

## INSIDE:

## DIAL POSITION SLOGAN WAR SPURS LAWSUIT

WSB-FM and WRMM/Atlanta have been battling over the right to identify themselves as "99." Now Cox has sued Susquehanna for \$3 million. Donna Brake has the background, while the latest news is up front.

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## BEER &amp; WINE BAN UNLIKELY; NEW TACK COUNTERADVERTISING

As hearings before the House Communications Subcommittee began this week, advocates on all sides of the broadcast beer/wine ad issue agreed that the central topic was counteradvertising proposals, not an outright ban.

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## PROGRAMMING RULES: ARE THEY MADE TO BE BROKEN?

Lon Helton sums up a provocative viewpoint: "For every 'absolute truth' I've ever heard, there is an untold number of winners doing absolutely the opposite." A refreshing look at programming stereotypes.

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## PEOPLE IN THE NEWS THIS WEEK

- Bob Laurence VP at Drake-Chenault
- Earnest James President/GM, Steve Harris PD at WCIN
- Mit McConnell GM at WNDE & WFBQ
- Bernie Kimble PD at WHK
- Jon Holiday OM/PD at WCJX
- Carl Gardner OM at KEX
- Don Propst GM, Tom Ludwig GSM at KKCW
- Andi Turco PD at WPYX
- Dick Penn buys four Sunbelt stations
- Jay Hoker buys KCFX
- Paul Palmer, Ballard Smith go into ownership
- Shawn Mulhern OM at KLTQ-AM & FM
- Jim Tice OM at WZZK-AM & FM
- Tony Kidd PD at WZZK
- Linda Packer-Spitz, Sandy Gasman VPs at Republic
- Phil Jones Exec. VP at Fantasy
- Louisa Crawford GSM at WFYR
- John O'Hearn GSM at WIND
- David Papandrea GSM at WZNE
- Skip Stow GSM at KOFM

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## NEWS/TALK: LACKLUSTER RATINGS SHOWING

Brad Woodward assesses the ratings performance of News/Talk stations in the winter book, and finds less-than-stellar results.

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## SIDEKICKS IN THE SPOTLIGHT

Yvonne Olson guests for Joel Denver and secures the secrets of successful morning sidekicks Raechel Donahue (KIIS) and Ross Brittain (Z100).

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Newsstand Price \$3.50



RADIO &amp; RECORDS

## U.S. Radio Escapes Cuba's Radio Marti Retaliation

Cuba's response to Monday morning's (5-20) sign-on of Radio Marti was swift and angry. But commercial broadcasters breathed a sigh of relief when it became evident that Castro's first retaliatory steps were diplomatic, rather than what had been widely feared — jamming or other interference to U.S. stations.

## Cagle Joins Summit's KC Management Team

WAPP/New York Operations Director Gerry Cagle has accepted an Operations/Programming management position with Summit Communications in Kansas City. His first assignment will be to integrate newly-purchased KCMO-FM/Kansas City (soon to become KBKC) into the group. Cagle will also assist with KCMO (AM) and the Kansas City Chiefs Network.

Summit Executive VP William Kirkpatrick commented, "Gerry's input to VP/GM Craig Scott and GSM Ken Clifford will strengthen our position in Kansas City, not only with the stations, but also with the Chiefs Radio Network. His brilliant programming concepts will be applied at the other eight Summit properties."

However, threats from Havana of a possible "radio war" left many AM broadcasters nervous that their initial good luck may not hold.

After two days of Radio Marti broadcasts, there were no reports of interference from stations, and FCC spokesman Bill Russell said the agency's monitoring station at Ft. Lau-



Gerry Cagle

Cagle told R&R, "I want to wake up in a city where there's sleep instead of a city that doesn't sleep," he joked. "William and I have been friends since 1968, having worked together at WFUN/Miami. Summit has a lot of expansion plans,

CAGLE/See Page 4

## Simpson Directs KLAC &amp; KZLA Operations

R.T. Simpson is the new Operations Director for Cap Cities' Los Angeles Country outlets KLAC & KZLA. Simpson was most recently PD at WLKV/Charlotte; he fills the vacancy created when Bill Mayne resigned to join Cap Cities' WBAP/Dallas-Ft. Worth as PD two weeks ago.

KLAC & KZLA President/GM Vern Ore told R&R, "I hired R.T. from Denver when I was at KSCS/Dallas, and we were together almost three years. I had a great deal of confidence in him then, as I obviously do now. His knowledge



R.T. Simpson

of the format is a tremendous plus for us."

Prior to WLKV, Simpson

SIMPSON/See Page 8

## Clements Appointed To Mutual Presidency

The Amway Corporation has named Jack Clements President of the Mutual Broadcasting System, elevating him from Exec. VP/GM. Clements was originally placed in charge of the network in April 1984 following a management restructuring, and was functioning as "President pro tem" until Amway co-founders Richard DeVos and Jay Van Andel announced his promotion.

DeVos commented, "Jack Clements has proven himself as a manager, motivator, leader, and professional. Mutual is a



Jack Clements company with a proud heritage and it needs a special leader to guide its future."

Van Andel added, "This appointment underscores Amway's commitment to build Mutual into the nation's leading radio network and communications company, and we're proud to make him President."

Clements told R&R, "I'm obviously flattered and honored by this recognition, but in making me President Amway has

CLEMENTS/See Page 4

## MCINTYRE CONSULTS

## McCoy WKTU's New PD

WKTU/New York Assistant PD/afternoon personality Quincy McCoy has been promoted to Program Director of the Infinity CHR. Current PD Neil McIntyre has left to form his own radio marketing consultancy, with WKTU retaining his services.

VP/GM Tom Chiusano remarked, "I'm very confident Quincy will do a great job in his expanded role. I'm sure he will help 92-KTU realize its full potential."

McCoy, with WKTU since October 1984, was previously Asst. PD at WASH/Washington and Y100/Miami, and PD for KMJM/St. Louis. He told R&R, "I'm enthusiastic about our direction and our positioning of 92-KTU in the New York marketplace."

McIntyre plans to call his company Second Opinion Communications. He explained, "This isn't the standard consultation company. I'll be advising clients on promotions and marketing techniques that will be beneficial to programming as well as sales."

"My time with 92-KTU has been spent with one of the best radio stations I've been associated with. I'm sure Quincy will do an outstanding job with it, and I'm happy to continue my association with the station, working specifically with (Promotion Director) Janice Ginsberg." In addition, McIntyre is consulting CKLW & CFXX/Windsor-Detroit.

## Cole Back At WKTI As VP/GM



Dallas Cole

After four months as PD at WLS-FM/Chicago, Dallas Cole has rejoined WKTI/Milwaukee, which he programmed for 2½ years as P/GM. Cole replaces Steve Smith, who transferred to the company's KTLV-TV/Las Vegas two weeks ago.

WTMJ, Inc. President Mike McCormick told R&R, "Dallas's talents extend beyond any chronological measure of his ability. Coming from a programming background, he will add fresh ideas to his position, but more important is his ability to administrate a creative environment where people will perform."

Cole, at 27 one of the youngest major market managers in radio, told R&R, "This all came

COLE/See Page 4

# THE SECOND JOLT.



## GET IT ON (BANG A GONG)

PRODUCED BY BERNARD EDWARDS

THE NEXT SINGLE FROM

# THE POWER STATION

CATCH THE  
POWER STATION  
"GET IT ON"  
TOUR THIS  
SUMMER:

6/30 HARTFORD, CT  
7/1 PHILADELPHIA, PA  
7/2 LONG ISLAND, NY  
7/5 COLUMBIA, MD  
7/6 NORFOLK, VA  
7/12 ATLANTA, GA  
7/19 HOUSTON, TX  
7/20 AUSTIN, TX  
7/21 DALLAS, TX  
8/12 CHICAGO, IL  
8/14 CLARKSTON, MI  
8/16 CINCINNATI, OH  
8/17 CLEVELAND, OH

DATES TO BE  
ANNOUNCED  
SOON IN  
THESE CITIES:

MEMPHIS, TN  
NASHVILLE, TN  
NEW ORLEANS, LA  
ORLANDO, FL  
TAMPA, FL  
MIAMI, FL  
JACKSONVILLE, FL  
SYRACUSE, NY  
ROCHESTER, NY  
BOSTON, MA  
MINNEAPOLIS, MN  
LOS ANGELES, CA  
SAN DIEGO, CA  
SAN FRANCISCO, CA  
PHOENIX, AZ  
SALT LAKE CITY, UT  
SEATTLE, WA  
PORTLAND, OR  
TORONTO  
MONTREAL  
OTTAWA

Capitol

MAY 24, 1985

**THE "BLACK/URBAN RUT"**

No matter how successful some Black/Urban stations become, others still seem to fall victim to quick format switches or inadequate budgeting. **Sean Ross** analyzes a perplexing problem.

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**Laurence Drake-Chenault's New VP/Programming**

Bob Laurence, national programming consultant for Drake-Chenault, has been named VP/Programming for the company. Laurence will oversee all programming for the company, and will continue to work with client stations.

Drake-Chenault President Denny Adkins said, "It is no accident

that Laurence has had such an incredible record of success with the stations he consults. His experience and his talent have long been obvious, especially to our client stations."

Laurence commented, "Drake-Chenault's success is based on a carefully-thought-out plan, backed by intense research and a con-

fining interest in our clients. When all our work is boiled down to its essence, there is a single consideration: has our client station succeeded? Now we're looking for even more ways to increase the success potential of our consulted stations."

**JACI TAKES OVER**

**James President/GM, Harris PD At WCIN**

As JACI, Inc. officially assumed the WCIN/Cincinnati ownership reins from KLM Communications, JACI principal Earnest James, who will serve as the Black A/C outlet's President/GM, appointed Steve Harris as PD.

Commenting on the chain of events which led to his first station acquisition, James said, "I've wanted to own a radio station for a long time. I hope it will be the start of many radio stations we'll have the opportunity to own. Although there's going to be a lot of work ahead of me, I'm excited and believe the station will be extremely competitive in the marketplace.

"I've known Steve for a number of years, and he's an extremely talented person. I'm real pleased he was available and willing to work with me."

Most recently PD of WDRQ/Detroit, Harris has held similar posts



**Earnest James Steve Harris**  
at KRILY/Houston and WGCI/Chicago during his 11-year radio career. In addition to his program-  
JAMES/See Page 8



**Bob Laurence**

Laurence began his broadcasting career as an announcer at WPGC/Washington, later moving to KBEQ/Kansas City for his first programming position. He subsequently was named National Program Director for Mariner Communications, and began consulting for Drake-Chenault in 1981.

**COX SUES SUSQUEHANNA FOR \$3 MILLION**

**WSB-FM, WRMM In '99' Slogan War**

In conjunction with an unsuccessful bid to obtain a temporary restraining order preventing Susquehanna's WRMM/Atlanta

from using the slogan "99," neighboring Cox Communications A/C outlet WSB-FM has filed suit against WRMM for \$3 million, alleging trademark infringement. A hearing is scheduled for May 30 in Federal District Court in Atlanta.

WSB-FM (at 98.5 mHz) claims it has been using "99" as its slogan for over three years. WRMM, which had been calling itself "WARM 100" and later "WARM 99.7" (its actual frequency), submitted WARM 99 to Arbitron as its new slogan and began using it on the air about a month ago.

Officials at WSB declined to comment on the litigation, but WRMM Station Manager Julie Dorff told R&R, "They (Cox) filed for a temporary restraining or-

der, and that was denied. We feel very confident in our rights to use SLOGAN/See Page 8

**LUDWIG UPPED TO GSM**

**Propst Rises To GM At KKCW**

At A/C-formatted KKCW/Portland, VP/Sales Don Propst has been upped to GM, succeeding former owner/GM John Tilson.

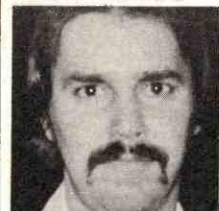
Coprincipal George Johns said, "Making Don the GM just seemed like the natural thing to do. It's a very nice atmosphere there with nice people, and we're trying to keep everything the same."

Propst told R&R, "I feel great about it. It's the opportunity of a lifetime. This is a super radio station."

KKCW debuted 15 months ago, but Propst has been involved with the station - including the building stages - for about five years. Between 1965-80, Propst headed the West Coast office of the H.R. national rep firm, which later became H.R. Stone.

Propst also announced that LSM Tom Ludwig has moved up to General Sales Manager. Said Propst, "Tom did a very good job as Local Sales Manager and was entitled to be promoted."

**Holiday OM/PD At WCJX**



**Jon Holiday**

WPJB (JB105)/Providence Assistant PD Jon Holiday has been named Operations Manager/PD at new Wodlinger Broadcasting outlet WCJX (96X)/Miami. The format of the station has yet to be announced, but speculation runs toward a CHR direction.

Wodlinger Corporate PD Todd Chase told R&R, "I hired Jon many years ago when I programmed JB105, and over the years he's shown strong leadership qualities and a great knowledge of music research."

Holiday, who was with WPJB for two years after a stint at WWCO/Waterbury as an air personality, commented, "I'm very optimistic about my first shot at programming. We're actively looking to staff 96X, as we have a June 15 deadline. Despite the heavy competition within Miami, we'll have a unique niche carved out at 96X."

**KEX Promotes Gardner To OM**



**Carl Gardner**

After only eight months as PD, Carl Gardner has been advanced to Operations Manager at KEX/Portland, assuming responsibility for all the full-service A/C station's operations outside of sales.

VP/GM Dave Milner noted, "Carl has done a superb job in this role as PD ever since he arrived in Portland. He's been instrumental GARDNER/See Page 8

**McConnell Now GM At WNDE & WFBQ**

WFBQ & WNDE/Indianapolis GSM Milt McConnell has been promoted to GM at the Gulf (soon-to-be-Taft) AOR-A/C combo, replacing VP/GM Denny Rossman, who exits after two and a half years to pursue station ownership. McConnell, who retains his GSM duties, promoted Account Executive Lee Anne Brooks to Local Sales Manager.

Gulf President Alan Henry said, "We are pleased to be able to promote from within, and to name Milt as our new GM." Added McConnell, "I've always wanted the job ever since I was a rookie salesman here. It's particularly nice being a hometown boy."

McConnell first worked with WFBQ & WNDE in 1979, and left the following year for stints with crosstown WIKS (now WZPL) and WIFE. He returned to the Gulf stations in 1983 as Local Sales Manager, and was promoted to GSM a year ago.

**WPJB Returns To CHR**

After two years of A/C following a lengthy CHR history, WPJB/Providence has returned to CHR.

WEAN & WPJB VP/GM Jim Kefford said, "A lot of rumors have been circulating around the market for weeks, and it became apparent that we needed to declare our direction. If you look at the numbers, it's obvious that WPJB/See Page 8

**Kimble WHK's PD**

WPXY/Rochester midday personality Bernie Kimble has been named PD at Malrite's Gold-formatted WHK/Cleveland. The position had been open for several weeks since Bill Stedman joined KSN/San Francisco as PD.

John Gorman, PD for sister AOR WMMS and Operations Manager



**Bernie Kimble**

for both stations, commented, "Bernie's credentials and experience ensure 14K of new growth and fresh excitement to our solid gold rock 'n' roll format."

An AOR veteran, Kimble brings programming experience from KIMBLE/See Page 8

**R&R Takes Memorial Day Holiday**

In observance of Memorial Day, R&R's offices in Los Angeles, Washington, Nashville, and New York will be closed on Monday, May 27, resuming regular hours on Tuesday, May 28.

**Turco Takes WPYX PD Post**

At Scott Broadcasting's AOR-formatted WPYX/Albany, NY, Music Director Andi Turco has advanced to PD. Rick Van Zandt remains Operations Manager for WPYX and sister AM A/C station WTRY. Former WTRY PD Bob McDougall recently accepted the morning drive opening at crosstown News/Talk outlet WQBK; WTRY is now seeking a new PD.

Van Zandt said, "Andi's been an integral part of the operation for so long. I'm confident we'll be seeing great things from her."

Turco has been with WPYX for four years and will retain her afternoon airshift. She became MD 14 months ago, and will relinquish those duties to Asst. PD Bob Welch. She said "I just want to us to continue as the first-class station we've always been and maintain our market image as an authority."

# KGNR Shifts To Big Band Format

After years of steadily declining News/Talk ratings amid increased competition, KGNR/Sacramento discontinued its fulltime commitment to the format in favor of Kalamusic Big Band programming for most dayparts, laying off five staffers.

President Bob Henley explained, "KGNR has long been the market leader in morning drive, and we've expanded News/Talk from 5-9am to 5-10am. So we're not abandoning the format. I'm elated with the move, although it was difficult because we had to let some people go." "The problem was that we were putting out a very good product that nobody was listening to."

Henley added that KGNR will also continue its noon newscast and late afternoon news/information segments. At other times, KGNR will offer music programming with personalities Jack Kirkwood and Randy Comstock until it shifts to automation during late evenings and overnights.

The decision was welcomed by Sacramento's only other News/Talk outlet, McClatchy's KFBK, which had recently hired away

KGNR's morning news team and quitted the station for radio rights to the NBA Sacramento Kings. "We're obviously delighted to be the exclusive News & Information station in Sacramento," said McClatchy Director/Broadcasting Paul Aaron. "This opportunity will only cause us to redouble our efforts to earn the respect of the listeners and the community."



Jim Tice

## WZZK Promotes Tice, Kidd

Jim Tice has been upped to Operations Manager at WZZK-AM & FM/Birmingham, while retaining his FM PD duties. Tony Kidd, who had been serving as FM Asst. PD and MD for both stations, advances to PD for the AM while continuing his dual MD duties.

WZZK-AM & FM GM Jerdan Bullard told R&R, "Both Jim and Tony have made major contributions to the success of WZZK-FM, so these promotions are richly deserved. Their new titles and responsibilities reflect our high regard for their leadership capabilities."

Tice said, "I've only been here eight months, so it feels great to get this kind of endorsement from a good company like Katz."

Kidd, who's been WZZK-FM MD for four years and Asst. PD for one, told R&R, "This a great opportunity for me to try my hand at programming without having to leave a great station like 'ZZK or a super company like Katz. I couldn't be happier."

WZZK-FM was number one in the fall 1984 Arbitron. WZZK, formerly WSGN, was acquired by Katz two months ago. The AM and FM are currently simulcasting but, except for morning drive, will offer similar but separate programming in August.

# Packer-Spitz, Gasman Republic Station VPs

In twin appointments at Republic Radio, Linda Packer-Spitz and Sandy Gasman have been named VP/Stations. Packer-Spitz joined Republic eight years ago, most recently serving as VP/Manager of its Chicago office. Gasman steps up after a year as VP/Network Operations after seven more as VP/Sales Manager for (parent) Katz Radio; he started with the company in 1966.

Republic President Jerry Kelly noted, "Linda has earned this pro-

motion through her aggressive and tireless dedication to selling our list of radio stations. Sandy's contribution to our growth has been enormous. His constant efforts and dedication with the Katz Radio Group Network has earned him this promotion."

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### Cagle

Continued from Page 1

and I feel fortunate to be a part of them." Steve Ellis is acting PD at WAPP until a replacement for Cagle is named.

In addition to the Kansas City properties, Cagle will also oversee WSJS & WTQR/Greensboro-High Point-Winston Salem, WCOA/Pensacola & WJLQ/Mobile-Pensacola, WREC & WZZR/Memphis, and KCNN & KXXY/Oklahoma City. Cagle previously programmed KFRC/San Francisco, KHJ/Los Angeles, KCBQ/San Diego, and WRKO/Boston.

### Cole

Continued from Page 1

together a lot quicker than originally planned. However, I look at this as the opportunity of my career to become VP/GM of such a great station as WKTI. I regret leaving here so soon after joining, but I know with the leadership of Jeff Trumper and (OM) John Gehron, WLS-FM will continue to grow into its full potential."

Before joining WKTI in 1982, Cole was Assistant PD at ABC's WRQX(Q107)/Washington and PD at WZOK/Rockford. He begins his new duties around June 3. No replacement was named at WLS-FM.

### Clements

Continued from Page 1

said to all the people at Mutual — the people who worked very hard in the last year — 'Hey, you've got our confidence, and we're going to stick with it.' Amway has demonstrated its commitment to the longterm improvement and prosperity of this radio network, and this dots the I's and crosses the T's."

Clements joined Mutual in 1973 as VP/Programs, and was appointed VP/Sports in 1976. In 1981 he was assigned Sr. VP/Mutual Radio Network, and oversaw virtually all day-to-day operations of the company. He began his broadcasting career as an announcer at WORD/Spartanburg, SC.

Bob Hope  
 Caspar Weinberger  
 Barbara Walters  
 Lucille Ball  
 Bill Murray  
 George Bush  
 Carl Sagan  
 Pete Rose  
 Tom Brokaw  
 Gary Hart

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B94	KMBQ	WFBQ	WIOQ
WSOC-FM	WTIC-FM	KEZO	Y106
WWJ	WGCL	WRAL	KDWB
KFRC	WKSJ-FM	PRO-FM	WHO



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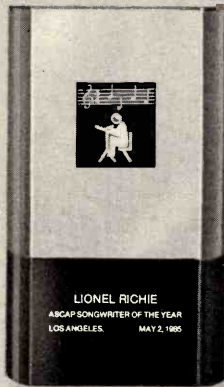
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# Lionel Wins All

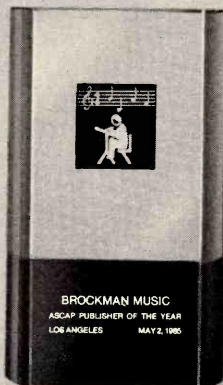


... At the ASCAP Pop Awards

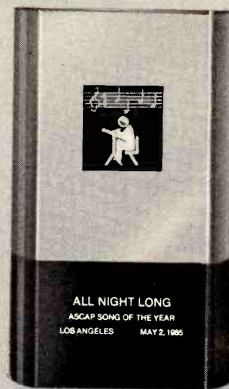
# Night Long...



Writer of the Year  
*Lionel Richie*



Publisher of the Year  
*Brockman Music*



Song of the Year  
*All Night Long*

## Most Performed ASCAP Songs (Oct 1, 1983 to Sept 30, 1984)

**AGAINST ALL ODDS (TAKE A LOOK AT ME NOW)**  
Writer: Phil Collins (PRS)  
Publishers: Golden Torch Music Corp.  
Pun Music, Inc.

**AUTOMATIC**  
Writer: Brock Walsh  
Publisher: MCA, Inc.

**BABY I LIED**  
Writer: Rory Bourke  
Publisher: Chappell & Co., Inc.

**BREAK MY STRIDE**  
Writers: Greg Prestopino  
Matthew Wilder  
Publishers: Buchu Music  
No Ears Music, Streetwise Music

**CHURCH OF THE POISON MIND**  
Writers: Michael Craig (PRS), Boy George (PRS)  
Roy Hay (PRS), Jon Moss (PRS)  
Publisher: Virgin Music, Inc.

**DANCING IN THE DARK**  
Writer: Bruce Springsteen  
Publisher: Bruce Springsteen

**DRIVE**  
Writer: Ric Ocasek  
Publisher: Lido Music, Inc.

**EYES WITHOUT A FACE**  
Writers: Billy Idol (PRS)  
Steve Stevens  
Publishers: Boneydol Music  
Rare Blue Music, Inc.  
Rock Steady Music, Inc.

**FOOTLOOSE**  
Writer: Kenny Loggins  
Publishers: Famous Music Corporation  
Milk Money Music

**GHOSTBUSTERS**  
Writer: Ray Parker, Jr.  
Publishers: Golden Torch Music Corp.  
Raydiola Music

**GIRLS JUST WANT TO HAVE FUN**  
Writer: Robert Hazard  
Publisher: Heroic Music

**GOT A HOLD ON ME**  
Writer: Todd Sharp  
Publisher: Cement Chicken Music

**HEART AND SOUL**  
Writers: Mike Chapman  
Nicky Chinn  
Publisher: Arista Music, Inc.

**HELLO**  
Writer: Lionel Richie  
Publisher: Brockman Music

**HERE COMES THE RAIN AGAIN**  
Writers: Annie Lennox (PRS)  
Dave Stewart (PRS)  
Publishers: Blue Network Music, Inc.

**HOLD ME NOW**  
Writers: Tom Bailey (PRS)  
Alannah Currie (PRS), Joe Leeway (PRS)  
Publisher: Zomba Enterprises, Inc.

**HUMAN NATURE**  
Writers: John Bettis  
Steve Porcaro  
Publishers: John Bettis Music  
Porcara Music

**I GUESS IT NEVER HURTS TO HURT SOMETIMES**  
Writer: Randy Van Warmer  
Publishers: Fourth Floor Music, Inc.  
Terraform Music

**I GUESS THAT'S WHY THEY CALL IT THE BLUES**  
Writers: Elton John (PRS)  
Davey Johnstone, Bernie Taupin  
Publisher: Intersong USA, Inc.

**I STILL CAN'T GET OVER LOVING YOU**  
Writer: Ray Parker, Jr.  
Publisher: Raydiola Music

**IF EVER YOU'RE IN MY ARMS AGAIN**  
Writer: Michael Masser  
Publishers: Almo Music Corporation  
Prince Street Music

**IT'S A MIRACLE**  
Writers: Michael Craig (PRS), Boy George (PRS)  
Roy Hay (PRS), Jon Moss (PRS)  
Publisher: Virgin Music, Inc.

**JUMP**  
Writers: Michael Anthony  
David Lee Roth, Alex Van Halen  
Eddie Van Halen  
Publisher: Van Halen Music

**JUMP (FOR MY LOVE)**  
Writers: Steve Mitchell  
Marti Sharron-Humak, Gary P. Skardina  
Publishers: Anidraks Music  
Stephen Mitchell Music, Forchester Music, Inc.  
Welbeck Music Corporation

**JUST ANOTHER WOMAN IN LOVE**  
Writers: Wanda Mallette  
Patti Ryan  
Publisher: Southern Nights Music Co.

**KARMA CHAMELEON**  
Writers: Michael Craig (PRS)  
Boy George (PRS), Roy Hay (PRS)  
Jon Moss (PRS)  
Publisher: Virgin Music, Inc.

**THE LANGUAGE OF LOVE**  
Writer: Dan Fogelberg  
Publishers: April Music, Inc.  
Hickory Grove Music Co.

**LET THE MUSIC PLAY**  
Writers: Chris Barbosa  
Ed Chisolm  
Publishers: Emergency Music, Inc.  
Shapiro Bernstein & Co., Inc.

**A LITTLE GOOD NEWS**  
Writers: Charlie Black  
Rory Bourke, Tommy Rocco  
Publishers: Zomba Enterprises, Inc.  
The Welk Music Group

**LOVE IS A BATTLEFIELD**  
Writers: Mike Chapman  
Holly Knight  
Publishers: Arista Music, Inc.  
The Makiki Publishing Company Ltd.

**MISS ME BLIND**  
Writers: Michael Craig (PRS)  
Boy George (PRS), Roy Hay (PRS),  
Jon Moss (PRS)  
Publisher: Virgin Music, Inc.

**MISSING YOU**  
Writers: Mark Leonard  
Chas Sanford  
Publishers: Fallwater Music  
Markneem Music

**OH SHERRIE**  
Writers: Randy Goodrum, Steve Perry  
Publisher: April Music, Inc.  
Random Notes, Street Talk Tunes

**ONE THING LEADS TO ANOTHER**  
Writers: Alfred Agius (PRS)  
Cy Curran (PRS), Rupert Greenall (PRS)  
Jamie West-Oram (PRS), Adam Woods (PRS)  
Publisher: Colgems-EMI Music, Inc.

**P.Y.T. (PRETTY YOUNG THING)**  
Writer: Quincy Jones  
Publisher: Yellow Brick Road Music

**THE REFLEX**  
Writers: Simon LeBon (PRS)  
Nick Rhodes (PRS), Andy Taylor (PRS)  
John Taylor (PRS), Roger Taylor (PRS)  
Publisher: Chappell & Co., Inc.

**ROLL ON EIGHTEEN WHEELER**  
Writer: Dave Loggins  
Publishers: Leeds Music Corp., Patchwork Music

**RUNNING WITH THE NIGHT**  
Writer: Lionel Richie  
Publisher: Brockman Music  
**SAD SONGS (SAY SO MUCH)**  
Writers: Elton John (PRS)  
Bernie Taupin  
Publisher: Intersong USA, Inc.

**SAY SAY SAY**  
Writer: Paul McCartney (PRS)  
Publisher: MPL Communications, Inc.  
**SOMEBODY'S WATCHING ME**  
Writer: Rockwell  
Publisher: Jobete Music Company, Inc.

**STUCK ON YOU**  
Writer: Lionel Richie  
Publisher: Brockman Music

**TALKING IN YOUR SLEEP**  
Writers: Caz Canler, Jimmy Marinos  
Wally Palmer, Mike Skill, Pete Solley (PRS)  
Publisher: Foreveerdeavor Music, Inc.

**THAT'S ALL**  
Writers: Tony Banks (PRS)  
Phil Collins (PRS), Mike Rutherford (PRS)  
Publisher: Pun Music, Inc.

**THEY DON'T KNOW**  
Writer: Kirsty Mac Coll (PRS)  
Publisher: MCA, Inc.

**THINK OF LAURA**  
Writer: Christopher Cross  
Publisher: Another Page

**THREE TIMES A LADY**  
Writer: Lionel Richie  
Publishers: Brockman Enterprises, Inc.  
Jobete Music Company, Inc.

**THRILLER**  
Writer: Rod Temperton (PRS)  
Publisher: Almo Music Corporation

**TIME AFTER TIME**  
Writer: Rob Hyman  
Publisher: Dub Notes

**TIME WILL REVEAL**  
Writers: Bunny DeBarge  
Eldra DeBarge  
Publisher: Jobete Music Company, Inc.

**TO ALL THE GIRLS I'VE LOVED BEFORE**  
Writers: Hal David, Albert Hammond  
Publishers: April Music, Inc., Casa David

**TONIGHT I CELEBRATE MY LOVE**  
Writer: Michael Masser  
Publisher: Almo Music Corporation  
Prince Street Music

**TWIST OF FATE**  
Writer: Steve Kipner  
Publisher: April Music, Inc.  
Stephen A. Kipner Music

**WHAT'S LOVE GOT TO DO WITH IT**  
Writer: Terry Britten (PRS)  
Publisher: Chappell & Co., Inc.

**WHEN DOVES CRY**  
Writer: Prince  
Publishers: Controversy Music, WB Music Corp.

**WHEN WE MAKE LOVE**  
Writers: Troy Seals, Mentor Williams  
Publishers: Cavesson Music Enterprises Co.  
Two-Sons Music, WB Music Corp.  
Welbeck Music Corporation

**YAH MO B THERE**  
Writers: Quincy Jones  
Michael McDonald, Rod Temperton (PRS)  
Publishers: Almo Music Corporation  
Genevieve Music, Yellow Brick Road Music

**YOU CAN'T GET WHAT YOU WANT (TILL YOU KNOW WHAT YOU WANT)**  
Writer: Joe Jackson  
Publisher: Almo Music Corporation

**YOU MIGHT THINK**  
Writer: Ric Ocasek  
Publisher: Lido Music, Inc.

## Jones Elevated To Fantasy Exec. VP

After seven years as VP/Marketing at Fantasy, Phil Jones has been promoted to Exec. VP of the company's record division. He will supervise distribution, promotion, and A&R for Fantasy and its affiliated labels.

Jones told R&R, "The responsibilities are basically the same, but now I'm more involved with talent acquisition." A 33-year industry veteran, starting in retail, he spent 12 years at Motown in various capacities, including Director of Marketing. He reports to Fantasy



Phil Jones  
President Ralph Kaffel.

## WZNE Ups Papandrea To GSM

David Papandrea has been promoted from Account Executive to GSM at DKM's WZNE (Z98)/Tampa. He replaces Kevin Malone, who resigned to market "Sport Coat 15," his own roll-on suntan product.

VP/GM Don Hibbitts commented, "David has the experience and background in the market to take on this position. He would have worked his way into management anyway, but Kevin's departure has allowed it to happen right away. I'm glad we could offer it to him before someone else."

Papandrea said, "The competition is really tough, but we have our niche and with (PD) Bob Kagan's help we are really taking care of the audience. My sales staff is working on the basics, and with seven people we can cover the market effectively. I look toward increasing the quality of our marketing toward the advertising community."

A market veteran, Papandrea

## James

Continued from Page 3

ming duties, Harris is doubling as WCIN's midday personality. He told R&R, "Ohio is my home state, so I'm glad to be here. I'm also very happy to be associated with JACI and Earnest James. We've worked together twice in the past, and both times were winning situations. WCIN has a rich, 30-year tradition. We hope to do some things that will make WCIN's tradition that much stronger."

As part of that strategy, former WVOI/Toledo PD Max Myrick has come aboard as morning man with a new show called "Max & Company." And Sid Kennedy shifts from PD to News Director.

## Slogan

Continued from Page 3

'99' as an on-air mention, and that the injunction they are going after will also be denied. All we are attempting to do is simply make sure we get credit for those people who are listening to 'Warm.' We do not want to get any credit that isn't due us. We just want to make sure that if we are being listened to that at least we get the benefit of the doubt (at Arbitron) if one of our listeners enters '99' in the book."

For a detailed background account of the WSB-FM/WRMM slogan situation, see this week's A/C column by Donna Brake (Page 47).

