

**I N S I D E:**

**FALL BIRCH RESULTS**

New York: WRKS edges WPLJ as WHTZ slides to third  
 Los Angeles: KPWR takes solid lead  
 Chicago: WGN moves up close to WGCI-FM  
 San Francisco: KGO holds slim lead over KSOL as KMEL rises  
 Philadelphia: WMMR steady, opens four-share lead  
 Detroit: WJLB rolls to monster lead  
 Boston: WXKS-FM off but beats WBCN by whisker  
 Houston: KMJQ slightly increases commanding lead  
 Washington: WKYS approaches double figures, wins big  
 Dallas: KVIL combo back to 10, back in front  
 Atlanta: WKLS-FM increases margin at top  
 Baltimore: WXYV up two to head list

Page 42

**LABELMANIA: FIVE NEW FIRMS BOW**

An optimistic spirit prevails in the record business, as five new labels announce their debuts:

- Voyager/MCA
- Compass (with three new subsidiaries)
- Discovery
- American Artists/Columbia
- PMRC/IRS

Page 8

**RKO TALKS FIZZLE OUT**

After weeks of time-consuming and expensive talks, the FCC's attempts to resolve the RKO license quagmire end in near-complete failure . . . and at least one Commission official is steamed up about it.

Page 16

**BLACK MUSIC PIONEERS RECALL THE GOOD/BAD OLD DAYS**

Launching Walt Love's Black History Month salutes this month, James Brown, Hank Ballard, Bobby Bland, and Millie Jackson recall their early days of struggle and compare them to the present day.

Page 66

**FCC RATES LICENSE STABILITY OVER UNSERVED COMMUNITIES**

New FCC guidelines on license renewals no longer favor bids from communities unserved by radio. The edge goes to licenses with "stability."

Page 12

**SALES SURVIVAL GUIDE**

R&R's RAB special takes a balanced look at radio's sales prospects for 1987. Starts Page 28

Newsstand Price \$5.00



**PITTMAN/MCA FIRM MAKES FIRST MOVES**

**Williams Exec.VP/GM For Quantum Music**

Quantum Media, Inc., the entertainment and communications company established by former MTV Networks President/CEO Bob Pittman in partnership with MCA Inc., is making its first management appointments.

Former EMI America VP/Promotion Dick Williams has been named Exec. VP/GM of QMI's Music Division, based in Los Angeles. This division will encompass a record label, and



Dick Williams

news of the first artist signings is expected shortly. Mark Mitzner, previously Sr. VP/CFO of MTV Networks, has been named Exec. VP/Chief Financial & Administrative Officer, based in New York.

The QMI appointment of another former MTV executive, Les Garland, is also anticipated, but the company had no announcement to make at presstime.

Pittman, Quantum President/CEO, said of Williams, "His promotional and marketing background, keen sense of artistic development, and

WILLIAMS/See Page 11

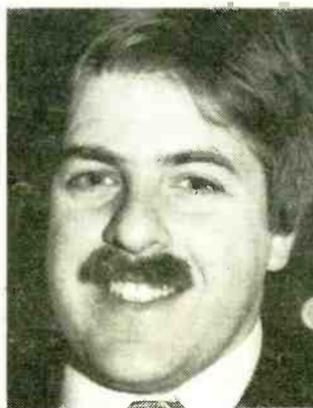
**Metropolitan Resets New York Management**

Kakoyiannis Now Sr. VP; Chernoff WNEW-FM PD

In twin appointments at WNEW-AM & FM/New York, VP/GM Mike Kakoyiannis has been named Sr. VP of parent Metropolitan Broadcasting. He'll continue to manage the New York properties while assisting President Carl Brazell Jr. in the company's planning and strategy.

Additionally, WNEW-FM MD Mark Chernoff has been named PD. He's been serving as interim PD since Charlie Kendall left in November. No replacement as MD is expected to be hired; Chernoff will absorb those duties in his new post for the time being.

Kakoyiannis's tenure includes serving as GSM of WNEW-FM from 1976-81 and a brief stint as GSM of the AM before returning to the FM as VP/GM in 1982. He assumed management responsibilities for the combo last March.



Mark Chernoff

Brazell commented, "Mike is one of America's premier broadcasters. His contribution over 16 years with Metromedia

Radio (now Metropolitan) has been exemplary."

