

I N S I D E :

RKO LICENSE APPLICATION RANKS NARROWED

Since December the number of competing applications for the RKO stations has been cut in half — of the original 149 applications only 75 are still pending. **Brad Woodward** provides details.

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PYRAMID POWER: THE TWO PERCENT PROGRAMMING SOLUTION

Joel Denver applies the pyramid theory of society to programming, maintaining it's the super-active two percent of the population which influences a station's winning margin.

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PROVING RADIO'S EFFECTIVENESS

Guest columnist **Robert Galen, RAB's** Sr. VP/Research, outlines a shopping center experiment whose results clearly underscore "that radio shouldn't take a back seat to any other medium."

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PEOPLE IN THE NEWS THIS WEEK

- **Bob Young** PD at WXTU
- **Carey Curelop** New WLLZ PD
- **Todd Chase** Corp. PD at Wodlinger Broadcasting
- **Dave Hamilton** PD at KQRS-AM & FM
- **Chris Gable** Station Manager at WEAN & WPJB, Don Hallett WPJB Program Director
- **Dick Bascom** PD at KOPA-AM & FM
- **David Chackler** Vice-Chairman, **Danny Davis** VP/GM at Private I
- **Pat Shaughnessy** CEO, **John Hazelton** Chairman following TM merger with Video Image
- **Fred Horton** OM/PD at WDRC-AM & FM
- **Charlie Cooper** programs KOFM
- Longtime station owner/operator **Don Burden** succumbs
- **Fred Grumbach** GSM at WCII & WKJJ

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BILL COLLECTING MADE EASIER

"All salespeople want to sell, but very few want to collect." Collecting money is a necessary evil in the sales game, but it doesn't have to be. **Michael Hesser** says setting up a collection goal and a system are the first steps toward alleviating the hassle.

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AOR'S MATURATION TO ADULT ROCK

Besides increased 12+ shares, the winter sweep shows continuing demo maturation for AOR. **Steve Feinstein** discusses the "greying of AOR" and provides a ratings scoreboard.

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Newsstand Price \$3.50



MADSEN PRESIDENT EMERITUS

Brady Named Bonneville's New President/CEO

Rodney Brady, President of Weber State College in Ogden, UT, will become President of Bonneville International beginning July 1. **Arch Madsen**, who has been the organization's President since its inception in 1964, will assume the role of President Emeritus and remain as a Director while acting in a consulting capacity.

Madsen said, "I intend to support Rodney Brady in every way I can. It's my good fortune to work alongside a group of highly capable individuals at Bonneville, and I'm sure they will carry on as they have always done. They deserve the credit for whatever accomplishments we may have achieved in the Bonneville organization."

Before joining Weber State



Rodney Brady

College in 1978, Brady was Executive VP/Chairman of the Executive Committee of **Bergen Brunswig**, a Los Angeles-based pharmaceutical/hospital equipment firm. He previously was a VP of the Aircraft Divi-

sion of the Hughes Tool Co., having earlier served as Assistant Secretary of the U.S. Dept. of Health, Education & Welfare during the early '70s.

A Utah native, Brady commented, "I hope to carry on the traditions of Arch Madsen with **BRADY/See Page 8**

McFadden VP/GM At KMBZ & KMBR

Bonneville International has named **Lynn McFadden** VP/GM of KMBZ & KMBR/Kansas City, its Information/Easy Listening combo. She fills the vacancy left when **Russ Wood** left the stations last August.

Prior to her appointment, McFadden was VP/Business & Operations for the stations. She has been with KMBZ & KMBR for a decade, working up from her original position of Business Manager/Personnel Director.

As part of the restructuring, Station Manager/GSM **Paul Leonard** relinquishes his manager title to devote his full attention to sales.

McFadden told R&R, "I'm gratified to say I'm the first GM in Bonneville who came from the financial side. I'm proud of that. And I'm excited and privileged to have the opportunity to lead the talented professionals we have at our stations. With the quality of our talent, I know we can't fail. We're going full speed ahead."

McFadden said no major

changes are planned at either station, and she's especially pleased by the rapid growth of KMBZ since the adoption of its Information format. In the winter Arbitron, KMBZ nearly pulled even with the market's longtime **News/Talker, KCMO**. "It's growing even faster than we anticipated," said McFadden.

Ellery New WWDB Operations Manager

Longtime radio personality **Jack Ellery**, has been named Operations Manager at WWDB/Philadelphia, an FM Talk-formatted station. Ellery was the evening talk host at crosstown WIP until its recent format shift to A/C. He previously spent 20 years at WCTC/New Brunswick, NJ in positions ranging from morning announcer to PD.

WWDB VP/GM **Art Camiolo** commented, "We're pleased to get such a longtime professional to direct our programming efforts." He added that Ellery

MINORITY BUYERS COURTED

ABC, Cap Cities Plan 15 Radio Spinoffs

ABC and Cap Cities announced this week that they'll sell 15 of their 25 radio stations to clear the way for the \$3.5 billion merger of the two companies, which should be completed early next year.

Industry media analyst **James Duncan** appraised the total value of the stations to be divested in order to comply with the FCC's one-to-a-market rule at \$368.3 million. The properties include Los Angeles outlets **KABC** & **KLOF** (\$68 million and

\$45 million), **KLAC** & **KZLA** (\$11.5 million and \$26 million); New York stations **WABC** & **WPLJ** (\$15 million and \$31 million); **WPAT-AM** & **FM** (\$36 million); **WRIF/Detroit** (\$14 million); **KGFO/San Francisco** (\$42 million); **WLS-AM** & **FM/Chicago** (\$38.9 million); **KSRH/Houston** (\$26 million); **KTKS/Dallas** (\$12 million); and **WKBW/Buffalo** (\$2.9 million).

Cap Cities/ABC will retain ten stations in Washington, Atlanta, Detroit, Providence, and Dallas (see chart on Page 8). An additional two radio stations, **WJR** & **WHYT/Detroit**, will be sold if the FCC denies a waiver allowing retention of **WPVI-TV/Philadelphia**, in which case Cap Cities/ABC would sell that property and keep **WKYZ-TV/Detroit**.

Buyer List Tops 100

A Cap Cities executive told R&R over a hundred potential buyers have already inquired about purchasing the radio properties. "Anybody that's contacted us or Goldman, Sachs & Co. has been on the list," said a Cap Cities/See Page 8

WNEW Promotes Two

Lowé Operations Director; Davis PD

At WNEW/New York, PD **Jim Lowe** has been promoted to Operations Director, while veteran **Pacific Northwest broadcaster Mike Davis** has been named Program Director.

VP/GM **Vicki Callahan** told R&R, "Jim's new post will allow WNEW to draw on his vast music knowledge and promotional savvy. We're delighted to have Jim in this key position. Mike has the unique background we've been searching for. Not only is he an experienced PD with a glittering record, but Mike's also an expert in the computer field. That computer experience will be put right to use, adding another valuable dimension to WNEW."

A 30-year New York radio personality, Lowe has been with WNEW for 17 years and PD for

three and a half years; he will retain his afternoon airshift. Lowe said, "I'm delighted with the new position and the opportunities it will afford me."

WNEW/See Page 8

Utz Joins WMMR As PD



Ted Utz

KTXQ/Dallas OM **Ted Utz** is the new PD at WMMR/Philadelphia. He succeeds **George Harris**, who transferred to the PD post at fellow **Metromedia AOR KMET/Los Angeles** in February. Harris had been overseeing WMMR's programming since he changed assignments, and will continue in that capacity for a short time during the transition period.

Regarding his selection, WMMR VP/GM **Michael Craven** observed, "During his career, Ted has consistently displayed the programming **UTZ/See Page 8**



Jack Ellery

will also perform some fill-in air duties but won't hold down a **ELLERY/See Page 8**

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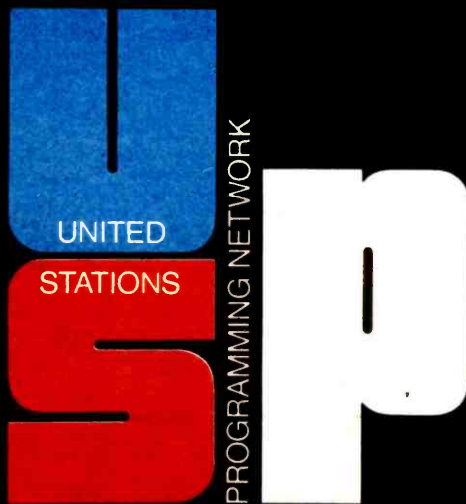
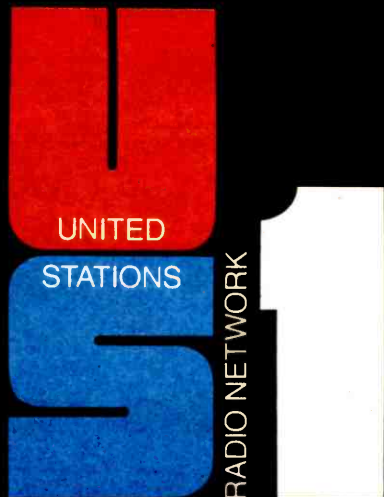
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MAY 17, 1985

JAZZ: A PROGRAMMING ALTERNATIVE

One way stations are capturing the 25+ demo's listening loyalties is by adding jazz. **Barbara Barnes** examines this programming strategy and reviews the winter ratings.

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Curelop Named WLLZ PD

WSUN/Tampa PD Carey Curelop will return to Detroit to program Doubleday AOR WLLZ, beginning June 5. He replaces exiting PD Lee Arnold.

A nine-year radio veteran, Curelop programmed Detroit rocker WABX between 1981-83. He then joined WYNF/Tampa as PD and transferred to WYNF sister Country AM property WSUN last January. Curelop, who has also programmed KFMG/Albuquerque,

told R&R, "I'm very excited about going into WLLZ, which will remain AOR. At the same time, it's tough leaving a great company like

Taft, but they've been very understanding."

Curelop's replacement at WSUN has not been announced.

CHASE NEW CORPORATE PD

Wodlinger Acquires Miami License

Wodlinger Broadcasting, owner of KZZC (Z200)/Kansas City, has bought out the five remaining applicants for Charter Broadcasting's former WMJX/Miami frequency (96.5 mHz) for \$2,950,000. The station went dark February 14, 1981.

The new station, to be called WCJX and be known by its old moniker 96X, is scheduled to debut June 15. KZZC PD Todd Chase has been named Corporate PD and will supervise the as-yet-unnamed format, and selection of on-site PD and staff.

Wodlinger was among over 60 applicants filing for the license. President/CEO Connie Wodlinger told R&R, "We've been involved



Todd Chase

with this for a number of years and we're certainly glad to bring it to a positive conclusion. I believe this is the most expensive buyout of its type in broadcasting." She said GM and sales staff appointments would be announced soon.

Among the remaining applicants were South Florida Broadcasters, First Black Broadcasters, Rana Broadcasting, Radio Centro, and WODLINGER-See Page 6

Hamilton Tapped As KQRS-AM & FM PD

After six months as PD at WBOS/Boston, Dave Hamilton has returned to Minneapolis-St. Paul to program Hudson AOR outlets KQRS-AM & FM. He replaces Vicki Hodgson, who exits the stations.

VP/GM Mark Steinmetz said, "Vicki did a fine job, but in order to move the station into a position of dominance, I felt we had to take this step. Dave has the experience and ability to maximize our potential as the only AOR station in the market. He handily programmed (competitor) KDWB to a position of dominance, beating an institution like KQRS. He's always felt that KQRS's call letters are golden, and

HAMILTON/See Page 6

Private I Ups Chackler, Davis



Danny Davis

In corporate restructuring at Private I Records, President David Chackler has been elevated to the newly-created post of Vice-Chairman, while National Promotion Director Danny Davis becomes VP/GM. Jay Warner remains President of Private I Music Publishing.

In his new capacity, Chackler will supervise label signings and overall operations, with all departments reporting to him. Davis will oversee daily activities, including product distribution and promo-

PRIVATE I/See Page 6



Dick Bascom

market. This is one of the hardest decisions I've ever made, since Multimedia has been a great company to work for, but this offer was

BASCOM/See Page 6

TM, Video Image Merge

A proposed merger between TM Communications and Video Image, Inc. has been approved in principal by the boards of directors of both companies. The agreement provides that TM will merge with Video Image, but the new company will remain known as TM Communications, Inc. TM President Pat Shaughnessy retains his title and assumes the post of CEO. Video Image officer John Hazelton becomes Chairman of the Board. All other TM and VI officers remain status quo.

TM programs 250 radio stations, TM/See Page 6

creates jingles for radio/TV stations, develops TV campaigns and commercial advertising packages, and is involved in special creative projects for radio, TV, and general industry clients. Based in Oklahoma City, Video Image develops and markets video products for the home and educational market.

Commenting on the announcement, Shaughnessy said, "Our proposed merger with Video Image holds considerable potential, from both a marketing and financial standpoint. Our product lines are

MCA Troubled By Audit, Lawsuit

According to an article in the Los Angeles Times, George Collier, a former executive of MCA Distributing, filed suit in Los Angeles Superior Court last week, claiming he was wrongfully fired last year because MCA Records executives learned that he was gathering evidence about alleged "improprieties" at the company. Specifically, Collier alleges that several company VPs were improperly sending "thousands" of free records to two retail accounts in the L.A. area. The suit, which names MCA, Inc. as a defendant, seeks \$5 million in damages.

A separate Times article published last week suggests that a report by MCA, Inc. internal corporate auditors indicates MCA Records was more deeply involved with reputed organized crime figure Salvatore Pisello than previ-

MCA/See Page 6

WXTU Selects Young PD

KHEY-AM & FM/El Paso OM Bob Young has been named Program Director for Country-formatted WXTU/Philadelphia, starting June 3. The position had been vacant for two weeks since Larry Coates resigned over philosophical differences.

VP/GM C.J. Jones said, "I interviewed many of the nation's top programmers and was very impressed by Bob Young, especially by his enthusiasm and track record of successes everywhere he's been."

Young, a veteran Country PD, spent the last three and a half years in El Paso. His programming background includes three years at KNEW/Oakland, two at neighboring KSAN/San Francisco, and a year with KIKK/Houston after working with WMC/Memphis. "I'm anxious to get back into the ultra-competitive atmosphere," Young told R&R. "Everybody at KHEY has been just great, but obviously this is a tremendous opportunity. C.J. Jones is a former programmer who know exactly what has to be done to win and provides the tools. Already there's great communication between us, and I'm as excited as he is about the great potential of WXTU."

HALLETT NEW WPJB PD

Gable Station Manager At WEAN & WPJB

Chris Gable, who resigned as PD at Cox Communications' WAIA/Miami last week, has been named Station Manager for Easy Listening-A/C combo WEAN & WPJB/Providence, while Don Hallett is the new Program Manager for WPJB. That programming post had been vacant for five weeks since Tom Hunter resigned. Bob Allen remains PD at WEAN.

GM Jim Kefford said, "Chris is coming back to the group at a time when we're totally rebuilding. I have complete faith in him, as his abilities are proven. He'll be a



Chris Gable Don Hallett

great station manager and a back-up to me." Of Hallett, Kefford added, "Don's a team player, a great organizer, and will be a massive assist to our management team. We're playing the hits and I'm confident that any format we pursue he'll be able to do."

Gable, who worked with Eastern at WRKZ/Hershey before becoming PD at WAIA in late 1982, told

GABLE/See Page 6

Interp To Debut Fifth Rep Firm

Interp has revealed plans to open its fifth national radio representative firm with several offices on October 1, serving stations in the top 100 markets with annual billings of at least \$250,000. No name has been announced for the new company, but interviews for positions will begin June 15.

Interp President Ralph Guild told R&R, "There are a lot of broadcasters out there who still feel they'd like to be repped by someone other than their present

INTERP/See Page 6

BLACKWELL EXITS

Bascom Now Programmer At KOPA-AM & FM

KMBQ/Shreveport PD Dick Bascom has accepted the programming post at CHR-formatted KOPA-AM & FM/Phoenix, beginning June 5. His appointment rejoins him with GM Carl Hamilton, who previously managed KMBQ. Bascom replaces Reggie Blackwell, who had been KOPA's PD for the past 18 months.

Hamilton told R&R, "More than anything else, Dick's execution of the format and routine on a day-to-day basis is more in line with the way I want it done. As far as any major changes, we really expect none. I just think a general polishing of the KOPA product is in order. Reggie was responsible for kicking KOPA back into CHR, and did a good job with the station. He'll be of great value to whoever is lucky enough to hire him."

Noting his climb in market size, Bascom said, "Phoenix is a tough

R&R Takes Memorial Day Holiday

Because Memorial Day falls on a Thursday this year, the official observance of the holiday has been designated for Monday, May 27. As in years past, R&R will close its offices in Los Angeles, Washington, Nashville, and New York on that Monday, resuming regular hours on Tuesday, May 28.

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Horton OM/PD At WDRG-AM & FM

Fred Horton is the new Operations Manager/Program Director at Buckley Broadcasting's Gold-A/C combo WDRG-AM & FM/Hartford. He takes over for 16-year staffer Ken Trimble, who acquired an equity position with Kentucky outlets WIEL/Elizabethtown and WKMO/Hogenville.

Buckley Exec. VP Dick Kersen remarked, "All of us are thrilled to have an individual of Fred's experience and tenure in the radio business at the helm of the programming department of Buckley's East Coast flagship stations. Fred has a very finite understanding of WDRG's objectives and a fundamental, proven technique in reaching and maintaining those objectives."

A 15-year broadcaster, Horton has been handling evenings at Katz's WYYY (Y94)/Syracuse since last September, having previously programmed its sister AM station WSYR for 21 months. His PD experience also includes terms at New York stations WRUN & WKGW/Utica and WAAL/Binghamton. "I learned a lot from Katz," Horton said, "and I owe a

lot to (GM) Hugh Barr and (President) Dick Ferguson. But now I'm on 'Cloud Nine' with the Temptations! Our goals are to maintain seeking the 25-54 age group and to bring 'DRG-AM & FM' back into their own again. I'm very excited Buckley has offered me this opportunity to re-enter management and work with two stations that have a great amount of history."

Horton starts at WDRG May 28.

Interop

Continued from Page 3

company, combined with the fact that there may be some new FM stations going on the air shortly. The whole industry is in flux right now. This company will fill the pent-up need for a new, aggressive independent rep company to fight TV and other media to bring more ad dollars into radio."

Interop, which represents radio exclusively, includes Major Market Radio, McGavren Guild Radio, Weiss & Powell, and Hillier, Newmark, Wechsler & Howard.

Private I

Continued from Page 3

tion. Regarding Davis, Chackler commented, "The restructuring will fully utilize Danny Davis's many years of label experience and expertise."

Davis, a longtime record company veteran and former Sr. VP/Promotion at both PolyGram and Casablanca, told R&R, "It's a pleasure to enjoy a position with a fledgling entity that you just know is earmarked for success. I am grateful to Dave Chackler and all at Private I for this opportunity."

Bascom

Continued from Page 3

too good to pass up. Carl and I got along famously at KMBQ, and I look forward to working with him again."

During his tenure at KMBQ, Bascom had changed its format from AOR to CHR. Prior to Shreveport, Bascom served as MD at WQXM/Tampa (now WZNE) and WYFE/Rockford, having earlier been Asst. PD/MD at WAAL/Binghamton.

Blackwell, who'd programmed the station for a year and a half, noted, "During my time at KOPA, we put the station back into the running as a market leader in both target demos and revenue. The research has expanded greatly, and we were able to lock up several key air talents with contracts that insured their happiness and station stability. While I'm sorry to leave, I'm looking toward the future and my next programming assignment."

TM

Continued from Page 3

complementary and, more important, the combined synergism of capital and assets will strongly position us to pursue our aggressive growth plans."

MILLER DEPARTS

Cooper To Program Director KOFM

KOFM/Oklahoma City MD Charlie Cooper has been promoted to Program Director, succeeding Mike Miller, who has departed from the CHR station due to "philosophical differences in programming."

VP/GM Mike Colello told R&R, "When we went CHR last year, Mike was the one to take us back into the format. However, this market has become very competitive, and it was the general consensus that we needed to take a more aggressive posture. For that reason, we made a change, but our parting was amiable. Mike did a fine job, and we wish him well."

"With Charlie's experience and input into reshaping KOFM, it was decided his youth and aggressiveness were the perfect combination to take us onward. (Consultant) Rick Sklar and Charlie seem to have developed a good rapport, which we think will be key to our success."

Cooper, who joined KOFM as MD from WRFC/Athens where he did afternoons, discussed his first programming opportunity. "Guy Gannett Broadcasting is a growing company, and I'm happy they have the faith in me to pull this off. Having the additional help of Mike Colello and Rick Sklar will be a big plus. KOFM wants to be the CHR station in town. I'm trying to improve our 12+ while maintaining the great adult demos we already have." Cooper added that PM drive personality Sean Casey has moved up to MD.

Miller became PD for the second time when he rejoined the station 14 months ago and noted his departure optimistically. "I anticipated the change with the hiring of Rick Sklar, so it was not really a surprise. I'm disappointed, but hold no hard feelings. I hope KOFM continues to grow."

Hamilton

Continued from Page 3

appreciated our 17-year AOR history."

Added Hamilton, "It was a pleasure working for the pros at Sonix and I wish them continued success. The Twin Cities is my home town and KQRS is my hometown radio station; I know where all the bodies are buried in that market. When I was programming KDWB, I always wanted to have KQ's call letters, heritage, and image. We're going to see KQRS take advantage of its legend factor in the market and re-emerge as a leader."

Prior to WBOS, Hamilton worked as an AE in Minneapolis at WLTE with Steinmetz, who was GSM there at the time. He has programmed KDWB twice, and formerly held the joint post of WAPP/New York PD and Double-Day National PD.

A new PD for WBOS has not been named yet.

Burden Succumbs To Cancer

Don Burden, well-known former owner/operator of Starr Broadcasting, died of lung cancer after a yearlong battle with the disease. He was 56.

Perhaps best known for his flamboyant, maverick-like broadcasting style, it was this same demeanor which eventually stripped Burden of all five of his radio licenses in the late '70s. The FCC found him negligent in a variety of areas, including fraudulent billing and improper call-sign designation.

Burden entered radio in 1948 after being reassigned to sell time on KEIO/Pocatello, which was owned by the Idaho Falls newspaper he worked for. Ten years later, the station became part of Starr Broadcasting, which later included KOIL-AM & FM/Omaha, KICN/Denver, KISN/Seattle, and WIFE/Indianapolis. Burden re-entered radio several years ago by purchasing 49% of KPEN/Los Altos, CA; the station was sold last year due to his failing health.

Born in Gilcrest, CO, Burden is survived by his wife Kay, son Scott, daughters Wendy, Theresa, and Keiley, and mother Grace Colister. Services and burial will be held in San Mateo, CA; contributions in his name may be made to the American Cancer Society.

Wodlinger

Continued from Page 3

Onyx Broadcasting, Charter lost the license after a protracted series of hearings, involving numerous contest violations, stretched back to former owner Bartell. The problems reoccurred under Charter ownership, eventually costing it the license.

Wodlinger continued, "We're building brand new Miami studios, but our transmitter and antenna will be on the new tower owned by Guy Gannett Broadcasting. We'll be broadcasting at 100 kw, so our market coverage will be formidable."

Regarding Chase's promotion to the newly-created Corporate PD post, she added, "Todd has done a fine job for us at Z299, and we have all the confidence in the world in him. We know he'll be able to supervise our interests in Miami as well."

Chase declined to discuss the specifics of 96X's new format, but revealed, "Miami is already supersaturated with every format, so we're going to try something different. I don't believe what we're planning has ever been done in a major market before."

"Necessity is the mother of invention for sure in this case. Our format will be a bit radical-sounding and it will make a definite impression. Among the possibilities," he joked, "is going all-Hawaiian, and having Don Ho do mornings." Chase will continue to program Z299, and will oversee 96X's progress once it hits the air.

Grumbach GSM At WCII & WKJJ

WKTZ/Jacksonville General Sales Manager Fred Grumbach has joined Great Trails Broadcasting for the newly-created GSM post at Country-A/C outlets WCII & WKJJ/Louisville. At the same time, three-year Account Executive Jeff Kautz was promoted to Regional Sales Manager.

GM Tom Perryman commented, "We're very pleased to bring Fred into Louisville. He has a fine record of success which we hope to build on." Perryman added, "Jeff has earned his promotion, and we feel we couldn't have a better person in the position."

Grumbach served four years as GSM at WKTZ. Prior to that, he worked four years in sales at Cox Communications' WIOD & WAIA, the last 12 months as National Sales Manager. Grumbach told R&R, "It's a great opportunity for me to grow with a damn good broadcaster in a market that's coming on. We've just started selling the stations in combo, and I'm very pleased to be able to join this super organization."

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MCA

Continued from Page 3

ously revealed in court. According to the Times, the report details a sequence of payments to Pisello made without written contracts, including an advance for MCA's distribution agreement with Sugar Hill Records, a deal involving mats for break dancing, and another advance involving the start-up of a Latin music label for MCA Records; the deals totalled more than \$250,000.

The article said that unidentified MCA Records executives indicated that the company's position is that the internal audit report clears MCA Records of any wrongdoing but not of bad judgment. Last month, Pisello was sentenced to two years in prison for income-tax evasion.

Gable

Continued from Page 3

R&R, "This new job is a combination of things I've already done and a new challenge I gladly accept. It's a pleasure to be working with the folks at Eastern again. Their spirit for winning is as strong as I've ever seen."

Formerly PD at WKRZ/Wilkes-Barre, Hallett will be integral in navigating WPJB's programming direction. He said, "It's great to have this new opportunity that'll allow me to not only program a new station, but will also give me a chance to have a say in what format we'll have." Hallett has also worked as MD/Promotions Director at WEZZ/Seranton and on-air at WXLN & WMAJ/State College, PA.

Additionally, Ron Roy will be the new Local Sales Manager for WEAN & WFJB. He joins the stations from crosstown A/C competitor WSNE.

**KJOI
PRESENTS**

THE MAJOR EVENT OF THE SEASON... PAUL ANKA FREE AT THE GREEK THEATRE!



KJOI FM99 thanks you, Los Angeles, the listeners who have made KJOI the most popular relaxing radio station in town. To show our appreciation, KJOI is bringing Paul Anka to the Greek Theatre exclusively for you, in his only Southern California appearance this year. Friday, May 31st. Spend an evening under the stars at the beautiful Greek Theatre, compliments of KJOI. Listen for details as KJOI FM99 salutes Southern California. Each winner receives 4 tickets to this exciting event, and we're giving away over 100 tickets every day! With so many prizes, your opportunities to win are very good. So listen to KJOI and enter soon. In association with the California Special Olympics.

KJOI FM99

THE RELAXING PLACE

SOLD OUT... TO KJOI ONLY FOR THOUSANDS OF LUCKY LISTENERS.

Broadcast Media Buys Canton Combo

WINW & WOOS/CANTON, OH
PRICE: \$2.5 million
BUYER: Broadcast Media Corp., headed by Carl Lancel and Randall Blair. BMC has also contracted to buy WKLV/St. Johns (Lansing), MI.
SELLER: North American Radio and Kinochi, Inc., owned by Jack Steenbarger and Earl Wise, respectively.
DIAL POSITION: 1520 kHz; 106.9 mHz
POWER: 1 kw daytime; 27.5 kw at 341 feet above average terrain.
FORMAT: Urban; AOR
BROKER: Americom Media Brokers represented the seller; Blackburn & Co. represented the buyer.

WIOU & WZWZ/KOKOMO, IN
PRICE: \$2.1 million
BUYER: Caravelle Broadcast Group of Indiana. It also owns WISP & WODW/Kinston, NC; and WAIZ & WOFX/Gulfport, MS.
SELLER: Kokomo Community Service Radio. Principal David Keister retains WMCB & WCBK/Martinsville, IN; WIFE & WCNB/Cornersville, IN; and WOFR & WCHO/Washington Court House, OH.
DIAL POSITION: 1350 kHz; 93.3 mHz
POWER: 5 kw days/1 kw nights; 3 kw at 340 feet a.s.t.
FORMAT: A/C; CHR

WLET-AM & FM/TOCCOA, GA
PRICE: \$1.8 million
BUYER: Faver Broadcasting Group Ltd., which also owns WQAF/Valdosta, GA; WTGG/Cairo, GA; WSMY & WPTM/Roanoke Rapids, NC; and WWWW/Vienna, GA.
SELLER: Kelott, Inc., headed by H. Otto MacDonald.
DIAL POSITION: 1420 kHz; 106.1 mHz
POWER: 5 kw daytime; 100 kw at 285 feet a.s.t.
FORMAT: Country; A/C

WUWU/WETHERSFIELD TOWNSHIP, NY
PRICE: \$1,265,000
BUYER: Devine Broadcasting; majority stockholder is C. R. Allen
SELLER: Stereo Seven Associates, headed by Ronald Chmiel
DIAL POSITION: 107.7 mHz
POWER: 11.5 kw at 800 feet a.s.t.
FORMAT: A/C
BROKER: Kozacko-Horton Co.

Utz

Continued from Page 1

depth and marketplace intuition critical to the continuing success of a major market album rock facility like WMMR. He's a street-fighting PD with roots in Philadelphia, and he's acutely aware of the highly regionalized music needs of local listeners. Ted's convinced us that programming WMMR has been a personal goal of his; in essence, Ted already is a part of WMMR's heritage. We're confident that with Ted in place we'll expand our appeal beyond our current demographic dominance."

A ten-year broadcaster, Utz started his career at WRNW/Briarcliff Manor, NY. From there, he became copincipal/PD at WAQX/Syracuse, OM at WPTYX & WTRY/Albany, and PD at WHJY/Providence before joining KTXQ last July. "I'm thrilled," Utz said. "Having family in the area, WMMR is a station I've lived with for the last nine years, so I really feel as if I'm a part of it already. WMMR is the only station I would leave KTXQ for."

Utz begins his new post June 3. No replacement has been named yet at KTXQ.

KUQQ/FT. WORTH, TX
PRICE: \$877,000
BUYER: Command Broadcast Associates of Texas, which also owns WADO/New York. Buyer is owned by Albert Cameron and Command Broadcast Associates, Inc., which is owned by Nelson Lavergne.
SELLER: Clifford McMaster, receiver for S.G.M. Broadcasting
DIAL POSITION: 1540 kHz
POWER: 50 kw days/10 kw nights
FORMAT: Spanish

WNEW

Continued from Page 1

Davis has been active in radio only on a parttime basis for the last several years, having concentrated on his position as Technical Group Manager/Sr. Engineer for Oregon Software, a Portland computer software company he helped develop in 1980. Between 1976-80, he programmed then-CHR KYTE/Portland, and afterwards stayed on in a limited capacity. Davis, who has been involved in broadcast engineering since childhood, brings experience from neighboring KYXI and KKRZ, WRKO/Boston, and KING/Seattle.

Explaining his return to the programming ranks, Davis told R&R, "It's something I've missed for a long time, but having been a radio junkie since my youth, getting away from it helped me mature and learn more about life. My goals for the station are to gain an additional ratings point and bring WNEW up to 1985 radio. Our personalities are excellent pros, and I'm very happy to be here."

WNEW programs a variety of popular standards and Big Band music.

Cap Cities/ABC Spinoff Plan

Here's a list of the stations that will be sold and retained:

Market	Sell	Keep
New York	WABC-AM	
	WPLJ	
	WPAT-AM & FM	
Los Angeles	KABC-AM	
	KLOS-FM	
	KLAC-FM	
	KZLA-AM	
San Francisco	KGO-AM	
Detroit	WRIF-FM	WJR-AM
		WHYT-FM
Chicago	WLS-AM & FM	
	KSRR-FM	
	KTKS-FM	WBAP-AM
Dallas		KSCS-FM
Buffalo	WKBW-AM	
Washington		WMAL-AM
		WRQX-FM
		WPLO-AM
Atlanta		WKHX-FM
Providence		WPRO-AM & FM

Cap Cities

Continued from Page 1

(the firm handling the transactions) that we consider to be bona fide broadcasters can negotiate with us," he commented. The executive also added that Cap Cities has no preference for individual spinoffs over groups of stations, which he conceded would be "easier."

In addition to most major broadcast groups, it's known that the list of possible buyers includes a group of ABC executives, headed by former ABC Vice-Chairman Elton Rule and ABC Radio President Ben Hoberman.

Brady

Continued from Page 1

the management style that emphasizes community service, personal development, and service to clients in a financially responsible way. The most important asset of any organization is its people, and Mr. Madson has created an excellent organization of strong, professional individuals."

Brady continued, "Arch Madson is a true pioneer in the field of electronic communication. He has hiked trails never hiked before and has made a major contribution to our understanding of the world around us and the forces which contribute to our enjoyment of a free society. I am both honored and humbled by the opportunity to extend his important trailblazing into the future."

In addition to two TV stations, Bonneville operates 12 radio stations: flagship KSL/Salt Lake City, KIRO & KSEA/Seattle, WRFM/New York, KBIG/Los Angeles, WCLR/Chicago, KOIT-AM & FM/San Francisco, KAAM & KAFM/Dallas, and KMBZ & KMBR/Kansas City. The company also has a Technology Group, comprised of Bonneville Media Communications, Bonneville Broadcasting System, and Bonneville Telecommunications Company.

Minorities Briefed On Eight Properties

Cap Cities officials held a special meeting in New York on Tuesday (5-14) for prospective minority buyers. They were given detailed information about eight of the radio properties - WPAT-AM & FM/New York, KLAC & KZLA/Los Angeles, WRIF/Detroit, KSRR/Houston, KTKS/Dallas, and WKBW/Providence. A Cap Cities source said the other stations weren't included "because they're more closely tied into the networks," which will be retained. In some cases, selling to minorities could earn Cap Cities/ABC a tax certificate that would defer payment of capital gains taxes.

Release of the spinoff list came in a proxy statement issued in preparation for ABC and Cap Cities stockholders meetings on June 25 in New York. The release, which capped seven weeks of intensive industry speculation and rumor, contained few surprises. As expected, the group opted to keep television over radio except in Detroit, where WXYZ-TV is reportedly a weak performer. The decision to hold onto ten stations and the seven ABC networks dampened speculation that the entire combined radio operations of both companies would be divested, at least initially.

Ellery

Continued from Page 1

regular talk slot for the time being.

