

**I N S I D E :**

**FIRST SUMMER BIRCHES**

Chicago: WGCI-FM soars to 5-share lead  
 Detroit: WJR roars back into first  
 Boston: WXKS-FM gains 4 for top spot  
 San Diego: KGB hits double figures  
 Washington: WKYS holds edge over WHUR  
 Cleveland: WMMS lead cut to 11  
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**CHR TODAY: A CREATIVE VACUUM?**

All over America, CHR stations may well be diluting the format's formula and deluding themselves that they'll gain. Joel Denver provides an in-depth analysis.  
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**FAIRNESS DOCTRINE NOT A LAW?**

The U.S. Court of Appeals ruled that the Fairness Doctrine has never been voted into federal law. Uncertainty reigns as to the impact this ruling might have.  
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**IN THE NEWS THIS WEEK**

- Terrence Elkes leads \$2.7 billion Viacom buyout plan
- Bill Wise PD of new Miami AOR WGR
- Lee Douglas Pres./GM, Steve Weed PD at KHIT
- Sam Kaiser VP at MTV
- Doug Podell PD at WLLZ
- James VanSickle GM at WIRE & WXTZ, Mark Biviano GM at WQAL, Linda Taber GM at KBEZ
- Dave Van Stone rejoins Western Cities
- Marty Bender PD at WFBQ
- Bob Scherner Station Manager at KGSN & KKLJ
- Gary Ingersoll President of Word
- Jhan Hiber Malrite VP/Research
- Dana Harmon VP at WGKX
- Steve Edwards PD at Columbus Gold WMMG
- Rose Polidoro heads creative services at WNEW-AM & FM
- Scott Huskey PD at KKYX
- Jon Holiday PD at WQAM
- Windham Hill realigns top management
- Island realigns black promotion
- Jack Hutchison GSM at KFNB, John Ryman GSM at KQZY
- Steven Quist GSM at KFBK & KAER  
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**GRIDIRON DOUBLEHEADER**

An R&R football twin bill, as Sports On Radio Editor Richard Agata talks to CBS's Hank Stram, while Reed Bunzel checks in with the NBC radio team, Don Criqui and Bob Trumpy.  
 Page 28, 30

**AOR'S MAJOR MARKET REPORT CARD**

Steve Feinstein analyzes the AOR races in the top markets.  
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**NEXT WEEK IN R&R**

Yvonne Olson makes her News/Talk debut with a look at the twin titans of Bay Area N/T, KGO and KCBS.

Newsstand Price \$5.00



**Stiker Named VP/GM At WHDH & WZOU**

WCBM/Baltimore VP/GM Bud Stiker has left Metromedia to become VP/GM at Blair's Boston AC-CHR combo WHDH & WZOU. The 28-year broadcaster fills the vacancy created earlier this month when Al Brady Law joined KTKS/Dallas as VP/GM.  
 Stiker spent a year at WCBM overseeing the format conversion from News/Talk to Transstar's Format 41. He transferred to Baltimore from the GM post at KHOW/Denver, and earlier managed KTXQ/Dallas

for four and a half years.  
 "(Metromedia Radio Division President) Carl Brazell really went out of his way to help me," Stiker told R&R. "This is a dream come true, and I'm very proud of it. The competition is terrific, and I'm excited about working with (Owned Stations Division President) Jim Hilliard, (Blair Program Consultant) George Williams, (WHDH PD) Jim Murphy, and (WZOU PD) Harry Nelson."

**LEVY INDICTED**

**Newark Grand Jury Indicts 21 In Cutout Dealings**

Roulette Records President Morris Levy, an influential music industry figure for the past 30 years, has been indicted by a federal grand jury on extortion charges relating to the sale of MCA record and tape cutouts. If convicted, he faces up to 60 years in prison.

Federal prosecutors made the charge public Tuesday (9-23) in Newark, NJ. It is part of a 117-count indictment returned Sept. 19 by the Newark grand jury, accusing a total 21 individuals - including Levy - of various crimes. Ten of the defendants were charged under

racketeering statutes. Announcing the indictments, US Attorney Thomas Greulich said that Levy and others were arrested Monday.

The indictment focuses heavily on the activities of Gaetano Vastola, reputedly a "soldier" in the DeCavalcante organized crime family. Vastola's organization, according to prosecutors, was involved with loan-sharking, extortion, the sale of drugs, gambling, and bankruptcy fraud.

It's alleged that Vastola and Levy arranged for record dealer John Lamonte and his company, Out Of The Past of Darby, PA, to receive \$1.25 million in credit to buy approximately five million album cutouts from MCA in mid-1984. Vastola and Levy guaranteed the payment to MCA, according to the charges.

Vastola's organization, in conjunction with Levy and two others, were then, by threats

JURY/See Page 8

**Thomas To Handle KPWR Mornings**

Longtime morning man Jay Thomas has been inked to a reported six-figure deal to do mornings at Emmis Broadcasting's KPWR (Power-106)/Los Angeles.

PD Jeff Wyatt told R&R, "We think this will really round out the radio station and put the hooks into the audience above music and beyond the music."

Acknowledging the move was made because of the stronghold

KIIS-AM & FM personality Rick Dees has on the morning slot, Wyatt added, "Thomas's hiring will be a tribute to Rick as well as a big challenge to him. We've been able to take a lot of numbers away from KIIS in every other daypart, but clearly not enough in mornings."

Thomas begins his new assignment by the first week in  
 THOMAS/See Page 4

**Bremkamp VP/GM At KGLD & KWK**

Chase Communications has named Dick Bremkamp VP/GM for forthcoming acquisitions KGLD & KWK/St. Louis, reporting to Chase VP/Radio Stations Robert Dunn. Bremkamp will assume his new duties when Chase completes its takeover of the Gold/CHR-formatted stations from Robinson Broadcasting of Missouri this fall.

"I'm very enthusiastic about being associated with Chase Broadcasting," Bremkamp commented. "Chase is a premier, growing broadcast group with an excellent nationwide reputation." Bremkamp had been GM at WRCQ & WRCH-FM/New Britain, CT for the past four years. He also brings extensive experience from Cleveland, where he managed



Dick Bremkamp  
 WJW, WIXY & WDOK, and WHK & WMMS.

Chase President Perry Ury noted, "With over 21 years in management positions in Cleveland, Detroit, and Hartford, Dick will bring to our St. Louis properties the management, leadership, and expertise needed to reach our goals."

**Crane PD At WYNY**

WLS/Chicago Asst. PD/MD Chuck Crane has been named PD at NBC AC outlet WYNY/New York, beginning in early October. Crane succeeds Denise Oliver, who left recently to join United Stations as Director of Programming.

"In all my years of knowing Chuck," said VP/GM John Irwin, "he was the type of kid in high school who was on six honor clubs, involved in all the sports teams, had a steady girlfriend, made straight A's, and worked for his father in his spare time. His intelligence level is incredible and he's a workaholic. While he was going to dentistry school (Crane is



Chuck Crane  
 also a dentist), he worked all night on the air and also got a pilot's license.

Facing at least four direct competitors, Crane comment-  
 CRANE/See Page 8

**Brown ABC Nets VP**

ABC Contemporary Network Director Darryl Brown has been named VP/Group Director, ABC Radio Networks. In this capacity Brown will be responsible for the development and future growth of ABC's young adult networks, including overseeing station and group affairs. He will also continue in his present position with the Contemporary Network.

Said VP/ABC Radio Networks John Axten, "Darryl understands station needs and how a network can best service



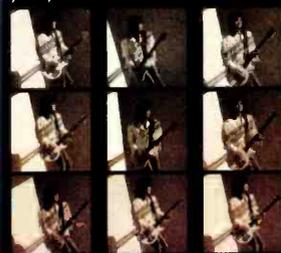
Darryl Brown  
 them. He's done a terrific job with the Contemporary Net-  
 BROWN/See Page 8

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Joan Jett and the Blackhearts Good Music



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SEPTEMBER 26, 1986

**PROMOTION STARS ON 45s**

Adam White continues his diagnosis of the 45's future by soliciting second opinions from top promotion executives.

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# Elkes Leads \$2.7 Billion Viacom Buyout

Viacom is the latest major broadcast group to undergo a leveraged buyout by senior management. Viacom President/CEO Terrence Elkes is leading a \$2.7 billion buyout of the company, whose holdings include eight major market radio stations. Viacom has been frequently rumored as a takeover target for the past year.

The Viacom radio properties are WLTW/New York, WLAK/Chicago, KIKK-AM & FM/Houston, WMZQ-AM & FM/Washington, and WRVR-AM & FM/Memphis. The company also owns five television stations, 18 cable systems, and several cable networks, including MTV and VH1.

Unless a competing offer or a

hostile takeover attempt emerges, the Elkes group will offer \$40.50 per share for more than 53 million shares of Viacom common stock, including \$37 cash and a partial share of preferred stock valued at \$3.50.

There were reports last week that Coca-Cola would bid \$45 a share for Viacom. No offer had surfaced by mid-week, and Viacom officials were confident that no hostile takeover would be attempted.

Besides Elkes and other unidentified management participants, principal partners in the buyout include Drexel Burnham Lambert, Equitable Life, First Boston Corp., Lufkin & Jenrette Securities, and Donaldson, Lufkin.

Elkes has indicated he'll attempt to operate Viacom intact after the takeover, trying to avoid spinning off assets to reduce debt.

There's speculation that, to beat the January 1 deadline for the new federal tax bill, the Elkes group will seek expedited approval at the FCC by initially transferring control of Viacom to a trustee. To date, that technique has only been used to conduct tender offers during hostile takeovers.



Bill Wise

**WISE PD**

## WAIA Now AOR WGTR

Cox Communications AC WAIA (97A1A) became AOR WGTR September 19 at 11pm, naming WKLS/Atlanta programmer Bill Wise as PD. The move gives the market's dominant AOR, WSHE, its first direct competitor since WCKO/Fl. Lauderdale switched to AC (now Gold) WMXJ in March 1985.

WGTR has already fired its first salvo, spiriting away three-year WSHE morning team (Skip) Herman & (Jim) McBean. However, the duo will have to sit out a four-month noncompete clause until mid-February. No WAIA staffers have been let go.

Wise, who led Taft's WKLS to #1 12+ finishes in the winter and WAIA/See Page 6

## Douglas President/GM, Weed PD At KHIT

Following the close of its \$6.5 million acquisition of KHIT/Seattle, Gannett has transferred former WCZY-AM & FM/Detroit VP/GM Lee Douglas to Seattle as President/GM, while Steve Weed, PD at the WCZY combo since last fall, moves in as PD.

Gannett Radio Division President Joe Dorton remarked, "With a background that includes on-air work, programming, and sales, Lee Douglas is the perfect man for the job in Seattle. Based on the CHR situation in that market, we needed two well-rounded people who could tackle the challenge.



Lee Douglas Steve Weed

Steve and Lee made a great team in Detroit, taking WCZY from behind the starting lines to the top of

KHIT/See Page 6

**VANSICKLE, TABER, BIVIANO**

## WIN Sets Three New GMs

In promotions at WIN Communications, KBEZ/Tulsa VP/GM James VanSickle III has moved up to GM for newly acquired Gold-

land Station Manager Mark Biviano advanced to GM.

WIN President Walt Tiburski remarked, "When you're fortunate to gain talented people through acquisitions, you like to reward that success, and we are pleased to be able to promote from within."

A 22-year broadcaster, VanSickle had been VP/GM for the Tulsa

WIN/See Page 8

## Van Stone Rejoins Western Cities

Dave Van Stone, National PD at Nationwide Communications based at KWSS/San Jose, has resigned to become PD at KLMO/Longmont (Boulder) CO, pending FCC approval.

The shift reunites Van Stone with Western Cities, which will make KLMO its first property. Western Cities has been inactive in broadcasting for the past two years since selling off KZZP/Phoenix, KLUC & KMJJ/Las Vegas, KRQ & KNST/Tucson, KZAP/Sacramento, and KWSS to Nationwide.

Van Stone told R&R, "This is a great opportunity to renew my relationship with (coprincipal) Rick

Phalen and the rest of the people at Western Cities. KWSS is doing fine, and the whole chain is doing well, so this seemed like the perfect time to make the move.

"I'll eventually have a national title as Western Cities rebuilds itself, and our plans include taking on a full load of FM facilities."

According to Van Stone, KLMO will be moved and upgraded to a full-service Denver outlet. "A format determination hasn't been made, but once we take over - and that should be soon - we'll make some decisions." No decision was made on Van Stone's replacement.

## Bender PD At WFBQ

WSKS/Cincinnati PD Marty Bender is joining Taft AOR WFBQ/Indianapolis as PD October 6, replacing Bearman, who stepped down as PD earlier this month but remains in afternoons.

Said VP/GM Chris Wheat, "Marty is comfortable with the music and will fit in well with the airstaff. The job he did in Cincinnati against a heritage AOR, WEBN, was commendable. Now he can join a heritage station."

Bender worked at WSKS for three years, serving as PD Mfor the last year and MD the last two. Prior to that, he had been MD of WWWM (M105)/Cleveland, did

parttime at KNAC/Long Beach and KROQ/Los Angeles, was in

BENDER/See Page 6



Marty Bender

## Podell Named PD At WLLZ



Doug Podell

Doug Podell, acting PD at WLLZ/Detroit since last December, has been officially appointed PD at the Legacy AOR, which has packed with consultant Jeff Pollack. Podell, who will continue his evening airshift, also handles the MD duties with input from Assistant PD Jim Pemberton.

Recently named VP/GM Dana Horner said, "Doug and I are of the same mind as to what we want to accomplish with the radio station. Doug's experience in the Detroit market was a major factor - he's

PODELL/See Page 6

## Scherner Manages KKSJ & KKLI

Bob Scherner, GSM at KGW/Portland two years ago and most recently GSM at KSFO & KYA/San Francisco, has been named to the new position of Station Manager for Classical-AC properties KKSJ & KKLI/Portland.

Owner/GM Bill Failing told R&R, "Bob has a phenomenal record of accomplishment, both at KGW and KSFO. We're delighted to have him here to grow along with our company."

Scherner added, "Taken together, KKSJ and KKLI are now number two in the market reaching women. As far as I'm concerned, the timing of my coming here couldn't be better. We're on a roll right now, and I'm going to keep it going."

## Ingersoll New Word President

Gary Ingersoll, formerly President of the ABC Publishing Agricultural Group and Hitchcock Publishing, has been named President of ABC Publishing's Word, Inc., which produces religious records, inspirational books, educational material, films, videocassettes, and printed music for the Christian market. ABC Publishing is a division of Capital Cities/ABC, Inc.

Ingersoll will be responsible for all operating divisions of Word, Inc., including Word Publishing, Word Records, and direct marketing services. He succeeds Jarrell McCracken, who has resigned to pursue other interests.

INGERSOLL/See Page 6



Sam Kaiser

## Kaiser MTV VP/Programming

After ten years with Atlantic Records, Sam Kaiser has been appointed VP/Programming for MTV, where he will play a key role in programming the channel with special emphasis on strengthening relationships with MTV's suppliers in the music, film, and video industries.

Kaiser was previously VP/National Singles Promotion at Atlantic, where he coordinated the label's video promotion with all music video outlets and directed all single releases. He began his association with Atlantic as a field rep in St. Louis. Kaiser is also a former St. Louis on-air radio personality, having worked at KSHE and KADI-FM.

KAISER/See Page 6

## Hiber Becomes Malrite VP/Research

Independent consultant and former R&R Ratings & Research Editor Jhan Hiber has been named

## Hutchison, Ryman New Group W GSMs

Jack Hutchison and John Ryman have been named GSM for Group W properties KFVB/Los Angeles and KQZY/Dallas, respectively.

Replacing Dan Mitchell, now LSM, Hutchison is returning to the L.A. News outlet after one year as an AE with Group W Radio Sales and two years as KQZY's GSM. "I'm really excited to be back at the station where I started with Group W," he said. "I grew up in Los Angeles and worked here from 1979-83. KFVB's one of the best stations in the country, and certainly a leader in its format."

Ryman, former OM/PD at KOLE/Beaumont-Fort Arthur and owner/GM at KGVL/Greenville, said, "This is essentially my second career in broadcasting and I can't think of anywhere I'd rather be than in Dallas at this unique, innovative station." Ryman joined KQZY as an AE, working his way up to Sales Manager before being named GSM.

VP/Research at Malrite Radio. Hiber will assume his duties at Malrite's Cleveland corporate headquarters effective January 1987; his Carmel, CA-based research/marketing consultancy firm, Jhan Hiber & Associates, will wind down operations and close by December 1 of this year.

Malrite Radio President Gil Rosenwald commented, "We have long recognized the need for solid research and well-developed marketing concepts. To stay on the leading edge, we felt the need to create a new position on our corporate staff so our managers have immediate access to specialized information. We're extremely pleas-

ed to have a man of Jhan's experience and success to head up our new department."

Hiber told R&R, "It took something quite dramatic to woe me away from my consultancy; a chance to become a VP at Malrite was a pretty attractive opportunity. Malrite is going to explode over the next five years and I look forward to playing a part in that expansion. As for our other clients, all I can say is 'Thanks.' We've had a wonderful relationship, and I wish them all well in '87 and beyond."

Joining Hiber at Malrite will be Jeff Johnson, currently Director/Client Services at Jhan Hiber & Associates.

## Windham Hill Realigns Management

Windham Hill co-founders William Ackerman and Anne Robinson have assumed new senior positions as Chairman and CEO, respectively, of the record group. In a related move, two-year A&R Co-Director Dawn Atkinson was promoted to Director of A&R.

The shifts in positions will allow Ackerman, formerly CEO of the 10-year-old company, to continue as head of A&R and focus on his expressed desire to work as the labels' musical "architect." He will devote the majority of his efforts to developing and acquiring new art-

ists for the Windham Hill labels.

Robinson, who will continue as President of the company, says, "This is part of what I've seen as an evolutionary growth of Windham Hill. It's also an acknowledgment of the direction in which we have been heading."

Atkinson has been an independent composer, arranger, and producer for television films and commercials. She has also done session work as a pianist.

The Windham Hill Records Group is distributed by A&M Records.

## Harmon Returns To WGKX As VP

Former WGKX/Memphis OM Dana Harmon, who has been Promotion Director at KCBQ-AM & FM/San Diego for the last seven months, is returning to WGKX as VP/Programming and Marketing. Harmon replaces Jay Christian, who is leaving the station.

WGKX President/GM John Bibbs told R&R, "I have enormous respect for Dana's inclination for hard work. There's a lot of wit, intelligence, and education in this business, but not many people make a big enough commitment to work. During his first tenure with us, he was OM/morning man/Production Director and even did vacation relief - at the same time. He put his heart and soul into this radio station."

Harmon's first tour of duty with WGKX began when the station went Country in May 1983, and lasted until October, 1985. His last few months there were as Director/Marketing, a switch that came about when Les Acree came aboard as PD from crosstown WMC late last summer. Harmon left to join WGKX GM Craig Scott at KCMO & K95/Kansas City, where he was Promotion Director for four months before Summit sold the property. From KC he joined KCBQ-AM & FM.

Harmon said, "I'm looking forward to working with a fine staff, many of whom were here before I



Dana Harmon

left. Aggressive broadcasters like New Barnstable owner Al Kaneb, Radio Division President David Gingold, and John Bibbs mean an exciting future for this company."

## Thomas

Continued from Page 1

October. The move displaces current morning personality Tommy Jaxson. "He did a fine job and we're sorry to see him go," Wyatt said, "but we have such a strong staff in all other shifts, there was no room for him." Thomas, who is en route to Los Angeles, was unavailable for comment. Most recently Thomas had done mornings at WKTU/New York, following PD/morning stints at WAYS/Charlotte, WAPE/Jacksonville, and WMAK/Nashville.

MUSIC!  
INTERVIEWS!

Shape Up  
Your  
Weekends  
OCTOBER

AMERICAN  
MUSIC  
MAGAZINE

ROCK  
WATCH  
A Countdown to Ecstasy  
with Oedipus

- 4-5 Paul McCartney
- 11-12 Van Halen
- 18-19 U2
- 25-26 David Lee Roth

JOHN LANDER'S  
HOT MUSIC  
USA

Introducing  
Motor City Beat  
Country Music  
Month Salute

SPECIAL  
NEWS!

THE  
GREAT  
SOUNDS

EDWARDS PD; SHERIDAN TO AM

WRMZ Drops Country For 'Classic Hits' WMGG

Last Saturday (9/20), North American Broadcasting's WRMZ/Columbus traded its six-year Country format for "Classic Hits" under the consultation of Jeff Pollack and the new identity WMGG (Magic 99.7). Additionally, Steve Edwards has joined from crosstown AC WSNY as PD/afternoon drive personality. As a result, WRMZ PD David Sheridan has transferred to Country sister WMNI, replacing Joe Cunningham, who is staying on as Asst. PD/MD.

Besides Sheridan, evening personality Wendy Fox has transferred to the AM, where shifts have been shortened to accommodate a larger airstaff. On WMGG, Fred Tomlinson has joined for AM drive from WHIO/Dayton.

While the "Classic Hits" slogan has often been employed by Gold stations that skew AOR, Pollack maintains that WMGG will not play LP cuts, emphasizing instead Top 40 Gold like his other clients in the format. It will, however, be less

'50s-based than other Pollack Gold stations.

WRMZ's 4.0 share 12+ made it the highest rated of the three Columbus Country stations (there were four as recently as two years ago), followed by WMNI with a 3.4 and WHOK with a 3.1. Either of those, with WRMZ's shares added, would be the market's sixth-ranked station. Columbus has not had a Gold station of any stripe since WCOL, now N/T, left the field two years ago.

Polidoro Upped At WNEW-AM & FM

WNEW-FM/New York Director/Advertising & Promotion Rose Polidoro has been named to the newly created position of Director/Creative Services for both AOR WNEW-FM and Nostalgia WNEW. She will oversee advertising, promotions, and publicity for both of the Metromedia stations. Plans call for Polidoro to develop a promotions department for the AM and hire her own replacement for the FM.



Rose Polidoro

An 11-year radio veteran, Polidoro came to WNEW-FM as Promotions Director five years ago and advanced to her current post a year later. She previously spent six years at WPLR/New Haven as Promotions Director. Polidoro told R&R, "This week has been phenomenal for me - the Mets clinched and I got promoted. I have to thank (WNEW-AM & FM VP/GM) Mike Kakoyiannis - he took a shot on me when I was a kid out of New Haven, and now he's created a position for me to move up to within the company. It gives me the opportunity to work on new projects and bridge the two stations in terms of how they complement each other."

Kakoyiannis added, "Rose is an incredibly talented lady who has done a magnificent job at the FM. She's given new importance to the role of promotion people at radio stations. I believe they should be department heads and have input, rather than be just appendages of the programming department. They can really set the tone for a station through their visibility, contacts, energy level, and excitement. I want her to infuse those qualities to help build the AM as well as the FM."

GM Mark Jividen told R&R, "When we changed to Country several years ago, it was a crossover-oriented format and we were a very crossover-oriented station. About a year ago, we recognized that our cume was staying the same or, in some cells, actually dropping. At the same time, there was not nearly as much country on other stations and we were losing control of the type of music we had on the air.

"We decided we might as well give WMNI a fighting chance and produce an FM format that was very obvious to our consultants. We're changing our AM to be less traditional and more FM-sounding."

Huskey Appointed PD At KKYX

Scott Huskey has been named PD for Country powerhouse KKYX/San Antonio. Huskey comes to the station with an AC background, but GM Bill Rohde said, "A good programmer is a good programmer. I've got an excellent Music Director in Jerry King, and with the two working together we ought to have one heck of a product. Scott is a star of the future with good credentials."

Huskey has been part owner of KNKS-AM & KLTK/Fresno since 1983. With that combo's pending sale, he makes his debut with the Country format. Prior to Fresno, he spent 18 months at KARZ/Phoen-

nix, where he also was an instructor at Arizona State University in Tempe. He earlier worked eight years as PD/Station Manager at KRNT & KRNQ/Des Moines.

Huskey said, "I don't have any major changes planned for KKYX, as it's a good radio station. What I like about KKYX is that it's full-service radio. It needs some fine-tuning, but the station has a good foundation."

Rohde describes KKYX as an adult-oriented 50,000-watt station broadcasting Country music and news. "It's the MOR of South Texas. We do everything to entertain the Country listener."

**THE WEEKLY COUNTRY MUSIC COUNTDOWN**

4-5 Oak Ridge Boys

11-12 Gene Watson

18-19 Janie Fricke

25-26 Waylon Jennings

4-5 Stylistics

11-12 Pointer Sisters

18-19 Paul McCartney

25-26 Smokey Robinson & The Miracles

DICK CLARK'S  
*Rock Roll & Remember*

4-5 Paul McCartney

11-12 Eurythmics

18-19 The Moody Blues

25-26 Billy Ocean

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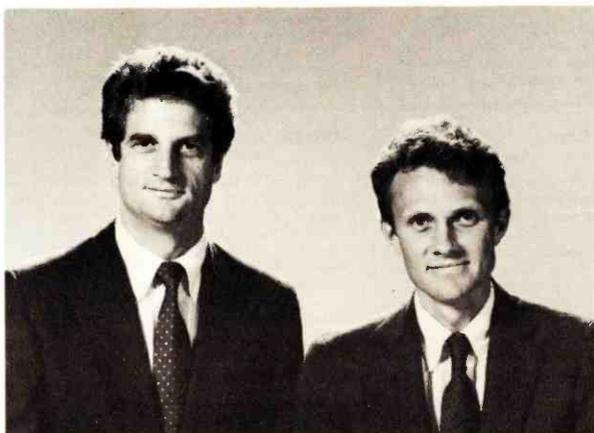
**HOT ROCKS**

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

**WSP**  
PROGRAMMING NETWORK



# Coleman Research vs. The Research Group



Jon Coleman, President

Richard Harker, Vice President

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

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

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

## Coleman Research

## Jury

Continued from Page 1

and use of violence, to collect interest payments (described as "usurious," amounting to 104% annually) on the loan — as well as payments for MCA — out of Lamonte's business earnings.

It was also part of the conspiracy, according to the indictment, that the defendants would "assume control of Out Of The Past Inc., and direct John Lamonte in the operation of that business."

Lamonte was subsequently said to have protested about the quality of the cutout merchandise he received, then threatened and beaten at least once, according to prosecutors.

Charged with extortion are Vastola and other members of his organization; Howard Fisher, identified as Roulette Rec-

ords' controller; Dominick Canterino, reputedly a member of the Genovese crime family; and Levy.

US Attorney Greelish said Tuesday that Lamonte had a prior loansharking arrangement with Vastola. There was no evidence of wrongdoing on MCA's part in the transaction, he added. "Vastola and Levy guaranteed payment to MCA." Greelish would not comment further on the deal, except to say that "there is no charge that MCA was responsible for having Vastola collect the debt presumably owed to it by Out Of The Past."

The Newark indictment is the culmination of a two-year investigation which involved the FBI and other agencies. At least two other grand juries, in Los Angeles and New York, are

currently conducting music industry probes.

MCA cutouts were the subject of lawsuits earlier this year, when New Jersey-based wholesaler Scorpio Music accused the label of fraud in connection with a 1984 cutouts transaction. That suit claimed that an individual alleged to have organized crime ties, Sal Pisello, was involved with the deal.

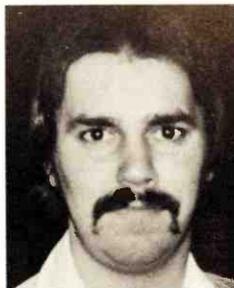
MCA denied those charges, while filing a lawsuit of its own against Scorpio, accusing the firm of producing and marketing counterfeit albums by various MCA acts.

## WIN

Continued from Page 3

Easy Listening station since 1982 and also supervised co-owned KRVR/Davenport and WSWT/Peoria. A native Tulsan with 11 years of retail experience, Taber became Sales Manager at KBEZ in 1983 and earlier worked with four other Tulsa outlets. Biviano was named Station Manager at WQAL four months ago, having joined the Easy Listening property a year earlier as GSM.

## Holiday Joins WQAM As PD



Jon Holiday

Former WCJX/Miami OM/PD Jon Holiday has been named PD of Crosstown Country outlet WQAM, replacing the exiting Gene Bridges.

WQAM & WKQS OM Bob McKay told R&R, "Jon comes with excellent credentials, as he has the background, the intelligence, and the ability to put WQAM and its legacy where they belong — in the forefront of AM music stations in South Florida."

Holiday, who has done parttime air work for WKQS the last few months, commented, "During the last few months Bob and I found we had a good chemistry, so I jumped at the opportunity when it was presented. Sunshine Wireless has made a commitment to the AM facility. It would have been easy to turn on the satellite, but they believe it can be a successful property, so they're giving it their support."

Prior to WCJX, where he worked a year, Holiday spent five years at WPJB/Providence in a variety of capacities, including air talent, Asst. PD, and MD.

## Crane

Continued from Page 1

ed, "This is a chance to lead a legendary station in a direction toward achieving its true potential. Obviously, we have our eyes on a much greater market share." WYNY was tied for 16th in the spring Arbitron, trailing challengers WLTW, WNBC, WPIX, and WNSR in 25-54 adults.

As for immediate adjustments, Crane said, "If there's one thing I've learned from working with (WLS OM) John Gehron, it's patience. I don't plan to be a gunslinger. I want to get into the station and patiently observe before we start making changes."

Before joining WLS a year ago, Crane was OM and midday personality at Z100/New York. Prior to that he worked with Radio Computing Services, where he helped develop programming software. "Coming from the (Z100 PD) Scott Shannon and John Gehron schools of broadcasting, I've always worked for high-profile stations," Crane said. "I plan to maintain that philosophy at WYNY. They have a lot of good people there. They just need a big cheerleader. I'll get out my megaphone."

## Quist GSM At KFBK &amp; KAER

Steven Quist has been named GSM at McClatchy Broadcasting News/Talk-AC combo KFBK & KAER/Sacramento. Formerly Local Sales Manager for KAER, he has also worked as Sales Manager at Crosstown KGNR.

Commented Quist, "I consider this to be the culmination of a lot of hard work, and it's something that I'm ready for. I will be overseeing the day-to-day operation of our local sales staff, co-op, national sales, promotions, creative services, traffic, and clerical areas. It's a big responsibility."

## Brown

Continued from Page 1

work and I'm pleased that the other young adult networks will benefit from his leadership."

Brown told R&R, "I've been with ABC for seven years, and look forward to working with station and group programmers. We're expecting great things at ABC for the rest of this year and 1987, and I'm thrilled to be a part of it."

Brown joined ABC in 1979 as Manager/Special Projects. The following year he was named Director/ABC FM Network, where he remained until his appointment with the Contemporary Network. Before coming to ABC Brown toured Europe as a professional basketball player, and also spent a year with the Boston Celtics.

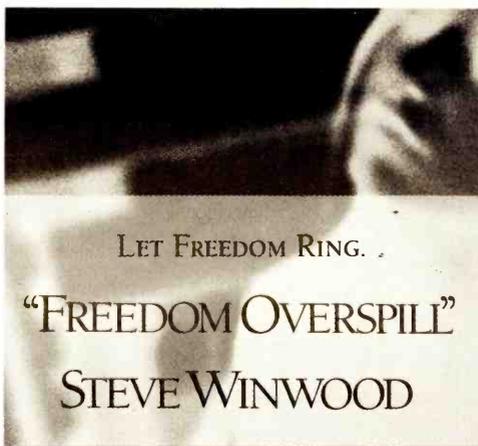
## Island Resets Black Promotion

Island has restructured its Black Music Promotion Department, with Debbie Howard appointed National Director/Secondary Promotion and Kookie Gonzalez named Coordinator/Club & Secondary Promotion.

The changes, announced by VP/Black Music Division Greg Peck, follow the departure of Dolores Gonzalez, who was Island's Director/Black Music Promotion.

Howard, who was Special Markets Coordinator at E/A for three years, will assist Peck as well as calling secondary B/U radio. Gonzalez will be involved in club and secondary B/U promotion, as well as assisting in A&R. He's been with Island for two years, handling various retail, club, and radio promotion chores.

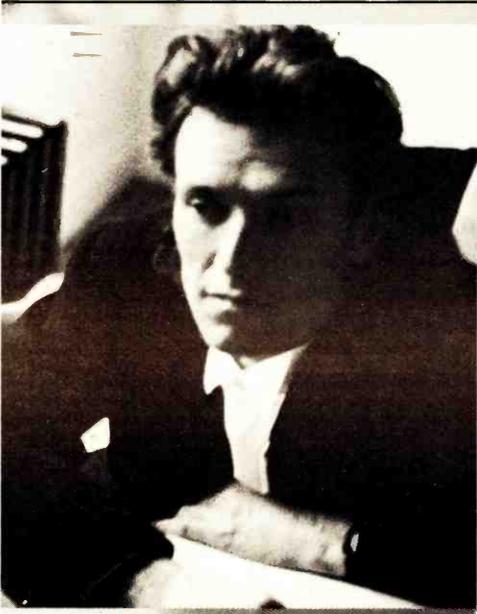
Peck explained to R&R that Dolores Gonzalez will not be replaced. "I'm handling major promotion responsibilities myself," he said, "and both Debbie and Kookie are picking up some duties which Dolores was doing." Calling the appointments "based on merit," Peck said he expects them to strengthen Island's position in black music.



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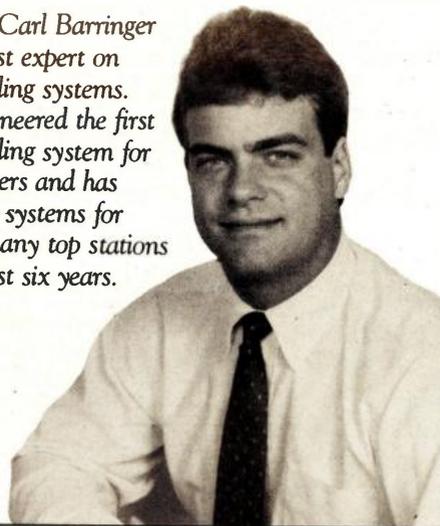
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## TRANSACTIONS

### Duffy Picks Up Austin Combo For \$12 Million

#### KIIZ & KIXS/AUSTIN (KILLEEN)

PRICE: \$12 million in cash and notes  
**BUYER:** Duffy Broadcasting, Bob Duffy, Chairman, Marty Greenberg, President/CEO, Terry Jung, VP/Chief Financial Officer. Duffy also owns KRZN & KMJ/IDenver, KSMJ & KFSM/Sacramento, WORZ/Orlando, KONO & KITY/San Antonio; and KSUN & KLZI/Phoenix. It is in the process of selling KICN/Portland.

**SELLER:** Grace Broadcasting, Harvey Grace, CEO. It is in the process of selling WNYR & WEZO/Rochester.  
**DIAL POSITION:** 1050 kHz; 93.3 MHz

**POWER:** 250 watts days; 100 kw at 520 feet

**FORMAT:** Urban; CHR  
**BROKER:** The Mahlman Co.

#### KGFJ/LOS ANGELES

PRICE: \$4.5 million

**BUYER:** William Shearer, who is the station's General Manager.

**SELLER:** Inner City Broadcasting Corp., Pierre Sutton, President. It also owns WLIB & WBLN/New York, KRE & KBLX/San Francisco, and WKSG/Detroit.

**DIAL POSITION:** 1230 kHz

**POWER:** 1 kw  
**FORMAT:** Black

#### WISP & WQDW/ KINSTON, NC

PRICE: \$1.6 million

**BUYER:** Piedmont Broadcasting Corp., T. David Luther, President. It also owns WBMT & WAKG/Danville, VA. Luther formerly was President of the Virginia Association of Broadcasters.

**SELLER:** Caravelle Broadcasting Group of Kinston, Howard Schrott, Bob Beacham and Rick Bernhardt, principals. It also owns WQFX-AM & FM/Gulfport, MS; WIOU & WZWI/Kokomo, IN; and WKNB & WDXZ/Charleston, SC. It has contracted to purchase WWMG & WSFL/New Bern, NC, prompting the sale of these stations.

**DIAL POSITION:** 1230 kHz; 97.7 MHz

**POWER:** 1 kw; 3 kw at 248 feet

**FORMAT:** Country; Urban  
**BROKER:** Chapman Associates and Communications Equity Associates

#### WCBG/CHAMBERSBURG, PA

PRICE: \$525,000

**BUYER:** Little Mac of Pennsylvania, Inc., a wholly-owned subsidiary of VerStandig Broadcasting, John VerStandig, President. It also owns WAYZ-AM & FM/Waynesboro, PA

#### and WCEM-AM & FM/Cambridge, MD.

**SELLER:** Four States Broadcasting Stations, Inc., Norman Messner, President, Molly Darr Messner, Vice President.

**DIAL POSITION:** 1590 kHz

**POWER:** 5 kw days/1 kw nights

**FORMAT:** AC

**BROKER:** Blackburn & Co. Inc.

#### WBDN/ESCANABA, MI

PRICE: \$215,000

**BUYER:** Midwest Family Group, William Walker, CEO. It also owns WGLQ/Marquette, MI; WKHQ/Traverse City, MI; WTDY & WMGN/Madison; WIZM-AM & FM/La Crosse, WI; WOSH & WYTL/Oshkosh, WI; WKKN & WKMG/Rockford, IL; WMAJ & WVNNS/Springfield, IL; WSJM & WIRX/St. Joseph, MI; and WITL-AM & FM/Lansing, MI.

**SELLER:** Richard Raymond.

**DIAL POSITION:** 600 kHz

**POWER:** 1 kw days

**FORMAT:** Country

#### KVML & KZSQ/SONORA, CA

PRICE: \$900,000, including a small note.

**BUYER:** H. Group, Inc., headed by H. Randolph Holder and his son, Randolph Jr. Their family controls WGAU

## TRANSACTIONS AT A GLANCE

Transactions So Far In 1986: \$1,853,200,000

This Week's Transactions: \$19,740,000

- KIIZ & KIXS/Austin \$12 million
- KGFJ/Los Angeles \$4.5 million
- WISP & WQDW/Kinston, NC \$1.6 million
- KVML & KZSQ/Sonora, CA \$900,000
- WCBG/Chambersburg, PA \$525,000
- WBDN/Escanaba, MI \$215,000

#### & WNGC/Athens, GA.

**SELLER:** Crown-Sierra Broadcasting, Inc., controlled by Melvin Winters. He previously owned California stations KXGO/Arcata-Eureka and KNGT/Jackson, and had an interest in KCEY & KMIX/Turlock-Modesto, CA.

**DIAL POSITION:** 1450 kHz; 92.7 MHz

**POWER:** 1 kw; 3 kw at 650 feet  
**FORMAT:** Country; AC

**BROKER:** Elliot Evers of Chapman Associates

## CALL SIGN CHANGES

Anchorage **KBLK** to **KXOZ** (9/15)  
 Avon, NY **WYSL** (new station, 9/16)

Bellefonte, PA **WWZW** to **WZWW** (9/15)

Blowing Rock, NC **WOIX** to **WXLX** (9/18)

Brawley, CA **KMMG** (new station) Centerville, TN **WHLF-FM** to **WCQT** (9/18)

Columbus **WRMZ** to **WMGG** (9/20)

Dallas **KLTY** to **KHYI** (9/19)

Deer Lodge, MT **KDLI** to **KDRF** (9/22)

Eastland, TX **KEAS-FM** (new station)

Escanaba, MI **WBDW** to **WCHT** (requested)

Eminence, KY **WSTL** to **WKXF** (9/17)

Fairbanks **KECA** to **KWLF** (9/17)

Genesee, NY **WLMO** (new station, 9/15)

Healdton, OK **KZEA** to **KWXE** (requested)

Lamar, CO **KNIC** (new station, 9/18)

Leesburg, FL **WINF** to **WQBO** (9/22)

Linden, AL **WDAL** (new station, 9/15)

Marshalltown, IA **KFJB-FM** to **KMTG-FM** (9/22)

Mason City, IA **KRNI** to **KUNY** (9/19)

McComb, MS **WCCA** to **WXLT** (requested)

Miami **WAIA** to **WGTR** (9/19)

Monte Rio, CA **KMGG** to **KCLQ** (10/24)

Naples Park, FL **WIXI** (new station)

North Little Rock, AK **WLRF** (new station, 9/18)

Olympia, WA **KXXO** (new station, 9/15)

Osceola, AR **KHFO** to **KWLN** (9/1)

Pittsburg, KS **KQWK** to **KKOW-FM** (9/3)

Placerville, CA **KTLI** (new)

Poteau, OK **KZZE** to **KYYN** (9/16)

Pueblo, CO **KZLO** to **KATM-FM** (10/19)

Quincy, FL **WCNH** to **WWSO** (9/16)

Saint Cloud, MN **KCFB** (new station, 9/15)

San Angelo, TX **KTXE** to **KYSD** (9/9)

San Luis Obispo, CA **KXZI** to **KJJD** (9/17)

Sarasota, FL **WMLO** to **WSRZ** (9/17)

Scranton, PA **WBQW** to **WSCR** (10/1)

Somerville, TN **WJED** to **WSTN** (9/22)

Tabor City, NC **WKSM** to **WYNA** (9/4)

Tampa, FL **WYOU** to **WAMA** (9/3)

Vincennes, IN **WRBT** to **WVUC** (8/29)

Vincennes, IN **WVUC** to **WFML** (9/5)

Washington, IN **WFML** to **WRBT** (9/3)

White Bluff, TN **WHRD** to **WBDX** (10/1)

Winfield, KS **KRKY** to **KINC** (requested)

## 29 Seek Richmond FM

The continuing interest in broadcast properties is evident in the flood of applicants for a new FM in Richmond, VA, the nation's 53rd largest radio market. The FCC has accepted 29 applications for a new Class A station on 101.1 MHz there. Petitions to deny any of the applications are due at the FCC by October 19.

## SMN Revenues \$7.7 Million

Satellite Music Network posted revenues of \$7,741,119 in the first six months of 1986, up 21% over the same period last year. Net earnings tripled to six cents per share.

In his quarterly report to shareholders, SMN Chairman John Tyler said ad revenues were up 30% in the first half of 1986 to \$5,138,508. Affiliate fees rose 7% over the comparable 1985 period to \$2,602,611.

Top SMN spending categories for the period were studio/uplink costs (\$1,745,580), network compensation (\$1,624,592), administrative (\$988,020), advertising sales (\$925,476), agency commissions (\$779,766), affiliation sales (\$732,133), and advertising and promotion (\$340,113).

SMN currently has 8,956,212 shares of common stock outstanding. It closed last week at 8 3/4 per share.

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- MIDWEST:** AM/FM in attractive resort area. Good cash flow -- well equipped. Asking \$1,100,000. Contact - Bill Lochman (816) 941-3733
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- ROCKY MOUNTAINS:** AM/FM -- Only combo in market of 45,000 +. Priced at an attractive multiple of sales. Asking \$1,100,000 -- terms. Contact - Greg Merrill (801) 753-8090

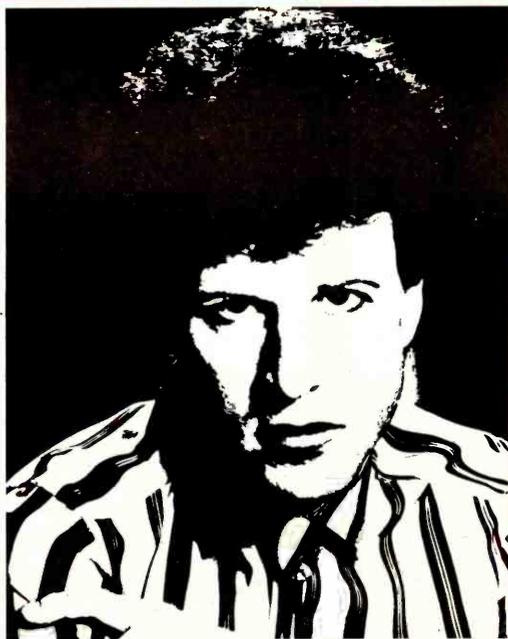


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# ROCK WATCH

A Countdown to Ecstasy  
with Oedipus



**K**eeep a close watch on your listeners. They're about to do something extraordinary. They're going to multiply . . . just as soon as you begin airing the new United Stations Programming Network AOR show, ROCK WATCH, starring OEDIPUS, the reigning monarch of on-air AOR personalities, and Billboard's 1985 Program Director of the Year.

Every week, OEDIPUS will take listeners on a 3-hour trip to the heart of AOR, via R&R's Top 30 tracks. He'll even take them behind the scenes to hear brief, insightful comments directly from the top artists.

It's a show with such phenomenal drawing power it was already cleared by some of the nation's leading AOR stations before USP even officially announced its introduction including WBCN—Boston, K-ROCK—New York, KOME—San Jose, and WYSP—Philadelphia.

So don't wait another second to reserve this AOR show in your market. Call today. And reserve the one program that can count down the top tracks with the top AOR artists . . . and multiply your listeners . . . and ensure their undivided attention from now on.

ROCK WATCH is available on a swap/exchange basis to stations in the top 170 Arbitron-rated markets. There are 10 commercial minutes per hour, evenly divided between local station and network.

For station clearance information call United Stations Programming Network Affiliate Relations in Washington, D.C. at (703) 276-2900.

For national sales information call United Stations Programming Network in New York at (212) 575-6100.



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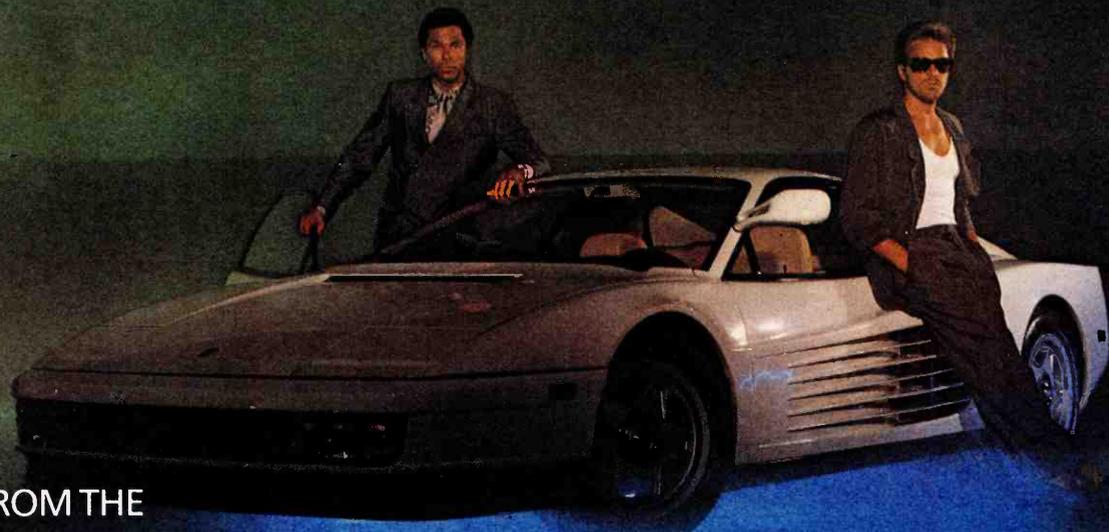
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## OWNER PROFILE

# The Modest Ambitions Of American Media

By Robert O'Brien

When Alan Beck and Art Kern joined forces in 1981 to form American Media, it was not with the specific intention to give lie to the adage that nice guys must finish last.

"We hoped that we were building what would become a very well-known, formidable radio company that had a lot of really terrific people working for it," explained Kern. "And that the quality of their life will be terrific, and that the financial health of the company will be quite strong."

What they've got is a radio company that radio broker Tom Gammon of American, who's helped put together three deals for American Media, calls "one of the top five . . . no, top three radio companies operating today."

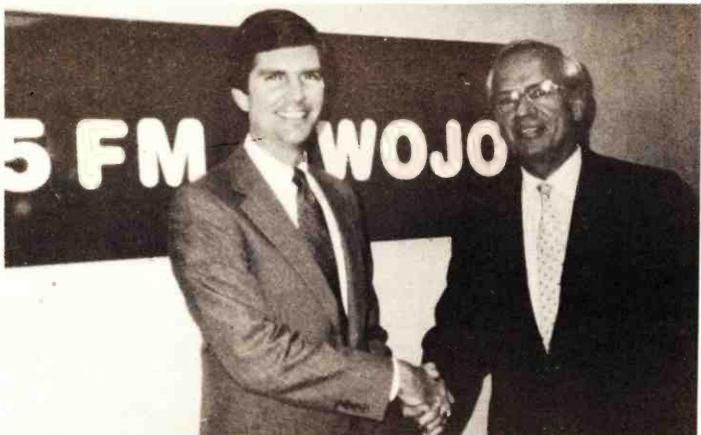
"These are the golden boys," Gammon said, referring, not to a couple of geriatrics dating Betty White and Bea Arthur, but to the two not-yet-40 principals of a burgeoning radio company who fairly effervesce with cherubic integrity.

"At all stages of our careers, we've always — and I think I'm speaking for Arthur here — tried to do whatever it was we were doing at the time as the absolute best that we could do," Beck said, a modest explanation for the exponential growth of a company launched five years ago from WALK-AM & FM/Long Island.

They'd met when they both worked in television sales with Group W's Baltimore station. With a note of affected incredulity in his tone, Kern recalled the day that Beck told him that he was leaving the station to join WLIF/Baltimore. "When Alan came and told me that he was going to work in radio, I said, 'Alan, you're going to work for the wireless.' Typical TV guy, right?" Kern admitted. "Of course, I was made to eat those words many times over when we started the company in 1981."



