

I N S I D E :

FOCUS ON NEW MUSIC

Records Editor **Adam White** debuts with a look at the increasing role of the New Music Seminar and a four-page discussion with programmers and record executives on new music itself: how radio deals with it and how labels try to break it.

Page 32

AND MUCH MORE NEW MUSIC . . .

Tying in with Adam's theme, **Ken Barnes** totes up the number of new artists broken recently by radio's music formats; **Steve Feinstein** asks programmers how they showcase new music; **Lon Helton** hears the views of Country programmers and other interested readers on injecting new artists into the format; and **Walt Love** hears from label black music executives on the subject of declining record sales.

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IN THE NEWS THIS WEEK

- Lee Rogers PD at KRPM
- Tony Kilbert PD at KBLX
- Bill Jackson PD at KCNR
- Bearman PD at WFBQ
- Trip Reed PD at KISS
- Bob Bedi OM at WNOR-AM & FM
- Bobby Cook PD at WWKX
- Gary Blum GSM at WPIX
- Jon Horton GSM at KMGG
- John Jenkins Program Mgr. at WMJJ
- John Marks PD at KKAT
- Mark Gross GSM at WBMW
- Heritage buys WMET

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NEW FCC EMPHASIS ON AM

The FCC's Mass Media Bureau, concerned about AM radio's future, is taking steps to help. **Brad Woodward** details the campaign.

Page 11

KELI BUYING LISTENER DIARIES

In an unprecedented move, **KELI/Tulsa** took out a newspaper ad to offer money for listeners' **Arbitron** diaries filled out with the station's call letters. See the ad and hear some of the instant repercussions.

Page 5

RADIO AROUND THE WORLD

The international marketplace is targeted for syndication ventures by ex-**Watermark** chief **Tom Rounds**, who talks about his new goals with **Reed Bunzel**.

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DELEGATION: A MANAGEMENT MUST

Consultant **Rick Ott** contrasts management styles and deals with proper delegation.

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NEXT WEEK IN R&R

Our new Engineering column returns, with **Hugh Heller** detailing the newest wrinkles in CDs.

Newsstand Price \$3.50



Norman Transfers To KRTH As VP/GM

After over 12 years as VP/GM of RKO's KFRC/San Francisco, **Pat Norman** has been transferred to sister station **KRTH (K-EARTH)**/Los Angeles, replacing **Allan Chlowitz**. Also departing is GSM **Jan Kopic**. Both left over differences in direction for the Oldies outlet. RKO Radio Division President **Jerry Lyman** told R&R, "I think this is a good move not only for Pat but for the company. He was looking for a new challenge and opportunity and I needed someone with his background. "With (AM sister) **KHJ** being a strong retail sales tool



Pat Norman and **KRTH** having some of the finest agency business, we will seek to use the strengths of both to aid each other. While we are not going to merge the two stations, we are selling them as a combination." Lyman indicated a replacement for Norman would be named at **KFRC** by next week.

Norman remarked, "I leave a lot of great friends behind at **KFRC** after 12½ years. But **KRTH** is an incredible radio station. I would hope that we will soon renew the faith the audience has in us as the premier Oldies station in Southern California."

Speaking of the closer working relationship with **KHJ**, he added, "(**KHJ** VP/GM) **Ron Thompson** and I will be working very closely together. No re-NORMAN/See Page 9

"ZERO CHANCE" OF LEGISLATION PREDICTED

Senators Assail Rock Lyrics, Record Labels

The U.S. Senate Commerce Committee hearings last Thursday (9-19) on explicit song lyrics were the most intense and, at five straight hours, probably the longest public ventilation of the controversy's central issues. The Parents' Music Resource Center (PMRC) made a graphic presentation of its by-now familiar charges that more and more songs are dealing in sexual or violent themes unsuitable for young children, and senator after senator declared support for legislation or regulation if the recording industry does not make greater self-regulatory efforts.

The willingness of member companies of the Recording Industry Association of America (RIAA) to sticker albums containing explicit lyrics seemed to win little favor from the committee, and RIAA President **Stan Gortikov** was on the defensive for much of his appearance, particularly during exchanges with committee Chairman **John Danforth (R-MO)**.

By contrast, two of the four radio executives who gave testimony were praised for their actions: **Eddie Fritts**, President of the NAB, and **Bill Steding**, Exec. VP of Bonneville's Central Broadcasting Division. Fritts was cited for the NAB's moves to sensitize broadcasters to the issue, and for asking record companies to supply lyric sheets with records sent to radio. Steding was lauded for the programming policies of Bonneville's **KAFM/Dallas**, described by him as "eliminating offensive music."

The three recording artists who came before the committee, **Frank Zappa**, **John Denver**, and **Dee Snider** of **Twisted Sister**, were articulate and forceful, for the most part, in presenting their views against the PMRC's proposal for a recording system. "It would approach censorship," said Denver, while Zappa called it "an instruction manual for some sinister kind of 'toilet training program' to housebreak all composers and performers because of the lyrics of a few." Snider complained of "character assassination" by **Tipper Gore** of the parents' group, and ridiculed the interpretation placed upon some of his lyrics.

Scant Meaningful Airplay

In his testimony, Fritts emphasized that of the songs considered explicit, "only a very few ever receive any meaningful airplay." He also reiterated

how broadcasters are held responsible by their local communities for program content. "NAB will never attempt to intrude into any station's programming judgments. What we have endeavored to do is to balance the need for voluntary industry restraints with a strong sensitivity to First Amendment concerns."

But their highly individual comments were not necessarily SENATORS/See Page 4

Mason Station Manager At WTAE & WHTX

WKRC/Cincinnati PD **Dave Mason** has been named Station Manager for **WTAE & WHTX/Pittsburgh**. He starts his new duties October 15.

Newly-appointed GM **Rich White** told R&R, "Dave is not only an expert in A/C music, but he also has tremendous experience in AM A/C with elements such as news, sports, and talk shows."

Mason said, "This fulfills a couple of goals for me. Number one is getting back to Pittsburgh. Number two is to work with some real legendary people."

"The immediate plans are to check out the music for both stations, but I don't see any reason for any major changes. I intend to see the combo lives up to its potential."

Mason programmed **WKRC** for two years. Before that he was PD at **WGR/Bufalo** for

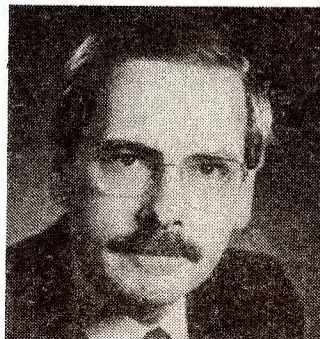
two years and PD at **WBBF/Rochester** for a year and a half.

WOLFE CKGM PD; ATKINSON GSM FOR COMBO

Hambleton VP/GM At CKGM & CHOM

Concurrent with **CHUM Ltd.**'s takeover of **CKGM & CHOM/Montreal**, **E. Lee Hambleton** has been appointed VP/GM for the two properties, which will be known collectively as **CHUM Quebec**. At the same time, it was also announced that **David Wolfe** has been named PD for **CKGM**, while **David Atkinson** is the new GSM for both stations.

Hambleton, who had been representing **CHUM Ltd.** as an independent consultant during the transaction, succeeds **Phil Parker**, who was VP/Sales &



Lee Hambleton Station Manager for former owner **Maisonneuve Broadcast**-HAMBLETON/See Page 9

Ochs GM At KCBQ



Charlie Ochs

Veteran programmer **Charlie Ochs** has been named GM for **KCBQ-AM & FM/San Diego**. Ochs fills the position left open when **Peter Moore** left the station more than a month ago.

Infinity President **Mel Karmazin** commented, "I am very pleased to have someone with Charlie's enormous background in Country. I am confident he has all the ingredients to make **KCBQ** one of the premier Country radio stations in the U.S."

Prior to announcing the expansion of his consulting firm a few weeks ago, Ochs spent a year as VP/Programming for the Phoenix-based **Broadcast Group**, which included programming **KJJJ-AM & FM-Phoenix**. Ochs was with **KIKK-AM & FM/Houston** for seven years before moving to Phoenix, three as morning personality and four as PD.

Ochs told R&R, "**KCBQ** became a client of my consultancy and this position grew from that OCHS/See Page 9

QUE TE QUIERO

(KAY-TEH - KEY-AIRO)



MEANS

I LOVE YOU.



The new single by



Produced by Katrina and The Waves
and Pat Collier

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SEPTEMBER 27, 1985

ARBITRON/BIRCH DEMOGRAPHIC RANK COMPARISONS

Further refining our demographic rankings presentation, this week you'll see Arbitron's and Birch's top ten stations in four demographic cells, side by side for easy comparison.

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Cook PD At WWKX

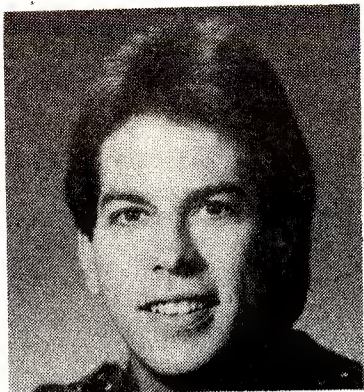
WWKX (KX104)/Nashville MD/-Assistant Bobby Cook, a four-year station veteran, has been named PD, retaining his 9am-noon airshift. He replaces the exiting Michael Murphy.

GM Rich Blum told R&R, "We feel Bobby has the best possible combination of talents to lead 'Rock Hits 104' to the top of the CHR mountain in Nashville. His knowledge of the city and our staff make him the only serious choice we could have made at this point."

Regarding reports of financial problems for the station, Blum explained, "These problems are of a minor nature, and we are now in the process of correcting our cash flow problems. I feel the future for this station is bright, and our problems were simply that of too many CHRs in one market. There is no question that we can beat existing CHR competitor Y107." WZKS switched from CHR to Format 41 last week.

Cook stated, "I've done everything else in the building; worked every shift there is. As a first-time PD I've got a fresh outlook on it all."

Prior to joining WWKX, Cook was an air personality at 92Q (WBYQ)/Nashville and WKYX & WKYQ/Paducah, KY.



Bill Jackson

Jackson Now PD At KCNR

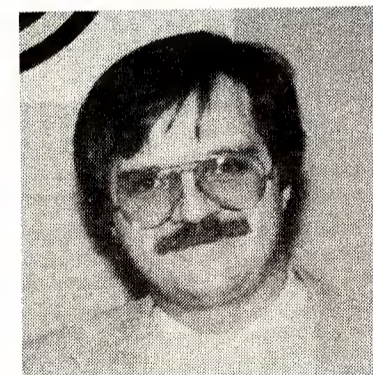
Bill Jackson has been upped from Assistant PD to PD at KCNR/Portland. He replaces Scott McLeod, who exited recently.

GM Dave McDonald told R&R, "Bill's been here for three years and has always been a real leader. We think he can lead us to the height of Adult Contemporary radio in Portland."

Jackson commented, "I plan to instill a feeling of renewed enthusiasm in my staff and on-air. We're going to stay an oldies-based A/C. But it's going to be more up and bright. It's not going to be an 'also-ran' background station."

Jackson has worked middays in addition to Assistant PD duties for the past three years at KCNR. Before that he worked on air at KGW/Portland for three years.

Reed Set To Program KISS



Trip Reed

Former WCMF/Rochester PD Trip Reed has been named PD at Capitol Broadcasting Company's KISS/San Antonio. He replaces Greg Stevens, who left to program KCFX/Kansas City two weeks ago.

KISS VP/GM John Hiatt told R&R, "We plan to make this a one-AOR market sometime in the next 6-8 months. Trip's a guy who knows exactly how to accomplish that."

Reed remarked, "The facility's beautiful, the people are top-notch, the support is solid, and I know we'll continue to do even bigger and better things in San Antonio."

Reed was PD at WCMF twice, in 1980-1982 and 1983-1984. In between those stints, he programmed WMET/Chicago, and has also done airwork at Philadelphia's WYSP and WMMR and WPLJ/New York and WSHE/Miami. In addition to his programming duties, he'll be cohosting the KISS "Rude Awakening" morning show with Steven O. Sellers.

Rogers Takes KRPM Programming Post

KCBQ-AM & FM/San Diego OM Lee Rogers has been appointed PD at KRPM/Tacoma-Seattle. Rogers's first day is Monday, September 30 and he replaces John Marks, who has left for the programming position at KKAT/Salt Lake City.

KRPM VP/GM Gary Taylor commented, "KRPM needs someone of Lee Rogers's quality to fight the tremendous Country battle going on in Seattle. I find it very exciting to work with a professional broadcaster who truly loves his job and wants to win."

Rogers, who has been with KCBQ since February, spent two years as KGHM & KIDX/Billings OM, plus six months as parent company CIC Corporate PD. Prior to that he was on the air at KMPS/Seattle for eight years. He told R&R, "I'm sad to be leaving KCBQ because we're on the right track. Infinity is committed to Country in this market and the groundwork for winning the country battle has been laid."

"I'm really excited to be going home to Seattle. I've long admired Gary Taylor as having one of the best radio minds in the business. Highsmith is one of the most ag-

Blum GSM At WPIX

WNEW (AM)/New York GSM Gary Blum is the new GSM at crosstown A/C-formatted WPIX. The move reunites Blum with WPIX VP/GM Marvin Seller; the two worked together earlier at WKTU/New York (now WXRK).

Blum, who fills the vacancy left at WPIX when Sellers stepped up from GSM eight weeks ago, spent three years with WNEW, first as National Sales Manager and then as GSM. He was previously in sales for seven years at WKTU, the last two as NSM for Sellers, who was GSM there at the time. Said Sellers, "I know Gary quite well; he thinks like me. Gary is very positive, and a good man in all areas."

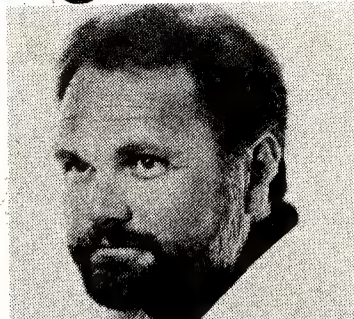
Added Blum, "I'm excited about being back on FM, because I think this is the mainstream of radio. I couldn't be in a better place right now in terms of the people and format."

Gross GSM WBMW

Mark Gross, VP/Sales (East) for Metro Traffic Control, has joined EZ Communications' WBMW (B106)/Washington as GSM. He replaces Dick Eury, who resigned to join crosstown WGAY as an Account Executive. The move marks Gross's return to the market, where he was previously Local Sales Manager at WAVA and National Sales Manager at WRQX.

WBMW VP/GM Bonnie Reich told R&R, "Mark is simply the right person for the job. Our conversations have demonstrated his professionalism and enthusiasm for the market and our company."

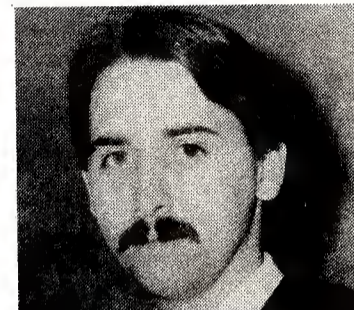
Gross commented, "I want to help shape the sales staff into the most aggressive team on the streets to work with the agencies and retail accounts, in the most professional manner possible."



Lee Rogers

gressive young companies around today and I'm charged up about joining them. It's also going to be fun programming against a radio station I helped build."

Bedi OM For WNOR-AM & FM



Bob Bedi

After a year as PD at WNOR (AM)/Norfolk, Bob Bedi has been advanced to the new position of Operations Manager for WNOR-AM & FM. In addition to retaining his AM PD duties, Bedi will be responsible for various programming/public relations aspects for the "Classic Rock"/AOR combo, and he will also oversee the stations' promotional activities.

VP/GM Jack Rattigan remarked, "Bob has done a great job with 'AM 1230' in the past year, and his imagination and insights will serve WNOR very well in this new position."

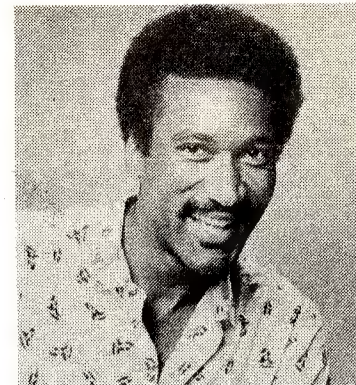
Prior to WNOR, Bedi served four years as PD at WCPZ/Sandusky, OH. "The next several months will be exciting times for WNOR," he said. "We have an outstanding group of people who are working very hard to solidify the leadership position we now enjoy among radio stations in Hampton Roads."

Horton KMGG's New GSM

WENS/Indianapolis GSM Jon Horton has transferred to the GSM chair at Emmis Broadcasting A/C sister outlet KMGG/Los Angeles. He takes over for Paulette Williams, who has left the station.

Emmis President Jeff Smulyan commented, "We think Jon is one of the most talented young broadcasters in the country. We can't think of anyone we have more confidence in, and that's why we're excited about sending him to our largest station, Magic 106."

"I'm extremely excited to have the opportunity to work in a major market such as Los Angeles," said Horton, who started with WENS as an Account Executive in 1982 before moving up to LSM and GSM in successive years.



Tony Kilbert

Kilbert KBLX's New PD

At "Quiet Storm"-formatted KBLX/Berkeley-San Francisco, afternoon personality Tony Kilbert has been promoted to PD. He succeeds Clifford Brown Jr., who exits the station after six months at the helm.

Noted KRE & KBLX VP/GM Harvey Stone, "I am particularly pleased to turn over the PD reins to Tony. I'm confident and secure in his understanding of the uniqueness of our format, because he has worked all sides of the music business."

A longtime local radio talent, Kilbert joined KBLX a year ago, having previously worked five years with cross-Bay KMEL/San Francisco and four more at then-AOR neighbor KSAN. He has also handled Northern California promotional duties at both Motown and Elektra/Asylum.

Kilbert told R&R, "This is an incredible opportunity to contribute to the richness of the Bay Area music scene, and to continue this station's success in the market. KBLX's diverse weave of music and its intimate approach is totally in sync with my personal outlook."

Bearman WFBQ PD

WFBQ/Indianapolis Assistant PD/MD "The Bearman" (Kevin Schutts) has been promoted to PD at the Taft AOR, following John Roberts's move to WLLT/Cincinnati last week. This is his second stint with Taft, which recently acquired WFBQ from Gulf; he had worked for the company at WGRQ/Buffalo (now WGR-FM) between 1980-82.

WFBQ VP/GM Chris Wheat told R&R, "Our music mix is superb, and if the Bearman can take his knowledge in that area and apply it to the programming angle, we'll be even better than we are already."

Bearman, who joined WFBQ as MD early last year, moved up to Asst. PD eight months ago. His 13-year background includes OM stops at WGRQ and WZZO/Allentown, and he has also worked drivetime airshifts at WKLS/Atlanta. "It's always a young boy's dream to start out parttime and work his way up to being a PD," he said. "What a great challenge to be offered a station that's number one, with its highest ratings ever."

While the Bearman will retain his afternoon show, midday personality Jay Baker has become Music Director.

Senators

Continued from Page 1

in sync with RIAA strategy, and may have complicated matters. For example, both Zappa and Denver agreed that printing lyrics on an album's jacket would be acceptable to them, to alert parents to the contents.

The RIAA has pointed out that record companies have little or no control over such a solution, the rights to reproducing lyrics being in publishers' hands.

Sideshow Atmosphere

The appearance of the three performers also contributed to the "sideshow" atmosphere of much of the hearing. Room

SR-253 of the Russell Senate Office Building was packed to overflowing with reporters and photographers, many of whom disappeared when the last artist (Snider) left the witness table — but before Gortikov spoke. And being in the presence of celebrities even affected one of the Senators: Albert Gore Jr. (D-TN), husband of PMRC principal Tipper Gore, told both Zappa and Denver that he was a fan of their music. When Snider began testifying, he said to Gore, "I hope you're not going to tell me you're a fan of my music, too."

The overall tone of the hearing was set early, when Sen. Paula Hawkins (R-FL) spoke of the outside help that parents often seek in educating their children about sensitive topics, and then asked, "Should that force be the government?" Chairman Danforth subsequently said there was a "zero possibility" of legislation being introduced on this issue, but that didn't stop other senators from expressing support for the idea "unless the [recording] industry cleans up their act," in the words of Sen. James Exon (D-NE). Commented Sen. Ernest Hollings (D-SC), "It's outrageous filth and we've got to do something about it. If I could find some way constitutionally to do away with it, I would."

Sympathetic Senators

The same PMRC slides-and-lyric-excerpts presentation that provoked spirited anticensorship comments from broadcasters at the NRBA-NAB convention in Dallas won an attentive and sympathetic hearing from committee members. Mostly heavy metal acts — Twisted Sister, AC/DC, Judas Priest, Motley Crue, and a host of lesser-known artists — came under fire. The cover of Def Leppard's "Pyromania" album was separately pinpointed by Sen. Hawkins as an incitement to arson.

USA For Africa Counter

When the RIAA's Gortikov later questioned the PMRC's "motives and fervor" and asked how long it would be holding "our feet to the fire," a clearly irritated Sen. Danforth responded, "You don't object to anyone publicizing their concerns, do you? The whole music industry lives on publicity... why shouldn't concerned parents be able to publicize their problems as well?" He continued, "Do you deny the testimony of the PMRC and the lyrics read to us here?" To which Gortikov replied, "I promise you that... children learned more from USA For Africa's 'We Are The World' in respect to generosity, giving, caring, brotherhood,

and sacrifice. Those positive messages are just as important as the negative ones, and I only ask perspective and balance."

For his part, Sen. Gore criticized record companies for their "refusal to acknowledge that the industry as a whole has any responsibility" for the spread of offensive song lyrics. On another occasion, he referred to "a number of violent acts associated with AC/DC," including the so-called Night Stalker murder case."

In discussing the existing RIAA proposal to label albums with "Parental Guidance: Explicit Lyrics," Gortikov told Sen. Danforth, "Let's not decide in front that the intentions and motivations of the program will not work. That's unfair." Countered the Senator, "I can't blame [the PMRC] for being a little bit wary about the motives of record companies that are peddling lyrics that glorify rape and incest, drugs and suicide and violence to children. Why should they feel that that's any great custodian of the values of their kids?"

Others who testified: Millie Waterman, a VP of the National PTA; behavioral experts Dr. Joe Stuessy and Dr. Paul King; Robert Sabatini of WRKC/King's College, Wilkes-Barre; and air personality Cerphe Colwell of DC101/Washington.

Arista Signs GTR



Arista has signed GTR, headed by former Asia/Yes guitarist Steve Howe and ex-Genesis guitarist Steve Hackett. The debut GTR album is due at the start of next year. Pictured at the signing are (l-r) manager Brian Lane, Hackett, Arista President Clive Davis, and Howe.

SUPER WEEKENDS

Coming Soon!

1985

COUNTRY
SIX
PACK

4 Thanksgiving
The Country Love Song

HOT
ROCKS

Bryan Adams December 14-15
Pat Benatar December 21-22

5-6

A-Ha

12-13

Stevie Wonder

19-20

Bryan Adams

26-27

Oingo Boingo

Rick
DEES'
WEEKLY TOP 40

5-6

Pete Fountain

12-13

Brenda Lee

19-20

Andy Williams

26-27

Debbie Reynolds

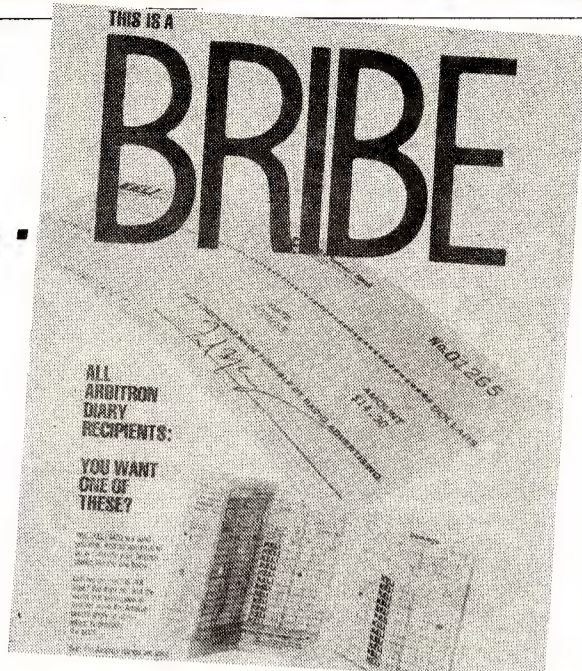
THE
GREAT
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New York
Washington, D.C.
Chicago
Detroit
Dallas
Los Angeles
London

UNITED
STATIONS
SP

NEWS

**And If
You
Act
Now...**



The latest Arbitron diary-mention scandal is nonsubscriber KELI/Tulsa's on-air/newspaper campaign, which "bribes" diarykeepers to fill in the station's call letters for a \$14.30 premium. "I've just had Arbitron up to my eyeballs and I figured, 'What the hell,'" said station partner/GM Fred Weinberg. "The whole ratings system is stupid, so I ran an ad offering to buy back all their diaries. Maybe once the Arbitron people notice that everyone in Tulsa is listening to KELI, they'll change the way they use these diaries." In a thinly-veiled threat, Weinberg added, "If they delist me, they better check their legal options closely. I might have an argument saying, 'So you're more concerned about ABC/Cap Cities' legal counsel than mine.' We just might make that argument in court."

Countered Arbitron VP/Sales & Marketing Rhody Bosley, "If WLS had done anything like this, they would have been removed from the book also. The words I have for this guy you couldn't print. We're taking legal action and looking at the use of our policy against rating distortion... this is distortion, out and out." The ratings firm's options include extending the sweep, or deleting the first two weeks and adding extra sample to the remaining weeks to achieve in-tab goals.

Promotion Adventure For Chrysalis



Chrysalis held its national promotion meeting in New York recently, bringing staffers down to see recent signing the Adventures live at the Ritz after the meetings. Pictured (l-r) are NW Regional Promotion Mgr. Robert Nesbitt, Adventures' Tony Ayre, Exec. VP Jeff Aldrich, group's Eileen Gribben, Pat Gribben, Paul Crowder, Spud Murphey, and Terry Sharpe, VP Rick Dobbis, manager Simon Fuller, Chrysalis Music Group's Cherie Fonorow, manager Chris Morrison, Chrysalis President Jack Craigo, and National Album Promotion Director Kevin Sutter.

Radio With Southern Accent



Tom Petty & The Heartbreakers toured Nashville in support of their "Southern Accents" LP, and met with local radio notables backstage. Pictured (l-r) are WKDF's David Hall, Petty, MCA Nashville's Jerri Leonard, KX104's Andy Sommers and David Kennedy, and MCA Nashville's Michael Steele.

SEPTEMBER 1985

5-6
Willie Nelson

12-13
Gene Watson

19-20
Janie Fricke

26-27
Eddy Raven

**THE WEEKLY
COUNTRY MUSIC
COUNTDOWN**

5-6
Four Tops

12-13
Barry Manilow

19-20
Guess Who

26-27
Simon & Garfunkel

DICK CLARK'S
Rock Roll & Remember



**AMERICAN
MUSIC
MAGAZINE**

STARRING

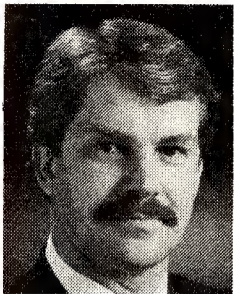
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UNITED
STATIONS
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NEWS IN BRIEF



Darrel Huskey



Neil Lasher



Jean-Pierre Weiller



Francis Aliberte



Jack O'Connell

● **DARREL HUSKEY** is promoted to Sales Manager at Easy Listening-formatted **WGLD/Greensboro, NC**, moving up after three months as an Account Executive.

● **JEAN-PIERRE WEILLER** is the new VP/GM for **Gramavision Records**. Most recently Charge de Mission for the French music industry, Weiller was founder of **Europa Records**.

● **MARK VOS**, morning man at **KRNA/Iowa City**, has been advanced to PD. He previously worked at **WTDY/Madison**.

● **GLENN FOX**, formerly of **KZUNI/Modesto**, is the new PD at **Buckley Broadcasting's** recently-acquired Country station **KUBB/Merced-Modesto-Stockton**.

● **PAUL "Cooch" MARCU**, formerly of **KDKO/Denver**, advances to the PD post at CHR-formatted **KRKE/Albuquerque**.

● **J.D. MACKIN**, President/GM of **WSJM & WIRX/St. Joseph-Benton Harbor, MI**, will head co-owned **WTDY & WMGN/Madison**. He takes over for **Charles Mefford**, who becomes VP/Acquisition & Development for parent **Midwest Family Stations**. At the same time, **WSJM & WIRX** Station Manager **Gayle Olson** is promoted to VP/GM, succeeding Mackin.

● **NEIL LASHER** joins **Chrysalis Records** as Mid-Atlantic Regional Promotion/Marketing Manager. A former radio programmer, Lasher has also worked in promotion for **Elektra** and **PolyGram**.

● **MIKE SIRIANNI** has been promoted to Program Director at **WJFM/Grand Rapids**, moving up after a year as MD. Taking over as the CHR station's Music Director is **Dave Fuller**, formerly of **WFXZ/Saginaw**.

● **PAUL MCGONIGLE**, a longtime radio news veteran, was promoted to the new post of Director/Communications at **Edens Broadcasting**.

● In four **WEA** promotions, **JACK O'CONNELL** has been upped from Sr. VP/Finance to Exec. VP/Finance. **FRANCIS ALIBERTE** becomes VP-Director/National Music Sales from Director/National Sales. **IRWIN GOLDSTEIN** is named Sr. VP/Credit at **WEA**, stepping up after eight years as the firm's VP/Credit. **DAVE MOUNT** is VP/Video Sales, moving up after four years as National Sales Manager/Video.

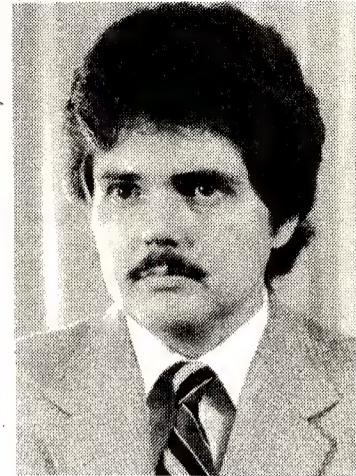
Jenkins WMJJ's Program Manager

WMJJ/Birmingham Asst. Program Manager **John Jenkins** has been boosted to Program Manager for the **Capitol Broadcasting Corp.** station, reporting to VP/Programming **Bill Thomas**.

VP/GM **Ray Quinn** told **R&R**, "With **Bill Thomas** having been made VP/Programming six months ago, **John's** been virtually programming the station already."

Added **Thomas**, "I've observed **John** at close range for a couple of years now, and he specializes in giving the competition sleepless nights."

A 16-year broadcaster, **Jenkins** brings programming experience from **KOFM/Oklahoma City** and **WQPD/Lakeland, FL**. He also has worked as MD/personality at **KXYZ & KAUM/Houston** and **WBBQ/Augusta**. **Jenkins**, who has been Asst. PD for **WMJJ** since joining the A/C station 19 months ago,



John Jenkins

said, "Capitol has assembled a group of professionals who are all committed to being the very best, and I'm certainly glad to be part of this great team."

Marks Set To Program KKAT



John Marks

KRPM/Tacoma-Seattle PD **John Marks** is the new PD at **KKAT/Salt Lake City**. **Marks**, who took over last week, replaces **Rob Ryan**, who exited a month ago.

KKAT GM **Dennis Gwiazdon** told **R&R**, "We view **John** as the kind of street-smart, aggressive, strategically oriented PD this radio station needs to win the Country battle in this market."

Marks said, "I think this station can become legendary, and besides, I enjoy killing giants. I'm happy to be in on the ground floor; it's gonna be a blast."

Marks was **KRPM** PD for the last nine months. Before that he spent a year and half with the **Jim Long & Partners** organization, during which time he programmed **KAYD/Beaumont** and **KSSN/Little Rock** while working with **WKJN/Baton Rouge**. Prior to that he was on the air at **WJEZ/Chicago**.

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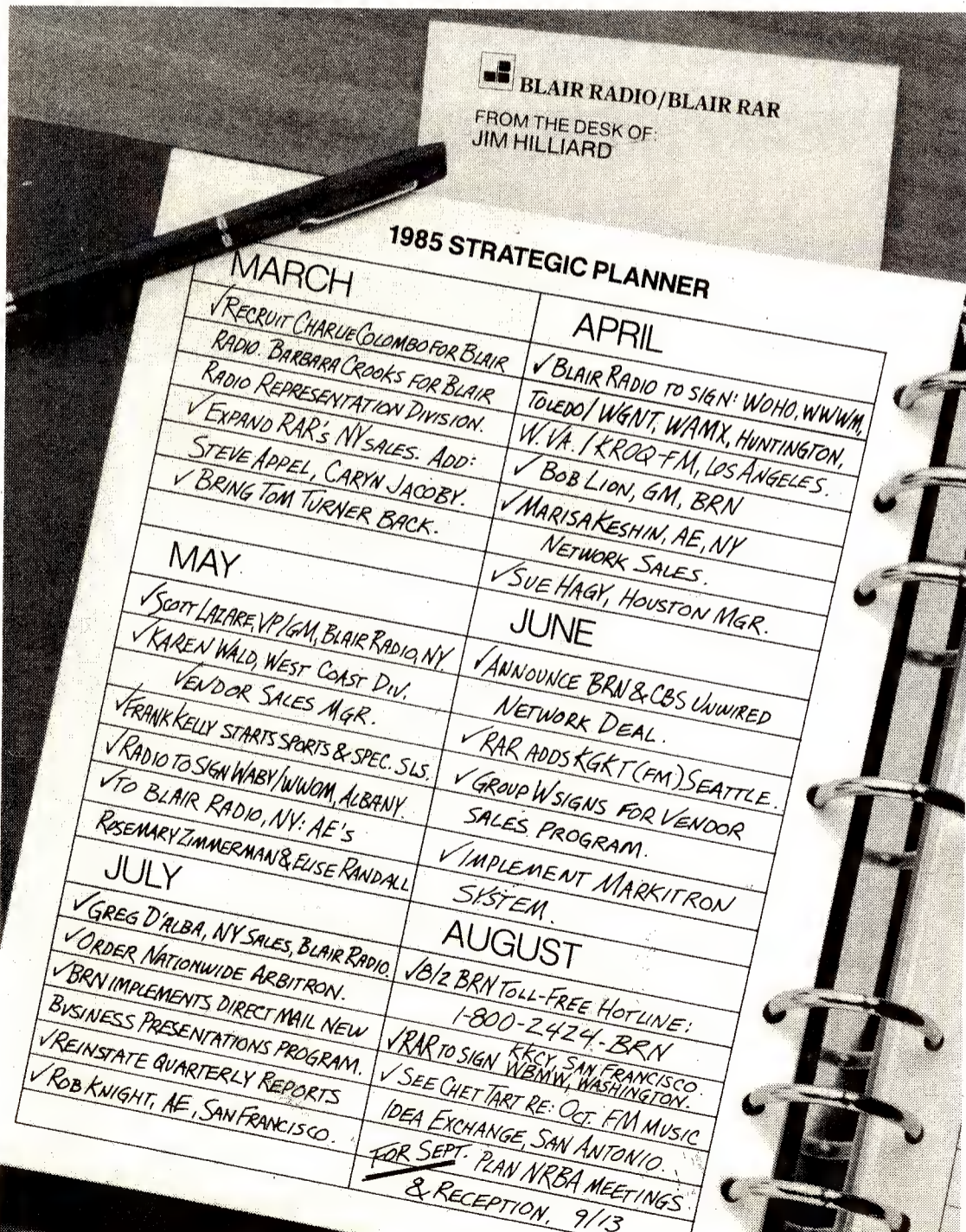
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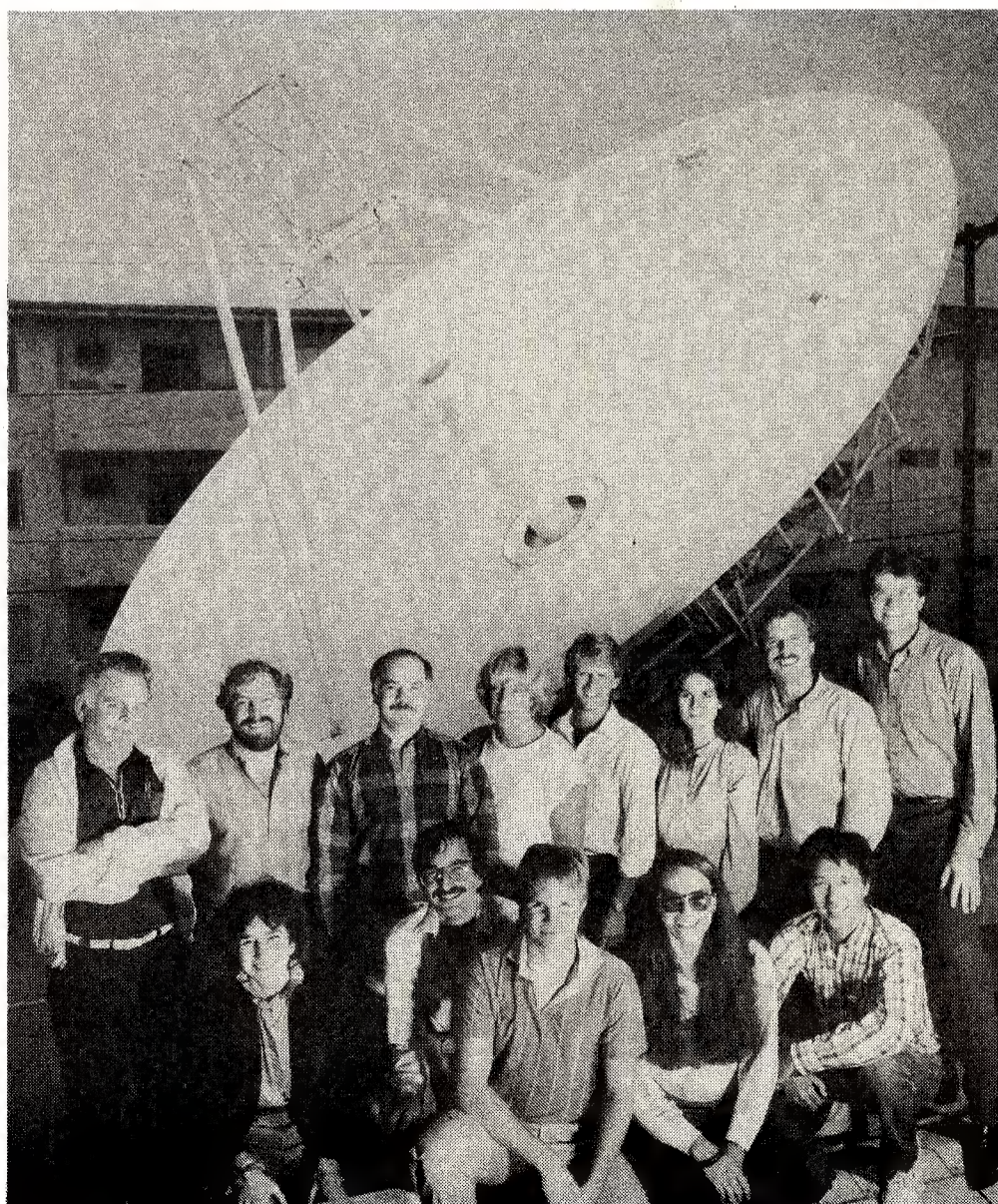


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Line One

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Hosted in New York by WNEW-FM's Carol Miller and in Hollywood by KMET-FM's Sky Daniels, *Line One* is your audience's coast-to-coast connection to rock's biggest record-makers and record-breakers. And it's toll-free – 1-800-ROCKERS.

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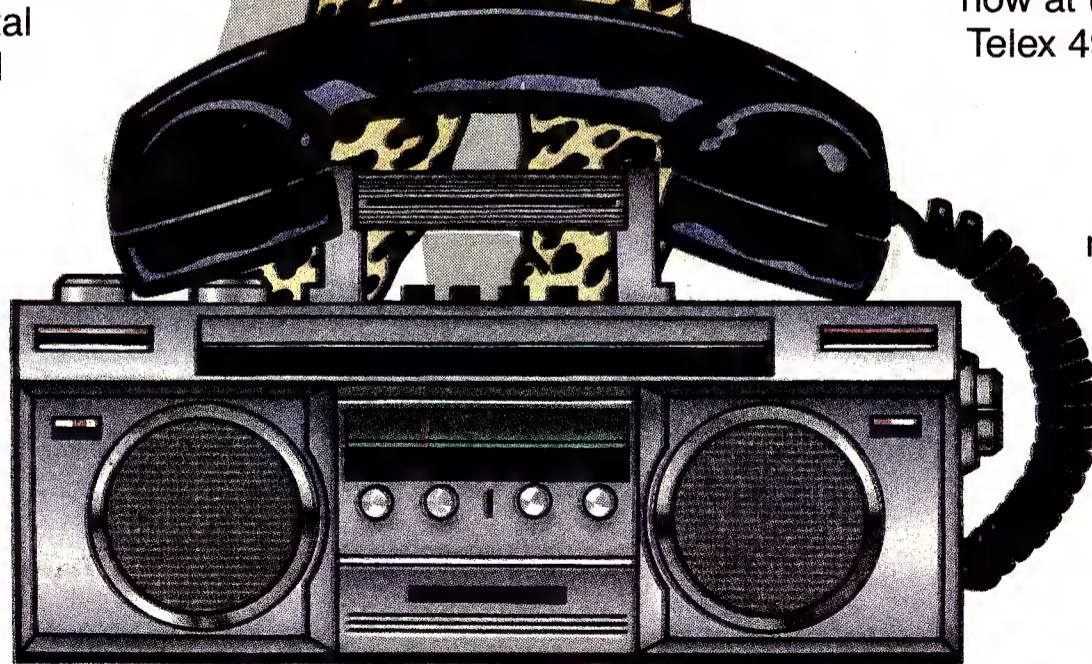
The timing is impeccable – *Line One* signs off each week at Midnight Eastern/9 p.m. Pacific, well within your 7-to-Midnight daypart.

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Heritage Buys WMET From Doubleday

Heritage Broadcasting, headed by Fairwest consultancy partners Bill Yde, George Johns, and Reg Johns, will acquire A/C-formatted client WMET/Chicago from Doubleday Broadcasting. The terms were not disclosed, but industry sources estimated the price at approximately \$12.5 million.

Heritage also operates KKCW/Ireland and WZPL/Indianapolis; Doubleday retains WHN & WAPP/New York, WLLZ/Detroit, WAVA/Washington, KDWB-AM & FM/Minneapolis, and KPKE/Denver.

WMET operates with 6 kw on 95.5 mHz at 1170 feet.

WBTB/BEAUFORT & WCYC/NEWPORT, NC

PRICE: \$1.4 million

BUYER: B.D. Communications

SELLER: Crystala Coast Communications and Emerald Communications

DIAL POSITION: 1400 kHz; 103.3 mHz

POWER: 1 kw days/250 watts nights; 100 kw at 470 feet

FORMAT: Country; AOR

BROKER: Chapman Associates

WKXJ & WCKQ/CAMPBELLSVILLE, KY

PRICE: \$725,000

BUYER: Heartland Communications

SELLER: Taylor County Broadcasting

DIAL POSITION: 1450 kHz; 103.9 mHz

POWER: 1 kw days/250 watts nights; 2.35 kw at 345 feet

FORMAT: Country; A/C

WQII/SAN JUAN, PR

PRICE: \$750,000

BUYER: Communications Counsel Group

SELLER: Huella Communications

DIAL POSITION: 1140 kHz

POWER: 10 kw

FORMAT: A/C

Norman

Continued from Page 1

placement will be named for Jan, as we will combine local sales forces, which will sell to agencies and retail as two separate units working for both stations.

Thompson added, "Pat and I have been friends for years, and not only will it be great to work with him, but I feel this will make a major improvement in the relationship between our two stations. This brings KHJ & KRTH into line, as we were the only major chain with two facilities in the same market not selling in combo."

Ochs

Continued from Page 1

relationship. I'm really proud to be a part of a movement which has seen more and more people from programming move into general managership. I'm happy to be with Infinity."

Ochs will continue his consulting work on a limited basis.

WZNE/CLEARWATER (TAMPA BAY), FL

PRICE: \$10 million

BUYER: Sandusky Newspapers, which also owns KEGU/Dallas, KLSY-AM & FM/Seattle, KBZT/San Diego, KNUS & KBPI/Denver, KDKB/Phoenix, KLSI/Kansas City, and KUNA & KSLY/San Luis Obispo.

SELLER: DKM Broadcasting, which also owns WAOK & WVEE/Atlanta, WCAO & WXYV/Baltimore, and WDJO & WUBE/Cincinnati.

DIAL POSITION: 97.9 mHz

POWER: 100 kw at 639 feet

FORMAT: CHR

BROKER: Ted Hepburn

WLMD/LAUREL, MD

PRICE: \$720,000

BUYER: ILC Corporation

SELLER: Mid-Maryland Communications

DIAL POSITION: 900 kHz

POWER: 1-kw daytimer

FORMAT: A/C

BROKER: Blackburn & Co.

Hambleton

Continued from Page 1

ing. Commented CHUM Ltd. President Allan Waters, "Lee is an excellent broadcaster, having been involved in both radio and TV in Montreal for 18 years. He knows all the aspects of the business."

Hambleton's radio experience includes stops as GSM at CKCK-TV/Regina and VP/GM at CFCF-TV/Montreal. Since 1981 he has been operating his own consultancy. "These are two stations with a great deal of tradition and histories of being innovative," he told R&R. "It wasn't too long ago that, combined, they had the largest English-language audience in the entire province. I hope we can regain that position before too long."

Regarding Wolfe and Atkinson, Hambleton continued, "David Wolfe has quite a bit of tenure with CHUM Ltd.: he programmed CJCH/Halifax, was Promotions Director for the ATV Television Network, and was involved in affiliate relations for the MuchMusic video channel. He's a native Montrealer who's also worked at CKGM twice before."

"David Atkinson was the GSM of CFCF until a week ago. He's fluently bilingual with 14 years of broadcast experience in markets big and small, French and English. David's been a national rep, a programmer, manager, and promotions director."

Said Wolfe, "I feel the people who manage the CHUM organization are the best in the country. It's an honor to be part of their team."

Schinzing Joins Americom

Patricia Schinzing has joined Americom Media Brokers as a Financial Analyst. An MBA graduate from Tulane University, Schinzing will be primarily responsible for developing comprehensive financial analyses of the properties the firm markets.

KSRN-AM & FM/RENO

PRICE: \$2,110,000, including a \$300,000 consulting agreement.

BUYER: Olympic Broadcasting, which also owns KKCY/San Francisco, KRPM/Tacoma-Seattle, KMZQ/Las Vegas, and KZZU-AM & FM/Spokane.

SELLER: RAESCO, Inc., controlled by Carl and Marjorie Roliff.

DIAL POSITION: 1590 kHz; 104.5 mHz

POWER: 1-kw daytimer with a CP to increase power to 5 kw (with daytimer status); 25 kw at 2930 feet.

FORMAT: MOR

BROKER: Elliot Evers of Chapman Associates

Omni Present On Mirage Roster



Mirage/Atco Records will press and distribute Philadelphia-based label Omni Records, with the current Stroke single the first product under the deal. Other artists include Jean Carn, Fat Larry's Band, and Brandy Wells. Pictured (l-r) are Omni's Michael Goldberg, Mirage President Jerry Greenberg, and Omni President Steve Bernstein, formerly head of Atlantic-distributed WMOT Records in the mid-'70s.

PolyGram's Career Move



PolyGram donated \$1000 to UCLA Extension's Recording Arts & Sciences program, which started September 21 with a one-day symposium, "Making Music: Careers In The Music Industry." Pictured (l-r) are founding coordinator Ned Shankman, PolyGram Sr. VP Russ Regan, and UCLA's Dr. Robert Rees.

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McKINNEY ORDERS FCC REVIEW

Revival Of AM Band Becomes Urgent Industry, FCC Priority

With AM's share of radio listening down to an alltime low of 29%, the rejuvenation of the AM band is now commanding unprecedented attention from the industry's trade associations, receiver manufacturers, and the FCC.

The latest step came last week when Mass Media Bureau Chief Jim McKinney announced he has ordered his Policy & Rules Division to prepare a complete report on "the present state of the AM band." The review by engineers, lawyers, and economists will go to the full Commission, and will include options for possible future rulemakings to bolster AM.

Coming from an agency that has consistently refused to concern itself with the economic health of broadcasters, McKinney's move underscores the mounting concern over AM's viability.

"I am a strong believer in the old adage, 'If it ain't broke, don't fix it,'" McKinney told a symposium of the Institute of Electrical and Electronics Engineers (IEEE) in Washington. "But I believe AM radio is broke. And some AM stations are in fact broke — in the monetary sense."

While not endorsing any specific proposals, McKinney sketched various options, some of them radical departures from traditional broadcast regulation, for revamping the AM band:

FM Simulcasting, Regional AM Chains

- Allowing AMs to duplicate the programming of commonly-owned FMs. "A lot of AM radio could remain viable if studio production costs could be sharply curtailed," McKinney predicted.

- Ending the duopoly rule for AMs. That would allow common ownership of AMs with overlapping signals. With FM "fast becoming the truly local, community-based radio service," McKinney said it may be time to free AM for regional service.

He asked, "Why should we continue to prohibit a single owner from purchasing two Class 4 stations, for example, in two communities 20 miles apart and allowing that operator to build a single studio that would program to that entire region and even to fully duplicate programming if that is what the audience wants?"

- Permitting the use of synchronous AM transmitters. McKinney defined these as "two or more transmitters locked on precisely the same frequency programming the same material over a wide area." McKinney said he has okayed a synchronous transmitter experiment in the Southwest.

Subsidiary Daytimers For Clears

- Allowing clear channel stations to operate distant daytimers to add



Jim McKinney

"I believe AM radio is broke. And some AM stations are in fact broke — in the monetary sense."

— Jim McKinney

a daytime presence in areas they now reach only at night.

- Restricting AM bandwidth at night to "dramatically clean up worrisome adjacent channel interference" and mandating use of synchronous rather than envelope detector receivers to enhance the sound of AM stereo.

- Allowing AM broadcasters bringing new service to rural areas to accept more interference than FCC rules now allow, or even authorizing the selling of "interference rights."

- Cracking down on manmade interference such as that caused by computers, telephones, light bulbs, and electrical static.

Radio A Record Industry "Extension?"

While concentrating on the technical side of AM, McKinney noted that the short-term solution to AM erosion lies in programming. He cautioned, "Let me warn program directors all across the country that AM radio simply cannot win a head-to-head fight with FM when the station acts as nothing more than an extension of the recording industry. Music simply sounds better on FM, and there is not a 13-year old in any of your households who won't understand that."

Processing Standards Hold Promise

On the industry front, one prom-

ising development was a recent agreement by broadcasters and set makers to work toward voluntary standards for preemphasis by AMs and compatible deemphasis on the receiver end. According to NAB staff engineer Mike Rau, adhering to the same standards on both ends of the radio signal would yield a "more uniform, better-sounding AM radio virtually indistinguishable from FM."

Guidelines will be developed by the National Radio Systems Committee, a joint undertaking of NAB and the Electronic Industries Association. Rau believes uniform standards could be in place in one to three years.

On another front, Rau said NAB next month will ask the FCC to reconsider a recent decision allowing unlimited marketing of RF light

bulbs, which degrade AM reception.

NAB has also set up an AM Reference Center, a compilation of over 300 written works on technical aspects of AM radio. The center's aim is to help station engineers make technical improvements in their AM facilities, overcoming a widespread lack of expertise in AM technology, which is far more complex than FM.

NAB has also taken on the task of reminding the industry that, under proper transmitting and receiving conditions, AM can sound virtually as good as FM radio. At the Dallas convention two weeks ago, broadcasters were able to listen to the same AM signal on standard receivers, and then on several "new generation" sets. "When people hear it, they're really surprised,"

Rau reports. "They never knew AM could sound so good."

NRBA Wants AM-FM Stereo Sets

Also training its attention on the AM dilemma is the NRBA. In Dallas its board of directors passed a resolution calling for all radio receivers to be equipped with both AM and FM stereo capabilities. NRBA's belief is that, while relatively few AMs now broadcast in stereo, even mono signals sound better on a high-quality AM stereo set.

NRBA didn't demand a law like the one requiring TV sets to receive all VHF and UHF channels, but urged broadcasters to talk about the concept of AM-FM stereo sets with the FCC and Congress.

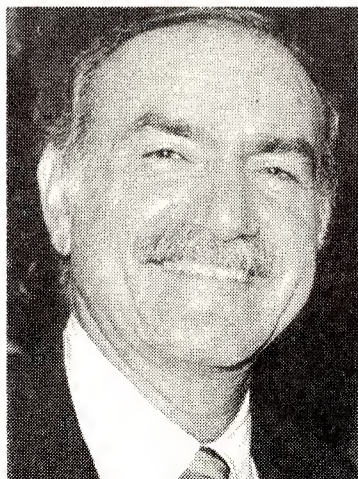
NEWS BRIEFS

NRBA's Mann Clarifies "Snake Oil" Remark

After calling ad agencies "snake oil salesmen" in his opening remarks to the Dallas '85 convention, NRBA President Bernie Mann has issued a statement saying he wasn't speaking for NRBA at the time. Mann's blast created consternation in some quarters, especially the RAB.

Mann said he wanted "to make it clear that my remarks reflected my own opinion and should not be construed to be the policy of the NRBA." He added, "I did not intend to insult anyone, and I regret the language chosen for dramatic effect would have that result."

Mann explained, "It was my intent only to create a sense of urgency about radio's need to obtain a larger share of the advertising revenues, which I believe must be accomplished by selling clients on our merits and not depending so much on advertising agencies."



Bernie Mann

Station Activity Fees Near House Approval

Legislation requiring broadcasters to pay various application fees to the FCC passed the House Commerce Committee last week and now goes to the House floor for a vote. In the Senate a companion bill won committee approval in the spring and also awaits a floor vote.

Among others, the fees include \$500 to sell a station, \$2000 for AM and \$1800 for FM new and major change CP applications, and \$6000 for hearings.

"This is not a tax," House Telecom sub Chairman Tim Wirth (D-CO) stressed. "Great care has been taken by the FCC to assure that the fees ac-

curately reflect the actual cost of work rendered by the Commission on behalf of common carriers, private radio operators, and broadcasters.

"Moreover, the fees are not burdensome so as to hinder the participation of new entrepreneurs and small businessmen who wish to operate telecommunications facilities."

Other Key Developments:

- Pathfinder Communications has once again been denied an FCC waiver to improve the signal of WCUZ/Grand Rapids. The changes would have left WCUZ short-spaced to WABM/Muskegon Heights, MI; WQXC/Ostego, MI; and WNSN/South Bend, IN.



READING, WRITING AND RULES — Broadcasters attending the Radio '85 Convention in Dallas were tutored on "Living With The New FCC Rules." Panelists included (l-r) Tom Schattenfield, NRBA counsel; Frank Mullin of the law firm Mullin, Rhyne, Emmons & Topel; FCC Audio Services Division Chief Larry Eads; and Dan Brenner, legal assistant to FCC Chairman Mark Fowler.

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Taszarek Bows RSS



James Taszarek

James Taszarek has established **Radio Sales Systems**, which specializes in "selling systems" for radio sales managers and sales staffs. He is completing a two-year term as a partner in a group of ten newspapers. A radio broadcasting veteran, Taszarek previously served as GM of **KTAR & KKL/Phoenix**. RSS officially begins operations on October 1. Taszarek may be reached at (816) 753-4300.

Seiberlich New KEWI & KGMO GM

Louie Seiberlich has been named General Manager of **KEWI & KGMO/Cape Girardeau, MO**. **Tim Roth** is serving as Sales Manager.

PROS ON THE LOOSE

Jim Lawson — PD/Mornings **WONC/Naperville, IL** (312) 355-0688

Pat Martin — PD **WRKR/Racine-Milwaukee** (414) 482-2638

John Moen — PD **WASH/Washington** (301) 330-9456

Michael Murphy — PD **KX104/Nashville** (615) 824-6816

Don Murray — Production Director **KHTZ & KRLA/Los Angeles** (213) 696-3191

Jim Nelson — Programming Assistant **KLOS/Los Angeles** (818) 705-1284

Lee G. Phillips — PD **WROW/Albany, NY** (518) 374-2372 or (518) 355-8327

Chris Tyler — Overnights **WZKS/Nashville** (615) 385-9636

Phil Valentine — Nights **WZKS/Nashville** (615) 356-3885

Kelley Made WHLO GSM

Former **WZAK/Cleveland** Account Executive **Dan Kelley** has been named General Sales Manager at sister facility **WHLO/Akron**. Kelley had joined WZAK five years ago.

CHRONICLE

Born To:

● **WAJR/Morgantown, WV's Carl Becker** and his wife Cindi, daughter Stephanie Michelle, September 12.

● **KRKE/Albuquerque** PD **Frank Jackson** and his wife Kathy, daughter Rachel, September 9.

● **WOKY/Milwaukee** PD **Jim Murphy** and his wife Angie, son William James, August 12.

Married:

● **PolyGram/L.A.** Promotion Manager/National Trade Liaison **Jean MacDonald** to **Jon Johnson** of **Johnson-Ross Management**. August 31.

● **WQSR/Catonsville, MD** PD **Steve Cochran** to Lynn Barlow, September 8.

● **WSPK/Poughkeepsie** receptionist **Linda Carlson** and Art Fitzpatrick.

● **WIRK/West Palm Beach** ND **Ron Abernathy** and Nadine Moore August 3.

WSTF Taps Clark SM



Mel Clark

Mel Clark has been named Sales Manager for **WSTF/Orlando**. Prior to joining the station, Clark worked at crosstown **CHR Y106**. His background includes over ten years' radio experience.

Weinzveg Manages HNW&H/Los Angeles

Sharon Weinzveg has been promoted to Sales Manager of **Hillier, Newmark, Wechsler & Howard's** Los Angeles office. Prior to her promotion, Weinzveg served as Account Executive on the firm's Los Angeles sales team. She joined the company at its inception in 1981.

WEA International Ups Four

WEA International has announced the following promotions: **Al Hernandez**, Assistant Controller/Royalties and General Accounting; **Betty LaForge**, Manager/Financial Reporting; **Rich Poirier**, Director/Royalties; and **Vicki Johnson**, Senior Royalty Analyst. Prior to these promotions, they held positions as Staff Assistant to the Controller, Financial Analyst, Manager/Video Royalties, and Royalty Clerk, respectively.

Barron Radio Express VP/Sales



Suzanne Barron

Suzanne Barron has been appointed to VP/Sales for **Radio Express**, the recently-established international radio distribution and production company. She was formerly International Sales Director for **ABC Watermark**. Before that Barron worked at **KCET-TV/Los Angeles** as Program Development Coordinator.

PolyGram Taps Weinger

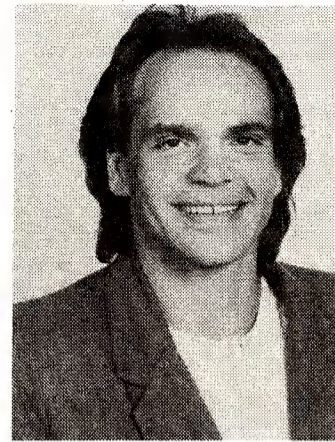
Harry Weinger has joined **PolyGram Records'** Press and Artist Relations team as Staff Writer. Prior to joining the label, Weinger served as a music journalist, writing for such publications as **Billboard**, **RockWorld**, and **NY Talk**. He's also the former radio editor and black music columnist for **Cash Box**.

CHANGES

Troy A. Shelton joined the Field Promotions staff at Philly World Records.

Greg Alliapoulos, former Vice President of Nancy Hamilton & Associates, joined Jo-Ann Geffen & Associates as Senior Publicist.

Qwest Appoints Stone VP



Jonathan Stone


Qwest Music Group has named **Jonathan Stone** VP/Publishing. He joins the company from **MCA Music Publishing**, where he was Director/Creative Services. Prior to that, Stone served as Professional Manager of **ATV Music Publishing** in Nashville for four years.

Haft Directs Chrysalis Legal



Jonathan Haft


Jonathan Haft has been appointed Senior Director of Legal Affairs for **Chrysalis**. Before joining the company, Haft had been associated with Los Angeles-based **Mitchell, Silberberg & Knupp** since 1982.



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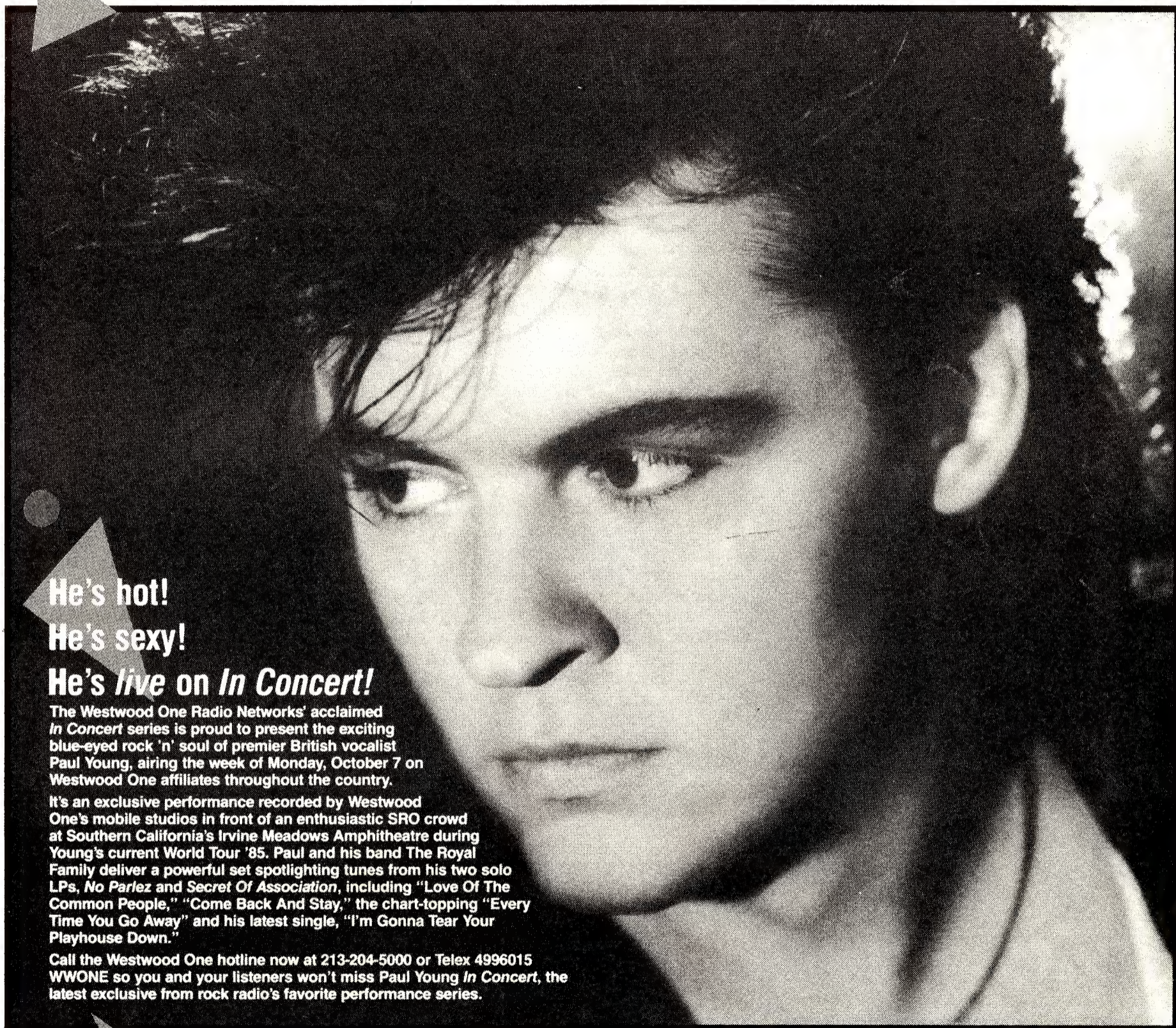


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PAUL YOUNG



He's hot!

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He's live on *In Concert!*

The Westwood One Radio Networks' acclaimed *In Concert* series is proud to present the exciting blue-eyed rock 'n' soul of premier British vocalist Paul Young, airing the week of Monday, October 7 on Westwood One affiliates throughout the country.

It's an exclusive performance recorded by Westwood One's mobile studios in front of an enthusiastic SRO crowd at Southern California's Irvine Meadows Amphitheatre during Young's current World Tour '85. Paul and his band The Royal Family deliver a powerful set spotlighting tunes from his two solo LPs, *No Parlez* and *Secret Of Association*, including "Love Of The Common People," "Come Back And Stay," the chart-topping "Every Time You Go Away" and his latest single, "I'm Gonna Tear Your Playhouse Down."

Call the Westwood One hotline now at 213-204-5000 or Telex 4996015 WWONE so you and your listeners won't miss Paul Young *In Concert*, the latest exclusive from rock radio's favorite performance series.

IN CONCERT

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



JHAN HIBER

WEEK IN REVIEW

Birch Plus To Debut

Birch Radio and Broadcast Management Plus have announced the creation of Birch Plus, a microcomputer-based ratings analysis and retrieval system. Among the items on the Birch Plus menu are reach and frequency systems, reach and frequency schedule optimizers, rankers, and an electronic rate card. Full-color screen displays and printer materials are also part of the system. According to Birch Sr. VP/Sales & Marketing **Bill Livek**, "A key consideration in our decision to adopt Birch Plus lies in its user friendliness. Birch Plus is simple enough to allow virtually anyone to use it effectively right from the start." Birch Plus essentially replaces Birch Scan, and is available to Birch subscribers for approximately \$250 per month.

The Annual Research Quiz

Yes, sports fans, it's that time of the year again. Fall means football and tailgating, leaves turning a golden brown, and the Annual R&R Research Quiz. Each year everyone — from group heads to overnight jocks — takes a shot, so don't be shy.

The pressing question this year is whether **Bill Richards**, who recently took the PD post at WNCI/Columbus, will retire the trophy after winning the Quiz crown the past two years? Maybe there's a dark horse out there? If that ebony equus is you, come on and give it your best shot.

The Rules

In case you are new to this research review, here are a few simple rules:

1. No, I will not help you with the answers.
2. Yes, you may review any of my columns from the last year, as all answers come from those pages. Don't use other outside sources to come up with your answers, however. Multiple entries per station are okay, but only one entry per person.
3. Jot down your best answers on this page (use an extra sheet if necessary) and send the original or a

duplicate to me at R&R. Entries must be in by October 25. The winner will be announced in my column for the November 1 issue. If there is a tie, which has happened before, the tie-breaker will determine the winner. If there is still a tie, all those lucky folks will receive the fame and glory (but no bucks) that are bestowed on the winner.

