N 2 D E:

NEW DIRECTIONS IN COUNTRY RADIO

Consultant Joel Raab, guesting for the househunting Lon Helton, challenges some of the assumptions Country radio clings to.

AOR OLDIES: REFRESHING OR ONE-DIMENSIONAL?

Proponents and opponents of the fashionable AOR Gold approach register

Page 48

DEMOGRAPHIC RANKINGS RETURN

Beginning this week, R&R compares Arbitron rankings from last book and this (fall) book in four demographic categories.

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IS RADIO PSYCHED OUT?

News/Talk radio executives debate the usefulness of psychologist talk segments.

IN THE NEWS THIS WEEK

- Casey Keating PD at KPLZ
- Rick Sadle PD at KGW
- Thomas Callahan heads KMOX & KHTR sales
- Chuck Buell morning man at KHTR
- Bill Campbell GM at WSNE
- Philip Giordano Sr. VP at Cap Cities
- Joey Reynolds afternoon man at WNRC
- Jeffrey Gold VP/Creative Services at A&M
- Rick Scarry directs creative development at KMET
- WGCI (AM) goes "Heart & Soul"
- Robb Stewart PD at KSMG
- Steve Block GSM at KJOI Lynn Pendergrass Long GSM
- Chuck Johnston GSM at WSNY
- Rocky Cosgrove GSM at KJET
- REBS Inc. buys ELF Group for
- \$15 Million
- Big Thicket sells to Heritage
- Israel leaves Sky Stations for WGY & WGFM

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NEW UA MATES MUSIC & MOVIES

UA Records President Jerry Greenberg unveils the film-oriented philosophy of his new lahel

Page 38

GROUPS STEP UP FAIRNESS CAMPAIGN

Broadcast groups are mounting new efforts to overturn the Fairness Doctrine. Page 11

NEXT WEEK IN R&R

As we went to press (3/11) some 40 attendees of the annual NRBA Radio Group Fly In were "in the air," going home after their second successful gettogether - picture highlights and facts next issue.

Newsstand Price \$5.00



Note From The Publisher

Last week's "Publisher's Note" triggered a storm of emotion from our friends in the record industry: disappoint-. . anger . . . and confusion.

It is for certain the reaction to last week's issue shows that, for all our effort, we screwed up.

The reference to "us radio types" was clearly insensi tive, because it looked as if we were excluding the record business . . . the true symbiotic partner in the radio/record industry. Not our intention!

We now see the impression was conveyed that we were suggesting radio immediately set out to grab millions of dollars from record company budgets at a time when the labels were focused on designing new strategies. That was not and is not our intention

Clearly our timing was off. We recognize the radio and record relationship is in turmoil; no one is sure of anything except that things will never quite be the same. The last thing those in charge needed to hear was an idea which, if taken to its extreme, would further weaken the foundations of that relationship. Not our intention.

We always stress - but did not last week - the line that says, "Here's one idea . . . one of many, we're sure.

Let us know yours. We'll give you the space!" One thing we've learned this week is the importance of clear and open communications - both ways - with the

- Dwight Case

Winton Buys Gannett Radio Productions

munications has purchased Gannett Radio Productions from Gannett Broadcasting for an undisclosed price. Included in this transaction is the nostalgia/MOR format Primetime Radio, which Gannett purchased from Taft Broadcasting two years ago, as well as several other formats and programs. This move now gives Winton Communications a total of five formats (Winton's AC-oriented Kozy, Big Band, and Easy Listening, plus Primetime and the newly-acquired Classic Country). This transaction also removes Gannett from the program/format syndication busi-

record community.

Winton President Ed Winton told R&R, "This seemed like a really good marriage to both Gannett and myself. There is an old saying that goes 'position in life is everything,' and the posi-

Tampa-based Winton Com- tlon of Gannett Radio Productions made it very attractive to us. We had been in competition with them for awhile; I knew they were good and they knew I was good. We always had a good, friendly dialogue, and in the end it just seemed natural to bring the two together."

Gannett Radio President Joe Dorton commented, "In this business you either need to be big and operate on a volume basis, or be an entrepreneur like Ed Winton. He's spent his life in nostalgia radio, and he is a perfect fit for this kind of situation. He's the kind of guy who will make this a profitable endeavor and make a better product out of it than it's ever

In addition to picking up Gannett's various programming features, Winton also acquired its programming division's cap-WINTON/See Page 4

MANY PROMOTERS WORKING

More Labels Disavow Independents

announced last week that they were dropping or curtailing use of independent promotion firms, in the wake of the allegations by NBC-TV's "Nightly News" February 25 that some promoters have ties to organiz-

The labels were CBS, Poty-Gram, A&M, and Chrysalis. They followed earlier such declarations by Capitol/EMI America/Manhattan, MCA, WEA and Geffen, and RCA/Ar-

The latest statements on indie promotion appeared to leave the companies involved some room to maneuver, however. A&M stated simply that, effective last Wednesday (5), "it had suspended its relationship with various independent promot-ers." The PolyGram declaration referred to "certain individuals" whose services have been terminated, while Chrysalis indicated, "We will limit our use of such promoters as ap-

CBS Records stated that it's 'unaware of any illegal activities involving the domestic independent record promotion firms that we employ," but said

EMI **America** Releases "Hands" Single

EMI America Records will release the "Hands Across America" theme song as a single March 28, and donate all profits from its sales to the charity fundraising effort. Flip of the 45 will be USA For Africa's "We Are The World."

The record will be shipped with an insert which entitles the buyer to a discount on the cost of joining the "Hands Across America" human chain. Each participant is asked to contribute \$10 to stand in line, against which the discount coupon is worth \$2.

Radio stations will receive copies of "Hands Across America" March 26, two days before its planned Good Friday na-tional simulcast via the facilities of United Stations Radio Networks. This world debut of "Hands" will follow the simulcast's broadcast of "We Are The World."

Artist billing on the recording of "Hands Across America" will probably be Voices Of America, according to a spokesman for Ken Kragen. The vocalists are primarily session singers, while the backing musicians include members of Toto. The song was written by Marc Blatte, John Carney, and

"HANDS"/See Page 6

Four more record companies that the company intended to "curtail substantially our use of these services while the various investigations are taking place. and we will reevaluate our position as they proceed."

Indie promoter Jee Isgro, who denied the allegations made about him by NBC (R&R 2/28), has been forced to lay off staff and shutter his promotion husiness for the short-term if not permanently. Fred DiSipio, also named by NBC in its report, could not be reached for comment, and there are uncon firmed reports that he too has closed his promotion firm.

Gray PD At WRKS



Tony Gray

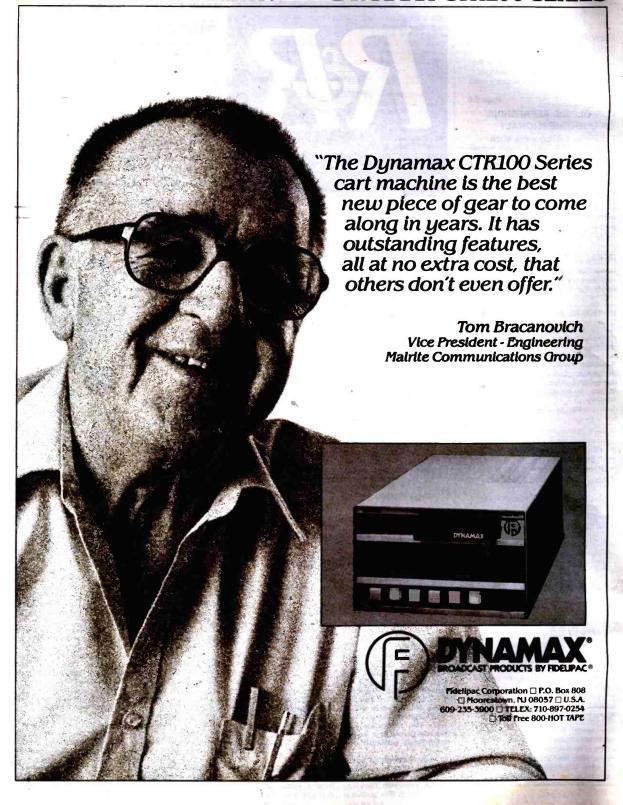
Only four weeks after being promoted from MD to PD at WUSL/Philadelphia, Tony Gray has accepted the PD post at RKO Urban outlet WRKS ("Kiss")/New York, starting sometime next month. He takes over for Tony Quartarone, who WRKS VP/GM Barry Mayo reports as being "away on an official medical leave of absence.

Discussing Gray's selection, Mayo told R&R, "I'm very pro Tony Gray. He's a very able competitor, someone I've known and programmed against for three years. But most important, Tony's one of the few black programmers I've met who has the combination of honesty and integrity, understands the science of this business - research and Arbitron - and is still married to the street '

Grav served 13 months as MD at WUSL prior to becoming PD last month. His programming background includes WDRQ/ Detroit, KMJM/St. Louis, WOWI/Norfolk, and WTKL/Baton Rouge. "To work in New York has been the biggest dream of my career in radio." said Gray. "WRKS is a great station, and I have a tremendous amount of respect for Barry. Leaving Philadelphia is tough, but an opportunity like this doesn't come around very often . . . you've just got to go.

Gray said that he doesn't expect to take a regular airshift but may make an occasional appearance. As for his employ-

GRAY/See Page 4



PAGE THREE

MARCH 14, 1986

RADAR READING ON THE **NETWORKS**

RADAR 32 showed a marked increase in adult network listenership. The full results are examined net-by-net by Reed Bunzel.

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Jeffrey Gold

Gold Upped To VP At A&M

A&M Exec. Director/Creative Services Jeffrey Gold has been promoted to VP. He will continue to oversee the production of videos and packaging graphics, as well as the creation of all advertising and merchandising artwork.

A former record store manager, Gold started at A&M as Assistant to the President and directed the label's Special Projects department before heading the Creative Services wing. A&M President Gli Friesen noted, "In the five years Jeff's been with A&M, he's been s in his efforts, enthusiastic in his support of our records, and has made considerable contributions to the success we're enjoy-

KING KEEPS MORNINGS

Keating Becomes PD At KPLZ

Six-year KPLZ ("K-Plus")/Seattle PD/morning personality Jeff King has announced he will step down April 1 to concentrate on his morning show. Replacing him is former station Production Director Casey Keating, who most recently held a similar post at WYTZ (205)/

King remarked, "It's wonderful: we've reunited Casey with K-Plus and now I get to spend my 90 hours a week working on my show. Casey's goal is to be the station's agent, versus being the boss. It was a tough decision for (VP/GM) J. Shannon Sweatte and me to make, but we knew we eventually needed a fulltime PD and fulltime morning

Campbell **WSNE GM**

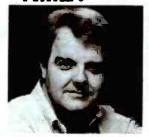
WMEX & WMJX/Boston GM Bill Campbell has accepted the GM post at Beck-Ress Communications' newly-acquired AC outlet WSNE/Providence.

"Beck-Ross and I have put together a long-range plan for WSNE," Campbell said. "The station has a wonderful signal, good people, and a strong name in the Providence market; we intend to capitalize on all of these things. WSNE presents a great opportunity for me, and I plan to grow with Beck-Ross and WSNE during veers to come.

Campbell, who will work closely with company President Jim Champila and Chairman Marty Beck, was GM at WHAS & WAMZ/ Louisville prior to joining Greater Media to introduce WMJX in 1962. He earlier worked in Providence as GSM at WPRO-AM & FM.

HEADS CREATIVE

Scarry Rejoins **KMET**



Rick Scarry

Former KMET/Les Angeles Promotion Director Rick Scarry has rejoined the Metremedia AOR in the newly-created position of Director Of Creative Development.

PD Larry Bruce, who joined KMET last month from KGB/Sea Diego, describes Scarry's role as eeing production primarily, as well as promotion and sales coordination. He's well aware of the history of the station. He brings great promotional creativity, understanding of the marketplace, and, from his recent work with RKO, a national overview of station positioning.

SCARRY/See Page 8

personality. Casey's going to be a great programmer.

Keating told R&R, "Jeff will help me make the transition for my 'virgin voyage' as a programmer

a move which'il help round out my career. Jeff's an incredible morning man, and with his TV show, this move will help him maximize his potential as a personality. I really like Chicago, and although I worked 15 years to get there, I couldn't refuse the chance to go back to work for Golden West and the fine people at K-Plus."

BUELL TAKES KHTR MORNINGS

Callahan Heads **KMOX & KHTR Sales**

The spice efforts of CRS's K MOY & KHTR/St. Louis have been combined into a single operation. Heading up the merged staffs is former KMOX GSM Thomas Callahan. who's taken the new title of Director/Sales

Callahan, who started with CBS as a Branch Manager for CBS Records in Dallas and St. Louis. joined KMOX-TV/St. Louis as an Account Executive in 1962. Shortly thereafter, he moved to KHTR (then KMOX-FM) as an AE and was upped to Sales Manager before becoming KMOX (AM) Sales Manager the following year.

Callahan said, "With a single

sales force we will be better

prepared to service the needs of Giordano **Cap Cities** Radio Sr.



VP/Finance

Philip Giordano

Philip Gierdane has been promoted from VP/Finance & Administration to Sr. Vice President/Finance at Capital Cities/ABC Radio. He will be responsible for the Radio Division's financial planning and reports directly to CC/ABC Radio President James Arcara.

Giordano told R&R, "This is a tremendous opportunity for me, and we all look forward to an even stronger radio division under the leadership of Capital Cities."

Giordano joined ABC in 1972 as Senior Auditor in the company's Internal Audit Department, moving on to WABC-TV in 1974. The following year he transferred to ABC's Corporate Planning Department as a planning analyst, and moved to Chicago in 1976 as Controller for ABC Radio. He later was named Director/Finance & Administration, ABC-Owned FM Sta-

Prior to joining ABC Giordano worked in Internal Audit for Atlan-tic Richfield Oll Co., and also served in the U.S. Army Finance Corps.



Chuck Buell

both stations' clients, being able to offer an unlimited variety of alternatives for their advertising

It was also announced that longtime major-market morning man Chuck Buell, who recently left KRXY-FM/Denver after three years, has signed a three-year deal to handle AM drive for CHR-formatted KHTR. The position had KMOX & KHTR/See Page 6



Sadle PD At KGW

Veteran programmer Rick Sadle, OM at AC outlet KLOK-FM/San Francisco, has been named PD at King Breadcasting's format-leading AM AC station KGW/Portland, beginning March 24. He replaces Mike Dirkx, who's left the com-

VP/GM Alan Mason told R&R, "Rick is a very positive individual who believes he can accomplish anything he sets his mind to. That's real important at KGW because it's a strong station that's yet to realize its full potential. Rick is so creative, and his openness to new ideas will bring this team together stronger than it's ever

Sadle, a 20-year broadcaster with an extensive production background, worked at KLOK-

SADLE See Page 8

Reynolds Takes WNBC Afternoons

Reynolds has been named to replace Howard Stern (now morning man at crosstown AOR WXRK) as afternoon drive personality at WNBC/New York.

VP/GM John Hayes said, "Joey Reynolds is funny, quick-witted, conversational, and very engaging. He's a bona fide trailblazer in the area of personality radio, and his unique style is extremely compatible with the personality profile of WNBC.

Revnolds commented, "To me, NBC stands for 'Nothing But Cornedy,' and it's been my lifetime goal to work here. WNBC is the only

WGCI (AM) **Switches To** "Heart & Soul"

Gannett's WGCI (AM)/Chicago has announced plans to discontinue locally-originated Black oldies programming in favor of Satell Music Network's "Heart & Soul" Black oldies presentation, heginning March 30.

WGCI-AM & FM OM Richard Pegue explained the decilion as "based on the failure of AM music radio in this city to recuperate, or do anything worthwhile numbers-wise." The move to satellite may be the final chapter in WGCI's long local history, as the station, formerly known as WVON ("Voice Of The Negro"), was recognized as a major force in Black radio there WGCI/See Page 6



Joev Revnolds

place anybody who wants to do cornedy should work."

Regarding his comedy style.

Joey said, "I like to think that what I do is to hold a mirror up to the audience and reflect whatever is go-ing on out there. From politics to music, I'll take a poke at anything as long as it doesn't hurt anybody. I'll be going out on the streets for live remotes, taking listener phone calls, I'll even do windows. Whatever it takes. Joey Reynolds is go-ing to rediscover New York."

Reynolds was most recently at WFIL/Philadelphia, where he was doing morning drive for a year and a half. Previously he has been involved with consulting and air work at stations including WHTZ/ New York, WAVA/Washington, WHYT/Detroit, KRTH/Los Angeles, and CHUM/Tureste.

Reynolds began his career as a teenager in Buffalo doing overnights at WWOL. He then joined WKBW, scene of many of his most celebrated exploits, as nighttime personality.



Steve Block

KJOI Enlists Block As GSM

Steve Block has joined Easy Listening KJOI/Les Angeles as GSM. He comes to the station after 17 years with Eastman Radio, Inc., during which time he was VP/ Manager of the San Francisco office and served on the firm's Board of Directors

Commenting on his appointment, Block told R&R, "I'm just happy to be part of what is already a fantastic team. According to the latest Arbitrends, KJOI is the number two radio station in the number two market so starting there is really exciting. And with Carl Hirsch coming in, I think there's going to be more excuence."
The future looks bright." ng to be more excitement for us.

Grav

Continued from Page 1

ment contract, Mayo quipped, "I'll tell you: Tony's making \$15,000 a year. I've never, ever paid anybody that much, but for someone of his stature, I think it's worth it." Gray added, "It's a great contract, and financially puts me in a position I've always wanted to be in. It's for more than a year, and takes me into six figures for the first time in my career, so I'm happy."

CARSON HEADS RETAIL SALES

Cosgrove GSM At KJET & KZOK

Sterling Recreation Organization
AOR combo KJET & KZOK/Seattle has created two new sales management positions. Upped to GSM is T.F. "Rocky" Cosgrove, who joined the stations as Local Sales Manager in June 1984. His background includes five years with CBS, including three years as

San Francisco Sales Manager for CBS-FM National Sales.

The new Retail Sales Manager is Matt R. Carson, who joined as an Account Executive in January 1984. Congrove will retain some of his LSM duties, with the rest handled by Carson.

Vice Platinum



track LP (although the album has since hit the four-million mark). Pictured (i-) are "fice" associate producer Fred Lyle, co-exec. LP producer Danny Goldberg, MCA Records President Integ Azoff, show's producer Michael Mann (who was also co-exec. LP produced), and MCA TV President Robert Harris.

Paimer Pops By Atlantic



nd's Robert Palmer visited the label's distributor, Atlantic/Atco, in New York. Pictured (I-r) are Island President Charly Prevost, Palmer's manager David Har-per, Alco GM Margo Knesz, Palmer, and Atlantic Exec. VP/GM Dave Glew.



Lynn Pendergrass Long

WEZB Names Long GSM

EZ Communications has promoted WEZB (B97)/New Orleans Sales Merchandising Director Lynn Pendergrass Long to GSM, replacing Fred Standridge, who

GM Marc Leunissen told R&R. "Lynn's been here for quite some time, and with her background as an account executive in advertising agencies, in local radio sales, and for the past six months in the unique position of Sales Merchan-dising Director, has been instrumental in generating a lot of business already for us. She's a great person, and will take com-

mand of the sales department." Long said, "With a soft economy in New Orleans right now, we are going to have to work hard. We are the innovator in special merchan-dising and value-added radio, and plan to maintain our edge in this area. This, combined with a great on-air product, will help us to stay on top.

Six-year sales staffer Maggie Williamson has been promoted to Sales Merchandising Director.

Winton

Continued from Page 1 ital investments and equipment. Winton has also absorbed GRP's staff, and is planning to expand its format consultancy division.



Stewart New KSMG PD

After a year as PD at WRKA/ Louisville, Robb Stewart has ac-cepted the same position at KSMG

copted the same position at KSMG (Magic 185)/San Antonio. He replaces Len Thomas, who's taken the morning drive position at WARM-FM/Atlants.

KSMG VP/GM Jack Cellins told R&R, "We scoured the countryside to find the best possible PD, and Robb came out clearly as our first choice. He did very well at WRKA and WRAL/Raleigh, and has previous experience in San Antonio. I can't think of anyone more deserving and qualified."

Stewart said, "This was too good to resist, as Jack and (owner) American Media have laid the foundation for a great station. KSMG has a lot going for it, and there's no reason why if shouldn't rise to the top. People are the key

rise to the top. People are the key ingredient, and some of the best ones in the market are already

KSMG, formerly low-power KWED/Segula, debuted in San An-tonio a year ago. Collins added, "Previously, KWED rarely showed up in the San Antonio book. We built new studios and put an antenna on an existing tower to become a full-market station."

Stewart was PD at WRAL for two years prior to Louisville. Before that he programmed KITY/ San Antonio and worked for a short time at neighbor KLLS.

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WESTWOOD ONE
WWW PRESENTS

In the Ren



SUPERSTAR CONCERT SERTES

will be rockin' down the house with Loverbox in an exclusive performance airing the weekend of Saturday, March 29, over more than 450 Westwood One Radio Network attiliates throughout North America. Westwood One's mobile studios recorded the Canadian quintet in LaCrosse. Wisconsin during the first stages of the band's 1986 world tour. And Loverbox band members Paul Dean, Mike Reno. So off Smith, Mait French and Doug Johnson were more than equal to the task, delivering an exciting 90 minute performance that includes such classics as "Turn McToose". "The Kid Is Hot Tought," "When It's Over," "Queen Of The Broken Hearts," "Host Girls In Love" and the title track from their most recent UP, Lorin' Leex Minute Of It, you and your listeners will love every minute of Foverbox, the latest exclusive from the Superstar Concert Series, bringing you radio's hottest concerts all sear long!

Brought to sou by



"Hands"

Continued from Page 1

Larry Gottlieb. Producer is Humberto Gatica.

Last year, EMI America released "Dancing In The Street" by Mick Jagger & David Bowie, proceeds from which went to the Live Aid fundraising drive.

"We Are The World" Allocations

Meanwhile, USA For Africa has released a full report of the money carned, spent, and allocated in connection with its one-year-old hunger relief program. Royalties from sales of the various "We Are The World" releases since last January, when the all-star charity recording was made, totalled \$32.7 million up to January 31 this year.

Further income came from direct public support (34 million), merchandising income (33.4 million), and TV licensing fee (33.1 million) for a total of \$44.6 million, including \$1.4 million in interest income. The USA For Africa Foundation's overhead expenses came to \$770,000, 1.3% of income.

Of the funds, nearly \$19 million — some \$2 million more than was originally projected — has been spent or allocated for immediate African relief. Recent decisions by the organization's board of directors have resulted in the commitment of \$24.5 million to longterm African recovery and development projects. More than \$600,000 has gone to various health, hunger, and social programs in the US. Specific breakdowns of the sums allocated in these categories are contained in the report.

The foundation's original goal, upon which expenditures have been based, is the collection of \$50 million. Comments USA For Africa Exec. Director Marty Regel, "From the beginning, we have put a high priori-

Martell Magnates Meet



Top label executives gathered in Beverly Hills for the West Coast tickoff kincheon of the 1986 T.J. Martell Foundation campaign. Pictured (I-I are ditiner chairman/Owest President Herold Childs, Foundation President Tony Martel, East Coast dinner chairman/PICA President Elliott Goldman, 1986 honoree Quincy Jones, West Coast dinner co-chairman/WB Chairman No Gath, Foundation Chairman Floyd Gilhert, West Coast co-chairman/MCA President Inving Azolf, and dinner serie. vice-chairman/CBS Records Group President Walter Yeshistoff.

ty on being completely accountable to the public — whose generosity has made this entire effort possible — for every dollar we receive."

The "We Are The World" single and album were released worldwide by CBS Records.

WGCI

Continued from Page 3

for many years.

As a result of the changes, personalities Herb Kent, Irene Mojica, and Barbara Stanek will be leaving the station. Stanek is joining AC neighbor WLAK for evenings, while Kent and Mojica are seeking new employment.

UA Celebrates Rebirth



United Artists Records celebrated its new CBS-distributed incarnation with a party at UA Corp. Chairman Jerry Weintraub's home in Beverly Hills. Pictured at the reception are (I-) CBS Records Group President Water Yestinkoff, UA Records President Jerry Greenberg, Weintraub, and CBS Records Division President All Teller.

Johnston Joins WSNY As GSM



Chuck Johnston

WBNE/Columbus Account Executive Chuck Jehnston has accepted the GSM opening at AC competitor WSNY. That position was last held by Skip Bednarczyk, who recently became GSM at WAIA/Miami.

Johnston's beickground also includes five years in sales management with Taft Broadcasting at nearby WLVQ and WTVN, as well as WGRQ/Buffalo. WVKO & WSNY VP/GM AI Fetch recognised Johnston's local knowledge, praising him as "aggressive, with an excellent reputation within the Columbus advertising industry."

KMOX & KHTR

Continued from Page 3 been covered on a fill-in basis for a month since Teen Kelly left to become News Director at WNCI/ Columbus.

PD Dave Robbins told R&R, "Chuck is one of the most creative pros in the business, and it's one of those dreams to get a heavyweight personality like him working with sea."

Prior to KRXY-FM, Buell spent five years at competitor KIMN, and earlier worked at KFRC/San Francisco and WLS/Chicago, as well as a previous stint with KIMN. "It's always refreshing to find those rare people who know and like radio and are concerned about the people that work for them," Buell said. "The attitude here just sparkles. This a pro group, a team that works to work and win."

Former KHTR sales executive Rich Gray becomes National Sales Manager for the combo.

Why WBNS Radio's cartridge tapes sound better than yours

C olumbus, Ohio Radio Station WBNS has found the permanent cure for inherent cartridge tape problems: the Harris Phase Fixer audio time base corrector.

Ron McGrew of WBNS explains. "We needed this device 20 years ago. The Phase Fixer gives us consistently clean sound on every tape in the rack. No matter how much repeat play and abuse they're subjected to.

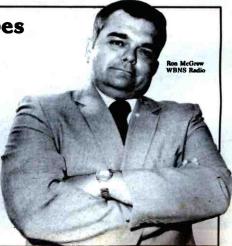


tapes sound perfect and flutter-free. There's no high frequency loss, and phase error is totally eliminated. After several months of using the Phase Fixer, I must say that Harris, once again, has a winner."

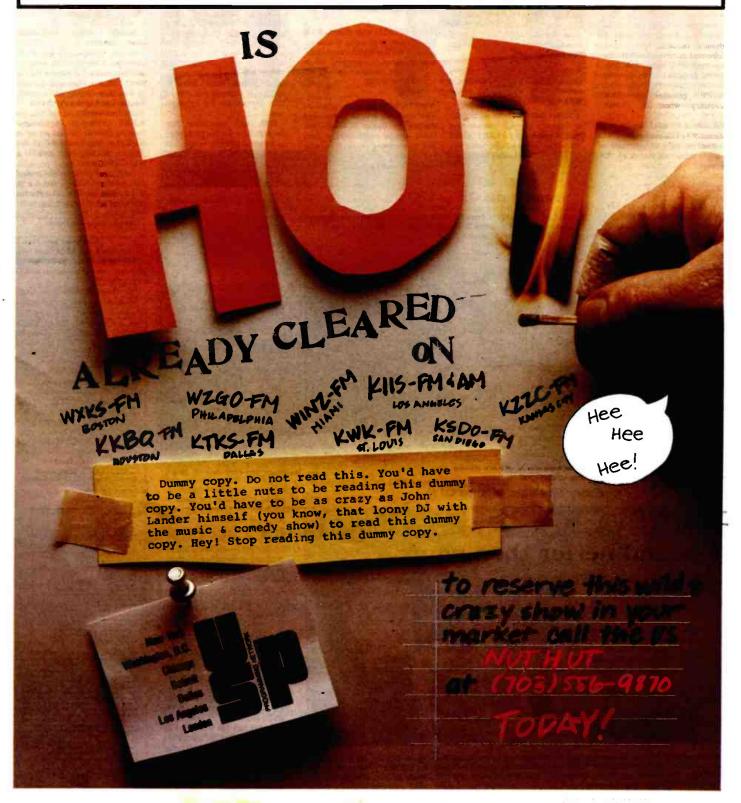
Your programming may be flawless. But performance problems develop in every cartridge tape. Don't enter the ratings war unarmed. The Harris Phase Fixer gives you a competitive edge. For more information, contact Harris Corporation, Broadcast Group. P.O. Box 4290, Quincy. Illinois 62305. (217) 222-8200.



For your information, our name is Harris.



JOHN LANDER'S HIT MUSIC USA



NEWS IN BRIEF



Howard Trickey Steve Perun

e HOWARD TRICKEY, a 35-year broadcaster, is named Director/Radio Division of Broadcast Media Services, a Tampa-based management company involved in acquiring, financing, developing, and constructing radio/TV stations. Trickey will oversee the BMSI-managed stations, including WKWF & WALKey West and KAYC & KAYD/Beeumont, TX.

● R. GREG HOWELL has been appointed PD of Country outlet KNAX/ Freeno. Howell, a 17-year radio veteran, is known on the air as "Doc Roberts."



ark Huffman Frank Proven

STEVE PERUN, PD at KBEQ/Kansas City, will now also be responsible for overseeing the programming Capital Broadcasting Co. sister station WKEE-FMHuntington, WV.

e JIM THOMPSON, most recently GM.at WMVP & WZUU/Milweukee, is nemed GM at Nostalgie-AC combo WXAM & WQXY/Beton Rouge.

TERRY DANNER is named Director of Research for RKO Radio in New York. A member of the RAB's GOALS Committee, she previously held a similar post with Doubledey Broadcastins.

 MARK HUFFMAN, Assistant Managing Editor/Programming of the AP Radio Network since 1982, has formed Media-Max, a production and syndication company producing/distributing long/shortform radio programming and TV programming/commercials.

• FRANK PROVENZA has been promoted to General Manager at Surrey Broadcasting's KDZA & KZLO/Pueblo, CO. A Pueblo native, Provenza joined KDZA in 1989 and advances after holding on-air, production, and programming positions.

e 808 SPENCE, most recently PD at WQXA/York, is returning to Charleston, WV as PD at WVSR. He previously programmed crosstown AC WVAF (V100). Red Hampton remains Assistant PD at WVSR.

• MMRTA JARA has been promoted from Research Analyst to Research Director for Group W Redio. Her duties include coordination of seles and programming research, acquisition analysis, and lisison work with outside research services.

Independents

Continued from Page 1

Indies Working Other Formats

Other indies contacted by R&R said that they are working an unmber of major-label (and smaller-label) projects in AOR, Country, and AC formats. In addition, there are reports that certain indies are continuing to work quietly in CHR, the format which NBC-TV claimed was most plagued by payola.

Country independent Gene Hughes said that he is handling a couple of releases for one major, while other projects are now being paid for by artist managers and music publishers — a move to which Chart Attack's Stan Byrd likewise alludes — although this doesn't fully compensate for lost busi-

Both voice resentment that the activities of a few promoters - in other formats - who are supposedly involved in payola should lead to a blanket indictment of their profession, and subsequent cutbacks. "In the long term, I don't know what I'm going to do," says Byrd. There is a need at radio for country indies as a reliablé source of information. But it's too early to tell whether this is a permanent situation. We'll probably know better in a couple of months '

Weeding-Out Process?

AOR indie Michael Papale notes that promotion exces at certain companies who cut back have been "so good" in calling on managers and artists to support and maintain his services. He confirms that the suspension is not across the board, while suggesting that labels may return to normality in a few months with the best indies — "and this may weed out the people who perhaps shouldn't be in this in the first place."

this in the first place."
Comments indie Beth Rosengard, "In the short run, I'm OK because there are some majors as well as some smaller labels who didn't drop everyone, and there are managers who have picked up some of the slack — although that's not going to support all of us in the long run. It's just an injustice that supposed abuses of a few are affecting us all. But I'm feeling better than I did last Tuesday when it looked as if five years of hard work was falling apart."

Sadle

Continued from Page 1

FM for three years. He previously served as Operations Director /Creative Director at Metromedia's KMET/Los Angeles, and before that was Creative Director/Anst. PD at then-AOR sister outlet KSAN/San Francisco. A Eugene native, Sadle remarked, "I'm in up to my neck and I'm loving it. I've been saying that the innovation in the next few years will come from AM radio. With a company like King and a staff like KGW's, we'll have a good shot

Scarry

Continued from Page 3

Scarry told R&R, "My priority is to make the production and promotion departments top-of-the-line. I was here during the glory days, when KMET had a 6.4 because of an incredible understanding of its audience and how to relate to it.

"The station lost track of where the city and its audience were going, and has been inconsistent over the past few years. We're going to reestablish the feeling that KMET is Southern California's radio station, one that people can feel a part of and identify with."

Scarry, a 20-year radio career man, most recently headed RKO's National Creative Development, creating promos and imaging statements for RKO radio stations since Dec. '85. Earlier he was PD at KHJ/Les Angeles from 1983-85, KRTH/Les Angeles Production Director/personality in 1982-83, and KMET Promotion Director/personality 197-82. He also served as KGHL/Les Angeles PD, KDAY/Les Angeles morning man, and PD at KUDU/Vesters.

Scarry will be the main production voice for KMET, and his job will include the duties of a Production Director. However, the station will retain a fulltime Promotion Director, Kellie Castruita.

STAFF

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Racio & Records is published every Friday for \$215 per year or \$400.00 for fourly indiscriptions, to per year or \$400.00 for fourly indiscriptions, to per year or \$400.00 for fourly indiscriptions of the second o



Tepper Visits Oz



CBS Associated artist Ozzy Osbourne and Scotti Bros. 'Robert Tepper had a friendly encounter recently. Pictured at the meeting are (i-i) Osbourne, his manager Sharon Osbourne, MTV's Roberts Cruger, Tepper, E/P/A's Harvey Leeds, and Tepper's manager Vicky Germaine.

Every Platinum Minute Of It



Loverboy recently received Canadian platinum awards from CBS for the "Lovin' Every Minute Of R" LP, the group's fourth consecutive Canadian platinum abum. Pictured (ir standing) are group's Paul Dean and Matthew Frenette, co-manager Bruce Allan, CBS International VP Joe Senkiewicz, group's Scott Smith, and CBS Canada VP Don Oates; (ir kneeling) group's Mitre Reno and Doug Johnson.

8/R&R FRIDAY, MARCH 14, 1986

FM THE AME



THE Q MORNING 200 KKBQ HOUSTON

(left to right) 93 Q Mascot Tookie Bird, John Lander, Jackie Robbins, Cleat Dumpster, John Rio and Lou "The Panther of Love" Walton

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LIVE FROM





On Wednesday, March 26, the Westwood One Radio Networks join MTV to present the MTV/Miller High Life Spring Break Concert, an exclusive 90-minute stereo simulcast starring The Starship and Mr. Mister in concert from Daytona Beach, Florida. This very special event, scheduled to begin at 10 p.m. (EST), captures the flavor and enthusiasm of this perennial pilgrimage of vacationing college students with a performance showcasing two of rock in rolls brightest attractions. The Starship, the very successful continuation of a musical legacy that began in the 1960s with the Jefferson Airplane, broke through big again in 1985 with Knee Deep In The Hoople, which features the top-selling singles "We Built This City" and "Sara." Mr. Mister hit the charts in 1983 with their debut LP, I Wear The Face, and have continued that momentum with their Welcome To The Real World LP, which includes the chart topping singles "Broken Wings" and "Kyrie." Its a rock in' roll party you won't forget — The Starship and Mr. Mister at Spring Break in Daytona Beach, presented exclusively by MTV and the Westwood One Radio Networks.





WASHINGTON REPORT

BROADCAST GROUPS APPEAL

Fairness Doctrine Battle Moves To Federal Court

Broadcast trade groups and news organizations stepped up their campaign against the Fairness Doctrine last week. They asked the U.S. Court of Appeals to order the FCC to stop enforcing the doctrine and begin steps to abolish it.

The doctrine, which dates back at least to 1949, requires stations to air opposing viewpoints on "controversial issues of public importance." It has no bearing on candidate access to the airwayes. which is covered by other FCC

In their brief, RTNDA and 11 other groups cited a long list of

reasons for ditching the doctrine:
• An FCC finding last August that the doctrine inhibits free speech by scaring broadcasters into avoiding coverage of controversial issues. The Commission deferred to Congress on whether to repeal the doctrine. But the petitioners say the FCC has no right to enforce rules it admits are wrong.

· A radio and TV explosion that

assures many viewpoints will have access to the airwaves. In 1949 there were 2615 broadcast stations. In 1985 there were 10,974.

· The growth of other media such as cable TV, low-power TV, satellite master antenna systems, multi-point distribution services, pay TV, direct broadcast satellite (DBS), and videotext.

. The contention that any intervention at all in the editorial proceas "inevitably lends itself to government abuse."

· The lack of any evidence that Congress ever specifically approved the Fairness Doctrine.

· Questions about whether the doctrine violates the First Amendment guarantee of freedom of All Complaints Hurt

Even a frivolous fairness complaint to a government agency with licensing powers can have an in-hibiting effect on broadcaster speech," the petitioners charged. 'As the GM of one station put it, broadcasters 'suffer, whether right or wrong, only because they have been accused.

Joining RTNDA in its suit are NAB, CBS, Gannett, Gaylord Breadcasting, Meredith Corp., Multimedia, NRBA, Post-Newsweek Stations, Society of Professional Journalists, Tribune Broadcasting, and the Freedom of Ex-

Another case that could topple the Fairness Doctrine is also in the courts. Meredith Broadcasting is appealing an FCC finding that WTVH-TV/Syracuse violated the doctrine with one-sided coverage of a nuclear power referendum.



INORITY FOCUS — The FCC Commissioners recently held a daylong 'en banc" meeting to explore ways of increasing minority broadcast own ership, and helping minority stations attract more edvertising. Among those testifying were four representatives of the National Association of Black Owned Broadcasters (left to right): Pierre Sutton, Inner City Broadcasting; Gene Jackson, Unity Broadcasting; Jim Hutchinson, Inter-Urban Broadcasting; Ragan Henry, NewSystems Group.

NEWS BRIEFS

NAB Demands Private Line Rate Cuts, Refunds

Going back on the offensive against 1985 private line rate hikes that averaged 390% for radio stations. NAB has asked the FCC to roll back the rates and order refunds to stations that were overcharged.

NAB called the increa sonably high and unjustly discriminetory" and accused the phone companies that imposed them of utterly falling to justify them. The Commission should specify exactly what justification it wants from carriers in future rate proceedings, NAB advis-

NAB repeated past arguments that the rate hikes have forced stations "to eliminate or cut back on local or public service programming, including vital weather and news reports, religious services, and coverage of community

Stations Asked For \$400 In ASCAP Battle

The industry committee that negotiates music licensing rates warns stations that unless they each chip in \$400 immediately, "you will be left on your own to deal individually with ASCAP and BMI

in what it called an "emergency action request," the All-Industry Radio Music License Committee sent thousands of mailgrams last week seeking funds to finance its federal court fight against ASCAP's proposed 18% rate hike

Noting that only 2000 stations now support its efforts financially, the committee said, "Seven thousand radio stations do not realize that without this committee, ASCAP will get the rate increase they have demanded and, in

the future, there will be no real opposition to further increases.

Study Savs SCAs **Don't Hurt Ratings**

Using an SCA or subcarrier appears to have no bearing on an FM's ratings and merket rank, according to a study by Waters Information Services of

Binghamton, NY. The survey examined fall 1985 Arbitron data for 324 large market stations - 43% SCA users and 57% non-users.

The study concluded there is "no significant difference" between the median market rank of ninth for SCA users and tenth for non-users. The project was aimed at delving into the

feer - apparently unfounded - of many broadcasters that using an SCA will hurt their loudness or cause in-

Waters concluded, "The results of the study show that SCA use or nonuse is not an important determinant of merket poeition "

Other Key Developments:

. The FCC this week (3/13) is expected to eliminate its rules on fraudulent billing and network "clipping," and to clear the way for stations in the same market to engage in joint sales efforts and pricing.

DALLAS, APRIL 12-16

NAB Convention Eyes Radio's Bottom Line

Although the official theme of next month's annual NAB Convention in Dallas (April 12-16) is "Tuning in America" - stressing community service - a key focus will be helping radio stations boost revenues.

NAB plans to unveil a major study for radio, "MegaRatet: Get-ting Top Dollar for Your Spots." Through extensive research of "rate-aggressive" broadcasters, the study by Bill Moyes and the Research Group seeks answers to stions such as:

· How and why do some stations get the highest cost per thousand in their markets?

• What pricing strategies do "rate aggressive" stations follow?

· How does "demand curve pricing" apply to radio?

Programming Excellence

Another radio highlight is a Saturday afternoon session, "Radie In Search of Programming Excellence." Following up on its ex-cellence study of last year, McKinsey & Co. will concentrate on three of the stations singled out in 1985 as among the best-run in the nation: KIIS/Les Angeles, KOSI/Denver, and WGN/Chicago. The GMs and PDs of all three stations will be



Warren Burger: Addressing NAB

joined in a panel discussion by veteran programmer Rick Sklar. Other convention features:

· Over 300,000 square feet of exhibits by nearly 700 vendors

• 60 radio sessions, including a

packed day of Saturday panels.

 Numerous panels stressing radio sales, management, and station acquisition

· A full schedule of engineering

 An emphasis on continued station involvement in the fight against alcohol and drug abuse

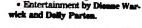
Attendance by 25 members of

Congress, but few key committee chairme

· A radio luncheon address by creative legend Stan Freberg

• A Wednesday address by me

dia critic and Supreme Court Chief Justice Warren Burg





CONVENTION CHIEFS - Co-Chairmen of next month's annual NAB convention in Dates are the Vice Chairmen of the association's TV and Radio Boards, Peter Kizer of Broadcast Communications of America and Bev Brown, KGAS/Carthage, TX.

TRANSACTIONS

REBS Inc. Buys ELF Group For \$15 Million

REBS Inc. of Bath, ME, owned largely by former radio newscasters, hea bought the six-station ELF Communications radio group for \$15 million. Stations involved in the acquisition are WLRO-AM & FMF-rankfill (Neshville), WYOK & WLTE/Birminghams, WNOX/K noxville, and WNKX/Clinton. TM.

REBS also owns WIBX & WNYZ/ Utlos, NY and WJTO & WIGY/Bath, ME. President of REBS is Riohard James, a former ABC Radio News correspondent. Other principals are his wife, Earlene; former WGNI/Chicago naws anchor Steve Hunter; John Roberts, who hosted RKO's "Nighttime America" under the name Bob Dearborn; William Bresnen; and Devid Layfield.

James said REBS is still seeking other properties, and will soon move its headquarters from Maine to Nash-ville. The President/CEO of ELF Communications, which has no other broadcast interests, is John Lask.

WLRQ-AM & FM simulcast a Country format on 1430 kw with 5 kw days/1 kw nights; and 100.1 MHz with 3 kw at 1200 feet, respectively. 50 kw daytimer WVOK has an AC for-

met on 690 kHz. WLTB offers a light AC formet on 99.5 MHz with 100 kw at 870 feet, WNOX airs Country on 990 kHz with 10 kw. WNKX is also Country, with 3 kw at 1840 feet on 95.3 MHz.

Las Vegas Gets Ninth FM

The FCC has assigned the frequency 107.9 MHz to Las Vegas as its ninth FM assignment. Applications for the channel will be accepted between April 18-May 19.

KKQV/WICHITA FALLS, TX PRICE: \$1,060,000

PRICE: \$1,050,000
BUYER: SunGroup, Inc., which also
owns WERC & WKXX/Birmingham;
KEAN AM-8-FM/Abilishs, TX; and
KYKX/Longview, TX.

SELLER: Sunshine Radio Company, a subsidiary of American General Media Co.

DIAL POSITION: 103.3 MHz POWER: 100 kw at 440 feet FORMAT: CHR



SMALL MARKET ACQUISITIONS — How to buy radio stations in small markets was the topic of a seminar apensaired last week in Atlanta by NAB. Parelleta (i-f) included John Sanders, Frazier, Gross & Kadies; David Schutz Communications Capital Group; E.L. Pearce, Chepman Associates; Barry Stitdelary, New York attorney; Tan Menowsky, KNZS & KOWK/Pittsburg, KS; and Matt Leibowitz, Leibowitz, Spennoer & Freeman.

CALL SIGN CHANGES

Buffalo, NY; WGR-FM to WRLT (effective 3/6) DeLand (Deytone), FL; WELE-FM to

WOCL (requested)
Grand Rapids, MI; WXQT to WKTH
(3/17)

Houston; KLEF to KJQI (change set saids)

Indianapolis; WNAP to WEAG (requested)
Lubbock; KFYO-FM to KZN-FM (3/27)

Milwaukee; WZUU-FM to WOMM (3/23)

Big Thicket Sells To Heritage

Big Thiobet Broadcasting is transtering all of its eight stations to Heritage Broadcast Group for \$3.2 million. Properties being acquired are KYYL-AM & PIMTyler, TX; KRKK & KQSW/Reck Springs, WY; WELO & WZLQ/Tupelo, NID; and WAAX & WGEN/Gadeden, AL.

Principals in Heritage are Big Thicket's current President, Bed Polacett, and James Culten, who owns part of Prime Cable Corp. of Austin, TX.

Big Thicket's majority stockholder is Richard Beauchamps. Other principals are Polacek and KTYL GM Henry Kane.

WGIV/CHARLOTTE

PRICE: undisclosed BUYER: Suburban Radio Group, which also owns WPEG/Charlotts; WSTX-AM & FIMSE. Croix; WCGC/Belmont, NC (an AM station sharing coverage area with WGN; therefore, Suburban will file for a duopoly walver); WYV/Filescheburg, VA; WYNR & WPFQ/Reunewick, GA; WJJJ/Christiansburg, VA; WEGO/Concord, NC; WOIX & WORQ/Orangeburg, SC; and WSVM/Valdees, NC.
SELLER: Founders Communica-

Mons DIAL POSITION: 1600 kHz POWER: 1 kw FORMAT: Black

KBRO/BREMERTON, WA PRICE: \$1.4 million BUYER: Everest Broadcasting SELLER: Singham Broadcasting which retains KHIT/Seattle. DIAL POSITION: 1490 kHz POWER: 1 kw FORMAT: AC

KSOJ/FLAGSTAFF, AZ PRICE: \$480,000 cash plus

\$110,000 in assumed equipment leases.

BUYER: Mountainsire Broadcasting,

Inc., a limited partnership with no other broadcast interests, managed by Richard Wodrich. SELLER: Hervest Ministries, Ltd. DIAL POSITION: 93.9 MHz POWER: 100 kw at 1510 feet FORMAT: Christian Contemporary BROKERS: Blackburn & Co., Kalil &

Israel Leaves Sky Stations For WGY & WGFM



lannia larani

Sky Stations President/COO Dennie Israel has resigned in order to secume his new plost as General Partner of Empire State Radio Pertners' newly-acquired WIGY & WGPMRSohanestedy. The transaction on the properties, which were purchased from Sky last November, is expected to close March 17.

terset, who worked with the Sky Stations for seven years, will be retained by the company as a consultant. He seld, "I went to continue doing what I do best: acquiring stations, running them, and making money for our partners. We now have our own vehicle for accomplishing this, and I want do thank (Sky principals). Jehn Foster and fifthe Cennetty and their associates for their encouragement as we start out on our own."

KRRZ/FARGO

PRICE: \$1.2 million: BUYER: Communication Properties, Inc., owned by Phillip Kelly and Richard Veight. CPI also owns KATE & KCPMAIbert Lee, Milk, KFGO/Feec; and WDBQ & KLYB/Dubuque, IA. R has sold WWFL/Green Bay, pending FCC approximations.

SELLER: Red River Limited Partnership, headed by President F. Gordon

DIAL POSITION: 101.9 MHz POWER: 100 kw at 846 feet FORMAT: AC BROKER: Blackburn & Co.

WFTL/FT. LAUDERDALE PRICE: \$1.53 million

BUYER: King Broadcasting Company, owned by Paul Bronetein and Benjamin Panter. It has no other broadcast interests.

SELLER: Channel Communications, owned by Arneld Bloom and Merk Wilden, with additional interests in WICE/Neerin Pt. Byers, FL and WICE/Merin Pt. Byers, FL and WICE/Merin Pt. Byers, FL and PCWER: 1 kw POWER: 1 kw

WMER & WJBQ/ PORTLAND, ME

PRICE: \$2.24 million, of which \$350,000 is a noncompete pact.

BUYER: Porter Communications Bystems, owned by Winslow Porter. It also owns WKSE/Niegra Falls, NY and WMYF & WERZ/Exster, NH.

SELLER: Chandler Broadcasting, owned by John Brids. It also owns WMSA/Ambridge, PA and part of WKSA/Elleworth, ME.

DIAL POSITION: 1440 kHz; 97.9

POWER: 5 kw; 30 kw at 500 feet FORMATS: News/Talk; Classic Hits

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Audience Recall	high	declining
Price	inexpensive	very expensive
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EARLY 1986 CLOSINGS:

KPOM-TV	Fort Smith, AR	\$6,362,000
KIIZ/KIXS	Killeen, TX	5,750,000
WJYA-AM/FM	LaGrange, GA	5,000,000
KSRN-FM	Reno, NV	2,100,000
KMLB/KWEZ	Monroe, LA	1,700,000
WVTY-AM/FM	Dunedin/ Holiday, FL	1,700,000
KAYC/KAYD	Beaumont, TX	1,537,500
KBHV-FM	Spanish Fork, UT	1,400,000
WJPD-AM/FM	Ishpeming/ Marquette, MI	-1,000,000
WKWF/WAIL	Key West, FL	975,000
WESL-AM	East St. Louis, IL	700,000
WQIN-AM	Lykens, PA	575,000
KBBB/KDXR	Borger, TX	450,000
WRCI-FM	Midland, MI	340,000

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High Tech Time **Theft**

Face it. Nobody really knows what those folks in the computer department are doing all day. But just in case the boss decides to look over your shoulder while you're hanging around the steno pool or water cooler, or otherwise doing "government work," you can now purchase a software program entitled "Look Busy."

For 20 bills, you get an easy-to-load program that displays a completely meaningless spreadsheet, translates it into an equally useless animated graph, and ultimately delivers a project schedule that explains why things never get done.

The magazine infoWorld also notes that if this bogus software is successful, two more phony programs "Look Organized" and "Look Intelligent" - are already on-line.

The United Tastes Of America

ada that claim their product has "a distinctly American taste" or "a taste uniquely American." Well, did you ever wonder exactly what particular foods and beverages tickie America's taste buds most?

According to a survey quoted in "National Restaurant News," there are no easy answers, as Americans express strong regional preferences. Heroes or submarine sandwiches may be number one in New England or the mid-Atlantic regions, but in the East North Central chili reigns supreme. Mashed potatoes set mouths watering in the West North Central region, while breakfast sandwiches are tops in the South Atlantic and vegetable platters are favorites in the East South Central area

Mexican Food is Hot

Meanwhile, way out in the West South Central, Mountain and Pacific regions the hot cutsine is Mex-



ican, with enchiladas, tacos, and burritos the respective tummy

stuffers of choice. Although 34 different foods rated in the top five in each region, only enchiladas, tacos, and burritos showed up on more than two regional lists (in that case, these were all confined to the Western states).

As a matter of fact, of these 34 different foods - other than the aforementioned trio of Mexican estibles - only heroes/submarine sandwiches, salad sandwiches, donuts/sweet rolls, and breekfast sandwiches appeared on more than one regional list.

Iced Tea Is Cool

On the beverage side, iced tea is number one in the South Atlantic, East South Central and West South Central regions, with hot tea claiming the crown in the mid-Atlantic region. Hot chocolate is tops in the West North Central, with decaffinated coffee the favorite in the East North Central. Diet noncolas lead the New England region as do non-carbonated sodas in the

Mountain region, and it's wine that's fine with the majority of folks in the Pacific region.

All told there were 16 beverages cited in the survey, with coles and hot chocolate each appearing on four out of nine regional lists. Shakes/malts, milk, regular coffee, iced tea, and beer each placed on three lists, while diet non-colas, diet colas, non-cola drinks, noncarbonated sodas, decaffinated coffee and wine garnered two mentions spiece.

POLLSTAR

TOP 20 CONCERT PULSE

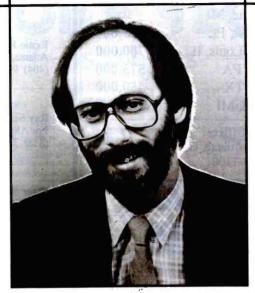
LW TW ARTIST

- ZZ TOP
- RUSH
- KENNY ROGERS 3
- TINA TURNER JOHN C. MELLENCAMP
- 4 PAT BENATAR
- ALABAMA
- 10
- LOVERBOY
- AFROSMITH 12 10 MOTLEY CRUE
- HANK WILLIAMS JR. -12
- 13 13 DAVID COPPERFIELD 12 14
- 14 15
- RATT
- TWISTED SISTER 15 17 THOMPSON TWINS
- 18 16 SQUEEZE
- 19 19 NIGHT RANGER 17 20

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York Washington B.C. Chicago Detroit Dollar Lee As

PRO:MOTIONS

CBS Ups Shepard



Carolee Shepard

Carolee Shepard has been promoted to VP/Advertising & Design at C&S Records. She joined CBS in 1978 as Copy Director/Creative Services and within a few months, she was promoted to Creative Director/Advertising. Prior to joining CBS, she had spent the past ten years working for various major advertising agencies.