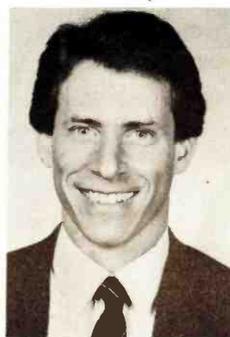
MIAMI'S NICE — Spanish Broadcasting President Raoul Alarcon, Jr., (left) closes \$15 million purchase of WCMQ-AM & FM/Miami. Outgoing owner Herbert Dolgoff and his wife, Lois, are shown at right.



SECOND CITY SHAKING — McHenry "Mac" Tichenor (left), President of Tichenor Media, and Jim Hall exchange a handshake after Tichenor bought Hall's WOJO/Chicago.

the latest acquisitions," Beck explained. "We don't have a magic number, like 6.3 markets, and then we're going to stop."

They won't say where they'll be next, but they're not as reticent about where they won't be. "It's safe to say that our company feels that you don't have to own a radio station in Los Angeles, Chicago, or New York to be a very large and committed group broadcaster," Kern added. "To some extent, you really have to have a lot of ego to want to make those investments."



Art Kern

"One of the things about Alan as a partner," Kern said, adding that he hoped Beck would be as gracious in complimenting him, "is that our egos are not driving our decisions."

They bristled a bit at the suggestion that ego is driving a company that one observer touted as "the next Cap Cities." No headstrong executives, these. "Our goal is to build a company that is fairly large, but doesn't feel like a large company," Kern concluded.

## Quello Attacks Broadcast 'Gold Rush'

Continuing his attack on ownership churn in the broadcast industry, FCC Commissioner Jim Quello last week criticized "professional raiders and financial opportunists with little or no broadcast or communications background and commitment."

Quello, a former radio broadcaster, told the Alaska Association of Broadcasters, "I think the public and the broadcast industry would be well served by some return to stability."

Specifically, he reiterated his call for return of the three-year holding rule. He also advocated closer FCC scrutiny of hostile takeovers to assure that stations "remain in the hands of responsible, experienced communications executives and owners."

He added, "In some cases, like CBS, the huge debt incurred in fighting off takeovers or proxy fights results in the company serving debt rather than serving the public."

eschews bow-taking, he's a willing participant in risk-taking.

According to Gammon, "These guys move with lightning speed" when they've had to. Gammon related the sequence of events that led to one of their acquisitions. The owner of a station in a market they were interested in saw a deal fall through in the 11th hour, and asked Gammon to forage for a substitute quickly.

"The deal fell through at noon," Gammon said. "I got a call at 2:30. I spoke with Alan at 3:00, and he gave me a firm commitment of \$7.5 million at 3:30." Noting that it came together on a Friday, when most people are heading for the beach, Gammon credits their "decisiveness, appreciation of value, and outstanding instincts" for the success of the company.

Asked if moving immediately from Long Island to another major market with their next purchase, WLIF/Baltimore, constituted a major risk, Beck

again demurred. "Remember that I had the advantage . . ." he trailed off to check himself, a reminder to share credit with the partner he always addresses, a little formally, as "Arthur."

"Our company feels that you don't have to own a radio station in Los Angeles, Chicago, or New York to be a very large and committed group broadcaster."

— Art Kern

. . . "of knowing the market. I ran that facility, so I had absolutely no apprehensions about moving back into that station."

They had more apprehensions about selling it earlier this year. What cinched the deal, they explained, was

not that at \$25 million they would recoup a little less than five times their investment. "We found it to be a good way to protect our employees," Beck said, noting that the new owner, JAG Communications, offered "a tremendous exposure to other Beautiful Music operations."

Gammon affirmed that, by negotiating only with JAG, American Media might have left a million or two on the table.

### Acquisitions Bing

However, it proved sufficient to fuel the company's acquisitions campaign. "We took what we call the slingshot approach," Beck said. The sale of WLIF helped to underwrite purchases of stations in Tucson and Cincinnati, and the refinancing of the company, which also owns stations in Orlando and San Antonio.

"The company's growth has not stopped with the announcement of



Alan Beck

### Beck Credited For Success

Kern, who stayed in TV for several more years and didn't join the company fulltime until this past February, credited Beck with the company's early success. "All I can say is that he built it from scratch, he just created it," Kern remarked. "He built a Long Island institution there."

Beck modestly demurred a full share of the applause, but if he

# King Biscuit Flower Hour proudly presents: **GENESIS**



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## RULES DOCTRINE IS NOT LAW

# Court Chips Away At Fairness Doctrine

In a decision that weakens the legal underpinnings of the Fairness Doctrine, the U.S. Court of Appeals last week ruled that Congress never voted the controversial doctrine into federal law. But legal observers were unsure just what the ruling's precise impact will be.

The Fairness Doctrine requires broadcasters to air contrasting viewpoints on controversial issues of public importance.

"While the decision itself is very encouraging," NAB Sr. VP/General Counsel Jeff Baumann observed, "its immediate impact is very difficult to assess, both on the Hill and at the Commission."

### Congressional Reaction Feared

NAB's immediate worry is that the ruling will prompt Congress — now in a hectic pre-election rush to adjournment — to move quickly to cement the doctrine into law. NAB Sr. Executive VP John Summers said the likely trigger for such a

move would be a sign from FCC Chairman Mark Fowler that he planned to move quickly to dismantle the doctrine.

Summers said NAB is on the "alert" for a congressional counterpunch, but hasn't picked up signs of one so far. He added, "We sure don't want any legislative activity right now," when the numerous bills speeding to passage offer ample opportunities to tack on a Fairness Doctrine amendment.

### New Hearings Next Week

Larry Scharff, legal counsel to the Radio-Television News Directors Association (RTNDA), noted that another three-judge appeals court panel next Tuesday hears

oral arguments on the Fairness Doctrine. RTNDA and other media organizations are challenging last year's FCC report, which said the doctrine is unconstitutional, but that only Congress has the power to change it.

"While the decision itself is very encouraging, its immediate impact is very difficult to assess, both on the Hill and at the Commission."

— Jeff Baumann, NAB

At the same time, the court will hear Meredith Broadcasting's appeal of an FCC finding that its Syracuse, NY television station violated the doctrine with one-sided coverage of a local nuclear power issue.

Scharff said he was encouraged that the judges in last week's ruling appear to be "very skeptical about the constitutionality of the Fairness Doctrine." They also questioned the spectrum scarcity argument that underlies the doctrine.

### Teletext At Issue

The ruling came down late last week in a case involving teletext, or the use of a television station's "vertical blanking interval" to transmit written text, such as sports and weather, to specially-equipped television sets.

The FCC exempted teletext from the Fairness Doctrine on grounds that it's an "ancillary" service not covered by the regulation, and that its development would be hampered by Fairness Doctrine burdens. That rationale was struck down last week on grounds that teletext

is clearly a broadcast service that's part of the television signal.

However, the three-judge panel went on to say that Congress never made the doctrine a "binding statutory obligation." Instead, in a 1959 amendment to the Communications Act, Congress merely "ratified the Commission's longstanding position that the public interest standard authorized the Fairness Doctrine," the court ruled.

### Judge Scalia In Majority

The two-judge majority in the case was made up of Robert Bork and Antonin Scalia; who has been confirmed by the Senate to take a seat on the Supreme Court. The suit was brought by the Telecommunications Research and Action Center (TRAC) and Media Access Project. TRAC reportedly plans to ask the full appeals court to review last week's ruling en banc.

## NEWS BRIEF

### RKO Challengers Meet To Elect Mediator

FCC Mass Media Bureau Chief Jim McKinney has called a meeting this week (9/25) of the 69 remaining applicants for the 12 RKO stations and the company's Memphis television property. At the session, the challengers are to select a mediator to oversee FCC-ordered settlement talks.

McKinney, who is in the running to be mediator, has separated himself from his bureau's trial role in the RKO proceedings. He also announced that Deputy Mass Media Bureau Chief Rod Porter will assist him in any RKO negotiations.

Meanwhile, GenCorp Chairman William Reynolds last week said RKO, which his company owns, is interested in selling out at fair market prices. He said RKO has tried to arrange settlements in the past, and now welcomes FCC assistance in resolving what he called "unreasonable refusals to settle."

### FCC, EPA Studying Denver RF Radiation

The FCC and the Environmental Protection Agency (EPA) this week are conducting a study of radio frequency (RF) radiation from broadcast towers at Lookout Mountain near Denver. The probe was prompted by concerns of local residents.

In the past, the two agencies have undertaken similar RF radiation level studies in Honolulu, Seattle, and Portland, OR.

At high levels, RF causes the heating of animal tissues, but it's not known whether that's harmful to humans.

### Media Bids For Daniloff's Release

NAB this week joined several national news organizations to protest the detention of Nicholas Daniloff, U.S. News & World Report correspondent, by the Soviet Union.

At a Washington press conference, 12 media associations societies an-

nounced sending of a telegram to Soviet officials asking for permission to travel to Moscow to discuss the journalist's detention.

The telegram read, in part: "We are concerned by the serious implications of this matter for members of the international press corps who are assigned to cover the Soviet Union."

RTNDA President and KSL-TV/Salt Lake City News Director Spencer Kinard asked whether Daniloff's seizure would have any impact on other reporters covering Soviet activities. "I would hope not," said Kinard. "The fear is that this will have a chilling effect. This activity by government has an effect on newsgathering."

### Engineering Snafus Cost WBTH \$2650

WBTH/Williamson, WV has been notified of \$2650 in FCC fines for having a hazardous antenna lead-in and transmission line; failure to cease remote control operation within an hour after loss of meter indications; antenna

output outside the 90-105 authorized zone; and lack of weekly log inspections by the chief engineer.

In other action, the Mass Media Bureau fined WAZS/Summerville, SC \$2000 for failing to file its annual employment reports from 1982 to 1985.

### States May Preempt FM Subcarrier Rules

A U.S. appeals court ruled recently that the FCC may not "preempt" the states from exerting controls over common-carrier uses of FM subcarriers. The appeal was mounted by the California Public Service Commission.

When the FCC deregulated FM SCAs several years ago, it preempted state regulations as a way of preventing the states from blocking new subcarrier uses, particularly paging operations, which are regulated by the states. There was fear that traditional paging services could block entry of new, SCA-based competitors.

The practical impact of the ruling is unclear. When SCA deregulation was undertaken, there was widespread expectation that paging via subcarrier would become a big business. In fact, relatively few stations have entered the SCA paging arena.

### Brunner Selected As RTNDA President-Elect

WSAZ-TV/Huntington, WV News Director Bob Brunner has been voted President-elect of RTNDA. At the association's annual convention in Salt Lake City, Brunner defeated a radio candidate for the job, Bob Priddy of Missouri Network.

Brunner assumes office next September, succeeding KSL-TV/Salt Lake City ND Spencer Kinard, who took office two weeks ago. In the meantime, the President-elect's job is to organize next year's convention. The 1987 conference is slated for September 1-4 in Orlando.

In other action at this year's meeting, KFBK/Sacramento ND Tyler Cox and

WBSL/New York ND David Lampel were elected to two-year terms as Director At-Large.

### Mutual Carries Presidential Announcements

Mutual has launched a series of broadcasts involving the kickoffs of 1988 presidential campaigns. Last week the network went to Wilmington, DE to offer affiliates complete live coverage of the announcement of former Delaware Governor Pierre Dupont. Similar coverage will be provided for announcements of all major contenders, who will also be invited to appear on the Larry King Show.

### Other Key Developments:

• NAB President Eddie Fritts has been named to the Management Board of the Media-Advertising Partnership for a Drug-Free America.

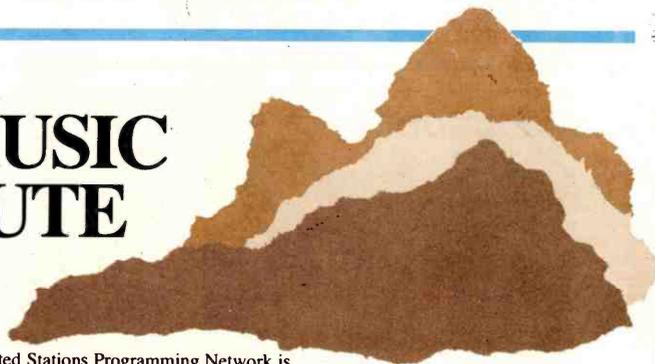


**BROADCAST BACKS LOUISIANA PURCHASE** — A minority buyer's purchase of an unidentified Louisiana AM/FM combo won financial backing last week from the directors of BROADCAST, NAB's Broadcast Capital Fund. Directors attending the Washington meeting (left to right) included Dan Gold, Knight-Ridder; Ken Harris and John Oxendine, BROADCAST VP and President, respectively; Chairman Don Thurston, Berkshire Broadcasting; attorney Tyrone Brown, Steptoe & Johnson; and Jeff Baumann, NAB Sr. VP/General Counsel.



**HELPING HAND** — The Oklahoma Association of Broadcasters has received an honorarium check from NAB to help fund its government relations efforts. OAB President Carl Smith of KRAV & KGTO/Tulsa (right) accepted the contribution from NAB Radio Chairman Bev Brown at OAB's recent annual meeting.

# COUNTRY MUSIC MONTH SALUTE



Each day in October in honor of Country Music Month, the United Stations Programming Network is proud to salute country music's biggest stars with a special vignette program.

The Country Music Month Salute will mix concise comments, taken from exclusive interviews, with excerpts of each featured artist's hits.

Each five-minute program is hosted by Buzz Bowman of Philadelphia's WXTU.

## OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b> Willie Nelson	<b>2</b> Alabama	<b>3</b> Ronnie Milsap	<b>4</b> Reba McEntire
<b>5</b> John Schneider	<b>6</b> Dolly Parton	<b>7</b> Eddie Rabbitt	<b>8</b> Earl Thomas Conley	<b>9</b> George Jones	<b>10</b> Tanya Tucker	<b>11</b> Ricky Skaggs
<b>12</b> Janie Fricke	<b>13</b> Merle Haggard	<b>14</b> Exile	<b>15</b> Hank Williams, Jr.	<b>16</b> Loretta Lynn	<b>17</b> Conway Twitty	<b>18</b> Crystal Gayle
<b>19</b> Kenny Rogers	<b>20</b> The Oak Ridge Boys	<b>21</b> Don Williams	<b>22</b> Emmylou Harris	<b>23</b> Dan Seales	<b>24</b> Anne Murray	<b>25</b> Waylon Jennings
<b>26</b> The Statler Brothers	<b>27</b> Lee Greenwood	<b>28</b> Roscanne Cash	<b>29</b> Johnny Cash	<b>30</b> The Judds	<b>31</b> George Strait	



For station clearance information call 703-276-2900  
For national sales information call 212-575-6100

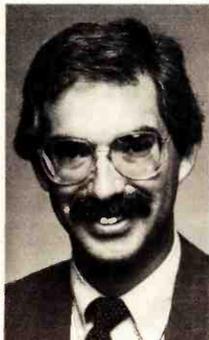
New York    Washington, D.C.    Chicago    Detroit    Dallas    Los Angeles    London



# PRO:MOTIONS



Richard Reimer



Fred Koenigsberg



Karen Sherry



Ken Sunshine



Lauren Iossa

## Ascap Taps Five

ASCAP has promoted Sr. Attorneys **Richard Reimer** and **Fred Koenigsberg** to Assistant General Counsel. Reimer and Koenigsberg joined ASCAP's legal staff in

1971 and 1980, respectively. Both advanced to Sr. Attorneys in 1980. Currently, Koenigsberg is an adjunct professor of law at Pace and Columbia Universities. Concurrently, ASCAP has ex-

panded its legislative activities. **Karen Sherry**, former Asst. to the President/Director of Public Relations, moves to Asst. to the President/Director of Public Affairs. Sherry joined ASCAP in 1979 as

Director/Public Relations, advancing to Asst. to the President/Director of Public Relations in 1983. In other company activity, **Ken Sunshine** is now Manager/Public Relations after serving three years as

Asst. Public Relations Director. **Lauren Iossa** moved to the Asst. to the Director of Public Affairs slot after serving two years as ASCAP's Public Relations Coordinator/Editor.

## PROS ON THE LOOSE

**Rich Berner** — Production/weekends WAPP/New York (516) 437-6407

**Gene Bridges** — PD WQAM/MI-am (305) 735-5275

**Dick Byrd** — Air Talent KVAS/Astoria, OR (503) 325-3503

**Mike Carruthers** — Parttime KBZF/Los Angeles (213) 318-1666

**Jeff Foxx** — Mornings WJPC/Chicago (312) 324-2580

**Tom Gilligan** — Nights KITS/San Francisco (408) 559-1199

**Tim Hatrick** — Mornings KKFR/Phoenix (602) 926-9293

**Alvin Lawton** — Swing/Weekends KZZC/Kansas City (913) 334-3456

**Bob Lindsey** — Asst. PD/afternoons WDJX/Louisville (502) 896-9546

**Pat Siciliano** — VP/Jet Management (818) 344-2202

**Terry & Gary** — Mornings KXX108/Birmingham (205) 591-1438 or (205) 979-3636

**Mike Taylor** — MIDDAYS WMJJ/Birmingham (205) 941-1653

**Paul Tilton** — Weekends KGON/Portland (503) 297-8931

**Tom Yates** — Co-PD KKCY/San Francisco (415) 434-2489

## Stiletto Names Three



Eric Borenstein

Stiletto entertainment has enlisted **Eric Borenstein** as VP/Artist Development. Prior to joining Stiletto in 1981, Borenstein was International Product Manager for



Mark Bevan

Arista Records. Also at Stiletto, **Mark Bevan** came aboard as VP/Sales, after working in sales and promotions for ABC. Concurrently, **Sterling Meredith** was named Director/Marketing. Meredith joined



Sterling Meredith

Stiletto in 1981 as asst. tour merchandise representative and has overseen the company's merchandising operations for the past year.

## MTV Nets Taps Two

MTV Networks appoints **Carole Robinson** and **Ellen Morgenstern** as Managers for MTV and VH-1 Program Publicity and Press & Public Affairs, respectively. Prior to the appointments, Robinson and Morgenstern were publicists for MTVN. Robinson joined the network in 1984 as secretary to the Manager/MTV Press Relations; earlier she was a press assistant for **Sollers, Roskin & Friedman Public Relations**. Morgenstern joined **Warner Amex Satellite Entertainment Company** in 1984 as Executive Assistant to the VP/Press Relations.

## CHRONICLE

### Born To:

● **KSJO/San Jose MD Ken Anthony**, his wife Marilyn, daughter Loni Regina.

● **R&R Asst. Traffic Director Kelley Schieffelin**, daughter Lindsey Paige, July 3.

● **WCBS/Milwaukee morning team Dick & Elaine Stout**, daughter Emily Raechel, September 4.

● **Painter Associates' Richard Allan Painter**, his wife Janie, daughter Melanie Amanda, August 22.

## PKA Taps Five

**Paul Kagan Associates, Inc.** reorganizes its Research Department by naming **Sharon Armbrust** Vice President/Research. Most recently VP/Information Services, Armbrust joined PKA in 1979 as Newsletter Editor, advancing to Advertising Manager before taking on fulltime research duties in 1981.

Concurrently, PKA promotes research executives **George Eagle**, **John Mansell** (Washington), **Larry Gerbrandt**, and **Steven Rosenberg** (Carmel) to Senior Analyst posts.

## CHANGES

**Linda Neal**, of KGON-KSGO/Portland, has been promoted from Business Development Manager to National Sales Manager.

**Sandy Dye-Mack**, of KGON-KSGO/Portland, has been upped to Promotions Director.

**Peter J. Feinstein**, formerly of WFTQ/Worcester, MA has been named Account Manager with WEZN/Bridgeport.

**Drew Saint James**, formerly with the Chevron Corporation, has been named sales assistant at HNW&H/San Francisco.

**Kevin Cassidy**, formerly with Republic Radio as AE, has been named AE at HNW&H/Los Angeles.

**Lori Hamlin**, former AE/WXON-TV, has been named AE/WOMC, Detroit.

**Ramon "Ray" Morales**, former Assistant Credit Manager with Certified Grocers/LA, has been named Assistant Director of National Credit at WEA/LA.



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Everybody wants a  
"PERFECT WORLD."

(#Z 2881)

The new single from

**TONIO K.**

In a perfect world  
I'd have been the boy for you  
I'd have been somebody else

In a perfect world  
You'd a been the girl for me  
You could have been yourself

We're dyin' for love  
But we're afraid to drop our guard  
We're lost in a world gone crazy  
Where the men won't grow up  
And the women get so hard

This ain't no perfect world.

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Produced by Rick Neigher for Vogue Productions

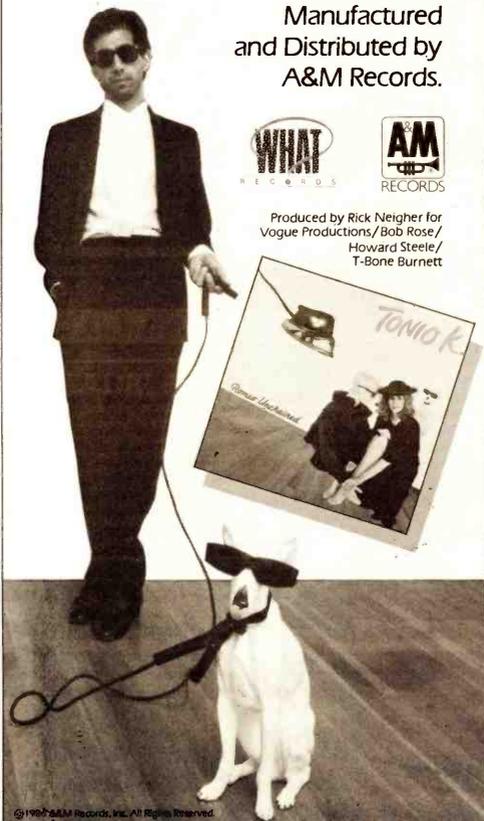
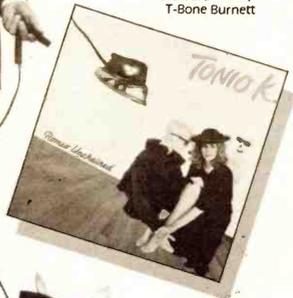
From the album  
**ROMEO UNCHAINED.**  
(1WR 8340)

On What? Records &  
BASF Chrome Cassettes.

Manufactured  
and Distributed by  
A&M Records.



Produced by Rick Neigher for  
Vogue Productions/Bob Rose/  
Howard Steele/  
T-Bone Burnett



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20/R&R FRIDAY, SEPTEMBER 26, 1986

# R&R STREET TALK

The FCC has given CBS two weeks to answer charges by **FAIRNESS IN MEDIA** that **LAURENCE TISCH**'s acquisition of 24.9% of the company amounts to an unauthorized transfer of control. An adverse finding would not only jeopardize the CBS licenses, but could require the automatic breakup of grandfathered AM-FM-TV combinations (as reported last week). Among those pressuring the Commission to scrutinize transfers more closely is House Telecommunications Subcommittee Chairman **TIM WIRTH** (D-CO).

As indictments were handed down from the New Jersey Grand Jury (see Page 1), word had it that similar consequences may be in the offing for several West Coast label execs when the L.A. Grand Jury finishes its work in the next few days.

In response to **KAHN COMMUNICATIONS'** request for the New York Attorney General's office to investigate "misleading advertising practices," **GENERAL MOTORS** and **DELCO ELECTRONICS** have agreed to include a disclaimer in future advertising material stating that the radios receive only C-Quam AM stereo — the system competing with Kahn's. GM admits no wrongdoing, and in fact claims that stations broadcasting with the Kahn system fail to disclose to listeners that 98% of all AM stereo car radios are capable of receiving only C-Quam.

**HEFTEL BROADCASTING** principal **CECIL HEFTEL** has lost his bid to become Hawaii's next governor. Heftel, who recently resigned his seat in Congress to run for governor, lost Saturday's Democratic primary to Lt. Governor **JOHN WAIHEE** by 21,000 votes.

Hollywood-based **FAR WEST COMMUNICATIONS** is now providing **20TH CENTURY FOX TELEVISION** with audiophile dubs of classic Top 40 cuts for **ABC-TV**'s "Moonlighting" series.

A **UPI** report tells us that **WKRG/MOBILE** has come to the rescue of schoolchildren who have had to bring their own Charmin to the classroom. Seems austerity measures limited the availability of two-ply tissue in the schools and kids were asked to bring their own supply of toilet paper with them. **WKRG** launched a "Roll Aid" appeal, and in just three short hours 516 rolls were flushed out.

Item: The San Francisco-based **BOBBY OCEAN** is not the Bobby Ocean who recently joined **KCPW/KANSAS CITY (R&R 9/5)**.

**CLARK SMIDT** is now advising AC outlet **WVBF/BOSTON**, but will continue as interim PD at **WPIX/NEW YORK** and as GM of all-Jazz **WOTB/NEWPORT, RI**.

Expect the official announcement of **E/PIA**'s **BILL BENNETT** becoming VP/AOR Promotion at **MCA** in the next week or two.

On the international scene, the **VOICE OF AMERICA** Contemporary service to Europe will go off the air at the end of the year due to budget cutbacks. If you're looking for a few good soon-to-be-out-of-work men or women, give **VOA** a call at (202) 485-6167.

A few other recent casualties: **WDJX/LOUISVILLE** Asst. PD/PM-er **BOB LINDSEY**, who pulled in strong numbers and had the highest overall ratings at the station but fell victim to the budget-slasher. Also, **WMJJ/BIRMINGHAM**'s midday man **MIKE TAYLOR** is out, despite what he terms the "best book ever." This follows the recent departure of the station's PD, SM, and Promotion Manager.

Hot talk from Dallas is about **KHYI (Y95)** and what **STATEWIDE** VP/Programming **MARK DRISCOLL** plans to do with it. Word is that longtime programmer **BUZZ BENNETT** is back in, working with Mark on this and other projects.

Across town at **KEGL/DALLAS**, VP/GM **NORMAN RAU** had "no comment" on the sudden departure of PD **RON PARKER** back to **KKBQ/HOUSTON** as Asst. PD, but he did reveal that former MD **JOE FOLGER** has rejoined the station as interim PD. Does this mean Joe finally has the inside shot at programming "The Eagle?"

On the book beat: **NBC SOURCE** financial correspondent **BOB MADIGAN** is on the promo tour with the network's "Money Memo" director **LAWRENCE KASOFF**. The two have coauthored "The First-Time Investor," published by **PRENTICE HALL PRESS**.

As if reading it weren't enough, **HOWARD COSELL** narrates his "I Never Played The Game" bestseller in a new book-on-cassette. The book, which garnered considerable national attention for its critical views of "Monday Night Football," boxing, print journalists, and jock announcers, was directed by programmer/consultant **RICK SKLAR**.

Scuttlebutt in San Diego this week had it that **AC KLZZ** would adopt its old AOR call letters — **KPRI** — and switch to Classic Rock. Owners **TOM** and **ED SHADEK** had no comment, but we hear that the station may soon be sold.

Continued on Page 22

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**WHAT'S BETTER THAN A #1 RECORD?**

**ANOTHER SMASH!**



## **"Like Flames"**

**The New Single and 12" PRO**

**From The Forthcoming BERLIN Album:  
COUNT THREE AND PRAY**

**Produced By: BOB EZRIN**

**Personal Management:  
PEREGRINE WATTS-RUSSELL/MFC Management**

**On Geffen Records, Tapes And Soon On Compact Disc.**



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# TALKING HEADS

HAVE A



WILD



WILD



LIFE

Track 4

Album 6

WPHD 29-23	Z104 20-18
95INZ 29-26	KIYS 36-29
WLS 20-15	KITS add
Z95 25-21	WZYQ add
WL0L 21-17	WAZY 28-23
KIIS add-33	WDBR 39-35
Z94 add-28	WSPT deb-40
WNNK deb-40	KFMW 40-34
WEAG 20-18	KZOZ deb-36

THE SINGLE FROM  
THE ALBUM

# TRUE STORIES

PRODUCED AND PERFORMED BY TALKING HEADS

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## STREET TALK

Continued from Page 20

Former **WPXK/WASHINGTON, DC MD GREG COLE** is the new MD/midday talent at crosstown **WMZQ**. Previous MD **TODD GRIMSTEAD** moves to afternoons. **WMZQ** is still in need of evening and overnight personalities.

What is **KITS/SAN FRANCISCO** up to? Is a format modification in the works? PD **RICHARD SANDS** is mum about the changes, but the streets are rife with rumors.

Former **KYYX/LAS VEGAS MD JOHNNY STEELE** is the new Corporate PD for **CLINTON BROADCASTING**, based at **KMMJ/GRAND ISLAND, NE**.

With **(SKIP) HERMAN & (JIM) McBEAN** skipping to new rival rocker **WGTR** (see Page 3), there's a morning opening at Miami AOR stronghold **WSHE**. T&R to PD **MICHAEL DALFONZO**.

Word in Nashville is that **SKY CORP.** has sold **WSIX-AM & FM to REAMS BROADCASTING** for just over \$8 million. See next week's Radio Business section for complete details.

A hot rumor charging around the South has **WQXI/ATLANTA** going to 50,000 watts, up from its 5000 watts days and 1000 watts nights. While VP/GM **GERALD BLUM** tells us that it's just a rumor, we've also heard that it's not entirely ruled out.

What's cooking with **KABC/LOS ANGELES**? The Talkradio station has replaced **DENNIS PRAGER** and his nightly philosophic show for a food and cook show hosted by **JACKIE OLDEN** from crosstown **KNX**, beginning October 6. Prager will continue to have a talk show on weekends.

**Y108/DENVER's MD TODD CAVANAH** will now go to the other side of the music fence, when he joins **ELEKTRA's** Denver office and **RAY CARLTON** moves to New York for National Singles Promotion.

After 5½ years at **WZZK/BIRMINGHAM**, **TONY KIDD** has moved to the PD slot at **WLLR/QUAD CITIES**. He replaces **RAY RANDALL**, who left to program **KEBC/OKLAHOMA CITY** a few weeks ago.

**RAEHEL DONAHUE**, formerly with LA radio stations **KLOS**, **KIIS**, **KWST**, and **KROQ**, has landed a Friday night 11-mid TV slot on Southland UHF channel 56, called "On The Flip Side." She's producing/hosting this one-hour music and entertainment show beginning September 19.

**KHTR-POWER 103.3/ST. LOUIS** morning man **CHUCK BUELL** has joined the ranks of commuting jocks. Following his AM shift he hops on the nearest elevator and travels to **KMOX**, where he's host of "Total Information PM" from 4-6.

Which Milwaukee CHR has a prime opening for a PD? Call consultant **AL PETERSON** at (213) 650-4168

Another plum exists at **Z95 (WYTZ)/CHICAGO** for PD, as **JAN JEFFRIES** exits to become GM & VP/Programming at **WXLK/ROANOKE-LYNCHBURG** (see News In Brief).

"Yes, we do do everything together," says **B100/SAN DIEGO's BOBBY RICH**, whose wife **DEBBIE** gave birth last Saturday (9/20) to daughter **LESLEY AMANDA** just 36 hours before morning co-host **FRANK ANTHONY's** wife **RO** delivered son **DANTE PHILIP** (9/21).

A box of fresh pampers also goes out to **MODERN RECORDS** owner **PAUL FISHKIN** and wife **JANIS**, who are the proud parents of daughter **MOLLY ANNE**, born 9/20 and weighing in at 7 lbs. 6½ oz.

Our most sincere get-well wishes to **MOTOWN** National Promotion Director **VICKI LEBEN**, who's recovering from surgery to remove a herniated disc from her back.

Out of the recovery room and back on the job is **WNEW-FM/NEW YORK** OM/afternoon driver **SCOTT MUNI**, who's been out for eight weeks with respiratory problems.

Congrats to **WMMR/PHILADELPHIA** morning star **JOHN DeBELLA** on his marriage to **ANNETTE "SCARLET" GAMMON**.

Finally, our condolences to **WLOL/ MINNEAPOLIS** PD **GREG SWEDBERG** and his family on the loss of his mother.

Deepest sympathies also to **KBEQ/ KANSAS CITY** PD **STEVE PERUN** and family on the loss of his father.

A tip of the hat to **R&R's JOEL DENVER**, who researched and wrote last week's in-depth profile of the late radio legend **GORDON McLENDON**.

Jeff Pollack Communications, Inc.  
Announces

WLLZ



Detroit

As A Client Station

JPC THE INNOVATORS

Los Angeles  
213-459-8556

New York  
212-316-5889

# FIRST THINGS FIRST



Two years ago ROBBIE NEVIL became the very first artist signed to MANHATTAN RECORDS. Then he became the first brand new artist to entice ALEX SADKIN (producer of Foreigner, The Thompson Twins and Duran Duran) to produce a debut album. Now we're ready to present ROBBIE'S album and his first great single, C'EST LA VIE, to you for the first time . . . It's a first rate smash! The first time you hear it, we think you'll agree.

ROBBIE

NEVIL

C'EST LA VIE

MAN  
HAT  
TAN

PRODUCED BY ALEX SADKIN FOR PEREGRINE PRODUCTIONS, INC. AND PHILIP THORNALLEY FOR VOODOO LIMITED.  
MANAGEMENT: NU VISIONS ENTERTAINMENT, LTD. RON WEISNER/BENNETT FREED.

# RATINGS

## Summer Birch Results

Everyone is  
**"GOIN' CRAZY!"**  
 for David Lee Roth's  
 new single  
 from the album  
**EAT 'EM AND SMILE.**

### NEW & ACTIVE

TRACK **14**

ALBUM **12**

WKSE add	KXYQ 31-28
WPHD 32-27	KDON deb-39
WCAU 38-35	WGAN deb-34
KWK add	KQIZ 39-31
WKEE add	WKSF add
WKRT 38-36	KNAN add-33
WOKI 40-35	WVBS add
KZOU 37-31	WLRW deb-25
Y106 add-37	KKLS 22-15
KTUX add	KDVV deb-37
WRQN 33-27	KHTZ deb-35
KIYS 38-31	OK95 36-33

### Chicago

WGCI-FM Widens Market  
 Lead; WGN Slides Down;  
 WBMX Posts An Increase;  
 WXRT Closes In On  
 WLUP; WBBM-FM  
 Strengthens CHR Lead.

	Spring '86	Su '86
WGCI-FM (B/U)	10.6	12.8
WGN (Talk)	8.5	7.8
WBMX (B/U)	6.9	7.5
WLUP (AOR)	5.9	5.9
WBBM (News)	4.9	5.1
WXRT (AOR)	3.5	4.8
WBBM-FM (CHR)	4.2	4.6
WKQX (CHR)	3.3	3.6
WYTZ (CHR)	3.0	3.6
WCKG (AOR)	2.9	3.2
WLOO (B/EZ)	3.0	3.1
WUSN (Ctry)	2.4	3.0
WFYR (AC)	3.1	2.6
WJMK (Gold)	2.1	2.6
WLAK (AC)	3.3	2.6
WJJD (BBnd)	3.3	2.5
WLS (CHR)	2.9	2.3
WCLR (AC)	2.8	2.2
WMAQ (Ctry)	2.2	2.1
WFMT (Clas)	2.0	1.4
WRXR (AC)	.8	1.3
WCFL (Rel)	.5	1.0

### Detroit

WJR Claws Back To Top;  
 Both AOR's Gain; WCZY-  
 FM Widens CHR Lead;  
 CKLW-FM Makes Debut.

	Spring '86	Su '86
WJR (Misc)	8.7	11.8
WJLB (B/U)	11.8	10.9
WRIF (AOR)	6.3	7.5
WLLZ (AOR)	6.0	6.8
WCZY-FM (CHR)	6.3	6.5
WWWW (Ctry)	4.1	4.9
WHYT (CHR)	5.5	4.0
WJOI (B/EZ)	3.4	4.0
CKLW (BBnd)	3.8	3.7
WDTX (CHR)	4.3	3.5
WWJ (News)	4.5	3.4
WJZZ (Jazz)	3.0	3.1
WKSG (Gold)	2.5	2.7
WXYT (Talk)	3.2	2.7
WGPR (B/U)	1.9	2.4
WNIC-FM (AC)	4.3	2.2
WOMC (AC)	2.6	2.2
WLTI (AC)	2.4	1.7
WMJC (AC)	2.1	1.6
WCHB (B/U)	.9	1.5
CLKW-FM (Gold)	—	1.5
WQRS (AC)	1.4	1.4
WHND (Gold)	2	1.2
WMUZ (Rel)	.9	1.0
WNTM (AC)	1.1	1.0

### Boston

WXKS-FM Takes Lead  
 With Double-Digits; WBCN  
 Up Slightly; WAAF Gets  
 Nearly Two More Points;  
 WJIB Up A Full Point;  
 WRKO Slides Down.

	Spring '86	Su '86
WXKS-FM (CHR)	8.4	12.4
WBCN (AOR)	10.2	10.7
WBZ (AC)	8.0	8.2
WAAF (AOR)	3.8	5.6
WJIB (B/EZ)	4.6	5.6
WRKO (Talk)	8.1	5.6
WEEI (News)	3.8	3.7
WHDH (AC)	4.5	3.7
WZLX (Gold)	3.8	3.3
WGBH (Clas)	2.3	2.9
WMJX (AC)	2.7	2.9
WROR (AC)	3.4	2.8
WILD (B/U)	2.6	2.4
WSSH (AC)	4.2	2.4
WVFB (AC)	2.1	2.3
WZOU (CHR)	3.3	2.2
WBOS (Ctry)	3.6	2.1
WBUR (Misc)	1.1	1.8
WMRO* (AOR)	3.2	1.8
WXKS (BBnd)	.9	1.5
WCRB (Clas)	1.2	1.4
WMEX (Gold)	1.7	1.3
WFNX (AOR)	1.7	1.2

\*Formerly WHTT (CHR)

### San Diego

KGB Takes Over Market  
 Leadership; XHRM Slips  
 To Second; KSDO-FM  
 Adds More Than Two  
 Points; KFMB Returns As  
 AC Leader.

	Spring '86	Su '86
KGB (AOR)	9.2	11.2
XHRM (B/U)	9.7	9.5
KSDO-FM (CHR)	6.2	8.3
KFMB (AC)	5.3	6.3
XTRA-FM (AOR)	6.8	6.2
KFMB-FM (AC)	6.0	5.7
KJQY (B/EZ)	5.1	5.4
KSDO (N/T)	5.7	4.4
KSON-FM (Ctry)	4.6	4.0
KIFM (AC)	2.5	3.2
KYXY (AC)	1.9	3.2
KCBQ-FM (Ctry)	3.1	3.1
KLZZ (AC)	2.5	2.9
KPOP (BBnd)	2.7	2.9
XHITZ (AOR)	2.7	2.5
KFSD (Clas)	1.6	2.4
KCBQ (Ctry)	2.1	1.9
KNWL (AC)	3.7	1.9
KNX (News)	1.6	1.5
XTRA (Gold)	3.3	1.4
KGMG (AC)	.7	1.1
KLOS (AOR)	.6	1.0

### Washington, DC

WKYS Still Market Leader,  
 But WHUR And WDJY  
 Close Gap; WAVA  
 Overtakes WRQX As CHR  
 Leader; WWDC-FM Off A  
 Bit.

	Spring '86	Su '86
WKYS (B/U)	12.5	9.1
WHUR (B/U)	7.5	8.2
WDJY (B/U)	4.2	6.6
WWDC-FM (AOR)	6.6	6.2
WGAY (B/EZ)	6.0	5.8
WAVA (CHR)	5.5	5.1
WRQX (CHR)	5.0	5.0
WCXR (Gold)	6.7	4.9
WMAL (AC)	5.1	4.9
WMZQ-FM (Ctry)	5.9	4.8
WTOP (News)	3.8	4.3
WBMW (CHR)	3.5	4.2
WLTT (AC)	2.2	2.9
WXTR (Gold)	1.6	2.5
WCLY (AC)	1.7	2.3
WETA (Clas)	1.7	2.0
WASH (AC)	2.2	1.9
WWRC (BBnd)	1.7	1.9
WGMS-FM (Clas)	2.0	1.8
WHFS (AOR)	1.1	1.8
WTKS (AC)	1.3	1.4
WYCB (Rel)	1.2	1.2

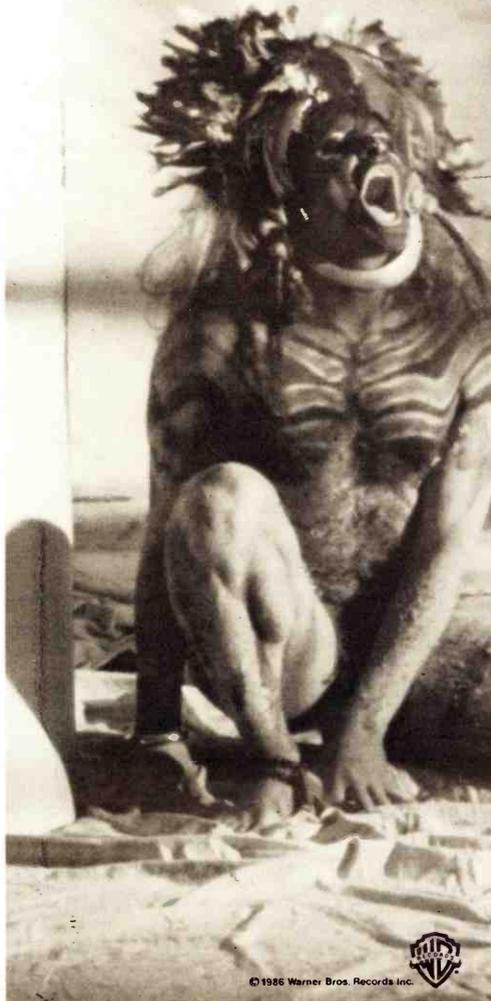
### Cleveland

WMMS Slips Under 20;  
 WWWE Increases Lead  
 Over WERE; WLTF Closes  
 In On WMJI; WQAL Beats  
 WDOK To Become B/EZ  
 Leader.

	Spring '86	Su '86
WMMS (CHR)	21.0	19.8
WWWE (N/T)	6.3	8.6
WQAL (B/EZ)	3.4	6.8
WDMT (B/U)	5.3	6.7
WMJI (AC)	6.2	6.2
WGCL (CHR)	5.6	5.6
WDOK (B/EZ)	4.2	5.1
WZAK (B/U)	7.5	4.9
WLTF (AC)	3.8	4.7
WERE (N/T)	4.4	3.6
WGAR-FM (Ctry)	3.6	3.2
WBBG (BBnd)	4.0	2.6
WHK (Gold)	1.6	2.4
WCPN (Misc)	2.0	2.3
WONE-FM (AOR)	2.7	2.2
WRMR (B/EZ)	1.6	2.2
WROC (CHR)	2.5	2.2
WCRF (Rel)	1.7	2.1
WCLV (Clas)	2.3	1.6
WGAR (Ctry)	1.1	1.0
WJMO (B/U)	2.5	1.0

### Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.



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CRIQUI & TRUMPY

Network Football Play-By-Play

Three down, thirteen to go. Weeks of the 1986 NFL football season, that is. Okay — so the NBC Radio Network's gridiron coverage was in this column three weeks ago (9-5), and you've already been burned out on all the gridiron stats and chatter churned out by the sports media. It's still better (almost) than agonizing five full months over how Bobby Ewing got in that shower or to whom Sam "Mayday" Malone proposed marriage.

In keeping with the football spirit (and this week's quarterly Sports On Radio feature), the NBC Radio announce team of Don Criqui and Bob Trumpy call the play-by-play and offer some color analysis of some R&R questions, discussing radio's coverage of football and the game itself. Criqui, who returns for his second year with NBC's NFL coverage, doubles as play-by-play man on the network's Sunday telecasts with Trumpy. Trumpy joined NBC in 1977 following a 10-year all-pro football career in which he was the second-all-time leading receiver for the Cincinnati Bengals.

Radio Vs. TV

R&R: Since you broadcast the game on both radio and television, do you have any thoughts about how the two compare as sports media?

DC: In radio the broadcaster is the picture, but on TV he just complements the pictures. From the creative viewpoint there is a lot of difference because TV is an enormous team effort — there are so many people involved, from the cameras to graphics to the announcers. But radio is much more simplified; we could quite literally do a game with a microphone and two guys. You create everything in radio; it gives you a lot more latitude. You have to talk more and keep all the holes filled.

BT: Radio is much more intimate. After doing this for one year on radio I'm convinced that the play-by-play guy is the star, and the analyst has to realize that. I allow Don all he wants on radio, but when we do TV he relies a lot more on me. The TV analyst is usually given more attention, and I'm afforded that luxury because I've got a guy like Criqui who just sits there and does a sensational job every week. I don't have to worry about him and I can be myself. But on radio it's all him, and I just fill in the blanks and give him a chance to catch his breath — which I don't mind in the least.

R&R: Do you think radio is handicapped at all by the lack of visual aids such as "chalkboards" or instant replays?

BT: The lack of visuals on radio doesn't hamper the analysis. Peo-

ple really aren't listening to the radio to know the intricacies of the game — they're listening to be entertained. That's what we do — and do best.

R&R: How do you feel about the term "jockocracy"? Do you think sportscasting benefits or suffers from the presence of ex-jocks in the announce booth?

DC: I've never had a problem with ex-athlete analysts because they can make the broadcast better. If they don't, they're not going to last very long — pure and simple.

BT: I'm all for whatever makes the broadcast better. I have a reputation for really informing the audience when I do a description of a play. The reason athletes are hired is because they bring a unique perspective to the game. They've been there. It may be unfair to the professional broadcaster who starts out trying for a broadcasting career, but it's also very cruel for the athlete who turns out to be incompetent. There are an awful lot of great athletes who are last remembered as being not-very-good broadcasters. The athletes who make it do so because of their skill — not the same as the network announcer.

"I'm proud to be a member of the jockocracy; I don't consider the term a criticism at all and it doesn't bother me in the least."

—Bob Trumpy

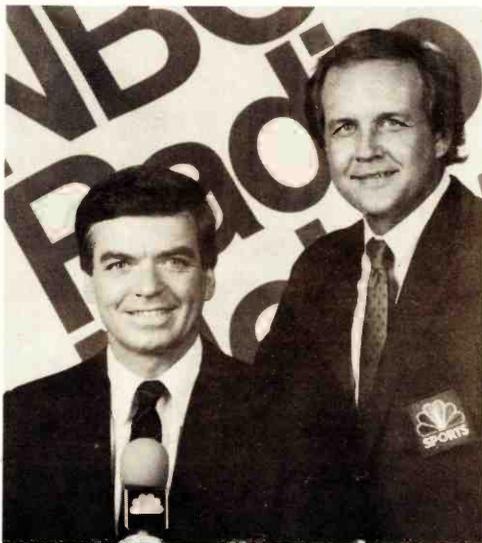
DC: The difference between a broadcaster and an athlete is that an athlete gets only one chance to prove himself.

BT: Right. We're the first ones hired and the first ones fired. But I'm proud to be a member of the jockocracy; I don't consider the term a criticism at all and it doesn't bother me in the least.

Open Door Policy

R&R: Do a lot of athletes think they have an open door to the broadcast booth just because they have played the game?

BT: Sure — and I would encourage them all to try it. But the per-



Don Criqui and Bob Trumpy.

centage of guys who make it is small. It's one thing to do one or two games for one year and quite another to make a career out of it. A lot of retired athletes are trying for my job each year, but I don't mind it — I think it makes me a better analyst. It's tougher on us than it is for a network broadcaster, because they've usually been doing it much longer.

R&R: Turning now to the game itself — how do you feel about the use of instant replays to reverse key decisions in a game?

DC: In critical situations they can determine the rightful winners. There have been blatant errors in the past, but not that often. It does open a Pandora's box, however, because once a game is reversed by reviewing a call you're going to get an awful lot of guys who want to review a lot of things. The NFL has to keep very tight control on it, and the refs have to be very selective, or it will get out of hand very fast. Still, there are some crucial games where replays have shown that touchdowns were allowed on bad calls — such as in the Houston-Washington game last year. I can only assume that the replay would easily determine when a call is bad and should be overturned.

BT: I like the idea of the NFL being willing to admit that they might make an error and that if they have the technology to correct the error

they're going to use it. I think it adds something to the game. It's also important to remember that the refs do one helluva job.

"A lot depends on how a team looks when they play, and if you get eight guys with different headbands you're dealing with a bunch of bullshit artists."

—Don Criqui

DC: That's right. You can't appreciate the job they do unless you stand on the sidelines of a professional football game and watch the speed and size of the players and the enormity of the collisions, and realize the officials only have milliseconds to make the call. They don't guess; they make them on what they see, and it's damned scary how often they really are right.

The Good Ol' Days?

R&R: How has pro football changed from, say, 20 years ago?

BT: It's changed light years. The speed, the athletic ability, the collisions, the plays. Those people you read about — the oldtimers who

say "we were tougher and it was more fun when we played" — are just fooling themselves. Today's players are the closest things to machines yet. As long as the athletes continue to be bigger and stronger they'll always figure out ways to make the game tougher.

R&R: What aspects about pro football today do you think get in the way of the game?

BT: I don't like the idea of legislating sameness in all players. You can't wear headbands, you can't roll your socks up or down — the NFL wants everyone to look exactly like the logo.

DC: And I'm in favor of that. I think it maintains their integrity. A lot depends on how a team looks when they play, and if you get eight guys with different headbands you're dealing with a bunch of bullshit artists.

BT: But if you remember back in the late '60s the single biggest marketing tool for the AFL was Joe Namath's white shoes. It's things like that which set a player apart — and the NFL doesn't want that.

