Columbia)
8	8	8	8	STEVE WONDER	Go Home (Tama/Motown)
9	9	9	9	DIRE STRAITS	Walk Of Life (WB)
10	10	10	10	BARRY MANILOW	In Search Of Love (RCA)
11	11	11	11	El DeBARGE with DeBARGE	The Heart Is Not So Smart (Gordy/Motown)
12	12	12	12	KENNY ROGERS	Morning Desire (RCA)
13	13	13	13	SADE	The Sweetest Taboo (Portrait/CBS)
14	14	14	14	JOHN DENVER	Dreamland Express (RCA)
15	15	15	15	GLENN FREY	You Belong To The City (MCA)
16	16	16	16	POINTER SISTERS	Freedom (RCA)
17	17	17	17	BRUCE SPRINGSTEEN	My Hometown (Columbia)
18	18	18	18	JOHN COUGAR MELLENCAMP	Small Town (Riva/PolyGram)
19	19	19	19	MAURICE WHITE	I Need You (Columbia)
20	20	20	20	WHAMI	I'm Your Man (Columbia)

DECEMBER 20, 1985

Total Report/Adds	Heavy	Medium	Light
41/0	38	3	0
41/0	37	4	0
39/0	34	5	0
38/1	24	12	2
34/0	21	12	1
32/0	26	5	1
34/1	22	11	1
33/1	16	16	1
33/1	16	12	5
31/0	20	11	0
31/1	4	25	2
26/0	11	11	4
29/0	6	17	6
27/0	6	17	4
20/0	6	12	2
24/0	3	17	4
24/6	2	15	7
19/3	5	11	3
24/3	2	14	8
20/2	3	12	5

MOST ADDED

- GARY MORRIS & CRYSTAL GAYLE (7) Making Up For Lost Time (WB)
- BRUCE SPRINGSTEEN (6) My Hometown (Columbia)
- PEABO BRYSON (4) Love Always Finds A Way (Elektra)
- MICHAEL FRANKS & BRENDA RUSSELL (4) When I Give My Love To You (WB)
- JILL MICHAELS (4) Where Did The Feeling Go (Scotti Bros/CBS)

HOTTEST

- LIONEL RICHIE (32) Say You, Say Me (Motown)
- DIONNE & FRIENDS (30) That's What Friends Are For (Arista)
- KLYMAXX (22) I Miss You (Constellation/MCA)
- MR. MISTER (18) Broken Wings (RCA)
- BARBRA STREISAND (16) Somewhere (Columbia)

CHART EXTRAS

PIA ZADORA with the LONDON SYMPHONY ORCHESTRA

Come Rain Or Come Shine (CBS Associated)

61% of our reporters on it. Rotations: Heavy 1, Medium 10, Light 14, Total Adds 3, WICC, WTIC, WBT.

BREAKERS

BRUCE SPRINGSTEEN My Hometown (Columbia)

59% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 7, Total Adds 6, WPRO, KFI, WTIC, WSPD, WJBC, KFQD. Debuts at number 17 on the Full-Service chart.

NEW & ACTIVE

WHAMI "I'm Your Man" (Columbia) 20/2

Rotations: Heavy 3/0, Medium 12/2, Light 5/0, Total Adds 2, KHOW, WBA, Heavy: WKBW, KFI, WPPA, Medium including WFB, WICC, WBT, WQOW, WING, KBOI, WPOE, WGBR, WJBC, KTWO

JOHN COUGAR MELLENCAMP "Small Town" (Riva/PolyGram) 19/3

Rotations: Heavy 5/0, Medium 11/3, Light 3/0, Total Adds 3, 55KRC, KJR, WHAS, Heavy: WKBW, WICC, WING, WNNR, WPPA, Medium including WTVN, KHOW, WCHS, WSPD, WPOE, WCIL, KTWO

WHITNEY HOUSTON "How Will I Know" (Arista) 19/2

Rotations: Heavy 1/0, Medium 14/1, Light 4/1, Total Adds 2, KFI, KFQD, Heavy: WKBW, Medium including WPRO, WSB, KHOW, WICC, WBT, WQOW, WING, KBOI, WGBR, WJBC

BILLY OCEAN "When The Going Gets Tough" (Jive/Arista) 18/3

Rotations: Heavy 2/0, Medium 10/1, Light 4/2, Total Adds 3, WTVN, KFQD, KTWO, Heavy: WKBW, WPPA, Medium including WSB, KHOW, KFI, WICC, WING, KBOI, WPOE, WGBR

MICHAEL FRANKS featuring BRENDA RUSSELL "When I Give My Love To You" (WB) 15/4

Rotations: Heavy 0, Medium 10/2, Light 5/2, Total Adds 4, WKBW, WING, WGBR, KVEC, Medium including WFB, KJR, WHBY, WPOE, WJBC, KTWO

STING "Love Is The Seventh Wave" (A&M) 15/1

Rotations: Heavy 2/0, Medium 10/0, Light 3/1, Total Adds 1, WISN, Heavy: WKBW, WPPA, Medium including KHOW, KJR, WICC, WING, WNNR, KFQD, KTWO, KVEC

JUICE NEWTON "Hurt" (RCA) 14/8

Rotations: Heavy 2/0, Medium 9/0, Light 3/0, Total Adds 0, Heavy including WHBY, Medium: WBT, WING, KOB, WPOE, WGBR, WJBC, WCIL, KTWO, KVEC

GARY MORRIS & CRYSTAL GAYLE "Making Up For Lost Time" (WB) 13/7

Rotations: Heavy 0, Medium 8/1, Light 7/6, Total Adds 7, WFB, WCHS, WING, WBA, WSPD, WGBR, KTWO, Medium including WHBY, WPOE, WJBC, KVEC

JILL MICHAELS "Where Did The Feeling Go" (Scotti Bros./CBS) 13/4

Rotations: Heavy 0, Medium 6/0, Light 7/4, Total Adds 4, WCHS, WBA, WNNR, KFQD, Medium: WHBY, WPOE, WJBC, KTWO, KVEC

STEVIE NICKS "Talk To Me" (Modern/Atco) 13/1

Rotations: Heavy 6/0, Medium 7/1, Light 0, Total Adds 1, WBT, Heavy: WFB, WKBW, WICC, WCHS, WING, WPPA, Medium including KHOW, WSPD, WNNR, WGBR, KFQD

JACK WAGNER "Too Young" (Dwest/WB) 13/0

Rotations: Heavy 3/0, Medium 8/0, Light 2/0, Total Adds 0, Heavy: WKBW, KJR, WCHS, Medium: WTVN, KHOW, WICC, WING, WSPD, WPOE, WPPA, WGBR

DOLLY PARTON "Think About Love" (RCA) 11/1

Rotations: Heavy 0, Medium 8/1, Light 3/0, Total Adds 1, KVEC, Medium including WFB, WBT, WHBY, WPOE, WJBC, WCIL

DIANA ROSS "Chain Reaction" (RCA) 11/1

Rotations: Heavy 2/0, Medium 7/0, Light 2/1, Total Adds 1, KTWO, Heavy including WKBW, Medium including WFB, KHOW, WPOE, WGBR, WCIL, KVEC

AMY GRANT "Everywhere I Go" (A&M) 11/0

Rotations: Heavy 1/0, Medium 10/0, Light 0, Total Adds 0, Heavy: KVEC, Medium including WKBW, WBT, WHBY, WSPD, WPOE, WGBR, WJBC, KTWO

DIANE SCHUIR & JOSE FELICIANO "By Design" (GRP) 8/0

Rotations: Heavy 0, Medium 5/0, Light 3/0, Total Adds 0, Medium: WHBY, KSL, WPOE, WCIL, KTWO

SIGNIFICANT ACTION

DREAM ACADEMY "Life In A Northern Town" (Reprise/WB) 7/3

Rotations: Heavy 0, Medium 2/1, Light 5/2, Total Adds 3, WISN, KHOW, WCHS, Medium including WPPA

RANDY GOODRUM "Silhouette" (GRP) 7/2

Rotations: Heavy 0, Medium 1/0, Light 6/2, Total Adds 2, WPPA, KTWO, Medium: WPOE

RAY PARKER JR. "One Sided Love Affair" (Arista) 6/1

Rotations: Heavy 0, Medium 2/0, Light 4/1, Total Adds 1, KTWO, Medium: WPOE, KVEC

PAUL YOUNG "Everything Must Change" (Columbia) 6/0

Rotations: Heavy 1/0, Medium 2/0, Light 3/0, Total Adds 0, Heavy: WTKO, Medium: WPOE, KTWO

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 6/0

Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Total Adds 0, Heavy: WQOW, Medium including WICC, WING, WNNR

PEABO BRYSON "Love Always Finds A Way" (Elektra) 5/4

Rotations: Heavy 0, Medium 2/1, Light 3/3, Total Adds 4, WKBW, WHBY, WING, WCIL, Medium including WPOE

FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol) 4/3

Rotations: Heavy 0, Medium 1/0, Light 3/3, Total Adds 3, WING, WNNR, WGBR, Medium: WPPA

EUGENE WILDE "Don't Say No Tonight" (Philly World/Atlantic) 3/2

Rotations: Heavy 0, Medium 1/1, Light 2/1, Total Adds 2, WING, KVEC



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

AMERICAN
IMAGE™
PRODUCTIONS

12 YEARS OF THE BEST

ADULT/CONTEMPORARY

BREAKERS

JON ANDERSON

Easier Said Than Done (Elektra)

55% of our reporters on it. Rotations: Heavy 3, Medium 17, Light 40, Total Adds 17 including WCLY, 97A1A, 2WD, B100, KIFM, WFSM, WLHT, WFMK, 3WM, KDUK. Debuts at number 28 on the A/C chart.

ISLEY, JASPER, ISLEY Caravan Of Love (CBS Associated)

51% of our reporters on it. Rotations: Heavy 1, Medium 24, Light 31, Total Adds 14 including WARM99, WSB-FM, 97A1A, WMFG, B100, WKGW, WIVY, WHNN, KDUK, KKUA, WWMJ. Debuts at number 27 on the A/C chart.

NEW & ACTIVE

DIANA ROSS "Chain Reaction" (RCA) 50/4

Rotations: Heavy 0, Medium 33/2, Light 17/2, Total Adds 4, 3WM, KWFM, WWMJ, WTNV, Medium including WCLY, WARM99, 2WD, KOST, WAEB, WKYE, KEY103, WMGN, KOIL, KWAV

MICHAEL FRANKS featuring BRENDA RUSSELL "When I Give My Love To You" (WB) 48/9

Rotations: Heavy 0, Medium 15/0, Light 30/9, Total Adds 9, WCLY, WSNY, WKGW, WJDX, WIVY, KWAV, WCKO, WCHV, KRLB, Medium including WPKX, KGW, WAEB, WFSL, WNAM

OMD "Secret" (A&M) 41/16

Rotations: Heavy 0, Medium 11/1, Light 30/15, Total Adds 16 including WCLY, WAEB, WFSM, WKYE, WJDX, WFSL, WNAM, KIOA, WTRF, WMGN, KDX, Medium including KDUK, WMMJ, WCKO, WBOV

PEABO BRYSON "Love Always Finds A Way" (Elektra) 38/11

Rotations: Heavy 0, Medium 8/0, Light 30/11, Total Adds 11, WKYE, WKGW, WJDX, WFSL, WTRX, KOIL, KDX, KWFM, WKNE, KRLB, WMT-FM, Medium including WEIM, WSKY, KRBS, KALE

CARS "Tonight She Comes" (Elektra) 37/5

Rotations: Heavy 8/0, Medium 15/0, Light 14/5, Total Adds 5, WARM99, KMGG, WXTX, WRAL, KKUA, Heavy including WAVE, KO99, WLHT, WSKI, WCKO, Medium including V100, WKYE, KEY103

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 DIONNE & FRIENDS	107/0	102	5	0
2 LIONEL RICHIE	106/0	93	9	4
3 KLYMAXX	104/1	84	20	0
4 STEVIE WONDER	108/1	74	33	1
5 MR. MISTER	102/0	80	18	4
6 DIRE STRAITS	104/3	79	19	6
7 JAMES TAYLOR	89/0	42	38	9
8 SADE	99/10	38	44	17
9 STEVIE NICKS	91/3	49	36	6
10 JOHN COUGAR MELLENCAMP	85/3	53	27	5
11 JACK WAGNER	91/2	41	40	10
12 BARBRA STREISAND	92/6	37	41	14
13 PHIL COLLINS & MARILYN MARTIN	82/0	32	37	13
14 BRUCE SPRINGSTEEN	99/14	16	62	21
15 WHITNEY HOUSTON	97/11	9	64	24
16 BILLY OCEAN	92/8	11	64	17
17 BARRY MANILOW	80/1	35	40	5
18 STING	86/5	14	56	16
19 DREAM ACADEMY	79/15	4	57	18
20 POINTER SISTERS	69/1	13	45	11
21 El DeBARGE w/DeBARGE	77/4	6	52	19
22 WHAM!	76/13	7	46	23
23 GLENN FREY	48/0	9	28	11
24 KENNY ROGERS	55/0	7	33	15
25 MAURICE WHITE	66/2	7	39	20
26 FREDDIE JACKSON	41/0	4	21	16
27 ISLEY, JASPER, ISLEY	56/14	1	24	31
28 JON ANDERSON	60/17	3	17	40
29 DIANA ROSS	50/4	0	33	17
30 ARETHA FRANKLIN	36/0	3	15	18

MOST ADDED

COREY HART (18)
Everything In My Heart (EMI America)
JON ANDERSON (17)
Easier Said Than Done (Elektra)
OMD (16)
Secret (A&M)
DREAM ACADEMY (15)
Life In A Northern Town (Reprise/WB)
RANDY GOODRUM (15)
Silhouette (GRP)

HOTTEST

LIONEL RICHIE (82)
Say You, Say Me (Motown)
DIONNE & FRIENDS (79)
That's What Friends Are For (Arista)
MR. MISTER (60)
Broken Wings (RCA)
KLYMAXX (53)
I Miss You (Constellation/MCA)
DIRE STRAITS (48)
Walk Of Life (WB)
STEVIE WONDER (48)
Go Home (Tami/Motown)

CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 32/3
Rotations: Heavy 7/1, Medium 17/1, Light 8/1, Total Adds 3, WLTF, WFMK, KTYL, Heavy including WSNL, WXTX, WAVE, WTNV, KRBS, Medium including WHTX, WARM99, KKUA