Ellery said he's especially pleased to be remaining in Philadelphia. "I'm just delighted. It's a great opportunity to stay in the fifth largest market. I'm going to sit and listen to the station a little bit; they're doing pretty well right now. Its slogan is 'Nobody does it better,' and that seems to be true. The station has more personality and less dullness than many of the Talk stations I've heard."

WB Gets A Rough Cutt



WB's latest heavy metal monsters, Rough Cutt, stopped by the offices to plot strategy with the label's A&R people. Shown (l-r) are WB's Tom Whalley, Rough Cutt's Matt Thor, WB Sr. VP Ted Templeman, band members Chris Hager and David Alford, VP Michael Ostin, Rough Cutt's Amir Derakh and Paul Shortino, and (seated) band manager Wendy Dio.

WAGONTRAIN ENTERPRISES, INC.

William S. Sanders, President

has acquired

DRAKE-CHENAULT ENTERPRISES, INC.

Our Associate Elliot Evers initiated the transaction, assisted in negotiations, and aided Wagontrain in obtaining financing. Old Stone Bank of Providence, Rhode Island provided senior financing of \$2.9 million.



Elliot B. Evers
Chapman Associates, Inc.
616 Second Avenue
San Francisco, CA 94118
(415) 387-0397



Robert J. Maccini
Old Stone Bank
1 Old Stone Square
Providence, RI 02903
(401) 278-2532

74 APPLICATIONS DISMISSED

RKO Station Challenger Ranks Cut By Half

Since the 12 RKO radio licenses were designated for hearing in December, the crowded field of competing applicants has dwindled rapidly — even faster than in typical comparative proceedings. So far, 74 of the 149 original applications have been withdrawn or dismissed, leaving only 75 still pending.

There are several reasons for the rapid falloff. First and foremost is the fact that a substantial number of the applications were more speculative than serious. And the realization has set in that nobody is likely to win an RKO property without going through a long, expensive legal fight.

Some of the challengers never even bothered to prosecute their applications in the first place. Some who applied for several stations have narrowed their sights to a smaller group or even a single property. Others withdrew after RKO or other rivals succeeded in getting serious issues designated against them. Still others fought to hold off any hearings until after RKO's qualifications were decided, because their pockets weren't deep enough to survive this first round, only to risk facing an even longer and more expensive hearing against RKO.

Memphis and Washington are good examples of how RKO's competitors have dropped by the wayside. The initial group of five applications for WHBQ/Memphis is now down to a lone applicant. The number of groups seeking the right to take over WGMS-FM/Washington has dropped from 22 at the outset to only 11 today (see chart for complete counts).

Law Judge Trials This Summer

Trials before administrative law judges (ALJs) to compare the ba-

sic qualifications of the surviving applicants will be held this summer, with two scheduled each month through October. Then the process will be put on hold until the FCC decides whether RKO is fit to remain a licensee in light of past misconduct. That central issue is being settled in the case of KHLJ-TV/Los Angeles.

If RKO is found unfit, the most qualified applicant in each case will be awarded the respective radio license. If RKO is deemed to still have the "character" required of broadcasters, full-scale comparative renewal hearings will be scheduled between RKO and the most qualified competitor for each license, as determined by the individual hearings this summer and fall. RKO attorney Harold Cohen of the firm Pierson, Ball & Dowd now says he doesn't expect an initial KHLJ-TV decision until next winter, at the earliest.

Trial Probes Radio Net Overbilling This Week

After a recess of several months, the trial in the KHLJ-TV case resumed in Washington on Monday (5-13) and is set to continue through June 7. Among the issues being explored are advertiser overcharges of millions of dollars by the former RKO Radio Networks. This week's witness list included the networks' former President Tom Barchill and former VP/Sales Kevin Lyess.

Cosby Contracts At Issue

Several well-known broadcasters are among the dropouts in the 12 radio proceedings. Dick Clark has pulled out of the running for all the properties he was seeking, and Donnie Simpson Enterprises, headed by the wife of the WKYS/Washington PD, has dismissed applications it originally filed for all 12 stations.

Entertainer Bill Cosby's Cozzin Communications is still in the race, but is embroiled in one of the more interesting battles. His pledge to spend 20 hours a week as PD of one of the Los Angeles or New York stations if he wins — known in FCC parlance as "integration of ownership into management" — has led to a demand by skeptical rivals that Cosby reveal his employment contracts. Citing confidentiality, Cosby is seeking a protective order against a law judge's directive that he produce the contracts.

Also making life difficult for Cozzin is an issue designated against it to determine whether one of Cosby's partners in the applications, Joe Zingale, improperly signed the names of family members to low-power TV applications.

Judges Keep Rivals' "Feet To The Fire"

Commenting on the rapid attrition among the 149 competing applicants, RKO attorney Jim Freeman, also of Pierson, Ball & Dowd, said of the 12 radio hearings, "Most are down to manageable size or even smaller." He added, "We're certainly pleased with the win-

The following chart breaks down the original number applications and those still in the race for each RKO station.

Station	Original No. of Applications	Remaining Applications
WRKO/Boston	10	6
WROR/Boston	13	9
WOR/New York	11	6
WRKS/New York	13	5
WGMS-AM/Washington	14	7
WGMS-FM/Washington	22	11
WAXY/Ft. Lauderdale	9	3
KHJ/Los Angeles	11	6
KRTH/Los Angeles	16	9
WFYR/Chicago	11	5
KFRC/San Francisco	13	7
WHBQ/Memphis	6	1

nowing out to date of applicants who obviously didn't have the wherewithal to operate these stations. It's satisfying to see the

Commission processes do the winnowing out. At this stage, the judges are keeping everyone's feet to the fire."

NEWS BRIEFS

RTNDA Finds Radio News Unscathed By Deregulation

A study conducted for RTNDA by Dr. Vernon Stone of the Southern Illinois School of Journalism has concluded that "most radio stations have not changed their news or public affairs staffing or programming as a result of deregulation" in 1981, which abolished the non-entertainment programming guidelines of six percent for FM and eight percent for AM.

The mail survey of 327 stations, verified by a callout of over 100 non-respondents, found that 84% who reported cutbacks were offset by an equal number who say deregulation has led to staff increases. Regarding quality of news, 79% reported no change, 16% cited improvement, and only five percent said it had deteriorated.

The only significant change uncovered by the survey was a cut in local public affairs time, reported by 26% of major market stations, 16% of medium, and eight percent of small market stations.

In one revealing comment, a news director wrote, "Since deregulation, the news staff can devote more to news itself and digging up public issues for airing, rather than spending so much time racking up hours of weekly programs to be dumped in the Sunday graveyard."

NAB Exhibitors Tackle Convention Snafus

The NAB staff and representatives of exhibitors at the association's annual spring convention met last week in Washington to begin working toward solutions to a wide range of problems they hope to avoid at next year's meeting, scheduled for Dallas. Exhibitors on hand included Sony, Panasonic, Ampex, Eastman Kodak, and the Grass Valley Group.

The exhibitors lobbied against a plan to open the hall on Saturday, rather than Sunday, and asked that final-day major entertainment be slated for the evening, rather than early afternoon, to hold broadcasters at the convention longer. As an outgrowth of the session, NAB will conduct a detailed space availability study before deciding

whether to use a second hall some distance from the Dallas Convention Center next spring.

The group recommended creation of a seven-member Advisory Exhibitor Committee to counsel NAB, including representatives of large, medium, and small exhibitors.

Five Stations Renewed With EEO Reporting Conditions

Signaling that it will keep up the pressure on broadcasters to hire minorities, the FCC last week conditioned five station renewals on the filing of Equal Employment Opportunity (EEO) progress reports for the next three years. Stations hit with the conditions were KUNA & KSLY/San Luis Obispo, CA and the University of South Dakota's KUSD-AM-FM-TV.

According to the FCC, the California stations failed to hire a single minority for 16 vacancies in 1983, and had no Hispanics on their staff in 1982 and 1983. The stations were ordered to beef up contacts with minority recruitment sources.

The three university stations had been admonished for underrepresentation of females in 1980, and the Commission said its current EEO programs contain "no evidence of any remedial measures having been taken."

More AM Technical Rules On Endangered List

Saying the rules "may no longer serve their original regulatory purposes," the FCC last week asked for public and industry comment on its proposal to eliminate or revise five more technical regulations for AM radio.

Under the plan, the FCC would revise requirements for indicating instruments, while deleting:

- Program signal quality requirements for AM stereo
- The filing of comprehensive reports on antenna resistance measurements
- Transmission safety system requirements which may duplicate the rules of other government agencies
- AM technical rules that merely provide engineering advice.



AM RECEIVER TECHNOLOGY — Members of NAB's Medium Market Radio Committee last week witnessed a demonstration of a half-dozen AM receivers, billed as, "state-of-the-art," that were also shown at last month's convention in Las Vegas. In other action, the panel urged broadcasters to lend their support to the All-Industry Radio Music Licensing Committee in its current battle with ASCAP over music licensing rates. Shown above (l-r) are NAB Staff Engineer Mike Rau; Athena Sofias, WOJQ/Evanston, IL; Andrew Langston, WDOX/Rochester, NY; Ken McDonald, McDonald Broadcasting (committee chairman); Ted Snider, KARN & KKYK/Little Rock; Joseph McMurray, KNUU/Las Vegas; William Eure Jr., WSSV/Petersburg, VA; Patricia Harpel, KHAR & KKLV/Anchorage; Gene Millard, KFEG/St. Joseph, MO; and Edward Dunbar, WBBQ/Augusta, GA.



SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.

From the minute we launched our NEWSPOWER 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPOWER lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPOWER 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPOWER 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPOWER 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

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Puzzled?

*We'll help you put the pieces together!
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Just A "Jig-A-Logo"

From Texas-based **Toby Arnold & Associates** comes the "Jig-A-Logo," a customized jigsaw puzzle designed to create time-buyer awareness. This unusual sales promotion tool is sequentially numbered and mailed to time buyers with the following instructions: "When you solve the puzzle and find your lucky number, call your account executive to claim your prize."

Each number has already been assigned a prize — which, if you're thinking, will be trade-out merchandise — all the account exec has to do is look it up. Everybody wins something.

The "Jig-A-Logo" is shipped in a cardboard tube that contains the puzzle's pieces wrapped in a plastic bag. When assembled, the puzzle measures 9" x 12" and is made up of 60 individual pieces.

Basically, the item feeds off human curiosity. Who can resist a puzzle? Not to mention that everybody likes to win something. Your payoff comes when your account execs go down to the time buyers' offices to deliver the prizes in a modern version of the old foot-in-the-door approach.

Customized "Jig-A-Logos" can be created for your station. For details, contact Toby Arnold & Associates at (800) 527-5335.

How NOT To Get A Job

You sent the tape and resume, talked to the PD, and felt pretty good about the interview. But you still didn't get the job. Could be you made one of the seven most common mistakes a job candidate makes.

According to a **Robert Half** survey of 1000 personnel directors, the most common error is "failing to research the company" you want to hire you (24% of the surveyed execs noted this). "Being unprepared for the job interview" finished a close second, with a 23% response rate.

"Failing to project strengths and skills" was the third major culprit, named by 12%, while "failing to list accomplishments" and "poor personal appearance" were each cited by eight percent of those polled. "Being too aggressive or pushy" and, ahem, "exaggerating qualifications" rounded out the mistake list at seven percent.

Sitting On The Radio

The car of the future may feature its radio housed under the rear seat, according to a recent **USA Today** article. Officials at **Intel Corporation** are claiming that tomorrow's cars will sport dashboards so crammed with sophisticated electronic devices (talking ignitions, oil level indicators, and

anti-theft mechanisms) that there won't be any room left for the radio.

Compulsive button-pushers needn't worry, however. Radio controls will still be found within easy reach on the dashboard. Now where are they going to put the cassette deck?

Radio Luxembourg Goes To China

The English-language service of **Radio Luxembourg** recently signed an agreement to broadcast a weekly program of the tops in British pop records to mainland China. Under the terms of the contract, **Radio Luxembourg** will deliver 13 two-hour programs to a station in the Guangdong province.

In making the announcement, a **Radio Luxembourg** spokesperson told the **Reuters** news service "the agreement was concluded with the

Chinese Minister of Radio & Television" and that the groundbreaking broadcasts would reach a potential audience of 61 million.

Radio Luxembourg is currently preparing the first broadcast, for which it has hired a Cantonese-speaking DJ to explain the lyrics of the songs and "provide insights into Western life where necessary."

Portable AM Stereo Radio Available

One of the problems with AM stereo has been the relative lack of receivers available to consumers, which in turn has contributed to the lack of consumer awareness of AM stereo in general. With over 400 AM stereo stations worldwide, Norwalk, CT-based **Advanced Design Group Ltd.** has created the "AMS-10," a portable AM stereo receiver with

multisystem capability. These units will be distributed to AM stereo stations who can then offer them to listeners and thereby improve consumer awareness of AM stereo.

The AMS-10 is capable of decoding **Kahn-Hazeltine, Motorola, Harris** and **Magnavox** transmissions at a frequency

response greater than 7 kHz. Additional features include: automatic on/off when headphones are in use, dual volume controls for proper channel balance, and a stereo indicator light that enables the user to determine the proper position for the transmission decoding switch. Headphones and belt clip are included.

Sized at 5-1/8" x 2-15/16" x 1-1/8" and weighing 5.5 ounces, the AMS-10 is available to broadcasters at around \$20 per unit. (Suggested retail price is \$39.95.) The first production run is due in June.

For more information, contact the **Advanced Design Group Ltd.** at (203) 853-3575.



IS YOUR IMAGE FADING?

It happens when you let it. Update your image with the ID package that distinguishes your station as the winner. Don't just fade away — call us.

CALL 1-800-251-2058
In Tennessee 901-320-5126



12 YEARS OF THE BEST

The bottom line has always been better people.

At Eastman Radio, we've never forgotten that selling is a one on one process between buyer and seller.

So while other radio rep firms depend on numbers to do all their selling, we've concentrated on hiring, training, motivating and keeping the best sales force in the business.

Hiring. Most people we hire

don't have a spot radio background. That way they don't have to "unlearn" someone else's system.

Training. Eastman sales training has always been the toughest in the business. We pioneered videotape role-playing. Before Eastman people sell for you, they have to be able to sell to their peers and to our

management. Then they must undergo a daily routine of self-evaluation and improvement.

Motivation. Eastman is employee-owned. Our people are motivated from Day One. No fancy psychology, just simple economics—they work harder for you because they're working for themselves.

Experience. Because we're dedicated to our people, they remain dedicated to us. They stay with us longer—an average of 10 years. They know their stations and their markets.

So this is our bottom line: at Eastman, we put all our efforts into developing and holding onto winners. Aren't those the kind of people you want to sell your station... one on one?

Eastman Radio. One on one, no one can beat us.



EASTMANRADIO



Supernet
MEMBER

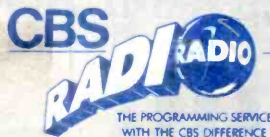
A SPECIAL INVITATION TO ALL RADIO STATIONS

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

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

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

Hosted by Kris Erik Stevens. Available to all stations in all markets,
from CBS RADIORADIO. Call Maureen Kelly at (212) 975-7316.



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

PRO:MOTIONS

WESP Names Management Team

Guy Gannett's "soft sounds" WESP/Orlando has announced its management team. Robert Clarke is GM of the outlet, moving over from a similar post with WKAT/Cocoa Beach. He's a 15-year Guy Gannett veteran. Working with him as Sales Manager is Larry Weiss. Weiss also hails from WKAT, where he had headed the sales staff since 1983. Allen Jackson, a '70s WKAT alumni, comes aboard as PD. He was most recently GM at WBRD & WKST/Grand Rapids.

Boltz New KIYS GM

Scott Boltz has been named General Manager of CHR KIYS/Boise, moving over from the Sales Manager post at KABC & KKYS/Bryan/College Station, TX. His background includes Station Manager posts at WTAZ/Morton, IL; WRPQ/Baraboo, WI; and WZZC (now WLLR) in Quad Cities (Davenport), IA. He also served as Sales Manager at Quad Cities: WQVA (now WMRZ) as well as AE at WLPO & WAJK/La Salle-Peru, IL and WGLC-AM & FM/Mendota, IL.

Arista Appoints Brownjohn



Eliza Brownjohn

Eliza Brownjohn has been promoted to Director/International Operations at Arista. Prior to her promotion, Brownjohn was Associate Director/International Operations. She joined Arista last year after heading the International Department at Chrysalis.

PROS ON THE LOOSE

John Amberg — MD WWCT/Pearis (309) 686-4066
Reggie Blackwell — PD NCPA/Phoenix (602) 951-3038
Fred Branson — MD WYVE/Rochester (615) 229-3690
Wes Davis — PD WYVE/Rochester (615) 877-4385
Mark Gillespie — News anchor WBC/Indianapolis (317) 643-0382 or 747-9283
Ben Manilla — Feature writer/producer RND Network (212) 228-1494
Mike Miller — PD NCPA/Indianapolis (405) 340-1233

Arista Taps Zickrout



Jay Zickrout

Jay Zickrout has been appointed Manager/National Album Promotion at Arista Records. He assumes this post after a stint as National Director of Promotion for Enigma Records. Prior to that Zickrout was Assistant Director of North American Operations for Ge Records.

Portmess & Assoc. Bows

Gary Portmess & Associates is a brokerage consulting firm specializing in the listing/sales of small and medium market stations. The 25-year broadcast veteran most recently owned and operated WHAB & WOCM/Hagerstown, MD and still owns WWTV/Silver Spring, MD. GP & A's mailing address is P.O. Box 11074, Washington, DC 20008; (202) 872-1485.

Anselmo New WDBY & KEYE LSM



Michael Anselmo

Michael Anselmo has been named Local Sales Manager of WDBY & KEYE/Minneapolis-St. Paul, moving up from Account Executive. Before joining the stations in 1984, he was GM of KAAL-TV/Austin, MN.

WGAR Appoints Jazwa RSM

WGAR-AM & FM/Cleveland welcomes Nancy Jazwa as its Regional Sales Manager. With the stations for three years, she brings 11 years' media sales experience to the post.

Carnes Assumes KBOY GM Helm



Tom Carnes

Tom Carnes is the new General Manager of KBOY/Medford, OR. He joins the station from crosstown KOBI-TV, where he had been GM. Prior to that he was GM of KQEU/Olympia, WA and KLOO/Corvallis, OR. Carnes began his radio career as a DJ at KBOY in 1986.

Carter Heads HNWH/Houston

Frank Carter Jr. has been selected as head of Miller, Newmark, Wechsler and Howard's new Houston branch office. Before accepting this post, he spent four years at crosstown KMEZ as an AE. Prior to that he held a similar position at KOMA/Oklahoma City. HNWH/Houston is located at 5959 Westheimer, Suite 122, Houston, TX 77067; (713) 784-4694.

Helmers Directs RIAA PR

Patricia Helmers joins RIAA as Public Relations Director. Previously, Helmers served as an AE for PR agency Gettler & Co., Inc. in New York City. Her background also includes a publicity and exhibits coordinator post with high-technology database producer EIC/Intelligence.

Bell Accepts KJLJ LSM Post



Jim Bell

Jim Bell has been appointed Local Sales Manager of KJLJ/Las Angeles. Prior to working with Republic Radio, Bell spent five years with RND.

Dain Names Eric Exec. VP/COO



Dain Eric

Dain Eric has been promoted to Exec. VP/COO of the Discovery Music Network. He had served as the network's VP/Director of Programming for the past year. Succeeding him as Director of Programming is Mitchell Sheehy, former PD of KISZ-FM/Los Angeles. In other related activity, Lee Case-Stones is named VP/Program Development. Terry Thompson becomes VP/GM of the Discovery Television Studios, and William Tyson joins as VP/National Sales.

Collins Manages Chrysalis A&R



Susan Collins

Susan Collins has been appointed Manager, West Coast A&R at Chrysalis. Collins was most recently Professional Manager at Chappell Music, Los Angeles.

Behr Directs NYM/RAD Marketing



Shirley Behr

Shirley Behr has assumed the Marketing Director post at the New York Market Radio Broadcasters Association. She comes to the newly-created position after serving as Marketing/Sales Executive for the Television Bureau of Advertising in Dallas.

CHANGES

Radio

Rob Ferraro appointed Account Executive WMAD/Madison.

Tom Charles Schmidt named Local Advertising Sales Representative WTQR/Winston-Salem from KBOY/Medford.

Brian Buhler joins WMAD/Madison as Account Executive.

Cary Caspersen Wilson named Promotion Associate KGW/Portland.

Kim Nicholls appointed Account Executive WYNY/New York from John Blair Marketing.

Barbra Dickstein joins WMAD/Madison sales from WLUP/Chicago.

RECORDS

Mary Ann Bryson appointed Assistant Buyer WEA/Philadelphia.

Arnold Kaplan named Associate Director Domestic Royalties Atlantic/Elektra Records.

Mary Marini promoted to Domestic Royalties Manager Elektra Records.

Pet Lucas appointed Manager, Film & Television Music CBS Songs/New York.

INDUSTRY

Debbie Less named Account Executive Bruce Merrin Public Relations/Woodland Hills, CA.

Cathleen Pratt appointed Account Executive Selcom Radio from ABC Radio.

Liz Ferraro joins Selcom Radio as Account Executive from Weiss & Powell.

Linda Mirandi appointed Account Executive at Selcom Radio from Weiss & Powell.

Phyllis Jones joins Eastman Radio as Account Executive from WVRV-FM/Memphis.

Pierson Segues To KQED

Caret Pierson has been elevated to Assistant Station Manager at KQED/San Francisco. She was previously working as a special projects consultant with the station. Pierson's background also includes a stint with the WGBH Educational Foundation in Boston, where she held a similar post as well as served as Director of Operations/Training and supervised the group's national projects.

Quararone New ACME Exec. Sec'y

Mary Quararone has been named Executive Secretary for the Ontario-based Academy of Country Music Entertainment. She succeeds Sheila Peterson.



JHAN HIBER

RATINGS AND RESEARCH

Plummet Mall: Proving Radio Does Work

By Robert Galen

The Greater Cincinnati Radio Broadcasters Association, like many radio marketers, wanted to demonstrate radio's effectiveness. Having been exposed to advertisers and agencies who weren't quite sure that radio worked, 17 member stations conducted a major test during early 1985 that would clearly prove radio's tremendous ability to communicate.

Building The Illusion

Working with Jerry Galvin, Creative Director of local agency Galvin, Menderson, Maier & Press, the stations developed a radio campaign and researched awareness to demonstrate our medium's power. They built a campaign for a brand new, hypothetical shopping center called Plummet Mall. The copy stressed that this would be Cincinnati's first vertical mall. Moving sidewalks, spiral escalators, controlled temperatures, and low prices based on pass-along energy savings were selected as the distinctive features. To build anticipation and demand the campaign teased the opening at an undisclosed Cincinnati location "soon." These points were also reinforced by a tag line: "The best value in town is a hole in the ground - Plummet Mall."

To demonstrate how easily an advertiser could duplicate the campaign, the stations produced the spots with only one voice, minimal sound effects, short musical phrases, and dramatic pauses. The commercials were produced by a local firm, Jay Gilbert Productions. Of four 60-second spots, the first three talked about Plum-

met Mall coming soon. During the fourth week, the spots revealed the illusion and announced that "heavy freezes had caused a seismicological occurrence, which shifted the mall to a location somewhere between Cincinnati, OH and Lincoln, NE."

"A 41% unaided awareness number after just four weeks is to my knowledge unprecedented, and it was achieved with a relatively modest radio buy."

—Jim Russell
VP/Burke Marketing Research

The spots were run according to a media plan developed by Galvin, Menderson, et al.'s Rudy Siegel. Using a Tapscan schedule analysis, four weekly flights were designed to generate 60-70% reach and 2-2.5 frequency using ROS schedules, with even distribution through all dayparts and days of the week. Each station ran a "typical" schedule, 14 to 30 spots per week, from January 14 through February 10. The total cost of the "buy" would have been \$60,700.

The campaign attracted immediate attention. Stations referred all telephone calls to the advertising

agency, which maintained the confidentiality of the project. Calls came from merchants who wanted to know what other merchants would be opening stores there. People interested in opening stores or selling services (Muzak, Cincinnati Bell, Cincinnati G&E) and even somebody seeking the contract for Plummet Mall's waste disposal phoned. Ralph Leibing, the Hamilton County Building Commissioner, told the Cincinnati Post that he was flooded with calls, as did the Greater Cincinnati Chamber of

Commerce, which reported 20-25 calls a day.

Researching Awareness

The radio group hired Burke Marketing Research to do an awareness study. The first question asked was: "Have you, yourself, heard anything recently about a new mall opening in the Cincinnati area or not? If yes, what is the name of that mall?" Nearly a third (33.2%) correctly identified Plummet Mall by name. If a person indicated that he didn't know about a new mall opening, he was asked: "Have you heard of a new underground mall opening soon in the Cincinnati area or not? If yes, what is the name of the underground mall?" In response, 7.5% correctly said Plummet Mall. And 40.7% of the 506-person sample were able to identify the mall correctly without prompt-

ing after just four weeks of radio-only advertising.

The study also went a step further, asking those who didn't remember the name whether they had heard of a new underground mall called Plummet Mall. Another 19.8% acknowledged awareness. This means that 60.5% of people interviewed had some awareness after only four weeks of advertising.

According to Burke VP Jim Russell, "These results are extraordinary awareness figures no matter what qualifications. A 41% unaided awareness number after just four weeks is to my knowledge unprecedented, and it was achieved with a relatively modest radio buy. Most product managers are very happy with 10-15% figures, which are gained only after significant television advertising supplemented with couponing, sampling, etc."

In spite of several caveats; i.e., general problems in gauging consumer awareness, the campaign's brevity and local scope, the relative size of the product category, and the difficulty in squaring this test with Burke's normal three-month ad cycle, Russell said that many on his staff were "amazed" at this campaign's impact.

Radio's Selling Ability

The Plummet Mall test firmly reinforces our strong belief in radio. It says that radio does work. It also says there are certain things you have to do in order to make radio work.

First, you need a good commercial. These spots were very well-produced even though they weren't expensive. Second, you need to put together a reasonably-sized radio campaign. People who buy six spots a week on one radio



Robert Galen

Robert Galen has served as RAB's Sr. VP/Research since August 1984. Prior to that he was Sr. VP/GM of the Marketing Services/Research Division of Blair Radio. Galen is also a founder and co-chairperson of the RAB GOALS Committee.

station and then wonder about the impact are missing the boat. In terms of the Plummet Mall campaign, its \$60,700 budget was much less than what the Biggs department store spent when its first U.S. store was opened in Cincinnati last year. Finally, radio alone can develop major impact for an advertiser.

This gives us two sales points: 1) A radio campaign with sufficient thought and budget can pay off for advertisers; 2) if radio alone can ring the bell, radio can certainly improve the effectiveness of a TV, newspaper, or direct mail campaign. Plummet Mall was strong proof of radio's ability to sell. The results say clearly that radio shouldn't take a back seat to any other medium. People listen to radio and rely on what they hear. After all, Americans didn't buy 84 million radios in 1984 to use as doorstops.

"The results say clearly that radio shouldn't take a back seat to any other medium."

—Jim Russell
VP/Burke Marketing Research



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

NETWORK NET WORTH

The Great American Domino Game

This year may go down in the annals of broadcast history as the Year Of The Network. The RKO Radio Networks have been sold to United Stations, ABC decided to merge with Cap Cities, Ted Turner has taken on CBS, UPI has reorganized (more than once), and Drake-Chenault was purchased outright. Since January the industry has played host to a series of network purchases, takeovers, mergers, and restructurings — and more appear imminent (or possible).



involved. Networks rely on a steady marketplace and stable station affiliations for maximum profit, variables subject to constant flux.

to say, Beauty is in the eye of the beholder. If someone is willing to pay twice what I think something is worth, I must think it's worth half of its real value. If a 'money man' is looking for real value, then, he should consider a group of stations because it would give him something profitable to break up. The parts of a group may be worth more than the whole. A radio network has no parts to total up."

As with other broadcast facilities, networks have an intangible value that's not necessarily reflected in their physical inventory. United Stations President Nick Verbitsky, who recently went through the acquisition process himself, says "It's very tough to value a network in terms of



FUN WITH DICK AND JAMES — Following a recent "American Bandstand" taping, Dick Clark interviewed the Mary Jane Girls for an upcoming segment of Mutual's "Dick Clark's National Music Survey." Pictured (l-r) are Clark and MJs Kim Wajitch, Yvette Marine, Candice Ghent, and Joanna McDuffie.

division earns enough money based on its gross revenues to cover the networks," says Westwood One President Norm Pattiz. "When large groups get involved in acquiring or merging with other large groups, they have to shake loose some of the baggage. If the network isn't turning a decent profit, and most of them aren't, they have to make the decision to keep it or shake it loose."

Risky Business

Buying an under- or over-priced network is no sure guarantee to great cash returns, either, says NBC Radio President Randy Bongarten. "Radio networks have not been a highly profitable business for anybody," he comments. "They have been more profitable for ABC than for the other majors, and some syndication networks have been making good money.

the network dollar. The pie is bigger — there is more money being spent on network radio than ever before — but there are also more people with their hands in the pie."

A Better Mousetrap

Getting into the network business can be accomplished one of two ways: buy a network and trim the excess fat, or build a network and keep it lean from birth. "An existing network can be a good buy," says Pattiz. "But when it has been a part of a major conglomerate for years there tends to be a lot of fat. New operators usually come along and find ways to make them leaner and meaner. Sometimes it makes sense to start fresh without the encumbrances that make these ventures unprofitable. United Stations acquired RKO because they think they can run it better and make it more profitable. We feel we have built a better mousetrap from the ground up."

Buy or build, the network industry has become crowded over the last few years.

"There are already enough networks," says Clement. "I'm not anxious for anyone else to enter the business because it's tough enough right now. RKO showed that a network can be built from scratch, but they also showed how expensive that scratch can be. Still, the arena is going to be even more crowded than it is now. We're also going to be competing for more dollars. People are re-evaluating their TV dollars, and as they see the kind of CPB, reach, and frequency they can get in network radio more dollars are going to go into it."

So . . . just what is the true value of a network? Two-to-three times revenue or seven-to-eight times cash flow? What increased value do owned-and-operated stations bring, and what affiliates are on-line? Are operational expenditures draining the bottom line? Is competition going to get better or worse? Will unpredictable inflation and fluctuating interest rates affect national advertising dollars?

All variables aside, true value is just a hardware store. The value of any broadcast facility is probably the haggling point where both the buyer and the seller feel ragged. You get what you pay for and you pay what something is worth.

The real value of a network? Only your hairdresser knows for sure.

Note: For understandable reasons ABC and CBS declined any comment for this column.

Two weeks ago (5-3) R&R examined the increasing volume of broadcast transactions and explored the source — and effects — of this industrywide phenomenon. More money than ever is changing hands for radio and television properties, and it looks like the trend will continue for at least several years. What this means to the radio network business is the focus of this week's column.

Net Worth

The financial community has only recently discovered the radio stations' value, but computing that value extends beyond the basic bricks and mortar of the building itself. The same holds true with a radio network, except even more intangibles become in-

Thus, basic broadcast assessments may not apply. What, then, is a radio network worth?

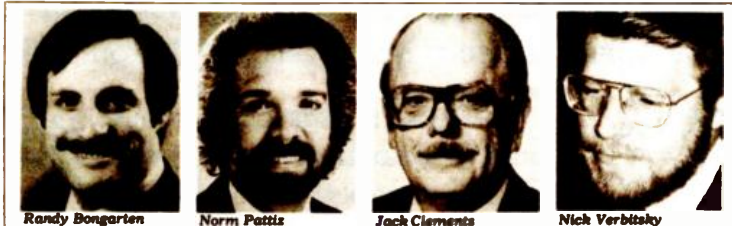
"Something is worth what a person is willing to pay for it," Mutual Broadcasting Exec. VP Jack Clements says with nebulous conviction. "Whether a network is overpriced or underpriced is hard

assets because, as opposed to buying some furniture, machines and stock, you're really buying an organization and a reputation."

In a publicly-held company the value of a network (separate from any O&Os) can become buried in a column of figures. "What it often boils down to is whether the radio

But the prohibitive investments in news operations, and some unforeseen problems in marketing, make them less profitable than a lot of people would think."

"There are very high risks involved in running a radio network," adds Clements. "There are a lot of operations vying for



Randy Bongarten

Norm Pattiz

Jack Clements

Nick Verbitsky

NETWORK SPOTS

New Format Services

Anticipating a format change? Expecting a bad spring book and looking for a new lease on life? Several new automated formats are now available for customized use at radio stations around the country, including:

- "Power Cuts": a customized contemporary music format developed by Siter Communications for Century 21 Programming. The format is designed for locally-hosted mass-appeal personality radio stations, and music is furnished on pre-recorded cartridges accompanied by song-by-song playlists. Call (212) 370-0077.

- "Star Choice Format 35-54": Klama Media Inc. is offering this contemporary format targeted toward

an upscale A/C demo of adults 35-54. For more information call (203) 927-3581.

- "Constant Country Hits" is available from Jay Stevens & Associates for stations looking for more music and less talk, while "Your Great Country" is designed for full-service or personality-oriented stations. Both formats are consulted and programmed by Alan J. Gordon. Call (213) 463-4542 for further details.

Mutual, PGA On Course

Mutual Radio Network has signed a five-year, exclusive deal to broadcast the action of the PGA Championship. Mutual has been covering the annual golf event since 1978, and this agreement extends those rights

through 1989. The championship match is played every August, and is the final tournament on the PGA tour.

Anchor Jim Ganeen and Larry Michael will provide coverage of the championship, which this year will be played at Cherry Hills Country Club in Denver. Future sites include Toledo, OH; Palm Beach, FL; and Edmond, OK.

For more information call (703) 686-2000.

Two For The Birds

Two more programs have taken to the air, and are now being distributed via satellite:

- "Jackie Talks Food," a new network version of KNX/Los Angeles' "100K Food News Hour," will be available via satellite later this month. Featuring co-hosts and chef Jackie

Olden and Mel Baldwin, the show discusses food preparation in a "mid-western common sense" style and features a "troop of the day." The program is available on a 60-40 barter basis, and will be distributed on Satcom 1R, Transponder 3. "JTF" is syndicated by J-Max Productions, produced by Mercury Satellite Network, and placed by Real Radio Co. For more details call (818) 795-4900.