DC: Another thing I'm concerned with is the growing length of games. Sometimes they seem to drag out interminably. When a team is down 28-3 and they're throwing passes on every play, each one using up 90 seconds, something should be done. These delays have nothing to do with the outcome of the game. When I first started doing games they ran 2:40 or 2:45 on the average. Two years ago they started going longer than three hours, and that was all downtime. These guys just mill around, trot back to the huddle, and slow the game way down. Keeping up the pace of the game is something they should work on.

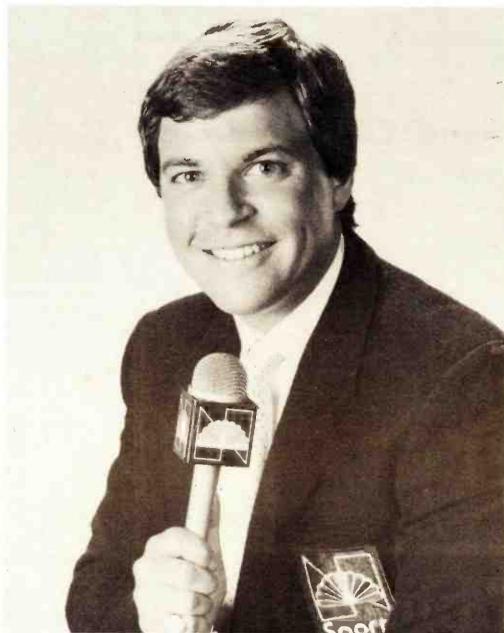
R&R: Where do you stand on the issue of voluntary drug testing?

BT: You have to have it. I think Red Auerbach said it best when he said they've researched everything and the only answer is random at-large unannounced drug testing. There has to be a fear factor in there — penalties of immediate suspension. The deception that goes on is unbelievable. A coach was telling us about carrying sacks of urine into the tests and having designated pee-ers. I don't socialize with people who use drugs, and if I were a football player I wouldn't want to work with them either. I don't buy that stuff about invasion of rights.

R&R: One last obvious question: Who do you pick to take it all in the Super Bowl this year?

DC & BT: Chicago Bears all the way!

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# NETWORK FEATURE FILE

## NEWS & INFORMATION FEATURES

September 29 - October 3

### MUSIC FEATURES

#### The Weekend

October 4 - 5			
<b>American Eagle</b> (DIR) Edy Raven (10/4)	<b>Musical Starstreams</b> (FF) Suzanne Ciani	<b>National Howard Stern Show</b> (DIR) Eddie Money (9/27)	<b>National Music Survey</b> (WO) Kenny Rogers/Carly Simon/Billy Ocean
<b>Christian Countdown America</b> (CCA) Ed & Candy	<b>On The Radio</b> (NSBA) Level 42	<b>Party America</b> (ABCR) Ponfiter Sisters/Human League/Donna Mills	<b>Pioneers In Music</b> (DIR) Seals & Crofts/Jesse Winchester/Harry Chapin
<b>The Countdown</b> (WO) Melba Moore/Jermaine Stewart	<b>Powercuts</b> (GSN) Boston/Eddie Money (10/5)	<b>Reelin' In The Years</b> (GSN) Stephen Stills/Dave Clark Five	<b>Rock Chronicles</b> (WO) Steve Winwood/Alvin Lee/GTR/Beat Farmers
<b>Countdown America With Dick Clark</b> (US) Moody Blues	<b>Rockline</b> (GSN) Ric Ocasek (10/6)	<b>Rock Watch</b> (USP) Paul McCartney	<b>Scott Shannon's Rockin' America Countdown</b> (WO) Anita Baker/Eurythmics/Glass Tiger
<b>Country Report Countdown</b> (WRN) Tanya Tucker/Sawyer Brown/Anne Murray	<b>Sinatra Special</b> (CRS) Antonio Carlos Jobim	<b>Solid Gold Saturday Night</b> (US) British Invasion	<b>Star Beat</b> (MJI) Midnight Star
<b>Country Today</b> (MJI) Hank Williams, Jr.	<b>Superstars Rock Concert</b> (WO) Mr. Mister/Loverboy	<b>That's Love</b> (WO) Troy Donahue/Bryan Brown/Journey	<b>Top 30 USA</b> (CBSR) Buddy Holly/John Lennon/Elvis Presley/Janis Joplin/Rick Nelson
<b>Dick Clark's Rock, Roll &amp; Remember</b> (USP) Statistics	<b>Urban Music Magazine</b> (SI) Freddie Jackson	<b>Weekly Country Music Countdown</b> (USP) Oak Ridge Boys	
<b>Dr. Demento</b> (WO) Emo Phillips			
<b>John Landers Hit Music USA</b> (USP) Huey Lewis/Joan Rivers			
<b>John Leader's Countdown USA</b> (CUSA) Eddie Money			
<b>Elvis Hour</b> (CRS) In the '50s			
<b>Future Hits</b> (WO) Billy Squier/3B Special			
<b>Gary Owens' Supertracks</b> (CRS) '80s Hits			
<b>Great Sounds</b> (USP) Brook Benton			
<b>Highlights</b> (DIR) Vanity/Shar Bettonne Harper/O'Jays/Freddie King			
<b>Hot Rocks</b> (USP) Paul McCartney			
<b>King Biscuit Flower Hour</b> (DIR) Rainbow			
<b>Jazz Show</b> (NBCE) Bobby McFerrin			
<b>Metalshop</b> (MJI) Alice Cooper			
<b>Musical!</b> (WO) TV stars on Broadway. "Finian's Rainbow"/Cyd Charisse			

#### The Week Of

October 6 - 10	
<b>Concert Hour</b> (WO) Eugene Wilde/Jets	<b>Country Report</b> (WRN) Hank Williams, Jr./Earl Thomas Conley (10/6) Dobie Gray/Janie Fricke (10/7) Nicolette Larson/T. Graham Brown (10/8) Earl Thomas Conley/Nicolette Larson (10/9) Exile/Nicolette Larson (10/10)
<b>Earth News</b> (WO) Yoko Ono/Norman Smith/Ben E. King/Paul Hogan/Cindy Gibb & Daphne Zuniga/Jack & Chris Lemmon	<b>Encore With Jim Lange</b> (WO) 1949: Russ Morgan
<b>In Concert</b> (WO) Red Rider/Bruce Hornsby & The Range	<b>Live From Gillay's</b> (WO) Moe Bandy
<b>Off The Record</b> (WO) John Fogerty/Bonnie Raitt/REM	<b>Off The Record Special</b> (WO) Genesis
<b>Pop Concerts/Star Trak Profiles</b> (WO) Fleetwood Mac	<b>Rock Today</b> (MJI) REM
<b>Shootin' The Breeze</b> (WO) Tina Turner/Yarborough & Peoples/RJ's Latest Arrival	<b>Solid Gold Country</b> (USP) Feature year: 1978 (10/8) CMA awards preview, Pt. 1-4 (10/7-10)
<b>Solid Gold Scrapbook</b> (US) Tell me a story (10/6) This week in 1970 (10/7) Profile: John Lennon (10/8) This week in 1962 (10/9) Profile: Paul Simon (10/10)	<b>Special Edition</b> (WO) Con Funk Shun
	<b>Star Trak</b> (WO) Don Johnson/Ellton John/Stacey Q

### COMEDY

<b>Amatellin U</b> (DD) Earthworms/eat a robin/homecoming queens/bucks on the side/victory lap	<b>Bobby Jo Ambergery's Bar &amp; Grill</b> (DD) Drive-thru massage/mystery meat/spansicles/no refund/on the house
<b>Comedy Hour</b> (MJI) Live Guest: Valerie Harper/Lily Tomlin/Steven Wright/Rodney Dangerfield/Emo Phillips	<b>Daily Feed</b> (DCA) Last drug test joke/Max released in Moscow/'88 forecast/congressional holdovers/latest Marcos photos
<b>Hiney Wine</b> (DD) Hiney Jingles/60 seconds/stiff competition/you got a hiney/flip top can	<b>Irving Loblolly</b> (DD) You brute/collect call/my four sons/tee all/trivia
<b>Jackie The Joke Man</b> (OHR) Farmers market/feels like a new woman/candle-ah-brat/tackle box/Siamese chins	<b>Laugh Machine</b> (PM) Emo Phillips/Travesty, Ltd./Steve Martin/Rowan & Martin/David Brenner/Bickersons/Martin Moll/Groucho Marx/Steven Wright
<b>Live From The Improv</b> (DIR) Tommy Stedje/Paul Reser/Dana Carvey/Paul Provenza/Wil Shriner	<b>Mei Blanc's Blankety Blanc</b> (ASR) Secret choceros/handsome moose/pied piper/royal wedding bell/enchanted pond
<b>National Comedy Wireless</b> (DD) Doublewide/Wanda Bonstage/hot playground magazine/Resgan record offer	<b>National Lampon's True Facts</b> (SLP) Chicken Little syndrome/gum runner/what's cookin'/bare facts/Mickey Milk
<b>Party Drop-Ins</b> (ASR) Rancho Neacagua/health nut/BYOB/genie of the bean dp/chipmunk workout tape	<b>Radio Hotline</b> (ASR) Tooth fairy/recording of a listener/static/epoxy in my ear/I can help you
<b>Stevens &amp; Grdnic's Comedy Drop-Ins</b> (ASR) You weren't there/bachelor cook/Sam & Joe's/are you insane/home I'm honey	<b>United Spots Of America</b> (CMR) Three guys named Bob/everything TV/promo/LA nose/Le Gym sock/bowser promo

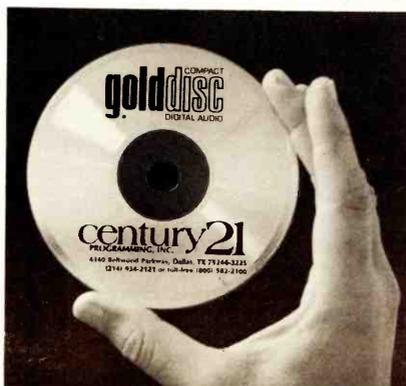
### GENERAL INFORMATION

<b>The Blimp</b> (PM) Sexual harassment/rowdier baseball fans/TV watching/memory loss/chronic worriers	<b>Car Show Coast To Coast</b> (SCGI) '88 Nissan/Slansa
<b>Computer Program</b> (PM) I/O ports/printers/modems/ baud rate/network programming	<b>Entertainment Coast-to-Coast</b> (CBSR) Sally Struthers/William DeVane/David David/visitee of Man/Burns Sisters (10/4-5)
<b>Health Care</b> (PIA) Diets: fact & fiction	<b>NBC Extra</b> (NBC) I'll never retire
<b>Public Affairs</b> (PIA) Alternatives in energy	<b>Reviewing Stand</b> (PIA) Importing woes: George Mitchell/The loud get louder: Jeri Logeman. Go for it: Bill Rogers
<b>Sound Advice</b> (PM) Multipath distortion/antennae/tuner overload/di-poles, ribbon, directional antenna/community, splitter, rooftops	<b>Sports Splitter</b> (PIA) Gary Carter/Mike Schmidt/AI Stewart/Bob Markus
<b>Wireless Flash</b> (CN) Bryan Brown/Jane Wyman/INXS/David La Duke	

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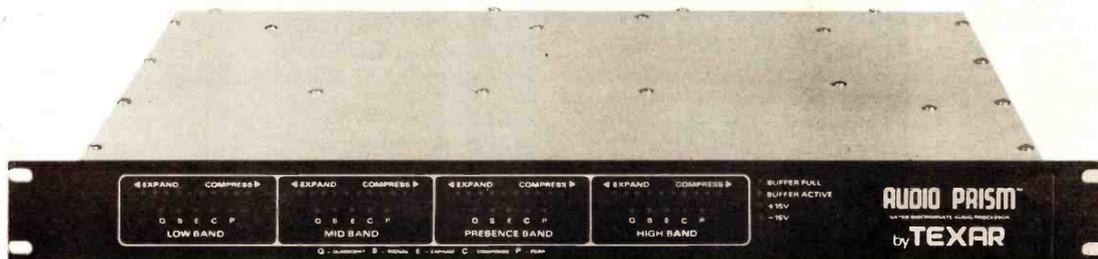
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It is with considerable pride then that TEXAR was the audio processor of choice for the #1, #2, and #3 rated stations in the Super Bowl of radio, New York City... for four Arbitrons in a row!

What's the secret? DIGITAL CONTROL. Just as digital Compact Discs are replacing vinyl LPs as the medium of choice, the future of program audio processing also belongs to the digital world. The digitally-

controlled TEXAR AUDIO PRISM™ is the beginning of the future. The AUDIO PRISM delivers the modulation power for monstrous cumes, but with a clarity that keeps listeners quarter-hour after quarter-hour. An audio processor that makes you jump out of the dial at the expense of cutting your quarter-hours in half is NO bargain.

Step into the future. Put the power and clarity of digital control to work for you. Call Barry Honel at (412) 85-MICRO to arrange for a ten-day demo in your station. Considering a demo of another make of audio processor? Let us know! We'll make sure our delivery date coincides with theirs so you can hear the difference yourself!

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RICHARD AGATA

## FROM SIDELINE TO MIKESIDE

# Hank Stram Keeps The Signals Straight

Nobody can describe the action on a football field more accurately than Hank Stram. Stram brings 15 years as head coach of the Kansas City Chiefs (with two Super Bowl rings) and two heartbreaking years as an expansion team head coach for the New Orleans Saints to the booth every time he does a CBS broadcast.

Most football fans agree that listening to someone tell you what you're seeing if you're watching a game on TV is rather superfluous. But those same people will tell you that if you're listening to a game on the radio, Stram's your man.

CBS Radio teams Stram with broadcast legend Jack Buck every Sunday night for the "NFL Tonight" show. Stram and Buck also do the "Game of the Week" on both CBS Radio and TV.

Stram first joined CBS in 1975, after 15 years in Kansas City. He returned to coaching after one year, and led a dismal New Orleans Saints team for two seasons before returning to CBS in 1978. His coaching record presently stands at 131 wins, 97 losses, and ten ties, with 21 of those losses posted during his two seasons in New Orleans.

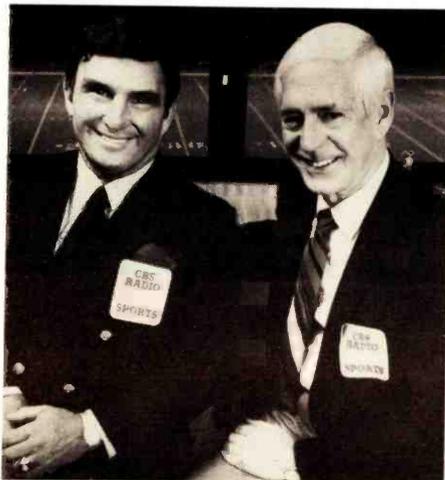
### We Hear You, Hank

**R&R:** Most people first recall hearing your voice in 1970, when you were miked during the playing of the Super Bowl. Was this the first time a coach had been miked?

**HS:** No, it wasn't the first time. It was the first time in a major game like the Super Bowl, but I had been wired for sound many times for "NFL Films" segments.

"It's easy to talk about the obvious things and about things after they've happened. My responsibility, because of my vast coaching background, is to extend more to the fans."

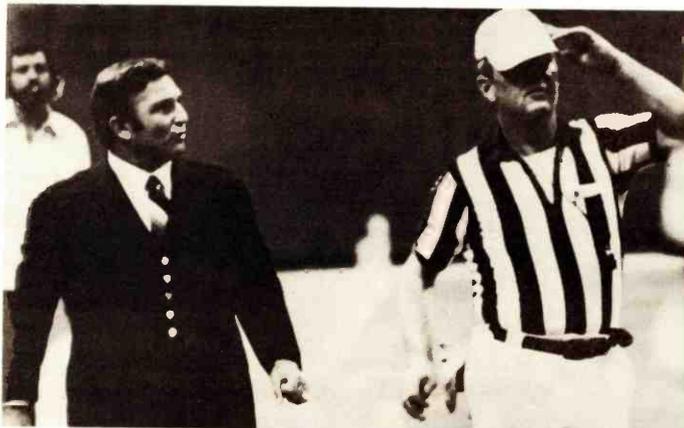
**R&R:** Because of your coaching experience, your sportscasting is very analytical and detailed. You seem to read the offenses and defenses perfectly. And when you predict where the play will go, you're usually right.



Hank Stram (l) with Jack Buck. Together they bring the NFL to the airwaves every Sunday on CBS Radio.



Although his two seasons with the New Orleans Saints were less than fruitful, he doesn't rule out the possibility of returning to the coaching ranks once more.



When Stram coached, only his players and an occasional referee heard him. Now, a nation listens to his broadcasts every week.

**HS:** I'm pleased you've made that observation, because that's what I try to convey. It's easy to talk about the obvious things and about things after they've happened. My responsibility, because of my vast coaching background, is to extend more to the fans than someone who hasn't coached. I know a lot of people who won't take the risk of being wrong, but I don't feel

that way at all. I can improve the quality of the game from the fan's viewpoint if I can point him in the right direction. That's my game plan.

### The Challenge: Be Your Best

**R&R:** When you're broadcasting, do you have to use different ap-

proaches when two highly-rated and talented ball clubs are playing as opposed to when two less talented teams are playing?

**HS:** The challenge of broadcasting is in doing the very best you can, creating the picture, anticipating what's going to happen, and not telling the obvious. It doesn't make any difference what kind of game it is. Working a bad

game is obviously more difficult than working a good game. In a good game, the game takes care of itself. If it's a blowout, then of course we have to do everything we can to make it interesting and exciting, to humanize it so the audience will be entertained and enjoy it.

"We may find ourselves in trouble if we downgrade the football intelligence of the fans."

**R&R:** Which medium covers football better — radio or TV?

**HS:** They are two completely different vehicles. With radio, you have to paint the picture for the listening audience. There aren't as many people involved when you're doing radio games. There are no instant replays and there aren't as many commercials, so this provides more time to talk about the game. Therefore, the announcers' responsibilities are different. With television, the viewer watches the game unfold, so it's very important not to say the obvious.

### Humanize The Game

**R&R:** Because you do get so involved and detailed in your descriptions, do you feel that you might only appeal to the most knowledgeable football fans? Or do you think nearly all the fans who tune you in are very knowledgeable?

**HS:** We may find ourselves in trouble if we downgrade the football intelligence of the fans. I think they know a lot more about football than we give them credit for knowing. I just don't think we can talk down to them. Fans also want to continue to learn. With all the games and films I've seen, I can immediately see all the strengths and weaknesses on the field. So I should be able to relate this information to the fans.

It's also important for us to humanize the game so fans know there are people underneath those helmets. There should be a lot of fun, too. Football is a game, and it should be played with great enthusiasm and fun. The broadcasts should be the same way. They shouldn't sound like World War III.

**R&R:** Is football simply entertainment for the fans or is it more than that?

**HS:** People are very emotionally involved with their respective

**Q** Who represents more professional and college play-by-play sports than any other radio rep?

**A** Katz Radio Group.

**Katz Radio Group**

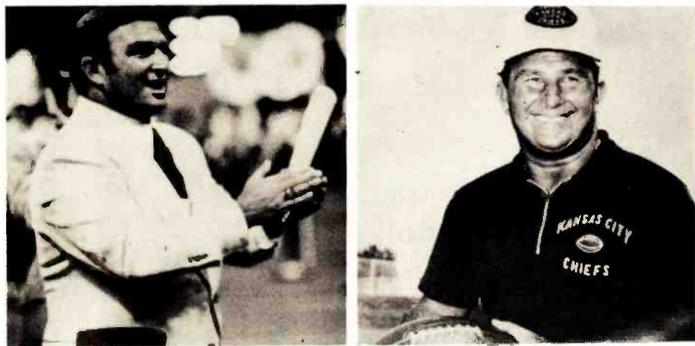
- Represents more professional and collegiate sports properties than any other rep
- Produces top dollars from traditional sports advertisers and generates new revenue from non-traditional sports accounts
- Assists with pricing, packaging, merchandising and sales development
- Teams up with client stations to cultivate new advertisers and account opportunities and work on local endorsements to solidify sports sales



Christal Katz Republic

**Katz Radio Group. The best.**

# SPORTS ON RADIO



Stram coached the Kansas City Chiefs for 15 years and took them to two Super Bowls. He won Coach of the Year honors four times.

Continued from Page 30

teams around the country. I don't think there is any question about the fact that pro football, and football in general, has captured the imagination of the American public. It's good that people are excited about their particular teams. Pro football and college football bring a community together because the fans are all involved in a common

cause, a common interest. That's what makes football so great. Fans get sentimental about their teams. They hurt when they lose and are ecstatic when they win.

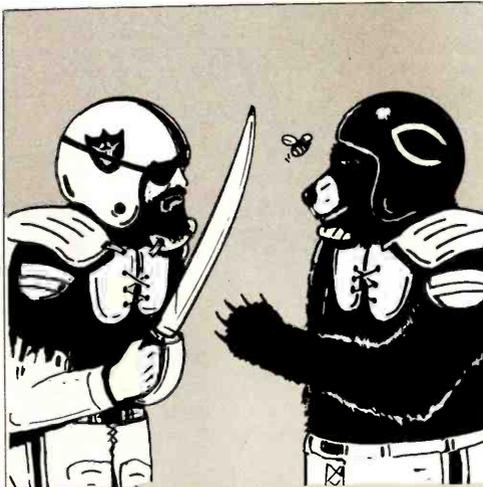
### Is Football Violent?

**R&R:** Some people say football is more violence than sport. Do you agree?

**HS:** You have to be careful with regard to the word "violence," be-

cause then it sounds like it's premeditated and that's not the case at all. That word isn't a proper description of professional football.

There's no question that football's rugged. There's always a chance for injury. But that's the nature of the game, and that's why I think people like football as they do. They like to see the contact, the hitting, and the physical aspects of it. I don't think there is ever a time



## Hank's Picks For '86

What a gambler wouldn't give to have a "Hank Stram Hotline" for weekly predictions of NFL games. Well, we have the next best thing: Stram's preseason picks for the 1986 season. He points out that these predictions are based on Injury-free seasons for the teams mentioned.

<b>AFC East</b>	<b>AFC Central</b>	<b>AFC West</b>
New York Jets	Houston Oilers	L.A. Raiders

**AFC Champion**  
L.A. Raiders

<b>NFC East</b>	<b>NFC Central</b>	<b>NFC West</b>
New York Giants	Chicago Bears	S.F. 49ers

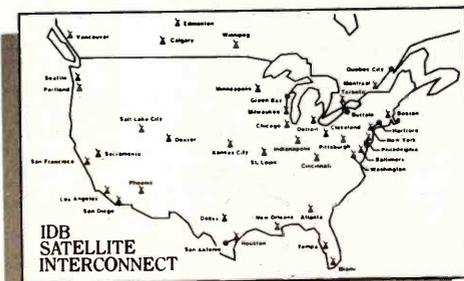
**NFC Champion**  
Chicago Bears

**Super Bowl Champion**  
L.A. Raiders

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(kom pet'i tēr)

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when a player deliberately tries to hurt another player. It's a high-speed collision game.

**R&R:** What are some of the differences between coaching a successful pro football team like the Kansas City Chiefs and the team you coached in New Orleans?

**HS:** The obvious differences were one, the organization, and two, the talent. We started from scratch in Kansas City. At our first meeting in 1960, I told our team that I didn't know how long this thing was going to last, but that we would be the winningest team in the history of the American Football League — whatever the time-frame and whether or not there was a merger. After ten years, that's exactly what we were. Then the merger took place in 1970.

When I went to New Orleans a lot of promises were made that weren't fulfilled. I had a five-year contract and was given just two. Of course, that's the owner's prerogative, and that's the way the game is. And, of course, we just didn't have the talent that we had in Kansas City after just two years in New Orleans.

**R&R:** Do you think further NFL expansion is inevitable?

**HS:** I don't think there's any question that the NFL is looking to expand in the future. They'll probably expand by two teams, then another two teams. But I don't know when that will take place. Once they settle whether a franchise can move from one city to another, then I think expansion will happen.

**R&R:** Is there any chance you'll return to the NFL as a head coach?

**HS:** It's hard to say what the future will bring. I learned a long time ago never to say never.

**R&R:** Is that desire still burning?

**HS:** It's a different kind. I'm sure I'd feel differently if I weren't doing so many games for CBS. I'm still in the arena. It's a different seat, but it's still fulfilling. It's still very exciting. I wouldn't get back into coaching just for the sake of doing it. I would consider it, however, if it were the right kind of package with the right opportunity to win.



HARVEY MEDNICK

# IMAGE & MARKETING

EVERYTHING OLD IS NEW AGAIN

## Goin' Through The Mailbag

Well, here we are in the fourth quarter. In my personally compulsive manner, I took a look in my "stuff" file and realized not only that it is time once again for a quarterly clean-up of accumulated odds and ends, but that three items in that file directly related to recent columns.

### With Liberty For A Few

It's been a little over two months since we surveyed the goings on in New York radio surrounding the Statue of Liberty Centennial celebration (R&R 8/1). R.H. Bruskin Associates, the research people who seem to specialize in supplying those intriguing pieces of information perfect for commuter trains and cocktail parties, has released figures about the public's knowledge of the statue. This information comes from a study taken prior to the Fourth of July hoopla, but bear in mind that the public had been getting hype about the celebration for months before the holiday.

Therefore, it's surprising to discover that only 48% of all Americans knew that the Statue was given to us 100 years ago (52% of that figure were men and only 48% were women). 76% of adults surveyed knew that Bartholdi's masterpiece was given to the United States by France. Once again, men were more knowledgeable about the

Statue; 81% of the men knew about the French connection versus 71% of women surveyed.

Finally, Bruskin learned that 67% of those surveyed consider the statue very important, 27% see it as somewhat important, and 6% say it is not important at all. I kind of hope Bruskin does a follow-up survey which factors in the media influence on those opinions — it might be a powerful selling tool for us.

### A Class, No Less

A tip of the Image & Marketing fedora to Stuart Denning of Springfield, New Jersey. He's the guy who was the focus of the "West 57th" piece on contest pros which Keith Carson and I discussed in the August 15th issue of R&R. Keith sent me some follow-up stuff on this "demi-celebrity." Not only did the 28-year-old car salesman (could he be anything else?) receive extensive coverage in the *Globe* newspaper (OK, it ain't the *Times*, but how often have you

read about contest pros in your local newspaper?), but he is now offering a course called "How To Win Radio Call-In Shows" at the popular Learning Annex in New York.

An ad for the class features a photo of Denning with phones pressed to both ears, obviously beating Scott Shannon and Z100 out of another goodie. The copy under the photo says, "Here's the clue... The DJ sang out — and Stuart Denning stopped the car and started a new life... as a winner! Today all the DJs and radio stations know him. Why? Because he's the guy that calls in constantly, gets through constantly — and wins!! ... In fact he wins so often that a ruling was passed just because of him — you can only win once in 30 days. (We know better than that) But nothing stops this dialing-for-dollars dynamo! Now he's willing to share his secrets with you in this once-in-a-lifetime Learning Annex course 'How to Win Radio Call-In Shows.'"

"When you walk out of my course," says Stewart, "you'll have all the tools you need to seriously improve your odds of winning a major cash prize in one of the metropolitan area's call-in radio contests. In fact, I'll go even further to say that some of you will walk out and win that night!"

"With odds like those who can pass up this incredible opportunity? Turn that beat-up old radio sitting on your night table into a winning dream!" Great, huh? By the way, the course is one evening session and costs \$15. It sure is nice to see a contest pro make a career out of annoying DJs...

### Money Business

For all of you who attended our direct mail panel at the recent

BPME convention and read about it in R&R on June 27th, this will be partially old news — but with a new twist. Panelist Peggy Boeck, Promotion Director of WHAS/Louisville, told us all about how she had created her own direct mail piece built around the locally-legendary Bingham's. The family was not only embroiled in a major newsmaking squabble, but also owned her station. Boeck had chosen "Bingham Bucks" as the title for her print piece, which featured a picture of morning personality Wayne Perky with hands filled with inviting green cash on the inside panel. No sooner had the piece gone out than she was notified that she had violated Treasury Department regulations concerning the promotional and broadcasting use of United States currency. It cost Peggy a few of her budget's, not the Bingham's, bucks to recall and reprint her piece. Just a short while ago new enforcement policies concerning currency reproductions were introduced as 18 U.S.C. Section 504. I thought I'd share the new regs with you so you don't get caught in the same dollar dilemma.

According to the Treasury Department, broadcasters may use any security for on-air advertising or promotional campaigns, without restrictions, if videotape instead of film is used in the production of the spots. The rationale for this policy is that with tape there is no negative that can be used in counterfeiting.

When film is used, such as in the production of direct mail pieces (sorry, Peggy), the following restrictions of section 504 apply:

a. All illustrations must be in black and white, except for postage stamps issued by the US or foreign governments. (This is where Peg-

gy got trapped. The reasoning is that the black and white requirement makes it harder for counterfeiters to gain access to negatives that could easily be altered and used for counterfeiting purposes.)

b. All illustrations must be less than 1/4 or greater than 1 1/2 times the size of each part of the original item.

c. All negatives used in making the broadcaster's product must be destroyed after their final use.

What's new in 504, just in case you're curious, is that photographic and other likenesses of currency of the United States can now be used for any non-fraudulent broadcast promotion and advertising purpose. However, under this new policy, the Treasury Department expects to increase enforcement against color reproductions that do not conform to size restrictions.

Well, that gets me up-to-date for this quarter — see ya in the mailbag in 1987.

## DATELINES

### 1987

**February 1-4**  
National Religious Broadcasters 44th Annual Convention  
Sheraton Washington, Washington, DC

**February 7-10**  
Radio Advertising Bureau 7th Annual Managing Sales Conference  
Hyatt Regency, Atlanta

**March 28-April 1**  
National Association of Broadcasters 65th Annual Convention  
Dallas Convention Center, Dallas

**April 1-5**  
Alpha Epsilon Rho 45th Annual Convention  
Clarian Hotel, St. Louis

**April 26-29**  
Broadcast Financial Management Association Annual Meeting  
Marriott Copley Place, Boston

**June 6-9**  
American Advertising Federation Annual Convention  
Buena Vista Palace Hotel, Orlando

**June 10-13**  
American Women in Radio and Television 36th Annual Convention  
Beverly Hilton, Los Angeles

**June 10-14**  
Broadcast Promotion and Marketing Executives/Broadcast Designers Association Annual Seminar  
Peachtree Plaza, Atlanta

### HOW TO WIN A FORTUNE FROM RADIO CONTESTS

**STUART DENNING** is called the king of the radio contests — and a lot of other things as well.

The 28-year-old car salesman from Springfield, New Jersey, has won an unbelievable \$16,000 in cash and hundreds of other prizes in just two years of phone competitions.

In fact, Denning has been so successful that radio stations are crisscrossing the country trying to have him banned from their airwaves. People have called him and other radio stations and have introduced a new rule that stops competitors from winning two contests within 30 days. But Denning is fighting back.

"If they keep clamping down on me this way, I'll go to the Federal Communications Commission and ask that all contests be also eliminated against me because I'm successful."

Apart from the cash, Denning has won stores, VCR tickets to Broadway shows and concert tickets and hundreds of T-shirts.

"I've studied the contests and have found a way to win," he says. "I've won most of my prizes away from my car, but I can beat the system."

He says that the once won few days in a row, and became a ver-

**BY A MAN WHO DOES SO WELL HE'S BANNED**

... dial target for the station's deejays. Denning does have a big advantage over most other people because of the telephone equipment he uses. A repeat-

dialing switch disconnects and re-dials a station's number every time the line is busy.

He has also programmed key phone numbers into the auto-speaker phone to free his hands through to the station's recorder.

He rises at 4 a.m. and tunes in to half a dozen stations that provide his girlfriend with tele-Phone duty.

"People think I listen to the radio all day," he says. "That's not true, but when I'm tuned in, I how many seconds the program is delayed before going out.

to write a book about winning call-in contests. He calls *CALLERS* he'll offer you real prize books.

Keep in touch with current events and news.

You'll find a lot of the answers in these books.

Have patience and determination. Don't give up trying to get through to the station.

Listen to every word, song, identification, and determine what times contests will be run.

Time how many seconds it takes to get through from the start of dialing, and dial slowly, contest lines the station has and how many seconds the program is delayed before going out.

## ONE YEAR AGO TODAY

- Senators launch hearings on rock lyrics
- Pat Norman VPI/GM at KRTH/Los Angeles
- #1 CHR: "Money for Nothing" — Dire Straits (WB) (3 wks)
- #1 AC: "Saving All My Love..." — Whitney Houston (Arista) (2 wks)
- #1 BIU: "You Are My Lady" — Freddie Jackson (Capitol) (3 wks)
- #1 Country: "Touch A Hand, Make..." — Oak Ridge Boys (MCA) (3 wks)
- #1 AOR Track: "We Built This City" — Starship (Grunt/RCA)
- #1 LP: "Scarecrow" — John Cougar Mellencamp (Riva/PG) (5 wks)

## FIVE YEARS AGO TODAY

- WRKO/Boston switches from CHR to Talk
- #1 CHR: "Arthur's Theme" — Christopher Cross (WB)
- #1 AC: "Arthur's Theme" — Christopher Cross (WB) (2 wks)
- #1 BIU: "When She Was My Girl" — Four Tops (Casablanca/PG) (3 wks)
- #1 Country: "Step By Step" — Eddie Rabbitt (Elektra) (2 wks)
- #1 LP: "Tattoo You" — Rolling Stones (Rolling Stones/Atco) (2 wks)

## TEN YEARS AGO TODAY

- #1 CHR: "If You Leave Me Now" — Chicago (Columbia)
- #1 AC: "If You Leave Me Now" — Chicago (Columbia) (2 wks)
- #1 Country: "Here's Some Love" — Tanya Tucker (MCA)
- #1 LP: "Hasten Down The Wind" — Linda Ronstadt (Asylum) (2 wks)



# Developing A More Productive Airstaff

By Ronald E. "Buzz" Brindle

Why is it so difficult to find truly great jocks? What's the key to maximizing an airstaff's talent? GMs have been laboring with these questions since the beginning of music radio — especially since the golden days of Bill Drake's "Boss Radio," which is generally acknowledged as the historical watershed when personality jocks began to disappear. Today, as in the '50s, personalities are in vogue. The problem is that we've spent the past 20 years discouraging air talent from being too high-profile. How can we rectify this dilemma?

A basic problem is that the present system discourages the nurturing and development of air talent. If a jock does his job well and achieves high ratings, the PD or GM usually takes credit. If a jock's ratings are less than impressive, he is held responsible. It's a classic problem, and one which is exacerbated by the recent technological developments in music scheduling, reliance on audience research, and a lack of managerial vision.

## New Collar Jocks

Traditionally, upper management has dangled the carrot of the PD job as an incentive to encourage ambitious air talent. The problem is that a jock is ultimately a craftsperson. Most are part of the "New Collar" psychographic, the college-educated offspring of blue collar families. They feel most satisfied when creating that intangible product known as a good show. Jocks are to radio what athletes are to baseball.

Jocks are skilled in packaging information. The program director's function is administration. As management expert Peter F. Drucker suggested in a recent *Wall Street Journal* article, "For most knowledge workers, promotion into a management job is the wrong reward. The good ones usually want

"If a jock does his job well and achieves high ratings, the PD or GM usually takes credit. If a jock's ratings are less than impressive, he is held responsible."

to continue doing professional or technical work." What a successful jock really wants to do is keep jocking.

## The Real Bottom Line

Management usually looks at the bottom-line cost of air talent and cringes. We forget that this expense is not a matter of cost, but one of yield. Revenues are dependent upon two variables: Arbitron ratings and the perception of the station among local retailers. Quality of air talent is a significant factor in both these considerations.

Some flawed thinking during the '70s has helped create today's talent problem. Prominent programmers who misinterpreted market research decided listeners weren't interested in personality.

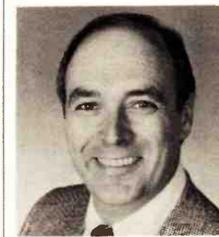
What these PDs misunderstood was that listeners were saying that they weren't interested in long-winded, self-indulgent, boring jocks. Nevertheless, jocks were encouraged to suppress their individualism and to acquire a homogenous quality.

Consultant John Sebastian learned a hard lesson in the early '80s with his AOR format. Client stations such as WCOZ/Boston were hugely successful, but then plummeted into obscurity during the course of a couple books. Sebastian's experience taught observers that a tight, well-researched music format can carry the ball for the short term (approximately 18 months), but ultimately the depth of a station's air talent will be a determining factor in the station's longterm success.

## Perception Vs. Reality

We had a similar experience at WNBC/New York. When we arrived in 1977, the market didn't have a clear perception of what the station was supposed to be. Some thought it was All-News, some thought it was All-Talk. The entire airstaff, including the legendary Don Imus, was let go and a music-intensive format was installed. It worked well in achieving our initial goal of conditioning the audience to think of WNBC as a contemporary AM music station and a relevant competitor for WABC.

However, we discovered after the first six books that we couldn't elevate our ratings beyond a 2.5. "Imus In The Morning" returned, and a brilliantly targeted advertising campaign was designed by promotion director Dale Pon. The result was synergistic. WNBC be-



Ronald E. "Buzz" Brindle is President of the Brindle Company, a New York-based firm providing marketing services for the radio and video music industries (212) 242-8267. Brindle, who worked for MTV between 1981-85 as Director/Music Programming, is also writing a book about the video outlet's first four years of operation. His radio background includes program management posts at WNBC/New York and WMAQ/Chicago.

came one of America's most listened to radio stations. The moral of the story: a proper balance of music, personality, and promotion is the key to success.

## The Farm System

Perhaps it's time for us to consider a farm team system for developing air talent. Major market outlets can create a formal relationship with one or two selected stations in smaller markets for this purpose. The benefits to both participants are obvious: the major market organization participates in the development of potential employees, and the smaller market outlet has an opportunity to benefit from major market management expertise.

The system has served major league sports franchises well for

"Perhaps it's time for us to consider a farm team system for developing air talent. Major market outlets can create a formal relationship with one or two selected stations in smaller markets."

years, and there's no reason why radio can't successfully apply this approach to talent development.

Management must make a commitment to the aggressive development of on-air talent. The first step involves reevaluating the role of the PD; it is no longer a chief announcer function. The PD position requires management-oriented professionals with new vision, new values, and new skills.

## Diplomatic Technocrats

The PD of the '80s must be able to plan, teach, and coordinate the various technical services which are now available. The job requires the skills of a diplomatic technocrat.

Air talent must be given more accountability and, consequently, more opportunity to succeed. Each jock should be treated as an individual program director responsible for his individual daypart. Ratings-based incentive programs which encourage quality-intensive performance should be instituted. Air talent should be encouraged to work with upper management in the programming decision-making process. Talent should, at the least, be allowed veto power over decisions which concern their shows. Experience shows that a sense of participation and accountability are key factors in performance. Air talent should not be viewed as "labor," but rather as "resources." And as Drucker points out, "resources have to be managed for optimum yield rather than for minimum cost."

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Without A Doubt.**



## Springsteen Tours & Attack Of The Rednecks

MONDAY, SEPTEMBER 29

1961/Bob Dylan's first press notice from *New York Times* critic Robert Shelton, who describes him as "a cross between a choirboy and a beatnik."

1967/The Gladys Knight & The Pips version of "I Heard It Through The Grapevine" is released.

1976/While taking target practice on some soda bottles, Jerry Lee Lewis accidentally shoots his bass player twice in the chest with a .357 magnum.

1980/The Stray Cats open for Elvis Costello in London. Also, John Lennon is interviewed by *Newsweek* about the upcoming "Double Fantasy" LP.

Birthdays: Jerry Lee Lewis 1935, Mark Farner (Grand Funk) 1948, Jean-Luc Ponty 1942.

TUESDAY, SEPTEMBER 30

1967/Britain's first official rock station, BBC1, signs on with the Move's "Flowers In The Rain" (which, given its psychedelic lyrics, made it a fairly hip choice for a government station.)

1974/Lynyrd Skynyrd roadies fight with a technician in Louisville when he allegedly kills the sound during their set and then attacks them when asked to leave the stage.

1979/Moving from Country to "Singles Lifestyle" AC, WGMA/Ft. Lauderdale calls rednecks "people who hang out at bus stations and pick their noses." Listeners attack the WGMA parking lot with pipes and clubs until the police hear an on-air call for help. One caller asks the PD if he's ever had his nose picked with a shotgun.

Birthdays: Marilyn McCoo 1943, Johnny Mathis 1935, Deborah Allen 1953, Gus Dudgeon 1942.

WEDNESDAY, OCTOBER 1

1954/"Earth Angel" by the Penguins is released, thus making it only slightly less than twice as old as the members of the New Edition.

1970/Jimi Hendrix buried in Seattle. Also, Curtis Mayfield leaves the Impressions.

1975/Just as Booker T & the MGs are ready to reform, drummer Al Jackson is shot to death at age 39.

1979/In their third major charity grant of the year, the Bee Gees donate \$50,000 to the Martin Luther King Jr. Center for Social Change. Also, the Whispers release "A Song For Donny," with new lyrics to Donny Hathaway's "This Christmas" written by Carrie Lucas and proceeds to the United Negro College Fund.

1980/Paul Simon's "One Trick Pony" premieres. Queen's "The Game" LP (with "Another One Bites The Dust") goes gold.

1982/"Maneater" and "Shadows Of The Night" released. "Eye Of The Tiger" becomes CBS's fourth best-selling single to date (behind "Play That Funky Music").

Birthdays: Howard Hewett 1957, Herb Fame (Peaches &) 1943, Albert Collins 1932.



Jerry Lee Lewis, Howard Hewett, Lindsey Buckingham, Bob Geldof

THURSDAY, OCTOBER 2

1967/Mama Cass spends an evening in a British jail in a dispute over a hotel bill.

1975/Owing to a bomb scare that delays a show, Bruce Springsteen reportedly performs drunk in Milwaukee after arriving on top of a writer's car. The journalist later writes, "I have seen the future of rock & roll and he is on my windshield."

1982/A British benefit reunites Peter Gabriel and Genesis on stage for the first time since 1975.

1984/The *Wall Street Journal* reports that K-Tel is near bankruptcy. Also, "Walking On A Thin Line" becomes the fifth Huey Lewis & The News single from "Sports."

Birthdays: Sting 1951, Don McLean 1945, Mike Rutherford (Genesis/& The Mechanics) 1950.

FRIDAY, OCTOBER 3

1973/Capitol president Bhaskar Menon gives Grand Funk its gold LP for "We're An American Band." Don Brewer reaches into the reception cake with his bare hands.

1980/Bruce Springsteen kicks off "The River" tour at Ann Arbor's Crisler Arena. Bob Seger joins him at the end for "Thunder Road." Also, Stevie Wonder announces a King's Birthday march for the following year to lobby for the anniversary's establishment as a national holiday.

1981/At this rate, she could probably become a regular cast member soon: "Saturday Night Live" opens the season with a three-minute film clip by Yoko Ono showing her footage of John Lennon to "Goodbye Sadness."

Birthdays: Lindsey Buckingham 1947, Jack Wagner 1959, Alan O'Day 1940, Richard Hell 1949, Eddie Cochran would be 48.

SATURDAY, OCTOBER 4

1970/Janis Joplin is found dead of a heroin overdose at Hollywood's Landmark Hotel.

1973/Graham Nash, David Crosby, and then Neil Young show up at a Stephen Stills & Manassas show in San Francisco, thus affecting a CSN&Y reunion for the first time in two years.

1980/Carly Simon collapses from exhaustion on stage in Pittsburgh and the rest of her tour is cancelled. Also, Mick Fleetwood, Lindsey Buckingham, and Stevie Nicks appear during halftime at a USC game to present the marching band with a platinum record for its contributions to "Tusk."

Birthdays: Patti Labelle 1944 (one of several possible dates), Helen Reddy 1942, Leroy Van Dyke 1929.

SUNDAY, OCTOBER 5

1962/The Beatles "Love Me Do" is released in Britain.

1969/"Monty Python's Flying Circus" premieres on the BBC.

1973/R&R's debut issue. The first #1 is Cher's "Half Breed."

1984/Survivor's comeback, "I Can't Hold Back," debuts on the CHR chart on its way to #70.

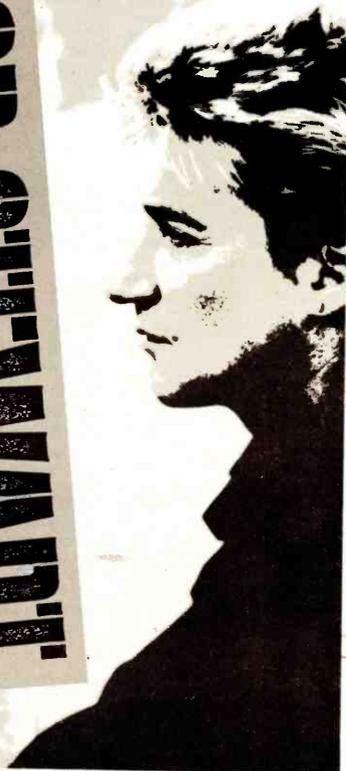
Birthdays: Richard Street (Temptations) 1940, Bob Geldof 1954, Steve Miller 1943.

For The Record: Just as his "Stand By Me" hit was reissued, Ben E. King was misidentified last week as Jackie Wilson. Our apologies.

## WHAT COMES AFTER "LOVE TOUCH"?

ANOTHER HEARTACHE

ROD STEWART



### The New Single From The Album Rod Stewart

Produced By Bob Ezrin



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One Of The "Most Active"  
CHR CHART 38



DAN O'DAY

# AIR PERSONALITIES

## The Fan Mail File

Dear Mr. O'Day:

First of all, let me tell you how flattered I was to be the subject of your "column" of August 22, "A Wave Of Stupidity."

Let me also tell you how thankful I am that you: a) do not live in my listening area; and b) do not sign my paycheck.

In response to your criticism of my production entitled "The Mexican National Anthem," I would like to offer a few points to ponder.

It is and was only intended to be a parody song. The hilarious way you dissected each verse in your "column" made it sound like a documentary. Apparently you have never actually heard the song, or you would know it was even sped up considerably for airplay — so there would be no mistaking it for a legitimate song. You obviously have no understanding of satire or parody, since you failed to see any "humor" at all in the piece.

Yes, the song was a tongue-in-cheek comment on a social issue, but as in all satire — whether it's an editorial cartoon or even political impressions — an effort has to be made to magnify the situation you're satirizing so the audience will know it is meant to entertain and not offend. Even with this conscious effort made, sometimes you still do offend people — especially R&R columnists.

Let me also point out that this was only one of thousands of bits I do each year on the radio, and not all of them are aimed at illegal aliens. But most of them are based on real-life happenings so that I can have a topical morning show. I think a lot of disc jockeys make the mistake (now known as the Dan O'Day Syndrome) of letting their listeners know that "it's 79 degrees in this fine city and everything's terrific. And even though our baseball team is down 32 games, they may still have a chance." That ain't real life, Dan — and radio listeners are not idiots.

I try to treat my audience as humans by entertaining them with things they know about. I work for a CHR radio station and I don't have a forum to air opposing viewpoints on my show to cover every subject, so I deal with it the only way I know how — with humor and satire.

Of course, it causes talk — but that's what my employers want, and with 200 hubbards around San Diego proclaiming Randy Miller as "outrageous," that's also what they expect. So I do the best I can for four hours, and eventually weed out the fun-loving, intelligent radio listeners from the narrow-minded, self-righteous R&R columnist.

As far as compassion goes, even some of us "disc jockey bullies" have a heart, and I'm very proud of the fact I raised over \$30,000 in Kansas City for the Mayor's Christmas Tree Fund to benefit the underprivileged. That was accom-

plished by way of two consecutive on-air marathons which required much more thought and effort than the "Mexican National Anthem."

I also was impressed with your vast knowledge of the border situation, Dan, but I think you need to check your facts. Maybe you should work with the border patrol for a few weeks before you offer your opinion of these long-suffering oppressed illegal aliens.

Anyway, I did like the title of your "column" — "A Wave Of Stupidity" — and I think you should use that every time you offer your insightful opinions.

Remember the old broadcasting axiom: those that can, do — those that can't, write the Dan O'Day column.

Yours truly,  
Randy Miller  
KSDO-FM/San Diego

### On The Other Hand

Another viewpoint is presented by Craig Powers of KEZY/Anaheim: "Three cheers for your latest Air Personalities column! It's about time someone speaks out

against some of the garbage polluting the public air waves!

"Even more incredible, major broadcasting companies are employing most of the people mentioned in your article. How's the old saying go? IT ALL TRICKLES DOWN FROM THE TOP!"

"Realizing some of these 'stunts' are really easy ways for an air personality to get some free local press, I think the effect on the station in the long run is disastrous.

"With all the positive promotions in the past year (Hands Across America, Live Aid, Farm Aid, etc.) being supported by the record and broadcast industries, I can hardly believe listeners really want to hear some of the 'stunts' you spoke of in your column.

"The key word is COMPASSIONATE humor — the kind that reaches right through the radio and touches your listeners. Would your best friend ever lie to you or deliberately insult you? Mine wouldn't!"

"There is a fine line to walk when you're on the air. Unfortunately, some jocks have terrible balance."

## A Radio Story

In addition to being a classic Radio Story, the following anecdote should be shared with every program director or manager who wants to learn how to inspire loyalty and dedication among the station's airstaff. It comes from Ron Stevens of the comedy team of Stevens & Grdnic:

"This happened during my second week at KSHE/St. Louis, where I was doing weekends. We had these old GE transmitters that were guaranteed to kick off once every 12 hours, at which time the jock would have to go turn 'em back on again. It was a Saturday morning, and Richard Fendell was about to do a newscast. I was on the air, and he was walking down the hallway when the transmitters kicked off. A light in the studio came on, letting me know we were off. I knew we were off the air, but Richard didn't know that.