RANDY GOODRUM "Silhouette" (GRP) 28/15

Rotations: Heavy 1/0, Medium 2/0, Light 25/15, Total Adds 15 including WSB-FM, WKYE, WNAM, WTRX, WZLQ, WFFX, WMT-FM, K4, KQSW, Heavy KIFM, Medium WGLL, KMGG

JON DENVER "Dreamland Express" (RCA) 28/1

Rotations: Heavy 0, Medium 12/0, Light 16/1, Total Adds 1, WKUS, Medium including KGW, WKYE, WGLL, WSKI, WCKO, WAHR, WMT-FM, WJON, WBOV, KALE

SIGNIFICANT ACTION

FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol) 24/13

Rotations: Heavy 0, Medium 9/4, Light 15/9, Total Adds 13, WSNY, KEY103, WFSL, WMGN, WMMJ, WGLL, WSKI, WGSV, KRLB, KFSB, WBOV, KKLK, KQSW, Medium including WPKX, KALE

COREY HART "Everything In My Heart" (EMI America) 23/18

Rotations: Heavy 0, Medium 3/0, Light 20/18, Total Adds 18 including WFSL, WNAM, WENS, WPHN, KKUA, WMMJ, WEIM, KRBS, Medium WSKI, WCKO, KALE

FORTUNE "Stacy" (Cameo/MCA) 23/11

Rotations: Heavy 0, Medium 1/0, Light 22/11, Total Adds 11, WAEB, WFSL, WNAM, KIOA, WSKY, WCHV, WAGE, WZLQ, WFFX, I94, WKUS, Medium KKLK

PAUL YOUNG "Everything Must Change" (Columbia) 23/1

Rotations: Heavy 1/0, Medium 7/0, Light 15/1, Total Adds 1, WTRX, Heavy WFSL, Medium WMMJ, WSKI, KTYL, KFSB, KWEB, KRBS, KALE

JONI MITCHELL "Good Friends" (Geffen) 21/2

Rotations: Heavy 0, Medium 7/0, Light 14/2, Total Adds 2, KWFM, WJON, Medium WMGN, WEIM, WGLL, WSKY, WCKO, KRLV, KALE

SIMPLE MINDS "Alive & Kicking" (Virgin/A&M) 18/1

Rotations: Heavy 5/0, Medium 8/1, Light 5/0, Total Adds 1, WMGN, Heavy WARM99, KO99, KKUA, WMMJ, WSKY, Medium including KMGG, V100, WKYE, WAVE, WFMK

RAY PARKER JR. "One Sided Love Affair" (Arista) 17/5

Rotations: Heavy 0, Medium 5/2, Light 12/3, Total Adds 5, WGLL, WAHR, KKLK, KQSW, KMGG, Medium including WFFX, WMT-FM, KALE

JENNIFER RUSH "The Power Of Love" (Epic) 15/14

Rotations: Heavy 0, Medium 0, Light 15/14, Total Adds 14, WAEB, WNAM, WSKI, WGSV, WORG, WKYX, WAEV, KTYL, KRBS, KKLK, KQSW, KRBS, KMGG, KALE

DIANE SCHUUR & JOSE FELICIANO "By Design" (GRP) 14/4

Rotations: Heavy 0, Medium 4/0, Light 10/4, Total Adds 4, WAVE, KRBL, KWFM, WJON, Medium KIFM, WEIM, WGLL, WMT-FM

SURVIVOR "Burning Heart" (Scotti Bros./CBS) 13/5

Rotations: Heavy 2/0, Medium 6/3, Light 5/2, Total Adds 5, WARM99, WLTF, KUDL, WMHE, WTNV, Heavy WCKO, WKYX, Medium including WHTX, V100, KQSW

EDDIE MURPHY "Party All The Time" (Columbia) 13/1

Rotations: Heavy 5/1, Medium 4/0, Light 4/0, Total Adds 1, WMGN, Heavy including KMGG, B100, WKYE, KRLB, Medium including WRKA, WMHE, KKUA

DAN SEALS "Boo" (EMI America) 12/4

Rotations: Heavy 1/0, Medium 3/0, Light 8/4, Total Adds 4, WJDX, WMT-FM, KKLK, KALE, Heavy WAHR, Medium WEIM, KTYL, KFSB

FRANKIE VALLI & FOUR SEASONS "Moonlight Memories" (Curb/MCA) 10/0

Rotations: Heavy 0, Medium 4/0, Light 6/0, Total Adds 0, Medium WAEB, WTRX, WEIM, WCHV

BRYAN ADAMS "Christmas Time" (A&M) 9/7

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 7, B100, WFSM, WKGW, WIVY, WAVE, WSKI, Medium WRKA

PAUL McCARTNEY "Spies Like Us" (Capitol) 8/2

Rotations: Heavy 0, Medium 4/0, Light 5/2, Total Adds 2, WRKA, KO99, Medium KEY103, KRLB, KTYL, KALE

A-HA "The Sun Always Shines On T.V." (Reprise/WB) 8/1

Rotations: Heavy 0, Medium 4/0, Light 5/1, Total Adds 1, WHNN, Medium WEIM, WSKI, WCKO, KALE

MR. MISTER "Kyrin" (RCA) 8/0

Rotations: Heavy 0, Medium 2/2, Light 6/6, Total Adds 8 including WHTX, WMMJ, WEIM, WSKY, KRLB, KALE, Medium WGLL, KTYL

NIGHT RANGER "Goodbye" (Cameo/MCA) 8/1

Rotations: Heavy 0, Medium 3/0, Light 5/1, Total Adds 1, WENS, Medium WHTX, WKYX, KTYL

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

COUNTRY

TOP 50

Three Weeks
Street Weeks

Three Weeks	Street Weeks	Rank	Artist	Title	Label
6	2	1	DAN SEALS	Bop	(EMI America)
5	3	2	NITTY GRITTY DIRT BAND	Home Again In My Heart	(WB)
15	10	3	FORESTER SISTERS	Just In Case	(WB)
9	7	4	ROSANNE CASH	Never Be You	(Columbia)
20	13	5	CRYSTAL GAYLE & GARY MORRIS	Makin' Up For Lost Time	(WB)
1	1	6	KENNY ROGERS	Morning Desire	(RCA)
19	14	7	JUICE NEWTON	Hurt	(RCA)
11	9	8	REBA MCENTIRE	Only In My Mind	(MCA)
22	16	9	RESTLESS HEART	Heartbreak Kid	(RCA)
26	21	10	OAK RIDGE BOYS	Come On In (You Did The Best You Could Do)	(MCA)
23	18	11	JOHN CONLEE	The Old School	(MCA)
21	17	12	GENE WATSON	Memories To Burn	(Epic)
25	19	13	MARIE OSMOND	There's No Stopping Your Heart	(Capitol/Curb)
29	23	14	STEVE WARINER	You Can Dream Of Me	(MCA)
16	12	15	EDDIE RABBITT	A World Without Love	(RCA)
28	24	16	T. GRAHAM BROWN	Tell It Like It Used To Be	(Capitol)
34	29	17	GLEN CAMPBELL	It's Just A Matter Of Time	(Atlantic America)
32	27	18	GEORGE JONES	The One I Loved Back Then	(Epic)
2	4	11	JUDOS	Have Mercy	(RCA/Curb)
40	32	25	DOLLY PARTON	Think About Love	(RCA)
31	28	24	WAYLON JENNINGS	The Devil's On The Loose	(RCA)
7	5	6	JANIE FRICKE	Somebody Else's Fire	(Columbia)
46	39	29	EXILE	I Could Get Used To You	(Epic)
33	30	26	BILLY JOE ROYAL	Burned Like A Rocket	(Atlantic America)
37	33	30	SYLVIA & MICHAEL JOHNSON	Love You By Heart	(RCA)
44	34	32	BARBARA MANORELL	Fast Lanes & Country Roads	(MCA)
41	38	31	SOUTHERN PACIFIC	Perfect Stranger	(WB)
27	25	23	CONWAY TWITTY	The Legend And The Man	(WB)
38	35	32	VINCE GILL	Oklahoma Borderline	(RCA)
3	6	17	GEORGE STRAIT	The Chair	(MCA)
44	41	37	CHARLY McCLAIN with WAYNE MASSEY	You Are My Music, You Are My Song	(Epic)
42	40	35	JOHN ANDERSON	Down In Tennessee	(WB)
47	43	39	MARK GRAY	Please Be Love	(Columbia)
49	41	41	EDDY RAVEN	You Should Have Been Gone By Now	(RCA)
8	11	21	SAWYER BROWN	Betty's Bein' Bad	(Capitol/Curb)
BREAKER	20	34	JOHN SCHNEIDER	What's A Memory Like You	(MCA)
13	15	27	DON WILLIAMS	It's Time For Love	(MCA)
BREAKER	20	36	JOHN DENVER	Dreamland Express	(RCA)
50	42	40	JAMES TAYLOR	Everyday	(Columbia)
49	46	44	JUDY RODMAN	Sure Need Your Lovin'	(MTM)
50	47	45	TOM JONES	It's Four In The Morning	(PolyGram)
4	8	28	MEL McDANIEL	Stand Up	(Capitol)
35	34	33	CHANCE	She Told Me Yes	(Mercury/PG)
DEBUT	20	43	CHARLIE DANIELS BAND	Still Hurtin' Me	(Epic)
DEBUT	20	45	MICKY GILLEY	Your Memory Ain't What It Used To Be	(Epic)
DEBUT	20	46	LOUISE MANORELL	Some Girls Have All The Luck	(RCA)
DEBUT	20	47	LEE GREENWOOD	Don't Underestimate My Love	(MCA)
39	37	36	WHITES!	Don't Want To Get Over You	(MCA/Curb)
10	20	38	EARL THOMAS CONLEY	Nobody Falls Like A Fool	(RCA)
DEBUT	20	48	T.G. SHEPPARD	In Over My Heart	(Columbia)

DECEMBER 20, 1985

Total Reports/Adds	Heavy	Medium	Light
165/0	151	13	1
161/0	136	21	4
164/1	121	38	5
155/0	128	22	5
167/0	112	54	1
155/0	128	20	7
165/0	104	54	7
151/0	109	30	12
159/0	93	52	14
165/1	63	92	10
153/0	87	60	6
149/2	95	44	10
163/1	62	92	9
164/2	45	110	9
143/1	89	44	10
158/3	48	92	18
160/7	17	114	29
150/3	29	99	22
118/0	61	37	20
156/7	12	115	29
153/6	12	110	31
118/0	61	34	23
155/12	9	100	46
134/9	28	74	32
147/9	14	97	36
152/19	6	87	59
142/14	13	85	44
126/0	30	70	26
138/5	6	94	38
96/0	36	40	20
132/15	9	76	47
129/11	7	79	43
129/20	8	67	54
137/20	2	64	71
85/0	31	36	18
125/27	3	44	78
71/0	26	26	19
118/27	2	42	74
95/13	7	46	42
102/13	2	45	55
92/15	7	41	44
62/0	18	21	23
68/1	8	39	21
75/9	2	33	40
87/32	0	26	62
89/23	3	18	68
77/54	1	14	62
57/0	8	32	17
43/0	7	21	15
64/35	0	13	51

MOST ADDED

- LEE GREENWOOD (54)
Don't Underestimate My Love (MCA)
- T. G. SHEPPARD (35)
In Over My Heart (Columbia)
- MICKY GILLEY (32)
Your Memory Ain't What It Used To Be (Epic)
- GARY MORRIS (29)
100% Chance Of Rain (WB)
- JOHN DENVER (27)
Dreamland Express (RCA)
- JOHN SCHNEIDER (27)
What's A Memory Like You (MCA)
- LOUISE MANORELL (23)
Some Girls Have All The Luck (RCA)
- EDDY RAVEN (20)
You Should Have Been Gone By Now (RCA)
- MARK GRAY (20)
Please Be Love (Columbia)
- BARBARA MANORELL (19)
Fast Lanes & Country Roads (MCA)

HOTTEST

- DAN SEALS (119)
Bop (EMI America)
- KENNY ROGERS (79)
Morning Desire (RCA)
- CRYSTAL GAYLE & GARY MORRIS (50)
Makin' Up For Lost Time (WB)
- ROSANNE CASH (44)
Never Be You (Columbia)
- NITTY GRITTY DIRT BAND (43)
Home Again In My Heart (WB)
- FORESTER SISTERS (36)
Just In Case (WB)
- JUICE NEWTON (31)
Hurt (RCA)
- OAK RIDGE BOYS (24)
Come On In (You Did The Best...) (MCA)
- RESTLESS HEART (24)
Heartbreak Kid (RCA)
- MARIE OSMOND (23)
There's No Stopping Your Heart (Capitol/Curb)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

JOHN SCHNEIDER
What's A Memory Like You . . . (MCA)

On 3% of reporting stations. Rotations: Heavy 44, Medium 78, Light 28 including WPTR, WTCR, WHN, WYAK, KYKR, WZZK, KILT-FM, WSIX, WMNI, WDGY, WIL, KRAK, KMPS, KGA, KIIM. A most added record. Moves 43-36 on the Country chart.

JOHN DENVER
Dreamland Express (RCA)

On 71% of reporting stations. Rotations: Heavy 2, Medium 42, Light 74, Total Adds 27 including WBOS, WAJR, WXTU, KEAN, KASE, WSOC, WESC, WAMZ, WRNL, KSO, KFKF, K102, KVOO, KSOP, KCKC. A most added record. Moves 47-38 on the Country chart.

