

I N S I D E:

CONGRESS, FCC TACKLE TAKEOVERS

As large-scale corporate takeovers, both friendly and unfriendly, increase, the Commission and Congress turn their attention to setting some guidelines. Page 9

IS THE LYRIC CONTROVERSY OVERBLOWN?

Behind all the rhetoric, are radio programmers predominantly playing songs with suggestive lyrics? Ken Barnes takes an objective look at today's hits. Page 28

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- David Reeder GSM at WINX

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MINIMUM ROTATION STANDARDS APPLAUDED

Joel Denver hits the highlights of the recent Bobby Poe convention, including the virtually universal radio and record support for minimum standards of rotation on reported records. Page 32

CHANGES IN HIGH DENSITY ETHNIC AREAS

Jhan Hiber reports that Arbitron's criteria for High Density Black and Hispanic Areas have changed... which may change the ratings structure of your market. Page 14

DEVELOPING YOUR SALES STAFF

Consultant Mike Horn continues his series on salespeople by stressing the importance of training your staff once you've found them. He adds a list of professional sales training groups which should prove helpful. Page 20

PROGRAMMERS' AOR FAVORITES

Steve Feinstein revives an old favorite AOR column by asking PDs, MDs, and record company execs to list their ten alltime personal favorite LPs. Page 38

Newsstand Price \$3.50



Rodriguez VP/GM, Jang OM/PD At KHTT & KSJO

As Narragansett Broadcasting takes over KHTT & KSJO/San Jose from SRO, Gary Rodriguez has been named VP/GM and Dana Jang, longtime staffer at KSJO's crosstown rival KOMA, becomes OM/PD. KHTT & KSJO GM Fred Schumacher left to manage KMPS/Seattle (see separate story), while KHTT PD Dave Ware and KSJO PD Lee Roy Hansen exit.

In addition, 17 staffers have been terminated, including the entire KSJO airstaff except MD Ken Anthony, overnighter Karin Nakamura, and part-timer Todd Daniels. Also retained are Production Director



Gary Rodriguez

Jack Perry and KHTT announcer Craig Bowers. Among those departing is the combo's Local Sales Manager, Alice

Rivers Takes KMEL PD Post

WRBQ-AM & FM/ Tampa Program Director Steve Rivers has been selected to program Century's CHR outlet KMEL/San Francisco. Rivers replaces Nick Bazoo, who resigned three weeks ago and has since been named PD at WEZB (B94)/Pittsburgh.

KMEL VP/GM Rick Lee noted, "After sharing many innovative ideas with Steve, I know the energy is going to be tremendous. We feel that Nick Bazoo built a beautiful structure, and Steve is the man to

provide the landscaping, the finished detail, and interior design for KMEL."

Rivers, who will begin his new duties around August 1, told R&R, "This has been a terrific education at one of the finest stations in the country, RWERS/See Page 6

Merker PD At KSDO

Thirty-two-year broadcaster Jack Merker has been promoted from weekday morning news anchorman to Program Director at Gannet News/Talk station KSDO/San Diego. He takes over the daily duties held by VP/News & Programming John Mainelli, who will leave at the end of July to pursue a career in film and video.

Regarding the changes, Mainelli said, "Film has always been my hobby - now I want to make it my life. We wanted to hire from within, and Jack has a humongous programming background. He's got great administrative ability, and knows the market and this station. We're really in sync on what we've been doing, so it really seemed like a natural move."

Merker came to KSDO in 1980, having previously worked several years as Director of Operations for Peters Productions across town. He got his start in radio at age 14 by introducing live music broadcasts of the Everly Brothers, and went on to program several major-market stations, including KIMN/Denver and WDAF/Kansas City. "I'm surprised John is leaving," said Merker, "but I'm pleased he recommended me and grateful that (VP/GM) Jim Price gave me the job. We've got a great station here, and I'm looking forward to being PD."



Dana Jang

Schroeder, who will be replaced by Michael Hernandez, coming over from KOMA. Katz replaces HNWH as national rep, and Steve Moore, formerly with KYA/San Francisco, will be involved in the programming of KHTT.

Narragansett principal John Franks commented, "Gary brings a delightful combination of success as a manager at KBEQ and WIVY with an inside-out knowledge of the market." Rodriguez had been GSM for KOMA and more recently served as VP/GM at WIVY/Jacksonville and VP/GM of KBEQ/Kansas City, leaving the latter position

RODRIGUEZ/See Page 4

SPRING '85 ARBITRON ADVANCES

WHTZ Retakes Title; KIIS-FM Holds Lead

New York			Los Angeles		
	Winter '85	Spring '85		Winter '85	Spring '85
WHTZ (CHR)	5.7	6.0	KIIS-FM(CHR)	9.7	9.0
WRKS (B/U)	6.0	5.4	KABC (Talk)	5.8	6.3
WPLJ (CHR)	4.8	5.1	KBIG (B/EZ)	5.1	4.4
WOR (Talk)	4.8	5.0	KJOI (B/EZ)	5.7	4.1
WNEW-FM (AOR)	4.1	4.3	KOST (AC)	3.8	3.8
WINS (News)	4.2	4.2	KLOS (AOR)	4.2	3.6
WPAT-FM (B/EZ)	3.3	3.6	KMPC (BBnd)	3.5	3.5
WCBS (News)	3.6	3.5	KMET (AOR)	4.1	3.3
WBLS (B/U)	3.5	3.3	KNX (News)	3.4	3.2
WCBS-FM (Gold)	2.9	3.3	KFWB (News)	3.0	3.2
WHN (City)	2.2	3.1	KROQ (AOR)	2.9	3.1
WLTW (A/C)	3.0	3.1	KKHR (CHR)	2.5	2.7
WNBC (AC)	2.9	3.0	KRTH (Gold)	2.9	2.5
WRFM (B/EZ)	3.8	3.0	KRLA (Gold)	1.7	2.4
WABC (Talk)	2.6	2.8	KMGG (AC)	1.7	2.3
WNEW (BBnd)	2.9	2.7	KHTZ (AC)	2.5	2.1
WYNY (AC)	2.2	2.4	KJLH (B/U)	1.9	2.1
WKTU (CHR)	2.3	2.0	KZLA (City)	1.9	2.1
WPAT (B/EZ)	1.6	1.8	KTNQ (Span)	1.7	2.0
WAPP (CHR)	1.7	1.6	KUTE (B/U)	1.3	1.9
WPIX (AC)	2.4	1.6	KDAY (B/U)	1.7	1.9
WQXR-AM & FM			KWKW (Span)	1.3	1.7
Class	1.3	1.6	KFI (AC)	2.0	1.6
WADO (Span)	2.0	1.4	KACE (B/U)	1.3	1.6
WLIB (B/U)	1.0	1.1	KIQQ (CHR)	2.2	1.5
WNCN (Class)	1.4	1.1	KLAC (City)	1.4	1.5
WMCA (Talk)	1.2	1.0	KSKQ (Span)	.6	1.5
			KNOB (B/EZ)	1.2	1.4
			KLVE (Span)	2.1	1.3
			KALI (Span)	1.3	1.1
			KKGO (Jazz)	1.4	1.1
			KFAC-FM (Class)	1.1	1.0

Los Angeles results are unconfirmed advances.

Schumacher Named GM At KMPS-AM & FM

Veteran radio manager Fred Schumacher has been named GM at Affiliated Broadcasting Country combo KMPS-AM & FM/Seattle. A Pacific Northwest native, he replaces retiring VP/GM Jim McGovern, who served with the stations for the past ten years.

Schumacher arrives from his post as GM at recently-sold KHTT & KSJO/San Jose, which he had managed since last November. Previously he worked with the Lund Consultants, having earlier been GM for four years at KYA/San Francisco. Schumacher was unavailable for comment at presstime.



Fred Schumacher

Capitol Honors Sales Leaders



Capitol recently staged its annual District Manager Strategic Planning Meeting in Los Angeles, honoring four sales staffers in the process. District Manager of the Year was San Francisco's Vyto Lazauskas, District of the Year was Cleveland (headed by Rich Hathorne), Customer Service Rep was Houston's Michael Austin, while top salesman was Philadelphia's Dick McGlynn. Pictured (l-r rear) are Tom Tilton (Dallas), Terry Sautter (Chicago), Jerry Brackenridge (Atlanta), label's Kirk Melloy, Ira Derfler (New York), Larry Hathaway (Los Angeles), label's Jean Riggins, Lazauskas, Jeff McGuire (Minnesota), Ron Hughbanks (Washington DC), and Hathorne; (l-r front) National Sales Manager Joe McFadden, and VPs Dennis White and Joe Mansfield.

Balfanz Named GSM At WBCS-AM & FM

Henry Balfanz, Sales Manager at WOC/Davenport for the past two years, has been named General Sales Manager for WBCS-AM & FM/Milwaukee, filling a yearlong vacancy. He'll oversee all national and local sales for the AM Talk and FM Country outlets beginning July 15.

WBCS-AM & FM GM Richard Holcomb told R&R, "Henry brings a good depth of knowledge in not only selling spot radio but in conceptual sales as far as Talk radio is concerned. He's a natural for this position."

Prior to WOC, Balfanz served two years as KRVR/Davenport Station Manager.

Reeder Joins WINX As General Sales Manager

After four years as President/GM at religious-formatted WCTN/Potomac, MD, David Reeder has been named General Sales Manager for suburban Washington A/C outlet WINX/Rockville, MD. Station Manager Gene Alim, who had been overseeing the sales duties, commented, "We're excited that David will be my right-hand man for sales. With his past expertise, he's done all facets of radio, and also brings with him a lot of local community involve-

ment. There's an excellent chemistry between us."

Reeder served seven years as GM at KPCC/Joplin, MO before WCTN. "I'm very pleased to be with WINX and United Broadcasting," he told R&R. "I hope to motivate the salespeople here in building a bigger and better sales team. We're doing well, but in my book, you can always do better."

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Rodriguez

Continued from Page 1

several months ago.

KSJO and KHIT will retain their formats (AOR and A/C), although they'll be "repositioned," according to Rodriguez, who added, "We're coming in with a new attitude and vision for the station. To bring KSJO back to the level of dominance it's known for, we feel we need to come in with people who haven't been part of the difficult time KSJO has been through. I want people at KOME and KWSS to know I didn't come here to get a tan. We're going to play hardball. No one has ever done that with KOME, and it's time to find out how heavy a hitter they really are. I'm very excited to get a person like Dana who's been in the market for so many years. He's a critical part of the changes."

Jang has been at KOME for 11 years, the last two-and-a-half as Asst. PD. He worked at KSJO for three-and-half years before joining KOME. He told R&R, "I have a lot of friends at KOME and I really enjoyed working there. But the opportunity to program in San Jose is too great to pass up. I'm also thrilled to be working with Gary again."

Hansen, commenting on his departure after ten years at KSJO, the last five as PD, quipped, "I'm leaving because of philosophical differences — I'm into Kierkegaard and they're into Machiavelli."

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Duffy Buys WCFI For \$7 Million

R&R has learned that Duffy Broadcasting plans to purchase A/C-formatted WCFI/Daytona Beach from S & F Communications for \$7 million.

Duffy, which will relocate WCFI's tower to Orlando and serve that metro as well as Daytona Beach, also operates KRZN & KMJI/Denver and KGMS & KSFM/Sacramento. The company this week coincidentally announced its intention to sell KCNR-AM & FM/Portland (see below). S & F retains ownership of WMKR/Baltimore.

WCFI operates with 49 kw on 102.1 mHz, with a planned tower height of 1630 feet. Robert Chaisson & Associates brokered the transaction, which is expected to be completed in October.

KCNR-AM & FM/PORTLAND, OR

PRICE: \$7 million

BUYER: Fort Vancouver Broadcasting, owner of Classical AM outlet KKSJN/Portland. FVB will spin off KCNR(AM) to comply with FCC regulations.

SELLER: Duffy Broadcasting (see left for company properties).
DIAL POSITION: 1410 kHz; 97.1 mHz

POWER: 5-kw daytimer; 100 kw at 1200 feet

FORMAT: A/C

BROKER: Mahlman Company

WVEL & WGLO/PEKIN, IL

PRICE: \$675,000

BUYER: Petaz Communications, headed by Bayard Walter, who also owns Kentucky stations WKCM/Hawesville and WFMI & WWKY/Winchester.

SELLER: Dick Lashbrook Corp.
DIAL POSITION: 1140 kHz; 95.3 mHz

POWER: 5 kw days/1 watt nights; 560 watts at 660 feet.

FORMAT: Religious; Easy Listening

KWNO/WINONA, MN

PRICE: \$900,000

BUYER: Wheeler Broadcasting of Minnesota, headed by Ray Wheeler and Bruce Grassman. It also owns WTCH & WOWN/Shawano, WI.

SELLER: KWNO, Inc.

DIAL POSITION: 1230 kHz

POWER: 1 kw days/250 watts nights

FORMAT: A/C

WNAB/BRIDGEPORT, CT

PRICE: \$545,000

BUYER: Jonathan Hoffman, who also owns WMJY/Long Branch, NJ.

SELLER: Lawson Broadcasting

DIAL POSITION: 1450 kHz

POWER: 1 kw days/250 watts nights

FORMAT: A/C

Rivers

Continued from Page 1

but I'm very excited about coming to San Francisco and working with the people at KMEL. I really want to put KMEL on the map as the top CHR in town."

Prior to joining Q105 two years ago, Rivers programmed KOPA/Phoenix, WAPE/Jacksonville, and WGNG/Providence.



TRAVELIN' DOWN UNDER — Because Bruce Springsteen didn't get to New Zealand this year, Sydney, Australia was the closest place for kiwi fans to catch the show. So Magic 91FM/Takapuna, Auckland sent two to see The Boss when he performed down under. Pictured here (l-r) are 91FM PM driver Macca, and winners Sandra and Robert Long.

Fires

Continued from Page 3

lic." However, he said general FCC policies and guidelines impose an "obligation" on stations to furnish "information relating to the safety of life and property" to their audiences if such information is available to them from a reliable source.

Seddon noted that EBS is a "voluntary system . . . at the discretion of station management." But he said that loophole is aimed at highly localized emergencies, and wouldn't exempt a station from its obligation to inform its listeners about an area-wide emergency.

CBS

Continued from Page 3

CBS also filed suit in U.S. District Court last week suggesting that Turner made "material misrepresentations" in his initial takeover offer. A recent bill passed by the New York legislature but not yet signed by Gov. Mario Cuomo — which states that any corporate takeover must be approved by 2/3 of outstanding shareholder votes — further threatens Turner's bid.

In order to keep its debt ceiling low, CBS also plans to raise \$300 million (after taxes) by selling some of its assets, but officials will not specify which assets are being considered for sale. Turner had previously proposed selling CBS's radio, record, publishing, and toy divisions to raise additional capital.

CBS shareholders have until July 31 to take advantage of the CBS tender offer. Turner's bid expires December 30.

HME

Continued from Page 3

Evanoff, Ron Farber, Jerry Goodman, Marvin Gleicher, John Matthews, and Rick Galliani.

Gregory told R&R, "After an excellent start as a CBS P&D label, we find it necessary to substantially expand our promotion efforts. We see the strength and depth of the promotion staff offered by E/P/A as giving us the market visibility we seek. We view these layoffs as a temporary situation, and we'll be calling back staff as it becomes necessary after a short settling-in period of three to four weeks."

Westwood One

Continued from Page 3

allowed backstage.

Pattiz told R&R that ABC and Worldwide Sports last week approved an oral agreement to allow a Westwood One reporter backstage in exchange for the exclusivity waiver. "We agreed to waive our rights in return for allowing a person backstage to file an hourly report to any station wishing to carry the report," he said. "But when we couldn't get written confirmation for our agreement we really had no choice but to go to court. We couldn't just walk away from our broadcast rights, because we have a fiduciary responsibility to make sure the assets of this company are properly managed."

ABC Radio Sr. VP Bob Benson said Westwood One had no legal right to go backstage, but in "the spirit of compromise" ABC agreed to Pattiz's backstage request. "We went along with these demands and agreed they could have one person backstage to broadcast one report an hour, each report no longer than three minutes in length. But we don't see how a charity concert could disadvantage Westwood One from a business standpoint."

Each side agrees it was the introduction of lawyers in the discussions which contributed to the lawsuit. Pattiz said ABC and Worldwide Sports attorneys started to "dot 'i's and cross 't's" in the oral agreement, and Benson indicated that Westwood One lawyers did their share of the same.

"In any case, I feel relatively certain that the whole affair has been settled," Pattiz commented. "But we also felt relatively certain two weeks ago. Right now we have an oral agreement, and we hope to have a written agreement soon. If we don't, we will have no choice but to seek an injunction to protect our interests."

Benson explained that if any artists were legally excluded from the radio broadcast, ABC could easily fill the time with other-concert coverage.

The nine artists involved are Rick Springfield, REO Speedwagon, Tina Turner, Hall & Oates, Elton John, the Pretenders, Bryan Adams, Tom Petty & the Heartbreakers, and the Hooters.

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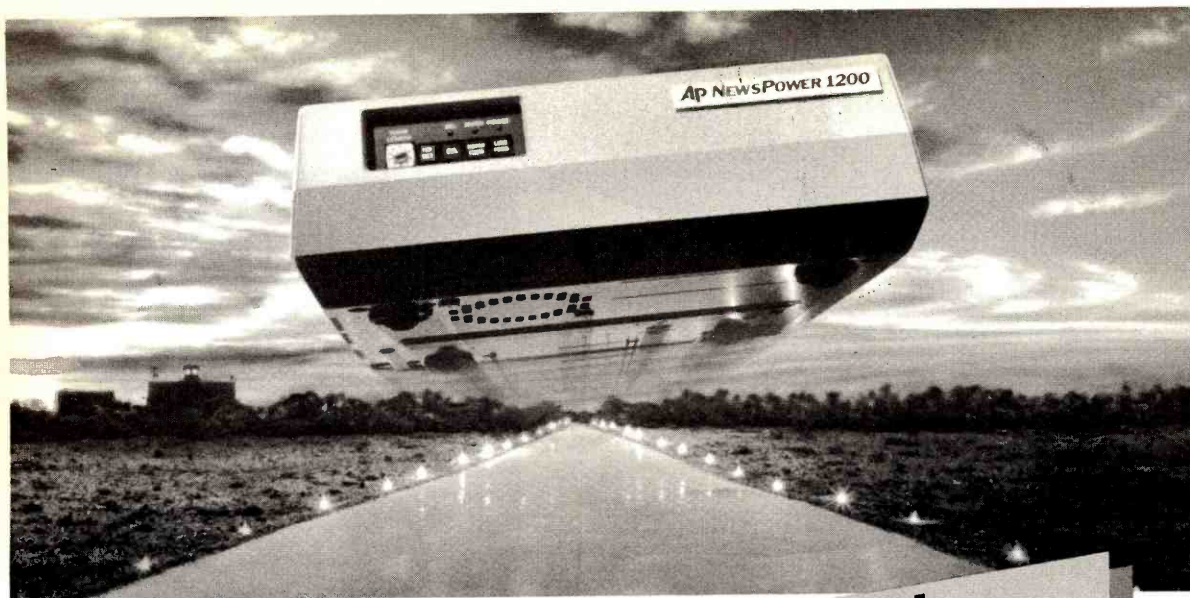
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GOVERNMENT ROLE DEBATE

Hostile Media Takeovers In FCC Congressional Spotlight

Both Congress and the FCC trained their attention this week on the government's role in regulating hostile takeovers of companies that own radio and television stations. The FCC asked for public comment on possible new procedures for takeovers, while the House Telecommunications Subcommittee was to explore procedural and public interest aspects of media raids at a Wednesday hearing.

The FCC has been severely tested by four recent cases — Ted Turner's hostile takeover bid for CBS; an attempt by dissident Storer stockholders to seize control and liquidate the company; Rupert Murdoch's friendly buyout of Metromedia; and Jack Kent Cooke's unfriendly tender offer for majority shares in Multimedia.

In issuing a Notice of Inquiry (NOI) seeking public comment on new ways of dealing with takeovers, the FCC stressed it wants its procedures to:

- comply with the Communications Act
- be neutral between the conflicting parties
- be speedy, so as not to favor one side over another
- comply with state corporate

laws and other federal policies wherever possible.

FCC Delays Protect Incumbents

The key issue for the FCC is whether those making hostile takeover bids should go through a short or long-form application process. Short forms, used most often for deaths, bankruptcies, and corporate reorganizations, can clear the Commission in a week or two. Long forms, used when a substantial change of ownership occurs, are subject to comments and petitions to deny, and can take from 45 days to many months to win approval.

The long-form process conflicts with Securities and Exchange Commission (SEC) timetables on tender offers, and tends to protect

the incumbent broadcaster against a takeover attempt. That's because radio and TV stations, unlike most companies, can't be acquired or taken control of without prior FCC permission, and a finding that the transfer is in the public interest.

Trustees To Control Raided Companies?

To devise a speedier and more neutral process, public comment is sought on a system in which the party attempting to gain control of a media company would appoint a trustee to conduct the tender offer and buy up stock. Using a short-form application, the FCC would okay a transfer of control to the trustee in the event that a majority of stock was acquired. Transfer of control to the bidding party would then be subject to FCC approval via the long form process.

The trustee idea raises numerous questions, such as limits on the trustee's powers and the degree of insulation of the trustee from control or manipulation by the corporate raider.



HOOSIERS ON THE HILL — During a two-day visit to Washington recently, a group of Indiana broadcasters visited Sen. Richard Lugar (R-IA) (front row, center) at the U.S. Capitol. The delegation included Federated Media President and newly-elected NAB Radio Chairman John Dille III (front row, far right).

STL-RPU GUIDE

Private Line Rate Hikes: What Are The Alternatives?

Many radio stations faced with gigantic increases in private line costs from their local phone companies are scrambling to find other ways of transmitting programming to and from their studios. Here's a brief primer on the alternative equipment available.

• **Studio-Transmitter Links (STLs)** — These are line-of-sight microwave links for getting the station's signal to the transmitter. Most will carry a stereo signal plus a subchannel for remote transmitter operation. One link is good up to about 30 miles under normal conditions. A second entire system is needed to get the signal around buildings, mountains and other obstructions. You must apply to the FCC for a frequency. Price range: \$4600-\$11,300 (mono), \$7700-\$11,300 (stereo).

• **Remote Pick-Up Units (RPUs)** — These beam programming back to the station from remote sites such as a news vehicle, sporting event, church service, or shopping center remote. They, too, require FCC frequency approval. Price range: \$2400-\$7000 (mono) and \$4800-\$7000 stereo.

• **Telemetry Return Link (TRL) or Transmitter Studio Link (TSL)** — This low-power unit transmits meter readings and information from the transmitter back to the studio. Price range: \$1500-\$4000.

Locating Local Frequency Coordinators

To obtain an STL or RPU channel, it's necessary to first contact your local Frequency Coordinator, who will tell you what channels are available. Congestion may make channels hard to come by in some

large markets. To find the coordinator for your area, you can call the Society of Broadcast Engineers (317-842-0836), NRBA (202-466-2030), or NAB Science & Technology Department (202-429-5338).

Lease-Buyouts Ease Cost Burden

In case the price ranges here scare you, be aware that some manufacturers or their distributors offer lease-buyout deals for STL and RPU equipment. For instance, the Missouri Broadcasters Association reports one station whose private line charges jumped from \$245/month to \$800. On a lease-buyout plan, it now pays \$295/month for an STL, which it will own outright in four years.

Shipping Delays Of 1-2 Months

Be prepared for some delays if you decide to take the plunge. At one of the biggest suppliers of STL-RPU equipment, Moseley Associates, of Goleta, CA, National Sales Manager Art Constantine says the current crunch was foreseen, so product can be shipped within 30 days despite a 400% increase in orders over the first quarter of 1985. Another major supplier, Marti Electronics of Cleburne, TX, also reports brisk business, with shipping delays of 45-60 days.

NEWS BRIEFS

Cap Cities Seeks 18-Month Waiver On Seven ABC Stations

As part of the FCC filing last week for approval of its \$3.5 billion takeover of ABC, Cap Cities asked for a waiver of the Commission's one-to-a-market rule, allowing it to wait 18 months before spinning off seven of the ABC radio stations — KGO/San Francisco, KABC & KLOS/Los Angeles, WLS AM & FM/Chicago, and WABC & WPLJ/New York.

The waiver request has been anticipated since Cap Cities took the six properties off the block several weeks ago. Cap Cities says the stations must be kept because they provide support for the ABC Radio Networks, which it's keeping for the moment.

If any of the nets would be damaged by station divestitures, Cap Cities said it will sell off stations and networks in such a way that the nets can "continue their important national service."

Cap Cities also seeks a waiver to retain WPVI-TV/Philadelphia, even though it overlaps signals with WABC-TV/New York. If that waiver is denied, the group will keep WXYZ-TV/Detroit and sell two radio stations it would otherwise keep, WJR & WHYI/Detroit.

Auxiliary Channel Congestion Plan Draws Guarded Support

The FCC's proposal to relieve congestion in the auxiliary channels used for Studio Transmitter Links and Inter-

city Relays has earned cautious support from NAB and NRBA, both of which want some changes. Basically, the Commission wants to break the channels down into smaller pieces so they can be used more efficiently, starting in 1990.

NRBA worries, for instance, that cutting the bandwidth for FM stereo STLs in half, as proposed, would prevent stations from transmitting a stereo signal, basic telemetry and an SCA.

NAB is concerned that broadcasters will be forced to shift to the narrow bandwidths even though satisfactory equipment may not be on the market. NAB also says breaking down the channels could prevent development of new digital and other transmission systems that would require greater bandwidth and offer greater protection from interference.

Docket 80-90 FM Application Guidebook Available

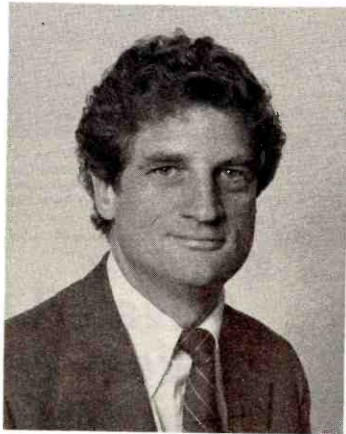
Broadcasters can now get copies of a new FCC guidebook on how to apply for one of the 689 FM channels created initially under Docket 80-90. Besides listing the 689 communities, the booklet tells how to apply for one of the stations and how to evaluate a station's market size, profit potential, and technical facilities. There's also an explanation of the comparative hearing process used to choose a winner among a field of applicants.

Copies are available at a modest price from the FCC's duplicating contractor, International Transcription Service, at (202) 857-3800.



ARBITRON HISTORY TO BROADCAST PIONEERS — Arbitron Ratings Chairman Ted Shaker presented a videotaped history of the firm, "Arbitron Ratings Company — The Early Years," to the Broadcast Pioneers Library at NAB's Washington headquarters. The history covers the American Research Bureau (later Arbitron) saga from 1949-64. Pictured (l-r) are Blackburn & Co.'s Jack Harvey, Treasurer of the library; library Director Cartharine Heinz; Shaker; and former ARB GM John Landreth.

Coleman Research vs. The Research Group



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Jon Coleman, President

1. OUR APPROACH IS SENSITIVE TO YOUR NEEDS.

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

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

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

3. WE WON'T WORK FOR YOUR COMPETITION.

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

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

Coleman Research

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Def Leppard Tops Gallup Teenage Rock 'N' Roll Poll

Def Leppard captured the top spot on the most recent Gallup Youth Survey. The poll surveyed a representative national cross-section

of 5000 teenagers (13-18), conducted from October to December, 1984. Rounding out the top ten faves were — in order of finish —

Journey (last year's #1), Quiet Riot, Alabama, the Police, Air Supply, Men At Work, Loverboy, Led Zeppelin, and Duran Duran. Interestingly, Def Leppard didn't even place in the top ten the year before.

NAB Offers Radio CPM Computer Program

Now you can determine your station's cost-per-thousand (CPM) in minutes with a computer program available from the NAB. Written in Basic for the IBM PC, the program is easily adaptable to other computer programs. All you need is your station's rate schedule and Arbitron local market radio reports.

This program is one of six the NAB is currently offering stations so they might better interpret their ratings

books. These additional programs compute the average time spent listening during a specified period, the cost-per-gross ratings point, the efficiency of targeting a particular audience, audience turnover, and audience recycling.

Each disc is available via NAB's Station Services department at a cost of \$10 per disc to group members. For non-member price information, call (800) 368-5644.

The poll also found significant differences in the tastes of teenage boys and teenage girls. Among boys the top ten music groups were, in order: Def Leppard, Quiet Riot, Journey, Led Zeppelin, Men At Work, Alabama, AC/DC, Van Halen, the Police, and the Rolling Stones.

For girls, the top ten were — again, in descending order — Def Leppard, Journey, Air Supply, Quiet Riot, the Police, Duran Duran, Alabama, Loverboy, Men At Work and AC/DC. Black teens voted the Jacksons and Earth, Wind & Fire into a tie for first, but neither act received any significant support among white teens.



Audico Offers Cassette Timer

The "200-9" cassette timer-rewinder-exerciser, currently available from Audico Inc., is capable of timing a 60-second cassette in less than 20 seconds, while providing a readout in minutes and seconds of playing. Thus the exact lengths of both masters and blanks can be verified prior to duplication.

Equipped with a sensing device that distinguishes between tape and leader, the "200-9" features two independently operated stations that can be used as high-speed rewinders with a combined rewinding capacity of 400 minute-long cassettes per hour. One station doubles as the timer and the other as a cassette exerciser, used to life-test cassette shells to determine their quality.

For further information, contact the Elk Grove, IL-based Audico company at (312) 640-1030.

Compact Disc Catalog Available

A complete list of compact discs licensed for sale in the USA, the Spring/Summer 1985 catalog of the Compact Disc Group is now available. Compiled in conjunction with "Digital Audio" magazine and the "Green Compact Disc Catalog," the 56-page booklet breaks down available CD's by pop/rock, Broadway/original cast recordings, country, easy listening, samplers, soundtracks, spoken word discs, test discs, jazz, Christ-

mas, and classical listings.

In addition, the New York City-based Compact Disc Group has recently installed a toll-free line to answer questions from consumers and retailers about the CD marketplace. Call (800) 872-5565; New York state residents call (212) 355-0011, Monday-Friday, 9am-5pm EST.

For bulk quantities of the catalog, contact "Digital Audio" magazine in Peterborough, New Hampshire.

**THIS SATURDAY
JULY 13, 1985**

SEE CENTER SPREAD

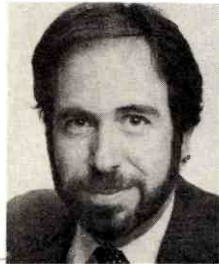
The bitterness of poor quality lasts much longer than the sweetness of a low price.

U.S. Tape & Label
St. Louis, Missouri

For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

PRO:MOTIONS

Mark Kassof & Co. Formed



Mark Kassof

Mark Kassof has resigned as VP/Research at **Reymer & Gersin Associates** to establish **Mark Kassof & Co.** His new firm specializes in radio research and marketing strategies. Prior to joining Reymer & Gersin three years ago, Kassof spent ten years in the radio industry as an air personality and programmer. Mark Kassof & Co. is located at 1876 E. Lincoln Ave., Birmingham, MI 48008; (313) 540-9499.

Ferrara Manages Selcom/Boston

Linda Ferrara will manage **Selcom Radio's** new Boston office. Most recently, she was a **WKKT/Boston** Account Executive. Ferrara's sales experience includes opening and managing **Republic Radio/Boston**, plus three years as an AE with that firm's New York office.

Cooper Joins A&M

Carol Cooper has been named East Coast Associate Director of Black Music/A&R for **A&M Records**. Cooper comes to the label after six years as a music journalist. During that time she wrote for such publications as the *Village Voice* and *Us*.

MMR Taps Levy



Arnold Levy

Major Market Radio has promoted **Arnold Levy** to Assistant New York Manager. Before assuming this newly-created post, Levy had served as an MMR AE since 1981.

Ross New KIOI Controller

Marey Ross has been elected Controller of **KIOI/San Francisco**. She joins the station from **WBBG & WMJI/Cleveland**, where she was Business Manager. She is a current member of the **Broadcast Financial Management Association** and past Treasurer of **American Women in Radio and Television's** Cleveland chapter.

PROS ON THE LOOSE

Scott Alexander — PD **B94/Pittsburgh** (412) 571-2526

Barry Kaye — Afternoons **79Q/Houston** (713) 583-8413

Barry Knight — PD **KZIO/Duluth** (218) 724-2802

Jeff Mason — Nights **79Q/Houston** (713) 870-0140

Roman Moore — MIDDAYS/Production **KAZY/Denver** (303) 752-1613

WLW & WSKS Realign Sales Department

WLW/Cincinnati has promoted **Rick Porter** to Local Sales Manager from Regional Sales Manager of **WLW** and sister **WSKS**. Before joining these outlets 18 months ago, Porter was an AE at cross-town **WSAI** and **WKRQ** and **LSM** at **WDAE/Tampa**. Moving up to the same post at **WSKS** is 18-month station AE **Dan Swenson**. Taking over the **WLW & WSKS** Regional Sales Manager post is former **WLW** AE **Jamey Schleue**.

Vangeli Manages PG Internat'l Promotion

Marggi Vangeli has been appointed Manager/ International Promotion at **PolyGram Records**. Prior to this appointment, Vangeli served as the label's Marketing Administrator. Before that she worked at **Arista** as Manager/International Operations.

Martin New MidAmerica GM



Brad Martin

Brad Martin has been appointed GM of **Record Bar, Inc.** subsidiary **MidAmerica Distributors, Inc.** He first joined **Record Bar** in 1974, serving as National Supervisor for the last four years.

Atlantic Promotes Kaus



Bob Kaus

Bob Kaus has been upped to Director/Media Development & Information Services at **Atlantic Records**. Prior to his promotion, Kaus had been Director of Information Services since November 1984. He joined the label nine years ago as Tour Publicist, later advancing to Staff Writer, Chief Writer, and Associate/Director of Publicity/Chief Writer.

RCA/Nashville Taps Martin



Mary Martin

Mary Martin has been named A&R Talent Manager for **RCA Records/Nashville**. Martin served as Director/A&R at **Warner Bros./New York** from 1972-79. Between 1979-83 she managed singer/songwriter **Rodney Crowell** and then managed **Vince Gill** before moving to **RCA**.

CHANGES

Kirk C. Stirland, former Account Executive of Special Programming/New Business Development at the **ABC Radio Networks & ABC TALKRADIO**, appointed Account Executive at **United Stations Radio Networks**.

Lynn Zacherl, former Media Director at **Media Communications/Houston**, appointed Account Executive for **Selcom Radio/Chicago**.

Mike Settino joined the research staff at **Masla Radio/New York**.

Michael Weisel, former Assistant Buyer for **Lord & Taylor/New York**, joined **Christal Radio's** New York sales office.

Craig Rossi, former marketing Analyst for the **Hughes Aircraft Co.**, joined **Christal Radio's** New York sales office.

Joe Skladany, former Management Consultant for the **Logistics Scheduling Co./Boston**, named Account Executive at **Christal Radio/New York**.

Joe Schwartz, former Account Executive for **MTV Networks Inc./Los Angeles**, joined **Katz Radio's** Los Angeles sales office.

Steven Moskowitz, former Sales Representative for **MCI Communications, Inc.**, joined **KATZ Radio/New York** as Account Executive.

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12 YEARS OF THE BEST



The
New Single

POP
LIFE"



© 1985 Warner Bros. Records



JHAN HIBER

High Density Ethnic Areas Changing

You've heard the old adage, "Just when you learn all the answers they change all the questions." Well, the latest word from Arbitron is that the High Density Black and High Density Hispanic Areas will soon be changing. These two aspects of many markets will be updated — and in some cases redefined — effective with the fall books. Let's examine what these revisions consist of, and how they may affect radio stations and certain markets.

Over 60 Markets Affected

Arbitron surveys over 60 markets which contain High Density Black and/or High Density Hispanic Areas. Many of these markets are among the largest in America, as illustrated by the fact that each of the top ten metros have one or both of these sampling units.

High Density Areas have existed for a number of years to help Arbitron better report ethnic listening. In the past few years occasional lobbying has suggested that Arbitron act to remove this special geography, but this is apparently not in the cards — at least not in the near future.

Past Criteria

In the past, High Density Areas for both black and Hispanics were based on the same qualifications. Basically, HDAs were geographies that consisted of zip codes which, according to census figures, were at least 35% black or Hispanic. Several exceptions to

the rule did exist, however. These exceptions generally involved grandfather situations where an already existing station was targeting either ethnic group. Effective with the fall '85 revisions, however, the rules of the game have changed.

New Approaches

According to Arbitron Vice President/Sales &

"The ratings battlefield may be changing, and smart stations should make sure they target their resources to areas of notable diary payoff potential."

Marketing Rhody Bosley, the goal of the High Density Areas which will be used (again, effective fall '85) was to create sampling units that covered approximately 50% of the metro ethnic population. Thus, if a market had a notable black population, the High Density Black Area would

be designed to try to make sense geographically — while at the same time representing half of the black metro populace. "We were able to keep the zip code penetration criterion at 35% for blacks," Bosley explains. "As it turned out the zip codes that met that criterion in most cases represented close to 50% of the metro blacks."

There is, however, a new approach for the High Density Hispanic Areas. Bosley continues: "In order to represent approximately half of the Hispanic population in the relevant metro we need to add more zip codes. Now the Hispanic penetration criterion will be 25% of a zip code's population — versus 35% in the past — in order for that zip code to be included in

the High Density Hispanic Area."

Bosley confirms that this definition would tend to increase the size of the sampling units under the new High Density Hispanic Area criteria. However, he does not believe that any markets would see new High Density Areas this

Katz Reorganizes Research Staff

The research hierarchy at the Katz rep group has recently been reorganized following the departure of Director of Research Carol Mayberry. She has taken an indefinite leave of absence and was replaced by Bill Schrank. Completing the Katz research ranks is Gerry Boehme, who was recently appointed VP/Director of Radio Research for the organization.

Arbitron Changes AM/FM Rules

Now that the spring survey is over, Arbitron has announced new edit rules effective with the spring sweep pertaining to entries that have an unchecked AM/FM box. In the past, when two stations on different bands with the same calls were involved, the quarter-hours indicated in a diary were split. However, ascption will now be used. Rather than splitting, credit for the ambiguous entry within a diary will be given totally to one station or the other, depending on the ratio of actual diary returns for the two stations over the past year.

fall — at least not as a result of these revisions.

Implications For Your Station

You may find the fall updates interesting if you have been battling in a market that contains a High Density Area. Contact your Arbitron representative to obtain a list of what the updated High Density Black Area or High Density Hispanic definition will be in your market. You may find some significant changes have been made.

One example: With the likelihood that the High Density Hispanic Areas will enlarge, what will this mean to the rest of the market? Since only a limited number of diaries are mailed out in each market, some other element may be affected. When you inquire about the updated geography you should also ask about revised diary placement goals for each county or sampling unit in your metro. You may find that more diaries are slated to be plugged into a High Density Area than in prior surveys. If your station doesn't appeal especially to ethnics you should work this factor into your planning.

On the other hand, if you are a CHR or Urban/Contemporary formatted station, the revised and updated High Density Areas may be good news. Assuming you have done your diary review homework and are familiar with your past record of zip code returns, you can fine-tune your marketing and programming based on the fall changes.

Another example: If you are a CHR with a notable Hispanic audience, you might find that the High Density Hispanic Area — and the diary count likely to go into that geography — may both be enlarged. This could affect diary payoff. As a result, you may want your programming research to track Hispanic attitudes, while your marketing campaign might take into account the enlarged geography and greater diary potential.

If you are located in one of the 60+ markets containing a High Density Area, you should carefully study the fall revisions. The ratings battlefield may be changing, and smart stations should make sure they target their resources to areas of notable diary payoff potential.

WHO IS MATT BIANCO?



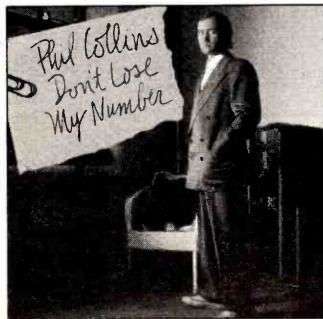
Phil Collins
Don't Lose
My Number

The third single from the album,

"NO JACKET REQUIRED"

(Also available as a Promotional 12")
(PR 724)

Produced by Phil Collins and Hugh Padgham



(7-89536)

On Atlantic Records & Cassettes
© 1985 Atlantic Recording Corp. Warner Communications Co.

CHR BREAKERS

COMPACT
disc
DIGITAL AUDIO

AS
ATLANTIC



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

SURVIVAL OF THE FITTEST

Syndicate It Celebrates Five

Five years is a mere tick on the earth's geographical clock, yet for rabbits and most syndicators it can be a lifetime. Only a handful of the producers who set up shop in January are rejoicing at year's end. The chance of survival decreases even more in subsequent years, making the half-decade point a milestone.

Los Angeles-based Syndicate It reached that milestone July 1, and company President Bob Dockery is ecstatic. "There's something about hitting the five-year mark that tells everybody you're for real," he says. "It was real tough in the beginning, but it feels great today. When Syndicate It was founded most of our competitors were fairly well-established. We were determined that whatever we produced was going to be of the highest quality."



In The Beginning . . .

Dockery had worked in various advertising and media capacities before an old college friend approached him in 1980 about radio syndication. After testing the waters, Dockery quit his job with Columbia Pictures and formed Syndicate It. "I had no experience in syndication but I believed in the idea," he recalls. "Jazz Chronicles" was not a huge commercial success — jazz demographics are very nebulous — but it let me know there was a market for high-grade programming."

Subsequent programming produced and distributed by Syndicate It, all of which is still available, includes:

- "The Music Of Black America," which examined the history of black music from Billie Holiday and Scott Joplin to Stevie Wonder and the Commodores. The program originally aired in 50 markets and was hosted by Lou Rawls and J.J. Johnson. The name of the show was later changed to "Music Of The City" to more accurately reflect its black/urban

target audience. Rawls was replaced by revolving guest artists such as Smokey Robinson, the New Edition, Herbie Hancock, and Ray Parker Jr.

- "King: A Musical Tribute" aired in 60 markets and explored Dr. King's impact on civil rights. Hosted by Brock Peters, the show is available annually for January broadcast.

- "Story Of A People" is a 24-hour special which looks at the history of blacks in America. The program begins with the arrival of blacks from Africa and continues through World War II, the breaking of the color barrier in major sports, the assassination of Martin Luther King, and present issues. The program is part of the company's Black History Month package, which also includes "Black Women: A Portrait Of Dignity" and "Black History Notes."