"So he came into the studio to do his newscast and I immediately turned on the mike and started talking, so he thought I was on the air. I said something like, 'It's 10:15, good morning, this is KSHE95. Fendell's here — what a fucking asshole this guy is!' Naturally, Fendell's going crazy.

"Shelly Grafman, who was the Vice President of Century Broadcasting and the General Manager of KSHE, called me on the hotline. He said, 'Ron, how you doing?' 'Fine.' 'Listen, there's something I wanted to tell you, because you're new and you don't know this: When the transmitters kick off, there's an auxiliary transmitter that automatically kicks in... and when that happens, you can still be heard for about a 25-mile radius.

I'd just like you to know that in case anything ever happens.' And he hung up.

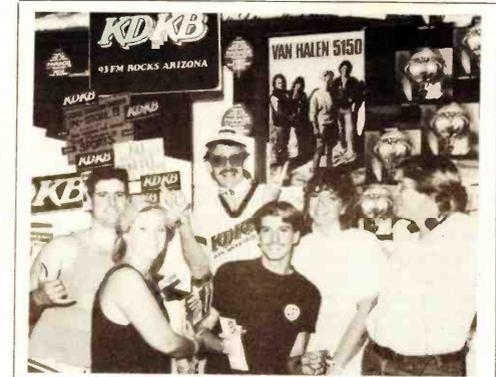
"I gained quite an appreciation for that man that day. He had a choice to make. He could have done what a lot of people would do: he could have called me up and raved and went nuts and fired me. But he knew I didn't know. And he knew that now I did know, and I would never forget. And, obviously, I haven't forgotten."

## Softening The Rejection Letter

In my last column, I gave an example of a simple rejection form letter that PDs could use to let jocks know that yes, their tapes have been received and no, they are not going to be hired for the job in question.

When I was a program director, I devised a form letter that incorporated humor in an attempt to soften the blow of rejection. Not knowing that someday I'd be writing a column on this subject, I didn't bother to save a copy. But it went, in spirit, something like this: "DEAR JOB APPLICANT:

Thanks for applying for a job here at XXXX. I have looked over your resume and listened to your aircheck, and I regret to report that I have decided to hire someone else for the job. I have made this decision because (please choose



SHARP COOKIE — Listeners surround KDKB sports-comedian Cookie Randolph at Tower Records in Phoenix to celebrate his new record "Great Moments In Sports," a collection of humorous sports stories. All profits from the record benefit the March of Dimes. Pictured at top center is Cookie, with KDKB morning man Keith Larson at far right.

## Sports Fun In Phoenix

One of the most fun characters I've heard in a long time is Cookie "Chainsaw" Randolph, the pompous sports commentator featured on KDKB/Phoenix's morning show. Cookie is the creation and alter ego of Don DeWolf, a master of celebrity impressions and an excellent character writer. A few samples of Cookie's commentaries:

- I've always been amused by the efforts of announcers to liven up their reporting of sports scores: "The Yankees clobbered the Orioles, the Dodgers pulverized San Francisco..." So I especially liked Cookie's recitation of the following baseball scores: "The Cardinals shuffled the Giants 4-2, the Reds lobstered the Mets 5-1, the Braves peace-piped Montreal 7-1, Chicago madred the Padres 5-1, and the Dodgers walked the plank for the Pirates, 6-1. Over in the American League, Texas caged the Tigers 7-5, the Royals flushed the Yankees 5-4, the Red Sox shoehorned Oakland 6-4, the Brewers bedeviled the Angels 16-3, and the Twins Siamesed Baltimore, 5-4."
- In other baseball, shocking news: Toronto bombed California and Montreal destroyed Cincinnati... President Reagan expected to declare war on Canada today... And you have to wonder about Wheaties cereal and their new strategy of having Mary Lou Retton as spokesperson. Subliminally, aren't they telling America, 'Eat Wheaties, and you too, will stop growing at four foot eleven?'"
- And even trivia-haters might enjoy this, from the 1985 baseball season: "Trivia Question: Ricky Henderson leads the majors with a .359 batting average. Name him."

tent jerk, and me being so stupid as not to hire you probably is the luckiest thing that'll ever happen to you."

Anyway, it went something like that. I certainly didn't mind putting myself down in a humorous way if it might help ease someone else's disappointment. (And let's face it, some of those reasons undoubtedly would cross their minds anyway.) A few jocks actually wrote back to thank me not so much for the humor as for the response itself... and a few wrote very funny replies. I also made it a point to return everyone's aircheck. I knew how costly & time-consuming it was for an out-of-work jock to make good dubs, and my station could afford the postage.

one or more of the following):

- ( ) You don't happen to have the type of sound I'm looking for at this time.
- ( ) The job was narrowed down to you and one other person. It was a very difficult choice to make and I wish I could have hired you both... but I could hire only one of you.
- ( ) When it comes to judging talent, I have a tin ear.
- ( ) The only reason I'm Program Director is my parents own the station, and I've never made an intelligent decision in my life.
- ( ) I'm a completely incompe-

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 WHEREVER It's Added!

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**KTKS 16**

Heavy Rotation Trend-Setters:

**O100 deb-39** **KITY 26-20** **KSND add**  
**KZZB 17-14** **KTUX add** **KITS add**  
**99DTX 6-6** **WKDD on** **KZZU 17-10**  
**WGRD 32** **95XXX add** **WOMP on**  
**WRON add** **KNIN deb-31**  
**WCIL 29-21 (HOT)**  
**KGOT on**  
**KTRS add**  
**KOZE 1-2**  
**KTMT add**  
**KZFN deb-32 (HOT)**  
**OK95 deb-32**



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ADAM WHITE

# RECORDS

## Staying Single-Minded

The 45 is: 1) a dying product line; 2) unprofitable for the major record companies; 3) technologically outdated; 4) of diminishing appeal to the large music retailers; 5) a declining business for the racks; 6) all of the above.

The 45 is also: 1) alive and well; 2) indispensable as a promotional and marketing tool; 3) essential for radio as a barometer of a song's popularity; 4) an important, low-cost way to attract and sustain consumer interest in music; 5) facing no competition from any comparable configuration; 6) all of the above.

People offer a variety of sometimes contradictory facts and opinions about the single and its future. Those willing to predict the demise of the vinyl LP are reluctant to do the same with the 45, which is roughly the same age and relies on the same technology. In this third article of a series, the prevailing sentiment is best summarized as: can't live with it, can't live without it.

Motown Records President Jay Lasker observes, "A lot of accounts don't want to handle 45s. It's not that the consumer is necessarily less interested, it's that the stores are less interested. There's not enough profit margin for them, especially when you compare it to profits from 12-inch singles or compact discs."

### Yesterday's Papers

Lasker identifies returns as the major problem from the label perspective, estimating that these may approach 60% of sales. The racks probably return more than regular retail accounts, he notes. "A 45 is like a daily newspaper — it comes and goes pretty fast." The Motown chief figures that 45s and 12-inch singles combined represent 8-10% of his company's annual sales.

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— Jay Lasker  
President, Motown Records

When discussing returns, others cite a figure nearer the 35% mark, but agree that retail's enthusiasm

for the format is limited. "Accounts generally don't talk about 45s. They are such a small part of their action," observes Warner Bros. VP/Director of Sales Lou Dennis. "The stores I go into don't seem to devote the kind of attention to singles that they used to. Of course, if you're a \$200 million a year account, even 5% is a lot of volume." At Warner, Dennis says singles (excluding 12-inch releases) are approximately 6% of sales for the first seven months of this year.

Talk of accounts dropping or cutting back 45s concerns Arista Sr. VP/Marketing & Promotion Don Jenner, but he says the label will continue to support the configuration. "Obviously, labels don't make money from singles — although publishers, producers, and writers do — but they're still the way to determine whether you have a mass-appeal hit for radio to play."

Were a major chain to eliminate 45s, it would obviously pose a problem for radio research and store reports. Says Jenner, "Stations would have to call other markets, use mom-and-pop stores like never before, and use album sales and requests — but they'd be able to do it." There may be less sales, he comments, but rankings would essentially remain the same.

### Redefine Gold

One suggestion from the Arista executive is that the RIAA adjust the sales level (one million at present) required to qualify for a gold single. "Maybe it should be 750,000," he says. "Even though we include the 12-inch (in certification totals) two-to-one, it's just not doing it today."

Capitol Sr. VP/Promotion Walter Lee raised a different point about retail information and radio. "I've wondered about stations using singles sales as a barometer, or part of the barometer, for adding records or moving them up the chart, while the demographic they're seeking is not necessarily that same consumer. I know some stations look at album and tape sales, but I've not heard anyone really address this issue."

Lee's suggestion: "Radio people should spend an afternoon in a record store, to see what the con-

sumer is buying and how that relates to their perception of what the consumer is buying, and to see the spread of music being bought. If the customer who's buying singles is in the demographic they're looking for, fine. If they're going for an upper demo and they look at who's buying singles, they may be surprised. For the most part, adults don't buy singles; they're primarily cassette buyers."

Retailer Bill Golden, Vice Chairman of 125-store Record Bar, emphasizes the single's importance to the consumer. "You get kids involved in 45s, then they buy records, and get hooked on music," he says. "Especially with the cost of albums going up, 45s are much more viable price-wise for the customer, rather than buying the album and getting, say, four songs they don't want."

### Something For Kids

"That's always been the case, and it's always been why 45s have thrived. With current price increases, it's even more of a reason.

"Especially with the cost of albums going up, 45s are much more viable price-wise for the customer, rather than buying the album and getting, say, four songs they don't want."

— Bill Golden  
VP, Record Bar

It would be a mistake for retailers to eliminate singles. It doesn't cost that much to put in a section. There has to be something for kids to buy." Golden pegs 7-inch singles as 5% of Record Bar's unit sales so far this year, and 12-inch singles as 3%.

At 185-store Camelot Music, Sr. VP Joe Bressi describes the chain's pop 45 business as "still fairly robust," while acknowledging that they did drop oldies last year. "Singles are obviously down compared to years past," he says, "but when you get a hit, you still move some tonnage. It may be only 4-5% of our music business, and 3% of our total business, but it's an important vehicle. That's what starts everything. I don't see any alternative, until eventually people don't use turntables anymore."

Indeed, the lack of a viable alternative is a recurring part of any discussion about singles. Those interviewed don't place much hope in

## Seven In The Golden Circle

For the first seven months of this year, seven singles have been certified by the RIAA for sales of one million. They include one released in 1965. No singles have been certified platinum, which requires sales of two million. The gold hits of '86 are:

\* Arista — "That's What Friends Are For" by Dionne Warwick & Friends; certified in January.

\* Motown — "Say You, Say Me" by Lionel Richie; also certified in January.

\* Red Label/Capitol — "Super Bowl Shuffle" by the Chicago Bears Shufflin' Crew; February.

\* Reality/Fantasy — "The Show" by Doug E. Fresh & the Get Fresh Crew; February.

\* RCA — "Crying In The Chapel" by Elvis Presley; March.

\* Warner Bros. — "Kiss" by Prince & the Revolution; May.

\* MCA — "On My Own" by Patti LaBelle & Michael McDonald; May.

Fourteen singles were certified gold in 1985. They included three by Madonna, and five children's titles from Disneyland/Vista. One single went platinum (and multi-platinum) last year: "We Are The World."

a compact disc single, or see the cassette or 12-inch taking over. Observes A&M Sr. VP/Promotion Charlie Minor, "The compact disc is having an effect on everyone's life, but the 45 is still the old warhorse that connects the three Rs: records, radio, and retail."

### What's To Lose?

Adds Minor, "If a major account turned around at the end of the year and said, 'We're going to drop 45s,' they would also have to ask themselves, 'What do I lose?' They'd lose their reporting status, the promotion connection with radio, and consumers. The 45 is such a valuable tool that accounts are forced to carry it, just as labels are forced to sell it — and their losses probably aren't as dramatic as ours."

MCA Distributing VP/Sales Harold Sulman quantifies singles as 13% of label volume (9% in 45s, 4% in 12-inch), also noting that sales are running approximately 10% ahead of last year. He attributes this partly to the effectiveness of the "singles strike force" formed two years ago to follow radio activity through at retail. "I have 11 people in the field, and it's their responsibility to ensure that all accounts are stocked with product following airplay. In the case of the big racks, where it takes two to three weeks to get records in the marketplace, we make sure it happens earlier."

Rackjobbers are often criticized for heavy returns, compounding the negatives attributed to the 45. "They'll buy records when it's too late," says one sales chief. "By the time they bring them in and put them out, the airplay's stopped and the record's over."

But as RCA Director/National Singles Sales Tony Montgomery

points out, "Hey, labels are bad sometimes, too, because they want to see those numbers. They'll call and say, 'Take this and take that,' when it doesn't make sense. Yet when the racks pay attention to their business and know when to point the records out, they move very well and it's profitable." Overall, Montgomery considers the singles business healthy — it's 10% of RCA sales, he reports — and wants it to stay that way.

### No Prediction

Do racks carry singles as a concession to the industry? That's the view of another veteran major-label branch exec. Will the racks abandon the format any time soon? Motown's Jay Lasker says Handleman has considered just such a move.

"The 45 is such a valuable tool that accounts are forced to carry it, just as labels are forced to sell it."

— Charlie Minor  
Sr. VP/Promotion, A&M

That hasn't happened yet, although the company does not consider singles to be economically healthy, and it has been asked by some customers to remove them from stores. "The list price of \$1.99 is not really that attractive a purchase when you can buy a lot of low-priced cassettes or cutout LPs for \$2 or \$3," comments one rack insider. "When singles went to \$1.99, they just became non-competitive. It's a declining business, but I wouldn't want to make the prediction that it'll die."



JOEL DENVER

# CONTEMPORARY HIT RADIO

INNOVATE, STIMULATE, MOTIVATE

## Are We Building A "Creative Vacuum?"

Which came first, the chicken or the egg? No one's been able to answer that satisfactorily yet. But what about a popular rhetorical question in our industry: "Should radio direct or reflect the tastes of its audience?" For this, there is a definitive answer. It should do both.

It's a challenge to keep up with the winners and losers in each market, but it's getting easier to spot the winners. They are the stations that have assessed their markets' needs and likes and know how to meet those expectations. They also have the courage and strength of their convictions to direct the cume to new things in order to stay fresh, interesting, and entertaining.

From this vantage point, it's quite frustrating to see some very successful radio programmers — CHR and otherwise — becoming less and less aggressive in their music policies for the sake of being "safe" and expanding those demos beyond the realm of reality.

### Hypothetical Situation

Let's take a hypothetical marketplace, create some leading contemporary stations, and demonstrate how the attempt to expand by being "more like the other guy" can, and generally will, hurt you.

• **Station A** — CHR — Current, aggressive music/promotion, #1 12+, #1 teens, #1 18-34 adults leaning female, #1 18-49 adults, #2 25-49 adults, #1 cume.

• **Station B** — AOR — 75% oldies-based/aggressive promotion, slow to add new product, #2 12+, #3 teens, #1 18-34 men, #1 25-49 men, #3 cume.

• **Station C** — Urban Contemporary — Aggressive music/adequate promotion, #3 12+, #2 teens, #2 18-34 adults leaning female, #3 25-49 adults, #2 cume.

• **Station D** — AC — 20-record current list/heavy oldies and re-currents, #4 12+, no teens to speak of, #4 18-34 adults, #2 25-49, #1 35+, #4 cume.

When the GM or GSM at station A suddenly decides he wants more adults, despite being on top of the market, the PD is usually asked to "shed some teens." Often this is done by making the music a bit more conservative and sometimes softer in sound.

There are two routes station A's PD can take. He can wait for the other stations in the market to "familiarize" all new music, or play less current music and heavy up on the oldies. Stations often combine both methods. "After all," the GM reasons, "we could get

"If you're programming a CHR station, you really can't go too far overboard in any one direction. And if you control the cume in the market, you have to keep your programming fresh."

more of the adults from B, C, and D that way." Right? Probably not.

### Outnumbered

Here's what actually happens. The PD, seeking to prolong his employment, follows the edict. He knows he's outnumbered, and by now there also may be a high-priced consultant in the GM's corner. Next book, what happens? The

12+ is off radically. The cume may hold or go up for a book (owing to familiarity), and the adult numbers are off as well. What happened? "We were safer, more familiar, and played those oldies," bemoans the PD, who's called on the carpet and may still lose his gig.

What happened was a dilution of format/market position. Making these changes was like trying to transform a leopard's spots into stripes — the audience's expectations simply aren't fulfilled. The lesson: if you are a CHR station, then be a CHR station.

Slowing down the addition of new titles while adding oldies and re-currents only duplicates much of the programming already available in the market. How many times do they want to hear those same Lionel Richie oldies or Bob Seger tracks? Think of how many other outlets there are in your market where these types of songs can be heard.

### Burned-Out Oldies

Chances are good that any worthwhile female-leaning oldie you might play is already being heard on station D. Any male-oriented

classic is most likely being beat to death on B, the station that plays "the music of your older brother's life."

Most important, if you're making the mistake of waiting for the market to familiarize all new music and you're number one in cume, you're going to wait a hell of a long time. In fact, it might be too late to save your station by the time this happens. When you finally do add those records, listeners hearing them may search out

something new to listen to for progressively longer periods of time.

### Keep Programming Fresh

In other words, you've successfully created a "creative vacuum." The market has become musically stagnant. Why? Because A, the

"Did you ever stop to think that adults like new music? Your station's freshness and variety are key relief factors from the modal sounds of AC, Urban, and AOR."

number-one-cuming music station, is no longer taking the lead and exposing its listeners to new product. It now takes the combined efforts of B, C, and D to make the market aware of a new record.

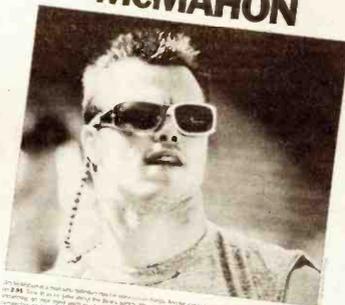
This situation underscores two major points. If you're programming a CHR station, you really can't go too far overboard in any one direction. And if you control the cume in the market, you have to keep your programming fresh.

If you suddenly feel Urban station C is becoming a threat, adding too many crossovers might make your station a bit more attractive to some of its shared cume. But it might also drive away a lot of your shared audience with B and D.

### Adults Like New Music

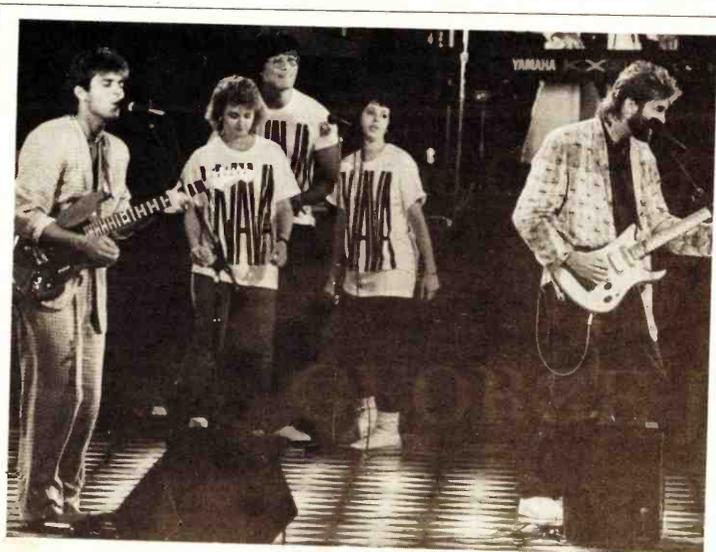
Overcompensating with too much AC crossover product (or wimpy oldies) will affect your cume sharing with B and C. Likewise, too many rockers on your list will satisfy only a few "gearheads"

## THE WORLD ACCORDING TO McMAHON



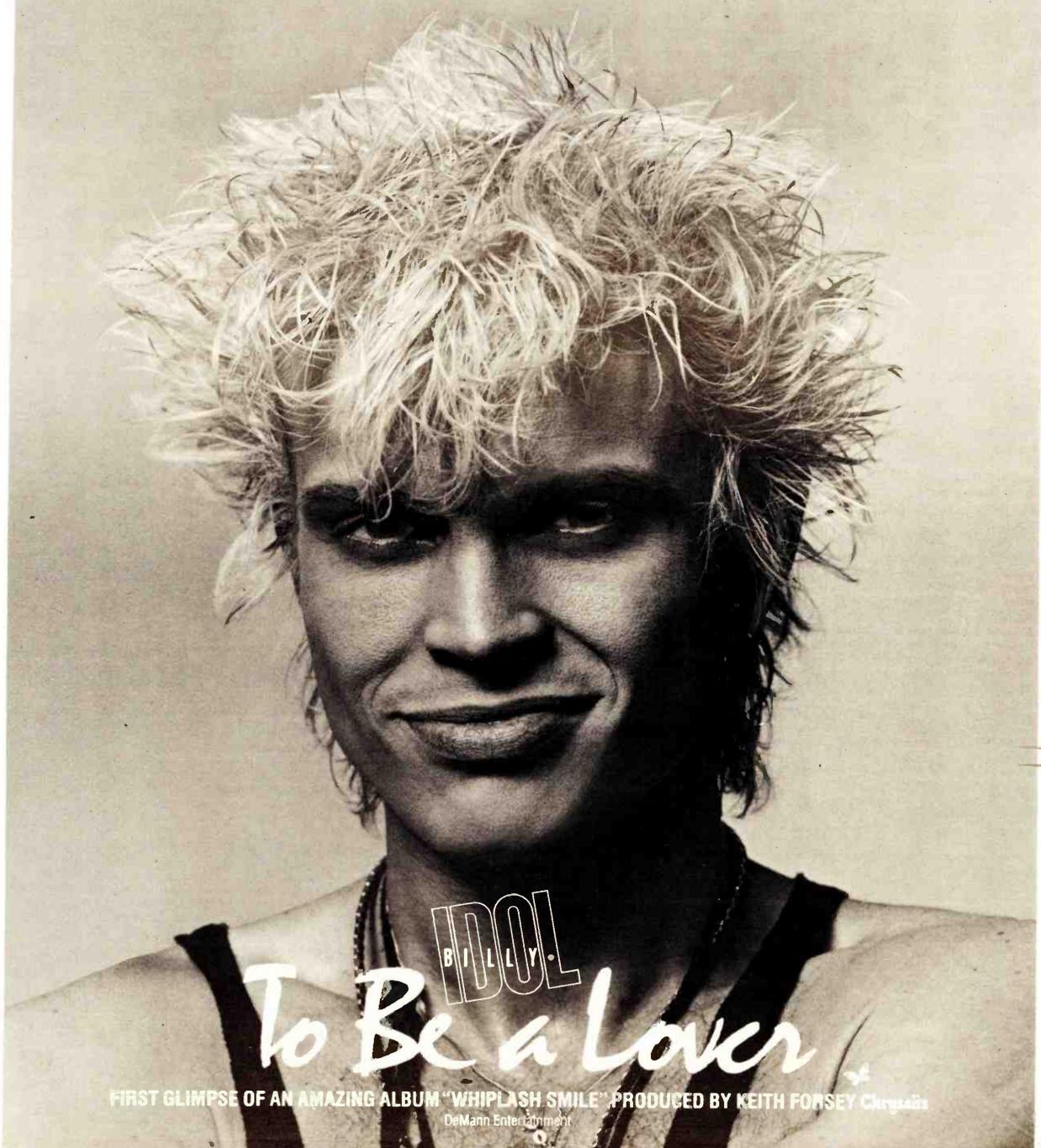
ZH  
WYZZ-FM  
MORNINGS & AFTERNOONS

**JIM McMAHON SCORES AT Z95** — Chicago Bears Super Bowl champion QB Jim McMahon has begun a daily sports show on Z95 (WYZZ)/Chicago. It airs at 7:50am and 8:50am, and once again at 5:20pm and 6:20pm. The five-minute feature, "The World According To McMahon," is said to be in keeping with McMahon's "outrageous" personality. Pictured is the print ad announcing the show.



PLAYING WITH THE BOYS — WAVA/Washington recently sent three lucky listeners onstage to go "Playing With The Boys" at Kenny Loggins's recent concert there. Pictured (l-r) are guitarist Guy Thomas, the winners, and Loggins.

SEVEN INCHES OF HOT VINYL



BILLY  
IDOL

To Be a Lover

FIRST GLIMPSE OF AN AMAZING ALBUM "WHIPLASH SMILE" PRODUCED BY KEITH FONSEY CHRYSALIS

DeMann Entertainment

## Are We Building A "Creative Vacuum?"

Continued from Page 42

and blow off others who tuned you in for variety.

The most basic observation is that those great adult numbers you already have aren't chopped liver. Did you ever stop to think that adults like new music? Your station's freshness and variety are key relief factors from the modal sounds of AC, Urban, and AOR.

Most people today fall in the 25+ age category. Many of them grew up listening to active rock or dance-oriented music along with pure pop. They're different from the last generation of 25+ adults.

It's been pointed out here before that there are greater psychographic similarities today between adults and teens than ever before. Look at your contemporaries. Sure, they wear coats and ties during the day. But after hours and on weekends it's Levis, Reeboks, and sweatshirts — just like the teens.

Lifestyle similarities also exist. More adults are participating in youthful, health-conscious activities (aerobics, jogging, skiing, boating) than their parents did. I don't ever recall seeing my father in a Hawaiian shirt and pair of OPs. Everyone, it seems, is thinking young. Even retailers.

Coca-Cola and Pepsi spend millions on youth-oriented mass marketing campaigns. Chrysler, Ford, GM, and the foreign automakers are also aiming their ads at a youthful psychographic.

### A Hit Is A Hit Is A Hit

If you program a successful CHR in a competitive market, it's important to keep your station aggressive and on the cutting edge in promotion and music. These two areas help set your image. It's amazing to hear programmers over-generalize about national hits that are must-play items. "Oh, that's just too hard for me to play." Well, if it's a big record nationally, what makes you think your station/market is an island unto itself?

"If you own the cume, you can control the market. By becoming more laid back, you might expose a glaring weakness."

I've spent 18 years in this business and have found that, generally speaking, the hits are the hits are the hits. What makes the difference for your market is mixing the right blend of national hits with the regional records that get an early start in your market.

Don't overlook playing a big national active hit if you are a hit music station. Stop second-guessing who will like or dislike a record. If you begin overqualifying each playlist addition, you'll soon start talking yourself out of playing more hit records. As a result, the

"If you begin overqualifying each playlist addition, you'll soon start talking yourself out of playing more hit records. The active listeners will find another place to quench their musical thirst."

active listeners who fill out diaries, respond to telephone surveys, and buy the products you advertise will find another place to quench their musical thirst.

Remember: if you own the cume, you can control the market. By becoming more laid back in your musical posture, you might expose a glaring weakness that could cause a competitor to become more aggressive and take you head-on.

Let's face it, you're not going to deliberately put a bad-sounding record on your radio station. And there are few, if any, bad-sounding records climbing the national charts. Granted, all of your adds won't go top ten even if you are the safest station in America, but that doesn't mean they weren't worth playing and exposing to your market.

Variety is the key in CHR. Avoid creating a "creative vacuum." As everyone knows, a vacuum sucks.



**VAN HALEN HAPPENING** — KNMQ/Albuquerque gave contest winners the chance to meet Van Halen backstage. Pictured are (l-r): Warner Bros. rep Michael Linehan; KNMQ MD Russ Rountree and personality Katie Matland; VH's Sammy Hagar; winner; band members Alex Van Halen, Michael Anthony, and Eddie Van Halen; and another winner.

## MOTION

Tim Hattrick exits mornings at KKFR/Phoenix . . . J. Sparks will do mornings at 100KHI/Ocean City, coming in from crosstown WQHQ/Salisbury . . . KBEQ/Kansas City hires Brian Bridgman, last at KHTR/St. Louis, to do 8pm-midnight replacing Bobby Ocean . . . Larry Williams of WRCK/Utica takes on MD duties in addition to his 7pm-midnight drive spot . . . At KOIZ/Amarillo midday personality Keith Montgomery becomes PD . . . Tom Land exits as Station Manager of KEYN/Wichita Falls and is replaced by Steve King, last at WMXJ/Miami as PD.

Marty Osborne joins WJAD/Bainbridge for middays/production director post from sister WMGR, replacing Damien O'Neil . . . KHTR/St. Louis gets a new afternoon drive personality and MD as Mark Todd joins the staff . . . Jeff Speck, formerly of WHUN/Huntington, joins WFBI/Altoona to do news . . . Walter Bennett, last at WVIC/Lansing, joins WRON/Toledo as OM and 7pm-midnight personality, replacing Scott Gregory . . . WIGY/Bath-Portland did some lineup shuffling when morning man Bob Anderson left

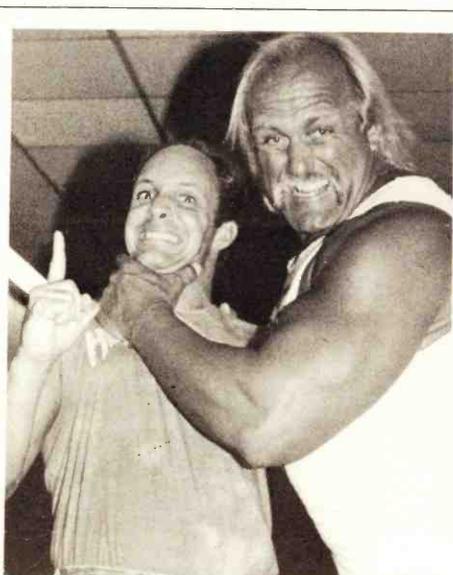
for WMGX. Midday man Beck moves to mornings, Frankie T. moves from overnight to midday, and parttime engineer Kevin Smith does overnights.

At KSND/Eugene parttime Jonni Erickson moves to evenings replacing Kevin Moultrie, who is now parttime . . . Rod Hansen leaves his MD and PM drive duties at WWSR/Charleston and is replaced by Dan Rose, formerly of B104/Baltimore . . . Debbie Summers, last at 194/Honolulu, is now part of the morning show at BJ105/Orlando.

## BITS

• **Superman Leaves Metropolis For Cleveland?** — WMMs and the Buzzard are working with **Neverending Battle Inc.**, a nonprofit organization dedicated to erecting a monument to the man of steel and his originators, **Jerry Siegel** and **Joe Shuster**. The occasion is the crimestopping hero's approaching 50th birthday: the Siegel/Shuster duo created **Superman** in Cleveland in 1938.

• **Ye Olde Broadcast** — **KIIS-AM & FM/Los Angeles** personality **Rick Dees** and the rest of the morning team will broadcast from London October 13-17. This is the stations' second trip to Britain, and earlier this year the morning show originated from Mazatlan, Mexico. Listeners can go along by buying a package tour through the station or win trips through an on-air contest.



**GET THE HULK OUT OF TOWN** — Hulk Hogan visited KBEQ/Kansas City afternoon drive personality Chuck Nasty while in town to participate in Wrestling Federation Championship Matches. Tickets to the matches and plenty of Hulkmania T-shirts were given away while Hulk was in the studio. Nasty claims to have been the Hulk's most avid fan even before Hulk got him by the neck!



**REACH OUT AND TOUCH** — WRQX/Washington's morning team of (l-r) David Page and Scott Woodside raised \$7000 in listener contributions for Carol Bridgett. She suffered cardiac arrest during a severe asthma attack, which resulted in some brain damage.

P E T E R

GABRIEL

NOW ON OVER  
175 CHR REPORTERS!  
CHR CHART: 30

PETER GABRIEL  
So



"In Your  
Eyes"

Produced by: Peter Gabriel, Daniel Lanois, Bill Laswell · Management: Gail Colson for Gallforce

R I C

OCCASEK

169/17 - 71%  
CHR CHART: 35



"Emotion In  
Motion"

Produced by: Chris Hughes, Ric Ocasek and Ross Cullum · Management: Elliot Roberts/Jeff Kramer for Lookout Management

WANG CHUNG

OUT OF THE BOX  
SMASH!  
#4 MOST ADDED CHR

"Everybody Have  
Fun Tonight"



Produced by: Peter Wolf

Management: David Massey/  
Domino Directions Ltd.





DONNA BRAKE

# ADULT CONTEMPORARY

## Promotion In Action

This week, take a look at how various stations all over the US have been keeping themselves busy during the last couple of months — from outdoor concert fronts to surprise visitors. They've even done some nice things for the community. All in all, good promotional ideas were all over.



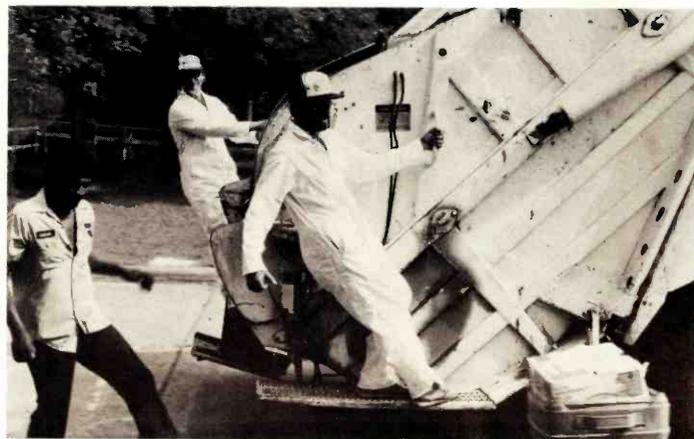
**JUST PASSING BY** — You just never know who'll be popping in next on WNBC/New York's Joey Reynolds. Howie Mandel paid a visit as part of his "Fits Like A Glove" LP promotional tour. We're not quite sure why New York Mayor Ed Koch stopped in, but from his star-stricken look, maybe he just wanted Joey's autograph.



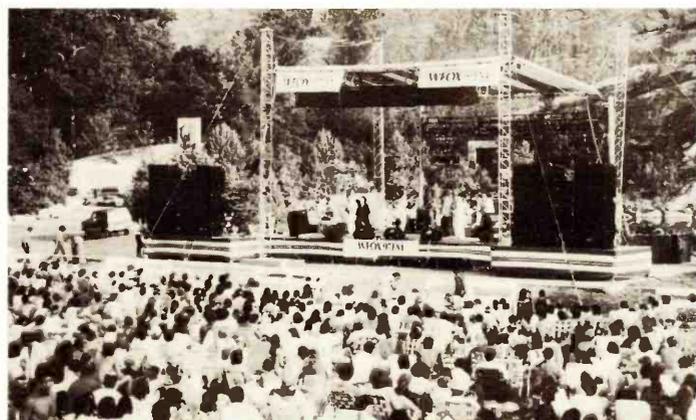
**HOW MANY?** — WNTM/Detroit debuted its soft AC format this summer by promoting that it would play more than 15,000 songs in a row, commercial free. (l-r) WNTM station managers Joe Bacarella, Chuck Fritz, and actor E.J. Nolan.



**LEGENDS** — The stars of the comedy show "Legends," Mary Martin and Carol Channing, met WHDH/Boston's legendary morning man Jess Cah at Jess's theatre party. The event was attended by 250 WHDH listener-winners after a recent "Legends" performance at the Shubert Theatre.



**A TRASHY BUSINESS** — When Houston garbage collectors went on strike and the garbage started piling up all over town, KFMK PD Ben Hill found a truck; recruited morning man Lee Jolly, newsmen Chuck Shramek, and helper Doug Walden; and hit the hot Houston streets collecting garbage from about 100 homes. Pictured on board are Hill (left) and Jolly.



**MAMAS, PAPAS, TURTLES, AND FOXES** — More than 35,000 spectators attended the outdoor show at Atlanta's Stone Mountain Park featuring the Mamas and the Papas and the Turtles. The show, sponsored by WFOX, was one of the most successful ever for both the station and the park.



**THE L.A. EXPRESS** — KFI/KOST sports director Chris Roberts recently accompanied KOST winners on a weekend trip to San Diego to watch the Los Angeles Dodgers battle the San Diego Padres. As you can see, Chris was also on hand to personally assist winners and their guests. Chris is the guy on the right with sunglasses.

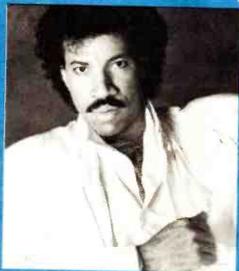
BARNETT  
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p r e s e n t s

# The Great STAR SHIP

*Delivering America's Brightest  
Contemporary Superstars  
To Your Radio Station!*

LIONEL RICHIE



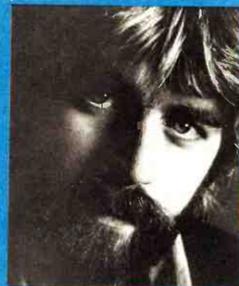
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If you've grown up with rock 'n' roll...  
You must read  
*Sweetie Baby Cookie Honey*

*Sweetie Baby Cookie Honey* Sweeping across thirty years of the rock music which has transformed all our lives, Freddie Gershon's electrifying novel is the story of the music industry and of the rise and fall of major rock stars, told for the first time by a rock insider.

*Sweetie Baby Cookie Honey* The explosively revealing book which Cosmopolitan says "will keep you glued. Gershon takes as his turf the world of rock 'n' roll, complete with sex, dope, groupies, stretch limos, crazed fans, million dollar deals... It's a romp of a read."

*Sweetie Baby Cookie Honey* The immediate bestseller, it is being hailed as the definitive fictional work about the music business. "I've read it, and it is going to blow the lid off," says nationally-syndicated columnist Liz Smith. "This book tells the truth."

*Sweetie Baby Cookie Honey*  
If books could go double-platinum, this one would.

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STEVE FEINSTEIN

# AOR

## SPRING SURVEY FINALE

# Major Market Moves

In previous weeks, we've heard of newly-crowned #1 AORs, small and medium market success stories, and two turnaround tales. As the fall book begins, we'll wrap up our spring analysis with a study of the major markets we've yet to visit (Seattle, San Diego, and Cincinnati AORs were previously reviewed).

### New York

WNEW-FM: 3.7-3.9

WXRK: 2.8-3.1

WXRK's Howard Stern is a force of nature. In his first full book on 'XRK mornings, he comes in #2 in men 18+ only to News WINS, and thoroughly dominates every broad male demo except 35-64. Here's a key statistic: no other weekday daypart on any station in town scores as high in any adult cell as Stern's 21+ share of men 18-24. And other than WHTZ's share of women 18-24 in middays, the same goes for his high-teens share of men 25-34.

But the key question is: do they stick around after Howard's show? The answer is yes, as far as men go. Comparing this book with 'XRK's first full AOR book (summer '85), every daypart has increased in men 18+. Other than in mornings, though, 12+ shares are essentially flat because 'XRK's gains in men have been offset by losses in women and teens.

Meanwhile, except for mornings, WNEW-FM remains comfortably ahead of 'XRK 12+ and men 18+ in all dayparts. It's also still #1 in town for men 18-34 and 25-34 overall.

### Los Angeles

KROQ: 4.3-3.8

KLOS: 3.3-3.4

KMET: 3.2-2.2

KNAC: 6.1-2

The advent of Urban KPWR saw KROQ slip from first to second place in teens and second to third in both men and women 18-24.

Big news for KLOS was that it emerged #1 in men 25-34, the first time in memory an L.A. AOR has ever done so.

KMET slipped in virtually all adult demos, yet remained second in men 25-34. Its most troubling news was that it dropped in come by 180,000 and trails KLOS by a margin of 230,000.

Most impressive stat: KNAC's 1600 watts of hard rock out of Long Beach was fifth in men 18-24, ahead of KMET there as well as in adults 18-24 and persons 12-24.

### Chicago

WLUP: 4.7-4.6

WXRT: 2.8-3.1

WCKG: 2.2-2.2

The winners for WLUP drive-time stars Jonathon Brandmeier and Steve Dahl & Garry Meier

soared, but the station was off in other dayparts. Its losses were primarily in 18-24 men and women; it was up in 25-49 men, where it's #1 for the first time (more than two points ahead of #2 WGN.)

WXRT rebounded in come by more than 100,000 to go over half a million for the first time, and grew in every male cell while dropping some women. Interestingly, it beat or tied WLUP in men 18-24 every weekday except mornings.

WCKG's bright spot was afternoons, where it tied 'XRT in men.

### San Francisco

KFOG: 2.4-2.8

KRQR: 2.2-2.1

KKCY: 1.1-1.3

KRQR topped KFOG in men 25-34 for the second time in a row, though KFOG was on top of the Rocker both in men 25-44 and, uncharacteristically, 18-24.

KFOG's greatest gains were in women, in which it more than tripled 18-24 and came in a respectable fourth 18-34.

In come, KFOG was up 40,000, jumping 100,000 ahead of KRQR, which dropped by almost 50,000.

The return of Alex Bennett saw him triple CHR KITS's share of men in mornings, where KFOG and KRQR were off.

### Philadelphia

WMMR: 9.7-10.9

WYSP: 2.8-3.6

WIOQ: 2.8-2.6

Philly's loyalty to WMMR is extraordinary. It'll take at least a phenomenon like Howard Stern to put any kind of dent in what is easily the most domineering AOR in the country. While it slipped a tad in men 25-34, 'MMR gained in women 18-34, where it's #1.

WMMR morning man John DeBella extended his streak of up books to 12. He's sixth-tenths of a point behind News KYW, the perennial morning leader.

WYSP hopes Stern, whose WXRK morning show it started simulcasting last month, will be a spoiler. Even before its switched to full-bore Classic Rock, 'YSP increased 25+ in the spring sweep.

In the last two years, 'IOQ has dropped from first to seventh in men 25-34. New PD Chuck Browning is repositioning the station away from its former soft rock stance to a more aggressive, alternative approach.

Though all three stations gained in come, 'MMR's is almost as big as 'YSP's and 'WIOQ's combined.

### Detroit

WRIF: 4.4-5.3

WLLZ: 4.1-4.1

This was a recovery book for WRIF, which had faltered after losing J.J. & The Morning Crew to WLLZ last fall. Ken Calvert, whom WRIF moved from middays into AM drive when Jim Johnson &



THE DUCK AND THE FROG TAKE A MEETING — When Muppet creator Jim Henson came to WLIR-FM/Long Island to discuss directing David Bowie in "Labyrinth," he brought along two of his offspring — daughter Heather and Kermit The Frog. From left, Heather, Assistant PD Larry "The Duck" Dunn, personality Famous Bob, Kermit, Henson, and air talent Barry Ravioli.

George Baier split for WLLZ, defeated his former co-workers.

WRIF, reversing a two-book down trend, both regained the lead in men 18-24 and improved five shares in men 25-34. Look for the battle to intensify now that Legacy has assumed ownership of WLLZ.

### Boston

WBCN: 6.8-7.7

WZLX: 5.0-4.1

WAAF: 3.3-2.2

WFNX: .9-1.3

WBCN seems to have fended off the Classic Hits bogeyman. It was up by more than 50% in men 18-24, stable 25-34, and back in first place with 35-44s. Gold WZLX grew in men 18-24 while losing more than half its 25-34s. The end result: 'BCN, which in the winter led 'ZLX by less than a share in men 25+, once again has a comfortable lead by five shares.

WAAF's lowest showing in almost two years saw its share of men 18-24 slashed in half, with its rank down from first to third.

Alternative WFNX had its best showing ever.

### Houston

KSRR: 4.7-4.8

KLOL: 4.3-3.8

KLOL's share is its lowest in five years. The only KSRR daypart that showed significant growth was mornings, which Moby has since departed for CHR KEGL/Dallas.

KSRR's new CHR/AOR hybrid stance picked up some teens, 18-24 women, and 25-34 men, where the station is tied for first place with country KFMK.

### Washington, DC

WCXR: 4.1-5.3

DC101: 5.0-4.4

Classic Rock WCXR doubled in men 18-24, where it's in a dead heat with DC101 for first place. The stations are also neck-and-neck in 25-34s, as DC101 dropped six shares and 'CXK gained three.

In women, both stations lost more than half their 18-24s but 'CXK rebounded 25-34 to move into third place behind two Urbans.

'CXK's come jumped by over 100,000 to just barely nick DC101's, which declined by 40,000. DC101 morning star Greaseman slipped out of the top spot for men 18+ for the first time in five books. He still dominates men 18-34, particularly 18-24s, and has twice the men of 'CXK.

### Dallas

KTXQ: 5.1-5.0

KZEW: 4.4-3.2

Both stations took big hits in men 18-24, where CHR KEGL emerged #1. KTXQ gained in 25-34s to retake first place from KZEW. Q102 has over 13 shares of teens, where the Zoo is in the two's.

The stations are separated by over 120,000 in come, in which KTXQ increased and KZEW declined.

### Miami

WSHE: 6.0-5.9

'SHE's only rock 'n' roll, but 'SHE loves this "down" book. WSHE was up everywhere except nights, had fewer teens and a higher percentage of 25+ listeners (58%) than ever, and moved into first place for adults 25-54. Maybe the best news of all was that 'SHE managed to unseat CHR giant WHYI (Y100) for first place in women 18-34.

Meanwhile, Cox's WAIA has switched to AOR as WGTR, with Bill Wise from WKLS/Atlanta as PD.

### Long Island

WBAB: 4.7-4.6

WLIR-FM: 1.3-2.0

WRCN: 8.1-1

WBAB got nipped by WNEW-FM in men 25-34, but had a delightful consolation prize — it was tops in men 25-49 for the first time and missed being #1 25-54 by a tenth of a point to WNBC.



KRAZY FOR KROKUS AT THE KAT — KATP/Amarillo's co-promotion with MTV had winners videotape a promo to be run during local breaks on the channel the week after a concert. Front row (l-r): the band's Fernando Von Arb, winner, and Krokus's Mark Storace and Tommy Keiser. Back row (l-r): the band's Jeff Klaven, winner, MD Dale Miller, PM driver Jack Randall, and Krokus's Mark Kohler.

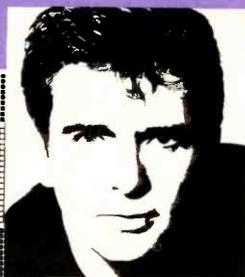
BARNETT  
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p r e s e n t s

# ROCK OF THE WORLD



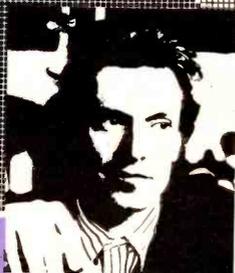
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For availability in your market, and to find out how you can win a trip to Europe, call Barnett-Robbins Enterprises - at (818) 788-2331.

# Major Market Moves

Continued from Page 50

**WLIR-FM** had its strongest showing in three years, tripling in middays and doubling at night.

New **WRCN** PD Lenny Bloch brought the signal-disadvantaged station its highest come in history.

## Pittsburgh

**WDVE**: 7.3-7.2

**WDVE's** "down" book offsets 12-24 losses with significant gains in 25-34 men and women. 'DVE is back in first place men 25-49, clear and away the leader in adults 25-34, and only three-thirtieths of a point shy of #1 in women 25-34.

New challenger **WXXP**, under the guidance of **WLIR-FM** PD Denis McNamara, is slowly getting its feet on the ground and will make a full-fledged debut in the fall.

## Atlanta

**WKLS**: 10.5-9.2

Another deceptive 12+ number - **WKLS**, now tied for first place with **WPCH**, dropped 12-24 while gaining 25+. It maintained its lock on men 25-54 in the face of adult **CHR** **WQXI's** strong rebound.

## St. Louis

**KSHE**: 12.6-12.0

**WMMR**: 2.3-3.5

**KSHE** was up in men; its only losses were some men in the evenings (where **KMOX's** Cardinals baseball shot through the roof) and seven shares of teens.

Alternative **WMMR** has moved into second place for men 18-34 and is #2 in 25-34 men among music stations.

## Baltimore

**WIYY**: 5.6-6.4

**WGRX**: 1.3-1.2

New **PD Tom Evans** took **WIYY** up in all 12-34 cells, returning 98 Rock to first place with adults 18-34.

**WGRX**, which replaced **John Sebastian's** "New AC" format with a Classic Rock mix, was up 18-24 and off 25+.

## Minneapolis

**KQRS**: 8.5-10.0

**KTCZ**: 3.2-3.9

**KJJO**: 4.5-3.8

**KQRS's** peak 12+ has it leading in men 25-34 and 25-44 for the first time. These are landmarks for a

heritage AOR that was skewed 12-24 when President/GM Mark Steinmetz and PD Dave Hamilton took over in early '85.

Alternative **KTCZ's** men 18-24 dwindled while its 25+ numbers increased. **KJJO-FM**, which continues to add more currents to its Gold-based mix, traded some 35+ shares for 18-34 strength, finishing second to **KQ'** in men 18-34.

## Tampa

**WYNF**: 5.5-5.2

**WKRL**: 4.5-5.0

**WYNF** was flat in men, up in women, and lost more than half its teens. It finished third in men 25-34, behind Classic Rock **WKRL** and **CHR** **WRBQ-FM**. **KRL** doubled its 18-34 men, tying with 'YNF' behind **Q105**.

## Denver

**KBCO-FM**: 6.7-6.9

**KBPI**: 7.2-6.7

**KAZY**: 3.4-4.1

Progressive **KBCO**, with its highest 12+ ever, hasn't had a down book in two years. Tops in men 25-54 and women 18-34. 'BCO grew 12-24 while actually declining a bit 25+.

Tight-listed **KBPI**, on the other hand, dropped eight shares of teens while more than doubling in men 25-34.