8/R&R FRIDAY, MAY 24, 1985



Weezie Crawford

## Crawford WFYR GSM

Louise "Weezie" Crawford has been named General Sales Manager at RKO A/C outlet WFYR/Chicago. Most recently, she worked at Sandusky's KNUS & KBPI/Denver, first as Local Sales Manager for KBPI, then serving three and a half years as GSM for both stations.

WFYR VP/GM Dick Rakovan told R&R, "I've hired a lot of people, but I've never found in my 25 years in the business so many people with such high regard for an individual. She's very special and the people who will work for her are going to learn an awful lot."

Said Crawford, "I'm delighted to be working here at 'FYR and with Dick. He's a fabulous guy; in fact, all of the people here are tremendous."

Prior to KBPI & KNUS, Crawford held LSM posts at WBBQ/Memphis and WKQQ/Lexington.



David Papandrea

was Sales Manager for four years when Taft owned WDAE, and remained with the station and its FM, WIOI, when Gannett took over. He joined WZNE last January.

## O'Hearn WIND's New GSM

John O'Hearn has been promoted from Local Sales Manager to GSM at Westinghouse Broadcasting's Talk outlet WIND/Chicago.

VP/GM Jan Hrubic-Shay commented, "John's knowledge of the radio industry, sales management experience, and his ability to work with people make him uniquely qualified for this position."

Formerly VP/GM at WJAS/Pittsburgh for two years, O'Hearn joined WIND as LSM last spring. He earlier worked in Chicago as Retail Sales Manager

## Gardner

Continued from Page 3

in helping to turn the station around." Gardner is credited for helping guide KEX from 14th to first 12+ in the winter Arbitron.

Prior to joining KEX, Gardner spent three years with Sandusky Talk outlet KNUS/Denver, first as PD and later as Station Manager. Before that he was News Director for sister station KZAM/Seattle, having previously worked at KING-AM & FM/Seattle as an air personality.

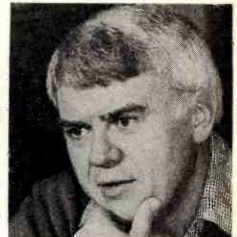
"Sure, the Trail Blazers had something to do with our success, but we're up with all demos in all dayparts," Gardner said. "It's been a basic, fundamental story: we tightened it up, focused the product, got rid of the clutter, breathed some life into it, and promoted it aggressively. KEX has been a success waiting to happen, and Taft has given us all the tools we've needed to get the job done."

## Mulhern New OM At KLTQ-AM & FM

After five years with WNFL/Green Bay, veteran broadcaster Shawn Mulhern has been named Operations Manager at Sunrise Media's A/C-programmed KLTQ-AM & FM (K-Lite)/Salt Lake City. Mulhern started with WNFL as Sports Director, and has been handling the morning show for the past three years. Former K-Lite PD Bruce Byxbe is now the station's Production Manager.

In addition to WNFL, Mulhern has worked at WJR-FM/Detroit, KYND/Houston, and KJOI/Los Angeles. He worked as a station announcer at WTMJ-TV/Milwaukee, and has handled public address for several NFL and NBA teams, including eight years with the Chicago Bears.

"I almost cracked up a half-dozen times driving down the mountain - it's so beautiful here," said Mulhern. "It took a lot for me to



Shawn Mulhern

came out to Salt Lake City, but (principal/GM) Dick Elliott is a brilliant mind. This station only went on the air last September, so it's still an embryo. I see this market as a big Green Bay - there's a similar camaraderie."

## Simpson

Continued from Page 1

spent three years with Cap Cities in Dallas - first as PD for KSCS, and then as Operations Director at WBAP & KSCS. Earlier, Simpson programmed in Denver for several years, having worked at KERE, KTLK, and KLZ. He said, "I'm very pleased to go back to work for Cap Cities and Vern Ore. We're gonna have a lot of fun in L.A."

## Kimble

Continued from Page 3

Syracuse stations WSCY and WSYR-FM as well as WMJQ/Rochester. "Not only am I happy to be returning to programming," he told R&R, "but it's great to work with a well-oiled machine like WMMS & WHK. It's almost like the job of a lifetime." Kimble added that he will also assume an airshift.

## ONE YEAR AGO TODAY

- JIM QUELLO REAPPOINTED TO FCC
- RICK CARROLL RETURNS AS KRQQ-FM/LOS ANGELES PD
- DOUG MCGUIRE PD AT WWT/ATLANTA
- STEVE HARRIS NAMED PD AT WDRQ/DETROIT
- STEVE SCHRAM STATION MANAGER AT WLZZ & WZUU/MILWAUKEE
- ART CAMIOLLO NAMED GM AT WHAT & WWDB/PHILADELPHIA
- #1 CHR: "Let's Hear It For The Boy" - Deniece Williams (Columbia) (3rd week)
- #1 A/C: "Time After Time" - Cyndi Lauper (Portrait/CBS) (2nd week)
- #1 BIU: "Let's Hear It For The Boy" - Deniece Williams (Columbia) (3rd week)
- #1 Country: "When We Make Love" - Alabama (RCA) (2nd week)
- #1 AOR Track: "Dancing In The Dark" - Bruce Springsteen (Columbia)
- #1 LP: "Heartbeat City" - Cars (Elektra) (10th week)

## FIVE YEARS AGO TODAY

- NEIL BOGART FORMS BOARDWALK ENTERTAINMENT
- JAY COOK VP/STATION MANAGER AT KCFM/ST. LOUIS
- JOHN SEBASTIAN NAMED PD AT WCOZ/BOSTON
- T.J. DONNELLY BECOMES GM AT KLIF & KPLX/DALLAS
- #1 CHR: "Biggest Part Of Me" - Ambrosia (WB) (3rd week)
- #1 A/C: "The Rose" - Bette Midler (Atlantic)
- #1 BIU: "Let's Get Serious" - Jermaine Jackson (Motown) (5th week)
- #1 Country: "Don't Fall In Love With A Dreamer" - Kenny Rogers & Kim Carnes (UA)
- #1 LP: "Against The Wind" - Bob Seger (Capitol) (10th week)

## TEN YEARS AGO TODAY

- WKYS/WASHINGTON GOES DISCO
- #1 CHR: "Sister Golden Hair" - America (WB)
- #1 A/C: "Wildfire" - Michael Murphy (Epic)
- #1 Country: "Misty" - Ray Stevens (Barnaby)
- #1 LP: "Captain Fantastic" - Elton John (MCA)

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

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

Talknet. We hit just the right note.



**Talknet**  
FROM NBC RADIO

Source: NBC Survey, completed January, 1985. Format information based on American Radio, Fall, 1984 by James H. Duncan, Jr.

## Penn Leaves NBC, Buys Four Sunbelt Stations

NBC Radio Networks Senior VP Richard Penn is leaving the company to form Penn Communications, purchasing four properties from Sunbelt Communications for \$5.4 million. The stations are KQEO & KZZX/Albuquerque and KVOR & KSPZ/Colorado Springs.

KQEO has a Gold format and broadcasts on 920 kHz with 1 kw days/500 watts nights; KZZX uses Transtar's A/C format, operating on 99.5 mHz 19.5 kw at 4134 feet; KVOR offers News-Talk with 5 kw days/1 kw nights on 1300 kHz; and KSPZ also has Transtar's A/C programming with 25 kw on 92.9 mHz at 2130 feet.

Penn, who expects to retain the formats and management of all stations,



Dick Penn

said his company is actively seeking additional properties. He plans to relocate to either Albuquerque or Colorado Springs when his resignation becomes effective June 14.

### KIIO & KVEE/ GRAND JUNCTION, CO

PRICE: \$1.1 million

BUYER: Barry Turner and John Culpepper, who also own KAGC & KKY5/Bryan, TX; KDOK & KEYP/Tyler, TX; KAFE-AM & FM/Santa Fe, WWWQ & WPFM/Panama City, FL; KIYS/Boise is owned by trust of John Culpepper III.

SELLER: Western Slope Broadcasting, headed by Lucille Howell, H.J. & Ruth Kendrick, Marlene Hoskin, and Carl Anderson.

DIAL POSITION: 1100 kHz; 92.3 mHz

POWER: 50 kw days/10 kw nights; 30 kw at 350 feet above average terrain.

FORMAT: AOR; Easy Listening

BROKER: Corky Cartwright and Bill Whitley of Chapman Associates.

### KKAT/SALT LAKE CITY

PRICE: \$2.8 million

BUYER: Brown Broadcasting, headed by father/son Willet and Michael Brown; minority stockholder and Group OM is Phil Melrose. The company also owns KGB & KPQP/San Diego, KXOA-AM & FM/Sacramento, and KYNO-AM & FM/Fresno.

SELLER: First Omni Communications

DIAL POSITION: 101.9 mHz

POWER: 28 kw at 3742 feet above average terrain.

FORMAT: Country

BROKER: Ray Stanfield and Jim Mergen of Chapman Associates

### KLUV & KISN FIRST PROPERTIES

## Palmer, Smith Start Sun Mountain

KFMB-AM & FM/San Diego VP/GM Paul Palmer and San Diego Padres President Ballard Smith have formed Sun Mountain Broadcasting, acquiring KLUB & KISN/Salt Lake City from Carman Broadcasting. The purchase price was not disclosed, but industry sources appraised the combo at just under \$5 million.

Palmer, who will remain with KFMB, becomes President of the new company; Ballard and Linda Smith are majority stockholders. KLUB offers MOYL programming with 5 kw at 570 kHz; CHR-formatted KISN has 30 kw on 97.1 mHz at 3650 feet above average terrain.

Robert Mahlman served as broker for the proposed transaction, which is expected to be completed by September 3.

### KAMI & KOOC/COZAD, NE

PRICE: \$560,000

BUYER: Charles A. Larsen and Ann L. Larsen. Charles Larsen is associated with KQWB/Moorhead, MN.

SELLER: Tri City Broadcasters, headed by Dean Dorsey

DIAL POSITION: 1580 kHz; 104.5 mHz

POWER: 1 kw daytimer; 100 kw at 300 feet a.a.t.

FORMAT: MOR

BROKER: Bill Lytle of Chapman Associates

## Hoker Buys KCFX For \$3.8 Million

Belo Broadcasting VP/Radio Operations Jay Hoker has resigned to become President/CEO of Dallas-based Hoker Broadcasting. The company's first acquisition is KCFX/Harrisonville (Kansas City), which it is buying for \$3.8 million from Professional Communications, Inc.

Hoker's partners include CPI (Communications Partners, Inc.), Interfirst Venture Capital, and Mercantile Of Canada. The seller is owned by Garry Munson, who also operates KKPL-AM & FM/Spokane as Alpha Radio, Inc. KCFX programs an AOR format with 100 kw on 100.7 mHz at 847 feet above average terrain.

Hoker, who was a VP at Belo for two years, previously served as VP/GM at the company's KZEW & KRQX/Dal-



Jay Hoker

las. Before that he spent 11 years with ABC, including VP/GM stints of KSRR/Houston and WRIF/Detroit.

## Stow Joins KOFM As GSM

KOFM/Oklahoma City has hired Skip Stow as GSM from crosstown KEBC, where he'd held a similar position and served for eight years.

KOFM VP/GM Michael Colello told R&R, "Skip replaces Denny Bivens, who was a great technical sales manager, and really belongs in a much bigger market. I ended up hiring Skip because he's so well-known and liked in Oklahoma City, and he'll offer that one-on-one, personal approach which I think is better suited to this city."

Stow noted, "I felt it was time for a change. KOFM is the best-kept secret in this market. There is a huge potential for growth, and it's all a matter of visibility and promotion. You have to tell 'em to sell 'em." Prior to KEBC, Stow held sales positions at KBUL/Wichita and KLOR/Ponca City, OK.

## NRBA Succeeds With First Group Head Fly-In



The NRBA sponsored its first-ever "Radio Group Head Fly-In" in St. Louis this week, attracting 35 radio group executives representing over 259 stations in 39 states. Chaired by Gannett Radio President Joe Dorton, the one-day session focused on such areas as national/unwired reps, centralized budgeting, personnel standards, and the future of ownership limitation. Reaction to the meeting was very positive, and another fly-in is scheduled for late fall. Pictured above is (l-r) Shamrock Broadcasting President and Committee member Bill Clark with NRBA President/Mann Media President Bernie Mann.

## Doppleganger Debuts



New York-based band Doppleganger has signed with Manhattan Records, and will release a single entitled "Communication Breakdown." Shown (l-r) are Manhattan VP Bruce Garfield, Doppleganger members Randy Fredrix and Philippe Saisse, and band manager Philip Roberge.

## Simon Now Compleat



Veteran singer Joe Simon has inked with Compleat Records. His first single, "It Turns Me Inside Out," was recently released. Shown (l-r) are Compleat President Charles Fach, Simon, and producer Skip Scarborough.

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*On Saturday, June 1 at 3:00 PM (Eastern),  
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CHILDREN OF THE WORLD,  
an extraordinary half-hour event,  
via satellite.*

*Hear today's young superstars  
along with boys and girls  
of all ethnic groups  
speak up for mankind and the  
famine victims of the world.*

◆  
**HEAR THEM SINGING THE WORLD PREMIERE OF  
THE SPECIAL CHILDREN'S RECORDING OF  
"WE ARE THE WORLD"**

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All proceeds from sales of records will go to USA for Africa.



# The ROCK of Your Life

**Radio Salutes 30 Years of Rock 'n' Roll.  
July 4th Weekend.**

Celebrate the 30th anniversary of rock 'n' roll with NBC Radio Entertainment's 30-hour radio tribute: **The Rock of Your Life**.

From Bill Haley, Buddy Holly and The Beatles all the way to The Police, Bruce Springsteen and Cyndi Lauper, **The Rock of Your Life** takes listeners on a spectacular journey.

Don't expect another typical countdown. **The Rock of Your Life** zeroes in on rock's important artists, themes and events, tying everything together with what's happening in rock 'n' roll today. Listeners get the whole picture in a way they can relate to, whether they're 18, 25 or 39. Plus, they're never more than 90 seconds away from the rock of their life. Get your July 4th holiday programming rolling with **The Rock of Your Life**. Available on disc.

Call Shirley Maldonado at (212) 664-5538.

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MONDAY, JULY 4, 1988



# HIT EPIDEMIC!



## DEAD OR ALIVE

*"You Spin Me Round (Like A Record)"*

### SIGNIFICANT ACTION

WXKS-FM	KIIS-FM	92KTU	QOMQ	WAZY-FM
CKOI	KMEL	WFMI	KCAQ	OK95
195	KPLUS	KZIO	KHYT	
		KIKX	KWES	

Billboard Dance Chart: **41-31-19**



## 'TIL TUESDAY

*"Voices Carry"*

CHR Chart:

**25**

206 Reporters  
81%

AOR Tracks: **10**

K106 deb 29	B96 34-28	KMJK add	KZIO 17-11
WXKS-FM 9-8	92X 35-29	KS103 20-16	WZPL 16-14
WCAU-FM 38-30	WHYT 22-19	KITS deb 28	WJXQ 23-19
PRO-FM 11-6	KBEQ add 27	KMEL 9-7	WWIC 30-19
Z93 deb 28	ZZ99 35-24	KPLUS 10-8	KQKQ 31-20
KAFM 24-17	KWK deb 28	KUBE 27-21	WIOG add 25
KEGL 18-13	WLOL-FM add 32	WBEN-FM add 26	KKFM add 32
93FM 14-12	Q103 35-29	WLAN-FM 9-5	KSKD 19-17
195 23-16	KIIS-FM 15-14	Q92 add 27	WIGY 11-9
B97 deb 25	KOPA deb 30	KSET-FM add 33	OK95 3-3
WNVZ 17-12	KZZP add 29	KX104 9-7	



## KING

*"Love & Pride"*

Already A European Smash  
And Crossing To America!!



Distributed by CBS Records

# WHAT'S NEW

Edited by Don Waller

## FLASH (PAPER) BACK!!!

### Halcyon Daze Revisited In "San Francisco Nights"

*Sika-a-delic!* The story of the "San Francisco Sound" covers 3/5 of a mile in 10 seconds in "San Francisco Nights: The Psychedelic Music Trip, 1965-68," a joint effort by Gene ("The Catalog Of Cool") Sculatti and Davin Seay. In a brisk 200 pages or so, including a selected discography and filmography, the authors seamlessly weave a rich tapestry of proper and improper nouns into the literary equivalent of a liquid light show. No doubt about it, these guys were there.

Along with a veritable plethora of phantasmagoric pics (some mighty rare), punny stories, and phact-philled capsule histories of such psychedelic supernovas as the **Grateful Dead**, **Jefferson Airplane**, **Quicksilver Messenger Service**, **Big Brother & The Holding Company**, **Country Joe & The Fish**, **Moby Grape**, the **Steve Miller Band**, **Santana** and **Sly & the Family Stone**, the authors devote generous space to such neglected movers and



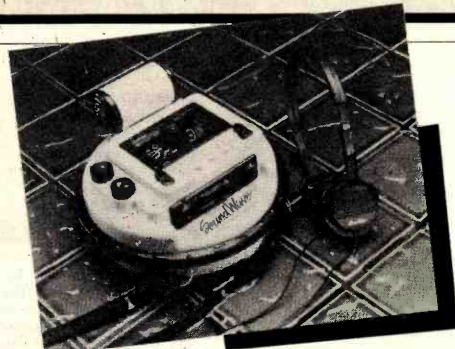
Sculatti & Seay:  
*Trip through the past*

shakers as the **Charlatans** and the **Mystery Trend**. Such notable, quotable behind-the-scenesers as **Bill Graham**, **Wes Wilson**, **Ralph J. Gleason**, and **Tom (Big Daddy) Donohue** are among those playing supporting rock 'n' roles as well.

More than merely a laundry list of names (**Owsley**, the **Family Dog**, **Artie Ripp**), places (the **Matrix**, **Fillmore**, the **Red Dog Saloon**), and events (the Acid Tests, the Trips Festivals, the Monterey Pop Festival), the book captures the energy and speed at which the times they were a-changin'. For one bright, shiny moment anything could happen and very nearly did, as the authors in a superb, semi-detached style retell the uneasy courtship dance between the major record companies and the first generation of San Francisco bands.

Perhaps more important, the book sheds some much-needed light on the ancient sociological mystery: "How does a scene happen?" Academics will be arguing over the information presented here for years. For now, let's all clean the candle wax off the old records, light the incense, sit back, relax, open our heads, and let the pictures come.

Available from **St. Martin's Press**. Price: \$12.95.



### Floating Stereo/Radio

Featuring 1-1/2" water-resistant cone speakers and lightweight, water-resistant headphones, the "SoundWave SW-1000" makes a sizzling summer promotional item. This AM/FM stereo radio and four-function, auto-reverse, stereo cassette deck comes with a sturdy flotation unit that allows you to take your favorite radio station poolside or surfside, on the sand or on the slopes.

With built-in handholds for easy carrying and a high-beam lamp for nighttime use, this anywhere-you-wanna-go-go item is available from San Rafael, CA-based **Jandy Industries**. Call **Potentials in Marketing** at (612) 333-0471 for details.

### Backless Chairs A Pain In The Knees?

Those new-fangled backless chairs — you know, the kind with the knee

rests are shaping up as a real pain in the knees (and in the legs). A recent *Boardroom Reports* item states that workers with "chronic knee or leg problems complain of aggravation caused, by pressure from the knee rest." Believe it or not, there's also said to be a danger of sliding down the chair seat when wearing slippery fabrics.

What's more, many workers complain of being unable to stretch backwards effectively. On the positive side, workers with chronic back pain claim the backless chairs improve posture and relieve back strain. Only goes to show that not even a simple chair sits right with everyone.

## Consumer Electronics: A \$40 Billion Industry

According to a recent study conducted by **Arthur D. Little, Inc.** on behalf of the **Electronic Industries Association's** Consumer Electronics Group, the consumer electronics industry contributes \$40 billion and 1.5 million jobs to the U.S. economy yearly.

In addition to this direct impact on the nation's economy, the consumer electronics industry has a significant

effect on such related industries as electrical machinery manufacturing, which rakes in \$3.7 billion from consumer electronics; retail trade, which takes in \$2.4 billion; and wholesale distribution and sales, which get a \$1.6 billion cut of the action. How much of this translates into revenues for the radio station?

The answer lies partially in the report's definition of the consumer

electronics industry. Basically, it's been broken down into 12 product categories: color TVs, videocassette recorders, videotapes, other video products, home computers and software, video and electronic games, telephones, calculators and watches, and — more to our interest — audio loudspeakers, audio tapes, other audio products, and automobile sound. While many of these products are already advertising on your station and several are expected to show dynamic growth in the future, these last four categories are perhaps more directly influenced by the radio and record industries than, say, color TV.

Believe in this: Audio loudspeakers are a \$1-billion market, and that's not counting the \$863 million spent on audio tapes or the whopping \$4.2 billion market for "other audio products." Automobile sound — that's car radios and stereos both — rolled up another \$3.8 billion.

As far as that "other audio products" category goes, it includes audiocassette decks, portable headsets, audio compact systems, audio component systems, separate audio components, compact disc players, and 40.4 million home radios worth a total of \$565 million dollars. Add in another 13 million car radio/cassette units with factory sales of \$1.1 billion and you've got an extremely healthy consumer market for your station's product — radio.

Since all these figures are based upon 1983 data, it's important to remember that the market for tele-

phones, videocassette recorders, compact discs and in fact just about every other product category mentioned has increased significantly in the past two years and will likely continue to do so for years to come. Forewarned is forearmed.



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## RADIO & RECORDS

# PRO:MOTIONS

## Weir Manages KEED & KSND

Don Weir has been appointed General Manager of **KEED & KSND/Eugene, OR**. Prior to this appointment, he held a similar post with **WAPL & WHBY/Appleton, WI**.

## CBS Masterworks Names Three

Three appointments have been announced within the Product Management Department of **CBS Masterworks**. **Laraine Perri**, Associate Director/Product Management; **Michelle Errante**, Product Manager; and **Vickie Ross**, Product Manager. Perri, who joined Masterworks in 1980, most recently served as Product Manager. Errante is a four-year veteran who worked as Executive Secretary for the Product Management and Sales departments. Ross came to CBS Records in 1977 and was Senior Product Coordinator in Masterworks' Editorial Services department prior to her promotion.

## Blair Ups Lazare, Hagy

**Scott Lazare** and **Susan Hagy** have been promoted to VP/New York Sales Manager and Houston Manager, respectively, at **Blair Radio**. Lazare, who succeeds **Susan Bradkin**, most recently served as VP/Manager of the Houston office. He first joined Blair in 1980 as a New York Account Executive, moving up to Manager three years later. Hagy, a Blair AE in San Francisco for three years, lists AE posts with **KMPX/San Francisco** and **H.R./Stone** in her broadcasting background.



Scott Lazare



Susan Hagy

## Killam Manages Starstream Studio

**Paul Killam**, designer and builder of **Starstream Communications Group's** new eight-track studio for radio broadcast production, has been appointed Studio Manager. Before coming to Starstream, he worked for two years as an audio engineer at **Cook Sound** and four years as a radio and TV director with **Winius Brandon Advertising**.

## Sexton Named Tri-Star VP

**Timothy Sexton** has been appointed VP of Music for **Tri-Star Pictures**. He's spent 12 years in the music industry, most recently serving as Music Supervisor on **Orion's** "Desperately Seeking Susan." Prior to that Sexton was Contemporary Music Coordinator for **Twentieth Century Fox** and Director of Audio and Visual Services at the **Burbank Studios**.

## Enigma Starts Family Classics Division

**Enigma Records** has launched **Family Classics**, a new division focusing on the children's market. The first artists signed to the division are **Janet and Judy Robinson**, whose "Words 'N' Music and "Musical Fitness" LPs were recently released. In other Enigma activity, **Steve Ricardo** has been named National Retail Promotions Manager and **Sherry Orson** has been appointed Director/Alternative Marketing.

## Metro Traffic Acquires Hub Media



(l-r) **MTC's VP/Operations Mike Von Ende** and **President David Saperstein**; **Hub Media's President Ken Carter** and **David Hemenway**

**Metro Traffic Control** has acquired **Hub Media, Inc.** for an undisclosed sum. Both firms have been providing traffic reporting services to affiliates in Boston. As a result of the takeover, according to company sources, **MTC** will broadcast daily traffic reports on 19 radio stations and **WBZ-TV**.

## PROS ON THE LOOSE

**Dan Dubonnet** — PD **WASY/Portland, ME** (207) 282-4922  
**John Frost** — MD/afternoons **KHTR/St. Louis** (314) 441-9460  
**Roger Gaither** — PD **KXX106/Birmingham** (205) 988-4106  
**Ken McCartney** — Nights **KITS/San Francisco** (415) 892-4838

**Kelly Norris** — PD **KRQ/Tucson** (602) 888-6417

**Bob Paiva** — Operations Manager **WSFM & WCMB/Harrisburg** (717) 236-8236

**Scott Smith** — Production Director **WKQS/Miami** (305) 726-2341

## CHANGES

### RADIO

**Janet Fouhey** appointed Account Executive **WEEI/Boston**.

**Marc D-W Hildreth** named Chief Accountant of **WPOR-AM & FM/Portland**.

### INDUSTRY

**Mike Greenzieg** former Account Executive for **WAPP-FM/ New York**, appointed Account Executive **Republic Radio/New York**.

**Robert W. Carlson** joined **Domain Communications** as Account Executive.

### Pearl Hunt Premieres

**Scott and Bret Perlman** and **Tracy Hunter** have joined forces to revive a label dormant for nearly two years. **Pearl Hunt Records** was formerly known as **Pearl Records**, which was founded by **Stuart Perlman**. Under this new banner, **Scott and Bret Perlman**, in addition to **Hunter**, will manage the label's financial and marketing activities. **Charlie Gilreath** will oversee financial and creative West Coast efforts plus worldwide licensing. And **Michael Moss** will supervise the label's **Pearl Productions Video** division. **Hillstreet** is **Pearl Hunt's** first artist signing.

### David Re-Elected ASCAP President

Lyricist **Hal David** has been re-elected President of **ASCAP**. First elected to the presidency in 1980, **David** has been an **ASCAP** member since 1943 and has served on its Board of Directors since 1974. Other officers who were elected are: **Arthur Hamilton** and **Irwin Robinson**, VPs; **Morton Gould**, Secretary; **John Green**, Assistant Secretary; **Leon Brettler**, Treasurer; and **Sid Herman**, Assistant Treasurer.

### A&M Promotes Haverty



Doug Haverty

**Doug Haverty** has been upped to International Operations Director at **A&M Records**. He joined the label eight years ago and worked in an administrative capacity for the International division.

## CART'EM UP ON AA-4!

From AOR to CHR, Country to Jazz—Whatever the format, this cart's for you. For outstanding high frequency sensitivity and headroom, compatibility with all cart machines, the multi-format AA-4 delivers the sound that audiences turn on.

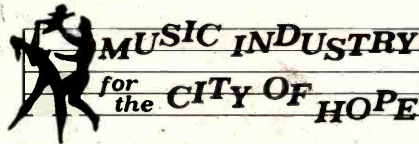


**AUDIOPAK AA-4.**  
For stations who care how they sound.

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**DINNER CO-CHAIRMEN  
BEN SCOTTI, PRESIDENT SCOTTI BROTHERS PROMOTION  
JOHN MASON, MASON AND SLOANE**

**ENTERTAINMENT CHAIRMAN  
STAN MORESS, PRESIDENT VARIETY MANAGEMENT  
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JHAN HIBER

## SECRETS OF MASTER STRATEGISTS

# Lessons Learned For Success

By Larry Campbell



Larry Campbell

Larry Campbell, President of The Research Group, joined the Seattle-based company in 1981 as VP/GM after 14 years with King Broadcasting. Campbell, whose radio management experience includes KING/Seattle, KGW/Portland, and KLHT & KZZU/Spokane, holds an MBA in Marketing and Statistics from the University of Oregon.

Jhan Hiber's column is regularly one of the most educational parts of *Radio & Records*. As a guest writer, I wanted to contribute some thoughts that I hope would also be informative and educational.

I've decided to share what we have observed as the common characteristics and practices of the management teams at client stations honored as winners of our "Master Class Strategists Award."

### What The Award Means

The Master Class Strategists Award program began in 1984 as an effort by The Research Group to recognize and reward those who have performed particularly well. Such success results from the management teams' use of strategic planning and marketing warfare principles in winning or defending their market share in tough, competitive environments. We consider the MCSAs to be a radio "Hall of Fame," if you will, and we honor each winner through special recognition at a banquet and awards ceremony.

### Management Practices

In the ongoing battle for listeners, revenues, and profits, many stations lose; only a few win. Master Class Strategists, in a word, are winners. They are very disciplined in how they manage their stations and compete in their marketplaces. This disciplined station marketing approach is really the underlying key element in their collective success. Here are the common characteristics among these very

successful management teams:

1) *They understand marketing and develop and follow a strategic marketing plan.*

The Master Class Strategists understand marketing as the process of programming, positioning, and advertising their stations so that their target listeners will want to listen to their stations regularly,

strategy.

2) *They do ongoing market research to remain in constant touch with their current and prospective listeners.*

A. These management teams understand the importance of obtaining regular input from their target listeners on such key areas of concern as the perceived strengths or weaknesses of their programming, positioning efforts, advertising campaigns, and the needs and wishes of their target listeners.

B. They research all parts of their program-

before production takes place. This research is also done with their target listeners in order to achieve a final campaign that works — that really sells the station's key programming benefits uniquely and credibly so the campaign will be a success.

3) *They learn and follow marketing warfare strategies and tactics.*

These radio managers have learned and practice the principles of marketing warfare which many radio managers today pooh-poo, don't understand, or only pay lip service to.

strengths, the weaknesses of primary competitors, and the desires of their target audience.

While their strategic marketing plans are consumer or listener-focused, their marketing warfare or battle plans are competitor or enemy-focused.

4) *They listen very critically to their stations and to their competitors on an ongoing basis.*

Master Class Strategists regularly critique their programming. This self-examination is based on knowledge of the target listeners' needs. And they regularly critique/evaluate their competitors' programming in the same manner.

They also solicit the input and critique of others outside the station whose judgments they respect. These management teams discuss and analyze potential programming adjustments in a non-emotional manner, basing their decisions solely on their listeners' needs and wishes.

5) *They encourage professional training and management development programs.*

Many of the Master Class Strategists promote and encourage training programs in sales, communications, motivational techniques, and supervision for their key managers and personnel. These are conducted in classroom situations and at annual management get-togethers away from the station.

These are the characteristics and practices of the top, most successful management teams in the radio industry — the Master Class Strategists.

## Qualifications Of A Master Class Strategist

- Understand marketing and establish a strategic marketing plan.
- Conduct ongoing market listener research
- Learn marketing warfare strategies and tactics
- Listen critically to your station and competitors
- Encourage training/management development programs

loyally, and exclusively. Marketing, then, is the process of getting target consumers to want to consume your product or service.

Their marketing strategies are consumer or listener-driven, not product, industry, or advertiser-driven. The strategic marketing plan is based on local market research. All decisions pertaining to station operations — programming, sales, promotion, engineering, and administrative — are based on the station's marketing

ming. These elements include the desired music mix (gold-to-current ratio), what the jocks should say, and what specific songs to play and not to play in music-based formats. Also evaluated is the relative importance of various programming elements (such as weather, traffic, sports, etc.), as well as what the "hot" news topics are in News and News/Talk formats.

C. They pretest all of their major promotional and advertising campaigns

They develop a competitive mentality of being committed to winning. This mentality is a primary force in their motivation and guides their actions and decisions as they battle for or defend market-dominant positions.

Given the dynamics of each of their specific competitive situations, every one of these management teams has developed a "battle plan," designed to increase or defend their market share. This plan is based on their stations'

You can't get where you're going  
unless you remember  
where you came from.

Who you are and what you are  
is the only thing you own.

Never lose it.

And **NEVER**...ever...**SURRENDER.**



REED BUNZEL

AND NOW HERE'S THE NEWS

# Evolution Of The Species

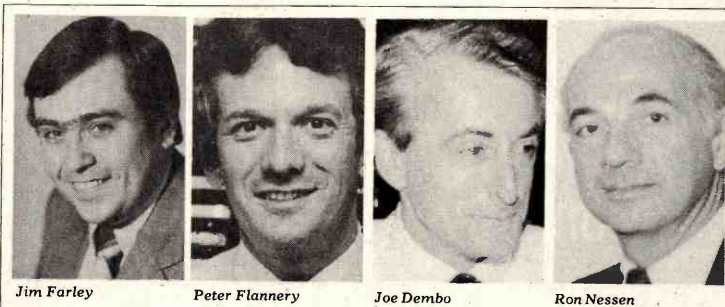
The decline and fall of radio news — local and network — is grossly exaggerated. Anti-deregulators and news junkies have not seen their fears materialize as severely as they suspected. The face of news has been changed and adjusted, as broadcasters have reassessed their programming, positioning, priorities, and pocketbooks. But the expected disappearing act has not surfaced in the wake of deregulatory fever.

Many radio stations have, of course, re-evaluated their news obligations and redirected their programming budgets. Last year's convention of the Radio-Television News Directors Association sparked some comments and criticism about a reduced commitment to local news, financial slashes, staff cutbacks, or complete departmental eliminations. Meanwhile, radio networks have stepped up their news programming with lifestyle features, public affairs programs, news specials, and information features that augment the standard hourly newscast. This week's column takes a look at the state of local news, the effect of deregulation, and the evolution of network news.