PROS ON THE LOOSE

Kevin Berrett — Nights KYNO-FM/Freeno (209) 292-9244

Larry Bossier — Air Taient Transter (305) 290-2504 or (305) 371-7260

Allen Browning — Overnights WYSR/Charleston (304) 768-8549

Art Dineen — PD/Talkhost WPLP/Tampa (813) 392-2215

Jeff Hillery — Morning News KRTH(AM)/Los Angeles (602) 439-3825

Chris Lash — PD WRIE/Erie (814) 453-4522

Mark McClure — Middays WLLT/Cincinnetl (513) 922-5054

Brad Messer — News Anchor KFYI/Phoenix (602) 971-4169

Bill Mitchell — MO WNFWDeytone Beach (904) 253-2055 CRIff Musser — Overnights

KPKE/Denver (303) 368-8446
Phil Stevens — Production Director/weekends Y100/Miami

(305) 742-6183

Rob Williams — Newsman
KTSA/San Antonio (512) 656-

Groppo KLZI GSM



Ed Groppo

Ed Groppo has been named GSM at KLZIPhoenix. He return to the Phoenix market after serving as GSM at KECH-TV/Portland, OR. Before that, he was Sales Manager at KOY & KGYT/Phoenix for four years.

Baumstein Segues To Manhattan



Ken Baumstein

Ken Baumstein has joined Manhattan Records as VP/Artist Development and Marketing. He comes to the label from Chrysalis Records, where he served as National Director since 1983.

 WSIX/Nashville MD/midday personality Eric Mershall to Tennes-

see Radio Network morning news

anchor Sally Hobert, Merch 1.

Nelson Concept RSM



Dave Nelso

Deve Netson has been appointed Regional Sales Manager Concept Productions, a Sacramento based programming syndcator. He comes to CP from Century 21 Programming, where he held a similar position for the last four years.

Kerr & Assoc. Forms Entertainment Division

Kerr & Associates Public Relations and Advertising has establahed an Entertainment Division. The division will be involved in such areas of industry as referrals, booking celebrity speakers and artist development. It will also provide advice on copywriting, publahing, image and psckaging, booking, and "shopping" demos or masters to major record companies. Music Consultant Leura Brown will head the division.

Torbet Appoints Cinnamon, Harrison

Torbet Radio has promoted Kandido Clinament to New York Sales Manager. Cinnamon, who has been with Torbet since 1983, has worked in sales and management capacities in NY, San Francisco, and LA. She previously worked for two years at Keya/Dennaf/earistein in LA. Before that, she worked in the movie marketing and time buying department at Walt Dieney Cempeny. Cinnamon joins Alon Harrison in the role of NY Sales Manager.

Garb Disney VP



Robin Garb

Robin Garb was appointed VP/ Music, Motion Pictures and Television at Walt Diesey Pictures and Touchstone Films. He was most recently President of Assession Artists Ltd. and its soundtracks division. He had just begun supervising the music for the company's upcoming animated feature "Oliver" before this appointment.

RAB Taps Chambers



Nelde Chambers

Netde Chembers has been elect J Cheirperson of the 1986 RAB West Coast Media Directors Advisory Council. She is currently VP/Media Director at Bozell, Jecobe, Kenyon & Ecthert, Inc. in Los Angeles. Chambers, who has 20 years of media experience, will head the 25 member panel that advises the RAB about trends and developments among ad agencies and their mejor national clients.

CHRONICLE

Born To:

- KYGO/Denver PD Bob Call and wife Liss, son Steven Joseph, February 26.
- WPYX/Albeny News, Director Bill Sheehen and wife Rae Ann, daughter Lindsay Elizabeth, March 3.
- WLVQ/Columbus night personality Steve Kerrigen and wife Janet, son Aaron Steven, March 4.
- WB VP/Album Promotion George Gentity and wife Kathy, their first child, daughter Filey, February
- WSTO/Evensville PD Berry Witherspoon and wife Ales, son Alexander Thomas, March 2.
- KKHR/Los Angeles MD Lou Simon and wife Maria, son Gregory Joseph, February 24.

Almo Irving Music

Ups Alpert

Married:



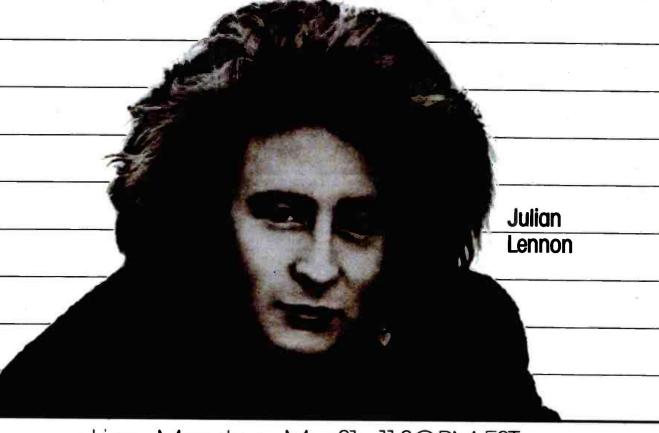
Derek Albert

Almo Irving Music Publishing has stevated Deset Alpert to Director/Music Development for film and television. He will continue his current duties as Administrator of Almo Publications, the company's print division.

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CHR NEW & ACTIVE

Moves & Debuts

WXKS-FM deb 34 WBBQ 38-30 WBEN-FM 38-27 WKOB 27-22 WNYS 33-31 WSSX deb 38 WPHD 33-25 WOKI 36-34 CKOI on WZUU 36-31 **CFTR 32-31** KZZU deb 40 **CHUM 19-15** OK100 36-33 WIS on WKHI deb 40 WMMS on **KFMN 34-32** KIIS-FM on **KQIZ-FM 40-36 KMEL 31-27** WCGO 40-34 **KPLUS 31-22** Q104,29-23 Z95 on WZYP 40-32 WZOU 32-29 WHSL deb 38 WERZ deb 40 **KGOT 34-29** WRCK 40-38 KOZE deb 32 OK95 30-24

Track: 10 Album: 8

Produced by Bruce Fairhaim Management: Stephen Prendergast/Head Office Management © 1986 Warner Brox. Records Inc.

STREET TALK

White many record companies have announced the termination of all independent promotion services, there are some labets who never discontinued them. And a few more are already beginning to reinstate the help of some independent reps on a retainer basis. It's good to see that an entire segment of the industry is not paying the price for the alleged improprieties of a few.

The latest on **I95/MAMI** personality **DON COX**, who's recovering from the beating he took recently, is that he's now out of the hospital and should be ready to go back on the air shortly.

Tornadoes ripping through the Midwest last Monday (3-10) knocked over WCKY/
CINCINNATI's center tower, rearranging the station's directional signal into a new pattern.
Crosstown WLW moved all 23 staffers into the newsroom, and cleverly turned a regularly-scheduled financial report into a how-to for those filing storm insurance claims. Over in Indianapolis, one cyclone dangled over the studios at WNDE & WFBQ, whose BEARMAN reported, "You could feel it pulling at the roof. The walts were straining, and pictures were rattling." Weather-watchers there lost count after the EBS system kicked in at least nine times within a 45-minute period.

On the label side, employees at the Gotham offices of CAPITOLIEM!

MANHATTAN had to evacuate their offices Tuesday (3-11) when a water main broke and flooded several floors of the Sixth Ave. building. "It was like 'The Poseldeon Adventure,' " gurgled one witness.

Less fortunate was BAHAKEL COMMUN-ICATIONS' WABG-(AM) & TV/GREENWOOD, MS, which burned to the ground Monday due to an apparent short-circuit in an office. The TV station's local programming has been impaired indefinitely; however, the Country radio outlet was expected back on by presstime, thanks to quick engineering and some equipment help from neighbor WSWG.

POWER 99.7 (WARM-FIWATLANTA) has pulled the switch, debuting its new CHR formet. It's interesting to note that with longtime competitors 940 and 293 both leaning Urban, PD STEVE DAVIS is being conservative with that product. While he's not avoiding crossover hits, Steve's taking a more rock-oriented approach.

WZUU/MILWAUKEE has applied for new calls, WOMN ("Woman?"), effective March 23. The format will change from CHR to an as-yet-undisclosed satellite-delivered presentation. This will put PD CHRIS ANDREWS and a lot of talented personalities on the street, so give 'em a call.

What's going on in New Orleans? We reported two weeks ago that DAN McKAY, formerly of Salt Lake, has joined WQUE-FM's "Q Morning Krewe." Well, crosstown WTIX has a weekender named DAN McKAY, who had previously worked at WQUE (AM). That Dan is now getting his name registered with the state of Louisiana, and 'TIX is asking WQUE-FM to cease and desist using the name "Dan McKay" with its morning show. Catalog this one as ascription headache #109 for Arbitron.

KYUU/SAN FRANCISCO afternoon man JEFF McNEAL found himself suspended for a day with pay the other day after telling listeners a couple of Challenger jokes. Feeling the reprimand was unjustified, the next day he repeated the bits on-air, acknowledged that he might get fired for doing it, gave PD RIC LIPPINCOTT's home phone number to listeners who might have a comment or two, and then walked off his show. Fortunately, Ric and Jeff were able to resolve their differences, and now everything's OK.

Update on the land-speed record for short-lived jobs: the pacesetter in the 1986 derby is former KPKE/Denver overnighter CLIFF MUSSER, who's been let go by JIM GABBERT'S KOFY/SAN FRANCISCO after only three days. Meanwhile, there are two News and Talk pros ready to move: WPLP/TAMPA PD/veteran talk host ART DINEEN is leaving in a few weeks. Also, KFYIPHOENIX morning news anchor (and R&R "Calendar" Editor) BRAD MESSER is exiting for greener pastures (see Pros On The Loose, Page 16).

Newly-christened KZPW/DALLAS (formerly KAFM) is now KZPS. Seems AOR neighbor KZEW raised a few objections, so BONNEVILLE decided it was easier to simply change again. New to mornings at "Z92.5" is TOM DOOLEY from crosstown KVIL-FM. He's teamed up with local TV sports personality GERRY OHER. Meanwhile, PAUL ROBINS, PAUL KINNEY, and PHIL COWAN, those former morning crazies at KPOP/Sacramento, have landed AM drive in the Metroplex at KEGL.

Continued on Page 20



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HITNEY



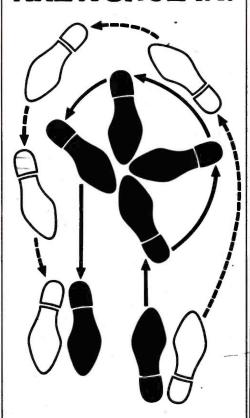
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WINNER GOES FOR THE
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THE 4TH SMASH FROM THE
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DEBUT ALBUM

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With their new single "I CAN'T WAIT"

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WHITT 37-35
WXKS-FM deb 26
WKSE add 26
WPLJ 20-14
Z100 15-11
KKBQ on
Q105 on
KKRZ 14-12
KMJK 31-27
FM102 add
KITS add

KMEL 29-19

KUBE 24-14

RI-104 add

KAMZ 17-13

KEZB 30-28 WKSI add 29 KRBE 29-27 KBFM 36-31 Y106 deb 40 WRVQ add KSND 8-3 KMGX 34-23 KSKD add 40 103CIR 36-28 WPFM deb 36 WCIL-FM add OK95 add

BLACK/URBAN:

Kicking up a storm in airplay and sales, too.

Produced by John Smith & Rick Waritz



On Atlantic Records & Cassettes

STREET TALK

Continued from Page 18

Back at KZEW, which recently went commercial/talk-free for a day, the station has tried a twist on the "No-Repeat Thursday" concept. Instead of the usual tack of not playing the same song twice, the "ZEW did not play the same song or artist twice.

is WNAP/INDIANAPOLIS about to change formats again? Over the past six years the station has filp-flopped from AC to CHR to AOR to Disco to Soft Rock, and back again. No one at the station will shed any light on the subject but the station has applied to the FCC for new calls WEAG. We EAGerly await the news.

Legendary AC outlet WRIE/ERIE has gone dark. A bank has reportedly foreclosed on the station, putting 15 people on the street before payday. So far, the only staffer back at work is former PD CHRIS LASH, who's handling weekends/swing at nearby WJET while he looks for something fulltime.

Advance congrets to OLYMPIC BROADCASTING's two newest VP/GMs: ROB HASSON at KRPM/SEATTLE (replacing GARY TAYLOR), and DAVID PLOWDEN at KSRN-AM & FMRENO. Details next week.

The votes are in: the governor of Missouri has declared April 9 to be "Official Disc Jockey Day" in the state: The MISSOURI BROADCASTERS ASSOCIATION credits KDMO & KRGK/CARTHAGE with instigating the proclamation. Now, about that national holiday, Mr. Reagan . . .

Cheers to CHUM/TO/RONTO on publishing issue #1500 of the "CHUM 30." Its weekly chart has been printed and distributed since May 27, 1957, and playlist collectors will be happy to hear this special edition will be made into a commemorative poster, suitable for framing.

More housecleaning in store for the CAP CITIES/ABC Public Relations departments? Strong rumor suggests that another 12 (beker's dozen?) corporate PR staffers are about to join those who departed last week. Television is reportedly hardest hit — so far, at least.

Congrats to EPIC/PORTRAIT/
ASSOCIATED LABELS' Local Promotion
Managers of the Yeer: LORI HOLDERANDERSON (Pop), TOM GENETTI (Country),
and DON EASON (Black).

Various major record companies are looking at ways to get into new age music, whether by in-house moves or outside deals. We hear that consultant LEE ABRAMS is negotisting to have his own such label, distributed by EMI AMERICA. Indie-distributed PRIVATE MUSIC has also been talking about branch distribution to two or three companies, and a decision is expected soon from boss PETER BAUMANN.

How do you spell relief? C-O-M-E-D-Y! On March 29, over 100 funny ladies and men comprising "Comic Relief" will appear in L.A. to benefit America's homeless. DIR BROADCASTING will carry the fundraiser live. The show's hosted by BILLY CRYSTAL, WHOOP! GOLDBERG, and ROBIN WILLIAMS. Poot time is 9pm ET. And yes, stations can use a seven-second delay.

Look for two ENIGMA soundtracks —
"Runaway Train" and "Delta Force" — to be
distributed by CAPITOL. There may be a
hookup for all Enigma product in the future.

Rolodex change: E.O.R., INC. has changed its name to JOHN SEBASTIAN, INC. In fact, the term "EOR" (Eclectic Oriented Rock) is a thing of the past; consultant Sebastian now refers to his format as "The New AC."

After 18 years of AOR, WNEW-FM/NEW YORK calculates that it's getting close to playing its two-millionth record. A daily-clue promotion will award a car to the listener who guesses the exact date, time, artist, and title.

Condolences to 'NEW-FM PD CHARLIE KENDALL, whose father passed away March 6 after a long liness.

Now that KHTR/ST. LOUIS has hired its new morning man (see Page 3), is there any truth to the rumor that the CBS FM station is changing the sign out front from "Columbia Broadcasting System" to the "CHUCK BUELL SHOW?"

Finally, broadcast news service Rip 'N'
Read reports that a Ford Graneda made a halfdozen assaults on the building housing
KING/SEATTLE, and then took off. The alleged demolition driver, arrested shortly thereafter in the parking lot of rival KOMO, explained to police he had a job application on file at KING and "wanted to change it."

IKE MONEY IN THE BANK

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RATINGS AND RESEARCH

JHAN HIBER

COMMERCIAL EFFECTIVENESS

Radio Works

With all this talk about radio ratings, you might be tempted to ask, "What do the ratings really lead to?" In other words, are we able to successfully translate radio ratings into effective advice for our clients with regard to when and how to run their radio commercials?

The answer is yes. Over respondents sat in front of the years there have been various studies done with regard to the effectiveness of radio commercials. While the hope has been that significant ratings can translate into significant commercial impact there might still be some doubts as to whether or not this actually occurs. Information from the Radio Advertising Bureau seems to indicate that radio commercials are indeed effective.

Let's review the research findings and their implications for radio. As you read, bear in mind radio's commercial impact compared to the retention of TV commercials.

Disguised Testing Done

Bob Galen, Senior VP/Research for the RAB. recently wrote about commercial testing. His article in Sound Management discussed a study done by the Pretesting Company, which compared people's ability to recall commercials. The study used a "disguised exposure technique." This means that those involved in the test are exposed to commercials incidentally while watching TV. Apparently, in the Pretesting study done last year, the

a large television screen and were asked to identify 12 states by reading the passing highway signs. "To make it appear realistic, there is a choice of three radio programs playing in the background. The test commercial is played twice," Galen wrote.

This disguise exposure technique has been used for years in testing the recall of TV commercials. Thus, this is a valid way to examine the impact of radio commercials in a real-life situation. When listening at home or in the car, listeners probably don't focus on the commercials. However, they are affected by them subconsciously due to the incidental exposure. This type of testing approach gives realistic feedback on how people not participating in the study would likely react to commercials.

After the participants had been exposed to the test commercials, they were asked which ones they could definitely remember. They made their selections from a list of commercials (some of which were not tested) and were probed for details they could recall.

Matches Up Well

The results seem to indicate that radio can hold its head high. "They showed little difference in aided recall for well-designed radio and television commercials," said Galen.

A total of 36 commercials were tested. In the case of 30-second commercials, 64% were able to properly identify the radio spot. This compares to 71% who correctly identified the 30-second TV commercial (60-second commercials posted even higher recall levels). Of the test sample, 87% said they heard a radio commercial. This virtually matches the 92% of the respondents who said they saw the 60-second TV commercial.

WEEK IN REVIEW

Arbitron Meets With Advisory Council

The first 1986 meeting between Arbitron and the Radio Advisory not took place this week in Florids. Under the new chairmanship of Ray Gardella, VP/GM of WICC/Bridgeport, the meeting's agenda focused on two key items. First, guests from other research and ratings-related orgenizations were invited, including Mel Goldberg, Exec. Director of the Electronic Medie Ratings Council. Members of the RAB GOALS Committee also made a presentation, dealing with the history of Arbitron's re-aponse rates. By getting input from the EMRC and RAB GOALS, the Advisory Council hopes that all three organizations can more effectively focus on ratings matters.

NAB Extends Ratings Ideas Deadline

NAB's Radio Audience Measurement Task Force has extended the line for receiving new proposals concerning measurement of radio. The deadline is now pushed back to March 21. Any proposals should be sent to NAB headquarters by that date.

nouncements is a significant improvement over the 64% recall figure generated from the 30-second commercials. TV's commercial standard, the 30-second announcements, showed a 71% recall. Therefore, as Galen puts it, "Radio has a major advantage over television because radio's 60-second commercials can say so much."

There is another trend in

when advertisers cram their TV messages into 15 seconds. Given radio's almost comparable 60-second recall with TV - but with four times the amount of air time available per commercial (60 seconds) versus TV's new standard (15 seconds) - advertisers can now use radio to get across more detailed, creative, and effective commer-

figures must drop again

Total Aided Recall Comparison

(Two exposures during a 15-minute program)

30-5	econd	60-S	econd		ommonly Length
TV 71%	Radio 64%	TV 92%	Radio 87%	TV-90 71%	Radio-60 87%
Source: The Pr	eleating Company	, 1985.			

Commercial Length Difference

One key observation from the above charts is the relevant effectiveness of the most frequently used commercial length for radio and TV. Sixty-second radio commercials are used most often. The 87% recall figure for items promoted in those 60-second radio anTV that, by comparison, bodes well for radio. More and more TV advertisers are using 15-second commercials, fitting two of these into one 30-second avail in some cases. If there is a dramatic drop in recall of TV as the commercial length goes from 60 to 30-seconds, one can only imagine how the recall

Now Go Sell It

If you've ever wondered deep down how effective radio commercials could really be, you now have an answer. Well-produced radio commercials certainly hold their own in terms of recall when compared to TV. Given the additional dimension of a longer commercial length and tremendous cost-efficiency, radio has quite a story to sell. Essentially, stations with significant ratings have a right to expect that their commercials can indeed deliver for their clients.

We've got a great story. Now go out and sell it. Good hunting!

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That's what we said -- until we listened to these amazing instruction tapes. With these tapes and a little bit of effort, you'll add an entire new stable of characters to your show.

Professional actor, voiceover artist, and dialect expert James A. Watson takes you stepby-step through French, Japanese, Irish, Spanish, Italian, German and three types of British dialects (Upper Class, Common, and Cockney). And remember: In addition to adding to your show, a DJ who does dialects invariably is in great demand for agency voice-over work!

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SOUPY SALES MOLDY OLDIES SHOW

Lt's here. Programming that II have you laughing all the way to the bank. Soupy Sales Moldy Oldies Show.

Get in on the fun as Soupy and sidekick Ray D'Ariano open up their vault and dust off some of those big hits, classic commercials, TV themes and novelty records from the 50's, 60's and early 70's. A weekly two hour blast from the past, perfect for the 80's.

Chalk up new sales with Soupy Sales Call your NBC Radio Entertainment representative at (212) 664-5538. Available on disc.

Produced by NBC in association with Dan Formento and Radio Today.

PREMIERING THE WEEKEND OF APRIL 5

raphy of the man who recorded and produced The Beatles from the start. He describes what it was like in the studio from the first audition of "Love Me Do" to the wild experimentation of Sergeant Pepper

372) THE BIG BEAT, CONVERSATIONS WITH ROCE'S GREAT DRUMCESS. Max Weinberg Weinberg, drummer with Springsteen and the E Street Band since 1974, has written an insightful tribute to 14 premier rock drummers. The drummer-to-drummer interview former offers compelling and distinct perspectives on a wide range of subjects, with lots of behind the ex

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

344) PROMOTING BOCK CONCERTS, Howard Stein & Ronald Zallrind The step by step guide to staging major musical events, topics include getting into the business, putting together capital, securing talent, costs and contracts, selling tickets, advertising and publicity, budgeting and profits. Append clude letters of agreement and contracts.

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for advertising music professionals which goes right to the heart of the fingle industry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns.

126 pp.(H) \$14.95 Optional cassette \$5.95 extra

306) THE PLATINUM RAINBOW, Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically, it includes sections on self-promotion and finding a manager, producer, agent. Complete analysis of rehearsals, the stage, the song, the demo or master, studio prepara-tion and recording, the deal, record labels, radio, charts, critics, etc. With

202) SMALL STUDIO VIDEO TAPE PRODUCTION, 2ND ED., J. Ouick & H. Wolff A thorough grounding in professional production standards which goes step by step through the video tape process from program planning to post-production. Contains advice on purchasing equipment and practical suggestions on staffing and budgeting for the small studio product

161) 1965 PROFESSIONAL AUDIO BUYERS GUIDE, SIE Publishing This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is indexed both by brand and generic names for instant accessibility, including model numbers, pictures, features, technical specifications, and retail prices for comparison. 178 pp.(P) \$14.95

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

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EXP DATE

FALL '85

Arbitron Demographic Rankings

New York

WLTW Lights Up Older Adults; WPLJ Retains Young Adult Demo Crowns; WRKS New Teen Favorite; WBLS Jumps in Older Adult Demos.

Sun	Fe	12-17	Sum	Fa	18-34	Sun	r Fa	18-49	Sun	Fa	25-64
'85	'85	Rent	'85	'85	Rook	'85	'85	Renk	'85	.62	Renk
2	1	WRKS (B/U)	1	1	WPLJ	1	1	WPLJ	4	1	WLTW
1	2	WHTZ (CHR)	3	2	WNEW-FM	5	2	WBLS	1	2	WPLJ
3	3	WPLJ (CHR)	4	3	WHTZ,	2	3	WHTZ	6	3	WBLS
5	4	WAPP (CHR)	2	4	WRKS	4	4	WNEW-FM	3	4	WHTZ
4	5	WBLS (B/U)	5	5	WBLS	8	5	WLTW	7	5	WNEW-FM
7	6	WNEW-FM (AOR)	9	6	WLTW (AC)	3	6	WRKS	2	6	WCBS-FM
6	7	WXRK (AOR)	7	7	WXRK	6	7	WCBS-FM	10	7	WINS (News)
11	8	WBLI (CHR)	12	8	WPIX (AC)	7	8	WNBC (AC)	5	8 `	WNBC
13	9	WLIR (AOR)	10	9	WYNY (AC)	12	9	WPIX	8	9	WRKS
8	10	WBAB (AOR)	7	10	WCBS-FM (Gold)	10	10	WYNY	17	10	WPIX

Los Angeles

KROQ Grabs Teen Crown, Shows Growth With Young Adults; KIIS-FIM Sweeps Adult Demos, Second Place With Teens; KLOS Remains Second Choice For Young Adults; KRTH Second With 25-54, Mekes Big Gains With All Adult Demos.

Sun	Fa	12-17	Sug	Fa	18-34	Sun	Fe	18-49	Sum	Fe	25-54
'85	'85	Rank	'85	'85	Rook	'85	'85	Rank	'85	'85	Rank
2	1	KROQ (AOR)	1	1	KIIS-FM	1	1	KIIS-FM	1	1	KIIS-FM
-	2	KIIS-FM (CHR)	2	2	KLOS	2	2	KLOS	6	2	KRTH
1	3	KDAY (B/U)	5	3	KROO	6	3	KRTH	4	3	KBIG
3	4	KKHR (CHR)	4	4	KOST	3	4	KOST	5	4	KLOS
8	5	KJILH (B/U)	8	5	KRTH (Gold)	9	5	KROQ	2	5	KABC (Talk)
5	3	KLOS (AOR)	3	6	KMET	10	6	KBIG (B/EZ)	3	6	KOST
6	7	KMET (AOR)	7	7	KULH	5	7	KMET	29	7	KIQQ
12	8	KMGG (AC)	14	8	KBZT (AC)	22	8	KIQQ	9	8	KJOI
9	9	KOST (AC)	16	_	KIQQ (AC)	21	9	KJOI (B/EZ)	10	9	KZLA (Ctry)
19	10	KRILA (Gold)	11	10	KTNQ (Spen)	15	10	KBZT	17	10	KBZT

Chicago

WBBM-FM Hits First Place With Teens; WBMX-FM Second Teen Choice, First with Young Adults; WGN Remains On Top Of 25-54; WGCI-FM Moves Up To Second Place With Older Demos, Still Third With Teens And 18-34.

200	Fe	12-17	Sum	Fe	18-34	Sum	Fe	10-40	Sun	Fe	26-54
'85	'85	Rank	'85	'85	Reak	'85	'85	Renk	'85	'85	Renk
2	1	WBBM-FM (CHR)	1	1	WBMX-FM	1	1	WBMX-FM	1	1	WGN
1	2	WBMX-FM (B/U)	2	2	WLUP	3	2	WGCI-FM	3	2	WGCI-FM
3	3	WGCI-FM (B/U)	3	3.	WGCI-FM	7	3	WLUP	5	3	WLS
4	4	WLS-FM (CHR)	4	4	WLS	4	4	WLS	2	4	WJMK
6	5	WLUP (AOR)	6	5	WXRT (AOR)	5	5	WJMK	9	5	WCLR
7	6	WEYR (AC)	5	6	WKQW	6	6	WKQX	8	6 .	WLOO (B/EZ)
11	7	WMET (AC)	9	7	WEYR	11	7	WCLR	4	7	WBMX-FM
5	8	WLS (CHR)	16	8	WCLR (AC)	2	8	WGN (Talk)	7	8	WLAK
8	9	WKOK (CHR)	13	9	WCKG	9	9	WFYR	10	9	WFYR
10	10	WCKG (AOR)	11	10	WLAK (AC)	10	10	WXRT	11	10	WUSN (Ciry)

San Francisco

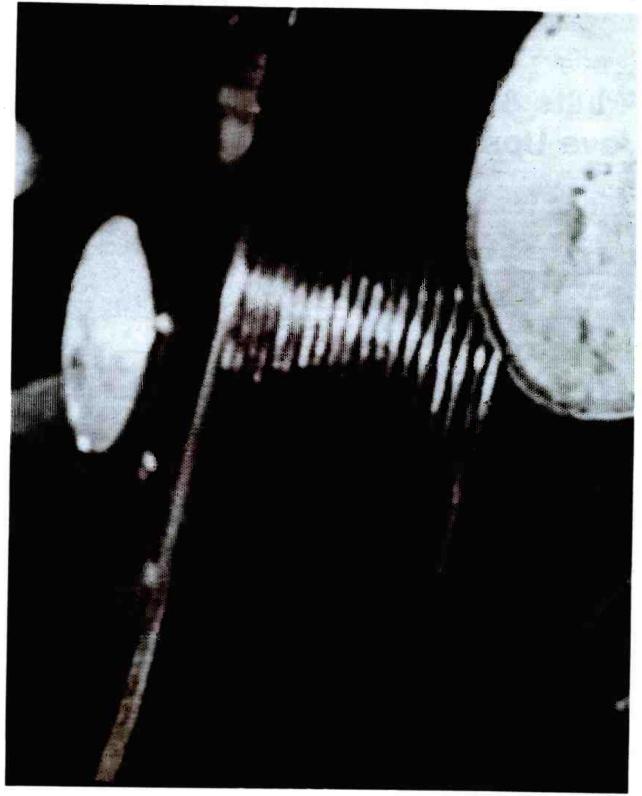
KSAN Jumps To First in 18-49, Second in 25-54; KSOL Now Commands Teens And 18-34, Rises in Adult Demos; KGO Goes To First in 25-54, Second Choice Of 18-49.

	Sun	Fe	12-17	Sun	Fe	18-34	Sun	Fe	18-46	Sun	r Fa	25-54
	85	'85	Rank	'86	'85	Rank	'85	'85	Rank	'85	'85	Rank
	1	1	KSOL (B/U)	7	1	KSOL	11	1	KSAN	2	1	KGO
	2	2	KMEL (CHR)	3	2	KYUU	7	2	KGO (Talk)	7	2	KSAN
١ :	3	3	KITS (CHR)	2	3	KIOI	5	3	KSOL	6	3	KBLX _
	4	4	KWSS (CHR)	4	4	KROR	1	4	KIOI	1	4	KIOI
	5	5	KYUU (AC)	8	5	KBLX (B/U)	2	5	KYUU	8	5	KCBS
1	4	6	KLOK-FM (AC)	6	6	KMEL	4	6	KBLX	12	6	KSOL
1	В	7	KFRC (CHR)	1	7	KFOG	10	7	KROR	4	7	KYUU
	10	8	KROR (AOR)	13	8	KSAN (Ctry)	3	8	KFOG	10	8	KOIT (B/EZ)
1	8	9 .	KOME (AOR)	9	9	KW88	8	9	KMEL	5	9	KFOG
	11	10	KIOI (AC)	12	10	KLOK-FM	16	10	KCBS (N/T)	16	10	KABL-FM (B/EZ)

CREDIT CARD STATE OF THE RESERVE

☐ ENCLOSED CHECK OR MONEY ORDER

ZZ TOP



"ROUGH BOY"

1

THE NEW SINGLE
PRODUCED BY BILL HAM
MANAGEMENT: BELL HAM/LONE WOLE PRODUCTIONS

NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

RADAR DETECTOR

Adults & Youths Have Ups & Downs

As reported last week (R&R, 3/7) RADAR 32 showed a marked increase in adult network listenership, while FM-oriented youth networks alipped in measured audience. These movements may be attributed to any number of factors, including audience maturation and statistical wobble, but in any case the results left many network researchers baffled. Is FM's decline a case of clearance problems, affiliation inactivity, or a direct result of each station's audience? And why are the traditionally AM-oriented nets holding their own in spite of a 5% decline in AM radio listenership?

In the walte of this RADAR confusion, most networks are diligentity working to uncover whateverclues they can to answer these frustrating questions. In the process they are also digging for whatever silver lining can be zipped into the ratings cloud. Every network can find a bright spot in its data, depending on individual demographic performance or target audience results. Following is a subjective network-by-network interpretation of the latest RADAR results (listed, very objectively, in alphabetical order).

ABC Still Leads

Over 89 million listeners tuned in to ABC Radie Network affiliate stations over the course of a week, according to research analysis based on RADAR 32.

ABC's Information Network remains the top-rated web in 12+ audience, both in average and weekly cume audiences. The network also placed first in seven other key adult target groups, including adults 25-64 and adults 25-69. The ABC Entertainment Network remained in the number two slot 12+, and scored first among women 25-69 and 25-64. It also finished second — behind ABC Information — in adults 18+, women 18+, and adults 25-69 and 25-64. Meanwhile, the Direction Network increased its audience among key adult target groups by more than 20%, showing significant gains in adults 18-49, 25-49, and 25-64.

Despite FM networks' bewildering audience declines, the ABC Reck Netwerk placed first in six demo groups: adults 13-94, 18-94, women 18-34, and men 18-34, 18-94, women 18-34, and 25-34. The Constemparary Netwerk jumped into third place (adults 12+) and posted a 9% gain, and moved into first place among women 18-34, 25-34, and 18-96. The FM Netwerk moved from second to first among teens, and tied the Contémporary Network for female teen listenership.

Bill McClenaghan, VP/Research at the networks, admits that ABC suffered the same up-with-adult, "RADAR 32 showed a marked increase in adult network listenership, while FM-oriented youth networks slipped in measured audience. These movements may be attributed to any number of factors, including audience maturation and statistical wobble."

down-with-youth results that other networks noticed. "Our youth networks were down a net difference of 3%, compared with 14% for the others," he comments. "The adult networks went up 9%, which is similar to the other networks. We don't know if this is the start of a trend or just a bad survey, but the youth networks can't all go down the tubes at the same time." Thus, he states, the problem probably lies in statistical wobble.

CBS Eyes The RADAR

CBS Radio Network is boasting a quantitative victory in the radio network ratings game, claiming 12 of the top 30 most-listened-to programs (adults 18+1). Six of the network's programs fall in the top ten, including the 7am weekskay "News On The Hour" and Charles Ougsed's "Newsbreak" feature report.

The network itself posted an 8% gain in overall adults 18+ audience, reaching 1.3 million listeners per week and climbing from eighth to fourth place in average audience (adults 12+). RadileRadie posted the biggest gain among all youth networks in the adults 18-34 demo, posting a 7% increase and now reaching 9.1 million listeners per mark.

Sytvia Hughes, VP/CBS Radio Research, explains: "The CBS Radio Network has very clearly been able to stem the tide of AM erosion, at least for the time being. We are particularly delighted with this RADAR because the big jump by rank on a 12+ average audience basis means that we've been adding some stations with younger audiences — which is wonderful. We are also very pleased with the 18-34 increase for RadioRadio in both cume and average quarter hour, which means we must be doing something right in our affiliations."

Mutual Appreciation

One network performance that many analysis are pointing to is the marked audience improvement for the Mutual Broadcasting System. The network posted an 11% gain in 12+ average audience (+6% for total cume), and racked up an impressive 25% jump in adults 25-54 (-114% 25-54 cume). Mutual also enjoyed a 51% gain in women 25-54, and showed noticeable increases in virtually every target demo group.

Westweel One/Mutual Chairman Norm Pattis, while "delighted" with the results, says he was not particularly surprised. "I would say we're pretty pleased with these results, considering the tremendous increase we realized in our prime target demo (35-54)," he effuses. "We felt all along that the numbers in RADAR 32 would be terrific because the network over the last year had very aggressively pursued affiliations. A 25% increase is right at the top of what we expected, but we were not surprised by the size of it."

Mutual President Jack Clements believes the improvements will only continue. "This 25% increase was dynamite," he says. "With an increase this large, we can only believe that the 'discrete' RADAR has to be tremendous for Mutual, and RADAR 33 should bear that out with an additional increase."

RADAR is a rolling average of the last two surveys; the RADAR 32 discrete survey was conducted in fall '85 and combined with the spring '85 RADAR 31 discrete. RADAR 33 will comprise the 32 and 33 discretes.

NBC Shows Its Feathers

The NBC Radio Networks claim to reach over 40 million persons 13+ each week, based on cumulative audiences tuning in to the Radio Network, the Source, and Tailmet.

NBC Radio Network's audience increased 6% in its prime adults 25-64 target demo, moving up from seventh to sixth in average audience and fourth to third in cume (11.9 million, a 9% jump). Meanwhile, the Source maintained its #1 rank among adults 18-34 (average)

Top 20 Sponsored Net Radio Programs

Rent	Prop	•	Metarati	Listeners*
1.	Paul Hervey	(M-F, 8:30em)	ABC-E	5431
2.	Paul Harvey	(M-F, 12:06pm)	ABC-E	3857
3.	Paul Harvey	(Set., 11:10 am)	ABC-E	3184
4.	News On The Hour	(M-F, 7:00em)	CBS	2898
5.	Rest Of The Story	(M-F, 3:06pm)	ABC-E	2869
8.	News On The Hour	(M-F, 8:00em)	CBS	2777
7.	Newsbreak	(M-F, 8:30em)	CBS	2546
8.	News On The Hour	(M-F, 9:00em)	CBS	2248
9.	First Line Report	(M-F, 6:30em)	CBS	2147
10.	Sports World	(M-F, 6:45am)	CBS	2127
11.	News	(M-F, 8:00em)	ABC-I	2059
12.	News On The Hour	(Set., 7:00em)	CBS	1932
13.	News On The Hour	(M-F, 10:00em)	CBS	1922
14.	News On The Hour	(M-F, 11:00em)	CBS	1901
15.	News On The Hour	(Set., 9:00em)	CBS	1900
16.	News	(M-F, 7:00em)	ABC-I	1886
17.	News	(Sat., 8:00am)	ABC-I	1790
18.	News	(M-F, 6:00em)	ABC-I	1779
19.	News On The Hour	(Set., 10:00em)	CBS	1715
20.	News On The Hour	(Set., 11:00em)	CBS	1698

* Per broadcast (1000s)

These results are adult 18+ estimates of Programs Excluding Commercial Exposures from Volume 3 of RADAR 32. Supplied via CBS.

"When you talk about the baby boom you have to realize that the first baby boomer is now 40 and that radio is beginning to reflect an aging trend."

-Ron Werth

audience), and placed second in cume for that target demo. Talknet continued to show noticeable gains, picking up a 13% gain in 12+ average audience and 11% in 12+ cume. Talk show host Bruce Waliams is given most of the credit, reaching in excess of 3 million; 86-1 by Jessy Raphael reaches 2 million

listeners per week.

NBC VP/Radio Research Nick Schiavese comments, "We are very pleased with the overall performance of all NBC Radio Networks. The cumulative audience is almost 13 million, and we made a very good showing in the 25-54 prime demo. The Source managed to hold its own, and Talknet continues to improve."

Satellite Music Network

Satellite Music Network's RADAR 32 results covers its five formats, and indicate considerable growth (again) for the programming web. Among persons 12+(average audience) SMIN posted a 12% gain, up 3% in overall cume. Adults 18+ audience was up 10%, adults 18-34 rose 16%, and gains of 2% were posted for both adults 18-49 and 25-54.

Transtar Up 25-54

Transtar also combines its four satellite formats for RADAR measurement, which continued to show dramatic increases this book. The network was up 6% in average audience 12+, with an 11% increase

for cume 12+ audience. This fise translates to a 16% climb in adults 18+ (average audience), 12% in adults 18-34, 10% adults 18-49, and 16% among adults 25-54.

"We were up substantially in the 25-54 demographic, which is our target demo," says Transtar President Terry Robinson. "We were very pleased with our results, especially with our performance among women 25-54 — which we lean toward. This is an exciting time for our growth, which RADAR 32 bears out."

United They Stand

While both United Stations Ra Networks showed rather static 12+ results in both average audience and cume, in certain key demo groups the story was just the opsite. US2 was up 9% in adults 25-54 (average audience), moving from eighth to fifth place; for adults 18-34 it posted a 10% gain and in adults 18-49 showed a 15% improvement. USI suffered the me fate of most youth networks. but placed first among adults 35-44 (average audience) and maintained its top-five position in other demographic segments.

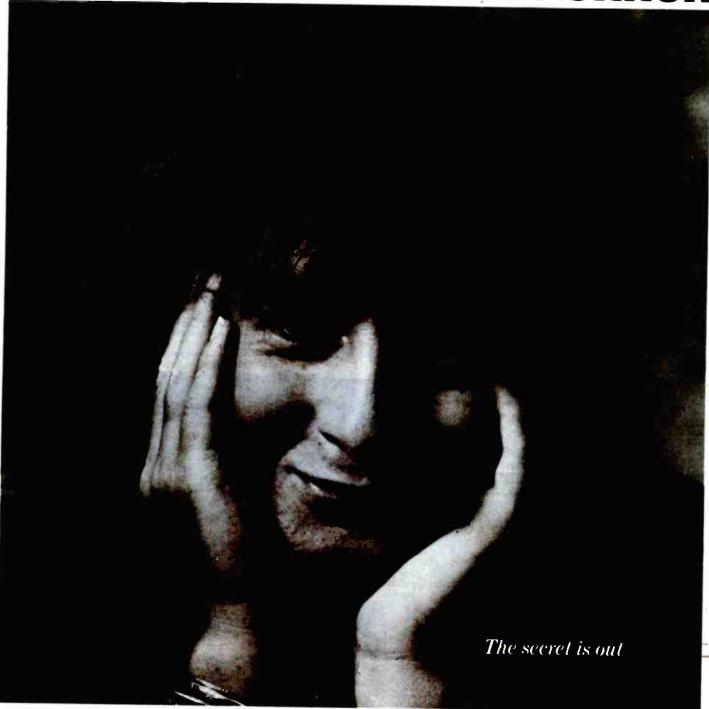
"This was a great book for US2," begins United Stations Sr. VP/Rerch Ren Werth. "The network is up in the 25-54 key target demo-graphic, which is its best showing ever, and we're very excited about that. US1 has the same baffling results that the other young adult networks realised, and we're trying to determine just what happened as opposed to the performance of the adult networks. US1 is down in a lot of areas, but so is our competition. We're still strong in 25-49 adults, so maybe when you talk about the baby boom you have to realize that the first baby boomer is now 40 and that radio is beginning to reflect an aging trend."

RADAR is compiled by Statisti-

RADAR is compiled by Statistical Research Inc. of Westfield, NJ.

25/R&R FRIDAY, MARCH 14, 1986

Julian Lennon



Host Dan Neer joins Julian for sixty minutes of fresh new music featuring cuts from his much anticipated second Atlantic LP, "The Secret Value Of Daydreaming." Make your dream come true Call your

Album Party
Live Via Satellite

Of Daydreaming."Make your dream come true Call your NBC Radio Entertainment representative at (212) 664-5538. Produced exclusively for NBC Radio Entertainment by Torus Communications.

Thursday, March 20, 10PM Eastern, 9PM Central, 8PM Mountain, 7PM Pacific



NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

March 17-21

MUSIC FEATURES

The Week Of

The Weekend

March 24-28	
Country Calender Mai Tille (3/24) Sonny Curtis (3/25) Cherly McClain (3/26) Sharon Wilde (3/27) Rubs McEstire (3/28)	(CW)
Country Report With Ron Mortin Forester Sisters (3/24) Seeyer Siroon (3/25) Charles Daniels Sand (3/26) Swyer Stroom (3/27) Forester Sisters (3/26)	(WRM)
Earth News Valente Harper/Lee Marvin/Hatena Carter/Cary Sives/Corey Hain	(WO)
Encare With William B. Williams 1941: Tommy Darsey	(wo)
Innerview	(84)
Stovio Michs, Pt. 2 Live From Gilley's	(WO)
Jerry Lee Lewis	(40)
Notional Rook Test Jos Pacopo-Bran Setzer/Pete To OH The Record Tom Petly-Man Pursons Project/O OH The Record Special City Obourne Pop Concert Arms Murray	(WO) (WO)
Rockline Blue Oyster Cult Brian Setzer	(GSN)
Shootin' The Breeze Mel'se Morgan/Val Young/Arethe Jenet Jackson	(WO)
Solid Gold Country Chat Atlans (3/24) Charly McClans (3/25) Stars in the naive (3/26) Feature year: 1975 (3/27) Religious themes (3/28)	(USP)
Special Edition	(WO)
Temptetions Pt. 2 Star Trak	(WO)
ELO/Jermaine Jackson/Robert Tep	per

•	March	23-24
American Christian Countdown	(BP)	Play
Ferrel & Ferrel		Rec
American Country Ports	alts(BRE)	Que
Oak Ridge Boys		Ros
American Eagle Hank Williams	(DIR)	Otro:
Audiophile Audition	(AA)	Roc
Gershwin/Dave Grusin	(000)	800
American Engle	(DUR)	David
Temmy Wynotte		800
Christian Countdown		Am
America Pele Carteon	(CCA)	Sin:
Countdown America W	lih.	Bros
Dick Clark	(US)	Sol
Whitney Houston		One
Country Calendar	(CW)	Sta
Louise Mandrell/John Contre	#1000	3.60
Country Music Countdo	an (var)	Stre
Country Report Countd	0	Suc
With Ron Martin	(WITH)	Store
Hank Williams, Jr.		The
The Countdown	(MO)	Dion
Clorus Warwick/Whitney House		*
Dick Clark's Rock, Roll & Remember	(USP)	Top
Herb Albert	(047)	
Dr. Demento	(wo)	
Tim Cerenough		
Entertainment		
Coast To Coast Valerie Harper/Andrew McCarthy	(CBSR)	
Future Hits	(wo)	
A-Ha/Howard Jones	,,	
Great Sounds	(USP)	
Dute Ellington		
Jazz Show	(NBCE)	
Hiroshims John Leader's		
Countdown USA ·	(CUSA)	
8.0	(0000)	
King Blocult Flower Hou	r (DIR)	
Mutulmenia/Gene Simmone		
Musicali	(WO)	
On The Radio	(NSBA)	
Startio	(many)	
Ploneers in Music	(DIRI)	
Rock & Roll Hell of Feme	35	

(WO) 60 BOR ni's Ticket To Ri ott Shennon's Roci (WO) (CRM) Solid Gold Se ers Of Rock & Roll (DIF) Street Beet That's Lave Top 30 USA

RATION

Computer Program	(Lane)
Keyboards/monitors/types of co	
memories/measuring memor	y/mproved
computer memory	
Ed Busch Talk Show	(AP)
Distorted child view/enoring/new	· sectoration
(3/15)	
Peer pressure/repealing seather	
breest concer (3/16)	
NIIIC Extra	(NEC)
	(1000)
New commercial leffers	
News Blimp	(PRN)
Overgrowded schools/magicians	
comedians/children est dieg	
tenent-coreaning decriminal	lary?/nurses
in private practice	
Sound Advice	(PRM)
Presmo/tone controls/Nah pow	ared .
amplifiers/noise and hearing	
and preamp protection	
Sporting News Report	(CW)
Billy Clear/Grag Foster/Reigh S	lamaon/
Punts Short/Gene Stellings	
Sports Fleehback	(CW)
1971 Stantey Cup/Canonero IV	
St. Louis Blass	
	04401
Waldenbooks Review	(wo)
Carl Segan/Net Kite/"The Valid	
"The Man Who Mistock His	Wile For
A lame"	

COMEDY

Comedy Show With	
Dick Cevett	(CW)
Comedy classics	
Delly Feed	(DCA)
Yerchenko reconsiders/new mob 1 your budget or mine?/new Gort	
personnel agency/spring encou	
Lough Machine	PRIN
George Cartin/Stove Martin/Marx B	
Joan Rivers/Gary Owens/Emo I	
National Lampoon's	-
True Facts Sorry shout that, chief/coolie culte	(SLP)
Surry about that, chief/cooks outsi Sunday/a bad day	rmever on
Party Drop-ins	(ASR)
Party brogams Party lesson 17/TV promo 2/and n	
Mile Wellace alcom/party less	
Radio Hotilas	(ASR)
What is it with this town?/occode on	
adventage/life can be beautiful/	
be with you look who answered	
Stevens & Grdnic's	
Comedy Drop-Inc	(ASR)
Stanta coffee/Fidomint/no more do	ge/people
next door/money management	
United Spots Of America	(ASR)
Entermete in widow, his costs/Korr	



DREAM LIFE - Warner Bros. recording group Dream Academy chats United Stations's Dick Clark for an upcoming interview segment on the net-work's "Countdown America." Pictured (I-r): Clark, and Academy members Mick Laird-Clowes, Kate St. John, Gilbert Gabriel, and Ben & Martha Hof-



GOOD GOLLY, GOODNIGHT - Little Richard, who co-stars in "Down And Out in Beverly Hills," discussed his character acting debut during an exclusive interview for Westwood One. Pictured (I-r) are WW1's Steve Downes. Little, and WW1's Stephen Peeples.



The AP Network is, without a doubt, the hottest ticket in radio today.

Because we deliver more listeners than any other radio network in the country. And we serve the leaders in nearly all of the top 100 markets. Including top-rated stations in New York, Philadelphia, Boston, Houston, Dallas, Minneapolis, San Diego, Phoenix and Seattle.

Why? Because we've got the largest, most pervasive news staff in the world.

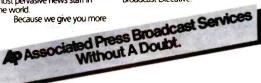
programming options than anybody else.

Because we give you absolute flexibility and control over your programming mix.

And because when it comes to avails, you run the show. AP never requires any commercial clearances.

So when local advertisers line up to sponsor AP reports, you're the one who cleans up at the box office.

For more information about the AP Network, call Jim Williams at 800-821-4747, or your local AP Broadcast Executive.



Radio Update#3

Good Friday Simulcast Planned

Good Friday Simulcast Planned

March 28, 1986 marks the one-year amiversary of the historic Good Friday simulcast of "We Are The World."

That radio broadcast, involving more than 8000 stations world-wide, focused attention on the devastating famine conditions in Africa and prompted a tremendous outpouring of support from Americans and abroad.

To commemorate that event, and heighten participation in Hands Across America, a nationwide simulcast is planned for Good Friday beginning at 10:15 a.m. EST (7:15 a.m. Pacific time) over facilities of the United Stations Radio Networks. The simulcast, and the daily news-and-information updates, are available to all stations on a non-exclusive non-affiliated basis.

The program will be highlighted by the playing of "We Are The World" followed by the world debut of "Hands Across America," the official anthem of the human chain of more than six million people who will join hands coast-to-coast on May 25th.

To find out how you can be a part of this momentous event call United Stations at 212-784-3900 and join the Coca-Cola Hands Across America Radio Network.

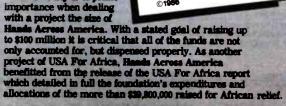
National Organizations Join Hands

In recognition of the importance and urgency of the Hands Across America project, a host of national organizations have signed on to be a part of the event on May 25th.

Pledging the involvment of their memberships are:
The Boy Scouts Of America, Campfire, Inc., The Girls
Club Of America, Jazzercize, Inc., Association of
University Students, American School Food Association,
Big Brothers/Sisters Of America, National Alliance Of Postal And Federal Employees, National Education
Association, National Urban League, U.S. Congress Of
Mayors and the YMCA/YWCA national organizations.

USA For Africa Releases First Annual Report

Credibility is of prime



@1986

Community Involvement Builds

The state of Arkanas has opened it's Hands Across
America office with a flourish!

On March 5th over 600 people gathered on the front
lawn of the state capitol in Little Rock to join hands with
Governor Bill Clinton and TV celebrity Randi Brooks in
recognition of the state and route city's participation in

the event.

In Paris, Texas their route city status has turned into a total community effort. Orchestrated by the local Coca-Cola hottler, a civic committee has been formed and includes: radio station KPRE, The Paris News, Paris Police Department, the Chamber of Commerce, the local Jaycees and Paris Junior College. That's a level of committment all cities should try to duplicate!



Radio Stations Signing On For **Hands Across America**

Radio stations are answering the call to neip mobilize Americans for Hands Acress America.

Americans for Hands Across America.

More than 2500 stations nationwide are already linked to the Coca-Cola Hands Across America Radio Network which will be providing daily news-and-information updates beginning March 31st. These updates will be hosted by celebrities spanning the entertainment landscape. Among the stations affiliating with the network is Boston market leader WBCN. Assistant Program Director Bob Crane said: "Obviously Hands Across America is going to be the most historic fund-raiser in the past two decades. And although we are not one of the cities on the route, the need for Boston and WBCN to be involved is paramount, because of the nature of the cause — hunger and homeleasnes." hunger and homelesso



To join the Coca-Cola Hands Across America Radio Network call 212-764-3900 For public relations information call Coca-Cola USA at 404-676-5077 or Hands Across America 213-556-1812



HARVEY MEDNICK

NRBA'S "BEST OF THE BEST"

Little KAYL Wins Big Prize

So you say that the big guys always win everything well, try this one on: the 1985 NRBA "Best Of The Best" Promotion Contest winner is KAYL/Storm Lake, IA. Its "Mystery Cash" promotion took top honors from among the hundreds of entries submitted in this year's competition

KAYL-AM is a full-service station; its companion FM programs Easy Listening. They are the only radio stations in this small farming town (pop: 9000). KAYL's major competition comes from a newspaper and a shopper. GSM Bob Ketchum devised the promotion to remedy an advertiser perception in his community. "I wanted retailers to think that radio gets results," he

Where Did It Come From?

"I had beard of a station doing a mystery Santa promotion and thought that there was something like that we could do to get people to respond," explained Bob. He set aside \$300 for prize money - ten \$9.90 prizes (frequency tie-in) and two \$99.00 awards, KAYL built the promotion around the simple premise that there'd be a dozen people walking around Storm Lake



as bearers of "KAYL Mystery Cash." All you had to do to win wa to approach anyone and ask him if he had KAYL Mystery Cash. If he was one of the people the station had enlisted to help them, you won. To give the promotion an added lift, the station ran clues onair to direct the players towards some of their cash carriers.

To make sure that the results met Bob's criteria, he was careful not to advertise anywhere. "By doing the promotion only on our air. he said, "we made sure it would also serve as an effective sales pitch to potential advertisers." Bob then chose his cash couriers from all segments of the community his attorney's secretary, the wife of a friend, a sheriff's deputy, a supermarket clerk, and a dental assistant, to name a few. All of these people were sworn to secre cy, and to prevent them from telling their friends, they weren't told if they were the \$9.90 mystery cash carriers or the \$99 version.