- "Forbes Magazine Report," entering its 6th year on radio, is now being distributed via satellite on Satcom 1R. The show consists of ten weekly segments derived from the contents of Forbes magazine, and is available on a barter basis. "FMFR" will supply free crystals for access to Transponder 3 to all existing and future affiliates. Call (213) 466-1836 for further details.

THE NATIONAL

MOTOWN

Star!

Experts ask:

**"WHO'S
HOLDING
DONNA
NOW?"**

**Daring Fashion
Predictions:
National
Motown Star
Shows You
How To Dress
Like DeBARGE**



THE DeBARGE DIET:
I Play an hour-never go hungry

**RADIO STATIONS
Taken Over By
JUNKYARD DOGS!
Fat Cats' Ranks
Getting Thinner!**



Your Favorite
DeBARGE Song Reveals-
YOUR PERSONALITY...
-All Nine Songs From
Rhythm Of The Night gold
album analyzed inside...



Reveals Astonishing Answer!

**STARTLING PREDICTIONS:
"New DeBARGE Single will be
Summer Ballad Of The Year!"**



**"SPACE ALIENS
Helped Me Promote
Last Record!"
Michael Lessner
Reveals!**



VH-1 Explodes on Impact!

Launch Date: January 1, 1985
VH-1 Subscribers: 6,000,000 +

VH-1 Impact On Record Sales

"Shortly after VH-1 went on the air in early January, they began airing our "CATS" video. Only a few weeks later, we saw the "CATS" original cast recording album move on to the charts. VH-1 is not only an excellent medium of exposure for Adult Contemporary Music, it also helps to sell tickets to Broadway shows as well as original cast recordings."

David Geffen
Geffen Records

"Diana Ross has a hit with "Missing You." The song came to life one night in a New York studio. Lionel Ritchie was evolving the melody and lyric as Diana added her own special phrasing. James Anthony Carmichael was there working on the production. In the end, we had a magnificent tribute to Marvin Gaye. When VH-1 launched on January 1, the record was doing moderately well. Three weeks after VH-1 placed "Missing You" in a heavy rotation, we saw a marked increase at both radio and retail."

Bob Summer
President
RCA Records

"Everyone is talking about VH-1. We've seen a phenomenal growth in sales for SADE's album and there is no doubt VH-1 has been the reason. We've also noticed an upswing in requests for the CAST of CATS album."

Ted Stevens
Assistant Manager
Sound Warehouse

"I know VH-1 has had an impact on our sales. I've noticed unexpected sales boosts for Kenny Rogers, Anne Murray, Diana Ross, DeBarge, Dionne Warwick, the Commodores and Olivia Newton-John, and VH-1 is definitely the reason."

Steve Lerner
Buyer, RECORD WORLD
Elroy Enterprises

"There is no doubt that people are watching VH-1 and that VH-1 helps to sell records. We have had a lot of people asking for SADE's record after seeing her video on VH-1. I've also noticed a renewed interest in the CAST of CATS record "RUM TUG TUGGER."

Scott MacBride
Manager
Budget Tapes and Records

"People must be watching...they're asking for albums by artists seen on VH-1."

"We were an entry point for the local contest and it resulted in a lot of excitement and traffic in our stores...I was surprised by the response by the Adult Contemporary audience."

Jeff Lake
President
Stone Records

"I know VH-1 is helping to sell records. People have come in to purchase SADE's single and album, as well as KIM CARNE's "Invitation to Dance", after seeing their videos on VH-1."

John Hornaday
Manager
Record Shop

VH-1 Impact On Radio Stations

"VH-1 has made a tremendous impact on the Des Moines market. The street talk among adults is all about your service, and we at KIOA look forward to working with you on an on-going basis. VH-1 is definitely a winner!"

Dic Young
Marketing Director
KIOA-AM

"We're excited because for the first time, an A/C station can logically cross-promote with cable."

Sam Church
Program Director
K-Lite

"We are very excited about VH-1 as it offers a perfect promotional opportunity for KMJI-FM to work with the cable operators in our area. We anticipate that VH-1 will increase interest in the A/C format and look forward to future tie-ins with VH-1."

Nancy Burger
Promotion Director
KMJI-FM

You said it.

VH-1 has been on only four months and already it's the talk of the industry. It's targeted, differentiated, record breaking and record selling music programming 24 hours a day. When it comes to video music for a whole new audience, VH-1 is the right one.

© 1985 MTV Networks, Inc.



VIDEO HITS ONE

Congratulations
Richie Falsbaugh...



YOU'VE
GOT THE

KISS

OF
SUCCESS!

THE SIXTH ANNIVERSARY KISS PARTY!

**BOSTON
MAY 20-21, 1985**

FROM YOUR FRIENDS AT MAJOR MARKET RADIO 

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

May 20-24

The Weekend

May 25-26

The Countdown (WO)
Steve Arrington

Countdown America With John Leader (USR1)
Eurythmics

Country Closeup (NP)
Ed Bruce/Kath Szeffal

Country Report (WRN)
Sylvia/George Strait/Glen Campbell/Janis Fricks

Country Six Pack (US)
Loretta Lynn

Dick Clark's National Music Survey (MBS)
Bryan Adams

Dick Clark's Rock, Roll, & Remember (US)
Darryl Hall & John Oates

Don & Roseanne On Broadway Street (CB)
Joan Baez/Tom Paxton

Dr. Demotio (WO)
Summer songs/A. Johnson

Entertainment Coast-To-Coast (CBSR)
Kenny Loggins/Bruce Susselner/Dan Fogelberg

Future Hits (WO)
Paul Young/Men At Work/Supertramp

Gospel America (MBS)
Rock City Boys

Gospel Line (SB)
Tranmere Hawkins

The Great Sounds (US)
Sammy Kaye

Hot Country Gold (BRE)
Oak Ridge Boys

Hot Ones (USR1)
Foreigner

Hot Rocks (US)
Pointer Sisters

King Biscuit Flower Hour (ABCR)
Metalist

Lee Arnold On A Country Road (MBS)
Lee Green/005/Janis Fricks/John Denver/Stellar Bros.

Metatshop (MJJ)
Bon Jovi

Musical Starstreams (MS)
Mannheim Steamroller

Music Makers (NP)
Joe Williams

On The Radio (NSBA)
Bryan Adams

Power Cuts (GSN)
Supertramp (5/26)

Rare & Scratchy Rock & Roll (PIA)
Bobby Goldsboro

Rick Dees' Weekly Top 40 (US)
David Lee Roth

Rock Chronicles (WO)
Phil Collins/Alison Moyet

Rock Over London (RI)
Richard Thompson

Scott Muni's Ticket To Ride (DIR)
Ringo Starr

Scott Shannon's Rockin' America Top 30 (WO)
David Lee Roth/Bryan Adams/Mary Jane Girls

Silver Eagle (ABCE)
Sawyer Brown

Solid Gold Saturday Night (USR2)
Herman's Hermits (5/25)

Street Beat (BRE)
Motown superstars

Super Gold (TRAN)
Rock & roll heaven (5/25)

Superstars Of Rock (BRE)
Phil Collins

Top 30 USA (CBSR)
Harry Chapin

Weekly Country Music Countdown (US)
Earl Thomas Conley

The Week Of

May 27-31

Country Today (MJJ)
Mickey Gilley

Dance Music International (RI)
Lionel Richie Pt. 1

Earth News (WO)
Glenn Frey/Harold Faltermeyer/David Grol/John Murray

Encore w/William S. Williams (WO)
1940: Bing Crosby

Live From Gilley's (WO)
Ed Bruce

Off The Record (WO)
Hall & Oates/Robert Plant/Bon Jovi

Off The Record Special (WO)
John Fogerty

Shokin' The Breeze (WO)
Teena Marie/New Edition/Con Funk Shun

Special Edition (WO)
Kool & The Gang

Star Trak (WO)
Hall & Oates/Harold Faltermeyer/Katrina & The Waves

Star Trak Profile (WO)
Steve Perry

THURSDAY

May 30

Country Report w/Ron Martin (WRN)
Ronnie Millsap/Charley Pride

Solid Gold Country (US)
Tom Collins

FRIDAY

May 31

Country Report w/Ron Martin (WRN)
Bobby Bro. Pats McEntire

Solid Gold Country (US)
Feature year: 1977

MONDAY

May 27

Country Report w/Ron Martin (WRN)
Ronnie Millsap/Pats McEntire

Solid Gold Country (US)
Late great country legends

TUESDAY

May 28

Country Report w/Ron Martin (WRN)
Charley Pride/Bettye Bro.

Solid Gold Country (US)
Don Williams

WEDNESDAY

May 29

Country Report w/Ron Martin (WRN)
Roger Miller/Pats McEntire

Solid Gold Country (US)
Stars in the news

COMEDY

Bobby Jo Amberg's Bar & Grill (DM)
Summer spin splash/family night/Island/quick orders

Comedy Express (CMW)
National persner/John Cougar Mellencamp

Daily Feed (DCA)
Gorbachev rewrites WW2/trade war song/Mitterand rejects "The Force"/Murdoch media/White Sox heaven

Hiney Wine (DM)
Shave cream/picnic/holy 500/extended Hiney

Laugh Machine (PRN)
Robert Klein/Steve Martin/Kip Adams/Flip Wilson/Step Stephenson/Emly Lattala

GENERAL INFORMATION

Computer Program (PRN)
Cybernetics/musical computers/artists/minitization

Ed Busch Talk Show (AP)
Vietnam/American industry/auto safety (5/18) Strangers/Frank Herbert/staying in debt (5/18)

News Bleep (PRN)
Urban archeologists/criminal lawyers/crossi prestige/infated products/mid-high buildings

Sound Advice (PRN)
Trouble-shooting/warranties/record care

LIFESTYLE

American Focus (FOY)RT
Peter Jennings (5/18-19)

Health Care (PIA)
Mental Health Pt. 1

Jim Bohannon Show (MBS)
Paul Grimes

Larry King Show (MBS)
Lynn Singer/Erica Holzer (5/20) Elliot Abrams (5/21) John Oliver Wilson (5/22) Sheila Davis (5/23) David Owen/Stanley Kaplan (5/24)

Public Affairs (PIA)
Tasting question (5/18)

Something You Should Know (SBS)
Eating breakfast (5/20) Dealing with crises (5/21) Be a leader (5/22)

Waldenbooks Review (WO)
Robert Cook/Dick Francis/Steven Emerson



KGBI-FM Omaha, Nebraska, chose an ESA-10 Broadcast Console

Because — Technically, It Fit The Bill

"I am impressed with the easy access to internal circuit boards and the functional layout."

"A major factor in our purchase was the electronic step attenuation. Our announcers wanted linear faders, and your system avoids any problem with noisy audio."

"Another new feature is the full LED metering that's switchable between VU and peak reading. We use the VU meter for on-air work and peak meters for recording. We've had no regrets or second thoughts on our purchase of an ESA10."

Harry W. Scott
Chief Engineer

RADIO SYSTEMS INC.

5113 West Chester Pike - Edgemont, PA 19028 - 215/356-4700
Call 800/523-2133 or (in PA call 800/423-2133)

DECREASE BAD DEBT

Collecting The Money, Part One

By Michael Hesser

Have you ever heard a fellow broadcaster comment, "All salespeople want to sell, but very few want to collect"? We tell our salespeople there are three phases to their job: sell advertising, service the account, and collect the money. We train our salespeople to sell, we train them to take care of their accounts, to service them and keep them happy, but do we train them in the collection process? Not usually. Whoever is given the responsibility of collection, whether it be the salesperson, station manager, sales manager, bookkeeper or an employee who spends full time just collecting our receivables, it's still a team effort.

In order to maximize the amount of dollars we collect and decrease our bad debt, we must have a system, know how to collect, and follow the system. It's just like programming; the best laid out clock does a station no good if the folks don't follow the system. There are four steps to improving your collections: 1) setting a collection goal, 2) setting up a procedure, 3) training your people on how to collect, and 4) following the system.

Collection Goal

You would surely love to be able to plan your cash flow — and you can. Some stations use the "I know my market" system; others use the "collect all you can and when we think about it, we'll go after the 90-day guys" system. Whichever you use isn't wrong if it works and works consistently. However, you can establish a collection goal.

Here's a system to reach it and an almost fail safe method of keeping track of who, what, and when dollars will be received:

Step 1: Total accounts receivable in five columns: current, 30 days, 60 days, 90 days, and 120+ days.

Step 2: Since there tends to be consistency, you can establish percentages of each category on an average during the month for current, 30-day and 60-day, and do an account-by-account analysis of 90 and 120+, 50% for current, 50% of 30-day, and 75% for 60-day.

Step 3:

Current billings	=	\$67,664.00 × 50% =	\$33,832.00
30-day column	=	\$24,104.00 × 50% =	\$12,052.00
60-day column	=	\$10,808.00 × 75% =	\$8,106.00
90-day column	=	\$3,180.00*	\$ 1,050.00
120+ column	+	\$8,432.00*	\$ 947.00
			\$54,987.00

* determined on each individual account

Month Goal	\$51,012.00
------------	-------------

Step 4: As you work with this formula, it will vary slightly. Usually the percentages increase over time as your other collection procedures are put into place.

Now that a collection goal is established you have a figure to shoot at, and you're also aware of the amounts you're looking for under each category.

Collection Procedure

The collection procedure begins at the time of sale. Our contracts (insertion orders, etc.) have small print explaining policy and all legal jargon the FCC guidelines expect. But our salespeople should be asking "cash or charge?"

Retail stores expect it — why not us? Your salespeople should orally explain your station's payment policy. You could add a form letter to make it very clear. For example (at right):

It would be advisable for you to have a standard credit application to be filled out at the same time. Yet please note that the form letter below performs the added function of making it "station policy" and takes a great deal of the pressure off the salesperson regarding payment. It will also inflate your station's image to the business community that your organization is a well-run entity. Request for money should begin

when an account reaches the 30-day column. If a schedule ran April 1 through April 28 and the bills are out by May 2, you show the account in the 30-day column by June 2. It is now, in fact, 90

days — a friendly reminder may be in order (see letter below). This letter is signed by the bookkeeper and is always in friendly terms. You should be aware that the value of the money owed to

Dear Client:

Your account, in the amount of \$_____, is now past due. As you know our payment schedule is, as stated, the 15th of the following month after run.

We're sure this is just an oversight on your part, and we would appreciate your payment before the beginning of the next month.

If there are any problems with your bill, please contact your account executive or myself. I'm sure we can straighten out any problems or answer any questions you may have.

Sincerely,

days plus from the first commercials that aired. You deserve your money now. However, if not, you should start the prodding pro-

you is decreasing daily, so therefore — "we need it."

Dear Client:

We are very pleased to have you as a KXXX advertiser.

We look forward to a long and mutually rewarding relationship.

To avoid any complications in the future, it is important that you understand our billing policies now.

All business placed on KXXX is to be paid in full in advance of schedule. If credit is desired, one-half of the total cost of schedule is required in advance of first order, and (upon approval of credit) the balance is due and payable on the 15th of the month following completion of the schedule each month.

On subsequent schedules, all payments are due on the 15th of the month following completion of monthly schedules.

Please sign below indicating your understanding and acceptance of these conditions.

Yours truly,
General Manager

Accepted by: _____ Date: _____

Print Name



Michael Hesser, co-founder of Sunbelt Communications, now consults radio stations, as well as other businesses on sales and management. One of his seminars — "Did you want to be a salesperson when you grew up?" — stresses the basics of sales, the art of listening, and an understanding of co-op. His firm, SB Management, is located in Redwood City, CA.

NO PROMISES... JUST RESULTS!

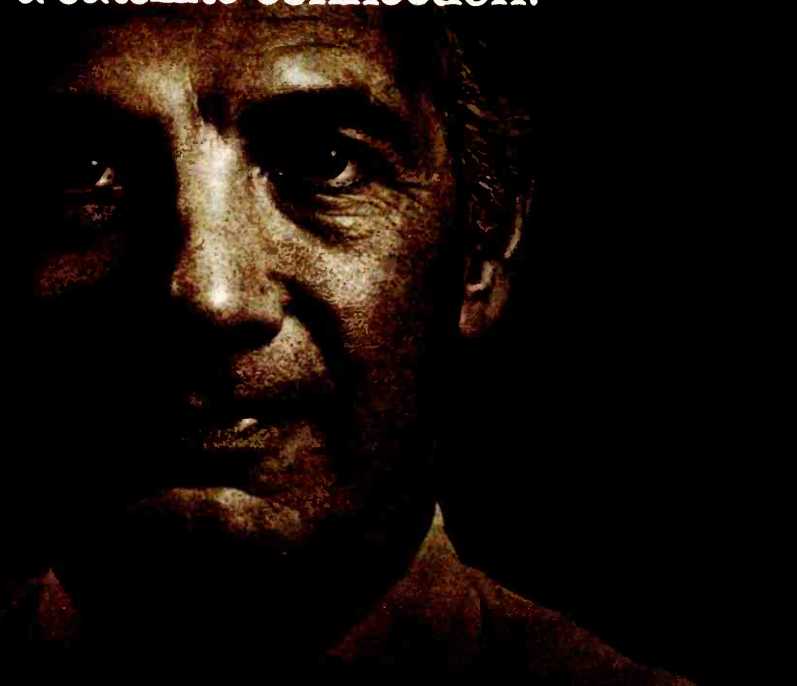
In markets of all sizes, with both AMs & FMs, DONNA HALPER gets results. In 5 years of consulting 95% of our clients have shown ratings increases... many have DOUBLED or TRIPLED!

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

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.



It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual. Or where they heard reports on the condition of President Reagan from the *only* reporter at the operating room after the assassination attempt.

Mutual. The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it. When you want radio news, come to the radio network. To learn more call Mutual Station Relations at (703) 685-2050.

 **Mutual's on a Roll.**



HARVEY MEDNICK

Turning Life At The Bottom Upside Down

Portland, Oregon is a beautiful city. A large green park runs right through the center of town, the air is clean and the people are friendly. It's a great place to live, right?

Wrong! Recently Rand-McNally dropped this pearl of the Northwest in terms of livability from its eighth-ranked position to 63rd in the nation, and the morning team at KMJK ("Magic 107") took retaliatory action.

To give their listeners perspective as to just how bad living conditions can get, Kent & Alan decided to offer listeners a taste of life in the city that had been named as "least desirable" — Yuba City, CA, located north of Sacramento. First Kent and Alan interviewed Yuba City DJ Randy Jo of KUBA, who gave them a verbal guided tour of the city's highlights (low-lights?) and recommended the fast-

ionable Bonanza Inn as "the only place to stay." Travel arrangements were made via Trailways, the only carrier to serve Yuba City. All that remained was to determine a winner.

How To Win

Listeners were invited to send letters to the station describing

their worst date ever, and many were read over the air during the morning show. The grand-prize winner was determined by a phone poll of Kent and Alan's listeners.

The Big Winner

After careful deliberation, the winner was chosen by virtue of his agonizing recounting of a blind-date encounter while still new to the area.

However, the station came up the big winner. A local TV station took to the promotion and brought the morning team and winner on its highly-rated "Two At Four" program. Not only did the TV show devote an eight-minute segment to the promotion, but the station also debuted KMJK's new TV spot (even though KMJK had not placed a schedule on the TV station at that time).

A Good Idea That Worked

Let's take a look at the ingredients which contributed to the success of this promotion:

- KMJK hitchhiked on a national event which received a great deal of press, forestalling the need to create awareness. It also associated with a major name (Rand McNally), adding credibility to the idea.

- The station played on civic pride. Portland is a nice town, and no doubt the residents were outraged about being dropped unceremoniously from the top ten to 63rd.

- Magic 107 cornered the market. There realistically isn't anything the competition could do to cut the station off at the pass. Only one city is the worst, and KMJK had a winner on his way there. It was an exclusive, one of the most desirable attributes to any promotion.

- The promotion didn't cost a lot to execute. For a station with a limited promotion budget, here's where invention replaces resources.

- KMJK created an inviting environment. The winner was selected by writing about a losing situation. To enter, there was no need to be extremely creative, set-

ting a situation reasonably free of "professional contestant" intrusion.

- Kent and Alan did their homework. Interviewing the local Yuba City DJ gave the promotion some reach outside of the community and afforded the potential participants a sample of what winning could mean.

- The idea paid off in dividends greater than the promotion itself through the TV exposure received.

- It was fun even if you chose not to enter. By reading letters from listeners and inviting the

public to help select the winner positioned Magic 107 as a station which cares about its community.

It Happens All The Time

Mr. Blackwell has his "Ten Worst Dressed" list, wire services make up their "10 Bottom Teams" rankings, and critics assemble their "worst movies/TV series" rosters. Such lists are potential hitchhikes for promotions. All you need to do is look at the list from a promotional perspective, as KMJK's morning team did, and you can have a great time in your town.



YUBA CITY HERE I COME — At the Trailways terminal on his way to Yuba City is winner Robert Barry, flanked by Magic 107 morning team of Kent Phillips and Alan Budwill.

ONE YEAR AGO TODAY

- ANDY BLOOM NAMED PD AT WOFM/MILWAUKEE
- ROBERT W. MORGAN MORNING MAN AT KMGG/LOS ANGELES
- BRUCE BUCHANAN NAMED OM AT WCLB/DETROIT
- ROBERT DE LUCA BECOMES GM AT WLYK/CHICAGO
- KEITH HALLAM NAMED GM AT WCFL/CHICAGO
- DINO BARBIS NATIONAL PROMOTION DIRECTOR AT WB
- #1 CHR: "Let's Hear It For The Boy" — Deniece Williams (Columbia) (2nd week)
- #1 A/C: "Time After Time" — Cyndi Lauper (Portrait/CBS)
- #1 BU: "Let's Hear It For The Boy" — Deniece Williams (Columbia) (2nd week)
- #1 Country: "When We Make Love" — Alabama (RCA)
- #1 AOR Track: "Magic" — Cars (Elektra) (2nd week)
- #1 LP: "Heartbeat City" — Cars (Elektra) (9th week)

FIVE YEARS AGO TODAY

- DOUG MORRIS PRESIDENT, DAVE GLEW EXEC. VP, SHELDON VOGEL VICE CHAIRMAN AT ATLANTIC
- JAY CLARK NAMED OPERATIONS DIRECTOR AT WABC/NEW YORK
- KEITH ADAMS BECOMES PD AT KDIA/SAN FRANCISCO
- #1 CHR: "Biggest Part Of Me" — Ambrosia (WB) (2nd week)
- #1 A/C: "Don't Fall In Love With A Dreamer" — Kenny Rogers & Kim Carnes (UA) (3rd week)
- #1 BU: "Let's Get Serious" — Jermaine Jackson (Motown) (4th week)
- #1 LP: "Against The Wind" — Bob Seger (Capitol) (9th week)

TEN YEARS AGO TODAY

- DWIGHT CASE NAMED PRESIDENT AT RKO RADIO
- BRUCE JOHNSON PRESIDENT/BROADCAST DIVISION FOR SRO
- STEVE RIVERS NAMED PD AT WRDQ/DETROIT
- HOWARD ROSEN NATIONAL PROMOTION DIRECTOR AT PRIVATE STOCK
- #1 CHR: "Philadelphia Freedom" — Elton John (MCA) (6th week)
- #1 A/C: "Love Will Keep Us Together" — Captain & Tennille (A&M) (3rd week)
- #1 Country: "Thank God I'm A Country Boy" — John Denver (RCA) (2nd week)
- #1 LP: "Stampeede" — Doobie Bros. (WB)

PICK UP FOR AFRICA



WE ARE THE WORLD... WE ARE THE WORLD... WE ARE THE WORLD

BECOME INVOLVED

IN CONJUNCTION WITH HELP AMERICA BEAUTIFUL DAY, AND U.S.A. FOR AFRICA, LIMITED NUMBER OF ARTISTS, THE COMMUNITY SINGS DAY PROJECT LETTERS AND ACCEPTS THE INVITATION TO PICK UP FOR AFRICA. PARTICIPANTS WILL RECEIVE AN EXCLUSIVE ALL YOU CAN DO NIGHT AT CASTLE PARK WITH LIVE ENTERTAINMENT AND DANCING. TO ALL OF THE COMMUNITY, WE CALL ON YOU TO PARTICIPATE AND PLEASE TO MAKE THE CAMPAIGN THE TREASURED SUCCESS THAT IT DESERVES.

FOR MORE INFORMATION, LISTEN TO 274V AM 1000, OR CONTACT COMMUNITY SINGS DAY PROGRAM, 216 LOVELL ST., HOUSTON, TEXAS 77002; 540-3481

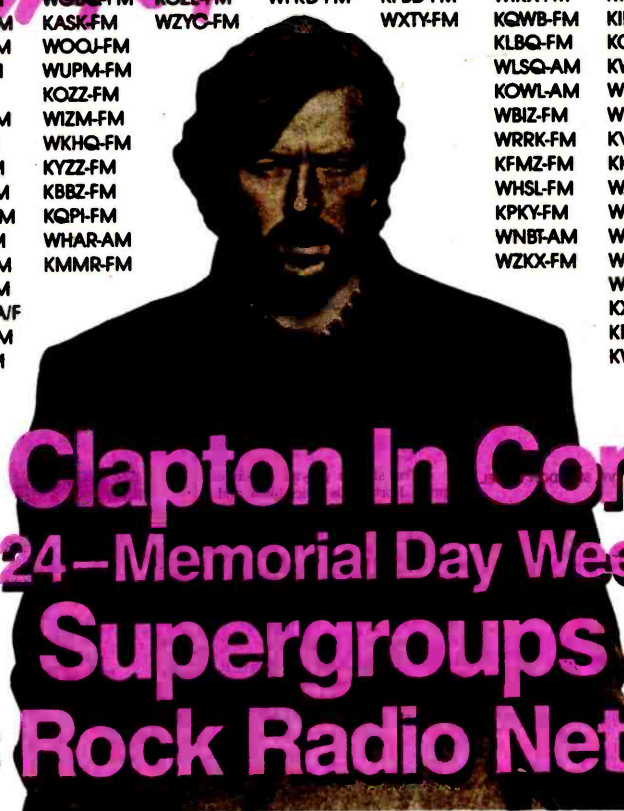


Castle Park

PICK UP FOR AFRICA — KWAI distributed this poster in conjunction with its USA For Africa program.

Over 250 Radio Stations Know a "Forever Man" When They Hear One.

WNEW-FM	KLOS-FM	WLS-AM	WYSP-FM	KOME-FM	WBCN-FM	WRIF-FM	KTXQ-FM	WWDC-FM
KSRR-FM	WMMS-FM	WYDD-FM	KTCZ-FM	WSHE-FM	WKLS-FM	KZOK-FM	KSHE-FM	WRBQ-FM
KAZY-FM	KZAP-FM	WYYF-FM	WHCN-FM	KUPD-FM	KCNR-FM	WFBQ-FM	KGBB-FM	WCLU-AM
KKCI-FM	WQFM-FM	WDZ-FM	WKDF-FM	WRNO-FM	WLWQ-FM	WBEN-FM	KATF-FM	WRDU-FM
WHJY-FM	WLAV-FM	WZXR-FM	KLRZ-FM	WKLC-FM	KITY-FM	WQMF-FM	WNOR-FM	WTPA-FM
WTUE-FM	WEZX-FM	WKZL-FM	WPYX-FM	KMBQ-FM	KMOD-FM	WRXL-FM	KMJX-FM	KICT-FM
WWCK-FM	WIMZ-FM	WIOT-FM	WTGX-FM	WKGR-FM	WFYV-FM	KFMG-FM	KKDJ-FM	KGGO-FM
WAQX-A/F	WPGU-FM	WCMF-FM	KEZO-FM	WKYX-AM	WXL-FM	KEZE-FM	WKQQ-FM	KFMW-FM
WMGX-FM	WGLU-FM	WOWE-FM	KLBJ-FM	KTOZ-FM	KLPX-FM	WZXQ-FM	WINDU-FM	WZCY-FM
KQKY-FM	WQLT-FM	WHOT-FM	WAQY-FM	WMEE-FM	WWCT-FM	WRKI-FM	WPDH-FM	WVOS-A/F
KQYN-FM	KDOL-FM	WLLI-FM	WMGM-FM	WQQQ-FM	WPST-FM	WJWZ-FM	WMDM-FM	WPGX-AM
WOOS-FM	WCLG-FM	WXIE-FM	WHMH-FM	WAIL-FM	KITI-AM	KDUX-FM	KOSK-FM	KRQU-FM
KRAL-AM	KVMT-FM	KRFD-FM	KDUK-FM	WAMD-AM	KBZY-AM	KTL-AM	WZWF-FM	KCBW-FM
WDZK-FM	WHKY-FM	WQXX-FM	KXOR-FM	WDIF-FM	KCRC-AM	KVRO-FM	KADS-AM	WILL-AM
WRNF-FM	WBCH-FM	KBRE-FM	KSIT-FM	WXTQ-FM	WQHY-FM	WHKW-FM	WPK-AM	WKS-AM
WYLR-FM	WBEC-FM	KOAP-FM	KDCK-FM	WFXZ-FM	WCTT-FM	WMIK-FM	WBNO-FM	KLVF-FM
KXJX-FM	WNGZ-FM	WKAU-FM	WGLG-FM	WVVV-FM	WIGO-FM	WITY-AM	KGMO-FM	WTAO-FM
KGRS-FM	KNJY-FM	WGBQ-FM	KOZE-FM	WFRD-FM	KFBD-FM	WIRX-FM	KTTT-FM	KQAA-FM
KLOH-AM	KTAM-AM	KASK-FM	WZYC-FM		WXTY-FM	KQWB-FM	KILO-FM	WZAT-FM
KMBY-FM	WYBR-FM	WOOJ-FM				KLBQ-FM	KCLV-AM	KRIX-FM
KSYN-FM	KZIO-FM	WUPM-FM				WLSQ-AM	KWIC-FM	KATS-FM
KZZK-FM	KLW-AM	KOZZ-FM				KOWL-AM	WRTB-FM	KZEL-FM
KYNG-FM	KFMX-FM	WIZM-FM				WBIZ-FM	WIFC-FM	WVNH-FM
KXBG-FM	KSFI-FM	WKHQ-FM				WRRK-FM	KVRF-FM	KIZZ-FM
KYYF-FM	KYYZ-FM	KYZZ-FM				KFMZ-FM	KKEG-FM	WJMX-FM
KZOQ-FM	KOPR-FM	KBBZ-FM				WHSL-FM	WALG-AM	WGUY-FM
KAGO-FM	KVMX-FM	KQPI-FM				KPKY-FM	WOUR-FM	KIPR-FM
KDSJ-AM	KYYA-FM	WHAR-AM				WNBT-AM	WLWY-FM	WNSL-FM
WNLA-FM	WRUF-FM	KMMR-FM				WMOF-FM	WMQF-FM	WHUH-FM
KFBQ-FM	WAIN-FM					WQCM-FM	KOYE-FM	KOYE-FM
WHIZ-AM	WHOU-A/F					KXAZ-FM	KDOG-FM	KDOG-FM
KELN-FM	WHSB-FM					KPOL-FM	KIPA-AM	KIPA-AM
KSUA-FM	KSUP-FM					KWHL-FM	WURZ-FM	WURZ-FM
KBRF-FM							KCHE-FM	KCHE-FM



Eric Clapton In Concert
May 24 - Memorial Day Weekend
Supergroups
ABC Rock Radio Network

SPONSORED BY  PRODUCED BY DIR BROADCASTING

DEPECHE



MODE



People Are People

WCAU-FM add **WZPL add**
195 deb 38 **Z104 add**
B97 add **WRQN add**
KIIS-FM on **KKXX add**
KZZP on **KMGX add**
KKRZ add **KLUC add**
FM102 add **KCAQ 22-18**
KWOD add **KWES add**
KS103 deb 34 **WPFM add**
KMEL 15-10 **Z102 add**
KPLUS deb 30 **WHSI add**
Q100 add **WCIL-FM add**
WTLQ add **OK95 add**
KITY 40-28

Marketed by Warner Bros. Records



STREET TALK

Depending on who you talk to, word has it that **METROMEDIA** Chairman **JOHN KLUGE** was either having dinner with a top **GANNETT** executive to talk about merging to buy **CBS**, or having breakfast with **TED TURNER** to discuss the same thing. Either way, considering Kluge's resources after selling seven TV stations, there's plenty of food for thought surrounding those possibilities.

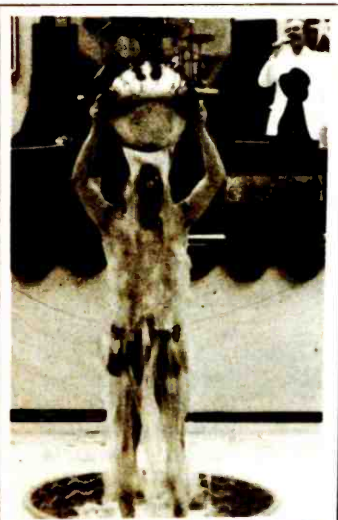
And with all the buzz about the sale of Metromedia stations, is President **CARL BRAZELL** interested in acquiring **WIP/PHILADELPHIA** from the company?

Since we're speculating about station sales, a Detroit paper reported that local **ABC** outlet **WRIF** is being sought by both **DOUBLEDAY** and **MALRITE**. Look for a flurry (make that a blizzard) of transaction talk now that the **ABC-CAP CITIES** divestiture list is out (see Page 1).

On the record side of the industry, **WARNER COMMUNICATIONS** firmly denies that it or any authorized representative (read broker) contacted **MOTOWN** or any other label about acquiring the **WEA** labels. The commotion started when the *L.A. Times* reported that Motown President **JAY LASKER** said he'd been contacted about buying **WCI's** recorded music division. Jay declined to comment about the article.

Whether the **WEA** companies are available or not, various sources insist there's good reason to expect **WARNER-AMEX** to be sold in the very near future, possibly to **VIACOM**. That sale would include the **MTV** companies.

Is one of Chicago's Black-formatted **AMS** about to change **GMs**?



AGONY & EGG-STASY — An unidentified contestant is caught in the act of becoming a "Human Quiche," perhaps the coop-de-grace of **KDWB** Minneapolis' "Most Outrageous Acts" promotion. Air personality Craig "Hollandsais" Hunt (at rear) provided the play-by-play for the event, which helped the *U of M* raise \$50,000 for charity. No, it's not true that **Muhomelette Ali** appeared to read excerpts from "The Crepes of Wrath." (Sorry if that one boomeranged!)

A fire at its tower took **91X/SAN DIEGO** off the air for 24 hours last week. Alert midday jock **JIMMY G.** climbed 12 feet up the 170-foot tower and put out the blaze.

