

I N S I D E :

LATEST ARBITRON RESULTS

- Charlotte: WPEG Vaults Into First
 - Memphis: WHRK, WMC Combo Dominate
 - New Orleans: WYLD-FM Maintains; CHRs Up
 - San Antonio: KTFM Rockets Into Lead
 - Tampa: WWBA, WRBQ-FM Increase Hold On Market
- Plus 12+ figures for Albany, Birmingham, Dayton, Greensboro, Norfolk, Oklahoma City, and Rochester.

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PHONE HIKES HURT RADIO PROGRAMMING

A massive NAB study gave the FCC facts, figures, and plenty of outraged testimony from stations forced to cut back information programming because of huge phone hikes.

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A/C ARBITRONS ANALYZED

Spring Arbitron numbers for A/Cs in a dozen top markets from New York to L.A. are examined by Donna Brake.

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PEOPLE IN THE NEWS THIS WEEK

- Bob Hill GM, Brother John Rivers OM, Stu Robb PD at KLTU
- Al Casey PD at WMGG
- Randy Hock, Bob Osborn, Nan Fisher in new MCA LP promotion posts
- Mel Goldberg Exec. Director for EMRC
- Eileen Maloney GSM at WPLP
- Kim Pyle GSM at WMAG

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UP YOUR PROFITS BY GOING FIRST-CLASS

Management columnist Rick Ott suggests that stations can increase their profit margins by concentrating in four key areas, and not being afraid to pour more money in to get even more money out.

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THE BRAVE OLD WORLD OF AOR ON AM

Steve Feinstein profiles KRBE/Houston, an AM station that has struck AOR Gold as "Classic Rock 1070."

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A NEW LOOK FOR THE BOOK

Arbitron has included some new features in the spring book, and Jhan Hiber reviews them and their potential sales/programming uses.

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NEXT WEEK IN R&R

Spotlight On Success: Z100/New York's Scott Shannon, KVIL/Dallas, and WJLB/Detroit have their winning ways.

Newsstand Price \$3.50

R&R

RADIO & RECORDS

WHN Names Mullins Program Director

Longtime WDAF/Kansas City PD Neal "Moon" Mullins has been named Program Director for WHN/New York. Mullins, whose start date has not been set, succeeds Joel Raab, who resigned to form his own consultancy (see separate story).

WHN Station Manager Ruth Meyer remarked, "We couldn't be more delighted at the opportunity to acquire a talent of the caliber and reputation of Neal Mullins. We feel WHN is on the threshold of realizing its full potential, and Neal is joining us at the right time to help or-



Moon Mullins chestrate WHN's product and marketing plans."

In a tongue-in-cheek response to a recent remark by former WAPP/New York PD Gerry Cagle upon his move to Kansas City, Mullins told R&R, "I've always wanted to go to a city which never sleeps and to get away from all these sheep. Seriously, it's a great opportunity in the nation's biggest market with a fabulous company, the best people in Double-

MULLINS/See Page 6

McKay OM At KQYT



Dave McKay, PD at top-rated Easy Listening outlet WWBA/Tampa until six weeks ago, has accepted the Operations Manager's post at Edens Broadcasting's KQYT/Phoenix.

GM Michael Horne said, "We're fortunate to have attracted one of the nation's premier Easy Listening program-

McKAY/See Page 6

REMAINS ADVISOR TO WHN

Raab Forms Consultancy

WHN/New York PD Joel Raab is leaving the station after two and a half years to begin a Country radio consultancy and advisory business for Country-related fields. Raab will continue to be associated with WHN in an advisory capacity and maintain his consulting agreement with MJI Broadcasting, syndicators of "Country Today" and "Country Quiz." Replacing him at WHN is Moon Mullins (see separate story).

Raab told R&R, "Having my own business is something I've always wanted to do. With WHN having received its best book in five years, the time is right for



me to make the move." WHN Station Manager Ruth Meyer said, "Joel led this station through the always-difficult

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Sosson, Calarco New CBS Tampa, San Francisco GMs

Portmann WSUN Station Manager; Carver WCBS-FM GSM

Upon completion of CBS's anticipated takeover of five Taft-Gulf stations this week, KRQR/San Francisco VP/GM George Sosson will transfer to new properties WSUN & WYNF/Tampa in the same capacity. Present Tampa VP/GM Chris Wheat intends to announce his future plans shortly. WCBS-FM/New York GSM Rod Calarco will be promoted to VP/GM at KRQR, while WCBS-FM Retail Sales Manager Steve Carver will advance to GSM.

In Tampa, Sosson plans to give WSUN-GSM Shawn Portmann the Station Manager's duties in addition to his present responsibilities. A new local sales manager will be named later.



George Sosson



Rod Calarco

Regarding the executive changes, VP/CBS Owned FM Stations Bob Hyland told R&R, "George took a losing radio station (the former KCBS-FM) and formulated it to become KRQR; it was the first call-

letter change in the CBS Radio Division's history. He made it a successful AOR station, turning a profit with it for the first time. Because of those super efforts on his part, we felt it was a just reward for him to move on to Tampa to be in charge of two stations - another AOR (WYNF) and Country WSUN." Hyland continued, "Rod Calarco has demonstrated real management strengths. In a marketplace that has grown highly competitive in the last few years, with more stations aggressively going after money, Rod has done a terrific job in his revenue shares.

"Since retail is the bulk of any station's local business, Steve

CBS/See Page 6

Osborn Exits Price, Forms Ownership

After two years with Price Communications, Senior VP Frank Osborn has announced the formation of Osborn Communications, a New York-based corporation of investors seeking broadcast acquisitions. Osborn will leave Price at the end of this month to join with Brownlee Curry, principal of the Nashville Banner and Chairman of Osborn's new company.

Osborn told R&R he has "handshake" deals for two medium-market Northeastern stations. "(Price Communications

principal) Bob Price has a good model for creating corporations. He is a master at financing and negotiation, and has been wonderful in guiding me. This is what I've been seeking."

Prior to Price, Osborn served two years as VP/GM at WYNY/New York, preceded by four years as VP/Finance & Administration for the NBC Radio Group. It is not expected that he will be immediately replaced at Price, a multimedia company with 12 radio stations.

BEDDOR NEW KZZU STATION MGR.

Taylor Transfers To KRPM VP/GM Post

Longtime Pacific Northwest broadcaster Gary Taylor has transferred from the VP/GM chair at CHR-formatted KZZU/Spokane to the same position at Highsmith Broadcasting Country sister station KRPM/Seattle-Tacoma. Although Taylor will continue to oversee KZZU, he has promoted GSM Barbara Beddor to

Station Manager for the Spokane operation.

Highsmith President Ivan Braiker, who had been managing KRPM, remarked, "Gary did a spectacular job in Spokane, and expressed an interest to return to Seattle. Because I've been concentrating on our company's rapid growth, it all

TAYLOR/See Page 8

W
elcome
to
Manhattan,
Philadelphia.



Manhattan Records is proud to announce a long-term distribution agreement with Philadelphia International Records as our first associated label.

In its hit-filled history, Philadelphia International has racked up an incredible total of 46 Gold and Platinum records, and with the artist development, writing and production skills of a team headed by record industry legends Kenny Gamble and Leon Huff, there's lots more precious metal awards to come.

So welcome to Manhattan, Philadelphia. We're sure you're going to love your new hometown.

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NOW AN ASSOCIATED LABEL PROUDLY DISTRIBUTED BY MANHATTAN RECORDS.



Philadelphia International Records



THE O'JAYS



We're kicking off our exciting association with the new single and album from the international stars supreme, the O'Jays. Their new single, the beautiful ballad, "Just Another Lonely Night" has just shipped, and their new album, "Love Fever" ships August 16, with a great new video soon to come.

ST 53015



"LOVE FEVER."

You're gonna catch it.

From the O'Jays.

Featuring the single,

"JUST ANOTHER LONELY NIGHT."

On Philadelphia International Records.

Proudly distributed by Manhattan Records.



SM[®]



THE Predictor

The PredictorSM Works!

Spring Arbitron Results Show "Across The Board" Gains.

The Arbitron Spring '85 results show that marketing/programming advice based on The PredictorSM has helped stations achieve notable ratings payoff. In all three markets where this revolutionary "diary" based perceptual research technique was tested — and recommendations made thereon — the stations involved saw notable gains (12 + shown below)...

- ⊕ Chicago/AOR up 33% "Best sales book ever"
- ⊕ Louisville/AC up 22% "Best Spring book ever"
- ⊕ Nashville/Country up 17% "Despite being massively outspent"

Using the innovative PredictorSM taps the perceptions of the "diarykeeper profile" and can lead more directly to Arbitron payoff. Telephone studies survey people not as likely to fall into the diarykeeper profile — The PredictorSM targets those diarykeeper types. Thus, stations can put marketing and programming plans into effect with a greater chance of Arbitron success.

Don't let antique market research limit your growth. Put the unique PredictorSM advantage to work for you. Let the other guy be the one using obsolete strategic research.

PredictorSM projects are being conducted now, so call 408-625-3356 for details and market availability.

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AUGUST 2, 1985

DOES PLAY BY-PLAY PAY?

Sports are a network hit in the prestige column, but do they strike out in profits? Reed Bunzel pitches that question to four network execs.

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KLTY Debuts In Dallas With Contemporary Christian

Jimmy Swaggert Ministries has completed its sale of Southern gospel-formatted KJIM/Arlington (Dallas-Ft. Worth) to Statewide Broadcasting. Statewide is introducing a new format, call letters, and management team for the 100 kw facility, beginning August 15.

The new Contemporary Christian station, to be called KLTY ("Light 95"), will have Bob Hill as GM/GSM, syndicated religious personality Brother John Rivers as OM/morning man, and Stu Robb as PD.

"This is the most powerful major-market Christian station in the country," said Statewide President/CEO Scott Ginsburg. "We'll be 'Turn on the Light, KLTY FM95.' It's a music station, peppered with some of the finest adult teaching programs. We're very optimistic that Dallas has a demonstrated need for this format, and believe that by putting in some of the most talented individuals in the country we'll have a product that'll be accepted very well."

Regarding his new staff, Ginsburg continued, "Bob knows the marketplace, its players, and is deeply committed to the format. Because Bob's an excellent people leader, he can make things happen. I have the utmost confidence that Brother John will win the hearts, minds, and ears of Dallas residents, and we're very happy to

have Stu aboard; he's eminently qualified for the position."

Most recently out of radio, Hill brings five years' religious radio management experience from nearby KPBC. He said, "I've really missed the excitement of broadcasting. We've got a real chance to do something beyond what's ever been done in Christian radio."

Rivers, a longtime radio veteran and Dallas-based freelance voice talent/producer, hosts the 11-year-old "Powerline" program, heard on 1500 stations. He told R&R, "When

I learned of Statewide's strong commitment for KLTY, what else could I do? It really is going to be a sharp, bright, A/C Christian station - first class all the way. Our job is not to preach a sermon on the air; it's to play songs that are musically wonderful and have a great message."

Robb, who was unavailable for comment at presstime, has a background in both Christian and secular radio, having programmed for CNN in addition to experience at KCFO/Tulsa.

LEAR BIDS FOR EVENING NEWS

Turner Loses Ground As CBS Buyback Cleared

Ted Turner's campaign to gain control of CBS suffered severe setbacks on two fronts this week when a court and the FCC refused to block the \$1 billion buyback by CBS of 21% of its stock at \$150 per share.

Because the stock repurchase includes provisions limiting how much debt CBS can carry, the green light for the plan may make it impossible for Turner to complete his takeover attempt, which would leave the company heavily in debt.

U.S. District Judge Robert Vining refused Tuesday (7:30) to grant a temporary injunction against the

stock buyback. Turner contended its debt provisions were aimed solely at him, and that the CBS board of directors had disserved stockholders by turning down his offer for CBS.

Earlier in the day, the FCC rejected Turner's attempt to have the buyback declared a transfer of control from CBS shareholders to the board of directors, requiring prior FCC approval. Unless a court rules otherwise, said the Commission, it assumes the board is acting within its authority on the recapitalization plan. Exercise of existing

TURNER/See Page 8

HOCK, OSBORN, FISHER NAMED

MCA Expands Album Dept.

MCA Records has expanded its album promotion department with two new appointments and an elevation. Randy Hock joins as Director/Album Promotion & Marketing, East Coast, while Bob Osborn takes on the same position for the West Coast. National College Promotion Coordinator Nan Fisher moves up to Director/National Alternative Promotion.

VP/Album Promotion John Schoenberger commented, "In today's market, it is especially important to utilize every avenue. Specific market-to-market game plans must add up to a national breakout story. Randy Hock and Bob Osborn possess the experience and, more importantly, the creative savvy to realize the potential of this approach. Nan Fisher has proven, in her two years handling college radio, that she too has those creative insights and the ability to



Randy Hock



Bob Osborn



Nan Fisher

expand our efforts in the alternative marketplace."

Hock had been Director of National Promotion & Marketing at Arista for five years, after five

years with Atlantic promotion. Osborn was Western Regional AOR Manager for Capitol for three and a half years, having previously worked at MCA.

Manhattan Distributes Philadelphia International

Manhattan Records is distributing and promoting Philadelphia International Records as the result of a new agreement announced this week. PIR, founded by longtime Philadelphia producers Kenneth Gamble and Leon Huff and distributed by CBS since 1971, enjoyed numerous hits by the O'Jays, Teddy Pendergrass, MFSB, Billy Paul, Harold Melvin & The Blue Notes, and many others. A single by the O'Jays, "Just Another Lonely Night," has already been released to kick off the pact, with an album to follow.

Capitol-EMI Chairman Bhaskar Menon commented, "All of us regard Kenny and Leon as exception-

tal talent, and we are most excited to form this association with them."

Manhattan President Bruce Lundvall added, "This agreement creates enormous opportunities and advantages for Manhattan. It's certain to strengthen our identity as an East Coast record company, and it brings a wealth of talent to our black music roster."

Gamble stated, "We are confident that this fusion of artistic and business talents (will) bring great music to people around the world. Bruce Lundvall is no stranger to Huff and me; we worked together well at CBS and look forward to even greater things." Huff added simply, "The best goes on."



Al Casey

Casey Programs WMGG

Al Casey, PD at WPGC & WCLY/Washington for two years until recently, has joined Metroplex's CHR-formatted WMGG ("Magic 96")/Tampa-Clearwater as Program Director. He follows Scott Robbins, who left recently.

WMGG President/GM Jonathan Pinch noted, "Casey is the pro we need. His decisive and competitive nature has helped him develop a phenomenal track record. Casey was the only person we seriously considered for the job. We wanted a 'world-class' programmer and he was the natural choice."

A 23-year broadcaster, Casey has been VP/Programming for Charter as well as PD at WHB/Kansas City, KSLQ/St. Louis, and WMYQ/Miami. He told R&R he wasn't sure if the station would remain CHR, with two other

CASEY/See Page 6

Goldberg New EMRC Executive Director

Veteran industry researcher Mel Goldberg is the new Executive Director of the Electronic Media Rating Council, taking over for departing John Dimling in mid-August. Most recently with ABC-TV, Goldberg was the NAB's first VP/Research, and has also served as head of radio/TV research for Group W and Blair.

EMRC Chairman Gary Chapman told R&R, "When we reviewed the candidates, it looked like the job description was made for Mel." Discussing his priorities, Goldberg said, "What I'm really interested in is improving the research our industry has to work with. I don't care which firm does it, but it's important that the mea-

surement of radio audiences can be relied on. Also, I think the EMRC can be a leader. It is self-regulation of the finest sort."

Maloney WPLP GSM

Eileen Maloney has been appointed GSM at Guy Gannett Broadcasting News/Talk outlet WPLP/Tampa. For the past year she was an Account Executive at crosstown WFLA-AM & FM. She replaces Mike Raymond, who recently exited WPLP.

Prior to WFLA, Maloney was Sales Manager at WVTV & WFNN/Newport Richey, FL and an AE at WTAN/Tampa. "I'm glad they were willing to let me give it a shot," Maloney told R&R. "As far as I know I'm the only woman sales manager in this market. This station has always had good product and numbers, considering that it's only 1 kw. But the revenues aren't in tune with that, so there's an excellent opportunity for growth here."

Maloney said she gained experience selling News/Talk at WFLA (AM), which is increasingly turning towards Talk programming. "I learned that you don't sell spots unless you absolutely have to. This format is like a candy store, with its many different special-interest features. In the long run, News/Talk can be much easier to sell than a music format."

Pyle Upped To GSM At WMAG

At WMFR & WMAG/Greensboro, Local Sales Manager Kim Pyle has been promoted to General Sales Manager, a post vacated last week by Dick Harlow, who was elevated to VP/GM.

Before joining WMFR & WMAG, Pyle was an Account Executive at nearby WTQR/Winston-Salem for two years. She has also been GM at WOKX/High Point and Sales Manager of WKIX/Raleigh. Pyle told R&R, "I'm very fortunate that we've had the same salespeople here since we went on the air two and a half years ago. This is a group of professionals with 60-65 years of experience between them, and they've done a great job."

For The Record

It was incorrectly reported last week that WSSH/Boston was "switching from its current soft A/C format" to Transtar's Format 41. In fact, the station is affiliating with Transtar, but will not be taking the network's programming. Said WSSH Chairman/GM Arnold Lerner, "Format 41 is partially modeled after our format, which has had great support from advertisers. We are not taking Transtar's music, but are affiliating with them largely to keep them off other Boston stations."

INSIDE:

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NEXT WEEK IN RAR

Sight/On Success:
21:00 New York's Scott Shannon, KRLD/Dallas, and WAB/Detroit have their winning ways.

Revised/Price 13.50



Sosson, Calarco New CBS Tampa, San Francisco GMS

Portland WSUN Station Manager; Carver WCBS-FM GSM

Upon completion of CBS's anticipated takeover of the Tallahassee stations this week, KTLN/New Frontiers VP/CM George Weiss will transfer to new properties WISN & WYFF/Tampa in the same capacity. Present Tampa VP/CM Chas. Wood (WISN) to announce his future plans shortly. WCBS-FM/New York GM Bud Calarco will be promoted to VP/CM at KTLN, while WCBS-FM Retail Sales Manager Steve Carver will advance to GSM.

In Tampa, Sosson plans to give WSUN GSM Bruce Parkerson the Station Manager's duties in addition to his present responsibilities. A new local sales manager will be named later.

Osborn Exits Price, Forms Ownership

After two years with Price Communications, Senior VP Frank Osborn has announced the formation of his own subsidiary, a New York based corporation of investors seeking broadcast acquisitions. Osborn will leave Price at the end of this month to join with Brewster Goodson, a New York based corporation of investors seeking broadcast acquisitions. Osborn will leave Price at the end of this month to join with Brewster Goodson, principal of the Nashville-based and Chairman of Osborn's new company. Osborn told R&R he has "handbook" deals for two-to-three medium-sized Northeastern stations. "I'm Price Communications.

BEDDOR NEW KZZU STATION MGR.

Taylor Transfers To KRPM VP/GM Post

Longtime Pacific Northwest broadcaster Gary Taylor has transferred from the VP/GM chair at CBS-affiliated KZZU/Pacific to the same position of Highland Broadcasting Country radio station KRPM/Seattle-Tacoma. Although Taylor will continue to oversee KZZU, he has promoted GSM Barbara Babbitt to



George Sosson

Regarding the executive changes, VP/CM Orono F3C Station Bob Ryland told R&R, "George took a liking radio station (the former KCRW/FM) and formulated it to become KQJR. It was the first call principal Bob Price has a good record for creating corporations. He is a master at financing the operation, and has been wonderful in guiding me. This is what I've been seeking."

Prior to Price, Osborn served two years at VP/GM at WNY/New York, presiding for four years as VP-Finance & Administration for the NBC Radio Group. It is not expected that he will be immediately employed at Price, a multi-media company with 12 radio stations.

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Neal Mullins (center), WHN's product and marketing plans."

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Dave McKay

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Joel Raab

me to make the move." WHN Station Manager Ruth Meyer said, "Joel led the station through the above-mentioned

RAAB/See Page 6

NEWS IN BRIEF



Ron Werth Joseph Morrow Kurt Kelly Jeff Weber Mark Di Dia

● **JEFF WEBER**, most recently owner/GM at KMXL/Logan, UT, becomes GM at WKOL & WMVQ/American-Schenectady, NY.

Weber, a former personality, PD, GM, and owner, has worked at WWCM & WBDJ/Terre Haute and WAZY/Lafayette, IN.

● **RON WERTH** appointed Sr. VP/Research, **United Stations Radio Networks**, after five years as VP/Research at Mutual Broadcasting System.

● **JOSEPH MORROW** named Western Regional Director/R&B at **Motown**, brings label experience at Capitol, Vee Jay, Elektra-Asylum, and Unlimited Gold.

● **JON SINTON**, whose company **ABS Communications** owns **KLAQ & KROD/EI Paso**, leaves his post as consultant with **Burkhart/Abrams/Michaels/Douglas & Associates** September 1 to pursue further broadcast acquisitions as **ABS President**.

● **KURT KELLY** is the new Assistant PD/MD at **KLOS/Los Angeles**, transferring from the Asst. PD position at sister station **KTKS/Dallas**.

● **MARK D'IDIA**, Music Director at **WYSP/Philadelphia**, has shifted to the same post at **Infinity's** co-owned **AOR WXRK/New York**.

● **MIKE RING** is now PD at **WYNK-AM & FM/Baton Rouge**.

Formerly OM at **WMGP & WADC/Parkersburg, WV**, Ring replaces **Phil Williams**, who will announce his future plans shortly.

McKay

Continued from Page 1
 Our partnership with **Dave** demonstrates our commitment to excellence in the **Easy Listening** format here in **Phoenix**.

McKay, who served nine years as PD at **WWBA**, added, "I'm delighted to be joining a great broadcasting organization like **Edens**. I'm looking forward to working with **Mike Home** and the **KQYT** staff, and am excited about the opportunity to bring my experience and expertise to **Phoenix** and **KQYT**."

Casey

Continued from Page 3
 competitors in the format (**WRBQ-AM & FM** and **WZNE**). "Having just arrived, I really can't tell in which direction I'm going to take the station. However, this is a job made to order - it's a turnaround situation, which is what I've spent my whole career doing. **WMGG** has given me all the tools and autonomy to do whatever is needed to make us a big winner."

CBS

Continued from Page 1

Carver has done an outstanding job in bringing new business to **WCBS-FM** and helping to achieving the station's excellent sales market shares."

Sosson has been with **CBS** his entire 16-year radio career, starting as an Account Executive with **WCAU-AM & FM/Philadelphia**. After working his way up through the sales ranks, including a term as an AE for **CBS Radio Spot Sales**, he became **VP/GM** for the **San Francisco O&O** in 1979 and has held that post until now. "It's not easy to leave a wonderful place like **San Francisco** and a great group of people like those at **KRQR**," **Sosson** told **R&R**. "But when **Bob Hyland** offered me the chance to manage two terrific stations in a booming growth market like **Tampa**, it was an offer I couldn't turn down."

Calarco, who was unavailable for comment, had been with **WCBS-FM** as **GSM** for four years. Before that, he ran the **CBS AM Spot Sales** office in **Chicago**.

A nine-year **CBS** veteran, **Carver** sold for **WCBS-FM** before moving to **CBS AM Spot Sales** in **New York**. He then returned to **WCBS-FM** as **National Sales Manager** before assuming his most recent position.

Of **Portmann**, **Sosson** added, "I was very impressed with **Shawn's** overall knowledge of **Tampa** and **WSUN**, and his outstanding track record as **GSM**. I need someone with his skills to help me manage **WSUN**."

Mullins

Continued from Page 1

day **President Gary Stevens** and manager **Ruth Meyer**, and just super folks all around."

Mullins's last day at **WDAF** will be **August 9**, a day which will also mark his seventh anniversary as the station's programmer. Before joining **WDAF**, he spent nine years as PD at **WINN/Louisville**.

Raab

Continued from Page 1

period of ownership change. The stability that **WHN** demonstrates today is a direct result of his leadership. We all wish him well in his new venture."

Before **WHN**, **Raab** programmed **WHK/Cleveland** for two years and **WEPE/Pittsburgh** for three years.

STAFF

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Bench Goes Black Tie



Newly formed **Bench Records** celebrated its first release, a single by **Black Tie**, with a **Los Angeles** party. **Black Tie** consists of ex-**Bread** member **Jimmy Griffin**, **Randy Meisner** (ex-**Eagles**), and former hit solo artist **Billy Swan**. Pictured at the party are (l-r) **Bench** President **Reggie Fisher**, **Kris Kristofferson**, **Griffin**, and **Meisner**.

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Price Picks Up KAEZ For \$3.3 Million

Price Communications has agreed to buy Black-formatted KAEZ/Oklahoma City from All American Broadcasting for \$3.3 million. The purchase provides Price with a combo operation in the market, as the company also owns nearby KOMA.

Price also operates K101/San Francisco, WNC-AM & FM/Detroit, WTXI/New Orleans, WPKC & WRKW/West Palm Beach, WOWO & WIOE/Fl. Wayne, and WBA-AM & FM/Medison. KAEZ broadcasts with 100 kw on 107.7 mHz at 185 feet; Price has unspecified plans to improve the tower height.

**KLCL & KHLA
LAKE CHARLES, LA**

PRICE: \$2 million
BUYER: Holder Communications, which also owns WTUF & WLOR/Thomasville, GA; and WHBB & WTUN/Selma, AL.
SELLER: Perry Broadcasting
DIAL POSITION: 1470 kHz; 99.5 mHz
POWER: 5 kw; 33 kw
FORMAT: Talk; A/C
BROKER: Chapman & Associates

WAXC/WAPAKONETA, OH

PRICE: \$666,666.67
BUYER: Keymarket Communications of Ohio, Ltd., a subsidiary of the Keymarket Group, which also owns WSKR & WZZD/Altmore, AL; WRLX & WFFX/Tuscaloosa, AL; WRUS & WBVR/Russelthville, KY; WKJN/Hammond, LA; WJDX & WMSW/Jackson, MS; WNNK/Harrisburg; WSSL-AM & FM/Greenville, SC; and WIGL/Orangeburg, SC.
SELLER: Bulmer Communications
DIAL POSITION: 92.1 mHz
POWER: 3 kw at 150 feet
FORMAT: CHR

**WIDE & WBKY/
BIDDEFORD, ME**

PRICE: \$650,000
BUYER: Gold Coast Broadcasting, which also has an interest in WEMJ/Laconia, NH.
SELLER: Hoy Communications Corp.
DIAL POSITION: 1400 kHz; 94.3 mHz
POWER: 1 kw days/250 watts nights; 3 kw at 170 feet
FORMAT: A/C

WGEC/SPRINGFIELD, GA

PRICE: \$510,000
BUYER: WGEC, Inc., headed by John Van Der Aa and Wendell Borrick, who also own WLNR/Lansing, IL.
SELLER: Christian Enterprises, Inc.
DIAL POSITION: 103.9 mHz
POWER: 3 kw at 300 feet
FORMAT: Religious
BROKER: R.A. Marshall & Co.

WQRS-FM/DETROIT, MI

PRICE: \$5,075,000
BUYER: WTM-FM, Inc., headed by Alexander Tangar, which also owns WTM-FM/Miami.
SELLER: Outlet Communications, which also owns WTOP & WTKS-Washington DC, WIOQ/Philadelphia, and KIQQ/Los Angeles.
DIAL POSITION: 105.1 mHz
POWER: 50,000 watts at 500 feet
FORMAT: Classical

KUFO/ODESSA, TX

PRICE: \$950,000
BUYER: East-West Broadcasting. Coprincipal Brenda Horowitz is an applicant for a new FM in San Diego.
SELLER: Stream Broadcasting of Texas, headed by Harold Stream, who also owns KOYL/Odessa.
DIAL POSITION: 97.9 mHz
POWER: 100 kw at 360 feet
FORMAT: AOR
BROKER: Jamar-Rice Co.

KFKB/MOUNTAIN HOME, AR

PRICE: \$500,000
BUYER: Eustia-Wichert Communications, Inc.
SELLER: Baker Broadcasting Co.
DIAL POSITION: 107.5 mHz
POWER: 100 kw at 900 feet
FORMAT: Country

Golden Days For Maze



Capitol's Maze Featuring Frankie Beverly played the Forum in L.A. and received their sixth gold album, this one for "Can't Stop The Love." Pictured (l-r) are Capitol Sr. VP Walter Lee, VP Ronnie Jones, Frankie Beverly, and Capitol President Don Zimmermann.

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Taylor

Continued from Page 1

works out very well."
Taylor served four years managing KZZU (known as KREM-FM until last fall). Before that he worked eight years as partner/Managing Editor for the *Gavin Report*. His programming background includes four years each at KJR/Seattle and KJRB/Spokane. "Seattle's my home town," said Taylor. "and I'm excited about going back. We have an excellent management team in place and we can only go up from here. Our plan is to improve our product dramatically to make some inroads in the immediate future. It's going to be a hard task, as (format leader) KMPS is a good radio station."

Taylor added in regard to Beddor, a five-year sales executive who moved up to GSM 18 months ago. "Barbara's appointment further demonstrates that we believe in promoting from within whenever possible. Not only is she the first woman to manage a major Spokane station, but she's outstanding at her job, and has good hands-on experience."

Said Beddor, "The success we've had so far with KZZU speaks for itself, and no major changes are in the works. My plans for the immediate future are to do everything possible to ensure our continued success."

While Beddor will maintain her national sales responsibilities, she has advanced Account Executive Chris Garras to Local Sales Manager.

Turner

Continued from Page 3

authority does not represent a transfer of control, it stressed.
The full Commission plans two days of hearings this week (8/1-2) in Washington to explore issues such as Turner's financial qualifications to acquire CBS, and the takeover's impact on economic competition and diversity of information sources.

**Lear Bids For WWJ,
WJOL Parent Group**

Meanwhile, the Detroit-based Evening News Association this week became the latest target of a hostile media takeover bid. The group's holdings include WWJ & WJOL/Detroit, numerous newspapers, including the *Detroit News*, and five television stations.

Television producers Norman Lear and Jerry Perenchio are offering \$1000 a share, or a total of \$453 million, for all the company's stock. Other bids may also surface for the group, which has vowed to resist a takeover.

Lear and Perenchio are asking the FCC to okay a transfer of control to a trustee, former Treasury Secretary William Miller, who will conduct the tender offer and buy up stock. The speedy short-form transfer to a trustee was approved for the first time three weeks ago in Jack Kent Cooke's now-abandoned attempt to buy Multimedia. The device is designed to prevent FCC processing delays from becoming a shield to protect media companies from tender offers for their stock.

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390% AVERAGE RATE HIKE

Massive NAB Study Shows Dramatic Program Cutbacks From Private Line Rate Hikes

In a massive 1600-page filing with the FCC this week, NAB dramatically demonstrated how radio stations were hit with huge private line rate hikes in April. Based on evidence gathered from 241 stations nationwide, NAB calculated the average increase among all regional phone carriers to be 390%.

Of the stations responding to NAB's call for data, the largest dollar increase was suffered by WTIC/Hartford, where the private line tab shot up over \$6500 per month. In percentage terms, KLAT/Houston's 2750% rate hike (from \$35/month to \$999) topped the list.

NAB also found that a large number of reporting stations will be forced to cut programming as a result of skyrocketing private line fees. Fully 55% anticipate cuts in local public service programming, 26% will drop some sports, 25% will curtail religious programming, and 8% will cut a weather line.

Rate Hike

Justification Demanded

Charging that "the continuing viability of these stations has been threatened," NAB called on the FCC to launch an "expedited, independent analysis" to determine whether the higher rates are justified. NAB's case for lower rates is based largely on harm to the public interest from program cutbacks.

NAB also documented the lack of advance notice of rate hikes, which has intensified broadcaster outrage. A total of 44% of the stations received no notice whatsoever, while 34% weren't told until after the rates took effect. Only 22% received prior notice.

"We are faced with the choice of discontinuing our service of providing temperature, sky, and wind conditions for listeners in our region, or paying through the nose."

The strong case put forth by NAB, and the high priority assigned to the private line issue, mark a rebound for the association, which came under some criticism earlier for not foreseeing the giant rate hikes and taking preventive steps before they took effect in April. NRBA decided at the last minute not to file comments last week after finding it didn't have the resources to respond to the highly technical questions posed by the FCC.

Here are examples of how stations have been affected by the staggering private line costs:

- KFRO/Longview, TX - "This will kill local sports as well as live religious programming. I would guess that stand-alone AM broadcasters, like myself, have just had another nail placed in the coffin."

- KWST/Carmel, CA - "This has already caused us to make personnel cutbacks to allow for the \$1449 increase... it also prohibits us from broadcasting our local high school sporting events and other public interest activities."

- WJBB/Haleyville, AL - "We have the (NOAH Weather Wire Service) teletype turned off and have no intention of paying AT&T for this service."

"It is now becoming impossible, prohibitively expensive, to try to get a leased line to cover an out-of-town ballgame... The pressures are rising for radio to become a glorified jukebox."

- WCMA/Corinth, MS - "... Will virtually eliminate many if not all broadcasts originating in another city or location, such as high school sports, political broad-

casts, and other important events. Also affected will be religious broadcasts from churches and

colleges."

- KMPL & KSTG/Sikeston, MO - "It has reduced our profitability

temperature, sky, and wind conditions for listeners in our region, or paying through the nose."

- WRRM/Cincinnati - "If a more economical method of receiving the weather wire is not found, the service may be terminated, resulting in the delay of broadcasting severe weather bulletins."

- KONE/Reno - "We find this situation most appalling, not only for ourselves but for the small fundraising organizations who in the past have been able to rely on our participation and on-air promotion on a gratis basis."

- WKND/Windsor, CT - "We stand to lose revenue from a number of accounts that presently use us for remote broadcasts."

- KGNC/Amarillo, TX - "When a church has one broadcast per month, the cost of the line charge is greater than the cost of the air time. That's tough to explain."

- KLAD/Klamath Falls, OR - "It is now becoming impossible, prohibitively expensive, to try to get a leased line to cover an out-of-town ballgame... The pressures are rising for radio to become a glorified jukebox."

- KTLQ/Tahlequah, OK - "Never in my 22 years of broadcasting have I seen such a vicious increase in any product or service."

States Hardest Hit By Hikes

This chart shows data for ten states hit hardest by private line rate hikes, according to NAB figures. Price comparisons are listed for the most severely affected station in each state. A statewide average percentage increase is also shown. States in which fewer than three stations reported to NAB are not included.

State	Average Rate Hike (Statewide)	Worst Case	Before		After	%Up
			(Per Mo.)	(Per Mo.)	(Per Mo.)	
WV	923%	WHJC/Matewan	\$16	\$445		2619%
MI	773%	WUPM/Ironwood	\$120	\$3000		2400%
PA	617%	WMGZ/Farrell	\$127	\$1576		1144%
FL	586%	WPLP/Tampa	\$111	\$861		672%
NC	526%	WGBR/Goldsboro	\$66	\$768		1071%
MO	495%	KRES/Moberly	\$112	\$980		757%
TX	486%	KLAT/Houston	\$35	\$999		2750%
GA	475%	WBCX/Gainesville	\$123	\$1017		728%
NE	464%	KOIL/Omaha	\$410	\$4227		930%
CA	453%	KCRN/EI Cajon	\$98	\$1001		918%

synagogues where local broadcast loops were previously used."

- KWN/Winona, MN - "We have terminated service on four loops serving the gymnasiums of the local high schools and

by one half at a time when we are faced with declining sales, higher costs, and more competition."

- KFVY/Bismark, ND - "We are faced with the choice of discontinuing our service of providing

NEWS BRIEFS

Senate Porn Rock Hearing Up In Air

An aide to the Senate Commerce Committee denies that any firm plans have been set for a fall hearing on the emotional issue of so-called "porn rock" lyrics. Despite reports that a September 19 hearing date is on the calendar, the aide said no definite plans are in place. However, she said a hearing "probably" will be held this fall. One member of the Commerce Committee is Sen. Al Gore (D-TN), whose wife Tipper is a leader of the Parents Music Resource Center, which believes lyrics are too suggestive.

In other action, the committee last week postponed for the second time a planned hearing on a bill forcing broadcasters to give free airtime to political candidates mentioned or attacked in their opponents' ads (unless the candidate makes the attack in person). The bill will probably get an airing before the committee sometime this fall.

NRBA Elects 13 To Board

NRBA members have elected five directors-at-large plus eight regional directors, all of whom will begin serving two-year terms on the Board of Directors starting in September.

Winners of the at-large races were Norm Wain, Metroplex; Nick Verbit-

sky, United Stations; Carl Hirsch, Mairite; Marty Greenburg, Duffy Broadcasting; and Joe Dorton, Gannett Radio Division. Five more at-large directors will be named when the NRBA Board meets September 10 in Dallas.

Emerging the victors in regional director races were Scott Knight, Knight Quality Stations; Larry Keene, WWO/Availon, NJ; Mike Osterhout, WRBQ/Tampa; Don Newberg, WGOW & WSKZ/Chattanooga; Jerrell Shepherd, KWIX/Moberly, MO; Jim Van Sickle, WBEZ/Tulsa; Gary Grossman, KRKT/Albany, OR; and Bill Clark, KABL/San Francisco.

Daytime Lives Texas FM Despite Vestiture Promise

Even though he promised to divest daytime-only KJBC/Midland, TX, owner Hugh McBeath lost out to a competing applicant for a new FM in Midland. McBeath argued without success that he was being punished for providing 19 years of service to his listeners.

Judge James Tierney granted the license to Responsive Chord Communications, Ltd. He awarded the firm a substantial preference on the issue of ownership diversity because one of Responsive Chord's principals promi-

ed to divest a limited partnership interest in KIZ & KIX/SK/West-Temple, TX. The winning company also received credit for better coverage area, greater nighttime service, and partial minority ownership.

McKinney Cites "Severe Error" On AM Stereo

Echoing comments FCC Commissioner Jim Quello made in England recently, Mass Media Bureau Chief Jim McKinney has told NRBA in a Q&A interview that "the Commission made a severe error in AM stereo by not selecting a single system."

McKinney added, "Finally the industry is getting around to doing it themselves, but it has taken three to five years, and in the process we haven't seen a lot of AM radio receivers being sold."

Like Quello, McKinney contrasted the sluggish AM stereo picture to TV stereo's rapid growth. In that proceeding, he said, "We went to the industry and said 'you pick a standard and we'll protect it.' As a consequence, I watched the All-Star baseball game last night on my stereo TV set. The crowd noise was coming out of the kitchen, the organ was playing in the bathroom. I loved it."

Other Key Developments:

- Correction - The photo captioned Gary Stevens on this page last week was, in fact, a picture of Gannett Radio Division President Joe Dorton. Our apologies for the inadvertent error to Dorton and to Stevens, President of Doubleday Broadcasting.

- Scripps-Howard Broadcasting's attempt to hold onto KCEO-AM & FM/Phoenix after it purchases KNXV-TV/Phoenix has been turned down by the FCC. Upholding its earlier order that the radio stations be divested to comply with the one-to-a-market rule, the Commission rejected the argument that radio revenues are needed to support the television station.

- KFYO/Lubbock, TX has been denied FCC reconsideration of the short-term renewal with EEO reporting conditions it received last year for minority hiring deficiencies.

- An initial decision granting Heather Stengel an FM license in Chatham, MA has been overturned by the FCC Review Board. It found her unqualified because she lacked reasonable assurance that her proposed transmitter site is available. The license was awarded to Joseph Ryan, one of eight other applicants.

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The new Micromax cartridge reproducer features the superior sound quality of Maxtrax.[®] Maxtrax heads are nearly twice the track width of the standard NAB quartertrack format heads. Because of this design, there's a dramatic improvement of audio performance. Instantly, you can have better on-air sound — regardless of your choice of cartridges.

The conventional pinch-roller solenoid was eliminated in the Micromax tape drive system and replaced with a simple, reliable D.C. servomotor. The pinchroller, centered in a floating ball bearing race, self-aligns to prevent tape skewing. This design also assures optimum, adjustable capstan-to-tape pressure. The capstan is D.C.-controlled and is driven by a precision servo/belt system originally developed for computer disk drives. The result of all this? Superb wow & flutter spec's, and remarkably rapid start and stop times.

The electronics of the new Micromax offer improved headroom, transient response and +24 dBm active, balanced program outputs.

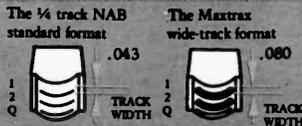
Micromax has the standard two auxiliary cue tones and additionally features a high-speed recue (22.5 ips). Replays can be automatically inhibited and you can even assign a "deck number" to a front panel LED display (which also doubles as the power-on indicator).

Micromax is built to survive in the real world too: all electronics are mounted to three readily accessible boards, and the elegantly simple

only 7 watts, running. Less outside world gets into the inside because the chassis doesn't require any ventilation holes (eliminating the heat-producing solenoid helped here too). Because of the compact design, you can get two Micromax's side-by-side in a standard rack.

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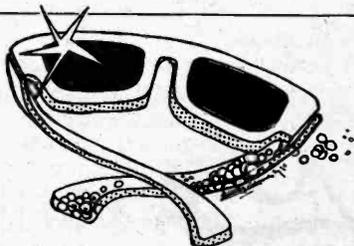
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Rosé Colored Glasses

You say you can't wear contacts, but you're tired of the same old eyewear? Well, there's a new optical option for you. "OPTS" are designer glasses that can match your clothes, luggage, and every mood.

Developed by Potomac, MD-based Sanson Incorporated, this foray into four-eyed fashion features hollow, crystal-clear plastic frames that can be filled with

poster paints, glitter, milk, soap suds, champagne, wines or whatever else your heart desires. The OPTS kit comes complete with hollow frame and Polaroid lens, a squeeze ball for frame filler insertion and removal, and four primary colors of vegetable dye. All of this retails for only \$12.

If you're going to make a spectacle of yourself, at least let it be your spectacles...

Top Ten Airports

Frequent flyers often come to view airports as their homes away from home. According to the International Airline Passengers Association, a group representing frequent flyers, the favorite places for U.S. travelers to hang their hats are: Tampa, Atlanta, Dallas-Fort Worth, Newark, Chicago, San Francisco, Washington, (Dulles), Seattle-Tacoma, Orlando, and New York City (JFK).

Abroad, the 93,000-member organization, favors airports in Amsterdam, Frankfurt, London (Heathrow and Gatwick), Paris, Zurich, Singapore, Tokyo and Toronto.

Quick baggage-claim service rates as the most important consideration when flying, IAPA members say, followed by efficient connecting flights, smooth check-ins, and short walking distances between airline terminals.



Cookin' With The "Q"

Ain't nothin' that goes better with the mouth-waterin' smell of home-cooked bar-b-q than the sweet 'n' spicy sound of music. And nobody knows this better 'n' the fine folks responsible for Smoker Products. The Ma-bank, TX-based company recently unveiled "Ultra," billed as the "complete outdoor kitchen."

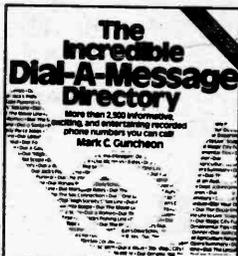
This moveable feastmaker not only features a thermostat-controlled, electric meat smoker and a 648-square-inch, gas-burning grill, but also a stereo system sporting a five-band equalizer, cassette player and twin speakers. It also includes a set of bar-b-q tools, plus a 12-quart, aluminum fish fryer. Ummm... hope it sounds as good as it smells...

2500 NUMBERS LISTED

"Dial-A-Message Directory"

Phone phreaks and radio morning men alike will delight in the "Incredible Dial-A-Message Directory," a recent publication by Contemporary Books. Compiled by Mark C. Guncheson, the 132-page paperback contains over 2500 dial-a-(blank) messages, ranging from Ronald or Nancy Reagan's daily schedules to "Dial-a-Trance," "Dial-an-Apology" or "Jackie Wine's Dial-a-Dirty Joke."

The book's ten chapters are divided into basic topics: children, adults, financial, jobs, medicine, religion, sports, things-to-do, weather, and the unclassifiable.



Each chapter begins with the most unusual entries in each category, followed by lists broken down by state, city and area code.

For example, under the subject of weather information, folks in Honolulu can dial the "Volcano Eruption Message," while those in Anchorage can ring "Dial-an-Avalanche." Some of our favorites include "Dial-a-Hearing Test," "V.D. Confidential," "Dial-a-Gay Atheist," "Dial-a-Garden Tip" and "Dial-a-Romeo." To paraphrase Alexander Graham Bell, "What hath divestiture wrought!"

Price: \$5.95. For author interviews, contact Cynthia Gordon at (312) 782-9181.

"Transylvania Mania": A Monster Of A Halloween Promotion

Thinking about Halloween promotions in the middle of a summer heatwave is a pretty scary thought, but the smart radio station executive plans ahead. "Transylvania Mania" is a unique, one-station-per-market promotion offering your listeners a chance to win round-trip tickets from New York City to Transylvania (a real region in Romania, folks), or more precisely, Bucharest. The trip lasts six days and four nights, climaxing with a Halloween party thrown at Count Dracula's historic 18th Century castle.

The promotion is being handled by New York City-based Marketing Entertainment Group of America. Stations airing the contest can tie in with local sponsors; in-store registration is aided by point-of-sale materials that can be customized with your sta-

tion's call letters and logo. This event can also be used in conjunction with regular holiday activities, such as costume parties, scream-off contests, haunted houses, and monster-mash bashes.



Those who enter and don't win the grand prize can sink their teeth into a specially-designed tote bag (also with your station's logo) filled with a videocassette of the original "Dracula" film, a copy of the "Dracula" novel by Bram Stoker, a sweatshirt, cape, and vampire fangs. Hey, Dracula never wore a sweatshirt...

For further information, contact the Marketing Entertainment Group of America at (212) 228-8700.

Machine Understands 1000 Words

Moving one step closer toward perfecting a computer that can turn speech into the written word, the Waltham, MS-based firm of Kurzwel Applied Intelligence, Inc. recently introduced a shoebox-sized device that, when connected to your personal computer, understands 1000 words. That's about five times more

than other voice-recognition systems on the market.

Priced at \$8500 (or \$6,50 a word), the "VoiceSystem 3000" isn't meant to replace the personal secretary. Instead, it's designed for filling in forms or writing simple reports, since users must teach the machine their

own individual voice and speak slowly. Remember also that 1000 words is considerably less than the 100,000 words that most adults know, albeit closer to the 5000 words most often used in business correspondence.

According to USA Today, experts are predicting the current \$15 million voice-recognition-systems market to

increase dramatically over the next several years, paced by Kurwell's plans to begin shipping a voice-recognition system with a 10,000-word vocabulary next year. This particular device is said to be able to distinguish between such tricky synonyms as "meter" and "meet her."