It Worked Perfectly

When you run a promotion with a 'discovery'' mechanic, you always stand the chance of having instant winners who wreck your schedule. The station had budgeted four eeks as the desired length it wished the promotion to run. "We promoted it on the air the first week. then started the clues. As if it had been planned, it took 3 weeks for the money to be won," Bob said

Tip: In the promos KAYL was careful to stress that anybody could be the bearer of the bucks. so you'd have to ask everybody your minister, teacher, gas station attendant. The first person who approached one of the mystery cash people and asked them if they had any KAYL Mystery Cash won.

A Hidden Benefit

Human nature provided an added benefit to the promotion. Many of the listeners who played the game assumed the money would be given away through advertiser outlets, so they concentrated on

Congratulations to Bob and all of the folks at KAYL. It's refreshing to see the little guy win with a very successful and inventive promotion that I think will become a staple of every small and medium-market operator in our industry.



"I wanted retailers to think that radio gets results."

-Bob Ketchum

asking salespeople working at clients they heard on the air. Got it? That's right - the advertisers got the message that not only was the station being listened to, but that it was motivating individuals to get up and out to the stores. You just can't ask a promotion to do more than that to meet your original plan to prove to advertisers that radio gets results. And that's why it was The Best Of The Best.

Other Finalists

Congratulations as well are due WGCH/Greenwich, CT; WEPM & WKMZ/Martinsburg, WV; KSMA & KSNI/Santa Marin, CA; K101/ San Francisco; WFOX/Atlanta; KAFM/Dallas; KOUR-AM & FM/ Independence, IA; KMJK/Portland; and WINX/Washington, who were "Best Of The Best" finalists.

Honorable Mention went to WYNY/New Yerk; WEIM/Fitchburg, MA; WCMS/Virginia Beach, VA; KBCO-AM & FM/Boulder, CO; and WDST/Woodstock, NY.

By the way, although the "Best Of The Best" is an NRBA project, the NAB will most likely continue it when the unification of the two organizations materializes. So keep those promotions coming, and good

ONE YEAR AGO TODAY

- Bill Latz Exec. VP/GM of KWK & KGLD/St. Louis
- Rick Dobbis VP/Marketing at Chrysalis ● Todd Chase PD at KZZC/Kansas City
- Maurice Watkins National Promotion Director/R&B at Mo
- Dave Allison PD at KPQP/Sen Diego
- Fred Webb GM/GSM at KRNB/Memphis Bill Gardner PD at K101/San Francisco
- #1 CHR: "Can't Fight This Feeling" REO Speedwagon (Epic) (4 wks)
- #1 AC: "One More Night" Phil Collins (Atlantic)
- #1 B/U: " 'Til My Baby Comes" Luther Vandross (Epic)
- #1 Country: "I Need More Of You" Bellamy Brothers (MCA/Curb)
- #1 AOR Track: "Forever Man" Eric Clapton (WB)
- #1 LP: "She's The Boss" Mick Jagger (Columbia) (3 wks)

FIVE YEARS AGO TODAY

- Jack Crawford GM of WKOS/Nash
- Nick Trigony GM of KIKK-AM & FM/Hou KQFM/Portland switches from AOR to Oldles
- Dick Sherman Sr. VP/Marketing & Distribution at Motown
- Herry O PD at WZAK/Cleveland
- e #1 CHR: "The Best Of Times" Styx (A&M) (2 wks)
- #1 AC: "Hello Again" Neil Diamond (Capitol)
- ## 8/U: "Being With You" Smokey Robinson (Tamle/Motown)
 ##1 Country: "Guitar Man" Elvis Presley (RCA)
 ##1 LP: "Arc Of A Diver" Steve Winwood (Island)

TEN YEARS AGO TODAY

- Jeck Fitzgerald PD at WQXVAtients
- Howie Castle PD at WLCY/Tampa • #1 CHR: "Dreamweaver" — Gary Wright (WB) (2 wks)
- # AC: "All By Myself" Eric Carmen (Arista) (2 wks)
- e #1 B/U: "Disco Lady" Johnnie Taylor (Columbia) (3 wks)
- #1 Country: "Till The Rivers Run Dry" Don Williams (ABC/Dot)
- #1 LP: "Run With The Pack" Bad Company (Swan Song)

DATELINES

March 27

Radio Workshop 1986 Cosponsored by RAB and Southern

California Broadcasters Association. Grand Ballroom, Sheraton Premiere,

April 6-10

National Gospel Radio

14th Annual Saminar

April 9-13

Alpha Epsilon Rho, National Broadcasting Society's 44th Annual Con-

Sheraton Park Towers, Dallas April 13-16

tional Association of Broadcasters

64th Annual Convention Dallas Convention Center, Dallas

April 13-17

National Public Radio Annual Conven

Town and Country Hotel, San Diego

April 19

9th Annual Great Lakes Radio Confer-

Presented by Specs Howard and Central Michigan University University Center Building, Mount Pleasant, Mi

May 2-4 2nd Annual Music Business Symposi-

Ambassador Hotel, Los Angeles

May 14-17

American Association of Advertising Agencies' Annual Meeting Greenbriar, White Sulphur Springs,

May 21-25

American Women in Radio and Television's 35th Annual Convention Westin Hotel Galleria, Dallas

June 10-12 5th Annual International Radio Festival

of New York Sheraton Centre Hotel, New York

June 11-15

Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Semina Loew's Anatole, Dallas

June 26-27

Atlanta Radio Forum '86 Burkhart/Abrams/Douglas/Elliot & Associates Programming Conference. Atlanta

June 26-29

11th Annual Upper Midwest Communications Concleve Radisson Plymouth, Minneapolis

August 26-29 Radio-Television News Directors As-sociation's International Conference Salt Palace Convention Center, Salt

5th Annual Jazz Times Convention **Rocesvelt Hotel, New York**

Sept 10-13

Radio '86 Management, Programming, Sales, and Engineering Convention, sponsored by NAB and

NRBA. New Orleans Convention Center,

The 1st INTERNATIONAL MUSIC & MEDIA CONFERENCE

Montreux, Switzerland May 7-10, 1986



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ON THE RECORDS



KEN BARNES

REVIVED LABELS

Return To Casablanca

It's like deja vu. Like an acid flashback. History repeating itself. Suddenly classic label identities are being reintroduced — Casablanca, Dot, Reprise, and most recently United Artists. Presumably, the resonance and reputation of a past label, it's hoped, will rub off on the products of its new incarnation.

Anyway, that sort of theorizing and a look at the new plans of some of these revived labels is the province of Adam White. For the purposes of this column, I thought it would be fun to look back at these four labels (a week at a time): a little history, some hits, and a few of the more intriguing misses. Starting it off. Casablanca.

Neil Begart headed promotion at Buddah during the label's glory years – the bubblegum hits of the late '80s and hits by Gladys Knight, Melanie, and others in the early '70s. By the time he left in late '73. Bogart was practically running Buddah, but he wanted a label of his own.

Casablanca debuted in March 1974 as a Warner Bres.-distributed label, but quickly went independent until it was bought out by PelyGram in the late "70s. Casablanca was fortunate to have Kiss among its first acts, as the band created a stir from the start, even if its first CHR hit ("Rock & Roll All Nite") didn't come until 1976.

Other early artists included Bill Amesbury, who had a minor hit with "Virginia"; the Beb Crewe Generation; all-fernale band Fanay, whose "Butter Boy" would have topped the PMRC hitlist if they'd been around back then; comedy/musical troupe the Hudsen Brethers; and former Herman's Hermits lead singer

UK pop idols T. Rex had a stay at the label, as did former Hendrix drummer Buddy Miles, who, legend had it, would occasionally show up in the lobby brandishing a nistol.

Casablanca was nothing if not trendy, and when a fad caught on, the label was there to cash in. A gentleman named Steve Sawyer recorded "Hey Forzie" in 1976; a year later the same track and arrangement appeared on a CBS subsidiary under the title "Tribute To The Beach Boys" by the Sands Of Time. When the Carter administration took office, Casablanca was quick off the block with the Washfagton Hillibillies, a cornedy con-

blanca Classics: The legen-YEAR AT THE TOP WASHINGTON HILLIAM LUES Gree & Paul didn't win a year at the top with this show, with the Washington Hillbillies. With a little humor, it might have worked but they achieved belated success anyway.

cept LP that attempted to do for the Carters what Vaugha Meader did to the Kennedys, Nothing much happened, although the comedian who portrayed Pres. Carter, Jeff Altman, later went on to cohout a short-lived network variety show with Plak Lady and now, among many other activities, does voices for Rick Dees.

Tying in with the very short-lived situation comedy "A Year At The Top," the story of two aspring musicians who made a pact with the devil for short-term success. Casablanca released an album by the stars of the show. Greg & Paul. Greg (Evigan) later starred in "B.J. & The Bear," while Paul

(Shaffer) became the best-known bandleader on TV, first with "Saturday Night Live" and then with "David Letterman."

"Happy Days" star Dessay Most wound up on Casablanca for a spell, as did John Travolta's brother Joey. And later the label released an album by Phylicia Allea, then the wife of Village People lead singer Victor Willis, and now the star of the "Bill Cosby Show."

Mentioning the Village People calls to mind the disco era, in which Casablanca participated more enthusiastically than any other major company. Donna Summer first appeared on Giorgio Moroder's Oasis subsidiary for

"Love To Love You Baby" and other hits, then switched to the parent label. The Village People, with their flamboyant gay stereotype images, took disco to places it had never been (and probably ham't been back to since). Casablanca had tons of one and two-shot disco artists, from Santa Esmerelda to Lipps Inc. (the immortal "Funky-town") to Meco, who recorded on the Casablanca-distributed Millennium label, founded by producer Jimmy lenner and featuring the promotion talents of his brother Don, now Arista Sr. VP.

Casablanca's reigning black acts, Parliament and Cameo, recorded on the Chocolate City subsidiary, at least at first. Casablanca also had a succession of past pop stars, some of whom still had hits on Casablanca and some who didn't. The roster included Tony Ortande, the Sylvers. Cher (and her rock group, Black Rose), Player, legendary songwriter Barry Mann, Teny Jee White, Nick Gilder, Mac Davis, the Captain & Tesssille, Dr. Hook, Pure Prairie League (featuring future country star Vince Gill), Angel (featuring Greg Gisffria of the band of the same surmame), the Feur Tops, Stephanie Mills, Dusty Springfield, and more.

And there was one of 1977's truly memorable bands, Wildfire, whose cover of the Dave Clark Five's version of Jerry Keller's 1959 hit "Here Comes Summer" soared to near the top of R&R's Significant Action listings. The group, which did put out an album but no follow-up singles, featured then-Casablanca VP Sestt Shaunses, who has doubtless sold more copies of the regional-only "Zi00 Morning Zoo" LP.

Another radio connection was with Stallien, a band managed by present KOMO/Seattle PD Kea Kall. Other novelty items included "Disco Calypso," a trend that mercifully never caught on, despite artist Beckett's best efforts. One of the stranger disco-oriented novelties was "Eugene" by Craxy Jee & The Variable Speed Band, co-produced by Kim's Ace Frebley. Eugene was a disco smoothie from Brooklyn or somewhere with the most inept lines imaginable for picking up women, an activity he spent a great deal of time on, with little if any success.

Frehley, by the way, was probably considered the least likely member of Kiss to score a solo hit when Casablanca took the unprecedented (and still unduplicated step of releasing simultaneous solo LPs by all four Kiss stars. However, his "New York Groove" was the only hit to emerge from the quartet of albums (not that he ever followed it up with anything, even after he left Kiss).

In recent years Casablanca has never really died out, but it has been relegated mostly to sound-track releases, with occasional Black/Urban records as well. Now, under the direction of PolyGram's Russ Regan (whose Parachute label was another Casablanca subsidiary), Casablanca will regain an identity of its own. Animotion was switched from Mercury to Casablanca for its new record, and more should follow as PolyGram plays the Casablanca song again.

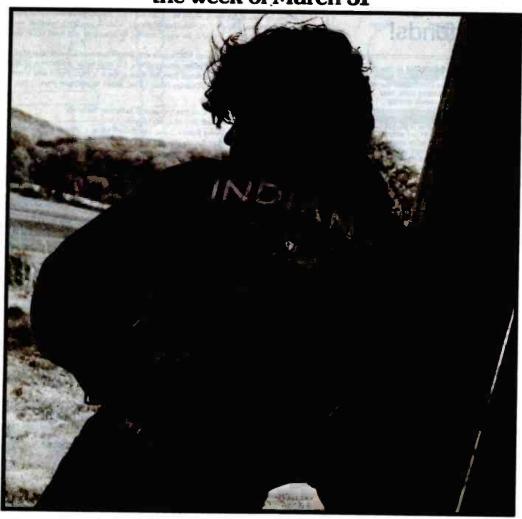
32/R&R FRIDAY, MARCH 14, 1986

JOHN COUGAR MELLENCAMP

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DATEBOOK

SEAN ROSS

In Memoriam: Kossoff, Rhoads, Singing Nun

1975/New Atlantic signing the Manhattan Transfer arrives by train in Los Angeles for a St. Patrick's Day party

with green champagne and a guest appearance from Gene Kelfy.

1982/Capitols lead singer Samuel George is stabbed to death in a family argument. (Another former member of the group is killed shortly thereafter while on duty as a policemen.)

1984/Patti Labelle and Bobby Womack perform "Love Has Finally Come At Last" on "Soul Train."

1984/Wang Laboratories sues WASH/Washington over the much-used "pocket wang" commercial perody which

Z100/New York has run for a while without incident. Birthdays: Paul Kantner 1941, John Sebastian 1944

TUESDAY, MARCH 18

1965/The Rolling Stones end a UK tour by urinating on a gas station wall and being arrested for "insulting

1970/When he was at Six Flags Magic Mountain last year, Country Joe McDonald managed to spell out "fuck," as is his longstanding habit on "The Fish Cheer," without incident. (He didn't, however, have the crowd mouth the word audibly.) On this day in 1970, he was convicted for obscenity and fined \$500 for leading a Worcester, Mess, crowd in the cheer

1980/Robert Stigwood announces RSO's pact with Mike Chapman's Dreamland label. Despite signing Michael

DesBarres and Holly Knight & Spider, among others, the label never produces a hit record. 1982/Teddy Pendergrass is paralyzed from the waist down in a Philadelphia auto accident.

Birthdays: Wilson Pickett 1941, Charley Pride 1939, Jamie West-Oram (Fixx), 1953, Irane Cara 1959.

WEDNESDAY, MARCH 19

1974/Jefferson Airplane begins its first tour as the Jefferson Starship.

1976/Ex-Free man Paul Kossoff dies of a heart attack.

on rushes out Diena Ross's "Love Hangover," killing a prior single, to best a 5th Dimension version

1982/Ozzy Oebourne gultarist Rendy Rhoads is killed in a bizarre plane/bus/house accident in Leesburg, FL.



THURSDAY, MARCH 20

1980/Attempted Truck-Aid: A 28-year-old Texas trucker takes a hostage at the New York Elektra/Asylum offices and demands to see either Jackson Browne or the Eagles so he can ask for money to fund his trucking

1980/WPIX/New York, until recently one of the few commercial stations with in-studio interviews from the Pleasmattes, is pickated by "Listeners To Bring Back The Old PDI." The listeners group is outraged that WPIX has abandoned its short-lived new-wave format for CHR (which won't lest more than 18 months anyway.) Birthdays: Carl Palmer 1950, Jerry Reed 1937.

FRIDAY, MARCH 21

1975/"I'm Not Lies" debuts Country on its way to #1.

1976/Devid Bowle and Iggy Pop are arrested for possession of six ounces of marijuens in a Rochester, NY hotel. 1976/Logendary rocker WCFL/Chicago finally switches to Beautiful Music.

1980/Bob Seger's "Against The Wind" becomes the #1 LP.

1985/"The Last Dragon" gets its Hollywood premiere featuring Smokey Robinson, Diene Rose, Rockwell, arge, the Commodores and Charl

Birthdays: Eddie Money 1948, Roger Hodgeon 1951, Keni Richard (Autograph) 1957.

SATURDAY, MARCH 22

1958/At the urging of his mother, Henk Williams Jr. makes his stage debut.
1975/Nell Sedeka's "The immigrant" is released and trade ade cell it "a thoughtful song dedicated to John

1978/"All You Need Is Cash," the Rutles special, airs.

1982/Devid Creeby is nebbed in Los Angeles for possessing Quaekudes and drug paraphemalia, driving under the influence of occaine and carrying a concessed weapon.

1985/Bruce Springsteen shows up at Nell Young's last Australian show in Sydney and plays Stephen Stills's guitar part on "Down By The River.

Birthdays: Leurie Sergent (Face To Face) 1960, Stephenie Mills 1957, George Benson 1943.

1977/Hollywood's Tower store and KWST launch 250 giant belloons to promote Genesis's "Wind & Wuthering" LP. Three area airports, including L.A. International, are put on alert so they don't confuse the balloons with UFOs.

1978/Miles Copeland plays "Roxanne" for A&M executives, who sign the Police immediately.

1979/With Milchelle Tricle suing Lee Marvin for palmony, KFifLos Angeles's Lohman & Bariday play her sixties

stiff, "Promise Me Your Love," for two listeners, both of whom gong it. Lohman & Barkley, however, approve of

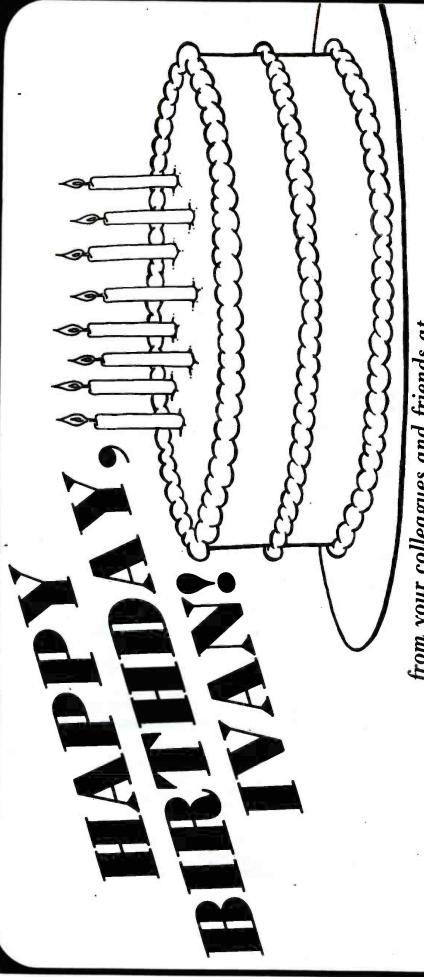
1985/The Singing Nun, a/k/a Jeenine Deckers, and her female companion commit suicide in Wavre, Belgium. She is 52.

Birthdays: Chaka Khan 1953, Ric Ocasek 1949.

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DAN O'DAY

Radio Takes On TV Guide

Shortly before Christmas, TV Guide published an article by Larry L. King, the author of "The Best Little Whorehouse in Texas." In it, King took some nasty shots at the state of Texas in general and at the city of Amarillo in particular, to wit:

"By the year 2000, Texas will consist of nothing but skyscrapers, shums, parking lots, football fields and Amarillo (Amarillo won't be paved over because it won't be worth the cost of the cement)." King went on to describe Texas women by saying, "Many of these scented silkies throw ashtrays, own IQs the same as their shoe sizes, and are interesting only in comparison with Oklahoma."

As both a woman and a proud Texan, KMML/Amarille midday jock Jeey Griffin got mad, describing the article as "very, very unfair." When she complain-

Radio Stories

Terry Moss / Transtar:
"This is how I got into radio. When I was in high school, I took a \$25 class a local disc jockey gave. He taught it at his station, KZIA/Albuquerque; at the time it was a daytimer.

"The guy who taught us was trying to get ahead in radio, like
everyone. Because of the smalltown facilities, the only thing the
station could record was off the onair monitor. So to do his audition
tape, he would come in late at
night, turn the station on the air,
and do his tape! They never caught
him."

I NEED YOUR INPUT. Letters, comments, and cassette airchecks are welcome. Due to the large volume of mail, however, I regret that I cannot critique the tapes I receive.



Joey Griffin

ed about it on the air, the phone response was strong enough to encourage her to launch a petition drive to express their views to TV Guide and to Larry L. King.

The result was a 24-foot long petition, signed by hundreds of "Proud Texans and Proud Amarilloans." KMML then flew her to Los Angeles, where she delivered it to TV Guide, which apologized to her for the article.

"It was a total station effort for KIXZ & KMML," says FM Program Director Jay Glass, from the receptionist who dealt with phone calls to the station manager who arranged for Ma. Griffin to fly to I. A."

And if Joey ever comes face to face with King, will she express her displeasure by throwing an ashtray at him? When I posed the question to her, she just laughed. At least, I think she was laughing.

Making A Contract Stick

A jock from the Midwest checks in with a question about contracts:

"Let's say you have an agreement that you're working a 2-6pm sirahift plus production and other duties for a certain amount of money for a 40-hour week, with overtime pay for more than 40 hours. After you've been there a while, the boss says no more overtime. Or parhaps he says he's changing your shift to 2-7 for no more money.

"The jock seys. 'But we had an agreement,' to which the bose responds, 'Radio is a changing business; we have to be flexible.' Then you get a lecture about being a team player. If you went to work a 40-hour week you sent to be in radio, etc. Of course, with an agreement you could take legal action, but that really len't very practical. For that matter, working over 40 hours without overtime pay lan't legal, but again, practicality seems to dictate that you have to either live with it or move.

"So my question is: Do you have any advice for this type of situation? If not, is there really a need for a contract in most markets?"

RESPONSE: The points raised by this jock are quite valid. I suppose one overall piece of advice len't always easy to follow: Entern to agreements with honorable people. (Obviously, often one doesn't know the other party is less than honorable until it's too late.) If it's against the law for an employer in your state not to pay overtime when an employee works more than 40 hours a week, I would refuse to do it. Being a team player is one thing, and an important one; being Begally, exploited is another.

If you have been servy enough to get a written employment contract (and that is the frame within which this lock's acenerio's is beend). then presumably you have had ed out the length of the agreement, severance, etc. If it's a oneyear contract, for example, and after six months the boss wents to breek it, you can politely insist that It be honored. The station can honor the agreement . . . or it can pay you off for the remaining six months of the agreement . . . or it can offer to renegotiate with you. But a renegotiation will require them to offer you something of value in exchange for your agreement to new terms of employment. If they attempt simply to terminate your employment without compane you can sue.

I understend that the thought of having to sue your employer for what's rightfully yours is abhorrent. I recommend this as a last resort, after good-faith negotistion has felled. But just as you have no deatre to effect into a lawaut, neither does your employer ... especially when, in the hypothetical case above, he's odde-on favorical

to lose.

Everything's "Changing"

"Radio is a changing business." So whet? Can you imagine management telling your Chief Engineer that from now on he's going to have to work an extra ten hours a week with no raise in pay, because "radio is a changing business?" How about the station's attorney? How about saying to an advertiser. "We know we signed a contract guaranteeing you this spot rate for a full year, but radio is a changing business: from now on we're doubling your raise?"

Many businesses are changing businesses. How's this: "Mr. Station Manager, I know that, in my capacity as Bank President, I signed a loan agreement under which your station agreed to pay off its mortgage over a 30-year period at a fixed annual interest rate of 10%. But you have to understand that banking is a changing business, which is why from now on you have to pay it all back in 15 years, at 18% interest per year."

When faced with the demands of a bully, you have two choices. You can give in to his demands, or you can stand up for your rights. Sometimes when you stand up to a bully, you get best up. But not slways. And when you stand up to a bully, win or lose, at least you walk (or hobble or crawl, depending upon the outcome) away with your self-respect.

Too Much Too Soon?

Owing to technical problems, last month we printed an answer to a letter I'd received . . . without printing the letter. Here, belatedly, is the letter and the response. The author of the letter requested anonymity; I told him I'd give it to him if I could figure out how to spell it.

"I'm currently employed in a Top 10 market, where I'm on the air part-time and also write, voice and produce comedy material for the morning show.

"Although I'm happily employed here, I feel that my talents are strong enough that I could be doing all this comedy and production work for my own major market full-time einshift. I did previously have that opportunity as cohost of a 'morning zoo' show for a few months, but it was in a very small market.

"Now that I've been doing 'behind-the-scenes' work for over a year here, I'm litching to move forward. Whatever 'connections' I have in the business have not been able to help me out, and I've found, much to my disappointment, that there are very few PDs out there who will hire someone on talent alone. For the most part, you've almoly not to know someone.

"I've been in the business for a little over live years. Do I want too much too soon?"

REPLY: Yee, I do think your expectations are unrealistic. From the resume you sent me, it appears you've had a total of three years of fullime on-air experience, all of it in amail markets. A while back we printed a letter from a PD who complained about guys who produce a major market show somewhere and then expect to be hired as jocks themselves. This might be a rather harsh metaphor, but it makes me think of someone who expects to be hired as a golf pro at a big country club . . . because he's worked as a caddy for Jeck Nidotáses.

Paying Dues

You included a tape of production samples, and actually your production work and character voices are above average. But there's a lot more to doing a morning show then writing and producing. Those two elements aimply support the air personality's primary responsibility; quality live performance. And the ability to deliver a consistently entertaining, well-paced, professional show comes only with experience.

I must say I detect a contradiction in your letter. First you admit that your major market "connections" haven't hetped you to land a major market morning gig . . . and their you complein that "you've aimplygot to know someone." I think you're fooling yourself.

If your tape is an accurate guide, then yes: You do have talent. But it sounds to me as though you're looking for a shortcut to the top. Occasionally even a cliche can be accurate. In your case, I'd refer you to the old saw about "having to pay your dues."

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ADAM WHITE *

Music, Movies And The New UA

At least one radio programmer has cracked that the next hot format should be MOR — Movie-Oriented Rock — judging by the proliferation of soundtracks which use contemporary music. Now the trend has led to the creation (actually, the revival) of a record company by a prominent movie studio. The studio's chief executive has himself been involved with the careers of Elvis Presley, the Moody Blues, John Denver, Neil Diamond, Bob Dylan, the Beach Boys, and Frank Sinatra.

Yes, United Artists Recerds is back, the result of Jerry Welstrash's appointment last November to Chairman/CEO of the "new" United Artists Corporation, as it's being called. Weintraub is the prominent talent manager, concert promoter, and film producer, of course, and he wants a record label operating alongside UA's movie and TV production divisions. The goal: to make the most of today's multimedia opportunities for music, and to reestablish the United Artists name as a factor in the record business.

That's the word from the man Weintraub has chosen to head UA Records, Jerry Greenberg, who elaborates, "Jerry Weintraub's thinking is basically that there's no need to give away musical sound-

"The goal: to make the most of today's multimedia opportunities for music, and to reestablish the United Artists name as a factor in the record business."

tracks to other record companies. These can be profitable for the company in their own right.

"Seeing the use of contemporary music in 'Mismi Vice' and the success of that album, as well as movie soundtracks like 'Beverty Hills Cop,' Jerry thought it was a natural situation for the new UA," adds Greenberg. For the record, the "Vice" album has been certified for US sales of three million and closing in of turn million, while "Cop" is at two million-plus.



Jerry Greenberg

Says Jerry, "All three divisions are obviously going to be working closely together. Just as the movie and TV people are going to have ideas for the label, we're going to have ideas for them. For example, almost everyone in Hollywood seems to use the standard set of guys for music. We want to explore possibilities with some of the newer, younger musicians, as 'Vice' did with Jan Hammer. They're out there."

Danger Of Overkill?

United Artists has various types of movie projects in development, says Greenberg, noting, "Jerry is going to do a lot of musical pictures along the lines of what Rahert Stigweed did, and what Paramoust used to be very successful at doing."

Doesn't overkill lark beneath the surface of this trend, since hardly a week goes by without a new rock soundtrack? "Not if both the picture and the music are great," replies Jerry, "and as long as the music is viable for the picture.

Everybody's starting to spend more time to make sure that happens. Both Hollywood and the record business are finally waking up to the fact that a serious, longterm marriage has been made—and has to be made."

Jerry recalls that his first significant experience of the music/movie connection occurred in the early '70s when he was at Atla Records. The label was releasing Mike Oldfield's "Tubular Bells" from Virgin. "It was a smash in Europe, but radio here didn't understand it and didn't want to play it. We were trying to figure out how to get exposure when our A&R dir of the time saw a screening of The Exercist' and learned that (the studio) Warner Bres. was looking for music. We sent 'Bells' over to them, and you know the rest." Used as the movie's theme, Oldfield's work yielded a hit single and hit album worldwide

Greenberg, President of Atlantic from 1974-80, mentions working with Aarua Russe and Brueks Arthur on Bette Miller's movie "The Rose" (which produced a millionselling soundtrack) and the "All In The Family" comedy album drawn from the TV series. Also, Mirage Recerds, which Jerry cofounded in 1980, released a couple of soundtracks, "The Night The Lights Went Out In Georgia" and "Soup For One."

Let's Have Breakfast

The new UA Records chief says that he and Weintraub put together their deal in a swift four weeks. "I gave Jerry a call just to check in and congratulate him," relates Greenberg, "and said that he should think about going into the record business. He replied that he was doing just that. We had breakfast, and there it was."

Jerry's brother, Beb, has joined him in the venture, and Mirage's roster has been absorbed by Atlantic/Atee, its distributor (Rafa 2-21). However, Greenberg says that the Mirage label has not been sold. "It will function as a logo deal, and Atlantic will assume the

The "Old" United Artists

191 194 1911 1911 1911 1911

The rebirth of United Artlets Records is the latest twist in a corporate which apers close to 30 years. The label was formed in 1958 as a subsidiary of the film company and operated as such until 1967, when it was sold along with the rest of UA to Transamerica Corp. Artle Moguli and Jerry Rubbinstein acquired the label from Transamerica in '78 with financial backing from EMI, which bought the pair out early the following year. The new owner relinquished rights to the UA name but not to the catalog, which has been used for various Capitol/EMI release projects since then.

Well-known acts associated with UA in the past include Kenny Rogers, Bobby Womeck, ELO, Crystal Geyle, War, the Nitty Gritty Dirt Bend, lite and Tina Turner, Paul Anka, Brase Construction, Bobby Goldsboro, George Jones, and Ferrante & Teicher. And you remember Brinsley Schwarz, of course.

Past presidents of UA Records were Rubinstein, Mogull, Al Teller, filtle Stewert, Devid Pioleer, and Max Youngstein. Oh, and the branch distribution system which today handles the hits of Polydor/Mercury/ Casablance and associated labels once belonged to UA. Originally known as UDC, it was sold to PolyGram in 1973.

A&R end of it. The artists have already had meetings with them." They include Shaman, the System, Gary Moore, Charlie, and Southside Johany. Emergeacy Recards President Sergio Cossa, who placed Shamnon with Mirage for crossover and album action, confirms that his Mirage/Atoo ties continue.

Jerry estimates that United Artists Records will release between

"Both Hollywood and the record business are finally waking up to the fact that a serious, longterm marriage has been made and has to be made."

eight and ten albums in its first year and sign around five or six acts. The label will have its own promotion and marketing staff, while pressing and distribution will be handled by CBS.

Explaining the latter connection, Greenberg notes Jerry Weintraub's relationship with CBS/Records Group President Walter Yesnikoff, as well as another deal already in place. "There was an existing contract with CBS for UA soundtracks. CBS Sangs bought United Artists Music in 1994, and under that CBS had rights to certain UA properties." Interestingly, the executive involved in that arrangement was onetime UA Records

President Mike Stewart, who is now CBS Songs' chief executive.

Karate Kid 2

United Artists Records' first soundtrack project involves "The Karate Kid 2," the sequel being produced by Jerry Weintraub for Columbia Pictures. The first "Kid" yielded an album on Casabianca featuring Surviver, Cang of Feur, Paul Davis, and the Fitrts (among others), though it wasn't a significant seller. UA will also be pursaing other soundtracks from major film studios not affiliated with record companies.

And Greenberg has suggested to Weintraub several artists suitable for roles in UA pictures. "There are performers who are capable of acting, who can enhance their careers by being involved in movies, as Madoman did in 'Desperately Seeking Susan.' The same applies to TV. And we stand to get some music out of it."

Jerry concludes, "People must

Jerry concludes, "People must understand that this is not going to be A&M the first year out. We're not talking about 20-30 albums; we'll take it slow and easy. But the artists we do sign will get first-class treatment; the label isn't only going to be a service arm of the film company. They'll be going through a branch organization which can sell records, and they'll be working with people like myself and Bob who are music fans and who, I hope, understand everything about marketing and promotion. Everybody I've talked to is very excited about the situation."

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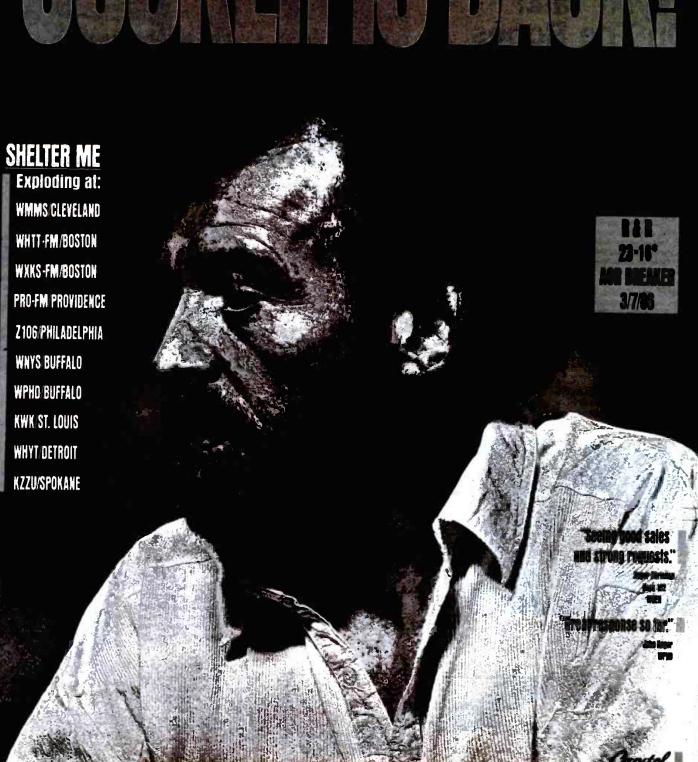
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BRAD WOODWARD

STATIONS DEFER TO NETS

Psych Talk: On The Ropes Or On The Rise?

When Dr. Toni Grant left KABC/Les Angeles and ABC Talkradio in January, both the station and the network cut her slot back from three hours a day to two. I couldn't help wondering if the phenomenon of so-called "shrink talk" on radio was drawing to a close.

Then came word that Grant had signed with Westweet One and Mutual for a two-hour show leading into Larry King five nights a week. So much for the obituaries . . .

Grant herself ushered in the psych talk era in the mid-1970s. Following her enormous success at KABC, it seemed every Talk station in America rushed to the "p" section of the local Yellow Pages in earch of its own resident psycholo-

But where are all those radio counselors today? Relatively few top News/Talk stations today have locally-produced psychology shows. One of the latest to disappear was a weekend program on WGN/Chicago with Dr. Dan Kiley. He left to write a book, and wasn't

The most logical explanation for what's happening to psych talk is that local stations seem to be leaving the job to the networks. As ABC Talkradio VP/Director Maurice Tunick puts it, "I think a lot of stations find it difficult to find good psychologists."
He adds, "There is still a market

for psychology talk out there." Ac-cording to Tunick, pruning psych talk to two hours daily on the net wasn't so much a decision to cut back psychology as it was a deci-sion to add a medical show," hosted by Dr. Dean Edell.

"Three hours may be too much to take."

- George Green, KABC

Nets Field Psych Jockeys

Indeed, it's quite possible that, via the networks, more Americans are eavesdropping on the emotion-al turmoil of their neighbors than ever before. Talkradio's Dr. Su



CHASING MEMORIES - Former ABC-TV correspond ent Sylvia Chase returned briefly to the mi her broadcast career began in 1969 at KND/Los Angeles. Chase, who has resigned her post as "20/20" investiga-tive reporter at ABC to anchor the news at KRON-TV/San Francisco, is shown with KNX VP/GM George Nicholew.

Forward dispenses advice over 70 stations. Grant's old slot, now shared on both Talkradio and KABC by Drs. Senya Friedman (Monday-Tuesday) and Dr. David Viscett (Wednesday-Friday), is carried on about 60 outlets. Talkradio also airs child psychologist Dr. Lawrence Balter on weekends.

Sally Jessy Raphael is carried by several hundred NBC Talknet affilintes. While her only degree is from the proverbial "college of hard ge of hard knocks," I'm sure her fans think of her as an expert counselor. One broadcaster aptly notes that trying to compare Dr. Forward and Sally Jessy Raphael is like comparing Dr. Joyce Brothers and Dear Ab-

WMCA's Psychology Themes

WMCA/New York VP/Station Manager Carey Davis shares the general impression that psychology talk is waning on the local e. Last November WMCA halved Dr. Elyse Goldstein's morning show to a single hour. "We've added a food program," Davis ex-

There is still a market for psychology talk out there '

> - Meurice Tunick, **ABC** Talkradio

The hour of psych talk remaining has evolved from "all open lines to themes," according to Davis. For example, Goldstein stayed on the air to help listeners cope with the Challenger disaster this winter. On Veterans Day she invited the au-dience to share feelings about the ation's treatment of veterans.

"It seems to work very nicely," Davis says of the theme approach, which is used about once a week 'A smaller percentage of our calls are about sex and a higher percen-tage are feelings about community

KABC Cuts Back

KABC VP/GM George Gree pronounces psych talk to be "alive and well all over the country" but agrees that networks do it better than local stations, "no matter what." He adds, "Listeners don't discriminate based on where it

When Grant left her station in January, KABC "created a block

from 1-4pm of both medical and psychology talk" featuring network personalities Friedman, Viscott and Edell

"Our opinion in Los Angeles was that three hours a day of psycholo-gy was a lot because we've had it for ten years. Three hours may be too much to take.

Green says when Grant's contract expired at the end of 1985 he offered her a two-hour show two days a week, but she insisted on the four days she'd been doing, "It was an amicable leaving," says Green.
"She's a capable lady and I wish

TALK TAKES

with Bob Brinker Saturdays and Sundays from 4-7pm ET ... WWWE/ Cleveland affiliates with the CNN Radio Network . . . Lari Keledzey med Manager/Satellite & Technical Services at WGN/Chicago . . . Longester Keeve B pointed News Director at WMCA/New York, replacing retired Bert Napp . . . WINZ/Miami presents checks totalling \$38,000 to six charities involved in its Children's Holiday Fund . . . WWWE/ Cleveland raises \$68,000 in its Feeda-Family drive . . . WMFR/High Point, NC adds a 10-11am talk show with Bobble Martin . . . Congratulations to KTRH/Houston's Edward Fritsch ("Mr. Babe") on his 50th anniversary with the station, most recently in Traffic/Continuity ... KMBZ & KMBR Kaneas City organizes its staffs into a tree Speakers Bureau for tree local appearances ... KYW/Philadelphia airs 20-part series on discrimination . . Ann Landers and Chicago Bears coach Milke Ditks named WBBM/Chicago "Woman and Man of the Year" 1950s baseball star Gue Zerniel joins KMJ/Freeno as color men for Freeno State baseball.



FRANCIS REJONS WOR — Among those welcoming talk host Ariene Francis back to WOR/New York at a recent reception was the station's longitime morning personality, John A. Gambling. Each Wednesday Francis and Joan Hamburg now cohost a kinchitime program from famed Sard's restaurant. Other WOR changes include the addition of NBC TalkNet personalities Sally Jessy Raphael (7-9pm) and Bruce Williams (9-11pm).

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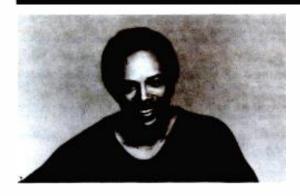
WE ARE THE CURE.

In the II years since The T.J. Martell Foundation set up its first laboratory at Mt. Sinai Medical Center in New York, teams of researchers have made tangible progress in finding cures for leukemia and cancer.

The Foundation's pioneering work now spans two continents and also includes the Neil Bogart Memorial Laboratories at Children's Hospital in Los Angeles, the Boston-based Cancer and Leukemia Group B and the European Organization for Research and Treatment of Cancer.

Because of these ongoing research efforts, lives are no longer being claimed automatically by some forms of cancer. The battle, however, is far from won.

Nearly 12 million dollars has been raised since CBS Records Vice-President Tony Martell promised his son T.J. he would help in the fight to find a cure for leukemia and cancer. The cost of cancer research is high—but the cost of not continuing the research is even higher. Once again. The T.J. Martell Foundation for Leukemia and Cancer Research asks your support in continuing-this vital scientific activity.



This year, you are invited to participate in the 1986 Humanitarian Award Dinner in honor of Quincy Jones on Saturday, April 19, at the New York Hilton.

You can help in the fight against loutsmin and cancer. Please join Quiney Jenes in supporting the T.J. Martell Foundation.



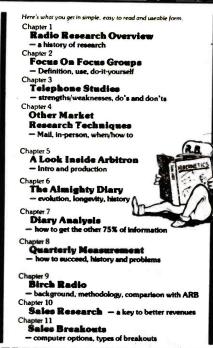
A contribution of \$25,000 makes you a Foundation Benefactor and allows lifesaving research to continue and expand. A contribution of \$10,000 makes you a Foundation Patron. And a contribution of \$5,000 makes you a Quincy Jones Research Fellowship Sponsor. Since less than 3% of all monies raised is a direct fundraising expense, any contribution you make brings closer an effective cure for leukemia and cancer.

Together, we can bring a fighting chance for a future to victims of these terrible diseases. Together, we can raise the money to advance the research that is so badly needed. Together, we are the cure.

For further details please contact Muriel Max. Director of Development, 730 Fifth Avenue, New York, NY 10019. (212) 245-1818.

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CALENDAR

BRAD MESSER

Hands Across America

The vision is staggering! The plan is to have volunteers form an unbroken chain along a 4000-mile coast-to-coast route between Los Angeles and New York.

In reading last month's R&R "Hands Across America" special supplement explaining the upcoming massive effort to raise money for "the hungry and hopeless in our country." the mathematics blew me away. How many people would required to complete the hand-to-hand linkup on Sunday, May 25th?

That worried the daylights out of me because I recall having read that if every person in America were jammed together in a standing-room-only crowd, we would require less than 13 square miles of floorspace. Not a very big

space, right? Are there actually enough of us to link our hands all the way across the nation through the remote mountains, across the vast plains and over hundreds and hundreds of miles of deserts?

I referred to Tom Parker's book
"In One Day" (Houghton Mufflin,
Boston) and confirmed what he
had written. Yes, all 235 million of
us would cover a space of only 12.7
square miles.

But another of Parker's calculations does contain some reassurance. He says that if all Amerians lined up single file, we would form a line 67,000 miles

long. Hey, no problem. Hands Across America needs to cover only about six percent of that distance. There ought to be plenty of us!

Standing in a regular line, it would take about 14 million folks to cover the planned route between Los Angeles and New York City.

As planned, we will individually cover more ground by standing sideways and stretching our arms out, so it appears the Hands Across America linkup will only require an estimated 6 million volunteers. Counting you and me, that leaves only 5,999,998 to go!

Your station is sincerely invited to join us in helping to make it happen.

Wearin' Of The Green

MONDAY, MARCH 17 — St. Patrick's Day supposedly falls on the date of death of an Irish saint in the year 464, but his death was not officially recorded. Some people later claimed it had been March 8th. Others said it was the 9th. So there was a strange compromise: the dates were just added together.

The Camp Fire Girls were founded 74 years ago in 1912. Aviation pioneer John Montgomery flew a glider across a California valley in 1884, about two decades before the Wright Brothers' flight. John P. Holland tested the first practical submarine off Staten Island in 1898, staying submerged three hours, 15 minutes.

Birthdeys: Actress Leslie-Ann Down 32. Composer John B. Sebastian 42. Musician Paul Kantner 44. Dancer Rudolf Nureyev 48.

ABC First Network Sold

TUESDAY, MARCH 18 — The first time a major network changed hands was one year ago, when Capital Cities bought ABC for \$3.5 billion (1985).

IBM stopped making PC jr computers in 1985 because of poor sales. Russian cosmonaut Lt. Col. Alexel Leonov took the first spacewalk in 1985. The Supreme Court ruled in 1983 that every criminal defendant has the right to have an attorney. Schick sold the first electric shaver in 1931. America's worst tomado struck in 1825, along a 219 mile track from Missouri to Indiana, killing 695 people and injuring over 2000.

Birthdeys: Musician Wilson Pickett 45, Singer Charley Pride 47, Author George Plimpton 59, Actor Peter Graves (P. Aumess) 60.

Last Day Of Winter

WEDNESDAY, MARCH 19 — On this test full day of winter, the annual migration of swallows traditionally enrives at Miseion de San Juan Capistrano (California) after a 6000 mile flight from South America.

Carl Anderson started the comic strip "Henry" in 1932.

A plot to lidings Abraham Lincoln falled in 1865 when the President cancelled an appearance at Soldiers Home near Washington, where John Williase Booth was waiting to lidinap him. Booth caught up with Mr. Lincoln and shot him about a month later.

Birthdays: Actress Ursula Andress 48. Novelist Philip Roth 53. Writer Irving Wallace (I. Wallechinsky) 70.

First Day Of Spring

THURSDAY, MARCH 20 — Spring arrives at 5:03pm EST. Day and night are virtually equal. The sun rises due east and sets due west every place on earth except near the potes. Falls begins in the Southern hemisphere. In 1985 the Supreme Court nuled a robbery suspect who had been shot could not be forced to have the buble removed because it might be used as evidence against him. John Lennon and Yoko One manied 1989. Heiress Patty Hearst was convicted of bank robbery in 1976, later pardoned by President Carter. Gambling was legalized in Nevada in 1931. America's first fiction best-seller, "Uncle Tom's Cabin," was published in 1852.

Birthdays: Hockey vet Bobby Orr 38. Musician Jerry Read 49. Actor Hel Linden (Herold Lipshitz). Mister Rogers 58.

A Beatles 25th Anniversary

FRIDAY, MARCH 21 — It was a quarter-century ago today that John Lennon, Paul McCartney, George Harrison, and Ringo Starr first appeared together at the Cavern Club in Liverpool (1961).

In 1965 the Selm-to-Montgomery (Alabama) civil rights march began under the leadership of Rev. Martin Luther King. The 54 mile walk ended with an estimated 25,000 participants, under the protection of federalized Alabama National Quard and US troops.

Alcelraz prison closed in 1963. Pocohantas (Mrs. John Rolle) died in 1617 at age 22. Birthdays: Musician Eddle Money 38. Johann Sebastian Bach born 1685.

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Is That It?



CONTEMPORARY HIT RADIO

JOEL DENVER

FOTO PHUNNIES

You Oughta Be In Pictures

Every now and again, the CHR foto-file gets chocked full o' shots. (My file runneth over.) So either it demands attention or I won't be able to close the drawer. While going through it, CHR Associate Editor Yvonne Olson and I found some interesting pictures which screamed for print, so here they are.

You Can Dress 'Em Up ...

Is there more to life than a good party? Not for KNBQ/Seattle morning drivers PD Ric Hansen and Chet Ragers. The action in Seattle just wasn't good enough, at least not during Mardi Gras week so they hit the road and ended up in New Orleans for the largest street party in North America. The team was featured in Mardi Gras parades, hosted interviews with parade Grand Marshals, and shipped back video reports for local Washington TV stations, in addition to broadcasting their show live every morning.

Revving up another American tradition, WZOU/Boston brought pre-Super Bowl frenzy to its height with a Zoo/Patriots pep rally at Boston's Metro. Team jerseys, helmets, and an autographed football were raffled off at the party, where listeners got to try another popular snort - bear wrestling!

No wrestlers in the next picture: Over 5000 people gathered in a local Denver mall to watch undernourished, underdeveloped underdogs vie for the KIMN/Denver



From left: KNBQ/Seattle's morning team, Ric Hansen and Chet Rogers.



Shown (I-r): WZOU's Pet McKey, Petriot Brian Hollowey,



Pictured (i-r): Mr. Puniverse 1986 Van Dyke Jones, KIMN moming man Paxton Mills, PM driver Stu Evens, and second runner-up Doug Baute. In front is the ever-



From left: KZZP Sportsman Ron Swobode (ora Maggie Brock as a strawberry News Director, and the Big

Speaking of cereal, KZZP/Phoe-

nix recently decided to create the

world's largest cereal bowl - 9000

pounds of Cap'n Crunch in a back-yard pool! Morning show members

live broadcast, and fed over 500 lis-

teners as well. Admission? Food for the needy. Over 7000 pounds of food were given to a local charity

ed as pieces of fruit for this

Happy Birthday

WEBE staffers towing the line

Smoke

your signal? How about a smokestack? WEBE/Norwalk, CT was

searching for a power boost and

found it on the side of a local

smoker. Now sounds will emit along with the smoke, as staff members

all pulled together to lay down coaxial cable for the new transmitter

site. WEBE is believed to be the first station to successfully place its

antenna on the side of a smoke-

Static





Celebrating ten rockin' years of CHR, Q104/Gadaden honored the past decade of hit-mania by holding open house for Gadsden listeners. Spirits were high and so were listeners after lifting wineglass after wineglass to toast Q104. To soak up the alcohol, they munched on an eight-foot cake that, says PD Leo Davis, "took ten years to bake!" Must've been rather crunchy, eh, Leo? Maybe well-preserved is a better description

Squares From Hollywood

"Mr. Puniverse" award. Contest-

ants exhibited prowess in such cat-

egories as talent, formal nerd at-

tire, Question/Answer sessions,

and the "Bathrobe Parade," where they dramatically disrobed to mod-

el their physiques. The winner, sporting 132 lbs on a 6'1" frame.

won \$2000, proving that everyone

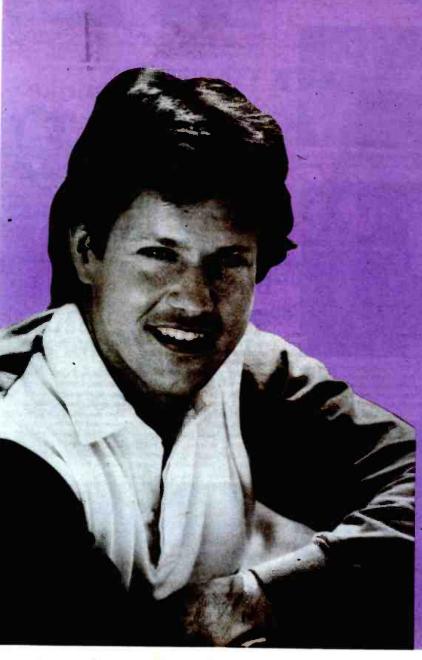
does not have to eat Wheaties to be

WZOK/Rockford got tired of old "Hollywood Squares" reruns and decided to create its own version! The National Cerebral Palsy Telethon was happening that wee and WZOK helped out by setting up shop next to its booth to draw attention to the cause Station staffers were joined by local celebs, musicians, and politicians in the squares, and several hundred people watched as the bolder among them served as contestants. The game worked so well that WZOK is now rebuilding its "set" in greater proportions, and taking its show



"Hollywood Squares" goes Rockford

44/R&R FRIDAY, MARCH 14, 1986



HEEKLY TOP 40

Faster than a speeding Studebaker... More drawing power than any other personality in radio....
Able to leap to the highest day-part ratings in a single bound.

"What's this?" You ask, "some new kind of superhero?"

Well ... no. Not exactly. But you're close.

It's Rick Dees, starring in RICK DEES' WEEKLY TOP 40, the single most successful long-form program produced today. And while we can't say for sure that Rick can bend steel with his bare hands, his ability to keep listeners coming back, week after week, is nothing short of a super-power.

The WEEKLY TOP 40 brings you Rick Dees in all his glddy glory, counting down the hits with the help of his entire cast of wacky characters. Between the tunes, the chart-topping artists often drop in to share inside info on their lives, their music, and their latest concerts and videos. It all adds up to a four-hour blockbuster that keeps listeners riveted to their radios.

No wonder RICK DEES' WEEKLY TOP 40 is the toprated long form show in the nation, alred in more major markets than any other.

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CONTEMPORARY HIT RADIO

MOTION

Boom Boom Cennon is the new Assistant PD/MD at WKSE/Buffalo, replacing Scott McCay . . . At Q102/Cincinnati, J.C. McCay moves from nights to PM drive, replacing Rick Jensen, Steve Hewkins is now on latenights from the overnight shift, and pertiner Andly Crally takes over the 2-8am show . . . Lias Dent seques from late-nights to middays at WZOK/ Rockford, and Jay Kelly moves from sister station WROK for overnight work.

Crazy Dave Otto exits KS 103/Sen Diego for mornings at WHTT/Boston, as Chris Knight switches to middleys. MD Michael T takes over PM drive at WDX/Green Bay, David Burn replaces him at night . . . KWW/St. Louis utils Cat Summers to Assistant PD . . . WBAM/Montgomery needs a PD. Call Militar Ranler at (205) 288-0150.