Which major Southeastern station is fixin' to sue its competitor? Continued on Page 30

King Signs Five-Year Pact With Mutual



Despite ferocious competition for his services, talk host **Larry King** inked a new, five-year contract to continue his overnight program on **Mutual**. The new agreement negates the remainder of his prior deal, which would have expired in 1986. Within 90 days, King will cut back his live time from five to four hours. The time will be made up by repeating the program's first hour at the conclusion. Among the offers King rejected was a bid by **Dick Clark's United Stations** to do a daytime network radio talk show. In addition to signing with **Mutual**, King will begin an hourly interview/call-in show on the **Cable News Network** in June. From left, **Mutual VP/News Ron Nessen**, **King**, and **Exec. VP/GM Jack Clements**.

A Two-Hour Weekly Program Of New Age/Spacemusic

Complements your **AOR, AC, JAZZ** or Classical Programming

#1 25-49 Adults In Seattle!

See this week's **R&R Jazz Column**

Consultant **John Sebastian**: "Added this show to all my client stations, will continue to do so"



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BEVERLY HILLS
Cop



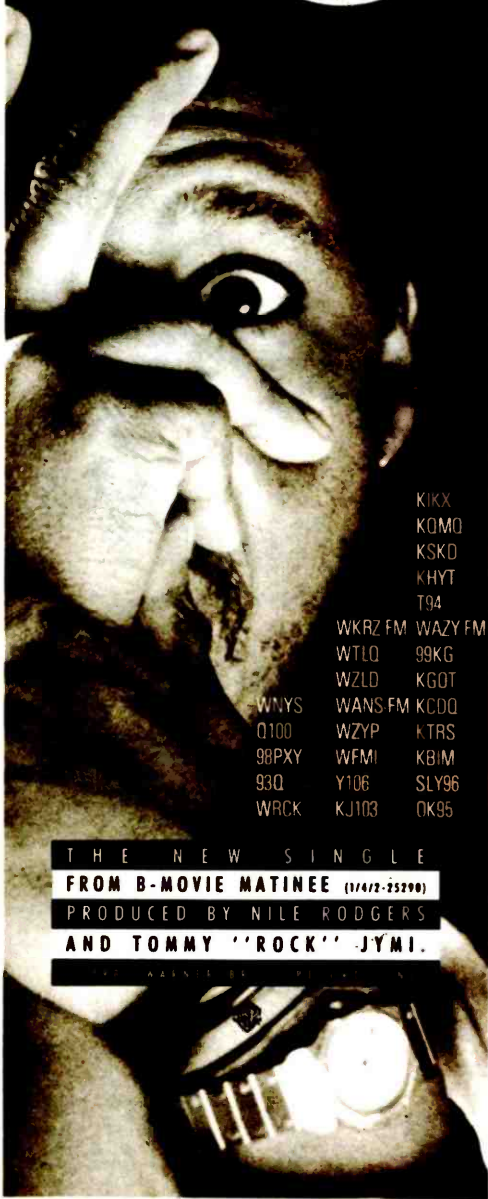
WITH
GRATITUDE
MCA-62800

FROM
DANNY ELFMAN

MCA RECORDS
DELIVERING THE MUSIC OF THE 80'S

NILE RODGERS LET'S GO OUT TONIGHT

(7-2900)



KIKX
KQMO
KSKD
KHYT
T94

WKRZ FM WAZY FM
WTLO 99KG
WZLD KGOT
WNYS WANS FM KCDQ
Q100 WZYP KTRS
98PX Y WFM KBIM
93Q Y106 SLY96
WRCK KJ103 OK95

THE NEW SINGLE
FROM B-MOVIE MATINEE (1/14/82-25290)
PRODUCED BY NILE RODGERS
AND TOMMY 'ROCK' JYMI.

STREET TALK

Continued from Page 28



Michael Ellis knowledge will be invaluable." Michael first came to national prominence as WKTU's MD during its Disco heyday before he moved to Z100 and eventually WAPP.

Meanwhile, WAPP is using the positioning slogans "Hot 103," "The Rock Is Back," "The Rock Of A New Generation," and "New York's Rocker." Consultant **BOB HATTRIK** has termed it a "non-ethnic appeal CHR." The move was done to further separate itself from Z100, WPLJ, and 92-KTU, which all have a heavy ethnic flavor to their music.

WPXY/ROCHESTER midday personality **BERNIE KIMBLE** is the new PD at Gold outlet **WHK/CLEVELAND**.

Congratulations to **STEPHEN PRITCHITT**, who's been elevated to VP/International Promotion for **POLYGRAM**.

KZZU-FM/SPOKANE's sister station **KLFT** will drop its A/C format in favor of CHR and become **KZZU (AM)**. The stations will simulcast from 6am-2pm weekdays, and the AM will have a separate staff from 2pm-1am, signing off overnights.

Switching from radio to records is New Orleans broadcast veteran **BARNEY KILPATRICK**, who's I.R.S.'s new Director/Southwest Promotion & Sales, based in Dallas.

Hats off to **WQIK-AM & FM/JACKSONVILLE GM BILL MIZE**. Bill, who's been with the stations for 14 years, has been elevated to VP for parent **JACOR BROADCASTING**.

JOE THOMAS, former PD at **AOR WIOT/TOLEDO**, has taken the PD slot at crosstown CHR outlet **WRQN**. . . **MIKE RYAN** is leaving his post as **WHIT-AM & WWQM-FM/MADISON** PD to take over programming at **WODR/RALEIGH**.

Y108/DENVER has named morning zoo personality **GEINA HORTON** as Music Director. The station still needs a PD, so contact **MALRITE VP/National PD JIM WOOD** at **KSAN/SAN FRANCISCO**.

UPI has reported that it expects British wire service **REUTERS** to make an offer imminently to buy the beleaguered news agency.

Former **WAPP/NEW YORK PD/Doubleday** National Music Director **MICHAEL ELLIS** has returned to CHR competitor **92-KTU** as Music Coordinator. Said VP/GM **TOM CHIUSANO**, "Michael is the most talented music person in the market, and his

KCKC/SAN BERNARDINO morning talent **BOB HARVEY** is leaving for the morning news anchor spot at all-News **KFWB/LOS ANGELES**. Meanwhile, **KCKC PD BOB MITCHELL** is looking for a new morning person. Send your T&Rs ASAP.

Back in L.A., **KMET** nights go to **WSHE/MIAMI**'s **RICK ANDERSON**, who'll be using the air name **MAX HUNTER**. The Mighty **MET**'s **RICK LEWIS** shifts to overnights, as **DOC PHILLIPS** exits. . . Across town, **CHUCK TYLER** has been named Asst. PD/evening personality at **KFI**.

Former **WDGY/Minneapolis PD ART SANDERS** has found a new home in the great Northwest. Art is the new MD/morning jock at **KDRK/SPOKANE**. . . Over in Seattle, former **KVI PM driver RON ERAK** is the new Production Director at crosstown **KUBE**. . . **MISS KITTY (LEDBETTER)** has been upped to MD at **KWKH/SHREVEPORT**.

Look for **AOR WYFE/ROCKFORD** to switch to either A/C or CHR by July 1. PD **WES DAVIS** and MD **FRED BRENNAN** will have split by then. (See "Pros on the Loose.") . . . **KPLQ/LITTLE ROCK**, which just ended Country for A/C, has picked up new call letters **KHLT** ("K-Lite 94").

Up in Madison, **WMAD** has gone dark "for a few days" while it builds new studios so it can begin live local broadcasting. The station formerly carried **TRANSTAR** programming.

Former programmer **RON DENNINGTON** has gone to work for the **CLAYTON WEBSTER CORPORATION** out of St. Louis as a station rep.

Congratulations to "Radio's Best Friend," **ART VUOLO**, whose **RADIOGUIDE PEOPLE** company will produce five million "Rock Radio Guides" listing 1200 U.S. AOR, CHR, A/C, and Gold-formatted stations. The free guides will be distributed in 43 markets this summer. **GM** is cosponsoring the project, as are many fine radio stations.

Nuptial Notes: Cheers to **KWTO-FM/SPRINGFIELD, MO** overnighter **CEDRIC RANDLE**, who tied the knot with Vicky Waggoner (4-27). . . And here's to **KQSW & KRKK/ROCK SPRINGS PD/MD CHRIS ALEXANDER**, who'll marry Karen Blaha June 8.

Stork Stops: Newly-appointed **WLLZ/DETROIT PD CAREY CURELOP** and his wife celebrated not only Carey's new job, but also their new son, Elliott Christopher. . . Congrats to **WSKZ/CHATTANOOGA MD ERIC PAGE** and his wife Andrea on the arrival of Rachel Lee. . . And great timing for **ATLANTIC West Coast Artist Relations rep PAULA TUGGEY PERKINS** and husband Tom, who produced their first child, Brianna Nicole, on Mother's Day.

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Produced by RON NEWMAN

HERBERT

WHAT ABOUT LOVE
The first single from
their forthcoming album.

HERBERT

Capitol

E/P/A Delivers-- Just Check Our Batting Average!

BEACH BOYS "Getcha Back"



First Week: 103 CHR Reporters-41%
#2 Most Added

#1 A/C New & Active
#1 Most Added

84 Reporters — 59%

Columbia Records

AOR Tracks One Of The MOST ADDED

DEAD OR ALIVE "You Spin Me Round (Like A Record)"



CHR SIGNIFICANT ACTION

KIQQ	KPLUS	KCAQ	KBIM
KKHR	WFMI	KHYT	OK95
195	KIKX	KWES	
KMEL	KQMQ	WAZY-FM	

Epit



'TIL TUESDAY "Voices Carry"

CHR Chart: ③ 183 Reporters — 72%

Check These Moves:

WXKS-FM 11-9	WNVZ 27-17	KMEL 18-9
WCAU-FM deb 38	WGCL 31-25	KPLUS 12-10
WHTX deb 22	WHYT 30-22	KUBE deb 27
PRO-FM 14-11	ZZ99 add 35	
KAFM 31-24	KIIS-FM 17-15	
KEGL deb 18	KS103 32-20	

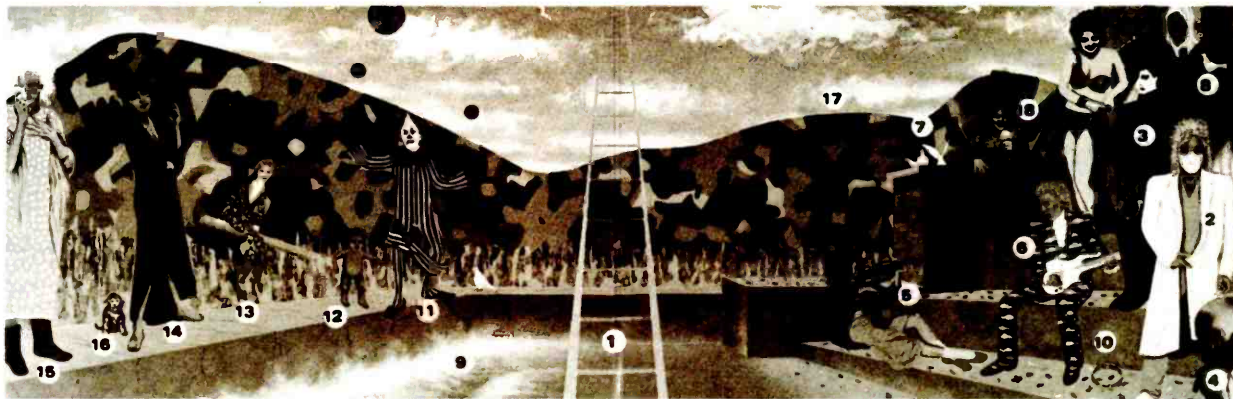
AOR Tracks: ⑬

Epit



KEN BARNES

Prince: Taking The Ultimate Trip?



Here's another clue for you all — the Watrus was Prince

It had to happen. Prince's paisley-phased psychedelacy "Around The World In A Day" has already inspired comparisons — in music, theme, and packaging — to "Sgt. Pepper," "Magical Mystery Tour," and the Beatles in general. Now Henry Van Den Hoogen, Asst. MD at CFTR/Toronto, has proposed that Prince is following in the footsteps of another Beatles media extravaganza — the "Paul Is Dead" hoax.

Remember that one back in '69? McCartney walking barefoot backwards across the "Abbey Road" cover, backward messages on the records, visual clues on the "Sgt. Pepper" cover, the Billy Shears replacement theory? Well, Henry was studying the gatefold cover of the new Prince LP, and found a lode of clues that he feels points to one conclusion: "Prince Is Dead."

Before I get to the clues, I should stress that I don't really deserve any credit for publishing this modest proposal. All the credit should go to Henry. That includes all the crank calls from Prince fanatics. Also any conversations with Prince's entourage, especially his 7-foot bodyguard Chick.

The original inspiration and most of the clues that follow come from the hyperactive imagination of Mr. Van Den Hoogen. I will admit to embellishing two or three and unearthing a few of my own with the help of R&R's trained staff of whatever you call experts on death — necrologists? Necrophiliacs? (I always thought a necrophiliac was a fan of Yankees pitcher Phil Niekro.)

For easy reference I've number-coded the visual clues with the cover photo on this page. Here goes:

1. The ladder rising from the pool to the heavens. This is obviously the key to the whole scenario. When Prince told the media he was giving up touring, he said he was searching for the ladder. The song "The Ladder" is about salvation in the hereafter, which the "king" (or "prince") is seeking. (The line in the title track: "The latter is purple climb, climb" is a punning reference to the same concept.) The ladder is the centerpiece of the foldout and covers the spine of the jacket. Conclusion: Prince aspires to become a ladder-day saint.
2. The surgeon. Prince in a surgical mask, red-eyed, implies illness, mourning, and death. Note also the ladder fragment in his hand.
3. To the left of the surgeon, the lady in black (Wendy Melvoin?), with ashen complexion, further symbolizes mourning.
4. The weeping older man adds to the general aura of funeral gloom, as does...
5. The violin, an ancient symbol of mourning. (We can probably rule out death by violins, however.)
6. And that guitarist doesn't look any too happy either.
7. The doves. A symbol of peace (everlasting?), and you've heard of mourning doves, right? This is what it looks like when doves cry...
8. The three robed figures, perhaps a biblical parallel, or the mythical three Fates, whatever — they're not there for the swimming.
9. Speaking of which, there's that pool, turbulent water in one half, drained on Prince's side. A half-empty pool represents the inevitability of death, according to an old Chippewa belief. (I checked this with an old Chippewa, who told me that's why you never see Chippewas diving into the shallow end of a swimming pool.)
10. The scattered flower petals and discarded tambourine are vivid symbols of the transience of earthly life (unless someone just forgot to pick up the tambourine).
11. The juggler, trying to keep all his balls in the air, including the Earth itself, and just about to fall in the pool. Prince has taken on too much, can't back it, and is about to make his exit.
12. The baby with flag: symbol of rebirth, which follows death.
13. Peter Frampton lookalike on seasaw. A prediction that after Prince's death, Frampton will springboard back to his reigning position on pop music's throne.
14. Lady in black with apple. Black for mourning again; also, in conjunction with apple, an evil temptation of the sort that according to the song "Temptation" got him into this mess in the first

place. (See also temptress above guitarist on the other side.)

15. Weeping older woman. Spiritual counterpart to the man in the lower righthand corner. Prince sure knows how to throw a cheery little psychedelic party.
16. Even the puppy or kitten or whatever it is looks unhappy.
17. The jigsaw puzzle woman shape that makes up the hilly background for the cover scene is reclining as if ready for sex or death (and the two seem to be pretty tangled up for Prince anyway).
18. Neither Henry or I can figure out the scoop on the androgynous-looking personage in the red hair eating the ice cream cone. The cone might represent Prince's life melting away. Or he/she wandered in from another party entirely.
19. The clues are in his music, too. The whole "party-till-we-die" spirit of "1999" takes on new meaning, and "Purple Rain," in this new psychedelic setting, now suggests "acid rain" (Owsley Purple was a legendary brand of LSD), which can be destructive either way you look at it. And how about "I Would Die 4 U"?
20. Not to mention that weird bit of backward masking I talked about in a column last year, in "Darling Nikki" where he intones, "I'm fine 'cause I know the Lord is coming soon, coming soon."
21. Talking with God has become an increasing preoccupation. The song "God" on the flip

side of "Purple Rain" is an interesting dialogue, and there's the rather pointed exchange toward the end of "Temptation" on this album:

God: You have to want her for the right reasons

Prince: I do

God: You don't. Now die!

22. After which Prince signs off by saying, "I have to go now. I don't know when I'll return. Good-bye." Sure, that could mean he's taking some time off for a holiday. But is it a permanent vacation?

That's the case so far. Further clues no doubt exist. The last time I contacted Warner Bros., an official stated that they'd already run out of Madonna tickets. So, as the old Chippewa reflected, who knows?

Time For Corrections

A slip of the keys recently had me asserting that Jesse Johnson was ex-Prince; he's really a former Time member. And speaking of that recently-split group, the forthcoming Morris Day LP features a cameo from KIIS-FM/Los Angeles's Raechel Donahue announcing the demise of the Time.

I noted a few columns back that 92.5% of recent Top 40 hits were available in picture sleeves. Subsequently I discovered that Animation's "Obsession" now has a sleeve, bringing the total up to 95%. Amazing.

Finally, a lot of stations had fun playing "Lovergirl" next to "Loverboy." Recently released was "Loverman," by Norman Nardini & The Tigers. I'd include Nuanee's "Loveride" in this section as well if I could figure out just what an "ide" is.

KING

"Love & Pride"



**ON YOUR
DESK
THIS WEEK**

Already a
European
SMASH
and Crossing
to America!



Distributed by CBS Records

DATEBOOK

SEAN ROSS

Family Tradition Stomps On

Hank Williams Jr. gave himself nearly a year to turn out his 50th LP, appropriately entitled "Five-O." Not only is that a relatively long hiatus in Country (where two LPs a year isn't unusual, even for superstar artists), it's about as long as Williams has ever taken between LPs. In fact, Williams has been so prolific that when he was injured in a now-famous mountain-climbing accident, there was still enough material for MGM to issue two LPs before he switched labels and began recording again.

Williams was born in Shreveport on May 26, 1949, while his father was still an in-house performer on KWKH's "Louisiana Hayride." The senior Williams died three years later. Hank Jr. signed with MGM when he was 14 in what he describes as his mother's attempt to reconstruct the Williams legend. His early hits were mostly remakes of his dad's hits, "Long Gone Lonesome Blues" and "Standing In The Shadows" among them. Interspersed with these was a duet LP with Connie Francis, several concept LPs (including one where his material was combined with that of Hank Sr.), rock records under the name Bocephus (before that nickname was associated with him), and roughly 200 concert dates a year.

Although Williams would probably deny ever wanting to get out from under Dad's shadow (he still covers one of his songs on most LPs), it wasn't until he confronted the legacy head on in 1979's "Family Tradition" that he became a major country star. Since then, he's been one of that genre's most successful mavericks, using the Muscle Shoals Horns on one track and duetting with Waylon Jennings on the next. That eclecticism continues with "Five-O," in which Williams reworks Fats Waller, Gary "U.S." Bonds, and Warren Zevon. He also duets with George Thorogood, which isn't that surprising, since it was a Hank Williams Sr. composition. "Move It On Over," that gave Thorogood his AOR breakthrough.

MONDAY, MAY 20

- 1968/Pete Townshend and Karen Astley are married.
- 1977/Blondie opens its first British tour at London's Roundhouse club.
- 1978/"The Buddy Holly Story" premieres in Holly's hometown of Lubbock, TX, thus immediately starting the debate over the creative liberties taken with the film subject's life.
- Birthdays: Cher, who recently told the *Los Angeles Times* that she was sick of hearing about the "new direction" in her life every time she changed boyfriends, 1946.
- Peggy Lee 1920, Joe Cocker 1944, Nick Heyward 1961, Dave Thomas (MacKenzie Bros.) 1949, Jill Jackson (a/k/a Paula of Paul & Paula) 1942.

TUESDAY, MAY 21

- 1969/Allen Klein officially becomes financial advisor to the Beatles.
- 1979/Elton John kicks off an eight-show tour of the Soviet Union with a show in Leningrad. Although the (then-obscure) Nitty Gritty Dirt Band has been there already, John is one of the first Western rock stars to tour in Russia. He does not modify his current hit to "Mama Can't Buy You Love Unless She Cueses Up For It Six Days In Advance."
- Birthdays: Ronald Isley 1941, Psyche's leader Paul Hyde 1955.

WEDNESDAY, MAY 22

- 1954/Bob Dylan's bar-mitzvah.
- 1955/Bridgeport (CT) police cancel a Fats Domino concert after intuing that "rock and roll dances might be featured."
- 1975/Only the U.S. Government could bring Rufus, Pure Prairie League, Joe Cocker, and Earl Scruggs together. On this day they entertain 17,000 army troops and their families in the "Music You're My Mother" concert at Ft. Campbell, Ky.



THURSDAY, MAY 23

- 1970/The Grateful Dead plays its first British show.
- 1979/The Who's concert film, "The Kids Are Alright," premieres in New York.
- 1979/Tom Petty files for bankruptcy.
- Birthdays: Synth-inventer Robert Moog 1934.

FRIDAY, MAY 24

- 1963/Influential bluesman Elmore James dies of a heart attack at age 45.
- 1978/Van Halen's first LP goes gold.
- 1980/The members of Genesis show up at a Los Angeles box office to sell tickets for their own show.
- Birthdays: Tommy Chong 1938, Bob Dylan 1941, Rosanne Cash 1955.

SATURDAY, MAY 25

- 1965/Dave Davies bumps into Mick Avory's cymbal on stage. Davies is knocked out and the rest of the Kinks' British tour is cancelled.
- 1981/Roy Brown, known for the original "Good Rockin' Tonight," dies.
- Birthdays: Paul Weller (Style Council) 1958, Tom T. Hall 1936, Jessi Colter 1945, Miles Davis 1926, Leslie Uggams 1943.

SUNDAY, MAY 26

- 1965/Bob Dylan is hospitalized in Paddington, England with a virus.
- 1969/John & Yoko begin their Montreal bed-in for peace.
- 1974/A riot ensues at a London David Cassidy concert. 1,000 are treated by paramedics. Three are hospitalized and one girl is killed. Although Cassidy feels guilty about what authorities dub the "suicide concert," the parents of the slain concertgoer announce that their daughter would have wanted it this way.
- Birthdays: Stevie Nicks 1948.

Ready To Play. Today.



“Centerfield” The AOR Smash From John Fogerty

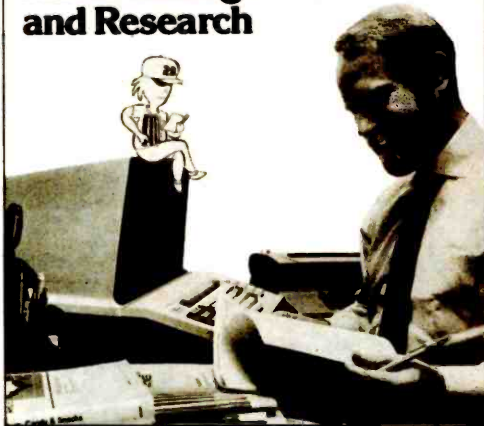


Arranged and Produced by John Fogerty · From the Warner Bros. album Centerfield · 1985 Warner Bros. Records Inc.

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by Jhan Hiber



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BRAD MESSER

CALENDAR

One Excuse At A Time

There are so, so many excuses. We missed the spot because the cart wasn't in here. We didn't have the story because I couldn't get anyone to answer the two-way. The station has no giveaways because someone got into the prize closet. The winner's check wasn't ready. The salespeople were all out. So many excuses.

The key to making a radio station work is to eliminate, one by one, the excuses. To eliminate the very need for them. It is a slow, methodical process and it is absolutely, vitally necessary.

One must have a plan. In fact, a whole bunch of plans.

For each problem, a plan. For instance, spots being missed. The plan must cover salespeople knowing and observing the

deadline for turning in production orders, jocks showing up for their production shifts, the production room having the necessary supplies, cart labels being correct and complete, new spots getting put in the Control Room and old ones taken out, and so on.

Plus this. Every one of those steps must have a backup. Who will keep supplies in Production?

If no jock is there to read the copy, what do we do and who will do it? Who checks on new spots being where they should be and if they aren't, what's to be done about it?

The plan is not simple because it must eliminate every possible excuse for missing a spot.

When all the excuses are eliminated, you won't miss any more spots. Period.

Over a period of time, when workable plans have been made for each and every station operation and function, there will be no more excuses and the station will work.

Columbus Died In Poverty

MONDAY, MAY 20 — Christopher Columbus, who discovered the New World in 1492 and changed the course of history, died 479 years ago today . . . in poverty and dishonor. Columbus was 41 when he discovered America. During three subsequent voyages, he established several colonies, including the first European town in the New World, Isabela, on Haiti. His mistreatment of those New World natives got him in so much trouble back in Spain that, in the year 1506, at the age of 55, he died a neglected, poor, and dishonored man.

1971 — Ford Parts Center building opened at Brownstown, Michigan with 7.1 acres of floor space, the greatest ground area of any building in the world. 1927 — Charles Lindbergh began his 33.5-hour solo Atlantic flight.

Cher (Cherilyn LaPiere) 39. John Robert "Joe" Cocker 41. George Gobel 66.

Lucky Lindy Became World Hero

TUESDAY, MAY 21 — The first person to make a solo nonstop flight across the Atlantic Ocean, 25-year-old Charles Lindbergh, landed in Paris 58 years ago (1927). Sixty-six other people had already made transatlantic flights. Lindy was just the first to do it alone.

1980 — State of emergency declared at Love Canal, New York because of toxic waste. 1968 — U.S. Navy nuclear attack submarine "Scorpion" disappeared two miles deep with 99 aboard. 1881 — American Red Cross founded by Clara "Clara" Barton.

Ronald Isley 43. Sixties activist Rennie Davis 45. Raymond Burr (William Stacey Burr) 70. Harold Robbins (Harold Rubin) 70.

National Maritime Day

WEDNESDAY, MAY 22 — Today is National Maritime Day, commemorating the voyage of the "Savannah," the first American steamship to cross the Atlantic. The "Savannah" departed Georgia on this date in 1819 and reached England on June 20. She was a regular sailing ship, fitted with a steam engine for auxiliary power.

1924 — Leopold & Loeb arrested. 1892 — Toothpaste tube was "invented by Dr. Sheffield," according to *Old Farmer's Almanac*. 1868 — The Great Train Robbery.

Barbara Parkins 40. Tommy John 42. Michael Serrazin 45. Pianist Peter Nero 51. Susan Strasberg 47. Richard Benjamin 47. Author Vance Packard 71. Lord Laurence Olivier 78.

First Transcontinental Car Trip

THURSDAY, MAY 23 — Dr. Horatio Jackson left San Francisco 82 years ago today for New York City, trying to be the first person to drive an automobile coast to coast (1903). He and mechanic Sewall Crocker did it on a \$50 bet, in a 20-horsepower Winton touring car with a top speed of 30mph. They crossed the continent in 63 days. The Winton now belongs to the Smithsonian Institution. (Dr. Jackson later got the first speeding ticket ever issued in Burlington, Vermont, for exceeding 6mph.)

1900 — Israel announced capture of Nazi war criminal Adolf Eichmann. 1934 — Bonnie & Clyde killed. 1701 — Capt. William "Billy" Kidd hanged in London for piracy and murder.

John Newcombe 42. Joan Collins 52. Robert Moog (invented synthesizer 1964) 51. Rosemary Clooney 56. Bandleader Artie Shaw 75.

Second American In Orbit

FRIDAY, MAY 24 — The biggest, most exciting news event of 23 years ago today has now become a trivia question: Who was the second American to go into orbit? He was Navy Lt. Col. Malcolm Scott Carpenter, who rode three orbits on this date in 1962 in the space capsule "Aurora-7."

1983 — Supreme Court ruled racially segregated private schools can lose IRS exemptions. 1883 — Brooklyn Bridge opened. 1844 — Instant communication born when Samuel Morse sent telegraph message "What Hath God Wrought" from Washington, DC to Baltimore.

Lee Sayer 37. Patti LaBelle 41. Bob Dylan (Robert Zimmerman) 44. Ex-Chicago Mayor Jane Byrne 51. Saturday (5-25) 50th anniversary of Babe Ruth's last career home run (#714) in 1935. Karen Valentine 38. Leslie Uggas 42. Tom T. Hall 48. Beverly Sills 56.

Sunday (5-26) 1945 — U.S. B-29 bomber set 20 square miles of Tokyo afire with 4000 tons of firebombs (WWII). 1768 — Capt. James Cook began the 1st around-the-world voyage.

Hank Williams Jr. 36. James Arness 82. Peggy Lee 65. John Wayne born (Marion Michael Morrison) in 1907 (died June 11, 1979).

SHOWBIZ INSIDE OUT

*Entertainment
Coast to Coast*

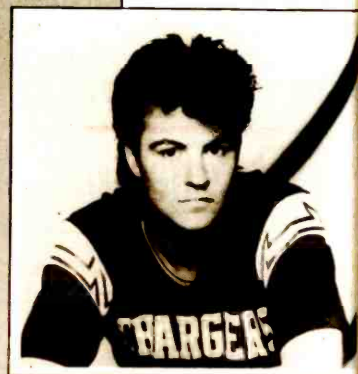
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The
future
of radio
is in
your
hands...



Paul Young

"Everytime you go away"

An explosive chart attack
from the most dynamic
young artist of the year.

CHR BREAKERS

163/52 — 64%

AOR TRACKS BREAKERS

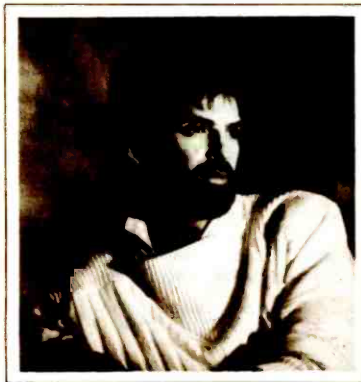
38

AOR ALBUMS BREAKERS

34

Mick Jagger

"Lucky in love"



CHR SIGNIFICANT ACTION

First Week 46 Reporters!

Kenny Loggins

"Forever"

Including	K104	FM100	KEYN-FM
WNYS	98PX	KX104	KF95
WCAU-FM	WKFM	KTFM	KIKX
KEGL	WKRZ-FM	WKDD	KQMO
WGCL	WTLO	WRQC	KSKD
92X	WSSX	WZPL	KCPX
Q103	WBCY	WJXQ	KISN
KIIS-FM	WFMI	KOFM	KRQ

CHR Chart: 39

AOR Tracks: 4

Men at Work

"Everything I need"

CHR NEW & ACTIVE

70 Reporters — Out Of The Box

One Of The
MOST ADDED

"Two Hearts"

The men are at it again with the debut single from the forthcoming album

FC 40078

Men at Work have produced
two #1 singles,
two Top 10 singles,
two #1 albums,
and have sold over
7.2 million records!!



...and these are radio's hands-down favorites for new artists to make it in May:



One of the fastest-breaking new artists ever! Your listeners will be switching to your station looking for this song.

AOR Tracks: 20 AOR Albums: 22



"A breath of fresh air from this new foursome who have a style all their own . . . captured my attention within 30 seconds, and the longer I listened, the more I was hooked. Vocal work of lead singer Peter Kingsbery is exceptional."

Dave Sholin's Personal Picks
Gavin Report — May 10, 1985



Attention CHR programmers in: New York, Boston, Philadelphia, Baltimore, Washington D.C., Atlanta, Detroit, Cleveland, Houston, and Los Angeles. Just one phone call to any of your key retail accounts will testify to the phenomenon of the hottest record of the month.

The Hooters

"All you zombies"

CHR SIGNIFICANT ACTION

WCAU-FM 25-15	WRNO add	OK100
93FM add	WJXQ add	WKHI
KPLUS add	WHOT add	95XIL
O100 30-27	KQXR deb 36	WPFM
Z106 27-19	WIKZ add	WIXV
WPST deb 37	OK95 deb 38	KNIN
WKRZ-FM deb 36	K104	WHSL
WTLO deb 40	WLAN-FM	WBNO
WFMI add	WZLD	WDBR

Cock Robin

"When your heart is weak"

WVSR	T94
KRBE	WPFM
KTFM	KGOT

Lisa-Lisa and Cult Jam with Full Force

"I wonder if I take you home"

WXKS-FM add	195 deb 37
WPLJ 19-12	92KTU add 28
Z100 add 21	

Peter Brown "Zie zie won't dance"

WXKS-FM	195
PRO-FM	WHYT



Columbia Records



JOEL DENVER

CONTEMPORARY HIT RADIO

AIMING FOR THE LEADERS

The Two Percent Theory Applied To Programming

Have you ever heard of the "pyramid theory" of society? No, I'm not talking about sleeping under a pyramid to reach a higher consciousness or to sharpen razor blades. This is the theory that if society were arranged to look like a pyramid, the followers form the large, sturdy base, while approximately two percent of society form the peak and control what we all ultimately do with our lives.

To call it the 2% theory is actually misleading. It should be called the 2% axiom because, in reality, 2% of the population do control just about everything. Did you know only 5% of the population make over \$25,000 per year? Like it or not, \$25,000 isn't the lofty sum it once was. But more importantly, approximately 2% of the population earns over \$50,000 a year! That's a lot of money for such a small segment of society.

Money Talks, The Rest Walks

Face it, the people with large amounts of expendable income are the shakers and movers of society. They start businesses, launch new ideas, and the rest of the people sort of tag along in follow-the-leader fashion. So what has this to do with programming a winning CHR station? Plenty.

Advertisers are looking to reach the active core of the listening audience. Believe it or not, it's that 2%, give or take a point, that are initially willing to give up their brand loyalty and switch to the new product. It is this select group of individuals that is willing to put their money down on the table for something new. They are willing to take the chance.

"If you want to continue to win those big 12+ shares and be the mass-appeal leader in the coming years, you'd better be ready to read what's on the horizon. Don't let your radio station merely become a reflection of the tastes of the masses."

Virtually every product advertised on TV shows people trying it, liking it, and suggesting that the audience buy it to see for themselves. Radio is the same, only the image of trying, liking, and buying is conveyed through a mental image — the theater of the mind.