Chernoff joined WNEW-FM in November 1985 after seven years with WDHA/Morristown, NJ, the last six as PD. He's also programmed WNNJ & WIXL/Newton, NJ. Kakoyiannis told R&R, "Mark's very bright, articulate, and has good people skills. He appreciates the heritage of WNEW-FM, and will add to it. At the same time, Mark's very forward-looking; he's not caught up in being a dinosaur or self-indulgent."

Operations Director Scott Muni added, "Mark grew up with this station and understands its legend. He's got a

METROPOLITAN/See Page 11

**Taylor PD At WGCI**

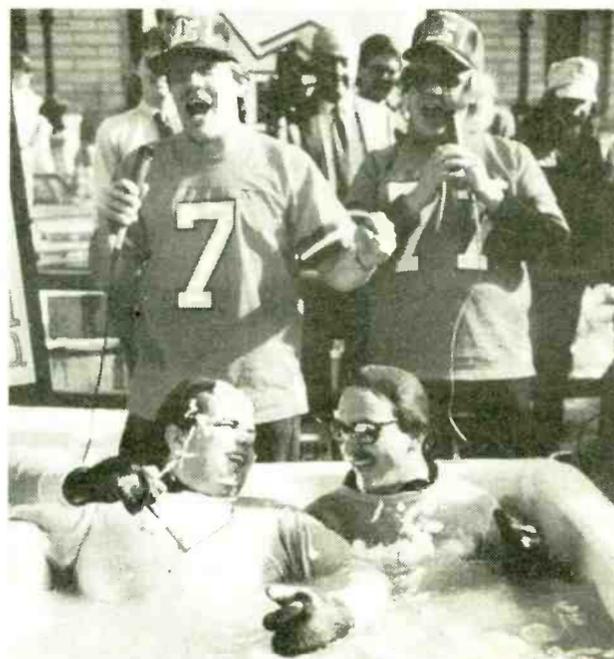


Sonny Taylor

Black radio veteran Sonny Taylor has been selected as PD for Gannett Black/Urban-formatted combo WGCI-AM & FM/Chicago. Joining from an air talent post at competitor WBMX, Taylor fills the vacancy created last month when Lee Michaels joined KMEL/San Francisco as PD.

Commented WGCI President/GM Marv Dyson, "I had TAYLOR/See Page 11

**Super Bowl Of Jello**



Ladies and gelatin: what's the wackiest thing you'd do to win a trip to the Super Bowl? On January 23, Denver Broncos fans (front, l-r) Rocky DiPetrillo and Jerry Allmendinger first dyed their hair orange and parked a hot tub on the steps of the state capitol. Then, decked in orange longjohns, they submerged themselves in a sea of orange jello and sang Bronco fight songs nonstop until the souper bowl chilled out. Cheering on the first human "orange crush" mold are (rear, l-r) morning men John Millender and Dan Griffin of contest sponsor KHHH/Denver.

**Mascolo Now RCA Sr. VP**



Eddie Mascolo

RCA VP/National Promotion Ed Mascolo has been promoted to Sr. VP/Product Development. He's been with the label since 1975, and has headed its national promotion team for the past year. A new VP/Promotion will be appointed.

In the new post, Mascolo will be directing label sales and promotion activities, with special emphasis on the liaison with RCA/A&M/Arista Distribution. He'll be specifically responsible for working with RCA's Nashville operation to exploit its artists in the contemporary marketplace. These duties will extend to the New Age and jazz repertoire on the Novus and Bluebird labels.

RCA Exec. VP Rick Dobbis, to whom Mascolo reports, said, "Eddie is a first-rate record executive with the perfect set of skills and experience for this

MASCOLO/See Page 11



**LOOSE ENDS**

JUST WON'T "SLOW DOWN"

BLACK/URBAN **10/5**  
HOTTEST, FROM THE ALBUM ZAGORA.

Produced by NICK MARTINELLI for WATCHOUT PRODUCTIONS

Management: TONY HALL/MANNA MANAGEMENT ENTERPRISES

**COMING ATTRACTIONS  
BLACK/URBAN**

**BREAKER** <sup>33</sup>

"YOU BETTER QUIT"

FROM "ONE WAY IX"

*One Way*

New & Active 41%

*Patti LaBelle*

THE NEWEST HIT FROM THE PLATINUM PLUS ALBUM "WINNER IN YOU"

New & Active 41/10 A GOLD ALBUM BEFORE THE RELEASE OF THE FIRST SINGLE.