Deve Thompson leaves mornings at WMGK/Philadelphia for afternoons at WLOL-FM/Minneapolis ... WNOK/Columbia names AM driver Merk Ptere-

mons MD . . . Q100/Allentown PD Barbara O'Relley takes over music duties . . . WCAU/Philadelphia moves late-niter Terry Young into mornings, morning man Rich Hawkins into middays, and middayer Bill O'Brien into e-nights . . . KRNQ/Des Moines PD Doug Gillen acquires MD duties Bill O'Brien joins 95XIL/Parkersburg for 6-10pm, replacing Tony Bonz . Former KKQV/Wichita Falls PD KJ Stone is now handling nights at KOFM/Oldshoma City . . . Los Angeles air personality Brian Roberts joins KKHR for middeys ... WQUE-FM/ New Orleans morning teammates Walton & Johnson set up shop at KTKS/ Dallas . . . Bob Bolton is named Operations Manager for WIZD/Mobile .

Bob Brown is the new Production Director and Kris Koone is named Retail Marketing Coordinator at Q107/Washington.

With the exit of morning team John Plumber and Eleine Williams to

KWNZ/Reno, KFtV/Modesto PD Russ Novak takes over mornings, and Merk James moves from crosstown Country KMIX to fill the vacated afternoon slot

KHTR/St. Louis ups Tony Davis from Assistant to MD . . . WJMK/Chicago welcomes Stu Collins to morning drive, from neighboring WMET ... Barry Butler joins WXLC/Waukegan, IL. for weekends . . . Q107/Washington's Director of Advertising/Promotion Marty Wall takes on the same position at crosslown B106 . . . At WJMK/Florence, SC, Benji Norton exits for the Assistant PD/afternoon slot at WIMZ/ Knoxville, Martin Green is named PD. midday announcer Mitch Adams becomes MD/morning drive, and afternoon personality Bob Boswell takes over production duties ... KOTE & KKZZ/Lancaster welcomes Joe Be son as Operations Manager . . . The new all-girl morning team at WQSR/Bal-timore is Jenniller Steele and Sue

Radio Turns The Tables

Usually it's the programmer who gets thankad. Well, there are a few radio stations out there who feel that record companies should be taken care of once in a while. Once a yeer, Y100/Milami honors local Florida reps with its "Record Appreciation Party." Everyone gets together for cockatile, dinner, and fun in the sun, courtesy of Y100. The evening of The second is yeer.

"Record Company Of The Year" and two "Record Promoters Of The Year," Y100's picks received gold records from the station.

WPLJ/New York also has a scheme cooked up for rep recognition. From now on it plans to award a gold record to the appropriate local promotion person each time his song reaches number one on



Shown (I-r): Columbia's Richie Terdenico, Atlantic's Steve Jones, Y100's Derniel Williams and PD Robert W. Walker, RCA's Shirtey Tortucci, and V400 Aministry DD Footh Amedian.



Pictured (I-r): WPLJ MD Lisa Tonacci, Motown NY promoter Barry Resnick, and WPLJ PD Larry Berger.



YOU GOTTA HAVE MEART — WCKN/Greenville went backstage with Heart after a recent show. Pictured (i-r) are WCKN middey man Nate Norris, Heart's Nancy and Ann Wilson, and WCKN MD/morning personality Jim Wilson.



SKI FEVER — KRSP/Sat Lake City gave awey more than \$1500 worth of ski equipment during its Rock 103 Skimark Sweepstakes. Shown (i-) are the "Captain" of Rock 103, Jon Carter, winner Debble Jex, and Milke Jasper of Park's Ski Equipment.



MALF A MILLION DOLLARS, FOR YOU! — 94Z/Releigh gave away 3500,000 two times leat year, where the previous winner crowned the new one with the loot. Also given away at the time was a Nilsam 300ZX with 33000 in the glove compertment. Shown (I-r) are 94Z morning zoomembers Donna Misson and Gary Dickson, the Nilsan winner, present and previous \$500,000 winners, and 94Z's Sarah the Birthday Girl.



KISS IN THE COMMUNITY — Little Steven Van Zandt (left, front) and Naomi Tutu-Seevers (right, front), daughter of South African Blahop Deemond Tutu, got together on WKSS/Hertford's public affairs program "Klas in The Comm

BITS

e Attention: Ugly Bartenders — WMMS/Cleveland and Multiple Scleroele are looking for the uglest bartender in Cleveland. To kick off the search, WMMS sponsored a Casablance Bell, where all the bars around town introduced a nominee for the competition. Each pub must collect votes worth \$1 (donated to MS), and the bar that ends up with the highest loot gets a nice plaque from the MS Foundation and the prestige of employing the uglest bartender in town.

 Babbling Power — Q107/Washington wants to know, "How many times can you say "Q107?" Liateners who call in at the right time will be given the opportunity to see how many times they can say "0.107" in ten seconds. For every mention the lucky listener will receive ten dollars, and on Bonus Thursdays, the prize will offer \$1000 plus the winning amount.

e Grammy Bound — Y108/Denver celebrated Grammy season by giving sway Grammy-nominated ablums several times a day. Listeners called in when they heard the corresponding single, and were then registered for a Grand Prize drawing, which sent one lucky listener and a guest to the actual awards ceremony and a party afterwards at the L.A. Bonsventure Hotel.



MARK IT ON YOUR CALENDAR — WZWZ/Kokomo, IN, along with two other stations in surrounding communities, agreed to move its did position over to let a fourth station on the air. The mayor of Kokomo was so pleased with this gesture of goodwill that he declared the changeover date "Z93_Dey" in Kokomo. Shown here (+) are 263 PD Steve Dunham and morning man Little Tommy Willholte displaying the official proclamation.

"Igotexactly what Steve Rivers Program Director KMEL – San Francis

KMEL — San Francisco





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STEVE FEINSTEIN-

VARIATION ON A FORMAT

Gold: Flash In The Pan Or Longterm?

When you think of oldies stations, what probably comes to mind are outlets that play golden oldies starting with the rock era of the mid-'50s, with music drawn mostly from a Top 40 or AC base. However, there's another strain of oldies stations emerging, designed for people who cut their teeth on album rock of the '60s and '70s.

Geared primarily to 25-40 yearold males, these stations focus on album cuts rather than singles, and since they're based in rock, as opposed to pop, they don't play artists like Lesley Gore, Gary Puckett & The Union Gap, or the Cuff Links ("Tracey").

Three such stations use consultant Fred Jacob's "Classic Rock" format: WCXR/Washington, WMMQ/Lansing, and Hoker Broadcasting's KCFX/Kansas City, which switched midway through the fall "85 book. It rose 1.8-2.9, and PD Greg Stevens says AIDS runs isolating the six weeks KCFX was in the format were even more encouraging.

"We had been third among three AORs in the market, and wanted a position to distinguish ourselves," says Stevens of the decision to go AOR gold

"We play allum tracks from years gone by, songs that got played on AOR years ago but don't get much exposure anymore," he explains. The concentration is on such artists as Lees Russell, Chicago, Traffic, Grand Funk, Leggins & Messina and Bleed, Sweat & Tears. The bulk of the music is from 1964-78, though there's also a category for songs from 1978 to the present.

KCFX isn't actually 100% oldies. It plays currents by artists whose roots stretch back to the '00s or '70s: Bob Seger, Reger Daltrey, Stenes, Pete Townshead, Eric Clapten, Jehn Fegerty, Firm. There also are remakes by contemporary artists such as Tem Petty ("Needles & Pins") and Jehn Cougar Mellencamp ("Under The Boardwalk"). Unlike a traditional AOR, though, KCFX doesn't play these songs more than once a day.

Dayparting allows for softer sounds by Carele King, Simes & Garfunkel, and Jossi Mickell to be played during the day. At night, a harder mix includes rockers like Ted Negent, Deep Purple, Black Sabbath, Aerosmith, and Alice Canana.

GOLD

To keep the station from sounding mired in the past, Stevens says his jocks avoid a nostalgic approach. "It's not like 'American Graffiti.' There's no 'Hey, remember that one from 20 years ago.' The station is in the present, even though the music isn't. We don't sound any more dated than an AOR doing a no-repeat weekend.

KCFX

LYNYRD SKYNYRD Sweet Home Alabama JOHN FRED Judy in Disguise SMION & GARFUNKEL

Homeward Bound
STEVE WINWOOD While You See

A Chance C,S,N,Y Woodstock E,L,P Knille Edge

STANDELLS Dirty Water
JETHRO TULL Thick As A Brick
SUPERTRAMP Give A Little Bit
Bestles With A Little Help . . .

NEIL YOUNG Southern Man STEELY DAN Joele

"We're like AOR without the repetition of currents and all the synthesizer stuff," he continues. "It's as if you took away the currents and you took away to about 2000 titles."

Promotions have included concert tie-ins with Pecs, the Band, Dave Massen, and Arlo Gethric. Programming features include a "Motown Five At Five" in PM drive and a Sunday night "Kansas City Blues" blues show.

Boston's Uncommon Gold Station

In Boston, WZLX (formerly WKKT) signed on its "Classic Hits" format last fall, climbing 21-3.1 and more than doubting "KKT's showings in all male demos. Consultant Gary Guthrie, who uses a similar format at KSLX/Pheesix (formerly KOPA), has a background in both AOR and CHR. He says he's "melded the records that worked on both formats and have research tenure; they've held up over 10-15 years." "ZLX's sound and texture was

"ZLX's sound and texture was designed to fit between AOR and AC. "The ACs were too light, and the AORs too heavy." says Guthrie. "We're not 'after' WBCN or the big ACs, but now you've got a station that can do well alongside them without invoking war."

The station's 2000 library titles range from rockers like Aerssmith, Carr, and J. Gelle to a folk bent due to the Cambridge and Harvard influence. "We'll play Tem Resh's 'No Regrets' and James Taylor's 'Sweet Baby James," says Guthrie. Album flavor comes from such tunes as "In Memory Of Elizabeth Reed," "Sunlight," "Helplessly Hoping," "After The Gold Rush," and "Oi' '55." Tracks repeat no more often than every three days.

Music is drawn from the years 1953-83. Guthrie notes that older tracks, outside of an occasional Elvis tune, don't work because "you can't put Danny & The Jussers between two Dave Clark Five records." Unlike KCFX, Guthrie rarely plays more recent records, even by artists like Jehn Fogerty and Eric Clapton because "they don't have legs. They haven't become a respected part of the artist's repertoire."

He plans to keep the station sounding fresh in years to come by

WZLX

RARE EARTH I'm Losing You WHO My Generation BOB SEGER Old Time Rock in Roll BLIND FAITH Cen't Find My Wey Home LED ZEPPELIN Whole Lotte Love

LED ZEPPELIN Whole Lotte Love BEATLES Tell Me Why SPENCER DAVIS GROUP I'm A

ANIMALS We Gotta Get Out Or.
MOODY BLUES Just A Singer
YOUNGBLOODS Get Together
ARETHA FRANKLIN Think
JAY FERGUSON Thunder Island
GRATEFUL DEAD Truckin'

moving up the parameters to include the recurrents he doesn't play now. "In two years, we'll be playing 'Money For Nothing' and Huev Lewis."

Keeping It Fresh

Steptics say these stations won't have longterm success because they operate on a closed-loop system, using a limited universe of music without the freshness and vitality that new music and artists in-

Consultant Jacobs disagrees, understandably. By shuttling songs in and out of their libraries, his stations infuse fresh music, he says, even though it's not of a current vintage. As for listener burnout, he uses the "Music Of Your Life" Big-Band format as an analogy, claiming that the music will endure with listeners "of a state of mind to enjoy this format. To them, a classic will always be a classic."

He also allows for the possibility of his stations evolving to a more traditional AOR posture. "That's one way to go, but there are others. Each of the stations is carving out its own niche, and this whole format is still in an experimental stage."

Doubters

WNEW-FM/New York PD Charlie Kendall will concede that an AOR gold format is "incredibly viable," but only if the competition is vulnerable. "It's a way for a station to get its foot in the door and wake up a sleepy AOR that isn't tapping its library. But against a formidable competitor, it will not win.

"They're limited to one plane of music, and I'm fully-dimensional," says Kendall. "They don't have anything to play that I don't have, while I have everything they do along with some things they can't have. They don't have the excitement of a new Stones record, or the excitement of breaking a new act. Hearing a Supremes song you haven't heard in a while is a nice 'Oh, wow' rush. But so is hearing the Heaters for the first time."

Consultant Jeff Poliack, whose client WJME/Chicage has been successful with a more traditional oldies approach, is also skeptical about a gold format with an AOR base. "You'll have a quick initial surge, with some long time-spenilistening. But what happens in six months when your library burns out?"

A traditional AOR can effectiveby block an AOR gold station by beefing up its own oddies, says Pollack. A gold-intensive AOR that continues to play 20% 30% currents by contemporary artists such as U2 and Dire Straits will triumph. "25-34s don't want to hear just classics. Nothing but classics is

Pollack feels an AOR gold station is cutting a small piece of the listening pie even smaller. It draws audience and music from a specialty format that is relatively narrow to begin with. He contrasted this with his traditional oldies format, saying, "We draw from 25 years of hits from a variety of formats: Top 40. AC. Black, and even Country."

48/R&R FRIDAY, MARCH 14, 1986

NOW THAT EVERYBODY'S TALKING ABOUT CLASSIC ROCK AND ROLL, TALK TO THE COMPANY THAT STARTED IT ALL.

We can't promise your station will get a 200% increase in 12+ share. (Like WMMQ-FM in Lansing, Michigan, now #1 in Men 25-34 and #2 Men 25-49 after going Classic Rock and Roll with Media Strategies.)

We can't promise you'll have your best book ever (like KCFX in Kansas

City-after only 3rds of a rating period!-a 71% increase in 12+).

What we can promise is this: If you're a station that wants to create a new niche—and win—the time to talk, is <u>now</u> Not oldies, but a hot mix of '60s, '70s and '80s, Classic Rock (as the numbers above indicate) is on a roll.

And—as the numbers above indicate— Fred Jacobs' <u>Media Strategies</u> is the company to talk <u>to.</u>

MEDIA IN STRATEGIES CALL FRED JACOBS, (313) 626-7158



NO SMALL(EY) AFFAIR — Can you guess which of these people was featured in last month's Playboy? No, it's not playboy-of-the-western-world Marko Babineau . . . it's the famed Judy Smalley (center), Promotions Assistant at KTYD Santa Barbara. When KTYD threw a party for Judy to sign copies of the Issue, music bit mevens arrived in droves. Standing (i-t) are 7 mm Holser, Capitol West Cocat AOR sp Stan Glescon, PolyGram artist Jeff Paris, Jeff Laufer, Geffen's Marko-man, Indee Bobby Z. Bobby Appleagate and Bruce Kapten, and Chryselle West Cocat Directors Steve Brack. Flanking Judy are KTYD PD Rick Williams (left) and Indie Kenny Ryback, who transported many of the assembled crew from Los Angelse on a rented bus.



CURRENT RAYES! — The Del Fuegos receive a backstage visit from WIZN/Burlington Promotion Director Elies Brown, who is most eager to "plug" the band. From left, the group's Cleve Devis, Tom Lloyd, Warren Zanes, Dan Zanes and Woody Giessmann, and Brown.

OUT OF MIND OUT OF SIGHT THE NEW ALBUM



COLOUR RADIO — When the members of Colour Field visit radio stations, they like to buff any cars in need of a shine. In 91X/San Diego's parking lot are Chrystale's Steve Back, MD Steve West, hardworking bend members Toby Lyons and Terry Hall, and moming man Bryan Jones.

SEGUES

WDXV/Sevannah, GA goes AOR consulted by Burkhert/Abrams. Reach PD BIII Weston and MD Doc Holiday at (912) 897-1529 ... WONR/Selden, NY ("Rock-It Radio") is serving central Suffolk County with 50 watts of hard rock. Reach PD Brett Jeson and GM Kris Hollegaard at (516) 736-6448.

KZEW/Dellas is now consulted by Fred Jacobs, in addition to Jeff Pollack... KGB/San Diego night rocker Pat Martin leaves for KMET/Los Angeles weekends, from where Rick Lewis and Frazer Smith exit.

WDIZ/Orlando shifts Production Director Greg Morgan to afternoons, as Mick Dolen comes off the air to concentrate on Promotion Director duties, and weekender Bere Culp takes over production chores ... WSKS/Cincinnati elevates weekender Tony Kurre to late-nights ... \$kseh moves from weekends to evenings at WZZO/A-lentown, where Lou Fontaine joins for partitime ... WOOJ/Ft. Myörs ups partitime Carl August to PM drive.

New to WCKG/Chicago weekends are Cathl Parrish and Lesile Harris . Tex Wong moves from KOME/San Jose to weekends on rival KSJO Dana Childs, ex-KFMQ/Lincoln, is on KFMG/Albuquerque weekends.

Otis XII is KEZO/Omeha's new Promotion Director ... WRIF/Detroit names Bob Page Sports Director.



FOUR HOMBRES — ZZ Top's Dusty Hill was there to help KICT/Wichita celebrate seven years of pure rock 'n' roll. From left, OM Bill Bruun, MD Lee Roberts, Hill, and night rocker Phill Thompson.



GOODSYE/ALOHA — KPOI/Honolulu's remote broadcast booth set up shop at a Night Ranger concert with (i-r) MD Andy Preston, personality Phil Abbott, and the band's Brad Gillis and Jack Blades live and in stereo.



BUMPERS POUND — Gery Myrick travelled in style for a visit to KTYD/-Santa Barbara. Leaning on Myrick's 1952 Cadillac are (I-r) air personality Mark Avery, Myrick, Geffen's Karen Sobel, and PD Rick Williams.



IF LOOKS COULD FEED — KISW/Seattle's "Have A Little Heart" concert raised 7000 pounds of food for the Northwest Harvest Food Banks. Pictured (I-r) are Heart band members Mark Andes, Howard Leese, Denny Carmasse and Nancy Wilson, Capitol's Stan Foreman, KISW's Steve Staton, Doug Cooper, Sue Hobbs and Beau Roberts, Frontline Management's Brett Kaufman, KISW's Mike Jones, the band's Ann Wilson, and Assistant Station Manager Beau Phillips.



THESE ARE GOOD TIMES — At KINK/Portland's pre-concert party for Michael McDonald are (I-r) Warner Bros.' Greg Lee, McDonald, and PD Carl Widing.



INSURING YOUR PICTURE RUNS IN R&R — Columbia rep Kevin Knee, holding a copy of a prominent music industry trade paper, presents KRQU/Laramie PD John Edwards with Hooters gold.



.CARRY THAT WAITE — John Waite (right) visits KTYD/Santa Barbara PD Rick Williams (left) and afternooner Anales.



LITTLE WILD DJ — Marshell Crenshew had plenty of support during his guest DJ spot at WXRT/Chicago. From left, personality Frank E. Lee, MD Lin Brahmer, Warner Bros.' Richard Wolod, Crenshaw, and Production Director Bill Cochran.



POST-FLYTE — KZEW's night rocker Oz (right) caught Roger McGuinn beckstage after the ex-Byrd's Dalles performance.



HOW DIVINE, Y'ALLS — Backstage at the Ritz in New York are (bottom row, I-r) Divinyls singer Christine Amphlett, MCA Canada's Lesley Soldat, and guitarist Mark McEntee. Up top it's (I-r) CHOM/Montreal PD Rob Braide, CHEZ/Ottawa MD Gog Torrington, and Chryselia's Stephen Tennant.



BOPPIN' & SWAPPIN' — Over 1800 people showed up to buy, sell and trade rare records, posters, and other goodles at CHOM/Montreal's Movie and Music Collectibles Convention. Making a fleshy entrance is special guest Kim



QUEEN OF THE ROCK — After her Little Rock show, Tine Turner huddles with (back row) Capitol rep Sandy O'Connor and KMJX MD Tommy Smith. In front are two contest winners.

ADULT CONTEMPORARY



DONNA BRAKE

The Reigns Of Seattle

AC is flying high in Seattle these days. KOMO is still growing, KLSY-FM has rebounded after a summer slip, and a newcomer, KMGI, is getting ready to join the top-ten ranks. This week, Sr. Associate Editor Hurricane Heeran takes a look at the leading competition in the corner of the great Northwest.

KOMO

Ken Kehl can find plenty of reasons for celebrating. He's been PD of KOMO for five years now, and the station commemorated its 60th year of broadcasting with a great fall book. Consistency has legt KOMO in front of the pack and Ken feels he "inherited a legacy from broadcasters who truly believed in the medium."

Ken has approached his handling of KOMO to the Seattle audience as a marketing project. The results show with Arbitron and "unscientific things like phone calls and letters, and the verbatim comments in the back of Arbitron."

Part of the marketing includes running an ad campaign on TV and busboards. Then there is the community involvement, which is enhanced with a 27-foot motor home that contains a mobile studio. Ken estimates that in 1985 KOMO participated in events with total attendance in excess of five million people.

Last year KOMO did a broadcast from the cockpit of the Concorde SST as it made a maiden voyage to Seattle. Then in November the station added a personal touch to the Geneva peace talks by asking listeners if they had anything to say to either Regald Reagan or Mikhail Gorbachev. These comments were recorded as the 'Geneva Peace Tapes," given to both leaders, garnering media coverage for the station. Ken noticed the payoff, remarking. "In the Arbitron returns from the fall. the week we were in Geneva was the biggest one for us."



Ken Kohl tion. 52/ R&R FRIDAY, MARCH 14, 1986

Seattle Ratings Trends

To better illustrate how these three AC stations are doing with Arbitres, here's a five-book trend. (Due to KMIII) signing on in March '85, if has a three-book trend.)

KOMO

Best	12+ Share	12+ Rest	-	10-40 Rest	25-54 Reek		
Fa '85	8.3	2	2	4	2		
Su '85	6.3	4	3	6	4		
Sp '85	5.9	4	3	7	5		
W '85	6.8	3	2	.6.	- 3"		
Fa '84	8.5	2	2	5	2		
		KLS	Y				
Book	12+ Share	12+ Rank	Cumo Rent	10-40 Reset	25-54 Rent		
Fa '85	4.4	9	6	5	4		
Su '85	2.9	12	13	7	12		
Sp '85	4.1	7	9	4	4		
W '85	3.5	10	9	4	10		
Fa '84	4.4	8	10	4	4		
		KMG	H				
-	12+ Shore	12+ Rest	Commo Reset	10-40 Read	20-64 Rest		
Fa '85	3.6	12	16	6	6		
9u '85	2.5	15	19	10	9		
Sp '85	2.0	19	18	16	14		

The Basics

The listener can expect KOMO to offer everything; news, traffic reports, weather, music, and personalities. Larry Nelson is the station's morning man of 18 years. Ken says. "He is a local superstar whose image tests as high as the TV personalities."

KOMO runs Paul Harvey during the day and also carries Washing-ton Huskies football. There is also the "Overnight Show" with Janie Dillon. Ken based it upon KSL/Salt Lake City's "Nightcap" show with Herb Jepko. While Ken didn't want the talk, he did like the feel. Janie does put a few people on the air to talk, including other overnight jocks from other 50 kw stations. There's also a newsletter which goes out to members of her overnight club.

What's causing KOMO's current growth? Ken is developing the station to have a better 30+ audience, thus assuring a future for his sta-

Classy Comebacks

After a down summer book, KLSY-FM came back as strong as before, putting extra distance between it and the other FM AC competitors. In part, the increase came from some readjustment of the basic on-air ingredients, reports PD Chris Mays, who noted, "It was also the first summer book in the Seattle market."

Chris describes KLSY-FM as being close to an AM AC station, with 12 spot units per hour and the lack of long music sweeps. The airstaff leans towards being more personality-oriented, and the morning show (simulcasted with its AM sister) has a news team, traffic reports, sports person, and meteorologist.

KLSY-FM tries to live up to the name of "Classy" with big promotions. Chris says, "Each fall we send out a Usldyne direct mail piece; we've done that the past seven years." Currently KLSY-FM has a cash contest that involves playing three songs in a row by the same artist.



Ron Conrad

The station is current in its music selection, but the amount varies according to the available product. KLSY-FM's gold library goes pre-Beatles into the '50s. 'We play some Elvis and Sam Ceste's 'You Send Me' — not frequently, but we have a category we call 'Classy Classic.'"

Believe In Magic 108

On March 9 of last year, Seattle's newest station opened for business with morning man/PD Rob Courad playing Olivia Newton-John's "Magic." If its three-book trend continues, KMGI will soon rank among the market's top ten in 12+(see sidebar).

Rob is a former PD for crosstown KING, and the rest of the airstaff also bring local experience. They include: Greg Cook (KJR), Scott Mitchell (KUBE), Tem Rebbick (KLSY), and Jackle Lee (KZOK).



COMO ON KOMO — There aren't too many people who share their name with a radio station, so Penry Como dropped by KOMO/Seattle's studio for a live interview. Relexing between questions are KOMO Program and News Manager Ken Kohl (left) and Como.

Rob credits market research done before the station hit the airwaves to KMGN's growth. "Our consultant, the Research Group, determined the hole in the market to be an oldies-based AC of the '80s, "70s, and '80s."

Musically, KMGI plays only three currents per hour. Rob agrees, "We are very conservative. We don't go out on new records; we play favorites. We have a very comfortable sound for an AC listener."

Although Magic 108 uses a heavy TV campaign. Rob feels that it's the music which makes for winning, not a gimmicky promotion. However, the station does have an ongoing write-in contest where participants listen to hear their names



Chris Mays

read over the air in order to win either a dinner or \$108 by calling within 108 minutes.

EVENTS

Secret Sound

Promotionally-minded KFMB/Sen Diego is giving isseners a chance to win one of five new home "packages" worth more than \$135,000. Some include not only a house, but also a car, landscaping, a spa, etc. Winners have to identify a "secret sound" at designated times to enter the random drawing.

Do You Know The Way To Waikiki?

KEZR/Sen Jose gave listeners a chance to win a trip for two to Hawaii

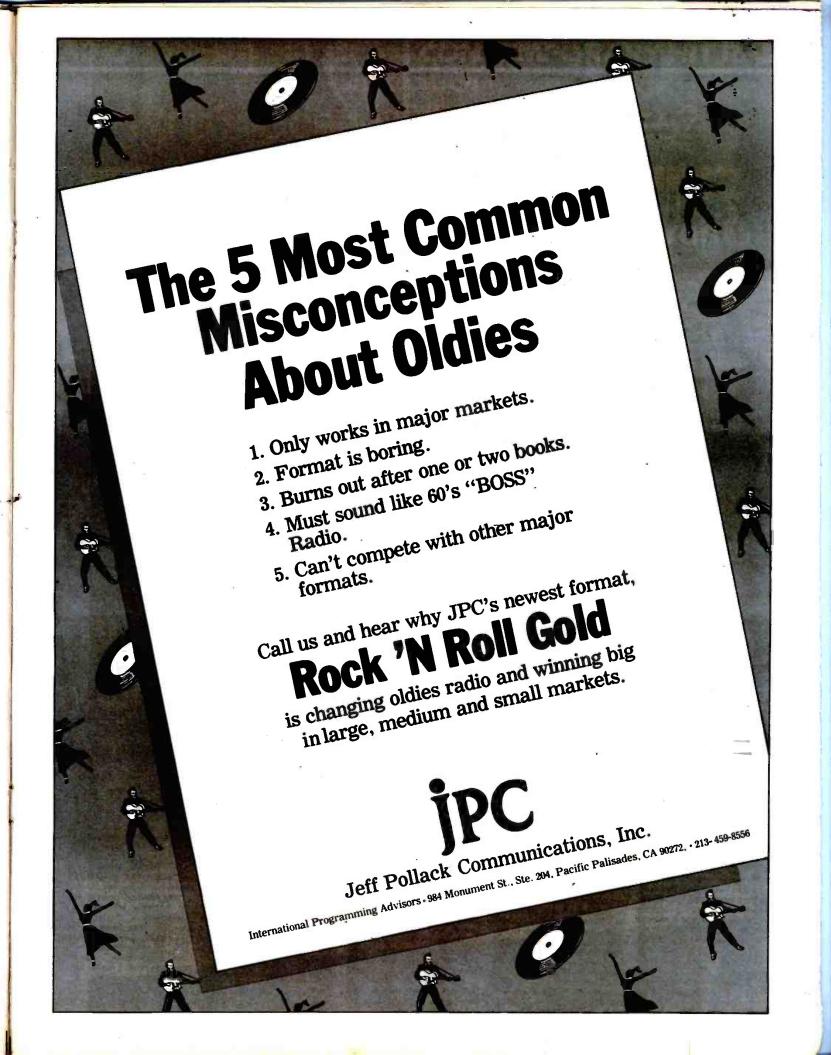
every weekday throughout February. The winners will travel as a group to Hawaii over the Memorial Day week-end, enjoying six days and five nights in Walkikii. The promotion was designed to help increase in-office listening and to position the station as one which offers quality promotions in the Bay Assa.

WLTT Jazzes Up

WLTT/Washington, after experimenting with "Night Light," (light jazz at night) with personality Steve Allan, has added "Jazz Brunch" on Sundays from 10am-noon.



SKIPPING ON THE AIR — No, not the records. But WMJI/Cleveland diget Mark Price (Skippy of "Family Ties") to join its morning show for a day.





LON HELTON

Traditional Thinking Challenged

By Joel Raab

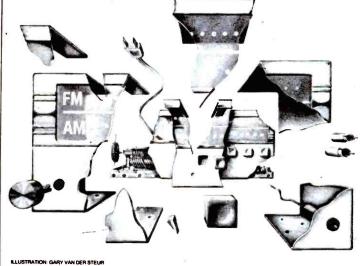
Country stations in the North play mostly "crossover" country. In the South, the emphasis is on "traditional" country.

AM Country stations are more "traditional" than their FM competition. Country stations without format competition have longer playlists. Right? Wrong!

In my travels across the country, (no pun intended), I have observed successful Southern stations avoiding traditional artists like George Jones and Loretta Lynn, while successful Northern Country stations are deeply "rooted" in traditional country. This apparent geographic contradiction is explained several

One Northern medium-market FM client faces no serious Country or AC competition on the FM band. Therefore, the station is programmed as a Country-AC hybrid, eliminating all traditional country music, while adding heavy doses of compatible AC that has never appeared on country charts. (Artists like Bruce Springsteen are avoided because of their "rock" image.) To country fans, the station sounds country, with the presence of Alabama, Barbara Mandrell, and Willie Nelson. For potential AC listeners, a viable alternative to "Chainsaw Rock & Roll" and "Boring Elevator Music" is provided. The absence of traditional country music makes the station palatable to noncountry fans.

"The musical direction of your station should be determined more by competitive factors than by geography."



music approach. The AM Country outlet is successfully positioned as a modern Country station, servicing listeners desiring a modern/ crossover country sound.

The musical direction of your station should be determined more by competitive factors than by geography.

Similarly, the length of a station's playlist is determined by market conditions. The "traditional" thinking is that if you become the only Country station in a market, you can expand your playlist. The opposite is true. When WKHK/New York dropped Country in 1984, it was expected that we would expand the playlist at WHN,



exposing more music, since only one Country station remained. In stead, we reduced the playlist because we found that it took longer for songs to become familiar to the audience, since they were only being exposed on one station.

Challenge traditional thinking by weighing all possible opportunities in your market. If you have the opportunity to service both a Country and AC audience, go for it! If you are competing with good-sounding AC stations, distinguish yourself and scream, "Country!" If you're facing Country competition, find out what niche they are not serving. If you are the only game in town, make sure that your core audience is being served while you look for opportunities to expand beyand the current audience

"Challenge traditional thinking by weighing all possible opportunities in your market."

"Traditional" ideas that work in one market may bomb in another due to market conditions. We are at the beginning of a new era when "traditional" notions of what artists are played no longer fit a pre-determined mold. More than two types of Country stations are developing. One seeking a broader audience plays modern country artists with no traditional flavor. Another balances its presentation with a mixture of all types of country music to distinguish itself in a market glutted with AC competition. Other variations exist, and it's important for the music industry to be under standing and supportive of what stations will or will not play, as long as they are consistent.

Flexible, creative thinking beyond "tradition" will allow the Country format to thrive well into the future.

Joel Rasb is a New York-based programming consultant. Prior to opening his own firm, Raab programmed WEEP/Pittsburgh, WHK/Cleveland, and WHN/New York. He can be reached at (212)

major-market FM client has no Country competition, yet faces three well-established FM AC signals. Since the AC listener is already well-serviced, the FM Country station distinguishes itself from the pack by including hit traditional country music. AC-compatible

Ry contrast a different Northern

A Southern AM major-market client competes with a well-rated FM Country station. The "traditional" notion is that the AM station should lean more traditional in its music presentation. The reality is that the FM competitor is servicing listeners desiring a traditional

songs take a back seat in order to

fully service country fams.

HAVE YOU HEARD

is Dougherty, former GM at WXTU/Philadelphia, is now Managing General Partner at Crisp Communica tions Corporation, owners of WREY, a new Country station in South Vineland. NJ. Dougherty is the GM and filling Betler is PD/morning man. They claim it's South Jersey's first and only Country .. Speaking of GMs, Dave Acaley did not take over the GM job at WGEE/Green Bay as noted here a couple weeks ago. He did, in fact, become GM of 'GEE's sister stations WKKQ & WTBX/Hibbing, MN. D.E. Wright is still he WGEE GM

WGNA/Alberry MD Welt Adems has

been upped to PD as Chris Warren exits to pursue an advertising career

Also in New York, Marcin Borst has been named OM at WSEN/Syracuse, while Bryan Richards was tecoed as MD

A lot of action in Boise as Easy ning KBOI-FM changes to KQFC and Country. Former KGEM PD Chris Adams is the PD/middey talent for the new KQFC. Meanwhile, Steven is has left his OM/PD position at KLCI & KNPA for the PD duties at KGEM, which were left open when we Lake left for Louisiana . . . WBGW/Bangor's morning drive personality. Steve McKey has taken over the PD position as Rich Kimball moves into sales ... WYAK/Myrtle Beach morning man Raiph Conner has been upped to PD . . . Jim Patricks is now acting PD at WQHK/Ft. Wayne.

WKIX/Raleigh-Durham's Mike Fenley has been promoted to OM for both stations. Tracey Boomer has been upped to Assistant PD ... KKOW/Pittsburg, KS promotes PM driver/Public Service Director "Face" Lewis" to Asst. PD . . . Rick Taylor has left KWJJ/Portland for crossto KUPL-AM. Craigg Kelly moves up from pertiline to fill the Com- midnight

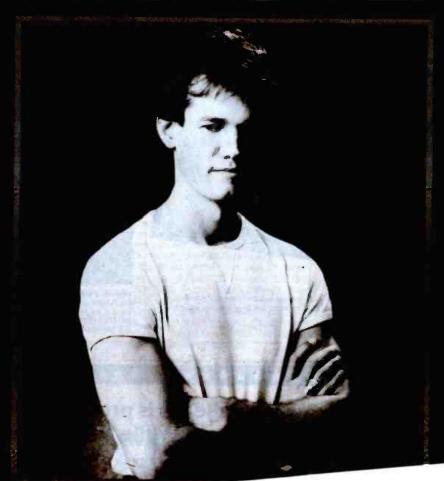
slot . . . Also moving from perttime to fulltime middayer, but at WITL/Lansing, is Charly Knight. Jimmy Reed joins the station for weekends.

Milke Albert has moved to middays WVMI/Blloxi from sister station 94-QID/Biloxi . . . WLLR/Qued Cities has hired Brien Zechlesche to do overnights and Gerrett Brown for parttime ... WUSQ/Winchester has two new nightlime people: Charlle is now doing 7pm-midnight, and Ben Burro is holding down overnights . . . Don't forget, you only get the good stuff when you let me know what you have

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COUNTRY

CLOSE-UPS

· WYRL-FMIN-H sonality Ken Scott recently went beyond and way above the call of duty for the local Humane Society. The stunt was called "Parachuting For Pets," in which Scott jumped from a plane above Arthur Dunn Airpark in Titusville. His first-ever jump raised money for the South Brevard Shelter in Melbourne.

. WILO/Williamsport and the American Red Cross concluded their Blooddrive Marathon and exceeded the goal of 720 pints. Despite blizzards and rain, WILQ managed to get 898 pints in nine days from six locations. In doing so, 'ILQ set a new Northeastern PA radio station record for employee donations, besting previous recordholder

. WHINNew York is reliving the music and memories of 1973, the year it brought country music to New York.

Stan Martin, a member of the original airstaff, hosts a show featuring conversations with WHN's first Country PD and current Station Manager, Ruth Meyer. Conversations with current air personalities Del De Montreeux, Lee Arnold, and Den Deniel will be based on the theme, "I Was Country When Country Wasn't Cool." Stan will be takgoing on in their lives that year.



CRYSTAL & WIXL — Where do the stars go when they pley Sussex County, NJ? To WIXL, of course. And Crystal Gayle is no exception. She's shown here with PD Pete Jirak (f) and morning man Dr. Johnny Fox.



COUNTRY 'N' WRESTLIN' -WYAY evening personality Denise Alexander is fast becoming the wreeting queen of Atlanta. She's shown after a National Wrestling Association bout with current NWA



NO STOPPING HIS HEART -KSOP/Salt Lake City OM Country Joe Flint probably still hean't calmed down after getting this close to Marie Osmond at an in-store promotion. If you need help to tell you who's (r) and who's (l), you're in



LIGHTS, CAMERA, KVET — Roy Clark and Mel Tills promoted their latest pic, "Up Hill All The Way," it a local shop with the help of KVET/Austin. Top row (I-r) are Mel. Promotions Director Sharl Bishop, OD Milke Carta, Roy, and MD Steve Gary; front (I-r) are KVET jocks Bob Pickett. Steve Schooler, and Randy Williams



HEY, WSSL - WSSL/Greenville broke a record in the Southeast region, as its two-day radiothon raised \$71,619 for the St. Jude Children's Research Hospital. Pictured (I-r): Afternoon driver Joe Lawrence, OM Dave Welchel, and the morning team of Lizz Morriss and Bob Morgan



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NASHVILLE THIS WEEK

SHARON ALLEN

Country Radio Seminar Photo Recap

This year the consensus on the Country Radio Seminar was that everything was bigger and better . . . sounds a little like Texas, doesn't it? For those of you who weren't able to attend, and for those of you who were, this first batch of photos from the event tells no lies. Stay tuned for more.



(I-f) KRPM/Seattle PD Lee Rogers, RCA's Carson Schreiber, Alabama's Randy Owen, WKQS/Miami PD Bob McKay, and WXCL/Peorla PD Tom McGuire.



Don Everly of PolyGram's Everly Bros. was interviewed by Music Country Radio Network host Charlie Douglas. Pictured (ir. front) are Douglas, Everly, and MCRN's Benny Ray. (ir. top) MCRN MD Kyle Centrall, air personalty Bill Berlin, and MCRN's Trishs Watter and Jim Driver.



Pictured (i-r): KW.Li/Portland PD Mark Andrews, Restless Heart's Larry Stewart and John Dietrich, and WMN/Columbus OM Rob Ryan.



KVOO/Tulea PD Billy Parker (left) and VP/GM Jack Creese greeted Capito's Barbara Fairchild.



Columbia's Lacy J. Dalton is flanked by WBOS/Boston GSM Pete Handy (left) and GM Bob Abernethy.



Sawyer Brown's Mark Miller (left) joins WCMR/Elithert, IN's Greg Harfis (center) and PD Rick Carson.



The Maines Brothers Band was Interviewed by Westwood One's Jim Durcan for the New Faces Show radio special. Shown (I-I): Jerry Brownlow, Donnie, Kenny, and Lloyd Maines, Cary Banks, Steve Maines, Duncan, and Richard Bowden.



CBS's Sam Harrell (left) introduced new Columbia act Sweethearts of the Rodeo, Janice Gill and Kristine Arnold, to KIKF/Orange PD Chris Adams.



The KVET's KASE/Austin crew met up with Ronnie Milsap. Pictured (I-r): GM Ron Rogers, Milsap, MD Steve Gary, and PD Mike Carta.



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WALTLOVE

WAMO-FM: Up From Pitts-Burgh

By Sean Ross

"It's a night-and-day improvement. I'd never heard a worse Urban station in my life."

That's one Pittsburgh programmer discussing crosstown WAMO-FM. And his remarks pretty much mirror the industry's opinion of the station. Until PD Chuck Woodson took over, WAMO was one of those B/U FMs that did what it wanted, played what it wanted, and lived off the strength of its calls and a format monopoly.

Ratings fluctuated from the high fives to the low fours. While WAMO always had some listeners, it was no threat to music leaders WDVE or WBZZ (B-04). In its first book under Woodson and MD John Anthony, WAMO rebounded to fifth place, 4.7-6.7. And the general conneus from market observers is that it finally sounds like a real radio station again.

This time last year, Woodson was Sports Director for parent Sheridan Broadcasting Network. He'd consulted WMIE/Cocon, FL when Sheridan was located there. But after stints in the "70s at WOOK (OK100)/Washington and WEBB/ Baltimere, Woodson thought that jocking and/or programming was part of my life that was definitely history. I was beginning to look ahead to more things as far as sports were concerned." Anthony joined WAMO as a parttimer 13 years ago and had been MD in the

Woodson is slightly more diplomatic than others about the state of WAMO when he took over. "Things were kind of haphazard; there may have been too much individuality and not enough consistency. I felt we had to rotate hit music much more frequently than I heard it being rotated. There were weak areas as far as production was concerned, as far as the overall news presentation, the structuring of stopeets, and getting in and out of

"We immediately broadened our target demo. In my opinion it was a little bit too young and showed it in the spring Arbitres. I was more concerned with a 25+ audience as opposed to 12-17 year-olds."

A Rap On Erase

One of the more noticeable moves toward that end was eliminating rap music almost entirely. "I began to do my own homespun research." explains Woodson, "Most of the feedback I was picking up

WAMO Music Monitor

AM DRIVE

FALCO/Rock Me Amadeus CHERRELLE/Saturday Love UTFO/Fairy Tale Lover TA MARA & SEEN/Affection FAMILY/Screems Of Passion ATLANTIC STARR/Secret Lovers EDDE MARPHY/How Could It Be JELLYBEAN/Sidewalk Talk

UTFO/Fairy Tale Lover EVELYN "CHAMPAGNE" KING/ Your Personal Touch TRAMAINE/Fall Down (Spirit Of Love) KLYMAXX/Lock & Key CHAKA KHAN/Can't Stop The Street (Krush Groove DEBARGE (/EL DeBARGE/The Heart is Not So Smert HEATWAVE/The Groove Line ROCHELLE/My Magic Man FAMILY/High Fashion **ATLANTIC STARR/Secret Lovers**

from adults was that the heavy influence of rap music had run them away from the station. I stayed away from songs that are predominantly rap. I did play the King Dream Chorus record as well as the Chaka Khan and Rene & Angela records with rap in them. But I'm of the opinion that rap is generally a novelty that's burnt it-



Chuck Woodson

"Some things evolve into better things; rap music did just the opposite. The Sugarhill Gang and Kurtis Blow did quality stuff, and it was very tolerable. Later on, it got to where all you had to do was throw on (a rhythm track), then scream and holler. A lot of the raps became belligerent and intimidating in tone . . . almost like somebody chewing someone out."

Anthony adds, "All music doesn't transform from the streets to the radio, especially when you look at our market. Pittsburgh has become one of the top corporate cities in America, so a lot of our listeners are in offices. And all music doesn't suit that setting. You have to be careful what you play.

Club Hopping

In lieu of rap, WAMO has gone into the city's dance clubs for records, often including imports. Early discoveries include Zizno's "What's Your Name," "I Can't Wait" by Nu Sheez and, most notably, Falco's "Rock Me Amadeus," which B-94 followed suit on several weeks later

"One of the things we did," says Anthony, "was get more in touch with the club jocks and some of the record pools. I go to the clubs around town and attend meetings. I'm also at one club on a weekly hasis. I like to do my own personal research. I meet people from different walks of life and listen to their opinions of our station or radio in general. We try to reflect that on the air."

Historically, Pittsburgh has been on its own musical biorhythm. The city's two big graffiti oldies are Scott English's "High On A Hill" and Donnie Elbert's "Have I Sinned," neither of them well-known to those outside the city. During the mid-70s Top 40 13Q was famous for making local hits of, among others, "Daddy Cool" by Beney M and "Mr. Skin" by Spirit. And B-94 in its first year took "Feels Like I'm In Love" by Kelly Marie to #1, a year after its initial U.S. release unscating the previous week's #1, "Genius Of Love" by the Tom Tom

WAMO occasionally follows that tradition. It's probably the only B/U reporter in America on "Somewhere" by Barbra Streisand. It also had a local hit last year with the British record. Clouds Across The Moon" by the





generated a lot of audience

Private Dancers

Woodson also reinstated the use of the call letters - which had been downplayed in favor of the frequency — and added the image lines "Moving On The Hot Tracks" and "The Original FM 106." Somebody did a survey a few years ago," says Anthony, "and they found out that WAMO are the second-most recognized calls in the city after KDKA. That can't hurt

Woodson adds, "These are the only calls in the market that you can pronounce as a word I know from past experience here that this station is known as 'whammo.' We don't necessarily say it on the air, but we occasionally drop it in subtly. Our request line is 333-WAMO, so we may say '333-



"As far as 'The Original FM 106' goes, this FM was 25 years old last year. This was an FM R&B station before that was popular in most places. We know that when everyone else was using FM for wall-towall Beautiful Music, this was the only FM in the market programming popular music. That makes us the original. If we take it a step further, this is also where the music starts, something we emphasize in our advertising. B/U music is going to start here. So that makes us the originator of that music in the market '

"Moving On The Hot Tracks" was a combination of the "hot tracks" imagery, which Woodson had used in Florida, and WAMO's longtime "We Are Moving On" slogan, an acronym for the letters WAMO. That's been taken one step further with the "Hot Tracks Dancers," /ho perform at station functions and debuted recently at a Heart Association benefit.

"Joyce Ellis, a young lady from Washington, PA, had been talking to me about possibly doing a radio aerobics program. One day in a skull-session, the idea of having some dancers for the radio station came up. We had some auditions and came up with 20 very good dancers, some of them former cheerleaders for the now-defunct Pittsburgh Maulers. Something tike this makes people notice that we're doing something new . . . and it doesn't always have to be crazy or bizarre.

Networking

Another unusual aspect of WAMO is that its overnight show is carried on Sheridan and used by many affiliates in place of their own announcers. SBN recently added similar programs in middays and evenings which, Woodson says, essentially parallel WAMO-FM's format and are carried in some combination on 35 affiliates. including sister outlet WUFO/But-

Because WAMO-AM & FM are network flagships, they differ from other B/U outlets by offering news throughout the day. "Full Service AM 800," described by Woodson as 'an MOR station," moved 0.5-1.4 in the fall. It carries a full five-minute cast throughout the day, which is augmented with five-minute local newscasts during the drivetimes.

Continued on Page 60

R&R-FRIDAY, MARCH 14, 1986/59-

WAMO-FM: Up From Pitts-Burgh

Continued from Page 59

WAMO-FM runs one to three-anda-half minutes of news every hour from 6am-midnight.

Woodson also emphasizes that "I took the local news department and moved them in with the network. By doing so my local news has improved 100%. It's now hard to tell the difference. One of my local people is now an anchor on the network."

WAMO's airstaff includes Woodson in mornings, Lesita Leseir middays, Anthony in PM drive, Lee Woodriffe (discovered as an AM part-timer by Woodson) in evenings, and Tony Madison on the overnight network shift. Sheridan's two network announcers are Mark Edwards (who also does weekends on WAMO) and former WDMT/ Cleveland MD Eric Falson.

Spring Fever

WAMO has promoted itself in recent months with television and a large showing of bus sides as well as an occasional \$106 touch-tone contest. In the spring, Woodson says, "We're going to go into the travel agency business" with several vacation packages given away through the summer. "We're going to tie in with the Coke distributor and have some promotions involving the Hot Tracks van. We'll never stop keeping the excitement up. It will always be a two-way street here; we'll obviously have something more to offer than the mustic."

Throughout 1985, when satisfaction with WAMO was at its ebb, rumors persisted that some other Pittsburgh station — usually AC WHYW (Y-87) (whose two sister stations are Br/U) — would soon change format. Does Woodson think anybody will come gunning for WAMO now? "If it happens, I'd welcome the challenge. I've had some people tell me that we're the only game in town, so why shouldn't we have numbers?

"My objective is to prove that you can be B/U and general market. I think that's been proven in markets like Houston, Washington and Dallas, just to name a few. I don't think we're a special market station; I don't subscribe to the theory that we're the 'ethnic' radio station at all. If anyone wants to come in here and make it a more competitive market, it's fine with me. It should just make me sharper."



NEW YORK MILLS AROUND — Stephanie Mills was the official hostess at MCA Records' New York Christmas party. Seen (I-I) at the festivities: MCA's Michael Halley, WNUR/Newerk's Toye Beasiey, Mills, WNUR PD Hector Hannbal, WKND/Hartford MD Metanie McLean, and MCA Sr. VP Jheryl Busby.



TRIPLE PLATINUM — KJCB/Lafayette recently received a triple-platinum award from MCA Records for its efforts on behalf of several artists. Shown (r-): KJCB's Culum Dauterive, Station Menager Horsito Handy, owner/President Joshus Jackson, and MCA's A.D. Washington.





COMBINED STARR POWER — New B/U outlet KPWR (Power 106)/Los Angeles got early visits from Atlantic Start and Lishus Dath. Seen in photo 81 (I-f): Motown's Joe Morrow, Dath. KPWR MD Al Tevera, and Research Director Joel Saltowitz. In 82: AS's Barbars Weathers, Tavera, AS's Wayne Lewis, A&M's Kelly Summers, the group's David Lewis, and A&M's Kelly Calloway.



FL YING BUT NOT HOARSE —Indiana band Pegasus placed first in WBMX/Chicago's local Budweiser Showdown. The band is seen here at the Gultar Shack in suburban Arlington Heights ready to receive \$10,000 in free equipment.



ALTERED SKATES —The New Edition were guests of honor at KDAY/Los Angeles's weekly remote from Compton's Skateland U.S.A. Thinking rink are (i-r): New Edition's Ronnie DeVoe and Michael Bivins, MCA's Emile Singleton, KDAY PD/MD Greg Mack, NE's Ricky Bell, menager Kahlil Rountree, NE's Raiph Tresvent, and MCA Sr. VP/Black Music Jhevry Busby.

ACTION

After more than two years as KLAZ, KOKY/Little Rock is its old self again. A number of broadcast veterans are now installed at the facility, including George "Boogsloo" Frazier as Operations Manager and Robert "Bobby" Earl as MD. Wayne Courtney is GM. The lineup reads: Earl mornings, Frazier middicys. Dere Felder afternoons, Brandl Collins nights, Mark In The Deart overnichts.

In the never-ending story of KJLH/L Los Angeles, Steve Woods is now PD. He held the same post at rival KDAY several years ago, Frankle Rose becomes MD, while CBM Wireston hendise middley chores. Programming Asistent Reblin Disson is looking for another old and can be reached at 2(23) 389-2790.

Nancy Williams, who spent several years at WHUR/Washington, is the new PD at WANT/Richmond. She replaces La Donna (Monet) Freemen . . . Dave Alan, who also does sports

for local WSMV-TV, is the new morning man at Black Gold WVOL/Neshville... Henderson Devis comes from Indian-apolis to anchor afternoon news at WOLA/Memphis. PO Bobby O' Jey is also celebrating his third anniversary with that station ... At WALT/Merdian. former WACP/Columbus PD/MD Sever Poston joins for middleys ... Reight Crossley moves up from Sr. AE to Aset LSM at WAOK & WEVE/Allante.

Coors is aponeoring its second arnual "Coors Inside Black America" series of 60-second programs, featuring "personalities, events and issues eignificant to Black Americans." More information is available at (800) 525-3786 from Wendy Goed or Doyle Albee. Among the stations running the show are WJPC & WLNR/Chicago, WJMU/Jackson, and WPEG/Charlotte. The latter outlet is also sponsoring a black history quiz, with the winner receiving weekend trips to New Orleans

KDAY/Los Angeles is teaming up with Anheuser-Busch to sponsor the annual Challengers Boys & Girls Club celebrity bestetball tournament on March 22. KDAY promises to turn out several well-known athletes and other celebrities for the event.

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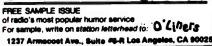
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PROGRAMMING

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Send \$6.00 for this 60 min. cassette Midwest Aircheck, Box 221-R, Romeoville, IL 60441

FEATURES

CHR - AOR - AO Call for a free trial subscription (415) 564-5800

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Free Sample Of RADIO'S DAILY ON-AIR SERVICE

Airshift-ready music notes, star facts, calendar, more!

PROFESSIONAL SERVICES

GIVE YOUR RADIO ADVERTISING SOME SING.

We can give your clients or your stations contemporary new sound for a song. Original music packages start as low as \$3,000. Customized re-sings from just \$1,500. Give us a jingle and we'll send you a demo reel of ours.

615 E. Pike Seattle, WA 98122

OPPORTUNITIES

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Regional Sales Representative trium 500 Company Subsidiary, leader in the industry; roducing Station IDs, Sales and Production Libraries, basic Commercials and and Television Commercials, se opening for Sales Representative.

Candidates must have successful track record in fladio and TV sales. Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salesty, commission plan, plus company automobile, full expenses and outstanding benefits.

OPENINGS

NATIONAL

FEMALES WANTED (AND NEEDED)

NATIONAL, the nation's leading radio personnel placement service receives constant requests for qualified female announcers and news people from radio stations in all size markets, coast to coast. On many occasions, we simply do not have a sufficient supply. If you are ready for a move, let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS

Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

ACT NOW!

EAST



Production Pro Needed!