Good luck to all!

1985 Research Quiz

1. In the top 100 Arbitron-rated markets, which of the following formats saw its spring '85 results lead to overall 12+ slippage for the third straight major sweep? (circle those that apply)
 - a) AOR
 - b) Black/Urban
 - c) Country
 - d) All of the above
2. Which of the following major ad agencies has signed to use Birch Radio estimates primarily (over Arbitron) when buying radio?

(circle those that apply)

- a) BBD&O
- b) Kenyon-Eckhardt
- c) J. Walter Thompson
- d) Young & Rubicam
- e) All of the above

3. Define "turnover": spell out the formula used to compute turnover, then state how stations use this figure. _____

4. Arbitron announced that the key criterion used to set up High Density Hispanic Areas would be that the zip codes involved must have a certain percentage of the 12+ residents comprised of Hispanics. What percentage? (circle one)

- a) 15%
- b) 25%
- c) 35%

5. Please spell out the pros and cons of the following perceptual research techniques . . .

A. Individual Focus Sessions: _____

B. Confrontation Analysis: _____

C. Telephone Studies: _____

D. The Predictor: _____

6. Arbitron's proposed new Daypart Diary could hurt the numbers of some formats. Which formats (fill in those that apply), and explain why: _____

7. Which of the following demos will likely not be added to the redesigned Arbitron ratings books? (circle those that apply)

- a) 12-34
- b) 25-64
- c) 35+
- d) None of the above

8. Birch Radio typically achieves what response rate in its surveys) (circle one)

- a) 50%
- b) 55%
- c) 60%
- d) None of the above

9. Arbitron is considering a new weighting scheme for Arbitrends. If implemented, this new weighting would mean that the quarterly report received by stations would just be an average of the three month's monthly scores. (circle one)

- True
- False

10. Birch's qualitative volumes, as well as qualitative research from Arbitron or other sources, can be used to develop a sales concept known as "Effective Buying Power." What is "Effective Buying Power?" _____

Tiebreaker

With the addition of Flint as a market receiving monthly surveys from Birch, how many metros are now served monthly by Birch? (circle one)

- a) 86
- b) 96
- c) 150
- d) None of the above

There you have it, and I hope it's challenging enough for you. May your ratings and your score on this quiz be high!

Next week the first of several guest columnists sits in while I travel for a little time. **George Burns** leads off with a discussion about his approach to focus research.



Radio's direct avenue to the 25-54 demographics. A syndicated Contemporary Jazz program packaged for YOUR specific market. For more information contact:

PETER CICCARELLI of JAZZ TRAX
P.O. Box 28935, San Diego, CA 92128
(619)485-9090

JAZZ TRAX began national syndication on August 31. In just three weeks, here's what the program's initial affiliates have to say:

"Great listener response! The show is on the mark . . . perfectly adaptable to our A/C format."
HOWARD CASTLE, Program Director
KQKT Radio/Seattle, WA

"JAZZ TRAX is quickly becoming a Sunday evening tradition. We're attracting new listeners each week. Our response has been extremely positive. ART GOOD is on his way to owning Sunday evenings in Western Nebraska."

TED POPE, Program Director
KOLT Radio/Scotts Bluff, NB

"An incredible show with incredible potential. We really feel we're on the threshold of a major radio breakthrough. Our listener response has been excellent and ART GOOD is the perfect complement to the superb music."

STEVE IKER, Station Manager
KZTR Radio/Ventura, CA

"The best thing in radio to hit the Northern Wyoming/Southern Montana market."

ROB CUTTER, Program Director
KLZY Radio/Powell, WY

RATINGS

SPRING '85

Arbitron/Birch Demographic Rank Comparisons

Portland

KKRZ A Hit With Both ARB, Birch Teens, Young Adults; Also Tops 18-49 In Birch; KGW Wins Birch Crown For 25-54, Top Choice For ARB 18-49, 25-54; KMJK Second Home To Teens In Both; KEX Older Demos' No. 2 In Both

ARBITRON

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KKRZ (CHR)	KKRZ	KGW	KGW
2 KMJK (CHR)	KGW	KKRZ	KEX
3 KGON (AOR)	KGON	KMJK	KINK
4 KGW (A/C)	KINK (AOR)	KGON	KKRZ
5 KUPL-FM (Ctry)	KMJK	KINK	KKCW
6 KCNR (A/C)	KEX(A/C)	KEX	KXL-FM
7 KKCW (A/C)	KKCW	KKCW	KMJK
8 KPDQ (Rel)	KCNR-FM (A/C)	KCNR-FM	KGON
9 KSKD (CHR)	KUPL-FM	KUPL-FM	KXL (News)
10 KSGO (Gold)	KSGO	KXL-FM (B/EZ)	KUPL-FM

BIRCH

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KKRZ (CHR)	KKRZ	KKRZ	KGW
2 KMJK (CHR)	KGON	KGON	KEX
3 KGON (AOR)	KMJK	KGW	KKRZ
4 KGW (A/C)	KGW	KINK	KINK
5 KYTE-FM (Clas)	KINK (AOR)	KMJK	KKCW
6 KKCW (A/C)	KKCW	KKCW	KMJK
7 KCNR-FM (A/C)	KCNR-FM	KEX	KGON
8 KBOO (Misc)	KEX (A/C)	KCNR-FM	KCNR-FM
9 KSKD (CHR)	KUPL-FM (Ctry)	KUPL-FM	KXL-FM
10 KPDQ-FM (Rel)	KYTE-FM	KXL-FM (B/EZ)	KXL (News)

New Orleans

WEZB Tops With Teens, Second In All Adult Demos For ARB And Birch; WYLD-FM Wins Birch, ARB Adults, Second In ARB Teens; WQUE-FM Cues No. 2 In Birch Teens, Across-The-Board No. 3 In All Other Cells

ARBITRON

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WEZB (CHR)	WYLD-FM	WYLD-FM	WYLD-FM
2 WYLD-FM (B/U)	WEZB	WEZB	WEZB
3 WQUE-FM (CHR)	WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD (B/U)	WRNO	WRNO	WAJY
5 WRNO (CHR)	WLTS	WLTS	WLTS
6 WBOK (REL)	WTIX	WAJY	WRNO
7 WTIX (A/C)	WAJY (A/C)	WTIX	WBOK
8 WNOE-FM (Ctry)	WBOK	WBOK	WNOE-FM
9 WLTS (A/C)	WYLD	WNOE-FM	WBYU
10 WQUE (CHR)	WWL (N/T)	WWL	WTIX

BIRCH

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WEZB (CHR)	WYLD-FM	WYLD-FM	WYLD-FM
2 WQUE-FM (CHR)	WEZB	WEZB	WEZB
3 WYLD-FM (B/U)	WQUE-FM	WQUE-FM	WQUE-FM
4 WRNO (CHR)	WRNO	WRNO	WNOE-FM
5 WYLD (B/U)	WLTS	WNOE-FM	WLTS
6 WNOE-FM (Ctry)	WNOE-FM	WLTS	WAJY
7 WLTS (A/C)	WAJY (A/C)	WAJY	WRNO
8 WTIX (A/C)	WBOK	WBOK	WBOK
9 WBOK (REL)	WTIX	WTIX	WWL
10 WQUE (CHR)	WTUL (AOR)	WWL (N/T)	WTIX

Buffalo

WBUF ARB Adults' Top Choice, Second In Birch 18-49 And 25-54; WNYS-FM Grabs Both Teen Crowns; WPHD First In Birch 18-34 And 18-49, Second With Teens; One Notch Lower With ARB.

ARBITRON

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WNYS-FM (CHR)	WBUF	WBUF	WBUF
2 WKSE (CHR)	WPHD	WPHD	WJYE
3 WPHD (CHR)	WNYS-FM	WYRK	WBEN (A/C)
4 WBLK (B/U)	WKSE	WKBW	WKBW
5 WYSL (CHR)	WBLK	WBLK	WYRK
6 CILQ (AOR)	WBEN-FM	WJYE (B/EZ)	WGR
7 WBEN-FM (A/C)	WYRK (Ctry)	WBEN-FM	WBLK
8 WBUF (A/C)	CILQ	WNYS-FM	WBEN-FM
9 CHUM-FM (AOR)	WKBW (A/C)	WKSE	WPHD
10 WUFO (B/U)	WGR (A/C)	WGR	WGR-FM (A/C)

BIRCH

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WNYS-FM (CHR)	WPHD	WPHD	WJYE
2 WPHD (CHR)	WBEN-FM	WBUF	WBUF
3 WKSE (CHR)	WKSE	WBEN-FM	WGR
4 WBLK (B/U)	WNYS-FM	WBLK	WYRK
5 WBEN-FM (A/C)	WBLK	WNYS-FM	WBEN
6 CILQ (AOR)	WBUF	WKSE	WPHD
7 WYRK (Ctry)	WYRK	WYRK	WKBW (A/C)
8 WYSL (CHR)	CILQ	WJYE (B/EZ)	WBLK
9 WUFO (B/U)	WGR (A/C)	WGR	WBEN-FM
10 WBEN (A/C)	WBEN	WBEN	WNYS-FM

JENNIFER HOLLIDAY

"Hard Times for Lovers"

7-28958

Produced by: Arthur Baker, Richard Scher & Lottie Golden

From the album,
SAY YOU LOVE ME
GHS/M5G 24073

Management:
Shankman/DeBlasio, Inc.



CHR SIGNIFICANT ACTION

WXKS-FM on
WKSE 30-23
CKOI deb 39
I95 deb 36
Y100 33-31
WHYT deb 35
KMJK add 29
FM102 12-9
WNOK-FM 21-18
KAMZ deb 30

WANS-FM 38-35
KTFM deb 27
KMGX 36
Q104 29-26
WVBS deb 40
K104 on
WTLQ add
KZZB add
KXX106 add

KTUX add
K093 on
OK100 on
WKHI on
95XIL on
WJAD on
WPFM on
WHSL on
KWNZ add



Black/Urban: **11**



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

A CONVERSATION WITH TOM ROUNDS

World Pass On The Radio Express

As reported several weeks ago (R&R 9/13) longtime ABC Watermark President Tom Rounds has founded Radio Express. This new enterprise deals primarily with the international distribution of American radio programming: exploring the world and boldly going where no man (or woman) has gone before.

Attempts have been made in the past (and present) to sell American syndication overseas, and this effort has met with mixed results. Some programs are received quite favorably, especially in English-speaking countries (such as Australia and New Zealand). Other countries, however, remain skeptical of the benefits of presenting American syndicated programming to audiences which do not speak English and aren't accustomed to the "style" of American radio. This week, Tom Rounds offers a brief introduction to the world of worldwide distribution.

International Express

R&R: International program distribution is neither a large nor a "proven" business. What made you decide it would be a worthwhile venture?

TR: Back in the '70s, we noticed that radio stations in lots of interesting and out-of-the-way places were picking up "American Top 40" and other product that Watermark had available. In the early '80s we decided to concentrate on this international business to see if we could develop a market not only for our product but for syndicated American programming in general.

R&R: You obviously didn't just send out the shows and watch the foreign stations gobble them up. How did you get these broadcasters interested in your product?

TR: We looked for that which was universal in the productions we were putting out. We didn't know why, but there seemed to be a strong audience for "American Top 40" almost everywhere it went on. That initially happened in Canada, Australia, and other English-speaking countries.

But as time went by we began to develop a market in non-English speaking countries. We tried to discover markets for a variety of radio product and, by the end of last year, we had built this market into about a \$1 million business annually. We've really only scratched the surface, however, in finding American radio programs that appeal to people in foreign countries.

R&R: Each country has its own individual broadcasting system. Is there a big market for American

radio programs in countries that aren't accustomed to American radio's formatics?

TR: Not all American radio programs can function overseas. But as radio continues to be deregulated around the world, there are more opportunities for what we call American-style radio. These opportunities lie in countries that were once served by one or two national radio stations but now have dozens and sometimes hundreds of stations. Because of a natural law which somehow accompanies media proliferation, what you hear on stations in countries like France is sounding a lot more like American radio. Formats are developing, and American radio programs which are designed to fit into particular formats are beginning to make more sense to foreign broadcasters.

Marketing The Merchandise

R&R: International marketing is a potentially expensive business. Short of travelling around the world, how do you "spread the word" about the programs you're selling?

TR: In the last several years we've begun to develop ways to create a market. Some of these methods are similar to what we used back in Watermark's early days: to establish frequent direct



Tom Rounds

mail, lots of advertising, and a catalog that describes all our product. We're not sure we know every aspect of the world market at this point, but we know more than other distributors. Through frequent exposure we can continue to explore and discover what can and can't be done. We're already establishing a pretty good degree of communication with international broadcasters.

R&R: What problems have you encountered?

TR: The main challenge we had to tackle was getting the programmers to believe in what we're representing. One of the trickiest things in syndication — domestic or international — is to work past the programmer in order to get the message to the ultimate consum-

ers, the listeners. As with any syndicated product, we sometimes find that programmers don't agree with us about what's going to work with their audiences. In some cases they're right, but often we really do know more than the PD because of our experience in other markets.

R&R: Why are you so sure you know more when international syndication is such a young business?

TR: We've been involved in this for several years, and our experience has taught us many things. Also, research tells us certain things the local programmer might not be aware of. For instance, recent research tells us that younger audiences in Western Europe are definitely interested in, and willing to listen to, American music radio programs in English. It's difficult, however, to convince Western European broadcasters of this, so we're involved in various experiments that will offer proof.

R&R: Even in countries where the majority of the population doesn't have a working knowledge of the English language?

TR: In some of them. In others we've worked out deals to translate the programs into other languages. West Germany is interesting, for instance, because of the way radio is being deregulated and the way FM frequencies are being allocated. It's quite different than other countries in Europe, and the widespread opinion is that radio programs have to be in German in order to gain access to the airwaves. Because of this we have a co-production deal with a company called Media Transfer in Berlin that translates "American Top 40" into German in a condensed two-hour-a-week form.

R&R: How can you shrink a four-hour show into two hours? Are Germans fast talkers?

TR: Two hours seem to be the maximum allowable time period for longform programming in Europe. This program ends up on the large state-run station in Cologne, where it has already achieved a 36 rating. We're very enthusiastic about this, and one day that version will be syndicated and distributed to other German radio stations.

Distribution + Production

R&R: Is Radio Express going to be solely involved with international distribution, or will you work your way back into program production?

TR: The all-purpose, cover-all response to that question is "we're always going to be interested in production opportunities when they come up." More than anything else it's what I like to do, and if something really interesting comes along we'll probably get into it. Because I'm so old and have been around for so long, I can safely say that today there are more opportunities for independent producers than there ever were in the past. It's exciting, and special programming is about to enter a new stage of expansion. I can't resist being involved with it in some way.

R&R: Broadcasters around the world still aren't totally comfortable with American syndication. Will the international marketplace open up, or will it remain a tough nut to crack?

TR: Many of these programmers are beginning to accept what American producers are doing, and we're going to see some major markets open up. We expect to make some announcements about major subdistribution deals in the very near future, both with other companies and other countries. We'll be seeing some major breakthroughs in the next few months, and American programming will be getting a lot of exposure.

R&R: But if you open up these markets, what prevents other syndicators from forming their own international units and taking advantage of your groundwork?

TR: Expense and effort. The bottom selling line for Radio Express is that we can actually perform the services of international syndication and distribution more efficiently and cost effectively than suppliers can do it in-house. More money can be made for anyone by farming out the international business to a company that specializes in it.

NETWORK SPOTS

Rodeo Radio

The Professional Rodeo Network will once again be producing special coverage of the live National Finals Rodeo in Las Vegas in December. The "Heston National Finals Rodeo Report" will be hosted by world champion rodeo rider Bob Tallman, and will feature the results of each day's competition. The reports will be sponsored by Heston Farm Equipment, and will be available on a market-exclusive, barter basis.

For further details call (503) 687-2068.

No Soap, Radio

Cashing in on the prime-time TV soap opera craze, RadioVision Unlimited is introducing "Hand-To-Hand," a radio serial comedy program. "Hand-To-Hand" is a daily short feature that spoofs TV's "Hart To Hart," and its producers say the show is the "biggest thing since the Hindenberg." It's also free of charge on a market-exclusive basis.

Call (714) 441-0231 for more details.

Prairie Tales

San Francisco-based Transmedia, Inc. has announced a distribution deal for "Tales From The Prairie," a daily 60-second comedy feature targeted to Country, CHR, A/C, and AOR stations. "Tales" focuses on the memories of lonesome Cowboy Tim, a fictitious character who made his debut in 1979 on a 24-hour telephone service in San Francisco, and is offered on a market-exclusive basis.

Call (415) 956-3118 for more information.

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

September 30-October 4

The Weekend

October 5-6	
American Country Portraits (BRE) Gary Morris	
Countdown America With John Leader (USR1) John Cafferty & the Beaver Brown Band	
Country Calendar (CW) Johnny Duncan/Mark Grey/Lee Greenwood	
Country Report Countdown(WRN) Larry Gatlin/Alabama	
Dick Clark's Rock, Roll, & Remember (US) Four Tops	
Dr. Demento (WO) Hunting songs	
Great Sounds (US) Pete Fountain	
Hot Ones (USR1) Starship	
Musical! (WO) Stage & screen directors	
On The Radio (NSBA) Duran Duran	
Power Cuts (GSN) Heart (10-6)	
Rick Dees' Weekly Top 40 (US) A-Ha	
Rock Chronicles (WO) AC-DC/Frank Zappa/MTV Video Awards	
Solid Gold Saturday Night (USR2) Rock & roll rainbow (10-5)	
Street Beat '85 (BRE) New Edition/DeBarge	
Super Gold (TRAN) Top 15 from 15 years ago (10-5)	
Superstar Portraits (BRE) Michael McDonald	
Superstars Of Rock (BRE) Night Ranger/Corey Hart	
Top 30 USA (CBSR) Soundtrack smashes	
Weekly Country Music Countdown (US) Willie Nelson	

The Week Of

October 7-11	
Country Closeup (NP) Merle Haggard/Janie Fricke/Johnny Cash/ Bellamy Bros./Michael Murphey	
Country Today (MJI) Eddie Rabbitt	
Earth News (WO) John Lennon's 45th birthday	
Encore With William B. Williams (WO) 1946: Stan Kenton	
Innerview (IN) The Firm Pt. 1	
Metalshop (MJI) Helix	
Off The Record (WO) Dire Straits/John Waite/Hooters	
Off The Record Special (WO) Huey Lewis	
Special Edition (WO) Aretha Franklin Pt. 1	
Star Trak (WO) Paul Young/A-Ha/Don Henley	
Star Trak Profile (WO) Billy Joel Pt. 2	

WEDNESDAY

October 9	
American Music Magazine With Rick Dees (US) Billy Joel	
Country Calendar (CW) Brenda Lee	
Country Report (WRN) Alabama/Forester Sisters	
Solid Gold Country (US) CMA Awards preview Pt. 2	

THURSDAY

October 10	
American Music Magazine With Rick Dees (US) Ray Parker Jr.	
Country Calendar (CW) Tanya Tucker	
Country Report (WRN) Forester Sisters	
Solid Gold Country (US) CMA Awards preview Pt. 3	

FRIDAY

October 11	
American Music Magazine With Rick Dees (US) Howard Jones	
Country Calendar (CW) Gene Watson	
Country Report (WRN) Alabama	
Solid Gold Country (US) CMA Awards preview Pt. 4	

MONDAY

October 7	
American Music Magazine With Rick Dees (US) Olivia Newton-John	
Country Calendar (CW) Earl Thomas Conley	
Country Report (WRN) Alabama/Forester Sisters	
Solid Gold Country (US) Feature year: 1966	

TUESDAY

October 8	
American Music Magazine With Rick Dees (US) Prince	
Country Calendar (CW) T.G. Sheppard	
Country Report (WRN) Alabama/Vince Gill	
Solid Gold Country (US) CMA Awards preview Pt. 1	

COMEDY

Comedy Show (CW) Football: Jonathan Winters/William Bendix/Robert Klein/Bob & Ray/Bill Cosby/ Jack Benny	
Laugh Machine (PRN) Steve Martin/Proctor & Bergman/Rodney Dangerfield/Gallagher/Rich Little/Bill Cosby	
Party Drop-ins (ASR) Party pop quiz BYOB/genie of the dip/chipmunk workout tape/home computers/MTTV	
Radio Hotline (ASR) Public should know/Emily/cheese/obscene phone caller/I don't feel good	
Stevens & Grdnic's Comedy Drop-ins (ASR) Emmett & Ethel/repairman/and now this.../taster's spread/Hinckley Hotel	
United Spots Of America (ASR) Evelyn Food/ Sven Knudsen/Scamco Happy News/Elvis Enquirer/celebrity lawsuit	

GENERAL INFORMATION

Ed Busch Talk Show (AP) School prayer/firearm deaths/Scientology (9-28)	
Economic collapse/Charles Kuralt/ stock market (9-29)	
Computer Program (PRN) Input/output/printers/modems/networks	
News Blimp (PRN) Record label gimmicks/weight training/TV advertising/military employees/ husband hunting	
Newsline Extra (NBC) White Tribes Of Africa	
Sound Advice (PRN) Tracking/skating/stylin/needles	
Sporting News Report (CW) Arthur Ashe/Northern/Ray Fosse/Lou Holtz	
Sports Flashback (CW) Joe Louis-Max Schmelling/Super Bowl kickers/Wrong Way Riegels	
Waldenbooks Review (WO) Chuck Yeager/"Flyers"/"Bunny: The Real Story of Playboy"	

NETWORK PROMOS

• CBS Radio Networks has named **Thomas Reeve** Eastern Sales Manager. Reeve joined the network in 1983 as an Account Executive; within a year, he was named Midwest Sales Manager. He came to CBS Radio Network from the Chicago office of **CBS Radio Spot Sales**, where he was Account Executive. Reeve first came to CBS in 1979 as an Account Executive at CBS owned AM station **WBBM/Chicago**.

• **Satellite Music Networks** has promoted **Tim Spencer** to Operations Manager for the network's A/C Star-Station format. Spencer had been Operations Manager for the company's Rock 'N' Hits format, a position that has now been filled by former PM drive personality **Pat Clarke**. Spencer joined SMN in 1984 from **WROQ-FM/Cleveland**, and Clarke came to the network from **KWSS-FM/San Jose**.

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

By Rick Ott

Which delegation style do you prefer?

Steve, the general manager, shows up around 10am, addresses anyone or any issue situated between the parking lot and his office, reads the mail, leaves for a two-and-a-half-hour lunch, spends the afternoon on the phone, checks a few sales figures, and goes home at 5pm.

Bonnie, also a general manager, is in her office by 7:30am. For the next 12 hours, she personally handles every item of business that enters her conscious space — not unlike an air traffic controller. Bonnie makes decisions by the pound and barks orders like Colonel Klink.

Total delegation vs. no delegation. Admittedly, either extreme is a bit unrealistic. ("But wait," you say, "I know someone like that.") Yet the issue of where and when to delegate, and to what degree, remains. So let's consider the results of either delegation style.

Establishing Parameters

Steve, aka Mr. Total Delegation, believes in "hiring someone to do a job and letting him or her do it" — a lofty position of admirable intent. But without establishing the proper parameters, monitoring procedures, and controls, it's a dangerous position in which to place yourself (and your subordinate). Like giving your kid permission to borrow the car and finding out three days later he entered a cross-country drag race, resulting in a totaled car and a ten-week hospital stay (jail term pending).

Since Mr. Total Delegation stays out of touch, he renders himself managerially impotent (never really knowing what's going on). Consequently, he sets himself up for major psychological deprivations — the old "they don't need me anymore" syndrome. To keep from arriving at that self-admission, he will periodically wander around the station and stick his nose in everyone's department, expressing displeasures or making precipitous decision reversals . . . all in the name of self-assertion. He sets progress back by months.

"The 'you'd better not fail or I'll have your head' delegation style is sophomoric, antiquated, and best left to the Mafia."

Bonnie, aka Ms. No Delegation, is also on a crash course for two reasons: 1) her no-delegation style stifles inner motivation and productivity among subordinates and co-workers. She may be satisfying her own need to "get things done right," but she's prohibiting the rest of the staff from realizing their individual needs (of being responsible, proud, and productive human beings). Like running a prison

camp: the inmates spend all their time figuring out how to undermine authority or get out altogether, instead of being productive.

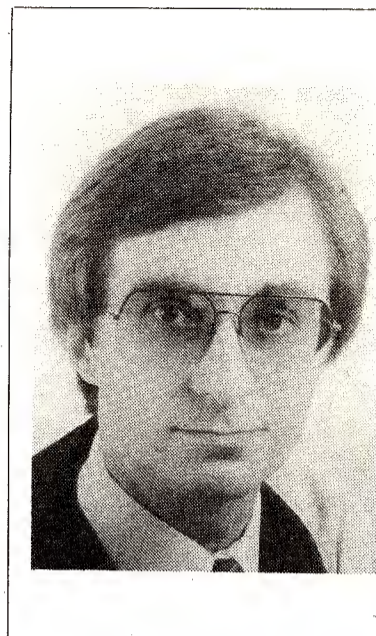
A Happy Medium

There is a happy medium and it's called Consensus Management. Here's how it works:

1. As the manager, you must first set the Parameters of Responsibility for each position and/or subordinate in question. You set the level of performance you expect, using specific examples of what constitutes acceptable, non-acceptable, and outstanding performance. You determine the way(s) performance will be measured and rewarded. And you communicate all this to the subordinate in clear, precise detail.

2. Next delegate the responsibility for carrying out the appropriate duties, along with the corresponding authority. Remember, responsibility and authority go together; you can't have one without the other. And it must be clear to the entire staff just who holds the authority for what.

3. You and your subordinates must meet regularly — at preset times or whenever necessary — to discuss the timely issues in the subordinate's arena. For example, meet with your PD and sales manager (separately) at least twice a week for an hour or however long it takes. Together the two of you arrive at consensus decisions. As in the case of a jury in deliberation,



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

no action is taken until you both agree upon such action. Sure it takes a major investment in time, but are you a top-notch manager or what? Invest the time and achieve greatness!

Station Harmony

The results and benefits of Consensus Management can be momentous: (A) You are effectively

"A no-delegation style stifles inner motivation and productivity among subordinates and co-workers."

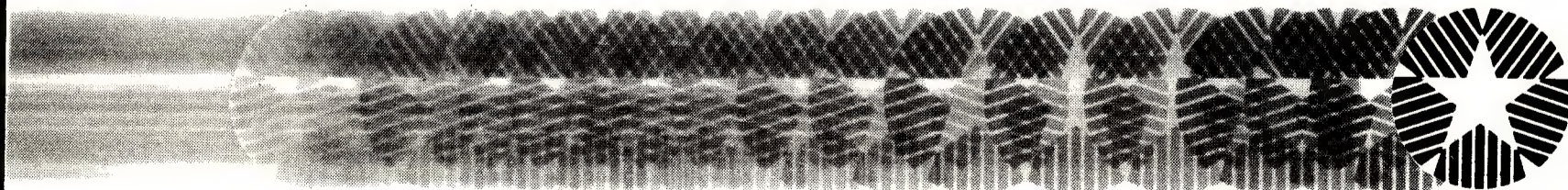
delegating responsibility and authority, yet maintaining control by setting parameters and monitoring results; (B) Everyone, including you, stays informed and in touch with day-to-day operations; (C)

Each party knows what he and the others are supposed to be doing (the all-important "right hand/left hand" communication); and (D) You're able to realize the synergistic effect of departmental harmony and "oneness of purpose" (not to mention the increased inner-station strength that shared responsibility fosters). After all, would you deal better with a problem knowing you had management and staff support? Or would you feel better dodging finger-pointers and ax wielders?

And what about the argument that responsibility is best placed squarely on a single individual's shoulders — under the assumption that he will then be self-motivated to "do whatever it takes to make it work?" For non-critical tasks, like deciding what size bumper stickers to order, fine. But in critical decision areas, such as firing an employee, Consensus Management is clearly superior.

The "you'd better not fail or I'll have your head" delegation style is sophomoric, antiquated, and best left to the Mafia, not professional broadcast executives.

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IMAGE & MARKETING

RADIO '85 WRAP-UP

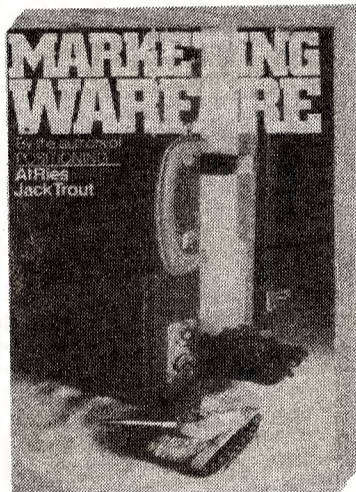
The Focus Is On Marketing

If you attended Radio '85 in Dallas, I sincerely hope you came away filled with as much pride in our medium as I did. It was truly gratifying to hear Ken Kragen say the African relief drive didn't hit high gear until radio staged the Good Friday broadcast of "We Are The World." And, while introducing Kragen and Marlon Jackson during the opening session, R&R Publisher Dwight Case said, "This was a clear example of how we (radio) can do real good and real well at the same time."

Radio Helps The World

Kragen focused on two key areas during his speech: 1) USA For Africa (which thus far has raised over \$50 million) is not over, and radio will be called on again very shortly; 2) the country's current nationalistic spirit is being manifested in what he termed "issue-oriented marketing." Kragen cited the American Express program as an example of this new consciousness. The company is donating one dollar from every credit card transaction to a local cause in the cardholder's community.

Kragen's and Jackson's remarks were preceded by a ten-minute videotape presentation. Produced by R&R, the presentation in-



tegrated clips gathered during various stages of the relief campaign: the "We Are The World" recording session, DJs from around the world playing the song simultaneously, and the arrival/distribution of food in Africa. It's a very positive and results-oriented program, available for state gatherings and other uses. Contact the NRBA's Peter Ferrara, the NAB's Dave Parnigoni, or R&R.

On The Warpath

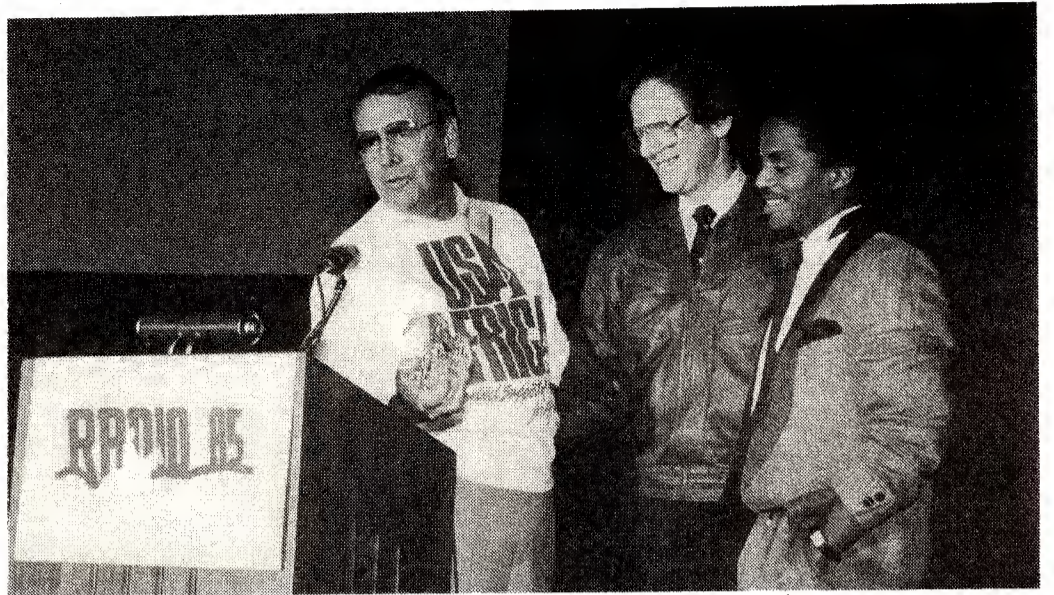
Judging by Radio '85's marketing focus, the role of the station promotion/marketing person should be greatly enhanced. But it looks like we'll have to don battle gear, however, because war was a dominant theme. "Positioning" co-author Jack Trout previewed his new book, "Marketing Warfare," emphasizing that true marketing today is not based on serving the customer, but on outwitting, outflanking, and outfighting your competitors. Another panel session, "Strategies in Radio Marketing Warfare," was chaired by the Research Group's Bill Moyes and featured individuals who had been awarded the company's coveted "Master Strategist" status.

If you set aside all the military buzzwords and look into the heart of both sessions, you'll find good advice on how to properly analyze and react to your competitive situation. Whether or not we all screen "Rambo" during our sales and programming meetings is another story.

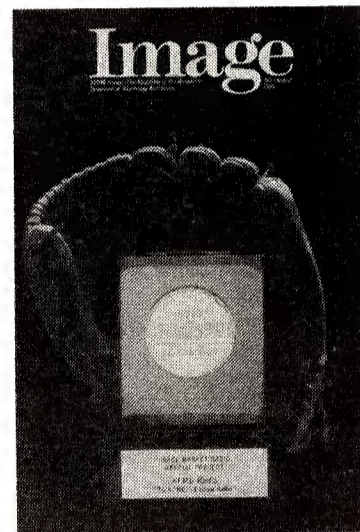
Gaining The Edge

It wasn't all blood and guts. There was a lot to be learned from sessions which featured non-broadcast types. I particularly enjoyed "Marketing - The Competitive Edge," led by retailer Richard Marcus of Neiman-Marcus fame. This session outlined how savvy marketing can be used to gain the edge over your competition.

Marcus talked about "editing the marketplace" to find your position of advantage and then "not satisfying the needs but the desires" of your customers (listeners) through three key elements: merchandise, service, and ambiance/atmosphere. He also added, "Small changes make big differences."



FLY WITH THE EAGLE — At the opening session of Radio '85, R&R Publisher Dwight Case presents USA For Africa principals Ken Kragen and Marlon Jackson with Steuben eagles on behalf of the radio industry.



Radio is, after all, a retail product. If we have the opportunity to apply some of retail marketing's sounder principles to our product, we can do nothing but anticipate success.

All of the convention sessions were recorded. If you'd like tape copies, contact NRBA and NAB.

Image Magazine

Kudos to BPME, which introduced its new member magazine at the convention. This slick publica-

tion replaces the old newsletter and is far superior in content and style. I urge you to ask your promotion manager to buck his copy your way after he's finished with it. The results of BPME's television promotion executive survey are published in the September issue. I'll share those findings - many of which are relevant to radio - in a couple of weeks.

Radio '85 was a great boost for those of us in marketing/promotion. And I believe managers and programmers left the convention with the realization that we are in the "era of the marketer." Now the ball is in our court - let's followup and reinforce this notion with action.

DATELINES

1986

February 1-4

6th Annual Managing Sales Conference, Radio Advertising Bureau, Amfac Airport Hotel, Dallas

ONE YEAR AGO TODAY

- John Hayes Jr. VP/GM of WNBC/New York
- Garry Mitchell PD at KBZT/San Diego
- Jack McSorley Exec. VP/GM of K101/San Francisco
- Bonnie Brooks GM of WEZR/Washington
- C. Carroll Larkin VP/GM of WPNT/Pittsburgh
- Dave Popovich PD at WLTF/Cleveland
- #1 CHR: "Let's Go Crazy" — Prince (WB) (3 wks)
- #1 A/C: "I Just Called To Say I Love You" — Stevie Wonder (Motown)
- #1 B/U: "I Feel For You" — Chaka Khan (WB)
- #1 Country: "City Of New Orleans" — Willie Nelson (Columbia)
- #1 AOR Track: "Blue Jean" — David Bowie (EMI America)
- #1 LP: "Phantoms" — Fixx (MCA)

FIVE YEARS AGO TODAY

- XTRA/San Diego goes CHR
- Tony Hirsh VP/GM of WINS/New York
- Jonathan Klein VP/GM at KDKA/Pittsburgh
- Gary Taylor GM of KREM/Spokane
- Bob Richer President/GM of WITS/Boston
- Jere Sullivan OM at WBCG/Miami
- NAFMB becomes NRBA
- #1 CHR: "Late In The Evening" — Paul Simon (WB) (2 wks)
- #1 A/C: "Don't Ask Me Why" — (Columbia) (2 wks)
- #1 B/U: "Funkin' For Jamaica (NY)" — Tom Browne (GRP/Arista)
- #1 Country: "Do You Wanna Go To Heaven" — T.G. Sheppard (WB/Curb)
- #1 LP: "Emotional Rescue" — Rolling Stones (Rolling Stones) (3 wks)

TEN YEARS AGO TODAY

- Mark Driscoll PD at KSTP/Minneapolis
- Russ Thyret VP at WB
- #1 CHR: "Fame" — David Bowie (RCA) (2 wks)
- #1 AC: "I'm Sorry" — John Denver (RCA) (2 wks)
- #1 Country: "Blue Eyes Crying In The Rain" — Willie Nelson (Columbia) (3 wks)
- #1 LP: "Born To Run" — Bruce Springsteen (Columbia)

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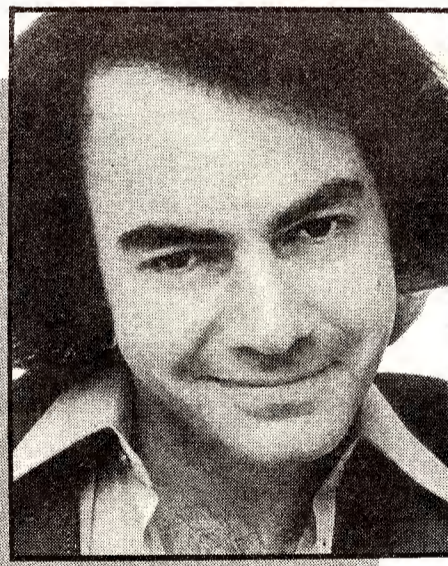
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Neil Diamond

Event Chairpersons

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Merna Braun
Marcia & Neil Diamond
Marje Everett
Judy & Bob Feder

Carri & Jeff Franklin
Gil Friesen
Sandy Gallin
Lynda & Peter Guber

Marlene & Allen Lenard
Ann & Jerry Moss
Merri Jean & Leonard Ross
Cindy & Fred Sands
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Donnie & Joe Smith
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Ann Van Bebber
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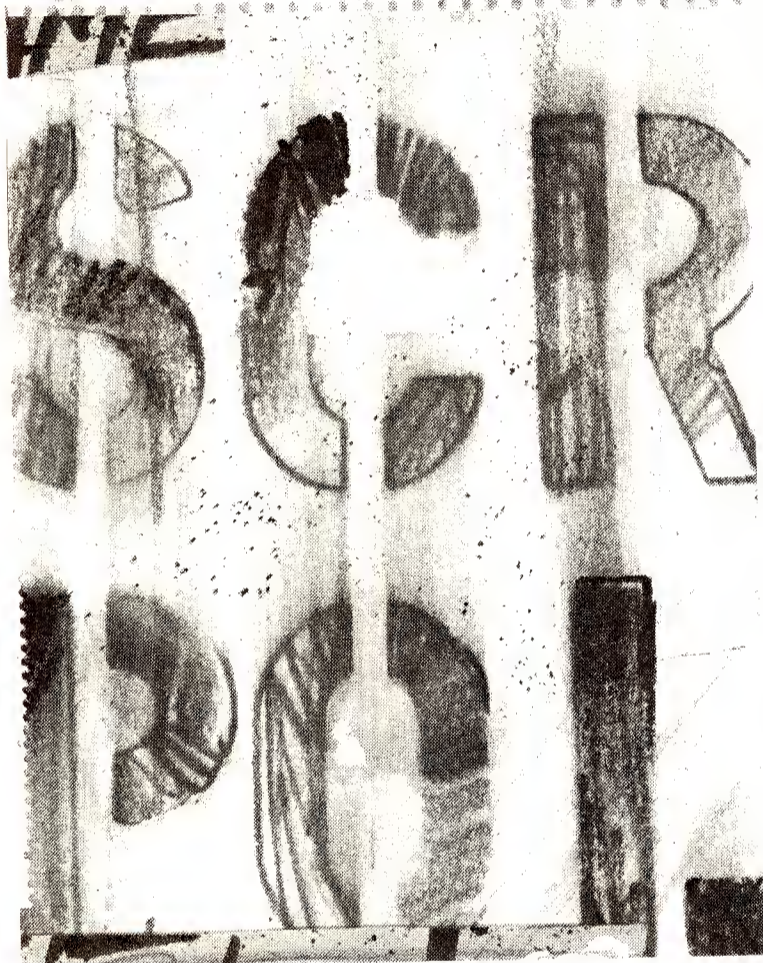
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<i>WPHD add</i>	<i>KNBQ 38-32</i>	<i>OK100 30-27</i>
<i>CKOI add</i>	<i>WTIC-FM add 32</i>	<i>95XIL deb 40</i>
<i>WCAU-FM 40-34</i>	<i>WKEE add</i>	<i>WJAD add</i>
<i>CHUM on</i>	<i>WRCK add</i>	<i>WZYP deb 38</i>
<i>94Q on</i>	<i>WKRZ-FM add</i>	<i>KWES 29-26</i>
<i>KRBE add</i>	<i>WTLQ deb 39</i>	<i>KNIN add</i>
<i>I95 39-37</i>	<i>WROQ add</i>	<i>WHSL 40-34</i>
<i>WXKS-FM on</i>	<i>WNOK-FM 37-34</i>	<i>WBWB add 38</i>
<i>WMMS add</i>	<i>WZLD 35-31</i>	<i>WCIL-FM deb 30</i>
<i>WHYT add</i>	<i>BJ105 22-19</i>	<i>KCMQ add</i>
<i>KBEQ add</i>	<i>Y106 28-25</i>	<i>99KG add</i>
<i>Q103 on</i>	<i>WRQC deb 35</i>	<i>KGOT 29-24</i>
<i>KKRZ 13-10</i>	<i>KIHK add</i>	<i>KOZE 10-8</i>
<i>KMJK on</i>	<i>KQXR add</i>	<i>KBIM deb 40</i>
<i>KMEL 13-11</i>	<i>KF95 26-22</i>	<i>KZOZ 33-26</i>
<i>KWSS deb 29</i>	<i>KIYS 16-14</i>	<i>SLY96 deb 37</i>
<i>KPLUS 20-15</i>	<i>KLUC deb 38</i>	<i>OK95 30-23</i>
	<i>KFIV 26-19</i>	

From The Album
"Cupid And Psyche 85"
© 1985 Warner Bros. Records



R&R STREET TALK

In response to last week's item about the rumored sale of the **DOUBLEDAY** radio group to **SCONNIX**, Doubleday President **GARY STEVENS** issued the following denial: "Plain and simple, it's untrue. The group is not for sale. No deal with Sconnix was ever discussed."

Congratulations to **KALI/LOS ANGELES**, which interrupted its Spanish programming for three days to collect money for the Mexico City earthquake rescue efforts. Public Service Director **MARIO TALBOTT**, who stayed on the air for 65 straight hours, told Street Talk that KALI spent the \$140,000 in donations on jackhammers, saws, gasoline, lamps, and other excavation materials, which were immediately flown down. Another plane bulging with 100 tons of food, clothing, and medicine is on its way.

Not to be outdone, **KTFM/SAN ANTONIO** is staging an "Earthquake Relief Marathon," starting Friday morning (9-27) at 6am. The station will match dollar-for-dollar all money handed out in the "Hot Music Sweepstakes" contest this weekend. Among those scheduled to call are **JOHN COUGAR MELLENCAMP**, **JOHN WAITE**, **BILLY JOEL**, and **BRUCE SPRINGSTEEN**. Any artists wishing to get on the air and help with pledges are invited to call (512) 470-KTFM. The lines will be open around the clock, and collect calls will be accepted. The goal is \$103,000.

Meanwhile, the State Department in Washington ran a "fowl" of FCC Chairman **MARK FOWLER** by accidentally publicizing his private office phone number to the news media as the one for anxious friends and relatives to call. About 150 calls later, the lines cooled off.

Country broadcasters expressed their displeasure this week over "Farm Aid" cablecast originator the **NASHVILLE NETWORK**, which interrupted several performers to accommodate its spot schedule. As an example, TNN broke off the end of **ALABAMA**'s first song, only to return for the last eight bars of the group's second — and final — tune.

Nor were most participating stations overly thrilled with **SAMMY HAGAR** and **EDDIE VAN HALEN**'s blue rap, which didn't exactly make for family radio. Isn't anybody using the seven-second delay anymore?

The good news, of course, is that 342 radio stations, through the auspices of the **MUSIC COUNTRY RADIO NETWORK**, carried the concert, helping to raise millions of dollars for struggling American farmers.

Remember the Motley Crue ID hassle between New York AORs **WNEW-FM** and **WXRK**? Well, now **WTIC-FM/HARTFORD** has pulled all **A&M** product after **STING** cut some "endorsement/positioning" liners for CHR rival **WKSS**. That station is owned by **DON LAW**, a local concert promoter who **WTIC-FM PD GARRY WALL** and Sr. VP **TOM BARSANTI** feel "could exert unusual influence on many performers . . . giving him an unfair advantage in obtaining artist endorsements. We must fight back in every way possible." All labels have been warned not to allow their artists to fall into a similar trap.

Said A&M Sr. VP/Promotion **CHARLIE MINOR**, "The unfortunate thing is that artists do not understand positioning. While they're doing an interview with any radio station they genuinely have a desire to please, with the underlying thought of helping their record label and their own image. When things like this happen, it looks like an artist must be a promotion or marketing person. It was never meant to be so difficult for an artist to simply do an interview without offending so many people. I have always had a personal relationship with the people at WTIC-FM, and I'm dreadfully sorry it's come to this, but Sting had no intention of hurting anyone. We have made Sting available to do an ID for anyone in the Hartford market. This was meant to be a goodwill gesture, not some precedent-setting experience."

Although it's not known under what circumstances WTIC-FM will read A&M product, let's hope the problem's resolved soon.

CBS NEWS has joined the network cutback trend, laying off 74 correspondents and staffers worldwide. In addition, 51 other positions were eliminated either through attrition or unfilled vacancies. Both cutbacks were part of a major move by CBS to offset the financial burden the network took on while successfully fighting off the recent takeover bid by Ted Turner.

On a brighter note, CBS veteran correspondent **CHARLES OSGOOD** has signed a ten-year contract with the net, covering both radio and TV. Osgood had been pursued by other networks, and rumors of multimillion-dollar offers suggested he was ready to book out. In addition to his regular TV work, Osgood hosts CBS Radio's "Newsbreak" and "The Osgood File."

Former PolyGram VP/Promotion **BILL CATALDO** is expected to land the VP/Promotion slot at **21 RECORDS**. The official announcement is a few weeks off yet . . . And advance congrats to **WARNER BROS.**' L.A. local rep **PATTI OATES**, who we hear will soon be promoted to a national album position.

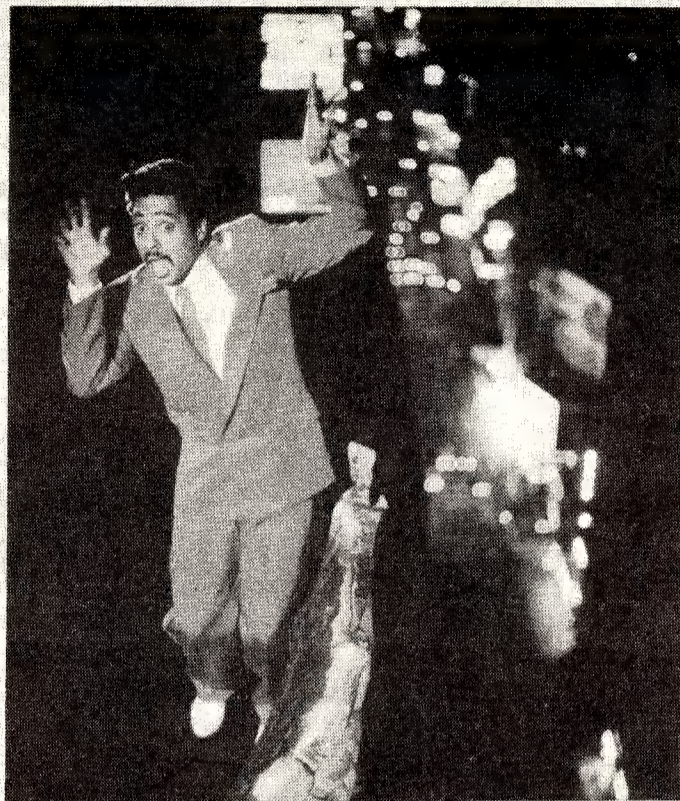
Continued on Page 26

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*What do Nancy Reagan, Ed Koch, Pope Paul II and the Ayatollah
have in common with Morris Day?*



They can be seen "branching out" with him in his new video, "The Oak Tree." It seems everybody wants in on "The Oak Tree" action. There are a few things, however, that they *don't* have in common with Morris. He's receiving heavy breakout airplay on Black Radio and has great crossover potential. His video debut was as well received as his appearance on the MTV Awards Show. And he's starting his Color Of Success Tour at the end of October.

"The Oak Tree" is available on 7" Single (7-28899) and 12" Maxi-Single (0-20380). From the forthcoming album "*Color Of Success*" (1/4-25320). On Warner Bros. Records, Cassettes and Compact Digital Discs. Produced, Written and Arranged by Morris Day. Management: Gallin-Morey & Addis, Barry Josephson.



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STREET TALK

“the screams of passion”



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The Family

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Produced and Arranged by David Z. and The Family
Orchestra Produced, Composed and Arranged by Clare Fischer
1985 Warner Bros. Records Inc.



Continued from Page 24

Where's former Doubleday VP/
Programming **DAVID MARTIN** headed?
Look for him to announce his future plans soon.

AM stations seeking something different
might be interested in the **RADIO GROUP's**
24-hour taped comedy format, scheduled to
debut soon. For more info, call (212)
751-2400.

Speaking of comedy, after years between
albums the ubiquitous **BILL COSBY** has signed
with **GEFFEN RECORDS**, and will have an LP
out next year. **DEBBIE HARRY** has also pacted
with Geffen for America and Canada;
CHRYSALIS will handle the rest of the planet.

The WPFM/Panama City morning drive team
of PD **BILL "BIRDMAN" THOMAS** and **LOU
CLERY** have hitched with **KBEQ/KANSAS CITY**
for a three-year, six-figure deal. Clery, who
until recently was a John Deere salesman,
attracted Bill's attention with his ability to do a
variety of character voices.



Lou Clery & Bill Thomas

Our condolences go out to the family and
friends of **JOHN ROUNDTREE**, who died
suddenly Sept. 18 of spinal meningitis. Co-
owner of **AUDIO IMAGE RECORDING**, John
was well-known as **JEFF JACKSON** from his
days at **WRVQ/RICHMOND**.

On the "great gig" front, new **KCBQ/SAN
DIEGO GM CHARLIE OCHS** (see Page 1)
now needs a PD. Also in the Country
classifieds, new **WBOS/MILWAUKEE PD DON
CHRISTI** is looking for an MD/personality . . .
MIKE RYAN needs a morning guy for
**WQDR/RALEIGH . . . WLOL-FM/
MINNEAPOLIS** is seeking an afternoon driver
. . . And **GARY BURNS & ASSOCIATES** has
been hired to consult **WBEN-FM/BUFFALO**.
He's still looking for an on-site PD to succeed
ROGER CHRISTIAN, who has stepped down.

R&R would like to add its "Well Done" to
the many others received by **WVMI/BILOXI**
afternoon man **TED WHITE**. During the recent
hurricane, Ted was cruising the streets in the
station van providing live reports, when he
rescued a little girl who had become trapped
inside a mobile home. Way to go, Ted!

Get-well wishes to **KPAK/REDDING**
personality **BOB GREEN**, who's recovering
from a heart attack he suffered September 3.

Immigration laws require **WHJY/
PROVIDENCE PD IAN GRACE** to return to his
native Australia by November 30. However,
he'll continue to advise the AOR property and
will hire his own replacement. Ian plans to be
back in the States in '86, working with another
station for 90 days.

Sad to report the death of **JOHN HUNT**, a
leading proponent of jazz music, who served
ten years as Music/Fine Arts Director at
WBFO/BUFFALO. John was a major
contributor to NPR's "Jazz Alive" and the
"American Jazz Festival."

On a more positive note, **ZEBRA
RECORDS' RICKY SCHULTZ** will head up
MCA's new commitment to jazz, taking charge
of A&R, marketing, and promotion for the
reactivated **IMPULSE** label and **JAZZ
HERITAGE SERIES**. Also forthcoming will be a
new line called the "Masters Series," offering
top-quality pressings along the lines of
Windham Hill.

After only a few months, **WIP/
PHILADELPHIA** has dropped its "Infotainment"
midday programming, and has added **SMN's**
"Stardust MOR" for evenings and weekends
to fill in around the heavy fall sports schedule.
Six people were let go as a result of the
changes. Meanwhile, **BILL WEBER** has
returned for middays, and a new ND will be
named shortly.

With the arrival of Station Manager **DAVE
MASON** (see Page 1), eight-year PD **MARK
ROBERTS** has departed **WTAE/PITTSBURGH**
. . . **WASH/WASHINGTON PD JOHN MOEN**
has resigned over a difference in direction, but
will remain onboard until October 15 . . . **PAT
MARTIN** is leaving **WRKR/RACINE-
MILWAUKEE** as PD October 1 when **SRO**
takes over the station.

Q107/WASHINGTON has lost a few folks
to the service of Uncle Sam! Afternoon driver
GARY MURPHY, Production Director **DAN
ALEXANDER**, and weekender **CAROL
PARKER** all resigned to become contract
employees for the **VOICE OF AMERICA's** new
European service. VOA hasn't beamed into
Europe for almost 20 years, but is rekindling
its efforts with **CHR** from America. As part of
the changes, PD **RANDY LANE** needs a
production director and overnight talent.

Also at Q107, looks like new News
Director **DAVID PAGE** has made an instant
name for himself. His commentary about
"Washington not wanting a major league
baseball team due to the outrageous salaries,
attendance problems, prima donna players,
and drug usage" ruffled a few feathers,
especially considering that sister **WMAL** is
leading the drive to bring a team to the
nation's capital. Oops!

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KEN BARNES

ON THE RECORDS

Breaking New Artists: Comparing The Formats



A sampling of the last five months' new artist Breakers

A little less than six months ago I compiled my first survey on new artists being broken by radio. With the New Music Seminar underway and considerable material elsewhere in this issue on the general subject of "new music," it seemed like an appropriate time to update those findings.

That first column (April 5) covered artists broken in AOR, A/C, Black/Urban, CHR, and Country during the first quarter (13 weeks) of 1985. This one covers the next 22 weeks, up to September 6. To qualify as "broken," an artist had to reach Breaker status for the first time (except in Country, where a few lower-rung chart records never reached Breaker).

Since no act breaks through without radio support, anyone who's concerned with breaking new music needs to look at the number of new acts the various formats are breaking, what kinds of acts are doing the trick, and which acts are crossing over, achieving multiformat breakthroughs. CHR, B/U, and AOR are the three active new act-breakers, and artists that can achieve a double on any two of the three (though AOR & B/U Breakers seldom cross) are in good shape. Country is less active, though perhaps picking up a bit; and A/C, the most conservative format, is slowest to break acts first, although it will pick up on new CHR and B/U artists.

Black/Urban Receptive

Just as in the first quarter, Black/Urban radio proved most receptive to new artists. Maurice White and Nile Rodgers are only "new" by virtue of technical solo status; their success after years of EWF and Chic hits is not terribly surprising. On the other hand, three European black acts broke: England's Loose Ends and Five Star and the Dutch/Guyanese trio Mai Tai.

Other artists scoring a first-time Breaker were Freddie Jackson (who later crossed CHR), Opus Ten, Skipworth & Turner, Lisa-Lisa & Cult Jam, 9.9, Juicy, the Boogie Boys, the Family (one in a series of Prince-associated new successes), Charlie Singleton (ex-Cameo but not high-profile), Colonel Abrams, and "Star Search" winner Durell Coleman. Sting followed his simultaneous CHR/AOR emergence with a B/U Breaker a week later, and Harold Faltermeyer broke B/U after doing so in CHR.

The B/U Breaker crop is a varied lot — a number of acts with strong teen appeal, one out-and-out rap act, and a couple of artists with notable potential adult appeal. Of the new artists broken first in B/U, only Freddie Jackson broke in another format.

AOR Early

AOR (Tracks chart) seemed to be picking up a little after a rather sluggish start in breaking new artists this year. 'Til Tuesday and Godley & Creme broke in AOR before CHR (G & C pulled off a hat trick with A/C later), Sting was simultaneous in AOR and CHR, and the Hooters, hovering on the brink of a mid-September CHR Breaker, scored first in AOR.

'Til Tuesday joined Lone Justice and the Outfield as Breakers on their first records. Eddie & The Tide and the Hooters had had independent LPs out previously, but were essentially new. X, Marillion, and Jason & The Scorchers have had previous major-label releases but scored their first Breakers this

time out. Other first-timers were more well-known, particularly the Bill Wyman-led star assembly Willie & The Poor Boys. Godley & Creme released several records before this one, and were well-known as part of 10cc earlier. Similarly, Rick Fenn was in 10cc as well (though not as a frontline member) and his partner Nick Mason was prominent as Pink Floyd's drummer. Kim Mitchell was in Canadian band Max Webster but can essentially, for American purposes, be considered a new artist. But Sting is another case of a new artist by technicality only.

R&R AOR chart research is still a little fuzzy, so I'm not sure whether Bryan Ferry and Gino Vannelli are first-time AOR Breakers (Ferry has done it with Roxy Music anyway and Vannelli has been successful in CHR and A/C).

Again, a varied lot of new artists: Canadian, British, Nashville, L.A., Boston, Philadelphia, etc., for origins; styles ranging from pop-oriented to raw rock to '70s-style progressive.



Toot sweet for Rockin' Sidney after 25 years

CHR: Active & Cooptive

CHR did its share of new artist-breaking, but the format also picked up on a number of acts after they'd broken elsewhere. Examples of the latter during this period are Katrina & The Waves (AOR), the Mary Jane Girls (B/U), 'Til Tuesday (AOR), Whitney Houston (B/U, A/C), Paul Hardcastle (B/U), Amy Grant (A/C), Freddie Jackson (B/U), Godley & Creme (AOR), and Ready For The World (after three B/U hits).

In addition, veteran artists like Graham Parker and Motley Crue scored their first CHR Breakers long after becoming established in AOR.

But if that list makes CHR appear conservative, rest assured that's not the whole story. Any format that became first to break a postpunk synthesizer band employing industrial tools for percussion instruments and decidedly unorthodox male garb (Depeche Mode), a Norwegian trio featuring falsetto vocals (A-Ha), and a Liverpool group whose singer exhibits strong transvestite and gender-bending tendencies (Dead Or Alive) can hardly be described, at least for the American market, as mossbound.

CHR also introduced to hit status German discmeister Harold Faltermeyer, Limahl (who had hit with Kajagoogoo previously), Alison Moyet, Boy Meets Girl, Sting (simultaneous with AOR), Cock Robin, and Jan Hammer (new as a solo artist; previously an AOR Breaker with Neal Schon).

A/C Scores Another

In the first quarter, A/C was the only format to break Janey Street, and over the last five months it became first to break another artist: Amy Grant (who followed a week

later in CHR). A/C also followed up with Godley & Creme, Harold Faltermeyer, Graham Parker, and Whitney Houston, and reintroduced Michael Franks to the chart for the first time since "Popsicle Toes" about a decade ago. As I pointed out last time, record companies aren't looking to A/C to break new artists and the format does not disappoint them.

Country: Signs Of New Life?

Last column, the only new artist Breaker in Country was by Restless Heart (the Forester Sisters charted but missed Breaker by a technicality, an omission they have since remedied with their No. 1 second single). Over this period, three more new artists broke, while two others charted but didn't hit Breaker. The two unbroken charters were T. Graham Brown and Chance; the three Breakers were Judy Rodman, Rockin' Sidney, and Southern Pacific.

The two last-named artists are a different breed than the average country act. Southern Pacific is essentially a renegade rock group, with two members from the Doobie Bros. and another a rock solo artist; the song they broke with was an out-and-out rocker by Tom Petty. And Rockin' Sidney has been recording for 25 years or so, as a prominent exponent of zydeco, the black form of cajun.

It's interesting to note the artists broken by the various formats, and it's also worthwhile to monitor which ones sustain their success. The fall quarter is usually reserved for superstar releases, so there may not be a lot of new artist success stories, but I'll keep an eye on them for a column at the end of the year, and will continue to track new artists breaking on a roughly quarterly basis.

THE DAZZLING DUET OF THE YEAR!



1st WEEK BREAKER

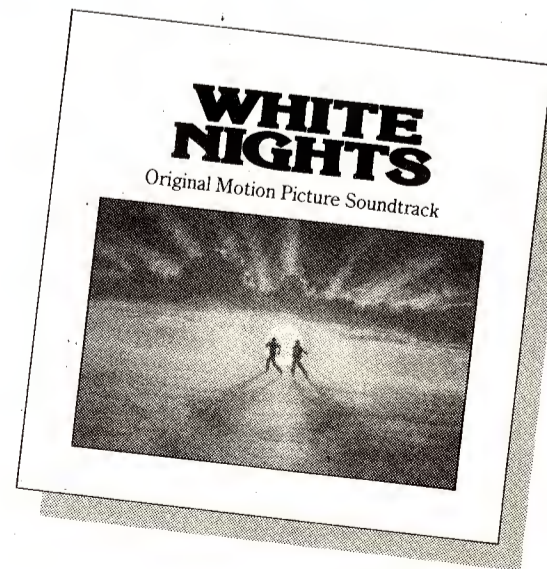
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THE
HEADS

WHTT deb 38	WLRS on	KISR on
B94 deb 25	KX104 14-11	WXLK on
PRO-FM on	WKZL 38-33	WHSL 39-33
B96 25-23	KIHK on	WVBS add
WMMS add	KZIO 38-35	WCIL-FM 30-26
92X 34-29	KIYS add	KCMQ add
KHTR deb 37	KSKD on	WAZY-FM deb 39
Q100 add	WFBG add	99KG on
WSPK add	WGUY deb 39	WDBR deb 39
WGFM on	95XXX 26-20	KFMW on
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30/R&R FRIDAY, SEPTEMBER 27, 1985

DATEBOOK

SEAN ROSS

Bee Near Me

Sting and the Police never really got the chance to be innocuous in America. Their first single was about a prostitute, the second about teenage suicide, and their first big hit had a line about being tied up and raped (albeit metaphorically). Besides, all new wave bands were still clumped with the suicidal rebellion outfits of the genre's early years.

Sting has said in recent interviews that he had to work for that image in England. "I was heralded as the golden boy. Here was a chap who was a school teacher, who had a beautiful, talented wife and a kid. I was athletic, and I didn't take drugs. Then (the press) found out I did screw people and yes, I had taken drugs. Then I started to play these evil characters, and suddenly I became the bad boy in the English press. So the British press is now totally confused as to what I am, which suits me fine."

Sting, who'll be 34 on Wednesday, talks a lot about the dual nature of his life and music. "Brecht wrote what he called friendly and unfriendly songs . . . I'm the same in that I have a strain of song that is quite evil — a song like 'Demolition Man' or 'Every Breath You Take.'" His conciliatory numbers, "If You Love Somebody, Set Them Free" and "Fortress Around Your Heart," are "antidote songs."

The forthcoming "Plenty," which casts Sting opposite Meryl Streep, will probably be his last movie for a while. "I really want to concentrate on the music until next year . . . the roles that are offered to you are usually about rock music . . . I've been asked to play a rock star who 'has problems relating to people' once a week, and I turn them all down. What I've done is go for small parts in what I thought might be worthwhile films and build up slowly. But I don't want to end up as an actor."

MONDAY, SEPTEMBER 30

1950/The Grand Ol' Opry airs on TV for the first time.
1955/James Dean dies in a car wreck, paving the way for the Eagles, David Essex, and others to write songs about him.
1967/Only 12 years after the birth of rock music, England gets CHR radio officially when the BBC's Radio One signs on with the Move's "Flowers In The Rain."
Birthdays: Johnny Mathis 1935, Deborah Allen 1953, Marilyn McCoo 1943, Marc Bolan would be 38; Frankie Lymon would be 43.

TUESDAY, OCTOBER 1

1970/Curtis Mayfield leaves the Impressions to go solo and starts his own Curtom label. 15 years later, Mayfield is once again recording on his own label, CMC.
1980/Queen's "The Game" LP goes gold.
1982/In a stunt that's worked with varying success in different cities, KSRR/Houston and KZEW/Dallas announce the purchase of all tickets to the Who farewell shows in their respective cities. Any fan intent on seeing the Who either has to win tickets or buy them through the station.
1982/KIIS-FM/Los Angeles which, in recent months, has fluctuated between A/C and CHR, adds "Mickey," "I Ran (So Far Away)," and "Don't Fight It," thus confirming its move back to straight CHR.
Birthday: Howard Hewett (Shalamar) 1957.

WEDNESDAY, OCTOBER 2

1968/Motown and its publishing subsidiary Jobete Music sue songwriting/production team Holland/Dozier/Holland for breach of contract.
1973/Bay Area rock stars play a benefit for the legal defense of someone named "Badger" who, unbeknownst to promoter Bill Graham, is a Hell's Angel.
1975/Bruce Springsteen's Milwaukee concert is delayed by a bomb threat.
Birthdays: Don McLean 1945, Philip Oakey 1955.



THURSDAY, OCTOBER 3

1975/WFIL/Philadelphia expands its playlist to include a "disco rotation," according to an announcement by MD Joel Denver.
1975/"Born To Run" debuts on the CHR chart.
1980/Bruce Springsteen kicks off his "River" tour at Ann Arbor's Chrisler Arena. He's joined on stage for the "Thunder Road" encore by Bob Seger, who has trouble remembering the lyrics.
Birthdays: Lindsey Buckingham 1947, Chubby Checker 1941.

FRIDAY, OCTOBER 4

1973/An impromptu Crosby, Stills, Nash & Young reunion takes place at San Francisco's Winterland during a Stephen Stills & Manassas show.
1980/Mick Fleetwood, Lindsey Buckingham, and Stevie Nicks join the USC Trojan Marching Band during halftime and present them with gold records for their contribution to "Tusk."
Birthdays: Patti Labelle 1944, Helen Reddy 1942.

SATURDAY, OCTOBER 5

1962/"Love Me Do" is released in Britain; 20 years later it's reissued on the same date and charts again.
1984/The beginning of Survivor's comeback, "I Can't Hold Back," debuts on R&R's CHR chart on its way to #10.
Birthdays: Steve Miller 1943, Bob Geldof 1954.

SUNDAY, OCTOBER 6

1978/Jesse Jackson denounces "Some Girls" by the Rolling Stones for its assertions about black women's sexual appetites. Garrett Morris later parodies Jackson on "Saturday Night Live" by asking Jagger if he knows where these black women are and if he could be introduced.
Birthdays: Kevin Cronin (REO Speedwagon) 1951, Thomas McClary (ex-Commodores) 1949.