A 'Yupcake' Promotion featured by Harvey Medrick, R&R 7/19

The Last Yupper, a 24x36 full color poster is now available in your market for your promotional needs.

For wholesale rates, contact Steve and Sharon Fiffer, DeVinci Productions, P.O. Box 7057, Evanston, IL 60204. Phone 1-312-328-4627

WESTWOOD ONE
PRESENTS

The Oak Ridge Boys



For the past five years, the Westwood One Radio Network has brought listeners the hottest acts in country music on its top-rated *Live From Gilley's* series, heard on more than 450 stations throughout the world, plus Armed Forces Radio and the BBC.

And now, Westwood One's *Concertmaster* mobile recording studios are hitting the road to capture live concerts by country music superstars in all corners of the nation for a brand-new monthly concert series - *Westwood One Presents*.

Grammy-winning vocal group The Oak Ridge Boys take center stage on the next edition of *Westwood One Presents*, airing the week of Monday, August 12 on the same great radio stations featuring *Live From Gilley's* each week. It's an exciting show recorded by Westwood One at Cleveland's Front Row Theatre during the Oaks' current *Step On Out* tour, and features favorites spanning the celebrated quintet's illustrious career.

Westwood One Presents is hosted and produced for Westwood One by Jim Duncan, who handles the same duties for *Live From Gilley's*. To find how you and your listeners can tune in to the hottest new country series on radio, contact your Westwood One representative now at (213) 204-5000.

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

PRO:MOTIONS

Smith Upped To Nat'l Director Of Marketing



Larry Smith

Larry Smith has been named National Director of Marketing, Urban Contemporary for **PolyGram Records**. Smith is a 14-year veteran of the label and moves to its New York offices from San Francisco, where he served as Branch Manager for the past four years. Prior to that Smith was Western Regional Marketing Manager.

WTAO Names Hendrickson GM

Bob Hendrickson has been appointed General Manager of **WTAO/Murphysboro-Carbondale, IL**. Prior to his appointment, Hendrickson served as GSM of **KAAY & KLPQ/Little Rock**.

PolyGram Taps Levenson

PolyGram Records has named **Bill Levenson** Director/A&R in the Rock Division. Most recently, Levenson served as Manager/A&R for the company. Levenson joined the label in 1980 when he worked as Manager of Marketing Systems for PolyGram Classics, moving a year later to PolyGram Records, Inc. as Assistant to the President.

Island Names Shore



Rhonda Shore

Rhonda Shore has been appointed to National Director of Press and Media Relations at **Island Records**. She comes to the label from **Chrysalis Records**, where she was Director of National Publicity. She has also served as Manager/Publicity Services at **JEM Records** and AE at the **Howard Bloom Organization**.

Slatkin Named ACM President

Leonard Slatkin, Music Director of the St. Louis Symphony Orchestra, has been elected President of the **Association of Classical Music**. **Martin Bookspan** has been re-elected for a fourth term as Chairman of the Board. **Matthew Field**, VP/GM of **WNCC/New York**, was elected Executive Vice President. Five VPs were also voted in: **Charles Croce**, Director of Cultural Communications/**NW Ayer**; **Joseph Dash**, Senior VP/GM **CBS Masterworks**; **Ray Edwards**, National Classical Sales Manager/**Tower Records**; **Lee Lamont**, Executive VP/ICM Artists; and **Wayne Shilkret**, Director of Performing Arts/**Ambassador International Cultural Foundation**. The following officers were re-elected: Secretary **Stewart Warkow**, Treasurer **Harry Kraut**, VP & General Counsel **Harold Orenstein**.

WFIL & WUSL Name West

Becki West has been appointed Retail Sales Manager at **WFIL & WUSL/Philadelphia**. During the last two years West served as the stations' Co-op Director. Before coming to **WFIL & WUSL**, she worked at **Elkman Advertising** in Bala Cynwyd for over eight years, holding AE, Media Buyer, and Promotion Director posts.

Baird-Taylor Directs CA Publicity



Pat Baird-Taylor

Pat Baird-Taylor has been promoted to the newly-created position of Director/Publicity for **RCA Records**. Baird-Taylor initially joined RCA as a publicity consultant. Prior to that, she served as an independent publicist and corporate writer in the music and video fields.

Kassoff & Co. Created

Mark Kassoff, former VP/Research at **Reymer & Gersin Associates**, has established **Mark Kassoff & Co.**, which specializes in success strategies for radio. The phone number is: (313) 540-9499.

Anthony, Miller Join The Research Group



Mike Anthony



Roxann Miller

The **Research Group** has added two new Research Associates. **Mike Anthony** comes to the company after eight years in radio. He's the former PD of **KMJL/Denver** and most recently worked at **KGNR/Portland**. **Roxanne Miller** joins the firm from **KGW/Portland**, where she served as Promotion and Marketing Director for the past six years.

Volbert Appointed Republic Manager

Terry Volbert has been named Manager of **Republic Radio's** Minneapolis office. Volbert was AE for **KTCZ/Minneapolis-St. Paul** for the past year and prior to that sold for **KWLM/Willmar, MN** and **KMIT/Mitchell, SD**.

Halsey & Co. Appoints Cline, Hitt



Terry Cline

Terry Cline has been named President of **Jim Halsey & Co.**, having joined the company in 1972 as an agent. He has also served as Assistant to the President and was Executive VP prior to this promotion. In other activity 15-year company vet **John Hitt**, most recently the head of the Fair and Special Events Department, has been promoted to Executive Vice President.

PROS ON THE LOOSE

Don Brookshire — PD **WSKY/Asheville, NC** (713) 440-5874
Steve Crowley Production Director **KLOS/Los Angeles** (213) 838-4674
Mike Dowling — PD **WWCO/Waterbury, CT** (203) 753-1511
Fred Hoffman — Morning drive talk host **KGNR/Sacramento** (916) 944-1879
Rich Hogan — Overnights **KMGG/Los Angeles** (213) 662-9076
Billy Lemmons — Arista/Atlanta (404) 987-9045
Barry Michaels — PD **KNIN/Wichita Falls, TX** (817) 692-3640
Gary Moore — AM/PM drives **WRKA/Louisville** (502) 459-7152
Jeff Trager — PolyGram/San Francisco (415) 924-4480

Bob Hope
 Caspar Weinberger
 Barbara Walters
 Lucille Ball

Bill Murray
 George Bush
 Carl Sagan

Pete Rose
 Tom Brokaw

Gary Hart

Just a few of the recent guests on

American Focus

Radio's #1 interview series for 9 consecutive years.
 Hosted by Steve Kerner

Call for a demo tape — (609) 452-1150 — join 300 stations nationwide, like

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

BILLY · JOEL

A L B U M · P A R T Y



Live from Studio 8B in New York, a classic *Album Party* for a classic artist—Billy Joel. Produced exclusively for NBC Radio Entertainment by Torus Communications. Featuring his current hit "You're Only Human (Second Wind)" and many of Billy's standards, all from his latest lp "Greatest Hits, Volume I & Volume II" on Columbia Records. And, listeners will be able to call in their questions directly to Billy. Join us for a very special evening. Call Shirley Maldonado at (212) 664-5538.

Tuesday, August 13.
10 PM Eastern, 9 PM Central
8 PM Mountain, 7 PM Pacific

 **NBC RADIO
ENTERTAINMENT**
AMERICA'S MUSIC NETWORK



JHAN HIBER

Arbitron Books: New Look

Considering how it was thought to soon be an extinct species, it's amazing how much attention the printed Arbitron radio market report is receiving these days. Supposedly the ratings firm was going to deliver only skeletal data on paper, giving you the privilege of paying extra for computer access through Arbitron Information on Demand (AID) to get more detailed numbers. Yet there may be life in the old paper editions yet.

At its meeting this past week with Arbitron, the Arbitron Radio Advisory Council made its final recommendations regarding the proposed major redo of the reports' layout and data content. Prior to that makeover, however, Arbitron had already begun to add some bells and whistles to the market report. The recently-received spring books show some new features useful to sales and programming teams. Let's examine these items and discuss their potential use.

Front Pages: Cosmetic Changes

I've always felt the first two or three pages of the market report offered key insights as to the quality of the numbers. In the past, page 2 showed the diary returns by county or sampling unit, while page 3 reflected the diary returns broken down by each demo cell. Trending the data on these pages can often help explain what may have happened in the estimates - the ratings scorecard.

In the new look debuted this spring there are some cosmetic changes to these front pages. Page 2 is now two pages. The first (2-A) shows the enlarged market map. The "Tabulated Diaries by Sampling Unit" data (diary return by county/sampling unit) has now moved to page 2-B. The display of the information itself remains the same; it's just been relocated to a different page.

Likewise, Page 3 has been split in two. Relocated to 3-A is the "Population Estimates and Sample Distribution by Sex-Age Group" information (in English, demo info showing what they wanted versus what actually came back from each cell). Again, however, the display of the

book is the inclusion of ClusterPlus lifestyle information on page 4. The new information displays a 12+ national profile for the 10 major geodemographic lifestyle groups. These are described as "well-educated, affluent, suburban professionals" (Group 1) through "less-educated, downscale, rural families with children" (Group 10).

The national overview is interesting. But in terms of what portion of the population falls into each of the ten main lifestyle clusters, the market-specific information is more useful. Knowing how your market stacks up in terms of lifestyle concentrations can be useful

Arbitron Reissues Coverage Study

According to Arbitron spokesperson Allison Conte, the 1984 Arbitron Coverage Study is being reissued. The key problem? "There was an error in the weighting process. This resulted in diary weights which do not adequately represent the discrete age/sex cells reported in the study."

Apparently the wrong in-tab-per-cell minimums were used. Thus, the entire study, which shows broad listening data for virtually every county in the U.S., is being reviewed and, where necessary, corrected. The original report came out in June, while the corrected study will be mailed August 16.

Holly Stone Joins Jhan Hiber & Associates

Eastman Radio Research Analyst Holly Stone has been appointed Director/Research Services with Jhan Hiber & Associates. Stone, who has been with two rep firms in New York and previously worked at stations in Philadelphia and Dallas, joins the research/marketing consultancy in mid-August.

What a difference in these two markets! According to the latest data from ClusterPlus, metro A has more than six times the national penetration of those desirable Group 1 folks (note the index of 601, where an index score of 100 means that market profile is right on the national profile). Meanwhile, market "B" has a much higher concentration of Yuppies (groups 3-4).

Can you imagine planning a station marketing campaign in these two metros? Would you think the

level. Even if your market is up to its chin in folks from Groups 8-9-10, there are still advertisers who want to reach those consumers.

It seems that working with your rep firm on the use of this ClusterPlus data could be a step in the right direction. The sharp rep firms will probably soon be able to analyze the Arbitron markets in terms of this new info and provide feedback on how your station's profile stacks up. Is your market especially loaded with Yuppies? Does your format appeal to these listeners/consumers? All of a sudden your sales/programming story has more teeth. You've now given the advertiser another reason to buy your market/station. If your market is one of the top five in terms of Yuppiedom and you appeal to those listeners, that should be an integral part of your sales story.

Research Formulas

The final revision to the spring book that's worth mentioning is the handy inclusion of research formulas in the back of the book. Looking as though they were borrowed from the R&R "Ratings Report," these formulas can be helpful to the research novice.

These changes are not revolutionary; the big redo won't happen until next year. However, they are steps in the right direction, especially the inclusion of the ClusterPlus lifestyle profiles. Not a bad way to spruce up the perhaps not-so-extinct market reports.

Next week we'll begin to delve into analyses of major formats and how they did this sweep.

MARKET "A"			
GROUP	DESCRIPTION	NATIONAL % PERSONS 12+	METRO % PERSONS 12+
001	WELL EDUCATED, AFFLUENT, SUBURBAN PROFESSIONALS	7.29	43.88
002	URBAN, UPSCALE, PROFESSIONALS, FEM CHILDREN	5.16	6.43
003	YOUNGER, MOBILE, UPSCALE FAMILIES, CHILDREN, NEW HOMES	18.74	9.33
004	YOUNG, MOBILE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	18.14	18.28
005	MIDDLE AGE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	13.86	26.69
006	YOUNGER, MOBILE, SINGLES, FEM CHILDREN, URBAN AREAS	13.74	1.51
007	AVERAGE INCOME, BLUE COLLAR FAMILIES, RURAL AREAS	10.56	0.57
008	OLDER, LOWER INCOME, RURAL AREAS, OLD HOMES	10.22	1.37
009	DOWNSCALE, ETHNIC, URBAN APARTMENT AREAS, OLD HOUSING	6.57	0.00
010	LESS EDUCATED, DOWNSCALE, RURAL, FAMILIES WITH CHILDREN	7.74	0.00

MARKET "B"			
GROUP	DESCRIPTION	NATIONAL % PERSONS 12+	METRO % PERSONS 12+
001	WELL EDUCATED, AFFLUENT, SUBURBAN PROFESSIONALS	7.29	0.00
002	URBAN, UPSCALE, PROFESSIONALS, FEM CHILDREN	5.16	0.00
003	YOUNGER, MOBILE, UPSCALE FAMILIES, CHILDREN, NEW HOMES	18.74	37.47
004	YOUNG, MOBILE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	18.14	23.19
005	MIDDLE AGE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	13.86	12.58
006	YOUNGER, MOBILE, SINGLES, FEM CHILDREN, URBAN AREAS	13.74	9.56
007	AVERAGE INCOME, BLUE COLLAR FAMILIES, RURAL AREAS	10.56	6.84
008	OLDER, LOWER INCOME, RURAL AREAS, OLD HOMES	10.22	4.10
009	DOWNSCALE, ETHNIC, URBAN APARTMENT AREAS, OLD HOUSING	6.57	6.31
010	LESS EDUCATED, DOWNSCALE, RURAL, FAMILIES WITH CHILDREN	7.74	0.00

key data remains the same as what you are used to seeing. Page 3-B shows the stations that qualified to show up in the report.

Other than having to get used to looking at different left-hand-page/right-hand-page relationships than in the past, no big differences here. The juicy stuff shows up on page 4.

New Lifestyle Profile Overview

The most significant improvement in the spring

not only in sales presentations but also when planning programming, promotion, or marketing strategies.

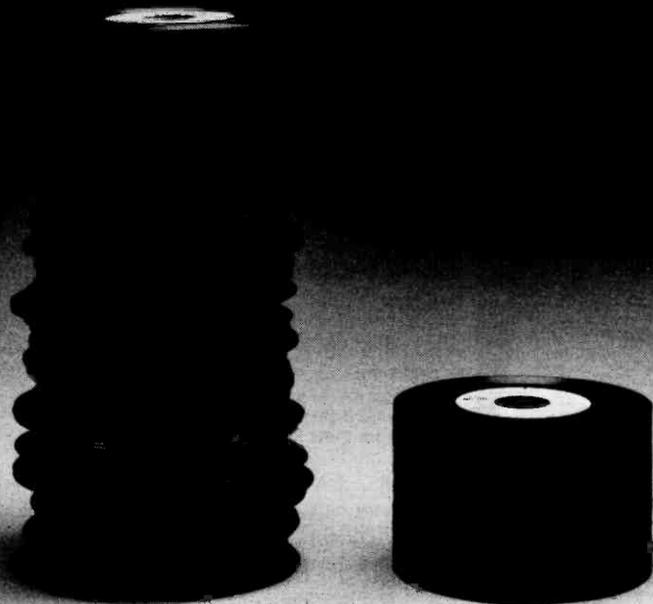
You might wonder how much difference there could be in metro lifestyle profiles. I did, and in order to satisfy my curiosity, examined two of the first reports. Shown above are the ClusterPlus comparisons between market "A," a large Eastern metro, and market "B," a medium-sized metro in the Midwest.

same approach that might be successful in market A would be right for market B? Probably not. You may feel you really know your market and what makes it tick, but seeing the data this way (compared to the national profile) can be an eye-opener.

Sales Impact

One way this data could be especially valuable is in guiding a station's sales story, particularly on a regional or national sales

THE DIFFERENCE BETWEEN GUESSING AND KNOWING.



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

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

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

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

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

locations to level of song appeal.

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

All services are provided to you under exclusive conditions with investment scheduling and quantity discounts available.

So why *guess* when you can *know*. Call us at (303) 989-9980 and you'll see the difference.



RATINGS

Tampa-St. Petersburg-Clearwater

WWBA Stronger Than Ever; WRBQ-FM Vigorous CHR Leader; WIQI Rises To Third; Country Race Tightens

	Winter '85	Spring '85
WWBA (B/EZ)	12.9	14.5
WRBQ-FM (CHR)	11.5	12.4
WIQI (AC)	5.9	7.0
WQYK (Ctry)	7.5	7.0
WYNF (AOR)	7.8	6.7
WDAE (BBnd)	4.8	5.7
WSUN (Ctry)	4.3	5.3
WZNE (CHR)	4.3	4.9
WFLA (AC)	3.8	3.4
WGUL-FM (BBnd)	3.8	3.1
WPLP (Talk)	3.0	3.0
WMGG (CHR)	2.9	2.6
WTMP (B/U)	3.2	2.5
WLFF (BBnd)	1.5	1.9
WDUV (B/EZ)	2.1	1.9
WHBO (Gold)	.7	1.5
WFLA-FM (AC)	1.3	1.4
WAVE (AC)	1.5	1.3
WXCR (Clas)	1.3	1.2
WRBQ (CHR)	.9	1.1

Albany-Schenectady-Troy

WGY Reclaims Title As WPYX Slips; WGFM Stretches CHR Lead; WROW-FM, WQBK-FM Post Strong Growth

	Fall '84	Spring '85
WGY (AC)	9.0	11.6
WPYX (AOR)	11.8	9.5
WGFM (CHR)	7.8	9.3
WROW-FM (B/EZ)	5.5	8.4
WQBK (Talk)	8.3	6.8
WWOM (AC)	6.4	5.7
WQBK-FM (AOR)	3.6	5.5
WFLY (CHR)	5.6	5.4
WGNA (Ctry)	5.0	4.8
WTRY (AC)	4.1	4.1
WPTR (Ctry)	2.4	3.5
WROW (AC)	6.8	3.3
WABY (BBnd)	3.3	3.2
WCKL (AC)	1.6	1.9
WCSS (AC)	.6	1.9
WWCN (N/T)	1.5	1.3
WHRL (B/EZ)	.8	1.0

Dayton

WHIO-FM Stable In First; WGTZ Doubles, Rockets To Second; WHIO, WONE, WYMJ On The Rise

	Fall '84	Spring '85
WHIO-FM (B/EZ)	16.0	15.8
WGTZ (CHR)	5.8	11.5
WHIO (AC)	8.0	10.3
WTUE (AOR)	11.5	9.9
WONE (Ctry)	6.1	7.9
WYMJ (AC)	4.1	6.1
WING (AC)	4.1	4.3
WBLZ (B/U)	3.1	3.7
WWSN (AC)*	6.5	3.2
WDAO (B/U)**	4.2	2.8
WVUD (AC)	3.6	2.8
WSKS (AOR)	2.6	2.2
WLW (AC)	1.8	2.0
WBZI (Ctry)	2.4	1.8
WBLY (Ctry)	1.9	1.4
WAZU (AC)	1.6	1.2
WPTW-FM (AC)	2.1	1.2

*Formerly WDAO-FM (B/U)

**Formerly WAVI (Talk)

New Orleans

WYLD-FM Continues Winning Ways; WEZB Leads CHR Growth; WBYU, WLTS, WNOE-FM Softer

	Fall '84	Spring '85
WYLD-FM (B/U)	16.7	16.8
WEZB (CHR)	10.9	12.4
WQUE-FM (CHR)	6.8	8.0
WRNO (CHR)	5.7	6.1
WBYU (B/EZ)	7.0	5.9
WBOK (Rel)	5.6	5.7
WLTS (N/T)	5.9	5.6
WLTS (AC)	6.8	4.9
WAJY (AC)	5.3	4.5
WNOE-FM (Ctry)	6.3	4.2
WSMB (Talk)	3.2	4.0
WTIX (AC)	3.3	3.6
WNOE (Ctry)	2.7	3.2
WYLD (B/U)	1.6	3.0
WWIV (BBnd)	1.5	1.3
WYAT (Gold)	1.0	1.3
WSHO (Rel)	.4	1.2

Birmingham

WZZK-FM Retains Grip On First; WAPF-FM Up Four, New Runner-up; WMJJ Climbs Into Double Digits

	Fall '84	Spring '85
WZZK (Ctry)	12.1	12.8
WAPF-FM (CHR)	8.4	12.0
WENN-FM (B/U)	11.8	11.6
WMJJ (AC)	8.3	11.1
WKXX (CHR)	11.0	8.9
WVOK (Ctry)	5.6	6.1
WAGG (Rel)	6.1	5.2
WJLD (B/U)	2.4	4.0
WLTB (Ctry)	2.3	3.4
WZZK (Ctry)*	5.7	3.2
WERC (N/T)	3.3	3.0
WATV (B/U)	6.5	2.2
WAPI (AC)	1.9	2.1
WDJC (Rel)	1.8	1.6
WSMO (Ctry)	—	1.3
WCRT (Rel)	1.0	1.0
WQEN (CHR)	.5	1.0

Formerly WSGN (BBnd)

Format Legend

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

Spring '85 Arbitron Results

Oklahoma City

KZBS Tops 12, Zooms To The Top; KATT-FM Returns To Double Digits; KXXY-FM Tops 10; CHRs Stronger

	Fall '84	Spring '85
KZBS (AC)	8.8	12.3
KATT-FM (AOR)	9.8	11.6
KKNG (B/EZ)	12.6	10.7
KXXY-FM (Ctry)	9.1	10.6
KJYO (CHR)	7.9	8.4
KOFM (CHR)	6.9	7.4
KTOK (N/T)	11.8	7.2
KEBC (Ctry)	8.5	6.9
KLTE (AC)	4.5	3.8
KOMA (Ctry)	3.2	2.8
KJIL (Rel)	2.0	2.5
WKY (Ctry)	2.3	2.3
KAEZ (B/U)	1.4	1.7
KKLR (AC)	1.3	1.4
WWLS (Gold)	—	1.4



HANG ON TO YOUR DREAMBOAT — WSEZ Winston-Salem and Boat World USA sponsored a "Dreamboat In The Hand Contest." Listeners had to keep their hands on a \$15,000 boat for 93 hours or until one person remained. The four finalists concluded the contest by randomly choosing ignition keys, one of which started the boat.



WIN THIS CAR — WAIL/Key West recently held a contest offering a Datsun 280ZX to a lucky listener. Seated around the car on the day they gave it away are (l-r) WAIL air personalities Stewart Shaw and Tyler Dubois, owner Russell Long, Sales Manager Connie Rule, cosponsor Tom Sawyer, air personality C.C. Taylor, and winner Louis Omar (In front).

THE BOOK IS OUT... and RADIO ONE® delivers Adults!

BOB BROWN, G.M.

MEMO

DID YOU SEE:

- ✓ WLTS - New Orleans, 1st Book top AC in Market 25-54
- ✓ K-LITE - Salt Lake, 1st Book ties AC FM Market Leader 25-54 Women
- ✓ WDLT - Mobile, 2nd Book skyrockets to Double Digits 25-54 Women

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Be ready for three full days of the best in radio-only sessions, exhibits, entertainment, and hospitality. **Radio '85** will educate you, inform you, entertain you, motivate you, challenge you, and help you become more successful. Included on the program are: more than 60 sessions on all topics of radio broadcasting; entertainment by Dick Clark's Good Ol' Rock 'N Roll Show, Eddie Rabbitt, and Tammy Wynette; a fabulous Saturday night Texas Bar-B-Q; as well as exhibits, hospitality suites, and more.

*For information on Radio '85 registration, call
Courtesy Associates at (202) 347-5900.*

See you in Dallas!

135/39

AOR Track

29-18

MICHAEL McDONALD



.. NO LOOKIN' BACK ..

The first single from his new solo album

Produced by Michael McDonald and Ted Templeman
© 1985 Warner Bros. Records Inc.

San Antonio

KTFM New Leader, Near Double Digits; KSMG Debuts, Swipes A/C Crown; KONO, KEDA Up; KXZL Loses 50%

	Fall '84	Spring '85
KTFM (CHR)	8.2	9.6
KQXT (B/EZ)	8.4	8.5
KISS (AOR)	7.1	7.0
KKYX (Ctry)	6.3	5.8
KSMG (AC)	—	5.3
KAJA (Ctry)	6.3	5.2
KCOR (Span)	6.0	5.0
KBUC-FM (Ctry)	5.8	4.8
KLLS (AC)	6.4	4.6
WOAI (N/T)	5.0	4.5
KEDA (Span)	3.3	4.4
KTSA (AC)	4.8	4.4
KONA (AC)	2.7	4.4
KITY (CHR)	4.6	4.3
KXZL (AOR)	6.4	3.2
KSAG (CHR)	2.4	3.1
KAPE (B/U)	2.3	2.2
KSJL (CHR)	1.8	2.2
KSLR (Rel)	1.4	2.1
KESI (AC)	1.1	1.7
KBUC (Ctry)	1.7	1.0
KWED (Ctry)	6	1.0

Charlotte-Gastonia-Rock Hill

WPEG Shoots Into First; WSOC-FM Off As WLWK Debuts Notably; WRQG-FM Ties WBCY For CHR Lead

	Fall '84	Spring '85
WPEG (B/U)	10.9	13.4
WSOC-FM (Ctry)	15.8	12.6
WBT (AC)	13.3	9.4
WRQG-FM (CHR)	7.7	8.3
WEZC (AC)	6.7	7.4
WLWK (Ctry)*	2.8	6.6
WZXI (B/EZ)	6.0	5.6
WJZR (CHR)	6.4	4.4
WGSP (Gold)	6	2.1
WSOC (Ctry)	9	1.6
WQCC (B/U)	1.1	1.4
WLON (Ctry)	1.1	1.3
WGIV (B/U)	1.8	1.1

Formerly WLWV (AC)

Norfolk-Portsmouth-Newport News-Hampton

WFOG Stable, Holds Onto First; WNOR-FM Returns To Number Two; WLTY Rises; CHR Race Tightens With WNSY Climb

	Fall '84	Spring '85
WFOG (B/EZ)	10.5	10.6
WNOR-FM (AOR)	8.0	9.0
WLTY (AC)	7.3	8.3
WCMS-FM (Ctry)	8.3	7.2
WOWI (B/U)	7.5	7.1
WNVZ (CHR)	7.3	6.7
WMYK (B/U)	5.0	6.1
WNSY (CHR)	3.6	5.6
WWDE (AC)	4.8	5.5
WPCE (Rel)	4.0	4.6
WTAR (AC)	4.7	4.4
WRAP (B/U)	3.1	3.4
WXRI (AC)	3.4	2.2
WQSF-FM (B/EZ)*	2.8	1.8
WNRR (B/EZ)	7	1.8
WNIS (Talk)	2.5	1.7
WTID (Ctry)	1.8	1.6
WCMS (Ctry)	1.8	1.2

*Formerly WQKS (B/U)

Spring '85 Arbitron Results

Rochester, NY

WVOR Number One Again; WPXY-FM Jumps Four, Into Second; WCMF Rebounds To Double Digits

	Fall '84	Spring '85
WVOR (AC)	14.7	13.6
WPXY-FM (CHR)	8.4	12.5
WCMF (AOR)	8.8	11.2
WEZO (B/EZ)	12.5	11.1
WMJQ (CHR)	8.2	7.7
WHAM (AC)	9.2	6.4
WYLF (BBnd)	5.2	6.4
WBBF (N/T)	5.3	5.5
WNYR (Ctry)	4.5	3.6
WDKX (B/U)	2.3	2.9
WZKC (Ctry)*	2.3	2.5
WPXY (CHR)	7	1.0

*Formerly WHFM (CHR)

Greensboro-Winston Salem-High Point

WTQR Adds Three, Still Pacesetter; WKZL Up Four, Earns Double Digits; WMAG Up To Third; WQMG Loses Three

	Fall '84	Spring '85
WTQR (Ctry)	13.7	16.8
WKZL (CHR)	8.0	12.3
WMAG (AC)	7.3	7.9
WQMG (B/U)	10.6	7.5
WSJS (AC)	7.0	5.9
WOJY (B/EZ)	6.9	5.6
WSEZ (CHR)	6.3	5.6
WMFR (B/EZ)	1.7	2.8
WAAA (B/U)	1.7	2.5
WEAL (B/U)	1.0	2.5
WRQK (AC)	3.8	2.3
WDCG (CHR)	4.1	2.3
WSMX (Rel)	1.2	2.0
WAIR (B/U)	3.0	1.9
WHPE (Rel)	2.0	1.5
WPCM (Ctry)	1.4	1.4
WBIG (BBnd)	1.7	1.3
WWMO (Rel)	1.7	1.2
WTOB (BBnd)	6	1.1
WWVI (Ctry)	—	1.0

Memphis

WHRK, WMC-FM Strong 1-2; WMC Rebounds, Takes Third; WGKX, WLOK, WEZI Post Gains

	Fall '84	Spring '85
WHRK (B/U)	11.7	12.9
WMC-FM (CHR)	10.1	11.8
WMC (Ctry)	7.8	9.2
WRVR-FM (AC)	8.8	7.8
WGKX (Ctry)	6.3	7.6
KRNB (B/U)	7.3	7.4
WDIA (B/U)	7.1	7.0
WLOK (B/U)	6.1	6.9
WZXR (CHR)	7.2	6.7
WEZI (B/EZ)	5.4	6.2
WREC (BBnd)	4.3	3.8
WHBQ (N/T)	3.6	2.9
KWAM (Rel)	2.2	1.5
WRVR (AC)*	2.8	1.5
WXSS (B/U)	—	1.3

*Formerly WKDU (B/U)

Format Legend

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

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REED BUNZEL

Play-By-Play: For Prestige Or Profit?

Play-by-play sports have long been an integral part of radio programming. Ever since the first home run was simulated by a pencil whacking a wooden box, listeners have tuned in for their daily dose of baseball, football, apple pie, and Chevrolet. Network radio "games of the week" entertained audiences long before television turned sports into a "bidding bonanza."

Today the networks seem to be rediscovering the value of play-by-play broadcasts. Major League Baseball is back after a 25-year hiatus, NFL Monday Night Football was recently negotiated for a record rights fee, and myriad other sporting events — golf, boxing, racing, basketball — are again showing a surge of radio popularity. Sports never actually disappeared from radio, of course, but the competition to acquire the broadcast rights has created a brand-new "ball game." Networks are reconsidering whether the value of sports lies either in the bottom line or the "prestige" that accompanies a great sports broadcast package.

Loss-Leader Or Money Maker?

Of course, no network is going to charge into the sporting business without the clear objective of making money. Naturally, network execs are not paid to lose money or break even simply for the sake of supplying exclusive programming to affiliates. However, with increasing rights fees, as well as growing talent and broadcast costs, networks are finding it more and more difficult to make play-by-play sports a cost-effective venture. Are they willing to lose money in order to maintain an image of prestige? Or is there really a profit to be made in sports coverage?

Mutual Radio Network President Jack Clements acknowledges the "prestige factor," but stresses that image alone is not enough to make sports a valuable asset. "Sports have to make money," he says. "We carry sports because

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

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

—Dick Brescia

CBS Radio Networks Sr. VP Dick Brescia stresses, however, that there can be better ways to realize a profit than by concentrating on sports. "You don't go into sports simply for the return you get on it," he says. "In the long run a network could do a lot better just by putting its money in the bank. What you make from play-by-play coverage is far below what you'd get from the rest of your network

lineup, strictly because the rights, talent, and production costs are so prohibitively high."

NFL Football Score

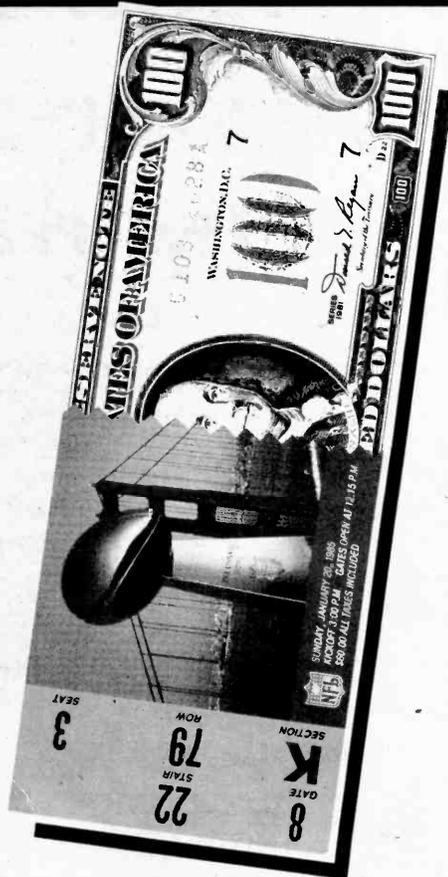
NBC Radio recently won NFL Monday Night Football from CBS, paying a hefty sum for the two-year broadcast rights. Industry-watchers suggest the network will have difficulty making money with the games, but NBC Radio President Randy Bongarten is unperturbed by the doomsday augurs. "We feel that sports should always be a profitable enterprise, and we anticipate that our NFL package will make money. While we aren't really looking for 'prestige' per se, obviously one of our considerations in bidding for football was that it would provide the kind of programming that stations look for in a network. That image can be a great asset, and if we can make money in the process, it's a great deal."

ABC Radio Networks, which won the exclusive radio rights to the 1984 Summer Olympics as well as the recent NBA championship series, recognizes the benefits of sports programming. Sr. VP Bob Benson says play-by-play coverage can be profitable... up to a point. "There is great value in baseball and football, and we were in the bidding for both," he says. "But the more we saw what was going on, the more they looked to be major investments that might have trouble paying off. CBS took the baseball bids to where we didn't see it was profitable, and when we saw the size of the football bids being submitted, we decided to withdraw. We'd love to have them, but not at those prices. We wish NBC all the best luck in the world."

Brescia agrees that sometimes enough is enough. "We have a good financial track record with sports, but our last bid for the NFL was made because we didn't want to put our sales department in a hole. We submitted what we thought was a good bid; it turned out not to be good enough. But if we had paid the price that won, we would have lost a lot of money. We love sports and want to make it a part of our programming, but not to the point where it doesn't make good sense from a business point of view."

Bill Of Rights

Rights fees for professional sports are skyrocketing in both radio and television. As networks continue to realize the value of sports coverage, and as sports leagues and franchises continue to watch the networks fighting over who gets to pay the most, those fees will continue to escalate. Will



costs continue to rise so that one day the networks may reach the point of "no return"?

"When the rights start to get so expensive that we can't make a reasonable return, we're going to drop out," says Clements. "We used to carry the games of four NFL franchises, which we networked on a regional basis. But eventually we couldn't make money because of the expense. Instead, we're covering major college games because there's still room for a profit. I don't know if other networks feel the need to make an adequate return, but we're in this business to make money."

It is important to note that, in most cases, networks do not knuckle under to prices set by leagues or franchises. The fees paid are usually arrived at as a result of networks competing against each other. "It

isn't as though the NFL is standing there and saying, 'You have to pay \$11 million to get the rights for two years,'" Benson explains. "The networks — each working of their own free will — have decided how much they're willing to bid and how much prestige or money is in it for them."

"Sports that provide an asset to the network and which provide an avenue to make money are a good deal," concludes Bongarten. "But if there isn't enough of a market and if revenue can't exceed expenses, it doesn't make sense. Someday we'll reach a level where the rights won't be worth it, but I don't know when or how much that will be. But the NFL package was worth what we paid, and it will be an attractive opportunity for us as a network and for the stations looking for sports."



Bob Benson



Randy Bongarten



Dick Brescia



Jack Clements

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DR. LENDON SMITH
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ED MCMAHON
HELOISE
RALPH NADER
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SID CAESAR
ANGELA DAVIS
MILTON FRIEDMAN

HOWARD RUFF
LEO BUSCAGLIA
SIMON WEISENTHAL
CANDY LIGHTNER
SAM DONALDSON
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DR. KENNETH COOPER
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PHYLLIS SCHLAFFLEY
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MUSIC CALENDAR

NEWS & INFORMATION FEATURES

August 5-9

The Weekend

August 10-11

The Countdown (WO)	Mary Jane Girls/Lisa Lisa
Countdown America With John Leader (USR1)	Pat Benatar
Country Calendar (CW)	Osmonds/John Conlee
Country Closeup (NP)	Johnny Cash
Dick Clark's Rock, Roll, & Remember (US)	Tommy Roe
Don & Deanna On Bleeker Street (CB)	Rita Coolidge
Future Hits (WO)	ABC/John Waite/Julian Lennon
Gospel Line (SI)	Water Hawkins
Hot Ones (USR1)	Air Supply
Hot Rocks (US)	Huey Lewis & The News
Legends Of Rock (NBCE)	The Who
Metashop (MJI)	Yngwie Malmsteen
Music Makers (NP)	Peggy Lee
Musical! (WO)	Top Hollywood musicals
Musical Starstreams (MS)	Suzanne Ciani
Music Of The City (SI)	New Edition
On The Radio (NSBA)	Madonna
Power Cuts (GSN)	Motels (8/7)
Rick Dees' Weekly Top 40 (US)	John Parr
Rock Chronicles (WO)	Sang/Bryan Ferry/Lone Justice
Rock Week (WO)	Talking Heads/Correy Hart
Scott Shannon's Rockin' America Top 30 (WO)	Sting/Night Ranger/Pat Collins
Solid Gold Saturday Night (USR2)	Top 100 countdown (8/10)
Spirit Of Summer (CBSR)	Donna Summer/Beach Boys/RED Speedwagon/Johnny Rivers
Super Gold (TRAN)	Loy'n Spoonful/Three Dog Night
Superstars Rock Concert (WO)	Bryan Adams
Top 30 USA (CBSR)	All-time top male stars

The Week Of

August 12-16

The Concert (WO)	Bar-Kays
Country Today (MJI)	Judds
Earth News (WO)	Corey Hart/Kevin Costner/Michael J. Fox/Lori Singer/Joe Hale
In Concert (WO)	Do/Fiona
Innerview (IN)	Katina & The Waves
Live From Gilley's (WO)	George Jones
Off The Record (WO)	Superman/Night Ranger/Lone Justice
Off The Record Special (WO)	Glenn Frey
Pop Concert (WO)	Jack Wagner/Howard Jones
Rock Over London (RI)	Roger Taylor Pt. 2
Shootin' The Breeze (WO)	Nile Rodgers/Sting/Patti LaBelle
Special Edition (WO)	Natalie Cole
Star Trak (WO)	Night Ranger/Kim Carnes/DeBarge

MONDAY

August 12

American Music Magazine with Rick Dees (US)	Mary Jane Girls
Country Calendar (CW)	Forester Sisters

TUESDAY

August 13

American Music Magazine with Rick Dees (US)	Glenn Frey
Country Calendar (CW)	Today's country singers
Live Album Party (NBCE)	Billy Joel

WEDNESDAY

August 14

American Music Magazine with Rick Dees (US)	Beach Boys
Country Calendar (CW)	Sylvia

THURSDAY

August 15

American Music Magazine with Rick Dees (US)	Julian Lennon
Country Calendar (CW)	Elvis tribute

FRIDAY

August 16

American Music Magazine with Rick Dees (US)	Don Henley
Country Calendar (CW)	Elvis remembered

NETWORKS/PROGRAM SUPPLIERS

ABCD = ABC Direction Net
 ABCE = ABC Entertainment Net
 ABCR = ABC Rock Net
 ABCY = ABC Youth Nets
 AMS = American Media Services
 AP = Associated Press
 AR = All Star Radio
 BMB = Battie Mountain Broadcasting
 BRE = Barnett Robbins
 CB = Continuum Broadcasting
 CBS = CBS Radio
 CBSR = CBS RadioRadio
 CRN = Creative Radio Net
 CW = Comedy Writer
 CW = Clayton Webster
 DCA = DC Audio
 DIR = DIR Broadcasting
 FDU = Focus On Youth
 GSN = Global Satellite Net
 IN = Innerview
 LBP = Lee Bailey Prod.
 LW = London Wave/length
 MBS = Mutual Broadcasting
 ME = Multimedia Entertainment
 MJI = MJI Broadcasting
 MS = Musical Starstreams
 NBC = NBC Radio
 NBCE = NBC Radio Entertainment
 NP = Narwood Productions
 NSBA = NSBA Productions
 PFM = PFM Inc.
 PRN = Progressive Radio Network
 PIA = Public Interest All
 RI = Radio International
 SBS = Strand Broadcast
 SI = Syndicate II
 SOU = NBC The Source
 SP = The Spirit Productions
 TRAN = Transtar
 US = The United Stations
 USR1 = United Stations Radio Network 1
 USR2 = United Stations Radio Network 2
 WRN = Weedecke Radio Network
 WO = Westwood One
 YRN = York Radio Network

COMEDY

Comedy Show (CW)	High Seas/Pat Harris/Bill Dana/ Stan Freberg/David Frost/Edgar Bergen/ Monty Python
Daily Feed (DCA)	Alaska Watergate/Killer bees arrive/ Bush-Dole cartoon/SFJ/lawyers in space 3rd floor now empty
Laugh Machine (PRN)	Bill Cosby/Lily Tomlin/Kip Adotta/ Steve Martin/Joan Rivers/ Rodney Dangerfield
Party Drop-Ins (ASR)	House party #2/bkwn/hill of trouble/ almost rich & famous/Bob's adult party school/Charles Manson workout
Radio Hotline (ASR)	I was just thinking/wrong number/listen to your mother/listen, punk/what a day
Stevens & Grdnic's Comedy Drop-Ins (ASR)	I don't care beer/natural causes/camera shop/ believe it or else/at a funeral

GENERAL INFORMATION

Ed Busch Talk Show (AP)	Federal budget/nuclear after-effects (8/3) Aliens on earth/balanced diet/anorexia (8/4)
Computer Program (PRN)	Computerized appliances/stock market/ local area networks
News Blind (PRN)	Surgical glue/sophics of dancing/ lat implant/Spike Jones/designer food
Something You Should Know (SBS)	Meeting goals (8/5) Investing secrets (8/6) Skeptics (8/7)
Sound Advice (PRN)	Open reels/tape decks/L' cassettes/ noise-reduction
Sporting News Report (CW)	Renaldo Nehemiah (8/5) Dallas Green (8/6) Stan Albeck (8/7) NFL strike (8/8) Pedro Guerrero (8/10)
Sports Flashback (CW)	Bobby Knight/Abe Woodson/world series KO record/Sonny Liston
Waldenbooks Review (WO)	John Irving's "Cider House Rules"/ "Hard Money"/"The Celibates"/ Larry McMurtry



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FINANCIAL GUIDE FOR OWNERS, MANAGERS

How To Increase Your Profit Margin

By Rick Ott



Rick Ott is President of Richmond, VA-based Ott & Sneed, a consulting and research firm. Prior to cofounding the company in mid-1984, he spent 16 years in various on-air, programming, sales, and management positions with Harte-Hanks Radio, Rust Communications, Gross Telecasting, and Booth Broadcasting.

Rick Ott

To make money in radio, your station's revenues must exceed your expenses. You may laugh. Yet even though this is quite obviously the key to financial success, many stations, particularly in medium markets, consistently operate in the marginal (or negative) profit range.

Equally obvious is the solution to poor profitability: increase revenues and cut expenses. Everyone nods in agreement. But wait. The real "secret" to achieving and maintaining high profits may not be as obvious as you may think.

Profit Factors

Let's take a closer look by studying four key factors:

- Radio is a high fixed cost industry. Your total costs are composed of both fixed costs and variable costs. Examples of fixed costs include (but aren't limited to) salaries, utilities, office supplies, promotions and advertising, programming aids, and debt service. Note that this doesn't include capital expenditures such as building and equipment, which are balance sheet items and don't show up on your income (profit and loss) statement. Fixed costs, as a percent of total costs, are high.

Variable costs are really the incremental costs incurred each time you sell another spot. This would include sales commissions, agency commissions, and any other sales or production expense related directly to each sale. Variable costs, as a percent of total costs, are low.

- To reach profitability, you must first cover your fixed costs. Owning a radio station is like owning a computer company. You incur high fixed costs in developing, manufacturing, and bringing your computer to market. But as your sales increase, you eventually cover your fixed costs. As sales increase further, your variable costs per unit drop. Soon you're operating in the profit margin range. As sales continue to increase, your profit margin widens — dramatically.

It's not unusual for some well-

run stations to consistently achieve profit margins of 40% or more. Contrast that with your typical grocery store that averages less than a 1% profit margin. Radio has its advantages.

But what about those stations that aren't achieving high profit margins? They're still swimming underwater in Fixed Cost Lake, bobbing above the surface from time to time for air, but never displaying the thrust necessary to blast out of the water and soar high above in Profit Margin Heaven.

"Contrary to the obvious, the real key to reaching Profit Margin Heaven isn't to decrease your expenses, but to raise them!"

- Reach the profit margin range by adding quality. You'd better sit down for this. Contrary to the obvious, the real key to reaching Profit Margin Heaven isn't to decrease your expenses, but to raise them! Successful station executives understand this concept (as they smile all the way to the bank); unsuccessful executives shudder at the thought (while they call their doctor for an ulcer medicine refill).

Let's go back to the computer example. How many computers do you think your company would sell if, due to numerous "cost cuts" in the manufacturing and marketing areas, your computers didn't measure up to the quality of competing brands? Ask Atari, Coleco, and Texas Instruments. Their products and/or marketing efforts didn't measure up to those of Apple, Com-

modore, and IBM. The former group of companies is out of the business; the latter group is flourishing.

To operate in Profit Margin Heaven, your station must be one of the top-quality facilities in the market (in terms of on-air sound, promotions and advertising, and sales staff). Being a "also-ran" won't get you there. This means you'll have to spend money to add quality; pay top salaries for the best people, use many programming aids (music services, research projects, consultants, etc.), and implement high-powered advertising and promotions.

But you say you "can't afford" those increased expenditures yet you can afford to own the station?"

That's like paying for enough jet fuel to fly three-quarters of the way to Europe. You need to buy enough fuel to arrive, or don't make the trip in the first place.

- Take advantage of quality leverage. The term "leverage" doesn't just refer to using "other people's money" (like you did when you bought the station). There's also the quality leverage factor I've been describing: the costs of adding quality to your station are far exceeded by the increased revenues such quality generates. Automobile manufacturers have long understood this concept. The added cost of making a Cadillac isn't that much greater than the cost of making a Chevrolet, but the Cadillac's profit margin is significantly greater.

"True quality building is an ongoing process that follows a methodical, longterm plan. As such, it has a cumulative effect. The results don't show up until a substantial amount of quality has been built up."

Con-cents-tration

To become the market's top-quality station, you must concentrate on four different areas:

1. Programming. Your programming is your product; it must be the best. And just what constitutes "the best"? Like evaluating any work of art, we look for both a quantitative evaluation (the ratings) and a qualitative evaluation (a noted artist's objective opinion). Make liberal use of programming aids; use all the tools available to you.