- "Gospel Line" is a weekly, one-hour thematic series which blends gospel music with spiritual and/or contemporary topics. The program is hosted by Rev. Billy Ingram, and features artists such as Andrae Crouch, Philip Bailey, Deniece Williams, and Donna Summer.

- "Radiorobics" is a daily five-minute workout intended to supplement a regular exercise program. The series was originally hosted by Jayne Kennedy and now features Candida. Syndicate It is also developing another aerobics-type program, featuring Jake ("Body By Jake") Steinfeld, which is scheduled to debut this fall.

- "Jesse Jackson Commentary" is a :90 daily program during



Bob Dockery

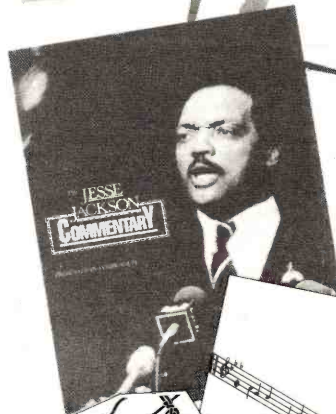
Filling The Void

Most of the company's programming is black-oriented, which has earned Syndicate It an "ethnic-syndicator" moniker. While Dockery is proud of his programs' black focus, he's quick to point out that the company is not, and was not, black-only. "Our first program was 'Jazz Chronicles,' which was not a black show," he explains. "But we knew the ethnic radio market had a lot of voids that weren't being filled. No one had done a history of black music, there had not been a national syndicated show on Martin Luther King Jr., and there was no effort made for Black History Month."

The black radio market was also financially appealing. National advertisers were beginning to see the value of targeting the ethnic stations, and the programming void left the door wide open for an entrepreneur. "Advertising dollars were more available in the ethnic market," Dockery continues. "The general market was glutted, and because there were so many programs it was a buyer's market."



FAR FROM THE MADDEN CROWD — United Stations sports commentator John Madden takes a rare, relaxing break with his pals and colleagues from United Stations. Pictured (l-r) are US Manager/Sports Charley Steiner, US President Nick Verbitsky, Madden, and US Exec. VP Bill Hogan.



which the Reverend discusses unemployment, care for the elderly, the economy, South Africa, foreign policy, and other current events.

- "Playback" is an upcoming, one-hour weekly series that mixes "oldies" with interviews and headlines from particular events in history. The program will be hosted by Jerry Boulding, and will feature music from the Commodores, the Supremes, the Jacksons, the Four Tops, and others.

On To The Future

While Dockery says he is content with the black orientation of his programming, he does see a day

when Syndicate It will move into more mainstream offerings. "We have made a profit with black-oriented programs, but we want to get into the general market," he explains. "There is obviously no point in reinventing the wheel, so we will be careful in what we tackle. If there are some programs we can do better, we will approach the market. We will wait until a situation arises and, in the meantime, we'll keep our foothold where it is now. Most ethnic stations across the country consider us a top-quality radio producer, and we want to project that image across the board."

MICHAEL McDONALD



The first single from his new solo album

‘ ‘ N O L O O K I N ’ B A C K ’ ’



Album available Aug. 3
Produced by Michael McDonald and Ted Templeman
© 1985 Warner Bros. Records Inc.

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

July 13-17

The Weekend

July 20-21		The Great Sounds		Rock Chronicles	
The Countdown (WO)	Rick James/Aretha Franklin	Buddy Greco (US)		Kenny Loggins/Hall & Oates/Tears For Fears (WO)	
Countdown America With John Leader (USR1)	Heart	Hot Country Gold (BRE)	Jane Fricke	Rock Week (WO)	Eurythmics/Men At Work
Country Calendar (CW)	T.G. Sheppard/Lacy J. Dalton	Hot Ones (USR1)	Night Ranger	Scott Shannon's Rockin' America Top 30 (WO)	Phil Collins/Tears For Fears/Huey Lewis & The News
Country Report Countdown (WRN)	Met Tills/Glen Campbell/Sylvia	Hot Rocks (US)	Duran Duran	Silver Eagle (ABCE)	Jane Fricke
Dance Music International (RI)	Steve Arrington	King Biscuit Flower Hour (ABCR)	Santana	Solid Gold Saturday Night (USR2)	Neil Diamond (7/20)
Dick Clark's Rock, Roll, & Remember (US)	Kinks	Memory Makers (BRE)	Paul Anka	Spirit Of Summer (CBSR)	Billy Joel/Mike Love/Mick Jagger/Turtles
Don & Deanna On Bleecker Street (CB)	Grace Slick & Jefferson Airplane	Metalshop (MJI)	AC/DC	Superstars Of Rock (BRE)	Supertramp/Wiam!
D. Demento (WO)	TV themes, new versions	Music Makers (NP)	Frankie Carle	Superstars Rock Concert (WO)	Eddie Money
Future Hits (WO)	Phil Collins/Prince/Kool & The Gang	Musical! (WO)	"Fiddler On The Roof"/Mickey Rooney	That's Love (WO)	Kenny Rogers/Jeffrey Osborne/Dee Wallace-Stone
		Musical Starstreams (MS)	Michael Garrison	Top 30 USA (CBSR)	Kenny Loggins
		On The Radio (NSBA)	Go-Go's	Weekly Country Music Countdown (US)	Gary Morris
		Power Cuts (GSN)	Tears For Fears (7/21)		

COMEDY

Hiney Wine (DM)	Ice cream/vacation/no bubbles/get the lead out/Hiney amusement park
Laugh Machine (PRN)	Robert Klein/Bob & Ray/David Brenner/Rich Little/Gary Owens/Joan Rivers
Party Drop-Ins (ASR)	Great party/Johnson party of one/door-to-door missionary/young psychics in love/new glue
Radio Hotline (ASR)	Agent/who are you?/phone booth/accountant/car phone
Stevens & Grdnic's Comedy Drop-Ins (ASR)	Dr. Don't/Barbie doll/he's wonderful/talk/minute in court

GENERAL INFORMATION

Ed Busch Talk Show (AP)	Burglar-proof homes/tipping waiters/angels (7/13) Parents after 30/Madelyn Murray O'Hair (7/14)
Computer Program (PRN)	Software piracy/student discounts/used computers/word processing for writers
News Blimp (PRN)	"Safe" cigarettes/synthesized drumming/skyscraper wind/unknown musicians/"Type T" personalities
Something You Should Know (SBS)	Fitness safety (7/15) Dual career couples (7/16) Ensuring insurance (7/17-18)
Sound Advice (PRN)	Microphones/recording sessions/stereo recordings
Waldenbooks Review (WO)	Mary Higgins Clark/Anne Beattie/Richard Feynman/"What's The Difference?"

The Week Of

July 22-26	
The Concert (WO)	Tina Turner
Country Today (MJI)	Belamy Brothers
Earth News (WO)	Beach Boys/Dee Wallace-Stone/Talking Heads/Mae Winningham
Encore With William B. Williams (WO)	1947: Peggy Lee
Live From Gilley's (WO)	John Anderson
Off The Record (WO)	Joe Walsh/Tears For Fears/Phil Collins
Off The Record Special (WO)	Heart
Shootin' The Breeze (WO)	Sister Sledge/Paul Hardcastle/Midnight Star
Special Edition (WO)	Manhattans
Star Trak (WO)	Supertamp/Heart/Tears For Fears
Star Trak Profile (WO)	Hall & Oates Pt. 1

MONDAY

July 22	
Country Report With Ron Martin (WRN)	Waylon Jennings/Louise Mandrell
Pioneers In Music (DIR)	Who
Solid Gold Country (US)	Horns center stage

WEDNESDAY

July 24	
Country Report With Ron Martin (WRN)	Louise Mandrell/Waylon Jennings
David Brenner Live (DIR)	Nils Lofgren/Claence Clemons
Solid Gold Country (US)	"Believers"

FRIDAY

July 26	
Country Report With Ron Martin (WRN)	Waylon Jennings/Louise Mandrell
Scott Muni's Ticket To Ride (DIR)	George Harrison
Solid Gold Country (US)	Hargus "Pig" Robbins

TUESDAY

July 23	
Country Report With Ron Martin (WRN)	Waylon Jennings/Belamy Brothers
Solid Gold Country (US)	Willie Nelson

THURSDAY

July 25	
Country Report With Ron Martin (WRN)	Belamy Brothers/Waylon Jennings
Solid Gold Country (US)	Feature year: 1972

Tommorrow

ABC Radio Presents
Live Aid
London
Philadelphia

NETWORKS/PROGRAM SUPPLIERS

ABCD = ABC Direction Net
ABCE = ABC Entertainment Net
ABCR = ABC Rock Net
ABCY = ABC Youth Nets
AMS = American Media Services
AP = Associated Press
ASR = All Star Radio
SMB = Battle Mountain Broadcasting
BRE = Barnett-Robbins
CB = Continuum Broadcasting
CBS = CBS Radio
CBSR = CBS Radio/Radio
CRM = Creative Radio Net
CWI = Comedy Writer
CW = Clayton Webster
DCA = DC Audio
DIR = DIR Broadcasting
FOY = Focus On Youth
GSN = Global Satellite Net
IN = Interview
LBP = Lee Bailey Prod.
LW = London Wavelength
MBS = Mutual Broadcasting
ME = Multimedia Entertainment
MJI = MJI Broadcasting
MS = Musical Starstreams
NBC = NBC Radio
NBCE = NBC Radio Entertainment
NP = Narrowway Productions
NSBA = NSBA Productions
PFM = PFM Inc.
PRN = Progressive Radio Network
PIA = Public Interest Aff.
RI = Radio International
SBS = Strand Broadcast
SI = Syndicate It
SOU = NBC The Source
SP = "The Spirit" Productions
TRAN = Transtar
US = The United Stations
USR1 = United Stations Radio Network 1
USR2 = United Stations Radio Network 2
WRN = Westrock Radio Network
WO = Westwood One
YRN = York Radio Network

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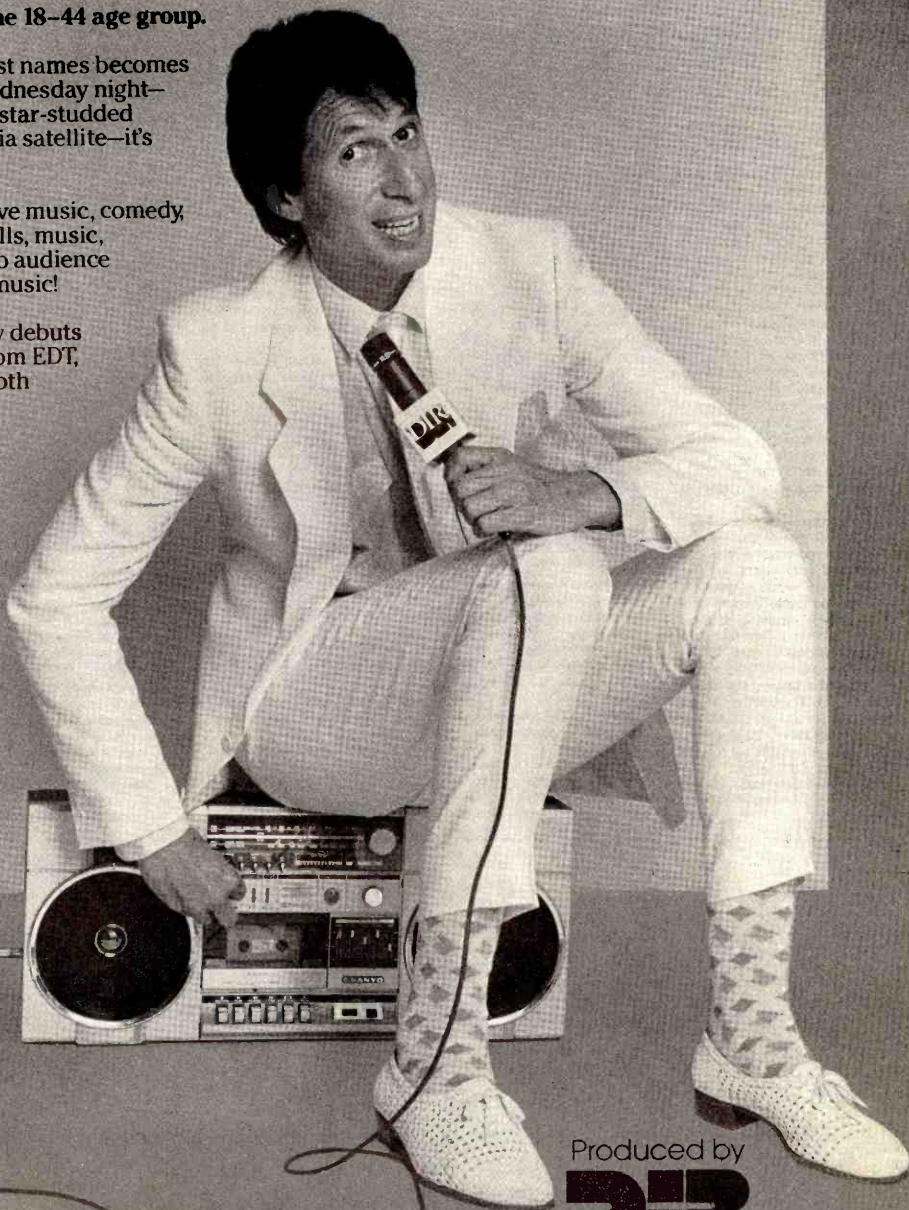
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PART II: SALES TRAINING AND DEVELOPMENT

In Search Of Performance

By Mike Horn

The pressures to locate solid, effective salespeople have become a prime concern for the competitive sales leader — an area that demands constant managerial attention. Yet the next plane of necessity, the sphere of structured sales training and development, is one of even greater consequence to the maintenance of increased profitability. There's no doubt as to the direct correlation between the amount of effort directed toward training/enrichment and the performance, permanence, and effectiveness of a strong sales team.

Stations and groups must be committed to the involvement of their sales personnel in an educational process that incorporates purposeful sales meetings, professional industry counseling, and personal sales motivation and guidance. Unfortunately though, as RAB President Bill Stakelin recently commented, "A current (RAB) survey found that eight of every ten salespeople had no formal radio sales training and seven of every ten had no group or corporate-supplied training experience." In fact, most stations spend less than 1% of their budgets to train their people while 50-70% of their money is directed toward salaries. Actually, more time and money is spent maintaining studios and equipment than maintaining and developing people. And yet, we naively question the negative portrait of our sales structure that's painted by clients and competitive media.

On the other hand, the leading stations and groups that always seem to be more aggressive, productive and professional, are constantly aware of the necessity to improve individual performance by established training methods and incorporate it into their curriculum on a regular basis. It's the prescribed responsibility of the professional manager to insist that his organization recognize the value of, and involve his salespeople in, an aggressive training program. A program that not only defines competitive selling procedures and philosophies, but also advances the application of the tools of the trade.

The Sales Meeting

When a sales group acknowledges that its meetings are a waste of time, the usual fault lies in the lack of structural input. The key to any meeting is planning and product, tendered with creativity and ingenuity. Regular days, times and locations are a bore — there's no necessity to have "the Monday morning sales meeting." Shuffle around the days, weeks, and places. The daily meetings (i.e., call reports) rarely accomplish anything at all. The most valuable commodity is preparation by the sales manager to provide salient material and varied agendas so that time spent is productive and gainful.

Here are a few suggestions. Do your own in-house focus group.

Each month invite a few media and account people from a specific agency into your meeting to offer their opinions of radio in general and of your station in particular. Build your group's acquaintance of other businesses — establish regular visits by spokespersons representing varied industries. Use your imagination to develop interesting and lucrative subjects; i.e., telephone/communication systems, lawyers, computer distributors, office furnishings and decorators, moving companies, etc.

There's also inexpensive sales training information. Libraries, colleges, and trade associations have educational, instructional films, videos and audio material related to sales. Check Wayne Cornils at RAB for information on a series of time management cassettes produced by Ken Greenwood. Update research knowledge by inviting your national rep's regional office manager or corporate research director to amplify current tools, procedures, and developing trends.

Move your meeting location. Improve alternatives to typical meeting places — build excitement, interest, and involvement. Have a mid-winter pool party (in-

door, of course); hire a moving van to cover the market; meet within a manufacturing plant, etc.

Produce a semi-annual or yearly two-day weekend sales training seminar. Locate preferably in an away-from-the-station relaxed atmosphere. Provide social time and awards dinners, but center the meeting theme around a professional sales training expert or broadcast industry consultant.

Professional Sales Training

The proficient salesperson, like a disciplined athlete, requires constant training and guidance to effect peak performance. It's the professional specialist who's most valuable in providing a definitive program of achievement.

There are a number of national sales consultants and training organizations from which to choose. A few concern themselves primarily with broadcast. Some focus on specific selling techniques (i.e., behavioral approach, "consultant" selling, question-probe method, etc.), while others specialize in helping the station reach its clients (retail development).

The prime consideration in choosing a formal training course (beyond cost) should be its ability to adapt and customize to suit its customers' needs. Attention should also be paid to the availability of refresher follow-up information, as nearly 90% of a course input can be lost over a period of a year. Besides contracting with the training

groups listed in the accompanying sidebar, there are other regional and national educational opportunities: industry (RAB, NAB) seminars, marketing workshops, elocution and personality courses, presentation specialists, Wharton and Harvard Sales Management courses, etc.

A valuable adjunct to the training sessions is the availability of an up-to-date station library. This should include training and selling tools, RAB source information, reference material like *Media Market Guide*, *Duncan's American Radio and Market Guide*, weekly trade journals like *R&R*, *Broadcasting*, and *Advertising Age*, and copies of contemporary nonfiction sales/management perspectives — "The One Minute Manager," "Search For Excellence," "Up The Organization," etc.

It's obvious there's a considerable wealth of nourishment out there, but that's not the solution. Success can only be achieved through the application of aggressive leadership. A dedicated manager is obliged to apply every means available to advance the capabilities of a moderately competitive sales group into a finely-tuned, professional selling machine. He alone controls the destiny to increased productivity, profits, and personal prosperity.

Next time: Sales team maintenance

Professional Sales Training Organizations

The following are exclusively concerned with training/enrichment of radio sales personnel:

Advance Broadcast Management — RAM revenue program, sales skills improvement. Richard Mack, Washington, DC

The Advisory Board, — advertising and radio sales techniques. Chris Lytle & Associates, Madison, WI

Mike Horn & Associates — strategic sales development and training, Boston, MA

Pam Lontos, Basics of broadcast selling, Dallas, TX

Ott & Sneed — The Comprehensive Sales Plan, sales motivation,

Rick Ott, Richmond, VA

Radio Advertising Dynamics — basic selling techniques & seminars. Richard Kaufman, Floral Park, NY

Radio Marketing Concepts — sales motivation, goal orientation. Norm Goldsmith, Warrenton, VA. Specialize in retail business development for radio.

Broadcast Marketing Co. — retail support service. William McGee, San Francisco

Sonntag Associates — retail marketing seminars, "consultative" sales training. Steven Sonntag, Palm Beach, FL

The Webster Group — retail/ac-

count development. Maurice Webster, New York City

Improvement of personal selling skills and sales techniques:

Don Beverage & Associates — sales motivation. Chicago

Fidel Communications — telephone sales techniques. Stan Fidel, Chicago

Forum Corporation — management/sales training, Boston

Greenwood Development Programs — One Minute Salesperson: personal sales motivation, Ken Greenwood, Tulsa

Charles Reilly — personal communications, New York City

Satisfaction Guaranteed —

practical motivation, Dave Oakly, Quincy, IL

Max Sacks International — scientific selling technique, goal orientation. Roy Chitwood, New York City

Spectrum Training Corp. — sales training tailored to client. Salem, MA

Sterling Institute — motivational management seminars. New York City

Wilson Learning Corp. — behavioral selling approach. Eden Prairie, MN

Xerox Learning Systems — selling mechanics, Stamford, CT

The above sessions are usually held at your location choice.

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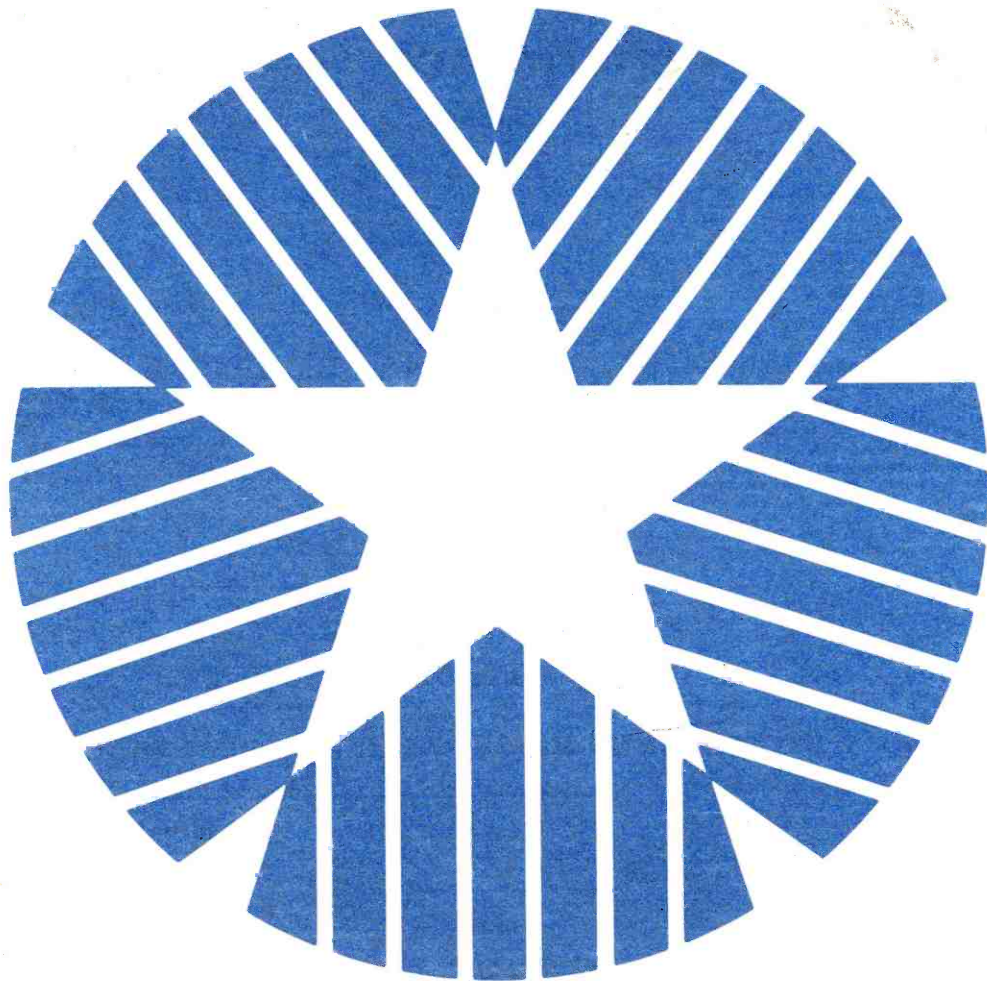
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HARVEY MEDNICK

THEY WRITE THE WORDS —

Jim McFarlin Of The Detroit News

Getting good press is very important to those of us in radio marketing. When Beryl Spector took over the reins of BPME (R&R, 6/7) she stated that one of her main goals was to develop more print space for radio. Her optimism has even reached as far as considering the publication of a radio guide, similar to the TV listings we all receive as a part of our weekend newspaper.

What are the chances for succeeding in this venture? Well, after checking with the newspapers listed by Time magazine as the ten best in America, I found that only three had a fulltime radio columnist. Obviously radio needs more newspaper space — but radio also needs to understand what the press can and will cover. To this end, this column will periodically feature comments from various radio writers around the country. The first in this series: Jim McFarlin of the Detroit News.

The Radio Beat

Jim feels that radio columns are in short supply because newspapers have always felt that radio is a sworn enemy. "The reason for this is that the mediums don't really mix," he says. "They're both out on the street fighting for the same advertising dollars from the same

clients. Why should newspapers give aid and comfort to this unseen menace that haunts our streets and takes food from our children's mouths? If we don't acknowledge radio, maybe people will forget that it exists. It's a stupid attitude, but it's also the conventional wisdom of many editors. Wherever I've worked — except the News — I've fought hard to convince editors that a radio column would be worthwhile."

Jim found himself covering radio for the Detroit News when he was issued an ultimatum: cover either radio or the Detroit Symphony. While Jim was a bit hesitant getting involved in the ongoing, heated battle between WRIF and WABX, he found it more attractive than the classical alternative. "I thought I'd do one story on every station, make everybody happy, and last about



HE WRITES THE WORDS — Jim McFarlin, radio columnist for The Detroit News

six months," he laughs. "Well, in the five years I wrote the weekly column I found the question wasn't 'what am I going to write about next?' but 'which of the five great topics is most newsworthy and immediate?' It may not seem like it, but there is always something going on — and you don't have to dig too deep to find it."

For awhile the column was combined in a "catch-all" "Enter-tainbeat" section, but the paper recently pulled radio from that grab-bag and is again running it as a separate feature.

GRAND PRIX IV SPECIAL PREVIEW / SEC. D The Detroit News Thursday June 20, 1986 15¢



"Stations have to understand that the press is a double-edged sword. — Jim McFarlin

covered as news, and resent it when the local newspaper announces inner-management changes. "Stations have to understand that the press is a double-edged sword," Jim says. "Radio people really appreciate it when we cover the huge promotion that draws 10,000, but they also have to realize that if they blow out the longtime morning man, we're going to cover that as well."

Just The Facts, Ma'am

Verifying stories is also an important part of the radio writer's daily routine. "Radio is a very

station, but it still may be important and interesting to your listeners and our readers."

One consistent problem that can get annoying is the "hype factor." "It's like the boy who cried 'wolf' if you are always getting called about trivial items. Constant hype quickly reaches a point where, no matter what a person says, you find yourself saying 'yehhh' or shrugging it off as the proverbial grain of salt. You begin telling these people to 'get back to me in a month,' and you stop caring. There's great danger in hype, whether it's done intentionally or otherwise."

Tips To Remember

Following are some suggestions from Jim to keep in mind when you deal with your local press:

- Invite the radio reporter visit your station and meet your people.
• Get to know your radio editor's story parameters. If you have more than one local newspaper, get acquainted with all of them.
• Establish a basis of trust — and never violate it.
• Don't second guess the reporter. What is not a story to you may be one to him, and vice-versa.
• Don't get discouraged by rejection. Keep pitching and sooner or later you're bound to get a hit.
• Find out how the reporter is about keeping things "off the record." Some respect it, others don't. Know who you can tell things to and who you can't.
• Avoid hype at all costs, and identify it to your superiors if they ask you to pitch a hyped story.
• Your personalities are your marketer's stars, and the radio reporter will treat them as such.

ONE YEAR AGO TODAY

- DON ZIMMERMANN RETURNS TO CAPITOL PRESIDENCY; JIM MAZZA EMILIBERTY PRESIDENT
• NICK BAZOO NAMED PD AT KMEL/SAN FRANCISCO
• CHUCK GOLDMARK NAMED VP/IGM AT WEZM/MIAMI
• JEFF BALLANTINE BECOMES PD AT WEZR/WASHINGTON
• LARRY WHITE BECOMES VP/IGM AT WBUF/BUFFALO
• #1 CHR: "When Doves Cry" — Prince (WB) (2nd week)
• #1 A/C: "If Ever You're In My Arms Again" — Peabo Bryson (Elektra) (2nd week)
• #1 BU: "When Doves Cry" — Prince (WB) (4th week)
• #1 Country: "That's The Thing About Love" — Don Williams (MCA) (2nd week)
• #1 AOR Track: "Rock Me Tonight" — Billy Squier (Capitol)
• #1 LP: "Born In The USA" — Bruce Springsteen (Columbia) (4th week)

FIVE YEARS AGO TODAY

- NICK VERBITSKY SR. VP/OPERATIONS & STATIONS FOR MUTUAL
• GERRY PETERSON NAMED PD AT KFRC/SAN FRANCISCO
• #1 CHR: "It's Still Rock 'N' Roll To Me" — Billy Joel (Columbia) (4th week)
• #1 A/C: "Let Me Love You Tonight" — Pure Prairie League (Casablanca/PolyGram) (2nd week)
• #1 BU: "Take Your Time" — SOS Band (Tabu/CBS) (5th week)
• #1 Country: "Friday Night Blues" — John Conlee (MCA)
• #1 LP: "Empty Glass" — Pete Townshend (Atco) (4th week)

TEN YEARS AGO TODAY

- #1 CHR: "Love Will Keep Us Together" — Captain & Tennille (A&M) (6th week)
• #1 A/C: "Listen To What The Man Said" — Paul McCartney & Wings (Capitol)
• #1 Country: "Touch The Hand" — Conway Twitty (MCA)
• #1 LP: "One Of These Nights" — Eagles (Asylum) (3rd week)

Anatomy Of A Column

Jim explains that a radio column forces the newspaper to cover stories that might not have otherwise been given ink. "There are a lot of stories that deserve attention but don't get it — such as the WCHB 'Apology Line,' which allows anonymous listeners to go on the air and apologize to someone. This is the sort of item that wouldn't be written as a daily story, but can be developed to the point where even the wire services will find it interesting enough to pick up."

Because radio often takes a back seat to other entertainment media, editorial decisions often favor topics that might have wider popular appeal. "My frustration is that we haven't been able to develop radio feature stories for Sundays," Jim confesses. "My editor feels Sunday is the day for 'thumbsuckers,' those long 40-inch stories on how Clint Eastwood contributes to contemporary society. Supposedly radio doesn't really lend itself to that kind of story."

As with any "beat," Jim has developed a small cadre of marketing people who keep him tapped in to the goings-on at Detroit's 38 local radio stations. Many station man-

agers are uneasy when radio is competitive business, and a lot of information reaches us that probably shouldn't," Jim comments. To safeguard his reputation and accuracy he double and triple-checks all sources — and regards trust as the most important virtue for any marketing person.

To stations that aren't accustomed to dealing with the daily press, Jim offers the following advice: "Tell me everything. Don't hold back on things just because you decide we won't be interested. Sit down with the radio reporter and talk over your situation. Often you'll find an angle you didn't even think existed. Look outside your walls — maybe the story isn't at your station but in the format itself. The story might focus only on your

DATELINES

- September 11-14 "Radio '85," the second annual Radio Convention & Programming Conference, presented jointly by the NAB and NRBA Dallas Convention Center.
September 11-14 Radio/Television News Directors Association's International Conference Opryland Hotel, Nashville.

- 1986 February 2-5 National Religious Broadcasters' 43rd annual convention Sheraton Washington, Washington, DC.
February 27-March 1 Country Radio Broadcasters' 17th annual Country Radio Seminar Opryland Hotel, Nashville.

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R&R STREET TALK

It's too early to be official yet, but don't be surprised if the top executives at **INFINITY BROADCASTING**, including Radio President **MEL KARMAZIN**, coordinate a stock buyout plan to gain control over the company. Infinity owns ten stations in New York, Chicago, Philly, Boston, Houston, San Diego, and San Jose. Inside sources insist that none of the properties will be sold as part of the proposed financing plan.

You can't walk around New York without hearing the persistent rumor that Infinity is about to convert 18th-ranked **WKTU** to "Classic Rock" **WCRQ** any minute now. And in anticipation of that possibility, you can now hear the preemptive slogan on **AOR WNEW-FM**, "Classic Rock From The Place Where It All Began."

But did anyone actually contact **WCRQ/ARAB, AL** to offer some cold, hard compensation for those catchy calls? "Nope," said an intrigued **CLIFF GRIGGS**, GM for the Progressive Country station. Would he give up his **WCRQ ID**? "It'd depend on what they'd be worth," he noted with a grin.

Penthouse mogul **Bob Guccione** may or may not have the rights to reprint some nude pix of **MADONNA**, but it looks as if *Playboy* will beat him to the newsstand anyway. It appears the Bunny has acquired a film *Madonna* appeared in several years ago, and the stills taken from it for next week's issue are reportedly . . . well, you get the picture.

"Art is a premier talent, and because of possible legal ramifications, we have no statement." So says **KRLA & KHTZ/LOS ANGELES** programmer **JAY CLARK** about longtime **KRLA** talent **ART LABOE**, who posted a \$2500 bond for possession of cocaine after being stopped for an alleged traffic violation last weekend. Art continues as the station's 8pm-midnight personality.

One unconfirmed newspaper report goes by and before you know it, everyone in Chicago's buzzing that **SUZY MAYZEL**'s the new PD at **Bonneville A/C WCLR**. But hold on! Suzy is, in fact, the *acting* PD . . . the final decision isn't due for a few more weeks.

Nobody at Howard University is talking about the particulars regarding **ROBERT TAYLOR**, who was suddenly fired after seven years as GM for its commercial Urban station **WHUR/WASHINGTON**. Taylor sought legal restitution, but his motion for a temporary restraining order was denied. According to the *Washington Post*, Howard recently ordered an audit of the station, but it's not certain whether there's any relation between the audit's findings and Taylor's dismissal. Acting as GM for now is former station engineer **JAMES WATKINS**.



SAFETY SLOGAN — First it was *Reeboks*, now it's "EGBOKs." "Everything's Going To Be OK" is the positive prognostication theme that *TWA* hostage **Tom Murry** referred to in a letter from Beirut broadcast nationally on ABC. He wrote: "As Ken and Bob say, 'EGBOK.' I bet they have never heard that from a Beirut hostage." Ken Minyard and Bob Arthur, who are the *KABC/Los Angeles* morning team, certainly hadn't. It happens to be their special saying. This family is so nuts on *EGBOK* that all visiting reporters had to wear the official button. From left, daughter **Marianne Robertson**, Murry's wife **Jeanne**, and **Ken Minyard**.

Those executive discussions about a merger between **MCA** and **RCA** have apparently been tabled, at least temporarily. The main obstacle appears to be **RCA**'s ownership of **NBC** and **MCA**'s ownership of **Universal City Studios**. That combination would go against **FCC** rules, which prevent networks from owning syndicated TV programming.

Word has it that **WCAU-FM/PHILADELPHIA** **GSM ELISSA DORFSMAN** and **CBS** have reached an out-of-court settlement over her \$1 million lawsuit against the company. It's said that **Dorfsman**, who has resigned from the station, will receive \$250,000 from **CBS**, laying to rest reported incidents from a 1982 sales dinner that spawned all sorts of charges, including one of sexual harassment.

WMMR/PHILADELPHIA was the exclusive sponsor for a spectacular concert/live broadcast in the *Cradle of Liberty* July 4. An estimated one million fans celebrated to the music of **JOAN JETT**, the **OAK RIDGE BOYS**, **BELLAMY BROTHERS**, and **FRANK STALLONE**. The show was produced in conjunction with the *Love Foundation*, a charity organization set up by **MIKE LOVE** of the **BEACH BOYS**. Their headline set included appearances from **JIMMY PAGE** on guitar and (believe it or not) **MR. T** on drums. Roadies are still working to put the remaining percussion pieces back together.

Continued on Page 26

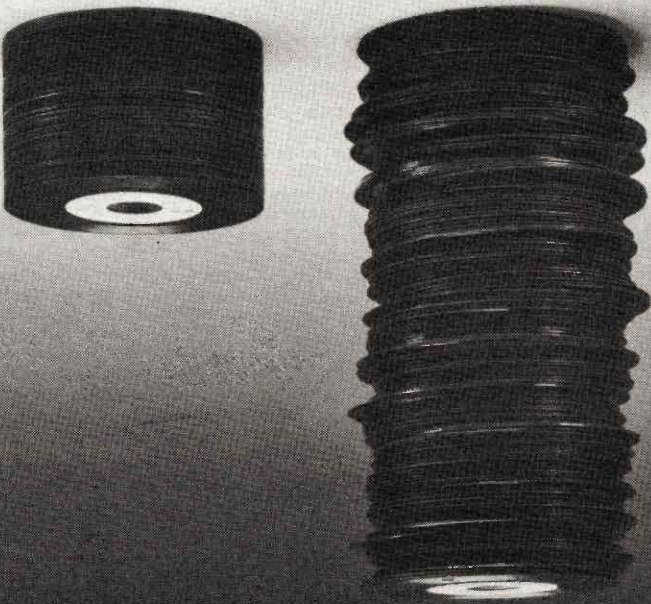
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attended by carefully screened individuals whose attitudes and opinions best represent those of core listeners. Your information is presented in three phases:

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STREET TALK

Continued from Page 24

WVKO & WSNY/COLUMBUS VP/GM **STEPHEN JOOS** has announced his resignation, with his departing flight scheduled for August 3. No replacement has been named yet . . . Also bidding adieu is **WHJY/PROVIDENCE PD RON NENNI**. You can reach Ron at the station until the end of the month.

KZEW/DALLAS's "Texas Aid" effort raised \$16,700 in five days to fight hunger both locally and in North Africa. Collection points were set up at a chain of record stores, where donors of a dollar or more received a buck off any album purchase.



IRS National Sales

Director **BARBARA**

BOLAN has been elevated to VP/Sales. Barbara will continue directing the label's five-office field staff as well as overseeing distribution.

JEFF POLLACK

COMMUNICATIONS is the

Barbara Bolan official Coordinating Producer for the **ABC RADIO NETWORKS'** Live Aid broadcasts. While Jeff and partner **TOMMY HADGES** assist ABC in the States, the rest of the world will hear the concerts via satellite from World Wide Sports & Entertainment. The lineup of hosts for that broadcast includes **CFNY/TORONTO** Operations Director **DAVID MARSDEN**, **KLOS/LOS ANGELES** personality **BOB COBURN**, **WMMS/CLEVELAND**'s **KID LEO**, and the UK's **ANNE NIGHTINGALE**.

A tip of the hat to the new **WCHS/CHARLESTON, WV PD**. It's **ROCKY STEELE**, who steps up after four years as morning man . . . **RANDY ROBBINS** has officially taken over all the programming duties at **KCAQ/OXNARD-VENTURA**. Randy formerly did nights at **KS103/San Diego** . . . **KKAZ/CHEYENNE PD JOHN RAMSEY** has been upped to Operations Manager, also overseeing AM sister **KUUY** . . . And **KKCI/KANSAS CITY PD FRANK HANEL** is returning to **WBBM-FM/CHICAGO** as Promotions Director.

Due to overwhelming response, **AIR** President **ALAN SMITH** has announced that **AIR**'s fourth annual pick-the-hits competition (now underway) is also open to all record promotion personnel for the first time. The method to win a Corvette or Porsche is no longer exclusively for CHR PDs and MDs.

In rep news, 30-year industry rep/radio veteran **DICK MCCAULEY** has been named VP/Business Development at **REPUBLIC RADIO** in New York.

Head west, young (and experienced) DJ: **KWSS/SAN JOSE**, known by some as the "Gateway To The Majors," needs a midday personality to replace **CHUCK GEIGER**, who'll be "swing"-ing in L.A. at **KIIS-FM**.

KDIA/OAKLAND is back . . . sort of. The original calls returned to the facility, but it's dark and may remain so until at least mid-September unless a new owner is found or additional capital can be raised.

Insiders at **ARBITRON** expect an announcement next week regarding a Sales VP appointment, which will fill the vacancy left when **JEFF HODGE** returned to Katz after only two months with the ratings firm. Speculation has it that the new executive will be brought in from outside.

Musical Chairs Dept.: **WNOK-FM/COLUMBIA MD SCOTT SUMMERS** has left to pursue other interests, while at **WZOK/ROCKFORD**, **LISA DENT** was promoted from all-nights to late nights and given the MD duties . . . **WLSQ/MONTGOMERY PD TONY LAWSON** has exited, with MD **JAY SISSON** tapped as interim PD.

MUTUAL and its **AFTRA** unit have reached a new two-year contract. **AFTRA** represents 22 correspondents and 17 tape editors at the network.

Some new names for familiar faces to announce, as A/C-formatted **CK101/COCOA BEACH** is now "STAR 101"/ORLANDO. The station has applied for new call letters **WSTF** to go with its new ownership, tower, and studios . . . **WOOS/CANTON** plans to become **WRQK**; it'll stick with **AOR** . . . And **WEZG/NORTH SYRACUSE** picks up new calls **WURS** for its Easy Listening presentation.

First came love, then marriage for A/C independent **DEE DEE LANGE** and Dr. Hunter Greenwood, in Los Angeles . . . Congrats also to **WPYX/ALBANY** Assistant PD **BOB WELCH**, who hitched up with Joanne Braman.

So where's the baby carriage? Just ask indie promoter **ALLEN MEISE** and his wife Fran, who've got a new son, Eric Christopher . . . Cheers to **ABC ROCK & ABC FM NETWORKS** Director **DAN FORTH** and his wife Diane on the birth of Amanda Catherine July 2 . . . **CAPITOL**'s National Promotion Director **TOM GORMAN** and his wife Tamara welcome a new hitbound into the home — it's Abigail Anne . . . Good news for **WSB/ATLANTA** News Director **BILL BULGER** and his wife Diane, who report the arrival of Michelle . . . Also preparing the pram is **WJOT/TOLEDO** morning cohort **BOB MADDEN** and his wife Debbie, new parents of Danielle Lynn.

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

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screams a night
to 45 revolutions
per minute.

DO YOU WANT CRYING

By popular demand,
the standing-room-only smash
on their first U.S. tour,

is the next hit single by

KATRINA

**AND
THE**

WAVES



Produced by Katrina and the Waves and Pat Collier. *Capitol*



KEN BARNES

CUTTING THROUGH THE RHETORIC

Lyrics Controversy: Is Radio Polluting The Air?

Last November Walt Love and I explored controversial lyrics, discussing current examples and providing historical perspective. Since then, the issue has reached the consumer media and mushroomed into a cloud of angry contention.

It's not my place or R&R's (or anybody's) to dictate moral standards to radio programmers, record companies, or artists. But sensational, misinformed articles in the national press or on network TV, trotting out the radio and record industries as favorite whipping boys, don't do anyone any good.

What triggered me was a column in the Washington Post by William Raspberry with the objective title "Filth On The Air." Concluding his essay, he declares, "It's impossible to listen to most of the rock stations, or watch the televised videos, without being exposed to kinky sex, torture, and even killing."