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ADAM WHITE

RECORDS

New Music: No Longer A Counterculture

It doesn't matter how many years you've been writing, how many cups of coffee you have, or how long you stare at the keyboard, introductions are still murder to do. Ask any of the other R&R editors, except Ken Barnes. He's the one who advised me, "Just start with a little personal stuff, explain what the column is all about, and then get into your topic for the week." Thanks, Ken. May your next column intro be so simple to write.

A little personal stuff. Seven years with *Billboard*, first as international editor, last as editor-in-chief. Before that, four years with *Music Week*, the British trade paper, in London. Started out in trade journalism some years before that with, uh, *Piano World*, and in music journalism with a freelance piece for the *New Musical Express* about R. Dean Taylor. You remember him.

OK, this column. Simply stated, it's a weekly focus on record industry issues and events as they relate to R&R readers. The goal is to provide a combination of information, analysis, and news that's useful and thought-provoking. Also, to report on some of the influential and colorful personalities who make the industry not only satisfying to be in, but also fun.

As with all of R&R's columns, this one will be all the more effective if it also becomes a vehicle for you to share comments and insights about the radio and records business(es). In other words, get those cards and letters (and phone calls — to our New York office) ready.

It's certainly a stimulating time. There's a lot of activity within the creative community — to take just one area — and it faces some interesting challenges. There are charges that the resurgence of CHR formats (now including, more or less, MTV) and sounds has led to the homogenization of music. In the next few weeks, I plan to look at how new talent is currently being discovered and developed, since the process is central to what radio will be playing — or not, as the case may be — in the months ahead. What are the A&R trends at record companies, and what will they yield in the way of new music?

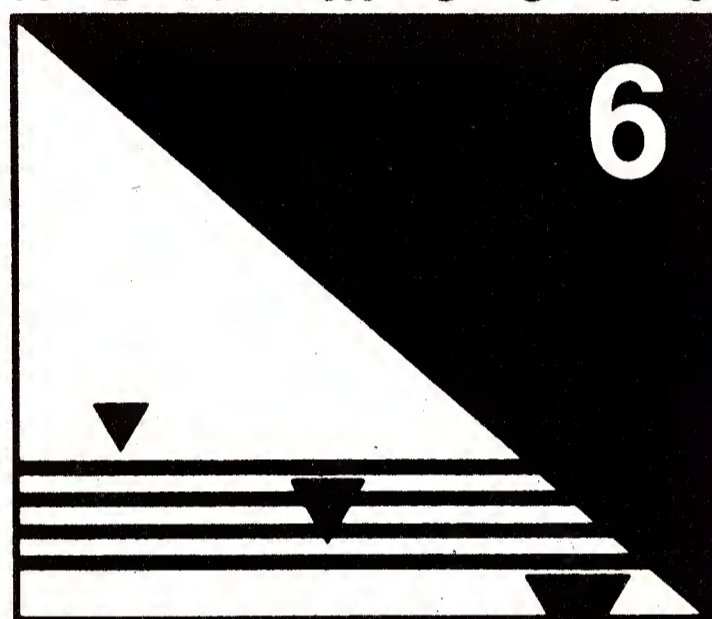
"How new talent is being discovered and developed is central to what radio will be playing — or not."

New Music Seminar

Which brings us to the Topic of the Week. The record industry and related interests is turning out in force for the sixth New Music Seminar in New York September 25-28. It offers a full program of panels and workshops, artist showcases and concerts, keynote speeches and exhibits, plus all the usual shmoozing opportunities. Attendees will also be able to decide whether the brand new, mega-hotel that is the NMS venue, the \$400 million Marriott Marquis, deserves its recent description in the *New York Times* as "the Edsel of Times Square."

The event has become an industry fixture of the Eighties, its purpose to address — and stimulate — change. "The only way to guarantee the future prosperity, vitality, and significance of the music business," says Mark Josephson, a founder of the seminar and one of its three directors, "is by constantly looking ahead to reflect new and future realities in demographics, financial structures, musical esthetics, and technology, all of which affect and reflect the way people hear and consume music."

NEW MUSIC



SEMINAR

Mark's statement also reflects the way the seminar has evolved since the first one in 1980, when keynoter Kate Ingram (then of WCOZ/Boston) declared, "We have a new counterculture." She was speaking to, and for, the indie label reps, club owners, agents, managers, and musicians who comprised the bulk of the audience, and who numbered a couple of hundred. They railed against the music business establishment of the day, and against the severely-limited commercial avenues for "new music," a/k/a new wave, punk, alternative rock, etc.

It's doubtful you'll hear the phrase "counterculture" at this year's seminar, which is not to say there's no radical fringe or cutting edge (or whatever you choose to call it) in 1985. The event has moved towards the mainstream, and now very much involves the

music industry establishment. The attitudes and frustrations of those at the first seminar, who got together for self-reinforcement as much as anything, would be harder to hear among the sixth convention's 3000-plus attendees — and probably couldn't dominate the proceedings.

There's criticism implicit in that last sentence in terms of the original NMS charter, but Tom Silverman says he and fellow directors Josephson and Joel Webber are very aware of their critics. Tom, for one, doesn't believe the seminar should be called "mainstream," and doesn't think it has the traditional "back-slapping, self-congratulatory tone" of most music biz gatherings.

Radicals and Mainstreamers

The original spirit of the NMS, Silverman says, is retained by the topics chosen for panel discussion, and by inviting those he calls "radicals" to debate such topics with industry mainstreamers — for example, on the A&R panel. "At the very least, that stops everyone from taking themselves too seriously. At the most, it gets real controversy and argument going, which is what's needed."

The need to reflect that original charter is also why there are three separate panels devoted to independent labels, says Tom: a general session ("Keepin' The Juice") and one each on American rock indies and U.K. companies.

Joel Webber, meanwhile, believes that another alternative scene, "the next radicals" (or again, whatever you want to call them) will coalesce and make their presence felt over the next couple of years. "And the seminar will be there for them to use. Hopefully, Tom, Mark and myself will be close enough to street to recognize those type of things as they happen — and keep recognizing them until we get too old and boring."

Joel goes on to compare today's heavy metal scene with the new music environment of the late Seventies. "Metal can't get on the radio, yet there are bands selling records out of nowhere. The jungle telegraph among kids about these groups, the music, the tours, and so on is just like it was with new music, when the Police went on the road in a van. And, of course, all these small labels are involved in it, and there's little or no support from the corporate labels. That's why we've got a panel on the subject this year."

Neither Webber nor Silverman claims that the seminar is perfect. Tom acknowledges the difficulties of panel size ("the big ones can get out of hand") and of restrictions placed on questions from the audience (last year, they had to be put in writing and submitted through panel moderators). He thinks the latter problem will be solved by a roving mike taken to the floor, Donahue-style, by each moderator. Joel recognizes that the event's size makes it hard for disenfranchised elements of the business to get themselves heard effectively.

But all three directors are convinced that the seminar remains the most valuable industry forum for open discussion of critical issues. "If it wasn't this big," says Webber, "we wouldn't have any impact. It's important for people to understand the consequences of current trends and events — this whole matter of record rating, for instance. It's a place to galvanize everyone into action for change. It's also a hell of a party."

I'll be looking back at the NMS in a forthcoming column. Meanwhile, beginning on the next page is an R&R minispecial on new music and how it's being marketed, promoted, and played.

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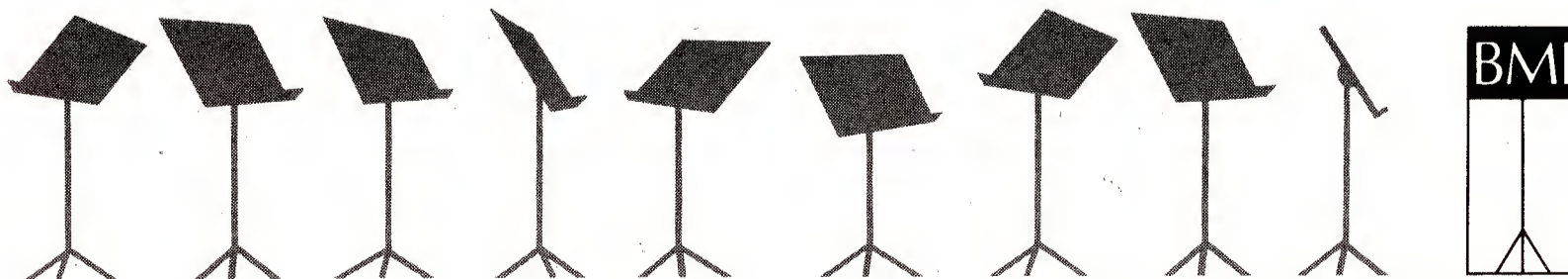


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Records And Radio: The New Music Connection

We've all heard the cliché: new artists are the lifeblood of the music industry. But what about reality? And what about radio? What is the *real* connection between new music and the vitality of the radio business? The fact is, new artists *are* the lifeblood of the music industry, and no matter how many times you hear those words — and if you go to this week's New Music Seminar in New York, you *will* hear them — the rhetoric rings true. Radio needs new music to keep it innovative and fresh.

The new-music-fuels-radio cliché might seem tired, but radio thrives on the introduction of new sounds and trends. While Bob Catania, Director/National Album Promotion for Island Records, avoids the cliché, he understands its meaning. "The development of new acts is crucial to both radio and records," he says. "Even though the two industries have separate goals, we find a common middle ground that defines our relationship."

Listener Involvement

Catania feels that playing new music on radio is a necessary part of involving listeners with the latest product and attracting large audience numbers. "Selling music for AOR stations doesn't mean a sales situation," he explains. "It's selling an image that will attract a quality listenership that can eventually be sold to advertisers. Without the new music quotient, the format would simply be an oldies outlet."

"The record companies will always put out far more product than radio can possibly absorb, so it's a no-win situation."

— Bob Catania

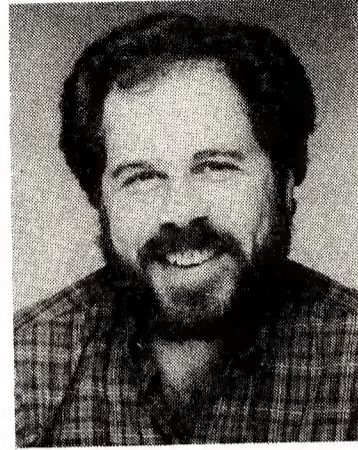
When a majority of stations is programming only 40%-50% current, Catania continues, the question of whether radio is playing enough new music becomes evident: "This classic confrontation of our industries will never be satisfied. The record companies will always put out far more product than radio can possibly absorb, so it's a no-win situation. What we're seeing now is a much more sophisticated



Bob Catania

record marketing effort to get around the lack of airplay, and/or maximizing those few records that do make it into the coveted heavy and power rotations."

J.B. Brenner, National Album Promotion Director for A&M Records, believes the development of new acts is as important to radio as it is to labels. "If you look at the top of the album charts, you see acts like John Cougar Mellencamp, Sting, Dire Straits, Bryan Adams, and Bruce Springsteen," he comments. "Those acts were exclusively AOR, for years in some cases. When an artist does reach superstar status — which obviously not everyone does — you want your audience to grow with you.



J.B. Brenner

And they're going to remember that you were the first, that you were playing Springsteen before it was fashionable. Before Z100 was doing an A-Z of Bruce, they heard it on WNEW. They were giving away Bruce Juice before the Top 40 guys knew what it was."

Bill Bennett, VP/Album Promotion at E/P/A, is equally emphatic about AOR's attitudes toward new music and artists. "The single biggest problem I see is that programmers seem to write off the 25+ audience as not being interested in new music. Contrary to popular belief this audience is very competitive and very interested in acquiring things, whether it's a new Rolex or the new Talking Heads album."

Old Demos & New Music

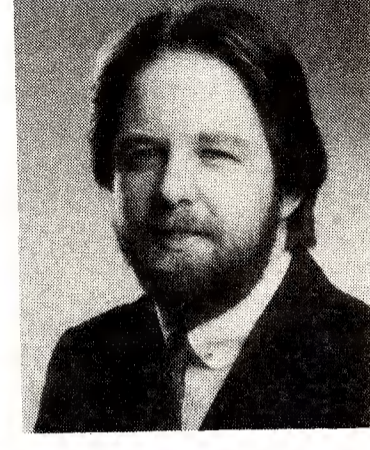
Because CHR outlets sometimes pull in older demos in addition to teens, some AOR programmers and record label execs are wary of new music that shows up on CHR playlists. "KIIS-FM/Los Angeles and WQXI/Atlanta are two CHR stations that beat their AOR competition to death in 25+ numbers," Bennett continues. "You can't write off those older numbers, but

"It aggravates me when I keep hearing, 'I'm not going to play that, it's too CHR.' But the CHRs are killing them in upper demos as well as teens."

— Bill Bennett

you can't assume that when people turn 25 they don't care about new music. It aggravates me when I keep hearing, 'I'm not going to play that, it's too CHR.' But the CHRs are killing them in upper demos as well as teens. WQXI is running 80% currents and they're totally dominant in 18+, which is the prime AOR target." These figures disprove the theory that adults 18+ don't want to keep current with music, he adds.

A healthy amount of currents in the AOR playlist is important to



Bill Bennett

maintaining strong numbers, a delicate balance that Capitol's Bill Bartlett says must be achieved so that people do not live only in the past. Speaking as a former PD, Bartlett explains, "You should still reflect the past in order to solidify

"When an artist does reach superstar status — which obviously not everyone does — you want your audience to grow with you. And they're going to remember that you were the first."

— J.B. Brenner

the older demos, but people over 35 like to hear new things as well. We were progressive thinkers 15 or 20 years ago when the AOR revolution began, and we're progressive thinkers now. We always wanted to hear something new, and we didn't like to get stuck in a certain pattern."

Older demographics want to feel like they're young, Bartlett elaborates: "No one wants to feel like they're growing older. You feel like you're growing older when you listen to oldies and reminisce about the past. Young-thinking people will always want to remain as contemporary as possible in every aspect of their lives, and that includes radio listening. This means that AOR should be playing more new music."

Promotion Strategies

If AORs do need to play more new product, what strategies can record companies incorporate to turn programmers on to new music? "A label can never make too many cassettes," states E/P/A's Bennett. "Just flood the market way in front of the release with cassettes of any new artist, then lead with a 12-inch of the single. You can also do the AOR track on a

Continued on Page 35

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The New Music Connection

Continued from Page 34

12-inch to set the band up with a format identity, or you can lead with the entire album and hope for the best. Still, as Machiavellian as we get when we try to induce radio to play new music, nothing works like a great song."

A&M's Brenner concurs that the song always wins out over the strategy. "The industry is extremely song-oriented these days, and there are so many albums coming out. Obviously 12-inches are important, but what we try to do with songs we really feel strongly about is loop them three times on a cassette. *Simple Minds* was one of the first records we did that to. It gives you a captive audience for more than one listen to a song, which is what you really need."

Island's Catania also uses cassettes and 12-inches, tools he calls "standard promotion fare." "The

"It seems as though tracks burn out a lot quicker in AOR, which sometimes has a negative effect on retailers' perception of the station in the market."

—Bill Bartlett

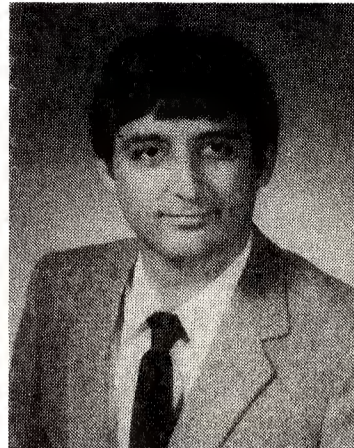
most important thing we can do, however, is to excite programmers with our enthusiasm," he says. "Once their attitude is one of wanting to listen, all the tricks of the trade just supplement the effort."

Airplay Or Airtime

Station airplay does not guarantee a lot of airtime, however. Label promotion execs point out that,

once a station has committed to a particular new release, rotation commitments vary from station to station. "It depends on the market," says Capitol's Bartlett. "Significant rotation on WBCN may be a lot different from significant rotation on KMET. In general, AOR should shoot for six plays a day."

Bartlett cites recent studies which show that AOR stations are the prime movers of current product in the marketplace. "When AOR adds a record the product moves," he explains. "A commitment to rotation, and also a commitment to a certain amount of time on a record, will ensure much more credibility from the retail point of view — and also from the record industry point of view. It seems as though tracks burn out a lot quicker in AOR, which sometimes has a negative effect on re-



Bill Bartlett

tailers' perception of the station in the market."

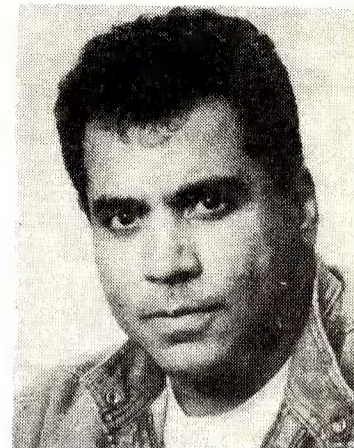
Says Brenner at A&M, "Sometimes it's not a question of how much new music the stations play so much as how it's presented — such as billboarding and back-announcing. It is especially important today, when you're trying to get an artist recognized. A station may play a record for a month and see no results, so they move on to another record. These are the same stations who don't announce what they play — so how do they expect the audience to figure out what it was?"

Indies & Radio

Life for the indie labels is different (and tougher) than for the majors. The main question for them is how they will fare when it comes to persuading radio to expose their new music and artists. Robert Aponte, National Promotion Director for Jem Records, comments: "We obviously don't have the budgets that the majors have for promotion, marketing, and advertising. Timing is the key element; getting the best out of what we have. We have to cover a lot of territory when we promote a record, trying to keep that personal touch with your stations and understanding what they're all about. Servicing stations with the right product, such as 12-inches and 45s, and even *reservicing* to show your commitment, are important."

Aponte explains that indie promotion also relies heavily on "street buzz." "When we market our product we have to watch our product very closely at the retail and distribution levels. We have to get it out there in sufficient numbers and make sure that radio research picks up the buzz you get on the street. Reports and feedback are the key to help make our product visible in radio, and who can deny you when your records are selling?"

Aponte notes that timing is everything with advertising. "Our ads in the press and on stations have to be timed just right when the record is breaking, to get full impact from those adds. Otherwise it's a fruitless effort. We don't have the luxury of going back week after week."



Robert Aponte

Reputation & Repertoire

Label reputation is also an important element in station relations. Rich Schmidt, Director/Promotion and Publicity at Rhino Records, says his label reputation rests on its extensive catalog of vintage rock, pop, and R&B reissues. "People really like that stuff, so I almost use it to get in the door," he confesses. "Then, when we have a

"There are things that the big labels don't even blink at: overnight mailings, second-day services, special advance cassettes, the 12-inch product. For us these things are expensive."

—Rich Schmidt

new act, we get a track we believe in, do an advance, target about 90 stations and try to get their commitment on the record, and get it reported. We play the numbers game just like the majors, and we try to get all the commitments in a given week."

This promotion effort costs a lot of money, Schmidt admits. "There are things that the big labels don't even blink at: overnight mailings, second-day services, special advance cassettes, the 12-inch product. For us these things are expensive. In some cases they pay off, and sometimes they don't. Unfortunately, when you play a profile game you spend most of your time chasing new adds, when it's just as important to maintain your record."

Radio programmers also want to deal with professionals. Station PDs talk to dozens of record labels and promoters each week, and they don't have a lot of time to waste with uninformed marketing people. Schmidt concludes, "It is very important to have all the facts when you talk to programmers. We try to give them as many facts as possible. We have to be professional, and we have to know what we're talking about."

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The Role Of Radio: New Music Scene (And Heard)

In the continuing relationship between the radio and record industries, one question remains eternal: How active should radio be in exposing new music and new artists? The record industry's response is fairly uniform, since its economic well-being is directly at stake. From radio's vantage point, however, there are almost as many shades of opinion as there are programmers. This wide range is covered by the following comments:

- "We have no responsibility to new music and new acts. We have a responsibility to the companies we work for, to get listeners."
- "Radio definitely has to play new music, not so much for new music's sake, but for radio's sake."
- "We're not in the business of breaking bands for the sake of breaking bands."
- "At any given moment, I'm always trying to find new records, new styles, new trends."
- "I want to be aware of new music, but I can't say that I'm worried that if, say, we haven't broken a new act in the last couple of months we ought to look for one."

The Receptivity Of Radio

These quotes are from radio executives in one or the other of two formats: AOR and Black/Urban. These two formats traditionally operate on different ends of the "new music spectrum" — AOR tends to be skeptical of adding too much new product, while Black/Urban programmers find that a generous turnover in new music introduces their listeners to new styles and trends. Located on rather safe ground between these two formats is CHR, which will venture into unknown realms — much more than AOR but less than Black/Urban. Still, some stations within both AOR and B/U are much more hospitable toward new music than others, and conform to few convenient generalizations.

"If you don't play new things, people lose interest in your station," says John Bradley, PD of KBCO/Denver. "Radio definitely has to play new music, not for the sake of new music but for the health of radio. If stations don't play new music, people will lose interest in radio. It keeps you fresh."

As a "hospitable" AOR programmer, Bradley is concerned that many of his peers don't take time to sample new albums or songs. "It seems that labels have tried just about everything to get them to listen. Music directors, as well as program directors, have a

"Music directors would find that some (new) songs do fit the station — if they'd only listen instead of looking down the trade sheets."

— John Bradley

responsibility to listen to new product. They don't have to play the songs if they feel those songs don't fit the station. But they would probably find that some of these songs do fit the station — if they'd only listen instead of looking down the trade sheets."

Your "Hit" Parade

Stations are also reluctant to play a song unless the record label has designated it as a possible "hit." "Stations won't play a record for the longest time until it's released as a 12-inch or 45," Bradley notes. "This could be the fault of the station, or it could be just the way the industry has evolved. But it's ridiculous to wait for a song to be put on a 12-inch before you determine that it's the next song to play."

One caveat to this theory, however, is the temptation to play new music for new music's sake. AOR PD John Roberts (formerly of WFBQ/Indianapolis, now with WLTT/Cincinnati) is aware of the issue of exposing new music, but he's not concerned about it. "There's a lot of difference between the two," he says. "If there's a new band getting a lot of notoriety, whether it's from local play or regional or national exposure, I want to be aware of it. At the same time, I'm not going to go out and look for it. But if there is a group that comes along, and the music is right for the station, then I won't pass it by, either."

Record label reps know which stations are liberal and which are



John Bradley

conservative. "They see WFBQ as very conservative," says Roberts. "They know that for us to even seriously consider a project by a new band it really has to be quality stuff. So if they want to talk to us about it, they already know it has to be good enough. From that point it's really just a matter of convincing us to make room and give the band a shot."

Also, the effect of CHR radio plays a role in convincing AOR that a new group is attractive to listen-

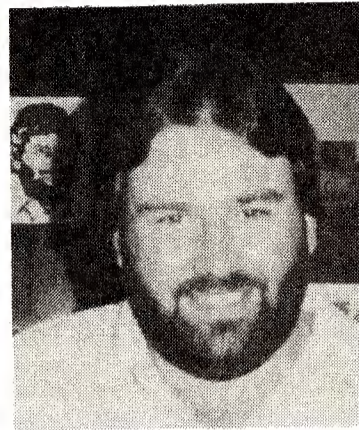
"Record companies should stop wasting their money on videos and put it back into promoting bands."

—Curt Gary

ers. "The record labels are very good about letting us know how our CHR competition in the market is viewing a project," Roberts continues. "We want to know if the Top 40 station across the street is ready to take a chance on something. This knowledge doesn't necessarily change our decision on that particular week's list of adds, but it will make us a bit more conscious of how long we can let it go before we lose that image of being first."

Airplay & Follow-Through

So what can the record companies do to induce greater airplay for new acts? "They can stop wasting their money on videos and put it back into promoting bands," says WEBN/Cincinnati Music Di-



John Roberts

rector Curt Gary. "Even the artists have realized that the cost of making a video puts them in a financial bind with the label. Radio is a business, and if we were seeing more promotion from the record companies we'd be more inclined to do something with them."

All too often record labels and promoters pour all their effort into the initial contact and fail to follow through on airplay reaction, Gary feels. "Labels should be committed to their acts," he comments. "They should all be prepared to follow through once they get a break. Sometimes if we find a track that works and we know it's a great song, they've already moved on. They've either decided on some other cut, or they don't think it is a priority artist, and then we don't get any back-up. As long as the station is committed to the song this is fine, but there's always the chance that with a little extra backing from the record company they could go further."

The Responsibility Of Radio

In contrast to those programmers who feel a kinship between radio and new music, some believe radio has no responsibility in helping develop new acts. Jeff Wyatt, PD of Black/Urban WUSL/Philadelphia, says, "Programmers have no responsibility to new music and new acts. We have a responsibility to the companies we work for to get listeners, and if new music is one of the things that will get listeners, you go with it. But you have to know how much new music your audience wants."

Still, new music is important to WUSL's listeners, and Wyatt believes in supplying that demand. "New music is very important at this station," he states. "We need to remain fresh because we have a very active listening audience." The proper mix of new to familiar product is crucial to keep the station comfortable, he says. To achieve this ratio he plays no more than three new cuts each hour, sometimes less. "Those we do play are well-protected by familiar hit records. The flow of the station



Curt Gary

must remain familiar and hit-oriented, while at the same time provide a little relief from all that."

Tony Quartarone, PD at WRKS/New York, says new acts make up around 30% of his station's playlist. "This is a new music format," he explains. "At any given moment I'm trying to find new records, new styles, new trends in the market." Still, he's critical of record companies and their efforts to perpetuate the "sameness" of a hit record. "If a song has a certain sound and

"Programmers have no responsibility to new music and new acts. You have to know how much new music your audience wants."

—Jeff Wyatt

becomes a hit, too many times they try to pick up other records with the same sound and expect them to be hits.

"Labels need to be more selective," Quartarone continues. "In any given week I'll get 60 new records. Out of those, maybe three or four become hits — and two of those become selling records. There's a lot of competition involved, because there's only a limited number of new records a station can play."

How often (and for how long) a new release is aired is the basis of another debate. Each programmer has his own philosophy on new music airplay, and the spectrum of opinion is wide. The range of these rotation philosophies includes:

- From WFBQ's Roberts: "Whether the act is an established group or a brand new artist, most of our adds go into our medium rotation, which is four plays a day. We don't put a record in light rotation if it's a new act, and the record companies know that. This station's market reputation is that we sell albums; even when we weren't

Continued on Page 37



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WEST COAST PROMOTION

New Music Scene (And Heard)

Continued from Page 36

number one we were still the station that helped records sell through — if that was destined to happen.”

• From WEBN's Gary: “When we add a record it starts out in light rotation. If it proves itself in the first couple of weeks then it's definitely going to get played. Of course, our light rotation is someone else's medium.”

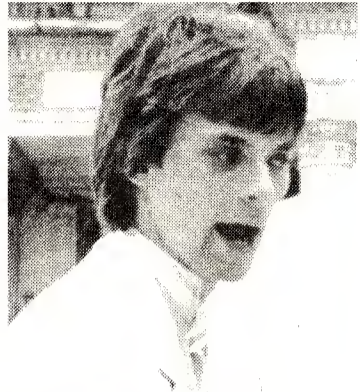
• From WUSL's Wyatt: “New releases get a couple of plays a day, and we can usually get a feel from that how the record is going to sound in the mix of the station. If you don't have a good feel for a record in four weeks, you don't have any reason to keep it on. In that time you ought to get a buzz from some of the more progressive stores, or receive some requests. If you don't get these you'd better have a damn good feeling about the record if you're going to stay with it.”

Again, an important element in the exposure of new music is on-air

“If there's a new band getting a lot of notoriety, whether it's from local play or regional or national exposure, I want to be aware of it.”

— John Roberts

identification. “Many times you hear a song on the radio and you never find out what it was,” says KBCO's Bradley. “That's one reason a lot of people say MTV sells records, because when people see something on there they know what it is. We've found back-announcing or front-selling to be extremely positive for our station. That's one of the positive responses we've



Jeff Wyatt

“Not only are we in the business to entertain listeners, we also have a responsibility to deliver ratings to the company.”

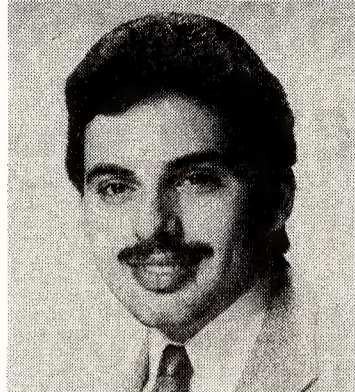
— Tony Quartarone

received from listeners in research studies and focus groups.”

Gary believes stations are crazy if they don't front-sell or back-announce. “If you don't pre-sell new material, you're giving away the opportunity to make your station sound like it's hip — the first with a new product,” he says.

Wyatt adds: “You don't have time to front- and back-sell everything, but you should do one or the other in every case — except with very familiar records.”

How do these same programmers feel about independent labels' new music, and the ability of the station to support what it chooses? Bradley says the indies are important to the introduction of new music: “These people can be taken seriously, and the involved MD or PD will listen to them. It depends on the station, too. Most aren't real adventurous, but those that are might be where the indie



Tony Quartarone

label product can work.”

Jeff Wyatt is less upbeat. “Indies are at a distinct disadvantage. They may hire an independent for promotion, but that person's priorities are divided. He may also be first-time on one of the indie's projects, and just working out the relationship can be a problem. But we try to be as fair as possible to all the labels. We'll even go out and buy a record if we hear something or get a buzz out of the clubs. It's a tough haul for the independents, and they have to maximize the major urban markets.”

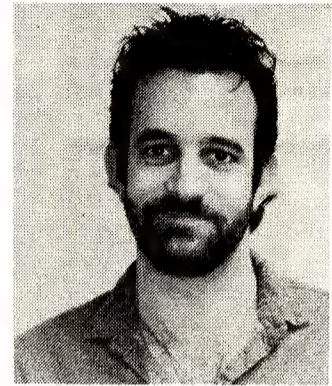
Indies and majors are enthusiastic in their pursuit of new music and a larger bottom line. Radio sometimes shares in this enthusiasm, but its objective is to attract listeners — not necessarily sell records. While the relationship between the two industries is permanently entwined, these split objectives sometimes create an atmosphere of confusion and consternation. Concludes Tony Quartarone at WRKS, “A lot of them don't understand. Not only are we in the business to entertain listeners, we also have a responsibility to deliver ratings to the company. Record companies don't always understand the formula of how we get the numbers, what to play and what not to play.”

New Music Role Reversal

The traditional task of record companies is to bring new music to the attention of programmers. But what about the reverse: local or regional acts discovered by radio stations and presented to the labels?

“I definitely listen to acts submitted to us,” says Gary Gersh of Geffen Records' A&R department. “I believe radio can be one of the best barometers for whatever 'heat' a group or scene may have at a particular time.” Gersh routinely listens to home-grown albums (“which are very helpful”) and station-sponsored contest results. “I came from the promotion end, so I still know a number of people in radio who constantly feed me information and tapes.”

The number of radio stations looking for new acts is dwindling, but Gersh would like to see more involvement. “More local radio stations should take the time to correspond,” he says. “I would also like to hear from more college stations, who seem to be on top of their scenes first.”

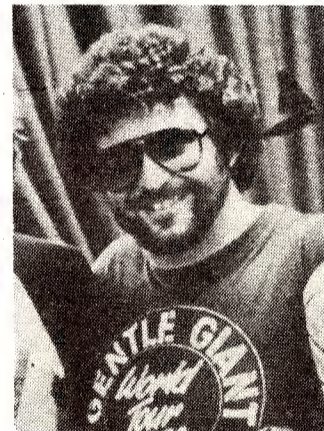


Gary Gersh

coming out on a WAPP sampler. I found them before the record was played, and it was aired while I was signing them. The perception was that of WAPP championing the band, a case of a radio station promoting a brand new artist.”

Some markets are a little more musically hip or street-aware than others, Shulman believes. “I went to see the **Hooters** after both Philadelphia AORs were screaming about how well the group was doing locally. In Boston, **WBCN** is the big champion of new acts, and I signed one: **Rubber Rodeo**. Another example there is **'Til Tuesday**, who I went to see before the band signed with **Epic**, because the people at the station were saying how great they were.”

There are some sour notes, however, one of which includes record label no-shows. **Curt Gary**, MD at **WEBN/Cincinnati**, recalls the case of the local band **Young Invaders**. “They did a showcase here to a sold-out house and blew me away — and none of the labels showed up as promised. But the band will be back, if they can get people who are professional enough to keep their appointments. There are more acts out there, and when the time comes, and if I think the bands are ready, I'll be happy to let the labels know.”



Derek Shulman

PolyGram VP/A&R **Derek Shulman** likewise believes that some programmers (but not all) have a good ear to the street in their local area. “If something big is happening I would encourage a program director or music director — or anyone else who works at the radio station — to alert us. Things can happen that way. **Bon Jovi** is a good example: I found the band just as their song ‘Runaway’ was

I take your music as seriously as you do.
Sam Calle

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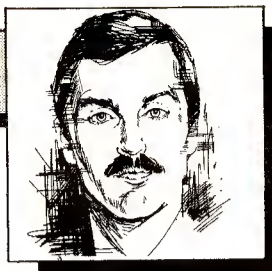
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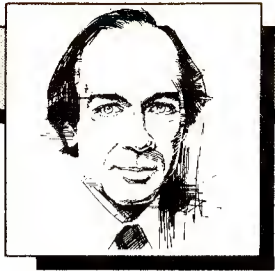


BRAD WOODWARD

Computer Comparison Chart

This chart, a follow-up to our computerized newsroom article (9-13), was compiled using information furnished by representatives of the companies included, without independent editorial evaluation.

Chart Symbols:		UPI	TSI TERMINAL SYSTEMS CORPORATION	Softwiz	ColorGraphics Systems, Inc.	BASYS	DATA COMMUNICATIONS CORPORATION	Jefferson Photo Data Systems	MEDIA COMPUTING
AO : add-on	— : no								
NA : not applicable	NC : no charge								
# : talk to us									
Operating System	a. MS-DOS b. PC-DOS c. Unix d. Custom	ab	a	b	c	d	c	MS-DOS PC-DOS, MPM, CPM or custom	b
Wire Capture		AO	Y	Y	Y	Y	Y	Y	Y
Spreadsheet		—	—	AO	AO	—	Y	AO	Y
Archiving		Y	Y	Y	Y	Y	Y	Y	Y
Keyword Search		Y	Y	Y	Y	Y	Y	Y	Y
Keyword Find/Replace		Y	Y	Y	—	—	Y	Y	Y
Split Screen Edit		Y	Y	Y	Y	Y	Y	Y	Y
Show Rundown with Backtime		Y	Y	Y	Y	Y	Y	Y	—
4-Function Keypad		AO	—	Y	—	—	Y	—	—
Modem		AO	AO	Y	Y	AO	Y	Y	Y
Auto Dial		AO	—	Y	Y	AO	Y	Y	Y
Spell Check		AO	—	Y	AO	—	Y	AO	Y
Form Letters		Y	—	Y	Y	—	Y	AO	Y
Auto Justify		Y	—	Y	AO	—	Y	AO	—
Hardware Warranty		1 yr.	IBM-PC/XT 90-day, IBM-PC/AT 1 yr.	#	#	3 mo.	90-day min., AO service contract	AO	#
Software without Hardware		Y	Y	Y	#	—	—	Y	—
Software Demonstration		\$50 deposit	—	Y	Y	#	Y	Y	#
Software Upgrade Discounts		Y	#	With service contract	Y	Y	1st yr.	Y	No further development planned
Workstation Add-on Software		NC	—	Y	NC	NC	NC	Y	NA
LAN Recommended/Provided		Corvus LAN provided	Multi-user, no LAN	IBM PC Net	EtherNet optional	Custom	High end EtherNet; low end EtherNet or other PC Nets	LAN provided	NA
Maximum Workstation Separation (feet)		4000	#	Standard	#	1000	#	50	500
RAM Required		640	512	640	512	NA, multi processor	Uses 32-bit micro + 640meg hard	191K wire & library; 64K storm closing & backtime	256
Minimum Disc Drives Required		Floppies or hard disc	1 backup diskette + 10meg hard	1	1 but recommend 2	1	1	2	2
Minimum Workstations		1	1	1	1	3	2	1	2
Maximum Workstations		59	8 device max., wire input & printer count	39+	Hundreds	200	Unlimited	60	4
Available: Immediate/? Days		I	I	I	I	90	I	30	I
Backup Systems Available		Y	#	Y	Y	Y	Built-in streaming tape	Standalone	Y
Hard Disc Capacities		Y	Y	Y	Y	—	Y	—	Y



CALENDAR

BRAD MESSER

Mermaids In New Guinea?

Out of the woodwork they come. Experts on weird stuff, wanting to get on the radio to discuss UFOs, psychic phenomena, voodoo, water dowsing, ghosts, and many other allegedly paranormal topics.

Such subjects are almost hypnotically fascinating to a great number of people, while to other folks (most certainly including Your Humble Servant), claims of the paranormal aren't worth the price of free admission to a haunted house.

Fortunately for the believers, my skeptical opinion of paranormalities counts no more than that of any average ghostbuster or pyramid-power promoter, and it's a fact that if a subject is of interest to listeners, it probably does deserve to be discussed on the air.

There's a fairly handy way for a broadcaster to handle such incredi-

ble subjects without sacrificing credibility. A convenient starting place is the group of scientists comprising the Committee for the Scientific Investigation of Claims of the Paranormal.

CSICOP's quarterly publication, the *Skeptical Inquirer*, includes reports from investigators who have looked into specific claims, such as one described (last winter) as "the most significant crypto-scientific paper of the decade."

CSICOP Consulting Editor Robert Sheaffer outlined "an article by Roy Wagner, head of the anthropology department at the

University of Virginia, [telling] of the scientific evidence for creatures the natives of New Guinea call *ri* — in layman's terms, mermaids."

CSICOP media rep Paul Kurtz can be a little goldmine of source material on all manner of too-weird subjects, including ancient astronauts, astrology, palmistry ("Science or hand jive?"), and Bigfoot.

Chances are good that Kurtz can refer you to a certain skeptical someone to interview about any suspected paranormality in which your audience may be interested. He's in Buffalo, New York, at (716) 834-3223.

A year's worth of the *Skeptical Inquirer* (four issues) is \$16.50. (Box 229, Central Park Station, Buffalo, NY 14215).

First Painless Dentist

MONDAY, SEPTEMBER 30 — Painless dentistry began 139 years ago today, when a small-town doctor in Georgia gave his patient a whiff of ether before yanking out a tooth (1846). Prior to trying it on a patient, Dr. William Morton had experimented with the anesthetic effect of ether on his dog, then on himself.

1976 — California passed the first Right To Die law.

1954 — First nuclear submarine "Nautilus" commissioned. The old boat has now been retired as a museum exhibit.

1939 — First football game on TV, Fordham vs. Waynesburg.

1902 — Rayon patented.

Birthdays: Jody Powell 42. Johnny Mathis 50. Angie Dickinson (Angelin Brown) 54.

Special Delivery Mail

TUESDAY, OCTOBER 1 — Henry Ford's first Model-T rolled off the assembly line in 1908, priced at \$850 plus windshield and headlights. Across 20 years, Ford made about 15 million Model-Ts. Mass production enabled him to gradually lower the price to \$260.

100th anniversary of Special Delivery mail service (1885).

1933 — *Esquire* magazine founded. 1971 — Disney World opened in Florida, world's largest amusement park.

1903 — First baseball World Series began, Pittsburgh at Boston, radio bulletins broadcast on **WJZ**. 1872 — First daily U.S. weather charts began. 1869 — Austria issued world's first postcard.

We lost 1 hour, 22 minutes of daylight during September. In October, the time between sunrise and sunset will shrink another 82 minutes. Today will be 11 hours, 45 minutes long; by October 31, daylight hours will have diminished to 10 hours, 22 minutes.

Birthdays: Rodney Cline "Rod" Carew 40. Julie Andrews (Julia Wells) 50. Richard Harris 52. George Peppard 57. Tom Bosley 58. Former President James Earl "Jimmy" Carter 61. James Whitmore 64. Walter Matthau 65.

Snoopy Turns 35

WEDNESDAY, OCTOBER 2 — The comic strip "Peanuts" turns 35 today. "Lucy, Linus, Charlie Brown," and "Snoopy" were introduced by cartoonist Charles Schulz in 1950. Schulz had triple bypass heart surgery in '81, still runs the whole Peanuts empire.

1967 — Thurgood Marshall was sworn in as the first black Associate Justice of the U.S. Supreme Court.

1962 — First NBC "Tonight Show" with new host Johnny Carson.

1966 — Tin cans with built-in key opener patented.

Birthdays: Don McLean 40. Rex Reed 45. Maury Wills 52.

America's Longest Drought

THURSDAY, OCTOBER 3 — The longest dry spell in American history began on this date in 1912 at Bagdad, California. No rain fell for 767 days . . . slightly over two years.

1983 — Supreme Court let stand city handgun ban (1981) in Morton Grove, Illinois.

1952 — First videotape recording.

1922 — Rebecca Felton first female U.S. Senator (D-GA).

1941 — Hitler announced the defeat of Russia in World War II and claimed Soviet Union would "never rise again."

1876 — Johns Hopkins University founded at Baltimore.

Television show premieres: 1952 — "The Adventures of Ozzie and Harriet." 1954 — "The Mickey Mouse Club" and "Captain Kangaroo."

Birthdays: Lindsey Buckingham 36. Chubby Checker (Ernest Evans) 44. Gore Vidal 59.

First Earth Satellite

FRIDAY, OCTOBER 4 — The Soviet Union launched the first manmade Earth satellite in 1957. "Sputnik" was 20 inches in diameter, weighed 187 pounds, and broadcast signals that could easily be heard by amateur radio operators around the world. Sputnik touched off the US/USSR space race.

1970 — Janis Joplin died of drug overdose.

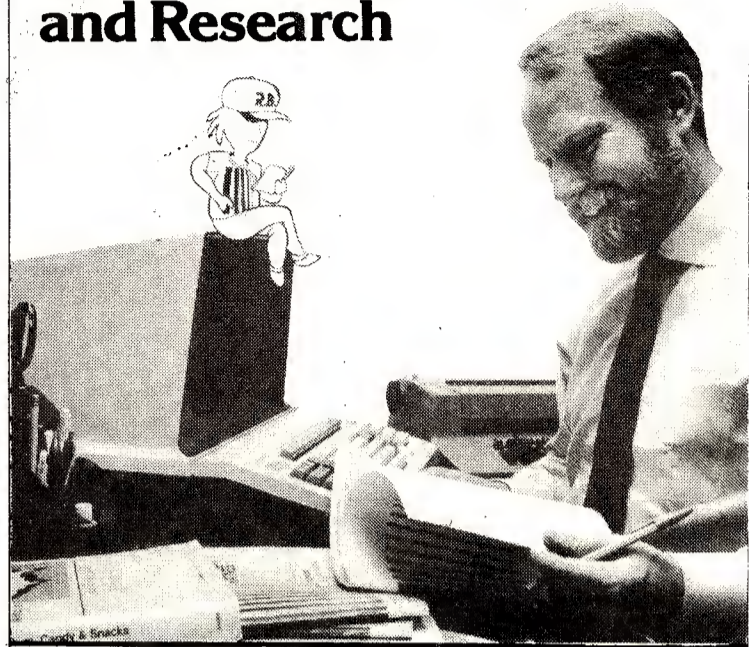
1931 — "Dick Tracy" comic strip introduced by Chester Gould.

1892 — Court battles ended with Thomas Edison adjudged "sole inventor of the incandescent lamp." 1777 — Revolutionary War, British captured Philadelphia (occupied city for one year).

Birthdays: Leroy Van Dyke 56. Charlton Heston 61.

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and Research by Jhan Hiber



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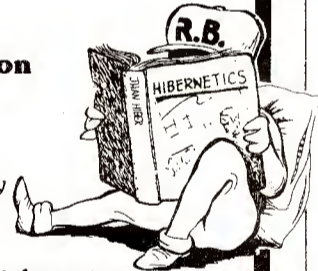
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R&R FRIDAY, SEPTEMBER 27, 1985/39



JOEL DENVER

CONTEMPORARY HIT RADIO

Disaster Planning Review

Just a few weeks ago (R&R 8-30), this page contained two stories dealing with how disasters were handled by K104/Erie and KKAZ & KUUY/Cheyenne. As fate would have it, over Labor Day weekend Mother Nature chose to show her strength again by causing havoc, destruction, and loss of lives along the Gulf Coast in the form of Hurricane Elena.

Are you and your staff ready to swing into action if a natural disaster hits your market? While no one is ever totally prepared to deal with every possible situation, there are several things you should be prepared for . . . just in case.

- Work out separate emergency plans for each potential disaster likely to hit your area.
- Coordinate your plans with local authorities.
- Assign specific duties to responsible staffers so you can put your plan into action immediately.
- Post phone numbers of the mayor's office, the governor's office, school boards, public transportation, police, fire, National Guard, air/sea rescue (as applica-

ble), Civil Defense, Red Cross, and nearest emergency medical facilities. Don't forget the utilities, including the phone, power, and gas companies.

- Know where potential shelters are located to facilitate the public's evacuation (as well as your own).
- Put extra food, water, clothing, medical gear, fire extinguishers, blankets, flashlights, radios, and batteries in a marked location at the station.
- Consider the purchase of a diesel-powered generator as emergency power for the studio and transmitter.
- Establish a standby studio at the transmitter, or have a remote Mardi transmitter on hand in a

safe location so you can stay on the air.

- Coordinate a plan for working with a local TV station to pool your information.

Other tips to consider when formulating your plan: What format changes will take place? Should you play some music, or no music at all? How much information should be broadcast at one time, and what are the content limitations (if any)? Be ready to help in the collection and distribution of food, clothing, water, and other necessities.

But above all, make this Rule #1: Don't broadcast unreliable, speculative reports. Doing so can send an entire community into a panic, so verify all information.

Being prepared in an emergency will not only fulfill your obligations to your market, but will bring your station's staff the personal satisfaction of knowing that when everyone needed to know, you were all there for them.

WAVA Raft Race Recap



What a way to end the summer — a raft race! WAVA/Washington held its second annual event, as thousands lined the shores of the Potomac River to watch hundreds of waterworthy vessels head out to sea. This four-shot WAVA Great Wambling Waft Wace Wecap highlights a variety of launchings and Mercury/PolyGram recording group Animation, who performed a post-race concert.

THE MAILBAG

B97 Shows Its Respect

It's always gratifying to write something and see it hit home, especially when someone takes the time to write back. Such is the case with **B97/New Orleans Music/Research Director Greg Rolling**, who tells record companies "How Not To Make My Day."



Dear R&R:

Your article, "Let's Show Some Respect," was very relatable from both radio and record company perspectives. It showed how a vast number of us in radio can finetune ourselves when it comes to being more understanding with record company reps.

Over the years we at B97-FM have strived for better relationships with record company reps. However, there is still room for improvement, and I am sure that this relates to both sides.

The relationship between record company reps and radio stations is a two-way street. It's much more than giving out hitbounds, chart jumps, and an occasional album giveaway. Communication between the two is very important.

But there are a few areas that still disturb us. When a record company rep calls upon us, naturally the first subject we discuss is the priorities. The first area of improvement should be verbal communication between the rep and B97-FM. All too often we find the conversations to be mechanical, dealing only with priorities rather than specific goals within our market.

We care about how records do in our market — how they are selling and how often they're being played in town. If it's an R&B crossover, we want to know chart jumps at our R&B competitors, as opposed to strictly national chart activity.

If the priorities are the only area discussed with the record company rep, then the conversations become routine. Good PDs and MDs already have seen the chart information several times before Monday's music calls occur. We all receive R&R and we do not need to redigest the information over and over.

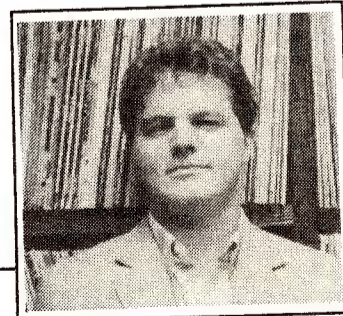
You would be surprised how much help it is when we receive factual information on Wednesdays or Thursdays from the record reps. Specifically, we like to know the story behind the moves. For example, when we read that a record debuted on **KIIS-FM** at #15, we want to know the reason behind the jump. Was it sales? Requests? What are the demographics?

All records vary from market to market. That is why we look for those markets and radio stations parallel to ours. We relay our sales, requests, callout, and demographic information to record company reps, so we'd like that information returned. This is the exchange of information between radio and records which is vital. The research has to be accurate because both sides can double-check it if in doubt.

If one side passes false information, its legitimacy will be questioned. We all understand how important store reports are. However, hyping a bad record is not going to help you, and certainly not going to help us. To sum it up: a relationship of any sort, whether it be radio or marriage, is based upon honesty, trust, and friendship. If you'll do that for us, we'll do that for you. Then when Tuesday comes around, you'll get that hitbound and we'll "Make Your Day."

Sincerely,

Greg Rolling



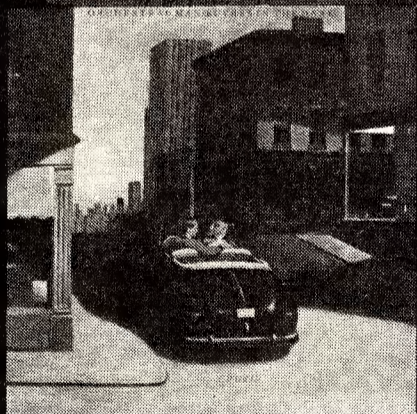
Editor's Comments

Greg's excellent letter reflects the sentiments of the majority of programmers. They like to be promoted, in addition to being reminded of the facts in R&R.

This concept warrants careful consideration by record executives looking to make a bigger impact at the local level. Inspire your local representatives to be more creative in their presentations. If you combine the information behind the moves in R&R with an enthusiastic delivery, and keep in mind the station's needs as well as your own priorities, you'll gain the leading edge every time. Your thoughts on this are invited!

OMD

BREAKER



ORCHESTRAL MANOEUVRES IN THE DARK

"So In Love" (AM-2746)

The first single from **Crush**

(SP-5077)

Produced by Stephen Hague

OMD Management, Worldchief Ltd., is represented
in North America by Direct Management Group
Steve Jensen Martin Kirkup



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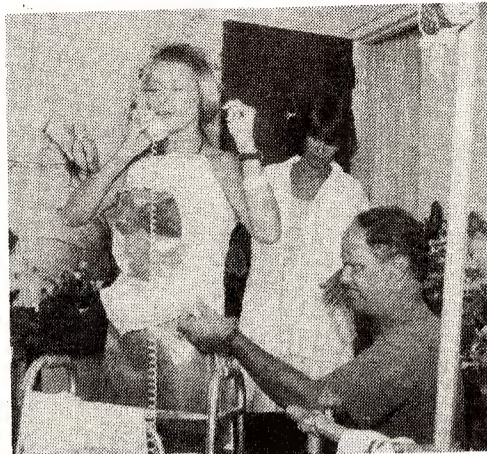
Virgin

Is This A Hollywood Cast Party?

This might not have been Raechel Donahue's first "break" in Hollywood, but it sure was a tough one. The KIIS-AM & FM/Los Angeles morning sidekick to Rick Dees broke her back some weeks ago in an off-road racing mishap, requiring surgery and a body cast. Not to be outdone when it comes to style, the chic Ms. Donahue decided she'd continue the racy slant to her injury by having her cast pinstriped and emblazoned with flames.



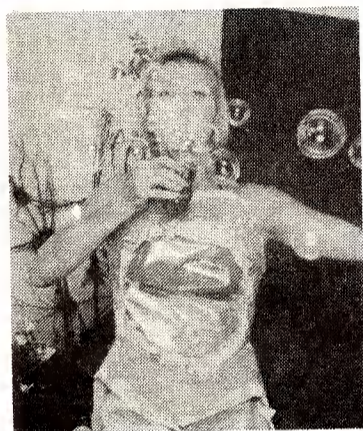
Raechel on-air at KIIS



Mom, you won't believe what's going on!



Camera ready? Let the casting begin!



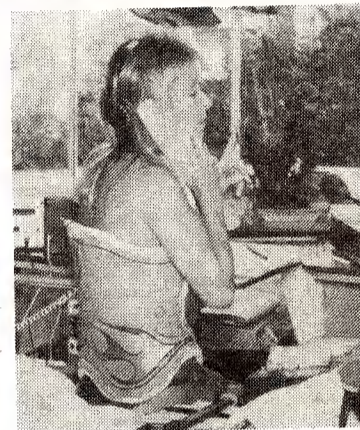
Can ya take a bubble bath with this on?



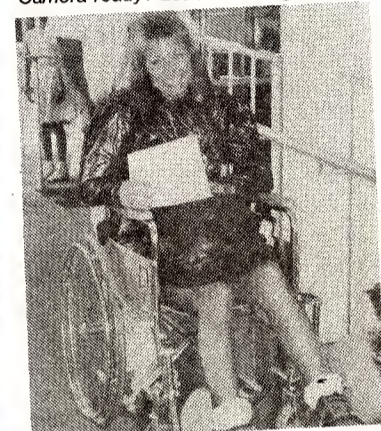
Hey, watch where you're sanding!



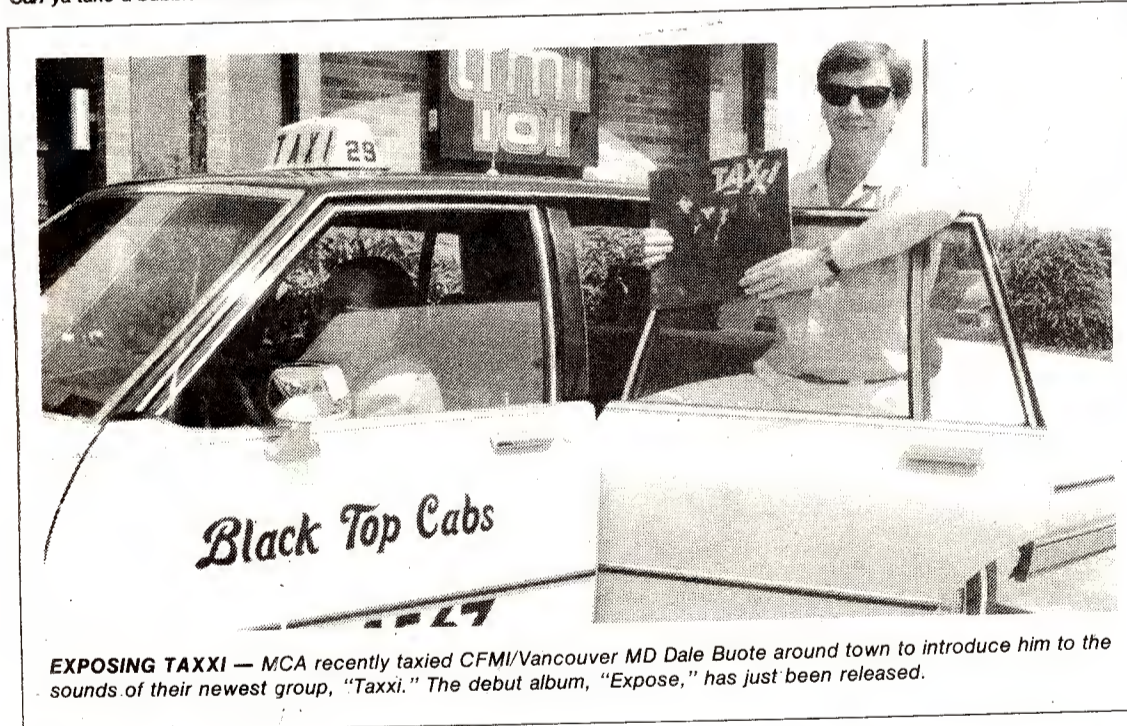
Okay Michelangelo, do your stuff



The finished product. Ta-da-daaaah!



Hi-ho, hi-ho, it's off to KIIS I go!



EXPOSING TAXXI — MCA recently taxied CFMI/Vancouver MD Dale Buote around town to introduce him to the sounds of their newest group, "Taxxi." The debut album, "Expose," has just been released.



BELIEVE IT OR NOT DEPT. — The following are some notable entries in Q104/Gadsden-Cherry Coke's "Most Outrageous" contest. Shown at left is the Grand Prize winner of \$1004, a 34-year old mother who shaved her head, dressed in punk fashion, and traveled the town drinking a Cherry Coke. At center is a Human Banana Split, and pictured right is a Madonna clone who stripped, covered herself with sticky stuff and then invited the audience to stick feathers on her body. The Second Prize prize winner covered himself in cow dung, ate cat food, and sang a song. His photo isn't here because no one would get close enough to snap it!

MOTION

Ken Knapp joins 95XIL/Parkersburg for overnights from afternoons at WMPO/Pomeroy, OH, replacing Craig Davis, who moves to afternoons at WRRR/St. Marys, WV . . . Bill Duncan is named MD at 94Z/Raleigh . . . Mad Man Manale leaves WRNO/New Orleans for nights at KZZB/Beaumont . . . Moon Doggie exits KQKQ/Omaha for nights at Y108/Denver . . . Paul Marcus is upped to PD at KRKE/Albuquerque . . . KKBQ-FM/Houston's Barry Kaye takes on 3-7pm at KHFI/Austin, succeeding Famous Amos.

Carey Edwards is out at KMGX/Fresno, as Kevin Carter moves in from KSAQ-FM/San Antonio for the job . . . Mark Stevens is new to overnights at WKZL/Winston-Salem . . . KQCR/Cedar Rapids MD Jeff Harmon exits . . . Jeff Ryan replaces Jeff Davis as MD at KWNZ/Reno . . . WZOK/Rockford welcomes Doug Grant to overnights . . . Jeff Davis joins KAY107/Tulsa for afternoon drive . . . Barbara O'Reilly moves into middays at Q100/Allentown . . . Y94/Fargo PD/morning man Dan Collins is out, so MD Brad Anderson takes on programming duties. Jason Palmer is the new MD/middays, while Maggie May joins the station for nights . . . KELT/McAllen GM Dan Wilson acquires VP stripes . . . WKAU/Appleton-Oshkosh ups overnight man Mark Taylor to MD and part-timer Davey Scott to fulltime nights. Tom Collins returns to KIKX/Color-

For The Record

In last week's R&R, the 12+ ratings should have indicated that in the fall '84 Arbitron Y106 had an 8.8 to BJ105's 8.0. In the recent spring '85 book Y106 scored a 12.0 to BJ105's 8.1 share.

ado Springs for middays . . . Roger Petersen is the new PD at KQXR/Bakersfield, arriving from KZOZ/San Luis Obispo . . . Changes at WIKZI/Chambersburg include morning man Beau Davis switching to sales, while MD/afternoon Rick Alexander replaces him. PD/midday personality Bill Matthews switches to afternoons as night rocker Chris Edwards moves into middays, and Dave Kirkpatrick rejoins the station for nights . . . KWOD/Sacramento's Dave Skyler and local standup comedian Andy Roberts have teamed up to do mornings at neighbor KPOP . . . Q107/Washington names David Page News Director.

BITS

• **Rockin' Around The Clock** — WGCL/Cleveland is inviting listeners to "Rock Around The Clock" during a 30-hour party on behalf of the Rock N' Roll Hall Of Fame petition drive. Listeners who sign a petition will get a dollar off their pizza and/or enjoy a 25-cent hot dog with 10-cent coffee. Local bands will provide entertainment.

• **K92 Helps Out** — WXLK/Roanoke rocked for 30 hours in a recent concert marathon benefiting muscular dystrophy. Island recording artist Durrell Coleman (of "Star Search" fame) and many local bands participated in the continuous concert, helping the station raise \$51,000.

• **Happy Birthday WZOU!** — WZOU/Boston is celebrating its first birthday by sending two lucky listeners to Los Angeles to see Bruce Springsteen. The winners will be picked at WZOU's birthday party and then travel via pink Cadillac to the airport for their L.A. flight.



AOR

STEVE FEINSTEIN

BUILDING AWARENESS, INTEREST

Showcasing New Music Effectively

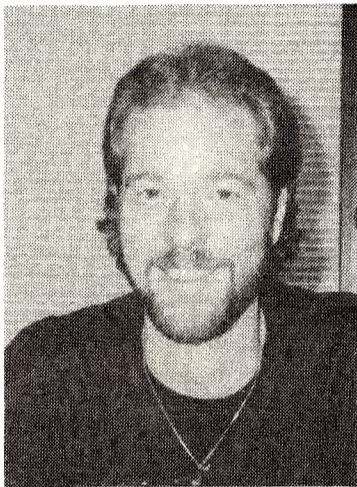
When there's a new release due from a major artist, how do you present it on your air? You can go either of two routes:

- Simply wait until it arrives, and then choose your cut(s), slot it into your system, and direct jocks to front-sell it as new.
- Make it into an event: Build anticipation in advance of its arrival by teasing that it's coming soon, then trumpet its arrival by spotlighting it in an accelerated rotation.

The first of these two methods is easier; the latter requires some planning and flair. But it's a safe bet that the extra effort is rewarded by image-gains reaped when your station is perceived as the place in town to hear the best new music first.

A station that creates hoopla and excitement over (worthy) new records is likely to be seen as hip and on top of today's music. That "music leader" image doesn't have to belong only to stations that have long playlists with offbeat, trendy artists. Instead, it can go to any station that uses enthusiasm and gusto to present however much new music it chooses to play.

Music is still AOR's main calling card, and that important new re-



Greg Gillispie

leasing the Pittsburgh premiere of the new John Cougar Mellencamp album . . . where you hear the best new music first, on 102.5 WDVE." An artist ID or interview snippet may also be integrated.

3) On the official airdate he selects whatever tracks the album warrants and plays songs hourly for one-three days. The :10 sounders are played before the tracks.

4) Immediately following each song the station backsells the title and gives away a cassette of the release.

Why does Gillispie go these lengths to build awareness of new releases? "People hear about the new ZZ Top, Huey Lewis, Springsteen, and Bryan Adams albums in so many places today, like MTV and 'Entertainment Tonight,'" he says. "Putting a bug in the back of their minds means that when they hear about that new album, they're going to turn to 'DVE. A station can create events on the air as well as off the air. We do a lot of things besides rock 'n' roll, but the music is still our main calling card - so why not champion it and let people know we've got what they want?"

This method of promoting is very similar to TV networks plugging their fall shows, notes A&M National AOR Director J.B. Brenner.

Everyone's A Winner

Kudos to 'DVE and Gillispie for promoting music - our format's foundation - in a manner in which every involved party wins:

- The station recycles audience, sounds on-the-ball, and shows the album depth that sets it apart from other formats.

- Listeners are provided with relevant music info, the opportunity to quickly judge a new album on the basis of more than just one track, and a chance to win the release.

- Record companies receive free publicity, and awareness of the new release translates into retail traffic which more than offsets the giveaways.

Playing one cut an hour vs. tracking an entire side or two seems wise. It's less tedious for a listener who's not a major fan of the act, and at the same time it stretches out the listening time of a fan. It also avoids the wrath of record companies concerned with home taping.

KYYS On Track

At KYYS/Kansas City, PD Joe McCabe has recycled the old Top 40 "Pick To Click" or "Hitbound" bit. He selects a new song he believes in and plays it in a power rotation (5-6 times daily) for a week. A generic sounder in front identifies it as the "KY102 Track Of The Week," while the backsell identifies the specific artist and song. The feature applies to new as well as name artists; two weeks ago,

for instance, the "track" was Prefab Sprout's "When Love Breaks Down."

Colorfully-named variations on this theme include WBCN/Boston morning loon Charles Laquidara's weekly "Big Mattress Song" and WMMR/Philadelphia morning maniac John DeBella's "Screamer Of The Week." It's probably not coincidental that both these heavy-duty personalities choose to include features that express their enthusi-

Continued on Page 46

PROGRESS REPORT

Rock Returns To KSJO

What a difference three years make. Spring '82 had KSJO/San Jose at #2 in the market with an 8.5 12+, leading adults 18-49. Spring '85 had the station at #17 with a 2.3 that contained no significant demographic strength. Meanwhile, rival KOME earned the same 5.3 it had three years ago, and had first place showings in adults 18-49 and men 18+ and 25-34.

KSJO rose to its height with a "kick-ass rock" approach that netted huge 12-24 numbers. But it got the wind knocked out of its sails in fall '83, dropping 7.3-3.3 when CHR KWSS grabbed the bulk of its teens. Infinity's KOME rebuilt under ex-PD Pat Evans (now at WXRK/New York), while KSJO tried an image change with a softer, adult AOR stance that netted a few more 25-34s but continued the overall ratings slide.

New Team

Two months ago KSJO saw another change when a new team came aboard. Narragansett Broadcasting took over from SRO, with ex-KBEQ/Kansas City GM Gary Rodriguez at the helm and 10-year KOME vet Dana Jang walking across the street to take on OM chores. Virtually the entire air staff was let go - except for MD

Ken Anthony - and Jang's first move was to spirit away morning gal Laurie Roberts from KOME.

Strategy

Rodriguez says KSJO's plan for an overall win, including 25-34s, mirrors what CHR did to bounce back a few years ago. "We're on the pulse of what's happening in music now. Other stations, including our competition, have slipped into the oldies syndrome, thinking the only way to get 25-34s is to deal with their past history and listening habits. We're going to get them by playing what is, not what used to be."

Unlike many AORs, however, Rodriguez is not writing off teens. "We're going to recycle the younger end of the audience," he says. "CHR has become so repetitive that teens are being disenfranchised. We'll allow the CHRs to paint



Dana Jang



Gary Rodriguez

themselves into a bubble gum corner, and we'll take the hip teens and give them a wider variety of contemporary music."

Jang echoes Rodriguez, saying "AOR in the Bay Area is playing a substantial amount of older material. We're filling a hole by serving the younger and older end of the rock audience with more contemporary music. I don't believe everybody in the 25-34 cell is into hearing the music of their youth."

He says KSJO has a more "contemporary" feel than other Bay Area rockers because of its mix of 70% currents and recurrents and only 30% oldies that are two years or older. Those oldies aren't as old as other stations, Jang says, explaining that they're less likely to come from the '60s and early-mid '70s. He also estimates that KSJO's rotations are faster than those at other area rockers, with powers played 6-7 times a day and lights as often as 3 times daily.

"Music is still our main calling card, so why not champion it?"

- Greg Gillispie

lease is more than just "product" to be processed. Its arrival is an occasion to prepare for, and then celebrate, with the same genuine excitement you generate for your latest megabucks contest or large-scale promotion.

The Gillispie Campaign

WDVE/Pittsburgh PD Greg Gillispie has a comprehensive plan for blitzing major new releases:

1) In advance of the release, he asks a label for a copy of the album, promising not to play it until the official airdate. He puts together a :30 promo featuring a montage of the album's best hooks, with a rap that says "Listen Thursday morning at 10 for the new John Cougar Mellencamp album, on 102.5 WDVE, where you hear the best new music first." The promo runs for a few days before the album's airdate.