2. People. Hire good people. As with most commodities in limited supply, you get what you pay for.

3. Sales. Your sales department must be well organized and led by a seasoned sales manager. Think of your salespeople as astronauts. Before, during, and after each mission into the unknown, they go through constant training and practice. Some training can come from within, some from outside. But remember, your company must be the procurer and provider of this sales expertise. Don't expect your salespeople to procure sales expertise on their own (only one in 1000 will actually make the effort).

4. Promotions and Advertising.

You may own an expensive, shiny, one-of-a-kind private jet. But again, if you don't put gas in the tank, it won't fly. Promotions and advertising are the fuel that keeps you aloft, and flying higher and faster than the competition.

Foolish Spending

A word of caution: some executives think they're adding quality when in reality they're spending foolishly. Purchasing a few billboards or bumper stickers in no way makes up for a station's inferior air sound or sales staff.

Haphazard spending won't do the trick. True quality building is an ongoing process that follows a methodical, longterm plan. As such, it has a cumulative effect. Each small bit of added quality builds upon and reinforces what's already there. And successful executives understand that the results don't show up until a substantial amount of quality has been built up.

You must allocate substantial dollars to pull it off. But like a rocket ship that expends a great deal of fuel to attain orbit, once you reach Profit Margin Heaven, the returns will provide you with consistent profits well in excess of your costs.

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HARVEY MEDNICK

READERS COMMENT

Opening The Mailbag

As I've said before, this column is as much yours as it is mine. So let's dive into the mailbox and see what's on your minds.

Taking Exception

The first letter is from Jay Mitchell, well-known broadcast consultant and newsletter publisher. He takes exception to Rick Sklar's May 10 interview ("Is There A Promotion Director Shortage?"). Here's what Jay has to say:

"In working with client stations I continually face challenges brought about by the type of organizational structure mentioned by Rick (the direct line between Promotion Director and GM, with a broken line to PD). When this situation pops up, I'm reminded of something KUDL/Kansas City PD Dene Hallam told me: 'The PD is held responsible for the ratings, but in most situations he or she has control only over the quarter-hours, not the cue.'"

"In other words, the PD is only able to directly influence the process of holding onto, and extending the listening of, the listeners he or

she already has; other staff members (notably the Promotion Director, often the GM) take care of the external promotion designed to attract new listeners. This is unfair to the PD.

"Charlie Warner (R&R 6-7) put it this way: 'If a station hopes to win in the ratings battle, the PD should have control over both programming and promotions. The PD must be responsible for getting and keeping the audience.'

"The important principle here is that the PD should be able to follow through with the positioning, slogan, and promotion ideas that are being used on the air. Just as he or she should have total control over the on-air sound - focusing the energies (in a laser-like manner) - so should that control extend to external promotion of that sound.

"In the real world the relative positions of the PD and Promotion Director will be determined by



Jay Mitchell

"The PD should be able to follow through with the positioning, slogan and promotion ideas that are being used on the air."

-Jay Mitchell

their relative abilities. If the PD is a strong, creative leader with a good track record, he or she will be given full leeway and will, in fact, demand it. If there are some inadequacies in the PD, then the GM will rely more on the Promotion Director to compensate.

"I recognize that Promotion Directors are fighting for the stature they deserve, and I fully support that fight. The importance of the Promotion Director's position at a radio station should not be underestimated, and I would assume that was the main point of the Rick Sklar interview. But, as in all things revolutionary, it's easy to over-represent importance to compensate. I don't think that's a healthy situation for radio."

On The Other Hand

Keith Carson, Director of Creative Services at WRFM/New York, responded to the Sklar interview this way:

"Having been in promotion for many years, I've never had much difficulty in moving up the ladder to a better position. As Rick points out, good promotion people are hard to find. So for those of us in the field, this is a great opportunity. It allows us to be selective in making our choice of what markets we would like to work in. It also enables us to ask and receive, in most cases, more money than the station was originally willing to pay.

A New Meaning For Middle Age Spread

I found an interesting item in a recent issue of Business Week which you should bear in mind as you cast your TV spots or ad layouts. It seems the definition of middle age - like waistlines and bald spots - keeps expanding.

Since the median age is now over 30, Americans are pushing back the point where "middle age" ends and the "golden years" begin. According to a study by New York-based ad agency Caldwell Davis Partners, middle-aged people see themselves as considerably younger. When those surveyed were asked how old they looked, most said five years

younger than their actual age.

Stations that want to reach this lucrative and growing group (projected to increase 45% between 1980 and 1990) should appeal to their vanity. For example, if you want to sell someone at the high end of the 35-54 demo, use a model in his or her early 40s. But be careful not to push the concept too far.

My Thoughts

Jay seems to deal with the problem as though the PD, GM, and Promotion Director are in three different worlds. Someone once said, "Life is a series of carefully negotiated compromises." I agree. If the triumvirate which rules a station's positioning, advertising, and marketing is in sync on goals and willing to participate in free exchange, a rigid working relationship should be sidestepped.

In Keith's case we have another chicken-and-egg situation. I stand by the challenge I made following the BPME convention: regardless of whom you perceive the organization favoring, let's make a strenuous effort to double radio participation in 1986. Let's encourage the major broadcasting companies to once again hold their group marketing/promotion meetings in conjunction with the next BPME gathering in Dallas.

The Image & Marketing mailbox is always open. If you have any comments, please let me hear from you.



Keith Carson

"When was the last time you saw or heard of a college or broadcasting school course dealing with our vital end of the business?"

-Keith Carson

"As a member of BPME, I have often mentioned what Rick pointed out - the emphasis on television. I always received the same answer, no matter who I speak to: 'There are a lot more TV members than radio members.' Well, how do they expect to increase their radio membership? Certainly not with that attitude.

"I strongly believe the main reason behind this growing problem is the lack of education in the promotions area. When was the last time you saw or heard of a college or broadcasting school course dealing with our vital end of the business?"

"Radio stations are always looking for an experienced promotion person, but where do they get the experience? Once we, as promotion professionals, start educating and sharing our ideas and experiences with future radio people (as well as those in the field looking for an exciting change). We may have a solution to a very serious problem."

ONE YEAR AGO TODAY

- GENE BOVIN BECOMES VP/GM AT KRQX & KZEW/DALLAS
● A. RICHARD MARKS NAMED GM AT WYSP/PHILADELPHIA
● MIKE O'MALLEY NAMED PD AT WPXK-AM & FM/WASHINGTON
● MATTHEW FIELD BECOMES VP/GM AT WNCN/NEW YORK
● ED ROBBINS NAMED GM AT KFJZ/DALLAS
● TIM MONTGOMERY NAMED VP/GM AT WHIO-AM & FM/DAYTON
● #1 CHR: "Ghostbusters" - Ray Parker, Jr. (Arista)
● #1 A/C: "Stuck On You" - Lionel Richie (Motown) (3rd week)
● #1 BIJ: "When Doves Cry" - Prince (WB) (7th week)
● #1 Country: "Long Hard Road" - Nitty Gritty Dirt Band (WB)
● #1 AOR Track: "Missing You" - John Waite (EMI America) (3rd week)
● #1 LP: "Heartbeat City" - Cars (Elektra) (15th week)

FIVE YEARS AGO TODAY

- MONTE LANG NAMED EXECUTIVE VP/RADIO FOR AMATURO GROUP
● CAROLYN METHENY DIRECTOR OF OPERATIONS AT KJJJ & KXTC/PHOENIX
● JACK BEACH NAMED PD AT WLPL/BALTIMORE
● FIRSOTCOM FORMED BY FORMER TM EXECUTIVES JIM LONG AND JERRY ATCHLEY AND METROPLEX PRINCIPALS NORMAN WAIN AND ROBERT WEISS
● #1 CHR: "Sailing" - Christopher Cross (WB)
● #1 A/C: "More Love" - Kim Carnes (EMI America)
● #1 BIJ: "Give Me The Night" - George Benson (WB) (3rd week)
● #1 Country: "Stand By Me" - Mickey Gilley (Full Moon/Asylum) (2nd week)
● #1 LP: "Hold Out" - Jackson Browne (Asylum) (2nd Week)

TEN YEARS AGO TODAY

- JIMMY GUERCIO FORMS CARIBOU RECORDS
● DON WRIGHT NAMED PD AT KSJO/SAN DIEGO
● #1 CHR: "Jive Talkin'" - Bee Gees (RSO) (2nd week)
● #1 A/C: "Listen To What The Man Said" - Wings (Capitol) (4th week)
● #1 Country: "Wasted Days & Wasted Nights" - Freddy Fender (ABC/Do)
● #LP: "Red Octopus" - Jefferson Starship (RCA)

DATELINES

September 11-14

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

September 11-14

Radio/Television News Directors Association's International Conference Opryland Hotel, Nashville.

1986

February 2-5

National Religious Broadcasters' 43rd annual convention Sheraton Washington, Washington, DC.

March 6-8

Country Radio Broadcasters' 17th annual Country Radio Seminar Opryland Hotel, Nashville.

BRANIGAN'S BREAKING HER OWN RECORDS!

With the early success of "Spanish Eddie,"
Laura Branigan's new single, (7-89531)

and her new album,
"HOLD ME,"

Branigan is even topping herself!

Produced by Jack White for Family One Music, Inc. (FOMI)

CHR NEW & ACTIVE

129/25

A/C: 59/7

NOW ON TOUR!

- 8/2 Clearfield County Fair, Clearfield, PA
- 8/3 Garden State Arts Center, Holmdel, NJ
- 8/6 Rocky Glen Music Hall, Wilkes-Barre, PA
- 8/7-8 Front Row Theatre, Cleveland, OH
- 8/11 Holiday Star Theatre, Merrillville, IN
- 8/12-13 The Carlton, Bloomington, MN
- 8/16 Concord Pavilion, Concord, CA
- 8/17 Universal Amphitheatre, Los Angeles, CA
- 8/20-21 City Center, New York City
- 8/23-25 Claridge Hotel, Atlantic City, NJ



Management: Susan Joseph - Grand Time Management

(81265)



ON ATLANTIC RECORDS,
CASSETTES & COMPACT DISCS.

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STREET TALK

The hottest rumor of the week concerns two of the biggest names, **RCA** and **MCA**. Are these two corporations off to merger-ville? Street Talk has learned that negotiations suspended two weeks ago have resumed with some new wrinkles. To avoid possible conflicts of interest, look for producer **STEVEN SPIELBERG** to team up with **MCA** President/CEO **SID SHEINBERG** to buy Universal Pictures.

PAUL HARVEY got the phones (and nerves) jangling at **ABC** last week when he quipped something to the effect of, "There are three axioms in this life: 1) The check's in the mail; 2) I'll respect you in the morning; and 3) There won't be any job cutbacks after the merger."

Did someone say cutbacks? **KLOS/LOS ANGELES** Production Director **STEVE CROWLEY** says **ABC** eliminated his position. Word is that any further radio trimming would come from the networks, not the O&Os. It's **OK**, Paul — you're cool.

Meanwhile, it looks as if the spinoff fun has begun. Apparently last Friday **CAP CITIES** auctioned off three **ABC** rigs, clearing the way for the merger. Reportedly included in the sell-off were **KSRH/HOUSTON**, **KTKS/DALLAS**, and **WRIF/DETROIT**. The names of the buyers will be out in a few days, and an **ABC** spokesman said he wouldn't be surprised to see minorities involved. However, Street Talk hears that **NBC**, **GANNETT**, and **MALRITE** were among the "minority" bidders for **KTKS**.

As if **WLS/CHICAGO**'s disappointing spring book wasn't bad enough in itself, now a half-dozen area stations have complained to **ARBITRON** about 'LS personalities **STEVE DAHL** and **GARRY MEIER**, who recently made several on-air survey-related remarks. Arbitron still has not received **WLS**'s reply to the incident, which could carry some very serious consequences.

WCLS/DETROIT has applied for new call letters **WDTX**, but we'll be damned if anyone will answer the phone to discuss the new "Detox" format.

While nothing's been officially confirmed, it's said that when **AMOS BROADCASTING** takes over **CHR** combo **WZUU-AM & FM/MILWAUKEE**, Station Manager **STEVE SCHRAM** will choose to stay with **MALRITE** in an unnamed capacity. So who'll sit in the 'ZUU power seat? The answer can be found deep in the heart of Texas — it's **JIM THOMPSON**, VP/GM at **KLLL & KEND/LUBBOCK**.

'NEW Vs. The Crue

In an effort to defend their AOR turf, **WNEW-FM/NEW YORK** OM **SCOTT MUNI** and PD **CHARLIE KENDALL** issued the following memo to record reps:

"We love a battle, the napalm . . . ah, it's glorious. The last thing you need is to get caught in the crossfire. Be careful what your artists say in relation to IDs voiced for our competition. The key phrase we have a problem with is, 'Hi, this is Jimi Hendrix, and you're listening to **K-ROCK**, New York's #2 rock station, but not for long.' It will be a hell of a lot longer than they think, and even longer before you'll be back on speaking terms with 'NEW-FM. An artist doing an ID for a radio station is one thing, but getting involved with positioning statements is another."

MOTLEY CRUE's **NIKKI SIXX** unwittingly cut such an ID, and the group immediately felt 'NEW-FM's wrath. Despite 'NEW's plans to sponsor an M.C. show in two weeks, all of the band's records went "bye-bye," said Muni, who warned, "It is a war, and all is fair. We have 18 years of turf to protect. We're reminding everybody not to get carried away with the new kid on the block, one which has changed formats twice in the last two years. Don't forget where your roots are."

One can only wonder how many artists 'NEW-FM is willing to sacrifice to **WXRK** before this ammunition begins to backfire. However, it may not get that far. **ELEKTRA**, which would have avoided the situation had it received 'NEW's telegram in time, has asked **WXRK** to withdraw the sensitive ID. No word on 'XRK's response yet.

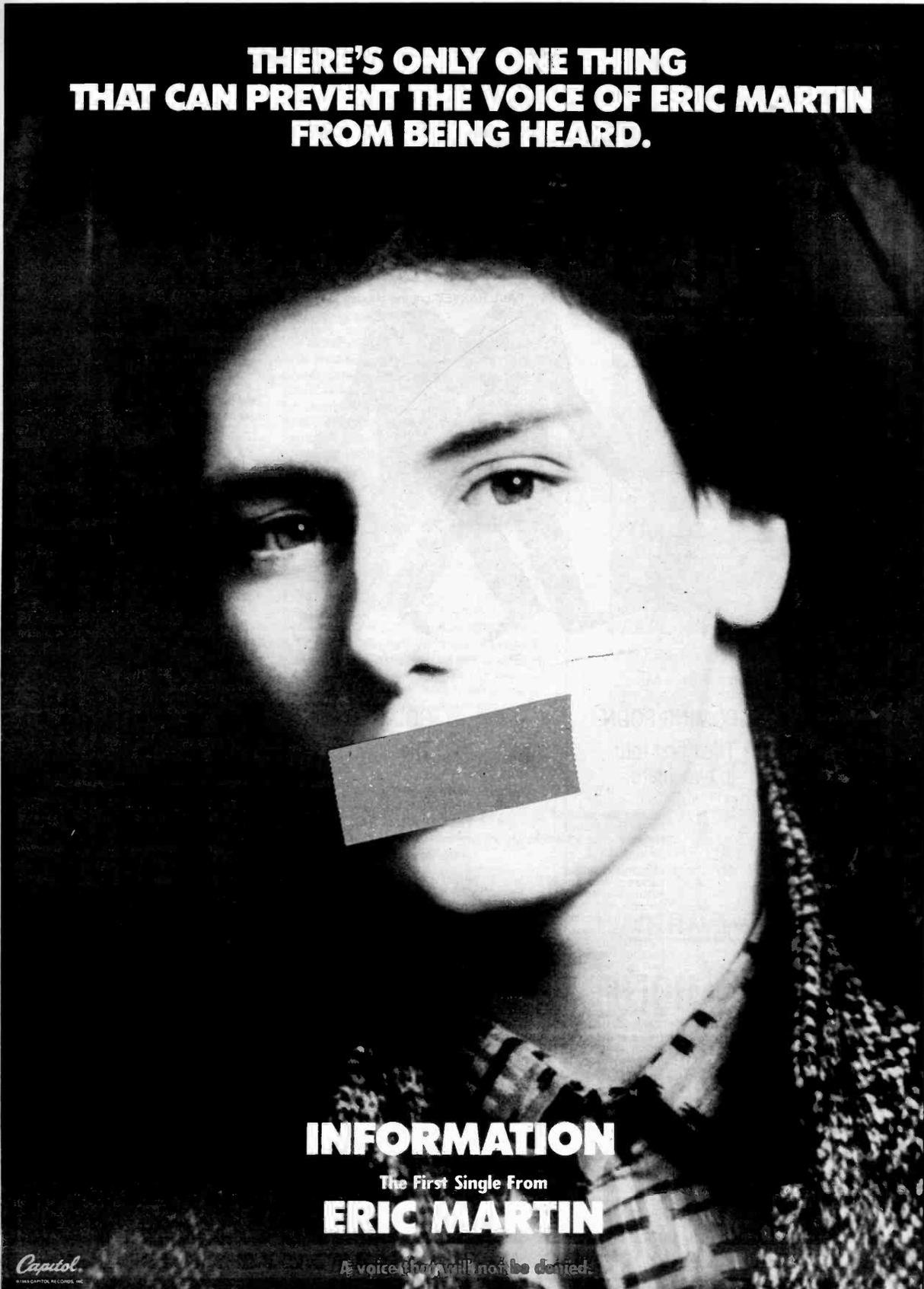
Now that rapidly-growing rep firm **HILLIER, NEWMARK, WESCHLER, & HOWARD** has over 100 stations in its bullpen, don't be surprised to see **HNW & H** favoring more major-league markets and group owners in its lineup.

Baseball BBP on AOR? **WGN/CHICAGO** chose **WXRT** to carry seven Cubs games when 'GN is busy with the NFL Bears this fall. **WXRT** pays no fee, and gets plugs on **WGN** every ten minutes when both games are in progress. Not a bad deal.

Continued on Page 31

B I O	TO	Program Directors	AIR DATE	TIME
	FROM	WESTWOOD ONE	Weekly	One Hour
M E S S A G E	AREA CODE	(213)-204-5000	NUMBER	
	"The Rock Chronicles"			
	-- spotlighting the rock'n'roll milestones of yesterday, today and tomorrow			
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY.			

**THERE'S ONLY ONE THING
THAT CAN PREVENT THE VOICE OF ERIC MARTIN
FROM BEING HEARD.**



INFORMATION
The First Single From
ERIC MARTIN

Capitol
© 1963 CAPITOL RECORDS, INC.

A voice that will not be denied.

SUPERTRAMP

THE BAND THAT'S GOT AMERICA COMING AND GOING



COMING SOON.

Their first tour
in two years.

SEPT 23-24 St. John, Newfoundland
27 Halifax, Nova Scotia
28 Fredericton, New Brunswick

OCT 2 Bloomington, Indiana
4 Kalamazoo, Michigan
5 Buffalo, New York
6 Syracuse, New York
8 Worcester, Massachusetts
11 Philadelphia, Pennsylvania
12 Fairfax, Virginia
13 Hampton, Virginia
16 New York, New York
18 Portland, Maine
19 Ottawa, Ontario
21 Quebec City, Quebec
22 Montreal, Quebec
24 Toronto, Ontario
27 Detroit, Michigan
29 Chicago, Illinois
30 Madison, Wisconsin

NOV 1 Milwaukee, Wisconsin
2 Bloomington, Minnesota
4 St. Louis, Missouri
5 Kansas City, Missouri
6 Norman, Oklahoma
8 Austin, Texas
9 Houston, Texas
10 Dallas, Texas
14 Calgary, Alberta
17 Vancouver, British Columbia
18 Seattle, Washington
20-22 Los Angeles, California

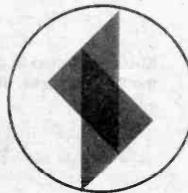
GOING STRONG.

The new single

BETTER DAYS

(AM 2760)

From their album
BROTHER WHERE YOU BOUND (SP 5014)



SUPERTRAMP

ON A&M RECORDS,
COMPACT DISCS &
BASF CHROME CASSETTES.

PRODUCED BY
DAVID KERSHENBAUM AND SUPERTRAMP.



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STREET TALK

Continued from Page 28

Before we leave the diamond, it was nice to hear new Hall of Famer **LOU BROCK** say that he discovered the world of baseball and big-city life from nightly listening to 50-kw giants **WLAC/NASHVILLE** and **KMOX/ST. LOUIS**. One can only wonder how many other pros feel the same way.

MEDDY WOODYARD has left her position as VP/Affiliate Relations at the **UNITED STATIONS RADIO NETWORK**. She was originally hired when the net was still in **RKO's** hands, and resigned "apparently because of the change in operations," according to US Exec. VP **BILL HOGAN**. Other reports suggest she was asked to leave.

More changes appear to be in store for **WDAF/KANSAS CITY**. This week's front page chronicles the story of **MOON MULLINS's** departure, but next week's news may tell the tale of **GM TOM CONNOLLY's** transfer to one of **TAFT's** new acquisitions in Atlanta or Indianapolis. Insiders aren't saying who will replace Tom, but it appears to be someone already in the company.

The latest on Capitol Hill is that the Senate Commerce Committee is now investigating "porn lyrics" to assuage lobbying groups seeking a ratings system on records as la the motion picture industry. So what sort of scientific procedure is the SCC using? One research intern, seeking names of radio PDs, labels, and distributors, said he "didn't care who they were" as long as he came up with one of each to talk to.

Gig Dept.: Last week's Street Talk listed six Country stations who were PD-less. Add two more: **KBUC/SAN ANTONIO** PD **MAX GARDENER** has departed due to health reasons. And **WRNL/RICHMOND** PD **MIKE ANDERSON** has left the station . . . If it's A/C you want, consider **KEZR/SAN JOSE**, where **BOB HARLOW** just exited as **ALTA BROADCASTING** VP/Programming. And there's a weekend/utility opening at **KOSTILOS ANGELES**, but don't blow your chances by calling . . . For AOR addicts, check out the the PM drive avails at **WYNFTAMPA** and **KSJO/SAN JOSE**.

As a bit, **WFMV/BLAIRSTOWN, NJ** morning man **MIKE "MUD MAN" ALAN** called **Z100/NEW YORK's** "Morning Zoo" to ask for a job while on the air. **WFMV/GM** William Dimmich wasn't amused, and promptly fired him. **Z100 OM SHADOW STEVENS** has arranged an interview for Mike, who's seems to be paying a stiff penalty for having the courage to try something different.

Radio, TV, newspapers, and wire services were abuzz this week when UPI reported that Mormon Church-owned **KSL/SALT LAKE CITY** had dropped all **MADONNA** records because of her nude photos in *Playboy* and *Penthouse*. But apparently, UPI was a little fast on the draw.

KSL PD GEORGE LEMICH told Street Talk that a UPI writer, upon learning that **KSL** sister **KAFM/DALLAS** was running a "Madonna-Free Weekend," called **KSL's** newsroom to see if there was a pattern; he was told Madonna had been pulled a week ago. It turns out that Madonna's "Angel" had been dropped simply because it was over, but the UPI writer wrote that station officials had confirmed Madonna was dropped because of the nude pix. UPI later ran a "kill" on the story, but of course, by then it was too late. George says **KSL** will keep playing Madonna's music as long as it fits the format, although the station has avoided several records in the past due to their controversial nature.

Z106/PHILADELPHIA's swing/weekender **SAM MILKMAN** and Production Director **DAVID BLAISE** have created a Madonna spinoff called "Into The Nude" that's pulling big phones. If you want a copy, contact PD **STEVE DAVIS**, who insists that rumors of a format change with the involvement of consultant **MIKE JOSEPH** are just that — rumors.

Longtime **POLYGRAM** local San Francisco rep **JEFF TRAGER** is available after ten years with the label. See "Pros On The Loose" (Page 14).

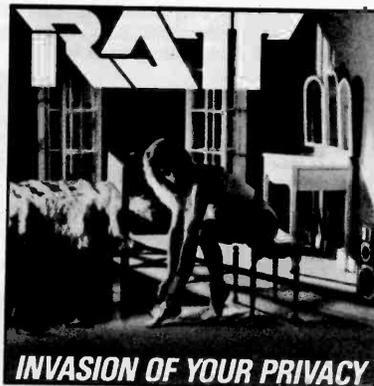
KIMN/DENVER's afternoon ace **STEVE KELLEY** has left for mornings at **GANNETT's** **KSD/ST. LOUIS**. Could he be the heir apparent to **RICK DEES** at **KIIS-AM & FM/LOS ANGELES**? That speculation assumes that Rick will eventually become too busy with his syndicated radio shows, live comedy routines, TV/radio voiceovers, and movies. Indeed, Gannett's St. Louis/L.A. connection is hot, as both FM/AM PDs **Gerry DeFrancesco** and **Mike Schaefer** spent time in the "Gateway City."

MANAGEMENT THREE Chairman **JERRY WEINTRAUB** has announced a merger with **DENNY BOND** and **STEVE SAUER** and the management division of their company, **PROFESSIONAL MANAGEMENT CONSULTANTS**. The new company is still to be known as Management Three.

KCNR/PORTLAND may not be as committed to the new "Classic Hits Of The '60s, '70s, and '80s" with consultant **MIKE McVAY** as everyone thought. PD **SCOTT McLEOD** is out and MD **TODD DENNIS** is interim PD while the station reevaluates its position . . . **WING/DAYTON OM/PD JOHN KING** has exited to program a new station in the St. Louis area. **JOHN ALEXANDER** is interim PD.

The duet of **MICK JAGGER** and **DAVID BOWIE** performing "Dancing In The Street" will be released by **EMI AMERICA** August 19, with all proceeds going to the Live Aid Foundation. The label requests that all stations refrain from playing the song until they receive the official, approved version.

RATT CONTINUES TO INVADE RADIO!



INVASION OF YOUR PRIVACY

With their hit single, "Lay It Down," (7-89546) and their smash platinum album, "INVASION OF YOUR PRIVACY," (81257)

RATT is all over the radio.

And all over MTV.

And they're not about to leave!

Produced by Beau Hill
A Berle Company Production

CHR NEW & ACTIVE

126/14

On Tour Now!



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R&R FRIDAY, AUGUST 2, 1985/31



ON THE RECORDS

KEN BARNES

Heavy Metal Vanishes After AOR Banishes It

When top AOR programmers and consultants began to make pronouncements last year about dropping heavy metal from their playlists, they meant what they said. At the end of the first six months of 1985, heavy metal appears to be in danger of becoming extinct on AOR radio.

For the past three years, the percentage of heavy metal artists reaching Top 15 on the AOR Albums chart has been stable, around 14%. During the first half of this year, out of 51 albums that attained a Top 15 ranking, one could be labelled a metal LP. (However, that album, Deep Purple's "Perfect Strangers," was a holdover from 1984 and, as IRS's Michael Plen remarked, is not even considered heavy metal by a lot of programmers, who instead think of it as classic hard rock. I classified it as metal because Deep Purple helped invent the form in the early '70s and haven't really changed styles dramatically.)

One out of 51 comes out to just under 2%, and that is one drastic drop. Just for review purposes, here's the way the statistics look since 1978:

Year	AOR LP Top 15 Pct
1978	2.4%
1979	4.1
1980	6.2
1981	11.4
1982	14.0
1983	13.4
1984	14.0
1985	2.0

(first six months)

Help On The Horizon?

Let me quickly add that the present 2% figure is very likely to be a temporary low-water mark. Already in July, Ratt and Motley Crue have reached Top 15, and Y&T seems to stand a good chance of following suit. It's interesting to note that both Motley Crue and Y&T have customized single tracks for AOR airplay — the former with a revival of the Brownsville Station teen anthem "Smokin' In The Boys Room," by no means a metal number, and Y&T with a slick studio version of "Summertime Girls" on an otherwise live album. This strategy is by no means new, but it should become more frequent in the new AOR climate (which, according to the spring ratings, seems to be producing good numbers).

And let's note that even if we added Ratt, Motley, and Y&T to the Top 15 roster without adding any other new Top 15 LPs, metal's percentage would still be only 7%, which means the metal hit content on AOR would have dropped in half. Fans of heavy metal are

clearly in danger of being disenfranchised on the radio, because if AOR isn't playing it, there isn't anywhere else to go (with CHR and



Deep Purple carries the metal banner . . . alone

MTV similarly inhospitable). That produces another of those increasingly frequent situations where radio stations are pulling in

labels, and their avenues of exposure are becoming quite limited. Yet record stores and concert halls still feel a demand for metal. I don't have any brilliant instant solutions, but I think it's an interesting situation to watch.



Ratt & Motley to the rescue . . . but it may be a losing battle

Tina's Back Page Sweep

Tina Turner has pulled off a rare R&R chart feat — appearing on all four Back Page charts simultaneously. It's very tough to come up with a record that appeals to CHR,

A/C, AOR, and Black/Urban strongly enough to chart, and with crossover patterns as varied as they are (for instance, CHR sometimes charts a song just as it falls off the B/U chart), it's even tougher to break at the same time.

But "We Don't Need Another Hero" scored a sweep July 26 by making its debut on the AOR Tracks chart at #26, while standing at #17 CHR, #12 B/U, and #14 A/C. The last song to hit all four simultaneously was "We Are The World," so Tina is in illustrious company. Phil Collins just missed with his last two singles, as "Susudio" didn't chart A/C and "One More Night" wasn't a B/U chart entry. Tina could take the feat further if she hits Top 10 on all four charts. "We Are The World" peaked at #17 in AOR.

Music & Men's Magazines

AN "EXPOSE" BY HURRICANE HEERAN

The following scholarly treatise on the interaction between pop music and men's magazines is brought to you by Associate Editor Hurricane Heeran, the only R&R employee with behind-the-scenes experience (see photo).

With Madonna's exposure in *Playboy* and *Penthouse*, a brief look back appears timely. Debbie Harry was actually a *Playboy* bunny before joining Blondie, and was later a *Penthouse* cover subject (without inside photo showcase). Dolly Parton also made *Playboy's* cover (interview only), while earlier this year, Vanity was the subject of a photo layout. Dale Bozzio of Missing Persons, who may have done Bunny work, starred on the cover and inside *Hustler* recently.

A couple of erotic film actresses have tried their hands at musical careers: Andrea True had a hit with "More More More" in 1976, while Marilyn Chambers' "Benihana" met a less successful fate (she also played a country singer in the movie "Up 'n' Coming").

Both *Playboy* and *Penthouse* had record labels, with *Playboy's* achieving some success with the



Author Hurricane Heeran enjoyed a very brief career as a *Playboy* Bunny himself

likes of Mickey Gilley; Hamilton, Joe Frank & Reynolds; and *Playboy* photo star Barbi Benton. *Playboy* also released a videocassette this year entitled "Girls Of Rock 'N' Roll," but none of the stars has exactly steamed up the charts.

A few songs have covered the skin mags, notably "Centerfold" by the J. Geils Band. "Playboy" by the Marvellettes had a different focus, but there was an obscure



Madonna: Verging on controversy

single called "I'm In Love With A *Playboy* Bunny" by Paul Hampton. "Penthouse To Pavement" by Heaven 17 does not qualify, nor does "High Society" by Norma Jean.

But Madonna has gained more notoriety than any previous pop celebrity in this somewhat restricted field, and with "Dress You Up (In My Love)" her new single, we can hear the jokes already.

Musical Notes

NBC premieres "The Motown Revue Starring Smokey Robinson" August 9, which must represent the first time a record label has its own regular TV series. (Of course, artists from other labels will appear.) The show is scheduled, by the way, against "Dallas," so it will require heavy support from musically-inclined viewers.

Looking for a new musical trend? How about black female groups from Holland? Mai Tai, a trio from Guyana relocated to Holland, are on the Black/Urban chart, while Curtie & The Boombox is a new Dutch group making noise in CHR.

Frequent On The Records contributor Hurricane Heeran (see elsewhere this page) has a couple more radio songs to add to my by-no-means-definitive list recently. He cites "Who Listens To The Radio" by the Sports and "You Turn Me On (I'm A Radio)" by Joni Mitchell (covered in country by Gail Davies), which Hurricane says is a tribute to the late air personality B. Mitchell Reed.

1984 SALES ANALYSIS BY STATES

Total	500,000	1,000,000	1,500,000	2,000,000	2,500,000	3,000,000	3,500,000	Over
Facilities States	292,989	492,989	989,989	1,489,989	1,989,989	2,489,989	2,989,989	25,000,000
Alabama	12	8	1	8	2	2	2	2
Arizona	5	7						
Arkansas	10	3	3	1	2	3	4	2
Alaska								
California								
Colorado								
Connecticut								
D.C.								
Delaware								
Florida								
Georgia								
Hawaii								
Idaho								
Illinois								
Indiana								
Iowa								
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Oklahoma								
Oregon								
Pennsylvania								
Rhode Island								
South Carolina								
South Dakota								
Tennessee								
Texas								
Utah								
Vermont								
Virginia								
Washington								
West Virginia								
Wisconsin								
Wyoming								
Puerto Rico								
Virgin Islands								
Totals	27							

STATE ACTIVITY COMPARISONS - 1984

STATE	# STATIONS	# SOLD	% SOLD	STATE	# STATIONS	# SOLD	% SOLD
Alabama	248	37	14.9	Nebraska	113	14	12.3
Arizona	128	3	16.4	Nevada	50	6	12.0
Florida	196	18	9.1	New Hampshire	52	8	15.1
Georgia	60	3	5.0	New Jersey	101	4	3.9
Hawaii	565	47	8.3	New Mexico	122	15	12.2
Idaho	162	20	12.3	New York	277	36	12.9
Illinois	89	14	15.7	N. Carolina	355	63	17.7
Indiana							
Iowa							
Kansas							
Kentucky							
Louisiana							
Maine							
Maryland							
Massachusetts							
Michigan							
Minnesota							
Mississippi							
Missouri							
Montana							

MOST ACTIVE REGIONS - 1984

REGIONS	NUMBER STATIONS	NUMBER SOLD	PERCENT SOLD
ROCKY MOUNTAIN	739	107	14.5%
SOUTHWEST	1135	123	10.8%
SOUTHEAST	2368	349	14.7%
MIDWEST/WEST	1068	97	9.0%
MIDWEST/EAST	1259	92	7.3%
NORTHEAST	606	56	9.2%
WEST	1063	111	10.4%
MID-ATLANTIC	1016	100	9.8%

MOST ACTIVE STATES
 Alabama, Louisiana, Florida, Kansas, Illinois, Indiana, Michigan, New York, Texas, Virginia, West Virginia, Kentucky, Tennessee, Mississippi, Missouri, Arkansas, Georgia, North Carolina, South Carolina, North Dakota, South Dakota, Nebraska, Nevada, New Mexico, New Hampshire, New Jersey, New York, Pennsylvania, Kentucky, Washington, Florida, Texas, N. Carolina, California, Tennessee, Alabama, New York, Pennsylvania, Kentucky, Washington.

STA

Radio Stations Sold
 Total \$ Volume (add 000) 9
 Average Station Selling Price 1;
 % to previous yr. +
 Note: *Station Price Trends* sale of combined AM-FM fm have been reported as single

PUTTING BUYE

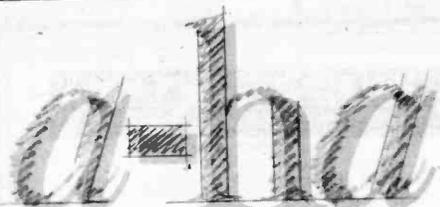
FOR MORE INFOR
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 CHAF
 1255
 1255

RESEARCH BULLETIN

1984

STATION TRADING

WRITE OR CALL FOR YOUR COPY
 Janice P. Blake, Marketing Director
 CHAPMAN ASSOCIATES, INC. EXECUTIVE OFFICES
 1835 Savoy Drive, Suite 206, Atlanta, GA 30341 (404) 458-9226



the new single "take on me"

(7-20011)



NEW & ACTIVE

75/26



- | | |
|---------------|--------------|
| CFTR 34-37 | KF95 add |
| 94 Q add | KIKX add |
| I95 add | KKFM add |
| B96 33-29 | KSND add |
| WKTJ 23-21 | KMGX add |
| KIISFM add | KMQQ add |
| KPLUS deb 30 | KCAQ add |
| Q100 33-21 | KSKD add |
| WERZ add | KDONFM 38-35 |
| WAMX add | KCPX 31-29 |
| WPST 31-26 | Q104 deb 30 |
| WRCK add | KWES deb 34 |
| WKRZFM deb 40 | WPFM 35-28 |
| WTLO 37-31 | Z102 add |
| WBBQ 31-28 | KKQV deb 39 |
| WJZR deb 40 | WHSL 28-25 |
| WNOKFM deb 38 | WRKR 15-10 |
| WZLD 40-36 | WSPT deb 35 |
| WANSFM deb 40 | KCDQ add |
| KZYP 32-29 | KTRS deb 31 |
| WFMI add | KOZE add |
| KX104 add | KBIM add |
| BJ105 add | KZOZ 35-23 |
| KITY 29-24 | OK95 24-16 |
| WKZL 35-32 | |
| KIHK add | |
| Z104 24-19 | |
| WRWN add | |
| KEYNFM add | |
| WHOT add | |
| KQXR 36-28 | |



produced by alan tarney
from the lp
hunting high and low
on warner bros.
records and cassettes.

©1985 warner bros. records

You'll Never Never Know

Right about now, **Rhino** should be reissuing material from the **Platters'** two-plus decades as recording artists. In addition to the sort of ballads (and remakes of pre-rock standards) they're best remembered for, the volume will give this generation its first easy access to uptempo, late-'60s sides such as "Sweet Sweet Lovin'" and "With This Ring." Almost every R&B group from rock's first decade had a similar '60s period when they started making boogaloo records, most of them very good and very lost to history.

Also lost, or heavily obscured, is the **Platters'** involvement in one of rock history's more bizarre moments. Of all the reference books that mention them, only *Rolling Stone's* "Rock Almanac" discusses the scandal that engulfed the **Platters** for four months in 1959. Yet those who lived through it recall that the incident attracted as much front-page attention — over a longer period of time — as, say, **Madonna's** nude pictures.

On August 10, the four male **Platters** were arrested in a Cincinnati hotel room along with four nineteen-year-old women, all in some stage of undress. All were charged with lewdness and assignation. The singers were charged with aiding and abetting prostitution; the women, three of them white and one black, with prostitution. In early December the eight were found innocent, but not before a judge could remark, "You have taken that which can be the core of reproductive life and turned it into a socially abhorrent, tawdry indulgence in lust."

Twenty-six years later, there's little question that most of what happened to the **Platters** was racial harassment. Until **Tony Williams** and company were acquitted, however, the **Platters'** career went into limbo at least temporarily. Two singles issued during summer and fall failed; it wasn't until January 1960 that the group made it back into the top ten with "Harbor Lights." After that, the **Platters** didn't have another top 10 hit, although some would attribute that to the subsequent departure of **Williams** as lead singer.

MONDAY, AUGUST 5

1957/"American Bandstand" makes its network debut on ABC at 11am Philly time. The first guests are the **Chordettes**.

1975/**Stevie Wonder** and **Motown** announce, after much speculation, that **Stevie** will be remaining on the label although the details of the (estimated) \$13 million contract aren't really worked out until spring 1976.

1983/A lot of those watching the "Live Aid" concert remarked on how happy to be free **David Crosby** must have been. On this day he was sentenced to eight years for drug and firearms possession after sleeping through most of his trial.

Birthdays: **Sammi Smith** 1943, "Highwayman" author **Jimmy Webb** 1946, **Rick Derringer** 1947.

TUESDAY, AUGUST 6

1971/**Procol Harum** play with the **Edmonton Symphony** and the result is their other hit single, "Conquistador."

1981/**Stevie Nicks** releases her first LP, "Bella Donna," and in doing so has the first solo hits of any **Fleetwood Mac** member. **Nicks** is scheduled for a new LP before Labor Day. If that happens she'll have released three studio LPs in four years, making her more prolific than her group.

Birthday: **Isaac Hayes** 1938.

WEDNESDAY, AUGUST 7

1948/**Hank Williams Sr.** makes his debut on the *Louisiana Hayride*.

1963/**The first of American-International's** beach movies premieres. **Frankie Avalon** and **Annette Funicello** star in "Beach Party."

Birthdays: **Stan Freberg** 1926, **B.J. Thomas** 1942, **Rodney Crowell** 1950, **Andy Fraser** 1952, **Bruce Dickinson (Iron Maiden)** 1958.



THURSDAY, AUGUST 8

1957/**Fats Domino's** first full-length LP is released. **Domino** and **Doug Kershaw** have followed up their cover of "My Toot Toot" with a fried chicken commercial, in which the pair warn, "Don't mess with my Popeyes."

1975/**Robert Altman's** movie "Nashville" opens in Nashville. The film, written by **Joan Tewksbury**, takes nine months to spin off a hit single, **Keith Carradine's** "I'm Easy." Nine years later, **Tewksbury** directs the film "Heaven," which takes more than a year to spin off two hits, **Bryan Adams's** title track and **AniMation's** cover of "Obsession."

Birthdays: **Keith Carradine** 1950, **Mei Tills** 1932.

FRIDAY, AUGUST 9

1974/**Bill Chase** and other members of **Chase** are killed in the crash of a small passenger plane.

1975/**The first Don Kirshner** rock music awards are televised.

1982/**The O'Jays** have their most recent B/U top ten hit with "Your Body's Here With Me (But Your Mind's On The Other Side Of Town)."

Birthdays: **Barbara Mason** 1947.

SATURDAY, AUGUST 10

1974/After one studio LP for **Asylum**, **Bob Dylan** makes a much-publicized return to **Columbia** and starts working on "Blood On The Tracks."

1984/**Twisted Sister's** first hit, "We're Not Going To Take It," debuts on the **CHR** charts a week after its peak at #10 on the **AOR** charts.

Birthdays: **Ronnie Spector** 1943, **Patti Austin** 1950, **Ian Anderson** 1947, ex-**Toto** crush **Rosanna Arquette** 1959.

SUNDAY, AUGUST 11

1962/"Green Onions" by **Booker T. & the MG's**, another one of those hits that allegedly started out as a studio jam, is released.

1968/**Apple's** first four releases are issued as part of a "National Apple Week" campaign. The only non-**Beatles** hit that comes out of the first package of singles is **Mary Hopkin's** "Those Were The Days."

Birthdays: **Jeff Hanna (Dirt Band)** 1947, **Eric Carmen** 1949, **Joe Jackson** 1954.

CHR NEW & ACTIVE

50/27 (Second Week)

WXKS-FM	WZLD	WJAD
WNYS	WFMI	Q101
CKOI	KX104	T94
WCAU-FM	KITY	WIXV
PRO-FM	WRQN	WGLF
WHTY	WHOT	KKQV
KPLUS	KQXR	KNIN
WFLY	KF95	WHSL
Q100	KIKX	99KG
WERZ	KBOS	WDBR
98PXY	KQMQ	KDVV
WGFM	KO93	KFMW
93Q	KCAQ	KGOT
WRCK	KSKD	KCDQ
WTLO	KZZU	KBIM
KZZB	KHYT	OK95
WNOK-FM	WZON	

SOME PEOPLE
THE NEW SINGLE BY

**BE LOUI
SUME**

(Bah-LOO-ee-SUM)



Capitol

Produced by Steve Thompson, Michael Barbiero and Peter Schwier.

© 1985 EMI Records, Ltd.

"MONEY for NOTHING"

DIRE STRAITS

CHR BREAKERS

Chart Debut 32



- 1 Track Chart
- 1 Album Chart

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

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



BRAD MESSER

CALENDAR

The Almost- Perfect Contract

You know what they say about contracts. The large print giveth and the fine print taketh away.

In radio, there's probably no perfect employment contract, but occasionally this column offers up another gemlike clause or provision which the ever-elusive flawless contract would surely include, ranging from the basics such as free parking and toilets that work, up to the really dreamy stuff like guaranteed excellent

equipment and a Johnny Carson Plus One Day vacation policy.

A few weeks ago, in exploratory job talks with a high muckmuck who shall remain unnamed, he got into the meat of the discussion by asking what I would include in a "dream contract."

As I thought about it, a new phrase jumped into my mind. It

felt perfect. It made me smile. It seemed to cover almost everything.

So I said it out loud. "Just two simple things. I want to be fireproof and screwproof."

It did rate a laugh. But no attorneys scurried away to write it verbatim into a contract.

So it goes.

But it still sounds almost perfect to me.

First American Income Tax

MONDAY, AUGUST 5 — America's first income tax was signed into law by President **Abe Lincoln** in 1861, to raise money to fight the Civil War. Uncle Sam took a flat three percent of everything over \$800 per year (effective January 1, 1862).

1974 — President **Nixon** released three secretly-recorded tapes which revealed he had tried to stop the FBI's investigation of the Watergate case. Most remaining public support for Nixon eroded, then he resigned four days later.

1962 — **Marilyn Monroe** sleeping pill OD. 1952 — First transatlantic flight by helicopter. 1924 — "Little Orphan Annie" published. 1904 — First traffic light, Cleveland, red and green lights plus a buzzer. 1884 — Statue of Liberty pedestal cornerstone laid. 1620 — Pilgrims left England in "Mayflower".

Isaac Hayes 43. **Neil Armstrong** 55 (first man on moon 1969). Director **John Huston** 79.

Hiroshima 40th Anniversary

TUESDAY, AUGUST 6 — Fortieth anniversary of the first atomic bombing, in which an estimated 100,000 people died — and about that many more were injured — in Hiroshima, Japan (1945). Four square miles of the city were devastated. Although President **Harry Truman** announced to Americans that the city was "an important Japanese military base," the bomb didn't hit any military installations. The Hiroshima bomb was a toy by today's standards: the average ICBM warhead is 25 times more powerful.

1981 — President **Reagan** ordered development of a neutron bomb. 1926 — **Gertrude Ederle** first woman to swim English Channel (14 hours 31 minutes). 1890 — First execution by electric chair, axe murderer **William Kemmler** at NY State Prison, Albany.

Lucille Ball (Dianne Belmont) 74.

Earth Seen From Space

WEDNESDAY, AUGUST 7 — The first picture of the whole Earth, as seen from outer space, was taken 26 years ago by the American space probe Explorer-6 (1959).

1782 — General **George Washington** created the military medal which we call the Purple Heart. He named it the Badge For Military Merit.

1974 — **Philippe Petit** walked a tightrope between the towers of the World Trade Center, NYC. 1964 — Vietnam war Tonkin Gulf resolution.

1942 — U.S. Marines attacked Guadalcanal (Solomon Islands) to begin the first successful American offensive against Japanese forces in World War II.