OK. Let's leave the televised videos out of it for now (though on radio's behalf I'd have to say that seeing images on video is a much more graphic experience than hearing song lyrics, and that rock video is a prime contributor in stirring up this controversy). You pro-



Madonna: An angelic effort

Controversy Tough To Find

Well, now that I've done that, I'm confused about what the fuss is all about. You have to dig pretty deep, with a sensitive shovel fine-tuned to detect double entendre and interpret ambiguity, to find anything at all to get upset about. Fourteen of the songs weren't even about love, sex, or even human relationships, instead talking about living in the past ("Glory Days"), nightmares ("Crazy In The Night"), dancing ("Into The Groove"), or being generally inspirational and uplifting ("Never Surrender," "Things Can Only Get Better"). Two hits have violent elements, one ("19") because it's about kids fighting and dying in a war and the other ("Smuggler's Blues") because a grimly realistic portrait of the drug-running trade can't skirt the facts.

Another 21 songs are straight romantic relationship numbers, stuff like "Heaven" and "Walking On Sunshine" and "State Of The Heart" and "Would I Lie To You." That leaves five songs in which, if you were looking hard enough, you could find sexual overtones (kinkiness might be tougher to locate, and there just weren't any hits about torture this week).

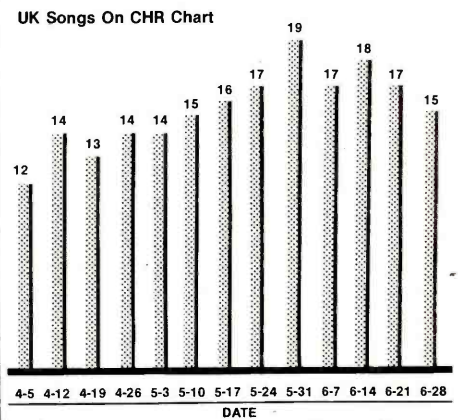
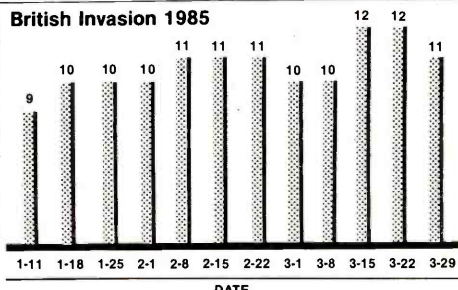
"Freeway Of Love" uses the car (a pink Cadillac, in this case) as a metaphor for love/sex, which (as a future On The Records column will point out) is a time-honored musical tradition. "In My House" is an open invitation in a "I'm so wild about you, do with me what you will" vein. "You Give Good Love" has a title probably derived from the common sexual phrase "giving good head," but the connection is

British Invasion Recharges

The last time I examined British and foreign hitmakers, they were fading fast. 1984 saw a dramatic drop in foreign Top 15 hits compared to 1983 (48.8% to 35.2%), while the last time I graphed out a week-by-week count of British Top 40 hits (January-June 1984), the numbers were in the 11-13 range instead of the 18-21 levels reached in early 1984 and the second half of 1983.

But British hits seem to be on the upswing again. You couldn't tell from the first three months of the year (see graph), when they never topped the 12 mark and slid as low as 9. But by April the climate was more friendly, and the total climbed into the 14 range, then up to 19 by the end of May, holding in that pattern until dropping to 15 in June's last week. Foreign artists from outside Britain (Canadians, Germans, and Australians) hit a peak of four in April, but hung steady at three for all but one week thereafter, resulting in a four-week stretch from May 31 to June 21 in which half the chart or more was an unAmerican record.

One interesting phenomenon that may have influenced the UK comeback is the number of British artists penetrating the Black/Urban chart: Loose Ends currently at No. 1, plus Paul Hardcastle, Sade, Billy Ocean, Phil Collins, Wham, and Germany's Harold Faltermeyer, for example. Next week, a six-month update on Black/Urban crossovers into CHR and A/C.



stretched awfully thin and the song makes no such allusions. Similarly, "Get It On" 's title has a sexual connotation, but you'd be hard-pressed to find a double entendre in all that "hubcap diamond star halo" lyrical gibberish. And anything Prince does comes under the censorial microscope, but "She wore a raspberry beret/And when it was hot she wouldn't wear much more" is about as racy as this one gets.

Other Formats

AOR seems to get the blame for the extreme variety of ultramacho heavy metal songs, even though most of them never achieve significant airplay. But the AOR Tracks Top 30 is remarkably controversy-free, with only Ratt's "Lay It Down" containing any Semi-Overt sexual allusions (unless you want to construct a masochistic fantasy out of "Slave To Love").

And Black/Urban radio, always a prime allusive target within the format and from outside, seems to be more into romance than kinky sex. "Animal Instinct" and "Attack Me With Your Love" are more sensational in title than in actual lyric content. "I Wonder If I Take You Home" is undecided about whether it's a good idea to consummate a date - precisely the same dilemma the Shirelles faced 25 years ago in "Will You Still Love Me Tomorrow." And as for "Sanctified Lady," it was one of Marvin Gaye's lifelong missions to break down what he considered

the sexual hypocrisy of American culture. He told it like he thought it was, and you could make a strong case that that's a vital part of American culture, too. Or another strong case that black music has historically been more forthright about the interrelationship of love and sex because it's simply a more adult form of music, from early blues and jazz onward.

But as I said earlier, making moral cases is not what this column is about. Just looking at the charts objectively, I can't see for the life of me how it would be "impossible to listen... without being exposed to kinky sex, torture, and even killing." This sort of hysterical rhetoric does nothing but muddy the waters and damage the reputation of our industries. It's a disservice of exactly the sort we don't need.

Looking Out For No. 1s

Yet another book well suited to the interests of this column's readers has just come out. It's called "The Billboard Book Of Number One Hits," and let's leave aside for the moment that it's based on the charts of a competing publication. The point is, author Fred Bronson has assembled a truly impressive book, chronicling the stories behind every (Billboard) No. 1 record from "Rock Around The Clock" to "We Are The World," 605 in all.

The graphics are excellent (lots of rare photos), the writing solid,

and the scholarship is extraordinary - I picked up a new information tidbit from nearly every entry. It's a wealth of information for anyone who has occasion to play oldies, and many of these 605 hits are prime gold. (Chart quirks do preclude entries on such memorable No. 1s as Elvis Presley's "Burning Love" and Bruce Springsteen's "Dancing In The Dark.") Good indexing and chronological format make it an easy-to-use reference, and it's a classy job all around.

The hits that got away stories are starting to come in, following my recent request. Greater Media's Ed Osborne recalls that Neil Sedaka offered the Shepherd Sisters, who had had a 1957 hit called "Alone," a shot at his song "Stupid Cupid." They turned it down, he gave it to Connie Francis, she scored big with it, and where are the Shepherd Sisters today? Ed also brought up the well-known story about the Beatles rejecting "How Do You Do It," which went on to become a British No. 1 as the debut of Gerry & The Pacemakers. Didn't seem to hurt the Beatles much, though.

And All-Hit Radio's Paul Power has another Neil Sedaka story - seems Neil wrote a song called "The Diary" for Little Anthony & The Imperials, who were apparently unavailable to record it. So Neil cut it himself, and got his first hit out of it.



Prince: No controversy

grammers know what you're playing on your radio station, and "a steady diet of kinky sex, torture, and killing" is probably not the way you'd describe it.

I'm interested in facts. So I'll spare you the monograph about human love relationships being the main topic for popular songs since there were enough people for songs to be popular, because love makes people feel alive and that's what they want to hear about in songs. And I'll skip the dissertation about love and sex being inextricably intertwined in human psychology, sociology, and culture in general. Instead, let's look at the Top 40 mass appeal CHR records for June 28 and examine their lyrics.

SUCCESS

WILL NEVER SOUND BETTER!



REO SPEEDWAGON

"Live Every Moment"

In Just Two Weeks:

CHR NEW & ACTIVE 119/57 — 47%

One Of The **MOST ADDED**



SADE

"Your Love Is King"

CHR NEW & ACTIVE

Now On Over
115 CHR Reporters — 45%

A/C Chart: 21-16-11

WXKS-FM	KIIS-FM
WNYS	KOPA
CKOI	KZZP
WCAU-FM	KKRZ
WHTX	KMJK
94Q	FM102
WNVZ	KS103
WGCL	KMEL
WCZY	KPLUS
WHYT	KUBE



JEFF BECK & ROD STEWART

"People Get Ready"

CHR NEW & ACTIVE

Now On Over 100 CHR Reporters!

AOR Tracks: 6 AOR Albums: 4

Album
Exploding
At Retail!



KING

"Love & Pride"

CHR SIGNIFICANT ACTION

WXKS-FM	92KTU	KLUC
195	KX104	KWES
KMEL	KITY	KCDQ
KPLUS	KQMQ	OK95

Los Angeles

KIIS-FM	34-25
KIQG	31-18-17
KKHR	DEBUT 30

Billboard Dance Chart: Debut 49



INSIDE:

CONGRESS, FCC TACKLE TAKEOVERS

As large-scale corporate takeovers, both friendly and unfriendly, increase, the Commission and Congress turn their attention to setting some guidelines. Page 9

IS THE LYRIC CONTROVERSY OVERBLOWN?

Beyond all the rhetoric, are radio programmers predominantly playing songs with suggestive lyrics? Ken Barners takes an objective look at today's hits. Page 28

BLACK/URBAN: WHERE THE HOLES ARE

With Love and Sean Ross isolating the key markets where a new Black/Urban station would find little or no competition. Page 52

COUNTRY'S LONGER ROTATIONS: PROGRAMMERS EXPLAIN

Record companies are disturbed about country radio's lengthened rotation spins for the hits, but programmers offer explanations for the change. Page 46

PEOPLE IN THE NEWS THIS WEEK

- Bob Greenleaf PD at KPVI
- Neal Newman Corporate PD at CRB
- Jim Williams PD at WJVI
- Henry Baratta GM at WRCS-AM & FM
- David Reeder GM at WNCX

MINIMUM ROTATION STANDARDS APPROVED

Jack Demer hits the highlights of the recent Bobby Pece convention, including the virtually universal radio and record support for minimum standards of rotation on reported records. Page 32

CHANGES IN HIGH DENSITY ETHNIC AREAS

Jean Hiber reports that Arbitron's criteria for High Density Black and Hispanic Areas have changed... which may change the ratings structure of your market. Page 14

DEVELOPING YOUR SALES STAFF

Consultant Mike Horn continues his series on salespeople by stressing the importance of training your staff once you've found them. He adds a list of professional sales training groups which should prove helpful. Page 20

PROGRAMMERS' AOR FAVORITES

Steve Feinstein reveals an old favorite AOR column by asking FCN, MCR, and record company executives to list their less affine personal favorite LPs. Page 38



Rodriguez VP/GM, Jang OM/PD at KHTT & KSJO

As Management Broadcasting takes over KHTT & KSJO, Joe Jang from SRO, Gary Rodriguez has been named VP/GM and Dave Jang, longtime staff at KSJO's crossover rival, KRMF, becomes GM/PO. KHTT & KSJO GM Fred Hester has to manage KHTT's Seattle (see separate story), while KHTT VP Dave Ware and KSJO VP Lou Blue remain with the station. In addition, it appears the station KSJO staff will cover SRO. Ken Anthony, overnighter from KRMF, and Steve Turner, former KHTT staffer, also remain as Production Director Gary Rodriguez.



Joe Jang, who will be replaced by Michael Desrosiers, moves over from KRMF. Kate Reynolds (right) is named GM and Steve Hester (center) will be in charge of the programming at KHTT.

Rivers Takes KMEL PD Post

WREG-AM & FM Tampa Program Director Steve Rivers has been selected to program Country's CHR outlet KMEL. Steve Francisco, Rivers replaces Nick Brown, who resigned three weeks ago and last month had named PD at WECB (then WFLA-TV). KMEL VP-CHR Erik Lee noted, "After sharing Steve's creative ideas with those I know the energy is going to be tremendous. We feel that Nick Brown had a beautiful station, and Steve is the man to

provide the backbone, the technical details, and interior design for KMEL." Rivers will begin his new duties around August 1, said RAR. "This has been a terrific situation at one of the finest stations in this country." (Rivers file page 8.)

Merker PD At KSDO

Three-year veteran broadcast Jack Merker has been promoted from weekly morning news anchor to Program Director at station KSDO. The station KSDO/see Diego 10 takes over the daily drive slot by VP/News & Programming Steve Hester, who will leave at the end of July to pursue a career in film and video.

Regarding the changes, Merker says, "I have always been a hobby - now I want to make it my life. We wanted to have from within, and Jack has a tremendous programming background, a great administrative ability, and knows the market and this station. We really are sure on what we're doing, and it really seemed like a natural event." Merker came to KSDO in 1988, having previously worked several years as Director of Operations for Peters Productions across town. He got his start in radio at age 14 by introducing live music broadcasts on the locally station, and went on to program several major market stations, including KJZZ (then KJZ) and KJZZ-FM, Kansas City. "I'm surprised John is leaving," said Merker. "I'd planned to recommit myself and graduate school. I'm going to see the job. We've got a great station here, and I'm looking forward to being PD."



Merker, who will be replaced by Michael Desrosiers, moves over from KRMF. Kate Reynolds (right) is named GM and Steve Hester (center) will be in charge of the programming at KHTT.

SPRING '85 ARBITRON ADVANCES

WHTZ Retakes Title; KIIS-FM Holds Lead

Market	Station	Share	Station	Share
New York	WHTZ (CHR)	6.7	50.8 (MOR)	9.7
	WPLJ (FM)	5.0	RAAB (FM)	5.5
	WRXJ (FM)	4.9	KRIG (FM)	5.1
	WDR (FM)	4.8	KJZZ (FM)	5.7
	WJZZ (FM) (CHR)	4.1	KJZZ (FM)	5.8
	WDR (FM)	4.2	KLOS (MOR)	4.9
	WATF (FM) (FM)	3.7	KMPX (FM)	3.6
	WDR (FM)	3.5	KMET (MOR)	4.1
	WDR (FM)	3.5	KJZZ (FM)	3.4
	WDR (FM)	3.5	SPWR (News)	3.0
Los Angeles	WHRN (CHR)	2.2	KRDS (MOR)	2.8
	WLTW (MOR)	2.0	KRMR (MOR)	2.6
	WHRN (MOR)	1.9	KRMR (MOR)	2.6
	WHRN (MOR)	1.9	WHLA (MOR)	2.7
	WABC (FM)	1.8	KRSD (MOR)	1.7
	WHRN (MOR)	2.8	KRTT (MOR)	2.6
	WHRN (MOR)	2.2	KJZZ (FM)	1.9
	WHRN (MOR)	2.2	KJZZ (FM)	1.9
	WHRN (MOR)	1.6	KJZZ (FM)	1.7
	WHRN (MOR)	1.6	KJZZ (FM)	1.7
Los Angeles AM & FM	WHRN (MOR)	1.3	KJZZ (FM)	1.3
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0
	WHRN (MOR)	1.0	KJZZ (FM)	1.0

Los Angeles results are unconfirmed advances.

Schumacher Named GM at KPMS-AM & FM

Veteran radio manager Fred Schumacher returns from his post at GM at recently sold KHTT & KSJO/see Jang 10, which he had managed since last November. Previously he worked with the Los Angeles-based, having earlier been GM for four years at KJZZ/see Francisco, who returned to program.



Fred Schumacher

Feelin' Bitchy

Millie Jackson should be as well known for singing as she is for cursing. Over the past 15 years she's covered everything from **Bad Company's** "Feel Like Making Love" to **Merle Haggard's** "If We're Not Back In Love By Monday," and she's taken potentially treacly songs like "Love On The Rocks" and, through sheer vocal firepower, turned them into rockers.

Jackson turns 42 on Monday. She has at least three eras as a singer. The first began with New York club work and led to a 1969 **MGM** single heavily influenced by her heroine, **Gladys Knight**. The second came in the early '70s when she hit with some relatively straight R&B numbers, "It Hurts So Good" and "Ask Me What You Want."

The third began with 1974's "Caught Up" LP. A combination of covers, original material, and raps, it was built around the confrontation between a wife and the other woman. The wife's POV was one side of the LP; the lover rebutted her on the flip. From that time on, Jackson was best known for her racy stage shows and long, graphic raps. This approach climaxed in 1979's live "Phuck U Symphony," in which the preceding epithet was chanted repeatedly over quasi-classical music.

Touring and rapping kept Jackson's career going until her recent teamwork with **Elton John**. Another veteran R&B singer, **Denise LaSalle**, has a birthday on Tuesday and deserves some mention. LaSalle, who scored with "Trapped By A Thing Called Love" and "Now Run And Tell That" around the same time as Jackson's hits, now owns a radio station in Jackson, TN. She still records Southern R&B for **Malaco**.

MONDAY, JULY 15

1955/A mail-order legend is born, as **Slim Whitman's** "Rose Marie" debuts on the British charts. The song will go to #1 in two weeks and stay there for more than two months.

1973/**Ray Davies** announces his retirement from the **Kinks**. It lasts less than a week.

1980/On her birthday, **Linda Ronstadt** debuts in a modernized "Pirates Of Penzance." Two years later, the film version of "Pirates" goes largely unseen when theatre owners, protesting its simultaneous video release, refuse to book it.

Birthdays: Linda Ronstadt 1946, **Trevor Horn** 1949, **Mac McAnally** 1957, **Jeff Carlisi (38 Special)** 1952.

TUESDAY, JULY 16

1972/**Smokey Robinson** gives his last concert with the **Miracles** in Washington DC. The word now is that **Pete Moore** is planning to find a third lead singer and reactivate the group.

1981/Seven months after "Sequel" gave him his first CHR hit in six years, **Harry Chapin** is killed in an auto accident on the Long Island Expressway. Chapin was the first of **Ken Kragen's** star clients to devote any serious amount of attention to the world hunger problem.

Birthdays: **Stewart Copeland** 1952.

WEDNESDAY, JULY 17

1959/Following battles with drugs and the law, **Billie Holiday** dies of a liver ailment at age 44.

1965/**James Brown's** "Papa's Got A Brand New Bag" is released.

Birthdays: **Phoebe Snow** 1952, **Spencer Davis** 1942, **Nicolette Larson** 1952.



THURSDAY, JULY 18

1970/A couple of rock concert horror stories took place today. The Love Valley (NC) festival begins even though the mayor of Love Valley can't get the audience to pray and sing the national anthem with him. One concertgoer is shot, another dies of heatstroke. Meanwhile, promoters of the Randal's Island Rock Festival in New York are forced to turn their show into a free concert. Local gangs have sabotaged the festival because they weren't given a share of the proceeds.

1984/Nominations for the first annual MTV awards are announced.

Birthdays: **Dion DiMucci** 1939, **Martha Reeves** 1941.

FRIDAY, JULY 19

1975/Country music pioneer **Lefty Frizzell** dies.

1980/**David Bowie** makes his theatrical debut in the Denver production of "The Elephant Man." In a few months Bowie takes over the title role on Broadway.

Birthdays: **Allan Gorrie** 1946, **Brian May** 1950.

SATURDAY, JULY 20

1965/A lengthy single comes from an artist who is not then in the position of forcing radio to play anything he pisses: **Bob Dylan's** "Like A Rolling Stone" is released. So is the **Lovin' Spoonful's** "Do You Believe In Magic."

1969/**Roy Hamilton** dies of a stroke at age 40.

Birthdays: **Carlos Santana** 1947, **John Lodge** 1943, **Michael Anthony (Van Halen)** 1955, **T.G. Sheppard** 1944.

SUNDAY, JULY 21

1971/**Carole King** gets her gold record for "Tapestry."

1975/Just as "Carolina In The Pines" is coming out for the first time, **Michael Murphey** gets a gold record for "Wildfire."

1984/Veteran British hard-rockers **Status Quo** play their last concert at Milton Keynes, the much-maligned planned community outside London. Near the end of their career, **Status Quo** (who remained steady hitmakers in the UK throughout their career) have a British hit with a cover of "Somethin' Bout You Baby I Like," the **Rita Coolidge & Glen Campbell** song.

Birthdays: **Taco and Robin Williams** 1955.



CHR SIGNIFICANT ACTION

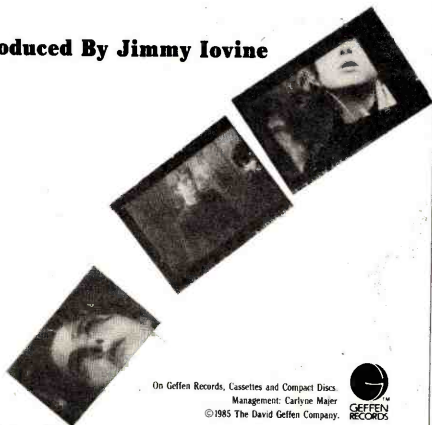
KBOS
195 WJAD
WERZ T94
KZZB WDBR
KX104 KCDQ
KITV SLY96
WJXQ KIST

LONE JUSTICE

AOR TRACKS: 51

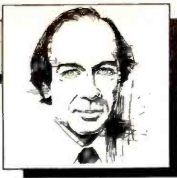
"Sweet, Sweet Baby (I'm Falling)"

Produced By Jimmy Iovine



On Geffen Records, Cassettes and Compact Discs.
Management: Carlyne Major
©1985 The David Geffen Company.





BRAD-MESSER

CALENDAR

Better Image For Journalists

Broadcast journalists made an extremely good accounting of themselves during the initial fortnight of the TWA hostage story, indicating that we are not only holding ourselves to increasingly higher standards of gathering, editing, and presenting information, but beyond those basics, are paying more attention to how we function as compassionate human beings and world citizens.

This healthy introspection among radio (and TV) professionals illustrate that we want very much to do a good job. Not all people outside our profession are convinced of that.

The various media have been in the barrel these past few years, with survey after poll after opinion sampling pounding us with

the public's perception of newscasters as pushy and insensitive at best, biased and inaccurate at worst, and in general an uppity bunch.

Except for the one hostage news conference in which pushing and shoving erupted among reporters, I would guess our collective image became much less negative as the hostage situation continued to

develop.

We question the ethics of shoving a mike in front of a grief-stricken widow, or gathering in a wolfpack in front of someone's house, at least partly because the public consensus is that such tactics are distasteful and unnecessary. We appear to have been meticulously careful in trying to separate fact from speculation, to do our goldarndest to apply our professional skills the best we can.

The people have asked for — demanded! — better performance from the various news media. The news reporters I heard in those first couple of weeks convinced me that we are delivering.

Billy The Kid Gunned Down

MONDAY, JULY 15 — The last sound Billy the Kid ever heard was a gun going off behind him. The most infamous of the Old West outlaws was shot in the back by Sheriff Pat Garrett 104 years ago this evening. The Kid was 21 when he died near Ft. Sumner, New Mexico (1881).

25th anniversary of John Kennedy's Presidential nomination acceptance speech at 1960 Democratic national convention.

1876 — 1st baseball no-hitter pitched by Washington Bradley for St. Louis. 1834 — Spanish Inquisition ended. St. Swithin's Day, in folklore, predicts the next 40 days' weather, wet or dry. David Pack (Ambrosia) 33. Linda Ronstadt 39. Alex Karras 50.

Man-On-Moon Mission Began

TUESDAY, JULY 16 — The first manned lunar expedition blasted off 16 years ago. Four days later, Apollo-11 astronaut Neil Armstrong made the first footprints on the moon (1969).

40th anniversary of the first atomic bomb test in the New Mexico desert at Alamogordo (1945). Within a month, the USA hastened the end of World War II by dropping A-bombs on Japan (August 6 & 9).

1964 — Barry Goldwater named Republican Presidential candidate. 1957 — Maj. John Glenn set US transcontinental air speed record California-New York, 3hr 23min.

50th anniversary of the installation of the 1st parking meters, Oklahoma City, Oklahoma (1935).

Day One of the Islamic calendar, based on Mohammed fleeing Mecca in the year 622.

Bess Myerson 61. Ginger Rogers (Virginia McMath) 74.

Disneyland 30th Anniversary

WEDNESDAY, JULY 17 — Walt Disney opened the world's first theme amusement park in Orange County, California, 30 years ago (1955). His financial advisors had warned Disney not to sink money into such a risky project, but he believed in it so strongly that he mortgaged his home to make Disneyland a reality.

1984 — President Reagan signed the bill authorizing eventual withholding of federal highway money from state that refused to raise the drinking age to 21. 1981 — Hyatt Regency hotel walkway collapse killed 114 in Kansas City, Missouri.

10th anniversary of the only joint US-USSR space mission, Apollo-Soyuz, in which orbiting spaceships linked up and astronauts shook hands with cosmonauts (linkup 1975).

Lucy Arnaz 34. Diahann Carroll (Carol Diahann Johnson) 50. Donald Sutherland 51. Phyllis Diller (Phyllis Driver) 68. Art Linkletter 73.

First Satellite Television

THURSDAY, JULY 18 — Satellite TV began 23 years ago today when Telstar relayed the first live broadcast across the Atlantic in low quality black-and-white (1962).

One year ago, James Huberty murdered 21 people and wounded 19 at McDonald's in San Ysidro, CA (1984).

1938 — Douglas "Wrong Way" Corrigan landed in Ireland.

AD64 — Rome two-thirds destroyed by fire as Emperor Nero "fretted" (not "fiddled," say modern historians). The world's first building codes were one result of that fire.

Joe Torre 45. Dion (Dion DiMucci) 46. Dick Buttons 56. John Glenn Jr. 64, 1st American in orbit 1962. Red Skelton (Richard Skelton) 72.

Seneca Womens Righs Convention

FRIDAY, JULY 19 — America's first women's rights convention was held in Seneca Falls, New York, 137 years ago (1848). Delegates began the political battle to gain equal employment opportunities, access to education, the right to file for divorce and to be awarded child custody, and the right to vote. (Trousers for women were introduced by delegate Amelia Bloomer and were nicknamed "bloomers".)

1980 — Olympic summer games opened in Moscow with USA and 64 other nations absent in protest of the Soviet invasion of Afghanistan.

1979 — World record price for postage stamps, \$500,000 for block of four upside-down 1918 24-cent Jenny airmails. Iie Nastase 39. Vicki Carr 43. Sen. George McGovern 63.

Saturday (7-20) 1969 — Neil Armstrong's "one small step" on moon. Diana Rigg 47.

Sunday (7-21) 1873 — Jesse James staged world's 1st train robbery. 1861 — Civil War 1st major engagement Bull Run Creek, VA. Robin Williams 30. Cat Stevens 37. Don Knotts 61.

Be a Part of the Radio & Records Ratings Report.

This highly used reference tool contains:

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R&R

 radio & Records



JOEL DENVER

CONTEMPORARY HIT RADIO

A CALL FOR UNITY

14th Poe Convention Highlights

More than 650 radio and record industry representatives converged on the Atlanta Airport Marriott (6-21, 22) for the 14th annual Bobby Poe Convention. Attendance slightly topped last year's record.

The atmosphere was upbeat, and everyone commented on the hard work and organization which went into this year's gathering. All the meetings were well-attended, as was the bar at the pool. This was an especially important convention for Bobby Poe Sr., since last-minute health problems threatened to keep him away.

The Poe-Kat's contributions to the industry were frequently acknowledged during the convention. These acknowledgements culminated in a well-deserved standing ovation for him at the Saturday night awards ceremony.

Craig Keynote Address

Keynote speaker Jack Craig, President of Chrysalis set the tone for this year's gathering. He stated, "Bobby Poe has convinced both music radio and the record labels that it's positive and effective to communicate and cocktail, to converse and practice mental copulation between two industries who are joined by lyrics, notes, instruments, voices, and sounds."

He then called for unity between radio and records. "I would like to propose a joint venture. A joint



Jack Craig
venture between music radio and the prerecorded music companies."

Praising music radio, Craig added, "Hit songs and repetitive airplay have moved artists into the five, ten, and fifteen million-unit sales levels. This is a solid joint venture combining music radio's ability to attract, motivate, and hold the consumer using new creativity from the industry's world-wide roster."

Censorship Be Damned

Craig noted the inevitable recurrence of a recession similar to that which devastated the industry in 1979 and outlined a plan to deal with it. "If music radio and the record labels work together to continue rebuilding a quality talent roster, we'll be better armed the

next time. Our expanded pool of talent, recognized by the consumer, will give this joint venture creative strength."

Besides paper adds and the use of independent promoters, Craig addressed the controversial issues of censorship and lyric content. He cited one specific example: the Chrysalis single "19" by Paul Hardecate. This song has come under fire from members of the secular press for taking such a sensitive issue as the Vietnam War and turning it into a rock record.

Quoting from a speech delivered by Chrysalis Chairman Chris Wright at the recent IMIC meeting in Europe, Craig said, "We rely upon artists, musicians, producers, video producers, songwriters, directors, and so forth to be the origin of the creativity from which we operate an industry. We should not censor, we should not play God, and we should not stifle any new ideas. It is only from new ideas that the longterm future of the record industry and all of its various adjuncts will be sustained."

Craig closed his talk with Wright's three axioms for a bright future. "Three things are important for continued success in the record industry. The first is to break new artists, the second is to break new artists, and the third — you guessed it."



(l-r) John Lander, John Rio, and Mason Dixon give everyone a peek at the Q105 Zoettes.

Air Personalities On Preproduction

The "Air Personalities" session was entertaining, as usual. Moderated by 94Q/Atlanta MD/afternoon personality Jeff McCartney and WAVA/Washington PD Smokey Rivers, the panel lineup featured WPHD/Bufalo morning team members Bob Taylor & Harv Moore, Q105/Tampa's Cleveland Wheeler & Terrance McKeever, Z100/New York's Ross Brittain, KKBQ/Houston's John Lander & John Rio, Q105 OM/afternoon personality Mason Dixon, KZZB/Beaumont PD/morning man Jerry Lousteau, and WPFM/Panama City PD Bill "Birdman" Thomas and his morning partner Mr. Lou.

After listening to short station airchecks, which featured a lot of preproduced bits, each panelist discussed the preparation needed to pull off a winning show day-in and day-out. It became quite obvious that the extra hours in the production room paid off in great bits, which helped to further identify and separate the shows from their market counterparts.

Many of the air personalities' shows feature numerous character voices, and are elaborately produced with music and effects. Mason Dixon said Q105 will soon add a third production room, owing to the growing amount of preproduction going into the Q-Zoo and his show. Everyone agreed it was an expensive proposition, but well worth the price for the ratings return.

PROMOTION VPs, RADIO VOICE APPROVAL

Minimum Rotation Policies Supported

One Poe convention highlight occurred when a panel of record industry promotion VPs gathered to share their opinions on a variety of subjects. As moderator I was pleased to welcome Island's Phil Quartararo, RCA's Ed Mascola, Atlantic's Sam Kaiser, Capitol's Walter Lee, Epic's Walter Winnick, MCA's Steve Meyer, Motown's Michael Lessner, WB's Rich Fitzgerald, and A&M's Rick Stone.

In the forefront of the discussions were R&R's stand against paper adds and its minimum rotation policies designed to eliminate misleading lunar rotations for newly-added product. R&R not only deplores the deceptive practice of paper adds, but took an early stand on the matter to protect our information and alert stations to the possible legal ramifications. NAB has warned stations that reporting paper adds to any trade publication constitutes wire fraud and could jeopardize a station's license.

The 4-2 Rotation Formula

Clearing up any confusion about R&R's new policies was at the top of the agenda. Here's what we discussed:

- Fulltime "adds" and/or "ons:" four plays in 24 hours, three of them before midnight.
- Dayparted "adds" and/or "ons:" two plays before midnight.
- Stations may rotate their mu-

sic however they choose, but the minimum rotations are required before records can be reported as adds. A test rotation of one play in 24 hours isn't considered committed airplay and, therefore, isn't an add.

• Stations are asked on their honor to observe the minimum rotations.

• R&R isn't trying to play traffic cop and will only question the practices of those stations which draw legitimate complaints from others in the market, or record reps dissatisfied with rotations on their product.

• Any stations drawing complaints will be verbally warned.

• If complaints continue, a 24-hour monitor will be established and the privilege to report lost if reported records are receiving less than the minimum rotations.

Increased Value, Accuracy

It was also explained that this new policy would increase the

value of all reported adds to anyone evaluating music information and provide the most accurate national airplay information available in any publication. At that point Steve Meyer asked if anyone believed that good daypart rotation could be interpreted as only one play. The lack of a positive response indicated that everyone felt a two-play minimum showed commitment.

WKDD/Akron Operations Manager Matt Patrick said, "If we don't have minimums, then my fellow programmers don't know what a dayparted add means. It opens the door to play games with record companies and report records for the wrong reasons. I will not report a record unless we're committed to it. I support R&R's rotation policies."

Show Your Commitment

Walter Winnick noted, "I'll take two plays a day as a start. But if a radio station is committed to a record, then we want to see it stay on the station for four weeks." Rick Stone said, "As a minimum, two plays is the least we should get. Your audience benefits from a minimum standard of airplay because it does us no good nor the audience, unless it's an unusual record, in just one or two weeks."

Commenting on records which

must be dayparted, Walter Lee said, "Two plays a day for a new unknown band or an unusual-sounding record is a good way to get a record started. If there is something there, then it will spread and open up to other dayparts."

Rich Fitzgerald talked about breaking a new band through airplay which increased in stages. "We were patient when breaking the Depeche Mode. KMEL (San Francisco)'s Nick Bazoos played it once a night, and we didn't get a report on it in R&R until it hit a regular rotation. If he'd reported it right away and it had sat as an 'on' for weeks at a time, it might have slowed the overall national conversion process. Instead, he was able to demonstrate strong moves once he reported it. I welcome test rotations and would rather not get the reports early until there is a good story to tell."

Cooperative Effort

I described R&R's minimum rotation policy as a "cooperative effort to bring everyone the most accurate airplay information possible, backed by a commitment to expose and break new records. If we don't play records and develop new artists, we'll destroy all of the hard work we've done to pick up the pieces since 1979. Airplay after midnight will not sell a lot of

records. Unless we all commit to seeing new product developed and sold, we won't be returning here year after year."

Another hot discussion topic was radio's lax practice of identifying titles and artists. Naturally, the record folks agreed that title/artist back-announcing is vital. Without it the consumer audience is unable to go out and purchase the product. Phil Quartararo said, "I've only got artists no one has heard of before. People know who Duran Duran is, but on first listen they may not know who Frankie Goes To Hollywood or Kim Mitchell is."

Radio agreed on the importance of back-announcing and cited formats as the reason behind why it wasn't done. But Nick Bazoos suggested structuring format clocks so a new record would appear as the last song in a sweep to guarantee complete title/artist identification.

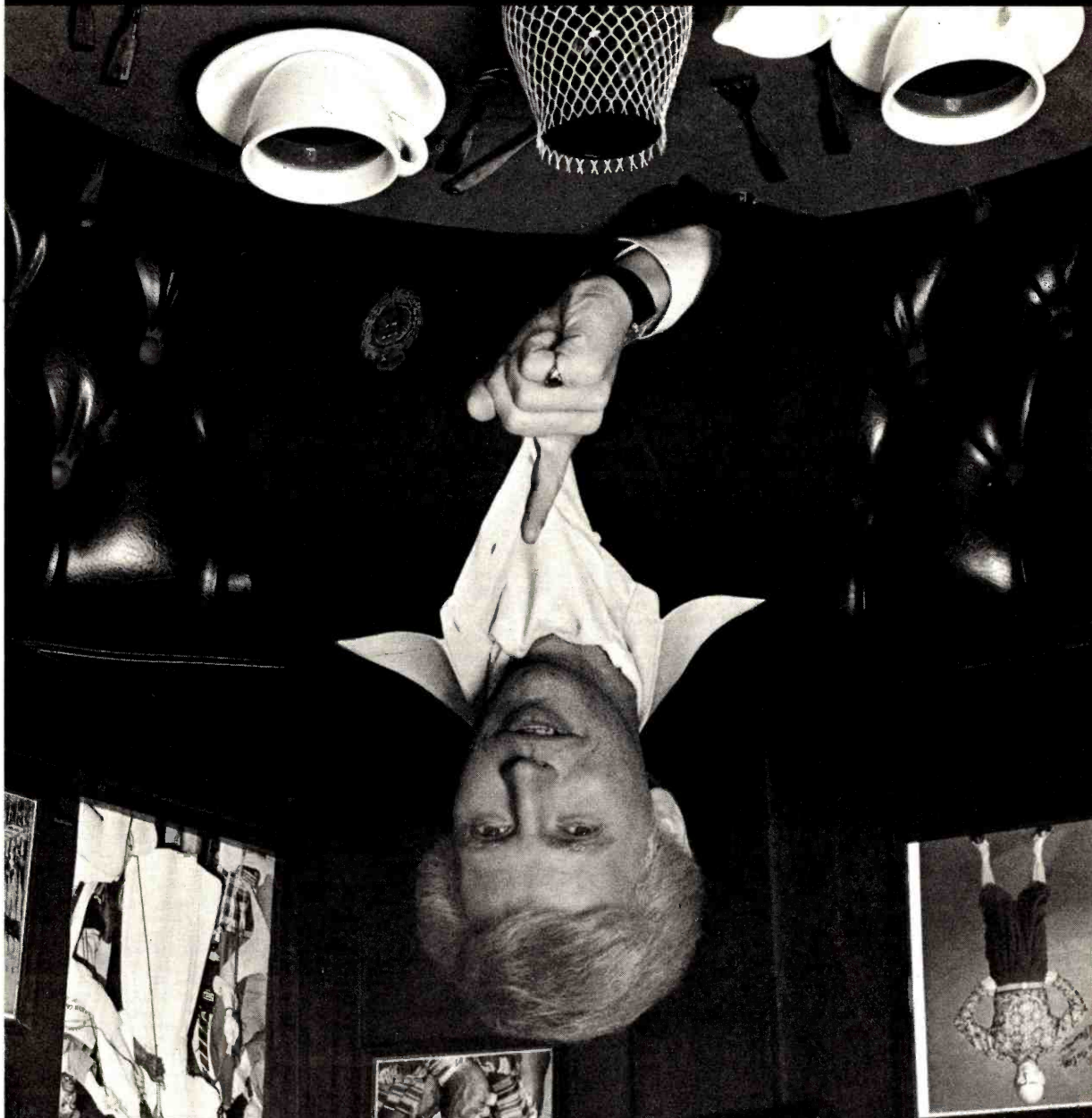
Also brought to light were those stations playing records in good rotation, yet holding back their reports to the trades. Other than afraid of being the only station playing something new, no specific reasons were given for this practice. This problem, however, is something the record companies said they would keep a close eye on. Again, R&R agrees that any record receiving a minimum of two plays should be reported.



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PRODUCED BY ARTHUR BAKER & BOB TISCHLER

The new single and "12" from Billy Crystal on A&M Records.



YOU LOOK
MARVELOUS.

Major Market PDs Share Success Secrets

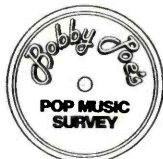
Some of the country's foremost programmers took the stage to share their secrets of success during a session moderated by KIIS (AM)/Los Angeles PD and KIIS-FM Asst. PD Mike Schaefer and KWSS/San Jose VP/Programming Dave Van Stone. Everyone was candid when it came to sharing their philosophies.

Panelists included B94/Pittsburgh PD Nick Bazoo, former Q107/Washington PD-turned-consultant Alan Burns, WHTX/Pittsburgh programmer Keith Abrams, B97/New Orleans PD Kris O'Kelly, former WROQ/Charlotte PD-now consultant Randy Kabrich, WMMS/Cleveland OM/John Gorman, WZPL/Indianapolis and H&W VP/Programming Mark Driscoll, WHYT/Detroit OM Gary Berkowitz, Z98/Tampa PD Bob Kagan, K106/Baltimore PD Ralph Wimmer, Q105/Tampa PD Steve Rivers, and Z106/Philadelphia PD Steve Davis.

Schaefer opened by discussing the resurgence of modern music — new groups like Tears For Fears, Depeche Mode, Dead Or Alive, and Simple Minds. He also said traditional acts like Bryan Adams weren't seeing the success in L.A. that was being demonstrated on a national basis.

CHR Remains Vital

John Gorman, whose station switched from AOR to CHR, noted, "CHR is as successful as it is today because the format plays such a wide variety of hit music. Any group who's going to be big has to have its music pass through this format. We play it all at WMMS if



it's a hit. The average listeners don't categorize music. They like what they like. We have to play it and let them decide."

Kris O'Kelly labeled music like Depeche Mode's as "quick-burning. Once they (listeners) get tired of it, it's over. However, we need these kind of reaction records. They help balance out the rest of the playlist, which in our case leans toward a lot of rhythmic cross-overs."

Programmers talked about increased reliance on clubs to single out the active records because sales were inconsistent at times. Alan Burns said that "some black crossovers are doing slower than ever. This is unusual since we are in one of the blackest markets in the country. The vitality of CHR is in the variety. It brings in huge cume, and then it's up to the programmers to stretch it into quarter-hours."

SMALL, MEDIUM MARKETS SPEAK OUT

It Ain't Easy Down Here

The "Medium & Small Market PD" panel was hosted by KHFI/Austin PD Waylon Richards and WKPE/Cape Cod VP/GM Jack Alix. Panelists included WAIV-FM/Jacksonville's Pete Owen, WBLA/Elizabethtown, NC's Alan Hoover, Q100/Allentown's Bryan Geronimo, WKRZ-FM/Wilkes-Barre's Al Brock, WKHI/Ocean City's Jack Gillen, WRVQ/Richmond's Bob Lewis, KHTX/Reno's John Chommie, KZZB/Beaumont's Jerry Lousteau, Y107/Nashville's Gabe Hobbs, KC101/New Haven's Jeff Rybak, and WHHY-FM/Montgomery's Bob Raleigh.

The top issue was the relationship between the stations and the record companies. Many noted that in the medium and smaller markets it's tougher without some of the programming tools that are readily available to the majors.

"Promotions which pay for themselves are the ideal item," said Waylon. "Our 'K98 License To Win' bumper stickers are doing just that. Putting excitement on the radio, as well as advertising revenues in our pockets.

"The record promoters offer valuable information to me as a programmer not only about their records, but about the industry in general. The record companies offer some wonderful promotions, which can be of great aid to your station. They also support the station with time buys, which add to the bottom line."

Jack Gillen commented, "If it weren't for the record companies,



Medium/small market programmers (l-r) Waylon Richards, Jack Alix, Bob Lewis, John Chommie, Jerry Lousteau, Gabe Hobbs, Stef Rybak, and Bob Raleigh exchange ideas.



Air personality panelists (l-r) Bob Taylor, Harv Moore, Cleveland Wheeler, Terrance McKeever, Ross Brittain, and Jeff McCartney trade quips.



Hot Box panelists (l-r) John Fagot, Dan DeNigris, Tom Gorman, Susan Wax, Rick Bisceglia, Stu Cohen, and Daniel Glass.

Hot Box Smooths Out Differences

With radio on one side and records on the other, the "Hot Box" is traditionally the session where both industries let it all hang out. In the past verbal volleys have set off some fireworks. This time, however, the approach was low-key.