2) He also prepares a few :10 openers, with variations on "Pre-

KSJO Billboard

KSJO 92.3 FM
ROCKS AGAIN

NO MORE MR. NICE GUY

A MATTER OF LIFE & DEATH

Geffen Records and MGM/UA Are Proud To Announce
TO LIVE AND DIE IN L.A., A New Film Featuring The Academy Award-Winning
Direction Of William Friedkin And The Hit Music Of Wang Chung

RADIO

Promotions In Top 100 Markets Nationwide

RETAIL

Screenings Across The Country For WEA And Store Personnel

SINGLE

Enclosed In This Issue Of R&R With Limited-Edition Poster

ALBUM

Wang Chung's First LP Since *Points On The Curve* And
The International Smash "Dance Hall Days", Hits
Stores Sept. 30

VIDEO

The William Friedkin-Directed Clip Is Now Playing On
All Cable And Network Outlets

FILM

Opening Nationwide November 1, the New
Adventure Film from William Friedkin, Academy
Award-Winning Director of *The French Connection*.



GEFFEN
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WANG CHUNG · WILLIAM FRIEDKIN
TO LIVE AND DIE IN L.A.
THE FILM · THE ALBUM · THE SINGLE

DEATH & ROCK & ROLL.

Announce The Largest Rock & Roll & Film Promotion of 1985

Award Winning
Wang Chung

Channel



WANG CHUNG are Nick Feldman and Jack Hills—Then There Were Two. Executive Producers: John David Kalodner and David Massey • With Production by Wang Chung, Tony Swain, Steve Jolley, David Motion, Chris Hughes and Ross Cullum



TO LIVE and DIE in L.A.

NEW CENTURY PRODUCTIONS and SLM, Inc. Present An IRVING H. LEVIN Production
WILLIAM L. PETERSEN WILLEM DAFOE JOHN PANKOW A WILLIAM FRIEDKIN Film "TO LIVE AND DIE IN L.A."
DEBRA FEUER JOHN TURTURRO DARLANNE FLUEGEL and DEAN STOCKWELL
Executive Producer SAMUEL SCHULMAN Supervising Film Editor BUD SMITH Music Composed and Performed by WANG CHUNG
Co-Produced by BUD SMITH Director of Photography ROBBY MULLER Based on the Novel by GERALD PETIEVICH
Screenplay by WILLIAM FRIEDKIN and GERALD PETIEVICH Produced by IRVING H. LEVIN Directed by WILLIAM FRIEDKIN



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Showcasing Music

Continued from Page 43

asm for music. Putting the spotlight on something other than themselves may also have a nice humanizing effect.

There's probably no other station more committed to showcasing new music than WXRT/Chicago. Every Wednesday is "New Releases" day, when 50% of the music aired is releases from the past four weeks. On Monday and Tuesday, the station plugs which records will be featured. 'XRT is among the relatively few stations where jocks contribute to music decisions, with MD Lin Brehmer often assigning them "homework": listening to and evaluating specific records.

"Our listeners look to us as authorities on music."

And B-sides . . .

In a nice touch, WOUR/Utica makes it a point to not only play, but also give away, all Bruce Springsteen non-LP B-sides. PD John Cooper explains, "We make a large production of it. Most of our listeners don't buy singles, but when you tell them about a Springsteen flip side, they want it."

Other suggestions raised by programmers and record reps:

1) *Front-sell and, more important, back-sell all new music.* A listener can easily miss a front sell, and then have his curiosity piqued while the song plays. Not identifying the artist at some point afterwards

is frustrating to that listener. A good jock can maintain economy of language during a backsell and still include identification of the new releases played.

2) *Provide jocks with the tools to credibly convey relevant information on new records.* This would not be a thesis comparing a record to "Ulysses," but it would include factual blurbs on any personnel changes, guest appearances, how long it's been since the artist's last release, what town or country a new act hails from, when the record will be in the stores, etc.

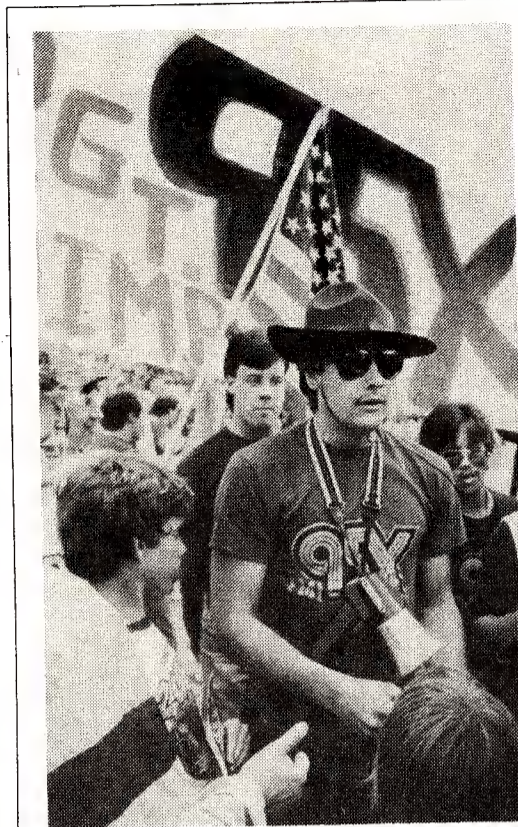
Jocks should also be able to plug an artist's upcoming release after playing a recurrent or oldie. Consider cross-referencing chronological release schedules by artist name, so a jock can find the title and projected date of the new ZZ Top at a glance.

The flip side to this promotion is the record companies' responsibility to provide bios and fact sheets to radio stations which request and use them. A good promo person should be able to provide that data as quickly as he can reel off chart numbers and alphabet-soup lists of stations playing an album. A good music director arranges that information in bite-sized capsules that jocks can locate and read with ease.

3) *Billboard important new music coming up.* Along with contest plugs, extended music sweeps, promotions, and feature programs, jocks should be teasing hot new releases coming up later in the hour, or in a music sweep that's getting underway. It should also be announced that the next jock will have more from the album, and that your night jock may feature the best cuts.

Other tried-and-true methods of showcasing new releases include:

- Weekly new music shows



SIMP IS NO WIMP — WAQX/Syracuse night rocker "Smokin' Joe Simpson" also doubles as "Sgt. Simpson," donning fatigues to hand out prizes to loyal troopers whose vehicles sport 95X bumper stickers. At a Huey Lewis show, the Sarge did some aerial maneuvers, dropping bumper stickers on the crowd from a helicopter. At left, he comes down to earth to mingle with the troops, giving out goodies to grunts wearing 95X T-shirts. At right, in front of the 'copter, he's flanked by two buck privates, station friend Danny Sweeney (left) and parttimer Grego.

("What's New," "Virgin Vinyl," "Fresh Tracks," "Consumer's Guide To New Music").

- Audience polls ("Rate At Eight," "Smash Or Trash").
- Putting listeners on the air to comment on a new release, particularly one that's controversial or a stylistic departure for an artist.

Passive Pap

Some readers may claim that most listeners are "passives" who couldn't give a hoot about whether or not a station spotlights new music or gives music info. Even if that holds true for the majority of your

audience, there's no reason to neglect the more "active" segment that looks for a station that takes a leadership role. This doesn't mean shoving mediocre new music down their throats; what it calls for is knowing the "right stuff" about the new music. We all admire and depend on people who are intelligent and informed in their area of expertise, and our listeners should look to us as authorities on music.

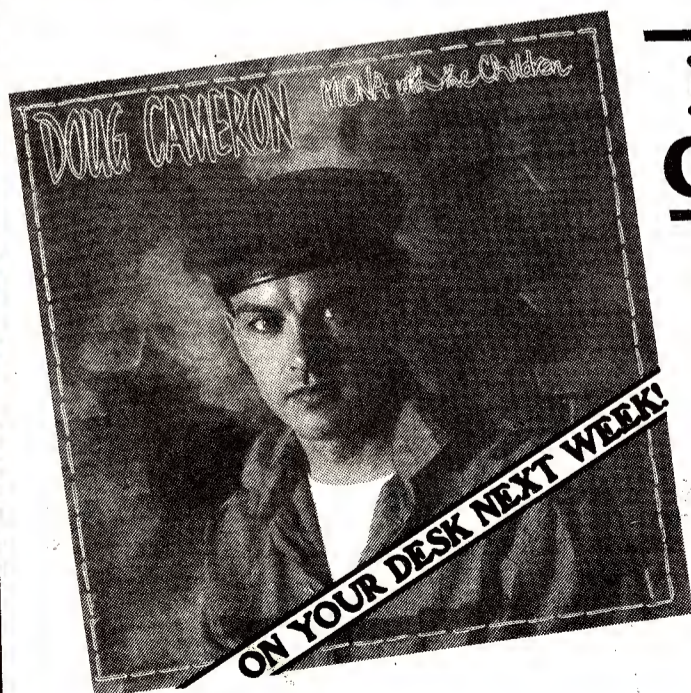
Sure, all this won't necessarily have as direct an impact on your cume and quarter-hours as a killer morning show, clever contests, an extensive outside media campaign, or well-designed audience research. Done effectively, however, it can certainly help delineate you from your competitors, and be part of that intangible fabric from which you weave your station's image.

SEGUES

Music Mavens: KEZX/Seattle MD Nancy Low resigns, with Carol Handley upped to MD and weekender Megan Murphy moving into nights . . . WHJY/Providence's new MD is Glenn Stewart from WCCC-FM/Hartford . . . Mark Meredith replaces Steve Driscoll as OM/PD of AOR-to-be KATP/Amarillo, where Dan Gorman is now GM.

Jock Jumps: Ex-WNEW-FM/New York personality Vin Scelsa returns to the airwaves for Sunday mornings at crosstown WXRK . . . The new late-nighter at AOR oldies KRBE-AM/Houston is John Gilliland, a founding member of the Credibility Gap and formerly of KRLA/Los Angeles and KSFO/San Francisco . . . Former KGON/Portland PD Dave Van Dyke resurfaces on KKGR/Anchorage mornings.

Listen To What Canada Already Knows



DOUG CAMERON

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Is A HIT!



Gold Mountain

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DONNA BRAKE

ADULT/CONTEMPORARY

X-RATED LYRICS

What Do Adults Really Want To Hear?

All the recent discussion about the lobbying efforts of a small group of Senators' wives to legislate a ratings system for records got a few folks out there in A/C radio to seriously think about a few things. What effect would a mandatory system like that have on the format? And what do adults really want to hear anyway?

Lyrical speaking, A/C records have traditionally been the "safest" of any format — with A/C programmers perhaps the most prudish. Remember when many PDs found Bob Dylan's "Lay Lady Lay" or Marvin Gaye's "Sexual Healing" too risqué for their stations? Ray Parker's "The Other Woman" gave many quite a stir, and this year's picks — such as Madonna's "Like A Virgin" and Sheena Easton's "Sugar Walls" — caused considerable commotion. Topping off the list, for some, is *anything* by Prince.

In all fairness, there are many reasons why a PD might not play any of the above records. But as the trend in A/C to play more hit music from other formats continues, the whole lyrics issue could become an increasingly greater dilemma. With more and more "love songs" (A/C's musical stronghold) becoming increasingly explicit about *making love*, the fine line just gets finer.

So how are some A/C programmers dealing with lyrics in the '80s? This week I talked with KMGG/Los Angeles PD Ron Rodrigues, KLSI/Kansas City PD John Frost and WLTS/New Orleans PD Bob Mitchell for their input; I also received an interesting letter from programming consultant Donna Halper, in which she outlines the situation and offers some solutions.

Does Not Apply

Ron Rodrigues, who has appeared on a local Los Angeles TV public affairs program to discuss the lyrics issue, has a hard time seeing how a ratings system could work. "I don't know how it can apply to radio. It's not like a movie ratings system. You can't plug in those clear-cut ratings to music, and especially not to radio.

"You can't restrict people from listening. You can't scramble the airwaves for people under a certain age. The record labels have already done a good job in labeling objectionable material. Getting into the whole issue of what is objectionable is so complex that to have someone regulate that really borders on censorship.

"Broadcasters are very sensitive to the First Amendment issue, and I don't think this lobbying group has any right to tell us what to do. That doesn't mean we shouldn't be responsible. We have to take a very serious position of responsibility in this whole issue. We have to govern ourselves as we always have. As a group, we've done a very good job of that.

"Programmers are listeners' first line of contact. In general we are more conservative than liberal. We do a good job of self-editing. As far as KMGG is concerned, we've never had a problem deciding whether we were or were not going to play a record based on its lyrical content."

Ratings System Is A Good Idea

Bob Mitchell believes the idea of having records subjected to a ratings board is a good idea, citing the policy of WLTS not to play what he feels are records with objectionable lyrics.

"I have a teenage daughter and it bothers me greatly when she buys an album which contains lyrics I don't think she should listen to," he says. "I will do anything in the world to support the efforts to keep songs like that out of her hands, and I think putting warnings on albums has to be every parent's dream."

Parents might welcome warning labels, but couldn't they create an opposite reaction and actually increase sales? "Probably," he concedes, "but at least if I see one around, I can listen to it and decide if I want my kid to hear it. I have no problem with artists like Madonna or Prince if they have a legitimate song with lyrics that fit my radio station. But it gets tough sometimes, especially with A/C and CHR music getting very close at times. Because the audience is *adult*, they should be able to hear records with adult content. But those same adults would call in and ask us not to play them because they don't want their kids to hear them."

Bob insists he is not prudish about content; he's more concerned with context. "I have no problem playing songs about making love," he explains. "Joyce Kennedy's 'The Last Time I Made Love' was beautiful. But if the lyrics had said 'The last time I jumped your bones,' I would have passed on it."

A/C's Overreact

Donna Halper takes a much more liberal approach to the issue. Even though the format has grown by leaps and bounds, playing a far wider range of music than ever, she thinks A/C's lyrics are gun-shy — not controversial.

"I'm not saying that adult stations should offend anyone," she comments. "I feel it's wise to know your market and to respect the sensibilities of that market. On the other hand, some of us overreact a bit. We seem to worry more about the lyrics than our listeners do. That leads me to wonder whether we're trying to protect the audience from questionable lyrics or ourselves from the nasty phone calls from the local guardians of public morality."

Therein lies the *real* problem, according to Donna. "I'm really frightened by the current efforts of



What's In A Name

Because John Frost programs a "Classy" formatted station, he says he has to be very cautious of lyrics. "It's very important for us to live up to our name," he says. "When I arrived here, I pulled Exile's 'Kiss You All Over.' Stations that call themselves 'Classy' have an extra burden, and we could do things a little differently if we didn't use that name. It restricts us more than other A/C's are restricted."

Frost believes that warning labels or lyric sheets would have little effect on the current controversy. "I don't think labels on records would make that much difference to consumers," he explains. "'R' ratings in the movie industry haven't made much of a difference. I'm also not really concerned if I have a lyric sheet so I can try to find something dirty. I'm more concerned with what a typical listener hears.

"While some records released in 1985 have contained some sexual innuendo, they have become perfectly acceptable in A/C radio. It all boils down to quality vs. quantity: if a song is loaded with innuendo that's one thing, but if it's something light and can be taken any number of ways, why be concerned about it?"

"Unfortunately, there is no general rule. Is 'Like A Virgin' a dirty song? It depends on who you ask."

Purely Platonic

When "Sexual Healing" was released, many adult stations felt it was too dangerous to play, even though it did extremely well on the charts. Donna thinks the fears about the song were unfounded: "I wonder if that song really would have shocked the average 25-34 adult or even the average 35-44 year-old. Is a song that glorifies the healing power of making love really a dirty song? Even if it is, might there be some hypocrisy in trying to shield the audience from a song about something as natural and ordinary as life itself? Should we avoid any songs that seem to imply anything other than a platonic relationship?"

One further note of caution from Donna: "Obviously, if a song has blatantly crude references that don't fit in with your overall image, the choice is clear. But you can't become so paranoid that you root out all 'dirty' songs to the point that we turn our stations into oldies museums of pseudo-easy listening."

EVENTS

Baseball Renewal

KFMB/San Diego is the Padres' radio home for at least another four years. The deal was inked August 14.

Radio Appeal

WAXY/Miami is going one step further on behalf of lost or abducted children. PD Rick Shaw has recorded a series of messages geared to appeal not only to the general audience but to the children themselves. Rick's personal message to the kids is followed by a special 1-800-LOST number. The challenge was making the message soft enough to appeal to children, and yet clear to kids who can't spell

yet. Rick said it took 12 hours to get the message right.

Dolphins Radio

Rick Weaver of WIOD/Miami is celebrating his 20th year as the radio voice of the Miami Dolphins. Also, Ron St. John — from sister FM WAIA — will be the stadium voice for the Dolphins' home games in the Orange Bowl for the third straight year.

Anniversaries

KJR/Seattle celebrated its 64th anniversary August 16. KJR was the Pacific Northwest's first commercially-licensed station.

PROGRESS

... Ken Noble leaves KHTZ/Los Angeles for crosstown KOST to do production and weekends... Vic Edwards is the new Promotion Director at WPRO/Providence... After 25 years Bruce Hathaway moves from KTSA/San Antonio to mornings at KSMG... Changes at KNJO/Thousand Oaks, CA: Pete Turpel is PD, Michael Stevens will do mornings, and Layne Ferrell is MD/midday host.



LON HELTON

COUNTRY

READERS RESPOND

If You're Gonna Rock In Cowboy Boots, Ya Gotta Do Your Research - Or Do You?

Of all the subjects I've written about in the last two and a half years, none has generated as much response as columns dealing with the "pop vs. Country records controversy." The letters that pour in from people in varied facets of the business corroborates not only the importance of this question but also its complexity.

After sifting through the piles of tomes - some of which reach epic proportions - I've selected four that are not only representative but which also express a wide variety of ideas and experience. Included in this collection are the thoughts of a former major market PD turned syndication exec; an

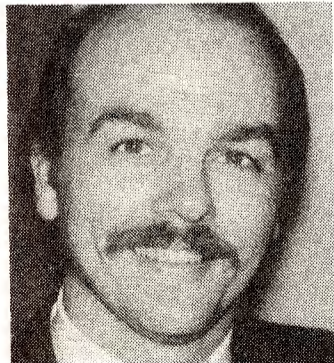
AOR promotion chief; a consultant; and a major market MD. I want to thank them as well as everyone else who responded for the input. The time and effort spent on letting me know your thoughts is appreciated - and your letters are always welcome.

STEVE WARREN

Going Beyond The Research

Can Country come back? Absolutely. In fact, it's already beginning to do so in a few places where innovative programming has gone past callout and auditorium testing, and into the future.

Not only is Country going to come back, I think it's the growth format for the late '80s. This next trend will make the Urban Cowboy fad look like the peanut it was, and anyone who studies psycho-sociological research will reach the same conclusion.



Steve Warren

For the first time in our cultural history, a majority of people say they like country music. Country's image has never been better. Country images are everywhere. Advertising is filled with country. Country-flavored jingles sell everything. When you see a country-oriented personality in a dramatic TV show, a commercial, or a print ad, he's no longer portrayed as a red-

neck bumpkin. He's portrayed in a positive and proud manner. Truly, now more than ever, Country is Cool... except on the radio.

Now why is that? Why is it that when you interview the typical 18-34 man or woman they will tell you they like country music but don't listen to Country stations? Why is it that Country's core listeners are curing the pop stations in greater numbers than ever before?

Country: A Lite Rock Mutant?

The answer is twofold. First, the audience has evolved in one direction while Country radio programming has evolved in another. Second, callout and auditorium testing have made Country into a "Lite Rock" mutant.

The explanation for the first answer is that everyone under the age of 50 is part of the Top 40 rock 'n' roll generation. These people grew up with upbeat music and exciting radio stations. While some people over 35 may not be especially fond of Prince or Madonna, they still like uptempo, danceable music. Much of the new music coming out of Nashville has the feel of early '60s Top 40. Country performers with upbeat music are getting the bulk of today's record sales. The acts pulling them in on tour are the ones with lots of boogie. But Country programmers ignore this, instead concentrating on downbeat,

Continued on Page 49

SEAN COAKLEY

Rockin' In Your Boots

Yahoo regarding your article on rock crossovers for Country radio. Country's general ratings decline is parallel to that suffered by AOR a year ago. The question remains: How do you expand your audience without blowing out your core?

The key musical ingredients to the 18-34 demo are melody and song. People know who the Eagles were, so why not tell them that Don Henley was the guy singing "Desperado?" Lone Justice's "Don't Toss Us Away" is one of the best country (or any other) songs of the year, yet it was largely ignored by all radio. Say "yes" to John Fogerty, Chris Isaak, Neil Young, Nicolette Larson, Billy Burnett, and John Cougar Mellencamp. The list goes on and on.

I've urged AOR stations to support many of these so called country-rock crossovers for years and the resistance is always as-

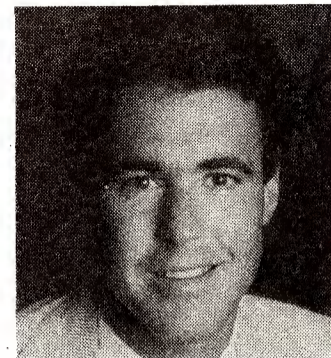
tounding. Country programmers should take advantage of their counterparts' tunnel vision and work to create a hipper format to at-

"Country programmers should take advantage of their counterparts' tunnel vision and work to create a hipper format to attract the millions of disenfranchised listeners awaiting them."

—Sean Coakley

tract the millions of disenfranchised listeners awaiting them.

You can still rock in cowboy boots!



Sean Coakley

Sean Coakley is the Director, National Album Promotion for Arista Records.

ED SALAMON

Research: The Only Way To Answer A Tough Question

A major topic at the first Country Radio Seminar I ever attended was "is Olivia Newton-John country?" Every year the discussion seems the same, only the artists' names change. As someone who had success programming WEEP/Pitts-

burgh in the early '70s and brought WHN/New York into the '80s and crossover music, I thought I'd contribute my thoughts regarding what I feel will always be a concern for Country radio: mass appeal vs. format identity.

Ask The Listeners

I've always believed that the more popular the music you play, the bigger your audience will be. However, in order to market your station you need to position it (categorize it) in the listener's mind. If you choose to be a Country station, it's usually crucial that you stay true to that positioning. Therefore, we always tried to play the most popular records that our listeners believed belonged on our Country station.

"I don't know whether John Fogerty or Bruce Springsteen are 'Country.' I do know where the answers are: with your audience. You have to play the most popular records that your listeners believe belong on your Country station. The only way I know to accomplish this is through research. Call-out research is even more important for Country radio than it is for Top 40."

—Ed Salamon

The only way I knew to accomplish this was through research; asking the listeners themselves what belonged. That's why I thought callout research was even more important for Country radio

Continued on Page 49

WAYNE ELLIOT

Do It Yourself

Should we or shouldn't we add more pop songs to our playlists? Is that really the question?

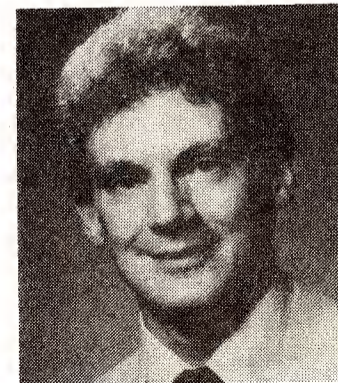
During the Urban Cowboy phenomenon, we could have played almost anything as long as we identified it, and ourselves, as "Country." It was the phenomenon itself that gave us the winning hand. Pop radio is reaping hefty awards of mass acceptance in areas that transcend mere radio and records. From the "Purple Rain" film and the Michael Jackson tour, to the beloved "Boss," to whom our own country-music-loving President awarded accolades. Toss in MTV, "Miami Vice," "Live Aid," and "We Are The World," and the resulting momentum becomes rather mind-boggling.

"Let's worry a little less about our playlists and start blazing some trails of acclaim for ourselves."

—Wayne Elliot

What has our response been to all this? A lot of well-meant imitating, but "One Big Family," country music videos, and "Farm Aid" could have and should have been there

first. And is there really any argument that the motion pictures we have subjected our audience to have been anything less than em-



Wayne Elliot

barrassments and box office bums?

Let's worry a little less about our playlists and start blazing some trails of acclaim for ourselves. With our own phenomenon, we can play all those great records by the many talented artists we already have and who are just waiting to be heard.

Wayne Elliot is the MD/personality for K102/Minneapolis.

Research: The Only Way

Continued from Page 48

than it was for Top 40. In Pittsburgh and New York we found songs by artists like Linda Ronstadt and the Eagles fit right in, long before they ever had country hits.



Ed Salamon

The tricky part is that the content of a good crossover library constantly changes. Brenda Lee, Elvis, and Mac Davis made hits which didn't chart Country but were still acceptable to a country audience.

Since I don't program a station anymore, I don't know whether John Fogerty or Bruce Springsteen are "country." I do know where the answers are: with your audience. I believe it's essential to the advancement of each Country radio station that programmers continue to ask this question.

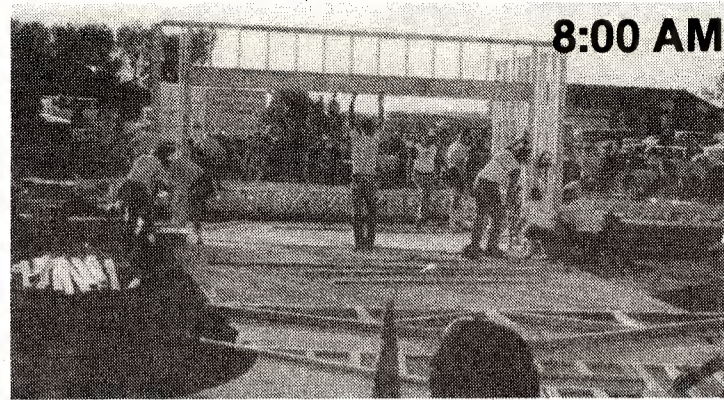
Ed Salamon is Executive VP/Programming for the United Stations Programming Network.

CLOSE-UPS

• **KFDI/Wichita** decided that as long as the "Wizard Of Oz" put Kansas on the map, it might as well do its part by building the world's tallest scarecrow. The previous record-holder stood 20 feet tall, so PD **John Speer** decided to better that by 12 feet. The KFDI ranch hands and listeners used chicken wire and 22 bails of hay. And they added another special feature — a motorized arm that waves at passersby.

• **WSEN/Syracuse** helped promote the last day of racing at Saratoga racetrack. To qualify for free "WSEN Day At The Races" tickets, listeners showed up at a local night spot dressed as one of the Marx brothers. (For those unable to make the connection, consult your nearest Marx brothers aficionado.) Those with the best **Chico, Harpo, or Groucho** getup were certified crazy and had a great day at the track, courtesy of the equally nutty folks at WSEN.

A New World's Record



8:00 AM



11:00 AM



1:00 PM



3:00 PM

IF I WERE A CARPENTER — On August 17 KFDI/Wichita broke a world's record by building a house — framing, painting, wiring, plumbing, carpet-laying, landscaping, and bricking — in 7 hours and 31 minutes, the previous record being 7 hours and 35 minutes. The clock started ticking at 7:30am as 600 craftsmen contributed to the construction event. The new home was put up for auction that evening and, after 20 minutes of bidding, was sold for

\$82,500. Aside from the obvious glory associated with an entry into the Guinness Book of Records, the project was for charity, and all proceeds from the auction were given to the Ronald McDonald Houses. Wichita is the only city with two Ronald McDonald houses, and the revenue generated from the auction was enough to underwrite the cost of running both houses for a year!

Going Beyond The Research

Continued from Page 48

soft-sounding songs and segues.

Explanation of answer #2: The reason PDs lean toward the soft songs is callout and auditorium music research. Both methodologies are biased towards ballads. Don't ask me why, they just are. And since Country sales are so much smaller than pop sales, this research has taken on much more authority and control of playlists and oldies libraries in Country radio stations than pop. Since the soft oldies "research" better, Country PDs have concluded that listeners prefer soft new records as well. Today's PDs are much more inclined to quickly add a new record like the current **John Schneider** than they are to go with an upbeat song like "Thing About You" by **Southern Pacific**. Following the research trends, it is logical — but straight logic doesn't always apply.

Some Recommendations

PDs have put all their trust in research, which has conditioned them to think in certain ways. It even worked for awhile. But now the cume is going to hell, and it's time to put those expensive music research projects to rest. It's time to begin observing the changes

taking place in our culture, to study lifestyles and psychographics, and to use creativity and intuition (call it gut-feel) to better serve the New Age Country listener.

Country PDs have to stop thinking of their format as a "minority format." Country radio may never be the top teen station in town, but it has the ability to be at — or near the top of the heap — in every other demo. Still, it won't happen without excitement (three or four down-tempo songs in a row is not exciting). And it won't happen as long as Country PDs continue to think it can't happen. Such thinking is a self-fulfilling prophecy.

The key: *Country ratings will go up by changing the tempo of the radio station.* Make the mix 75% or more uptempo, and it will have an immediate impact. It can be done just by rearranging the gold library: put the boogie numbers into "power gold" and move the soft songs to secondary rotation.

That's all there is to it, and that's probably why most people haven't seen it yet. Audience deterioration is such a big problem that programmers feel the answer must naturally be a very complex one. Again, a logical conclusion . . . but a wrong one.

The next step is a little trickier, but it's still simple. Put the best uptempo new records in the "power current" rotation right from the start. The trick is to be a really good music director and to be right far more often than you're wrong. It used to be called the "art of the golden gut." It can't be taught, but if you're lucky enough to have been born with a little talent, it can be developed.

"The audience has evolved in one direction while Country radio programming has gone in another. Callout and auditorium testing have made Country into a 'Lite Rock' mutant. The cume is going to hell. It's time to put those expensive music research projects to rest."

— Steve Warren

Album Oriented Country

So what happens when there aren't enough strong uptempo new singles available?

Check out the albums. Since the Country audience is nearly an exclusive album-buying audience, it makes you wonder why radio will almost never play anything unless it's got a big hole in the middle. If the **Judds** have the hottest album on the charts, and if "Love Is Alive" is obviously a hit song, why

wait six months to play it? (All right — so it's a downtempo song. But you see what I mean.)

In the August 30th R&R Country column, **Rick Ott** (of **Ott & Snead** consultants) suggested playing songs like "Ways To Be Wicked"/**Lone Justice**; "Make It Better"/**Tom Petty**; "Tight Connection"/**Bob Dylan** and "Will The Wolf Survive"/**Los Lobos**. The problem with these songs is they weren't hits. Rick is moving in the right direction, but those songs are really wrong. If you don't play hits you shoot yourself in the foot.

His suggestions of **Lionel Richie**, **Bruce Springsteen**, and **John Fogerty** make a little more sense. They were successful records on CHR and A/C stations. They do sound kinda country. They might be good programming. But you really shouldn't "Pop-ize" the music list. You don't have to. There's plenty of dynamic stuff available on the current top country albums.

Sure, record promotion people might scream at this at first. They are geared to Single One, Single Two, Single Three, Next Album. But I believe going two or three deep into a hit album will do two things. It will make the station more exciting and current, and it will sell more albums. It worked for AOR in the late '60s and '70s, and it will work for Country today.

Which leads us to the next format evolution . . . AOC. Album Oriented Country. But that's another story.

Steve Warren is the Director of the Programming Co-Op, a radio consultancy-research firm in Fayetteville, AR.

R&R FRIDAY, SEPTEMBER 27, 1985/49

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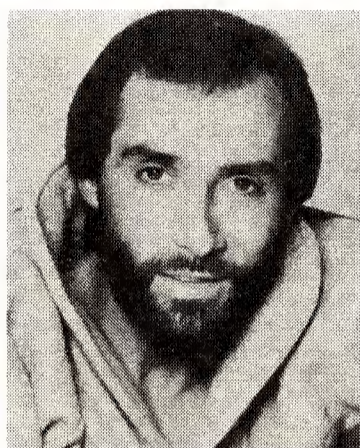
NASHVILLE THIS WEEK

Greenwood Aids Veterans' Dependents

Lee Greenwood and the Adolph Coors Co. are teaming up for a series of concerts to help raise funds for the dependents of American veterans. They will donate a portion (varies from market to market) of the proceeds of every ticket sold during the tour to the Coors Veterans' Memorial Scholarship Fund.

The fund, established earlier this year, will provide \$500,000 per year in education scholarships to the dependents of veterans, servicemen, and women killed in the line of duty, missing in action, or taken as prisoners of war. More than \$250,000 additional dollars was raised by Coors wholesalers through other special promotions, and the Greenwood tour is expected to raise an additional \$200,000.

The tour kicks off October 11 at the Sun Dome in Tampa, and will continue through the spring of 1986. Here's where you fit in: There will be a co-presenting station in each market. Perks include telephone



Lee Greenwood



CONGRATULATIONS ROGER — Many Nashville luminaries turned out at a party to honor Roger Miller's Broadway success with the play "Big River." Among those gathered at BMI Sr. VP Frances Preston's home were (l-r) Tree Publishing President Buddy Killen, Miller's manager Herb Nanas of Scotti Brothers, Miller, Preston, MCA Sr. VP Jimmy Bowen, and Miller's co-manager, Stan Moress.

interviews with Greenwood, personal visits by the recording artist, comp tickets for on-air promotions, a combination of Greenwood and Coors merchandise for giveaways, an opportunity to create your own contests, etc. Those interested should contact Jerry Bentley at (615) 327-0533.

Mayor Challenges Songwriters

Everyone knows that "New York, New York" sings the praises of the Big Apple and whenever someone hears "I Left My Heart in San Francisco," it automatically evokes thoughts of that city by the Bay. Nashville Mayor Richard Fulton, along with *Nashville Magazine* Publisher Irene Ritter, BMI Vice President Joe Moscheo, and Executive Director Metro Arts Commission Anne Brown, have issued a challenge to a select group of songwriters to pen an anthem for Music City.

In search of a signature song for the city the Mayor announced an invitational competition. Over 250 invitations are being sent to songwriters all over the world who have had a top ten song recognized in the national trade magazines. Prizes have yet to be announced.

October 15 is the deadline for entering the race, with the songs due February 1. Finalists will be announced March 15 and will be performed during the city's Summer Lights Festival Memorial Day Weekend. The winning composition will be presented at a gala with

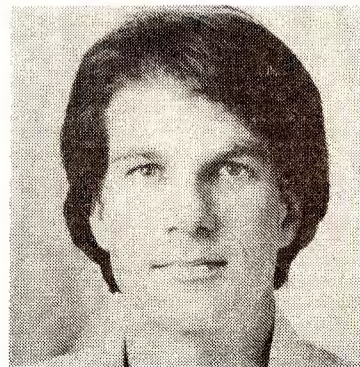
the Nashville Symphony Orchestra June 1.

BITS AND PIECES: Be on the lookout for a new duet from John Anderson and Emmylou Harris. It's the old George Jones tune "Someone I Used To Know" . . . Chet Atkins is appearing with the road version of Garrison Keillor's "Prairie Home Companion" radio show in five cities in October and November . . . Razy Bailey and Becky Hobbs will perform a benefit for the National Entertainment Journalists Association October 8 at the Bull Pen Lounge in the Stockyards Restaurant in Nashville . . . Gary Morris donated the costume he wore as Roldolfo in "La Boheme" to the Country Music Hall of Fame and Museum . . . Pam Tillis recently performed with the Jacksonville Symphony . . . The Gatlin family discovered another musical talent in their midst. Steve's eight-year-old daughter Ashley recently won the grand prize at a Cyndi Lauper lookalike contest in a Nashville department store by dressing up and lip-syncing to "Girls Just Want To Have Fun."

Just thought you'd like to know!

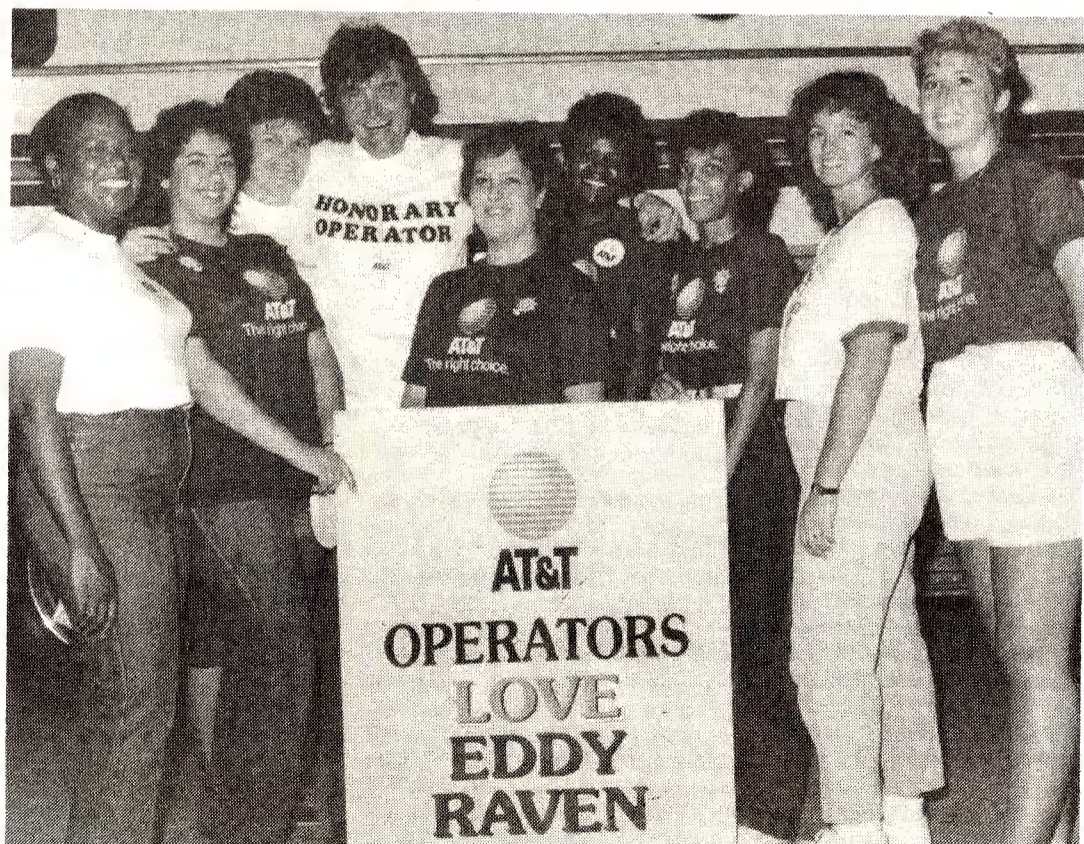
Nashville In Motion

Steve Buckingham is now Director, A&R/Producer, CBS Records Nashville, working with VP/A&R Bonnie Garner . . . The Tennessee River Boys signed with Top Billing for bookings . . . Dobie Gray just signed with Capitol Records (for whom he recorded around 1967) . . . George Strait appointed Trisha Walker as his television agent in the United States and international representative . . . Steve Thurman joined the staff of Top Billing. He was formerly with Sound Seventy Productions and Buddy Lee Attractions . . . Larry Ray is reactivating Tumbleweed Records. The label's current address is 401 Park Place, Suite 207, Kirkland, WA 98033; (206) 827-0137. Ray plans



Steve Buckingham

to open a Nashville office within six months. Artists already signed to Tumbleweed are Bonnie Guitar and Carla Colien.



OPERATOR EDDY — During a performance in Austin, Eddy Raven was made an honorary operator by local AT&T operators inspired by his song "Operator, Operator."

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FOUR LABEL VPs SHARE VIEWS

Are R&B Record Sales Soft ?

A number of radio and record people are wondering about the state of black record sales. Some say sales are fine; others say sales are soft. And others believe it's a third quarter slump that will be revived once the holiday season kicks in.

To find out the real story, I talked with four promotion VPs: Vernon Slaughter, VP/Black Music & Jazz Promotion, Columbia Records; Tony Anderson, VP/R&B Promotion, Arista Records; Jheryl Busby, Sr. VP/Promotion & Marketing, Black Music Division, MCA Records; and Skip Miller, Sr. VP & Operations Manager, Motown Records. The consensus? Sales are soft. But it will become a much more serious problem if radio and records don't cooperate with each other.

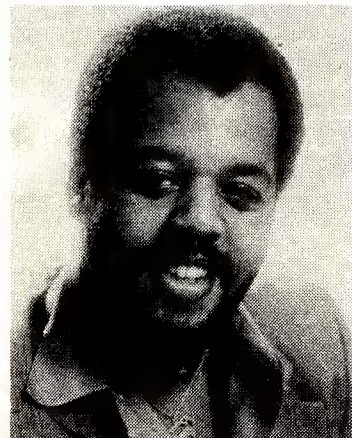
Vernon Slaughter

"I think my counterparts would have to admit that sales are soft at this point. Naturally, we hope to see that turn around during the last quarter. Judging by a number of publications, some people think our economy is going to go south on us sometime early next year. I don't know if I agree, but I do feel the current economy is not helping. At this time of year a lot of people are spending money on their kids for school. Plus, remember that summer has just ended, and during the summer people didn't spend money on records.

"The real problem is being able to get enough exposure for our product."

— Vernon Slaughter

"There was a time in this industry that unknown artists could become superstars with only Black



Vernon Slaughter



radio airplay." Groups like Cameo, Atlantic Starr, Maze, Chuck Brown, and others used to be able to sell a half million copies of an album with only Black airplay. Now we can also include Urban Contemporary airplay to the scenario. (But) we don't see those things happening with groups or single artists who've just arrived on the music scene. What's the reason for this? Could radio have anything to do with this adversity? Possibly.

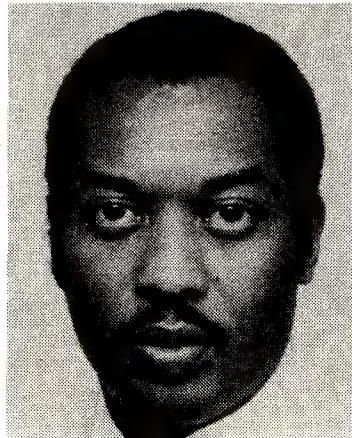
Slaughter added, "Long and short playlists have really become an entity that has to be looked at very carefully. Some Black/Urban stations have lists that number 75-100 strong. Yes, I know that black people have a longer time spent listening than anyone else, but not long enough that they would get the opportunity to hear everything on a station that plays 100 tunes.

"The real problem is being able to get enough exposure for our product. Stations that put a record on one week and then drop it the next aren't helping anyone, including themselves. If we meet a station's criteria to get on, then it should have the wherewithal to stick with that piece of music and see if the public will like it after a reasonable length of time. Columbia research shows the average consumer needs at least five weeks before he makes up his mind as to whether or not he's going to buy it.

"We think more consistency from radio would help in a number of markets. This is a guaranteed way for both of us to have success. Radio needs ratings to be a success. Popular music is the way music stations help themselves increase their audience. So it makes sense for all of us to cooperate with each other as much as possible."

Tony Anderson

"I have mixed emotions about this subject. On a whole I know that sales are soft right now. But when I look at our situation with artists like Whitney Houston, Billy Ocean, and Aretha Franklin, I can't say our sales are off. We had the Whodini 'Escape' LP that only received Black/Urban airplay in certain parts of the country — it's



Tony Anderson

almost platinum. So when you have sales like that from Black/Urban radio and maybe a few CHR stations, how can you gripe?

"Record identification is still a major problem. People who aren't

in this industry don't always know what they're hearing on the radio musically. There needs to be more front and back-announcing. Tell the people what it is they're listening to. Maybe they'll like it enough to go and buy it!

"We need to impress our artists with the fact that they've got to give us and radio solid product to work with. If there's going to be an album with eight cuts on it, then we've got to have more than one song that's decent. Consumers need more than one cut to motivate them to spend their hard-earned money. We've got to make sure we're not only giving people what they want but what they're paying for.

"We must develop new acts . . . if we're to be in business for the long haul."

— Tony Anderson

"If a radio station commits to airing a piece of product, say in heavy rotation, then it really should be played in heavy rotation. Radio people need to understand the vast expense that's incurred by record companies to promote and market their artists. We need the legitimate support of broadcasters to succeed. It's also important to note that we must develop new acts

Continued on Page 52

ACTION

WVEE/Atlanta recently sent its overnight jock Karen Harrison to crosstown CHR WQXI-FM (94Q). Replacing her is Cheryl Christopher, plucked from crosstown sister station WAOK . . . Rod See, known for many years as MD at WJMO/Cleveland, has crossed the street to overnights at WDMT . . . Kevin Stone comes from WNOV/Milwaukee to mornings at KAPE/San Antonio . . . Back in Milwaukee, Sherre Whitney is WLUM's new News Director, Rich Doud comes in for afternoons as Panama, and MD/APD Dave Marx goes to mid-days.

Jerry Lynn is now handling nights at WTMP/Tampa, replacing Terry Hill . . . Late-night rocker Gary Weller has been promoted to MD at WBLZ/Cincinnati in what the station promises is an increased role for that position . . . Donna Moore recently joined WKYS/Washington as Promotions Coordinator from a PR/fundraising post at Easter Seals . . . Rene Kennedy traverses the deep South from WALT/Meridian, MS to PM drive at WTKL/Baton Rouge.

Tony Hart, who could end up working at every B/U station in South Carolina, jumps from mornings at WDPN/Columbia to the same slot at WWWZ(Z93)/Charleston . . . WWRN/New York legend Don Allen will handle mornings at WOWI/Norfolk, as Don Coty becomes a fulltime production person . . . Across town, WMYK (K94) OM Bruce Dowdy heads for sales, as morning man Wynn Evers replaces him. At Benns' other Urban outlet, WJTT (Jet 94)/Chattanooga, the appointment of Frank St. James as PD/MD has been a fait accompli for a while, but it's official now. Thomas Henderson will be his APD.

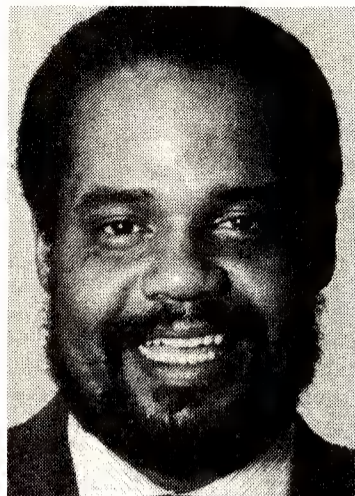
At WRDW-AM & FM/Augusta, Teddy Black and Charlotte Logan have teamed up for the morning show. Additionally, Black is now PD/MD for both stations, which otherwise maintain separate programming . . . WWIN-FM/Baltimore gets its first-ever morning team, as Larry Wilson & Harold Pompey are now working together. The rest of the lineup: Alfie

Continued on Page 52

Are R&B Record Sales Soft?

Continued from Page 51

for the future if we're to be in business for the long haul."



Jheryl Busby

Jheryl Busby

"I'm seeing a developing music market, and I've only been here 18 months. We're developing a product line, so my gauge as to what's happening is what my competitors are doing. The success of a Whitney Houston is a very good example. Freddie Jackson at Capitol and Jesse Johnson at A&M are two more positives when it comes to the sales generated by newcomers. The market may be soft. But from what I see happening with new acts, I'm going to continue to follow their (competitors') lead and hope we can accomplish the same."

"We don't think black consumers have walked away, but you've got to give them something with some substance."

— Jheryl Busby

"On the one hand, we've seen that certain established groups have positive sales track records. On the other hand, we're also seeing that sales base slip. It might be one of two things: 1) an eroding marketplace, or 2) acts who may have missed their target audience by not putting out product that appeals to their fans. I don't

know the reason or how to stop it. But the fact that we're all talking about it just might help turn the situation around.

"Look at Tina Turner — she came back with a blockbuster. Some people say her project broke all the rules. But look at her results! We don't think black consumers have walked away, but you've got to give them something with some substance. Our Bobby Womack project is in the same mode. The album just seems to contain what people want to hear. We like to feel that maybe we've done something differently on the creative side that's made Bobby's album take off so quickly.

"I've begun to wonder if we aren't throwing out too much music at one time. (Let's say) we put out eight new pieces of product at the same time, hoping they'll all stick to the wall as successes. Is that too much to ask of radio? Maybe the quantity is too much, and radio programmers can't deal with it and still do their jobs effectively."

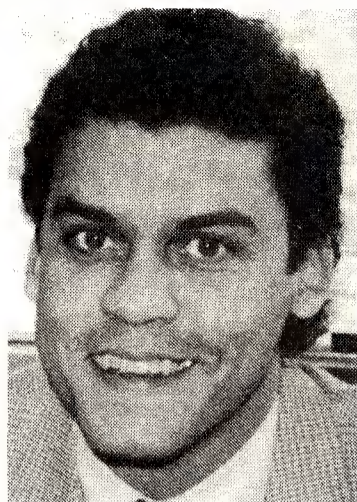
Skip Miller

"Historically, May through the end of August has always been a slow sales period. We've experienced soft sales in the past few months. Last year and the year before we had a Lionel Richie project out there, which does make a difference. But with this new Stevie Wonder on the streets, things have already started to pick up for us.

"Radio means everything to me because of the business I'm in. We're out here to promote and sell records. To accomplish that goal we must first have good product that the radio stations will want to play. Then we need radio to expose it to the public. The only way that will happen is through good promotions and frequent on-air rotations so the public can hear it. Then they will decide that project's destiny.

"I like the short playlist — everyone knows that whatever's aired is going to be heard by the masses. Long playlists don't help anybody when a record is only being aired once every two or three days. 25 extras on somebody's playlist makes me very nervous because it tells

me this isn't a real business situation. Instead, it's like being a pawn in someone else's chess game!



Skip Miller

"Why not find a way for our research to be yours and yours to become ours? Maybe that's not possible. But we should all be able to get together on what the true research is or isn't on every record out there. If that were to happen, it would certainly make the industry better. There would be a standard, and no one would be able to lie about a situation.

"We need real, not imaginary, airplay to sell product."

— Skip Miller

"Communications is the key to harmony between radio and records. We need each other if we hope to keep working and be successful at what we do. We on the record side must understand what radio needs, and what it will and won't do. Radio people need to understand record companies' needs and that over-adding records with no airplay isn't helping anyone. We need real, not imaginary, airplay to sell product."

Editor's Comments

This column may not contain all the answers to this problem. But if we've managed to spark the thought process, then we're on the right track. If you have any thoughts or comments concerning this subject, please contact me.



WVCO GIVES LISTENER SOME TRIM — WVCO/Columbus's "Rhythm Four Play" contest recently became the "Rhythm Fur Play" promotion, as listener Sandra Grant was awarded a \$2500 ranch mink stroller with silver fox trim. Surrounding her are Kirk Bishop and PD K.C. Jones.



WKYS DISTRIBUTES REDDS ON STREET — At the Washington Urban League's "Home Town Run & Festival," WKYS sponsored a show by local go-go artists Redds & The Boys. Here's WKYS's Vince Muse, go-go mogul Maxx Kidd, lead singer Redds, WKYS's Tony Perkins, and the group's Little Beat and T.J.

ACTION

Continued from Page 51

Williams (middles), Lee Cross (afternoons), Natalie Stewart (evenings) and Marcus Clinton (overnights.)

WILD/Boston PD Elroy Smith was already doing mornings, but now he's gotten some recognition for it. Boston magazine recently named him "Best D.J. in Boston," which is not inconceivable praise in a city with such talents as Dale Dorman, Charles Laquidara, Sean Casey, JoJo Kincaid, and others.

Liz Colbert was recently named PD/MD at B/U daytimer WXLA/Lansing, and in bringing a new order to the station's music policy would like to hear from record people: (517) 393-1170. Earl Parnell is the new OM at WOOW/Greenville, NC. He also needs to establish record service; call him at (919) 758-1171.

As part of his continuing work for Coors, Jeffrey Osborne recently played a Saturday afternoon "anti-drug" concert for Los Angeles area teenagers. Others involved in the project were Janet Jackson, Dionne Warwick and Sheryl Lee Ralph. Tickets were given away to those between ages 8-17 through L.A. B/U stations and McDonald's.

Narada Michael Walden's Perfection Light Productions company has changed its address to 1925 Francisco Blvd., Suite G, San Rafael, CA 94901. The new number is (415) 459-1111. Levert, Kleeer, 9.9, Sweet Cookie, Eugene Wilde, and War recently provided WXYV/Baltimore's share of the entertainment at the city's 1985 Afram Festival.

Music veteran Lyle Baker has been named VP for Joe Jackson Productions. OM Sammy Knowles has been named GM at WQDW/Greenville, NC; Bill Hain has been upped from AE to Sales Manager. Former WOKJ/Jackson PD Joe Shamwell is the new GM at WACR/Columbus, MS. Little Milton, Lynn White, Clifton Chenier, Bonnie Raitt and others headlined the eighth annual Mississippi Delta Blues Festival in Greenville, MS.

WZAK/Cleveland's "Community Programming Advisory Committee," spurred by the ongoing controversy over song lyrics, convened for the first time last July and planned to meet again just before presstime. As a result of those sessions, committee members will voice promos encouraging parents to be aware of their children's use of the media.



CELEBRITIES WASH CARS FOR AFRICA — KDKO/Denver recently promoted a celebrity car wash to raise money for Ethiopian famine victims. Seen here are Denver Bronco Chris Brewer, several Denver Gold cheerleaders, Bronco Ken Lanier, recording artists Fay Hill and Lonnie Hill, KDKO's Dianne Brooks and Sports Director Thierry Smith, Denver Nugget Alex English, and PD Jay Johnson.

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"FADE TO BLACK"

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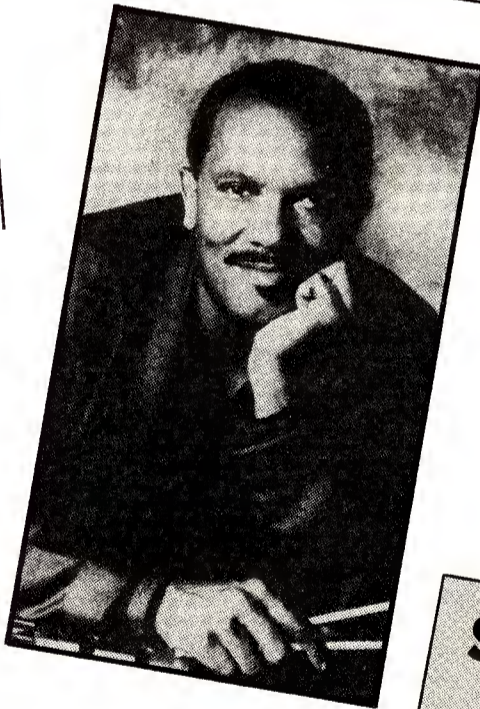
K104	KQXL	WJMI	KJCB	KOKA
WDIA	JET94	WKXI	WBLX	WVDM
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Billboard: DEBUT 77*



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MORNING PERSONALITY

Top 50 market in the Southeast. We need a hot, fast and tight entertainer for the hottest CHR in the state. Send T&R to Burns Media Consultants, 3054 Dona Marta Drive, Studio City, CA 91604. EOE M/F

So you think you're pretty funny? Searching for second banana to complement a major comedic talent. Every type encouraged. T&R: Spatafora, Box 1305, Hinesville, GA 31313. (9-20)

Work in Europe. Immediate openings for long/short-term jobs for American broadcasters in Italy, Ireland, France, offshore. Ask for Rick Harris: (802) 728-4411 (9-20)

Willis Broadcasting has several openings for announcers. T&R: Chris Turner, National PD, 1010 Park Avenue, Norfolk, VA 23504. No calls. EOE M/F (9-20)

EAST

Y97/Pittsburgh is accepting C&Rs for future parttime or full-time jock/news positions. Uptempo A/C format. No calls please. C&R: Jay Cresswell, Box 97, Braddock, PA 15104. EOE M/F (9-27)

Regional Account Executive needed. Excellent opportunity, experience necessary. Resume: WPTR/WFLY, Box 1279, Albany, NY 12212, or call Tom Shiptenko: (518) 456-1144. (9-27)

Experienced local broadcast sales professionals needed for suburban NYC market. Resume: J. Albert Wunder, WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960. EOE M/F (9-27)



NEWS PERSONALITY

WCIB-FM, Cape Cod's #1-rated morning team. Excellent opportunity for right person. Pros only. Send tapes & resumes immediately to: Jack Miller, WCIB-FM, 60 Spring Bars Road, Falmouth, MA 02540. EOE

EXPERIENCED PD

Western MD. Class A station. Must have strong on-air personality, be promotions-oriented, and able to work with staff & management. Station very strong in community involvement. Replies confidential. State salary wanted. Send reply to Radio & Records, 1930 Century Park West, #129, Los Angeles, CA 90067. EOE

"AM/FM COMBO"

Seeks aggressive news reporter/anchor. Top 150 East Coast resort market. Minorities encouraged to apply. Send T&R to Radio & Records, #123, Los Angeles, CA 90067.

OPENINGS



Fill These Shoes

Larry Lujack is now on WLS-AM ONLY! WLS-FM is searching for a world-class morning personality. If you think you've got what it takes to fill these shoes with the talent and killer instinct to win in the most competitive market in the country, send tape and resume immediately to Jan Jeffries, WLS-FM, 360 North Michigan Avenue, Chicago, IL 60601. No telephone inquiries. EOE.

Afternoon & nighttime newscaster for suburban NYC station. T&R: Joe Garifo, WMTR/WDHA-FM, Box 1250, Morristown, NJ, 07960. EOE M/F (9-27)

Personality Country station seeking current parttime & future fulltime air talents. T&R: Bob Grayson, WAMS, Box 3677, Wilmington, DE 19807. EOE M/F (9-27)

NORTHEAST ADULT CHR

Seeks friendly, creative, experienced full-time jock. Growing station in 500K market. Send T&R with salary requirements to: Radio & Records, 1930 Century Park West, #126, Los Angeles, CA 90067. EOE

AM/FM combo looking for morning announcer/production. Automation experience a plus. T&R: Kim Stevens, WCHN, 14 South Broad Street, Norwich, NY 13815. EOE M/F (9-27)

Suburban Boston A/C needs your proven programming, production, & administrative skills. T&R/salary: GM, WMRC, 11 Congress Street, Milford, MA 01757. (9-27)

WANTED:

Creative morning news person to become part of the morning team at one of the Northeast's major FM A/C powerhouses. You will be paired with a legendary morning radio personality. Female preferred but will consider a highly creative male. Your ability to ad-lib, create and interact will be as important as your ability to deliver news. We're looking for someone with a quality news background who can help us add some lifestyle and contemporize our successful product. If we've just described you, RUSH T&R to: Radio & Records, 1930 Century Park West, #127, Los Angeles, CA, 90067. EOE

ATLANTIC CITY FM POWERHOUSE

Wants to hire morning drive personality with experience and the ability to entertain in this fast-growing resort. Rush T&R to Radio & Records, 1930 Century Park West, #133, Los Angeles, CA 90067. EOE

EAST COAST A/C FM

"Top 150" East Coast A/C FM looking for nighttime personality who wants to be #1! Good pay, benefits package. Women encouraged to apply. No beginners please. Send T&R to Radio & Records, 1930 Century Park West, #122, Los Angeles, CA 90067. EOE

Creative Beginning Morning Person Needed

We're looking for a creative beginning morning person! If you've got the talent that needs to be developed, let's hear it! We're looking for FUN! Send T&R to Radio & Records, 1930 Century Park West, #124, Los Angeles, CA 90067. EOE

OPENINGS

SOUTH

Energetic, young overnight announcer wanted for CHR position. T&R: Brian Krysz, B100 Radio, Box 2428, Wilmington, NC 28402. EOE M/F. No calls. (9-27)

Overnight announcer with good production skills. Some automation helpful. Good first or second position. T&R: Bill James, WOVV, Box 3032, Ft. Pierce, FL 33448. EOE M/F (9-27)

Announcers needed for adult AOR in Laredo. Afternoon drive/evenings. T&R: Rebecca Colston, KOYE-FM, Box 1731, Laredo, TX 78044-1731. EOE M/F (9-27)

COASTAL CRESTER N.C.'s BEST

New FM for quality star of area (even dolphins not listening anymore) needs sales/GM hands-on leader to take sales team over the top. Plus charm national/regional agencies. Beach Buster/phisticate combo with heart of gold, head for bottom line, and will of steel. Send tape & resume, and phone # for quick contact to: Radio & Records, 1930 Century Park West, #119 Los Angeles, CA 90067. EOE

Start working on your winter tan. Country AM needs talent. Parttime/fulltime. T&R: John West, WFSG, Box 488, Marathon, FL 33051. (9-27)

Hip A/C in mountains needs talented/creative personality for 7pm-midnight, & an aggressive newscaster. T&R/salary: Tom Cassidy, WSKY, Box 2956, Asheville, NC 28802. EOE M/F (9-27)



Creative, exciting, witty, professional morning man needed for Southeast Florida "never say die" AM A/C station. Take over great numbers and build more... Top salary and good benefits. Send T&R to: Barry Grant, Operations Manager WSTU, 1000 Alice Ave., Stuart, FL 33494. EOE

Progressive personality Country FM needs mature creative communicator for mornings. Team players send T&R: Jennifer Kennedy, PD, WMNX, Box 1110, Tallahassee, FL 32303. (9-27)

Need announcers, full and parttime. Station upgrading staff & expanding. Production skills necessary. T&R: KAPB, Box 7, Maryville, LA 71351. EOE M/F (9-27)

Chain in SW looking for air talent & newspeople. COU, A/C formats. T&R: Bob Shannon, Box 2727, Longview, TX 75607. EOE M/F (9-27)

WMC 79, MEMPHIS

One of America's great radio stations in accepting candidates for afternoon drive. Must possess upfront personality. Send tape and resume to Ron Jones, Operations Manager, WMC Radio, 1960 Union Ave., Memphis, TN 38104. No phone calls. Equal Opportunity Employer.

OPPORTUNITIES

OPENINGS

AM drive, news opening in the sweet, sunny South. Strong, authoritative voice with plenty of pizzazz. T&R: Nancy Frost, Box 189, Cape Coral, FL 33910. EOE M/F (9-27)

WKFY seeks talented personality experienced in A/C. If you're a team player, send T&R: Chris McKay, 28 Fountain Pl., Frankfort, KY 40601. No calls please. (9-27)

ADULT CONTEMPORARY FM

Needs a seasoned innovative people-oriented Program Manager. All the tools are here. Extraordinary work environment. Rapidly growing company. Send resume to Radio & Records, 1930 Century Park West, #114 Los Angeles, CA 90067 EOE.

98 Rock seeks knuckle-headed writer/producer experienced in copy & multi-track. T&R/copy: Ed Bazel, WKQQ, Box 100, Lexington, KY 40590. (9-27)

Need copywriter/Production Director. Three years' on-air experience. Send T&R/copy samples/photo: Chuck Beck, Box 787, Wichita Falls, TX 76307. (9-27)

MAJOR FLORIDA FM

Needs morning personality, plus . . . Newscaster to join the morning team. Experienced professionals with a winning attitude, send T&R, salary history, photos to: Radio & Records, 1930 Century Park West, #132, Los Angeles, CA 90067. EOE M/F

CHR powerhouse seeking team players to communicate on 100 kw FM. T&R: David Edney, PD, Q101, Box 5314, Meridian, MS 39302. (9-27)

KRQX seeks afternoon personality & has other possible openings. Good knowledge of classic rock. C&R: Dennis Anderson, PD, Communications Center, Dallas, TX 75202. (9-27)

MIDWEST

Killer morning drive jock needed for premier CHR station in Appleton/Oshkosh market. T&R: Charlie Conover, Superhit 97, 7 Fulton Ave., Oshkosh, WI 54901. EOE M/F (9-27)

WOHO, 3WMM/Toledo, OH has position for ND. Calls only. Jerry King: (419) 255-1470 (9-27)

Price Communications
 * Needs talent from all formats and departments for 50kw AM, 100kw FM in Oklahoma City. Openings are immediate! Rush T&R to Jack Sabella, GM, KOMA, Box 1520, Oklahoma City, OK 73101. EOE M/F *

Possible future openings at top-rated 100 kw CHR in medium market. C&R: Tracy Johnson, Box 80209, Lincoln, NE 68501. EOE M/F (9-27)

CHR station between Chicago & Milwaukee accepting T&Rs from experienced personalities. T&R: Nick Farella, WXLC, 3250 Belvedere Road, Waukegan, IL 60085. EOE M/F (9-27)

OPERATIONS DIRECTOR

Top-rated Michigan AOR in top 100 market. Proper candidate must have good people skills, ability to create/execute promotions, experience/knowledge in all areas of programming, research, be self-motivated, assertive, organized, disciplined and have a desire to win! Total responsibility/authority for programming functions and staff. Key member aggressive management team. Confidential resume and salary requirements to: Radio & Records, 1930 Century Park West, #125, Los Angeles, CA 90067. EOE.

Broadcast group now looking for present & future talent. Rush T&R: Sean Jacobs, #52 Broadcasting Group, Box 216, Camanche, OK 73529.(9-27)

KOIL/Omaha looking for announcers with something to say. Letter-card jocks need not apply. T&R: Terry Mason, KOIL, 3000 Farnam Street, Omaha, NE 68131. (9-27)

WEST

KKBN, new FM soft A/C in central CA, signing on soon. Send T&R: KKBN, Box 708, Twain Hartr, CA 95383. EOE M/F (9-27)

Opening for News & Sports Director. Send T&R: Ken Hunter, Box 6063, Incline Village, NV 89450. EOE M/F (9-27)

OPENINGS

AOR-type needed for hip Classical station. Production skills & classical music knowledge required. T&R: Annette Griswold, KCFR, 2249 S. Josephene, Denver, CO 80210 EOE M/F (9-27)

Rare Morning Opening



Bay Area rock legend KOME is looking for an entertaining morning show with a spontaneous, topical sense of humor and quick bits that relate well to the 18-34 audience. If your goal is to be #1, send tape and resume to:

Ron Nenni, Program Director
 KOME
 1245 S. Winchester Blvd., Suite 312
 San Jose, CA 95128

No calls please. KOME is an equal opportunity employer.

We're expanding the news department of KFM & KVEG. Looking for bright morning newscasters. T&R: Doug Shane, 1555 E. Flamingo, Ste. 435, Las Vegas, NV 89119. EOE M/F (9-27)

Mornings at Country KRWQ. Strong production. T&R: Larry Neal, Box 388, Gold Hill, OR 97525. EOE M/F (9-27)



Rare Opening

AFTERNOONS!

We've lost our afternoon drive personality, an eight-year veteran . . . and THE SEARCH IS ON!

Are you ready for KIMN?
 Is KIMN ready for you?
 We are, if you are Funny, Unpredictable and Involved . . . in a word, an ENTER-TAINER.

You will work at the finest radio facility in the nation, with a proven record of stability and teamwork in beautiful Denver, Colorado.

No calls and no beginners, please. EOE
 Send tape, resume and recent photo to Doug Erickson, Operations Mgr., KIMN Radio, 1095 So. Monaco Parkway, Denver, CO 80224.