*New Edition*

NOW "TEARS ON MY PILLOW" WILL TAKE "UNDER THE BLUE MOON" PLATINUM

**U  
B  
RGLAR**

**The Jackson's**  
"Time Out For The Burglar"  
The first single release from Burglar.  
Starring Whoopi Goldberg.

**THE IMPRESSIONS**

"CAN'T WAIT TIL TOMORROW"

MCA RECORDS

**PROGRAMMING**  
**"MCA Artists Score"**

"AMANDA" Topped the charts at **1**  
Now "WE'RE READY" **7** Hottest CHR.  
With "CAN'TCHA SAY"  
Building AOR **12**  
THIRD STAGE approaching 5 million,  
over 500,000 CDs sales.

Produced by TOM SCHOLZ  
Management SR&D

**THE JETS**

DEBUT ALBUM FROM THE JETS IS CERTIFIED GOLD.  
"YOU GOT IT ALL"  
HOTTEST CHR **10/6**  
BLACK/URBAN **15/10**

Produced by: DON POWELL and DAVID RIVKIN for TWIN TOWN SOUND CORP.  
Management: DON POWELL

# LISTENING GUIDE

## BIG In The Top 10 "

### COMING ATTRACTIONS CHR

◀ ◻ ◻ ◻ ◻ ◻ ◻



"POWER"  
TITLE TRACK FROM THEIR  
DEBUT ALBUM. BUILDING  
AOR 32/44/23

## COMMUNARDS

NEW & ACTIVE 61/14  
"DON'T LEAVE ME THIS WAY"  
AN INTERNATIONAL #1 RECORD



THE NEW RELEASE  
FROM THE ALBUM  
"THINK VISUAL"  
AOR 46 JUST OUT CHR



"JUST ONE NIGHT"  
BUILDING CHR FROM "SPORT OF KINGS"

## TRIUMPH

Produced by  
MIKE CLINK

concrete blonde  
True

An early clue to the new direction. A most  
added album. New & Active Track 50 

© 1987 MCA Records, Inc.



READY FOR THE WORLD

## RETW

"LOVE YOU DOWN" #1 R&B, CHR 12/11  
Now "MARY GOES ROUND" takes it platinum.

Produced by READY FOR THE WORLD and GARY SPANIOLA  
Management: BILL DERN/RICK SMITH JUMP & SHOOT PRODUCTIONS

HOTTEST  
GOLD ALBUM

"SEND IT TO ME"

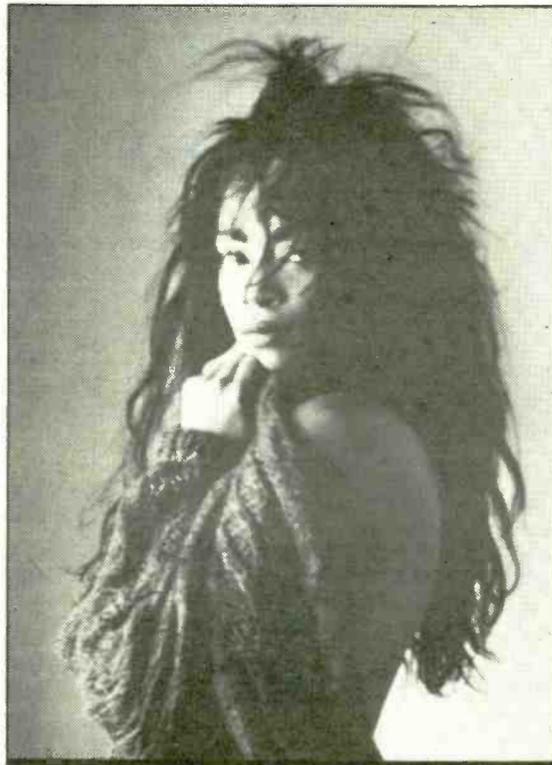
Gladys Knight  
& The Pips

THE FIRST HIT FROM MIAMI  
VIBE 11  
12 ON THE BLACK/URBAN CHART.

PROGRAMMER'S CHOICE

### LOOKING FOR A NEW LOVE

DEBUT SINGLE SHOOTING TO THE TOP.  
BLACK/URBAN 33/24  
SHIPPING SOON CHR.



Jody Watley

Produced by ANDRÉ CYMONE and DAVID RIVKIN  
Direction: BENNETT FREED

THE HIT DUET  
LINDA RONSTADT\*  
JAMES INGRAM\*\*  
FROM THE MOVIE  
**AN AMERICAN TAIL**  
"SOMEWHERE OUT THERE"  
Top 5 A/C, CHR 28 - 23

\*Courtesy of  
Elektra  
Records

\*\*Courtesy of  
Qwest  
Records



# Wagontrain/D-C Ups Three

FEBRUARY 6, 1987



Denny Adkins

Drake-Chenault President Denny Adkins has been elevated to Exec. VP/COO for parent Wagontrain Communications, while VP/GSM Steve Sandman was promoted to VP/GM for D-C. At the same time, ten-year company veteran Lindsay Schnyder has advanced to VP/GM of co-owned Programming Consultants, Inc. (PCI, formerly TM Programming). As part of the changes, PCI executives Neil Sargent and David Graupner have resigned.