On the radio side were K104/Erie PD Bill Shannon, KBEQ/Kansas City PD Pat "All Day" McKay, Q107/Washington MD Mary Taten, FM102/Sacramento OM Rick Gill-

ette, WCZY/Detroit MD/Assistant PD Steve Kelly, and WMMS/Cleveland OM/John Gorman. Representing the record industry

were Epic's Dan DeNigris, Capitol's Tom Gorman, RCA's Susan Wax, Arista's Rick Bisceglia, WB's Stu Cohen, and Chrysalis's Daniel Glass. Columbia National Promotion Director John Fagot served as moderator.

Priorities

The subject of priorities came up, centering on the fact that certain records work better than others in certain markets. Stu Cohen noted, "Our internal communication is excellent. After we get the R&R information on Tuesday night, we have a Wednesday morning conference call.

"Then in the afternoon we go into priority meetings based on new releases and the feedback from the field staff about our current product. This is where we plan next week's strategy to maximize our promotion efforts on a market-by-market basis."

Tom Gorman reminded the audience that record companies were very open to working with radio on major promotions involving artists and public service. It was also decided that a promotion should carry equal benefit to both radio and records.

Sales Vs. Charts

Using national charts in other formats to help decide crossover potentials generated a lively discussion. Mary Taten noted, "It's not so important that it's on the chart, but whether you're getting sales and reaction within your market."

WIXV/Savannah's Bill Weston focused on rock records and the tough time they're having getting airplay on any radio station, CHR or AOR. The record reps admitted they may be guilty of taking the "path of least resistance." But it was noted that the record industry must continue to release rock music and press for airplay.

TRANSYLVANIA-MANIA: TAKE THE BITE BEFORE THE COMPETITION DOES!



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

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

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

Your Station Will Also Receive...

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

A Promotion Your Listeners Will Never Forget!

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

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

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

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

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

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

"A blood-curdling promotion...!"

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

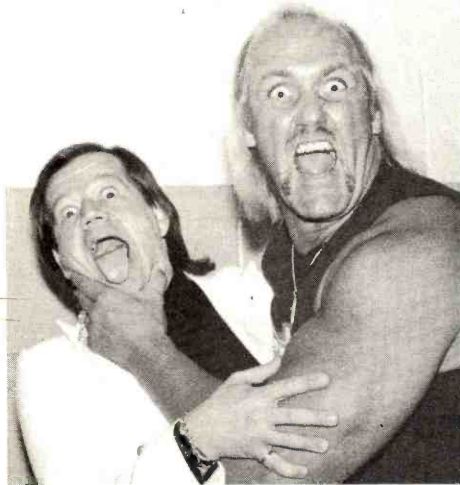
IT'S MAJOR **MEGA** MADNESS WITH TRANSYLVANIA-MANIA

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(212) 226-8700

CHR PICTURE PAGE



FRIENDS FOR LIFE — WXKS-FM/Boston air personality Dale Dorman (l) recently found himself between the knuckles of Hulk Hogan (r). Seems Dorman ate the Hulk's tuna sandwich when he wasn't looking, and got caught later with fish on his breath!



THE MADONNA SYNDROME — K106(WMKR)/Baltimore sponsored a Madonna lookalike contest in conjunction with the local film premiere of "Desperately Seeking Susan." Here's K106 air personality Davy Crockett with three of the 89 Madonnas-to-be. It's a tough job, Davy, but someone's gotta search for the perfect navel.



TRAVEL THE PURPLE RAIN PLANE — KIMN/Denver recently put eight listeners on a "Purple Rain Plane" and sent them to see Prince and Sheila E. perform in San Francisco. Pictured among the happy travelers are KIMN air personality Scott Jenkins (second row on the right), KIMN MD Gloria Perez (front row center), and KIMN Public Affairs Director Rhetta Williams (back row left).



WPST GIVES A HOOT — WPST/Trenton met with Columbia's Hooters when the group made a local concert stop. Shown (l-r) are WPST's Trish Merelo, Hooter Eric Brazillian, WPST's Tom Cunningham, and Hooter Rob Hyman.



Q107 STAYS YOUNG AT HEART — Adam & Katie Janowski, children of Blair Radio's Greg Janowski, model the latest in Q107/Washington fashion, the baby "Q-tee."



BAGEL PATROL INVADES ST. LOUIS — KHTR/St. Louis celebrated St. Patrick's Day by passing out green bagels to anyone who would take them at the annual St. Patrick's Day Parade in St. Louis. Pictured here (l-r) are bagel patrol members, including OM Dave Robbins, overnighter Kevin McCarthy, and morning man Kevin Kitchens.



SMILES ARE KIHNTAGIOUS — While visiting with KMEL/San Francisco afternoon man Howard Holtman, EMI artist Greg Kihn spread smiles over the airwaves. Grinning ear-to-ear are (l-r) Holtman and Kihn.



DOORS' NEW VIDEO PREMIERED — KRQX/Dallas had the privilege of premiering the Doors' new video, "Dance On Fire." Former Doors member Ray Manzarek made an appearance at this world event, and here he is (r) with KRQX PD Dennis Andersen.



KHTX PACKS A PUNCH — When "Boom Boom" Mancini came to town for his fight with Livingston Bramble, KHTX/Reno OM John Chommie traveled down to visit him and broadcast the morning show live from Mancini's training room. Chommie, who offered Boom Boom the PM drive slot, said, "The Champ's delivery has a lot of punch!"

MOTION

Barry Knight is no longer PD/MD at KZIO/Duluth as John Michaels is promoted to PD and Walt Herman is named MD. Kelly Wolf now does overnights at FOXY-101/Saginaw from WTWR/Monroe, MI. Joel Sebastian joins WJMK/Chicago for mornings. Jeff Brown, morning man at WQCM/Hagerstown, is now also PD. Pat Garrett joins KKHR/Los Angeles for 9am-noon replacing Dave Donovan, who segues to KIIS-FM/Los Angeles as a weekender under the name Joe Cipriano.

Kevin Casey is new to overnights at WSTO/Evansville from WKDQ. He succeeds Paul McRee, who joined WVJS/Owensboro, KY. Also new to WSTO is ex-WRIK/Paducah, KY PD Jamie Richards, who is doing mid-days. Former midday personality Bob

Lindsey assumed afternoon driver/Assistant PD duties at WKJJ/Louisville. Don Michaels, Assistant PD at KDWB-FM/Minneapolis, adds those duties for KDWB (AM) as Lorrin Palagi moves to KBKC/Kansas City. Lisa Dent, who was doing overnights at WZOK/Rockford, is added to late-nights there and given MD duties.

New KHYT/Tucson morning man Paul Peterson moves over from crosstown CHR KRQ as Jeff Ryan exits. Z102/Savannah welcomes Stan "The Man" Evans to overnights. New to nights at WGTZ/Dayton is Greg Fisher from KZZP/Phoenix; late-nights are now being covered by Libby Fox. KIHK/Davenport grabs Robert Patrick Gelmis from WLUP/Chicago to do afternoons.

"MONEY *for* NOTHING"

DIRE STRAITS

AOR Track 2

CHR: _____

WLS add	Z104 add	KGOT on
B96 deb-30	KJ103 add	KCDQ on
92X add	KOFM	KOZE deb-31
KHTR 26-21	WRQN add	KHTX add
KWK 29-23	KQXR deb-31	OK95 34-29
KPLUS deb-32	WFBG on	
KUBE add	WKSF add	
WXKS-FM on	KISR on	
CKOI add	WPFM add	
WFLY add	KNIN add	
Q100 on	WHSL on	
WRCK on	WBNQ add	
KWIC add	WRKR 30-23	
WZLD deb-38	KKLS-FM on	
KX104 35-25	99KG on	
WRNO on	WDBR on	
WKDD on	WSPT add	
WZPL deb-30	KDVV on	
WJXQ on	KFMW on	

The New Single
From The Album
Brothers In Arms.

Produced by
Mark Knopfler
and Neil
Dorfsman. On
Warner Bros.
Records,
Cassettes and
Compact Discs.



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





STEVE FEINSTEIN

Desert Island Discs

If you were to be banished to a desert island and could take only ten records with you, which ten would you choose? That's the question posed to celebrities on the BBC's "Desert Island Discs" radio show, and it's inspired a parlor game we'll play with some musically astute radio and record pros.

The only restriction placed on our music buffs was the amount of records. Imports, box sets, anthologies, and all genres of music and recordings were fair game.

Mark Of Excellence

What classifies an album as a classic? Depth, timelessness, and durability are among the most notable qualities.

Arista A&R ace and former WXRT/Chicago MD John Mrvos notes, "Cut for cut, each one on my list sustains. I can still go back and listen to them from beginning to end."

KBCO/Boulder MD Doug Clifton

picked albums he's "spent a lot of time listening to without getting tired of." Similarly, PolyGram's Drew Murray went for "albums that wear well" over the years. Obviously, Drew is impressed by the forthcoming John Cougar Mellencamp album, which is already one of his choices.

415 President Howie Klein's selections evoke memories and emotions. "Each one has a personal meaning to me. They've usually been a soundtrack for a period in my life."

RCA A&R top dog Greg Geller strove for a balance among his preferred platters, aiming for a

sample that would "satisfy all of one's needs. Some are soothing, some are challenging and thought-provoking, and some are nostalgic."

I'll add that most of my own choices were ear-openers for me — records that broadened my range of emotional responses to music.

Ferry A Fave

Some tallies from this completely unscientific poll:

• Other than Beatles albums, Roxy Music records drew the most mentions for a single act. Combin-



ing Bryan Ferry solo efforts with Roxy albums brings the Roxy/Ferry total within a hair of the Fab Four.

• The next three faves were the Who, Springsteen, and Little Feat.
• Our panel was jazzed most about Miles Davis.

**Cindy Bailen, KZEW/
Dallas Assistant PD**

BANGLES *All Over The Place*
MARSHALL CRENSHAW *Marshall Crenshaw*

DEL FUEGOS *The Longest Day*
BOB DYLAN *Blood On The Tracks*
MISSION OF BURMA *Signals, Calls, And Marches*

R.E.M. *Murmur*
BRUCE SPRINGSTEEN *Born To Run*
TALKING HEADS *Stop Making Sense* (st)

U2 *Boy*
X *Los Angeles*

**Marty Bender,
WSKS/Cincinnati MD**

BIG STAR *#1 Record*
FREE *Live*
GLASS HARP *Glass Harp*
SENSATIONAL ALEX HARVEY

BAND *Vambo Rules*
LITTLE FEAT *Little Feat*
RANDY NEWMAN *Live*

TOM PETTY & THE HEARTBREAKERS *Tom Petty & The Heartbreakers*
BILL QUATEMAN *Bill Quatemann*
SMALL FACES *Autumn Stone*
TOM WAITS *Closing Time*

**Bill Bennett,
Epic VP/Album Promotion**

JOHN ANDERSON *Wild And Blue*
JEFF BECK *Flash*
PAUL CARRACK *Suburban Voodoo*
DIRE STRAITS *Dire Straits*
BRYAN FERRY *Boys And Girls*
MARVIN GAYE *What's Going On?*
MERLE HAGGARD *Big City*
ROXY MUSIC *Avalon*
THE THE *The Soul Mining*
UB40 *UB40*

**Bob Bittens, WHCN/
Hartford Assistant PD**

THE BAND *The Band*
MILES DAVIS *In A Silent Way*
GRATEFUL DEAD *American Beauty*
LITTLE FEAT *The Last Record Album*
PAT METHENY GROUP *The Pat Metheny Group*

JONI MITCHELL *Blue*
SHADOWFAX *Shadowdance*
BRUCE SPRINGSTEEN *The Wild, The Innocent, And The E Street Shuffle*
STEELY DAN *Countdown To Ecstasy*
U2 *October*

**Lin Brehmer,
WXRT/Chicago MD**

BEETHOVEN: NINTH SYMPHONY *Herbert Von Karajan & Berlin Symphony Orchestra*
MILES DAVIS *Kind Of Blue*
BOB DYLAN *Bringin' It All Back Home*
I MUSICI *The Brandenburg Concertos*
CHARLES MINGUS *Passions Of A Man*

ROCHE SISTERS *The Roches*
ROXY MUSIC *Roxy Music*
BRUCE SPRINGSTEEN *Nebraska*
TALKING HEADS *Speaking In Tongues*
WHO *Who's Next*

**Bob Catania,
Island National
Promotion Director**

DAVID BOWIE *Rise And Fall Of Ziggy Stardust & The Spiders From Mars*
CARAVAN *In The Land Of Gray And Pink*
DAVE EDMUNDS *Rockpile*
FLAMIN' GROOVIES *Shake Some Action*
MOVE *Message From The Country*
PRETTY THINGS *S.F. Sorrow*
SMALL FACES *Ogdens Nut Gone Flake*
SUPERTRAMP *Crime Of The Century*
WHO *Quadrophenia*
FRANK ZAPPA *Live At The Fillmore East*

**Doug Clifton,
KBCO/Boulder MD**

BAND *The Last Waltz*
DIRE STRAITS *Making Movies*
RICKIE LEE JONES *Rickie Lee Jones*
LITTLE FEAT *Hoy Hoy*
ROLLING STONES *Sticky Fingers*
ROXY MUSIC *Avalon*
BRUCE SPRINGSTEEN *Wild, Innocent, And The E Street Shuffle*

U2 *War*
WHO *My Generation*
WHO *Who's Next*

**Ted Edwards,
KGB/San Diego
Assistant PD**

CHUCK BERRY *The Great Twenty-Eight*
COPLAND: SYMPHONY #6 *Eugene Ormandy & Philadelphia Orchestra*
PETER GABRIEL *Plays Live*
GERSHWIN: AMERICAN IN PARIS/RHAPSODY IN BLUE *Leonard Bernstein & N.Y. Philharmonic*
JIMI HENDRIX EXPERIENCE *Electric Ladyland*
ELVIS PRESLEY *Golden Records*
LOU REED *Rock 'N' Roll Diary*
ROXY MUSIC *Country Life*
BRUCE SPRINGSTEEN *The River*
NEIL YOUNG *Decade*

**Steve Feinstein,
Trade Maven**

WOODY ALLEN *The Night Club Years*
JOAN ARMATRADING *Joan Armatrading*
BEATLES *Abbey Road*
JIMI HENDRIX EXPERIENCE *Are You Experienced?*
KINKS *Golden Hour Of...*
LITTLE FEAT *Sailin' Shoes*
MOTOWN'S 64 GREATEST ORIGINAL HITS
PAUL SIMON *There Goes Rhymin' Simon*
TELEVISION *Marquee Moon*
STEVE WONDER *Inner Visions*

Greg Geller, RCA VP/IA&R

BAND *The Band*
RAY CHARLES *Rock And Roll*
ELVIS COSTELLO *Imperial Bedroom*
BOB DYLAN *Highway 61. Revisited*
ARETHA FRANKLIN *I Never Loved A Man The Way I Loved You*
BILLIE HOLIDAY *God Bless The Child*
ELVIS PRESLEY *The Sun Sessions*
ROCK 'N' ROLL — THE EARLY DAYS (RCA anthology)

HANK WILLIAMS *40 Greatest Hits*
STEVIE WONDER *Original Musiquarium*

**David Grossman,
WCCC/Hartford PD**

BEATLES *Rubber Soul*
BEATLES *Sgt. Pepper's Lonely Hearts Club Band*
DOORS *Doors*
EASY RIDER *Soundtrack*
LED ZEPPELIN II
LED ZEPPELIN IV
MONKEES *Monkees*
ELVIS PRESLEY *Elvis Presley*
ELVIS PRESLEY *Sun Sessions*
BRUCE SPRINGSTEEN *Born To Run*

**Brad Hunt,
Elektra National
Album Director**

GAIL DAVIES *The Game*
MILES DAVIS *Kind Of Blue*
MINK DEVILLE *Saviour Faire*
EARTH, WIND & FIRE *Greatest Hits*
BRYAN FERRY *The Bride Strips Bare*
LITTLE FEAT *Sailin' Shoes*
GRAHAM PARKER & THE RUMOUR *High Times (import)*
ROXY MUSIC *Avalon*
TALKING HEADS '77
X *More Fun In The New World*

**Dave Kane,
WCMF/Rochester MD**

ALLMAN BROTHERS BAND *Live At The Fillmore East*
BEATLES *Sgt. Pepper's Lonely Hearts Club Band*
DEREK & THE DOMINOES *Layla And Other Love Songs*
DIRE STRAITS *Making Movies*
LITTLE FEAT *Last Record Album*
PAT METHENY GROUP *Off Ramp*
ROLLING STONES *Let It Bleed*
BRUCE SPRINGSTEEN *Born To Run*
STEELY DAN *Greatest Hits*
WHO *Quadrophenia*

**Howie Klein, 415
Records President**

AU PAIRS *Playing With A Different Sex*
BEATLES (Imported singles box set)

CLASH *London Calling*
DONOVAN *Sunshine Superman*
BOB DYLAN *Greatest Hits*
EAST MEMPHIS MUSIC — THE HITS (anthology)

JOY DIVISION *Unknown Pleasure*
MOTOWN STORY — THE FIRST DECADE
WILLIE NELSON *Red Headed Stranger*
WIRE TRAIN *Between Two Words (forthcoming)*

**Jim McKeon,
Columbia National
Album Director**

JEFF BECK GROUP *Truth*
DAVID BOWIE *Heroes*
MILES DAVIS *In A Silent Way*
BOB DYLAN *Blood On The Tracks*
MARK ISHAM *Vapor Drawings*
KEITH JARRETT *Köln Concerts*
GORDON LIGHTFOOT *Gord's Gold*
PAT METHENY *As Falls Wichita, So Wichita Falls*
SUPERTRAMP *Crime Of The Century*
PAUL YOUNG *No Parlez*

**Duke Meyer,
WQMF/Louisville PD**

BEATLES *Rubber Soul (import)*
JACKSON BROWNE *The Pretender*
BUFFALO SPRINGFIELD *Retrospective*
ERIC CLAPTON *Slowhand*
CROSBY, STILLS, & NASH *Crosby, Stills, & Nash*
EAGLES *Hotel California*
DAN FOGELBERG *Souvenirs*
DAVE MASON *Let It Flow*
STEELY DAN *Aja*
ZZ TOP *Rio Grande Mud*

**John Mrvos,
Arista Director A&R**

BYRDS *Notorious Byrd Brothers*
ELVIS COSTELLO *This Year's Model*
NICK DRAKE *Fruit Tree (box set)*
BOB DYLAN *Blonde On Blonde*
FAIRPORT CONVENTION *What We Did On Our Holiday*
JIMI HENDRIX EXPERIENCE *Electric Ladyland*

Continued on Page 40

**IT
MUST
BE LOVE**

(AM 2761)

**THE LATEST REASON
TO KEEP YOUR EYE ON**

PAUL HYDE AND THE PAYOLAS

Eye Catching Radio

Your station should look as good as it sounds, proposes WIOT/Toledo VP/GM Bob Lafferty. Now, he's not referring to establishing a dress code or redecorating the office, but to the appearance of advertising and printed material.

"We hired a design firm to help us deliver quality imagery in connection with the features that most clearly differentiate us from our competitors," says Lafferty. "The objective was to create a feel with our silhouettes, sort of the visual equivalent of a well-produced pro-

motional announcement ... eye candy."

The graphics appear as ads in the local newspaper's entertainment section, and are also used on posters in record stores, book stores, and bars. A selection of T-shirts is also planned.



WGIR: SMALL MARKET, BIG PRIZES — Don't be misled by WGIR (Rock 101)/Manchester, NH's market rank (160); the station definitely thinks big when it comes to promoting. A 15-week Cash Cut contest gave away more than \$15,000, doled out in \$101 lots to listeners who correctly identified a daily song. The winners became eligible for grand prizes, which included a trip for two to London to see Bruce Springsteen or a 1985 Porsche 944. Pictured are the winner of the set of \$25,000 wheels and, at right, GM Bob Frisch — who claims the "contest far exceeded any on-air giveaway in the history of New Hampshire radio."

WIOU
FM 104
THE ROCKERS



**THE ROOTS OF
ROCK'N ROLL**

**THE JAZZ
BRUNCH.**

Continued from Page 38

- LOVE *Forever Changes*
- MAHLER SYMPHONIES 1-9 *Rafael Kubelik & Bavarian Radio Orchestra*
- ROXY MUSIC *Country Life*
- ANTON SCHOENBERG *Verclachte Nacht*
- Drew Murray, Polygram
National Album Director
- DEF LEPPARD *Pyromania*
- DIO *The Last In Line*
- FREE *Fire & Water*
- GENESIS *Selling England By The Pound*
- JOHN COUGAR MELLENCAMP *Scarecrow (forthcoming)*
- ELVIS PRESLEY *Golden Records*
- ROLLING STONES *Hot Rocks*
- ROXY MUSIC *Avalon*
- SUPER HITS *(Atlantic anthology)*
- ZZ TOP *De Guello*

Michael Plen,
IRS VP/Promotion
JAMES BOND *Greatest Hits*

- DAVID BOWIE *Changes One*
- JULIAN COPE *World Shut Your Mouth*
- MILES DAVIS *Kind Of Blue*
- ECHO & THE BUNNYMEN *Ocean Rain*
- PAT METHENY GROUP *Pat Metheny Group*
- POLICE *Regatta De Blanc*
- R.E.M. *Murmur*
- WHO *Who's Next*
- XTC *English Settlement*

Doug Podell,
WLLZ/Detroit MD

- AC/DC *High Voltage*
- BEATLES *White Album*
- BOB DYLAN *Greatest Hits*
- NUGGETS *(Elektra anthology)*
- PRINCE *Purple Rain*
- ROLLING STONES *Between The Buttons*
- ROXY MUSIC *For Your Pleasure*
- STOOGES *Fun House*
- T. REX *Electric Warrior*
- U2 *Boy*

Beth Rosengard,
Independent Promoter

- BIG BROTHER & THE HOLDING CO. *Cheap Thrills*
- PAUL BUTTERFIELD BLUES BAND *In My Own Dream*
- CROSBY, STILLS, & NASH *Crosby, Stills, & Nash*
- MILES DAVIS *Kind Of Blue*
- HALL & OATES *Abandoned Luncheonette*
- JIMI HENDRIX EXPERIENCE *Smash Hits*
- LED ZEPPELIN II
- ROLLING STONES *Let It Bleed*
- SOUL YEARS *(Atlantic anthology)*
- JR. WELLS *Hoodoo Man Blues*

Kenny Ryback,
Independent Promoter

- IGGY & THE STOOGES *Raw Power*
- KISS *Alive*
- MONKEES *Greatest Hits*
- MOTORHEAD *No Remorse*
- NEW YORK DOLLS *(first album)*
- ELVIS PRESLEY *50,000,000 Elvis Fans Can't Be Wrong*
- SEX PISTOLS *Never Mind The Bullocks*
- SHELL & THE CRUSH *Shell & The Crush*
- X *Los Angeles*
- YARDBIRDS *Shapes Of Things (box set)*

Tom Scheppeke,
KISS/San Antonio
Assistant PD

- BEATLES *Sgt. Pepper's Lonely*

- Hearths Club Band
- DEEP PURPLE *Machine Head*
- FREE *Fire And Water*
- JIMI HENDRIX EXPERIENCE *Are You Experienced?*
- SPOOKY TOOTH *Spooky Two*
- 13th FLOOR ELEVATORS *Easter Everywhere*
- TRAPEZE *Medusa*
- WHO *Who's Next*
- WISHBONE ASH *Argus*
- ZZ TOP *Tres Hombres*

Tom Starr,
WOUR/Utica MD

- BEATLES *(Half-speed masters box set)*
- RODNEY CROWELL *Ain't Livin' Long Like This*
- DIRE STRAITS *Making Movies*
- BILL EVANS *Spring Leaves*
- JIMI HENDRIX EXPERIENCE *Are You Experienced?*
- IMPOSSIBLE DREAM *(Story Of 1967 Red Sox)*
- PRETENDERS *Learning To Crawl*
- ROLLING STONES *(Half-speed masters box set)*
- VAN HALEN *Women And Children First*
- TOM WAITS *Heart Of Saturday Night*

Michael Stevens,
KSRR/Houston
Assistant PD

- BEATLES *Abbey Road*
- BEATLES *Rubber Soul*
- MARVIN GAYE *What's Going On*
- LITTLE RICHARD *Greatest Hits*
- MOTHERS OF INVENTION *Overnite Sensation*
- BOB SEGER *Against The Wind*
- SIMON & GARFUNKEL *Bookends*
- FRANK SINATRA *At The Sands w/Count Basie*
- STEVIE WONDER *Original Musiquarium*
- ZZ TOP *Eliminator*

Greg Torrington,
CHEZ/Ottawa MD

- JEFF BECK *Blow By Blow*
- KATE BUSH *Never Forever*
- DIRE STRAITS *Alchemy*
- KINKS *Muswell Hillbillies*
- LITTLE FEAT *Feats Don't Fail Me Now*
- SQUEEZE *Argy Bargy*
- SUPERTRAMP *Crime Of The Century*
- RICHARD & LINDA THOMPSON *Shoot Out The Lights*
- PETE TOWNSHEND *Empty Glass*
- PAUL YOUNG *No Parlez*

URGENT NEWS!!

AOR Radio Is

"RUNNING BACK"!

AOR NEW & ACTIVE

Already On WHJY, WEBN, KGB, WRCN, WPLR, WYSP, WHEB, KLBj, WQMF, WAPL, WOOS and more!

#1 Most Added LP



©1985, Manhattan Records, a Division of Capitol Records, Inc.

AOR PICTURE PAGE



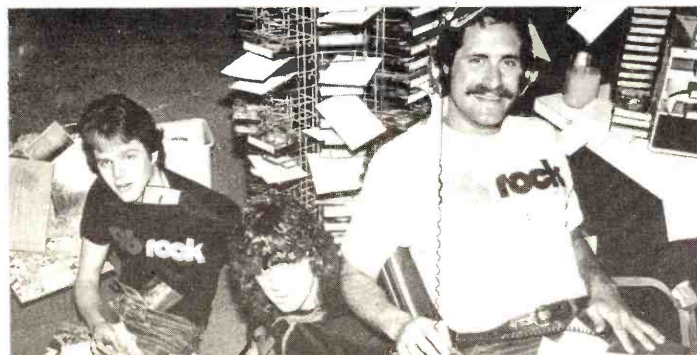
MAINE EVENT — Daryl Hall & John Oates's Portland show finds (l-r) RCA's Don Delacy, WBLM PD Jose Diaz, Hall, BLM's Don Russell, and Oates all in good spirits.



LAPPING IT UP — While WLIR/Long Island's Willabee lies down on the job, Thompson Twins (l-r) Joe Leeway, Alanah Currie, and Tom Bailey are held captive by his penetrating interviewing style.



LOS LOBOS & LOCAL LOCOS — A stop in the Rio Grande Valley of Texas finds Los Lobos at KRIX/Brownsville. Pictured (back row, l-r), are band members Steve Berlin, Louie Perez, Cesar Rosas, David Hidalgo, and Conrad Lozano. Up front (l-r) are KRIX staffers Happy Jackson D., PD Michael T. Parker, MD Ace Paladino, and Sonny Cuellar.



D'YER MAILER — Back on April Fool's Day, WWTR/Ocean City planted the rumor there would be a Led Zeppelin Reunion Concert. A firm denial was to no avail; trampled underfoot with ticket requests are (l-r) Skip Isley, Bill Warner, and PD Richard Reinsberg.



RADIO MAKES FOR STRANGE BEDFELLOWS — Evidently WCPZ Sandusky loves a man in a uniform. At a CPZ pajama party, the chap in the military garb won a waterbed — the grand prize for most creative nightwear. Lounging with other partiers are jock Mike Weis (top row, left) and PD Randy Hugg (in bed, second from left).



THANKS VALOTTE FOR THE MEMORIES — This memento from Julian Lennon's San Francisco concert features (l-r) KFOG afternooner Jon Russell, Lennon, and Atlantic's rough 'n' ready Rock Allen Dibble.



MADISON MAVERICKS — George Thorogood didn't have to drink alone during his stop in Madison. Pictured (l-r) are Destroyers Hank Carter and Billy Blough, two WIBA contest winners, Thorogood, the band's Jeff Simon, PD Jack Mitchell, and EMI's Tony Smith.



'SHE'S FIONA — Fiona models her favorite plate in all of Miami. At her side is WSHE PD Michael Dallanzo; looking on are Atlantic's Steve Jones and 'SHE's Paul Castronovo and Kevin Cerenzia.



DONNA BRAKE

ADULT/CONTEMPORARY

MIAMI RADIO VET

Rick Shaw: Pulling Down 25 Years

Who's the guy with the Greek fisherman's cap, and why is he smiling? That's Rick Shaw, and he's smiling because he's celebrating 25 years as one of Miami's most prominent radio personalities.

During the last eight years, Rick has doubled as PD/afternoon personality at WAXY. He first came to Miami in 1960 by way of WTMV/East St. Louis, KOIL/Omaha, and KICN/Denver. Hired to man the 6pm-midnight slot on WCNR (now WIOD), Rick recalls, "I introduced myself to GM Alan Henry by my name, Jim Hummel. And he said 'No, your name is Rick Shaw.' Well, I didn't want to go all the way back to Denver and the snow, so I became Rick Shaw."

Talking to Rick is a radio groupie's dream. I heard some great stories: how he became part of the rock 'n' roll radio explosion; what it was like to work in an era when jocks were bigger than life, DJs could make or break a record just by playing it on their shows, and it was actually possible to meet the Beatles; what it was like to own 50% of the available market audience.

Too Hip

Rick spent three years with WCNR, a station that tried to change its image from traditional MOR to more hit-oriented adult or "chicken rock" as Rick describes it. Soon thereafter he was fired for being "too hip." Rick was just hip enough, however, to join WQAM in the same 6pm-midnight shift, where he became a major factor in 'QAM's '60s heyday. In 1964 his



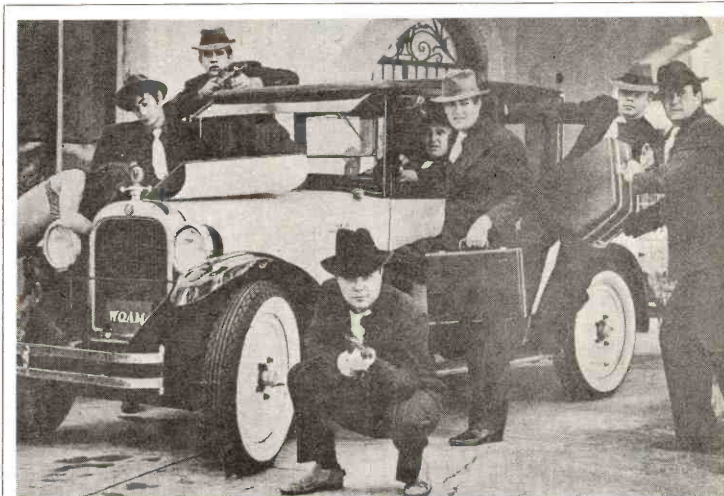
show attracted audience to the tune of a 54 share.

"I was very lucky to have gone into radio just when rock and roll was beginning to blossom," says Rick. "Elvis was happening, and Chuck Berry was finally being played on what were considered 'white' radio stations. All of those barriers were coming down; it was an exciting period for radio. We were literally out there with a machete cutting a path, because nobody had ever done radio like we were doing it."

"Todd Storz was acquiring stations then, which were programming his new concept of what would be the beginning of hit radio. We were on the edge of a new wave of programming, and 'QAM was a very exciting place to be."

Operationally, says Rick, WQAM was streamlined and super-efficient. "We had a total staff of 22 people including only one engineer. I realize now that management was a little on the stingy side."

And for Rick that brings to mind one of the more memorable mishaps in his radio career. "I was on the air on a Friday night. Because the staff was so lean to begin with, I



THE 'QAM CREW — This promotional photo was used for the cover of a double album called "The WQAM Roaring '30s." Released in 1969, the record featured 30 of the greatest hits of the '60s. 'QAM sold more than 10,000 copies. Posing (l-r) are Jim Dunlap, Johnny Knox, Rick Shaw, Tom Adams, Lee Sherwood, Clark Moore, and Dan Chandler.

was there alone and up to my buns with things to do. We were playing records and running about 18 minutes of commercials, with only two turntables and two cart machines, through a little inexpensive Gates 'yard' board. We called it a yard because it was exactly 36 inches wide. It was the kind of thing you could almost put together in your garage.

kids could just listen if they couldn't watch while getting ready for school." Rick also contributed to a weekly advice column for teenagers in the *Miami Herald*.

Despite his community popularity, Rick was fired from 'QAM in 1970 because of his relationship with a TV production firm. Station management felt his involvement constituted a conflict of interest.

That was the beginning of a short hiatus from radio while Rick pursued new interests. With the exception of some parttime work at WINZ, Rick would not be back on the air until he returned to do a weekly oldies show at WAXY in 1975. A year later he was hired by the station for his first PD job.

Boppers To Boomers

WAXY has evolved from automated Oldies to "mostly live" A/C. Rick's airshift runs between 2-5pm, the first hour of which he hosts "Snacktime at the Oldies." Most of the time, he prerecords the drops for the remainder of his shift.

Since Rick had spent a major portion of his career appealing to teens, I wondered if he had a tough time adjusting to an adult-oriented station. He said, "Not at all. You have to remember these are the same people who've been listening to me since they were kids. We've grown up together.

"As for the audience, I don't think it's really changed that much. A good DJ is still a good DJ, a good contest is still a good contest, and good music is still good music."

Hoping For The Payoff

WAXY is a promotion-oriented station which has developed a TV concept designed to attract new cume, particularly to the WAXY morning show. Each morning a "Payoff Password" is announced on the Greg Budell show. Later in the afternoon, Rick appears on-camera during a TV game show break and tells viewers to call in to

win \$1000 from WAXY and a chance to qualify for "The Million Dollar Minute" (60 seconds in a bank vault scooping up as much money as possible).

The station began the promotion last fall, and Rick feels real good about the response. "It's funny. What worked on the radio 25 years ago still works. If you hang enough money out there, you can really move some bodies. This is a promotion that's good for us and good for the TV station, too."

What Next?

After 25 years in Miami, Rick is in no big hurry to move on to other markets and pursuits. He likes his life just fine, thank you. After all, he still gets to be on TV, make commercials, do remote reunion parties, program a major market radio station and, best of all, continue delighting old and new audiences.

But what about that Greek cap? Since a WAXY salesman gave it to Rick six years ago, it's become his trademark. "If I go out and I'm not wearing it, people ask where it is. So I figure if they want the hat, they get the hat. It's one more little connection they can make in their minds whenever they happen to think about me."

EVENTS

- WXUS/Lafayette, IN recently presented a day in the summer of '65. The station flashed back to a day 20 years ago and for 24 hours featured bogus newscasts, old jingles and reverber. The day was topped off with a huge party at the local Holiday Inn, a custom car show, and free-flowing brew.

- KKBC/Santa Paula is giving listeners a chance to audition for a slot left vacant by former morning news anchor/midday personality Cindy Davis. Each prospect gets anchor a newscast and be on the air for an hour. Folks from all walks of life — including police dispatchers, Kelly girls, and stewardesses — have applied for the job, through PD Randy Rabbit.



Rick Shaw

"Well, all of a sudden, the pot that controlled the right turntable and one of the cart machines went out. I couldn't reach the engineer, so I opened up the board and spotted a loose wire. I got on the air, explained the problem, and began repairs while creating lots of noise for effect. To this day I get calls from people who were listening that night 20 years ago."

Teen Wasn't A Dirty Word

Being a nighttime rock 'n roll jock meant huge teen numbers, and Rick did whatever he could on and off the radio to keep them happy. It didn't take the local television community very long to realize it could take advantage of Rick's popularity with teenagers. "I hosted two different shows aimed at teens during the '60s. One was a daily morning show opposite the 'Today Show' and a 'Popeye' program for little kids. It was programmed like a radio show so the



IN THE SLAMMER — Here's Rick confined to more promotional duty. This time it's the 'QAM "Birdman of Alcatraz" promotion.



RONNIE MILSAP

**"Lost In The Fifties
Tonight**

(In The Still Of The Night)"

In Just Two Weeks!

✓ 61/23 45%

**...Also one of the MOST ADDED A/C
records two weeks in a row!**



RCA

Added This Week:

WKBW	WKYE	K106	KIOA	KSL	KTWO
WLTS	WGY	WSFL	WLHT	WXUS	KQSW
KUDL	WKGW	WRVA	WISN	WBOW	KMGQ
WICC	KEY103	WAVE	KBOI	KFQD	

We thank radio for it's enthusiastic response to Ronnie's latest release . . .

Look for his new video on VH-1 next week!

**JULY 13, 1985 THE LIVE-AID CONCERT
TO HELP END WORLD HUNGER
AT WEMBLEY STADIUM
IN LONDON**



Adam Ant
Boomtown Rats
David Bowie
Phil Collins
Elvis Costello
Dire Straits
Bryan Ferry
Elton John
Howard Jones
Nik Kershaw
Paul McCartney
Alison Moyet
Queen
Sade
Spandau Ballet

Status Quo
Sting
Style Council
Ultravox
U2
Wham!
The Who
Paul Young

**AT JFK STADIUM
IN PHILADELPHIA**

Bryan Adams
Ashford & Simpson
Joan Baez
Beach Boys
Black Sabbath

Cars

LIVE AID

Cars

Eric Clapton

Phil Collins
Crosby, Stills & Nash
Duran Duran

Bob Dylan

Four Tops

Hall & Oates

Hooters

Mick Jagger

Judas Priest

Eddie Kendricks

Patti LaBelle

Kenny Loggins

Madonna

Pat Metheny

Billy Ocean

Ozzy Osbourne

Jimmy Page

Teddy Pendergrass

Tom Petty & The Heartbreakers

Robert Plant

Power Station

The Pretenders

REO Speedwagon

David Ruffin

Santana

Simple Minds

Rick Springfield

Rod Stewart

Tears For Fears

Thompson Twins

Tina Turner

Neil Young

We'll all be there for the same reason...
BECAUSE WE CAN MAKE A DIFFERENCE.

ABC RADIO NETWORKS

Coordinating Producers:
Pollock-Hadges Enterprises, Inc.
Jeff Pollock-Tommy Hadges

Contributing Producers:
DIR Broadcasting
Peter Kanoff-Bob Meyrowitz
ABC Wlenmark
Tom Rounds-Ralph Smith



COUNTRY

LON HELTON

PROGRAMMERS DISCUSS ROTATIONS

The Hots Have Cooled Down

Last week RCA's Carson Schreiber discussed in this column what he felt has been a change in rotation policy at many Country stations. He felt that records in today's rotational patterns are getting half the airplay they received a few years ago. If his assumption is valid, the consequences for record sales are obvious. But what are the effects of decreased rotations on radio — in terms of both quarter hour and come? This week several successful programmers, representing various market sizes, talk about rotational changes which have occurred over the last two or three years — and suggest possible reasons for these changes.

For this discussion I talked to eight programmers who have wide experience at Country stations — and have been around long enough to have a feel for how rotation policy has changed. Obviously this sample size is small, but these programmers are those who have a track record of success. Their thoughts are largely indicative of what is occurring around the country.

The caveat here is to never lose sight of the fact each programmer is in a different competitive situation. Their thoughts, as solicited for this column, are of a general nature. The overriding lesson must be that these programmers have to determine their rotation based on the time spent listening (TSL), come, and turnover rate for their own individual markets. You can't copy what someone else is doing, no matter how successful he — or you — may be.

Cliff Blake,

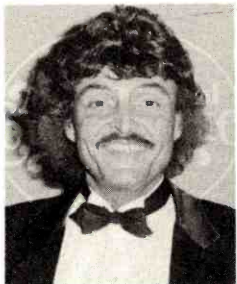
WMZQ/Washington, DC

Heavies at WMZQ come up every 4½ hours, mediums play every 10½ hours, and lights get a play a day. The recurrences are also getting played once a day — and that's enough, says Cliff: "Because Country is an adult format, I don't think high repetition is as important as it is in CHR. Adults don't use the radio the same way kids do; they're not scanning the dial

looking for their favorite song. Fatigue is an important factor on adult stations.

"As far as the radio audience is concerned, there are only eight or nine hits at a time," he continues.

"The rest are either on their way up or on their way down — and that's the way they're treated rotationally."



Coyote Calhoun

Cliff cautions that even with expanded rotations, listeners will complain that you are playing the same song over and over if the structure of your rotations, and the interval of rotations, isn't right.

"Many times you get complaints about repetition because records aren't correctly rotated. They were probably played at the same time a couple of days in a row, or they came up in both AM and PM drive in such a way that a person would hear them both the same day. I've expanded my rotations to keep this from happening."

Recurrences = Lights

Explaining why he's playing his recurrences as often as his light currents, Cliff says, "Many people aren't using recurrences correctly. These are songs the listeners, who have a much different time frame of reference for songs than we do, are just beginning to love. Many PDs are putting them on the shelf and waiting to test them, or they are putting them in lunar rotation to give them a rest. They do this at a time when the listeners' aware-



Jack Carter

ness may actually be at its peak and they want to hear the record more."

Might part of this phenomenon stem from the fact that, because of the expanded rotation times, the audience didn't hear enough of a certain record when it was a current? "Possibly," Cliff affirms, "but listeners are very slow in deciding what they like and what they want to hear a lot of — especially the 35+ share that Country attracts."

Coyote Calhoun, WAMZ/Louisville

As his TSL has grown over the past few years (it's now at 13 hours a week!) Coyote has slowed the turnover of his current records. The heavies are 4½ hours apart, mediums are at 5½ hours, and lights are at 7 hours.

Coyote explains, "I've gone from 3½ hours to 3¾ or 4¼ hours on my heavies. When your time-spent-listening is high, you just can't play the same songs every two hours. You'll drive your listeners nuts, especially when your station's forte is its music."

Coyote's heavies come up five times a day and the mediums four times a day. Does this indicate only a one-play-a-day difference in the quality of his heavies and mediums? "There is a difference of only one play a day," he agrees. "But the perception is that the heavies are getting more play. Listeners perceive they hear the heavies more, but this is only because they're more familiar with them than they are with the mediums or the lights."

Jack Carter, KCCY/Pueblo

The heavies at KCCY average just over 3 hours in separation. The mediums rotate at 4½ hours, and the lights run just over 6 hours apart. "I sometimes wonder if we're too slow even at three hours," Jack says. "I can't imagine extending it to over four hours. The thought of it violates my

basic programming knowledge."