**KAZY**, in its first book under new PD Zak Phillips, showed some growth in men 18-34 and doubled its women 25-34.

## Phoenix

**KUPD**: 7.6-7.5

**KDKB**: 3.9-3.2

**KSTM**: 2.2-1.6

**KUPD** inched up in adults while its teens eroded. Morning madman **Dave Pratt** more than doubled in 18-24 men, notching nearly a 50-share.

Classic Rock-tilted **KDKB** lost half its 18-24 men, while gaining a tad 25+. Alternative **KSTM** was off.

## Milwaukee

**WKLH**: 7.0 debut

**WQFM**: 8.4-6.7

**WBGK**: 8 debut

Looks like **Gold WKLH** came on and decimated **WQFM**, right? Not necessarily. Yes, 'KLH swept men 25-34, grabbing nearly a 25-share



**LOVIN' EVERY MINUTE OF IT** — Three **KRQU/Laramie, WY** contest winners are delighted to meet **Loverboy**. From left, band members **Paul Dean** and **Scott Smith**, evening man **Kevin Lewis**, winner, **Loverboy's** **Matthew Frenette** and **Mike Reno**, winner, AM driver **Bob Ihle**, winner, and the group's **Doug Johnson**.

and scoring #1 in both 25-54 men and adults. But it apparently wasn't at the direct expense of 'QFM, whose men 25-34 share actually rose. 'QFM's losses were 12-24 - it dropped 15 shares of 18-24 men and six shares of teens. Regardless, it's responded by upping its gold profile and playing a more conservative list than under ex-PD **Jerry Gavin**.

"New AC" **WBKG** debuted disappointingly.

## Providence

**WHJY**: 9.2-8.7

**WBRU**: 4.2-4.2

**WHJY**, at its lowest share since Fall '83, suffered its biggest losses in teens and 18-24 men. Most of the erosion came at night; the only up daypart was mornings with **Carolyn Fox** & **Rudy Cheeks**. It remains #1 in all key male demos.

**WBRU** was up 18-24 and down 25-34.

## Kansas City

**KYYS**: 7.2-8.6

**KCFX**: 4.8-5.9

Smiling faces at both stations, particularly that of **KYYS** PD **Scott Jameson**, who moved **KY102** from third to first with 25-34 men, sixth to second in 25-49 men, and seventh to first among women 18-34. He also increased **KY's** percentage of 25+ listeners from 38-51%.

## San Jose

**KOME**: 3.9-4.0

**KSJO**: 3.6-3.3

**KOME** dropped in men 18-24 while increasing in women and 25+ men. It's ahead of **KSJO** in all key demos.

## Portland

**KGON**: 6.0-7.1

**KINK**: 6.5-6.3

With the help of consultant **George Harris**, **KGON** has successfully repositioned itself as an adult AOR after a stretch as a hard rock haven. It leads with men 18+ and, for the first time, tied soft AOR **KINK** in men 25-34.

**KINK**, weaker in women and stronger in men, is no slouch, staying on top with men 25-34 and women 18-34.

## Sacramento

**KZAP**: 6.9-7.5

**KDJQ**: 2.1-2.1

**KZAP's** tale is that of the incredible shrinking teens, as it traded in even more boppers for women and 25+ men. It also captured top honors in men 25-54 this time.

**KDJQ** gained a smidgen 18+ while shedding some more of the teens left over from its **CHR** days as **KPOP**.

## Columbus

**WLWQ**: 15.1-13.4

**WLWQ** remains #1 12+, though surges by **CHR** **WNCI** and **AC** **WSNY** cut into its share of women and robbed 'LVQ of its former lead in adults 25-54. Still, 'LVQ is #1 in

all key male demos, including 25-54.

## Norfolk

**WNOR-FM**: 11.8-11.4

**VP/Programming** **Ron Reeger** and **WNOR-FM** continue their quiet dominance of Norfolk. As far as the off 12+, it's a familiar AOR story of late - fewer teens and 18-24s in favor of more 25+ men and women. In fact, 'NOR-FM is ecstatic about the "down" book, as it's now #1 with men 35-44 and tied for tops in adults 25-54.

Coming Next Week: Get your earplugs out, as we look at and listen to hard rock heroes and metal mavens **KISS/San Antonio**, **KNAC/Long Beach**, and the new "Z-Rock" 24-hour channel.

# SEGUES

Look for a new Fresno rocker sign-on in early October with **Edd Hoyt** (ex-KTYD/Santa Barbara) as Executive VP/GM. **Dean Opperman** and **Don Flecher**, the wakeup duo from neighboring **KKDJ**, will be on mornings and middays, respectively. **KRKN/Anchorage** has switched from AOR to **CHR**. **Reach KTTZ** (Z103)/Oracle, a Class A AOR outside of Tucson, at (602) 896-9393. **Ted Tucker** is GM/PD and **Pete Michaels** is MD.

**Joe Marino** is named MD at **WAQY/Springfield**. **Ivar Hamilton** becomes Assistant MD at **CFNY/Toronto**.

**Jock Jumps: Rockin' Randy** Davis, ex-KZEW/Dallas, takes on Z-Rock overnights. **WXRK/New York** moves **Robert Benjamin** from weekends to late-nights. **Former KLOS/Los Angeles** morning star **Shana** is now on middays at **KCAL-FM/Riverside**, while **Lynda Clayton**, ex-KCAL, joins **KLOS** weekends. **91 X/San Diego** nights go to **Mike Halvaran** from **WDTX/Detroit**. **Carol Taylor** has left **WNOR-FM/Norfolk** evenings after five years and is replaced by celebrated 'NOR weekend-er **Joni Norris**. **Rick Stuart** returns to **KNAC/Long Beach** for mornings, as **Lobster (Paul Wells)** exits. **Jesse**

**Dylan** takes over **Q107/Toronto** mornings.

**Promotion Directors** **In Motion:** **KFOG/San Francisco** hires **Kenny Wardell**, formerly of crosstown **KMEL**. **Jim Sheehan** takes over at **KSAJ/San Jose**. **Duane Doherty** is new to **WCMP/Rochester**.

**More Jock Jumps:** **KZEP/San Antonio** nights feature **Steve Coffman** while middays belong to **Bruce Van Dyke**, late of **KOZZ/Reno**. **CFOX/Vancouver** adds **Jeff Rechner** from sister **AM LG73** to its morning show.

**WQBK-FM/Albany** brings on **ex-WPYX MD Bob Welch** for weekends and moves parttime **Sandy Scott** into overnights. **Smokin' Joe Simpson** jumps from **WAQX/Syracuse** to **WHCN/Hartford** late-nights.

**KMJX/Little Rock** overnights go to **Casey Jones**. **Joe Pasternak** moves from **WHCN/Hartford** to **WAQX/Syracuse** nights. **Courtney Nelson** leaves **KEZE/Spokane** for **KLAQ/EI** Paso overnights. **Greg Holt** from **WLOT/Toledo** joins **WLNZ/Lansing** for middays and production.

**Brian Elder** is new to **KOZZ** mornings. **KMBY/Monterey** brings on **Steve Hoover** from **WMMO/Lansing** for nights and production. **Scott Evers** replaces **Doc Shutts** on **KGRQ/Casper** afternoons.



**THE MAGIC OF VAN HALEN** — A couple of **Magic 105** listeners got a chance to schmooz with **Van Halen** in **Little Rock**. From left, **KMJX** night rocker **Zeke Logan**, **WEGR/Memphis** AM driver **Tommy Smith**, **KMJX** MD **Dave Allen Ross**, **News Director** **Donna Britt**, the band's **Sammy Hagar**, winner, **Eddie Van Halen**, winner, and **Alex Van Halen**. **Knocking in front** is **VH's** **Michael Anthony**.

GOOD NEWS FROM

# BAD COMPANY

# B

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LON HELTON

STRICTLY OPINION

# OK, So Where's Alabama?

I've had some very interesting conversations with people in Country radio during the last few weeks concerning the final nominees for this year's Country Music Association awards. The dialogue, which has also extended to include those in the record community, is notable not for its discussion of who's on the ballot, but rather for who's not.

When I first saw the final nominees, I was struck by what I felt was the glaring absence of the group Alabama. I suppressed that early opinion, chalking it up as simply my personal gut reaction. However, this feeling was reinforced by the aforementioned phone calls and conversations. Accordingly, I think the question of why Alabama failed to make the final five in any category is valid and worthy of discussion.

I'm sure the same scenario has occurred in the past: a top artist of the preceding few years is shut out in the final balloting. I'm using Alabama as the subject of this article because I want to deal with this situation in the present tense. Alabama is simply a current example of a recurring situation which raises the question: how can any act go from the top of the heap to the "also-ran" category in a year?

The unpleasant answer is that an act only does so in the minds — and the voting — of the membership.

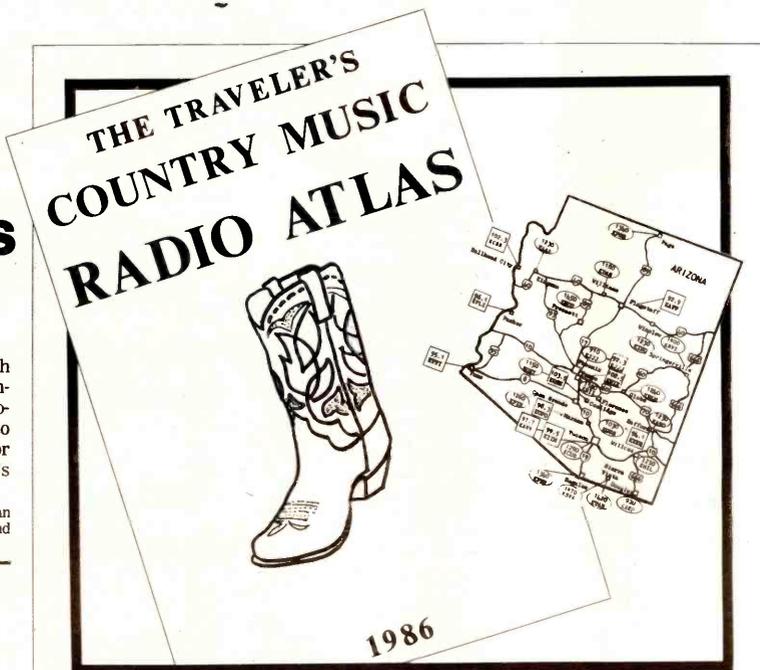
"Alabama is simply a current example of a recurring situation. How can any act go from the top of the heap to the 'also-ran' category in a year?"

Perhaps what annoys me most is the comment I've heard much too often, particularly in this case. "I'm glad they weren't nominated," goes the refrain. "It's time to get someone else up there." This remark is often punctuated with,

Continued on Page 56



**A SONG AND A PRAYER** — Marty Stuart (r) says hello to Senator Albert Gore Jr. of Tennessee during an appearance before a group of US senators on Capitol Hill. The CBS Horizon act made a return visit to the group's Prayer Breakfast, performing favorite gospel and spiritual numbers.



## Happy Motoring

This is the last piece I'll write about the cross-country trip I took this summer. Honest. But I do want to take a minute to credit what proved to be an invaluable aid during the trip: "The Traveler's Country Music Radio Atlas."

Published by **Hanalei Publishing** in San Bruno, CA, this handy-dandy guide lists virtually all of the Country radio stations (arranged by state) in the US. The book also includes maps, making it very easy for long-haul road warriors to both plot their journey and tune to the nearest stations along their routes. The higher-powered stations are shown on the maps (see above illustration), while other local signals are listed alphabetically by city.

The "Atlas" is compiled by **Henry Stuebaker**, a U.S. Navy engineer from San Bruno. An avid country music fan, Stuebaker became frustrated at having to search for Country stations when traveling away from home.

From personal experience, I can tell you that finding stations in the book is much easier on the nerves than s-l-o-w-l-y turning the knob in

search of your favorite music. The static'll kill you.

This guide might make an interesting promotional hand-out for your listeners. It contains 80 pages and 49 maps. Its size (5" x 8") makes it easy to handle and store in the glove compartment.

Prices range from \$3.95 for a single copy to \$2.00 when you buy up to 999 copies. (Shipping and handling charges are extra.) For more information, contact Hanalei Publishing Company, Box 1289, San Bruno, CA 94066; (415) 574-4285.

## A Trivial Idea

I never thought I'd have anything good to say about a cable TV company, but I do want to pass along a potential promotional idea stolen from **Viacom Cable** in Nashville.

While attending an annual street fair/bazaar function, I ambled by the Viacom booth and proceeded to spend the next hour — and a few bucks — in pursuit of various prizes by answering trivia questions. While not unique in itself, the game's setup was what made it fun.

The cable outlet had put together a wheel with five categories: sports, movies, old TV, rock, and C&W (that's how it was listed on the wheel). For a price, players chose the number of questions they thought they could consecutively

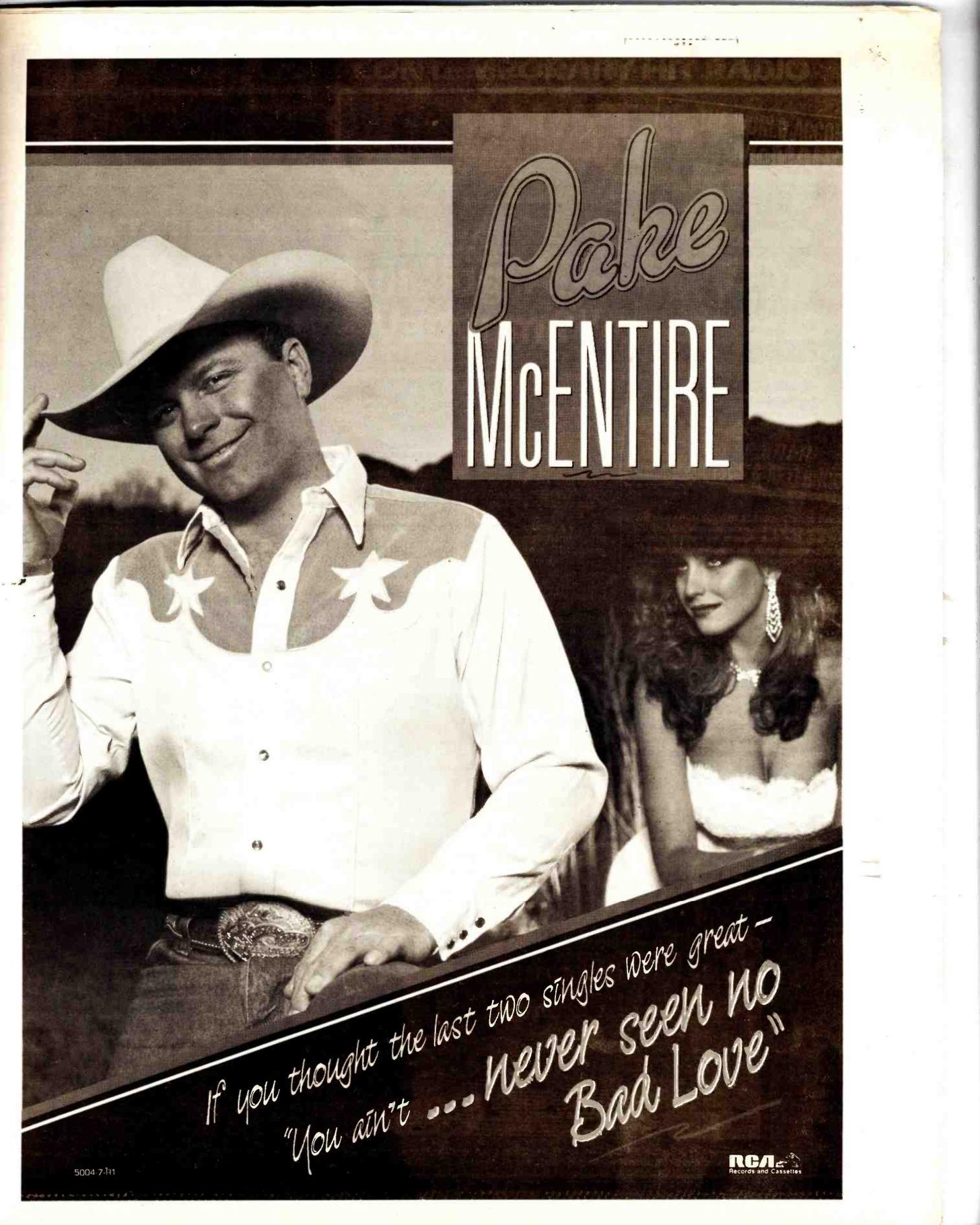
answer correctly. Prizes were all kinds of neat stuff, many tied into the programming available on cable. Goodies ranged from T-shirts to MTV satin jackets.

The mechanics are superfluous; make up your own. The key is the crowd it attracted: Young. Another key element was that the guy running things was pretty loose. He looked the other way as people helped each other with answers. This resulted in everybody pulling for each player, and a real camaraderie developed among those hanging around. Winners were

greeted with loud cheering, which attracted others to the booth.

The whole thing was a lot of fun — something readily adaptable for station use.

In case you're wondering how I fared, I chose to try answering ten straight questions in my quest for an MTV satin jacket. With the help of Charlie Cook, who dredged up the fact the Dan Dailey starred as Dizzy Dean in "The Spirit Of St. Louis," I got nine right. The stumper? Name the head coach of the Oregon State Beavers basketball team. If you think I'm giving you the answer, you're nuts. Call the Viacom cable company in Nashville. That's my revenge for winning a T-shirt as a consolation prize. Just what I needed.



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## COUNTRY

### OK, So Where's Alabama?

Continued from Page 54

"I didn't vote for them because they've won so often in the past."

Let me make clear that I'm not saying Alabama or any act should win or be nominated based on past performance. If an act hasn't done the job during the previous year as laid out in the criteria, then they don't deserve a vote. However, purposely *not* voting for a *deserving* group because they've won a number of awards in the past is ludicrous. It's like saying the batting title should go to the second-place hitter because the leader has won before.

There are any number of theories as to why this "on-top-to-off" phenomenon exists. Voter apathy, block voting, and perhaps even some sort of professional jealousy can all result in a "backlash" of votes cast against some acts as opposed to "for" others.

In a professional organization, votes would be cast in accordance with potential nominees' accomplishments rather than voters' emotions. Maybe that's too ideal-

istic a goal. But to exclude the stars of our format is absurd.

"Purposely *not* voting for a *deserving* group because they've won a number of awards in the past is ludicrous. It's like saying the batting title should go to the second-place hitter because the leader has won before."

This also leads me to wonder what we're telling all those Country listeners, record buyers, and concertgoers who will tune in to the awards telecast. What are they going to think when they see that an act most of them have watched perform and whose records they have listened to and bought during the previous year has not received a single nomination?

Perhaps the fact that Alabama

didn't have a single out at the time people were voting was a factor. Out of sight, out of mind? Perhaps the fact that they didn't have a studio album out also played a role. I'm not sure I buy either of those as reasons, though.

Let's look at the record. Alabama is the only country act which consistently ranks as a top concert draw in the Pollstar rankings, which appear in R&R every week. The group sold as many albums in the past year as any country act, and more than most. The group also notched three songs in the number one spot, spanning a total of five weeks.

When artists no longer produce records which capture the attention of radio audiences or record buyers, or when they fail to draw crowds, they should no longer receive our votes. But in our haste to embrace the new artists, let's not be so eager to discard those who still merit acclaim.

I'm sorry, folks — Alabama's exclusion is a travesty. That is strictly my opinion. I'd be glad to print yours.

## CLOSE-UPS



**TALENT TIME** — WIVK/Knoxville's "Search for Talent" contest triggered Dollywood's annual Mountain Music Festival in East Tennessee. Over 120 participating acts from five states competed for various prizes. Nashville music industry judges included ASCAP's Merin Littlefield, publisher Don Gant, Music City's News's John Stedevant, and producer Al Henson. Some star attractions were (l-r) MD Mickey Dearstone, Dolly Parton; and WIVICK The Frog.

• Farmer Brown — as in Sawyer Brown, who joined WFMS/Indianapolis' "Country Clubbers" in a benefit softball game for Indiana's Future Farmers of America. The Capitol/EMI act matched community donations with their own personal check afterward.

• WPOC/Baltimore matched its "Country Hams" against other community softball teams for a winning ten-game season. They emphasize that their team is "not championship material," but plays for fun and money, and boasts over \$7000 raised for local charities.

• A novel remote-a-float for KTFX/Tulsa was launched during recent "Whole Hawg Days." Morning personality Bill Payne broadcast live aboard the 60-foot luxury houseboat "Shenandoah" as it

circles the shore of Lake Eufaula, the world's largest man-made lake.

• KNAX/Fresno staged a 4th of July Picnic and concert in a big way, building a flag featuring an acre of stars and stripes. The event caught the attention of CBS and NBC network news. An afternoon concert featured headliner Johnny Lee.

• KMPS/Seattle's Listener Appreciation Picnic set a new attendance record this year. Mickey Gilley and Gail Davies headlined the festivities, which also included a gospel show, area bands, and arts and crafts.

• It was a Poke Run & Hog Roast for WILQ/Williamsport when they tied-in with a local motorcycle dealer. The hog-wild bikers raced across the Penn-

sylvania Valley, picked up poker cards at five designated spots, and the best hog . . . er, hand . . . won. Monies raised went to charities, and together spectators and participants later enjoyed a beer and hog roast.

**Coming**  
**Next Week:**

A recap of the NAB  
Country format panel.



SHARON ALLEN

# NASHVILLE THIS WEEK

## Superstar Pairing On CMA Awards

Lionel Richie has been signed to appear with Alabama on the 20th Annual Country Music Association Awards Show performing "Deep River Woman." This is a return engagement of sorts for Richie, who made a surprise appearance with Kenny Rogers in 1984. This will be his first live performance with Alabama since the superstars teamed up last spring to record the song, which appears on Richie's current Motown LP "Dancing On The Ceiling."

Richie said, " 'Deep River Woman' started out as a simple love song, and all of a sudden I got this crazy idea: since it had such a country flavor, and I'd been playing around with country music for so long, why not go all the way? So I thought about Alabama. Could I get this group? Could I try to find out if they would sing with me? Well, the joke of this is that Alabama has never done a duet; they have never done any kind of a background vocal for anyone. So, naturally, when I mentioned the name, the first thing people said was, 'They don't do this kind of stuff.' I made the phone call, and Randy Owen said, 'Sure, Lionel, we'd love to do it.' So I ran down to Nashville as fast as I could, and those guys did an amazing job!"

With the signing of Lionel Richie, this year's awards show promises to be most interesting. We hear that Anita Pointer has been asked to join Earl Thomas Conley for their duet "Too Many Times," and that Huey Lewis has been contacted about appearing with Hank Williams Jr. (The two sing a spirited version of "You Can't Judge A Book By Its Cover" on Hank's "Montana Cafe" album, complete with Huey's harmonica.) It's all speculative, though, since Lewis is booked in Europe at the time of the show. But talk about marquee value!

Don't forget . . . the 28th CMA membership meeting will be held Tuesday, October 14 in the Roy Acuff Theatre at Opryland U.S.A. Polls will be open at 1:00pm, with the call to order at 2:00pm.

### Opry Birthday Celebration

WSM's Grand Ole Opry Birthday celebration will follow the format initiated last year, with its schedule of activities again preceding the CMA television show. The event, scheduled for October 9-11, is largely an invitation-only affair, and no registration fee is charged. Guests will include radio broadcasters, music industry representatives, and the media. However, anyone wishing to participate may do so via a \$25 ticket package. All proceeds from these tickets will go to benefit the Opry Trust Fund. The schedule is as follows:

• Thursday, October 9, 2-5pm: The Early-Bird Bluegrass concert hosted by Bill Monroe at the Acuff Theatre. 7-11pm: The Music Country Radio Network Show featuring various artists with host Charlie Douglas at the Opry House.

• Friday, October 10, 1-4pm: Artist/DJ Taping Session at the Opryland Hotel followed by a cruise on the General Jackson.

• Saturday, October 11, Noon-2pm: Celebrity Miniature Golf Tournament on Music Valley Drive. All invited guests can take



THE PASSING OF THE CAKE — Harlan Howard shares his birthday each year with the Nashville music community at a Birthday Bash & Guitar Pullin'. Shown (l-r) are: Nashville Songwriters Association International Director Maggie Cavender; Bill Monroe, who just celebrated his 75th birthday; BMI President Frances Preston; party co-host Eddie Rabbitt; and Howard.

in the Opryland entertainment park from 10am-7pm . . . Then, beginning at 9:30pm, the Grand Finale event of the Birthday celebration will be highlighted by the traditional cake-cutting ceremonies at the Opry House.

Once again, broadcasters will be able to set up tables and broadcast their shows "live" from the Opryland Hotel lobby during this year's activities. Stations interested should call Ray Waters at (615) 889-1000.

### Country Music Specials

Six music specials are slated for October as TNN celebrates "Country Music Month" in October. A new 60-minute "Charlie Daniels Homecoming" is set for October 25. The special was taped last summer at his Volunteer Jam XII and features guests the Judds, Dwight Yoakam, John Schneider, Dobie Gray, Con Hunley, Carl Perkins, and Pat Boone.

"The Grand Ole Opry Live" will present a big name lineup for its live hour-long telecast October 11 as a salute to its 61st birthday celebration. "Ronnie Milsap in Celebration," a special previously run through syndication channels, will debut on TNN October 23. Network reruns throughout the month include "Hank Williams Jr. & Friends" (with the Forester Sisters, Randy Travis, and Pam Tillis), "Country Rock" with the Oak Ridge Boys, Charlie Daniels and Rosanne Cash, and "Gilley's" starring Mickey Gilley, Johnny Lee, Lucy J. Dalton, and Gail Davies.

### Harlan & Company

It was round three for Harlan Howard's Birthday Bash and Guitar Pullin' September 16. Eddie Rabbitt and Even Stevens co-hosted the popular event with the song of the hour, known as "Mr. Songwriter," which was sponsored by the Nashville Entertainment Association and the Nashville Songwriters Association International. The outdoor affair, held in the BMI parking lot, brought out a who's who of Music City songwriters, artists, and music industry people who showed up to pay their respects, socialize, and drink in the all-night music fest.

Highlights included on-stage appearances by Emmylou Harris,

Vince Gill, Rosanne Cash, Bobby Bare, Schuyler, Knobloch & Overstreet, the O'Kanes, and ace songwriters Paul Davis, Troy Seals, Roger Cook, John Prine, Guy Clark, Billy Joe Shaver, and Alex Harvey.

A special moment and proclamation went to Bill Monroe, who was a surprise performer with his Blue Grass Boys, for the innovation of his bluegrass music style. The occasion, which drew 3000 music fans, was also a fundraiser for the proposed Songwriters Hall of Fame building fund for the NEA and NSAI.

### VH-1 Goes Country

Video-Hits One came to Nashville to focus on upcoming Country Music Month activities.

It selected VH-1 guest VJs Reba McEntire, Gary Morris, and Ricky Skaggs to host segments of the music channel throughout the month. These CMA contenders will introduce their favorite country videos, present their view of Nashville, and interview special guests.

The crew is spending two weeks in Music City scouting choice location spots, making impromptu visits around town, and selecting various interview subjects for the guest VJs.

VH-1 is also launching its "Touch The Stars With Alabama" contest where one lucky winner will join RCA's supergroup at the CMA Awards Show October 13.

### Tuxedos In Highwater

It was a night shift shoot for Sawyer Brown as they were "Out Goin' Cattin'" in the early morning hours in New York City. Clad in tuxedos during rush hour, group shenanigans found them struttin' and splashin' for the cameras near a Plaza Hotel fountain for their latest single/video.

The production included guest "cat" Joe Bonsall of the Oak Ridge Boys, who lends vocals to lead singer Mark Miller.

Four truckloads of water were hauled to the spot for the fountain scene.

Fellow labelmate T. Graham Brown debuts his first video "Hell or High Water" for release this month. It's a compilation of performance footage shot at L.A.'s Whisky nightclub and various locations around Nashville.

Capitol/EMI-America also packaged an 8-minute promotional piece called "Meet T. Graham Brown," featuring the four cuts "I Tell It Like It Used To Be," "I Wish I Could Hurt That Way Again," "Rock It Billy," and "Hell or High Water." Included is an inside look at "His T-ness"'s outgoing personality.

Another video first for Country radio is "The Exile Radio-Video." The special radio package is a compilation of video clips recorded during their Welcome Home Exile Tour in Lexington. The six-minute long disc contains a four-song medley of uptempo hits from the soundtrack.

## NASHVILLE IN MOTION



Martin Satterwaite

Martin Satterwaite joins the CMA as Director/European Operations. He replaces Cynthia Lou, who has relocated to RCA/New York . . . Susan Hackney Associates has opened a branch office in Ft. Worth, TX. Heading up that office is the former RCA/Nashville Media Manager Cynthia Spencer . . . Cella Hill has been promoted to Director/Professional Activities/Nashville for Chappell/Intersong Music Group-USA . . . The Hyland Company PR firm has moved to 1001 18th Ave. S., Nashville, TN 37212 (615) 321-0344.

New record deals this week include: Ray Griff to Evergreen; Robert Joseph Sterling, John Cooke, Greg Krochta, and Richard Theisen aka Hi-Fi to AFC Records. Kathy Mattea joined ASCAP's writers roster. This column co-written with Katy Bee.

## BITS & PIECES

### Brothers & Sisters

• They liked their harmony, met them at Fan Fair last year, and even knew their kin folks back in Florida, so when the Bellamy Brothers decided they were ready to work with other artists on record it seemed like a natural to ask the Forester Sisters to join them in song. David Bellamy wrote their new single, "Too Much Is Not Enough" with Ron Taylor, and chose the four Lookout Mountain girls to sing along.

• So who is that "Fiddlin' Man" anyway? Not Michael Martin Murphy, but master musician Mark O'Connor. The fellow Warner Bros. artist has been winning fiddle contests most of his life, but he is now the hot ticket in Music City session circles.

• Tanya Tucker will be featured on the new syndicated TV show "Nightlife" October 10. The program's co-hosts are David Brenner and Billy Preston.

• R&R sends congratulations to Dan Seats and wife Andi, who are expecting a baby in December . . . and condolences to Billy Joe Royal, whose car was stolen from outside a club he was playing in Atlanta. At last report, there were no traces of the car or the band . . . and a question mark goes out to former Monument Records owner Fred Foster. We heard somethin' brewin' . . .

Just thought you'd like to know!

# FULL FORCE

Just Coming Off A SOLD-OUT Tour

First Single  
**"Temporary Love Thing"**  
#1

In Many Major Markets.

— Album Fast Approaching  
250,000 Units



Now Comes The Hit New Single

**"Unfaithful So Much"**  
**(FAITHFUL MIX)**

38-06339

**ON YOUR DESK THIS WEEK!**

Shipping 9/24 The Hot New 12"  
Re-mix of "Unfaithful So Much (Faithful Mix)"  
"Doctor No Na Na No No (The Much Mix)"  
"Its Your Attitude"



Columbia Records — "Radio's Best Friend"



WALT LOVE

# BLACK/URBAN

## OC-104 Scores Its First TD

It's nice to see good people with talent succeed after putting their hearts, souls, and hard work into reaching their goal. Dave Allan is the 26-year-old PD/MD of WOCQ (OC-104)/Ocean City, a small/medium market on Maryland's eastern shore. The area's ethnic population per Arbitron is 21.2%.

This was the first book covering the Salisbury/Ocean City markets. OC-104 came in #1 in persons 12+ Monday-Sunday, 6am-midnight with a 12.0 share. Its closest competitor, AC WQHQ/Salisbury, scored an 11.1 share, and CHR WKHI/Ocean City had a 9.9. The other Urban station in the market, daytime WJDY/Salisbury, posted a respectable 4.4.

### The Move To Urban

WOCQ was once an AC station, and Allan was there for part of that era. He started at the station in '82 and became PD the next year. I asked him to tell us a little about the change to Urban.

"It was a very subtle change at the time," he said. "A lot of things that we currently do are in the mold of an AC-formatted station. A number of the Urban features we do on the air are very adult-oriented anyway. We do a 'Quiet Storm' show and a thing on the weekends called 'Easy Like Sunday Mornings.' These are adult-oriented programs. So any distinction is kind of hard to nail down."

### Networking In Action

Allan credits several key B/U figures with helping him apply his general market knowledge to the specifics of this format. "Guys like Jeff Wyatt, Don Kelly, and Tony Gray have been nice enough to take me under their wings and teach me some of the important Urban programming techniques I didn't know. They also showed me how to incorporate good, solid CHR formatives with the Urban music approach. That then makes the presentation a very viable, mainstream, mass appeal entity in any market."

"They've taught me just about everything I know about programming and this format. Sometimes it's very hard to bring a Black station into a market and have it be successful not only with people but also on the revenue side — which is most important if your organization is going to stay in business."

### Good Music Is Good Music

Allan continued, "We're saying that all music is available to us, so why restrict ourselves? Everything that comes to this radio station is looked at. We don't look at color when it comes to what artists should be aired or passed over. We look at the music value to our audience, our community, and our ratings. That approach has served us well. Obviously, it would be kind of hard for us to seriously look at

their audience makeup. I asked Allan if he knew what his audience composition was. "We had a person from Arbitron in not long ago, and he asked me the same question. I replied that I thought it must be about 50/50."

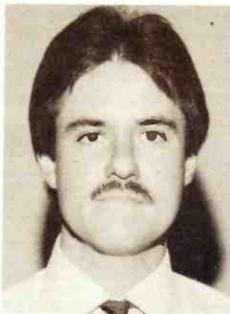
"He said, 'No, that's not correct. Your audience is 47% black and 53% white.' He was one of these guys who has on a suit and tie and always carries a calculator. All we know is our management is happy and so is the sales staff. Getting good results this first time out makes our entire staff feel good about all of the hard work we've put into becoming a winner."

The Salisbury-Ocean City book shows 18 stations in the market and five additional signals that get in. Allan credits black music with helping his station acquire its mass audience. "Our music is the key ingredient to our format. R&B music sets us apart from all the other stations in the market. The CHRs and ACs in this market do play some black music, but it's only because they think they have to. We play black music because we want to, and our listeners expect to hear the best black music from us — no one else!"

### Low Power No Handicap

I asked Allan if OC-104 would be hard to pull in for someone outside the metro area. "We can cover the area pretty well, but we only have 3000 watts of power, and everybody around us has a whole lot more to work with. People have to really want to listen to us if they don't live in the metro. Our signal can be hard to get."

"We have people in our area who've put antennas on their roofs or in their yards so they can pull us in nice and clear. That's one of the



Dave Allan



any country product or heavy metal. Outside of that, any piece of music just may find a place on our music chart."

"We had some tough times when we first started, but now things are really looking up. Being in a small town, we have to be more mass appeal. We have to try and please more people because we have such a small population to work with."

### Black Music Key

Over the past several years B/U radio stations have been on the hot seat when it came to documenting



OC-104 LOVES TO READ R&R — Front row (l-r) Al Thomas, Kerri Vaughan, MariLou, Scott Jantzen, Paul Butler. Back row (l-r) Ken Luck, Ray Moore, Dave Allan.

things that lets us know not only that we are on the right track, but that we've made ourselves part of the entire community. We do a lot of special features that are average quarter-hour-oriented, which people stay with. They've let us know just how important we are as a part of their daily lives."

### No Jukebox

"Summertime is our heaviest season, since this area is a beach community. The average programmer would probably cringe at the number of spots we have. This time of year we're doing in the neighborhood of 20 minutes. As you can see, we don't have much time for long music sweeps or a lot of misguided chit-chat on the air. We have to take care of business at all times. When we have time we do 'Power Plays.' We try to get our listeners through stopsets they may not want to hear with teasers that are pre-programmed. We're always moving toward music — quickly!"

"We also do a lot of instant requests and instant dedications. This is very helpful to us. Being a beach community, our market has a population that swells to over a half million people during the summer. We make sure that we look after the locals who are here with us all year long."

### Slice & LPs

OC-104 doesn't have much of a

promotional budget, and only uses local billboards and some light TV advertising. "We really don't have much to work with but our creativity," Allan said. "When people come here from the Baltimore-Washington area and other cities, they need to know what you have to offer and how to find your station on the dial."

One of the AC stations in the area gave away approximately \$25,000 during the spring book. Allan told me, "The only thing we had to work with as far as giveaways was a case of Slice from the Pepsi-Cola Company and record albums. It's nice to see that in our market you can't buy the book. People have started thinking, 'If you want me as a listener, you have to earn my loyalty — you can't buy it.' This is nice for us. We've earned our listeners, and we've earned their trust."

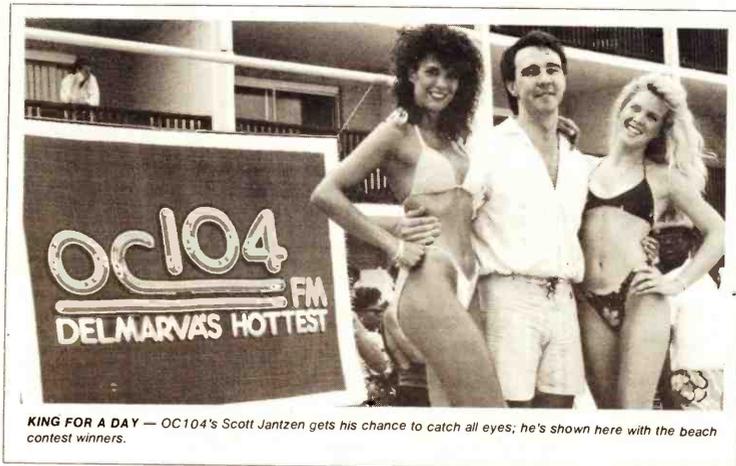
### Dance & Romance Music

Allan ended by saying, "A lot of people might not consider us a Black radio station musically because we play so much crossover music and dance-oriented music. Everybody continues to be hung up over the term 'Urban.' Everyone keeps asking what it means. For us, we just play good music that fits what we do."

"We don't play any rap songs. All of us here felt we didn't need raps to help us hold onto the youth audience. We have a large teen audience, and they still stick with us because we play enough other good music to keep them happy also."

"Our music is what I like to call 'Dance & Romance.' We stay up-tempo most of the time, but we're not afraid of ballads like some Urban stations around the country. We need the ladies, and by playing love songs we've ended up being #2 in women 18-34. You don't get women in that age group without playing those ballads. The ballads don't slow us down in our movement, because we place them strategically within our format." (The station is also #2 in women 18-49, tied for second in women 25-54, and second in women 25-54.)

"If we were someplace else, people might say we were a CHR that uses a lot of black music. But in our town black people like what we do and so do the whites. We play the best music, we're part of the community, and what we do sells. We're very happy about that."



KING FOR A DAY — OC-104's Scott Jantzen gets his chance to catch all eyes; he's shown here with the beach contest winners.

# MARKETPLACE

## AIRCHECKS

### Audio And Video Airchecks!

Current Issue #78 features KFI/Gary Owens' first day, KYUU/True Don Bleu, NY's new Hot 103.5 WQHT, WPLJ/J. Kennedy, WLS/John Landecker, and the last days of rock at KFRC/San Francisco with Dr. Don Rose, Bobby Ocean, Turi Ryder, Dave Sholin, last Mobile Studio broadcast & more. 90-min. cassette, \$5.50.

Current Issue #77 features Minneapolis CHR's WLOL & KDWB, Seattle AOR KISW/John & Robin, KS103/Randy Miller, KMEL/Sony Joe Fox, KKLU/Big Tom Parker, WLUP/Jonathan Brandmeier, KISS/Bruce Vidal, & SF's KSFO. 90-min. cassette, \$5.50.

Special Issue #5-89 features INDIANAPOLIS, with CHR WZPL, AOR WFBO & WEAG, Urban WTCL, Oldies WNDE & WIRE, AC's WIBC, WENS & WTPI. Cassette, \$5.50.

Still available: #5-87 (Los Angeles, Part 1), #5-86 (Honolulu), #5-85 (Chicago), #5-84 (Kansas City), #5-83 (St. Louis) at \$5.50 each.

Classic Issue #C-71 features KQV/Dick Drury-1963, KJH/Real Don Siegel-1967, KJH/Bobby Ocean-1976, KRQY/Jeff Robbins-1977, KFI Eric Chase-1978, KPI/Dr. John Leader-1975, WIFE/John Driscoll-1972 & KYA/Brian Roberts-1975. Cassette, \$10.50.

VIDEO #7 features Denver's KPKE/Steven B. & The Hawk, KIMN/Paxton Mills, SF's KFRC/Bill Lee, Houston's KRBE-FM/Christy & Carson, & Honolulu AC KKUA/Randall & Cooke, CHR KQMQ/Wiki Moku & AOR KPOI/Rabbit. A full 2 hours on VHS or BETA, specially priced at \$30.00.

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### EAST

Seeking Classic Gold staff for 50kw giant. T&R: BCNA, Box 3, Palmyra, NJ 08065-0003 EOE (9/19)

Delmarva FSA seeks experienced reporter. Females encouraged. T&R: ND, WGM, Box 530, Rehoboth Beach, DE 19971 EOE (9/19)

Permanent parttime opening. Weekend & fill-in air talent for WINE/AM. T&R: Diana Perry, PD, Box 95, Danbury, CT 06813 EOE (9/19)

Hartford's Country station seeks personalities. All shifts. T&R: Ken Borden, WKHT, 257 E. Center St., Manchester, CT 06040 EOE (9/19)

## OPENINGS

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Hartford's Country station seeks personalities. All shifts need ed. T&R: Ken Borden, WKHT, 257 E. Center St., Manchester, CT 06040 EOE(9/26)

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## OPENINGS

WDRG/Hartford is seeking a strong weekend personality to fit into top rated Oldies format. Minimum three years' experience. T&R: Glenn Colligan, WDRG, Bloomfield, CT 06002 EOE (9/19)

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# OPPORTUNITIES

## OPENINGS

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Join the #1 morning team in the market. You'll be the fourth member of a morning show that dominates the market, replacing a very talented person who is being transferred to another property in the ever expanding Capitol chain. You should have several years hard news experience, a personality with a smile, and enjoy working with professionals who will demand your best effort. Cassette and resume to **Ron Brandon, Operations Manager V100, P.O. Box 4318, Charleston, W.V. 25364**. No calls please.

## SOUTH

Florida AC seeks news & morning drive personality. Professionalism a must. T&R: Brian Mitchell, WSDS, Box 3666, St. Augustine, FL 32085 EOE (9/19)

Amarillo, Texas stereo seeks morning drive, adult communicator. T&R: Tim Butler, KPUR, Box 30,000, Amarillo, TX 79120 EOE (9/19)

Seeking experienced ND. T&R: Doug Enlow, WCOS, Box 748, Columbia, SC 29202 EOE (9/19)

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Seeking parttime talent for gulf coast AOR. Creative, concise & at least two years' experience. T&R: David Perry, KVIC, 4945 Fannett Rd., Beaumont, TX 77705 EOE (9/19)

WTMX/Tupelo has immediate openings for afternoon drive & evening air & production shifts. Rush T&R: J. Michael Pruet, Box 954, 38802 EOE (9/19)

Medium market Country leader close to Dallas seeks female personality for middays. T&R/photo: Eric Blankenship, KKIT, Box 1015, Greenville, TX 75401 EOE(9/26)

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WTMX/Tupelo seeks afternoon drive/production person. T&R: P.J. Michael Pruet, Box 954, Tupelo, MS 38802 EOE(9/26)

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## OPENINGS

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### TOP 50 AC

Music oriented FM AC Station in Top 50 Market looking for air talent for future openings. Women and minorities encouraged to apply. Send tapes and resumes to: Radio & Records, #459, 1930 Century Park West, Los Angeles, CA 90067. EOE



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### 100,000-WATT FM AC MIDDAY COMMUNICATOR

Southeast 100,000-watt FM AC seeks seasoned adult communicator for midday shift. Strong production a must. Great benefits and salary. Group owned. Send cassette and resume to: Radio & Records, 1930 Century Park West, Box 468, Los Angeles, CA 90067. EOE

## OPENINGS

### COUNTRY MORNING PERSONALITY

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## MIDWEST

Seeking immediate PM drive personality. Contemporary Country station in great community. Must be willing to work. T&R: Tom Bradley, KTGR, Box 459, Columbia, MO 65205 EOE (9/19)

Seeking morning newscaster for hot CHR. Journalistic talents & on-air sound equally important. T&R/writing samples: Ron Ross, WKAU, Box 310, Kaukauna, WI 54130 EOE (9/19)

CHR seeks bright, tight personality. If you're concise, yet fun to listen to, send T&R: Ron Ross, WKAU, Box 310, Kaukauna, WI 54130 EOE (9/19)

It's the perfect first job. KNLV seeks sports director/OJ for airshift/sports production. T&R: Larry Schurtz, KNLV, Box 268, Ord, NE 68862 EOE (9/19)

Seeking NO AM/FM combo. T&R: Box 448, Oklae, IL 60115 EOE (9/19)

100kw CHR seeks morning drive personality with bright promotional ideas & great production skills. T&R: Rob Weaver, Box 190, Gaylord, MI 49735 EOE (9/19)

AC seeks adult entertainers, all shifts, primarily mornings & news. T&R: Bryan Thomas, WVTS, Box 280, W. Terra Haute, IN 47885 EOE(9/26)

Central Communications Inc. has an opening for an experienced secretary. Typing required. Computer experience helpful. Resume: 944 Harlem St., Altoona, WI 54720 EOE(9/26)

Join great morning show & host talk show on major AC/News/Talk station. T&R: WSGW, Box 1945, Saginaw, MI 48605 EOE(9/26)

Seeking personality oriented jock. P-2/CHR with MD spot a possibility. T&R: John Michaels, KZIO, 1105 E. Superior St., Duluth, MN 55802 EOE(9/26)

Parttime position available. WCZY/Detroit. Rush T&R: Brian Patrick, 15401 W. Ten Mile Rd., Detroit, MI 48231 EOE(9/26)

Seeking creative afternoon jock for college town. Good production essential. T&R: Didi Capri, WTAO, Box 369, Murphysboro, IL 62966 EOE(9/26)

### EVEN IF YOU'RE HAPPY . . .

Tapes sought for established, bright, personality FM . . . Midwest AC. Large college town. Future full and parttime openings possible. Send T&R to Radio & Records, 1930 Century Park West, Box 467, Los Angeles, CA 90076.

### MIDWEST MAJOR MARKET

Major station has possible opening for adult communicator. Pipes, personality, production, personal appearances. Major market experience a must. T&R to Radio & Records, Box #471, 1930 Century Park West, Los Angeles, CA 90067 EOE/MF



**WE'RE DOUBLING OUR NEWS STAFF!**

(Yes, We're Adding One Person)

Our growing small community requires a more extensive news presence, and WLKI is growing to meet the challenge. If you'd like to be part of a professional full scale radio team, and can give us a larger market sound in our small market, send us a tape, resume and examples of your writing style. Salary negotiable. Address: Tim Walter - News Director, **WLKI RADIO**, North Wayne Plaza, Angola, Indiana 46703. EOE

## OPENINGS



Killer Production/Creative Director needed ASAP. Must have multi-voice and copy writing talents. Very good \$'s and multi-track studio with all the bells and whistles. Great company, staff, and facility at this hot CHR. T&R to Jim Owen, KLO, 60 Monroe Center, N.W., Grand Rapids, MI 49503, (615) 774-8461. EOE

### Morning Show Host

104.5 WSNX, West Michigan's HOT 50kw CHR, is looking for a crazy, high profile morning show host. In addition to heavy phones, bits, and appearances, we need someone who's topical, fun, and personable to create talk among our listeners. The station that gained national headlines with the "Money Man Caper." We'll provide all the tools you'll need to win, a state of the art facility plus excellent compensation and benefits, plus some of America's best summer beaches. Send cassette and resume to: **JJ Duling, WSNX, 875 E. Summit, Muskegon, MI 49444.**



### ADULT URBAN CONTEMPORARY

WJMO has an immediate opening for an experienced Adult-Urban Contemporary, 7pm-midnight announcer. Quality production is a must. Send tape and resume to **Doug Harris, c/o WJMO Radio, 11821 Euclid Avenue, Cleveland, OH 44106. NO PHONE CALLS PLEASE.** 3 years experience preferred. M/F, EOE



### NEEDED: MORNING TALENT! SOLO OR TEAM

A prime opportunity in "The Heartland" (Top 60 market) with one of the best radio groups in America. If you are a top notch morning talent looking for a place to grow and prosper, send a real a/c and resume to Z-104, 5810 East Skelly Drive, Suite 801, Tulsa, Oklahoma 74135, ATTN: Bill Brun. (M/F, EOE)

## WEST

KNBZ/Anchorage seeking parttime announcers, & is accepting tapes for possible future fulltime openings. T&R: KNBZ, Box 18-1890, Wasilla, AK 99687 EOE (9/19)

Southern OR adult FM seeking PD/announcer. T&R: Jack Chunn, Box 9000, Medford, OR 97501 EOE (9/19)

PO/ND with talk experience for smaller OR market. T&R: Jack Chunn, Box 9000, Medford, OR 97501 EOE (9/19)

Continuous Country has fulltime opening. T&R: Randy Hood, KFMS, 1555 E. Flamingo St. Suite 435, Las Vegas, NV 89119 EOE (9/19)

Beverly Hills radio syndication company seeks interns to learn all aspects of syndication. Flexible hours. Must have car. CALL: Ron, (213) 652-8710. EOE (9/19)

KLUC seeks hot afternoon drive jock. Top-rated station in West & we want you to be part of it. T&R: Jerry Dean, KLUC, Box 14805, LAS Vegas, NV 89114 EOE (9/19)

K-RENO/KCBN seeking T&Rs for immediate fulltime opening. Experience with a love'songs program & strong production skills a plus. T&R: Jim O'Neal, Box 10630, Reno, NV 89510 EOE (9/19)

Truly a great opportunity for a creative, motivated salesperson. Great commission/merges. Resume: KFIS, Box 4265, Fresno, CA 93744 EOE(9/26)

KL5Y/Seattle seeks anchor/reporter. Great writing a must. T&R: Dave Sloan, 12011 NE 1st, suite 206, Bellevue, WA 98005 EOE(9/26)

# OPPORTUNITIES

## OPENINGS

Great opportunity for aggressive affiliate salesperson. Compensation on commission basis. Resume: Active Markets, 3000 Ocean Park Blvd. #3001, Santa Monica, CA 90405 EOE(18/26)

Sales. Soft AC in Central California. Resumes: KKBN, Box 708, Wain Hwa, CA 95383 EOE(18/26)

### KIDJK

#### AOR Production Director

We have great gear and signal. Position includes weekend air work and future on-air involvement. Join a new winner. Experienced pros only please. C&R to: Jerry Langdon, 570 Armstrong Way, Oakland, CA 95361. EOE

#### DIRECTOR ADVERTISING/PROMOTION MAJOR MARKET

Major 50kw AM station looking for Director of Advertising/Promotion. Marketing skills and understanding a must. No beginners. Creative and strategic thinking necessary. Send replies to: Radio & Records, #465, 1930 Century Park West, Los Angeles, CA 90067. EOE/MF

### KTRS

95.5 FM

America's 12+ Metro share leader two years running has re-opening for morning personality to carry winning tradition. Creative, witty, strong positive audience involvement with phones; no shock or blue humor; must be team player. Our best have gone on to top 25's. KTRS is an adult, personality CHR. Send tape and resume and salary to Kelly Gordon, KTRS, 251 West First, Casper, Wyoming 82601. EOE

#### ARE YOU READY FOR SOUTHERN CALIFORNIA?

One-half of terrific morning team seeks female for other half. Opportunity is at major market west coast station. If you've had large market experience; are natural and relaxed on-the-air; can appeal to 25-49 year olds; are intelligent, quick-witted, and know how to listen as well as talk... please respond with tape and resume no later than 10/10/88 to Radio & Records, #465, 1930 Century Park West, Los Angeles, CA 90067. EOE

#### MORNING DRIVE!

Are you good enough to be the dominant personality in a fiercely competitive market? Do you prepare and present a morning show that has the community talking about what you did this morning? If you are a seasoned pro who works well with a team and can take a well run AC to the top with a humorous morning show that does not interfere with the music... have we got an opportunity for you! Send R&R to: Radio & Records, 1930 Century Park West, Box 469, Century Park West, Los Angeles, CA 90067. EOE

#### WANTED:

#### GIANTKILLER PD

We need a courageous on-air PD to help our suburban CHR say the met-ro monsters. Fast growing FM in the West. Send resume and tape of your show and recent promotions to:

Radio  
Suite 400, 8033 Sunset Blvd.  
Los Angeles, CA 90046

EOE. Replies held in strict confidence.