Once they discover it's safe, the actives are consequently first to spread the word, and the rest of

The 2% segment of the audience is the vocal trend-setters who set the pace for the masses

The next 8% segment of the audience then plate up on the new trends set by the 2 percenters, passing them on down.

the target audience for that product comes along for the ride. Only then is this new product considered a mass appeal success. But look out! All may not be well on the horizon, because the original 2% may be off in search of something new if the original product

isn't kept up to date, interesting, and stimulating.

Spotting The Actives

Look at the people within your own radio station. You can spot who the actives are right away. The actives are more aware,

ready to experiment, explore new ideas, and seek new challenges. A person who tries the newest trends in fashion is one of the easiest-to-recognize actives.

Of course, just because someone may not wear the latest outfits doesn't mean he or she isn't active

Someone who trades cars each year for the newest model is a member of that 2% club. Many of us are active within a number of categories.

The same concept applies to trying new household items such as toothpaste, deodorant, or that new softer-than-soft brand of toilet paper. And how about restaurants and movies? You know the trendies who are first to tell you what's hot and what's not. Want to try putting radio and music into this scenario?

"The actives are more aware, ready to experiment, explore new ideas, and seek new challenges."

Stamp Out Boredom To Win

If you want to continue to win big 12+ shares and be the mass-appeal leader in the coming years, you'd better be ready to read what's on the horizon. Don't let your radio station merely become a reflection of the tastes of the masses.

Why? Because it's not the masses that deem your radio station as "the station to listen to." It's the super-active 2% segment of the radio audience. They in turn stimulate the next 5 to 8% of the population which is susceptible to change, who in turn push the snowball down the hill.

"The rule 'if it's not broken, don't fix it' can be good advice. However, a new rule should be explored — 'if it's successful, let's keep it that way.'"

The problem is that the original super-active 2% which got all those followers to tune to your station can get awfully bored in no time. Then they're off in search of new adventures in contesting, music, and radio stations. They're ready to help make someone else number one.

With the exception of the active sides of our personalities — where our specific interests lie — we are, for the most part, creatures of habit. We watch the same news program in the evening, buy the

Continued on Page 42

Active Music Stimulation Of The 2 Percenters

Each week, R&R offers the most comprehensive quantitative and qualitative music information in the industry. Within the information offered in CHR, every record is listed on the *Breaker Page* in order of quantitative activity.

The same information, record by record, is then found on the *Paralel Pages*. But it's arranged for making qualitative judgments about each selection according to the movement on a given station's chart.

The easiest way to see which records are receiving the most airplay each week is to look at the

quantities. But checking the number of adds is a superficial way to evaluate the hits. The quickest way to get the jump on your competition is to become the student of the *Paralels*.

Beat Them To The Hit

Learning which stations have the most in common with yours, in terms of market similarity and pro-

gramming philosophy, will allow you to spot, add, and play a hit before the guy across the street knows what's happening.

If it's a hit record, don't wait for the other followers. Become a leader and step out. Freshness keeps the 2 percenters happy by giving them a reason to keep coming back to your station. When they're happy, the rest of your audience will be as well. After all, they're following the lead of the 2 percenters.



JOEL DENVER

AIMING FOR THE LEADERS

The Two Percent Theory Applied To Programming

Have you ever heard of the "pyramid theory" of society? No, I'm not talking about sleeping under a pyramid to reach a higher consciousness or to sharpen blades. This is the theory that if society were arranged to look like a pyramid, the followers form the large, sturdy base, while approximately two percent of society form the peak and control what we all ultimately do with our lives.

To call it the 2% theory is actually misleading. It should be called the 2% axiom because, in reality, 2% of the population do control about everything. Did you know only 5% of the population make over \$25,000 per year? Like it or not, \$25,000 isn't the lofty sum it once was. But more important, it's approximately 2% of the population earns over \$50,000 a year! That's a lot of money for such a small segment of society.

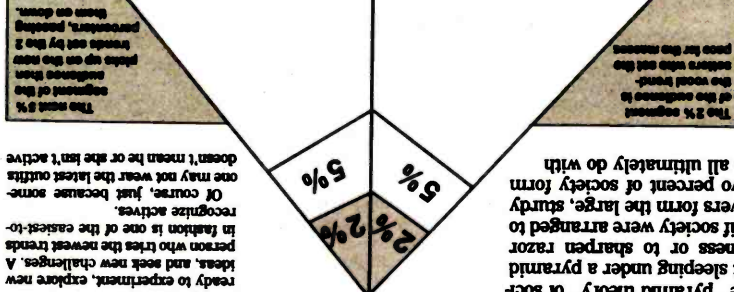
Money Talks, The Rest Walks

Face it, the people with large amounts of expendable income are the stalkers and movers of society. They start businesses, launch new ideas, and the rest of the people sort of lag along in follow-the-leader fashion. So what has this to do with programming a winning CHR station? Plenty.

Advertisers are looking to reach the active core of the listening audience. Believe it or not, it's that 2%, give or take a point, that are initially willing to give up their brand loyalty and switch to the new product. It is this select group of individuals that is willing to put their money down on the table for something new. They are willing to take the chance.

"If you want to continue to win those big 12+ shares and be the mass appeal leader in the coming years, you'd better be ready to read what's on the horizon. Don't let your radio station merely become a reflection of the tastes of the masses."

Virtually every product advertiser on TV shows people trying it, liking it, and suggesting that the audience buy it to see for themselves. Radio is the same, only the image is conveyed through a mental image — the theater of the mind. Once they discover it's safe, the active are consequently first to spread the word, and the rest of



Someone who trades cars each year for the newest model is a member of that 2% club. Many of us are active within a number of categories. The same concept applies to trying new household items such as softer-than-soft brand of toilet paper. And how about restaurants and movies? You know the trends who are first to tell you what's hot and what's not. Want to pick up on the new segments of the audience that trends set by the 2% parents, passing them on down.

ready to experiment, explore new ideas, and seek new challenges. A person who tries the newest trends in fashion is one of the earliest-to-recognize actives. Of course, just because someone may not wear the latest outfits doesn't mean he or she isn't active in fashion. The same concept applies to trying new household items such as softer-than-soft brand of toilet paper. And how about restaurants and movies? You know the trends who are first to tell you what's hot and what's not. Want to pick up on the new segments of the audience that trends set by the 2% parents, passing them on down.

"The actives are more aware, ready to experiment, explore new ideas, and seek new challenges."

Stamp Out Boredom To Win

If you want to continue to win big 12+ shares and be the mass appeal leader in the coming years, you'd better be ready to read what's on the horizon. Don't let your radio station merely become a reflection of the tastes of the masses. Why? Because it's not the masses that deem your radio station as "the station to listen to." It's the super-active 2% segment of the radio audience. They in turn stimulate the next 5 to 8% of the population which is susceptible to change, who in turn push the snowball down the hill.

Almost every one is an active or a member of the 2% club in some facet of his life, unless he is a total introvert. Someone into the latest in computer hardware and software is an active within that target market.

Spotting The Actives

Look at the people within your own radio station. You can spot the actives are right away. The actives are more aware, thing new if the original product

However, a new rule should be explored — "If it's successful, let's keep it that way."

The problem is that the original super-active 2% which got all those followers to tune to your station can get awfully bored in no time. Then they're off in search of new adventures in listening, music, and radio stations. They're ready to help make someone else num-

der one. With the exception of the active sales of our personalities — where our specific interests lie — we are, for the most part, creatures of habit. We watch the same news program in the evening, buy the

records are receiving the most popular each week is to look at the terms of market similarity and pro-

gramming philosophy, will allow you to spot, add, and play a hit before the guy across the street knows what's happening. If it's a hit record, don't wait for the other followers. Become a leader and step out. Freshness keeps the 2 percent's happy by giving them a reason to keep coming back to your station. When they're happy, the rest of your audience will be as well. After all, they're following the lead of the 2 percent.

Learning which stations have the most in common with yours, in terms of market similarity and pro-

grams. Following the lead of the 2 percent.

Active Music Stimulation Of The 2 Percenters

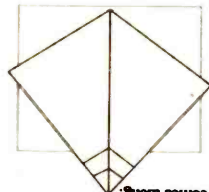
Each week, R&R offers the most comprehensive quantitative and qualitative music information in CHR, every record is listed on the *Breaker Page* in order of quantitative activity.

The same information, recorded by quarters, but checked the number of adds is a superficial way to evaluate the hit. The quickest way to spot the jump on your competition is get the hit's. The quickest way to make about each selection according to the movement on a given station's chart.

The easiest way to see which records are receiving the most popular each week is to look at the terms of market similarity and pro-

Two Percent Theory

the hits in your market, then do a promotion that will stand the community on its ears. Community involvement is a great evolutionary step in the growth and maintenance of success. Music is the foundation, money and contests are icing on the cake, but putting your station into a service mode for the community is what binds you to their hearts.



"The idea is not to make change for change's sake, but to gently lead your audience with new programming elements that will maintain even the pickiest of 2 percenters."

The idea is not to make change merely for the sake of change, but to gently lead your audience with new programming elements that will maintain even the pickiest of 2 percenters. If the 2 percenters are happy, chances are the rest of your audience will be happy too.

The same goes for programming and on-air personalities. Once a level of measurable success is attained, it's difficult at best to break out of the pattern, even just a bit, to keep it fresh. The rule "If it's not broken, don't fix it" can be good advice. However, a new rule should be explored — "If it's successful, let's keep it that way."

Keep your audience interested and stimulated by improving your programming (product) without actually changing the product itself. If you're already breaking

Continued from Page 41

Letting Them Hear The Hits

No one in your listening audience can be expected to make a decision on whether they like or don't like a record unless you make it available for them to hear. When you see something happening in R&B or in your local research that looks like it may fit your station's sound, go ahead and play it. But give the song strong enough rotation to become familiar to the audience. Buying it on the air might show exposure to too few ears for a trend to develop. Sure, there are a few 2 percenters up all night, but chances are not enough to give you any feedback.

4-2 Formula

For a mass-appeal record, four plays in 24 hours will start the ball rolling. For a record with a more defined audience, two plays during a dayparted time period (before midnight) will begin to tell you if it warrants increased rotation.

If you can't rotate new music this often, then you're either playing too many ideas or too many ideas. Cut back on the ideas and continue to stimulate the active audience. Chances are they are burned out on hearing those ideas anyway. There is so much great current music available, why make your station sound stale?

Researching only the masses tells you things you should already know. It generally takes too long for them to make a decision because of their low awareness level. Research and program to the active audience. You'll keep everybody happy that way, including your GM when you find him doing Big 12+ shares filled with active adult demos.

MOTION

Director at WABQ-M & F. Mark Shannon and Robin Sanders begin working weekends at FM102.5 Sacramento.

returns to V100/Milken as Assistant leaves Elektra-Asylum Records and PD/M/D. Frank replaces Jeff Slant, who moves to the newly-created position of Entertainment Editor; and takes on overnight at KFRN/Liberty morning drive. Dean Lambert, Dr. Don Carpenter moves from KWTU-FM/Springfield, MO replacing Woody P. Siro, who exits for afternoon at WABQ/Boston.

Julia Finkel is the new Advertising/Promotions Director at WCVB-TV. Dave MacDonnick is added to GM at KJZZ/Propper Buell, MO. A big congratulations to Sylvester Lyle Orlago PD Joe Collins, who's marrying US&K/KUSAN Lyle Orlago's AE Amy Perry May 18. KPLU/Seattle has a new address: Scott Sherman.



TOUGHENING UP — John Carter is (l) visited with WPSI/Trenton PD/M/D Paul Lemkau, who's named WZOU's morning zoo to promote the new album "Vox Humana." Shown here (l-r) are former PD Dave Michaels, zookeepers Brad Frank, Scott Burner, and John "Rock n' Roll" Anthony, Kenny Loggins, and Assistant PD/M/D Paul Lemkau.



GO ON, GIVE IT UP — WAPP/NY York gave away over \$20,000 during March in its Money Music Montage. Listeners are challenged to identify, in order, spokes of 13 different songs. Here (l-r) are evening personality Willie Sanchez, winners John Kouradas and Paul Kuskus, and GM Gerry Cagle.

BITS

Drive For Life — WQGL/Chicago has become the official radio sponsor for a statewide "Drive For Life" campaign to help estimate drunk driving. The program is designed to encourage one person in every group of two or more to serve as the sober driver when it's time to go home. Press conferences are being held, and WQGL is running spots to urge all area clubs and bars to participate. As part of the deal, the clubs will offer free nonalcoholic beverages to all designated drivers.

Some Very Important Drinkies — WFGA/Albany is on the fundraiser that it recently sponsored a 100-hour "Big Bounce," for which college kids divided baskets for \$25,000 for East. Now WFGA is working on the March Of Dimes, choosing beneficiaries to contribute another \$25,000.

Happy Birthday America — WZKX/Maine is celebrating the Fourth of July this year by honoring America's original motor company and giving away a convertible Ford Mustang. Listeners are calling in to win a weekly prize and register for the 4 drawing, which not only gives the car an owner, but gives the owner 90 gallons of gas.

Name It And Claim It — KZZU/Spokane has come up with a twist on the old "Name It And Claim It Game." KZZU's taken many items worth at least \$500 and played sound effects on the prize. Listeners correctly guessing the sounds walk away with the prize, which includes VCR's, micro-cass, walkie-talkers, stereo, cash, 100 hour, now WFGA is working on the March Of Dimes, choosing beneficiaries to contribute another \$25,000.

Coming Next Week

A look at "Spectacular First String Morning Show," featuring KISS-FM/Los Angeles Reached Donut, the 2100new York's Rose Brittain, and people who back up Rick Dee and Scott Sherman.

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Winter '85 Station Stats

Station	12 + Adults				18-34				25-34				35-49			
	Adpts	Rate	Spots	%SP	Adpts	Rate	Spots	%SP	Adpts	Rate	Spots	%SP	Adpts	Rate	Spots	%SP
WYV/Waltham (A)	6.0-9	1	1	1	3.7-4.1	2	2	2	3.7-4.1	2	2	2	7.4	2	2	2
WFS/Winchester-Annapolis	1.1-1.2	1	1	1	2.9-3.2	1	1	1	2.9-3.2	1	1	1	2.8	1	1	1
WGRX/Baltimore (S)	7.1-0	1	1	1	7.1-0.2	1	1	1	7.1-0.2	1	1	1	3.1	2	2	2
WGBoston	6.4-8.0	1	1	1	4.1-4.1	1	1	1	4.1-4.1	1	1	1	4.6	1	1	1
WAFF/Boston-Worcester	2.0-2.3	1	1	1	2.2-2.0	1	1	1	2.2-2.0	1	1	1	5.2	1	1	1
WLPC/Chicago	3.1-3.6	1	1	1	7.7-7.6	1	1	1	7.7-7.6	1	1	1	3.4	2	2	2
WXII/Chicago	2.6-2.7	1	1	1	1.8-1.9	1	1	1	1.8-1.9	1	1	1	5.7	1	1	1
WONE-FR/Chicago-Alton	1.0	1	1	1	3.6-6.6	1	1	1	3.6-6.6	1	1	1	8.0	1	1	1
WMSW/Chicago (P)	10.9-12.8	1	1	1	4.3	2	2	2	4.3	2	2	2	3.5	1	1	1
KZLZ/Dayton	4.3-4.5	1	1	1	2.9-2.8	1	1	1	2.9-2.8	1	1	1	4.2	1	1	1
KXOD/Dayton	4.1-0.8	2	2	2	4.1-0.9	1	1	1	4.1-0.9	1	1	1	2.3	1	1	1
KPC/Dayton	4.5-6.5	1	1	1	8.0-8.9	1	1	1	8.0-8.9	1	1	1	2.3	1	1	1
KPC/Denver	4.0-8.0	2	2	2	12.0-11.9	1	1	1	12.0-11.9	1	1	1	3.3	1	1	1
KZLZ/Denver (P)	4.2-4.5	1	1	1	7.5-6.4	1	1	1	7.5-6.4	1	1	1	4.2	1	1	1
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KXOD/Dayton (P)	4.3-4.5	1	1	1	3.6-6.6	1	1	1	3.6-6.6	1	1	1	8.0	1	1	1
WONE-FR/Dayton-Alton	1.0	1	1	1	3.6-6.6	1	1	1	3.6-6.6	1	1	1	8.0	1	1	1
WMSW/Dayton (P)	10.9-12.8	1	1	1	4.3	2	2	2	4.3	2	2	2	3.5	1	1	1
KZLZ/Dayton	4.3-4.5	1	1	1	2.9-2.8	1	1	1	2.9-2.8	1	1	1	4.2	1	1	1
KXOD/Dayton	4.1-0.8	2	2	2	4.1-0.9	1	1	1	4.1-0.9	1	1	1	2.3	1	1	1
KPC/Dayton	4.5-6.5	1	1	1	8.0-8.9	1	1	1	8.0-8.9	1	1	1	2.3	1	1	1
KPC/Dayton	4.0-8.0	2	2	2	12.0-11.9	1	1	1	12.0-11.9	1	1	1	3.3	1	1	1
KZLZ/Dayton (P)	4.2-4.5	1	1	1	7.5-6.4	1	1	1	7.5-6.4	1	1	1	4.2	1	1	1
KXOD/Dayton (P)	4.3-4.5	1	1	1	3.6-6.6	1	1	1	3.6-6.6	1	1	1	8.0	1	1	1
WONE-FR/Dayton-Alton	1.0	1	1	1	3.6-6.6	1	1	1	3.6-6.6	1	1	1	8.0	1	1	1
WMSW/Dayton (P)	1															



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AOR BREAKER
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**More Than 2,000,000 Fans
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In Concert This Year
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aor radio
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KZP/Sacramento taps night rock
er Bill Prescott as MD... WJCT/
Peoria MD John Amberg leaves.
white Tom Woerner from WFB/Indi-
anapolis joins for middays and don-
Symmonds from WGBQ/Galesburg
comes on for airwork.
KARU/Lansing adds Rick Kelly for
nights and ups partner Eric Stone to
middays.
WERN/Cincinnati Assistant Pro-
duction Director Joel Moss is upped
to Production Director... Former
KRQ/Los Angeles Production Di-
rector/Blimooner Robert Roll joins
cross-town KMET's production depart-
ment.
KATTO/Oklahoma's News Director is
WJFF/Mobile's Lisa Mireck, and
Richard Connor joins KATT for week-
ends... Debbie Hoy rejoins WVTN/
Ocean City as ND
KSRN/Houston's new Assistant Di-
rector of Advertising & Promotion is
Charlie Moger from WCBC/Cape Cod.

SEGUES

ONE SIZE FITS SMALL — In order to promote the movie "Baby! The Secret Of The Lost Legend," WFV/Jacksonville made up 200 T-shirts with its logo on the back and the saying "I'm A Rock 105 Baby" on the front. The shirts were given away at maternity wards and baby shops. Demand was so great that after the promotion, another 500 T-shirts were made available at WFV's Rock Shops.



CLEAN MACHINE — You're looking at a washed-up rock, friends. KRP/Denver's Tim Jeffries washed cars for 48 non-stop hours. The event, called WashAmerica, raised over \$8000 for the March Of Dimes and put Jeffries in contention for a Guinness World Record and some merrily hand lotion. He's pictured with poster child Ashley Hovey.



and our great national pastime: WKS/Cincinnati told listeners they could stand in centerfield at a Reds game and try to throw a ball at Fogarty standing on home plate. Fogarty turned out to be a cardboard stand-up. The series explored the myths and realities of angles, hairstyles and relationships.
• **Just Causes:** WNON-FM morning news department won a UPI state award for its investigative report on financial abuses by the Chicago School Board... Readers of Olympics... Two WLLZ/Detroit events raised money for the local Vets. Newsday's largest newspaper selected KOMA/Las Vegas as the town's favorite station, and M/D/morning man Big Mearly as numero uno lock... in front of a crowd of 18,000 at UZ's Nassau Coliseum concert, singer Bone thanked WMLN/Long Island for "Guitar Army" benefit concert with such area musicians as Mitch Ryder and Mark Farmer... WESB/Cincinnati minutes of their name being read on the air. The Loop also gave away lines of credit for \$1000 in tickets to a summer series of concerts at Poplar Creek, an outdoor music facility. Three winners who caught the station repeating songs on a "No Repeat Weekend" each received their own line of credit... WPDZ is giving away a \$20,000 SUV package that includes a boat, seas, and rope... Every morning WRLS awards one of 57 portable compact disc players to a listener who calls when the previous day's classic song is repeated. A weekly grand prize winner also nabbed \$2500... In the "a good idea is a good idea regardless of format" dept., Atlanta talk outlet WCNN had a great idea. It prepay a winner's VISA card for \$10,000... The winner of WOFM/Milwaukee's key song contest takes the to a new, two-bedroom house worth \$64,000... 98 KOMZ/San Jose listeners win keys, five of which start Fridays being given away.
• **Tropical Zoo:** KHEZL/Louisville's Morning Zoo did a week of live post-sale broadcasts from Ocho Rios, Jamaica. Listeners who bought package trips from a travel agency went along to provide a live audience. Free trips went to five listeners who wrote

WHERE THE BOYS AND GIRLS ARE — Amazing what a crowd KRUX/MCA/len-Brownville PD Michael T. Parker draws. This bunch of springbreakers also got a bonus — a concert with Steve Ray Vaughan and Joe King Carrasco.

the most creative songs about the show. The station received 450 tapes.
• **Program Notes:** WNDU/Maleigh For Africa... A F/O/G/San Francisco on amicus of "Woodstock" with a morning drive called "From Peter Pan local PBS outlet generated all-time highs in pledges and dollars for the TV station's fundraiser — 1100 pledges and \$75,000.
• **Odds 'n' Sods:** WXRT/Chicago's news department won a UPI state award for its investigative report on financial abuses by the Chicago School Board... Readers of Olympics... Two WLLZ/Detroit events raised money for the local Vets. Newsday's largest newspaper selected KOMA/Las Vegas as the town's favorite station, and M/D/morning man Big Mearly as numero uno lock... in front of a crowd of 18,000 at UZ's Nassau Coliseum concert, singer Bone thanked WMLN/Long Island for "Guitar Army" benefit concert with such area musicians as Mitch Ryder and Mark Farmer... WESB/Cincinnati minutes of their name being read on the air. The Loop also gave away lines of credit for \$1000 in tickets to a summer series of concerts at Poplar Creek, an outdoor music facility. Three winners who caught the station repeating songs on a "No Repeat Weekend" each received their own line of credit... WPDZ is giving away a \$20,000 SUV package that includes a boat, seas, and rope... Every morning WRLS awards one of 57 portable compact disc players to a listener who calls when the previous day's classic song is repeated. A weekly grand prize winner also nabbed \$2500... In the "a good idea is a good idea regardless of format" dept., Atlanta talk outlet WCNN had a great idea. It prepay a winner's VISA card for \$10,000... The winner of WOFM/Milwaukee's key song contest takes the to a new, two-bedroom house worth \$64,000... 98 KOMZ/San Jose listeners win keys, five of which start Fridays being given away.
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RADIO ACTIVITY



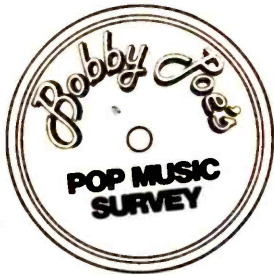
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Phone: (301) 951-1215

May 17, 1985

An Open Letter:

I am honored to announce, in association with Joyce Bogart, that PRINCE is the unequivocal choice as recipient of the 1985 Neil Bogart Memorial Achievement Award. This award is presented annually to the person or persons deemed the most innovative and charismatic within the recording industry.

The award will be presented at the Pop Music Survey Convention in Atlanta, Georgia on Saturday night, June 22, 1985.

Sincerely,

Bobby Poe
Publisher

BP; om

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BARBARA BARNES

Tuning In An Alternative Sound

ATTRACTING THE 25+ DEMO

A growing number of stations are looking for programming alternatives to hold the attention of the 25+ audience. One way they are doing this is by adding jazz.

The strategy takes on several

various jazz may be included. Others have

lightly throughout the regular pro-

gramming for garb, served as

a side dish for enhancement or

labeled right into the format. Some

outlets. The A/C's KJRM/Sun

featuring ethereal-sounding

music, employing acoustic and

electronic instruments - often

referred to as new age/space

music.

KEZZ/Sonite, which affiliated

with KJRM in March, plays one

jazz cut every three hours. The

under the moniker "Light's Out."

Old Brass Bazaar describes his

banding morning "Jazz Branch."

sorting jazz on the air via his

check/Douglas clients are also

several Burbank/Abnrm/Kit-

balance.

that will demand a relaxing-

modern day radio.

Frank Forest, "Jazz Branch."

top 40 is too repetitious and but-

blatant. They need their own for-

mat. "Going a step further, Frank

Forest notes, "Modern day radio

with KJRM in March, plays one
jazz cut every three hours. The
station also features seven hours
of late-night and Sunday ("Main-
cal Stars/News") jazz program-
ing. PD Peyton Mays says,
"Jazz is very important and has a
very strong appeal to our 25-49 au-
dience." In the winter Arbitron,
and 70s - the yuppies and the
audience that grew up in the late 60s
and 70s. It's the new gener-
ation for the new mainstream."
According to Burbank/Ab-
nrm/Michael/Douglas's Lee of
Abrams, jazz is the "background
music for the new mainstream."

new mainstream."
Abrams, other jazz in evening/
1971/Pittsburgh and CHN WQXI/
Dodge, WJVE/Miami Beach, and
outlets. The A/C's KJRM/Sun
featuring ethereal-sounding
and syndicated "Musical Star-
signed on with Frank Forest's
gramming for garb, served as
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VP/Programming



Capitol Broadcasting Corporation
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OC104-FM is looking for afternoon news announcer. T&R to Leigh Alexander, Box 1850, Ocean City, MD, 21842. EOE M/F (5-17)

WZOU needs stellar Production Director for fun, theatrical promos & great spots, and partners on air. Rush T&R: Jim Cutler, 441 Stuart St., Boston, MA 02116. EOE M/F (5-17)

Top ten Northeastern market seeks warm and witty morning drive talent with adult approach. T&R to: Radio & Records, 1930 Century Park West, #995, Los Angeles, CA 90067.

A/C personality needed for greater Danbury's full-service leader. Fulltime. C&R: Glen O'Brien, PO, 198 Main Street, Danbury, CT 06810. EOE M/F (5-17)

Reporter/anchor position available. Some experience necessary. Good working environment. T&R: Carl Lange, WELM/WLVY Radio, 1705 Lake Street, Elmer, NY 14801. EOE M/F (5-17)

Starline 82, central PA's original AOR has future openings, both full & parttime. No beginners. T&R: Mike Onyiah, RD 4, Box 3128, York, PA 17404. EOE M/F (5-17)

Parttime personality, possible fulltime for adult personality-oriented modern Country format. Close to Syracuse. C&R: WSEN, Box 1050, Baldwinsville, NY 13027. (5-17)

Parttime production/personality for Philadelphia FM. Production demo & aircheck to: WIOG, Box 1002, Bale Cynwyd, PA 19004. EOE M/F (5-17)

MEDIUM MARKET STATION

Switching to Contemporary Hit Radio. Need qualified PD, AM personality and other air talent. Send tapes & resumes to: Radio & Records, 1930 Century Park West, #989, Los Angeles, CA 90067. EOE

Immediate opening. We need a community-minded & 3+ years experienced morning personality at the full-service Oldies AM. T&R: Jim Reed, Cuprack Rd., Norwich, CT 06360. EOE M/F (5-10)

New England group looking for sales pro. Two great stations in two great states. Call Linda C.: (413) 967-6231 & let's talk about your future. EOE M/F (5-10)

WBUS-FM A/C is seeking full & parttime announcers. T&R: Frank Garity, Box 102, Franklin, NJ 07416. EOE M/F (5-10)

Major market combo in New York State seeks candidates for future news openings. All day-parts, possible news director. Experience, maturity, stability, serious hard-working attitude mandatory. Tapes, resumes, and salary requirements to: Radio & Records, 1930 Century Park West, #988, Los Angeles, CA 90067. EOE

Copywriter wanted to create & write unique & exciting radio ads. Contact: Mrs. Hill, WFGW-WIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. (609) 348-4646 EOE M/F (5-10)

New England A/C needs fulltime experienced anchor/street reporter. Women/minorities encouraged. T&R: Howard Herman, WBRK, 100 North St., Stamford, MA 01201. EOE M/F

OM position involving scheduling, administration/management skills, programming knowledge, etc. Call Richard Scholten: WCTO/Long Island. (516) 423-8729. (5-10)

WHCN is looking for an afternoon anchor with a nose for news and an ear for sound. Cassettes and resumes to Marianne O'Hare, ND, WHCN, 1039 Asylum Ave. Hartford, CT 06105. EOE

PRODUCTION DIRECTOR

Major Northeast AOR is looking for a talented, organized Production Director. Good company. Good Salary. T&R to Radio & Records, 1930 Century Park West, #999, Los Angeles, CA 90067. EOE M/F

All newswomen reporter/personality, comfortable with AOR & A/C formats, needed for AM/FM combo. C&R: Richard Remsburg, WWTR, Box 717, Ocean City, MD 21842. EOE M/F (5-10)

SOUTH

Rare opening for Creative Services Director at hot Southern CHR. T&R: Dave Delgado, Box 3764 McAllen, TX 78501. (5-17)

PD for new class C FM in Fayetteville, NC. T&R: Bruce Cotton, GM, WGSB, Box 1506, Lumberton, NC 28358. EOE M/F (5-17)

ASSOCIATE CONSULTANT

One of America's leading programming consultants is quietly looking for an Associate. This exceptional individual must have strong programming and marketing skills; write, speak and present him or herself well; possess good interpersonal relations; and be a hard-working, highly motivated self-starter who is exceptionally talented and emotionally committed.

Please send complete information, including resume.

composite aircheck, rating history, programming philosophy, related programming material (memos, reports, etc.), a recent photo earnings history and detailed information outlining your strengths and the ways in which you can contribute to our growth. Please respond completely and in enough detail so that we can get to know you thoroughly in your first correspondence. All information to: Radio & Records, 1930 Century Park West, #984, Los Angeles, CA 90067.

NATIONAL MUSIC FORMATS

Added This Week

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

"TIL TUESDAY "Voices Carry"
PRINCE "Raspberry Beret"
PAUL YOUNG "Every Time You Go Away"
KIM CARNES

"Crazy In The Night (Barking At Airplanes)"
JOHN CAFFERTY & THE BEAVER BROWN BAND
"Tough All Over"
GRAHAM PARKER & THE SHOT
"Wake Up (Next To You)"

TM AC

SURVIVOR "The Search Is Over"
JULIAN LENNON "Say You're Wrong"

TM Country

CHARLEY PRIDE "Down On The Farm"
BELLAMY BROTHERS "Old Hippie"
ANNE MURRAY "I Don't Think I'm Ready For You"
RAY CHARLES with MICKIE GILLEY
"It Ain't Gonna Worry My Mind"

Peters Productions, Inc.