Regarding Sandman, a seven-year D-C executive, Adkins said, "Steve brings a thorough knowledge of the syndication/consulting



Steve Sandman

business, and has a strong commitment to continuing the long D-C tradition of quality, innovation, and excellence."



Lindsay Schnyder

Of Schnyder, Wagontrain President Bill Sanders remarked, "Lindsay has outstanding management skills."

WAGONTRAIN/See Page 6

## Bartlett Files \$650,000 Lawsuit Against Capitol

Cattle Prod Allegations; Label Denies Charges

Capitol Records Director/National Album Promotion Bill Bartlett has sued Sr. VP/Promotion & Marketing Walter Lee and the label, alleging that Lee insulted him, attacked him with a cattle prod, and forced him to either accept a substantial pay cut or resign.

Neither Bartlett nor his attorney would discuss the litigation with R&R. However, according to his complaint filed in L.A. Superior Court, Bartlett states that on May 14 Lee poked him with a cattle prod, saying, "You're dog meat.

Go back to your stall." Bartlett charges there were additional attacks over the following two weeks, and claims that he is now undergoing therapy to treat numbness and partial loss of use of his right arm.

BARTLETT/See Page 11

## Gassner Named President Of RCA/Ariola Int'l



Rudi Gassner

Rudolf (Rudi) Gassner has been named President of RCA/Ariola Records-International, based in New York. He was Exec. VP for PolyGram International in London.

Gassner will head RCA/Ariola's record companies outside of the US and Canada, reporting to the Bertelsmann Music Group under Co-Chairmen Michael Dornemann

GASSNER/See Page 11

## Titelman VP/A&R At WB



Russ Titelman

Sixteen-year Warner Bros. A&R staff producer Russ Titelman has been promoted to VP/A&R. Titelman, whose list of production credits includes many of the label's most popular artists, most recently co-produced "Back In The High Life" with Steve Winwood.

TITELMAN/See Page 11

## Baumgartner New Columbia AOR Director



Burt Baumgartner

Burt Baumgartner has been advanced to National Director/Album Promotion at Columbia. He's been handling the label's local promotion in San Francisco for the past nine years.

Relocating to New York, Baumgartner will report to VP/Album Promotion Paul Rappaport, who said, "Burt is one of our very best. He has the added advantage of having worked both sides of the fence in that he broke into the business as MD at FM102/Sacramento, and later was Asst. PD at KSJO/San Jose. He also did on-air shifts at both stations. So I'm quite

BAUMGARTNER/See Page 11

## SARTORIUS OM

## Gamblin Becomes GM At KRBE-AM & FM

Sandy Gamblin, GM at WBCS-AM & FM/Milwaukee, has been named GM at Susquehanna's KRBE-AM & FM/Houston. Joining him as OM is Jim Sartorius, who until recently held the same position at crosstown Gannett CHR competitor KKBQ-AM & FM, where Gamblin had earlier worked with him as GSM.

Gamblin commented, "Houston is more competitive than when I left, so we're going to be right in the thick of it. Our fall book (6.2-6.6 Arbitron) has given us a really nice launching point. PD Paul Christy has done a fine job in holding things together in the transition of owners, and it's a real credit to him and his staff."

GAMBLIN/See Page 11

## Oxart Set As WMCA's New GM

Radio veteran Frank Oxart has been named GM at Federal Broadcasting's recently acquired Talk outlet WMCA/New York. President of Select Radio since early 1986, Oxart previously spent 18 years with Group W working as GM at KYW/Philadelphia and KFWB/Los Angeles, and VP/Sales for the chain.

Oxart told R&R, "What most excites me about this job is that I'm getting back to actual station operations, which I consider the best job in broadcasting. It's in-

OXART/See Page 6

## SELLING SYNDICATION LOCALLY: THE NETWORK VIEW

Beginning a two-part hard look at selling syndicated radio on the local level. Networks and stations have different points of view, and this week, the networks get their at-bats. Next week, it's the stations' turn.