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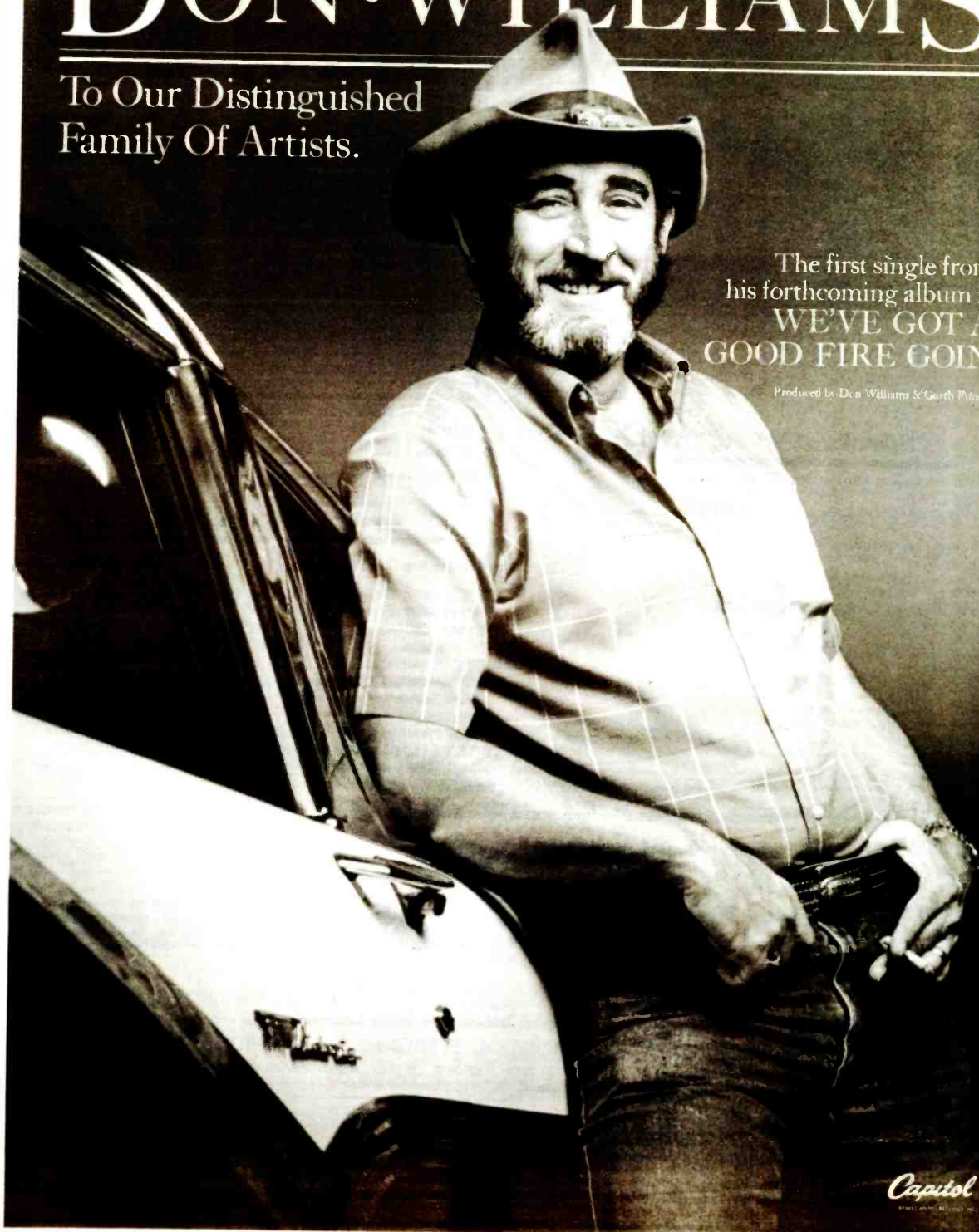
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his forthcoming album is
**WE'VE GOT A
GOOD FIRE GOIN'**

Produced by Don Williams & Garth Pridgen



Capitol
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COUNTRY

NEW & ACTIVE

JAMES TAYLOR "Everyday" (Columbia) 95/13
 Rotations: Heavy 7, Medium 46, Light 42, Total Adds 13, WPTX, WAJR, WSIX, WONE, KWMT, KFKE, WTHI, KUUY, KUGN, KOBL, KSOP, KMPS, KRPM. Moves: 40-42-39 on the Country chart.

LOUISE MANDELL "Some Girls Have All The Luck" (RCA) 89/23
 Rotations: Heavy 3, Medium 18, Light 68, Total Adds 23, WQBE, WXTU, WDSY, WSOC, WSIX, WCMC, WYNG, WFM5, KUDY, WKCL, WTHI, KVOO, KUUY, KCFY, KMPS.

MICKEY GILLEY "Your Memory Ain't What It Used To Be" (Epic) 87/32
 Rotations: Heavy 0, Medium 25, Light 62, Total Adds 32 including WQNA, WBO5, WRYG, WNYA, WVMI, WUSY, WMAZ, WRK, KSO, WKQA, KIK-FM, KUGN, KEIN, KOLO, KGA. Debuts at number 45 on the Country chart.

LEE GREENWOOD "Don't Underestimate My Love" (MCA) 77/64
 Rotations: Heavy 1, Medium 14, Light 62, Total Adds 54 including WRKZ, WTCR, KASE, WUSY, WSM, WPKA, WTOR, WQBE, WYLL, WQW, KUZZ, KJZZ, KCCY, KTCM, KCBJ, Debut at number 47 on the Country chart.

CHARLIE DANIELS BAND "Sittin' Harlin' Me" (Epic) 75/9
 Rotations: Heavy 2, Medium 33, Light 40, Total Adds 9, WCAO, WBO5, WBSO, KPLX, WESC, KIKK, KSSN, KXYK, WSLR, WCKI, WYNG, Heavy WMAZ, WCUZ, Medium WNYA, KRYX, KUZZ, KOIL, KSOP. Debuts at number 44 on the Country chart.

T.G. SHEPPARD "In Over My Heart" (Columbia) 64/35
 Rotations: Heavy 0, Medium 13, Light 51, Total Adds 35 including WXTU, WDSY, WFOR, WTVY, WESC, WLVI, WQYK, KUDY, KVOO, KQKH, KIZN, KYEG, KOLO, KTCM, KRCR. Debuts at number 50 on the Country chart.

CON HUNLEY "What Am I Gonna Do About You" (Capitol) 59/9
 Rotations: Heavy 1, Medium 20, Light 38, Total Adds 9, WBGW, WTCR, KRYX, WMAZ, WRNL, KWMT, WYJO, KVOC, KTCM, Heavy WYK, Medium WEZL, WTOR, WTCM, KKAL.

RAZZY BAILEY "Did Blue Yodeler" (MCA) 57/11
 Rotations: Heavy 1, Medium 12, Light 44, Total Adds 11, WBGW, WNYA, WVMI, WESC, KILT-FM, KXYK, WCMC, WPKA, WTHI, KIZN, KVOO, KQKH, KIZN, KYEG, KOLO, KTCM, KRCR.

PATTY LOVELESS "Lonely Days, Lonely Nights" (MCA) 57/9
 Rotations: Heavy 1, Medium 17, Light 39, Total Adds 9, WESC, WQBE, WQYK, KJNE, WRK, KBMR, KWMT, KCJB, WYCL, Heavy KIKK, Medium WQNA, WYAM, WTVY, KRKT, KOLO.

SHOPPE "While The Moon's In Town" (MTM) 53/9
 Rotations: Heavy 1, Medium 15, Light 37, Total Adds 9, WQBE, WTCR, KEAN, WXBQ, WEZL, WUSY, WCMC, WUSQ, WITL, Heavy KRPM, Medium WQYK, WTCM, KQKH, KRWO, KQKL.

MERLE HAGGARD "American Waltz" (Epic) 53/8
 Rotations: Heavy 0, Medium 22, Light 31, Total Adds 8, WVMI, WESC, WLVI, WRK, KWMT, KCJB, KTRK, Medium WTSV, WCVR, KUZZ, KNIX, KTCM, KSOP, KQKC, KXIM.

EMMYLOU HARRIS "Timberline" (WB) 52/1
 Rotations: Heavy 1, Medium 19, Light 32, Total Adds 1, WRK, Heavy KIGO, Medium, WEZL, WTVY, KRYK, KBMR, WDAF, WITL, WQW, WTCM, KIK-FM, KOIL, KOLO, KSOP.

SIGNIFICANT ACTION

ROBIN LEE "Safe In The Arms Of Love" (Evergreen) 49/3
 Rotations: Heavy 3, Medium 16, Light 30, Total Adds 3, WFOR, WUSN, WCKI, Heavy WYAM, KIKK, WPAW, Medium WESC, WITL, KRWO, KQGO.

OSMOND BROTHERS "Baby When Your Heart Breaks Down" (Emi America/Curb) 44/9
 Rotations: Heavy 3, Medium 11, Light 30, Total Adds 9, WCAO, WNYA, WESC, KJNE, KSO, WKCO, WQW, WTCM, KOLO, Heavy KFDI.

RANDY TRAVIS "1982" (WB) 41/15
 Rotations: Heavy 0, Medium 9, Light 32, Total Adds 15 including WYAM, WBGW, WNYA, WLVI, WKIX, KWMT, WITL, KEIN, KOLO, KSOP.

GARY MORRIS "100% Chance Of Rain" (WB) 36/29
 Rotations: Heavy 0, Medium 2, Light 34, Total Adds 29 including WBGW, WYLL, KIKK, WOKK, WLVI, WAXX, KUDY, WYJO, KKAL, KVOC.

JOHNNY RODRIGUEZ "She Don't Cry Like She Used To" (Epic) 36/17
 Rotations: Heavy 2, Medium 8, Light 26, Total Adds 17 including KRRY, KASE, WOKK, KBMR, WITL, WBCS, KVOO, KRST, KUDY, KOIL.

BRENDA LEE "Why You Been Gone So Long" (MCA) 32/8
 Rotations: Heavy 1, Medium 4, Light 27, Total Adds 8, WQNA, KRRY, WEZL, WTVY, KSOL, KWMT, KIK-FM, KSOP, Heavy KIKK, Medium KRYK.

GUS HARDIN "What We Gonna Do" (RCA) 31/14
 Rotations: Heavy 0, Medium 4, Light 27, Total Adds 14 including WQBE, WTSV, WUSY, WOKK, WLVI, KIOV, KTRK, WTCM, KEIN, KIGO.

RAY PRICE "Five Fingers" (Step One) 30/6
 Rotations: Heavy 0, Medium 4, Light 26, Total Adds 6, WBGW, WLVI, KRYK, WAXX, WTCM, KUUY, Medium WITL, WQW, KRWO, KSOP.

JOHNNY PAYCHECK "Everything Is Changing" (AMI) 27/3
 Rotations: Heavy 1, Medium 8, Light 18, Total Adds 3, KSSN, KTRK, KIGO, Heavy WPAW, Medium KRYK, WRK, WITL, WQW, KFDI, KOLO.

MARTY STUART "Arlene" (Columbia) 25/10
 Rotations: Heavy 0, Medium 4, Light 22, Total Adds 10, WGTG, KIKK, WKIX, KSO, WDAF, KIZN, KKCS, KRWO, KTCM, KSOP.

JIM GLASER "If I Don't Love You" (Noble Vision/MCA) 26/7
 Rotations: Heavy 0, Medium 7, Light 19, Total Adds 7, KRRY, WXBQ, WLVI, WDAF, KVOC, KSOP, KGA, Medium WBGW, WQBE, KIKK.

BILLY BURNETTE "Try Me" (MCA/Curb) 25/4
 Rotations: Heavy 0, Medium 6, Light 19, Total Adds 4, WCAO, WLVI, WPAW, KSOP, Medium WQYK, WKCL, KRWO, KEIN, KIGO.

BRUCE HAUSER & SAWMILL CREEK... "I Just Came Back (To Break My Heart)" (Cross Country) 19/5
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 5, WCAO, WTCR, KEAN, KRRY, KRWO, Medium KBMR, Light WCVR, KFDI, KRKT, KYEG.

CHUCK PYLE "Breathless In The Night" (Urban Sound) 18/4
 Rotations: Heavy 0, Medium 4, Light 14, Total Adds 4, WQNA, WLVI, KRWO, KSOP, Medium WYAM, KRKT, KIGO, Light, WKIX, WAXX, WDAF.

STATLERS "Sweeter And Sweeter" (Mercury/PolyGram) 17/17
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 17 including WRKZ, WYLL, KSSN, WRK, WTOR, WDAF, KUDY, KFDI, KUZZ, KRKL.

SONNY CURTIS "How I've Got A Heart Of Gold" (Steem) 17/8
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 8, WQNA, WCAO, WBGW, WDAF, WITL, WKCL, KRKT, KSOP, Light, KRRY, WLVI.

MASON DIXON "Got My Heart Set On You" (Texas) 17/5
 Rotations: Heavy 0, Medium 2, Light 15, Total Adds 5, WYAM, WYLL, KRYK, KXYK, KFDI, Medium, KPLX, Light, WTCM, KVOO, KTCM, KQGO.

CARL JACKSON "You Are The Rock (And I'm A Rolling Stone)" (Columbia) 15/3
 Rotations: Heavy 0, Medium 5, Light 10, Total Adds 3, WPAW, KRYK, KRWO, Medium, WTVY, WQW, KFDI, KRKT, Light, WOKK, WCUZ, KUZZ.

CHARLEY PRIDE "The Best There Is" (RCA) 14/13
 Rotations: Heavy 0, Medium 2, Light 12, Total Adds 3, WBGW, WTSV, WYLL, KSSN, WPKA, KCJB, WQW, WTCM, KVOC, KOIL.

BOBBY BLUE "Once Upon A Time" (Nite) 14/5
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 5, WQNA, WYAM, WBGW, WQYK, Medium, KRKT, Light, KRRY, WQBE, KEIN, KTCM, KIGO.

DRY RAIN "And When I Die" (Revolver) 12/3
 Rotations: Heavy 0, Medium 0, Light 12, Total Adds 3, WQNA, WOKD, WTVY, Light, WYAM, WNYA, WYLL, KRYK, KJNE, KRKT, KKAL.

RONNY ROBBINS "It's The Lovest That Give Love A Bad Name" (Columbia) 11/2
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 2, WTCM, KOIL, Medium, WCAO, Light, WCVR, WEZL, WPAW, KSO, WQBE, KFDI, KKAL.

JAY CLARK "Love Gone Bad" (Concorde) 11/1
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 13 including WQNA, Light, KASE, WTVY, WLVI, WPKA, KRYK, WQW, KVOO, KFDI.

KENNY ROGERS "Goodbye Marie" (Liberty) 10/9
 Rotations: Heavy 0, Medium 2, Light 8, Total Adds 9, WYAM, WYLL, WGRK, WTOR, WAXX, KXYK, WQW, KVOO, KQKC, Medium, WQBE.

KEVIN PEARCE "Pink Cadillac" (Orlando) 9/3
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 3, WBGW, KEIN, KIGO, Light, KEAN, WGTG, KVOO, KRWO.

WILLIE NELSON & HANK WILLIAMS "I Told A Lie To My Heart" (Columbia) 8/2
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, KRYK, KWMT, Medium, KRYK, Light, WYAM, WYLL, WQW, WTCM.