Debbie Walsh (819) 555-8511

Country Lovin'

CHARLEY PRIDE "Down On The Farm"
JOHNNY LEE "Save The Last Chance"
T.G. SHEPPARD "Fooled Around And Fell In Love"

The Great Ones

ANNE MURRAY "I Don't Think I'm Ready For You"
SURVIVOR "The Search Is Over"
MADONNA "Angel"

Media General Broadcast Services

Bob Dumala (801) 320-4433

Action

PHIL COLLINS "Susudio"
AMY GRANT "Find A Way"
AIR SUPPLY "Just As I Am"
CYNDI LAUPER "The Goonies 'R' Good Enough"

Your Country

ALABAMA "Foxy Hour Week (For A Living)"
ANNE MURRAY "I Don't Think I'm Ready For You"
DOLLY PARTON & KENNY ROGERS "Real Love"
JANIE FRICKE "She's Single Again"
WILLIE NELSON, KRIS KRISTOFFERSON,
WAYLON JENNINGS & JOHNNY CASH
"Highwayman"

Hit Rock

PRINCE "Raspberry Beret"
"TIL TUESDAY "Voices Carry"
JOHN CAFFERTY & THE BEAVER BROWN BAND
"Tough All Over"
KIM CARNES
"Crazy In The Night (Barking At Airplanes)"

Concept Productions

Elvin Ichyama (916) 782-7754

CHR

PAUL YOUNG "Every Time You Go Away"
WHITNEY HOUSTON "You Give Good Love"
DON HENLEY "Not Enough Love In The World"
ROBERT PLANT "Little By Little"

Country

GLEN CAMPBELL "Love Always Letter To Home"
GEORGE STRAIT "The Fireman"
LANE BRODY "He Burns Me Up"
NICOLETTE LARSON "When You Get A Little Lonely"

Drake-Chenault

Bob Laurens (818) 883-7400

XT-40

PAUL YOUNG "Every Time You Go Away"
DON HENLEY "Not Enough Love In The World"
MEN AT WORK "Everything I Need"
KURAN DURAN "A View To A Kid"

Contempo 300

PAUL YOUNG "Every Time You Go Away"

Great American Country

ANNE MURRAY "I Don't Think I'm Ready For You"
ALABAMA "Foxy Hour Week (For A Living)"
JOHNNY LEE "Save The Last Chance"
JANIE FRICKE "She's Single Again"

Century 21

Greg Stephens (214) 634-2121

The Z Format

ROBERT PLANT "Little By Little"
WHITNEY HOUSTON "You Give Good Love"
MEN AT WORK "Everything I Need"
DON HENLEY "Not Enough Love In The World"

The AC Format

PAUL YOUNG "Every Time You Go Away"
PHIL COLLINS "Susudio"
AMY GRANT "Find A Way"
KIM CARNES

"Crazy In The Night (Barking At Airplanes)"

Super-Country

LANE BRODY "He Burns Me Up"
HILLARY KANTER "We Work"
KENNY ROGERS "Love Is What We Make It"
GEORGE STRAIT "The Fireman"
GLEN CAMPBELL "Love Always Letter Home"
ANNE MURRAY "I Don't Think I'm Ready For You"
ROGANNE CASH
"I Don't Know Why You Don't Want Me"

BPI

John Sherman/Bob English (800) 428-9082

Adult Contemporary

JOHN FOGERTY "Centerfield"
AIR SUPPLY "Just As I Am"
AMY GRANT "Find A Way"

Modern Country

GLEN CAMPBELL "Love Always Letter To Home"
T.G. SHEPPARD "Fooled Around And Fell In Love"
JOHNNY LEE "Save The Last Chance"
EMMYLOU HARRIS "White Line"
EARL THOMAS CONLEY "Love Don't Care"

Radio Arts

John Benedict (818) 841-0225

Country's Best

JOHNNY LEE "Save The Last Chance"
ANNE MURRAY "I Don't Think I'm Ready For You"
JANIE FRICKE "She's Single Again"
T.G. SHEPPARD "Fooled Around And Fell In Love"
DOLLY PARTON & KENNY ROGERS "Real Love"
WILLIE NELSON, KRIS KRISTOFFERSON,
WAYLON JENNINGS,
& JOHNNY CASH "Highwayman"

Soft Contemporary

MADONNA "Angel"
EVELYN "CHAMPAGNE" KING "Ti Midnight"

Sound 10

SIMPLE MINDS "Don't You (Forget About Me)"
KATRINA & THE WAVES "Walking On Sunshine"
AMY GRANT "Find A Way"

BOOKSHELF

373) ALL YOU NEED IS EARS. George Martin The fascinating autobiography of the man who recorded and produced The Beatles from the start. He describes what it was like in the studio from the first audition of "Love Me Do" to the wild experimentation of Sergeant Pepper 285 pp (P) \$7.95

372) THE BIG BEAT. CONVERSATIONS WITH ROCK'S GREAT DRUMMERS. Max Weinberg Weinberg, drummer with Springsteen and the E Street Band since 1974, has written an insightful tribute to 14 premier rock drummers. The drummer-to-drummer interview format offers compelling and distinct perspectives on a wide range of subjects, with lots of behind-the-scenes views 197 pp (P) \$9.95

345) THE PROGRAM DIRECTOR'S HANDBOOK. Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special talents required for success 162 pp (P) \$9.95

344) PROMOTING ROCK CONCERTS. Howard Stein & Ronald Zalkind The step by step guide to staging major musical events, topics include getting into the business, putting together capital, securing talent, costs and contracts, selling tickets, advertising and publicity, budgeting and profits. Appendices include letters of agreement and contracts 188 pp (P) \$9.95

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for advertising music professionals which goes right to the heart of the single industry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns 126 pp (H) \$14.95 Optional cassette \$5.95 extra

308) THE PLATINUM RAINBOW. Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically, it includes sections on self-promotion and finding a manager, producer, agent. Complete analysis of rehearsals, the stage, the song, the demo or master, studio preparation and recording, the deal, record labels, radio, charts, critics, etc. With directories 240 pp (P) \$9.95

282) SMALL STUDIO VIDEO TAPE PRODUCTION. 2ND ED. J. Quick & H. Wolf A thorough grounding in professional production standards which goes step by step through the video tape process from program planning to post-production. Contains advice on purchasing equipment and practical suggestions on staffing and budgeting for the small studio producer 234 pp (P) \$9.95

181) 1985 PROFESSIONAL AUDIO BUYERS GUIDE. SIE Publishing This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is indexed both by brand and generic names for instant accessibility, including model numbers, pictures, features, technical specifications, and retail prices for comparison 178 pp (P) \$14.95

141) PRACTICAL GUIDE FOR CONCERT SOUND. Bob Heli Covers the fundamentals of pro sound reinforcement, efficient speaker enclosures, mizers and equalizers, digital delays, compressors, limiters, microphones, hardware, and construction tips 141 pp (P) \$10.00

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JAZZ

TOP 30

- 1 STANLEY JORDAN/Magic Touch (Blue Note)
- 2 BUZZ TALLEPAIN/New Faces (RCA)
- 3 RAZZ TALLEPAIN/On the Edge (RCA)
- 4 KEATY BURNETT/COVER MANAGEMENT All Together (Blue Note)
- 5 WEATHER REPORT/Spirit: La (Columbia)
- 6 EARL KILBURN/Solo Fountain Show (WB)
- 7 EARL KILBURN/When the Sun Goes Down (Columbia)
- 8 BOBBY HUTCHINSON/Good Bad (Lambert)
- 9 HENRY HENRIKSEN/Concord (Concord)
- 10 MARYANN PEREZ/Alive from San Francisco (RCA)
- 11 CHET ATHERS, C.L.P./Tuned (Columbia)
- 12 TAMA BARRABANDA in New York (Lambert)
- 13 YELLOWJACKET/Sinner Sinner (WB)
- 14 GEORGE HORN/Alto in the Sun (Tara/RCA)
- 15 PATRICK FLINNITT/Phonics (Sart)
- 16 MARYANN PEREZ/Alive from San Francisco (RCA)
- 17 MARYANN PEREZ/Alive from San Francisco (RCA)
- 18 MARYANN PEREZ/Alive from San Francisco (RCA)
- 19 MARYANN PEREZ/Alive from San Francisco (RCA)
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- 28 MARYANN PEREZ/Alive from San Francisco (RCA)
- 29 MARYANN PEREZ/Alive from San Francisco (RCA)
- 30 MARYANN PEREZ/Alive from San Francisco (RCA)

MAY 17, 1985

NEW & ACTIVE

Parck Punkett
 Moves on this week's "Safari"
 27 S. B. Hubo Ave., Pasadena, CA 91101
 (818) 449-8133

- ★ **THE GREAT "And The Night Begins" (Parlo) 10/8**
 Parlo New 1/10, Light 2/10, Dark 3/10, Blue 4/10, Red 5/10, Green 6/10, Yellow 7/10, Orange 8/10, Purple 9/10, Pink 10/10, Brown 11/10, Grey 12/10, Black 13/10, White 14/10, Silver 15/10, Gold 16/10, Platinum 17/10, Diamond 18/10, Emerald 19/10, Ruby 20/10, Sapphire 21/10, Garnet 22/10, Amethyst 23/10, Topaz 24/10, Opal 25/10, Pearl 26/10, Ivory 27/10, Jade 28/10, Onyx 29/10, Obsidian 30/10, Malachite 31/10, Turquoise 32/10, Carnelian 33/10, Citrine 34/10, Peridot 35/10, Spinel 36/10, Zircon 37/10, Aquamarine 38/10, Emerald 39/10, Ruby 40/10, Sapphire 41/10, Garnet 42/10, Amethyst 43/10, Topaz 44/10, Opal 45/10, Pearl 46/10, Ivory 47/10, Jade 48/10, Onyx 49/10, Obsidian 50/10, Malachite 51/10, Turquoise 52/10, Carnelian 53/10, Citrine 54/10, Peridot 55/10, Spinel 56/10, Zircon 57/10, Aquamarine 58/10, Emerald 59/10, Ruby 60/10, Sapphire 61/10, Garnet 62/10, Amethyst 63/10, Topaz 64/10, Opal 65/10, Pearl 66/10, Ivory 67/10, Jade 68/10, Onyx 69/10, Obsidian 70/10, Malachite 71/10, Turquoise 72/10, Carnelian 73/10, Citrine 74/10, Peridot 75/10, Spinel 76/10, Zircon 77/10, Aquamarine 78/10, Emerald 79/10, Ruby 80/10, Sapphire 81/10, Garnet 82/10, Amethyst 83/10, Topaz 84/10, Opal 85/10, Pearl 86/10, Ivory 87/10, Jade 88/10, Onyx 89/10, Obsidian 90/10, Malachite 91/10, Turquoise 92/10, Carnelian 93/10, Citrine 94/10, Peridot 95/10, Spinel 96/10, Zircon 97/10, Aquamarine 98/10, Emerald 99/10, Ruby 100/10, Sapphire 101/10, Garnet 102/10, Amethyst 103/10, Topaz 104/10, Opal 105/10, Pearl 106/10, Ivory 107/10, Jade 108/10, Onyx 109/10, Obsidian 110/10, Malachite 111/10, Turquoise 112/10, Carnelian 113/10, Citrine 114/10, Peridot 115/10, Spinel 116/10, Zircon 117/10, Aquamarine 118/10, Emerald 119/10, Ruby 120/10, Sapphire 121/10, Garnet 122/10, Amethyst 123/10, Topaz 124/10, Opal 125/10, Pearl 126/10, Ivory 127/10, Jade 128/10, Onyx 129/10, Obsidian 130/10, Malachite 131/10, Turquoise 132/10, Carnelian 133/10, Citrine 134/10, Peridot 135/10, Spinel 136/10, Zircon 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Citrine 394/10, Peridot 395/10, Spinel 396/10, Zircon 397/10, Aquamarine 398/10, Emerald 399/10, Ruby 400/10, Sapphire 401/10, Garnet 402/10, Amethyst 403/10, Topaz 404/10, Opal 405/10, Pearl 406/10, Ivory 407/10, Jade 408/10, Onyx 409/10, Obsidian 410/10, Malachite 411/10, Turquoise 412/10, Carnelian 413/10, Citrine 414/10, Peridot 415/10, Spinel 416/10, Zircon 417/10, Aquamarine 418/10, Emerald 419/10, Ruby 420/10, Sapphire 421/10, Garnet 422/10, Amethyst 423/10, Topaz 424/10, Opal 425/10, Pearl 426/10, Ivory 427/10, Jade 428/10, Onyx 429/10, Obsidian 430/10, Malachite 431/10, Turquoise 432/10, Carnelian 433/10, Citrine 434/10, Peridot 435/10, Spinel 436/10, Zircon 437/10, Aquamarine 438/10, Emerald 439/10, Ruby 440/10, Sapphire 441/10, Garnet 442/10, Amethyst 443/10, Topaz 444/10, Opal 445/10, Pearl 446/10, Ivory 447/10, Jade 448/10, Onyx 449/10, Obsidian 450/10, Malachite 451/10, Turquoise 452/10, Carnelian 453/10, Citrine 454/10, Peridot 455/10, Spinel 456/10, Zircon 457/10, Aquamarine 458/10, Emerald 459/10, Ruby 460/10, Sapphire 461/10, Garnet 462/10, Amethyst 463/10, Topaz 464/10, Opal 465/10, Pearl 466/10, Ivory 467/10, Jade 468/10, Onyx 469/10, Obsidian 470/10, Malachite 471/10, Turquoise 472/10, Carnelian 473/10, Citrine 474/10, Peridot 475/10, Spinel 476/10, Zircon 477/10, Aquamarine 478/10, Emerald 479/10, Ruby 480/10, Sapphire 481/10, Garnet 482/10, Amethyst 483/10, Topaz 484/10, Opal 485/10, Pearl 486/10, Ivory 487/10, Jade 488/10, Onyx 489/10, Obsidian 490/10, Malachite 491/10, Turquoise 492/10, Carnelian 493/10, Citrine 494/10, Peridot 495/10, Spinel 496/10, Zircon 497/10, Aquamarine 498/10, Emerald 499/10, Ruby 500/10, Sapphire 501/10, Garnet 502/10, Amethyst 503/10, Topaz 504/10, Opal 505/10, Pearl 506/10, Ivory 507/10, Jade 508/10, Onyx 509/10, Obsidian 510/10, Malachite 511/10, Turquoise 512/10, Carnelian 513/10, Citrine 514/10, Peridot 515/10, Spinel 516/10, Zircon 517/10, Aquamarine 518/10, Emerald 519/10, Ruby 520/10, Sapphire 521/10, Garnet 522/10, Amethyst 523/10, Topaz 524/10, Opal 525/10, Pearl 526/10, Ivory 527/10, Jade 528/10, Onyx 529/10, Obsidian 530/10, Malachite 531/10, Turquoise 532/10, Carnelian 533/10, Citrine 534/10, Peridot 535/10, Spinel 536/10, Zircon 537/10, Aquamarine 538/10, Emerald 539/10, Ruby 540/10, Sapphire 541/10, Garnet 542/10, Amethyst 543/10, Topaz 544/10, Opal 545/10, Pearl 546/10, Ivory 547/10, Jade 548/10, Onyx 549/10, Obsidian 550/10, Malachite 551/10, Turquoise 552/10, Carnelian 553/10, Citrine 554/10, Peridot 555/10, Spinel 556/10, Zircon 557/10, Aquamarine 558/10, Emerald 559/10, Ruby 560/10, Sapphire 561/10, Garnet 562/10, Amethyst 563/10, Topaz 564/10, Opal 565/10, Pearl 566/10, Ivory 567/10, Jade 568/10, Onyx 569/10, Obsidian 570/10, Malachite 571/10, Turquoise 572/10, Carnelian 573/10, Citrine 574/10, Peridot 575/10, Spinel 576/10, Zircon 577/10, Aquamarine 578/10, Emerald 579/10, Ruby 580/10, Sapphire 581/10, Garnet 582/10, Amethyst 583/10, Topaz 584/10, Opal 585/10, Pearl 586/10, Ivory 587/10, Jade 588/10, Onyx 589/10, Obsidian 590/10, Malachite 591/10, Turquoise 592/10, Carnelian 593/10, Citrine 594/10, Peridot 595/10, Spinel 596/10, Zircon 597/10, Aquamarine 598/10, Emerald 599/10, Ruby 600/10, Sapphire 601/10, Garnet 602/10, Amethyst 603/10, Topaz 604/10, Opal 605/10, Pearl 606/10, Ivory 607/10, Jade 608/10, Onyx 609/10, Obsidian 610/10, Malachite 611/10, Turquoise 612/10, Carnelian 613/10, Citrine 614/10, Peridot 615/10, Spinel 616/10, Zircon 617/10, Aquamarine 618/10, Emerald 619/10, Ruby 620/10, Sapphire 621/10, Garnet 622/10, Amethyst 623/10, Topaz 624/10, Opal 625/10, Pearl 626/10, Ivory 627/10, Jade 628/10, Onyx 629/10, Obsidian 630/10, Malachite 631/10, Turquoise 632/10, Carnelian 633/10, Citrine 634/10, Peridot 635/10, Spinel 636/10, Zircon 637/10, Aquamarine 638/10, Emerald 639/10, Ruby 640/10, Sapphire 641/10, Garnet 642/10, Amethyst 643/10, Topaz 644/10, Opal 645/10, Pearl 646/10, Ivory 647/10, Jade 648/10, Onyx 649/10, Obsidian 650/10, 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714/10, Peridot 715/10, Spinel 716/10, Zircon 717/10, Aquamarine 718/10, Emerald 719/10, Ruby 720/10, Sapphire 721/10, Garnet 722/10, Amethyst 723/10, Topaz 724/10, Opal 725/10, Pearl 726/10, Ivory 727/10, Jade 728/10, Onyx 729/10, Obsidian 730/10, Malachite 731/10, Turquoise 732/10, Carnelian 733/10, Citrine 734/10, Peridot 735/10, Spinel 736/10, Zircon 737/10, Aquamarine 738/10, Emerald 739/10, Ruby 740/10, Sapphire 741/10, Garnet 742/10, Amethyst 743/10, Topaz 744/10, Opal 745/10, Pearl 746/10, Ivory 747/10, Jade 748/10, Onyx 749/10, Obsidian 750/10, Malachite 751/10, Turquoise 752/10, Carnelian 753/10, Citrine 754/10, Peridot 755/10, Spinel 756/10, Zircon 757/10, Aquamarine 758/10, Emerald 759/10, Ruby 760/10, Sapphire 761/10, Garnet 762/10, Amethyst 763/10, Topaz 764/10, Opal 765/10, Pearl 766/10, Ivory 767/10, Jade 768/10, Onyx 769/10, Obsidian 770/10, Malachite 771/10, Turquoise 772/10, Carnelian 773/10, Citrine 774/10, Peridot 775/10, Spinel 776/10, Zircon 777/10, Aquamarine 778/10, Emerald 779/10, Ruby 780/10, Sapphire 781/10, Garnet 782/10, Amethyst 783/10, Topaz 784/10, Opal 785/10, Pearl 786/10, Ivory 787/10, Jade 788/10, Onyx 789/10, Obsidian 790/10, Malachite 791/10, Turquoise 792/10, Carnelian 793/10, Citrine 794/10, Peridot 795/10, Spinel 796/10, Zircon 797/10, Aquamarine 798/10, Emerald 799/10, Ruby 800/10, Sapphire 801/10, Garnet 802/10, Amethyst 803/10, Topaz 804/10, Opal 805/10, Pearl 806/10, Ivory 807/10, Jade 808/10, Onyx 809/10, Obsidian 810/10, Malachite 811/10, Turquoise 812/10, Carnelian 813/10, Citrine 814/10, Peridot 815/10, Spinel 816/10, Zircon 817/10, Aquamarine 818/10, Emerald 819/10, Ruby 820/10, Sapphire 821/10, Garnet 822/10, Amethyst 823/10, Topaz 824/10, Opal 825/10, Pearl 826/10, Ivory 827/10, Jade 828/10, Onyx 829/10, Obsidian 830/10, Malachite 831/10, Turquoise 832/10, Carnelian 833/10, Citrine 834/10, Peridot 835/10, Spinel 836/10, Zircon 837/10, Aquamarine 838/10, Emerald 839/10, Ruby 840/10, Sapphire 841/10, Garnet 842/10, Amethyst 843/10, Topaz 844/10, Opal 845/10, Pearl 846/10, Ivory 847/10, Jade 848/10, Onyx 849/10, Obsidian 850/10, Malachite 851/10, Turquoise 852/10, Carnelian 853/10, Citrine 854/10, Peridot 855/10, Spinel 856/10, Zircon 857/10, Aquamarine 858/10, Emerald 859/10, Ruby 860/10, Sapphire 861/10, Garnet 862/10, Amethyst 863/10, Topaz 864/10, Opal 865/10, Pearl 866/10, Ivory 867/10, Jade 868/10, Onyx 869/10, Obsidian 870/10, Malachite 871/10, Turquoise 872/10, Carnelian 873/10, Citrine 874/10, Peridot 875/10, Spinel 876/10, Zircon 877/10, Aquamarine 878/10, Emerald 879/10, Ruby 880/10, Sapphire 881/10, Garnet 882/10, Amethyst 883/10, Topaz 884/10, Opal 885/10, Pearl 886/10, Ivory 887/10, Jade 888/10, Onyx 889/10, Obsidian 890/10, Malachite 891/10, Turquoise 892/10, Carnelian 893/10, Citrine 894/10, Peridot 895/10, Spinel 896/10, Zircon 897/10, Aquamarine 898/10, Emerald 899/10, Ruby 900/10, Sapphire 901/10, Garnet 902/10, Amethyst 903/10, Topaz 904/10, Opal 905/10, Pearl 906/10, Ivory 907/10, Jade 908/10, Onyx 909/10, Obsidian 910/10, Malachite 911/10, Turquoise 912/10, Carnelian 913/10, Citrine 914/10, Peridot 915/10, Spinel 916/10, Zircon 917/10, Aquamarine 918/10, Emerald 919/10, Ruby 920/10, Sapphire 921/10, Garnet 922/10, Amethyst 923/10, Topaz 924/10, Opal 925/10, Pearl 926/10, Ivory 927/10, Jade 928/10, Onyx 929/10, Obsidian 930/10, Malachite 931/10, Turquoise 932/10, Carnelian 933/10, Citrine 934/10, Peridot 935/10, Spinel 936/10, Zircon 937/10, Aquamarine 938/10, Emerald 939/10, Ruby 940/10, Sapphire 941/10, Garnet 942/10, Amethyst 943/10, Topaz 944/10, Opal 945/10, Pearl 946/10, Ivory 947/10, Jade 948/10, Onyx 949/10, Obsidian 950/10, Malachite 951/10, Turquoise 952/10, Carnelian 953/10, Citrine 954/10, Peridot 955/10, Spinel 956/10, Zircon 957/10, Aquamarine 958/10, Emerald 959/10, Ruby 960/10, Sapphire 961/10, Garnet 962/10, Amethyst 963/10, Topaz 964/10, Opal 965/10, Pearl 966/10, Ivory 967/10, Jade 968/10, Onyx 969/10, Obsidian 970/10, Malachite 971/10, Turquoise 972/10, Carnelian 973/10, Citrine 974/10, Peridot 975/10, Spinel 976/10, Zircon 977/10, Aquamarine 978/10, Emerald 979/10, Ruby 980/10, Sapphire 981/10, Garnet 982/10, Amethyst 983/10, Topaz 984/10, Opal 985/10, Pearl 986/10, Ivory 987/10, Jade 988/10, Onyx 989/10, Obsidian 990/10, Malachite 991/10, Turquoise 992/10, Carnelian 993/10, Citrine 994/10, Peridot 995/10, Spinel 996/10, Zircon 997/10, Aquamarine 998/10, Emerald 999/10, Ruby 1000/10, Sapphire 1001/10, Garnet 1002/10, Amethyst 1003/10, Topaz 1004/10, Opal 1005/10, Pearl 1006/10, Ivory 1007/10, Jade 1008/10, Onyx 1009/10, Obsidian 1010/10, Malachite 1011/10, Turquoise 1012/10, Carnelian 1013/10, Citrine 1014/10, Peridot 1015/10, Spinel 1016/10, Zircon 1017/10, Aquamarine 1018/10, Emerald 1019/10, Ruby 1020/10, Sapphire 1021/10, Garnet 1022/10, Amethyst 1023/10, Topaz 1024/10, Opal 1025/10, Pearl 1026/10, Ivory 1027/10, Jade 1028/10, Onyx 1029/10, Obsidian 1030/10, Malachite 1031/10, Turquoise 1032/10, Carnelian 1033/10, Citrine 1034/10, Peridot 1035/10, Spinel 1036/10, Zircon 1037/10, Aquamarine 1038/10, Emerald 1039/10, Ruby 1040/10, Sapphire 1041/10, Garnet 1042/10, Amethyst 1043/10, Topaz 1044/10, Opal 1045/10, Pearl 1046/10, Ivory 1047/10, Jade 1048/10, Onyx 1049/10, Obsidian 1050/10, Malachite 1051/10, Turquoise 1052/10, Carnelian 1053/10, Citrine 1054/10, Peridot 1055/10, Spinel 1056/10, Zircon 1057/10, Aquamarine 1058/10, Emerald 1059/10, Ruby 1060/10, Sapphire 1061/10, Garnet 1062/10, Amethyst 1063/10, Topaz 1064/10, Opal 1065/10, Pearl 1066/10, Ivory 1067/10, Jade 1068/10, Onyx 1069/10, Obsidian 1070/10, Malachite 1071/10, Turquoise 1072/10, Carnelian 1073/10, Citrine 1074/10, Peridot 1075/10, Spinel 1076/10, Zircon 1077/10, Aquamarine 1078/10, Emerald 1079/10, Ruby 1080/10, Sapphire 1081/10, Garnet 1082/10, Amethyst 1083/10, Topaz 1084/10, Opal 1085/10, Pearl 1086/10, Ivory 1087/10, Jade 1088/10, Onyx 1089/10, Obsidian 1090/10, Malachite 1091/10, Turquoise 1092/10, Carnelian 1093/10, Citrine 1094/10, Peridot 1095/10, Spinel 1096/10, Zircon 1097/10, Aquamarine 1098/10, Emerald 1099/10, Ruby 1100/10, Sapphire 1101/10, Garnet 1102/10, Amethyst 1103/10, Topaz 1104/10, Opal 1105/10, Pearl 1106/10, Ivory 1107/10, Jade 1108/10, Onyx 1109/10, Obsidian 1110/10, Malachite 1111/10, Turquoise 1112/10, Carnelian 1113/10, Citrine 1114/10, Peridot 1115/10, Spinel 1116/10, Zircon 1117/10, Aquamarine 1118/10, Emerald 1119/10, Ruby 1120/10, Sapphire 1121/10, Garnet 1122/10, Amethyst 1123/10, Topaz 1124/10, Opal 1125/10, Pearl 1126/10, Ivory 1127/10, Jade 1128/10, Onyx 1129/10, Obsidian 1130/10, Malachite 1131/10, Turquoise 1132/10, Carnelian 1133/10, Citrine 1134/10, Peridot 1135/10, Spinel 1136/10, Zircon 1137/10, Aquamarine 1138/10, Emerald 1139/10, Ruby 1140/10, Sapphire 1141/10, Garnet 1142/10, Amethyst 1143/10, Topaz 1144/10, Opal 1145/10, Pearl 1146/10, Ivory 1147/10, Jade 1148/10, Onyx 1149/10

COUNTRY

TOP 50

MAY 17, 1985

Week	Rank	Artist	Title	Label	Total Reports/Adds	Heavy	Medium	Light
11	7	3	RONNIE MILBAP/She Keeps The Home Fires Burning (RCA)		162/0	143	18	1
8	4	1	2	CONWAY TWITTY/Don't Call Him A Cowboy (WB)	160/0	137	17	6
12	10	8	1	DAK RIDGE BOYS/Little Things (MCA)	161/0	134	24	3
10	8	7	1	BERLE HARRIS/Natural High (Epic)	158/0	131	21	4
15	13	10	1	CRYSTAL BAYLE/Nobody Wants To Be Alone (WB)	161/0	111	46	4
5	2	2	6	CHARLY McCLAIN/Radio Heart (Epic)	142/0	88	27	17
22	10	14	1	EMILY/She's A Match (Epic)	161/1	75	79	7
17	15	11	1	NICKY SKAGGS/Country Boy (Epic)	152/0	100	35	17
23	17	17	1	WILLIE NELSON/Forgetting You Was Easy (Columbia)	159/2	68	62	9
16	14	12	1	BABBARA MANHRELL/There's No Love In Tennessee (MCA)	146/0	85	48	13
27	22	18	1	LEE GREENWOOD/Olive Road (MCA)	161/2	62	87	12
20	19	10	1	DEL BROSHE/Let It Roll (Let It Rock) (Capitol)	154/1	79	63	13
7	5	13	1	MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)	126/0	87	23	16
24	19	10	1	EMILY/She's A Match (Epic)	152/3	89	75	18
31	23	20	1	STATLER BROTHERS/Hello Mary Lee (Mercury/PG)	165/2	80	83	12
9	6	16	1	JIMMY CONLEY/Working Man (MCA)	125/0	62	25	18
20	21	1	1	STEVE WARNER/Heart Trouble (MCA)	156/3	48	84	24
20	22	1	1	DAN SEALS/My Old Yellow Car (EMI America)	146/0	47	80	18
2	1	9	1	SYLVIA/Fallin' In Love (RCA)	131/0	81	25	25
30	25	1	1	BOB DAVEN/Operator, Operator (RCA)	156/7	24	102	30
4	3	4	1	RONNIE MILBAP/In A New York Minute (Epic)	129/0	77	28	23
40	29	1	1	GAIL THOMAS CONLEY/Love Don't Care (RCA)	154/10	20	94	40
34	21	1	1	LORNE MANHRELL/Maybe My Baby (RCA)	146/5	36	80	30
32	26	1	1	ED BRUCE/When Givin' Up Was Easy (RCA)	134/2	30	79	25
—	32	1	1	ALABAMA/Forty Hour Week (For A Livin') (RCA)	152/26	14	88	50
—	31	1	1	BELLAMY BROTHERS/Old Hippie (MCA/Curb)	160/13	16	86	48
40	30	1	1	JOHN SCHNEIDER/A Short Walk From... (MCA)	141/13	15	84	42
10	15	28	1	WALTER/It Ain't Love (Let's Love It Alone) (MCA/Curb)	106/1	37	41	28
40	33	1	1	JOHN ANDERSON/A Little Over Now (WB)	126/8	5	72	61
—	34	1	1	GARY MORRIS/Less Than The Moon (WB)	126/14	9	73	57
—	37	1	1	HANK WILLIAMS JR./I'm For Love (WB/Curb)	126/22	6	78	51
BREAKER					131/36	6	61	64
30	38	1	1	CHARLEY FRISSE/Down On The Farm (RCA)	108/3	13	71	25
50	48	1	1	GEORGE JONES & LACY J. BULTON/Star Seven Round (Made Of Gold) (Epic)	117/11	11	88	40
—	48	1	1	RAY CHARLES WILCOX/HELLEY/Am I Gonna Worry My Mind (Columbia)	129/21	4	73	52
13	11	36	1	T.B. SHEPPARD/You're Going Out Of My Mind (WB/Curb)	83/0	31	45	17
40	38	1	1	DAVID ALLAN COE/Don't Cry Darlin' (Columbia)	96/9	8	62	26
3	9	23	1	SAWYER BROWNE/Step That Step (Capitol/Curb)	81/0	26	32	23
BREAKER					120/63	4	46	70
1	12	24	1	REBA McENTINE/Somebody Should Love (MCA)	65/0	21	28	16
BREAKER					108/24	1	46	61
40	47	44	1	JIMMY LEE/Save The Last Chance (Full Moon/WB)	73/2	10	40	23
BREAKER					163/32	4	37	62
BREAKER					111/34	3	33	75
6	17	28	1	EMILY/She's A Match (Epic)	54/0	9	28	17
DEBUT					73/5	5	40	28
DEBUT					81/31	0	25	56
DEBUT					78/3	2	30	47
DEBUT					47/30	2	20	55
DEBUT					72/14	3	23	46

MOST ADDED

- DOLLY PARTON & KENNY ROGERS (88)
Real Love (RCA)
- GEORGE STRAIT (46)
The Fireman (MCA)
- NELSON/JENNINGS/CASH/KRISTOFFERSON (59)
Highwayman (Columbia)
- ANNE MURRAY (24)
I Don't Think I'm Ready For You (Capitol)
- JAMIE FRISSE (32)
She's Single Again (Columbia)
- GEORGE MARTIN MURPHY (22)
Carolina In The Pines (EMI America)
- OLEN CAMPBELL (31)
(Love Always) Later To... (Atlantic America)
- T.B. SHEPPARD (29)
Footed Around and Fall In Love (Columbia)
- ALABAMA (23)
Forty Hour Week (For A Livin') (RCA)
- JIMMY LEE (24)
Save The Last Chance (Full Moon/WB)

HOTTEST

- RONNIE MILBAP (64)
She Keeps The Home Fires... (RCA)
- CONWAY TWITTY (68)
Don't Call Him A Cowboy (WB)
- BERLE HARRIS (65)
Natural High (Epic)
- DAK RIDGE BOYS (61)
Little Things (MCA)
- NICKY SKAGGS (47)
Country Boy (Epic)
- CHARLY McCLAIN (37)
Radio Heart (Epic)
- CRYSTAL BAYLE (28)
Nobody Wants To Be Alone (WB)
- SYLVIA (25)
Fallin' In Love (RCA)
- WILLIE NELSON (23)
Forgetting You Was Easy (Columbia)
- MARK GRAY & TAMMY WYNETTE (22)
Sometimes When We Touch (Columbia)

MOST ADDED & HOTTEST list these songs showing the most adds regionally, and the songs reported "hottest" compiled from all our reports. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reports adding the song the week or noting that the song is among their five hottest.

BREAKERS.

W. NELSON/W. JENNINGS/J. CASH/K. KRISTOFFERSON
Highwayman (Columbia)

On 81% of reporting stations. Rotations: Heavy 6, Medium 61, Light 64. Total Adds 26 including WKAO, WBOB, WBYR, KRZY, WVIR, WXSQ, WAME, WWWW, WCHK, WML, KBC, KTKP, KLAC, KNEW. A most added record. Moves 40-32 on the Country chart.

DOLLY PARTON & KENNY ROGERS
Real Love (RCA)

On 74% of reporting stations. Rotations: Heavy 4, Medium 48, Light 70. Total Adds 63 including WCAO, WGBE, WOL, KXVL, KNEY, KLT-FM, WLVI, WQVK, WBSQ, WCJZ, WL, WTH, KY80, KXK, KCKC. A most added record. Debuts at number 30 on the Country chart.

ANNE MURRAY

I Don't Think I'm Ready For You (Capitol)

On 69% of reporting stations. Rotations: Heavy 3, Medium 33, Light 75. Total Adds 34 including WKYQ, WDSY, WHYR, WZZK, WBOC, KBBN, KYCK, WCMB, KRMD, WQNK, WTD, KWH, KKCS, KMAX, KSON. A most added record. Moves 48-44 on the Country chart.

JOHNNY LEE

Save The Last Chance (Full Moon/WB)

On 67% of reporting stations. Rotations: Heavy 1, Medium 45, Light 61. Total Adds 24 including WCAO, WGBE, WOL, KXVL, KNEY, KLT-FM, WLVI, WQVK, WBSQ, WCJZ, WL, WTH, KY80, KXK, KCKC. A most added record. Moves 48-41 on the Country chart.

JAMIE FRISSE

She's Single Again (Columbia)

On 64% of reporting stations. Rotations: Heavy 4, Medium 37, Light 61. Total Adds 32 including WDMA, WAJR, WBSQ, WEZL, WUSY, KPLX, WFRG, WUSQ, WBLR, WCHK, KCKY, WTH, KUUY, KWJL, KXQO. A most added record. Debuts at number 43 on the Country chart.