Air talent needed at KWNK. T&R: 2136 Winifred St., Simi Valley, CA 93063. No calls please. EOE M/F (9-27)

Parttimers needed now. Top-rated Country AM. T&R: Box 1917, Redding, CA 96001. EOE M/F (9-27)

POSITIONS SOUGHT

Young energetic jock. Five years' experience. Seeking full-time position, A/C or Country. South preferred, but will relocate. SCOTT: (615) 968-9430 (9-27)

Experienced young journalist. Degree. Seek broadcast/sports opportunities. Reporter/sports/DJ/newscaster. Experience in radio/TV & newspapers. Call MICHAEL: (802) 658-3517 (9-27)

News woman: Seeking fulltime challenging work. Good on-air delivery with six years' radio experience in Washington, DC. Former cable TV news anchor. Call: (301) 725-1454 (9-27)

Four years CHR & A/C. Mornings & afternoons. Love creative production & personality radio. Top 50 market experience. A bit weird at times. BOBBY: (502) 458-5584 (9-27)

Dynamic salesperson. Enthusiastic, hardworking, organized, recent broadcasting school graduate. Available now. Will relocate. LESTER STIVEY: (301) 577-8480 (9-27)

Experienced announcer & MD with first class ticket, looking for medium-sized market. KIM HUGHES: (204) 687-2620 (9-27)

NY-experienced jock makes your station #1. Relocation to any medium/major market. Production ability. Any CHR air-shift. MIKE: (718) 332-1698 (9-27)

Canadian female newscaster/reporter. Ten years' experience (A/C, Country). Bilingual in English/French. Will work in either country. SHELLEY: (613) 746-9244 (9-27)

Radio personality looking for new position in the industry. Young. Currently working West Palm Beach CHR morning drive. DAVID: (305) 747-2674 (9-27)

Morning person with five years' experience looking for a market move-up. Ask for DAN: (319) 242-1427 (9-27)

PD looking for A/C position. Seven years A/C & CHR. SCOTT: (219) 699-7892 (9-27)

I pulled a 25 ARB in a top 50 market. Now working in top 10 market. Ask for STEVE: (817) 335-4841 (9-27)

Need a real nut case for mornings? If so, call VICTOR LUTES: (313) 398-2818. Available immediately. (9-27)

POSITIONS SOUGHT

Energetic nine-year pro. Well versed in CHR/Country/AOR. Three years' drivetime at KKFM/Colorado Springs. Relocating in CA. LEE: (303) 597-5116 (9-27)

Attention small/medium markets. Air talent with three years' experience. Production & copywriting skills. Available upon request. STEVE: (414) 242-0964 (9-27)

Hey FL, any openings? Employed in state now. Three years at same station. A/C, CHR, Oldies background. Team player. JIM: (813) 461-3192 (9-27)

Your attention please. Recent broadcast graduate with sales experience seeks on-air position. Willing to relocate. Thank you. EMMANUEL: (213) 931-1787 (9-27)

12-year pro at KXEL/KHAK/WOW. Can do PD/MD/promotions. Employed but looking for more. Medium/major-market Country. JOHN: (402) 551-5986 (9-27)

PD. Believe in consistency & winning. Have GM who won't keep hands off programming. Cost him numbers in book & hardworking PD. CHR/Country. (417) 623-1288 (9-27)

ALAN YOUNG PROMOTIONS

Experienced record promoter seeks responsible/challenging position with record company (major or independent label) Alan Young, (818) 368-8728.

Experienced news/sports PBP/production/air personality wanting to move up in Northern FL Gulf Coast or Sacramento, CA. Call: (316) 343-8525 (9-27)

Weekender at KUIC-FM/Vacaville seeks fulltime gig in Northern CA. Also excellent news & sports. Contact FRANK BUTERA: (415) 223-1534 (9-27)

Freelance comedy person. Carson, Letterman, Dangerfield, Rivers. I never worked for any of them, but will gladly help you. Morning shows/whatever. CHUCK: (716) 873-0706 (9-27)

MAJOR MARKET MORNING MAN

Looking for major-medium market CHR or AC. Voices, comedy. True team player. No time and temps. Reply in confidence to: Radio & Records, 1930 Century Park West, #131, Los Angeles, CA 90067.

The fork in the road turned right. Give me a medium market CHR/AOR to program now in top 25. Call J. McKAY: (216) 752-8434 (9-27)

Six-year CHR veteran with high numbers in medium market spring book looking for medium market on-air or small market PD slot in FL. RICK: (305) 574-3579 (9-27)

Anchor/reporter wants to move on. 12 years' experience, also creative voices for commercials. Prefer MW. Call: (319) 386-8977 (9-27)

Southern CA market & San Francisco area GMs. I want to make radio customers, not just sales. Please call for interview. CHUCK LONTINE: (213) 316-8422 (9-27)

Your book needs this page. Large market pro, MD, drivetime & promotions experience, seeks major/medium AOR, A/C, Gold. Call: (305) 755-1292

Mom, dad, get the strait jacket out. The "Beaver" is listening to that high energy CHR jock, KIDD NORDOFF, again. (203) 530-7426 (9-27)

Does your creative department need a kick in the . . . ? Have boots will travel! For experience, innovation & motivation, Call PAT: (716) 632-8781. (9-7)

Five years' on-air experience. Last two in top 60 market (CHR-FM overnights/production). Available now. Prefer MW/South. BRIAN: (918) 492-9405 (9-27)

FL you need me, bad! Multi-talented parttime announcer & producer in top 40 market. Degree in broadcast productions. A/C, AOR, CHR, Oldies. Excellent references. SCOTT: (704) 553-1141 (9-27)

Yee-ha! Female Country jock wanting to ride over to AOR, A/C, or MOR. Experience in all formats. Creative & more. Find out. Call: M-I-C-K-E-Y: (412) 325-3232 (9-27)

22-year major market pro. Currently parttime at KNEW, Oakland, CA. Available right away to relocate with good broadcast team. For T&R: (408) 375-2985 (9-27)

Former DJ of the year, six years at WBT/Charlotte. Strong, (creative production, copy, character voices, seeks PD position in SE. (205) 471-4420, or 344-3800 (9-27)

Top 100 market nighttime CHR communicator wants to make your station sizzle. For references, numbers & production, call C.R.: (409) 860-3385 (9-27)

POSITIONS SOUGHT

I'm 23, experienced, & looking for a good opportunity. A/C, CHR format preferred. For T&R call TOM: (312) 429-5264, or 560-0341 (9-27)

Weatherman seeks radio or television position. Three years' experience, broadcasting school graduate & member of AMS. BRYAN WOODRING: (816) 546-3517 (9-27)

Friendly energetic announcer seeking SW CHR, AOR, A/C station. Six years' experience including nights, PD & major-market weekends. PETER: (714) 774-6373 (9-27)

Infamous lady-killer seeking longterm relationship with people-oriented, live A/C, CHR, Country. TX, CA, LA, FL. P1/P2s preferred. DON: (318) 369-3773 (9-27)

I came in second place for a gig in Minneapolis last spring. Want to try for first? 12-year Country, A/C vet. GENE: (608) 756-4022 (9-27)

If you're a PD looking for outstanding promos, or a GM seeking to increase sales with creative commercials, call SCOTT: (415) 751-1673 (9-27)

Not just another pretty (funny) phrase. Writes/ad-lib, fast/funny, theater of the mind, multi-voices, risque, contagious enthusiasm. Medium/major. JOHN: (602) 782-2746 (9-27)

Let me ignite the mornings on your Hot Hits CHR station. Serious replies only. Also production pro. Call J.J.: (304) 845-0556 (9-27)

Six-year professional seeking West Coast on-air or small market PD position. CHR, A/C, Gold, and Easy Listening formats. JIM CHACKLE: (805) 938-7717 EOE M/F (9-20)

Looking for a new zool Lifestyle news personality/ND (WJZR/Charlotte, NC) with solid background wants to move up. Character voices tool TONY WIKI: (704) 596-7511 (9-6)

MISCELLANEOUS

Looking for used broadcast system software (billing, traffic) from station that is upgrading. Interested in Sunspot systems or IBM. Contact Ray Pollard: (913) 825-4631 (9-20)

Wanted: Issues of R&R before May, 1979. Contact: Bill Ridings, 2211 S.E. 11th Street, Pompano Beach, FL 33062. (9-7)

WKG Radio Broadcast College needs record service from all labels fast. Contact: Francis Dominique, WKG, 141 Ocean Drive, Baton Rouge, LA 70806, or (504) 928-0632. (9-27)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings **by mail only.** Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

“IF YOU GOTTA MAKE A FOOL OF SOMEBODY”

BLACK TIE

FEATURING JIMMY GRIFFIN, RANDY MEISNER & BILLY SWAN

PRODUCED BY REGGIE FISHER

FROM THE ALBUM **WHEN THE NIGHT FALLS**

KLYG KMTI KQSW KSKI KUBC KVRH KDES KKIQ KNCO KUKI KQYN KWUN KASY KBRC KCSY KELA KFMJ KGY
 KLBQ KZ103 WKYA KHUR WBVS WSMJ WSME WAHR WBCA WINC WPP1 WMRN KAZM KENY KENY KIT WAFK J107 98Q
 KISD KLOG KMAS KMWX KXRO KYJC KPCQ WBGW WHNY WIFX WKYA WSMT KKEG KIPR KTAM KTBC WAHR WTUN



Bench Records
 13630 Ventura Blvd.
 Sherman Oaks,
 CA 91423

NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

A-HA "Take On Me"
 GINO VANNELLI "Hurts To Be In Love"
 MAURICE WHITE "Stand By Me"

Modern Country

JUDDS "Have Mercy"
 SAWYER BROWN "Betty's Bein' Bad"
 CHARLIE DANIELS "American Farmer"
 GEORGE STRAIT "The Chair"
 JOHNNY LEE "They Never Had To Get Over You"
 REBA McENTIRE "Only In My Mind"

Century 21

Greg Stephens (214) 934-2121

The Z Format

HOWARD JONES "Like To Get To Know You Well"
 BILLY JOEL "The Night Is Still Young"
 TINA TURNER "One Of The Living"
 PHIL COLLINS & MARILYN MARTIN "Separate Lives"
 MR. MISTER "Broken Wings"
 OINGO BOINGO "Weird Science"
 COREY HART "Boy In The Box"

The AC Format

GLENN FREY "You Belong To The City"
 THOMPSON TWINS "Lay Your Hands On Me"
 FREDDIE JACKSON "You Are My Lady"
 OLIVIA NEWTON-JOHN "Soul Kiss"
 BILLY JOEL "The Night Is Still Young"

Super-Country

JUDDS "Have Mercy"
 ROSANNE CASH "Never Be You"
 MERLE HAGGARD "Amber Waves Of Grain"
 JOHNNY LEE "They Never Had To Get Over You"
 NITTY GRITTY DIRT BAND "Home Again In My Heart"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

MR. MISTER "Broken Wings"
 ARETHA FRANKLIN "Who's Zoomin' Who"
 FREDDIE JACKSON "You Are My Lady"
 TINA TURNER "One Of The Living"
 OLIVIA NEWTON-JOHN "Soul Kiss"

Country

JUDDS "Have Mercy"
 SAWYER BROWN "Betty's Bein' Bad"
 GAIL DAVIES "Break Away"
 KENDELLS "Two Heart Harmony"
 REBA McENTIRE "Only In My Mind"
 RICKY SCAGGS "You Make Me Feel Like A Man"
 JOHNNY LEE "They Never Had To Get Over You"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

JAN HAMMER "Miami Vice Theme"
 ARETHA FRANKLIN "Who's Zoomin' Who"

Contempo 300

DON HENLEY "Sunset Grill"
 A-HA "Take On Me"

Great American Country

ROSANNE CASH "Never Be You"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

ABC "Be Near Me"
 DON HENLEY "Sunset Grill"
 JAN HAMMER "Miami Vice Theme"
 TEARS FOR FEARS "Head Over Heels"
 MELISSA MANCHESTER "Just One Lifetime"
 GLENN FREY "You Belong To The City"
 THOMPSON TWINS "Lay Your Hands On Me"
 EL DeBARGE with DeBARGE "You Wear It Well"

MEDIA GENERAL CONTINUED

Your Country

SAWYER BROWN "Betty's Bein' Bad"
 JIM GLASER "In Another Minute"
 VERN GOSDIN "I Know The Way To You By Heart"

Hit Rock

HEART "Never"
 COREY HART "Boy In The Box"
 FREDDIE JACKSON "You Are My Lady"
 OLIVIA NEWTON-JOHN "Soul Kiss"
 THOMPSON TWINS "Lay Your Hands On Me"
 ARETHA FRANKLIN "Who's Zoomin' Who"
 BILLY JOEL "The Night Is Still Young"
 DAVID FOSTER "Love Theme From 'St. Elmo's Fire'"

Peters Productions, Inc.

George Junak (619) 565-8511

Country Lovin'

JUDDS "Have Mercy"
 REBA McENTIRE "Only In My Mind"
 LARRY GATLIN "Runaway Go Home"
 JOHNNY LEE "They Never Had To Get Over You"
 JUDY RODMAN "You're Gonna Miss Me When I'm Gone"

The Great Ones

JOHN PARR "St. Elmo's Fire (A Man In Motion)"
 KENNY LOGGINS "I'll Be There"

Radio Arts

John Benedict (818) 841-0225

Country's Best

JUDDS "Have Mercy"
 EDDIE RABBITT "World Without Love"

Soft Contemporary

OLIVIA NEWTON-JOHN "Soul Kiss"
 KENNY ROGERS "Morning Desire"
 ROSANNE CASH "Never Be You"

Sound 10

OLIVIA NEWTON-JOHN "Soul Kiss"
 THOMPSON TWINS "Lay Your Hands On Me"
 KENNY LOGGINS "I'll Be There"
 MELISSA MANCHESTER "Just One Lifetime"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

GLENN FREY "You Belong To The City"
 THOMPSON TWINS "Lay Your Hands On Me"

Country Coast-To-Coast

LORETTA LYNN "Heart Don't Do This To Me"
 MICKEY GILLEY "You've Got Something On Your Mind"
 SOUTHERN PACIFIC "Thing About You"
 R. CHARLES w/H. WILLIAMS JR. "Two Old Cats Like Us"

Rock 'N' Hits

HEART "Never"
 SURVIVOR "First Night"
 FOREIGNER "Down On Love"
 MR. MISTER "Broken Wings"
 CHEAP TRICK "Tonight It's You"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

HOOTERS "And We Danced"
 COREY HART "Boy In The Box"
 THOMPSON TWINS "Lay Your Hands On Me"

TM AC

A-HA "Take On Me"
 TEARS FOR FEARS "Head Over Heels"

TM Country

MEL McDANIEL "Stand Up"
 SAWYER BROWN "Betty's Bein' Bad"
 EARL THOMAS CONLEY "Nobody Falls Like A Fool"

Transtar

Country

Ed Chandler (213) 460-6383

HANK WILLIAMS JR. "This Ain't Dallas"
 MICKEY GILLEY "You've Got Something On Your Mind"
 LORETTA LYNN "Heart Don't Do This To Me"
 BELLAMY BROTHERS "Lie To You For Your Love"

JAZZ

TOP 30

SEPTEMBER 27, 1985

- | | | |
|-----------|----|--|
| Last Week | | |
| | 2 | 1 MANHATTAN TRANSFER/Vocalese (Atlantic) |
| | 1 | 2 AHMAD JAMAL/Digital Works (Atlantic) |
| | 4 | 3 BILLY HIGGINS/Mr. Billy Higgins (Riza) |
| | 3 | 4 MCCOY TYNER/Just Feelin' (Palo Alto) |
| | 5 | 5 BILLY COBHAM/Warning (GRP) |
| | 9 | 6 JOE SAMPLE/Oasis (MCA) |
| | 19 | 7 ONE NIGHT WITH BLUE NOTE/Preserved (Blue Note) |
| | 8 | 8 DAVID FRISHBERG/Live At Vine Street (Fantasy) |
| DEBUT | 9 | 9 WAYNE SHORTER/Atlantis (Columbia) |
| | 6 | 10 FLORA PURIM & AIRTO/Humble People (George Wein/Concord) |
| | 7 | 11 ERNIE WATTS/Musican (Qwest/WB) |
| | 10 | 12 SADAO WATANABE/Maisha (Elektra) |
| | 12 | 13 PAUL YONEMURA/First Flight Home (Jazz Mind) |
| | 29 | 14 MARK EGAN/Mosaic (Hip Pocket/Windham Hill) |
| | 17 | 15 JORGE DALTO/Urban Oasis (Concord Picante) |
| | 12 | 16 WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia) |
| | 21 | 17 RUBY BRAFF & SCOTT HAMILTON/A First (Concord) |
| | 27 | 18 PHIL UPCHURCH/Companions (Jam) |
| | 13 | 19 OREGON/Crossing (ECM) |
| | 11 | 20 VICTOR FELDMAN'S GENERATION BAND/High Visibility (TBA/Palo Alto) |
| | 24 | 21 FRANK FOSTER & FRANK WESS/Frankly Speaking (Concord) |
| | 20 | 22 LES McCANN/Music Box (Jam) |
| DEBUT | 23 | 23 AL DIMEOLA/Soaring Through A Dream (Manhattan) |
| | 28 | 24 52nd STREET/Scrapple To The Apple (Inner City) |
| | 16 | 25 MARY FETTIG/In Good Company (Concord) |
| | 18 | 26 SPYRO GYRA/Alternating Currents (MCA) |
| DEBUT | 27 | 27 AL JARREAU/Live In London (WB) |
| | 15 | 28 ANDY NARELL/Slow Motion (Hip Pocket/Windham Hill) |
| DEBUT | 29 | 29 AZYMUTH/Spectrum (Milestone/Fantasy) |
| | 26 | 30 JOHN ANELLO JR./Jackson Street Beat (Cexton) |

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- DAN SIEGEL "On The Edge" (Pausa) 17/3**
Rotations: Heavy 3/0, Medium 6/2, Light 8/1, Extra Adds 0, Total Adds 3, KERA, WVPE, XHRM. Heavy: KBEM, KCSC, KIFM, Medium: KMHD, KRVS, WLVE, WDMT.
- BRUCE FORMAN & GEORGE CABLES "Dynamics" (Concord) 13/4**
Rotations: Heavy 2/0, Medium 6/3, Light 5/1, Extra Adds 0, Total Adds 4, WKSU, WHRO, WUSF, KLCC. Heavy: KJAZ, KPLU, Medium: WYRS, KLON, KXPR.
- DAVE HOLLAND QUINTET "Seeds Of Time" (ECM) 12/0**
Rotations: Heavy 3/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WRTI, KUHF, WFPL. Medium: WKSU, WUWM, WFSS, KRVS, WUSF, KWMU.
- DWAYNE SMITH & ART JOHNSON "Heartbound" (Cafe) 11/4**
Rotations: Heavy 1/1, Medium 4/1, Light 5/2, Extra Adds 1, Total Adds 4, WGBH, WMOT, WLOQ, WHRO. Heavy: KLCC. Medium: WNOP, WKSU, WVPE.
- JOE PASS "White Stone" (Pablo) 10/9**
Rotations: Heavy 2/1, Medium 1/1, Light 2/2, Extra Adds 5, WBGO, WFAE, WNOP, KJZZ, KMHD, KJAZ, KPLU, WHRO, KLCC. Heavy: KIFM.
- GEORGE SHEARING "Grand Piano" (Concord) 10/5**
Rotations: Heavy 1/1, Medium 4/1, Light 3/1, Extra Adds 2, Total Adds 5, WKSU, KPLU, WMID, WHRO, KLSK. Medium: WYRS, KLON, KKGO.
- MATT BIANCO "Whose Side Are You On?" (Atlantic) 10/2**
Rotations: Heavy 3/1, Medium 4/0, Light 2/0, Extra Adds 1, Total Adds 2, WBEE, KKGO. Heavy: KERA, KBEM. Medium: KCSC, WMID, KIFM.
- JEFF BERLIN & VOX HUMANA "Champions" (Passport) 8/3**
Rotations: Heavy 1/0, Medium 2/1, Light 5/2, Extra Adds 0, Total Adds 3, KERA, WFPL, WHRO. Heavy: WNOP. Medium: KIFM.

MOST ADDED

- WAYNE SHORTER (13)**
Atlantis (Columbia)
- AL DIMEOLA (12)**
Soaring Through A Dream (Manhattan)
- JOE PASS (9)**
White Stone (Pablo)
- MARK EGAN (8)**
Mosaic (Hip Pocket/Windham Hill)
- ONE NIGHT WITH BLUE NOTE (8)**
Preserved (Blue Note)

HOTTEST

- AHMAD JAMAL (24)**
Digital Works (Atlantic)
- MANHATTAN TRANSFER (24)**
Vocalese (Atlantic)
- MCCOY TYNER (12)**
Just Feelin' (Palo Alto)
- BILLY COBHAM (11)**
Warning (GRP)

- TIM WEISBERG "High Risk" (Desert Rock) 8/0**
Rotations: Heavy 1/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KCSC. Medium: WBEE, KBEM, WVPE, KIFM, XHRM.
- AFFIRMATION "Identity Crisis" (Rhombus) 7/2**
Rotations: Heavy 0/0, Medium 3/0, Light 3/1, Extra Adds 1, Total Adds 2, WLOQ, WLVE. Medium: WFAE, KERA, KCSC.
- CANONEO "Canoneo" (Guacamole) 7/2**
Rotations: Heavy 0/0, Medium 5/1, Light 2/1, Extra Adds 0, Total Adds 2, WBGO, WLOQ. Medium: WMOT, KCSC, WVPE, KLSK.
- ROSEMARY CLOONEY "Rosemary Clooney Sings Ballads" (Concord) 7/1**
Rotations: Heavy 3/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, KKSJ. Heavy: WYRS, KPLU, WMID. Medium: KLON, KKGO.
- HERBIE HANCOCK & FODAY MUSA SUSO "Village Life" (Columbia) 6/4**
Rotations: Heavy 0/0, Medium 4/2, Light 2/2, Extra Adds 0, Total Adds 4, WBGO, WRTI, WNUR, KXPR. Medium: WNOP, KJAZ.
- FUMIAKI MIYAMOTO & NORIO MAEDA "Blue Rondo" (CBS) 6/0**
Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: KUHF. Medium: WNOP, KPLU, KLCC, KLSK.
- LESTER BOWIE'S BRASS FANTASY "I Only Have Eyes For You" (Columbia) 5/4**
Rotations: Heavy 1/1, Medium 3/2, Light 1/1, Extra Adds 0, Total Adds 4, WBGO, WRTI, WDET, KWMU. Medium: KJAZ.
- GROVER WASHINGTON JR. "Anthology" (Elektra) 5/2**
Rotations: Heavy 2/1, Medium 1/0, Light 2/1, Extra Adds 0, Total Adds 2, KJAZ, KLCC. Heavy: KBEM. Medium: WBGO.
- M. PETERS, B. WILBUR & B. LAGRENE "Django's Music" (Stash) 5/0**
Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WFPL, KADK, KLSK.

REGIONALIZED ADDS & HOTS

EAST

WMID/Atlantic City (*)
Bill Hopkins
George Shearing
Hot test:
Ashley Alexander
Manhattan Transfer
Billy Higgins
Ahmad Jamal
Rosemary Clooney

WGBH/Boston
Eric Jackson
Hank Mobley
Grant Green
John Basile
Foster & Wess
Jorge Dalto
Ashley Alexander
Ed Saindon
Freddie Hubbard
Smith & Johnson
Hot test:
Stanley Turrentin
McCoy Tyner
Billy Higgins
Suzanne Taylor
Woody Shaw

WEBC/Buffalo
Al Wallack
Wayne Shorter
Mark Egan
Hot test:
Billy Higgins
Ahmad Jamal
Joe Sample
Al Dimeola

WBOQ/Newark
Rollins/Kirk
Hancock & Suso
Caribou
Lester Bowie/Bras
Hugh Masekela
Joe Pass
Al Dimeola
Hot test:
Ahmad Jamal
Manhattan Transfer
McCoy Tyner
Joe Sample
WRTI/Philadelphia
Peter Dinklage
Wayne Shorter
Mingus/Elmer/Lacy/L
Bud Powell
Lester Bowie/Bras
Paul Bley
Hancock & Suso
Billy Bang
Hot test:
Wayne Shorter
Manhattan Transfer
Ahmad Jamal
Wayne Shorter
Djavan

WYPR/Stamford
Rick Patrone
Hot test:
Judy Roberts
Generation Bands
Manhattan Transfer
Rosemary Clooney
Ahmad Jamal

MIDWEST

WBEE/Chicago (*)
John Hill
Lorez Alexandria
Ashley Alexander
Sadao Watanabe
McCoy Tyner
Mark Egan
Kenny Pore
One Night w/ Blue
Matt Bianco
Hot test:
52nd Street (Simon)
Phil Upchurch
Michael Franks
Mark Egan
Purim & Air
Manhattan Transfer
WNOP/Cincinnati (*)
Chris Wagner
Joe Pass
Steve Ralins
Ed Saindon
Aranda
Phil Upchurch
Jan Garbarek Group
Hot test:
M. Peters, B. Wilbur & B. Lagrene
Les McCann
Wayne Shorter
Al Jarreau
Al Dimeola

WZZJ/Detroit (*)
Doris Bass
Al Dimeola
Casiopea
Wayne Shorter
Hot test:
Ed Garrett
Phil Upchurch
One Night w/ Blue
KTCJ/Minneapolis (*)
Ed Garrett
Phil Upchurch
Azymuth
Joe Sample
Flora Purim & Air
Mark Egan
Hot test:
Widspread Jazz O
Rio Rido
McCoy Tyner
Sadao Watanabe
Manhattan Transfer
KBSM/Minneapolis
J.D. Bell
Ray Brown
Wayne Shorter
Hot test:
Kenny Pore
Ray Brown
Phil Upchurch
Grover Washington
Al Jarreau

WKSU/Kent
Linda Yohn
Al Dimeola
Forman & Cables
Mingus/Elmer/Lacy/L
George Shearing
Joe Sample
Hot test:
McCoy Tyner
Ahmad Jamal
One Night w/ Blue
Licorice Factory
Baker & Bley
WUWM/Milwaukee
Kim Greth
Phil Upchurch
Ric Swanson
David Murray Big
Les McCann
Ernie Watts
Weather Report
Hot test:
Howard McGhee
McCoy Tyner
Dexter Gordon
Phil Upchurch
One Night w/ Blue
KTCJ/Minneapolis (*)
Ed Garrett
Phil Upchurch
Azymuth
Joe Sample
Flora Purim & Air
Mark Egan
Hot test:
Widspread Jazz O
Rio Rido
McCoy Tyner
Sadao Watanabe
Manhattan Transfer
KBSM/Minneapolis
J.D. Bell
Ray Brown
Wayne Shorter
Hot test:
Kenny Pore
Ray Brown
Phil Upchurch
Grover Washington
Al Jarreau

KCSO/Oklahoma City
Kevin Norman
Al Jarreau
Phil Upchurch
Les McCann
Hot test:
Billy Cobham
David Frishberg
Flora Purim & Air
Tim Weisberg
Joe Sample
WVPE/South Bend-Elkhart
Jan Kaufman-Kennel
Sandy Owen
Al Dimeola
Wayne Shorter
Les McCann
Ernie Watts
Braff & Hamilton
Lorez Alexandria
Dan Siegel
Manhattan Transfer
Hot test:
Mary Fetting
One Night w/ Blue
52nd Street (Simon)
Paul Yonemura
Jorge Dalto
KWMU/St. Louis
Jim Wallace
Wayne Shorter
Lester Bowie/Bras
Hot test:
Ahmad Jamal
McCoy Tyner
Billy Higgins
Wayne Shorter
Flora Purim & Air

SOUTH

WFAE/Charlotte
Paul Stripling
Hot test:
Shank & Rogers
Hot test:
Ahmad Jamal
Manhattan Transfer
Billy Higgins
Widspread Jazz O
David Frishberg

KRVS/Lafayette
Charles Mongeon
none
Hot test:
Kenny Pore
Joe Sample
Billy Cobham
Ernie Watts
Manhattan Transfer
WFPL/Louisville
Gerry Weston
Jeff Berlin
Craig Harris
Hot test:
Billy Higgins
Manhattan Transfer
Ahmad Jamal
David Frishberg
Billy Cobham

WVLE/Miami Beach (*)
Stevie Knox
Joe Sample
McCoy Tyner
Al Jarreau
One Night w/ Blue
Al Dimeola
Mark Egan
Wayne Shorter
Affirmation
Hot test:
Michael Franks
Ahmad Jamal
Spyro Gyra
Manhattan Transfer
Billy Cobham
WMOT/Nashville
Rick Forest
Al Dimeola
Ed Saindon
Smith & Johnson
Buddy Childers
Hot test:
Ernie Watts
John Anello Jr.
Paul Yonemura
Joe Sample
One Night w/ Blue

WHRM/Norfolk
Joe Lowrey
Joe Pass
Forman & Cables
George Shearing
One Night w/ Blue
Mark Egan
Al Dimeola
Smith & Johnson
Jeff Berlin
Hot test:
Foster & Wess
Mary Fetting
Peter Spague
Ahmad Jamal
Manhattan Transfer

WLOQ/Orlando (*)
Paul Gerardi
Smith & Johnson
Nathan Page
Canoneo
Affirmation
Hot test:
Generation Band
Ahmad Jamal
Al Jarreau
Spyro Gyra
Sadao Watanabe

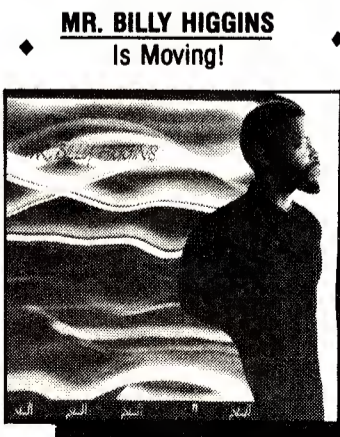
WUSF/Tampa
Bob Seymour
Forman & Cables
Mark Egan
Hot test:
Manhattan Transfer
Wayne Shorter
McCoy Tyner
Widspread Jazz O
Oregon

WEST

KADK/Denver (*)
J.B. DeWitt
Billy Higgins
Teddy Wilson
Buddy Childers
Shank & Rogers
Hot test:
Foster & Wess
Ahmad Jamal
Manhattan Transfer
McCoy Tyner
Widspread Jazz O
Joe Sample
Michael Canning
Wayne Shorter
Forman & Cables
Al Dimeola
Grover Washington
Joe Pass
Jymuth
Hot test:
Ahmad Jamal
Rio Rido
David Frishberg
Mark Egan
Manhattan Transfer
KLOA/Long Beach
Hein Borgers
Uke Ellington
Zoot Sims
Jazz For Playboys
Count Basie
Oliver Jones
52nd Street (Simon)
Hot test:
Widspread Jazz Quartet
Duke Ellington
Zoot Sims
Jazz For Playboys
David Frishberg

KGO/Oakland (*)
Jeff Gehring
Manhattan Transfer
Mark Egan
One Night w/ Blue
Matt Bianco
DeFranco & Peters
Cousins
Wynton Marsalis
Hot test:
Manhattan Transfer
Ahmad Jamal
Joe Sample
Al Dimeola
Grover Washington
Joe Pass
Robby Krieger
Hot test:
Billy Cobham
Ernie Watts
Manhattan Transfer
Ahmad Jamal
Sadao Watanabe
KMHQ/Portland
Roger Smith
Wayne Shorter
Azymuth
Joe Pass
Hot test:
John Anello Jr.
Manhattan Transfer
Widspread Jazz O
Dan Siegel
Max Leake
KSKN/Portland (*)
Ray Horn
Braff & Hamilton
52nd Street (Simon)
Wayne Shorter
Les McCann
Rosemary Clooney
Hot test:
McCoy Tyner
Billy Higgins
Billy Cobham
Ahmad Jamal
Manhattan Transfer
KFM/San Diego (*)
Bob O'Connor
Randy Goodrum
Aranda
Oregon
Hot test:
Dan Siegel
Phil Upchurch
Billy Cobham
Al Dimeola
Joe Pass

KXPR/Sacramento
Gary Vercelli
Wayne Shorter
Shank & Rogers
Al Dimeola
Jack DeJohnette
One Night w/ Blue
Anthony Braxton
Hancock & Suso
Oregon
Hot test:
Billy Cobham
McCoy Tyner
Wayne Shorter
Les McCann
Shaw
KJAZ/San Francisco (*)
Barboote
Grover Washington
Foster & Wess
Joe Pass
Mingus/Elmer/Lacy/L
RT Pepper
UD Powell
Orgue
McCoy Tyner
Lorez Alexandria
Licorice Factory
Hot test:
Forman & Cables
Wayne Shorter
Billy Higgins
Les McCann
Grover Washington
KLSK/Santa Fe (*)
Rick Darby
George Shearing
Al Dimeola
Wayne Shorter
Al Jarreau
Hot test:
Widspread Jazz O
Oregon
Rob Mullins
Sadao Watanabe
Azymuth
KUPH/Seattle
Smith/Raney
52nd Street (Simon)
Hot test:
Manhattan Transfer
Generation Band
Flora Purim & Air
Joe Sample
Ahmad Jamal
KRLU/Seattle
Charles Tomaras
George Shearing
Don Lanphere
Hot test:
Buddy Childers
Jan Garbarek Group
Hot test:
One Night w/ Blue
Wayne Shorter
Al Dimeola
Al Jarreau
Joe Sample



MR. BILLY HIGGINS
Is Moving!



THE EXCITING ALLAN BARNES BAND
Is Coming!

on **RIZA RECORDS, 1680 N. Vine St., Suite 418, Los Angeles, CA 90028**

BLACK/URBAN

BREAKERS

DIANA ROSS Eaten Alive (RCA)

68% of our reporting stations on it. Rotations: Heavy 6/0, Medium 23/2, Light 29/12, Total Adds 14, WAMO, K104, WHRK, WEDR, WGCI, KACE, Z93, WPEG, WJAX, WLOU, WAAA, WDAO, WKWM, KUKQ. Debuts at number 36 on the Black/Urban chart.

ISLEY JASPER ISLEY

Caravan Of Love (CBS Associated)

66% of our reporting stations on it. Rotations: Heavy 1/0, Medium 29/5, Light 26/9, Total Adds 14, WWIN, WXYV, WILD, WDAS, WAMO, WDJY, WHRK, WKND, WAOK, WFXA, Z93, WQFX, WGPR, WZEN. Debuts at number 38 on the Black/Urban chart.

NEW & ACTIVE

STAPLE SINGERS "Are You Ready" (Private I/CBS) 50/3

Rotations: Heavy 3/0, Medium 22/3, Light 25/0, Total Adds 3, WDJY, WPEG, WDAO. Heavy: WDIA, WOWI, WFXA. Medium: WWIN, WDAS, WHRK, WEDR, WDMT, KSOL, WAOK, WFXC, WQMG, WBLX, KAPE, WAAA, Z103, WTLC. Debuts at number 40 on the Black/Urban chart.

MELBA MOORE "I Can't Believe It (It's Over)" (Capitol) 47/13

Rotations: Heavy 1/0, Medium 18/4, Light 28/9, Total Adds 13, WILD, KDLZ, KACE, KDAY, WNHC, WFXA, WENN, Z93, WPEG, WFXC, WQFX, KHYS, KDOK. Heavy: WDAO. Medium: WWIN, WDAS, WDIA, WOWI, WTMP, WZAK, KSOL.

RJ'S LATEST ARRIVAL "Baby I'm Sorry" (Atlantic) 46/9

Rotations: Heavy 5/0, Medium 10/0, Light 31/9, Total Adds 9, WWIN, WDJY, WHUR, WJLB, OC104, WATV, Z93, WDPN, WAAA. Heavy: WZAK, WJYL, WLOU, WQQK, WWWW. Medium: WILD, K104, KDLZ, WDMT, WTKL, WGPR.

HALL & OATES with KENDRICK/RUFFIN "The Way You Do.../My Girl" (RCA) 45/6

Rotations: Heavy 11/0, Medium 21/4, Light 13/2, Total Adds 6, WWIN, WFXA, WPEG, WQFX, WKXI, KDOK. Heavy: WAMO, WYLD-FM, KSOL, OC104, JET94, WDPN, WHYZ, WPLZ, KOKA, WANM, Z103. Medium: WDIA, K94, WZAK. Debuts at number 37 on the Black/Urban chart.

DEELE "Suspicious" (Solar/Elektra) 44/2

Rotations: Heavy 8/0, Medium 18/1, Light 18/1, Total Adds 2, WPEG, WAAA. Heavy: KDLZ, WFXA, WJMI, WKXI, KIIZ, WORL, WDAO, WTLC. Medium: WTMP, WBLZ, WZAK, XHRM, KSOL, WQMG, WLOU, WVKO, WWWW.

LUTHER VANDROSS "Wait For Love" (Epic) 40/28

Rotations: Heavy 4/1, Medium 12/6, Light 24/21, Total Adds 28 including WRKS, WDJY, KDLZ, WTMP, WBMX, WGCI, WDMT, XHRM, WNHC, OC104, WATV, Z93, WFXC, WKXI, WJAX, KJCB, WORL, KAPE, WANM, WDAO.

RICK JAMES "Spend The Night With Me" (Gordy/Motown) 40/6

Rotations: Heavy 4/0, Medium 16/1, Light 20/5, Total Adds 6, WJLB, KSOL, WENN, WPEG, WJJS, KHYS. Heavy: WDJY, WOWI, WFXA, WJMI. Medium: WUSL, WHUR, WHRK, K94, WZAK, WDPN, WQMG, WQFX, KAPE, WWWW.

MADONNA "Dress You Up" (Sire/WB) 34/3

Rotations: Heavy 10/1, Medium 17/0, Light 7/2, Total Adds 3, WUSL, WFXA, WENN. Heavy: K94, OC104, JET94, WJAX, WJLS, WJJS, WPLZ, WVKO, Z103. Medium: WAMO, WVEE, K104, HOT105, WGCI, WBLZ, WLUM.

GEORGE CLINTON "Bullet Proof" (Capitol) 33/2

Rotations: Heavy 3/0, Medium 9/0, Light 21/2, Total Adds 2, WDAO, KBUZ. Heavy: WJMI, WTLC. Medium: K104, WDIA, WZAK, WFXC, WKXI, KIIZ, WWDN, WGPR, WVOI.

FAT BOYS "Hardcore Reggae" (Sutra) 32/13

Rotations: Heavy 1/0, Medium 8/2, Light 23/11, Total Adds 13, WDJY, WHUR, WOWI, WDMT, KJLH, XHRM, WKND, WTKL, WATV, WPEG, WKXI, WPDQ, KAPE. Heavy: WEDR. Medium: WWIN, WDAS, WZAK, KDAY, KSOL, WWDN.

TRAMAINÉ "Fall Down (Spirit Of Love)" (A&M) 32/10

Rotations: Heavy 0/0, Medium 15/2, Light 17/8, Total Adds 10, WDJY, KMJQ, XHRM, WNHC, Z93, WPEG, WDPN, KIIZ, KHYS, WWDN. Medium: WXYV, WILD, WRKS, WHUR, WGCI, KSOL, WBLX, WANM, WTLC, WWWW.

VIKKI LOVE with NUANCE "Stop Playing On Me" (4th & Broadway/Island) 32/9

Rotations: Heavy 0/0, Medium 13/2, Light 19/7, Total Adds 9, WDJY, WHRK, WLUM, KJLH, WAOK, WEN, WQMG, KIIZ, KJCB. Medium: WWIN, WDAS, WEDR, WZAK, KACE, XHRM, KSOL, WJMI, KHYS, WAAA, WTLC.

DIMPLES "Shake 'Em Down" (RCA) 31/6

Rotations: Heavy 0/0, Medium 10/3, Light 21/3, Total Adds 6, KMJQ, WYLD-FM, WZAK, WENN, WKXI, KDOK. Medium: K104, KDLZ, WOWI, WGCI, KHYS, KAPE, WTLC.

JAN HAMMER "Miami Vice Theme" (MCA) 30/15

Rotations: Heavy 3/0, Medium 10/2, Light 17/13, Total Adds 15, WAMO, WZAK, XHRM, OC104, WAOK, WDPN, WFXC, WQMG, KJCB, WJYL, WANT, KAPE, KOKA, Z103, WDAO. Heavy: HOT105, WPLZ, WANM. Medium: WDAS, WDIA, WBLZ.

PAUL LAURENCE "She's Not A Sleaze" (Capitol) 30/9

Rotations: Heavy 1/0, Medium 9/1, Light 20/8, Total Adds 9, WDIA, WATV, WORL, KOKA, WANM, WAAA, Z103, WGPR, WZEN. Heavy: WZAK. Medium: WWIN, WJLB, WDPN, WFXC, WJMI, KJCB, WALT, WWWW.

SISTER SLEDGE "Dancing On The Jagged Edge" (Atlantic) 30/3

Rotations: Heavy 0/0, Medium 16/1, Light 14/2, Total Adds 3, WZAK, WDAO, KBUZ. Heavy: WILD, WDIA, WEDR, WOWI, KSOL, KQXL, WTKL, WDPN, WFXC, WQQK, WORL, KOKA, WANM, WTLC, WVOI.

LOOSE ENDS "Choose Me" (MCA) 30/1

Rotations: Heavy 3/0, Medium 18/0, Light 9/1, Total Adds 1, KUKQ. Heavy: WKND, WFXA, WJMI. Medium: WWIN, WRKS, WUSL, WHUR, WVEE, WBMX, WLUM, KJLH, XHRM, KQXL, WQFX, WJYL, WJJS, KHYS, KAPE, KOKA.

KURTIS BLOW "America" (Mercury/PolyGram) 27/7

Rotations: Heavy 0/0, Medium 9/2, Light 18/5, Total Adds 7, WHRK, WNHC, WFXA, WDPN, KJCB, WQQK, WWWW. Medium: WWIN, WEDR, WZAK, WTKL, WBLX, KAPE, WANM.

RUN D.M.C. "Jam Master Jamin'" (Profile) 27/5

Rotations: Heavy 2/0, Medium 11/0, Light 14/5, Total Adds 5, WWIN, KMJQ, WHRK, WENN, Z103. Heavy: WDIA, KDAY. Medium: WDAS, WUSL, WOWI, WDMT, WZAK, KSOL, WTKL, WATV, WQMG, KOKA, WGPR.

PAUL YOUNG "I'm Gonna Tear Your Playhouse Down" (Columbia) 26/6

Rotations: Heavy 1/0, Medium 16/3, Light 9/3, Total Adds 6, KMJM, WPEG, WQFX, KJCB, KAPE, KBUZ. Heavy: WJJS. Medium: WHRK, HOT105, K94, WBLZ, WDMT, KDAY, OC104, WJAX, WBLX, KOKA, WANM, WTLC, KDOK.

450 SL "The Rock" (Golden Boy) 25/4

Rotations: Heavy 1/0, Medium 7/0, Light 17/4, Total Adds 4, WDMT, KDAY, WAAA, WZEN. Medium: WEDR, WOWI, WXOK, WENN, WQMG, WBLX, KHYS.

HUEY "BABY" HARRIS "You've Got To Be A Winner" (Profile) 25/1

Rotations: Heavy 3/0, Medium 10/0, Light 12/1, Total Adds 1, WGPR. Heavy: WDAS, WTLC, WZEN. Medium: WEDR, WYLD-FM, WOWI, WDMT, WZAK, KSOL, WXOK, WQMG, WQQK, KHYS.

SIGNIFICANT ACTION

CHERYL LYNN "Fade To Black" (Columbia) 24/9

Rotations: Heavy 1/0, Medium 7/1, Light 16/8, Total Adds 9, WDIA, WGCI, KQXL, WDPN, WFXC, WQMG, WPDQ, KHYS, KAPE. Medium: K104, WYLD-FM, KACE, JET94, WJMI, KIIZ, KOKA.

CHERELLE "You Look Good To Me" (Tabu/CBS) 24/8

Rotations: Heavy 1/0, Medium 9/2, Light 14/6, Total Adds 8, K104, WZAK, KACE, XHRM, WQMG, KJCB, WLOU, WGPR. Medium: WILD, KMJQ, WBMX, KDAY, WDPN, WFXC, WQQK, KAPE.

MOST ADDED

- LUTHER VANDROSS (28)
Wait For Love (Epic)
- RAY PARKER JR. (18)
Girls Are More Fun (Arista)
- SYSTEM (16)
This Is For You (Mirage/Atco)
- JAN HAMMER (15)
Miami Vice Theme (MCA)
- ISLEY JASPER ISLEY (14)
Caravan Of Love (CBS Associated)
- DIANA ROSS (14)
Eaten Alive (RCA)

HOTTEST

- FREDDIE JACKSON (58)
You Are My Lady (Capitol)
- BOBBY WOMACK (43)
I Wish He Didn't Trust Me So Much (MCA)
- STEVIE WONDER (35)
Part-Time Lover (Tamla/Motown)
- READY FOR THE WORLD (32)
Oh Sheila (MCA)
- FAMILY (27)
The Screams Of Passion (WB)

BERNARD WRIGHT "Who Do You Love" (Manhattan) 23/9

Rotations: Heavy 0/0, Medium 5/0, Light 18/9, Total Adds 9, WWIN, KMJQ, WEDR, WYLD-FM, WKND, WAOK, WJYL, WWDN, WVOI. Medium: WHUR, KACE, KSOL, WDPN, WWWW.

ROSIE GAINES "Skool-Ology (Ain't No Strain)" (Epic) 22/7

Rotations: Heavy 0/0, Medium 8/0, Light 14/7, Total Adds 7, KMJQ, WAOK, WATV, WENN, WQMG, WJYL, WLOU. Medium: WDIA, WDMT, KSOL, WKND, WNHC, KOKA, WWWW.

RED HOT CHILI PEPPERS "Hollywood (Africa)" (EMI America) 21/4

Rotations: Heavy 1/0, Medium 4/1, Light 16/3, Total Adds 4, WDAS, WLUM, WLOU, WVKO. Heavy: WFXA. Medium: KSOL, WQMG, WKXI.

SMOKE CITY "Dreams" (Epic) 20/4

Rotations: Heavy 2/0, Medium 8/0, Light 10/4, Total Adds 4, WFXA, KQXL, WENN, Z93. Heavy: WLOU, WANM. Medium: WRKS, WOWI, WGCI, WZAK, WQMG, WKXI, KOKA, WTLC.

PRINCESS "Say I'm Your #1" (Next Plateau) 19/10

Rotations: Heavy 3/0, Medium 6/2, Light 10/8, Total Adds 10, WWIN, WXYV, WILD, HOT105, WOWI, XHRM, WPEG, WLOU, WQQK. Heavy: WDAS, WUSL, WZEN. Medium: WRKS, WDMT, KMJM, WKND.

CURTIS MAYFIELD "Baby It's You" (CMC) 19/2

Rotations: Heavy 2/1, Medium 9/1, Light 8/0, Total Adds 2, WJMI, KJCB. Heavy: K104. Medium: WWIN, WILD, WDJY, WQMG, WPLZ, KOKA, WANM, WAAA, WZEN.

GO WEST "Eye To Eye" (Chrysalis) 19/2

Rotations: Heavy 4/0, Medium 4/1, Light 11/1, Total Adds 2, WDPN, WGPR. Heavy: WVEE, WLUM, KMJM, KACE, KSOL. Medium: WBLX, WZEN.

RAY PARKER JR. "Girls Are More Fun" (Arista) 18/18

Rotations: Heavy 0/0, Medium 5/5, Light 13/13, Total Adds 18, WAMO, WHUR, WHRK, WOWI, WLUM, KACE, KDAY, KSOL, WDPN, WFXC, WPDQ, KJCB, WJYL, WJJS, WTLC, WWWW, WZEN, KUKQ.

KOKO POP "Brand New Beat" (Motown) 18/5

Rotations: Heavy 3/0, Medium 6/0, Light 9/5, Total Adds 5, WEDR, WDMT, WAOK, WFXA, KBUZ. Heavy: WVKO, Z103, WTLC. Medium: WZAK, WJLB, WLUM, WFXC, WANM, WWWW.

NONA HENDRYX "If Looks Could Kill (DOA)" (RCA) 18/3

Rotations: Heavy 0/0, Medium 7/0, Light 11/3, Total Adds 3, KDLZ, WWDN, WGPR. Medium: WWIN, WILD, KACE, WATV, WKXI, WORL, WWWW.

SYSTEM "This Is For You" (Mirage/Atco) 17/16

Rotations: Heavy 0/0, Medium 6/5, Light 11/11, Total Adds 16, WWIN, WXYV, WRKS, WDAS, WHUR, WEDR, WTMP, KMJM, KDAY, WPEG, WDPN, WQQK, KAPE, WWDN, WANM, WTLC. Medium: KACE.

B.B. KING "Big Boss Man" (MCA) 17/10

Rotations: Heavy 0/0, Medium 5/2, Light 12/8, Total Adds 10, WWIN, WZAK, KIIZ, KJCB, WORL, KAPE, WANM, WAAA, WDAO, WWWW. Medium: WDIA, KACE, WZEN.

BRENDA K. STARR "Pickin' Up Pieces" (Mirage/Atco) 17/2

Rotations: Heavy 1/0, Medium 4/0, Light 12/2, Total Adds 2, WRKS, WVOI. Heavy: KMJQ. Medium: WUSL, WHRK, KIIZ, WANM.

ONE WAY "More Than Friends, Less Than Lovers" (MCA) 15/7

Rotations: Heavy 1/0, Medium 2/1, Light 12/6, Total Adds 7, WDAS, K104, WEDR, WYLD-FM, WTMP, WJLB, WANM. Heavy: KIIZ, WWWW.

STROKE "You Are The One" (Omni/Atlantic) 15/5

Rotations: Heavy 0/0, Medium 6/1, Light 9/4, Total Adds 5, WHUR, KDLZ, WOWI, KIIZ, WQQK. Medium: WUSL, WDJY, K104, KMJQ, WTLC.

BILLY & BABY GAP "Rock The Nation" (Total Experience/RCA) 15/4

Rotations: Heavy 1/0, Medium 4/2, Light 10/2, Total Adds 4, WDIA, WYLD-FM, KIIZ, KUKQ. Heavy: KMJQ. Medium: XHRM, WTLC.

RALPH MacDONALD featuring YOGI LEE "Layin' In His Arms" (Polydor/PolyGram) 13/6

Rotations: Heavy 0/0, Medium 1/1, Light 12/5, Total Adds 6, Z93, WKXI, WWDN, WANM, WAAA, WTLC.

CONQUEST "Optimistic" (Epic) 13/5

Rotations: Heavy 0/0, Medium 2/0, Light 11/5, Total Adds 5, WENN, WFMX, WQMG, WLOU. Medium: K104.

UTFO "Bite It" (Select) 13/2

Rotations: Heavy 0/0, Medium 1/0, Light 12/2, Total Adds 2, WATV, WWDN. Medium: WENN.

LUSHUS DAME & PRETTY VAIN "More Than You Can Handle" (Motown) 12/7

Rotations: Heavy 0/0, Medium 3/1, Light 9/6, Total Adds 7, WXYV, WJLB, KMJM, WQMG, WAAA, WKWM, WWWW. Medium: KSOL, WGPR.

SIMPLY RED "Money's Too Tight (To Mention)" (Elektra) 12/4

Rotations: Heavy 0/0, Medium 0/0, Light 12/4, Total Adds 4, WHUR, WEDR, WANT, WDAO.

ROY AYERS "Slip 'n Slide" (Columbia) 10/6

Rotations: Heavy 1/1, Medium 3/1, Light 6/4, Total Adds 6, WDJY, WDIA, WOWI, WPEG, WFXC, WJYL, WANT. Medium: WJMI.

VAL YOUNG "Seduction" (Gordy/Motown) 10/6

Rotations: Heavy 0/0, Medium 5/3, Light 5/3, Total Adds 6, WRKS, WDAS, WUSL, WGCI, Z93, WJYL, KDOK. Medium: WJLB, WZEN.

AFRIKA BAMBAATAA & FAMILY "Funk You" (Tommy Boy) 10/3

Rotations: Heavy 0/0, Medium 2/1, Light 8/2, Total Adds 3, WDAS, WLUM, WWDN. Medium: WFXC.

GENE CHANDLER "Haven't I Heard That Line Before" (Fast Fire) 10/1

Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Total Adds 1, WFXC. Medium: WGCI, WWWW.

ROXANNE SHANTE "Bite This" (Pop Art) 10/1

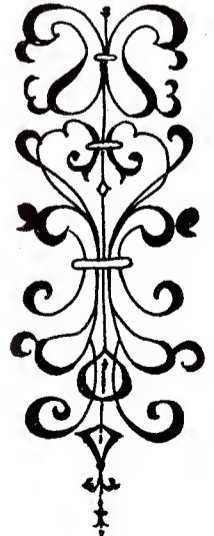
Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Total Adds 1, WKXI, WWDN. Heavy: WTLC. Medium: WDAS, WOWI.

EVELYN "CHAMPAGNE" KING "Give It Up" (Private I/CBS) 10/0

Rotations: Heavy 1/0, Medium 1/0, Light 8/0, Total Adds 0, WAOK. Medium: WDIA.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

WORDS
THAT
SCREAM
OUTRAGEOUS
SIN.

Sheila
E


A Love Bizanne

The new single from the Paisley Park album Romance 1600,
as featured in the forthcoming film "Krush Groove."



Produced, Written and Arranged by Sheila E. and Prince • Marketed by Warner Bros. Records Inc.
Management: Cavallo, Ruffalo & Fagnoli • ©1985 Warner Bros. Records Inc.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

Three Weeks	Two Weeks	Last Week	
5	2	1	1 OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)
8	5	3	2 JUICE NEWTON/You Make Me Want To Make You Mine (RCA)
16	9	4	3 ALABAMA/Can't Keep A Good Man Down (RCA)
15	10	5	4 STEVE WARINER/Some Fools Never Learn (MCA)
13	11	9	5 EDDY RAVEN/I Wanna Hear It From You (RCA)
2	1	2	6 MARIE OSMOND with DAN SEALS/Meet Me In Montana (Capitol/Curb)
18	15	10	7 CRYSTAL GAYLE/A Long And Lasting Love (WB)
21	17	12	8 EXILE/Hang On To Your Heart (Epic)
12	8	7	9 RONNIE MCDOWELL/Love Talks (Epic)
23	18	13	10 GARY MORRIS/I'll Never Stop Loving You (WB)
27	20	16	11 BARBARA MANDRELL/Angel In Your Arms (MCA)
33	24	19	12 LEE GREENWOOD/I Don't Mind The Thorns... (MCA)
1	4	8	13 RONNIE MILSAP/Lost In The Fifties Tonight (RCA)
22	19	17	14 GEORGE JONES/Who's Gonna Fill Their Shoes (Epic)
26	21	18	15 JOHN SCHNEIDER/I'm Gonna Leave You Tomorrow (MCA)
19	16	14	16 VINCE GILL/If It Weren't For Him (RCA)
31	25	20	17 STATLERS/Too Much On My Heart (Mercury/Pg)
30	26	21	18 LOUISE MANDRELL/I Wanna Say Yes (RCA)
9	6	6	19 CHARLY McCLAIN with WAYNE MASSEY/With Just One Look In Your Eyes (Epic)
36	29	23	20 HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)
3	3	11	21 EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)
34	31	26	22 SOUTHERN PACIFIC/Thing About You (WB)
29	27	25	23 ED BRUCE/If It Ain't Love (RCA)
—	38	30	24 EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)
37	33	28	25 MICKEY GILLEY/You've Got Something On Your Mind (Epic)
50	37	31	26 BELLAMY BROTHERS/Lie To You For Your Love (MCA/Curb)
—	43	35	27 MEL McDANIEL/Stand Up (Capitol)
6	7	15	28 CONWAY TWITTY/Between Blue Eyes And Jeans (WB)
47	40	33	29 T.G. SHEPPARD/Doncha (Columbia)
41	35	32	30 RAY CHARLES with HANK WILLIAMS JR./Two Old Cats Like Us (Columbia)
32	30	29	31 LORETTA LYNN/Heart Don't Do This To Me (MCA)
—	47	36	32 GEORGE STRAIT/The Chair (MCA)
40	36	34	33 JOHN ANDERSON/Tokyo, Oklahoma (WB)
44	41	38	34 DAN FOGELBERG/Down The Road/Mountain Pass (Full Moon/Epic)
—	50	39	35 WILLIE NELSON/Me And Paul (Columbia)
42	39	37	36 JUDY RODMAN/You're Gonna Miss Me When I'm Gone (MTM)
—	45	40	37 JENNINGS/NELSON/CASH/KRISTOFFERSON/Desperados Waiting For A Train (Columbia)
—	49	45	38 RICKY SKAGGS/You Make Me Feel Like A Man (Epic)
48	44	42	39 VERN GOSDIN/I Know The Way To You By Heart (Compeat/Pg)
7	14	22	40 WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)
4	13	24	41 FORESTER SISTERS/I Fell In Love Again Last Night (WB)
BREAKER	—	—	42 JANIE FRICKE/Somebody Else's Fire (Columbia)
—	—	46	43 JIM GLASER/In Another Minute (Noble Vision/MCA)
—	—	47	44 JIMMY BUFFETT/If The Phone Doesn't Ring, It's Me (MCA)
14	12	27	45 MERLE HAGGARD/Kern River (Epic)
BREAKER	—	—	46 JUDDS/Have Mercy (RCA/Curb)
DEBUT	—	—	47 GAIL DAVIES/Break Away (RCA)
DEBUT	—	—	48 SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)
DEBUT	—	—	49 BANDANA/Lovin' Up A Storm (WB)
DEBUT	—	—	50 MERLE HAGGARD/Amber Waves Of Grain (Epic)

SEPTEMBER 27, 1985

Total Reports/Adds	Heavy	Medium	Light
154/0	140	11	3
155/1	133	15	7
155/1	121	34	0
154/1	125	28	1
155/0	109	41	5
142/1	112	20	10
154/0	99	49	6
155/1	87	63	5
144/1	99	34	11
156/0	75	74	7
152/2	52	88	12
154/2	33	109	12
116/1	74	27	15
139/2	68	49	22
142/1	52	75	15
133/0	68	53	12
146/3	45	86	15
147/4	49	79	19
116/0	68	31	17
150/2	22	105	23
103/0	49	38	16
133/6	28	77	28
130/2	28	80	22
148/15	8	90	50
136/7	11	94	31
144/13	3	89	52
135/20	3	71	61
83/0	38	28	17
118/8	6	73	39
117/9	5	74	38
103/0	15	60	28
125/18	7	64	54
103/7	12	55	36
105/7	8	58	39
108/14	3	50	55
96/3	5	51	40
102/11	1	59	42
106/13	2	55	49
101/14	4	57	40
66/1	16	26	24
61/0	16	27	18
103/20	1	41	61
106/13	1	43	62
85/8	2	38	45
54/0	11	26	17
94/73	1	20	73
81/17	0	26	55
82/47	0	17	65
65/7	3	23	39
58/32	2	17	39

MOST ADDED

- JUDDS (73)**
Have Mercy (RCA/Curb)
SAWYER BROWN (47)
Betty's Bein' Bad (Capitol/Curb)
REBA McENTIRE (38)
Only In My Mind (MCA)
ROSANNE CASH (33)
Never Be You (Columbia)
MERLE HAGGARD (32)
Amber Waves Of Grain (Epic)
JOHNNY LEE (28)
They Never Had To Get Over You (WB)
CHARLIE DANIELS (26)
American Farmer (Epic)
NITTY GRITTY DIRT BAND (23)
Home Again In My Heart (WB)
JANIE FRICKE (20)
Somebody Else's Fire (Columbia)
MEL McDANIEL (20)
Stand Up (Capitol)

HOTTEST

- OAK RIDGE BOYS (84)**
Touch A Hand, Make A Friend (MCA)
JUICE NEWTON (80)
You Make Me Want To Make You Mine (RCA)
ALABAMA (76)
Can't Keep A Good Man Down (RCA)
M. OSMOND w/ D. SEALS (64)
Meet Me In Montana (Capitol/Curb)
RONNIE MILSAP (43)
Lost In The Fifties Tonight (RCA)
STEVE WARINER (42)
Some Fools Never Learn (MCA)
CRYSTAL GAYLE (32)
A Long And Lasting Love (WB)
GEORGE JONES (28)
Who's Gonna Fill Their Shoes (Epic)
RONNIE MCDOWELL (27)
Love Talks (Epic)
EXILE (21)
Hang On To Your Heart (Epic)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

JANIE FRICKE

Somebody Else's Fire (Columbia)

66% of our reporters on it. Heavy: 1, Medium 41, Light 61, Total Adds 20 including WBOS, WTSV, WIXL, CHOW, KEAN, KRRV, WSOC, WKSJ, KJJY, WQHK, WMIL, KWEN, KIK-FM, KEIN, KCKC. Moves 49-42 on the Country chart.

Breakers 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.

JUDDS

Have Mercy (RCA/Curb)

60% of our reporters on it. Heavy: 1, Medium 20, Light 73, Total Adds 73 including WAJR, WXTU, WDSY, KASE, KPLX, WMC, KRMD, WTQR, KSO, WFMS, WOW, KVOC, KIK-FM, KLZ, KCCY, KTOM. A Most Added Record. Debuts at number 46 on the Country chart.

Top
Quality
Music...



Hollywood Production Library

101 60's 101 30's 101 Others!

11 Disc Library

LASER TRAX

177 Electronic cuts (54 60's!)

4 Disc Library

\$189.00

TOTAL BUYOUT

\$99.00

TOTAL BUYOUT

... Rock
Bottom
Prices!

Write or call for more info!

L.A. AIR FORCE

Box 944, Long Beach, CA 90801 (213) 433-5020

COUNTRY

NEW & ACTIVE

JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 85/8

Rotations: Heavy 2, Medium 38, Light 45, Total Adds 8, WBOS, WVMI, WRNL, WCXI, WIL, KTPK, KUUY, KGA. Heavy: WBGW, WAMZ. Medium: WWVA, WFNC, WCMS, WMIL, KQIL, KSOP. Moves 47-44 on the Country chart.

SAWYER BROWN "Betty's Bein' Bad" (Capitol/Curb) 82/47

Rotations: Heavy 0, Medium 17, Light 65, Total Adds 47 including WGNA, WRKZ, WPOR, WWVA, WUSY, WESC, WLWI, WUSQ, WMNI, WONE, WGEE, KTTS, KVOC, KKCS, KLZ. Debuts at number 48 on the Country chart.

GAIL DAVIES "Break Away" (RCA) 81/17

Rotations: Heavy 0, Medium 26, Light 55, Total Adds 17 including WGNA, WCAO, WKYG, WNYR, WYNK, WVMI, KLLL, WUSQ, KCJB, WXCL, K102, KGHL, KYGO, KEIN, KSAN. Debuts at number 47 on the Country chart.

BANDANA "Lovin' Up A Storm" (WB) 65/7

Rotations: Heavy 3, Medium 23, Light 39, Total Adds 7, WESC, WUSQ, WAXX, KCJB, WWJO, KIK-FM. Heavy: WOKK, WCUZ, KRKT. Debuts at number 49 on the Country chart.

LANE BRODY "Baby's Eyes" (EMI America) 61/2

Rotations: Heavy 0, Medium 22, Light 39, Total Adds 2, KBMR, KCCY. Medium: WBGW, WTSV, WYII, WEZL, WFNC, WOKK, KRMD, WCXI, WXCL, KFDI, KKAL, KSOP, KIGO.

MERLE HAGGARD "Amber Waves Of Grain" (Epic) 58/32

Rotations: Heavy 2, Medium 17, Light 39, Total Adds 32 including WYRK, KIX106, WILQ WKLO, WESC, WLWI, WUSQ, WGAR-FM, WMNI, WOW, WIL, KTPK, KYGO, KRYS, KGAN. Debuts at number 50 on the Country chart.

TOM T. HALL "Down On The Florida Keys" (Mercury/PolyGram) 57/2

Rotations: Heavy 1, Medium 35, Light 21, Total Adds 2, WXCL, KRAK. Heavy: WPAP. Medium: WVAM, WTSV, WWVA, KRRV, WGTO, WDXE, WCMS, WPAP, WUSN, WOW, KTPK, KVOC, KFRE.

REBA McENTIRE "Only In My Mind" (MCA) 51/38

Rotations: Heavy 1, Medium 11, Light 39, Total Adds 38 including WCAO, WRKZ, WNYR, KEAN, KASE, WESC, WMC, WTQR, KSO, WFMS, KTTS, KFDI, KRST, KKCS, KTOM.

KEITH WHITLEY "I've Got The Heart For You" (RCA) 50/5

Rotations: Heavy 0, Medium 17, Light 33, Total Adds 4, WXBQ, WIRK, WMNI, KIOV, KTPK. Medium: WSNO, WYII, WPAP, KKYX, WSLR, KRKT, KIK-FM, KQIL, KSOP.

SHOPPE "Holdin' The Family Together" (MTM) 47/5

Rotations: Heavy 1, Medium 15, Light 31, Total Adds 5, WCAO, WVMI, KIL-FM, WCMS, KKYX. Heavy: WOKK. Medium: WGNA, WAJR, WWVA, WOW, KFDI, KWJJ, KIGO.

SIGNIFICANT ACTION

ROSANNE CASH "Never Be You" (Columbia) 44/33

Rotations: Heavy 0, Medium 9, Light 35, Total Adds 33 including WCAO, WXTU, KSSN, WLWI, WIRK, WMNI, KTTS, KGHL, KTOM, KMPS.

ROGER MILLER "River In The Rain" (MCA) 40/15

Rotations: Heavy 0, Medium 8, Light 32, Total Adds 15 including WCAO, WSNO, WIXY, KEAN, WTVY, KKYX, WSLR, WAXX, KKCS, KCKC.

JOHNNY LEE "They Never Had To Get Over You" (WB) 39/28

Rotations: Heavy 0, Medium 9, Light 30, Total Adds 28 including WQBE, WWVA, WESC, WCMS, KRMD, WCUZ, WFMS, WXCL, KKCS, KFRE.

CHARLIE DANIELS "American Farmer" (Epic) 39/26

Rotations: Heavy 1, Medium 9, Light 29, Total Adds 26 including WVAM, WAJR, WIXY, KEAN, WLWI, WCXI, WOW, KTTS, KUZZ, KNIX.

JOE STAMPLEY "I'll Still Be Loving You" (Epic) 37/2

Rotations: Heavy 0, Medium 11, Light 26, Total Adds 2, WFNC, KWMT. Medium: WGNA, WYII, WEZL, KKYX, KIOV, KTTS, KQIL, KEIN.

NICOLETTE LARSON "Building Bridges" (MCA) 36/3

Rotations: Heavy 1, Medium 15, Light 20, Total Adds 3, WKYG, KHEY, KBMR. Heavy: WCUZ. Medium: WBGW, WYII, WPAP, KFDI, KRKT, KEIN.

RAY STEVENS "The Haircut Song" (MCA) 34/3

Rotations: Heavy 4, Medium 15, Light 15, Total Adds 3, WKLO, WLWI, KFDI. Heavy: KIX106, WVMI, WUSN. Medium: WCAO, WOW, KWJJ, KTOM.

