

I N S I D E :

**BEER/WINE RESEARCH SEEMS AMBIGUOUS**

Both sides on the beer and wine broadcast ad ban issue are brandishing research studies that support their own conclusions. **Brad Woodward** sorts through the confusion, while **Ron Rodrigues** hears what action A/C stations are taking.

Page 4, 44

**THE PERILS AND PITFALLS OF STRATEGIC PLANNING**

**Charles Warner** concludes his three-part series on winning strategies with a look at when to attack a vulnerable competitor and the traps to avoid in plotting your approach.

Page 20

**COUNTRY MOURNING LACK OF MORNING PERSONALITIES**

Have three-in-a-row Country formats choked off the supply of morning talent with personality? Country PDs are finding the search uncomfortably tough, **Lon Helton** discovers.

Page 46

**PEOPLE IN THE NEWS THIS WEEK**

- **Tim Sullivan** President/GM at KEZY-AM & FM
- **Bob McKay** PD at WKQZ
- **Bob Christopher** OM, **Dennis Lambert** ND at KTAR
- **Steve Glueck** GM, **John Wolfe** PD at KONC
- **Mike Shanin** PD at KCMO
- **Rich Meyer** PD at WNCI
- **John Davidson** PD at KYND
- **Dan Forth** Director, **Gloria Briggs** Manager of ABC FM net
- **Gary Hiatt** GSM at KOPA

Page 3, 6, 7

**REQUIREMENTS FOR GOOD TALK FORMATS**

In two guest essays, **KTRH/Houston** Station Manager **Michael Packer** isolates the winning News/Talk philosophies, while consultant **Ira Apple** pinpoints what makes an effective talk host.

Page 32

**REEVALUATING THE TERM "AOR"**

Ten years or so after **R&R** invented the term AOR, it's time to take a new look at how it fits today's formats. **Steve Feinstein** points out that it's always been an umbrella term for a variety of musical approaches.

Page 40

**MEDIUM MARKET MONOLITHS**

**Joel Denver** profiles two high-scoring medium market CHRs — **KHFI/Austin** and **Q100/Allentown** — for insights into their remarkable success stories.

Page 34

Newsstand Price \$3.50

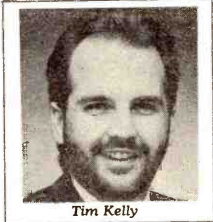


**Kelly Comes To KLOS As Program Director**

WLS (AM)/Chicago PD **Tim Kelly** has been named PD at KLOS/Los Angeles, replacing **Tommy Hedges**, who is leaving to join **Jeff Pollack Communications**. Kelly previously programmed WLS-FM and WLUP/Chicago.

KLOS VP/GM **Bill Sommers** told R&R, "I went after Tim, and am delighted to get him. He has AOR experience at the Loop as well as an ABC background, and conducts himself in a businesslike manner."

Kelly commented, "I told Bill Sommers many years that if



Tim Kelly

Tommy were ever to leave, I'd love to help him get the job. We're going to continue forward." Asked how he felt about moving to L.A., he responded, "I helped **Randy Newman** with the song."

**Rakovan WFYR VP/GM**

**Dick Rakovan** has been appointed VP/GM of RKO's WFYR/Chicago, replacing the exiting **Bernie Kvale**. Rakovan was most recently Senior VP of Outlet Communications.

RKO Radio President **Jerry Lyman** stated, "Mr. Rakovan has a strong sense of commit-

ment to the traditions of the radio industry. His experience and management record make him extremely qualified to step into this important position."

Rakovan told R&R, "WFYR is a Chicago institution, in which I am delighted to be a part. The opportunity to build



Dick Rakovan

on its success is a great honor and challenge. I'm going there with wide-eyed anticipation, and really look forward to it."

Prior to his association with Outlet **Rakovan** was VP/GM at Capital Cities' WPRO-AM & FM/Providence. His long broadcast career also includes stints as GSM at both WJR/Detroit and WPAT/New York.

**YOUNG JOINS FM**

**Cohen Upped To VP At WINZ-AM & FM**

WINZ-AM & FM/Miami GM **Stanley Cohen** has been given the additional title of VP for both stations: Cohen joined the stations in 1978 as GSM and was upped to GM three years ago. His radio background includes stints as National Sales Manager of ABC-FM Spot Sales and GM of WYNY/New York.

Cohen said he welcomes the "additional recognition from the company" his promotion represents, and looks forward to continued strength for both stations. With a new tower to overcome a signal deficiency in Broward County, Cohen expects WINZ-FM to surpass market leader **WHYI (Y-100)** "within the next year or two." Despite a soft fall book, he said WINZ (AM) is number one 25-54 and continues to lead other News/Talk stations in 12+ shares.

Cohen announced that Ace

Young will join WINZ-FM next week as morning news anchor. Most recently PD at News/Talk WCNN/Atlanta, Young was News Director of KMET/Los Angeles for many years previously.

**PETERSON VP**

**TM Sets Four Key Executives**

As part of four new appointments at TM Communications, **Doyle Peterson** and **R. David Graupner** were promoted from within to VP and Operations Director, respectively. Coming aboard as Regional Manager/West Coast and VP/Director of Marketing are **Bob Ardrey** and **Robert May**.

President **Pat Shaughnessy** remarked, "I'm extremely pleased that we're able to rec-

ognize our own people's achievements and promote from within, as well as attract such outstanding broadcasting experts from outside. These four positions are key to TM Communications' continued growth and success, and I'm confident that we have the right people in the right place at the right time."

Peterson served as TM's  
TM/See page 6

**WHITE WOOD VP/GM; ROTHFEDER VP/CFG**

**Grace Sets Lareau As President**

Grace Broadcasting has named **WOOD-AM & FM/Grand Rapids** VP/GM **Mike Lareau** President/COO. **WSPD & WTLQ/Toledo** VP/GM **Jim White**, previously GSM at WOOD for 11 years, rejoins the stations as VP/GM, while **WSPD & WTLQ** President **Tom Girocco** has assumed White's managerial duties.

In addition, former Capital Cities Cable VP/Finance **Allan Rothfeder** assumes the newly-created position of VP/Chief Financial Officer, and **WOOD-AM & FM** Chief Engineer **Gerald VanderSloot** has been promoted



Mike Lareau



Jim White

to Director Of Engineering for the chain. The moves result from a Grace expansion drive, kicked off by its recent purchase of **WNYR & WEZO/Rochester**, which closed this week.

Chairman **Harvey Grace** told R&R, "Mike has demonstrated his abilities as an experienced broadcaster at WOOD, and his knowledge expands far beyond

GRACE/See page 7

**Michaels PD At WZOU**



Dave Michaels

**Dave Michaels**, most recently Assistant PD at Blair's **WFLA-AM & FM/Tampa**, has been named Program Director at sister **WZOU/Boston**. He replaces **Dave Mariano**, who departed two weeks ago over philosophical differences.

**WZOU & WHDH** VP/GM **Al Brady** Law commented, "Dave Mariano did build a good staff, so he leaves a good legacy behind. He worked very hard, but I just wasn't sure where we were going to end up."

"Obviously, through our past associations" (Law was GM at **WFLA-AM & FM** before taking up his current post), "I've been well aware of Dave Michaels's talents. He originally came here to help me through the transition, but he's organized the station so quickly and efficiently, it became apparent he was the right choice for PD. He and I both want a fun-sounding radio station, and to do that requires a tight ship internally so the air-staff can concentrate on entertaining and winning."

Michaels, who did some on-air work at **WRBQ/Tampa** just prior to arriving in Boston, told R&R, "I think I've got the most professional staff I've ever been involved with. We will achieve our goals of winning by doing CHR in the classic sense."

Michaels's prior programming background includes consulting **WZKS/Nashville**, Assistant PD at **KLAC/Los Angeles**, and the OM position at **KROY-AM & FM/Sacramento**, **KAFY/Bakersfield**, and **KOBO/Yuba City, CA**.

NOW ON THE AIR

# AMERICAN MUSIC MAGAZINE



STARRING

# RICK DEES

Radio stations can now make RICK DEES a part of their air-staff all week long.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" . . . five one hour shows, one for each day Monday through Friday, every week. Ideal for drive time adjacencies, mid-days or early evenings.

Just as TV's Entertainment Tonight lets everyone know what's happening in the entertainment world, "AMERICAN MUSIC MAGAZINE starring RICK DEES" will let your listeners know what's happening day by day in the world of music . . . from Rick's vantage point in Hollywood—the record capital of the world.

You'll find out the WHO, WHAT, WHERE, WHY AND WHEN of videos, tours, new albums and new projects. Who's hot and who's not.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" is filled with lots of music, Rick's ingenious wit, his irresistible charm and his entire cast of comedic characters who have made his week-end program a giant success. Drop-ins from the actual stars themselves will complete the program.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

For national sales information call our New York office at (212) 869-7444.

**The United Stations**

AMERICA'S TARGET RADIO NETWORKS  
Producing more than 1300 hours of first run programming weekly

**POP MUSIC HONORS ITS HEROES**

With two tributes to the late Marvin Gaye hitting the No. 1 and 2 positions on the Black/Urban chart, Ken Barnes looks back at how popular music has saluted its stars who've passed on.

Page 26

Washington Report	4	A/C: Ron Rodrigues	44
What's New	8	Country: Lon Helton	46
Ratings & Research: Jhan Hiber	12	Nashville: Sharon Allen	48
Ratings Results	15	Black/Urban Radio: Walt Love	50
Networks: Reed Bunzel	16	Marketplace	52
Management	20	Opportunities	53
Street Talk	23	National Music Formats	56
On The Records: Ken Barnes	26	Jazz Chart	62
Calendar: Brad Messer	31	Country Chart	63
News/Talk: Brad Woodward	32	A/C Chart	88
CHR: Joel Deniver	34	AOR Chart	88
AOR: Steve Feinstein	40	Black/Urban Chart	88
		CHR Chart	88

**McKay Joins WKQS As PD**

Bob McKay has been named PD at WKQS/Miami. McKay replaces the exiting Mac Allen, taking his new post February 25. Sunshine Wireless Co. President Dan Cohen commented, "Bob's success while programming winning Country stations in

San Diego and Milwaukee made him our top choice for the position."

McKay most recently spent five months as KUUY/Cheyenne's PD. Earlier he spent four years as PD of KCBQ-AM & FM/San Diego and a year and a half as PD of WBCS/Milwaukee. He told R&R, "I'm looking forward to a great association with Dan Cohen and everybody at Sunshine. They're totally committed to Country and to winning in South Florida."

**Glueck GM, Wolfe PD At KONC**

Following Affiliated Broadcasting's recent acquisition of Classical-formatted KONC/Phoenix (formerly KHEP-FM), Steve Glueck and John Wolfe have been named GM and PD, respectively. Former PD Bob Christiansen is staying on as morning personality at "Concert 101," which has expanded programming to a full 24-hour schedule; it formerly shut down at 1am.

Before a three-year hiatus in cable TV programming, Glueck worked at KTAR/Phoenix for 11 years, including four as GM. "I'm delighted to be back in radio," he said. "I have a real commitment to this market, and know what it takes to be for a station to be successful." Commenting on Wolfe, Glueck continued, "John is the key. He knows how to communicate with the audience and he'll be an immense help in guiding our staff."

Prior to joining KONC, Wolfe spent 25 years as PD at Classical outlet KVOD/Denver as part of its original staff. "It's a very exciting job," he said, "and I'm very happy to be in Phoenix. We're keeping all the people that had been here for some time, but there's somewhat of a new direction in the informal way we sound, compared to other Classical stations." Added Glueck, "We're not running a music appreciation course - it's a radio station that communicates to people, rather than to a ultraexclusive club."

KONC is no longer the only Classical outlet in town, as suburban KMZK/Sun City recently discontinued its Oldies approach for an automated Classical presentation. Serving as PD there is Gene Benyas.

**TRANSACTIONS**

**Beach Sells WSBH For \$2.15 Million**

Falroom, Inc. subsidiary SBH-FM, Inc. has agreed to purchase WSBH/Southampton, NY from Beach Broadcasting Corp. for \$2.15 million. The station is the first acquisition for the buyer; the seller owns no other properties.

WSBH operates with 2.6 kw on 95.3 mHz at 400 feet. Blackburn & Co. brokered the transaction.

**SALGO FIRM TO CONSULT**

**Sullivan Becomes New KEZY President/GM**

Anaheim Broadcasting President/GM Tim Sullivan has completed his company's \$3.5 million acquisition of Southern California outlets KEZY-AM & FM/Anaheim. The AM will for the present time continue carrying an A/C format supplied by the Satellite Music Network; the automated CHR FM will gradually convert to a fully-staffed live operation.

Joining as consultant is Jeff Salgo, who has formed New Frontier Broadcast Consultants. Salgo, owner of KIVR-AM & FM/Cave Junction, OR and a longtime consultant, will supervise the programming for both stations, succeeding exiting PD Pat Garrett. Also leaving the FM station was GM Dan Mitchell, along with personalities Chuck Martin and Lisa Dillon.

Sullivan, a veteran Los Angeles broadcaster, told R&R, "I'm very excited about taking over the station, and delighted to be back together with Jeff, whom I worked with over at KMGG/Los Angeles. I have a lot of confidence in Jeff, and we feel there's great potential for KEZY and Orange County radio."

Salgo, who has also programmed KBZT/San Diego, said, "This is ironic, because in 1979-80 I consulted KEZY and we were top-rated in Orange County. I'm happy to be coming back to reestablish the station's leadership and especially to work with Tim, one of the most talented managers in this business."

It was also announced that veteran KFXM/San Bernardino programmer Craig Powers had been named MD.

**LAMBERT ND**

**Christopher Elevated To KTAR OM**

KTAR/Phoenix morning news anchor Bob Christopher has been named Operations Manager of the News/Talk outlet. He replaces Bob Grossfeld, who resigned effective January 30.

Predicting no major changes in KTAR's programming, Christopher commented, "We simply want to build on our established success and market dominance. But you can expect our news department to become a little more aggressive and our talk shows to become even more interesting and exciting."

Christopher, who will retain his morning anchor duties, joined KTAR last May. He had been News Director at WKIS/Oriando and the Florida Radio Network. He also served for eight years in the newsroom at WCFL/Chicago.

In one of his first acts as Operations Manager, Christopher promoted Managing Editor Dennis Lambert to the position of News Director. Lambert also joined KTAR last May, after eight years as a reporter/anchor at WXYT/Detroit (now WXYT). "I'd like to see the number one news department in the state get even better in '85," Lambert remarked after his appointment.

**WCOL Drops Gold For News/Talk**

WCOL/Columbus will drop its Gold format on March 4 to become the Columbus market's first News/Talk station. WCOL & WXGT (92X) VP/GM Randy Rahe will continue to oversee the station, and Mike Perkins remains as PD, adding chores as afternoon drive talk host.

"There is no News/Talk in Columbus at all. There never has been," Rahe commented. "We thought it was the obvious hole." Rahe says owner Great Trails Broadcasting is ready to make the multi-year commitment usually needed to succeed in the format. WCOL has been Gold for a year, aired a Nostalgia format for the previous three years, and was a CHR force in the market for decades.

Rahe said WCOL will rely on ABC Talk-radio middays, overnights and weekends. Mike Scinto was been hired from WAVI/Dayton as morning talk host, and an evening host will soon be named. Ed Shane will continue to consult the station, and the existing news staff of six may be expanded eventually.

WCOL will bring Cleveland Indians baseball into the market this spring, and will air many sporting events from the CBS Radio Network. Rahe said a few of the station's specialty music syndicated shows will be retained on weekends.

**Gingold Resigns Birch Post**

David Gingold, President of Birch Consumer Research, has resigned. Gingold had been with the Birch Research firm since 1980, and had served as Birch Radio President before taking his most recent position.

Gingold explained, "The Consumer Research division was not as successful as we hoped, only in that we overestimated the market potential for data collection work. I think we're just a couple of years ahead of our time on it, and it will continue to operate." He added that he will "choose from the smorgasbord of opportunities I feel I can qualify for" following his resignation, effective March 15. He will continue as a Birch stockholder and board member. No replacement has been named.

Birch Research Chairman Tom Birch stated, "David's contribution to Birch Radio's success cannot be overestimated. His remarkable sales ability helped put us on the map."

**Shanin Upped To KCMO PD**

Veteran local broadcaster Mike Shanin has been promoted from News & Public Affairs Director to the newly-created Program Director's post at KCMO (AM)/Kansas City. In his new capacity, Shanin will be more involved in the station's talk personalities, while also maintaining his present duties.

Shanin, who will continue as morning cohort, joined KCMO in 1982. His prior radio experience includes 18 months as News & Operations Manager for KFIX-AM & FM/Kansas City, as well as five years in various posts, including ND and PD, with neighbor KCKN-AM & FM. Indicating that he's planned only "some subtle changes," Shanin told R&R, "As someone who's been interested in station management for some time, I appreciate being able to get more involved with the overall management effort of KCMO."



Mike Shanin

**Meyer New PD At WNCI**

Nationwide's CHR-formatted WNCI/Columbus has selected former WMET/Chicago PD Rich Meyer as Program Director. He replaces OM/PD Harry Valentine, and begins his new assignment immediately.

VP/GM Dale Weber told R&R, "Rich brings maturity and enthusiasm to this job. His knowledge in music, research, and promotions qualifies him as the best person for this position."

Meyer, who's also programmed AOR outlets KAZY/Denver and 91X/San Diego, commented, "We are presently evaluating the state of the market and considering every available positioning option. Regardless of our final determination, I promise you that WNCI will deliver a fresh, aggressive, and extremely exciting product to Columbus. Stay tuned."



Rich Meyer

**DAVIDSON NEW PD**

**KYND Reborn In Houston**

KZRQ/Seabrook-Houston will discontinue its CHR format for Easy Listening February 25, picking up call letters KYND. At the same time, John Davidson has joined the station as PD after 13 months as morning man at crosstown KODA. He replaces Clay Gish, who exited four weeks ago.

The KYND call letters were used in the past in Houston by Harte-Hanks for its Beautiful Music outlet (now CHR KKBQ-FM), and Davidson served three years as KYND PD before its switch. He earlier programmed WTAR/Norfolk for eight years.

Explaining the changes, Davidson told R&R, "There are a lot of CHR stations here, and (owner) Roy Henderson's intent has

KYND/See Page 7

## A TALE OF TWO STUDIES

## Conflicting Research Underscores Elusive Alcohol-Advertising Link

Lobbyists working on Capitol Hill to defeat a proposed ban on broadcast beer and wine ads have found that the idea of a ban seems to gain an immediate, emotional acceptance from most politicians. But that reaction soon fades, they report. It's especially vulnerable to arguments from the broadcast, advertising, and alcoholic beverage industries that what little research has been done in the area points to two conclusions:

- Advertising and alcohol problems are unrelated

- Ad bans imposed elsewhere have had no impact on either consumption levels or abuse.

The success of ban opponents in driving home those points, plus apparent unease about First Amendment implications, may explain why the ad ban still has no congressional sponsor.

But Project SMART (Stop Marketing Alcohol On Radio & Television) has studies of its own, including one done for the U.S. government, to support its viewpoint. Both camps dismiss the other side's research as flawed or biased. Significantly, none of the research on either side has tried to measure the impact of radio advertising. Only TV and magazine ads have been studied.

The lack of hard evidence on the issue is troubling to data-oriented legislators like House Telecommunications Subcommittee Chairman Tim Wirth (D-CO). For the moment, the vacuum tends to favor broadcasters — and the status quo.

#### Definitive Study May Be Impossible

The difficulty of isolating the precise effect of advertising was perhaps best summed up in 1983 by Project SMART's parent group. It told the Federal Trade Commission, "Because of immense methodological difficulties, little empirical research has been conducted in this area. Moreover, because many factors influence drinking behavior and overall alcoholic beverage consumption, definitive studies on the effects of advertising may be impossible to design."

#### Strickland Study Exonerates Advertising

The centerpiece of the anti-ban research is a study conducted by Dr. Donald Strickland of Washington University in St. Louis, whose funding comes from many sources, including brewers. Over 1600 seventh, ninth, and eleventh graders were surveyed on their alcohol use and attitudes, mass media exposure, personality and social-psychological conditions, and family environment.

At a recent briefing in Washington, Strickland said the study convinced him that "exposure to alcohol advertising appears to have little relationship to the amount consumed and, more importantly, to abusive alcohol practices."

The study concluded, "Given the presumed vulnerability of youth to mass media influences, and especially for those who hold certain susceptible orientations, the findings fail to sustain the argument that alcohol advertising is a primary factor in drinking behavior."

"The success of ban opponents . . . plus apparent unease about First Amendment implications, may explain why the ad ban still has no congressional sponsor."

Here are other weapons in the anti-ban arsenal:

- Per capita alcohol consumption in the U.S. is only half of what it was in 1830, a century before the advent of radio and TV.

- A Strickland study showing that, of 700 alcohol ads examined, few equate drinking with success and wealth, or target women and young people. Most frequent ad themes were "quality of product" (29%) in magazines and "change-of-state relaxation" (41%) for television.

- An Ad Age survey of 1250 adults showing that well-known personalities in beer ads "make little impression on consumers and those who do aren't very believable."

- An increase from 7.6 to 13.5 liters in per capita alcohol consumption in the year after Bulgaria in 1973 banned all alcohol ads and hiked prices 50%.

- A 52% boost in per capita consumption in the four years after Norway banned alcohol ads in 1972.

- A higher rate of beer consumption in Canadian provinces where beer ads are prohibited on radio and TV than in provinces where broadcast ads are allowed.

- Lack of a consumption decrease from 1971-72, when all alcohol advertising was banned in British Columbia.

## Washington Report

### Dingell Foresees No Broadcast Deregulation

The powerful Chairman of the House Commerce Committee hinted last week there will be no broadcast deregulation legislation emerging from his panel in 1985. "In the near future I do not see much need for Congress to revisit the broadcast or cable industries," Rep. John Dingell (D-MI) told a Golden Jubilee Commission on Telecommunications symposium in Washington.

In an apparent rebuke to the FCC, Dingell attacked "blind adherence to free market ideology" and called for a "pragmatic approach" to regulation, based on "concrete analysis of the advantages and disadvantages of particular proposals, rather than kneejerk reaction based upon a regulatory or deregulatory ideology."

Dingell renewed his defense of the Fairness Doctrine, promising a "swift and sure legislative response" if the FCC continues "its foolish assault on this fundamental protection of free speech."



John Dingell

radio broadcasters, including programmers and air personalities.

Winning with personality radio and conducting talent contract negotiations will be covered in formal sessions, as will a new Reymeyer & Gersin study on how to push listeners' psychological "hot buttons" with station advertising and promotion.

Broadcasters will have a chance to talk one-on-one with experts in the areas of ratings book analysis, finding the right on-air talent, music and news computerization, lottery and contest legal pitfalls, and minority recruitment.

### Local Residence Prevails Over Minority Ownership

Upholding a decision by its Review Board, the FCC last week declined to grant a new FM license in Jonesboro, AR to Whispering Sounds, Inc. despite the firm's strong preference for 100% minority ownership.

It gave the license to MSB Communications, saying its credit for the 100% local residence of its principals outweighed Whispering Sounds' minority enhancement. MSB also was awarded preferences for more integration of owners into management, civil participation, broadcast experience, and for bringing new third and fourth nighttime service to 3616 more people than proposed by Whispering Sounds.

### Other Key Developments:

- NAB Radio Hall of Fame Awards at this year's spring convention will go to Casey Kasem and radio sales consulting pioneer Fred Palmer, who also owns WATH & WXTQ/Athens, OH. The 1985 Distinguished Educator Service Award from the Broadcast Education Association goes to Forward Communications President Tom Bolger. KWMT/Ft. Dodge, IA chairman William Quarton will receive the Spirit of Broadcasting Award.

### FCC Eyes Post-Taping Okay To Air Phone Calls

The FCC has proposed relaxing its rule that requires broadcasters to get permission before taping a phone call to be used later on the air. Before they can begin rolling the tape, broadcasters must now get permission to both record and to broadcast the material.

Under the proposed change, they could tape the conversation without prior consent, as long as they subsequently got permission to air it. The rules requiring live broadcasts would stay unchanged, still requiring advance notice before putting a caller on the air live.

Comment is being sought on a wide range of options, including imposition of a beep-tone requirement for call taping without prior permission, and deleting FCC phone rules entirely in favor of other state and federal privacy protections.

Federal wiretapping laws now require that at least one party to a conversation be aware that taping is taking place, although 13 states require awareness on the part of all parties before a phone call is recorded. Comments on Docket 85-37 are due at the FCC by April 29.

### NAB Adds Programming Sessions To Las Vegas Convention

For the first time, the NAB spring convention will feature a full day of extra activities (Saturday, April 13) designed specifically for



Fred Palmer

Tom Bolger

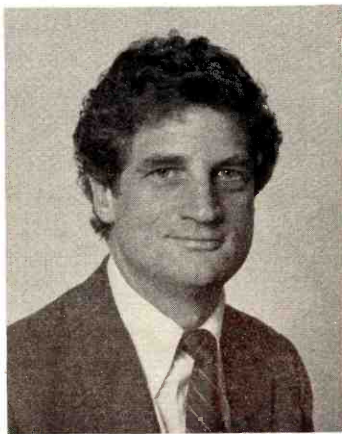
- The Emergency Broadcast System was activated 995 times by broadcasters in 1984. Most frequent EBS users were KTTS/Springfield, MO (80 times) and WCIL/Carbondale, IL (41 times).

- The FCC's January renewal of license for WDJY/Washington (formerly WOOK) has been appealed to the U.S. Court of Appeals by District Broadcasting. The Commission's decision reversed a Review Board ruling granting the license to District.



**CHAIRMAN OPPOSES ALCOHOL AD BAN** — Broadcasters picked up a key ally in their fight against banning on-air beer and wine ads when Senate Commerce Committee Chairman John Danforth (R-MO) appeared before the NAB Executive Committee earlier this month. Saying a ban would have little impact on alcohol abuse, Danforth said other solutions should be explored. Listening to Danforth (standing) are (left to right) TV Board Vice Chairman Bill Turner; Radio Board Vice Chairman Ed Giller; Radio Board Chairman Ted Snider; Joint Board Chairman Gert Schmidt; TV Board Chairman Jerry Holley; American Advertising Federation (AAF) Sr. VP/Government Relations Dan Jaffe; and AAF President Howard Bell.

# Coleman Research vs. The Research Group



*Most broadcasters tell us there are really only two top research companies in our business. Here are three reasons many choose Coleman Research.*

Jon Coleman, President

**1. OUR APPROACH IS SENSITIVE TO YOUR NEEDS.**

We work with you to develop research based on your needs. Every market is unique, every station is different. Our research works because we respond to your needs.

**2. WE WORK WITH YOU TO DEVELOP A CUSTOMIZED ACTION PLAN.**

When the research is complete, our job is only half done. We believe our most important task is helping you implement our research findings. So we help you create a strategic plan that works.

**3. WE WON'T WORK FOR YOUR COMPETITION.**

Coleman Research believes confidentiality helps establish an on-going relationship that can better serve your long-range marketing concerns.

Best of all, it means we're always personally available to clients to discuss immediate concerns in complete confidence. *Always.*

That's another big reason broadcasters who research the two leaders choose Coleman Research.

## Coleman Research

THREE DALLAS COMMUNICATIONS COMPLEX, SUITE 212, IRVING, TX 75039 (214) 556-2121

# Forth, Briggs Expand ABC Duties

Dan Forth, Director/ABC Rock Network, and Gloria Briggs, the Rock net's Manager/Affiliate Relations, have been assigned the additional duties of Director and Manager of the FM Network, respectively. Forth and Briggs will be responsible for marketing both networks to prospective affiliates and for meeting the day-to-day needs for current stations.

VP/ABC Radio Networks John Axton said, "Dan and Gloria have done a superb job with the ABC Rock Network, and I am confident that the FM Network stations will enjoy working with them."

Prior to joining ABC as Director/Rock Network in January, 1983, Forth was Director/Affiliate Relations at NBC's Source. He previously was GSM at WLOB/Portland, ME and held the same position at WFTQ & WAAF/Worcester.

Briggs was Administrator/Youth Networks at ABC from December 1982 until late last year, when she became Manager/Affiliate Relations for the Rock network. She joined ABC on a freelance basis in 1982, clearing stations for several network programs and also working on special projects.



**SUMMER ACCEPTS AWARD** — RCA Records President Bob Summer received the Anti-Defamation League of B'nai B'rith's Music & Performing Arts Division's Human Relations Award at a recent New York banquet. Summer also presented the Performing Arts Award to cellist/conductor Mstislav Rostropovich. Pictured at the ceremonies are (l-r) MPA President Al Feilich, event Chairman Cy Leslie, Summer, event Co-Chairman Ira Moss, honorary chairman Walter Yetnikoff, and Co-Chairman Henry Rosenberg.

TM

Continued from Page 1

Southeast Regional Manager for the past two years, having previously directed TM's Special Projects Division. His background also includes management terms at Dallas stations KNUS and KMGK, and Pittsburgh outlets WKTQ and WSHH.

Graupner has been Director of Programming of the company's TM-O-R format for two years, and he will continue those duties as well as manage overall programming operations. He has handled opera-

tions at WSTB & WMLO/Sarasota, in addition to a five-year stint at KFOR/Lincoln.

Ardrey is a former NRBA Chairman who most recently spent seven years as VP/Sales for Drake-Chenault. Before that he served 11 years as VP with Merv Griffin Radio, having also worked on-air and in programming for several stations in Philadelphia.

For the past three years May has been President of FirstCom Broadcast Services. He earlier held GM posts at Shamrock properties in Memphis, New Orleans, and Little Rock, and in Houston for Amaturo.



**ANIMATION IN MOTION** — Mercury/PolyGram's Animation recently played two hometown concerts at L.A.'s Roxy. Pictured after the show are (l-r front) PolyGram VP Bill Follett, group's Bill Wadhams and Astrid Plane, and Sr. VP Russ Regan; (l-r rear) Sr. VP Emiel Petrone, label's Kyle Hetherington, PolyGram President Guenter Hensler, group's Frenchy O'Brien, Charles Ottavio, and Don Kirkpatrick, manager Larry Ross, group's Greg Smith, and attorney Lindsey Feldman.

# MARCH 1985

**NOW 1 HOUR DAILY  
MONDAY THROUGH FRIDAY**



- 2-3** John Parr
- 9-10** Pointer Sisters
- 16-17** John Fogerty
- 23-24** Bryan Adams
- 30-31** Debarge



- 2-3** Kay Starr
- 9-10** Charlie Barnet
- 16-17** Nelson Riddle
- 23-24** Liberace
- 30-31** Jack Jones



**Grace**  
Continued from Page 1

the boundaries of these stations. With both Allan and Mike I feel we're poised for a bright future as we seek to acquire additional properties."

Lareau, a 30-year WOOD veteran, noted, "With Jim's proven track record in Toledo, it's with great pleasure that we welcome him back. With our continued growth it also becomes necessary to keep a sharp eye on the technical needs of our facilities, and Gerald's deftness and abilities to troubleshoot and direct make him perfect to oversee the engineering for the chain."

White, who left WOOD in 1979,

told R&R, "The key factors in my returning were the excitement of joining a growth-oriented company, moving back to Grand Rapids, and having the chance to work with Mike again. This represents a chance to manage one of America's great radio operations."

Rothfeder commented, "We are poised for further growth, and it makes sense to have someone in this position as we continue expansion in the larger middle markets. We should have another acquisition to announce in the Sunbelt within four months."

Along with WOOD-AM & FM and the new Rochester acquisitions, Grace owns KDON-AM & FM/Salinass, CA.

**Hiatt Named GSM At KOPA**

WYCG/Gainesville GM Gary Hiatt has been named GSM at First Media's KOPA-AM & FM/Phoenix. He replaces Jerry Del Core, who transferred to WKKT/Boston. The move marks a return to First Media for Hiatt, who served until recently as WZGC (293)/Atlanta's Local Sales Manager.

KOPA GM Gary Guthrie told

R&R, "He has a tremendous reputation for bringing out the best in his sales staff. I'm happy that KOPA is fortunate enough to be Gary's next plateau within First Media."

Hiatt commented, "We're in great shape already with the sales staff, and it's my hope that I can bring in a few tricks I've learned from 293 to add to our success at

KOPA." Prior to First Media, Hiatt worked for WSB-TV/Atlanta, NBC-TV Spot Sales, and Telerep in various sales capacities.

**STAFF**

Founder: BOB WALSON  
 Publisher: DWIGHT CASE  
 Executive Vice President: DICK KRIZMAN  
 Vice President & Editor: KEN BARNES  
 Senior Editor: JOHN LEADER  
 Art Director: RICHARD ZUMWALT  
 Managing Editor: JEFF GREEN  
 Executive Editor: GAIL MITCHELL  
 Reports & Research Editor: JAHN WEBER  
 Newsletters & Society Editor: REED BLUNDEL  
 AC Editor: RON HODGENSEN  
 ADI Editor: STEVE FENSTEN  
 Backlist Editor: WALT LOVE  
 CME Editor: JOEL DENVER  
 County Editor: LON MELTON  
 Easy Listening Editor: GAIL MITCHELL  
 Jazz Editor: BARBARA BARNES  
 News/Talk Editor: BRAD WOODWARD  
 Special Associate Editor: KEITH ATTANIAN  
 Associate Editor: JAYE CASE, HURRICANE HEERAN, YVONNE OLSON, SEAN ROSS  
 Editorial Assistants: SUSAN BRAUNMAN, GREGORY LESCHSHIM, NADEEN RABINER  
 Communications Director: DICK HUBIN  
 Computer Services: DIAN COLE (Director), LEE CLARK, MIKE LANE  
 Traffic Director: ADRIENNE RIDGLE  
 Circulation Director: MARCELLA LOFFER  
 Production Director: RICHARD AGATA  
 Associate Art Director: MARILYN FRANDSEN  
 Photographer: ROGER ZUMWALT  
 Typography: KENT THOMAS, LUCIE MORRIS, TERESA CHAVEZ  
 Graphics: MAUREEN GARVEY  
 L.P. HEADS: CARYN VAN DER STEUR  
 Creative Services Director: MICHAEL ATKINSON  
 Account Executive: PAUL BELLAMY, JEFF GELB, KEN ROSE  
 Marketing & Coordinator: NINA ROSSMAN  
 Production Coordinator: RANDY ALBERTS  
 Administrative Assistant: ELLEN GAZDICK  
 Controller: MARGARET BECKWITH  
 Washington Bureau: BEE COMMUNICATIONS BUREAU, NW, Suite 300, Washington, DC 20006, (202) 466-4900  
 Vice President: JONATHAN HALL  
 National Sales Director: BARRY COBBEN  
 Washington Editor: BRAD WOODWARD  
 Account Executive: VIVIAN FLINN  
 Office Manager: CHERYL SOMERS  
 Staff Contact: JASPER STRIMBY  
 Nashville Bureau: 1610 16th Avenue South, Nashville, TN 37212, (615) 292-8962, 292-8963  
 Bureau Chief: SANDY ALLEN  
 Office Manager: DEBORAH EVANS

Health & Records: Published every Friday by Health & Records, Inc., 1320 Century Park East, Los Angeles, CA 90027 (213) 553-9330. Subscription: \$215 per year or \$60 per quarter. In arrears subscription: add \$10 per year. All monies due upon bill or invoice. All rights reserved. All material published in this magazine is the property of Health & Records, Inc. and may not be reproduced without written permission from the Publisher. The terms AOL, AOL Plus, America Online, and America Online 2.0, America Online, Health & Records, and Street Talk are registered trademarks of Health & Records, Inc. in the U.S.A. and other countries. Copyright © 1985 Health & Records, Inc. All rights reserved.

**Grammy Gathering**



Grammy Award winners Kim Carnes and Herbie Hancock helped National Academy of Recording Arts & Sciences (NARAS) President Mike Melvoin announce nominations for the 27th annual Grammy Awards, to be presented next week.

**KYND**

Continued from Page 3

been to bring back KYND because of its long tradition in this market. It'll be somewhat of an unusual Easy Listening station, programming original material — primarily vocals — from the '60s to the '80s. I think there's a hole big enough to drive a Mack truck through between the traditional background Beautiful Music station and the A/C's."

Davidson, who will handle the morning airshift, added that a full lineup of personalities is forthcoming.

**SUPER WEEKENDS**

**2-3** John Anderson

**9-10** Anne Murray

**16-17** George Strait

**23-24** The Bellamy Brothers

**30-31** Ronnie McDowell

**THE WEEKLY COUNTRY MUSIC COUNTDOWN**

**2-3** Johnny Rivers

**9-10** Bobby Vinton

**16-17** Grassroots

**23-24** Brook Benton

**30-31** Little Anthony

DICK CLARK'S  
*Rock Roll & Remember*

**NOW ON THE AIR**

**AMERICAN MUSIC MAGAZINE**

STARRING

*Rick Dees*

For station clearance information call our Washington, D.C. office at (703) 556-9870.

New York • Los Angeles

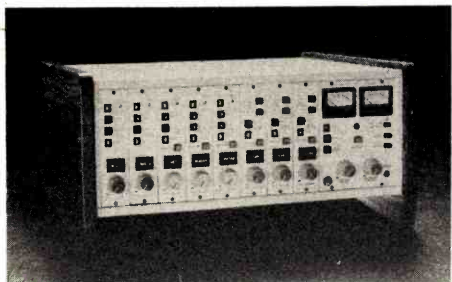
**The United Stations**

AMERICA'S TARGET RADIO NETWORKS  
Producing more than 1300 hours of first-run programming yearly

Washington, D.C. • Chicago



## Pacific's "Newsmixer" To Debut



Specifically designed for use in radio newsrooms, the "Newsmixer" is an audio mixing, routing, and monitoring system created to meet the preparation, assembly, and production needs of today's radio news operations. Built by Carlsbad, CA-based **Pacific Recorders & Engineering**, the unit is small enough to be either rack-mounted or operated on a desk top.

The Newsmixer's dual bus design allows the user to perform several independent tasks simultaneously. For example, you can record a voice track on one bus, while dubbing an actuality on the other. Or you can record from a booth mike, while choosing from a variety of remote sources, such as news feeds.

The unit features eight plug-in input modules that will accommodate any combination of tape recorders. (Additional mainframes may be cascaded for even more inputs.) The Newsmixer may also be used as an on-air console, since it sports muting and warning tally lights for precisely this kind of operation.

Standard features include a monitor, headphone, and talkback system for a voice booth, voice and tone slating facilities, equalizer/filter modules, and remote line switcher modules. Output is adjustable for +4 and +8 dBu operation, and both mixing buses have patch points for easier external processor insertion. For more information, contact Pacific at (619) 438-3911.

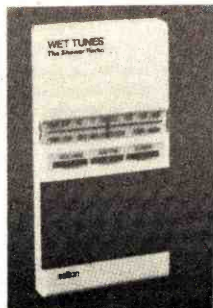
## Stress-Free Cities

There's no such thing as a stress-free city, of course. However, some are less stress-filled than others. Using the 1980 Distress Index, which measures unemployment, poverty, violent crime, age of housing stock, and size of the burg's tax bite, a recent study conducted by the **Federal Reserve Bank of Boston** discover-

ed which municipalities were the "least distressed cities in the nation."

In alphabetical order, the eight areas where the livin' is easiest are: Amarillo, TX; Garden Grove, CA; Honolulu, HI; Huntington Beach, CA; Independence, MO; Parma, OH; Torrance, CA; and Virginia Beach, VA.

## Wet's News



If you're an on-the-go-go executive who never does less than two things at once, such as catching the morning news while you splash off, "Wet Tunes" is the AM/FM radio for you. Designed to survive everything but full immersion in water, the item attaches easily to all surfaces, including ceramic tile.

"Wet Tunes" is available from Buffalo Grove, IL-based **Premium Promotions**.

## Hottest Mags On Market



Ever wonder what your listeners are reading? Magazines, that's what. According to a recent issue of *Adweek*, 1984 was a year of strong growth for the medium, with the ten hottest mags on the market averaging a 32% increase in revenues.

Top of the list was *Country Living*, up a remarkable 71% from 1983. *People* placed second in the growth sweepstakes, and its wider circulation enabled the pride of the *Time-Life* corporate empire to take down a cool \$56 million in ad revenues.

As for the runners-up in the fastest-growing category, they were *Gentleman's Quarterly*, *Sports Illustrated*, *Venture*, *House & Garden*, *Forbes*, *Inc.*, *Money*, and *Self*. Let's see... that's four finance magazines, one men's fashion bible, a sports bible, a celebrity bible, two home improvement hustles (one for that second house), and one "feel-good" read. Sound like your listeners?

## Children Of The Future



"What will I be when I grow up?" may be difficult for future parents to answer. How are you supposed to explain to a five-year-old that he'll probably need occupational training courses every six or seven years, or that his co-workers are likely to be robots?

These predictions and others were collected in a recent *USA Today* article dealing with the anticipated "baby boomlet." That's demographic jargon for the recent rise in birthrates among the much-heralded "baby boom" (post-WWII) generation. After all, 1984 saw the greatest number of American newborns than any year since 1970, an increase that swelled the U.S. population ranks by slightly more than two million. An estimated 3.6 million babies will be born to U.S. mothers in 1985. The trend is expected to spiral upward until it peaks at 3.8 million in 1988, according to U.S. Census Bureau projections.

These children of the future will inhabit a world radically different than that of their parents. For starters, tomorrow's kids will most likely live in either Texas or California, have a 50-50 chance of getting a divorce, and probably work until retirement at

age 75. Furthermore, the first car they buy will generally be at least ten years old, and the owner will keep it for another ten years.

Bringing up these babies through the age of 18 is estimated to set the average parent back about \$143,000 per child. By the time the class of 2003 graduates from high school, four years of college will set mom and dad back another \$37,000.

Although fewer people will be competing for jobs in 2007 and entry-level positions will be plentiful, the trend toward later retirement means less opportunity for advancement. Most of the available jobs are expected to be in the service industries as only one out of ten workers will be union members, a downward trend that's been gathering momentum for the past 30 years.

Another side effect of this boomlet will be a greater emphasis on daycare centers — an estimated 65% (up from 48%) of American households will be two-income families by 1990. This also follows a trend that dates back to the original baby-boomers' parents. The child is father to the man.

## Available Calls Kit Available

There were 560 call-letter changes last year and 450 new radio and television stations that applied for call letters in the past 12 months. If you were even thinking about changing your station's calls, you probably have the beginnings of a major headache right now.

However, fast-fast-fast relief is in sight, as the **Radio Information Center** recently put together an "Available Call Letters Kit," the basics of which is described as a "very current" printout of all available combinations. In other words, what you *don't* get are all the AM, FM, and TV handles already in use. Subscription TV and Maritime stations are also omitted. (All calls granted up to the week before the list is run, as well as

those applied for, are scratched too.)

The organization can even produce a list of desirable two-letter combinations ("EZ," for example) and create a list of all available calls in which these combinations can be included.

Along with the available calls list, the kit features complete, step-by-step information on how to properly apply for call letters and thereby avoid delay or the necessity for re-submission. Also included are the latest **FCC** rules on the subject. The lists are priced at \$110 for either the "W" or the "K" set. Each two-letter combination selected costs an additional \$20.

For more information, contact **Harry Larson** or **Maurie Webster** at (212) 371-4828.

# Say Something!

Twice each month, **GALAXY** send you fresh new *personality bits* about the *current* artists and records you're playing today! Easy to read, easy to use facts for stopsets, intros, special features...

*PLUS* a clear, concise *Calendar*: birthdays, scheduled events, fun facts from the past. Written to be used by you!

*PLUS* fascinating updates, figures and quotes from the entertainment world — TV and movie stars your listeners want to know about... from you!

*PLUS* more! From the offbeat to the incredible, every issue of **GALAXY** gives you something to say, pours out the information you need to enrich your program! The latest trends, the goofy realities... a world of steady, reliable information!

SEND FOR A FREE SAMPLE of the one and only *Daily On-Air Preparation Service: GALAXY*. Try it on the air and see for yourself!!!