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COUNTRY

NEW & ACTIVE

- GLENN CAMPBELL "Love Always" Letter To Home" (Atlantic America) 81/81**
 Rotations: Heavy 0, Medium 29, Light 56, Total Adds 31 including WKDQ, WKYQ, WEO, KASE, KYVL, WUSY, WTOR, KSO, WTL, KVOD, KFRE, KXIX, KSPD, KRPM, KQJG. Debuts at number 47 on the Country chart
- BANDANA "It's Just Another Heartache" (WB) 7/3**
 Rotations: Heavy 2, Medium 30, Light 47, Total Adds 3, KCJB, KJOT, KFRE, Heavy, KKYX, WCUZ, Medium, WBGW, WTSV, WYVA, WYII, WEZL, WKSJ, WCMS, KTTS, KFDD, KOTM. Debuts at number 48 on the Country chart
- T.S. SHEPPARD "Fueled Around And Fall In Love" (Columbia) 77/30**
 Rotations: Heavy 2, Medium 20, Light 55, Total Adds 30 including WYAM, WBGW, WPOR, KMML, KPLX, WDXE, WMC, WRK, WUSN, WMR, KIOV, KMAK, KVEG, KOTM, KUPS. Debuts at number 49 on the Country chart
- YENN GOSDM "Dim Lights, Thick Smoke..." (Compend/PolyGram) 73/4**
 Rotations: Heavy 5, Medium 40, Light 28, Total Adds 5, CHOW, KEAN, WEZL, WSOC, KYXX, Heavy, WAMZ, KKYX, KVOD, KFDI, Medium, WBGW, WIXL, WOW, KUZZ, KUGN, KSPD. Debuts at number 46 on the Country chart
- CHANCE "To Be Lovvers" (Mercury/PolyGram) 72/14**
 Rotations: Heavy 2, Medium 23, Light 46, Total Adds 14, WYAM, WCAO, KEAN, WMM, KPLX, KYXK, WMC, KYXX, WSLR, WMM, WKIQ, KFDI, KFRE, KEIN. Debuts at number 50 on the Country chart
- LANE BRODY "He Burns Me Up" (EMI America) 68/17**
 Rotations: Heavy 0, Medium 21, Light 47, Total Adds 17 including WCAO, WIXL, WPOR, KRRV, WXB, WUSY, WLSO, WTOR, WMM, KSO, WCXI, WAIX, WGE, WTH, KUGN
- NICOLETTE LARSON "When You Get A Little Loose" (MCA) 66/7**
 Rotations: Heavy 2, Medium 23, Light 46, Total Adds 7, WQBE, WPCR, CHOW, WQBE, WRK, WAIX, KMMT, WTL, Medium, KASE, WDXE, WAMZ, WMM, WQY, KYOD, KRKT, KRSY
- HILLARY KANTER "We Work" (RCA) 62/9**
 Rotations: Heavy 0, Medium 24, Light 38, Total Adds 9, WPOR, KMML, WEZL, WUSY, WSLR, WTSO, KTRP, KKAL, KUYJ, Medium, WTSV, WDSY, WCMS, KRMD, KOIL, KCCY
- GEORGE STRAIT "The Freeman" (MCA) 68/45**
 Rotations: Heavy 0, Medium 32, Light 34, Total Adds 4, WYAM, WCAO, KEAN, WMM, KPLX, KYXK, WMC, KYXX, WSLR, WMM, WKIQ, KFDI, KFRE, KEIN. Debuts at number 45 including WBOB, WRKZ, WSOC, WAMZ, WMC, WKSJ, WRK, KUYJ, WCKI, KXKY, KVOD, KUZZ, KRWO, KQOB
- DAN FOGELBERG "Go Down Easy" (Fall Music/Epic) 49/2**
 Rotations: Heavy 7, Medium 18, Light 24, Total Adds 2, WFMS, KUYJ, Heavy, WQNA, WBOB, WTSV, KKYX, KVOC, KCCY, Medium, KMML, WSX, KRMD, WML, KTTS, WIL, KSON

SIGNIFICANT ACTION

- BILL MEDLEY "Women In Love" (RCA) 48/8**
 Rotations: Heavy 0, Medium 11, Light 29, Total Adds 9, KEAN, KMML, WEZL, WGTO, WTVY, WTL, KVOD, KUGN, KCCY
- MAC DAVIS "I Never Made Love..." (MCA) 38/9**
 Rotations: Heavy 0, Medium 10, Light 28, Total Adds 9, KMML, WTVY, WCKR, WLWI, WTSO, KEBC, KTRP, KVOD, KOTM
- TOM T. HALL "A Bar With No Name" (Mercury/PolyGram) 34/18**
 Rotations: Heavy 0, Medium 5, Light 29, Total Adds 16 including WYAM, WPOR, WYII, WUSY, WGTO, WFNC, KMMT, WOV, KVOD, KMAK
- MICHAEL MARTIN MURPHY "Caroline In The Place" (EMI America) 33/32**
 Rotations: Heavy 1, Medium 5, Light 27, Total Adds 32 including WCAO, WSDO, WNYR, KASE, WKSJ, WCMS, WTOR, KXKY, KFDI, KOTM, KGA
- TRACY LYNDEN "Straight Lead Lady" (RCA) 27/4**
 Rotations: Heavy 3, Medium 23, Light 7, Total Adds 7, WPKR, KRRV, WYMI, WLWI, KKAL, KMAK, KQOB, Medium, KOIL, Light, WDXE, KKYX
- BILL ANDERSON "Pity Party" (Swanee) 24/2**
 Rotations: Heavy 0, Medium 5, Light 19, Total Adds 2, WRK, KTTS, Medium, KKYX, WTL, WOW, WTDQ, Light, WYVA, WYII, WAKI, KEBC
- BOITTE WEST "We Know Better Now" (Parade) 28/6**
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 6, KMML, WOKK, WTL, KEBC, WOW, KTTS, Medium, KKYX, Light, WLWI, KFDI, KKAL
- CARL JACKSON "Dixie Train" (Columbia) 18/16**
 Rotations: Heavy 0, Medium 2, Light 18, Total Adds 16 including WOKQ, WOKK, KKYX, WRK, WAIX, WOW, KTTS, KVOD, KUZZ, KGA
- MARVEL FELTS "It's Was Any Better" (Evergreen) 15/13**
 Rotations: Heavy 0, Medium 1, Light 14, Total Adds 13 including WKYQ, WYX, WYII, KMML, WDXE, WOW, KTTS, KTRP, KOIL, KSPD
- HOLLY DUNN "Playing For Keeps" (MTM) 15/11**
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 11, WYAM, WBGW, WYII, KRRV, WOKK, WLWI, KKYX, KBMR, KFQO, KRKT, KGO
- SOUTHERN PACIFIC "Someone's Gonna Love Me Tonight" (WB) 15/10**
 Rotations: Heavy 0, Medium 1, Light 14, Total Adds 10, WBGW, WDXE, WOKK, WLWI, WCMS, KRMD, WTOR, WOW, KTTS, KRSY
- RAY PRICE "She Won't Let Go" (Step One) 15/4**
 Rotations: Heavy 0, Medium 4, Light 11, Total Adds 4, WBGW, KRRV, KTTS, KRSY, Medium, KBMR, KSO, WOW, KFDI, Light, WYII, KVOD

- FORWARD & BOWDEN "Music Industry" (WB) 14/8**
 Rotations: Heavy 0, Medium 0, Light 14, Total Adds 6, WCMS, WAIX, KFQO, WOW, KRKT, KRWO, Light, WYAM, WBGW, KTTS, KTRP
- MARCO SMITH "All I Do Is Dream Of You" (Bermuda Dances) 13/6**
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 5, WTL, WOW, KVOD, KFDI, KRWO, Light, WYII, WLWI, WTDQ, KRSY, KSO
- MEL TILLIS "You Done Me Wrong" (RCA) 12/12**
 Rotations: Heavy 0, Medium 2, Light 10, Total Adds 12 including WTVY, WCKI, KXKY, KKAL, KUZZ, KMAK, KRWO, KOIL, KRSY, KSPD
- KENDALLS "If You Break My Heart" (Mercury/PolyGram) 12/11**
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 11, WBGW, WSDO, WGTO, WDXE, KSO, WCKI, KRKT, KRWO, KOIL, KRSY, KSPD
- FREDDY POWERS "My San Antonio Rose" (MCA) 12/7**
 Rotations: Heavy 0, Medium 2, Light 10, Total Adds 7, KLT-FM, KFQO, WCUZ, KVOD, KRSY, KOTM, KSON, Medium, KFDI, KRSY
- JIM COLLINS "You Can Always Say Goodbye In..." (White Gold) 12/4**
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 4, WYII, KRRV, WFNC, WAIX, Medium, KKYX, Light, KMML, WGTO, WDXE, WJJO, KRKT
- CHARLESTON EXPRESS "Leaving" (Soundwaves) 11/3**
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 3, WYII, KTTS, KSPD, Light, WEZL, WFNC, WLWI, KKYX, KRMD, KFQO, KRSY
- ALLEN FRIZZELL "It'll Be Love By Morning" (Epic) 11/1**
 Rotations: Heavy 0, Medium 3, Light 8, Total Adds 1, WRIX, Medium, KKYX, KBMR, WOW, Light, KRRV, WQYK, KFQO, KVOD, KRKT, KUZZ, KRWO
- RESTLESS HEART "I Want Everyone To Cry" (RCA) 10/10**
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 10, WGTO, KYXK, WOKK, KBMR, WCKI, KIOV, WJJO, KUZZ, KRWO, WOW, KVOD
- SANDY CROFT "Piece Of My Heart" (Capitol) 10/8**
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 8, WYAM, WDXE, KRMD, WCKI, KFQO, WOW, KVOD, KGA, Light, WQBE, KRWO
- ROSANNE CASH "I Don't Know Why You Don't Want Me" (Columbia) 10/7**
 Rotations: Heavy 0, Medium 3, Light 7, Total Adds 7, WPKR, WCMS, KKYX, WRK, KFQO, KVOD, KGA, Medium, KSPD, Light, WDXE
- JOHN FOGERTY "Centerfield" (WB) 9/5**
 Rotations: Heavy 1, Medium 1, Light 7, Total Adds 5, WOKQ, WDSY, WCMS, KRMD, KCCY, Heavy, KCKC, Light, WSDO, KRWO
- KATHY TWITTY "That's What Your Lovin' Does" (Parade) 9/1**
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, KRRV, Medium, KRMD, Light, WYII, WDXE, WLWI, KVOD, KSPD

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	Don't Call Him A Cowboy
ENMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally Rose
BUDDY EMMONS/Steel Guitar Rag (Step One)	Swingin' 40's - 80's
CRYSTAL GAYLE/Touch And Go (WB)	Nobody Wants To Be Alone
SHELLY WEST/It'll Dance The Two-Step (Viva)	Don't Make Me Wait On...
ALABAMA/Can't Keep A Good Man Down (RCA)	40 Hour Week
KENNY ROGERS/A Little More Love (Columbia)	We Are The World
OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	Step On Out
JUDDS/Bye Bye Baby Blues (RCA/Curb)	Why Not Me?
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever...
HANK WILLIAMS, JR./This Ain't Dallas (WB/Curb)	Five-0
OAK RIDGE BOYS/Step On Out (MCA)	Step On Out
OAK RIDGE BOYS/Love Is Everywhere (MCA)	Step On Out

BREAKER, BREAKER... Double Your Listeners' Pleasure With These Two Great Singles

**Waylon,
Willie,
Cash
& Kris**



Highwayman
38-04881

Produced by Chips Moman

- The most exciting record of the year
- Audience response is positive coast-to-coast
- Video will make its world premiere on VH-1 on 5/27

R&R **BREAKERS** 42

BB 42 CB 52

**Janie
Fricke**

**"She's
Single
Again"**
38-04896



Produced by Bob Montgomery

R&R **BREAKERS** 43 BB 51 CB 54

- This uptempo record sounds great on the radio
- It's sure to be another chart-topper for Janie
- Video now available

These
BREAKERS
have been
brought
to you by
Columbia
Records

132 Current Reports
 The following stations reported no add or changes in their lineups this week. The following stations failed to report their lineups this week.

WOL/Carolina
WTRN/TN
KOV/NC

WTCN/Florida
KLEZ/Kansas City
3WS/Pittsburgh
KIRM/San Diego

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A/C ADDS & HOTS

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142 Reporters
133 Current Reports
The following stations reports no adds or changes in rotation this week.

WCL/Carbondale
WTK/Peoria
KOV/Phoenix

The following stations failed report this week and their playlists were frozen.

WTC/Hartford
KLBT/Kansas City
KEEZ/Medford
67A/Miami
3WS/Pittsburgh
KIFM/San Diego

AOR TRACKS

153 REPORTS

Three Weeks	Two Weeks	LAST WEEK	REPORTS	ARTIST/ALBUM	Total	Hot	Medium	Total Adds
—	6	1	153	ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	144	101	42	10
15	5	3	15	EURHYTHMICS/Would I Lie To You? (RCA)	141	110	30	2
7	2	1	3	BRUCE SPRINGSTEEN/Trapped (Columbia)	129	104	25	0
12	7	4	4	MICK JAGGER/Lucky In Love (Columbia)	127	100	27	1
—	24	10	5	JOHN CAFFERTY & THE BEAVER.../Tough All Over (Scotti Bros./CBS)	138	68	70	3
1	1	2	6	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/Pg)	119	101	18	0
28	19	8	7	PHIL COLLINS/Sussudio (Atlantic)	111	93	17	4
6	3	5	8	TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	120	82	38	0
—	58	9	9	SUPERTRAMP/Cannonball (A&M)	134	38	83	92
14	12	7	10	JULIAN LENNON/Say You're Wrong (Atlantic)	114	64	50	1
9	9	11	11	HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	106	59	46	2
22	16	16	12	GLENN FREY/Smuggler's Blues (MCA)	95	62	31	5
5	8	12	13	JOHN FOGERTY/Centerfield (WB)	93	60	32	3
36	33	24	14	'TIL TUESDAY/Voices Carry (Epic)	111	39	71	8
37	21	20	15	JOE WALSH/The Confessor (Full Moon/WB)	113	29	84	3
7	10	9	16	DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	97	58	39	0
DEBUT	17	18	17	NIGHT RANGER/Sentimental Street (MCA)	119	16	81	118
34	30	22	18	KIM MITCHELL/Go For Soda (Bronze/Island)	109	28	79	5
21	17	16	19	HOWARD JONES/Things Can Only Get Better (Elektra)	97	49	47	2
57	34	28	20	HOOTERS/All You Zombies (Columbia)	106	19	84	10
16	14	21	21	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	93	51	42	0
10	13	15	22	PHIL COLLINS/Inside Out (Atlantic)	83	53	30	1
47	38	31	23	GRAHAM PARKER & THE SHOT/Wake Up (Next To You) (Elektra)	101	24	74	19
6	11	17	24	FIRM/Satisfaction Guaranteed (Atlantic)	82	43	39	0
29	27	26	25	POWER STATION/Get It On (Bang A Gong) (Capitol)	92	37	55	5
23	23	23	26	DOKKEN/Alone Again (Elektra)	88	31	56	3
31	26	25	27	ALAN PARSONS PROJECT/Days Are Numbers (Arista)	97	19	74	5
18	16	19	28	SLADE/Little Sheila (CBS Associated)	90	15	75	0
—	44	25	29	VAN-ZANT/You've Got To Believe In Love (Network/Geffen)	93	14	72	30
36	31	30	30	BON JOVI/Only Lonely (Mercury/Pg)	86	12	73	2
41	36	33	31	ERIC CLAPTON/See What Love Can Do (WB)	79	28	51	8
58	41	34	32	PRINCE/Raspberry Beret (WB)	78	34	44	1
35	32	29	33	BRYAN ADAMS/Heaven (A&M)	67	38	29	2
48	37	35	34	LONE JUSTICE/Ways To Be Wicked (Geffen)	85	12	71	10
—	53	35	35	BRUCE SPRINGSTEEN/Glory Days (Columbia)	67	34	30	28
—	54	37	36	WILLIE & THE POOR BOYS/Baby Please Don't Go (Ripple/Passport)	82	8	69	11
4	6	21	37	SIMPLE MINDS/Don't You (Forget About Me) (A&M)	62	37	25	0
—	42	39	38	PAUL YOUNG/Everytime You Go Away (Columbia)	80	24	54	11
3	4	13	39	TOM PETTY & THE HEARTBREAKERS/Don't Come Around Here... (MCA)	56	43	13	0
—	60	47	40	TEARS FOR FEARS/Shout (Mercury/Pg)	65	30	34	24
19	22	32	41	ERIC CLAPTON/She's Waiting (WB)	53	31	22	0
—	50	42	42	PAUL HUYE & THE PAYOLAS/You're The Only Love (A&M)	72	4	60	19
53	46	40	43	MAMA'S BOYS/Needle In The Groove (Jive/Arista)	65	3	61	4
—	49	44	44	DURAN DURAN/A View To A Kill (Capitol)	66	17	48	8
—	59	45	45	GINO VANMELLI/Black Cars (HME/CBS)	66	7	57	5
13	15	27	46	REO SPEEDWAGON/One Lonely Night (Epic)	47	23	24	0
25	29	36	47	POWER STATION/Some Like It Hot (Capitol)	45	31	14	1
55	45	48	48	SURVIVOR/The Search Is Over (Scotti Bros./CBS)	52	17	34	3
43	42	39	49	TOM PETTY & THE HEARTBREAKERS/It Ain't Nothin' To Me (MCA)	43	20	23	0
—	55	52	50	SHOOTING STAR/Summer Sun (Geffen)	48	7	40	3
DEBUT	51	51	51	DON HENLEY/Not Enough Love In The World (Geffen)	51	11	34	48
30	39	44	52	PHIL COLLINS/Don't Lose My Number (Atlantic)	41	17	24	0
—	57	54	53	JOHN FOGERTY/Searchlight (WB)	45	15	29	8
DEBUT	54	54	54	DIRE STRAITS/Walk Of Life (WB)	46	6	33	38
DEBUT	55	55	55	JOE WALSH/Rosewood Bitters (Full Moon/WB)	39	15	21	13
17	20	36	56	FIONA/Talk To Me (Atlantic)	43	9	34	0
DEBUT	57	57	57	MEN AT WORK/Everything I Need (Columbia)	56	2	35	54
DEBUT	58	58	58	CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)	44	9	33	9
51	51	51	59	MEAT LOAF/(Give Me The Future With A) Modern Girl (RCA)	44	6	38	2
DEBUT	60	60	60	DIRE STRAITS/Money For Nothing (WB)	37	6	24	37

Total	Hot	Medium	Total Adds
144	101	42	10
141	110	30	2
129	104	25	0
127	100	27	1
138	68	70	3
119	101	18	0
111	93	17	4
120	82	38	0
134	38	83	92
114	64	50	1
106	59	46	2
95	62	31	5
93	60	32	3
111	39	71	8
113	29	84	3
97	58	39	0
119	16	81	118
109	28	79	5
97	49	47	2
106	19	84	10
93	51	42	0
83	53	30	1
101	24	74	19
82	43	39	0
92	37	55	5
88	31	56	3
97	19	74	5
90	15	75	0
93	14	72	30
86	12	73	2
79	28	51	8
78	34	44	1
67	38	29	2
85	12	71	10
67	34	30	28
82	8	69	11
62	37	25	0
80	24	54	11
56	43	13	0
65	30	34	24
53	31	22	0
72	4	60	19
65	3	61	4
66	17	48	8
66	7	57	5
47	23	24	0
45	31	14	1
52	17	34	3
43	20	23	0
48	7	40	3
51	11	34	48
41	17	24	0
45	15	29	8
46	6	33	38
39	15	21	13
43	9	34	0
56	2	35	54
44	9	33	9
44	6	38	2
37	6	24	37

BREAKERS

SUPERTRAMP Cannonball (A&M)

88% of our reporters on it. 134/92 including adds at: WIYY, WNEW, WMMR, KZEW, KL0L, WXRT, KSHE, KLOS, KMET, KGB. Moves 58-9 on the Tracks chart.

NIGHT RANGER Sentimental Street (MCA)

78% of our reporters on it. 119/118 including adds at: WBAB, DC101, KSRR, WSHE, WEBN, WRIF, KUPD, KGB. Debuts at #17 on the Tracks chart.

VAN-ZANT

You've Got To Believe In Love (Network/Geffen)

61% of our reporters on it. 93/30 including adds at: KTXQ, WNOR, WQFM, KSHE, KOME, WAPL, WIBA, KATT. Moves 44-29 on the Tracks chart.

LONE JUSTICE

Ways To Be Wicked (Geffen)

56% of our reporters on it. 85/10 including adds at: KZEW, KOME, WCMF, WOUR, WKQQ, WOOS. Moves 35-34 on the Tracks chart.

WILLIE & THE POOR BOYS

Baby Please Don't Go (Ripple/Passport)

54% of our reporters on it. 82/11 including adds at: Q107, KGB, KROR, WSKS, KKDJ, WGIR. Moves 37-36 on the Tracks chart.

PAUL YOUNG

Everytime You Go Away (Columbia)

52% of our reporters on it. 80/11 including adds at: WMMR, WQVE, WHJY, WLAV, KPOI, KZOK. Moves 42-38 on the Tracks chart.

ERIC CLAPTON

See What Love Can Do (WB)

52% of our reporters on it. 79/8 including adds at: DC101, WRIF, WAAF, WFVY, WOOS, KTYD. Moves 33-31 on the Tracks chart.

PRINCE

Raspberry Beret (WB)

51% of our reporters on it. 78/1 including adds at: KKDJ. Moves 34-32 on the Tracks chart.

NEW & ACTIVE

- ✓ **BEACH BOYS "Getcha Back" (Caribou/CBS) 39/30 (0/0)**
Adds include WNEW, WYNY, KMET, KFOG, WAQY, WRDU, KEZE. Hots: 0 Mediums: 21 include WIYY, WMMR, WSHE, WNOR, WZZO, WEZK, WYFY, WOOS, KZEL.
- ✓ **RED 7 "Heartbeat" (MCA) 36/3 (37/8)**
Adds: KZEW, KSRR, WYNY. Hots: 3 WYNY, KQAK, KFMY. Mediums: 32 include DC101, WSHE, WNOR, WQFM, KROQ, KZAP, KFOG, KROR, KGB.
- ✓ **BOOMTOWN RAIN "Rain" (Columbia) 33/1 (32/7)**
Adds: WSHE. Hots: 3 91X, KSPN, KRQJ. Mediums: 29 include WBCN, WBAB, WHJY, WXRT, KBCC, KROQ, KFOG, KOME, WEZK, WAQY.
- ✓ **HELIX "Deep Cuts The Knife" (Capitol) 29/29 (0/0)**
Adds include WYNY, WAQY, WAPL, WAPL, KLO, KRQJ. Hots: 0 Mediums: 19 include KZEW, WNOR, WYNY, WQFM, KOME, WYNY, KISS, WTLF, KATT.
- ✓ **DIRE STRAITS "So Far Away" (WB) 27/20 (8/4)**
Adds include WQVE, WNOR, WLUP, KLOS, WWCZ, KLO, KEZE. Hots: 7 KZEW, WXRT, KBCC, KAZY, KINF, KFOG, KILBU. Mediums: 17 include WBAB, WNEW, KISW.
- ✓ **BELOUIS SOME "Imagination" (Capitol) 26/2 (25/4)**
Adds: GULM, KSPN. Hots: 4 KBCC, KQAK, WLJR, WCPZ. Mediums: 20 include WQVE, WHJY, WXRT, WLVO, KRQJ, WAQY, WOUR, WIMZ.
- ✓ **CHINA CRISIS "The Highest High" (WB) 24/3 (25/15)**
Adds: WRDN, WEZK, WRK1. Hots: 5 WLJR, CHEZ, KTGZ, WZLN, KSPN. Mediums: 18 include WBAB, WQVE, WXRT, WQFM, KROQ, WAQY, WQJZ, WLAV, KKDJ.
- ✓ **GEORGE THOROGOOD... "While And The Hand Jive" (EMI America) 21/12 (8/3)**
Adds include KBCC, KUPD, 91X, WHFS, WOUR, WOOS, KEZO. Hots: 1 WBSW. Mediums: 16 include WMMR, WXRT, WBA, WOT, KLO.
- ✓ **TOM PETTY & THE HEARTBREAKERS "Make It Better..." (MCA) 21/10 (10/3)**
Adds include WYNY, WEZK, KEZE, WRK1, KWH4. Hots: 8 include KZEW, KAZY, KLO, KPOI, WCPZ, KSPN, KQAK. Mediums: 13 include WBAB, WNOR, WGR, WYNY, KQZZ.
- ✓ **WILLIE & THE POOR BOYS "These Arms Of Mine" (Ripple/Passport) 17/3 (18/5)**
Adds: KFOG, WCMF, WYNY. Hots: 3 KMET, WDMA, WCCC. Mediums: 13 include WMMR, DC101, WYNY, WQZ, KZEL, KEZE.
- ✓ **FIONA "Hang Your Heart On Me" (Atlantic) 18/6 (11/5)**
Adds include WSHE, KZAP, WRDN, KLO. Hots: 4 include WHJY, WYNY, KTYD. Mediums: 12 include WBCN, WBAB, WQFM, KGB, WYNY.
- ✓ **JASON & THE SCORCHERS "She's A Rebel" (EMI America) 15/8 (8/5)**
Adds include KBCC, WHFS, WBA, WAQX. Hots: 2 WQFM, WYNY. Mediums: 8 include WMMR, WXRT, WKDF.
- ✓ **UZ "The Three Sorceress" (Impact) 15/4 (11/6)**
Adds: WNOR, KBCC, KLOS, WAQX. Hots: 2 CHOM, WLJR. Mediums: 12 include WBAB, KZEW, WXRT, KROQ.
- ✓ **GRAHAM PARKER & THE SHOT "Break Them Down" (Elektra) 14/1 (12/0)**
Adds: KZAM. Hots: 8 include KROQ, 91X, KQAK. Mediums: 5 include KZEL, KTYD.
- ✓ **JOHN PARR "Love Grammar" (Atlantic) 13/8 (5/2)**
Adds include KGB, WEZK, WAQY. Hots: 0 Mediums: 9 include WNEW, WYNY, WRIF, KSHE.

MOST ADDED

- NIGHT RANGER (118)
- Sentimental Street (MCA)
- SUPERTRAMP (82)
- Cannonball (A&M)
- MEN AT WORK (54)
- Everything I Need (Columbia)
- DON HENLEY (48)
- Not Enough Love In The World (Geffen)
- BEACH BOYS (38)
- Getcha Back (Caribou/CBS)

HOTTEST

- EURHYTHMICS (110)
- Would I Lie To You? (RCA)
- BRUCE SPRINGSTEEN (104)
- Trapped (Columbia)
- TEARS FOR FEARS (101)
- Everybody Wants To Rule... (Mercury/Pg)
- ROBERT PLANT (101)
- Little By Little (Es Paranza/Atlantic)
- MICK JAGGER (100)
- Lucky In Love (Columbia)

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

1985 Weeks	Year Weeks	Last Weeks	Album	Label	Total Reports	Hot Rotation	Medium Rotation	Total Add. All Rotations
2	4	2	PHIL COLLINS /No Jacket Required (Atlantic)		144	127+	17-	0-
4	3	3	USA FOR AFRICA /We Are The World (Columbia)		143	112-	31+	0=
1	1	3	TOM PETTY & THE HEARTBREAKERS /Southern Accents (MCA)		144	109-	35+	1+
-	11	6	EURYTHMICS /Be Yourself Tonight (RCA)		145	111+	33-	3-
3	2	4	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)		137	110-	27+	0=
8	5	5	MICK JAGGER /She's The Boss (Columbia)		137	106-	31-	1-
DEBUT	7	7	JOHN CAFFERTY & THE BEAVER .../Tough All Over (Scotti Bros./CBS)		138	70	68	3
9	8	8	DON HENLEY /Building The Perfect Beast (Geffen)		124	71-	50+	10+
DEBUT	9	9	SUPERTRAMP /Brother Where You Bound (A&M)		135	41	81	93
5	7	10	ERIC CLAPTON /Behind The Sun (WB)		121	60-	61+	1-
12	12	11	JULIAN LENNON /Valotte (Atlantic)		115	64+	51-	1-
7	6	9	JOHN FOGERTY /Centerfield (WB)		112	67-	45+	3+
-	21	14	JOE WALSH /The Confessor (Full Moon/WB)		126	34+	91-	2-
11	13	14	POWER STATION /The Power Station (Capitol)		109	55-	54+	2+
22	19	16	GLENN FREY /The Allnighter (MCA)		96	62+	32-	5+
31	28	23	TIL TUESDAY /Voices Carry (Epic)		112	39+	72-	8-
28	26	25	GRAHAM PARKER & THE SHOT /Steady Nerves (Elektra)		115	28+	84+	18+
10	10	12	FIRM /Firm (Atlantic)		92	50-	42-	1=
27	25	20	KIM MITCHELL /Akimbo Alogo (Bronze/Island)		110	28+	80-	5=
15	14	20	KATRINA & THE WAVES /Katrina & The Waves (Capitol)		98	53+	45-	0-
19	18	16	HOWARD JONES /Dream Into Action (Elektra)		99	50+	47-	2-
-	28	28	HOOTERS /Nervous Night (Columbia)		107	19+	85+	10-
18	20	19	BRYAN ADAMS /Reckless (A&M)		84	45+	39-	4-
24	23	24	ALAN PARSONS PROJECT /Vulture Culture (Arista)		102	20+	78-	5-
14	15	22	VAN-ZANT /Van-Zant (Network/Geffen)		101	19-	76+	14+
25	24	26	DOKKEN /Tooth And Nail (Elektra)		88	31+	56-	3-
29	27	27	BON JOVI /7800 Fahrenheit (Mercury/PG)		93	13+	79-	2-
35	29	29	PRINCE /Around The World In A Day (WB)		87	38+	49-	1-
-	40	31	WILLIE & THE POOR BOYS /Willie & The Poor Boys (Ripple/Passport)		94	10+	79+	12-
39	39	34	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)		75	39+	33=	24+
6	9	15	BREAKFAST CLUB /Soundtrack (A&M)		72	39-	33-	0=
38	31	30	LONE JUSTICE /Lone Justice (Geffen)		89	12=	74+	10+
DEBUT	35	35	DIRE STRAITS /Brothers In Arms (WB)		91	13	65	77
-	35	34	PAUL YOUNG /The Secret Of Association (Columbia)		84	25+	54+	13-
17	17	17	SLADE /Rogues Gallery (CBS Associated)		90	15-	75-	0-
DEBUT	36	36	PAUL HYDE & THE PAYOLAS /Here's The World For Ya (A&M)		75	5	62	21
13	16	37	RED SPEEDWAGON /Wheels Are Turnin' (Epic)		56	23-	31=	5+
-	38	38	MAMA'S BOYS /Power And Passion (Jive/Arista)		66	3+	62+	4-
DEBUT	38	38	GINO VANNELLI /Black Cars (HME/CBS)		67	8	57	5
33	33	48	SURVIVOR /Vital Signs (Scotti Bros./CBS)		56	18-	37-	3-

New Order



© 1985 Qwest Records

"Perfect Kiss"

From The Album Low Life

BREAKERS.

JOHN CAFFERTY & THE BEAVER BROWN BAND Tough All Over (Scotti Bros./CBS)

80% of our reporters on it. 138/3 with adds at: Q107, KLOL, KLOS. Debuts at #7 on the Albums chart.

SUPERTRAMP Brother Where You Bound (A&M)

88% of our reporters on it. 135/53 including adds at: WNEW, WMMR, KZEW, KSRR, WXRT, KSHE, KMET, KGB. Debuts at #9 on the Albums chart.

DIRE STRAITS Brothers In Arms (WB)

59% of our reporters on it. 91/77 including adds at: WOVE, WHJY, KLOL, WNOR, WLVO, WNOR, WLVO, KYYS, KFOG, KOMA. Debuts at #33 on the Albums chart.

PAUL YOUNG The Secret Of Association (Columbia)

55% of our reporters on it. 84/13 including adds at: WMMR, WOVE, 91X, WLAV, KPOL, WGIR, WWWV, WRUF. Moves 35-34 on the Albums chart.

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.

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.

E/P/A--Always On Target



REO SPEEDWAGON "Gotta Feel More"

Three HIT SINGLES — three AOR BREAKERS — over TWO MILLION albums sold and destined for MORE, with the new 12" rock remix by Terry Manning

Instant Action At:

WEBN KUPD WCCC KISS KILO
WLVQ KGB WKQQ KFMG And More



BEACH BOYS "Getcha Back"

The first hit track from their upcoming album

Produced By Steve Levine

Early Rock Believers:

WIYY WSHE KAZY
WNEW WNOR KMET
WMMR WYNF KFOG

And More

#1 NEW & ACTIVE

AOR Most Added



CYNDI LAUPER "The Goonies 'R' Good Enough"

The first hit from the "Goonies" soundtrack

Already On:

WBCN WNEW KROQ
WBAB WSHE KDKB

And More

AOR Tracks Debut 58



KING "Love & Pride"

From "Steps In Time"

ALREADY TOP FIVE IN ENGLAND!

Proudly On The Air At:

KBCO WDHA CHEZ WIZN KUFO KSPN
KQAK WLIR WQBK WWWV WZZQ KRQU



JOE LAMONT "Secrets You Keep"

Won't be a secret for long, to straight-ahead rockers!



GREAT NEW ROCK 'N' ROLL!

WITH
 BILL WYMAN • CHARLIE WATTS
 JIMMY PAGE • PAUL RODGERS
 ANDY FAIRWEATHER LOW
 KENNEY JONES • AND FRIENDS



PHOT

**Double
 BREAK
 BREAKERS**

Willie and the Poor Boys

AOR Albums: 29

Featuring
 "Baby Please
 Don't Go"

AOR Tracks: 36

Also Featuring
 "These Arms
 Of Mine"

NEW & ACTIVE

Produced by Bill Wyman



MARKETED BY JEM RECORDS INC., S. PLAINFIELD, NJ 07060

78/R&R FRIDAY, MAY 17, 1985

AOR ALBUMS

MOST ADDED

SUPERTRAMP (83)
 Brother Where You Bound (A&M)
DIRE STRAITS (77)
 Brothers In Arms (WB)
BRUCE SPRINGSTEEN (24)
 Born In The U.S.A. (Columbia)
PAUL NYDÉ & THE PAYOLAS (21)
 Here's The World For Ya (A&M)
GRAMAM PARKER & THE SHOT (18)
 Steady Nerves (Elektra)

HOTTEST

PHIL COLLINS (127)
 No Jacket Required (Atlantic)
USA FOR AFRICA (112)
 We Are The World (Columbia)
EURYTHMICS (111)
 Be Yourself Tonight (RCA)
TEARS FOR FEARS (110)
 Songs From The Big Chair (Mercury/PG)
TOM PETTY & THE HEARTBREAKERS (109)
 Southern Accents (MCA)

NEW & ACTIVE

SHOOTING STAR/Shot Scream (Geffen) 82/2 (83/3)

Adds: WPLR, WWWV. Hots: 9 KLOL, KSRR, KYYS, WQFM, KSJO, WYSP, WSKS, KILO, KRQU. Mediums: 42 include WHJY, WNOR, WEBN, WRIF, KZAP, KGB.

MEAT LOAF/Bad Attitude (RCA) 47/2 (83/4)

Adds: 91X, KOWB. Hots: 6 WBCN, WDHA, WAAF, WOOS, WBSW, KRQU. Mediums: 41 include WMMR, KZEW, WNOR, WQFM, KSHE, KBPI, KMET, WAQY.

RED 7/Red 7 (MCA) 40/3 (42/7)

Adds: KZEW, KSRR, WWWV. Hots: 3 WRIF, KOAK, KFMF. Mediums: 35 include DC101, WSHE, WQFM, KBCO, KROQ, KFOG, KROR, KOMI.

CHINA CRISIS/Facet The Imperfection (WB) 36/4 (33/14)

Adds: WSHE, WRCN, WEZX, WRKI. Hots: 6 WLIR, CHEZ, KTCZ, KEZX, WIZN, KSPN. Mediums: 29 include WBAB, WDVE, WXRT, WQFM, KINK, WDIZ, KKDJ.

BOONTOWN RATS/In The Long Grass (Columbia) 35/1 (33/7)

Adds: WSHE. Hots: 3 91X, KSPN, KRQU. Mediums: 31 include WBCN, WHJY, WXRT, KBCO, KROQ, KFOG, KOMI, WEZX.

GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America) 34/0 (32/1)

Adds: KUPD, 91X, WYSP, WOUR, WOOS, WXKE, KEZO, WZZQ, KVRE. Hots: 5 WQFM, KMET, KGB, WBSW, KMBY. Mediums: 26 include WMMR, WXRT, WLVO, KBCO, KLOS, KILO.

JASON & THE SCORCHERS/Last And Found (EMI America) 33/0 (42/2)

Adds: KBCO, WIBA, WIZN, KRQU, KCGI, KVRE. Hots: 4 WQFM, 91X, WYSP, KFMX. Mediums: 24 include WMMR, WRIF, KISW, WAAF, WKDF, WDIZ, KILO.

ABORTION/Abortion (Mercury/PolyGram) 28/5 (28/2)

Adds: KOAK, WHEB, WRDU, WIZN, WWWV. Hots: 6 WROR, KMJX, WQMF, WSKS, K97, KFMF. Mediums: 17 include WBCN, WSHE, WYFN, KROR, 91X, WKLC, WWCX.

BELOUS SOME/Imagination (Capitol) 25/2 (25/4)

Adds: CHUM, KSPN. Hots: 4 KBCO, KOAK, WLIR, WCPZ. Mediums: 20 include WDVE, WHJY, WXRT, WLVO, KROQ, WAQY, WOUR, WIMZ.

GREG KINN/Clison Kin (EMI America) 17/0 (13/8)

Adds: WLVO, WHEB, WIZN, WRUF, WBSW, KRQU. Hots: 0. Mediums: 13 include WBCN, KROQ, KOAK, KOMI, CHEZ, KFMF, KZAM.

U2/Unforgettable Fire EP (Import) 17/4 (14/6)

Adds: WNOR, KBCO, KLOS, WAQX. Hots: 4 CHOM, Q107, KAZY, WLIR. Mediums: 12 include WBAB, KZEW, KROQ, 91X, KOAK, WCCC.

JOHN PARR/John Parr (Atlantic) 15/0 (16/2)

Adds: KGB, WYSP, WEZX, WAQY, WRUF, WHMD, WZEW, KWHL. Hots: 0. Mediums: 11 include WBCN, WNEW, WYFN, WRIF, KSHE.

KING/Steps In Time (Epic) 14/5 (11/8)

Adds: WDHA, CHEZ, WWWV, KUFO, WZZQ. Hots: 3 WLIR, KRQU, KCGI. Mediums: 7 include KBCO, KROQ, KOAK, WQOK.

VITAMIN Z/Planes Of Passage (Geffen) 12/3 (8/5)

Adds: WSHE, 91X, KVRE. Hots: 3 WLIR, KTCZ, KRQU. Mediums: 8 include KBCO, KINK, WHFS, WBSW, KZAM.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's Most Added.

TRACKS — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

MIDWEST

MOST ADDED **HOTTEST**
Night Ranger **Bryan Adams**
Booth Boys **Harold Faltermeyer**
Simple Minds

CHRITS & HOT'S

WEST

MOST ADDED **HOTTEST**
Night Ranger **Teens For Tears**
Booth Boys **Harold Faltermeyer**
Supertramp **Simple Minds**
Max At Work

MIDWEST

PARALLEL TWO

WZZM-Albion, MI
Most Popular
WZZM10
WZZM11
WZZM12
WZZM13
WZZM14
WZZM15
WZZM16
WZZM17
WZZM18
WZZM19
WZZM20
WZZM21
WZZM22
WZZM23
WZZM24
WZZM25
WZZM26
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CONTEMPORARY HIT RADIO

CHART EXTRAS

Chart Extras are records above the 50% airplay level without sufficient chart activity to debut on the National Airplay-40 this week.

KIM CARNES

Crazy In The Night (Barking At Airplanes) (EMI America)
70% of our reporters on it. Moves: Up 39, Debuts 55, Same 55, Down 0, Adds 29 including B104, K106, WHTX, PRO-FM, B96, KHTR, KWK. Complete airplay in Paralels.

BREAKERS

PAUL YOUNG

Everytime You Go Away (Columbia)
64% of our reporters on it. Moves: Up 20, Debuts 44, Same 47, Down 0, Adds 52 including WHTT, WAVA, KAFM, B96, WLS-FM, KZZP, KWSS. Complete airplay in Paralels.

NEW & ACTIVE

- ✓ **WHITNEY HOUSTON "You Give Good Love" (Arista) 145/56**
Moves: Up 17, Debuts 39, Same 33, Down 0, Adds 56 including WKDS-FM, WNY5, WFLJ, Z100, Q107, Y100, WNNZ, Q102, WOGL, Q103, KRKZ, KITS, K100 24-18, KMEI, 38-30, 92KTU 28-19
- ✓ **GRAMMI PARKER "Wash Up (Next To You)" (Epic) 131/22**
Moves: Up 28, Debuts 27, Same 54, Down 0, Adds 22 including 98.7, WHTY, KMB, KUBE, R104, WTLQ, WRNO, KAY107, KLLC, KNBO, WFBO, Q101, WAVA d-30, KKAZ 32-25, WOPD 34-29
- ✓ **NIGHT RANGER "Sentimental Street" (MCA) 128/128**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 128 including WNY5, PRO-FM, B40, Z93, KEOL, Q105, WOGL, 92X, WHCI, KBEQ, KOPA, KWOD, KMEI, KPLUS
- ✓ **BEACH BOYS "Sishe Boom" (Caribou/CBS) 108/108**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 108 including WCAU-FM, B94, WHTX, WAVA, B40, Z93, Y100, WNNZ, Q105, 92X, WCZY, KMLK, KS103, KMEI
- ✓ **ROBERT PLANT "Little By Little" (Epic Parana/Atlantic) 102/46**
Moves: Up 2, Debuts 10, Same 44, Down 0, Adds 48 including CKOI, WCAU-FM, Z93, WOGL, 92X, Z239, KHTR, KKAZ, KDLB, WQKZ, KAY107, KOMO, WKH, WQDQ 35-32, WHPD d-30
- ✓ **SUPERTRAMP "Caneboob" (A&M) 84/81**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 81 including CKOI, CHUM, B40, Z93, WKT, KMLK, WYFM, WKZF-FM, KX106, KX104, Z104, KQMG, KISN, KTDY, KQZE
- ✓ **MADONNA "Into The Groove" (Sire/WB) 82/29**
Moves: Up 18, Debuts 9, Same 9, Down 1, Adds 20 including KTKS, Q102, WHCI, KDWB-FM, KUBE, WTC-FM, WLAN-FM, WNOX, FM, WJRS, WJZZ, WZCQ, KLLC, B94 19-6, KAFM 30-6, 99.1 11-7, KIS-FM 1-1
- ✓ **GINO VANNELLI "Black Cars" (NME/CBS) 80/15**
Moves: Up 18, Debuts 10, Same 39, Down 0, Adds 18 including WKZF-FM, WCAU-FM, KEOL, WNNZ, KITE, KX104, WKZL, KXK, KDON-FM, WPFM, WBNO, WBYW, 98.9K, CHUM 12-8, KMEI, 32-26
- ✓ **AIR SUPPLY "Just As I Am" (Arista) 78/76**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 76 including B104, WNY5, WHTX, PRO-FM, CHUM, B40, Z93, B97, KBEQ, KOPA, 98.9K, WAFM, W107, KDFM-FM, Q100, KIS-FM
- ✓ **MEN AT WORK "Everything I Need" (Columbia) 78/78**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 78 including CKOI, WHTX, PRO-FM, KEOL, WCZY, KIS-FM, KS103, KMEI, KPLUS, WRCK, WFAI, KIK, KZZU, WKZ
- ✓ **DOKKEN "Alone Again" (Epic) 78/12**
Moves: Up 18, Debuts 9, Same 31, Down 0, Adds 12, WCAU-FM, KEOL, KPLUS, KWIC, WKAU, KKFM, KSNB, Q104, KNOE-FM, WPFM, KFMW, KKAZ, WJZ 22-19, WJZR 34-28, KX104 33-27
- ✓ **COMMOODORES "Animal Instinct" (Motown) 87/87**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 87 including WKZF-FM, CKOI, B40, Z93, WNNZ, WHTY, KMEI, WYFR, 93Q, WFAI, WZPL, WHOT, KPDP, OK100, KDVV
- ✓ **NEW EDITION "Lost In Love" (MCA) 86/1**
Moves: Up 38, Debuts 0, Same 1, Down 14, Adds 1, KZFM, WHTY 28-23, WKZF-FM 13-10, PRO-FM 36-32, Q107 2, -19, WHTY 12-11, KWOD 30-27, KITS 28-29, KSET-FM 3-2, WABE-FM 25-18, WNY-FM 3-1, WOCM 10-8, Q104 15-5, WFLR 7-3, WCLF-FM 4-4
- ✓ **BON JOVI "Only Lonely" (Mercury/PolyGram) 82/2**
Moves: Up 19, Debuts 4, Same 37, Down 0, Adds 2, PRO-FM, WJZR, WCAU-FM 31-24, WOGL 34-32, KWK 17-14, WKRF, FM 35-29, WTLQ 30-28, WZLD d-38, WOKI 32-29, KX104 34-29, WRNO 29-27, WKZ 38-33, WKH 38-38, WSOV 34-32, WAZY-FM d-40
- ✓ **AMY GRANT "Find A Way" (A&M) 80/29**
Moves: Up 1, Debuts 6, Same 22, Down 0, Adds 29 including WCAU-FM, K40, KTKS, KMIN, Q103, WOUT, WSEZ, KEYN, FM, KKFM, KORB, KDON-FM, OK100, Z93 d-29, WKDD 40-35, Z102 d-40
- ✓ **LOVE JUSTICE "Ways To Be Weird" (Capitol) 87/7**
Moves: Up 3, Debuts 8, Same 41, Down 0, Adds 7, WHTY, WNNZ, KX106, KKRD, WKSF, KQCR, KBM, KBEQ 34-31, KMEI, d-37, WZLD d-38, KX104 38-34, WFAI, d-36, KLLC d-38, WOCM d-40, KIST d-40
- ✓ **PAUL NYDE & THE PYGALS "You're The Only Love" (A&M) 78/13**
Moves: Up 1, Debuts 4, Same 38, Down 0, Adds 13 including WKZF-FM, CKOI, WJZR, KZIO, WYFR, WGT, WDAY, Q101, WYBC, KQCR, Y104, 98.9K, CHUM 30-28, KX104 d-38, OK38 d-38
- ✓ **SHARON "Do You Wanna Get Away" (Mirage/Atco) 83/0**
Moves: Up 29, Debuts 5, Same 21, Down 2, Adds 0, WKZF-FM d-34 185 3-2, Y100 7-3, KOPA 23-21, KMEI 20-17, Q104 30-29, 92KTU 30-21, WSK 38-33, WTLQ d-38, WJZR 31-29, Z93 d-34, KMEZ 27-22, WYK5 27-23, WOLF 30-34, WHL 28-27
- ✓ **JOHN FODERTY "Centerfold" (WB) 82/37**
Moves: Up 8, Debuts 2, Same 7, Down 0, Adds 37 including WLS WOGL, WNCI, KWK, Q103, WYFR, WYFM, KRBE, KZIO, KISN, WFBQ, KISR, WCL, FM 33-28, OK100 38-29, 92KTU 30-28
- ✓ **MAJNEEN STEELE "Here The Right For Me" (Mercury) 82/1**
Moves: Up 6, Debuts 3, Same 42, Down 0, Adds 1, WHTY, WKZF-FM on, CKOI on, WCAU-FM d-38, WNNZ on, KMIN on, K104 34-29, WTLQ 38-32, WFB 38-36, OK100 38-25, 95KX 35-34, WSOV 38-33, WPFM d-40, WBWB on, KBM d-38

MOST ADDED

- NIGHT RANGER (128)**
Sentimental Street (MCA)
- BEACH BOYS (103)**
Getcha Back (Caribou/CBS)
- SUPERTRAMP (81)**
Cannonball (A&M)
- AIR SUPPLY (78)**
Just As I Am (Arista)
- MEN AT WORK (78)**
Everything I Need (Columbia)

HOTTEST

- SIMPLE MINDS (118)**
Don't You (Forget About Me) (A&M)
- TEARS FOR FEARS (116)**
Everybody Wants To Rule (Mercury/PG)
- HAROLD FALTERMEYER (113)**
Axel F (MCA)
- WHAMI (110)**
Everything She Wants (Columbia)
- BRYAN ADAMS (104)**
Heaven (A&M)

SIGNIFICANT ACTION

- ✓ **JEAN KNIGHT "My Toot Toot" (Mirage/Atco) 47/8**
Moves: Up 20, Debuts 4, Same 14, Down 0, Adds 9, 185, WTLQ, KSET-FM, WRVO, KITV, KTFM, Q104, WSPT, KTRS, WYVR, 17-10, WBSQ 9-3, WDAY 27-18, Z102 28-15, KIST 30-17
- ✓ **KENNY LOGGINS "Forever" (Columbia) 46/48**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 48 including WNY5, WCAU-FM, KEOL, WOGL, 92X, Q103, KIS-FM, K104, 98.9K, WSKS, WBCY, WKDD, WRQC, KF95, KIKK
- ✓ **DON MENLEY "Not Enough Love In The World" (Capitol) 46/44**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 44 including WKTI, KHTR, KOP, FM102, KC101, R104, Q92, WKFM, KHFI, KWIC, KX108, WBCY, WKDD, KLLC, KZZU
- ✓ **NATALIE COLE "Disappears" (Mercury/Atco) 41/0**
Moves: Up 7, Debuts 4, Same 30, Down 0, Adds 0, WKZF-FM on, CKOI on, B40 d-31, Z93 on, Y100 40-34, FM102 on, KMEI, 33-29, WJZR d-38, KSET-FM 40-37, KZIO 33-29, WOCM 36-33, KWES on-dp, T94 d-40, WTV d-40, Z102 35-32, KIST 34-25
- ✓ **FIRM "Satisfaction Guaranteed" (Atlantic) 39/0**
Moves: Up 9, Debuts 1, Same 29, Down 0, Adds 0, WCAU-FM on, KMIN on, Q103 on, KPLUS 40-38, WERZ on, WTLQ on, KX104 30-28, WRNO 34-33, WZPL 27-20, WJXQ 32-29, WRON on-dp, WOCM 34-32, WDBR 32-31, KDVV 28-27, KIST 33-28
- ✓ **ALEX BROWN "Come On Shout" (Mercury/PolyGram) 37/2**
Moves: Up 7, Debuts 3, Same 28, Down 0, Adds 2, WHTY, KMGX, WKZF-FM on, PRO-FM d-35, 965 on, Z239 d-34, FM102 on, WJZR 38-38, WOKI 30-34, FM103 31-29, KXFM 34-32, WSOV d-40, KHTR 37-29, KBM 31-25, KIST 34-27
- ✓ **MEHUOD "Hold Me" (RCA) 36/0**
Moves: Up 10, Debuts 2, Same 14, Down 0, Adds 9, 93FM, WNNZ, FM102, 92KTU, WNOX, FM, KNBO, KHVT, WYFM, KQDD, Z100 28-22, WTLQ 29-23, WJZR 38-32, KAMZ 30-27, KRGV 28-21, KTFM 25-21
- ✓ **BRUCE SPRINGSTEEN "Trapped" (Columbia) 32/1**
Moves: Up 18, Debuts 1, Same 10, Down 2, Adds 1, KWES, WKXS-FM 27-25, 988 28-32, WHCI 12-7, KWK 18-11, WLOL, FM 30-24, R104 25-21, WYFR 30-28, WYVO 28-23, WOPD 30-25, WJRD 34-24, WVC 14-7, OK100 25-21, WJLX 28-22, WYVY 20-18
- ✓ **CHAKA KHAN "Through The Fire" (WB) 32/0**
Moves: Up 12, Debuts 4, Same 18, Down 0, Adds 0, WCAU-FM 38-35, WCZY 37-34, WHTY 23-20, KOPA d-30, KX103 31-27, KMEI, 14-11, WLAN-FM d-35, WSKS 25-21, KSET-FM d-39, KZIO 23-18, WKDD 38-34, KKFM 22-18, KMGX 28-24, KISN 38-34, KHVT d-37, 95KX 18-15
- ✓ **HOOTERS "Am You Zambies" (Columbia) 28/7**
Moves: Up 3, Debuts 5, Same 14, Down 0, Adds 7, 93FM, KPLUS, WYFM, WRNO, WJXQ, WHOT, WKZ, WCAU-FM 25-15, Q100 30-27, Z108 27-18, WPST d-37, WKZF-FM d-38, WTLQ d-40, KQXR d-38, OK95 d-38
- ✓ **KLYMAXX "Meeting In The Ladies Room" (Constellation/MCA) 28/6**
Moves: Up 8, Debuts 3, Same 14, Down 0, Adds 8, 95, KTRS, Y108, WRQC, KNOE-FM, WCL-FM, WCAU-FM on, Y100 34-30, WHTY 30-22, FM102 23-20, KMEI 28-21, WFAI d-38, KCAO d-31, WSKF d-38, KWS 30-29
- ✓ **DELOUS BONE "Imagination" (Capitol) 28/4**
Moves: Up 8, Debuts 0, Same 18, Down 0, Adds 4, WKZF-FM, WRON, KDON-FM, 98.9K, WKXS-FM on, K104 35-34, WZLD on-dp, WOKI on, KEYN-FM on-dp, KPDP on-dp, OK100 38-32, KISR 34-30, WYV 38-33, KBM 40-33, OK95 38-29
- ✓ **DEPECHE MODE "People Are People" (Sire/WB) 27/19**
Moves: Up 4, Debuts 3, Same 2, Down 0, Adds 19 including WCAU-FM, 99.7, KRKZ, FM102, KWOD, Q180, WTLQ, WZPL, Z104, WYFR, KMEI, KLLC, KMEI 15-10, KITV 40-29, KCAO 22-12
- ✓ **KIM WITCHELL "Do For Soda" (Bronze Island) 27/6**
Moves: Up 4, Debuts 1, Same 17, Down 0, Adds 5, WBEH-FM, WOKI, KZIO, WHOT, OK100, WNY5 on, WGCL on, KPLUS 23-21, K104 40-33, WYFM on, KITV on-dp, WJXQ on-dp, KBM 37-30, OK95 40-34
- ✓ **MILE RODGERS "Let's Go Out Tonight" (WB) 26/6**
Moves: Up 0, Debuts 2, Same 18, Down 0, Adds 4, WKZF-FM, WZVY, WAZY, FM, KTRS, KBM, SLVB, WNY5 on, 98.9K on, WYFR on, Y108 d-38, KJ100 d-38, KQMG on, KHVT on
- ✓ **AL CORLEY "Square Rooms" (Mercury/PolyGram) 25/2**
Moves: Up 1, Debuts 0, Same 22, Down 0, Adds 2, CKOI, OK95, WKZF-FM on, PRO-FM on, 95 on, WCL on, KMIN on, KRKZ on, WOKI on, WYFM on, KCPX 35-33
- ✓ **SANTANA "I'm The One Who Loves You" (Columbia) 18/1**
Moves: Up 0, Debuts 0, Same 17, Down 0, Adds 1, WKZF-FM, KPLUS on, WYFR on, WERZ on, KAMZ on, KKFM on, KPDP on-dp, OK100 on, WOCM on, WHL on, WBNB on-dp, WDBR on
- ✓ **JACK WAGNER "Lady Of My Heart" (Doves/WB) 17/7**
Moves: Up 8, Debuts 0, Same 2, Down 0, Adds 7, 93FM, WHTY, WSKS, WDCQ, Y107, Z98, WCL, FM, WJPL 27-26, Z100 25-19, Y100 25-24, Y108 25-24, WKZF-FM 28-24, WTLQ d-38, WBBO d-40, WOA 34-28
- ✓ **HUEY LEWIS & THE NEWS "Trouble In Paradise" (Columbia) 15/2**
Moves: Up 0, Debuts 1, Same 2, Down 2, Adds 2, WLS, WLS-FM, WYVY on, WHCI 17-8, KWK 27-9, WLOL, FM 17-11, WKDD 25-20, WJRD 29-23, WJLZ 29-21, WQDZ 29-12, KLLC on, WJLX d-38, OK95 25-23
- ✓ **SLADE "Little Sheila" (CBS Associated) 14/0**
Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 0, CFR, on, WRCK on-dp, WTLQ on-dp, WZLD on-dp, KX104 36-35, WRNO on-dp, WRON on, WZON on, OK100 33-28, 95KX 31-24, WYV 35-29, OK95 27-25
- ✓ **DEAD OR ALIVE "You Spin Me Round (Like A Record)" (Epic) 12/0**
Moves: Up 0, Debuts 2, Same 8, Down 0, Adds 3, KMEI, KPLUS, KWES 85 d-34, WYFM on, KIK on-dp, KOMO on, KCAO 34-32, KST on, WAZY-FM on, KBM on-dp, OK95 d-38
- ✓ **GO WEST "Call Me" (Chrysalis) 11/8**
Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 8, CKOI, KBEQ, KOPA, KRKZ, WBBO, WNSY, WJAD, KXLS-FM, KPLUS on, KXFM d-38, KCAO on
- ✓ **DOLLY PARTON with KENNY ROGERS "Real Love" (MCA) 10/10**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, K104, WBBO, KAMZ, KRBE, KISN, WFBQ, OK100, WKSF, WJAD, KIST
- ✓ **KEZ 7 "Heartbreak" (MCA) 10/4**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 4, WRCK, WAZY-FM, KHTR, KBM, WYFM on, KISR on, Q101 on, KNOE-FM on, KDVV on, OK95 on

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/album designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued unchanged activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Paralels. NOTE: Records that lack the required 90% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on stations reporting them, to debut on the CHR National Airplay-40.

TRUE or FALSE

The first step in the promotional process is getting radio to listen to the record.

TRUE or FALSE

When calling radio stations to promote, it is difficult to discuss a particular record if it hasn't been heard.

TRUE or FALSE

Records are not usually added to a radio station until such time as the music director and/or program director has heard them.

TRUE or FALSE

Until your record is heard, it's one week further from being added.

TRUE or FALSE

With AIR, your record is impacted and listened to so you can get to the business of promotion without losing valuable time.

Each week, dozens of new records are released and wait their turn, not only for airplay, but just to be listened to by those in a decision-making position.

If you don't have the time to wait, call AIR. AIR insures listening because AIR is the fastest, most reliable way to get records listened to by radio, CHR or AOR (our 12" impacter will surprise you).

Oh, by the way, the answers to the questions above are all TRUE.

WEEK # 32

AIR Priorities

WEEK # 32

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, May 22, 1985

	TITLE	ARTIST	LABEL
CHR	(CLOSE ENOUGH TO) PERFECT <small>(FROM THE FILM STARRING JOHN TRAVOLTA & JAMIE LEE CURTIS)</small>	JERMAINE JACKSON	ARISTA
	YOU'VE GOT TO BELIEVE IN LOVE (COME ON) SHOUT	VAN-ZANT	GEFFEN
	DO YOU WANT TO DANCE	ALEX BROWN	MERCURY/POLYGRAM
	CANNONBALL	DAVE EDMUNDS SUPERTRAMP	COLUMBIA A&M

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, May 23, 1985

	TITLE/CUTS	ARTIST	LABEL
AOR	SIGN IN PLEASE "Nineteen" "Non-Stop" "In The Night"	AUTOGRAPH	RCA
	LIFE BY NIGHT "Phone To Phone"	LIFE BY NIGHT	MANHATTAN/CAPITOL

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week		Artist/Track	Label
4	2	1	1	SIMPLE MINDS/Don't You (Forget About Me) (A&M)	
7	5	3	2	WHAMI/Everything She Wants (Columbia)	
13	10	4	3	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	
14	11	6	4	HAROLD FALTERMEYER/Axel F (MCA)	
12	8	5	5	SADE/Smooth Operator (Portrait/CBS)	
17	13	10	6	BILLY OCEAN/Suddenly (Jive/Arista)	
1	1	2	7	MADONNA/Crazy For You (Geffen)	
27	19	12	8	BRYAN ADAMS/Heaven (A&M)	
25	17	14	9	HOWARD JONES/Things Can Only Get Better (Elektra)	
11	9	7	10	POWER STATION/Some Like It Hot (Capitol)	
22	16	13	11	DAVID LEE ROTH/Just A Gigolo/I Ain't Got Nobody (WB)	
38	25	20	12	MADONNA/Angel (Sire/WB)	
32	23	17	13	MARY JANE GIRLS/In My House (Gordy/Motown)	
26	21	16	14	KOOL & THE GANG/Fresh (De-Lite/PG)	
30	22	19	15	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	
5	6	9	16	MURRAY HEAD/One Night In Bangkok (RCA)	
24	20	18	17	REO SPEEDWAGON/One Lonely Night (Epic)	
3	3	8	18	DeBARGE/Rhythm Of The Night (Gordy/Motown)	
—	40	31	19	PHIL COLLINS/Sussudio (Atlantic)	
33	28	24	20	JULIAN LENNON/Say You're Wrong (Atlantic)	
—	34	21	21	PRINCE/Raspberry Beret (WB)	
—	36	30	22	SURVIVOR/The Search Is Over (Scotti Bros./CBS)	
2	4	11	23	USA FOR AFRICA/We Are The World (Columbia)	
34	30	26	24	GLENN FREY/Smuggler's Blues (MCA)	
35	32	29	25	LIMAH/Never Ending Story (EMI America)	
6	7	15	26	DON HENLEY/All She Wants To Do Is Dance (Geffen)	
29	24	23	27	RICK SPRINGFIELD/Celebrate Youth (RCA)	
39	35	32	28	ALISON MOYET/Invisible (Columbia)	
28	26	25	29	PATTI LABELLE/New Attitude (MCA)	
—	35	30	30	EURYTHMICS/Would I Lie To You? (RCA)	
DEBUT	—	—	31	DURAN DURAN/A View To A Kill (Capitol)	
40	37	33	32	LUTHER VANDROSS/Til My Baby Comes Home (Epic)	
—	38	35	33	TIL TUESDAY/Voices Carry (Epic)	
8	14	26	34	ANIMATION/Obsession (Mercury/PG)	
—	38	36	35	TINA TURNER/Show Some Respect (Capitol)	
—	39	37	36	BOY MEETS GIRL/Oh Girl (A&M)	
21	18	21	37	TOM PETTY/Don't Come Around Here No More (MCA)	
DEBUT	—	—	38	JOHN CAFFERTY & BEAVER BROWN...Tough All Over (Scotti Bros./CBS)	
—	40	39	39	MICK JAGGER/Lucky In Love (Columbia)	
DEBUT	—	—	40	CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)	

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ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week		Artist/Track	Label
4	2	1	1	BILLY OCEAN/Suddenly (Jive/Arista)	
13	5	3	2	HAROLD FALTERMEYER/Axel F (MCA)	
2	1	2	3	SADE/Smooth Operator (Portrait/CBS)	
11	10	6	4	KOOL & THE GANG/Fresh (De-Lite/PG)	
9	6	5	5	WHAMI/Everything She Wants (Columbia)	
1	3	4	6	MADONNA/Crazy For You (Geffen)	
21	19	11	7	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	
—	20	15	8	SURVIVOR/The Search Is Over (Scotti Bros./CBS)	
22	17	12	9	JULIAN LENNON/Say You're Wrong (Atlantic)	
16	15	13	10	REO SPEEDWAGON/One Lonely Night (Epic)	
10	9	11	11	DAN FOGELBERG/Go Down Easy (Full Moon/Epic)	
8	8	8	12	GEORGE BENSON/Just Wanna Hang Around You (WB)	
3	4	7	13	DeBARGE/Rhythm Of The Night (Gordy/Motown)	
20	18	17	14	ALAN PARSONS PROJECT/Days Are Numbers (Arista)	
5	7	10	15	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	
—	24	21	16	MADONNA/Angel (Sire/WB)	
—	27	20	17	CHAKA KHAN/Through The Fire (WB)	
17	16	16	18	ERIC CARMEN/I'm Through With Love (Geffen)	
BREAKER	14	14	19	LIMAH/Never Ending Story (EMI America)	
BREAKER	14	14	20	DIONNE WARWICK & BARRY MANILOW/Run To Me (Arista)	
7	11	18	21	BRYAN ADAMS/Heaven (A&M)	
12	12	19	22	PHIL COLLINS/One More Night (Atlantic)	
12	12	19	23	COMMODORES/Nightshift (Motown)	
BREAKER	12	12	24	WHITNEY HOUSTON/You Give Good Love (Arista)	
DEBUT	—	—	25	JOHN FOGERTY/Centerfield (WB)	

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AOR TRACKS

Three Weeks	Two Weeks	Last Week		Artist/Track	Label
—	—	6	1	ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	
15	5	3	2	EURYTHMICS/Would I Lie To You? (RCA)	
2	2	1	3	BRUCE SPRINGSTEEN/Trapped (Columbia)	
12	7	4	4	MICK JAGGER/Lucky In Love (Columbia)	
—	24	10	5	JOHN CAFFERTY & THE BEAVER...Tough All Over (Scotti Bros./CBS)	
1	1	2	6	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	
28	19	8	7	PHIL COLLINS/Sussudio (Atlantic)	
6	3	5	8	TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	
BREAKER	—	—	9	SUPERTRAMP/Cannonball (A&M)	
14	12	7	10	JULIAN LENNON/Say You're Wrong (Atlantic)	
9	9	11	11	HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	
22	18	16	12	GLENN FREY/Smuggler's Blues (MCA)	
5	8	12	13	JOHN FOGERTY/Centerfield (WB)	
38	33	24	14	TIL TUESDAY/Voices Carry (Epic)	
37	21	20	15	JOE WALSH/The Confessor (Full Moon/WB)	
7	10	9	16	DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	
BREAKER	34	30	17	NIGHT RANGER/Sentimental Street (MCA)	
21	17	16	18	KIM MITCHELL/Go For Soda (Bronze/Island)	
57	34	28	19	HOWARD JONES/Things Can Only Get Better (Elektra)	
16	14	14	21	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	
10	13	15	22	PHIL COLLINS/Inside Out (Atlantic)	
47	38	31	23	GRAHAM PARKER & THE SHOT/Wake Up (Next To You) (Elektra)	
8	11	17	24	FIRM/Satisfaction Guaranteed (Atlantic)	
29	27	26	25	POWER STATION/Get It On (Bang A Gong) (Capitol)	
23	23	23	26	DOKKEN/Alone Again (Elektra)	
31	26	25	27	ALAN PARSONS PROJECT/Days Are Numbers (Arista)	
18	16	19	28	SLADE/Little Sheila (CBS Associated)	
BREAKER	36	31	29	VAN-ZANT/You've Got To Believe In Love (Network/Geffen)	
36	31	30	30	BON JOVI/Only Lonely (Mercury/PG)	

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BLACK/URBAN

Three Weeks	Two Weeks	Last Week		Artist/Track	Label
21	10	2	1	MARVIN GAYE/Sanctified Lady (Columbia)	
6	1	1	2	WHITNEY HOUSTON/You Give Good Love (Arista)	
18	15	5	3	BILLY OCEAN/Suddenly (Jive/Arista)	
11	5	4	4	SHANNON/Do You Wanna Get Away (Mirage/Atco)	
15	13	6	5	ATLANTIC STARR/Freak-A-Ristic (A&M)	
23	16	7	6	FREDDIE JACKSON/Rock Me Tonight (For Old Time's ...) (Capitol)	
8	4	3	7	KLYMAXX/Meeting In The Ladies Room (Constellation/MCA)	
20	17	11	8	CON FUNK SHUN/Electric Lady (Mercury/PG)	
—	31	20	9	JESSE JOHNSON'S REVUE/Can You Help Me (A&M)	
10	9	8	10	RICK JAMES/Can't Stop (Gordy/Motown)	
30	22	13	11	READY FOR THE WORLD/Deep Inside Your Love (MCA)	
16	14	12	12	STEVE ARRINGTON/Feel So Real (Atlantic)	
37	28	23	13	CHAKA KHAN/Through The Fire (WB)	
33	25	19	14	NATALIE COLE/Dangerous (Modern/Atco)	
28	23	18	15	WHAMI/Everything She Wants (Columbia)	
22	19	16	16	HAROLD FALTERMEYER/Axel F (MCA)	
29	24	21	17	BILL WITHERS/Oh Yeah! (Columbia)	
1	2	9	18	USA FOR AFRICA/We Are The World (Columbia)	
35	27	15	19	POINTER SISTERS/Baby Come And Get It (Planet/RCA)	
2	3	10	20	SADE/Smooth Operator (Portrait/CBS)	
—	34	21	21	LOOSE ENDS/Hangin' On A String (Contemplating) (MCA)	
DEBUT	—	—	22	PHIL COLLINS/Sussudio (Atlantic)	
40	33	29	23	ASHFORD & SIMPSON/Babies (Capitol)	
—	35	31	24	GLADYS KNIGHT & PIPS/Keep Givin' Me Love (Columbia)	
—	38	28	25	DEELE/Material Thangz (Solar/Elektra)	
4	6	15	26	MARY JANE GIRLS/In My House (Gordy/Motown)	
37	32	30	27	JEFFREY OSBORNE/Let Me Know (A&M)	
—	40	37	28	KENNY G & KASHIF/Love On The Rise (Arista)	
7	11	17	29	KOOL & THE GANG/Fresh (De-Lite/PG)	
—	39	35	30	KLIQUE/A Woman, A Lover, A Friend (MCA)	
5	7	14	31	NEW EDITION/Lost In Love (MCA)	
BREAKER	39	34	32	MAZE I/FRANKIE BEVERLY/Too Many Games (Capitol)	
BREAKER	39	34	33	PRINCE/Raspberry Beret (WB)	
BREAKER	39	34	34	RUN D.M.C./You Talk Too Much (Profile)	
—	39	35	35	JOHNNY GILL/Can't Wait Til Tomorrow (Cotillion/Atco)	
9	12	22	36	GEORGE BENSON/Just Wanna Hang Around You (WB)	
BREAKER	37	32	37	TINA TURNER/Show Some Respect (Capitol)	
BREAKER	37	32	38	PAUL HARCASTLE/King Tut (Profile)	
36	34	33	39	TEENA MARIE/Jammin' (Epic)	
BREAKER	37	32	40	SKIP WORTH & TURNER/Thinking About Your Love (4th & Broadway/Island)	

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