NEIL YOUNG "Get Back To The Country" (Geffen) 28/15

Rotations: Heavy 0, Medium 2, Light 26, Total Adds 15 including WSEN, CHOW, WKLO, KSSN, WOKK, WXCL, K102, KRKT, KUUY, KKCS.

LEON EVERETTE "Til A Tear Becomes A Rose" (Mercury/PolyGram) 25/7

Rotations: Heavy 0, Medium 4, Light 21, Total Adds 8, WSNO, WFNC, KKYX, WMNI, KSO, KKCS, KSOP, KIGO. Medium: WLWI, KTTS.

CHUCK PYLE "Drifters Wind" (Urban Sound) 25/3

Rotations: Heavy 0, Medium 5, Light 20, Total Adds 3, WCMS, KWMT, WOW. Medium: WVAM, WBGW, WTVY, WFNC. Light: KRKT, KSOP, KIGO.

NITTY GRITTY DIRT BAND "Home Again In My Heart" (WB) 24/23

Rotations: Heavy 0, Medium 5, Light 19, Total Adds 23 including WSNO, WAJR, KASE, WNOX, WCUZ, KTPK, KUZZ, KFRE, KQIL, KSON.

HOLLY DUNN "My Heart Holds On" (MTM) 24/5

Rotations: Heavy 0, Medium 3, Light 21, Total Adds 5 WWVA, WTVY, WOW, KEIN, KIGO. Medium: WBGW, WYII, WLWI. Light: KFGO, KIOV.

LARRY GATLIN & THE GATLIN BROTHERS "Runaway Go Home" (Columbia) 21/16

Rotations: Heavy 0, Medium 1, Light 20, Total Adds 16 including WVAM, WWVA, WDXE, WIRK, KTTS, KVOO, KIK-FM, KYAK, KKAL, KCBQ.

MAC DAVIS "I Feel The Country Calling Me" (MCA) 20/14

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 14 including WGNA, WYII, KASE, WEZL, KRMD, KFGO, KXXY, KFDI, KQIL, KIGO.

KENDALLS "Two Heart Harmony" (Mercury/PolyGram) 20/10

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 11, WWVA, WEZL, WTVY, WFNC, WDXE, WPAP, KRMD, WFMS, KTTS, KVOO, KFDI.

KAREN TAYLOR-GOOD "Up On Your Love" (Mesa) 20/2

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 2, WFNC, KKYX. Medium: WTVY, WLWI. Light: WBGW, WPOR, KSO, KFGO, KTOM, KIGO.

KENNY ROGERS "Morning Desire" (RCA) 16/16

Rotations: Heavy 0, Medium 3, Light 13, Total Adds 16 including WXTU, WNYR, WUSY, KPLX, WKIX, WIRK, WCUZ, KUZZ, KMAK, KCKC.

LOY BLANTON "Sailing Home To Me" (Soundwaves) 16/0

Rotations: Heavy 1, Medium 3, Light 12, Total Adds 0. Heavy: KRMD. Medium: KVOO. Light: KASE, WESC, WLWI, WAXX, KWMT, WXCL, KRWQ.

DON WILLIAMS "It's Time For Love" (MCA) 14/14

Rotations: Heavy 1, Medium 3, Light 10, Total Adds 14 including WSNO, WKYG, KASE, WNOX, WDXE, KSSN, KVOC, KMAK, KQIL, KNIX.

EDDIE RABBITT "A World Without Love" (RCA) 13/10

Rotations: Heavy 0, Medium 2, Light 11, Total Adds 10, WXTU, KEAN, WGTO, WCMS, KVOO, KWEN, KLZ, KTOM, KSOP, KSON.

LLOYD DAVID FOSTER "I'm As Over You As I'm Gonna Get" (Columbia) 11/1

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 1, WSNO. Light: KSSN, WOKK, KKYX, KRMD, KFGO, KTTS, KVOO, KFDI, KRKT, KRSY.

TOM JONES "Not Another Heart Song" (Mercury/PolyGram) 11/0

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 0. Medium: WTVY. Light: WVAM, WSNO, WYII, WPAP, WKIX, WIRK, WOW, KRKT.

AUDIE HENRY "Sweet Salvation" (Canyon Creek) 9/3

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 3, WVAM, WCAO, KSOP. Light: WWVA, KRRV, KRMD, KSO, KVOO, KGA.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

KATHY MATTEA/Heart Of The Country (Mercury/PG)	<i>From My Heart</i>
LORETTA LYNN/Just A Woman (MCA)	<i>Just A Woman</i>
GARY MORRIS/100% Chance Of Rain (WB)	<i>Anything Goes</i>
SOUTHERN PACIFIC/Perfect Stranger (WB)	<i>Southern Pacific</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
JOHN ANDERSON/Down In Tennessee (WB)	<i>Tokyo, Oklahoma</i>
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	<i>Five-0</i>
JOHN ANDERSON/A Little Rock & Roll (& Some .. (WB)	<i>Tokyo, Oklahoma</i>
NITTY GRITTY DIRT BAND/As Long As You're Loving Me (WB)	<i>Partners, Brothers...</i>
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	<i>Forester Sisters</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, and Friends (WB)	<i>Partners, Brothers..</i>
GARY MORRIS/Anything Goes (WB)	<i>Anything Goes</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Something Special</i>
FORESTER SISTERS/Just In Case (WB)	<i>Forester Sisters</i>
GEORGE STRAIT/Dance Time In Texas (MCA)	<i>Something Special</i>
WAYLON JENNINGS/Rhiannon (RCA)	<i>Turn The Page</i>

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ADULT/CONTEMPORARY

BREAKERS

MAURICE WHITE Stand By Me (Columbia)

68% of our reporters on it. Rotations: Heavy 4/0, Medium 62/5, Light 30/9, Total Adds 14, WKBW, WHTX, WPRO, WCLY, WSB, LOVE94, WSNY, WOMC, KLSI, KFMB, WGOW, WRKA, WLAC-FM, KVUU. Breaks at number 20 on the A/C chart.

NEW & ACTIVE

- TEARS FOR FEARS "Head Over Heels" (Mercury/PolyGram) 80/23**
Rotations: Heavy 10/0, Medium 44/8, Light 26/15, Total Adds 23, 97AIA, LOVE94, 2WD, KUDL, KS94, KMGQ, KOST, V100, WXTX, WIVY, WRKA, WRAL, KQ99, WLHT, KOIL, KBOI, KDUK, KWAV, WTKO, KRLB, WXUS, WBOW, KRNO. Debuts at number 21 on the A/C chart.
- JOHN PARR "St. Elmo's Fire (Man In Motion)" (Atlantic) 75/3**
Rotations: Heavy 37/0, Medium 31/1, Light 7/2, Total Adds 3, KKPL, KATF, WBOW. Heavy includes: WKBW, 2WD, WLLT, WLTF, WMJI, WOMC, B100, WICC, WKYE, WHAS, WSFL, WSTF, WAVE, WNAM, KVUU, KKUA, KWAV.
- DURELL COLEMAN "Somebody Took My Love" (Island) 68/1**
Rotations: Heavy 7/0, Medium 41/1, Light 20/0, Total Adds 1, KLSI. Heavy: WKBW, WWRN, WTKO, WMT-FM, KRBS, KMGQ, KALE. Mediums include: WFBR, WPIX, WCLY, KUDL, WCCO, KGW, KFMB, KIFM.
- FREDDIE JACKSON "You Are My Lady" (Capitol) 62/29**
Rotations: Heavy 6/1, Medium 24/9, Light 32/19, Total Adds 29 including LOVE94, WCCO, KMGQ, KGW, WKYE, WGY, KEY103, WXTX, WEZC, WJDX, WDLT, WRVA, WHBC, KIOA, KQ99, WTRX, WGMN, WISN, WHNN, KFI, KWAV. Heavy: WSB-FM, 97AIA, WMYX, KOST, WHBY, KTYL.
- DON HENLEY "Sunset Grill" (Geffen) 62/11**
Rotations: Heavy 8/0, Medium 29/4, Light 25/7, Total Adds 11, KVIL-FM, KGW, B100, WHBC, KIOA, KOIL, WTNV, WAGE, KRLB, KRBS, KMGQ. Heavy: KMGQ, KEY103, WAVE, KWAV, WCHV, KTYL, KQSW, KALE. Mediums include: WFBR, WARM99, 97AIA, 2WD, WARM98, KJR.
- GLENN FREY "You Belong To The City" (MCA) 60/14**
Rotations: Heavy 3/0, Medium 33/3, Light 24/11, Total Adds 14, KUDL, WMYX, B100, WKGW, WJDX, WIVY, WDLT, WNAM, KQ99, WTRX, KCIX, WFFX, KATF, WXUS, K99. Heavy: WGMN, KTYL, KALE. Mediums include: WHTX, WARM99, 2WD, WARM98, KMGQ, WXTX, WEIZ, WSFL, WHNN, KRAV, KDUK, KWAV.
- THOMPSON TWINS "Lay Your Hands On Me" (Arista) 59/25**
Rotations: Heavy 0/0, Medium 21/4, Light 38/21, Total Adds 25, WPIX, WPRO, WLLT, KUDL, B100, WKGW, WJDX, KELT, WSFL, WHBC, WING, KIOA, WTRX, WHNN, KCIX, KWAV, KBEST, WKNE, WTNV, KRLB, WCIL, WJON, KKL, V, K99, KMGQ.
- ABC "Be Near Me" (Mercury/PolyGram) 55/4**
Rotations: Heavy 4/0, Medium 30/1, Light 21/3, Total Adds 4, KKUA, KRLB, KATF, WXUS, KMGQ. Heavy: KOST, WGMN, WEIM, KQSW. Mediums include: WHTX, WARM99, WSB-FM, KVIL-FM, 2WD, WAEB, WKYE, KEY103, KWAV, KBEST.
- CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 54/1**
Rotations: Heavy 7/0, Medium 31/0, Light 16/1, Total Adds 1, WLAC-FM. Heavy: KIFM, WISN, WAHR, WORG, WCIL, KRBS, KALE. Medium: WFBR, WKBW, WLTS, K106, WXTX, WJDX, WSFL, WHBY, WHBC, WTRX, KSL.
- JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 52/1**
Rotations: Heavy 0/0, Medium 35/0, Light 17/1, Total Adds 1, KQ99. Medium: WFBR, WLTS, WCCO, WKYE, WGY, KEY103, WXTX, WIVY, WDLT, WAVE, WHBY, WHBC, WISN, KSL, KBEST.
- PHIL COLLINS & MARILYN MARTIN "Separate Lives" (Atlantic) 51/51**
Rotations: Heavy 2/2, Medium 14/14, Light 35/35, Total Adds 51 including WFBR, WPIX, WHTX, WTAE, WSB-FM, WLTS, WLTF, WSNY, KLSI, KUDL, WMYX, WCCO, KOST, KFMB, WICC, WKYE, WGY, WKGW, WEIZ, WRKA, WDLT, KELT, WSFL, WAVE, WHBY, WISN, KRAV, KKUA, KWAV.
- ARETHA FRANKLIN "Who's Zoomin' Who?" (Arista) 48/42**
Rotations: Heavy 1/1, Medium 9/6, Light 38/35, Total Adds 42 including WPIX, WSNY, WCCO, B100, WKYE, WXTX, WEIZ, KELT, WSFL, WNAM, KIOA, WTRX, WGMN, KDUK, KKUA, KWAV, KBEST, WWMJ, WWRN, WEIM, WKNE, WGLL, WSKI, WPPA.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 WHITNEY HOUSTON	142/0	133	8	1
2 STEVIE WONDER	139/3	117	19	3
3 KOOL & THE GANG	126/0	80	38	8
4 MICHAEL FRANKS	119/1	86	28	5
5 COMMODORES	123/1	85	32	6
6 WHAM!	115/0	63	46	6
7 GODLEY & CREME	122/4	64	45	13
8 A-HA	126/18	50	53	23
9 BILLY JOEL	100/1	39	46	15
10 HUEY LEWIS & THE NEWS	97/0	43	47	7
11 TINA TURNER	104/0	37	53	14
12 AIR SUPPLY	104/2	45	49	10
13 HOWARD JONES	96/0	46	42	8
14 DAVID FOSTER	104/17	24	60	20
15 GINO VANNELLI	110/17	16	68	26
16 DARYL HALL & JOHN OATES	99/12	29	55	15
17 JOHN PARR	75/3	37	31	7
18 NATALIE COLE	89/1	40	42	7
19 MICHAEL McDONALD	81/0	34	39	8
20 MAURICE WHITE	96/14	4	62	30
21 TEARS FOR FEARS	80/23	10	44	26
22 COREY HART	65/0	10	37	18
23 MOTELS	70/1	13	41	16
24 BILLY OCEAN	60/0	8	36	16
25 RONNIE MILSAP	54/0	11	28	15

MOST ADDED

- PHIL COLLINS & MARILYN MARTIN (51)
Separate Lives (Atlantic)
- ARETHA FRANKLIN (42)
Who's Zoomin' Who? (Arista)
- OLIVIA NEWTON-JOHN (36)
Soul Kiss (MCA)
- FREDDIE JACKSON (29)
You Are My Lady (Capitol)
- THOMPSON TWINS (25)
Lay Your Hands On Me (Arista)

HOTTEST

- WHITNEY HOUSTON (118)
Saving All My Love For You (Arista)
- STEVIE WONDER (99)
Part-Time Lover (Tamla/Motown)
- MICHAEL FRANKS (55)
Your Secret's Safe With Me (WB)
- KOOL & THE GANG (47)
Cherish (DeLite/PolyGram)
- COMMODORES (46)
Janet (Motown)

- MELISSA MANCHESTER "Just One Lifetime" (MCA) 44/6
Rotations: Heavy 1/1, Medium 18/0, Light 25/5, Total Adds 6, WGY, WAVE, WHBC, WTRX, KOIL, WZLQ. Mediums include: WCCO, KEY103, WSFL, WISN, KSL.
- PHIL COLLINS "Don't Lose My Number" (Atlantic) 44/2
Rotations: Heavy 17/0, Medium 18/2, Light 9/0, Total Adds 2, KUDL, 3WM. Heavy includes: WLTF, WMJI, KMGQ, V100, WIVY, WHAS, WAVE, KQ99, WLHT, WENS, WFMK, WMHE, KRAV, KDUK.
- EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 44/2
Rotations: Heavy 2/0, Medium 25/1, Light 17/1, Total Adds 2, WHNN, KFI. Heavy: WGLL, KQSW. Mediums include: WPIX, WHTX, 97AIA, KOST, WXTX, KELT, WGMN.
- STING "Fortress Around Your Heart" (A&M) 43/1
Rotations: Heavy 14/0, Medium 16/1, Light 13/0, Total Adds 1, V100. Heavy: WHTX, WARM99, 2WD, KOST, WAVE, WGMN, KWAV, WWMJ, WEIM, WGLL, WSKI, WCKQ, KQSW, KALE. Mediums include: WARM98, WSNY, KEY103, WLHT, WHNN, KKUA, KBEST.
- JAN HAMMER "Miami Vice Theme" (MCA) 42/6
Rotations: Heavy 7/0, Medium 16/5, Light 19/1, Total Adds 6, WKBW, V100, WEZC, 3WM, WMHE, KUDK. Heavy: WHTX, WSNY, KMGQ, WGLL, WPPA, KRLB, KFQD. Mediums include: 97AIA, LOVE94, WEIZ, WIVY, WAVE, KVUU, KSL.
- KENNY LOGGINS "I'll Be There" (Columbia) 41/19
Rotations: Heavy 1/0, Medium 14/5, Light 26/14, Total Adds 19, KVIL-FM, WSNY, WCCO, KIFM, KEY103, WJDX, WING, WTRX, WGMN, WHNN, WWRN, WGLL, WPPA, WAHR, I94, WXUS, KFQD, KKL, V, KQSW. Heavy: KTYL. Medium: WPIX.
- MADONNA "Dress You Up" (Sire/WB) 40/1
Rotations: Heavy 18/0, Medium 13/0, Light 9/1, Total Adds 1, WSTF. Heavy: KVIL-FM, 2WD, WAEB, WICC, V100, WING, KQ99, WLHT, WGMN, WMHE, WWMJ, WWRN, WEIM, WSKI, WPPA, WCKQ, KRLB, WKYX. Medium: B100, WHAS, WRKA, WFMK, KDUK, KKUA, KFI, KWAV.
- OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 36/36
Rotations: Heavy 0/0, Medium 10/10, Light 26/26, Total Adds 36 including WFBR, WLTS, KUDL, KMJI, WKYE, KEY103, WEIZ, WIVY, WDLT, KELT, WNAM, WISN, KWAV.
- MATT BIANCO "Whose Side Are You On?" (Atlantic) 36/0
Rotations: Heavy 4/0, Medium 19/0, Light 13/0, Total Adds 0. Heavy: WKBW, WCCO, KIFM, WWRN. Medium: WCLY, WGY, WHBY, WHBC, KIOA, WTRX.
- JOHN COUGAR MELLENCAMP "Lonely Ol' Night" (Riva/PolyGram) 33/1
Rotations: Heavy 12/0, Medium 13/1, Light 8/0, Total Adds 1, WGLL. Heavy: 2WD, WKYE, KQ99, WENS, WWRN, WEIM, WSKI, WPPA, WCKQ, KTYL, KQSW, KALE. Medium: KVIL-FM, V100, KEY103, WAVE, KBEST.
- POINTER SISTERS "Dare Me" (RCA) 31/2
Rotations: Heavy 6/0, Medium 17/1, Light 8/1, Total Adds 2, WPIX, WSTF. Heavy: WSNY, WXTX, WENS, WWMJ, WCHV, WKYX. Medium: KVIL-FM, WLTF, B100, WSPM, WIVY, WNAM, WLHT, WFMK, KVUU, KDUK.

SIGNIFICANT ACTION

- JANE WIEDLIN "Blue Kiss" (IRS/MCA) 24/5
Rotations: Heavy 0/0, Medium 5/0, Light 19/5, Total Adds 5, WCCO, WAEV, I94, KTWO, KQSW. Medium: WSKI, WFFX, KTYL, WCIL, KALE.
- ROSANNE CASH "Never Be You" (Columbia) 23/11
Rotations: Heavy 0/0, Medium 2/0, Light 21/11, Total Adds 11, WCCO, WEIZ, WWMJ, WWRN, WKNE, WKYX, WAEV, WCIL, WMT-FM, KQSW, KALE. Medium: WTKO, WAHR.
- JACK WAGNER "Too Young" (Qwest/WB) 23/7
Rotations: Heavy 0/0, Medium 5/0, Light 18/7, Total Adds 7, KEY103, WWRN, WSKI, WORG, WKYX, WAEV, WCIL. Medium: WHBY, WEIM, WGLL, WCKQ, WMT-FM.
- BILLY JOEL "The Night Is Still Young" (Columbia) 21/21
Rotations: Heavy 0/0, Medium 6/6, Light 15/15, Total Adds 21, WPIX, WHTX, WOMC, WCCO, WKYE, WGY, WEIZ, WSFL, WAVE, KVUU, KKUA, WTKO, WGLL, WCKQ, WGSV, WORG, KTYL, KFSB, KWEB, KTWO, KQSW.
- GLENN SHORROCK "American Flyers" (GRP) 21/5
Rotations: Heavy 0/0, Medium 3/0, Light 18/5, Total Adds 5, WNAM, KOIL, WPPA, WAEV, WZLQ. Medium: WEIM, WCKQ, KQSW.
- BRUCE SPRINGSTEEN "I'm Goin' Down" (Columbia) 19/1
Rotations: Heavy 5/0, Medium 5/0, Light 9/1, Total Adds 1, WING. Heavy: WHTX, WKYE, WAVE, KKUA, WCKQ. Medium: V100, WENS, KBEST, WPPA, KALE.
- JENNIFER HOLLIDAY "Hard Times For Lovers" (Geffen) 18/7
Rotations: Heavy 0/0, Medium 3/1, Light 15/6, Total Adds 7, WPIX, WCCO, WSKI, WCKQ, WZLQ, KTYL, KMGQ. Medium: WGLL, KALE.
- DIRE STRAITS "Money For Nothing" (WB) 17/1
Rotations: Heavy 2/0, Medium 7/0, Light 8/1, Total Adds 1, WKGW. Heavy: WKYE, WAVE. Medium: WHTX, V100, KDUK, KKUA, KRLB, KKL, V, KQSW.
- JOHN WAITE "Every Step Of The Way" (EMI America) 15/0
Rotations: Heavy 1/0, Medium 10/0, Light 4/0, Total Adds 0. Heavy: WWRN. Medium: KVIL-FM, 2WD, WGMN, WEIM, WCKQ, WKYX, WZLQ, KATF, KKL, V, KALE.
- JOHNNY MATHIS "Just One Touch" (Columbia) 12/1
Rotations: Heavy 2/0, Medium 3/0, Light 7/1, Total Adds 1, WNAM. Heavy: WHBY, WTKO. Medium: WCCO, KSL, WBOW.
- HOWARD JONES "Like To Get To Know You Well" (Elektra) 11/10
Rotations: Heavy 0/0, Medium 2/2, Light 9/8, Total Adds 10, WGMN, WWRN, WEIM, WSKI, WSKY, WORG, WZLQ, KTYL, KKL, V, KRBS.
- DAVID BOWIE & MICK JAGGER "Dancing In The Street" (EMI America) 11/1
Rotations: Heavy 1/0, Medium 5/0, Light 5/1, Total Adds 1, KJR. Heavy: WPPA. Medium: KVIL-FM, V100, WGLL, WCHV, WKYX.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

ADULT/CONTEMPORARY

BREAKERS

MAURICE WHITE Stand By Me (Columbia)

68% of our reporters on it. Rotations: Heavy 4/0, Medium 62/5, Light 30/9, Total Adds 14, WKBW, WHTX, WPRO, WCLY, WSB, LOVE94, WSNY, WOMC, KLSI, KFMB, WGOW, WRKA, WLAC-FM, KVUU. Breaks at number 20 on the A/C chart.

NEW & ACTIVE

- TEARS FOR FEARS "Head Over Heels" (Mercury/PolyGram) 80/23**
Rotations: Heavy 10/0, Medium 44/8, Light 26/15, Total Adds 23, 97AIA, LOVE94, 2WD, KUDL, KS94, KMGQ, KOST, V100, WXTX, WIVY, WRKA, WRAL, KQ99, WLHT, KOIL, KBOI, KDUK, KWAV, WTKO, KRLB, WXUS, WBOV, KRNO. Debuts at number 21 on the A/C chart.
- JOHN PARR "St. Elmo's Fire (Man In Motion)" (Atlantic) 75/3**
Rotations: Heavy 37/0, Medium 31/1, Light 7/2, Total Adds 3, KKPL, KATF, WBOV. Heavy includes: WKBW, 2WD, WLLT, WLTF, WMJI, WOMC, B100, WICC, WKYE, WHAS, WSFL, WSTF, WAVE, WNAM, KVUU, KKUA, KWAV.
- DURELL COLEMAN "Somebody Took My Love" (Island) 68/1**
Rotations: Heavy 7/0, Medium 41/1, Light 20/0, Total Adds 1, KLSI. Heavy: WKBW, WNNR, WTKO, WMT-FM, KRBS, KMGQ, KALE. Mediums include: WFBR, WPIX, KUDL, WCCO, KGW, KFMB, KIFM.
- FREDDIE JACKSON "You Are My Lady" (Capitol) 62/29**
Rotations: Heavy 6/1, Medium 24/9, Light 32/19, Total Adds 29 including LOVE94, WCCO, KMGQ, KGW, WKYE, WGY, KEY103, WXTX, WEZC, WJDX, WDLT, WRVA, WHBC, KIOA, KQ99, WTRX, WMGN, WISN, WHNN, KFI, KWAV. Heavy: WSB-FM, 97AIA, WMYX, KOST, WHBY, KTYL.
- DON HENLEY "Sunset Grill" (Geffen) 62/11**
Rotations: Heavy 8/0, Medium 29/4, Light 25/7, Total Adds 11, KVIL-FM, KGW, B100, WHBC, KIOA, KOIL, WTNV, WAGE, KRLB, KRBS, KMGQ. Heavy: KMGQ, KEY103, WAVE, KWAV, WCHV, KTYL, KQSW, KALE. Mediums include: WFBR, WARM99, 97AIA, 2WD, WARM98, KJR.
- GLENN FREY "You Belong To The City" (MCA) 60/14**
Rotations: Heavy 3/0, Medium 33/3, Light 24/11, Total Adds 14, KUDL, WMYX, B100, WKGW, WJDX, WIVY, WDLT, WNAM, KQ99, WTRX, KCIX, WFFX, KATF, WXUS, K99. Heavy: WMGN, KTYL, KALE. Mediums include: WHTX, WARM99, 2WD, WARM98, KMGQ, WXTX, WEIZ, WSFL, WHNN, KRVA, KDUK, KWAV.
- THOMPSON TWINS "Lay Your Hands On Me" (Arista) 59/25**
Rotations: Heavy 0/0, Medium 21/4, Light 38/21, Total Adds 25, WPIX, WPRO, WLLT, KUDL, B100, WKGW, WJDX, KELT, WSFL, WHBC, WING, KIOA, WTRX, WHNN, KCIX, KWAV, KBEST, WKNE, WTNV, KRLB, WCIL, WJON, KKLV, K99, KMGQ.
- ABC "Be Near Me" (Mercury/PolyGram) 55/4**
Rotations: Heavy 4/0, Medium 30/1, Light 21/3, Total Adds 4, KKUA, KRLB, KATF, WXUS, KMGQ. Heavy: KOST, WMGN, WEIM, KQSW. Mediums include: WHTX, WARM99, WSB-FM, KVIL-FM, 2WD, WAEB, WKYE, KEY103, KWAV, KBEST.
- CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 54/1**
Rotations: Heavy 7/0, Medium 31/0, Light 16/1, Total Adds 1, WLAC-FM. Heavy: KIFM, WISN, WAHR, WORG, WCIL, KRBS, KALE. Medium: WFBR, WKBW, WLTS, K106, WXTX, WJDX, WSFL, WHBY, WHBC, WTRX, KSL.
- JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 52/1**
Rotations: Heavy 0/0, Medium 35/0, Light 17/1, Total Adds 1, KQ99. Medium: WFBR, WLTS, WCCO, WKYE, WGY, KEY103, WXTX, WIVY, WDLT, WAVE, WHBY, WHBC, WISN, KSL, KBEST.
- PHIL COLLINS & MARILYN MARTIN "Separate Lives" (Atlantic) 51/51**
Rotations: Heavy 2/2, Medium 14/14, Light 35/35, Total Adds 51 including WFBR, WPIX, WHTX, WTAE, WSB-FM, WLTS, WLTF, WSNY, KLSI, KUDL, WMYX, WCCO, KOST, KFMB, WICC, WKYE, WGY, WKGW, WEIZ, WRKA, WDLT, KELT, WSFL, WAVE, WHBY, WISN, KRVA, KKUA, KWAV.
- ARETHA FRANKLIN "Who's Zoomin' Who?" (Arista) 48/42**
Rotations: Heavy 1/1, Medium 9/6, Light 38/35, Total Adds 42 including WPIX, WSNY, WCCO, B100, WKYE, WXTX, WEIZ, KELT, WSFL, WNAM, KIOA, WTRX, WMGN, KDUK, KKUA, KWAV, KBEST, WWMJ, WNNR, WEIM, WKNE, WGLL, WSKI, WPPA.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 WHITNEY HOUSTON	142/0	133	8	1
2 STEVIE WONDER	139/3	117	19	3
3 KOOL & THE GANG	126/0	80	38	8
4 MICHAEL FRANKS	119/1	86	28	5
5 COMMODORES	123/1	85	32	6
6 WHAM!	115/0	63	46	6
7 GODLEY & CREME	122/4	64	45	13
8 A-HA	126/18	50	53	23
9 BILLY JOEL	100/1	39	46	15
10 HUEY LEWIS & THE NEWS	97/0	43	47	7
11 TINA TURNER	104/0	37	53	14
12 AIR SUPPLY	104/2	45	49	10
13 HOWARD JONES	96/0	46	42	8
14 DAVID FOSTER	104/17	24	60	20
15 GINO VANNELLI	110/17	16	68	26
16 DARYL HALL & JOHN OATES	99/12	29	55	15
17 JOHN PARR	75/3	37	31	7
18 NATALIE COLE	89/1	40	42	7
19 MICHAEL McDONALD	81/0	34	39	8
20 MAURICE WHITE	96/14	4	62	30
21 TEARS FOR FEARS	80/23	10	44	26
22 COREY HART	65/0	10	37	18
23 MOTELS	70/1	13	41	16
24 BILLY OCEAN	60/0	8	36	16
25 RONNIE MILSAP	54/0	11	28	15

MOST ADDED

- PHIL COLLINS & MARILYN MARTIN (51)**
Separate Lives (Atlantic)
- ARETHA FRANKLIN (42)**
Who's Zoomin' Who? (Arista)
- OLIVIA NEWTON-JOHN (36)**
Soul Kiss (MCA)
- FREDDIE JACKSON (29)**
You Are My Lady (Capitol)
- THOMPSON TWINS (25)**
Lay Your Hands On Me (Arista)

HOTTEST

- WHITNEY HOUSTON (118)**
Saving All My Love For You (Arista)
- STEVIE WONDER (99)**
Part-Time Lover (Tamla/Motown)
- MICHAEL FRANKS (55)**
Your Secret's Safe With Me (WB)
- KOOL & THE GANG (47)**
Cherish (DeLite/PolyGram)
- COMMODORES (46)**
Janet (Motown)

- MELISSA MANCHESTER "Just One Lifetime" (MCA) 44/6**
Rotations: Heavy 1/1, Medium 18/0, Light 25/5, Total Adds 6, WGY, WAVE, WHBC, WTRX, KOIL, WZLQ. Mediums include: WCCO, KEY103, WSFL, WISN, KSL.
- PHIL COLLINS "Don't Lose My Number" (Atlantic) 44/2**
Rotations: Heavy 17/0, Medium 18/2, Light 9/0, Total Adds 2, KUDL, 3WM. Heavy includes: WLTF, WMJI, KMGQ, V100, WIVY, WHAS, WAVE, KQ99, WLHT, WENS, WFMK, WMHE, KRVA, KDUK.
- EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 44/2**
Rotations: Heavy 2/0, Medium 25/1, Light 17/1, Total Adds 2, WHNN, KFI. Heavy: WGLL, KQSW. Mediums include: WPTX, 97AIA, KOST, WXTX, KELT, WMGN.
- STING "Fortress Around Your Heart" (A&M) 43/1**
Rotations: Heavy 14/0, Medium 16/1, Light 13/0, Total Adds 1, V100. Heavy: WHTX, WARM99, 2WD, KOST, WAVE, WMGN, KWAV, WWMJ, WEIM, WGLL, WSKI, WCKQ, KQSW, KALE. Mediums include: WARM98, WSNY, KEY103, WLHT, WHNN, KKUA, KBEST.
- JAN HAMMER "Miami Vice Theme" (MCA) 42/6**
Rotations: Heavy 7/0, Medium 16/5, Light 19/1, Total Adds 6, WKBW, V100, WEZC, 3WM, WMHE, KUDK. Heavy: WHNN, WSNY, KMGQ, WGLL, WPPA, KRLB, KFQD. Mediums include: 97AIA, LOVE94, WEIZ, WIVY, WAVE, KVUU, KSL.
- KENNY LOGGINS "I'll Be There" (Columbia) 41/19**
Rotations: Heavy 1/0, Medium 14/5, Light 26/14, Total Adds 19, KVIL-FM, WSNY, WCCO, KIFM, KEY103, WJDX, WING, WTRX, WMGN, WHNN, WNNR, WGLL, WPPA, WAHR, I94, WXUS, KFQD, KKLK, KQSW. Heavy: KTYL. Medium: WPIX.
- MADONNA "Dress You Up" (Sire/WB) 40/1**
Rotations: Heavy 18/0, Medium 13/0, Light 9/1, Total Adds 1, WSTF. Heavy: KVIL-FM, 2WD, WAEB, WICC, V100, WJDX, KQ99, WLHT, WMGN, WMHE, WMMJ, WNNR, WEIM, WSKI, WPPA, WCKQ, KRLB, WKYX. Medium: B100, WHAS, WRVA, WFMK, KDUK, KKUA, KFI, KWAV.
- OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 36/36**
Rotations: Heavy 0/0, Medium 10/10, Light 26/26, Total Adds 36 including WFBR, WLTS, KUDL, KMJI, WKYX, KEY103, WEIZ, WIVY, WDLT, KELT, WNAM, WISN, KWAV.
- MATT BIANCO "Whose Side Are You On?" (Atlantic) 36/0**
Rotations: Heavy 4/0, Medium 19/0, Light 13/0, Total Adds 0. Heavy: WKBW, WCCO, KIFM, WNNR. Medium: WCLY, WJDX, WHBY, WHBC, KIOA, WTRX.
- JOHN COUGAR MELLENCAMP "Lonely Ol' Night" (Riva/PolyGram) 33/1**
Rotations: Heavy 12/0, Medium 13/1, Light 8/0, Total Adds 1, WGLL. Heavy: 2WD, WKYE, KQ99, WENS, WNNR, WJDX, WSKI, WPPA, WCKQ, KTYL, KQSW, KALE. Medium: KVIL-FM, V100, KEY103, WAVE, KBEST.
- POINTER SISTERS "Dare Me" (RCA) 31/2**
Rotations: Heavy 6/0, Medium 17/1, Light 8/1, Total Adds 2, WPIX, WSTF. Heavy: WSNY, WXTX, WENS, WMMJ, WJDX, WKYX. Medium: KVIL-FM, WLTF, B100, WFSM, WIVY, WNAM, WLHT, WFMK, KVUU, KDUK.

SIGNIFICANT ACTION

- JANE WIEDLIN "Blue Kiss" (IRS/MCA) 24/5**
Rotations: Heavy 0/0, Medium 5/0, Light 19/5, Total Adds 5, WCCO, WAEV, I94, KTWO, KQSW. Medium: WSKI, WJDX, KTYL, WCIL, KALE.
- ROSANNE CASH "Never Be You" (Columbia) 23/11**
Rotations: Heavy 0/0, Medium 2/0, Light 21/11, Total Adds 11, WCCO, WEIZ, WMMJ, WNNR, WKNE, WKYX, WAEV, WJDX, WMT-FM, KQSW, KALE. Medium: WTKO, WAHR.
- JACK WAGNER "Too Young" (Qwest/WB) 23/7**
Rotations: Heavy 0/0, Medium 5/0, Light 18/7, Total Adds 7, KEY103, WNNR, WSKI, WORG, WKYX, WAEV, WCIL. Medium: WHBY, WEIM, WGLL, WCKQ, WMT-FM.
- BILLY JOEL "The Night Is Still Young" (Columbia) 21/21**
Rotations: Heavy 0/0, Medium 6/6, Light 15/15, Total Adds 21, WPIX, WHTX, WOMC, WCCO, WKYE, WGY, WJDX, WSFL, WAVE, KVUU, KKUA, WTKO, WGLL, WCKQ, WGSV, WORG, KTYL, KFBS, KWEB, KTWO, KQSW.
- GLENN SHORROCK "American Flyers" (GRP) 21/5**
Rotations: Heavy 0/0, Medium 3/0, Light 18/5, Total Adds 5, WNAM, KOIL, WPPA, WAEV, WZLQ. Medium: WEIM, WJDX, KQSW.
- BRUCE SPRINGSTEEN "I'm Goin' Down" (Columbia) 19/1**
Rotations: Heavy 5/0, Medium 5/0, Light 9/1, Total Adds 1, WING. Heavy: WHTX, WKYE, WAVE, KKUA, WCKQ. Medium: V100, WENS, KBEST, WPPA, KALE.
- JENNIFER HOLLIDAY "Hard Times For Lovers" (Geffen) 18/7**
Rotations: Heavy 0/0, Medium 3/1, Light 15/6, Total Adds 7, WPIX, WCCO, WSKI, WCKQ, WZLQ, KTYL, KMGQ. Medium: WGLL, KALE.
- DIRE STRAITS "Money For Nothing" (WB) 17/1**
Rotations: Heavy 2/0, Medium 7/0, Light 8/1, Total Adds 1, WKGW. Heavy: WKYE, WAVE. Medium: WHTX, V100, KQ99, KKUA, KRLB, KKLK, KQSW.
- JOHN WAITE "Every Step Of The Way" (EMI America) 15/0**
Rotations: Heavy 1/0, Medium 10/0, Light 4/0, Total Adds 0. Heavy: WNNR. Medium: KVIL-FM, 2WD, WMGN, WJDX, WCKQ, WKYX, WZLQ, KATF, KKLK, KALE.
- JOHNNY MATHIS "Just One Touch" (Columbia) 12/1**
Rotations: Heavy 2/0, Medium 3/0, Light 7/1, Total Adds 1, WNAM. Heavy: WHBY, WTKO. Medium: WCCO, KSL, WJDX.
- HOWARD JONES "Like To Get To Know You Well" (Elektra) 11/10**
Rotations: Heavy 0/0, Medium 2/2, Light 9/8, Total Adds 10, WMGN, WNNR, WEIM, WSKI, WSKY, WORG, WZLQ, KKLK, KRBS.
- DAVID BOWIE & MICK JAGGER "Dancing In The Street" (EMI America) 11/1**
Rotations: Heavy 1/0, Medium 5/0, Light 5/1, Total Adds 1, KJR. Heavy: WPPA. Medium: KVIL-FM, V100, WGLL, WJDX, WKYX.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

Three Weeks Two Weeks Last Week

159 REPORTS

Total Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)	Total Reports/Adds	Power	Heavy	Medium
13	7	3	1	STARSHIP/We Built This City (Grunt/RCA)	137=2	41+	106+	28-
1	1	1	2	JOHN C. MELLENCAMP/Lonely Ol' Night (Riva/Pg)	125-1	51-	118-	6-
43	21	13	3	GLENN FREY/You Belong To The City (MCA)	146+7	20+	86+	57-
5	4	2	4	LOVERBOY/Lovin' Every Minute Of It (Columbia)	130-2	30-	105-	22-
8	6	5	5	HOOTERS/And We Danced (Columbia)	130-2	17+	92+	35-
25	14	8	6	ROGER DALTRY/After The Fire (Atlantic)	143+1	19+	82+	58-
12	9	7	7	DIRE STRAITS/One World (WB)	132+8	21+	89+	40-
18	18	12	8	MR. MISTER/Broken Wings (RCA)	132-4	19+	72+	58-
19	13	11	9	BRYAN ADAMS/One Night Love Affair (A&M)	114-2	23+	91+	22-
30	22	16	10	HEART/Never (Capitol)	131+6	16+	65+	63-
11	10	10	11	TEARS FOR FEARS/Head Over Heels (Mercury/Pg)	115-3	20=	82-	33-
3	3	4	12	STING/Fortress Around Your Heart (A&M)	99-1	26-	82-	17+
15	15	14	13	MARILLION/Kayleigh (Capitol)	136+4	6+	52+	76-
16	8	6	14	BRUCE SPRINGSTEEN/I'm Goin' Down (Columbia)	103-2	25-	80-	21-
29	23	17	15	JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/Pg)	114+6	6+	55+	54-
—	38	23	16	THOMPSON TWINS/Lay Your Hands On Me (Arista)	127+11	5+	34+	84-
28	26	21	17	OUTFIELD/Say It Isn't So (Columbia)	115=3	2+	31+	78-
32	30	24	18	JOHN C. MELLENCAMP/Small Town (Riva/Pg)	95+11	4+	42+	47-
31	29	26	19	R.E.M./Driver 8 (IRS/MCA)	105+6	5-	34+	65-
—	48	33	20	STEVIE RAY VAUGHAN & DOUBLE.../Look At Little Sister (Epic)	102+22	3+	26+	70+
20	20	20	21	SAGA/What Do I Know? (Portrait/CBS)	104-1	2+	28+	67-
14	16	19	22	NIGHT RANGER/Four In The Morning (Camel/MCA)	83-0	12-	35-	41-
35	31	28	23	NICK LOWE & HIS COWBOY OUTFIT/I Knew The Bride... (Col.)	97+9	5+	20-	68+
4	5	15	24	HUEY LEWIS & THE NEWS/Back In Time (Chrysalis)	64-0	13-	46-	17-
2	2	9	25	D. BOWIE & M. JAGGER/Dancing In The Street (EMI America)	69-0	12-	45-	21-
9	12	18	26	CHEAP TRICK/Tonight It's You (Epic)	75-1	6-	33-	38-
39	35	31	27	MICHAEL McDONALD/Bad Times (WB)	84+10	1+	27+	55+
59	42	38	28	JAN HAMMER/Miami Vice Theme (MCA)	72+17	11+	37+	32+
45	39	36	29	JON BUTCHER AXIS/Stop (Capitol)	88+9	0=	7+	68+
55	41	39	30	STING/Love On The Seventh Wave (A&M)	68+13	2+	23+	42+
—	56	41	31	KISS/Tears Are Falling (Mercury/Pg)	86+17	1=	6+	64+
DEBUT	—	—	32	CRUZADOS/Motorcycle Girl (Arista)	89+45	0=	1+	70+
26	25	27	33	U2/Bad (Island)	67-2	4-	17-	41-
34	37	34	34	DIRE STRAITS/So Far Away (WB)	52-5	3+	31+	20-
56	43	40	35	QUARTERFLASH/Talk To Me (Geffen)	77+7	1+	15+	54+
27	27	30	36	DIO/Rock 'N' Roll Children (WB)	72-1	0=	10-	55-
10	19	25	37	TALKING HEADS/And She Was (Sire/WB)	57-2	5-	24-	28-
DEBUT	—	—	38	ROGER DALTRY/Under A Raging Moon (Atlantic)	60/60	0	16	40
49	45	43	39	JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/Pg)	49+6	1=	19+	28+
DEBUT	—	—	40	TOMMY SHAW/Remo's Theme (What If) (A&M)	69+34	0=	8+	46+
—	60	55	41	TALKING HEADS/Stay Up Late (Sire/WB)	53+24	6+	16+	31+
—	52	47	42	MOTLEY CRUE/Home Sweet Home (Elektra)	60+8	1=	6+	47+
—	49	42	43	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Say What! (Epic)	53-2	3+	17+	33-
33	36	37	44	RATT/You're In Love (Atlantic)	61-5	0-	7-	48-
—	—	51	45	PREFAB SPROUT/When Love Breaks Down (Epic)	62+12	2=	11+	38+
48	44	44	46	ADVENTURES/Send My Heart (Chrysalis)	56-4	1+	12+	33-
DEBUT	—	—	47	PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)	65/65	0	3	44
—	54	48	48	PAUL YOUNG/I'm Gonna Tear Your Playhouse Down (Columbia)	53+5	1+	8+	39=
7	11	22	49	JOHN WAITE/Every Step Of The Way (EMI America)	48-0	2-	15-	29-
60	51	50	50	A-HA/Take On Me (WB)	40+3	7+	18+	21+
—	—	52	51	SQUEEZE/Hits Of The Year (A&M)	54+9	3+	7+	43+
—	—	58	52	DIRE STRAITS/Walk Of Life (WB)	38+14	3+	24+	14+
—	—	54	53	BRUCE SPRINGSTEEN/Janey, Don't Lose Heart (Columbia)	38+13	2=	18+	18+
17	28	35	54	DIRE STRAITS/Money For Nothing (WB)	33-0	13-	24-	9-
—	57	56	55	KATE BUSH/Running Up That Hill (EMI America)	40+4	6+	12+	17=
23	24	32	56	EDDIE & THE TIDE/One In A Million (Atco)	41-1	0=	10-	27-
6	17	29	57	MICHAEL McDONALD/No Lookin' Back (WB)	36-0	3-	18-	15-
DEBUT	—	—	58	LOVERBOY/Dangerous (Columbia)	36+6	0=	13+	18+
DEBUT	—	—	59	MARSHALL CRENSHAW/Little Wild One (No. 5) (WB)	40+19	1+	8+	28+
—	—	60	60	GARY MYRICK/When Angels Kiss (Network/Geffen)	43+8	1-	4=	33+

MOST ADDED

- PHANTOM, ROCKER & SLICK (65)
Men Without Shame (EMI America)
- ROGER DALTRY (60)
Under A Raging Moon (Atlantic)
- CRUZADOS (45)
Motorcycle Girl (Arista)
- AUTOGRAPH (35)
Blondes In Black Cars (RCA)
- TOMMY SHAW (34)
Remo's Theme (What If) (A&M)

HOTTEST

- JOHN C. MELLENCAMP (51)
Lonely Ol' Night (Riva/PolyGram)
- STARSHIP (41)
We Built This City (Grunt/RCA)
- LOVERBOY (30)
Lovin' Every Minute Of It (Columbia)
- STING (26)
Fortress Around Your Heart (A&M)
- BRUCE SPRINGSTEEN (25)
I'm Goin' Down (Columbia)

BREAKERS

STEVIE RAY VAUGHAN & DOUBLE TROUBLE

Look At Little Sister (Epic)

64% of our reporters on it. 102/22 including adds at: Q107, WYNF, KUPD, KISW, WPYX, WPDH, WIOT, KICT, KDJK. Moves 33-20 on the Tracks chart.

NICK LOWE & HIS COWBOY OUTFIT

I Knew The Bride (When She Used To Rock 'N' Roll) (Columbia)

61% of our reporters on it. 97/9 including adds at: KLOL, WYNF, KYYS, KLOS, WKDF, KISS, KDJK. Moves 28-23 on the Tracks chart.

JOHN COUGAR MELLENCAMP

Small Town (Riva/PolyGram)

60% of our reporters on it. 95/11 including adds at: KBPI, WPDH, WKQQ, WRXL, KISS, WRQK, WIBA, WWCT. Moves 24-18 on the Tracks chart.

NEW & ACTIVE

JOE LYNN TURNER "Endlessly" (Elektra) 44/25 (19/18)

Adds: DC101, WNOR, KYYS, KGON, KRQR, KRXX, WWWV. Heavy 1: KRQU. Medium 33 including WQVE, WLQ, WLLZ, WQFM, KSHE, KOME, WDIZ.

COREY HART "Boy In The Box" (EMI America) 43/8 (35/6)

Adds: WSHE, KBPI, WQBK, WKLC, WRDU, WRQK, WWTB, WBLM. Heavy 3: CHEZ, K97, WHMD. Medium 34 including WBCN, WPYX, KNCN, KLAQ, KGGO, KDJ, KOMP.

DUKE JUPITER "The Line Of Your Fire" (Motown) 38/7 (31/16)

Adds: WSHE, KLOS, KGB, WPDH, KMOD, WIZN, WZZQ. Heavy 1: KRQU. Medium 29 including WBCN, KLOL, KSR, WRIF, WQFM, KOME, WQBK, KILQ.

CHEECH & CHONG "Born In East L.A." (MCA) 37/9 (39/9)

Adds: WBCN, Q107, WXRT, KBPI, KUPD, WIMZ, KATT, KDKB, KVRE. Heavy 1: WKLS. Medium 18 including WIYY, KLOL, WLQ, KLOS, KROQ, KGB, KISW, KOLA.

SIMON F "I Want You Back" (Chrysalis) 37/6 (32/7)

Adds: WLLZ, WTKX, KGGO, KPOI, KFMZ, KSPN. Heavy 3: WNEW, WQFM, WLIR. Medium 18 including KZEW, KROQ, 91X, KISW, KLB, WDIZ, KILQ, KTYD.

TODD RUNDGREN "Something To Fall Back On" (WB) 37/5 (34/17)

Adds: WKQQ, WTKX, KDJ, KQWB, KSQY. Heavy 3: KBCO, WRQK, KVRE. Medium 27 including KZEW, WLUP, WXRT, WLQ, WPDH, WOUR, WTUE.

AUTOGRAPH "Blondes In Black Cars" (RCA) 35/35 (0/0)

Adds including WKLS, KBPI, WQX, KLB, KLAQ, WAPL, KMOD, WTPA. Heavy 1: WKQQ. Medium 20 including WHJY, WLLZ, KSHE, KGB, KATT, KFMG.

P. COLLINS & M. MARTIN "Separate Lives..." (Atlantic) 33/33 (0/0)

Adds including WBCN, KBPI, WQHA, KLAQ, K97, WWWV. Heavy 3: WAQX, WHMD, KZAM. Medium 23 including WNEW, KYYS, KINK, WPYX, WAPL, WTUE.

HEADPINS "Still The One" (MCA) 31/9 (22/10)

Adds: WBCN, WNEW, KUPD, CHEZ, WAQY, KATT, KMOD, WRUF, KXZL. Heavy 1: KLB. Medium 20 including WQVE, WQFM, KOME, WOUR, WAAF, KISS, KILQ, KDJK.

TINA TURNER "One Of The Living" (Capitol) 30/25 (3/1)

Adds including WAQY, KLB, KLAQ, WXL, KGGO, KPOI, WWWV, KSQY. Heavy 1: CHOM. Medium 20 including WBCN, KTXQ, KLVQ, KYYS, WPYX, WQBK, WKQQ, KOMP.

PLATINUM BLONDE "Crying For You" (Columbia) 30/23 (6/3)

Adds including KFOG, WQHA, WEZX, KRXX, WLAV, KMOD, KPOI. Powers 1: Heavy 2: CFOX, K97. Medium 18 including WPYX, WHCN, WFVY, WWCK, WIOT, KZEL, KWHL.

BRYAN FERRY "Don't Stop The Dance" (WB) 29/7 (24/11)

Adds: 91X, KRQR, KOME, WPYX, WRKI, WWWV, KLYV. Powers 1: Heavy 8: CHOM, Q107, KROQ, KINK, KFOG, KZAM, KCGL, KVRE. Medium 16 including WSHE, WQBK, WLAV, WIOT, KZEL.

JOHN C. MELLENCAMP "Justice And Independence '85" (Riva/Pg) 25/4 (21/2)

Adds: WYNF, KISS, KICT, WTPA. Heavy 10 including KUPD, KRQR, KISW, WCCC, WEZX, KILQ, KZOK. Medium 15 including WIYY, WKLS, WLUP, KZAP, KOMP, KEZE, WRUF.

STING "Shadows In The Rain" (A&M) 25/2 (24/4)

Adds: WPLR, WWWV. Heavy 14 including WNEW, WXRT, KMET, 91X, KRQR, KISW, KILQ. Medium 11 including WKLS, WQHA, WDIZ, WQX, KZEL.

YNGWIE MALSTEEM'S RISING... "Don't Let It End" (Mercury/Pg) 23/2 (22/4)

Adds: Q107, KDJK. Heavy 0: Medium 18 including WYNF, KYYS, WQFM, KGB, WPYX, WPLR, WYSP, KFMG, KOMP.

ABC "Be Near Me" (Mercury/PolyGram) 22/3 (27/3)

Adds: CFOX, WPDH, K97. Powers 1: Heavy 7 including KROQ, WLIR, KSTM, WHMD, KTCL, KRQU. Medium 11 including WMMR, KTXQ, WQBK, WAQY, WWWV.

STING "We Work The Black Seam" (A&M) 21/1 (21/6)

Adds: WHCN. Powers 1: Heavy 7 including WLQ, KBCO, KFOG, WHFS, WFVY, KPOI. Medium 13 including WNOR, KTCC, KLAQ, WKDF, WDIZ, WFBQ, WIOT.

JOHN PAUL JONES "Silver Train" (Atlantic) 17/8 (9/9)

Adds: WNOR, WAPL, WCKG, KATT, KSTM, KEZE, KFMQ, KSQY. Heavy 0: Medium 12 including DC101, WXRT, WLQ, WAQX, KILQ.

ALAN VEGA "On The Run" (Elektra) 17/3 (14/5)

Adds including KZAP, WHMD. Heavy 1: KRQU. Medium 11 including KTXQ, KZEW, KBCO, KRQR, KOME, WLIR.

GREGG ROLIE "Young Love" (Columbia) 16/0 (20/4)

Adds 0: Heavy 0: Medium 10 including KLOL, KFOG, KRQR, KOME, KISW, KDJK, KSJO, KEZE.

BLACK 'N' BLUE "Miss Mystery" (Geffen) 15/8 (7/7)

Adds: WNOR, WYSP, KRXX, WKDF, KGGO, KFMG, KUFO, KFMB. Heavy 1: KILQ. Medium 8 including WYNF, WQFM, KSHE, KNCN, KOMP.

STEVIE RAY VAUGHAN & DOUBLE TROUBLE "Change It" (Epic) 15/2 (13/3)

Adds: WOUR, KXZL. Heavy 3: WQFM, KFOG, KLB. Medium 11 including KTXQ, WNOR, KMET, KRQR, WQHA, WONE, WTUE.

IDLE EYES "Tokyo Rose" (Mirage/Atco) 15/0 (19/2)

Adds 0: Heavy 2: KGRQ, KRQU. Medium 7 including KBCO, KINK, 91X, KSTM, WIZN, KKGR.

DREAM ACADEMY "This World" (WB) 14/9 (5/5)

Adds including WNOR, KBCO, KZAP, WHFS, KSQY, KRQU. Heavy 0: Medium 12 including KSTM, WIZN, KWHL, KSPN, KZAM, KCGL.

HOWARD JONES "Like To Get To Know You" (Elektra) 14/7 (7/5)

Adds: WSHE, KAZY, KBPI, WPYX, WONE, WTUE, WZZQ. Heavy 5 including WLIR, WHMD. Medium 9 including WMMR, WQBK, WPDH.

HEAVEN "Knockin' On Heaven's Door" (Columbia) 14/5 (9/1)

Adds: WBCN, WQFM, WPYX, WEZX, KFMG. Heavy 1: WQHA. Medium 8 including WNEW, KISW, WPLR, KLAQ.

AOR ALBUMS

Three Weeks Two Weeks Last Week

159 REPORTS

SEPTEMBER 27, 1985

Total Reports/Adds Power Heavy Medium

1	1	1	1	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)	
2	2	2	2	DIRE STRAITS /Brothers In Arms (WB)	
3	3	3	3	STING /The Dream Of The Blue Turtles (A&M)	
			DEBUT	4	MIAMI VICE /Soundtrack (MCA)
		5	5	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)	
			DEBUT	6	ROGER DALTRY /Under A Raging Moon (Atlantic)
6	4	4	7	LOVERBOY /Lovin' Every Minute Of It (Columbia)	
8	7	6	8	HOOTERS /Nervous Night (Columbia)	
15	14	11	9	HEART /Heart (Capitol)	
18	17	10	10	MR. MISTER /Welcome To The Real World (RCA)	
12	10	8	11	BRYAN ADAMS /Reckless (A&M)	
	23	15	12	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Soul To Soul (Epic)	
10	9	9	13	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)	
16	16	14	14	MARILLION /Misplaced Childhood (Capitol)	
14	8	7	15	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)	
			DEBUT	16	THOMPSON TWINS /Here's To Future Days (Arista)
5	5	13	17	MICHAEL McDONALD /No Looking Back (WB)	
9	12	16	18	TALKING HEADS /Little Creatures (Sire/WB)	
27	22	21	19	OUTFIELD /Play Deep (Columbia)	
24	20	20	20	R.E.M. /Fables Of The Reconstruction (IRS/MCA)	
20	18	19	21	SAGA /Behavior (Portrait/CBS)	
13	15	17	22	NIGHT RANGER /7 Wishes (Camel/MCA)	
4	6	12	23	BACK TO THE FUTURE /Soundtrack (MCA)	
31	28	24	24	NICK LOWE & HIS COWBOY OUTFIT /The Rose Of England (Columbia)	
11	13	18	25	CHEAP TRICK /Standing On The Edge (Epic)	
36	32	27	26	JON BUTCHER AXIS /Along The Axis (Capitol)	
	33	28	27	QUARTERFLASH /Back Into Blue (Geffen)	
21	19	23	28	U2 /Wide Awake In America (Island)	
		32	29	KISS /Asylum (Mercury/PG)	
25	24	25	30	DIO /Sacred Heart (WB)	
30	31	31	31	MOTLEY CRUE /Theatre Of Pain (Elektra)	
	40	35	32	SQUEEZE /Cosi Fan Tutti Frutti (A&M)	
34	34	33	33	ADVENTURES /The Adventures (Chrysalis)	
		38	34	PREFAB SPROUT /Two Wheels Good (Epic)	
7	11	22	35	JOHN WAITE /Mask Of Smiles (EMI America)	
	36	36	36	GARY MYRICK /Stand For Love (Network/Geffen)	
28	29	29	37	RATT /Invasion Of Your Privacy (Atlantic)	
		39	38	PAUL YOUNG /The Secret Of The Association (Columbia)	
32	30	30	39	ROMANTICS /Rhythm Romance (Nemperor/CBS)	
	39		40	A-HA /Hunting High And Low (WB)	

"Lonely" (125) "R.O.C.K." (114) "Small" (95)	151=0	58+	144=	6-
"One" (132) "So Far" (52) "Walk" (38)	149-0	36+	118-	30-
"Fortress" (99) "Seventh" (68) "Shadows" (25)	138-2	28-	98-	39+
"You Belong" (146) "Theme" (72)	149/6	29	101	45
"We Built" (137) "Tomorrow" (10)	143+2	42+	107+	31-
"After The Fire" (143) "Raging" (60)	145/2	19	83	59
"Lovin' " (130) "Dangerous" (36)	132=0	30-	107-	23-
"And We Danced" (130)	133-1	18+	93+	37-
"Never" (131) "What About Love?" (11)	137+5	18+	70+	64-
"Broken Wings" (132)	137-3	19+	72+	61-
"One Night" (114)	114-1	24=	92+	21-
"Sister" (102) "Say What!" (53) "Change" (15)	137+9	6+	36+	91+
"Head Over Heels" (115)	116-2	20=	82-	34-
"Kayleigh" (136)	137+4	6+	53+	76-
"I'm Goin Down" (103)	105-1	25-	83-	20-
"Lay Your Hands" (127)	130/11	7	37	84
"Bad Times" (84) "No Lookin' Back" (36)	103-2	4-	40-	60+
"And She Was" (57) "Stay Up Late" (53)	91-11	11-	33-	51+
"Say It Isn't So" (115)	116=3	2+	31+	79-
"Driver 8" (105) "Can't Get There" (10)	107+5	5-	36+	65-
"What Do I Know?" (104)	109-1	2+	28+	72-
"Four" (83)	87-0	12-	37-	43-
"Back In Time" (64) "Power Of Love" (13)	67-0	14-	48-	18-
"I Knew The Bride" (97)	97+9	5+	20-	68+
"Tonight It's You" (75)	79-3	6-	33-	41-
"Stop" (88) "Along The Axis" (10)	107+12	0=	8+	82+
"Talk To Me" (77)	88+9	2+	17+	62+
"Bad" (67)	72-3	4-	19-	44-
"Tears Are Falling" (86)	86+17	1=	6+	64+
"Rock 'N' Roll Children" (72)	72-1	0=	10-	55-
"Home Sweet Home" (60)	66=3	1=	6-	53+
"Hits Of The Year" (54)	61+6	4+	11+	46+
"Send My Heart" (56)	62-4	1+	12+	37-
"When Love Breaks Down" (62)	67+12	2=	13+	41+
"Every Step" (48)	55-0	2-	16-	33-
"When Angels Kiss" (43) "I Stand" (17)	64+6	1-	4=	51+
"You're In Love" (61)	63-5	0-	7-	50-
"I'm Gonna Tear" (53)	54+5	1+	9+	39=
"Test Of Time" (45)	54-2	1+	6=	40-
"Take On Me" (40)	43+3	7+	19+	22+

BREAKERS

MIAMI VICE Soundtrack (MCA)

94% of our reporters on it. 149/6 including adds at: WEBN, KISW, WQMF, KISS, KEZE, KTCL. Debuts at #4 on the Albums chart.

ROGER DALTRY Under A Raging Moon (Atlantic)

91% of our reporters on it. 145/2 with adds at: Q107, WQMF. Debuts at #6 on the Albums chart.

THOMPSON TWINS Here's To Future Days (Arista)

82% of our reporters on it. 130/11 including adds at: KSRR, KAZY, WAAF, KQDS, K97, KDKB, KRSP, KSJO. Debuts at #16 on the Albums chart.

JON BUTCHER AXIS Along The Axis (Capitol)

67% of our reporters on it. 107/12 including adds at: WKLC, WTKX, WWCK, KKCI, KMOD, KICT, KZEL, KPOI. Moves 27-26 on the Albums chart.

NICK LOWE & HIS COWBOY OUTFIT The Rose Of England (Columbia)

61% of our reporters on it. 97/9 including adds at: KLLO, WYNF, KYYS, KLOS, WYSP, WKDF, KISS, KDJK. Moves 24-24 on the Albums chart.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

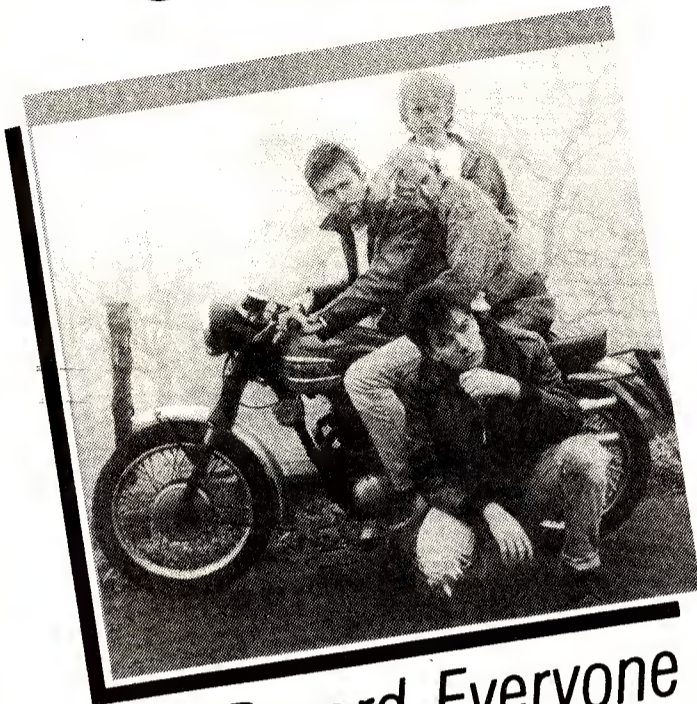
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PREFAB SPROUT



The Record Everyone
Is Talking About

THE ALBUM:

"Two Wheels Good"

38-34

THE TRACK:

"When Love Breaks
Down" 51-45

ALREADY ON

WBCN	WCCC	KLAQ	WIZN	KRQU
WBAB	WHCN	WFYV	WWWV	KZOO
WNEW	WLIR	WIMZ	WZEW	KGGL
WDVE	WRCN	WTKX	KUFO	KVRE
WYNF	WPLR	WONE	KTAL	
WLUP	CHEZ	WRQK	WKLT	
WXRT	WPDH	WWCK	WCPZ	
KYYS	WEZX	WLAV	WZZQ	
KTCZ	WAQY	KMOD	KKGR	
KAZY	CFNY	KILO	KSPN	
WQBK	WOUR	KKDJ	KGRQ	
WHFS	KLBK	KSTM	KZAM	
WDHA	KNCN	KEZX	KTCL	



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... And More!

AOR ALBUMS

MOST ADDED

JOE LYNN TURNER (25)
Rescue You (Elektra)
MAD MAX BEYOND THUNDERDOME (23)
Soundtrack (Capitol)
MARSHALL CRENSHAW (20)
Downtown (WB)
DREAM ACADEMY (18)
Dream Academy (WB)
KISS (17)
Asylum (Mercury/PolyGram)

HOTTEST

JOHN C. MELLENCAMP (58)
Scarecrow (Riva/PolyGram)
STARSHIP (42)
Knee Deep In The Hoopla (Grunt/RCA)
DIRE STRAITS (36)
Brothers In Arms (WB)
LOVERBOY (30)
Lovin' Every Minute Of It (Columbia)
MIAMI VICE (29)
Soundtrack (MCA)

NEW & ACTIVE

COREY HART "Boy In The Box" (EMI America) 48/8 (42/6)

Adds: WSHE, KBPI, WQBK, WKLC, WRDU, WRQK, WWTR, WBLM. Heavy 4: Q107, CHEZ, K97, WHMD. Medium 38 including WBCN, WPYX, KNCN, WQFM, WKDF, KGGO, KKDJ.

JOE LYNN TURNER "Rescue You" (Elektra) 44/25 (19/18)

Adds including DC101, KYYS, KSHE, KGON, KRQR, KISS, KILO, WWWV. Heavy 1: KRQU. Medium 33 including WDVE, WNOR, WLVQ, WLLZ, WQFM, KZAP, KOME.

MARSHALL CRENSHAW "Downtown" (WB) 42/20 (21/21)

Adds including WIYY, DC101, KTXQ, WSHE, WLLZ, KINK, WOUR, WTUE. Powers 1: Heavy 8: WNEW, WRIF, WHFS, WIZN, KSPN, KTCL, KCGL, KVRE. Medium 29 including WMMR, KZEW, WNOR, WXRT, WQFM, KBCO, WQBK, WPDH, WWWV.

SIMON F "Gun" (Chrysalis) 40/7 (34/7)

Adds: WLLZ, WTKX, KGGO, KPOI, KFMZ, KSPN, KZAM. Heavy 3: WNEW, WQFM, WLIR. Medium 20 including KZEW, KROQ, 91X, KISW, KLBK, WDJZ, WRQK, KILO, KTYD.

TODD RUNDGREN "A Cappella" (WB) 40/6 (35/18)

Adds: CHEZ, WKQQ, WTKX, KKDJ, KQWB, KSQY. Heavy 5: KTCZ, KBCO, WRQK, KTCL, KVRE. Medium 28 including WLUP, WXRT, WLVQ, WPDH, WOUR, WONE, WTUE, KILO.

CHEECH & CHONG "Get Out Of My Room" (MCA) 37/9 (0/0)

Adds: WBCN, Q107, WXRT, KBPI, KUPD, WIMZ, KATT, KDKB, KVRE. Heavy 1: WKLS. Medium 18 including WIYY, KLOL, KLOS, KROQ, KGB, KISW, KNCN, WKDF, WIOT.

HEADPINS "Head Over Heels" (MCA) 36/9 (0/0)

Adds: WBCN, WNEW, WEBN, KUPD, WAQY, KATT, KMOD, WRUF, KXZL. Heavy 2: Q107, KLBK. Medium 22 including WDVE, WQFM, KOME, WOUR, WAAF, KFMG, KILO.

MAX MAD BEYOND THUNDERDOME "Soundtrack" (Capitol) 33/23 (11/2)

Adds including KTXQ, WAQY, KLBK, KLAQ, WXLK, KGGO, KPOI. Heavy 2: CHOM, KINK. Medium 22 including WBCN, WLVQ, KYYS, WPYX, WKQQ, WKDF, KOMP.

BRYAN FERRY "Boys And Girls" (WB) 32/6 (28/10)

Adds: KRQR, KOME, WPYX, WRKI, WWWV, KLYV. Powers 1: Heavy 10 including Q107, WXRT, KROQ, KINK, 91X, KFOG. Medium 18 including WSHE, KTCZ, WHFS, WLIR, WLAV, WIOT.