Looking for great production pro with experience in 4/8-track machines. Send samples of writing and pro-duction work (causele) in: Black Bauso - PB, WHEE/ B-04 FBs, 1715 Grandview Avenue, Pittsburgh, PA 15211. No calls please. EDE M/F

Southeast RY Skw daytimer AC socks aggressive, m sounding ennouncer. T&R: PD, WELK, Box 416, Pought sie, NY 12602. EOE M/F (3-14)

PROGRAM DIRECTOR

Eastern Long Island WWHB seeking PD with mu-sically creative program director to anchor after-noon drive, manage airstaff, and direct an effec-tive community-oriented promotional campaign. If you are looking for an association with a group of experienced entertainment profession promote management from within, send T&R:

Paul Simon Music 1619 Broadway, New York, NY 10019 ATT: WWHB

OPENINGS



50,000-watt full-service AM needs production person who can do it all. Must be creative writer with mature voice and sharp tape skills, 4-track and spec tape experience a must. Rush tape, resume, and writing samples to Jeck Murphy, WHAMI, 350 East Ave., Rochester, NY 14804 FOE

neunser merning news show. 25 hrs/wit, innovetive, suc-seful public station. C&R: Rick Mettioni, 215 University Pt., recuse, NY 13244. (Before 5/23)

CHR FM

Western Maryland personality CHR FM eccepting applications for future openings. Stable broadcast group. Send cassette and resume to:
Jian Cartie, PO, WPGSH-FM 1250 Maryland Ava., Hagerstown, MD 21740
EGE

fast deminater needs middey CHR personality & parttim-Good production skills. C&R: Walt Speck, WXXX-FM, 9530, So. Burlington, VT 06401, EOE M/F (3-14)

Mid-Adamse CHR needs fulltime announcer. T&R: The Grooms, WPTX/WMDM, St. Andrews Church Rd., Lexing MD 20663. EOE M/F (3-14)

MAJOR GROUP BROADCASTER

Seeks top-rated Air Talent, News Anchor, Mu-sic Director and Promotion Director for Top Ten market, Prefer a minimum of five successful veors of commercial experience in CHP or AC On-air positions require a bright, concise on-air personality, a sense of style, the ability to put together and deliver a credible newscast and the ability to perform at personal appearances.
All positions require professional performance and attitude. Your application will be held in strict confidence. Quality compensation package. Send audition cassette (VHS for I tion Director) to P.O. Box 3405, Princeton, NJ 08543-3405. EOE

OPENINGS

Pleasant smaller market needs worksholic, Morning new AM/10-2 personality rock FM. T&R/writing sample: Height, WGMF, 421 N. Franklin St., Watkine Glen, 14891, EOE M/F (3-14)

Q106 seeks perttime air talent for poseible future openings. T&R: Ken Barlow, WHDQ, Box 1230, Claremont, NH 03743. EOE M/F (3-14)

GOOD MORNING! **NEW NORTHEAST AC**

Looking for morning talent. Big market, respected company, good salary, GREAT city. Send T&R to: Radio & Records, 1930 Century Park West, #286, Los Angeles, CA 90067. EOE

Maming news, NJ Shore Hit radio, Smell, effective staff, Ex-perience, personality. Decent pay, T&R: C. James, ND, W.MZ-FM, Box 100, Manahawkin, NJ 08050, EOE M/F (3-7)

BOKW CHR seeks air talent. Air check/resume: J. J. McKey, 100/KHI, Box 758, Ocean City, Meryland 21842, or (301) 289-3456 EOE M/F (3-7)

itsed highly qualified Technical Supervisor. Maintenance experience required. Contact: Kenneth Stout, WPAT, 1386 Broad St., Clifton, NJ 07013, or (201) 348-8300 EOE M/F (3-7)

Rare openings! Parttime weakly eir/production. FSA. T&R: Scott Hooper, PD, WHEB, Box 120, Portamouth, NH 03801.EOE M/F (3-7)

Afterneen drive opening Adult CHR/Oldies. T&R: Don Thomes, WORQ, Box 97, Mystic, CT 06365. EOE M/F (3-7)

WRILL AOR Shadow of New York seeks pertime newsperson & air personalities. Local applicants encouraged. T&R: Buzz Knight, Box 86, Denbury, CT 08813. EOE M/F (3-7)

SOUTH

Heigh Need evening announcer/production. 100kw AOR/CHR NC beach. Springboard for Top 80 market. CBR: Paul Frank-lin, Box WZYC, Beaufort, NC 28516. EOE M/F (3-14)

Het new contemporary FM So. AR needs on telent ready to be top-rated. Rush C&R: KIXK, Box 1901, El Dorado, AR 71731, or (501) 862-9686 EOE M/F (3-14)

Mejer market telest needed for ND/anchor. Must be a people person. T&R/selery: Dans Webb, Box 1230, Huntaville, AL 35807. EOE M/F (3-14)

62/R&R FRIDAY, MARCH 14, 1986

Don't waste your time applying for jobs that opened up 3 weeks

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broadcast industry's only daily

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MediaLine you get fresh job

leads - weeks before your job-

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- 312-855-6779.

OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

103 WRKA/Louisville

needs a winning PROGRAM DIRECTOR. We have the staff that's produced one of 1985's biggest AC success stories. Check these 12+ trends:

3.9 - 5.0 - 8.9

Can you take one of the hottest stations in America to #1 in 1986? Then come have fun with us in Louisville! Great bucks . . . plus all the tools needed to win!

Send station composite, programming philosophy and resume before March 25, 1986 to:

Bill Thomas, Vice President/Programming CAPITOL BROADCASTING CORP. 530 Beacon Plwy, West, Suite 401 Birmingham, AL 35209. EOE



Capitol Broadcasting Corporation

STEREO_ (BST 1490

Market leading AC needs mature, organized pro for mornings and PO. Good pay for the right person. Send tape and resume to Dave Wrinkle, KBST, P.O. Bux 1832, Big Spring, TX 79729.

KFR-106 needs talent for possible morning drive. Can you wake up the coastal bend? Experience a must. T&R: Bob O'Nest, PD, 441 Laguns, Corpus Christi, TX 78401, EOE M/F (3-14)

New 100kw TX rocker staffing up. Must love challenges. Good pay, T&R: 888 White, Box 1478. Borger, TX 79008. EOE M/F (3-14) ------

"SPACE COAST"

AM/FM in Florida looking for News Director with strong motivation skills and pro-fessional attitude towards leadership. T&R to Radio & Records, 1930 Century Park West, #287, Los Angeles, CA 90067, EOE M/F

Production man needed. T&R: Clark Ryon, PD, KLBJ, Box 1208, Austin, TX 78767, EDE M/F (2-14)

So- KY AM/FM seeks air persor Spend mornings on eir, afternoons on Late Cumberland, Call 1906) 679-9277 BOE MAF (3-14)



PROGRAM DIRECTOR

WTIX Radio, New Orleans needs a take charge programmer who can work with outside resources. Air shift necessary. Presentajoin the dynamic and growth-oriented Price Communications. Tapes & Resume to: Doubt Gerard, VP/GH, SS2 Carendalet Street, New Ocioene, Louisiann 70130-3188, EDE

d sharp maraling main. Strong production for 100kw ntry. Experienced only. T&R: Juy Clark, Box 1207, Val-la, GA 21803. EOE M/F (3-14)

ning show, Warm & witty, not windy. Solo/team d. T&R: Bobby Cook, KX 104, 11 Music Cir. South TN 37203. EOE M/F (3-14)



WEHP Radio in Huntsville, Alabama is The Informotion Station in the Tennessee Valley. We are looking for News Director/Anchor. This person must be full of new ideas, have a lot of energy, be able to write clear, concise copy, present it in on understandable way, and represent us well with our community newsmakers. This person must also be able to motivate others, manage a newsroom, and most important, be a people person. If you wish to work for a company that can offer you longevity and an atmosphere where you can grow, send resume, tape, and salary requirements to: Dens Webb, P.O. Bex 1230, Hunteville, AL 36607. WORG-FM has 6pm-midnight open. Uptempo AC, T&R; Stu Wright, Box 430, Orangeburg. SC 29116. EOE M/F (3-7)

Winning CHR seeks asperienced newsperson for pertime. T&R: Dianna Wood, Box 2428, Wilmington, NC 28402, EOE

MAJOR SOUTHEAST MARKET

If you're ready to make the Major Market move, then we want you on file for possible future openings in our on-air staff. Natural personality, desire, and that killer radio in stinct is a must. If you're ready don't wait, send tape and resume to: Radio & Records, 1930 Century Park West, #278, Los Angeles, CA 90067. EOE

MOR needs FD. Strong on-eir performence a must, FD experience desirable, T&R: Bob Grissinger, WINK, Box 331, Fort Myers, FL 33902, EQE M/F (3-7)

AC/Country combe ceals hard-hitting PD/sir talent. Immediate opening. T&R: Chuck Wood, GM, WELD/WZLQ, Box 410, Tupelo, MS 38801. No cells. EOE M/F (3-7)

MAJOR SOUTHEAST MARKET **MEWS ANCHOR/PERSONALITY**

Fulltime News Anchor/Personelity, must be a good, fast writer with natural on-air sound. For opening send tape & resume to: Redio & Records, 1930 Century Park West, #277, Los Angeles, CA 90067. Females and min encouraged.

WPLO

Capital Cities/ABC Inc.

WPLO/Atlanta is seeking a high-profile PERSONALITY air talent. Skills include humor, phone technique, community involvement. Tape and resume to: Neil McGinley. Operations Manager, WPLO, 360 Interstate North, Atlanta, Georgia 30339, EOE

contemporary, distinctive. Tell/tealery: Frank Horsony, WLAP, Box 11870, Lexington, KY 40677, or (806) 283-0563. EOE M/F (3-7)

Reporter. Experienced, good writing/reporting skills. T&R: Don Noe, WSVA/Q101, Box 752; Herrisonburg, VA 22801; EOE M/F (3-7)

WBCY-108FM

CHR. 36th market in the sunny Southwest, has an IM-MEDIATE AM Drive opening. We need you to be tunny, topical, personable, controversial at times, and have a desire to continue the winning tradition. Fabulous facilities, great support staff, and top dollars await the right individual or team. OVERNIGHT a stimmer of your morning show to: Bit.L. MARTIN, 1 Julian Price Place, Charlotte, NC 26208, We can't wait to hear from you! EOE MF

MORNING PERSONALITIES

We are looking for a morning personality and a morning news person to tie it all together into a smooth, professional, contemporary, package We're looking for communicators. Great production a must. Rush resu me and samples on cassette to: GABE BAPTISTE, Program Director, I-95 WINZ-FM, 4330 N.W. 207th Drive, Miami, FL 33055. EOE

MIDWEST

Easy Listening

Operations Manager needed for immediate East Listening start-up. Must be familiar with Bonneville product, and all phases of playback (live, live-assist, auto). Production and on-air shift mandatory. Some audio processing desirable. New station will be the only Easy Listening in a market of 100,000 population. Outstanding company with history of moving programming people up to general management. Excellent salary, working conditions, and market. Send letter, including salary requirements, one-page resume, and examples of your work on cassette to: Bob Henabery Associates, Inc., c/o Radio & Records, 1930 Century Park West, #285, Los Angeles, CA 90067.

Phone calls will not be accepted.

PM drive/PD needed at dominant MW AM AC. Great facility, seeff, selery, benefits. T&R: Brisn Gallagher, KRGI, Grand be land, NE 68602. EOE M/F (3-14)

NW CHR ceals experienced personlities for future openings. All dayperts. T&R: Brien Ketz, WBIZ, Bez 24, Eau Claire, WI 84702. BOE M/F (3-14)

Mid-880 Hb; AC needs middey talent now! Good communica-tion, production essential. Females/talented beginners en-couraged. C&F: D. L. Begert, Bex 728. Rolls. MO 65401. EDE M/F (2-14)

Radio 62

Program Director

WTMJ/Milwaukee, WI is losing an excellent Program Director. We need another one committed to carrying on the winning tradition of News, Information and Sports.

Resume to Paul LeSage, PO Box 620, Mil-waukee, WI 53201

Y103 Resk needs morning sir/production whiz. Some sales. T&R: Larry King, PD, Sox 2250, Decetur, II, 62526. EOE M/F (3-7)

Possible future openings at personality-oriented AMPAC. T&R: KLIN, Box 30181, Lincoln, NE 68603. EOE M/F (3-7)

Tep-resed Co. II. CHR FM needs night jook. T&R: Mett Mc-Cann, PD, WLRW, Box 3389, Chempeign, II, 61821. EOE M/F (3-7)

News personality. Good voice/ettitude/lifestyle reporting skille. T&R: C. Johnson, KCLD, Box 1456, St. Cloud, MN 66302. EOE M/F (3-7)

KLYF PM100 seeks 7pm-midnight personality. No liner cards readers. Experienced only, please. T&R: Bob Mejors, 1801 Grand Ave., Des Moines, IA 80308. EOE M/F (3-7)

WEST

proventative for medium merket in CO. Professional nos, strong track record. Six-day work week. Refer-equired. Contact Pat: (303) 245-3066 EDE M/F (3-14)

Pullyarstime announcers. Must have experience, energy, personalty, C&R: Joff Herrison, KRE, 801 Ashby Ave., Berkeley, CA 94710, EQE M/F (3-14)

-CALIFORNIA AM/FM

shed California AM/FM combo looking for aggressive, dynamic News Anchor and Reporters for future openings. Experience a must. Send tapes and resumes to: Radio & Records, 1930 Century Park West, #284. Los Angeles, CA 90067, EOE -

Compbell Brandsseting, Inc. seeks eir/production talent, A rest personality station in SW WY, Freedom, T&R: Den Cole. K-95, Box 432, Kemmerer, WY 83101, EOE M/F (3-14)

News opening new, Strong on-sir/writing a must, Journalism state, Beginning pay, T&R; Richard Perry, KYOS, Box 717, Merced, CA 95341, EOE M/F (3-14)

L.T.D. VISION, Inc. **Creative Productions**



Experienced Sales Person to sell syndicated radio programs. Murt love program directors and be exceptionally creative. Must start immedia resume to: L.T.D. VISION, Inc., Box 4942, Lee

. CA B/U-CHR seeks afternoon rocker, T&R: Ho omes, Box 1080, Ojel, CA 83023. EQE M/F (3-14)

CHR overeight opening. Some experience preferred. T&R: KZNIK, 101 States Rd., States, AZ 85603. EOE M/F (3-14)

Mature calcaparean needed, Beautiful setting in Sc. OR. Re-nume: Drawer 489, Klamath Falls, OR 97801, or (503) 882-8633 EDE M/F (3-14)

FM IN NORTHWEST

Top 100 market. CHR/AC experience. Morning team or individual. Track record a must. Rush C&R to: Radio & Records, 1930 Century Park West, #288, Los An-geles, CA 90067, EOE M/F

AM AC meeting personality. Good production. No beginners T&R: Stove Miller, KBET, 100 N. Arlington, Stn. 240, Reno NV 88501. EOE M/F (3-14)

No. A2's sep-seed CHR seeks overright jeck. T&R: Don Cann, KIBS-FM, Box 10. Cottonwood, A2 86326. EDE M/F (3-14)

OPERATIONS MANAGER San Francisco

KLOK-FM

We need a leader with five years of experience motivating an airstaff. If you can get the BEST performance out of people, have good organizational skills, and a creative mind, send a resume, references, and programming philosophies to:

> VP/GM/PD KLOK-FM 77 Maiden Lane San Francisco, CA 94108

444444444 R&R FRIDAY, MARCH 14, 1986/63

OPPORTUNITIES

OPENINGS

CHR

Experienced CHR air talent needed now. FM in top 100 market. Only pros need apply. Send C&R ASAP to: Radio & Records, 1930 Century Park West, #289, Los Angeles, CA 90067. EOE M/F

Phoenis Adult AOR seeks a Production Director/morning person. Minimum two years' AOR experience. C&R: Jeff Pares, KSTM, 525 W. Southern, Mess, AZ 85202. EOE M/F (3-7)

PD needed. Sunbelt Top 100 Class C. New GM sheking up established AC. Need winner into 25-34 domination. C&R: Kan Stephens, K108, Box 108, Beaumont, TX 77701. EQE M/F (1-2).

Morning man/communicator for top-rated Palm Springs Country station, T&R: KCMJ, Serve Karwan, Box 1826, Palm Springs, CA 92263. EOE M/F (3-7)

POSITIONS SOUGHT

Versetle, self-motivator seels news/public effeirs. Experienced radio news/copywriting/selss. Some TV. Attractive, articulate. DIANE: (217) 529-8500 (3-14)

Experienced AOR. Creetive production. Sterling character. Conversational on-air. Want to rock/hybrid. JOHN: (312) 242 2772 (9.14).

It's hire-e-beginner mental Top 100 merkets call for your no obligation T&R. BRAD SMALL: (516) 481-4103 (3-14)

Reed a start, Female DJ. News/copywriting/production. Am airchift. Prefer MW, Have license. CARI: (319) 356-4212, or 289, 3873 (3.14)

I'm your midnight man! Put a reguler gravedigger in your graveyard. Five years in radio. Cell now. FRANK MICHAELS (THE NITEFLY): (802) 722-2916 (3-14)

You Need A Surgeon?

Let's talk the HOTTEST little nighttime show in Americal Laint Jokin: Record, reputation, references. You need a surgeon? God's sake, of least get this tape. No purchase required, money-back guarantee. West. SHANE. (804) 464-6702.

Ready to work, Four years' experience CHR/AOR, AC. Smell/ major market, Razor-sharp, SANTO: (306) 752-8303 (3-14)

Sectific enems, save ms. Hot innovative air/production pro a top-rated Top 30. Seek new challenge in smaller market CHR/Oldies. SCOTT: (704) 553-1141 (3-14)

I did it for them, I'll do it for you. Five years' on-air college, ADR/CHR. Production/news in a pinch. Reedy yesterday. Profer Weet/Sun Belt. DARRYL; (415) 785-8674 (3-14)

PD available. Creative, telented, lots of know-how. Eight years in the business. Currently on-eir major SE meritet. BiLL: (616) 331-7070 (3-14)

Funny membre show. Good bits, benter, experience. Proven publicity-getter. Hardworking, reliable. Will relocate to any Top 100/CHR/AC, J. C.: (914) 968-8079 (3-14)

12-year vet jeek. Variety of formats. Tired of moving around. Will settle in any size market for good offer. 11+ in major market. JEFF: (308) 284-2620 (3-14)

Experienced MD scale same/Acet. PD medium/large market cast of the Mississippi. Creative, organized people person. Extensive music knowledge. GARY: (301) 759-3264 (3-14)

ND code medium mertot sports/tellt. 1 + years' experience. MIKE DONOVAN: (414) 248-1560, or 248-6701, or 1026 Weconain St., Late Geneve, WI 53147. (3-14)

We cat, steep, data radio. Developing young team needs place to grow. Personality, values, production, creativity and more. THE WES-N-DOYLE PARTY: (404) 234-2152 (2-14)

Bigle-year vot. Music/programming experience seeks on-Jesz siet. SousySW, LARRY: (804) 488-4728 (3-14)

Have erystal ball, will traval. Antoulete English Radio Paychia. Ply me in for your guest show. Amening ratings with WKCOD-PM, WZZU-PM. JOHN KANE: (808) 280-1833 (3-14)

Amboringenter ourrently ND Stor AM one year. Medium/ large metiot in SE. Excellent writer. Aggressiva, communityminded. Breadcast Journalism degree. JEFF: 1404) 834-2082 (3):141.

Sushelt news/tell: glg. 6+ years doing same in freesn North. MO/producer/heat tell: show. WAYNE SYERS:(701)

Mature Country. Good MD. Releasible, reliable, friendly. Currently medium market. Seek SW/Meet Coest stable speaklen. ID: (805) 836-2467 (3-14)

25 years' breadcasting vat. Great adult delivery for new: 'Jest show/commercials. Continuity uniter/producer, Warms dimets preferred. VIC: (808) 643-8325 (3-14)

The years' & levin' every second. Up/quick/comfortableteunding CHR jest. Outregoons five & good with blads. Will second hims 78.8 779.00%; (\$17.883.0818.15.14).

POSITIONS SOUGHT

26.3 share good enough? Granddeddy now avalishin for AOR/CHR/AC, REID CARROLL: (318) 474-2028 (3-14)

Top-rated Q102/Cincinneti's afternoon entertainer seeks mojor/medium market CHR/ADR/AC. Ratings/refernces available. RCK JENSEN: (613) 731-7206 (3-14)

CHR dive persentity needs move up. 12 years' experience. Award-winning production/programming/management skills. Prefer West/Rackies. BOB CHURCH: (406) 721-8456 (3-14)

Assestate Editor Radio & Records seets Asst. Sales, promotion. Prefer New Heven/Hartford radius. Available 4/16. F MARTZER: (213) 279-1394, 963-4330 (3-14)

Team leader PD, people person. Greet sir/production. Seek PO/air with good stable company. AC/EZ/news. JOHN: (313) 227-8328 (3-14)

Prighteningly calented jockette with fabulous phones wants West Ceast CHR efferments. Personality that listeners gravitees to. Contact: (213) 696-9111 (3-14)

THERE JUST AIN'T ANYBODY

One of "the" originals in rock & roll radio. A stylist, phraseologist, I do tricks with my voice, make people leugh, give great breaks, DOMINATE. Super-heated evenings. Majors. Needs? Hungry Top 20s, please. Send replies to Radio & Records, #279, 1930 Century Park West, Los Angeles, CA 90067.

Breadcest school graduate seeks position as announcer. Sharp, talented, willing to learn. LISA: (412) 481-0310 (3-14)

Going to steep with EZ, want to wake up with Country, 10 years' experience. Deep, resonant voice. Steedy & dependable. DAVE GUMN: (217) 628-9500 (3-14)

Communicator 16 years. Can do it all: write, produce, deliver Prefer open mile. Smooth, easy style. Personal appearances DAN RION: (217) 529-9500 (3-14)

Leek no further. Top-rated top 75 merket PD/MO. Stable, promotions-oriented. 12 years' CHR/AC pro. TIM PHILLIPS: (412) 969-8440, (216) 488-1240 (3-14)

PD/MD NJ, CT, NC, SC, Now programming MD. Excellent place. Award-winning production. All markets. S/U, Hot Hits. J. W.: (301) 749-8306 (3-14)

Sportel Thet's my game. Good PSP/sports reporting. DJ/pro

DJ/Tep veloc/excellent PSP. One-year experience Country Top 100 market, Go anywhere, Available now. JEFF; (309) 523-3611 (3-14)

One of OR's most honored newsmen. Winning stitude. Enthusiastic. West Coast/Rockies. RON: (503) 856-7427

Brest character veloce/station IDs. Write commercials/commenteries/documentaries. Produce shows, contest winners.

Preven 15-year AOR vot. Seek fresh medium/major marker challenge. Top-resed. PDAMD experience. Strong production, promotion. J. T. JUSTICE: (602) 997-0761 (3-14)

REDICAL. Automotion programming, research coordination, Computer Music formats. Profer West. DAVE McKIE: (808) 536-4517, or 448-865 (3-14)

This female won't mal/augeroset your miles. Will perform unbelievable tricks with it. Very streng production, copywriting. CHR POM/rive/TV news. GABY: (305) 885-0086 (3-14)

Sharp, aggressive selec-minded person that knows how to class. Seek hat position. Will release. DREW HATPIELD:

Assention South/FL medium merhots. 17 years' experience news/copy/morning men/production. Available now. Married, stable. LARRY KAY: (717) 663-2600 (3-14)

Outgoing Country personality/MD ready to settle down with my levely wife & start a family. Hard worker, want to learn mark. MICHAEL: 815: 729-3644 (3-14)

Sould Energotic, enthusiastic & knowledgeable. Love music. Soult position in broadcasting, not necessarily DJ. Oldes/ CHR/offboot. Profer West. CRAIG: (213) 636-3633 (3-14)

Veteren oversighter eachs overlings. CHR, S/U medium morlest. Enthusiasia, creative, great references. Ready to jam.

Brivatimo tesm. Josk & Nows. Topical/witty. 16 years' be tween us. One year tegether. Contest: (218) 563-1062 (5.14)

Numeraparto pre with five years' experience. Leader/toc player. Strong, reliable. Family commitment. Seek moum/major market. STEVER: (417) 461-7837 (3-14)

Event more than a glat Eight years' PD/Asst. MD/production, automation, & more. AC/CHW/AOR Las Angeles. Airwest unrecessory. DAVE BARE: (213) 930-4380 (3-14)

POSITIONS SOUGHT

For sale. Untapped creativity. Nine-year pro seeks growing amel/medium market COMY. Announce/MD/verious music format experience. TONY: (303) 346-6306 (3-14)

Jack seeks work in Albuquerque. Three years' experien PSP/Seorts Telk, THOM: (506) 892-2218 (3-14)

Busing, friendly experienced female newsvoice. Two + year production major market. Currently snchot/reporter. Pref East/TX/IL. Act feet. Contact: (304) 766-8220 (3-7)

Englement! No acreaming. Give your station a swift kick in the pants. Give it sucking production. Up promos. Fun commercials. MIKE: (312) 849-0404 (3-7)

Large market drivetime entertainer targeting 18-447 I cen relate! Outrageous at times. Quick. Contract expires in Februery, SRIAN: (504) 488-4779 (3-7)

Anywhere New! Trained broadcaster. AC/CHR/MOR. Good production. HENRY: (201) 836-5166 (3-7)

Has the sheater of your mind been turned to condo? Tired of nodding in front of the televalium? For excitament, JOHN: (802) 782-2746 (3-7)

Experienced AOR. Creative production. Sterling character. Conversational on-air. Want to rock/hybrid. JOHN: (312) 262-3773 (3-7)

Entry-level no glunnick ennouncer seeks air position. JEFF ARNETT: (517) 592-5440 (3-7)

Auetin/Delles/Ben Antendel Need e femele jock with greet retings? Eight-yeer vet worts to conquer major market. Team player. Voices. P.J.: (817) 666-7716 (3-7)

I'm expensive but worth it. 16-year pro. Experienced PD/MD, talented announcer. Country. MKE: (301) 689-1095 (after 6:30pm EST) (3-7)

Free east library/assesses if you make me your CHR/AC MD. Prefer West, Will consider all, T. HALL: (303) 685-9563 (3-7)

Tep 20 CHR jock without a home. Will relocate anywhere right now. Parttime experience NY, MIKE ABRAMS: (718) 946-6140 (3-7)

13-year hardworking, dedicated Country pro, MD/Aset, PD seeks carreer advancement, Capable of all shifts/styles, MYLAN RAY; (507) 825-2839 (3-7)

Versettle, self-metivater seeks news/public affairs. Experienced radio news/copywriting/seles. Some TV. Attractive. articulate. DIANE: (217) 529-9500 (3-7)

Norb Basened to my station! Former PD seeks same/Aset. PD. air glg. Seven years' experience. Great references. DAVE WINSTON: (517) 790-0605 (3-7)

Processed by CHR/AOR. MW jock seeks fultime. Creative, tight team player. Two years' commercial experience. Remotes/production. PHL: (219) 860-3633 (after 6pm CST) (3.7)

Reed a great value with telent? 16-year pro. St. Louis, Merr phis, Kansas City, Little Rock. CHUCK RILEY: (501) 966 1184 - 968-6332 843 (3-7)

Experienced MD costs MD/Aset. PD. medium merket. Hardworking, organized, people person with extensive music knowledge. GARY: (301) 759-3264 (3-7)

Experienced air personality seeks next challenge. Variety of experience including programming. Prefer AC/Oldies, Coun-

Three-year pre. Seek winning team. Top-rated in small/medium merket. Programming/production. TOM: (406) 794-4825

12-year pro seeks Seartle/Tecome. Excellent on-air, strong

to your seation ready for a really furny morning entertainer? 16-year vot available. WLAV-FM/WGTO/WAAY, RICK BECK-ETT: (615) 463-9611 (3-7)

Four-year personality nows vet seeks SW drivetime. Fermerly DC/Winston-Selem/Long Island. Fun, creative. CHR/AOR. CLARE MEYERAOFF: IB191 723-4207 (3-7)

Sportsesser with five years' PSP/reporting experience. Seek medium/large market. Will release. College graduate, BOS:

Ohe me a chancel Four years' partime during college. No fulltime openings in my market, High-energy CHR. Profer SE, MARK: (615) 573-1948 (3-7)

POSITIONS SOUGHT

Experienced menting news personality seeks move to successful medium/large menter. Competitive, dependable, good voice, funny. MARK: (206) 533-4967 (3-7)

Great value, externated, live sports, PSP, production, news, copy. Go anywhere. GARRETT: (319) 386-9163 (3-7)

Experienced female news reporter seeks position small/medium, team-oriented news room, T&R, relocation, inserview available, DER: Box 1344, Altoons, PA 18603, (3-7)

MISCELLANEOUS

Jazz record service needed for new program. Current and old. Carmen Brown: WKRG-FM, 566 Broadcast Dr., Mobile, AL 38808, or (206) 479-5556 ext. 301 (3-14)

EZ/AC/Country station needs service from all labels. Contact: KEN YORK, PD, Box 148, Shelbyville, IL 62565, or (217) 774-2146 (3-14)

Klothin' 98, KKENKlonel needs Country record service from all labels. John Noble: KKEN, 6672 Spur Hwy., Kensi, AK 98611, (3-7)

WNCK-PM. Brand new CHR in Woonsocker, (Providence) RI needs record service from all lebels, Steve Reymond: PD/MD, (401) 762-1240 (3-7)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to Individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings by melf only. Address all 24-word ade to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

POSITION SOUGHT

OPPORTUNITY FORM

MISCELLANEOUS			
NAME:			
PHONE: () -			

- Please type or print clearly, using 24 words or less to include address/phone number, and attach to this form.
- 2 Do not use abbreviations.

COCKING

3. All ade are subject to editing.

Mell to: R&R/Opportunities, 1938 Century Park West, Los Angeles, CA 90067

3677 11 " 17" V/5" 11 V 1215

64/R&R FRIDAY, MARCH 14, 1986

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Keyen McCarthy (800) 631-1600

Alpha

BARBRA STREISAND "Send in The Clowns"

Easy Listening

NICK INGMAN "Gina," "Diary"

Broadcast Programming

n/Bob English (800) 42

Adult Contemporary

OMD "If You Leave" ELO "Calling America"
JERMAINE JACKSON "I Think It's Love"

Modern Country

OAK RIDGE BOYS "Juliette PAKE McENTIRE "Every Night" NITTY GRITTY DIRT BAND "Partners, Brothers And..."

Century 21

The Z Format

OMD "If You Leave"
PHIL COLLINS "Take Me Home"
JULIAN LENNON "Stick Around" VAN HALEN "Why Can't This Be Love"

LITTLE RICHARD "Great Gosh A'Mighty"

MIKE & THE MECHANICS "All I Need is A Miracle"

The A/C Format

DENNIS DEYOUNG "Call Mo" TEDDY PENDERGRASS "Love 4/2" MAMI SOUND MACHINE "Bad Boy" SMPLY RED "Holding Back The Years"

Super-Country

WILLIE NELSON "Living in The Promised Land" BARBARA MANDRELL "When You Get To The Heart"

Concept Productions

OPUS "Live Is Life" 908 SEGER "American Storm" PHIL COLLINS "Take Me Home" CHARLIE SEXTON "Best's So Lonely VAN HALEN "Why Can't This Be Love"

Country

RESTLESS "Till Loved You" EDDIE RABBITT "Repetitive Regret" JOHNNY LEE "I Could Get Used To This" C, McCLAIN & W. MASSEY "When it's Down To Me . . . "

Drake-Chenault

MIAMI SOUND MACHINE "Bad Boy" VAN HALEN "Why Can't This Be Love"

Contempo 300

LOVERBOY "This Could Be The Night" DIONNE WARWICK "Whisper In The Dark"

Great American Country

MARTY STUART "Ariene" RONNE MILSAP "Happy Happy Birthday Baby"

Media General **Broadcast Services**

ACtion

ALABAMA "She And I" BANGLES "Manic Monday" DENNIS DEYOUNG "Call Me DIRE STRAITS "So Far Away"
BARRY MANILOW "He Doesn't Care (But I Do)" MEDIA GENERAL CONTINUED

Your Country

GENE WATSON "Carmen" DWIGHT YOAKAM "Honky Tonk Men" RONNIE MILSAP "Heppy Heppy Birthday Beby"

OPUS "Live Is Life" BOB SEGER "American Storm"
JOHN TAYLOR "I Do What I Do"
JACKSON BROWNE "For America" LEVEL 42 "Something About You" VAN HALEN "Why Can't This Be Love"

Peters Productions, inc.

Country Lovin'

OAK RIDGE BOYS "Juliet"
DWIGHT YOAKAM "Honly Tonk Man"
EDDIE RABBITT "Repetitive Regret"
FORESTER SISTERS "Mama's Never Seen Those Eyes"

DIRE STRAITS "So Far Away" MAURICE WHITE "Lady is Love" BARBRA STREISAND "Send in The Clowns"

Radio Arts John Benedict (818) 841-0225

Country's Best

OAK RIDGE BOYS "Juliet"
EDDIE RABBITT "Repetitive Regret"

Soft Contemporary

OMD "If You Leave" DENNIS DEYOUNG "Call Me" PHIL COLLINS "Take Me Home"

Sound 10

DENNIS DEVOLING "Call Me" BOS SEER "American Storm"
PHIL COLLINS "Take Me Home"
MIAMI SOUND MACHINE "Bed Boy"

Satellite Music Network

The Starstation

FORCE MDs "Tender Love"
JERMANNE JACKSON "I Think It's Love"

Country Coast-To-Coast

ROSANNE CASH "Hold On"
REBA McENTIRE "Whoever's in New England"
NITTY GRITTY DIRT SAND "Partners, Brothers And..."

Rock W' Hits

PHIL COLLINS "Take Me Home"

BOS SEGER "American Storm"

PET SHOP BOYS "West End Girls"

LEVEL 42 "Something About You"

TM Programming

Stereo Rock

BOS SEGER "American Storm JOHN TAYLOR "I Do What I Do" LEVEL 42 "Something About You" PET SHOP BOYS "West End Girls" ROLLING STONES "Harlem Shuffle"

CARS "I'm Not The One"
JERMAINE JACKSON "I Think it's Love"

TM Country

MEL McDANIEL "Shoe String" WAYLON JENNINGS "Working Without A Net" RONNIE MILSAP "Happy Happy Birthday Baby"

Transtar

Country

Ed Chandler (213) 460-6383

WAYLON JENNINGS "Working Without A Net" RONNIE MILSAP "Happy Happy Birthday Baby"

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R&R FRIDAY, MARCH 14, 1986/65

BLACK/URBAN

BREAKERS.

Under The Influence (Notewn)
72% of our reporting stations on It. Rotations: Heavy 1/0, Medium 30/5, Light 30/6, Total Adds 14 including WXVV, WDAS, WUSL, WAMO, ICHJQ, WJLB, 293, WJMI, WBLZ, KDKO. Debuts at number 34 on the Block-Arben ohert.

MICHAEL HENDERSON

Do It To Me Good (Tonight) (EMI America)

89% of our reporting stations on B. Rotations: Heavy 1/0, Medium 17/3, Light 41/17, Total Adds 20 Including WARD, WHIR, WYEE, WOW, WYEE, WARD, WIRD, WERK, WYRO. A Most Added Record. Debuts at number 30 on the Mistelymben chart. WALLY BADAROU

Chief Inspector (Island)

69% of our reporting stations on it. Rotations: Heavy 4/0, Medium 29/1, Light 23/7, Total Adds 8, WBMX, WLUM, XHRM, JET94, WHYZ, WKXI, WANT, Z103, Moves 40-35 on the Black/Urban chart.

> ISLEY BROTHERS May 1? (WB)

65% of our reporting stations on it. Rotations: Neevy 2/0, Medium 22/2, Light 31/14, Total Adds 18 including WHRK, WEDR, WORT, WJLB, WTKL, WXOK, 283, WPEG, KHYS, KDKO. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

JUNIOR "Ob Lestes" (Mercery/PolyGram) 58/18
Restons Heavy 00, Medium 130, Light 37/15, Total Adds 18, WDAS, WHUR, WEDR, WBMX, WDKX, WTKL, WXOK, WATV. WENN, 1574, WOMB, WTY, KUCB, WJO, KHYS, WART, Z103, WZEN,
WMSETE: "(Methin' Serfens) Just Brugsis" "(Select) 58/11
Restores Heavy 90, Medium 27/1, Light 19/10, Total Adds 11, WHIN, WBMX, WLUM, WDKX, 283, JETS4, WJJS, WBLX,
WRJZ, WWDM, KUKO, Heavy, WDAS, KMJQ, KDAY, KJLH, WKMD, KUZ, W,OU, WOOK, WTIC. Noves 39-33 on the

L.L. COOL J "Resk The Bells" (Def Jam/Columbia) 48/18

M. 2103. Heavy, KNAO, WZAK, KDAY, WKNO, WARM, WZEN, Dobus, R. R. L. WINE, WXXK, WKO, KHYS, WART, MEZIC THE BE AB Year Ever Read" (Blooks Specialist) 43/13 tons Heavy 50, Medium 130, Light 52/11, Total Adds 11, Work, MFRK, WOW, WZAK, OC104, WFKA, WPEQ, WPLZ, O. KBUZ, KUKO, Heavy, WOAS, HOT105, WEDR, KDAY, WALT.

POSITIONS HORDY SO, MIGRIAM 130. Light 2871. Total Adds 11. WDA, WHEN, WOM, WZAK, OCTON, WFAA, WHEG, WP.Z.
WYNC, KBUZ, KUNCH HORDY, WASK, HOTTON, BODE, KDAY, WAIT,
ATLASTIC STARM "If Year Month and the II" (A&B) 42/2

ATLASTIC STARM "If Year Month and the II" (A&B) 42/2

RESECON: HORSY 40, Microb, mol 1, Light 187. Total Adds, MOSS, KSOL, WWOM, Hobby, WAMO, WENN, WDAO, WYO, MIGHIAM RICHARD WWEE, WDA, HOTTON, BODE, BODE, KACE, OCTON, WAOK, WFEG, WAM, WZAK, WBLX,
RESECON: HORBY 50, Microb, III 50, Light 187. Total Adds, 2 K.Z.D. WWOM, Hobby, WAMO, KTON, WAM, WAMM, WOX,
MANUNIN HOUS, WICH, WOA, WOOK, WARN, WAT, BIRTC, WYNC, WHTZ, WOOK, KAPE, WAAA, WGRW, WT.C. WYOL

DECEMBER WARNINGER. "WHORE WAS BEEN "A WIND ST/16"

EXCELLEN HORSY, 10, Microb, WINC, WAOK, WAT, WORK, KAPE, WAAA, WGRW, WT.C. WYOL

WOOK, WYNZ, KYOK, WYNZ, WOOK, WAT, WOOK, WGPW, KURG, HOBBY, WAND, WOLY, WYEE, KRM, WGC, KARAM, WHIC.

WOOK, WYNZ, KYOK, WYNZ, WOOK, WAT, WOOK, WGPW, KURG, HOBBY, WAND, WOOK, KBUZ, Hobby, WTMP, WFXA,

LETIM, Medium, WAMO, WHEK, WOLZ, WOMT, WLIM, OCTON, WAOK, WENN, WINEG, WOMM, WALT, WORL, WAMM,
WTLC.

ZENMANUE STEWART "We Don't Nove To Take Our Clathes OS" (Arlein) 36/5 Rossions Heery 80, Modum 14/2, Light 137, Ratel Adds 3, WYLD-FM, 230, WHOM Heery KTIGA, KMJO, WOW, WJAB, KZ, WATH. MCDU. WALT. Medium WILD, WHE WARK, KJUH, 1948M, WOOK, KDJZ, WHYZ, KHYS, WAMA, WAAA,

WCXX.

305 BAID "The Finest" (Tabu/CBS) 33/33
Rassions Heavy 17,1 Modam 12/12, Light 2020. Teal Adds 33, WMN, WILD, WUBL, KTOA, WHRK, WBMX, WGC, WBLZ, WOMT, WAAK, KAMA, KOAY, WOHN, WHRC, COTION, WAAK, WENH, 280, WOPN, WFXC, WAB, KIZ, WLOU, WALT, WGGK, WPLZ, KAPE, WAAA, ZTOS, WKNMA, WTLC, WZEN, KDKO.

WALT, WOCK WPJ. KMP. WANA Z103, WKWM, WTLC, WZEN, KDKO

CONTROLLERS "Blog" (BICA) \$27.08

RACE, RISCL, WORT, WAIR, RISCL, BLOT 1973, Shall Adds 18, WWN, WXTY, WDAS, WEDR, WOWI, WDMT, WZAK,
RACE, RISCL, WORT, WAIR, RISCL, WLCU, WALT, WANT, WKWM, WYOT, KDKO,

PATTI LABELLE & BICKMER, INSOCRALD "On Bly Green" (BECA), \$7.08

ROSIN, WHILE WAS AND THE CONTROL WORT, WANT, WAS AND WHILE KDAS, WHAT, KDA, WGC, WDMT, KACE,
ROSIN, WHILE WAS AND WICK, WADON, WTRA, 280, WDPH, WFXC, KDLZ, WGMM, KIZ, KAPE, WARRA, WAAA,
WALD, WHILE WITCL, WZEN, WONO, KRIZ, KING, MARKER, MARKER

WOAD, WKINA, WTLE, WZEN, WYCE, KINO, KUNO
ARTER BAREN "Watch Year (Stage" (Ethicus) 31/16
Rossions Heavy 10, Medium 140, Light 16/10, Stat Acts 10, WYLD-FM, KSM, WOW, KSCI, WACK, WFEG, KDLZ,
WANT, WANG, WITC, Heavy: WERP, MEDIUM WWIN, MCD/Y, KION, WOTT, KACE, CHRIL, WATY, WERM, WATY, WERM, WATY, WAT

WICH, WINC, WZAZ, WORL, WCDC, HODDY WANAL Moduler K10H, KIALQ, WEDR, WPIA, KAPE, WANA, WZEN, WOMO, WCDY.

SARE "Blower As Stood As The First Time" (Pertrail/CBS) 38/11

Residence: Howy 4/1, Median 163, Light 107, Tean Acids 11, WANO, KSH, WESH, WDPH, WLAR, WBLX, WANT, WPLZ, WHOOL 2103, WHO, Howy WTVY, HOTTOS, IGZ. Medians include WWW, WILL, WTMP, WZAK, KACE, WPDQ, WZAZ.

WHOOL 2103, WHO, Howy WTVY, HOTTOS, IGZ. Medians include WWW, WBL, WTMP, WZAK, KACE, WPDQ, WZAZ.

WHOOL 2103, WHO, HOW, WILL, Light 120, Tean Acids 6, WZAK, WPEQ, WAR, KAPE, WCDC, Howy: WTMP, Medians.

ROTTOS, LLAK, WTQ, MONGHO, HOW, MONG, WAR, WCDC,

ROSENE GAMELER "Lamp" (Perillim) 28/6

Rossione: Howy 50, Median 14/2, Light 120, Tean Acids 6, WGC, WFAA, WGMA, WAAA, Howy: WCDC, WCDC,

ARRIVER "Lawre WILL, Median: WHO, MANO, WERN, WFEG, WCMT, WGLX, KYTR, WZEN, WGMT,

ROSENE "Rossione: Howy 50, Median 14/1, Light 120, Tean Acids 6, WGAY, WGC, WARA, WENN, WFEG, WGPX, WTLC,

ROSENE "Rossione: Theory WILL, Median: WHO, WGC, WGAY, WGC, WGAY, WENN, WFEG, WGPX, WTLC,

ROSENE "Rossione: Theory 20, Median 11/1, Light 130, Tean Acids 6, WGA, WGA, WANA, WGPX, WGPX, KHAR, WGCK,

ROSENE WWW, WCY, WGM, KACE, WGAK, WYA, WENN, WGMA, WGPX, WGPX, WGR, WGCK,

ROSENE WGMT, WGAK, WAL, WGC, WGAR, KAPE, WGR, WGAR, WANA, WGPX, WGPX, WGR, WGGK,

ROSENE "Rossione: WGMT, WGAK, WGA, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "Rossione: Light 130, Tean Acids 6, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "Rossione: Light 130, Tean Acids 6, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "Rossione: Light 130, Tean Acids 6, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "CROWN" 200, Michael 11/1, Light 130, Tean Acids 6, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "CROWN" 200, MICHAEL 11, Light 130, Tean Acids 6, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "CROWN" 200, MICHAEL 11, Light 130, Tean Acids 6, WGAR, WANAO, KSA, KAPE, WGPR Henry: WAR, WGGK

ROSENE "CROWN" 200, MICHAEL 11, Light 130, Tean Acids 6, WGAR, WANAO,

WEST CHART CREW "Julineli" (IDBA) 25/6 Romone: Henry DO, Micham 40, Ligh 21/6, bus Adds 6, WOMT, WOMG, WOLK, WOOK, WAAA, WZEN, Medium: K104,

MOST ADDED

308 BAND (33)
The Finest (Tabu/CBS)
PATTI LABELLE/MICHAEL MeDON/ MALD (30)

On My Own (MCA) FREDOR JACKSON (21) Love Is Just A Touch Away (Capitol) Do It To Me Good... (EMI America) Stay (MCA) JUNIOR (18)
Oh Louise (Mercury/PolyGram)

HOTTEST

MANUT JACKSON (67) What Have You Done For Me... (A&M) Kiss (WB) CHERRELLE/ALEXANDER O'NEAL (64)

Saturday Love (Tabu/CBS)

NEW ENTRON (22)

A Little Bit Of Love (Is All It...) (MCA)

NEME & AMBELA (22) Your Smile (Mercury/PolyGram)

SIGNIFICANT ACTION

ALEXAMBER 0 YIEAL "What's Bitseling" (TohurCBS) 22/17

Rotations: Newy OO, Medium SM, Light 1913, Tosa Acds 17, WOJY, WHUR, K104, H0T105, K94, WHHC, WXOK, WENN, ZS3, WOPK, MXOK, EWN, ZS3, WORD, MXOK, EWN, ZS3, WORD, WIGH, K104, H0T105, K94, WHHC, WXOK, WENN, ZS3, WOMO, WJM, KAPE, WANM, Hobey, K104, Maddum 1914, Light 747, Tosa Acds 8, WYEE, WTKL, WENN, ZS3, WOMO, WJM, KAPE, WANM, Hobey, K104, Maddum WOJA, WOVY, WHUR, WOY, WPG, WXCK, KDLZ.

TEASE "Firestation" (Epits) 1946

ROSEONS: HORN YOU ON MORITH SD1, Light 1015, Total Acds 8, WUSL, WHUR, WOMT, KMJM, WENN, WJM, WLOU, KHYS, Maddum WYLD-FM, WIGK, KAPE, WANM, WAAA, WZEN, MADDUM, WYLD-FM, WIGK, KAPE, WANM, WAAA, WZEN, MADDUM, WYLD-FM, WIGK, WAFE, WANM, WAAA, WZEN, MADDUM, WATV, WJAZ, Heevy, WAAMO, Medium WYKX, WOMT, KMJM, WYLD, WZEN, WAAMO, Medium WYKX, WOMT, KMJM, WYLD, WZEN, WAAMO, Medium WYKX, WOMT, KMJM, WYLD, WZEN, WAAMO, Medium WXKX, WXMT, WZEN, WYLD, WZEN, W

Rossions: Heavy 1-0, Introduced World World (Alleantie) 17/6
CHAILA IVIDAN "The Other Stde Of The World" (Alleantie) 17/6
Rossions: Heavy 1-0, Medium 4/1, Light 12/5, Total Adds 6, WEDR, WYLD-FM, WTKL, KDLZ, WOMG, WJYL Heavy, WAAKO.

ROBBIOTE: Heavy 10, Medium 41, Light 12/5, Total Accts to Vision 16/16
Robbiote: WDIA, KACE, WANT.

ROBOTIST CHIEF Price & With That Shabs" (Capitel) 16/16
Robbiote: Heavy 00, Medium 44, Light 12/12, Total Accts 16, WHUR, K104, WHPK, WBLZ, KMUM, KDAY, KJLH, KSOL, WHNC, WAOK, WOPH, MUMR, KIZ, WWCO, WGPR WZEN
SLY POX "Left's &n 48 The Way" (Capital) 16/6
Robbiote: Heavy 20, Medium 20, Light 64, Total Accts 6, WHPK, HOT105, KMUM, KJLH, WHYZ, WOOK, Heavy, WBLZ, LETM, Medium: WANO, KSH, WUJAR, KSOL, WFXA, WPLZ, 2103
REAZARAT" "Physiones Bell" (1985) 16/4
Robbiote: Heavy 10, Medium 671, Light 9/3, Total Accts 4, WOW, WENN, WOFX, KJCB, Heavy, KDAY, Medium: WHUR, KAPE, MARKER MARK

AR WORN, KAPE Too SEE Love Blo" (Capitol) 15/14
BIGGREAN "Bo Yee SEE Love Blo" (Capitol) 15/14
Hours DO, Hollan 4G, Light 11/11, Tool Adds 14, WDM, WYLD-FM, WGC, WZAK, KACE, WDPN, KDLZ, KJCB,
NAME, WCOC, WCMO, WWCM, WYCI, TKA "Gee Way Love" (Texnsy Sey) 14/16 Rotalions: Heavy DO, Medium 21, Light 12/9, Total Adds 10, WXYV, WILD, WDIA, HOT105, WEDR, KDAY, KJLH, W

WOMD, CDXO, Medium 20494 STYLETICS "Special" (Streetwise) 14/3 Rossions Heevy 10, Medium 80, Light 83, Toss Adds 3, WEDR, WTMP, WAAA, Heevy, W.M.E. Medium, KACE, WFXC, WOMD, WELX, WFIZ, WTMC. R.B. & B. BAND "Rish Time Street" (In Year Pase) 14/2 Rossions: Heevy 30, Medium 81, Light 31, Toss Adds 2, KBM, WDMT, Heevy, WOWI, KMJM, WDMG, M WOYN WINGS WELR WIZMAY WARTH WOFE.

Relations: Heavy 3:0, Medium 8:1, Light 3:1, Total makes a WXYV, WHICE, WRIJE, WZAK, WART, WZEN LIGH RAWILE "Are You Will bill" (Epile) 14/1 Rosstons: Heavy 0:0, Medium 7:0, Light 7:1, Total Adds 1, WCICL Medium: JETBH, WICH, WZAZ, WALT, WAAA, WOAO. INSTITUTE BLOW "A.J. is Cost" (Bioreury/Payferam) 13:6 Relations: Heavy 0:0, Medium 2:0, Light 11:8, Total Adds 6, K104, WTICL, WXOK, WQMG, WQFX, WICH, Heavy: KDAY,

wizen. T**A MARA & SEEN "Thinking About You" (A&M) 13/6** Rommone: Hamv GO, Madium &T, Light 7M, Total Adde S, WDKX, KKZ, KHYS, WVOI, KDKO, Medi.

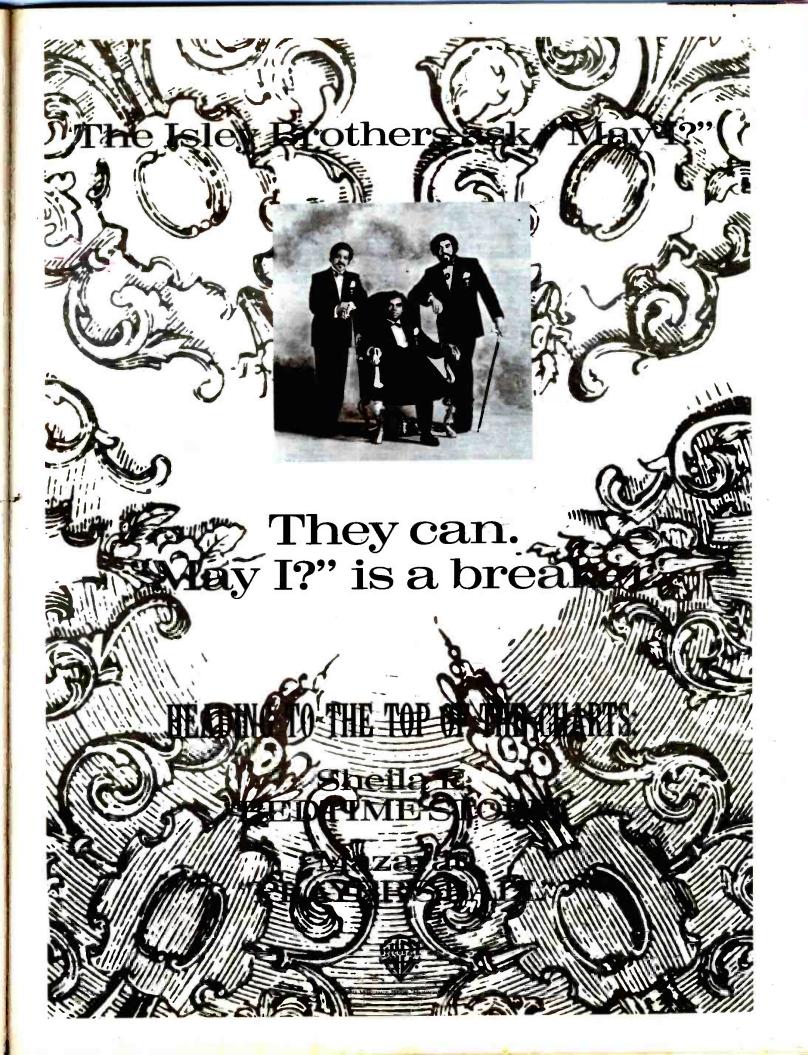
WOOK, KMPE.
LIBA-LIBA & COLT JAMI W/PULL PERCE "Can You Fool The Boat" (Columbia) 13/2
Rossions: Heavy 56, Modern 40, Light 46, Total Adda 2, WMN, KDLZ. Heavy: WKNY, WLBL, WBLZ, KDAY,
Modern: WMNS, WOAK, WOY, LODGE:
MANIBLE: WWNTE: "Liady to Lazer" (Columbia) 11/7
Rossions: Heavy 50, Modern 27, Light 68, Total Adda 7, WDAS, WHJR, WTMP, 250, WDAG, WDAG, WTLC. No

UACE MARAY**SSIN TAKANAKA "Teaser" (Amberst) 11/3** Valations Heavy CO, Medium 32, Light 6/1, Told Adds 3, WIDC, WILL, WTLC. Medium WTMP. **NOLLING STOKES "Markum Skullle" (Rolling Stease/CBS) 18/4** Valations: Newsy 1/1, Medium 50, Light 40, Told Adds 8, WANC), HOTTOS, WBLZ, CC104, WFKA, JET94, Med

WWOM.
LITTLE RICHARD "Breat Gook A'Highly (B's A Bheller Of Time)" (BCA) 16-6
Rostone Henry GO, Mohlm 17. Light BH, Towl Adds S, WYRL, WEED, WCAMS, KYYS, WCHC.
ALYSON WILLAMSS "You No Con Con" (Profile) 16-8
Rostone: Henry GO, Mohlm 27. Light BH, Towl Adds S, WGAY, WTMP, WFXA, WXCK, WGPR, Medure WFXC.
TATA VEDA "Bless Colle's Bless (Blesty") (Bressly'99) 16-9
Rostone: Henry GO, Medun BY, Light BH, Coul Adds S, WYAC, WCHO, WCZEL Medure WED, WCAK, WYXC, KDLZ.