### Localism

Despite the philosophies of many program directors, radio is not simply a personal jukebox waiting to play the latest hits. Music is the primary product offered by most commercial stations, but research also indicates that the differences between them extend beyond playlist and rotation. Personality, special programs, sports, news — all are important features in the overall positioning of a station. One element cannot be cut merely to increase year-end profit, which management bonuses are usually based on.

"Much of the decline of news at the local level is due to budget-cutting," says NBC Radio Networks VP/News Jim Farley. "It is also a result of the failure of local news directors to market their operations as well as they could. What these people should keep in mind is that in the near future there are going to be a lot more stations on the air, and a good local news presence is going to make the big difference."



Jim Farley

Peter Flannery

Joe Dembo

Ron Nessen

The bottom line is a weak excuse for management to reduce a station's news programming, according to Joe Dembo, VP/CBS News, Radio. "Local news is of paramount importance," he says. "It should not be overshadowed by anything, particularly business considerations. Any station that has decided it can reduce its news product and ease up on its responsibility to inform its audience is making a serious error. Networks can let the listener know that the world is still there, but the local operator is obligated to provide information about what is going on at home."

"If a station operator was looking to cut costs he could, under deregulation, get rid of his news department and just have his jocks read the wire copy. He could have eliminated the entire news department if he wanted to." The positive side, Farley maintains, is the number of stations which have increased their news programming after deregulation — an indication of the importance of news and information.

Peter Flannery, VP/News at ABC Radio Networks, points out that only a fraction of stations altered their news outlook. "Under

tion yourself as a part of the market, you have to be in all segments of the community. This involves information and news, as well as keeping up with the present music."

### Evolution

Whether deregulation was influential or not, local and network news has changed considerably from the days of strict on-the-hour reports. Regular, hard news is still important, but other features have been added to inform listeners beyond the top headlines of the day.

"What still works is the basic news product," says Mutual Broadcasting VP/News Ron Nessen. "But we also have to be looking for new kinds of products; we can't sit still. If the interest in network news is expanding, we have to offer different types of news programming that fill that need. Stations are picking and choosing what they want to run, so we must make available a wide range of programming to cover all the different formats."

New technology has contributed to the changes in news more than the negative or positive forces of dereg. says CBS's Dembo. "News broadcasts are better today than they were five years ago, from both a substantive and production point of view," he explains. "We are taking full advantage of the technological innovations that've come along. We now have computers to handle a lot of our operations, and the miniaturization of equipment has permitted us to move stories faster than we could before. We have an obligation to keep our listeners fully abreast of the complexity of the world."

ABC's Flannery believes the basic need to know what is going on will ensure the health of radio news. "It all comes down to what

the people need and demand. People still get up in the morning and want to know if the world exploded last night, how the traffic is, who won the game last night, and if they need an umbrella. Radio stations understand that listeners really do want information, and that if the listeners don't get it from the station they're tuned to, they can easily find it somewhere else."

## Radio: A Career Or Stepping-Stone?

With the glitz of television and the lure of six- and seven-figure salaries for the lucky or talented, much of today's crop of broadcast journalism students have visions of cameras dancing in their heads. Is radio simply a way into television today, or are there still a few good journalists who are dedicated to radio news and the immediacy it provides?

### Jim Farley,

#### NBC Radio News:

"Like the Marines, we need a few good men . . . and women. I think the people coming out of colleges and universities today seem determined to go into television. Those who are interested in radio are looking at it primarily as a stepping-stone to television instead of as a career in itself."

### Peter Flannery,

#### ABC Radio News:

"A lot of young people are coming into radio. These people are not itching and scratching to get into television; some of them are good-looking enough to make it in TV, but they like the more honest values of radio. What bothers me, though, is that they are coming into very small newsrooms, and they're not able to pick up the direction and experience of older veterans. I've seen some very bright and aggressive people who have spent 3-4 years in radio news, and no one has directed them on how things should be done. They're simply not getting enough guidance."

"Radio stations understand that listeners really do want information. If the listeners don't get it from the station they're tuned to, they can find it somewhere else."

—Peter Flannery  
VP/News, ABC Radio Networks

### Deregularities

With the arrival of radio deregulation in 1980 came concern that news would take a back seat to less costly programming. Without a federal conscience sitting on a GM's shoulder, would the formerly-required news dwindle into the ether? Would jocks resort to rip-and-read journalism (a contradiction in terms)? Would radio thumb its nose at the "responsible media" critics?

Some cutbacks can be attributed to deregulation, but even in the pre-dereg days stations could have worked their way around some requirements. NBC's Farley says,

dereg only a small handful of stations have said, 'Hey, we don't have to program news. The heck with it.' You find this at heavily music-oriented stations, which are cutting down the length of news, sports, and traffic; they're spreading all these elements across the hour."

In a role of devil's advocate, Flannery also postulates that "news-less" music stations might face too much criticism. "There are a lot of people in this business who say there should never be a radio station without news. But in this age of all-News stations, why shouldn't there be an all-music station? Still, if you're going to posi-

# COREY HART



## NEVER SURRENDER

The first single and 12" from the forthcoming album "Boy In The Box"

EMI  
AMERICA

# MUSIC CALENDAR

## The Weekend

June 1-2

**The Countdown** (WO)  
Bill Withers

**Countdown America With John Leader** (USR1)  
Bryan Adams

**Country Closeup** (NP)  
John Schneider/Judd/Dickey Lee

**Dick Clark's Rock, Roll, & Remember** (US)  
The Monkees

**Don & Deanna On Blecker Street** (CB)  
Dixie Cups/Da'lene Love/Exciters

**Dr. Demento** (WO)  
The Doctor's Favorites

**Gospel America** (BMB)  
Amy Grant/Alan Robertson

**Gospel Line** (SI)  
Love

**The Great Sounds** (US)  
Eddie Heywood Jr.

**Hot Country Gold** (BRE)  
Stallier Bros.

**Hot Ones** (USR1)  
John Cafferty And The Beaver Brown Band

**Hot Rocks** (US)  
Cars

**Music Makers** (NP)  
Eddie Fisher

**On The Radio** (NSBA)  
Van Halen

**Power Cuts** (GSN)  
Night Ranger

**Rick Dees' Weekly Top 40** (US)  
Mary Jane Girls

**Rock Chronicles** (WO)  
John Fogerty/Howard Jones

**Rock Over London** (RI)  
Stewart Copeland

**Scott Muni's Ticket To Ride** (DIR)  
Listener letters

**Solid Gold Saturday Night** (USR2)  
Temptations (6/1)

**Street Beat** (BRE)  
Kool & The Gang

**Super Gold** (TRAN)  
Girl groups (6/1)

**Superstar Portraits** (BRE)  
Kim Carnes

**Superstars Of Rock** (BRE)  
Rick Springfield

**Superstars Rock Concert** (WO)  
John Cougar Mellencamp

**Top 30 USA** (CBSR)  
Girl songs

**Weekly Country Music Countdown** (US)  
Steve Warner

## The Week Of

June 3-7

**Dance Music International** (RI)  
Lionel Richie/Pl. 2

**Earth News** (WO)  
Julian Lennon/Chevy Chase/John Candy/  
Alan Metter

**Encore With William B. Williams** (WO)  
1938: Benny Goodman

**Live From Gilley's** (WO)  
Lacy J. Dalton

**Off The Record** (WO)  
Freddie Mercury/Don Henley/  
Katina & The Waves

**Off The Record Special** (WO)  
Kinks

**Special Edition** (WO)  
Thelma Houston

**Star Trak** (WO)  
Freddie Mercury/Limah/Alison Moyet

**Star Trak Profile** (WO)  
Chicago



**HERE COME DA JUDDS** — Naomi and Wynonna Judd were featured on the first segment of *MJ1 Broadcasting's* new "Country Today" feature which debuted earlier this month. During a recording break the mother-daughter act caught *MJ1's* Dave Schulp with a good luck kiss on both cheeks.

## MONDAY

June 3

**American Music Magazine w/Rick Dees** (US)  
Dolly Parton/Kenny Rogers

**Solid Gold Country** (US)  
June Calendar

## TUESDAY

June 4

**American Music Magazine w/Rick Dees** (US)  
Night Ranger

**Solid Gold Country** (US)  
Songs Of Love And Marriage

## WEDNESDAY

June 5

**American Music Magazine w/Rick Dees** (US)  
Kenny Loggins

**Solid Gold Country** (US)  
Salute to the Stallier Brothers

## THURSDAY

June 6

**American Music Magazine w/Rick Dees** (US)  
Men At Work

**Solid Gold Country** (US)  
Feature Year: 1971

## FRIDAY

June 7

**American Music Magazine w/Rick Dees** (US)  
Ani DiFranco

**Solid Gold Country** (US)  
Music City News awards celebration



**BANANAPPEAL** — The three ladies of Bananarama joined NBC's Rona Elliot for a coffee break during a recent broadcast of "Live From The Hard Rock Cafe" in London. The special broadcast was timed to coincide with the grand re-opening of the British hot spot.

## NEWS & INFORMATION FEATURES

May 25-26

### ENTERTAINMENT

**Starset** (NBCE)  
Moody Blues

### COMEDY

**Bobby Jo Amberg's Bar & Grill** (DM)  
Eggs & spam/Va-va-voom night/  
Broderick Crawford/business as usual

**Comedy Express** (CW)  
Yankee Manager of the Month/  
Not The Music News

**Daily Feed** (DCA)  
Smart Rocks/Dynasaurspot/Social Security,  
Chapter 11/New Reagan Tax Plan/  
It's Your Show Now

**Hiney Wine** (DM)  
Empty Hineys/employee of the month/  
bargains

**Laugh Machine** (PRN)  
Eddie Murphy/Gallagher/Alan Sherman/  
Kip Adolphi/Monty Python

**Radio Hotline** (ASR)  
Talent Scout/Jimmy/Emma Kish/Jogging/  
Fan Club

**Stevens & Grdnic's Comedy Drop-Ins** (ASR)  
With Me Here/Salesman/The Best Of The  
Best Of Carson/New Vegetarians/  
Corpus Delectable/Stereo Sound  
Effects Vol. 4

### GENERAL INFORMATION

**Computer Program** (PRN)  
Employment/video/text/furniture/  
banking/tomorrowland

**Ed Busch Talk Show** (AP)  
Baseball/Nuclear War/Paul Findley/Open  
Open/Free Hair's J.H. Faulk/  
Stephen Reddick & Ed Bark

**Exploring America w/Charles Kuralt** (CBS)  
Eureka, It Works (5/25-26)

**News Blimp** (PRN)  
Doggie contractors/rich kids/  
housework/B-movies/job interview no nos

**In Touch** (CBSR)  
A marriage of differences (5/27-31)

**Sound Advice** (PRN)  
Car radios/speakers/tape units/  
installation/amps

### LIFESTYLE

**American Focus** (FOY)  
Chevy Chase (5/25-26)

**Something You Should Know** (SBS)  
Real estate scams (5/27)  
Finding a mate (5/29)  
Success (5/30)

**Waldenbooks Review** (WO)  
William F. Buckley/"Love Signals"/Erich Segal

WHAT WE DID FOR CHR...  
WE'RE ABOUT TO DO FOR A/C  
FROM THE ORIGINAL PRODUCER AND DEVELOPER  
OF THE RICK DEES WEEKLY TOP 40

RON CUTLER

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 KTXQ-FM Dallas-Ft. Worth  
 KRBE-AM Houston  
 WYDD-FM Pittsburgh  
 WAIA-FM Miami  
 KZOK-FM Seattle-Tacoma  
 WKLS-FM Atlanta  
 KIMN-AM Denver  
 KZAP-FM Sacramento-Stockton  
 WIYY-FM Baltimore  
 WHCN-FM Hartford-New Haven  
 WFBO-FM Indianapolis  
 KOOL-FM Phoenix-Flagstaff  
 KGB-FM San Diego  
 KYYS-FM Kansas City  
 WDJO-AM Cincinnati  
 WEMP-AM Milwaukee  
 WNFJ-FM Orlando  
 WKDA-AM Daytona Beach-Melbourne  
 WTX-AM Nashville  
 WTX-AM New Orleans  
 WFBC-FM Greenville-Spartanburg-Asheville  
 WDCG-FM Raleigh-Durham  
 WLAV-FM Grand Rapids-Kalamazoo-Battle Creek

KATT-FM Oklahoma City  
 WBRU-FM Providence, RI  
 WKEE-FM New Bedford, MA  
 WKJJ-FM Charleston  
 KISS-FM Huntington, WV  
 WFSM-FM Louisville, KY  
 WNOR-AM San Antonio, TX  
 Norfolk-Portsmouth-Hampton  
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 Winston Salem-High Point  
 Albany-Schenectady-Troy, NY  
 KMOD-FM Tulsa, OK  
 WTRX-AM Flint-Saginaw  
 WSSV-AM Bay City, MI  
 WMYU-FM Richmond, VA  
 WOHO-AM Knoxville, TN  
 WTKX-FM Toledo, OH  
 KFMC-FM Mobile-Pensacola  
 (WAIA-FM) Albuquerque, NM  
 KKQJ-FM West Palm Beach, FL  
 WAQX-FM Fresno, CA  
 WROV-AM Syracuse, NY  
 WAPL-FM Roanoke-Lynchburg  
 KEZO-FM Green Bay, WI  
 WDDJ-FM Omaha, NE  
 KKPL-FM Paducah, KY  
 KIIF-FM Spokane, WA  
 Rock Island-Moline, IA

WMT-FM Cedar Rapids  
 WMGX-FM Portland  
 WDXB-AM Poland Springs, ME  
 WGLU-FM Chattanooga, TN  
 WAOR-FM Johnstown  
 Altoona, PA  
 South Bend-Elkhart, IN  
 Austin, TX  
 KLEJ-FM Springfield, MO  
 KQRX-FM Bristol  
 WETB-AM Kingsport-Johnson City  
 Evansville, IL  
 WGBF-AM Columbia, SC  
 WSCQ-FM Ft. Wayne, IN  
 WXKE-FM Springfield, MA  
 WAQY-FM Greenville  
 WRQR-FM New Bern-Washington  
 Lansing, MI  
 WMMQ-FM Fargo  
 KQWB-FM Las Vegas  
 KMJJ-AM Colorado Springs-Pueblo  
 KILO-FM Madison  
 WHIT-AM Rockford  
 WDEK-FM Ft. Myers-Naples  
 WLEQ-FM Monroe-El Dorado  
 KNOE-FM Santa Barbara  
 KTYD-FM Santa Maria  
 KDQS-FM Duluth-Superior  
 KQWK-FM Joplin  
 WLSQ-AM Pittsburg, KS  
 KRIX-FM Montgomery  
 KOZZ-FM McAllen-Brownsville  
 Reno

KNCN-FM Corpus Christi  
 WKLT-FM Traverse City-Cadillac  
 WNEK-AM Macon  
 KFMZ-FM Columbia-Jefferson City, MO  
 KLYL-AM Odessa-Midland  
 KFMN-FM Abilene-Sweetwater  
 WGUJ-FM Bangor, ME  
 KBLI-FM Idaho Falls-Pocatello  
 WHAR-AM Clarksburg-Weston  
 KISY-FM Alexandria, LA  
 WHSY-AM Laurel-Hattiesburg  
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 WRUF-FM Gainesville  
 Ardmore-Ada  
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## THE "KEY AREAS" STRATEGY

# How To Improve Office Communications

By Jerry Johnson



Jerry Johnson

A 20-year commercial broadcasting veteran, Jerry Johnson spent eight years as Operations Manager of KGO-AM/ San Francisco. He left the station three years ago to launch his own management/programming consultancy, San Francisco-based Voice Crafts.

As broadcasters, we are very good at what we do. Technically, our communications lead the world and are the envy of most. However, our management and people skills often lag far behind our mechanical and technical accomplishments.

In fact, a case could be made for broadcasters being among the very worst at executive and management communications. The lack of formal management training for so many of our managers and department heads is one reason. A far more important reason is that usually there's no framework available for executives and managers to effectively communicate with one another.

When a manager is challenged on the quality of communications within his office or facility, one of the first rebuttals that normally comes to mind is that all his employees have an updated job description. Job descriptions, mandated by the legal department, are believed to be important devices for determining employees' responsibilities, as well as offering a method for appraisals. Close behind job descriptions comes the infamous "organizational chart." These charts, giant-sized, printed in dramatic color, covered with plexiglass for durability, provide interesting wall decor, but offer little in terms of improving communications.

### Nine Key Areas

The result? Managers are often working hard at the *wrong* tasks. They may be very efficient and competent at putting out "fires" and work extremely hard. But too often the jobs they are spending their time on have very little relation to the jobs they *should* be do-

ing. Communication between managers often revolves around the tasks performed, which may have practically nothing to do with the major goals of a particular position or department.

In fact, a manager may mistakenly believe that if staff meetings and other formal sessions deal with the "peripheral" issues, those are the important areas for concentration. Thus, an organization's entire focus can become fuzzy at best. For broadcasters, this can translate into being decidedly off-course from such priorities as audience building, client satisfaction, and profit.

Great strides in management efficiency and communications are being made in Europe. They are the result of a concept known as "Key Areas." Developed by Time Manager International of Denmark, the process involves selecting nine Key Areas for managers and executives. These areas are individualized by each person so there is an emotional involvement in them. It's stressed that the Key Areas include all activities an individual deems important in personal as well as business life; i.e., sales improvement, new client development, staff efficiency, personal development.

There are many "tasks" related to each Key Area, which would include specific steps needed to improve staff efficiency, for example. However, Key Areas offer a framework under which these specific tasks are organized. Min-

ute-by-minute activities are directed toward a major Key Area. If a manager finds his daily activities "off target" from agreed upon Key Areas, he knows he's either spending time on irrelevant tasks, or he has set up the wrong Key Areas.

Nine Key Areas are recommended because of how the human brain functions. Our conscious brain is able to concentrate on only one new or unfamiliar activity at a time. The pre-conscious brain takes over when an activity becomes routine or familiar. Research indicates that the brain's pre-conscious can handle no more than nine areas at one time. This principle is followed in various equipment designs, ranging from your car's controls/dashboard and the 747's cockpit to a control room console and a color video switcher.

Overload occurs if there are more than nine factors to monitor, leading to stress, anxiety, and error. In addition, the individual no longer feels in control; a negative attitude develops. Often, if there's no relief from the tension, williness to try diminishes and efficiency is lost — even in those areas that were previously done well.

### Counting The Benefits

The benefits of establishing Key Areas within a broadcast organization are many. First, each individual manager has an overview of his/her responsibilities. Since Key Areas are personally developed, there's a vested interest in them and agreement is received from superiors that these

are proper Key Areas for a particular position. And by making sure that personal as well as business Key Areas are represented, an employee recognizes that importance is placed on his value as an individual.

Second, management time and effort are clearly directed and focused. A sales manager may have a Key Area of "New Client Development." His assistant may have a Key Area of "Servicing Existing Accounts." The time and effort of both will be focused precisely on those areas for which they are both responsible.

Third, Key Areas go a long way toward elimination of stress. Lack of control, whether personal or job-related, produces anxiety which, in turn, produces stressors that inevitably take their toll on not only productivity, but on health and mind. Key Areas done in the "holistic" fashion make a giant stride toward giving executives that welcome "in control" feeling. The control results from knowing that nothing is slipping through the cracks. When a Key Area is slighted owing to time requirements elsewhere, the individual at least is aware of what's being given less attention. So at the appropriate time the "slighted" Key Area will receive its due. Besides reducing stress, control improves efficiency and creativity.

Finally, establishing Key Areas provides a strategy for communications within your organization or station. Individual managers working on their own

Key Areas produce tremendous payoffs when it comes to staff and informal meetings, memo writing, reports, and other kinds of office communications. A GM who not only knows his own Key Areas, but those of each department head, is able to manage with a new sense of direction and purpose.

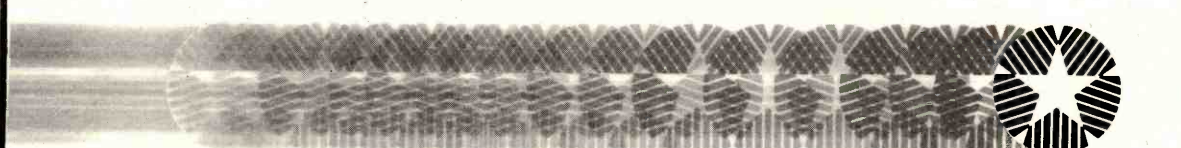
### The Human Element

Key Areas offer a framework for any kind of discussion. For example, during a staff meeting, departmental reports would obviously deal *only* with Key Areas. Quick, informal meetings would tend to go directly to Key Areas, which offer not only a terminology of importance, but also a common understanding that these are the areas where energy is being expended and results expected. Such clarity and focus inevitably eliminate a great deal of misunderstanding, wasted effort, and lack of accountability.

Occasionally, it's good to remember that after the equipment has been inventoried, the value of a broadcast license established, and the net worth of a particular property found, there's one other basic factor yet to be accounted for — people. No piece of technical equipment or sophisticated computer will soon replace broadcasting's human element.

The main ingredient for efficient and committed people is excellent communications. Key Areas offer a framework designed to achieve such improved communications.

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HARVEY MEDNICK

NRBA PROMOTION AWARD WINNER

## WFOX: "The Best Of The Best"



WFOX'S TALL TALE — Here are all the pieces of a winning promotion: the cardboard tower with its creator, General Manager Martin Sherry, and the actual WFOX tower.

Have you ever been in this predicament? Your station has undergone an ownership, format, or location change, and the responsibility for ensuring marketplace awareness has fallen squarely on your shoulders.

What if all three changes occurred, you devised a plan, and as a result your station won NRBA's "Best Of The Best" promotion contest? That's exactly what happened to WFOX/Atlanta and its Tower promotion, which beat out a number of strong competitors including KABC/Los Angeles, WHK/Cleveland, KLOK/San Francisco, and WQAM/Chicago.

### A Towering Promotion

Shamrock purchased WFOX, a small Gainesville radio station, in December 1983. The company decided to extend the station's coverage into metropolitan Atlanta by implementing a three-phase plan of attack:

- Construct a new tower
- Add studio facilities in the metro

26/R&R FRIDAY, MAY 24, 1985

- Renovate existing studios
- The objectives of press/advertising community awareness as well as relieving listeners' anxiety over the impending format change were also factored into Shamrock's plans.

GM Martin Sherry, who doubles as the station's in-house promotion director, was the creative impetus behind the tower campaign. Discussing his sensitivity to promotion, Sherry said, "My first radio job was with a competitor here in Atlanta . . . as an account executive in the mid-'70s you were really the promotion director. I was very active in coming up with promotional ideas and selling them to clients; it was a way to generate more income and clients. And because we didn't have a promotion director it was

me who went out there, put the thing together, and actually ran the promotion."

Together with other key station personnel and the Cone & Wolfe PR firm, Sherry decided on a high-visibility public awareness campaign, pivoted around a sequential direct mail program. The strategy was to devise a program which would offer recipients an opportunity to "see and touch" the station before they could actually hear it.

A three-foot, die-cut cardboard radio tower was developed. It was cut into six illustrated pieces and distributed to target groups. A descriptive blueprint paralleling the actual WFOX tower construction accompanied the direct mail package. The campaign also played up the fact that the new 1784-foot tower would become the tallest manmade structure in the entire state. A total of six mailings went out between June 29 and August 17, 1984; each coincided with another step in the tower

foundation-to-format-kickoff-party sequence of events.

### A Valuable Lesson

The promotion generated considerable local interest and attracted the attention of the national wire services. Sherry also believes it played an important role in WFOX's strong A/C debut. Summing up his feelings about the promotion, Sherry says, "The tower promotion had so many elements that fit so well. There was a lot of interest on different levels. I would have to say it was my favorite of all the promotions I've done." He also credited Shamrock as being "the best broadcast group in the business today. They give you all the help you need. All you have to do is ask for it."

WFOX continues to maintain a high visibility promotional posture, based upon a tightly-focused blend of community, audience, and ad community events. "We can't see FOX being less promotionally-oriented," adds Sherry. "Promotions are always

going to be a big part of the station, (yet) we're going to be very selective about what we do." Looking at promotion in general, he feels that most stations miss the mark because "they either do too many promotions, or they don't do promotions that make good sense for the station."

An old Gilbert & Sullivan line states, "Let the punishment fit the crime." And WFOX's tower promotion did just that. It focused attention on an event from both an actual (tower being built) and perceptual (new station in town) point of view. The well-thought out and managed campaign had a logical start and finish, and used a tactile item for reinforcement.

WFOX's campaign provides an invaluable lesson. As you address your station's promotional needs, bear in mind those unique qualities which differentiate your facility from its market rivals. Devise a program that successfully echoes those qualities to the listeners you're seeking to reach.

THE UNITED STATIONS PROGRAMMING NETWORK PRESENTS

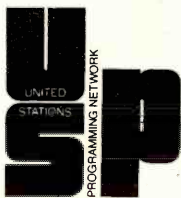
# The BEACH BOYS Story



Join "America's Band" this Independence Day weekend with a three hour 4th of July celebration. From their first hit "Surfin'", the Beach Boys have not only created 50 charted singles, gold and platinum albums but also a collection of music which reflects the hopes, dreams and enthusiasm of our country. Today they remain among the top live concert attractions.

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This exclusive radio event includes all the Beach Boys' best known hits and the stories behind the songs from the group members themselves. To be the "Beach Boys" station in your market this 4th of July contact our Washington, D.C. office at (703) 556-9870.

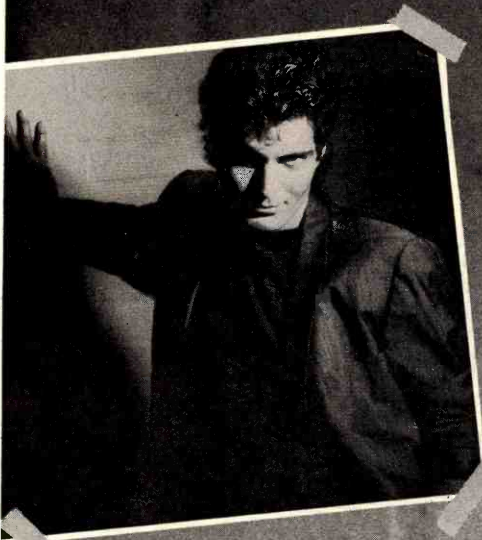


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28/R&R FRIDAY, MAY 24, 1985



# STREET TALK

Following announced plans to spin off 15 of its 25 radio stations, **CAP CITIES** and **ABC** have also announced a plan to postpone the sale of eight of its ABC properties. Cap Cities expects to suspend negotiations on ABC combos in New York, Los Angeles, Chicago, and San Francisco for 90 days, then seek an 18-month waiver from the **FCC** rule on station divestiture. If granted, a final decision on the fate of these major market powerhouses would be moved back to 1987, when the **FCC** attitude toward multiple media ownership might be a little softer.

A hot rumor in Chicago that many feel will come true is that **WCKG's JOHN LANDECKER** is being wooed by **WLS-FM** for morning drive. They say he's most familiar and comfortable with **CHR**, and the gateway would be open if **CKG** will let him out of his current contract early.

Philly radio stations have jumped to the aid of the 60 families left homeless last week when police firebombed the headquarters of the activist group **MOVE**. In just four days, **WCAU** raised \$50,000 for temporary living expenses, while other stations solicited donations of items, such as food and clothing.

**KELLY MICHELLE**, the 12-year-old Sports Director at **WROR/BOSTON**, was invited to meet President Reagan, along with **VIN SCULLY**, **JIMMY THE GREEK**, and others from the **AMERICAN SPORTSCASTERS ASSOCIATION** this week. Radio's hottest new celebrity was also booked for "The Tonight Show" and has been interviewed by *Sports* magazine, the *National Enquirer*, and the *Star*. Give that promotion department a raise.



Frank Kelly  
**ALL PRO** Urban outlet.

You know the car giveaway contest with the 95 or so keys to preliminary winners, right? **WRKI/DANBURY** gave away a \$10,000 Fiero last November, and just got done giving away a \$27,000 Porsche . . . both to the same guy. Stunned station staffers calculated the odds of him getting to the finals and drawing the correct key twice at 16 million to one.

Sports fans should note that **BLAIR's** Radio Rep Division has launched a Sports & Special Sales Department, naming veteran company man **FRANK KELLY VP/GM**.

**WLUM/MILWAUKEE** interim PD **BERNIE MILLER** has been officially named Program Director for the



Jeff Naumann  
for San Francisco.

**KCCI/KANSAS CITY's** takeover by **KEYBOARD BROADCASTING** appears imminent. New calls **KCMG** have been applied for, and the format will most likely switch from **AOR** to **Urban**.

Also on the formatic front, **KAAR/PORTLAND** has become a fulltime affiliate of the **CHILDREN'S RADIO NETWORK**, following in the footsteps of **WEXI/Jacksonville**. **KAAR** had an 0.4 12+ winter book with a Gold format, and **GM AL EMRICH** says **KAAR's** secret to success may be that there won't be any rating for the competition to sell against. Why switch to a format whose listenership is primarily under 12? "Because I had an overwhelming desire to come on the air with something else than what the other 26 stations are doing," **Emrich** explains. No, it's not true that they've hired **BARBIE & KEN** as the new morning team.

**WHAS/LOUISVILLE** Station Manager **SANDY GAMBLIN** has resigned. **GSM ROBERT SCHERER** is handling the duties during the interim.

Despite delivering strong ratings, four-year station veteran **KELLY NORRIS** has left the PD post at **KRQ/TUCSON**. Her replacement is midday personality **JIM GILLIE**.

Recently-revived **JEWEL-RONN-PAULA** has reached an agreement to distribute **CURTIS MAYFIELD's CRC** label. Curtis himself will have a new LP out next month.

Using a photograph that has a can of any Pepsi product in it could win someone a speaking part plus scale payment in an upcoming Stephen King movie, courtesy of **WZON/BANGOR**. How can the station make such a wild guarantee? You see, Stephen owns the station.

**MULTIMEDIA ENTERTAINMENT** is no longer producing the **RICK DEES** "Weekly Top 40" show. President **RON CUTLER** is busy working on three new-concept shows, "That's Love," "Rock Confidential," and "The National Flash." **Dees's** show is now produced by **PAUL JOSEPHS**.

Continued on Page 30

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MICK JAGGER'S GOT THE WINNING TOUCH.

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- ★ "Lucky In Love" on over 70% of CHR playlists and requests coming in!
- ★ It's the follow-up to the Top-10 hit, "Just Another Night"!
- ★ "Lucky In Love" has skyrocketed to the top of the AOR charts and has been inside the Top-5 for the last three weeks!
- ★ "Lucky" video in Power Rotation at MTV!
- ★ "Just Another Night" video in Heavy Recurrent at MTV!
- ★ 12" club reaction to both singles phenomenal!
- ★ "SHE'S THE BOSS" long form video album coming soon!



Play it hard, on Columbia Records, chrome Cassettes and Compact Discs.



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105/38 42%

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WNYS	Z93	WHYT
CKOI	WNVZ	KKRZ
WCAU-FM	WGCL	KMJK
94Q	WCZY	KMEL



MOTOWN DELIVERS,  
ALWAYS HAS...  
ALWAYS WILL!!

## STREET TALK

Continued from Page 28

In a clever promotion, Country station **WCMS/NORFOLK** began spreading word that Howard Hesseman of **WKRP** "Dr. Johnny Fever" fame would be joining the station's lineup. Upon Howard's arrival for the inaugural festivities, he was mysteriously "kidnapped" by underworld actors/characters. And after listeners were told it was all a hoax, **WCMS's** counterfeit sleuth "Rick Devlin — Private Eye" began offering clues as to Hesseman's location as part of its "Great \$100 Grand Gumshoe Giveaway."

All but one of the **DOUBLEDAY** stations are now being consulted. **BOB HATTRIK** has **WLLZ/DETROIT**, **WMET/CHICAGO**, and **WAPP/NEW YORK**. **TODD WALLACE** handles **KDWB-AM & FM/MINNEAPOLIS** and **KPKE/DENVER**. **WAVA/WASHINGTON** is still undecided.

This week's edition of *Earshot*, the radio news directors' paper, will be the last. Publisher **JOE BELDEN** said the decision to shut down after three years was a financial one, due largely to the fact that NDs aren't a "natural target" for advertisers. Belden will continue to publish the daily kicker service *Rip 'N' Read*, while several of *Earshot's* features will be continued in newsletter form.

**WRMF/WEST PALM BEACH OM/PD RUSS MORLEY** says that the A/C station will soon be broadcasting into Miami/Ft. Lauderdale, so he's seeking a new "Mr. Morning" or morning team. With all the recent underbrush blazes, the successful candidate who "sets the market on fire" will probably end up getting arrested.

Across town at **WNGS/WEST PALM BEACH**, PD **ROSS BLOCK** is now Station Manager, which brings in former staffer **RANDY MARSH** as PD/afternoon man. Randy was OM at **WUVU & WFOY/ST. AUGUSTINE, FL.**

**KTFM/SAN ANTONIO's JOE NASTY** was doing a "Count The Songs" contest on his afternoon show when he goofed. He accepted a winner who gave the count as 66 songs in a row, when actually 67 were played. The prize was a new Mustang, but the winner was unable to use it, as he was in a wheelchair. So **KTFM** converted one of the station's vans into one especially equipped for the handicapped. Nice touch.

Making the switch from radio to TV is **WPXI/NEW YORK** Director/Creative Services **BERT GOULD**, who's joining other radio friends who make up the video music crew at Boston's **WJTV-TV** (Channel 66). Among the audio alumni at 'VJV are **PERRY STONE**, **BILL STEPHENS**, **DAVID O'LEARY**, **MARY JO MORRISON**, and **ROXY MYZAL**. **RICK SKLAR** consults.