## FREE SAMPLE

Country Edition  Contemporary Edition

Write:



Box 20093 • Long Beach • CA • 90801



## Second in a series

# Growth Through Performance

By providing a serious alternative in radio representation—marketing rather than just selling—HNW&H has achieved the most remarkable growth record in the industry. In less than four years, we've gone from start up to nearly \$65 million!

This growth has taken place for two reasons: First, we have consciously attempted to associate ourselves with the leading broadcasters in each market, ones who have identified their target segments and now dominate them. Secondly, our success in outperforming their previous reps has led to additional responsibilities with their other stations, which is the best recommendation a radio rep can have.

Three factors have fueled this remarkable growth: marketing, aggressive demographic pricing and accountability. In our next ad, we'll explain what our style of marketing can mean to your station's success.

Increase your share. Start using our call letters.

*The radio industry's hottest new call letters!*

# HNW&H

**HILLIER, NEWMARK, WECHSLER & HOWARD**

New York, Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit,  
Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

212/832-8900

# Pro:Motions

## Foster Advances To MMR VP/Manager

**Catherine Foster** has been promoted to VP/Manager of **Major Market Radio's** Atlanta office. A nine-year company vet, Foster transferred from the Philadelphia office, which she managed for four years. She was upped to VP in 1982. Foster's background also includes a stint with **WCAU/Philadelphia**.



Catherine Foster

## Kaplan Partners With Garofolo, Curtiss

**Gary Kaplan** has been named Executive VP/Partner of executive search firm **Garofolo, Curtiss & Company**, which has changed its name to **Garofolo, Curtiss & Kaplan**. He joins GC&K after five years with **Korn/Ferry International** as Managing VP/Partner, supervising the executive search firm's entertainment specialty practice. Previous to that he was VP/Personnel Operations at **Crocker National Bank** in San Francisco and Director of Executive Recruitment for **IU International** in Philadelphia. Kaplan will be based in GC&K's new Pasadena, CA office.



Gary Kaplan

## WB Taps Stein, Raumberger



David Stein



Gabrielle Raumberger

**David Stein** has been upped to Regional Marketing Manager/Chicago at **Warner Bros. Records**. Prior to this promotion, he was the label's Promotion Marketing Manager for Kansas City. From 1975-78 Stein managed the St. Louis and Kansas City Peaches stores. **WB** has also named **Gabrielle Raumberger** as an Art Director. Transferring to the label from her own graphics concern, Raumberger previously held Art Director posts with **Hogan Entertainment Design** and **McCann-Erickson Advertising**.

## Enrico Directs PAC/West Coast

**John Enrico** has been appointed Director of West Coast Operations for **Professional Advertising Consultants**, a record promotion company which recently opened a Los Angeles branch. Before coming to PAC, Enrico (aka **John Douglas**) held the VP/Production and Director of Promotion post at the **Fiction** label. As a musician, he's worked with **Dizzy Gillespie** and the **Pointer Sisters**. PAC's West Coast office is located at 4344 Laurel Canyon Blvd., Suite 107, Studio City, CA, 91604; (818) 509-1480.

## John Blair Elects Leberman VP

**Richard Leberman** has been elected VP/Chief Financial Officer of **John Blair & Company**. During the last two years he was Treasurer of **Metromedia, Inc.** Before that he served as Assistant Treasurer/Administration, Operations for **PepsiCo, Inc.**



Richard Leberman

## Qwest Names Freiser, Brown



Manny Freiser



John Brown

**Qwest Records** has appointed **Manny Freiser** as National Director of Marketing and **John Brown** as Director of A&R. Freiser formerly worked as an independent marketing consultant for several labels, including **MCA** and **PolyGram**. He also served as Executive Assistant to the President and Director of Marketing Administration at **A&M Records**. Prior to joining Qwest, Brown held the East Coast/A&R/Operations Director, Black Music Division post at **MCA**. He was previously affiliated with **A&M**, **PolyGram**, **Elektra**, and **ABC Records**.

## Almo/Irving/Rondor Welcomes Vickers

**Tom Vickers**, a former independent A&R contractor, has joined **Almo/Irving/Rondor Music** as a Professional Manager. His independent contracting led to work with a number of labels, including **A&M**, **MCA**, **EMI**, and **PolyGram**. Vickers' background also lists a stint as West Coast Director of Publicity for **A&M**.



Tom Vickers

## Rapkin Returns To WBTT As LSM

**Errol Rapkin** has been appointed Local Sales Manager of **Hearst Broadcasting's WBTT/Milwaukee**. He returns to Hearst after a year as Senior Account Executive at cross-town **WMGF**. Prior to that he spent 16 years as a salesman at WBTT's AM sister **WISN**.

## Ensenat Segues To Geffen A&R

**Teresa Ensenat** has moved to **Geffen Records' A&R** staff. She was most recently an A&R rep at **Elektra Records**. Ensenat launched her industry career as MD of the University of Louisville's student station **WLCV**. After that she spent three years with **Side One Management**.



Teresa Ensenat

## RAB Committee Chairmen Announced; Brandenburg Rejoins As Regional Director

**Richard Harris**, Chairman of the RAB's Board of Directors, has assigned the 1985 committee chairmen. They are: **Nationwide Communications' Steven Berger**, Sales Tools & Co-op; **Clear Channel Communications' Fred Walker**, Research; **Smith-Kaye Enterprises' Les Smith**, Compensation; **Susquehanna Broadcasting's Arthur Carlson**, Nominating; **Texas Coast Broadcasters' David Morris**, By-Laws; **NBC Radio's Robert Mounly**, Membership; **Gannett Radio's Joe Dorton**, National Sales; and **Shamrock Broadcasting's Bill Clark**, Association Liaison.

In other organization news, **David Brandenburg** returns to serve as Regional Director for the Western Region. Based in San Francisco, Brandenburg was most recently General Sales Manager at **WIRE/Indianapolis**. He formerly held the RAB Regional Director post for the Southwest, headquartered in Dallas.

## Mack Moves To ABM

Former **TM** executive **Richard Mack** is heading Washington, DC-based **Advanced Broadcast Management, Inc.**, a new company providing sales/programming services and products to radio. The phone number is (202) 783-8429.

## Changes

### RADIO

**Charles Bush** joins **WRIF/Detroit** as Account Executive.

**Jim Prain** named Account Executive **WRIF/Detroit**.

**Renee Johnson** appointed Account Executive **KZEW & KRQX/Dallas**.

**Dan Regala** joins **KZEW & KRQX/Dallas** as Account Executive.

**Doug Hansen** named Account Executive **KYUU/San Francisco**.

**Mik Benedik** joins **KYUU/San Francisco** as Account Executive.

### INDUSTRY

**Michael Agovino** joins Sales at **Katz Radio/New York**.

**Jeffrey Stein** named to Sales at **Katz Radio/New York**.

**Silvia Blach** appointed Director of Licensing for **CBS Songs/Los Angeles**.

**James Moreno** promoted to Manager of Business Operations at **CBS Songs/Los Angeles**.

**Tony Anderson** named Account Executive for **Hillier, Newmark, Wechsler & Howard/Los Angeles**.

**Carin Church** promoted to Account Executive for **Hillier, Newmark, Wechsler & Howard/Los Angeles**.

**Pete Pilcher** joins Sales at **Weiss & Powell/Los Angeles**.

# Say Something!

Twice each month, **GALAXY** send you fresh new *personality bits* about the *current* artists and records you're playing today! Easy to read, easy to use facts for stopsets, intros, special features...

**PLUS** a clear, concise *Calendar*: birthdays, scheduled events, fun facts from the past. Written to be used by you!

**PLUS** fascinating updates, figures and quotes from the entertainment world - TV and movie stars your listeners want to know about... from you!

**PLUS** more! From the offset to the incredible, every issue of **GALAXY** gives you something to say, pours out the information you need to enrich your program! The latest trends, the goofy realities... a world of steady, reliable information!

SEND FOR A FREE SAMPLE of the one and only *Daily On-Air Preparation Service: GALAXY*. Try it on the air and see for yourself!!

## FREE SAMPLE

Country Edition  Contemporary Edition

Write:

**GALAXY**

Box 20093 • Long Beach • CA • 90801

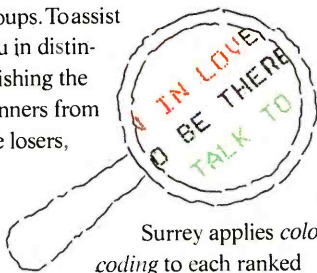
# Why are more stations than ever choosing Surrey?

In the last year, Surrey Research has been privileged to experience its greatest clientele growth ever. Among reasons most commonly given for choosing Surrey are their superior quality, past performance and vast experience in radio research. Beyond this more general reasoning, some stations are pointing to more specific features. Here are just a few repeated most often.

### Clarity of Research

As most programmers will agree, the clarity of research is vital to its usefulness. At Surrey our attempt is to design and display research in its clearest, most concise and easiest to put to use form. One example of this is offered in our *A & O Auditorium Music Testing*. Results are presented to you alphabetically by artist, in rank-order and also in a page-by-page

cross-tabulation of each song's level of appeal to your key audience groups. To assist you in distinguishing the winners from the losers,



Surrey applies color-coding to each ranked title. This exclusive Surrey feature puts an end to the once burdensome task of determining the cut-off point in Music Test results.

### Stringent Recruiting Methodologies

One of the most important aspects of qualified research is the assembly of those individuals whose opinions most reflect that of your *core-listener*. This approach, as opposed to the often used targeted-demo



concept, ensures you a representation of people more closely identified to your "perfect" listener. Not only does Surrey encourage this more defined sample of your desired audience, but additionally seeks those types of individuals most prone to participate in a rating study. We call them *diary-types*. Aside from your study providing you with listener data, this added recruiting technique lends itself well to the one thing you strive for most—ratings efficiency.

### Affordability

Understandably, cost is a key in determining the amount of research you're able to acquire. Now for

the first time, through Surrey's *investment planning* and *package discounts*, many stations are conducting research programs designed to accommodate their objectives rather than just their budgets.

Through *investment planning* stations who contract for more than one study over a period of time are now afforded the luxury of monthly payments to accommodate the total investment. Aside from the benefits derived from investment planning, by contracting for more than one study over the course of a year, additional discounts are realized. These discounts are determined by the number of projects conducted.



These are just a few of the many reasons stations are choosing Surrey. Why not let us tell you more? To arrange for a personal visit from one of our representatives, call today (303) 989-9980. We'd like to become your choice.





# A/C: A Fall '84 Winner

Adult/Contemporary appears to be the winner in the fall '84 Arbitron ratings derby. While you can fritter away the hours discussing whether AOR, Black/Urban Contemporary, or Country formats are in the throes of decline, there's little opportunity for such talk about A/C. It's what I call the white bread format — acceptable to much of mainstream America. As a result A/C prospers.

After recently conducting focus groups for a leading A/C outlet, I was struck by the images the public associated with the station and its rivals. A CHR competitor was viewed as racy, akin to a Firebird. An Easy Listening facility was burdened with a gray image, likened to a Chevette. However, the A/C station was perceived as comfortable, reliable, stylish without being flashy. An Oldsmobile was the car most often mentioned as best symbolizing the station's image.

A/C may be the Oldsmobile of the radio formats, but that's not all bad. Look at the Olds sales figures for the last several years. Given the nature of the typical A/C listener — 25+, usually living in a multi-person household, fairly well-educated and affluent, non-ethnic — there seems to be a good match between this sound and the Arbitron diarykeepers' profile. Let's examine a cross-section of fall metros and see just how well the format performed.

## Six-Market Analysis

In our neverending quest to bring you truth and justice regarding ratings implications, six geographically diverse markets were chosen for this week's data base. Three were what I would call strong A/C metros, while the others were slightly subpar in terms of the format's overall performance:

- Boston
- Birmingham
- Dayton
- Kansas City
- Seattle-Tacoma
- Tucson

To determine whether a market's A/C scores were above/below the success criterion, I used R&R's semiannual

Ratings Report. Looking at the national format preference charts in the last two reports (covering the fall '83 and spring '84 surveys), A/C garnered approximately 22% of the total week's audience among persons 12+. That's the top figure for any format. Three of the markets (Boston, Dayton, and Seattle-Tacoma) are close to or exceed that national norm. Typically, the East is the strongest haven for A/C; Boston notched the most impressive composite score among the six chosen markets.

The total week composite percentages broke down as follows:

Boston				Kansas City			
	Fall '83	Spr. '84	Fall '84		Fall '83	Spr. '84	Fall '84
Persons 12+	28.8%	28.6%	30.5%	Persons 12+	13.6%	13.2%	12.8%
Adults 25-54	36.7%	35.1%	37.3%	Adults 25-54	48.5%	18.8%	19.5%
Birmingham				Seattle-Tacoma			
	Fall '83	Spr. '84	Fall '84		Fall '83	Spr. '84	Fall '84
Persons 12+	7.6%	8.0%	10.2%	Persons 12+	21.1%	24.8%	21.3%
Adults 25-54	9.8%	12.6%	14.1%	Adults 25-54	23.9%	31.5%	27.4%
Dayton				Tucson			
	Fall '83	Spr. '84	Fall '84		Fall '83	Spr. '84	Fall '84
Persons 12+	25.9%	24.4%	20.9%	Persons 12+	12.4%	8.8%	9.5%
Adults 25-54	26.6%	29.9%	26.4%	Adults 25-54	17.6%	12.0%	14.1%

In order to draw a bead on A/C's relative strengths/weaknesses in fall '84, we'll look at the format through two demos: total persons 12+ and adults 25-54, the dream sales demo. Half of the selected metros saw their composite A/C shares grow among persons 12+ when compared to the fall '83 results. However, looking at the format's target demo, two-thirds of the markets saw A/C increases compared to the fall '83 findings. Similar results were noted

## Week In Review

### Birch Unhappy With NAB Task Force

Tom Birch, Chairman of Birch Research, has written the NAB Radio Board expressing displeasure over formation of the NAB's Radio Audience Measurement Task Force. As Birch told R&R, "In essence the letter said, 'We want you to look at the history; before you jump out and commit lots of funds to this thing, take a really careful look at the chances of success for this. Second, what might the real impact be? Are you accomplishing what you want to accomplish, which is to affect Arbitron?'"

"It's so far-fetched," Birch continued, "to think an alternative ratings method could be launched by the NAB, but at best it would compete with Birch and Arbitron. If that were to happen we'd go after it with a full court press. Finally, even if they were successful, at that point you'd have two smaller outfits on the rocks and Arbitron would continue on its merry way with no competition." The bottom line of the Birch letter? "Just let competition thrive. If you really want an alternative to Arbitron, just stop buying Arbitron — and either buy us or don't pay anything to Arbitron."

### Arbitrends: No Major Changes

Speculation that there may be major changes or additions to Arbitron's Arbitrends rolling monthly reports may be premature, according to Arbitron's Rhody Bosley. With the first anniversary of the system coming in July, it was thought there could be an expansion of the demos/dayparts offered by the system. Bosley tells R&R, however, that "summer is a little premature for any major changes. We are working on technical bugs, and that's the focus of our attention right now."

when comparing the fall '84 data against the spring '84 numbers.

### Key Implications

Given CHR's rise in the last year, you might think A/C's shares would have diminished. However, the numbers above hold good news for A/C: It

markets was notably higher than the format's 12+ score. A/C's 25-54 piece of the pie ranged between 22%-52% higher than its comparable 12+ shares, averaging 36% above the format's total week share for persons 12+. Those are the kind of numbers that warm the cockles of any sales manager's heart (assuming he has one).

So, like old man river, Adult/Contemporary just keeps rolling along.

"A/C may be the Oldsmobile of the radio formats, but that's not bad."

Granted there are vast differences within this format. You have the AM heritage giants such as KDKA/Pittsburgh and WCCO/Minneapolis-St. Paul, with their full-service loads. And at the other end of the spectrum you have a plethora of "soft rock" FMs playing A/C cuts and doing little else. It's a remarkable format that's flexible enough to bring such diverse stations under one tent.

That's not to say A/C is a panacea for soft ratings and revenues. In the South and West, for example, the format isn't as dominant as it is in the East and Midwest. Of course, the market nuances play a part in deciding what formats can — or cannot — prosper. However, the latest Arbitron results certainly indicate A/C is one way to go.

doesn't appear much of that is happening. Fragmentation does seem to be

Another significant piece of good news has to do with the efficiency of the format's demographic delivery. It's hoped that a station's target demo shares will be larger than its 12+ achievement. That sounds great in theory, but how does A/C perform? Quite well, if these markets are any indication.

The adults 25-54 delivery in the six

NO  
PROMISES...  
JUST  
RESULTS!

In markets of all sizes, with both AMs & FMs, DONNA HALPER gets results. In 5 years of consulting 95% of our clients have shown ratings increases... many have DOUBLED or TRIPLED!

We offer a wide range of consulting services, from format changes to hiring and training talent... but most important, we get RESULTS!

Let Us Help You Increase  
Your Ratings Now!

DONNA HALPER & Associates  
Radio Programming Consultants  
28 Exeter Street, Suite 611, Boston, MA 02116, (617) 266-5666

Thanks to the  
over 200 great  
radio stations and  
the United Stations  
Radio Network  
for airing the  
pre-telecast  
**AMERICAN MUSIC  
AWARDS Radio  
Special.**

12TH ANNUAL

# AMERICAN MUSIC AWARDS

# #1...AGAIN

# FOR

# 3 HOURS\*

# 65,000,000 VIEWERS\*\*

Our Thanks to:



★ LIONEL RICHIE...HOST ★

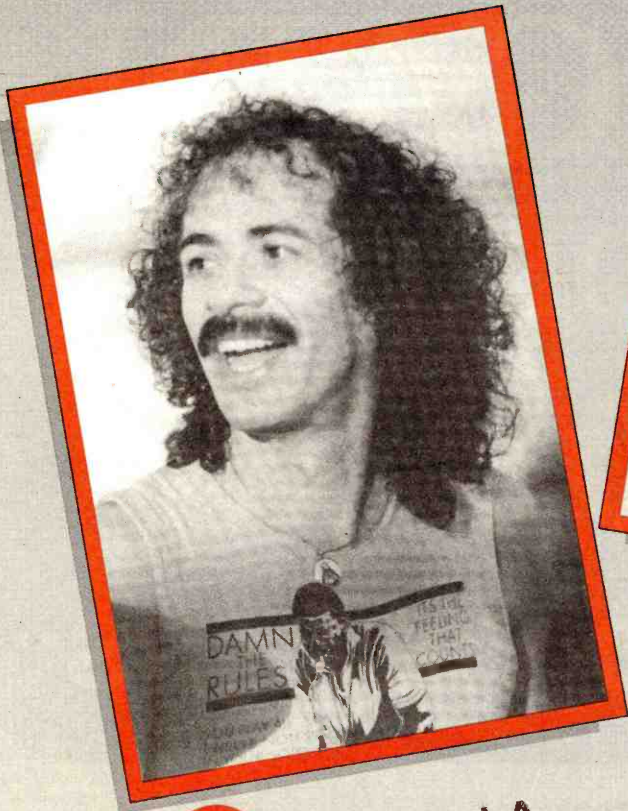
★ THE MUSIC SUPERSTARS WHO WON, PERFORMED and ATTENDED ★

★ LORETTA LYNN...RECIPIENT OF THE A.M.A. SPECIAL MERIT AWARD ★

and...OUR PRODUCTION STAFF...THE BEST...Producer, AL SCHWARTZ...Co-Producer, LARRY KLEIN  
Director, JEFF MARGOLIS...Writer, ROBERT ARTHUR...Executive-in-Charge-of-Production, FRAN LA MAINA

**dc** dick clark television productions, inc.

# ON THE AIR



## SANTANA "SAY IT AGAIN"

Another Great Week: 110/29-43%  
 Including:  
 WXKSFM 92X KMEL  
 WCAUFM WHYT KWSS  
 WHTX KDWBFM KPLUS  
 KEGL KIMN

## BARBRA STREISAND "EMOTION"

23 CHR REPORTERS  
 Out of the Box:  
 WERZ KAMZ WHOT WJAD  
 WLANFM WFMI KBOS WHSL  
 93Q KTFM KIKI KCDQ  
 WKRZFM WKFR KO93 KTRS  
 WTLQ WRQN WFBG KHTX  
 WZLD Q103 KIST

# RATINGS REPORT

# Fall '84 Birch Ratings

## San Antonio

**KISS Widens Margin Over Market, AOR Rivals; KTFM Rebounds To Double Digits; A/C's, WOAI Climb; Hispanic Stations Suffer Downward Wobble**

	Summer '84	Fall '84
KISS (AOR)	10.4	11.5
KTFM (CHR)	9.4	10.0
KXZL (AOR)	8.8	7.8
KAJA (Ctry)	6.9	7.4
KLLS-FM (AC)	4.4	6.9
WOAI (N/T)	3.6	6.4
KTSA (AC)	4.1	6.0
KITY (CHR)	5.4	5.5
KQXT (BM)	5.0	5.3
KKYX (Ctry)	3.1	4.1
KSAQ (CHR)	3.3	3.5
KBUC-FM (Ctry)	3.6	3.4
KCOOR (Span)	6.0	2.7
KAPE (Blk)	2.9	2.5
KEDA (Span)	4.4	2.4
KSJL (CHR)	1.0	2.2
KONO (AC)	2.2	2.1
KSLR (Rel)	1.4	1.5
KBUC (Ctry)	1.2	1.2
KESI (AOR)	2.3	1.0

## Denver

**KOSI Takes Top Rung Despite Slipping; KRXY-FM Debuts Atop CHR Peak; KBPI, KBCO Show Healthy AOR Growth**

	Summer '84	Fall '84
KOSI (Easy)	9.3	8.6
KRXY-FM (CHR)	4.8	8.1
KBPI (AOR)	5.2	6.3
KBCO (AOR)	4.2	5.9
KPKC (CHR)	11.0	5.9
KYGO (Ctry)	6.1	5.9
KMJI (AC)	5.1	4.8
KOAG (CHR)	4.7	4.8
KOA (Talk)	4.4	4.7
KLZ (Ctry)	3.0	4.3
KAZY (AOR)	7.7	4.2
KVOD (Clas)	2.5	4.1
KIMN (CHR)	5.0	4.0
KNUS (N/T)	2.8	3.1
KDKO (Urbn)	3.1	2.6
KHOW (AC)	3.2	2.6
KEZW (BBnd)	1.6	2.0
KDEN (News)	1.4	1.7
KBRQ-FM (Ctry)	1.6	1.6
KLTT (Rel)	.4	1.1
KRZN (Gold)	1.1	1.0
KILO (CHR)	.4	1.0
KTCL (AOR)	1.3	1.0

## Sacramento

**KZAP, KSFM Soften But Hold 1-2; KCTC Nears Double Digits; KWOD Gets Stronger; KRAK Wins Country Contest**

	Summer '84	Fall '84
KZAP (AOR)	12.2	11.2
KSFM (CHR)	11.1	10.8
KCTC (BM)	7.3	9.6
KXOA-FM (AC)	7.4	7.8
KRAK (Ctry)	6.5	7.0
KWOD (CHR)	4.1	5.9
KPOP (CHR)	5.1	5.4
KAER (Ctry)	6.6	4.9
KSAC (AC)	4.9	4.7
KGNR (Talk)	3.1	3.4
KHYL (AC)	3.1	3.3
KFBK (News)	3.4	3.3
KXOA (BBnd)	3.3	3.0
KGO (N/T)	2.2	2.2
KFIA (Rel)	1.1	2.1
KSKK (Ctry)	2.4	1.8
KFRC (CHR)	1.1	1.3
KGMS (Easy)	1.4	1.2

## Milwaukee

**WQFM Nears 11, Grabs Lead; WTMJ Softer Without Brewers; WOKY Adds Four, Surges To Third; WMIL Cops Country Crown By Edging WBCS-FM**

	Summer '84	Fall '84
WQFM (AOR)	10.0	10.9
WTMJ (AC)	13.0	9.7
WOKY (BBnd)	5.1	9.2
WLUM (Urbn)	7.3	7.8
WKTI (CHR)	7.7	6.5
WMIL (Ctry)	2.9	5.6
WBCS-FM (Ctry)	4.2	5.5
WMYX (AC)	4.6	5.4
WEZW (BM)	5.6	4.9
WZUU (CHR)	5.1	3.9
WMGF (AC)	2.4	3.6
WISN (AC)	5.0	3.5
WFMR (Clas)	2.3	2.9
WEMP (Gold)	2.3	2.5
WNOV (Blk)	1.9	2.0
WBTT (CHR)	1.8	1.7
WRKR (CHR)	3.1	1.4
WRJN (AC)	.6	1.2
WGN (Talk)	1.8	1.1

## Buffalo

**WBEN Crosses Double-Digit Threshold, Retains Crown; WNYS New Runner-up As WJYE Slips; WKBW, WBLK Show Notable Growth**

	Summer '84	Fall '84
WBEN (AC)	9.8	10.5
WNYS (CHR)	8.7	9.4
WGRQ (AOR)	8.9	8.3
WJYE (BM)	9.6	8.1
WBUF (AC)	8.2	8.0
WYRK (Ctry)	7.6	6.7
WPHD (CHR)	7.1	5.8
WECK (BBnd)	5.7	5.6
WBEN-FM (CHR)	5.5	5.5
WKWB (AC)	3.9	5.2
WGR (AC)	4.3	4.7
WBLK (Blk)	2.5	4.5
WRXT (CHR)	2.3	2.3
WYSL (CHR)	1.5	1.8
WUWU (AC)	2.0	1.7

## Cincinnati

**WKRQ New Number One; WEBN Slips To Second; WCKY Adds Two, Rises To Fourth**

	Summer '84	Fall '84
WKRQ (CHR)	10.2	10.7
WEBN (AOR)	10.4	9.6
WBLZ (Urbn)	9.2	9.3
WCKY (N/T)	5.5	7.8
WRRM (AC)	7.3	7.0
WLW (AC)	8.1	6.9
WKRC (AC)	6.6	6.7
WWEZ (BM)	6.2	6.6
WSKS (AOR)	6.0	5.3
WLLT (AC)	3.8	4.8
WUBE (Ctry)	3.7	4.5
WKXF (Ctry)	3.2	3.7
WMLX (BBnd)	3.0	2.3
WCIN (Blk)	2.0	1.5
WSAI (Ctry)	.7	1.1

## Birmingham

**WAPI-FM New Leader; WKXX Softer; WZZK, WENN-FM Flipflop; WMJJ Adds Two Shares**

	Summer '84	Fall '84
WAPI-FM (CHR)	14.1	16.6
WZZK (Ctry)	13.4	14.3
WENN-FM (Blk)	14.3	13.0
WKXX (CHR)	15.1	12.4
WMJJ (AC)	6.5	8.7
WAGG (Rel)	2.5	3.9
WVOK (Ctry)	2.3	3.8
WSGN (BBnd)	5.3	3.6
WERC (N/T)	2.6	3.5
WDJZ (Rel)	2.4	3.3
WATV (Blk)	3.0	2.4
WAPI (AC)	1.6	2.1
WCRT (Rel)	1.9	1.6
WQUS (Ctry)	1.5	1.6
WJLD (Blk)	1.7	1.2
WYDE (Gold)	2.4	1.0

## TMC can now recreate the same success-proven CUSTOM jingle packages originally created for:

- Top A/C station **WSB-FM, Atlanta**
- Hot CHR station **WAPP, New York**
- Great Country station **WMAQ, Chicago**
- All round best station **WBZ, Boston**

Phone Janie Autz, toll-free, 1-800-527-7759, for details or to request your demo of these CUSTOM jingle packages... NOW in syndication. Hear why TMC is the custom music-maker for so many of the best!



**TM Communications, Inc.**

1349 Regal Row • Dallas, TX 75247 • 214-634-8511 • 1-800-527-7759

## For The Record

Last week it was incorrectly printed in the fall '84 New Orleans Birch ratings that WQUE-FM had gained the CHR format lead in the market. The headline should have read that the station had risen to third place in the 12+ rankings.

# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

## THE WIRED WEBS

### Evolution Of The Species

Ask the typical radio news director what a wire service is and his thoughts will drift to the clacking teletype machine in the corner. Dateline Jakarta . . . world news in brief . . . sports update — the wire network is a mainstay of the newsroom, the source of information, a communications link with the rest of the world.

But what is a wire network in today's world of wired and unwired webs? Is it still the ever-present, always-noisy news tool of American lore, or has it passed from antiquity into the growing ranks of state-of-the-art broadcast technology? The fact is, wire services aren't just for rip 'n' read anymore. News continues to be the primary function, but the utility has extended into sales, programming, management, and even engineering. This week's column takes a look at Associated Press and United Press International, and their attempts to better serve both their wire customers and the information-hungry American public.

#### A Happy Medium

"Radio listeners want more music." "Today's contemporary audience is starved for news and information." These two apparently opposing — yet valid — diagnoses of the needs of radio users have fueled a growing debate over quality and quantity. While no one questions the importance of news, the duration, content, and target demo are open to criticism and inspection.



The fact is, news is a vital part of the broadcast day, and with a proper mixture of music and other features, programmers can find a happy medium.

"If you show me a local radio station that is committed to news and information, I will show you a successful radio station," says Glenn Serafin, Deputy Director/Broadcast Services at AP. "They don't have to be shoving it down the throats of their listeners, and they don't have to do ten minutes on the hour. The market leaders are those stations that have a good, solid news and information program as part of their overall programming package. And," he adds firmly, "the station that doesn't have a service like AP or UPI is not going to be in that group of leading stations."

The mere mention of news is enough to send many PDs into hysteria. Teletype sounders and low, gravelly voices lead to real listener turnoff, right? "The old-fashioned teletype wire clicking away is how a lot of people still think of news," says UPI's VP/Information Services William Adler. "It was viewed as the domain of the news director and news staff, and nobody else would go near it. That attitude is rapidly becoming a thing of the past, because the 'rip and read' mentality really limited what portion of the station staff was making use of the wire. Now more and more departments of every station are beginning to realize the resources available to them."

#### Wire Education

Several years ago, both AP and UPI researched radio's commitment to news



Glenn Serafin



Bill Adler

and use of wire services. The result: a reassessment of product and a determination to keep pace with — and lead — the station's need for news. More scripts on



**KING & THE CHAIRMAN** — Mutual Radio's Larry King talked with Frank Sinatra in Washington prior to the Presidential Inaugural gala last month. The interview with the Chairman Of The Board, who produced the affair, was featured on the "Larry King Show" the evening following the inaugural ceremonies. This week the show moved (temporarily) to Hawaii, where King broadcast from the studios of KGU/Honolulu.

sports, people, music, history, business, agriculture, and lifestyles are finding their way onto the wire, and stations are slowly growing accustomed to the changes.

"Programmers as well as news directors are discovering the wire," says Adler. "They have found that a lot of the humorous and off-beat lifestyle features can be used outside of the standard newscast. Some of this material actually lends itself to creating a program, and a lot of jocks are integrating it into their shows. Also, the salespeople have found they can take the

hard news, weather, sports, and other features and turn them into revenue."

AP's Serafin agrees that the introduction of new features has contributed to wider overall station use of the wire service. "Not only are we covering just as much news, sports, and agriculture as we have before," he says, "but we have added a whole series of programs designed to help local stations in their sales efforts. The key, however, is educating them about what is now available. The industry is just catching on to this valuable programming."

#### A High-Wire Act

In a high-tech world where things are computerized and mega-measured, speed of communication is vital. A secretary who types 60 wpm is fine for the average office, but that speed is a snail's pace in a state-of-the-art industry. Yet the old wire machines cranked out the news at no more than a word a second . . . and then came the introduction of the high-speed wire. Both AP and UPI have introduced high-speed wire services — NewsPower 1200 and Custom News, respectively. Both are catching on almost as fast as the Philippine flu.

"NewsPower 1200 moves 18 times faster than the regular slow-speed radio wire. The service contains all the same news, but it also has most of the information that a station would receive from the National Weather Service. They also get all the new feature programs we have introduced at the same time every day. NewsPower unclogs our process of delivering information, and allows the station to select a variety of information features. A news director can choose news not only for his home state, but also two surrounding states. Eventually the high-speed wire will completely replace the old machine, and probably a lot sooner than we originally anticipated."

Selectivity and speed are definitely the keys. "The sequential delivery of stories at a slow speed was central to the problems and challenges of the old-fashioned printers," Adler adds. "Even at high speeds you're going to have a limited number of stories come across the wire, but the service is many times faster than before and offers a menu that allows one to select the desired elements for news and programming. One can choose from what is available without having to go through a big pile of paper on the floor."

Competitive claims and comparisons between the two systems and services are inevitable; however, that discussion is best left to brochures and marketing reps. What is important is that AP and UPI are producing "new breeds" of communication services that are becoming the leaders in the field. The tangled paper, snarled purple ribbons, and teletype clatter and clutter are being replaced by quiet, quick, and clean technology.

## Network Spots

#### 1040 Tax Tips

To help listeners with their tax preparations, **RKO Radio Networks** is once again presenting its annual "Tax Tips." The program examines the process of filing tax returns, and is available to all RKO I and II affiliates beginning March 5.

Network Economic Correspondent **Dean Shepherd** anchors the five-week series, and with tax expert **Stuart Becker** will examine various areas of tax law and some more-often-than-not confusing laws and loopholes. Some of the topics covered in the short daily reports are the marriage tax penalty, deducting home "offices," IRAs, divorce tax ramifications, and other personal/business deductions.

For more information call (212) 575-6122.

#### Dees Goes To Days

This Monday (2/25) is the kick-off date set by **United Stations** for its new daily CHR/News feature, "The American Music Magazine Starring **Rick Dees**."

Each edition of "American Music Magazine" features the latest hit music and entertainment news, with reports on who is working on new albums, concert news, and celebrity gossip. The program will also include Dees's regular cast of comedy characters such as Lena Wayback, John Revolving, Candy Plasticque, and Poor Abbie. Call (212) 869-7444 for more information.

#### TheatreRadio To "Save" AM

Dallas-based syndicator **MasterMedia** is introducing "TheatreRadio," a long-form programming service it claims will be the "Savior" of AM radio.

TheatreRadio is a non-music format comprised of radio adaptations of popular movies, talking books featuring music & sound effects and top-quality narration, audio articles from major magazines (such as *Time* and *Reader's Digest*), and original radio productions. The concept was developed by **Tom Dooley**, who claims that the only way for AM to survive is to drop music for alternative programming.

"We need to stop talking about technology and start talking about product — and for AM stations that means getting out of the music business. A deejay plating records on AM is like taking a Sunday drive on a dinosaur."

TheatreRadio, which already has over 300 complete titles ready for airplay (including "The Thornbirds" and "The Wizard Of Oz") is available on a market-exclusive basis. For more information call **MasterMedia** at (817) 268-4268.

#### Audiophile Affiliation

A new program previewing the latest high-quality CDs and LPs is slated to begin on **National Public Radio** on April 7. "Audiophile Audition" is a one-hour sampling of direct discs, high-tech albums, and audiophile tapes of jazz and classics, mixed with short interviews with leading music and recording personalities.

"Audiophile Audition" host and producer is **John Sunier**, who will translate "high-tech-ese" into understandable concepts for listeners. The program is scheduled to be an on-going weekly series, mastered digitally and delivered via NPR's digital satellite.

For further details call (415) 457-2741.

#### Future Formats

Two new formats announced earlier this week:

- **Ott & Sneed** has launched "Rockhit," a new mass-appeal format designed for stations wishing to target an 18-49 adult audience while avoiding the "growing CHR shakeout." "Rockhit" is available immediately, in plenty of time for the Spring **Arbiltron**. For more information call **Rick Ott** or **Martin Sneed** at (804) 320-5223.

- "Musical Starstreams" is a two-hour program featuring new age/space music targeted to A/C, AOR, Jazz, and Classical stations. Not exactly a new format (but prognosticated by its branch to be one shortly), "Musical Starstreams" is offered free to new stations, with an interesting cash/barter situation available. Call (415) 388-0622 for more information.



# Through all the hype the true story emerges... of a winner!!!

proven in all regions to be  
the people's voice  
as determined by  
the people's voice

- ★ A BATTLE WINNER ★
- ★ FAST PHONES ★
- ★ IMMEDIATE SALES ★
- ★ IMMEDIATE RE-ORDERS ★

#### Key P-1 Debuts

Debut-30 94Q/Atlanta (in one week)  
Debut-31 Z93/Atlanta  
Debut-35 Q103/Denver  
Debut-40 KWOD/Sacramento

#### Key New Adds

WKTU/New York  
WMMS/Cleveland  
WRQC/Cleveland  
V103/Baltimore

# When the rain begins to fall

with

**JERMAINE JACKSON**



**PIA ZADORA**

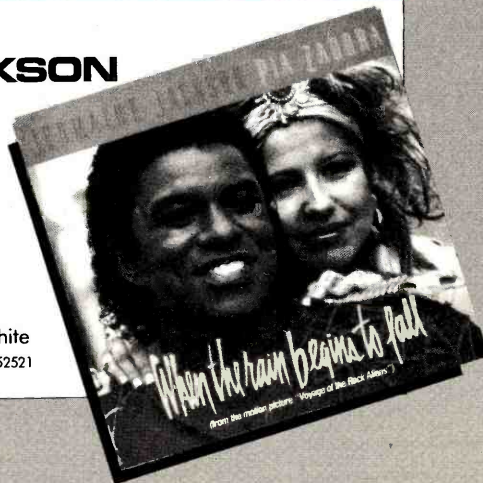
IT'S A WINNER!!!  
PLAY IT...AND LET YOUR AUDIENCE  
TELL YOU

NOW AVAILABLE ON

**MCA RECORDS**

**CURB  
RECORDS**

Produced by Jack White  
Album MCA 5557 single MCA 52521



# R&R MUSIC CALENDAR

# NEWS & INFORMATION FEATURES

FEBRUARY 25-MARCH 1

## The Weekend

### MARCH 2-3

**The Countdown** (WO)  
Wilson Funder/Gladys Knight

**Countdown America With John Leader** (RKO)  
Cars

**Country Report Countdown** (WRN)  
Lynn Anderson/Merie Haggard

**Dick Clark's Rock, Roll, & Remember** (US)  
Johnny Rivers

**Dr. Demento** (WO)  
Alcohol Anthems

**Entertainment Coast-To-Coast** (CBSR)  
Bruce Springsteen/Jeffrey Osborne/  
Faye Grant

**The Great Sounds** (US)  
Kay Starr

**Hot Ones** (RKO)  
Scandal w/Patty Smyth

**Lee Arnold On A Country Road** (MBS)  
Alabama/Steve Wariner/Brenda Lee/  
Patsy Cline

**Metalshop** (MJJ)  
Iron Maiden

**Musical!** (WO)  
Frank Sinatra/"Camelet"

**Power Clubs** (GSN)  
Bryan Adams (3/3)

**Rare & Scratchy Rock & Roll (PIA)**  
Everly Brothers

**Rick Dees' Weekly Top 40** (US)  
John Parr

**Rock Album Countdown** (WO)  
Survivor/Pat Benatar

**Rock Chronicles** (WO)  
Rock 'n' Roll Weekend

**Rock Over London** (RI)  
Elton John

**Rock's Leading Ladies** (BRE)  
Sheena Easton/Madonna

**Rock Stars '85** (BRE)  
Billy Idol/Bryan Adams/Julian Lennon

**Scott Shannon's Rockin' America Top 30** (WO)  
Teena Marie/Honeydrippers/  
Ashford & Simpson

**Solid Gold Saturday Night** (RKO)  
Bobby Darin (3/2)

**Super Gold** (TRAN)  
Super Groups of the '50s (3/2)

**Top 30 USA** (CBSR)  
Elton John

**Weekly Country Music Countdown** (US)  
John Anderson

## The Week Of

### MARCH 4-8

**Country Closeup** (NP)  
Merle Haggard Part 1

**Country Music Radio Magazine** (CRS)  
Gus Hardin

**Earth News** (WO)  
Oscar Preview: Dean Pitchford/  
Randy Newman/Dan Aykroyd

**Encore w/ William B. Williams** (WO)  
1950: Bing Crosby/Teresa Brewer

**Gary Owens' Supertracks** (CRS)  
Peter, Paul, & Mary

**Live From Gilley's** (WO)  
Atlanta

**Music Makers** (NP)  
Patti Page

**Off The Record** (WO)  
Mick Jagger/LRB/George Thorogood

**Off The Record Special** (WO)  
Phil Collins

**Shootin' The Breeze** (WO)  
Stephanie Mills/Sade/Commodores

**Special Edition** (WO)  
Ashford & Simpson

**Star Trak** (WO)  
Bryan Adams/Survivor/Tina Turner

**Star Trak Profile** (WO)  
Billy Joel

## Monday

### MARCH 4

**Behind The Music** (RKO2)  
John Hunter

**Checkin' In** (RKO2)  
Gus Hardin

**Country Report** (WRN)  
Mickey Gilley/Charley Pride

**Private Session** (RKO1)  
Wham!

**Solid Gold Country** (US)  
Eye-Catching Songs

## Tuesday

### MARCH 5

**Behind The Music** (RKO2)  
Cheryl Lynn

**Checkin' In** (RKO2)  
Alabama

**Country Report** (WRN)  
Anne Murray/Merie Haggard

**Private Session** (RKO1)  
Steve Miller

**Solid Gold Country** (US)  
Business Side Of Country Stars

## Wednesday

### MARCH 6

**Behind The Music** (RKO2)  
Cars

**Checkin' In** (RKO2)  
Ricky Skaggs

**Country Report** (WRN)  
T.G. Sheppard/Dolly Parton

**Private Session** (RKO1)  
Dan Hartman

**Solid Gold Country** (US)  
Feature Year: 1970

## Thursday

### MARCH 7

**Behind The Music** (RKO2)  
Dennis DeYoung

**Checkin' In** (RKO2)  
Slyvia

**Country Report** (WRN)  
Mickey Gilley/Charley Pride

**Private Session** (RKO1)  
Pointer Sisters

**Solid Gold Country** (US)  
Group Stars Go Solo

## Friday

### MARCH 8

**Behind The Music** (RKO2)  
Manhattans

**Checkin' In** (RKO2)  
Razzy Duality

**Country Report** (WRN)  
Anne Murray/Merie Haggard

**Private Session** (RKO1)  
John Waite

**Solid Gold Country** (US)  
Mickey Gilley Birthday Salute

## NETWORK PROMOS

● **Ray Edwards** has been named Director/Planning for the **CBS Radio Division**, where he will be responsible for a variety of financial analysis and administrative functions. Edwards had been Director/Administration & Finance at **WEEI** and **WHTT**, both in Boston, since 1975; he has been with CBS since 1973. Prior to joining the company he held auditing positions at **American Metal Climax** and **Engelhard Industries**.

More movement at CBS: **Judy Muller** and **Frank Settipani** have been named News Correspondents, both based at network headquarters in New York. Muller came to CBS from **KHOW/Denver**, and also worked at **WHWH/Princeton, NJ**. Settipani joined the network in 1981 from the *Wall Street Journal*, and also worked as a reporter at **WINS** and **WNEW**, both in New York.

Also, **Barbara Sulcov** has been named Account Executive in the New York Office of the CBS Radio Networks. She joins the network from **CBS Spot Sales**, and prior to that was with both **Lotus Communications** and **Savalli Gates**.

● **United Stations** has named three directors to its staff: **Joni Silverman** has been appointed Director/Creative Services, **Debbie Fradin** has moved up to Director/Affiliate Relations, and **Paula Mankoff** has been appointed Technical Director for "The Great Sounds." Silverman joins the network from a similar position at **Pepperplatt Productions**, and previously worked for **Mutual Broadcasting**. Fradin joined United Stations in 1983 as Station Clearance Rep, coming from **Viacom's WMZQ-FM/Washington**, where she spent six years with the Research Department. Mankoff comes to the network from the **RKO Radio Network**, and prior to that had held Production Engineer posts with **WRKS-FM/New York** and **WCTO/Huntington, NY**.