YNGWIE MALMSTEEN'S RISING FORCE "Marching Out" (Mercury/PolyGram) 31/2 (30/3)

Adds: Q107, KDJK. Heavy 0: Medium 23 including WBCN, WYNF, KYYS, WQFM, KUPD, KGB, WPYX, KISS, WLAV, KOMP.

DREAM ACADEMY "Dream Academy" (WB) 30/18 (12/12)

Adds including Q107, WNOR, WXRT, KINK, KFOG, WRDU, KKGR, KOZZ. Powers 1: Heavy 2: KTCZ, WLIR. Medium 19 including KAZY, KBCO, KZAP, WHFS, WONE, KSTM, KWHL.

ABC "How To Be A Zillionaire" (Mercury/PolyGram) 24/3 (28/3)

Adds: CFOX, WPDH, K97. Powers 1: Heavy 8 including KROQ, WLIR, KSTM, WMHD, KTCL, KRQU, KCGL. Medium 12 including WMMR, KTXQ, WXRT, WQBK, WAQY.

JOHN PAUL JONES "Music From Screem For Help" (Atlantic) 23/11 (12/12)

Adds including KZEW, WNOR, KBCO, KLAQ, WCKG, KATT, KFMQ. Heavy 1: KTCZ. Medium 15 including DC101, WXRT, WLVQ, 91X, WAPL, KFMG, KILO.

STEVIE WONDER "In Square Circle" (Tamla/Motown) 22/13 (0/0)

Adds including KAZY, KBCO, WDHA, WHEB, WTKX, KGGO. Powers 1: Heavy 9: WXRT, KTCZ, KINK, WQBK, WRDU, K97, KLYV, WCPZ, KZAM. Medium 5: KBPI, WHFS, WONE, KSPN, KVRE.

WIRE TRAIN "Between Two Worlds" (415/Columbia) 21/9 (11/11)

Adds: WBCN, KFOG, WHFS, WRCN, CHEZ, WTKX, WTUE, KSPN, KOZZ. Heavy 2: KTCL, KCGL. Medium 12 including KAZY, KROQ, 91X, WONE, KSTM.

HOWARD JONES "Dream Into Action" (Elektra) 18/7 (11/5)

Adds: WSHE, KAZY, KBPI, WPYX, WONE, WTUE, WZZQ. Heavy 6 including WLIR, WIMZ, WHMD. Medium 12 including WMMR, WQBK, WLAV, KPOI, KLYV.

ALAN VEGA "Just A Million Dreams" (Elektra) 17/3 (14/5)

Adds including KZAP, WHMD. Heavy 1: KRQU. Medium 11 including KTXQ, KZEW, KBCO, KRQR, KOME, WLIR.

GREGG ROLIE "Gregg Rolie" (Columbia) 17/0 (21/4)

Adds 0: Heavy 0: Medium 11 including KLOL, KFOG, KRQR, KOME, KISW, KLAQ, KDJK, KSJO, KEZE.

OMD "Crush" (Virgin/A&M) 16/2 (15/0)

Adds: 91X, CFOX. Powers 1: Heavy 6 including WXRT, KBCO, KROQ, KTCL, KCGL. Medium 9 including WBCN, WSHE, WQBK, WHFS.

BLACK 'N' BLUE "Without Love" (Geffen) 15/8 (7/7)

Adds including WNOR, WYSP, KRIX, WKDF, KGGO, KFMG. Heavy 1: KILO. Medium 8 including WYNF, WQFM, KSHE, KNCN, KOMP.

BILLY JOEL "Greatest Hits" (Columbia) 15/5 (14/0)

Adds including KBCO, WIMZ, WRDU, WRKI. Heavy 4: KINK, WZZO, KLYV, KZAM. Medium 8 including KTCZ, CHEZ, K97, KEZX, WWWV.

HEAVEN "Knockin' On Heaven's Door" (Columbia) 14/5 (9/1)

Adds: WBCN, WQFM, WPYX, WEZX, KFMG. Heavy 1: WDHA. Medium 8 including WNEW, KISW, WPLR, KLAQ.

COLOUR FIELD "Virgins And Philistines" (Chrysalis) 13/3 (10/4)

Adds: KBCO, WDHA, KSTM. Powers 1: Heavy 3: KTCZ, WLIR, KTCL. Medium 5 including WXRT, WHFS, KCGL.

UNTOUCHABLES "Wild Child" (MCA) 13/2 (12/1)

Adds: WTUE, KVRE. Heavy 1: KTCL. Medium 9 including WXRT, KBCO, KROQ, WHFS, WONE, KEZX.

CURE "The Head On The Door" (Elektra) 13/1 (13/1)

Adds: CHEZ. Powers 3: Heavy 8 including WBCN, WXRT, KROQ, WHFS, WLIR. Medium 4 including KBCO, 91X, KSTM.

ROBIN TROWER "Beyond The Mist" (Passport) 13/1 (15/2)

Adds: KTAL. Heavy 0: Medium 7 including WRIF, WQFM, KBCO, KNCN, KISS.

REGIONAL AOR ACTIVITY

WEST (continued)

BRYAN FERRY
RATT
VANDENBERG
MIAMI VICE
LOVERBOY
R.E.M.
HEADPINS
DUKE JUPITER
NICK LOWE
PHANTOM, ROCKER &
ALAN VEGA
JOE LYNN TURNER
CRUZADOS
STING
KISS
GARY MYRICK
NIGHT RANGER
EDDIE & THE TIDE
HOOTERS
TAXI

KROQ-FM/Los Angeles (818)578-0830

PD: RICK CARROLL
MD: LARRY GROVES

Heavy
TEARS FOR FEARS
OHM
ABC
EURYTHMICS
EURYTHMICS
X
BOWIE & JAGGER
AHA
KING
JOHN COUGAR MCELLEN
STING
CURE
ARMOURY SHOW
TALKING HEADS
NEW ORDER
BRYAN FERRY
WEIRD SCIENCE
UB40
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Medium

FLEET
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KINK/Portland (503)226-5080

PD: CARL WIDING
ASST. PD: KELLY MARSHALL

Heavy
KIM CARMES (M)
CHINA CRISIS (M)
COCK ROBIN
DIRE STRAITS (M)
BEVERLY HILLS COP
BRYAN FERRY
MIAMI VICE
KENNY G
CRUZADOS & RITENOUR
HEART
DON HENLEY
BILLY JOEL
LOGIC
MICHAEL MCDONALD
QUARTERFLASH (M)
CARLY SIMON
STING
SUPERTRAMP
MAD MAX
FLEET
STEVIE WONDER (M)
PAUL YOUNG
JACK WAGNER (M)

Medium

PATTI AUSTIN
AHA
CHET ATKINS
JEFF BECK
JIMMY BUFFETT
JACK CHARLES
A WHITE NIGHTS
DELTA
IDLE EYES
MICHAEL FRANKS
STARSHIP
AL JARRARD
EARL KLUH
KENNY LOGGINS
SADE
DAN SIEGEL
SPYRO GYRA
GINO VANHELLI
SADAO WATANABE
ERNIE WATTS
YELLOWJACKETS
DREAM ACADEMY
GARY MYRICK
A MR. MISTER
A MARSHALL CRENSHAW

KISW/Seattle (206)285-7625

PD: BEAU PHILLIPS
MD: STEVE SLATON

Heavy
DIRE STRAITS
JOHN COUGAR MCELLEN
BRUCE SPRINGSTEEN
HOOTERS
STING (M)
CHEAP TRICK
U2
OUTFIELD
LOVERBOY (M)
MARILLION
X
ROGER DALTRY (M)
CHECH & CHONG
MICHAEL MCDONALD
GREGG ROLIE
SIMON F
MR. MISTER
HEAVEN
CRUZADOS
MIAMI VICE
PHANTOM, ROCKER &
WIDOW
STEVIE RAY VAUGHAN

KBPI/Denver (303)936-2313

ASST. PD: JOHN SIMON
MD: LYNN WELLS

Heavy

CHAP TRICK
STING
NIGHT RANGER
LOVERBOY
AHA
HOOTERS
MR. MISTER
TEARS FOR FEARS
MIAMI VICE
Medium
BRUCE SPRINGSTEEN
BRYAN ADAMS
STARSHIP
PAUL YOUNG
QUARTERFLASH
TALKING HEADS
ROGER DALTRY
DIRE STRAITS
THOMPSON TWINS
A HOWARD JONES
A JOHN COUGAR MCELLEN
A COREY HART
A STEVIE WONDER
A POWER STATION
A WHITE NIGHTS
Light
A AUTOGRAPH
A CHECH & CHONG

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

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SCRIPPI POLITTI
INXS
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RETURN OF LIVING D

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PD: RICH PIOMBINO
MD: PAM EDWARDS

Heavy
JOHN COUGAR MCELLEN
BRYAN ADAMS
PHIL COLLINS
DIRE STRAITS
BACK TO THE FUTURE
BRUCE SPRINGSTEEN
BRUCE SPRINGSTEEN
STING
TEARS FOR FEARS
MR. MISTER
U2
BOWIE & JAGGER
STARSHIP
MIAMI VICE (L)
ROGER DALTRY (L)
KISS
Light
Eddie & The Tide
Cheap Trick
Night Ranger
Outfield
Tom Petty
Stevie Ray Vaughan
Hell
Thompson Twins
Cruzos
Ratt
Marillion
Phantom, Rocker &
Kiss
Medium
Patti Austin
Aha
Chet Atkins
Jeff Beck
Jimmy Buffett
Jack Charles
A White Nights
Delta
Idle Eyes
Michael Franks
Starship
Al Jarreau
Earl Klugh
Kenny Loggins
Sade
Dan Siegel
Spyro Gyra
Gino Vanelli
Sadao Watanabe
Ernie Watts
Yellowjackets
Dream Academy
Gary Myrick
A Mr. Mister
A Marshall Crenshaw

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KGB/San Diego (619)292-1360

PD: LARRY BRUCE
ASST. PD: TED EDWARDS

Heavy
JOHN COUGAR MCELLEN
BRYAN ADAMS
PHIL COLLINS
DIRE STRAITS
BACK TO THE FUTURE
BRUCE SPRINGSTEEN
BRUCE SPRINGSTEEN
STING
TEARS FOR FEARS
MR. MISTER
U2
BOWIE & JAGGER
STARSHIP
MIAMI VICE (L)
ROGER DALTRY (L)
KISS
Light
Eddie & The Tide
Cheap Trick
Night Ranger
Outfield
Tom Petty
Stevie Ray Vaughan
Hell
Thompson Twins
Cruzos
Ratt
Marillion
Phantom, Rocker &
Kiss
Medium
Patti Austin
Aha
Chet Atkins
Jeff Beck
Jimmy Buffett
Jack Charles
A White Nights
Delta
Idle Eyes
Michael Franks
Starship
Al Jarreau
Earl Klugh
Kenny Loggins
Sade
Dan Siegel
Spyro Gyra
Gino Vanelli
Sadao Watanabe
Ernie Watts
Yellowjackets
Dream Academy
Gary Myrick
A Mr. Mister
A Marshall Crenshaw

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KOMP/Las Vegas (702)876-1460

PD: SCOTT JAMESON
ASST. PD: BIG MARTY

Heavy
JOHN COUGAR MCELLEN
BRYAN ADAMS
PHIL COLLINS
DIRE STRAITS
BACK TO THE FUTURE
BRUCE SPRINGSTEEN
BRUCE SPRINGSTEEN
STING
TEARS FOR FEARS
MR. MISTER
U2
BOWIE & JAGGER
STARSHIP
MIAMI VICE (L)
ROGER DALTRY (L)
KISS
Light
Eddie & The Tide
Cheap Trick
Night Ranger
Outfield
Tom Petty
Stevie Ray Vaughan
Hell
Thompson Twins
Cruzos
Ratt
Marillion
Phantom, Rocker &
Kiss
Medium
Patti Austin
Aha
Chet Atkins
Jeff Beck
Jimmy Buffett
Jack Charles
A White Nights
Delta
Idle Eyes
Michael Franks
Starship
Al Jarreau
Earl Klugh
Kenny Loggins
Sade
Dan Siegel
Spyro Gyra
Gino Vanelli
Sadao Watanabe
Ernie Watts
Yellowjackets
Dream Academy
Gary Myrick
A Mr. Mister
A Marshall Crenshaw

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KISW/Seattle (206)285-7625

PD: BEAU PHILLIPS
MD: STEVE SLATON

Heavy
DIRE STRAITS
JOHN COUGAR MCELLEN
BRUCE SPRINGSTEEN
HOOTERS
STING (M)
CHEAP TRICK
U2
OUTFIELD
LOVERBOY (M)
MARILLION
X
ROGER DALTRY (M)
CHECH & CHONG
MICHAEL MCDONALD
GREGG ROLIE
SIMON F
MR. MISTER
HEAVEN
CRUZADOS
MIAMI VICE
PHANTOM, ROCKER &
WIDOW
STEVIE RAY VAUGHAN

PARALLEL TWO

KILO/Colorado Springs (303)634-4896

PD: RICH BARK
MD: ALAN WHITE

Heavy
JOHN COUGAR MCELLEN
DIRE STRAITS
LOVERBOY
BRUCE SPRINGSTEEN
BRUCE SPRINGSTEEN
ROGER DALTRY
STARSHIP
HEART
STEVIE RAY VAUGHAN
MIAMI VICE
CHEAP TRICK
PAUL YOUNG
QUARTERFLASH
TALKING HEADS
ROGER DALTRY
DIRE STRAITS
THOMPSON TWINS
A HOWARD JONES
A JOHN COUGAR MCELLEN
A COREY HART
A STEVIE WONDER
A POWER STATION
A WHITE NIGHTS
Light
A AUTOGRAPH
A CHECH & CHONG

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

K97/Edmonton (403)428-8597

PD: NEIL EDWARDS
MD: TED KENNEDY

Heavy
DIRE STRAITS (M)
PAT BENATAR
EURYTHMICS
PHIL COLLINS
JOHN COUGAR MCELLEN
JOHN COUGAR MCELLEN
STING (L)
AHA
BACK TO THE FUTURE
BOWIE & JAGGER
STEVIE WONDER
BRUCE SPRINGSTEEN
PLATINUM BLONDE
ST. ELMO'S FIRE
SAGA
GINO VANHELLI
MICHAEL MCDONALD
U2
STARSHIP
JOHN COUGAR MCELLEN
JOHN PAUL JONES
DUKE JUPITER
CRUZADOS
R.E.M.
APRIL WINE
A PHANTOM, ROCKER &
A JOE LYNN TURNER
QUARTERFLASH
A WHITE NIGHTS
A ABC

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KEZE/Seattle (206)633-5590

PD: FEYTON MAYS
MD: NANCY LUK

Heavy
DIRE STRAITS
MICHAEL MCDONALD
DOC & MERLE WATSON
MATT BIANCO
PREFAB SPROUT
HEART
MICHAEL MCDONALD
A ROMANTICS
A EDDIE & THE TIDE
A APRIL WINE
A TALKING HEADS
A PLATINUM BLONDE
A MAD MAX
A PHANTOM, ROCKER &
A HEART
A TALKING HEADS
A BRUCE SPRINGSTEEN
A STING
A JOHN BUTCHER AXIS
JIMMY CLIFF

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KSJO/San Jose (408)288-5400

OM: DANA JANG
MD: KEN ANTHONY

Heavy

HEART
LOVERBOY (L)
HOOTERS
ROGER DALTRY (L)
JOHN COUGAR MCELLEN
MR. MISTER
MIAMI VICE
BRYAN ADAMS
BRUCE SPRINGSTEEN
LOVERBOY
MOTLEY CRUE
EDDIE & THE TIDE
JOHN BUTCHER AXIS
TEARS FOR FEARS
KISS
GREGG ROLIE
STARSHIP
SAGA
NICK LOWE
DIO
QUARTERFLASH
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
AHA
TEARS FOR FEARS
NICK KERSHAW
BRYAN ADAMS
BACK TO THE FUTURE
STARSHIP
THOMPSON TWINS
DIRE STRAITS
CHEAP TRICK
OUTFIELD
ADVENTURES
DIO
MR. MISTER
Medium
CHECH & CHONG
STEVIE RAY VAUGHAN
SAGA
R.E.M.
KISS
MOTELS
BOWIE & JAGGER
MICHAEL MCDONALD
U2
ROMANTICS
EDDIE & THE TIDE
APRIL WINE
HOWARD JONES
Light
A PLATINUM BLONDE
A MAD MAX
A PHANTOM, ROCKER &
A HEART
A TALKING HEADS
A BRUCE SPRINGSTEEN
A STING
A JOHN BUTCHER AXIS
JIMMY CLIFF

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KEZX/Seattle (206)633-5590

PD: FEYTON MAYS
MD: NANCY LUK

Heavy
DIRE STRAITS
MICHAEL MCDONALD
DOC & MERLE WATSON
MATT BIANCO
PREFAB SPROUT
HEART
MICHAEL MCDONALD
A ROMANTICS
A EDDIE & THE TIDE
A APRIL WINE
A TALKING HEADS
A PLATINUM BLONDE
A MAD MAX
A PHANTOM, ROCKER &
A HEART
A TALKING HEADS
A BRUCE SPRINGSTEEN
A STING
A JOHN BUTCHER AXIS
JIMMY CLIFF

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KFMG/Albuquerque (505)265-8811

PD: TOM MARSHALL
ASST. PD: LENNY BLOCH

Heavy
JOHN COUGAR MCELLEN
LOVERBOY (M)
STING
MR. MISTER
STARSHIP (M)
MIAMI VICE
HEART
MARILLION
JOHN COUGAR MCELLEN
DIRE STRAITS
LOVERBOY
ROGER DALTRY (M)
TOMMY SHAW
NICK LOWE
NIGHT RANGER
PHIL COLLINS
OUTFIELD
STEVIE RAY VAUGHAN
MICHAEL MCDONALD
TEARS FOR FEARS
DEAD OR ALIVE
ARRETHA FRANKLIN
JOHN BUTCHER AXIS
JOHN PAUL JONES
DUKE JUPITER
CRUZADOS
R.E.M.
APRIL WINE
A PHANTOM, ROCKER &
A JOE LYNN TURNER
QUARTERFLASH
A WHITE NIGHTS
A ABC

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KPOI/Honolulu (808)524-7100

PD: BILL MIMS
MD: ANDY PRESTON

Heavy

JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
AHA
TEARS FOR FEARS
NICK KERSHAW
BRYAN ADAMS
BACK TO THE FUTURE
STARSHIP
THOMPSON TWINS
DIRE STRAITS
CHEAP TRICK
OUTFIELD
ADVENTURES
DIO
MR. MISTER
Medium
CHECH & CHONG
STEVIE RAY VAUGHAN
SAGA
R.E.M.
KISS
MOTELS
BOWIE & JAGGER
MICHAEL MCDONALD
U2
ROMANTICS
EDDIE & THE TIDE
APRIL WINE
HOWARD JONES
Light
A PLATINUM BLONDE
A MAD MAX
A PHANTOM, ROCKER &
A HEART
A TALKING HEADS
A BRUCE SPRINGSTEEN
A STING
A JOHN BUTCHER AXIS
JIMMY CLIFF

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KDJK/Modesto Stockton (209)869-2594

PD: JERRY LONGDEN
MD: MARK DAVIS

Heavy
JOHN COUGAR MCELLEN
LOVERBOY (M)
STING
MR. MISTER
STARSHIP (M)
MIAMI VICE
HEART
MARILLION
JOHN COUGAR MCELLEN
DIRE STRAITS
LOVERBOY
ROGER DALTRY (M)
TOMMY SHAW
NICK LOWE
NIGHT RANGER
PHIL COLLINS
OUTFIELD
STEVIE RAY VAUGHAN
MICHAEL MCDONALD
U2
STARSHIP
JOHN COUGAR MCELLEN
JOHN PAUL JONES
DUKE JUPITER
CRUZADOS
R.E.M.
APRIL WINE
A PHANTOM, ROCKER &
A JOE LYNN TURNER
QUARTERFLASH
A WHITE NIGHTS
A ABC

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KRSP-FM/Salt Lake City (801)262-5541

PD: RANDY ROSE
MD: JOHN FLORENCE

Heavy
JOHN COUGAR MCELLEN
BRUCE SPRINGSTEEN
BACK TO THE FUTURE
MIAMI VICE
BRYAN ADAMS
LOVERBOY
STING
STARSHIP
DIRE STRAITS
CHEAP TRICK
ROGER DALTRY
HEART
MICHAEL MCDONALD
BRYAN ADAMS
ROGER DALTRY
OUTFIELD
BRUCE SPRINGSTEEN
BACK TO THE FUTURE
TALKING HEADS
MIAMI VICE (M)
MARILLION
NICK LOWE
STEVIE RAY VAUGHAN
TEARS FOR FEARS
JOHN YOUNG
CHEAP TRICK
STARSHIP
MR. MISTER
NIGHT RANGER
JOHNNY & DISTRACTI
Light
A WIDOW

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KZOK/Seattle (206)282-5600

OM: PHIL STRIDER
MD: LARRY SHARP

Heavy

JOHN COUGAR MCELLEN
DIRE STRAITS
LOVERBOY
AHA
TEARS FOR FEARS
NICK KERSHAW
BRYAN ADAMS
BACK TO THE FUTURE
STARSHIP
THOMPSON TWINS
DIRE STRAITS
CHEAP TRICK
OUTFIELD
ADVENTURES
DIO
MR. MISTER
Medium
CHECH & CHONG
STEVIE RAY VAUGHAN
SAGA
R.E.M.
KISS
MOTELS
BOWIE & JAGGER
MICHAEL MCDONALD
U2
ROMANTICS
EDDIE & THE TIDE
APRIL WINE
HOWARD JONES
Light
A PLATINUM BLONDE
A MAD MAX
A PHANTOM, ROCKER &
A HEART
A TALKING HEADS
A BRUCE SPRINGSTEEN
A STING
A JOHN BUTCHER AXIS
JIMMY CLIFF

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KZOG/Seattle (206)282-5600

OM: PHIL STRIDER
MD: LARRY SHARP

Heavy
JOHN COUGAR MCELLEN
DIRE STRAITS
LOVERBOY
AHA
TEARS FOR FEARS
NICK KERSHAW
BRYAN ADAMS
BACK TO THE FUTURE
STARSHIP
THOMPSON TWINS
DIRE STRAITS
CHEAP TRICK
OUTFIELD
ADVENTURES
DIO
MR. MISTER
Medium
CHECH & CHONG
STEVIE RAY VAUGHAN
SAGA
R.E.M.
KISS
MOTELS
BOWIE & JAGGER
MICHAEL MCDONALD
U2
ROMANTICS
EDDIE & THE TIDE
APRIL WINE
HOWARD JONES
Light
A PLATINUM BLONDE
A MAD MAX
A PHANTOM, ROCKER &
A HEART
A TALKING HEADS
A BRUCE SPRINGSTEEN
A STING
A JOHN BUTCHER AXIS
JIMMY CLIFF

Medium

THOMPSON TWINS
QUARTERFLASH
GODLEY & CREME
SIMPLY RED
WIRE TRAIN
ELTON JOHN & M.L.
SQUEEZE
GARY MYRICK
ADVENTURES
SPACE MONKEY
NONA HENDRYX
JANE WIDELIN
OARKEY & HORODER
PHIL COLLINS
SHRIEKBACK
THOMPSON TWINS (L)
DEAD OR ALIVE
DANCE SOCIETY
MOTELS

Light

DEFECHE MODE
SCRIPPI POLITTI
INXS
ROMANTICS
CRUZADOS
GENE LOVES JEZEBEL
RETURN OF LIVING D

KZOK/Seattle (206)282-5600

OM: PHIL STRIDER
MD: LARRY SHARP

Heavy
JOHN COUGAR MCELLEN
DIRE STRAITS
LOVERBOY
AHA
TEARS FOR FEARS
NICK KERSHAW
BRYAN ADAMS
BACK TO THE FUTURE
STARSHIP
THOMPSON TWINS
DIRE STRAITS
CHEAP TRICK
OUTFIELD
ADVENTURES
DIO
MR. MISTER
Medium
CHECH & CHONG
STEVIE RAY VAUGHAN
SAGA
R.E.M.
KISS
MOTELS
BOWIE & JAGGER
MICHAEL MCDON

RADIO PAPER DISPLAYS

KBEQ
Kansas City
PD: Steve Perun
MD: Karen Barber

1 DRE STRAITS/Money For Nothing
2 KOD & THE GANG/Cherish
3 READY FOR THE MOR/DN Sheila
4 A-HA/Take On Me
5 MADONNA/Dress You Up
6 PHIL COLLINS/Don't Lose My Number
7 STEVE WONDER/Part-Time Lover
8 LISB LISB/I Wonder If I Take You
9 TEARS FOR FEARS/Head Over Heels
10 WHITNEY HOUSTON/Saving All My Love
11 JAN HAMMER/Miami Vice Theme
12 BOB DYLAN/Forever Young
13 LOVE/You're A Natural
14 JOHN COUGAR/Lonely Ol' Night
15 JOHN PARR/St. Elmo's Fire
16 BRUCE SPRINGSTEEN/I'm Goin' Down
17 A-HEALTH/Don't Stop Believin'
18 CHEEK & CHONG/Born In East L.A.
19 TINA TURNER/Don't Need Another
20 SURVIVOR/First Night
21 JOHN COUGAR/Lonely Ol' Night
22 FREDDIE JACKSON/You Are My Lady
23 POWER STATION/Communication
24 PATI LABELLE/Strut It Up
25 DON HENLEY/Don't Stop Believin'
26 STING/Forces Around Your
27 ARETHA FRANKLIN/Who's Zoinin' W
28 PAUL YOUNG/I'm Gonna Tear Your P
29 BRYAN ADAMS/One Night Love Affa
30 GLENN FREY/You Belong To The Ci
31 STARSHIP/We Built This City
32 MOTLEY CRUE/Beat It
33 PAT BENATAR/Invincible

WLSM Chicago
PD: Jan Jeffries

1 KOD & THE GANG/Cherish
2 READY FOR THE MOR/DN Sheila
3 DRE STRAITS/Money For Nothing
4 BONIE & JAGGER/Dancing In The S
5 A-HA/Take On Me
6 MADONNA/Dress You Up
7 PHIL COLLINS/Don't Lose My Number
8 STEVE WONDER/Part-Time Lover
9 LISB LISB/I Wonder If I Take You
10 TEARS FOR FEARS/Head Over Heels
11 WHITNEY HOUSTON/Saving All My Love
12 JAN HAMMER/Miami Vice Theme
13 LOVE/You're A Natural
14 JOHN COUGAR/Lonely Ol' Night
15 JOHN PARR/St. Elmo's Fire
16 BRUCE SPRINGSTEEN/I'm Goin' Down
17 A-HEALTH/Don't Stop Believin'
18 CHEEK & CHONG/Born In East L.A.
19 TINA TURNER/Don't Need Another
20 SURVIVOR/First Night
21 JOHN COUGAR/Lonely Ol' Night
22 FREDDIE JACKSON/You Are My Lady
23 POWER STATION/Communication
24 PATI LABELLE/Strut It Up
25 DON HENLEY/Don't Stop Believin'
26 STING/Forces Around Your
27 ARETHA FRANKLIN/Who's Zoinin' W
28 PAUL YOUNG/I'm Gonna Tear Your P
29 BRYAN ADAMS/One Night Love Affa
30 GLENN FREY/You Belong To The Ci
31 STARSHIP/We Built This City
32 MOTLEY CRUE/Beat It
33 PAT BENATAR/Invincible

KPKE Denver
PD: Mark Bokke

1 KOD & THE GANG/Cherish
2 READY FOR THE MOR/DN Sheila
3 DRE STRAITS/Money For Nothing
4 BONIE & JAGGER/Dancing In The S
5 A-HA/Take On Me
6 MADONNA/Dress You Up
7 PHIL COLLINS/Don't Lose My Number
8 STEVE WONDER/Part-Time Lover
9 LISB LISB/I Wonder If I Take You
10 TEARS FOR FEARS/Head Over Heels
11 WHITNEY HOUSTON/Saving All My Love
12 JAN HAMMER/Miami Vice Theme
13 LOVE/You're A Natural
14 JOHN COUGAR/Lonely Ol' Night
15 JOHN PARR/St. Elmo's Fire
16 BRUCE SPRINGSTEEN/I'm Goin' Down
17 A-HEALTH/Don't Stop Believin'
18 CHEEK & CHONG/Born In East L.A.
19 TINA TURNER/Don't Need Another
20 SURVIVOR/First Night
21 JOHN COUGAR/Lonely Ol' Night
22 FREDDIE JACKSON/You Are My Lady
23 POWER STATION/Communication
24 PATI LABELLE/Strut It Up
25 DON HENLEY/Don't Stop Believin'
26 STING/Forces Around Your
27 ARETHA FRANKLIN/Who's Zoinin' W
28 PAUL YOUNG/I'm Gonna Tear Your P
29 BRYAN ADAMS/One Night Love Affa
30 GLENN FREY/You Belong To The Ci
31 STARSHIP/We Built This City
32 MOTLEY CRUE/Beat It
33 PAT BENATAR/Invincible

KPHO Phoenix
PD: Dick Bascom

1 MADONNA/Dress You Up
2 PHIL COLLINS/Don't Lose My Num
3 WHITNEY HOUSTON/Saving All My L
4 KOD & THE GANG/Cherish
5 A-HA/Take On Me
6 DRE STRAITS/Money For Nothing
7 JOHN COUGAR/Lonely Ol' Night
8 JOHN PARR/St. Elmo's Fire
9 PRINCE/Pop Life
10 ODDLE & CREME/Cry
11 BILLY JOEL/You're The Only Human(B
12 HUEY LEWIS & THE POWER OF LOVE
13 BONIE & JAGGER/Dancing In The S
14 PAT BENATAR/Invincible
15 STEVE WONDER/Part-Time Lover
16 JOHN COUGAR/Lonely Ol' Night
17 PHIL COLLINS/Don't Lose My Num
18 POINTER SISTERS/Dare Me
19 BRUCE SPRINGSTEEN/I'm Goin' Dow
20 HOWARD JOHNSON/You Are My Lady
21 THOMPSON TWINS/Lay Your Hands O
22 LOVERBOY/Lovin' Every Minute O
23 ARETHA FRANKLIN/Who's Zoinin' W
24 TINA TURNER/Don't Need Anoth
25 CHEAP TRICK/Tonight It's You
26 DEBARO/You Hear It Well
27 THOMPSON TWINS/Lay Your Hands O
28 ODDLE & CREME/Cry

KMEL San Francisco
PD: Steve Rivers
MD: Jack Silver

1 A-HA/Take On Me
2 MADONNA/Dress You Up
3 STEVE WONDER/Part-Time Lover
4 WHITNEY HOUSTON/Saving All My
5 STING/Forces Around Your
6 ODDLE & CREME/Cry
7 READY FOR THE MOR/DN Sheila
8 ABC/Be Near Me
9 BONIE & JAGGER/Dancing In The
10 JAN HAMMER/Miami Vice Theme
11 SCRITTI POLITTI/Perfect May
12 PAUL YOUNG/I'm Gonna Tear Your
13 ODDLE & CREME/Cry
14 MAURICE WHITE/Stand By Me
15 TEARS FOR FEARS/Head Over Heels
16 DEBARO/You Hear It Well
17 FIVE STAR/All Fall Down
18 THOMPSON TWINS/Lay Your Hands O
19 STARSHIP/We Built This City
20 THOMPSON TWINS/Lay Your Hands O
21 POWER STATION/Communication
22 DRE STRAITS/Money For Nothing
23 FREDDIE JACKSON/You Are My Lady
24 ERIC MARTIN/Information
25 KOD & THE GANG/Cherish
26 DON HENLEY/Don't Stop Believin'
27 CHAKA KHAN/Can't Stop The Reth
28 BRYAN ADAMS/One Night Love Affa
29 TINA TURNER/Don't Need Anoth
30 GLENN FREY/You Belong To The Ci
31 WHAM!/Freedom
32 HOWARD JOHNSON/You Are My Lady
33 ARETHA FRANKLIN/Who's Zoinin' W

Hot Hits K-PLUW FM Seattle
PD: Jeff King
MD: Devon Durrant

1 A-HA/Take On Me
2 MADONNA/Dress You Up
3 READY FOR THE MOR/DN Sheila
4 ODDLE & CREME/Cry
5 DRE STRAITS/Money For Nothing
6 BONIE & JAGGER/Dancing In The
7 DON HENLEY/Don't Stop Believin'
8 TEARS FOR FEARS/Head Over Heels
9 PAUL YOUNG/I'm Gonna Tear Your
10 JOHN COUGAR/Lonely Ol' Night
11 JOHN COUGAR/Lonely Ol' Night
12 JOHN COUGAR/Lonely Ol' Night
13 PHIL COLLINS/Don't Lose My Num
14 SCRITTI POLITTI/Perfect May
15 WHITNEY HOUSTON/Saving All My L
16 ODDLE & CREME/Cry
17 ODDLE & CREME/Cry
18 ERIC MARTIN/Information
19 KOD & THE GANG/Cherish
20 DON HENLEY/Don't Stop Believin'
21 POWER STATION/Communication
22 DRE STRAITS/Money For Nothing
23 FREDDIE JACKSON/You Are My Lady
24 ERIC MARTIN/Information
25 KOD & THE GANG/Cherish
26 DON HENLEY/Don't Stop Believin'
27 CHAKA KHAN/Can't Stop The Reth
28 BRYAN ADAMS/One Night Love Affa
29 TINA TURNER/Don't Need Anoth
30 GLENN FREY/You Belong To The Ci
31 WHAM!/Freedom
32 HOWARD JOHNSON/You Are My Lady
33 ARETHA FRANKLIN/Who's Zoinin' W

WLS Chicago
Ops. Mgr: John Gehron
MD: Dr. Chuck Crane

1 KOD & THE GANG/Cherish
2 DRE STRAITS/Money For Nothing
3 BONIE & JAGGER/Dancing In The S
4 A-HA/Take On Me
5 MADONNA/Dress You Up
6 PHIL COLLINS/Don't Lose My Number
7 STEVE WONDER/Part-Time Lover
8 LISB LISB/I Wonder If I Take You
9 TEARS FOR FEARS/Head Over Heels
10 WHITNEY HOUSTON/Saving All My Love
11 JAN HAMMER/Miami Vice Theme
12 BOB DYLAN/Forever Young
13 LOVE/You're A Natural
14 JOHN COUGAR/Lonely Ol' Night
15 JOHN PARR/St. Elmo's Fire
16 BRUCE SPRINGSTEEN/I'm Goin' Down
17 A-HEALTH/Don't Stop Believin'
18 CHEEK & CHONG/Born In East L.A.
19 TINA TURNER/Don't Need Another
20 SURVIVOR/First Night
21 JOHN COUGAR/Lonely Ol' Night
22 FREDDIE JACKSON/You Are My Lady
23 POWER STATION/Communication
24 PATI LABELLE/Strut It Up
25 DON HENLEY/Don't Stop Believin'
26 STING/Forces Around Your
27 ARETHA FRANKLIN/Who's Zoinin' W
28 PAUL YOUNG/I'm Gonna Tear Your P
29 BRYAN ADAMS/One Night Love Affa
30 GLENN FREY/You Belong To The Ci
31 STARSHIP/We Built This City
32 MOTLEY CRUE/Beat It
33 PAT BENATAR/Invincible

WEST
Hot Hits 103KTS San Francisco
PD: Richard Sands

1 DRE STRAITS/Money For Nothing
2 A-HA/Take On Me
3 READY FOR THE MOR/DN Sheila
4 STEVE WONDER/Part-Time Lover
5 KOD & THE GANG/Cherish
6 JOHN PARR/St. Elmo's Fire
7 BRUCE SPRINGSTEEN/I'm Goin' Dow
8 HUEY LEWIS & THE POWER OF LOVE
9 JAN HAMMER/Miami Vice Theme
10 PHIL COLLINS/Don't Lose My Num
11 POINTER SISTERS/Dare Me
12 BRUCE SPRINGSTEEN/I'm Goin' Dow
13 HOWARD JOHNSON/You Are My Lady
14 THOMPSON TWINS/Lay Your Hands O
15 LOVERBOY/Lovin' Every Minute O
16 ARETHA FRANKLIN/Who's Zoinin' W
17 TINA TURNER/Don't Need Anoth
18 CHEAP TRICK/Tonight It's You
19 DEBARO/You Hear It Well
20 THOMPSON TWINS/Lay Your Hands O
21 ODDLE & CREME/Cry

KZZP104.7 FM Phoenix
THE NUMBER 1 HIT MUSIC STATION
PD: Guy Zapoleon
MD: Steve Goddard

1 DRE STRAITS/Money For Nothing
2 A-HA/Take On Me
3 READY FOR THE MOR/DN Sheila
4 HUEY LEWIS & THE POWER OF LO
5 WHITNEY HOUSTON/Saving All My L
6 MADONNA/Dress You Up
7 KOD & THE GANG/Cherish
8 TEARS FOR FEARS/Head Over Heels
9 JOHN PARR/St. Elmo's Fire
10 LISB LISB/I Wonder If I Take Yo
11 KENNY LOGGINS/You Got That Th
12 BILLY JOEL/You're The Only Human(B
13 HUEY LEWIS & THE POWER OF LO
14 BONIE & JAGGER/Dancing In The S
15 PAT BENATAR/Invincible
16 STEVE WONDER/Part-Time Lover
17 JOHN COUGAR/Lonely Ol' Night
18 PHIL COLLINS/Don't Lose My Num
19 POINTER SISTERS/Dare Me
20 BRUCE SPRINGSTEEN/I'm Goin' Dow
21 HOWARD JOHNSON/You Are My Lady
22 THOMPSON TWINS/Lay Your Hands O
23 LOVERBOY/Lovin' Every Minute O
24 ARETHA FRANKLIN/Who's Zoinin' W
25 TINA TURNER/Don't Need Anoth
26 CHEAP TRICK/Tonight It's You
27 DEBARO/You Hear It Well
28 THOMPSON TWINS/Lay Your Hands O
29 ODDLE & CREME/Cry

Seattle KUBE 93 FM
PD: Bob Case
MD: Wendy Christopher

1 A-HA/Take On Me
2 DRE STRAITS/Money For Nothing
3 READY FOR THE MOR/DN Sheila
4 WHITNEY HOUSTON/Saving All My L
5 MADONNA/Dress You Up
6 PHIL COLLINS/Don't Lose My Num
7 STEVE WONDER/Part-Time Lover
8 HUEY LEWIS & THE POWER OF LO
9 BONIE & JAGGER/Dancing In The
10 JAN HAMMER/Miami Vice Theme
11 SCRITTI POLITTI/Perfect May
12 PAUL YOUNG/I'm Gonna Tear Your
13 ODDLE & CREME/Cry
14 MAURICE WHITE/Stand By Me
15 TEARS FOR FEARS/Head Over Heels
16 DEBARO/You Hear It Well
17 FIVE STAR/All Fall Down
18 THOMPSON TWINS/Lay Your Hands O
19 STARSHIP/We Built This City
20 THOMPSON TWINS/Lay Your Hands O
21 POWER STATION/Communication
22 DRE STRAITS/Money For Nothing
23 FREDDIE JACKSON/You Are My Lady
24 ERIC MARTIN/Information
25 KOD & THE GANG/Cherish
26 DON HENLEY/Don't Stop Believin'
27 CHAKA KHAN/Can't Stop The Reth
28 BRYAN ADAMS/One Night Love Affa
29 TINA TURNER/Don't Need Anoth
30 GLENN FREY/You Belong To The Ci
31 WHAM!/Freedom
32 HOWARD JOHNSON/You Are My Lady
33 ARETHA FRANKLIN/Who's Zoinin' W

Z100 FM KKRZ Portland
PD: Gary Bryan
MD: Sean Lynch

1 READY FOR THE MOR/DN Sheila
2 MADONNA/Dress You Up
3 A-HA/Take On Me
4 DRE STRAITS/Money For Nothing
5 BONIE & JAGGER/Dancing In The
6 JOHN COUGAR/Lonely Ol' Night
7 WHITNEY HOUSTON/Saving All My L
8 STEVE WONDER/Part-Time Lover
9 DON HENLEY/Don't Stop Believin'
10 PHIL COLLINS/Don't Lose My Num
11 POINTER SISTERS/Dare Me
12 BRUCE SPRINGSTEEN/I'm Goin' Dow
13 HOWARD JOHNSON/You Are My Lady
14 THOMPSON TWINS/Lay Your Hands O
15 LOVERBOY/Lovin' Every Minute O
16 ARETHA FRANKLIN/Who's Zoinin' W
17 TINA TURNER/Don't Need Anoth
18 CHEAP TRICK/Tonight It's You
19 DEBARO/You Hear It Well
20 THOMPSON TWINS/Lay Your Hands O
21 ODDLE & CREME/Cry

Magic 107 KMKJ Portland
PD: Jon Barry
MD: Steve Naganuma

1 DRE STRAITS/Money For Nothing
2 MADONNA/Dress You Up
3 PHIL COLLINS/Don't Lose My Num
4 KOD & THE GANG/Cherish
5 WHITNEY HOUSTON/Saving All My L
6 STEVE WONDER/Part-Time Lover
7 HUEY LEWIS & THE POWER OF LO
8 BONIE & JAGGER/Dancing In The
9 JAN HAMMER/Miami Vice Theme
10 SCRITTI POLITTI/Perfect May
11 PAUL YOUNG/I'm Gonna Tear Your
12 ODDLE & CREME/Cry
13 MAURICE WHITE/Stand By Me
14 TEARS FOR FEARS/Head Over Heels
15 DEBARO/You Hear It Well
16 FIVE STAR/All Fall Down
17 THOMPSON TWINS/Lay Your Hands O
18 STARSHIP/We Built This City
19 THOMPSON TWINS/Lay Your Hands O
20 POWER STATION/Communication
21 DRE STRAITS/Money For Nothing
22 FREDDIE JACKSON/You Are My Lady
23 ERIC MARTIN/Information
24 KOD & THE GANG/Cherish
25 DON HENLEY/Don't Stop Believin'
26 CHAKA KHAN/Can't Stop The Reth
27 BRYAN ADAMS/One Night Love Affa
28 TINA TURNER/Don't Need Anoth
29 GLENN FREY/You Belong To The Ci
30 WHAM!/Freedom
31 HOWARD JOHNSON/You Are My Lady
32 ARETHA FRANKLIN/Who's Zoinin' W
33 NIGHT RANGER/You Belong To The Ci

WZUU Milwaukee
PD: Chris Andrews
MD: Brian Kelly

1 BONIE & JAGGER/Dancing In The S
2 KOD & THE GANG/Cherish
3 A-HA/Take On Me
4 MADONNA/Dress You Up
5 DRE STRAITS/Money For Nothing
6 JOHN COUGAR/Lonely Ol' Night
7 WHITNEY HOUSTON/Saving All My Love
8 NIGHT RANGER/You Belong To The Ci
9 STEVE WONDER/Part-Time Lover
10 JOHN COUGAR/Lonely Ol' Night
11 JOHN COUGAR/Lonely Ol' Night
12 JOHN COUGAR/Lonely Ol' Night
13 PHIL COLLINS/Don't Lose My Num
14 POINTER SISTERS/Dare Me
15 BRUCE SPRINGSTEEN/I'm Goin' Dow
16 HOWARD JOHNSON/You Are My Lady
17 THOMPSON TWINS/Lay Your Hands O
18 LOVERBOY/Lovin' Every Minute O
19 ARETHA FRANKLIN/Who's Zoinin' W
20 TINA TURNER/Don't Need Anoth
21 CHEAP TRICK/Tonight It's You
22 DEBARO/You Hear It Well
23 THOMPSON TWINS/Lay Your Hands O
24 ODDLE & CREME/Cry

Y108 KRXY Denver
Ops Mgr: John Driscoll
MD: Geina Horton

1 DRE STRAITS/Money For Nothing
2 MADONNA/Dress You Up
3 A-HA/Take On Me
4 PHIL COLLINS/Don't Lose My Num
5 KOD & THE GANG/Cherish
6 JOHN PARR/St. Elmo's Fire
7 BRUCE SPRINGSTEEN/I'm Goin' Dow
8 HUEY LEWIS & THE POWER OF LOVE
9 JAN HAMMER/Miami Vice Theme
10 PHIL COLLINS/Don't Lose My Num
11 POINTER SISTERS/Dare Me
12 BRUCE SPRINGSTEEN/I'm Goin' Dow
13 HOWARD JOHNSON/You Are My Lady
14 THOMPSON TWINS/Lay Your Hands O
15 LOVERBOY/Lovin' Every Minute O
16 ARETHA FRANKLIN/Who's Zoinin' W
17 TINA TURNER/Don't Need Anoth
18 CHEAP TRICK/Tonight It's You
19 DEBARO/You Hear It Well
20 THOMPSON TWINS/Lay Your Hands O
21 ODDLE & CREME/Cry

KNBZ Seattle
PD: Ric Hansen
MD: Sandy Louie

1 DRE STRAITS/Money For Nothing
2 JOHN PARR/St. Elmo's Fire
3 KOD & THE GANG/Cherish
4 WHAM!/Freedom
5 READY FOR THE MOR/DN Sheila
6 TINA TURNER/Don't Need Anoth
7 MADONNA/Dress You Up
8 WHITNEY HOUSTON/Saving All My L
9 HUEY LEWIS & THE POWER OF LO
10 PAT BENATAR/Invincible
11 BILLY JOEL/You're The Only Human(B
12 BONIE & JAGGER/Dancing In The
13 JOHN COUGAR/Lonely Ol' Night
14 ABC/Be Near Me
15 JAN HAMMER/Miami Vice Theme
16 BRUCE SPRINGSTEEN/I'm Goin' Dow
17 BRYAN ADAMS/One Night Love Affa
18 GLENN FREY/You Belong To The Ci
19 THOMPSON TWINS/Lay Your Hands O
20 JOHN COUGAR/Lonely Ol' Night
21 POINTER SISTERS/Dare Me
22 HEART/What About Love?
23 COREY HART/You Belong To The Ci
24 TEARS FOR FEARS/Head Over Heels
25 STING/Forces Around Your
26 TEARS FOR FEARS/Head Over Heels
27 JOHN PARR/St. Elmo's Fire
28 NIGHT RANGER/You Belong To The Ci
29 BRYAN ADAMS/One Night Love Affa
30 GLENN FREY/You Belong To The Ci
31 STARSHIP/We Built This City
32 MOTLEY CRUE/Beat It
33 PAT BENATAR/Invincible

KS103 FM San Diego
VP/Ops: Dave Parks
MD: Mike Preston

1 DRE STRAITS/Money For Nothing
2 READY FOR THE MOR/DN Sheila
3 MADONNA/Dress You Up
4 WHITNEY HOUSTON/Saving All My L
5 MADONNA/Dress You Up
6 PHIL COLLINS/Don't Lose My Num
7 STEVE WONDER/Part-Time Lover
8 HUEY LEWIS & THE POWER OF LO
9 BONIE & JAGGER/Dancing In The
10 JAN HAMMER/Miami Vice Theme
11 SCRITTI POLITTI/Perfect May
12 PAUL YOUNG/I'm Gonna Tear Your
13 ODDLE & CREME/Cry
14 MAURICE WHITE/Stand By Me
15 TEARS FOR FEARS/Head Over Heels
16 DEBARO/You Hear It Well
17 FIVE STAR/All Fall Down
18 THOMPSON TWINS/Lay Your Hands O
19 STARSHIP/We Built This City
20 THOMPSON TWINS/Lay Your Hands O
21 POWER STATION/Communication
22 DRE STRAITS/Money For Nothing
23 FREDDIE JACKSON/You Are My Lady
24 ERIC MARTIN/Information
25 KOD & THE GANG/Cherish
26 DON HENLEY/Don't Stop Believin'
27 CHAKA KHAN/Can't Stop The Reth
28 BRYAN ADAMS/One Night Love Affa
29 TINA TURNER/Don't Need Anoth
30 GLENN FREY/You Belong To The Ci
31 WHAM!/Freedom
32 HOWARD JOHNSON/You Are My Lady
33 ARETHA FRANKLIN/Who's Zoinin' W

Q103 FM KOAQ Denver
PD: Jack Regan
MD: Alan Sledge

1 WHITNEY HOUSTON/Saving All My L
2 PHIL COLLINS/Don't Lose My Num
3 STING/Forces Around Your
4 ODDLE & CREME/Cry
5 STEVE WONDER/Part-Time Lover
6 HALL & OATES/The Way... (Apollo)
7 WHAM!/Freedom
8 A-HA/Take On Me
9 DRE STRAITS/Money For Nothing
10 BONIE & JAGGER/Dancing In The
11 JAN HAMMER/Miami Vice Theme
12 JOHN PARR/St. Elmo's Fire
13 TINA TURNER/Don't Need Anoth
14 TEARS FOR FEARS/Head Over Heels
15 DEBARO/You Hear It Well
16 FIVE STAR/All Fall Down
17 THOMPSON TWINS/Lay Your Hands O
18 STARSHIP/We Built This City
19 THOMPSON TWINS/Lay Your Hands O
20 POWER STATION/Communication
21 DRE STRAITS/Money For Nothing
22 FREDDIE JACKSON/You Are My Lady
23 ERIC MARTIN/Information
24 KOD & THE GANG/Cherish
25 DON HENLEY/Don't Stop Believin'
26 CHAKA KHAN/Can't Stop The Reth
27 BRYAN ADAMS/One Night Love Affa
28 TINA TURNER/Don't Need Anoth
29 GLENN FREY/You Belong To The Ci
30 WHAM!/Freedom
31 HOWARD JOHNSON/You Are My Lady
32 ARETHA FRANKLIN/Who's Zoinin' W
33 NIGHT RANGER/You Belong To The Ci

KWOD 103 Sacramento
PD: Tom Chase
MD: Mr. Ed

1 DRE STRAITS/Money For Nothing
2 MADONNA/Dress You Up
3 A-HA/Take On Me
4 KOD & THE GANG/Cherish
5 WHITNEY HOUSTON/Saving All My L
6 STEVE WONDER/Part-Time Lover
7 LISB LISB/I Wonder If I Take Yo
8 STING/Forces Around Your
9 JOHN COUGAR/Lonely Ol' Night
10 PHIL COLLINS/Don't Lose My Num
11 POINTER SISTERS/Dare Me
12 BRUCE SPRINGSTEEN/I'm Goin' Dow
13 HOWARD JOHNSON/You Are My Lady
14 THOMPSON TWINS/Lay Your Hands O
15 LOVERBOY/Lovin' Every Minute O
16 ARETHA FRANKLIN/Who's Zoinin' W
17 TINA TURNER/Don't Need Anoth
18 CHEAP TRICK/Tonight It's You
19 DEBARO/You Hear It Well
20 THOMPSON TWINS/Lay Your Hands O
21 ODDLE & CREME/Cry

100.1 FM Cleveland
Ops Mgr: John Gorman
MD: Kid Leo

1 DRE STRAITS/Money For Nothing
2 BONIE & JAGGER/Dancing In The S
3 JOHN COUGAR/Lonely Ol' Night
4 PAUL YOUNG/I'm Gonna Tear Your P
5 A-HA/Take On Me
6 HALL & OATES/The Way... (Apollo)
7 STING/Forces Around Your
8 TEARS FOR FEARS/Head Over Heels
9 PHIL COLLINS/Don't Lose My Num
10 JAN HAMMER/Miami Vice Theme
11 UB40/Get You Babe
12 BRUCE SPRINGSTEEN/I'm Goin' Dow
13 JOHN CAFFERTY/C-I-T-Y
14 JOHN COUGAR/Lonely Ol' Night
15 DON HENLEY/Don't Stop Believin'
16 NIGHT RANGER/You Belong To The Ci
17 GLENN FREY/You Belong To The Ci
18 WHITNEY HOUSTON/Saving All My L
19 STEVE WONDER/Part-Time Lover
20 DON HENLEY/Don't Stop Believin'
21 BRYAN ADAMS/One Night Love Affa
22 LOVERBOY/Lovin' Every Minute O
23 WHAM!/Freedom
24 STARSHIP/We Built This City
25 MADONNA/Dress You Up
26 HOTTERS/And We Danced
27 COREY HART/Boy In The Box
28 THOMPSON TWINS/Lay Your Hands O
29 PAT BENATAR/Invincible
30 JOHN COUGAR/Lonely Ol' Night
31 PAUL YOUNG/I'm Gonna Tear Your P
32 BRYAN ADAMS/One Night Love Affa
33 GLENN FREY/You Belong To The Ci

KWS 94.5 FM San Jose
PD: Dave Van Stone
MD: Robin Kipps

1 DRE STRAITS/Money For Nothing
2 A-HA/Take On Me
3 READY FOR THE MOR/DN Sheila
4 MADONNA/Dress You Up
5 JOHN PARR/St. Elmo's Fire
6 WHITNEY HOUSTON/Saving All My L
7 STING/Forces Around Your
8 KOD & THE GANG/Cherish
9 JAN HAMMER/Miami Vice Theme
10 STEVE WONDER/Part-Time Lover
11 JOHN COUGAR/Lonely Ol' Night
12 ODDLE & CREME/Cry
13 UB40/Get You Babe
14 HUEY LEWIS & THE POWER OF LOVE
15 POINTER SISTERS/Dare Me
16 WHAM!/Freedom
17 STARSHIP/We Built This City
18 ODDLE & CREME/Cry
19 TEARS FOR FEARS/Head Over Heels
20 BRUCE SPRINGSTEEN/I'm Goin' Dow
21 PAUL YOUNG/I'm Gonna Tear Your P
22 TINA TURNER/Don't Need Anoth
23 TINA TURNER/Don't Need Anoth
24 PAT BENATAR/Invincible
25 JOHN COUGAR/Lonely Ol' Night
26 GING VANNELLI/Hurts To Be In Lo
27 HUEY LEWIS & THE POWER OF LO
28 POKER STATION/Communication
29 SCRITTI POLITTI/Perfect May
30 GLENN FREY/You Belong To The Ci

KISFM 102.7 Los Angeles
VP/Prog: Gerry DeFrancesco
Assistant PD: Mike Schaefer

1 CHEEK & CHONG/Born In East L.A.
2 BONIE & JAGGER/Dancing In The S
3 DRE STRAITS/Money For Nothing
4 A-HA/Take On Me
5 MADONNA/Dress You Up
6 JAN HAMMER/Miami Vice Theme
7 ODDLE & CREME/Cry
8 STEVE WONDER/Part-Time Lover
9 WHITNEY HOUSTON/Saving All My L
10 ABC/Be Near Me
11 READY FOR THE MOR/DN Sheila
12 PHIL COLLINS/Don't Lose My Num
13 WHAM!/Freedom
14 POINTER SISTERS/Dare Me
15 TEARS FOR FEARS/Head Over Heels
16 JOHN PARR/St. Elmo's Fire
17 ODDLE & CREME/Cry
18 HUEY LEWIS & THE POWER OF LO
19 POINTER SISTERS/Dare Me
20 DAVID FOSTER/You Are My Lady
21 ODDLE & CREME/Cry
22 9/VAI/Of Me For All Of
23 PRINCE/Pop Life
24 TINA TURNER/Don't Need Anoth
25 SHANNON/Stronger Together
26 DAVID FOSTER/You Are My Lady
27 FREDDIE JACKSON/You Are My Lady
28 ODDLE & CREME/Cry
29 9/VAI/Of Me For All Of
30 PRINCE/Pop Life
31 FIVE STAR/All Fall Down
32 HONORIS DAY/The Dak Tree
33 ODDLE & CREME/Cry
34 CHEEK & CHONG/Born In East L.A.
35 DON HENLEY/Don't Stop Believin'
36 DEBARO/You Hear It Well
37 POWER STATION/Communication
38 LISB LISB/I Wonder If I Take Yo
39 KING/Love & Pride
40 MR. MISTER/Broken Wings
41 EDDIE RIVERA/Party All The Time
42 NIGHT RANGER/You Belong To The Ci
43 RYAN REAGAN/You Are My Lady
44 DEAN DAVIS/You Are My Lady
45 THOMPSON TWINS/Lay Your Hands O
46 ARETHA FRANKLIN/Who's Zoinin' W

AM102 Sacramento
PD: Rick Gillette
MD/Assist PD: Chris Collins

1 READY FOR THE MOR/DN Sheila
2 BONIE & JAGGER/Dancing In The S
3 A-HA/Take On Me
4 MADONNA/Dress You Up
5 WHITNEY HOUSTON/Saving All My L
6 LISB LISB/I Wonder If I Take Yo
7 PHIL COLLINS/Don't Lose My Num
8 STEVE WONDER/Part-Time Lover
9 JOHN COUGAR/Lonely Ol' Night
10 JAN HAMMER/Miami Vice Theme
11 SCRITTI POLITTI/Perfect May
12 PAUL YOUNG/I'm Gonna Tear Your
13 ODDLE & CREME/Cry
14 MAURICE WHITE/Stand By Me
15 TEARS FOR FEARS/Head Over Heels
16 DEBARO/You Hear It Well
17 FIVE STAR/All Fall Down
18 THOMPSON TWINS/Lay Your Hands O
19 STARSHIP/We Built This City
20 THOMPSON TWINS/Lay Your Hands O
21 POWER STATION/Communication
22 DRE STRAITS/Money For Nothing
23 FREDDIE JACKSON/You Are My Lady
24 ERIC MARTIN/Information
25 KOD & THE GANG/Cherish
26 DON HENLEY/Don't Stop Believin'
27 CHAKA KHAN/Can't Stop The Reth
28 BRYAN ADAMS/One Night Love Affa
29 TINA TURNER/Don't Need Anoth
30 GLENN FREY/You Belong To The Ci
31 WHAM!/Freedom
32 HOWARD JOHNSON/You Are My Lady
33 ARETHA FRANKLIN/Who's Zoinin' W

Q103 FM KOAQ Denver
PD: Jack Regan
MD: Alan Sledge

1 WHITNEY HOUSTON/Saving All My L
2 PHIL COLLINS/Don't Lose My Num
3 STING/Forces Around Your
4 ODDLE & CREME/Cry
5 STEVE WONDER/Part-Time Lover
6 HALL & OATES/The Way... (Apollo)
7 WHAM!/Freedom
8 A-HA/Take On Me
9 DRE STRAITS/Money For Nothing
10 BONIE & JAGGER/Dancing In The
11 JAN HAMMER/Miami Vice Theme
12 JOHN PARR/St. Elmo's Fire
13 TINA TURNER/Don't Need Anoth
14 TEARS FOR FEARS/Head Over Heels
15 DEBARO/You Hear It Well
16 FIVE STAR/All Fall Down
17 THOMPSON TWINS/Lay Your Hands O
18 STARSHIP/We Built This City
19 THOMPSON TWINS/Lay Your Hands O
20 POWER STATION/Communication
21 DRE STRAITS/Money For Nothing
22 FREDDIE JACKSON/You Are My Lady
23 ERIC MARTIN/Information
24 KOD & THE GANG/Cherish
25 DON HENLEY/Don't Stop Believin'
26 CHAKA KHAN/Can't Stop The Reth
27 BRYAN ADAMS/One Night Love Affa
28 TINA TURNER/Don't Need Anoth
29 GLENN FREY/You Belong To The Ci
30 WHAM!/Freedom
31 HOWARD JOHNSON/You Are My Lady
32 ARETHA FRANKLIN/Who's Zoinin' W
33 NIGHT RANGER/You Belong To The Ci

KWOD 103 Sacramento
PD: Tom Chase
MD: Mr. Ed

1 DRE STRAITS/Money For Nothing
2 MADONNA/Dress You Up
3 A-HA/Take On Me
4 KOD & THE GANG/Cherish
5 WHITNEY HOUSTON/Saving All My L
6 STEVE WONDER/Part-Time Lover
7 LISB LISB/I Wonder If I Take Yo
8 STING/Forces Around Your
9 JOHN COUGAR/Lonely Ol' Night
10 PHIL COLLINS/Don't Lose My Num
11 POINTER SISTERS/Dare Me
12 BRUCE SPRINGSTEEN/I'm Goin' Dow
13 HOWARD JOHNSON/You Are My Lady
14 THOMPSON TWINS/Lay Your Hands O
15 LOVERBOY/Lovin' Every Minute O
16 ARETHA FRANKLIN/Who's Zoinin' W
17 TINA TURNER/Don't Need Anoth
18 CHEAP TRICK/Tonight It's You
19 DEBARO/You Hear It Well
20 THOMPSON TWINS/Lay Your Hands O
21 ODDLE & CREME/Cry

MIDWEST

MOST ADDED HOTTEST
P. Collins & M. Martin A-HA
Tina Turner Dire Straits
Ray Parker Ready For The World

CHR ADDS & HOTS

WEST

MOST ADDED HOTTEST
Tina Turner A-HA
P. Collins & M. Martin Dire Straits
Billy Joel Ready For The World