Stefan Rybak

as well as programming.



Beau Phillips

will make a quick segue to weekends at **WCLY (Classy 95) & WPGC**. Jerry is weighing his options.

Ending Transtar for local A/C programming is **WMAD-FM/MADISON**. Three Chicago radio folks run the station: VP/GM **JAY BLACKBURN**, President/GSM **CHANCEY BLACKBURN**, and VP/OM **TOM TEUBER**. AOR legend **STEVEN CLEAN** is doing mornings. AM sister **WERU** is still **MOYLL**, but with new calls **WMAD (AM)**.

Hats off to **WRIF/DETROIT** afternooner **ARTHUR PENHALLOW**, known as the "Grand Pooh-Bah," who's celebrating 15 years at the AOR outlet.

**KHTR/ST. LOUIS MD/afternoon personality JOHN FROST** is out; he's replaced by **TOM KELLY** from **92X/COLUMBUS**. . . . Across the street at **KSHE**, the new afternoon driver is **KYYS/KANSAS CITY MD RANDY RALEY**. . . . Which **KROQ/LOS ANGELES** jock is about to make the jump to the Big Apple?

**KAFM/DALLAS** Asst. PD/MD **PAMELA STEELE** has stepped down to concentrate on her midday show. So VP/Programming **JOHN SHOMBY** is now calling all the shots. . . . **ROGER GAITHER** has exited the PD chair at **KXX106/BIRMINGHAM**. . . . **KZEW/DALLAS's** new Asst. PD/MD is **CINDY BAILEN**, formerly of Boston stations **WCOZ** and **WHTT**.

**CHRIS HENSLEY PROMOTIONS** and AOR programming veteran **ALAN SNEED** have joined forces to create **ROCK PROMOTION & MARKETING**, an Atlanta-based independent album promotion firm.

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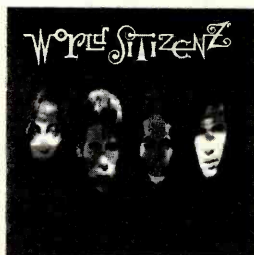
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MAN  
HAT  
TAN



KEN BARNES

# ON THE RECORDS

## The Rock & Roll All-Star Lineup

John Fogerty's "Centerfield" has taken up residence in the top half of the AOR Tracks chart. Don Henley's "Boys Of Summer" took its name from a book about the Brooklyn Dodgers of the '50s. Forget this wrestling and rock lunacy; rock and the national pastime, baseball, are coming closer together. So much so, in fact, that it's time to pick the alltime rock & roll baseball all-stars.

As a starting point, we have to award center field to John Fogerty. He wants it, he's the hook for this concept, so he's got it. The J. Geils Band wanted to play "Centerfold" (or play with a centerfold), but sorry, close but no stogie.

Elvis Presley once staked a claim for left field, singing "I'm Left, You're Right, She's Gone." But that sounds like he's trying to assign the whole outfield and concede a home run at the same time, and that's not what we're looking for on this team. Percy Sledge once sang "Out Of Left Field," and that's good enough to win the position.

Right field is a tough one. Kansas sang "Right Away," but then you still need a right fielder for home games. Gamma with "Right The First Time" takes care of Opening Day, but then it's a question mark. The Shangri-Las demanded "Right Now & Not Later," but the gentlemanly approach of Billy Joel on "You May Be Right" won me over. Billy, you may be right.



Billy Joel sang "You May Be Right," so we put him in right.



Hall Of Fame center fielders: John Fogerty and Joe DiMaggio

### Around The Horn

Moving along to first base, my first choice was the '70s Philadelphia girl group First Choice. The Bee Gees volunteered to be "First Of May," but that left the rest of the season, so I settled for the obvious choice, the Who, so that once and for all we can definitively say "Who's on first."

Another rough choice at second. Art Garfunkel was a candidate with "Second Avenue," but that sounds like a lot of ground balls cruise on through. Then there's Barbra Streisand's "Second Hand Rose," but even a first hand Rose is too slow to play second at his present age. So the spot goes to Smokey Robinson and I'm sure you'll second that emotion.

Not a lot of prospects at third, with the Amazing Rhythm Aces' "Third Rate Romance" seeming to promise a third-rate performance. Winner is Foghat, who after all are "Third Time Lucky."

At shortstop, Michael Jackson has a great glove (so does Prince) and plenty of hits. Randy Newman is one of the "Short People," no question. But how can you turn down '70s R&B vocalist Veda

Brown, who had a minor league hit called "Short Stoppin'?" (Since Newman is also "The Natural," he makes the squad as a utility infielder.)

### Assault On The Battery

There's no shortage of potential catchers. Sixties Texas band



ON THE TEAM: Top, Foghat, 3B; center, hurler Rod Stewart displays his follow-through form as Babe Ruth captures it for the highlights film (every picture tells a story); below, Who's on first.

need somebody for the summer as well. Real Life don't exactly make a great case for themselves by demanding, "Catch Me, I'm Falling." Try crouching next time, guys. Ultimately, the more modest approach of the Dave Clark Five on "Catch Us If You Can" won out.

The team can carry two starting pitchers and a relief ace. That last job was sewed up early by Status Quo, whose "Pitchers Of Matchstick Men" seemed a vivid description of how they reduced opponents' bats to cardboard kindling. Rick James' LP "Throw Down" sums up how you'd like your starter to pitch, and Rod Stewart with "Every Pitcher Tells A Story" sounded interesting, at least.

Might as well use a designated hitter to expand the roster. D.H. Lawrence would have been great, but he hasn't had any hits lately, so Don Henley, who has the right initials and, as mentioned earlier, has been known to wield a mean baseball metaphor, got the nod.

For manager I considered Frank Dileo or Ken Kragen, who've certainly managed all-stars, but had to opt for Albert King on the basis of desire (specifically, his song "(I Wanna Be Your) Personal Manager").

And as owner, Yes deserved a shot, being "Owner Of A Lonely Heart." But I felt one owner would be preferable, and who better than T.G. Sheppard of "One Owner Heart" fame?

So that's the lineup, covering several runs of artists, many hits, and more than one era. Put 'em in, Coach, they're ready to play.

Fever Tree had a song called "Catcher In The Rye," but who wants a catcher hitting the booze every chance he gets? Billy Idol wants to "Catch My Fall," but we



ROCK & ROLL ROSTER: (l-r top) Percy Sledge, LF; Randy Newman, utility IF; catcher Dave Clark absorbs a few tips from the ubiquitous Babe; below, owner T.G. Sheppard and manager Albert King.



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TRACK BREAKER  
DEBUT **37**

## DATEBOOK

SEAN ROSS

### Rock & Roll Guys

Three years ago, when the rumors that **John Fogerty** was *finally* going to release another solo LP were just starting, you could still find Fogerty's first self-titled LP in the cutout bins for under \$1.99. When it was issued in 1975, the "John Fogerty" LP yielded only one chart single, the #37 "Rockin' All Over The World," and was assailed by critics for sounding too *much* like **Creedence Clearwater Revival**. With the release of "Centerfield," clean copies of that first LP have suddenly started showing up in used record stores around Los Angeles selling for at least five dollars.

Fogerty will turn 40 on Tuesday, with his recent comeback giving him his first chart birthday since the **Blue Ridge Rangers** project 12 years ago. At this writing the track "Centerfield," which is the B-side of "Rock & Roll Girls," may be released as a single and is already drawing some CHR airplay. That makes it the first B-side, aside from previously-unreleased items like "Erotic City" and "Pink Cadillac," to do so in recent history. Even if there is a third single from "Centerfield," there probably won't be time for a fourth. Anxious to make up for his nine years in hiding, Fogerty is already working on his follow-up; he's rushed down to New Orleans and assembled local zydeco musicians to work on a cover of "My Toot Toot."

#### MONDAY, MAY 27

1957/German instrumentalist **Jorgen Ingmann's** "Apache" is released; 25 years later, the song's distinctive guitar riff is recycled into a rap record by the **Sugar Hill Gang**.

1957/**Buddy Holly's** "That'll Be The Day" is released.

1962/"The Freewheelin' **Bob Dylan**" LP is released.

1964/During the UK's first wave of piratermania, **Screaming Lord Sutch** launches his own pirate station, Radio Sutch. Sutch could be described as Britain's answer to **Screaming Jay Hawkins**; his best-known record in that country was "Hands Of Jack The Ripper."

1977/**British Virgin** releases the **Sex Pistols'** "God Save The Queen" just in time for Queen **Elizabeth's** silver jubilee celebration. "Queen" is banned by the **BBC** (Radio Sutch is no longer around to play it) and goes to #1 anyway. Birthdays: **Ramsey Lewis** 1935, **Don Williams** 1939.

#### TUESDAY, MAY 28

1966/One of the best-loved non-hits of all time, **Ike & Tina Turner's** "River Deep Mountain High," is released on **Phil Spector's** **Philles** label. "River" will not be a hit when rereleased on **A&M**. It won't be a hit for the **Animals** or **Deep Purple** or any of the other English bands that cover it. "River" will finally make it to #14 in 1971 when the **Supremes & Four Tops** team up to remake it. In 1965, **Darlene Love** is trying it again as part of the "Leader Of The Pack" LP.

1977/**Bruce Springsteen's** legal battles with ex-manager **Mike Appel** are settled. Work begins on the "Darkness On The Edge Of Town" LP.

Birthday: **Gladys Knight** 1942.

#### WEDNESDAY, MAY 29

1977/For the first time in his career, except for medical emergencies, **Elvis Presley** walks off at a concert in Baltimore.

Birthday: **Gary Brooker (Procol Harum)** 1949.



#### THURSDAY, MAY 30

1971/Twenty-one **Grateful Dead** concert patrons are treated for hallucinations after inadvertently consuming LSD in an apple drink that had been passed around San Francisco's Winterland.

1978/**Led Zeppelin** begins work on "In Through The Out Door."

1982/Singer/songwriter **Deborah Allen** marries country songwriter **Rafe Van Hoy**.

#### FRIDAY, MAY 31

1961/**Chuck Berry** opens Berry Amusement Park on the outskirts of St. Louis. Berry's complex includes rides, a children's zoo, a ballroom, and a miniature golf course.

1973/**Steely Dan's** "Can't Buy A Thrill" LP goes gold.

1976/**The Who's** concert at Charlton Athletic Club in England clocks at 120 decibels and gets them in Guinness as the world's loudest rock band . . . for the time being.

Birthdays: **John Bonham** 1948, **Johnny Paycheck** 1941, **Peter Yarrow** 1038.

#### SATURDAY, JUNE 1

1964/**The Stones** arrive at New York for the first US tour.

1967/"Sgt. Pepper" is released and goes gold instantly.

1968/**The Animals'** "Sky Pilot" is released.

1973/On the same day that **George Harrison's** "Living In The Material World" is certified gold, "Live & Let Die" opens with its theme by **Wings**.

Birthday: **Ron Wood** 1947.

#### SUNDAY, JUNE 2

1961/Three are convicted in a Hackensack court in what is believed to be the first successful conviction of record bootleggers.

1979/**WMMS/Cleveland MD Kid Leo** is married and **Southside Johnny** plays at the wedding.

1984/"Wake Me Up Before You Go-Go" gives **Wham!** its first #1 hit in the UK.

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BRAD WOODWARD

## WEAK WINTER BOOK

# Taking Talk Radio's Pulse

After an excellent showing last fall, the News/Talk format unfortunately turned in a rather lackluster winter '85 book. Of 49 stations that were rated in the largest markets, 27 (55%) slipped, 17 (35%) gained ground, and five (10%) remained level. By comparison, the figures for winter '84 were 45% up, 49% down, and 6% level.

Here are the eight stations that increased the most this winter:

KYW/Philadelphia	6.2-7.9
WTKN/Pittsburgh	3.9-4.7
KXL/Portland	3.9-5.5
KSDO/San Diego	4.5-5.4
WTOP/Washington	3.2-4.4
WRKO/Boston	4.9-5.8
WJW/Cleveland	3.2-4.3
WQBA/Miami	4.8-5.7

### KNUS Closing On KOA

The list of stations that encountered some turbulence includes KIRO/Seattle (10.7-8.3; still comfortably in first place), KCMO/Kansas City (7.7-5.2), and KOA/Denver (6.7-5.2). KOA's showing was its weakest in many years, while neighboring KNUS (3.2-4.0) had its best book ever and continues to close in on the market's longtime News/Talk leader.

Another healthy contest just culminated in Sacramento, where KFBK (4.7-5.1) stole KGNR's (4.4-3.7) entire morning news team after research showed it to be KGNR's greatest asset. Early returns indicate the strategy apparently worked. KFBK gained nearly a full share (to mid-sevens) in morning drive, while KGNR fell

off sharply in that daypart (low eight to upper fives). This may have contributed to KGNR's decision to drop News/Talk for Big Band last week.

It's also worth noting that the News/Talk pie continues to shrink in New York City, where four of the five information stations had off books. Only WABC held its own (2.4-2.4). News/Talk total shares

"Whatever the numbers say, the format is definitely picking up converts."

were 19.1 in New York in winter '83, but dropped to 17.8 last year and 16.2 this winter.

### NRBA Survey Shows Slippage

Meanwhile, if NRBA's annual programming survey is to be believed, fully half of the stations airing News/Talk in 1983 left the format in 1984, reducing its total

penetration to 2.3% of all stations (6% for AM). I doubt the dropoff was that sharp. But the unscientific mail survey of 3500 stations may reflect the fact that a number of faltering small-market AMs that turned to News/Talk in the early '80s have found the format too expensive and slow-building.

Whatever the numbers say, the format is definitely picking up some converts. Recent ones include WCOL/Columbus, KCNN/Oklahoma City, and WBCS/Milwaukee. WFLN/Philadelphia is planning a Talk format under new owner Frank Ford, and a spring air date has been targeted for "K-KAR," a News/Talk station that will cover much of Southern California.

Prominent on the casualty list are KFYL/Oakland, which went dark after only a few months of an uphill battle against San Francisco's KGO and KCBS, and WAVI/Dayton (now WDAO), which switched to a Black format under new ownership. In addition, the license of the nation's only FM Talk station, WWDB/Philadelphia, is in jeopardy. It's been designated for hearing by the FCC because of sermons on sister outlet WHAT that have been linked to illegal gambling. It's possible WWDB could be sold to Ragan Henry before the hearing begins. But numerous petitions filed with the FCC may scuttle that deal.

### Talkradio Celebrates Three Years

On a happier note, congratulations to ABC Talkradio on reaching its third birthday. The network has picked up 11 affiliates so far this year, now totaling 94. The weekend programming introduced in early '84 is presently heard on 80 stations. Despite rampant industry rumors that the Cap Cities acquisition of ABC bodes ill for Talkradio, ABC network officials insist the service is here to stay.

In fact, there's speculation that Cap Cities/ABC may seek FCC waivers to retain KABC/Los Angeles and WABC/New York (while owning TV stations in both markets) based on the public interest benefit they provide by originating much of Talkradio's programming. Yet another scenario has the ABC radio operations being taken over by a group of network executives, including Talkradio's godfather Ben Hoberman. "We're in a mode of consolidating and solidifying what we've done," says VP/Director Rick Devlin, who predicts no major



**AUTHOR/PRESIDENT ON KABC** — Former President Jimmy Carter hit the talk show circuit to promote his latest book, "The Blood of Abraham." His tour included a conversation with Michael Jackson, which was heard over KABC/Los Angeles and the ABC Talkradio network.

changes. The earlier plan to save on satellite costs by replacing Los Angeles-based Ira Fistell and Ray Briem at night with New York talent has been shelved. Cost savings of up to \$200,000 a year will come, however, when toll free lines for callers to those two shows are dropped soon.

am of Indiana University. In addition to Yoakam's instruction, the cassette features 17 actualities, many from RTNDA award-winning newscasts. The non-member price is \$10. Contact RTNDA, 1735 DeSales Street, #501, Washington, DC 20036; (202) 737-8657.

You may also want to look into

"Despite rampant industry rumors that the Cap Cities acquisition of ABC bodes ill for Talkradio, ABC network officials insist the service is here to stay."

Devlin also says Talkradio is picking up an increasing number of advertisers. For instance, the weekend specialty shows are proving to be a major draw for products like pharmaceuticals, pet food, automotive, and gardening supplies.

### New Resources

Two resources of interest to News/Talk broadcasters have just hit the market. The first is a 51-minute audio tape on the use of sound in radio news prepared for the RTNDA by Prof. Dick Yoak-

the updated "Talk Show Guest Directory" that just came out. It's triple the size of last year's debut issue, listing 1064 groups that welcome radio talk and news inquiries. One new feature that should help producers is a handy index that cross references the groups by nearly 1500 topics. Whether you're looking for the New Right or Nazis, Man Watchers or Men's Rights, Inc., you'll find them in this \$25 volume. Contact the Broadcast Interview Source, 2500 Wisconsin Ave. NW, Suite 930, Washington, DC 20007; (202) 333-4904.



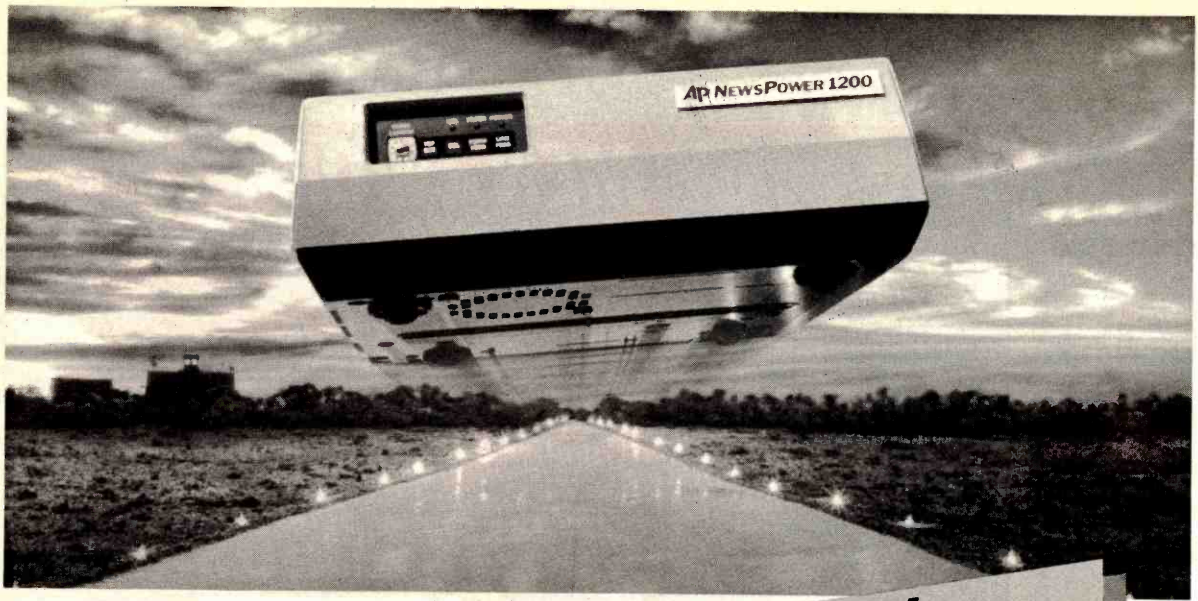
**NAME THAT HOST** — WWDB/Philadelphia conducted a two-month contest that promoted both the station and its individual hosts by giving on-air clues to the personalities' nicknames. Winners Sue and Larry Kronstein (center) guessed six of the seven names and won a trip to Hawaii. Presenting them with their tickets are American Airlines' G. Don Kuhns (l) and WWDB Promotion Director John Curry (r). In another contest WWDB gave away a free trip to Yuba City, CA, deemed the nation's worst place to live by Rand McNally.



**HEEEEEERE'S ED** — Mutual officials report that their best-known personality, overnight talk host Larry King, has signed a new, five-year contract with the network. In addition to signing with Mutual, King begins an interview/call-in show on CNN in June. A recent guest on the King show was television personality Ed McMahon.

## ON THE MOVE

**WINZ/Miami** names Linda Rodriguez Public Affairs Director and welcomes Chief Engineer Jim Yelton from crosstown WIOD ... **Gene Hartigan** signs on as investigative reporter at WEEI/Boston ... **KCMO/Kansas City** sportscaster Kevin Harlan is assigned play-by-play duties for the Chiefs ... **WBBM/Chicago** Outdoor Editor John Case appointed to the Illinois Conservation Advisory Board; desk assistant David Bakker upped to writer at the station ... **WKAJ & WASM/Saratoga Springs, NY** GM Mark Carros becomes News Director at WHO/Des Moines ... **KFWB/Los Angeles** has begun broadcasting Rona Barrett's daily "Entertainment Report"; these reports are produced in cooperation with the Mutual Broadcasting System.



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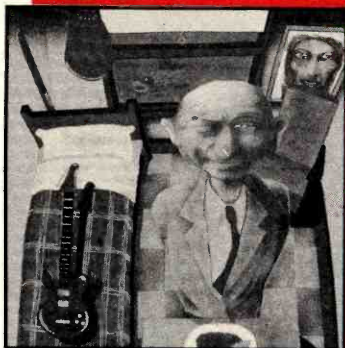
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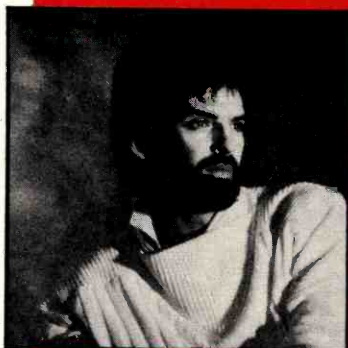
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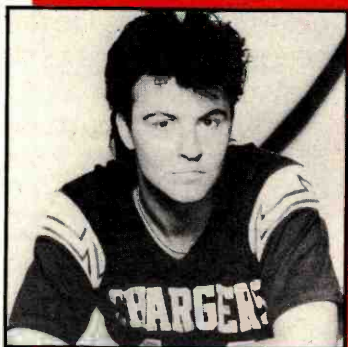
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WKFM	KAMZ	WRQC	KOMQ
WKRZ-FM	WANS-FM	WZPL	K093
WTLO	WOKI	WJXQ	KSKD
WFMF	WFM1	KOFM	KCPX
KWIC	FM100	KEYN-FM	KISN
WSSX	KX104	KF95	KRO



## PAUL YOUNG

"Everytime You Go Away"

CHR Chart: **DEBUT** 34

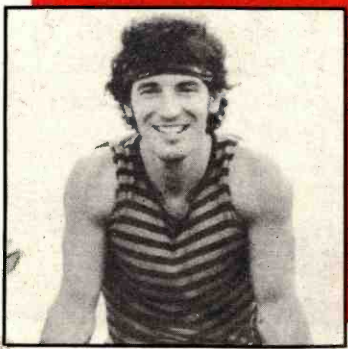
AOR Tracks: 38 17

AOR Albums: 34 21 ONE OF THE MOST ADDED

CHR Moves:

WNVZ 31-23	
94Q deb 25	B96 40-34
Z93 deb 29	WLS-FM deb 36

WGCL 29-24	WPST 32-26
WHYT 34-28	WBCY 28-23
WL0L-FM 33-27	WDCG 37-32
KKRZ 33-27	WANS-FM 38-30
KMEL 28-23	WZPL 28-19
KPLUS 38-34	KNMQ 33-29
WERZ 32-17	KPOP 35-30
WKEE 35-15	KSKD 37-31
KC101 22-19	KISN 35-30
	KHYT 38-33



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## "STRAIGHT MEN" SPEAK UP

# Spectacular First-String Morning Sidekicks

Rriiinnng! Rriiinnng! Rriiinnng! C'mon, open those eyes — you must be awake by now. I know, I know, it's only 4am, but it's time to get up! After all, you have to wake up the rest of the world. Your listeners are sleeping peacefully, waiting for that magical moment when their alarm clock rings and the jock of their dreams becomes a live, active, energetic voice, encouraging them to feel as chipper as you sound.

But wait! That's not you — you're not the jock of anyone's dreams. You're the voice behind the voice, the urging, chiding background vocal... the scapegoat and the straight man... the foil of dirty jokes and target of abuse. Who the hell are you anyway?

Enter the morning sidekick: the AM-drive support line, supplying the laughs when the main man's not in, and sustaining them when he is. KIIS-FM/Los Angeles News Director Raechel Donahue and Z100/New York's morning zoo member Ross Brittain are both morning sidekicks, coming to the aid of Rick Dees and Scott Shannon every weekday.

### The Beginning Of A Beautiful Relationship

While Raechel may not be the jock of anyone's dreams, she's probably the personality of many a young man's dreams. But that's beside the point, which is that Raechel's a very important element and attraction to Rick Dees's morning comedy show, just as Ross is to Scott. These two people get second-billing for a first-rate performance every day, and R&R's Yvonne Olson (CHR Associate Editor) decided to find out what they were all about.

Raechel has worked in L.A. radio for ten years now, with stops at KMET, KWST, and KROQ before joining KIIS last October. At that time she was out of work, having quit KROQ without another job, and KIIS-FM PD Gerry DeFrancesco let her audition on-air. "It was Halloween Day," she remembers. "I dressed in a tinsel wig, tight leather dress and black high heels with black, plastic spiders all over me. Rick loved it. He asked me to stand on a chair so the audience could have a look."

After holding her own in a variety of formats and shifts, Raechel had decided to try something new. "Music became awfully rigid in terms of formatting (at KROQ). There were a lot of songs I simply didn't feel like playing anymore,



Raechel Donahue

and for me to lie to the audience would be a pretty tough thing. I really love my new gig, so it's easy to sound up and happy about it."

### Mucho Show Prep

Ross Brittain, on the other hand, has worked mornings for a good part of his career, first at Z93/Atlanta and then at WABC/New York as half of the "Ross & Wilson" Show. After Ross exited WABC, he called Scott hoping to land afternoon drive at Z100. "No," Scott had told him, "because I don't think you're an afternoon jock. But why don't you come on over and help me do the morning show?" And so the team was formed.

The Z100 show is different from KIIS's morning comedy in that Ross handles most of the writing and prep. "Right after the show we head straight into the studio to record bits for the next day," said Ross. "David Kolin (the other writer) and I do a lot of the bits and about five pages of show prep. I not only provide a lot of running commentary, but I also do sound effects, run the reel-to-reels, and

# Triple Kicks At KPOP

Which one of these men are normal? If you answered "none," you're right! Paul Robins, Paul Kinney, & Phil Cowan make up the comedy team that wakes up Sacramento every morning on KPOP, and they tickle funnybones from 5:30-9am — three and a half hours of absolute zaniness.

About three years ago, this trio developed a concept entitled "Live Radio Theater," a collection of original comedy sketches accompanied by prerecorded sound effects and music. They took their show on the road and were so popular that eventually they became morning entertainment on KPOP. L.R.T. is still seen regularly in the Sacramento area.

The three have been together since their early days in college, when they won over 150 awards for public speaking. What's fun about their work now, they say, is that they each have something different to contribute.

Paul Robins handles much of the writing, having performed all over Northern California as a standup

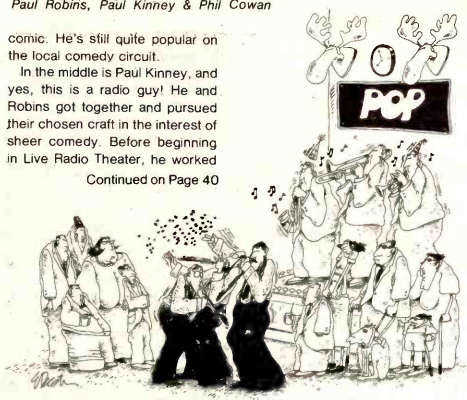


Paul Robins, Paul Kinney & Phil Cowan

comic. He's still quite popular on the local comedy circuit.

In the middle is Paul Kinney, and yes, this is a radio guy! He and Robins got together and pursued their chosen craft in the interest of sheer comedy. Before beginning in Live Radio Theater, he worked

Continued on Page 40



feed bits to the other zoo members. I'm like a cohost/producer, and Scott is the director."

Z100 also has more live personalities interacting at one time than KIIS. The zoo also consists of John Rio (on the phone from KKBQ/Houston as Mr. Leonard), Production Director J.R. Nelson, PSA Director Professor Jonathon Bell, News Director Jeff Young, and Assistant News Director Clair Stevens.

### Conflicts & Creativity

"Of course we run into conflicts," says Ross, "but we really do love each other. Seven people make it tough to get 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."

Raechel holds the News Director title at KIIS-FM. She originally thought all she'd have to do was sound cute on the air, but now she's up at 4am every morning to make sure she knows what's going on in the world. Raechel provides much of the show's information bits, interacts with KIIS-FM's sports expert Charley Wright, and introduces "Commander" Chuck Street in the traffic helicopter. She's a pro at gathering hard-to-find material, and Rick lets her clue him in as well as initiate some of her own stuff.

Raechel also says timing is the essence of a good performance. "Timing is very important. I have to watch his eyes a lot, and he listens to my inflections. In my position, it's not what I put into the

show, it's what I leave out. Just as Rick adds flow to the music and other programming elements, I add some of the same to him: jokes, characters, sketches, and scenarios. I'm there to support Rick's direction and complement it with some of my own input."



Ross Brittain

"Every day is a different adventure for me. When you do a show for as many years as I did, it was no more challenging than driving a car; it began to bore me. Working with Rick allows me to talk to people in a different style and with a different viewpoint."

Ross likes it because he gets to indulge in comedic writing. When you consider that the American Comedy Network averages about ten good sketches a day, according to Ross, and he's writing twelve, you know he's into being funny. "What I'm doing right now isn't too tough to take as an alternative career path. I'm doing 95% of what I want to do, which is writing and working with people I-respect and like."

### Not Bad Being Number Two

Ross also says there isn't really a feeling of being second-string with Scott. "You have to realize in your career that you can't do what you want to when you want it. I don't worry that he calls it the 'Z Morning Zoo' with Scott and Ross. This is show biz — no one ever gets enough billing. And if you have to be number two, it's not bad being number two to number one."

As for Rick and Raechel, things are getting better all the time. "In the beginning I knew I was being looked at under a microscope," she says. "But as time goes on, we're participating and interacting more and more."

The icing on the cake, of course, is that these sidekicks love their radio stations and are working

Continued on Page 40

# Sidekicks

Continued from Page 39

hard to remain winners. As Raechel describes it, "We all feel a great sense of pride. Everything about KIIS is upscale and exciting: the new studios, the equip-

ment, and just the general attitude. Everyone I work with is simply the best in their field. Many I have worked with in the past, others not, but for some wonderful reason we're all together at KIIS."

# MOTION

KLRZ(295)/Salt Lake City promotes MD **Myke Cross** to Assistant PD/MD, and **Ric Scott** is upped to Assistant PD... **Andy Savage**, afternoons at **KMGZ/Lawton, OK** moves to mornings at **KELI-AM & FM/Tulsa**... **J.P. Hunter** adds MD to her Operations duties at **94Z(WZZU)/Raleigh**... **Jim Crossan** is new to mornings at **KKQV/Wichita Falls**... **Geina Horton** who is a member of **Y108/Denver** morning zoo, gets a boost to Music Director, replacing **Beau Wil-**

**liams**, who's on sabbatical... **Bob Jennings** is done Promotions Director at **KRSP/Salt Lake City**.

**WIOX/Toledo's Joe Thomas** moves across town to program **WRQN**... **Mike Ward** becomes the new News Director at **WKFR/Kalamazoo**...

**Chris McCoy** (formerly **Mark St. John** at **CK101/Coco Beach**) joins **WHYY (Y102)/Montgomery** for PM-drive... At **KZOZ/Oneonta, NY**, **Ann Kolodziej** becomes PD, **Joe Moss** steps down for Production Director duties, former traffic manager **Rachel Lutz** is named AE with parttime announcing duties, and **Michele Geerken** is the new traffic manager... **KRNA/Iowa City** air personality **Dawn** takes on Assistant MD duties.

**WVBS(8100)/Wilmington, NC** debuts its new CHR format with the following lineup: **Captain Kevin Walsh** (from **Q100/Allentown**) and **Diana Wood** (of **WFMD/Wilmington**) in the morning, PD **Brian O'Bryan** during middays, Production Director **Mike Fillipelli** on PM-drive, **Jungle Jim Kerr** in the evening, and **Hank Duncan** and **Scott Munn** alternating on overnight and swing shifts... **KKFM/Colorado Springs** has a new address: 411 Lakewood Circle, Penthouse, Colorado Springs, CO 80910.

# KPOP

Continued from Page 39

in radio production and as media consultant for the California State Department of Education. He's a talent and production man.

**Robins** and **Kinney** needed a "very funny fellow" to help them out. **Phil Cowan** had tried almost everything before that, and found his niche in comedy. He writes and shares his wonderful personality with **Sacramento** listeners. While each has his own talents and personalities, each acts as a sidekick to the others on the show in a unique team concept different from a "zoo"-type format.

These people let loose with skills ranging from "Celebrity Phone Messages" to "Ugly America With Charles Manson" to "Moon's Prison Tunes," which can be found on their new album "The Best Of Robins, Kinney & Cowan, Vol. 1" (pictured on page xx). So, if you ever want to laugh your way through a morning in **Sacramento**, tune in **KPOP's** trio. Or better still, buy one of their albums and help put braces on their kids' teeth.