● **MJ1 Broadcasting** has named **Lori Pinkerton** Director of Production. She will oversee the production of the company's five current programs, and will also produce several new programs scheduled for a 1985 start-up. Pinkerton comes to MJ1 from United Stations, where she was Director/Programming Operations. Prior to that she was on-air personality and producer for several New York-area radio stations. She has also worked for **BBC** in London.

● **AP** has named **Ron Loggans** to its Broadcast News Center in Washington, DC. Loggans comes to the network from **WFTL-WWJF/Ft. Lauderdale**, where he was News Director. Prior to that he was Morning Drive Anchor at **WGBS/Miami**, and also worked at **WCBI-TV/Columbus, MS** and **WKOR/Starkville, MS**.

● **Spencer Levine** has been named News Manager for the **Mutual Radio Network**, replacing **Pat Piper**, who was promoted to Producer. Levine returns to Mutual, where he was an editor from 1978-1980, after a five-year absence. He formerly served as News Director at **KIML/Chayenne**, and also worked in news at **KSDO/San Diego** and **UPI**.

## Lifestyle

**Beat The System** (RKO1)  
Energy tips (2/26)  
Cheaper cosmetics (2/28)

**Mind Games** (RKO1)  
Technostress (2/25)  
Paranoia (2/26)  
Unconscious communication (2/27)  
Kid dreams (2/28)  
Schizophrenia (3/1)

**Smart Money** (RKO1)  
Financial plans (2/25)  
Hot real estate markets (2/27)  
Longterm IRAs (3/1)

**Waldenbooks Review** (WO)  
Mary Kay Ash "Miss Manners"  
"Hollywood Heartbreak"

## General Information

**American Focus** (FOY)  
Rob Reiner (2/23-24)

**Computer Program** (PRN)  
Computer lighting/protecting data; security/talkers

**Ed Busch Talk Show** (AP)  
Home computers/nutrition breakthroughs (2/23)  
Victim's rights/Klaus Barbie/"60 Minutes" (2/24)

**News Blimp** (PRN)  
College sex/archaeology/janitors in demand/money madness/future hopes

**Sound Advice** (PRN)  
Tape saturation/deck maintenance/backcoating/pirate tapes/car antennas

## Comedy

**Daily Feed** (DCA)  
Postage stamps/a lion/more budget battles/exclusive ranch photos; Scottie's overcharge

**Radio Hotline** (ASR)  
Food pervers/Bob's answer machine/ I don't have any friends/when we were kids/bored Jeanie

**Stevens' & Grdnic's Comedy Drop-ins** (ASR)  
My doctor's doctor/how To Pick Up Girls/ rhythmic pacemaker/big fat Donna/topless PSA


**Laugh Machine** (ASR)  
George Carlin/Rich Little/Robert Klein/Rowan & Martin/Juan Rivers

**Hiney Wine** (DM)  
Hiney pursuit/end-of-month Hiney sale/Hiney rip-off

## Entertainment

**Assignment Hollywood** (MBS)  
Tom Selleck (2/25)  
Judy Davis (2/26)  
Robert Mandan/Mary Cadorette (2/27)  
Stockard Channing (2/28)  
Sing (3/1)

**Larry King Show** (MBS)  
Peter McWilliams (2/25)  
Ronald Shapiro/Ray Benton (2/26)  
Richard Schubert (2/27)  
Roger Whittaker (2/28)  
David Wyman (3/1)



### PROGRAM SUPPLIERS KEY

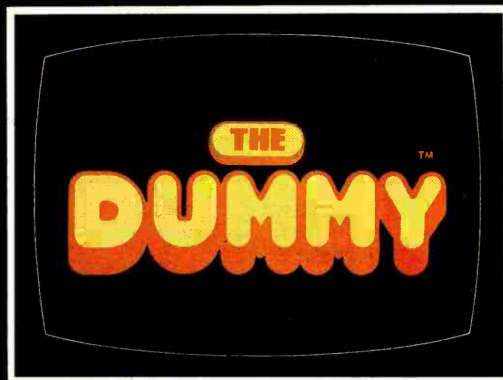
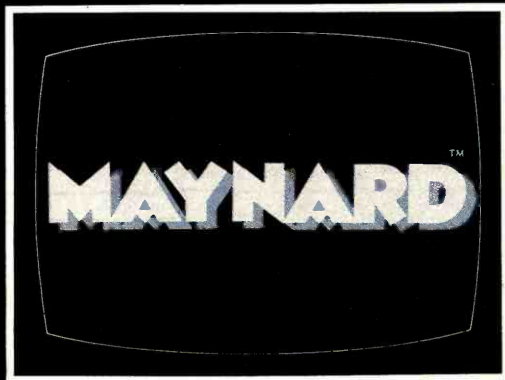
ABCD = ABC Direction Net  
ABCE = ABC Entertainment Net  
ABCR = ABC Rock Net  
ABCY = ABC Youth Nets  
AMS = American Media Services  
AP = Associated Press  
ASR = All Star Radio  
BRI = Bennett-Roberts  
CB = Continuum Broadcasting  
CBS = CBS Radio  
CBSR = CBS Radio/Radio  
CRS = Creative Radio Shows  
CW = Clayton Webster  
DCA = DC Audio  
DIR = DIR Broadcasting  
GSN = Global Satellite Net  
IN = Interview  
IS = IS INC

LBP = Lee Bailey Prod.  
LW = London Wavelength  
MBS = Mutual Broadcasting  
ME = Multimedia Entertainment  
MJ1 = MJ1 Broadcasting  
NBC = NBC Radio  
NP = Narwood Productions  
NRE = NBC Radio Entertainment  
NSBA = NSBA Productions  
PFM = PFM Inc.  
PRN = Progressive Radio Network  
PG = PG Prod.  
PIA = Public Interest Aff.  
RCP = Ron Cutler Productions  
RI = Radio International  
RKO = RKO Radio Net  
RKO1 = RKO One  
RKO2 = RKO Two  
SBS = Strand Broadcast  
SI = Syndicate II  
SOU = NBC The Source  
SP = "The Spirit" Productions  
TRAN = Transtar  
US = The United Stations  
WO = Westwood One  
YRN = York Radio Network



**AFRICAN GREEN** — In an effort to raise money for the African famine relief effort in Ethiopia, NBC's Source recently auctioned off an original acetate pressing of Band Aid's "Do They Know It's Christmas?" The auction, conducted at New York's *Hard Rock Cafe*, brought a top bid of \$6000 for the record, which was autographed by *Duran Duran*, *Simon Le Bon*. Pictured (l-r) are Source Program Manager *Rona Elliot*, auctioneer *Brian Cole*, winning bidder *Nancy Condon*, and *Boombtown Rats's Bob Gelfof*.

# WATCH OUT FOR THESE GUYS!



**FOR A FREE VIDEOCASSETTE DEMO OF TWO  
OF THE BEST RADIO COMMERCIALS ON  
TELEVISION, CONTACT NAN BLAIR AT 414-  
271-7000.**



■ TOUR DE FORCE, LTD. ■ 840 NORTH THIRD STREET ■ MILWAUKEE, WISCONSIN 53203 ■ 414-271-7000 ■

# Management

## How To Develop A Winning Strategy: Part III

By Charles Warner

In developing a strategy, research is needed in order to expand and examine a variety of strategic alternatives. Creating and deciding among these alternatives requires imagination, which requires information about a market, listeners, and competitors. It also requires intuition, which is a combination of creativity and experience. Once the information has been gathered, an overall strategy can be developed based on either differentiation or segmentation.

However, determining the right strategy is the easy part of marketing a radio station. The hard parts are gathering the right information (covered in Part II) and executing the strategy. Doing the necessary research (collecting, compiling, and cataloging information) is usually drudgery, like watching endless game films is for pro football coaches. Executing the strategy is often painful and tiring, like trap blocking

and tackling are for pro football players. However, all the boredom and pain are forgotten when you win.

### The Basics

Time and again in football and business you hear that executing "the basics" is a requisite for winning. The axiom is even more appropriate in radio for several reasons. First, you can't measure talent's ability or test-market a program format beforehand. In radio you have to put the talent in a format on the air and wait for three months to a year (depending on the frequency of rating reports) to see if they're working. The only security you have under these ambiguous circumstances is precise execution of a selected format and a commitment to making it work.

Second, radio is free to its customers. Since listeners don't have to pay to listen, there's no penalty or cost involved with switching stations. In radio it's not a case of making a product sale just once. Stations have to sell constantly; they have to deliver their very best product continuously because it's so easy and cheap to go elsewhere. Under these circumstances, maintaining a high level of execution is vital.

Third, radio is an intangible product, a service. One of the unique things about intangible products is that customers are rarely aware when they're being served well. They're only aware when they're being served poorly or until they're aware of something much better. (Even if they're aware of something better, they're not apt to switch unless they're dissatisfied, because they're usually more comfortable with a current



Charles Warner

choice.) Radio stations must concentrate on executing their format consistently well so that listeners don't have any reasons for feeling dissatisfied.

Next, there are relatively few new ideas in radio, so the execution of the few viable formats is important. It's all been done before in one form or another. Execution is not quite as important in some situations where a station is the only one programming to a particular segment. Announcers on the only Jazz station in a market usually talk poorly and too much, and the music directors of the only Classical station typically don't worry much about music rotation.

"The two keys to developing a winning strategy are good information and good intuition."

However, if the segment a station is alone in serving is big enough to be fairly profitable, someone else is sure to enter the fray. Once there are two or more stations serving a market segment, the game turns to differentiation. Clear differentiation is vital, and execution is the key to establishing a differentiated pro-

## Potential Traps

When developing a strategy, there are several traps to avoid:

- 1. Getting greedy** — How many stations have you seen do well in a particular market segment with a format, then try to spread out their demos and fall?
- 2. Group-think** — Group-think occurs when people (department heads or the program department) get together and talk about how great they are and how awful the competitors are. Great stations and great football teams lose when they underestimate their competition. Group-think also occurs in a meeting or among a group when they don't encourage dissension, and everyone agrees with an idea. A popular group member will throw out an idea; someone else will agree with it. Suddenly everyone begins agreeing and reinforcing everyone else — dissension is squelched.
- 3. Throwing money at a problem** — The best money spent to support a strategy is for good managers. The right strategy that's economically and well executed will win.
- 4. Lack of commitment** — Some companies have a track record of giving up easily and not fighting a challenge — always pick on them. Some companies have a greater commitment to their television divisions than to their radio divisions — pick on them. Some companies have an enormous amount of pride and commitment to their people, values, and formats — avoid picking on them. Stations and managers who refuse to lose can't be beaten.

duct. Therefore, even if you're alone in a market segment, you had better execute your format well to discourage competition.

Another reason that radio is unique is that stations produce a product that consists of ingredients or raw material over which they have little or no control. Music stations are at the mercy of what records are released, and News stations at the mercy of current events. If the ingredients can't be controlled, all that can be controlled is the format execution.

Finally, execution is vital in a business that deals with creative talent (e.g., DJs and talk show hosts). People who aren't highly creative need rules and discipline to keep them consistent. Highly creative people need a structured framework to give their efforts initial shape and discipline, which, of course, they can change to fit their unique talents.

### What To Attack

When deciding how to formulate a strategy and position a station, you want to attack a competitor based on the following priorities: weak management, weak financial resources, weak execution, weak corporate commitment, and weak signals (although signal is not as important as it once was due to the rise in dominance of FM stations and the decline of AM). One word of advice: Don't put so much pressure on a weak competitor that it switches formats. Tell the losing PD that his or her station sounds great, and do what you can to keep it in the format. It's better to have a weak competitor who will pose little threat than to knock him out and invite competition from a potentially strong rival.

Next, attack the most profitable market segment. Too many owners and managers look for a market programming hole. Usually,

the best thing a hole is good for is pouring money down. Remember, for segmentation to be a viable strategy, the segment must be measurable and sizable. A programming hole may well exist because there aren't enough listeners to support a particular format. The largest segment (Contemporary Hits) may be overcrowded with well-heeled competitors, thus nonprofitable to enter. All-News might be an option, but there are typically only between six to ten share points in a market for such listening. That's enough to support one or two stations in the top four or five markets, but not enough in medium and small markets, particularly considering that All-News is the most expensive of all formats. (For more strategy development tips and potential traps to avoid, see the accompanying sidebar.)

To be successful, a strategy must be clear, simple, and able to be expressed in no more than a short paragraph. The strategy must define what's to be done and how to do it. Once you have decided on making a strategic move, you must communicate to everyone (advertisers and competitors) that you are unequivocally committed to sticking with the move and retaliating against any counter move.

The two keys to developing a winning strategy are good information and good intuition. Both will help you recognize industry trends early, a requisite to continued success.

Charles Warner is a radio industry veteran whose background includes VP/IGM posts with WNBC/New York, WMAD & WKQX/Chicago, and CBS Radio Spot Sales. He currently lives in Palo Alto, CA and is Director of the Mass Communication program at Merilo College. He is also a consultant, specializing in strategy, management development, and sales training.

## Steps For Designing A Strategy

Here are guidelines to follow in developing a strategy:

1. Write a statement on what you think your position is and what you think your competitors' positions are.
2. Research what listeners think these positions are — what are their perceptions, likes/dislikes, and impressions of the stations.
3. Do a competition analysis — a realistic assessment of the competition's strengths and weaknesses in terms of their future goals, assumptions, capabilities, current strategy, and response profile.
4. Decide what your position should be.
5. Determine if you can do it right — can you afford to hire the talent, buy the advertising, conduct the contests/promotions, and sustain the effort long enough to win?
6. Begin to make your strategic moves.

Get the SPECIAL in Special Programming . . .

Ron Cutler, producer of

- **The Rick Dees Weekly Top 40 Musical**

(Hosted by the award-winning Chuck Southcott)

**RON CUTLER**

10822 Ohio Ave.  
Los Angeles, CA 90024  
(213) 475-6182

# "FOREVER MAN"



The New Single And Pro From

*Eric Clapton*

Produced by Ted Templeman and Lenny Waronker  
From the forthcoming album Behind The Sun



© 1985 Warner Bros. Records Inc.



# HAVE YOU HEARD THE WORD?

“

Nick Bazoo KMEL: "The word is 'Smash'! Exploding in San Francisco."

Jeff McCartney 94Q: "This record has been top 10 at Turtles since mid-November, and has now totally crossed over and still has top 5 single sales. This is more than just a great R&B record, it is a total CHR smash which gets immediate requests."

Sunny Jo White WXKS: "It's got a life of its own. It won't stop selling. The word is out, Jermaine Stewart is hot!"

Rob Walker Y100: "A total smash at Y100 (5\*-4\*) and in the Miami market."

Mark Shands I95: "Top 5 single sales in less than 5 weeks."

Greg Roland B97: "The first sleeper of 1985. Immediate phones 12-24 male and female. I had to put it in full time rotation."

Rick Gillette FM102: "The word is out and sales and requests are definitely in!"

John Shomby/Pam Steele KAFM: "For us it's been a long love affair with this record. The word is out on the streets that this record is a hit."

Gary Wall WTIC FM: "Had huge street base, then popped it, now it's fast becoming one of our most active records."

Jim Payne WMAR: "Jermaine will happen! You've got to give him a shot!"

Bob Kaghen Z98: "In less than a week of airplay, I'm already getting huge phones."

Bruce Stevens WBBQ: "Great R&B cross over smash—immediate sales and requests. Totally right for CHR radio."

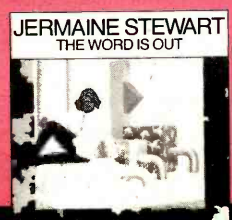
”

Catch Jermaine on American Bandstand, Saturday, March 2.

## CHR NEW & ACTIVE 84/20

With This Week's Action:

B104 deb 30	94Q 22-17	WGCL add	KMEL 18-13
Y100 3-3	93FM deb 30	WHYT 33-29	KKHR add
B97 29-22	WXKSFM	KBEQ 34-30	Y106 32-26
Z93 26-18	WNYS add	FM102 24-21	T94 22-7
	WBBQ 33-26	WTICFM 17-12	WCILFM 17-9



*JERMAINE STEWART. "THE WORD IS OUT"...  
AND IT'S SPREADING LIKE WILDFIRE.*

*THERE'S NO STOPPING A HIT RECORD. ON ARISTA.*



# Street Talk

The *Detroit Free Press* has the Motor City buzzing since it reported a string of rumors last week about nearly every morning personality or team preparing to change stations. All those involved deny anything is up, so one wonders where it's all coming from.

Out on the West Coast, the *L.A. Times* has been taking a lot of potshots at **KIIS-AM & FM** morning ace **RICK DEES** in features. And all this came before Rick, **ATLANTIC RECORDS**, and **WCI** were slapped last week with a \$5 million copyright infringement and disparagement lawsuit. Rick's comedy LP contains a song called "When Sonny Sniffs Glue," which composer **MARVIN FISHER** and **MARVIN MUSIC CO.** allege is melodically identical to the first seven bars of Fisher's pop standard "When Sunny Gets Blue." According to the suit, the parody has diminished the value of his copyright by using "obscene, indecent, and scandalous words and meaning."

While Rick grapples with his lawsuit, veteran programmer and personality **BUCK BUCHANAN** and his mother Mildred emerged victorious in their own \$263,000 ownership case against former KZHI/Honolulu executive **HENRY WALLS**. Buck's relocated to L.A., and is now ready to work: (213) 463-8768.

**WLS-AM & FM/CHICAGO** will cease simulcasting with the exception of **LARRY LUJACK**'s morning show. This creates an evening opening on WLS-FM, so contact **PD DALLAS COLE** for that choice slot. Other changes include **CHUCK BRITTON** moving from afternoons on the FM to evenings on WLS (AM), while **BRANT MILLER** shifts to afternoons from evenings at WLS-FM. And with WLS (AM) **PD TIM KELLY** exiting for **KLOS/LOS ANGELES** as PD (see Page 1), **OM JOHN GEHRON** will handle all the programming duties until a successor is named.

Eight-year company veteran **JACK KIERNAN** has resigned as Exec. VP/Sales & Marketing at **POLYGRAM**. No major changes are expected as a result of his departure.

Over in **MOTOWN**'s Pop Department, West Coast Regional R&B rep **JESUS GARBER** will take on new duties with CHR crossovers. Taking over in the Northeast Region is **MEL ZULKER**, joining after five years in that area with **A&M**. And more announcements and promotions are on the way.



**BOTTOM DRAWERS DEPT.** — When *Z100/New York News Director/morning cohost Claire Stevens* needed a special something to dress up her visibility, the station created her own line of black "Newsbriefs." With the *Z100* logo on the front, the clever unmentionables are sure to leave nearly everything to the listener's imagination.

Scratch **WESTWOOD ONE** from those in the running to buy the **RKO RADIO NETWORKS**. Inside sources tell us WW1 has decided not to pursue a deal.

Although details could not be confirmed at presstime, it appears that **WNYR/ROCHESTER PD BOBBY HATFIELD** will be leaving to program crosstown **WHFM** under arriving GM **JIM MELTZER**. In light of Bobby's Country experience and WHFM's forthcoming call-letter change to **WZKC**, there's little speculation about what direction the CHR will take.

Not far away, **STEVE BECKER** has been named PD at **WKFM/SYRACUSE**. He comes from the Promotion Director/midday slot at crosstown AOR outlet **95X (WAQX)**.

At nearby **WYSL & WPHD/BUFFALO**, word has it that **OM HARV MOORE** and **MD JOHN PICCILLO** have moved up to GM and OM, respectively. **WMMS/CLEVELAND OM JOHN GORMAN** is now consulting the stations.

**PD TIM SMITH** has exited **WYNF/TAMPA** and can be reached at (305) 465-8694. **CAREY CURELOP**, who had programmed 'YNF before moving across the hall to Country **WSUN**, will oversee programming at 'YNF until a new PD is appointed.

Continued on Page 25

# Along Comes A Woman



The new single

**CHR BREAKERS**

from the triple Platinum album

*Chicago 17*



Produced by David Foster © 1985 Warner Bros. Records Inc.

B I O  M E S S A G E	TO	PROGRAM DIRECTOR	AIR DATE	Week of 2/25	TIME	10 x 2 1/2 min
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
	Earth News Radio					
	captures HARRISON FORD ("Witness")					
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					



# MADONNA

' ' C R A Z Y  
F O R Y O U ' ' 7-29051

Produced by  
John "Jellybean" Benitez  
for Jellybean Productions, Inc.

Arranged by Stephen Bray

Management: Weisner-DeMann

#1 MOST ADDED  
145 STATIONS  
OUT OF THE BOX  
57%

Available on  
Geffen Records,  
Cassettes and  
Compact Disc



FROM THE ORIGINAL SOUNDTRACK OF THE WARNER BROS.  
MOTION PICTURE—VISION QUEST GHS/M5G 24063

# DON HENLEY

"ALL SHE WANTS TO DO IS DANCE"

7-29065

Produced By Don Henley, Danny Kortchmar & Greg Ladanyi



From the lp, BUILDING THE

PERFECT BEAST GHS/M5G 24026

**CHR BREAKERS**

169/72 66%

ONE OF THE MOST ADDED

AOR TRACKS: 5

Management: Front Line

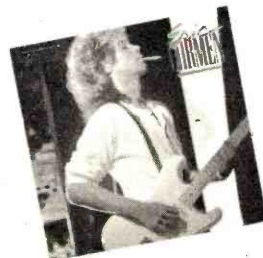
# ERIC CARMEN

"I WANNA HEAR IT FROM YOUR LIPS"

7-29118

Produced By Bob Gaudio & Don Gehman

from the album, ERIC CARMEN  
GHS/M5G 24042



CHR CHART: 30

A/C CHART: 14



GEFFEN  
RECORDS



# Street Talk

Continued from Page 23



Bobby Rich

After nearly eight years with **Q105/TAMPA**, Research Director/personality **BOBBY RICH** has moved up to Music Director.

In San Diego, **MIKE BRADY** has been upped from **KSON (AM)** MD to Asst. PD for both **KSON-AM & FM**. **FM MD NICK UPTON** has been named MD for both stations. . . . At **KPKE/DENVER**, **CHRIS KNIGHT** steps up to MD.

**KIKK-AM & FM/HOUSTON** evening personality **DAN STEVENS** will add his cast of character voices to the stations' morning team of **RON FOSTER** and **PAM IVEY**. Taking over Dan's 6-9pm shift is former crosstown **KRBE-FM** midday man **RON SELDON**.

More changes on the way at **WLAV-AM & FM/GRAND RAPIDS**, as **TOM GILL** has been named **GSM**, while former **WSHE/Miami** **OM DAVE LANGE** joins up as PD.

A nice Valentine's Day gift came to **CHR** outlet **KHIT/SEATTLE**, which with a flip of the switch nearly tripled its broadcast strength from 35 to 100 kw. At an elevation of 2000 feet, **KHIT** now covers most areas of Western Washington.

Look for **DC101/WASHINGTON** morning maniac **GREASEMAN** in the "Lookout" section of the February 25 *People* magazine.

And **195/MIAMI** morning man **DON COX**'s acting career continues to blossom. For the next few months he'll be costarring as a detective on NBC-TV's "Miami Vice," after playing a smaller role in the show for the past few weeks.



Jim Davis

Hats off to **WVAF (V100)/CHARLESTON** **GM JIM DAVIS** on his promotion to VP/GM.

Upstate, **WANJ/WHEELING** is now **WZMM** with a new **CHR** format under Operations Director/PD **ROB FORSTER**. The MD is **CHUCK MCGEE**.

In Pennsylvania, **DAVE LONDON** takes over the PD chair at **AOR WEZX/SCRANTON** from **SHAWN WATERS**, who moves to Shamrock Communications sister station **KMYZ/TULSA**. **KMYZ** is currently simulcasting with Country AM sister **KGCR**, but might a change of direction be in the offing?

Meanwhile, over at **Q106/YORK, OM/PD MARK MCKENZIE** steps down to concentrate on his midday airwork, as afternoon driver/Assistant PD **TOM SHANNON** takes over Mark's duties. . . . **DOUG NEVEL** moves from PD at **K104/ERIE** to program sister station **OK100/THACA**, which sends PD **BILL WESTON** to the new post **OM** at co-owned **WIXV/SAVANNAH**.

Former **WMAQ/Chicago** MD **JAY PHILLIPS** is the new Music and Research Manager for **WSM-AM & FM/NASHVILLE**. Preceding MD **CATHY MARTINDALE** moves to a fulltime air shift, taking over afternoons on **WSM-FM**.

Radio consultant **JAY MITCHELL** has a new name and address. Jay Mitchell Associates, Broadcast Consulting can be reached at P.O. Box 1285, Fairfield, IA 52556; (515) 472-4087.

**OM JIM RAY** is out at **KTKT & KLPX/TUCSON**. He can be reached at (602) 881-5088.

A speedy recovery is on the agenda for **RTNDA** President **LOU ADLER** of **WOR/NEW YORK**, who underwent surgery last week who repair an Achilles tendon.

Get-well wishes also go out to **MTV** VP/Programming **LES GARLAND**, who's taking it easy after recent surgery.

Nuptial Notes: Best wishes to **B100/SAN DIEGO** PD **BOBBY RICH** and **DEBBIE SISCO**, who were hitched last Saturday (2-16) in San Diego. The best man was Debbie's twin brother **ROB**, while Rob's wife **JO INTERRANTE** served as maid of honor.

Just about the same time that day, **TM COMMUNICATIONS** President **PAT SHAUGHNESSY** and fiancée Nancy Martin surprised friends at their intimate dinner party when a Dallas justice of the peace arrived at the door and married them right in the living room. Congrats to Pat and Nancy, who weren't expected to tie the knot for a couple of weeks.



Baby Talk: **WYNF/TAMPA** MD **RON DIAZ** and wife Susan are happy parents of daughter Leeann Marie. . . . **KSL/SALT LAKE CITY** **GM TOM GLADE** and wife Sandy gave birth to daughter Katherine Elizabeth last weekend. . . . **WNOX/KNOXVILLE** morning man **STEVE HARRISON** and wife Linda welcomed Emily Elizabeth on Valentine's Day. . . . Consultant **LEE ABRAMS** and wife Sandra proudly produced Shawn Marie. . . . And last but not least, congrats to **PAT BENATAR** and **NEIL GERALDO** on the birth of their daughter Haley (2-16).

# CHR- GET READY FOR “ 'TIL MY BABY COMES HOME ”



DISTRIBUTED BY CBS RECORDS

## STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU  
MAKE BETTER DECISIONS.

Call or write for your free copy  
of our new "Catalog of Research  
Services (1985)."

655 W. Irving Park at Lake Shore Drive, Chicago, IL 60613 □ (312) 883-4400

# On The Records



KEN BARNES

## TRIBUTE SONGS

### Pop Music Honors Its Heroes

Diana Ross isn't the only one missing Marvin Gaye. On the Black/Urban chart for February 15, the No. 1 and No. 2 songs were tributes to the great vocalist who was killed last April, with Ross's Lionel Richie-composed and produced "Missing You" topping the chart and the Commodores' "Nightshift" jumping ten places to the runner-up position.

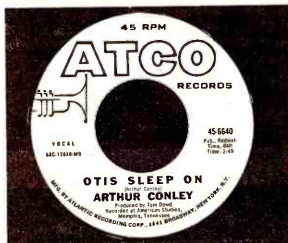
Along with George Harrison's tribute to John Lennon, "All Those Years Ago," the Ross and Commodores records represent the commercial peak of a longstanding musical tradition. Ever since Jimmie Rodgers died young in the '30s, there have been musical memorials; few, however, are hits.

Especially in the last 20 years, it's been more common for artists to salute their peers who'd passed on by recording theme albums (for instance, the Supremes' "We Remember Sam Cooke"). Songs specifically dealing with an artist's death grew rarer during the late '60s/early '70s; my memory may be impaired, but I can't call to mind any songs memorializing Janis Joplin, Jimi Hendrix, Jim Morrison, or Brian Jones. (If I've ever opened myself up to readers' corrections, the preceding sentence was the one.)

Earlier, the 1959 Buddy Holly/Big Bopper/Ritchie Valens plane crash inspired the Top 20 hit "Three Stars" by Tommy Dee. Bobby Vee & the Cricquets later did "Buddy's Song," a collection of Holly song titles reportedly assembled by Waylon Jennings and later covered by Fleetwood Mac. Eddie Cochran's 1960 death was commemorated three years later in a big British hit called "Just Like Eddie" by Heinz, a former member of the Tornados of "Telstar" fame ("Just Like Eddie" was issued here too, but went nowhere).

#### Tribute To A King

Otis Redding was the apparent exception to the dearth of '60s memorials. William Bell's "Tribute To A King" was probably the best-known salute, but there were at least three more, including "Otis Sleep On" by Redding's protegee Arthur Conley and "We're Gonna Miss You, Otis" by one A. Friend (actually blues singer Earl Gaines).



Otis Redding inspired many tributes, including this one

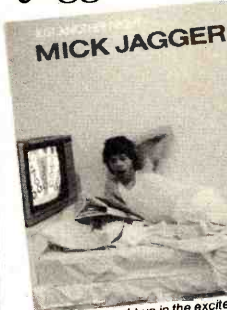
Redding was also honored in tandem with Sam Cooke and Nat King Cole on Wilson Pickett's revision of "Abraham, Martin & John," "Cole, Cooke & Redding." That consolidated approach also brings to mind the "Heaven" concept: "Hillbilly Heaven" by Tex Ritter, following the plane crash deaths of Patsy Cline and Hawkshaw Hawkins; "Soul Heaven," by the Dixie Drifter, referring to a number of past stars; and "Rock & Roll Heaven," a 1974 hit by the Righteous Bros., immortalizing a "hell of a band."



Marvin Gaye remembered

The Commodores' current hit is also of compound interest; in addition to its Gaye tribute, it contains a verse about the late Jackie Wilson. Gaye was also the subject of songs by Teena Marie ("My Dear Mr. Gaye") and Edwin Starr ("Dear Marvin," released only in England). Aside from the Harrison tribute, John Lennon was also saluted by Paul McCartney in "Here Today" and by a few much less well-known artists

## Jagger: Stone Alone



Jagger is caught up in the excitement of releasing a single of his own

Jagger's earlier solo "performance"

Mick Jagger's new single, "Just Another Night," is not just another record from a group member on a solo sabbatical. The Rolling Stones as a whole have been stingy with solo projects, and Jagger's album, "She's The Boss," is his first away from the group.

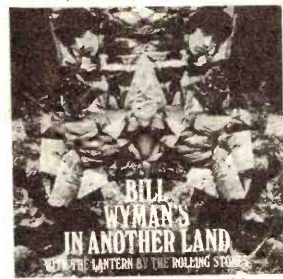
There is a previous Jagger solo single, however. In late 1970 the soundtrack to Jagger's film "Performance" was released. It contained one Jagger solo track, "Memo From Turner," which was released in Europe as a single (a Stones version of the song was later released on the "Metamorphosis" album).

As for the other Stones, Bill Wyman has been the most active on his own. He was first to break free, on a technicality, when the "Satanic Majesties" track "In Another Land," the first Stones song written by a group member other than Jagger and Richards, was credited to Wyman alone on a 1967 single. In the



Keith Richards and a seasonal solo '70s Wyman did a couple of solo albums, and later scored the film "Green Ice" and regorded another LP.

Ron Wood has three solo albums to his credit, the first two recorded while he was still a Face before Stonedom beckoned. Charlie Watts has played on a few other sessions, like the Stones spinoff "Rocket 88." And Keith Richards, although a track from "Some Girls," "Before They Make Me Run," was credited to him on a promotional-only single, the Christmas 1978 release "Run Rudolph Run." The Harder They Come." It will be interesting to see if Jagger's new release spurs other members toward solitary means of artistic expression.



Bill Wyman doubles as a solo artist

(including one former member of the Cyrkle of "Red Rubber Ball" fame, recording with his wife as Full Circle). Bobby Vinton also saluted Lennon. And Bob Mar-

ley was honored by name on Sue Chaloners recent "Missing Mr. Marley," while Sister Sledge rerecorded their "He's Just A Runaway" in reggae style as a tribute to Marley.

Of course the king of tribute records was Elvis Presley, whose 1977 death prompted a deluge of memorials ranging from the maudlin to the more tasteful. The latter category included two sizable country hits,



One of countless Elvis Presley salutes "The King Is Gone" by Ronnie McDowell and "From Graceland To The Promised Land" by Merle Haggard, plus "Hound Dog Man" by Lenny LeBlanc and later Glen Campbell. Other Elvis tributes probably add up to over a hundred, far too many even to begin to list.

The tribute record is often a tough type of song to carry off within the boundaries of good taste, but it is usually an expression of honest emotion and, as Ross and the Commodores illustrate, it can be done with class.

ONE YEAR AGO TODAY

- DICK PENN NAMED SR. VP/INCB RADIO NETWORKS
- JOHN BECK JR. NAMED GM AT KSHE/ST. LOUIS
- RICHARD MC INTOSH NEW VP/GM AT WLUM & WAWA/MILWAUKEE
- DAN O'NEIL SET AS PD AT WDJY/WASHINGTON
- KENNY PUVOGEL WARNERS NATIONAL LP PROMOTION DIRECTOR
- #1 CHR: "Jump" — Van Halen (WB) (2nd week)
- #1 A/C: "This Woman" — Kenny Rogers (RCA) (2nd week)
- #1 Black: "Somebody's Watching You" — Rockwell (Motown) (2nd week)
- #1 Country: "Roll On (18 Wheeler)" — Alabama (RCA) (3rd week)
- #1 AOR Track: "Jump" — Van Halen (WB) (7th week)
- #1 LP: "1984" — Van Halen (WB) (5th week)

FIVE YEARS AGO TODAY

- DAN HALYBURTON NAMED PD AT WQAM/MIAMI
- #1 CHR: "Crazy Little Thing Called Love" — Queen (Elektra) (2nd week)
- #1 A/C: "September Morn" — Neil Diamond (Columbia) (4th week)
- #1 Black: "And The Beat Goes On" — Whispers (Solar/RCA) (2nd week)
- #1 Country: "I Ain't Livin' Long Like This" — Waylon Jennings (RCA)
- #1 LP: "The Wall" — Pink Floyd (Columbia) (3rd week)

TEN YEARS AGO TODAY

- RICK SKLAR NAMED VP/PROGRAMMING AT ABC RADIO
- STAN MONTEIRO VP/PROMOTION AT COLUMBIA
- #1 CHR: "Have You Never Been Mellow" — Olivia Newton-John (MCA)
- #1 A/C: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (2nd week)
- #1 Country: "Linda On My Mind" — Conway Twitty (MCA)
- #1 LP: "Blood On The Tracks" — Bob Dylan (Columbia) (3rd week)

**CATCH TWO NEW  
RISING STARS!**



**ROBEY**

**"One Night  
In Bangkok"**

**CHR NEW & ACTIVE**

WXKS-FM	WKFM	WRNO	KITE	WJXQ	KHYT	KQCR
WCAU-FM	WKRZ-FM	Y106	WANS-FM	KJ103	OKT00	KKXL-FM
93FM	WTLQ	KITY	WOKI	WRQN	95XIL	WAZY-FM
I95	WHTF	KTFM	WFMI	KEYN-FM	WQMP-FM	99KG
Y100	KZZB	KZIO	WRNO	KKRD	WSQV	KBOZ-FM
ZZ99	WZLD	WZPL	Y106	KSND	W3AD	KCDQ
KPLUS	KITE	WJXQ	KITY	KQMQ	KISR	KHTX
Q100	WANS-FM	WHTF	KTFM	KO93	Q101	KBIM
K104	WOKI	KZZB	KZIO	KCAQ	WIXV	SLY96
WERZ	WFMI	WZLD	WZPL	KSKD	WHSL	KIST
						OK95

SILVER BLUE



**NORMAN  
NARDINI**  
AND THE TIGERS

**"If You Don't  
Want Me"**

**JUST SHIPPED**

*CBS ASSOC. RECORDS*



**Don't let your competition beat you to the turntable!**

**ON YOUR DESK TODAY!**

DISTRIBUTED BY CBS RECORDS

# THE MANHATTANS

## "You Send Me"



COLUMBIA RECORDS

**Black/Urban  
NEW & ACTIVE**

#1

 WZON  
 WKHI  
 WJBO  
 Z102

 KIKI  
 KOMQ  
 KO93  
 KPQP

 KAMZ  
 KSET-FM  
 WFMJ  
 KTFM

 WXS-FM  
 WERZ  
 WLAM-FM  
 92KTU

CHR:

R&amp;R

Datebook

SEAN ROSS

## Cover Me

These days the cover process — when it even exists — seems to be a CHR hit covered by a black or country artist. The **New Jersey Mass Choir** apparently got tired of being in the background on **Foreigner's** "I Want To Know What Love Is" and has released its own version, which, at this writing, is ahead of the original on the Black/Urban page. More than 11 years ago, another gospel group pressed into service for a secular recording, the **Dixie Hummingbirds**, also went into the lower reaches of the R&B charts with their version of **Paul Simon's** "Loves Me Like A Rock."

Thirty years ago, the opposite situation existed with one pop-styled white version of a black original following another. When **Lavern Baker** had her "Tweedle Dee" covered by **Georgia Gibbs** and **Vicki Young**, she wrote her Congressman. On February 26, 1955, Baker asked **Charles Diggs** to support revisions in the Copyright Act that would have prevented note-for-note pop covers of R&B hits. Baker's legislation never came about — it was somewhat questionable from a First Amendment standpoint, for one thing — but cover versions eventually gave way within a few years. Baker had her other well-known original, "Jim Dandy," covered by **Black Oak Arkansas**, but they were, at least, courteous enough to give her a 16-year lead time.

### MONDAY, FEBRUARY 25

1957/**Buddy Holly** records "That'll Be The Day."  
 1975/The long wait ends. **Led Zeppelin** releases "Physical Graffiti."  
 1977/British **Polydor** signs the Jam.  
 Birthdays: **George Harrison** 1943, **Stuart Wood** (Bay City Rollers) 1957.

### TUESDAY, FEBRUARY 26

1977/In an era when **Billy Joel**, **Cyndi Lauper**, and **Prince** can all milk their LPs for five or six hit singles, it's hard to imagine a period when record companies were worried about the success of second and third singles. Eight years ago today, two follow-ups to number-one hits were released. **Leo Sayer's** "When I Need You" and the **Eagles'** "Hotel California" both made it to #1 and stayed there for at least a week longer than their predecessors. As an indicator of how different record company thinking was back then, the "Hotel California" LP stopped at three singles, and a number of CHR stations ended up charting various songs from the LP — "Victim Of Love" was the most common one — on their own.

1979/The **Sex Pistols** and **Malcolm McLaren** end up in court to divvy up the band's earnings. Out of an estimated one and a half million dollars, only \$60,000 is left.

Birthdays: **Fats Domino** 1928, **Johnny Cash** 1932, **Paul Cotton (Poco)** 1943, **Mitch Ryder** 1944.

### WEDNESDAY, FEBRUARY 27

1967/**Pink Floyd** records first British single, "Arnold Layne." Within a month the record is #20 in the UK. Like its follow-up, "See Emily Play," it becomes known to Americans retroactively as part of the "Relics" LP.

1970/**Jefferson Airplane** is fined \$1000 for singing "fuck" on stage in Oklahoma City. Eleven years later, the **Starship** will blurt it out on record as part of "Starway To Cleveland" and some AOR stations will play it intact (a few may have done so when the Airplane included the word on "We Can Be Together" and "Volunteers" in late 1969).

1977/**Keith Richards** arrested for heroin in Toronto.

Birthdays: **Steve Harley**, whose "Make Me Smile" was enough of a hit to end up in **Duran Duran's** onstage act, 1951. **Paul Humphreys (OMD)** 1960.



### THURSDAY, FEBRUARY 28

1968/**Frankie Lymon** dies of a heroin overdose.

1974/**Bobby Bloom** dies of self-inflicted — but possibly accidental — gunshot wounds at age 28.

1975/**Russ Ballard** leaves **Argent** to go solo.

Birthdays: **Barbara Acklin** 1943, **Joe South** 1942. **Brian Jones** would have been 43.

### FRIDAY, MARCH 1

1952/**Sun Records** releases its first single, **Johnny London's** "Driving Slow."

1957/**Chuck Berry's** "School Days" and **Muddy Waters's** "Got My Mojo Working" are released.

1968/**Johnny Cash & June Carter** are married.

1969/**Jim Morrison** exposes himself to Miami.

1977/**Bob** and **Sara Dylan** divorced.

1980/**Patti Smith** and **Fred Smith** marry.

Birthdays: **Roger Daltrey** 1944, **Harry Belafonte** 1927, **Sonny James** 1929, **Jim Ed Brown** 1934. **Glenn Miller** would be 81.

### SATURDAY, MARCH 2

1964/**Beatles** begin work on "A Hard Day's Night"

1968/**Box Tops'** "Cry Like A Baby" released

1969/The song "Let It Be" is premiered, via a film clip, on "Ed Sullivan."

1975/**Paul & Linda McCartney** are busted for pot in Los Angeles.

Birthdays: **Lou Reed** 1944. **Karen Carpenter** would be 35.

### SUNDAY, MARCH 3

1972/**Nilsson** gets gold for "Without You"

1979/**Mike Patto** of **Boxer** dies.

1983/British singer **Beki Bondage** leaves her group **Vice Squad** to do benefit concerts for animals.

Birthdays: **Shakin' Stevens** 1947.

# AMERICA'S MOST SUCCESSFUL RADIO SHOW



*Rick*  
**DEES'**  
WEEKLY TOP 40

## NOW WITH THE INDUSTRY'S MOST CREDIBLE CHART

**RR** /  
RADIO & RECORDS

**The United Stations**  
AMERICA'S TARGET RADIO NETWORKS

Producing more than 1300 hours of first-run programming yearly

New York • Los Angeles • Washington, D.C. • Chicago

**RCA Has The Original**  
**RCA Is The Victor**



# MURRAY HEAD

Performing The Original  
**“One Night In  
Bangkok”**

## BREAKING IN ALL FORMATS

### INCLUDING:

WXKS-FM add	WZLD deb 39	KC101	WZPL	KKRD
CKGM 10-5	Z104 21-10	WPST	WJXQ	KLUC
CKOI 9-6	KSND 34	WRCK	KJ103	KO93
WCAU-FM add	KHOP deb 40	WKRZ-FM	WRQN	KCAQ
B94 add	T94 33	WTLQ		
WHTX deb 30	WPFM 39-30	WHTF		
CFTR on	KOZE deb 33	KZZB		
93FM on	OK95 30-25	KITE		
FM102 add	Q100	WANS-FM		
KMEL 22-14	K104	WOKI		
Z106 38-30	WERZ	Y106		
		KTFM		
		WKZL		

From The Double Album  
**“CHESS”**  
The Musical On Record

Composed By Master Lyricist Tim Rice  
(EVITA and JESUS CHRIST SUPERSTAR),  
Benny Andersson and Björn Ulvaeus of ABBA

**RCA Records**



# CALENDAR



BRAD MESSER

## Elusive Dream Newsroom

**G**iven the opportunity and resources to build the best newsroom there ever was, precisely what would you put in it? What floor plan? Where exactly would all the equipment be installed?

Designing a newsroom is a once in a lifetime opportunity for most of us, but when it comes to actually doing it, no two people define "ideal" identically.

You'd have the cart decks over there but I believe they'd work better over here. I'd have the

reel-to-reel horizontal for easy splicing; you can lay an open newspaper on top! But you're certain it should be upright to take less space: vertical, it's immune to coffee spills!

A board with multiple inputs or dedicated channels? Sliders or turn pots? And so on.

The dream newsroom is so much easier talked about than designed. If granted three wishes, I might squander one of them by asking for a big, thick, richly detailed book called *Standard Newsroom Plans*.

### The Gun That Won The West

**MONDAY, FEBRUARY 25** — Samuel Colt patented what he called the "revolving pistol" 149 years ago today (1836). The Colt Revolver (or "six-shooter") was the first successful multiple-shot semi-automatic pistol, and the most significant small-arms invention of the 19th century.