Page 46

## FEATURES

WASHINGTON REPORT	12
RADIO BUSINESS: Sky buys WCZY-AM & FM for \$15.5 million	14
THE PICTURE PAGE	18
NEWSBREAKERS:	16
STREET TALK: Will radio air condom ads? Will Congress set a maximum limit . . . or a condom minimum?	24
RAB SPECIAL: SALES SURVIVAL GUIDE: RAB growth predictions, targeting priorities, format-by-format sales projections, and a disquieting national survey on radio's impact on consumers	28
WHAT'S NEW	38
RATINGS & RESEARCH: A positive look at Arbitron's daypart diary	40
RATINGS RESULTS	42
NETWORKS	46
MANAGEMENT: Sound advice on managing the sensitivities of air personalities from Charles Warner	48
PROMOTION & MARKETING	50
ON THE RECORDS	52
RECORDS: Rock & Roll Hall of Fame wrap-up and a preview of NARM	53
DATEBOOK	54
CALENDAR: Effectively editing a newscast	58
MARKETPLACE	73
OPPORTUNITIES	75

## FORMATS

CHR: B96/Chicago ups urban content and wins	60
AOR: No stone tablets from on high at this year's Burkhardt/Abrams convention	64
BLACK/URBAN	66
AC: Spotlight on the varied Bay Area battle	68
COUNTRY: New radio awards this year from the CMA	69
NASHVILLE THIS WEEK	71
CONTEMPORARY CHRISTIAN: Specific targeting is just as important here as in secular radio	72

## MUSIC INFORMATION

NATIONAL MUSIC FORMATS	78
JAZZ	79
BLACK/URBAN	80
COUNTRY	84
CONTEMPORARY CHRISTIAN	87
AC FULL-SERVICE	88
AC	89
AOR TRACKS	92
AOR ALBUMS	94
CHR	99
AC, AOR, B/U, CHR CHARTS	112

R&R is published weekly, except the week of December 25th, for \$215 per year, or \$400 for foreign subscriptions, by Radio & Records, Inc., at 1930 Century Park West, Los Angeles, California 90067. Application to mail at second class postage rate is pending at Los Angeles, California. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. © 1987, POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.

# EVERYONE WANTS TO JOIN CLUB NOUVEAU



## “LEAN ON ME” The solid new hit single

*Radio is leaning all over it.*

FIRST WEEK! 125/65 **CHR NEW & ACTIVE** 2ND MOST ADDED

This Week's P-1 Action:

CHART DEBUT **40**

B104 18-11	KRBE 35-27	92X 33-25	FM102 21-18
WPLJ add	Y100 13-5	WHYT add	KWOD add
Z100 add 30	B97 add	KBEQ 27-18	KS103 deb 34
WCAU add	WGH add	WKTJ add 29	KMEL 25-12
B94 deb 24	WNVZ 30-15	KDWB deb 38	KATD 29-19
B106 27-19	Q105 add 28	KHTR add 35	KWSS 31-26
Q107 15-9	B96 18-13	WLOL 34-25	KPLZ add
WAVA 15-10	Z95 39-29	KIIS add	WZYQ 16-9
Z93 34-33	WMMS add	KZZP deb 21	WQCM 9-3
		KKRZ deb 38	

**CLUB NOUVEAU**  
**LEAN ON ME**  
The new single  
Produced by Jay King,  
Thomas McElroy and  
Denzil Foster  
From the album  
Live, Love & Pain  
Management: Jay King



© 1987 WARNER BROS. RECORDS INC.

## WBCS-FM Drops Country, Now AOR 'Laser 103' WLZR

Taft plans to switch newly acquired Country WBCS-FM/Milwaukee to AOR as WLZR ("Laser 103") by the middle of the month. Burkhardt/Abrams/Douglas/Elliott, which advises Taft's other AORs in Pittsburgh, Kansas City, Columbus, Indianapolis, and Atlanta, will consult. VP/GM Dave Crowl, transferred from co-owned KKRZ/Portland last week, is undecided about the fate of WBCS (AM), which currently simulcasts the FM.

Country PD Don Cristi is leaving, and Crowl is searching for an

### Oxarart

Continued from Page 3  
credibly gratifying to put a product on the air and make it work. Sometimes as you move up in radio, the more removed you become, and all of a sudden it's just like any other business. Federal Broadcasting has an exciting growth plan set up, and I'm pleased to have gotten in on the ground floor."

Rick Sklar is consulting the station, and, although the FCC has approved calls WTKU, no change is yet in effect. In addition, no staff changes have been made.