# BITS

• **Hauling In The Votes** — **KHJ/Los Angeles** is encouraging votership by addressing local transportation issues. Each weekday during the morning and afternoon newscasts a different topic will be discussed, and listeners are invited to call in and vote on two possible solutions as determined by the station. At the end of the week, a panel of experts discuss voting results and answer listeners' questions on the air.

# Donahue Rocks On-Air And Off-Road

When **Raechel Donahue** wants to travel, she doesn't necessarily use the road. She prefers not to go anywhere near a highway. In fact, these trips don't even take her very far... maybe around the desert a few times.

Raechel's into off-road racing, a thrill-a-minute sport she's been doing for two years. She's got her own off-road truck, and almost every weekend she's out there, riding the bumps and jumping the cracks on the nearest desert.

It all began when the **Mitsubishi Corp.** was looking for a celebrity passenger to ride with famed off-road racer **John Baker**. They began with the male jocks in town and when no one consented, they dared **Raechel**. Much to her and everyone else's surprise, she agreed. And she liked it so much, she immediately arranged to do it again.

## The Desire To Go Fast

Then **Raechel** got hurt — too many bumps, apparently. She sprained her back in four places and was black and blue from head to toe. It took her four weeks to recover, and that's when she decided to do some driving for herself.

Raechel was then recruited by "Team Swollen." Team member **Craig Durfee** told her she possessed the two natural prerequisites for off-road racing: the desire to go too fast and the madness to go airborne when hitting a bump! **Craig** helped build her a truck, and now **Raechel** makes regular trips to the desert, racing with the best of 'em.

More accidents? Broken fingernails are the worst things to happen to her since the first upset, and **Raechel** says most mishaps occur from simple mistakes. So she's very careful. And her "Team Swollen" boys take care of her. Even her son **Jesse** helps out by traveling around in the chase vehicles — the ones that scurry to each checkpoint, making sure their drivers are OK.

She's into it folks. As far as **Raechel's** concerned, "in the '60s everybody had a good time; in the '80s everybody has a truck."



Raechel & Craig Durfee



Eddie Van Halen and Raechel at a celebrity pro-am.



Raechel's off-road racer

B I O  M E S S A G E  O	TO	Program Directors	AIR DATE	June 8th	TIME	8:00 pm
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
	MES	Tina Turner	National concert simulcast premiere with H.B.O.			
	AGE					
	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					



# Ready To Play. Today.



## Second Week!

WHTT deb 34  
WCAU-FM add  
WHTX deb 29  
WLS on  
WGCL on  
WNCI 27-21  
WKTI add 29  
KDWB-FM add  
KWK deb 29  
WLOL-FM 26-21  
Q103 on  
KMJK on  
KPLUS 40-35  
WFLY deb 28  
Q100 add

K104 38-30  
WKFF add  
WLAN-FM add  
93Q add  
WRCK deb 34  
WKRZ-FM add  
WSKZ add  
WANS-FM add  
WZYP deb 38  
WQUT add  
WOKI deb 35  
KX104 deb 36  
WRNO add

WNSY 29-26  
WKZL deb 36  
KZIO deb 26  
WKDQ 40-34  
WJXQ add 30  
WVIC deb 30  
WHOT add  
KKFM add  
KPOP deb 40  
KISN deb 38  
KZZU add  
WIKZ add  
OK100 29-20

95XII 26-20  
WYKS add  
KWES add  
WIXV deb 40  
KNIN deb 40  
WHSI deb 39  
WBNQ add  
WBWB add  
KQCR 38-33  
WDBR add  
WSPT deb 38  
KDVV deb 40  
KFMW 33-29  
KIST add  
OK95 deb 40

“Centerfield” The AOR Smash From John Fogerty





STEVE FEINSTEIN

# AOR

## KSRR: Ten-Gallon Promotions

A big city calls for big promotions. In its three years as an AOR, KSRR (97 Rock)/Houston has pulled off these feats:

- Paying a cool \$1 million to gobble up all the tickets for a Who Astrodome show.
- Giving away a raft of cars: ten black Trans Ams, ten Z-28s, and three restored vintage Corvettes.
- Live satellite broadcasts from London, Munich, and Ixtapa, Mexico, with up to 50 listeners taken along for free on each trip. Twenty listeners will accompany PM driver Colonel St. James to Maui in June.
- An ongoing Bonus Record promotion gave away \$25,000 last spring, and approximately \$10,000 during both the fall '84 and winter '85 sweeps.

More? For the spring '85 book, KSRR gave five winners their choice of \$15,000 cash or a loaded-to-the-gills Nissan 300ZX. From daily clues, the winners must solve a mystery and identify a Houston person, place, or thing.

And that ain't all — KSRR has three vans on the streets handing out thousands of dollars' worth of bumper stickers and merchandise every week, while summer months feature live broadcasts from Galveston's beaches.

PD Andy Beaubien feels the battle with rival AOR KLOL is more one of style than substance. "We're both playing essentially the same music; we're positioned very closely. Our edge is the quali-

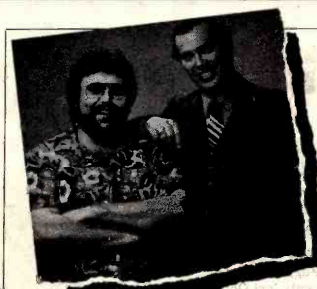
ty of our airstaff and our promotional profile."

On-air, KSRR has frequent traffic reports for harried Houston commuters and plenty of updates for the town's sports buffs. Sports Director Hannah Storm does live reports in both drivetimes, hitting the street between the shifts to cover local teams. Other features include midday gal and senior fulltimer Lauren Valle's daily "Classic Album Exchange," where she replaces a listener's worn-out album with a fresh copy.

Note: Let it never be said that there's a tighter AOR race than in Houston. Winter '85 found the two rockers in a dead heat 12+ at 5.2, with KSRR down from 5.3 and KLOL up from 4.8. The demographic story is every bit as close. KLOL is ahead in 18-34 men by a 0.2 margin, while KSRR leads in 25-34 men by 0.6. Dayparts are split just about evenly. In men 18+, for instance, KSRR takes morning drive handily, middays and afternoons are essentially even, and KLOL triumphs at night. Watch these pages for a follow-up story after the spring book.



Andy Beaubien



Moby (l) and Jon Matthews

## Moby & Matthews: Morning Masters

When I hear radio that really hits the spot for me, I actually get shivers down my spine. Among other sources, I get them from WBCN/Boston's creative production, Philadelphia oldies jock Harvey Holiday, and KSRR's Moby & Matthews.

More than just doing great bits, "M&M" spin yarns. The actual content — bawdy, occasionally off-color tales and jokes — isn't the main draw for me. Rather, it's the joy of hearing two radio guys who really talk with each other; they develop stories at a relaxed, leisurely pace and don't rush to get in punchlines. Listening to them, I get the mental image of two funny, observant buddies just shooting the breeze over their backyard fence.

Part of Moby's appeal is that in addition to being a character, he also has character; he comes off as a real person. PD Andy Beaubien explains, "Moby is a country boy from the heart of Tennessee. He pokes fun at everyone and plays the role of a rebel, with his outrageous, irreverent humor. But he tempers that with a real heart of gold. Moby loves people — all people — from all walks of life. That makes him more than just 'Mr. Shock Value'; he's a warm, lovable person."

That's a key point. Many jocks are screamingly funny and terribly clever, but you never get a feel for them as people. They're one piece of schtick after another; they're always on, and while they may dazzle you, their nonstop "funny-man" front never comes down to reveal a more relatable, human side of their personality.

Moby is balanced. For example, I once heard him poke fun at AEs, referring to them as "sales sluts." Sounds low rent, huh? A few minutes later, though, he told a touching story about the Sunshine Foundation, an organization that grants the wishes of terminally ill children. And it was told in a genuine fashion, not in a maudlin manner.

He also has a method behind his madness — he saves his flashes of inspirations that come off-duty. When he has a funny idea off the air, he dictates it into a microcassette for future reference.

Results? #1 Men 18-34, 25-34, and 18-49.

## WYNF/Tampa: Pop Goes The Rock

WYNF PD Marc Zintel's background is not that of your ordinary AOR programmer. Zintel came to 'YNF' for airwork in 1980 when it was CHR, segued to sales when the station switched to AOR in '81, and then came back for afternoons in '83, his first experience in AOR radio. He assumed the PD post two months ago, shortly after Carey Curelop moved to sister AM WSUN.

Zintel's seen 'YNF' go through a few AOR phases. Under original PD Al Peterson, it was slanted 25-34. George Harris turned 'YNF' into an 18-34 core rocker, using effective merchandising and a "Tampa's Rock 'n' Roll Pirates" image to usurp the format lead from then-AOR WQXM.

In '83, with the station's rock identity solid and 'QXM's switch to CHR WZNE, Curelop expanded the base to 18-34 with more cross-format music. 'YNF's winter '84 7.8 is the station's alltime high in any format, and contains #1 ranks in men 18-34, 25-34, 18-49 and adults 18-34.

"The station is very much a pop-rocker," says Zintel. "Our

'hits' with something like Van Zant, a Southern core-rocker who's gravy for this station."

In light of 'YNF's pop flavor, Zintel is not a heavy-metal booster. "I don't have room for heavy metal, garbage can bands. I want to make 18-34 adults feel comfortable. The 15-year-old headbanger can put on his rubber pants and crank up his Powerslave albums at home anytime he wants to. We don't have to play 'Run To The Hills' at 9am; we have enough of a

rock image so that even that little headbanger can tune us in and feel comfortable. Universal acts that have horizontal appeal — Led Zeppelin, Who, Supertramp, Yes — make it happen for us."

### Air Force

The "Breakfast Flakes" morning team — MD/national tanning champion Ron Diaz and sports maven Jack Strapp — does Ronco product parodies like "Yank Off," a spray to repel the tourists who flock to Tampa. Midday man Nick Van Cleve is an "ad-lib king with a magic tongue," says Zintel, whose own PM drive show is "uptempo and informational. I have as much energy, if not more, than Q105 in the afternoon." Night rocker Charlie Logan does an all-request hour at 9pm and is "a street monster who'll jump onstage at clubs and sing with bands." Late-nighter Scott Phillips "keeps the tempo up but in a more low-key way," and Suzanne Stewart "has a nice, warm sound. She's a listen-

competition is Q105 (WRBQ-FM), and over half our cume base is primary CHR users. I'm not afraid to play Animation during the day, for instance. We balance



(L-r) PD Mark Zintel and morning men Ron Diaz and Jack Strapp.



er's perfect overnight companion."

### Promotional Commotion

'YNF' features have included:

- Live broadcasts from Adventure Island (a theme park adjacent to Busch Gardens) with artists such as Bryan Adams, Outlaws, Donnie Iris, and Michael Stanley Band.
- A "World's Largest Sand Castle" stunt that pulled an estimated 50,000 bodies.
- Giving away a restored 1959 Corvette and a 25th anniversary-edition new Corvette when Busch Gardens celebrated its own 25th anniversary last year.
- Cash Tracks, where listeners call to win \$1000 when they hear a series of three specified songs.
- World Tour '85, with trips to ten places like Cannes and Jamaica. Winners guess the locales through clues.

Continued on Page 43

# WKDF: Nashville Sky-High

Going into its 15th year, Dick Broadcasting's WKDF puts to rest the notion that Southern hospitality doesn't extend to the AOR format. Its fall '84 10.2 placed it second behind Country giant WSM-FM, and 'KDF's been in double digits since spring '81, except last spring when it was #1 in the market despite a dip to 9.5.

Though PD Bill Pugh arrived from WTUE/Dayton only last October, he can easily explain 'KDF's longevity:

1) *Mass-Appeal Music*: Past programmers with CHR backgrounds such as Smokey Rivers and Scott Christenson gave 'KDF a history of playing the hits. Pugh says, "I can play records out of the box that many AORs would watch first: 'Til Tuesday, Prince, Katrina & The Waves, and Paul Young."

2) *Stable Staff*: Morning man Carl P. Mayfield's and afternoon Dave Walton's associations with 'KDF both span over a dozen years. Assistant PD David Hall and midday gal Patti Murray have logged five apiece, and night rocker Kid Redd and overnighter Erin have each put in two years.

3) *Formatic Consistency*: 'KDF, says Pugh, has maintained a consistent identity longer than any other contemporary station in Nashville.

### Three CHR's

As the market's lone AOR, 'KDF's fall share compared quite nicely with the combined 12.4 share of the market's three CHR's. Pugh describes WYHY (Y107) as the most standard CHR, WZKS (96KISS) as having an Urban flavor, and WWKX's (KX104) "Rock Hits" stance as closest to 'KDF.

Fragmentation among the CHR's is evidenced in 18-34 adults, where after 'KDF's #1 rank the closest CHR (KX104) comes in fifth behind A/C, Country, and Urban outlets. Also, 'KDF not only takes top honors for key male cells (18-34, 25-34, 18-49), but also ranks second in women 18-34, with no



Bill Pugh

CHR ranking higher than fifth in that demo.

### Preselling New Music

'KDF actively presells forthcoming releases, something so obvious it's overlooked by many AORs. Days before a record by a key artist is due to arrive, 'KDF pre-promotes that it'll be playing the record first. Besides bolstering the station's image as a new music leader, it's a simple form of quarter-hour maintenance. "Whether or not the record turns out to be a hit," says Pugh, "it gives you extra bullets in your pocket."

### Mayfield Morning Madness

What kind of guy is morning man Carl P. Mayfield? When a Vanderbilt University coach was accused of giving steroids to players, Carl P. quickly cut a version of "Steroids To Heaven."

His ongoing "Talentless Bucket-heads" bit spoofs the many aspir-

ing singers in Nashville (Music City). Carl P. has "talentless agents" recommend friends who can't sing to save their lives, and the would-be stars are given the chance to warble on the air. The goof extended to a "Talentless Bucketheads Over America Tour '85," when the best(?) of the bunch got up and "sang" in front of a packed club.

The legends-in-their-own-showers had been transported in a tour bus from the station to the club, accompanied by a caravan that included two motorcycle cops and the station vans. "We gave them all jackets and T-shirts, and made these talentless people with no vocal chords into stars," says Pugh. "Talentless Larry from Russellville can't go to the bank without being recognized."

### Sun King

Mayfield has a serious side too. He's the driving force behind 'KDF's "One For The Sun" charity concerts. Held at an area lake, 12 shows in nine years have raised big bucks for organizations such as Cerebral Palsy and C.A.N. (Chemical Awareness In Nashville), a drug counseling program for students. This year's two-day affair has regional talent appearing on Friday night, and acts such as Keel, King Cobra, Steppenwolf, and Van-Zant on Saturday.

### Page Three

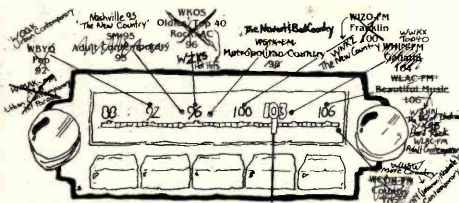
'KDF is among few AORs that run syndicated news commentator Paul Harvey. His short reports air in both drivetimes, and a 15-minute segment runs in the noon hour. Research has shown that rockers don't mind him, and Pugh considers Harvey a draw for upper demos and salable to advertisers who normally wouldn't buy AOR.

### Promotions

Other 'KDF features include: • A bi-annual Half Price Fair. Retailers begin by selling their wares at 50% off and then progress to as much as an 80% discount. "It shows the community that we do more than play rock 'n' roll," says Pugh.

• A key-song contest. Each winner gets \$103 and a key that may start an '85 Camaro I-Roc with the station's calls printed under the car's logo ("I-Roc 103 'KDF"). People also qualify through "sticker-hits" when the 'KDF van spots motorists whose cars sport the station's bumper sticker, while "office-hits" award the cash and key to employees who write "I rock on the job with 103 'KDF" on company stationery.

## The More Things Change,



**WKDF**  
15 years  
of rock

## The More We Stay The Same.

While almost every station in Nashville tries everything and anything to capture the important young adult listeners, one thing remains constant: KDF. Consistently dominating the "Adult Contemporary" market year after year, book after book. With exceptional listener loyalty among 18-34 and 18-49 year olds.

103-KDF Nashville's Best Rock!



Represented nationally by Katz

**STILL ROCKIN' AFTER ALL THESE YEARS** — This sales piece demonstrates 'KDF's rock solid commitment in the midst of the market's format flux.

## SEGUES

Bob Hattrick, the Billy Martin of Doubleday, is consulting WLLZ/Detroit once again. And, for the record, Bob is working with Sandusky's KBPI/Denver and KDKB/Phoenix ... WTUE/Dayton is no longer consulted by Burkhart/Abrams ... KZEW/Dallas brings in Cindy Bailen as Assistant PD/MD ... WWCT/Peoria's new MD is Phil Manicki ... KSHE/St. Louis captures KYYS/Kansas City MD Randy Raley for afternoons ... Ex-KDKB/Phoenix MD Doug Gondek grabs mornings at crosstown KSTM.

WCKG/Chicago overnights belong to Sean Donahue from DC101/Washington ... KOME/San Jose afternoons go to Frank Bennett from KSTM, and KFME/Chicago's Robert Benjamin joins KOME for weekends ... Karin Nakamura replaces Lisa J. Giles on KSJO/San Jose overnights ... KRSP/Salt Lake City nights are manned by John Florence ... WKLC/Charleston nights are covered by WPNN/Lima, OH's Chris King ... It's WHMD/Hammond's Dave White who left for WQUE/New Orleans, not 'HMD's Alan Rider as reported.

KSHE/St. Louis ups intern Mary Tripodi to Assistant Marketing & Promotion Director ... KRQR/San Francisco hires Jay Ginsberg for parttime production ... Elise Brown joins WIZN/Burlington for weekends. "The Grand Pooh-bah," afternooner Arthur Penhallow, is celebrating his 15th year at WRIF/Detroit ... Happy fifth AOR anniversary to KPOI/Honolulu ... WDVPE/Pittsburgh midday gal Marsy is marking ten years at 'DVE.

## WYNF

Continued from Page 42

### AE Advice

Zintel heartily recommends that jocks and programmers consider getting sales experience. "It gives you a good understanding of the business and gets you ready for management and ownership." Without a trace of irony, he says, "You find out there are things going on in the radio station that you have no idea of."

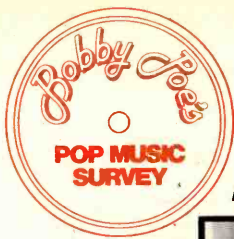


**SWEET FIFTEEN** — 'KDF's TV spot, conceived by VP/GM Bill Byram and produced by Film House, portrays the station's 15th anniversary birthday party. Morning vet Carl P. Mayfield is directly behind the cake, and Jason Ringenberg (wearing a cowboy hat) of hometown Jason & The Scorchers is to the left.

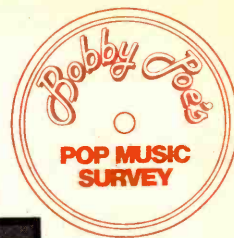
# PROMOTION IN MOTION

## RICHARD PACHTER

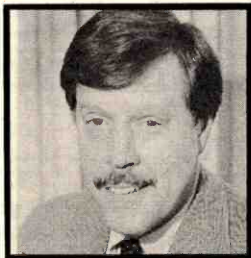
(305) 482-6629



Keynote Speaker



Introduction  
Keynote Speaker



Ted Atkins



Jack Craig

Introduction  
Convention Host

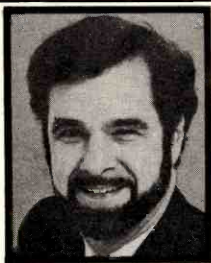


George Williams

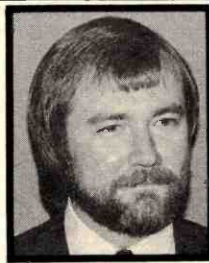
### THIS YEAR'S MASTERS OF CEREMONIES



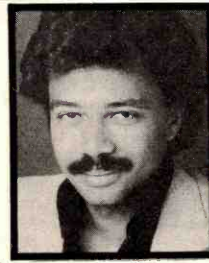
Scott Shannon  
Z100



John Young  
Z-93



Alan Burns  
Q107



Sunny Joe White  
WXKS-FM

### THIS YEAR'S MODERATORS



Joel Denver  
R&R



Mike Shafer  
KIIS-FM



John Shomby  
KAFM-FM



Mason Dixon  
Q105



Mark Driscoll  
WZPL



David Martin  
Doubleday



Dave Van Stone  
KWSS



Nick Bazoo  
KMEL



Jeff McCartney  
94-Q



Smokey Rivers  
WAVA



Michael Ellis  
92-KTU



Bill Shannon  
K104



Mary Taten  
Q107



Waylon Richards  
KHFI



Jack Alix  
WKPE-FM



# DEPECHE



# MODE



## CHR NEW & ACTIVE

- |                |                |
|----------------|----------------|
| B94 add        | WKAU add       |
| KAFM add       | KZIO add       |
| 93FM add 26    | WZPL deb 26    |
| I95 38-32      | Z104 deb 35    |
| B97 deb 21     | KJ103 add      |
| Q105 add       | WRQN deb 30    |
| WCAU-FM on     | WHOT add       |
| KIIS-FM deb 39 | KKXX deb 24    |
| KZZP on        | KQXR add 33    |
| KKRZ deb 34    | KSND add       |
| FM102 on       | KBOS add 37    |
| KWOD deb 39    | KMGX on        |
| KS103 34-31    | KLUC deb 38    |
| KMEL 10-8      | KCAQ 18-15     |
| KWSS add       | KSKD add       |
| KPLUS 30-27    | KDON-FM add 30 |
| KUBE add       | Q101 add       |
| Q100 on        | KWES deb 30    |
| WPST add       | T94 add        |
| WTLQ deb 40    | WPFM on        |
| KZZB add       | Z102 on        |
| WAPI add 31    | KKQV add       |
| KSET-FM add    | WHSL on        |
| WANS-FM add    | WCIL-FM deb 26 |
| WZYP add       | WRKR add       |
| KX104 add      | KCDQ add       |
| WQUE-FM add    | KTRS add       |
| KITY 28-23     | KZOZ add       |
| KTFM add       | OK95 deb 37    |

Marketed by Warner Bros. Records



46/R&R FRIDAY, MAY 24, 1985



BRAD MESSER

## CALENDAR

# Carrot Crop Now Maturing

For working class air talents whose careers are directly tied to ratings, those few magic weeks of massive radio turnover that follow the spring/summer Arbitrons are just ahead. Although some folks will get raises, many others will see the "light at the end of the tunnel" turn out to be the headlights of an oncoming U-Haul.

We are hard upon revolving-door time. On the off chance that you may be looking to move, now is the time to get that ol' tape and resume together. If mailed within the next couple of weeks, your package will arrive just about the time your potential new employer is beginning to think two thoughts. One, he needs to get some real talent working for him

or he's not going to do any better this fall. Two, if he doesn't, it may cost him his own tail.

Potential employers are not the only ones who understand this timeworn cycle. Current employers are keenly aware of it.

If your employer is the type to hold out carrots, your station may begin looking like a truck farm

any day now, as he waves all his potential enticements, which (sorry, it's just the nature of things!) can't quite be pinned down until after the ratings are released.

The job seeker's window of opportunity — and conversely, perhaps, the need for it — will diminish just after the numbers come in. If you've not sent out tapes — and if those who are competing for the new job have — your job hunting colleagues will have a jump on you.

If you feel you may need options later, get to work on those tapes now, so your product can be on the desktops when the hiring-firing frenzy begins.

### Memorial Day

**MONDAY, MAY 27** — Memorial Day used to be called Decoration Day. It originated just after the War Between the States, when Gen. John Logan declared it as a day to decorate — with flowers — the graves of Civil War soldiers (1868). The last Monday in May is now set aside to honor all departed veterans.

Tenth anniversary of Alaska decriminalizing possession of small amounts of marijuana (1975). 1972 — Watergate second (unsuccessful) break-in attempt. 1957 — Brunswick Records released Buddy Holly's "That'll Be The Day." 1937 — Golden Gate Bridge opened to pedestrians; cars were allowed the following day.

Nobel Peace Prize-winning statesman Henry Kissinger (Heinz Alfred Kissinger) 62. Novelist Herman Wouk 70. Actor Vincent Price 74.

### Shroud Of Turin

**TUESDAY, MAY 28** — The cloth which many people believe was used to wrap the body of the crucified Jesus Christ, the Shroud of Turin, was first photographed 87 years ago today (1898). The film negative revealed a startling likeness of a human form. There has never been an explanation of how the impression could have been made. Biophysics professor Dr. John Heller, one of 40 accredited scientists allowed to examine it in 1978, says no evidence was found to indicate the Shroud of Turin might be a hoax. Is it really the burial shroud of Christ? Says Dr. Heller, "It certainly could be!"

1984 — Vietnam Unknown Soldier interred Arlington National Cemetery. 1976 — Allman Brothers broke up after Gregg Allman testified against a roadie on dope charges. 1962 — Stock market dropped \$20 million. 1940 — Dunkerque evacuation began (WWII).

John Fogerty 40. Gladys Knight 41. Carroll Baker 54.

### Crosby Records White Christmas

**WEDNESDAY, MAY 29** — It was 43 years ago today that Bing Crosby went into the studio and recorded what turned out to be the best-selling record in history. It was a song about a holiday, written by a Russian-born fellow named Israel Bailein, better known by his show name Irving Berlin. The song recorded on this date in 192 was "White Christmas." The Crosby version has sold about 25 million. In addition, other artists' versions combined have sold approximately 100 million.

1961 — First U.S. food stamps. 1953 — Tallest mountain Mt. Everest first climbed. 1917 — John Fitzgerald Kennedy born, became 35th President. 1848 — Wisconsin 30th state.

Al Unser 46. Leslie Townes "Bob" Hope — who was already six months old when the Wright Brothers made their first flight — turns 82.

### Joan Of Arc Executed

**THURSDAY, MAY 30** — One of the most famous war heroes was a teenaged girl named Joan . . . 17-year-old Joan of Arc. She led a force of French troops against invaders from England during the Hundred Years War. The British eventually captured her, convicted her of being a witch, and 534 years ago today (in the year 1451) she was executed by burning at the stake. Joan of Arc was 19 when she died.

1914 — Mt. Lassen volcano erupted in California's Sierra Nevada mountains. 1911 — First Indianapolis 500 race (winning speed not quite 75mph). First Memorial Day (then called Decoration Day).

Ex-football pro Gale Sayer 42. Michael Pollard 46. Clint Walker 58. Keir Dullea 49. The first American man to surgically change sex, Christine Jorgenson, is 59.

### NATO Ratifies SALT II Treaty

**FRIDAY, MAY 31** — Today's the sixth anniversary of the SALT-2 treaty being approved by the North Atlantic Treaty Organization (1979), but the United States has never ratified that agreement to limit strategic arms. Dr. Stan Norris of the Center for Defense Information says approximately 50,000 nuclear weapons now exist . . . or about 20 for every city on the planet with 100,000+ population.

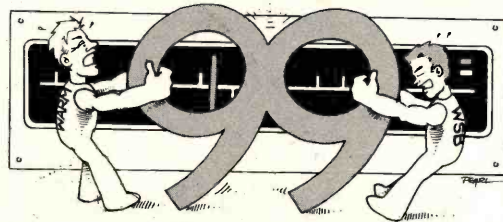
1907 — First metered taxi imported to NYC from Paris. 1889 — Johnstown, PA flood killed at least 2000. Brooke Shields 20. Joe Namath 42. Peter Yarrow 47. Clint Eastwood 55. Patricia Harris would have been 61. Monaco's Prince Rainier III is 62.

Saturday (6-1) 1958 — First commercial all-transistor computer. 1938 — Superman Issue #1 Action Comics. 1880 — First pay telephone. Cleavon Little 46. Pat Boone 51. Andy Griffith 59.

Sunday (6-2) Full Strawberry moon. 1953 — First moon soft landing by unmanned U.S. probe Surveyor-1. Marvin Hamlisch 41. Stacy Keach 44. Sally Kellerman 48. Ex-astronaut Charles "Pete" Conrad 55.



DONNA BRAKE



WSB-FM AND WRMM DUEL IT OUT

Will The Real "99" Please Stand Up?

There's a real battle brewing in Atlanta between WSB-FM and WRMM. That in itself is nothing new, as the FM stations have been fierce A/C competitors since WSB-FM switched from Beautiful Music three years ago.

But this time the skirmish is over a slogan. WSB, located at 98.5 MHz, and WRMM (99.7) both are using "99!" More important, both have submitted that slogan to Arbitron. What might result is a situation that could hurt one or both stations in several ways. I talked with the stations and Arbitron in order to better explain the possible repercussions.

The Name Game

See if you can follow this sequence of events: WSB-FM began using "The New 99" as its slogan when it turned A/C in 1982. At that time, WRMM (then WLTA) identified itself as "WLTA FM100." 'SB, formerly known as "Beautiful 98," decided on "99" as its frequency tag because it wanted a new handle without changing call letters.

Meanwhile, WLTA FM 100 became WARM 100 before the fall '83 book. Once established, WSB-FM became "99FM" and "Atlanta's 99" and, shortly before the spring '84 book, "WSB-99FM" (although it frequently referred to itself simply as "99"). After last fall's ratings sweep, WRMM began using its exact frequency on-air, altering its TV and billboard efforts to reflect the change. But this past April 30, already five weeks into the spring survey, WRMM called Arbitron to change its on-file slogan to "WARM 99-Soft Rock."

99 — Who Are You?

Now the trouble starts. Over the past three years many diarykeepers have entered only "99" in their diaries to identify the station to which they listened. Those entries were naturally credited to WSB-FM. A look at the fall '84 diaries indicated that around 30% of the total entries credited to WSB-FM were either "99" or "99FM" and did not include call letters.

With WRMM now using "99" as its slogan, an entry of "99" would result in what Arbitron calls a slogan conflict and becomes subject to the "1% Rule." That is, each station would have to have at least 1% of the TALO mentions in each county over a period of one year where such incidents occur. Both WSB-FM and WRMM meet that requirement in all significant counties.

Next, the entry would be subjected to what Arbitron calls "ascription," its method for allocating credit in proportion to the listening history for a particular county. To best illustrate how ascription works, let me use the same example ARB Client Relations Manager Jay Billie used:

Imagine that in a given county ten diarykeepers entered "99" as the station they had listened to. Let's also imagine that in that particular county WRMM had 80% of the TALO mentions and WSB-FM had 20%. Eight of the diaries would be credited to WRMM; two would go to WSB-FM — regardless of which station was actually being listened to.

WSB-99fm

As you would expect, the people at WSB-FM are not too thrilled that WRMM has made this mid-book move. GM Mike Faherty refused to comment, but gave every indication that his station does not plan to sit back quietly. WSB-FM Program Manager John Kelly would only say, "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."

But that is precisely what WRMM is attempting to do, and as far as Arbitron is concerned, WRMM is certainly operating within current guidelines.

Playing By The Rules

I asked Jay to explain how two stations could claim the same slogan and why Arbitron doesn't have a process for protecting a station in situations like this. "We have slogan conflicts all of the time, and the whole ascription rule was created to deal with them. We do not believe it is our role to police broadcasters, and I don't believe broadcasters want us to try to police their business. We are in the measurement business."

Jay went on to point out what has to be one of the greatest fears for WSB: "It would seem to me that there is great potential here to really confuse the audience and perhaps the advertising community as well."

Why Did They Do It?

I asked WRMM PD George Monteil why WRMM decided to change its frequency slogan in the middle of the book. "We wanted to make it easier for the increasing number of digital radio users to find us." But the station was already using 99.7 on the air. How can "99" possibly be more specific than the actual frequency? He replied, "I can't really comment on that, but we still use 99.7 too."

WRMM Station Manager Julie Dorff would only say, "We have the right to call ourselves anything we want. They (WSB) rounded up to 99, and we rounded down to 99." Julie also cryptically mentioned that she thought saying "99" would be helpful to digital radio listeners, but she couldn't tell me how. I inquired if perhaps she thought WSB-FM had been getting credit for listeners that belonged to WRMM, but she said she didn't think so, remarking, "We don't want to get credit for WSB's listeners."

Julie went on to say that she did believe there was confusion in the marketplace between WSB-FM and WRMM. But wouldn't a move like this add to any existing confusion? "We don't think so."



John Kelly

Motives & Motions

So what can WRMM really hope to gain? Since nobody's talking, one can only speculate. WRMM came into this book with a sizable lead over WSB-FM in the Arbitron, but the Birch trends since January show WRMM slipping: (2.3-2.3-1.7) compared with WSB-FM's (4.0-5.2-4.9). If ARB's num-

bers correspond with the Birch trends, WRMM could possibly benefit in the short run from this move and get credit for some 99's in this book. Yet Julie claims the Birches had nothing to do with the decision to change the slogan.

But what if the confusion in the marketplace cancels out any short-term gains? Could it be that the people at WRMM believe their lead is even greater than before and that they should move in for the kill? After all, for the last year and a half, WSB has spent virtually no money in promotion and advertising compared to heavy expenditures by WRMM. But risking its individual frequency identity still seems to be quite a gamble.

until which time that station voluntarily gives it up. Perhaps this unprecedented action on ARB's part is a step in that direction.