1964 — Cassius Clay won his first world heavyweight boxing championship when Sonny Liston couldn't answer the bell for the beginning of the 7th round. (Clay announced his name change to Muhammad Ali the following day.)

1919 — Oregon 1st state to tax gasoline. 1913 — Sixteenth Amendment effective, power to levy income tax. 1901 — J.P. Morgan incorporated United States Steel, world's first billion-dollar company. 1885 — Congress outlawed fencing public lands in the West. 1859 — First legal plea of temporary insanity.

George Harrison 42. Bobby Riggs 67. Jim Backus 72.

### Worst Disaster At Sea

**TUESDAY, FEBRUARY 26** — The world's worst marine disaster occurred 69 years ago today in the Mediterranean Sea (1916), when the French cruiser "Provence" sank with the loss of 3100 lives.

The first airplane to fly nonstop around the world, took off 36 years ago today (1949). It was a US Air Force B-50 bomber named "Lucky Lady II," with a cruise speed of 250 mph. Air tankers refueled it several times during the 94-hour flight. (No airplane has ever flown nonstop around the world without refueling. Circumnavigating "on one tank of gas" is the last remaining significant frontier in aviation.)

1953 — First book by photo-typesetting. 191 — James Jones's novel "From Here To Eternity" published. 1919 — Grand Canyon became a national park. 1861 — Vassar College opened. 1846 — Buffalo Bill Cody born. 1829 — Bluejean magnate Levi Strauss born.

Johnny Cash 53. Fats Domino 57. Tony Randall 61. Jackie Gleason 69.

### Pacemaker Recall

**WEDNESDAY, FEBRUARY 27** — Ten years ago, the FDA announced a recall of 1241 pacemakers, some of which had already been put inside people (1975). Doctors had to call their heart patients and schedule surgery to remove the potentially-faulty electronic heartbeat regulators. Congress then passed tighter laws on pacemaker quality control, and there have been no recalls since.

1982 — Wayne Williams convicted of two Atlanta child murders. 1973 — Wounded Knee SD takeover by American Indian Movement. 1964 — City of Pisa, Italy, issued an emergency request for \$1 million in federal funds, to prop up the Leaning Tower of Pisa. The top was 11 feet off-center and in danger of falling over.

1932 — Neutron discovery announced. 1883 — Cigar-rolling machine patented. 1879 — Saccharin discovered. Ralph Nader 51. Elizabeth Taylor 53. Joanne Woodward 55. Ex-Texas Gov. John Connally 65. Actor Guy Mitchell 58. Novelist Peter De Vries 75.

### National Bachelors' Day

**THURSDAY, FEBRUARY 28** — One of the railroads on the Monopoly board, the B-and-O, was incorporated on this date in 1827. The Baltimore and Ohio was the first railroad in America authorized to carry passengers and freight.

1983 — TV series "M.A.S.H." ended. 1940 — First live TV basketball game. 1933 — Hitler issued decree suspending civil liberties in Germany. 1871 — Yellowstone became the first national park. 1854 — Republican party founded. 1849 — The California Gold Rush. The first shipment of Forty Niners sailed into San Francisco Bay. Crewmen abandoned ship to join the passengers heading for the hills to heat gold around Sutters Mill.

Bernadette Peters 37. Mario Andretti 45. Tommy Tune 46.

### Civil Rights Act

**FRIDAY, MARCH 1** — Congress passed a national Civil Rights Act in 1875, guaranteeing Negroes equal access to theaters, restaurants, and all public accommodations. Eight years later the U.S. Supreme Court ruled it unconstitutional (1883).

1980 — Gerald Ford invited a draft movement, saying Ronald Reagan was unelectable in November. 1962 — First K-mart store opened. 1961 — Peace Corps established by President Kennedy. 1932 — Baby Charles Lindbergh Jr. kidnapped; later found dead. 1867 — Nebraska 37th state. 1803 — Ohio 17th state. 1790 — Congress authorized first national census. 1791 — American colonies adopted Articles of Confederation, paving way for a federal union. 1638 — First Swedish settlers arrived in America; builders of first log cabins here.

Ron Howard 31. Roger Daltrey 41. Herb Alpert 50. Harry Belafonte 58. Dinah Shore 64.

Saturday (3-2) 1972 — Pioneer-10 launched toward becoming first manmade object to leave solar system. 1901 — U.S. Forest Service formed. Desi Arnaz 65. Theodore "Dr. Seuss" Geisel 81.

Sunday (3-3) is National Anthem Day: the Star-Spangled Banner (written by Francis Scott Key during the War of 1812) was finally adopted by Congress as the official U.S. national anthem on March 3, 1951.

Listen to this . . .

The *Odyssey File*

**WITTY, WISE, BUT WEIRD**  
Call Jim Brown Productions

(213) 392-8743 131 Ocean Park Blvd., Santa Monica, CA 90405

# Current Complete Credible

When it comes to information, broadcasters come to Radio & Records, The Industry's Weekly Newspaper. By subscribing to R&R you keep yourself informed on what's new in management, sales, personnel, promotion, music and the legislative arena. If you are a paid-up member of RAB, we'll start fifty weeks of R&R coming your way for the special rate of 190 dollars. That's twenty-five dollars off our regular rate of 215 dollars. And the special RAB rate applies to both new subscriptions and renewals. So, make the one call that gets it all now to (213) 553-4330.

**R&R** Radio & Records

1930 Century Park West  
Los Angeles, California 90067

# News/Talk



BRAD WOODWARD

## TWO MANAGEMENT VIEWPOINTS

# News/Talk Springs Ahead In Fall Book

It's a pleasure to report that the fall 1984 Arbitron numbers hold some good news for the format. A majority of stations showed improvement, not only over their most recent sweeps, but also over their fall '83 shares. And a number of stations posted gains that would be the envy of broadcasters in any format!

## Format Growth Chart

Among the News/Talk stations up at least a full share from their last books were:

- WNIR/Akron (4.3-6.7)
- WQBK/Albany (6.6-8.3)
- WCKY/Cincinnati (5.3-6.5)
- WERE/Cleveland (3.5-4.6)
- KOA/Denver (5.7-6.7)
- WHO/Des Moines (9.6-12.5)
- WWJ/Detroit (4.6-5.8)
- KMJ/Fresno (8.2-9.4)
- KGJ/Honolulu (3.1-4.8)
- WIOD/Miami (3.0-4.0)
- WOCN/Miami (1.9-3.1)
- WWL/New Orleans (4.9-5.9)
- WKIS/Orlando (5.0-6.2)
- WWDB/Philadelphia (3.4-4.5)
- KTAR/Phoenix (9.1-10.4)
- KGO/San Francisco (7.4-9.0)
- KIRO/Seattle (7.8-10.7)
- WJNO/West Palm Beach (6.4-8.5)

Comparing 12+ ratings for 109 stations to their most recent prior books, 53% picked up strength, 42% were off, and 5% were unchanged. When measured against their fall 1983 ratings, fully half of the stations were up, while 45% slipped and 5% were level.

## Programming, Host Management Tips

Elsewhere on this page, you'll find thought-provoking ideas on News/Talk management from two of the format's experts, Ira Apple and Michael Packer. Both of their viewpoints are well worth passing along.

Apple keys in on what makes a skillful talk host, with special emphasis on management's duty to provide leadership and guidance for hosts. Now a media consultant based in the Baltimore suburb of Reisterstown, Apple has 30 years in information radio, including countless hours behind the mike, as well as programming stints at WBAL/Baltimore, KDKA/Pittsburgh, WBZ/Boston and the former WGSO/New Orleans.

# Eight Tips For News/Talk Excellence

By Michael Packer

If you're searching for an excellent News or Talk programmer, look for these eight philosophies and traits that are shared by many of America's best broadcasters:

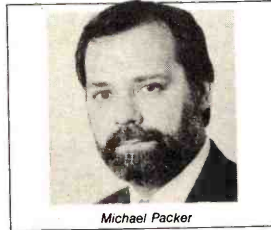
- **They have a bias for action.** Even though they're analytical in their approach to decisionmaking, they're not paralyzed by that. They do it, they fix it, they try it. They're not afraid to experiment.

- **They know the audience comes first.** Their decisions on what goes into the product, promotion, and sales is based on audience needs. If you have an audience, you have something to sell.

- **They stick close to their audience.** They learn from the people they serve, they maintain ongoing contact with core listeners. They find out why those people listen and figure out ways to get them to listen longer.

- **They encourage autonomy.** They foster leaders and innovators throughout their organizations. Develop those champions in your organization — the writers, producers, directors, talk hosts, news people, sports people. Give them all a chance to be innovative. In order to keep ahead of your competition, you've got to make sure you generate a fair number of mistakes. By taking reasonable risks and learning what works from what doesn't, the champions develop audience-grabbing programming first.

- **They garner productivity through people.** Excellent programmers treat the rank-and-file as the root source of quality and productivity. They respect the individual and see each person in every area of programming as a source of ideas.



Michael Packer

- **They are hands-on, value-driven.** The program director, news director, and sports director must be hands-on programmers. And they must instill within all who report to them the importance of providing quality programming, always putting the listener first.

- **They run a cost-efficient operation.** I'm just amazed every time I walk into an operation at how much fat and dead wood there is. I think it's important to keep a simple form, a lean staff. Avoid building a bureaucracy. You've got to be able to make decisions quickly.

- **They run simultaneously loose-tight properties.** It's important to push autonomy down to the talent, the producers, the writers. On the other hand, you've got to be a fanatic centralist around core programming values that you hold dear.

Packer is Station Manager of KTRH/Houston, which he joined last year after serving as Operations Director of WXYZ/

Detroit (now WXYT). He offers eight attributes that distinguish excellent News/Talk programmers.

## MANAGING TALK HOSTS

# Talk Needs More From Management Than "Lip Service"

By Ira Apple

Many broadcasters are looking to the future for answers about Talk radio when the answers lie in the present. The truth is that very few are now doing what should be done to make the Talk format as successful as it deserves to be. Before worrying about inventing some new and revolutionary kind of Talk, examine how you conduct your own programming now. Is it what it should be?

If Talk is to play a true role in saving AM radio (or become a factor in FM), those responsible for its production must realize what many as yet don't want to recognize — that successful talk requires commitment by the host, management, and staff!

This commitment is not just that ownership is willing to go two or three years with the format. The manager and program director must give support and leadership, both technical and moral, to the hosts. But where is that leadership going to come from? Where are the people qualified to help train and work with hosts? Not every station that programs talk shows can afford consulting, and there are only a few experienced Talk consultants available.

It's thus crucial for every person involved in every facet of Talk programming to become aware of the multitude of questions facing them, and then work toward learning the answers that apply to their specific stations, markets, and circumstances.

How are the topics for discussion chosen? When do they burn out and how does the host change them? How are the opens of each show prepared? When and why are the guests put on the air, and for how long?

## Hosts Need Critiquing

Who from the station is listening to the talk shows? Often there is no one in the station who seems to care about the Talk programming. Do you have someone qualified to critique your hosts and act as a sounding board for ideas?

Do members of the staff like talk shows? Does the sales staff listen? What is the relationship between the hosts and sales department? Are all the spots during the talk hour prerecorded or does the host have a real role in being part of the message? How are shows and hosts promoted? Are programs planned ahead of time to take advantage of promotional opportunities? At the same time, are you flexible enough to change a program when circumstances call for it?

Is the host prepared? Does he (or she) know what people are interested in? What is he doing to find out? Many hosts read a lot but remain isolated from the everyday world. Does your host get out and mingle?

Is the host interested (or does he at least sound interested) in what the callers are talking about? Is there interplay between the host and the callers or does he sound

bored by the whole thing? If most of his conversation is made up of "uh-huh" and grunts, his mind is not in tune with his audience.

During conversations with callers, does the host listen for and capitalize on cues to segue into other subjects? A sharp host will look for new topics to dovetail into to bring fresh information and stimulation into the program.

## Who's In Charge Here?

Does the host control the show or do the callers control the host and the show? The host is responsible for maintaining the vitality, change of direction, and leadership. If he normally cannot keep control with finesse, humor, and dignity, he should seek another line of work.

Is there enough variety of topics, guests, and pace to keep the program out of a rut? Many hosts worry so much about the next call being there that they're afraid to let go of a dull one. The quantity of calls is not as important as the quality, although there should be enough to allow movement. Does he depend on regular callers and allow "in" conversations and the formation of audience cliques?

## Open-Line Pitfalls

Does the host begin with a strong open that will capture attention and set several possible directions for the hour? A weak statement such as, "Well, we'll have an open discussion this hour about anything

you want to talk about . . ." usually attracts the same old callers with the same axes ground down to the handles.

This kind of opening indicates at least three probabilities: 1) that management is failing to be intelligently concerned with its most potentially powerful program and profit base; 2) the host has not prepared; 3) the program is not going to be a wide-open, stimulating, free-for-all covering what the audience really wants to talk about.

What this actually does is allow the first two or three callers to decide the direction of the show. The odds are stacked against a good one. Yet, as you listen up and down the dial, as many as 50% of the talk shows you pick up may open with the host throwing open the phones to "anything you want to talk about."

Anyone can answer the phone, but how many can make a high percentage of calls really work? A successful host will understand that each call is in itself a mini-program. Each should have a catchy beginning, some rising expectations, occasionally a little drama, and a satisfactory climax.

The ability to weave through the calls, the controversy, and the information; the sensitivity to know when and how to end the poor calls; the judgment to cut losses and move on; and the skill to take the program from hot to trivial — these take more than a scholar or a showman. They require a host who works at always being interested, and alert management that's willing to pay more than lip service to Talk radio.



# How interesting is your radio station on the weekend?

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

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

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

If you want the ED BUSCH TALK SHOW that's all you have to take. There is no spot inventory outside of the program *and we don't*

*make you carry any other programming.* You don't even have to be an AP radio affiliate to carry the show! The ED BUSCH TALK SHOW is live via satellite every Saturday and Sunday from 4 to 8 p.m. eastern time. But if that doesn't fit your schedule, you can move it. Each hour of the program is a complete show in itself. If you run sports, you can join it in progress without making your listeners feel they have missed a thing. And we think Ed Busch just happens to be the best at what he does. Obviously so do some pretty important people in our business.

The surprisingly affordable  
ED BUSCH TALK SHOW.



The Ed Busch  
Talk Show

Call Pat Hazan collect at (202)-955-7243 for details.



Associated Press Broadcast Services

# Contemporary Hit Radio



JOEL DENVER

## PROFILING KHFI AND Q100

### A Look At Some Medium-Market Monsters

Ah, for a return to the good life. You know, a market where hits are hits, and scoring big in the book means scoring *really* big. Such is the way of radio at KHFI (K98)/Austin, which leaped 11.6-16.0 for its highest 12+ share in years. And then there's Q100 (WQQQ)/Allentown, PA, which jumped 7.2-10.8. But those numbers aren't even the half of it (see "Devastating Demos").

But who are the programming geniuses behind this new-found station popularity? At KHFI, it's Waylon Richards, who arrived in September following a personality stint at B104/Baltimore. Waylon previously spent a year programming against B104 at WQSR, and earlier worked afternoons for five years with WPGC/Washington. Q100's Bryan Geronimo arrived last July after programming WAYY/Atlantic City, where he also handled afternoons and some AE duties. Bryan replaced Dave Dillon, who left for A/C-formatted WEZS/Richmond.

#### State Of Confusion

Nothing is worse than coming into a radio

station that's been without a PD for a number of weeks or (gulp, and gulp again) months. This was the scenario at KHFI, as Waylon succeeded Roger W. Garrett, who'd returned to KRBE-AM & FM/Houston three months earlier.

Despite input from consultant Ed Shane, Waylon found "a lot of confusion, misdirection, and very little positioning at KHFI, despite the fact that it was the only CHR in the market. Other stations, such as A/C KEYI and KOKE, as well as AOR KLBJ, were eating into us. Something had to be done," he recalled.

To make matters worse, longtime KFHI MD/morning man Ed Volkman had resign-



### Q100 Cleans Up With Aggressive Music

When Bryan Geronimo joined Q100, he observed that the market sounded pretty much the same from station to station. To further define a distinction between stations, Bryan bucked the formerly-held idea that the area didn't like Black crossovers. "This market is just up the road from Philadelphia, and they love to dance there. We've always been influenced by that market, but many programmers chose to ignore this fact," he noted.

By mixing these crossovers into an aggressively-positioned playlist, Bryan's been able to key right in to the active listeners. He uses high-visibility methods to maintain their attention. "Our van is always out there; we blitzed every high school in a single month. While other stations charge money for their concert trips, we do it all for free. We took buses to Philadelphia to see concerts with the Jacksons, Huey Lewis, Bruce Springsteen, and several others. We did so many promotions with our jocks that they were close to burning out, but they hung in and have felt the rewards.

"Our morning guy, Uncle Bob, is really off the wall; he's the David Letterman of radio. Uncle Bob's like a clean bad-boy. He tried to get nuts to listen, so he called a convent. He's even called Nancy Reagan for a date. Bob once told the audience that a new subway was opening, and handed out free tokens to this nonexistent subway."

Regarding contests, Q100 gave away over



\$15,000 in cash for "messing up" on their "Music Guarantee" of ten songs in a row at \$100 a shot, doubling the money on Thursday. Q100 has an album coming out called "Future Flamethrowers," featuring local bands who vie for an MCA recording contract as the grand prize. The station takes entire offices to lunch and just about anything else that's fun to do. "I've been called a bit of a maverick. I may get shot down a bunch, but we are really trying to go for whatever we can get. All the long hours have paid off."

## KHFI (Almost) Owns Austin



How do you turn heads quickly in a market the size of Austin? PD Waylon Richards simply made KHFI "the most fun-sounding station in town. If (Country) KASE hadn't also had a great book (12.7-17.5), we'd have been on top of the whole market. We did 'Quick Cash' each hour and after-work parties. There were K98 'Coffee Breaks,' where we send coffee and donuts over to an office. We had a 'Joke Of The Day' and everything else that would put a smile on people's faces."

On a larger scale, KHFI was involved in a Halloween House promotion which drew over 100,000 folks; the event closed off 12 blocks of the downtown area one evening. "It took me 20 minutes to walk from my car," joked Waylon. "And with a van coming, there is more visibility on the way. I'm really pleased, since we didn't even have everything in place in the last book. I think Austin was a town waiting for something exciting to happen."

"We do a lot of outside appearances such as rat races and kite-flying contests. My personalities realize they can't be paid for every appearance. Rather, they see each one as an investment in their future, where it be here or anywhere else."

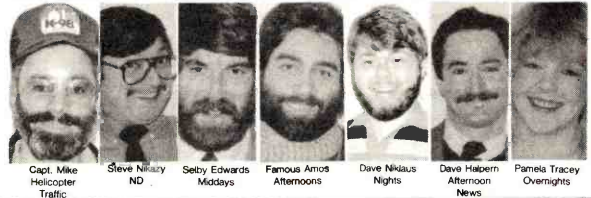
#### Learning How To Win

Within the realm of formatics, Waylon combined six stopsets an hour into four to allow for a higher music profile. He also convinced management to spend money on TV spots. Competitors KASE, KOKE, and KVET were on the tube as well, and all of them outperformed KFHI. With billboards Waylon was able to ex-



tend his impact, and he plans to keep the momentum rolling. "If someone picks up a rock, I want K98 to be visible under it."

Putting a winning station together takes a ton of time and patience. "I've worked with everyone on how to do personality in moderation, and have given each individual the opportunity to be creative within certain guidelines. I've also worked to educate my staff to visualize who they're talking to and what each programming element is designed to accomplish. As a result, the public picks up on everything we do almost immediately, certainly faster than any other station I've been with."



ed shortly after Waylon's arrival to do mornings at KITS/San Francisco. So what does a guy from the East Coast do when he's never lived in Austin before and one of his most valuable supporters moves on? He just falls back on his gut, digs in, and goes for it.

#### All The Hits And More

Realizing that KHFI was in the midst of a downward trend (15.5-13.6-11.6), Waylon knew it was time to reposition things. Waylon adopted the statement "All Hit Music And More" for starters, and then revitalized the on-air staff with some new faces, fresh energy, and a determination to develop a winning attitude in the station. Part of the repositioning included the music, which became slightly more broad-based in that some logical dayparting was instituted, but not enough to make the station sound radically different from one daypart to another. Waylon describes his station as "conservative, but not waiting for 'Breaker' for the smashes."

Part of the airstaff rejuvenation included bringing in Famous Amos for afternoons from KCAQ/Oxnard, and Johnny Edwards (known as "J.R. In The Morning") for mornings from KKRZ/Portland. J.R. (what better name for Texas?) became the focal point of a Zoo-type approach. In addition, Darlene Lewis was added as a sidekick, and the wit of News Director Steve Nikazy became a vital part of the mixture.

To complete the package, KHFI became promotionally active. Adding helicopter traffic, a van, billboards, TV spots, and

## Devastating Demos

How well are KHFI and Q100 doing in the ratings? Both are solid number two in the 12+ category. In teens, KHFI has an unbelievable domination with better than a 62 share! Q100 is no slouch either, with just shy of a 50 share in teens. With such huge teen shares and the solid adult demo listed below, both stations should be bringing in plenty of revenue.

	18-34	25-49
KHFI	#1	#1
Q100	#2	#2

some creative, theater-of-the-mind contests, Waylon managed to take K98 to number two in just one book, reestablishing a winning tradition for the station.

#### Q100: Stirring A Stagnant Market

Bryan assessed the problem with Q100 as being "just another station in the middle of a stagnant market." His first move was to "shake things up a bit and let the people know we were here. After all, the market can hear CHR from Philadelphia, New York, Trenton, and nearby Wilkes-Barre if they want to. We had to wake 'em up and make sure the folks in the Lehigh Valley tuned us in."

Continued on Page 36

# Two Of The Year's Biggest Stories!



## SADE "Smooth Operator"

FIRST WEEK ADDS:

94Q	WKRZ-FM	WRQN	WSQV	Y94
WGCL	WTLQ	KEYN-FM	WCGQ	WRKR
KMJK	WBBQ	KSND	Q104	WSPT
KMEL	WZLD	KIKI	WPFM	KGOT
Q100	KSET-FM	KQMQ	Z102	KCDQ
WLAN-FM	WOKI	KHOP	KKQV	KBIM
WPST	WKFR	KSKD	WHSL	SLY96
				OK95

From Her Debut Album "DOUBLE LIFE"



## ISLEY, JASPER, ISLEY "Kiss And Tell"

WNYS	WFLY	Y106	WJBQ
CKOI	WVSR	WKDD	WYKS
WCAU-FM	WERZ	KZIO	T94
94Q	WKEE	WJXQ	WGLF
Z93	WLAN-FM	KJ103	WHSL
WCZY	WTLQ	KOFM	
KKRZ	WBBQ	KF95	
KMEL	KWIC	KKFM	
KPLUS	KZZB	KSND	
	WJZR	KMGX	
	WNOK-FM	KIKI	

CBS ASSOC. RECORDS

**CHR NEW & ACTIVE**

Now On Over  
80 CHR STATIONS  
INCLUDING:

# A Look At Medium-Market Monsters

Continued from Page 34

In analyzing the fruits of his staff's labor, he added, "We really hit (A/C) WLEV (11.5-9.7) and (AOR) WZZO (11.3-9.2) hard this book. On the streets, it came back to us that WZZO got a bit panicky. Both stations moved a little closer toward us in sound (getting a bit more CHR), which was a mistake, as they both fell in the numbers."

Bryan gave credit not only to "a great airstaff," but also to GM Jim Shea. "He's a young, aggressive guy whose thoughts on promotion often run parallel with mine. Jim



hates to lose as much as I do. He's very enthusiastic and puts a lot of trust in the programming department." Jim Shea was previously GM at WKRZ-FM/Wilkes-Barre, which under his guidance also skyrocketed in the ratings.

### Staying In His Own Backyard

While pointing out how competitors moved closer in sound to attack Q100, Bryan remained very careful not to overreact to them. "I tell my staff to stay in their own backyards. We're not going to beat anyone by looking over our shoulders. The other guys can do what they want; I just want to keep doing what we're doing. Q100 is out to bury everyone. Next time, I want to beat everyone by three or four shares."



**UP TO THEIR ARMPITS** — WMAR PD Ralph Wimmer and morning man Mike Frazer found themselves literally up to their armpits in votes when WMAR sponsored a High School Spirit Contest. The winning school turned out 37,000 votes in its favor and won a three-hour dance featuring local Baltimore band Vison.



**LISTEN FOR THE LICENSE NUMBER** — This listener won a brand new Toyota truck during WLQ-FM/Minneapolis's "Super Sticker Giveaway," which so far has produced over 100 winners. The gifts include cash, vacations, shopping sprees, and all kinds of other goodies, including this truck and a Porsche 944.

JANUARY 28, 1985

## FLAMING 40

# 1

# Q100

FM RADIO

RYAN GERBERD, P.M.

TIME	TITLE	ARTIST
11	I Want To Know What Love Is	Foreigner
12	You're My Inspiration	Chicago
13	Easy Lover	Philip Bailey/Pat Collins
14	Like A Prayer	Madonna
15	Blind Of Summer	Don Henley
16	Caravan With You	Warren
17	I Wanna Die A V	Prince
18	Loversby	Billy Ocean
19	Shag Bitch	Shirley Bassey
20	Mercy Of Modern Love	Hip & Oates
21	Mooney Dance	Mooney Sings
22	Can't Fight This Feeling	REO Speedwagon
23	Wanted	Kool & The Gang
24	Margate # 3	Duke Ellington
25	Can't Be The Heart	Quincy
26	Rockin' Heart	Steve Perry
27	Love Light In Flight	Steve Wonder
28	Overjoy	Midnight Star
29	Money Changes Everything	Cyndi Lauper
30	Solo	Anderson & Sheppard
31	Turn Up Your Radio	Autograph
32	Tenacious	Country Public
33	California Soul	Stevie Nicks/Rick
34	Mr. Telephone Man	Tommy Stinson
35	Head In The	Tommy Stinson
36	Jumpin' Out	Cher
37	Lower Girl	Tommy Stinson
38	On To Japan	Eric Clapton
39	One Of Those	Paul Simon
40	Rockin' At Midnight	Herbie Hancock
41	Kissin' At The Radio	Stevie Nicks
42	Southbound	Yamaha
43	The Streetsiders	John Caffery
44	Old Man Swan By Road	John Fogarty
45	High On The	Shirley
46	Private Sanchez	Eric Clapton
47	Travlers	John Fogarty
48	Naughty Naughty	John Fogarty
49	Somebody's	John Fogarty
50	Somebody's	John Fogarty



**RADIO AID** — Z106/Philadelphia recently conducted a "\$1000 Band Aid Weekend." Each time "Do They Know It's Christmas" was played, Z106 awarded \$106 to the 50th caller and matched that figure with a donation to the Red Cross Ethiopian Famine Relief Fund. Pictured at the check presentation are (l-r) Z106 Promotion Director Matt Farber, Red Cross member David Denton, Z106 GM Bill Phippen, and PD-Steve Davis.

## Bits

• **Guessing The Crime** — CHUM/Toronto is sponsoring a "Celebrity Suspect Contest." Every day, "James Bond" goes on-air to give out four clues that describe a crime committed in a hit song. When the song is played, some lucky listener gets the chance to guess the artist, title, and crime committed. A correct answer wins \$5000.

• **Working For The Weekend** — WKAU/Appleton-Oshkosh is working on weekend listenership by hosting all kinds of contests and special themes lasting Friday through Sunday. The station first aired a "Rock Quiz" weekend, then a "Mystery Power Play" weekend (listeners must find the clue linking two songs played back-to-back; e.g., "Footloose" & "Let's Hear It..."). The latest is an "Autograph Autograph" Weekend, during which WKAU awards an LP by RCA's Autograph every hour; every fifth winner receives an autographed Autograph LP.

• **Cheerio!** — Q107/Washington D.C. is sending two listeners to Great Britain to meet Duran Duran and sit in on a taping of the band's new TV special. The winners, who were randomly chosen from hundreds of registered listeners, will spend five days and four nights in London.

• **It's The Year Of The Woman** — KAAM & KAFM/Dallas are cosponsoring "Year Of The Woman" with the help of various local and national participants. The plan features a series of monthly programs held throughout 1985. Topics include nutrition, marriage, time management, safety, stress, motherhood, careers, divorce, and many others.

• **Got Any Favorites?** — KIIS-FM/Los Angeles is playing L.A.'s favorites in a nightly feature called the "Top Eight At Eight," a countdown to the number one request of the day. Listeners are encouraged to call in the songs of their choice, and an hour or so before 8pm, the requests are tabulated into a formation of sizzlin' Hot Hits.

## Motion

KPKE/Denver weekender Cliff Brothers is promoted to overnights, while afternoon driver Chris Knight is promoted to MD.

Tim Peters moves across town from KEYN-FM/Wichita to KKRD's AM drive... Steve "Ironman" Williams is promoted to Assistant PD at WIXV/Savannah... With Roger Gaitner becoming PD at KXX106/Birmingham, MD Leo Davis is now PD/MD at Q104/Gadsden... Pete Nininger is overseeing operations at Virginia Broadcast Group's newest acquisition, WKDQ/Evansville. Corporate consultant Bruce Clarke is acting PD, former PD Ron Payne is keeping an afternoon airshift, and former Assistant PD Dave Westridge is staying on for middays... WROK/Rockford parttimer Riley O'Neil takes on 2-6pm fulltime at the station. He replaces Bill Shannon, who moves to WLTE-FM/Minneapolis for PM drive/Production Manager.

KDSR/Williston, ND names Pat McCrummen PD, Scott Oachs MD, and Mark Allen Production Director... WCZY/Detroit hires four new part-timers: Paul Richards from WTWR-FM/Monroe, Shelly James from WCRZ/Flint, "Dancin'" Danny Schaefer from WRQN/Toledo, and Mark Hamlin from WKLO/Grand Rapids... At WJZR/Charlotte, Panama Jack leaves 6-10pm for the Production Director slot, and the new lineup begins with "The Animals and Jack Daniels" in the morning, David Stone from Z104/Frederick in middays, PD Bob Chrysler on afternoons, "Van Man" Radford in the evenings, Sonny Chase handling nights, and Mike Stevens working overnights. New to news at the station is Tony Wike from crostown CHR WROQ. Congratulations to KBFM/McAllen-Brownsville GM Lon Bason, whose wife Chris gave birth to Patrick Neal on January 17.

Former KHJ/Los Angeles legend the Real Don Steele debuts March 4 on KRLA/Los Angeles in afternoons, and PD Mike Wagner will do mor-



Real Don Steele Mike Wagner

ings on the Gold outlet... Michael Foxx leaves nights at FM102/Sacramento to become the night rocker at Z98/Tampa... Steve Ketelear adds Promotion Director duties to his evening shift at KKRQ/Iowa City-Cedar Rapids, IA... Kevin Gossette joins WNCI/Columbus for middays/production from KEYN-FM/Wichita... Rick Allen to KKL5-FM/Rapid City for PM drive, replacing Charlie Douglas who moves across town for afternoons at brand new CHR KGGG.

Bay Area veteran Steve Taylor joins KWSS/San Jose for afternoon drive... Dave Laurie returns to 99KG/Salina, KS as Director/Station Operations... Kevin McCormick leaves mornings at KJ103/Oklahoma City for overnights at K101/San Francisco. Replacing him is Bo Chase, former morning man at KELI/Tulsa... Bob Gelms is working PM drive at KLIK/Davenport... Larry DuPois is promoted to Operations/PD at KSXO/Redding... KMGX/Fresno morning team member Deborah Catlin moves to fulltime production/weekends; Richard Cano relocates from KC139/Modesto to fill her slot.



**BAILEY VISITS KPKE** — Philip Bailey visited the KPKE/Denver studios to promote his single "Easy Lover." Shown here (l-r) are KPKE PD Mark Bolke, Bailey, and former KPKE PD Tim Fox (now programming WKTI/Milwaukee).

# GEORGE BENSON

**"I JUST WANNA HANG AROUND YOU"**



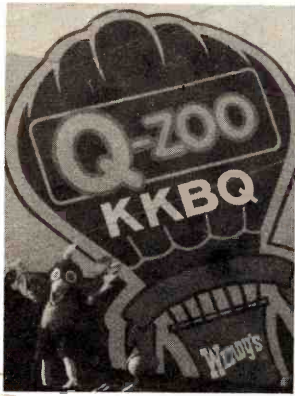
**THE SECOND SINGLE  
FROM THE SMASH LP 20/20**

**FEATURING MICHAEL SEMBELLO AND PATTI AUSTIN · PRODUCED BY RUSS TITELMAN  
FOLLOWING THE TOP TEN SUCCESS OF "20/20" ON A/C AND BLACK/URBAN CHARTS**



© 1985 WARNER BROS. RECORDS INC.

# CHR PICTURE PAGE



**HELLO DOWN THERE!** — KKBQ/Houston's Tookie Bird spent some time above his immediate world recently when he danced, waved, and stopped freeway traffic to show them Houston's newest billboards — a la KKBQ! It took over two hours to convince the Tookie Bird that life does not revolve around billboards, and he didn't give in until he was promised a larger-than-life hamburger!



**ALL CASED IN** — WITZ/Jasper, IN, in conjunction with the Jasper Optimist Club, sponsored a March Of Dimes fundraiser that included the sale of over 911 cases of Coke products! PD Gene Kuntz is shown trapped inside the "Coke Prison," where he remained until enough cases were sold to release him.



**LOOKING FOR MR. PUNIVERSE** — KIMN/Denver found the puniest man in Colorado and crowned him Mr. Puniverse! Gathered together after the coronation are (l-r) the KIMN Chicken, Mr. Puniverse 1985, first runner-up Christopher Carroll, and KIMN emcee Steve Keiley.



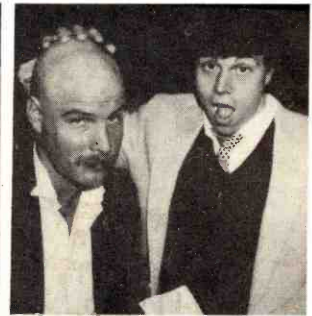
**MEET THE BOOZE BROTHERS!** — WZOK/Rockford held an outdoor concert to thank the town for its number one ratings. Partying backstage with opening act the "Booze Brothers" are (l-r) WZOK PD Geoff Davis, Joe Larson, Steve Summers, John St. John, Lisa Dent, Chuck Doyle, Ted Schultz, and John Arthur.



**IT'S HER NIGHT** — Y106/Orlando PD/MD Jim Steal emceed the New Year's Eve show at Walt Disney World's Epcot Center and had the pleasure of introducing a number of guests, including Chaka Khan. Here they are toasting the evening with some help from Chaka's dancers.



**WBNO HELPS LISTENERS GET LEIED** — WBNO/Bloomington sponsored a "Follow The Leader To Hawaii" contest where five lucky listeners won a Honda Spree, and then registered for a vacation in Hawaii. Pictured here (l-r) are WBNO Promotion Director J.D. Scott, grand prize winner Janice Workman, Midwest Travel rep Connie Kentner and Alan Bruhl of Southgate Honda-BMW.



**JOCK LOSES HAIR OVER LISTENERS** — WLRW/Champaign, IL challenged its listeners to donate at least \$500 in an evening to the Muscular Dystrophy Association. In return, jock Dave Fulgham promised to shave his head if the goal was reached. Here are the results with WLRW morning personality Ian Case testing out the new surface.



**FOOTBALL FANS CONNECT** — KFRC/San Francisco helped keep Forty-Niner fever high by sending a lucky listener to Super Bowl XIX. The winner was also awarded an official NFL football autographed by Super Bowl MVP Joe Montana. Shown here is KFRC Creative Services Director Vicki Mann (l) with winner Jeff Duffy and his daughter.



**BILLY OCEAN IS #1!** — One of Billy Ocean's first stops during his current tour was WKRZ/Wilkes-Barre. Shown here (l-r) are WKRZ PD Don Hallett and Billy Ocean.



**OCEAN FLOWS IN COLUMBUS** — Billy Ocean was greeted by several Columbus friends after a recent performance. Pictured (l-r) are Robbie Carroll, WCGQ PD Ralph Carroll, Ocean, and Arista local rep William Leroy Lemmons.



**I WANT CRUNCHBERRIES, NOT BRANI** — Here's 92-KTU/New York morning man Jay Thomas (l) sort of smiling with his favorite militiaman, Sgt. Slaughter. Okay, give me 100 stups and 50 pushups on the double, or you're on KP for the week. We hear Slaughter is helping 92-KTU put the muscle on the competition. It's ratings or else, eh guys?!



**FINALLY, A RESPECTABLE GUEST** — America's inaugural Entertainment Committee invited Q107/Washington's morning team, Elliot & Woodside, to an after-inauguration party in honor of all the celebrities involved in the inaugural proceedings. Here's Q107's Jim Elliot meeting with the celebrity of the day, President Ronald Reagan.

# Double CHR Breakers



**YOU CHOSE THE WAY  
YOU WANTED TO PROGRAM**



## DeBARGE

**“Rhythm of the Night”**  
1770GF

**CHR BREAKERS**

189/45-74%

CHR CHART: DEBUT **39**

**A/C BREAKERS** **22**

**Black/Urban**

**BREAKERS** **31**



## COMMODORES

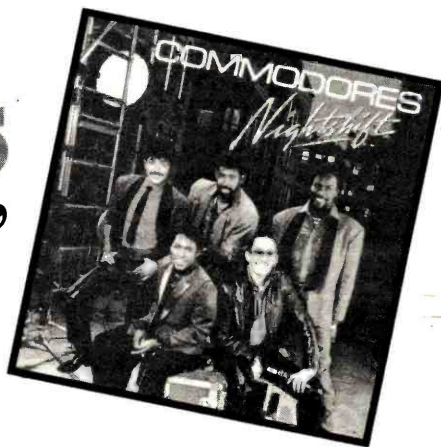
**“Nightshift”**  
1773MF

**A/C BREAKERS** **10**

**Black/Urban:** **2**

**CHR BREAKERS**

155/30-61%



**WHEN YOU CONSIDERED YOUR LISTENERS,  
YOU CONSIDERED MOTOWN BECAUSE....**

**MOTOWN DELIVERS, ALWAYS HAS . . . ALWAYS WILL.**





STEVE FEINSTEIN

## WHAT'S IN THE NAME

# Rethinking What "AOR" Means

There seems to be confusion in some quarters as to what it means to be an AOR (Album Oriented Rock) station these days. The confusion reflects the turmoil and self-questioning the format's been through recently.

Musical adjustments made by some stations have left them wondering if they even should still be considered AOR stations. In particular, some that play a fair amount of CHR hits feel they're different from most AOR stations and are not sure they fit in with the format anymore.

To compound matters, some PDs and GMs are uncomfortable with the term "AOR" because to them it connotes a hard rock headbanging approach that paints all stations under its banner into a 12-24 demographic corner. They don't want to be associated with that style of radio when they're concerned with broadening their stations' appeal in order to capture upscale advertisers.

The term also strikes some people as outmoded and inaccurate. Outmoded because the days of the format heavily favoring album cuts over singles are long gone. Inaccurate because the music comes from many sources other than just albums — CDs, singles, 12's, cassettes, tapes, etc.

Combine these concerns with the bad-rapping the format's suffered at the hands and pens of vindictive detractors and it might seem that calling the format by another name would be a timely idea. Perhaps a new name would wipe the slate clean and make for a fresh start.

Would the simple, straightforward "Rock Radio" do the trick? Nope — too general. CHR plays rock; couldn't it be considered "Rock Radio," too? Other phrases that have been banded about — "Rock Hits," "Contemporary Rock Radio," "Hit Oriented Rock," "Selected Hit Radio," "Contemporary Album Rock" — are either unwieldy or too close to CHR.

Actually, changing the name of the format isn't addressing the real problem, which doesn't lie with the term itself but in how it's come to be interpreted. We need to remind ourselves of what AOR was originally intended to mean. Rather than signi-

fying any one particular music mix, it was meant to be an umbrella term that took in a variety of different musical approaches within the rock arena.



WINTER WONDERS — Famous for its "best bodies on the beach" summer contests, WWTR/Ocean City moved the festivities indoors for a "July in January" competition. Winners copped cruises to the Bahamas. From left, personality Batman (in background), a runner-up, PD Richard Remsberg, and the two corporeal cuties.

Somewhere along the line we got confused and lost sight of the fact that the AOR community has always included a wide variety of approaches. These pages have fea-

tured reporters of every stripe, from "soft rock" stations to tight-listed hybrids to freeform progressives.

Unfortunately, when the format took a turn for the modal in the late '70s, the term "AOR," to most observers, became synonymous with a hard rock approach. But stations outside the modal arena didn't shrivel up and die, they continued with their own style of AOR.

In fact, much like the Adult/Contemporary format includes variations ranging from full-service AM giants to "more music, less talk" light rock offerings, AOR comes in a variety of styles, including:

- Hard-Rockin' (KGB/San Diego; WRIF/Detroit)
- AOR/CHR Hybrid (WMMS/Cleveland; WIMZ/Knoxville)
- Eclectic (KBCO/Boulder; WXRT/Chicago)
- 25+ (KINK/Portland; WIOQ/Philadelphia)
- Modern Rock (KROQ/Los Angeles; WLIR/Long Island)

The music these stations play may vary dramatically from one another, but they're all AOR because of one common characteristic — they play more than just the "hits." Regardless of its approach to the format, an AOR station employs a body of music — tracks other than those released as singles — that other formats' structures generally restrict them from playing.

### The Crossover Question

The most searching questions about format designation concern stations that have adopted a hybrid stance and play a high percentage of CHR crossovers. Does that automatically make them more CHR than AOR?

No. Playing CHR crossovers in and of itself doesn't turn an AOR into a CHR, just as a CHR that plays many a record that started on AOR radio doesn't automatically become an AOR. It's the context in which those crossovers are presented that separates an AOR from a CHR.

Besides substantial differences between the two formats in jock style and overall station tone, most CHRs will play strictly single releases, while an AOR will be likely to continue playing album cuts in addition to CHR crossovers. Also, AOR plays more library material than CHR, including classic album tracks that have stood the test of time and upper demo appeal.

How important are these format labels anyhow? If all format designations were thrown out the window, the radio industry would still roll merrily along. I'll not disagree with the contention that trade papers and record companies benefit from the convenience of format labels more than stations themselves do. I also look kindly on the notion that truly great radio stations are

## Reporting Status Criteria: Why & How

As the fall ratings are reviewed and the list of AOR reporters updated, it's a good time to clarify the criteria used to determine reporting status. Understanding the criteria will give you a clearer picture of R&R's methodology and the part it plays in providing you with the most accurate and useful music information available.

### Reasons For Having Criteria

First, why have criteria; why doesn't R&R take reports from every AOR station? There are practical reasons, of course — we only have so much time and manpower to take reports over the phone, and only so many pages in the paper on which to print station playlists. (Note that we print the playlist of all our AOR reporters, from the largest market to the smallest.)

More important, though, are the philosophical reasons for the criteria. R&R's reporter policy has always been to focus primarily on ratings dominant stations in markets surveyed by Arbitron.

We concentrate on stations that are successful in attracting the biggest audiences in their markets; therefore our charts reflect the music heard by the greatest amount of listeners. This makes our music information all the more valuable to both sides of the industry — radio stations, which rely upon it as a tool for programming decisions, as well as record companies, which use it to gauge their promotional efforts and as a guide for their marketing campaigns.

### Arbitron: The Main Criterion

Reporting status is determined primarily by the most objective yardstick available — Arbitron ratings results. We use Arbitron numbers because they're the industry standard by which station performance is generally judged and the majority of advertising purchased... as well as careers advanced or derailed.

Since R&R concentrates on stations in the most populous markets, it follows that the vast majority of our reporters are in markets that Arbitron deems profitable enough to survey. Other than to provide for geographical representation of a large area (usually an entire state) that would otherwise have no reporters, rarely will a new reporter in an unrated market be admitted. Most of the tenured AOR reporters in unrated markets were admitted in an era when the format was unrepresented in their region.