While his rotations haven't slowed down, he offers some thoughts on why this has occurred in some markets: "One reason for longer rotations is that some people may feel there's not enough good product to replenish what they're playing when it burns out. This theory means that you have to keep the good stuff around as long as you can. When you go this route, you either have to have more songs you define as power or you have to play something else to slow down the rotation of the powers. Either way you're not going to be playing the hits as much."

What formula does Jack use to determine rotations? "We base it on gut feeling — listening to the station and getting a feel for how

few years ago.

"When you see a burnout of 15% on a certain song, a red flag goes up. We're playing our heavies 34 times a week, which is enough. But it really doesn't help to play them more, because if a record remains in the 'A' rotation for six or seven weeks, that's 238 plays over seven weeks."

Have programmers become too sensitive to a burn factor which may actually only represent a small section of the audience? "Possibly," Larry answers. "We let our recurrences show a bit more burn than that, but of course that's because the frequency of play is lower."

Sameness Of Sound

You may recall Carson Schreiber's comment last week that the subject of decreased rotations came up because RCA noticed a definite lack of current product awareness among members of focus groups it's been conducting. Larry's theory on this point: "There are a lot of songs that sound so similar that neither the song nor the artist have distinctive identities. I think this is a major reason why consumers don't seem to recognize individual songs and artists the way they used to."

Mike McGann, WRKZ/Hershey

Heavies at WRKZ come around every 3½ hours, mediums rotate about every 6 hours, and lights are dayparted, running every 5-7 hours.

Programmer Mike McGann agrees that rotations have definitely been expanding: "A lot has to do with the amount of good product available from a wider variety of artists than ever before. When rotations were really tight it was because there wasn't enough product. We went through a period when the same 15 to 20 core artists were cranking out records every

Continued on Page 48



Larry Daniels

often we should play our hottest songs. The powers are the key to the success of a station, and I would like to play nothing else. You can't do that, of course, because they would burn out too quickly. So it comes down to a gut reaction of how quickly I can repeat the hottest songs without driving my listeners crazy."

Larry Daniels, KNIX/Phoenix

KNIX has a TSL of over 11½ hours per week, and Larry Daniels must protect those longterm listeners from burning out on the music. He does that with 5-hour splits on his heavies and 9-hour intervals on his mediums, and his light category consists of recurrences which come up once a day. KNIX also plays a very high percentage of oldies.

"Rotation intervals have definitely increased over the last few years," Larry says. "Part of the reason that current record frequencies have expanded is that programmers have a heightened sensitivity to a burnout factor they didn't even have access to



Mike McGann



Cliff Blake



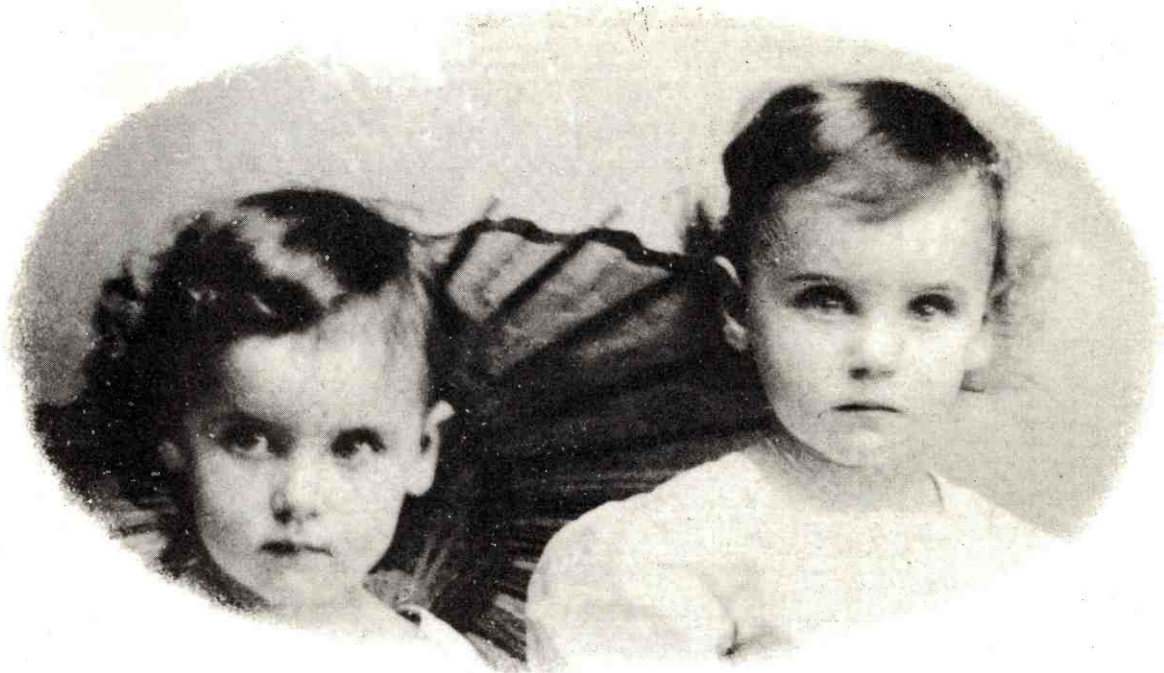
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“Don’t Tell Me Love Is Kind”

72053

At 6 months of age, they began humming.

At 18 months old, they were harmonizing.

By the time they were two, they were writing songs.

They are pictured here at age 4, on the occasion of their first public appearance at the International Kindergarten Festival.

Now, all grown up, they have their debut single release out on MTM Records.

Produced by Tommy West

ALMOST BROTHERS . . . *To Be Continued*



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SHARON ALLEN

NASHVILLE THIS WEEK

Country Trivia

By Dandalion

Hello from Z-Country and "The Chocolate Capital of the World," Hershey, Pennsylvania, via Nashville, Tennessee.

To be a guest columnist for Sharon Allen is definitely an honor, and one of the most exciting things to happen during my Country music radio career. Since country music is 90% of my life and a "love affair" that has spanned 35 years, I've picked up a little knowledge about the subject. Thus the invite!

In the last five years, trivia mania has swept the country with all types of games and books on an abundance of subjects. My "trivia freak" days date back to the early "Jeopardy" television show. It was a natural evolution to concentrate all that curiosity into the history and people of country music. To become a "country music trivia fanatic" demands a lot of time, and endless search for information and facts, an extensive library of country music books, reading every weekly and monthly country publication, and pure love of the subject.

Three years ago we started "Dandy's Trivia Turn-Around" on my all-night show, a country music quiz with our audience. The response has been unreal! Playing country music trivia with our listening audience has been an education. I learned they have an insatiable curiosity and a great love for the entertainers; their interest in the industry never ceases and they're well-read on the subject. In fact, I can no longer use any new trivia from the monthly publications because they have already read them.

The following 20 country music questions are the ones I "almost"

stumped my audience with... let's see how well you pros can do!

1. The only male/female duo to win the CMA's "Single of the Year" award.
2. Hank Williams Jr.'s real name.
3. Song recorded by the Gatlins that many radio stations refused to play.
4. Country singer whose autobiography is titled "Just for the Record."
5. Title of the song that tells the tragic story of Buford Wilson.
6. Titles of Willie Nelson's two concept albums.
7. Loretta Lynn's singing partner before Conway.



Dandalion



WHY NOT GOLD — RCA reps are all smiles as they present the Judds their first gold album, for "Why Not Me." Pictured (l-r): Managers Woody Bowles and Ken Stitts, RCA Nashville VP Joe Galante, producer Brent Maher, guitarist Don Potter, and RCA's Tim McFadden. Seated are Wynonna and Naomi.

8. The unique honor held by Arthur Satherly in country music.
9. Hank Jr's four rowdy friends who have "all settled down."
10. Only country music artist to receive a CMA award posthumously.
11. The duo who recorded the song "I Wonder If God Likes Country Music."
12. TV show that mentioned Tom T. Hall's hit "Old Dogs, Children, and Watermelon Wine."
13. In the 60's Roy Drusky and Priscilla Mitchell had a hit with the song "Yes Mr. Peters." For over 25 years Priscilla has been the wife of what country music entertainer?
14. Country singer and title of album that has remained on the country album charts for over seven years.
15. She drove a super sport, drank scotch & soda, and flew in a 707. Name the song.
16. Two CMA Entertainers of the Year who did the soundtrack for Clint's movie "Bronco Billy."
17. Country act formerly known as the Down Home Folks.
18. Hank Williams's record that was a hit at the time of his death.
19. The first song she recorded on Dot, she wrote, it was a #1 hit, a million seller, won a Grammy and CMA Single of the Year award.
20. Two country music artists who have won CMA's Entertainer of the Year Awards and are members of the Country Music Hall of Fame.

OK... let's see how you rate as a country music expert:

- 18-20 correct... You should have written the column!
- 16-18 correct... Ain't too shabby!
- 14-16 correct... Report for a conference with your local country music authority.
- 12-14 correct... You're in the wrong profession.
- 10-12 correct... Help!

ANSWERS—

1. The Kendalls, "Heaven's Just A Sin Away" 1978
2. Randall Hank



CELEBRATING SUCCESS — Glen Campbell and the team from Mike Borchetta Promotions pose during a party celebrating Campbell's #1 record, "A Lady Like You," at Nashville's Music Mill Studios. Pictured (l-r): Scott Borchetta, Campbell, Sheila Hayes, Mike Borchetta, and singer Rebecca Lynn.

Introducing Dandalion

My guest columnist this week is WRKZ/Hershey Music Director, Dandalion. As I've discovered over the past year, she is one of the foremost trivia experts in the country. And when you consider the diversity of Dandy's background, her knowledge of country trivia isn't too surprising. At one time she was an editor for the trucker's magazine *Movin' Out*. During that same period of time, she wrote a trucker's humor book entitled "Tijuana Bear In A Smoke 'Em Up Taxi." After the book was published, Dandy sent copies to all the radio stations that had all-night trucking shows. John Trimble, the all-night trucker jock at WRVA/Richmond, interviewed her on his show and they hit it off so well he later asked her to fill in for him during his vacation. She did, but had to quit her job to do so because her employers wouldn't let her off to do the show. A bit later, she called four radio stations and finally sold one of them on the idea of a female doing an all-night trucker show. Dandy says everyone teased her about the listeners believing that the voice of the night was a tiny 20-year-old blonde, when in fact she claims she was exactly the opposite... a fat, over-40 grandmother. Nevertheless, Dandy's show garnered great ratings, and after three years WRKZ finally wooed her away. In addition to her ratings success, Dandy has twice been nominated for the CMA's DJ Of The Year Award (1981 and 1983).

— SA



WALT LOVE

BLACK/URBAN

Black/Urban Market Breakdown

The following chart breaks down the number of Black/Urban AMs and FMs in the top 100 markets.

Market	#City	AM	FM	Total
1.	New York	0	2	2
2.	Los Angeles	2	2	4
3.	Chicago	2	2	4
4.	San Francisco	1	1	2
5.	Philadelphia	2	2	4
6.	Detroit	2	2	4
7.	Boston	1	0	1
8.	Houston	2	1	3
9.	Washington	1	3	4
10.	Dallas-Ft. Worth	1	2	3
11.	Miami-Ft. Lauderdale-Hollywood	1	3	4
12.	Nassau-Suffolk	0	0	0
13.	Pittsburgh	0	1	1
14.	St. Louis	2	2	4
15.	Atlanta	2	1	3
16.	Baltimore	2	2	4
17.	Seattle	2	0	2
18.	Minneapolis-St. Paul	1	0	1
19.	Anaheim-Santa Ana	0	0	0
20.	San Diego	0	1	1
21.	Tampa-St. Petersburg	2	0	2
22.	Cleveland	1	2	3
23.	Denver	1	0	1
24.	Phoenix	1	0	1
25.	Milwaukee	1	3	4
26.	Providence	0	0	0
27.	Kansas City	1	2	3
28.	San Jose	0	0	0
29.	Cincinnati	1	1	2
30.	Portland	0	0	0
31.	New Orleans	1	1	2
32.	Columbus, OH	1	2	3
33.	Sacramento	0	0	0
34.	Buffalo-Niagara Falls	1	1	2
35.	Norfolk-Portsmouth-Newport News-Hampton	1	2	3
36.	Indianapolis	1	1	2
37.	San Antonio	1	0	1
38.	Hartford	1	0	1
39.	Riverside-San Bernardino	0	0	0
40.	Charlotte	1	1	2
41.	Rochester	0	1	1
42.	Oklahoma City	0	1	1
43.	Louisville	1	1	2
44.	Salt Lake City	0	0	0
45.	Dayton	1	0	1
46.	Birmingham	1	1	2
47.	Memphis	2	2	4
48.	Nashville	0	1	1
49.	Greensboro-Winston Salem-High Point	3	1	4
50.	Albany-Schenectady-Troy	0	0	0
51.	Orlando	2	0	2
52.	Honolulu	0	0	0
53.	Richmond	2	1	3
54.	Tulsa	1	0	1
55.	Jacksonville	2	1	3
56.	Wilkes Barre-Scranton	0	0	0
57.	West Palm Beach	1	0	1
58.	Allentown-Bethlehem	0	0	0
59.	Syracuse	0	0	0
60.	Akron	0	0	0
61.	Austin	0	0	0
62.	Raleigh-Durham	3	1	4
63.	Toledo	1	0	1
64.	Tucson	0	0	0
65.	Greenville-Spartanburg	3	0	3
66.	Grand Rapids	1	0	1
67.	Knoxville	1	0	1
68.	Springfield, MA	0	0	0
69.	Omaha-Council Bluffs	0	1	1
70.	Chattanooga	1	1	2
71.	North San Diego County	0	0	0
72.	Fresno	0	0	0
73.	Las Vegas	0	0	0
74.	Baton Rouge	2	1	3
75.	Wilmington, DE	0	0	0
76.	McAllen-Brownsville	0	0	0
77.	Youngstown	0	0	0
78.	New Haven	1	0	1
79.	El Paso	0	0	0
80.	Albuquerque	0	0	0
81.	Little Rock	1	1	2
82.	Charleston, SC	1	2	3
82.	Harrisburg	0	0	0
84.	Mobile	1	1	2
85.	Johnson City-Kingsport-Bristol	0	0	0
86.	Bridgeport	0	0	0
87.	Sarasota	0	0	0
88.	Columbia, SC	1	2	3
89.	Bakersfield	0	0	0
90.	Flint	0	1	1

Continued on Page 52

TOP 100 MARKETS REVIEWED

Filling In The Format Holes

WHQT/Miami's success has spurred some welcome format rebuilding. Kansas City, formerly the home of one Black/Urban FM, now has two, and will probably have a Black-leaning CHR on KBKC. Further south, Atlanta listeners will have two Black/Urban FMs to choose from for the first time. Even Lincoln, Nebraska is in the running for a Black/Urban outlet.

Speculating about where the next new B/U station will turn up has been a popular pastime for those within and outside the format. Until now, however, that's all we've been able to do. This week Sean Ross and I examined Arbitron's updated top 100 market list. Here's what we found:

- Seven markets have fewer B/U outlets than they did last year; seven have more.

- Thirty-six of the top 100 markets have no Black/Urban outlet. (Several of those are shadow markets which support B/U outlets from other cities.)

- Nineteen feature the format on AM only.

- Thirty markets have only one FM outlet for B/U music.

- Only 15 cities have any sort of FM B/U battle; (only a few others — Columbia, Louisville, Baton Rouge, Memphis, etc. — can be said to have serious AM vs. FM battles).

While it's hardly our intention to suggest that only cities with Black/Urban on FM are well-served, the fact remains that we are still slow in terms of FM development, a *fait accompli* for everybody else. At this writing, only Washington, DC has three viable B/U FMs. (Miami also has three, but one is a low-powered outlet that has yet to show up in the ratings.) Memphis and Detroit, the only markets that could realistically be called oversaturated, have both lost stations since this time last year.

The CHR Scorecard

In contrast, only seven top 100 markets have no CHR outlet. Only two of those — Flint and Jacksonville — don't show CHR stations from outside the market in their ratings books. In the top 40 markets, only Cincinnati and San Diego have lone CHRs. (Four of the top 40 are bedroom markets with only one CHR of their own but competing CHRs from outside.)

The top 100 markets and their Black/Urban radio populations are broken down on the accompanying chart. Only those stations playing mainstream Black music were counted; Black-A/C hybrids, Gold, and all-Blues stations were excluded. We're also profiling various markets without B/U radio that are likely format candidates.

In doing so we're working on the somewhat controversial assumption that an opening for a successful Black/Urban station depends more on the market's temperament than the black population. While most places have more minority residents than you think, any city that dances and/or supports CHR will probably listen to Black/Urban radio, especially when programmed conservatively without 18-minute scratch mixes.

Albany (#50)/ Syracuse (#59)

For awhile WFLY/Albany was trying to be both CHR and Black/Urban. The result was BTO oldies segueing into Newclous. WFLY's

new PD has pulled the station closer to the center, which probably leaves room for somebody to go full-blown Urban. Meanwhile, both of Syracuse's CHR stations do popular Saturday night club shows. But the market has had only a few unsuccessful experiments with low-powered AMs: "Disco Q" WSOQ (1979-80) and WOLF (1983-84). A B/U winner in either market would have to lean conservative and, at least in Syracuse's case, probably have to be on FM.

Albuquerque (#80)/ Las Vegas (#73)

These two Southwestern tourist towns are dependent on noncommercial radio for B/U music. KANR, operated by Albuquerque's high schools, has a local B/U monopoly and shows up in Birch. While many KANR announcers sound like high school students, some don't and they'd probably like a shot at doing the format on a commercial counterpart. Las Vegas has an NPR affiliate that deals black music. Both cities have one main CHR that plays only the obligatory crossover records.

Austin (#61)

This is another city where all the action is positioned to the left of 92.1. Last fall, KNOW had its best book in 18 months, moving 4.3-5.2. The station, which had been as high as 6.9 with B/U, switched to Oldies on January 1, a format already programmed by KTXZ (which earned a 1.8 in the fall). That leaves a prominent constituency of college students, Hispanics, and others who now depend on non-commercial KAZI and CHR KHFI for their music.

Ft. Wayne (#108)

On the air for at least four years now, COOL-FM is one of the long-

Continued on Page 52



POLYGRAM GOES TO TEXAS — PolyGram's Black promotion force somehow made it into one room for this group shot taken at departmental meetings in Houston. Pictured (l-r) are Deke Atkins, Wilson Lindsey, Felicia Harris, Derry Johnson, Wanda Hayes, President/CEO Gunter Hensler, Joe Lewis, VP Rowena Harris, Narvelyn Hunt, VP Jerome Gaspar, and Luther Terry.

Filling In The Format Holes

Continued from Page 51

est-running and most successful examples of black music on cable FM. Cable radio is, unfortunately, kind of hard to take along on a picnic. Meanwhile, dominant CHR WMEE plays only the usual B/U product. This market has two well-known suburban FMs that have been trying to become Ft. Wayne stations for years. One is presently dark, the other has gone totally commercial-free in hopes of creating a hole in the market (which seems like an awful lot of work when a hole already exists).

Fresno (#22)

They're not similar cities, but Fresno and Miami are very similar radio markets. This was one of the first cities where "In My House" went #1. CHRs KYNO-FM and KMGX (Magic 104) strongly resemble Y100 and 195. KYNO-FM plays a lot of black records and KMGX plays even more. In fact, what most prevents KMGX from being a pure Urban station is its timing (i.e., adding Alexander O'Neal's "Innocent" about a week before most B/U stations added the follow-up). AM KLIP, which ran some black programming, was no match for KMGX and recently changed format. So anybody ready to go Urban should probably plan to do so on FM.

Honolulu (#52)

Two very interesting things have happened here in recent months. First KMAI (1-94), citing focus groups which stated there was no future for B/U in Honolulu, switched to CHR before going through a full book with Black/Urban. Then 1-94 had a George Benson LP cut go top ten on its CHR list. Most of the blacks here are tourists or military personnel, but there are many Asians (who do a fair job of supporting KSOL/San Francisco). And while 1-94 and KQMQ don't normally carry black LP cuts in their top ten, both stations are aggressive with crossover product.

Portland, OR (#30)

Portland is the largest market with no access to Black/Urban radio — even from outside the immediate city. With that in mind,

several things should be remembered: 1) CHR KMJK is known as the station that broke "Electric Avenue" in this country; 2) KKRZ, the station which overtook KMJK, has played artists such as Isley/Jasper/Isley in recent months; 3) "I Can't Wait" by Nu Shooz, the first big local hit since Quarterflash's "Harden My Heart," is described as a dance record. Would this market listen to Urban if it were programmed close to the center?

Providence (#26)/ Worcester (#94)

These are archetypical Southern New England markets with a lot of new development downtown and a lot of old city surrounding it. Providence supports Urbanoid CHR WXXS-FM/Boston, and local CHR WPRO-FM generally supports black music. Worcester has no local CHR and does most of its CHR listening via Boston's rockier WHTT. Because these two cities are as physically and culturally tied to each other as they are to Boston, one strong-signal B/U FM would probably do well in both cities. (In fact, as long as Boston doesn't have a fulltime black station...)

Sacramento (#33)/ Stockton (#100)

Sacramento has four CHR stations two of which play a significant amount of black music. Of the 41 records on CHR leader KSFM's list, 21 were B/U chart hits. This city has a sizable (and fairly prosperous) minority population that hasn't been directly served since KPOF dropped the format several years ago. Forty minutes south of Sacramento, Stockton is heavily Spanish and black, and strongly supported AM KSTN a few years ago when it became a very crossover-oriented CHR along the lines of 1983's KFRC/San Francisco. Again, a high-powered FM that could ID as Stockton-Sacramento-Modesto would probably do very well.

Shadow Markets

Because Los Angeles's four B/U outlets are low-powered and primarily geared to the inner city,

they don't show in Orange County (#19) or Riverside/San Bernardino (#28). The latter currently provides a nice living for KGGI, which walks the line between A/C and CHR with a strong dose of black music. WRKS/New York hits the 2-3 share range in both Bridgeport (#86) and Nassau/Suffolk (#12). Bridgeport is heavily black/Hispanic and a little too far away from WRKS or WNHC/New Haven to really support either one well.

San Jose has consistently kept KSOL in the 3-5 share range (which, in the Bay Area, is good enough for #7 in fall '84). All of these shadow markets have local stations, especially AMs, which have been unable to go up against stations from larger markets with any other format.

Into The Gap

We must stress one thing. The traditional method of throwing just any Black/Urban station on the air in a market that doesn't have one and then waiting for the money to roll in never works indefinitely. It probably won't work at all in some markets. Outside the Deep South and the largest Northeast cities, audiences will respond to the format but only if you sell them on it. So in most of the cities we've profiled, you'll be pitching an audience raised on general market radio. Anybody prepared to make money off this format has to be ready to find the best possible radio talent.

Some formats do well in towns where they're not supposed to do well. The California market with the largest share for B/U radio last year was Oxnard/Ventura, which gave a 6.1 to KMYX as well as heavy shares to CHR KCAQ, which plays many crossovers. Salt Lake City may seem an unlikely place for a B/U station. But if the Mormon capital supports new wave KCGL, it might not be a bad idea for one of this city's seven A/C's to try Urban.

Now it's your turn. Make copies of this article and pass them on to your group owner, group PD, and all your friends working in the general market who are looking for something new to do. And tell them to be here next week when we'll talk about the logistics of actually turning on a new Black/Urban station.

— By Walt Love and Sean Ross



HOUSTON GIVES AND RECEIVES — Arista hosted a party in Chicago to promote Whitney Houston's debut LP "You Give Good Love." Houston is shown with WDMT/Cleveland MD Eric Faison.



OSBORNE & COORS TO CHICAGO — Jeffrey Osborne came by WBMX/Chicago as a spokesperson for Coors Beer. From left, promotion rep Jhun Mhoon, WBMX's Armand Rivera and Deborah Scoot, Osborne, and WBMX's Dennis Scott, who just happened to be wearing a Schlitiz Malt Li-quir T-shirt.



BURTON FEEDS WBL'S HABIT — Jenny Burton visited WBL's New York to promote her "Bad Habits" LP. On hand were (l-r) WBL's MD Maye James, PD B.K. Kirkland, and Burton.



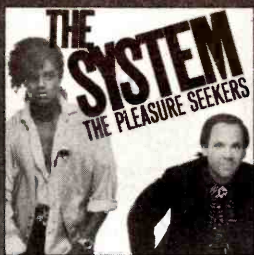
WJLB/DETROIT DOES ITS PART — WJLB(FM88) raised over \$1000 for the International Black Peoples Foundation to feed the hungry in Africa. The money was raised at an after-party following FM88's "Motor City Mix," a mixing and rapping competition featuring a grand prize of \$5000 in mixing equipment. Pictured (l-r) are: Coco-Cola's Sara Tozer, IBBF's Claudia Corbin, WJLB's Verna Green and Joe Badamo.

Black/Urban Market Breakdown

Continued from Page 51

91.	Wichita	0	1	1
92.	Spokane	0	0	0
93.	Lansing	1	0	-
94.	Worcester	0	0	0
95.	Canton	0	0	0
96.	York	0	0	0
97.	Saginaw-Bay City-Midland	0	1	1
98.	Beaumont-Pt. Arthur	1	1	0
99.	Quad Cities	0	0	0
100.	Stockton	0	0	0

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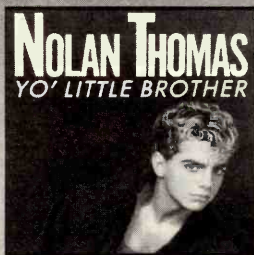
SHANNON

The Album:
 "Do You Wanna Get Away" (90297)
 The Single:
 "Stronger Together" (7-96931)
 Produced by Mark Liggett and Chris Barbosa.
 Executive Producer Sergio Crossa
 for Emergency Records.
 Management: Don Abrahams.



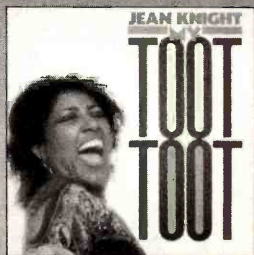
BRENDA K. STARR

The Album:
 "I Want Your Love" (90284)
 The 12" Single:
 "Pickin' Up Pieces" (9-96973)
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 Management: Buddy Allen Management.



NOLAN THOMAS

The Album:
 "Yo Little Brother" (90283)
 The Single:
 "One Bad Apple" (7-96651)
 Produced by Mark Liggett and Chris Barbosa.
 Executive Producer Sergio Crossa
 for Emergency Records.



JEAN KNIGHT

The Album:
 "My Toot Toot" (90282)
 The Single:
 "My Toot Toot" (7-96643)
 Produced by Isaac Bolden
 for Bolden & Moorehead Productions.
 Management: Don Dortch

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OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

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Jack Adkins, VP/Director Human Resources - Media General Broadcast Services, Inc.
2714 Union Avenue Extended, Memphis, TN 38112 EOE M/F

ANNOUNCER K95FM TULSA

K95FM seeks killer air/production talent with significant experience to bring MAGIC to carefully planned and executed format. Performance and growth atmosphere.

Tape and resume (no calls, please) to: Bob Cooper, Program Director, KWEN (FM), 1502 South Boulder, Tulsa, OK 74119.

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RADIO CITY STATION
NEW YORK, N.Y. 10101

MAJOR Market Opportunities

As we prepare for further major market expansion, Emmis Broadcasting is looking for drive-time talent, presently performing in the top 30 markets. Send tape and resume ASAP to: Rick Cummings, Emmis Broadcasting, 1099 N. Meridian St., Suite 1197, Indianapolis, IN 46204. EOE M/F

Progressive Radio Network

We need creative people to produce our syndicated radio features! Thorough knowledge of contemporary music a must. T&R to: Frank Guida, PRN, Box 172, Bronx, NY 10451.

We're Looking . . .

for an exceptional broadcaster/researcher to join Jhan Hiber & Associates. Growth is dictated by the positive response to our new product, The Predictor. Successful candidate will possess excellent communications skills, verbal and written, and have experience in ratings and research conduct and analysis. Resumes (no calls) to:



EOE M/F

**Jhan Hiber, President
Jhan Hiber
& Associates**
P.O. Box 1220
Pebble Beach, Ca. 93953

EAST

Jazz-oriented public radio WVPE seeks PD/morning Jazz host. T&R: Personnel Director, Elkhart Community School Corp., 2720 California Road, Elkhart, IN 46514. (7-12)

KZIO needs a CHR rocker for nights. T&R: John Michaels, 1105 E. Superior, Duluth, MN 55802. (7-12)

OPPORTUNITY KNOCKS!
WHCN is looking for morning talent. Hartford's quality AOR has a rare opening for a morning clown. Cassettes and resumes to: Dan Hayden, PD, WHCN, 1039 Asylum Ave., Hartford, CT 06105 EOE

K-HAWK Country is looking for a versatile top. T&R: Mike McCoy, KHAK, 100 1st Avenue, Cedar Rapids, IA 52401 (7-12)

MW 100k CHR will need midday air personality. Strong personality/production a must. T&R/photo: Gary Dixon, KGCR-FM, Box 876, Cedar Rapids, IA 52406. (7-12)

Morning man/MD for Country powerhouse in St. Louis ADI. T&R: Steve Beeny, KWRE, Box 220, Warrenton, MO 63383. (7-12)

WANTED

A PD for a radio station in one of New England's medium markets. Willing to pay higher than average salary for someone who can manage people, understand and implement on-air and outside promotions. Increase audience share and increase involvement in the community. Be a winner! T&R to Radio & Records, 1930 Century Park West, #0042 Los Angeles, CA 90067. EOE M/F

Music-96 needs CHR air talent with production skills. Excellent facilities. T&R: Jeff Stevens, WMRF, Music 96, Box 667, Lewistown, PA 17044. (7-12)

WVNR/Poultney, VT needs combo sales/air personality for AM music station. PM drive & good list. Salary & commission. Experience preferred. Ken Barlow: (802) 287-5804 (7-12)

"Don't Fix What Isn't Broken." WRONG!

We can make WICC Radio even better. We're a ratings leader but believe that we can build an even stronger share of audience. It'll require creative excellence.

The Operations Manager we're looking for will love the challenge and have the experience and skills to lead a large professional staff.

WICC Radio programs full service in Bridgeport/Fairfield County, CT, and is part of Tribune Broadcasting. Excellent compensation for the right person. Send resume to Ray Gardella, Vice President, General Manager, WICC Radio, 177 State St., Bridgeport, CT. 06604.

Anchor/reporter with one year experience needed by medium market AM/FM. T&R/writing samples: Ron Russell, WMAAS, Box 1418, Springfield, MA 01101. (7-12)

Seeking ND & aggressive salespeople for 1kw AM station in beautiful White Mountains of New Hampshire. T&R: Pete Aydiott, WLTN, Littleton, NH 03561. EOE M/F (7-12)



Want To Be A VJ In Boston?

Channel 66 is looking for radio DJ's who want to join our live major market music video operation. Send us your video audition tape or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Send tape and resume to:

**Program Director
WVJV-TV**
P.O. Box 9166, Farmington, MA 01701

No calls please. WVJV-TV is an EOE

Mid-Atlantic non metro combo needs midday jock with possibility of assuming PD position. Experienced person only. (301) 689-8871 (7-12)



GREAT OPPORTUNITY

For America's best A/C morning personality. We're looking for a warm, topical, entertaining performer to join a company committed to being the best. Come join the fastest growing facility in the nation's capitol. Send tapes & resumes to:

John Moen, WASH Radio
5151 Wisconsin Ave., NN
Washington, DC 20016 EOE M/F

WMGZ-Magic, a hot CHR is looking for a high-energy pro who is full of life. T&R: WMGZ, Box 1470, Sharon, PA 16146. (7-5)

Newsperson needed to co-host morning show. Beautiful college town. T&R: Sheldon Levine, WWSW/WQWK, 160 Clearview, State College, PA 16803. EOE M/F (7-5)

NE CHR powerhouse looking for winning team. Abnormal morning man. CHR personalities & PD. T&R: Bryan Geronimo, Q100, Box 190, Easton, PA 18042. No calls. EOE M/F (7-5)

Growing, Small Northeastern Market

Seeking mature morning communicator, 3-5 years experience, community oriented. Great place to work, good community image station. Send T&R to Radio & Records, 1930 Century Park West, #0046, Los Angeles, CA 90067. EOE

News reporter for AM/FM on the coast. Must be hardworking & enthusiastic. Rush T&R: Catherine Sabold, WXRQ/WLAS, Box 760, Jacksonville, NC 28540. (7-5)

PA's super station Q106 has immediate opening for experienced, detail-oriented PD/PM drive personality. T&R: Barry Bruce, Box 2506, York, PA 17405. (7-5)

Beautiful Music FM has midday opening. Good first job opportunity. T&R: Don Shields, WCMF, RFD. 2, Box 2192, Wiscasset, ME 04578. EOE M/F (7-5)

SOUTH

WAGR/WJSK, looking for mature announcers for Gold format. Also need engineer. T&R: George Gilpin, Box 2265, Lumberton, NC 28359. EOE M/F (7-12)

WPCM/Piedmont, NC looking for announcer with light personality. Continuous Country format. T&R: Buddy Michaels, WPCM, Box 1119, Burlington, NC 27215. EOE M/F (7-12)

Looking for experienced morning man for top-rated A/C AM station on SE Florida coast. Good salary/benefits. T&R: Barry Grant, WSTU, 1000 Alice Avenue, Stuart, FL 33494. EOE M/F (7-12)

WKJJ & WCHI/Louisville need production person with killer attitude, writing skills & studio background. T&R: Kevin Kenney, 307 West Muhammad Ali, Louisville, KY 40202. (7-12)

Opening for hard-working, dedicated newspaperman in Jackson. T&R: Mike Turner, WDM, Box WDKI, Jackson TN 38301. EOE M/F (7-12)



Are You A Top Professional?

Opening for Program Directors - KTEM-AM & KPLE-FM/Temple, Texas and KSAM-AM & KHUN-FM/Huntsville, Texas. Texas medium growth markets. If you can manage people, increase audiences-stay organized-work hard & leave your ego behind - we need you. Higher than average pay for right person. If you are ready to prove yourself as a top professional, send up your T&R and reasons why to: George Franz, P.O. Box 1230, Temple, Texas 76503. EOE - M/F - NO PHONE CALLS.

OPPORTUNITIES

OPENINGS

Capital Cities Communications

Has acquired WPLO Radio in Atlanta and is seeking experienced PERSONALITY air talent. Qualified applicants should possess humor, good phone technique, and work well at a high profile station. Please — no time and tempers. Tapes and resumes to Neil McGinley, Operations Manager, WPLO Radio, 360 Interstate North, Suite 101, Atlanta, GA, 30339. EOE

WOAL, one of the nation's major News/Talk stations, seeks talent for possible future openings. T&R: Phil Mueller, 6222 N.W. 10, San Antonio, TX 78201. (7-12)

Needed. Experienced production/air person. T&R: Fred Petty, WFMQ, Box 2092, Ocala, FL 32678. (7-12)

MAJOR SOUTHEAST MARKET PROMOTION DIRECTOR

Are you very organized, a good planner, self-motivated, creative, hard working, able to deal effectively with programming and sales, and interested in teaming with a very promotionally active, fun CHR station on the way up? Yes? Then send a resume, brief outlines of three promotions you've done, plus a brief description of your promotional philosophy and method to Radio & Records, 1930 Century Park West, #0047, Los Angeles, CA 90067. EOE

Overnight talent. Intermediate position. Starting salary, \$225/week. T&R: ASAP: Jerry Reed, WRVA, 282 North Auburn Road, Venice, FL 33595. No calls please. (7-12)

Class C Country FM in Central VA looking for a PD/morning man combo. T&R: WCVN, Box 522, Amherst, VA 24521, or (B04) 847-4700. (7-12)

Secretary/receptionist. Must type 40 WPM. Nice voice/ability to deal with public. Mary Brazell, WHYY Radio, 3435 Norman Bridge Road, Montgomery, AL 36105. (7-12)

WKHX

Capital Cities Communications

Capital Cities is expanding in Atlanta. Seeking experienced newpeople. Good writing/on-air skills. Tape & resume to: Neil McGinley, WKHX-FM, 360 Interstate N., Suite 101, Atlanta, GA 35209. EOE/M/F

Gal or guy announcer/leaser. Near Tallahassee & Gulf. T&R: WMEL, 1275, S. Jefferson, Monticello, FL 32344. (7-5)

Capitol Broadcasting Company RADIO NEWS DIRECTOR

Capitol Broadcasting Company is seeking a news manager for WRAL-FM and the North Carolina News Network. WRAL is the Raleigh's leading radio station with a high community profile. The North Carolina News Network serves more than 80 radio stations via satellite. This radio news operation is one of the finest in the country and has won virtually every major award including the Peabody, Sigma Delta Chi, Ohio State, Janus and Dupont-Columbia School of Journalism. We are seeking an experienced radio news manager with high standards and strong leadership skills. To apply, please send a resume and tape to:



Capitol Broadcasting Co., Inc.
Human Resources, 2619 Western Boulevard
Raleigh, NC 27605
(no telephone calls please)
Equal Opportunity Employer

OPENINGS

CE. Transmitter, automation, multi-track, STL experience required. Depress desirable. Joe Schwartzel, Box 331, Ft. Myers, FL 33902. EOE M/F (7-5)

Top-rated FL A/C looking for air talent for future openings. T&R: Paul Conrad, WRCC, Box 189, Cape Coral, FL 33910. (7-5)

ND for FM Country station near Dallas Ft. Worth. Gather, write & deliver local news. \$1,000 a month. T&R: KEMM, Box 1292, Greenville, TX 75401. (7-5)

#1 RATED TOP 50 SOUTHERN CHR

Is conducting a nationwide search for the best Morning Talent. If you can relate locally, be funny, even outrageous at times, and understand warmth, then we'll pay top dollar for your talents. You MUST possess all these skills. NO BEGINNERS. A firm commitment to continue our winning ways awaits you. T&R to: Radio & Records, 1930 Century Park West, #0025, Los Angeles, CA 90067. EOE/M/F

MIDWEST

Air talent/news personality needed for LP-oriented A/C. T&R: Magic 98, 1826 Ruddiman Drive, North Muskegon, MI 49445. (7-12)

WDJZ/Green Bay needs competent parttimer for work when needed. Automation experience helpful. Females encouraged. C&R: Dave Carew, Box 36, Green Bay, WI 54305. (7-12)

A/C AM/Country FM needs on-air PD. T&R: Manager, KKJQ, KSFT, Box 166, St. Joseph, MO 64502. (7-12)

K-LITE 94

Little Rock's hottest new combo needs a production pro. Must be copywriting and multi-track genius. Join the pros at one of America's hottest A/C's. Only the best need apply. T&R to Scott Howard, KHLT, 24000 Cottondale Lane, Little Rock, AR 72202. EOE M/F

Immediate opening for Assistant PD/DJ. Must be familiar with AOR. T&R: Robert K. Norton, Jr., KRNA, Inc., 2105 A.C.T. Circle, Iowa City, IA 52240-9560. EOE M/F (7-5)

Northern IN station needs nighttime entertainer. Two years commercial experience minimum. T&R: Allen Strike, WTRC, Box 699, Elkhart, IN 46515. (7-5)

AOR market leader has fulltime opening. Creative production & must. No beginners. No calls. T&R: KATT, Box 25787, Oklahoma City, OK 73125. EOE M/F (7-5)

Needed yesterday. Sharp, experienced CE/Jock. For class C, modern Country. T&R: Max Wolf, 98KX, 111 North 50th, Suite 205, Lincoln, NE 68504. (7-5)

Morning man/MD for Country powerhouse in St. Louis. ADI. T&R: Steve Beeny, KWRE, Box 220, Warrenton, MO 63393. (7-5)

News/Talk station between Chicago & Milwaukee needs reporter with strong writing/delivery skills. T&R: Paul Gilbert, WKRS, 3250 Belvidere Road, Waukegan, IL 60085. (7-5)

Position available for bright, energetic male/female in small market. T&R: David Lee, WTCJ, Box 397, Tei City, IN 47598. (7-5)

WIRE

Mornings Are Open!

WIRE is listening for topical communicator who can entertain with humor. We provide all the tools and heavy promotion. Tape and resume to Alan Furst, PD, WIRE, 4560 Knollton Rd., Indianapolis, IN 46208. EOE

OPENINGS

WKALU AM & FM/Appleton-Greenbay CHR needs morning entertainer who's not afraid of hard work. Good production. T&R: Don Ross, 1765 Block Road, Kaukauna, WI 54130. EOE M/F (7-12)

PROS ONLY

Strong Midwest broadcasting group looking for pros who like to win. Need to fill programming and on-air positions in several great Midwest cities.

Money is no object for the right people. Tape & resume to: Radio & Records, 1930 Century Park West, #0041, Los Angeles, CA 90067. EOE M/F

Live & work in the beautiful Black Hills. Rare opening. T&R: Randy Sherwyn, KKLS-FM, Box 460, Rapid City, SD 57709. (7-5)

Wanted yesterday: Adult sound with strong production. Bucks for right one. T&R: Box 509, Ogallala, NE 68953. (7-5)

K-LITE seeks warm/creative evening personality & a night time talk/music host. Only professionals need apply. C&R: Pam Finn, 2814 Quail Plaza, Oklahoma City, OK 73120. (7-5)

Looking for experienced newperson. Call Brooks Morton: (216) 923-9761 (7-5)

WEST

News personality needed immediately. Come to sunny CA. Call Bryan Casey, KO-93, (209) 522-4084 (7-12)

Do you love production? Exercise your creative muscles as our new Production Director. Spot samples/air check: Jeff Salgo, KEZY, 1190 E. Ball Road, Anaheim, CA 92805. EOE M/F (7-12)

LAB

Los Angeles Broadcasters, Inc.

Due to expansion of facilities and curriculum, Los Angeles Broadcasters, Inc. needs an engineer on a part-time basis to maintain and improve present training facilities. Must be based in the Los Angeles marketplace. Contact Jimi Fox (213) 469-1222.