AOR replacement. The members of the Country airstaff are being "reviewed," he says.

The projected move leaves WMIL alone in the Country corral and provides direct competition for Shamrock Communications' WQFM, the town's sole rocker since WLPX (now AC WLTQ) switched out of AOR in 1983. (The mar-

ket's other album station, WBGK, plays a soft eclectic mix.) Crowl, whose own background is in AOR, having served as GM at Taft's WLVQ/Columbus from 1979-84, said WLZR will lean more current than WQFM. Sources predict the station will focus heavily on post-1977 music, go deep into current albums, and play no metal.

## Benson Promoted To NAB Sr. VP Position

Rory Benson has been promoted to the senior management tier at NAB, assuming the title of Sr. VP/Assistant to the President/National Campaign Coordinator. Reporting directly to NAB President Eddie Fritts, Benson will oversee the association's national campaigns, such as programs encouraging broadcasters to help combat alcohol and drug abuse.

Benson, who joined the NAB Public Affairs Department in 1981, was most recently VP/Special Assistant to Fritts. Prior to NAB, her political career included stints on Capitol Hill and the Carter



Rory Benson  
White House. She took leave from NAB in 1984 to serve as Assistant Press Secretary to vice-presidential candidate Geraldine Ferraro.



Terry Weinacht

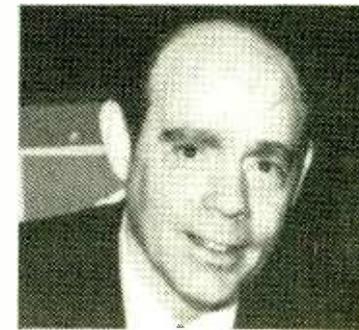
## Weinacht Becomes PD At WMIL

WKFR/Kalamazoo PD Terry Weinacht has resigned from the CHR after almost three years to accept the PD position at format-leading Country outlet WMIL/Milwaukee. All programming for WMIL and Big Band/MOR AM sister WOKY had been handled by former Sundance OM Doug Kiel, who recently joined crosstown outlet WKTI. Art Roberts is now OM/PD for WOKY (R&R 1/30).

WOKY & WMIL President Mike Jorgenson told R&R, "So many of the programmers in this market have two or three Milwaukee stations under their belt, so I purposely looked outside for a fresh perspective. Terry has the missing elements of energy, enthusiasm, and smarts needed for our FM. He's totally committed, hard-charging, and in love with radio."

Weinacht, who's been GM at WKIN & WZXY/Kingsport, TN and Sales Manager at KIEE (now KCFX)/Harrisonville, MO, said, "To me programming is programming; if it's done right this will be a success. I will put the best of the experience I've learned through various other formats and stations together to make WMIL the top station in Milwaukee." Weinacht begins his new duties February 16.

## Cramer Joins WKY As PD



Ted Cramer

Former WMAQ/Chicago and WDAF/Kansas City PD Ted Cramer has been named PD for Country outlet WKY/Oklahoma City. He succeeds Paul Johnson, who left for the WSOC/Charlotte PD job a week ago.

WKY GM Jim Fisher told R&R, "Ted comes to us with an extensive background in programming AM Country stations. He has never programmed a loser; we intend to support him 100%."

Cramer said, "For the last couple of years I've been heavily involved in advertising agency work and station ownership. After being invited back to do some airwork at WDAF/Kansas City last May, I realized my heart is in the radio trenches. I'm absolutely delighted to have the opportunity to work with Jim Fisher and all the folks at WKY and Opryland USA, Inc."

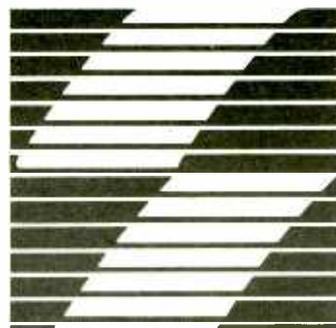
Cramer's programming background includes WWOK/Miami, 1974-77; WDAF, 1977-80; WTVN/Columbus, 1980-81; and WMAQ, 1981-84.

### Wagontrain

Continued from Page 3  
ment skills and the PCI organization will benefit from her tremendous reserves of talent and energy."

Added Adkins, "This corporate structure will allow Drake-Chenault and PCI to maintain their individual identities and philosophies while maximizing the resources of the entire corporate staff."

# Demand the best.



SURREY  
RESEARCH

"Surrey gets the important questions in the first meeting. They're extremely compatible in the researcher, consultant, manager triangle for success."