MARK NESLER "Let's Make A Memory" (Farmian) 8/1
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WPAW, Medium, KRYK, Light, KEAN, WOKK, KRYK, WAXX, KVOO, KFDI.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
JUDDS/Rockin' With The Rhythm... (RCA/Curb)	Rockin' With The Rhythm
CONWAY TWITTY/Lay Me Down Carolina (WB)	Chasin' Rainbows
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	The Forester Sisters
KENNY ROGERS/Tomb Of The Unknown Love (RCA)	Heart Of The Matter
GEORGE STRAIT/In Too Deep (MCA)	Something Special
STEVE WARINER/She's Crazy For Leaving (MCA)	Life's Highway
SAWYER BROWN/Shakin' (Capitol/Curb)	Shakin'
BIG RIVER/Muddy Water (MCA)	Big River Soundtrack
GEORGE STRAIT/Dance Time In Texas (MCA)	Something Special
NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB)	Partners, Brothers, And...
GARY MORRIS/Anything Goes (WB)	Anything Goes
BAMA BAND/Stone Cold And Country (Complet/PG)	Bama Band

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RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

158 REPORTS

DECEMBER 20, 1985

Rank	Weeks	Artist/Album	Total Reports/Adds	Power	Heavy	Medium
1	1	ZZ TOP /Afterburner (WB)				
2	2	PETE TOWNSHEND /White City (Atco)				
3	3	STEVIE NICKS /Rock A Little (Modern/Atco)				
4	4	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)				
5	5	MIKE & THE MECHANICS /Mike & The Mechanics (Atlantic)				
6	6	TOM PETTY & THE HEARTBREAKERS /Pack Up The Plantation - Live (MCA)				
7	7	SIMPLE MINDS /Once Upon A Time (Virgin/A&M)				
8	8	RUSH /Power Windows (Mercury/PG)				
9	9	MR. MISTER /Welcome To The Real World (RCA)				
10	10	PAT BENATAR /Seven The Hard Way (Chrysalis)				
11	11	ASIA /Astra (Geffen)				
12	12	DIRE STRAITS /Brothers In Arms (WB)				
13	13	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)				
14	14	ALARM /Strength (IRS/MCA)				
15	15	ROCKY IV /Soundtrack (Scotti Bros./CBS)				
16	16	DREAM ACADEMY /Dream Academy (Reprise/WB)				
17	17	CARS /Greatest Hits (Elektra)				
18	18	ROGER DALTRY /Under A Raging Moon (Atlantic)				
19	19	HOOTERS /Nervous Night (Columbia)				
20	20	DIVINYLS /What A Life (Chrysalis)				
21	21	STARSHIP /Knee Deep In The Hoopla (RCA)				
22	22	AEROSMITH /Done With Mirrors (Geffen)				
23	23	INXS /Listen Like Thieves (Atlantic)				
24	24	WANG CHUNG /To Live And Die In L.A. (Geffen)				
25	25	NIGHT RANGER /7 Wishes (Cameo/MCA)				
26	26	STING /The Dream Of The Blue Turtles (A&M)				
27	27	DOKKEN /Under Lock And Key (Elektra)				
28	28	TWISTED SISTER /Come Out And Play (Atlantic)				
29	29	JONI MITCHELL /Dog Eat Dog (Geffen)				
30	30	BON JOVI /7800 Fahrenheit (Mercury/PG)				
31	31	CHARLIE SEXTON /Pictures For Pleasure (MCA)				
32	32	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Soul To Soul (Epic)				
33	33	THOMPSON TWINS /Here's To Future Days (Arista)				
34	34	PHANTOM, ROCKER & SLICK /Phantom, Rocker & Slick (EMI America)				
35	35	HEART /Heart (Capitol)				
36	36	LOVERBOY /Lovin' Every Minute Of It (Columbia)				
37	37	OUTFIELD /Play Deep (Columbia)				
38	38	CLARENCE CLEMONS /Hero (Columbia)				
39	39	BRYAN ADAMS /Reckless (A&M)				
40	40	JON ANDERSON /3 Ships (Elektra)				
		"Stages" (136) "Can't Stop" (101) "Rough" (60)	149=0	51-	134-	13=
		"Face" (129) "Blood" (116) "Hiding" (29)	155=1	50+	137+	17=
		"Talk" (126) "Wait" (121) "Imperial" (12)	151-1	59-	130-	19+
		"Justice" (65) "Small" (59) "Rain" (42)	136+7	23-	88-	47+
		"Silent Running" (150)	152+1	37+	109+	43-
		"So You Want" (103) "Needles" (79) "Bring" (50)	134+5	9-	52+	74-
		"Sanctify" (91) "Alive" (80) "Once" (11)	134-4	22-	83-	45+
		"Manhattan" (114) "Money" (41) "Territories" (38)	126-0	10-	68-	54+
		"Kyrie" (141) "Broken" (16)	145+1	26+	94+	50-
		"Sex" (107) "Le Bel Age" (53)	135-2	17-	81-	47+
		"Go" (104) "Too Late" (65)	131-0	14-	69-	58+
		"Ride" (70) "Walk" (44) "World" (13)	113+13	17-	52-	52+
		"My Hometown" (111)	114+8	30+	81+	29-
		"Strength" (133)	135+5	14+	49+	79+
		"Burning" (101) "Living" (20) "No Easy Way" (12)	112-4	25+	70+	36-
		"Life" (125)	127+2	14+	56+	62-
		"Tonight She Comes" (100)	100-0	27-	72-	28+
		"Let Me Down Easy" (106) "Raging" (21)	116+8	4=	35+	75+
		"Day By Day" (130)	131+20	3=	35+	81+
		"Pleasure And Pain" (114)	116-1	8+	39=	65-
		"Sara" (98)	107+3	4=	33+	70+
		"Shela" (96) "Let The Music" (25)	105+5	2=	14-	78+
		"What You Need" (57) "This Time" (41)	91+9	6-	27-	54+
		"To Live And Die" (85)	87-1	12-	51-	33-
		"Goodbye" (86)	87=2	9=	47+	40-
		"Russians" (76) "Seventh Wave" (17)	87+6	4+	20+	59+
		"The Hunter" (101)	103+7	0=	10+	73+
		"Leader" (86) "Be Chrool" (13)	94-2	1-	12-	67+
		"Good Friends" (72) "Toys" (11) "Dog" (10)	77-0	3-	19-	50-
		"Silent Night" (105)	105+14	0=	10+	75+
		"Beat's So Lonely" (85)	92+12	1=	17+	62+
		"Change It" (60)	69-1	2-	20-	41-
		"King For A Day" (50) "Roll Over" (22)	70+10	2-	24+	40+
		"My Mistake" (76) "Men" (16)	85+15	0-	11-	59+
		"Looks" (28) "Never" (21)	47+3	10-	21-	24+
		"Dangerous" (62)	70-1	0=	11-	55-
		"Your Love" (65)	69+10	0-	13+	50+
		"Friend Of Mine" (56)	59-0	8-	28+	25-
		"It's Only Love" (50)	50-0	4=	28-	20-
		"Easier Said" (50) "Three Ships" (11)	68+19	3+	15+	35+

BREAKERS

No albums qualified for Breaker status this week.

The Waterboys' album This Is The Sea.

"If there are people out there who can listen to 'Don't Bang The Drum', or 'Whole Of The Moon', or the title track, without a sense of elation, then these same people should be checked out for other signs of life."

Rockpool

The Waterboys' single Whole Of The Moon.

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.

TWISTED SISTER



**"Come Out
And Play"**

BREAKERS

ALBUMS 28

Featuring
**"Leader
Of The Pack"**

TRACKS 32



© 1983 Atlantic Recording Corp. & Warner Communications Co.

AOR ALBUMS

MOST ADDED

HOOTERS (28)
Nervous Night (Columbia)
JON ANDERSON (19)
3 Ships (Elektra)
PHANTOM, ROCKER & SLICK (15)
Phantom, Rocker & Slick (EMI America)
BON JOVI (14)
7800 Fahrenheit (Mercury/PolyGram)
DRE STRAITS (13)
Brothers In Arms (WB)

HOTTEST

STEVIE NICKS (59)
Rock A Little (Modern/Atco)
ZZ TOP (51)
Afterburner (WB)
PETE TOWNSHEND (50)
White City (Atco)
MIKE & THE MECHANICS (37)
Mike & The Mechanics (Atlantic)
BRUCE SPRINGSTEEN (30)
Born In The U.S.A. (Columbia)

NEW & ACTIVE

JETHRO TULL with the **LONDON SYMPHONY ORCHESTRA** "A Classic Case" (RCA) 60/6 (60/17)

Adds including KGB, WHCN, KLAQ, KMOD, WRUF, KFMQ, KTYD, Heavy 5, KZEW, WLUP, KAZY, KISW, CFOX. Medium 46 including DC101, WLVO, KDSH, KOME, WPLY, WONE, KDJK, KLPX.

MOLLY HATCHET "Double Trouble Live" (Epic) 54/6 (52/7)

Adds: WIYY, WCCC, WRCN, KFMG, KQWB, WCPZ, Heavy 2; KZEW, WZZQ. Medium 28 including WHJY, DC101, WLVO, WPDH, WDIZ, KEZO, KICT, KLPX.

CRUZADOS "CruzaDOS" (Arista) 50/11 (44/7)

Adds including WXRK, WOFM, KGB, WHCN, WDIZ, KISS, WAPL, KILO, Heavy 4; WBCN, KRIX, KSPN, KTCL. Medium 35 including KZEW, KSRR, WLUP, WXRT, KYYS, KROQ.

TONY CAREY "Blue Highway" (MCA) 49/1 (48/2)

Adds: CFOX, Heavy 5 including WYSP, KRIX, WIZN. Medium 37 including WXRK, WYNF, WLLZ, WRIF, WOFM, KOME, KLB, KATT.

HEART "Heart" (Capitol) 47/3 (46/6)

Adds: WDIZ, KILO, WGR, Powers 10; Heavy 21 including WBCN, KLLO, KSRR, WEBN, WLLZ, WRIF, WOFM, KGB, KISW. Medium 24 including WIYY, WBAB, KSHE, KLOS, KGON, WAAF, KATT.

HOODOO GURUS "Mars Needs Guitars!" (Big Time) 40/7 (40/5)

Adds: KAZY, WRCN, WAQY, WONE, WTUE, WTPA, WZZQ, Heavy 3 including KNCN, Medium 35 including WHJY, KZEW, KSRR, WXRT, WOFM, KBCO, KROQ, KGB.

CLASH "Cut The Crap" (Epic) 48/3 (48/6)

Adds: WHCN, WRXL, KFMX, Heavy 5 including KROQ, WLIR, KTCL. Medium 34 including WBAB, KZEW, KLLO, WNOR, WXRT, KBPI, WLAV, KILO.

SCORPIONS "World Wide Live" (Mercury/PolyGram) 45/4 (48/18)

Adds: DC101, WLLZ, KOME, WAPL, Heavy 0; Medium 24 including WHJY, WOFM, KLOS, WHEB, KLAQ, WDIZ, KATT, WIQT.

BIG AUDIO DYNAMITE "This Is Big Audio Dynamite" (Columbia) 40/9 (31/15)

Adds including WPDH, WAQY, KLB, KNCN, WRKI, WVVV, Powers 4; Heavy 10 including WBCN, WXRT, KROQ, WLIR. Medium 17 including WNEW, WLUP, WOFM, WOBK, WLAV, KOZZ.

DEL FUEGOS "Boston, Mass." (Slash/WB) 31/3 (30/1)

Adds: WLUP, WHFS, WYSP, Powers 2; Heavy 7; WBCN, KORS, KBCO, WHEB, KLB, KRIX, KTCL. Medium 20 including WHJY, KZEW, KLLO, KSRR, WNOR, KLOS, KROQ, KGB.

WHITE NIGHTS "Soundtrack" (Atlantic) 30/6 (24/8)

Adds: KTQX, KBCO, WHEB, KLAQ, KFMX, KXZL, Powers 1; Heavy 3 including WZEW, KLYY. Medium 16 including WXRT, WLVO, WOFM, KINK, KLB, KNCN, WBLM.

COREY HART "Boy In The Box" (EMI America) 30/2 (29/1)

Adds: WHEB, WRUF, Heavy 6 including KBPI, WPLR, KLB, KATT. Medium 21 including Q107, WQBK, WKLC, WAQY, WXL, KGGG, KOMP, KDKB.

JOE LYNN TURNER "Rescue You" (Elektra) 27/5 (24/7)

Adds: WLLZ, KORS, WPLY, KILO, KWHL, Heavy 2; WAAF, KRIX. Medium 22 including WHJY, DC101, KSRR, WOFM, WYSP, WPDH, KLAQ, KMOD.

CULT "Love" (Sire/WB) 25/1 (25/2)

Adds: CHOM, Powers 1; Heavy 4 including WHFS, WLIR. Medium 16 including KZEW, WOFM, KROQ, WHEB, WAAF, KNCN, KLAQ, KMOD.

SADE "Promises" (Portrait/CBS) 24/1 (23/2)

Adds: WBLM, Powers 5; Heavy 14 including KTCZ, KAZY, KBCO, KINK, CFOX, WQBK, WONE, KKGR. Medium 8 including WXRT, WHFS, WRDU.

MARSHALL CRENshaw "Downtown" (WB) 23/4 (20/3)

Adds: WE2X, WIZN, WZEW, WCXT, Heavy 5 including WXRT, KSPN, KTCL, KVRE. Medium 14 including WMMR, DC101, WRIF, WOFM, KBCO, WHFS, WHEB, KILO.

WALL OF VOODOO "Seven Days In Sunnystraw" (IRS/MCA) 17/1 (17/2)

Adds: KTYD, Heavy 1; CFNY. Medium 15 including WXRT, KROQ, WHFS, WLIR, KATT.

ECHO & THE BUNNYMEN "Songs To Learn And Sing" (Sire/WB) 15/0 (15/1)

Heavy 4 including WLIR, KTCL. Medium 8 including WXRT, KROQ, WHFS, KSTM.

MASON RUFFNER "Mason Ruffner" (CBS Associated) 14/1 (13/1)

Adds: KSPN, Heavy 1; KTCL. Medium 9 including KAZY, WONE, WTUE, KSTM.