Production Director capable of writing & voicing creative commercials. Actual air experience preferred. T&R: Rick Masters, KGIN, Box 1428, Victorville, CA 92382. EOE M/F (7-12)

Central Coast top-rated CHR looking for future air talent with production skills. Females encouraged. T&R: Brad Waldo, KR-QX, 516 North H. Lompoc, CA 93436. (7-12)

100kw A/C in Rocky Mountains close to Yellow Stone National Park has future openings. T&R: Rob Cuter, 1041 Highway 14A, Road 12, Powell, WY 82435. (7-12)

MIDDAY PERSONALITY NEEDED

I want great experienced communicators for our new regional FM. If you have a good track record, can do middays and production. Enjoy A/C. Send T&R to: Radio & Records, 1930 Century Park West, #0043, Los Angeles, CA 90067. EOE M/F

Entry-level news & jock positions. C&R: OM, Box 1010, Red Bluff, CA 96080. EOE M/F (7-12)

KLIT-FM accepting T&Rs for PD. Experienced in Easy Listening preferred. Strong production a must. T&R: Dan Roberts, KLIT-FM, 341 East E. Street, Suite 1000, Casper, WY 82601. (7-12)

KSNI-FM (Country) is still seeking an experienced, versatile, creative communicator for mornings/production. T&R: Box 1240, Santa Maria, CA 93456. (7-5)

Personality/ND for KLKT/Lake Tahoe/Reno. Send T&R: Ken Hunter, Box 6063, Incline Village, NV 89450. (7-5)

PROGRAM DIRECTOR

West Coast top-rated CHR is searching for a person with good people skills, strong in research and promotion. Must pay attention to detail and understand how to break out Arbitron. Lead team with outstanding air presentation. Good track record a must. Tapes, letters and resumes to Radio & Records, 1930 Century Park West, #0048, Los Angeles, CA 90067. EOE

OPENINGS

FM A/C seeks morning news anchor. Strong reporting & writing skills. Good experience. T&R: Julie Christie, 1900 Garden Road, Monterey, CA 93940. EOE M/F (7-5)

AM drive person wanted in beautiful Cortez, Colorado. T&R: Dan Kelley, KVFC, Box 740, Cortez, CO 81321. (7-5)

Immediate openings in AM/FM outlet. A/C, CHR formats. Send T&R: Kamasoni Kiki/KIKI/KMAI, 841 Bishop Street, Honolulu, HI 96813. (7-5)

New personality rocker. Cosmic 92, KXMK, accepting air checks for future fulltime all night opening. T&R: Starship Radio, Box 1869, Fresno, CA 93718. EOE M/F (7-5)

CALIFORNIA SUN

Major FM country property in one of the nation's fastest growing radio markets is looking for a top morning show. T&R to: Radio & Records, 1930 Century Park West, #0032, Los Angeles, CA 90067. EOE M/F

KQ-92 has opening for fulltime afternoon drive personality. Great place to work. T&R: Charles Cox, Box 48, Olympia, WA 98507. EOE M/F (7-5)

Production Director/midday person needed for A/C class C station. T&R: Gary Marshall, Box 1178, Los Alamos, NM 87544. EOE M/F (7-5)

Help Our Team Become #1

We're a new 100,000-watt regional Adult/Contemporary FM and we need a great personality for afternoon drive. Females encouraged. If you fill the bill send tape and resume to Radio & Records, 1930 Century Park West, #0044 Los Angeles, CA 90067. EOE M/F



Growing company currently winning in Eugene, Reno, and Boise. Now looking for winners to staff Top 80 Sunbelt market. Rush T & R to Brian Burns, National PD, Constant Communications, Rt. 2, Box 502, Eugene, OR 97401. EOE M/F

POSITIONS SOUGHT

Recent college graduate with four years on-air experience, good pipes, & excellent musical knowledge, seeks first professional gig. Any format. GUY: (401) 521-0875 (7-12)

Experienced communicator from Minneapolis seeks position at your station! DJ/news/production. I'm creative/dependable. Service with a smile! Call RANDALL (612) 545-3687 (7-12)

If your station is serious about Country music, we should talk. Eight years experience. Call MATTHEW: (515) 423-4374 (7-12)

Available immediately. 12 years' experience production/on-air. General class ticket. Studio engineering experience. T&R available. DAN: (205) 382-4725 CDT (7-12)

Morning man/OM. Victim of ownership change. Is this radio or what? Nine years' experience, top rated book, phones, interviews. BRUCE GORDON: (303) 842-3284 MDT (7-12)

PD with record of improving billing seeks West P-3 CHR. A/C. Strong administrator. AM drive, news, sales, production. Degree. WAYNE: (406) 252-3347 (7-12)

CHR jock seeks on-air position at medium/small market station. Have copywriting/production skills. Will relocate. (617) 328-4095 or 542-3000 extension 828. (7-12)

CHR jock with eight years' experience. Prefer nights. (704) 545-4630 (7-12)

Radio personality, five years' radio experience, looking for position in production/on-air. Prefer East. Currently working in West Palm Market. DAVID: (305) 747-2674 (7-12)

Radio must be my life. Humorous entertainer wants back on air. 15 year topical communicator. Good track record. Mature family man. (702) 871-7695 (7-12)

Top-notch sportscaster for hire. PBP, reports, interviews, talk, sales, packaging. Over ten years' experience, including major markets. JOHN: (714) 525-2475 (7-12)

Yep! Young, experienced & professional CHR DJ/VJ. Well worth the call. GREGORY: (217) 222-7769 (7-12)

News/sports/DJ, four-year work with BS in Communications. Enthusiastic & willing to relocate. JEFF: (916) 944-3271 (7-12)

Snowbound large metro jock with divetime MD/phone experience, seeks top 100 market. Any format. Mild climate. (305) 755-1292 (7-12)

OPPORTUNITIES

POSITIONS SOUGHT

I'm tired of "Leave it to Beaver" land. Looking for a MW med-ium market A/C or CHR for me to play in. Three years experience. TIM: (314) 364-0793 (7-12)

People-personality broadcasters. Strong production, sponsoring, music programming skills, enthusiastic, humorous, professional. Promotional & journalism experience. Will relocate. TONY: (609) 587-0952 (7-12)

The rocketman is back. But his spirit isn't. Looking for an energized West Coast gig. If you ain't got the guts, don't bother. (916) 726-3515 (7-12)

Broadcasting college graduate with stylish British accent. Inter-esting in all areas of radio, including commercials. Call DAVID: (818) 763-2664 or (213) 465-1495 (7-5)

Radio Interviewer Ready For A Challenge

12 years in majors. "Lively, spicy, and human." Ratings and references. Charlie (301) 444-5328. (TV too).

PD. Veteran A/C programmer seeks stable career move. Strong research background. Bottom line-oriented. MIKE: (206) 742-4560. (7-12)

Enthusiastic Christian DJ with five years full & parttime ex-perience looking for break in contemporary Christian radio. JEFF KELLEY: (703) 552-4922 or 961-0834 (7-12)

Santa Claus. Large metro market with drivetime MD & phone experience seeks top 100 market. Any format. Mild climate. (305) 755-1292 (7-12)

Young English DJ would love radio work in U.S., ideally in NY or CA. For T&R write: MARK BADDELEY, 18 Gloucester Road, Teddington, London. (7-12)

Three years in the desert is enough. I'm looking for the green grass of home. Want to work with winning A/C, CHR team in W/MW. THE MASTER: (805) 943-7187 or 824-4221 (7-5)

Community-minded jock wants to help you grow in medium/MW or Southern market. MIKE: (314) 781-9195 (6-21)

Desperately seeking . . . ? CHR/AOR/new music stations. Four years' experience in major overseas market. Experience in production/promotion/research. NEIL: (213) 939-2436 (7-12)

Valuable asset. Recent college graduate seeking opportunity to prove worth. Willing to relocate. Worked college radio/TV, two years. TONY: (205) 473-2345 (7-12)

Veteran. Major/medium markets. Drive. PD/MD. Seeks Coun-try or A/C position in MW or SE. References. JACK HANSEN: (414) 728-3917 (7-12)

Country morning DJ with eleven years in the business as a personality. Bored with present station. Ready now! (207) 788-2666 (7-12)

Stop. Read this about an innovative, detail-oriented, enthusi-astic graduate who seeks on-air position. Willing to relocate. EMANUEL: (213) 293-6294 (6-14)

Uptempo personality, good pipes, phones & four-track pro-duction, seeks high profile station in top 100. Call STU: (313) 653-2935 (7-12)

POSITIONS SOUGHT

Female with radio four years. Experienced MD with music success. Would like fulltime slot. Prefer the West. Please call: (303) 630-1088 (7-12)

Top-rated controversial major market talk show host tired of rumours of impending station sale. Excel in 18-54 demos. Call now for details: (516) 732-1703 (7-12)

Big voice with smooth one-to-one style & experience looking to be creative in the South or elsewhere, with moving ex-penses. Call KEITH: (904) 376-9137 (7-12)

Experienced, hardworking announcer/copywriter needs place to be creative in the South or elsewhere, with moving ex-penses. Call KEITH: (904) 376-9137 (7-12)

Morning team, husband & wife veteran, looking for FM home. Can also program. Cost efficient package. Call (205) 928-8015 or (609) 737-1421 (7-5)

Morning personality, enjoys interaction with newsman & on phones. 15 years experience, mature, responsible. Wants back into radio. CHUCK MANNING: (702) 871-7595 (7-5)

PM drive/Production Director/assistant PD is ready to make your CHR station sizzle. South or SW area. Contact SHAWN: (605) 722-9025 or (713) 728-1348 (7-5)

NCAA division one sportscaster for five years, eight years PBP & TV/radio announcing. Looking for medium/major mar-ket. (219) 432-3083 (7-5)

MD/anchor, credibility, excellent writing skills. Best refer-ences. Available now. RICHARD MUCK: 10404 Busque River, Lakeside, CA (619) 448-1664 (7-5)

15-year veteran, formerly X-rock/KINT. Currently KQXR. Good numbers/references. KEITH MORGAN: (805) 328-8368

Available now for Great Lakes area. AOR, A/C, CHR, Oldies. 5 1/2 years experience. Smooth DJ/creative production. PD ambitions. MARK: (305) 464-9431 (7-5)

ONE OF AMERICA'S MOST SUCCESSFUL PROGRAMMERS

is seeking a new challenge. Strong programming/production skills. Contact David McKay (813) 536-5195.

Personality with great voice, delivery, production & attitude. Call JACK: (414) 242-4357 (7-5)

Three years in the desert is enough. I'm looking for the green grass of home. Want to work with winning A/C, CHR team in W/MW. THE MASTER: (805) 943-7187 or 948-8090 (7-5)

I know Country music. Employed MD/DJ has seven years ex-perience, seeks position at small/medium market. Prefer the East. GLENN: (807) 324-5157 (7-5)

Broadcast school graduate with three years on-air experience in A/C & CHR looking for a good opportunity. TOM: (312) 535-3607 or 560-0341 (7-5)

Six-year pro seeks airshift. Will relocate. Contact RUSS DAVISON: (805) 871-0903 (7-5)

Six year professional newswoman experience with WOC/KIHK. Ready to relocate. DOUG SPETS: (309) 853-1631 (7-5)

POSITIONS SOUGHT

Dependable, CHR, A/C, B/U professional DJ/PD/OM. Out-standing voice/delivery/production. Greater Cincinnati, OH. KRIS: (513) 528-5793 (7-5)

Experienced sportscaster seeks position with PBP opportuni-ties in medium/large market. Will combine with news or an-nouncing MARC: (507) 354-6341 (7-5)

Outstanding broadcasting school graduate. Hardworking, eager to learn. Would like to relocate in West VA, OH, or IN. KRIS: (305) 798-0576 (7-5)

Beginning position sought in radio. Sharp, talented hardwork-ing graduate. Willing to learn & relocate. JOHN: (602) 945-8757 (7-5)

Saturday air personality at KCRK/Walnut Creek still looking for paid gig in northern CA. Contact FRANK BUTERA: (415) 223-1534 (7-5)

Industry pro, over 13 years in Chicago, L.A., & Phoenix. Seeking parttime employment in Chicago or metro area. Ser-ious inquiries only. (312) 479-1216 (6-7)

Comedy writer-producer. Give a strong afternoon or evening airshift plus write daily & weekly entertaining features for your morning show. KEVIN: (908) 786-8149 (7-5)

Female DJ looking for first job. Broadcast school graduate. Prefer Country of A/C. Move anywhere. Call JANELLE: (319) 927-3753 (7-5)

High-energy CHR jock, prefers western U.S. Call DAVE: (303) 543-6295 (7-5)

Snow in summer. Large metro jock with drive-time MD/phone experience seeks top 100 market. Mild climate. Any format. (305) 755-1292 (7-5)

BILL NEIL has spent the last ten years as a personality at WBZ, WIP, & WFIL. Looking for A/C station. Call: (215) 668-0750 or 664-8139 (7-5)

TRACY CHAPMAN, parttimer at KZAN, is considering full-time radio. "It was my idea for the 'we are the world' simul-cast on Good Friday." (801) 825-8412 (7-5)

Fill that slot at your A/C or CHR. Put the detective on the case. Nine year pro, outstanding production/voices. Medi-um/large markets. TONY: (571) 235-6022 (7-5)

Upbeat, enthusiastic, young, experienced female broadcast-ing announcer looking for a position with a progressive sta-tion. CINDY: (715) 362-4223 (7-5)

OM/PD, four years' experience, middays, news, & promo-tions. Community oriented. DAN DUBONNET: (207) 282-4922 (7-5)

Former production manager at KMET for eight years & with Fred Rated/video-audio for 1 1/2 years. Please call GUS KRUEGER: (213) 472-9509 (7-5)

15-year multi-format PD looking for station that wants to win. Currently employed. Boss knows about this ad. RON: (504) 529-1212 (7-5)

Morning heavyweight PD. Q101, WZOK, WROK, Z-1490 is officially looking. Eight year vet. Brian Wright, looking for a great company. Call: (815) 624-6082 (7-5)

Uptempo personality, good pipes, topical phones, 4-track production. Looking for station in top 100. Call STU: (313) 653-2935 (7-5)

AOR/CHR ten-year pro. Heavy 4-track production skills. Major market material. Looking for a challenge. Call SCOTT: (916) 583-4053 (7-5)

THE DOCTOR (WYFE, WAPI & WKLS) is available, prefer MW. Consistent airwork. Excellent production & great guy. Nine years AOR experience. (312) 888-4964 (7-5)

MISCELLANEOUS

Norwalk, CA looking for automation equipment for cable radio. Will give credit for charitable deduction. Ernie Iltz (213) 929-2677, extension 207 (7-12)

We're moving WVTV/Variety 107 effective 7/5/85. The new address: 1775 W. Hibiscus, Suite 301, Melbourne, FL 32902 (7-5)

WRHD needs new & re-issued product from all labels for Big Band/Nostalgia format. Suitable Jazz & Swing. Send to: Allan Kronzek, WRHD, Box 666, Riverhead, NY 11901. (7-5)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free list-ings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertis-ing must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes bor-der and logo.

Blind Box: \$45 per inch per week (maxi-mum 35 words per inch). In-cludes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and ac-companied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

FREE to any station — a commemorative special:

ELVIS: The Legend Of A King

FOR AUGUST 1985
(Target: Aug 16, 17 or 18)
3 HOURS — 30 SONGS

EXCLUSIVE IN YOUR MARKET the updated RKO Radio Show hosted by John Leader

A WARM, PERSONAL BIOGRAPHY . . . "A no-holds-barred history of the man, the son, the husband, the father." - UPI

YOU SELL 18 minutes, ABI reserves 6 minutes for an Elvis documentary album offer

For demo call DON VOGEL: (415) 827-2382
Or write: ABI, 115 Roslyn Dr., Concord, CA 94518

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

JULY 12, 1985

- 1 DAVE VALENTIN/Jungle Garden (GRP)
2 ANDY NARELL/Slow Motion (Hip Pocket/Windham Hill)
3 DIZZY GILLESPIE/New Faces (GRP)
4 DAVE GRUSIN & LEE RITENOUR/Harlequin (GRP)
5 KEVIN EUBANKS/Opening Night (GRP)
6 GARY BURTON QUARTET/Real Life Hits (ECM)
7 MILES DAVIS/You're Under Arrest (Columbia)
8 WYNTON MARSALIS/All American Hero (Who's Who In Jazz)
9 EARL KLUGH/Soda Fountain Shuffle (WB)
10 RAY BROWN TRIO/Soular Energy (Concord)
11 SPYRO GYRA/Alternating Currents (MCA)
12 SPECIAL FX/Modern Manners (GRP)
13 DEE BELL/EDDIE DURAN/One By One (Concord)
14 TOM GELANT/Just The Right Moment (Pausa)
15 STANLEY JORDAN/Magic Touch (Blue Note)
16 MITCHEL FORMAN/Train Of Thought (Magenta/Windham Hill)
17 WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia)
18 JACK DeJOHETTE/Jack DeJohette Piano Album (Landmark)
19 KEITH JARRETT/Standards, Vol. 2 (ECM)
20 TOM SPLIT/Songs Without Words (Ivory)
21 JUDY ROBERTS/You Are There (Pausa)
22 INDRA LESMANA/w/NEBULA/No Standing (Zebra)
23 MICHAEL FRANKS/Skin Dive (WB)
24 PETER KATER/Coming Home (Invisible)
25 WEATHER REPORT/Sportin' Life (Columbia)
26 JIMMY PONDER/So Many Stars (Milestone/Fantasy)
27 ASHLEY ALEXANDER/Power Slide (Pausa)
28 RODNEY FRANKLIN/Skydance (Columbia)
29 FRASER MacPHERSON/Quintets, Jazz Prose (Concord)
30 RANDY BERENSEN/Music For Planets, People & Washing Machines (Zebra)

MOST ADDED

- JUDY ROBERTS (9)
KEVIN EUBANKS (8)
WIDESPREAD JAZZ ORCHESTRA (8)
PARIS BLUES (Columbia)
KADX, WMID, WHRO, KPXR
OPENING NIGHT (GRP)
WOODY SHAW (6)
SETTING STANDARDS (Muse)
ERNIE WATTS (6)
MUSICIAN (Qwest/WB)

HOTTEST

- DIZZY GILLESPIE (23)
New Faces (GRP)
DAVE VALENTIN (22)
Jungle Garden (GRP)
ANDY NARELL (17)
Slow Motion (Hip Pocket/Windham Hill)
DAVE GRUSIN & LEE RITENOUR (14)
Harlequin (GRP)
MILES DAVIS (13)
You're Under Arrest (Columbia)

- SAL SALVADOR "Plays Gerry Mulligan" (Stash) 10/2
FRED HERSHON TRIO "Horizons" (Concord) 9/1
DON RANDI & QUEST "If It's All Night It's Alright" (Bee Pee) 9/1
ERNIE WATTS "Musician" (Qwest/WB) 8/6
CASIOPEA "Zoom" (Fantasy) 8/2
GENE AMMONS "Night Lights" (Prestige) 8/1
KRONOS QUARTET w/RON CARTER "Monk Suite" (Landmark) 7/7
BOBBY ENRIQUEZ "Live At Concerts By The Sea" (GNP Concord) 7/1
PHILLY JOE JONES "Drum Song" (Galaxy) 7/1
BILL PERKINS "Journey To The East" (Contemporary) 7/1
JOSHUA BREAKSTONE "4 (over) 4 (equals) 1" (Sonora Records) 6/1
AL DIMEOLA "Cielo E Terra" (Manhattan) 6/0

Black/Urban stations contributing to Jazz: WKND/Hartford, Malcom McClean, KJ/CB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Del Sparac; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Charles Welch; XHRM/San Diego, Duff Lindsey.

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, MIDWEST, WEST and various station call letters and program names.

NEW & ACTIVE

- WOODY SHAW "Setting Standards" (Muse) 14/6
SADAO WATANABE "Maisha" (Elektra) 13/8
KENNY G & G FORCE "Groviny" (Arista) 12/2
TOMMY FLANAGAN & HANK JONES "More Delights" (Galaxy) 12/0
PASSPORT "Running In Real Time" (Atlantic) 12/0
MARIAN MCPARTLAND "Willow Creek & Other Ballads" (Concord) 11/5
STEVE NARAHARA "Odyssey" (Pausa) 11/2
RON CARTER & JIM HALL "Telephone" (Concord) 10/4
MILES DAVIS "At Last" (Contemporary) 10/3

ERNIE WATTS "Musician"

Featuring the new single release

"Music Prayer For Peace"

And the leading track for Jazz Radio "Looking Glass"



SOUTH

- WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte
WAFB/Charlotte

54 Reporting Stations

48 Current Reports

KSN/Portland, WBE/Chicago, WEBR/Bufalo, WHRO/Norfolk, and WNOP/Cincinnati called in a frozen playlist.

KERA/Dallas-Ft. Worth failed to report; its playlist was frozen

DROP THE TOP AND CRUISE ALONG WITH THE HOTTEST SOUNDS ON THE STREET.

ARETHA FRANKLIN
WHO'S ZOOMIN' WHO?



Aretha Franklin

The Amazing Aretha shifts into overdrive and jumps out in front with the summer's hottest hit, **"Freeway Of Love."**

Look at her move:

20 - 15 - 5 - 1

On The pop side: 29 - 19

From her souped-up new album, Who's Zoomin' Who?

WHITNEY HOUSTON



Whitney Houston

The most exciting female vocalist of the year, Whitney Houston, follows up her #1 smash, **"You Give Good Love,"** with another heartfelt performance, **"Saving All My Love For You."**

The numbers: 37 - 23 - 12

"You Give Good Love"

Pop: 10 - 5

From her solid gold debut album.

BILLY OCEAN
SUDDENLY



Billy Ocean

Billy Ocean is batting 1.000 as he makes it 4 for 4 with his latest prize, **"Mystery Lady."** From his blockbuster album, Suddenly, rapidly approaching double platinum.

Black/Urban: One Of the MOST ADDED

Pop:

CHR BREAKERS DEBUT 39

**ARISTA RECORDS: WE'RE CAUSING A TRAFFIC JAM OF HITS.
ARISTA MEANS ACTION...AND THERE'S MORE TO COME!**



RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

JULY 12, 1985

Three Weeks Last
Weeks Week

Three Weeks Last	Weeks Week	Artist	Title	Label
9	6	3	HANK WILLIAMS JR./I'm For Love (WB/Curb)	
11	9	6	DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)	
7	3	2	BELLAMY BROTHERS/Old Hippie (MCA/Curb)	
8	7	5	W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)	
2	1	1	ALABAMA/Forty Hour Week (For A Livin') (RCA)	
20	13	9	JUDDS/Love Is Alive (RCA/Curb)	
12	10	7	GARY MORRIS/Lasso The Moon (WB)	
15	11	8	ANNE MURRAY/Don't Think I'm Ready For You (Capitol)	
18	14	10	JANIE FRICKE/She's Single Again (Columbia)	
21	16	12	GEORGE STRAIT/The Fireman (MCA)	
6	2	4	EARL THOMAS CONLEY/Love Don't Care (RCA)	
23	18	15	JOHNNY LEE/Save The Last Chance (Full Moon/WB)	
27	23	19	ROSANNE CASH/I Don't Know Why You Don't... (Columbia)	
26	22	16	GLEN CAMPBELL/Love Always Letter To Home (Atlantic America)	
28	24	22	NITTY GRITTY DIRT BAND/Modern Day Romance (WB)	
29	25	23	MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)	
1	5	11	LEE GREENWOOD/Dixie Road (MCA)	
34	26	24	SAWYER BROWN/Used To Blue (Capitol/Curb)	
36	30	26	REBA McENTIRE/I've Got A Deal For You (MCA)	
33	27	25	RESTLESS HEART/I Want Everyone To Cry (RCA)	
25	21	18	T.G. SHEPPARD/Fooled Around And Fell In Love (Columbia)	
45	37	29	FORESTER SISTERS/I Fell In Love Again Last Night (WB)	
38	32	28	WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)	
4	8	14	STATLER BROTHERS/Hello Mary Lou (Mercury/PG)	
3	4	13	WILLIE NELSON/Forgiving You Was Easy (Columbia)	
37	34	30	MAC DAVIS/I Never Made Love... (MCA)	
—	44	35	SYLVIA/Cry Just A Little Bit (RCA)	
—	41	38	RONNIE MILSAP/Lost In The Fifties Tonight (RCA)	
—	48	40	CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	
41	39	36	LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)	
44	42	37	KEITH STEGALL/Pretty Lady (Epic)	
46	41	33	ROCKIN' SIDNEY/My Toot-Toot (Epic)	
39	36	34	KENDALLS/I'll Break My Heart (Mercury/PG)	
17	15	17	RAY CHARLES w/MICKY GILLEY/I Ain't Gonna Worry My Mind (Columbia)	
30	28	27	VERN GOSDIN/Old Lights, Thick Smoke... (Compeat/PG)	
14	12	20	JOHN SCHNEIDER/It's A Short Walk From... (MCA)	
BREAKER	37	32	EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)	
19	17	21	JOHN ANDERSON/It's All Over Now (WB)	
BREAKER	39	35	CHARLY McCLAIN w/WAYNE MASSEY/With Just One Look In Your Eyes (Epic)	
BREAKER	40	36	GENE WATSON/Cold Summer Day In Georgia (Epic)	
35	33	31	LANE BRODY/He Burns Me Up (EMI America)	
BREAKER	42	38	MARIE OSMOND w/DAN SEALS/Meet Me In Montana (Capitol/Curb)	
—	50	43	WHITES/Hometown Gossip (MCA/Curb)	
—	49	46	BECKY HOBBS/Hottest "Ex" In Texas (EMI America)	
BREAKER	43	39	JOHN CONLEE/Blue Highway (MCA)	
5	19	32	EDDY RAVEN/Operator, Operator (RCA)	
DEBUT	47	41	CHARLEY PRIDE/Let A Little Love Come In (RCA)	
DEBUT	48	42	MERLE HAGGARD/Kern River (Epic)	
49	46	44	SHELLY WEST/Don't Make Me Wait On The Moon (Viva)	
DEBUT	50	44	VINCE GILL/I'll Weren't For Him (RCA)	

Total Reports/Adds	Heavy	Medium	Light
157/0	142	10	5
158/0	136	20	2
158/1	137	14	7
154/0	135	13	6
149/0	123	19	7
160/1	108	47	5
154/0	104	43	7
157/0	107	47	3
154/2	102	43	9
154/0	92	52	10
147/0	109	30	8
152/0	67	81	4
157/1	51	94	12
155/1	56	82	17
157/2	41	102	14
149/3	31	97	21
109/0	66	29	14
147/2	33	92	22
145/3	20	102	23
149/5	25	93	31
123/0	35	71	17
154/13	16	91	47
150/7	11	102	37
97/0	56	25	16
95/0	45	34	16
134/6	12	80	42
136/17	7	84	45
136/40	7	54	75
132/25	6	67	59
114/11	5	79	30
117/7	7	74	36
103/7	18	49	36
112/2	9	77	26
84/0	22	48	14
91/0	24	49	18
78/0	28	36	14
125/43	1	52	72
72/0	19	38	15
108/22	2	49	57
99/13	3	58	38
83/1	12	44	27
109/31	2	35	72
94/16	1	48	45
92/14	3	43	46
99/27	0	37	62
56/0	11	27	18
90/17	5	38	47
82/19	2	25	55
56/2	3	32	21
82/31	0	19	63

MOST ADDED

JUICE NEWTON (55)
You Make Me Want To Make You... (RCA)
EDDIE RABBITT (43)
She's Comin' Back To Say Goodbye (WB)
RONNIE MILSAP (40)
Lost In The Fifties Tonight (RCA)
VINCE GILL (31)
If It Weren't For Him (RCA)
MARIE OSMOND w/DAN SEALS (31)
Meet Me In Montana (Capitol/Curb)
JOHN CONLEE (27)
Blue Highway (MCA)
CONWAY TWITTY (25)
Between Blue Eyes And Jeans (WB)
CHARLY McCLAIN w/WAYNE MASSEY (22)
With Just One Look In Your Eyes (Epic)
EMMYLOU HARRIS (21)
Rhythm Guitar
RDNNE McDOWELL (20)
Love Talks (Epic)

HOTTEST

HANK WILLIAMS JR. (82)
I'm For Love (WB/Curb)
JENNINGS/NELSON/CASH/KRISTOFFERSON (80)
Highwayman (Columbia)
BELLAMY BROTHERS (78)
Old Hippie (MCA/Curb)
ALABAMA (64)
Forty Hour Week (For A Livin') (RCA)
DOLLY PARTON w/KENNY ROGERS (53)
Real Love (RCA)
JUDDS (46)
Love Is Alive (RCA/Curb)
EARL THOMAS CONLEY (37)
Love Don't Care (RCA)
GARY MORRIS (29)
Lasso The Moon (WB)
GEORGE STRAIT (26)
The Fireman (MCA)
ROCKIN' SIDNEY (20)
My Toot-Toot (Epic)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

EDDIE RABBITT

She's Comin' Back To Say Goodbye (WB)

On 78% of reporting stations. Rotations: Heavy 1, Medium 52, Light 72, Total Adds 43 including WCAO, WXTU, WWVA, WEZL, WESC, WOYK, WFMS, WXCL, K102, KRST, KLZ, KRAK, KLAN, KCUB. Moves 49-37 on the Country chart. A most added record.

CHARLY McCLAIN w/WAYNE MASSEY

With Just One Look In Your Eyes (Epic)

On 68% of reporting stations. Rotations: Heavy 2, Medium 49, Light 57, Total Adds 22 including WGNA, WKYG, WPOR, WVMI, WCOS, WSM, WRNL, WIL, K102, WTHI, KRST, KCCY, KCKC, KRPM, KGA. Moves 45-39 on the Country chart.

MARIE OSMOND w/DAN SEALS

Meet Me In Montana (Capitol/Curb)

On 68% of reporting stations. Rotations: Heavy 2, Medium 35, Light 72, Total Adds 31 including WQBE, WRKZ, WAJR, WPOR, KEAN, WNOX, WDAF, WDFW, WFMS, WMLL, WDWY, KXXY, KGHL, KFRE, KLAN. Debuts at 42 on the Country chart. A most added record.

GENE WATSON

Cold Summer Day In Georgia (Epic)

On 62% of reporting stations. Rotations: Heavy 3, Medium 58, Light 38, Total Adds 13 WQBE, WKYG, KXYL, WNOX, WMC, WRNL, WDAF, KIOV, KWAC, KKAL, KGHL, KLZ, KRPM. Heavy: KKYX, KVOO. Moves 43-40 on the Country chart.

JOHN CONLEE

Blue Highway (MCA)

On 62% of reporting stations. Rotations: Heavy 0, Medium 37, Light 62, Total Adds 27 including WTSV, KXYL, KYKX, WOKK, WLWI, WTQR, KJY, WOW, WLLR, WIL, KIK-FM, KCKC, KSOP, KCBQ, KMPS. Debuts at number 45 on the Country chart. A most added record.

You'll never be uptight, just turn on the...

"BLUE LIGHT BOBBY BLUE"

Turn on

DJ copies on your desk now!



9145 Sunset Blvd.
Los Angeles, CA 90069
(213) 273-6001

PROMOTION:
Tari Laes
John Curb

COUNTRY

NEW & ACTIVE

WHITES "Hometown Gasbop" (MCA/Curb) 94/18
 Rotations: Heavy 1, Medium 48, Light 45, Total Adds 16 WRKZ, WLO, WKLO, WNOX, KYXK, WRNL, WGEE, WFMS, KOXY, WTOD, KJOT, KVOC, WJAX, KKCS, KWJL, KSN. Moves 50-43 on the Country chart.

CHARLEY PRIDE "Let A Little Love Come In" (RCA) 90/17
 Rotations: Heavy 5, Medium 38, Light 47, Total Adds 17 including WJAX, WKYG, WFOR, WVA, WILQ, WMM, KKK, WLWI, WUBE, WQHK, WFMS, WXCL, WLLR, KIQZ, KVOC, KFRF, KJUB. Debuts at 47 on the Country chart.

✓ **VINCE GILL "H H Weren't For Him" (RCA) 82/31**
 Rotations: Heavy 0, Medium 19, Light 63, Total Adds 31 including WGNA, WOKQ, WNYR, WVA, WUSY, KPLX, WESC, WKSJ, WSLR, WQHK, WXL, KTKP, KFST, KKCS, KYGO. Debuts at number 50 on the Country chart.

MERLE HAGGARD "Kern River" (Epic) 82/19
 Rotations: Heavy 2, Medium 25, Light 55, Total Adds 19 including WGNA, WRKZ, WLO, KRRV, WZZK, WCOB, WTOR, WMM, WDAF, WITL, WLLR, WJQJ, KKAL, KQIL, KRKA. Debuts at number 48 on the Country chart.

✓ **JUICE NEWTON "You Make Me Want To Make You Mine" (RCA) 66/55**
 Rotations: Heavy 1, Medium 11, Light 54, Total Adds 55 including WVAM, WDSY, WILQ, WESC, WGXK, WQMS, KRMD, WOTK, WDOY, KTTT, WJQJ, KYGO, KTKM, KMPF, KGA.

JIM GLASER "I'll Be Your Fool Tonight" (NobleVision/MCA) 59/8
 Rotations: Heavy 1, Medium 27, Light 31, Total Adds 6 WCAO, WFOR, WVA, WFNC, KKK, WAXX, KIK-FM, KIGQ. Heavy: KKYX. Medium: WEZL, WFMS, KTTT, KVOC, KQIL, KRKY.

KATHY MATTEA "He Won't Give In" (Mercury/PolyGram) 56/9
 Rotations: Heavy 1, Medium 17, Light 28, Total Adds 9 WTSV, KEAN, WMM, WUSY, WOKK, WCL, WTSO, KTKP, KKAL. Heavy: KKYX. Medium: WJAX, WYLL, WQJZ, KRKY, KSOP.

ROBIN LEE & LOBO "Paint The Town Blue" (Evergreen) 53/7
 Rotations: Heavy 0, Medium 15, Light 38, Total Adds 7 WFOR, KEAN, KKK, KLLL, WSLR, WAXX, KFGO. Medium: WBGW, WYLL, WTVY, WFNC, WOV, KRKY, KIGQ.

KAREN BROOKS w/ JOHNNY CASH "I Will Dance With You" (WB) 50/13
 Rotations: Heavy 0, Medium 12, Light 38, Total Adds 13 WCAO, WBOB, WUSY, WGTQ, WTVY, WWOQ, WLWI, WPAP, KTTT, WJQJ, KTKP, KKAL, KWJL.

EMMYLOU HARRIS "Rhythm Guitar" (WB) 49/21
 Rotations: Heavy 0, Medium 7, Light 42, Total Adds 21 including WFOR, WNYR, WIXY, KRRV, WTVY, WESC, KKYX, WUBE, KFGO, WTSO, WOV, WXL, KVOC, KSOP, KGA.

SIGNIFICANT ACTION

RONNIE MCDOWELL "Love Talks" (Epic) 46/20
 Rotations: Heavy 0, Medium 15, Light 31, Total Adds 20 including WVA, WYLL, WUSY, KKK, WLWI, WPAP, WOV, KTKP, KFDI, KQIL.

TAMMY WYNETTE "You Can Lead A Heart To Love" (Epic) 39/12
 Rotations: Heavy 0, Medium 9, Light 30, Total Adds 12, WILQ, KRRV, KASE, WUSY, WFNC, KSSN, WIRK, KTKP, KKAL, KQIL, KEIN, KJUB.

KENNY ROGERS "Twentieth Century Fool" (Liberty) 38/10
 Rotations: Heavy 2, Medium 8, Light 28, Total Adds 10 WBOE, KRRV, WEZL, WOKK, KKYX, KFGO, KTTT, KTKP, KEIN, KRKY.

CON HUNLEY "Nobody Ever Gets Enough Love" (Capitol) 38/10
 Rotations: Heavy 0, Medium 5, Light 32, Total Adds 10 WUSY, WFNC, WNOX, WKX, KFGO, WITL, KTTT, KFDI, KGA.

JIMMY BUFFET "Gypsies In The Palace" (MCA) 38/5
 Rotations: Heavy 1, Medium 13, Light 24, Total Adds 5 WKX, WITL, WTSO, KRKY, KGA. Heavy: KRKT. Medium: WGNA, WBGW, WTSV, WTVY.

LORETTA LYNN "Heart Don't Do This To Me" (MCA) 37/12
 Rotations: Heavy 0, Medium 4, Light 33, Total Adds 12 WYLL, WGTQ, WCOB, WPAP, KKYX, KRMD, WIRK, WMM, KTTT, KTKP, KGH, KEIN.

JOE STAMPLEY "When Something Is Wrong . . ." (Epic) 35/5
 Rotations: Heavy 1, Medium 12, Light 22, Total Adds 5 KEAN, KRMD, KOXY, KSOP, KGA. Heavy: WOKK. Medium: WYLL, WESC, KSO, KVOC.

RAZZY BAILEY "Fightin' Fire With Fire" (MCA) 24/12
 Rotations: Heavy 0, Medium 2, Light 28, Total Adds 12 WYLL, WTVY, WWOQ, WPAP, KKYX, KRMD, KFGO, KOXY, KTTT, KTKP, KQJQ, KFDI.

TERRI GIBBS "Rockin' In A Brand New Cradle" (WB) 24/1
 Rotations: Heavy 1, Medium 7, Light 16, Total Adds 5 KOXY, WYLL, WQJZ. Medium: WYLL, WPAP, KKYX, KRMD, WOV, KRKT, KRKY.

MARK GRAY "Smooth Sailing (Rock In The Road)" (Columbia) 22/19
 Rotations: Heavy 0, Medium 4, Light 18, Total Adds 19 WVAM, WOKQ, WNOX, WWOQ, KKYX, KFGO, KTTT, KRKT, KTKM, KSOP.

JOHN McEUEEN "Fly Trouble" (WB) 21/5
 Rotations: Heavy 0, Medium 1, Light 20, Total Adds 5 WYLL, KRMD, WOV, KTTT, KIGQ. Light: WVA, KRRV, WXL, KFRF, KGA.

T. GRAHAM BROWN "Drowning In Memories" (Capitol) 20/11
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 11 WGNA, WXY, WYLL, WMM, WDXE, WKSJ, WLWI, WQMS, KRMD, KFGO, KTTT.

AUDIE HENRY "Heaven Knows" (Canyon Creek) 20/5
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 5 WCAO, WTVY, KFGO, KTTT, KSOP. Medium: WBGW, WFNC, KIGQ. Light: WLWI, KKYX.

SAMMI SMITH "You Just Hurt My Last Feeling" (Step One) 20/3
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 5 WCAO, WTVY, KFGO, KTTT, KSOP. Medium: WTVY, WWOQ, WITL, KIGQ. Light: WVAM, WQYK, WDX.

BAMA BAND "What Used To Be Crazy" (Complet/PolyGram) 18/7
 Rotations: Heavy 0, Medium 2, Light 16, Total Adds 7 WYLL, WPAP, KKYX, KRMD, WOV, KKAL, KGA. Medium: WTVY, WLWI.

WRIGHT BROTHERS "Country Stroll" (Mercury/PolyGram) 14/5
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 5 WVA, WAOX, KFGO, WCLZ, KRKY. Light: WLWI, KRMD, KOXY, WOV.

CONNIE SMITH "A Far Cry From You" (Epic) 13/10
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 10 WBGW, KKYX, WQYK, KSO, KFGO, KTTT, KVOC, KFDI, KRKY, KSOP.

DIANE RAE "My Heart's Hearing Footsteps" (MCA/Curb) 13/7
 Rotations: Heavy 0, Medium 0, Light 13, Total Adds 7 WBGW, WYLL, KRRV, WMM, WPAP, KFGO, KIGQ. Light: WLO, KRKY, KSON.

TARI HENSLEY "Hard Baby To Rock" (Mercury/PolyGram) 12/6
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 6 WGNA, WBGW, WLWI, WPAP, KRMD, KTTT. Light: WSNQ, WDXE, KSO.

STEVE WARINER "Some Fools Never Learn" (MCA) 11/11
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 10 WVAM, WBGW, WILQ, WDXE, KBMR, WCKI, KXKX, KCCY, KRKY, KGA.

CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 11/10
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 10 WGNA, WVAM, WBGW, WDXE, WMS, WKSJ, WQMS, WOKK, WTSO, KTTT.

DENNIS BOTTOMS "Bring On The Sunshine" (WB) 11/9
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 9 WTSO, WOKK, KRMD, WIRK, WCLZ, KTTT, KVOC, KRKT, KRKY.

BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 8/5
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5 WBGW, WGTQ, WQMS, WCLZ, KRKY. Light: WUBE, WKKQ, KRWO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)	Five-0
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	Five-0
CRYSTAL GAYLE/Touch And Go (WB)	Nobody Wants To Be Alone
BUDDY EMMONS/Steel Guitar Rag (Step One)	Singin' 40's - 80's
JOHNNY LEE/They Never Had To Get Over You (WB)	Keep Me Hangin' On
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)	Step On Out
OAK RIDGE BOYS/Love Is Everywhere (MCA)	Step On Out
JOHN ANDERSON/Tokyo Oklahoma (MCA)	Tokyo Oklahoma
JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)	Tokyo Oklahoma
SOUTHERN PACIFIC/Perfect Stranger (WB)	Southern Pacific
KENNY ROGERS/A Little More Love (Columbia)	We Are The World
SHELLY WEST/If I Dance The Two-Step (Viva)	Don't Make Me Wait On...
JUDDS/Bye Bye-Baby Blues (RCA/Curb)	Why Not Me?

Clear, Clean, Refreshing...
 It's That And More!

**MARIE OSMOND/
 DAN SEALS**
 "Meet Me In Montana"

R&R **BREAKERS** 42
 BB 50 CB 67



Capitol
 RECORDS
 Curb
 RECORDS

Look For Marie's New Album Coming In Mid-July!

ADULT/CONTEMPORARY

BREAKERS

BILLY JOEL

You're Only Human (Second Wind) (Columbia)

72% of our reporters on it. Rotations: Heavy 3/0, Medium 51/20, Light 44/27, Total Adds 47 including WPIX, WTAE, KVIL-FM, 97AIA, WLTS, 2WD, W101, 55KRC, WLLT, WSNY, KHOW, KMGG, KOST, KGW. Debuts at number 19 on the A/C chart.

BILLY OCEAN

Mystery Lady (Jive/Arista)

68% of our reporters on it. Rotations: Heavy 2/0, Medium 52/9, Light 39/17, Total Adds 26 including WSB-FM, WLTS, WCLR, WLLT, KLSI, WMYX, KS94, WAEB, WSFM, CK101, WIVY, WKJJ, WRKA, KELT, KLYF, WLTE, 3WM. Debuts at number 23 on the A/C chart.

ARETHA FRANKLIN

Freeway Of Love (Arista)

65% of our reporters on it. Rotations: Heavy 7/0, Medium 60/4, Light 22/5, Total Adds 9, WLTS, KHOW, K106, CK101, WMAZ, WHBC, KLYF, WTNV, WBOW. Moves from 25 to 22 on the A/C chart.