Bob Elliot  
Burkhart/Abrams/Douglas/Elliott

1-800-952-1986  
Ask for Mike Henry

Roger Wimmer, Ph.D./President  
Chris Porter/Senior Research Director  
Mike Henry/Director of Marketing

*Lost  
—and—  
found™*  
Lost Hits of the 70's

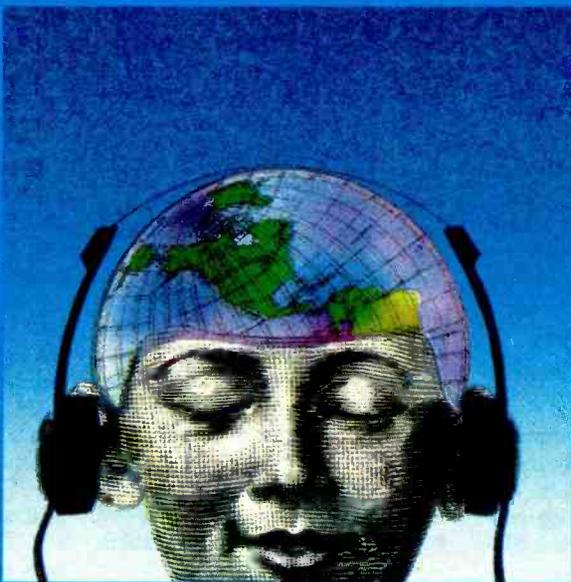
**NEW MONEYMAKER**

- 1987's Hottest Trend
- Lost Hits Of The 70's
- Targets 18-49 Moneydemo
- Big Prizes Each Week
- Two Hours
- Two Plays
- Barter
- Upbeat Sound...Not Too Hard, Not Too Soft

Call for Station Clearance and National Sales Information,  
Listen to a 2 minute Demo Tape

BOSTON (617) 782-8814      Call (617) 782-8814      TORONTO (416) 789-2926

Syndicated Radio Productions, Inc.



**I**t reaches beyond sight. Into the imagination. 200 million listen every week. Three and a half hours every day. On the road, at work, on the jogging path, 96% of all Americans sing its tune, hear its message. That's the power of radio. Radio advertising sells. How do we know? We've been measuring and describing radio audiences so you can turn the power of radio into money—for over 21 years. Arbitron. We know the territory.



**S**ee how Radio FasTraQ gives you instant sales presentations.

Booth #200 at RAB, February 7-10.

**ARBITRON RATINGS**

© 1986 ARBITRON RATINGS

## Five New Labels Cover Full Spectrum Of Music, Image

New record companies are crowding at the starting gate, barely five weeks into 1987. At least five such imprints are currently underway, developing new talent as well as bringing some familiar names back to market. They include:

- **Voyager Records**, the latest Denny Somach/Larry Mazer venture, which has now linked up with MCA for distribution.

- **Compass Distributing**, the three-label enterprise uniting industry veterans Gordon Anderson, Chuck Gregory, and Stan Snyder, going through indie distribution.

- **Discovery Artists**, the first of several labels planned by compact disc manufacturer Discovery Systems, possibly with major distribution.

- **American Artists**, an offshoot of the Minneapolis-based artist management firm of the same name, with a non-exclusive deal at Columbia.

- **Primitive Man Recording Company (PMRC)**, the latest offspring of the IRS family, with MCA distribution.

Product availability ranges from immediate, in the case of the Compass operation, to late-year, in the case of Discovery. Principals of the

firms range from seasoned execs to relative newcomers.

### Voyager: Established Classic Rock Artists

At Voyager, radio program producer Somach and talent manager Mazer are co-Presidents. The label will offer "quality, established, classic" rock artists, according to Somach, and its initial signings are Dave Mason and Justin Hayward of the Moody Blues.

The first albums should be released by mid-year, continued Somach. MCA will handle all promotion, marketing, pressing, and distribution functions, he said. "We'll sign the artists and record them; MCA will do everything else." All Voyager signings will be "tourable," Somach stresses, noting, for example, that Hayward will work as a solo attraction. He projects the roster at no more than five or six acts.

### Compass Imprints: Grudge, Pinnacle, And Chumley

Compass Distributing embraces the Grudge label for heavy metal and rock, Pinnacle for jazz and R&B, and Chumley for pop contemporary. Product by Frank Ma-

### The New Players

Company	Distribution
• American Artists	Columbia
• Compass Distributing	Indie
• Discovery Artists	TBA
• Primitive Man Recording Co.	IRS/MCA
• Voyager Records	MCA

rino, Brian Auger, Fist, Original Sin, Dameon Thorne, and the Killer Dwarfs is now in release, says Anderson. Upcoming first-quarter albums will feature Dave Mason (recorded several years ago), Crack The Sky, the Godz, Wilbert Harrison, Vic Vogel's Jazz Orchestra, and Buddy Fite, among others.