Stan Freberg 59. Anthropologist **Louis Leakey** born 1903. **Carl Wickman** born 1887, started with one used car, eventually created Greyhound Bus company 1930.

Nixon Abandons White House

THURSDAY, AUGUST 8 — Seventeen years ago today, the Republican national convention unanimously selected **Richard Nixon** as its presidential candidate (1968), and he went on to defeat Democrat **Hubert Humphrey**. Eleven years ago today, President Nixon resigned rather than continue to face impeachment proceedings (1974). He left the White House the following day.

Fortieth anniversary of U.S. ratification of United Nations charter (1945).

1888 — Revolving door patented. 1876 — Mimeograph patented. 1846 — Smithsonian Institution founded by Congress.

1709 — First flight by a manmade object, **Gusmao's** model balloon over Portugal.

Connie Stevens (Concetta Ingolia) 47. **Dustin Hoffman** 48. **Mel Tillis** 53. **Esther Williams** 62.

Second Atomic Bomb On Japan

FRIDAY, AUGUST 9 — Forty years ago, an American B-29 dropped a second nuclear weapon on Japan, wiping out half the city of Nagasaki and causing an estimated 120,000 casualties (1945). The following day, the Japanese government began discussing surrender, not knowing that no more nuclear weapons were coming. America was bluffing: we didn't have another bomb built and available.

1974 — Vice President **Gerald Ford** was promoted to President upon **Richard Nixon's** departure.

Ken Norton 40, beat Ali in '73. **David Steinberg** 43. **Rod Laver** 47. **Jonas Bronck** born 1639 in Holland, first European settler on what's now Bronx NYC. **James Gamble** born 1836, developed first floating soap, Ivory, for Procter & Gamble.



BRAD WOODWARD

WHAS HOST RESPONDS

Screening Talk Radio Calls: Another Viewpoint

WHAS/Louisville PD Denny Nugent circulated my recent column on screening calls (R&R 5-10) to his staff for their reactions. Milton Metz, a host on WHAS for 25 years, disagreed with some of the column's points, particularly the view that calls should be juggled to achieve a balance of opinions on the air. Here is Metz's alternative perspective on call screening.

"I remember some nights when callers to my radio talk show were all witty, incisive, and informed. Alternately, they reflected pro and con opinions. And their demographics made even our perfectionist PD smile.

"Now, let's deal with reality. Sure, take out the obvious drunks, the troublemakers recognized from previous calls, the underaged, the wrong numbers - to say nothing of those musical requests.

"Even a good screener can't always spot a jerk in advance."

But once you start choreographing a balance of pro and con opinions, you're in dangerous territory. Yes, you'd like that to happen, but to force it to happen means you're managing the subject being discussed - you're manipulating so-called open discussion. Once your listeners are on to that type of manipulation, you have seriously damaged the one thing a good talk show needs - integrity."

Host's Job To Move On

"And what if a caller is a crashing bore? A moderator can make short shift of him or her. What if a caller is slow of thought? Not all interesting ideas merit machine gun delivery. What if a caller is repetitious? Let him take a break, and you take the mike. The key here is the ability of the host to direct the flow, to make light of a

wrong number, to laugh off the rambling narrative and to move on.

"I don't believe you can expect a screener to be an instant analyst, able immediately to spot a cusser, a mouth-breather, or the ill-informed. What happens if the next time one of them succeeds in getting on

"Once you start choreographing a balance of pro and con opinions, you're in dangerous territory."

the air and asks why he didn't get a shot the other night? Do you tell him it's because he's a 'ding-a-ling'? Undoubtedly, in some markets. Not so in ours."

Disdain For Callers?

"Frankly, I'm a little uneasy about the term 'ding-a-ling.' Some

of the views expressed in the May 10 article reflect a disdain for the callers, especially those who don't conform to what you might call a good mix. It has been my experience that the audience tends to reflect the host's style. Be nasty and cutting, and you'll get that in return. If that's your programming stance, OK. But if you're out for the long haul, I have my doubts.

"This is not to say the host has to be a wimp.

"Having a discerning screener, I agree, is a plus, but I'm not sure it's a luxury many stations can afford. Use your screener to winnow out the clearly undesirable, but at



Milton Metz

84WHAS

the same time it's unrealistic to expect him to be a psychologist, speech therapist, and psychic when it comes to analyzing callers. It's tough enough to get a good host, let alone a duplicate in the control room.

"If your concerns are target demographics and a hot subject matter, that's where the payoff will come - choosing provocative guests, challenging topics, and today's issues. It works."



CHANGING TIMES - KNX/Los Angeles news associate John Stalina carts out manual typewriters replaced last month by a Colorgraphics Newstar system featuring 13 terminals and two printers. All of the CBS AM properties are making the switch to electronic newsrooms, at a total cost of over \$1 million.



TALKRADIO 2085 - KABC/Los Angeles morning team Ken Minyard and Bob Arthur contribute a recording of their June 19 broadcast to a downtown L.A. time capsule that will be sealed for the next century. They also donated articles bearing the slogan they've made famous in Southern California - EGBOK, or "Everything's Gonna Be OK."



SKY EYE - Lin Durling (right) 50 minutes of airborne reports monitoring a high-speed chase for KGO/San Francisco listeners and the police on April 17 earned the KGO traffic reporter a special award. California Highway Patrol Golden Gate Division Chief Erik Svede makes the presentation above. The chase reached speeds up to 100 mph, and ended with the arrest of an armed robbery suspect.

FIVE SCREENING TIPS

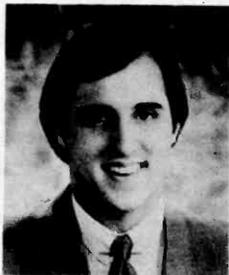
"You Run The Show"

WHAS/Louisville host Milton Metz offers his own tips for screening and handling talk radio calls:

- Be firm with the repetitious callers and ramblers. You run the show. Interrupt and conclude the call.
• Don't show anger at obscenities and barnyard noises. Invoke the mute button and go on to the next call; it'll ruin the obscenity caller's game. Besides, even a good screener can't always spot a jerk in advance.
• If you get an oddball, be cool; get a chuckle out of it. You'll come off looking good to your audience.
• Challenge a misstatement of fact, a slander, or a bigoted remark. You're not just a nerd at the mike.
• Inform (off the air) "regulars" and world-class bores they're to observe a quota, say once every two weeks for their call-ins.

ON THE MOVE

WIND/Chicago morning personality Clark Weber signs a new five-year contract with the station... National Broadcast Editorial Association names KNX/Los Angeles Director/Community Services Steve Smith the nation's top radio editorial writer... Larry Crandall becomes Manager/Administration at KOA/Denver... WINZ/Miami adds traffic reporter Al Abrelra to its team.
Walter Jacobson signs to continue his WBBM/Chicago commentaries for another year... Debbie Campbell joins KING/Seattle as Creative Director... WXYT/Detroit to be consulted by Kiemer Media Consultants... WWDB/Philadelphia ups producer/screener Susan Stillman to Executive Producer... Psychic Kenny



Steve Smith

Kingston now practices "clairaudio" on KIEV/Los Angeles Saturday afternoons.



JOEL DENVER

CONTEMPORARY HIT RADIO

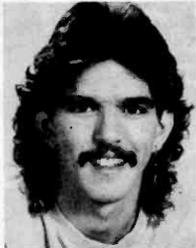
THE INSIDE STORY

America's Hottest Night Rockers



Bruce Vidal

"You don't have to dress like them or talk like them to relate to them (teens). Just remember what it's like to be young and concentrate on those priorities."



Mark Hanson

"The phones have really helped to create an unpredictable atmosphere. It takes patience, a lot of tape, a sharp blade, and timing."



Tony Hamilton

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



Kid Curry

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

The excitement and fun of being on the radio was the bait which got me hooked at 15. Because who had more fun than anyone else? The crazy person who rocked the airwaves at night. Everyone knew his name. Everyone talked about what he did and played the night before. What better job could you want? Playing your favorite music, talking to people on the phone, and having a little notoriety at the same time seemed like the ultimate then.

In retrospect 18 years later, the 6-10pm or 7pm-midnight shift would still be my first choice if I were to pick up the headphones again. Working at night offers several advantages: there's hardly anyone around, there are less restrictions, and you have the opportunity to stay in touch with the most active segment of your station's audience.

Nighttime In The Bigtime

What's it like to rock nights at some of America's premier CHR stations? Do these nighttime airwave maniacs drive around in hot cars with equally racy women? Do they earn bonzo bucks deluxe? Or is it strictly "doin' my four and I'm out the door?" I talked with KIIS-FM/Los Angeles's Bruce Vidal, KKHR/Los Angeles's Mark Hanson, B96/Chicago's Tony "Wild

party or just go home and watch movies until all hours.

"Outside of some personal appearances, I've got no daytime commitments. So I can generally sleep as late as I want. It's just me and my producer, John Adams. The phones ring, the monitors are blasting, and I'm lovin' every minute of it."



The Party Program

Competitor Mark Hanson, whose track record includes WMEE/Ft. Wayne, WZPL/Indianapolis, and KRIG/Odessa, TX, works 7pm-midnight, so things are a little different for him. "This shift fits my lifestyle. The people who listen are generally there to have a good time, so I can be sillier and more creative than other shifts would allow.

"Having Saturday and Sunday nights off is good, but when I get off at midnight I've generally got production to do, and there isn't anywhere to go but home. The only downside is being at work when your friends aren't. But when I'm on the air I feel so good - it doesn't really bother me."

And what about "Wild Man" Hamilton? With a name and act like his, nights were tailor-made for him. "Nothing about the shift bothers me - everything is great.

All I need is a great station and PD, and I've got both. I'm the happiest I've ever been, the shift's visibility is a definite plus, and I date a lot. Girls are funny. They want three things: money, sex, and drugs. I don't do drugs anymore, so they hit me real hard for money and sex."

Teen Jock Pigeonhole

There was a time when CHR didn't want anything to do with teens. But time passes and things change. Today's CHR programmers realize teens' spending power exceeds what ours was when we were in that demo. Teens lead to adult females; they in turn lead to adult males. Hence, the night rocker's position has become more valuable in recent years.

But is today's CHR nighttime maniac afraid of being typecast as a teen jock? Kid Curry, who's done mornings at 95/Miami and afternoons on Y100/Miami as well as programming stints at KITY/San Antonio and WASH-FM/Washington, says no. "B104 needs a hot night jock, and I'm fulfilling that need. That's why I'm here. It's easier today for a talented night jock to grow into other shifts if he chooses. I aim at teens but realize there are a number of adults listening to my show. In a sense I help bring B104 into a middle ground."

"I fill in for Rick Dees when he goes on vacation," notes Bruce. "I'm really happy about that. It's not only a big thrill, but I really enjoy it." And Tony sees his shift as a stepping-stone. "I don't worry about being labeled as a night jock. I'll move into doing music somewhere. I'd eventually like to do afternoons and become a PD."

Establishing An Identity

A night jock was once considered a kind of pied piper for teens. While that night audience is somewhat broader in 1985, a successful night rocker needs to have his own identity within the market. "When

KKHR was doing the March Of Dimes Walk-A-Thon, I was hitting five and sometimes six schools a day doing presentations," said Mark. "It was a lot of work, but it paid off for me in many ways. I've also been invited back to participate in school career day activities. You just hope that some of those people you've met will turn into ratings."

Kid Curry, who worked for me at 96X/Miami in 1977, has always been a self-motivated personality. "I jump on the local bandwagon in the areas of high school, college, and pro sports. Like movie and TV



stars, these are the local celebrities my audience is talking about."

Tony frequents a few bars after work to shake hands with listeners. "I've always got my B96 coat on, no matter how hot it is outside. I'm constantly promoting B96, which in turn helps not only myself but my fellow jocks." Public appearances help cement the bond between you and the listeners. But the first line of contact occurs via the radio and then the telephone.

Wild & Crazy

Bruce describes himself as "semi-wild on the air with an edge of irreverence. My main purpose is to have a good time and put the audience into the same frame of mind. No brain surgery here. I just poke fun at myself when things are moving slow. Thankfully, those nights are few and far between."

"I follow Jack Armstrong and have to come on like gangbusters, hitting the runway flying," said Mark. "He's pretty energetic, and I feed off it. I have a lot of fun with the phones, which have really

helped to create an unpredictable atmosphere. All it takes is patience, a lot of tape, a sharp blade, and timing. It's really a challenge to fit a phone bit over the 15-second intro of a record and pull it off."

Boogie Lines & Bed Checks

Bruce gives credit where credit is due for his nightly "Boogie Check" feature, sometimes called "Bed Check" in other cities. "John Landecker started it. In fact, he's been a great influence on my jocking style. Boogie Check is really popular. The wide variety of folks who call with jokes and bits amazes me, and this is where my producer really helps. He pulls my cards, sets me up; I concentrate on being creative and making a fool of myself. I also do the 'Top 8 at 8,' a playback of the day's most requested songs."

All of these things contribute to Bruce's overall goals. "I strive for an up, positive feeling. A rival PD once told (KIIS-AM & FM VP/Programming) Gerry DeFrancesco that everyone knows I'm older than the kids, but I can relate to them. And the parents aren't intimidated because I sound like a camp counselor saying, 'Okay, everybody into the water.'"

B104

Telephone Tips

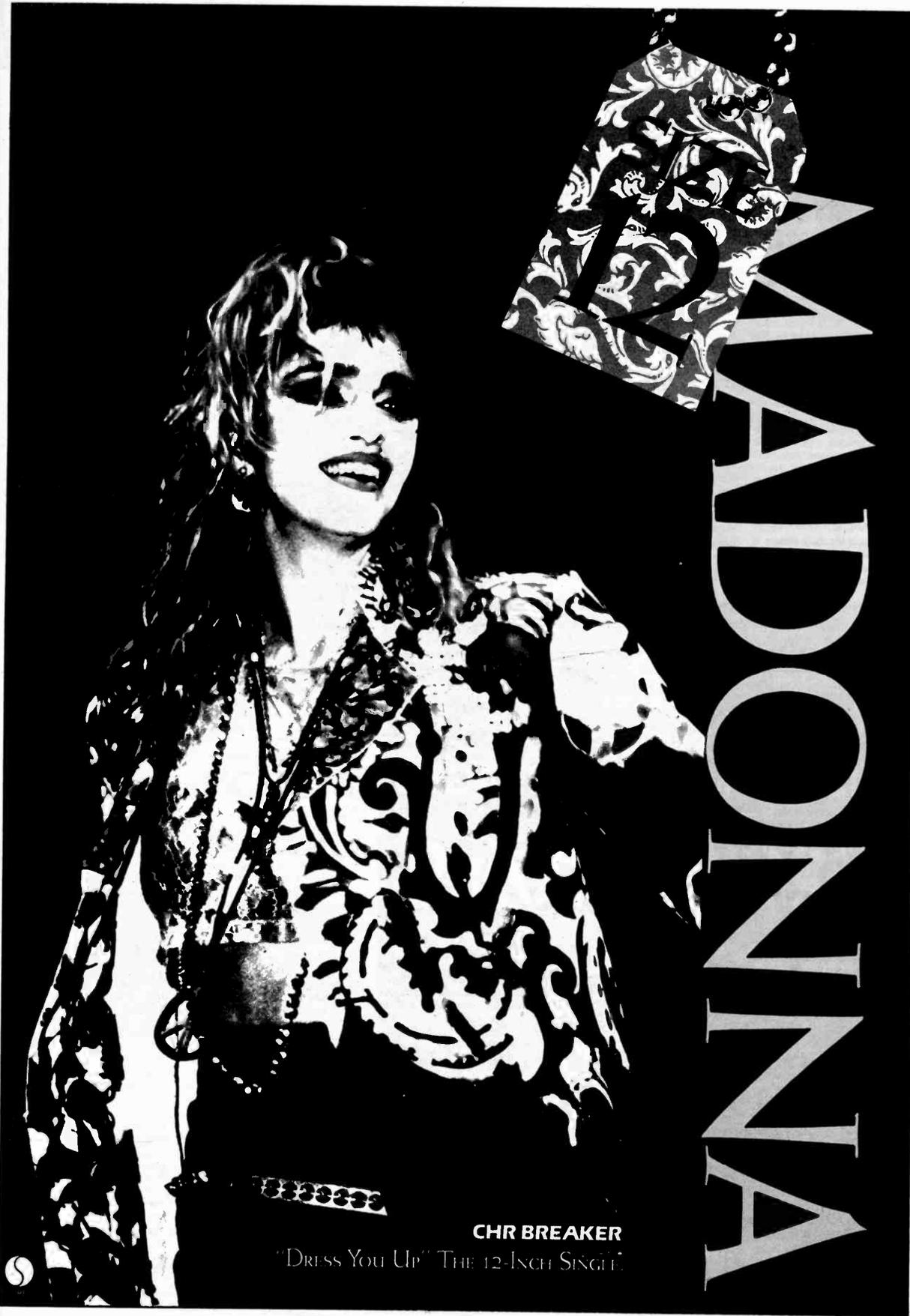
"Wild Man" Tony uses the phones extensively. As to what makes a good phone bit, he says, "Our 'Smash Or Trash' feature where I battle two new records gets 'em going. But to me, a good phone bit should instigate a person. I try to bring out the best in them. Sometimes we'll reverse it if it's complicated. I'll even make them write it down."

Continued on Page 40



Man" Hamilton, and B104/Baltimore's Kid Curry, and asked them to share their secrets of success.

Bruce worked at a number of outlets (KOIL/Omaha, KGGO/Des Moines, KWK/St. Louis, and K101/San Francisco) before joining KIIS-FM three years ago. He's been carving out his nightly niche for the past two and a half years. "There are two things I love about the shift: the hours and getting off at 10. That leaves plenty of time to



MADONNA

CHR BREAKER

"Dress You Up" THE 12-INCH SINGLE



America's Hottest Night Rockers

Continued from Page 38

"(Z100/New York PD) Scott Shannon, my brother 'Hollywood' Hamilton, and (WAVA/Washington afternoon driver) Don Geronimo are the big influences in my career. These guys use the phones better than anyone. (B96 PD) Buddy Scott and I work very closely to make sure my phone bits come off the right way. I've learned so much from him and the other jocks. I'm working with the best at B96, which brings out my best."

"Phones can be great fun. Either you can use them or you can't," cautioned Mark. "I don't recommend trying to force them into your show if they don't come naturally." Kid added, "Never talk down to the audience, especially with the phones. Don't let the bit become a runaway. It must communicate something to the audience."

Prepping & Planning

Kid also said his daily routine is geared toward prepping for the show. "I read as much as possible and try to talk about things every-

one can relate to. Stay on top of the news, sports, and what's on everyone's mind and you won't be too far off. Also keep up on videos and the entertainment news."

Tony finds rock magazines like *Rolling Stone* and local newspapers' entertainment sections are good information sources. "You really should know who's coming to town for a concert and which are the hot movies. It's what your listeners are talking about. I come into the station early to double-check the latest information. Stay on top to be on top."

"It's more a state of mind," insists Bruce. "Like anyone, I read *People* magazine, and all that. But at 37, you don't have to dress like them or talk like them to relate to them (teens). Just remember what it's like to be young and concentrate on those priorities. I don't plan a lot. Most it just comes off the top of my head. Try putting yourself in front of the radio and imagine what you'd like to hear."

Psyching Up

There are days when you come

Bigtime Profile In A Small Market

So now you know what it's like to work nights in the major markets. But what about in a smaller setting? Say **KKXL-FM/Grand Forks, ND?** MD/personality **Michael Right** gives us the lowdown.

"I came here in 1983 after working at **WJXQ/Lansing** and **WKAZ/Charleston**, and I love it. This shift is the best. I can get a bit loony and no one bothers me. (PD) Don Nordine really has this station cranking hard. So we all look at it like we're in the big time already, even though we're in Grand Forks."

Michael says one advantage of being in a smaller market is "lots of concentrated direction from my PD. I might not get this much creative attention in a major market. It's amazing how much I've grown in just two years. Besides, at 27, I'm

still trying to learn as much as I can."

A Detroit native, Michael grew up listening to leading major market stations and personalities like **CKLW**, **WKRN**, **Bill Gable**, and **Ron O'Brien** (now on **KIIS-FM**). "Occasionally, we listen to out-of-town airchecks to see what's going on. But mostly we listen to what Don Nordine has to say."

Michael also noted that the money available in a major market can't buy everything. "I'd like to move to a major one day, maybe even back to Detroit. But when I do my weekly dance on Saturday night or walk



Michael Right

into a bar or restaurant, everyone knows me. That's a lot of fun. I'd be giving all that up if I went to a major market."

to work and just go through the motions. But when you work hours which run counter to the rest of the world, it's even tougher to pull it together night after night.

Tony, who at the tender age of 24 has worked at **WZUU/Milwaukee** and **KLAV/Las Vegas** during his seven and a half years behind the

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

Kid lets his surroundings work for him. "When I'm on the radio the monitor is always blasting because I'm into the music. It really cranks me up. When I like a market as much as I like Baltimore, I really have fun. You don't screw around with fun because there's too much BS in this business. I wouldn't be doing this if I didn't love it."

Future Fantasies

Tony talked earlier about eventually moving into programming. What does the future hold for the other three? "I'm having so much fun right now that I haven't given it

a lot of thought," said Bruce. "Maybe eventually be like Gary Owens. You know, respected and liked by all. I really admire his all-around talents and abilities as a person."

Mark said, "I want to be the first daypart to beat **KIIS-FM!** Bruce is a good night jock. He's real consistent, but I want to beat him. Beyond that, improvement is my goal."

And Kid, who also wants to move back into programming, offered this advice to up-and-coming air talent. "Work hard and be on the clock 12 hours a day. There are so many medium-weight talents out there that a little bit of extra effort, combined with an unselfish, team-spirited attitude, will take you over the top."



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MOTION

At **WVBS/Wilmington**, Vicki Troy joins for 7pm-midnight from **94Z/Raleigh**; **Fred Allen** comes over from cross-town **WHSI** for afternoons; **Don Van Dever** is the new Production Director; and **Peggy Fry** grabs swing/weekends... **Lisa Giles** has joined **KSAQ/San Antonio** from **KSJO/San Jose**... **KPUR/Amarillo** promotes PD **Janice Williams** to Operations Manager, while longtime MD **Jamey Kerr** gets the boost to PD... **WNVB-FM/Vineland, NJ** has dropped soft A/C for an adult hit CHR presentation under the leadership of PD **Nick Giorno**. The station calls itself "89.7-FM South Jersey's Hit Music Power."

XHITZ/San Diego's Steve O'Neill moves to afternoons at **KO93/Modesto**. New to **KO93** evenings is **Ron Brooks** from **KVYN/Napa**, while **Randy Scott** from **KVYN/Napa** handles overnights... **Keith Davis** joins **KJ103/Oklahoma City** for middays/Production Director from **KFXE/Pine Bluff, AR**... **Ted Garland** is the new Program Director at **KWIC/Beaumont**, formerly of **WHEB/Portsmouth**... **Marilyn Ross** leaves **WYFE/Rockford** for the Promotion Director/evening slot at **WSPT/Stevens Point**... **KUBE/Seattle** partimer **Stitch Mitchell** switches to fulltime afternoons at neighboring **KPLUS**.

KCDQ/Bozeman PD **Greg Williams** shakes off music duties, promoting



Mary Taten

Melody Sullivan to MD... At **WOMP-FM/Wheeling, PD Bob Forster** adds on the MD title, as **John Stoner** exits... **Mary Taten** is upped to Assistant PD/MD at **O107/Washington**... **KOLLI/Gillette** PD **Dave Kallaway** exits for PM drive at **KKLS-FM/Cedar Rapids**... **WKSS/Hartford** appoints **Erica Frank** Business Manager and **Dana Gledrys** Promotion Coordinator... At **WBEC/Pittsfield**, **Robert T. Posey** adds News Director to his Sports Director title. **Matias Fleury** is part of his news team, and **Albert Canali** joins as Promotion Director/midday man... Congratulations to **KYNO-FM/Fresno** PD **John Lee Walker** and wife **Sharon** on the June 30 birth of son **Justin Christopher**.

TRANSYLVANIA-MANIA:™

**SEND LUCKY LISTENERS
TO DRACULA'S HOME
FOR HALLOWEEN!**



Here's a Halloween promotion that's got it all — and now it's after you! Introducing **TRANSYLVANIA-MANIA™** — the most outrageous, original and creative audience builder ever to hit your market.

Imagine the fever that will break when your station offers listeners a chance to win:

- **ALL-EXPENSE PAID TRIPS TO TRANSYLVANIA**, including a Halloween Party extravaganza at a 16th century castle.
- Runner-up prizes include the "Drac-Pac," a high-quality tote bag filled with the videocassette, *Dracula*, starring Bela Lugosi, a copy of the novel by Bram Stoker, a high-fashion sweatshirt, black Dracula cape and a pair of Dracula fangs.

Your Station Will Also Receive...

An abundant supply of eye-catching, point-of-sale pieces, including large and small posters, counter cards, table tents, and bat ceiling danglers.

A Promotion Your Listeners Will Never Forget!

Winners will experience all of the folklore of this fabled region: walled medieval towns and fortresses, gypsies, and of course — **DRACULA'S CASTLE.**

Transylvania is as mysterious and intriguing today as it was four centuries ago, when Count Dracula's real-life counterpart silently stalked the land. Don't miss this opportunity to send your listeners back to the untouched heartland of Halloween legends for what promises to be an authentic and unforgettable holiday tour.

"It's a radio blockbuster — an original idea that stations can really sink their teeth into!"

Joe Denton, Program Director
KLOL-FM, Houston, TX

"Halloween at Dracula's Castle — it's a promotion like this that helps ensure strong numbers."

Adam Cook, Program Director
WXGT-FM, Columbus, OH

"A blood-curdling promotion...!"

Chris Bailey, Program Director
WVSR-FM, Charleston, WV

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URGENT



RUNNING BACK DEBUT SINGLE

CHR SIGNIFICANT ACTION

AOR TRACKS: 56

WCAU-FM	WOKI	WKSF
Q11	KX104	WXLK
Q100	KITY	WIXV
K104	WJXQ	KKQV
WERZ	KQXR	KNIN
WRCK	KBOS	WHSL
WTLQ	KMGX	WDBR
KWIC	OK100	KTRS
WZLD	95XIL	SLY96
KSET-FM	WOMP-FM	

FROM THE DEBUT ALBUM
"CAST THE FIRST STONE"



On Manhattan Records and High Quality XDR Cassettes.



HUEY'S GOT THE POWER — KNBQ/Seattle was backstage with Huey Lewis & The News during a recent concert. Shown here (l-r) are MD Sandy Louie, contest winners Jennifer & Kathleen O'Neill, PD Ric Hansen, Huey, and air personality Jeff Randall.



WOW!!! — B94/Pittsburgh had the pleasure of hosting many beautiful young ladies in their recent "Naughty Naughty Bikini Contest." The winner (in the swimsuit) won a trip to the Bahamas and a John Parr autographed bikini stuffed with spending money. Pictured (right) are B94 midday man Mike McCoy (l) and evening personality Mike Elliot (r), who is making sure she has plenty of money!

WFMI OPENS UP — WFMI/Lexington put smiles on many female faces during its "Lexington Strip-Off" promotion. Each week, one lucky listener was chosen to strut his stuff at a local pub, in hope of winning a Florida vacation. The female judges were a hard sell, but after much persistence DeWayne Carr (stage right) mounted a tough-to-beat campaign and capped a victory.



MAGICAL MOMENTS ON FILM — Atlantic recording artist John Parr stop-ped by the KKQB-AM & FM/Houston offices during his recent tour. Pictured here are (l-r) Sports Director Cleat Dumpster, morning zoo member John Rio, John Parr, and KKQB PD John Lander.



HENLEY CHECKS IN — Don Henley visited the Q107/Washington staff recently to promote his recent single "All She Wants To Do Is Dance." Shown here (l-r) are former Q107 PD Alan Burns, Henley, Q107 MD Mary Taten, and WB's Van Mycoff.



SUPREME GANPS — WQID/Bloxi, MS took the wrestling plunge and formed the "Rock & Roll Express," its very own wrestling team. This group of supreme grippers wear station T-shirts and carry the 93QID banner to every match. Shown (l-r) are WQID's Barry Todd, R&R Express wrestler Ricky Morton, WQID PD David Atwood, Express teammate Robert Gibson, and 93QID's Steve Casey.

E/P/A Delivers

PUNCH!

JOHN CAFFERTY And The BEAVER BROWN BAND "C-I-T-Y"



CHR NEW & ACTIVE

FIRST WEEK!

On Over 75 CHR Reporters –
One Of the MOST ADDED including:

- | | | |
|--------|------|-------|
| WXKSFM | KEGL | ZZ99 |
| WNYS | Y100 | KHTR |
| PRO-FM | Q105 | KPLUS |
| 94Q | WNCI | |

AOR Tracks: ②



KING "Love & Pride"



CHR SIGNIFICANT ACTION

LOS ANGELES
KISS-FM 14-12
KKHR 19-12

- | | | | |
|-------------|-------------|---------|-------|
| 195 38 | KZOO deb 31 | WTLQ | WOAY |
| KMEL | KIST deb 35 | WBBQ | WJAD |
| KPLUS | OK 95 5-3 | KWIC | WCGQ |
| KX104 38 | WXKS-FM | WNOK-FM | Q101 |
| KITY 28 | 93FM | KSET-FM | KWES |
| KLUC 28-25 | WGCL | KBOS | KKQV |
| KCAQ deb 32 | KKRZ | KDON-FM | WHSL |
| 194 18-13 | WFLY | KHYT | KGOT |
| | | | KTRS |
| | | | KHTX |
| | | | KBIM |
| | | | SLY96 |

Billboard Dance Chart: ②-23-19



BEACH BOYS "It's Gettin' Late"



CHR SIGNIFICANT ACTION

On over 40
CHR Reporters
Added This Week:

- | | |
|-------|--------|
| WKEE | WJAD |
| WSSX | Q101 |
| WHYFM | KNOEFM |
| WKFR | WDBR |
| Y100 | WOAY |
| WERZ | KCDQ |
| | WKSF |
| | KBIM |

A/C NEW & ACTIVE

One Of the
MOST ADDED



CHEAP TRICK "Tonight It's You"



CHR SIGNIFICANT ACTION

NOW ON OVER
40 CHR REPORTERS!

- | | | |
|--------|------|------|
| WNVZ | WRCK | WOKI |
| WLS | WTLQ | WKAU |
| WLS-FM | WBBQ | KIHK |
| KPLUS | KWIC | WJXQ |
| WVSR | WZLD | Z104 |
| WKEE | WZYP | KOFM |
| 93Q | | KSKD |

AOR Tracks: ②





STEVE FEINSTEIN

VARIATIONS ON AN AOR THEME

KRBE: Houston's Home For Album Gold

Onwards, rock radio soldiers, as we continue our look at AOR-based stations with unusual formatic twists. While some observers accuse certain AORs of being so library-heavy as to qualify as "Oldies" stations, there actually is a station that touts itself as playing exclusively AOR gold. At this point, KRBE (AM)/Houston demands our attention simply for its unique formatics, although it did make a 12+ ratings improvement from a 0.7 last winter to a 1.3 this spring.

The man conducting KRBE'S brave-old-world sound is PD/morning driver Paul Christy (no relation to the Paul Christy of WLOL/Minneapolis fame.) Also known as Paul Steljes, his background includes a stop at KFI/Los Angeles and a PD stint at L.A.'s KIQQ between '75-'77. Christy came to KRBE-AM two and a half years ago after doing afternoons at KRBE-FM. The AM stopped simulcasting the FM's then-A/C format (KRBE-FM is now CHR), and after a series of formatic adjustments, settled into "Classic Rock 1070" about ten months ago.

The AOR oldies route was chosen because of the "terrible straits AM is in everywhere, and Houston in particular, where its share of listening is under 18%," explains Christy. "If we're going to make any headway, we have to give people something not available on FM. We figured with the AORs changing to keep up with CHR and new music, we'd find some receptive ears. A lot of 30-year-old rockers don't want to hear drum boxes."

Christy considers KRBE a true AOR oldies format, as opposed to the pop, singles-oriented slant of hip oldies outlets such as WNOR (AM)/Norfolk, KRQX/Dallas, and WHK/Cleveland. As such, the station is designed to be an alternative to other Houston stations.

"We only play Top 40 stuff that was played on AOR first, like Cream's 'White Room,'" he says. "We sound like a 1971 AOR that's sort of lost in time. It's full circle — we're the kind of station that brought people off AM to FM to begin with."

Pre-Beatles music and Motown gold is avoided in order to be distinct from the market's standard gold station, KNUZ. KRBE is even light on Beatles hits, as Christy feels Houston is still burnt out on the Fab Four from another station's flirtation with an all-Beatles format. As far as the British Invasion era, KRBE is more likely to play a relatively obscure Animals cut like "Gonna Send You Back To Walk-

numbers, it offers a responsive audience. "We can guarantee a crowd at any event," Christy claims. "We've got fantastic loyalty; we may not have many listeners, but our 18-34 men will show up at a moment's notice."

KRBE's promotions are "done on the street. In keeping with the AM tradition, we have zero budget for promotions," Christy laughs. A station van (the Magic Bus) hands out merchandise, and not long ago, KRBE gave away a restored '66 Mustang. The station landed front-page newspaper coverage when jocks pumped gas for 50 cents a gallon to benefit an organization for local Vietnam vets.

KRBE's spring '85 demos include being the top AM in town for men 18-34 and finishing second on the band for 25-34 men, only 5 behind News KTRH, whose 50kw signal dwarfs KRBE's daytime 10kw and night 5kw.

Though KRBE's demos and 12+ figures are dwarfed by most of the town's FMs, including the AORs, Christy's goal is to merely to carve out a respectable niche, rather than topple the giants. "If I get a 1.5, I'm a hero," he predicts. He's almost there now.

KRBE Music Monitor

PM Drive

PINK FLOYD *Money*
CREAM *Tales Of Brave Ulysses*
BYRDS *You Ain't Goin' Nowhere*
FLEETWOOD MAC *Second Hand*

News
ERIC CLAPTON *Blues Power*
CROSSBY, STILLS, & NASH
Marrakesh Express

CANNED HEAT *On The Road*
Again

SPENCER DAVIS GROUP *Gimme Some Lovin'*

DOORS *Alabama Song*
GEORGE THOROGOOD &
DESTROYERS *I'm Wanted*

GRATEFUL DEAD *Attics Of My Life*

TROGGS *Wild Thing*
BIG BROTHER & HOLDING CO.
Bye Bye Baby

er" than a hit such as Wayne Fontana & The Mindbenders' "Game Of Love." KRBE will also cut back on tunes heard frequently on KLOL's "Psychedelic Psupper" and KSRR's "Electric Lunch" — the AOR stations' daily oldies features.

The bulk of KRBE's 1800 titles are from 1965-'77, with occasional forays into more current music by compatible artists, including Bruce Springsteen and George Thorogood. There's also local faves, such as Stevie Ray Vaughan and ZZ Top. Among the power oldies that come up as often as every two days are Pink Floyd's "Money," the Doors' "Light My Fire," and Led Zeppelin and Yardbirds tunes. Once-in-a-blue-moon spice tunes might be Tom Paxton's "Talking Vietnam Pot Luck Blues" or cult favorites by the Velvet Underground and 13th Floor Elevators.

KRBE is usually sold in combo with its CHR FM. Rather than

THE IMPORTANCE OF BEING EARNEST

Illuminating AOR's Light Rotation

There've been some questions as to which records should be included in a station's light rotation and which should not.

Only records receiving the minimum of amount of airplay — at least once a day between 6am and midnight — should be reported to R&R as being in a light rotation. (This differs from the minimum in CHR, whose structure employs faster rotations and a higher percentage of currents in its mix.)

Why the minimum? A playlist should contain only records that a station is committed to exposing to a significant portion of its audience on a regular basis. The AOR charts then reflect only credible information that's genuinely meaningful to those who depend upon them — radio stations and record companies.

How was the minimum calculated? A survey of reporters showed that virtually all stations with a light rotation air those records at least once a day between 6am and midnight.

Promotion reps have concurred that reporting records played less frequently isn't helpful to marketing efforts, in fact, it's misleading and counterproductive. If anyone at any level attempts to convince you otherwise, he's out of sync with accepted, industrywide policies.

By no means is this minimum definition meant to discourage actually playing certain records less than once a day. It only refers to reporting such records.

Obviously, when it comes to exposing a new record, any airplay at

all, however irregular, is better than no airplay. But until a record is played on a daily basis during rated dayparts, that record should not be considered in "rotation," which the dictionary defines as "to arrange or deal with in a recurring series." By all means, play a record as often you deem proper, but refrain from reporting it until it's receiving a regular pattern of meaningful airplay.

Specifically, the following types of airplay should not be reported:

- Lunar-rotation records played only between midnight and 6am.
- Test records played only sporadically in order to gauge audience response.
- Special programming records played only during features, such as jazz shows, metal shops, and new music showcases.

Also, only the tracks considered to be in a current rotation need be included on your playlist. It is not necessary to list recurrences, although some may conceivably receive one play a day.

To date, the response to the recent modifications in AOR music reporting — a power rotation, a full light rotation, and commensurate credit for an album when a station is playing multiple tracks from it — has been unanimously positive.

We're grateful for the enthusiastic support from both the radio and record communities, and appreciate how easily both have adapted to the changes.

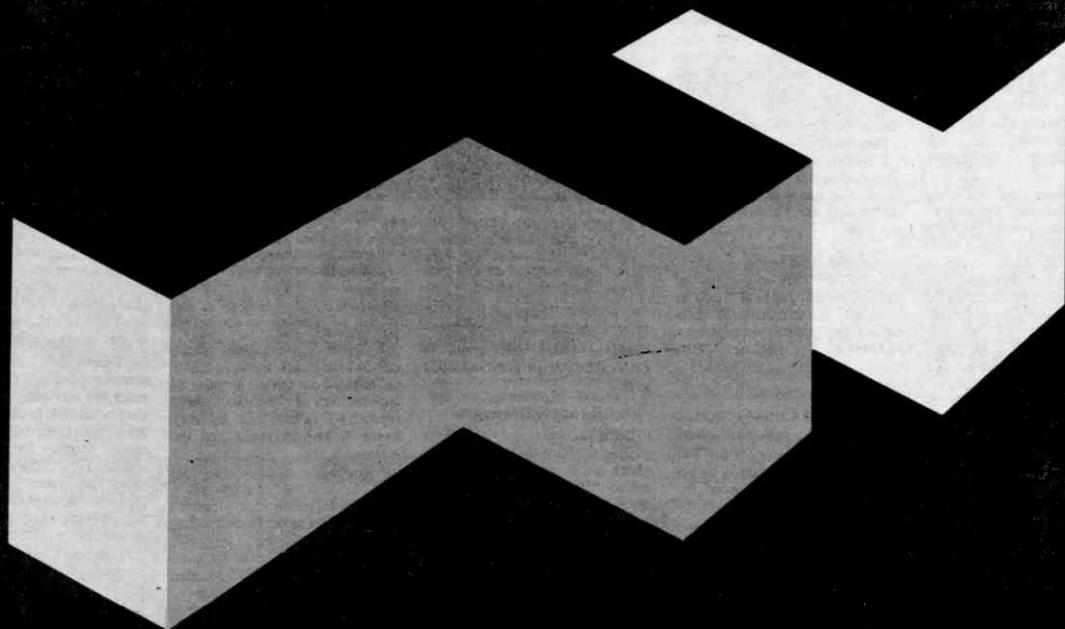


ALL ABOARD THE MAGIC BUS — PD Paul Christy (left) and co-morning host Ted Carson (right) have one foot aboard KRBE's station van, dubbed appropriately "The Magic Bus."

FOREIGNER

"DOWN ON LOVE"

(7-89493)



The new single
from Foreigner's double platinum album,
"AGENT PROVOCATEUR"
"Down On Love."

It's going nowhere but up!
(Also Available As A Promotional 12")

Produced by Alex Sadkin & Mick Jones

(P/R 770)

NOW ON PART II OF THEIR SENSATIONAL U.S. TOUR!



ON ATLANTIC RECORDS & CASSETTES

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COMPACT
disc
DIGITAL AUDIO

Management: Bud Prager/E.S.P. Management, Inc.

QUICK CUTS

WDHA Opens Its Doors; KMET Joins The Soul Patrol

WDHA/Dover threw an open house, with thousands of listeners touring the station on a Saturday afternoon. Suzanne Vega performed on the front lawn, while sponsors displayed their goods and over \$2000 was raised for charity through sales of 'DHA merchandise. The promotion generated good will and trust, and nothing at the facility was damaged or stolen.

Program Notes

KFOG has featured "Big Chill" music on "Soul Patrol" weekends. Now KMET/Los Angeles has adopted the phrase for a daily "Soul Patrol" feature, spinning three stoned soul classics every weekday at 3pm. "In The Midnight Hour," "Soul Man," and "My Girl" would be a representative set.

WXRT/Chicago has started a "Saturday Morning Flashback" feature to counter rival WLUP's popular oldies programming. Each week the four-hour show focuses on a designated year's music and events, complete with sound bytes and pre-produced pieces contributed by staffers.

Also, "XRT morning gal Terri Hemmert recently reprised her "Rampant Beatlemania" marathon, staying on the air for 18 straight hours of the Fab Four's music - along with interviewing authors of books about the Liverpudlian lads.

KFOG/San Francisco and WLUP have joined the ranks of stations that have gone an entire weekend without playing any records. The music never stopped.

though, as every tune was played from compact discs. The Loop also gave away CD players.

On New Zealand's MJK-91/Auckland "First And Last Weekend," artists' first and last hits were played back to back (e.g., Bowie's "Space Oddity" and "This Is Not America").

And They Played Real
Good For Free

New PD Andy Bloom has WYSP/Philadelphia's free concert machinery geared up, with freebies from the Hooters, Mountain and Kim Mitchell, Bon Jovi, and Keel so far. "YSP is also broadcasting free concerts from a local club every Friday night.

For the fifth summer in a row, WRIF/Detroit is putting on free outdoor concerts every Wednesday night. The series of 12 shows includes acts like Flash Kahan and the Look.

This Sporting Life

A WZZO/Allentown-sponsored night of bicycle races at a professional bicycle track drew 4500 spectators, and jocks took part in a preliminary race. Also, a "ZZO charity golf tournament drew 150 golfers.

Just Causes

KQDS/Duluth raised \$16,000 for the American Cancer Society with three events: a telethon, a bike-a-thon, and a marathon concert featuring 12 local bands.

The ninth year of WKDF/Nashville's "One For The Sun" benefit concerts raised a record \$20,000 for

Let's Do Lunch . . . At My Place



IF THEY DROPPED A BOMB ON THIS ROOM . . . — MCI and Sprint would lose half their revenues. Record company raps, independent promoters, and other ace phone jockeys gather at R&R world headquarters for a splendid lunch and the unveiling of the recent AOR music methodology modifications. The first avid reader who can identify every face in this photo wins one of the custom "Something's Always Cookin' At R&R" aprons being worn by the braver souls in the crowd.

Cerebral Palsy and Operation CAN, a drug abuse prevention program.

Library Lifesavers

Doing an oldies show? If you're looking for hard-to-find '60s tunes, check out a series of anthologies called "Baby Boomer Classics" from JCI Records. The 12 volumes include sets of soul, surf, and British Invasion smasheroos. Call JCI at (818) 889-9022.

In the same vein, Rhino continues to bring back those knocked-out nifties from the 60s. Besides its four volumes of "Nuggets," recent repackages include those by Gary Lewis & The Playboys and the Easybeats.

Also, RCA's "Rock And Roll - The Early Days" collects ultra-clean digital mixes of 50's classics by folks like Carl Perkins and Little Richard.

And as you're hunting for compact disks, look for CDs by golden gassers like Jerry Lee Lewis, Chuck Berry, Turtles, Creedence Clearwater Revival, Hollies, Elvis Presley, Temptations, and the Supremes. Even early Stones classics such as "Out Of Our Heads" and "12 X 5" are available in glorious mono, as clean and crisp as you could ask for.

Kudos

WBAB/Long Island production phenom Dennis Daniel copped honors at the International Radio Festival Of New York for best humorous spot. His "Honeymooners" commercial for a local dentist had Daniel portraying both Ralph and Norton.

KSRR/Houston morning star Moby was selected Houston's favorite jock in a poll that a local TV station conducted through ballots placed in newspapers and libraries.

WRIF late nighter Karen Savelly was named Best On-Air Non-News Personality by Detroit's chapter of American Women In Radio And TV.

That voice on spots for the 160 Record Bars belongs to WRDU/Raleigh production manager and afternoon ace Tom Guild, who recently inked a contract with the retailer.

KSHE/St. Louis sprung a "This Is Your Life" extravaganza on morning maniac J.C. Corcoran to mark his one-year anniversary at the station. The fun included a high school marching band live in the studio, drop-ins from the Mayor and local sports figures, and a surprise appearance by Corcoran's parents. Classiest move of all - the station picked up the tab for airline tickets so Corcoran could fly back to home sweet Chicago with his folks.

SEGUES

WLSQ & WREZ/Montgomery's new PD is Dave Beecher from crosstown WHYY . . . KXZL/San Antonio is now consulted by Burthart/Abrams, rather than Gary Burns . . . Consultant Fred Jacobs signs WMMQ/Lansing, the first FM for his "Classic Rock" AOR oldies format.

KSJO/San Jose adds Dave Numme on overnights and brings aboard Rudy Koerner as News Director . . . WQBF-FM/Albany night man Tom Irwin leaves for production and fill-ins at WFNX/Boston, where Harry Santoro is named Arts & Features Editor.

Changes at KLOS/Los Angeles: Production whiz Steve Crowley exits, Assistant Promotions Director Diane Morales moves to crosstown KKHR as Promotions Director, and Sharron Sanchez leaves her post as PD Assistant to join the Global Satellite Network.

Ralph Cooper II joins WLIR/Long Island weekends . . . Drake Hall resigns from MusicVision.

GUADALCANAL DIARY

"TRAIL OF TEARS"



NOW WALKING IN THE SHADOW OF THE BIG MAN:

KTXQ, KZEW, WXRT, KBCO, 91X, WHFS, WLIR, WOUR, WIZN, KNCH, KLAQ, WRDU, WWWV, WHMD, WZEW, KUFO, WCKT, KTCL, KMBY, KTYD, KVRE, WTOS, WNCS, WHTG, WVVY, WFFV, WUVA, WZYC, WRKZ, WLSQ, WTCS, WNGZ, WXTQ, KCGI, KFAM, KZYR, KLWD, KTLK, KRXX, KVRE, KKOO, WSHE, KLKL, WPGU...