### Ratings Review

After each sweep the ratings of both stations applying for reporting status and current reporters are reviewed. Applicants for reporting status must demonstrate that they've made a significant impact in their market before being admitted. Current reporters must continue their track records of healthy ratings in order to maintain their reporting status.

### New Reporters

Stations that have switched formats must wait until they've achieved one book of significant ratings in their new format before they're admitted as reporters. Stations that have recently signed on the air must also have a full book under their belt. This applies regardless of market size — in the CHR ranks, for instance, WKTU/New York was admitted only after its first full book after switching to CHR, while on the AOR side of life, WRDU/Raleigh waited to become a reporter until it received its first book after signing on.

### Current Reporters

If a current reporter's ratings position drops dramatically or declines steadily over a number of books, the station may be lowered a parallel or have its reporting status suspended. Also, a station at a significant ratings disadvantage to its in-format competitors in the market may be lowered a parallel. A station's reporting status or higher parallel is restored as soon as its ratings improve.

### Ratings Requirements

Both 12+ share and demographic rankings are dramatically considered when reviewing a station's ratings. Generally, reporters are expected to meet at least one of the following conditions:

- Achieve a 12+ share competitive with their market's other contemporary stations.
  - Rank #1 or #2 in a key AOR demo.
- Additionally, a station is expected to have at least ratings parity with out-of-the-market AOR signals that show in its book.



HAGEN DAZE — Nina Hagen's "Salute To Glitter" shows in Los Angeles inspired a meeting of the minds among (l-r) Devo's Mark Mothersbaugh, Hagen, and KROQ's Rodney Bingenheimer, who M.C.'d the event.



Meet some of rock's greatest minds over breakfast

Start with  
**SIMPLE MINDS**  
"DON'T YOU  
(FORGET ABOUT ME)"

7-inch (AM-2703) and promotional 12-inch (SP-17304)

Produced by Keith Forsey



**CHR NEW & ACTIVE 83/32**

AOR Track **16**

AOR Album Debut **17**



© 1985 A&M Records, Inc. All Rights Reserved.

The first single from  
**THE  
BREAKFAST  
CLUB\***  
(SP-5045)

The original motion picture soundtrack.

An A&M Films/Channel Production.  
A Universal Picture.

\*Produced by Keith Forsey/David Anderle/Steve Goldstein/Gary Chang

On A&M Records, compact discs and BASF chrome cassettes.  
See the **SIMPLE MINDS** video on MTV

# Rethinking What "AOR" Means

Continued from Page 41

one-of-a-kind animals that transcend format labels anyway.

These format designations are simply a form of shorthand to describe the general ballpark in which a station is playing. Like

most labels, they're imperfect. But AOR still works because the "A" — albums and the musical depth a station obtains from playing tracks other than just hit singles — represents the characteristic that both separates the format from others and unites the various approaches within the format. As a bonus, "AOR" also lends itself nicely to another phrase that describes the format's emerging demographic direction — Adult Oriented Rock.

## Reporting

Continued from Page 41

### Other Considerations

Though ratings are the primary determinant of reporting status, they are not absolute. Other considerations include:

• **Market size** — A station in a fragmented, competitive major market can still have a significant audience and quality for reporting status while not necessarily being ratings-dominant.

In smaller markets with two AORs, one of which is significantly ahead of the other, generally only the leader will have reporting status.

• **Uniqueness of format** — Occasionally, a station with a unique playlist may be admitted as a reporter even though it's not ratings-dominant. However, the station's ratings must either be on an upward trend or show stability over a number of books.

Usually limited to stations in market sizes of P-1 and P-2, these stations are assigned a parallel lower than their market size would otherwise dictate — stations in P-1 markets become P-2s and those in P-2 markets become P-3s.

• **Geographical balance** — In order to represent a region, a station with less than dominant ratings may be admitted as a reporter. These stations will also be classified a parallel lower than their market size would otherwise dictate.

### Fairness

These criteria are guidelines rather than absolute laws, and their application is often a matter of interpretation rather than rigid adherence. We appreciate that reporting status is important to all stations and critical to many, and try to balance being as generous and compassionate as possible while maintaining the standards that keep our music information credible. To insure that the criteria are applied fairly and dispassionately, all decisions are reviewed with the paper's senior editors. If you ever have questions regarding R&R policy, please feel free to discuss them with us.

In short, the term AOR allows for a number of different presentations, and in no way should be construed to represent only what was once called the "modal" approach. And membership in the AOR club isn't determined solely by whether or not you embrace CHR crossovers. It's how AOR frames those records that gives the format its backbone and sense of musical heritage.



**WARRIORS WACKINESS** — CHUM-FM MD Wayne Webster is flanked by two reps prepared to battle for Toronto's Warriors. Attic Records' Ralph Alfonso is ready on the left and A&M Canada's Pat Ryan stands guard on the right.



**MAIDEN SLAVES MINE IRON GOLD** — KISW/Seattle gave two contest winners the gift of gold — gold Iron Maiden albums. From left, a winner, Capitol's Stan Foreman, winner, MD Steve Slator, and the band's Bruce Dickinson.

## SEGUES

John Sebastian signs KEZX/Seattle as his first major market EOR client with a full signal...  
KSHE/St. Louis inks Bob Hattrik for research services, while retaining Jeff Pollack as programming consultant...  
KRRN/Anchorage returns to AOR after a (cold) spell as Country.  
KGGO/Des Moines midday man Bryan Jeffries leaves for a programming post at KFMZ/Columbia, MO...  
KQR/San Francisco MD Lisa Novak upped to Assistant PD...  
WCCC/Hartford MD Gregg Neavins exits. Call PD David Grossman for a shot at an Assistant PD post...  
Kerl Garden named KUFO/Odessa MD...  
Karen Hewko appointed CFOX/Vancouver MD...  
MD Jay Sisson has left WOVE/Chattanooga and can be reached at (404) 733-9724.  
Alan Dumas joins KBPI/Denver mornings from sister KNUS, while Cindy Spicer leaves KBPI nights for crosstown KPKE...  
Dan Mitchell from KADE/Boulder takes on KAZY/Denver middays...  
Beth Kepple leaves her midday/Assistant MD posts at WLVO/Columbia to relocate in Atlanta...  
Mandrax The Magician exits afternoons at KSJO/San Jose and can be reached at (408) 559-1066. The station's new morning team is Bob Yates from WLTE/Minneapolis and Brian Rhea from KEZR/San Jose.

## Feedback & Follow-Up

What you read in these columns is never the final word on a subject. Here's some additional thoughts on recent topics.

### Diary Dilemma

After reading the 11/30/84 column on whether Arbitron methodology hurts AOR, WIYY/Baltimore PD Chuck DuCoty called to say he's wary of higher premiums for 18-24 males as the solution to the under-sampling of that demo. "I don't think putting five dollars in a 20-year-old's hands is going to make him fill out the diary. He may be more likely to return it, but if he doesn't fill it out, we're in worse shape than we were when he didn't return it."

"We're better off with well-filled-out diaries from four or five people than a larger number of diaries with very little or no listening in them. If we get more returns from 18-24 males and that per-person diary value lowers, and the amount of quarter-hours written in doesn't increase proportionately, then our shares will go down."

### Callout Comments

A staunch defender of callout research, WQFM/Milwaukee PD Andy Bloom responded to the 11/23 column in which promotion execs decried stations that drop records by artists who sell but don't research well. Bloom feels record companies should work harder to boost the sales of turntable hits by new artists and not spend as much time bemoaning established acts like U2 not getting enough airplay when they research poorly.

"Record companies should be spending more time listening to radio guys who tell them an act is researching well," says Bloom. He claims that strong concert promotions in Milwaukee for the debut albums by Dokken and Streets boosted local sales

for these two acts well above the more modest levels in the rest of the country.

He also points to Bryan Adams and Whitesnake as artists who took time for sales to catch up to initial positive callout results. "Record companies can bring these kinds of acts home and make them more than just callout records if they provide the right image support."

As to why high-profile artists such as U2 and Pretenders sometimes test poorly relative to their record sales, Bloom feels "they're love-hate bands. The people who love the bands are likely to buy an album, but they don't necessarily make up a majority of the radio listening audience."

On the other side of the fence, Arista National Album Promotion Director Sean Coakley is concerned that stations which rely on callouts pick the correct hook to play down the phone. He recalled how INXS's "The One Thing" tested poorly at stations that used the chorus, but that scores were positive when the song's signature guitar riff was excerpted instead.

### Getting Carted

Stuart McRae, Regional Manager of Century 21, read about AOR stations using carts instead of discs (12/7/84) and called to tell of his company's SuperCart service. Instead of your station converting its music library onto cart-in-house, Century 21 will perform that task at its Dallas facility. He claims the service offers more consistent start times, balanced levels, and a three-year guarantee on the cartridges. Packages are also available which will provide regular shipments of current tracks on cart. Call McRae at (800) 582-2100.

salute . . .

Achieving **A**ut-And-Out **R**esults

Attaining **A**ptimal **R**atings

Adding **A**utstanding **R**ecords

Above **A**ordinary **R**adio

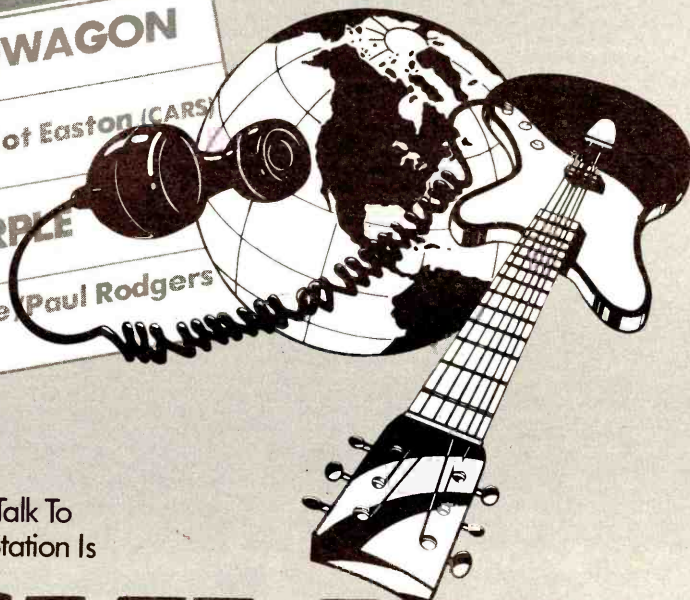
**A**lbum **O**riented **R**ock

BETH ROSENGARD

B.R.A.S.H. PROMOTIONS • NATIONAL INDEPENDENT AOR PROMOTION • (213) 930-1336

# "The First And Only **HOTLINE** To The Stars!"

<b>FEBRUARY</b>	
Feb. 4	REO SPEEDWAGON
Feb. 11	SCANDAL/Elliot Easton (CARS)
Feb. 18	DEEP PURPLE
Feb. 25	Jimmy Page Paul Rodgers THE FIRM



The Only Place Your Listeners Can Talk To  
Their Favorite Rock Stars On Your Station Is

# ROCKLINE

The Original And Longest Running  
Satellite Delivered Rock Radio Show In The World

Hosted by Bob Coburn

A Presentation Of  
**GLOBAL SATELLITE NETWORK**

For Information, Call: (818) 906-1888

**EVERY  
WEEK A  
SUPERSTAR!**

# Adult/ Contemporary



RON RODRIGUES

## Beer And Wine On The Radio: Will It Last?

The topic of beer and wine advertising, and its connection with drunk driving, is being discussed with increasing fervor these days. Groups such as Mothers Against Drunk Driving (MADD) have influenced a tidal wave of alcohol-related legislation in dozens of state-houses. The subject is now "top-of-mind" among broadcasters.

As the campaign continues, many have wondered just what effect television and radio advertising has on consumers. Do beer and wine ads persuade people to drink more? Or rather, are they designed to merely influence brand preference?

To broadcasters, beer and wine advertising is no small potatoes. Its loss would create a \$750-million hole that cannot be replaced. Some stations (particularly AORs) derive as much as 50% of their billing from beer and wine spots. And, if your facility carries major league sports, I don't have to tell you how much it means to you. The amount of beer and wine money towards A/C radio has increased significantly in recent years. The manufacturers, desirous of the female market, have developed "light" beers, and most recently, "low alcohol" brews, to reach them.

Don't be surprised if someone knocks on your door soon and asks questions about the beer and wine issue. Your GM shouldn't be the only one to have to deal with this; everyone needs to be thoroughly aware of the facts and fully prepared to answer questions.

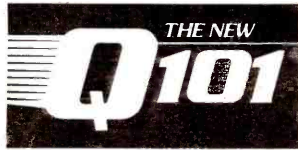
There's not enough room in this column to fully tackle all aspects of this matter, so use your resources to learn as much as you can about it. The subject has been dealt with in virtually every issue of R&R in '85 so far. This, alongside what's been written in the consumer press, will provide you with pertinent facts.

Even in this atmosphere of deregulation, remember your responsibility to your community. Beer and wine advertising may not influence consumers to drink more (no more than automobile advertising encourages them to drive more), but it will help the cause of broadcasters if you teach your listeners about the responsibility of safe consumption. Remind them that any amount of alcohol in the bloodstream impairs one's driving ability.



**MADD ABOUT DRUNK DRIVERS** — WBLM/Lewiston, ME PD Jose Diaz presents MADD representative Colleen Rioux money collected at a listener gathering. Rather than hosting a "weekend warmup"-style party, the station encouraged the use of non-alcoholic drinks and sold snacks at a club.

- At WCIL/Carbondale, IL PD Matt McCann turned the issue of beer and wine advertising into a local issue. His first step was to write federal legislators who could ultimately decide the issue. Matt then distributed news releases to surrounding media to generate local dialogue. Part of his letter is reproduced above.



- WQPO/Harrisonburg conducted a media campaign called by local authorities "one of the most successful ever used in the area." During December and January, the station (along with co-owned AM WWSVA) ran 750 spots asking people not to drink and drive. They were voiced by state and local police, emergency room doctors, local legislators, and station personalities. During the intense holiday period (second week in December through the second week of January), the station, in connection with police

**CIL-FM  
ROCKIN' RADIO**

FM 95.000 W • 101.5 MHz

1-30-85

The Honorable Alan J. Dixon  
United States Senator  
Senate Office Building  
Washington, DC 20510

Dear Senator Dixon:

This letter is in regards to possible legislation that beer and wine advertising on radio and television can do to achieve full First Amendment rights for all broadcasters.

We have always advocated to more community oriented, and problem oriented Southern Illinois, and WCIL along with Illinois broadcasters BAO (Beverly, Ely, Rock Island) and public service spots to address the problem. As we put together our own program material that we sent to other stations in Southern Illinois to use on the air.

The proposed legislation banning beer and wine advertising on radio and television more price and outdoor media, create dollars in lost advertising, and competitive bidding on the air, create such legislation to restrict. Much of this money goes to WCIL as well as other spots which have to be cut back with the common. For example, WCIL's coverage of Southern Illinois in football and basketball would be lost without beer and wine ad. In addition, much of the profits go to making our news, not a single one of the stations in radio in the state of Illinois.

Unlike smoking, where everyone is aware of the health of the person, alcohol can be used and not be aware. In addition, a recent study on the Science Institute at Washington University found NO CONNECTION between wine and the reduction of cancer, where the problem of alcohol and drunk driving, which is a problem not that in Grandmother's country, where all the states are legislatures, the cases of alcohol abuse far exceed those in the United States.

Sincerely,  
Matt McCann  
Program Director  
WCIL Radio

**RADIO  
Networks**

P.O. Box 807 • Carbondale, Illinois 62903 • (618) 637-8114 • (618) 997-8238

**LEGISLATIVE LETTER** — WCIL/Carbondale, IL PD Matt McCann let his Congressman know about his feelings toward the beer and wine issue. Since it is Congress which could ultimately decide whether to allow beer and wine advertising on the airwaves, Matt encourages everyone to write. A copy of his letter is available by reaching him at (618) 457-8114.

and Blue Cross/Blue Shield of Virginia, distributed SoberTest ampules to area restaurants and bars. City police also made testers available for private parties. Police confirmed that drunk driving arrests were substantially down during the campaign.



- WWWE/Cleveland organized an advisory panel of government, business, and citizen representatives to address the problem of drunk driving. In addition to station personnel, panelists included the Ohio Highway Patrol, MADD, Traffic Safety Council, beer and wine distributors, and legislators. Ideas generated through the campaign will be used on-air in 1985.

"The proposed legislation banning beer and wine advertising, which singles out broadcasters over print and outdoor media, creates a terribly unfair economic and competitive burden on us. Over \$28 million in lost advertising revenue will happen in Illinois alone if such legislation is passed."



- WBLM/Lewiston, ME raised money at local clubs to combat drunk driving. A listener party was held which deemphasized alcohol, and emphasized food and snacks.



- WMJK/Chicago fought drunk driving by promoting a "designated driver" program. The station encouraged one member in a group of partygoers to remain sober, providing a safe way home after a gathering. Aside from numerous on-air mentions, WMJK also distributed 10,000 buttons promoting the concept of "responsible drinking."

Since this issue is so important to broadcasters, the editors at R&R will be focusing on it throughout the year. Continued input from your station is important, and I'd like to spread the good ideas around.

## Progress

Yet another A/C joins the crowded field in western Idaho — the latest is brand-new 100-KW KICX/Boise... KKLVI/Anchorage PD Jay Noble earns OM stripes. MD Chris Owens is the new PD, Greg Wilkinson is now MD... Former KGRC/Hannibal PD Ed Clay segues to WGEM/Quincy, IL for PM drive/production... Bill Morris is new ND at KTLT/Wichita Falls, TX... Joining WRNR/Martinsburg, WV as MD/promo/middays from WJEF & WWMD/Hagerstown is Jim Evans. Also at WRNR, Jan Ingram returns from maternity leave as ND. Paddi Alter is promoted to PD/mornings, and Bob Morgan is now doing afternoons... Former San Luis Obispo, CA veteran Tom Walsh joins WQHQ/Ocean City-Salisbury, MD for middays.



Tom Walsh

**SOBERTEST SINGLE**

**BLOW INTO ONE OF THESE, BEFORE YOU BLOW YOUR LICENSE.**

Before you drive, find out if you've had too much to drink. Blow into a SOBERTEST. You'll discover safer driving is in the bag.

**THINK**

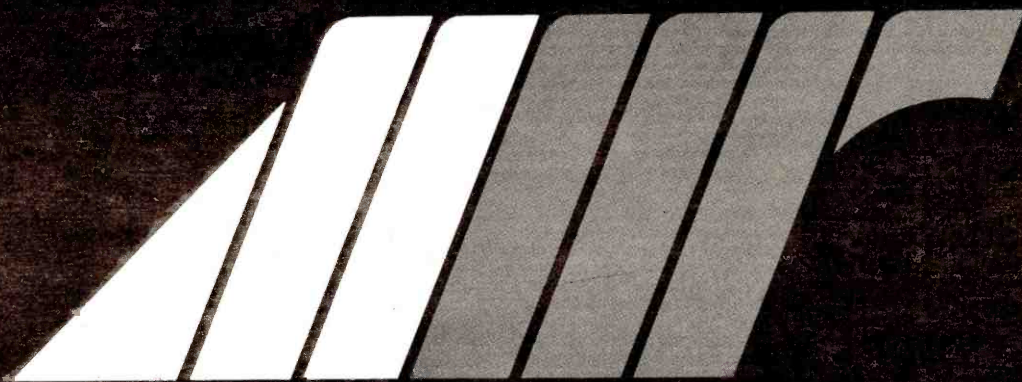
Before you Drink,  
This SoberTest provided  
free  
by

of the Gilmore Broadcasting Group

manufacturer instructions carefully.

WQPO & WWSVA/Harrisonburg, local police authorities, and Blue Cross/Blue Shield passed out SoberTest caplets to restaurants and bars. Police also made the testers available to private parties. For more information on the testers, contact SoberTest, P.O. Box 29051, Greensboro, NC 27408.

# MAJOR MARKET RADIO



*Good People Business  
is Good Business!*

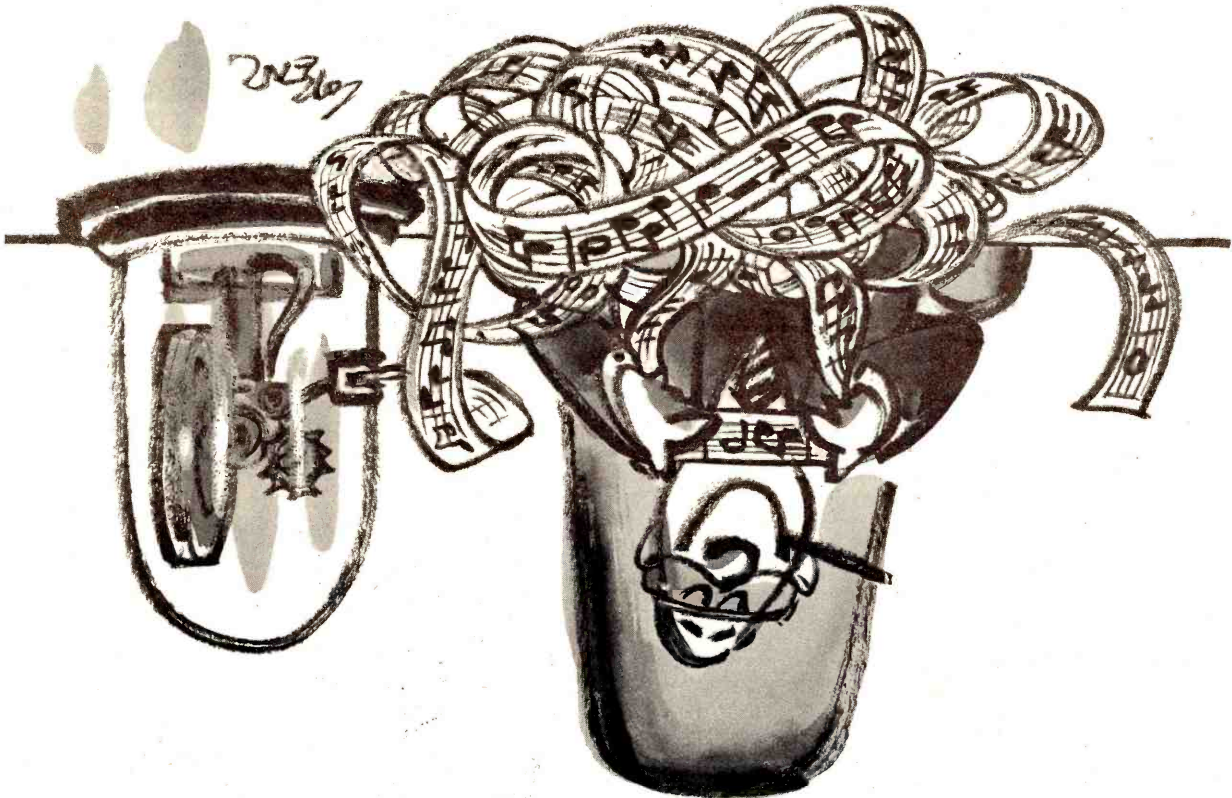
NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS • ST. LOUIS • MINNEAPOLIS

You're making a sound investment  
in the future of your station.

Even a blue chip stock can be a gamble.  
But your BMI payments are an investment  
with a guaranteed return—an investment in the  
future of music.  
These payments go to songwriters and allow  
them to keep creating music, and also encourage  
fresh talent. The bottom line: an uninterrupted  
supply of the kinds of music your  
audience wants to hear.  
What's good for music is good for  
your station. Now and in the future.



Wherever there's music, there's BMI.



ANTED



You're making a sound investment  
in the future of your station.

Even a blue chip stock can be a gamble.  
But your BMI payments are an investment  
with a guaranteed return—an investment in the  
future of music.

These payments go to songwriters and allow  
them to keep creating music, and also encourage  
fresh talent. The bottom line: an uninterrupted  
supply of the kinds of music your  
audience wants to hear.

What's good for music is good for  
your station. Now and in the future.



Wherever there's music, there's BMI.

# Nashville This Week



SHARON ALLEN

## VOA Carries The Opry Worldwide

For years the voices on the Grand Ole Opry have been heard throughout the United States and parts of Canada. But recently the Opry was broadcast to a worldwide audience via 15 Voice of America correspondents. The VOA is the radio broadcasting service of the United States Information Agency, broadcasting programming from and about America to listeners around the world in English and 42 other languages. VOA correspondents who visited the Opry work in Arabic, Bengali, Chinese, French, Hindi, Indonesian, Polish, Portuguese, Spanish, and five languages from the Soviet Union, including Armenian, Georgian, Russian, Ukrainian, and Uzbek.

While in town, the VOA inaugurated a mobile studio called the Voyager for broadcast of the Charlie Daniels Volunteer Jam. And the crew also taped part of the Opry for use in "Country Music U.S.A." The show's producer, writer, and host, Judith Massa, director of music for the VOA, said the 30-minute show is the only global broadcast devoted to American country music.

### Hank's Prank

Hank Williams Jr. and a few friends couldn't resist the opportunity to pull a fast one on the master prankster himself, Merle Kilgore. So when Merle visited Hank and his manager J.R. Smith in Panama City, FL, Hank and the gang waited until Merle went to bed and then took the tires off his Lincoln Continental, set it on blocks, and put posterboard signs all over it. Since Merle has quite an attachment to his car, he was furious when he discovered what happened and insisted the police be called.

So Hank called a friend on the force to go along with the prank. He investigated the "theft" and informed Merle that it had been done by professionals in broad daylight. The next day Hank offered to buy Merle a new set of tires. But he actually had the old tires put back on the car. When Merle saw them he said, "Hank, you've been had by the tire store. These are worse than the ones I had." It took another 24 hours to convince him that those were the same tires that he had driven down there on. With friends like that, who needs enemies?

### Finger-Pickin' Good

Columbia Records, Earl Scruggs, Gibson Guitars, and the 87 affiliates of the Music Country Radio Network sponsored an "American Made-World Played" contest celebrating the new "Earl Scruggs Edition" Gibson banjo. Earl picked the winners from a total of 4165 cards received by MCRN. Grand prize winner Troy Vinson of West Jefferson, OH received a new Scruggs Gibson banjo with case (a retail value of over \$1700) and also an "Earl Scruggs & the Five String Banjo" instructional book with record.

Second-place winner Frank Kendrick of Benton Harbor, MI won the entire Earl Scruggs catalog on Columbia. The 25 third-

place runners-up were each sent a copy of Scruggs's new album, "American Made-World Played."



**COUNTRY CONTRIBUTES TO FAMINE RELIEF** — RCA artist Vince Gill (left) and singer/songwriter Dave Loggins were among those who performed at a benefit concert in Nashville to provide assistance for the Fed Cross Ethiopian Drought Fund/Famine Relief Program. Among the others who helped raise over \$12,000 were Ricky Skaggs, the Nitty Gritty Dirt Band, John Prime, and the New Grass Revival.

### Oaks Named NCPA Chairmen

As you know, the Oak Ridge Boys have always been involved in preventing child abuse. And now they will even take a more active role in the cause, as they've been named 1985 Honorary Chairmen of the National Committee for Prevention of Child Abuse. Their role will be to promote awareness of the problem of the NCPA.

The guys are making educational materials available through their fan club newsletter. And in their 1985 tour program you'll find an information request form with the NCPA's address. They are also planning their 6th "Stars for Children Concert," a star-studded event that takes place at Dallas's Reunion Arena. Through ticket sales, corporate donations, and your support, the show has contributed over \$500,000 to the cause.

The Oak's Joe Bonsall said, "Our stand on the issue is really very simple. We feel that children have the right to be children — not to be bothered with adult pressures and responsibilities."



**DIRT BAND & FRIENDS** — Concertgoers at the Nitty Gritty Dirt Band's annual "hometown git down" at Aspen's Wheeling Opera House were given a special treat when the NGDB were joined by fellow Coloradans Jimmy Buffett, John Denver, and Dan Fogelberg. Also pictured are DIRT-banders Jeff Hanna, Jimmie Fadden, and Jimmy Ibbotson.

### ACM Ballots Issued

The Academy of Country Music just mailed the initial ballots for the 20th annual "Hat" Awards. If you're a voting member, be looking for your ballot. Winners will be announced at the ACM's Annual "Hat" Awards Show May 6 at Knotts Berry Farm in Buena Park, CA. The Pioneer Award, a special award voted by the ACM Board of Directors for outstanding achievement, will also be presented during the show's live broadcast on NBC.

**BITS AND PIECES:** Looks like the stork will be paying Barbara Mandrell a visit. She and husband Ken Dudney expect their third child in October. . . . Look for new product soon from Mel Tillis on RCA Records. . . . John Schneider and Kent Crawford, VP Product Development, MCA Records, are slated to be the featured speakers at the third Academy of Country Music "Celebrity Speakers" luncheon March 5 at the Los Angeles Press Club. It is open to the public and media as well as academy members. . . . Look for Larry Gatlin & The Gatlin Brothers to appear on ABC-TV's "Night of 100 Stars," benefiting the Actor's Fund. The show will air March 10. . . . Randy

Travis just signed with Warner Bros. . . . CBS has inked Allen Frizzell.

Look for Ricky Skaggs in an upcoming segment of "Nightwatch" on CBS. . . . When Sawyer Brown filmed their video for their new single "Step That Step," Converse shoes got in on the act by outfitting the group and

their crew with tennis shoes for the filming. . . . Tammy Wynette and Lee Greenwood have been selected as country music special correspondents for "Entertainment Tonight"'s "Grammy Awards Preview" show, which will air the weekend of Feb. 23-24. . . . Tom Wright of the Wright Brothers and his wife Christie are the proud parents of a new baby girl born on February 7th.

Margo Smith thinks that a faulty heat pump may have started the fire that destroyed her log home in Brentwood on Log Cabin Trail last week. She was out shopping Wednesday afternoon, only to learn, over the phone around 6pm, that her home had burned. The fire destroyed an estimated \$100,000 worth of jewelry along with memorabilia from her music career. Losses could total up to \$500,000.



**FRICKE IN EXILE?** — Janie Fricke and Exile are currently on tour in the North U.S. and Canada. Pictured expressing approval of the first night in Bloomington, MN are (l-r) Exile's Sonny Lemaire and J.P. Pennington, Fricke, and Exile's Les Taylor, Steve Goetzman, and Marlon Hargis.



## Country Music's Top Ten

Proudly Welcomes

WWKA-FM/Orlando

WCRJ-FM/Jacksonville

131 Ocean Park Blvd., Santa Monica, CA 90403 (213) 392-8743





# SMOOTH SAILING All The Way.

Billy Ocean has taken the  
music world by storm.

His first album on  
Jive/Arista has soared  
past platinum, and now...

**'SUDDENLY'**

The third straight smash  
single from Billy Ocean's  
breakthrough LP.



Thanks to radio  
for making this  
Ocean voyage such  
an eventful one.

Enclosed for your convenience.

# WE'RE HAVING A MID-WINTER HEATWAVE!

**RAY CHARLES/WILLIE NELSON**  
**"Seven Spanish Angels"**  
38-04715

**R&R 8** BB 8\* CB 16\*  
 Produced by Billy Sherrill  
 Currently the hottest record at Country radio. Nobody can deny the strength of this hit.



**DAVID ALLAN COE**  
**"She Used To Love Me A Lot"**  
38-04688

**R&R 25** BB 12\* CB 27\*  
 Produced by Bill Sherrill  
 This is David's most "Coe-lossal" single ever. Warm up your listeners with this great Coe record.



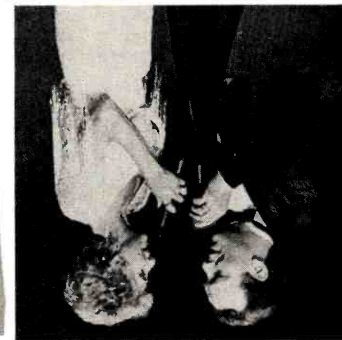
**JANIE FRICKE**  
**"The First Word In Memory"**  
38-04731

Produced by Bob Montgomery  
 No surprise here as this proven hit-maker continues to burn up the airwaves with a sensational love ballad.



**MARK GRAY/TAMMY WYNETTE**  
**"Sometimes When We Touch"**  
38-04782

Produced by Steve Buckingham  
 One of the most added records at radio this week. Watch this one steam to the top of the charts.



**Enjoy The Good Weather**  
**On Columbia Records.**



# Black/Urban Radio

WALT LOVE

## Z93: Winning With New Ownership

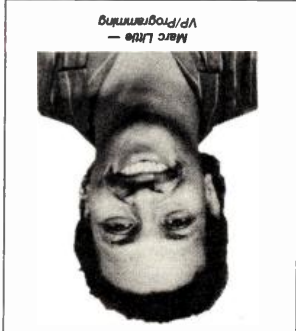
While porting over the fall '84 Arbitron books, I came across an interesting story involving Z93 (WWWZ/Charleston, SC). In fall '83 Z93 was #1 with a 15.3 share 12+. However, in spring '84 the station fell to third place with a 13.0, outpaced by second-place WEZL and first-place WSSX-FM.

SP, Fall '83 Sp, '84 Fall '84

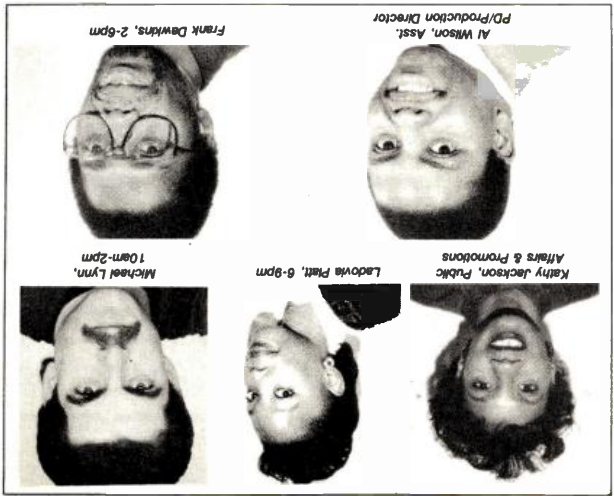
WWWZ (BU)	9.4	15.3	12.5	13.0
WPAL (BU)	11.8	9.1	7.0	6.5
WSSX (CH)	11.8	7.8	13.5	16.5
WEZL (CH)	12.7	14.3	13.2	13.5

(Persons 12+, Mon-Sun 3am-Mid)

Despite remaining in third place, Z93 posted a significant adults 25-49 increase and emerged second only to WSSX in terms of teen listeners, earning over a 20 share. What adds more spice to the story is the fact that the fall survey was Z93's first under new ownership and management. To learn the station's reaction to the ratings and its future plans, I talked to Marc Little, VP/Programming for Millennium Broadcast-Ing. He's a 12-year industry vet who's been with Z93 for the past seven months. Prior to



Marc Little - VP/Programming



Michael Lynn, 10am-2pm

Frank Dawkins, 2-6pm

Kathy Jackson, Public Affairs & Promotions

Al Wilson, Asst. PD/Production Director

Ladovje Platt, 6-9pm

Not only was this promotion good for the station, but it was good for us as human beings. "Some people say that Black/Urban radio has an overabundance of community involvement. I have nothing against that for the time being and see how it would work out. So far we're pleased. After 10am we only play music. And we'll continue to air public service announcements until we have the budget for a professional news team."

### Personality Incentive

During the fall Z93 presented one promotion - a three-day weekend in the Bahamas, with \$500 spending money. Little added, "I know that may not be the biggest promotion you've heard of, but we're doing everything the best way we can. As we grow it'll get better."

The last thing we discussed pertained to the artist Little inherited. "The people here have been great. They had to get to know them. They also had to gain an appreciation for the type of radio we believe in. Once they found out we wanted to lead them more about effective presentation and don't take away their personality, everything went smooth. Our personalities are well-known and respected in the community." Little also mentioned that management has established an incentive program for the personalities. It appears that new ownership and management, plus a positive, professional approach, agree with Z93.

## ACTION

**Mothers and Shakers:** Longtime WVOL & WOOKNashville PD Fred Harvey has exited. New PD J.C. Floyd is already on the scene. Tony Mann is Acting PD at WJAX-AM & FM Jacksonville. Former PD Chris Turner has been appointed National PD of Willis Communications and will be based at WOWin Norfolk. Tony Brown, who was doing afternoon at WYLD-FM/ New Orleans, has left the station to take on mid-days at WJLB/Detroit. . . . Glen Alan has joined the WLLM/Minneapolis staff as a weekend. He comes from local college station WASE. . . . WJMM/Sumter, SC has acquired air personality Billy D. from WYNN/Forbes, SC. He will be handling the afternoon shift. In other station activity, Mike Kigore moves from afternoon to mid-days and PD Marva Keys comes off the air to concentrate on programming. W103 (WVEE)/Atlanta and PD Marva Keys comes off the air to handle an "Account Executive of the Year" for 1984. . . .

**Programming Update: WEA/Savannah** - Gospel programming by its weekdays, air-reading. Gospel programming by its weekdays, air-reading. Gospel programming by its weekdays, air-reading. . . .

**Programing Update: WEA/Savannah** - Gospel programming by its weekdays, air-reading. Gospel programming by its weekdays, air-reading. Gospel programming by its weekdays, air-reading. . . .

**Programing Update: WEA/Savannah** - Gospel programming by its weekdays, air-reading. Gospel programming by its weekdays, air-reading. Gospel programming by its weekdays, air-reading. . . .

**Picture Yourself In R&R**

With Black History Month quickly drawing to a close, I'm sure you have plenty of pictures you'd like to share with our readers. We encourage you to forward these and other promotion photos to supplement our format coverage. Remember, you don't have to be a reporter to contribute. There are 353 Black/Urban outlets across the country, and we'd like to hear from everybody.

Send the photos to me at 1930 Century Park West, Los Angeles, CA 90067. If you have any questions, call me or Associate Editor Sean Ross at (213) 553-4330. The sooner you send the pictures, the sooner they will appear in R&R.

# Marketplace

## COMEDY

**NEW! BRIGHT! FRESH!**  
Write on station letterhead to:  
CHEEP LAFFS  
1111 W. El Camino Real  
Suite 109-212  
Sunnyvale, CA 94087

Free Sample

*You're wired, diverted, but that's why I like your stuff!*  
Dr. Don Rose  
KFRC  
San Francisco

**Contemporary COMEDY**

Hundreds renewed again!  
**Free sample!**

Write on station letterhead to  
**Contemporary Comedy**  
5804 D Twining  
Dallas, TX 75227

**DIAL-LOG** **FREE SAMPLES**

**Humor, Conversation, Calls, Calendar & More**

"I can't stop getting offers using Dial-log" John Potter, Q-92

Write on station letterhead of phone: 10918 Foxmoore Ave.  
**(804)270-7206 9AM-5PM EST** Richmond, VA 23233

**ELECTRIC WENIE**  
RADIO'S MOST RESPECTED  
DJ GAG SHEET SINCE 1970

RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Wenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE  
The Electric Wenie, P.O. Box 882  
Honolulu, Hawaii 96782 (808) 671-6500

**Disk Jockey Comedy**

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

**"Phantastic Phunnies"**

Highly Respected! Hilarious! Original!  
Proven worldwide audience builder!

"Quick-quip," Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'...Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

**O'Liners**

FREE SAMPLE ISSUE  
of radio's most popular humor service

For sample, write on station letterhead to: **O'Liners**  
1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

**R&R MARKETPLACE ADVERTISING**

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

	Per Insertion
Additional \$10.00 per week charge for Blind Box ads.	
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
26 Insertions	\$35.00

Will include logo or other line art on ads of two inches or more. If camera-ready art provided. *Volume Rates Available*

Deadline for Marketplace ads is FRIDAY NOON, two weeks in advance of publication date. Marketplace ads are non-committable.

Submit to: **Marketplace**  
**RADIO & RECORDS, 1930 Century Park West**  
**Los Angeles, Calif. 90067 (213) 553-4330**

## CONSULTANTS

**"DROPINZ"**

New, fresh wild tracks for your show each month, only \$20. Semi-annual and yearly rates too. Sample cassette \$4.  
Aircheck critique and production by a 21-year major market veteran. Call or write for rates.

**Stu Collins Broadcast Services**  
174 King Henry Court, Palatine, IL 60067 (312) 991-1522

**EMPLOYMENT/INSTRUCTION**

**10,000 RADIO, TV JOBS**

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.
- The most current and complete radio and television job publication in America.
- Subscribed to by nearly every major broadcast school, jr. colleges, colleges and universities.
- Complete listings for Disc. Program Directors, News people, Salesmen, Engineers, Production Directors.
- All major, medium & small markets.
- All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little experience.
- Money Back Guarantee.**

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95—you save \$21.00!

**American Radio JOB MARKET**  
6215 Don Gaspar, Dept. R, Las Vegas, NV 89108

**FEATURES**

**FREE FREE FREE**

Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actualities... 24 hr. phone... just call... (702) 386-0702 or (702) 386-0827.

**GALAXY**

write:  
Box 20093R,  
Long Beach, CA 90801

\*Indicate COUNTRY or CONTEMPORARY Format

Free Sample Of **RADIO'S DAILY ON-AIR PREPARATION SERVICE!**  
Airshift-ready music notes, star facts, calendar, more!

**PROGRAMMING**

**INSTANT REAGAN.**  
more fun than the real one!  
LIVE WITH YOUR TALENT (as heard on KFMB San Diego)

**MARKLARSON**  
P.O. BOX 2424 EL CAJON CA 92021 619.579.6989

**THE PERFECT "10"**  
(minutes)

**I.R.S.O.**

**THE RADIO SOAP OPERA**

Join the winners!  
An original, new Radio Soap Opera, available 10-Minutes a day, 5 days a week. Maximum entertainment at minimum cost!

**CALL NOW FOR SAMPLE TAPE**  
**(614) 239-1888**

Romance • Adventure  
Mystery • Laughs

**N.Y.P.D.**™  
(New York Parody Department)

Pre-recorded comedy bits for the discriminating radio personality. Air-quality cassette containing ready-to-use parody commercials, slice-of-life skits, and drop-ins. Unlike other pre-recorded comedy services, our bits require no set-up by the jock. Send \$5 (check or money order) to:

**BROADCAST PRODUCTIONS EAST, INC.**  
23 Rustic Ave., Medford, NY 11763  
(516) 286-8125

**WANTED:**

**\$5 CASH PAID FOR LP'S \$5 IN GOOD CONDITION**

Library liquidations, format changes, and personal collections welcome. Interested in all types of LPs except MOR instrumentals. No quantity too large. **Will Travel.**

**Call (617) 776-7696 Now!!**

**PROFESSIONAL SERVICES**

**RADIOACTIVITY**

**READY TO MOVE UP?**  
... to a better position? We provide aircheck/resume refinement, aircheck analysis, and employment consultancy for announcers. We're a full-service consultancy for all-size market stations and also individuals.

**3954 Peachtree Rd., Suite 202, Atlanta, GA 30319**  
(404) 266-1977 **Money Back Guarantee**

**Computerized Your Playlist**

For Only \$100  
For Apple II+ /IIe, Commodore 64,  
TRS80 II/III/IV/12  
**Call COMPU-MUSIK**  
(307) 324-6361

**CONSULTING**

Applications prepared for new FM and TV stations. Also improvements for existing stations and frequency searches for new assignments. All work guaranteed. Call us or you will pay too much!

**CONTEMPORARY COMMUNICATIONS (404) 775-6920**  
or write: P.O. Box 3976, Jackson, GA 30233

**RECORD SERVICES**

**NOW You Can BUY The MUSIC**  
Your Station Needs  
**RECORDBREAKERS**

1000s of 45s & LPs available  
Oldies - Rock - Country - Big Bands

Call for a free catalog  
**(617) 286-1482**  
P.O. Box 452, Beverly, MA 02151

# Marketplace

## RECORD SERVICES

We specialize in  
**PHONO NEEDLES**

Toll Free: 800-368-3506  
In VA: 703-661-8868 Send for a free catalog

**Needle in a Haystack, Inc.**  
P.O. Box 17435 • Washington, DC 20041  
"We're Needling the World"



## PERSONALITY

### INFO-BITS

FOR MODERN AIR TALENTS. THERE'S NEVER BEEN A SHEET LIKE IT. AT LAST A SERVICE FOR THE 1980s! FREE SAMPLE: INFO-BITS, 4 KFMB, SAN DIEGO, CALIFORNIA 92138. GREAT SHOWS EVERYDAY!