WTLC.
SIMMANDON "Buy II Agails" (Syring) 18/2
Rottline: Heavy QA, Medium 10, Light SQ, Total Adds 2, WXYV, WBLX. Medium: WZAK.
FAT LABRY BAMB "Exem" (Small/Mindel) 18/1
Rottline: Heavy QA, Medium SQ, Light S/1, Total Adds 1, WZAZ. Medium: WEDR, WTMP, WFXC, WQMQ, KHYS.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breater status to enter the Black/Urban chart. Records which have achieved Breater status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records



BLACK/URBAN ADDS & HOTS

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85 Reporting Stations 85 Reporting Stations 83 Current Reports WPDQ/Jacksonville reported a frozen liet this week. KQXL/Baton Rouge failled to report for a second straight week and its information was frozen.

JAZZ

TOP 30

PAQUITO D'RIVERA/Explosion (Columbia)

DAVID REMOTT/This Side Up (Spindleton)

HARVIE SWARTZ/Urban Earth (Gramavision)

TONY WILLIAMS/Foreign Intrigue (Blue Note)

ISIC FROM THE BILL COSSY SHOW/A House Full of Love (Columbia)

JON FABOUS/Legacy (Concord)

RP LIVE III SESSION/GRP Live in Session (GRP)

JOE WILLIAMS/I Just Want To Sing (Dates)

RAY BROWN ALL STARS/Don't Forget The Blues (Concord)

PERRI*/Colobratol (Zobra/MCA)

E WALLACE/Twilight Time (Blue Note)

CABO FRIGARight On The Money (Zebra/MCA)

MY HEATH/New Picture (Landmark)

JUSTO ALMAROD/Forever Friends (Mas

RALPH TOWNER/GARY BURTON/Side Show (ECM)

TED PILTZECKER/Destination (Septroce)
EDGE DAMIELS & LONDON PRILICATION IC ORCHESTRA/Breakthrough (GRP)

PETE PETERSEN & COLLECTION JAZZ ORCHESTRA/Playin' in The Park (Pausa)

MULBREW MILLER/Keys To The City (Landmerk)

DOUG CAMERON/Freeway Mentality (Spindletop) 21

PHARGAN SANDERS/Shukuru (Theresa)

DAVID GRESSLAN(Acousticity (Zabra Acoustic/MCA)

MANK CRAWFORD/Roadhouse Symphony (Milestone/Fantasy)

RES/Nature's Way (Jam)

WISHPUL THURSHIG/Wishful Thinking (Pauta)
NEW YORK JAZZ GWTAR ENGEMOLE/4 On 6 X 5 (Choice/Bainbridge)

ZAWWWL/Dialects (Columbia) DEBUT •

CLIFF SARSE/Walting (MCA/Curb) CONTE CANDOLI with PHIL WOODS/Old Acquaintance (Pausa)

DEBUT MODERNI JAZZ QUARTET/Topsy (Pablo)

Black/Urban stations contributing to Jazz WKND/Hartford, Malonae McClean, KJCB/Lafeyerte, Horaro Handy, WYLD-FM/New Oneans, Dell Spencer, WDMT/Cleveland Dean-Dean Rubus

NEW & ACTIVE

RETTH JARRIETT "Standards Live" (WS) 12/4
Rotations: Neary 3/1, Medium 4/1, Light 5/2, Extra Adds 0, Total Adds 4, WEBR, WRTI, WDET, KLCC, Heavy, KJAZ, KPLU, Medium WRFO, WBGO, WKSU,
WITTERNOR "Infeatrier" (Windelson WIII) 12/3
Rotations: Heavy 2/0, Medium 8/1, Light 4/2, Extra Adds 0, Total Adds 3, WEBR, WLOO, WUWM, Heavy, KCBC, KLCC, Medium WHOT, WDET, KIESM, KKGO, KMHQ,
WITTERNOR "YR Blant" (Ramash 19/5)

MRTZ "Bern To Beg" (Persona) 12/2
Rotations: Heavy 2/0, Medium 7/0, Light 2/1, Extra Adda 1, Total Adda 2, WWOT, WJZZ, Heavy: KBEM, KPLU. Medium: WBCO, WRTT, WYRS, WBBY, KLON, KKGO, WHITO.
STEVE EMPOWIN "Gead Linear" (Calle) 11/0
Rotations: Heavy 2/0, Medium 8/0, Light 4/0, Extra Adda 0, Total Adda 0, Heavy: WRTT, KBEM, Medium: WFPL, WKSU, KJZZ,

STEVE ISLABLA "Freeh Flate" (CBS) 18/1
Rosslore: Heevy 30, Michiem 61, Light 1/0, Exite Adds 0, Total Adds 1, WLOQ Heevy WHOP, KLCC, KLSK, Medium WKSU, KTCJ, KMGO, KRUL WLVE.

KENNY BARRON "Astenna in New York" (Spheren) 16/8 Rosslons Heavy 46, Medium 50, Light 1/0, Extra Adds 0, Tolaf Adds 0, Heavy WRTI, KLHF, WJWM, WYPE, Medium: WGBH, WGET, WJZZ, WHPO

WGBH WUET, WAZZ, WHEND

JOHN SCOPPELD "SMI Warm" (Bramovision) 9/9

Rotations, Heavy 0/0, Medium 3/3, Light 5/5, Extre Adds 1, Total Adds 9, WBGO, WRTI, WFAE, KERA, WMOT, WKSU,



MOST ADDED
JOHN SCOPIELS (9)
SOIN Warm (Gramsvision)
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Breakthroug hrough (GRP)

Meenings Of (WB) TED PILTZECKER (6) Destination (Seabreeze)

CLASSIO ROBITI "Clessife" (bytewe) 8/2
Robitors: Heavy SO, Machum 5/1, Light 1/1, Exira Adda 0, Total Adda 2, KURF, WYPE, Heavy KJAZ, WHRO, KWMU
Machum WBQO, WHTI, WKSU, KADX.
DOC SEVERIMENT SEASON "Doc Severimens & Zebren" (Passport Jazz) 8/1
Robitors: Heavy AO, Machum 2/0, Light 2/1, Exira Adda 0, Total Adda 1, WNUR, Heavy; KERA, WLOO, WHOP, KKGO.
Machum WRP, KUCP.
MARK D'COSMOR "Becanings Of" (MR) 7/8
Robitors: Heavy OO, Medium 3/2, Light 3/3, Exira Adda 1, Total Adda 6, WEBR, WFAE, KERA, WFPL, WYPE, KLSK.
Medium: KYGO.

NCHARD SOUTHER "Nothburne" (Bleeflowbark) 7/1 Rotellone: Heavy 30, Medium 20, Light 10, Edra Adda 1, Total Adda 1, WLVE: Heavy: WNOP, KCSC, KMHO, Medium

RECEIVER SECTION 30, Medium 20, Light 1/0, Extra Partie.

(REM, RLCC.

TED SHUMATE w/RA SMLLWAM "Bullstream" (Passe) 7/8

Rossions: Heavy 5:0, Medium 1/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WHOP, WKSU, WHIP, WLDF, KLCC.

Albert 8.68

Medium ICPLI.

BEDTREE HOWARD "Leve Will Pellew" (TBA/Pele Alle) 8.3

Rossions: Heavy 20, Medium 22, Upin 10, Edits Adde 1, Total Adde 3, WYRE, WBRY, WLVE. Heavy; KKGO, KIPM.

LISA RICCH "Totals Of The Retro" (Treat) 8.1

ROSSIONS: Heavy 20, Medium 27, Lupin 20, Edits Adde 0, Total Adde 1, WYPE. Heavy; KKGO, WHID. Medium KM-ID

ROSSIONS: Heavy 20, Medium 27, Lupin 20, Edits Adde 0, Total Adde 1, WGBH. Heavy; KKGO, WHID. Medium; WKS

CALLWIN KEYS "Pull Court Preses" (Gibe Brasch) 8.0

ROSSIONS: Heavy 20, Medium 40, Lupin 20, Edits Adde 0, Total Adde 0. Medium; WGBH. KCSC, WLVE. KWMU.

ROSSIONS: Heavy 30, Medium 40, Lupin 20, Edits Adde 0, Total Adde 0. Medium; WGBH. KCSC, WLVE. KWMU.

ROSSIONS: Heavy 30, Medium 40, Lupin 20, Edits Adde 0, Total Adde 0. Medium; WGBH. KCSC, WLVE. KWMU.

RAWE MEDICEMENT "Benables in The Reset" (Chanacath 8, 8)

I METS : From Cooking AD, Light 20, Esten Addo 0, Total Addo 0, Medium: WGBH, KCBC, WLVE, KWMU. ReKERMIA "Beneing in The Bark" (Concerd) S/6 I: Henry 1/0, Medium 3-0, Light 2/0, Esten Addo 0, Total Addo 0, Henry: KLSK. Medium: WBGO, WYRS, KLON DAVE N

REGIONALIZED ADDS & HOTS

EAST

HTUOE

HOTTEST PAGNITO D'INVERA (23) Explosion (Columbia TONY WILLIAMS (13)

Foreign Intrigue (Blue Note) BAVIS BENGIT (11)

This Side Up (Spindletop)
ISIC PROSETUE BILL COSSY SHOW (11)
A House Full Of Love (Columbia)

49 Reporting Stations

44 Current Reports KADX/Denver reported a frozen playlist.

KBEM/Minnespolis, KRVS/ Lafayette, and WBEE/Chicago failed to report this week their playlists were frozen.

COUNTRY

TOP 50

1 DON WILLIAMS/We've Got A Good Fire Goin' (Capitol) ALABAMA/She And I (RCA) GARY MORRIS/100% Chance Of Rain (WB) GEORGE STRAIT/You're Something Special To Me (MCA) ANNE MURRAY/Now And Forever (You And Me) (Capitol) BELLAMY BROTHERS Feelin' The Feelin' (MCA/Curb) MCKY SKAGGS/Cajun Moon (Epic) (RCA/Curb) EARL THOMAS CONLEY/Once in A Blue Moon (RCA) 14 TO RANDY TRAVIS/1982 (WB) 4 11 LEE GREENWOOD/Don't Underestimate My Love (MCA) BAWYER BROWN/Heart Don't Fall Now (Capitol/Curb) 16 D MERLE HAGGARD/I Had A Beautiful Time (Epic) 13 12 11 14 T.G. SHEPPARD/In Over My Heart (Columbia) 24 19 17 (Columbia) LARRY GATLIN & THE GATLIN BROTHERS/Nothing But Your Love Matters (Columbia) TO HANK WILLIAMS JR./Ain't Misbehavin' (WB/Curb) 27 23 22 MANNE FRICKE/Easy To Please (Columbia) 36 27 23 (B) KEHNIY ROGERS/Tomb Of The Unknown Love (RCA) 10 19 INICKEY GILLEY/Your Memory Ain't What It Used To Be (Epic) STATLER BROTHERS/Sweeter And Sweeter (Mercury/PG) 24 WAYLON JENNINGS/Working Without A Net (MCA) 1 5 12 22 JOHN SCHWEIDER/What's A Memory Like You... (MCA) 31 29 25 MEL McDAMEL/Shoe String (Capitol) 30 28 26 PAICE MCENTINE/Every Night (RCA) 37 32 28 TANYA TUCKER/One Love At A Time (Capitol) 41 32 ROMME MILSAP/Happy Happy Birthday Baby (RCA) 34 31 29 MICHAEL MARTIN MURPHEY/Tonight We Ride (WB) 41 33 30 @ ROSANNE CASH/Hold On (Columbia) 45 34 31 REBA McENTIRE/Whoever's in New England (MCA) 46 39 34 10 NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB) 42 38 35 **(B) KEFTH WHITLEY/Miami, My** Amy (RCA) 36 35 33 (D MARTY STUART/Ariene (Columbia) 44 40 37 3 GIRLS NEXT DOOR/Love Will Get You Through... (MTM) 2 2 15 34 EDDY RAVEN/You Should Have Been Gone By Now (RCA). 10 9 19 35 JOHN DENVER/Dreamland Express (RCA) 49 43 39 D JOHN CONLEE/Harmony (Columbia) BREAKER . STEVE WARINERALile'S Highway (MCA) 40 CONWAY TWITTY/You'll Never Know How Much I... (WB) BREAKER FORESTER SISTERS/Marra's Never Seen Those Eyes (WB) @ GENE WATSON/Carmen (Epic) BREAKER DWIGHT YOAKAM/Honky Tonk Man (Reprise/WB) 5 14 27 42 EXCLEA Could Get Used To You (Epic) DEBUT DEBOIL RABBITT/Repetitive Regret (RCA) 7 20 36 44 DOLLY PARTON/Think About Love (RCA) DEBUT OAK PHOSE BOYS/Juliet (MCA) _ 50 WEITH STEBALLA Think I'm In Love (Epic) OFBUT • RESTLESS HEART/THI Loved You (RCA) OFBUT • EVERLY BROTHERS/Born Yesterday (Mercury/PG) 49 ADAM BAKER/In Love With Her (Avista)

MARCH 14, 1986

Total Reports/Adds	Heavy	Medium	Light
162/0	148	13	1
159/0	138	18	3
154/0	124	22	8
156/0	123	25	8
158/0	117	39	2
163/0	105	54	4
146/0	108	27	11
163/0	79	81	3
163/1	78	77	8
152/2	86	51	15
141/0	90	. 32	19
157/1	53	92	12
148/2	61	71	16
134/0	78	45	11
153/2	44	94	15
159/0	34	110	15
153/1	33	102	18
160/1	20	120	20
128/0	71	44	13
132/1	63	53	16
154/4	15	108	31
113/0	70	30	13
142/4	24	84	34
140/2	24	81	35
156/6	14	100	42
160/15	12	96	52
133/1	18	79	36
148/5	5	97	46
148/11 147/10	13	88	47 64
129/3	16	78 72	41
103/3	18	48	37
120/12	13	66	41
88/1	38	30	20
81/0	25	38	18
117/9	2	63	52
131/36	7	49	81
108/9	3	51	54
124/33	3	39	82
96/8	2	50	44
107/23	2	48	57
67/1	23	24	20
85/62	0	19	66
42/0	13	17	12
85/50	0	17	68
70/7	1	32	37
75/21	0	18	57
67/13	7	23	43
59/2	0	23	36
58/4	3	18	37

MOST ADDED

EDDIE RABBITT (62) epetitive Regret (RCA) OAK RIDGE BOYS (56) Juliet (MCA) STEVE WARMER (36) Life's Highway (MCA) FORESTER SISTERS (33) JOHN ANDERSON (29) You Can't Keep A Good Memor DWIGHT YDAKAM (23) Honky Tonk Man (Reprise/WE CHARLIE DANIELS BAND (22) Drinkin' My Baby Goodbye (Epic) RESTLESS HEART (21) Till Loved You (RCA) CHARLY MCLAIN & WAYNE MASSEY (28) When It's Down To Me And You (Epic) BARBARA MANDRELL (17) When You Get To The Heart (MCA)

HOTTEST

ALABAMA (92) She And I (RCA) We've Got A Good Fire Goin' (Capitol) GEORGE STRAIT (60) You're Something Special To Me (MCA) GARY MORRIS (53) 100% Chance Of Rain (WB) RANDY TRAVIS (47) 1982 (WR) JUDOS (42) FICKY SKAGGS (39) Cajun Moon (Epic) Now And Forever (You And Me) (Capitol)
BELLAMY BROTHERS (36) lin' The Feelin' (MCA/C LEE GREENWOOD (27) Don't Underestimate My Love (MCA)

MOST ADDED & HOTTEST let those songs achieving the most adds nationally, and the songs reported "hollest" compiled from all our reposess. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total mber of Country reporters adding the song this lek or noting that the song is among their five hotest

BREAKERS.

STEVE WARINER

Lile's Highway (MCA)
On 80% of reporting stations. Rotations: Heavy 1, Medium 48, Light 81, Total Adds 36 including WBOS, WHN, WPOR, WYNK, WPLX, KHEY, KYNK, WBIX, WDAF, WML, KRST, KZLA, KNEW, KIMI. Moves 43-37 on the Country charl.

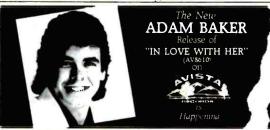
FORESTER SISTERS

Mama's Never Seen These Eyes (WB)
On 75% of reporting stations. Rotations: Heavy 3, Medium 30, Light 82, Total Adde 33
including WHM, WXTU, WFOR, WEZL, KLLL, WKKK, KJME, WUBE, KBO, WFMS, KFKF,
KKK-FIS, KUGRI, KBON, KBAN. Moves 44-39 on the Country chart.

DWIGHT YOAKAM

Healty Tenft Man (Reprise/WS)
On 88% of reporting stations. Rotations: Heavy 2, Medium 48, Light 87, Total Adds 23 including WGNA, WKYG, CHOW, KEAN, WYNK, WEZL, WKLO, KYXK, KRMID, WGAR-PM, WOME, WBCS, WTOD, KUZZ, KMPS. Moves 48-41 on the Country chart.

ers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status. Checkmarks signify the most added of the non-charted records.







OFBUT TOMANY ROE/Radio Romance (MCA/Curb)

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

GENE WATSON "Cormes" (Epic) 64.0

Rotations Heavy 2, Medium 50, Light 44, Total Adds 8, WSEN, CHOW, KYKX, KYDX, WSLR, KQML, KLIGN, KMPS Heavy KTOM Medium WVAM, WTSV, KRPV, WOW, KYDO Moves 41-40 on the Country chert.

EDDIE RABBITT "Reputitive Regret" (RCA) 86.62

Rotations Heavy 0, Medium 19, Light 60, Total Adds 82, including WBOS, WHN, WDSY, CHOW, KEAN, KRRV, WTVY, WLWI, WKKXQ, WME, KTTS, KPD, KRST, KKF, M, KKCS, KTOM, Debuts at number 43 on the Country chert.

OAK ROBOES 8078" "Albellet" (BECA) 86.69

Rotations: Heavy 0, Medium 17, Light 60, Total Adds 50, including WVAM, WCAQ, WTCR, WPOR, WEZL, WSOC, KLLL, WRK, WUSE, KLJY, WDGY, KIOW, KUDW, KOSON, Debuts at number 45 on the Country chert.

KILL, WIPK, WUSE, KLIY, WDGY, KIOV, KUPL, KOLO, KSON. Debus at number 45 on the Country chart.

RESTLESS HEART "THE Lewad Yea" (RCA), 75.27

Rozations: Heavy D, Medium 18, Light 57, Total Adds 21, including WGMA, WPOR, WZZK, WUSY, WSIX, WPAP, WSLR, WYND, WXCL, KVOO, KRST, KOPA, LIZ, KUGN, KTOM, Debus at number 47 on the Country chart.

RETH'S TEGRALL: "I Thatel I'he its Lewe" (Egits) 7007

Rozations: Heavy 1, Medium 32, Light 37, Total Adds 8, WXL, WXXY, WVMI, WUSO, WDAF, KCJB, KKCS, KFRE, Heavy, WOKK, Medium WGMA, WOKQ, WONE, WWJO, KALF, Moves from 50-46 on the Country chart.

EVERLY SROTHERS: "Bern Yeadershay" (Biterary/Pulgfarms) 67/13

Rozations: Heavy 1, Medium 32, Light 43, Total Adds 13, WGMA, WXTU, WPOR, KYKK, KYXX, KYMO, KJME, WITL, WKCQ, KTTS, WWJO, KUSH, KRPM, Debus at number 48 on the Country chart.

KTTS, WWJO, KUGH, KRPM. Debuts at number 48 on the ADAM BAKER "The Leve With Her" (Avista) 38/2 Rotations. Heevy 0, Medium 23, Jight 36, Total Addis 2, WPAP, KKYK, WOW, WKCL, WKCQ, WTCM, KALF, KIGO Se 2, WNYR, KCJB, Medium: WYAM, WCAO, KASE, WTVY, WCMS, KIGO, Remains at number 49 on the Country chert.

WPAP, KKYX, WOW, WXCL, WKCO, WTCM, KALF, KKIÖ, Remains at number 49 on the Country chert.

TOBINITY ROE: "Radio Remainse" (BICA/Carb) 88.4

Rozatora Heavy 3, Medium 18, Light 37, Total Adda 4, WWVA, WEZL, KBMR, KFRE, Heavy WTSV, WCUZ, KIOV, Medium WBGW, WDXE, KRIMD, WCYK, KRIK, KRIM, Cabusa at number 50 on the Country chert.

22 JOHN ANDERSON "Yee Cast" Keep A Bood Memory Geome" (WS) 82/29

23 Rozatora Heavy 0, Medium 8, Light 44, Total Adda 28, including WVAM, KEAN, WVMR, KKIX, WLWI, WCMS, KKYX, WMM, WAXX, KWMT, WSD, KITS, KVOO, KFRE, KIGO.

DSMOND BROTHERS "Boby Wradio" (ESM America/Carb) 58/16

Rozatora Heavy 0, Medium 9, Light 41, Total Adda 18, WPOR, WUSY, WGTO, WESC, WVK, WLWI, WRIK, WAXX, KFGO, KWMT, WTL, WXGL, WKCQ, KTTS, WWJO, KEN

SIGNIFICANT ACTION

SHELLY WEST "What Would You Do" (WB) 48/9
Rotations Heey () Medium 15, Light 33, Total Adds 9, WPOR, WICY, KRRV, WLWI, WSLR, KBMR, KTTS, KRST, KULY,
DOBGE GRAY "That's Clos To Crow On" (Capital) 46/11
Retainons Heery (), Medium 5, Light 34, Total Adds 11, WSGW, WPOR, WYNK, WKBO, WTVY, WYK, KLLL, WOKK, WONE,

RAY PRICE "You're Habady Till Samabady Loves Yes" (Step One) 48/6 Rotalon; Heavy O. Medium 13, Liphi 27, Total Adds 6, WTYY, WSLR, RWMT, KIOV, WTH, KEIN, Medium, WGNA, WBGW,

RKYX, RALF.

MICOLETTE LARBON "Let life be The First" (MCA) 34/19

Rossions Heevy O, Medium S, Light 29, Total Adds 10, WGHA, WWHA, WHNL, KFGO, KYOO, KRST, KUGN, KGR., KENCHARLIE BANNELS BAND "British" Bly Bely Beedbys" (Epits) 32/22

Rossions: "Beery O, Medium S, Light 27, Total Adds 22, notoding WFOC, WDV, WDXE, WOKK, WPAP, WDAF, KTS, KTPK. Rotations Heavy 0, Medium 5, Light 27, Total Adds 22, including WPOC, WDVY, WDXE, WDKK, WPAP, WDAF, KTTS, KTPK, KK-FM, KCKC.

STEVE EARLE "Hithylathy Highway" (ISCA) 31/5
Rotations: Heavy 0, Medium 10, Light 21, Total Adds 5, KHEY, WLWI, KFQO, WTHI, KFRE, Medium: WCVR, KRRV, KTTS,

A.J. BASTERS "Sock Name" (Borough Dunes) 38/6 Rousions Heavy O. Medium B. Light 22, Total Adds S. WEZL, K.P.E. KFGO, WKCQ: Medium: WVAM: WWVA, WTVY, KTTS.

KFDI: WERN GOSDINI "N's Only Lave Agein" (Complext/PolyGram) 28/6
Rozzione Henry O, Medium S, Light 24. Total Adds B, WCVR, WEZL WTVV, WESC, KKYK, KTTS, KRKT, KALF, KTOM.
CMARLY MILLAMI & WAYINE MASSEY "When it's Bown To ille And Yen" (Epile) 29/29
ROZZIONE HENRY O, Medium 4, Light 22. Total Adds 20. Including WCVR, WNY, KEAN, WESC, KKYK, WAUK, KIOV, KRKT,

MAINES DROTHERS BAILD "Benger Zone" (Mervery/PolyGram) 25-6
Rotations Heavy D. Medium 7, Light 18, Total Adds 6, WXY, KEAN, WUBY, WTVY, KTTS, KOLO Medium KLLL. KKYX.

CHARCE "I Beed Berse Geed News Bed" (Mersury/PolyGram) 21/6
Restrone Heavy O, Medium 4, Light 17, Total Adds B, WGTO, WLWI, KKYX, KJME, KFGO, KYOO, KFDI, KIGO, Light

SEMITY WILSON "IT You Wanne Tell: Leve" (Calumbia) 18/7
Rotation: Heavy 0, Medium 1, Light 17, Total Adds 7, WCAO, WPOR, WHYK, WWKA, KKYX, KYOO, KFDI. Medium WTVY
Light WTCM, KALE.

MAMES TAYLOR "Guly Gue" (Columbia) 16/2 Rossions Heavy 1, Medium 5, Light 12, Total Adds 2, WWYA, WKCQ, Heavy WOKQ, Medium WGNA, WPAP, KUNE, Light Rotations: Heavy 1, Medium b, KILT-FM, WYNG, WCUZ, KALF

HM. NYMO, WOOK, NOOP. BARA MANDELL "When You Got To The Hoort" (MCA) 17/17 one Heavy O, Nedum 2, Uph 15, Total Adds 17, nobuding WYAM, WOVR, WOVY, WDKE, KSSM, WIRK, KOVY, KIOV,

KRKT, KUZZ, KNIX.
WILLE IELSON "Living in The Premised Land" (Columbia) 15/15
Rotations Heavy 1, Medium 1, Light 13, Total Adds 15, including WBGW, WDSY, WDXE, KSSN, WOKK, KFDI, KUZZ, KWJJ,

i, RCBU. MI **LEE "1"11 Taka Yeer Leve Aüytime" (Rvergreen) 18/18** ona Haavy O, Madium 1, Light 14, Total Adda 10, WYAM, WEZL, WGTO, WLWI, KKYX, WAXX, KFGO, KTTS, KFDI,

KRIGU. BAMBA BAND "1"ve Changed Bly Billed" (Compleat/PelyGram) 15/4 Rossions: Heevy O. Madium S. Light 10, Total Adda 4, KEAN, WTVV, WTSO, KYOO, Madium: WTSV, WCUZ, KFDI, KRKT.

MY THROCKIBORTON "Bye Sipe Saby Stace" (WS) 15/2 tons: Heavy D. Medium 4, Light 11, Total Adda 2, WTQR, KVOO. Medium: WQYK, KFDI, KQIL. Light: WXY, WKLO,

WOW, KRYT, KIGO.

PATTY LOVELESS "1 DM" (INCA) 14-6
Rotelons Heesy 0, Medium 1, Light 13, Total Adds 6, WTXV, WADK, WDAF, KVOO, KRKT, KALF. Medium: WOVR Light.
WVAM. WIDV. KRWN, WTON.
DON SIME "All We Had Was One Another" (Bench Mark) 14/2
Rotelons Heesy 1, Medium 2, Light 11, Total Adds 2, WLWI, WXCL. Heevy, KFDI. Medium. KKYX, WOW. Light. WWVA.

KRPN, WGTO, WTVY, WWJO.

#FRYY RESP "Causiny's Alive And Boing Well" (Capitel) 12/8

Rozaions Henry O, Medium O, Light 13, Total Adds 8, WGMA, WVAM, KSO, WOW, WTCM, KRKT, KUZZ, KTOM, KIGO.

BAYID FRIZZELL "Colobrity" (America) 11/8

Rozaions Henry O, Medium 1, Light 10, Total Adds 3, KKYK, KFDI, KALF, Light WWVA, KRRV, WDXE, WLWI, WPAP,

NY LEE & LANE DRODY "I Coold Set Used To This" (WS) 16/16
no! Heavy O. Medium 1, Light 9. Total Adds 10, WTSV, WDXE, KSSN, WCUZ, KDDY, KIOV, KRKT, KVOC, KKCS.

NEEL YOUNG "ON Way" (Golles) 1844 Rossions Heavy O. Medium 1. Light 9. Total Adds 4. KILT-FM. KRST, KUUY, KOLO. Medium. KFDL Light WCMS, WXCL.

PARMILY REUMON "What III R's Right" (RCA) 19/3 Rotalons Henry O. Medium 2: Light 6, Total Adds 3, WLWI, KKYX, KFDI, Medium: WTSV, WOW, Light CHOW, WOKK.

KITS, KYOO.

WAYNE KERP & BORRY & RICE "Red Back And Over Thirty" (Boertmeb) 18/2

Rossions Heevy O, Medium O, Light 10, Total Adds 2, KRGO, KALF, Light WLWI, WRAP, KKYX, KSO, KWMT, KTTS, KYOO.

JAMIES & BICHAEL YOUNDER "Book On The Realis Again" (Air) 9km, KYX, KSO, KWMT, KTTS, KYOO.

ROssions, Heevy O, Medium 1, Light 8, Total Adds 4, WTGR, KYOO, KRST, KCLO, Medium KRGO, Light WGTO, WOKK.

WCXI, KTPK.
JUDY RODBAN "Until 1 Mot Yee" (NTRI) S.S
Rotelone, Heevy O, Medium O, Light B, Total Adds 3, WCVR, WDY, KALF, Medium, WBGW, WKYG, WKLO, WPAP, WUSQ.

***Company O, Medium O, Light B, Total Adds 3, WCVR, WDY, KALF, Medium, WBGW, WKYG, WKLO, WPAP, WUSQ.

TDBY ARATA "Some Old Story" (Bobby Violen/BCA) 9/1
Rotations: Heavy 1, Medium 2, Light 7, Total Adds 1, KALF, Medium WLWI, Light WVAM, WCMS, WOW, WTCM, KOIL.

ALBUM TRACKS

ARTIST/Song Title (Label)

CONWAY TWITTY/Lay Me Down Carolina (WB)

DON WILLIAMS/Then It's Love (Capitol) JUDDS/Rockin' With The Rhythm... (RCA/Curb)

GEORGE STRAIT/Dance Time In Texas (MCA) STEVE WARNIER/She's Crazy For Leaving (MCA)

REBA McENTIRE/Can't Stop Now (MCA) **SAWYER BROWN/Shakin' (Capitol/Curb)**

MICHAEL MARTIN MURPHEY/Rollin' Nowhere (WB) GEORGE STRAIT/In Too Deep (MCA)

JUICE NEWTON/Cheap Love (RCA) ANNE MURRAY/My Life's a Dance (Capitol)

EMMYLOU HARRIS/Just Someone I Used To Know (WB)

Something Special Life's Highway Whoever's In New England Shahin'

Rockin' With The Rhythm

Toniaht We Ride Something Special Old Flame

Album Title

New Moves

Chasin' Rainbows

Something To Talk About

Thirteen

THE FACT



The **Forester Sisters**

"Mama's Never Seen Those Eyes"

COUNTRY BREAKERS



From the album "The Forester Sisters"



Dwight Yoakam

"Honky Tonk Man"

COUNTRY BREAKERS



From the album "Guitars Cadillacs Etc. Etc."

COUNTRY ADDS & HOTS

EAST MOST ADDED Gallo Rabble (RCA) Dwight Venture (Repris Onli Midge Boys (MCA)

Gádio Rubbitt (RCA) Julio Andorson (WE) Alabamo (RCA) Den Williams (Capital)

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Calle Rebbill (RCA) Cal Ridge Says (MCA)

Alabama (FICA) Dan Williams (Capital)

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----DUPLET TORREST
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156 Current Reports
The following stations reported no change in their rotations this week and therefore their

rotations were frozen: WGBE/Charleston WAJR/Morgantown WYII/Williamsport KIKK/Houston KISS-FM/Memi KKAL/Arroyo Grande KRWQ/Gold HIII

KVEG/Las Veges The following stations falled to report this week and therefor their rotations were friban: WPTR/Albany WYAY/Albanta WAMZ/Louisville WKSJ/Mobile WUSN/Chicago KCCY/Pueblo KRAK/Secremento KSOP/Selt Lake City

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72/R&R FRIDAY, MARCH 14, 1986

LISERVICE

TOP 20

-	Wheel	W	-		
			1		HEART/These Dreams (Capitol)
	13 1		3	ŏ	ATLANTIC STARR/Secret Lovers (A&M)
	4	2	2	ī	ELTON JOHNLANikita (Gellen)
	11	•	5	0	JAMES TAYLOR/Only One (Columbia)
	9	7	6	0	AMME MUMMAY/Now And Forever (You And Me) (Capitol)
	19 1	4	10	0	STEVIE WONDER/Overjoyed (Tamla/Mollown)
	2	3	4	7	STARSHIP/Sara (Grunt/RCA)
	14	9	1	0	EVERLY SNOTHERS/Born Yesterday (Mercury/PG)
	17 1	15	11	0	DAN SEALS/Bop (EMI America)
	3	5	7	10	DREAM ACADEMY/Lile in A Northern Town (Reprise/WB)
	OEBL	ΙŢ	▶	•	FORCE MD'S/Tender Love (Tommy Boy/WB)
	18	16	13	12	SMOKEY ROBINSON/Hold On To Your Love (Tamin/Motourn)
	OEB	JΪ	▶	•	DICONNE WARWICK/Whisper In The Dark (Arista)
	- 3	20	14		JACK WAGNER with V. CARTERALOVE Can Tale Us All Away (Ovest/WB)
	-	-	17	•	MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
	-	19	16	18	MINIE & THE MECHANICS/Sitert Running (Altertic)
	1	4		17	SABE/The Sweetest Taboo (Portrait/CBS)
	-	-	16	18	MR. MISTER/Kyrie (RCA)
_	_ ^	_	20	2	THOMPSON TWINS/King For A Day (Arista) BARBINA STRESSAND/Send in The Clowns (Columbia)
L	Ut B	JÍ	•		BANKIN STREETHINGSON IN THE COMP (CONTON)

MARCH 14, 1986

Total Reports/Adds	Heavy	Medum	Light	
46/0	43	3		0
45/0	37	8		0
45/2	35	10		0
41/1	30	11		0 .
42/0	30	12		0
44/3	25	18		1
39/0	30	8		1
38/0	23	14		1
34/1	19	14		1
32/0	13	17		2
33/6	8	23		2
36/1	10	22		4
36/7	6	23		7
31/0	7	20		4
32/3	6	19		7
22/1	10	10		2
26/0	12	11		3
16/0	14	1		1
20/1	9	9		2
26/1	3	15		8

MOST ADDED

Call Me (A&M) DINE STRAITS (11) R (12) So Far Away (WB) He Dosen't Care (But I Do) (RCA) DIGNIE WARVICK (7) Whisper In The Dark (Arista) Take Me Home (Atlantic) FORCE MD'S (6) Tender Love (Tommy Boy/WB)

HOTTEST

HEART (37) These Dreams (Capitol)
ATLANTIC STARR (29)
Secret Lovers (A&M)
ELTON JOHN (23) Nikita (Geffe JAMES TAYLOR (21) Only One (Columbia) Now And Forever (You And Me) (Capitol)

BREAKERS.

DIRE STRAITS

So Far Away (WB)
53% of our reporters on it. Rotations: Heavy 0, Medium 15, Light 10,
Total Adds 11, KFMB, WCHS, WELI, WBT, WSPD, KBOI, KSL, WWNR, WTKO, WGBR, WASK.

ROSANNE CASH Hold On (Columbia)

51% of our reporters on it. Rotations: Heavy 3, Medium 14, Light 7, Total Adds 2, WTMJ, KBOI.

NEW & ACTIVE

B.J. THOMAS "Americe is" (Columbia) 9/2
Rossions: Heavy O, Medium 6/1, Light 3/1, Total Adds 2, KSL, WASK, Medium including KJR, WHSY, WTKO, WJBC, KVEC
SWEENA EASTON "Jimmy Meet" (EMI Americe) 8/7
Rossions: Heavy O, Medium 7/0, Light 2/1, Total Adds 1, WGOW, Medium: WWKS, WRVA, KSL, WWNR, WPOE, WGBR,

WJBC
ACKSON SROWNE "Fee America" (Anytum) 8.4

Distations Heavy O, Medium 10, Ught 7/4, Total Adde 4, WCHS, WHIG. WWNR, WSTU. Medium WCC ALABARIA "She And 4" (RCA) 8.1

Rotations Heavy O, Medium 4/0, Light 4/1, Total Adde 1, WJBC, Medium: WFBR, WHAS, WFDE, KTWO.

SIGNIFICANT ACTION

PMIL COLLINE "Take Ne Home" (Atlantic) 7/6
Potelone: Newy O, Medium 3/2, Light 4/4, Total Adds 8, KFMB, WCHB, WPCE, WTKO, WSTU, WCIL. M

Positions: Heavy 0, Medium 3/4, Cupin (Epic) 7/2

Rotations: Heavy 0, Medium 4/1, Light 9/1, Total Adds 2, KHOW, KFMB. Medium including WFBR, WSTU, KYEC.

Rotations: Heavy 0, Medium 4/1, Light 9/1, Total Adds 2, KHOW, KFMB. Medium including WFBR, WSTU, KYEC.

LOVERDOY: "This Cease! Bo This little;" (Calumbial) 7/1

Rotations: Heavy 4/0, Medium 1/0, Light 9/1, Total Adds 1, WCHS, Heavy: WWMR, WMTR, KTWO, KYJC. Medium WSTU.

6000 "If Year Leave" (A&M) 6/2

Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WNIQ, WSTU, Heavy including WPOE.

Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WNIQ, WSTU, Heavy including WPOE.

Rotations: Heavy 4/0, Medium 1/0, Light 2/1, Total Adds 1, WCHS, Heavy, WWWR, WATR, KTWO, KYJC, M 988 "W Yee Leave" (A&M) 6/2
Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WNG, WSTU, Heavy Inchading WPCE.

MAMPINCE: WWITE "Lasky is Leave" (Calenthia) 6/2
Rotations: Heavy 0, Medium 1/0, Light 4/2, Total Adds 2, WNG, WSTU, Heavy, Inchading WPCE.

BRATTHINESS: "Ris All Right (Belby's Comin' Beatty" (RCA) 6/1
Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Total Adds 1, WWHR Heavy, KTWO, Medium KOIL, KYJC.

PATT LIASELLE & RINCHAEL BEOCHAEL "TO TOTAl Adds 1, WWHR Heavy, KTWO, Medium KOIL, KYJC.

ROTATION: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4, WHRY, WSTU, WJBC, KYEC.

SMENTY RES "Medialing Beat The Yearn" (Balthin) 4/4
Rotations: Heavy 0, Medium 2/2, Light 2/2, Total Adds 4, KFMB, WHRY, WHIN, KYEC.

JOHN COURAN RELLEICAMP "R.B.C.K. In The IS.S.A." (RiverPartyReam) 4/1
Rotations: Heavy 0, Medium 4/1, Light 0, Total Adds 1, WHAS Medium inchading WCC, WWMR, KYJC.

RAY PARICER JR. & HELES TERRIY "See Savey Boy/Bousing Blass" (Missingle) 4/1
Rotations: Heavy 0, Medium 2/2, Light 2/1 Total Adds 1, WHAS Medium inchading WCC, WWMR, KYJC.

ROSANOS: Heavy 0, Medium 2/2, Light 2/1 Total Adds 1, WHAS Medium inchading KTWO, KYEC.

COCK ROSEM "The Preside Yee Blash" (Calenthia) 4/1
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium WCCO, KYJC, KYEC.

TESPY PERIORARIAS JR. "Man" Blasheshavia" (WB) 2/2
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium WCCO, KYJC, KYEC.

**CENTRAL RESTORMANS ST. "Light 2/2 (Rightin) 3/6
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium WWM, KTWO, KYEC.

**CENTRAL RESTORMANS ST. "Light 2/2 (Rightin) 3/6
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium WWM, KTWO, KYEC.

ISTER SPAT

ADULT CONTEMPORARY

BREAKERS

DENNIS DeYOUNG Call Me (A&M)

64% of our reporters on it. Rotations: Heavy 0, Medium 33, Light 37, Total Adds 28 including WLTS, 2WD, KUDL, WMYX, KMJI, KGW, KIOI, KEZR, WJDX, WDLT, KLYF. Debuts at number 27 on the AC chart.

. SIMPLY RED

Holding Back The Years (Elektra)

53% of our reporters on it. Rotations: Heavy 0, Medium 19, Light 39, Total Adds 26 including WNIC, KKLT, KGW, KHYL, B100, KIFM, KEZR, WKYE, K108, 96WAYE. Debuts at number 30 on the AC chart.

MIAMI SOUND MACHINE Bad Boy (Epic)

51% of our reporters on it. Rotations: Heavy 0, Medium 15, Light 41, Total Adds 24 including WHTX, WSB-FM, LOVE94, 2WD, KUDL, KGW, B100, K106, WIVY, U102, WNAM, WTRX, WHNN, KMGQ.

NEW & ACTIVE

OMD "N Yee Leave" (A&M) 51/11
Roteloria: Neavy C. Medium 18/1, Light 33/10, Total Addis 11, WCLY, 8/100, WSFM, WKGW, WSFL, KWFM, WKNE, WGLK, WHYPA, KRIS, KMGO, Medium including KIFIA, WKYE, SBWAYE, WAIGH.

TEDDY FEMICENCHARSS "Lises 4.2" (Lisesting) 4/718
ROTELOR FEMICENCHARSS "Lises 4.2" (Lisesting) 4/718
WO-HO, KWEB, WO-M Medium 19/2, Light 32/8, Total Adds 10, WFR, WCLY, KEY103, WJDX, WAVE, WHYPA, KWFM, WO-HO, KWEB, WO-M Medium 19/2, Light 32/8, Total Adds 10, WFR, WCLV, WSFL, WJDX, WJDX, WAVE, WHYPA, KWFM, WO-HO, KWEB, WO-M Medium 19/2, Light 32/8, Total Adds 4.3 including WSM, WHTX, 97AIA, 2WD, WLTF, KUDL, KYKY, KOST, B100, KIOL, VIOU, KDUK, KKUA, Heavy, U102.

ROTATION BREAKOUTS

		Total			
		Reports/Adds	Heavy	Medium	Light
1	HEART	109/0	103	4	2
0	ATLANTIC STARR	109/0	97	11	1
3	ELTON JOHN	105/0	91	12	2
4	STEVIE WONDER	109/1	65	40	4
5	MIKE & THE MECHANICS	100/0	72	27	1
	JAMES TAYLOR	97/0	66	25	6
0	FORCE NO'S	106/5	51	46	9
	STARSHIP	91/0	58	26	7
	THOMPSON TWINS	93/1	46	39	8
10	MR. MISTER	83/0	62	17	4
0	DAM SEALS	89/1	40	44 .	. 5
Ø	AMME MURRAY	88/1	40	42	6
1	JERMAINE JACKSON	100/11	14	64	22
14	WHITNEY HOUSTON	69/1	26	29	14
15	ARETHA FRANKLIN	82/0	22	54	6
0	SMOKEY FIORINSON	80/1	25	44	11
•	CARS	78/0	18	52	8
•	JACK WAGNER W/VALERIE CARTER	73/3	20	44	9
1	ELO	77/6	14	52	11
20	DIONNE WARWICK	83/7	4	58	21
3	DIRE STRAITS	83/17	6	51	26
2	LAURA BRANGAN	76/0	8	57	11
23	EVERLY BROTHERS	73/1	. 30	29	14
2	MELISSA MANCHESTER & AL JANNEAU	72/9	6	42	24
25	DREAM ACADEMY	61/0	13	31	17
28	BILLY OCEAN	53/1	12	23	18
•	DEMMS DEYOUNG	70/28	0	33	37
4	JACKSON BROWNE	65/5	1	37	27
8	LOVERBOY	43/5	. 9	23	11
0	SMIPLY RED	58/26	0	19	39

MOST ADDED

PHIL COLUMN 4431 Take Me Home (Atlantic) Call Me (A&M) Call Me (A&M)
SIMPLY RED (26)
Holding Back The Years (Elektra)
MAMN SOUND MACHINE (24)
Bad Boy (Epic)
BARRY MANNLOW (23) He Doesn't Care (But I Do) (RCA)

HOTTEST

NEART (89) These Dreams (Capitol) ATLANTIC STARR (78) Secret Lovers (A&M) ELTON JOHN (64) Nikita (Geffen) Kyrle (RCA)

lent Running (Atlantic) STARSHIP (33) Sara (Grunt/RCA)

LOVERBOY "This Could Be The Might" (Columbie) 43.6
Rossions Heavy 90, Medium 232, Light 113, Total Adds 10, S. M. TE, ROLK, KKUA, WOHQ, WFFX. Heavy including WLLT, WSFA, WHAN, KMGN, WCKIC, KMALE, Medium rendeding WHTX, W.TF, WMAI, KLSI.

CHENNELLE with A LEXAMBER O'MEAL. "Betwindey Leve" (Tabus/CBS) 427.18
Rossions Heavy 0, Medium 132, Light 280, Total Adds 10, KOST, KHYL, WKYE, WKGW, KEY103, WOLT, WTRX, WWAE, WCKIC, WFFX. Medium including WPDI, KELT, WGPL, KWAV.

SIGNIFICANT ACTION

MYLORS "The Lien Sleeps Tenight" (Open Air) 21/7 Rotations: Heavy 0, Medium 5/1, Light 16/6, Total Adds 7, WM NAM WGLL WSKI WSKY WZLO WFFX KOSW.

ALAIR FARRORIS PROJECT "Limelight" (Arista) 29/29
Active FarRORIS PROJECT "Limelight" (Arista) 29/29
Active Francisco Francisc

WOHO, WTNY, KFSB, KKLV, KQSW, KÅLE.

LEVEL 42 "Semething About Yes" (Polyder/PolyGram) 19/8

Rossinon: Heavy O, Medum 51, Upr 148, Total Adds 9, 89WAYE, WHAM, WMGN, WWAJ, WSKY, WCHV, WAGE, 194,

KQSW, Medium including WGLL, WSRI, WWPA, KALE.

COCK ROBM! "The Premise Yee Made" (Columbia) 19/2

Rossinon: Heavy O, Medium 7/0, Uprl 12/2, Total Adds 2, KWAY, WBOW, Medium: WEIM, WGLL, WSKI, WTNY, KKLV,

KKOW, KMCO.

RCSW. ANGOL CHARA KINAM "Other Side Of The World" (Atlantic) 12/6 Rossions Heavy O, Medium 20, Light 100, 70al Adda O, Medium: KTVL KALE ROLLING STORES "Harbers Shafflor" (Rolling Stones: Columbia) 18/4 Hotations: Heavy O, Medium 10, Light 94, Total Adda 4, WHTX, WKYE, KOSP, KALE. Medium: KTVL

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 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 airpley to enter the chart. Checkmarks signify the most added of the non-charted records.

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100 Reporters
 104 Current Reports

ations reported a frozen Het this week: KRLB/Lubbock WAEB/Allentown

Two stations falled to report this week and therefore their rotations were frozen: WSNY/Columbus WXUS/Lafayette

The following station is no longer an AC Reporter: KKPL/Spokane

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BOTTONET
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R&R FRIDAY, MARCH 14, 1986/75°

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

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for advertising music professionals which goes right to the heart of the fingle industry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns.

126 pp.(H) \$14.95 Optional cassette \$5.95 extra

310) HOW TO MAKE AND SELL YOUR OWN RECORD, Diana Sward Rapaport This brand new edition offers technical information, practical tips, and business guidance for self-production of record and case Every aspect of a recording project is covered, from planning and budgeting through sales and promotion. Includes sample forms and worksheets as w advice on raising money and negotiating contracts. 167 pp.(P) \$12.95

308) THE PLATINUM RAINBOW, Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically, it includes sections on self-promotion and finding a manager, producer, eyenn self-promotion and finding a manager, producer, eyenn analysis of rehearsals, the stage, the song, the demo or master, studio prepara-

161) 1965 PROFESSIONAL AUDIO BUYERS GUIDE, SIE Publishing

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

131) HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH, F. Alton Everest Presents the information needed for design, construction, and operation. The emphasis is on budget studios suited to efficient production of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested design

120) CRITICAL LISTENING COURSE, F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations.