On Elektra Music Cassettes and Records
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AOR PICTURE PAGE



COCKBURN COLLECTS "CASBY" — CFNY/Toronto's 5th annual "CASBY" awards (Canadian Artists Selected By You) named Bruce Cockburn the Male Artist of the Year. From left, Assistant PD Don Berns, True North Records' Jehanne Languedoc, Cockburn, and CFNY Import MD Ivar Hamilton.



GRAPES OF ROCK — Joe Piscopo's first stop to promote his "New Jersey" album was the Garden State's WDHA/Dover. From left, staffers Mary-Kaye Davis, Kevin Cottrell, Dave Brause, Piscopo, Phyllis Lopes, and PD Mark Chernoff.



MASTERPIECE CONCERT — From Long Island to London for a Bruce Springsteen concert went a WRNC/Long Island winner. From left, PD Marc Coppola, the winner, Assistant PD John Grappone, Promotions Director Zena Black, and News Director Bob Clifford.



CRAZY WARD — Santa Barbara was a little zanier than usual when the comedy team of Stevens & Grdnic visited KTYD morning rocker Mark A. Ward. Shown after semi-sanity was restored are (l-r) PD Rick Williams, Joy Grdnic, Ron Stevens and Ward.



WOULD YOU WIN A USED CAR FROM THIS JOCK? — As part of National Good Car Keeping month, KKDJ/Fresno's "Big Jeff Riedel Car Giveaway" gave away MD Riedel's 1971 Gremlin. The winner, receiving the certificate of ownership from Riedel, found her real prize in the glove compartment — a check for \$506.



LENNON LUAU — After his Honolulu concert, Julian Lennon is surrounded by KPOI morning men Rabbett (left) and Abbott (right).



PIX HUMANA — At a Kenny Loggins listening party are (l-r) WBAB/Long Island MD Ralph Tortora, Loggins, Kathleen Tortora, and PD Bob Buchmann and guest.



BREAKFAST BUDDIES — The KSHE Morning Zoo raised over \$1800 for the St. Louis Children's Hospital during their remote broadcast from a Wendy's. In their DJ PJs are (l-r) Nancy Crocker, Don Johnson, John Ulett, and J.C. Corcoran.



PEACH STATE PALS — Gluffris's backstage visitors after its Atlanta show are (l-r) Independent promoter Wynn Jackson, MCA Director/National Promotion Frank Turner, Gregg Gluffris, and WKLS MD Bob Bailey.



WALT LOVE

BLACK/URBAN

Becoming A Black/Urban Reporting Station

The last of the spring Arbitron ratings are coming in, and with them a lot of calls from stations wanting to report to the trades. In a few weeks R&R will be revising the Black/Urban radio report roster, so now is a good time to explain the selection process.

R&R's Black/Urban reporter field changes up to four times a year; spring-book revisions are usually the largest, primarily because many markets have only a spring Arbitron. While the ratings firm's customized trading-area reports and other services have been taken into consideration from time to time, published Arbitron reports remain our primary ratings standard.

Ratings are used by this office in both empirical and nonempirical ways. Only stations maintaining an overall upward trend can be taken as reporters. Another prerequisite is that a station must have already gone through a full ratings period in its format. Prospective stations must also be serious contenders both in their format and their market. That's the concrete part.

Who Qualifies

There is some flexibility when a station is the only Black/Urban commercial outlet in its market. For instance, WVOI/Toledo became an R&R reporter when its market share was still in the twos; it has since improved. Had WVOI been the third B/U station in the market, it probably would have had to wait for its ratings to in-

crease. (At this point, a station with very low ratings probably would not qualify, regardless of its format exclusivity.) We also temper statistical data with consideration for the accuracy and integrity of a station and its programming staff.

Because of the limited number of reporting "slots," only stations from rated markets are usually eligible. (Exceptions, although rare, have been made for quality, professional stations in unrated markets.

Only fulltime, contemporary Black/Urban outlets are eligible, because a reporting requirement is that all reported songs be played at least three times per day. Several hours of "Quiet Storm" or similar programming wouldn't disqualify a station; however, an outlet that plays only a few hours of mainstream black music a day is not what R&R is looking for in a reporting station.

These guidelines ensure that the R&R Black/Urban chart remains the industry leader in accurate, meaningful music information. Unlike other industry charts, the R&R chart serves to give information to its users, not to confer status

on those who report.

R&R differs from most other trade publications — especially tip sheets — in that subscribing to R&R is not required in order to report.

Enlist Now

If you're interested in reporting to R&R, send us a composite tape of your station, preferably one with some long scoped stretches that fully describe your music. Your package should also include a playlist (broken down into rotations as you'd report them), ratings information and any other material that might support your case. Also, tell us a little about your station's music theory; i.e. long or short list, wide or narrow rotations, and so forth.

We'll be making decisions before the end of this month (and maybe sooner), so promptness and efficiency in this first step are to your advantage.

Send your information ASAP to:

Walt Love or Sean Ross
Radio & Records
1930 Century Park West
Los Angeles, CA 90038

Whether or not your station becomes a reporter, remember that R&R is interested in exchanging information and maintaining close contact with you — the radio professional — wherever you are. Our door (and phone line) is always open.

Will High-Density Ethnic Area Changes Affect You?

If you didn't get to read Jhan Hiber's column of July 12, check it out. Those of you in cities that have HDEAs need to know how the changes might affect you and your station. The first suggestion is to contact your Arbitron representative. If you don't have one, Jhan says you still should be able to get the information you need to know about how these adjustments may affect your area, or even if they will at all.

Given the changes that Jhan mentioned, you may wonder how this will affect the diary count. Then there's the question of how many diaries will go to blacks and Hispanics.

Jhan also mentioned that Urban and CHR stations may be receiving good news with these changes. If the Hispanic area is enlarged, for example, CHR and Urban stations should be in a very strong position to pick up additional listeners because of those stations' appeal to that particular ethnic group.

Take the time to obtain a list of what the updated High Density Black Area or High Density Hispanic definition will be in your market. Jhan says, "If you are located in one of the 60+ markets containing a High Density Area, you should carefully study the fall revisions. The ratings battlefield may be changing, and smart stations should make sure they target their resources to areas of notable diary payoff potential."

As always, the extra effort can only help you help yourself!



ATLANTIC TOASTS ALLEN — The Atlantic Records family recently hosted a farewell party for retiring Cotillion Records President Henry Allen, who left March 1 after three decades of service. Atlantic Chairman Ahmet Ertegun (right) is shown thanking Allen (left) for his dedication, while Atlantic President Doug Morris (center) looks on.



WJLB STRONG-ARMS DETROIT — WJLB/Detroit has attracted a lot of attention with its "Strongman" spot in which bodybuilder Kevin Suber flexes his muscles in support of the station's "strong songs." Muscling in on the action are (l-r) OM James Alexander, Suber, and jocks Doc Elliott and John Mason.



LIP-SYNCHING — Cleveland personalities recently competed for the title of "Hottest Lips In Town" by selling kisses to benefit the American Heart Association. Winners Jeffrey Charles and Ken Allen (l-r) of WZAK are shown here playing their trade.

ACTION

With the spring '85 Arbitron ratings on the street in many markets, things have started happening: KGFJ/Los Angeles terminated longtime employees Donnell Boyd and George Moore. Both individuals had been with the organization as talents for the past seven years. For anyone to be terminated at KGFJ other than the PD or an up-

per management person has been extremely rare. PD Kevin Fleming is now on the air doing 3-7pm, while Dr. Perri Johnson (of WDAS/Philadelphia fame) handles 7-midnight. There's a rumor circulating that KGFJ will be purchased by Stevie Wonder. VP/GM Bill Shearer reported that he'd heard the same rumors, but the word from Inner

City in New York is that "it's business as usual."

At KIIZ/Killeen, TX, Hozie Mack has left the station, while Curtie Wilson moves up from weekends to afternoon drive/MD... WKIE/Richmond's new Traffic Director is Cindy Allen, formerly of WTOY/Roanoke... KNOK/FT. Worth and 9pm-midnight personality Bob Elliot have parted ways. Replacing him is Michelle Madison, formerly of KNOW/Austin. In addition to Michelle, Woody Wood, formerly of KJ103/Oklahoma City, has joined the KNOK airstaff... Terry R. Trouye't, formerly of WXYV/Baltimore, has joined WPDQ/Jacksonville as Promotions Director; he'll also do an airshift.

KXZZ/Lake Charles needs record service. The AM station's PD/MD is Roshon, who you may remember from WRDQ & WJLB/Detroit. Here's the address and phone number:

KXZZ ("216")
P.O. Box 1725
Lake Charles, LA 70602
(318) 436-7277



WJLB'S MOTOR CITY MIX — WJLB/Detroit found the two hottest mixers in Detroit as well as the top local rap act in its recent "Motor City Mix" promotion. Stacey Hale (pictured left) walked away with \$5000 worth of mixing equipment in the con; test, judged by seven celebrities including Whodini. At right, the winners are pictured: (l-r) WJLB MC Larry Elliott, 2nd place rappers Deon G & In-Motion, 3rd place mixer Elton Weathers, 1st place mixer Stacey Hale, and WJLB staffers Duane Bradley, Barbara Taylor, Kris McClendon, and OM/PD James Alexander.

STARPOINT



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"OBJECT OF MY DESIRE," breaker in only three weeks.
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WTMP KRNB KJCB WGGI WBMX WLUM WNOV WAWA WGPR WCHB WWWWS WVOI WDMT WAMO WZEN WVVO WLOU
WTLC WHRK K104 KNOK KAEZ WBLX KMJQ KYOK WYLD KOKA KDAY KJLH XHRM KSOL KPOO KUOP KDKO WOL WANT
WTOY WJIZ WNOO WVOL KGFJ KACE

Produced by Keith Diamond for Rough Cut Productions, Inc. & Lionel Job for Lionel Job Inc.

On Elektra Music Cassettes, Records & Compact Discs.

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DONNA BRAKE

ADULT/CONTEMPORARY

SPRING SWEEP RESULTS

A Look At The Major Markets

The spring Arbitron results are pouring in, and this week I'll take a look at some of the major markets to see how A/C stations fared. Because Arbitron prohibits use of actual 25-49 figures, the numbers have been rounded to the nearest whole share.

New York

	F'84	W'85	Sp'85	chg.
WLTW	5	5	5	+1
WNBC	5	5	5	-3
WYNY	4	4	4	-1
WPIX	3	3	2	-1.0

Soft A/C WLTW remained steady. New WPIX PD Joe Capobianco will try to turn around his station's worst book since the summer of '82. The ratings gap widened between WPIX and WYNY by default. It was the first real book for recently-named 'YNY PD Denise Oliver, and she has a long road ahead to return to the 6's and 7's from only two years ago. Oldies-based WNBC once again proves the power of great personalities.

Los Angeles

	F'84	W'85	Sp'85	chg.
KOST	7	5	5	+2
KHTZ	2	4	4	-5
KMGG	4	2	3	+9
KFI	2	3	2	-4

KOST stays on top of the A/C's with a slight gain, while KMGG enjoys nice comeback with new OM Ron Rodrigues. More changes are expected at uptempo KMGG before things are finally in place. KHTZ may have peaked with its

"Classic Hits of the '60s, '70s, and '80s" approach, and KOST sister KFI still struggles as an AM music-intensive A/C.

Chicago

	F'84	W'85	Sp'85	chg.
WGN	8	7	6	-9
WLAK	4	5	5	-1
WFYR	4	4	4	-2
WCLR	6	6	4	-1.8
WMET	-	2	2	0

WGN was number one 12+ and 25-49, while still losing ground, even with the Cubs. WFYR edged past WCLR by default but shows good strength in adults 18-34, taking the number one spot among A/C's in that demo cell by 2.1 shares over next-best WCLR. WCLR had its fourth down book in a row, creating a big challenge for new PD Jim Herro. Former long-time AOR WMET seemed to be having some trouble getting its new identity moving in the right direction.

Philadelphia

	F'84	W'85	Sp'85	chg.
WMGK	9	9	10	+8
WSNI	6	8	6	-1.5
WKSZ	5	7	4	-2.3
WIP	4	3	3	-3

WMGK had its second up book

A Very Broad Cast



WHAS/Louisville morning man Wayne Perkey broadcasts live while leading the Ringling Brothers and Barnum & Bailey Circus' elephant walk when the "Greatest Show On Earth" was in town recently.

following a dip in the F'84 sweep, taking an even more commanding lead over competitors in all adult demos under 55. WSN1 slid from the winter book but still enjoys healthier ratings than the station has had in recent years. WSKZ slipped back into the 4's after an unusually good winter book.

San Francisco

	F'84	W'85	Sp'85	chg.
KYUU	5	4	5	+6
KIOI	4	6	4	-1.4
KNBR	3	3	3	-2
KLOK-FM	4	3	3	-5

KYUU was treated to its best A/C book. KIOI and new PD, Bill Gardner moved back into the 4's after a strong winter survey. KNBR had its fifth downturn in a row. KLOK-FM faced its lowest showing since W'84.

Detroit

	F'84	W'85	Sp'85	chg.
WOMC	6	6	6	-2
WNIC	7	6	6	+3
WMJC	6	5	4	-1.5
WCLS	3	5	3	-1.9

WOMC is still the A/C leader, but WNIC closed the gap within 4 and is number one in adults 18-34 and 18-49. WCLS encountered a major setback after a three-book upward trend. WMJC ended up with its worst book in recent history amid the loss of popular morning team Jeff and Jer and rumors of a format change.

Boston

	F'84	W'85	Sp'85	chg.
WHDH	9	6	7	+6
WBZ	7	9	6	-2.4
WROR	7	7	6	-7
WMJX	5	5	5	+1
WVBF	6	5	5	-3
WSSH	4	5	4	-5

Full service AMs WHDH and WBZ still led the pack with WROR a close third. Targeted toward a slightly younger adult demo, WMJX won the number one spot with adults 18-34. WVBF suffered its third down book in a row. WBZ beat WHDH in the 12+ wars, with much of the credit going to the hugely successful Maynard In The Morning show.

Washington, D.C.

	F'84	W'85	Sp'85	chg.
WLTT	7	5	6	+6
WPGC/WCLY	-	5	5	+1
WMAL	8	5	5	-7
WASH	-	4	4	+3
WBMW	2	1	1	-4

WLTT enjoyed a slight gain but stayed in the 5's after a long history in the 6's and 7's. WASH moved up in its first real book following new management and a return to A/C after failing at CHR. WBMW had its third straight down book. WPGC/WCLY won the 18-34 adult demo among A/C's with the "Class FM" approach.

Dallas-Ft. Worth

	F'84	W'85	Sp'85	chg.
KVIL-FM	14	14	13	-1.7
KMCG	6	5	4	-9
KLUV	2	4	4	-5
KVIL	2	1	1	-5

Although experiencing its lowest showing since W'82, KVIL-FM remains number one in the market 12+ and in all adult demos. KMGC came down for the second time in a row, and KLUV slipped slightly.

Pittsburgh

	F'84	W'85	Sp'85	chg.
KDKA	10	14	10	-4.1
WWSW	8	9	10	+2
WTAE	7	6	6	-3
WPNT	3	4	5	+5

KDKA's erosion continues, as the station fell below double digits for perhaps the first time in ratings history. WWSW struck within 1 of the AM giant and won adults 18-34 and 18-49. WTAE remained in the 6's. Relatively new A/C WPNT continues a promising upward trend.

St. Louis

	F'84	W'85	Sp'85	chg.
KSD	7	9	9	0
KYKY	7	5	6	+1
KADI	2	3	3	+5
WMRY	1	1	2	+1.2

After slipping into second last fall, KSD has a healthy lead over the other A/C's in all adult demos under 55. KYKY remained in the mid 5's as KADI lingered in the high 2's.

Atlanta

	F'84	W'85	Sp'85	chg.
WSB-FM	7	5	7	+2.5
WFOX	-	5	7	+1.8
WSB	5	5	5	+4
WRMM	7	8	4	-3.8

Promoting heavily for the first time, WSB-FM bounced back to lead the pack. WRMM's numbers were cut in half in the midst of a lawsuit over a slogan conflict with WSB-FM. WFOX enjoyed continued success with its oldies-based "Classic Hits Of The '60s, '70s, and '80s" format. After one season without baseball, WSB did not benefit much from retrieving the Braves from WCNN.

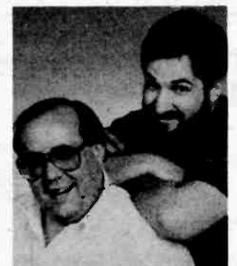
PROGRESS

Two changes at KMGG/Los Angeles: Charlie Fox replaces exiting afternoon man Sonny Melendrez on an interim basis, while Mucho Morales takes over overnights for Rich Hogan. Dave "Hutch In The Morning" Hutchison is spirited away from WGCU/Cleveland by WLLT/Cincinnati. Wes McShay leaves KAAK/Grand Falls, moving crosstown to KMON-AM & FM as Station Manager.

Andy Martin is the new midday personality at KOSW/Rock Springs, formerly of KRAL/Rawlins, WY. Cindy Petton steps up to Promotion Director at KGW/Portland. Phil Power joins WLHT/Grand Rapids to do nights, and Bob Berry is the station's new vacation reliever.

Jim Patrick leaves his PD position at KEEJ/Corpus Christi to join KMMK/Plano (North Dallas) as News Director. Russ Cumber splits KRZU/Waco for 7pm-midnight at KEY103/Austin, while KEY103's Keith Jacobs shifts from middays to

New WYNY Morning Team



Harris and Harris have become the first morning team ever for WYNY/New York. At left is Rick Harris, former morning man at neighbor WAPP; on the right is Paul Harris from WHCN/Hartford. One is Jewish, the other, Christian. One's tall, the other, short. With so much in common, why didn't PD Denise Oliver name them the "Harris Twins"?

afternoons. Julio Flores moves from weekends to overnights at KEZL/Oceanside, CA. WMTG/Gaithersburg, MD morning man Bob Bradley is promoted to PD.

At KBZT/San Diego, personality changes include former KEZR/San Jose News Director (and earlier, KHS/Los Angeles morning drive anchor) Liz Fulton, who is covering mornings with personality John Millinder. PD Joe Eick takes over the midday shift, and Milka Novak, most recently of KOSO/Madison, is handling afternoons. Also at KBZT, Dori-an White is the new Promotion Director.

Several changes at WJJB/Poughkeepsie: Ron Lyon is hired as afternoon news anchor; PM driver Steve Star takes over Music Coordinator duties; Sharon Fox adds Promotion Director chores to her midday shift; Overnight man Tom Morgan moves into the 7-midnight slot; and parttimer Bob Hahn is now covering midnight.



LON HELTON

COUNTRY

COMPUTERIZED INFO DELIVERY

High Tech To The Rescue

How much of the time you spend on the phone with record/promotion people is "quality time"? In other words, what percentage of time is devoted to the actual exchange of useful information, which helps you make musical selections for your station?

There's been a great deal of concern over the increasing amount of time MDs are spending on the phone - many PDs and GMs think that time might be better spent on station matters. While you don't want to cut back on the truly valuable calls, perhaps there is a way to pare the volume. Many promotion people make two calls to stations each week. One is to promote records, the second is to obtain the latest data, also known as "tracking."



"By having my data available on computer I can take more calls that really mean something." —Jim Gibb

One step toward the elimination of some phone clutter has been taken by KTPK/Topeka PD Jim Gibb. Along with a local computer store, he's established a computer bulletin board, which contains both his weekly rotations and chart numbers. Using his home computer each week, Jim puts the pertinent music information on a disk and takes it to Thoroughgood Computers of Topeka.

They load it into a bulletin board run by a Commodore 64 computer, which is accessible to record and promotion people who have been assigned a password and user ID number. Anybody with a computer can call and get the desired data in about two and a half minutes. (Most people spend longer than that on hold waiting for the MD.)

"We currently have about 20 people signed up to use the service," said Jim. "Ten or so are calling on a weekly basis, while many more have been waiting for us to be able to deliver the information at 1200 BAUD in addition to 300 BAUD. That's something we're now able to do."

Explaining why he went to a computer system, Jim said, "I was spending too much time giving out rotations and numbers when I should have been talking about record and artist information. I want to know how records are doing in other markets and the backgrounds of new artists. By having my data available on computer, I can take more calls that really mean something."

"A lot of record people are tracking 5-10 or more records. You can see how much time that means on the phone to just basically read them a list. This also saves them time. They can call and get the list

without going through a secretary or waiting for me to complete another call or two."

The Trade-Off

To thank the computer store for its cooperation and assistance, Jim supplies the store with public access information. This is a service the store can provide to people calling the bulletin board. He lists the station's top 20 to assist consumer purchasing, puts up concert information, and also writes album reviews. This is for public use - anyone with a computer can call up the information. The music data, however, is only accessible to record/promotion people with the correct code.

The Future

This system is actually a high-tech version of putting your station list on a code-a-phone and having promoters call a special number. With so many stations now using computers, Jim's idea is certainly within the capabilities of most stations. It's also the future. If you want information on how to set this up, call Jim Gibb at (913) 234-2627. Those who want to get at the data should contact Jim at the same number for a password and ID code.

If you have found other uses for your computer, especially with regard to information dissemination, please let me know and I'll pass it along.



It's No Puzzle Why K92FM Is No. 1

Here's an example of a mail piece the folks at K92FM(WWKA)/Orlando send out to advertisers. A brightly-colored mailer appears on client and agency desks once a month, featuring a puzzle, word game, or brain-teaser.

Prizes for correct entries range from getaway weekends and dinners to radios. This also gives the station a chance to get involved with buyers and advertisers on a more than "wanna buy some spots" basis. Plus I'm sure the advertisers enjoy winning something from the station. Doesn't everybody?

Of course, the contest form may sit on the "right" desk for a few days, with that big K92FM looking the potential client straight in the eye. Who knows how many extra bucks come its way just because K92FM was in the forefront of a buyer's consciousness?

CRS Agenda Committee Named

While the 1986 Country Radio Seminar may not yet be logged on your calendar (although it *ought* to be), it's time to begin planning its agenda. Agenda chairperson Susan Storms recently announced the names of the committee members who will plan the panels and set the topics for the '86 gathering:

Rusty Reynolds, Osbourne-Reynolds Group President; Tom Miller, WWVA/Wheeling PD; Tim Wilson, WAXX/Eau Claire PD; Barry Martit, WWW/Detroit PD; Cliff Blake, WMZQ/Washington PD; Curt Brown, KTTS/Springfield GM; Larry Daniels, KNIX-AM & FM/Phoenix General Program Manager; Dan Halyburton, KPLX & KLIF/Dallas GM; Michael O'Malley, WPKX-AM & FM/Washington PD; Carl Becker, WAJR/Morgantown PD; Erica

Farber, Interep Marketing Systems VP/GM; Johnny Biggs, ABC/Watermark; and MJJ's Lori Pinkerton.

Call these committee members and tell them what subjects you want discussed at the seminar as well as what people you'd like to see on the panels. Your input is important.

The dates for this year's seminar are March 6-8. Make your plans now to be there!



Susan Storms

1985 NRBA/NAB Panelists Set

Panelists for the 1985 NRBA/NAB Country format room have been set, according to moderator and WBAP/Dallas PD Bill Mayne. The dates for the Dallas meeting, officially known as the "Radio '85: Management and Programming Convention," are September 11-14.

The Country format room will be offered on two days: Friday (9-13) from 9-10:30am and then Saturday (9-14) from 10:45am-12:15pm. The format room is convening twice because of the large number of concurrent sessions being presented by the NRBA/NAB. By repeating the format rooms, participants can attend other sessions of interest and not miss their particular format room.

This year's panelists are: KVET & KASE/Austin VP/GM Ron Rogers, KMPS-AM & FM/Seattle PD Jay Albright, Broadcast Group VP/Programming and KJJJ-FM/Phoenix PD Charlie Ochs, Katz



Bill Mayne

Broadcasting Group VP and WBDO & WWKA/Orlando GM Bob Longwell, and Stecker/Thompson Associates President Ted Stecker.

Commenting on the direction this year's Country session will take, Mayne said, "It'll be an open discussion of the problems and opportunities facing the Country format in the next year."

Coming Next Week:

Programmers and record reps comment on the record rotation series.

COUNTRY PICTURE PAGE



IF ONLY THEY HAD THIS IN FUSCHIA — The lady on the right won a free spring wardrobe, courtesy of WSIX/Nashville. As an extra bonus she got free fashion advice from 'SIX morning cohost Paul Randall. As Paul modeled his favorite handbags and hats, the winner quickly realized you get what you pay for.



LIVE FROM NEW YORK, IT'S WGAR — Bringing a taste of the Big Apple to Cleveland, WGAR morning man Paul Tapie recently broadcast his show from ABC Radio's West End Avenue news studio in New York. Looking really happy about being in the office at 6am are (l-r, standing around the seated Tapie) Blair Radio's Scott Lazare, Scall McCable Sloves's Nancy Elliott, Blair's Mindy Miller, the Mediators' Karen Gittenberg, and Ted Bates's Fran Weinberg and Kathy Brown.



IT'S A SHORT WOKK — Between shows in Meridian, MS, John Schneider met with WOKK and one of their contest winners. All smiles (l-r) are: GM Ken Rainey, personalities Jim McKay and Jan Owens, Schneider, the winner, and OM Van Mac.



A COLD SUMMER DAY — During a trip to the nation's capital, Gene Watson dropped by WPKX to say howdy to WPKX PD Mike O'Malley (f) and afternoon jock John Bodnar (l).



ATLANTA TAKES SYLVESTER — WXZE/Sylvester, GA OM Charlotte Marchant (center) welcomes Atlanta group members Allen Colley (l) and Alan David (r) to town.



GOOD OL' BOYS PLUS ONE — WMC/Memphis afternoon crazy Eddie Edwards (c) was caught trying to convince Moe Bandy and Joe Stampley to let him play harmonica on their next record.



LAND OF WARNER — Steve Warner was a featured artist during Springfield, IL's Lincolnfest Celebration. After the outdoor fair Steve talked with WMAV radio folk. Pictured (l-r) are afternoon jock Rick Bradshaw, PD/morning personality Susanne Carns, Steve, and evening talent Dale Jones.



BOB WILLS IS STILL THE KING — For the past several years, KFDI/Wichita has brought Bob Wills' Original Texas Playboys together to celebrate the King of Western Swing's birthday. This year the dance and live broadcast was attended by Mrs. Betty Wills. Shown (l-r) are KFDI's Randy Ray Ulrich, Playboy Leon McAuliffe, and KFDI's Buddy Nichols and Orrn Friesen.



TAKE THIS CAR, PLEASE — Dan Seals's "My Old Yellow Car" seemed to be the only excuse WBTU/Ft. Wayne morning man Gary Allen needed to give away his car. While in town for a concert Dan stopped by the station to draw the winner's name. Pictured just after hooking up the car to a tow truck are (l-r) Aten, PD Karen May, and Seals.



BARE-LY WIRKIN' — WIRK/West Palm Beach staffers (l-r) Dave Wise, Jo Ann Kelly, and Barry West took time out from their busy broadcast schedule to welcome Bobby Bare (second from right) to town.



SHARON ALLEN

Nashville In Motion



Jim Carlson

Steel guitarist Bruce Bouton has left the **Ricky Skaggs Band**, where he was part of **CMA's** Instrumental Group of the Year for both 1983 and 1984, to pursue songwriting, special projects and studio work. Don't worry though, Ricky's already hired him as a studio sideman. **ASCAP** names **Eve Vaupel** as Nashville Public Relations representative. Next time you see **Lee Greenwood**, ask him to tell you the story about his hitchhiking experience between West Virginia and Nashville. Seems his bus broke down and Lee and his driver waited for a tow truck while the rest of the group boarded another bus. When help hadn't arrived by dawn, Lee and his driver hitched a ride with a couple in a small foreign car to a phone. Was it a dusty "Dixie Road," Lee? Look for a reactivated **Tumbleweed Records** label, with **Larry Ray** at the helm. Already signed to the label are **Bonnie Guitar**, **Carla Colten**, and **Rainer Ray**. CBS has promoted **Jim Carlson** to the position of Associate Director, Product Marketing, **Columbia Records**. In his new capacity, Carlson will oversee the definition and implementation for the market plan for all

Columbia/Nashville album releases. New mailing address and phone number for **Noble Vision Records** is: P.O. Box 1387, Franklin, TN, 37065; (615) 794-1905. Who else but **WB's Nick Hunter** would pull **Rick Moxley**, former Oakland A's director of media relations, and hire him as Southeast Regional Marketing Manager. Good thing you didn't work with St. Louis, Rick.

CMA Nominees For Hall Of Fame & Horizon Awards

Nominations were announced in Nashville for the Country Music Association's Horizon Award and Hall of Fame last week. Hall of Famer **Eddy Arnold** and Horizon Award winner **John Anderson** made the announcements at a reception at the Country Music Hall of Fame. 1985's nominees for induction into the Hall of Fame include **Rod Brasfield**, **Elton Britt**, **Flatt and Scruggs**, "Whitey" **Ford** (the Duke of Paducah), and **Homer & Jethro**. For the award, candidates are judged on the degree of their contributions to the advancement of country music, their impact, and their influence on others.

This year's Horizon nominees include **Ray Charles**, **Vince Gill**, **Eddy Rayen**, **Mark Gray**, **Keith Stegall**, **Sawyer Brown**, **John Schneider**, the **Forester Sisters**, **Mel McDaniel**, and **Dan Seals**. Remember now, the Horizon Award is not necessarily a new artist award; it's intended to recognize an outstanding artist development effort. The award was established in 1981 to honor that artist demonstrating the most significant creative growth and development in overall chart and sales activity, live performance professionalism, and critical media recognition. Horizon Award's previous winners include **Terri Gibbs**, **Ricky Skaggs**, **Anderson**, and the **Judds**. Five finalists will be selected by the CMA membership and announced on August 20th. This year's CMA Awards Show will be telecast live on CBS on October 14, 1985.

Loretta Opens Kennedy Center Season

Loretta Lynn opened the summer concert series at Washington DC's Kennedy Center before an audience which included Vice President **George Bush** and his wife **Barbara**. Lynn is celebrating her Silver Anniversary as an entertainer. Her first hit, "I'm A Honky Tonk Girl," appeared on the charts in the summer of 1960. Recently resigned with **MCA**, her label since 1961, **Loretta** has just released her 40th LP, "Just A Woman." It's her first digitally recorded album and the first she's ever co-produced herself. In honor of her Kennedy Center appearance, Washington's **WMZQ-FM** presented her with 50 roses, one for every state in the country that loves her so much.



Loretta Lynn at the Kennedy Center with Vice President George Bush and his wife Barbara.

Tillman Collection

CBS Records just released the "Floyd Tillman Collection," the 13th selection in the **Columbia Historic Edition Series**. **Tillman**, 1984's CMA Hall of Fame inductee, is best known as a pioneer in the birth of honky-tonk music, the "cheating song" genre, and the use of the electric guitar. As a matter of fact, artists like **Willie Nelson**, **Merle Haggard**, **Bing Crosby**, **Diana Ross**, **Ray Charles**, and **George Jones** have all recorded **Tillman's** songs.

Must Be Something In The Water . . .

Congratulations to Mercury artists **Butch Baker** and his new wife **Suzanna Timberlake**. The couple were married June 22 on Signal Mountain. **Butch** sang **Don Williams's** "Till The Rivers All Run Dry" to his new bride. **Butch's** father, **Ted Baker**, performed the ceremony. The couple spent their honeymoon in Hawaii. **Wright Brother John McDowell** married **Marla Key Trowbridge** July 15th in

his uncle's church in Indianapolis. After a honeymoon in Cancun, the couple will reside in Indianapolis. **R&R's** **Deborah Evans** married **Gary Price** July 19th in Bossier City, LA. **MCA** artist **Diana Rae** married **Lee Greenwood's** bass player **Paul Uhrig**. In a related story, congratulations to new daddy **J.P. Pennington** of **Exile**, whose daughter **Jessica Rose** was born July 6th in Lexington, KY. **Bet J.P.** thinks "She's A Miracle"; you know how dads are. . .

Bits & Pieces . . . Our condolences to the **Eddie Rabbitt** family on the loss of **Timothy Edward Rabbitt**, 23 months old, who died July 16 in Minneapolis of complications from a liver transplant. . . Listen for **Leona Williams** signing backup on **Gene Watson's** single "Cold Summer Day In Georgia". . . Both **Lynn Anderson** and **Brenda Lee** have recorded duets with **George Jones** recently. . . In addition to **Larry Carlton**, **Larry Gatlin** is also co-writing tunes for his next LP with another famous brother, **Barry Gibb** of the **Bee Gees**. . . Be listening for a commercial jingle written and performed for **Red Man** chewing tobacco by **Bobby Bare**. . . Please be advised that there is a mistake in the wording of the song title on **Tom T. Hall's** current single. It should read "Down In The Florida Keys." You will be receiving another record with corrected label copy. . . Just thought you'd like to know!



CROFT HOT IN HOLLAND — Capitol artist Sandy Croft poses with Lex Tondeur of KRO Radio in Holland, where Croft's new single "Piece of My Heart" is receiving airplay.



STARTING THEM EARLY — Capitol/Nashville President Jim Foglesong and Capitol/EMI America artist Bobby Bare coach two young songwriters prior to their performance during the Country Music Foundation's "Words and Music: Special Edition" program, which Bare emceed. The program enlists the help of professional songwriters to aid budding tunesmiths in their efforts. Future writers pictured with Bare and Foglesong are Amy Knowles and Ryan Brown.



HOSTING DUTIES — Once again this year the **Stallers** will host the Music City News Awards show. **John Schneider** and **Marie Osmond** will join them as co-hosts. The quartet is nominated in seven categories of the fan-voted awards.



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MARKETPLACE

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Current Issue #63 features WNBC/Howard Stern, WLS/Larry Lujack, KAFM/Andy Barber, KKMI/Pat O'Day, KRLA/Art Laboe, Boston CHRs WZOU, WXKS & WHIT, Tampa's WMGG/John Lanigan, plus Nashville's WYHY/Coyote McCloud. 90-minute cassette, \$5.50.

Special Issue #5-60 features BUFFALO! CHRs WBEN-FM, WNY5, & WYSL. AOR WPHD, Urban WBLK plus A/Cs WKBW, WGR, WGR-FM, WBUF & WBEN. Cassette, \$5.50.

Special Issue #5-61 features SAN JOSE & SAN FRANCISCO! SAN JOSE CHRs KWSS, KHIT, AORs KSJO, & KOME, A/Cs KARA, KLOK & KEZR, plus SF CHRs KFRC (Game Zone), KYUU, KMEL, & KITS. 90-minute cassette, \$5.50.

Classic Issue #C-57 features KHJ/Real Don Steele-1969, KGB/Jessie Bulet-1971, KNUS/Beau Weaver-1973, KHJ/Tom Dooley-1974, KFRC/Bobby Ocean-1975, KRUX/Todd Wallace-1971, KDAY/Nathan Roberts-1971. Cassette, \$10.50.

Still available: #5-59 (Chicago), #5-58 (San Antonio), #5-57 (Atlanta), #5-56 (Orlando/New Orleans), #5-55 (Miami) @ \$5.50 each.

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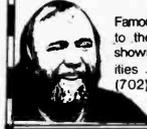
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OPPORTUNITIES

OPENINGS

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Possible future opening for on-air PD in contemporary Country station. Females encouraged. C&R/recent photo: Mike McGinn, WRKZ, Box 2, Hershey, PA 17033. No calls. EOE M/F (8-2)

Major money & opportunity for major talent. Come join us in creating the NE's next important CHR. T&R: Box 6809, Syracuse, NY 13217. (8-2)

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Number ONE 25-34 AC FM radio station in major market needs THE Canadian morning personality of the 1990s to complete winning team! Excellent salary and benefits. If you're a positive entertainer who knows how to make your listeners feel great, send tape and resume to: Radio & Records, 1930 Century Park West #0072, Los Angeles, CA 90067.

Expanding group of stations looking for newperson. T&R: Gary James, WARE, Box 210, WARE, MA 01082. (8-2)

"Solid Gold" station has openings for parttime air personalities. One year experience. Send T&R: Christina Ruiz, 605 Mattison Avenue, Asbury Park, NJ 07712. (8-2)

THE RESEARCH SAYS "OLDIES" — are you a PD who can deliver this format? Resume and cassette to: Radio & Records, 1930 Century Park West #0073, Los Angeles, CA 90067.

Mature morning personality for A/C-Oldies station. Fun humor. Community oriented. T&R: Ginny Rogers, WEOK, Box 416 Poughkeepsie, NY 12602. EOE M/F (8-2)

OPENINGS

OUTRAGEOUS MORNING PERSONALITY

WCCC is looking for an outrageous topical morning madman. Only the most creative need apply! T&R to David Grossman, WCCC, 243 S. Whitney St., Hartford, CT 06105.

Q-104/thica seeks talent for future openings. T&R: WQNY, Box 6476, Ithaca, NY 14851. EOE M/F (8-2)

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You're a woman or man who's serious about news. And you have a sense of humor about life.

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OPENINGS

NH seacast seeks full & parttime announcers for future openings. T&R: Scott Mason, WAVI, Radio Road, Portsmouth, NH 03801. (7-19)

AM Country station looking for personality-oriented air talent. T&R: Bob Jones, WQBE, Box 871, Charleston, WV 25323. EOE M/F (8-2)

WPOR-AM & FM needs experienced talent for parttime shifts & entry-level parttime sports engineering. T&R: Tom Meneses, WPOR, 562 Congress Street, Portland, ME 04101. EOE M/F (8-2)

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We're in a wonderful and exciting market. We pay well.

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OPENINGS

SOUTH

WISE needs aggressive reporter/anchor. Experience preferred. Minorities encouraged. T&R: Dick Cullom, WISE, 90 Lookout Road, Asheville, NC 28804. EOE M/F (8-2)

WBAP-890 seeks parttime air personalities. Pros only. T&R: Bill Mayne, One Broadcast Hill, Ft. Worth TX 76112. EOE M/F (8-2)

Experienced news person needed for small market news lead or near D.C. Send T&R/writing sample: Joni Baluh, WINC, Box 3300, Winchester, VA 22601. EOE M/F (8-2)

Top-rated CHR in Southern market is accepting T&Rs for future openings. Send to: Don Rivers, KBIU, Box 1725, Lake Charles, LA 70601. EOE M/F (8-2)

New BIU station in Southern market is accepting T&Rs for future openings. Send T&R: Roshon Vance, KXZZ, Box 1725, Lake Charles, LA 70601. EOE M/F (8-2)

Positions open for PD & MD. Must have music programming experience. Send T&R/references: Horatio Hand, 413 Jefferson Street, Lafayette, LA 70501. EOE M/F (8-2)

A/C. Country combo in TX needs pros for future openings. Females encouraged. T&R: Paul James, Box AA, Marshall, TX 75671. EOE M/F (8-2)

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Top-rated coastal NC A/C outlet looking for female on-air/production. T&R: Dick Reus: WQTR-FM, Radio Road, Whiteville, NC 28472. (8-2)

Z-93, Amarillo's hot CHR, needs afternoon drive pro immediately. T&R: Peter Stewart, PD, Box 7488, Amarillo, TX 79114. EOE M/F (8-2)

K104 *from* The Hits of the City

ANCHOR/REPORTER needed for Dallas-Ft. Worth U/C format. Send T&R to News Director, K104 FM, P.O. Box 530860, Grand Prairie, Texas 75053 (214-647-1831)

CHR station looking for air talent. Must be mature, hard worker. KFXY, Box 1430, Morgan City, LA 70381, or (504) 384-7520 (8-2)

Top-rated AM/FM combo needs air personality for A/C & Country. Air talent with production skills preferred. T&R: Don Rusan, Box 2018, Texarkana, AR 75504. (8-2)

Capital Cities Communications

Has acquired WPLO Radio in Atlanta and is seeking experienced PERSONALITY air talent. Qualified applicants should possess humor, good phone technique, and work well at a high profile station. Please — no time and tempers. Tapes and resumes to Neil McGinley, Operations Manager, WPLO Radio, 360 Interstate North, Suite 101, Atlanta, GA, 30339. EOE

KTCL has parttime/news opening. Good knowledge of music & production skills. T&R: John Hayes, 1808 Riverside, Ft. Collins, CO 80524. No calls. EOE M/F (8-2)

The next platform in your career could be with V100. An opening exists now for an outstanding air talent. This person will be experienced, talented, creative, ambitious, personable, and will be compensated accordingly. An excellent opportunity for a motivated individual. Ron Brandon, Operations Director V100, Box 4318, Charleston, WV 25304.

A Capitol Broadcasting Corporation Station

WBCY-108 FM

Charlotte's top-rated CHR has a very rare morning opening. If you're a morning personality who can be funny, who understands local involvement and its importance, and enjoys working hard at remaining #1 both on and off the air, then we'll pay top dollar for your talent. DON'T WAIT! Send skimmable tape along with resume and references to: Bill Martin, WBCY, One Julian Price Place, Charlotte, NC 28208 EOE M/F

News anchor & asst/news needed at brand-new Southern coastal A/C. T&R: KPCB, Box 3926, Corpus Christi, TX 78404. (7-26)

OPENINGS

Seeking experienced CE for Country Class C. Strong audio. RF, studio maintenance, construction experience. Resume: Norman Philips, 411 Ryan Plaza Dr., Arlington, TX 76011. (7-26)

Q96-FM has an immediate opening for a personality, lifestyle newswoman. We need an individual who can anchor our morning news and become part of an up tempo morning show. Please send tapes and examples of your writing immediately to: Neal Hunter, Operations Director, Q96-FM, 5430 Fredericksburg Road, Suite 517, San Antonio, TX 78229. EOE M/F



Night rocker needed for top-rated CHR in the nation's third fastest-growing metro. T&R: Brian Lange, WFGI, 2600 Airport Road, Naples, FL 33962. (8-2)

Immediate openings at hot 100-kw CHR giant in SE. Key position open now. Right atmosphere for great people. CHR: WJAD-FM, Box 706, Bainbridge, GA 31717. EOE M/F (8-2)

Highly motivated and experienced morning drive personality needed for top-rated CHR in the nation's third fastest-growing metro. T&R: Brian Lange, WFGI, 2600 Airport Road, Naples, FL 33962. (8-2)

SAN ANTONIO MORNING DRIVE PERSONALITY

The talk of San Antonio is MAGIC 105FM, the new gold-based AC. Scored a 5.2 in monthly Birch after only 2 1/2 months on the air. Now looking to build morning franchise. Rare ground floor opportunity for proven Morning Man to join team of three outstanding personality style news/weather people. Must have successful AC track record with humorous style.

Send tape & resume to Jack Collins or Lon Thomas KSMG FM 8930 FOUR WINDS SUITE 500 SAN ANTONIO TEXAS 78239

MIDWEST

105-FM seeks Assistant PD. Must write copy. Possible week-end airshift. T&R: Randy Stephenson, WWCK, 3217 Leeper Road, Flint, MI 48503. (8-2)



"Flint's Killer Combo AM/Country — FM/A/C, in search of Production pro. No beginners. Great voice, creativity a must. T&R to Mark Thomas, Ops Manager, WKMF/CARS 108, Box 1470, Flint, Michigan 48501. EOE. M/F."

The new Country WAUK/Wisconsin seeks qualified sales people. Resume: Mike Sarton, WAUK, 1460 Whitehart, Waukegan, WI 53186. (8-2)

WINNING MIDWEST BROADCAST GROUP

Has key on-air positions available. Personality CHR-A/C talents with quality production skills desired. We offer strong compensation packages, fine facilities and advancement potential. Send tapes and resumes to Radio & Records, 1930 Century Park West, #0065, LA, CA 90067. EOE

Eastern IA's best is looking for talent immediately. CHR, Iowa City/Cedar Rapids market. C&R: Ted Jacobsen, Box 2388, Iowa City, IA 52244. (8-2)

106-FM, WWCK is looking for parttime air talent. T&R: Mark Miller, 3217, Leeper Road, Flint MI 48503. (8-2)

Light A/C AM looking for bright, energetic person to handle afternoon shift. T&R: Fred Brooks, KSCJ, Box 1379, Sioux City, IA 51102. EOE M/F (8-2)

MM market leader looking for future air talent with creative production skills. Send T&R: Mark Powell, PD, WLKB, 711 North First Street, DeKalb, IL 60115. (8-2)

KQ/Duluth has midday opening for AOR announcer. Creativity & production a must. T&R: Mike Keller, Box 16187, Duluth, MN 55806. EOE M/F (8-2)

OPENINGS

KJ-103 lost night personality to Dallas. If you think you can improve on a 14 share, rush C&R: Bill Cahill, KJYO, Box 1000, Oklahoma City, OK 73101. EOE M/F (8-2)

MAJOR MIDWEST MARKET HOT CHR

Has immediate opening for highly personable but tight morning drive news talent to interact with zany crew; must be a pro with public affairs background. Send T&R to: Radio & Records, 1930 Century Park West, #0071, Los Angeles, CA 90067. EOE M/F

East Central W's best CHR needs air talent immediately. T&R: Jeff Daniels, K-96, Box 1647, Richmond, IN 47374. (8-2)

Looking for PD for top 50 5-kw A/C station. T&R: Walter Broadhurst, GM, WING, 717 E. David Road, Dayton, OH 45429. (8-2)

TOP 15 MARKET ADULT CONTEMPORARY FM

is looking for a person or team for mornings with adult humor. Right money for right concept. Send T&R to Radio & Records, 1930 Century Park West, #0064, LA, CA 90067. EOE M/F

Wanted: Experienced or broadcast-trained announcer for full-time opening at small-market A/C near Milwaukee. T&R: Chris Harlow, WPLY, Box 420, Plymouth, WI 53073. (8-2)

WEST

KTYD/Santa Barbara accepting T&Rs for future openings. Top-rated AOR in beautiful West Coast market. Rick Williams, Box 82110, Santa Barbara, CA 93160. (8-2)

Glenn CHR in Northern CA needs announcer & announcer/singer. Production a must. T&R: John McCortle, KRFD, Box 631, Marysville, CA 95901. No calls. (8-2)

KOPA

FM 100.7 AM 1440

PHOENIX

Beat the snow! Morning personality needed. Must be unique, very clever and able to work in pleasant surroundings. We'll even pay you. Fed ex tape now! DICK BASCOM: KOPA 4601 N. Scottsdale Rd. Scottsdale AZ 85251 — E.O.E. M/F

KMXQ-Magic 104, a Fresno CHR, is seeking experienced morning personality/news anchor. No calls. T&R: John Berry, 1765 N. Fine, Fresno, CA 93727. (8-2)

NEW CHR FM

In the Pacific NW looking for air talent, all shifts, strong morning & afternoons needed. Join a growing, progressive company with excellent pay and benefits. Submit T&R to Radio & Records, 1930 Century Park West, #0066, LA, CA 90067. EOE

Country giant looking for air talent/production person. Must be good at promos. Two years' experience required. T&R: Dennis Goodnight, KGRT, Box 968, Las Cruces, NM 88004. (8-2)

BIO KFRG PRODUCTION DIRECTOR

KFRG, San Francisco is accepting applications for Production Director. For specifics on how to apply, call Kyle Palabay, KFRG programming Assistant, at 415-986-6100. KFRG, RHD, EOE M/F/W

Future & parttime air talent wanted. C&R: Randy Robbins, Box 1520, Oxnard, CA 93034. (8-2)

Future on-air opening possible for morning news position. T&R: KILY, Box 2630, Bakerfield, CA 93308. No calls, please.