BLOW MONKEYS "Forbidden Fruit" (RCA) 13/0 (13/2)

Heavy 0; Medium 8 including KROQ, WHFS, WIZN, KZAM, KTCL.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDED — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

REGIONAL AOR ACTIVITY

EAST (continued)

STARBUCK PAUL TONER
ALAN ALBANI
STEVIE RICES
THOMPSON TRINIS
STEFAN HANSEN
BOB BROWN
ALAN ALBANI
STEVIE RICES
THOMPSON TRINIS
STEFAN HANSEN
BOB BROWN

WOUR-MManchester (802)225-8915
BOB OOK
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WWRN-Ocean City (301)228-4545
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WBRF-Wilmington (337)763-2005
BOB OOK
BOB OOK
BOB OOK
BOB OOK

SOUTH

PARALLEL ONE

WRLS-Ft. Collins (405)235-9040
BOB OOK
BOB OOK
BOB OOK
BOB OOK

KTGO-Dallas (214)528-5500
BOB OOK
BOB OOK
BOB OOK
BOB OOK

KLON-Houston (713)859-0097
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WSPR-Miami (305)515-1540
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WYVJ-Jacksonville (904)425-1055
BOB OOK
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PARALLEL TWO

WVQQ-Ocala (904)252-6194
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WVWF-Tampa (813)228-6996
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WKCF-Carrollton (813)228-1000
BOB OOK
BOB OOK
BOB OOK
BOB OOK

KMXJ-El Paso (915)884-8884
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WRLK-Richmond (804)828-9731
BOB OOK
BOB OOK
BOB OOK
BOB OOK

WVPR-Portland (503)515-1540
BOB OOK
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WVPR-Portland (503)515-1540
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KISS-San Antonio (512)325-8111
BOB OOK
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WDOZ-Idaho Falls (208)345-1802
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WFOF-Roseville (916)244-9932
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WVFF-Ft. Collins (970)342-0771
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WTKS-Panama City (904)438-7543
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WVPR-Portland (503)515-1540
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PARALLEL THREE

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KXLS-San Antonio (512)325-8111
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WVPR-Portland (503)515-1540
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PARALLEL ONE

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Continued on next page

REGIONAL AOR ACTIVITY

WEST (continued)

11/16/85
HWA/Anaheim
KFMQ/San Francisco
KJLV/Salt Lake City
KJZZ/Salt Lake City

KMTR/Portland
KMPV/Salt Lake City
KMPV/Salt Lake City
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KMPV/Salt Lake City

158 Reporters
141 Current Playlists

Two stations failed to report.
Their reports were frozen:

WZZO/Alentown
WHMD/Hammond

Fifteen stations
reported frozen lists:

CHEZ/Ottawa
91X/San Diego
K97/Edmonton
KJLV/Salt Lake City
KJZZ/Salt Lake City
KJLV/Salt Lake City
KJZZ/Salt Lake City
KJLV/Salt Lake City
KJZZ/Salt Lake City
KJLV/Salt Lake City
KJZZ/Salt Lake City
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KJLV/Salt Lake City
KJZZ/Salt Lake City
KJLV/Salt Lake City
KJZZ/Salt Lake City
KJLV/Salt Lake City
KJZZ/Salt Lake City

EAST

MOST ADDED Starship Mr. Mister Mike & The Mechanics

HOTTEST Lionel Richie Dionne & Friends Eddie Murphy

HR ADS & HOTS

SOUTH

MOST ADDED Starship Mike & The Mechanics Freddie Jackson

HOTTEST Lionel Richie Dionne & Friends Eddie Murphy

EAST
PARALLEL TWO

0189Atlanta, GA
Demetrius/Burton
ATLANTIC STARS
CHARLIE SETON (op)
STARSHIP
FORNIGHT
RAY PARFIS 20
RAY
LIONEL RICHI 1-1
EDDIE MURPHY 3-2
JOHN COOGAN 3-2
DIOMNE & FRIENDS 11-8
MIMI SOUND REC'D 16-10

WZOZBoston, MA
McKay/Cutler
BRIAN ACADEMY
FREDDIE JACKSON
BARBARA STRISAND
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-5

WYBRCharleston, WV
Ball/Hampton
READY FOR THE HOE
CHARLIE SETON (op)
RAY PARFIS 20
RAY
LIONEL RICHI 3-1
EDDIE MURPHY 3-2
JOHN COOGAN 3-2
DIOMNE & FRIENDS 12-5

KMWB, VA
Bob Shannon
STARSHIP
ATLANTIC STARS
NICKIE STANLEY
ROBERTS
EDDIE MURPHY 3-2
LIONEL RICHI 4-3
DIOMNE & FRIENDS 6-7
ELTON JOHN 8-4
DINE STRAITTS 10-7

WTRZJackson, NH
Jay Brady
STARSHIP
SHELIA E.
CRAVA TEAM
BARBARA STRISAND (op)
LIONEL RICHI 2-1
JOHN COOGAN 4-4
ELLY CRAWL 12-12
BRYAN ADAMS 20-12
DIOMNE & FRIENDS 23-20

WTICHartford, CT
Wall/West
BRYAN ADAMS
PETE TOMBAGO 22
TOP
ATLANTIC STARS
LIONEL RICHI 3-1
EDDIE MURPHY 3-2
JOHN COOGAN 3-2
DIOMNE & FRIENDS 11-5
MIMI SOUND REC'D 16-5

WMAEWashington, WV
Robinson/Cutler
STARSHIP
NICKIE STANLEY
ROBERTS
EDDIE MURPHY 3-2
LIONEL RICHI 4-3
DIOMNE & FRIENDS 12-7

WBZLWilmington, NC
Mills/Sprague
BALTIC
SUNDAY
FREDDIE JACKSON
CHARLIE SETON
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
ELLY CRAWL 12-12
BRYAN ADAMS 20-12

WLANFirmount, PA
Diamond/Carlo
none
ROBERTS
COLLINS & HOPKIN 1-1
JOHN COOGAN 3-2
LIONEL RICHI 4-4
SIMPLE RINGS 4-4
DIOMNE & FRIENDS 12-7

KCMVNew Haven, CT
Dap Ryback
none
STARSHIP
FREDDIE JACKSON
CRAVA TEAM
LIONEL RICHI 2-1
SIMPLE RINGS 4-4
DIOMNE & FRIENDS 11-7
SUNFLOVER 20-16

PARALLEL THREE

0189Atlanta, GA
Snoke/Kelley
WFLX/Providence, IN
Jonathan Black
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7

WZLXProvidence, IN
Jonathan Black
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WZLXProvidence, IN
Jonathan Black
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WZLXProvidence, IN
Jonathan Black
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

SOUTH
PARALLEL TWO

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WLANFirmount, PA
Falcon/O'Neil

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WLANFirmount, PA
Falcon/O'Neil

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

PARALLEL THREE

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

WLANFirmount, PA
Falcon/O'Neil
none
ROBERTS
LIONEL RICHI 1-1
DIOMNE & FRIENDS 12-7
MIMI SOUND REC'D 16-10

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

**246 Reports
238 Current Stations**
The following reports to report this week and therefore their playlists were frozen:
CKOM/Monroe
Q102/Midland
WGLZ/Cleveland
WLAN-FM/Lancaster
WLAN-FM/Greenville
WZZL/Firmont-Salem
KATV/Tulsa
WRON/Toleno

MIDWEST
MOST ADDED
Mr. Mister
Starship
Dream Academy
Baltimore

HOTTEST
Lionel Richie
Eddie Murphy
Klymaxx

STARBUDD & HOSTS

MOST ADDED
Starship
Mr. Mister
Freddie Jackson

HOTTEST
Lionel Richie
Eddie Murphy

MIDWEST
PARALLEL TWO

WQAD/Dayton, OH
Matt Patrick
MR. MISTER
NIE & THE MECAN
JAMES BROWN
ROCK
STARSHIP
BALTIMORA
MIAMI SOUND MACHINE
NOTES: LIONEL RICHIE 1-1
DIRE STRAITS 4-4
SURVIVOR 9-6
EDDIE MURPHY 25-11

WGRD/Grand Rapids, MI
Sweat/Stevens
MR. MISTER
NIE & THE MECAN
NIGHT RANGER
DREAM ACADEMY
JAMES BROWN
STARSHIP
BALTIMORA
MIAMI SOUND MACHINE
NOTES: LIONEL RICHIE 1-1
DIRE STRAITS 4-4
SURVIVOR 9-6
EDDIE MURPHY 25-11

WVUC/Chapel Hill, NC
Paul Young
MR. MISTER
PAUL YOUNG
SAGE
ASIA
STARPOINT
NOTES: SIMPLE MINDS 3-2
EDDIE MURPHY 7-4
DIRE STRAITS 11-9
PAUL McCARTNEY 21-16

WVOC/Cleveland, OH
Scott Hewitt
SURVIVOR
STARPOINT
BRUCE SPRINGSTEEN
STING
MIAMI SOUND MACHINE
BRYAN ADAMS
CLEONDS & BROWNE
WHAM!
NOTES: LIONEL RICHIE 4-3
EDDIE MURPHY 8-5
DIONNE & FRIENDS 12-8
ELMIRA 14-11
SCOTT POLITT 15-12

WHNC/Columbia, NC
Bob Richards
STEVE NICKS
MR. MISTER
JELLYBEAN
DREAM ACADEMY
SAGE
A-HA
RAT PARRER JR.
NOTES: LIONEL RICHIE 4-1
SIMPLE MINDS 7-6
EDDIE MURPHY 9-8
STARPOINT 21-15
BRUCE SPRINGSTEEN 22-19

KIM/Overseas, IA
Jim O'Hare
TA HARA & SEEN
MIAMI SOUND MACHINE
STARSHIP
CHARLIE SEXTON
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-2
ELMIRA 6-5
STEVE NICKS 18-15
DREAM ACADEMY 21-17

WOTV/Denver, CO
John Robertson
MR. MISTER
NIE & THE MECAN
LIONEL RICHIE 1-1
JOHN COUGAR 3-3
ELMIRA 8-5
DIONNE & FRIENDS 19-13

KRNO/Des Moines, IA
Gibson/Finch
SURVIVOR
SCOTT POLITT
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 4-4
ELMIRA 7-6
CARL 11-1
BRUCE SPRINGSTEEN 23-20
STEVE NICKS 27-23

KZIO/Duluth, MN
Michaela/Herman
MR. MISTER
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1
PAUL McCARTNEY 24-21

WSTO/Evanston, IL
Chris Taylor
FETE TOMORROW
SURVIVOR
NOTES: JOHN COUGAR 2-1
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1

WHEF/Asheville, NC
Tony Richards
MR. MISTER
NIGHT RANGER
NOTES: LIONEL RICHIE 4-1
DIRE STRAITS 8-6
ELMIRA 14-9

WROU/Toledo, OH
Joe Thomas
none
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 2-2
BRYAN ADAMS 4-4
SCOTT POLITT 4-6
KAY107/Toledo, OH
Mary Blair
none
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 4-2
ELMIRA 18-16
WFLP/Hialeah, FL
Paul McCartney
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-2
STARSHIP 4-4
NIE & THE MECAN 8-8
ELMIRA 19-15

KMQW/Columbia, MO
Tutty/Baker
MR. MISTER
STARSHIP
SHEILA E.
NIE & THE MECAN
FREDDIE JACKSON
BALTIMORA
LIONEL RICHIE 2-1
EDDIE MURPHY 1-2
ELMIRA 6-3
DIONNE & FRIENDS 19-11

KFKR/Lincoln, NE
John/Meyer
MIAMI SOUND MACHINE (dp)
BRUCE SPRINGSTEEN
TA HARA & SEEN
NIE & THE MECAN
WHITNEY HOUSTON
JAMES BROWN
NIE & THE MECAN
JOHN COUGAR 1-2
ELMIRA 2-1
LIONEL RICHIE 2-1
DIRE STRAITS 3-3
LIONEL RICHIE 3-2
DIRE STRAITS 11-9
PAUL McCARTNEY 23-11

US3/South Bend, IN
J.K. Deering
SURVIVOR
SCOTT POLITT
NOTES: NIE & THE MECAN 5-3
ARCADIA 3-2
LIONEL RICHIE 1-1
ELMIRA 11-5
EDDIE MURPHY 10-7
MIAMI 23-10

WDBR/Springfield, IL
Sandra/Lawley
CHRAE BARN
STARSHIP
CHARLIE SEXTON
FORTUNE
NOTES: LIONEL RICHIE 1-1
ELMIRA 8-3
JOHN COUGAR 9-4
DIONNE & FRIENDS 11-7
MIAMI 23-10

KDVT/Topoka, KS
Kevin Rabat
SAGE
STARSHIP
FREDDIE JACKSON
ROTTEN
NOTES: LIONEL RICHIE 3-2
JOHN COUGAR 5-3
ELMIRA 12-9
KFMZ/Topeka, KS
MIAMI 23-10

WSPF/Watertown, IA
DorChelise
MR. MISTER
FREDDIE JACKSON
SAGE
STARSHIP
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 4-2
JOHN COUGAR 12-6
DIRE STRAITS 14-9
PAUL McCARTNEY 25-19

WYFF/Charlotte, NC
WVOC/Cleveland, OH
Scott Hewitt
SURVIVOR
STARPOINT
BRUCE SPRINGSTEEN
STING
MIAMI SOUND MACHINE
BRYAN ADAMS
CLEONDS & BROWNE
WHAM!
NOTES: LIONEL RICHIE 4-3
EDDIE MURPHY 8-5
DIONNE & FRIENDS 12-8
ELMIRA 14-11
SCOTT POLITT 15-12

WVNC/Columbia, NC
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RAT PARRER JR.
NOTES: LIONEL RICHIE 4-1
SIMPLE MINDS 7-6
EDDIE MURPHY 9-8
STARPOINT 21-15
BRUCE SPRINGSTEEN 22-19

KIM/Overseas, IA
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TA HARA & SEEN
MIAMI SOUND MACHINE
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NOTES: LIONEL RICHIE 1-1
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STEVE NICKS 18-15
DREAM ACADEMY 21-17

WOTV/Denver, CO
John Robertson
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NIE & THE MECAN
LIONEL RICHIE 1-1
JOHN COUGAR 3-3
ELMIRA 8-5
DIONNE & FRIENDS 19-13

KRNO/Des Moines, IA
Gibson/Finch
SURVIVOR
SCOTT POLITT
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 4-4
ELMIRA 7-6
CARL 11-1
BRUCE SPRINGSTEEN 23-20
STEVE NICKS 27-23

KZIO/Duluth, MN
Michaela/Herman
MR. MISTER
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1
PAUL McCARTNEY 24-21

WSTO/Evanston, IL
Chris Taylor
FETE TOMORROW
SURVIVOR
NOTES: JOHN COUGAR 2-1
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1

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DIONNE & FRIENDS 19-13

KRNO/Des Moines, IA
Gibson/Finch
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SCOTT POLITT
NIE & THE MECAN
STARSHIP
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ELMIRA 7-6
CARL 11-1
BRUCE SPRINGSTEEN 23-20
STEVE NICKS 27-23