NEW & ACTIVE

TINA TURNER "We Don't Need Another Hero (Thunderdome)" (Capitol) 78/14

Rotations: Heavy 4/0, Medium 41/5, Light 33/9, Total Adds 14, WLTS, W101, KLSI, KFMB, WAEB, WSFM, WEZC, CK101, WIVY, WLTE, 3WM, KFI, WKNE, WTNV

COREY HART "Never Surrender" (EMI America) 69/7

Rotations: Heavy 3/0, Medium 40/2, Light 26/5, Total Adds 7, WICC, CK101, WMHE, KRAV, KDUK, WKNE, WXUS, Heavy: WMGN, WSKI, KALE. Mediums include: WKBW, WSB-FM, WSNY, V100, WKYE, KEY103, WKJJ, WMAZ, WSFL, WRVA, K10A, WTRX, WHNN, KKUA, KWAV, KBEST, KFLR

RONNIE MILSAP "Lost In The '50s" (RCA) 61/23

Rotations: Heavy 1/0, Medium 22/6, Light 38/17, Total Adds 23 including WKBW, WLTS, KUDL, WICC, WKYE, WGW, WKGW, KEY103, WSFL, WRVA, WAVE, K10A, WLHT, WISN, KBOI, KSL

CARLY SIMON "Tired Of Being Blonde" (Epic) 61/10

Rotations: Heavy 2/0, Medium 22/1, Light 37/9, Total Adds 10, KFMB, WKBW, WHBC, KBOI, KVUU, KDUK, KBEST, WTNV, WBGW, K99, Heavy: WFBR, KALE. Mediums include: WKBW, 2WD, WBT, WMAZ, WRVA

PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 57/6

Rotations: Heavy 1/0, Medium 21/0, Light 35/6, Total Adds 6, WLTS, WGW, WLAC-FM, WRAL, KIFM, WBOW, Heavy: WKBW. Mediums include: WAEB, WKYE, WMAZ, WSFL, KDUK

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PAUL YOUNG	136/2	123	10	3
2 DEBARGE	136/1	118	17	1
3 WHITNEY HOUSTON	131/0	101	25	5
4 AIR SUPPLY	127/2	95	31	1
5 SURVIVOR	112/0	81	28	3
6 BEACH BOYS	122/0	75	38	9
7 AMY GRANT	117/4	65	41	11
8 DARYL HALL & JOHN OATES	115/5	65	39	11
9 KENNY LOGGINS	111/4	58	47	6
10 DON HENLEY	114/9	39	65	10
11 SADE	114/10	33	69	12
12 KOOL & THE GANG	115/24	10	80	25
13 TEARS FOR FEARS	80/0	22	45	13
14 MADONNA	83/0	27	42	14
15 DOLLY PARTON w/KENNY ROGERS	90/0	41	43	6
16 SISTER SLEDGE	101/1	18	69	14
17 BRYAN ADAMS	74/0	33	31	10
18 LIMAHIL	75/0	20	41	14
19 BILLY JOEL	98/47	3	51	44
20 KATRINA AND THE WAVES	84/2	22	52	10
21 ROSANNE CASH	89/3	16	55	18
22 ARETHA FRANKLIN	89/9		60	22
23 BILLY OCEAN	93/26	2	52	39
24 BILLY OCEAN	52/0	8	29	15
25 HAROLD FALTERMEYER	55/0	9	29	17

MOST ADDED

- BILLY JOEL (47)
You're Only Human... (Columbia)
- BILLY OCEAN (26)
Mystery Lady (Jive/Arista)
- KOOL & THE GANG (24)
Cherish (De-Lite/PolyGram)
- RONNIE MILSAP (23)
Lost In The '50s (RCA)
- NATALIE COLE (16)
A Little Bit Of Heaven (Modern/Atco)
- GOODEY & CREME (16)
Cry (Mercury/PolyGram)

HOTTEST

- PAUL YOUNG (103)
Everytime You Go Away (Columbia)
- DEBARGE (100)
Who's Holding Donna Now (Gordy/Motown)
- WHITNEY HOUSTON (74)
You Give Good Love (Arista)
- AIR SUPPLY (53)
Just As I Am (Arista)
- SURVIVOR (44)
The Search Is Over (Scotti Bros./CBS)

CARL ANDERSON "Can't Stop This Feeling" (Epic) 52/4

Rotations: Heavy 0/0, Medium 19/0, Light 33/4, Total Adds 4, KELT, KOIL, KIFM, WBOW, Medium: KFMB, WKYE, WMAZ, WRVA, WNNR, WEIM, WKNE, WSKI, WGSV, WAHR, WAGE, WFFX, WCIL, WMT-FM, KKLW, KTWO, KR5B, KMGG, KALE

PHIL COLLINS "Sussudio" (Atlantic) 46/1

Rotations: Heavy 84/0, Medium 18/1, Light 4/0, Total Adds 1, CK101, WTNV, Heavy: KVIL-FM, 2WD, KLSI, KMGG, B100, WICC, V100, WSFM, WKYE, WHAS, WKJJ, WAVE, WNAM, WMHE, KRAV, KKUA, WSKI, WMPA, WCHV, KRLB, WKYX, KKLW, KQSW. Mediums include: 55KRC, WDMC, WRKA, WLAC-FM, WSFL, WTRX, KVUU, KWAV, KBEST

HUEY LEWIS & THE NEWS "Power Of Love" (Chrysalis) 43/12

Rotations: Heavy 5/0, Medium 20/3, Light 18/9, Total Adds 12, KMGG, KJR, CK101, WRKA, WRAL, WENS, WJHE, KIFM, WSKY, WFX, KTYL, Heavy: WSNY, WMGN, KKUA, WCKQ, KQSW, Medium: WFBR, KVIL-FM, 2WD, WJMJ, B100, V100, WKYE, WKJJ, WAVE, KBEST

MADONNA "Into The Groove" (Sire/WB) 42/2

Rotations: Heavy 15/0, Medium 22/1, Light 5/1, Total Adds 2, KDUK, WXUS, Heavy: KMGG, B100, WICC, V100, WKYE, WMGN, WMHE, KKUA, WSKI, WMPA, WCKQ, WCHV, KRLB, WORG, WKYX. Mediums include: 2WD, WLLT, WLTF, KUDL, WSPR, WBT, WKJJ, WRKA, WTRX, WENS, KWAV, KBEST, KFLR

GO WEST "Call Me" (Chrysalis) 34/1

Rotations: Heavy 1/0, Medium 18/0, Light 15/1, Total Adds 1, WTRX, Heavy: KR5B. Mediums include: 2WD, WKYE, KEY103, WMAZ, KKUA

GEORGE BENSON "New Day" (WB) 33/1

Rotations: Heavy 3/0, Medium 19/0, Light 11/1, Total Adds 1, K10A, Heavy: KWAV, KIFM, WAHR. Mediums include: WCCO, K105, WMAZ, WRVA, WHBY, WHBC, KSL

COCK ROBIN "When Your Heart Is Weak" (Columbia) 32/1

Rotations: Heavy 1/0, Medium 13/0, Light 18/1, Total Adds 1, KBOI, Heavy: WEIM, Medium: WKBW, KVIL-FM, WLLT, KEY103, WMAZ, KWAV

SIGNIFICANT ACTION

JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 28/2

Rotations: Heavy 1/0, Medium 11/0, Light 16/2, Total Adds 2, WNNR, KF5B, Heavy: WEIM, Medium: WPRO, KVIL-FM, WMAZ, WRVA, WHBY, WSKI, WAHR, WJCB, WCIL, WMT-FM, KR5B

NOMO "We Go To Sleep Believing" (Atco) 27/11

Rotations: Heavy 0/0, Medium 3/2, Light 24/9, Total Adds 11, WKBW, WAEB, KEY103, WMAZ, WNAM, K10A, WHNN, WXUS, WJON, KTWO, KQSW, Medium: WFFX

BRUCE SPRINGSTEEN "Glorious Days" (Columbia) 27/3

Rotations: Heavy 5/0, Medium 19/0, Light 7/1, Total Adds 3, 2WD, WRKA, WMHE, Heavy: WKYE, WKJJ, WAVE, KKUA, WCKQ, Medium: KMGG, WHAS, WENS, WNNR, WTNV, WMPA, KKLW, KALE

CHET ATKINS, CGP "Sunrise" (Columbia) 27/1

Rotations: Heavy 2/0, Medium 7/0, Light 13/1, Total Adds 1, WKNE, Heavy: WEIM, WMT-FM, Medium: WRMM, WMAZ, WRVA, WHBY, KIFM, WSKI, KJBC

POINTER SISTERS "Dare Me" (RCA) 18/9

Rotations: Heavy 0/0, Medium 2/1, Light 16/8, Total Adds 9, WLLT, WKJJ, WSKI, WSKY, WCHV, WORG, KF5B, KTWO, KQSW, Medium: KALE

JEFF BECK & ROD STEWART "People Get Ready" (Epic) 18/1

Rotations: Heavy 0/0, Medium 7/0, Light 11/1, Total Adds 1, WNAM, Medium: KUDL, WAVE, WNNR, WEIM, WCHV, KTYL, KALE

NATALIE COLE "A Little Bit Of Heaven" (Modern/Atco) 16/16

Rotations: Heavy 0/0, Medium 1/1, Light 15/15, Total Adds 16, WMAZ, WHBY, WNNR, WEIM, WSKI, WGSV, WAGE, WORG, WKYX, WMT-FM, KF5B, KEZ, WJON, KKLW, KR5B, KMGG

GOODEY & CREME "Cry" (Polydor/PolyGram) 16/16

Rotations: Heavy 0/0, Medium 1/1, Light 15/15, Total Adds 16, WFBR, WAEB, KKUA, KWAV, WNNR, WEIM, WSKI, WCKQ, WCHV, WAGE, WORG, KTYL, WMT-FM, KF5B, KEZ, KR5B

HOWARD JONES "Life In One Day" (Elektra) 15/4

Rotations: Heavy 0/0, Medium 4/1, Light 11/3, Total Adds 4, WKYE, WHNN, KTYL, WXUS, Medium: WSKI, WCKQ, KKLW, WCKQ, WCHV, WKYX, WFFX, KEEZ

MARY JANE GIRLS "In My House" (Gordy/Motown) 13/0

Rotations: Heavy 3/0, Medium 4/0, Light 6/0, Total Adds 0, Heavy: WJMJ, WCHV, KRLB, Medium: KMGG, K101, WRKA, WEIM

HOWARD JONES "Things Can Only Get Better" (Elektra) 11/0

Rotations: Heavy 1/0, Medium 6/0, Light 4/0, Total Adds 0, Heavy: KQSW, Medium: KVIL-FM, 2WD, WHAS, WKJJ, WMHE, WTNV

JOHN PARR "St. Elmo's Fire (Man In Motion)" (Atlantic) 10/6

Rotations: Heavy 0/0, Medium 3/0, Light 7/6, Total Adds 6, WSNY, WKJJ, KKUA, WNNR, WEIM, WCHV, Medium: WSKY, WCKQ, WKYX

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

151 REPORTS

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
10	2	1	1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	141	/0	53	+ 130 + 11
9	7	3	2 DIRE STRAITS/Money For Nothing (WB)	143	+2	41	+ 115 + 26
1	2	3	3 STING/If You Love Somebody Set Them Free (A&M)	129	-0	42	- 114 - 13
7	6	4	4 TEARS FOR FEARS/Shout (Mercury/P&G)	126	+4	45	+ 114 + 11
6	5	5	5 HEART/What About Love? (Capitol)	128	-1	35	+ 109 + 18
11	9	6	6 JEFF BECK & ROD STEWART/People Get Ready (Epic)	136	-0	29	+ 101 + 34
36	21	7	7 JOHN PARR/St. Eimo's Fire (Man In Motion) (Atlantic)	131	+7	30	+ 81 + 48
23	14	9	8 PAT BENATAR/Invincible (Chrysalis)	131	+4	22	+ 75 + 55
21	16	14	9 COREY HART/Never Surrender (EMI America)	113	+4	17	+ 71 + 40
4	4	10	10 NIGHT RANGER/Sentimental Street (Cameo/MCA)	97	-0	21	- 76 - 19
38	29	11	11 STING/Fortress Around Your Heart (A&M)	119	+18	4	- 53 + 61
29	25	15	12 BRYAN ADAMS/Summer Of '69 (A&M)	106	+3	16	+ 58 + 46
20	18	16	13 RATT/Lay It Down (Atlantic)	108	+1	5	- 43 + 58
3	3	7	14 SUPERTRAMP/Cannonball (A&M)	90	-0	15	- 57 - 29
22	19	15	15 U2/Three Sunrises (Island)	104	-3	4	- 33 + 68
—	38	27	16 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)	105	+9	7	+ 26 + 67
39	34	26	17 R.E.M./Can't Get There From Here (IRS/MCA)	110	+12	5	+ 26 + 77
28	27	25	18 RUSS BALLARD/The Fire Still Burns (EMI America)	116	-3	1	+ 20 + 86
16	15	17	19 ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)	91	-0	1	- 43 - 47
2	8	9	20 ROBERT LANT/Little By Little (Es Paranza/Atlantic)	75	-0	14	- 55 - 18
31	28	22	21 BRYAN FERRY/Slave To Love (WB)	104	-2	4	- 31 + 67
8	10	22	22 BRUCE SPRINGSTEEN/Glory Days (Columbia)	70	-0	15	- 50 - 17
25	24	23	23 BOB DYLAN/Tight Connection To My Heart (Columbia)	100	-2	2	- 27 + 70
12	11	24	24 TOM PETTY & THE HEARTBREAKERS/Make It Better (Forget...) (MCA)	82	-0	7	- 49 - 32
24	23	25	25 TALKING HEADS/Road To Nowhere (Sire/WB)	91	-0	10	- 35 = 50
27	26	24	26 HELIX/Deep Cuts The Knife (Capitol)	96	-1	4	+ 19 + 69
—	54	35	27 JOHN CAFFERTY & THE BEAVER BROWN.../C-I-T-Y (Scotti Bros./CBS)	94	+21	4	+ 24 + 65
33	28	26	28 GEORGE THOROGOOD &.../Willie And The Hand Jive (EMI America)	93	-2	0	- 16 + 73
52	37	34	29 EURYTHMICS/I Love You Like A Ball And Chain (RCA)	86	+8	2	- 31 + 47
13	20	30	30 HOOTERS/All You Zombies (Columbia)	72	-0	3	- 22 - 45
47	39	36	31 HOWARD JONES/Life In One Day (Elektra)	78	+6	1	+ 20 + 52
—	40	42	32 TALKING HEADS/And She Was (Sire/WB)	65	+15	4	+ 27 + 36
—	45	43	33 PHIL COLLINS/Don't Lose My Number (Atlantic)	68	+26	3	+ 23 + 39
—	42	44	34 Y&T/Summertime Girls (A&M)	77	+10	2	+ 10 + 53
17	22	29	35 DON HENLEY/Not Enough Love In The World (Geffen)	63	-2	2	- 16 - 46
49	43	37	36 BON JOVI/In And Out Of Love (Mercury/P&G)	77	+10	0	+ 5 + 60
DEBUT	37	38	GODLEY & CREME/Cry (Polydor/P&G)	75	+35	2	+ 8 + 56
30	33	38	39 POWER STATION/Get It On (Bang A Gong) (Capitol)	47	-0	6	- 22 - 22
—	47	49	40 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)	60	+6	5	+ 16 + 41
—	48	43	41 BRUCE SPRINGSTEEN/Stand On It (Columbia)	49	+14	1	- 17 - 32
14	17	30	42 JOE WALSH/The Confessor (Full Moon/WB)	48	-1	3	- 21 - 25
—	56	42	43 BILLY JOEL/You're Only Human (Second Wind) (Columbia)	62	+14	5	+ 16 + 40
—	58	46	44 BRYAN ADAMS/Diana (Import)	42	+7	2	+ 20 + 20
15	20	32	45 PAUL YOUNG/Everytime You Go Away (Columbia)	52	-0	2	- 23 - 26
—	50	45	46 JEFF BECK/Gets Us All In The End (Epic)	56	+24	0	+ 13 + 37
19	32	41	47 'TIL TUESDAY/Voices Carry (Epic)	42	-2	4	- 15 - 24
32	39	47	48 DIRE STRAITS/Walk Of Life (WB)	44	-1	2	- 22 - 19
5	12	31	49 JOHN CAFFERTY & THE BEAVER.../Tough All Over (Scotti Bros./CBS)	44	-0	4	- 21 - 22
18	31	38	50 EURYTHMICS/Would I Lie To You? (RCA)	35	-1	5	- 25 - 8
DEBUT	51	52	MOTELS/Shame (Capitol)	64	/64	0	3 46
—	51	51	53 LONE JUSTICE/Sweet, Sweet Baby (I'm Falling) (Geffen)	57	+9	0	- 6 + 36
—	54	52	54 DIRE STRAITS/So Far Away (WB)	39	+9	0	+ 13 + 24
—	49	53	55 AC/DC/Danger (Atlantic)	47	+6	1	+ 5 + 31
—	59	54	56 TAXXI/Still In Love (MCA)	51	+5	0	+ 2 + 37
DEBUT	57	58	HUEY LEWIS & THE NEWS/Back In Time (MCA)	35	/30	0	12 22
DEBUT	59	60	FIXX/A Letter To Both Sides (MCA)	43	+13	0	+ 4 + 30
—	55	48	61 KATRINA & THE WAVES/Red Wine And Whiskey (Capitol)	39	-1	1	+ 8 + 27
DEBUT	62	63	COCK ROBIN/When Your Heart Is Broken (Columbia)	45	+7	0	+ 5 + 27
DEBUT	64	65	ARETHA FRANKLIN/Freeway Of Love (Arista)	39	+3	0	+ 8 + 24
—	60	60	66 TEXTONES/Midnight Mission (Gold Mountain/A&M)	46	-6	0	+ 2 + 30

MOST ADDED

- MOTELS (64)
Shame (Capitol)
- GODLEY & CREME (35)
Cry (Polydor/PolyGram)
- HUEY LEWIS & THE NEWS (30)
Back In Time (MCA)
- PHIL COLLINS (26)
Don't Lose My Number (Atlantic)
- X (26)
Burning House Of Love (Elektra)

HOTTEST

- HUEY LEWIS & THE NEWS (53)
Power Of Love (Chrysalis)
- TEARS FOR FEARS (45)
Shout (Mercury/PolyGram)
- STING (42)
If You Love Somebody... (A&M)
- DIRE STRAITS (41)
Money For Nothing (WB)
- HEART (35)
What About Love? (Capitol)

BREAKERS

JOHN CAFFERTY & THE BEAVER BROWN BAND C-I-T-Y (Scotti Bros./CBS)

62% of our reporters on it. 94/21 including adds at: WMMR, DC101, KUPD, KGON, KZAP, WHCN, WEZX, WAPL, WFBQ, KRSP. Moves 35-27 on the Tracks chart.

NEW & ACTIVE

MR. MISTER "Broken Wings" (RCA) 39/4 (36/8)

Adds: WDHA, WRXL, WGBK, WWWW Heavy; 4 KAZY, 91X, KTCC, KRQU. Mediums: 24 include KLOL, WOFM, KBCC, KZAP, KGB, WAPL, WOOS, KILO.

SCORPIONS "Big City Nights" (Mercury/PolyGram) 37/4 (39/6)

Adds: WYTF, WNEW, KTKO, KRSP, Heavy; 3 include KGB, KKZL. Mediums: 27 include KLOL, WNOR, WYWF, WOFM, WEZX, WBLM, KWH, KTYD.

CARLY SIMON "Tired Of Being Blonde" (Epic) 36/1 (36/4)

Adds: KBCC, Heavy; 6 include WDHA, KLYV, WBSW, KRQU. Mediums: 19 include WEZX, WRDU, WOOS, WWCT, WRKI, WGR, WWWW, KTYD.

'TIL TUESDAY "Looking Over My Shoulder" (Epic) 32/4 (28/9)

Adds: KZEW, WBLM, WWWW, KTCL. Powers: 1 Heavy; 4 WGB, WHLY, KBCC, KSPN. Mediums: 25 include KZEW, WHCN, WLIR, WHEB, WAAF, WGR, KUPD.

ELTON JOHN & MILLIE JACKSON "Act Of War (Part One)" (Geffen) 28/4 (28/20)

Adds: WBAB, WNOR, WAAF, KLPX, Heavy; 3 WLUP, KNCN, WKQG. Mediums: 21 include WCCC, WPLR, WTKX, WQOS, WVAZ, WWCT, KILO, WRKI.

STING "Shadows In The Rain" (A&M) 28/4 (27/3)

Adds: WHCN, KEZO, WWCT, KILO, Heavy; 11 include WMMR, KZEW, KRQO, WAQX, WLAV, KATT, KPOI. Mediums: 16 include WKLC, WDJZ, KZEL, WBLM, KOZZ.

STING "Love On The Seventh Wave" (A&M) 28/2 (29/3)

Adds: WWCT, KLPX. Powers: 1 Heavy; 14 include KUPD, KFOG, WCCC, KEZK, KTYD. Mediums: 12 include WBAB, WNOR, WDHA, KNCN, KZEL, KOZZ.

HEART "If Looks Could Kill (Capitol) 27/4 (22/9)

Adds: WKQO, KKZL, WRUF, KUPD, Heavy; 5 include KOMA, WTKX, WCXT, KFMM. Mediums: 19 include DC101, KTKQ, WOFM, WOUR, KKDJ, WGR, KWH, KTYD.

X "Burning House Of Love" (Elektra) 26/2 (0/0)

Adds include KBCC, KRQO, KROR, WHFS, KILO, KPOI. Heavy: 2 91X, WLIR. Mediums: 11 include KZEW, WART, KMET, KOMA, KODS, KEZO.

STING "Russians" (A&M) 25/4 (24/4)

Adds: WHCN, WRKL, KKDJ, KCGL, Powers: 1 Heavy; 8 include WLVO, KFOG, WCCC, KPOI. Mediums: 17 include DC101, WKLS, KYTS, WYFX, WDJZ, KEZO, KOMP.

SUPERTRAMP "Better Days" (A&M) 25/3 (24/3)

Adds: WRNC, WGBK, KFMM, Heavy; 9 include CHOM, KFOG, KOMA, KISS, WLAV, WWWW. Mediums: 15 include KZEW, WNOR, KROR, WOUR, WDJZ.

KIM MITCHELL "All We Are" (Bronze/Alco) 24/2 (22/3)

Adds: KZAP, WAGX, Heavy; 5 KISS, WYSP, KNCN, WJZN, KFMM. Mediums: 15 include WHLY, KZEW, WYWF, WYFX, WOFM, KLSJ.

SIMON TOWNSEND'S MOVING TARGET "Barriers" (21/PolyGram) 23/1 (24/1)

Adds: CHEZ, Heavy; 0 Mediums: 18 include WHLY, WOFM, KBCC, WOOS, KILO, WGR, KTYD.

SUPERTRAMP "Still In Love" (A&M) 23/1 (23/3)

Adds: WRUF, Heavy; 8 KFOG, WRNC, CHEZ, KTCC, WGBK, WJZN, KMBY, KVRE. Mediums: 13 include WNOR, WLUP, KSHB, KATT, WGR, KWHL.

ALISON MOYET "Love Resurrection" (Columbia) 22/3 (19/4)

Adds: WRNC, WWWW, WHMD, Heavy; 5 include WBCN, KBCC, KRQO, KSPN. Mediums: 13 include WART, WOFM, KGB, WCMF, WEZX, WGR.

HOOTERS "And We Danced" (Columbia) 21/4 (19/4)

Adds: WYTY, KILO, KISS, KRQU. Powers: 1 Heavy; 11 include WMMR, KZEW, KMET, KISS, WZZD, WYSP, WKQO. Mediums: 9 include WNEW, WEZX, KILO, KLPX.

TEARS FOR FEARS "Head Over Heels" (Mercury/PolyGram) 20/7 (13/3)

Adds: KRSP, WDHA, WHCN, WOUR, WRKI, WCXT, KRQU. Heavy: 9 include Q107, 91X, WCCC, WLIR, WLAV, KST. Mediums: 10 include WBAB, WNEW, KTKO, WAQX.

URGENT "Running Back" (Manhattan) 19/16 (2/2)

Adds include WHLY, WRNC, WYSP, WHEB, WCXT, WGR, 0 Mediums: 12 include KGB, WPLR, KLSJ, WOFM, WAPL, WOOS.

TRUTH "Exception Of Love" (IRS/MCA) 19/1 (22/2)

Adds: CHEZ, Heavy; 2 include KCGL. Mediums: 11 include WMMR, KBCC, WDHA, WOOS, WGBK, WHMD, KFMM.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed, e.g., 100/50 means 100 reports and 50 adds.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDED — This week's most added records.
HOTTEST — This week's records receiving the most power reports.

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks
Two Weeks
Last Week

151 REPORTS

JULY 12, 1985

Total Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	Last Week	Album	Total Reports/Adds	Power	Heavy	Medium
1	1	1	1 STING /The Dream Of The Blue Turtles (A&M)	150 +/2	45	131	16 +
3	2	3	2 DIRE STRAITS /Brothers In Arms (WB)	149 +/1	43	122	25 -
—	4	3	3 BACK TO THE FUTURE /Soundtrack (MCA)	141 =/0	53	130	11 -
—	8	7	4 JEFF BECK /Flash (Epic)	141 =/1	29	102	38 -
6	6	5	5 TEARS FOR FEARS /Songs From The Big Chair (Mercury/P.G)	138 +/4	46	121	15 -
—	7	6	6 HEART /Heart (Capitol)	139 +/1	36	114	24 -
2	2	3	7 ROBERT PLANT /Shaken 'N Stirred (Es Paranza/Atlantic)	129 -/0	15	79	47 +
—	24	10	8 ST. ELMO'S FIRE /Soundtrack (Atlantic)	133 +/8	30	82	49 -
5	5	9	9 NIGHT RANGER /7 Wishes (Camel/MCA)	117 -/2	21	79	35 +
4	4	10	10 SUPERTRAMP /Brother Where You Bound (A&M)	117 -/0	15	65	47 +
15	14	12	11 TALKING HEADS /Little Creatures (Sire/WB)	113 =/1	14	45	61 -
21	19	14	12 BRYAN ADAMS /Reckless (A&M)	110 +/3	16	62	46 -
7	10	13	13 JOHN CAFFERTY & THE BEAVER... /Tough All Over (Scotti Bros./CBS)	121 +/7	8	40	76 +
—	17	14	14 COREY HART /Boy In The Box (EMI America)	114 +/4	17	71	41 -
11	13	18	15 EURYTHMICS /Be Yourself Tonight (RCA)	109 +/6	9	48	53 +
10	15	15	16 PHIL COLLINS /No Jacket Required (Atlantic)	98 +/12	9	38	53 +
20	20	22	17 RATT /Invasion Of Your Privacy (Atlantic)	111 +/1	5	43	59 -
18	18	19	18 U2 /Wide Awake In America (Island)	110 -/1	5	33	74 -
8	9	11	19 TOM PETTY & THE HEARTBREAKERS /Southern Accents (MCA)	92 -/1	7	53	37 +
19	17	16	20 BOB DYLAN /Empire Burlesque (Columbia)	114 -/2	3	27	83 -
31	30	25	21 R.E.M. /Fables...Reconstruction (IRS/MCA)	112 +/9	5	27	78 +
24	23	23	22 BRYAN FERRY /Boys And Girls (WB)	107 +/2	4	32	68 +
—	34	30	23 MOTLEY CRUE /Theatre Of Pain (Elektra)	106 +/9	7	26	68 +
—	28	28	24 RUSS BALLARD /The Fire Still Burns (EMI America)	118 +/4	1	20	87 -
9	11	20	25 BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)	72 -/0	15	51	18 =
13	12	21	26 HOOTERS /Nervous Night (Columbia)	86 -/3	4	30	50 -
26	26	27	27 HELIX /Long Way To Heaven (Capitol)	96 -/1	4	19	69 -
28	27	28	28 GEORGE THOROGOOD & THE DESTROYERS /Maverick (EMI America)	94 -/2	3	20	71 -
27	31	34	29 HOWARD JONES /Dream Into Action (Elektra)	87 +/7	2	25	55 +
12	16	24	30 JOE WALSH /The Confessor (Full Moon/WB)	64 -/1	3	26	36 -
17	25	32	31 TIL TUESDAY /Voices Carry (Epic)	70 -/3	5	21	44 +
25	29	33	32 POWER STATION /The Power Station (Capitol)	56 -/4	6	24	28 -
14	22	29	33 DON HENLEY /Building The Perfect Beast (Geffen)	66 -/1	2	17	47 -
36	35	35	34 BON JOVI /7800 Fahrenheit (Mercury/P.G)	78 +/9	0	6	59 +
—	39	35	35 Y&T /Open Fire (A&M)	77 +/10	2	10	53 +
16	21	31	36 PAUL YOUNG /The Secret Of Association (Columbia)	61 -/0	2	24	32 -
DEBUT	37	37	37 BILLY JOEL /Greatest Hits (Columbia)	66 +/15	5	16	44 +
DEBUT	38	38	38 AC/DC /Fly On The Wall (Atlantic)	62 +/9	1	5	43 +
—	39	38	39 SCORPIONS /World Wide Live (Mercury/P.G)	53 -/4	0	5	36 +
DEBUT	40	40	40 LONE JUSTICE /Lone Justice (Geffen)	62 +/9	0	6	41 +
—	—	—	"Free" (129) "Fortress" (119) "Seventh" (28)				
—	—	—	"Money (143) "Walk Of Life" (44) "So Far Away" (39)				
—	—	—	"Power" (141) "Back" (35)				
—	—	—	"People" (136) "Gets Us All" (56)				
—	—	—	"Shout" (126) "Head" (20) "Everybody" (11)				
—	—	—	"What About" (128) "Looks" (27) "Never" (17)				
—	—	—	"Sixes" (91) "Little" (75) "Pink" (16)				
—	—	—	"St. Elmo's" (131) "Shake" (16)				
—	—	—	"Sentimental" (97) "Seven" (18) "Four" (15)				
—	—	—	"Cannonball" (90) "Better" (25) "Still" (23)				
—	—	—	"Road" (91) "And She Was" (65) "Lady" (12)				
—	—	—	"Summer" (106)				
—	—	—	"C-I-T-Y" (94) "Tough" (44)				
—	—	—	"Never Surrender" (113)				
—	—	—	"Ball" (86) "Would I" (35)				
—	—	—	"Don't Lose" (68) "Inside" (18)				
—	—	—	"Lay It Down" (108) "You're In Love" (18)				
—	—	—	"Sunrises" (104) "Love" (12)				
—	—	—	"Make It Better..." (82) "Rebels" (23)				
—	—	—	"Tight Connection" (100)				
—	—	—	"Can't Get There..." (110) "Driver 8" (18)				
—	—	—	"Slave To Love" (104) "Don't Stop..." (11)				
—	—	—	"Smokin'..." (105)				
—	—	—	"Fire" (116)				
—	—	—	"Glory Days" (70)				
—	—	—	"All You Zombies" (72) "And We Danced" (21)				
—	—	—	"Deep Cuts The Knife" (96)				
—	—	—	"Willie" (93)				
—	—	—	"Life" (78) "Things" (10)				
—	—	—	"The Confessor" (48) "Rosewood Bitters" (26)				
—	—	—	"Voices Carry" (42) "Looking" (32)				
—	—	—	"Get It On (Bang...)" (47) "Murderess" (12)				
—	—	—	"Not Enough Love..." (63)				
—	—	—	"In And Out..." (77)				
—	—	—	"Summertime Girls" (77)				
—	—	—	"Everytime..." (52)				
—	—	—	"You're Only Human" (62)				
—	—	—	"Danger" (47) "Sink The Pink" (14)				
—	—	—	"Big City Nights" (37) "No One Like You" (14)				
—	—	—	"Sweet" (57) "Ways" (10)				

BREAKERS

No records qualified for
AOR Album Breaker status this week.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed, e.g., 100/50 means 100 reports and 50 adds.

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SOMETIMES IT'S BLUE

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IN RECENT MEMORY
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THE BLUE NILE

"A WALK ACROSS THE ROOFTOPS"

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AOR ALBUMS

MOST ADDED

URGENT (16)
Cast The First Stone (Manhattan)
BILLY JOEL (15)
Greatest Hits (Columbia)
FLETCH (13)
Soundtrack (MCA)
PHIL COLLINS (12)
No Jacket Required (Atlantic)
Y&T (10)
Open Fire (A&M)

HOTTEST

BACK TO THE FUTURE (53)
Soundtrack (MCA)
TEARS FOR FEARS (46)
Songs From The Big Chair (Mercury/PG)
STING (45)
The Dream Of The Blue Turtles (A&M)
DIRE STRAITS (43)
Brothers In Arms (WB)
HEART (36)
Heart (Capitol)

NEW & ACTIVE

TAXXI/ Expose (MCA) 51/4 (47/10)

Adds: KUPD, KRQR, KLBJ, WGIR. Heavy: 2 KOMI, KFQM. Mediums: 37 include WBAB, WH-JY, KSRP, WSHI, WYFN, WRIF, KSHE, KKDJ.

COCK ROBIN/ Cock Robin (Columbia) 47/7 (40/12)

Adds: WHJY, WSHI, WPDH, WCMF, WBLM, KFQM, WCPZ. Heavy: 5 include 91X, KSPN, KR-QU, KTYD. Mediums: 29 include WBAB, WYFN, KBCO, KBPI, KGB, WPYX, WLAV.

TEXTONES/Midnight Mission (Gold Mtn./A&M) 47/7 (48/6)

Adds: WHFS, CHEZ, WYSP, WEZX, WDIA, KLPX, KUFO. Heavy: 2 WDHA, WIZN. Mediums: 31 include WBCN, KLOL, KSRP, WXRT, WQFM, KBCO, KROQ.

FLETCH/ Soundtrack (MCA) 44/13 (32/15)

Adds include WNEW, WXRT, WCMF, WDIZ, WWCT, WWWV, WRUF. Heavy: 4 KZEW, 91X, WDHA, KROQ. Mediums: 31 include WMMR, WHJY, DC101, KTXQ, WQFM, KBCO, KOMI.

ARETHA FRANKLIN/ Who's Zoomin' Who? (Arista) 42/5 (37/8)

Adds: WHEB, WCMF, WWCT, KEZX, KFMI. Heavy: 8 KBCO, CFOX, WDHA, WHMD, KLYV, WBSW, KSPN. Mediums: 27 include WBCN, KMET, KFOG, WRDU, WBLM, WWWV.

MR. MISTER/ Welcome To The Real World (RCA) 40/4 (37/8)

Adds: WDHA, WRXL, WQBK, WWWV. Heavy: 4 KAZY, 91X, KTCZ, KROQ. Mediums: 25 include KLLO, WQFM, KBCO, KZAP, KGB, WAPL, WOOS, KILO.

CARLY SIMON/ Spoiled Girl (Epic) 38/2 (37/5)

Adds: KBCO, KTCZ. Heavy: 8 include KAZY, WDHA, KLYV, WBSW, KROQ. Mediums: 19 include KKCI, WPDH, WEZX, KLAQ, KMJX, WRDU, WOOS, WWCT, WGIR.

WILLIE & THE POOR BOYS BOYS/ Willie & The Poor Boys (Ripple/ Passport) 27/3 (26/0)

Adds: WIZN, WCXT, KSPN. Heavy: 4 WXRT, WQFM, WBSW, KTCL. Mediums: 27 include WIYY, WLUP, KBCO, WHFS, KLBJ, WGIR, WWWV, KTYD.

VAN-ZANT/ Van-Zant (Geffen) 26/7 (26/2)

Adds include WPYX, WYSP, WOUR, WIZN, WAXX, WXCT. Heavy: 4 KSRP, KDKB, WCMF, KR-QU. Mediums: 20 include WBCN, WYFN, WRIF, WQFM, KSHE, WOOS, KATT.

SIMON TOWNSHEND'S MOVING TARGET/ Simon Townshend's Moving Target (21/PolyGram) 24/2 (24/1)
Adds: WBAB, CHEZ. Heavy: 0. Mediums: 18 include WHJY, WQFM, KBCO, WDHA, WOOS, KILO, WIZN, WGIR, WZEW, KTYD.

TRUTH/ Playground (IRS/MCA) 24/1 (27/1)

Adds: KLBJ. Heavy: 2 include KCGL. Mediums: 14 include WMMR, KBCO, 91X, WDHA, CHEZ, WOOS.

ALISON MOYET/ Ah (Columbia) 23/3 (20/4)

Adds: WQBN, WWWV, WHMD. Heavy: 5 include WBCN, KBCO, KROQ, KSPN. Mediums: 14 include WXRT, WQFM, KGB, WLIR, WCMF, WEZX, WGIR.

PERFECT/ Soundtrack (Arista) 22/1 (20/1)

Adds: CHEZ. Heavy: 0. Mediums: 13 include WBAB, WMMR, KBCO, KROQ, WLIR, WHEB, WAQX.

URGENT/ Cast The First Stone (Manhattan) 19/16 (2/2)

Adds include WHJY, WRCN, WYSP, WHEB, WIZN, WCXT. Heavy: 0. Mediums: 12 include KGB, WPLR, KLBJ, WQFM, WAPL, WOOS, KTYD.

STYLE COUNCIL/ Internationalists (Geffen) 18/1 (17/0)

Adds: 91X. Powers: 1. Heavy: 1 KTCL. Mediums: 11 include WXRT, KBCO, KAZY, KROQ, WHFS, WLIR, KTCZ.

NEW ORDER/ Low-Life (Qwest/WB) 17/1 (15/0)

Adds: WQBK. Powers: 1. Heavy: 5 WHFS, WLIR, CHEZ, KTCL, KCGL. Mediums: 11 include WBCN, WXRT, KBCO, KROQ, 91X, WRCN.

GUADALCANAL DIARY/Walking In The Shadow Of The Big Man (Elektra) 15/5 (9/7)

Adds: KLAQ, WWWV, WZEW, KUFO, KSPN. Heavy: 0. Mediums: 8 include KZEW, WXRT, KBCO, WHFS, WLIR, WOUR, KTYD.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

THE LOCAL AIRPLAY CHART

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that of any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week — its light adds — are printed.

Symbols:

'a' — Record is newly reported or additional tracks have been added.

(B) — A single's B-side.

(M); (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations were included in the data base.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+
 Parallel Two: 200,000-1,000,000
 Parallel Three: under 200,000

Stations at a significant ratings disadvantage to their in-format competitors are assigned a lower parallel.

EAST

PARALLEL ONE

WMMR/Philadelphia
 (215) 561-0933

HD: KEVIN UTLEY
 Heavy
 HOOPER'S
 PAUL COLLINS
 JOHN FOSBURY
 RICH CHANDER
 TOM PETTY
 STEVE ROBERT PLANT
 BRUCE SPRINGSTEEN
 TEARS FOR FEARS
 JEFF BECK

GLENN FREY
 PAUL COLLINS
 RICK COLLINS
 JACK JAGGERS
 BRUNER SWAN
 TIL TUESDAY
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

CHOM-FM/Montreal
 (514) 935-0425

HD: BOB BRADLE
 HD: ROBERTY RUPPEL
 Heavy
 TEARS FOR FEARS
 STING
 GLENN FREY
 JOHN CAFFERTY
 BACK TO THE FUTURE
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 TEARS FOR FEARS
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WYLP/Providence
 (401) 438-8110

HD: JOHN HERRICK
 Heavy
 STING
 DIRT STRAITS
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 TEARS FOR FEARS
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WBCN/Boston
 (617) 256-1111

HD: DEBBIE B
 HD: BOB BEARNS
 Heavy
 BRIAN ADAMS
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WVEF/Pittsburgh
 (412) 562-5959

HD: GREG GILLISPIE
 HD: BISSERLE
 Heavy
 BRIAN ADAMS
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WBCN/Boston
 (617) 256-1111

HD: DEBBIE B
 HD: BOB BEARNS
 Heavy
 BRIAN ADAMS
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WYIV/Baltimore
 (301) 889-0098

HD: CHECK DICKOUT
 HD: CHECK DICKOUT
 Heavy
 STING
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 TEARS FOR FEARS
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WDRB/Danbury
 (203) 579-9995

HD: MARK DEVINE
 Heavy
 TOM PETTY
 TEARS FOR FEARS
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WYII/Baltimore
 (301) 889-0098

HD: CHECK DICKOUT
 HD: CHECK DICKOUT
 Heavy
 STING
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 TEARS FOR FEARS
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WDRB/Danbury
 (203) 579-9995

HD: MARK DEVINE
 Heavy
 TOM PETTY
 TEARS FOR FEARS
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

KTRM/Alexandria
 HD: JIMMY
 HD: JIMMY
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WRAB/Long Island
 (516) 587-1023

HD: RALPH TORONIA
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
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 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
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 Heavy
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 NIGHT RANGER
 JEFF BECK
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WOHA/Dover, NJ
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HD: BOB LENOIR
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WOHA/Dover, NJ
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WOHA/Dover, NJ
 (201) 328-1055

HD: BOB LENOIR
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 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WOHA/Dover, NJ
 (201) 328-1055

WVAX/Syracuse
 (315) 472-0200

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WVAX/Syracuse
 (315) 472-0200

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WVAX/Syracuse
 (315) 472-0200

HD: BOB LENOIR
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 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WVAX/Syracuse
 (315) 472-0200

HD: BOB LENOIR
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 Heavy
 NIGHT RANGER
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 JEFF BECK
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WVAX/Syracuse
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HD: BOB LENOIR
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WSPN/Philadelphia
 (215) 688-9400

HD: MARK BIDIA
 Heavy
 NIGHT RANGER
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WSPN/Philadelphia
 (215) 688-9400

HD: MARK BIDIA
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WVAX/Syracuse
 (315) 472-0200

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R.E.M.