OPENINGS

CO-OP/PROMOTION DIRECTOR

Needed for expanding FM A/C station in Rocky Mountain area. Must be self-motivated experienced, creative, and willing to work hard. Resume to Radio & Records, 1930 Century Park West, #0069, Los Angeles, CA 90067. EOE M/F

Full & parttime announcers wanted for San Francisco B/U outlet. Minimum 3-5' years experience. T&R: Jeff Harrison, KRE, 601 Ashby Avenue, Berkeley, CA 94710. No calls. (8-2)

Network supplying major CA radio stations with traffic reports, seeks air talent. Must have good knowledge of LA area. T&R: 8272 Sunset, 2nd Floor, Los Angeles, CA 90048.

Hot Hits in 105 KITS

MAJOR \$\$\$\$ FOR MAJOR TALENT

If you have what it takes to be extremely entertaining to our PM drive audience in America's most beautiful city, then I want to hear your best tape... humor, warmth, personality and that special spark all a must. No calls. Rush T&R to: KITS, 1355 Market Street, Ste. 152 San Francisco, CA 94103. EOE

Needed: Experienced PD. Good voice, creative production & copywriting skills. T&R: Rick Freeman, KFBK, 1440 Eban Way, Suite 200, Sacramento, CA 95825. (8-2)

KYVA/KOYO now accepting T&Rs for present & future openings. CHR format. Send to: Bill Lee, Drewer K. Gallup, NH 87301, or (505) 863-6851 (8-2)

JOIN A WINNING TEAM

New Country FM, Southwest, well within Top 100. Accepting T&R now for early September start date. Excellent growth group. All shifts open now. T&R to Radio & Records, 1930 Century Park West, #0054, Los Angeles, CA 90067. EOE M/F

Rare opportunity for ND with airshift possible. Fulltime experience needed. T&R: Joe Bari, KMCC, Box 104, The Dalles, OR 97058. (7-19)

100-kw FM A/C needs experienced sales manager. Good salary/benefits. Resume only: KMCC, Box 104, The Dalles, OR 97058. EOE M/F (7-19)

The Great American Dream. One of the most beautiful areas in California. New station needs new staff immediately! Rush A/C cassette and resume to:

BOB HARPER'S COMPANY

Post Office Box 24337 • San Diego, CA 92124

Opening for morning position at KDKO/Darver. Talent must be entertaining & informative. T&R: Jay Johnson, KDKO, 7880 East Berry Place, Inglewood, CO 80111. EOE M/F (7-26)

Owner's V106, a Maricopa station, needs "Rambo" jocks. Send T&R: John Dzialo, GM, KXKY, 7075 W. Hampden Avenue, Denver, CO 80227.

Air talent wanted for future openings at Northern CA A/C. T&R: Michael Reading, 1900 Garden Road, Monterey, CA 93940. EOE M/F (7-26)

Traditional 106 Country station in tourist area near Las Vegas needs communicator with good voice & knowledge of traditional country music. Richard: (801) 628-3643 (7-26)

Top Rated CHR

Needs competitive drive personality. Must have strong production and love appearances. North Colorado market with 2 colleges. Must be a winner! T&R to: Jim Alexander, PD, KUAD-FM Box 117, Windsor, CO 80550. No calls! EOE

OPPORTUNITIES

OPENINGS

NEWS DIRECTOR

Rocky Mountain A/C AM-FM combo is looking for a news director who has the organizational abilities and great on-air presentation to be #1. Women encouraged to apply. T&R to: Radio & Records, 1930 Century Park West, #0070, Los Angeles, CA 90067. EOE

Wanted morning announcer/production with Country experience. T&R: Pat Patterson, KCCC, 1011 West Mermod, Carlsbad, NM 88220. (7-26)

Freem's light rock station has a fulltime opening. We play more music with less talk. T&R: Scott Huskey, KLTX, Box 49, Hanford, CA 93232. (7-26)

KYWK is accepting T&R's for partners & future openings at Las Vegas' new CHR, Jim Daniels, 919 West Bonanza, Las Vegas, NV 89106. No calls. EOE M/F (7-26)

AM-1340, KATA is looking for PD with strong background in news broadcasting. T&R: Scott Marcus, Drawer 1, Arcata, CA 95521. EOE M/F (7-26)

POSITIONS SOUGHT

MD with wide range of rock, early R&B, & Country knowledge (28-29 years), looking for opportunity with station with any of these formats. JIM McCLORY: (215) 649-6292 (8-2)

Cut costs & improve quality. Hottest hits CHR program with 20 years' experience has uncluttered "hit only" format. JOHN BRUCE: (605) 481-7016 (8-2)

Currently employed. Solid midday man looking for medium market A/C, Jazz, CHR, B/U station. Will relocate anywhere. MAC MONTE: (301) 693-9926 (8-2)

Top-rated evening FM CHR jock looking for a new, exciting challenge. Got that challenge? Let's talk. TOM: (801) 896-9372 (8-2)

Searching for female announcer with excellent voice quality & production skills? Pick up the phone & call ROBIN: (612) 340-9954 (8-2)

Older experienced announcer currently in small market polishing up skills after years off air. Now seek to move up. Prefer CA/OR/WA/Vancouver. BILL NOVAK: (702) 826-8127 (8-2)

All talent available, PD/MD. Have worked in NJ, CT, NC, SC, MI. Currently working afternoon drive. Will consider all markets. Call JAMES: (301) 749-6306 or 749-4899. (8-2)

20-year, major market morning entertainer seeking to relocate on Gulf Coast/Sunbelt. Can deliver audience. (717) 561-9747 after 1pm EDT. (8-2)

Hey, small-market CHR PDs. Two years' experience. Work me like a dog! Pretty nutty, huh? (312) 266-0642 (8-2)

Houston OM, A/C, Country, CHR with promotions & sales background. NICK: (713) 987-2083 (8-2)

Top-notch sportscaster would like to become a part of your winning lineup. Call anytime. DENNY: (614) 666-7033 (8-2)

Small market jock seeks medium-market position in MW. Call BART: (214) 792-8030 before 11am DST. (8-2)

Experienced morning man, news, production, copywriting. Married & stable. Available now to medium or better market. All areas considered. LARRY KAY: (717) 653-2500 (8-2)

Parttime major-market jock looking for a fulltime night position at medium/small up tempo CHR. Good voice & many character voices. Call JOHN: (414) 961-1353 (8-24)

Experienced PD with positive track record wishes to move to larger market as PD or assistant PD. RICH: (406) 453-5368 after 7pm MDT.

Tina, requests: '20s-'80s music & personalities. Proven late nights & overnights. 19 years with MD/PO & majors' experience. PAUL: (317) 899-2278 (8-2)

Experienced, successful, major-market salesman seeks similar position. Preferably western U.S. Contact: A. LaFORGIA, 3752 McGrath Road, Bellingham, WA 98226, or (206) 676-9452 (8-2)

POSITIONS SOUGHT

Reliable, ready & right! Air personality RALPH RICHARDS for your CHR/AOR station. For T&R call: (216) 238-3028 (8-2)

Top-quality anchor looking for opportunity in medium/major market. 12 years' street reporting experience. Prefer MW. NICK LINBERG: (319) 386-8977 or 383-7048 (8-2)

Dependable, bright morning personality. 12 years' experience. Good production. A/C, Country. MW preferred. DAVE DANIELS: (515) 955-5679 (8-2)

Commercial production writer/producer & multitask engineer available today. Call for demo. Prefer TX, but will consider all markets. (409) 846-6937 or 779-1240 (8-2)

14-year programming vet seeks A/C, CHR FM. High on community involvement & public appearances. Call MARK: (209) 722-3267 (8-2)

NBA. Los Angeles experienced. I want to be your pro or college PBP man or station's sportscaster. Ready to travel. PETE ARBOGAST: (818) 241-2559 WDT. (8-2)

Award-winning sportscaster. Seven years' experience. Let's talk college football/basketball & make your station a winner. Put me in, coach... FRANK: (805) 832-2852 (8-2)

Just enough to live on. That's all I need for my first break in radio. Call GREG collect. (216) 777-3790 (8-2)

Anywhere, now! Trained broadcaster. A/C, CHR, MOR. Good production. HENRY: (201) 836-5166 (8-2)

Looking for entry level position. Gung-ho radio junkie. Broadcast graduate. Will relocate. Call SCOTT: (219) 865-2544 (8-2)

BROADCAST PRO IN FOURTEENTH YEAR.
Previous major market experience. Extensive AOR and Production background. If you're looking for a creative team player who's ready to win, lets talk. Dan McClintock — 608-249-5537 or leave message.

Talented announcer/production with local D.C. experience. Seek position in same area. WILLIE: (202) 232-3834 (8-2)

Mature morning man. Good with live copy, phones, humor. Hardworking, personable. NO button-pusher. Prefer MOR/ Country. Call LOU: (804) 978-1141 (8-2)

Adult communicator with seven years' on-air experience seeks permanent fulltime position in OR. Last position paid \$1800/month. Call: (503) 363-4669 (8-2)

Female with radio four years. MD with highlights at KKKM, KKBZ, KJZZ. Looking for fulltime slot. Prefer West. Please call JILL: (303) 630-1088 MDT. (8-2)

Copywriter plus! Pursuing my specialty of writing effective copy quickly & effectively. Production with character voices tool TIM: (608) 784-3725 (8-2)

20-year veteran rocker, dying at Country station. No older. Looking for Houston CHR/AOR. Good MD. DW: Box 721078, Houston, TX 77272-1078 (7-19)

FIG NEWTON. 11-year drive jock in Cleveland looking for new FM. Tuptle humor for 25-49 demos. (216) 842-2929 (7-19)

Live and air your Great Lakes area station, immediately. Smooth DJ, creative production. 5+ years' experience. Degree. Ready to move out! MARK: (813) 474-5064 (7-26)

Your attention please. Extremely dependable, innovative, & enthusiastic broadcast graduate seeks on-air position. Ready to relocate. EMANUEL: (213) 258-0535 (7-19)

Covering football? I'm your man. Exciting, informative, entertaining. PBP. Two years' college experience. JOHN: (415) 679-6204 (8-2)

PM Drive/Production Director/assistant PD is ready to make your CHR station sizzle. South or SW area. Contact SHAWN: (605) 728-1348 (8-2)

Rescue me from the geriatric ward! Currently at MOR, but I wanna rock! Seek major/medium market CHR/AOR in SE. Good production. A/C experience. NANCY: (919) 288-2180 (8-2)

POSITIONS SOUGHT

Boone-Erickson? Nope! Just me. Creative, dependable, experienced communicator seeks position at your station. DJ/news/production. Any market. RANDALL: (612) 545-3687 (8-2)

Ten-year PD & Sports Director in NYC market moving to Fort Myers in September. Seek immediate opening. ED: (201) 847-1344 or 322-4381 (8-2)

Hardworking, responsible, dedicated jock looking for ADR or adult AOR. Good knowledge of Jazz. Will relocate. All serious offers considered. PAUL NELSON: (305) 464-3606 (8-2)

Aggressive self-starter with professional team attitude seeks similar atmosphere. Community involvement. Employed. Let's do each other a favor. THE WIZ: (707) 462-3329 (7-26)

Personally jock, former L.A. PD. Super fast-paced production. McLondon-trained on-air news. Sales tool CHR, AOR, Country. Wherever you are, call: (213) 850-8611 (7-26)

ONE OF AMERICA'S MOST SUCCESSFUL PROGRAMMERS
is seeking a new challenge. Strong programming/production skills. Contact David McKay (813) 536-5195.

DJ with three years' experience wants to make move to West or SW. Seeks A/C format in small/medium market. JIM: (601) 693-1377 (7-26)

West Coast special: One month's rent in apartment, walking distance from the station, in exchange for one month's work free. Talk: AOR/CHR PD's call: (312) 266-0642 (7-26)

I will go anywhere in the South. Small/medium market programming experience in Country, A/C formats. Call DADE: (601) 335-8277 (7-26)

Aggressive self-starter with professional team attitude seeks similar atmosphere. Community involvement. Employed. Let's do each other a favor. THE WIZ: (707) 462-3329 (7-26)

Boston... I need you! & you need me. Four years' experience in small market. Great morning personality. CHRIS: (814) 623-1090 (7-26)

A/C, Country mornings. Great production & ratings. Very capable pro. 100k plus market. SEAN: (206) 533-6002 (7-26)

Want humor, excitement? Entertaining pro 22 years in broadcasting. Experienced PD/GM/morning personality ready for permanent home. Oldies/CHR/Country. (818) 705-3188 (7-26)

WGY is great, but it's time to move on to a fulltime airshift in a medium market. DAVID: (518) 372-8588 (7-26)

Professional, 20 years' experience in all formats including Talk, OM/ PD. Looking to feed kids. Call BILL: (703) 783-9276 (7-26)

Pro looking for career position with stable organization. Strong on-air/production. Team player. Great attitude. PD/MD with successful track record. JERRY: (801) 628-0398 (7-26)

Radio beginner looking for first shot. Live in Atlanta, will do weekend/parttime/anything. Call JOHN KIER: (404) 475-2584 (7-26)

Broadcast veteran. Strong production/hardworking PD/MD/morning personality/team player seeks career position with stable organization. Willing to make commitment. DICK: (801) 635-4114 (7-26)

Seeking entry-level DJ position. Superb voice, copywriting skills, & BS degree in communications. Willing to relocate. Available immediately. MARK McCLANAHAN: (714) 525-8360 (7-26)

News anchor/reporter/assignment editor interested in making a move. 12 years' experience. Call MELODY: (317) 545-9706 (7-26)

Baking in Bakersfield. Southern CA, I want to come home! Experienced in A/C, CHR, BRYAN: (805) 397-3493 (7-26)

POSITIONS SOUGHT

MISCELLANEOUS

AOR/news music interview show needs service from all labels. Julio Flores, Western Front Radio Network, 115 N. Vine Street, Anaheim, CA 92805, or (714) 776-2594 (7-19)

KVOC needs limited A/C service from major labels in addition to current Country service. Contact: Scott Alan, Box 2090, Casper, WY 82602. (8-2)

KUOP needs Blues product from all labels for weekly show. Please send to: Vada Smith, KUOP, 3601 Pacific Avenue, Stockton, CA 95211. (8-2)

KGMJ-FM needs classic Country service immediately. Contact Steve or Dave. Box 1111, Eagle, CO 81631, or (303) 328-5485 MDT. (7-26)

Magix-104 WRYG needs improved service from all record companies. Dan Brian: 2333 Bowen, Oshkosh, WI 54903. (7-26)

A/C station needs record service from all labels. KLLS-FM, 8401 Datapoint, San Antonio, TX 78229. (7-26)

Central FL A/C WPC needs product from Arista, WB, EMI, PG, A&M & RCA. Contact: Alan B. Walz, WPC, Box 712, Lake Wales, FL 33853. (7-19)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

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FOR RADIO

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NATIONAL MUSIC FORMATS

Added This Week

"WEIRD AL" YANKOVIC "I Want A New Duck"



ZZ99 95XIL
K104 WCIL-FM
KMBO WDBR
WJXQ WSPT
OK 100

ROCKWOL

J. GEILS BAND "Fright Night"



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WXKS-FM KAMZ KBOS
PRO-FM WOKI KMGX
KKRZ WFMI WZON
FM102 KTFM Q101
WERZ WSEZ WHSL
WZLD KIST



Distributed by CBS Records

Satellite Music Network

George Williams (214) 991-9200

The Starstation

COREY HART "Never Surrender"
RONNIE MILSAP "Lost In The 50's Tonight"

Country Coast-To-Coast

MARIE OSMOND w/DAN SEALS "Meet Me In Montana"
JOHN CONLEE "Blue Highway"
MERLE HAGGARD "Kern River"
KENDALLS "If You Break My Heart"

Rock 'N' Hits

MOTLEY CRUE "Smokin' In The Boys Room"
DIRE STRAITS "Money For Nothing"
EURYTHMICS "There Must Be An Angel . . ."

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

PRINCE "Pop Life"
MICHAEL McDONALD "No Looking Back"
KATRINA & THE WAVES "Do You Want Crying"
WHAMI "Freedom"
LAURA BRANIGAN "Spanish Eddie"

TM AC

TINA TURNER "We Don't Need Another Hero"
WHAMI "Freedom"

TM Country

JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"
CRYSTAL GAYLE "A Long And Lasting Love"
STEVE WARINER "Some Fools Never Learn"
VINCE GILL "If It Weren't For Him"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

BEACH BOYS "It's Getting Late"
JULIAN LENNON "Jesse"

Modern Country

MARIE OSMOND w/DAN SEALS "Meet Me In Montana"
KEITH STEGALL "Pretty Lady"
DAN FOGELBERG "Down The Road Mountain Path"
CRYSTAL GAYLE "A Long And Lasting Love"
MARK GREY "Smooth Sailing (Rock In The Road)"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

KEITH STEGALL "Pretty Lady"
WHITES "Hometown Gossip"
JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"

The Great Ones

WHAMI "Freedom"
MICHAEL FRANKS "Your Secret's Safe With Me"

Radio Arts

John Benedict (818) 841-0225

Country's Best

EDDY RAVEN "I Wanna Hear From You"
GEORGE JONES "Who's Gonna Fill Their Shoes"
VINCE GILL "If It Weren't For Him"

Soft Contemporary

NATALIE COLE "A Little Bit Of Heaven"

Sound 10

BEACH BOYS "It's Getting Late"
PONTER SISTERS "Dare Me"
HOWARD JONES "Life In One Day"
NATALIE COLE "A Little Bit Of Heaven"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

EURYTHMICS "There Must Be An Angel."
MICHAEL McDONALD "No Looking Back"
MADONNA "Dress You Up"
DIRE STRAITS "Money For Nothing"
UB40 with CHRISSE HYNDE "I Got You Babe"

Country

CRYSTAL GAYLE "A Long And Lasting Love"
MOE BANDY "Barroom Roses"
JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"
BRENDA LEE "I'm Taking My Time"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

WHAMI "Freedom"
MOTELS "Shame"
DIRE STRAITS "Money For Nothing"
FREDDIE JACKSON
"Rock Me Tonight (For Old Times Sake)"

Contempo 300

WHAMI "Freedom"

Great American Country

GEORGE JONES "Who's Gonna Fill Their Shoes?"
GENE WATSON "Cold Summer Day In Georgia"
ED BRUCE "If It Ain't Love"
EDDY RAVEN "I Wanna Hear It From You"
OAK RIDGE BOYS "Touch A Hand, Make A Friend"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

MOTELS "Shame"
MICHAEL FRANKS "Your Secret's Safe With Me"
BEACH BOYS "It's Gettin' Late"
MICHAEL McDONALD "No Lookin' Back"
JAMIE BOND "Heart Of Love"

Your Country

MARK GREY "Smooth Sailing (Rock In The Road)"
CRYSTAL GAYLE "A Long And Lasting Love"
EDDY RAVEN "I Wanna Hear It From You"

Hit Rock

MOTLEY CRUE "Smokin' In The Boys Room"
COCK ROBIN "When Heart Is Weak"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MOTLEY CRUE "Smokin' In The Boys Room"
DIRE STRAITS "Money For Nothing"
JULIAN LENNON "Jesse"
UB40 with CHRISSE HYNDE "I Got You Babe"

The AC Format

HUEY LEWIS & THE NEWS "Power Of Love"
HOWARD JONES "Life In One Day"

Super-Country

ED BRUCE "If It Ain't Love"
JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"
ALABAMA "Can't Keep A Good Man Down"
KATHY MATTEA "He Won't Give In"

JAZZ

TOP 30

AUGUST 2, 1985

- 1 ANDY NARELL/Slow Motion (Hip Pocket/Windham Hill)
2 DAVE VALENTIN/Jungle Garden (GRP)
3 DIZZY GILLESPIE/New Faces (GRP)
4 DAVE GRUSIN & LEE RITENOUR/Harlequin (GRP)
5 SPYRO GYRA/Alternating Currents (MCA)
6 McCOY TYNER/Just Feelin' (Palo Alto)
7 MANHATTAN TRANSFER/Vocalese (Atlantic)
8 GARY BURTON QUARTET/Real Life Hits (ECM)
9 JUDY ROBERTS/You Are There (Pausa)
10 SADAO WATANABE/Maisha (Elektra)
11 ASHLEY ALEXANDER/Power Slide (Pausa)
12 WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia)
13 RAY BROWN TRIO/Solar Energy (Concord)
14 KEVIN EUBANKS/Opening Night (GRP)
15 WYNTON MARSALIS/All American Hero (Who's Who In Jazz)
16 VICTOR FELOMAN'S GENERATION BAND/High Visibility (TBA/Palo Alto)
17 WOODY SHAW/Setting Standards (Muse)
18 AHMAD JAMAL/Digital Works (Atlantic)
19 EARL KLUUGH/Soda Fountain Shuffle (WB)
20 PETER KATER/Coming Home (Irving Columbia)
21 MILES DAVIS/You're Under Arrest (Columbia)
22 TOM GRANT/Just The Right Moment (Pausa)
23 MICHAEL FRANKS/Skin Dive (WB)
24 TOM SPLITZ/Songs Without Words (Ivory)
25 DON RANDI & QUEST/It's All Night Its Alright (Bee Pee)
26 DEE BELL/EDDIE DURAM/One By One (Concord)
27 STEVE NARAHARA/Odyssey (Pausa)
28 KENNY PORE/You Don't Know Me (Passport Jazz)
29 JACK DeJOHNETTE/Lack DeJohnette Piano Album (Landmark)
30 FRANK FOSTER & FRANK WESS/Frankly Speaking (Concord)

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz: WKND/Hartford, Meacon McClear: KJCB/Lafayette, Beatrice Evans: WYLD-FM/New Orleans, Dell Spencer: WGCI/Chicago, Graham Armstrong: WDMT/Cleveland, Dean-Dean Rufus: WVOI/Toledo, Charles Welch: XHRM/San Diego, Duff Lindley:

NEW & ACTIVE

- FLORA PURIM & AIRTO "Humble People" (George Wein/Concord) 15/11
JORG DALTO "Urban Oasis" (Concord Picante) 13/8
OREGON "Crossing" (ECM) 12/9
RICK SWANSON "Urban Surrender" (American Gramophone) 12/5
MARTIN LUND "Landscapes" (MLM) 12/2
MARY FETTING "In Good Company" (Concord) 11/6
GERALD WILSON ORCHESTRA OF THE '80s "Calafia" (Trend) 11/4
FRED HERSCH TRIO "Horizons" (Concord) 10/1

MOST ADDED

- MANHATTAN TRANSFER (18)
FLORA PURIM & AIRTO (15)
AHMAD JAMAL (15)
KERRY PORE (13)
FLORA PURIM & AIRTO (12)
FRANK FOSTER & FRANK WESS (9)
OREGON (9)
MARIAN MCPARTLAND "Willow Creek & Other Ballads" (Concord) 10/0
PETER SPRAGUE "Na Pal Coast" (Concord) 9/4
ART PEPPER "New York Album" (Galaxy) 9/2
BUO SHANK "This Bud's For You" (Muse) 9/2
PASSPORT "Running in Real Time" (Atlantic) 9/1
LOREZ ALEXANDRIA "Tangerine/Sings The Songs Of Johnny Mercer, Vol. 3" (Trend) 8/2
MAX LEAKE "Buns In The Sun" (Visionary) 8/2
TOMMY FLANAGAN & HANK JONES "More Delights" (Galaxy) 8/1
KENNY G & G FORCE "Gravity" (Arista) 8/1
EDDIE "CLEANHEAD" VINSON "Sings The Blues" (Muse) 7/2
BOBBY ENRIQUEZ "Live At Concerts By The Sea" (GNP Crescendo) 7/1
JOHN STUBBLEFIELD "Confession" (Soul Note) 6/2

HOTTEST

- ANDY NARELL (17)
Slow Motion (Hip Pocket/W.H.)
DAVE VALENTIN (15)
Jungle Garden (GRP)
DAVE GRUSIN & LEE RITENOUR (14)
Harlequin (GRP)
MANHATTAN TRANSFER (14)
Vocalese (Atlantic)
SPYRO GYRA (12)
Alternating Currents (MCA)

REGIONALIZED ADDS & HOTS

Grid of regionalized adds and hits for EAST, MIDWEST, and WEST regions, listing artists and record labels.

Advertisement for Paul Yonemura's album 'FIRST FLIGHT HOME' on JAZZ MIND Records, including contact information for ESP.

53 Reporting Stations & 48 Reports from KCSC/Oklahoma City, WMOT/Nashville, and WZM/Horfolk called in a frozen playlist. KLN/Long Beach & WYLD-FM/New Orleans failed to report; their playlists were frozen. Editors Note: WVOI/Toledo is no longer a reporting station.

BLACK/URBAN

BREAKERS

PRINCE Pop Life (WB)

76% of our reporting stations on it. Rotations: Heavy 22/2, Medium 21/5, Light 19/12, Total Adds 19 including WAMO, WDLA, WHRK, WOWI, WBMX, KMJM, KDAY, KJLH, KSOL, WENN. A most added record. Debuts at number 22 on the Black/Urban chart.

ANDRE CYMONE Dance Electric (Columbia)

71% of our reporting stations on it. Rotations: Heavy 3/1, Medium 20/5, Light 35/17, Total Adds 23 including WDAS, WAMO, WDJV, WVEE, WYLD-FM, K94, WBMX, WZAK, WLUM. A most added record. Debuts at number 39 on the Black/Urban chart.

DAZZ BAND Hot Spot (Motown)

68% of our reporting stations on it. Rotations: Heavy 5/0, Medium 14/2, Light 37/11, Total Adds 13 including WVEE, KRNB, WYLD-FM, KSOL, WTKL, WFXC, WJYL, WLOU, WDAO, KDKO.

BAR-KAYS Your Place Or Mine (Mercury/PolyGram)

65% of our reporting stations on it. Rotations: Heavy 4/0, Medium 18/2, Light 31/12, Total Adds 14 including WXYV, WDJV, K104, WQWI, KSOL, OC104, WRDW, WFXC, WKXI, WPLZ.

BOOGIE BOYS A Fly Girl (Capitol)

62% of our reporting stations on it. Rotations: Heavy 21/0, Medium 13/2, Light 17/9, Total Adds 11 WUSL, WVEE, WFXC, WJAX, WBLX, KHYS, WTOY, WWDW, WAAA, KDKO, KUKG. Moves 34-27 on the Black/Urban chart.

FAT BOYS The Fat Boys Are Back (Sutra)

62% of our reporting stations on it. Rotations: Heavy 14/0, Medium 23/1, Light 14/3, Total Adds 4, WILD, WDJV, 293, WQMG. Moves 35-28 on the Black/Urban chart.

BILL WITHERS Something That Turns You On (Columbia)

62% of our reporting stations on it. Rotations: Heavy 5/0, Medium 30/1, Light 16/5, Total Adds 6, WYLD-FM, WPEG, KJCB, KHYS, WTOY, WWDW. Debuts at number 38 on the Black/Urban chart.

NEW & ACTIVE

KLYMAXX "I Miss You" (Constellation/MCA) 48/9

Rotations: Heavy 12/0, Medium 20/1, Light 18/8, Total Adds 9, WWIN, KRNB, WLUM, KSOL, WPEG, WJMI, WLOU, KOKA, WTLG, Heavy: WVEE, WYLD-FM, K94, WXXK, WATV, KJCB, WBLX, WPLZ, WANT, WDDM, WANN, WWWW.

MARVIN GAYE "It's Madness" (Columbia) 47/11

Rotations: Heavy 9/0, Medium 15/1, Light 29/10, Total Adds 11, WWIN, WGCI, WZEN, XHRM, WRDW, KQXL, WFXC, WQMG, KJCB, KHYS, KUKG, Heavy: WYLD-FM, WPEG, KOKA.

GAP BAND "Disrespect" (Total Experience/RCA) 46/7

Rotations: Heavy 6/0, Medium 22/0, Light 18/7, Total Adds 7, WHUR, WAAK, WNHC, WKXI, WPDQ, WBLX, KUKO, Heavy: WDLA, WGCI, WTKL, WJMI, WJYL, WLOU.

NEW EDITION "My Secret (Dikja Girl Yet?)" (MCA) 46/7

Rotations: Heavy 10/1, Medium 21/1, Light 15/5, Total Adds 7, KRNB, WYLD-FM, K94, XH-FM, WQMG, KIIZ, KHYS, Heavy: WUSL, WDJV, KJCB, OC104, WATV, WJMI, WOKG. Debuts at number 40 on the Black/Urban chart.

CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 46/5

Rotations: Heavy 12/0, Medium 22/0, Light 12/5, Total Adds 5, WVEE, KNOK, KQXL, WBMX, KJCB, Heavy: WAMO, WQWI, WGCI, WLUM, KACE, WNHC, WJMI, WGR, WTLG, WWWW, WVOI, KDKO. Debuts at number 35 on the Black/Urban chart.

FIVE STAR "All Fall Down" (A&M) 45/16

Rotations: Heavy 3/0, Medium 14/2, Light 28/14, Total Adds 16, WWIN, WUSL, WDJV, KNOK, WTMP, WBMX, WGCI, KACE, KDAY, KSOL, WRDW, KJCB, WZAK, KDAY, WJAX, WPDQ, KDKO.

KLEER "Take Your Heart Away" (Atlantic) 44/3

Rotations: Heavy 8/0, Medium 20/0, Light 16/3, Total Adds 3, WBMX, KMJM, KQXL, Heavy: WAAK, WENN, WPEG, WFG, WQMG, KIIZ, WTOY.

BOBBY WDMACK "I Wish He Didn't Trust Me So Much" (MCA) 40/40

Rotations: Heavy 3/0, Medium 9/9, Light 31/31, Total Adds 40 including WXYV, WDAS, WVEE, K104, KMJQ, WDLA, WHRK, WYLD-FM, WJLB, WLUM, KMJM, KACE, KDAY, KJLH, KSOL.

HOWARD JOHNSON "Stand Up" (A&M) 40/18

Rotations: Heavy 20/0, Medium 10/4, Light 28/12, Total Adds 16, KRNB, WGCI, WDMT, WZAK, KACE, XHRM, WRDW, WENN, WQMG, WZAK, WZAK, KHYS, WEAS, WANN, WAAA, KDKO.

SHEILA E. "Sister Fate" (WB) 38/12

Rotations: Heavy 0/0, Medium 15/2, Light 23/8, Total Adds 12, WDAS, WDJV, KRNB, WZEN, KACE, WKND, WTKL, WPEG, WPDQ, WBLX, KAPE, WANN.

SILENT UNDERDOG "Papa's Got A Brand New Pigbag" (Profile) 36/4

Rotations: Heavy 4/0, Medium 7/0, Light 25/4, Total Adds 4, KMJQ, WHRK, WPDQ, WANT, Heavy: WYLD-FM, WQWI, WJYL, WOKG.

FREDDIE JACKSON "You Are My Lady" (Capitol) 35/31

Rotations: Heavy 3/2, Medium 9/7, Light 23/22, Total Adds 31 including WWIN, WHUR, WAAK, WVEE, WDLA, WTMP, WBMX, WBLZ, WDMT, WZAK, KACE, KDAY, WJAX, WPDQ, KDKO.

RADIANCE "All Night" (Doves/WB) 35/4

Rotations: Heavy 1/0, Medium 8/0, Light 26/4, Total Adds 4, WAMO, WNHC, WDAO, WWWW, Heavy: KSOL.

ONE WAY "Serving It" (MCA) 34/7

Rotations: Heavy 0/0, Medium 12/2, Light 22/5, Total Adds 7, KNOK, WQWI, KSOL, WPDQ, WLOU, WVOI, KDKO, Medium: WAAK, WTMP, WDMT, KDAY, KAPE, KOKA, WANN, WGR, WKWM, WTKL.

ROCK MASTER SCOTT "The Root Is On Fire" (Reality/Fantasy) 30/5

Rotations: Heavy 0/1, Medium 12/2, Light 10/2, Total Adds 5, KRNB, WHRK, WORL, WDDM, KDKO.

FAMILY "The Screams Of Passion" (WB) 29/14

Rotations: Heavy 3/1, Medium 10/3, Light 18/10, Total Adds 14, WWIN, KACE, KDAY, WENN, WJMI, WPDQ, KIIZ, WJYL, WBLX, WORL, WANT, WOTY, WANN, WGR.

MOST ADDED

- BOBBY WDMACK (40)
I Wish He Didn't Trust Me So Much (MCA)
- FREDDIE JACKSON (31)
You Are My Lady (Capitol)
- ANDRE CYMONE (23)
Dance Electric (Columbia)
- PRINCE (19)
Pop Life (WB)
- FIVE STAR (16)
All Fall Down (RCA)
- HOWARD JOHNSON (16)
Stand Up (A&M)

HOTTEST

- ARETHA FRANKLIN (61)
Freeway Of Love (Arista)
- DeBARGE (37)
Who's Holding Donna... (Gordy/Motown)
- LUTHER VANDROSS (29)
It's Over Now (Epic)
- CAMEO (27)
Attack Me With... (Atlanta Artists/PG)
- WHITNEY HOUSTON (21)
Saving All My Love For You (Arista)

BRASS CONSTRUCTION "Give & Take" (Capitol) 27/9

Rotations: Heavy 0/0, Medium 6/2, Light 21/7, Total Adds 9, WXYV, WUSL, WBMX, KACE, WKND, WATV, WJYL, KHYS, KOKA, Medium: KAPE, WGR, WTLG, WWWW.

ALEXANDER ROBOTNICK "Problemes D'Amour" (Sire/WB) 26/3

Rotations: Heavy 2/0, Medium 7/0, Light 17/3, Total Adds 3, K94, WPEG, WJLS, Heavy: WJLB, WWWW.

WEATHER GIRLS "Wail-A-Wiggy" (Columbia) 25/7

Rotations: Heavy 0/0, Medium 6/2, Light 19/5, Total Adds 7, WYLD-FM, WDMT, KAIC, WFXC, WJMI, KJCB, WJLS.

GEMINI EDWARDS "Amanda" (Gordy/Motown) 25/3

Rotations: Heavy 0/0, Medium 7/1, Light 18/2, Total Adds 3, WXYV, WGCI, WPDQ, Medium: WAAK, KRNB, WZAK, KACE, WFXC, WDAO.

NEWCLEUS "Let's Jam" (Sunnyview) 25/3

Rotations: Heavy 1/0, Medium 7/0, Light 17/3, Total Adds 3, WDLA, WLUM, WBMX, Heavy: WDAO.

SIGNIFICANT ACTION

PATTI LABELLE "I Can't Forget You" (Philly International/CBS) 23/3

Rotations: Heavy 1/0, Medium 5/0, Light 17/3, Total Adds 3, WDMT, KSOL, KAPE, Heavy: WDAO, Medium: WAMO, WAAK, KDAY, WROD, KOKA.

GRADY HARRELL "Somewhere (Love Will Lead The Way)" (Constellation/MCA) 21/4

Rotations: Heavy 0/0, Medium 2/0, Light 19/4, Total Adds 4, WEDR, WZAK, WZEN, WORL, Medium: KRNB, WENN.

JONZUN CREW / MICHAEL JONZUN "Redd Hot Mama" (A&M) 21/4

Rotations: Heavy 0/0, Medium 6/0, Light 15/4, Total Adds 4, WAMO, WLUM, WPDQ, KAPE, Medium: KRNB, WTMP, KOKA, WTLG, WWWW, KDKO.

LOOSE ENDS "Choose Me" (MCA) 19/2

Rotations: Heavy 0/0, Medium 6/1, Light 13/1, Total Adds 2, OC104, WORL, Medium: WHUR, KACE, WPLZ, WDAO, WTLG.

MICHAEL LOVESMITH "Break The Ice" (Motown) 18/7

Rotations: Heavy 1/0, Medium 4/1, Light 13/6, Total Adds 7, WXYV, WRKS, WAMO, WZAK, WLUM, KMJM, WTKL, Heavy: WGCI, Medium: KACE, WPDQ, WBLX.

ORBORNE & GILES "Stranger In The Night" (Red Label/Capitol) 18/3

Rotations: Heavy 1/0, Medium 6/0, Light 11/3, Total Adds 3, WEDR, WZAK, WPEG, Heavy: WGR, Medium: WWIN, WGCI, WJLB, WLUM, WWWW, WVOI.

HERB ALPERT "B Ball" (A&M) 17/11

Rotations: Heavy 0/0, Medium 1/0, Light 16/1, Total Adds 11, KNOK, KRNB, WDLA, WEDR, WJLB, WATV, WKXI, WPDQ, KAPE, KOKA, WVOI.

WORD OF MOUTH / D.J. CHEESE "Kling Kut" (Profile) 17/9

Rotations: Heavy 0/0, Medium 6/2, Extra Adds 11/7, Total Adds 9, WAMO, KRNB, WQWI, WBMX, WQMG, WQOK, WEAS, KOKA, WAAA, Medium: KJCB, WDMT, KMJM, WPEG.

STARS ON 45 / THE NEW SAM & DAVE REVISY "Sam & Dave Medley" (Atlantic) 15/6

Rotations: Heavy 0/0, Medium 3/0, Light 12/6, Total Adds 6, WQWI, WBMX, WATV, WBMK, WEAS, WTLG, Medium: KRNB, WDLA, WEDR.

COLLAGE "Romeo Where's Juliet?" (Constellation/MCA) 15/4

Rotations: Heavy 0/0, Medium 8/0, Light 7/4, Total Adds 4, K94, WATV, WPDQ, KHYS, Medium: KSOL, WNHC, WENN, WQMG, KJCB, KOKA, WTLG, WWWW.

FULL FORCE "Girl If You Take Me Home" (Columbia) 15/1

Rotations: Heavy 1/0, Medium 4/0, Light 10/1, Total Adds 4, WTKL, Heavy: KDAY, Medium: WWIN, WQOK, WANT, KACE.

KRYSTOL "Love Is Like An Itchin' In My Heart" (Epic) 14/9

Rotations: Heavy 1/0, Medium 4/1, Light 9/6, Total Adds 9, WEDR, WAAK, WVEE, KRNB, WDLA, WEDR, WEAS, KOKA, WTLG, Heavy: WKXI, Medium: WANN.

VERONICA UNDERWOOD "Victim Of Desire" (Philly World/Atlantic) 14/4

Rotations: Heavy 0/0, Medium 0/0, Light 14/4, Total Adds 4, WDMT, WKXI, KOKA, WTLG.

HOWARD HEWETT "Obsession" (Elektra) 13/8

Rotations: Heavy 0/0, Medium 4/1, Light 9/8, Total Adds 8, WDJV, WHRK, KDAY, WPDQ, WJYL, WDAO, WGR, WWWW, Medium: WUSL, KSOL, WFXC.

GDON SQUAD "Eight Arms To Hold You" (Epic) 12/2

Rotations: Heavy 1/0, Medium 4/0, Light 7/2, Total Adds 2, WPEG, WFXC, Heavy: KMJQ, Medium: KRNB, WQWI, KMJM, KOKA.

COLONEL ABRAMS "Trapped" (MCA) 11/6

Rotations: Heavy 0/0, Medium 4/1, Light 7/5, Total Adds 6, KRNB, WNHC, WFXC, WLOU, WANT, WANN, Medium: WQWI, KACE, KOKA.

PHIL COLLINS "Don't Lose My Number" (Atlantic) 11/3

Rotations: Heavy 1/0, Medium 3/1, Light 7/2, Total Adds 3, WDJV, WVEE, K94, Heavy: JET94, Medium: WBLZ, OC104.

COMMODORES "Janet" (Motown) 10/9

Rotations: Heavy 0/0, Medium 1/1, Light 9/8, Total Adds 9, WHUR, KRNB, WDLA, WLUM, KACE, WJMI, WLOU, WANN, WDAO.

BAD BOYS / K. LOVE "Bad Boys" (Starline/Fantasy) 10/3

Rotations: Heavy 1/0, Medium 4/1, Light 4/1, Total Adds 3, WWIN, WXYV, KSOL, Heavy: WRKS, KDAY, Medium: WDAS, WZAK.

CHANGE "Mutual Attraction" (Atlantic) 10/3

Rotations: Heavy 1/0, Medium 5/0, Light 4/3, Total Adds 3, WHUR, WPDQ, WPLZ, Heavy: WJMI, Medium: WLD, K104, KACE, WTKL, WANN.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

*With Prince
the #1 Breaker this week,
can his friends be
far behind?*

PRINCE
"POP LIFE"

AVAILABLE ON 7" (7-28998) AND 12" (0-20357)
FROM *AROUND THE WORLD IN A DAY* (1-4 25286).
PRODUCED BY PRINCE AND THE REVOLUTION.

SHEILA E
"SISTER FATE"

AVAILABLE ON 7" (7-28955) AND 12" (0-20359)
FROM *ROMANCE 1600* (1-4 25317), AVAILABLE AUG. 12.
PRODUCED BY SHEILA E.

THE FAMILY
"THE SCREAMS OF PASSION"

AVAILABLE ON 7" (7-28953) FROM *THE FAMILY* (1-4 25032), AVAILABLE AUG. 12.
PRODUCED BY DAVID Z. AND THE FAMILY.



All of these releases are on Paisley Park Records. © 1985 Warner Bros. Records

AIR/REPORTS & HOTS

EAST

WVW/Baltimore
Shephard Dunn
COM FINE SHUN
BOBBY MONACK
FAMILY
SAD
BAD BOYS
MERC & NOWE
FIVE STAR
CURTIS HATFIELD
KLYMAX
MARTIN GATE
FREDDIE JACKSON
Hottel:
PAUL HARDCASTLE
DEBARGE
WHITNEY HOUSTON
GREN GUTRIE
TIMA TURNER

WVY/Baltimore
Ray Sampson
BAD BOYS
SLY & ROBBIE
BOBBY MONACK
DENNIS EDWARDS
MICHAEL LOVESHIN
BRASS CONSTRUCTION
BAR-RATS
CAMEO
STEVE ARBINGTON
GREN GUTRIE
ARETHA FRANKLIN
NELSA NOORE

WLD/Boston
W/O/R.C. Smith
COM FINE SHUN
SYSTEM
FAT BOYS
Hottel:
ARETHA FRANKLIN
S.A.
WHITNEY HOUSTON
STEVE ARBINGTON
JESSE JOHNSON

WYON/Hartford
Jordan McLean
BRASS CONSTRUCTION
SHEILA E
FREDDIE JACKSON
ARND CYMONE
BILLY PAUL
SHANNON
CAMEO
GREN GUTRIE
STEVE ARBINGTON
ARETHA FRANKLIN
FIVE STAR

WVHC/Haven
James Jordan
GAP BAND
POINTIER SISTERS
NATALIE COLE
COLONEL ABRAMS
BOBBY MONACK
MERC & NOWE
RADIO
Hottel:
CHINA BEAN
JESAMINE JACOBSON
ARETHA FRANKLIN
PRINCE
DEBARGE

WVRS/New York
Tony Quartarone
NAI TAI
STING
MICHAEL LOVESHIN
Hottel:
FREDDIE JACKSON
GREN GUTRIE
BAD BOYS
STAFF
DIANA ROSS

OC10/Ocean City, MD
LOOSE ENDS
MICHAEL McDONALD
BAR-RATS
BOBBY MONACK
DEBARGE
ARETHA FRANKLIN
LISA LISA
RADOMA
AJ'S LATEST ARRIV
Hottel:
WVLS/Philadelphia
Jeff Wyatt
FIVE STAR
BRASS CONSTRUCTION
ATLANTIC STAR
BOOGIE BOYS
S.A.
Hottel:
FREDDIE JACKSON
LUTHER VANDROSS
NEW EDITION
PRINCE
UTFO
Hottel:
BOBBY MONACK
DENNIS EDWARDS
MICHAEL LOVESHIN
BRASS CONSTRUCTION
BAR-RATS
CAMEO
STEVE ARBINGTON
GREN GUTRIE
ARETHA FRANKLIN
NELSA NOORE

WVW/Philadelphia
Joe Tamburo
PRINCE
SHEILA E
SHANNON
BOBBY MONACK
ARND CYMONE
STEPHANIE HILLS
KRYSTOL
Hottel:
RENE & ANGELA
ARETHA FRANKLIN
STEVE ARBINGTON
JESSE JOHNSON
WVNY/Boston
Allen Harrison
PRINCE
ALEXANDER O'NEAL
NAI TAI
ARND CYMONE
JESSE JOHNSON
JUDY
WORD OF MOUTH
STARPOINT
MICHAEL LOVESHIN
JONAS MEKONG
GO WEST
RADIANCE
Hottel:
MARTIN GATE
RENE & ANGELA
ARETHA FRANKLIN
LISA LISA
Hottel:
WVJ/Washington
Dan O'Neil
FAT BOYS
ARND CYMONE
SHEILA E
FIVE STAR
PHIL COLLINS
WHILE
BAR-RATS
BILLY CRISTAL
DONALD BENNETT
GARY TOMS' NEW EM
HOTTEN
CHUCK BROWN
TIMA TURNER
KOOZ & THE GANG
PRINCE
JESSE JOHNSON
Hottel:
ARETHA FRANKLIN
RENE & ANGELA
WHITNEY HOUSTON
MARTIN GATE
DEBARGE

KJLH/Phoenix
Hamm/Wideman
BOOGIE BOYS
MARTIN GATE
HARVIN GATE
GAP BAND
CAMEO
LISA LISA
WHITNEY HOUSTON
PRINCE
HMM/San Diego
Dip Lindsey
JESSE JOHNSON
SHANNON
DONALD BENNETT
NEW EDITION
Hottel:
ARETHA FRANKLIN
LUTHER VANDROSS
WHITNEY HOUSTON
CAMEO
KSOJ/San Francisco
Robinson/Woody
BAR-RATS
PATTI LABELLE
KLYMAX
FIVE STAR
SHEILA E
BOBBY MONACK
ONE WAY
DATE BAND
Hottel:
RENE & ANGELA
LISA LISA
READY FOR THE WOR

SOUTH

WAKO/Atlanta
Larry Tinsley
BILLY COHEN
ANTHONY WATSON
FREDDIE JACKSON
GREN GUTRIE
GAP BAND
BRASS CONSTRUCTION
KOOZ & THE GANG
S.T. EXPRESS
KRYSTOL
ARETHA FRANKLIN
CAMEO
ARETHA FRANKLIN
LISA LISA
BAR-RATS
RENE & ANGELA
Hottel:
WVCE/Atlanta
Scotty Anderson
ARND CYMONE
FREDDIE JACKSON
PHIL COLLINS
BOOGIE BOYS
BOBBY MONACK
CARRIE LUCAS
DAISY BAND
Hottel:
ALISA
SHEILA E
PRINCE
BOBBY MONACK
ARND CYMONE
STEPHANIE HILLS
KRYSTOL
Hottel:
RENE & ANGELA
ARETHA FRANKLIN
STEVE ARBINGTON
JESSE JOHNSON
WVNY/Boston
Allen Harrison
PRINCE
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Stations are listed by region. Hots are listed in order of their airplay activity.