KZIO/Duluth, MN
Michaela/Herman
MR. MISTER
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1
PAUL McCARTNEY 24-21

WSTO/Evanston, IL
Chris Taylor
FETE TOMORROW
SURVIVOR
NOTES: JOHN COUGAR 2-1
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1

WHEF/Asheville, NC
Tony Richards
MR. MISTER
NIGHT RANGER
NOTES: LIONEL RICHIE 4-1
DIRE STRAITS 8-6
ELMIRA 14-9

WEST

WYFF/Charlotte, NC
WVOC/Cleveland, OH
Scott Hewitt
SURVIVOR
STARPOINT
BRUCE SPRINGSTEEN
STING
MIAMI SOUND MACHINE
BRYAN ADAMS
CLEONDS & BROWNE
WHAM!
NOTES: LIONEL RICHIE 4-3
EDDIE MURPHY 8-5
DIONNE & FRIENDS 12-8
ELMIRA 14-11
SCOTT POLITT 15-12

WVNC/Columbia, NC
Bob Richards
STEVE NICKS
MR. MISTER
JELLYBEAN
DREAM ACADEMY
SAGE
A-HA
RAT PARRER JR.
NOTES: LIONEL RICHIE 4-1
SIMPLE MINDS 7-6
EDDIE MURPHY 9-8
STARPOINT 21-15
BRUCE SPRINGSTEEN 22-19

KIM/Overseas, IA
Jim O'Hare
TA HARA & SEEN
MIAMI SOUND MACHINE
STARSHIP
CHARLIE SEXTON
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-2
ELMIRA 6-5
STEVE NICKS 18-15
DREAM ACADEMY 21-17

WOTV/Denver, CO
John Robertson
MR. MISTER
NIE & THE MECAN
LIONEL RICHIE 1-1
JOHN COUGAR 3-3
ELMIRA 8-5
DIONNE & FRIENDS 19-13

KRNO/Des Moines, IA
Gibson/Finch
SURVIVOR
SCOTT POLITT
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 4-4
ELMIRA 7-6
CARL 11-1
BRUCE SPRINGSTEEN 23-20
STEVE NICKS 27-23

KZIO/Duluth, MN
Michaela/Herman
MR. MISTER
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1
PAUL McCARTNEY 24-21

WSTO/Evanston, IL
Chris Taylor
FETE TOMORROW
SURVIVOR
NOTES: JOHN COUGAR 2-1
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1

WHEF/Asheville, NC
Tony Richards
MR. MISTER
NIGHT RANGER
NOTES: LIONEL RICHIE 4-1
DIRE STRAITS 8-6
ELMIRA 14-9

PARALLEL THREE

KYTV/Bismarck, ND
Bob B...
STARSHIP
CHARLIE SEXTON
JOHN MCCARTNEY
JOHN MCCARTNEY
NOTES: LIONEL RICHIE 2-2
LIONEL RICHIE 10-3
SIMPLE MINDS 4-4
RICE LOU 12-8
MIAMI 21-13

WBGW/Bloomington, IL
Justin/Robbins
none
NOTES: LIONEL RICHIE 3-1
SIMPLE MINDS 3-2
EDDIE MURPHY 7-4
SURVIVOR 14-1
DIRE STRAITS 11-7

WVWB/Bloomington, IN
Jim Ouse
BRYAN ADAMS
FREDDIE JACKSON
CHARLIE SEXTON
STARSHIP
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 4-3
SIMPLE MINDS 6-5
DIRE STRAITS 10-3
CARL 8-4

WVWC/Bloomington, IN
Tom Wartkus
JAMES BROWN (dp)
TWISTED SISTER (dp)
CHARLIE SEXTON
JOHN COUGAR
SHEILA E.
NOTES: LIONEL RICHIE 1-1
DIONNE & FRIENDS 2-2
ELMIRA 11-3
CLEONDS & BROWNE 4-4
BRUCE SPRINGSTEEN 12-5
ELMIRA 7-5
SURVIVOR 19-7
WVZO/Indianapolis, IN
BWB/D...
NIGHT RANGER
DREAM ACADEMY
STARPOINT
MR. MISTER
NIE & THE MECAN
JOHN COUGAR 1-1
ELMIRA 3-2
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
JOHN COUGAR 8-6
STEVE NICKS 19-7
STEVE NICKS 15-8

WVOD/Saginaw Bay City, MI
Belcher/Shannon
CLEONDS & BROWNE
BILLY OCEAN
NOTES: TA HARA & SEEN
LIONEL RICHIE 2-1
BRUCE SPRINGSTEEN 12-3
LIONEL RICHIE 9-5
CARL 7-7
SIMPLE MINDS 14-11

WEST

PARALLEL TWO

KMNO/Albuquerque, Santa Fe, NM
Stucker/Roussier
JELLYBEAN
MR. MISTER
FREDDIE JACKSON
RUSH
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-1
SIMPLE MINDS 3-2
JOHN COUGAR 9-5
CARL 10-7

KXUX/Bakersfield, CA
Sequin/Lampert
DIONNE & FRIENDS
BRYAN ADAMS
BALTIMORA
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-2
SIMPLE MINDS 6-5
DIRE STRAITS 10-6
JOHN COUGAR 10-6

KQXX/Bakersfield, CA
Peterson/Darico
FREDDIE JACKSON
TWISTED SISTER (dp)
CHARLIE SEXTON
JOHN COUGAR
SHEILA E.
NOTES: LIONEL RICHIE 1-1
DIONNE & FRIENDS 2-2
ELMIRA 11-3
CLEONDS & BROWNE 4-4
BRUCE SPRINGSTEEN 12-5
ELMIRA 7-5
SURVIVOR 19-7
WVZO/Indianapolis, IN
BWB/D...
NIGHT RANGER
DREAM ACADEMY
STARPOINT
MR. MISTER
NIE & THE MECAN
JOHN COUGAR 1-1
ELMIRA 3-2
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
JOHN COUGAR 8-6
STEVE NICKS 19-7
STEVE NICKS 15-8

KPSB/Bolsa, ID
Doss/Gregory
STARSHIP
NIE & THE MECAN
SHEILA E. (dp)
CHRAE BARN
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 2-2
STEVE NICKS 9-5
WHAM! 14-9

KVSB/Bolsa, ID
Tom Evans
STARSHIP
SHEILA E.
DEBBIE
NOTES: LIONEL RICHIE 2-1
EDDIE MURPHY 3-2
PAUL McCARTNEY 15-7
SURVIVOR 14-9
DREAM ACADEMY 24-19

KYTV/Bismarck, ND
Bob B...
STARSHIP
CHARLIE SEXTON
JOHN MCCARTNEY
JOHN MCCARTNEY
NOTES: LIONEL RICHIE 2-2
LIONEL RICHIE 10-3
SIMPLE MINDS 4-4
RICE LOU 12-8
MIAMI 21-13

WBGW/Bloomington, IL
Justin/Robbins
none
NOTES: LIONEL RICHIE 3-1
SIMPLE MINDS 3-2
EDDIE MURPHY 7-4
SURVIVOR 14-1
DIRE STRAITS 11-7

WVWB/Bloomington, IN
Jim Ouse
BRYAN ADAMS
FREDDIE JACKSON
CHARLIE SEXTON
STARSHIP
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 4-3
SIMPLE MINDS 6-5
DIRE STRAITS 10-3
CARL 8-4

WVWC/Bloomington, IN
Tom Wartkus
JAMES BROWN (dp)
TWISTED SISTER (dp)
CHARLIE SEXTON
JOHN COUGAR
SHEILA E.
NOTES: LIONEL RICHIE 1-1
DIONNE & FRIENDS 2-2
ELMIRA 11-3
CLEONDS & BROWNE 4-4
BRUCE SPRINGSTEEN 12-5
ELMIRA 7-5
SURVIVOR 19-7
WVZO/Indianapolis, IN
BWB/D...
NIGHT RANGER
DREAM ACADEMY
STARPOINT
MR. MISTER
NIE & THE MECAN
JOHN COUGAR 1-1
ELMIRA 3-2
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
JOHN COUGAR 8-6
STEVE NICKS 19-7
STEVE NICKS 15-8

WVOD/Saginaw Bay City, MI
Belcher/Shannon
CLEONDS & BROWNE
BILLY OCEAN
NOTES: TA HARA & SEEN
LIONEL RICHIE 2-1
BRUCE SPRINGSTEEN 12-3
LIONEL RICHIE 9-5
CARL 7-7
SIMPLE MINDS 14-11

WEST

PARALLEL THREE

KQOT/Anchorage, AK
Ray Taylor
STARSHIP
CHARLIE SEXTON
ISLEY, JASPER, IS
RAT PARRER JR.
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-2
DREAM ACADEMY 18-10
SURVIVOR 19-11
PAUL McCARTNEY 21-15

KYVA/Blings, MT
Charles Fox
MR. MISTER
NIE & THE MECAN
STARSHIP
NOTES: LIONEL RICHIE 1-1
EDDIE MURPHY 3-2
DIRE STRAITS 11-11
DIRE STRAITS 15-8

KRNO/Des Moines, IA
Gibson/Finch
SURVIVOR
SCOTT POLITT
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 4-4
ELMIRA 7-6
CARL 11-1
BRUCE SPRINGSTEEN 23-20
STEVE NICKS 27-23

KZIO/Duluth, MN
Michaela/Herman
MR. MISTER
NIE & THE MECAN
STARSHIP
NOTES: EDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1
PAUL McCARTNEY 24-21

WSTO/Evanston, IL
Chris Taylor
FETE TOMORROW
SURVIVOR
NOTES: JOHN COUGAR 2-1
EDDIE MURPHY 3-1
LIONEL RICHIE 4-3
SCOTT POLITT 9-5
CARL 11-1

WHEF/Asheville, NC
Tony Richards
MR. MISTER
NIGHT RANGER
NOTES: LIONEL RICHIE 4-1
DIRE STRAITS 8-6
ELMIRA 14-9

PARALLELS

Parallel 1: Selected stations in major markets that are formal dominant and/or exert a significant national influence.

Parallel 2: Selected stations in secondary markets that are formal dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel 3: Selected stations in smaller markets that are formal dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

246 Reports

JOHN DOE
"Her Song" (Anylabel)
LP: Hit Song

Regional: **100/25** 44%
 National: **25/100** 10%

EXAMPLE

100/25 - 100 CHR reporting stations on A this week including 25 new adds.
44% - Percentage of this week's add-orders playing it.

Regional Report - Percentage of reporters playing the song within each region.

National Summary

Up 81 - Number of stations moving it up on their charts.

Down 20 - Number of stations reporting no movement this week.

Same 4 - Number of stations reporting no movement this week. On to On. Add.

Down 0 - Number of stations moving it down on their charts.

Add 25 - Total number of stations adding it this week.

A-MA
"The Sun Always Shines On TV"
LP: Running High And Low (Republic/WB)

Regional: **178/15** 73%
 National: **15/178** 8%

36

226/2 82%

29

29

36

36

36

BRYAN ADAMS & TINA TURNER
"It's Only Love" (A&M)
LP: Backlash

Regional: **226/6** 82%
 National: **6/226** 3%

14

36

36

36

36

36

36

36

36

36

36

36

36

36

B

BALTIMORA
"Tarzan Boy" (Meritall)
LP: Backlash

Regional: **134/41** 54%
 National: **41/134** 31%

36

36

36

36

36

36

36

36

36

36

36

36

36

JAMES BROWN
"Living in America" (Soub. Bros./CBS)
LP: Rocky II Soundtracks

Regional: **108/32** 61%
 National: **32/108** 30%

36

36

36

36

36

36

36

36

36

36

36

36

36

36

C. CLEMONS & J. BROWNE
"You're A Friend Of Mine" (Columbia)
LP: Hero

Regional: **182/5** 78%
 National: **5/182** 3%

17

36

36

36

36

36

36

36

36

36

36

36

36

36

DORRIS & FRIENDS
"That's What Friends Are For" (Arista)
LP: Friends

Regional: **221/5** 94%
 National: **5/221** 2%

5

36

36

36

36

36

36

36

36

36

36

36

36

36

ASIA
"Go Go" (Meritall)
LP: Stars

Regional: **149/23** 61%
 National: **23/149** 15%

36

36

36

36

36

36

36

PAT BENATAR
"She's A Whore" (Chrysalis)
LP: Seven The Hard Way

Regional: **191/3** 78%
 National: **3/191** 2%

29

36

36

36

36

36

36

CARS
"Tonight She Comes" (Elektra)
LP: Cars Greatest Hits

Regional: **232/2** 94%
 National: **2/232** 1%

6

36

36

36

36

36

36

DRE STRAITS
"Walk Of Life" (WB)
LP: Doctors In Arms

Regional: **226/2** 82%
 National: **2/226** 1%

7

36

36

36

36

36

36

DREAM ACADEMY
"Life In A Northern Town" (Republic/WB)
LP: Dream Academy

Regional: **208/27** 81%
 National: **27/208** 13%

37

36

36

36

36

36

36

PARALLELS

BRUCE SPRINGSTEEN

My HomeTown (Columbia)
LP: Born In The U.S.A.

228/93%
Regional: 20
National: 93%
Chart: 20
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

STARSHIP

Sans (Gord/RCA)
LP: Kiss Kiss In The Hood

123/122%
Regional: N/A
National: 90%
Chart: N/A
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

BARBRA STREISAND

Somewhere In Colombia
LP: The Broadway Album

51/74%
Regional: N/A
National: 21%
Chart: N/A
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

TA MARA & THE SEAS

EveryBODY Dance (A&M)
LP: Ta Mara & The Seas

20/10%
Regional: 24
National: 82%
Chart: 24
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

TWISTED SISTER

Leader Of The Pack (Atlantic)
LP: Come Out And Play

93/11%
Regional: N/A
National: 38%
Chart: N/A
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

STEVE WONDER

Go Home (Tama/Atlantic)
LP: In Square Circle

218/7%
Regional: N/A
National: 89%
Chart: N/A
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

STARPOINT

Object Of My Desire (Elektra)
LP: Goddess

128/7%
Regional: 36
National: 51%
Chart: 36
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11	1	11	Atlantic
12	1	12	Atlantic
13	1	13	Atlantic
14	1	14	Atlantic
15	1	15	Atlantic
16	1	16	Atlantic
17	1	17	Atlantic
18	1	18	Atlantic
19	1	19	Atlantic
20	1	20	Atlantic
21	1	21	Atlantic
22	1	22	Atlantic
23	1	23	Atlantic
24	1	24	Atlantic
25	1	25	Atlantic
26	1	26	Atlantic
27	1	27	Atlantic
28	1	28	Atlantic
29	1	29	Atlantic
30	1	30	Atlantic
31	1	31	Atlantic
32	1	32	Atlantic
33	1	33	Atlantic
34	1	34	Atlantic
35	1	35	Atlantic
36	1	36	Atlantic
37	1	37	Atlantic
38	1	38	Atlantic
39	1	39	Atlantic
40	1	40	Atlantic
41	1	41	Atlantic
42	1	42	Atlantic
43	1	43	Atlantic
44	1	44	Atlantic
45	1	45	Atlantic
46	1	46	Atlantic
47	1	47	Atlantic
48	1	48	Atlantic
49	1	49	Atlantic
50	1	50	Atlantic

STING

Love Is The Seventh Wave (A&M)
LP: The Dream Of The Blue Turtles

212/1%
Regional: 18
National: 98%
Chart: 18
Weeks: 14
Peak: 14

Chart	Weeks	Peak	Label
1	1	1	Atlantic
2	1	2	Atlantic
3	1	3	Atlantic
4	1	4	Atlantic
5	1	5	Atlantic
6	1	6	Atlantic
7	1	7	Atlantic
8	1	8	Atlantic
9	1	9	Atlantic
10	1	10	Atlantic
11			



Isn't It Time You Were A Winner!