## POSITIONS SOUGHT

Class AC/FSA/Oldies/Country programmer seeks creative, competitive opportunity. Proven winner, available now. Experienced, reliable personality. JOE: (805) 273-1787. (9/19)

Are you seeking a morning pro who has major market experience? I'm seeking a great liberal station in large market. DAVE: (419) 666-6943. (9/19)

Help a only eleven digits away. Experienced, creative CHR/AOR/AC drivetime announcer/MD willing to relocate to KY/TN with right incentive. (813) 753-3138. (9/19)

#### 15-YEAR RADIO PRO

(5 years KTLW, 7 years WCXI) seeks transition to sports reporting. Desires anchor responsibilities, preferably with some play-by-play. For aircheck of sportscast, interview, and P-B-P please contact:

MIKE KELLY (313) 388-4892.

Let me make friends with your large or medium midwest adult market. Leave message for ART: (618) 397-2521. (9/26)

Assistant PD/MD seeking same position or better. Know AOR, promotion oriented, people person. Seek longterm commitment. Top 50 markets only. SCOTT: (313) 661-2289. (9/26)

Winning major market CHR PD available immediately. Good track record & management skills. Formerly WRSR, LA BRACKS: (804) 468-6697. (9/26)

PD/MD for Country/Oldies/AC available now. PM drive, eight years. Will relocate for right price. ROGER: (216) 733-9659. (9/26)

Female pro. The voice, personality & experience that you seek. All formats except Country. California stations only. ROBIN: (408) 479-9901. (9/26)

Top numbers apparently were not enough for management. Available now for PD or Assistant PD/MD in medium to large market. JOHN: (804) 378-2260. (9/26)

I've turned down five offers. I'm still seeking the right opportunity. Programming of AC/Oldies/Country/Sports. Team player. DAVE MURDOCK: (306) 275-6054. (9/26)

Mature, but youthful in attitude. Seeking stable AC/CHR/AOR station. You won't be sorry. RON: (502) 387-4283. (9/26)

Experienced announcer/sales, seeks position in top five market. CHR/AOR/AC preferred. DENNY: (812) 265-2819. (9/26)

Five year pro. Currently in Milwaukee, but ready for a change. Prefer MW. Let's talk. J.J.: (414) 786-7768. (9/26)

Rich voice surfaces from retirement. Seeks altright on BM station in W. BRIAN JOHNSON: (619) 238-9403. (9/26)

Announcer/copy/production. Seeking opportunity in medium/major market. TERRI: (703) 344-1690. (9/26)

Creative sports or music personality. Seeking challenging new beginning. Will work hard & often. Also can do PBP. MIKE BENNETT: (312) 323-1836. (9/26)

Sports announcer seeks small/medium market opportunity. Experience in PBP/reporting/anchoring. Also, AC/CHR formats. MARIO: (313) 978-6758. (9/26)

Solid writing/reporting. Four years' experience. Seeking new into challenging position in medium market. TED: (312) 838-4853. (9/26)

Super sharp, professional, experienced lady seeks top 50 job position or small market programming position. Seeking a new challenge with a good company. KARYN: (409) 899-9488. (9/26)

Warmth, cynicism, provocateur, optimist. Seeking diverse market market experience. Prefer major in NY/DC or top 20. CON-TACT: Box 66117, Baltimore, MD 21238 (9/26)

Starving for more experience. Hungry for a highly creative personality? If so, then we can help each other. MW/MW markets. DAVID: (515) 255-1208. (9/26)

#### Talk Programming Producer

With over two years experience seeks employment in major or medium-sized market. Hardworking, team player. Excellent references. Contact Jim at 509-328-9064.

Experienced, witty, with AOR/CHR/Hybrid experience. News too! No accent, good pipes, production/voices/news/entertainment. ANN HARLO: (417) 358-8160. (9/26)

Relocating to MW/Midwest/Seattle late September. Experienced on-air/MD/copywriting/production. TOM: (215) 569-2722 or (605) 692-4227. (9/26)

Medium market CHR/PD. Great references. Good management & people skills. Ten years' experience. Available now to bring your CHR alive. ROGER: (307) 465-2380. (9/26)

Seasoned pro. I conquer. Give me a battle. AOR/CHR/AC/PD/TV voice-overs. Extensive PM drive experience. Let's do it. MIKE: (717) 343-7083. (9/26)

Emerson grant, owner of White-Cap productions seeks fulltime/announcer/production work. Extremely creative. All markets considered. DARYL: (617) 769-8137. (9/26)

Seeking entry sales position. Current LA broadcast engineer. Prefer West Coast small/medium markets. BRUCE: (818) 342-6521. (9/26)

## POSITIONS SOUGHT

College... yes, experience... yes. Ready for challenge. Female newshound seeks advancement, not found currently. Hardfite news. Network stringer. KIM: (306) 632-3948. (9/26)

"Lord, it's hard to be humble." Experienced TV/radio, live/taped, ready to be used & abused. Ask anything. TONY: (306) 452-4806. (9/26)

Female pro seeks top West Coast market. CHR/AOR. Four years' experience. Top 50 market experience. LAURIE: (805) 872-9451. (9/26)

Powhouse personality jock, former LA/PD. Lear fast production. News & sales pro too! Results guaranteed. All formats. (213) 876-7622. (9/26)

Seven year pro with solid production. Seeking medium/large market position with winning company. AC/Country. DON: (913) 242-4689. (9/26)

Experienced announcer/sales, team player, seeks top five market CHR/AC/AOR. DENNY: (912) 265-2819. (9/26)

NYC. Harford. Lady air personality seeks work in AC/AOR/Country. Eleven years' experience in major & national markets. BARB: (312) 482-7423. (9/26)

CHR jock, six years' experience in small/medium markets seeks same in FL. Top-rated shows. RICK: (306) 574-3578. (9/26)

All personality with four years' experience. Seeking move to location where it only snows on TV or in the mountains. RON: (419) 325-2696. (9/26)

Upbeat, cheerful, female announcer seeks fulltime position. Handwriting, witty, creative & charming. Production & excellent references. MICHELLE: (718) 835-4576. (9/26)

Rockin' PD seeks new AOR/CHR challenge. On-air/PD/MD, any market. Enthusiastic, mildly insane, bloodthirsty & available now. D.L. (314) 265-5275. (9/26)

## CHIEF ENGINEER

Have experience with high power (50kw/100kw) major market combo station. Worked closely with PD to improve ratings and air quality. Good engineering standards with references to prove it. Call...

Robert King  
(503) 222-7440

"I need a job." Any shift, any market, with any committed station. Experienced in announcing/production/promotions/traffic. TOM: (312) 779-5131. (9/26)

Four years' experience in CHR/AC seeking work in W medium market. Have MD experience, but would like to learn programming. JONATHAN: (802) 842-9189 or 524-3996. (9/26)

Philadelphia/NY pro seeking full/parttime airshift in NY metro area. Warm, witty, human-sounding communicator. JEFF: (212) 792-7576. (9/26)

Seven years spent gaining knowledge from the pros. Set to program CHR/AC in top 75 market. P-3 or larger only please. RANDY: (913) 825-2202.

Seven years' on-air experience. Currently seeking weekend position in Southern CA. Prefer LA or San Diego areas. Know promotion/news. PENNY: (213) 653-4330 x 39. (9/26)

Network newscaster, seeking local radio work. Reallocation no problem. Handwriting, no prime donas. Call today. STEVE: (301) 340-2286. (9/26)

Hot, aggressive new talent seeks position with professional radio staff. DJ/production skills. Lots of personality & all the basics. JEFF SHANNON: (702) 825-9526. (9/26)

Female jock/production, nine years' experience, seeks fulltime airshift. Former MD/PD. PHYLLIS: (713) 447-1939. (9/26)

Now available to medium market PD, air talent/MD with five years' experience. Hard worker. Serious winners please call. CHRIS: (819) 734-2245. (9/26)

Comie talent yearns for drive slot in DENNIS: (419) 255-5669 or 255-1221. (9/26)

Community-minded MD/assistant PD seeks long term commitment. Prefer IL/IN/MI. Handwriting & educated. MICHAEL: (619) 728-3844. (9/26)

Five years' experience in top twenty market. Production/announcing/copywriting. Part/fulltime personality. Will relocate. DENNIS: (718) 330-0991. (9/26)

AOR professional, reliable, natural & tight production, AOR/HR/ID. Medium/large market. Ready to relocate. JOHN: (312) 262-3773. (9/26)

## POSITIONS SOUGHT

Medium market PD seeks new opportunity. Prefer successful, people-oriented organization. Eight years' experience. CHR/AC/AOR/research. DAN: (414) 235-8220. (9/26)

CHR PD available now. Ten year pro, degree, impeccable references. Mensa member. Great jokes/MW/MI-Advertiser. KETH RICHARDS: (806) 352-1380. (9/26)

18 year pro, PD/MD/ND experience. Top 100 markets. Would like to settle permanently in Anchorage, Alaska. J.J. SCOTT: (319) 326-3577. (9/26)

FL pro, formerly WSHR/102, seeks drivetime slot in Sunbelt. Natural pipes, major market production & proven numbers. TOM: (306) 466-3484. (9/26)

ND who knows what your listener wants. If you want to satisfy your listeners... NEIL: (306) 791-6325. (9/26)

11 year air pro. Also operations/programming for AC/Oldies. Personable, knowledgeable, topical. Seeks major market opportunity. CHIP COOK: (804) 458-4436. (9/26)

Asst. PD/music/research/promotions from top 170 market. Seeking CHR with guts to program. MICHAEL: (318) 445-5306. (9/26)

KHJ/WABC/KFRC/WFL... I never worked at any of these legendary stations, but call me anyway. CHUCK MCCOY: (203) 367-7113. (9/26)

Denver & Colorado. Experienced, talented, versatile communicator seeks DJ/production/news/MD/PD og. Experience includes Minneapolis/St. Paul. Available now. R.K. (303) 444-1071. (9/26)

AOR/CHR/PD. Over eight years experience. Billboard award winner. BSC. Stable, energetic, creative. MARK LAPIDUS: (703) 533-3681. (9/26)

Small market announcer seeks break in large/medium market. Three years experience. JIM: (717) 597-9239. (9/26)

## MISCELLANEOUS

Our cable FM & low power AM is for sale. Cost is practically the cost of the equipment alone. You will have to relocate. Price: \$10,000 firm, terms available. (603) 923-7710. (9/26)

Searching for classic radio programs, i.e. FJber McGee & Moly. DENNY or PAT: (818) 563-5567. (9/26)

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 Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

#### Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

#### Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

#### R&R Opportunities Free 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.

#### Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. 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.

It's A Dream Come  
NEW!

# CALIFORNIA DREAMIN'

The New Hit Single By  
THE  
**BEACH  
BOYS**

Radio-Active Everywhere:

**CHR**

**NEW & ACTIVE** 84/25

Including This Week's Adds:

WBEN KWOD WDJX 99DTX KZZU WYKS KTMT  
WRSR KHFI WBAM KKRD WGAN WZPY  
Q102 KEZB WDLX KF95 KQIZ WBNQ  
KDWB WANS WKZL 194 WQID WSPT

**AC**

26

AC Full-Service One Of The MOST ADDED

**AOR**

Tracks 60 LP #4 N&A

Produced By Terry Melcher

**Capitol**  
© 1984 CAPITOL RECORDS, INC.



## NATIONAL MUSIC FORMATS

Added This Week

### Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

#### Adult Contemporary

DOUBLE "Woman Of The World"  
BRUCE HORNSBY "The Way It Is"  
CHRIS DeBURGH "The Lady In Red"  
P. CETERA & A. GRANT "Next Time I Fall"

#### Modern Country

MEL McDANIEL "Stand On It"  
MICHAEL JOHNSON "Give Me Wings"  
BELLAMY BROTHERS & FORESTER SISTERS  
"Too Much Is Not Enough"

#### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

BOSTON "Amanda"  
MADONNA "True Blue"  
BON JOVI "You Give Love A Bad Name"  
LIONEL RICHIE "Love Will Conquer All"

#### The AC Format

BOSTON "Amanda"  
OMD "Forever (Live And Die)"  
BEACH BOYS "California Dreamin'"  
CHRISTOPHER CROSS "Loving Strangers"  
LIONEL RICHIE "Love Will Conquer All"

#### Super-Country

MICHAEL JOHNSON "Give Me Wings"  
T.G. SHEPPARD "Half Past Forever"  
RICKY SKAGGS "Love's Gonna Get You Someday"

### Concept Productions

Elvin Ichiyama (916) 782-7754

#### CHR

BOSTON "Amanda"  
LISA LISA "All Cried Out"  
'TIL TUESDAY "What About Love"  
BILLY SQUIER "Love Is The Hero"  
STEVE WINWOOD "Freedom Overspill"  
ARETHA FRANKLIN "Jumpin' Jack Flash"  
BRUCE HORNSBY & THE RANGE "The Way It Is"  
P. CETERA & A. GRANT "The Next Time I Fall"

#### Country

MICHAEL JOHNSON "Give Me Wings"  
HANK WILLIAMS JR. "Mind Your Own Business"  
RICKY SKAGGS "Love's Gonna Get You Someday"  
REBA McENTIRE "What Am I Gonna Do About You"

#### AC

HUMAN LEAGUE "Human"  
JIMMY BUFFETT "Creola"  
DOUBLE "Woman Of The World"  
LIONEL RICHIE "Love Will Conquer All"  
BRUCE HORNSBY & THE RANGE "The Way It Is"

### Drake-Chenault

Bob Laurence (800) 247-3303

#### XT-40

BOSTON "Amanda"  
TOTO "I'll Be Over You"  
COREY HART "I Am By Your Side"  
ARETHA FRANKLIN "Jumpin' Jack Flash"  
P. CETERA & A. GRANT "The Next Time I Fall"

#### Contempo 300

HUMAN LEAGUE "Human"  
P. CETERA & A. GRANT "The Next Time I Fall"

#### Great American Country

DOLLY PARTON "We Had It All"  
WAYLON JENNINGS "What You'll Do When I'm Gone"  
GATLIN BROTHERS "She Used To Be Somebody's Baby"

### Media General

#### Broadcast Services

Bob Dumais (901) 320-4433

#### Action

MADONNA "True Blue"  
BEACH BOYS "California Dreamin'"  
CHRISTOPHER CROSS "Loving Strangers"  
GLASS TIGER "Don't Forget Me (When I'm Gone)"  
P. CETERA WITH A. GRANT "The Next Time I Fall"

#### Your Country

GENE WATSON "Everything I Used To Do"  
RONNIE McDOWELL "When You Hurt I Hurt"  
WAYLON JENNINGS "What You'll Do When I'm Gone"  
BELLAMY BROTHERS & FORESTER SISTERS  
"Too Much Is Not Enough"

### MEDIA GENERAL CONTINUED

#### Hit Rock

BOSTON "Amanda"  
CHICAGO "25 Or 6 To 4"  
COREY HART "I Am By Your Side"  
EDDIE MONEY "Take Me Home Tonight"  
ARETHA FRANKLIN "Jumpin' Jack Flash"

### Peters Productions, Inc.

George Junak (800) 255-8511

#### Country Lovin'

PAKE McENTIRE "Bad Love"  
MEL McDANIEL "Stand On It"  
T.G. SHEPPARD "Half Past Forever"  
RICKY SKAGGS "Love Gonna Get You Someday"

#### The Ultimate AC

BEACH BOYS "California Dreamin'"  
BRUCE HORNSBY & THE RANGE "The Way It Is"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

HOLLY DUNN "Daddy's Hands"  
MICHAEL JOHNSON "Give Me Wings"  
T.G. SHEPPARD "Half Past Forever"  
RICKY SKAGGS "Love's Gonna Get You Someday"

#### Soft Contemporary

CHRISTOPHER CROSS "Loving Strangers"  
LIONEL RICHIE "Love Will Conquer All"

#### Sound 10

MADONNA "True Blue"  
HUMAN LEAGUE "Human"  
DOUBLE "Woman Of The World"  
CHRISTOPHER CROSS "Loving Strangers"  
BRUCE HORNSBY & THE RANGE "The Way It Is"

### Satellite Music Network

Pat Clarke (214) 991-9200

#### The Starstation

EL DeBARGE "Love Always"  
JANET JACKSON "When I Think Of You"

#### Country Coast-To-Coast

ALABAMA "Touch Me When We're Dancin'"  
GEORGE STRAIT "It Ain't Cool To Be Crazy About You"  
GATLIN BROTHERS "She Used To Be Somebody's Baby"

#### Rock 'N' Hits

MADONNA "True Blue"  
DEVICE "Who Says"  
OMD "(Forever) Live And Die"  
BELINDA CARLISLE "I Feel The Magic"  
NU SHOZZ "The Point Of No Return"

### The Programming

#### Consultants

David Graupner (800) 843-7807

#### Stereo Rock

LISA LISA "All Cried Out"  
COREY HART "I Am By Your Side"  
'TIL TUESDAY "What About Love"  
RIC OCASEK "Emotion In Motion"  
P. CETERA & A. GRANT "Next Time I Fall"

#### AC

ROSIE VELA "Magic Smile"  
LEVEL 42 "Leaving Me Now"  
BILLY JOEL "A Matter Of Trust"

#### Country

DOLLY PARTON "We Had It All"  
MICHAEL MARTIN MURPHY "Fiddlin' Man"  
RONNIE McDOWELL "When You Hurt I Hurt"  
BELLAMY BROTHERS & FORESTER SISTERS  
"Too Much Is Not Enough"

### Transtar

#### Adult Contemporary

Mike Tanner (213) 460-6383

C. ANDERSON & G. LORING "Friends & Lovers"  
**Country**

Rick Honea (213) 460-6383

ALABAMA "Touch Me When We're Dancing"  
RESTLESS HEART "That Rock Won't Roll"  
JOHN SCHNEIDER "At The Sound Of The Tone"  
WILLIE NELSON "I'm Not Trying To Forget You"



If Your Playlist Is Hurting For  
A Great Love Song —

Try . . .

# “HEALING”

38-06318

The New Single By

## DENIECE WILLIAMS

From The Current Album:  
“Hot On The Trail” FC 40084

Just Released and  
Already On:

WDAS  
WHUR  
KMJQ  
WDIA  
WYLD-FM  
WOWI  
KQXL  
WTKL  
WXOK  
WPAL  
WFXC  
WQFX  
WJMI  
WWDM  
WAAA  
WTLC  
KACE  
WXYV  
WTMP  
WDMT  
WATV  
KJCB  
KAPE  
WANM



COLUMBIA RECORDS  
“Radio’s Best Friend”



# BLACK/URBAN

## BREAKERS.

### FREDDIE JACKSON

#### Tasty Love (Capitol)

80% of our reporters on it. Rotations: Heavy 3/1, Medium 36/5, Light 33/13, Total Adds 19 including WDAS, WVEE, KMJQ, K94, WLUM, XHRM, WFXA, KHYS, WGPR, KDKO. Moves 39-30 on the Black/Urban chart.

### ONE WAY

#### Don't Think About It (MCA)

74% of our reporters on it. Rotations: Heavy 0/0, Medium 24/3, Light 43/14, Total Adds 17 including WAMO, WVEE, WDLA, WTMP, WVKO, WJLB, WPEG, WQQK, WXLA, WZEN. Debuts at number 37 on the Black/Urban chart.

### GENERAL KANE

#### Crack Killed Applejack (Gordy/Motown)

70% of our reporters on it. Rotations: Heavy 8/0, Medium 23/1, Light 32/13, Total Adds 14 including WHUR, WOWI, KDAY, WATV, WFXC, Z103, WKWM, WWSW, KDKO, KUKG. Moves 37-33 on the Black/Urban chart.

### MILLIE JACKSON

#### Hot! Wild! Unrestricted! Crazy (Jive/RCA)

63% of our reporters on it. Rotations: Heavy 4/0, Medium 27/0, Light 26/10, Total Adds 10, WHRK, WTMP, WLUM, KDAY, WKND, WXOK, WQMG, WJYL, WLOU, WQQK. Moves 38-36 on the Black/Urban chart.

### AL JARREAU

#### L Is For Lover (WB)

62% of our reporters on it. Rotations: Heavy 6/0, Medium 32/2, Light 18/5, Total Adds 7, WBLZ, WDMT, OC104, WJIZ, WKXI, WJJS, Z103. Moves 36-34 on the Black/Urban chart.

### CHICO DeBARGE

#### Talk To Me (Motown)

60% of our reporters on it. Rotations: Heavy 1/0, Medium 27/2, Light 26/6, Total Adds 8, WWINFM, WRKS, WDAS, WYLDFM, XHRM, WKGN, WBLX. Debuts at number 38 on the Black/Urban chart.

## NEW & ACTIVE

### ARETHA FRANKLIN "Jumpin' Jack Flash" (Arista) 52/14

Rotations: Heavy 2/0, Medium 17/4, Light 33/10, Total Adds 14, WDAS, WHUR, WVEE, WEDR, WBLZ, WAOK, WTKL, WJMI, WPOD, WKGJ, WJJS, WBLZ, WPLZ, WQOI, Heavy: WQOK, WDDM, Medium: WAMO, K104, K94, WTMP, WZAK, KSOL, WPAL, WZAZ, WLOU, KAPE, KDKS, WANM, KDKO.

### LIONEL RICHIE "Love Will Conquer All" (Motown) 51/47

Rotations: Heavy 2/2, Medium 13/1, Light 36/34, Total Adds 47 including WWINFM, WXYV, WILD, WUSL, WHUR, WDLA, WHRK, WOWI, WTMP, WBXV, WBLZ, WZAK, WVKO, WJLB, WLUM, KMJM, OC104, WAOK, WPOD, KOKY, KAPE, KDKO, Medium: WAMO, KACE.

### DAZZ BAND "Wild & Free" (Geffen) 50/7

Rotations: Heavy 2/0, Medium 22/1, Light 26/8, Total Adds 7, WEDR, WNHC, WAOK, WFXA, WZAZ, KJCB, KAPE, Heavy: WTMP, WJMI, WDDM, Mediums include: WAMO, WHUR, WBLZ, WJIZ, WTKL, WPAL, WFXC, WQMG, WHYZ, WJMI, WPDQ.

### JEFFREY OSBORNE "Room With A View" (A&M) 47/14

Rotations: Heavy 2/1, Medium 21/2, Light 24/11, Total Adds 14, WAMO, WDLA, WBXV, WBLZ, WJIZ, WTKL, WATV, WHYZ, WPDQ, KJCB, WQOK, WDDM, KMXY, KUKD, Heavy: KAPE, Mediums include: WWINFM, WDAS, WDJY, K104, WHRK.

### GEORGE DUKE "Broken Glass" (Elektra) 45/5

Rotations: Heavy 2/1, Medium 17/0, Light 27/4, Total Adds 5, WAMO, WOWI, WPEG, WBLZ, Heavy: WTKL, Medium: WDJY, WEDR, K94, WDMT, WZAK, XHRM, KSOL, WNHC, WFXA, WFXC, WLOU, WQOK, KHYS, KAPE, WAAA, WCXX, WWSW.

### SHIRLEY JONES "Last Night I Needed Someone" (PIR/Manhattan) 45/3

Rotations: Heavy 1/0, Medium 20/1, Light 24/3, Total Adds 3, WWINFM, WHUR, KBUZ, Heavy: KOKY, Medium: WDLA, WAMO, WZAK, WLUM, WJIZ, WAOK, WTKL, WATV, KOLZ, WJMI, KJCB, WLOU, WPLZ, WAAA, WQMG, WGPR, WTKL, WXLA, WWSW, WZEN.

### COMMODORES "Going To The Bank" (Polydor/PolyGram) 43/43

Rotations: Heavy 0/0, Medium 9/9, Light 34/34, Total Adds 43 including WWINFM, WAMO, WVEE, K104, WDLA, WEDR, WQOI, WTMP, WBXV, KMJM.

### RUBY TURNER featuring JONATHAN BUTLER "If You're Ready (Come Go With Me)" (Jive/RCA) 43/7

Rotations: Heavy 0/0, Medium 13/1, Light 30/6, Total Adds 7, WAMO, WFXA, KJIZ, KJCB, KHYS, KDKS, WGPR, Medium: K104, K94, WBXV, WZAK, WDXK, WQOK, WATV, WPAL, KDZL, WALT, WWSW, WAAA.

### MTUME "P.O.P. Generation" (Epic) 42/13

Rotations: Heavy 2/0, Medium 16/2, Light 24/11, Total Adds 13, WAMO, WDJY, WEDR, WZAK, WQMG, WHYZ, WQFX, WJYL, WLOU, KAPE, WCKX, WGPR, Heavy: K104, WJMI, Mediums include: WXYV, WDLA, WYLDFM, WTMP, WGOI, WAOK, WFXA, WTKL, WPAL, WPLZ.

### OLIVER CHEATHAM "W.O.S." (Critique) 41/5

Rotations: Heavy 1/0, Medium 20/1, Light 20/4, Total Adds 5, WEDR, WDMT, KJHL, WFXC, WKWM, Heavy: KQXL, Medium: WQOI, WTMP, WBXV, WGOI, WLUM, WJIZ, WTKL, WPAL, WQMG, WQFX, WQOI, WZAZ, WQOK, WHYS, KDKS, WCKX, WTKL, WWSW, WVOI.

### PEABO BRYSON "Good Combination" (Elektra) 37/15

Rotations: Heavy 0/0, Medium 14/2, Light 23/13, Total Adds 15, WAMO, WHRK, KACE, XHRM, KSOL, WNHC, WTKL, Z93, WPEG, WFXC, WKXI, WLOU, WCKX, WVOI, KDKO, Medium: WHUR, K104, WTMP, WBXV, WKND, WDKX, WAOK, KDZL, WPLZ, KAPE, WANM, WZEN.

### JAMES BROWN "Gravity" (Scotti Bros./CBS) 35/21

Rotations: Heavy 0/0, Medium 7/5, Light 16/4, Total Adds 15, K94, WOWI, WTMP, WBXV, WVKO, WLUM, KMJM, XHRM, WAOK, WFXA, WTKL, Z93, WPEG, WQMG, WBLZ, WQOK, WTKL, KJCB, KUKD, Medium: WZAK, WPAL, KDKO, KMXY.

### CASHFLOW "Reach Out" (Mercury/PolyGram) 35/4

Rotations: Heavy 2/0, Medium 18/1, Light 15/3, Total Adds 4, WILD, KQXL, WFXC, KJIZ, Heavy: KAPE, WCKX, Medium: WVEE, WDLA, WYLDFM, WZAK, WLUM, WQOK, WJIZ, WENN, WPEG, WQMG, WZAZ, KOKY, WALT, KDKS, WANM, Z103, WWSW.

### BILLY GRIFFIN "Believe It Or Not" (Atlantic) 34/4

Rotations: Heavy 0/0, Medium 14/1, Light 20/3, Total Adds 4, KSOL, WENN, WFXC, Z103, Medium: WDLA, WEDR, K94, WTMP, WDMT, KACE, WFXA, WPEG, WQMG, WBLX, KHYS, WAAA, WTKL.

### MARKUS ANTHONY "One Night Of Love" (R&R) 32/4

Rotations: Heavy 0/0, Medium 10/0, Light 22/4, Total Adds 4, WTMP, WPEG, WQOK, WCKX, Medium: WDLA, KMJM, XHRM, WQFX, WPDQ, WKWM, WXLA, WWSW, WZEN, WVOI.

### KURTIS BLOW "I'm Chillin'" (Mercury/PolyGram) 32/2

Rotations: Heavy 1/0, Medium 12/0, Light 19/2, Total Adds 2, WALT, WDDM, Heavy: KOKY, Medium: WDAS, K104, WDMT, WZAK, KDAY, XHRM, WKND, WPAL, KAPE, KDKS, WANM, WZEN.

### LEVERT "Let's Go Out Tonight" (Atlantic) 31/31

Rotations: Heavy 0/0, Medium 16/0, Light 15/4, Total Adds 31 including WDAS, WHUR, K104, WDLA, WHRK, WEDR, WTMP, WDMT, WZAK, WDKX, WFXA, KQXL, WTKL, WQOK, WPAL, Z93, WFXC, WQMG, WZAZ, KJCB.

### WHISTLE "Just For Fun" (Select) 30/5

Rotations: Heavy 0/0, Medium 9/1, Light 21/4, Total Adds 5, WJLB, WJMI, WZAZ, KHYS, KAPE, Medium: WZAK, KDAY, WCKX, WQOK, WATV, WQMG, WKXI, WZEN.

### WORD OF MOUTH featuring DJ CHEESE "Coast To Coast" (Profile) 27/4

Rotations: Heavy 1/0, Medium 10/0, Light 16/4, Total Adds 4, WHRK, WFXC, WHYZ, WAAA, Heavy: WQOK, Medium: WDLA, WZAK, KDAY, WATV, WPAL, WQMG, WKXI, WZAZ, KOKY, WANM.

## MOST ADDED

- LIONEL RICHIE (47)
- COMMODORES (43)
- LEVERT (31)
- JAMES BROWN (21)
- JESSE JOHNSON/SLY STONE (20)
- PATTI LABELLE (20)
- FREDDIE JACKSON (19)
- READY FOR THE WORLD (18)
- ONE WAY (17)
- PEABO BRYSON (15)

## HOTTEST

- CAMEO (69)
- HOWARD HEWETT (33)
- ORAN "JUICE" JONES (32)
- ASHFORD & SIMPSON (30)
- NEW EDITION (29)
- JANET JACKSON (26)
- TEMPTATION (26)
- GREGORY ABBOTT (25)
- FIVE STAR (23)
- MIDNIGHT STAR (19)

### READY FOR THE WORLD "Love You Down" (MCA) 25/18

Rotations: Heavy 0/0, Medium 8/4, Light 17/14, Total Adds 18, WILD, WAMO, KMJQ, WDMT, WZAK, WJLB, KMJM, KDAY, KJHL, XHRM, WNHC, WQMG, KOKY, WALT, Z103, WKWM, WWSW, WVOI, Medium: K104, WDLA, WJMI, KAPE.

### TAMIKO JONES "I Want You" (Sutra) 25/7

Rotations: Heavy 0/0, Medium 9/0, Light 15/7, Total Adds 7, WHUR, WEDR, WLUM, WTKL, Z93, WDDM, WAAA, Medium: WDJY, WQOI, WTMP, WDMT, WZAK, WKND, WPAL, WKXI, WZEN.

## SIGNIFICANT ACTION

### DENICE WILLIAMS "Healing" (Columbia) 24/7

Rotations: Heavy 0/0, Medium 1/0, Light 23/7, Total Adds 7, WXYV, WTMP, WDMT, WATV, KJCB, KAPE, WANM, Medium: KACE.

### TEENA MARIE "Love Me Down Easy" (Epic) 24/5

Rotations: Heavy 0/0, Medium 6/0, Light 16/5, Total Adds 5, WVEE, KQXL, WXOK, WQFX, WZEN, Medium: WAMO, WYLDFM, KACE, WAOK, WFXA, WTKL, KDKS, WAAA.

### PATTI LABELLE "Kiss Away The Pain" (MCA) 23/20

Rotations: Heavy 1/0, Medium 5/4, Light 17/16, Total Adds 20, K104, WYLDFM, WOWI, WTMP, KACE, WKND, WJIZ, WAOK, WFXA, Z93, WJMI, WPDQ, WQGN, WJJS, WPLZ, KAPE, KDKS, WANM, WGPR, WWSW, Heavy: WTKL, Medium: Z103.

### CON FUNK SHUN "She's A Star" (Mercury/PolyGram) 22/3

Rotations: Heavy 2/0, Medium 4/0, Light 16/3, Total Adds 3, KSOL, WTKL, WENN, Heavy: WPLZ, KBUZ, Medium: K104, WPAL, KJCB, KDKS.

### MISS THANG "Thunder & Lightning" (Tommy Boy) 22/2

Rotations: Heavy 0/0, Medium 11/1, Light 11/1, Total Adds 2, WFXC, WANM, Medium: WDLA, WEDR, WDMT, WJIZ, WXOK, WATV, WQMG, WHYZ, WQGN, KAPE.

### TYRONE BRUNSON "The Method" (MCA) 22/2

Rotations: Heavy 0/0, Medium 3/0, Light 19/2, Total Adds 2, WKND, WJIZ, Medium: WXOK, KIIZ, WWSW.

### ATLANTIC STARR "Armed And Dangerous" (Manhattan) 22/1

Rotations: Heavy 1/0, Medium 10/0, Light 11/1, Total Adds 11, Heavy: WQOK, Medium: WVEE, WYLDFM, WPAL, WTKL, WLOU, WKND, WGPR, WTKL, WWSW, WVOI.

### O.C. SMITH "You're My First, My Last, My Everything" (Rendezvous) 20/12

Rotations: Heavy 1/0, Medium 2/0, Light 17/12, Total Adds 12, WQOI, WTMP, WENN, WPAL, WFXC, WQMG, KJCB, KOKY, WLOU, KHYS, KDKS, Heavy: WTKL, Medium: WDLA, WZAZ.

### PORTER CARROLL II "Picture On The Wall" (Island) 20/3

Rotations: Heavy 0/0, Medium 2/0, Light 18/3, Total Adds 3, WDLA, WQMG, WBLX, Medium: WANM, WXLA.

### BARBARA ROY "Gotta See You Tonight" (RCA) 20/2

Rotations: Heavy 0/0, Medium 9/0, Light 12/2, Total Adds 2, WXYV, WLUM, Medium: WWINFM, WILD, WAMO, WTMP, WTKL, WKND, WQGN, WANM.

### GIVENS FAMILY "Holdin' On" (P.J.) 20/2

Rotations: Heavy 1/0, Medium 5/0, Light 14/2, Total Adds 2, WKXI, WZEN, Heavy: WQMG, Medium: K104, JET94, WQFX, KHYS, WTKL.

### STACEY Q "Two Of Hearts" (Atlantic) 19/2

Rotations: Heavy 0/0, Medium 9/0, Light 5/2, Total Adds 2, WWINFM, WQOK, Heavy: WBXV, WGOI, WLUM, OC104, WHYZ, Medium: WVEE, WBLZ, KCPW, WNHC, WDKX, WFXA, Z93, KHYS, WDDM.

### MOVIES "Juke Box" (CBS Associated) 19/0

Rotations: Heavy 1/0, Medium 9/0, Light 9/0, Total Adds 0, Heavy: WXOK, Medium: KMJQ, WTMP, KMJM, KDAY, WTKL, WKXI, KJCB, WZEN, KBUZ.

### BOOGIE BOYS "Deadlin' With Life" (Capitol) 17/1

Rotations: Heavy 1/0, Medium 7/0, Light 9/1, Total Adds 1, KQXL, Heavy: KOKY, Medium: WDJY, K104, WZAK, WQMG, WJMI, KDKS, WAAA.

### STEPHANIE MILLS "Time Of Your Life" (MCA) 16/6

Rotations: Heavy 0/0, Medium 3/0, Light 13/6, Total Adds 6, WATV, WENN, WPAL, WZAZ, WQGN, WDDM, Medium: WWINFM, KDAY, WJMI.

### PIECES OF A DREAM "Joyride" (Manhattan) 15/5

Rotations: Heavy 0/0, Medium 5/1, Light 10/5, Total Adds 6, KMJM, WFXC, WPLZ, WANM, Z103, WZEN, Medium: WZAK, WBLX, WAAA, WTKL.

### KENNY & JOHNNY WHITEHEAD "Stylin'" (PIR/Manhattan) 15/1

Rotations: Heavy 4/0, Medium 5/0, Light 6/1, Total Adds 1, WJYL, Heavy: K104, KMJQ, KJCB, KAPE, Medium: KMJM, WQOK, KDZL, WQOK, KDKS.

### CUT "Kindness For Weakness" (Supertronic) 14/4

Rotations: Heavy 0/0, Medium 7/1, Light 7/3, Total Adds 4, WWINFM, WFXC, WDDM, WWSW, Medium: WAMO, WDJY, WHUR, WDLA, WJMI, WTMP.

### ERIC B "Eric B Is President" (Zakia) 13/4

Rotations: Heavy 0/0, Medium 2/0, Light 10/4, Total Adds 4, WUSL, WHRK, WOWI, WZAZ, Heavy: KDAY, Medium: WRKS, WTKL, KMXY.

### I-THREE "Now That We're Standing" (EMI America) 13/0

Rotations: Heavy 0/0, Medium 4/0, Light 9/0, Total Adds 0, Medium: WHUR, WQMG, KDKS, WAAA.

### DONNELL PITMAN "Chocolate Lover" (After Five/Fastfibre) 11/4

Rotations: Heavy 0/0, Medium 1/0, Light 10/4, Total Adds 4, WDLA, WKXI, WXLA, WWSW, Medium: KHYS.

### JAMES REESE "No Questions" (AMP) 11/3

Rotations: Heavy 0/0, Medium 7/1, Light 4/2, Total Adds 3, WTMP, WFXC, WCKX, Medium: WDLA, WOWI, WDMT, WPEG, WFDQ, WZAZ.

### JAMZY JEFF & FRESH PRINCE "Girls Ain't Nothin' But Trouble" (Word) 11/3

Rotations: Heavy 2/0, Medium 4/0, Light 5/3, Total Adds 3, WJLB, WFXC, WKXI, Heavy: WDAS, KDAY, Medium: WDMT, WZAK, WDKX, WANM.

### FULL FORCE "Unfaithful So Much" (Columbia) 10/10

Rotations: Heavy 1/1, Medium 1/1, Light 8/8, Total Adds 10, WILD, KMJQ, WDMT, KMJM, WNHC, WXOK, KIIZ, KOKY, WTKL, KMXY.

### VOLTAGE BROTHERS "Insecure" (MTM) 10/1

Rotations: Heavy 0/0, Medium 4/0, Light 6/1, Total Adds 1, WQMG, Medium: WDLA, WPOD, WZAZ, WQOK.

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.



RANDY CRAWFORD  
JEFF LORBER

SEXY SEDUCTION IN A SINGLE LESSON

THE NEW SINGLE PRODUCED BY REGGIE LUCAS FROM THE ALBUM ABSTRACT EMOTIONS



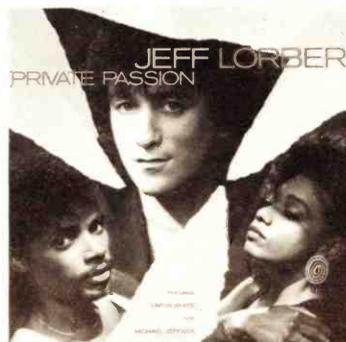
"DESIRE"



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LEARN HOW HOT LOVE CAN SOUND

FEATURING KARYN WHITE, PRODUCED BY EVAN ROGERS, CARL STURKEN AND JEFF LORBER, FROM THE ALBUM PRIVATE PASSION



"FACTS OF LOVE"



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# COUNTRY

## TOP 50

SEPTEMBER 26, 1986

Three Weeks  
Two Weeks  
Last Week

Three Weeks	Two Weeks	Last Week	Artist	Title	Label
10	8	4	1	EXILE/It'll Be Me (Epic)	
9	5	3	2	CRYSTAL GAYLE/Cry (WB)	
13	9	5	3	EARL THOMAS CONLEY & ANITA POINTER/Too Many Times (RCA)	
5	2	1	4	TANYA TUCKER/Diggin' Up Bones (Capitol)	
18	14	10	5	RANDY TRAVIS/Diggin' Up Bones (WB)	
3	1	2	6	EDDIE RABBITT & JUICE NEWTON/Both To Each Other (RCA)	
16	10	8	7	SCHUYLER, KNOBLOCH & OVERSTREET/You Can't Stop Love (MTM)	
14	11	9	8	ROSANNE CASH/Second To No One (Columbia)	
19	16	12	9	RESTLESS HEART/That Rock Won't Roll (RCA)	
17	15	13	10	LEE GREENWOOD/Didn't We (MCA)	
8	7	6	11	JANIE FRICKIE/Always Have Always Will (Columbia)	
15	13	11	12	STEVE EARLE/Guitar Town (MCA)	
27	21	18	13	MARIE OSMOND & PAUL DAVIS/You're Still New To Me (Capitol/Curb)	
20	17	15	14	MICKEY GILLEY/Doo-Wah Days (Epic)	
23	19	17	15	SOUTHERN PACIFIC/A Girl Like Emmylou (WB)	
29	24	19	16	STEVE WARINER/Starting Over Again (MCA)	
—	—	—	17	ALABAMA/Touch Me When We're Dancin' (RCA)	
26	22	20	18	SWEETHEARTS OF THE RODEO/Since I Found You (Columbia)	
32	26	22	19	JOHN SCHNEIDER/At The Sound Of The Tone (MCA)	
25	23	21	20	WILLIE NELSON/I'm Not Trying To Forget You (Columbia)	
28	25	23	21	JUICE NEWTON/Cheap Love (RCA)	
38	32	27	22	GEORGE STRAIT/It Ain't Cool To Be Crazy About (MCA)	
30	27	25	23	BARBARA MANDELL/No One Mends A Broken Heart... (MCA)	
35	30	26	24	GATLIN BROTHERS/She Used To Be Somebody's Baby (Columbia)	
2	3	7	25	FORESTER SISTERS/Lonely Alone (WB)	
31	29	28	26	JOHN ANDERSON/Honky Tonk Crowd (WB)	
4	4	14	27	DWIGHT YODAKAM/Guitars, Cadillacs, Etc. (Reprise/WB)	
39	34	30	28	ANNE MURRAY/My Life's A Dance (Capitol)	
44	37	32	29	T. GRAHAM BROWN/Hell And High Water (Capitol)	
—	—	—	30	BELLAMY BROTHERS with FORESTER SISTERS/Too Much Is Not Enough (MCA/Curb)	
45	38	34	31	HOLLY DUNN/Daddy's Hands (MTM)	
1	6	16	32	RONNIE MILSAP/In Love (RCA)	
49	44	38	33	DOLLY PARTON/We Had It All (RCA)	
—	—	—	34	SAWYER BROWN/Out Goin' Catin' (Capitol/Curb)	
42	39	36	35	MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB)	
47	43	40	36	BILLY JOE ROYAL/1 Miss You Already (Atlantic America)	
BREAKER	37	33	37	MICHAEL JOHNSON/Give Me Wings (RCA)	
BREAKER	38	34	38	WAYLON JENNINGS/What You'll Do When I'm Gone (MCA)	
BREAKER	39	35	39	RONNIE McDOWELL/When You Hurt I Hurt (MCA/Curb)	
BREAKER	40	36	40	GEORGE JONES/Wine Colored Roses (Epic)	
34	31	29	41	LYLE LOVETT/Father Down The Line (MCA/Curb)	
—	—	—	42	GENE WATSON/Everything I Used To Do (Epic)	
11	12	31	43	KEITH WHITLEY/Ten Feet Away (RCA)	
6	18	33	44	REBA McENTIRE/Little Rock (MCA)	
7	20	35	45	JOHN CONLEE/Got My Heart Set On You (Columbia)	
DEBUT	46	42	46	MEL McDANIEL/Stand On It (Capitol)	
DEBUT	47	43	47	RICKY SKAGGS/Love's Gonna Get You Someday (Epic)	
DEBUT	48	44	48	KATHY MATTEA/Walk The Way The Wind Blows (Mercury/PG)	
DEBUT	49	45	49	BUTCH BAKER/That's What Her Memory Is For (Mercury/PG)	
DEBUT	50	46	50	ED BRUCE & LYNN ANDERSON/Fools For Each Other (RCA)	

Total Reports/Adds	Heavy	Medium	Light
158/1	127	25	6
150/0	126	19	5
156/1	107	43	6
149/1	118	19	12
155/0	102	46	7
137/0	103	25	9
154/2	95	49	10
140/1	99	35	6
157/0	83	69	5
154/0	77	67	10
126/1	94	19	13
133/1	84	33	16
155/2	37	113	5
138/0	60	69	9
143/0	61	62	20
151/4	32	95	24
159/5	27	105	27
140/2	48	69	23
149/2	19	109	21
126/1	30	83	13
145/2	20	100	25
152/6	22	98	32
139/4	22	91	26
148/5	18	108	22
122/0	77	28	17
130/2	21	83	26
121/1	61	33	27
136/7	9	88	39
138/11	7	88	43
138/29	7	58	73
121/11	1	73	47
98/1	37	34	27
111/13	0	54	57
108/13	2	55	51
95/2	4	65	26
96/9	4	52	40
104/40	1	28	75
99/21	1	34	64
96/11	2	53	41
97/15	5	38	54
70/0	6	40	24
84/14	4	37	43
48/0	15	19	14
40/0	13	15	12
45/0	13	19	13
74/28	1	17	56
63/53	2	12	49
76/12	2	24	50
65/9	1	25	39
69/5	0	22	47

## MOST ADDED

- RICKY SKAGGS (53)
- HANK WILLIAMS JR. (50)
- MICHAEL JOHNSON (40)
- JUDY RODMAN (38)
- REBA McENTIRE (35)
- BELLAMY BROS w/FORESTER SISTERS (29)
- MEL McDANIEL (28)
- T.G. SHEPARD (24)
- STATLER BROTHERS (23)
- WAYLON JENNINGS (21)

## HOTTEST

- EDDIE RABBITT & JUICE NEWTON (62)
- CRYSTAL GAYLE (58)
- TANYA TUCKER (56)
- RANDY TRAVIS (55)
- EARL THOMAS CONLEY & ANITA POINTER (44)
- SCHUYLER, KNOBLOCH & OVERSTREET (40)
- JANIE FRICKIE (37)
- EXILE (35)
- STEVE EARLE (30)
- FORESTER SISTERS (28)

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

**MICHAEL JOHNSON**  
Give Me Wings (RCA)

On 65% of reporting stations. Rotations: Heavy 1, Medium 28, Light 75, Total Adds 40 including WTCR, WIXL, WXTU, CHOW, WKSJ, KXXY, KTTS, WIL, WTHI, KTPK, KVOC, KYAK, KGHL, KYGO, KNIX, KTOM, KSOP, KMPS, KRPM, KIIM. Moves 48-37 on the Country chart.

**WAYLON JENNINGS**  
What You'll Do When I'm Gone (MCA)

On 62% of reporting stations. Rotations: Heavy 1, Medium 34, Light 64, Total Adds 21 including WTCR, WIXL, WDSY, CHOW, WYNK, WCOS, WKSJ, WSLR, KJJY, WKKO, KCJB, KTTS, WTHI, KUUY, KKCS, KLZ, KYGO, KFMS, KWJJ, KRAK. Moves 44-38 on the Country chart.

**RONNIE McDOWELL**  
When You Hurt I Hurt (MCA/Curb)

On 60% of reporting stations. Rotations: Heavy 2, Medium 53, Light 41, Total Adds 11, WYRK, WRKZ, WPOR, WIVK, WRNL, KBMR, WFMS, WTSO, WBCS, KLZ, KFMS. Moves 42-39 on the Country chart.