82 Reporting Stations
81 Current Reports

WKVO/Columbus reported a frozen
playlist this week.

COUNTRY

NEW & ACTIVE

- CRYSTAL GAYLE "A Long And Lonesome Love" (WB) 71/42**
 Rotations: Heavy 1, Medium 20, Light 50, Total Adds 42 including WBOS, WKYG, WXTU, KRRY, WYAM, WNOX, WKSC, WQMS, WONE, WWWV, KTTS, KFDI, KRST, KLZZ, KKCS. Debuts at number 49 on the Country chart.
- KAREN BROOKS/JOURNEY CASH "I Will Dance With You" (WB) 71/4**
 Rotations: Heavy 3, Medium 29, Light 39, Total Adds 5, WQBE, KEAN, KRK, WKCL, KIOV, Heavy: WOKK, KKYX, KSPC. Medium: WBGW, WTSV, WMAN, KOOY, KRKT, KWAJ, KGA. Debuts at number 48 on the Country chart.
- EMMYLOU HARRIS "Whynon Guitars" (WB) 71/3**
 Rotations: Heavy 0, Medium 39, Light 32, Total Adds 3, KMML, WKX, WRNL, Medium: WGNA, WVAM, WDSY, WFOR, WESC, WSLR, WITL, WQW, KTTS, KKCS, KFRE, KRFS. Moves 48-46 on the Country chart.
- LORETTA LYNN "Heart Don't Do This To Me" (MCA) 67/11**
 Rotations: Heavy 0, Medium 30, Light 37, Total Adds 11, WKYG, WFOR, WYMI, KSSN, WOKK, WLVI, WKIX, WSLR, WFMS, KIK-FM, KVOC. Medium: WNSO, KFQO, KVOD, KUGN. Debuts at number 50 on the Country chart.
- MARK GRAY "Smooth Sailing (Rock In The Road)" (Columbia) 66/12**
 Rotations: Heavy 1, Medium 18, Light 47, Total Adds 12, WFOR, CHOW, WLQ, KEAN, WYMI, KWMT, WGEE, KIOV, WJJO, WFAA, WTSO, KFDI, KRST, KVEG, KCCY, KIGO.
- ED BRUCE "If It Ain't Love" (RCA) 63/27**
 Rotations: Heavy 0, Medium 13, Light 50, Total Adds 26 including WRKZ, WLQ, KEAN, KMML, WTVY, WPAP, WRK, KSO, WFAA, WTSO, KFDI, KRST, KVEG, KCCY, KIGO.
- TAMMY WYNETTE "You Can Lead A Heart To Love" (Epic) 57/5**
 Rotations: Heavy 2, Medium 30, Light 25, Total Adds 5, KEAN, WSLR, WYMI, WTSO, KFRE. Heavy: KBMR, KSO. Medium: WNSO, WYII, KSSN, WQMS, WRK, KWMT, KRFS, KCLB.
- KENNY ROGERS "Twentieth Century Fool" (Liberty) 56/4**
 Rotations: Heavy 2, Medium 32, Light 22, Total Adds 4, WQMS, WKCL, KIOV, KMAK, KCCY, KIGO. Heavy: WOKK, WTSV, WOKO, WEZL, KHEY, WPAP, KSO, WOV, KKCC.
- SOUTHERN PACIFIC "Thing About You" (WB) 55/25**
 Rotations: Heavy 1, Medium 7, Light 47, Total Adds 25 including WVAM, WQBE, WFOR, KXYL, KPLX, WESC, WTQR, WKQO, KTTS, KFDI, KIK-FM, KKCS, KOL, KWJ, KKCC.
- T. GRAHAM BROWN "Drowning In Memories" (Capitol) 54/8**
 Rotations: Heavy 1, Medium 14, Light 29, Total Adds 8, WYMI, KSSN, WQMS, WKCL, KIOV, KMAK, KCCY, KIGO. Heavy: WOKK, Medium: WBGW, WTSV, WYII, KMML, WFNC, KKYX.
- CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 48/12**
 Rotations: Heavy 0, Medium 14, Light 34, Total Adds 12, WAJR, WXBO, WUSY, WGTO, KPLX, KLL, WWOD, WAXX, KFO, KWMT, WJJO, KMAK, Medium: WBGW, KIOV, KEN.

SIGNIFICANT ACTION

- CON HUNLEY "Nobody Ever Gets Enough Love" (Capitol) 43/5**
 Rotations: Heavy 1, Medium 19, Light 23, Total Adds 4, WLQ, WUBE, KWMT, WTSO. Heavy: KKYX. Medium: WGNA, WYII, KEAN, KMML, WITL, KSPC.
- JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow" (MCA) 37/21**
 Rotations: Heavy 0, Medium 7, Light 30, Total Adds 21 including WDSY, WYII, WZZ, WLVI, KKYX, WKCL, KTTS, KIK-FM, KSSN, KGA.
- TARI HENSLEY "Hard Baby To Rock" (Mercury/PolyGram) 34/6**
 Rotations: Heavy 0, Medium 5, Light 29, Total Adds 6, WCAO, WTSV, WTVY, WESC, WWOD, KEIN. Medium: WGNA, WYII, WFNC, WPAP, KKYX.
- BOBBY BARE "When I Get Home" (EMI America) 33/17**
 Rotations: Heavy 0, Medium 6, Light 27, Total Adds 17 including WGNA, WYII, KMML, WEZL, WAOX, WITL, KVOD, KFDI, KRKT, KWJ.
- BAMA BAND "What Used To Be Crazy" (Comcast/PolyGram) 32/5**
 Rotations: Heavy 1, Medium 8, Light 23, Total Adds 5, WVAM, WTSV, WYMI, KSSN, KRKT, KEIN. Heavy: WTVY. Medium: WYII, WDXE, WPAP, KGA.
- JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 31/12**
 Rotations: Heavy 0, Medium 4, Light 27, Total Adds 12 including WFNC, WOKK, WQMS, KKYX, WTQR, WAOX, WITL, KTTS, KRKT, KEIN.
- BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 28/9**
 Rotations: Heavy 0, Medium 2, Light 26, Total Adds 9, WVAM, WMI, WUSY, WTVY, WWOD, WLVI, KIOV, KTTS, KCCY.
- CONNIE SMITH "A Far Cry From You" (Epic) 26/0**
 Rotations: Heavy 0, Medium 7, Light 19, Total Adds 0, Medium: WKYG, WTVY, KKYX, WOW, KTTS, KFDI. Light: WBGW, WYII, KUZZ, KSPC.
- EXILE "Hang On To Your Heart" (Epic) 23/23**
 Rotations: Heavy 1, Medium 4, Light 18, Total Adds 23 including WBGW, WRKZ, WXTU, KASE, KPLX, WSIX, KIRK, WUBE, KMAK.
- MOE BANDY "Barroom Roses" (Columbia) 23/9**
 Rotations: Heavy 0, Medium 5, Light 18, Total Adds 9, WYII, WTVY, WOKK, WPAP, KKYX, KVOD, KFDI, KRKT, KRFS.
- MAINES BROTHERS "When My Blue Moon Turns To..." (Mercury/PolyGram) 21/5**
 Rotations: Heavy 0, Medium 3, Light 16, Total Adds 5, WBGW, KRRY, KLL, WLVI, WPAP. Medium: KMML. Light: WOW, WTHI, KRFS, KSPC.

- ALMOST BROTHERS "Don't Tell Me Love Is Kind" (MTM) 28/7**
 Rotations: Heavy 0, Medium 2, Light 18, Total Adds 7, WJN, WYII, WLVI, WQMS, WOW, WTHI, KRFS. Medium: KKCC. Light: WVAM, KRRY.
- DEBOS BOTTOMS "Bring On The Sunshine" (WB) 19/1**
 Rotations: Heavy 0, Medium 3, Light 16, Total Adds 1, WJJO. Medium: KKYX, WCLZ, KRKT. Light: WNSO, WYII, KMML, WRK, KRWQ, KRFS.
- GUS HADDON & DAVE LOGGINS "Just As Long As I Have You" (RCA) 18/16**
 Rotations: Heavy 0, Medium 2, Light 16, Total Adds 16 including WBGW, WDSY, KXYL, KSSN, WLVI, KFQO, KTTS, KRST, KMAK, KSPC.
- DAN FOGELBERG "Down The Road Mountain Pass" (Full Moon/Epic) 17/13**
 Rotations: Heavy 0, Medium 2, Light 16, Total Adds 16 including WBGW, WDSY, KXYL, KSSN, WLVI, KFQO, KTTS, KRST, KMAK, KGA.
- MARGO SMITH & TOM GRANT "Everyday People" (Bernado Dunes) 16/4**
 Rotations: Heavy 0, Medium 2, Light 14, Total Adds 4, WUSY, WDXE, WKIX, KRFS. Medium: KMML, KFDI. Light: WYII, WLVI, KTTS, KVOD.
- LOURIE MANDRELL "I Wanna Say Yes" (RCA) 13/10**
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 13 including WTSV, WAJR, KMML, WEZL, WKSJ, WCLZ, WOW, KRFS, KKYX, KGA.
- JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 13/4**
 Rotations: Heavy 0, Medium 3, Light 10, Total Adds 4, WOKO, KVOD, KRKT, KLZ. Medium: WTSV, KIOV, KCCY. Light: WBGW, WKSJ, WQMS.
- DAVID ALLAN COE "My Elusive Dreams" (Columbia) 12/4**
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 4, KSSN, KKYX, KWMT, KVOD. Light: WVAM, WNSO, KTVY, KOOY, KRWQ, KOL.
- HILL CITY "I'd Do It In A Heartbeat" (Moon Shine) 12/3**
 Rotations: Heavy 1, Medium 3, Light 8, Total Adds 3, WYII, WLVI, KIK-FM. Heavy: KPLX. Medium: WWOD, KKYX. Light: WGNA, WKYG, KFQO, KIGO.
- REBECCA HALL "Heartbeat" (Capitol) 11/4**
 Rotations: Heavy 0, Medium 3, Light 8, Total Adds 4, WTVY, WLVI, KFQO, KTTS. Medium: WFNC, WWOD. Light: WGNA, WOKO, WKIX, KKYX, KWMT.
- JOHN ANDERSON "Tokyo, Oklahoma" (WB) 11/4**
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 3, WKQO, KOOY, KRWQ. Light: WVAM, WKYG, WKLO, WTVY, WOW, KFDI, KOL, KRFS.
- CARLETTE "Tonight's The Night" (Luv) 10/5**
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 5, KMML, WTVY, KKYX, KFQO, KTTS. Light: WWOD, KSO, KVOD, KSPC.
- CRAIG DILLINGHAM "Next To You" (MCA/Curb) 8/2**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WVAM, KOOY. Light: WYII, KRRY, KXYL, WQMS, KVOD, KRWQ.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

- HANK WILLIAMS, JR./This Ain't Dallas (WB/Curb)** *Five-O*
- CRYSTAL GAYLE/Touch And Go (WB)** *Nobody Wants To Be Alone*
- JOHNNY LEE/They Never Had To Get Over You (WB)** *Keep Me Hangin' On*
- ALABAMA/Down On Longboat Key (RCA)** *40 Hour Week*
- HANK WILLIAMS JR./Something To Believe In (WB/Curb)** *Five-O*
- SOUTHERN PACIFIC/Perfect Stranger (WB)** *Southern Pacific*
- OAK RIDGE BOYS/Love Is Everywhere (MCA)** *Step On Out*
- JUDDS/Drops of Water (RCA/Curb)** *Why Not Me*
- WAYLON JENNINGS/Rhiannon (RCA)** *Turn The Page*
- VINCE GILL/She Don't Know (RCA)** *Things That Matter*
- BUDDY EMMONS/Steel Guitar Rag (Step One)** *Singin' 40's-80's*
- JOHN ANDERSON/Down In Tennessee (WB)** *Tokyo, Oklahoma*
- KAREN BROOKS/The Last Time (WB)** *I Will Dance With You*
- NITTY GRITTY DIRT BAND/As Long As You're Loving Me (WB)** *Partners, Brothers*
- JOHN ANDERSON/A Little Rock & Roll... (WB)** *Tokyo, Oklahoma*

GEORGE JONES

"Who's Gonna Fill Their Shoes" (04-05439)

An emotion-packed tribute to many of Country Music's biggest stars, from one of today's foremost living legends

Watch for the exciting new video of this song

Album in stores August 12 Produced by Billy Sherrill

BREAKERS

41 48 CB 56



COUNTRY

TOP 50

AUGUST 2, 1985

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week	Artist	Title	Label
6	2	1	JUDDS	Love Is Alive	(RCA/Curb)
13	9	4	ROSANNE CASH	I Don't Know Why You Don't...	(Columbia)
9	6	3	JANIE FRICKE	She's Single Again	(Columbia)
15	11	9	NITTY GRITTY DIRT BAND	Modern Day Romance	(WB)
2	1	2	DOLLY PARTON	with KENNY ROGERS/Real Love	(RCA)
10	7	6	GEORGE STRAIT	The Fireman	(MCA)
22	19	13	FORESTER SISTERS	I Fell In Love Again Last Night	(WB)
18	16	11	SAWYER BROWN	Used To Be	(Capitol/Curb)
28	22	17	RONNIE MILSAP	Lost In The Fifties Tonight	(RCA)
16	14	12	MICHAEL MARTIN MURPHEY	Carolina In The Pines	(EMI America)
23	20	16	WAYLON JENNINGS	Drinkin' And Dreamin'	(RCA)
20	17	14	RESTLESS HEART	I Want Everyone To Cry	(RCA)
19	18	15	REBA MCENTIRE	Have I Got A Deal For You	(MCA)
4	4	7	JENNINGS/NELSON/CASH/KRISTOFFERSON	Highwayman	(Columbia)
1	3	8	HANK WILLIAMS JR.	I'm For Love	(WB/Curb)
26	23	20	MAC DAVIS	Never Made Love	(MCA)
8	5	5	ANNE MURRAY	I Don't Think I'm Ready For You Yet	(Capitol)
29	25	22	CONWAY TWITTY	Between Blue Eyes And Jeans	(WB)
27	24	21	SYLVIA	Cry Just A Little Bit	(RCA)
37	26	24	EDDIE RABBITT	She's Comin' Back To Say Goodbye	(WB)
14	12	10	GLEN CAMPBELL	(Love Always) Letter To Home	(Atlantic America)
31	27	25	KEITH STEGALL	Pretty Lady	(Epic)
42	30	27	MARIE OSMOND	with DAN SEALS/Meet Me In Montana	(Capitol/Curb)
30	28	26	LACY J. DALTON	You Can't Run Away From Your Home	(Columbia)
39	33	28	CHARLY MCCLAIN	with WAYNE MASSEY/With Just One Look In Your Eye	(Epic)
5	13	18	ALABAMA	Fony Hour Week (For A Livin')	(RCA)
3	8	19	BELLAMY BROTHERS	Old Hippie	(MCA/Curb)
—	44	34	JUICE NEWTON	You Make Me Want To Make You Mine	(RCA)
40	34	31	GENE WATSON	Cold Summer Day In Georgia	(Epic)
45	36	33	JOHN CONLEE	Blue Highway	(MCA)
48	39	35	MERLE HAGGARD	Kern River	(Epic)
—	42	32	OAK RIDGE BOYS	Touch A Hand, Make A Friend	(MCA)
43	38	36	WHITES	Hometown Gossip	(MCA/Curb)
50	41	38	VINCE GILL	If I Weren't For Him	(RCA)
—	45	41	RONNIE MCDOWELL	Love Talks	(Epic)
12	10	23	JOHNNY LEE	Save The Last Chance	(Full Moon/WB)
47	42	40	CHARLEY PRIDE	Let A Little Love Come In	(RCA)
32	29	38	ROCKIN' SIDNEY	My Too-Toot	(Epic)
BREAKER	35	32	STEVE WARINER	Some Fools Never Learn	(MCA)
44	40	39	BECKY HOBBS	Hottest "Ex" In Texas	(EMI America)
BREAKER	41	40	GEORGE JONES	Who's Gonna Fill Their Shoes	(Epic)
—	43	44	KATHY MATTEA	He Won't Give In	(Mercury/PG)
BREAKER	43	43	EDDY RAVEN	I Wanna Hear It From You	(RCA)
33	31	30	KENDALLS	If You Break My Heart	(Mercury/PG)
7	15	32	GARY MORRIS	Lasso The Moon	(WB)
—	48	46	EMMYLOU HARRIS	Rhythm Guitar	(WB)
11	21	37	EARL THOMAS CONLEY	Love Don't Care	(RCA)
DEBUT	49	49	KAREN BROOKS	with JOHNNY CASH/I Will Dance With You	(WB)
DEBUT	49	49	CRYSTAL GAYLE	A Long And Lasting Love	(WB)
DEBUT	50	50	LORETTA LYNN	Heart Don't Do This To Me	(MCA)

Total Reports/Adds	Heavy	Medium	Light
159/0	146	10	3
159/1	132	18	9
150/1	126	18	6
160/0	117	36	7
148/0	117	22	9
144/2	115	15	14
160/2	76	79	5
155/0	86	53	16
159/0	61	87	11
150/1	83	56	11
154/0	67	82	5
154/1	69	69	16
149/0	71	66	12
130/0	88	24	18
124/0	79	29	16
148/1	46	83	19
120/0	71	31	18
151/4	37	97	17
151/1	31	105	15
156/6	26	107	23
114/0	56	45	13
137/3	37	77	23
146/7	23	97	26
133/5	21	87	25
140/9	15	95	30
94/0	38	37	19
95/0	37	38	20
142/13	13	77	52
123/7	23	73	27
133/5	8	90	35
129/13	13	71	45
141/41	7	62	72
124/4	9	76	39
126/10	6	68	52
126/18	5	66	55
78/0	29	33	16
117/8	10	63	44
86/1	23	38	25
121/29	1	47	73
75/1	7	46	22
100/30	4	39	57
90/11	3	45	42
101/33	4	27	70
71/0	12	43	16
56/0	11	26	19
71/3	0	39	32
54/0	8	30	16
71/5	3	29	39
71/42	1	20	50
67/11	0	30	37

MOST ADDED

- CRYSTAL GAYLE (42)
A Long And Lasting Love (WB)
- OAK RIDGE BOYS (41)
Touch A Hand, Make A Friend (MCA)
- EDDY RAVEN (33)
I Wanna Hear It From You (RCA)
- GEORGE JONES (30)
Who's Gonna Fill Their shoes (Epic)
- STEVE WARINER (29)
Some Fools Never Learn (MCA)
- ED BRUCE (27)
If It Ain't Love (RCA)
- SOUTHERN PACIFIC (25)
Thing About You (WB)
- EXILE (23)
Hang On To Your Heart (Epic)
- JOHN SCHNEIDER (21)
I'm Gonna Leave You Tomorrow (MCA)
- RONNIE MCDOWELL (18)
Love Talks (Epic)

HOTTEST

- JUDDS (85)
Love Is Alive (RCA/Curb)
- ROSANNE CASH (56)
I Don't Know Why You Don't... (Columbia)
- DOLLY PARTON w/ KENNY ROGERS (49)
Real Love (RCA)
- JANIE FRICKE (45)
She's Single Again (Columbia)
- GEORGE STRAIT (41)
The Fireman (MCA)
- RONNIE MILSAP (39)
Lost In The Fifties Tonight (RCA)
- JENNINGS/NELSON/CASH/
KRISTOFFERSON (34)
Highwayman (Columbia)
- FORESTER SISTERS (30)
I Fell In Love Again Last Night (WB)
- NITTY GRITTY DIRT BAND (30)
Modern Day Romance (WB)
- HANK WILLIAMS JR. (25)
I'm For Love (WB/Curb)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

STEVE WARINER

Some Fools Never Learn (MCA)

On 76% of reporting stations. Rotations: Heavy 1, Medium 47, Light 73, Total Adds 29 including WBOS, WYRK, WTSV, WAJR, WYMK, WSOC, WCOS, KIKK, WSIX, KJZY, WQHK, WDGW, WTHI, KLZ, KMAK, KSAN. A most added record. Moves 43-38.

EDDY RAVEN

I Wanna Hear It From You (RCA)

On 63% of reporting stations. Rotations: Heavy 4, Medium 27, Light 70, Total Adds 33 including WOKQ, WXBQ, KPLX, WESC, KLLL, WUSQ, WUBE, WAXJ, WFMS, KCJB, WXCL, KFDD, KJOT, KUGN, KVEG. A most added record. Debuts at number 43 on the Country chart.

GEORGE JONES

Who's Gonna Fill Their Shoes (Epic)

On 63% of reporting stations. Rotations: Heavy 4, Medium 39, Light 57, Total Adds 30 including WGNA, WQBE, KASE, WUSY, WFNC, KYXX, WUSQ, WKMF, WQHK, KVOD, KYAK, KGHL, KYGO, KVEG, KCBQ. A most added record. Moves 49-41 on the Country chart.

Your Listeners Wanna Hear It From You!

Eddy Raven

"I Wanna Hear It From You" PB-14161

43

BREAKERS

101/33 Most Added!

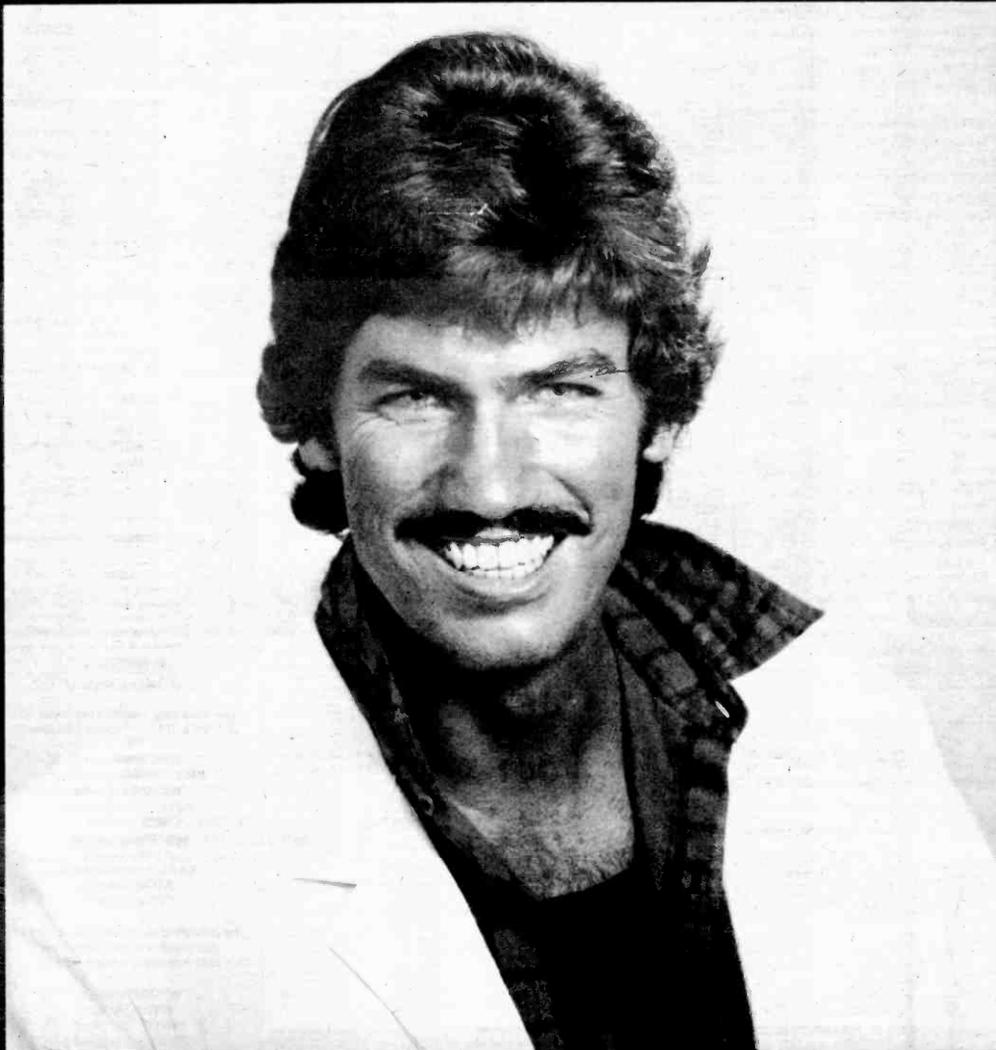


RCA

Byron Whitman

LATEST RELEASE

"CAN'T GET USE TO
BEING WITHOUT YOU" U-13817



JAMMER
RECORDS

38 MUSIC SQ. EAST
SUITE 110-112
NASHVILLE TN 37203
(615) 726-0300

Things Go Better... With



MANAGEMENT
CLAY ARTISTS
3830 OLD JENNINGS RD
MIDDLEBURG, FLA. 32068

ADULT/CONTEMPORARY

BREAKERS

WHAM!
Freedom (Columbia)

74% of our reporters on it. Rotations: Heavy 6/0, Medium 64/13, Light 29/14, Total Adds 27, WRMM, WLTS, 2WD, WLTF, WOMC, KS94, KJR, WAEB, V100, WSMF, WMJJ, WEZC, WGOW, WIVY, WRKA, WSTF, WRAL, WING, WHNN, 3WM, KDUK, KKUA, WTNV, WJBC, WCIL, WXUS, KWEB.

NEW & ACTIVE

MICHAEL FRANKS "Your Secret's Safe With Me" (WB) 72/19
Rotations: Heavy 17/1, Medium 43/7, Light 28/11, Total Adds 19, WKBW, WRMM, WARM98, WOMC, WGY, WKGW, WGOW, WIVY, WING, KLYF, WLTE, KBOI, KDUK, WTNV, WMPA, WZLO, WBOW, KTWQ, K99. Mediums include: WFBR, WPX, WCCO, KGW, KFMB, KEY103, WBT, WSPF, WRVA, WHBY, KIOA, WISN, WHNN, KWAV, KIFM. Debuts at number 23 on the A/C chart.

HUEY LEWIS & THE NEWS "Power Of Love" (Christalis) 72/17
Rotations: Heavy 27/1, Medium 34/7, Light 11/9, Total Adds 17, WKBW, 5SKRC, WTVN, KS94, KYKY, KHOW, K101, WAEB, WKGW, WMJJ, WLAC-FM, KIOA, WHNN, KKPL, WORG, WBOW, K99. Heavies include: 2WD, WLTF, WSNY, KMGQ, B100, WKYE, WHAS, WKJJ, WAVE, WENS, WMGN, WMHE, KRVA, KKUA, KWAV. Mediums include: WFBR, KVL-FM, WLMT, WLUJ, KJR, V100, WIVY, WRKA, WSPF, WSTF, WNAM, WING, KOIL, WJVI, KBEST, KIFM. Moves 23-19 on the A/C chart.

NATALIE COLE "A Little Bit Of Heaven" (Modern/Atco) 67/10
Rotations: Heavy 2/0, Medium 44/5, Light 21/5, Total Adds 10, WSB, KGW, WGY, WBT, KELT, WSPF, KDUK, WTNV, WMPA, WXUS. Heavy: WKBW, KMGQ. Mediums include: WFBR, WWOM, WAEB, KEY103, WRVA, WHBY, KIOA, WTRX, WMGN, WISN, WHNN. Debuts at number 25 on the A/C chart.

BEACH BOYS "It's Gettin' Late" (Caribou/CBS) 59/21
Rotations: Heavy 0/0, Medium 32/9, Light 27/12, Total Adds 21, WFBR, WRMM, WLTS, WARM98, KGW, WKYE, KEY103, K106, WBT, WIVY, WRVA, WTRX, WISN, KSL, KIFM, WFFX, WJBC, WXUS, WBOW, KFOD, KOSW. Mediums include: KFMB, WSPF, KIOA, KWAV.

LAURA BRANIGAN "Spanish Eddie" (Atlantic) 59/7
Rotations: Heavy 1/0, Medium 36/2, Light 22/5, Total Adds 7, WSMF, WKGW, WTRX, KBOI, KWAV, KSL, WKNE. Heavy: WKBW. Mediums include: WFBR, KHOW, KEY103, KIOA, WMGN, WHNN, KKPL.

HOWARD JONES "Life In One Day" (Elektra) 58/15
Rotations: Heavy 4/0, Medium 22/4, Light 32/11, Total Adds 15, 97AIA, WKGW, WRAL, WAVE, WING, KIOA, KBOI, KLUU, KKUA, WTNV, WAHR, WJBC, KTWQ, KRNO, KMGQ. Heavy: WNNR, WCHV, KKL, KRBS. Mediums include: WAEB, WKYE, WMGN, WISN, KWAV.

MICHAEL McDONALD "No Lookin' Back" (WB) 58/13
Rotations: Heavy 0/0, Medium 27/3, Light 31/10, Total Adds 13, WSB-FM, WMYX, WKJJ, WING, WTRX, KBOI, KIFM, KKPL, WKNE, WAGE, WZLO, WCIL, KWEB. Mediums include: WSNY, KGW, KFMB, WKYE, KIOA, KDUK.

ROTATION BREAKOUTS

Total Reports/Adds Heavy Medium Light

1	PAUL YOUNG	131/0	117	10	4
2	DeBARGE	133/0	115	13	5
3	KOOL & THE GANG	129/2	106	19	4
4	DON HENLEY	119/2	81	30	8
5	KENNY LOGGINS	116/4	82	29	5
6	BILLY JOEL	124/1	72	44	8
7	SADE	116/3	80	32	4
8	AIR SUPPLY	109/0	70	33	6
9	BILLY OCEAN	123/3	47	65	11
10	TINA TURNER	120/8	47	61	12
11	WHITNEY HOUSTON	98/0	52	39	7
12	AMY GRANT	98/2	44	47	7
13	ARETHA FRANKLIN	106/8	46	42	18
14	COREY HART	101/18	23	58	20
15	SURVIVOR	79/0	19	45	15
16	RONNIE MILSAP	92/8	21	57	14
17	WHAM!	99/27	6	64	29
18	ROSANNE CASH	83/0	22	50	11
19	HUEY LEWIS & THE NEWS	72/17	27	34	11
20	DARYL HALL & JOHN OATES	71/0	15	47	9
21	SISTER SLEDGE	67/1	21	36	10
22	BEACH BOYS	55/1	5	33	17
23	MICHAEL FRANKS	72/19	1	43	28
24	TEARS FOR FEARS	45/0	3	26	16
25	NATALIE COLE	67/10	2	44	21

MOST ADDED

WHITNEY HOUSTON (38)
Saving All My Love For You (Arista)
AIR SUPPLY (35)
Power Of Love (You Are My Lady) (Arista)
WHAM! (27)
Freedom (Columbia)
BEACH BOYS (21)
It's Gettin' Late (Caribou/CBS)
MICHAEL FRANKS (19)
Your Secret's Safe With Me (WB)

HOTTEST

PAUL YOUNG (97)
Everytime You Go Away (Columbia)
DeBARGE (94)
Who's Holding Donna... (Gordy/Motown)
KOOL & THE GANG (84)
Kool (De-Lite/PolyGram)
KENNY LOGGINS (47)
Forever (Columbia)
DON HENLEY (43)
Not Enough Love In The World (Geffen)

GODLEY & CREME "Cry" (Polydor/PolyGram) 58/6

Rotations: Heavy 4/0, Medium 27/3, Light 27/5, Total Adds 8, WRMM, WOMC, WSMF, KEY103, WKJJ, WRVA, WTNV, WFFX, Heavy: WKBW, WEIM, WCHV, KALE. Mediums include: WFBR, KVL-FM, WARM98, WKYE, KDUK, KKUA, KWAV, KSL.

WHITNEY HOUSTON "Saving All My Love For You" (Arista) 48/38
Rotations: Heavy 0/0, Medium 7/5, Light 33/33, Total Adds 38, WFBR, WRMM, WSB-FM, WLTS, WARM98, WSNY, WOMC, WAEB, WSPF, WRVA, WHBY, KIOA, WHNN, KIFM, WNNR, WEIM, WSKI, WSKY, WCKQ, WCHV, WSGW, WAGE, WORG, WKYX, WFFX, KTYL, WCIL, WMT-FM, KFBS, WXUS, KEEZ, WBOW, KKL, KTWQ, KOSW, KRBS, KMGQ, KALE. Mediums include: WPX, KRNO.

PHIL COLLINS "Don't Lose My Number" (Atlantic) 38/9
Rotations: Heavy 4/0, Medium 19/2, Light 15/7, Total Adds 9, WSMF, WRAL, WING, WMHE, KRVA, WAEV, WZLO, WXUS. Heavy: WMPA, WCKQ, WKYX, KALE. Mediums include: KVL-FM, 2WD, WKYE, WKJJ, KELT, WSPF, WAVE, WMGN, KWAV.

AIR SUPPLY "Power Of Love (You Are My Lady)" (Arista) 35/35
Rotations: Heavy 0/0, Medium 6/5, Light 29/29, Total Adds 35, WFBR, WPRO, KUDL, WAEB, WKYE, WSPF, WRVA, WHBY, KIOA, KKPL, WNNR, WEIM, WSKI, WMPA, WSKY, WCKQ, WGSV, WAHR, WORG, WKYX, WAEV, WZLO, KTYL, WMT-FM, KFBS, WXUS, KEEZ, KWEB, WBOW, KKL, KTWQ, KOSW, KRBS, KMGQ, KALE.

NETELS "Shame" (Capitol) 35/10
Rotations: Heavy 0/0, Medium 14/0, Light 21/10, Total Adds 10, WAEB, WKYE, KEY103, K106, KIOA, KRLB, WZLO, WFFX, KRBS, KALE. Mediums include: WMGN, KWA1.

POINTER SISTERS "Dare Me" (RCA) 34/3
Rotations: Heavy 2/0, Medium 19/0, Light 13/3, Total Adds 3, KMGQ, KIOA, WFFX. Heavy: KRBS, KALE. Mediums include: WAEB, WKYE, WNAM, WMGN, KWAV.

JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 30/4
Rotations: Heavy 2/0, Medium 14/1, Light 14/3, Total Adds 4, WAEV, WCIL, WBOW, KOSW. Heavy: WEIM, WAHR. Medium: WPRO, KVL-FM, WLTS, WCCO, WGY, WRVA, WHBY.

SIGNIFICANT ACTION

BRUCE SPRINGSTEEN "Glory Days" (Columbia) 23/2

Rotations: Heavy 8/0, Medium 9/1, Light 6/1, Total Adds 2, WRAL, KRVA. Heavy: KMGQ, WKYE, WHAS, WKJJ, WAVE, KKUA, WCKQ, KALE. Medium: B100, WRKA, WNAM, WENS, WNNR, WTNV, WMPA, KKLV.

JOHN PARR "St. Elmo's Fire" (Atlantic) 21/3
Rotations: Heavy 4/1, Medium 13/1, Light 4/1, Total Adds 3, WFFX, KTYL, KKL, Heavy: WKJJ, KKUA, WCKQ, Medium: KVL-FM, 2WD, WSNY, WNAM, WENS, WMHE, WNNR, WEIM, WSKY, WCHV, WKYX, KALE.

JAMIE BOND "Heart Of Love" (Elektra) 19/5
Rotations: Heavy 0/0, Medium 0/0, Light 19/5, Total Adds 5, WHBY, WTRX, WHNN, WCHV, KALE.

DAN FOGELBERG "High Country Snovers" (Full Moon/Epic) 18/2
Rotations: Heavy 0/0, Medium 9/0, Light 1/2, Total Adds 2, WKNE, KRBS. Medium: KSL, WAHR, WJBC, WCIL, WMT-FM.

UB40 with CHRISSE HYNDE "I Got You Babe" (A&M) 14/2
Rotations: Heavy 0/0, Medium 2/0, Light 12/3, Total Adds 3, WKJJ, KKUA, WNNR. Medium: WEIM, WSKI.

TEARS FOR FEARS "Shout" (Mercury/PolyGram) 14/2
Rotations: Heavy 4/0, Medium 7/1, Light 3/1, Total Adds 2, B100, V100. Heavy: KMGQ, WKYE, WKJJ, KRLB. Medium: KVL-FM, WHAS, WAVE, WMHE, WNNR, WMPA.

KIM CARNES "Abadabodango" (EMI America) 13/12
Rotations: Heavy 0/0, Medium 0/0, Light 13/12, Total Adds 12, WNNR, WEIM, WMPA, WORG, WKYX, WCIL, KEEZ, KKL, KTWQ, KRBS, KMGQ, KALE.

MEN AT WORK "Maria" (Columbia) 13/11
Rotations: Heavy 0/0, Medium 0/0, Light 13/11, Total Adds 11, WNNR, WEIM, WSKI, WCKQ, WORG, WAEV, KTYL, KFBS, KEEZ, KOSW, KRBS.

FREDDIE JACKSON "Rock Me Tonight (For Old Time's Sake)" (Capitol) 13/4
Rotations: Heavy 0/0, Medium 7/1, Light 6/3, Total Adds 4, WRMM, WHBY, WHNN, WMPA. Medium: 97AIA, KKLT, WAVE, KWAV, WSKI, KTYL.

MR. MISTER "Broken Wings" (RCA) 13/1
Rotations: Heavy 0/0, Medium 3/0, Light 10/1, Total Adds 1, KOSW. Medium: WNNR, WEIM, WAHR.

GEORGE FISCHOFF "Feel" (FastFire) 12/7
Rotations: Heavy 0/0, Medium 0/0, Light 12/7, Total Adds 7, WSKI, WCHV, WKYX, WMT-FM, KTWQ, KOSW, KRBS.

JULIAN LENNON "Jesse" (Atlantic) 11/2
Rotations: Heavy 0/0, Medium 3/0, Light 8/2, Total Adds 2, WAVE, KKL, Medium: WSKI, WCKQ, KALE.

MANHATTAN TRANSFER "Ray's Rockhouse" (Atlantic) 10/2
Rotations: Heavy 0/0, Medium 5/0, Light 5/2, Total Adds 2, WKNE, KMGQ. Medium: KIFM, WEIM, WAHR, WMT-FM, KRBS.

BILL WITHERS "Something That Turns You On" (Columbia) 10/2
Rotations: Heavy 1/0, Medium 4/0, Light 5/2, Total Adds 2, WGSV, KEEZ. Heavy: WHBY. Medium: WCIL, WMT-FM, KRBS, KMGQ.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

149 REPORTS

Total Reports/Adds Power Heavy Medium

Rank	Week	Artist/Track	Total Reports/Adds	Power	Heavy	Medium
2	2	1 DIRE STRAITS/Money For Nothing (WB)	133-/2	56	128+	5-
7	3	2 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)	131-/0	48	122+	9-
1	1	3 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	128-/0	54	120	7-
8	6	4 PAT BENATAR/Invincible (Chrysalis)	125-/0	39	101+	24-
11	10	5 STING/Fortress Around Your Heart (A&M)	134+/5	16+	84+	49-
9	7	6 COREY HART/Never Surrender (EMI America)	110-/4	33+	86-	23+
33	11	7 PHIL COLLINS/Don't Lose My Number (Atlantic)	106+/6	22+	84	22-
17	15	8 R.E.M./Can't Get There From Here (IRS/MCA)	119+/6	21+	54	61-
27	16	9 JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS)	119-/3	12+	59+	59-
12	14	10 BRYAN ADAMS/Summer Of '69 (A&M)	95-/1	27	69-	26-
37	24	11 GODLEY & CREME/Cry (Polydor/PG)	125+/14	5+	41+	77+
16	13	12 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)	107-/2	13+	53+	46-
30	25	13 MOTELS/Shame (Capitol)	115+/5	4+	45+	69-
52	20	14 TALKING HEADS/And She Was (Sire/WB)	108+/9	14+	42+	62+
55	36	15 HUEY LEWIS & THE NEWS/Back In Time (MCA)	100+/14	2+	48+	50+
6	5	16 JEFF BECK w/ROD STEWART/People Get Ready (Epic)	85-/1	18-	62-	22-
13	12	17 RATT/Lay It Down (Atlantic)	102-/1	4-	40-	52-
—	53	18 MICHAEL McDONALD/No Lookin' Back (WB)	112+/31	3+	24+	79+
5	7	19 HEART/What About Love? (Capitol)	75-/1	12-	57-	17+
4	4	20 TEARS FOR FEARS/Shout (Mercury/PG)	73-/0	21-	59-	12-
42	27	21 BILLY JOEL/You're Only Human (Columbia)	94+/4	16+	47+	45-
34	28	22 Y&T/Summertime Girls (A&M)	103+/13	5-	26+	66+
—	43	23 CHEAP TRICK/Tonight It's You (Epic)	112+/21	2+	15+	85+
3	9	24 STING/If You Love Somebody Set Them Free (A&M)	67-/0	22-	62-	4-
—	55	25 NICK MASON & RICK FENN/Lie For A Lie (Columbia)	111+/20	0	8+	91+
DEBUT	26	26 JOHN WAITE/Every Step Of The Way (EMI America)	104/104	1	16	70
—	59	27 TEARS FOR FEARS/Head Over Heels (Mercury/PG)	77+/30	3+	29+	44+
35	41	28 JEFF BECK/Gets Us All In The End (Epic)	83+/16	1+	22+	56+
—	56	29 HOOTERS/And We Danced (Columbia)	88+/29	4+	16+	64+
39	33	30 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)	73-/2	11-	36-	35-
15	14	31 U2/Three Sunrises (Island)	75-/1	3-	26-	46-
43	35	32 BRYAN ADAMS/Diana (Impost)	61+/6	4+	32+	28+
21	24	33 BRYAN FERRY/Slave To Love (WB)	71-/1	4+	20+	48-
31	29	34 HOWARD JONES/Life In One Day (Elektra)	73-/2	2+	20-	50-
18	21	35 RUSS BALLARD/The Fire Still Burns (EMI America)	70-/0	1+	19-	46-
—	52	36 NIGHT RANGER/Four In The Morning (Camel/MCA)	65+/24	2+	17+	44+
52	45	37 DIRE STRAITS/So Far Away (WB)	51+/6	0-	23-	28+
—	60	38 X/Burning House Of Love (Elektra)	70+/17	2+	7+	49+
—	49	39 UB40 with CHRISSE HYNDE/I Got You Babe (Virgin/A&M)	60+/10	2+	11+	45+
40	40	40 BRUCE SPRINGSTEEN/Stand On It (Columbia)	55-/5	0-	12-	40+
58	57	41 COCK ROBIN/When Your Heart Is Weak (Columbia)	66+/13	1	6+	49+
19	21	42 ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)	46-/2	2+	21-	24-
29	23	43 EURYTHMICS/I Love You Like A Ball And Chain (RCA)	56-/0	1+	13-	38-
54	50	44 TAXXI/Still In Love (MCA)	54-/4	0-	7-	39-
DEBUT	45	45 DIRE STRAITS/One World (WB)	50+/17	0	12+	32+
51	47	46 LONE JUSTICE/Sweet Sweet Baby (I'm Falling) (Geffen)	58-/2	1	7+	40-
—	59	47 MR. MISTER/Broken Wings (RCA)	51+/9	3+	8+	37+
10	20	48 NIGHT RANGER/Sentimental Street (Camel/MCA)	38-/0	0-	18-	18-
DEBUT	49	49 EDDIE & THE TIDE/One In A Million (Atco)	55+/22	1+	2+	41+
DEBUT	50	50 MARILLION/Kayleigh (Capitol)	54+/19	1+	4+	35+
56	54	51 FIXX/A Letter To Both Sides (MCA)	54+/6	0	5-	36-
36	38	52 BON JOVI/In And Out Of Love (Mercury/PG)	52-/0	1-	3-	37-
DEBUT	53	53 HEART/It Looks Could Kill (Capitol)	44+/8	1+	13+	25+
—	58	54 SUPERTRAMP/Better Days (A&M)	46+/8	1+	12-	29+
—	51	55 STING/Love Is The Seventh Wave (A&M)	36-/3	1-	18-	15-
DEBUT	56	56 URGENT/Running Back (Manhattan)	49+/5	1+	3+	38+
47	49	57 DIRE STRAITS/Walk Of Life (WB)	28-/2	2+	16-	11-
22	39	58 BRUCE SPRINGSTEEN/Glory Days (Columbia)	26-/0	5-	14-	11-
25	32	59 TALKING HEADS/Road To Nowhere (Sire/WB)	30-/1	3-	19-	9-
59	—	60 ARETHA FRANKLIN/Freeway Of Love (Arista)	39-/2	3+	13-	19-

MOST ADDED

- JOHN WAITE (104)**
Every Step Of The Way (EMI America)
- BOB & ZIP (34)**
Just A Big Ego (Rhino)
- MICHAEL McDONALD (31)**
No Lookin' Back (WB)
- TEARS FOR FEARS (30)**
Head Over Heels (Mercury/PolyGram)
- HOOTERS (29)**
And We Danced (Columbia)

HOTTEST

- DIRE STRAITS (56)**
Money For Nothing (WB)
- HUEY LEWIS & THE NEWS (54)**
Power Of Love (Chrysalis)
- JOHN PARR (48)**
St. Elmo's Fire (Man In...) (Atlantic)
- PAT BENATAR (39)**
Invincible (Chrysalis)
- COREY HART (33)**
Never Surrender (EMI America)

BREAKERS

MICHAEL McDONALD
No Lookin' Back (WB)

75% of our reporters on it. 112/31 including adds at: WNEW, DC101, KSRR, WSHE, KSHE, KUPD, KGON. Moves 29-18 on the Tracks chart.

JOHN WAITE

Every Step Of The Way (EMI America)

70% of our reporters on it. 104/104 including adds at: WBCN, WMMR, KTXQ, WYNF, WLUP, WRIF, KLOS, KMET, KGB. Debuts #26 on the Tracks chart.

HUEY LEWIS & THE NEWS
Back In Time (MCA)

67% of our reporters on it. 100/14 including adds at: WIYY, WNEW, WNOR, KLOS, KOME, WPLR, WAQY, WIMZ, WKDF. Moves 23-15 on the Tracks chart.