AIR's CHR Competition #5 begins in February of 1986. To date radio personnel across the nation have shared 84 prizes worth over a quarter of a million dollars. Now is the time for you to be a part of the industry's longest running contest.

All you should have to do is spend an average of twenty minutes per week listening to the AIR priority records. Then phone in your predictions on the hit potential of each. That's it! The grand prize is your choice of a brand new 1987 Chevrolet Corvette or Porsche 944. Thirty runners up will win TVs, VCRs or complete audio outfits. (A complete prize list and rules will be mailed to you upon registration)

CHR Competition #5 is open to all CHR PDs, MDs and consultants, as well as record company personnel. If you have the best ears in the business, prove it. Register today by calling AIR at (301) 964-5544. Remember, twenty minutes a week is all it takes.

WEEK #22

AIR Priorities

WEEK #22

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Thursday, January 2, 1986.

TITLE	ARTIST	LABEL
PROVE ME WRONG <small>(From The Motion Picture "White Nights")</small>	DAVID PACK	WARNER BROS.
IF ONLY FOR ONE NIGHT	LUTHER VANDROSS	EPIC
YOUR PERSONAL TOUCH	EVELYN "CHAMPAGNE" KING	RCA
DAY BY DAY	HOOTERS	COLUMBIA
LAVENDER	MARILLION	CAPITOL

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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AIR

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CONTEMPORARY HIT RADIO

BREAKERS

MR. MISTER Kyrie (RCA)

87% of our reporters playing it. Moves: Up 15, Debuts 63, Same 47, Down 0, Adds 88 including B104, Z106, Q107, B96, KBEQ, KZZP, KNBQ. See Parallels, debuts at number 40 on the CHR chart.

MIKE & THE MECHANICS Silent Running (Atlantic)

65% of our reporters playing it. Moves: Up 30, Debuts 32, Same 45, Down 0, Adds 54 including WHTT, WKSE, Y100, ZZ99, Q103, KMJK, KITS. Complete airplay in Parallels.

MIAMI SOUND MACHINE Conga (Epic)

65% of our reporters playing it. Moves: Up 71, Debuts 19, Same 30, Down 12, Adds 29 including B104, B94, WAVA, B97, WNVZ, WRCK, KHFI. See Parallels, moves 37-32 on the CHR chart.

SADE

The Sweetest Taboo (Portrait/CBS)

65% of our reporters playing it. Moves: Up 70, Debuts 32, Same 33, Down 0, Adds 25 including B104, WHTT, WPLJ, Z106, KAFM, KHTR, KWSS. See Parallels, debuts at number 39 on the CHR chart.

ASIA

Go (Geffen)

61% of our reporters playing it. Moves: Up 39, Debuts 25, Same 62, Down 0, Adds 23 including WKXS-FM, WNYS, PRO-FM, Y100, 92X, KWOD, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

RUSH "The Big Money" (Mercury/PolyGram) 146/17

Moves: Up 50, Debuts 19, Same 59, Down 1, Adds 17 including WKXS-FM, WWSR, Q92, WGGZ, WLRS, WKOD, WRNO, WZOK, KNMO, KYNO-FM, KLUC, WYBS, KFRX, KBQZ-FM.

BALTIMORA "Tarzan Boy" (Manhattan) 134/41

Moves: Up 39, Debuts 9, Same 42, Down 3, Adds 41 including Z93, KAFM, KRBE, 92X, KDWB-FM, Q103, KKRZ, WSPF, WCDI, WKOD, KEYS-FM, KCMO, WKXZ, Y94, KOZE.

QUEEN "One Vision" (Capitol) 126/11

Moves: Up 21, Debuts 17, Same 77, Down 0, Adds 111, KEGL, 95, KZIO, WKFR, KOFM, KNDF-FM, WLKL, WGLF, WAZY-FM, KFRX, KWTO-FM, WBFN-FM 36-33, Y100 30-27.

STARPOINT "Object Of My Desire" (Elektra) 125/7

Moves: Up 68, Debuts 16, Same 31, Down 4, Adds 7, 930, WKAU, WRCC, WZON, WOD, KCMQ, WHTT 13-10, WAVA 7-5, KRBE 28-19, 897-5-4, Q105 9-6, K105 9-6, K103 10-8, KITS 24-11, WABB-FM 7-3. See Parallels, moves 36-35 on the CHR chart.

PAUL YOUNG "Everything Must Change" (Columbia) 125/19

Moves: Up 32, Debuts 13, Same 61, Down 0, Adds 19 including CFTR, KAFM, KTKS, KWK, FM102, KITS, WRQO, WKAU, WHOT, KSNL, KDON-FM, WFOJ, KMEL 21-18, KPLS 38-35, 94TYX 40-34.

STARSHIP "Sara" (Grunt/RCA) 123/122

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 122 including WKSE, WPHD, CKOI, WCAU-FM, PRO-FM, 94Q, Z93, KEGL, Q105, WMS, ZZ99, WLCL-FM, KISS-FM, KS103, KUBE.

FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol) 120/55

Moves: Up 4, Debuts 18, Same 43, Down 0, Adds 55 including WHTT, CKOI, PRO-FM, KTKS, KRBE, Y100, WQUE-FM, WRSR, WMS, WZLJ, KIS-FM, KOPIA, KS103, KMEL, KUBE.

HOOTERS "Day By Day" (Columbia) 106/37

Moves: Up 10, Debuts 20, Same 39, Down 0, Adds 37 including K106, WHTT, WBFN-FM, WKSE, WWSY, WCAU-FM, PRO-FM, Q107, KAFM, KTKS, WHYY, KWOD, KS103, Z104, Q101.

SHEILA E. "Love Bizzaro" (WB) 103/40

Moves: Up 24, Debuts 15, Same 23, Down 1, Adds 40 including B104, B94, Q107, 897, WNVZ, KBEQ, ZZ99, KKRZ, KUBE, WSPK, KYS, KCMQ, WBFN-FM 3-2, 94Q 31-23, FM102 20-15.

THEYSTER SISTER "Leader Of The Pack" (Atlantic) 93/11

Moves: Up 31, Debuts 6, Same 44, Down 1, Adds 11, WPHD, B94, KRBE, 93Q, KQXR, KCMQ, KFN, WOMP-FM, WCIL-FM, Y94, WAZY-FM, KAFM 30-27, KPLS 23-16, KZZB 30-24.

DMD "Secret" (A&M) 75/10

Moves: Up 6, Debuts 4, Same 46, Down 0, Adds 19 including CHUM, KOPIA, KWSS, WKRZ-FM, KTUX, KIK, KDON-FM, WQY, WKH, Q101, KKLS-FM, KKAZ, WPHD 39-35, KMEL 18-14, K104 38-31.

CHARLIE SEXTON "Don't Be Right" (MCA) 70/48

Moves: Up 1, Debuts 2, Same 27, Down 0, Adds 40 including CKOI, PRO-FM, WQUE-FM, B96, WHYY, FM102, KMEL, WHOT, KFRS, KFY, WZON, KISR, KTUX d-36, KIKX 38-34, WJAD d-40.

READY FOR THE WORLD "Digital Display" (MCA) 66/14

Moves: Up 13, Debuts 7, Same 32, Down 0, Adds 14 including B94, Z93, WNVZ, WWSR, KUX106, 94TYX, Y107, WRVQ, WKH, WGLF, WHSL, WJSE 37-29, FM102 15-10, KITS 14-8.

CHARLIE SEXTON "Don't Be Right" (MCA) 64/21

Moves: Up 3, Debuts 7, Same 33, Down 0, Adds 21 including WBFN-FM, KPLS, WYBS, WKKE, WKRZ-FM, WSSX, KX104, KIK, KCAQ, WCGQ, KYYY, KGOT, WPHD 34-31, PRO-FM d-35, WRCK 40-37.

BARBRA STREISAND "Somebody" (Columbia) 51/14

Moves: Up 10, Debuts 7, Same 20, Down 0, Adds 14 including Z93, KKRZ, Z98, WKFR, KIK, KBOS, KCAQ, KSKD, WZON, WCGQ, WYBS, KBM, PRO-FM 35-29, 94Q 22-16, KZZB 22-17.

MOST ADDED

- STARSHIP (122)
Sara (Grunt/RCA)
- MR. MISTER (80)
Kyrie (RCA)
- FREDDIE JACKSON (55)
He'll Never Love You (Like I Do) (Capitol)
- MIKE & THE MECHANICS (54)
Silent Running (Atlantic)
- BALTIMORA (44)
Tarzan Boy (Manhattan)

HOTTEST

- LIONEL RICHIE (209)
Say You, Say Me (Motown)
- EDDIE MURPHY (141)
Party All The Time (Columbia)
- DIONNE & FRIENDS (117)
That's What Friends Are For (Arista)
- KLYMAXX (97)
I Miss You (Constellation/MCA)
- JOHN COUGAR NELLENGAUM (92)
Small Town (Riva/PolyGram)

SIGNIFICANT ACTION

JONI MITCHELL "Good Friends" (Geffen) 47/8

Moves: Up 1, Debuts 1, Same 37, Down 0, Adds 8, KBOS, KSKD, WKH, WGAN, KYYY, Y94, 99KQ, KTRS, CFTR on, CHUM on, WMS on-dp, WOKI on, WFMI on, WHOT on, KPOP 31-29.

EL DeBARGE with DeBARGE "The Heart Is Not So Smart" (Gordy/Motown) 47/7

Moves: Up 6, Debuts 3, Same 31, Down 0, Adds 7, WCAU-FM, KKRZ, WKRZ-FM, WRQO, KIYS, WFBO, KZOZ, WKSE 38-36, KZZB 37-34, WOKI d-37, KCPX 28-26, 95XII, 28-25, WCGQ 33-30, WCIL-FM 33-32, KTRS d-37.

ISLEY, JASPER, ISLEY "Paravan Of Love" (CBS Associated) 36/21

Moves: Up 1, Debuts 4, Same 5, Down 0, Adds 21 including WKXS-FM, WWSY, WPHD, WCAU-FM, 94Q, Z93, WRSR, WMS, KBFM, BU105, WHOT, KGOT, K106 26-20, WKSE 23-16, Z100 25-19, 995 28-23.

ATLANTIC STARR "Secret Lovers" (A&M) 34/28

Moves: Up 2, Debuts 3, Same 1, Down 0, Adds 28 including WKXS-FM, WKSE, PRO-FM, 94Q, WQUE-FM, K104, WTCI-FM, WRQO, KAMZ, WFMI, KMGX, KCAQ, K106 30-21, WAVA 28-20, WNVZ d-19.

ROGER DALTRY "Let Me Down Easy" (Atlantic) 34/3

Moves: Up 1, Debuts 1, Same 23, Down 0, Adds 3, KPOP, WGAN, KISR, CFTR on, KPLUS on, Q100 on, K104 on, WERZ on, WRCK 37-32, WOKI on, WFMI on, WHOT on, KQXR d-39, YYY on, KKLS-FM on.

EUGENE WILDE "Don't Say No Tonight" (Philly World/Atlantic) 33/5

Moves: Up 3, Debuts 2, Same 23, Down 0, Adds 5, WBFN-FM, WKKE, WZLD, Q104, WPFM, WCAU-FM 39-34, WQUE-FM on, FM102 on, KPLUS on, Q100 39-35, WKRZ-FM d-40, KAMZ 28-24, KTUX d-40, WKFR on-dp, KCAQ on.

FORTUNE "Stacy" (Cameo/MCA) 29/6

Moves: Up 1, Debuts 0, Same 20, Down 0, Adds 8, WHYY, Q100, 95KDK, KQZ-FM, Q101, WDBR, KTRS, KKAZ, WHTT on, WPHD on, Q105 on, WMS on-dp, WSSX 39-34, WHOT on, KIKK on-dp.

ALARM "Strength" (IRS/MCA) 23/10

Moves: Up 0, Debuts 2, Same 11, Down 0, Adds 10, WWSY, KAFM, WGF, WOKI, KTUX, KIYS, KSKD, WGLY, KZOZ, OK95, WKRS-FM on, WPHD d-40, WMS on-dp, WFMI on, KPFM d-39.

NICK LDWE "I Knew The Bride (When She Used To Rock & Roll)" (Columbia) 23/1

Moves: Up 11, Debuts 1, Same 8, Down 2, Adds 1, KWES, WLS 35-37, KMJK on, KZIO 26-23, Z104 40-37, KZZU 39-36, WGAN on, WOD d-39, KYYY 12-8, WCIL-FM 15-8, KQCR 30-26, KFRX 26-22, WSP2 25-22, KYVA 14-13, KOZE 33-29, OK95 35-31.

JON ANDERSON "Easier Said Than Done" (Elektra) 21/9

Moves: Up 2, Debuts 0, Same 10, Down 0, Adds 9, WMS, WSPK, WTLQ, WRQO, WKFR, KQXR, KIKX, KZZU, KBIM, WPHD on, Q100 on-dp, KBOS on, KRO on, WHSL 38-33, WBHD 36-32.

SLY FOX "Let's Go All The Way" (Capitol) 20/12

Moves: Up 2, Debuts 3, Same 3, Down 0, Adds 12, WERZ, KAMZ, BU105, Y106, KTUX, KMGX, KSKD, WGLY, 95KQX, WGAN, WJZR, WHSL, KRBE 39-23, W102 32-26, WSSX d-21.