104) RECORDING STUDIO HANDBOOK, John Woram A complete handbook dealing with every major aspect of recording technology, including transducers, compressors, tape recorder alignment, mike techniques, limiting and expanding, noise and noise reduction, signal processing, magnetic recording, and recording consoles and techniques 481 pp.(H) \$39.50

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RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

2	hver Neo List Leess Weeks Week	- 158 REPORTS	Total			
1	_				-	Medium
ACKSON BROWNE/For America (Asylum)						
B						
FRIMMAI The King's Horses (Altantic)						
2 2 4 7 INOLEWINAL YOU Need (Altartic) 10 10 9 FABULOUS THOMECHARIDS/Tuff Enuft (CSS Associated) 1140-71 8+ 56+ 78 1140 10 11 110-75 12+ 79- 30 1150-75 12+ 79- 3						
### 19						8+
						78 -
2 13				•		
Bulle Oyster Cull Tunchion 123-/1 6+ 49+ 66 69 72 72 73 74 74 75 75 75 75 75 75						
22 27 10 28 10 27 29 27 29 20 20 20 20 20 20 20				6+		
BRIAM SETZER/The Knile Feets Life Justice (EMI America) 129+/2 4- 37+ 87	32 28 21 @	ZZ TOP/Rough Boy (WB)			_	
No. 1			129 + /2	4-	37+	81 -
1	DEBUT .	JULIAN LENWON/Stick Around (Atlantic)	126 /128	2	30	79
13 17 JOHN C. MELLENCAMP/Inder The Boardwalk (Riva/PG)	26 18 15	OZZY OSBOURNE/Shot In The Dark (CBS Associated)	110+/2	5=	44+	60 -
5 5 1 18 PETER FRAMPTON/Lying (Altartic) 1 14 18 19 OUTRIELD/Your Love (Columbia) 2 2 2 2 3 TALK TALK/Life's What You Male It (EMI America) 2 3 2 7 6 7 7-7 3 3 - 27 + 61 7-7 6 18 5 8 6 7 7-7 3 3 - 27 + 61 7-7 7 3 7 7-7 7 3 7 - 27 + 61 7-7 7 3 7 7-7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 7 3 7 - 27 + 61 7-7 7 7 7 - 27 + 7 + 7 + 7 + 7 + 7 + 7 + 7 + 7 + 7			118+/9	3+	28+	82-
1			92-/0	7-	59-	31 -
22 7 17 29 ELO/Calling America (CBS Associated) 23 7 22 2			93 - 10	11+	53 -	39 -
27 22 23 TALK TALK/Lie's What You Make It (EMI America) 48 26 DIRE STRAITS/SO Far Away (WB) 58 27 37 32 72 ALARM/Spirit Ot '76 (IRS/MCA) 59 27 37 37 37 37 41 41 41 31 50 28 38 37 37 37 37 41 41 31 31 41 41 31 50 38 38 27 37 37 37 37 42 ALARM/Spirit Ot '76 (IRS/MCA) 50 38 38 37 37 37 37 42 ALARM/Spirit Ot '76 (IRS/MCA) 50 38 38 38 39 30 DOKKEN/In My Dreams (Elektra) 50 40 PHIL COLLINS/Tales Me Home (Attantic) 50 47 47 473 51 31 35 43 33 42 43 33 42 43 33 42 43 34 34			84-/1	13+	48 =	32 -
1			91-/1	13+	41-	46-
## 18 ## 72 ## 72 ##			97-/3	3-	27+	61-
20 27			74+/15	13+	41+	31+
## 30 25 25 RUSH/Alystic Rhythms (Mercury/PG) ## 31 26 DOKKERI/In My Dreams (Elektra) ## 30 13 26 DOKKERI/In My Dreams (Elektra) ## 30 14 2 DOKKERI/In My Dreams (Elektra) ## 30 14 3 PHIL COLLINS/Take Me Home (Attantic) ## 37 13 13 13 35 13				3+	18+	72=
### DOKKEN/In My Dreams (Elektra) ### OP PHIL COLLINS/Take Me Home (Atlantic) ### OF PHIL COLLINS/Take Me Home (Atlantic) ### 17 ## 27 ## 27 ## 35 ## 33 ## 35 ## 33 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 35 ## 36 ##			95 - /5	3+	24+	53-
PHIL COLLINS/Take Me Home (Atlantic) 74+/35 73+9 73+3 73-33			95 - /8	0=	12-	73+
### 17 ### 27 ### 43 ### 27 ### 43 ### 27 ### 43 ### 27 ### 43 ### 27 ### 43 ### 27 ##			90+/7	5-		
17 10 29 ZZ TOP/Delirious (WB) 68 = 70 3 - 39 - 25						
TED MUGENT/Little Miss Dangerous (Atlantic) 3						
### 12 68 68 75 4 12 68 68 76 4 12 68 68 76 75 75 75 75 75 75 75	_			_		-
Section Sec				-		
BOB SEGER/Fortunate Son (Capitol) 69 /88 1 23 38 38 1 10 34 JOHN C. MELLENGAMP/R.O.C.K. In The U.S.A. (Riva/PG) 55-/1 10- 43- 11 12+ 58 38 39 39 39 39 39 39 3						66+
11 12 34 JOHN C. MELLENCAMP/RI.O.C.K. In The U.S.A. (Riva/PG) 55-/1 10- 43- 11 12- 56 13- 13- 13- 13- 13- 13- 13- 13- 13- 13-						
— 99						
### 35 No. 1 To DEL FUEGOS/I Still Want You (Slash/WB) ### 37 No. 3 HEART/These Dreams (Capitol) ### 43 No. 1 To June ELIVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia) ### 45 No. 2 ELVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia) ### 45 No. 2 ELVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia) ### 45 No. 2 ELVIS COSTELLO/Don't Let Me Be Misunderstood (Columbia) ### 45 No. 4 MARILLYN MARTIM/Night Moves (Atlantic) ### 45 No. 4 No						-
37 19 37 HEART/These Dreams (Capitol) 52 - 70 10 - 32 - 16						
## 15 ## DEBUT OF STELLO/Don't Let Me Be Misunderstood (Columbia) ## 16						
21 23 30 49 MARILYN MARTIN/Night Moves (Atlantic) 53-/2 2- 17- 33: 44 44 3				_		
## ## ## ## ## ## ## ## ## ## ## ## ##						
— 4				_		
□ 3 JUDAS PRIEST/Locked In (Columbia) □ 4 2 /9 3 = 20 + 18- 4 2 24 45 ALAN PARSONS PROJECT/Stereotomy (Arista) 4 2 24 45 ALAN PARSONS PROJECT/Stereotomy (Arista) 4 3 24 45 ALAN PARSONS PROJECT/Stereotomy (Arista) 5 2 26 24 44 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) □ 5 20 20 44 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) □ 5 20 40 JOHN LEIMON/Instant Karma (We All Shine On) (Capitol) 33 -/21 2 + 16 + 16 - 17 - 27 - 17 25 40 49 ZZ TOP/Stages (WB) 10 28 -/1 6 = 22 - 5 - 6 + 28 - 17 - 18 - 18 - 18 - 18 - 18 - 18 - 1				_	_	
### PETE TOWNSHEND/Secondhand Love (Atco) ### 24				-		
4 8 N 45 ALAN PARSONS PROJECT/Stereotomy (Arista) 42 23 24 44 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) 52 29 44 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) 53 3-12 1 16+ 15- 17 25 40 49 ZZ TOP/Stages (WB) 59 55 43 GLEN BURTNICK/Litle Red House (A&M) 19 13 14 51 JOHN LEIMONI/magine (Capitol) 19 15 25 27 ROBER DURTNICK/Litle Red House (A&M) 19 15 25 27 FORCE DALTREY/Quicksilver Lightning (Atlantic) 19 15 27 15 40 CLANMAD/In A Litetime (RCA) 19 15 15 27 17 18 CLANMAD/In A Litetime (RCA) 19 15 17 27 18 CLANMAD/In A Litetime (RCA) 19 17 27 19 CLANMAD/In A Litetime (RCA) 19 18 19 CLANMAD/In A Litetime (RCA) 19 19 19 19 19 19 19 19 19 19 19 19 19 1				_		18+
25 20 4 6 JOHN C. MELLENCAMP/Minutes To Memories (Riva/PG) DEBUT				177		28 -
ROLLING STOMES/Had It With You (Rolling Stones/Col.) 33+/27 2+ 16+ 16-						14-
— 51				_		15+
17 25 40 2Z TOP/Stages (WB) 28 - 17 6 = 22 - 6 - 5 5 30 GLEN BURTHICK/Little Red House (A&M) 56 + 75 0 = 6 + 28 - 6 10 10 10 10 10 10 10				_		27-
	_					5-
19 39 48 51 JOHN LENNOM/Imagine (Capitol) 19 39 48 51 JOHN LENNOM/Imagine (Capitol) 19 39 58 58 ROGER DALTREY/Quicksilver Lightning (Atlantic) 39 -/1 2 - 14 - 23 - 26 - 25 - 25 - 25 - 25 - 25 - 25 - 25				_		28 -
13 15 15 16 17 17 17 17 17 17 17	_			-		28 -
DEBUT 3 LEVEL 42/Something About You (Polydor/PG) 46+/11 1 = 8 + 32 <				-		
99 53 52 64 CLANMAD/In A Lifetime (RCA) DEBUT			46+/11			
DEBUT						
DEBUT ③ PET SHOP BOYS/West End Girls (EMI America) 44+/8 2+ 10+ 26+ 12 Ns 38 ROBERT TEPPER/No Easy Way Out (Scotti Bros/CBS) 38-/0 5- 12- 23- DEBUT ⑤ GREG KIMM/Love And Rock & Roll (EMI America) 46+/22 0- 4+ 29+ 47 41 SI 00 STEVIE MICKS/I Can't Wait (Modern/Alco) 33-/1 3- 13- 17-				1 -	5+	36+
DEBUT	29 27 34 86	CARS/I'm Not The One (Elektra)	44-10	3-	13-	26 -
DEBUT ⑤ GREG KIMM/Love And Rock & Roll (EMI America) 45+/22 0 = 4+ 29+ 47 41 53 00 STEVIE MICKS/I Can't Wait (Modern/Alco) 33-/1 3- 13- 17-				2+		
or 41 53 00 STEVIE MICKS/I Can't Wait (Modern/Alco) 33-/1 3- 13- 17-			38-/0	5-	12-	23-
			45+/22	0-	4+	29+
	47 41 53 60	STEVIE NICKS/I Can't Wait (Modern/Atco)	33-/1	3-	13-	17-
			_			

RKFWKFK2

JULIAN LENNON Stick Around (Atlantic) 80% of our reporters on it.

ZZ TOP Rough Boy (WB) 70% of our reporters on it.

CALL | Still Belleve (Elektra) 66% of our reporters on it.

A DAZZLING NEW SINGLE



FROM GRAHAM NASH "INNOCENT EYES"

Featuring Special Guest Kenny Loggins

From Graham Nash's Forthcoming Album

PRODUCED BY CRAIG DOERGE STANLEY JOHNSTON GRAHAM NASH MANAGEMENT BILL SIDDONS & ASSOCIATES



ON ATLANTIC RECORDS & CASSETTES

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

ree Reio Laid Relis Weeks Week	158 REPORTS	MARCH 14, 1986	Total Reports/Adds	Power	Heavy	Medic
1111	FIRM/Mean Business (Atlantic)	"King's" (131) "Live" (73) "Tear" (28)	145-/1	43-	116-	25
- 3 2	JACKSON BROWNE/Lives In The Balance (Asylum)	"For America" (143) "Lives" (46) "Lawless" (30)	151 = 10		120+	
2 2 3 2	ZZ TOP/Afterburner (WB)	"Rough Boy" (110) "Delirious" (68) "Stages" (28)	134-/0		95+	
11 7 4 6	ROBERT PALMER/Riptide (Island)	"Addicted To Love" (143)	143=/1		132+	-
4 4 4 6	MIKE & THE MECHANICS/Mile & The Mechanics (Atlantic)	"All I Need" (118) "Hanging" (34)	130-/3		86-	-
	MCXS/Listen Like Thieves (Atlantic)	"What You Need" (106) "Listen" (15)	118-/3		100 -	_
22 16 9	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	"Tuff Enuff" (140)	141 = /1	8+	54+	-
21 17 10	HONEYMOON SUITE/The Big Prize (WB)	"Feel It Again" (132)	135 = /0	3+	50+	-
	DIRE STRAITS/Brothers In Arms (WB)	"So Far Away" (74) "The Man's" (32) "Ride" (12)	104+/6	-	51+	_
17 15 12	BLUE DYSTER CULT/Club Ninja (Columbia)	"Dancin' " (123)	123-/1	6+	49+	
	BRIAN SETZER/The Knife Feels Like Justice (EMI America)	"The Knife Feels" (129)	129+/2	4-	37+	_
3 5 7 12	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"R.O.C.K." (55) "Minutes" (35)	83 - /1	13-		
10 8 8 12	PETER FRAMPTON/Premonition (Atlantic)	"Lying" (93)	100-/1	11+	54 -	4
23 23 17 🕊	OZZY OSBOURNE/The Ultimate Sin (CBS Associated)	"Shot In The Dark" (110)	110+/2	5=	44+	
19 19 14 11	ELO/Balance Of Power (CBS Associated)	"Calling America" (91) "Sorrow" (18)		17+		_
	PETE TOWNSHEND/White City (Alco)	"Secondhand" (42) "Crashing" (27) "Blood" (21)	88 - /2	7-	41-	_
	OUTFIELD/Play Deep (Columbia)	"Your Love" (84)	87-/1	13+	49+	_
	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"All The Things" (74) "Sanctify" (22)	95+/22	4-	25-	_
	CALL/Reconciled (Elektra)	"I Still Believe" (102)	105+/9	3+	19+	_
	TALK TALK/The Colour Of Spring (EMI America)	"Life's" (97)	98-/4	3-	27+	-
	JOHN LENHON/Live In New York (Capitol)	"Karma" (47) "Imagine" (45) "Together" (35)	78-/1	1-	18-	_
	RUSH/Power Windows (Mercury/PG)	"Mystic Rhythms" (95)	96-/7	1 =	13-	
	ALARM/Strength (IRS/MCA)	"Spirit Of '76" (95)	96-/4	3+	24+	-
	DOKKEN/Under Lock And Key (Elektra)	"In My Dreams" (90)	91+/7	5-	21+	_
	MR. MISTER/Welcome To The Real World (RCA)	"Is It Love" (86) "Kyrie" (10)	94+/16	1 =	20+	_
	HEART/Heart (Capitol)	"These Dreams" (52)	60-/1	11-	35 -	_
	PHIL COLLINS/No Jacket Required (Atlantic)	"Take Me Home" (74)	75+/36	13+	36+	_
	DREAM ACADEMY/Dream Academy (Reprise/WB)	"The Edge" (82)	89-/4	4+	16+	_
	STEVIE NICKS/Rock A Little (Madern/Atco)	"Imperial Hotel" (37) "I Can't Wait" (33)	75-/2	3-	25 -	
	ALAN PARSONS PROJECT/Stereotomy (Arista)	"Stereotomy" (46) "Real" (23) "Limelight" (15)	78-/6	1-	15-	
	TED NUGENT/Little Miss Dangerous (Atlantic)	"Little Miss" (86)	87+/7	0=	10+	_
8 35 32 C	ELVIS COSTELLO/King Of America (Columbia)	"Don't Let Me Be Misunderstood" (68)	70 + /5	4=	19=	
	DEL FUEGOS/Boston, Mass. (Slash/WB)	"I Still Want You" (70)	71-/3	4+	20+	
	BANGLES/Different Light (Columbia)	"Manic Monday" (54) "Egyptian" (10)	64+/6	9=	25=	-
	PRETTY IN PINK/Soundtrack (A&M)	"Left Of Center" (30) "If You" (24) "Do Wot" (11)	51+/11	_	17+	
	JIMMY BARNES/Jimmy Barnes (Geffen)	"Working" (52) "Prize" (32)	77-/6	1=	6+	
	MARILLION/Brief Encounter (Capitol)	"Lady Nina" (76)	76+/9	1+	6+	_
	MARILYN MARTIN/Marilyn Martin (Atlantic)	"Night Moves" (53)	57-/2	2-	20 -	_
	GLEN BURTNICK/Talking In Code (A&M)	"Little Red House" (56)	66+/7	0=	6+	
	CHARLIE SEXTON/Pictures For Pleasure (MCA)	"Impressed" (34) "Beat's So Lonely" (22)	50 + /5	1 =	8-	_



BREAKERS.

No albums qualified for Breaker status this week.

NEW & ACTIVE

WAAV.

FEARCAL SMARKEY "Fearcal Sharkey" (Virgin:RAM) 23/2 (31/4)

Adds. WBAB, WAAF, Fowers 3: Heavy 11 including WBCN, CHOM. KROQ, 91X, CFOX, WHFS. Medium 12 including WBCN, CHOM. KROQ, 91X, CFOX, WHFS. Medium 12 including WBCN, KROQ, WBCN, KROQ, WHFS. Medium 12 including WBCN, CHOM, KROQ, PLANE WITH CHOME WASH, WHOR, WHOO, WASH, KSHE, KGB, WEZK, WAAF, KLAQ, WCZ, KSS, KLQ, WBCN, WBCN, WBCN, WBCN, WAAF, KLAQ, WCZ, KSS, KSP, WBCN, WBCN, WBCN, WAAF, KLAQ, WCZ, KSS, KSP, WBCN, WBCN, WBCN, WAAF, KLAQ, WBCN, KLAQ, WFYV, KLQ, ENDOS, WBCN, W

including KBCO, KROO, KIAO, KIPK.

MODERNE EMDLEM "Step Sant" (Bira/WB) 24/6 (19/9)

Adds: WAPL, KSTM, WWW, WZZO, KTCL, Heavy 5 including KROO, WLIR, KROU, KCGL. Medium 13 including WKRT, KZY, 91X, WESTW, WRDU, WORK, KTUE, KTYO.

DOWN AND OUT IN BEVERLY MILLS "Seemdirack" (INCA) 22/3 (28/6

Adds: WRAB, WMCX, KSPM, Powers 1: Heavy 3: KZEW, WILLP, KPIGK, Medium 13 including WMEW, O107, KTXO, WGFM, KROO, WCZX, WORE, WTUE, KKYO, WCSW.

Continued on Page 79

AOR TRACKS

MOST ADDED

JULIAN LEHNON (126) Stick Around (Atlantic) Fortunate Son (C JUDAS PRIEST (52) Locked In (Columbia) SIMPLE MINDS (36) All The Things She Said (Virgin/A&M)
PHIL COLLINS (36)

Take Me Home (Atlantic)

HOTTEST

VAN HALFM (83) Why Can't This Be Love (WB) **ROBERT PALMER (63)** Addicted To Love (Island) ROLLING STONES (56)
Harlem Shuffle (Rolling Stones/Columbia)
JACKSON BROWNE (42) For America (Asylum)

CHART CLIMBERS

DOKKEN "In My Dreams" (Elektra) 86/6 (86/5) Adds 6, WBCN, WBAB, KTXQ, KBPI, WXKE, KRQU, Heavy

Adds 6. WBCN, WBAB, KTXQ, KBPI, WXKE, KRQU, Heevy 21 including WXRK, WHUY, KORS, KLOS, KUPD, KOME, WYSP. W+∈B, WPDH, WAQX, KNCN, KISS, KILO, KRIX, Medium 55 including 0.107, KZPW, KLOU, KRPI, WILZ, WRIF, KYYS, WOFM, KSHE, KIMET, KGB, KSUQ, WPYX, KLAQ, WKQQ, KEZD, WMCT, WHOT, KLPX, MOHER 28-28.

TED MUGERT "Little Mice Dangarase" (Atlantic) 86.6 (78/28)

Acids 0107, KGB, WAAF, WHTF, WDZ, WFBO, WOOJ, KTAL, Heavy 10 including WBCN, KZEW, WHIF, KMET, KUPD,

KILO, KRSP, KTYD, Medium 62 including WNEW, WDVE, WHJY, KLOL, WHEB, WNOR, WLVQ, WILZ, KSHE, KISW,

WPYX, KNCN, KLAQ, KLPY, Moves 37-30.

WPYX, KNCN, KLAQ, KLPX, Moves 37-30.

PREAM ACADEMY "The Edge Of Persever" (Reprise/WB) 82/6 (86/8).

Adds: KYYS, KMET, MUR, KMAX, WFBO, Heavy 12 including WLUP, KAZY, WZZO, WPDH, WONE, WTUE, Medium 66 including WHEW, KSRR, WHOR, WLVG, WOFM, KBCO, KROO, KFOG, KROR, WPYX, WEZX, WAAF, WHCN, WRDU, WAPL, WLAY, KEZO, WHOT, KLQ, KMBY, KNBW, KPCX, Remember at 31.

MARKLION "Ludy Bloo" (Capital) 75/9 (68/16)
Adds including WSHE, KMJX, WTKX, KODB, WWCT, KDJK, KMBY, Heavy 6: WOFM, WPLR, WPDH, KILO, WOBK, KXZL
Medium 56 including WTYY, WNEW, WDVE, DC101. KLOL, KSPR, WNOR, WCKG, WLUP, KGON, KOME. WPYX, WFYY,

SIMPLE MINIOS "All The Things She Sald" (Virgin/AAIS) 74/36 (38/22)

Adds nebuding White, KLOL, WHOR, WLLZ, KMET, KZAP, KROR, KOME, WRDU, WRUL, WLAV, KEZO, Heavy 12 nebuding WHEW, WHAY, G107, KZEW, KROQ, 91X, WKQO, KRO, Medium 55 including DC101, WKLS, KTXQ, WCKG, WLLP, KBOO, WHYX, WHON, WOLZ, WONE, KZEL, Moves 59-36.

PHIL COLLINS "Take the Name" (Affactic) 74/35 (40/29)
Adds including WBAB, WDVE, KROQ, KLIPO, 91K, CFOX, WEZY, KLAQ, WLAY, Heeny 35 including WITY, WREW, WARR, DC101, WRLS, WSFE, WLVQ, KGON, KISW, WPYX, WRDU, KEZO, Medium 33 including KLOL, WLUP, KYYS, KBPI, WTR., WACY, WAAF, KLSJ, WFTY, WRCK Moves 49-27

DIRE STRAFTS "Be Fer Ausey" (WB) 74/15 (GB/21)
Adds including KTKO, KORS, WPYX, WDHA, KNCN, WOMF, MLAV, KMBY, WEZX, Heevy 41 including WBCN, WHIEW,
WHAMR, WHYDR, WEBN, WLLZ, WRIF, KBPI, KUPO, KGON, KZAP, 91X, Medium 31 including WBAB, WOVE, WKLS, WSHE,
WLVO, KGB, WHEB, WACY, WROU, WYDL, MOVIES 32-22.

WILVO, KIBS, WHEEL WALV, WILVO, WHILE, MOVES 32-22:
FROM "Libro in Presse" (Afficielle) 724 (BUIS)
Addis KTIQ, KORS, WEZO, WPUR, WTICK, KIBS, WWCK, KMBY, KFINQ, Heeny 27 including WOVE, Q107, DC 101, KZEW,
KLOL, WINF, KSHE, KOB, KFOG, KROR, KNON, WFYV, KILO, Medium 43 including WHEW, WHLY, WKLS, WHOR, WCKG,
WLVQ, WLLZ, KYVS, KIBET, KZAP, WOIZ, WONE, WTILE, KIZO, KEZE, Moves 29-29.

BEL, FUEDOS "1 288 Want Yeu" (Missis/WB) 7845 (746
Adds KSHE, KUP) KICT, Henry 20 including WIRTI, WOFM, KORS, KAZY, KMET, KISW, WTPA, WHEB, KLBJ, WONE,
WTILE, Medium 44 including WHEW, WHLY, KLOL, WHOR, WILZ, KYYS, KLOS, KGON, KGB, KNCN, KEZO, KILO, Remains

908 SEBER "Fortunate San" (Capital) 60-65 (8-6)
Adds including WRAB, WOVE, WHAY, WCKG, WILP, WCFM, KSHE, KMET, KZAP, KFOG, Heavy 23 including Q107.
KZEW, WRIF, KROR, WAOX, WHITE, WKOG, WROD, KIED, KZEL, Medium 38 including WILS, WNOR, WLVG, WILZ, KYYS,
CFOX, WIPYX, WZCO, KEZO, Debus at 643.

ELVIS COSTELLO "Ben't Let Me So Minundersteed" (Columbia) 68/6 (66/7)

Adds WORK, DC101, DFDX, WZZO, WGR. KSPM. Heavy 17 including WBDN, CHOM, WNEW, KBCO, 91X, KSTM. Medium
39 including WBAB, WMMR, Q107, WSHE, WCKG, KGRS, KAZY, KROO, KGON, KFOG, WFOH, WONE, WTUE, WLAY.

Remains at 38.

GLES SURTRICK: "Little Red Neuse" (A.SR) 85/5 (\$3/5)

Adds: KSRV, KMJC, WOXE, KSCY, KSRN, Heavy & WHEW, WORK, WLLZ, WOFM, WOHA, WPLR: Medium 28 including WHYY, KTYO, MYO, WHO, KORE, WHOSE, WOTH, WCD, KLD, KLPK.

BANBLES: "Sheet Resety" (Columbia) 84/4 (\$5/5)

Adds: KOS, WOFM, WORK, KTXL, Heavy 22 including WOON WARS, KAZY, KROO, 81X, CFOX, WONE, WTUE, WWCT, WELLM, KTYO, Medium 25 including WMMR, WENE, WLVO, KEPI, WPYX, WHES, WAAF, WRKI, WWWV.

JUBAS PRIEST "Losked In" (Cohemble) 82/62 (649)
Adds including WBCN, WIDK, KTKO, KZEW, WLLZ, WHIF, WOFM, KLOS, KMET, WHEB, KLBJ. Hoosy 4: WBAB, WHEW, WHIT, KISS. Medium 34 including WITY, RLDL, KSRR, WHOR, KUPD, KQB, KOME, KISW, KILO, KLPK, KTYD.

JOHNY BARMES "Working Close Man" (Bollon) 82/22 (31/11)

Adds including Wilker, KSPR, WLLZ, WPLR, WPCH, WEZK, WAPL, KLPK, WWWY, KTYD, Heavy 5 KMET, KFAIX, KRIX, KKZL, KRQU Madium 36 including WDVE, Q107, WKLS, KZEW, WLVO, KOME, KSJO, WPYX, WFYY, KRO, KZEL.

JOHNI LESSION "Inetent Kerme (We All Shine On)" (Capitel) 47/4 (48/22 Ados WHJY, KSTM, WGR, KYRE Heavy 11 including WIRK, WIRKE, KAZY, KMET, WCCC, WYSP, WONE, KXZL, Medium 27 including WBAB, DC101: WCKG, KBCC, KGON, KZAP, KROR, WHON, KBLB, WDZ,KISS, WTUE, KLPK, Moves 51-48.

LEVEL 42 "Semething About You" (Pubyder/PubyGram) 46/11 (36/14)
Adds including KSRR, MLVO, CFOX, WILLP, WINNY, Heavy 8 including CHOM, WZZO, CHEZ, WIGO, KTCZ, KIZL, KSPN
Medium 22 including WSRE, WHOR, KAZY, KBCO, 91X, KTRO, WHEB, KLAD, WONE, KZEL, KTYD, Debuts of 953
JACKEON BROWNE "Lives in The Bettene" (Aprilma) 46/3 (46/22)
Adds WLUP, KSTM, KEZE Heavy 23 including KLOL, WLYO, KAZY, KFOG, KROR, WPYX, WHON, WFYY, WONE, WLAY,
KLO, KTYD, Medium 21 including OC101, KTXO, KTYS, KZAP, WDZ, WTLE, KEZO, WOT, KZEL, KPLX. Moves 46-42.

■ SREE KIMIN "Love And Rook & Rook" (EMI Amorina) 45/22 (23/23)

Adds including WhEW, WORK, WHARR, WHAY, KLOS, KGON, KGB, KFOG, WHEB, KILO. Heavy 4: KQRS, KOME, KROU, KYRE: Medium 29 including KLOL, WHEB, KMET, KZAP, KROR, WPDH, WEZX, WAAF, KLBJ. Debuts at #59.

PET SHOP BOYS "West End Girts" (EIM America) 44/8 (36/12)
Adds WBCN, KSRR, MPYZ, WBRU, KMAX, WWCT, WBLM, KTOL, Heavy 10 including WSHE, 91X, CPOX, WZZO, WLIR,
WPUR, KFMX, Medium 26 including WBAB, WXRT, KAZY, KBCO, KBPI, WPDH, WIMZ, WRDU, WONE, WTUE, Debuts at

PETE TOWNSHEND "Secondhand Lave" (Also) 42/6 (32/7)
Adds including CHOM, WDVE, KBCO, WPLR, WEZK, WFVV, WIKE, WWWV. Heavy 20 including CHOT, WLUP, WXRT, KMET, KGB, KFOG, KRCR, KLBU, KILO, KTYD. Medium 16 including WCKG, KUPD, KNCN, WKDF, KEZO, WIOT. Moves

ROLLING STORES "Had it With Yes" (Rolling Stance/Columbia) 33/21 (11/11)
Adds including WDVE, WILS, KTIQ, WRF, KYYS, WDFM, KIMET, KRQR, WPYK, WHCN, WAR
including WMMR. Q107. WXRT, KFQG. Medium 15 including WBAB, DC101. WSRE. Debuts at #47.

NEW & ACTIVE

UFO "This Time" (Chrysolle) 47/17 (38/22) UPO "TIBBS TIBBS" (CRIYSERS) 37/17 (20/22)
Adda richarling WHLV, WIAC, WOMA, KMAC, WICK, WTXK, WARK, WXXE, KE,O. Heavy 0. Medium 28 in WLVQ, WLLZ, WQFM, KSHE, KGB, WPDH, KNCN, KLAQ, KRS, WLAV, WIOT, KLPX.

BINEZ THE BECHARICS "Manging By & Thread" (Attenties) 34/3 (32/4)
Adda WKCQ, WIXE, WOT, Power 1: Heavy 17 including 10-010, KRQR, WPYX, WHCN, WFVV, KE,O, KPQI, Me including WHYY, WHEW, KLOL, WCKG, KYYS, KGON, KFQG, KEZO, KZEL.

Including WHY!, WHEM, KLOL, WCKG, KIYS, KGON, KFDG, KEZO, KZEL.

CHARRLE SEXTON "Impressed" (MCA) 34/8 (33/9)

Adds: WCCC, WIOT, WCKT, Heavy & including WHEW, WOFM, WPLR, WAQX, KRQU, Medium 21 including KTXQ, KLOL,

KLL2, 91X, KOME, WAAF, KNCN, KEZE, KLPX.

YANI STEPHENSON "194" TO Boat "A High!" (MCA) 33/1 (33/6)

Adds: WZEW, Heavy 2: WSKS, KRQU, Medium 24 including KSRR, WEBN, WLVQ, WLLZ, WQFM, KOME, WYSP, WLAV.

FEARMAL SHARKEY "18 Good Heart" (Virgin/A&M) 32/2 (38/4)

Adds: WAAF, Powers 3 Heavy 11 including WBCN, CHOM, KRQQ, 91X, CFOX, WHFS, WLR, Medium 12 including

WHEW, WXRT, KBCQ, WHEB, KLPX.

JACKEON BROWNE "Leviese Avenues" (Asylum) 38/4 (38/11)
Adds KIPD, WPDH, KZEL, KSTM, Heavy 9 including KLOL, KMET, KROR, KOME, KTYD, Medium 19 incl
WCKG, WORM, KZAP, KNON, WPDU, WOT, KLPK.

WCKG, WOFM, KZAP, KNCN, WRDU, WIGT, KLIPA.

8LIZAMWE YEBA "Left Of Center" (A&N) 38/1 (31/4)

14 Including WBAB, WLPR, CFNY, KSTM, Medium 14 Including WBAB,

FIRM "Spirit Of Lave" (Atlantic) 28/4 (25/9) Adds: KLOL, WCMF, WFYY, WKLT, Powers 1: Heavy

O DC101, WLUP, KLAQ, KZEL, KL

"Teer Bown The Walls" (Allantie) 28/3 (27/3)
WGR, WORC, WRUF, Powers 1: Magry 12 including KZEW, KLOL, WOFM, KQRS, KLOS, KGB, WHCN, Madium 14

WAX "Might Between The Eyes" (RCA) 27/13 (14/14) Adds including WMMR, WQFM, WPDH, KATT, KOMP, Powers 1: Heavy 2, WLUP, WLVQ, Max W.W.L.S. KYG, WXRT, WRYX, WLAV, KIJ, C.

WIEW, WKLS, KTXQ, WXRT, WPYX, WLAV, KLPX.

VIRIONIA WOLF "Walting For Lave" (Attentic) 25/1 (27/2)

Adds WBUA Heavy 0 Madium 19 including WHAY, WLZ, KGRS, KSHE, KRQR, WPYX, WHEB, KLAQ, WDIZ, KILO, WRUF.

MODERNI ENGLISH "Ink And Paper" (Sire-NIPS) 24/6 (19/9)

Adds WAPL KSTM, WWWY, WZZQ, KTQL. Heavy 5 including KRQQ, WLIR, KRQU, KCGL. Medium 13 including WXRT,

KAZY, 91X, WEZX, WRDU, WONE, WTUE, KTYD,

DRINN IN WAR A FAMILY (ARE).

KAZY, 91X, WEZX, WRDU, WUNE, WINE, KROU, KROU, KROU, 91X, WLIR, CHEZ, CRIY, KCGL, KVRE, MINE, MINE, WINE, KROU, KROU, KROU, 91X, WLIR, CHEZ, CRIY, KCGL, KVRE, MINE, WINE, WIN

ALAN PARSONS PROJECT "To The Real World" (Ariota) 23/11 (14/6)
Adds including KSI-E, KROR, WHEB, WEZK, WIOT, KLPX, Heavy 2: WFYV, KMBY, Medium 16 includ

KZAP, WPYX, WWWV. LITTLE RICHARD "Great Gook A'mighly" (MCA) 22/3 (20/0) Assis WRAB, WWCK, KSPN, Powers 1; Heepy 3, KZEW, WLUP, KFIXX, Mer

WEZE, NLAU, WONE, WILE, KILO.

MODELS "Out Of Mind, Out Of Sight" (Gollon) 18/11 (8/9)
Adds including WHEW, KSPR, WSHE, KLOS, KROO, WOHA, Heavy 2: WLIR, KROU, Medium
JACKSON BROWNE "In The Shape Of A Heart" (Asytem) 18/6 (13/2)
Adds (RSCO, KICT, KOJK, KFMO, KWH, Powers 2: Heavy 11 including WLIP, KZOK, WOBK, Medium), KZEL. WLIR, KROU Medium 8 including KFMX

WUT, AZEL:
EMPOGLIGERS "Con't Wall To See You" (Columbia) 18/4 (18/4)
Adds WALC, WHAD, WZEW, WCFZ, Heevy 2; WUR, KROU, Medium 10 including KBCO, KROQ, KLAQ, KLPX
ELB "Serrew About To Fol!" (CSS Accostate) 18/4 (14/2)
Adds KSW, KPOI, WSRC, KSW, Powers 1; Heavy 8 including WEZK, KTCZ, Medium 9 including KLOL, KBCO

WTUE, KILO.
IMP. BINSTER "Something Real (bookle ble, health Yest)" (RCA) 18/6 (21/5)
Heavy 2: WLAV. KIZL. Medium 15 including WCKG, WLYO, KFCG, WHCN, WIOT, KZEL, KLPX.
ARROGENTEN "Bby Flet Year Fear" (Bottlein) 18/4 (18/4)
Adde KMET, WHAZ, WKDF, KISS Heavy 4: WICN, WHAT, WHEB, WAAF, Medium 9 including WMMR. WLLZ. WPDH. WIOT.
BIESTAL AS ANYTHINGS "Libre to Up" (Columbia) 18/2 (18/3)
Adde: WKLC. WPLR Heavy 3: 91X, KTCL, KTGU, WHOUN Medium 11 including WMMR. WHAY, KBCO, KROQ.
BICSS "Libres Libre Tailoves" (Alterative) 18/6 (7/1)
Adde including KZEW, WMF, WKOF, Heavy 6: KBCO, 91X, WHON, KPOI, KMEY, WWWY, Medium 6 including KTKO, KISS
ALMI PARSONS PROJECT "Libretight" (Artists) 18/6 (11/1)
Adde: DC101, KLOL, KLAQ, Heavy 0: Medium 11 including WCKG, KAZY, WONE, WTUE, WWWY.

AOR ALBUMS

MOST ADDED

PHIL COLLINS (36) No Jacket Required (Atlantic) Once Upon A Time (Virgin/A&M) UPO (18) MIR. MISTER (15) World (RCA) LEVEL 42 (12)

HOTTEST

ROBERT PALMER (63) Riptide (Island) JACKSON SROWNE (46) Lives In The Balance (Asylum) FIRM (43) BOX (42) Listen Like Thieves (Atlantic) MCS (21) Mike & The Mechanics (Atlantic)

NEW & ACTIVE

Continued from Page 78

IDENTAL AS AITYTHING "Fundamental" (Columbia) 21/2 (28/2)
Addu WKLC, WPLR Heevy 5: 91X. WLR, KTCZ, KTCL, KRQU, Medium 12 including WAMR, WHLY, KBCO, KRQQ, WHFS

WARP. ACRICOSMITM "Dese With Strees" (Gelfon) 19/4 (17/1) Adds WIMZ, WKDF, KISS, KTAL. Powers: 1: Heavy 5: WBCH, WHJY, WRIF, WHEB, WAAF, Medium 11: including WMMR.

WYSP, WFOH, WACK, WIOT.

EVERLY SNOTHERS "Born Yesterday" (Moreary/PolyGram) 16/1 (16/0)

Adds KTC. Powers 1: Heavy 4: KKGR, KSPN, KGRO, KVRE. Medium 8 including WXRT, KBCO, WONE, WTUE.

SWINNING POOL 0'S "Bloo Temestree" (AAM) 18/3 (12/0)

Adds WBCN, CHEZ, WXRT, Heavy 2: KTC., KYRE, Medium 7 including KZEW, KBCO, WHFS, WFYV, WRDU

VIOLENT FEMINES "The Blind Leading The Nishes" (Slash/WB) 18/1 (14/1)

Adds 1 WBRU Heavy 6 WBCN, WHFS, WLIR, CRNY, KTCL, KCGL, Medium 6 including WXRT, WGFM, KROQ, WHEB.

R&R FRIDAY, MARCH 14, 1986/79

REGIONAL AOR ACTIVITY

PLAYLISTS - An artist's name is lieted once per playtet in the high-est rotation that any of an album's tracks are reported. For example. reported in both heavy and medim, 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.

'a' — Record is newly reported or additional tracks have been

(B) — A single's B-eide. (M); (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no ab-breviations means all airplay is in-

A "frozen" list indicates that a current report was not received, and last week's rotations were in-cluded 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 disetitor(s) are assigned a lower para-

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REGIONAL AOR ACTIVITY

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VP/Prog.: Gerry DeFranceson Assistant PD: Mile Scheeler

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ROBERT MLMER 1-8
ROBERT MLMER 1-8

HTUOR

PARALLEL TWO

WBBQ/Augusta, GA Bruso Stavers PHIL COLLINS PATTI LABELLE

OND Hottost: ATLAFFIC STARE 1-1 JOHN COUGAR 9-3 SLY POR 15-6 FALCO 21-11 HODGRY PALAMER 24-12

KHINAwata, TX

PRIL COLLING
HIR S THE RECEAS
OFFICE STORY
HIR S THE PROCESS
HOTOURS
HOTOURS
HEAT 2-1
FIRST 2-1

WPMPilitaten Rauge, LA RicalAbyean

PHIL COLLINS
FORCE NO'S
JOHN TATLON
RANGLES
SOTION: STATE STATE
ATLANTIC SYARS 5-6
FALCO 8-6
SLY FOR 21-11
PRINCE 20-12

WOCCOSION Rouge, LA Michael Adams

PORCE MD'S PRIL COLLING COUPLING COUPLING EMAT? 2-1 JOHN COUGAN 18-5 PALCO 18-8 PALCO 18-8 BORGET TEPPER 18-13

MATERIAL TX PRIL COLINS
JULIAN LUMNON
Nottest:
PALCO 1-1
SYMMENT? 2-2
COTTIBLD 25-16
PRF SED? BOTS 29-17
JOHN SMYLON 31-21

WAPUBlindingham, AL ProbleWood

LEVEL 42 ROLLING STORES SOTTOMES SEART 4-1 STA SHEET 2-2 JOHN COMMAN 3-3 PALCO 6-4 ATLANTIC STARE 7-6

OND

NAL
PATTI LABBLLE (dp)
RIEE & THE HECKEN
BOTLER:
PALCO 2-1
BENT 3-2
POECE MB*6 4-3
PRIECE 13-4
INSE 18-7

PRIL COLLINS CHARMELLS STRYIS MOMBER BOTLOST: PALCO 2-1 SBAT 5-2 PORCE MD'S 6-4 PRINCE 11-9 IRIS 22-11

WSCY/Charle SS Martin

OPOS
PHIL COLLINS
DIOMER MARNICE
BOTTOST:
HEART 2-1
JOHN COUGAR 6-2
ATLANTIC STARR 6-4
RITON JOHN 7-5
THOMPSON TWINS 8-6

HIARI BOUND MACH!
JOHN TATLOR
PHIL COLLIES
RIES A THE MICHAE
BOTLEST
PALCO 2-1
SLY POE 5-6
PRINCE 8-5
POINCE MO'S 12-9
JOHN CODGAN 14-21

PORCE NO'S RIES O'NE MICHAR OPOS PRIL COLLINS BOATO 1-1 JOHN COMMAN 3-2 ATLANTIC PYNER 5-3 ELFON JOHN 6-4 PALCO 8-6

WNOX FMColumbia SC Lee Windhem

Lee Windham

BOS BESES
VAN BALES (dp)
JACESON BROWNE
PELL COLL THE
RIAMI SCHOOL THE
RIAMI SCHOOL THE
RATAPPIC TRANS 3-3
BLY POL 6-6
PALCO 13-7
REP MEDP BOTS 37-29
ROBERT WALMER 35-31

WZLD/Coto-this, SC Harring/March none Bottest: WHITMEY HOUSTON 1-1 ATLANTIC SYANG 11-11 HOUTENS 18-18 INES 15-19 JOHN COMMAR 21-21

John Shamby
PHIL COLLING
BOS MIGHT
JULIAN LINEON
BOOLEST
EMBET 1-1
PALCO 2-2
CHARLIS SERVICE 7-3
ROSERT MALMEN 26-15
PHF SHOP BOTS 16-20

WDCB/Durkers for Samuel Wright

PRIL COLLINS ROWERT MANER BOSE MANER BOSE MANER BOTOMIS MANERICE COUR Rettest: ATLASTIC STARE 1-1 REAST 1-2 JOHN COMMAN 9-2 PALCO 12-7 FORCE MB'S 28-13

KAMESI Pasa, TX Owens, Zensor

PHIL COLLINS
PATTI LABELLE
BOSTOSTI
BOSTOSTI
FAMCO 1-1
ATLANTIC STARE 5-2
HEI THEY HOOPFOR 4-4
BUT FOR 14-5
HD SEDOS 17-13

KEEDIN Pass, TX Posci Mors Comment LS Sottest: PALCO 1-1 BERT 18-4 PRINCE 23-11 JOHN COUGAR 28-12 LOVERSOY 24-15

WKS/Greensboro, NC

Jackson/Denoir
Van Balen
Son Store
Son Store
Sonery Palmer
SU SHOOZ
SHE SONE STORE
SU SHOOZ
SHE SOTTOM
CURRENLES
STORE
S

TOMOS COMPAR 9-5

PELL COLLINS
JINUY BARNES
ANDERS
AND ROTOM
BOTTOR:
BEAT 1-1
LOTE MONT 2-2
ELTON JOHN 3-5
ATLAPTIC DYNER 4-4
JOHN COMPAR 5-5

PRIL COLLING BOS ENGER BOS ENGER BOST EDITION BOST STANDARD TO PALCO 1-1 PRINCE 19-4 POINCE MD'S 13-10 INTER 25-11 SLY POE 17-12

RIV POR 17-12

RIMERICANON, TX

Paul Christy

ROBERT YERSER

RIANI SOURCE HOLE

CHERRICLE

LITTLE RICHARD

CHERRICLE

LITTLE RICHARD

CHERRICLE

LITTLE RICHARD

CHERRICLE

PALCO 1-1

RIMERT 4-2

PRINCE 0-6

RIMERT 6-1

PRI SEUP BOUTS 22-15

SETYX/Joshoon, MS AboliCross AbsECT: ONLING
PRIL COLLING
BOS MEGER
PRI SEDT BOTS
ROTEST:
ATLAFTIC PYARE 2-1
FTA NEXT P 6-2
ELTOW JOSES 3-3
ERES 7-5
PACCO 10-6

WOUT-Johnson City, TN Patter/Taylor

PotterTaylor

BOLLING STORES
PRICE COLLINS
OFUS (dp)
BOTTOS!
ERRIT 3-1
JOHN COMMAN 6-3
ATLANTIC STARE 12-5
PALCO 19-6
BORET SALMER 31-24 WORDKnewith, TO Hospatikalisa

Memparishinu
MRIL COLLINS
PAYYI LABELLE
PORCE 60-9
JOHN BYLON
JOLIAN LEMENOU
JIMES PARICE
BOTLOS
BOTLOS
BOTLOS
JOHN CONGRE
LOWERDOY
3-4
ELTON JOHN 7-5

WPMilitanington, KY PontJorgan

PMAN MALES
PRIL COLLINS
000 ETOES
000 ETOES
000 ETOES
000 ETOES
100 ETOES
10

JAMES JACKSON
PRIL COLLINS
OND
BOCKest:
ATLANTIC STARS 2-1
INES 12-5
PARCO 16-6
PORCE MS 22-14
SLY POR 28-18

William and the KY Knightlysma

MESS & THE RECEASE
LATES. #2
JULIAN LAMBOUR
BOTTOST 1-1
JURIOR COMMAN 3-2
PALCO 3-1
JURIOR 7-6
PET SEOP BOTH 33-23
PALTOSCHAMMAN, TO
Johns Comman, TO
Johns Com

Jehn Control
DIRE STATES
BOOKET TEPPES
BOLLING STORES
BOLLING STORES
BOTTOS
BOT

21000Mamphis, TH Hallyfüright Madiple (dp)
VAB MALIN (dp)
CHENNELLE
ROLLING STORES
ROA GROEN
CHARLIE GETTON
DIOMIS MARRICE
BOTCOST:
FREE 11-6
RANGLES 10-28
RANGLES 10-28

SEXAMOND, PL

Position of the control of the contr

WHOLY PARKS Ain Bufvist
PEL COLLIE
PEL COLLIE
ROSERY NALES
RIANT SCHID NACE1
VAN BALBS
LEVEL 42
BOTTOST
BO

KOPANIAANse B Mishaal Cras PRIL COLLING MIRE & THE MECHAN BOTTOST STARBERP 1-1 HEART 2-2 ATLANTIC STARE 7-3 JOHN CORDAR 9-5 PALCO 16-8

KX104Nee

OND
DENNIS DEYOUSE
MISS & THE MECHAN
JIM POSTES
SOUTHER
FALCO 1-1
PARCO 1-1
PROBERT PALMES 9-4
PRINCE 13-6
ATLANTIC STARS 15-11
PORCE MO'S 30-23

Y167Rhodwille, TR St. John/Paper EL JOHNTONE REART SOUND MACHI JACKSON BROWNE BOLLOS: FALCO 5-1 ATLANTIC STARR 2-2 HRAT 3-3 SLY FOR 10-7 PRINCE 11-8

BJ188/Driands, FL Thomps/Whight

Themps Wight
JOL (AM LERMON
CHERRELLE
STA REOLEY
MODERY PALMER
AM SHOPLON
BOOLEY FALLER
ALT FOR 1-1
JAMB 1FER MODE 4-3
FALCO 18-7
SYNCH 11-9
FRINCE 17-11

YMMOrlanda, FL.

Windship Month of the Control of the

SERVINA NO PULL COLLINS RIES a THE NECTAGE RIES a THE NECTAGE LOTS PROJECT REPORT PROJECT REPORT PROJECT REPORT PROJECT REPORT PROJECT POLICE PRICE 17-16 JERNET, JACKSON 29-16 FORCE 88'6 36-24

ROBERT MAJER
RIAGE SOUND MCHE
JOHN TATAON
BRINDED BRYCHEN
HO SERVE
BOXED STANKE
ATLANTIC PRARE 2-1
FRANCE P 3-2
HBART 5-4
PRACCO 9-5
PRENCE 16-12

WXLK/Rearchs, VA Bround/ Shee PATTI LABELLE JULIAS LEMECU BALTIHODA DIOMES MARWICE LITTLE BICHARD BOTTON JUNE CODDAR 1-1 EMBRY 3-2 ATLATIC STARS 5-2 FALCO 7-4 SMEILA E. 11-5

Les Punish
PRIL COLLINS
CHO
CHO
LITTLE RICHAID
BONETHOUS BUTTE
PTRINO DIT
HOTEORY
HEATT 1-1
ATLANTIC STARE 2-2
FALCO 16-2
JUES 7-6
JUES 7-6
JUES 7-7 KTUX/Shroveport, LA Steel/Weber SteelWeber none Bottest: FALCO 1-1 STARSHIP 2-2 SEART 4-4 IMES 8-8 PRINCE 17-17 WICZLAMINGER & Francy James Tom Kelley

STEVIS NOMER MONETHOOD SOITE MIRE & THE MECHAN OND HOTCOST; HEART 2-1 ATLANTIC STARE 3-2 JUNE COOGAS 5-3 PR.DICE 25-11

PARALLEL

THREE Dom Tools

Dean Tools

PRIL COLLING
RING 6 THE MECHAN
RIANT SOUR BECKEN
REMAINED BY BECKEN
REMAINED BY BECKEN
PALCO 7-1
OTYPI BL D 2-2
ELFON JOHN 11-5
ROBERT BALEN 27-20

WAN MALEN 27-20

KOSZ-PMIAmerike, TX Brian Kryse

Debas Kryss

JEMBAINE JACESON (dp)
PELLCOLLIES (dp)
PELLCOLLIES (dp)
PELS ATES (dp)
PENSAN ATES (dp)
PENSAN

WOID/Bland, RES Deb Lime

MIT COUTING

OND SOLLING STORES (dp)
SOLLING STORES (dp)
SOLLING STORES (dp)
SOLLING STORES (dp)
SOLUTION SOLUTION (dp)

OND JULIAN LEMMON MISE & THE MECHAN BALTIMORA JIMMY BARMES MIN EDITION JEMNIFER MUSE JEMNIFER MUSE

Jamifer Rose Bottest; 97ABSEP 1-1 SBART 4-2 JOHN COUMAR 3-3 PALCO 10-10 PRINCE 30-12

PRINCE 30-12
KARDPO, Bundo, AR
Mind Mayou
JULIAN LAMMON
MIZES & THE MECHAN
DANTE LAMMON
PATTI LAMMOLE
ROTTON
PALCO

Q1000mdpdm, AL Dovtelle, John

Burkells John
RERE & THE RECHAM
MAX
JULIAN LUMBON
PATTI LABBLE
Bottost:
PALCO 4-2
JERNIFER ROSE 7-5
PRINCE 15-6
SLY POR 17-9
PORCE 88°S 19-12

WYKS/Galmandin, PL Lou Publish

PATTI LANGELE CHERNELLE

PRITALE
GRANDELLE
GRANDELL

WHER-Macheville, NC
John Blowens
JIMM FPS MUSS
STAYLE NICES
JOHN THYCES
JOHN THYCES
JOHN THYCES
PELL COULTIES
DIOMST MARKETS (dp)
PER NCAL SATURATION
ATUATION THYCES
ATUATION TO THE SATURATION THY
PORCE NC 24-10
DAMNELES 31-25
DAMNELES 31-25

MIRE 6 THE NECTAM MAX (dp)
CHERRELLE (dp)
PRIL COLLINS (dp)
ROTTOR 1-1
SLT POR 1-2
BOYS BON'T CRY 5-3
BOSERY PALMES 16-9
PRIMCE 21-11 WJADribuharidge, GA Billoofically

INDEVICED

NOLLING PROMES

PATTI LANGLE

PATTI LANGLE

PATTI LANGLE

PIER POUNC

PIER PIER PIER

5-4

PACO 12-9

PALCO 12-9

PALCO 12-9 WPPMPoreme City, PL Joff Dovis

JOH CONTENT (dp)
PRIL COLLINS
MIRE & THE MECHAN
DERMIS DETOUNG
STANSONT
BOTTONI
FALCO 1-1
ATLANTIC STANS 2-2
BLY FOR)-3
BIRS 4-4
BRATT 7-6 Z1606montel, GA

PHIL COLLING STARBOTHY LEVEL 62 BOTLOGE FORCE MD'S 3-1 FALCO 6-3 PRINCE 16-7 IRES 18-11 BANGLES 24-12

PRIL COLLING JAMES JACKSON CND (Ap) BOTCOST: PALCO 3-1 SBART 6-3 PRINCE 11-5 PORCE MD'S 15-7 INES 22-14

PRIL COLLINS
CHEMMALIS
ROTTOST
ROTTOST
ROTTOST
ATLANTIC STARS 4-2
JOHN COUGAS 3-3
PALCO 12-4
SLY FOR 19-18

WHOLE AND ADDRESS OF THE PARTY NAMED IN JERR JPER ROSE JULIAN LEMICH BALTIMORA HIER & THE PRICHAM SIMPLY RED WAX STREE HEAPT 2-1 HEAPT 2-1 HEAPT 2-1 HEAPT 2-1 HEAPT 2-4 STREE HALT STREE HALT STREET HALT

WV96/Miles Fred Allga

HIAMI BOUND SACRE SIMPLY MED JOHN TATLOR CHO REME & ANGEL A MOTEST: ATLANTIC STREES 6-3 JOHN COMDAS 7-6 PALCO 8-6 SLY POS 25-9 ABC 21-10

MIDWEST

MOST ADDED

Phil Collins Lond Saucet 16 Mile & Medicales Falso Hearl

CHR ADDS & HOTS

WEST

Phil Collins Many Sound M HOTTEST Felos By Fee

MIDWEST

PARALLEL TWO

- 01

WARN MALEST PEIL COLLING JULIAN LEMBON PTOVIS MONNER PTANERIT 2-1 PTANERIT 2-1 PTANERIT 2-1 PTANERIT 3-12 PTANERIT 3-12 ROBERT MALEST 22-17

WOLUGoorgia, Wil MacCorthylidishool T.

PHIL COLLING
MIANI SOUND MACHI
LEWEL 42
BOTCOTC
HENRY 1-1
ATLANTIC STARS 3-2
FALCO 16-7
BARGLES 12-9
FORCE MD'S 23-12

OND JOHN SAYLOR PERL COLLING WILANI SCOUND INCEX SO CTOST | PALCO 7-4 LOWERSOV 15-11 SLY POX 17-12 SOURCE 31-12

WOCLCHWINAL OH

NOMER? PALMER OUTFIELD SISAIS NICES Mottest: 48ART 3-1 ATLANTIC STARR 8-3 JOHN CODMAN 11-7 PALCO 14-9 INIS 23-11

PRESENT NORMER
PRIL COLLIES
BOTTO 1-2
FALCO 1-2
6YLAWIC STARE 7-3
PRINCE 14-12

SHIK/Dovemport, IA Jim O'Hare

MIANI SOUND MACHI DENNIS DETOUNG DIONNE NAMICE (dp) DIOMER MANUER (dp) Nottest: ATLANTIC STARM 3-1 PALCO 4-1 PORCE MD'S 19-12 STEVIS MONDER 22-17 JAMES TAYLOR 25-18 NOLLING STOMES 30-22

OND CHARLIS SERYON PEL COLLIES JAMP JACKBON Hottest HRNRT 1-1 FALCO 6-3 ATLANTIC STARE 7-5 PR BNCS 24-13 SLY POR 25-14

none Sottest: PALCO 13-13 FEMILIS 14-14 THOMPSON THING 14-YO PRINCE 30-30 HOMEST PALMES 33-33 BANGLES 35-35

KEROPANA, MIN

MIRE A THE ANCHAI PELL COLLING MIANI SCHOOL ONCE LATEL 43 JOHN TRYLOR BOTTON: ATLANTIC STREET 4-3 PALCO 13-4 INSE 17-8 SLY FOR 18-12 PRINCE 23-17

PHY SELF BOYS LEVEL 42 SOCKEST: SELF 2-1 ATLANTIC STARS 5-2 PARCE 17-9 SLY FOR 24-19

WORD/Grand Raphie, All

JULIAN LUMION
PETL COLLING
PETL COLLING
PETL COLLING
HISE & PHE MECHANI
HOS AMERI
HOTLOGI
LOUGHOVY 4-3
JOHN COMMAN 4-3
HOMEST PALMER 12-18
ELY FOR 18-11

Charle Green
JIMMAINS MCKEON
DIES STRAITS
PER SEPP BOTS
GOVYIELD
ROLLING STONES
BOS MEMBE
PRIL COLLING
JACKSON SHOWN
JACKSON SHO

WKITHKulomano, MI Tury Webweld

Tony vegenation (dp)
JOHN TRILOR (dp)
PRIL COLLING
LAWEL 48
LAWEL

WVICE-mins MI

POINCE MB'S CAMP RIES & THE MECHAN JOHN TATLOR JAMES JACKSON BOATE 2-1 FALCO 4-2 ATLANTIC PRIME 7-3 INES 13-7 BOD SMEET 14-31

COMMON STANDARD TO STANDARD ST

West Contraction of the Contract

NLIAMI SOMMS GRORY
PRANSAL SWAREY
SHIL COLLING
BOLLOS!
FALCO 3-1
FARCE 13-9
ROBERT PALMER 18-12
RLY FOR 20-14
GROR 20-26

HOMBY HALMES HEAVE SOUND SECRET JOHN THICK Betton: JOHN COMERS 9-4 FALCO 11-5 BANKLES 17-13 FORCE WO'S 19-13 SLY FOR 25-16

COSPECTATION City, OK.