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Matt Patrick
BRYAN ADAMS
COLLINS & MARTIN
BILLY JOEL
KENNY LOGGINS
TINA TURNER
ABC
OMD (dp)
Hottest:
DIRE STRAITS 1-1
A-HA 5-3
TEARS FOR FEARS 20-11
BRYAN ADAMS D-14
JAN HAMMER 28-18
WKAU/Appleton-Oshkosh, WI Ross/Taylor
ARETHA FRANKLIN
MR. MISTER
OINGO BOINGO
Hottest:
DIRE STRAITS 1-1
A-HA 6-3
JOHN COUGAR 7-4
READY FOR THE WOR 10-6
BOWIE & JAGGER 17-9
WRQC/Cleveland, OH Scott Howitt
TINA TURNER
ONJ
RAY PARKER
MR. MISTER
OINGO BOINGO
RENE & ANGELA
HUEY LEWIS & THE COLLINS & MARTIN
BILLY JOEL
Hottest:
A-HA 3-2
MADONNA 6-3
STING 11-7
STEVIE WONDER 17-9
BOWIE & JAGGER 21-15
WNCI/Columbus, OH Meyer/Wheeler
RAY PARKER
STARSHIP
BRYAN ADAMS (dp)
COLLINS & MARTIN
BILLY JOEL
Hottest:
A-HA 7-3
WHITNEY HOUSTON 11-7
BRUCE SPRINGSTEEN 19-13
DON HENLEY 20-16
JAN HAMMER 26-18
KIHK/Davenport, IA Jim O'Hara
TINA TURNER
DAVID FOSTER (dp)
OINGO BOINGO (dp)
RAY PARKER
MARILLION
Hottest:
DIRE STRAITS 1-1
READY FOR THE WOR 11-6
TEARS FOR FEARS 24-15
THOMPSON TWINS 33-23
OMD 34-27
WGTZ/Dayton, OH John Robertson
COLLINS & MARTIN
TINA TURNER
ARETHA FRANKLIN
OMD
HOWARD JONES
Hottest:
DIRE STRAITS 1-1
A-HA 7-3
READY FOR THE WOR 13-6
BOWIE & JAGGER 14-7
JAN HAMMER 33-22
KRNO/Des Moines, IA Gillan/Finch
STEVIE WONDER
JAN HAMMER
BOWIE & JAGGER
Hottest:
READY FOR THE WOR 10-1
DIRE STRAITS 2-2
MADONNA 4-4
WHITNEY HOUSTON 11-11
BOWIE & JAGGER D-21
KZIO/Duluth, MN Michaels/Herman
BILLY JOEL
TINA TURNER
COLLINS & MARTIN
MR. MISTER
OINGO BOINGO (dp)
Hottest:
DIRE STRAITS 1-1
A-HA 7-4
READY FOR THE WOR 9-6
BOWIE & JAGGER 18-9
STARSHIP 30-20
WSTO/Evansville, IN Chris Taylor
none
Hottest:
DIRE STRAITS 1-1
MOTLEY CRUE 2-2
PHIL COLLINS 3-3
READY FOR THE WOR 8-8
A-HA 12-12
WMEE/Fl. Wayne, IN Tony Richards
ARETHA FRANKLIN
THOMPSON TWINS
DON HENLEY
Hottest:
DIRE STRAITS 1-1
MADONNA 8-2
JOHN COUGAR 6-4
A-HA 17-5
WHITNEY HOUSTON 15-8
WGRD/Grand Rapids, MI Swart/Stevens
DON HENLEY
COLLINS & MARTIN
TINA TURNER
THOMPSON TWINS
Hottest:
DIRE STRAITS 1-1
MADONNA 5-2
JOHN COUGAR 7-3
BOWIE & JAGGER 10-6
A-HA 14-9
WZPL/Indianapolis, IN John Miles
A-HA
WHITNEY HOUSTON
HALL & OATES
JAN HAMMER
NIGHT RANGER
Hottest:
none
WKFR/Kalamazoo, MI Terry Weinacht
ARETHA FRANKLIN
JANE WIEDLIN
TINA TURNER
COLLINS & MARTIN (dp)
MAURICE WHITE (dp)
BILLY JOEL
Hottest:
MADONNA 4-1
BOWIE & JAGGER 15-9
STEVIE WONDER 22-11
STING 16-12
JAN HAMMER 29-19
WVIC/Lansing, MI Maloney/Kittridge
COLLINS & MARTIN
CHEAP TRICK (dp)
Hottest:
DIRE STRAITS 1-1
JOHN CAFFERTY 4-2
JOHN WAITE 8-4
STING 13-7
DON HENLEY 17-9
Z104/Madison, WI Little/Hudson
DAVID FOSTER
RAY PARKER
MR. MISTER
ROGER DALTRY
Hottest:
BILLY CRYSTAL 2-1
A-HA 3-2
JAN HAMMER 7-3
JOHN COUGAR 6-5
OMD 12-8
KJ103/Oklahoma City, OK Cahill/Alexander
COLLINS & MARTIN
ONJ
OINGO BOINGO
TINA TURNER
CHEAP TRICK
RAY PARKER
Hottest:
STING 7-5
WHITNEY HOUSTON 13-6
BOWIE & JAGGER 15-9
LOVERBOY 19-11
JAN HAMMER 22-14
KOFM/Oklahoma City, OK Cooper/Cassey
ARETHA FRANKLIN
TINA TURNER
OMD
HOWARD JONES
MR. MISTER
Hottest:
DIRE STRAITS 1-1
A-HA 7-3
READY FOR THE WOR 13-6
BOWIE & JAGGER 14-7
JAN HAMMER 33-22
KQKQ/Omaha, NB Taylor/Dean
ABC
TINA TURNER
RAY PARKER
Hottest:
DIRE STRAITS 1-1
DIRE STRAITS 1-1
MADONNA 5-4
JOHN COUGAR 8-5
READY FOR THE WOR 14-10
A-HA 8-4
JOHN COUGAR 5-5
JAN HAMMER 21-12
K293/Peoria, IL Keith Edwards
STARSHIP
TINA TURNER
PAUL YOUNG
ARETHA FRANKLIN
Hottest:
KOO & THE GANG 3-2
KENNY LOGGINS 4-3
WHITNEY HOUSTON 10-7
WZOK/Rockford, IL McGee/Dent
STARSHIP
HEART
JAN HAMMER
Hottest:
DIRE STRAITS 1-1
MADONNA 3-2
A-HA 4-3
BOWIE & JAGGER 19-7
STING 13-9
WIOG/Saginaw-Bay City, MI Belcher/Shannon
JAN HAMMER
Hottest:
DIRE STRAITS 1-1
BRUCE SPRINGSTEEN 5-2
HUEY LEWIS & THE 17-9
JOHN COUGAR 13-11
JOHN CAFFERTY 20-12
WRQN/Toldeo, OH Joe Thomas
TINA TURNER
COLLINS & MARTIN
TINA TURNER
MARILLION
GO WEST
KATE RUSH
9,9
Hottest:
DIRE STRAITS 3-1
READY FOR THE WOR 4-2
JAN HAMMER 6-3
KOO & THE GANG 5-4
STEVIE WONDER 7-5
KAY107/Tulsa, OK Blain/Stephans
TINA TURNER
Hottest:
MADONNA 9-5
JOHN COUGAR 13-9
JOHN WAITE 15-10
MOTELS 17-13
A-HA 23-16
KEYN-FM/Wichita, KS Brooks/Pearman
TINA TURNER
COLLINS & MARTIN
BILLY JOEL
RAY PARKER (dp)
ONJ
Hottest:
WHAM! 3-1
STEVIE WONDER 5-3
WHITNEY HOUSTON 6-5
KENNY LOGGINS 10-6
STING 12-10
KKRD/Wichita, KS Jack Oliver
COLLINS & MARTIN
BILLY JOEL
TINA TURNER
DON HENLEY
MARILLION
CHEAP TRICK (dp)
MR. MISTER
Hottest:
MADONNA 6-2
A-HA 17-3
READY FOR THE WOR 18-4
WHITNEY HOUSTON 13-5
STEVIE WONDER 26-12
WHOT/Youngstown, OH Dick Thompson
BILLY JOEL
MAURICE WHITE (dp)
MARILLION
MR. MISTER
RENE & ANGELA (dp)
TINA TURNER
RAY PARKER
Hottest:
DIRE STRAITS 1-1
BOWIE & JAGGER 10-7
STEVIE WONDER 12-9
WHITNEY HOUSTON 15-12
TEARS FOR FEARS 23-17
WAZY/Lafayette, IN Stacy/Louizos
COREY HART
TINA TURNER
ARETHA FRANKLIN
MR. MISTER
RAY PARKER
COLLINS & MARTIN
Hottest:
KOO & THE GANG 2-2
READY FOR THE WOR 4-4
A-HA 6-5
STING 11-7
STEVIE WONDER 22-11
KFRX/Lincoln, NE Tracy Johnson
THOMPSON TWINS
COLLINS & MARTIN
Hottest:
DIRE STRAITS 2-1
MADONNA 4-3
READY FOR THE WOR 9-5
BOWIE & JAGGER 12-8
A-HA 14-9
KGGG/Rapid City, SD Phil Wilson
HEART
OMD (dp)
COREY HART
Hottest:
DIRE STRAITS 1-1
MADONNA 2-2
A-HA 4-3
READY FOR THE WOR 5-4
STARSHIP 30-23
KQXR/Bakersfield, CA Doug DeRoos
TINA TURNER
MR. MISTER
BILLY JOEL
MARILLION
SCRITTI POLITTI
TA MARA & SEEN
JAN HAMMER 14-11
WHITNEY HOUSTON 29-22
STEVIE WONDER 30-23
THOMPSON TWINS 34-26
HEART 33-28
KF95/Boise, ID Doss/Gregory
ONJ
TINA TURNER
RAY PARKER
MR. MISTER (dp)
DAVID FOSTER (dp)
OMD (dp)
Hottest:
A-HA 2-1
WHITNEY HOUSTON 3-3
READY FOR THE WOR 4-4
JAN HAMMER 13-6
BOWIE & JAGGER 8-7
KIYS/Boise, ID Tom Evans
ONJ
RAY PARKER
TINA TURNER
COLLINS & MARTIN
BILLY JOEL
TALKING HEADS (dp)
Hottest:
DIRE STRAITS 1-1
DAVID FOSTER 4-2
READY FOR THE WOR 7-5
LOVERBOY 11-8
TEARS FOR FEARS 15-13
KIKX/Colorado Springs, CO John Dantzer
BILLY JOEL
COLLINS & MARTIN
TINA TURNER
JACK WAGNER (dp)
RAY PARKER (dp)
TOMMY SHAW (dp)
RATT (dp)
Hottest:
A-HA 7-1
READY FOR THE WOR 5-2
MADONNA 6-3
BOWIE & JAGGER 10-5
JAN HAMMER 12-8
U93/South Bend, IN J.K. Deering
JOHN PARR
BOWIE & JAGGER
STEVIE WONDER
JAN HAMMER
Hottest:
DIRE STRAITS 2-1
READY FOR THE WOR 3-3
MADONNA 9-6
POINTER SISTERS 10-7
A-HA 24-13
KWTO-FM/Springfield, MO Mike Schmidt
HEART
COREY HART
HOOTERS
HUEY LEWIS & THE MADONNA 4-3
A-HA 16-7
LOVERBOY 18-11
JAN HAMMER 20-12
STARSHIP 25-16
WDBR/Springfield, IL Moore/Lawley
HUEY LEWIS & THE BILLY JOEL
TINA TURNER
RAY PARKER
ONJ
COLLINS & MARTIN
KENNY LOGGINS
SQUEEZE
Hottest:
JOHN COUGAR 4-2
MADONNA 5-3
READY FOR THE WOR 6-4
A-HA 7-5
STEVIE WONDER 15-9
KKRC/Sioux Falls, SD Dan Kieley
HEART
COREY HART
Hottest:
DIRE STRAITS 1-1
JOHN COUGAR 3-2
BOWIE & JAGGER 13-6
LOVERBOY 15-8
DON HENLEY 20-10
KQCR/Cedar Rapids, IA Fuhr/Dixon
COREY HART
DAVID FOSTER
COLLINS & MARTIN
MR. MISTER
Hottest:
DIRE STRAITS 1-1
MADONNA 4-2
WHITNEY HOUSTON 6-3
A-HA 10-4
STEVIE WONDER 25-14
KCMQ/Columbia, MO Tuttin/Baker
TALKING HEADS
SCRITTI POLITTI
RAY PARKER
OINGO BOINGO
TINA TURNER
OMD
COLLINS & MARTIN
Hottest:
DIRE STRAITS 1-1
KOO & THE GANG 2-2
READY FOR THE WOR 5-3
TEARS FOR FEARS 25-19
JAN HAMMER 26-20
Y94/Fargo, ND Anderson/Palmer
COLLINS & MARTIN
ARETHA FRANKLIN
TINA TURNER
MR. MISTER
MARILLION
SIMPLY RED
Hottest:
DIRE STRAITS 1-1
A-HA 7-4
BOWIE & JAGGER 10-6
READY FOR THE WOR 11-8
STARSHIP 24-16
KKXL-FM/Grand Forks, ND Nordine/Right
COREY HART
DAVID FOSTER (dp)
COLLINS & MARTIN
Hottest:
DIRE STRAITS 1-1
MADONNA 6-3
A-HA 8-5
READY FOR THE WOR 9-6
STARSHIP 29-24
WAZY/Lafayette, IN Stacy/Louizos
COREY HART
TINA TURNER
ARETHA FRANKLIN
MR. MISTER
RAY PARKER
COLLINS & MARTIN
Hottest:
KOO & THE GANG 2-2
READY FOR THE WOR 4-4
A-HA 6-5
STING 11-7
STEVIE WONDER 22-11
KFRX/Lincoln, NE Tracy Johnson
THOMPSON TWINS
COLLINS & MARTIN
Hottest:
DIRE STRAITS 2-1
MADONNA 4-3
READY FOR THE WOR 9-5
BOWIE & JAGGER 12-8
A-HA 14-9
KGGG/Rapid City, SD Phil Wilson
HEART
OMD (dp)
COREY HART
Hottest:
DIRE STRAITS 1-1
MADONNA 2-2
A-HA 4-3
READY FOR THE WOR 5-4
STARSHIP 30-23
KQXR/Bakersfield, CA Doug DeRoos
TINA TURNER
MR. MISTER
BILLY JOEL
MARILLION
SCRITTI POLITTI
TA MARA & SEEN
JAN HAMMER 14-11
WHITNEY HOUSTON 29-22
STEVIE WONDER 30-23
THOMPSON TWINS 34-26
HEART 33-28
KF95/Boise, ID Doss/Gregory
ONJ
TINA TURNER
RAY PARKER
MR. MISTER (dp)
DAVID FOSTER (dp)
OMD (dp)
Hottest:
A-HA 2-1
WHITNEY HOUSTON 3-3
READY FOR THE WOR 4-4
JAN HAMMER 13-6
BOWIE & JAGGER 8-7
KIYS/Boise, ID Tom Evans
ONJ
RAY PARKER
TINA TURNER
COLLINS & MARTIN
BILLY JOEL
TALKING HEADS (dp)
Hottest:
DIRE STRAITS 1-1
DAVID FOSTER 4-2
READY FOR THE WOR 7-5
LOVERBOY 11-8
TEARS FOR FEARS 15-13
KIKX/Colorado Springs, CO John Dantzer
BILLY JOEL
COLLINS & MARTIN
TINA TURNER
JACK WAGNER (dp)
RAY PARKER (dp)
TOMMY SHAW (dp)
RATT (dp)
Hottest:
A-HA 7-1
READY FOR THE WOR 5-2
MADONNA 6-3
BOWIE & JAGGER 10-5
JAN HAMMER 12-8
US3/South Bend, IN J.K. Deering
JOHN PARR
BOWIE & JAGGER
STEVIE WONDER
JAN HAMMER
Hottest:
DIRE STRAITS 2-1
READY FOR THE WOR 3-3
MADONNA 9-6
POINTER SISTERS 10-7
A-HA 24-13
KWTO-FM/Springfield, MO Mike Schmidt
HEART
COREY HART
HOOTERS
HUEY LEWIS & THE MADONNA 4-3
A-HA 16-7
LOVERBOY 18-11
JAN HAMMER 20-12
STARSHIP 25-16
WDBR/Springfield, IL Moore/Lawley
HUEY LEWIS & THE BILLY JOEL
TINA TURNER
RAY PARKER
ONJ
COLLINS & MARTIN
KENNY LOGGINS
SQUEEZE
Hottest:
JOHN COUGAR 4-2
MADONNA 5-3
READY FOR THE WOR 6-4
A-HA 7-5
STEVIE WONDER 15-9
KKRC/Sioux Falls, SD Dan Kieley
HEART
COREY HART
Hottest:
DIRE STRAITS 1-1
JOHN COUGAR 3-2
BOWIE & JAGGER 13-6
LOVERBOY 15-8
DON HENLEY 20-10
KQCR/Cedar Rapids, IA Fuhr/Dixon
COREY HART
DAVID FOSTER
COLLINS & MARTIN
MR. MISTER
Hottest:
DIRE STRAITS 1-1
MADONNA 4-2
WHITNEY HOUSTON 6-3
A-HA 10-4
STEVIE WONDER 25-14
KCMQ/Columbia, MO Tuttin/Baker
TALKING HEADS
SCRITTI POLITTI
RAY PARKER
OINGO BOINGO
TINA TURNER
OMD
COLLINS & MARTIN
Hottest:
DIRE STRAITS 1-1
KOO & THE GANG 2-2
READY FOR THE WOR 5-3
TEARS FOR FEARS 25-19
JAN HAMMER 26-20
Y94/Fargo, ND Anderson/Palmer
COLLINS & MARTIN
ARETHA FRANKLIN
TINA TURNER
MR. MISTER
MARILLION
SIMPLY RED
Hottest:
DIRE STRAITS 1-1
A-HA 7-4
BOWIE & JAGGER 10-6
READY FOR THE WOR 11-8
STARSHIP 24-16
KKXL-FM/Grand Forks, ND Nordine/Right
COREY HART
DAVID FOSTER (dp)
COLLINS & MARTIN
Hottest:
DIRE STRAITS 1-1
MADONNA 6-3
A-HA 8-5
READY FOR THE WOR 9-6
STARSHIP 29-24
WAZY/Lafayette, IN Stacy/Louizos
COREY HART
TINA TURNER
ARETHA FRANKLIN
MR. MISTER
RAY PARKER
COLLINS & MARTIN
Hottest:
KOO & THE GANG 2-2
READY FOR THE WOR 4-4
A-HA 6-5
STING 11-7
STEVIE WONDER 22-11
KFRX/Lincoln, NE Tracy Johnson
THOMPSON TWINS
COLLINS & MARTIN
Hottest:
DIRE STRAITS 2-1
MADONNA 4-3
READY FOR THE WOR 9-5
BOWIE & JAGGER 12-8
A-HA 14-9
KGGG/Rapid City, SD Phil Wilson
HEART
OMD (dp)
COREY HART
Hottest:
DIRE STRAITS 1-1
MADONNA 2-2
A-HA 4-3
READY FOR THE WOR 5-4
STARSHIP 30-23
KQXR/Bakersfield, CA Doug DeRoos
TINA TURNER
MR. MISTER
BILLY JOEL
MARILLION
SCRITTI POLITTI
TA MARA & SEEN
JAN HAMMER 14-11
WHITNEY HOUSTON 29-22
STEVIE WONDER 30-23
THOMPSON TWINS 34-26
HEART 33-28
KF95/Boise, ID Doss/Gregory
ONJ
TINA TURNER
RAY PARKER
MR. MISTER (dp)
DAVID FOSTER (dp)
OMD (dp)
Hottest:
A-HA 2-1
WHITNEY HOUSTON 3-3
READY FOR THE WOR 4-4
JAN HAMMER 13-6
BOWIE & JAGGER 8-7
KIYS/Boise, ID Tom Evans
ONJ
RAY PARKER
TINA TURNER
COLLINS & MARTIN
BILLY JOEL
TALKING HEADS (dp)
Hottest:
DIRE STRAITS 1-1
DAVID FOSTER 4-2
READY FOR THE WOR 7-5
LOVERBOY 11-8
TEARS FOR FEARS 15-13
KIKX/Colorado Springs, CO John Dantzer
BILLY JOEL
COLLINS & MARTIN
TINA TURNER
JACK WAGNER (dp)
RAY PARKER (dp)
TOMMY SHAW (dp)
RATT (dp)
Hottest:
A-HA 7-1
READY FOR THE WOR 5-2
MADONNA 6-3
BOWIE & JAGGER 10-5
JAN HAMMER 12-8
WSPST/Stevens Point, WI Bouley/Steffen
none
Hottest:
A-HA 1-1
MADONNA 2-2
JOHN COUGAR 5-5
LOVERBOY 10-10
DON HENLEY 12-12
KDVV/Topeka, KS Kevin Rabat
TINA TURNER (dp)
COLLINS & MARTIN
RAY PARKER
FREDDIE JACKSON
BILLY JOEL
MARILLION (dp)
Hottest:
JOHN COUGAR 7-3
STING 11-4
LOVERBOY 14-6
TEARS FOR FEARS 22-13
BRYAN ADAMS 29-17
KFMW/Waterloo, IA Mark Potter
HOOTERS
TINA TURNER
HUEY LEWIS & THE RAY PARKER
OINGO BOINGO (dp)
COLLINS & MARTIN
Hottest:
MADONNA 4-1
A-HA 7-2
READY FOR THE WOR 9-5
LOVERBOY 22-14
BRUCE SPRINGSTEEN 25-17
KHTX/Reno, NV John Chommie
Freddie Jackson
MR. MISTER
TINA TURNER
KATE RUSH
Hottest:
A-HA 2-1
STEVIE WONDER 10-6
WHITNEY HOUSTON 17-11
PAUL YOUNG 24-17
STARSHIP 27-20
KWNZ/Reno, NV Shakes/Ryan
ONJ
COLLINS & MARTIN
COREY HART
OMD
JENNIFER HOLIDAY
Hottest:
DIRE STRAITS 1-1
A-HA 12-3
READY FOR THE WOR 6-5
JAN HAMMER 11-7
WHITNEY HOUSTON 21-12
KBM/Roswell, NM Mike Shaw
TINA TURNER
ONJ
GO WEST
DAVID FOSTER
GINO VANNELLI
MARILLION
Hottest:
DIRE STRAITS 1-1
MADONNA 5-2
A-HA 6-3
READY FOR THE WOR 16-9
STEVIE WONDER 19-11
SLY96/San Luis Obispo, CA Joe Collins
BILLY JOEL
COLLINS & MARTIN
RAY PARKER
HOWARD JONES
TINA TURNER
READY FOR THE WOR 3-2
BOWIE & JAGGER 5-3
GODLEY & CREME 10-7
JAN HAMMER 20-12
DIRE STRAITS 1-1
A-HA 8-3
READY FOR THE WOR 12-6
JOHN COUGAR 11-8
JAN HAMMER 23-17
KZQZ/San Luis Obispo, CA Steve Chase
COLLINS & MARTIN (dp)
MR. MISTER
DEAD OR ALIVE
TA MARA & SEEN
TINA TURNER
Hottest:
MADONNA 4-3
READY FOR THE WOR 6-4
STEVIE WONDER 9-6
LOVERBOY 14-10
TEARS FOR FEARS 29-19
OK95/Tri-Cities, WA Taylor/O'Brian
TINA TURNER
HUEY LEWIS & THE TOMMY SHAW
HOWARD JONES
HINE & CURRIN
BILLY JOEL
EDDIE MURPHY
Hottest:
MADONNA 3-1
JOHN COUGAR 8-3
READY FOR THE WOR 11-8
STING 16-10
STEVIE WONDER 20-11
KZAZ/Cheyenne, WY Dave Hunter
HOWARD JONES
ARETHA FRANKLIN
OMD
MR. MISTER (dp)
Hottest:
DIRE STRAITS 1-1
JOHN COUGAR 8-3
READY FOR THE WOR 10-6
STEVIE WONDER 15-9
BOWIE & JAGGER 14-10
KOZE/Lewiston, ID Jay McCall
COLLINS & MARTIN
BILLY JOEL
TINA TURNER
WIDOW (dp)
Hottest:
DIRE STRAITS 1-1
JOHN COUGAR 2-2
A-HA 4-3
DON HENLEY 12-10
STARSHIP 20-15
KCPX/Salt Lake City, UT Ausham/Main
COLLINS & MARTIN
MR. MISTER
HEART
RAY PARKER
Hottest:
DIRE STRAITS 1-1
JAN HAMMER 19-10
ABC 17-12
WHITNEY HOUSTON 23-16
LOVERBOY 27-23
KCAO/Oxnard-Ventura, CA Randy Robbins
ARETHA FRANKLIN
JACK WAGNER
FIVE STAR
RENE & ANGELA
DEAD OR ALIVE
TINA TURNER
TA MARA & SEEN
JANE WIEDLIN
FAMILY
HOWARD JONES
BILLY JOEL
RAY PARKER
Hottest:
JOHN COUGAR 3-3
A-HA 6-4
MADONNA 10-6
BOWIE & JAGGER 11-7
JAN HAMMER 17-8
KPOP/Sacramento, CA David Mariano
TINA TURNER
COLLINS & MARTIN
COREY HART
ABC
ARETHA FRANKLIN
CHEECH & CHONG
Hottest:
DIRE STRAITS 1-1
WHITNEY HOUSTON 3-2
A-HA 8-3
READY FOR THE WOR 12-6
BOWIE & JAGGER 10-7
KSKD/Salem, OR Len E. Mitchell
BILLY JOEL
TINA TURNER
HOWARD JONES
ONJ (dp)
RAY PARKER (dp)
KLYMAXX (dp)
Hottest:
DIRE STRAITS 1-1
DIRE STRAITS 1-1
A-HA 2-2
READY FOR THE WOR 6-3
JAN HAMMER 19-7
STEVIE WONDER 22-11
KDON-FM/Salinas, CA Kirk Cliett
TINA TURNER
HOWARD JONES
RAY PARKER
TA MARA & SEEN
MR. MISTER
RENE & ANGELA (dp)
Hottest:
DIRE STRAITS 1-1
A-HA 3-3
READY FOR THE WOR 11-6
BOWIE & JAGGER 15-9
STEVIE WONDER 14-10
KCPX/Salt Lake City, UT Ausham/Main
COLLINS & MARTIN
MR. MISTER
HEART
RAY PARKER
Hottest:
DIRE STRAITS 1-1
JAN HAMMER 19-10
ABC 17-12
WHITNEY HOUSTON 23-16
LOVERBOY 27-23
KQ93/Modesto, CA Bryan Casey
MR. MISTER
TINA TURNER
BILLY JOEL
FAMILY
Hottest:
DIRE STRAITS 2-1
MADONNA 9-7
STING 12-10
JOHN CAFFERTY 15-13
BRUCE SPRINGSTEEN 20-17
KCAO/Oxnard-Ventura, CA Randy Robbins
ARETHA FRANKLIN
JACK WAGNER
FIVE STAR
RENE & ANGELA
DEAD OR ALIVE
TINA TURNER
TA MARA & SEEN
JANE WIEDLIN
FAMILY
HOWARD JONES
BILLY JOEL
RAY PARKER
Hottest:
JOHN COUGAR 3-3
A-HA 6-4
MADONNA 10-6
BOWIE & JAGGER 11-7
JAN HAMMER 17-8
KQXR/Bakersfield, CA Doug DeRoos
TINA TURNER
MR. MISTER
BILLY JOEL
MARILLION
SCRITTI POLITTI
TA MARA & SEEN
JAN HAMMER 14-11
WHITNEY HOUSTON 29-22
STEVIE WONDER 30-23
THOMPSON TWINS 34-26
HEART 33-28
KF95/Boise, ID Doss/Gregory
ONJ
TINA TURNER
RAY PARKER
MR. MISTER (dp)
DAVID FOSTER (dp)
OMD (dp)
Hottest:
A-HA 2-1
WHITNEY HOUSTON 3-3
READY FOR THE WOR 4-4
JAN HAMMER 13-6
BOWIE & JAGGER 8-7
KIYS/Boise, ID Tom Evans
ONJ
RAY PARKER
TINA TURNER
COLLINS & MARTIN
BILLY JOEL
TALKING HEADS (dp)
Hottest:
DIRE STRAITS 1-1
DAVID FOSTER 4-2
READY FOR THE WOR 7-5
LOVERBOY 11-8
TEARS FOR FEARS 15-13
KIKX/Colorado Springs, CO John Dantzer
BILLY JOEL
COLLINS & MARTIN
TINA TURNER
JACK WAGNER (dp)
RAY PARKER (dp)
TOMMY SHAW (dp)
RATT (dp)
Hottest:
A-HA 7-1
READY FOR THE WOR 5-2
MADONNA 6-3
BOWIE & JAGGER 10-5
JAN HAMMER 12-8
KQ93/Modesto, CA Bryan Casey
MR. MISTER
TINA TURNER
BILLY JOEL
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DIRE STRAITS 2-1
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KCAO/Oxnard-Ventura, CA Randy Robbins
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JOHN COUGAR 3-3
A-HA 6-4
MADONNA 10-6
BOWIE & JAGGER 11-7
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KQXR/Bakersfield, CA Doug DeRoos
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KQ93/Modesto, CA Bryan Casey
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KCAO/Oxnard-Ventura, CA Randy Robbins
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READY FOR THE WOR 4-4
JAN HAMMER 13-6
BOWIE & JAGGER 8-7
KIYS/Boise, ID Tom Evans
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TINA TURNER
COLLINS & MARTIN
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RAY PARKER (dp)
TOMMY SHAW (dp)
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KCAO/Oxnard-Ventura, CA Randy Robbins
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BOWIE & JAGGER 11-7
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KQXR/Bakersfield, CA Doug DeRoos
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RAY PARKER (dp)
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RAY PARKER
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BOWIE & JAGGER 11-7
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KQXR/Bakersfield, CA Doug DeRoos
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JAN HAMMER 14-11
WHITNEY HOUSTON 29-22
STEVIE WONDER 30-23
THOMPSON TWINS 34-26
HEART 33-28
KF95/Boise, ID Doss/Gregory
ONJ
TINA TURNER
RAY PARKER
MR. MISTER (dp)
DAVID FOSTER (dp)
OMD (dp)
Hottest:
A-HA 2-1
WHITNEY HOUSTON 3-3
READY FOR THE WOR 4-4
JAN HAMMER 13-6
BOWIE & JAGGER 8-7
KIYS/Boise, ID Tom Evans
ONJ
RAY PARKER
TINA TURNER
COLLINS & MARTIN
BILLY JOEL
TALKING HEADS (dp)
Hottest:
DIRE STRAITS 1-1
DAVID FOSTER 4-2
READY FOR THE WOR 7-5
LOVERBOY 11-8
TEARS FOR FEARS 15-13
KIKX/Colorado Springs, CO John Dantzer
BILLY JOEL
COLLINS & MARTIN
TINA TURNER
JACK WAGNER (dp)
RAY PARKER (dp)
TOMMY SHAW (dp)
RATT (dp)
Hottest:
A-HA 7-1
READY FOR THE WOR 5-2
MADONNA 6-3
BOWIE & JAGGER 10-5
JAN HAMMER 12-8
KQ93/Modesto, CA Bryan Casey
MR. MISTER
TINA TURNER
BILLY JOEL
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DIRE STRAITS 2-1
MADONNA 9-7
STING 12-10
JOHN CAFFERTY 15-13
BRUCE SPRINGSTEEN 20-17
KCAO/Oxnard-Ventura, CA Randy Robbins
ARETHA FRANKLIN
JACK WAGNER
FIVE STAR
RENE & ANGELA
DEAD OR ALIVE
TINA TURNER
TA MARA & SEEN
JANE WIEDLIN
FAMILY
HOWARD JONES
BILLY JOEL
RAY PARKER
Hottest:
JOHN COUGAR 3-3
A-HA 6-4
MADONNA 10-6
BOWIE & JAGGER 11-7
JAN HAMMER 17-8
KQXR/Bakersfield, CA Doug DeRoos
TINA TURNER
MR. MISTER
BILLY JOEL
MARILLION
SCRITTI POLITTI
TA MARA & SEEN
JAN HAMMER 14-11
WHITNEY HOUSTON 29-22
STEVIE WONDER 30-23

PARALLELS

READY FOR THE WORLD Oh Sheila (MCA) LP: Ready For The World

Regional R 98 S 98 M 98 W 98	228/2	92%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 2
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BRUCE SPRINGSTEEN I'm Going Down (Columbia) LP: Born In The U.S.A.

Regional R 98 S 98 M 98 W 98	238/0	96%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 0
--	-------	-----	---

TEARS FOR FEARS Head Over Heels (Mercury/PG) LP: Songs From The Big Chair

Regional R 98 S 98 M 98 W 98	238/2	96%	National Summary UP 200 DEBITS 25 SAME 8 DOWN 3 ADD 2
--	-------	-----	---

THOMPSON TWINS Lay Your Hands On Me (Arista) LP: Here's To The Future

Regional R 98 S 98 M 98 W 98	216/15	87%	National Summary UP 88 DEBITS 52 SAME 61 DOWN 0 ADD 15
--	--------	-----	--

STARSHIP Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

Regional R 98 S 98 M 98 W 98	239/3	97%	National Summary UP 200 DEBITS 17 SAME 17 DOWN 0 ADD 3
--	-------	-----	--

TINA TURNER One Of The Living (Capitol) LP: Beyond Thunderdome Soundtrack

Regional R 98 S 98 M 98 W 98	153/153	62%	National Summary UP 224 DEBITS 0 SAME 0 DOWN 0 ADD 153
--	---------	-----	--

SCRITTI POLITI Perfect Way (WB) LP: Cupid & Psyche 85

Regional R 98 S 98 M 98 W 98	209/14	85%	National Summary UP 139 DEBITS 33 SAME 23 DOWN 0 ADD 14
--	--------	-----	---

STEVIE WONDER Part-Time Lover (TamlaMotown) LP: In Square Circle

Regional R 98 S 98 M 98 W 98	242/7	98%	National Summary UP 224 DEBITS 3 SAME 0 DOWN 0 ADD 7
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PAUL YOUNG I'm Gonna Tear Your... (Columbia) LP: The Secret of Association

Regional R 98 S 98 M 98 W 98	222/10	90%	National Summary UP 167 DEBITS 24 SAME 26 DOWN 1 ADD 10
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BRUCE SPRINGSTEEN I'm Going Down (Columbia) LP: Born In The U.S.A.

Regional R 98 S 98 M 98 W 98	238/0	96%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 0
--	-------	-----	---

TEARS FOR FEARS Head Over Heels (Mercury/PG) LP: Songs From The Big Chair

Regional R 98 S 98 M 98 W 98	238/2	96%	National Summary UP 200 DEBITS 25 SAME 8 DOWN 3 ADD 2
--	-------	-----	---

THOMPSON TWINS Lay Your Hands On Me (Arista) LP: Here's To The Future

Regional R 98 S 98 M 98 W 98	216/15	87%	National Summary UP 88 DEBITS 52 SAME 61 DOWN 0 ADD 15
--	--------	-----	--

STARSHIP Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

Regional R 98 S 98 M 98 W 98	239/3	97%	National Summary UP 200 DEBITS 17 SAME 17 DOWN 0 ADD 3
--	-------	-----	--

TINA TURNER One Of The Living (Capitol) LP: Beyond Thunderdome Soundtrack

Regional R 98 S 98 M 98 W 98	153/153	62%	National Summary UP 224 DEBITS 0 SAME 0 DOWN 0 ADD 153
--	---------	-----	--

SCRITTI POLITI Perfect Way (WB) LP: Cupid & Psyche 85

Regional R 98 S 98 M 98 W 98	209/14	85%	National Summary UP 139 DEBITS 33 SAME 23 DOWN 0 ADD 14
--	--------	-----	---

STEVIE WONDER Part-Time Lover (TamlaMotown) LP: In Square Circle

Regional R 98 S 98 M 98 W 98	242/7	98%	National Summary UP 224 DEBITS 3 SAME 0 DOWN 0 ADD 7
--	-------	-----	--

BRUCE SPRINGSTEEN I'm Going Down (Columbia) LP: Born In The U.S.A.

Regional R 98 S 98 M 98 W 98	238/0	96%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 0
--	-------	-----	---

TEARS FOR FEARS Head Over Heels (Mercury/PG) LP: Songs From The Big Chair

Regional R 98 S 98 M 98 W 98	238/2	96%	National Summary UP 200 DEBITS 25 SAME 8 DOWN 3 ADD 2
--	-------	-----	---

THOMPSON TWINS Lay Your Hands On Me (Arista) LP: Here's To The Future

Regional R 98 S 98 M 98 W 98	216/15	87%	National Summary UP 88 DEBITS 52 SAME 61 DOWN 0 ADD 15
--	--------	-----	--

STARSHIP Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

Regional R 98 S 98 M 98 W 98	239/3	97%	National Summary UP 200 DEBITS 17 SAME 17 DOWN 0 ADD 3
--	-------	-----	--

TINA TURNER One Of The Living (Capitol) LP: Beyond Thunderdome Soundtrack

Regional R 98 S 98 M 98 W 98	153/153	62%	National Summary UP 224 DEBITS 0 SAME 0 DOWN 0 ADD 153
--	---------	-----	--

SCRITTI POLITI Perfect Way (WB) LP: Cupid & Psyche 85

Regional R 98 S 98 M 98 W 98	209/14	85%	National Summary UP 139 DEBITS 33 SAME 23 DOWN 0 ADD 14
--	--------	-----	---

STEVIE WONDER Part-Time Lover (TamlaMotown) LP: In Square Circle

Regional R 98 S 98 M 98 W 98	242/7	98%	National Summary UP 224 DEBITS 3 SAME 0 DOWN 0 ADD 7
--	-------	-----	--

BRUCE SPRINGSTEEN I'm Going Down (Columbia) LP: Born In The U.S.A.

Regional R 98 S 98 M 98 W 98	238/0	96%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 0
--	-------	-----	---

TEARS FOR FEARS Head Over Heels (Mercury/PG) LP: Songs From The Big Chair

Regional R 98 S 98 M 98 W 98	238/2	96%	National Summary UP 200 DEBITS 25 SAME 8 DOWN 3 ADD 2
--	-------	-----	---

THOMPSON TWINS Lay Your Hands On Me (Arista) LP: Here's To The Future

Regional R 98 S 98 M 98 W 98	216/15	87%	National Summary UP 88 DEBITS 52 SAME 61 DOWN 0 ADD 15
--	--------	-----	--

STARSHIP Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

Regional R 98 S 98 M 98 W 98	239/3	97%	National Summary UP 200 DEBITS 17 SAME 17 DOWN 0 ADD 3
--	-------	-----	--

TINA TURNER One Of The Living (Capitol) LP: Beyond Thunderdome Soundtrack

Regional R 98 S 98 M 98 W 98	153/153	62%	National Summary UP 224 DEBITS 0 SAME 0 DOWN 0 ADD 153
--	---------	-----	--

SCRITTI POLITI Perfect Way (WB) LP: Cupid & Psyche 85

Regional R 98 S 98 M 98 W 98	209/14	85%	National Summary UP 139 DEBITS 33 SAME 23 DOWN 0 ADD 14
--	--------	-----	---

STEVIE WONDER Part-Time Lover (TamlaMotown) LP: In Square Circle

Regional R 98 S 98 M 98 W 98	242/7	98%	National Summary UP 224 DEBITS 3 SAME 0 DOWN 0 ADD 7
--	-------	-----	--

BRUCE SPRINGSTEEN I'm Going Down (Columbia) LP: Born In The U.S.A.

Regional R 98 S 98 M 98 W 98	238/0	96%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 0
--	-------	-----	---

TEARS FOR FEARS Head Over Heels (Mercury/PG) LP: Songs From The Big Chair

Regional R 98 S 98 M 98 W 98	238/2	96%	National Summary UP 200 DEBITS 25 SAME 8 DOWN 3 ADD 2
--	-------	-----	---

THOMPSON TWINS Lay Your Hands On Me (Arista) LP: Here's To The Future

Regional R 98 S 98 M 98 W 98	216/15	87%	National Summary UP 88 DEBITS 52 SAME 61 DOWN 0 ADD 15
--	--------	-----	--

STARSHIP Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

Regional R 98 S 98 M 98 W 98	239/3	97%	National Summary UP 200 DEBITS 17 SAME 17 DOWN 0 ADD 3
--	-------	-----	--

TINA TURNER One Of The Living (Capitol) LP: Beyond Thunderdome Soundtrack

Regional R 98 S 98 M 98 W 98	153/153	62%	National Summary UP 224 DEBITS 0 SAME 0 DOWN 0 ADD 153
--	---------	-----	--

SCRITTI POLITI Perfect Way (WB) LP: Cupid & Psyche 85

Regional R 98 S 98 M 98 W 98	209/14	85%	National Summary UP 139 DEBITS 33 SAME 23 DOWN 0 ADD 14
--	--------	-----	---

STEVIE WONDER Part-Time Lover (TamlaMotown) LP: In Square Circle

Regional R 98 S 98 M 98 W 98	242/7	98%	National Summary UP 224 DEBITS 3 SAME 0 DOWN 0 ADD 7
--	-------	-----	--

BRUCE SPRINGSTEEN I'm Going Down (Columbia) LP: Born In The U.S.A.

Regional R 98 S 98 M 98 W 98	238/0	96%	National Summary UP 200 DEBITS 9 SAME 23 DOWN 0 ADD 0
--	-------	-----	---

TEARS FOR FEARS Head Over Heels (Mercury/PG) LP: Songs From The Big Chair

Regional R 98 S 98 M 98 W 98	238/2	96%	National Summary UP 200 DEBITS 25 SAME 8 DOWN 3 ADD 2
--	-------	-----	---

THOMPSON TWINS Lay Your Hands On Me (Arista) LP: Here's To The Future

Regional R 98 S 98 M 98 W 98	216/15	87%	National Summary UP 88 DEBITS 52 SAME 61 DOWN 0 ADD 15
--	--------	-----	--

STARSHIP Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

Regional R 98 S 98 M 98 W 98	239/3	97%	National Summary UP 200 DEBITS 17 SAME 17 DOWN 0 ADD 3
--	-------	-----	--

TINA TURNER One Of The Living (Capitol) LP: Beyond Thunderdome Soundtrack

Regional R 98 S 98 M 98 W 98	153/153	62%	National Summary UP 224 DEBITS 0 SAME 0 DOWN 0 ADD 153
--	---------	-----	--

SCRITTI POLITI Perfect Way (WB) LP: Cupid & Psyche 85

Regional R 98 S 98 M 98 W 98	209/14	85%	National Summary UP 139 DEBITS 33 SAME 23 DOWN 0 ADD 14
--	--------	-----	---

STEVIE WONDER Part-Time Lover (TamlaMotown) LP: In Square Circle

Regional R 98 S 98 M 98 W 98	242/7	98%	National Summary UP 224 DEBITS 3 SAME 0 DOWN 0 ADD 7
--	-------	-----	--

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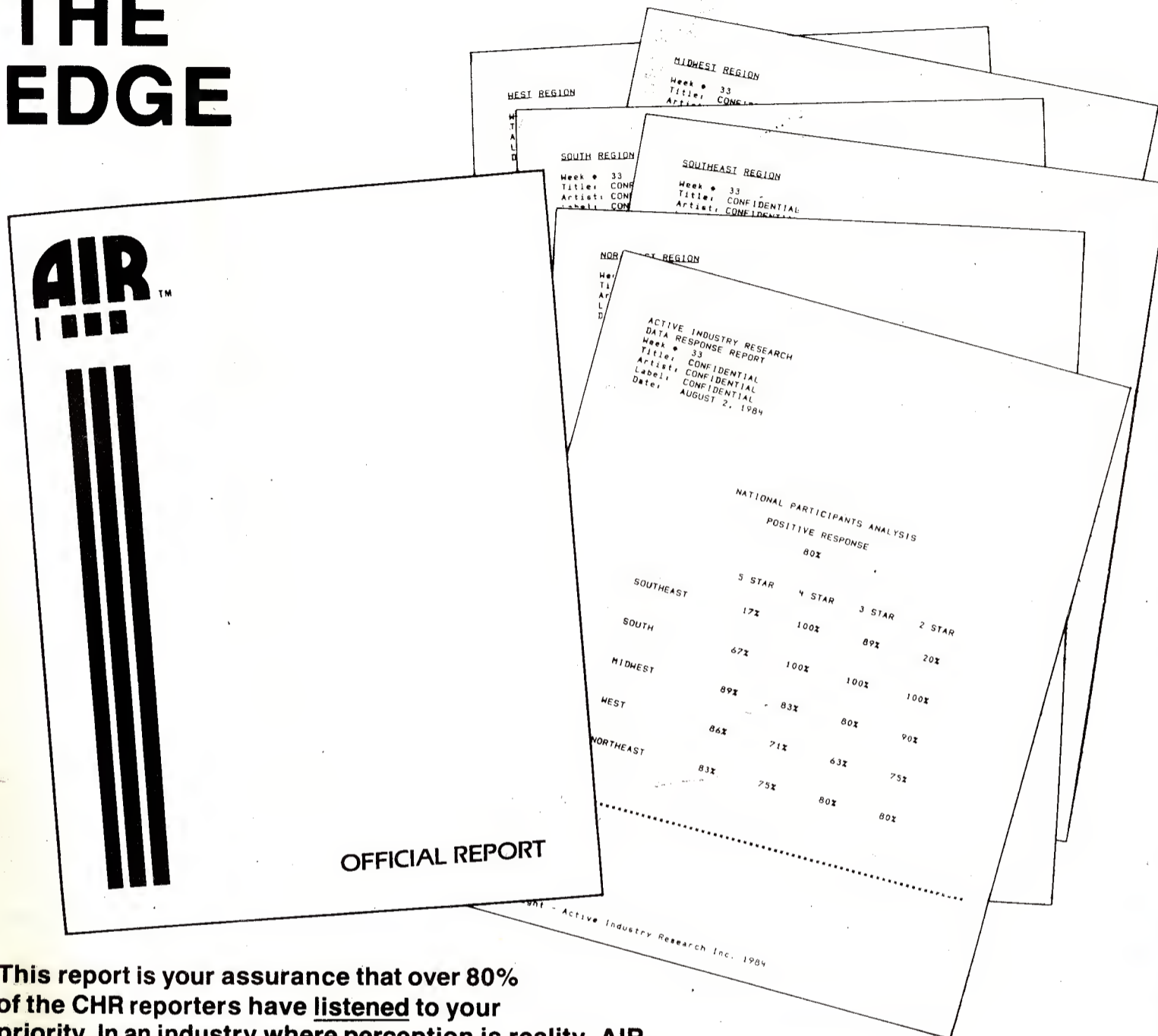
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R&R Radio & Records

R&R FRIDAY, SEPTEMBER 27, 1985/83

THE EDGE



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WEEK # 11

AIR Priorities

WEEK # 11

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. Deadline for CHR response is 6pm, Wednesday, October 2, 1985.

TITLE	ARTIST	LABEL
THE OAK TREE	MORRIS DAY	WB
SOMEONE'S GONNA LOVE ME TONITE	DELTA	MCA
I'LL BE THERE	KENNY LOGGINS	COLUMBIA
OBJECT OF MY DESIRE	STARPOINT	ELEKTRA
SHOULDN'T DO THAT	KAJA	EMI AMERICA

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

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CONTEMPORARY HIT RADIO

BREAKERS

ARETHA FRANKLIN

Who's Zoomin' Who? (Arista)

75% of our reporters playing it. Moves: Up 17, Debuts 59, Same 56, Down 0, Adds 53 including K106, KTKS, 92X, WHYT, KHTR, KZZP, KMEL. See Parallels, debuts at number 40 on the CHR chart.

OMD

So In Love (Virgin/A&M)

64% of our reporters playing it. Moves: Up 32, Debuts 35, Same 54, Down 0, Adds 37 including WBLI, KAFM, KRBE, B97, WQUE-FM, WLS-FM, KITS. Complete airplay in Parallels.

TINA TURNER

One Of The Living (Capitol)

62% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 153 including B104, B94, Y100, Q105, WMMS, WZUU, KPLUS. Complete airplay in Parallels.

PHIL COLLINS & MARILYN MARTIN

(Love Theme From "White Nights")

Separate Lives (Atlantic)

61% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 150 including WNYS, WAVA, Z93, 93FM, B96, KIIS-FM, KWSS. Complete airplay in Parallels.

FREDDIE JACKSON

You Are My Lady (Capitol)

60% of our reporters playing it. Moves: Up 56, Debuts 37, Same 33, Down 0, Adds 21 including Q107, KAFM, WNVZ, KBEQ, ZZ99, KKRZ, KITS. See Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

DAVID FOSTER "Love Theme From 'St. Elmo's Fire'" (Atlantic) 131/21

Moves: Up 58, Debuts 21, Same 31, Down 0, Adds 21 including WNVZ, KKRZ, KMJK, KWOD, KXX106, KX104, Z104, KF95, KZZU, WQID, WCIL-FM, KBIM, B94 17-13, KS103 32-15.

MR. MISTER "Broken Wings" (RCA) 130/62

Moves: Up 11, Debuts 31, Same 26, Down 0, Adds 62 including B104, WKSE, WNYS, WAVA, 93FM, Q105, WLS, WLS-FM, WGCL, 92X, Q103, KOPA, KAFM 33-23, KIIS-FM d-33, KMJK 32-27.

CHEAP TRICK "Tonight It's You" (Epic) 116/10

Moves: Up 45, Debuts 10, Same 51, Down 0, Adds 10, WXKS-FM, KHFI, WHYY-FM, KBFM, KTUX, WVIC, KJ103, KKRZ, KSDN, WYKS, KRBE 38-29, WGCL 29-25, K104 10-7, KIKX 40-36, OK100 15-8.

OINGO BOINGO "Weird Science" (MCA) 112/20

Moves: Up 36, Debuts 14, Same 42, Down 0, Adds 20 including CKOI, PRO-FM, KAFM, KWOD, Z106, WCKN, WKAU, WRQC, KIK, KZIO, KJ103, KKL5-FM, Z93 32-27, WQUE-FM 26-16, KIIS-FM 8-7.

BILLY JOEL "The Night Is Still Young" (Columbia) 90/90

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 90 including WHIT, WBEN-FM, WKSE, WPHD, WBLI, WCAU-FM, PRO-FM, WQUE-FM, WZUU, KPLUS, KUBE, WSSX, WGAN, KFMW.

HOWARD JONES "Like To Get To Know You Well" (Elektra) 82/38

Moves: Up 4, Debuts 12, Same 28, Down 0, Adds 38 including WBEN-FM, WKSE, WCAU-FM, PRO-FM, Y100, WGCL, WHYT, KKRZ, KMEL, KPLUS 36-31, WTIC-FM 32-28, KIKX 37-27.

RAY PARKER JR. "Girls Are More Fun" (Arista) 81/81

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 81 including WXKS-FM, WKSE, WNYS, WBLI, CKGM, CKOI, CFTR, CHUM, WQUE-FM, WZUU, KPLUS, KUBE, WSSX, WGAN, KFMW.

ROGER DALTRY "After The Fire" (Atlantic) 77/9

Moves: Up 12, Debuts 9, Same 47, Down 0, Adds 9, WXKS-FM, PRO-FM, KWK, KTUX, Z104, KQMQ, KFIV, KRQ, WGUY, WMMS 38-35, WPST 34-30, WRCK 40-34, WRNO 39-35, WIKZ 40-33, WBWB 33-25.

EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 77/5

Moves: Up 39, Debuts 4, Same 29, Down 0, Adds 5, KITS, K104, OK100, 95XIL, WQID, WKSE 35-28, WCAU-FM 39-33, 94Q 29-22, WCZY 33-8, KMEL 21-17, WKRZ-FM 40-34, KZZB 39-31, WRQC 38-32, WKHI 40-35, WXLK 24-18.

SCRITTI POLITTI "Perfect Way" (WB) 75/20

Moves: Up 23, Debuts 9, Same 23, Down 0, Adds 20 including WKSE, WPHD, CKOI, KRBE, WMMS, KBEQ, WKRZ-FM, KIK, KQXR, WFBG, KCMQ, WCAU-FM 40-34, KKRZ 13-10, KPLUS 20-15.

OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 74/74

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 74 including WHIT, WXKS-FM, PRO-FM, WAVA, 94Q, Z93, B96, WLS-FM, Q103, KIIS-FM, KZZP, KMJK, FM102, KS103, KUBE.

CHEECH & CHONG "Born In East L.A." (MCA) 72/11

Moves: Up 13, Debuts 13, Same 35, Down 0, Adds 11, Z93, KTKS, Y100, KBEQ, FM102, KMEL, WRVQ, KTUX, KFIV, KPOP, Z102, KIIS-FM 3-1, KS103 29-11, KAMZ 24-8.

HUEY LEWIS & THE NEWS "Back In Time" (Chrysalis) 68/13

Moves: Up 28, Debuts 8, Same 18, Down 1, Adds 13, CKGM, CFTR, Q102, WVSR, KZFM, KX104, WRQC, WQID, KWTO-FM, WDBR, KFMW, KGOT, OK95, KTKS 38-30, WABB-FM 9-5.

9.9 "All Of Me For All Of You" (RCA) 65/9

Moves: Up 28, Debuts 5, Same 23, Down 0, Adds 9, KZFM, WLRS, KTUX, WRQN, KQMQ, KSKD, WKSF, WYKS, WBWB, Z93 22-13, I95 25-19, Y100 15-11, R1104 30-25, Z104 33-29, WGAN 33-20.

KATE BUSH "Running Up That Hill" (EMI America) 54/12

Moves: Up 8, Debuts 10, Same 24, Down 0, Adds 12, CKGM, WGCL, KPLUS, KXX106, WOKI, WRNO, KTFM, WRQN, WKSF, WJAD, KHTR, WXKS-FM 34-29, WERZ 40-34, WZLD 40-34.

MOST ADDED

TINA TURNER (153)
One Of The Living (Capitol)
P. COLLINS & M. MARTIN (150)
Separate Lives... (Atlantic)
BILLY JOEL (90)
The Night Is Still Young (Columbia)
RAY PARKER (81)
Girls Are More Fun (Arista)
OLIVIA NEWTON-JOHN (74)
Soul Kiss (MCA)

HOTTEST

A-HA (155)
Take On Me (WB)
DIRE STRAITS (154)
Money For Nothing (WB)
READY FOR THE WORLD (129)
Oh Sheila (MCA)
JAN HAMMER (93)
Miami Vice Theme (MCA)
MADONNA (87)
Dress You Up (Sire/WB)

SIGNIFICANT ACTION

MAURICE WHITE "Stand By Me" (Columbia) 47/10

Moves: Up 12, Debuts 12, Same 13, Down 0, Adds 10, WPHD, WTIC-FM, WKFR, WHOT, WCKN, KBFM, KTFM, KTUX, Z98, WVBS, 94Q 31-25, Z93 23-18, WANS-FM 36-33, WRVQ 22-19, KNOE-FM 40-35.

DEAD OR ALIVE "Lover Come Back To Me" (Epic) 40/6

Moves: Up 5, Debuts 3, Same 26, Down 0, Adds 6, KIIS-FM, KS103, WPST, WOKI, KCAQ, KZOZ, WKSE on, I95 on, KPLUS 37-32, WTLQ 39-32, WRQN on, KIKX 38-33, KSKD d-38, KCPX 32-30, KGOT 35-32, OK95 d-38.

JANE WIEDLIN "Blue Kiss" (IRS/MCA) 40/5

Moves: Up 1, Debuts 7, Same 27, Down 0, Adds 5, CHUM, ZZ99, KIIS-FM, WKFR, KCAQ, WPHD 39-38, WRSR on, WPST d-39, KZZB d-40, WFMI on, KTUX d-40, KO93 d-35, KSKD d-39, WFXZ d-29, WBWB d-40.

GINO VANSELLI "Hurts To Be In Love" (CBS Associated) 39/7

Moves: Up 11, Debuts 2, Same 19, Down 0, Adds 7, B94, WHYT, Q103, KZZB, WZLD, Q101, KBIM, CKGM 28-25, CKOI 30-26, CFTR 24-21, CHUM 23-18, WMMS 39-34, KTFM 28-25, KPOP 37-34, KNOE-FM 39-34.

KLYMAXX "I Miss You" (Constellation/MCA) 37/12

Moves: Up 12, Debuts 4, Same 9, Down 0, Adds 12, B104, WAVA, 94Q, WRSR, Z106, WROQ, WZLD, WABB-FM, WRVQ, KSKD, WFXZ, Z102, WCAU-FM 13-7, B97 30-16, KITS 27-15, WPST 39-27.

TALKING HEADS "And She Was" (Sire/WB) 37/8

Moves: Up 9, Debuts 6, Same 13, Down 1, Adds 8, WMMS, Q100, WSPK, KIYS, WFBG, WVBS, KCMQ, KGOT, 92X 34-29, WRCK 25-35, WKZL 38-33, 95XXX 26-20, WHSL 39-33, WCIL-FM 30-26, OK95 38-32.

MARILLION "Kayleigh" (Capitol) 35/19

Moves: Up 0, Debuts 2, Same 14, Down 0, Adds 19 including WERZ, WZLD, WANS-FM, WOKI, KIK, WRQN, KKRZ, WHOT, KQXR, KBOS, WGUY, 95XXX, WPHD on, CKOI on, WMMS d-40.

TOMMY SHAW "Remo's Theme (What If)" (A&M) 30/14

Moves: Up 0, Debuts 1, Same 15, Down 0, Adds 14 including KAFM, WERZ, WSPK, WRCK, WRNO, KIKX, WGUY, WGAN, WKSF, WJAD, WCIL-FM, OK95, WKEE on, WFMI on, KEYN-FM on, WBNQ d-31.

JENNIFER HOLLIDAY "Hard Times For Lovers" (Geffen) 28/6

Moves: Up 7, Debuts 6, Same 9, Down 0, Adds 6, KMJK, WTLQ, KZZB, KXX106, KTUX, KWNZ, WKSE 30-23, CKOI d-39, I95 d-36, Y100 33-31, WHYT d-35, FM102 12-9, WNOK-FM 21-18, WANS-FM 38-35, KMGX 38-36, Q104 29-26.

RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 26/14

Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 14 including WXKS-FM, WCAU-FM, WHYT, FM102, Q100, WKRZ-FM, WNOK-FM, KTFM, KTUX, WRQC, WHOT, KCAQ, KDON-FM, WKSE 18-15, WCZY d-38.

GO WEST "Eye To Eye" (Chrysalis) 24/12

Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 12, WCAU-FM, Q100, WTLQ, WBBQ, WZLD, WRQN, KFIV, Q104, WZYP, Q101, WBWB, KBIM, KMJK d-31, FM102 21-19, KMEL 31-26.

STARPOINT "Object Of My Desire" (Elektra) 23/7

Moves: Up 2, Debuts 4, Same 10, Down 0, Adds 7, WNYS, WPLJ, Z100, R1104, WNOK-FM, KAMZ, WKHI, WKSE 20-17, WCAU-FM d-35, I95 on, WHYT on, FM102 on, Q100 d-40, WTLQ d-36, KTUX d-37, KMGX 30-22.

FAMILY "The Screams Of Passion" (WB) 23/6

Moves: Up 10, Debuts 2, Same 5, Down 0, Adds 6, Z93, 93Q, KO93, KCAQ, WCGQ, WZYP, WKSE 11-8, WCZY 24-14, WHYT 33-19, FM102 15-12, WBBQ d-27, WNOK-FM 39-37, KAMZ 16-13, KTFM d-30, OK100 33-1, Z102 34-31.

FIVE STAR "All Fall Down" (RCA) 22/5

Moves: Up 5, Debuts 5, Same 6, Down 1, Adds 5, KIIS-FM, BJ105, Y106, KTFM, KCAQ, WKSE d-37, CKOI d-40, I95 27-18, Y100 25-20, WCZY d-33, WHYT 34-25, FM102 28-24, KMEL 23-18, KTUX d-38, KMGX d-39.

EDDIE MURPHY "Party All The Time" (Columbia) 21/7

Moves: Up 2, Debuts 4, Same 8, Down 0, Adds 7, KEGL, WCZY, FM102, KEZB, WRVQ, WJAD, OK95, WXKS-FM on, WKSE 29-20, 94Q d-34, WRSR d-37, WHYT d-31, KTUX 39-33, WOMP-FM on, WVBS d-38.

DIANA ROSS "Eaten Alive" (RCA) 20/1

Moves: Up 3, Debuts 1, Same 15, Down 0, Adds 1, CKGM, WXKS-FM on, CKOI on, B94 30-27, CFTR on, I95 22-20, Y100 on, KMJK 33-30, FM102 on, WTLQ d-35, WFMI on, KTUX on, KQKQ on, KCAQ on, KSKD on-dp.

OUTFIELD "Say It Isn't So" (Columbia) 19/1

Moves: Up 2, Debuts 1, Same 15, Down 0, Adds 1, WANS-FM, Q100 on, K104 on, WERZ on-dp, WRCK on, WTLQ on, WZLD on, 95XXX 5-4, WFXZ d-38, WHSL on, WDBR on-dp, KGOT on, OK95 32-29.

SAGA "What Do I Know" (Portrait/CBS) 14/2

Moves: Up 2, Debuts 0, Same 10, Down 0, Adds 2, WVSR, KFIV, WPHD on, CKGM on, CFTR on, WGCL on, WMMS on-dp, WRCK on, WFMI on, WKDD 39-38, WGRD 35-31, WHSL on, WDBR on.

KENNY LOGGINS "I'll Be There" (Columbia) 14/2

Moves: Up 0, Debuts 1, Same 11, Down 0, Adds 2, WKDD, WDBR, KAFM on, WANS-FM on, WRQC on, WKFR on, KF95 d-35, KSKD on-dp, KRQ on, WKSF on-dp, KISR on, KGOT on, OK95 on.

RATT "You're In Love" (Atlantic) 12/5

Moves: Up 1, Debuts 0, Same 6, Down 0, Adds 5, WMMS, WERZ, KIKX, WGUY, WGAN, K104 on-dp, WRCK on-dp, WRNO on, WZON on-dp, WOMP-FM on-dp, WHSL on-dp, OK95 39-36.

SIMPLY RED "Money\$ Too Tight (To Mention)" (Elektra) 11/1

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 1, Y94, CKGM on, CKOI on, Q100 on, KTFM on, WHSL on, WBWB on, KKL5-FM on, KKRC on-dp, WDBR d-38.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 80

Adds & Hots Begin on Page 78

P-1 Playlists Begin on Page 75

DRIVING THEM WILD ALL OVER!



AAEOAAAAEEEEEOOOOAAAAEEEEEOOOOAAAA
AAEOAAAAEEEEEOOOOAAAAEEEEEOOOOAAAA

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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
2	1	1	1 DIRE STRAITS/Money For Nothing (WB)
11	8	3	2 A-HA/Take On Me (WB)
9	4	2	3 MADONNA/Dress You Up (Sire/WB)
16	12	7	4 READY FOR THE WORLD/Oh Sheila (MCA)
14	11	8	5 JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/PG)
19	15	10	6 WHITNEY HOUSTON/Saving All My Love For You (Arista)
5	5	5	7 KOOL & THE GANG/Cherish (De-Lite/PG)
20	14	11	8 DAVID BOWIE & MICK JAGGER/Dancing In The Street (EMI America)
31	19	13	9 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
22	17	12	10 STING/Fortress Around Your Heart (A&M)
33	24	15	11 BRUCE SPRINGSTEEN/I'm Goin' Down (Columbia)
—	31	21	12 JAN HAMMER/Miami Vice Theme (MCA)
3	2	4	13 PHIL COLLINS/Don't Lose My Number (Atlantic)
7	6	6	14 WHAM!/Freedom (Columbia)
—	34	24	15 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
21	18	16	16 GODLEY & CREME/Cry (Polydor/PG)
1	3	9	17 JOHN PARR/St. Elmo's Fire (Atlantic)
32	26	22	18 LOVERBOY/Lovin' Every Minute Of It (Columbia)
23	20	18	19 JOHN CAFFERTY/C-I-T-Y (Scotti Bros./CBS)
40	35	25	20 DON HENLEY/Sunset Grill (Geffen)
—	36	28	21 PAUL YOUNG/I'm Gonna Tear Your Playhouse Down (Columbia)
—	—	30	22 BRYAN ADAMS/One Night Love Affair (A&M)
38	32	29	23 NIGHT RANGER/Four In The Morning (I Can't...) (Camel/MCA)
36	30	27	24 DARYL HALL & JOHN OATES/The Way You Do The Things You Do (RCA)
—	—	34	25 STARSHIP/We Built This City (Grunt/RCA)
—	—	38	26 GLENN FREY/You Belong To The City (MCA)
—	40	31	27 ABC/Be Near Me (Mercury/PG)
6	7	14	28 PRINCE/Pop Life (WB)
8	10	19	29 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
4	9	17	30 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
—	—	39	31 HOOTERS/And We Danced (Columbia)
13	13	20	32 POINTER SISTERS/Dare Me (RCA)
—	—	40	33 POWER STATION/Communication (Capitol)
26	23	23	34 JOHN WAITE/Every Step Of The Way (EMI America)
DEBUT	▶	35	THOMPSON TWINS/Lay Your Hands On Me (Arista)
DEBUT	▶	36	HEART/Never (Capitol)
DEBUT	▶	37	COREY HART/Boy In The Box (EMI America)
BREAKER	▶	38	FREDDIE JACKSON/You Are My Lady (Capitol)
10	16	25	39 PAT BENATAR/Invincible (Chrysalis)
BREAKER	▶	40	ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)

N&A Begins on Page 86

ADULT CONTEMPORARY

5	2	1	1 WHITNEY HOUSTON/Saving All My Love For You (Arista)
19	8	3	2 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
1	1	2	3 KOOL & THE GANG/Cherish (De-Lite/PG)
9	6	5	4 MICHAEL FRANKS/Your Secret's Safe With Me (WB)
12	9	8	5 COMMODORES/Janet (Motown)
4	4	4	6 WHAM!/Freedom (Columbia)
17	12	10	7 GODLEY & CREME/Cry (Polydor/PG)
—	22	14	8 A-HA/Take On Me (WB)
3	5	7	9 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
7	7	9	10 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
2	3	6	11 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
15	14	12	12 AIR SUPPLY/The Power Of Love (You Are My Lady) (Arista)
14	11	11	13 HOWARD JONES/Life In One Day (Elektra)
—	24	21	14 DAVID FOSTER/Love Theme From "St Elmo's Fire" (Atlantic)
—	—	23	15 GINO VANNELLI/Hurts To Be In Love (CBS Associated)
—	23	19	16 DARYL HALL & JOHN OATES/The Way You Do The Things You Do (RCA)
22	20	17	17 JOHN PARR/St. Elmo's Fire (Atlantic)
13	13	13	18 NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
18	17	15	19 MICHAEL McDONALD/No Lookin' Back (WB)
BREAKER	▶	20	MAURICE WHITE/Stand By Me (Columbia)
DEBUT	▶	21	TEARS FOR FEARS/Head Over Heels (Mercury/PG)
8	10	16	22 COREY HART/Never Surrender (EMI America)
23	21	20	23 MOTELS/Shame (Capitol)
6	16	18	24 BILLY OCEAN/Mystery Lady (Jive/Arista)
10	15	22	25 RONNIE MILSAP/Lost In The 50s (RCA)

N&A Begins on Page 66

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
13	7	3	1 STARSHIP/We Built This City (Grunt/RCA)
1	1	1	2 JOHN C. MELLENCAMP/Lonely Ol' Night (Riva/PG)
43	21	13	3 GLENN FREY/You Belong To The City (MCA)
5	4	2	4 LOVERBOY/Lovin' Every Minute Of It (Columbia)
8	6	5	5 HOOTERS/And We Danced (Columbia)
25	14	8	6 ROGER DALTRY/After The Fire (Atlantic)
12	9	7	7 DIRE STRAITS/One World (WB)
18	18	12	8 MR. MISTER/Broken Wings (RCA)
19	13	11	9 BRYAN ADAMS/One Night Love Affair (A&M)
30	22	16	10 HEART/Never (Capitol)
11	10	10	11 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
3	3	4	12 STING/Fortress Around Your Heart (A&M)
15	15	14	13 MARILLION/Kayleigh (Capitol)
16	8	6	14 BRUCE SPRINGSTEEN/I'm Goin' Down (Columbia)
29	23	17	15 JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)
—	38	23	16 THOMPSON TWINS/Lay Your Hands On Me (Arista)
28	26	21	17 OUTFIELD/Say It Isn't So (Columbia)
BREAKER	▶	18	JOHN C. MELLENCAMP/Small Town (Riva/PG)
31	29	26	19 R.E.M./Driver 8 (IRS/MCA)
BREAKER	▶	20	STEVIE RAY VAUGHAN & DOUBLE.../Look At Little Sister (Epic)
20	20	20	21 SAGA/What Do I Know? (Portrait/CBS)
14	16	19	22 NIGHT RANGER/Four In The Morning (Camel/MCA)
BREAKER	▶	23	NICK LOWE & HIS COWBOY OUTFIT/I Knew The Bride... (Col.)
4	5	15	24 HUEY LEWIS & THE NEWS/Back In Time (Chrysalis)
2	2	9	25 D. BOWIE & M. JAGGER/Dancing In The Street (EMI America)
9	12	18	26 CHEAP TRICK/Tonight It's You (Epic)
39	35	31	27 MICHAEL McDONALD/Bad Times (WB)
59	42	38	28 JAN HAMMER/Miami Vice Theme (MCA)
45	39	36	29 JON BUTCHER AXIS/Stop (Capitol)
55	41	39	30 STING/Love On The Seventh Wave (A&M)

Complete Tracks Chart
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BLACK/URBAN

5	1	1	1 FREDDIE JACKSON/You Are My Lady (Capitol)
8	3	2	2 BOBBY WOMACK/I Wish He Didn't Trust Me So Much (MCA)
28	12	3	3 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
15	11	7	4 MAURICE WHITE/Stand By Me (Columbia)
12	7	5	5 FAMILY/The Screams Of Passion (WB)
27	18	12	6 CAMEO/Single Life (Atl. Art./PG)
9	9	8	7 STARPOINT/Object Of My Desire (Elektra)
26	20	11	8 RENE & ANGELA/I'll Be Good (Mercury/PG)
7	6	6	9 ANDRE CYMONE/Dance Electric (Columbia)
1	2	4	10 READY FOR THE WORLD/Oh Sheila (MCA)
22	19	13	11 JENNIFER HOLLIDAY/Hard Times For Lovers (Geffen)
—	31	22	12 MORRIS DAY/The Oak Tree (WB)
29	22	18	13 ATLANTIC STARR/Silver Shadow (A&M)
18	17	15	14 FIVE STAR/All Fall Down (RCA)
—	40	26	15 ARETHA FRANKLIN/Who's Zoomin' Who (Arista)
13	10	10	16 KLYMAXX/I Miss You (Constellation/MCA)
33	28	21	17 CHARLIE SINGLETON/Make Your Move On Me Baby (Arista)
—	39	23	18 EL DeBARGE w/DeBARGE/You Wear It Well (Gordy/Motown)
30	25	24	19 O'JAYS/Just Another Lonely Night (PIR/Manhattan)
23	23	20	20 HOWARD JOHNSON/Stand Up (A&M)
6	5	9	21 POINTER SISTERS/Dare Me (RCA)
35	30	27	22 COLONEL ABRAMS/Trapped (MCA)
16	16	16	23 BAR-KAYS/Your Place Or Mine (Mercury/PG)
37	34	29	24 DOUG E. FRESH/The Show (Reality/Fantasy)
—	—	33	25 TA MARA & THE SEEN/Everybody Dance (A&M)
40	37	30	26 DURELL COLEMAN/Somebody Took My Love (Island)
36	33	31	27 PEABO BRYSON/There's Nothin' Out There (Elektra)
3	8	17	28 WHITNEY HOUSTON/Saving All My Love For You (Arista)
38	35	32	29 CARL CARLTON/Private Property (Casablanca/PG)
—	—	39	30 MAZE I/FRANKIE BEVERLY/I Want To Feel I'm Wanted (Capitol)
—	—	38	31 CHAKA KHAN/(Krush Groove) Can't Stop The Street (WB)
2	4	19	32 KOOL & THE GANG/Cherish (De-Lite/PG)
14	14	14	33 DAZZ BAND/Hot Spot (Motown)
—	—	40	34 DENNIS EDWARDS/Coolin' Out (Gordy/Motown)
DEBUT	▶	35	EDDIE MURPHY/Party All The Time (Columbia)
BREAKER	▶	36	DIANA ROSS/Eaten Alive (RCA)
DEBUT	▶	37	DARYL HALL & JOHN OATES/The Way You Do The Things... (RCA)
BREAKER	▶	38	ISLEY/JASPER/ISLEY/Caravan Of Love (CBS Associated)
11	15	25	39 9.9/All Of Me For All Of You (RCA)
DEBUT	▶	40	STAPLE SINGERS/Are You Ready (Private I/CBS)

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