**GEORGE JONES**  
Wine Colored Roses (Epic)

On 61% of reporting stations. Rotations: Heavy 5, Medium 38, Light 54, Total Adds 15, WQBE, CHOW, WYNK, WZZK, WIVK, KSSN, KLL, KYXX, WAXX, WQHK, WDAF, KVOC, KSOP, KMPS, KGA. Moves 43-40 on the Country chart.

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# COUNTRY

## NEW & ACTIVE

**GENE WATSON "Everything I Used To Do" (Epic) 84/14**  
 Rotations: Heavy 4, Medium 37, Light 43, Total Adds 14, CHOW, WYNN, WVMI, WAMZ, WOYK, KJNE, WUSO, WONE, KCJB, WXCL, WWJQ, WTHI, KMPS, KIM, Heavy: WTSV, KBMR, WQW, KFDI. Moves 48-42 on the Country chart.

**KATHY MATTEA "Walk The Way Wind Blows" (Mercury/PolyGram) 76/12**  
 Rotations: Heavy 2, Medium 24, Light 50, Total Adds 12, WGNA, WXXX, WWVA, WDXE, KJNE, WTSO, WQW, KTKP, KIK-FM, KYAK, KKCS, KGA. Heavy: WCVR, KASE. Medium: KIKK, WLWI, WTOR, WKCO, KTTT, KFDI. Debuts at number 48 on the Country chart.

**MEL McDANIEL "Stand On It" (Capitol) 74/28**  
 Rotations: Heavy 1, Medium 17, Light 56, Total Adds 28 including WBOS, WRKZ, WPOR, KEAN, WZZK, KHEY, WDXE, KSSN, WNN, KSO, WYNG, WDAF, WKOL, KTTT, KFFE, KOIL, KJPL, KALF. Debuts at number 46 on the Country chart.

**ED BRUCE & LYNN ANDERSON "Fools For Each Other" (RCA) 69/5**  
 Rotations: Heavy 0, Medium 22, Light 47, Total Adds 5, WXBO, KJNE, KCJB, WXCL, KFMS. Medium: WCVR, WTVY, WLWI, WCM5, WIRK, WQW, KTKP, WTCM, KRWD, KEIN, KOLO, KTM, KSOP. Debuts at number 50 on the Country chart.

**BUTCH BAKER "That's What Her Memory Is For" (Mercury/PolyGram) 65/9**  
 Rotations: Heavy 1, Medium 25, Light 59, Total Adds 9, WGNA, WCAO, WDBE, KPLX, WIRK, WTSO, KIK-FM, KJWJ, KSOP. Heavy: KXYX. Medium: WPOR, WIRK, WLWI, KJNE, WQW, WTCM, KRKT, KKCS, KALF. Debuts at number 49 on the Country chart.

**RICKY SKAGGS "Love's Gonna Get You Someday" (Epic) 63/53**  
 Rotations: Heavy 2, Medium 12, Light 49, Total Adds 53 including WPOC, WBOS, WYRK, WNYR, WWVA, KASE, WUSY, KIKK, KSSN, WDAF, WBOS, KVOO, KJZZ, KJPL, KJWL, KOLO, KTM, KCKC, KIM. Debuts at number 47 on the Country chart.

**O'KANE'S "Oh Darlin'" (Columbia) 60/16**  
 Rotations: Heavy 2, Medium 15, Light 43, Total Adds 16, WCAO, WXXX, KXYX, KFGO, KWMT, KCJB, KVOO, KJZZ, KGH, KCS, KLZ, KFFE, KFMS, KALF, KOLO, KSOP. Heavy: WCVR, KFDI.

**HANK WILLIAMS JR. "Mind Your Own Business" (WB/Curb) 58/50**  
 KILTFM, WIRK, WAMZ, WGXK, WSD, WSM, WIKKA, WIRK, WTOR, KXYX, KZLA, KCKC, KCBQ, KRFM.

**JUDY ROOMAN "She Thinks That She'll Marry" (MTM) 56/38**  
 Rotations: Heavy 0, Medium 7, Light 49, Total Adds 38 including WGNA, WCAO, WQBE, WWVA, WXBO, WLWI, WCM5, KXYX, KSO, KFKF, WQW, WKCO, KTKP, KVOO, KLZ, KOLO, KSON, KIGO.

**STATLER BROTHERS "Only You" (Mercury/PolyGram) 54/23**  
 Rotations: Heavy 1, Medium 2, Light 43, Total Adds 23, WRKZ, KRKY, WUSY, KXK, KILTFM, KYXK, WAMZ, KXYX, WUBE, WYNG, KWMT, WFMS, WTSO, KCJB, KXYX, KTTT, KJUL, KEIN, KWJ, KALF, KOLO, KRPM.

## SIGNIFICANT ACTION

**KENDALLS "Fire At First Sight" (MCA/Curb) 44/10**  
 Rotations: Heavy 0, Medium 10, Light 34, Total Adds 10, WGNA, WXL, WWVA, WKLO, KJNE, WSLR, WONE, KSO, KWMT, KVOO. Medium: WBGW, WQW, WCVR, KXYX, KTTT, WTCM, KRKT, KEIN, KTM, KIGD.

**VERN GOSDIN "Time Stood Still" (Compalet/PolyGram) 38/5**  
 Rotations: Heavy 0, Medium 14, Light 24, Total Adds 5, WPOR, KEAN, WSLR, WTHI, KTKP. Medium: WCVR, WKLO, WTVY, KIKK, WOKK, WLWI, WCM5, KXYX, WQW, KTTT, KFDI, KRKT, KGBL.

**MARTY HAGGARD "Talkin' Blue Eyes" (MTM) 36/1**  
 Rotations: Heavy 0, Medium 14, Light 22, Total Adds 1, KJNE. Medium: WTSV, WCVR, KYKR, WTVY, WLWI, WCM5, KXYX, KTTT, KFDI, KRKT, KJZZ, KFFE, KEIN, KOLO.

**REBA McENTIRE "What Am I Gonna Do About You" (MCA) 35/35**  
 Rotations: Heavy 0, Medium 5, Light 30, Total Adds 38 including WGNA, WCAO, WDSY, WWVA, WYII, KASE, WDXE, WSM, WIRK, WTOR, KBMR, WBOS, WXCL, WLLR, KJZZ, KYGO, KNIX, KTM, KCKC, KCBQ.

**CON HUNLEY "Dustin' Time" (Capitol) 35/11**  
 Rotations: Heavy 1, Medium 2, Light 43, Total Adds 11, KYXK, WOKK, WLWI, WRNL, KXYX, WTOR, WAXX, WKCO, KYAK, KEIN, KSOP. Medium: WTVY.

**EVERLY BROTHERS "These Shoes" (Mercury/PolyGram) 33/8**  
 Rotations: Heavy 0, Medium 9, Light 24, Total Adds 8, WGNA, WPOR, WYNN, WXBO, KIKK, KXYX, WCM5, KALF. Medium: WYII, WTVY, WIRK, KBMR, WQW, KTTT, KFDI, KCCY, KIGD.

**NEW GRASS REVIVAL "Kin' n' That Peculiar" (EMI American) 32/8**  
 Rotations: Heavy 0, Medium 8, Light 24, Total Adds 8, WQBE, WVMI, WUSY, WQW, WLWI, KRKT, KRST, KVOO. Medium: WTVY, WAMZ, WCM5, WQW, KTTT, WTCM, KFDI, KEIN.

**T.G. SHEPPARD "Half Past Forever" (Columbia) 26/24**  
 Rotations: Heavy 0, Medium 1, Light 25, Total Adds 24, WVAM, WWVA, KRKY, KASE, WVMI, WQW, KHEY, KIKK, WLWI, WCM5, KXYX, KFGO, KFFE, WTSO, KTKP, WTCM, KVOO, KRKT, KRST, KVOO, KOL, KCCY, KALF, KOLO.

**B.J. THOMAS "Night Life" (Columbia) 23/10**  
 Rotations: Heavy 0, Medium 1, Light 22, Total Adds 10, WOKO, WPOR, WQW, WTVY, WQW, KTTT, KRST, KIK-FM, KKCS, KALF. Medium: KXYX.

**JAMES & MICHAEL YOUNGER "She Wants To Marry A Cowboy" (A&R) 20/2**  
 Rotations: Heavy 1, Medium 8, Light 11, Total Adds 2, KIKK, KWMT. Heavy: KIGO. Medium: WCVR, WYII, WTVY, WOKK, KXYX, WTCM, KRKT.

**NICOLETTE LARSON "That's More About Love..." (MCA) 17/12**  
 Rotations: Heavy 0, Medium 2, Light 15, Total Adds 12, WWVA, KRKY, KASE, WCM5, KXYX, WAXX, WGEE, WWJO, KVOO, KRKT, KVOO, KCCY.

**PAKE McENTIRE "Bad Love" (RCA) 13/12**  
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 12, WTSV, WWVA, WYII, KASE, WQW, WOKK, KJNE, WIRK, WXCL, KRKT, KRWD, KCBQ.

**ADAM BAKER "Weren't You Listening" (Avista) 10/7**  
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 7, KASE, KXYX, WCM5, WAXX, KRKT, KRWD, KOLO. Light: WXY, KRKY, KXYX.

**JOHNNY CASH & WAYLON JENNINGS "Ballad Of Forty Dollars" (Columbia) 10/4**  
 Rotations: Heavy 0, Medium 4, Light 6, Total Adds 4, KHEY, KXYX, KUUY, KSOP. Medium: WQW, KRKT, KIGO. Light: WAXX, KFGO, KVOO.

**GLENN SUTTON "I'll Go Steppin' Too" (Mercury/PolyGram) 10/4**  
 Rotations: Heavy 0, Medium 2, Light 8, Total Adds 4, WCAO, KXYX, WDAF, KRWD. Medium: WQW, WTCM. Light: WYII, KWMT, KTTT, KIGO.

**BETH WILLIAMS "Wrong Train" (BGM) 10/1**  
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, WGNA. Medium: KRKT. Light: WCAO, WAJR, KRKY, WLWI, KXYX, KJNE, KTTT, KRWD.

**BOBBY G. RICE "You've Taken Over My Heart" (Doornknot) 10/1**  
 Rotations: Heavy 0, Medium 2, Light 8, Total Adds 1, KIKK. Medium: KFGO. Light: WLWI, KXYX, KWMT, WQW, KTTT, KVOO, KFDI, KRWD.

**TONI PRICE "How Much Do I Owe You" (Master) 9/0**  
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 0, Medium: KFGO. Light: KRKY, WQW, KSO, WQW, KTTT, KRKT, KRWD.

**TOM T. HALL "Love Letters In The Sand" (Mercury/PolyGram) 9/0**  
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 0, Medium: KXYX, WQW. Light: WCAO, WYII, KILTFM, WGEE, KVOO, KRKT, KRWD.

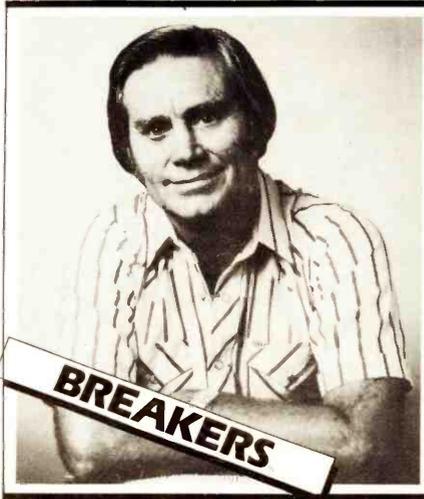
**MERLE HAGGARD "Out Among The Stars" (Epic) 8/8**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WVAM, WBGW, WCVR, WWVA, WYII, WOKK, WIRK, WTCM.

**FAMILY BROWN "Wouldn't You Love Us Together" (RCA) 8/2**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WTCM, KRWD. Light: CHOW, WWVA, WLWI, WCM5, KTTT, KVOO.

**PAT GARRETT "Rockin' My Country Heart" (Compalet/PolyGram) 8/2**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2 including Light: WCAO, WTVY, KXYX, KFGO, KWMT, KVOO.

## ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
LIONEL RICHIE & ALABAMA/Deep River Woman (Motown)	Dancing On...
RANDY TRAVIS/Messin' With My Mind (WB)	Storms Of Life
GEORGE STRAIT/Rhythm Of The Road (MCA)	#7
HANK WILLIAMS JR./Montana Cafe (WB/Curb)	Montana Cafe
FORESTER SISTERS/Drawn To The Fire (WB)	Perfume, Ribbons, & Pearls
RANDY TRAVIS/My Heart Cracked (WB)	Storms Of Life
LYLE LOVETT/Cowboy Man (MCA/Curb)	Lyle Lovett
STEVE EARLE/Goodbye Is All We Got Left (MCA)	Guitar Town
EDDIE RABBITT/Singing In The Subway (RCA)	Rabbit Trax
SOUTHERN PACIFIC/Road Song (WB)	Killbilly Hill
SOUTHERN PACIFIC/I Still Look For You (WB)	Killbilly Hill
GATLIN BROTHERS/Changin' Partners (Columbia)	Partners
GARY MORRIS/I'm So Lonesome I Could Cry (WB)	Plain Brown Wrapper
GARY MORRIS/Leave Me Lonely (WB)	Plain Brown Wrapper
BARBARA MANDRELL/Love Is Adventure In The... (MCA)	Moments
FORESTER SISTERS/Heartache Headed My Way (WB)	Perfume, Ribbons, & Pearls



# "Wine Colored Roses" (34-06249)

### THE SINGLE —

Breaker this week and lighting up the phone lines all across the country.

### THE ALBUM —

Features the hit single and a powerful collection of new George Jones music. In stores this week.

### THE BOTTOM LINE—

Exciting new music from country music's master vocalist —

# GEORGE JONES

R&R 40

BB 44

Produced By Billy Sherrill

On Epic Records, Cassettes, And Compact Discs





# RADIO & RECORDS NATIONAL AIRPLAY

## FULL-SERVICE AC

### TOP 20

Three Weeks  
Two Weeks  
Last Week

Rank	Artist	Title
2	1	<b>HUEY LEWIS &amp; THE NEWS</b> /Stuck With You (Chrysalis)
12	6	<b>3</b> GENESIS/Throwing It All Away (Atlantic)
1	2	<b>3</b> CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
16	12	<b>4</b> ANITA BAKER/Sweet Love (Elektra)
7	5	<b>5</b> NEIL DIAMOND/The Story Of My Life (Columbia)
20	14	<b>6</b> TOTO/11 Be Over You (Columbia)
11	8	<b>7</b> BILLY OCEAN/Love Zone (Jive/Arista)
9	9	<b>8</b> EL DeBARGE/Love Always (Gordy/Motown)
5	3	<b>9</b> BERLIN/Take My Breath Away (Columbia)
14	13	<b>10</b> AIR SUPPLY/Lonely Is The Night (Arista)
19	16	<b>11</b> GLADYS KNIGHT & BILL MEDLEY/Loving On Borrowed Time (Scotti Bros./CBS)
—	20	<b>12</b> CARLY SIMON/Coming Around Again (Arista)
3	4	<b>13</b> MIAMI SOUND MACHINE/Words Get In The Way (Epic)
17	15	<b>14</b> PAUL SIMON/You Can Call Me Al (WB)
4	10	<b>15</b> MIKE & THE MECHANICS/Taken In (Atlantic)
18	17	<b>16</b> MOODY BLUES/The Other Side Of Life (Polydor/PG)
—	20	<b>17</b> CYNDI LAUPER/True Colors (Portrait/CBS)
8	11	<b>18</b> LIONEL RICHIE/Dancing On The Ceiling (Motown)
6	10	<b>19</b> MICHAEL McDONALD/Sweet Freedom (MCA)
<b>BREAKER</b>	<b>20</b>	<b>PETER CETERA with AMY GRANT</b> /Next Time I Fall (Full Moon/WB)

SEPTEMBER 26, 1986

Total Reports/Adds	Heavy	Medium	Light
44/0	41	1	2
44/0	38	5	1
42/0	30	8	4
41/4	27	12	2
40/0	30	6	4
41/4	22	18	1
35/0	23	11	1
37/0	25	10	2
33/0	21	9	3
32/0	17	14	1
35/2	11	19	5
36/5	6	28	2
35/0	15	11	9
26/1	12	13	1
28/0	10	13	5
27/1	4	20	3
27/3	5	20	2
24/0	12	9	3
25/1	5	14	6
30/16	0	16	14

### MOST ADDED

LIONEL RICHIE (21)  
PETER CETERA w/AMY GRANT (16)  
BEACH BOYS (7)  
BRUCE HORNSBY & THE RANGE (7)  
KENNY ROGERS (7)

### HOTTEST

GENESIS (33)  
HUEY LEWIS & THE NEWS (30)  
NEIL DIAMOND (23)  
ANITA BAKER (20)  
EL DeBARGE (17)

## BREAKERS

**PETER CETERA with AMY GRANT**  
Next Time I Fall (Full Moon/WB)

64% of our reporters on it. Rotations: Heavy 0, Medium 16, Light 14, Total Adds 16 including WPRO, WBBO, KOY, WCHS, WBT, WJDX, WHBC, WIBC. Debuts at number 20 on the Full-Service chart

### NEW & ACTIVE

LIONEL RICHIE "Love Will Conquer All" (Motown) 21/21

Rotations: Heavy 0, Medium 10/10, Light 11/11, Total Adds 21 including WFBR, WTMJ, WCCO, KOY, KFMB, WICC, WHBY, WIBC, WIBA, KBOI, KUGN, KSL, WPOE, WTKO, WMTR, WGBR, WSTU, KFDD, KTWQ, KVEC.

DAVID PACK "I Just Can't Let Go" (WB) 19/1

Rotations: Heavy 0, Medium 12/0, Light 7/1, Total Adds 1, K&M, Medium: WFBR, WCCO, WHBY, WHBC, WSPD, KUGN, WNNR, WPOE, WMTR, WASK, KTWQ, KVEC. Light including KJR, WCHS, WROK, WTKO, WGBR, KFDD.

JANET JACKSON "When I Think Of You" (A&M) 17/8

Rotations: Heavy 1/0, Medium 10/3, Light 6/3, Total Adds 6, WKKB, KFMB, WCHS, WJDX, KBOI, KVEC. Heavy: WICC. Medium including WGOW, WHAS, WSPD, WNNR, WPOE, WSTU, WCL.

CHRIS DeBURGH "The Lady In Red" (A&M) 17/5

Rotations: Heavy 1/0, Medium 6/0, Light 10/5, Total Adds 5, KFMB, WHBC, WROK, KBOI, WTKO. Heavy: WCCO, Medium: WFBR, WHBY, KUGN, KSL, WPOE, WASK. Light including KHOW, KJR, WSTU, WASK.

BEACH BOYS "California Dreamin'" (Capitol) 16/7

Rotations: Heavy 0, Medium 7/2, Light 9/5, Total Adds 5, WDBO, WHBC, KUGN, KSL, WPOE, WMTR, KFDD. Medium including WFBR, WPRO, WGY, KBOI, KTWQ. Light including KHOW, KJR, WSTU, WASK.

BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 15/7

Rotations: Heavy 0, Medium 3/1, Light 12/6, Total Adds 7, WFBR, KFMB, KJR, WJDX, WIBA, KBOI, WASK. Medium including WCCO, KUGN. Light including WHBC, WROK, WNNR, WPOE, WMTR, WSTU.

JAMES TAYLOR "Only A Dream In Rio" (Columbia) 14/1

Rotations: Heavy 2/0, Medium 8/0, Light 6/1, Total Adds 1, WGBR. Heavy: WCCO, KTWQ. Medium: WTMJ, WSPD, KUGN, WPOE, WTKO, KVEC. Light including WCHS, WHBC, WJBC, WASK, KFDD.

RIC OCEAK "Emotion In Motion" (Geffen) 13/2

Rotations: Heavy 0, Medium 5/0, Light 8/2, Total Adds 2, WGOW, WNNR. Medium: WHBC, KUGN, WPOE, WASK, KVEC. Light including WCHS, WJDX, WTKO, WMTR, WSTU, KFDD.

DOUBLE "Woman Of The World" (A&M) 12/3

Rotations: Heavy 2/0, Medium 3/2, Light 7/1, Total Adds 3, WFBR, WSPD, WPOE. Heavy: WCCO, KTWQ. Medium including KVEC. Light including WJDX, WNNR, WMTR, WGBR, WSTU, WASK.

BILLY JOEL "A Matter Of Trust" (Columbia) 12/1

Rotations: Heavy 0, Medium 6/0, Light 6/1, Total Adds 1, WKKB. Medium: WTVN, WICC, KBOI, WNNR, WTKO, WJBC. Light including WGOW, WPOE, WSTU, KFDD, KTWQ.

GEORGE BENSON "Kisses In The Moonlight" (WB) 12/0

Rotations: Heavy 3/0, Medium 7/0, Light 2/0, Total Adds 0, Heavy: WCCO, WHBY, KVEC. Medium: WTMJ, WGOW, KSL, WPOE, WTKO, WJBC, WASK. Light: KFMB, KTWQ.

ANNE MURRAY "My Life's A Dance" (Capitol) 11/0

Rotations: Heavy 2/0, Medium 8/0, Light 1/0, Total Adds 0, Heavy: WHBY, KVEC. Medium: WTMJ, WCCO, WGY, WIBA, WSPD, WPOE, WJBC, WASK. Light: WCHS.

J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 10/1

Rotations: Heavy 0, Medium 6/0, Light 4/1, Total Adds 1, WJBC. Medium: WTMJ, WHBY, KUGN, WPOE, WGBR, KVEC. Light including WIBA, WTKO, WASK.

LEVEL 42 "Leaving Me Now" (Polydor/PolyGram) 10/1

Rotations: Heavy 0, Medium 3/0, Light 7/1, Total Adds 1, KBOI. Medium: WFBR, KFMB, WNNR. Light including WHBC, WTKO, WMTR, WGBR, WSTU, KTWQ.

CRYSTAL GAYLE "Cry" (WB) 9/0

Rotations: Heavy 1/0, Medium 5/0, Light 3/0, Total Adds 0, Heavy: KVEC. Medium: WCCO, WHAS, WHBY, WIBC, KOB. Light: WCHS, WJBC, KFDD.

### SIGNIFICANT ACTION

KENNY ROGERS "They Don't Make Them Like They Used To" (RCA) 7/7

Rotations: Heavy 0, Medium 3/3, Light 4/4, Total Adds 7, WHBY, WIBC, KUGN, WGBR, WJBC, KTWQ, KVEC.

MADONNA "True Blue" (Sire/WB) 7/6

Rotations: Heavy 1/1, Medium 5/4, Light 1/1, Total Adds 6, WFBR, KFMB, WICC, WSPD, WSTU, KTWQ. Medium including WEL.

HUMAN LEAGUE "Human" (Virgin/A&M) 7/2

Rotations: Heavy 0, Medium 2/0, Light 5/2, Total Adds 2, WGOW, WMTR. Medium: WCCO, WCL. Light including WNNR, WTKO, WSTU.

CHRISTOPHER CROSS "Loving Strangers" (Arista) 6/3

Rotations: Heavy 0, Medium 2/1, Light 4/2, Total Adds 3, KSL, WNNR, WJBC. Medium including KUGN. Light including WHBY, WGBR.

METROPOLITANS "Camden Tide" (T.C. Records) 5/2

Rotations: Heavy 0, Medium 0, Light 5/2, Total Adds 2, WhBY. Medium: WCCO, WPOE, WGBR.

NEW EDITION "Earth Angel" (MCA) 5/1

Rotations: Heavy 1/0, Medium 2/1, Light 2/0, Total Adds 1, WSPD. Heavy: WCL. Medium including KTWQ. Light: WCHS, WMTR.

COREY HART "I Am By Your Side" (EMI America) 5/0

Rotations: Heavy 0, Medium 1/0, Light 4/0, Total Adds 0, Medium: WCCO. Light: WNNR, WPOE, WTKO, WMTR.

JIMMY BUFFETT "Cresco" (MCA) 5/0

Rotations: Heavy 0, Medium 3/0, Light 2/0, Total Adds 2, WNNR, WGBR. Light: WHBY, WNNR.

CHRIS THOMPSON "What A Woman Wants" (Atlantic) 4/2

Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Adds 2, WNNR. Medium: WCCO. Light including WSTU.

DAVID FOSTER "Who's Gonna Love You Tonight" (Atlantic) 4/0

Rotations: Heavy 0, Medium 1/0, Light 3/0, Total Adds 0, Medium: WMTR. Light: KFMB, WNNR, WTKO.

WHAMI "Where Did Your Heart Go?" (Columbia) 3/3

Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WFBR, WPOE, KTWQ.

OMD "(Forever) Live And Die" (Virgin/A&M) 3/2

Rotations: Heavy 0, Medium 1/0, Light 2/2, Total Adds 2, WCCO, WNNR. Medium: KVEC.

BEN E. KING "Stand By Me" (Atlantic) 3/2

Rotations: Heavy 0, Medium 1/1, Light 2/1, Total Adds 2, WSTU, KTWQ. Light including KHOW.

LUTHER VANDROSS "Give Me The Reason" (Epic) 3/1

Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WNNR. Medium: WTKO. Light including KTWQ.

GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 3/1

Rotations: Heavy 1/0, Medium 1/0, Light 1/1, Total Adds 1, WTKO. Heavy: WSTU. Medium: WICC.

DAVE ADAMS "Dancin' In My Sleep" (Elektra) 3/1

Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WASK. Medium: WNNR. Light including WMTR.

STACEY Q "Two Of Hearts" (Atlantic) 3/1

Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 1, WICC. Medium: WMTR, WSTU.

# ONE OF THE WORLD'S BEST KEPT Instrumental Secrets

The effervescent percolation of "CELESTIAL SODA POP"  
from the album DEEP BREAKFAST by RAY LYNCH,  
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MUSIC WEST  
RECORDS

# ADULT CONTEMPORARY

## BREAKERS

### LIONEL RICHIE

#### Love Will Conquer All (Motown)

67% of our reporters on it. Rotations: Heavy 2, Medium 23, Light 43, Total Adds 68 including WPXI, WHTX, 2WD, W101, WARM98, WOMC, KOST, KGW, KHYL, B100, KIFM. Debuts at number 21 on the AC chart.

### HUMAN LEAGUE

#### Human (Virgin/A&M)

55% of our reporters on it. Rotations: Heavy 2, Medium 32, Light 22, Total Adds 13 including WNSI, KVIL, WKGW, KEY103, WEZC, WIVY, WIZD, KRAV. Debuts at number 30 on the AC chart.

### GLADYS KNIGHT & BILL MEDLEY

#### Loving On Borrowed Time (Scotti Bros./CBS)

50% of our reporters on it. Rotations: Heavy 1, Medium 33, Light 17, Total Adds 4, W101, 3WM, KMZQ, KWAV.

## NEW & ACTIVE

### CHRISTOPHER CROSS "Loving Strangers" (Arista) 47/17

Rotations: Heavy 1/0, Medium 14/4, Light 32/13, Total Adds 17 including KIFM, WKGW, KEY103, WIZD, KQ99, WMGW, KWAV, KWFM, WTNV, WCHV, WKYX. Heavy: KDKJ. Medium including WEIM, WSKI, WQHQ, WBGW, WFFX, KTYL, WMTFM.

### DOUBLE "Woman Of The World" (A&M) 46/3

Rotations: Heavy 2/0, Medium 24/0, Light 20/3, Total Adds 3, KMJL, KEY103, WXTX. Heavy: WBGW, WJON. Medium including KIFM, WEZC, WIZD, WNAM, WTRX, WMGW, WEIM, WGLL, WSKI, WTNV, WSKY, WCHV, WAGE, WZLQ, WFFX.

### LUTHER VANDROSS "Give Me The Reason" (Epic) 41/7

Rotations: Heavy 1/0, Medium 16/0, Light 24/7, Total Adds 7, KIFM, KQ99, WCHV, WAGE, KRLB, WMTFM, WBOW. Heavy: KOST. Medium including KHLY, WKYE, WAVE, KKUA, KWFM, WSKI, WSKY, WBGW, KTYL, KKLX, KRNO, KQSW.

### TINA TURNER "Typical Male" (Capitol) 38/2

Rotations: Heavy 8/0, Medium 17/1, Light 10/1, Total Adds 2, WNSI, WAEV. Heavy: KVIL, WFSM, WMGW, WMMJ, WSKI, WPPA, WCKQ, KOSW, KALE. Medium including KYYK, WKYE, U102, WAVE, WNAM, KDKJ, WEIM, WCHV, WORG.

### KENNY ROGERS "They Don't Make Them Like They Used To" (RCA) 30/30

Rotations: Heavy 0, Medium 6/0, Light 24/24, Total Adds 30 including WLTS, KOST, WXTX, WFTM, WNAM, KIOA, KDKJ, WMMJ, WKNE, WGLL, WSKI, WCKQ, WAHR, WAGE, WORG, WKYX, WBGW, WZLQ, KTYL, WMTFM, KFBS.

### JIMMY BUFFETT "Creola" (MCA) 30/3

Rotations: Heavy 1/0, Medium 9/0, Light 20/3, Total Adds 3, WKNE, WAGE, WBOW. Heavy: WAVE, Medium: WAEB, WIZD, KDKJ, WEIM, WSKY, WAHR, WBSM, KTYL, KALE. Light including KIFM, WNAM, KIOA, WTRX, WSKI, WQHQ.

### RIC OCASEK "Emotion In Motion" (Geffen) 28/1

Rotations: Heavy 2/0, Medium 16/0, Light 10/1, Total Adds 1, WNAM. Heavy: WEIM, KALE. Medium: WSBFM, KIFM, WKYE, WAVE, WMGW, KRAV, WMMJ, WSKI, WSKY, WCKQ, WCHV, WGSV, WBGW, KTYL, KKLX, KYJC.

### COREY HART "I Am By Your Side" (EMI America) 26/6

Rotations: Heavy 0, Medium 11/2, Light 15/4, Total Adds 6, KIOA, KQ99, WTRX, WGLL, WTNV, WJON. Medium including KHLY, WMMJ, WEIM, WSKI, WSKY, WCKQ, WBGW, KTYL, KALE. Light including B100, WGSV, WORG, WAVE, WZLQ.

### GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 26/6

Rotations: Heavy 5/1, Medium 13/1, Light 8/4, Total Adds 6, WMMJ, KMMJ, WSL, WENS, WMGW, KDKJ. Heavy including KVIL, WLTF, WSKI, WCKQ. Medium including B100, WAEB, WKYE, WIZD, WAVE, WING, WPPA, KRLB, K99, KALE.

## ROTATION BREAKOUTS

#	Artist	Total Reports/Adds	Rotation		
			Heavy	Medium	Light
1	ANITA BAKER	100/0	90	9	1
2	TOTO	101/0	76	24	1
3	GENESIS	94/0	86	8	0
4	HUEY LEWIS & THE NEWS	88/0	69	14	5
5	EL DeBARGE	88/2	64	20	4
6	CARLY SIMON	98/2	48	39	11
7	BILLY OCEAN	80/0	59	14	7
8	CYNDI LAUPER	91/0	47	38	6
9	AIR SUPPLY	89/0	49	30	10
10	MOODY BLUES	86/1	48	34	4
11	CARL ANDERSON & GLORIA LORING	72/0	38	24	10
12	NEIL DIAMOND	82/0	46	29	7
13	PAUL SIMON	78/1	46	27	5
14	JANET JACKSON	80/4	28	47	5
15	BERLIN	61/1	25	30	6
16	DAVID PACK	80/3	24	44	12
17	PETER CETERA with AMY GRANT	81/28	3	54	24
18	BOB SEGER & THE SILVER BULLET BAND	69/3	15	46	8
19	BILLY JOEL	66/3	18	37	11
20	STEVE WINWOOD	45/0	15	19	11
21	LIONEL RICHIE	68/68	2	23	43
22	MIAMI SOUND MACHINE	43/0	10	24	9
23	BRUCE HORNSBY & THE RANGE	72/14	6	41	25
24	LEVEL 42	62/1	9	40	13
25	DAVE ADAMS	61/3	11	36	14
26	BEACH BOYS	66/14	5	36	25
27	LIONEL RICHIE	45/0	13	20	12
28	CHRIS DeBURGH	57/1	9	34	14
29	MIKE & THE MECHANICS	39/0	8	20	11
30	HUMAN LEAGUE	56/13	2	32	22

## MOST ADDED

- LIONEL RICHIE (68)
- KENNY ROGERS (30)
- PETER CETERA w/AMY GRANT (28)
- MADONNA (20)
- CHRISTOPHER CROSS (17)
- BEACH BOYS (14)
- BRUCE HORNSBY & THE RANGE (14)
- HUMAN LEAGUE (13)
- NEW EDITION (12)
- GREGORY ABBOTT (11)

## HOTTEST

- GENESIS (72)
- ANITA BAKER (62)
- HUEY LEWIS & THE NEWS (55)
- TOTO (53)
- EL DeBARGE (35)
- BILLY OCEAN (33)
- MOODY BLUES (23)
- AIR SUPPLY (21)
- PAUL SIMON (17)
- CARL ANDERSON & GLORIA LORING (16)
- CYNDI LAUPER (16)

## SIGNIFICANT ACTION

### PETER GABRIEL "In Your Eyes" (Geffen) 23/1

Rotations: Heavy 2/0, Medium 10/0, Light 11/1, Total Adds 1, WCHV. Heavy: KOST, WSKY. Medium: WSBFM, KIFM, WFTM, KKUA, KWAV, WMMJ, WGLL, WSKI, KMGO, KALE. Light including WMMJ, B100, WKGW, WAVE.

### MADONNA "True Blue" (Sire/WB) 22/20

Rotations: Heavy 0, Medium 9/9, Light 13/11, Total Adds 20 including WHTX, KYYK, KGW, B100, WKYE, WSLF, KCIX, KDKJ, WMMJ, WPPA, WSKY, WCKQ, WGSV, KRLB, WORG, WKYX. Light including KKLX, WXTX.

### JEFFREY OSBORNE "Room With A View" (A&M) 22/10

Rotations: Heavy 0, Medium 7/1, Light 15/9, Total Adds 10, WAVE, KIOA, KQ99, KDKJ, WCHV, WKYX, WAEV, KFBS, WBOW, KMGO. Medium including KIFM, WGLL, WBGW, WZLQ, KTYL, KALE. Light including WMMJ, WSKI, WQHO.

### LOVERBOY "Heaven In Your Eyes" (Columbia) 21/2

Rotations: Heavy 5/0, Medium 10/0, Light 6/2, Total Adds 2, KEY103, WIVY. Heavy: WLTT, WMMJ, WSKI, WCKQ, KOSW. Medium: WBSY, B100, WFSM, WTRX, WPPA, WBGW, KTYL, K99, KALE.

### OND "Forever Live And Die" (Virgin/A&M) 20/10

Rotations: Heavy 0, Medium 6/2, Light 14/8, Total Adds 10, WHTX, WTRX, KDKJ, WGLL, WSKI, WKYX, WBGW, WFFX, KKLX, KOSW. Medium including WMMJ, WSKY, WCHV, KALE. Light including WEIM, WCKQ, WZLQ, KTYL, WJON, KYJC.

### NEW EDITION "Earth Angel" (MCA) 18/12

Rotations: Heavy 2/0, Medium 4/2, Light 12/10, Total Adds 12, WLTS, WMMJ, WEIM, WSKI, WAHR, WAGE, WORG, WBGW, WZLQ, KTYL, WJON, KYJC. Heavy: KVIL, WEZC. Medium including KKUA, KALE. Light including B100, WNAM.

### GREGORY ABBOTT "Shake You Down" (Columbia) 17/11

Rotations: Heavy 0, Medium 1/0, Light 16/11, Total Adds 11, KEY103, KIOA, WTRX, WSKI, WCHV, WGSV, WORG, KTYL, KOSW, KMGO, KALE. Medium: WBGW. Light including WNAM, WEIM, WCKQ, WAEV, WBOW.

### ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 16/0

Rotations: Heavy 5/0, Medium 4/0, Light 7/0, Total Adds 0, Heavy: WKYE, WSKI, WPPA, WCKQ, KOSW. Medium: B100, WZLQ, WCHV, WZLQ. Light: WFSM, WKYX, KELT, WAVE, WING, WORG, KKLX.

### GEORGE BENSON "Kisses In The Moonlight" (WB) 14/0

Rotations: Heavy 1/0, Medium 8/0, Light 5/0, Total Adds 0, Heavy: WMTFM. Medium: WLTS, KOST, KGW, WAVE, WQHQ, WSKY, WAHR, KYJC. Light: KIFM, WXTX, WGSV, KOSW, KMGO.

### J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 13/2

Rotations: Heavy 0, Medium 6/0, Light 7/2, Total Adds 2, WZLQ, WJON. Medium: KIFM, WSKY, WCHV, WAHR, WBGW, KALE. Light including WQHQ, WGSV, WKYX, WMTFM, KWBE.

### JAMES TAYLOR "Only A Dream In Rio" (Columbia) 13/1

Rotations: Heavy 1/0, Medium 5/0, Light 7/1, Total Adds 1, WMTFM. Heavy: WLTF. Medium: KHLY, KIFM, KDKJ, WAHR, WBGW. Light including WKGW, WAVE, WTRX, WQHQ, WAGE, WZLQ.

### BOSTON "Amanda" (MCA) 10/4

Rotations: Heavy 0, Medium 5/1, Light 5/3, Total Adds 4, WKYE, WCKQ, WKYX, KALE. Medium including WMMJ, WMGW, KDKJ, K99. Light including WKGW, WZLQ.

### CHRIS THOMPSON "What A Woman Wants" (Atlantic) 9/4

Rotations: Heavy 0, Medium 3/1, Light 6/3, Total Adds 4, KCIX, WEIM, WGLL, WBOW. Medium including WCHV, KALE. Light including WQHQ, WKYX, KTYL.

### OUTFIELD "Everytime You Cry" (Columbia) 8/1

Rotations: Heavy 0, Medium 3/0, Light 5/1, Total Adds 1, KALE. Medium: WKYE, WCKQ, KOSW.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

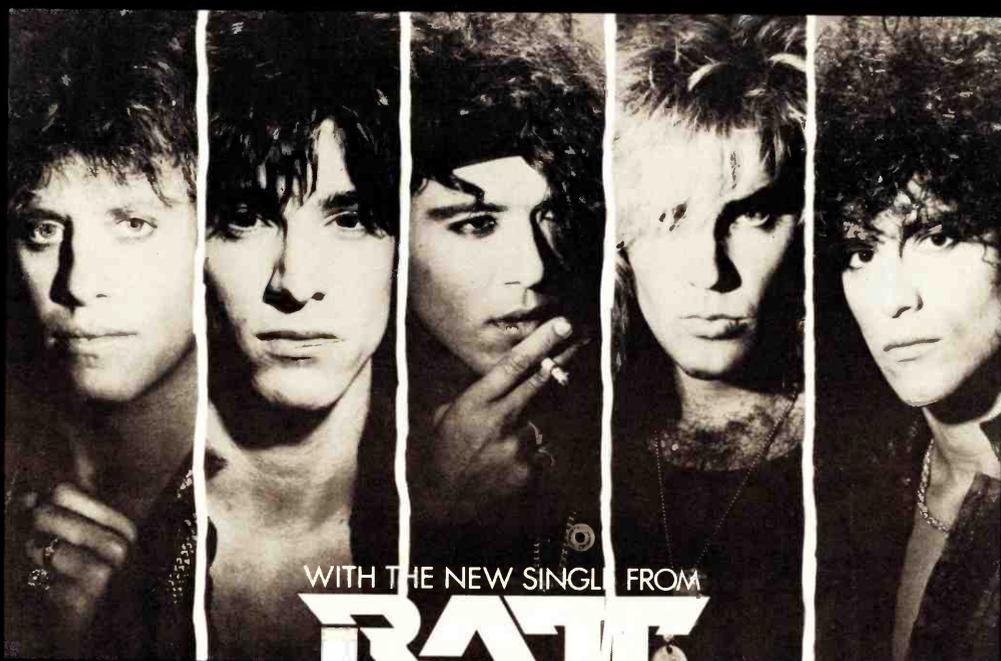
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# THE INFESTATION CONTINUES...



WITH THE NEW SINGLE FROM

# RATT

*"Dance"*  
(7 89354)  
ALSO AVAILABLE ON 12"  
(PR 962)

FROM THE ALBUM

*Dancing Undercover*  
(81683)

**GET READY TO BE OVERRUN.**

Produced by Beau Hill, A Berle Company Production  
Personal Management: Marshall Berle

**ON ATLANTIC RECORDS, CASSETTES AND COMPACT DISCS**



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# AOR ALBUMS

173 REPORTS

SEPTEMBER 26, 1986

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
2	1	1	1 HUEY LEWIS & THE NEWS/Forel (Chrysalis)	162+0	52+	153+	9-
1	2	2	2 STEVE WINWOOD/Back In The High Life (Island/WB)	167+1	46+	143+	24-
—	3	3	3 JOHN FOGERTY/Eye Of The Zombie (WB)	165+6	35-	123+	40-
—	4	4	4 RIC OCASEK/This Side Of Paradise (Geffen)	170+1	46+	139+	30+
5	5	5	5 EDDIE MONEY/Can't Hold Back (Columbia)	153=0	66-	141-	11+
—	6	6	6 TALKING HEADS/True Stories (Sire/WB)	152=1	36+	111+	40-
13	8	10	7 DAVID & DAVID/Boomtown (A&M)	157+2	29+	105+	48-
6	6	9	8 R.E.M./Lifes Rich Pageant (IRS/MCA)	147-0	27-	106-	36-
4	7	9	9 PETER GABRIEL/So (Geffen)	132-2	22-	92-	35+
3	8	10	10 GENESIS/Invisible Touch (Atlantic)	127-5	14-	68-	48-
11	10	11	11 TRIUMPH/The Sport Of Kings (MCA)	141-0	25=	89+	48-
7	7	12	12 DAVID LEE ROTH/Eat 'Em And Smile (WB)	132+5	10=	58+	67-
18	14	14	13 BON JOVI/Slippery When Wet (Mercury/PG)	126+4	17+	72+	50-
24	19	18	14 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	133+9	14+	60+	69-
25	17	17	15 SMITHEREENS/Especially For You (Enigma)	136+7	3-	35+	86+
10	11	13	16 BILLY JOEL/The Bridge (Columbia)	98-1	17-	63-	31-
—	25	17	17 TINA TURNER/Break Every Rule (Capitol)	105+27	8=	31+	69+
40	29	22	18 TIMBUK3/Greetings From Timbuk3 (IRS/MCA)	130+9	5+	27+	90=
17	21	24	19 NEIL YOUNG/Landing On Water (Geffen)	111+7	2+	20+	81+
28	23	23	20 PETE TOWNSHEND/Deep End (Atco)	103+7	3+	23+	69-
8	13	21	21 EURYTHMICS/Revenge (RCA)	91-4	3-	35-	50+
—	33	29	22 OUTFIELD/Play Deep (Columbia)	109+16	6+	24+	77+
19	16	20	23 FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	87-0	2=	29-	53-
38	30	30	24 JOURNEY/Raised On Radio (Columbia)	69+9	8+	24-	42+
14	12	15	25 BONNIE RAITT/Nine Lives (WB)	77-0	1-	28-	43-
20	19	26	26 ICEHOUSE/Measure For Measure (Chrysalis)	83-1	1=	23-	52-
9	9	16	27 BOB SEGER & THE SILVER.../Like A Rock (Capitol)	67-0	4-	36-	26=
27	26	28	28 PAUL SIMON/Graceland (WB)	61-0	4=	25-	29-
30	28	34	29 PAUL McCARTNEY/Press To Play (Capitol)	70-4	1=	12-	54+
33	31	31	30 TOM COCHRANE & RED RIDER/Tom Cochrane & Red Rider (Capitol)	66-4	0=	15-	44-
26	24	26	31 38 SPECIAL/Strength In Numbers (A&M)	58-0	5-	20-	37-
36	34	35	32 RAINMAKERS/The Rainmakers (Mercury/PG)	73-4	1+	13+	40-
15	27	36	33 VAN HALEN/5150 (WB)	47+9	5-	19-	25+
39	37	37	34 ROBERT PALMER/Riptide (Island)	56-0	8+	27+	25-
18	33	35	35 DARYL HALL/Three Hearts In The Happy... (RCA)	41-1	5-	18-	21-
34	36	—	36 CINDERELLA/Night Songs (Mercury/PG)	51+11	2+	8=	35+
22	22	27	37 DON JOHNSON/Heartbeat (Epic)	45-0	3-	21-	19-
—	40	—	38 F.M./u.k./Indiscreet (Portrait/CBS)	64+6	2=	3+	49+
DEBUT	—	—	39 PLAYING FOR KEEPS/Soundtrack (Atlantic)	49 /27	0	6	37
16	20	32	40 GEORGE THOROGOOD & DESTROYERS/Live (EMI America)	42-1	2+	7-	27-

## BREAKERS.

TINA TURNER  
Break Every Rule (Capitol)  
61% of our reporters on it.

### NEW & ACTIVE

**STABILIZERS "Tyranny" (Columbia) 52/11 (41/12)**  
Adds including WMMR, KLGL, WLVO, KYYS, KFOG, WKLC, KLBJ, KFME, Powers 1 Heavy 5: KISW, KZEL, KEZE, WXRC, KQGL, Medium 31 including KBCC, KMET, KGB, KRQR, KATT, KJOT, KILQ, WIXY

**ROSSINGTON "Returned To The Scene Of The Crime" (Atlantic) 50/3 (48/15)**  
Adds: KMET, KMBY, KRNA, Heavy 1: KQRS, Medium 36 including WQVE, KLOS, KZAP, KGB, WCCC, KNCN, WFFY, WKDF, KISS, WAFB

**CHICAGO "18" (WB) 48/5 (57/6)**  
Adds: KINK, WDHA, WCCC, KSOY, KGRO, Heavy 7 including CHOM, KOMÉ, WDIJ, KPOI, WMGM, WZEW, Medium 35 including WIXY, WKLS, WSHE, WNDR, WZZO, WCMF, WEZK, WFFY, WKDF, WRKQ

**BEACH BOYS "Made In The U.S.A." (Capitol) 46/9 (38/14)**  
Adds: WBAJ, KBCC, KISW, WQUR, WKGO, WRJL, WKAL, WAFB, KQZZ, Heavy 4: WPDH, WMGM, KKGR, KRQO, Medium 34 including WNEW, WNDR, WEBN, KZAP, WZZO, WTUE, WWCT, KZEL, KDJK

**COREY HART "Fields Of Fire" (EMI America) 45/4 (41/13)**  
Adds: Q107, WCCC, WHÉB, WKQO, Powers 1, Heavy 11 including CHOM, CFOX, WPLR, CHEZ, WWCT, K97, KRNA, Medium 25 including WRDR, WLVO, WKDF, WTUE, KGOO, WLAV, KEZO, KJOT, KFMZ, KQWB

**GEORGIA SATELLITES "Georgia Satellite" (Elektra) 44/40 (4/4)**  
Adds including WBCN, WHLY, WKLS, KTXO, WEBN, WLVO, KZAP, WOUR, WRXL, KLXP, Heavy 0, Medium 19 including KFOG, WFFY, WWCK, KEZO, WMRY, KMDD, KZEL, WIXY

**CALL "Reconciled" (Elektra) 41/3 (39/2)**  
Adds: KBCC, KRSP, KQWB, Powers 1, Heavy 2: WQFM, KZEL, Medium 27 including 91X, KGB, KRQR, KOMÉ, WEZK, KNCN, WRXL, KATT, KDJK

**HONEYMOON SUITE "The Big Prize" (WB) 40/5 (39/2)**  
Adds: KWIC, WEGR, KJOT, KFMO, KWHL, Powers 2, Heavy 5: WTPA, WKKE, KZEL, KFMZ, WZZO, Medium 30 including WSHE, WRIF, WQFM, KZAP, KOMÉ, WCMF, WEZK, WOUR, WKDF, WAPL

**DANNY WILDE "The Boyfriend" (Island) 33/5 (31/1)**  
Adds: KAZY, WCMF, WONE, WTUE, KRNA, Heavy 7 including WQFM, KLBJ, WKKE, WMRY, KRIX, KRQO, Medium 22 including WHLY, KGB, KOMÉ, WAPL, KATT, KZEL, KDJK, KQWB

**VINNIE VINCENT "Invasion" (Chrysalis) 26/4 (22/8)**  
Adds: KTXO, WKLC, KJOT, KDJK, Powers 1, Heavy 1: KNAC, Medium 10 including WLLZ, KUPD, KISW, WEZK, KISS, WRQK, KFME

**UB40 "Rats In The Kitchen" (A&M) 25/1 (24/4)**  
Adds: CFOX, Powers 1, Heavy 12 including WBCN, WRRY, 91X, WHFS, WFNX, WLIR, CHEZ, CFNY, Medium 10 including KAZY, KBCC, KRQO, WDHA, KBAT, WRDU, WONE, WMRY

Continued on Page 79

**THEIR INITIAL ALBUM.**

PAUL KANTNER - MARTY BALIN - JACK CASADY

MARK "SLICK" AGUILAR - KEITH CROSSAN - TIM GORMAN - DARRELL VERDUSCO

ON ARISTA RECORDS.