David K. Jones **Showprep**

The COMPLETE service for radio personalities. Pre-recorded bits, calendars, one-liners, trivia, buzzare news, comedy scripts and more for one price! Call or write for free sample:

(213) 851-4325  
3241 DeWitt Drive, Hollywood, CA 90068

# Opportunities

### Openings

#### NATIONAL

Where is the morning talent with warmth, reliability, and a sense of humor? Send tape of your best answer to:



**SHANE MEDIA SERVICES**  
7703 Windswept Lane, Houston, TX 77063

CHR, AOR, and URBAN jocks needed for client stations. Send T&R to:

**Off & Snead**  
Broadcast Management Consultants  
300 Turner Rd., Suite 514,  
Richmond, VA 23225. EOE M/F

#### Radio Personnel Needed

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, news people, programmers and production personnel, male & female, from radio stations in all size markets coast to coast. Over 1,000 radio stations used our placement service in 1984. Are you ready for a move? Let NATIONAL help! For complete details and registration form, send \$1 postage and handling to:

**NATIONAL**  
BROADCAST TALENT COORDINATORS  
Dept. R, P.O. Box 20551  
Birmingham, AL 35216  
(205) 822-9144

#### Pyramid Broadcasting

Is seeking on-air talent and production/copy talent. Please send tape & resume to: Sunny Joe White, WXKS-FM, Medford, MA 02155. Pyramid Broadcasting is an Equal Opportunity Employer

### EAST

Immediate opening: Afternoon newscaster/sports director for Eastern shore AM/FM. Degree & experience preferred. T&R: Amy Johns, WICO, Box 309, Salisbury, MD 21801. EOE M/F (2-22)



Seeks FM qualified fulltime news personality for morning drive. To anchor, write the news, and cover meetings. Includes one airshift. Send cassette and resume to: 252 Montauk Highway, Hampton Bays, NY 11946. EOE

### Openings

Super 102.7WVSR is looking to complete morning team. You should be crazy & uninhibited like us! T&R: Chris Bailey, 1538 Summit Dr., Charleston, WV 25302. No calls. EOE M/F (2-22)

Promotions Director for 50kw Connecticut CHR. Send qualifications to: Curt Hansen, WEBE, Box 108, Westport, 06881. EOE M/F (2-22)

#### MAJOR NORTHEAST A/C POWERHOUSE

Anticipates fulltime opening for an upbeat, mature personality. Great bucks, benefits, and company. Reply in confidence ASAP. Radio & Records, 1930 Century Park West, #926, Los Angeles, CA 90067. EQUAL OPPORTUNITY EMPLOYER.

Immediate opening: Sharp & experienced news reporter/anchor for top-rated AM/FM in the Poconos. T&R: Greta Kreuz, WVPR, 22 S. 6th St., Stroudsburg, PA 18360. EOE M/F (2-22)

\*\*\*\*\*  
**WANTED... ALIVE ONLY...**  
\*\*\*\*\*  
**MORNING MOUTH**

For major New York state market. Professional communicator for Adult Personality station... features, bits, humor... whatever you need to communicate. Group operator, great bucks and benefits. T&R to: Radio & Records, 1930 Century Park West, #938, Los Angeles, CA 90067. EOE M/F

98 FAME is looking for an experienced, self-starting account executive. Performance outline, cover letter & resume. GMC, 319 Mill St., Poughkeepsie, NY 12601. EOE M/F (2-22)

Corporate promotion creates overnight jock position at winning C&W. Could be your first good job. T&R: Greg Price, WCVB, Box 249, Randolph Center, VT 05061. EOE M/F (2-22)

WTNY AM needs reporter/newscaster with at least two years experience for smaller market in NE. T&R: Brian Ashley, 134 Mullen St., Watertown, NY 13601. EOE M/F (2-22)

Long Island's news station seeks aggressive ND. Community involvement & motivational skills a must. T&R: Bill Edwards, WGBB, Box 130, NY 11566. EOE M/F (2-22)

Mature, outgoing & professional wake-up entertainer who is community involved wanted. Cover letter. T&R: Manager, WCLT, 99 W. 1st St., Corning, NY 14830. EOE M/F (2-22)

## 790 WTNY

Has immediate opening for humorous, articulate, morning host to join the staff of America's top-rated A/C station. Best pay, benefits, and facilities for the right professional who can help us hold our 48 share! No calls. T&R to: George Neher, PD, 134 Mullin Street, Watertown, NY 13601.

High energy experienced individual for fulltime fill-in position at WLAN FM. T&R: 97FM, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (2-15)

Needed: Account Executive for local agencies in top 50 market. Experienced in TV & radio. Tom Shipentko, WFLY, Box 12779, Albany, NY 12212. (518) 456-1144 EOE M/F (2-15)

### Openings

Experienced Country personality needed for WDOT. Great town near snow, skiing & Montreal. T&R: Joe Lovero, 395 College St., Burlington, VT 05401. EOE M/F (2-15)

#### Promotion Director, WSYR Radio

Rare opportunity for someone with media skills who'll help initiate and direct the communications thrust of Central New York's most prestigious radio station. Work with Program and Sales Managers. Everything from Advertising to Press to Community Activities to Contests.

Qualifications:  
Excellent verbal and writing skills. You will be tested.  
Creative Flair.  
Ability to organize detail.  
Socially compatible and skillful.  
Self-motivated.  
Energetic.  
Highly aware.  
Sense of responsibility.  
Advertising knowledge & media experience, radio preferred.

Please send example of writing, resume, description of qualifications as you see them, to: Hugh Barr, General Manager, WSYR, 2 Clinton Square, Syracuse, NY 13202. WSYR is an EQUAL OPPORTUNITY EMPLOYER.

PD needed for small market A/C Oldies in NY metro with heavy doses of local news. Keep it the winner that it is. T&R: GM, WNUJ, Box 40, Newton, NJ 07860. EOE M/F (2-15)

Presently working in Charlotte radio? Like to move up parttime to the highest rated station? T&R: Bill Martin, WBCY, 1 Julian Price Pl., NC 28208. EOE M/F (2-6)

Future fulltime opening at 97WK, Wheeling's premiere A/C. Good production & adult delivery needed. T&R: Bill Celler, Box 6624, WV 26003. EOE M/F (2-15)

Parttime entertainers wanted for adult personality station in Syracuse market. C&R: WSEN, Box 1050, Baldwinsville, NY 13207. EOE M/F (2-15)

#### Dominant Adult FM

Needs morning talent. Looking for experienced morning personality to entertain adults. Also news director with experience setting up morning news operation. T&R to: Ken Johnson, WYRK, 500 Rand Building, Buffalo, NY 14203. EOE M/F

ND needed with total commitment to local news. T&R: Gary James, WARE, Box 210, Ware, MA 01082. EOE M/F (2-15)

NE broadcast station needs chief engineer with AM directional experience for two great locations. Resume: Gary James, WARE, Box 210, Ware, MA 01082. EOE M/F (2-15)

WAMO is looking for T&R's for all shifts. Females encouraged. Allen Harrison, 1500 Chamber of Commerce Bldg., Pittsburgh, PA 15119. EOE M/F (2-15)

News opening in four-person department for aggressive reporter with good delivery. T&R: ND, WBNR/WSPK, Box 511, Brecon, NY 12508. EOE M/F (2-15)

WYST AM/FM seeks experienced morning news personality. T&R: Scott Harris, 1111 Park Ave., Baltimore, MD 21201. (301) 523-6900 EOE M/F (2-15)

Dominant adult FM needs morning voices. Looking for experienced personality & ND. T&R: Ken Johnson, WYRK, 500 Rand Bldg., Buffalo, NY 14203. EOE M/F (2-15)

### Openings

#### SOUTH

Creative radio director needed to head three-person department. Must have proven media writing skills. Salary. T&R: Dan Brown, WSKZ/WGOW, Chattanooga, TN 37405. EOE M/F (2-22)

DJ's & salesmen: If you're tired of drifting, I have a Country AM & A/C FM in East NC. If you want to settle, T&R: John Moore, Box 229, Farmville, NC 27828. EOE M/F (2-22)

Tired of the cold? Coastal FL FM needs experienced PM drive person for A/C format. T&R: Marty Rowland, 99 Arapahoe Ave., St. Augustine, 32086. EOE M/F (2-22)

Z104/Norfolk needs uptempo CHR air personality. T&R: Bob Canada, WNVZ, 160 Newtown Rd., Virginia Beach, VA 23462. EOE M/F (2-22)



**FM & AM**  
WRBQ-AM/Tampa looking for America's next superstar! We're looking for talent and a desire to be the best! If that's your goal... rush tape and resume to: Steve Rivers, PD, WRBQ-FM/AM, 5510 Gray St., Tampa, FL 33609. No calls. EOE M/F

Aggressive, progressive Sunbelt chain is looking for people now! Rush T&R: Bob Shannon, Box 2727, Longview, TX 75606. (214) 757-2662 EOE M/F (2-22)

Experienced announcer wanted for fastest growing A/C station in Mobile. T&R: Bob Mitchell, 1639 Gentry Blvd., New Orleans, LA 70119. EOE M/F (2-22)

#### NUMBER ONE 100,000-WATT CHR

In large North Carolina market, now accepting T&Rs for rare PM drive opening. No beginners or screamers. Immediate opening. Professionals with proven records send best to: Radio & Records, 1930 Century Park West, #921, Los Angeles, CA 90067. EOE

Miami's continuous Country KISS needs mature personality who can deliver quick humor & enthusiastic liners. T&R: Mac Allen, 9881 Sheridan St., Hollywood, FL 33024. EOE M/F (2-22)

Highly-rated AM/FM combo needs experienced newspeople. T&R: Jim Beasley, WSKZ, Box 11202, Chattanooga, TN 37405. EOE M/F (2-22)

KAPE is looking for a newscaster. T&R: Mike Kelly, 3900 Martin Luther King Dr., San Antonio, TX 78220. EOE M/F (2-22)

Salesperson, with experience in outside broadcast sales, needed with FL driver's license. Resume: Diane Rosenthal, WINK, Box 331, Ft. Myers, FL 33902. EOE M/F (2-22)

WGTO/Cypress Gardens is looking for a news production person. T&R: Box 123, FL 33880. EOE M/F (2-22)

Wanted: Right A/C voices & production skills for openings at WAYE 104, the fastest growing station in Myrtle Beach. T&R: Box 799, Conway, SC 29526. EOE M/F (2-22)

# Opportunities

## Openings

Sunbelt stereo Country needs ND/anchor. Light load requires quality, not quantity. T&R: WKJN, 3029 S. Sherwood Forest, Baton Rouge, LA 70816. EOE M/F (2-22)

AM/FM market leader seeking midday announcer with production experience. Salary history. T&R: Russ Cassidy, WKHS, 900 Commonwealth Pl., Virginia Beach, VA 23464. EOE M/F (2-22)

Help wanted: WDXI has an immediate opening for jock/anchor. T&R: Mike Turner, Box WDXI, Jackson, TN 38301. EOE M/F (2-22)

Continuous Country KCBT is looking for experienced parttime talent. T&R: Andy Holt, 1 Broadcast 148, Ft. Worth, TX 76103. No calls. EOE M/F (2-22)

Immediate openings: A/C, CHR stations in growing market need good one-to-one personalities. T&R: WJLD/WJGA, Box 1327, Valdosta, GA 31603. EOE M/F (2-22)

## WBCY-108FM

One of the Southeast's more respected CHR's has an overnight opening. Good pay for the right hardworking individual. Rush T&R to: Bill Martin, WBCY, 1 Julian Price Pl., Charlotte, NC 28208. EOE M/F

SE USA capital city needs pro morning communicator & Country talent. T&R: South Com, 2334 Bay Woods Court, Bay City, MI 48708. EOE M/F (2-15)

Need ASAP: Midday & afternoon drive talent/sales combo. Local list wide open. Also need ND. T&R: John Parker, Box 9890, Perry, GA 39108. EOE M/F (2-18)

WMLD/WSPB needs A/C air personalities for future full & part-time openings. T&R: Mike Santoro, 111 City Island Rd., Sarasota, FL 33677. EOE M/F (2-15)

Needed: Afternoon drive & Production Director for FM A/C in East TX. Finny Woods. T&R: Phil McKay, KSAM/KHUN, Box 330, Huntsville, TX 77340. EOE M/F (2-15)

Easy communicator wanted for future fulltime opening. T&R: Rod Poole, WXVQ, Box 1777, Deland, FL 32721. EOE M/F (2-18)

Great rare opportunity for right morning personality at hot southern CHR. T&R: Dave Delgado, Box 3784, McAllen, TX 78501. EOE M/F (2-15)

Midday air personality with production abilities needed for 100kw modern Country FM in Monroe market. T&R: Gary McKerny, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (2-15)

Hot CHR station expanding! Looking for T&R's for all shifts. Dave Parks, KITE 105, 441 Laguna Ave., Corpus Christi, TX 48401. EOE M/F (2-15)

WHYY has an opening, 7-midnight, for a DJ with two years air & production experience. T&R: Alan DuPrest, Y102, 3436 Northman Bridge Rd., Montgomery, AL 36106. EOE M/F (2-15)

88.4 FM seeks crazy & zany personality to head up morning team. T&R: Ron Haney, KEZB, 2501 N. Mesa Ave., El Paso, TX 79902. (918) 533-9400 EOE M/F (2-15)

## MIDWEST

Creative morning personality needed who has voice & can work phones. Excellent money. No beginners or calls. T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE M/F (2-15)

Successful small market station is looking for an on-air PD with one to two years experience. T&R: GM, WLK, 711 N. 1st St., Dulac, IL 60118. EOE M/F (2-22)

Stable personality AM in Lincoln offers a chance to grow on our nightshift. T&R: Jim Miller, KLIN, Box 30181, NB 68503. EOE M/F (2-22)

3WN, top-rated A/C, is seeking air talent. Voice & maturity a must. T&R: Jerry King, Box 7881, Toledo, OH 43616. EOE M/F (2-22)

1290 KOIL AM stereo is accepting T&R's for a future opening. Personality, A/C format. Terry Mason, 3000 Farnam St., Omaha, NB 68131. (402) 345-1290 EOE M/F (2-22)

## MAJOR MIDWEST ROCKER

Seeks exciting, creative talent to complement currently successful morning show. Production skills and sense of humor a must. Tapes & resumes to: Radio & Records, 1930 Century Park West, #934, Los Angeles, CA 90067. EOE M/F

## Openings

Talk-change, experienced PD/air talent needed for top-ranked Country. Must have sales background. T&R: Jarrett Day, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (2-22)

WYFE is seeking experienced AOR/CHR air personality for immediate opening. C&R: Wes Davis, 1901 Redfern Rd., Rockford, IL 61111. No calls please. EOE M/F (2-22)

## KILLER CHR PERSONALITIES

Needed for top 20 market. Prime daypart positions. Dynamite production a must. T&R to: Radio & Records, 1930 Century Park West, #936, Los Angeles, CA 90067. EOE M/F

293 is seeking an experienced professional news communicator. T&R: Peter Partitions, WKDM, Box 99, La Crosse, WI 54601. EOE M/F (2-22)

KZ83, top-rated CHR, is looking for FM drive personality. Good voice & personable delivery secondary. T&R: Earl Edwards, 3131 N. University, Peoria, IL 61604. EOE M/F (2-22)

If you have spark, ambition & creativity, be our FM drive announcer with top-notch organization. T&R: Brad Harman, KFOR, Box 80209, Lincoln, NB 68501. EOE M/F (2-22)

Informative entertainer wanted for morning drive for mature audience. Music presentation secondary. T&R: Carl Mann, KCRG, Box 816, Cedar Rapids, IA 52401. EOE M/F (2-22)

WEAQ & WVAL is seeking an experienced & creative copywriter/producer. Writing samples, T&R: Don Smith, Box 1, Eau Claire, WI 54602. EOE M/F (2-22)

Production Director plus air shift at Dubuque's only news & information station. Experience required. C&R: Drew Bentley, KDTH AM, Box 659, IA 52001. EOE M/F (2-22)

Need experienced quality for future opening. Air shift with strong production for the adult CHR. C&R: Tim Murphy, KJF, Box 89, Cadillac, MI 49601. EOE M/F (2-22)

High profile & drive time CHR personality needed. You'll inherit a 20 share. Experience & creativity a must. T&R: Jim Winek, WLWR, Box 3368, Champaign, IL 61821. EOE M/F (2-15)

PD's considered for client stations in medium & smaller markets throughout U.S. Salary, T&R: JMA, Box 128B, Fairfield, IA 52568. EOE M/F (2-15)

WFWO needs air talent/production/creative services. T&R: Les Tobin, 2280 Lake Ave., Suite 230, Ft. Wayne, IN 46806. (219) 423-3676 EOE M/F (2-15)

Oklahoma's top-rated news station seeks aggressive ND to motivate seven-person staff. T&R: Kelly Carter, 74KRMQ, 7136 S. Yale St., Tulsa, 74136. EOE M/F (2-15)

Another WROK hit via a top 20 market, creating a rare mid-day/MD opening. Rush C&R: Kipper B. McGee, Box 6186, Rockford, IL 61125. EOE M/F (2-15)

18WJLH has an opening for an outgoing, team-playing Country communicator. Aggressive company needs aggressive person. T&R: Don Erickson, Box 2017, La Crosse, WI 54601. EOE M/F (2-15)

## MIDWESTERN MEDIUM MARKET COUNTRY POWERHOUSE

Looking for an exceptional morning man. Entertaining, personable, and above all, a team player. Send cassette and resume to: Radio & Records, 1930 Century Park West, #930, Los Angeles, CA 90067. EOE

Chicago FM A/C is looking for a ND/morning anchor. No beginners. T&R: Laurie Scheaffer, WZVN, 1000 E. 90th Pl., Merrillville, IN 46410. EOE M/F (2-15)

Looking for energetic, motivated people who want to be integral Personality emphasis for Lansing area rockin' CHR. T&R: WJXQ, 1700 Glenshire Dr., Jackson, MI 49201. EOE M/F (2-15)

Experienced salesperson needed for aggressive 25,000+ market. Benefits, salary & commissions. Resume: GM, KOOD, Box 1085, North Platte, NB 69103. EOE M/F (2-15)

If you're a team player that can follow directions, I want to hear from you. Good pay, benefits & no ego. T&R: Brian Brunis, KOOD, Box 1085, North Platte, NB 69103. EOE M/F (2-15)

Q87 FM now accepting T&R's. Good pay for good people. Kevin Lein, Box 798, Garden City, KS 67848. No calls. EOE M/F (2-15)

New Midwest contemporary now staffing. Success-oriented talent should send photo. T&R: Bo Jagger, Box 1987, Joplin, MO 64802. EOE M/F (2-15)

Pittsburgh's newest A/C, all day-parts, needs morning show filler immediately. C&R: Mark Rivers, WWCW, 232 North Ave., Pittsburgh, PA 15206. EOE M/F (2-15)

Creative morning personality needed who has voice & can work phones. Excellent money. No beginners or calls. T&R: Jack Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. EOE M/F (2-15)

## Openings

### WEST

Experienced ND needed for 5 1/2 hours of news daily. Good pay. T&R: KPO, Box 159, Wenatchee, WA 98801. EOE M/F (2-22)

KRNB/Vallajo is seeking an on-air news reporter & a PD who excels in on-air production & promotions. Call Lou Rips: (707) 644-8944 EOE M/F (2-22)



## Adult AOR DJ

One of our client stations, one of America's leading adult AOR outlets, is looking for a major air talent. Must be knowledgeable about a variety of AOR. Super desirable top 25 market, brand new facility. Candidates must want to join a team dedicated to winning with a quality product. EOE M/F (NO CALLS) T&R:

John Hiber  
President  
John Hiber & Associates  
P.O. Box 1220  
Pebble Beach, CA 93963

NW top-rated CHR is looking for future air talent. Join a great team in an expanding company. T&R: Bill Stairs, KZZU, 5508 S. Regal Ave., Spokane, WA 99203. EOE M/F (2-22)

ND/morning anchor, with strong delivery, reporting & management skills, needed for KCEB/RFM. T&R: Brad Betan, 2100 N. Silverbell, Tucson, AZ 85745. No calls. EOE M/F (2-22)

Dynamic personality needed! First opening in three years. T&R: Rich Terry, 95 ALIVE, Box 670, Pocatello, ID 83201. (408) 233-7020 EOE M/F (2-15)

## K Z A P

Wanna wake up California's Capital city? We need a great morning jock now! If you're a morning pro, get a T&R to: Tom Cale, PD, KZAP, P.O. Box 15985-1985, Sacramento, CA 95852-1985. EOE

Two weekend slots open at KCM/Victoria's. Contact Rick Masters: (619) 245-8635 EOE M/F (2-22)

Southern CO powerhouse FM has opening for experienced & professional account executive. Good list & excellent benefits. Call Steve Rivers: (303) 947-3990 EOE M/F (2-22)

KVEG/Las Vegas has a rare opening, 7-midnight, for a great voice & communicator. T&R: Doug Shreve, Box 16223, NV 89114. No calls. EOE M/F (2-15)

New AOR in central CA has immediate openings for mature & talented jocks, news & production. T&R: Jerry Longdon, KKDJ, 3636 N. 1st St., Suite 135, Fresno, CA 93726. EOE M/F (2-15)



The Might Met, KMET, is looking for the best Rock 'n' Roll Production Director in the country. Major market and minimum 5 years experience a must. Cassettes & resumes to: George Harris, Program Director, KMET, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE

Stereo Country needs drive talent. Females encouraged for rare opening in great location. Photo/T&R: Chuck Gilespie, KFMR, 1120 San Joaquin Ave., Stockton, CA 95202. EOE M/F (2-08)

Country information station seeks morning personality. T&R: Cliff Somers, KARS, Box 860, Belen, NM 87002. (505) 864-7447. EOE M/F (2-15)

## Openings

## KNEW 91 AM San Francisco/Oakland A Mairite Station

Rare opportunity at Bay Area's #1 Country music station for production director. Creative production and voice skills a must. Minimum 5 years experience. AFTRA position. No phone calls; T&R to: Bob Guerra, PD, P.O. Box 910 Oakland, CA 94604. EOE M/F

## KMET 94.7

The Mighty Met, KMET, has a once-in-a-lifetime opening for a 10PM-2AM full-time personality. Major market and minimum 5 years experience a must. Cassettes & resumes to: George Harris, Program Director, KMET, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE

Needed Immediately: Fulltime promotion/air shift at KRNO/Reno. Call Larry Irons: (702) 826-1355 EOE M/F (2-15)

Get out of the snow! Top-rated Phoenix: ADR seeks aggressive experienced Account Executive. Resume: Tom Duran, KSTIM FM, 525 W. Southern, Mesa, AZ 85202. EOE M/F (2-15)

KATI needs CHR team lead for 7-midnight. Excellent market for career growth. T&R: Fred Lermhuis, Box 2006, Casper, WY 82602. EOE M/F (2-15)

## AOR/CHR PROS

Needed for future openings. Morning and afternoon drive personalities especially encouraged to apply. If you can do more than read liner cards, if you have the ability to communicate and entertain, then great pay and benefits await. Rush tape & resume to: Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067. All replies are strictly confidential. EOE M/F

## PRODUCTION DIRECTOR

California area. Looking for a production pro who loves creating effective radio commercials. Send T&R to: Radio & Records, 1930 Century Park West, #939, Los Angeles, CA 90067. EOE

## PROGRAM DIRECTOR/ OPERATIONS MANAGER

AM/FM So. Calif. Growth Market Top stations seek an on-air team player to maximize programming, promotions and internal operations. Great facilities. Top management team. Growth company. T&R to Radio & Records, 1930 Century Park West, #940, Los Angeles, CA 90067. EOE M/F

KXOA seeks "audio journalist" to fill street/feature reporter slot. T&R: Ken Hunt, Box 1677, Sacramento, CA 95806. EOE M/F (2-15)

Immediate opening for chief engineer at Polson, Montana station KERR/K92. Would consider ability to handle board shift. Call A.L. Anderson: (701) 255-1234 EOE M/F (2-15)

# Opportunities

## Openings

New AM contemporary station in Eugene, OR, seeking MD, air talent & production. T&R: KRUX, Box 21, Corvallis, OR 97331. EOE M/F (2-19)

### THE SEARCH IS ON

For CHR morning personalities. Top 5 market. Killer facility and opportunity. Rush resume to Radio & Records, 1930 Century Park West, #937, Los Angeles, CA 90067.

## Positions Sought

For Sale: One five-year pro currently doing afternoon drive/AM CHR gig. Looking for a new challenge. JAY: (512) 578-6111 (2-22)

One-man staff: Experienced on-air, production, promotions & research. Am hard-working & a team player. Looking for medium MW/S markets. DEAN: (616) 454-4118 (2-22)

I'm natural sounding & responsible with a successful Country/CHR gig. Team player with PD experience looking for Country or A/C. MARK: (305) 769-2938 (2-22)

I am a thorough, enthusiastic, accurate & objective MD for a MW lower station. I can be the same for you. JANA WAHL: (712) 382-3647 (2-22)

### Attention A/C & Country Stations

Seeking Operations or Program Director position. 15 years programming experience in CHR, A/C and Country formats, in large markets. Call RON at (314) 428-3132. Let's talk.

Dependable, hard-working Country or A/C personality for your station. (801) 787-1668 (2-22)

Cleaning house? Dynamic duo ready to take over as your ND & PD or join a winning team in news & programming capacities in southern medium markets. DAVE: (512) 443-5440 (2-22)

Free agent announcer will say any day-part. Three-year veteran of Country/CHR. Prefer SW. Call America's Jack. JOHN: (305) 482-9635 (2-22)

Weekend DJ, with two years experience, looking for fulltime learning job in small market outside Houston. Prefer A/C. For T&R, call TRDY: (713) 977-9062 (2-22)

Parttime job immediately wanted in research, consulting, production, air work or other areas for stations or firms. Wanda, too. Leave message. (213) 951-0285 (2-22)

GM position wanted in small market. Experienced OM with sales background looking for permanent family home. DON: (404) 234-0039 (2-22)

Controversial talk show host with sense of humor is seeking radio market willing to take chances with a proven talent. Interested GARY: (814) 639-4353 T&R available. (2-22)

Dedicated, relocatable Urban/CHR DJ with four years experience looking to be MD in medium/large market. AL TWITTY: (502) 637-8899 (2-22)

### Want Improved Rankings 24-44?

I'll program your U/C or A/C with a classy, unduplicated approach for new adult highs. Three previous successes in Top 10 markets. Air shift too. (516) 979-0767.

Female, with 10 years experience in major market, seeks professional environment. JUNE: (717) 296-9214 (2-22)

Sports directing, PEP, host, talk show, etc. . . . Four years major market experience & am willing to do board work. Relocatable. CHRIS: (801) 285-1117 (2-22)

Energetic air talent/production whiz seeking small/medium market gig in West states. Have good pipe & experience. BILL BOWEN: (805) 498-4738 after 6 p.m.

Ambitious, hard-working broadcast school grad with some major market experience desires air shift. Want to make money for your broadcast. CLIFF CROCKER: (216) 391-3289 (2-22)

Creative broadcasting school grad with strong sales interest seeks sales/air/PH position with Urban, CHR, or A/C station. Ready to relocate. TROY SAVAGE: (215) 455-2229 (2-22)

Give your news a boost! Creative KPRC available. ANDY FREDMAN, 2424 Haeste Ave., A-15, Berkeley, CA 94704. (2-22)

Dependable & professional CHR & A/C DJ/PD/OM with 20 years experience has great voice, delivery & production. Greater Cincinnati area. (513) 528-5783 (2-22)

Get me out of Nebraska! Seeking position with music station, possibly programming. 20 months experience with P-3 CHR. ED: (402) 477-4898 (2-22)

## Positions Sought

Natural sounding contemporary personality with flit seeks major/medium market midday/afternoon slot. 1 get names. Call mine. STEVE O'CONNOR: (219) 284-7817 (2-22)

Hey! Looking for a new air talent? Look no further. Well-rounded personality with good pipes & the ability to bring in a high book. For a test track, DON: (213) 542-3283 (2-22)

Personality with three years experience seeks A/C, CHR or AOR medium market anywhere. JMI: (808) 522-7843 (2-22)

Looking for talk show format. Can handle strong phones & have culture, humor & six years on-air experience. RICH ALCOIT: (707) 964-7277 (2-22)

### PD/OM Needed?

I've worked for winners most of my career. I've kept my eyes and ears open. Now it's time to apply what I've learned. I'm currently employed on-air, well-paid, but not challenged. I'd take personal doormat to the top! Qualifications:

- Experience in Country, AOR, Beautiful Music, News/Talk.
- Knowledge of research techniques.
- Able to train and motivate people.
- University education.
- Good Pipes.

Write: Boxholder, P.O. Box 386, Davis, CA 95617

Hard worker with some experience is willing to learn & relocate. Any format. PAUL WEBER: (805) 927-7358 (2-22)

Veteran Country/CHR experienced programmer seeks PD/OM position in Midwest market. TOM: (513) 489-8314 or 863-7028 (2-22)

Award-winning MD in metro NYC seeks major market. Excellent references. (516) 240-0566 (2-22)

TERRY HALL is available for MD/air shift position. Will work automation or live-a-side. Available in late March or early April. (214) 739-0532 (2-22)

Talented A/C & CHR jock with six years experience, including management positions, looking for the right opportunity. (617) 948-0936, before 9 am, after 7 est. (2-22)

Male DJ with personality plus now available for rock, A/C, Oldies or Country station in major market. Will relocate. D.J. FOSTER: (703) 823-3011 (2-22)

ALBERT LEWIS does CHR, AOR or new music. Now on NYC hit radio. (212) 887-7221 (2-22)

Looking for air work . . . all positions in West Coast medium/major markets. JIM KIRK: (209) 221-9320 (2-22)

Veteran on-air expert, GERRY "JIM DIAMOND" WHITEHEAD, is suffering from "change fatigue." Needs gig ASAP! Prefer S. CA. (805) 395-1106 (2-22)

Urgent! Enthusiastic, knowledgeable & relocatable sportscaster with 10 years experience is tired of news. KATHY: (409) 789-3211 (2-22)

Young & aggressive communications ready to challenge your station. I'm big enough; no station too small. Prefer A/C or CHR evenings. GARY RICHARDS: (904) 799-0364 (2-22)

LEE ABRAMS (I've met!), KLOL, 96X; DON YORK, ready to rock your market. (512) 578-7035 or 578-2556 (2-22)

Entertain with the lighter side of news . . . Have gags, drops, skilful production, phones & three years experience. STEVEN CRAIG: (409) 384-4553 (2-22)

PM drive/Production Director with eight years experience in medium markets looking for position as PD/MD/Production Director. SHAWN: (606) 722-9025 or (713) 728-1348 (2-22)

Want improved ratings 24-44? I'll program your Urban or A/C with a classy, unduplicated approach. Three previous successful top 10 markets. (516) 979-0767 (2-22)

Available immediately: Great voice with experience looking to break into small market, even full or parttime work on Long Island. CRAIG: (915) 287-1128 or (718) 343-2192 (2-22)

Believe in personality radio? How about 16 of them? Abused as a child, multiple personality looking for ratings challenge in major market. (312) 828-0197 (2-15)

Seeking mornings at personality CHR/AOR. Prefer Midwest/East Atlantic. Have five years experience. JERRY: (219) 933-7600 (2-22)

Warm, conversational personality wants to work! Any AOR, A/C & hybrids needed enthusiastic & creative talent should call JOHN: (419) 729-3262 or 878-7583 (2-22)

KEN SCARBOROUGH, Country music personality, is now available. Call DIANE: (213) 454-4278 (2-22)

The great & talented MARC is seeking "the Great Opportunity" in FL or the Great Lakes area. Call for a demo taping: (813) 474-5054 (2-22)

On-air jock with good production, news, operations & some experience as a GM enjoys working hard to be #1. Team-oriented. SASHA ROSEN: (618) 873-7792 (2-22)

Polar bear in top 95 market with two drive time gigs & MD experience seeking major AOR, A/C or CHR in South, West, Southwest or Hawaii. CRAIG: (305) 756-1282 or 746-8032 (2-22)

## Positions Sought

Versatile female jock seeks fulltime radio gig. West Coast preferred, but will consider all offers. ROSALYN: (415) 333-5908 (2-22)

Ready for playing Annette! Hardly. Cronium strikes the film. One. KPRC, WLS, & WMET. Available to CHR pros only. (No guests!) (415) 652-3836 (2-22)

Experienced on-air, good production, & writing with eight years entertainment management wants West Coast position. RICK: (818) 363-1710 (2-8)

Get me out of New Hampshire! BU grad with two years experience is looking to move up in news. Prefer southern New England. KEITH: (603) 934-3530, afternoons. (2-22)

Morning middle major market talent with phone bits, voice & outrageous humor seeks morning or personality slot in top 50 market. J.R.: (813) 365-2946 (2-22)

Menace & experienced CHR/Country communicator & production award winner seeks air shift with added responsibilities in the Upper Midwest. KEN: (701) 232-2184 (2-22)

Recent college graduate with two years parttime experience in A/C & Country is able to relocate. VAN: (801) 451-6216 (2-22)

Energetic & humorous nine year Country drive pro seeks future with strong Midwest company. DON: (612) 253-5874 (2-22)

17 year pro looking for challenging programming/on-air position. Will relocate. BRENT ALBERTS: (404) 794-6007 (2-22)

13 year outstate looking for FM that isn't afraid to be Country. I'm stilled in NY & want to go West. NICK: (607) 849-8083, before 3 pm est. (2-22)

Young, dependable & energetic broadcaster with MD/on-air experience seeks CHR slot. Not afraid to break a sweat. STEVE: (818) 368-4403 (2-22)

Enthusiastic & creative individual seeking entry level position as announcer. Prefer AOR/CHR. Skilled in all phases of station operation. TOM: (519) 385-4212 (2-22)

"Troubleshooter . . . efficiency expert . . . coach, researcher, marketing and promotion, music expert . . . production wizard . . . accomplished air talent . . . radio historian . . . motivator . . . track record. An effective programmer must have a good measure of all of these qualities. One is available now. Cory Poll . . . (412) 863-5994. Your goals are more important than your market size."

Ambitious & young announcer looking to move up. Will relocate. JIM: (717) 597-9239 (2-22)

Enthusiastic & young personality seeks any announcing position. DARYL LUBINSKY: (213) 645-8204 or 645-9764 (2-22)

Available now! PD/air talent for your A/C-CHR. Nine years experience with radio & TV. Will consider alt. CHARLIE: (517) 527-1766 (2-22)

Experienced Continuity Director/copywriter in major market is looking for AOR. Willing to relocate. SALLY: (314) 988-4456 (2-22)

Veteran radio jock/Production Director is looking for ADR gig. CLAY: (605) 292-1975 (2-22)

Seems, why haven't you called? RAB/TAB award-winning copywriter/production person is now available. SHARDAN: (601) 922-1595 (2-22)

Experienced air talent with good production skills and acting in music background will relocate. ARTHUR: (213) 472-4166 (2-22)

### CHIEF ENGINEER

Needs to locate in Midwest. 12 years experience: High-power AM/FM. Excellent with audio. Studio and transmitter construction. Satellite and automation. P.O. Box 550004, Birmingham, AL 35255.

MATTHEWS & MORRIS in the morning are spending their mornings at home. Would rather spend them at your station. Call TREV: (615) 383-8196 (2-1)

College grad in music/broadcasting, with over 20 months part-time experience with CHR, is seeking position with music station. Interest in programming. ED: (402) 477-4696 (2-1)

12 year pro looking for a job in medium or small market. Experienced PD, MD & in all shifts. Call JIM PRINCE: (801) 828-6238 (2-1)

Air traffic talent with three years experience, is willing & ready to relocate. JANET YACKLE: R.R. #4, Esterville, IA 51334. (712) 362-2033 (1-18)

Frustrated small market personality seeking medium market. Looking for Country or A/C opportunity & am relocatable. DEAN: (517) 673-6419 (2-15)

Need outrageous morning? One of America's finest, ROGER CARP, now available. KS103/San Diego, KZZP/Phoenix, & KOFY/Phoenix. (819) 282-8000 (2-18)

Relocatable broadcast school grad is looking for any air shift. Experienced in news writing, copywriting, DJ & production. Available March 1st. RANDY: (319) 366-4212 (2-19)

## Positions Sought

Looking for someone? I'm RICH STEVENS. Relocatable CHR jock with experience. Ready to mold my personality with a good PD. Partial air check on machines: (306) 583-3825 (2-18)

Young air personality with major market experience (WGCL WRGC, WHCQ) is looking for position in medium/large market. TIM: (218) 624-2462 (2-15)

DAVID MATTHEWS in the morning. 17 year pro (WFMH/Rochester, KAAY/Little Rock) looking for medium/large market CHR or A/C. (804) 246-0390 (2-15)

### I Want To Create A Winner!

Currently working top lpmc station on Long Island. Experienced programming, promotion, production, air. I want to create a winner or help you win bigger. Contact HARVE (516) 293-7947.

Young energetic broadcaster with on-air & MD experience seeks CHR position. Not afraid to break a sweat. Am college grad & dependable. STEVE: (818) 368-4403 (2-15)

Budget cuts me out. Hard-working, responsible, relocatable with good references (WGRX, WMET). Available yesterday. PAUL NELSON: (301) 366-3126 (2-18)

Former Production Manager at KMET with eight years experience is looking for similar work. GUS: (213) 472-9509 Leave message. (2-15)

Looking for Midwest CHR or A/C station who wants to spice up their evenings. I've got a show that will make your evenings breezy! TIM: (314) 341-2151 (2-15)

Are you looking for an experienced female for your CHR/AOR? Current parttime wants fulltime. (306) 228-3754 (2-15)

Q102/Des Moines morning man, JACK DANIELS, seeks larger market opportunity. 13 years A/C-CHR veteran with strong production & good pipes. (515) 270-6290 (2-15)

Believe in personality radio? How about 16 of them? Abused as a child, multiple personality looking for ratings challenge in major market. (312) 828-0197 (2-15)

DAVID BARMAN, formerly with WZOU, WCOP/Boston, seeking medium/large AOR/CHR programming opportunity. Ready to build another killer. (817) 437-0055 (2-15)

Top 100 market PD, Marketing/Promotions Director & jock with experience in Country, is available now. References include current employer. STEWART: (504) 923-0296 (2-15)

Numbers don't lie. Norfolk's top-rated weekend personality DON LEONARD can deliver. Interested? (804) 467-8961 (2-15)

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

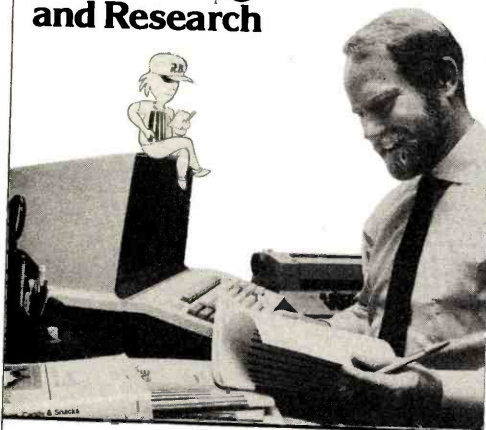
**Display & Blind Box** advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

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.

# HIBERNETICS

## A Guide to Radio Ratings and Research

by Jhan Hiber



Here's what you get in simple, easy to read and useable form:

### Chapter 1

#### Radio Research Overview

— a history of research

### Chapter 2

#### Focus On Focus Groups

— Definition, use, do-it-yourself

### Chapter 3

#### Telephone Studies

— strengths/weaknesses, do's and don'ts

### Chapter 4

#### Other Market Research Techniques

— Mail, in-person, when/how to

### Chapter 5

#### A Look Inside Arbitron

— Intro and production

### Chapter 6

#### The Almighty Diary

— evolution, longevity, history

### Chapter 7

#### Diary Analysis

— how to get the other 75% of information

### Chapter 8

#### Quarterly Measurement

— how to succeed, history and problems

### Chapter 9

#### Birch Radio

— background, methodology, comparison with ARB

### Chapter 10

#### Sales Research

— a key to better revenues

### Chapter 11

#### Sales Breakouts

— computer options, types of breakouts



Order your copy now and take advantage of this SPECIAL PRE-PUBLICATION OFFER:

Please send me \_\_\_\_\_ copies at \$39.95 of Hibernetics, A Guide to Radio Ratings and Research.

NAME \_\_\_\_\_

STATION/AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

MASTERCARD # \_\_\_\_\_

INTERBANK # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

VISA # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

Make check payable to: R&R Books/Hibernetics (please allow 4-6 weeks for delivery.)

Ca. residents add 6 1/2% sales tax.