WVAX/Syracuse
 (315) 472-0200

HD: BOB LENOIR
 HD: BOB LENOIR
 Heavy
 NIGHT RANGER
 BRUCE SPRINGSTEEN
 NIGHT RANGER
 JEFF BECK
 * GODLEY & CREME
 * R

MIDWEST

MOST ADDED
Phil Collins
Pointer Sisters
Billy Joel

HOTTEST
Tears For Fears
Paul Young
Duran Duran

MIDWEST

PARALLEL TWO

WDDA/Knox, OH
MOTELS
LIMAH
FREDDIE JACKSON
HOWARD JONES
PRINCE 1-1
BRUCE SPRINGSTEEN 3-5
TEARS FOR FEARS 21-15
JOHN PARR 22-24
PHIL COLLINS 0-11

WGRD/Grand Rapids, MI
SweetStevens
BILLY JOEL
RICK SPRINGFIELD
PHIL COLLINS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WZPL/Indianapolis, IN
Jim Miles
NIGHT RANGER
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WABC/Appleton-Oakshah, WI
Chris Calne
POINTER SISTERS
BILLY JOEL
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WKAU/Appleton-Oakshah, WI
Rosa/Bredeligh
BILLY JOEL
HOWARD JONES
PHIL COLLINS
BILLY OCEAN
YET (dp)
MOTELS
NADDA 6-4
DEBARGE 10-7
TEARS FOR FEARS 16-11
COREY BART 17-11
POWER STATION 19-15

WRQC/Cleveland, OH
Scott Howitt
PRINCE
FREDDIE JACKSON
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WGTZ/Dartmouth, OH
John Robertson
BILLY JOEL
HOWARD JONES
POINTER SISTERS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WZU/Milwaukee, WI
John Dineoli
COREY BART
BILLY JOEL
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WKDQ/Evanston, IL
Bruce Clarke
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WVBE/Ft. Wayne, IN
Tony Richards
PHIL COLLINS
PAUL YOUNG
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

HEAD & TAILS

KZSR/Portia, IL
Keith Edwards
POINTER SISTERS
BILLY JOEL
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WVWB/Bloomington, IN
Bob Leonard
COCK ROBIN
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KWTO/FSpringfield, MO
Mike Schmidt
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WDBN/Springfield, IL
Moose/Stepfenn
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WSPF/Stevens Point, WI
Boady/Stepfenn
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KVTV/Topoka, KS
Reta/Farmley
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KFMW/Waterloo, IA
Mark Potter
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

WEST

MOST ADDED
Phil Collins
Motels
Kool & The Gang
Pointer Sisters

HOTTEST
Tears For Fears
Paul Young
Duran Duran
Whitney Houston

WEST

PARALLEL TWO

KXPX/Salt Lake City, UT
Aurum/Main
KOO & THE GANG
TINA TURNER
BILLY OCEAN
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KCDQ/Bozeman, MT
Todd Cavanah
Gary Williams
KOO & THE GANG
LIMAH
ALISON MOET
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KBIM/Roswell, NM
Mike Shaw
BILLY JOEL
POINTER SISTERS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KQZZ/Spokane, WA
Bill Stryker
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KKAZ/Cheyenne, WY
John Ramsey
PAT BENATAR
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KOZEI/Lawston, ID
Jay McCall
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KWTV/Topoka, KS
Sherman Cohen
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

KYSA/Hillings, MT
Charlie Fox
PHIL COLLINS
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

PARALLEL THREE

KGOT/Anchorage, AK
Kay Taylor
GO WEST
MOTELS
MOTELS
SUZUKI 3-1
TIL TUESDAY 4-2
BRUCE SPRINGSTEEN 7-3
STING 9-6
NADDA 10-9

**853 Reporters
248 Current Reports**

The following stations reported a frozen playlist this week:

**93FM/Houston
KDVV/Topoka**

The following stations failed to report this week; therefore their playlists were frozen:

**WQVE-FM/New Orleans
BLJOS
KRGV/McAllen-Brownsville**

PARALLELS

K

KOOL & THE GANG
Cherry (De-LitePolyGram)
LP: Emergency

Regional	128/45	50%	N&A	Summit	2
1	W 104	W 104			
2	W 104	W 104			
3	W 104	W 104			
4	W 104	W 104			
5	W 104	W 104			
6	W 104	W 104			
7	W 104	W 104			
8	W 104	W 104			
9	W 104	W 104			
10	W 104	W 104			
11	W 104	W 104			
12	W 104	W 104			
13	W 104	W 104			
14	W 104	W 104			
15	W 104	W 104			
16	W 104	W 104			
17	W 104	W 104			
18	W 104	W 104			
19	W 104	W 104			
20	W 104	W 104			
21	W 104	W 104			
22	W 104	W 104			
23	W 104	W 104			
24	W 104	W 104			
25	W 104	W 104			
26	W 104	W 104			
27	W 104	W 104			
28	W 104	W 104			
29	W 104	W 104			
30	W 104	W 104			
31	W 104	W 104			
32	W 104	W 104			
33	W 104	W 104			
34	W 104	W 104			
35	W 104	W 104			
36	W 104	W 104			
37	W 104	W 104			
38	W 104	W 104			
39	W 104	W 104			
40	W 104	W 104			
41	W 104	W 104			
42	W 104	W 104			
43	W 104	W 104			
44	W 104	W 104			
45	W 104	W 104			
46	W 104	W 104			
47	W 104	W 104			
48	W 104	W 104			
49	W 104	W 104			
50	W 104	W 104			
51	W 104	W 104			
52	W 104	W 104			
53	W 104	W 104			
54	W 104	W 104			
55	W 104	W 104			
56	W 104	W 104			
57	W 104	W 104			
58	W 104	W 104			
59	W 104	W 104			
60	W 104	W 104			
61	W 104	W 104			
62	W 104	W 104			
63	W 104	W 104			
64	W 104	W 104			
65	W 104	W 104			
66	W 104	W 104			
67	W 104	W 104			
68	W 104	W 104			
69	W 104	W 104			
70	W 104	W 104			
71	W 104	W 104			
72	W 104	W 104			
73	W 104	W 104			
74	W 104	W 104			
75	W 104	W 104			
76	W 104	W 104			
77	W 104	W 104			
78	W 104	W 104			
79	W 104	W 104			
80	W 104	W 104			
81	W 104	W 104			
82	W 104	W 104			
83	W 104	W 104			
84	W 104	W 104			
85	W 104	W 104			
86	W 104	W 104			
87	W 104	W 104			
88	W 104	W 104			
89	W 104	W 104			
90	W 104	W 104			
91	W 104	W 104			
92	W 104	W 104			
93	W 104	W 104			
94	W 104	W 104			
95	W 104	W 104			
96	W 104	W 104			
97	W 104	W 104			
98	W 104	W 104			
99	W 104	W 104			
100	W 104	W 104			

PATTI LABELLE
Sir in Up (MCA)
LP: Beverly Hills Co Soundtrack

Regional	90/5	38%	N&A	Summit	2
1	W 104	W 104			
2	W 104	W 104			
3	W 104	W 104			
4	W 104	W 104			
5	W 104	W 104			
6	W 104	W 104			
7	W 104	W 104			
8	W 104	W 104			
9	W 104	W 104			
10	W 104	W 104			
11	W 104	W 104			
12	W 104	W 104			
13	W 104	W 104			
14	W 104	W 104			
15	W 104	W 104			
16	W 104	W 104			
17	W 104	W 104			
18	W 104	W 104			
19	W 104	W 104			
20	W 104	W 104			
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22	W 104	W 104			
23	W 104	W 104			
24	W 104	W 104			
25	W 104	W 104			
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27	W 104	W 104			
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30	W 104	W 104			
31	W 104	W 104			
32	W 104	W 104			
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34	W 104	W 104			
35	W 104	W 104			
36	W 104	W 104			
37	W 104	W 104			
38	W 104	W 104			
39	W 104	W 104			
40	W 104	W 104			
41	W 104	W 104			
42	W 104	W 104			
43	W 104	W 104			
44	W 104	W 104			
45	W 104	W 104			
46	W 104	W 104			
47	W 104	W 104			
48	W 104	W 104			
49	W 104	W 104			
50	W 104	W 104			
51	W 104	W 104			
52	W 104	W 104			
53	W 104	W 104			
54	W 104	W 104			
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56	W 104	W 104			
57	W 104	W 104			
58	W 104	W 104			
59	W 104	W 104			
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61	W 104	W 104			
62	W 104	W 104			
63	W 104	W 104			
64	W 104	W 104			
65	W 104	W 104			
66	W 104	W 104			
67	W 104	W 104			
68	W 104	W 104			
69	W 104	W 104			
70	W 104	W 104			
71	W 104	W 104			
72	W 104	W 104			
73	W 104	W 104			
74	W 104	W 104			
75	W 104	W 104			
76	W 104	W 104			
77	W 104	W 104			
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79	W 104	W 104			
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87	W 104	W 104			
88	W 104	W 104			
89	W 104	W 104			
90	W 104	W 104			
91	W 104	W 104			
92	W 104	W 104			
93	W 104	W 104			
94	W 104	W 104			
95	W 104	W 104			
96	W 104	W 104			
97	W 104	W 104			
98	W 104	W 104			
99	W 104	W 104			
100	W 104	W 104			

HUEY LEWIS & THE NEWS
The Power Of Love (Chrysalis)
LP: Back To The Future Soundtrack

Regional	251/8	99%	N&A	Summit	2
1	W 104	W 104			
2	W 104	W 104			
3	W 104	W 104			
4	W 104	W 104			
5	W 104	W 104			
6	W 104	W 104			
7	W 104	W 104			
8	W 104	W 104			
9	W 104	W 104			
10	W 104	W 104			
11	W 104	W 104			
12	W 104	W 104			
13	W 104	W 104			
14	W 104	W 104			
15	W 104	W 104			
16	W 104	W 104			
17	W 104	W 104			
18	W 104	W 104			
19	W 104	W 104			
20	W 104	W 104			
21	W 104	W 104			
22	W 104	W 104			
23	W 104	W 104			
24	W 104	W 104			
25	W 104	W 104			
26	W 104	W 104			
27	W 104	W 104			
28	W 104	W 104			
29	W 104	W 104			
30	W 104	W 104			
31	W 104	W 104			
32	W 104	W 104			
33	W 104	W 104			
34	W 104	W 104			
35	W 104	W 104			
36	W 104	W 104			
37	W 104	W 104			
38	W 104	W 104			
39	W 104	W 104			
40	W 104	W 104			
41	W 104	W 104			
42	W 104	W 104			
43	W 104	W 104			
44	W 104	W 104			
45	W 104	W 104			
46	W 104	W 104			
47	W 104	W 104			
48	W 104	W 104			
49	W 104	W 104			
50	W 104	W 104			
51	W 104	W 104			
52	W 104	W 104			
53	W 104	W 104			
54	W 104	W 104			
55	W 104	W 104			
56	W 104	W 104			
57	W 104	W 104			
58	W 104	W 104			
59	W 104	W 104			
60	W 104	W 104			
61	W 104	W 104			
62	W 104	W 104			
63	W 104	W 104			
64	W 104	W 104			
65	W 104	W 104			
66	W 104	W 104			
67	W 104	W 104			
68	W 104	W 104			
69	W 104	W 104			
70	W 104	W 104			
71	W 104	W 104			
72	W 104	W 104			
73	W 104	W 104			
74	W 104	W 104			
75	W 104	W 104			
76	W 104	W 104			
77	W 104	W 10			

**ATTENTION: RECORD
COMPANY PERSONNEL**

Due to your overwhelming requests,
AIR's 4th Best Ears Competition is open to
record company personnel. Now you can compete with the
best ears in the business. Time is short. Call today to register.



AIR's 4th "Best Ears" Competition Begins July 12, 1985

The New Response Format Makes it Easier to Participate and Gives You More Chances to Win One of 30 Prizes. Total Value Over \$45,000.

This Shorter 26 Week Competition is Open to All Program Directors, Music Directors and Consultants to CHR Radio.

ENTER NOW! REGISTRATION IS LIMITED.

The most accurate contestant will be awarded their Grand Prize choice of a 1986 Porsche 944 or Chevrolet Corvette. The runners-up will receive Mitsubishi and JVC Video Systems, JVC Audio Systems and CD's. (Runners-up prizes are determined

by final point standings.)

A complete list of rules and prizes will be sent to you upon registration. Are you a music decision maker in CHR radio? Call AIR at 301-964-5544 to enter our fourth and BEST—Best Ears Competition.

AIR

Active Industry Research • P.O. Box 1136 • Columbia, MD 21044 • 301-964-5544

PARALLELS

SIGNIFICANT ACTION

A

A-HA
Take On Me (WB)
LP: A-HA

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P3	EAST 11:30-12:00 WEST 11:30-12:00 SOUTH 11:30-12:00
P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30	P3	EAST 12:00-12:30 WEST 12:00-12:30 SOUTH 12:00-12:30

C

CHAKA KHAN
Through The Fire (WB)
LP: I Feel For You

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

J

JESSE JOHNSON'S REVUE
I Want My Girl (A&M)
LP: Jesse Johnson's Revue

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

LONE JUSTICE
Sweet Sweet Baby... (Geffen)
LP: Lone Justice

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

P

PRINCE
Pop Life (WB)
LP: Around the World In A Day

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

V

TEXTONES Continued

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

B

RUSS BALLARO
The Fire Still Burns (EMI America)
LP: The Fire Still Burns

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

CURTIS & THE BOOMBOX
Black... (Never Make...) (RCA)
LP: None

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

K

KING
Love & Pride (Epic)
LP: Steps in Time

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

LOOSE ENDS
Hangin' On A String (MCA)
LP: A Little Space

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

S

SKIPWORTH & TURNER
Thinking About... (4th & Broadway)

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

VITAMIN Z
Burning Flame (Geffen)
LP: Vitamin Z

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

PEABO BRYSON
Take No Prisoners (In The...) (Elektra)
LP: Take No Prisoners

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

D

DIRE STRAITS
Money For Nothing (WB)
LP: Brothers In Arms

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

L

LIAMH
Only For Love (EMI America)
LP: Don't Suppose

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

M

STEPHANIE MILLS
Bit By Bit (Theme From "Fletch")
LP: Fletch Soundtrack (MCA)

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

SISTER SLEDGE
Franke (Atlantic)
LP: When The Boys Meet The Girls

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

WHAMI!
Freedom (Columbia)
LP: Make It Big

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

G

GUDLEY & CREME
Cry (PolyGram/PolyGram)
LP: The History Mix Volume 1

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

G

GUDLEY & CREME
Cry (PolyGram/PolyGram)
LP: The History Mix Volume 1

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

L

LIAMH
Only For Love (EMI America)
LP: Don't Suppose

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

ALISON MOYET
Love Resurrection (Columbia)
LP: ALP

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

T

TEXTONES
Midnight Mission (Gold Mtn/A&M)
LP: Midnight Mission

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

Y&T
Summertime Girls (A&M)
LP: Open Fire

P1	WEST 11:30-12:00 EAST 11:30-12:00 SOUTH 11:30-12:00	P2	WEST 12:00-12:30 EAST 12:00-12:30 SOUTH 12:00-12:30
P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00	P3	WEST 12:30-1:00 EAST 12:30-1:00 SOUTH 12:30-1:00

WEEK #40

AIR Priorities

WEEK #40

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, July 17, 1985

CHR	TITLE	ARTIST	LABEL
	EXPOSE'	POINT OF NO RETURN	ARISTA
	DARE ME	POINTER SISTERS	RCA
	SMOKIN' IN THE BOYS ROOM	MOTLEY CRUE	ELEKTRA
	LET IT GO	LUBA	CAPITOL
	LIFE EVERY MOMENT	REO SPEEDWAGON	EPIC

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, July 18, 1985

AOR	TITLE/CUTS	ARTIST	LABEL
	THE SECRET OF ASSOCIATION	PAUL YOUNG	COLUMBIA
	"Bite Your Head" "Tear Your Playhouse Down"	ORPHAN	PORTRAIT/EPIC
	SALUTE	OMD	VIRGIN/A&M
	"Open Up The Skies"		
	CRUSH		
	"So In Love"		



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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Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

CONTEMPORARY HIT RADIO

BREAKERS

BILLY OCEAN

Mystery Lady (Jive/Arista)

73% of our reporters on it. Moves: Up 26, Debuts 56, Same 53, Down 0, Adds 50 including K106, WXXS-FM, B94, Q105, WGCL, WCZY, KM-JK. See Parallels, debuts at number 39 on the CHR chart.

PHIL COLLINS

Don't Lose My Number (Atlantic)

73% of our reporters on it. Moves: Up 1, Debuts 6, Same 7, Down 0, Adds 170 including B104, B94, Z93, I95, KBEQ, KIIS-FM, KS103. Complete airplay in Parallels.

POINTER SISTERS

Dare Me (RCA)

70% of our reporters on it. Moves: Up 5, Debuts 43, Same 57, Down 0, Adds 73 including WHTT, WCAU-FM, 92X, WHYT, Z299, KWK, KIIS-FM. Complete airplay in Parallels.

FREDDIE JACKSON

Rock Me Tonight (For Old Time's Sake) (Capitol)

62% of our reporters on it. Moves: Up 64, Debuts 33, Same 37, Down 1, Adds 23 including KAFM, WGCL, Z299, KWOD, KUBE, WKFM, WSSX. See Parallels, debuts at number 35 on the CHR chart.

PAT BENATAR

Invincible (Chrysalis)

61% of our reporters on it. Moves: Up 42, Debuts 37, Same 37, Down 0, Adds 38 including WXXS-FM, PRO-FM, KTKS, WCZY, WKTI, KIIS-FM, KKRZ. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

HOWARD JONES "Life In One Day" (Elektra) 149/47

Moves: Up 34, Debuts 30, Same 38, Down 0, Adds 47 including WHTT, CHUM, Q107, Z93, Y100, WLS-FM, WHYT, Z299, KWK, KPRK, KKRZ, KC101, WYNY 36-29, WLDF-FM 32-27, KS103 31-23.

KOOL & THE GANG "Cherish" (De-Lite/PolyGram) 126/45

Moves: Up 23, Debuts 27, Same 31, Down 0, Adds 45 including K106, WYNS, WCAU-FM, WHTT, 94Q, Z299, KIIS-FM, KKRZ, KMJK, KS103, KUBE, WJZR, KTKS 40-34, WNNV 37-32, WFSF 39-30.

RED SPEEDWAGON "Live Every Moment" (Epic) 119/57

Moves: Up 3, Debuts 17, Same 42, Down 0, Adds 57 including WHTT, WYNS, B94, Z93, KEGL, WGCL, KBEQ, Z299, KWK, WBBQ, Y106, KMQR, WIGY, Q92 d-28, WGRD 34-29.

SADE "Your Love Is King" (Portrait/CBS) 114/11

Moves: Up 24, Debuts 19, Same 60, Down 0, Adds 11, WCAU-FM, WGCL, FM102, KHFI, KRBE, KBFM, KF95, KCAO, KISN, Q104, KIIS-FM 38-33, KPLUS 31-26, Q100 39-29, WFSF 37-30.

COCK ROBIN "When Your Heart Is Weak" (Columbia) 109/18

Moves: Up 11, Debuts 6, Same 53, Down 0, Adds 18 including KOPA, WFLY, WPST, KHFI, WNOK-FM, WSEZ, WRQC, KEYN-FM, KDON-FM, WSOV, WBBW, KBIM, WXXS-FM 35-31, WOKI 31-23, KNMQ 38-33.

GO WEST "Call Me" (Chrysalis) 109/3

Moves: Up 57, Debuts 17, Same 31, Down 1, Adds 3, KYNO-FM, Q101, KGOT, KIIS-FM 31-27, KOPA 30-27, KKRZ 28-24, KMEL 20-17, KPLUS 33-29, Q100 31-24, WBBQ 29-24, KWIC 39-30, 94TYX 27-22, KKFM 7-6, KHYT 37-33, WJAD 37-29.

MOTELS "Shame" (Capitol) 105/105

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 105 including WHTT, WXXS-FM, WYNS, CKOI, WCAU-FM, PRO-FM, 94Q, B97, WNNV, KBEQ, KHTR, KWK, KS103, KPLUS, KJ103.

JEFF BECK & ROD STEWART "People Get Ready" (Epic) 100/10

Moves: Up 31, Debuts 10, Same 49, Down 0, Adds 10, 94Q, WAMX, Z98, W9B, KOFM, KKK, KMQR, KCAO, KDON-FM, KZZU, WKSF, 95-37-22, KNBQ 34-30, KIST 28-18.

KENNY LOGGINS "Forever" (Columbia) 92/1

Moves: Up 52, Debuts 6, Same 25, Down 8, Adds 1, WOFM, WCAU-FM 22-18, KAFM 6-1, KTKS 7-5, FM102 25-22, K104 4-4, WFMF 26-21, KZZB 28-22, WBCY 3-2, KOFM 23-19, KPQP 31-24, WIKZ 29-20, OK100 3-2, KQIZ FM 19-13, Q104 11-5.

PATTI LABELLE "Sir II Up" (MCA) 90/5

Moves: Up 31, Debuts 12, Same 42, Down 0, Adds 5, K106, WNNV, WCZY, Z106, WHOT, WXXS-FM 33-26, 94Q 13-10, Z93 18-15, KMEL 33-29, WLAN-FM 37-32, WBEQ 10-9, WNOK-FM 35-26, KJY 32-26, KMGX 39-29, 95X14 30-32.

MOTLEY CRUE "Smokin' In The Boys Room" (Elektra) 88/44

Moves: Up 11, Debuts 18, Same 15, Down 0, Adds 44 including B104, CHUM, WNNV, 92X, WCZY, KWK, KPLUS, WERZ, WZYP, KLUC, 103CIR, KWES, Y100 27-14, KHTR 33-26, K104 31-18.

WEIRD AL YANKOVIC "Like A Surgeon" (Scotti Bros/CBS) 87/1

Moves: Up 24, Debuts 6, Same 50, Down 6, Adds 3, CKGM, Q104 32-28, WHYT 32-27, KIMN 34-30, WERZ 28-24, WTLQ 38-26, KZZB 32-29, WFMJ 32-26, KTFM 25-22, Z104 21-16, KJ103 25-19, KSKD 20-17, WCGO 37-32, KWES 31-29.

GEOFFREY THOROGOOD & THE DESTROYERS "Willie & The Hand Jive" (EMI America) 86/1

Moves: Up 27, Debuts 10, Same 47, Down 1, Adds 1, WZOK, WCAU-FM 25-21, WCZY 33-26, KPLUS 38-35, WRCK 28-23, WTLQ 35-32, WJZR 37-27, WOKI 37-31, KX104 32-29, WRNO 34-31, OK100 35-30, WKSF 40-37, Q101 31-25, WBBQ 38-34, WRKR 7-7, KCDO 29-25.

RATT "Lay It Down" (Atlantic) 84/18

Moves: Up 19, Debuts 12, Same 35, Down 0, Adds 18 including WXXS-FM, WYNS, WCAU-FM, WHYT, 98PY, WBBQ, KZZB, WRVQ, Z98, WZPL, KBOS, KWES, WAPI 14-11, KIKX 35-27.

CARLY SIMON "Tired Of Being Blonde" (Epic) 70/3

Moves: Up 5, Debuts 7, Same 63, Down 6, Adds 3, CKGM, CFTR, KIK, PRO-FM d-33, WNNV 29-26, KPLUS on, 93Q on, KZZB 40-37, WSSX d-27, WFMJ 38-32, KX104 d-37, WJXO 32-29, Z102 d-39, WHSL d-33, KIST d-39.

MOST ADDED

- PHIL COLLINS (170)
Don't Lose My Number (Atlantic)
- MOTELS (105)
Shame (Capitol)
- POINTER SISTERS (73)
Dare Me (RCA)
- BILLY JOEL (64)
You're Only Human... (Columbia)
- RED SPEEDWAGON (57)
Live Every Moment (Epic)

HOTTEST TEARS FOR FEARS (148)

- Shout (Mercury/PolyGram)
- PAUL YOUNG (108)
Everytime You Go Away (Columbia)
- DURAN DURAN (104)
A View To A Kill (Columbia)
- PRINCE (83)
Raspberry Beret (WB)
- WHITNEY HOUSTON (73)
You Give Good Love (Arista)

JOHN FOGERTY "Centerfield" (WB) 65/0

Moves: Up 31, Debuts 0, Same 24, Down 10, Adds 0, PRO-FM 34-23, WKTI 7-4, Q100 25-22, WTLQ 24-19, KZZB 23-20, WBCY 19-11, WDCG 32-26, WANS-FM 25-18, WOUT 31-28, WFMJ 27-21, KZIO 6-5, KAY107 40-36, WCGO 28-23, WBNO 30-24, WSOY 7-5.

MARY JANE GIRLS "Wild And Crazy Love" (Gordy/Motown) 51/48

Moves: Up 0, Debuts 2, Same 1, Down 0, Adds 48 including WCAU-FM, B97, WNNV, KKRZ, KPLUS, WLAN-FM, WKRF-FM, WODJ, WZLD, WGTV, KOFM, KZZU, WKHI, WJAD, Q101, KIST.

LISA-LISA & CULT JAM with FULL FORCE "I Wonder If I Take You Home" (Columbia) 50/7

Moves: Up 14, Debuts 11, Same 15, Down 3, Adds 7, B104, B94, PRO-FM, WERZ, 93Q, WKLY, SLY96, K106 25-19, WXXS-FM 12-10, 95 19-17, KIIS-FM 20-8, KS103 17-7, KMEL 23-16, Q100 9-4, WTC-FM 9-4.

SIGNIFICANT ACTION

Y&T "Summertime Girls" (A&M) 49/27

Moves: Up 0, Debuts 9, Same 13, Down 0, Adds 27 including WCAU-FM, WERZ, 93Q, WKRF-FM, KHFI, WZLD, WPMI, WKAU, KAY107, KDXR, KIKX, KSKD, WYNS d-38, KWK d-30, WJXQ d-31.

LIMAH "Only For Love" (EMI America) 47/47

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 47 including WCAU-FM, I95, Z299, KOPA, KPLUS, KUBE, Q100, WFSR, WLAN-FM, WSSX, WJZR, WNOK-FM, WKDD, KZZU, KHYT.

PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 45/5

Moves: Up 0, Debuts 5, Same 23, Down 0, Adds 5, Y100, WXXS-FM, WSOV, WJAD, KHXY, WKXS-FM on, PRO-FM on, 94Q on, I95 d-39, WHYT on, KOPA on, Q100 30-20, WCCM 40-37, WCGO d-35, Z102 d-38, KTRS 40-38.

DIRE STRAITS "Money For Nothing" (WB) 43/15

Moves: Up 5, Debuts 6, Same 17, Down 0, Adds 15 including CKOI, WLS, 92X, KUBE, WFLY, KWIC, Z104, KJ103, WRON, WKSF, WPMI, KHXY, KHTR 26-21, KWK 29-23, KX104 35-25, OK95 34-29.

VITAMIN Z "Burning Flame" (Geffen) 39/3

Moves: Up 8, Debuts 5, Same 23, Down 0, Adds 3, WHYT, KISN, KHXY, WHTT d-32, WXXS-FM 32-30, WCAU-FM d-39, Y100 14-13, FM102 30-27, KZZB 33-30, KX104 d-39, KQ93 31-29, WHSL d-36, WAZY-FM 30-26, KTRS 38-35, KIST 32-24.

STEPHANIE MILLS "Bill By Bit (Fleisch Theme)" (MCA) 36/7

Moves: Up 0, Debuts 5, Same 24, Down 0, Adds 7, WNNV, WSSX, KSET-FM, KCAO, KSKD, WFBG, WCGO, WXXS-FM on, 94Q d-32, I95 d-37, WHYT on, FM102 on, WOKI d-38, KISN d-39, WHSL d-37.

A-HA "Take On Me" (WB) 31/11

Moves: Up 1, Debuts 7, Same 12, Down 0, Adds 11, CKGM, CKOI, WKTI, KWK, WTLQ, WNOK-FM, WANS-FM, KOKR, KTDY, KKGW, WDBR, Q100 d-36, KITY d-36, WRKR 29-24, OK95 d-35.

GODLEY & CREME "Cry" (PolyGram/PolyGram) 25/24

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 24 including KPLUS, WPST, WRCK, KWIC, WJZR, KRBE, WOKI, WPMI, KX104, KIKX, KKLIS-FM, WDBR, KYZZ, KQZE, CKGM d-38.

ALISON MOYET "Love Resurrection" (Columbia) 25/11

Moves: Up 4, Debuts 1, Same 9, Down 0, Adds 11, Q100, WTLQ, WZLD, WOKI, KTFM, KISND, KZZU, WKHI, KCDQ, KIST, OK95, CKGM 21-18, CKOI 38-31, KPLUS 36-30, K104 37-33.

SISTER SLEDGE "Frankie" (Atlantic) 25/2

Moves: Up 5, Debuts 2, Same 16, Down 0, Adds 2, 93Q, KMGX, WCAU-FM on, WNNV on, WTLQ on, KAMZ 18-14, KSET-FM 35-32, KHXY, FM102 d-36, KZZB on, KAMZ on, WKRF on, WJAD on, 95X14 d-35, WNNV d-38, KIST 33-25.

TEXTONES "Midnight Mission" (Gold Mountain/A&M) 24/0

Moves: Up 1, Debuts 0, Same 23, Down 0, Adds 0, WFSR on, WKEE on, WKRF-FM on, WBBQ on, WZYP on, WPMI on, WRNO on, KZIO on, WJXQ 28-25, KKFM on, WOAY on, WJAD on, 99KQ on, KGOT on, KCDO on.

JESSE JOHNSON'S REVUE "I Want My Girl" (A&M) 22/10

Moves: Up 0, Debuts 1, Same 11, Down 0, Adds 10, KMEL, WBBQ, WFLY, WSEZ, WHOT, KDON-FM, KHXY, WOMP-FM, WJAD, KHXY, FM102 d-36, KZZB on, KAMZ on, WKRF on, WJAD on, WDBR on, WJAD on, WDBR on, KCDO on, OK95 on.

LOOSE ENDS "Hangin' On A String" (MCA) 18/11

Moves: Up 2, Debuts 0, Same 5, Down 0, Adds 11, Z93, I95, WHYT, KISN, FM102, KPLUS, WBBQ, KAMZ, WLSR, KCAO, KHXY, WXXS-FM on, CKGM on, 94Q on, 92KTU 23-16.

SKIPWORTH & TURNER "Thinking About Your Love" (4th & Broadway/Island) 18/2

Moves: Up 2, Debuts 0, Same 13, Down 1, Adds 2, CKOI, WHSL, WXXS-FM on, WHYT 31-25, FM102 on, KMEL 31-26, WERZ on, 93Q on, WPST on, WTLQ on, KSET-FM on, WPMI on, KITY on, KTFM on, KMGX 33-35.

CHAKA KHAN "Through The Fire" (WB) 18/0

Moves: Up 12, Debuts 2, Same 1, Down 3, Adds 0, WFLU 29-26, Q107 18-16, I95 7-6, Y100 7-5, KBEQ 19-13, KOPA 8-5, KZZP 15-13, KITS 26-29, WTC-FM 27-23, WLAN-FM 31-31, Z98 d-29, KPQP d-32, KHYT 12-11, 103CIR 17-15, W04Y 18-14.

RUSS BALLARD "The Fire Still Burns" (EMI America) 17/4

Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 4, K104, OK100, 95X14, KININ, WERZ on, WRCK on, KWIC on, WOKI on, KITY on, WJXQ on, WDBR on, WJAD on, WDBR on, WJAD on, WDBR on, KCDO on, OK95 on.

PRINCE "Pop Life" (WB) 15/11

Moves: Up 1, Debuts 2, Same 1, Down 0, Adds 11, CHUM, KIIS-FM, KS103, KPLUS, K104, WTC-FM, WRQC, OK100, 95X14, WIXY, WHSL, WHTT on, B96 d-40, WCZY d-29, KZFM 7-6.

LONE JUSTICE "Sweet, Sweet Baby (I'm Falling)" (Geffen) 13/10

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 10, KZZB, KX104, KITY, KBOS, WJAD, T94, WDBR, KCDQ, SLY96, KIST, I95 on, WERZ on, WJXQ on, WJAD on.

KING "Love & Pride" (Epic) 13/2

Moves: Up 4, Debuts 1, Same 6, Down 0, Adds 2, WXXS-FM, KMEL, KIIS-FM 34-25, KPLUS d-40, 92KTU on, KX104 on, KITY d-34, KMGM on, KLUC d-30, KWES on, KPQP on, KCDO on, OK95 14-10.

CURTIS & THE BOOMBHOOP "Black Kisses (Never Make You Blue)" (RCA) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, CKOI, FM102, KWOD, KPLUS, Q100, KITE, KRBE, KTFM, 95X14, WHSL.

WHAM! "Freedom" (Columbia) 10/7

Moves: Up 1, Debuts 0, Same 2, Down 0, Adds 7, WLS-FM, KHTR, FM102, KXX106, KRBE, 103CIR, Z102, WHTT on, B96 29-24, RI-104 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/label 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 uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay440. CHR Rotation Criteria — Fulltime Adds and/or: four plays in a 24-hour period, three of them before midnight. Debutted Adds and/or: Same: two plays in a 24-hour period, both of them before midnight.

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week		
3	3	2	41	DURAN DURAN/A View To A Kill (Capitol)
9	5	4	2	PAUL YOUNG/Everytime You Go Away (Columbia)
2	2	1	3	PRINCE/Raspberry Beret (WB)
13	10	8	4	BRUCE SPRINGSTEEN/Glory Days (Columbia)
14	12	10	5	WHITNEY HOUSTON/You Give Good Love (Arista)
18	14	11	6	STING/If You Love Somebody Set Them Free (A&M)
33	19	14	7	TEARS FOR FEARS/Shout (Mercury/PG)
1	1	3	8	PHIL COLLINS/Sussudio (Atlantic)
11	8	7	9	'TIL TUESDAY/Voices Carry (Epic)
25	18	15	10	COREY HART/Never Surrender (EMI America)
19	16	13	11	NIGHT RANGER/Sentimental Street (Cameo/MCA)
28	20	16	12	POWER STATION/Get It On (Bang A Gong) (Capitol)
8	6	6	13	MADONNA/Into The Groove (Sire/WB)
26	21	17	14	DEPECHE MODE/People Are People (Sire/WB)
5	4	5	15	SURVIVOR/The Search Is Over (Scotti Bros./CBS)
—	34	24	16	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
30	25	20	17	DeBARGE/Who's Holding Donna Now (Gordy/Motown)
7	7	7	18	EURYTHMICS/Would I Lie To You? (RCA)
—	36	29	19	ARETHA FRANKLIN/Freeway Of Love (Arista)
24	22	21	20	AIR SUPPLY/Just As I Am (Arista)
—	—	—	21	BRYAN ADAMS/Summer Of '69 (A&M)
36	33	25	22	PAUL HARDCASTLE/19 (Chrysalis)
—	38	30	23	DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)
35	32	27	24	HEART/What About Love? (Capitol)
12	11	12	25	CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)
4	4	25	26	BRYAN ADAMS/Heaven (A&M)
—	40	—	27	JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
40	37	34	28	AMY GRANT/Find A Way (A&M)
DEBUT	—	—	29	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
—	40	36	30	RICK SPRINGFIELD/State Of The Heart (RCA)
15	15	19	31	JOHN CAFFERTY & BEAVER BROWN...Tough All Over (Scotti Bros./CBS)
—	39	37	32	DON HENLEY/Not Enough Love In The World (Geffen)
6	13	23	33	MADONNA/Angel (Sire/WB)
22	17	22	34	KIM CARNES/Crazy In The Night (Barking At Airplanes) (EMI America)
BREAKER	35	—	35	FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
DEBUT	—	—	36	BILLY JOEL/You're Only Human (Second Wind) (Columbia)
DEBUT	—	—	37	ANIMATION/Let Him Go (Mercury/PG)
23	23	26	38	BEACH BOYS/Getcha Back (Caribou/CBS)
BREAKER	35	—	39	BILLY OCEAN/Mystery Lady (Jive/Arista)
BREAKER	36	—	40	PAT BENATAR/Invincible (Chrysalis)

N&A Begins on Page 86

ADULT CONTEMPORARY

9	5	1	41	PAUL YOUNG/Everytime You Go Away (Columbia)
7	3	2	2	DeBARGE/Who's Holding Donna Now (Gordy/Motown)
5	4	3	3	WHITNEY HOUSTON/You Give Good Love (Arista)
8	6	6	4	AIR SUPPLY/Just As I Am (Arista)
1	1	4	5	SURVIVOR/The Search Is Over (Scotti Bros./CBS)
2	2	5	6	BEACH BOYS/Getcha Back (Caribou/CBS)
15	11	7	7	AMY GRANT/Find A Way (A&M)
21	14	10	8	DARYL HALL & JOHN OATES/Possession Obsession (RCA)
18	13	11	9	KENNY LOGGINS/Forever (Columbia)
23	18	14	10	DON HENLEY/Not Enough Love In The World (Geffen)
—	21	16	11	SADE/Your Love Is King (Portrait/CBS)
—	22	12	12	KOOL & THE GANG/Cherish (De-Lite/PG)
4	—	9	13	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)
3	7	8	14	MADONNA/Angel (Sire/WB)
19	15	15	15	DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)
25	20	17	16	SISTER SLEDGE/Frankie (Atlantic)
12	10	13	17	BRYAN ADAMS/Heaven (A&M)
6	8	12	18	LIMAHL/Never Ending Story (EMI America)
BREAKER	15	—	19	BILLY JOEL/You're Only Human (Second Wind) (Columbia)
—	24	19	18	KATRINA AND THE WAVES/Walking On Sunshine (Capitol)
—	25	23	20	ROSANNE CASH/I Don't Know Why You Don't Want... (Columbia)
BREAKER	22	—	21	ARETHA FRANKLIN/Freeway Of Love (Arista)
BREAKER	23	—	22	BILLY OCEAN/Mystery Lady (Jive/Arista)
11	17	21	24	BILLY OCEAN/Suddenly (Jive/Arista)
10	12	20	25	HAROLD FALTERMEYER/Axel F (MCA)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week		
10	2	1	1	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
9	7	3	2	DIRE STRAITS/Money For Nothing (WB)
1	1	2	3	STING/If You Love Somebody Set Them Free (A&M)
7	6	4	4	TEARS FOR FEARS/Shout (Mercury/PG)
6	5	5	5	HEART/What About Love? (Capitol)
11	9	6	6	JEFF BECK & ROD STEWART/People Get Ready (Epic)
35	21	11	7	JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
23	14	10	8	PAT BENATAR/Invincible (Chrysalis)
21	16	14	9	COREY HART/Never Surrender (EMI America)
4	4	8	10	NIGHT RANGER/Sentimental Street (Cameo/MCA)
38	29	18	11	STING/Fortress Around Your Heart (A&M)
29	25	15	12	BRYAN ADAMS/Summer Of '69 (A&M)
20	18	16	13	RATT/Lay It Down (Atlantic)
3	3	7	14	SUPERTRAMP/Cannonball (A&M)
22	19	15	15	U2/Three Sunrises (Island)
—	38	27	16	MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
39	34	26	17	R.E.M./Can't Get There From Here (IRS/MCA)
28	27	25	18	RUSS BALLARD/The Fire Still Burns (EMI America)
15	15	17	19	ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)
2	8	9	20	ROBERT PLANT/Little By Little (Es Paranza/Atlantic)
31	28	22	21	BRYAN FERRY/Slave To Love (WB)
8	10	13	22	BRUCE SPRINGSTEEN/Glory Days (Columbia)
25	24	23	23	BOB DYLAN/Tight Connection To My Heart (Columbia)
12	11	12	24	TOM PETTY & THE HEARTBREAKERS/Make It Better (Forget...) (MCA)
24	23	21	25	TALKING HEADS/Road To Nowhere (Sire/WB)
27	26	24	26	HELIX/Deep Cuts The Knife (Capitol)
BREAKER	26	—	27	JOHN CAFFERTY & THE BEAVER BROWN.../C-I-T-Y (Scotti Bros./CBS)
33	30	28	28	GEORGE THOROGOOD & ...Willie And The Hand Jive (EMI America)
52	37	34	29	EURYTHMICS/I Love You Like A Ball And Chain (RCA)
13	13	20	30	HOOTERS/All You Zombies (Columbia)

Complete Tracks Chart Begins on Page 68

BLACK/URBAN

20	15	5	1	ARETHA FRANKLIN/Freeway Of Love (Arista)
4	3	2	2	RENE & ANGELA/Save Your Love (For #1) (Mercury/PG)
10	4	4	3	DeBARGE/Who's Holding Donna Now (Gordy/Motown)
13	10	8	4	CAMEO/Attack Me With Your Love (Atlanta Artists/PG)
2	1	1	5	LOOSE ENDS/Hangin' On A String (Contemplating) (MCA)
11	8	6	6	LISA-LISA & CULT JAM w/FULL FORCE/ Wonder If I Take... (Columbia)
15	13	10	7	LUTHER VANDROSS/It's Over Now (Epic)
17	12	9	8	PAUL HARDCASTLE/19 (Chrysalis)
31	16	12	9	RICK JAMES/Glow (Gordy/Motown)
1	2	3	10	PRINCE/Raspberry Beret (WB)
8	7	7	11	SKIP WORTH & TURNER/Thinking About Your Love (4th & Broadway/Island)
—	37	26	12	WHITNEY HOUSTON/Saving All My Love For You (Arista)
12	11	13	13	DIANA ROSS/Telephone (RCA)
26	18	17	14	STING/If You Love Somebody, Set Them Free (A&M)
—	33	20	15	PATTI LABELLE/Stir It Up (MCA)
—	35	22	16	STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
27	23	18	17	CHERYL LYNN/Fidelity (Columbia)
39	28	21	18	MELBA MOORE/When You Love Me Like This (Capitol)
37	31	23	19	MADONNA/Into The Groove (Sire/WB)
—	37	16	20	FORCE MD'S/Itchin' For A Scratch (Tommy Boy/Atlantic)
—	36	30	21	ATLANTIC STARR/Cool, Calm, Collected (A&M)
36	32	29	22	RJ'S LATEST ARRIVAL/Swing Low (Atlantic)
7	6	13	23	MAZE /FRANKIE BEVERLY/Too Many Games (Capitol)
33	29	25	24	FOUR TOPS/Sexy Ways (Motown)
3	5	14	25	FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
40	30	27	26	PEABO BRYSON/Take No Prisoners (In The Game Of Love) (Elektra)
30	25	24	27	SISTER SLEDGE/Frankie (Atlantic)
—	38	28	28	JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
—	32	25	29	SYSTEM/The Pleasure Seekers (Mirage/Atco)
—	39	30	30	MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
—	36	31	31	9.9/All Of Me For All Of You (RCA)
5	9	15	32	PHIL COLLINS/Sussudio (Atlantic)
BREAKER	33	—	33	KOOL & THE GANG/Cherish (De-Lite/PG)
BREAKER	34	—	34	TINA TURNER/We Don't Need Another Hero... (Capitol)
—	35	—	35	UTFO/Leader Of The Pack (Select)
—	40	—	36	SADE/Your Love Is King (Portrait/CBS)
—	37	—	37	WOMACK & WOMACK/Strange & Funny (Elektra)
DEBUT	—	—	38	ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
DEBUT	—	—	39	GWEN LATHRIE/Padlock (Island)
BREAKER	40	—	40	STACY LATTISAW/I'm Not The Same Girl (Cotillion/Atco)