HIER 9 THE MUCHAN POWER NO'S THE BALLS (dp) POWER NO'S THE BALLS (dp) OND Botrest: Botrest: BEART 5-2 FALCO 9-3 TEMBEROW THING 11-6 JOHN COMMAN 12-6

MOREO Comples, MIS Marks Grane POINCE NO.5 PRIL CONLING NO. MEMOR SON MEMOR SAME APPROVAL PRICOS -1 RECON JOHN 10-7 RESERVED 15-16 ROBBERT SPINISH 31-22

KESEPania, II. Kath Eduarda

MARILY MARYIM PELL COLLING 200 MORN YAN MALEN HOLLON HOLLON MARY 3-1 MA, MISPER 2-2 APLANTIC FRAM 3-3 JOHN COMMAN 18-4 FALCO 8-13

MET COLLING MCH Settest: ATLASTIC STARE 4-1 PALCO 6-6 1988 9-7 LOWERSOT 11-6 SLT POR 17-6

Joe Thomas

JOS TRANSMINE
PAR MICES
DAS MISSES
DAS MISSES
DAS MISSES
DAS MISSES
PETE COLLTES
PRILABILIS
PETE STRUCTURS
PETER STRUCTURS
PETER STRUCTURS
PETER STRUCTURS
PETER STRUCTURS
PARAMET P. 1-1
READET P. 1-2
ATLANTIC STRUCTURS
PARCO 15-6

VAM SALEM NON MODES PETL COLLING SLY POR DIME MYSALING MIKE & THE MECH COMP COMP ROLLING SYCHES BOTLOTS BOTLOTS BOTLOTS BOLLY COMM 9-5 PALCO 7-6 ELFOR JOHN 17-18

KEYIS-FRANKISIA. KS LandFrankis

HERE & THE MICHAEL GMD
Bottost:
MMART 1-1
LOWERSOT 3-2
ATLANTIC STRAMS 4-3
ADMENT TESPERS 13-6
PALCO 30-7

MODERT MALMED Hottos: ATLANTIC STARS 2-1 SEATO: JOSE 4-3 JOSE COUGAS 4-4 LOVENSOY 7-5

WHOT?Youngets Olds Thompson

JACKSON SHOWNE SON SHORT BOTH SHORT PALCO 6-1 LONG MECT 15-31 SHEETS 15-13 SLY FOR 22-15 STEWIS MOMBER 5-33

PARALLEL THREE

Dub Dush
PHIL COLLING
RISE & THE RECEAM
ROUNDED TO THE REAL TO THE
REAL TO THE RECEAM
RISE RESIDENT TO THE
RESIDENT TO

Jamir Jackson
Jamir Jackson
PRIL COULINS
SYSVIE HORISES
LEVEL 42 (dp)
Bottost:
Jamir 1-1
Jamir COUGAR 4-3
LOWERSON 18-5
INES 12-6
PALCO 13-7

Jan Cloude Jan Chees
DOLLING STORES
DESTRIC WORKER
DELANG STORES MICHEL
JAMES 1750 MICHEL
JAMES JACEBON
DAUMES MANIFOCK
BOTTOM MANIFOCK
BOTTOM MANIFOCK
LOSS MANIFOCK
BOTTOM MANIFOCK
PALCO 2-1
PALCO

Tony Ordinates
PERL COLLING
BERR STARTE
EVEROUS
RIANT SOURCE MICHE
JAMES JACKSON
STOTIS RICHS
BOU JOY! (49)
BOTTOS 6-2
NAM MALE 14-3
MOPLET COME 5-5
WAS MALES 9-35

KOCOCoder Reside, IA Band Pube

Boad Fulc.

MODERN MALMER

OPEN INC.

PELL COLLING

RELACT NOUND MACHE

DEBMIL SO STOURG

LEWICA CO.

RELAT FOR A-2

RELAT FOR

PEEL COLLING REEK & THE MECHAN REAMS BORND MACHE Rottest: ATLANTIC SULES 1-1 FALCO 4-2 PARCES 16-11 PARCES 22-14 COTTIBLO 31-23

1907ugs, 100

PORCE MD'S (dp) PEZ L COLLINS MINE 4 THE NECTAM BOTTO DIE 1 DEM CODGAN 5-1 SLTOW JOHN 4-4 PALCO 9-5 BOMENT TEPES 13-7

KKKIL-Philipsoni Parks, NO Manifestitude

PRIL COLLING Sottent: NEART 4-1 PALCO 0-5 NAMBLES 13-10 SLY PON 19-12 PRINCE 21-16

WAZY PARLabyons. III

BANGLES
SITE 6 THE MECHANISTICS OF STATE
SITES 6 THE MECHANISTICS OF STATE
SITES STATE
SIT

KITOKA Insula, 168

Mair Coffins PORCE MD'S (dp)
CMD
PMT SHOP BOYS
BOTCSST:
HEART 2-1
A TLAWTIC STRAM 4-2
STRAMHT 1-6
FALCO 9-5
INES 15-9

BOR MOMER BANGLES PHIL COLLING BOTLOSI JOBN COUGAR 5-1 HORSET MALMER 11-6 ELTON JOHN 7-3 ATLANTIC STRIN 12-7

SOD MEEN MLART SOUND SOCKE PRIL COLLING PRINTE COLLING SPANSIEP 1-1 ATLANTIC STANS 2-2 PALCO 7-0 ABC 21-17 BANGLES 12-22

POSTERN
PRIL COLLINS
SOTTEST: STABSHIP 1-1
FALCO 9-5
PRINCE 17-18
BANGLES 21-14
SLY POR 36-17

KKICHCHINGE Pulls, SD Dan Kinday

OND
PHIL COLLINS
STRVIE WOMBER (dp)
VAN BRAND (dp)
ROTEON (dp)
EXTENDED (dp)
EXTENDED (dp)
EXTENDED (dp)
ATLANTIC STARE 7-5
BANGLES 13-V

KIMBIOFreens, CA Burry/Curter

JORG 3 JOHN SAYLOR COM BOTTON 1-1 CHEMBELLE 10-3 JPANCE 20-13 FORCE MD'S 27-19 WE BEDOE 14-23

STREE PROFESSION CA

PETE COLLINS VOM MALAW (dp) COME (dp) Bottest: PALCO 7-1 THE 13-6 LOWERDOY 21-14 SLY POR 27-19 PRINCE 12-22

none Settest: STREET 2-3 STREET 2-3 STREET 3-3 SALTIMON 7-7 ATLASTIC PERM 8-0 FACO 10-18

KLUCKen Vogen, NV Denn/Taylor

HIKLERRaphi City, 90

PHIL COLLINS PMP SHOP BOTS COPPILLD Botteet: STABBLEP 1-1 PALCO 18-4 ATLANFIC BYANK PRINCE 13-6 INES 17-13

KWTO-FMO

Mone Bottest: MANT 3-2 BANKAR 3-3 JOHN COMMAR 4-4 PALCO 14-14 COTFIELD 22-22

MISS & THE MECHAN JULIAN LEMMON JIMPT BANKS Notted: PALCO 3-2 INES 6-4 SLY FOR 3-5 BANKSES 11-8 BORGERT PALMER 14-18

KDVV/Topola, KS

Egati Minus

PALTINONA
PERL COLLINS
SIER & THE MECHAN

FOLLOG 9-2
SLY POR 11-3
PRINCE 14-4
MMM.1'38 MORGAN 24-14
WAM MALEN D-26

LEWEL 62 JOLIAN LEMMON MILL COLLINS COMP Mottost: PREMICE 22-14 COTFF ELD 24-15 CAMOLES 29-16 RLO 27-21 WANT MALEN 40-16

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

KTRECooper, WY

Todd Coverage
MIANI SCHOOL SCHOOL
MIES & THE HECKAM
DENNESS DETOURS (dp)
STRANDINT
BURNT 2-1
REARY 2-1
ATLANTIC STRANG 4-1
FALCO 9-6
BUY FOR 14-13
BANGLES 17-14

KKAZICheyenne, WY Dave Hunter

Jay MicCall
PELL COLLINS
JULIAN LAMBON
NIERS & THE HINCOMM
18-ER
HOSTA OT 3-1
18-ER 7-4
18-ER 7-4
18-ER 7-5
18-ER 7-

CHARLES MITTON
LEWEL 62
RIAMI SCHOOL DIRE SPRAITS
DIRE SPRAITS
ELYCO 6-4
JAMIN COMM 8-7
RANGELS 29-24
PRINCE 36-36

WEST

PARALLEL TWO

PRIL COLLING MIANT SCUMD MACHI OPOS COMD Hottests STM.MEMIP 1-1 FALCO 5-2 ATLEPTIC STM.NE 5-7 NLY POM 12-9 INER 14-18

KUUUUNA arabista CA

BANGLES LOWERSOY Wettest: ATLANTIC STARR 1-1 PALCO 2-2 ESART 3-3 PRINCE 17-18 SLY FOR 23-14

NOBERT SALAUE VAN MALEN Bettest: HEART 2-2 FALCO 3-3 ATLANTIC SPARM 4-4 THOMSON TWINS 12-4 SLY FOR 32-15

EFECTAL ID LOVERBOY
PHIL COLLINS
BOTTOST 1-1
ATLANTIC SYARM 4-2
FALCO 4-3
SIMPLE MINES 9-7
FORCE MD'S 14-8

KIVOGoles, ID Tom Busto PRIL COLLINS
RETRE 6 THE AMCOUNT
SOUTH OF THE AMCOUNT
SOUTH OLD 1-1
SLY POR 1-3
ROBERT PALMER 16-9
OUTFIRLD 19-14
VALUE ING. MR. 40-29

SATT COUTTING Nottest: ATLANTIC STARE 1-1 PALCO 4-2 INUS 9-6 SLY FOE 18-7 BANGLES 14-9

mer, CO

CHID MILES SOURCE HICKER SPEEL COLLINS CRARLES SERVOU HICKER STREET STRE

ICONDIDIDATION, CIT

LITTLE RICHARD MAX Sottest: FALCO 4-1 BU SHOOS 8-3 SLT FOE 10-4 BANGLES 15-9 PRINCE 18-10

Sins Ryon

PRIL COLLINS MINS & THE MECHAN Bettset: PRAMERF 1-1 INNO 17-16 PRINT RECES 21-17 PRF SECT BOTS 34-20 COM 36-34

Kalifferium, 1800 John Laugan JOHN LENGTH
JOE COCKERS
JOE COCKERS
JOE COCKERS
BOTHORNIS SHEE
BOTHORNIS SHEE
BOTHORNIS 3-1
JOHN COMMAN 4-2
JOHN COMMAN 4-2
THOMPSON THIRM 5-5

KIRO/Tueson, AZ GERNANIANAN

DIRECTORS PRIL COLLINS PRIL COLLINS ROBBELLS ROB

EFFVRMeducts, CA Russ Mouth None Bottest: PTAMBER P 1-1 ATLANTIC STARM 2-2 TERMINEL 22-22 PRF SEED BOTS 31-31

CA

BOD SEER (dp)
PRINCE (dp)
PRINCE (dp)
PRINCE (dp)
PRINCE COLLESS
BOSTORI :
RENET 4-3
ATLANTIC STAIR 5-8
JOHN COUGAR 6-5
BIRES 29-16
SHOREY ROS DISON 27-19

KCAQ/Ounged-Verture, GA

STRVIE WOMBER
AGE SHEETS
JULIAN LEMBON
UNI
FOLIO 4-1
FOLIO 4-1
FOLIO 5-1
FOLIO 5-1
FOLIO 5-4
FOLIO 5-4
FOLIO 5-1
FOL

CONTRACTOR OF

Jam SquarPRIL COLLINS
JOHN SATURE
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PRIL COLLING
DEBMIS DEFOUND
JOHN SKYLON (dp)
ROTTOS:
PALCO 1-1
PALCO 1-2
ROSART PALMER 12-6
PRI SUPP BOYS 29-16
PRINCE 26-35

ECP10Bult Lake Chy. UT

Device National Copies (dep) Copies (dep) Copies (dep) Copies (dep) PREL COPIES (dep

OND (dp)
PRIL COLLINS
JAMPS JACKSON
JULIAN LEMMON (dp)
ROTION 7 3-1
REATH JOHN 6-3
JOHN COMMAN 7-5
LOVE NOT 8-6
PALCO 17-14

PARALLEL THREE

AB. Charder MINE & THE MICHAE BOTTOST |-1 TEMPERON TWINS 3-2 MANUAL & 4-5 33 TOP 7-6 PALCO 13-9

EYYAREIngs, MT Charle Pers

Charles Fermi set in 1 - 100 column Laves. 42 van malim PRIL COLLINS SOURTY MALMER HOSTON 20-3 JOHN COURAN 6-5 LOVE MON'T CHY 8-30

HOOS PARDON Regar Maleon Regar Medican
ROBERT PALLER
ROBERT STREET
RO STRAINSTRUMN SECRIT
PRIL COULTES
JULIAN LAMBOR
ANDELS
LITTLE STORME
STREE 4 TORME
STORME
1183 9-4
FORCE HOTS
1183 9-7
FR SHCT 22-10
PRI SHCP BOTS 22-12

Kilindrikasırdı Cinak Martin MIRE & THE MECHAN MIRE & THE MECHAN BALTHOMA CHES 21M FIRE TOURG CAMPIN Rottest: FALCO 9-4 RLO 18-13 SLY FOR 20-16 ROGERT TRIVER 24-19 FORCE MD'S 30-20

BLYSSillon Luin Oblopo, CA Jos Collino CHARLES SETTON JULIAN LEMMON
PEZL COLLINS
JINNY BANNES
BOTCOST:
PALCO 4-1
NEART 3-2
JOHN COMMAR 7-4
NEART 3-2
JOHN LONGAR 7-6
NETON JOHN 18-8

K2020an Luin O D.A. Collins B.A. Coffine BIAS ELEM BIAS DOLLARS PETE COLLINS JAMES JACKED BLANK SOUND HICKED BOOKS OF 1-15 PETEC 28-21 PETEC 28-21 PETEC 28-21 PETEC 28-24 PETEC 2

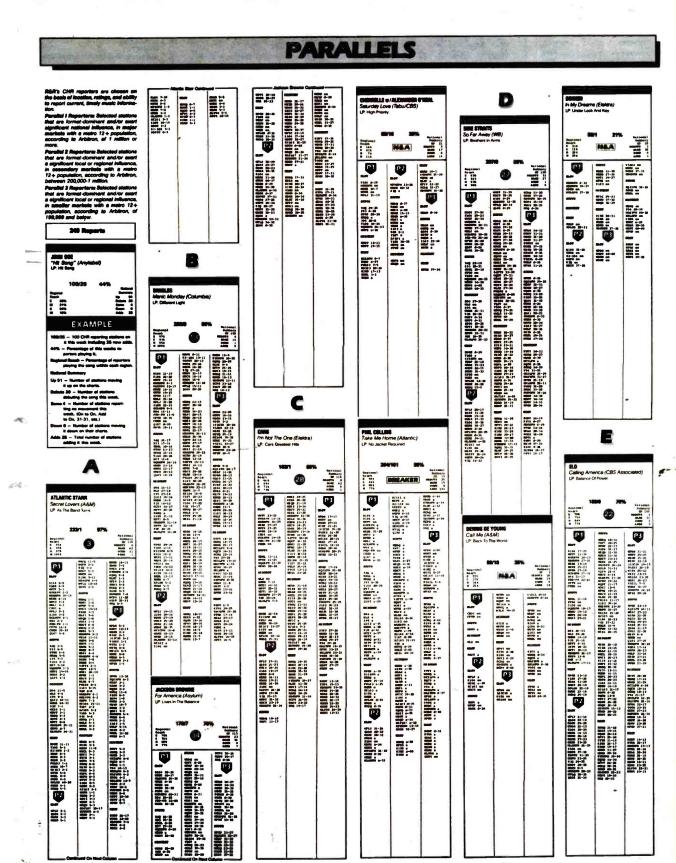
OKSETH-CHIM. WA IS TOP PARKELING THOMBERS PAROLOGY THOMBERS
GOOD THE STATE OF THE SECTION OF

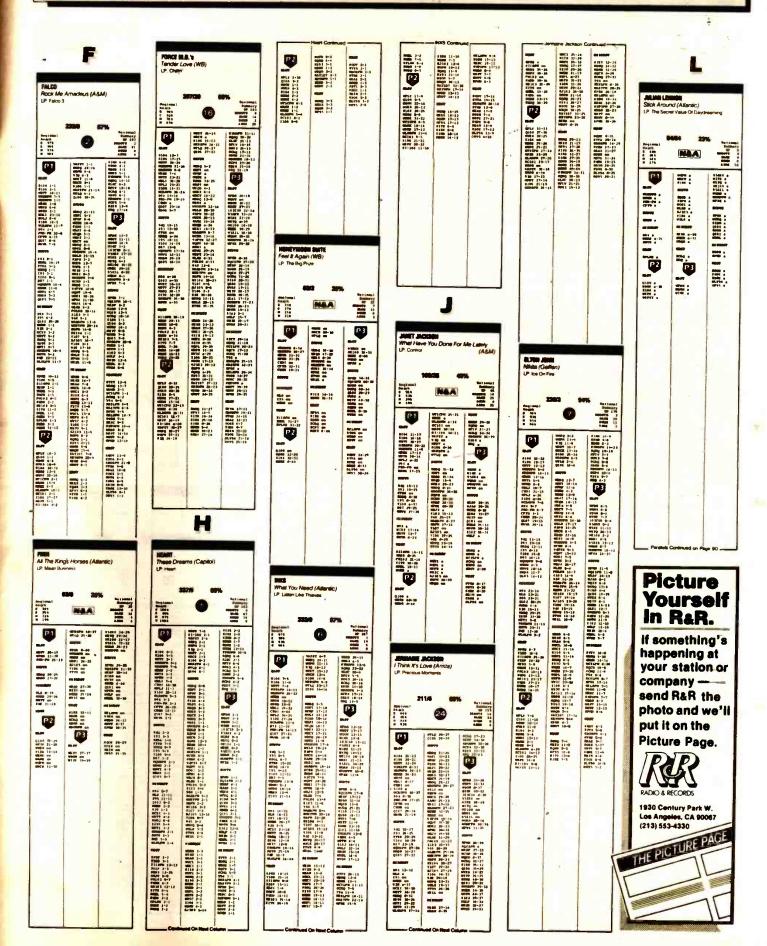
246 Reporters 231 Current Reports ne lettowing stations reports a transp playlet this week: KTICE/Dulles
Z105/Philadelphia
KTUX/Shraveport

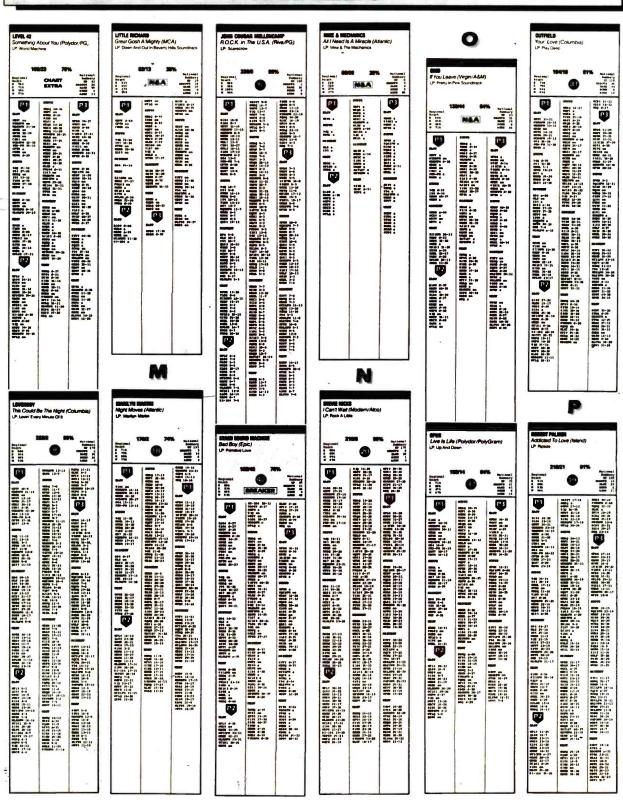
The following stations fells to report this week, and therefore their playlists were frozen: WZLD/Columbia ICPV/Microsoto ICOMO/Honolulu

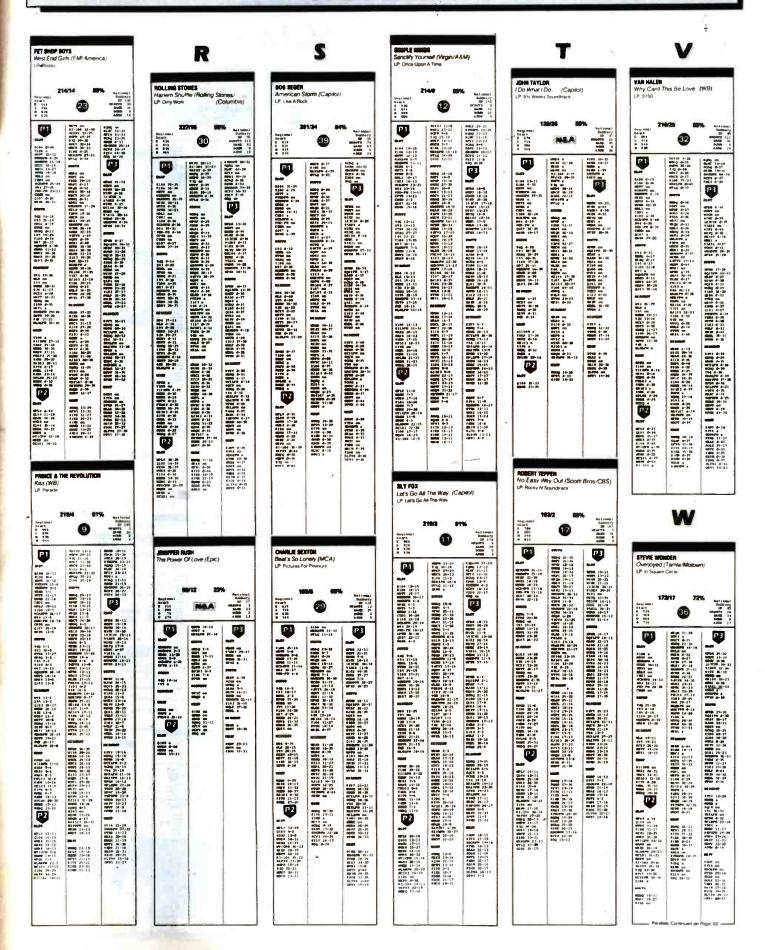
WGUY/Bengor KRNQ/Des Moin WSPT/Stevens Point

R&R FRIDAY, MARCH 14, 1986/87

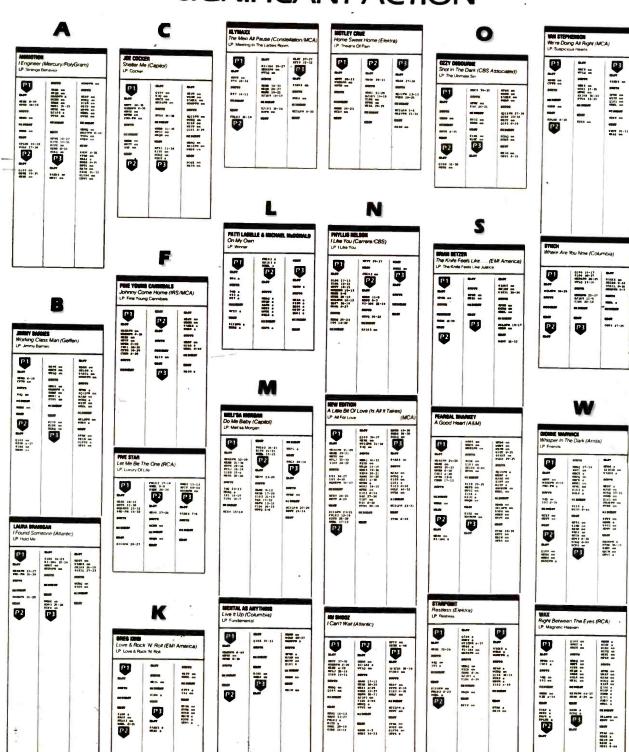








SIGNIFICANT ACTION



Running A Promotion Department

... is a time consuming, detailed, agonizing experience. Mondays and Tuesdays are filled with hope, satisfaction, elation and disappointment. Orchestrating a record through the radio maze takes energy, expertise, creativity and dependable input from a variety of sources. All decisions made on each project should be informed ones. If you're not currently using AIR, you're losing an important pipeline in the promotional process.

AIR accelerates the promotional process by assuring that your priority is listened to by the most important CHR reporters nationwide. And since "the sound of the record" is their number one reason in deciding playlist adds, using AIR to impact your priority is simply sound judgement.

To sum it all up... giving promotion departments more time to expose new product is critical in the fight for airplay. The key is getting radio familiar with each record. That's what AIR is all about.

AIR . . . the fastest, most reliable tool available to get radio to listen to music. It's a sound way to start a project.

WEEK #5

AIR Priorities

WEEK #5

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadling for CHII response is form

ARTIST

IIILE
ROUGH BOY
IS YOUR LOVE STRONG ENOUGH
(From the "Legend" soundtrack)
LIVE IT UP
PRINCES OF THE UNIVERSE
And the second s
RESTLESS

ZZ TOP BRYAN FERRY WB

LAREL

MENTAL AS ANYTHING QUEEN STARPOINT COLUMBIA CAPITOL ELEKTRA

COMPETITION #5

AIR

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

1986 Active Industry Research Inc

Active Industry Research • PO BOX 1136 • COLUMBIA MARYLAND 21044 • 301-964-5544

CONTEMPORARY HIT RADIO

CHART-EXTRAS

LEVEL 42

Something About You (Polydor/PolyGram)
70% of our reporters playing it. Moves: Up 62, Debuts 24, Same 56,
Down 0, Adde 23 including CFTR, WRSR, KPKE, KWSS, WFLY, WAPI, KQKQ, Complete airpley in Parallela.

BREAKERS.

PHIL COLLINS

Take Me Home (Atlantic)

85% of our reporters playing it. Movee: Up 13, Debuts 25, Same 15, Down 0, Adds 151 including B104, WAVA, KKBQ, Q105, WCZY, WLOL-FM, KIIS-FM. Complete airplay in Parallele.

MIAMI SOUND MACHINE

Bad Boy (Epic)
78% of our reporters playing it. Movee: Up 45, Debuts 43, Same 46,
Down 0, Adde 46 including 884, WQUE-FM, WLS, WKTI, KHTP, KMJK, KMEL. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

JONN TAYLOR "I Be What I Be (Thome For 9% Weeks)" (Capitol) 138/08
Mores Up 47, Debus 21, Sams 35, Down 0, Adds 38 including WIGE WPHO, PRO-FM, WWYZ, WMMS, KBEQ, KBE-FM, US100, KRS, KWSB, WYSH, WHSF, ZNS 30-06, KRUB-8-18

FM, USI COL LITE, KWISE, KWSR, WSR, WSR, 203 00-00, KPLUS 28-19, KZZD 31-41.

1000 "II Yes Leave" (A&II) 13044
Moves Up 20, Debus 35, Serie 28, Down 0, Adds 44 including WKIT, PRO-FM, WRSR, WMMS, WKIT, KWOD, KITS, B108, WSRD, KSRD, WSRD, WCDQ, KSTD3 39-22, KPLUS 20-12, WZOU 40-33
AMET JACKEDON "WMM HOWE YES Bose Fer 18b Lisbly?" (A&III) 160/25
Moves Up 44, Debus 14, Serie 25, Down 0, Adds 25 including WKLI, B94, Y100, B96, KWSS, Q100, WFST, WDJK, WYIC,

KPIQ, WGLF, KZOZ, WBENFAN 11-9, WHYT 12-7, KBS-FM 16-11
LITTLE RICHARD "Broad Book A Millipha" (BICA), \$82.19
Moves Up 19, Debus 14, Seme 37, Down O. Acds 13 including KWOO, KITS, WYSR, WERZ, PHIDA, KRBE, 94Z, WXLK.
KRBIQ, WGX, WHYS, KWMZ, ZSIS 32-94, KXIQ 37-27, KCAQ 40-23
LIBROE & THE INSCHAMICS "ABI I Read to A Milrastle" (Atlantile) 85-66
MOVES Up 0. Debus 0. Service 0. Comm O. Adds 89 including WAYA, 84Q KEGIL, WLS, Z96, KKRZ, KPLUS, KNBQ, WGRM, WGKZ, WHYC, KAY107, KCPY, GSSICK, KBS

NOREY 1800 SUITE "Foot II Again" (WB) \$3.2 MCQL WFOC, WYKS, WBEH-FM 39-27, WFHD 33-26, CHUM 19-16, MORE UP 22, Disbus 7, Same 31, Down 0, Adds 3, WKZL, WFOC, WYKS, WBEH-FM 39-27, WFHD 33-26, CHUM 19-16, MORE MORE AND 13-17, KFURS 31-22, WBGD 30-30, WKGD 27-22, WZUJ 39-31, KGZ-FM 40-38, KGDT 34-28, CR65

Moves, Up 27, Debuts 7, Serre 31, Looms 1, Looms 1, Looms 2, Looms 2, Looms 2, Looms 2, Looms 2, Looms 2, Looms 3, Looms 2, Looms

IS DeYOUNE "Call Me" (A&M) 56/18

DEMINIS DeVOUNDS "Cuff life" (A&M) 59/18
Moves Up 2. Debuds 10, Samp 28, Down O. Addos 18 inchading WRNO, KMAK, WFLY, WERZ, KI-FR, KRIBE. KX104, WRNQ, KMK, KDON-FR, KRIBE, KRIPE, KNICH, S935, KNOSI 0-29, KRIBH 40-35
CMERRELLE WITH ALEXANDERS BYTEAL. "Satterday Leve" [Tabuc 25) 59/16
Moves Up 2.1 Debuds 3. Samp 17, Down O, Addos 18 inchading kMBQ, WWZ, KZZP, KLIBE, S9Q, WSSK, WKSR, Y107, BJ105, KIJUC, WZPP, KNIN, F4102 7-6, KS103 18-10, KTS 17-12
JERIMPER RIVEN "The Prewer of Leve" (Explose) 59/12
Moves Up 17, Debuds 2. Samp 23, Down 2, Addo 12, WCALFEL, CFTR, 85, KMAK, Q100, WPST, WRON, WFDC, WKSF, WCOQ, WHGL, W6W0, WSPT, 421, KZZS 17-13, BJ105 4-3
JELIAM LESSIOSI "Saich Areand" (Affairstle) 54/44
Moves Up 18, Debuds 0. Samp 30, Down O, Addo 1, KURC, WCKS-FM 6-32, WSEN-FM 39-37, KPLUS 30-23, WERZ on, KCZS 32-30, WCKI 26-7, WZUU 37-32, WRON 35-28, KUYS 33-21, WZON on, WGAN 37-33, WAZY-FM 40-38, WDSR 38-38, OK65 29-28

SIGNIFICANT ACTION

BESIME WARMINGE "Whiteper in The Best" (Addes) 40/13

Monor U.S. Coston & Borro SE, Cosm II, Ados 19, PRO-PAL WIGGE-PAL WIGCY, WIDCO, 2108, WILLI, KIEL, WIFE, SEGOC, WIDCA, FOR CARROLL, WISCO, WIDCA, FOR CARROLL, WIDCA, WIDCA

MOST ADDED

PHIL COLLEGE (181) ake Me Home (Atlantic) ed is A Miracle (A JULIAN LEMON (\$4) Stick Around (Atlantic)

Bad Boy (Epic) 0000 (44) If You Leave (A&M)

HOTTEST

FALCO (196)

Rock Me Amadeus HEART (114) (A&M) e Dre These Dreams (Capitol)
ATLANTIC STARR (198)

Secret Lovers (A&M)
PRINCE & THE REVOLUTION (106)

Kies (WB)
JOHN COUBAR MELLENCAMP (78)
R.O.C.K. In The U.S.A. (Riva/PolyGram)

NEW ESTTOR! "A LISTO ST CLeve (In All R Tales)" (ISCA) 46.4

Mones Up 20, Debuts 6, Serre 13, Down O, Actis 4, WKS) WCMN, WCGO, CITOT, WXXS-FM 36-29, WKSE 28-21, Z80
34-27, WCCZY 4-427, WKCS 14-10, WKSX 38-36, KZPW 38-21, KAMCZY 28-20, KSMD 40-38, KMDX 36-30, WGLF 40-32

AMMIOTION "1 Engineer" (Casablanca, PulyGram) 46-9

Moves Up 6, Debuts 5 Serve 30, Down O, Actis 3, WMS-PR-R, Bullos, KMAZ, WKSE 43-9, WFY-D 38-34, KPLUS 28-18,
KMSE 27-34, WKSE 28-35, WKSH 38-33, KPSH 38-32, KRSHO 38-30, WAY-PR-I 440, KROT 4-38, KOZE 43-8.

KZOZ 35-32

MED SHBOZ "I Can't Walt" (Atlantic) 41/5

Moves: Up 1-6, Debate 4, Barre 1-6, Down O, Adde 9, MKSE: FM102, KITS, R1104, WKSI, WRVD, KSKD, WCL-FM. CKS6.

WRU_2 03-14, Z100 15-11, KMBZ 26-14, KSEPA 38-31, KMBX 34-22

JERRY BARRES "Wavefag Class Man" (Action) 35-6

Moves: Up 0, Distant 1, Sarrez 26, Down O, Adde 14, KSZD, WARS-FM WCKI, OK 100, KFMM, WCGQ, WDBR 5LYS6, WP+D

d-39: CTR on, INC on, WMMS on-op, KKTS on, KCAQ on-op, KKLS-FM onJAG 26, DEBATE 3, Barrez 26, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, Distant 2, Sarrez 36, Down O, Adde 14, KZD, WMTT 36-36, MOSS-FM onJAG 35, DISTANT 2, SARREZ 36, DOWN O, ADDRES 36, DOWN ONJAG 36, DOWN O, ADDRES 36, DOWN O, ADDRES 36, DOWN ONJAG 36, DOWN O, ADDRES 36, DOWN O, ADD

Moves. Up 3, Datuda 2, Sema 28, Down 0, Adds 1, NZZU, WHTT 38-36, WDKS-FM d-36, WPHD on PRO-FM on WHATE ON KWR on, WGRD 31-30, KF95 31-36, KCAD on WCDQ on KISR on, C101 d-29
STARPSWIT "Resolates" Eleman 38-76
Moves Up 2, Datuda 3, Sema 10, Down 0, Adds 15 inchading 86, KMEL, O100, WWRK WTIC-FM, WSPK, BJ105, WGAN, WCMP-FM, WMON, WYCK, KTMS, WKES 32-34, KAMZ d-28, C1010 38-33
SEELEA BOOMBAN "TO BIN Bishy" (Capitally 27/2
WSPK, SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY 24-14, WSPK, SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY 24-14
WSPK, SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY 24-14
MSPK SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY 24-14
MSPK SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY 24-14
MSPK SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY 24-14
MSPK SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY Z4-16
MSPK SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY Z4-16
MSPK SS-85, Z103 21-16, KSFM 12-10, Y103 24-16, KMEX 24-16, WCL-FM 27-25, KDVY Z4-16
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MSPK SS-85, Z103 21-16, KMEX 24-16, WCL-FM 27-25, KDVY Z4-16
MSPK SS-85, Z103 21-16, KMEX 24-16, WCL-FM 27-25, KDVY Z4-16
MSPK SS-85, Z103 21-16, KMEX 24-16, WCL-FM 27-25, KMEX Lip G, Debutio G, Same G, Down D, Astron co annual to the Conference of the Conferen

onds 880: 24-21, WMC on, KKRD onds, KKRC onds, KKIZ onds, KKZ **M 27-29, L109 23-19, Kriv1 one, Under Under

EMI America) 18/6 18. 7108. 2104, 9500C, WKHI. KYYY, KBIM, KZOZ, OK95, KMJK on, FM102 NEH KIMM "Love & Rock "N' Roll" (EMI Am

on, KMEL ol-36, WKZL on, WZYP on-dp, WHSL on, Y94 on KLYMAXX "The Men All Pause" (Constellation/MCA) 1849 Moves Up 7, Debuts 1, Same 9, Down 1, Adds 0, WNYS on, 997 14-11. 14-11 FM102 20-19 RI104 29-27, WKRZ-FM on, WTLQ

Debus 1, Serie 9, Down 1, Addi 0, Wivits dn. 1997 14-11 - Petitics -53, KKQB 29-7, BJ105 14-77, KJ103 38-34, WCL.-Fild 4-33 18 CAMMBALS "Johnny Come Home" (IRE-RECA) 17-4 Debus 4, Serie 7, Down 0, Adds 4, 85XXX, WGAN, WJAD, KBMA, V CHUM d-28, KBK on, WKSF on-do, WHSL d-40

SECTION 2-20, CHAIM 3-28. KINK on, WISS cr-dp, WHSL d-40

HIGHTLEY CHAIR "Home Sweet Hears" (Enthre) 17/8

HIGHTLEY CHAIR "Home Sweet Hears" (Enthre) 17/8

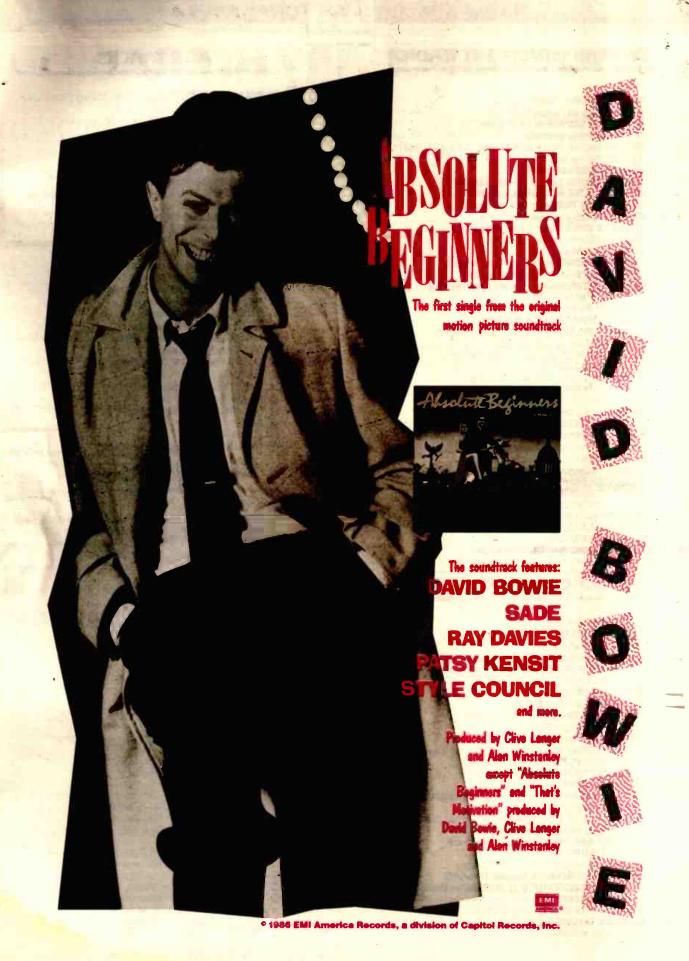
Howes Up 10, Debus 0, Sene 7, Down 0, Adds 0, WHTT 28-23, WOSS-FM on, WPHO on, WMMS 24-23, WCZY on, WZOU 38-31, WCIU 31-28, BJ105 19-18, V106 on, WCJ, 28-25, WGAN 27-24, KOZ-FM 23-12, KWES 28-25, WAZY-FM 15-10.

32-29, KMGN on, KORB 28-29, KCPK on, OK100 28-19, ISSUI, 27-23, WCGIG on, KISRI on
INSERTIAL AS ANTITYMBRS "Live It by" (Calcinable) 18-28
Moves: Up 2, Disbus 2, Simme B, Down O, Addis 3, WGMP-Pat, KFAIN. G101, WIBEN-FM d-40, WNYS on, WPHD d-36, Q100
33-31, KKIC on Chop, KMGN on, WGMAN 40-37, WAND on, WDIRP on-dip, KRIMI on
FIVE STAR "Lat life Be The Gee" (RCA) 18-6
Moves Up 6, Dabus 0, Simme B, Down 1, Addis 0, WNYS 31-30, WCAL-FM 33-32, PRO-FM 34-32, KIIS-FM 28-27, FM102
17-14, WRING 27-38, WCGN on, WMCN on, KMGN 13-12, KDCN+FM on, 95000.7-6

17-14, WERK 27-38, WICHON on, WIRCH ON, INJUST 18-12, INDURHMENT, BUDDNIFFE ON, BUDDNIFFE ARE YES INSECTIF (CENTRALINE) \$4/1
Micross Up 9, Distoia 2, Seme 1, Down 1, Addis 1, WHISE, WICHAELS 30-29, CI100 18-17, K104 40-37, WKRZ-FM 29-25, WKRZ-FM 20-21, CINDO 11-4, Y100 22-18, BUDDNIFFE ON K100 40-0, SROU, 6-30, WKMP-FM 9-7, OKS5 27-25
STRAMS SETZERS "The Kattle Peeds Libra Assistee" (ESIS America) 13/6
Moves Up 3, Distoia 1, Seme 9, Down 1, Addis 0, WIPK) On; WRINES 4-36, WKZL on, BSDOX on, OK100 on, 95XII, 26-24, KTWH on, WKRLS-FM 18-17, WCRR and pt, MCOT 38-32

New & Author Includes songs reported by at least 50 of our CHR reporters. Significant Action trickues songs reported by fewer from 90, but at least 10 of our CHR reporters. The incr markets fallowing the artistable plants) designation includes the basis reduced, leave many action 8 of the first time this vessel, kines indicate the type of activity this week, kines are seen and activity the week, kines are specifically active to the artistable activity. Down the downward often activity, and Adds for the market is a sampling of individual station activity. Compilate activity can be found in the Provinties. SOTTE Resource that less that the transplant 60% of our CHR reporters to become thereton many accumulate annual charge states here in the cHR retained. Author that is a state of the charge activity and activities are charged activities. Publishes Adds sender for the province, both of them between miningst. Engagement Adds ander Clinic tear plays in a 34-hear particular miningst.

Parallets Begin on Page 88 Adds & Hots Begin on Page 86 P-1 Playlists Begin on Page 83





CONTEMPORARY HIT RADIO

19 5 5 FALCO/Rock Me Amadeus (A&M) 19 5 3 ATLANTIC STARR/Secret Lovers (A&M) 4 STARSHIP/Sara (Grunt/RCA) . G JOHN COUGAR MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG) (Atlantic) ELTON JOHN/Nikita (Geffen) BLOVERBOY/This Could Be The Night (Columbia) PRINCE & THE REVOLUTION/Kiss (WB) 7 16 THOMPSON TWINS/King For A Day (Arista) 3LY FOX/Let's Go All The Way (Capitol) SIMPLE MINDS/Sanctify Yourself (Virgin/A&M) 16 BANGLES/Manic Monday (Columbia) 14 MR. MISTER/Kyrie (RCA) WHITNEY HOUSTON/How Will I Know (Arista) FORCE MD'S/Tender Love (Tommy Boy/WB) 19 ROBERT TEPPER/No Easy Way Out (Scotti Bros./CBS) MARILYN MARTIN/Night Moves (Atlantic) 1 ROBERT PALMER/Addicted To Love (Island) STEVIE NICKS/I Can't Wait (Modern/Atco) 13 21 MIKE & THE MECHANICS/Silent Running (Atlantic) ELO/Calling America (CBS Associated) PET SHOP BOYS/West End Girls (EMI America) 34 JERMAINE JACKSON/I Think It's Love (Arista) 26 25 23 25 ABC/(How To Be A) Millionaire (Mercury/PG) 24 23 22 26 ARETHA FRANKLIN/Another Night (Arista) DIRE STRAITS/So Far Away (WB) CARS/I'm Not The One (Elektra) 38 35 32 CHARLIE SEXTON/Beat'S SO Lonely (MCA) DEBUT NO ROLLING STONES/Harlem Shuffle (Rolling Stones/Columbia) OUTFIELD/Your Love (Columbia) OUTFIELD/Your Love (Columbia) VAN HALEN/Why Can't This Be Love (WB) 7 11 17 33 SADE/The Sweetest Taboo (Portrait/CBS)

11 20 33 38 SHEILA E./A Love Bizarre (WB)

DEBUT 9 BOB SEGER/American Storm (Capitol)

BREAKER MIAMI SOUND MACHINE/Bad Boy (Epic)

— 40 ☑ JACKSON BROWNE/For America (Asylum)
6 12 20 35 DREAM ACADEMY/Life In A Northern Town (Reprise/WB)

DEBUT → ② STEVIE WONDER/Overjoyed (Tamla/Motown)

_ _ 39 OPUS/Live Is Life (Polydor/PG)

ADULT CONTEMPORARY

	2	1	1	1	HEART/These Dreams (Capitol)
	5	2	2	0	ATLANTIC STARR/Secret Lovers (A&M)
	3	3	3	3	ELTON JOHN/Nikita (Geffen)
	20	13	7	0	STEVIE WONDER/Overjoyed (Tamla/Motown)
	7	5	4	5	MIKE & THE MECHANICS/Silent Running (Atlantic)
	9	6	6	6	JAMES TAYLOR/Only One (Columbia)
	25	16	10	0	FORCE MD'S/Tender Love (Tommy Boy/WB)
	1	4	5	8	STARSHIP/Sara (Grunt/RCA)
	12	11	9	9	THOMPSON TWINS/King For A Day (Arista)
	10	9	8	10	MR. MISTER/Kyrie (RCA)
	14	12	11	0	DAN SEALS/Bop (EMI America)
	15	14	13	Đ	ANNE MURRAY/Now And Forever (You And Me) (Capitol)
	-	21	16	Œ	JERMAINE JACKSON/I Think It's Love (Arista)
	8	8	12	14	WHITNEY HOUSTON/How Will I Know (Arista)
	17	15	14	15	ARETHA FRANKLIN/Another Night (Arista)
	21	18	17	13	SMDKEY RDBINSON/Hold On To Your Love (Tamla/Motown)
	24	20	18	D	CARS/I'm Not The One (Elektra):
	28	22	21	1	JACK WAGNER with V. CARTER/Love Can Take Us All Away (Qwest/WB)
		26	24	13	ELO/Calling America (CBS Associated)
	-	30	25	20	DIDNNE WARWICK/Whisper In The Dark (Arista)
	_	_	27	3	DIRE STRAITS/So Far Away (WB)
	30	24	22	2	LAURA BRANIGAN/I Found Someone (Atlantic)
	22	19	19	23	EVERLY BROTHERS/Born Yesterday (Mercury/PG)
	-	_	26	3	MELISSA MANCHESTER & AL JARREAU/The Music Of Goodbye (MCA)
	4	7	15	25	DREAM ACADEMY/Life In A Northern Town (Reprise/WB)
÷				26	BILLY OCEAN/When The Going Gets Tough (Jive/Arista)
BI	REA	AK	ER	4	DENNIS DeYOUNG/Call Me (A&M)
	_	_	29	23	JACKSON BROWNE/For America (Asylum)
	-	-	30	2	LOVERBOY/This Could Be The Night (Columbia) N&A Begins on Page 74

BREAKER SIMPLY RED/Holding Back The Years (Elektra)

AOR TRACKS

-	100	: :	-			
	_	_	2	0	ROLLING STONES/Harlem Shuffle (Rolling	Stones/Col.)
	6	3	3	Ŏ	ROBERT PALMER/Addicted To Love (Island)	
	_	_	7	ŏ	VAN HALEN/Why Can't This Be Love (WB)	
		4	4	Ŏ	JACKSON BROWNE/For America (Asylum)	
	_	-	5	Ö	BOB SEGER & THE SILVER/American Storm (Ca	apitot)
	1	1	1	6	FIRM/All The King's Horses (Atlantic)	
	2	2	. 6	7	INXS/What You Need (Atlantic)	
	20	12	10	8	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Asso	ciated)
	7	6			MIKE & THE MECHANICS/All I Need Is A Miracle	(Atlantic)
	22	13	12	10	HONEYMOON SUITE/Feel It Again (WB)	
	16		11	11	BLUE OYSTER CULT/Dancin' In The Ruins (Columb	oia)
					ZZ TOP/Rough Boy (WB)	
	27	19	14	1	BRIAN SETZER/The Knife Feels Like Justice (EMI A	merica)
BR	E	٩K		0		
	26	18	15		OZZY OSBOURNE/Shot In The Dark (CBS Associate	ed)
	56	32	23		JOE COCKER/Shelter Me (Capitol) .	
	11	9	13		JOHN C. MELLENCAMP/Under The Boardwalk (Riv	a/PG)
	5	5	9	15	PETER FRAMPTON/Lying (Atlantic)	
	9	14	16	19	OUTFIELD/Your Love (Columbia)	
		21	17	20	ELO/Calling America (CBS Associated)	
	23				TALK TALK/Life's What You Make It (EMI America)	
					DIRE STRAITS/So Far Away (WB)	
BR	E	٩K	ER		CALL/I Still Believe (Great Design) (Elektra)	
	30	28	27		ALARM/Spirit Of '76 (IRS/MCA)	
	34	30	25		RUSH/Mystic Rhythms (Mercury/PG)	
	35	31			DOKKEN/In My Dreams (Elektra)	Complete Tracks Chart
	-	_	49		PHIL COLLINS/Take Me Home (Atlantic)	Begins on Page 76
	42	36	29		FIRM/Live In Peace (Atlantic)	•
	18	17	18	-	ZZ TOP/Delirious (WB)	
	_	55	37	30	TED NUGENT/Little Miss Dangerous (Atlantic)	

BLACK/URBAN

PRINCE/Kies (WR)

I	11	4	3	0	PHINCE/KISS (WB)
l	3	1	1	2	JANET JACKSON/What Have You Done For Me Lately (A&M)
١	2	2	2	3	CHERRELLE/ALEXANDER O'NEAL/Saturday Love (Tabu/CBS)
ı	7	6	4	0	NEW EDITION/A Little Bit Of Love (Is All It Takes) (MCA)
I	15	12	7	Ö	GAP BAND/Going In Circles (Total Experience/RCA)
I	9	7	6	ă	ARETHA FRANKLIN/Another Night (Arista)
ļ	21	17	13	ŏ	NU SHOOZ/I Can't Wait (Atlantic)
Ì	19	15	8	ŏ	JEDDY PENDERGRASS/Love 4/2 (Asylum)
ĺ	12	11	9		EUGENE WILDE/Diana (Philly World/MCA)
I	27	21	15	0	JETS/Crush On You (MCA)
1	39	29	19	a	STEPHANIE MILLS/I've Learned To Respect The Power Of Love (MCA
I	18	14	12	12	JUICY/Sugar Free (Private I/CBS)
ı	23	18	16	Œ	JERMAINE JACKSON/I Think It's Love (Arista)
I	_	35	20	D	FALCO/Rock Me Amadeus (A&M)
ı	24	19	17	Ō	STEVIE WONDER/Overjoyed (Tamla/Motown)
١	3	3	5	16	RENE & ANGELA/Your Smile (Mercury/PG)
١	31	26	22	D	CASHFLOW/Party Freak (Mercury/PG)
l	_	30	25		PATTI-AUSTIN/The Heat Of Heat (Qwest/WB)
I	_	33	28	Ð	COLONEL ABRAMS/I'm Not Gonna Let (MCA)
I	_	39	33		STARPOINT/Restless (Elektra)
l	37	31	26		VAL YOUNG/If You Should Ever Be Lonely (Gordy/Motown)
I	-	_	36	Ď	FREDDIE JACKSON/Love Is Just A Touch Away (Capitol)
l	25	23	23	23	TRAMAINE/In The Morning Time (A&M)
į	29	28	27	2	SHIRLEY MURDOCK/No More (Elektra)
1	-	_	35	Œ	ALEEM f/LERDY BURGESS/Love's On Fire (Atlantic)
į	10	10	10	26	ISLEY, JASPER, ISLEY/Insatiable Woman (CBS Associated)
i	- 4	5	11	27	FORCE MD'S/Tender Love (Tommy Boy/WB)
-	-		38	28	EVELYN "CHAMPAGNE" KING/High Horse (RCA)
Sec.	40	32	31	23	ET (EDDIE TDWNS)/Best Friends (Total Experience/RCA)
j	6	8	14	30	ZAPP/Computer Love (WB)
į	_	38	34	0	FULL FORCE/Unselfish Lover (Columbia)
ł	5	9	18	32	WHITNEY HOUSTON/How Will I Know (Arista) N&A Begins on Page
	_	_	39	3	WHISTLE/ (Nothin' Serious) Just Buggin' (Select)
I	BREA	K	ER	0	VANITY/Under The Influence (Motown)
Ì	BRE	١K	ER	1	WALLY BADAROU/Chief Inspector (Island)
	28	27	32	36	LUSHUS DAIM & PRETTY VAIN/The One You Love (Conceited/Motor
	20	20	24	37	BERNARD WRIGHT/After You (Manhattan)
1				-	THE RESERVE OF THE PARTY OF THE

BREAKER MICHAEL HENDERSON/Do It To Me Good (Tonight) (EMI America)

OBUT LL COOL J/Rock The Bells (Def Jam/Columbia)

BREAKER ISLEY BROTHERS/May 1? (WB)