The bottom line is that unless Arbitron does in fact modify its policy regarding slogan conflicts, a station's slogan is not protected, so there is currently nothing to prevent slogan pirating. It's a loophole that some stations could use to manipulate ratings. And although it is difficult to see any longterm benefits for stealing someone else's slogan, it is a move that could hurt another station and force the issue to be resolved in court. This reality is a good argument for not using slogans at all. At least call letters and exact

Ahhhh...WARM FM SOFT ROCK



This Is A Test

So what happens now? Although Arbitron is reluctant to become involved in the dispute, it has been persuaded by WSB to monitor the situation and, depending on the outcome, ARB may modify its rules on slogan ascription (at least in this situation). Essentially, Arbitron is conducting a test. It has agreed to call back diarykeepers who have entered "99" during the four-week period following WRMM's slogan change to determine which station was actually listened to. If the vast majority were listening to WSB, Arbitron will use that sample as a basis to determine how future "99" entries will be ascribed. Arbitron President Rick Aurichio told me, "If the results of our call-backs indicate a significantly different path than what would occur with our normal ascription rule, we will make some modification. Obviously, we think that might happen or we wouldn't be making the call-backs."

Slogan Pirating

The question that keeps coming back is, should Arbitron have the responsibility of protecting a station's slogan? John Kelly believes the ratings firm should guard the station which first uses the slogan

frequency positions are protected. For now, the war in Atlanta for "99" wages on, and the outcome of this battle will most surely affect the future handling of slogan disputes.

PROGRESS

Chuck Tyler joins KFI/Los Angeles as Asst. PD and evening personality from WZGO/Philadelphia... Two changes at WTMA/Charleston: Steve King is the new PD, formerly of WNDI/Indianapolis. He nabs former WTNY/Watertown personality Jay Donovan for MD and mornings... WPX/New York personality Jeff Shade becomes new host for "Heartlight City," a music video program on USA Cable Network... Ann Kolodziej has been named PD/MD at WZOZ/Oneonta... Klemm Media is hired to consult WNNK/Harrisburg... Chris Alexander becomes PD at KOSW/Rock Springs... Ed Joyce joins the airstaff of KBND/Bend... Barry Michaels accepts morning drive position at WMX/JFt. Lauderdale-Miami... Tom O'Neal assumes Operations Manager post at WISO & KMGF/La Crosse... John Brake joins the KFI/KOST/Los Angeles news staff, leaving CNN Radio/Atlanta.



WALT LOVE

# BLACK/URBAN

## VIEWPOINT

# A New Look At The Black/Urban Rut

By Sean Ross

**Editor's Note:** After writing this column for over four years, this space is being turned over for a guest editorial — sort of. Sean Ross and I have spent the past several months watching some things happen in this format that, in our view, didn't necessarily have to happen — specifically format changes. This is his assessment of the current situation.

Spring is Black/Urban radio's mean season. Brand-name stations, usually citing sales problems, change format regardless of ratings. Last year it was WAIL/New Orleans and KRILY/Houston going A/C. Recently it's been WDRQ/Detroit traded in by Amaturro for Transtar's Format 41. KMAI/Honolulu moved to CHR before going through a complete book. Stoner took over WDAO and immediately sent the successful Black format to AM so that the FM could go A/C. (This makes Dayton the third major Ohio city where B/U has been exiled to AM since 1981.) And WQKS/Williamsburg is on its way to Beautiful Music despite the success of its Urban format in a market 45 miles away.

### Cheap Presentations Outmoded

Format-switching for sales reasons has hit successful stations of every stripe recently; witness the recent redefinition of AOR WMMS/Cleveland to CHR. But two things make this phenomenon especially worrisome for supporters of Black/Urban radio. First is the presence of racial considerations, which may impair the rationality of some decisions, and which will probably not go away anytime soon. Second, there have been few new B/U outlets to take up the slack. The only new major-market Urban FM in recent months has been WHQT/Miami. Most other recent station starts are either in small Southern markets (Augusta, Gulfport/Biloxi) or on AM (WWTC/Minneapolis, KUNN/Bakersfield). Any number of cities that could support a second Black/Urban station, or even a first one, are still waiting.

Nobody would argue that selling this format at its full value is problematic. But Black/Urban's travails can't be explained by the sales problem alone. It can't possibly be harder to sell a mixed audience in 1985 than it was to sell a primarily black audience 20 years ago. All the things we take for granted now, including black-flavored McDonald's spots or the presence of national, general-market advertisers, were rarities in the mid-'60s when this format was making a great deal of money. B/U's salability may not be improving fast enough... but it is improving.

What has changed since 1965 is that it's no longer possible to run a successful Black/Urban station for next to nothing. What hasn't changed is that many owners are still trying. Well-financed, purposeful outlets such as WRKS/New York and WZAK/Cleveland are exceptions. When these stations brought "more music, less talk" formats to B/U radio, many others were unprepared. Owners whose sales practices began in the pre-Drake era can no longer up the spot load every time the ratings go down.

If large amounts of cash are wheeled in, owners of Black/Ur-

ban stations are perfectly happy. But when it's necessary to invest money in a better staff (or a live one) or duke it out in a format battle, many of these same owners switch format. The concept of priming the pump, a cliché elsewhere, is virtually unheard of in this format outside of its giants.

And why should most B/U owners be used to spending money? For years they've assumed that the audience that really wanted R&B on its first button would listen to anything. And, until recently, they've been right. Black/Urban audiences will find their music on college or cable stations if they have to. So sending them from FM to AM is no big deal for most owners. When WVKO/Columbus moved to AM in 1982, most of its audience did follow. WVKO had better ratings as an AM daytimer than any other format would have been reasonably predicted to get. So how could one expect the station's owner to leave WVKO on FM?

### Rather Punt Than Fight

The answer, of course, is that sweet deals don't last forever. Last year Columbus got two new Black FMs, and suddenly all three Black/Urban outlets were under a three share. Even without a new Black FM in Dayton, the new WDAO may do fine for a while. Some of its listeners will follow it, but some will stay on FM for the new "Sunny 108" A/C approach, CHR WGTZ, or even AOR WTUE. Nobody can be taken advantage of indefinitely, and some of this for-



**KKDA GOES HAWAIIAN** — Pictured on the set of the TV shoot for their new Hawaii promotion are (l-r): K104/Dallas's Kyle Gibson, Glen Cosby, Scott West, Y-Vonne St. John, Michael Hernandez, and Tom Joyner. KKDA is giving away 104 trips to Hawaii. The station also debuted its brand new station vehicle, the K104FM Coca-Cola Lil' Red Hot Corvette.

mat's listeners are finally beginning to sense that. Faced with the growing awareness that one must first put a quality product on the air, then attract attention to it, and then fight to sell it, it seems many owners would rather punt.

It's not coincidental that almost all the crisis formats of the past two years are ones that used to be run for very little money with a handful of liner cards (or no format instructions at all). As the presentational demands on Easy Listening, Black/Urban, Country, and AOR became greater, owners began heading out of these formats. Many stations that operate in the background or sloppily in the foreground are beginning to have problems, regardless of format, and will continue to do so.

Because there's a core of successful stations that won't change format, especially in the Deep South, Great Lakes, and North-east, Black/Urban is facing a rut... not a crisis. How soon we pull out depends partially on whether the success of WHQT gives other owners any ideas. B/U also de-

pends on the development of qualitative data services that can improve its salability, or at least eliminate the sales problem as an excuse. (WUSL/Philadelphia has been a leader in trying to develop this sort of data for its sales department.)

As long as there are too many stations in a market doing this year's miracle format, holes for other audience segments will eventually be filled... the real question is how long Black/Urban listeners will have to wait.

### Editor's Postscript:

For almost 40 years, Black radio has made a good living for the owners of its stations and sometimes for the announcers, staffers, and artists who've helped it succeed. Whatever your role in the preservation and development of Black/Urban radio, I hope everybody understands the importance of supporting the format that supports us and our families. Remember, when we play ourselves cheap, the rest of the world does the same.

## ACTION

**WABD/Ft. Campbell, KY PD/Morning man Simon Robson** says his body chemistry is finally getting back to normal now. Robson and his afternoon jock Jerry Silvers fasted for ten-and-a-half days in April to raise money for African famine relief. The \$1370 goal would have tied in with the station's Magic 1370 moniker; at this writing, Robson says the count is up to \$1500.

The entire Columbia, SC market seems to have turned around in recent months. Floyd Blackwell moves from the MD slot at WSOX/Savannah to MD/mornings at nearby WOIC. He's competing with Tony Hart, former MD at WDDM/Sumter, who's now working wakeup service for Chaz Saunders at WDPN... Maxwell St. Clarke is the new PD at WORL/Orlan-

do... **WMTY/Greenwood, SC MD Buddy Crittendon** has been upped to PD.

**Harry Gandy**, a three-year veteran of Inner City's KUTE/Los Angeles, has been named MD/OM for the eclectic FM. Gandy had been Asst. MD at KUTE and sister AM KGFJ... **Misty Raymore** has segued from middays at WAWA/Milwaukee to overnights at sister station WLUM... **Terri Killen** joins WJAX/Jacksonville for nights, replacing C.C. Thomas, who left for WSSP/Cocoa Beach... **Jerry Catlands** moves from a 6-7am gospel show at WTOY/Roanoke to middays.

**WEAL/Greensboro** has announced its new lineup: **Bobby Knight** in mornings, **Don Davis's** gospel show in middays, **Jay Holdice** until sign-off, and **Cheryl Taylor** on weekends. Being a daytimer makes it kind of hard to run a

"Quiet Storm"-type program, but WEAL has the "Gentle Storm" running from 6pm-sign-off on the weekdays.

Both of Cleveland's B/U FMs, **WZAK** and **WDMT**, are involved in the first annual "Ohio Valley Urban Music Awards," established to honor artists in the steelbelt region between Louisville and Buffalo. The event is scheduled at Cleveland's downtown Music Hall May 19... Simultaneously, Harlem's famed Apollo Theatre will reopen in a weeklong ceremony, climaxing with a "grand reopening" concert by **Daryl Hall & John Oates**. Inner City's **Percy Sutton** was instrumental in selecting the duo as the Apollo's first act.

**Orlando "Mighty Mack" McReynolds** has recently joined A/C-formatted **WGLI/Babylon, NY** to run the Long Island outlet's Sunday night

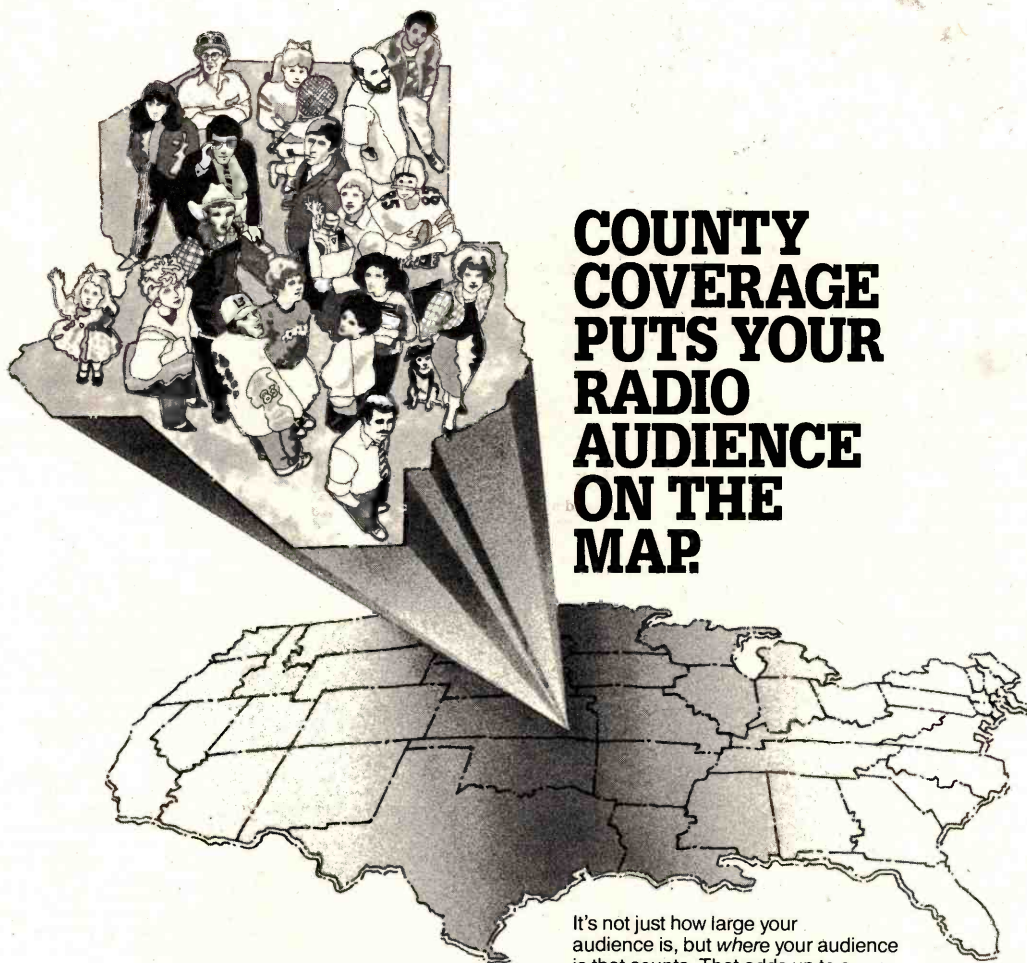
"Golden Soul Serenade"... For those who missed it in Street Talk a few weeks back, **Ray Williams** is now PD at CHR **KBIU/Lake Charles** and has taken its sister station **KZZZ** Urban under the nickname X-16. Williams can be reached at (318) 436-7277.

**KNOK/Ft. Worth** is hosting the fifth annual United Negro College Fund Golf Classic this weekend.

### For The Record

In the "Black/Urban Ratings Wars" story (R&R 5-10), the 12+ current ratings for the Salisbury/Ocean City market were inadvertently listed instead of the 12+ AQH shares. The correct figures should be: **CHR WKHI 18.4**, **WJDY 5.9**, and **WOCQ (OC104) 4.8**.





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LON HELTON

# COUNTRY

## Programming Through The Rear-View Mirror

Programming philosophies are like opinions — everybody has one, and most folks are reluctant to change theirs. Isn't it amazing that in a business where the product users (listeners) react instantaneously to changes in fads and fashions that those in a position to lead and shape those reactions are often restricted from doing so by self-imposed philosophical rigidity? Why is it so many prefer to follow tried-and-true programming paths rather than respond to listeners' needs through format finetuning and breaking new ground with fresh ideas?

### The "Absolute" Truth

Being R&R's Country Editor the past two years has given me a unique perspective relative to Country radio on a national basis. For every "absolute truth" I've ever heard there are an untold number of winners doing absolutely the opposite. For every air talent closely adhering to each "rule" passed down from the PD — as if from father to son — there are jocks breaking those edicts who are among the most successful personalities in their market. In many cases, their success transcends that of the radio station. It's interesting to note that the programmers and personalities who break the rules while winning are called "exceptions." What is it that enables these "exceptions" to be different and win in the first place? Don't they know the rules?

### A Fresh Look At The Rule Book

Maybe there's something to be learned from these mavericks, that there's some common thread among those who "break the rules." Perhaps they don't break the rules at all, but win because they don't allow themselves to be rigidly bound by guidelines which may indeed be artificial.

Of course, as one comes through the programming ranks it doesn't take long to realize there are certain "basics" inherent to winning. Just as baseball players spend years learning the fundamentals of their game, so must programmers learn the rudiments upon which secure station foundations are built. I don't mean to question

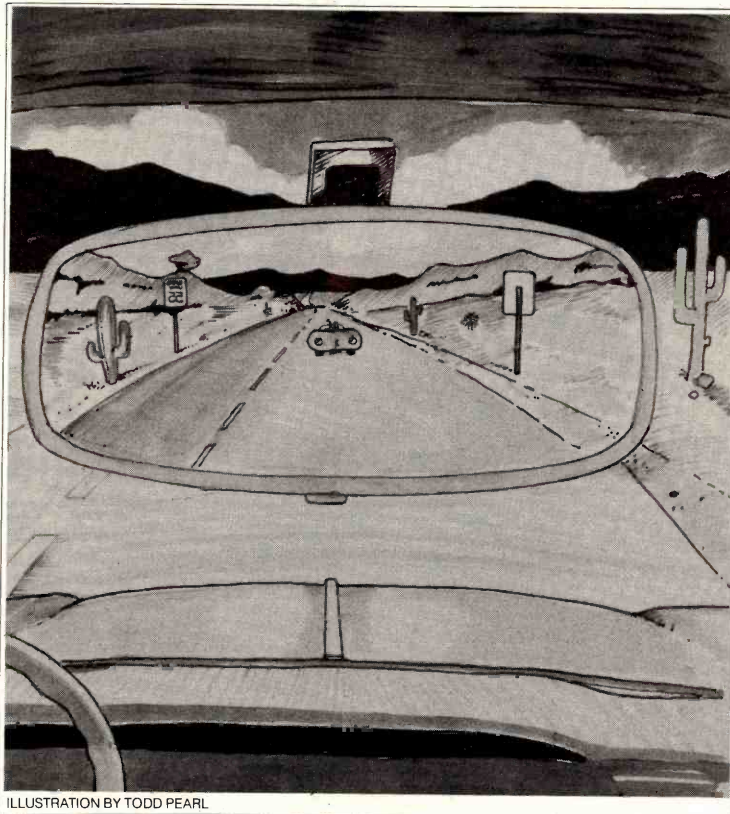


ILLUSTRATION BY TODD PEARL

the importance of "learning the basics." Indeed, having a firm grasp upon these elements is what ultimately leads to the development of one's "programming philosophy."

What needs to be questioned, however, is the white-knuckled death grip so many programmers have on their approaches. It's as if once learned, these tenets are etched into stone, never to be altered or perhaps even challenged. What we should be doing when we're "learning the basics" is developing a framework in which to operate. It is within this framework that we're able to introspect and then judge the relative worth of any new thoughts, ideas, or other programming nuances. Far too many programmers are slow in reacting to their ever-changing marketplace because they resist anything not part-and-parcel of their unyielding programming philosophy.

This rigidity not only applies to innovative programming, but also to details in the existing programming structure. It's the old saw of being familiar yet not predictable. Everything around us is in a con-

stant state of flux. Should a radio station be any different?

We've always heard that the demos who listen to Country stations will tolerate neither abrupt changes nor anything unfamiliar.

But a forever-changing, slowly-evolving radio station will not scare off the adults we're so afraid of alienating. It will, instead, keep them interested in your product. Listeners will react as strongly — and as negatively — to that which is predictably boring as they will to that which is uncomfortably new.

### Gaining A Genuine Understanding

The key to pulling all of this together is to have a complete understanding of what you're doing and why. Many programmers who learned their lessons by rote may have mastered the aforementioned basics but still have no idea as to the underlying reasoning. If you doubt that, next time you hear a programmer proclaiming the "truth" as if he had just read it from a tablet, play devil's advocate and press him with a few questions. Once you get beyond the preprogrammed answers, the amount of stammering is staggering.

### The Necessity Of Flexibility

Don't be afraid of change; it's inevitable. Plan on incorporating change into your game plan so that you can control its rate. The problem with clinging to hard-and-fast rules is the obvious lack of flexibility needed to program in today's environment.

Question everything you do. Ask yourself if the actions you take make sense in relation to what's happening now. Don't do things only because they've been done in the past. Analyze your formative mechanics to see if the execution is relevant or if you're doing things in a certain way because "they've always been done like that."

What it all comes down to is that those who remain rigid abdicate the ability to lead their audience.

## HAVE YOU HEARD?

Rick Stephenson and Wayne Elliot to the MD positions at WDGY & KEEY/Minneapolis-St. Paul. Rick handles the AM music as well as mornings and Wayne does the FM music in addition to the 7-midnight show. Joining WDGY for airshifts are Bill Davis, 7-midnight, and John Pratt for middays. Mike McCoy has left WDJQ/Cincinnati to program KHAK-AM & FM/Cedar Rapids. Former PD Jay Allen remains as MD. Doug Vincent has gone from KKAL/Arroyo Grande to KNTF/Ontario, CA as Production Director/mornings. Jay Russell is now PD/morning man at KKAL. Bob Burchett is

now WXTU/Philadelphia MD/morning man. The new PD/MD at KCJB/Minot is Jay Davis. Jeannie St. James has joined the KRKT/Albany, OR, as Promotion Director/midday talent, coming from KUPL/Portland. KFYE/Pine Bluff, AR MD Sue Sorrow is doing evenings at KMUX/Conway-Little Rock. Replacing her in evenings at "The Fox" is Steve Kelly. Upped to fill her MD post is afternoon man Tony Collins. Gary Walker is new to afternoons at KWMT/Ft. Dodge, IA from KDAO/Marshalltown, IA. And, KYXX/Odessa has two new personalities as Scott Gordon comes aboard



Rick Stephenson Wayne Elliot

for evenings and Charlie Bush slides into middays. Don't forget to let me know what you have heard!

\*\*\*\*\*  
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**FROM THE FORTHCOMING ALBUM "FROM NASHVILLE TO THE WORLD WITH LOVE"  
THE 45 RPM SINGLE;**

# ONE BIG FAMILY

679001-7

HEART OF  
**Nashville**

**ARTISTS**

Roy Acuff  
Rex Allen, Jr.  
Lynn Anderson  
Eddy Arnold  
Chet Atkins  
Bobby Bare  
Lane Brody  
T. Graham Brown  
Little Jimmy Dickens  
Karen Taylor-Good  
Dobie Gray  
Sonny James

George Jones  
The Kendalls  
Dave Kirby  
Neal Matthews  
Kathy Mattea  
O. B. McClinton  
Ronnie McDowell  
Lorrie Morgan  
Colleen Peterson  
Boots Randolph  
Jerry Reed  
Jeannie C. Riley

Ronny Robbins  
Ray Sawyer  
Troy Seals  
Jeannie Seely  
Rick Schulman  
Gordon Stoker  
Tanya Tucker  
Mack Vickery  
Porter Wagoner  
Duane West  
Leona Williams  
Bergen White  
Faron Young

Executive Producer: Buddy Killen • Producers: Ronnie McDowell and Ernie Winfrey

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COMPLEAT RECORDS  
Distributed by PolyGram Records

\*\*\*\*\*

ONE BIG FAMILY — A REALITY

# From Nashville With Love To The World

Plagued by early problems, which included major record companies discouraging their artists' participation and a label search, "One Big Family" is finally on programmers' desks.

As detailed in Street Talk (R&R 4-19), the project was initiated by Ronnie McDowell. "It stemmed," he said, "from radio stations telling me they weren't comfortable playing 'We Are The World' because of all the pop artists. It's a shame to put boundaries on music, but that's the way it is. At any rate, radio people kept suggesting we put some country artists together to raise money to feed hungry people."

It was decided that half of the proceeds would remain in the U.S. and half would go to help the starving people in Africa. Some 40 artists were lined up to sing when, the day before the session was scheduled, some began to back out. It seems that the record labels, in conjunction with the Nashville Music Association, were planning a project of their own. They didn't want to copy the pop

stars' effort, however, and were trying to come up with something different.

Ronnie and his group were total-

ly unaware of this project. Once he knew what was happening, much of the groundwork had already been laid for the "One Big Family" session, and it was too late to halt the proceedings. Afraid that no one would show up, the scheduled press and TV coverage was cancelled. But because country is such a close-knit community, 37 artists *did* show up to donate their talents.

The single "One Big Family" is part of an album, "From Nashville With Love To The World," set for release in the next month or so. In addition, Jerry Reed's production company was on hand to tape the session, and a video will also be available soon.

Ronnie downplayed the project's minor setbacks and instead praised all those who donated their time and talents. "We didn't think of it as copying — we just wanted to contribute," he said. "I just hope the country people will jump in and buy this record like they did 'We Are The World.' With all of these artists on it, many of whom are legends, this record is a bit of history in itself. I hope it will make money to help the people here and in Africa."

Now it's up to radio programmers to take it to their audiences. Here are the artists, billed on the single as the "Heart of Nashville," who participated in "One Big Family":



Roy Acuff	George Jones	Ronny Robbins
Rex Allen, Jr.	The Kendalls	Ray Sawyer
Lynn Anderson	Dave Kirby	Troy Seals
Eddy Arnold	Neal Matthews	Jeannie Seely
Chet Atkins	Kathy Mattea	Rick Schulman
Bobby Bare	O.B. McClinton	Gordon Stoker
Lane Brody	Ronnie McDowell	Tanya Tucker
T. Graham Brown	Lorrié Morgan	Mack Vickery
Little Jimmy Dickens	Colleen Peterson	Porter Wagoner
Karen Taylor-Good	Boots Randolph	Duane West
Dobie Gray	Jerry Reed	Leona Williams
Sonny James	Jeannie C. Riley	Bergen White
		Faron Young

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For more information, contact Jeff Lyman at (615) 689-6595.



Ronnie McDowell and Roy Acuff get their first look at the single "One Big Family." Ronnie points out that the DJ copies are red to represent the Heart of Nashville.



The chorus for "One Big Family" is shown gathered in Nashville's Sound Shop studio. The proceeds from the single, on **Complete Records** and distributed by **PolyGram**, will be split to aid the hungry here and in Africa.

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Writer, ROBERT ARTHUR...Executive-in-charge-of-Talent, BILL BOYD...Executive-in-charge-of-Production, FRAN LA MAINA

**dc** the dick clark company, inc.



SHARON ALLEN

# NASHVILLE THIS WEEK

## Golden Age Of Radio Reunion

Stars from the golden days of live radio will gather in Shenandoah, IA June 28-30 for the ninth annual "Golden Age of Radio" Reunion/Festival. Patsy Montana and Buddy Starcher will headline the weekend festivities, which will include tours, shows, oldtime radio memorabilia displays, and other activities.

Broadcasters from the 1920s-'50s will get together to recreate music, comedy, drama, and all types of radio programs which characterized the medium in its heyday. Other air personalities scheduled to attend include the Rev. Edythe Stirlen, Cowboy Jack Beehler, and Buck Smith.

The event is sponsored by the National Radio Heritage Association and was originated in 1977 to pay tribute to radio stars and their priceless heritage. For more information call (712) 366-1983.

### Fan Fair Info On IFCO

The lineup has been set for the 18th annual International Fan Club Organization Show June 14 during Fan Fair. Scheduled to appear are headliner Loretta Lynn, Gary Morris, Charley Pride, Michael Martin Murphey, Freddy Weller, Ronny Robbins, Connie Smith, Judy Rodman, Razy Bailey, and Darrel Clanton.

The show will be cohosted by Music Country Radio Network's Charley Douglas and Mutual Radio Network and WHN/New York's Lee Arnold. During the festivities the "Tex Ritter Award" will be presented to the person or organization who has done the most to promote country music worldwide. The recipient won't be

announced until the show. Also on the agenda is a surprise guest(s) which IFCO teases will make the event even more of a "family affair."

To Lose You." And you've no doubt noticed that it wasn't your standard new single that was shipped to radio stations accompanied by a birth announcement heralding its arrival. The little record was sent in a 12" by 12" album mailer with a message attached that reflected the company's "Watch Us Grow" theme.

El Dorado President Gaylon Arrington invented and copyright the miniature record



**WATCHING IT GROW** — Freddie Hart demonstrates the quality of a miniature record player by playing his new miniature single "I Don't Want To Lose You." Pictured are (l-r): Famous Music's Nelson Larkin, El Dorado's VP/Operations Hyllton Hawkins and President Gaylon Arrington, and (in front) Hart.

### A Mini From Freddie

By now you've probably received Freddie Hart's new single on El Dorado Records, "I Don't Want

along with a 3 1/2" by 5" miniature record player that plays the 3" disc. But relax — the tiny record can also be played on a regular turn-



**IN MEMORY** — Members of the Old Faces Show Committee gathered at BMI to present a check for \$2800 to Debbie Block. The money was raised at the Old Faces Show during CRS and donated in memory of her late husband, independent promoter Doug Block. Pictured (l-r) are: Promotion Group's Bobby Young, RCA's Gene Hughes Jr., Debbie Block, Promotion Group's Gene Hughes, R&R's Nashville Bureau Chief Sharon Allen, Chart Attack's Stan Byrd, and manager Gary Hart.



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**GRINNING WITH GRIZZARD** — Southern Track President Bill Lowery (l) cracks up listening to the playback of Lewis Grizzard's new comedy album. Also pictured are engineer Doug Johnson (c) and Grizzard.

## Nashville In Motion

Vern Gosdin signed with **Buddy Lee Attractions** for bookings... Houston-based **Cindy Robbins** recently signed with **Evergreen Records**. Her first release is titled "Ladies Man"... **Rustic Records** GM **Bill Wence** moved the company's office. The new mailing address is P.O. Box 110289, Nashville, TN 37222; (615) 776-2060... Author **Lewis Grizzard** signed a recording agreement with **Southern Tracks Records**. His comedy debut album just shipped... **Sammi Smith** signed with **Derrick Artist Productions, Inc.** in Okmulgee, OK and is being managed by **Bob Bobo**. Her new single on Nashville-based **Step One**

**Records**, "You Just Hurt My Last Feeling," ships this week. Look for a video and LP soon... **Ronny Robbins** has just finished building a new speed boat named "Spare Parts" and launched his newest creation at last weekend's race in Lexington, KY... **Karen Taylor-Good** signed a management contract with **Robert Porter and Ewell Roussel** of Porter and Roussel Management Inc... **Memphis** has been under the direction of producer **Norro Wilson**... **Cathy Buchanan** and her band, the **New Country Crowd**, recently raised over \$3000 to aid leukemia victim **Michael Davis**.

tables and produces full stereo sound.

### Alabama Nets NARM's Best-Seller

Alabama received their fourth consecutive **NARM Best-Seller** honor for "Country Album of the Year" during the 27th annual **NARM** convention. The award recognizes over-the-counter sales. Alabama racked up the awards for "Feels So Right" (1981), "Mountain Music" 1982, "The Closer You Get" (1983), and "Roll On" (1984).

Alabama is reportedly the first country act to receive quadruple platinum LPs. All six of the **RCA** albums have gone platinum.

### It's For The Byrds

One of the fun things about living in Nashville is the opportunity it provides for the locals to "harm it up." With all the videos that are shot around town it's not unusual to spot someone you know or know of in the video when it airs. For example, photographer **Melody Gimble** was featured in **Hank Williams Jr.'s** "Queen of My Heart" video. And former **WB** artist **Pebble Daniel** can be seen in **Michael Martin Murphey's** "What She Wants" video playing a prostitute.

The latest **Music Row** resident to get in on the video action is independent record promoter **Stan Byrd**. Let me rephrase that. Stan didn't actually see any action per-

sonally. The real star is his truck. Producers were on a mad search for the quintessential black truck to be used in **Roy Orbison's** new video. Byrd's '84 Ford F150 won the role.

You'll never believe it, but **Stan** is becoming quite a "stage mother." He's even put together a portfolio and is scouting around for new "parts."

Just thought you'd like to know!



**RINGS AND THINGS** — Prior to a performance at **Music Village** in Hendersonville, TN, **George Jones** received a surprise visit from **Lacy J. Dalton**. Lacy and George are currently climbing the chart with "Size Seven Round" from his "Ladies Choice" LP. While in town recently, Jones visited Dalton in the studio, so don't be surprised if you hear even more from this duo.

# MARKETPLACE

## AIRCHECKS

### Current and Classic Airchecks!

VIDEO #2 is now available, featuring KFRC/Dr. Don Rose, KFRC-KKHR/Jack Armstrong, KFI-KIIS/Big Ron O'Brien, KLZZ/Magic Christian, KFMB/Hudson & Bauer, KIIS/Bruce Vidal, plus more! 2 hours on VHS or BETA, \$39.95.

Current Issue #62 features WAVA/Don Geronimo-Charlie & Harrigan, KHTZ/Charlie Tuna, KIIS/Big Ron O'Brien, Atlanta CHRs Z93 & 94Q, Salt Lake City CHRs KCPX, KFMY & KISN, Houston CHRs KKBQ & KRBE, KIIS/Ed Volkman, plus Odesa's market leader KWES. 90-minute cassette, \$5.50.

Current Issue #61 features WRBQ/Q Morning Zoo, KTFM/C.K. Cooper, KMEL/London & Engelman, Denver's Y108/Chuck Buell, KJR/Gary Lockwood, KMGG/Robert W. Morgan, plus WWDC/GreaseMan. 90-minute cassette, \$5.50.

Special Issue #5-56 features ORLANDO & NEW ORLEANS! ORLANDO CHRs WBW & WHLY, AOR WIDZ & A/C WJYO, & NEW ORLEANS' CHRs B97, WOUE & WRNO, A/C's WTX & WAJY plus Urban WYLD-FM. Cassette, \$5.50.

Special Issue #5-57 features ATLANTA, with CHRs Z93 & 94Q, A/C's WSB, WSB-FM, WRMM, Urban WVEE, AOR WKLS and Oldies WQXI. Cassette, \$5.50.

Classic Issue #C-55 features KFRC/Dave Diamond-1970, KIMN/Jack Merker-1960, KHJ/Machineman Kelly-1975, WFOR-FM (last day)-1972, WXLO (first day)-1972, KFRC/Kevin McCarthy-1973, KGBS/Roger Christian-Dick Lyons-1969, & KHJ/True Don Bleu-1978. Cassette, \$10.50.