RAY PARKER JR. "One Sided Love Affair" (Arista) 20/6

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 6, Q100, WNCL, WHOT, 95XII, KISR, KGOT, WWSR on, KZZB on, KAMZ on, WFAI on, KTUX on, KSKD on.

LISA LISA & CULT JAM with FULL FORCE "Can You Feel The Beat" (Columbia) 20/0

Moves: Up 7, Debuts 1, Same 9, Down 3, Adds 0, WKRS-FM on, WKSE 35-30, WWSY d-33, FM102 21-19, KMEL 35-31, KAMZ 10-8, KEBZ 20-13, Y106 37-34, KMGX 21-16, KGOT on.

BRYAN ADAMS "Christmas Time" (A&M) 15/3

Moves: Up 4, Debuts 1, Same 7, Down 0, Adds 3, WCIL-FM, W102, WCIL-FM, WPHD 38-34, KEGL on, WMS 36-33, R1104 32-28, WLSR d-37, K1104 on, Z104 39-27, WZYD on, KGOT on.

JOHN HIATT "Snake Charmer" (Atlantic) 12/5

Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 5, WTLQ, WFBO, WZON, WHSL, KYYY, WPHD on, WMS on-dp, WRCK on-dp, WFMI on, WOMP-FM on, KISR on-dp, KBIM on.

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 & for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40 CHR Rotation Charts — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

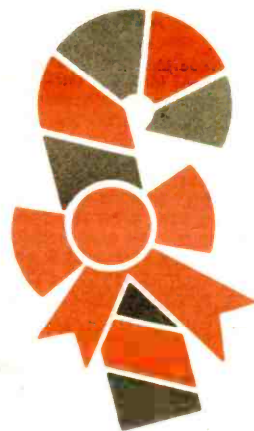
Parallels Begin on page 88
Adds & Hits Begin on Page 86
P-1 Playlists Begin on Page 83



JAMES BROWN
"Living In America"

BREAKERS® 12/13

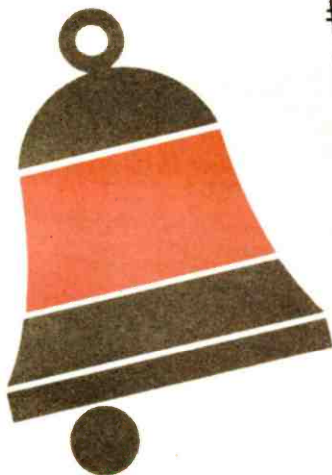
DEBUT 38



SADE
"The Sweetest Taboo"

BREAKERS®

DEBUT 39



**MIAMI
 SOUND MACHINE**
"Conga"

BREAKERS®

32

*Happy Holidays To All Our Friends In Radio.
 Thank You For Making Our Christmas Dreams Come True!*

Epic/Portrait/CBS Associated Records

CONTEMPORARY HIT RADIO

Weeks	From	Last	Artist	Title	Label
3	2	1	LIONEL RICHIE	Say You, Say Me (Motown)	
6	5	4	SIMPLE MINDS	Alive & Kicking (Virgin/A&M)	
7	4	3	EDDIE MURPHY	Party All The Time (Columbia)	
12	8	5	JOHN COUGAR MELLENCAMP	Small Town (Riva/PG)	
20	16	9	DIONNE & FRIENDS	That's What Friends Are For (Arista)	
16	12	8	CARS	Tonight She Comes (Elektra)	
18	13	11	DIRE STRAITS	Walk Of Life (WB)	
19	15	13	STEVIE NICKS	Talk To Me (Modern/Atco)	
13	11	10	KLYMAXX	I Miss You (Constellation/MCA)	
2	1	2	MR. MISTER	Broken Wings (RCA)	
21	18	15	SURVIVOR	Burning Heart (Scotti Bros./CBS)	
36	26	17	WHAM!	I'm Your Man (Columbia)	
1	3	6	PHIL COLLINS & MARILYN MARTIN	Separate Lives (Atlantic)	
26	24	18	BRYAN ADAMS with TINA TURNER	It's Only Love (A&M)	
9	7	7	ZZ TOP	Sleeping Bag (WB)	
8	6	16	ARCADIA	Election Day (Capitol)	
24	21	17	C. CLEMONS & J. BROWNE	You're A Friend Of Mine (Columbia)	
22	19	18	STING	Love Is The Seventh Wave (A&M)	
35	27	15	PAUL McCARTNEY	Spies Like Us (Capitol)	
—	37	26	BRUCE SPRINGSTEEN	My Hometown (Columbia)	
38	29	24	STEVIE WONDER	Go Home (Tama/Motown)	
11	10	14	SCRITTI POLITTI	Perfect Way (WB)	
—	36	28	BILLY OCEAN	When The Going Gets Tough (Jive/Arista)	
23	20	27	TA MARA & THE SEEN	Everybody Dance (A&M)	
23	20	25	KOOL & THE GANG	Emergency (De-Lite/PG)	
—	33	30	JELLYBEAN	Sidewalk Talk (EMI America)	
37	31	29	NIGHT RANGER	Goodbye (Came/ MCA)	
40	34	26	PETE TOWNSHEND	Face The Face (Atco)	
—	35	32	PAT BENATAR	Sex As A Weapon (Chrysalis)	
4	9	21	HEART	Never (Capitol)	
—	—	38	WHITNEY HOUSTON	How Will I Know (Arista)	
BREAKER	32	35	MIAMI SOUND MACHINE	Conga (Epic)	
—	38	33	COREY HART	Everything In My Heart (EMI America)	
15	14	22	ELTON JOHN	Wrap Her Up (Geffen)	
—	39	36	STARPOINT	Object Of My Desire (Elektra)	
—	39	36	A-HA	The Sun Always Shines On T.V. (Reprise/WB)	
—	40	37	DREAM ACADEMY	Life In A Northern Town (Reprise/WB)	
DEBUT	39	35	JAMES BROWN	Living In America (Scotti Bros./CBS)	
BREAKER	39	36	SADE	The Sweetest Taboo (Portrait/CBS)	
BREAKER	46	36	MR. MISTER	Kyrie (RCA)	

N&A Begins on Page 94

ADULT CONTEMPORARY

4	2	2	DIONNE & FRIENDS	That's What Friends Are For (Arista)	
1	1	1	LIONEL RICHIE	Say You, Say Me (Motown)	
6	5	4	KLYMAXX	I Miss You (Constellation/MCA)	
10	7	5	STEVIE WONDER	Go Home (Tama/Motown)	
3	3	3	MR. MISTER	Broken Wings (RCA)	
13	8	7	DIRE STRAITS	Walk Of Life (WB)	
5	4	6	JAMES TAYLOR	Everyday (Columbia)	
28	22	12	SADE	The Sweetest Taboo (Portrait/CBS)	
18	14	10	STEVIE NICKS	Talk To Me (Modern/Atco)	
20	16	11	JOHN COUGAR MELLENCAMP	Small Town (Riva/PG)	
15	11	9	JACK WAGNER	Too Young (Qwest/WB)	
26	20	14	BARBRA STREISAND	Somewhere (Columbia)	
2	6	8	PHIL COLLINS & MARILYN MARTIN	Separate Lives (Atlantic)	
—	30	17	BRUCE SPRINGSTEEN	My Hometown (Columbia)	
—	26	15	WHITNEY HOUSTON	How Will I Know (Arista)	
—	25	20	BILLY OCEAN	When The Going Gets Tough (Jive/Arista)	
17	15	13	BARRY MANILOW	In Search Of Love (RCA)	
29	23	21	STING	Love Is The Seventh Wave (A&M)	
—	30	25	DREAM ACADEMY	Life In A Northern Town (Reprise/WB)	
7	18	20	POINTER SISTERS	Freedom (RCA)	
—	26	25	EL DeBARGE with DeBARGE	The Heart Is Not So Smart (Gordy/Motown)	
—	27	22	WHAM!	I'm Your Man (Columbia)	
7	9	15	GLENN FREY	You Belong To The City (MCA)	
9	10	16	KENNY ROGERS	Morning Desire (RCA)	
30	29	28	MAURICE WHITE	I Need You (Columbia)	
8	13	23	FREDDIE JACKSON	You Are My Lady (Capitol)	
BREAKER	27	27	ISLEY, JASPER, ISLEY	Caravan Of Love (CBS Associated)	
BREAKER	29	29	JON ANDERSON	Easier Said Than Done (Elektra)	
DEBUT	29	29	DIANA ROSS	Chain Reaction (RCA)	
12	17	24	ARETHA FRANKLIN	Who's Zoomin' Who? (Arista)	

N&A Begins on Page 70

AOR TRACKS

Weeks	From	Last	Artist	Title	Label
7	5	3	MIKE & THE MECHANICS	Silent Running (Atlantic)	
3	1	1	STEVIE NICKS	Talk To Me (Modern/Atco)	
4	2	2	PETE TOWNSHEND	Face The Face (Atco)	
22	15	5	ZZ TOP	Stages (WB)	
23	13	7	MR. MISTER	Kyrie (RCA)	
53	26	13	BRUCE SPRINGSTEEN	My Hometown (Columbia)	
16	14	12	ALARM	Strength (IRS/MCA)	
2	4	4	CARS	Tonight She Comes (Elektra)	
26	20	15	STEVIE NICKS	I Can't Wait (Modern/Atco)	
24	21	18	DREAM ACADEMY	Life In A Northern Town (Reprise/WB)	
20	19	16	PETE TOWNSHEND	Give Blood (Atco)	
11	11	11	SURVIVOR	Burning Heart (Scotti Bros./CBS)	
5	6	6	PAT BENATAR	Sex As A Weapon (Chrysalis)	
10	8	10	ZZ TOP	Can't Stop Rockin' (WB)	
19	18	17	RUSH/Manhattan Project	(Mercury/PG)	
8	7	9	ASIA	Go (Geffen)	
—	42	22	HOOTERS	Day By Day (Columbia)	
17	17	19	DIVINYLS	Pleasure And Pain (Chrysalis)	
1	3	8	SIMPLE MINDS	Alive & Kicking (Virgin/A&M)	
BREAKER	26	26	TOM PETTY &.../So You Want To Be A Rock & Roll Star (MCA)		
37	34	24	ROGER DALTRY	Let Me Down Easy (Atlantic)	
40	31	23	QUEEN	One Vision (Capitol)	
12	12	14	WANG CHUNG	To Live And Die In L.A. (Geffen)	
35	32	26	NIGHT RANGER	Goodbye (Came/ MCA)	
31	30	27	STARSHIP	Sara (Grunt/RCA)	
—	—	47	SIMPLE MINDS	Sanctify Yourself (Virgin/A&M)	
55	38	30	TOM PETTY & THE HEARTBREAKERS	Needles And Pins (MCA)	
BREAKER	39	39	BON JOVI	Silent Night (Mercury/PG)	
6	9	20	JOHN C. MELLENCAMP	Small Town (Riva/PG)	
BREAKER	46	46	AEROSMITH	Sheila (Geffen)	

Complete Tracks Chart Begins on Page 76

BLACK/URBAN

5	3	2	LIONEL RICHIE	Say You Say Me (Motown)	
2	1	1	EUGENE WILDE	Don't Say No Tonight (Philly World/Atlantic)	
11	6	4	READY FOR THE WORLD	Digital Display (MCA)	
22	11	5	STEVIE WONDER	Go Home (Tama/Motown)	
13	7	6	DIONNE & FRIENDS	That's What Friends Are For (Arista)	
20	16	7	ATLANTIC STARR	Secret Lovers (A&M)	
28	17	13	SADE	The Sweetest Taboo (Portrait/CBS)	
14	13	9	EVELYN "CHAMPAGNE" KING	Your Personal Touch (RCA)	
1	2	3	NEW EDITION	Count Me Out (MCA)	
17	15	11	STARPOINT	What You Been Missin' (Elektra)	
16	14	12	ISLEY BROTHERS	Colder Are My Nights (WB)	
40	26	18	MELI'SA MORGAN	Do Me Baby (Capitol)	
29	22	16	TEMPTATIONS	Do You Really Love Your Baby (Gordy/Motown)	
39	25	21	FOVE STAR	Let Me Be The One (RCA)	
6	8	8	JETS	Curiosity (MCA)	
—	36	28	FREDDIE JACKSON	He'll Never Love You (Like I Do) (Capitol)	
—	33	27	BILLY OCEAN	When The Going Gets Tough (Jive/Arista)	
—	39	29	YARBROUGH & PEOPLES	Guilty (Total Experience/RCA)	
37	28	25	9.9/1	Like The Way You Dance (RCA)	
25	23	22	FULL FORCE	Allice, I Want You Just For Me (Columbia)	
3	4	14	SHEILA E/A	Love Bizarre (WB)	
10	10	10	KOOL & THE GANG	Emergency (De-Lite/PG)	
36	30	26	POINTER SISTERS	Freedom (RCA)	
24	21	20	ARTISTS UNITED AGAINST APARTHEID	Sun City (Manhattan)	
—	34	32	GRACE JONES	Slave To The Rhythm (Manhattan/Island)	
—	36	26	STEPHANIE MILLS	Stand Back (MCA)	
4	5	15	ISLEY/JASPER/ISLEY	Caravan Of Love (CBS Associated)	
—	38	34	MAURICE WHITE	I Need You (Columbia)	
—	33	31	KURTIS BLOW	Ill I Ruled The World (Mercury/PG)	
BREAKER	36	36	EL DeBARGE w/DeBARGE	The Heart Is Not So Smart (Gordy/Motown)	
BREAKER	31	31	TA MARA & SEEN	Affection (A&M)	
27	24	24	KASHIF	Condition Of The Heart (Arista)	
BREAKER	35	35	O'JAYS	What A Woman (PIR/Manhattan)	
34	31	30	CHOICE MCS /FRESH GORDON	Gordy's Groove (Mayberry...) (Tommy Boy)	
BREAKER	35	35	FAMILY/H	Let My People Go (Qwest/WB)	
31	27	27	WINANS	Let My People Go (Qwest/WB)	
BREAKER	37	37	FORCE MD'S	Tender Love (Tommy Boy/WB)	
9	9	19	BERNARD WRIGHT	Who Do You Love (Manhattan)	
12	12	17	PATTI AUSTIN	Honey For The Bees (Qwest/WB)	
BREAKER	46	46	MORRIS DAY	Color Of Success (WB)	

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