NEW & ACTIVE

TIL TUESDAY "Looking Over My Shoulder" (Epic) 37/2 (41/1)
Adds: KNON, WFVY, Heavy 7 WBCN, WHLY, KBCC, CHEZ, WOOS, KSPN, KQGL, Mediums: 26 include WYNF, WART, 9IX, WQKB, WHON, WAQY, WAAF, KLBJ, KLAQ, WDOZ, KOMP

KATRINA & THE WAVES "Do You Want Crying?" (Capitol) 34/14 (21/11)
Adds include WNOR, WDHA, WCCC, WZZX, WKDF, WOOS, WTUE, KEZE, Heavy: 6 WSHE, CHEZ, WTKX, KPOI, WZLN, WHMD, Mediums: 25 include WBCN, KBBP, KGB, WAQY, WAAF, WFVY, KLO

RED SPEEDWAGON "Live Every Moment" (Epic) 31/8 (26/8)
Adds: CFOX, KMLX, WZZE, KQWB, KFMO, WCX1, WCPZ, KWHL, Heavy: 4 include KORS, WARK, KPOD, Mediums: 23 include WNOR, KBBP, KUPD, WTUE, KGGG, KPSP

SUPERTRAMP "Brother Where You Bound" (A&M) 31/5 (31/6)
Adds: KZAP, RFDQ, WKDF, KLAQ, KZOK, Heavy: 7 include WHLY, KFOG, WRON, WLAV, KKDJ, Mediums: 23 include KYYS, WHON, WFVY, WDOZ, KQZL, WJOT, KILQ

AC/DC "Sink The Pink" (Atlantic) 29/9 (21/5)
Adds: WHLY, KBBP, KOME, WFVY, WDHA, WPDH, WAQY, WAAF, Heavy: 3 WBCN, WFVY, KQZL, Mediums: 21 include WYNF, WRIF, KSB, WOLR, WJOT, KILQ

BOB DYLAN "When The Night Comes Down" (Columbia) 29/4 (29/4)
Adds: WQKB, WHON, KILQ, KZOK, Heavy: 5 KEZE, KBCC, KKDJ, WZLN, KSPN, Mediums: 21 include WKLS, KYYS, WFVY, WOLR, WKDF, WJOT, KZEL, KPOI

GUADALCANAL DIARY "Trail Of Tears" (Elektra) 26/4 (21/3)
Adds: KLBJ, KOMP, WRIF, KSPN, Heavy: 0, Mediums: 15 include KTXQ, KZEW, KLOL, WKRT, KBCC, WHFS, WOLR, KLAQ, KYTQ

ADVENTURES "Send My Heart" (Chrysalis) 25/6 (20/8)
Adds: WDHA, WCCC, WDOZ, WWWW, KZOO, KYTD, Heavy: 2 WLR, CHEZ, Mediums: 12 include WOFM, KBCC, WQKB, WHFS, WKKE

BILLY CRYSTAL "You Look Marvellous" (A&M) 24/6 (24/12)
Adds: WBCN, WQKB, KZEL, KZEL, KOMP, WWWW, Heavy: 0, Mediums: 7 include Q107, WPDH, KMLX, WKDF, KIC1, KLVY

STING "Russians" (A&M) 24/1 (23/4)
Adds: KEZL, Powers: 1, Heavy: 8 B'OM, WLVO, KFOG, WCCC, WHON, KPOI, KZOK, KQGL, Mediums: 16 include DC101, KYYS, WFVY, WKDF, WDOZ, WJOT, KKDJ, KOMP

HEART "Warrior" (Capitol) 23/5 (19/3)
Adds: WAQY, WTUE, WZZE, WQWB, Heavy: 10 include WSHE, KSHE, WOLR, KNON, WFVY, WOOS, KILQ, Mediums: 10 include WNOR, WYNF, KAZY, WSKS, KZEL

RATT "You're In Love" (Atlantic) 23/4 (19/1)
Adds: WYNF, WLZ, WOFM, KUFQ, Powers: 1, Heavy: 5 include KUPD, KGB, WAQY, KISS, Mediums: 18 include WJLP, 9IX, WYFY, WAQY, WTKX

U2 "Bad" (Island) 22/8 (13/3)
Adds: WYFY, WCCC, WHON, WLIR, WOLR, KKDJ, KOMP, WCPZ, Powers: 2, Heavy: 10 include KFOG, WHFS, WHEB, WFVY, KILQ, Mediums: 11 include WMMR, WYNF, WAAF, WDOZ, KEZE

ROBERT PLANT "Too Loud" (Es Paranza/Atlantic) 22/7 (19/14)
Adds: Q107, DC101, WNOR, WPLR, WTUE, KQWB, KQGL, Heavy: 3 WBCN, KLOL, WWWW, Mediums: 17 include WLUP, 9IX, WYFY, WAQY, WTKX

JOE WALSH "Good Man Down" (Full Moon/WB) 22/3 (20/7)
Adds: WNOR, WWWW, WZZZ, Heavy: 7 WHLY, KLOL, WOFM, KGB, KISS, WSKS, KFMC, Mediums: 12 include WBCN, DC101, WYNF, WAAF, WOOS, KILQ

WHAT IS THIS "It'll Be Around" (MCA) 21/15 (6/6)
Adds: WBCN, WHMD, KROU, Heavy: 0, Mediums: 7 include KBCC, WQKB, WHMD, KROU

BILLY SOUIER "Shake Down" (Atlantic) 20/5 (17/0)
Adds: WBCN, KDLB, KQZL, WOOS, KSQY, Heavy: 5 include KROR, WHEB, WCX1, KYTD, Mediums: 10 include KGB, WLAV, KILQ, KWHL

R.E.M. "Driver 8" (IRS/MCA) 20/3 (18/3)
Adds: KBCC, KILQ, WZZE, Heavy: 13 include KZEW, WKRT, 9IX, WHFS, KPOI, WZLN, Mediums: 5 include WDHA, KLBJ, KZAM, KQGL

RAY DAVIES "Return To Waterloo" (Arista) 19/6 (14/3)
Adds: KAZY, WDHA, WRON, CHEZ, KFMC, WCX1, Heavy: 3 9IX, KZAM, KYRE, Mediums: 14 include WARR, WRTT, KBCC, WARR, KOZZ, KYTD

JOE LYNN TURNER "Heartless" (Elektra) 18/7 (11/10)
Adds: WNOR, KROR, KLAQ, WDOZ, KISS, KUFQ, Heavy: 0, Mediums: 11 include WHLY, WYNF, WLZ, WRIF, KNON

PRINCE "Pop Life" (WB) 18/3 (17/4)
Adds: KZEL, Heavy: 9 include KLOL, KSRR, KBCC, KFOG, KROR, Mediums: 9 include WDFE, DC101, KAZY, KLAQ, WNKD

JULIAN LENNON "Jesus" (Atlantic) 17/9 (7/7)
Adds include WNOR, WQWB, WAQY, KGGG, WBLM, WRUF, KQWB, Heavy: 0, Mediums: 13 include WBCN, WAQY, WARK, KOZZ

STING "We Work The Black Seam" (A&M) 17/1 (18/4)
Adds: KZEL, Heavy: 9 include KLOL, KSRR, KBCC, KFOG, KROR, Mediums: 9 include WDFE, DC101, KAZY, KLAQ, WNKD

KIM MITCHELL "An We Are" (Bronze/Atco) 16/1 (8/11)
Adds: KGB, Heavy: 2 WOFM, KFMC, Mediums: 12 include KZEW, KZAP, KLBJ, KLAQ, KFMC, KILQ

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reborts adds listed; e.g., 100/50 means 100 reports and 50 adds.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDED — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

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R&R Radio & Records

AOR ALBUMS

MOST ADDED

WORLD'S WORST RECORDS (34)
Volume 2 (Rhino)
HOOTERS (22)
Nervous Night (Columbia)
CHEAP TRICK (21)
Standing On The Edge (Epic)
X (17)
Ain't Love Grand (Elektra)
NIGHT RANGER (15)
7 Wishes (Carnel/MCA)

HOTTEST

DIRE STRAITS (58)
Brothers In Arms (WB)
BACK TO THE FUTURE (56)
Soundtrack (MCA)
ST. ELMO'S FIRE (48)
Soundtrack (Atlantic)
STING (39)
The Dream Of The Blue Turtles (A&M)
COREY HART (33)
Boy In The Box (EMI America)

NEW & ACTIVE

FLETCH/ Soundtrack (MCA) 54/ 6 (50/ 5)

Adds: WLLZ, WLIR, WAOX, KPOI, WARR, WZZQ. Heavy: 5 KBCO, 91X, WDHA, KRQU, KCGL. Mediums: 36 include WBCN, WMMR, KSRR, WNOR, WXRT, WQFM, KOME, KILQ.

URGENT/ Cast The First Stone (Manhattan) 49/ 5 (45/ 8)

Adds: WNOR, WPDH, KISS, WXP, KMBY. Powers: 1. Heavy: 3 WOOS, WCPZ, KRQU. Mediums: 38 include WHJY, WLLZ, KGB, WPYX, WQMF, WRXL, WAPL, KILQ.

KATRINA & THE WAVES/ Katrina & The Waves (Capitol) 42/ 10 (0/ 0)

Adds include WHJY, WKLS, WLUP, KYYS, KMET, WZZO, WRDU, WAPL, KRSP. Heavy: 9 WSHE, WXRT, WHFS, CHEZ, KLB, WTKX, KPOI, WIZN, WHMD. Mediums: 29 include WBCN, KBCO, KROQ, KGB, WAAF, WFLY.

ARETHA FRANKLIN/ Who's Zoomin' Who? (Arista) 42/ 2 (43/ 1)

Adds: WKLC, KPOI. Powers: 3. Heavy: 13 include CFOX, WQBK, CHEZ, WIMZ, KMJX, WRDU, K97, KLYV. Mediums: 22 include WBCN, WSHE, WXRT, WQFM, WRXL, KGGO, WBLM, WWWW.

WORLD'S WORST RECORDS/ Volume 2 (Rhino) 39/ 34 (5/ 5)

Adds include WHJY, WKLS, WLUP, KYYS, KMET, WZZO, WRDU, WAPL, KRSP. Heavy: 0. Mediums: 9 WMMR, WYNF, KGON, WPDH, WOUR, WAAF, WXP, WXKE, KTYD.

RETURN TO WATERLOO/ Soundtrack (Arista) 31/ 10 (22/ 4)

Adds include KAZY, WRCN, WAQY, WOOS, KFMG, WGIR, KRQU. Heavy: 3 91X, KZAM, KVRE. Mediums: 23 include WBCN, WMMR, WXRT, KBCO, KOME, WAPL, KEZE.

REO SPEEDWAGON/ Wheels Are Turnin' (Epic) 31/ 6 (27/ 8)

Adds: CFOX, KMJX, WZEW, KQWB, KFMO, WXXT, WCPZ, KWHL. Heavy: 4 include KQRS, WARR, KR-QU. Mediums: 23 include WNOR, KBPI, KUPD, WTUE, KGGO, KRSP, WBLM.

GUADALCANAL DIARY/ Walking In The Shadow Of The Big Man (Elektra) 28/ 5 (23/ 2)

Adds: KLB, KOMP, WRUF, KSPN, KCGL. Heavy: 0. Mediums: 15 include KTXQ, KZEW, KLOL, WXRT, KBCO, WHFS, WOUR.

ADVENTURES/ The Adventures (Chrysalis) 27/ 8 (20/ 8)

Adds: KZEW, KAZY, WDHA, WCCC, WDI, WWWW, KZOO, KTYD. Heavy: 2 WLIR, CHEZ. Mediums: 13 include WQFM, KBCO, WQBK, WHFS, WXKE.

PRINCE/ Around The World In A Day (WB) 19/ 2 (21/ 4)

Adds: CFOX, KPOI. Powers: 2. Heavy: 7 KROQ, WZZO, WLIR, WIMZ, KLYV, WCPZ, KVRE. Mediums: 11 include KMJX, WRXL, KGGO, WBLM, WWWW.

HEAVENLY KID/ Soundtrack (Elektra) 18/ 7 (11/ 10)

Adds: WNOR, KROR, KLAQ, WDI, KISS, KUFO, WZZQ. Heavy: 0. Mediums: 11 include WHJY, WYNF, WLLZ, WRIF, KORS, WDHA, KNCN.

NEW REGIME/ New Regime (RCA) 18/ 1 (8/ 0)

Adds: KNCN. Heavy: 0. Mediums: 13 include CHOM, WHJY, 91X, CFOX, WHEB, KLAQ, KZOK.

JULIAN LEHMON/ Valetto (Atlantic) 17/ 9 (7/ 7)

Adds: WNOR, WQBK, WAOX, KGGO, WBLM, WRUF, KQWB, WZZO, KRQU. Heavy: 0. Mediums: 13 include WBCN, WAQY, WARR, WCXT, WCPZ, KOZZ.

A-HA/ Hunting High And Low (WB) 15/ 1 (14/ 2)

Adds: WLIR. Heavy: 4 include KROQ, KRQU, KCGL. Mediums: 10 include KBCO, WQBK, CHEZ, WHEB, CFNY, WRDU, WOOS.

CHINA CRISIS/ Found The Imperfection (WB) 14/ 1 (13/ 1)

Adds: WCXT. Powers: 3. Heavy: 8 include WXRT, KBCO, KINK, 91X, WLIR, KTCZ. Mediums: 5 include Q107, CFNY, KEZX, KZAM.

C.S. ANGELS/ 7 Day Weekend (Jive/ Arista) 12/ 3 (10/ 1)

Adds: KTCZ, WCXT, KZAM. Heavy: 0. Mediums: 10 include KBCO, 91X, WHFS, KLXP, WIZN.

OND/ Crush (Virgin/ A&M) 12/ 8 (13/ 2)

Adds: 0. Powers: 3. Heavy: 5 include KBCO, KROQ, WLIR, KRQU. Mediums: 6 include WXRT, WHFS, CHEZ, KCGL.

KING/ Steps In Time (Epic) 10/ 1 (9/ 2)

Adds: KBCO. Heavy: 2 KROQ, KCGL. Mediums: 6 include WBCN, KMET, WLIR, KTCL.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds: e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

AOR ALBUMS

149 REPORTS

AUGUST 2, 1985

2	2	1	DIRE STRAITS /Brothers In Arms (WB)
1	1	2	STING /The Dream Of The Blue Turtles (A&M)
3	3	3	BACK TO THE FUTURE /Soundtrack (MCA)
8	5	4	ST. ELMO'S FIRE /Soundtrack (Atlantic)
4	4	5	JEFF BECK /Flash (Epic)
5	6	6	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)
16	13	11	PHIL COLLINS /No Jacket Required (Atlantic)
14	9	8	COREY HART /Boy In The Box (EMI America)
6	7	7	HEART /Heart (Capitol)
11	10	10	TALKING HEADS /Little Creatures (Sire/WB)
21	15	13	R.E.M. /Fables Of The Reconstruction (IRS/MCA)
13	12	12	JOHN CAFFERTY & THE BEAVER... /Tough All Over (Scotti Bros./CBS)
12	11	9	BRYAN ADAMS /Reckless (A&M)
23	18	16	MOTLEY CRUE /Theatre Of Pain (Elektra)
17	16	15	RATT /Invasion Of Your Privacy (Atlantic)
—	—	19	GODLEY & CREME /The History Mix Volume 1 (Polydor/PG)
DEBUT	17		MOTELS /Shock (Capitol)
9	14	18	NIGHT RANGER /7 Wishes (Cameo/MCA)
37	26	24	BILLY JOEL /Greatest Hits (Columbia)
7	8	14	ROBERT PLANT /Shaken 'N Stirred (Es Paranza/Atlantic)
18	17	17	U2 /Wide Awake In America (Island)
26	25	25	HOOTERS /Nervous Night (Columbia)
35	29	26	Y&T /Open Fire (A&M)
DEBUT	24		CHEAP TRICK /Standing On The Edge (Epic)
10	20	23	SUPERTRAMP /Brother Where You Bound (A&M)
22	21	20	BRYAN FERRY /Boys And Girls (WB)
DEBUT	27		MAD MAX BEYOND THUNDERDOME /Soundtrack (Capitol)
15	19	21	EURYTHMICS /Be Yourself Tonight (RCA)
29	24	27	HOWARD JONES /Dream Into Action (Elektra)
24	23	22	RUSS BALLARD /The Fire Still Burns (EMI America)
DEBUT	31		X /Ain't Love Grand (Elektra)
DEBUT	32		UB40 /Little Baggardim (Virgin/A&M)
20	22	28	BOB DYLAN /Empire Burlesque (Columbia)
—	—	38	COCK ROBIN /Cock Robin (Columbia)
19	28	29	TOM PETTY & THE HEARTBREAKERS /Southern Accents (MCA)
30	31	33	JOE WALSH /The Confessor (Full Moon/WB)
—	—	40	TAXXI /Expose (MCA)
DEBUT	35		MR. MISTER /Welcome To The Real World (RCA)
38	36	34	AC/DC /Fly On The Wall (Atlantic)
40	37	36	LONE JUSTICE /Lone Justice (Geffen)

	Total Reports/Adds	Power	Heavy	Medium
"Money" (133) "So Far" (51) "World" (50)	146 =/1	58+	136+	10-
"Fortress" (134) "Free" (67) "Seventh Wave" (36)	148 =/1	39 =	119 =	28+
"Power" (128) "Back" (100)	138 -/10	56 =	128 =	9+
"St Elmo's" (131) "Shake" (20)	133 -/11	48 =	122+	10 =
"People" (85) "Gets Us All" (83)	128 -/4	19 =	72 =	51+
"Head Over Heels" (77) "Shout" (73)	121 -/8	24 =	74 =	41+
"Don't Lose" (106)	112 +/6	25+	89+	23 =
"Never Surrender" (110)	113 -/4	33+	86 =	26+
"What About Love" (75) "Looks" (44) "Never" (23)	117 -/5	14 =	72 =	39+
"And She Was" (108) "Road" (30) "Lady" (11)	113 +/5	17+	46 =	62+
"Can't Get There..." (119) "Driver 8" (20)	121 +/4	21+	54 =	62 =
"C-I-T-Y" (119) "Tough" (8)	123 -/3	12+	59+	64 =
"Summer Of '69" (95)	96 -/11	27 =	70 =	26 =
"Smokin'" (107)	108 =/2	13+	54+	46 =
"Lay It Down" (102) "You're In Love" (23)	105 -/1	5 =	42 =	54 =
"Cry" (125)	125 +/14	5+	41+	77+
"Shame" (115)	115 /5	4	45	69
"Four" (65) "Sentimental" (38)	94 +/15	2 =	34 =	56+
"You're Only Human" (94)	97 +/4	17+	49+	46 =
"Sixes" (46) "Little" (24) "Too Loud" (22)	83 -/1	6 =	33 =	48 =
"Three Sunrises" (75) "Bad" (22)	82 -/1	6 =	28 =	51 =
"And We Danced" (88) "Zombies" (16)	98 +/22	5 =	20 =	70+
"Summertime Girls" (103)	103 +/13	5 =	26+	66+
"Tonight It's You" (112)	112 /21	2	15	85
"Better" (46) "Brother" (31) "Cannonball" (19)	83 -/4	2 =	21 =	55+
"Slave To Love" (71) "Don't Stop" (15)	78 -/1	7+	24 =	51 =
"We Don't Need..." (73)	73 /2	11	36	35
"Ball" (56) "Would I Lie" (15)	75 -/0	3 =	23 =	45 =
"Life In One Day" (73)	77 -/2	2 =	22 =	52 =
"Fire" (70)	71 -/0	1+	19 =	47 =
"Burning House" (70)	70 +/17	2+	7+	49+
"I Got You Babe" (60)	60 /10	2	11	45
"Night" (29) "Tight Connection" (28)	59 -/0	2 =	14 =	41 =
"Heart" (66)	68 +/13	1 =	6 =	50+
"Make It Better" (24) "Spike" (13)	41 -/5	1 =	15 =	25+
"Good Man Down" (22) "The Confessor" (16)	36 -/2	2 =	13 =	19 =
"Still In Love" (54)	55 =/5	0 =	7+	39 =
"Broken Wings" (51)	52 +/9	3+	8+	38+
"Sink" (29) "Danger" (15) "Shake" (11)	49 -/1	0 =	4 =	35 =
"Sweet Sweet" (58)	59 -/2	1 =	7 =	41 =

BREAKERS

MOTELS
Shock (Capitol)

77% of our reporters on it. 115/5 with adds at: WLUP, WLLZ, WRDU, WIOT, KEZE. Debuts at #17 on the Albums chart.

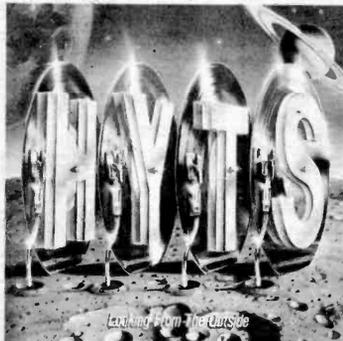
CHEAP TRICK
Standing On The Edge (Epic)

75% of our reporters on it. 112/21 including adds at: WMMR, DC101, KSRR, KSHE, WHCN, KGGG, WIOT, KPOL, KOMP. Debuts at #24 on the Albums chart.

"American Way"

The First Single And 12" From HYTS' Second Album

"Looking From The Outside"



Produced by
Matthew King
Kaufman

DAVE SHOLIN, GAVIN REPORT PERSONAL PICK:

"Boy, if there was ever a time for a flag-wavin' rocker, it's now! Wrapped in red, white and blue, this powerhouse makes a statement but does so in the context of up, feel-good rock 'n' roll. The HYTS may well have their first one."



CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

PARALLELS

Parallel & Selected stations in major markets that are format dominant and/or assert a significant national influence.

Parallel & Selected stations in secondary markets that are format dominant and/or assert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

252 Reports

JAMES BEE
"The Song" (Anylabel)
LP: Hi Bang

100/25 44%

EXAMPLE

100/25 — 100 CHR reporting stations on the week including 25 new adds.

44% — Percentage of the weeks reporting playing it.

Reported Result — Percentage of reporters playing the song within each region.

National Summary

Up 81 — Number of stations moving it up on the charts.

Down 20 — Number of stations debuting the song this week.

Same 6 — Number of stations reporting no movement the week.

On to On, Off to Off, etc.

Down 0 — Number of stations moving it down on their charts.

Adds 28 — Total number of stations adding it this week.

A-50
Take On Me (WB)
LP: A&A

70/28 39%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

LINDA BROWMAN
Spanish Eddie (Atlantic)
LP: Hi Bang

120/25 57%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Phil Collins
Don't Lose My Number (Atlantic)
LP: No Jacket Request

22/27 69%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

George
Who's Making... (Gordy/Motown)
LP: Phynon On The Night

22/22 90%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

One Minute
Money For Nothing (WB)
LP: Brothers In Arms

19/23 77%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

PAT BENATAR
Invincible (Chrysalis)
LP: The Legend Of Billy Jean Soundtrack

21/26 80%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

John Cafferty & Beaver Brown Band
C-4-T-Y (Scott Bros./CBS)
LP: Tough As A Nailer

7/7/4 39%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Phil Collins
Don't Lose My Number (Atlantic)
LP: No Jacket Request

22/27 69%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

George
Who's Making... (Gordy/Motown)
LP: Phynon On The Night

22/22 90%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

One Minute
Money For Nothing (WB)
LP: Brothers In Arms

19/23 77%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

BRYAN ADAMS
Summer Of '69 (A&M)
LP: Rockes

2/6/2 69%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Pat Benatar
Invincible (Chrysalis)
LP: The Legend Of Billy Jean Soundtrack

21/26 80%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

John Cafferty & Beaver Brown Band
C-4-T-Y (Scott Bros./CBS)
LP: Tough As A Nailer

7/7/4 39%

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	WABC	11-20	11-20
	WABC	11-20	11-20
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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Phil Collins
Don't Lose My Number (Atlantic)
LP: No Jacket Request

22/27 69%

N.A.

Region	Station	Reported	Result
N.A.	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
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George
Who's Making... (Gordy/Motown)
LP: Phynon On The Night

22/22 90%

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One Minute
Money For Nothing (WB)
LP: Brothers In Arms

19/23 77%

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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Bryan Adams
Summer Of '69 (A&M)
LP: Rockes

2/6/2 69%

N.A.

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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Pat Benatar
Invincible (Chrysalis)
LP: The Legend Of Billy Jean Soundtrack

21/26 80%

N.A.

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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Phil Collins
Don't Lose My Number (Atlantic)
LP: No Jacket Request

22/27 69%

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Region	Station	Reported	Result
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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

George
Who's Making... (Gordy/Motown)
LP: Phynon On The Night

22/22 90%

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Region	Station	Reported	Result
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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

One Minute
Money For Nothing (WB)
LP: Brothers In Arms

19/23 77%

N.A.

Region	Station	Reported	Result
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	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20
	WABC	11-20	11-20

Bryan Adams
Summer Of '69 (A&M)
LP: Rockes

2/6/2 69%

SIGNIFICANT ACTION

1987 78% Rick Springfield - State Of The Heart (RCA) LP: Too

2002 88% Tina Turner - We Don't Need Another... (Capitol) LP: Madras Beyond Thunderdome

John White Continued - 23017 88% Freedom (Columbia) LP: Main 8 Big

23017 88% Freedom (Columbia) LP: Main 8 Big

A AIR SUPPLY - The Power Of Love (You Are My Lady) LP: No Guilty (Arista)

M CURTIS & THE BOOMBOS - Black... (Never Make...) (RCA)

ALISON MOYET - Love Resurrection (Columbia) LP: ALP

T SEAN FOR FEARS - Show (Mercury/PolyGram) LP: Songs From The Big Chair

U UB40 w/CHRISSE HYNDIE - I Got You Babe (A&M) LP: Little Baggadonn

Y Y&T - Supergirls Girls (A&M) LP: Open Fire

B BEACH BOYS - It's Gonna Be a Late (Caribou/CBS) LP: The Beach Boys

G J BELLS BAND - Fight Night (Private/ICBS) LP: Soundtrack Fight Night

P ROBERT PLANT - Too Loud (Es Paranza/Atlantic) LP: Shavian N'Stard

34011 97% T SEAN FOR FEARS - Show (Mercury/PolyGram) LP: Songs From The Big Chair

U UB40 w/CHRISSE HYNDIE - I Got You Babe (A&M) LP: Little Baggadonn

Y Y&T - Supergirls Girls (A&M) LP: Open Fire

SON JAY - In And Out Of Love (Mercury/PolyGram) LP: 78007 Fatherhood

J HOOTERS - And We Danced (Columbia) LP: Nervous Night

R READY FOR THE WORLD - On Sheila (MCA) LP: Ready For The World

C RIM CARNES - Abecedario (EMI America) LP: Being As Apertures

J JESSE JOHNSON'S REVUE - I Want My Girl (A&M) LP: Jesse Johnson's Revue

U R.E.M. - Can't Get There From Here (R/S&MCA) LP: Fabes Of The Reconstruction

34011 97% T SEAN FOR FEARS - Show (Mercury/PolyGram) LP: Songs From The Big Chair

U UB40 w/CHRISSE HYNDIE - I Got You Babe (A&M) LP: Little Baggadonn

Y Y&T - Supergirls Girls (A&M) LP: Open Fire

CHEAP TRICE - Tonight It's You (Epic) LP: Standing On The Edge

K KING - Love & Pride (Epic) LP: Steps In Time

U URGENT - Running Back (Manhattan) LP: Cast The First Stone

JOHN WHITE - Every Step Of The Way (EMI America) LP: The Mask Of Sades

W JOHN WHITE - Every Step Of The Way (EMI America) LP: The Mask Of Sades

101/14 86% Y&T - Supergirls Girls (A&M) LP: Open Fire

BILLY CRYSTAL - You Look Marvelous (A&M)

L LONE JUSTICE - Sweet Sweet Baby... (Geffen) LP: Lone Justice

W WEATHER GIRLS - Well-A-Wiggy (Columbia) LP: Big Girls Don't Cry

Continued On Next Column

Do you really want to know what radio thinks of your product?

You could ask each of these people . . .

Northeast	WBR	SCOTT GRIFFITH	WKRG	PETER STEWART	KOIZ	BARB RICHARDS	WFO
DALE ANDREWS	WZON	J.J. HEMINGWAY	WDRB	K.J.J. STONE	KKVU	TONY RICHARDS	WEE
RICK ANDREWS	WWSR	TIM HENSLEY	WOLU	DOMINIC TESTA	NFHM	MICHAEL RIGHT	NXL
CHRIS BAILEY	WMLM	GARY JACKSON	WCNN	RUSHON VANCE	KXZZ	SCOTT ROBBINS	BND
TOM BENSON	WCCD	BOB KAGHAN	WZNE	MARK WOOLEY	RHOE	JOHN ROBERTSON	WGTZ
RANDY BLISS	WNRZ	TOM KELLY	WJZO			RON ROSS	WVAJ
AL BROCK	WNRZ	SCOTT KERR	WKGS			DAM SEAMAN	WLQL
GUY BRUILLARD	WNRZ	LINDA KING	WKZB			RANDY SHERBYN	NLS
ROGER CHRISTIAN	WBEK	JEFF MCCARTNEY	WKZI	Midwest	WIOB	JIM STACY	WRY
CHUCK DAVIDSON	WZGO	ROD METTS	WANS	BRENT ALBERTS	WGBF	JERRY STEFFEN	WPT
STEVE DAVIS	WZGO	SCOTT MITCHELL	WZYP	RICH ALLEN	WJUN	GREGG SWEDBERG	WLQL
DM DAVIS	WNSY	JIM MORRISON	WQXI	MIKE ANTHONY	KCND	JAY TAYLOR	YKCO
ANDRE GARDNER	WZGO	DAN MURRAY	WAGO	MINE BENSON	WIBM	ANDY TUTTIN	KCHO
BRYAN GERARDINO	WQGD	J.D. NORTH	WGXK	JAY BOULEY	WSP7	TERRY WEINACHT	WFR
JACK GILLEN	WJHI	CHARLIE OCEAN	WNRG	KIM BRADLEIGH	WVAJ	MIKE WETS	WPCZ
SUE HERLIHY	WJHC	LOU PATRICK	WPKS	KURT BRECHISEN	KJLS	GREG WILLIAMS	KRRD
CAK JAMES	WGOV	PILL PHIPPS	WDEH	STEVE BROOKS	KEYN	KEVIN YOUNG	WPCZ
WILL KAUFFMAN	WDCB	ANDY PIGG	WORS	RICK BROWN	KETH		
STEVE KELSEY	WZDZ	SCOTT REYNOLDS	WIKV	TED BURTON-JACOBSEN	NRRD	West	
ANN KOLODZIEJ	WFRG	JERRY ROGERS	WZAT	PATTI CHECKS	WJZO	JOHN BARRY	KJK
NEIL KUSHNIR	WZDZ	MARN SHANDS	WVIZ	BOBBY CHRISTIAN	WJZO	JACKSON BEARD	KTAG
JIM MARTIN	WQAY	CHRIS SMART	WTVN	DENNY D. COLLIER	KSNB	JACK BELL	KTYA
MARK MCKENZIE	WFLY	TOHMY DREW	WANS	DAN COLLINS	WBYA	BRIAN CASEY	KDPS
BILL MCKEATH	WOKA	RANDI SOMERS	WZAT	DEBBIE DALTON	WIOB	STEVE CHASE	KZOZ
JERRY MICHAELS	WVAD	RICK SPRINKLES	WGLF	JERRY DEAN	NOKO	JOHN CHOMNIE	NMTX
TOM MITCHELL	WPKY	RICK STACY	WHLV	J.K. DEARING	WHDU	BRYAN CHRISTIAN	ALHC
JEFF MOREAU	WNSY	JIM STEAL	WBRD	LISA DENT	WZOK	KIRK CLATT	KDNN
DOUG MEHEL	WOKW	BRUCE STEVENS	WZAT	KEITH EDWARDS	KZP3	BILL CODY	KTRB
KOM NICHOLAS	WBRN	STANLEY "B" STEWART	WZAT	BART A. GOTHSHOR	KRWA	DARY CUMMINGS	NRPL
TOM PARKER	WGFN	JEFF STONE	WWSL	STEVE GRAGIANO	KFMO	JEFF DAVIS	KWGO
JEREMY PRESCOTT	WNGX	TIM TAYLOR	WJAD	TOM DREER	WJZM	DEVON DURRANT	K-FL
JIM REITZ	WRCK	BRIAN THOMAS	WBJM	PETER HAMLET	WJZM	CAREY EDWARDS	KMGZ
PAUL ROBERTS	WPKY	FRANK WALSH	WOUZ	TAC HAMMER	WJZM	TOM EVANS	KYSV
TOM ROBINSON	WNRZ	SHAMMUS WEST	WMPZ	SCOTT HOWARD	WZNY	STEVE GODDARD	KZPP
BILL SHERIDAN	WCRZ	BILL WESTON	WIKV	SCOTT HOWITT	WDCD	BRIAN GREGORY	KFP5
BOB SPENCER	WCLR	DAVE WRIGHT	WBJM	HATT HUDSON	WZEE	MICHAEL HESSE	KDZJ
RICK SHANN	WKEE			RANDY HUGG	WPCZ	JOHN HUTCHINSON	KPZP
DOM TANDLER	WFLD			RICK JAMES	WJZ	DAVE KAMPER	KKXX
WILLIAM B. TROUSDALE	WST			TRACY JOHNSON	KFRK	DAVID A. KRANAM	NDR
HENRY VAN DEN HODGEN	WFCR	South		STEVE KELLY	WCZY	KINDERLEE A. LARRABE	KVAN
DARRY MALL	WTR	SKIP BISHOP	KKYS	BRIAN KELLY	WZJH	DEAN LOMASTER	KTON
RALPH WINNER	WWR	MARK BLAINE	KWES	DAN KIELEY	WJZ	LEH E. MITCHELL	KSKD
		JOHN CLAY	WKUL	DOUG KOEHN	KRKH	JAMES O'NEAL	KRNH
		TRAVIS CONNELLY	WNSY	GENE KUMTZ	WITZ	KEITH MATHALY	KRNL
		BOBBY COOK	KDFB	DREG LAMLEY	WDRB	STEVE NAGARUNA	KJJK
		CHARLIE COOPER	WZNY	BILL LEE	KLHM	KRNO	KCBM
		ROD HAMPTON	KZBB	BRAD LEGGETT	KFRX	ROGER PETERSON	KZDZ
		J.J. JACKSON	WZDZ	JONATHAN LITTLE	WZEE	MIKE PRESTON	KSDO
Southeast	WZYP	JERRY LOUSTEAU	NKBB	STEVE OULIZOS	WZNY	JOHN RAMSEY	KKAZ
CHRIS ANDREWS	WXXI	KEVIN MCCARTHY	WZDZ	MARK MALONEY	WUIC	BILL RICHARDS	ALUC
RICH BAILEY	WXXI	JOHN MICHAELS	WZDZ	DENNIS MARTIN	WMPZ	MARK JEFFREY ROSEN	KFAI
DM BENSON	WXXI	MIKE MURPHY	WZDZ	PAT MCCURRUMEN	KRNV	GENE SANDBLOM	KRNO
JOHN BRAXTON	WFLB	KELL	WZNY	JIM NILES	WZPL	MICHAEL T. SHISHIDO	KINI
LARRY CANNON	WFLB	KTRF	WZNY	JIM ROORE	WDRB	STEVE STUCKER	KRTH
RALPH CARROLL	WCOG	ERIC PAGE	WSZ2	CHIP ROSLEY	KSZY	KAT TAYLOR	KDGT
STEVE CHRIS	WQCN	RICK REED	WWSZ	DYNNY O'HARRA	K1K1	PAUL THOMPSON	KVI
BOB CHRYSLER	WJZR	GARY W. REYNOLDS	KWDS	SCOTT OUCHS	KDSR	KRIS VAN NAMP	KRTH
CYNTHIA CLARK	WZNE	WAYLON RICHARDS	KPTI	JACK OLIVER	KKR8	ROD WEST	KBDS
LEO DAVIS	WDEH	DOM RIVERS	NBTU	STEVE PERUN	KBED	GREG WILLIAMS	KOUL
JEFF DAVIS	WFFM	RANDY ROBRIDUEZ	NSET	ROGER PAPER	NKLS		KCJO
SKIP ELIOT	WJAD	JOHN SHORRY	NAPN				
ROGER GAITHER	WJXX						
MARTIN GREEN							

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He may already know.

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WEEK #3

AIR Priorities

WEEK #3

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, August 7, 1985

CHR	TITLE	ARTIST	LABEL
	SEND MY HEART	ADVENTURES	CHRYSALIS
	THE POWER OF LOVE	AIR SUPPLY	ARISTA
	THE CIRCLE	MAX CARL	MCA
	ABADABADANGO	KIM CARNES	EMI/AMERICA
	FRIGHT NIGHT	J. GEILS BAND	PRIVATE STOCK

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WHITNEY
HOUSTON.
A STAR, FROM
THE START.
LATE FLASH!
6-2 R&B

In only a few short months, Whitney Houston has become a certified Star. Her debut album is gold (and then some...), her first single, "You Give Good Love," went #1 R&B and top 3 pop, and she's been embraced by the media as the year's brightest new discovery.

"SAVING ALL MY LOVE FOR YOU"
is the new Whitney Houston single...already an R&B smash, and ready to break wide open on the pop side.

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AFRO: P.S. THANKS! PRODUCED BY MICHAEL MASSER

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Artist/Track
7	2	1	1 TEARS FOR FEARS/Shout (Mercury/PG)
16	8	6	2 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
10	7	4	3 COREY HART/Never Surrender (EMI America)
6	5	3	4 STING/If You Love Somebody Set Them Free (A&M)
2	1	2	5 PAUL YOUNG/Everytime You Go Away (Columbia)
27	20	14	6 JOHN PARR/St. Elmo's Fire (Atlantic)
19	15	12	7 ARETHA FRANKLIN/Freeway Of Love (Arista)
17	13	9	8 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
21	17	13	9 BRYAN ADAMS/Summer Of '69 (A&M)
14	11	10	10 OPEACHE MODE/People Are People (Sire/WB)
4	3	5	11 BRUCE SPRINGSTEEN/Glory Days (Columbia)
29	23	17	12 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
12	10	8	13 POWER STATION/Get It On (Bang A Gong) (Capitol)
23	19	16	14 DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)
5	4	7	15 WHITNEY HOUSTON/You Give Good Love (Arista)
24	21	18	16 HEART/What About Love? (Capitol)
36	29	20	17 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
—	32	21	18 PHIL COLLINS/Don't Lose My Number (Atlantic)
11	9	11	19 NIGHT RANGER/Sentimental Street (Cameo/MCA)
30	26	23	20 RICK SPRINGFIELD/State Of The Heart (RCA)
35	31	24	21 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
40	35	30	22 PAT BENATAR/Invincible (Chrysalis)
—	—	37	23 WHAMI/Freedom (Columbia)
—	—	36	24 PRINCE/Pop Life (WB)
39	34	29	25 BILLY OCEAN/Mystery Lady (Jive/Arista)
—	37	33	26 KOOL & THE GANG/Cherish (De-Lite/PG)
1	6	15	27 DURAN DURAN/A View To A Kill (Capitol)
—	40	35	28 HOWARD JONES/Life In One Day (Elektra)
—	39	34	29 POINTER SISTERS/Dare Me (RCA)
—	—	40	30 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
3	12	19	31 PRINCE/Raspberry Beret (WB)
BREAKER	32	28	DIRE STRAITS/Money For Nothing (WB)
9	14	22	33 'TIL TUESDAY/Voices Carry (Epic)
DEBUT	34	25	REO SPEEDWAGON/Live Every Moment (Epic)
DEBUT	35	26	MOTELS/Shame (Capitol)
8	18	26	36 PHIL COLLINS/Sussudio (Atlantic)
13	16	25	37 MADONNA/Into The Groove (Sire/WB)
15	24	31	38 SURVIVOR/The Search Is Over (Scotti Bros./CBS)
22	22	27	39 PAUL HARDCASTLE/19 (Chrysalis)
BREAKER	40	36	COCK ROBIN/When Your Heart Is Weak (Columbia)

NBA Begins on Page 66

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	Artist/Track
1	1	1	1 PAUL YOUNG/Everytime You Go Away (Columbia)
2	2	2	2 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
12	9	4	3 KOOL & THE GANG/Cherish (De-Lite/PG)
10	7	5	4 DON HENLEY/Not Enough Love In The World (Geffen)
9	8	6	5 KENNY LOGGINS/Forever (Columbia)
19	13	10	6 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
10	10	8	7 SADE/Your Love Is King (Portrait/CBS)
4	4	3	8 AIR SUPPLY/Just As I Am (Arista)
23	15	12	9 BILLY OCEAN/Mystery Lady (Jive/Arista)
—	18	14	10 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
3	3	7	11 WHITNEY HOUSTON/You Give Good Love (Arista)
7	5	9	12 AMY GRANT/Find A Way (A&M)
22	15	15	13 ARETHA FRANKLIN/Freeway Of Love (Arista)
—	—	19	14 COREY HART/Never Surrender (EMI America)
5	11	11	15 SURVIVOR/The Search Is Over (Scotti Bros./CBS)
—	—	20	16 RONNIE MILSAP/Lost In The 50s (RCA)
BREAKER	17	17	WHAMI/Freedom (Columbia)
21	17	18	18 ROSANNE CASH/Don't Know Why You Don't Want (Columbia)
—	—	23	19 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
8	8	13	20 DARYL HALL & JOHN OATES/Possession Obsession (RCA)
16	14	16	21 SISTER SLEDGE/Frankie (Atlantic)
6	12	18	22 BEACH BOYS/Gatcha Back (Caribou/CBS)
DEBUT	23	18	MICHAEL FRANKS/Your Secret's Safe With Me (WB)
13	19	21	24 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)
DEBUT	25	18	NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)

NBA Begins on Page 67

AOR TRACKS

Three Weeks	Two Weeks	Last Week	Artist/Track
2	2	2	1 DIRE STRAITS/Money For Nothing (WB)
7	3	3	2 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
1	1	1	3 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
8	6	4	4 PAT BENATAR/Invincible (Chrysalis)
11	10	6	5 STING/Fortress Around Your Heart (A&M)
9	8	7	6 COREY HART/Never Surrender (EMI America)
33	18	11	7 PHIL COLLINS/Don't Lose My Number (Atlantic)
17	15	13	8 R.E.M./Can't Get There From Here (IRS/MCA)
27	16	12	9 JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS)
12	11	9	10 BRYAN ADAMS/Summer Of '69 (A&M)
37	24	17	11 GODLEY & CREME/Cry (Polydor/PG)
16	13	15	12 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
50	25	18	13 MOTELS/Shame (Capitol)
32	22	20	14 TALKING HEADS/And She Was (Sire/WB)
BREAKER	15	15	HUEY LEWIS & THE NEWS/Back In Time (MCA)
6	5	16	16 JEFF BECK w/ROD STEWART/People Get Ready (Epic)
13	12	14	17 RATT/Lay It Down (Atlantic)
BREAKER	18	18	MICHAEL McDONALD/No Lookin' Back (WB)
5	7	10	19 HEART/What About Love? (Capitol)
4	4	8	20 TEARS FOR FEARS/Shout (Mercury/PG)
42	27	22	21 BILLY JOEL/You're Only Human (Columbia)
34	28	25	22 Y&T/Summertime Girls (A&M)
—	43	30	23 CHEAP TRICK/Tonight It's You (Epic)
3	9	16	24 STING/If You Love Somebody Set Them Free (A&M)
—	55	32	25 NICK MASON & RICK FENN/Lie For A Lie (Columbia)
BREAKER	26	26	JOHN WAITE/Every Step Of The Way (EMI America)
—	59	39	27 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
45	41	35	28 JEFF BECK/Gets Us All In The End (Epic)
—	58	36	29 HOOTERS/And We Danced (Columbia)
39	33	26	30 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)

Complete Tracks Chart Begins on Page 69

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	Artist/Track
1	1	1	1 ARETHA FRANKLIN/Freeway Of Love (Arista)
12	7	6	2 WHITNEY HOUSTON/Saving All My Love For You (Arista)
3	2	3	3 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
7	3	3	4 LUTHER VANDROSS/It's Over Now (Epic)
16	12	7	5 STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
28	15	10	6 JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
33	22	13	7 KOOL & THE GANG/Cherish (De-Lite/PG)
15	10	8	8 PATTI LABELLE/Stir It Up (MCA)
34	24	12	9 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
9	5	10	10 RICK JAMES/Glow (Gordy/Motown)
4	4	4	11 CAMEO/Attack Me With Your Love (Atlanta Artists/PG)
30	23	17	12 MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
29	21	16	13 SYSTEM/The Pleasure Seekers (Mirage/Atco)
18	17	15	14 MELBA MOORE/When You Love Me Like This (Capitol)
31	27	18	15 9.9/All Of Me For All Of You (RCA)
—	35	20	16 BILLY OCEAN/Mystery Lady (Jive/Arista)
38	30	24	17 ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
39	32	23	18 GWEN GUTHRIE/Padlock (Island)
22	20	19	19 RJ'S LATEST ARRIVAL/Swing Low (Atlantic)
—	40	25	20 POINTER SISTERS/Dare Me (RCA)
—	—	31	21 READY FOR THE WORLD/Oh Sheila (MCA)
BREAKER	22	22	PRINCE/Pop Life (WB)
—	38	27	23 CON FUNK SHUN/I'm Leaving Baby (Mercury/PG)
6	6	9	24 LISA-LISA & CULT JAM w/FULL FORCE/I Wonder If I Take... (Columbia)
36	33	20	25 SADE/Your Love Is King (Portrait/CBS)
—	39	33	26 MAI TAI/History (Critique)
BREAKER	27	27	BOOGIE BOYS/A Fly Girl (Capitol)
BREAKER	28	28	FAT BOYS/The Fat Boys Are Back (Sutra)
40	37	29	29 STACY LATTISAVI/I'm Not The Same Girl (Cotillion/Atco)
14	11	11	30 STING/If You Love Somebody, Set Them Free (A&M)
—	—	36	31 STEPHANIE MILLS/Bit By Bit (Theme From 'Fletch' (MCA)
—	—	39	32 NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
DEBUT	33	33	SHANNON/Stronger Together (Mirage/Atco)
—	—	38	34 JUICY/Bad Boy (Private I/CBS)
DEBUT	35	35	CARRIE LUCAS/Hello Stranger (Constellation/MCA)
2	9	21	36 RENE & ANGELA/Save Your Love (For #1) (Mercury/PG)
DEBUT	37	37	STARPOINT/Object Of My Desire (Elektra)
BREAKER	38	38	BILL WITHERS/Something That Turns You On (Columbia)
BREAKER	39	39	ANDRE CYMONE/Dance Electric (Columbia)
DEBUT	40	40	NEW EDITION/My Secret (Didja Git It?) (MCA)

NBA Begins on Page 60