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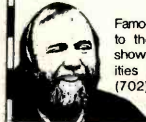
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### Country Coast-To-Coast

HEART OF NASHVILLE "One Big Family"  
WILLIE NELSON, KRIS KRISTOFFERSON,  
WAYLON JENNINGS & JOHNNY CASH  
"Highwayman"

### Rock 'N' Hits

NIGHT RANGER "Sentimental Street"  
BEACH BOYS "Getcha Back"  
MEN AT WORK "Everything I Need"  
SUPERTRAMP "Cannonball"

## TM Programming

Cal Casey (214) 634-8511

### Stereo Rock

ROBERT PLANT "Little By Little"  
DURAN DURAN "A View To A Kill"  
CYNDI LAUPER "The Goonies 'R' Good Enough"  
WHITNEY HOUSTON "You Give Good Love"

### TM AC

TEARS FOR FEARS  
"Everybody Wants To Rule The World"

### TM Country

GEORGE STRAIT "The Fireman"  
ALABAMA "Forty Hour Week (For A Livin)"  
DAVID ALLAN COE "Don't Cry Darling"  
DOLLY PARTON & KENNY ROGERS "Real Love"  
GEORGE JONES & LACY J. DALTON  
"Size Seven Round (Made Of Gold)"

## BPI

John Sherman/Bob English (800) 426-9082

### Adult Contemporary

CHAKA KHAN "Through The Fire"

### Modern Country

DOLLY PARTON & KENNY ROGERS "Real Love"  
HANK WILLIAMS JR. "I'm For Love"  
MICHAEL MARTIN MURPHEY "Carolina In The Pines"

## Concept Productions

Elvin Ichiyama (916) 782-7754

### CHR

NIGHT RANGER "Sentimental Street"  
MEN AT WORK "Everything I Need"  
SUPERTRAMP "Cannonball"  
BEACH BOYS "Getcha Back"  
JERMAINE JACKSON "(Closest Thing To) Perfect"  
BRUCE SPRINGSTEEN "Glory Days"

### Country

LACY J. DALTON  
"You Can't Run Away From Your Heart"  
NITTY GRITTY DIRT BAND "Modern Day Romance"  
RESTLESS HEART "I Want Everyone To Cry"  
MEL TELLIS "You Done Me Wrong"  
SANDY CROFT "Piece Of My Heart"  
MICHAEL MARTIN MURPHEY "Carolina In The Pines"  
VERN GOSDIN  
"Dim Lights, Thick Smoke (And Loud, Loud Music)"  
T.G. SHEPPARD "Fooled Around And Fell In Love"

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### Adult Contemporary

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JULIAN LENNON "Say You're Wrong"  
SADE "Smooth Operator"

### Country

Tom Casey (213) 460-6383

CHARLEY PRIDE "Down On The Farm"  
ALABAMA "Forty Hour Week (Working For A Livin)"  
GEORGE JONES & LACY J. DALTON  
"Size Seven Round (Made Of Gold)"

## Drake-Chenault

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"TIL TUESDAY "Voices Carry"  
BEACH BOYS "Getcha Back"  
NIGHT RANGER "Sentimental Street"

### Contempo 300

BEACH BOYS "Getcha Back"  
LIMAHL "Never Ending Story"

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GEORGE STRAIT "The Fireman"  
DOLLY PARTON & KENNY ROGERS "Real Love"

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### The Z Format

NIGHT RANGER "Sentimental Street"  
BEACH BOYS "Getcha Back"  
SUPERTRAMP "Cannonball"  
COMMODORES "Animal Instinct"  
AIR SUPPLY "Just As I Am"

### The AC Format

BEACH BOYS "Getcha Back"  
AIR SUPPLY "Just As I Am"  
KENNY LOGGINS "Forever"  
KATRINA & THE WAVES "Walking On Sunshine"

### Super-Country

T.G. SHEPPARD "Fooled Around And Fell In Love"  
MICHAEL MARTIN MURPHEY "Carolina In The Pines"  
NITTY GRITTY DIRT BAND "Modern Romance"  
VERN GOSDIN  
"Dim Lights, Thick Smoke (And Loud, Loud Music)"

## Media General

### Broadcast Services

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### Action

BEACH BOYS "Getcha Back"  
KATRINA & THE WAVES "Walking On Sunshine"  
PAUL YOUNG "Everytime You Go Away"  
KENNY LOGGINS "Forever"  
DOLLY PARTON & KENNY ROGERS "Real Love"  
KIM CARNES  
"Crazy In The Night (Barking At Airplane)"

### Your Country

GLEN CAMPBELL "(Love Always) Letter To Home"  
LANE BRODY "He Burns Me Up"  
MICHAEL MARTIN MURPHEY "Carolina In The Pines"  
GEORGE STRAIT "The Fireman"  
T.G. SHEPPARD "Fooled Around And Fell In Love"  
NICOLETTE LARSON "When You Get A Little Lonely"  
BANDANA "It's Just Another Heartache"

### Hit Rock

NIGHT RANGER "Sentimental Street"  
BEACH BOYS "Getcha Back"  
PAUL YOUNG "Everytime You Go Away"

## Radio Arts

John Benedict (818) 841-0225

### Country's Best

GEORGE STRAIT "The Fireman"  
MEL TELLIS "You Done Me Wrong"

### Soft Contemporary

WHITNEY HOUSTON "You Give Good Love"  
AIR SUPPLY "Just As I Am"  
BEACH BOYS "Getcha Back"  
DARYL HALL & JOHN OATES  
"Possession Obsession"

### Sound 10

AIR SUPPLY "Just As I Am"  
BEACH BOYS "Getcha Back"  
KENNY LOGGINS "Forever"  
MEN AT WORK "Everything I Need"  
DOLLY PARTON & KENNY ROGERS "Real Love"

# Hooters

## "All You Zombies"

CHR NEW & ACTIVE

HOTS-WCAU 15-8, Z106 19-9

93FM deb 27

195 add

92X add

KPLUS on

Q100 27-19

K104 on

WERZ add

WKEE add

WLAN-FM deb 40

93Q add

WPST 37-32

WRCK on

WKRZ-FM 36-33

WTLQ 40-34

WZLD on

WFMI on

KX104 add

WRNO on

KITY add

KTFM add

WKZL add

WYXQ on

KEYN-FM add

WHOT on

KQXR 35

KBOS deb 39

KMGX add

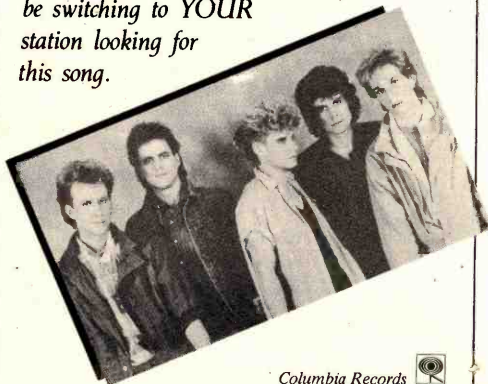
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JAZZ

TOP 30

MAY 24, 1985

- 1 STANLEY JORDAN/Magic Touch (Blue Note)
2 DIZZY GILLESPIE/New Faces (GRP)
3 RARE SILK/American Eyes (Palo Alto)
4 STANLEY TURRENTINE/Straight Ahead (Blue Note)
5 EARL KLUGH/Soda Fountain Shuffle (WB)
6 WEATHER REPORT/Sportin' Life (Columbia)
7 MILES DAVIS/You're Under Arrest (Columbia)
8 ERNESTINE ANDERSON/When The Sun Goes Down (Concord)
9 KENNY BURRELL/GROVER WASHINGTON JR./Togethering (Blue Note)
10 TANIA MARIA/Made In New York (Manhattan)
11 SPECIAL EPX/Modern Manners (GRP)
12 EMILY REMLER/Catwalk (Concord)
13 GEORGE HOWARD/Dancing In The Sun (TBA/Palo Alto)
14 PATRICK PLUNKETT/Plunketts' Safari (Noran)
15 ANTHONY BRAXTON/Seven Standards 1985, Vol. 1 (Magenta/Wintham Hill)
16 YELLOWJACKETS/Samurai Samba (WB)
17 POCKET CHANGE/Colors Of The Wind (Brainchild)
18 MITCHEL FORMAN/Train Of Thought (Magenta/Wintham Hill)
19 INDRA LESMANA w/NEBULA/No Standing (Zebra)
20 MAYNARD FERGUSON/Live From San Francisco (Palo Alto)
21 CHET ATKINS, C.G.P./Stay Tuned (Columbia)
22 TOM GRANT/Just The Right Moment (Pausa)
23 JIMMY PONDER/So Many Stars (Milestone/Fantasy)
24 TAL FARLOW/The Legendary Tal Farlow (Concord)
25 LIZ STORY/Unaccountable Effect (Wintham Hill)
26 KEVIN EUBANKS/Opening Night (GRP)
27 BOBBY THURCHERSON/Good Bad (Landmark)
28 JACK DeJOHNETTE/Jack DeJohnette Piano Album (Landmark)
29 PHIL WOODS QUARTET/Live From New York (Palo Alto)
30 MICHEL PETRUCCIANI TRIO/Live At The Village Vanguard (George Wein/Concord)

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean: KJCB/Lafayette, Beatrice Evans: WYLD-FM/New Orleans, Dell Spencer: WGGI/Chicago, Graham Armstrong: WDMT/Cleveland, Dean-Dean Rufus: WVDI/Toledo, Maxx Myrick: XHRM/San Diego, DuF Lindsey.

MOST ADDED

- KEVIN EUBANKS (24) Opening Night (GRP)
MILES DAVIS (12) You're Under Arrest (Columbia)
JACK DeJOHNETTE (11) Jack DeJohnette Piano... (Landmark)
POCKET CHANGE (10) Colors Of The Wind (Brainchild)
AL DIMEOLA "Cielo De Terra" (Manhattan) 8/8
BARRY HARRIS "For The Moment" (Uptown) 8/4
ANDY JAFFE SEXTET "Manhattan Projections" (Stash) 7/4
LESLIE DRAYTON "Love Is A Four Letter Word" (Esoteric) 7/2
ALPHONSE MOUZON "The Sky Is The Limit" (Pausa) 7/0
KRONOS QUARTET w/RON CARTER "Monk Suite" (Landmark) 6/4
CLEO LAINE "That Old Feeling" (Columbia) 6/4
WYNTON MARSALIS "All American Hero" (Who's Who In Jazz) 6/4
DEE BELL EDELL DURAM "One By One" (Concord) 6/2
CHICK COREA "Voyage" (ECM) 6/1
BEST OF BLUE NOTE "Best Of Blue Note" (Blue Note) 6/0
JOSHUA BREAKSTONE "Four Over Four Equals One" (Sonora) 6/0
MARK MURPHY "Sings The Nat King Cole Songbook" (Muse) 6/0

HOTTEST

- STANLEY JORDAN (25) Magic Touch (Blue Note)
DIZZY GILLESPIE (23) New Faces (GRP)
STANLEY TURRENTINE (20) Straight Ahead (Blue Note)
RARE SILK (14) American Eyes (Palo Alto)
WEATHER REPORT (14) Sportin' Life (Columbia)

REGIONALIZED ADDS & HOTS

NEW & ACTIVE

- HILTON RUIZ "Crosscurrents" (Stash) 15/5
RANDY BERSEN "Music For Planets, People & Washing Machines" (Zebra) 15/3
DEXTER GORDON w/JUNIOR MANCE "Live At Montreux" (Prestige) 14/9
PASSPORT "Running In Real Time" (Atlantic) 14/8
BUDD JOHNSON & PHIL WOODS "The Old Dude & The Fundance Kid" (Uptown) 10/7
PHILLY JOE JONES "Drum Song" (Galaxy) 10/7
DAVE MCKENNA "The Key Man" (Concord) 10/0
GENE AMMONS "Night Lights" (Prestige) 9/9
RAY BROWN TRIO "Solar Energy" (Concord) 9/5

EAST

- WYBC/New Haven (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)

SOUTH

- WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)

MIDWEST

- WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
WUFC/Chicago (\*)
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WEST

- WUFC/Chicago (\*)
WUFC/Chicago (\*)
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WUFC/Chicago (\*)

56 Reporting Stations 52 Current Reports

RODNEY FRANKLIN THE NEW ALBUM SKYDANCE FEATURING "FIESTA", "DESTINY" AND "SONG FOR YOU" AT YOUR STATION AND IN STORES NOW!

KJCB/Santa Fe, WJZZ/Detroit, and KCMJ/Portland called in a frozen playlist. KLSX/Santa Fe failed to report this week; its playlist was frozen.

# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## TOP 50

Three Weeks  
Weeks Weeks Weeks

Three Weeks	Weeks	Weeks	Weeks	Artist	Title	
7	3	1	1	<b>RONNIE MILSAP</b>	She Keeps The Home Fires... (RCA)	
10	6	3	2	<b>OAK RIDGE BOYS</b>	Little Things (MCA)	
8	7	4	3	<b>MERLE HAGGARD</b>	Natural High (Epic)	
13	10	5	4	<b>CRYSTAL GAYLE</b>	Nobody Wants To Be Alone (WB)	
19	14	7	5	<b>EXILE</b>	She's A Miracle (Epic)	
20	17	9	6	<b>WILLIE NELSON</b>	Forgiving You Was Easy (Columbia)	
15	11	8	7	<b>RICKY SKAGGS</b>	Country Boy (Epic)	
22	18	11	8	<b>LEE GREENWOOD</b>	Dixie Road (MCA)	
4	1	2	9	<b>CONWAY TWITTY</b>	Don't Call Him A Cowboy (WB)	
18	16	12	10	<b>MEL MCDANIEL</b>	Let It Roll (Let It Rock) (Capitol)	
23	20	15	11	<b>STATLER BROTHERS</b>	Hello Mary Lou (Mercury/Pg)	
21	19	14	12	<b>EMMYLOU HARRIS</b>	White Line (WB)	
25	21	17	13	<b>STEVE WARINER</b>	Heart Trouble (MCA)	
14	12	10	14	<b>BARBARA MANDRELL</b>	There's No Love In Tennessee (MCA)	
24	22	18	15	<b>DAN SEALS</b>	My Old Yellow Car (EMI America)	
30	25	20	16	<b>EDDY RAVEN</b>	Operator, Operator (RCA)	
—	32	25	17	<b>ALABAMA</b>	Forty Hour Week (For A Livin') (RCA)	
33	29	22	18	<b>EARL THOMAS CONLEY</b>	Love Don't Care (RCA)	
31	27	23	19	<b>LOUISE MANDRELL</b>	Maybe My Baby (RCA)	
45	31	26	20	<b>BELLAMY BROTHERS</b>	Old Hippie (MCA/Curb)	
28	26	24	21	<b>ED BRUCE</b>	When Givin' Up Was Easy (RCA)	
2	2	2	22	<b>CHARLY McCLAIN</b>	Radio Heart (Epic)	
—	40	32	23	<b>JENNINGS/NELSON/CASH/KRISTOFFERSON</b>	Highwayman (Columbia)	
—	37	31	24	<b>HANK WILLIAMS JR.</b>	I'm For Love (WB/Curb)	
40	30	27	25	<b>JOHN SCHNEIDER</b>	It's A Short Walk From... (MCA)	
43	33	29	26	<b>JOHN ANDERSON</b>	It's All Over Now (WB)	
44	34	30	27	<b>GARY MORRIS</b>	Lasso The Moon (WB)	
7	9	19	28	<b>SYLVIA</b>	Fallin' In Love (RCA)	
49	38	35	29	<b>RAY CHARLES with MICKEY GILLEY</b>	It Ain't Gonna Worry My Mind (Columbia)	
—	39	36	30	<b>DOLLY PARTON with KENNY ROGERS</b>	Real Love (RCA)	
36	35	33	31	<b>CHARLEY PRIDE</b>	Down On The Farm (RCA)	
46	36	34	32	<b>GEORGE JONES &amp; LACY J. DALTON</b>	Size Seven Round (Made Of Gold) (Epic)	
5	5	13	33	<b>MARK GRAY &amp; TAMMY WYNETTE</b>	Sometimes When We Touch (Columbia)	
6	6	16	34	<b>JOHN CONLEE</b>	Working Man (MCA)	
41	39	37	35	<b>DAVID ALLAN COE</b>	Don't Cry Darlin' (Columbia)	
—	49	44	36	<b>ANNE MURRAY</b>	I Don't Think I'm Ready For You (Capitol)	
—	48	41	37	<b>JOHNNY LEE</b>	Save The Last Chance (Full Moon/WB)	
—	43	38	38	<b>JANIE FRICKE</b>	She's Single Again (Columbia)	
3	4	21	39	<b>RONNIE MCDOWELL</b>	In A New York Minute (Epic)	
47	44	42	40	<b>KENNY ROGERS</b>	Love Is What We Make It (Liberty)	
<b>BREAKER</b>	41	37	41	<b>GEORGE STRAIT</b>	The Fireman (MCA)	
<b>BREAKER</b>	42	38	42	<b>GLEN CAMPBELL</b>	(Love Always) Letter To Home (Atlantic America)	
—	46	43	43	<b>VERN GOSDIN</b>	Dim Lights, Thick Smoke... (Compeat/Pg)	
—	49	46	44	<b>T.G. SHEPPARD</b>	Footed Around And Fell In Love (Columbia)	
—	48	45	45	<b>BANDANA</b>	It's Just Another Heartache (WB)	
—	50	46	46	<b>CHANCE</b>	To Be Lovers (Mercury/Pg)	
16	15	28	47	<b>WHITES</b>	If It Ain't Love (Let's Leave It Alone) (MCA/Curb)	
<b>DEBUT</b>	11	13	36	49	<b>NICOLETTE LARSON</b>	When You Get A Little Lonely (MCA)
—	11	13	36	49	<b>T.G. SHEPPARD</b>	You're Going Out Of My Mind (WB/Curb)
9	23	38	50	<b>SAWYER BROWN</b>	Step That Step (Capitol/Curb)	

MAY 24, 1985

Total Reports/Adds	Heavy	Medium	Light
162/0	152	10	0
161/0	138	21	2
155/0	130	19	6
161/0	127	30	4
161/0	118	39	4
160/1	103	50	7
150/1	111	22	17
162/1	97	60	5
149/0	108	26	15
150/0	90	47	13
155/1	78	69	8
149/0	65	66	18
159/3	60	85	14
142/0	85	41	16
147/3	60	72	15
159/4	38	104	17
160/8	32	101	27
158/5	34	99	25
150/3	50	77	23
156/6	25	108	23
137/5	38	72	27
111/0	59	28	24
147/16	10	98	39
146/11	18	91	37
150/10	14	92	44
138/11	13	80	45
149/11	12	87	50
99/0	50	34	15
141/12	6	89	46
139/20	8	67	64
105/1	16	70	19
122/5	14	75	33
91/0	39	32	20
91/0	35	32	24
95/1	9	63	23
130/19	3	68	59
126/18	2	63	61
124/21	9	60	55
85/0	29	36	20
75/4	13	40	22
110/61	3	37	70
107/26	1	43	63
89/17	8	49	32
95/18	3	40	52
84/5	2	38	44
86/16	2	31	53
55/0	14	28	13
70/6	1	37	32
51/0	16	21	14
48/0	10	18	20

## MOST ADDED

- GEORGE STRAIT (61)**  
The Fireman (MCA)
- RESTLESS HEART (38)**  
I Want Everyone To Cry (RCA)
- ROSANNE CASH (28)**  
I Don't Know Why You... (Columbia)
- MICHAEL MARTIN MURPHY (28)**  
Carolina In The Pines (EMI America)
- NITTY GRITTY DIRT BAND (27)**  
Modern Day Romance (WB)
- MEL TILLIS (27)**  
You Done Me Wrong (RCA)
- GLEN CAMPBELL (26)**  
(Love Always) Letter... (Atlantic America)
- JUDDS (26)**  
Love Is Alive (RCA/Curb)
- KENDALLS (25)**  
If You Break My Heart (Mercury/Pg)
- HEART OF NASHVILLE (23)**  
One Big Family (Compeat/PolyGram)

## HOTTEST

- RONNIE MILSAP (96)**  
She Keeps The Home Fires... (RCA)
- OAK RIDGE BOYS (77)**  
Little Things (MCA)
- MERLE HAGGARD (70)**  
Natural High (Epic)
- CONWAY TWITTY (57)**  
Don't Call Him A Cowboy (WB)
- WILLIE NELSON (49)**  
Forgiving You Was Easy (Columbia)
- RICKY SKAGGS (46)**  
Country Boy (Epic)
- EXILE (40)**  
She's A Miracle (Epic)
- CRYSTAL GAYLE (39)**  
Nobody Wants To Be Alone (WB)
- LEE GREENWOOD (35)**  
Dixie Road (MCA)
- STATLER BROTHERS (26)**  
Hello Mary Lou (Mercury/PolyGram)

**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

**GEORGE STRAIT**  
The Fireman (MCA)

On 68% of reporting stations. Rotations: Heavy 3/2, Medium 37/13, Light 70/46, Total Adds 61 including WYRK, WMZQ, WWVA, KASE, WEZL, KPXX, WGXX, WMNI, WQHK, KEBC, WOW, KFDD, KYGO, KUGN, KVEG, KNIX. Debuts at 41 a most added record on the Country chart.

The information shown on the National Airplay/50, Breakers, New & Active, and Significant Action is current. The results shown are based on reports taken from our reporters on Monday, 5-20-85.

**GLEN CAMPBELL**

(Love Always) Letter To Home (Atlantic America)  
On 66% of reporting stations. Rotations: Heavy 1/0, Medium 43/2, Light 63/24, Total Adds 26, WQBE, WRKZ, WNYR, WVM, KIKK, KYXX, KYXX, WUBE, KFDF, WML, WIL, K102, KUGN, KVEG, KCBO. Moves 47-42 a most added record on the Country chart.

Here it comes...

# Glen Campbell's "Letter To Home"

The third hit single and title cut from his current Atlantic/America LP

Produced by Harold Shedd

... and it's a  
**COUNTRY BREAKERS**

R&R 42

BB 50







# COUNTY ROAD & CO.

**EAST**  
George Strait (MCA)  
Michael Martin Heyney (EMI America)  
Rosanne Cash (Columbia)  
Oak Ridge Boys (MCA)  
Ronnie Milzap (RCA)  
Wills Nelson (Columbia)**SOUTH**  
George Strait (MCA)  
Restless Heart (RCA)  
Ronnie Milzap (RCA)  
Merle Haggard (Epic)**MIDWEST**  
George Strait (MCA)  
Glen Campbell (Atlantic America)**WEST**  
George Strait (MCA)  
Restless Heart (RCA)  
Ronnie Milzap (RCA)  
Merle Haggard (Epic)

EAST	
WTR Albany, NY	WBD Boston, MA
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	ROCKY GARNOLD JOHNNY LEE DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN
WONA-FM Albany, NY	WYRN Buffalo, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	GEORGE STRAIT WILLS, BEBE, WY JOHNNY LEE DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN
WYAM Albany, PA	WYBC Albany, PA
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	GEORGE STRAIT WILLS, BEBE, WY JOHNNY LEE DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN
WVOC-AM Baltimore, MD	WVOT Chesapeake, VA
BILLY THOMAS CONRO DAMN STRAIN RONNIE MILZAP DAMN STRAIN DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN	GEORGE STRAIT WILLS, BEBE, WY JOHNNY LEE DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN
WVOC-AM Baltimore, MD	WVOT Chesapeake, VA
BILLY THOMAS CONRO DAMN STRAIN RONNIE MILZAP DAMN STRAIN DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN	GEORGE STRAIT WILLS, BEBE, WY JOHNNY LEE DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN
WVOC-AM Baltimore, MD	WVOT Chesapeake, VA
BILLY THOMAS CONRO DAMN STRAIN RONNIE MILZAP DAMN STRAIN DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN	GEORGE STRAIT WILLS, BEBE, WY JOHNNY LEE DANNY RAY DANNY FAY GARY HOUSTON DICK CARO DAVID GARRETT CRAIG T. JONES CRAIG T. JONES STEVE DUNCAN

MIDWEST	
WVLA Dayton, OH	WVMA Dayton, OH
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Dayton, OH	WVMA Dayton, OH
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Dayton, OH	WVMA Dayton, OH
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

MIDWEST	
WVLA Dayton, OH	WVMA Dayton, OH
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Dayton, OH	WVMA Dayton, OH
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Dayton, OH	WVMA Dayton, OH
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

WEST	
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

WEST	
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

WEST	
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

WEST	
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

WEST	
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON
WVLA Albany, NY	WVMA Albany, NY
GEORGE STRAIT JAMIE PRIDE RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON	RESTLESS HEART RONNIE MILZAP DAMN STRAIN DAN PHIPPS WILLS NELSON

162 Reporters  
155 Current Reports  
The following stations reported no change in their rotations this week:

- WVOC/Lynchburg
- KKAL/Aroyo Grande
- KUYU/Cheney
- WVOC/Albany
- WCAO/Wallonia
- CHOW/Baltimore
- WVC/Chattanooga
- WKX/Raleigh-Durham
- WXCL/Peoria
- KSON/San Diego

The following stations failed to report this week and therefore their playlists were frozen:  
WVOC/Albany  
WCAO/Wallonia  
CHOW/Baltimore  
WVC/Chattanooga  
WKX/Raleigh-Durham  
WXCL/Peoria  
KSON/San Diego

ADULT/CONTEMPORARY

BREAKERS

BEACH BOYS
Getcha Back (Caribou/CBS)

82% of our reporters on it. Rotations: Heavy 4/0, Medium 73/13, Light 39/19, Total Adds 32 including 3WS, WTAE, WPRO, WRMM, WSB, 97AIA, W101, WARM98, WLLT, KYKY, B100, WWOM, WEZS, WING, KLYF. Debuts at 16 on the A/C chart.

AIR SUPPLY
Just As I Am (Arista)

63% of our reporters on it. Rotations: Heavy 1/0, Medium 39/11, Light 50/29, Total Adds 40 including WTAE, WSB, WLTS, WLLT, WSNY, WCCO, KS94, KYKY, KGW, WAEB, WICC, WSMF, KEY103, KLYF, KDUK, KIFM. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

JOHN FOGERTY "Centerfield" (WB) 84/7

Rotations: Heavy 13/0, Medium 52/3, Light 15/4, Total Adds 7, 2WD, KHOW, KJR, WRAL, WTRX, WFMK, WKUS, Heavy: WKBW, WSB, W0MC, WICC, WKYE, WAWE, WEIM, WKCK, WCHV, WZLQ, KTYL, KRBS, KALE. Mediums include: WFBF, Y97, W101, WCCO, KMGG, KGW, KFMB, V100, MWGS, KEY103, WMAZ, WSFL, WNAM, WHBC, WING, KIOA, WMGN, WISN, KOIL, WHNN, KBOI, KDUK, KWAV, KKPL. Weeks 25-22 on the A/C chart.

DOLLY PARTON with KENNY ROGERS "Real Love" (RCA) 77/29

Rotations: Heavy 3/0, Medium 39/8, Light 35/21, Total Adds 29, WRMM, WSB, WLTS, WARM98, WSNY, KGW, WWOM, WKGW, KEY103, KELT, WLAC-FM, WHBC, KIOA, WTRX, KBOI, KKPL. Heavy: WGY, WISN, KRLB. Mediums include: WFBF, WCCO, KOST, WAEB, WKYE, WBT, WMAZ, WHBY, KFI, KSL, WTKO, WSKI. Debuts at number 25 on the A/C chart.

AMY GRANT "Find A Way" (A&M) 75/15

Rotations: Heavy 0/0, Medium 43/5, Light 32/10, Total Adds 15, WPRO, WLTS, KLSI, KOST, KGW, WKJJ, KIOA, WTRX, WHB, KOIL, KDUK, KIFM, KKPL, KWEB, KFQD. Mediums include: WFBF, WSB-FM, KVL-FM, KFMB, WAEB, KEY103, WBT, WLAC-FM, WSFL, WAWE, WNAM, WMGN, WHNN.

GRAHAM PARKER "Wake Up (Next To You)" (Elektra) 63/3

Rotations: Heavy 13/0, Medium 32/1, Light 24/2, Total Adds 3, WPJB, KIFM, WAHR, Heavy: WKWB, WSFL, KWAV, WSKI, WMPA, WKCK, WCHV, WORG, WZLQ, WELI, KEZZ, KRBS, KALE. Mediums include: WFBF, 2WD, WAEB, WKYE, WKGW, KEY103, K106, WMAZ, WHBC, WMGN, WHNN.

PAUL YOUNG "Everytime You Go Away" (Columbia) 63/21

Rotations: Heavy 3/0, Medium 25/5, Light 35/16, Total Adds 21, WPJB, WSB-FM, WSNY, KKLT, WWOM, WAEB, WBT, KELT, WAWE, WHBC, KIOA, KKUA, KSL, WKNE, WMPA, KORO, KRLB, WZLQ, WJON, WBOW, KFQD. Heavy: WSFL, KRBS, KALE. Mediums include: WKWB, 2WD, WICC, WGY, K106, WHBY, WMGN, KWAV, WEIM, WSKI, WSKY, WJBC, WCIL, KTWO.

EVELYN "CHAMPAGNE" KING "Til Midnight" (RCA) 63/7

Rotations: Heavy 2/0, Medium 33/3, Light 28/4, Total Adds 7, WSB, KLSI, WTRX, WISN, KKPL, WCHV, WAHR, Heavy: WKNE, KRBS. Mediums include: WFBF, KOST, WKYE, K106, WMAZ, KELT, WSFL, WRVA, WHBY, WMGN, KWAV, WNNR, WSKY, WJBC, WMT-FM, KTWO.

ANNE MURRAY "I Don't Think I'm Ready For You" (Capitol) 59/0

Rotations: Heavy 6/0, Medium 33/0, Light 20/0, Total Adds 0, Heavy: WRKB, WCCO, WGY, WHBY, WTKO, WAHR. Mediums include: WSB, WAEB, WKYE, KEY103, K106, WBT, WMAZ, WRVA, WNAM, WHBC, WTRX, WISN, KSL, KKPL.

ROTATION BREAKOUTS

Table with columns: Rank, Artist, Title, Total Reports/Adds, Heavy, Medium, Light.

MOST ADDED

- DeBARGE (52) Who's Holding Donna Now (Gordy/Motown)
AIR SUPPLY (40) Just As I Am (Arista)
BEACH BOYS (32) Getcha Back (Caribou/CBS)
DOLLY PARTON with KENNY ROGERS (29) Real Love (RCA)
KENNY LOGGINS (24) Forever (Columbia)

HOTTEST

- HAROLD FALTERMEYER (112) Axel F (MCA)
BILLY OCEAN (91) Suddenly (Jive/Arista)
WHAM! (74) Everything She Wants (Columbia)
KOOL & THE GANG (60) Fresh (De-Lite/PolyGram)
TEARS FOR FEARS (54) Tears For Fears (54)
Everybody Wants To Rule... (Mercury/PG)

- DeBARGE "Who's Holding Donna Now" (Gordy/Motown) 52/52
Kenny Loggins "Forever" (Columbia) 51/24
Bill Withers "Oh Yeah!" (Columbia) 48/1
Eric Carmen "I'm Through With Love" (Geffen) 47/0
Katrina And The Waves "Walking On Sunshine" (Capitol) 43/13
Kim Carnes "Crazy In The Night (Barking At Airplanes)" (EMI America) 42/6
Jack Wagner "Lady Of My Heart" (Quest/WB) 39/1

DIAGNOSTIC ACTION

- HOWARD JONES "Things Can Only Get Better" (Elektra) 28/3
Don Henley "Not Enough Love In The World" (Geffen) 25/19
Southern Pacific "Someone's Gonna Love Me Tonight" (WB) 24/2
Simple Minds "Don't You Forget About Me" (A&M) 23/2
Johnny Mathis "Right From The Heart" (Columbia) 22/0

- Daryl Hall & John Oates "Possession Obsession" (RCA) 21/21
David Lee Roth "Just A Gigolo/I Ain't Got Nobody" (WB) 21/2
Alison Moyet "Invisible" (Columbia) 21/1
Men At Work "Everything I Need" (Columbia) 20/9
Al Corley "Square Rooms" (Mercury/PolyGram) 20/2
Luther Vandross "Til My Baby Comes Home" (Epic) 18/2
W. Jennings/W. Nelson/J. Cash/K. Kristofferson "Highwayman" (Columbia) 17/2
Mary Jane Girls "In My House" (Gordy/Motown) 16/4
Prince "Raspberry Beret" (WB) 15/1
Philip Bailey "Walking On The Chinese Wall" (Columbia) 14/0
Jeffrey Osborne "Let Me Know" (A&M) 14/0
Tina Turner "Show Some Respect" (Capitol) 14/0
George Harrison "I Don't Want To Do It" (Columbia) 12/0









This Bears Repeating...

# KING

"Love  
& Pride"

Already A  
European  
Smash--And  
Crossing To  
America!!



DISTRIBUTED BY CBS RECORDS

70/R&R FRIDAY, MAY 24, 1985

## AOR ALBUMS

### MOST ADDED

**DIRE STRAITS (40)**  
Brothers In Arms (WB)  
**BRUCE SPRINGSTEEN (31)**  
Born In The U.S.A. (Columbia)  
**G. THOROGOOD & THE DESTROYERS (19)**  
Maverick (EMI America)  
**PAUL YOUNG (18)**  
The Secret Of Association (Columbia)  
**NIGHT RANGER (14)**  
7 Wishes (Cameo/MCA)

### HOTTEST

**PHIL COLLINS (126)**  
No Jacket Required (Atlantic)  
**ROBERT PLANT (123)**  
Shaken 'N Stirred (Es Paranza/Atlantic)  
**EURHYTHMICS (121)**  
Be Yourself Tonight (RCA)  
**MICK JAGGER (107)**  
She's The Boss (Columbia)  
**JOHN CAFFERTY (100)**  
Tough All Over (Scotti Bros/CBS)

### NEW & ACTIVE

**REO SPEEDWAGON/Wheels Are Turnin' (Epic) 53/10 (56/5)**

Adds include KSRH, WRIF, WZZO, WAQY, KTYD. Hits: 11 include WMMR, KDKB, WRXL, WGIR, KLYV. Mediums: 37 include WBCN, WBAB, WHJY, WEBN, WLVO, KSHE, KUPD, KGB.

**GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America) 52/19 (34/9)**

Adds include DC101, KYYS, WZZO, WCMF, WEZX, WAQY, WAPL. Hits: 5 WRIF, WQFM, KMET, WBSW, WCPZ. Mediums: 42 include WMMR, WXRT, WLVO, KBKO, KLOS, KUPD, KGB, WCCC, WAQX, WAAF, WOOS, WIBA, KEZO, WIOT, KILO, KEZE.

**SHOOTING STAR/Silent Scream (Geffen) 52/2 (52/2)**

Adds: WAAF, KOMP. Hits: 9 KLOL, KSRH, WNOR, KYYS, WQFM, KJSJO, WYSP, KFMG, KRQU. Mediums: 43 include WHJY, WSHE, WEBN, WRIF, KSHE, KZAP, KGB, KOMÉ.

**THE GOONIES/Soundtrack (Epic) 46/3 (0/0)**

Adds: CHUM, KBPI, KGGO. Hits: 12 include WBCN, WBAB, WOOS, KPOI. Mediums: 33 include WNEW, WSHE, KROQ, WZZO, WCCC, WHCN, WCMF, WOUR, WFYV, WIMZ, WRDU.

**FIONA/Fiona (Atlantic) 45/9 (52/1)**

Adds: WPLR, KLBJ, KNCN, WTKX, KISS, WTUE, KFMG, WQBK, WZZO. Hits: 7 include WNEW, WHJY, WEBN, WYSP, WAAF, KTYD. Mediums: 37 include WBCN, WBAB, WMMR, KZEW, WSHE, WQFM, KMET, KUPD, KZAP, KGB, WKLC, WCCC, WHCN, WOUR, WQMF, WAPL, KATT, KILO.

**CHINA CRISIS/Flaunt The Imperfection (WB) 42/5 (36/4)**

Adds: KAZY, WBSW, WCPZ, KFMF, KVRE. Hits: 8 include 91X, WLIR, CHEZ, KEZX, WIZN, KSPN, KRQU. Mediums: 31 include WBAB, WDVE, WSHE, WXRT, WQFM, KBKO, KROQ, KINK, WEZX, WAQY, WDIZ, WOOS, WLAV, KKDJ.

**FOREIGNER/Agent Provocateur (Atlantic) 37/10 (33/2)**

Adds: include WLUP, KKCI, KLOS, KISW, WPHY, WDIZ, WTKX, WXKE. Hits: 13 include WMMR, WEBN, KMET, KGB. Mediums: 21 include WBCN, DC101, KZEW.

**BOOMTOWN RATS/In The Long Grass (Columbia) 35/2 (35/1)**

Adds: KUFO, KZAM. Hits: 5 WBCN, KBKO, 91X, KTCL, KRQU. Mediums: 29 include WBAB, WHJY, WSHE, WXRT, KROQ, WEZX, WAQY, KZEL.

**BELLOUIS SOME/Imagination (Capitol) 24/3 (26/3)**

Adds: WGIR, WBLM, KRQU. Hits: 3 KQAK, WLIR, WCPZ. Mediums: 19 include WDVE, WHJY, WLVO, KBKO, KROQ, WAQY, WIMZ.

**TRUTH/Playground (IRS/MCA) 17/13 (5/3)**

Adds include KBKO, KAZY, WDHA, WLIR, WRON. Hits: 1 KCGL. Mediums: 7 include WHFS, WIZN, KZAM.

**U2/Unforgettable Fire (Import) 17/1 (17/4)**

Adds: KOZZ. Hits: 6 CHOM, Q107, KAZY, 91X, WLIR. Mediums: 11 include WBAB, KZEW, WXRT, KBKO, KLOS, KROQ.

**LOUDNESS/Thunder In The East (Atco) 14/5 (9/1)**

Adds: WHEB, WARX, WBSW, WCXT, WZZQ. Hits: 1 WAQX. Mediums: 9 include WKQQ, KISS.

**JOHN PARR/John Parr (Atlantic) 14/3 (15/8)**

Adds: WCMF, KILO, KUFO. Hits: 1 WRIF. Mediums: 12 include WBCN, WNEW, KGB, WEZX, WAQY.

**NEW ORDER/Low-life (Qwest/WB) 13/8 (7/5)**

Adds include KBKO, KPOI. Hits: 5 WXRT, 91X, WLIR, KRQU, KCGL. Mediums: 4 include KROQ.

**AOR ALBUMS** — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's Most Added.

**TRACKS** — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.







REGIONAL AD ACTIVITY

MIDWEST (continued)

KGO/Des Moines (515) 285-4181
KCTC/Wichita (316) 722-5500
KATV/Ft. Worth (405) 848-0100

WXXI/Ft. Wayne (317) 484-0580
WAPL/Appton (414) 734-9226
WLANV/Milwaukee (414) 450-5461

WFBV/Indianapolis (317) 257-7585
WSPN/Spokane (509) 425-3800
KSOI/Oakdale (408) 592-5300

KEZO/Oakdale (408) 592-5300
KMDT/Toledo (419) 248-3377
WIBA-FM/Madison (608) 774-5450

PARALLEL THREE

KFMQ/Incheon (402) 474-8545
WKLK/Kalamazoo (616) 258-2600

WCKT/Muskegon (616) 873-7129 Hart
WBSW/Kankakee (515) 539-4541

WCPC/Sandusky (616) 825-1010
WYFE/Rochester (815) 877-3075

KLTV/Dubuque (319) 557-1040
WYFE/Rochester (815) 877-3075

PARALLEL ONE

KFOG/San Francisco (415) 988-1045
WBSW/Kankakee (515) 539-4541

KQAK/San Francisco (415) 474-9100

KSOY/Rapid City (605) 578-3533

KYRW/Portland, OR (503) 228-5080

CSOX/Vancouver (604) 684-7221

WEST

WZZO/Terre Haute (812) 232-5034

KRCR/Ft. Reno (707) 248-6046

KBCO/Boulder (303) 444-5600

KROQ/Ft. Los Angeles (213) 875-0800

KSLD/San Diego (619) 591-8191

KLOS/Los Angeles (310) 557-7250

KPBD/Denver

KPBD/Denver (303) 938-2313

KDPB/Phoenix (602) 957-8300

KROR/San Diego (619) 591-8191

KROR/San Diego (619) 591-8191

KROR/San Diego (619) 591-8191

KROR/San Diego (619) 591-8191













# PARALLELS

**Parallel I:** Selected stations in major markets that are formal dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are formal dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are formal dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 253 Reports

**JOHN DOE**  
"The Song" (Anylabel)  
LP: Hit Song

100/25 44%

**Regional Summary:**  
R 33% U 51%  
M 21% S 20%  
W 13% A 3%  
N 13%

## EXAMPLE

100/25 = 100 CHI reporting stations on 10 this week including 25 new adds.

44% = Percentage of the weeks reporters playing the song within each region.

**National Summary:**  
Up 51 = Number of stations moving 1 spot on the charts.  
Down 20 = Number of stations debuting the song this week.  
Debut 2 = Number of stations reporting no movement this week. (Do to On, Add to On, 31-31, etc.)

Down 0 = Number of stations moving 8 down on their charts.

Adds 25 = Total number of stations adding it this week.

**AIR SUPPLY**  
Just As I Am (Arista)  
LP: Air Supply

133/58 53%

Regional	National
R 33%	U 51%
M 21%	S 20%
W 13%	A 3%
N 13%	

**BOY MEETS GIRL**  
On On (A&M)  
LP: Boy Meets Girl

152/3 60%

36

**JOHN CAFFERTY & BEAVER**  
Tough All Over (Scotti Bros./CBS)  
LP: Tough All Over

216/6 88%

30

**DEPECHE MODE**  
People Are People (Sire/WB)  
LP: Some Great Rewards

58/31 23%

**COMMODORES**  
Animal Instinct (Motown)  
LP: Night Shift

105/38 42%

**DOCKER**  
I'm Against It (Elektra)  
LP: Tooth And Nail

81/12 32%

**BRYAN ADAMS**  
Heaven (A&M)  
LP: Release

243/1 96%

**BEACH BOYS**  
Getcha Back (Caribou/CBS)  
LP: The Beach Boys

168/65 86%

**KIM CARNES**  
Crazy in the Night (EMI America)  
LP: Barkin' At Airplanes

190/12 79%

**NATALIE COLE**  
Dangerous (Modern/Atco)  
LP: Dangerous

50/13 20%

**PHIL COLLINS**  
Sussudio (Arista)  
LP: No Jacket Required

253/3 100%

**DEPECHE MODE**  
People Are People (Sire/WB)  
LP: Some Great Rewards

58/31 23%

**COMMODORES**  
Animal Instinct (Motown)  
LP: Night Shift

105/38 42%

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Sussudio (Arista)  
LP: No Jacket Required

253/3 100%

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People Are People (Sire/WB)  
LP: Some Great Rewards

58/31 23%

**COMMODORES**  
Animal Instinct (Motown)  
LP: Night Shift

105/38 42%

**DOCKER**  
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LP: Tooth And Nail

81/12 32%

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LP: Release

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Getcha Back (Caribou/CBS)  
LP: The Beach Boys

168/65 86%

**KIM CARNES**  
Crazy in the Night (EMI America)  
LP: Barkin' At Airplanes

190/12 79%

**NATALIE COLE**  
Dangerous (Modern/Atco)  
LP: Dangerous

50/13 20%

**PHIL COLLINS**  
Sussudio (Arista)  
LP: No Jacket Required

253/3 100%

**DEPECHE MODE**  
People Are People (Sire/WB)  
LP: Some Great Rewards

58/31 23%

**COMMODORES**  
Animal Instinct (Motown)  
LP: Night Shift

105/38 42%

**DOCKER**  
I'm Against It (Elektra)  
LP: Tooth And Nail

81/12 32%

**BRYAN ADAMS**  
Heaven (A&M)  
LP: Release

243/1 96%

**BEACH BOYS**  
Getcha Back (Caribou/CBS)  
LP: The Beach Boys

168/65 86%

**KIM CARNES**  
Crazy in the Night (EMI America)  
LP: Barkin' At Airplanes

190/12 79%

**NATALIE COLE**  
Dangerous (Modern/Atco)  
LP: Dangerous

50/13 20%

**PHIL COLLINS**  
Sussudio (Arista)  
LP: No Jacket Required

253/3 100%

**DEPECHE MODE**  
People Are People (Sire/WB)  
LP: Some Great Rewards

58/31 23%

**COMMODORES**  
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LP: Night Shift

105/38 42%

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LP: Barkin' At Airplanes

190/12 79%

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Dangerous (Modern/Atco)  
LP: Dangerous

50/13 20%

**PHIL COLLINS**  
Sussudio (Arista)  
LP: No Jacket Required

253/3 100%



PARALLIES

Amy Grant Continued

EURYTHMICS

Would I Lie To You? (RCA) LP: Be Youself Tonight

75/24 30% National Summary table for Eurythmics with regional breakdown and station lists.

JOHN FOGERTY

Centerfield (WB) LP: Centerfield

21 National Summary table for John Fogerty with regional breakdown and station lists.

HAROLD FALTERMEYER

And I F (MCA) LP: Beverly Hills Cop Soundtrack

94% National Summary table for Harold Faltermeyer with regional breakdown and station lists.

DON HENLEY

Nowhere Low In The World (Geffen) LP: Building The Perfect Beast

25% National Summary table for Don Henley with regional breakdown and station lists.

FIND A GRANT

Any Way (A&M) LP: Unreleased

34% National Summary table for Find A Grant with regional breakdown and station lists.

JOHN FOGERTY

Centerfield (WB) LP: Centerfield

30% National Summary table for John Fogerty with regional breakdown and station lists.

GLENN FREY

Smuggler's Blues (MCA) LP: The Allnighter

81% National Summary table for Glenn Frey with regional breakdown and station lists.

HAROLD FALTERMEYER

And I F (MCA) LP: Beverly Hills Cop Soundtrack

94% National Summary table for Harold Faltermeyer with regional breakdown and station lists.

DON HENLEY

Nowhere Low In The World (Geffen) LP: Building The Perfect Beast

25% National Summary table for Don Henley with regional breakdown and station lists.

FIND A GRANT

Any Way (A&M) LP: Unreleased

34% National Summary table for Find A Grant with regional breakdown and station lists.

D. HALL & J. OATES

Possession Obsession (RCA) LP: Big Bam Boom

34% National Summary table for D. Hall & J. Oates with regional breakdown and station lists.

HEART

What About Love (Capitol) LP: Heart

36% National Summary table for Heart with regional breakdown and station lists.

DON HENLEY

Nowhere Low In The World (Geffen) LP: Building The Perfect Beast

25% National Summary table for Don Henley with regional breakdown and station lists.

FIND A GRANT

Any Way (A&M) LP: Unreleased

34% National Summary table for Find A Grant with regional breakdown and station lists.

HOOTERS

All You Zombies (Columbia) LP: Nervous Night

22% National Summary table for Hooters with regional breakdown and station lists.

WHITNEY HOUSTON

You Give Good Love (Arista) LP: Whitney Houston

71% National Summary table for Whitney Houston with regional breakdown and station lists.

DON HENLEY

Nowhere Low In The World (Geffen) LP: Building The Perfect Beast

25% National Summary table for Don Henley with regional breakdown and station lists.

PAUL HYDE & THE PIVOLAS

Here's The Only Love (A&M) LP: Here's The World For You

26% National Summary table for Paul Hyde & The Pivolas with regional breakdown and station lists.

MICK JAGGER

Lucky In Love (Columbia) LP: She's The Boss

66% National Summary table for Mick Jagger with regional breakdown and station lists.

HOWARD JONES

Things Can Only Get... (Elektra) LP: Dream Into Action

7 National Summary table for Howard Jones with regional breakdown and station lists.

KATRNA AND THE WAVES

Walking On Sunshine (Capitol) LP: Katrina And The Waves

96% National Summary table for Katrina and The Waves with regional breakdown and station lists.

HOWARD JONES

Things Can Only Get... (Elektra) LP: Dream Into Action

7 National Summary table for Howard Jones with regional breakdown and station lists.

KATRNA AND THE WAVES

Walking On Sunshine (Capitol) LP: Katrina And The Waves

96% National Summary table for Katrina and The Waves with regional breakdown and station lists.

KATRNA AND THE WAVES

Walking On Sunshine (Capitol) LP: Katrina And The Waves

96% National Summary table for Katrina and The Waves with regional breakdown and station lists.

KOOL & THE GANG

Fresh (De-Lite/PolyGram) LP: Emergency

90% National Summary table for Kool & The Gang with regional breakdown and station lists.

KOOL & THE GANG

Fresh (De-Lite/PolyGram) LP: Emergency

90% National Summary table for Kool & The Gang with regional breakdown and station lists.

# PARALLELS

**LYNN**  
Never Ending Story (EMI America)  
LP: Don't Suppose

208/19 82%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**223/3 88%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**CYNDI LAUPER**  
The Goonies (Portrait/CBS)  
LP: The Goonies Soundtrack

223/3 88%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**MADONNA**  
Angel (Sire/WB)  
LP: Like A Virgin

247/3 98%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**247/3 98%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**MARY JANE GIRDS**  
In My House (Gordy/Motown)  
LP: Only Four You

229/2 91%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**229/2 91%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**ALISON MOYET**  
Invisible (Columbia)  
LP: ALF

151/1 84%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**151/1 84%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**BILLY OCEAN**  
Squidly (Arista)  
LP: Squidly

237/1 94%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**237/1 94%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**KENNY LOGGINS**  
Forever (Columbia)  
LP: Vox Humana

70/24 28%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**70/24 28%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**MADONNA**  
Into The Groove (Sire/WB)

100/18 40%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**100/18 40%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**MEN AT WORK**  
Everything I Need (Columbia)  
LP: Two Hearts

104/34 41%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**104/34 41%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**NIGHT RANGER**  
Sentimental Street (Cameo/CA)  
LP: 7 Waves

181/83 75%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**181/83 75%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**GRAHAM PARKER AND THE SHOT**  
Hard Up (Next To You) (Elektra)  
LP: Steady Heat

137/7 54%

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%

**137/7 54%**

Regional: 100%  
S 100%  
W 100%  
M 100%  
D 100%  
N 100%

National: 100%  
SUMMER 100%  
DECEMBER 100%  
JANUARY 100%  
FEBRUARY 100%  
MARCH 100%  
APRIL 100%  
MAY 100%  
JUNE 100%



# PARALLELS

## SIGNIFICANT ACTION

### ALEX BROWN

*(Come On) Shout (Mercury/PolyGram)*  
LP: Gals Just Want To Have Fun Soundtrack

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### DEAD OR ALIVE

*You Spin Me Round (Like A Record)*  
LP: Youthquake (Epic)

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### FREDDIE JACKSON

*Rock Me Tonight (Capitol)*  
LP: Rock Me Tonight

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### HUEY LEWIS & THE NEWS

*Trouble In Paradise (Columbia)*  
LP: USA For Africa

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### KIM MITCHELL

*Go For Soda (Bronze/Island)*  
LP: Akombo Akomo

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### BELOUS SOME

*Imagination (Capitol)*  
LP: Belous Some

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### ANNMOTION

*Let Him Go (Mercury/PolyGram)*  
LP: Annmoton

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### FOREIGNER

*Reaction To Action (Atlantic)*  
LP: Agent Provocateur

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### GREG KINN

*Boys Won't Leave Girls Alone*  
LP: Citizen Kinn (EMI America)

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### MEATLOAF

*(Give Me The Future) With A Modern...*  
LP: Bad Attitude (RCA)

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### DOLLY PARTON & KENNY ROGERS

*Real Love (RCA)*  
LP: Real Love

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### BRUCE SPRINGSTEEN

*Trapped (Columbia)*  
LP: We Are The World

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### AL CORLEY

*Square Rooms (Mercury/PG)*  
LP: Square Rooms

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### GO WEST

*Call Me (Chrysalis)*  
LP: Go West

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### KLYMAXX

*Meeting In The Constellation/MCA*  
LP: Here's The World For You

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### JEAN KNIGHT

*My Toot Toot (Merage/Atco)*

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### NILE ROGERS

*Let's Get Out Tonight (WB)*  
LP: B-Move Matinee

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### VITAMIN Z

*Burning Flame (Geffen)*  
LP: Vitamin Z

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### COCK ROBIN

*When Your Heart Is Weak (Columbia)*  
LP: Cock Robin

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### PAUL HARCOSTLE

*19 (Chrysalis)*  
LP: 19

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### JEAN KNIGHT

*My Toot Toot (Merage/Atco)*

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### MENUDO

*Hold Me (RCA)*  
LP: Menudo

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### NILE ROGERS

*Let's Get Out Tonight (WB)*  
LP: B-Move Matinee

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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### JACK WAGNER

*Lady Of My Heart (Qwest/WB)*  
LP: All I Need

<b>P1</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P2</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST	<b>P3</b> EAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST WEST MIDWEST SOUTH NORTH SOUTHWEST NORTHEAST
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# AIR PARTICIPANTS ARE

# 95.2%

# ACCURATE!!

After 100 weeks, over 14,000 responses,  
and 489 records sampled.

**AIR . . . The fastest, most reliable tool  
for getting radio to listen to music.**

**WEEK # 33**

**AIR Priorities**

**WEEK # 33**

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, May 29, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	ANIMAL INSTINCT	COMMODORES	MOTOWN
	WHAT ABOUT LOVE	HEART	CAPITOL
	WHEN YOUR HEART IS WEAK	COCK ROBIN	COLUMBIA
	BOYS WON'T LEAVE THE GIRLS ALONE	GREG KINN	EMI AMERICA
	FIND A WAY	AMY GRANT	A&M

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, May 30, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	LONG WAY TO HEAVEN	HELIX	CAPITOL
	"Deep Cuts The Knife"		
	STEPS IN TIME	KING	EPIC
	"Love And Pride"		
	HERE'S THE WORLD FOR YA	PAUL HYDE & THE PAYOLAS	A&M
	"All That I Want" "It Won't Be You" "Stuck In The Rain"		

AIR (Active Industry Research) is a nationwide network  
of program and music directors who assess CHR and AOR music  
for artist managers, producers and record companies.

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# AIR

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# READY FOR ACTION?



Foreigner's new single  
**"REACTION TO ACTION"**

7-89542

The remixed version.  
Also a promo 12" PR 736

From their double platinum album  
**"AGENT PROVOCATEUR"**

81999

Produced by Alex Sadkin and Mick Jones.  
Management: Bud Prager, ESP Management, Inc.



On Atlantic Records and Cassettes.

© 1985 Atlantic Recording Corp. A Warner Communications Co.





CONTEMPORARY HIT RADIO

Three Weeks 1-10 Weeks 11-20 Weeks 21-30

- 5 3 2 **1 WHAMI/Everything She Wants** (Columbia)
- 10 4 3 **2 TEARS FOR FEARS/Everybody Wants To Rule The World** (Mercury/PG)
- 11 6 4 **3 HAROLD FALTERMEYER/Axel F** (MCA)
- 2 1 1 **4 SIMPLE MINDS/Don't You Forget About Me** (A&M)
- 13 10 6 **5 BILLY OCEAN/Suddenly** (Jive/Arista)
- 19 12 8 **6 BRYAN ADAMS/Heaven** (A&M)
- 17 14 9 **7 HOWARD JONES/Things Can Only Get Better** (Elektra)
- 25 20 12 **8 MADONNA/Angel** (Sire/WB)
- 23 17 13 **9 MARY JANE GIRLS/In My House** (Gordy/Motown)
- 22 19 15 **10 KATRINA AND THE WAVES/Walking On Sunshine** (Capitol)
- 40 31 19 **11 PHIL COLLINS/Sussudio** (Atlantic)
- 21 16 14 **12 KOOL & THE GANG/Fresh** (De-Lite/PG)
- 8 5 5 **13 SADE/Smooth Operator** (Portrait/CBS)
- 16 13 11 **14 DAVID LEE ROTH/Just A Gigolo/ I Ain't Got Nobody** (WB)
- 34 21 **15 PRINCE/Raspberry Beret** (WB)
- 36 30 22 **16 SURVIVOR/The Search Is Over** (Scotti Bros./CBS)
- 28 24 20 **17 JULIAN LENNON/Say You're Wrong** (Atlantic)
- 1 2 7 **18 MADONNA/Crazy For You** (Geffen)
- 20 18 17 **19 RED SPEEDWAGON/One Lonely Night** (Epic)
- 31 **20 DURAN DURAN/A View To A Kill** (Capitol)
- 30 28 24 **21 GLENN FREY/Smuggler's Blues** (MCA)
- 32 29 25 **22 LIMAH/ Never Ending Story** (EMI America)
- 9 7 10 **23 POWER STATION/Some Like It Hot** (Capitol)
- 35 30 **24 EURYTHMICS/Would I Lie To You?** (RCA)
- 38 33 **25 'TIL TUESDAY/Voices Carry** (Epic)
- 6 9 16 **26 MURRAY HEAD/One Night In Bangkok** (RCA)
- 3 8 18 **27 DeBARGE/Rhythm Of The Night** (Gordy/Motown)
- 35 32 28 **28 ALISON MOYET/Invisible** (Columbia)
- 40 **29 CYNDI LAUPER/The Goonies 'R' Good Enough** (Portrait/CBS)
- 38 **30 JOHN CAFFERTY & BEAVER BROWN.../Tough All Over** (Scotti Bros./CBS)
- 4 11 23 **31 USA FOR AFRICA/We Are The World** (Columbia)
- 37 33 32 **32 LUTHER VANDROSS/'Til My Baby Comes Home** (Epic)
- DEBUT** **33 MADONNA/Into The Groove** (Sire/WB)
- DEBUT** **34 PAUL YOUNG/Everytime You Go Away** (Columbia)
- 38 36 35 **35 TINA TURNER/Show Some Respect** (Capitol)
- 39 37 36 **36 BOY MEETS GIRL/Oh Girl** (A&M)
- 40 39 **37 MICK JAGGER/Lucky In Love** (Columbia)
- DEBUT** **38 KIM CARNES/Crazy In The Night** (Barking At Airplanes) (EMI America)
- BREAKER** **39 WHITNEY HOUSTON/You Give Good Love** (Arista)
- BREAKER** **40 NIGHT RANGER/Sentimental Street** (Cameo/MCA)

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ADULT CONTEMPORARY

- 5 3 2 **1 HAROLD FALTERMEYER/Axel F** (MCA)
- 2 1 1 **2 BILLY OCEAN/Suddenly** (Jive/Arista)
- 10 6 4 **3 KOOL & THE GANG/Fresh** (De-Lite/PG)
- 19 11 7 **4 TEARS FOR FEARS/Everybody Wants To Rule The World** (Mercury/PG)
- 6 5 5 **5 WHAMI/Everything She Wants** (Columbia)
- 20 15 8 **6 SURVIVOR/The Search Is Over** (Scotti Bros./CBS)
- 17 12 9 **7 JULIAN LENNON/Say You're Wrong** (Atlantic)
- 1 2 3 **8 SADE/Smooth Operator** (Portrait/CBS)
- 15 13 10 **9 RED SPEEDWAGON/One Lonely Night** (Epic)
- 3 4 6 **10 MADONNA/Crazy For You** (Geffen)
- 24 21 16 **11 MADONNA/Angel** (Sire/WB)
- 18 17 14 **12 ALAN PARSONS PROJECT/Days Are Numbers** (Arista)
- 25 19 **13 LIMAH/ Never Ending Story** (EMI America)
- 22 20 17 **14 CHAKA KHAN/Through The Fire** (WB)
- 4 7 13 **15 DeBARGE/Rhythm Of The Night** (Gordy/Motown)
- BREAKER** **16 BEACH BOYS/Getcha Back** (Caribou/CBS)
- 8 3 21 **17 GEORGE BENSON/ Just Wanna Hang Around You** (WB)
- 23 21 **18 BRYAN ADAMS/Heaven** (A&M)
- 24 **19 WHITNEY HOUSTON/You Give Good Love** (Arista)
- 9 9 11 **20 DAN FOGELBERG/Go Down Easy** (Full Moon/Epic)
- 7 10 15 **21 BRUCE SPRINGSTEEN/I'm On Fire** (Columbia)
- 25 **22 JOHN FOGERTY/Centerfield** (WB)
- 13 18 22 **23 PHIL COLLINS/One More Night** (Atlantic)
- BREAKER** **24 AIR SUPPLY/Just As I Am** (Arista)
- DEBUT** **25 DOLLY PARTON with KENNY ROGERS/Real Love** (RCA)

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AOR TRACKS

Three Weeks 1-10 Weeks 11-20 Weeks 21-30

- 8 1 **1 ROBERT PLANT/Little By Little** (Es Paranza/Atlantic)
- 5 3 2 **2 EURYTHMICS/Would I Lie To You?** (RCA)
- 24 10 5 **3 JOHN CAFFERTY & THE BEAVER.../Tough All Over** (Scotti Bros./CBS)
- 58 9 **4 SUPERTRAMP/Cannonball** (A&M)
- 7 4 4 **5 MICK JAGGER/Lucky In Love** (Columbia)
- 19 8 7 **6 PHIL COLLINS/Sussudio** (Atlantic)
- 3 5 3 **7 TOM PETTY & THE HEARTBREAKERS/Rebels** (MCA)
- 17 **8 NIGHT RANGER/Sentimental Street** (Cameo/MCA)
- 2 1 3 **9 BRUCE SPRINGSTEEN/Trapped** (Columbia)
- 33 24 14 **10 'TIL TUESDAY/Voices Carry** (Epic)
- BREAKER** **11 BRUCE SPRINGSTEEN/Glory Days** (Columbia)
- 21 20 15 **12 JOE WALSH/The Confessor** (Full Moon/WB)
- 1 2 6 **13 TEARS FOR FEARS/Everybody Wants To Rule The World** (Mercury/PG)
- 30 22 18 **14 KIM MITCHELL/Go For Soda** (Bronze/Island)
- 34 28 20 **15 HOOTERS/All You Zombies** (Columbia)
- 18 16 12 **16 GLENN FREY/Smuggler's Blues** (MCA)
- 42 38 **17 PAUL YOUNG/Everytime You Go Away** (Columbia)
- 38 31 23 **18 GRAHAM PARKER & THE SHOT/Wake Up** (Next To You) (Elektra)
- 17 18 19 **19 HOWARD JONES/Things Can Only Get Better** (Elektra)
- 9 11 20 **20 HUEY LEWIS & THE NEWS/Trouble In Paradise** (Columbia)
- 13 15 22 **21 PHIL COLLINS/Inside Out** (Atlantic)
- 12 7 10 **22 JULIAN LENNON/Say You're Wrong** (Atlantic)
- 44 29 **23 VAN-ZANT/You've Got To Believe In Love** (Network/Geffen)
- 36 33 31 **24 ERIC CLAPTON/See What Love Can Do** (WB)
- 27 26 25 **25 POWER STATION/Get It On** (Bang A Gong) (Capitol)
- 14 14 21 **26 KATRINA & THE WAVES/Walking On Sunshine** (Capitol)
- BREAKER** **27 TEARS FOR FEARS/Shout** (Mercury/PG)
- 23 23 26 **28 DOKKEN/Along Again** (Elektra)
- 8 12 13 **29 JOHN FOGERTY/Centerfield** (WB)
- 41 34 32 **30 PRINCE/Raspberry Beret** (WB)

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BLACK/URBAN

- 10 2 1 **1 MARVIN GAYE/Sanctified Lady** (Columbia)
- 16 7 6 **2 FREDDIE JACKSON/Rock Me Tonight** (For Old Time's...) (Capitol)
- 15 5 3 **3 BILLY OCEAN/Suddenly** (Jive/Arista)
- 13 6 5 **4 ATLANTIC STARR/Freak-A-Ristic** (A&M)
- 1 1 2 **5 WHITNEY HOUSTON/You Give Good Love** (Arista)
- 31 20 9 **6 JESSE JOHNSON'S REVUE/Can You Help Me** (A&M)
- 5 4 4 **7 SHANNON/Do You Wanna Get Away** (Mirage/Alco)
- 17 11 8 **8 CON FUNK SHUN/Electric Lady** (Mercury/PG)
- 22 13 11 **9 READY FOR THE WORLD/Deep Inside Your Love** (MCA)
- 25 19 14 **10 NATALIE COLE/Dangerous** (Modern/Alco)
- 28 23 13 **11 CHAKA KHAN/Through The Fire** (WB)
- 23 18 15 **12 WHAMI/Everything She Wants** (Columbia)
- 33 **13 PRINCE/Raspberry Beret** (WB)
- 24 21 17 **14 BILL WITHERS/Oh Yeah!** (Columbia)
- 34 21 **15 LOOSE ENDS/Hangin' On A String** (Contemplating) (MCA)
- 4 3 7 **16 KLYMAXX/Meeting In The Ladies Room** (Constellation/MCA)
- 14 12 12 **17 STEVE ARRINGTON/Feel So Real** (Atlantic)
- 22 **18 PHIL COLLINS/Sussudio** (Atlantic)
- 27 25 19 **19 POINTER SISTERS/Baby Come And Get It** (Planet/RCA)
- 9 8 10 **20 RICK JAMES/Can't Stop** (Gordy/Motown)
- 19 16 16 **21 HAROLD FALTERMEYER/Axel F** (MCA)
- 38 25 **22 DEELE/Material Thangz** (Solar/Elektra)
- 33 29 23 **23 ASHFORD & SIMPSON/Babies** (Capitol)
- 35 31 24 **24 GLADYS KNIGHT & PIPS/Keep Givin' Me Love** (Columbia)
- 40 37 28 **25 KENNY G & KASHIF/Love On The Rise** (Arista)
- 32 **26 MAZE I/FRANKIE BEVERLY/Too Many Games** (Capitol)
- 39 35 30 **27 KLIQUE/A Woman, A Lover, A Friend** (MCA)
- DEBUT** **28 RENE & ANGELA/Save Your Love** (For #1) (Mercury/PG)
- 40 **29 SKIPWORTH & TURNER/Thinking About Your Love** (4th & Broadway/Island)
- 39 35 **30 JOHNNY GILL/Can't Wait Til Tomorrow** (Cotillion/Alco)
- 38 31 **31 PAUL HARDCASTLE/King Tut** (Profile)
- 34 **32 RUN D.M.C./You Talk Too Much** (Profile)
- DEBUT** **33 PHILIP BAILEY/Walking On The Chinese Wall** (Columbia)
- 32 30 27 **34 JEFFREY OSBORNE/Let Me Know** (A&M)
- 37 **35 TINA TURNER/Show Some Respect** (Capitol)
- 11 17 29 **36 KOOL & THE GANG/Fresh** (De-Lite/PG)
- 3 10 20 **37 SADE/Smooth Operator** (Portrait/CBS)
- DEBUT** **38 HOWARD JONES/Things Can Only Get Better** (Elektra)
- 2 9 18 **39 USA FOR AFRICA/We Are The World** (Columbia)
- 6 15 26 **40 MARY JANE GIRLS/In My House** (Gordy/Motown)

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