HIBERNETICS © R&R BOOKS 1984

1930 CENTURY PARK WEST LOS ANGELES, CA 90067

R&R  
BOOKS

# National Music Formats Added This Week

## BPI

John Sherman/Bob English (206) 624-8651

### Adult Contemporary

DeBARGE "Rhythm Of The Night"  
BRUCE SPRINGSTEEN "I'm On Fire"

### Modern Country

GLEN CAMPBELL "A Lady Like You"  
HANK WILLIAMS JR. "Major Moves"  
LACY J. DALTON "If That Ain't Love"  
ALABAMA "There's No Way"

## Satellite Music Network

George Williams (214) 343-9205

### The Starstation

PHIL COLLINS "One More Night"  
KENNY ROGERS "Crazy"  
DAN HARTMAN "Second Nature"  
DeBARGE "Rhythm Of The Night"

### Country Coast-To-Coast

HANK WILLIAMS JR. "Major Moves"  
MICKEY GILLEY  
"I'm The One Mama Warned You About"  
SHELLY WEST "Now There's You"  
REBA McENTIRE "Somebody Should Leave"

### Rock 'N' Hits

PRINCE "Take Me With U"  
BRUCE SPRINGSTEEN "I'm On Fire"  
GREG KIHN "Lucky"  
JEFFREY OSBORNE "The Borderlines"

## Century 21

Greg Stephens (214) 934-2121

### The Z Format

DON HENLEY "All She Wants To Do Is Dance"  
ALAN PARSONS PROJECT "Let's Talk About Me"

### The A/C Format

DeBARGE "Rhythm Of The Night"  
BRUCE SPRINGSTEEN "I'm On Fire"  
DENNIS DeYOUNG "Dear Darling"  
BARBRA STREISAND "Emotion"

### Super-Country

RONNIE McDOWELL "In A New York Minute"  
JOHN CONLEE "Working Man"  
MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
FORESTER SISTERS  
"(That's What You Do) When You're In Love"  
MAINES BROTHERS BAND  
"Everybody Needs Love On Saturday Night"

## Transtar

Chick Watkins (303) 578-0700

### Adult Contemporary

JULIAN LENNON "Too Late For Goodbyes"  
REO SPEEDWAGON "Can't Fight The Feeling"

### Country

Tom Casey (213) 460-6383

HANK WILLIAMS JR. "Major Moves"  
DAVID ALLAN COE "She Used To Love Me A Lot"  
ALABAMA "There's No Way"  
WAYLON JENNINGS "Waltz Me To Heaven"

## Media General Broadcast Services

Bob Dumais (901) 320-4433

### Action

ALAN GORRIE "Dairy Of A Fool"  
MANHATTANS "You Send Me"  
DeBARGE "Rhythm Of The Night"

### Your Country

NICOLETTE LARSON "Only Love Will Make It Right"  
RONNIE McDOWELL "In A New York Minute"  
GAIL DAVIES "Nothing Can Hurt Me Now"  
MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
JOHN CONLEE "Working Man"

### Hit Rock

AUTOGRAPH "Turn Up The Radio"  
CARS "Why Can't I Have You?"  
DAVID BOWIE with the PAT METHENY GROUP  
"This Is Not America"  
ANIMATION "Obsession"  
SCANDAL featuring PATTY SMYTH "Beat Of A Heart"  
JEFFREY OSBORNE "The Borderlines"  
DeBARGE "Rhythm Of The Night"

## Radio Arts

John Benedict (818) 841-0225

### Country's Best

CHARLY McCLAIN "Radio Heart"  
KENDALLS "Four Wheel Drive"  
JOHN CONLEE "Working Man"  
RONNIE McDOWELL "In A New York Minute"  
SAWYER BROWN "Step That Step"  
T.G. SHEPPARD "You're Going Out Of My Mind"  
SYLVIA "Fallin' In Love"

### Soft Contemporary

BARBRA STREISAND "Emotion"

### Sound 10

CHICAGO "Along Comes A Woman"  
DeBARGE "Rhythm Of The Night"  
MADONNA "Material Girl"

## Concept Productions

Dick Wagner (916) 782-7754

### CHR

DAN HARTMAN "Second Nature"  
CHICAGO "Along Comes A Woman"  
FOREIGNER "That Was Yesterday"  
JEFFREY OSBORNE "The Borderlines"

### Country

JOHN CONLEE "Working Man"  
MARK GRAY & TAMMY WYNETTE  
"Sometimes When We Touch"  
RONNIE McDOWELL "In A New York Minute"  
MAINES BROTHERS BAND  
"Everyone Needs Love On A Saturday Night"  
GENE WATSON "One Hell Of A Heartache"  
GAIL DAVIES "Nothing Can Hurt Me Now"

## Peters Productions, Inc.

Debbie Walsh (619) 555-8511

### Country Lovin'

JOHN SCHNEIDER "Country Girls"  
KENDALLS "Four Wheel Drive"  
JOHN CONLEE "Working Man"

### The Great Ones

MANHATTANS "You Send Me"  
DOLLY PARTON "Don't Call It Love"  
JOHN FOGERTY "The Old Man Down The Road"

## TM Programming

Cal Casey (214) 634-8511

### Stereo Rock

DeBARGE "Rhythm Of The Night"  
SCANDAL featuring PATTY SMYTH "Beat Of A Heart"  
ANIMATION "Obsession"  
BRUCE SPRINGSTEEN "I'm On Fire"  
GREG KIHN "Lucky"

### TM A/C

ERIC CARMEN "I Wanna Hear It From Your Lips"

### TM Country

EDDIE RABBITT "Warning Sign"  
CHARLY McCLAIN "Radio Heart"  
FORESTER SISTERS  
"(That's What You Do) When You're In Love"  
JOHN FOGERTY "Big Train (From Memphis)"  
SYLVIA "Fallin' In Love"  
RESTLESS HEART "Let The Heartache Ride"

## Drake-Chenault

Bob Laurence (818) 883-7400

### XT-40

SCANDAL featuring PATTY SMYTH "Beat Of A Heart"  
COMMODORES "Nightshift"  
CHICAGO "Along Comes A Woman"  
ANIMATION "Obsession"

### Contempo 300

DeBARGE "Rhythm Of The Night"

### Great American Country

CHARLY McCLAIN "Radio Heart"  
EDDIE RABBITT "Warning Sign"  
SYLVIA "Fallin' In Love"  
FORESTER SISTERS  
"(That's What You Do) When You're In Love"



# DO PROGRAM DIRECTORS BUY ON-AIR BROADCAST CONSOLES?

*Apparently, most manufacturers don't think so.*

Look through the pages of this week's **Radio & Records** (or any other "programmer's" magazine). We're betting that it's probably like last week's and every other issue before, in that you won't see any ads for broadcast boards.

You see, the traditional wisdom is that only engineers understand consoles and make console buying decisions. So, manufacturers save their ad dollars to buy space in "engineering magazines." And their ads usually talk about distortion levels, slew rate, db gain and other technical eccentricities.

## **The Whole Story**

As we all know, there's an entire other side to the successful use of a broadcast console. It's the side that the operator sits at. Your disc jockeys, air talent, news and sports personnel have to live with this console 24 hours a day, long after the engineer has bought the board because it met his technical requirements.

Little things, items that may not even have been on the engineer's checklists, become very big things over the months and years of use. Do the buttons "feel" right? Is there a place to rest your hands, or set copy? Does the angle of the meters match the operator's line of sight, or does he have to strain to see them? Is there a sufficient number of input and output busses for all your sources? Is the console truly attractive so you can create a positive working environment?

Make your own checklist with your programming concerns in mind. Chances are, it will contain some very important items that weren't considered before.

## **"Human Engineering"**

That's a tired, overused term by now. But it was invented to try to address the operational features that are built into some broadcast consoles. **Some** broadcast consoles. Many boards that spec out beautifully are a nightmare to use. Or at least offer none of the operational benefits that can help your talent use the console to sound better on the air.

## **Our Story**

We're Radio Systems. And, obviously, we manufacture a console that we'd like operators to know more about.

Like everybody else, we advertise in engineering magazines—because our board is very impressive from an engineering standpoint. In fact, it's got better technical specifications than almost any other board on the market.

But our consoles are also a joy to use from the other side, your side. They're attractive, cleanly designed, and built to assist an operator with programmable, automatic functions.

## **Our Price**

One thing you should know is that the rules are changing as far as what consoles cost.

In the past, a console that looked and worked the way ours

does cost much more than most stations could afford. Programmers wouldn't get the consoles they wanted because of price.

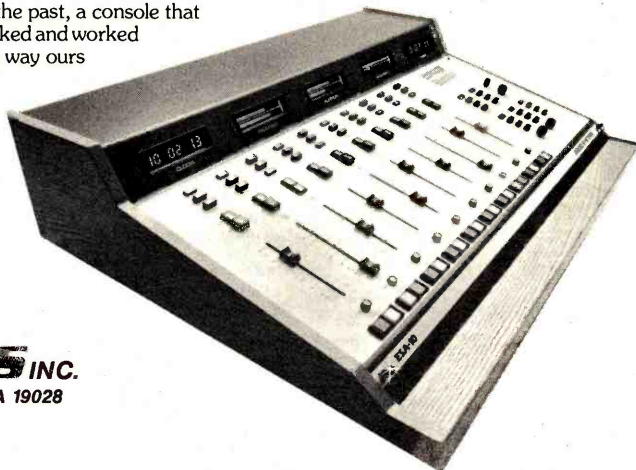
The 10 channel console pictured below is less than \$10,000, and, costs about the same as many of the no-frills compromises you had to live with before. By force of habit, some engineers might not even look in our direction, assuming our style consoles cost much more money.

## **Our Ads**

Marketing people call this type of advertising going for a "secondary buying influence." But we believe that in many well-run stations, your opinion on equipment is taken very seriously, and is far from "secondary."

If your station is in the market for a console, make sure your engineer is considering a Radio Systems' board. If he needs some encouragement, call our toll-free number or write us for a catalog and users list.

We'll be running ads in **Radio and Records** all year highlighting the operational features of the console. Because your "secondary buy" is of primary importance to us.



**RADIO SYSTEMS INC.**

5113 WEST CHESTER PIKE • EDMONT, PA 19028

800/523-2133 or (In PA 215/356-4700)

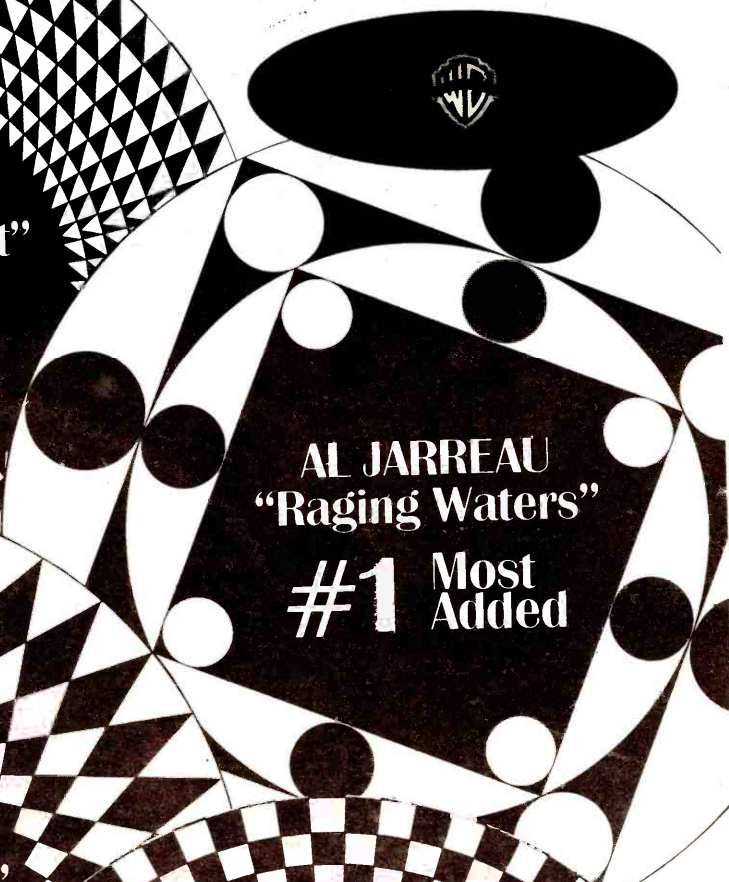


# THIS IS OUR WEEK!



**CHAKA KHAN**  
"This Is My Night"

The  
**#1 Record**



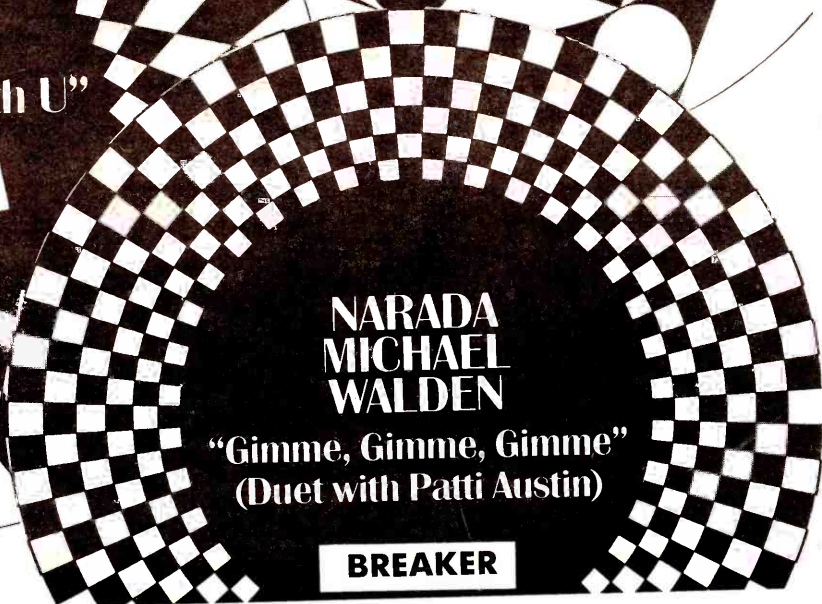
**AL JARREAU**  
"Raging Waters"

**#1** Most  
Added



**PRINCE**  
"Take Me With U"

**BREAKER**



**NARADA  
MICHAEL  
WALDEN**

"Gimme, Gimme, Gimme"  
(Duet with Patti Austin)

**BREAKER**



# HOW DO YOU CELEBRATE BLACK HISTORY MONTH?

## DeBARGE "Rhythm of the Night"<sup>1770GF</sup>

TRIPLE BREAKER!

... in the soon-to-be-released Motown motion picture, "Berry Gordy's The Last Dragon"

Black/Urban: 31 A/C: 22 **CHR BREAKERS** 189/45-74% **DEBUT** 39



## MARY JANE GIRLS "In My House"<sup>1741GF</sup>

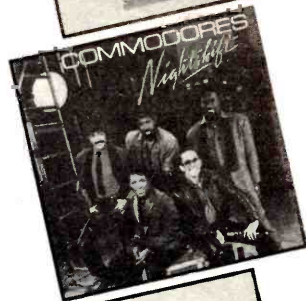
Sizzling!

**Black/Urban BREAKERS** 38



## COMMODORES "Nightshift"<sup>1773MF</sup>

Black/Urban: 2 **A/C BREAKERS** 10 **CHR BREAKERS** 155/30-61%



## DAZZ BAND "Heartbeat"<sup>1775MF</sup>

The heartbreaker continues to jump high on the charts!! **Black/Urban BREAKERS** 19



WE AT MOTOWN GIVE HITS FROM SOME OF THE GREATEST BLACK ARTISTS TODAY!  
... AND EVERYBODY KNOWS

MOTOWN DELIVERS, ALWAYS HAS... ALWAYS WILL.



R&R JAZZ RADIO NATIONAL AIRPLAY/30

February 22, 1985

- 2 DAVID SANBORN/Straight To The Heart (WB)
1 2 SCOTT COSSU/Islands (Windham Hill)
5 3 SKYWALK/Silent Witness (Zebra)
3 4 PAQUITO D'RIVERA/Why Not! (Columbia)
7 5 RODNEY JONES/When You Feel The Love (Timeless/Zebra)
6 6 BOB THOMPSON/7 In 7 Out (Rainbow)
4 7 MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic)
8 8 GEORGE BENSON/20/20 (WRB)
23 9 BOBBY HUTCHERSON/Good Bait (Landmark)
13 10 JAMES WILLIAMS/Alter Ego (Sunnyside)
11 11 ARTHUR BLYTHE/Put Sunshine In It (Columbia)
24 12 DAVE GRUSIN/One Of A Kind (GRP)
9 13 PAT METHENY/First Circle (WB)
18 14 JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing If You... (Pablo)
15 15 ART BLAKEY & JAZZMESSNGERS/Album Of The Year (Timeless/Zebra)
16 16 CLAUDE BOLLING TRIO/Jazz A' La Francaise (Columbia)
17 17 JOE FARRELL/LUIS HAYES QUARTET/Vim 'N' Vigor (Timeless/Zebra)
18 18 VICTOR FELDMAN/Fiesta (Palo Alto)
19 19 DIANE SCHUUR/Deedles (GRP)
14 20 LAUREL MASSE/Alone Together (Pausa)
21 21 E. FITZGERALD/D. ELLINGTON/Stockholm Concert, 1966 (Pablo Live)
22 22 ROSEANNA VITRO/Listen Here (Texas Rose)
25 23 L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy)
24 24 COTTON CLUB/Soundtrack (Geffen)
DEBUT 25 BARRY MANILOW/2:00 AM Paradise Cafe (Arista)
26 26 SHADOWFAX/The Dreams Of Children (Windham Hill)
19 27 IN SYNC/Sync Or Swim (Silver Seal)
DEBUT 28 RED GARLAND/So Long Blues (Galaxy)
29 29 AL JARREAU/High Crime (WB)
30 30 WYNTON MARSALIS/Hot House Flowers (Columbia)

Black/Urban stations contributing to Jazz: WKND/Hartford, Melinae McClean; WGVI/Charlotte, Hal Harrill; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Del Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

MOST ADDED

- BOBBY HUTCHERSON (14) Good Bait (Landmark)
BARRY MANILOW (11) 2:00 AM Paradise Cafe (Arista)
BOBBY SHEW QUARTET (10) Breakfast Wine (Pausa)
DAVE GRUSIN (9) One Of A Kind (GRP)
RECIL (7) The Fantasy Continues (Pausa)
NYLONS "One Size Fits All" (Open Air) 8/1
GEORGE ADAMS/DON PULLEN QUARTET "Decisions" (Timeless/Zebra) 8/0
TONY DuPuis "Night Visions" (ARD) 7/4
ANDREAS VOLLENWEIDER "White Winds" (Columbia) 6/6
RED HOLLOWAY "Nicas Dreams" (SteepleChase) 6/3
JEFF LORBER "Step By Step" (Arista) 6/2
M'BOOM "Collage" (Soul Note) 6/2
ARCHIE SHEPP "Down Home New York" (Soul Note) 6/2
FALCON & THE SNOWMAN Soundtrack (EMI America) 6/1
RAY MANTILLA "Hands Of Fire" (Red) 6/1
MAXINE SULLIVAN "Great Songs From Cotton Club" (Stash) 6/0
DAVE BRUBECK QUARTET "For Iola" (Concord) 5/4
ROB MCCONNELL & BOSS BRASS "Live In Digital" (Palo Alto) 5/4
STEVEN SCHOENBERG "Pianoworks" (Quabbin) 5/4
JOE NEWMAN & JOE WILDER "Hangin' Out" (Concord) 5/2
BILL BARRON "Variations In Blue" (Muse) 5/1
LISA RICH "Listen Here" (Discovery) 5/1
PATRICK WILLIAMS "Dreams & Themes" (Allegiance) 5/1

HOTTEST

- DAVID SANBORN (21) Straight To The Heart (WB)
SCOTT COSSU (18) Islands (Windham Hill)
GEORGE BENSON (14) 20/20 (WRB)
SKYWALK (13) Silent Witness (Zebra)
PAQUITO D'RIVERA (11) Why Not! (Columbia)
BOBBY HUTCHERSON (11) Good Bait (Landmark)

- WYBE/Heavy 3/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KWUU, Heavy: WLOQ, KTJC, KCCS, Medium: WMOT, KLCC.
ROBERTS/Heavy 2/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KLCC, Medium: WGBH, KPXR.
TONY DuPuis "Night Visions" (ARD) 7/4
ANDREAS VOLLENWEIDER "White Winds" (Columbia) 6/6
RED HOLLOWAY "Nicas Dreams" (SteepleChase) 6/3
JEFF LORBER "Step By Step" (Arista) 6/2
M'BOOM "Collage" (Soul Note) 6/2
ARCHIE SHEPP "Down Home New York" (Soul Note) 6/2
FALCON & THE SNOWMAN Soundtrack (EMI America) 6/1
RAY MANTILLA "Hands Of Fire" (Red) 6/1
MAXINE SULLIVAN "Great Songs From Cotton Club" (Stash) 6/0
DAVE BRUBECK QUARTET "For Iola" (Concord) 5/4
ROB MCCONNELL & BOSS BRASS "Live In Digital" (Palo Alto) 5/4
STEVEN SCHOENBERG "Pianoworks" (Quabbin) 5/4
JOE NEWMAN & JOE WILDER "Hangin' Out" (Concord) 5/2
BILL BARRON "Variations In Blue" (Muse) 5/1
LISA RICH "Listen Here" (Discovery) 5/1
PATRICK WILLIAMS "Dreams & Themes" (Allegiance) 5/1

NEW & ACTIVE

- NEW PULSE JAZZ BAND "Boogie Man" (Kilmarnock) 13/4
JAY LEONHART w/JOE BECK "There's Gonna Be Trouble..." (Sunnyside) 12/5
RECIL "The Fantasy Continues" (Pausa) 11/7
BOBBY SHEW QUARTET "Breakfast Wine" (Pausa) 10/10
FUSE ONE "Ice" (GNP Crescendo) 10/2
LARRY CHERNICOFF "Gallery Of Air" (Muse/Art) 10/1
BUDDY TATE & AL GREY "Just Jazz" (Uptown) 9/5
DUKE ELLINGTON & HIS ORCHESTRA "Featuring Paul Gonsalves" (Fantasy) 9/2
SHORTY ROGERS/BUD SHANK "Back Again" (Choice/Bainbridge) 9/0
TANIA MARIA "The Real Tania Marie: Wild!" (Concord Picante) 8/5
YUSEF LATEEF "In Nigeria" (Landmark) 8/4
JOE PASS & J.J. JOHNSON "We'll Be Together Again" (Pablo) 8/4
CHARLIE ROUSE "Social Call" (Uptown) 8/2

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

Grid of regionalized adds and hot reports for various markets including East, South, West, Midwest, and Philadelphia. Includes station call letters and program details.

QUARTET - Bill Reichenbach, Peter Erskine, Jimmy Johnson, Biff Hannon. On Silver Seven Records North Hollywood, California (818) 980-6328.

The following station called in a frozen playlist: WRTI/Philadelphia. The following station failed to report this week; its playlist was frozen: KKSJ/Portland. Editor's Note: WJAX/Jacksonville is no longer a reporting station.

# R&R Country NATIONAL AIRPLAY/50

## February 22, 1985

Three Weeks Last	Weeks Ago	Artist/Song	Total Reports/Adds	Heavy	Medium	Light	
5	2	2	<b>1</b> EXILE/Crazy For Your Love (Epic)	160/1	139	17	4
10	7	4	<b>2</b> LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	159/0	130	25	4
8	4	1	<b>3</b> GLEN CAMPBELL/A Lady Like You (Atlantic America)	156/0	126	23	7
13	8	6	<b>4</b> STEVE WARINER/What I Didn't Do (MCA)	161/0	117	36	8
16	9	7	<b>5</b> KENNY ROGERS/Crazy (RCA)	160/3	117	33	10
3	3	3	<b>6</b> DAN SEALS/My Baby's Got Good Timing (EMI America)	154/1	122	20	12
18	11	8	<b>7</b> DON WILLIAMS/Walkin' A Broken Heart (MCA)	162/0	101	58	3
20	14	0	<b>8</b> RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)	161/2	102	48	11
9	6	5	<b>9</b> THE STATLERS/My Only Love (Mercury/Pg)	150/1	118	23	9
15	13	12	<b>10</b> MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	153/0	77	62	14
29	22	18	<b>11</b> BELLAMY BROTHERS/Need More Of You (MCA/Curb)	162/0	59	92	11
22	18	15	<b>12</b> JOHN SCHNEIDER/Country Girls (MCA)	159/1	63	79	17
24	19	17	<b>13</b> EARL THOMAS CONLEY/Honor Bound (RCA)	161/1	63	85	13
25	21	19	<b>14</b> NITTY GRITTY DIRT BAND/High Horse (WB)	160/3	61	80	19
2	1	9	<b>15</b> GARY MORRIS/Baby Bye Bye (WB)	131/0	84	30	17
38	28	20	<b>16</b> ALABAMA/There's No Way (RCA)	163/2	39	100	24
28	25	23	<b>17</b> JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	159/3	42	95	22
31	27	24	<b>18</b> ANNE MURRAY/Time Don't Run Out On Me (Capitol)	159/3	40	98	21
26	23	21	<b>19</b> GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	143/1	45	80	18
27	24	22	<b>20</b> JANIE FRIEKE/The First Word In Memory Is Me (Columbia)	154/3	34	100	20
33	29	25	<b>21</b> JUDDS/Girls Night Out (RCA/Curb)	159/2	33	102	24
14	12	11	<b>22</b> VERN GOSDIN/Slow Burning Memory (Compliat/Pg)	123/0	66	41	16
34	31	28	<b>23</b> DOLLY PARTON/Don't Call It Love (RCA)	152/5	26	91	35
1	5	13	<b>24</b> MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	111/0	59	33	19
32	30	27	<b>25</b> DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	138/5	32	71	35
39	34	29	<b>26</b> GEORGE STRAIT/The Cowboy Rides Away (MCA)	153/6	23	84	46
36	33	30	<b>27</b> WAYLON JENNINGS/Waltz Me To Heaven (RCA)	148/5	29	81	38
42	38	31	<b>28</b> MICKY GILLEY/I'm The One Mama Warned You About (Epic)	149/2	14	81	54
12	10	14	<b>29</b> GUS HARDIN w/EARL THOMAS CONLEY/All Tangled Up In Love (RCA)	108/0	47	41	20
37	35	32	<b>30</b> HANK WILLIAMS JR./Major Moves (WB/Curb)	144/7	22	76	46
43	39	34	<b>31</b> B. MANDRELL/L. GREENWOOD/It Should've Been Love By Now (MCA)	143/5	13	84	46
—	43	37	<b>32</b> REBA McENTIRE/Somebody Should Leave (MCA)	134/10	3	69	62
—	44	38	<b>33</b> SAWYER BROWN/Step That Step (Capitol/Curb)	130/9	3	71	56
44	40	36	<b>34</b> SHELLY WEST/Now There's You (Viva)	123/4	10	68	45
19	17	16	<b>35</b> LACY J. DALTON/If That Ain't Love (Columbia)	110/0	42	46	22
47	42	39	<b>36</b> RESTLESS HEART/Let The Heartache Ride (RCA)	125/9	9	63	53
—	41	37	<b>37</b> EDDIE RABBITT/Warning Sign (WB)	121/16	3	55	63
7	15	26	<b>38</b> ED BRUCE/You Turn Me On (Like A Radio) (RCA)	72/0	26	28	18
—	42	38	<b>39</b> SYLVIA/Fallin' In Love (RCA)	110/6	2	46	62
<b>BREAKER</b>	—	40	<b>40</b> CHARLY McCLAIN/Radio Heart (Epic)	109/19	1	45	63
—	46	43	<b>41</b> JOHN FOGERTY/Big Train (From Memphis) (WB)	93/3	4	49	40
—	48	44	<b>42</b> FORESTER SISTERS/(That's What You Do) When You're... (WB)	105/9	4	48	53
21	20	33	<b>43</b> JOHN ANDERSON/Eye Of A Hurricane (WB)	74/0	23	37	14
<b>DEBUT</b>	—	44	<b>44</b> RONNIE McDOWELL/In A New York Minute (Epic)	87/33	0	19	68
4	16	35	<b>45</b> OAK RIDGE BOYS/Make My Life With You (MCA)	49/0	16	22	11
—	50	50	<b>46</b> MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/Pg)	78/9	2	31	45
6	26	40	<b>47</b> EDDY RAVEN/She's Gonna Win Your Heart (RCA)	45/0	9	24	12
<b>DEBUT</b>	—	46	<b>48</b> JOHN CONLEE/Working Man (MCA)	75/38	2	20	53
17	32	45	<b>49</b> T.G. SHEPPARD/One Owner Heart (WB/Curb)	43/0	9	18	16
<b>DEBUT</b>	—	46	<b>50</b> NICOLETTE LARSON/Only Love Will Make It Right (MCA)	81/11	1	24	56

### MOST ADDED

- JOHN CONLEE (387) Working Man (MCA)
- KENDALLS (35)
- Four Wheel Drive (Mercury/PolyGram)
- RONNIE McDOWELL (33) In A New York Minute (Epic)
- GENE WATSON (29)
- One Hell Of A Heartache (MCA/Curb)
- MARK GRAY & TAMMY WYNETTE (20) Sometimes When We Touch (Columbia)
- CHARLY McCLAIN (19) Radio Heart (Epic)
- BILL MEDLEY (19)
- Is There Anything I Can Do (RCA)
- T.G. SHEPPARD (16)
- You're Going Out Of My Mind (WB/Curb)
- GAIL DAVIES (16)
- Nothing Can Hurt Me Now (RCA)
- EDDIE RABBITT (16)
- Warning Sign (WB)

### HOTTEST

- RAY CHARLES with WILLIE NELSON (68) Seven Spanish Angels (Columbia)
- GLEN CAMPBELL (51) A Lady Like You (Atlantic America)
- EXILE (49) Crazy For Your Love (Epic)
- THE STATLERS (43) My Only Love (Mercury/PolyGram)
- KENNY ROGERS (35) Crazy (RCA)
- LEE GREENWOOD (35) You've Got A Good Love Comin' (MCA)
- STEVE WARINER (32) What I Didn't Do (MCA)
- DAN SEALS (28) My Baby's Got Good Timing (EMI America)
- MEL McDANIEL (21) Baby's Got Her Blue Jeans On (Capitol)
- GARY MORRIS (21) Baby Bye Bye (WB)

**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

**CHARLY McCLAIN**  
Radio Heart (Epic)

On 67% of reporting stations. Rotations: Heavy 1, Medium 45, Light 63, Total Adds 19 including WCAO, WAJR, CHOW, WYNK, WUSY, KIKK, KYXX, WSLR, WUBE, WIRE, WTHI, KTKP, KGHL, KMAK, KEIN. Moves 46-40 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Friday, 2-15-85.

Support Your Position In The Industry . . .  
Join The Academy Of Country Music

20th  
ANNIVERSARY  
1985

DEDICATED TO THE PROMOTION OF  
COUNTRY MUSIC WORLD-WIDE



1985 AWARDS SHOW  
MAY 6, 1985  
KNOTT'S BERRY FARM  
NBC-TV

For Additional Information and Membership Applications Please Contact:  
ACADEMY OF COUNTRY MUSIC 6255 SUNSET BLVD., SUITE 915,

HOLLYWOOD, CA 90028 213-462-2351



## NEW & ACTIVE

- RONNIE McDOWELL "In A New York Minute" (Epic) 87/33**  
 Rotations: Heavy 0, Medium 19, Light 68, Total Adds 33, WTSV, WRKZ, WDSY, WYNK, WXBD, WCDS, WESC, KYXK, KRMD, WMNI, WFMS, WDAF, KXXY, KUGN, KRAK. Debuts all number 44 on the Country chart.
- NICOLETTE LARSON "Only Love Will Make It Right" (MCA) 81/11**  
 Rotations: Heavy 1, Medium 24, Light 56, Total Adds 11, WSEN, WILQ, KIKK, KYXK, KLLI, WSLR, WIRE, KFKE, WMIL, KCJB, KRST. Heavy: WOKK. Medium: WGNA, WBWG, WCXI.
- MAINES BROTHERS BAND "Everybody Needs Love..." (Mercury/PolyGram) 78/9**  
 Rotations: Heavy 2, Medium 31, Light 45, Total Adds 9, WFOR, WXBD, KXYL, WYOD, WMNI, KSO, KXXY, KGA, KUCB. Heavy: KIKK, KLLI. Medium: WSNQ, WWA, WUSQ, KRKY. Moves 50-46 on the Country chart.
- KEITH STEGALL "California" (Epic) 76/13**  
 Rotations: Heavy 2, Medium 28, Light 46, Total Adds 13, WGNA, WAJR, CHOW, WMMI, KXYL, KHEY, WESC, WGEE, WFMS, WIRE, WMIL, WTHI, KRKT. Heavy: KKYX, WYUJ.
- JOHN CONLEE "Working Man" (MCA) 75/38**  
 Rotations: Heavy 2, Medium 20, Light 53, Total Adds 38 including KASE, WFMS, KEBC, WXCL, KTKP, KRKT, KUGN, KFRE, KUCB. Debuts at number 48 on the Country chart.
- MARK GRAY & TAMMY WYNETTE "Sometimes When We Touch" (Columbia) 73/20**  
 Rotations: Heavy 2, Medium 18, Light 53, Total Adds 20 including WFOR, WWA, KMML, KXYL, KYXK, WLVI, WMNI, WONE, WAXX, KWMT, WFMS, KXXY, KTKP, KMAK, KRKY.
- GAIL DAVIES "Nothing Can Hurt Me Now" (RCA) 70/16**  
 Rotations: Heavy 0, Medium 18, Light 52, Total Adds 16, WGNA, WAJR, WXBD, WUSY, KSSN, WUSQ, KWMT, WITL, WTSO, WMIL, KCJB, KXXY, WXCL, KTKP, KKCS, KUGN.
- BENNY WILSON "Acres Of Diamonds" (Columbia) 53/6**  
 Rotations: Heavy 1, Medium 15, Light 37, Total Adds 6, WFOR, KXYL, WEZL, KBMR, WCUZ, KMAK.
- KENDALLS "Four Wheel Drive" (Mercury/PolyGram) 49/35**  
 Rotations: Heavy 8, Medium 41, Light 35 including WGNA, WFOR, WYII, WEZL, WLVI, KXYX, WMNI, WOW, WTOD, KVOO, KRST, KKCS, KMAK, KTOM, KGA.

## SIGNIFICANT ACTION

- MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 47/2**  
 Rotations: Heavy 2, Medium 13, Light 32, Total Adds 2, KQIL, KEIN. Heavy: KKYX, WCUZ. Medium: KMML, WEZL, KBMR, WXCL, KTOM, KIGO.
- GENE WATSON "One Hell Of A Heartache" (MCA/Curb) 45/29**  
 Rotations: Heavy 1, Medium 9, Light 35, Total Adds 29 including WCAO, WFOR, WEZL, KIKK, KSSN, KRMD, KSO, KEBC, KWJJ, KMPS.
- TONY ARATA "Sure Thing" (Noble Vision) 45/0**  
 Rotations: Heavy 0, Medium 12, Light 33, Total Adds 19 including WDSY, WWA, WDXE, WLVI, WIRK, WOW, WXCL, KKCS, KCCY, KGA.
- ZELLA LEHR "You Bring Out The Lover In Me" (Compeat/PolyGram) 31/2**  
 Rotations: Heavy 1, Medium 6, Light 24, Total Adds 2, WTOD, KWJJ. Heavy: KKYX. Medium: WGNA, WYII, KRMD, KBMR, KIGO.
- DAVID FRIZZELL "Country Music Love Affair" (Viva) 30/13**  
 Rotations: Heavy 0, Medium 5, Light 25, Total Adds 13 including CHOW, WYII, KXYX, KRMD, KFGO, WOW, WTOD, KVOO, KRKT, KGA.
- TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 30/11**  
 Rotations: Heavy 0, Medium 3, Light 27, Total Adds 11 including WTSV, WYII, KMML, WESC, WYOD, WLVI, KRMD, WTSO, KRKT, KGA.

- KEITH WHITLEY "A Hard Act To Follow" (RCA) 30/3**  
 Rotations: Heavy 0, Medium 2, Light 28, Total Adds 3, KRWD, KQIL, KFTN. Medium: WWJO, KFDI. Light: WTSV, WYII, WWOD, KXYX, WGEF.
- DEL SHANNON "In My Arms Again" (WB) 21/14**  
 Rotations: Heavy 0, Medium 1, Light 20, Total Adds 14 including WVAM, CHOW, WYII, KRRV, KMML, KXYX, WTSO, KVOO, KRKT, KRKY.
- MARGO SMITH "Take Your Memory When You Go" (Bermuda Dunes) 21/2**  
 Rotations: Heavy 0, Medium 0, Light 21, Total Adds 2, WGNA, KQIL. Light: WVAM, WOKK, KRMD, KBMR, WTOD, KEIN, KRKY.
- BILL ANDERSON "Wino The Clown" (Swanee) 20/4**  
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 4, WCAO, KMML, WAXX, KMAK. Medium: KKYX, WITL.
- CARLETTE "Any Way You Want Me" (Oak) 20/1**  
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 1, KIGO. Medium: KMML, WTOD, KVOO. Light: WYII, KRRV, KFGO, WOW, KRWD.
- GARY WOLF "It's My Life" (Mercury/PolyGram) 18/8**  
 Rotations: Heavy 0, Medium 0, Light 18, Total Adds 8, WTSV, KRRV, WOKK, KRMD, KBMR, KFGO, KTOD, KQIL. Light: WSNQ, KRWD.
- MASON DIXON "Only A Dream Away" (Texas) 18/3**  
 Rotations: Heavy 0, Medium 5, Light 13, Total Adds 3, WXCL, KTOM, KGA. Medium: KMML, KLVI, KXYX, KRMD. Light: WWA, KRRV, WDW.
- LOBO "Am I Going Crazy" (Evergreen) 18/3**  
 Rotations: Heavy 0, Medium 1, Light 20, Total Adds 1, WTSV, WTOD, KRKT. Medium: WVAM, WCUZ. Light: WYII, KRRV, WDXE, KRMD, KRWD, KRKY.

- ADAM BAKER "I Can See Him In Her Eyes" (Signature) 18/3**  
 Rotations: Heavy 0, Medium 1, Light 17, Total Adds 3, WYOD, WOKK, WTOD. Medium: KIGO. Light: WBGW, WSNQ, WYII, KXYX, KEBC, KRST.
- T.G. SHEPPARD "You're Going Out Of My Mind" (WB/Curb) 17/16**  
 Rotations: Heavy 0, Medium 3, Light 14, Total Adds 16 including WVAM, WILQ, WAMZ, WGXK, WIRK, WCXI, WCUZ, KXXY, KRWD, KRKY.
- CARL JACKSON "All That's Left For Me" (Columbia) 17/7**  
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 7, WGNA, WOKK, KXYX, KRMD, KFGO, WTOD, KFRE.
- LEON RAINES "It Happens Every Time" (Atlantic America) 12/1**  
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 1, KFGO. Medium: KLVI. Light: WSNQ, KRRV, KXYX, KRMD, WAXX, KVOO, KTOM.

- WHITES "If It Ain't Love" (MCA/Curb) 11/11**  
 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 11 including WVAM, KMML, WDXE, WUSQ, WCXI, KRWD, KQIL, KWJJ, KRKY, KTOM.
- SIERRA "The Almighty Lover" (Awesome) 11/0**  
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 0. Light: WKYG, WMNI, WIRE, WITL, KEIN.
- WOLVERINE CANYON "Two People Making Love" (MCA) 8/1**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WDW. Medium: KIGO. Light: WVAM, WEZL, WKSJ, KRMD, KRKT, KRKY.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
GEORGE STRAIT/Any Old Time (MCA)	<i>Does Fort Worth Ever...</i>
SHELLY WEST/I'll Dance The Two-Step (Viva)	<i>Don't Make Me Wait... 40 Hour Week</i>
ALABAMA/Forty Hour Week (RCA)	<i>40 Hour Week</i>
GEORGE STRAIT/The Fireman (MCA)	<i>Does Fort Worth Ever... 40 Hour Week</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
SHELLY WEST/Don't Make Me Wait On... (Viva)	<i>Don't Make Me Wait... Why Not Me</i>
JUDDS/Drops of Water (RCA/Curb)	<i>Why Not Me</i>
EMMYLOU HARRIS/Rhythm Guitar (WB)	<i>The Ballad Of Sally Rose</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
STEVE WARINER/Heart Trouble (MCA)	<i>One Good Night Deserves Another</i>
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In Memory... Real Love</i>
DOLLY PARTON & KENNY ROGERS/Real Love (RCA)	<i>Real Love</i>
GAIL DAVIES/Break Away (RCA)	<i>Where Is A Woman To Go</i>
JUDDS/Bye Bye Baby Blues (RCA/Curb)	<i>Why Not Me</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>



"Crazy For Your Love"  
 Another Number One from

*Exile*

From the Album "Kentucky Hearts." FE39424  
 Produced by Buddy Killen

Congratulations! From Epic Records





Regional Adds & Hits

Table with 5 columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST. Each column lists artists and album titles.

Table listing radio stations in the EAST region, including call letters, frequencies, and programming details.

Table listing radio stations in the MIDWEST region, including call letters, frequencies, and programming details.

Table listing radio stations in the SOUTH region, including call letters, frequencies, and programming details.

Table listing radio stations in the WEST region, including call letters, frequencies, and programming details.

Table listing radio stations in the WEST region (continued), including call letters, frequencies, and programming details.

Table listing radio stations in the WEST region (continued), including call letters, frequencies, and programming details.

Table listing radio stations in the WEST region (continued), including call letters, frequencies, and programming details.

Table listing radio stations in the WEST region (continued), including call letters, frequencies, and programming details.

Due to the Presidents' Day holiday, 26 stations reported no change in their rotations and 19 stations failed to report and thus their playlists were frozen.





# R&R AOR / ALBUMS

**February 22, 1985**

**157 Reporters**

Three Weeks Last Weeks Weeks

Total Hot Medium Total Adds All Reports Rotation Rotation Rotations Rotations

DEBUT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40																																																																																																																																																																																																							
DEBUT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40																																																																																																																																																																																																							
MICK JAGGER/She's The Boss (Columbia)	PHIL COLLINS/No Jacket Required (Atlantic)	JOHN FOGERTY/Centerfield (WB)	DON HENLEY/Building The Perfect Beast (Geffen)	FIRM/The Firm (Atlantic)	BRYAN ADAMS/Reckless (A&M)	VISION QUEST/Soundtrack (Geffen)	FOREIGNER/Agent Provocateur (Atlantic)	FALCON & THE SNOWMAN/Soundtrack (EMI America)	DAVID LEE ROTH/Crazy From The Heat (WB)	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	ALAN PARSONS PROJECT/Vulture Culture (Arista)	CARS/Hearbeat City (Elektra)	LRB/Playing To Win (Capitol)	DEEP PURPLE/Perfect Strangers (Mercury/PG)	TRIUMPH/Thunder Seven (MCA)	BREAKFAST CLUB/Soundtrack (A&M)	SURVIVOR/Vital Signs (Scotti Bros./CBS)	GEORGE THOROGOOD.../Maverick (EMI America)	KINKS/Word Of Mouth (Arista)	JULIAN LENNON/Vallotte (Atlantic)	REO SPEEDWAGON/Wheels Are Turnin' (Epic)	BEVERLY HILLS COP/Soundtrack (MCA)	JOHN PARR/John Parr (Atlantic)	DONNIE IRIS/No Fuss... No Fuss (HME/CBS)	ELLIOT EASTON/Change No Change (Elektra)	AUTOGRAPH/Sign In Please (RCA)	TUBES/Love Bomb (Capitol)	JOHN WAITE/No Brakes (EMI America)	LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	ROMAN HOLLIDAY/Fire Me Up (Jive/Arista)	ROBIN GEORGE/Dangerous Music (Bronze/Island)	GIUFFRIA/Giuffria (Cameo/MCA)	MARTIN BRILEY/Dangerous Moments (Mercury/PG)	GARY O'/Strange Behavior (RCA)	SPANOS/Looks Like Trouble (Epic)	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)	PAT BENATAR/Tropico (Chrysalis)	JOHN HIATT/Warming Up To The Ice Age (Geffen)	DURAN DURAN/Arena (Capitol)	"Just Another" (148) "Lonely (77) "Turn" (42)	"One More" (138) "Don't Lose" (43) "Inside" (42)	"Rock And Roll" (137) "Old Man" (68) "T.V." (31)	"All She Wants" (131) "Sunset (62) "Boys" (25)	"Radioact" (141) "Closer" (61) "Satisfaction" (48)	"Somebody" (131) "It's Only" (48) "Summer" (15)	"Only The (128) "Hungry" (57) "Change" (10)	"Yesterday" (121) "I Want" (32) "Tooth" (22)	"America" (143)	"Easy Street" (117) "California" (61) "Gigolo" (17)	"I'm On Fire" (120)	"Let's Talk About Me" (135)	"Why Can't I Have You" (115)	"Playing To Win" (121)	"Nobody's" (63) "Knocking" (57) "Perfect" (28)	"Follow The (93) "Killing" (16) "Spellbound" (14)	"Don't You" (115)	"High On You" (78)	"Gear Jammer" (78) "I Drink Alone" (39)	"Living" (79) "Do It Again" (18)	"Too Late For Goodbyes" (74)	"Can't Fight" (65)	"The Heat Is On" (73)	"Magical" (56) "Naughty Naughty" (34)	"Injured" (83)	"Like A Wheel" (85)	"Turn Up The Radio" (55)	"Piece By Piece" (87)	"Restless Heart" (76)	"Will The Wolf?" (66) "Don't Worry Baby" (14)	"One Foot Back" (72)	"Heartline" (68)	"Do Me Right" (55) "Call" (23)	"Dangerous" (74)	"Shades Of '45" (68)	"I'd Lie To You" (61)	"Beat Of A Heart" (56)	"Ooh Ooh Song" (40)	"The Usual" (31) "The Crush" (10)	"Save A Prayer" (51)	154	141	11	4	150	135	13	7	150+	125-	25+	0=	146+	133+	13-	2+	147=	123+	24-	0-	137-	130-	7-	0=	136-	119-	17-	1-	138-	102-	36+	2+	143	83	60	2	137+	81-	56+	4=	122+	73+	43-	14-	141	43	98	3	116-	68+	48-	6+	123-	30+	92-	2+	101-	41-	56-	8+	105-	26+	76-	6-	115	22	86	19	84-	57-	27-	1=	106-	17+	88=	5+	90-	33-	57-	2=	79-	49-	29+	3=	71-	55-	16+	1=	75-	52-	23-	0=	84-	22-	58+	7=	84+	8+	74+	8-	89+	7+	76+	11-	78+	10-	65+	11+	89	3	80	14	76-	21+	55-	1-	72+	19+	51+	6-	74-	8+	64+	1-	74+	8+	59-	9-	72-	18-	52-	2-	76-	8=	68-	1-	68+	4+	59+	20-	70=	4+	64=	3-	56-	15+	40-	2-	55-	23-	31-	1+	54+	8=	46+	1-	51-	13=	37-	2+

new 12" to you

never you done that

b/w

burning bright (edit)

SP70984

another song from that album "all the rage"

# General PUBLIC

© 1985 G.P. Inc. mfd. & dist. by a&m Records, Inc.