# GLASS TIGER

# GLASS TIGER



ALAN FREW—LEAD VOCALS



AL CONNOLLY—GUITAR



SAM REID—KEYBOARDS



WAYNE PARKER—BASS



MICHAEL HANSON—DRUMS

# SOMEDAY

SOMEDAY. NOW BEING SERVICED EXCLUSIVELY TO ALBUM RADIO ON COMPACT DISC AND 12 INCH VINYL

ON TOUR WITH JOURNEY

### TOUR DATES

9-23-86	DES MOINES	11-9-86	ROANOKE
9-25-86	MINNEAPOLIS	11-11-86	RICHMOND
9-28-86	INDIANAPOLIS	11-13-86	GREENSBORO
9-30-86	ST. LOUIS	11-14-86	CHARLOTTE NC
10-1-86	LOUISVILLE	11-15-86	COLUMBIA SC
10-2-86	CINCINNATI	11-18-86	ATLANTA
10-4-86	CHICAGO	11-21-86	JACKSONVILLE
10-8-86	DETROIT	11-22-86	LAKELAND FL
10-11-86	CLEVELAND	11-23-86	MIAMI
10-14-86	PHILADELPHIA	11-26-86	BIRMINGHAM AL
10-18-86	BUFFALO	11-29-86	MEMPHIS
10-19-86	PITTSBURGH	11-28-86	CHATANOOGA
10-22-86	WASHINGTON DC	12-4-86	OKLAHOMA CITY
10-25-86	MEADOWLANDS	11-30-86	BILOXI
10-31-86	WORCHESTER MA	12-2-86	DALLAS
11-2-86	PROVIDENCE	12-4-86	SHREVEPORT LA
11-4-86	HARTFORD CT	12-7-86	BAYON ROUGE
11-6-86	HAMPTON VA	12-9-86	HOUSTON
11-8-86	CHARLESTON W VA	12-12-86	AUSTIN
		12-14-86	PHOENIX

From the career breaking debut album

## THE THIN RED LINE

MANHATTAN  
M A T  
T A N

ON MANHATTAN HIGH QUALITY XDR CASSETTES AND RECORDS.

## RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS

### 173 REPORTS

Time	Two Weeks	Last Week	173 Reports	Total Reports/Adds	Power	Heavy	Medium
10	6	2	1	162+/0	46+	136+	26-
2	1	1	2	147-/0	65-	139-	8+
7	5	4	3	155+/12	58+	132+	19-
7	5	4	4	150-/11	35+	109+	40-
13	11	6	5	144+/7	41+	123+	21-
19	15	11	6	147+/10	35+	116+	30-
12	12	8	7	148-/2	26+	102+	43-
6	4	3	8	139-/0	27-	100-	35-
9	9	9	9	139-/0	25=	88+	47-
5	3	5	10	128-/0	31-	104-	23-
20	17	14	11	120+/2	17+	71+	46-
16	14	12	12	111-/3	14-	73-	38+
1	2	10	13	109-/2	20-	81-	22-
28	21	15	14	128+/7	10+	54+	68+
29	23	21	15	130+/10	13+	55+	71+
—	36	25	16	138+/15	5+	39+	91-
27	20	18	17	132+/9	3-	34+	82+
—	28	19	18	132/131	6	33	85
—	28	19	19	114+/35	4+	43+	67+
50	28	24	20	129+/9	5+	26+	90=
11	13	13	21	85-/2	16-	56-	27-
—	26	22	22	120+/19	0=	19+	92+
—	30	23	23	98+/27	1+	39+	55+
4	10	17	24	80-/0	8-	45-	31-
—	40	29	25	109+/17	6+	24+	77+
43	34	31	26	103+/13	1+	17+	75+
3	7	22	27	66-/2	13-	44-	15-
21	18	20	28	85-/0	2=	29-	50-
31	27	27	29	68-/4	5+	38+	28-
47	35	34	30	90+/10	2+	19+	63-
54	39	37	31	65+/11	8+	23+	39+
—	50	33	32	84/84	1	14	57
22	19	23	34	76+/29	0-	15+	58+
8	6	16	35	79-/1	1=	21-	50-
15	16	19	36	66-/0	4-	35-	26-
—	48	37	38	68-/0	0-	25-	39-
35	30	35	38	79+/20	0=	12+	47+
40	38	43	39	55-/1	1-	27-	26-
51	44	40	40	60+/5	0=	21+	36=
52	46	44	40	65-/4	0=	15+	43-
49	45	42	42	64+/3	1=	16+	44+
—	48	42	42	55-/0	8+	27+	25-
—	48	42	43	54+/28	0-	17+	31+
33	33	36	44	51-/7	1=	17-	30-
—	47	46	45	70/70	0	2	56
—	55	51	47	65-/4	0=	11+	35-
42	37	39	48	48+/13	1=	19+	25+
34	32	41	49	48-/4	2=	17-	28-
30	26	33	50	47-/0	3-	20-	20-
—	53	52	50	42-/1	5-	16-	26-
—	53	52	51	64+/27	1+	3+	42+
24	24	32	54	63+/6	2=	3+	49+
—	57	57	57	47+/8	0=	3+	43+
—	57	57	54	35-/0	3-	20-	13-
—	58	57	55	42+/23	0=	3+	35+
—	58	57	55	51+/10	1-	5+	30+
—	58	57	55	49+/3	0=	1=	35+
—	58	57	55	35+/14	1+	9+	24+
17	25	38	59	36-/1	2+	6-	23-
—	58	57	55	46+/9	0=	4+	34+

## BREAKERS

**BILLY IDOL**  
To Be A Lover (Chrysalis)  
76% of our reporters on it.

**BILLY SQUIER**  
Love Is The Hero (Capitol)  
69% of our reporters on it.

**JOHN FOGERTY**  
Change In The Weather (WB)  
68% of our reporters on it.

**OUTFIELD**  
Everytime You Cry (Columbia)  
63% of our reporters on it.

**NEIL YOUNG**  
Weight Of The World (Geffen)  
60% of our reporters on it.























# PARALELS

Cyndi Lauper Continued

Looney Tunes Continued

### BILLY JOEL It's A Matter Of Trust (Columbia) LP The Bridge

1973		80% National	
Regional	Summary	Regional	Summary
Reach	UP 13	DEBITS	1
E 89A	S 77A	M 79A	DOWN 2
S 77A	M 79A	W 76A	ADDS 3

1973		80% National	
Regional	Summary	Regional	Summary
Reach	UP 13	DEBITS	1
E 89A	S 77A	M 79A	DOWN 2
S 77A	M 79A	W 76A	ADDS 3

### DON JOHNSON Heartbeat (Epic) LP Heartbeat

2312		87% National	
Regional	Summary	Regional	Summary
Reach	UP 20B	DEBITS	1
E 98A	S 100A	M 98A	DOWN 2
S 100A	M 98A	W 94A	ADDS 7

2312		87% National	
Regional	Summary	Regional	Summary
Reach	UP 20B	DEBITS	1
E 98A	S 100A	M 98A	DOWN 2
S 100A	M 98A	W 94A	ADDS 7

### ORAN "JUICE" JONES The Rain (Del Jam/Columbia)

85/85		38% National	
Regional	Summary	Regional	Summary
Reach	UP 29	DEBITS	14
E 37A	S 38A	M 12A	DOWN 0
S 38A	M 12A	W 46A	ADDS 35

85/85		38% National	
Regional	Summary	Regional	Summary
Reach	UP 29	DEBITS	14
E 37A	S 38A	M 12A	DOWN 0
S 38A	M 12A	W 46A	ADDS 35

### JOURNEY Girl Can't Help It (Columbia) LP Raised On Radio

1982/2		83% National	
Regional	Summary	Regional	Summary
Reach	UP 11A	DEBITS	12
E 81A	S 78A	M 88A	DOWN 5
S 78A	M 88A	W 86A	ADDS 2

1982/2		83% National	
Regional	Summary	Regional	Summary
Reach	UP 11A	DEBITS	12
E 81A	S 78A	M 88A	DOWN 5
S 78A	M 88A	W 86A	ADDS 2

### Cyndi Lauper Continued

1982/4		77% National	
Regional	Summary	Regional	Summary
Reach	UP 11A	DEBITS	21
E 83A	S 82A	M 94A	DOWN 5
S 82A	M 94A	W 82A	ADDS 24

### LISA-LISA & CULT JAM w/ FULL FORCE All Cried Out (Columbia) LP Lisa-Lisa & Cult Jam

1982/4		77% National	
Regional	Summary	Regional	Summary
Reach	UP 11A	DEBITS	21
E 83A	S 82A	M 94A	DOWN 5
S 82A	M 94A	W 82A	ADDS 24

1982/4		77% National	
Regional	Summary	Regional	Summary
Reach	UP 11A	DEBITS	21
E 83A	S 82A	M 94A	DOWN 5
S 82A	M 94A	W 82A	ADDS 24

### HUEY LEWIS & THE NEWS Stuck With You (Chrysalis) LP Fuel

2280		98% National	
Regional	Summary	Regional	Summary
Reach	UP 4B	DEBITS	0
E 97A	S 97A	M 98A	DOWN 73
S 97A	M 98A	W 94A	ADDS 0

2280		98% National	
Regional	Summary	Regional	Summary
Reach	UP 4B	DEBITS	0
E 97A	S 97A	M 98A	DOWN 73
S 97A	M 98A	W 94A	ADDS 0

### LOONEY TUNES Highway Fun Eyes (Columbia) LP Top Gun's Soundtracks

2212		82% National	
Regional	Summary	Regional	Summary
Reach	UP 17B	DEBITS	2
E 81A	S 91A	M 97A	DOWN 1
S 91A	M 97A	W 88A	ADDS 2

2212		82% National	
Regional	Summary	Regional	Summary
Reach	UP 17B	DEBITS	2
E 81A	S 91A	M 97A	DOWN 1
S 91A	M 97A	W 88A	ADDS 2

### MADONNA True Blue (Sire/WB) LP True Blue

1981/15		83% National	
Regional	Summary	Regional	Summary
Reach	UP 41	DEBITS	10B
E 86A	S 78A	M 84A	DOWN 10
S 78A	M 84A	W 86A	ADDS 115

1981/15		83% National	
Regional	Summary	Regional	Summary
Reach	UP 41	DEBITS	10B
E 86A	S 78A	M 84A	DOWN 10
S 78A	M 84A	W 86A	ADDS 115

### EDDIE MONEY Take Me Home Tonight (Columbia) LP Can't Hold Back

1982/7		82% National	
Regional	Summary	Regional	Summary
Reach	UP 23A	DEBITS	23
E 80A	S 78A	M 81A	DOWN 0
S 78A	M 81A	W 86A	ADDS 27

1982/7		82% National	
Regional	Summary	Regional	Summary
Reach	UP 23A	DEBITS	23
E 80A	S 78A	M 81A	DOWN 0
S 78A	M 81A	W 86A	ADDS 27

Continued On Next Column

Continued On Next Column





# PARALLELS

# SIGNIFICANT ACTION

**A**

**ARCADIA**  
Say The Word (Atlantic)  
LP: "Playing For Keeps" Soundtrack

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 14-31	KTUX 4	H103 on
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**ASHFORD & SIMPSON**  
Count Your Blessing (Capitol)  
LP: Real Love

P1	P2	KP95 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**B**

**BAD COMPANY**  
This Love (Atlantic)  
LP: Fame And Fortune

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**BANGLES**  
Walk Like An Egyptian (Columbia)  
LP: Different Light

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**JAMES BROWN**  
Gravity (Scotti Bros/CBS)  
LP: Gravity

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**LUIS CERDAS**  
Runaway (Allied Artists)

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**Cardenas Continued**

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**BELINDA CARLISLE**  
I Feel The Magic (IRS/MCA)  
LP: Mad About You

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**DAVID & DAVID**  
Welcome To The Boomtown (A&M)  
LP: Boomtown

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**DEVICE**  
Who Says (Chrysalis)  
LP: Z2B3

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**FAR CORPORATION**  
Stairway To Heaven (Atco)  
LP: None

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**F**

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**FRANKIE GOES TO HOLLYWOOD**  
Rage Hard (ZTT/Island)  
LP: Liverpool

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**G**

**GWEN GUTHRIE**  
Ain't Nothin' (Polydor/PolyGram)  
LP: Good To Go

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**K**

**BEN E. KING**  
Stand By Me (Atlantic)  
LP: "Stand By Me" Soundtrack

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**K.T.P.**  
One Step (Mercury/PolyGram)  
LP: Certain Things Are Likely

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**L**

**LEVEL 42**  
Leaving Me Now (Polydor/PolyGram)  
LP: Word Machine

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**L**

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**HUEY LEWIS & THE NEWS**  
Hip To Be Square (Chrysalis)  
LP: Fore!

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**M**

**NANCY MARTINEZ**  
For Tonight (Atlantic)  
LP: None

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**MIDNIGHT STAR**  
Midas Touch (Solar/Elektra)  
LP: Headlines

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**O**

**JEFFREY OSBORNE**  
Room With A View (A&M)  
LP: Emotional

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**Q**

**QUIET RIDOT**  
The Wild And The Young (Pasha)  
LP: QR III

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**R**

**RAINMAKERS**  
Let My People Go-Go (Mercury/PolyGram)  
LP: The Rainmakers

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**Rainmakers Continued**

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**R.E.M.**  
Fall On Me (IRS/MCA)  
LP: Life's Rich Pageant

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**T**

**TALKING HEADS**  
Wild Wild Life (Sire/WB)  
LP: True Stories

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**TEMPTATIONS**  
Lady Soul (Gordy/Motown)  
LP: To Be Continued...

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**CHRIS THOMPSON**  
What A Woman Wants (Atlantic)  
LP: The High Cost Of Living

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**WHAM!**  
Where Did Your Heart Go? (Columbia)  
LP: Music From The Edge Of Heaven

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

**W**

P1	P2	K103 on
EAST	EAST	EAST
WEST	WEST	WEST
SOUTH	SOUTH	SOUTH
H103 17-25	KTUX 33-30	KTUX 33-30
H103 on	H103 on	H103 on
WEST	WEST	WEST
WEST	WEST	WEST

# CONTEMPORARY HIT RADIO

## BREAKERS

### MADONNA

#### True Blue (Sire/WB)

83% of our reporters playing it. Moves: Up 41, Debuts 28, Same 15, Down 0, Adds 115 including WXKS, Z100, Q107, 94Q, WMMS, KDWB, KHIS. See Parallels, debuts at number 33 on the CHR chart.

### PETER CETERA with AMY GRANT

#### Next Time I Fall (Full Moon/WB)

72% of our reporters playing it. Moves: Up 56, Debuts 55, Same 22, Down 0, Adds 40 including WCAU, PRO-FM, KBEQ, Y108, KZZP, KKRZ, KS103. See Parallels, debuts at number 37 on the CHR chart.

### ARETHA FRANKLIN

#### Jumpin' Jack Flash (Arista)

72% of our reporters playing it. Moves: Up 23, Debuts 32, Same 65, Down 0, Adds 52 including WKSE, PRO-FM, 93FM, Z95, Q102, 92X, Y108. Complete airplay in Parallels.

### BON JOVI

#### You Give Love A Bad Name (Mercury/PolyGram)

61% of our reporters playing it. Moves: Up 61, Debuts 17, Same 36, Down 0, Adds 31 including B94, KTKS, WNVZ, WHYT, WNYZ, WSKZ, WABB. See Parallels, debuts at number 39 on the CHR chart.

## NEW & ACTIVE

### LIONEL RICHIE "Love Will Conquer All" (Motown) 142/142

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12 including B104, WPHD, WBLI, WCAU, WAVA, 94Q, Y100, B97, B96, Z95, WZCY, WHYT, KHTR, KHIS, KKRZ.

### BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 137/39

Moves: Up 20, Debuts 44, Same 34, Down 0, Adds 39 including WXKS, WKSE, 95.9Z, WNVZ, KHTR, WL01, Y108, KZZP, Q106, 94Z, WBBO 39-35, WKOB 33-28, WR00 34-27, KATD 33-26, WOCM 38-30.

### ROD STEWART "Another Heartache" (WB) 137/17

Moves: Up 83, Debuts 10, Same 37, Down 0, Adds 7, 294, 99DTX, K1103, WNFX, Q101, KNAV, WCIL, WCAU 26-22, PRO-FM 31-29, WRSR 28-24, WMMS 24-19, KWK 26-23, KNBS 32-29, WJMO 40-36, WOUT 36-31. See Parallels, moves 39-38 on the CHR chart.

### CHICAGO "25 Or 6 To 4" (WB) 122/4

Moves: Up 74, Debuts 12, Same 32, Down 0, Adds 4, KRBE, WLS, WOKI, KKAZ, WKSE 25-17, WPHD 34-29, B94 19-16, WKTI 17-13, KRZ 34-30, 93Q 40-36, WPST 34-31, WKRZ 36-33, WBBO 40-34, WABB 24-20, WBAM 23-19.

### CAMEO "Word Up" (Atlanta Artists/PolyGram) 96/30

Moves: Up 36, Debuts 16, Same 13, Down 1, Adds 30 including K106, Q107, WNVZ, Z95, WTC, WNOK, Y107, KJ103, B104 30-26, B94 13-8, Y100 24-19, B96 31-24, K115 29-20, KMEL 14-9, KXK106 21-10.

### TIL TUESDAY "What About Love" (Epic) 96/12

Moves: Up 25, Debuts 22, Same 37, Down 0, Adds 12 including WKSE, KPLZ, KHFI, KZZB, WLSR, WXLK, WRON, KITS, WZYP, WKXS 32-28, WPHD 37-31, 95.9Z, 30-25, WMMS 33-26, KMEL 30-26, KOPK 40-34, WLRW 33-27.

### TRIUMPH "Somebody's Out There" (MCA) 94/4

Moves: Up 47, Debuts 9, Same 34, Down 0, Adds 4, KDWB, Q106, WSSX, KZIO, WBNB 21-13, WPHD 44-3, 94Q 33-29, WMMS 40-36, WKTI 23-20, K104 73-3, WSPK 39-35, WKOB 24-21, KXYO 30-26, WKPE 37-33, 95XIL 28-23.

### PAUL SIMON "You Can Call Me Al" (WB) 94/0

Moves: Up 57, Debuts 4, Same 29, Down 4, Adds 0 including WKXS 27-23, 94Q 25-19, WLS 24-19, KDWB 24-20, WL01 16-13, KUBE 23-20, WJAN 29-25, WRSR 28-24, WR00 32-24, K9FS 27-22, KYS 16-13, KXYO 25-19, 95XIL 14-10, WYKS 13-10, WBBW 9-7.

### ORAN "JUICE" JONES "The Rain" (Def Jam/Columbia) 85/35

Moves: Up 29, Debuts 14, Same 7, Down 0, Adds 35 including PRO-FM, Q107, 94Q, KRBE, Q105, B96, 92X, KBEQ, KDWB, KMAK, KWSS, WCAU 40-25, Y100 18-14, FM102 5-3, WPHD 17-10.

### STEVE WINWOOD "Freedom Overspill" (Island/WB) 84/36

Moves: Up 7, Debuts 10, Same 22, Down 0, Adds 36 including WBSN, WMMS, WKTI, Y108, KNBQ, WNNK, WTCI, WBVC, 94Z, KIKK, WKZ, WRSR 40-30, WLS 34-30, WKSI 40-37, WEAQ 21-16.

### BEACH BOYS "California Dreamin'" (Capitol) 84/25

Moves: Up 12, Debuts 10, Same 37, Down 0, Adds 25 including WBNB, WRSR, Q102, KDWB, WKOB, KHFI, WKZL, 99DTX, KQIZ, WIDL, WHYT 35-31, WHYY 28-25, KBFM 37-33, WR0N 31-26, KSNB 40-35.

### BILLY IDOL "To Be A Lover" (Chrysalis) 83/83

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 83 including WPHD, Z100, B94, WAVA, B97, WRSR, B96, WMMS, WKTI, KWK, WL01, Y108, KKRZ, FM102, KMEL.

### JERMAINE STEWART "Jody" (Ten/Arista) 83/24

Moves: Up 11, Debuts 12, Same 36, Down 0, Adds 24 including B104, WBNB, KTKS, WERZ, WSPK, B106, WKRZ, WANS, KITV, KQIZ, K106 40-26, B96 35-28, Q100 40-36, WTCI 30-27, KLUC 37-34.

### NEW EDITION "Earth Angel" (MCA) 83/6

Moves: Up 48, Debuts 3, Same 5, Down 10, Adds 6, WCAU, KRBE, WZPL, WR0N, KIKX, KISR, K106 23-18, 93FM 14-9, KBEQ 8-7, K115 30-26, K1103 8-5, K104 40-35, WNNK 36-22, Q105 15-11, KWES 1-1.

### PET SHOP BOYS "Love Comes Quickly" (EMI America) 81/2

Moves: Up 46, Debuts 2, Same 31, Down 0, Adds 2, WGLF, Y97, WKXS 22-18, WBNB 35-32, WKSE 19-13, WCAU 39-33, K115 24-21, KMEL 22-18, WRSR 28-25, WRSR 28-25, K9R 30-27, WJMK 39-36, WDBR 23-18, KZOO 35-30.

### SHEENA EASTON "So Far So Good" (EMI America) 77/1

Moves: Up 37, Debuts 1, Same 29, Down 9, Adds 1, 99DTX, WKTI 24-16, KDWB 28-21, WL01 18-14, K104 9-8, WOUT 27-23, WKDD 37-33, KFV 10-8, KDON 37-34, WJMK 12-10, WPFM 35-32, WCIL 40-36, KFRZ 25-21, WSP2 25-22, OK95 18-13.

### NU SHOOZ "Point Of No Return" (Atlantic) 72/5

Moves: Up 38, Debuts 0, Same 10, Down 7, Adds 36 including Y100, KXK106, 94Z, 103CR, B104 27-23, K115 11-8, KWSS 12-9, KNEO 10-8, WKEE 22-15, KAMZ 17-13, BJ105 22-14, 194 7-2, KDON 12-8, KSMB 40-35.

### LUTHER VANOROSS "Give Me The Reason" (Epic) 71/4

Moves: Up 19, Debuts 7, Same 39, Down 2, Adds 4, K106, 94Z, KBOS, KKAZ, WCAU 37-34, WCYZ 26-21, WHYT 28-25, Q100 35-32, WNNK 26-21, WSPK 40-36, KAMZ 16-12, WNNK 29-23, KYNO 36-30, KDON 29-25, Q104 33-28.

### OMD "Forever Live And Die" (Virgin/A&M) 70/26

Moves: Up 5, Debuts 0, Same 10, Down 0, Adds 26 including K106, WKXS, KS103, WSPK, WNYZ, WBBQ, WNOK, WKSI, 94TY, B105, KITS, WOD, WZYP, KMEL 33-29, KATD 35-31.

### OUTFIELD "Everytime You Cry" (Columbia) 63/6

Moves: Up 20, Debuts 14, Same 23, Down 0, Adds 6, Z95, WERZ, WLSR, KXYO, WFXW, WBNB, WAMX 21-16, WKDD 34-27, WR0N 23-18, KYS 32-28, KZZU 40-33, WOMP 38-34, Y100 38-34, KDVV 37-27, KFMM 30-21.

### WANG CHUNG "Everybody Have Fun Tonight" (Geffen) 58/58

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 58 including WPHD, CKOI, KTKS, 95.9Z, WRSR, KZZP, KMAK, KMEL, KPLZ, Q100, Z94, WNYZ, WANS, Z104, KFV.

### FIVE STAR "Can't Wait Another Minute" (RCA) 56/10

Moves: Up 25, Debuts 7, Same 14, Down 0, Adds 10, Q100, WNNK, WKOB, G105, WKSI, WOKI, WDJX, KBFM, KDON, WAZY, WPLJ 26-24, Z100 23-20, KZZP 30-26, KMEL 15-12, WSPK 26-22, WMPW 13-9.

### DAVID LEE ROTH "Goin' Crazy" (WB) 56/8

Moves: Up 13, Debuts 0, Same 0, Down 0, Adds 9, WKSE, KWK, WKEE, Y106, KTU, WKSF, KNAV, WBSB, WPHD 32-27, WCAU 38-35, WOKI 40-30, Z100 37-31, WR0N 33-27, KYS 38-31, KOJZ 39-31.

## MOST ADDED

LIONEL RICHIE (142)  
MADONNA (115)  
BILLY IDOL (83)  
WANG CHUNG (58)  
ARETHA FRANKLIN (52)  
PETER CETERA (40)  
BRUCE HORNSBY (39)  
BOSTON (37)  
STEVE WINWOOD (36)  
ORAN "JUICE" JONES (35)

## MOST ACTIVE

ROD STEWART (93)  
CHICAGO (86)  
BRUCE HORNSBY (64)  
PAUL SIMON (57)  
TRIUMPH (56)  
CAMEO (51)  
PET SHOP BOYS (48)  
TIL TUESDAY (47)  
ORAN "JUICE" JONES (43)  
NEW EDITION (41)

## HOTTEST

JANET JACKSON (99)  
GENESIS (96)  
JUEY LEWIS & NEWS (92)  
CYNDI LAUPER (92)  
STACEY Q (80)  
TINA TURNER (68)  
DON JOHNSON (54)  
LISA LISA... (52)  
DARYL HALL (51)  
GLASS TIGER (42)

Most Active = Ups + Debuts - Downs

### BILLY SQUIER "Love Is The Hero" (Capitol) 55/22

Moves: Up 1, Debuts 2, Same 30, Down 0, Adds 22 including K104, WERZ, 93Q, WR00, WSKZ, WEAQ, KYS, KXYO, KATD, KOJZ, WZYP, KSMB, WDBR, KDVV, KMTM.

## SIGNIFICANT ACTION

### DEVICE "Who Says" (Chrysalis) 48/8

Moves: Up 4, Debuts 6, Same 31, Down 0, Adds 8, WKSE, KKRZ, WERZ, WSPK, WEAQ, KRQ, WOCM, KYTA, KIKX d-40, KLUC 38-36, WKPE on, OK100 d-40, WJMK 38-37, Q104 d-38.

### DAVID & DAVID "Welcome To The Boomtown" (A&M) 46/9

Moves: Up 9, Debuts 2, Same 26, Down 0, Adds 9, KMAK, WOKI, KZOU, WLSR, KXYO, WGAN, KNAV, KFMW, KMTM, WPHD 40-35, WRSR 32-27, WPFM 33-29, WBBW 35-29, SLV96 40-37, OK95 33-29.

### LUIS CARDENAS "Runaway" (Allied Artists) 43/7

Moves: Up 10, Debuts 2, Same 23, Down 1, Adds 7 including PRO-FM, KRBE, WKRZ, KWES, WBNB 26-25, WMMS 29-24, K104 38-32, WSPK d-40, Q106 35-34, KTUX 40-38, KATD 31-27, OK100 33-30, 95XIL 33-30, ZOMP 36-29, KGOT 22-18.

### BELINDA CARLISLE "I Feel The Magic" (IRS/MCA) 43/2

Moves: Up 12, Debuts 1, Same 28, Down 0, Adds 2, WKSE, WERZ, WBNB d-35, B97 25-23, KKRZ 37-35, Q100 31-27, WPST 37-33, KIKK 29-28, KYS 35-32, KLUC 34-31, WKSF 35-32, WZYP 40-37, KDVV 34-29, KGOT 35-30, OK95 40-37.

### WHAMI "Where Did Your Heart Go?" (Columbia) 33/33

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 33 including WPHD, WBLI, Y100, B96, WMMS, KKRZ, KS103, 98PXY, WNYZ, WNK, KWES, KITV, WKZL, KRQ, KNAV.

### MIDNIGHT STAR "Midax Touch" (Solar/Eletra) 32/7

Moves: Up 14, Debuts 3, Same 8, Down 0, Adds 7 including KZZP, KXX106, WSSX, WCAU 30-27, Y100 27-22, B97 29-29, B96 39-34, WCYZ 37-33, FM102 d-19, KMEL 29-24, Q100 39-34, WNNK 23-15, WLAN 35-30, KAMZ 29-24, KFMS 22-20.

### TALKING HEADS "Wild Wild Life" (Sire/WB) 31/4

Moves: Up 14, Debuts 3, Same 10, Down 0, Adds 4, K115, Z94, KITS, WZYO, WPHD 29-23, 95.9Z 29-26, WRSR 34-33, WLS 20-15, Z95 25-21, WL01 21-17, WEAQ 20-18, Z104 20-18, KYS 36-29, KXYO 37-35, WAZY 28-23.

### BANGLES "Walk Like An Egyptian" (Columbia) 28/10

Moves: Up 6, Debuts 4, Same 7, Down 1, Adds 10 including WMMS, KS103, KUBE, KTKS 17-16, KPLZ 21-17, Q100 d-39, KZZB 17-14, KITV 26-20, KZZU 17-10, KNIN d-31, WCIL 29-21, KZFN d-32, OK95 d-32.

### GWEN GUTHRIE "Ain't Nothin' Goin' On But The Rent" (Polydor/PolyGram) 25/0

Moves: Up 9, Debuts 2, Same 10, Down 4, Adds 0 including CKOI on, PRO-FM 27-25, B96 30-27, FM102 25-22, WKEE d-22, CKOI d-30, KWES 34-32, BJ105 19-18, Y106 34-29, 94Z 29-28, Q104 27-24, SLV96 36-33.

### R.E.M. "Fall On Me" (IRS/MCA) 22/6

Moves: Up 8, Debuts 3, Same 5, Down 0, Adds 6, WKXS, WERZ, KTUX, WEAQ, WKOB, KSMB, WPHD 30-24, 94D 15-5, WRSR 38-37, KWBK d-34, WBCY 31-29, WOKI 34-31, WLSR 40-38, WBBW 34-30, KGOT 34-31.

### JAMES BROWN "Gravity" (Scotti Bros./CBS) 21/6

Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 6, WKXS, WERZ, KTUX, WEAQ, WKOB, KSMB, WPHD 30-24, 94D 15-5, WRSR 38-37, KWBK d-34, WBCY 31-29, WOKI 34-31, WLSR 40-38, WBBW 34-30, KGOT 34-31.

### FAR CORPORATION "Stairway To Heaven" (A&M) 21/6

Moves: Up 2, Debuts 5, Same 8, Down 0, Adds 6, WBBQ, KATD, 95XOX, WFXW, KTRS, OK95, WPHD d-40, KDWB d-36, WL01 26-22, WKOB d-33, WR00 d-35, BJ105 34-32, KZZU d-34.

### FRANKIE GOES TO HOLLYWOOD "Rage Hard" (ZTT/Island) 19/5

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 5, WPHD, WR0K, WOMP, WBSB, KBIM, WXXS on, WKSE on, CKOI on-dp, WERZ on, WKRZ on, WJAN on, KYS on-dp.

### LEVEL 42 "Leaving Me Now" (Polydor/PolyGram) 18/2

Moves: Up 5, Debuts 2, Same 9, Down 0, Adds 2, KGOT, OK95, 94Q on, 95.9Z on, Q100 on, WNNK 38-35, 95XOX d-35, WOCM 40-36, Q104 38-35, KNAV 40-38, KKAZ d-40, Y97 38-35.

### ARCADIA "Say The Word" (Atlantic) 16/7

Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 7, WKSE, CKOI, KRBE, KTUX, WR0N, WJAD, KBIM, Y100 34-31, WERZ on, WFSR on, WR0K on, WKRZ on.

### HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 16/6

Moves: Up 2, Debuts 3, Same 5, Down 0, Adds 6, WNOI, KXX106, KZ93, KMOM, KXYO, WJMK, Q102 d-36, KHTR 31-30, K104 d-29, WNNPZ 5-5, WEAQ d-30, 95XIL 40-37.

### CHRIS THOMPSON "What A Woman Wants" (Atlantic) 16/1

Moves: Up 4, Debuts 2, Same 8, Down 0, Adds 1, WCIL, K104 d-36, KIKK on-dp, KATD 32-29, OK100 d-33, 100KH 33-32, KOJZ on-dp, WJMK on, WLRW on, Y94 37-33, OK95 23-20.

### BEN E. KING "Stand By Me" (Atlantic) 15/11

Moves: Up 2, Debuts 2, Same 0, Down 0, Adds 11, B104, KTKS, KBEQ, KMEL, KUBE, WKEE, KAMZ, KTUX, 194, 103CR, KHTR, Q107 21-18, K115 d-29, KATD d-34, Z102 40-32.

### JEFFREY OSBORNE "Room With A View" (A&M) 15/2

Moves: Up 7, Debuts 0, Same 8, Down 0, Adds 2, CKOI, WNNK, PRO-FM on, B96 40-36, RI-104 on, KXX106 29-24, WSSX on-dp, WNOK on, WANS on, KLUC on, Q104 d-36, Q101 on.

### ASHFORD & SIMPSON "Count Your Blessings" (Capitol) 14/0

Moves: Up 6, Debuts 1, Same 7, Down 0, Adds 0 including K106 27-25, WKXS 26-20, Y100 28-27, FM102 d-24, WNNK 33-30, WR00 35-33, KAMZ on, WKSI on, KF95 on, WJAD on, Q104 32-27.

### K.T.P. "One Step" (Mercury/PolyGram) 13/4

Moves: Up 7, Debuts 1, Same 8, Down 0, Adds 2, WERZ, WNNK, KF95, KGOT, WKSE 36-35, K104 on, RI-104 on-dp, WKRZ on, WR0N on, OK100 on, 95XIL on, WJAD on.

### RAINMARCHES "Let My People Go-Go" (Mercury/PolyGram) 13/3

Moves: Up 4, Debuts 1, Same 5, Down 0, Adds 3, KWK, WAMX, KFMW, WPHD 40-36, WDJX on, WKAU on, KZIO on-dp, Z104 33-30, KXYO d-40, WBBW 21-20, WCIL on-dp, WAZY on-dp, KWT0 22-15.

### TEMPERATIONS "Lady Soul" (Gordy/Motown) 12/4

Moves: Up 2, Debuts 0, Same 10, Down 0, Adds 4, WSKI, WDJX, Q104, Q101, WKSE on, KKRZ on-dp, K104 23-20, WNNK on, WCKN on, KF95 on, OK100 19-16, WJMK on.

### BAD COMPANY "This Love" (Atlantic) 11/11

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WAMX, WOKI, WLSR, KTUX, WEAQ, WZOK, WGAN, WJAD, WJMK, WNNK, KKAZ.

### NANCY MARTINEZ "For Tonight" (Atlantic) 11/4

Moves: Up 6, Debuts 0, Same 10, Down 0, Adds 0, WNNK, KEZB, KBFM, KYNO, K100, 29-19, WNOK on, KAMZ 27-23, WPOW 30-25, KITV 28-24, KMGX 40-33, WLRW 26-22.

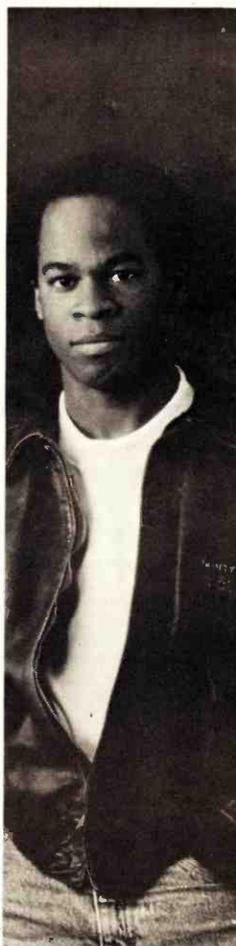
### QUIET RIDIT "The Wild And The Young" (Pasha/CBS) 10/2

Moves: Up 0, Debuts 1, Same 7,



FROM THE  
FORTHCOMING ALBUM

**GET CLOSE**



# THE PRETENDERS

**DON'T  
GET  
ME  
WRONG**

THE  
NEW  
SINGLE

PRODUCED BY  
JIMMY IOVINE AND  
BOB CLEARMOUNTAIN

   
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**CONTEMPORARY HIT RADIO**

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track
2	1	1	1	<b>HUEY LEWIS &amp; THE NEWS</b> /Stuck With You (Chrysalis)
13	6	2	2	<b>GENESIS</b> /Throwing It All Away (Atlantic)
15	8	5	3	<b>JANET JACKSON</b> /When I Think Of You (A&M)
7	5	3	4	<b>DARYL HALL</b> /Dreamtime (RCA)
12	7	6	5	<b>GLASS TIGER</b> /Don't Forget Me (When I'm Gone) (Manhattan)
24	17	12	6	<b>TINA TURNER</b> /Typical Male (Capitol)
22	16	11	7	<b>DON JOHNSON</b> /Heartbeat (Epic)
16	13	8	8	<b>LOVERBOY</b> /Heaven In Your Eyes (Columbia)
30	22	14	9	<b>CYNDI LAUPER</b> /True Colors (Portrait/CBS)
20	15	10	10	<b>STACEY Q</b> /Two Of Hearts (Atlantic)
5	3	4	11	<b>CARL ANDERSON &amp; GLORIA LORING</b> /Friends And Lovers (Carrere/CBS)
32	25	17	12	<b>ROBERT PALMER</b> /I Didn't Mean To Turn You On (Island)
14	11	9	13	<b>BILLY OCEAN</b> /Love Zone (Jive/Arista)
21	18	15	14	<b>VAN HALEN</b> /Love Walks In (WB)
1	2	7	15	<b>LIONEL RICHIE</b> /Dancing On The Ceiling (Motown)
25	21	19	16	<b>EURYTHMICS</b> /Missionary Man (RCA)
36	29	23	17	<b>ANITA BAKER</b> /Sweet Love (Elektra)
27	24	22	18	<b>BILLY JOEL</b> /A Matter Of Trust (Columbia)
11	10	13	19	<b>RUN D.M.C.</b> /Walk This Way (Profile)
40	31	26	20	<b>LISA LISA &amp; CULT JAM with FULL FORCE</b> /All Cried Out (Columbia)
37	32	27	21	<b>JOURNEY</b> /Girl Can't Help It (Columbia)
—	—	32	22	<b>HUMAN LEAGUE</b> /Human (Virgin/A&M)
3	4	16	23	<b>BERLIN</b> /Take My Breath Away (Columbia)
—	38	30	24	<b>EDDIE MONEY</b> /Take Me Home Tonight (Columbia)
29	26	24	25	<b>TIMOTHY RED</b> /Money\$ Too Tight (To Mention) (Elektra)
—	39	31	26	<b>TOTO</b> /I'll Be Over You (Columbia)
4	9	18	27	<b>STEVE WINWOOD</b> /Higher Love (Island/WB)
9	14	21	28	<b>MIAMI SOUND MACHINE</b> /Words Get In The Way (Epic)
—	40	—	29	<b>BOSTON</b> /Amanda (MCA)
—	40	33	30	<b>PETER GABRIEL</b> /In Your Eyes (Geffen)
—	37	34	31	<b>ART OF NOISE</b> featuring <b>MAX HEADROOM</b> /Paranoia (Chrysalis)
10	12	20	32	<b>REGINA</b> /Baby Love (Atlantic)
<b>BREAKER</b>	35	—	33	<b>MADONNA</b> /True Blue (Sire/WB)
6	19	25	34	<b>BANANARAMA</b> /Venus (London/PG)
—	38	—	35	<b>RIC OCASEK</b> /Emotion In Motion (Geffen)
<b>DEBUT</b>	—	—	36	<b>COREY HART</b> /I Am By Your Side (EMI America)
<b>BREAKER</b>	37	—	37	<b>PETER CETERA with AMY GRANT</b> /Next Time I Fall (Full Moon/WB)
—	39	—	38	<b>ROD STEWART</b> /Another Heartache (WB)
<b>BREAKER</b>	35	—	39	<b>BON JOVI</b> /You Give Love A Bad Name (Mercury/PG)
6	20	28	40	<b>MICHAEL McDONALD</b> /Sweet Freedom (MCA)

N&A Begins on Page 94

**ADULT CONTEMPORARY**

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track
2	3	2	1	<b>ANITA BAKER</b> /Sweet Love (Elektra)
17	12	4	2	<b>TOTO</b> /I'll Be Over You (Columbia)
6	2	1	3	<b>GENESIS</b> /Throwing It All Away (Atlantic)
1	1	3	4	<b>HUEY LEWIS &amp; THE NEWS</b> /Stuck With You (Chrysalis)
10	8	6	5	<b>EL DeBARGE</b> /Love Always (Gordy/Motown)
19	16	12	6	<b>CARLY SIMON</b> /Coming Around Again (Arista)
8	5	5	7	<b>BILLY OCEAN</b> /Love Zone (Jive/Arista)
18	14	13	8	<b>CYNDI LAUPER</b> /True Colors (Portrait/CBS)
12	9	8	9	<b>AIR SUPPLY</b> /Lonely Is The Night (Arista)
14	13	11	10	<b>MOODY BLUES</b> /The Other Side Of Life (Polydor/PG)
3	4	7	11	<b>CARL ANDERSON &amp; GLORIA LORING</b> /Friends And Lovers (Carrere/CBS)
13	10	9	12	<b>NEIL DIAMOND</b> /The Story Of My Life (Columbia)
16	15	14	13	<b>PAUL SIMON</b> /You Can Call Me Al (WB)
27	22	17	14	<b>JANET JACKSON</b> /When I Think Of You (A&M)
4	6	10	15	<b>BERLIN</b> /Take My Breath Away (Columbia)
29	23	18	16	<b>DAVID PACK</b> /I Just Can't Let Go (WB)
—	29	—	17	<b>PETER CETERA with AMY GRANT</b> /Next Time I Fall (Full Moon/WB)
24	20	19	18	<b>BOB SEGER &amp; THE SILVER BULLET BAND</b> /It's You (Capitol)
25	24	21	19	<b>BILLY JOEL</b> /A Matter Of Trust (Columbia)
7	11	20	20	<b>STEVE WINWOOD</b> /Higher Love (Island/WB)
<b>BREAKER</b>	31	—	21	<b>LIONEL RICHIE</b> /Love Will Conquer All (Motown)
9	17	20	22	<b>MIAMI SOUND MACHINE</b> /Words Get In The Way (Epic)
—	28	—	23	<b>BRUCE HORNSBY &amp; THE RANGE</b> /The Way It Is (RCA)
—	29	25	24	<b>LEVEL 42</b> /Leaving Me Now (Polydor/PG)
30	28	26	25	<b>DAVE ADAMS</b> /Dancin In My Sleep (Elektra)
<b>DEBUT</b>	—	—	26	<b>BEACH BOYS</b> /California Dreamin' (Capitol)
5	7	15	27	<b>LIONEL RICHIE</b> /Dancing On The Ceiling (Motown)
—	30	—	28	<b>CHRIS DeBURGH</b> /The Lady In Red (A&M)
11	18	22	29	<b>MIKE &amp; THE MECHANICS</b> /Taken In (Atlantic)
<b>BREAKER</b>	30	—	30	<b>HUMAN LEAGUE</b> /Human (Virgin/A&M)

Complete Tracks Chart Begins on Page 74

**AOR TRACKS**

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track
10	6	2	1	<b>RIC OCASEK</b> /Emotion In Motion (Geffen)
2	1	1	2	<b>EDDIE MONEY</b> /Take Me Home Tonight (Columbia)
—	—	7	3	<b>BOSTON</b> /Amanda (MCA)
7	5	4	4	<b>TALKING HEADS</b> /Wild Wild Life (Sire/WB)
13	11	6	5	<b>HUEY LEWIS &amp; THE NEWS</b> /Hip To Be Square (Chrysalis)
19	15	11	6	<b>STEVE WINWOOD</b> /Freedom Overspill (Island/WB)
12	12	8	7	<b>DAVID &amp; DAVID</b> /Welcome To The Boomtown (A&M)
6	4	3	8	<b>R.E.M.</b> /Fall On Me (IRS/MCA)
9	9	9	9	<b>TRIUMPH</b> /Somebody's Out There (MCA)
5	3	5	10	<b>JOHN FOGERTY</b> /Eye Of The Zombie (WB)
20	17	14	11	<b>BON JOVI</b> /You Give Love A Bad Name (Mercury/PG)
16	14	12	12	<b>HUEY LEWIS &amp; THE NEWS</b> /Jacob's Ladder (Chrysalis)
1	2	10	13	<b>PETER GABRIEL</b> /In Your Eyes (Geffen)
28	21	15	14	<b>DAVID LEE ROTH</b> /Goin' Crazy (WB)
29	23	21	15	<b>BRUCE HORNSBY &amp; THE RANGE</b> /The Way It Is (RCA)
—	36	25	16	<b>TIL TUESDAY</b> /What About Love (Epic)
27	20	18	17	<b>SMITHEREENS</b> /Blood & Roses (Enigma)
<b>BREAKER</b>	19	—	18	<b>BILLY IDOL</b> /To Be A Lover (Chrysalis)
<b>BREAKER</b>	19	—	19	<b>JOHN FOGERTY</b> /Change In The Weather (WB)
50	28	24	20	<b>TIMBUK3</b> /The Future's So Bright (IRS/MCA)
11	13	13	21	<b>BILLY JOEL</b> /A Matter Of Trust (Columbia)
<b>BREAKER</b>	21	—	22	<b>BILLY SQUIER</b> /Love Is The Hero (Capitol)
—	—	30	23	<b>JOHN FOGERTY</b> /Headlines (WB)
4	10	17	24	<b>STEVE WINWOOD</b> /Split Decision (Island/WB)
<b>BREAKER</b>	25	—	25	<b>OUTFIELD</b> /Everytime You Cry (Columbia)
<b>BREAKER</b>	26	—	26	<b>NEIL YOUNG</b> /Weight Of The World (Geffen)
3	7	22	27	<b>GENESIS</b> /Throwing It All Away (Atlantic)
21	18	20	28	<b>FABULOUS THUNDERBIRDS</b> /Look At That... (CBS Associated)
31	27	27	29	<b>HUEY LEWIS &amp; THE NEWS</b> /I Know What I Like (Chrysalis)
47	35	34	30	<b>PETE TOWNSHEND</b> /Barefootin' (Atco)

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**BLACK/URBAN**

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track
7	3	1	1	<b>CAMEO</b> /Word Up (Atlanta Artists/PG)
12	10	4	2	<b>HOWARD HEWETT</b> /I'm For Real (Elektra)
9	8	6	3	<b>NEW EDITION</b> /Earth Angel (MCA)
8	7	5	4	<b>ASHFORD &amp; SIMPSON</b> /Count Your Blessings (Capitol)
15	11	8	5	<b>FIVE STAR</b> /Can't Wait Another Minute (RCA)
14	12	10	6	<b>TEMPTATIONS</b> /Lady Soul (Gordy/Motown)
20	14	11	7	<b>TINA TURNER</b> /Typical Male (Capitol)
25	20	16	8	<b>GREGORY ABBOTT</b> /Shake You Down (Columbia)
28	17	14	9	<b>MELBA MOORE</b> featuring <b>FREDDIE JACKSON</b> /A Little Bit More (Capitol)
10	9	10	10	<b>MIDNIGHT STAR</b> /Midas Touch (Solar/Elektra)
2	2	3	11	<b>ORAN "JUICE" JONES</b> /The Rain (Def Jam/Columbia)
1	1	2	12	<b>JANET JACKSON</b> /When I Think Of You (A&M)
21	16	15	13	<b>GEORGE BENSON</b> /Kisses In The Moonlight (WB)
23	18	17	14	<b>REBBIE JACKSON</b> /Reaction (Columbia)
37	28	21	15	<b>CLUB NOUVEAU</b> /Jealousy (Tommy Boy/WB)
13	13	16	16	<b>MAZE</b> /Wanna Be With You (Capitol)
—	32	26	17	<b>HUMAN LEAGUE</b> /Human (A&M)
27	18	18	18	<b>KENNY G</b> /What Does It Take (To Win Your Love) (Arista)
—	29	24	19	<b>STACY LATTISAW</b> /Nail It To The Wall (Motown)
9	6	23	20	<b>RJ'S LATEST ARRIVAL</b> /Heaven In Your Arms (Manhattan)
18	26	27	21	<b>EL DeBARGE</b> /Love Always (Gordy/Motown)
19	19	19	22	<b>JAMES INGRAM</b> /Always (Qwest/WB)
40	31	29	23	<b>PHYLLIS HYMAN</b> /Old Friend (PIR/Manhattan)
4	4	12	24	<b>LISA-LISA &amp; CULT JAM with FULL FORCE</b> /All Cried Out (Columbia)
30	27	27	25	<b>LOOSE ENDS</b> /Stay A Little While, Child (MCA)
39	30	28	26	<b>JERMAINE STEWART</b> /Jody (Arista)
—	37	30	27	<b>GENOBIA JETER</b> /All Of My Love (RCA)
—	38	31	28	<b>BEAU WILLIAMS</b> /There's Just Something About You (Capitol)
—	40	32	29	<b>RENE &amp; ANGELA</b> /No How, No Way (Mercury/PG)
<b>BREAKER</b>	30	—	30	<b>FREDDIE JACKSON</b> /Tasty Love (Capitol)
—	40	—	31	<b>JESSE JOHNSON</b> featuring <b>SLY STONE</b> /Crazy (A&M)
—	35	—	32	<b>JEAN CARNE</b> /Flame Of Love (Omni/Atlantic)
<b>BREAKER</b>	33	—	33	<b>GENERAL KANE</b> /Crack Killed Applejack (Gordy/Motown)
<b>BREAKER</b>	34	—	34	<b>AL JARREAU</b> /Is For Lover (WB)
31	25	25	35	<b>FORCE MD'S</b> /One Plus One (Tommy Boy/WB)
<b>BREAKER</b>	36	—	36	<b>MILLIE JACKSON</b> /Hot! Wild! Unrestricted! Crazy (Jive/RCA)
<b>BREAKER</b>	37	—	37	<b>ONE WAY</b> /Don't Think About It (MCA)
<b>BREAKER</b>	38	—	38	<b>CHICO DeBARGE</b> /Talk To Me (Motown)
24	22	22	39	<b>KRYSTOL</b> /Passion From A Woman (Epic)
3	5	20	40	<b>LEVERT</b> /Pop Pop Pop Goes My Mind (Atlantic)

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