## BREAKERS

**MICK JAGGER**  
She's The Boss (Columbia)  
100% of our reporters on it. 154/4 with adds at: KMET, KINK, KKCI, KTCZ. Debuts at #1 on the Albums chart.

**PHIL COLLINS**  
No Jacket Required (Atlantic)  
97% of our reporters on it. 150/7 including adds at: DC101, WHFS, CHEZ, KILO, KMBY. Debuts at #2 on the Albums chart

**FALCON AND THE SNOWMAN**  
Soundtrack (EMI America)  
93% of our reporters on it. 143/2 with adds at: WCXT, KTCL. Debuts at #9 on the Albums chart.

**ALAN PARSON PROJECT**  
Vulture Culture (Arista)  
92% of our reporters on it. 141/3 with adds at: KL0L, KINK, KTCL. Debuts at #12 on the Albums chart.

**THE BREAKFAST CLUB**  
Soundtrack (A&M)  
75% of our reporters on it. 115/19 including adds at: WNOR, KAZY, KBPI, WZZO, WFVY, WOOS, KOMP. Debuts at #17 on the Albums chart.

**TUBES**  
Love Bomb (Capitol)  
58% of our reporters on it. 89/14 including adds at: WSHE, WOFM, KOAK, WAAF, KZOK, WGIR. Debuts at #28 on the Albums chart.

# ISLAND

FEBRUARY

© 1982 Atlantic Recording Corp. DA 110000-1-Communication Co.

**POCKET GUIDE TO THE NORTH AMERICAN Edition**

AND COUNTRY AIRLINE GUIDE

WALKER'S

WALKER'S

WALKER'S

FOR YOU, "A SORT OF WELCOME,"

BEFORE DISCOVERING CLUES OF THE BOYS OF THE BEACH, THEY ARE YOUR BOYS AND WE THINK YOU CAN BE THEIR HEROES. WE'VE SELECTED YOUR FAVORITE AND MOST REMARKABLE AS AN AMERICAN MAN, WOMAN, BOY OR GIRL WHO'S RESPONSIBLE FOR THE DEVELOPMENT OF THE BEACHES AND PLACES THAT ARE BEING DISCOVERED. THE IMPORTANCE OF THE BOYS OF THE BEACH, AND YOUR BOYS, IS NOT ONLY IN THE BEACHES, BUT IN THE PEOPLE WHO LIVE THERE.

LOOK TO US FOR MORE, AND WE'LL BE YOUR BOYS AND WE THINK YOU CAN BE THEIR HEROES. WE'VE SELECTED YOUR FAVORITE AND MOST REMARKABLE AS AN AMERICAN MAN, WOMAN, BOY OR GIRL WHO'S RESPONSIBLE FOR THE DEVELOPMENT OF THE BEACHES AND PLACES THAT ARE BEING DISCOVERED. THE IMPORTANCE OF THE BOYS OF THE BEACH, AND YOUR BOYS, IS NOT ONLY IN THE BEACHES, BUT IN THE PEOPLE WHO LIVE THERE.



**Bob - All Dates Sold Out**

Bob - All Dates Sold Out

Bob - All Dates Sold Out

Bob - All Dates Sold Out

**Bob - All Dates Sold Out**

17 Monday	18 Tuesday	19 Wednesday	20 Thursday	21 Friday	22 Saturday	23 Sunday
24 Monday	25 Tuesday	26 Wednesday	27 Thursday	28 Friday	29 Saturday	30 Sunday

Bob - All Dates Sold Out

Bob - All Dates Sold Out

**R&R**

WALKER'S

WALKER'S

WALKER'S

**"A Sort of Homecoming"**

The Making of the

**42**

**The Unforgettable Tour**

Bob - All Dates Sold Out

# R&R

RADIO & RECORDS

**213**  
**553-4330**  
*'The Call That Gets It All'*



The largest weekly  
promotional idea exchange  
Written for radio professionals  
by radio professionals

**Subscribe Today!**

## AOR / ALBUMS

### MOST ADDED

GARY O' (20)  
Strange Behavior (RCA)  
CHICAGO (19)  
Chicago 17 (WB)  
**THE BREAKFAST CLUB (19)**  
Soundtrack (A&M)  
JOHN WAITE (16)  
Ignition (Chrysalis)  
VAN MORRISON (16)  
A Sense Of Wonder (Mercury/PG)

### MOST HOTS

MICK JAGGER (141)  
She's The Boss (Columbia)  
PHIL COLLINS (135)  
No Jacket Required (Atlantic)  
DON HENLEY (133)  
Building The Perfect Beast (Geffen)  
BRYAN ADAMS (130)  
Reckless (A&M)  
JOHN FOGERTY (125)  
Centerfield (WB)  
FIRM (123)  
The Firm (Atlantic)  
VISION QUEST (119)  
Soundtrack (Geffen)

## NEW & ACTIVE

- ☑ **LOUDNESS/Thunder In The East (Atco) 53/11 (45/9)**  
Adds include WYNF, KUPD, WAPL, KRSP, WWWV. Hots: 1 WXCS. Mediums: 46 include WBCN, WNEW, KTXQ, WRIF, KGB, WOUR, WAAF, WIMZ, KISS, KICT.
- ☑ **VAN MORRISON/A Sense Of Wonder (Mercury/PolyGram) 52/16 (35/26)**  
Adds include WHJY, WZZO, WOUR, WKDF, WRDU, KKDJ, KEZE. Hots: 10 WXRT, KBCO, KAZY, CHEZ, KTCZ, WIZN, KSPN, KZAM, KTCL, KVRE. Mediums: 36 include WIYY, WBAB, WMMR, KINK, WAQY, KQDS, WWWV.
- ☑ **CHICAGO/Chicago 17 (WB) 44/19 (26/16)**  
Adds include WBAB, WNEW, WMMR, WEBN, KYYS, KMET, WOUR. Hots: 6 include WKQQ, KMJX, WZXR, WTKX, KMOD. Mediums: 30 include WMMS, WZZO, WOOS, WTUE, KGGO, WFBQ, KATT.
- UTOPIA/P.O.V. (Passport) 36/8 (26/8)**  
Adds: KSJO, KNCN, KKDJ, WXCS, WCXT, WZZO, KTCL, KRQU. Hots: 1 KBCO. Mediums: 32 include WBAB, WXRT, KAZY, WAQY, KISS, WTUE, WLAV, WRKI, WWWV.
- ☑ **CONY HATCH/Friction (Mercury/PolyGram) 23/13 (13/11)**  
Adds include WBAB, WEBN, WRIF, WIMZ, WTKX, KILO, WGIR, KTYD. Hots: 1 K97 Mediums: 14 include WHJY, WQFM, WAQY, WAQX, KOMP.
- BILLY JOEL/An Innocent Man (Columbia) 22/0 (22/4)**  
Adds: 0. Hots: 8 include WKLC, WDHA, WRDU, WRKI, WHMD, KZAM. Mediums: 14 include WBCN, WMMS, KLAQ, WTKX, KGGO, WBLM.
- WIDOW/Gone Too Far (CBS Associated) 20/3 (21/4)**  
Adds: WBAB, KNCN, KFMG. Hots: 0. Mediums: 18 include WBCN, KZEW, KLDL, WQFM, KUPD, WTUE, WIOT.
- LLOYD COLE AND THE COMMOTIONS/Rattlesnakes (Geffen) 18/5 (12/5)**  
Adds: WNEW, WXRT, KAZY, CFOX, KQDS. Hots: 5 KBCO, KQAK, WHFS, KRQU, KCGL. Mediums: 10 include KROQ, 91X, WLIR.
- KEEL/The Right To Rock (Gold Mtn./A&M) 18/2 (22/6)**  
Adds: WNEW, KRIX. Hots: 0. Mediums: 17 include WBCN, KZEW, KLDL, WQFM, KUPD, WTUE, WIOT.
- SADE/Diamond Life (Portrait/CBS) 17/3 (11/4)**  
Adds: WMMS, K97, KLYV. Hots: 4 KBCO, KSPN, KCGL, WHFS. Mediums: 13 include WXRT, KAZY, KQAK, KTCZ.
- ☑ **JOHN WAITE/Ignition (Chrysalis) 16/16 (0/0)**  
Adds include WEBN, WPYX, WHEB, WAQY, KWHL. Hots: 1 KVRE. Mediums: 7 include WKLS, WRCN, WCMF, WAAF, KGGO, KICT.
- ANIMATION/Animation (Mercury/PolyGram) 16/6 (11/2)**  
Adds: WXRT, KBPI, KSJO, WHFS, WCPZ, KFMF. Hots: 2 KROQ, KQAK. Mediums: 12 include WMMS, KBCO, WZZO.
- CHESS/Soundtrack (RCA) 15/2 (14/3)**  
Adds: WMMS, KTCL. Hots: 4 KQAK, CFOX, WHFS, KCGL. Mediums: 10 include WXRT, KBCO, 91X, WLIR, KTYD.
- MADONNA/Like A Virgin (Sire/WB) 15/1 (15/3)**  
Adds: KRQU. Hots: 6 WMMS, WZZO, WLIR, WHMD, KLYV, WBYG. Mediums: 9 include WHEB, WIMZ, KMJX, WRDU, WBLM.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

**AOR ALBUMS** — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

**AOR BREAKERS** — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.









EAST (continued)

WQBK-FMA/Banyon, NY

(518) 462-5555

GEORGE MURPHY
NAPHER BELLET
PAUL AND THE TWO
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

WWTW/Ocean City (301) 288-4545

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

VISION OVER (M)

VISION OVER (M)
FLYING SAUCERS
FLYING SAUCERS
FLYING SAUCERS
FLYING SAUCERS
FLYING SAUCERS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WQOL/Lexington (606) 252-6894

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

KNCN/Corpus Christi (512) 289-1000

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

KRMK/M-Alien - Brownsville (512) 350-9999

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

WVMD/Hammond (504) 343-1070

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

WZZW/Mobile (205) 473-3692

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

- Parallel One: 1,000,000 +
Parallel Two: 200,000 - 1,000,000
Parallel Three: under 200,000

Stations at a significant ratings disadvantage to their In-format competitors are assigned a lower parallel.



WYFF/Tampa (813) 876-0455

JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON
JOHN JAMES
LARRY GIBSON

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

WVBE-TV/Baltimore

DAVID LEE BORN
TINA TORRES
THE BEANBARS
THE BEANBARS
THE BEANBARS

MIDWEST (continued)

KORS/Minnesota (612) 545-1601
NO. VICKI WICKSON
MR. MALLI HANLEY
MR. JIM HANLEY
MR. JIM HANLEY
MR. JIM HANLEY

WLP/Chicago (312) 404-5270
NO. GREG BRUE
MR. BOB GARDNER
MR. BOB GARDNER

KSHESI, Louis (314) 842-1111
NO. RICK BAILEY
MR. RICK BAILEY
MR. RICK BAILEY

WLLZ/Detroit (313) 863-8060
NO. LEO ANELLO
MR. LEO ANELLO
MR. LEO ANELLO

WBEN/Cincinnati (513) 871-8500
NO. TOM OWENS
MR. TOM OWENS
MR. TOM OWENS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WMMS/Cleveland (216) 781-5667
NO. RICK JAGGER
MR. RICK JAGGER
MR. RICK JAGGER

KICT/Wichita (316) 722-5600
NO. BILL BROWN
MR. BILL BROWN
MR. BILL BROWN

WVOC/Columbus, OH (614) 224-1271
NO. PAT WELLS
MR. PAT WELLS
MR. PAT WELLS

KOD/Duluth (218) 728-6121
NO. BOB HILLER
MR. BOB HILLER
MR. BOB HILLER

WLS/Des Moines (515) 265-8181
NO. PAUL PRADNER
MR. PAUL PRADNER
MR. PAUL PRADNER

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

Parallel Two

KOD/Duluth (218) 728-6121
NO. BOB HILLER
MR. BOB HILLER
MR. BOB HILLER

WVFC/Rockford

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

WVFC/Rockford

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS

PLAYLISTS - An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same album are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.

ACB WEST logo

Parallel One

WVFC/Rockford (815) 877-3075
NO. WEL DAVIS
MR. WEL DAVIS
MR. WEL DAVIS



WEST (continued)

KOAI/San Francisco (415) 474-9100

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KJOS/San Jose (408) 288-5400

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KJOS/San Diego (619) 291-9191

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

Parallel Two

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

Parallel Three

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KFMY/Chicago (915) 343-8461

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZOO/Missoula (406) 728-5000

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KQAI/San Francisco (415) 474-9100

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KAZY/Denver (303) 757-5600

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZPS/Sacramento (916) 925-3700

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KFMY/Albuquerque (505) 288-8111

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KFMY/Albuquerque (505) 288-8111

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KFMY/Chicago (915) 343-8461

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZOO/Missoula (406) 728-5000

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KBCO/Boulder (303) 444-5800

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZOK/Seattle (206) 281-5600

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZOK/Seattle (206) 281-5600

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KILO/Colorado Springs (303) 534-6800

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KWXL/Albuquerque (505) 765-6400

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KVRE/Santa Rosa (707) 544-5873

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZME/Eugene (503) 741-1999

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KUPD/Phoenix (602) 836-3052

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KQAI/San Francisco (415) 474-9100

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZOK/Seattle (206) 281-5600

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZME/Eugene (503) 741-1999

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZME/Eugene (503) 741-1999

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZME/Eugene (503) 741-1999

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

KZME/Eugene (503) 741-1999

NEWS: BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH, BOBBI BART, JIM GIBNEY, FALCON AND THE SHD, STEVE WILSON, LEO LUGO, JOHN JOSEPH...

157 Reports, 149 Current Playlists, These stations reported a frozen playlist this week, KROR/San Francisco, KSOY/Rapid City, WLUP/Chicago, Two stations failed to report this week, CHUM/Montreal, WRXL/Richmond, Three stations failed to report for a second consecutive week, These playlists were not included in this week's data, KISW/Oakdale, KIFD/Seattle, WKCN/Greenville-Spartanburg, The following stations are new AOR Reporters: KGL/Salt Lake City, KRX/McAllen-Brownsville, KTCD/Minneapolis, KVEE/Salt Lake City, KZME/Eugene, WCTX/Tusamog-Hart, MI, WHTS/Albuquerque, WZEW/Mobile, The following station is no longer an AOR Reporter: KCAL/San Bernardino







EAST Most Added Hottest

Madonna Chicago Go West
REO Speedwagon WHAM! David Lee Roth

EAST

Parallel Two

WLY/Albany, NY Todd Martin
Ashford & Simpson
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
Q103/Albany, NY Alan Roth
Ashford & Simpson
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WBEN/F Buffalo, NY Steve Christian
Reo Speedwagon
Don Henley
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WWSR/Charlotte, WV Chris Bailey
Chicago
Madonna
Simple Minds
Pellegrino
Midnight Star
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
K106/Orlando, FL Bill Shannon
Althea
Prince
Denise DeYoung
Chicago & Jackson
Gang
89KY/Rochester, NY Tom Mitchell
Ashford & Simpson 5-1
Pokey Sayers
Greg Kinnear
Madonna
Werz/East, NH Scott Mackay
Barbra Streisand
Alvin Sillito
Jenifer Stewart
Manhattans
Murray Head
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WEEH/Huntington, WV Gary Miller
Chicago
Madonna
Diana Ross
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WVTV/Charleston, WV Chris Bailey
Chicago
Madonna
Simple Minds
Pellegrino
Midnight Star
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
K106/Orlando, FL Bill Shannon
Althea
Prince
Denise DeYoung
Chicago & Jackson
Gang
89KY/Rochester, NY Tom Mitchell
Ashford & Simpson 5-1
Pokey Sayers
Greg Kinnear
Madonna
Werz/East, NH Scott Mackay
Barbra Streisand
Alvin Sillito
Jenifer Stewart
Manhattans
Murray Head
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WEEH/Huntington, WV Gary Miller
Chicago
Madonna
Diana Ross
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13

WHEELS AND OTS SOUTH Most Added Hottest

Madonna Chicago Don Henley
REO Speedwagon David Lee Roth Madonna

WTKM/Cann City, MD Gill Gillan
Chicago
Don Henley
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WJBO/Portland, ME Phoenix/Neil
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WOMP/FM/Healing, WV Ronde/Sprague
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WJBO/Portland, ME Phoenix/Neil
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WOMP/FM/Healing, WV Ronde/Sprague
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13

SOUTH

WBBQ/Altoona, PA Steve Kelay
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WSW/Williamsport, PA Cuz/James
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WJBO/Portland, ME Phoenix/Neil
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WOMP/FM/Healing, WV Ronde/Sprague
Chicago
Madonna
John White
Debarge
John Parr (dp)
Simple Minds
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13

Madonna Chicago Don Henley
REO Speedwagon David Lee Roth Madonna
K106/Orlando, FL Bill Shannon
Althea
Prince
Denise DeYoung
Chicago & Jackson
Gang
89KY/Rochester, NY Tom Mitchell
Ashford & Simpson 5-1
Pokey Sayers
Greg Kinnear
Madonna
Werz/East, NH Scott Mackay
Barbra Streisand
Alvin Sillito
Jenifer Stewart
Manhattans
Murray Head
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WEEH/Huntington, WV Gary Miller
Chicago
Madonna
Diana Ross
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WVTV/Charleston, WV Chris Bailey
Chicago
Madonna
Simple Minds
Pellegrino
Midnight Star
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
K106/Orlando, FL Bill Shannon
Althea
Prince
Denise DeYoung
Chicago & Jackson
Gang
89KY/Rochester, NY Tom Mitchell
Ashford & Simpson 5-1
Pokey Sayers
Greg Kinnear
Madonna
Werz/East, NH Scott Mackay
Barbra Streisand
Alvin Sillito
Jenifer Stewart
Manhattans
Murray Head
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13
WEEH/Huntington, WV Gary Miller
Chicago
Madonna
Diana Ross
Red Speedwagon 3-1
David Lee Roth 4-2
John Fogerty 3-7
Tina Turner 18-10
Madonna 13-13







F

FRDA Radioactive (Atlantic) LP: The Firm. Regional: 11/23 44%. National: 11/23 44%. Includes station call letters and ratings.

GLENN FREY The Heat Is On (MCA) LP: Beverly Hills Club Soundtrack. Regional: 2/4/1 90%. National: 2/4/1 90%. Includes station call letters and ratings.

JOHN FORTY The Old Man Down The Road (WB) LP: Centerfield. Regional: 2/4/2 91%. National: 2/4/2 91%. Includes station call letters and ratings.

Regional: 1/12 33%. National: 1/12 33%. Includes station call letters and ratings.

Regional: 1/12 33%. National: 1/12 33%. Includes station call letters and ratings.

FRANKIE GOES TO... Relax (ZTT/Island) LP: Welcome To The Pressure Dome. Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

G

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

Regional: 2/7/6 81%. National: 2/7/6 81%. Includes station call letters and ratings.

GO WEST We Close Our Eyes (Chrysalis) LP: Go West. Regional: 8/4/3 33%. National: 8/4/3 33%. Includes station call letters and ratings.

Regional: 8/4/3 33%. National: 8/4/3 33%. Includes station call letters and ratings.

Regional: 8/4/3 33%. National: 8/4/3 33%. Includes station call letters and ratings.

H

DAN HARTMAN Second Nature (MCA) LP: I Can Dream About You. Regional: 1/7/28 67%. National: 1/7/28 67%. Includes station call letters and ratings.

Regional: 1/7/28 67%. National: 1/7/28 67%. Includes station call letters and ratings.

MURRAY HEAD One Night In Bangkok (RCA) LP: Cities. Regional: 9/4/28 28%. National: 9/4/28 28%. Includes station call letters and ratings.

Regional: 9/4/28 28%. National: 9/4/28 28%. Includes station call letters and ratings.

DON HENLEY All She Want To Do Is... (Geffen) LP: Building The Perfect Beast. Regional: 10/8/72 86%. National: 10/8/72 86%. Includes station call letters and ratings.

Regional: 10/8/72 86%. National: 10/8/72 86%. Includes station call letters and ratings.

Regional: 10/8/72 86%. National: 10/8/72 86%. Includes station call letters and ratings.

Regional: 10/8/72 86%. National: 10/8/72 86%. Includes station call letters and ratings.

I

ISLEY, JASPER, ISLEY Kiss And Tell (CBS Associated) LP: Broadway's Closer To Sunset Blvd. Regional: 7/7/15 36%. National: 7/7/15 36%. Includes station call letters and ratings.

Regional: 7/7/15 36%. National: 7/7/15 36%. Includes station call letters and ratings.

JACKSON & ZADORA When The Rain... (Gulf/WCA) LP: When The Rain Begins To... Soundtrack. Regional: 9/4/14 37%. National: 9/4/14 37%. Includes station call letters and ratings.

Regional: 9/4/14 37%. National: 9/4/14 37%. Includes station call letters and ratings.

MICK JAGGER Just Another Night (Columbia) LP: She's The Boss. Regional: 2/24/6 91%. National: 2/24/6 91%. Includes station call letters and ratings.

Regional: 2/24/6 91%. National: 2/24/6 91%. Includes station call letters and ratings.

Regional: 2/24/6 91%. National: 2/24/6 91%. Includes station call letters and ratings.

Regional: 2/24/6 91%. National: 2/24/6 91%. Includes station call letters and ratings.

J

BILLY JOEL Keeping The Faith (Columbia) LP: An Innocent Man. Regional: 2/25/11 80%. National: 2/25/11 80%. Includes station call letters and ratings.

Regional: 2/25/11 80%. National: 2/25/11 80%. Includes station call letters and ratings.

Regional: 2/25/11 80%. National: 2/25/11 80%. Includes station call letters and ratings.

JOURNEY Only The Young (Geffen) LP: Vision Quest Soundtrack. Regional: 2/4/2/2 96%. National: 2/4/2/2 96%. Includes station call letters and ratings.

Regional: 2/4/2/2 96%. National: 2/4/2/2 96%. Includes station call letters and ratings.

Regional: 2/4/2/2 96%. National: 2/4/2/2 96%. Includes station call letters and ratings.

Regional: 2/4/2/2 96%. National: 2/4/2/2 96%. Includes station call letters and ratings.

Regional: 2/4/2/2 96%. National: 2/4/2/2 96%. Includes station call letters and ratings.

K

GREG KINN Lucky (EMM America) LP: Cities Kin. Regional: 1/6/28 86%. National: 1/6/28 86%. Includes station call letters and ratings.

Regional: 1/6/28 86%. National: 1/6/28 86%. Includes station call letters and ratings.

Regional: 1/6/28 86%. National: 1/6/28 86%. Includes station call letters and ratings.

KOOL & THE GANG Mezzanine (J&R/PolyGram) LP: Emergency. Regional: 2/8/14 81%. National: 2/8/14 81%. Includes station call letters and ratings.

Regional: 2/8/14 81%. National: 2/8/14 81%. Includes station call letters and ratings.

Regional: 2/8/14 81%. National: 2/8/14 81%. Includes station call letters and ratings.

Regional: 2/8/14 81%. National: 2/8/14 81%. Includes station call letters and ratings.

JULIAN LENNON Too Late To... (Atlantic) LP: Valotte. Regional: 2/6/2/2 86%. National: 2/6/2/2 86%. Includes station call letters and ratings.



New & Active Continued

B. Springsteen Continued

Table with 5 columns: Artist, Album, Label, Weeks, and Peak. Includes entries like Springsteen 79-74, Springsteen 79-74, Springsteen 79-74.

JERMAINE STEWART

The Word Is Out (Arista) LP: The Word Is Out

Regional chart for Jermaine Stewart's album with columns for Region, Weeks, and Peak.

Radio chart for Jermaine Stewart's album with columns for Station, Air Date, and Airs.

SURVIVOR

High On You (Scotti Bros./CBS) LP: Vital Signs

Regional chart for Survivor's album with columns for Region, Weeks, and Peak.

Radio chart for Survivor's album with columns for Station, Air Date, and Airs.

JOHN WAITE

Restless (EWH America) LP: No Broken

Regional chart for John Waite's album with columns for Region, Weeks, and Peak.

Radio chart for John Waite's album with columns for Station, Air Date, and Airs.

TEENA MARIE

Lovestuff (Epic) LP: Lovestuff

Regional chart for Teena Marie's album with columns for Region, Weeks, and Peak.

Radio chart for Teena Marie's album with columns for Station, Air Date, and Airs.

Teena Marie Continued

Regional chart for Teena Marie's album with columns for Region, Weeks, and Peak.

Radio chart for Teena Marie's album with columns for Station, Air Date, and Airs.

THINA TURNER

Private Dancer (Capitol) LP: Private Dancer

Regional chart for Thina Turner's album with columns for Region, Weeks, and Peak.

Radio chart for Thina Turner's album with columns for Station, Air Date, and Airs.

JOHN WAITE

Restless (EWH America) LP: No Broken

Regional chart for John Waite's album with columns for Region, Weeks, and Peak.

Radio chart for John Waite's album with columns for Station, Air Date, and Airs.

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

ALPHAVILLE

Forever Young (Atlantic) LP: Forever Young

Radio chart for Alphaville's album with columns for Station, Air Date, and Airs.

LOS LOBOS

Wee Wee (Cash/MCA) LP: How Wee The Wolf Survive?

Radio chart for Los Lobos' album with columns for Station, Air Date, and Airs.

BARBARA STREISAND

Emotion (Columbia) LP: Emotion

Radio chart for Barbara Streisand's album with columns for Station, Air Date, and Airs.

TUBES

Place by Place (Capitol) LP: Love Bomb

Radio chart for Tubes' album with columns for Station, Air Date, and Airs.

MANHATTEN

You Said No (Columbia) LP: Too Hot To Stop It

Radio chart for Manhattan's album with columns for Station, Air Date, and Airs.

DENNIS DeYOUNG

Dear Darling (A&M) LP: Rain Moon

Radio chart for Dennis DeYoung's album with columns for Station, Air Date, and Airs.

NOLAN THOMAS

Yo' Little Brother (Mercury/A&I) LP: Yo' Little Brother

Radio chart for Nolan Thomas' album with columns for Station, Air Date, and Airs.

VELS

Look My Way (Mercury/PG) LP: Velocity

Radio chart for Vels' album with columns for Station, Air Date, and Airs.

STEVE MILLER BAND

Bongo Bongo (Capitol) LP: Italian X-Rays

Radio chart for Steve Miller Band's album with columns for Station, Air Date, and Airs.

PAUL HARDCASTLE

Rain Forest (Profile) LP: Rain Forest

Radio chart for Paul Hardcastle's album with columns for Station, Air Date, and Airs.

TIME

The Bird (Capitol) LP: Ice Cream Castle

Radio chart for Time's album with columns for Station, Air Date, and Airs.

JACK WAGNER

Promotion (WB) LP: All I Need

Radio chart for Jack Wagner's album with columns for Station, Air Date, and Airs.

ROMAN HOLIDAY

One Foot Back... (Arista) LP: Teachers Soundtrack

Radio chart for Roman Holiday's album with columns for Station, Air Date, and Airs.

GREG PHILLINGANES

Behind The Mask (Planet/RCA) LP: Plug

Radio chart for Greg Phillinganes' album with columns for Station, Air Date, and Airs.

CAROL LYNN TOWNES

Believe In The Beat (Polygram/PK) LP: Breakin' 2 Electric Boogaloo

Radio chart for Carol Lynn Townes' album with columns for Station, Air Date, and Airs.

JOHN WAITE

Change (Chrysalis) LP: Ignition Or Vision Quest Soundtrack

Radio chart for John Waite's album with columns for Station, Air Date, and Airs.

PATTI LABELLE

New Attitude (MCA) LP: Beverly Hills Cop Soundtrack

Radio chart for Patti Labelle's album with columns for Station, Air Date, and Airs.

SADE

Smooth Operator (Portrait/CBS) LP: Diamond Life

Radio chart for Sade's album with columns for Station, Air Date, and Airs.

TRUMP

Follow Your Heart (MCA) LP: Spellbound

Radio chart for Trump's album with columns for Station, Air Date, and Airs.

JOHN WAITE

Change (Chrysalis) LP: Ignition Or Vision Quest Soundtrack

Radio chart for John Waite's album with columns for Station, Air Date, and Airs.

# ACTIVES IN RADIO



**Don Tandler**  
WTLQ/Wilkes-Barre, PA

"With a mountain of new releases on my desk each week, the AIR records are the ones I pay the most attention to. If I worked for a record company, I know I would want that kind of visibility for my product."

**Gregg Swedberg**  
WLOL/Minneapolis, MN

"You can bet the five most important records each week are the AIR records. AIR provides valuable insight on which songs the record companies are serious about, long before the promotion reps hit you up on them."



**Steve Davis**  
WZGO/Philadelphia, PA

"I am very excited to be an AIR winner. It's a challenge to compete with the best ears in the business. AIR points out the fact that the companies are releasing the best product they've had in years, and the AIR competition turns me on to quite a few hits early."

**Skip Bishop**  
KYYS/Brian, TX

"AIR has become a viable element of the weekly music process. I use it like target practice. My track record keeps me aware if I'm hitting or missing the mark."



**AIR . . . The fastest, most reliable tool for getting radio to listen to music.  
Call Alan Smith at (301) 964-5544 for more information.**

WEEK # 20

**AIR Priorities**

WEEK # 20

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, February 27, 1985

	TITLE	ARTIST	LABEL
<b>CHR</b>	LESS CITIES, MORE MOVING PEOPLE	FIXX	MCA
	SCIENTIFIC LOVE	MIDNIGHT STAR	SOLAR/ELEKTRA
	MY TIME	GLADYS KNIGHT AND THE PIPS	COLUMBIA
	FOREVER YOUNG	ALPHAVILLE	ATLANTIC
	READ MY LIPS	MELBA MOORE	CAPITOL

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, February 28, 1985

	TITLE/CUTS	ARTIST	LABEL
<b>AOR</b>	POV	UTOPIA	PASSPORT
	"Play This Game" "One World"		
	READY TO STRIKE	KING KOBRA	CAPITOL
	"Hunger"		
	LOST AND FOUND	JASON AND THE SCORCHERS	EMI/AMERICA
"White Lies"			

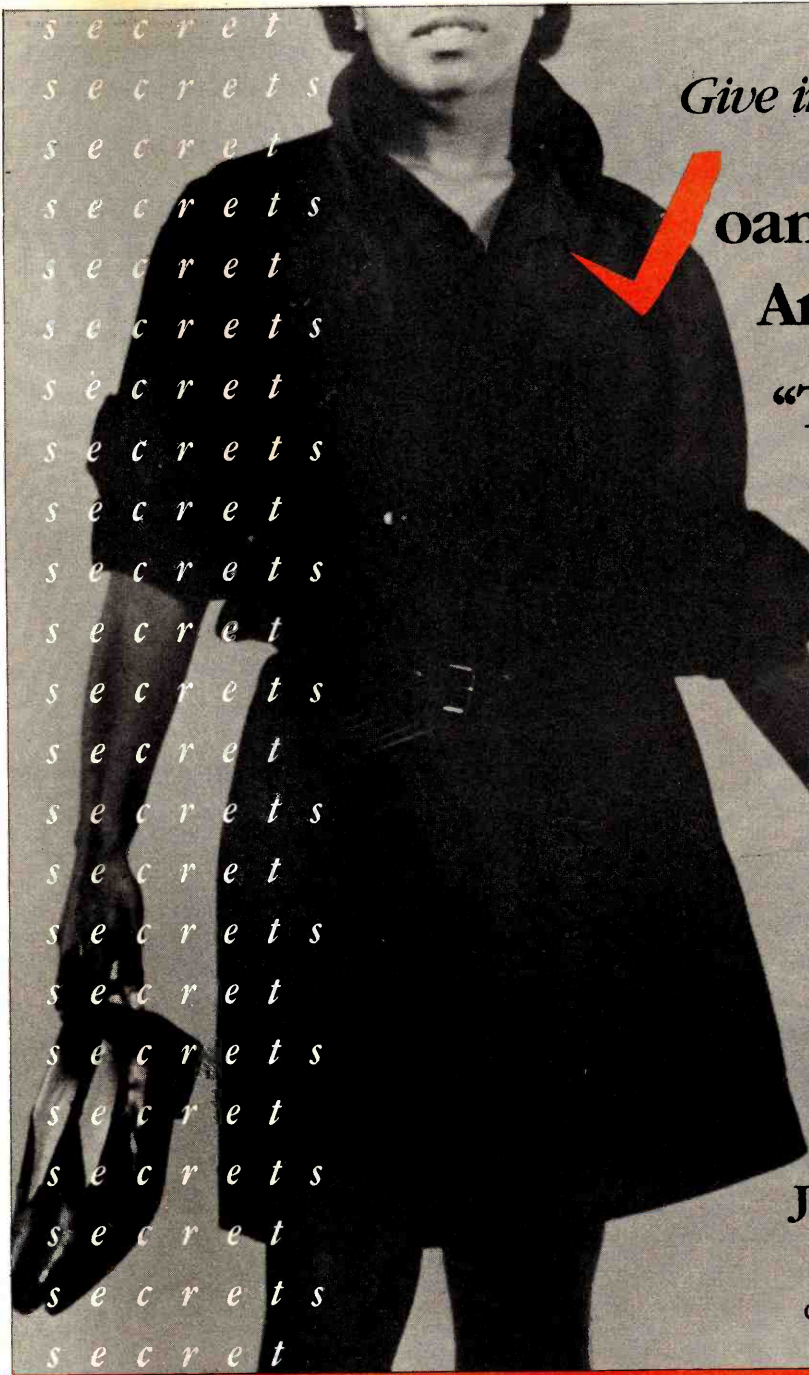
**AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.**

© 1985 Active Industry Research, Inc.

**AIR**

™ Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544





*Give in to temptation.  
Surrender to*

**Joan**

**Armatrading.**

**“Temptation.”**

(AM 2712)

*The first single  
from*

**secret  
secrets.**

(SP 5010)

*The album that  
ignites the flame.*

**“Temptation”  
and  
Joan Armatrading.**

Produced by Mike Howlett

On A&M Records, compact discs  
& BASF chrome cassettes

**... A SECRET MESSAGE FOR CHR & AOR PROGRAMMERS ...**

You may have already won one of two Grand Prizes in A&M's Secret Secrets Sweepstakes. But there's only one way to find out. Listen carefully to the cassette you'll find in your Joan Armatrading Diary. If your copy contains the secret message, you'll win airline and concert tickets for two to see Joan live in New York or Los Angeles. The music and the diary. On your desk this week.

\*Diaries distributed at the discretion of A&M Records. All interpretations of eligibility and random choice of winners are final. One winner per format.



© 1985 A&M Records, Inc. All Rights Reserved

**Contemporary Hit Radio**

1	REO SPEEDWAGON/Can't Fight This Feeling (Epic)	1	WHAMI/Careless Whisper (Columbia)
2	DAVID LEE ROTH/California Girls (WB)	2	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
3	BILLY JOEL/Keeping The Faith (Atlantic)	3	FOREIGNER/ Want To Know What Love Is (Atlantic)
4	BILLY JOEL/Keeping The Faith (Atlantic)	4	BILLY JOEL/Keeping The Faith (Atlantic)
5	BILLY JOEL/Keeping The Faith (Atlantic)	5	BILLY JOEL/Keeping The Faith (Atlantic)
6	BILLY JOEL/Keeping The Faith (Atlantic)	6	BILLY JOEL/Keeping The Faith (Atlantic)
7	BILLY JOEL/Keeping The Faith (Atlantic)	7	BILLY JOEL/Keeping The Faith (Atlantic)
8	BILLY JOEL/Keeping The Faith (Atlantic)	8	BILLY JOEL/Keeping The Faith (Atlantic)
9	BILLY JOEL/Keeping The Faith (Atlantic)	9	BILLY JOEL/Keeping The Faith (Atlantic)
10	BILLY JOEL/Keeping The Faith (Atlantic)	10	BILLY JOEL/Keeping The Faith (Atlantic)
11	BILLY JOEL/Keeping The Faith (Atlantic)	11	BILLY JOEL/Keeping The Faith (Atlantic)
12	BILLY JOEL/Keeping The Faith (Atlantic)	12	BILLY JOEL/Keeping The Faith (Atlantic)
13	BILLY JOEL/Keeping The Faith (Atlantic)	13	BILLY JOEL/Keeping The Faith (Atlantic)
14	BILLY JOEL/Keeping The Faith (Atlantic)	14	BILLY JOEL/Keeping The Faith (Atlantic)
15	BILLY JOEL/Keeping The Faith (Atlantic)	15	BILLY JOEL/Keeping The Faith (Atlantic)
16	BILLY JOEL/Keeping The Faith (Atlantic)	16	BILLY JOEL/Keeping The Faith (Atlantic)
17	BILLY JOEL/Keeping The Faith (Atlantic)	17	BILLY JOEL/Keeping The Faith (Atlantic)
18	BILLY JOEL/Keeping The Faith (Atlantic)	18	BILLY JOEL/Keeping The Faith (Atlantic)
19	BILLY JOEL/Keeping The Faith (Atlantic)	19	BILLY JOEL/Keeping The Faith (Atlantic)
20	BILLY JOEL/Keeping The Faith (Atlantic)	20	BILLY JOEL/Keeping The Faith (Atlantic)
21	BILLY JOEL/Keeping The Faith (Atlantic)	21	BILLY JOEL/Keeping The Faith (Atlantic)
22	BILLY JOEL/Keeping The Faith (Atlantic)	22	BILLY JOEL/Keeping The Faith (Atlantic)
23	BILLY JOEL/Keeping The Faith (Atlantic)	23	BILLY JOEL/Keeping The Faith (Atlantic)
24	BILLY JOEL/Keeping The Faith (Atlantic)	24	BILLY JOEL/Keeping The Faith (Atlantic)
25	BILLY JOEL/Keeping The Faith (Atlantic)	25	BILLY JOEL/Keeping The Faith (Atlantic)

**Adult/Contemporary**

1	WHAMI/Careless Whisper (Columbia)	1	WHAMI/Careless Whisper (Columbia)
2	REO SPEEDWAGON/Can't Fight This Feeling (Epic)	2	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
3	JULIAN LENNON/Too Late For Goodbyes (Atlantic)	3	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
4	BILLY JOEL/Keeping The Faith (Atlantic)	4	BILLY JOEL/Keeping The Faith (Atlantic)
5	BILLY JOEL/Keeping The Faith (Atlantic)	5	BILLY JOEL/Keeping The Faith (Atlantic)
6	BILLY JOEL/Keeping The Faith (Atlantic)	6	BILLY JOEL/Keeping The Faith (Atlantic)
7	BILLY JOEL/Keeping The Faith (Atlantic)	7	BILLY JOEL/Keeping The Faith (Atlantic)
8	BILLY JOEL/Keeping The Faith (Atlantic)	8	BILLY JOEL/Keeping The Faith (Atlantic)
9	BILLY JOEL/Keeping The Faith (Atlantic)	9	BILLY JOEL/Keeping The Faith (Atlantic)
10	BILLY JOEL/Keeping The Faith (Atlantic)	10	BILLY JOEL/Keeping The Faith (Atlantic)
11	BILLY JOEL/Keeping The Faith (Atlantic)	11	BILLY JOEL/Keeping The Faith (Atlantic)
12	BILLY JOEL/Keeping The Faith (Atlantic)	12	BILLY JOEL/Keeping The Faith (Atlantic)
13	BILLY JOEL/Keeping The Faith (Atlantic)	13	BILLY JOEL/Keeping The Faith (Atlantic)
14	BILLY JOEL/Keeping The Faith (Atlantic)	14	BILLY JOEL/Keeping The Faith (Atlantic)
15	BILLY JOEL/Keeping The Faith (Atlantic)	15	BILLY JOEL/Keeping The Faith (Atlantic)
16	BILLY JOEL/Keeping The Faith (Atlantic)	16	BILLY JOEL/Keeping The Faith (Atlantic)
17	BILLY JOEL/Keeping The Faith (Atlantic)	17	BILLY JOEL/Keeping The Faith (Atlantic)
18	BILLY JOEL/Keeping The Faith (Atlantic)	18	BILLY JOEL/Keeping The Faith (Atlantic)
19	BILLY JOEL/Keeping The Faith (Atlantic)	19	BILLY JOEL/Keeping The Faith (Atlantic)
20	BILLY JOEL/Keeping The Faith (Atlantic)	20	BILLY JOEL/Keeping The Faith (Atlantic)
21	BILLY JOEL/Keeping The Faith (Atlantic)	21	BILLY JOEL/Keeping The Faith (Atlantic)
22	BILLY JOEL/Keeping The Faith (Atlantic)	22	BILLY JOEL/Keeping The Faith (Atlantic)
23	BILLY JOEL/Keeping The Faith (Atlantic)	23	BILLY JOEL/Keeping The Faith (Atlantic)
24	BILLY JOEL/Keeping The Faith (Atlantic)	24	BILLY JOEL/Keeping The Faith (Atlantic)
25	BILLY JOEL/Keeping The Faith (Atlantic)	25	BILLY JOEL/Keeping The Faith (Atlantic)

**Black/Urban**

1	MICK JAGGER/Just Another Night (Columbia)	1	CHAKA KHAN/This Is My Night (WB)
2	PHIL COLLINS/One More Night (Atlantic)	2	COMMODORES/Nights In My Town (WB)
3	PHIL COLLINS/One More Night (Atlantic)	3	COMMODORES/Nights In My Town (WB)
4	PHIL COLLINS/One More Night (Atlantic)	4	COMMODORES/Nights In My Town (WB)
5	PHIL COLLINS/One More Night (Atlantic)	5	COMMODORES/Nights In My Town (WB)
6	PHIL COLLINS/One More Night (Atlantic)	6	COMMODORES/Nights In My Town (WB)
7	PHIL COLLINS/One More Night (Atlantic)	7	COMMODORES/Nights In My Town (WB)
8	PHIL COLLINS/One More Night (Atlantic)	8	COMMODORES/Nights In My Town (WB)
9	PHIL COLLINS/One More Night (Atlantic)	9	COMMODORES/Nights In My Town (WB)
10	PHIL COLLINS/One More Night (Atlantic)	10	COMMODORES/Nights In My Town (WB)
11	PHIL COLLINS/One More Night (Atlantic)	11	COMMODORES/Nights In My Town (WB)
12	PHIL COLLINS/One More Night (Atlantic)	12	COMMODORES/Nights In My Town (WB)
13	PHIL COLLINS/One More Night (Atlantic)	13	COMMODORES/Nights In My Town (WB)
14	PHIL COLLINS/One More Night (Atlantic)	14	COMMODORES/Nights In My Town (WB)
15	PHIL COLLINS/One More Night (Atlantic)	15	COMMODORES/Nights In My Town (WB)
16	PHIL COLLINS/One More Night (Atlantic)	16	COMMODORES/Nights In My Town (WB)
17	PHIL COLLINS/One More Night (Atlantic)	17	COMMODORES/Nights In My Town (WB)
18	PHIL COLLINS/One More Night (Atlantic)	18	COMMODORES/Nights In My Town (WB)
19	PHIL COLLINS/One More Night (Atlantic)	19	COMMODORES/Nights In My Town (WB)
20	PHIL COLLINS/One More Night (Atlantic)	20	COMMODORES/Nights In My Town (WB)
21	PHIL COLLINS/One More Night (Atlantic)	21	COMMODORES/Nights In My Town (WB)
22	PHIL COLLINS/One More Night (Atlantic)	22	COMMODORES/Nights In My Town (WB)
23	PHIL COLLINS/One More Night (Atlantic)	23	COMMODORES/Nights In My Town (WB)
24	PHIL COLLINS/One More Night (Atlantic)	24	COMMODORES/Nights In My Town (WB)
25	PHIL COLLINS/One More Night (Atlantic)	25	COMMODORES/Nights In My Town (WB)