The venture unites the previously separate activities of Anderson, who was most recently VP/Promotion at Manhattan/Blue Note; Snyder, also at Manhattan/Blue Note as VP/Sales & Merchandising; and Gregory, who headed John Hammond's HME Records. "We feel we each have different expertise," Anderson told R&R,

"but right now we're all involved in all of the labels. As the staffing of the company evolves, that may evolve too." All promotion and marketing is being handled in-house, he added.

The Compass labels are being handled by distributors Schwartz Bros., MS, Big State, Associated, and Jem West. Comments Gregory, "Having worked with both majors and independents, I feel our company is welcomed by, and best serviced by, the independents, whose street sense and market awareness are second to none."

### Discovery: New Labels To Come

Discovery Artists has signed Pure Prairie League as its first act, for release on a label yet to be named. The company, based in Dublin, OH, is primarily known as a CD manufacturer, but VP/Creative Services Joel Nagy said that the recording venture was planned before the plant came on line.

He explained that Discovery wants to take advantage of the music market resurgence created by the CD, and has built its own 24-track digital studio at the Dublin site. This will be used by in-house acts and outside clients. "A good many of the projects we bring to market will be done from start to finish here," Nagy said.

The executive, who previously worked for a subsidiary of General Signal, notes that Discovery labels for several different types of music are in the planning stage, and the choice of branch or indie distribution will depend on the repertoire. He anticipates that at least one imprint will be through a major.

### American Artists: Great North Breakout

American Artists will kick off its Columbia affiliation in the late spring with rocker Brian McDonald, produced by Beau Hill. The Minneapolis management firm's principals are Owen Husney and Ron Soskin — clients include Jesse

Johnson and Ta Mara & the Seen — and the label is designed as a vehicle for area talent.

Said Husney, "There is a tremendous sense here that we don't want just a one- or two-year run for Minneapolis music. We want to make sure it's on the map in 1997, developing and breaking new talent, and we want to maintain a business entity that can support and nurture that talent."

Husney sees a half-dozen acts under the American Artists recording banner, routed via Columbia and other labels. Cinema, a Flint, MI band, is placed on American Artists/A&M, he stated. "But I have more ability to bring in other acts to CBS than I do at A&M." The major will handle promotion, marketing, and distribution.

### PMRC: New Talent, New Genres

PMRC Records will be devoted to "new and developing" artists, according to IRS principal Miles Copeland, as well as musical genres outside of rock. Label President is Sam Gennaway, previously owner of a Southern California retail outlet. Initial releases will feature the Bears with Adrian Belew, and the Balancing Act; both are due in March.

Gennaway will run PMRC as a one-man operation, much as IRS began in the late '70s, and he'll work out of the mother firm's headquarters. IRS will make its marketing resources available "as demand dictates."

Concluded Copeland, "I always like the idea of a small, tight, creative unit. This continues the tradition we successfully established with IRS."

To reach the above labels, contact: Voyager at (215) 642-8646; Compass Distributing at (914) 358-7831; Discovery Artists at (614) 761-2000; American Artists at (612) 339-4741; and PMRC at (818) 777-4731.

\$14,000,000

S.B.I., Inc.

has sold

KLZZ-AM and FM

San Diego

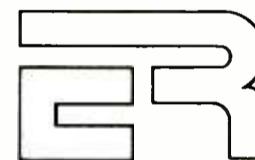
to

Edens Broadcasting, Inc.

*The undersigned initiated this transaction and acted as financial advisor to S.B.I., Inc.*

WERTHEIM SCHRODER & CO.  
*Incorporated*

January 1987



We're new—and we're excited to be a part of our first RAB Managing Sales Conference. We have solid ideas for sales and programming and we would like to share them with you in Atlanta. Visit our Hospitality Suite in The Hyatt or call us for an appointment at your convenience.

James R. Riggs  
President

Jon E. Horton  
Vice President

EMMIS  
RESEARCH

1099 N. Meridian, Suite 250, Indianapolis IN 46204  
317-630-2828

# HOLY TOLEDO!

## Three More Direct TV® Successes!

**Toledo** combo WTOD/WKKO engineered an incredible morning cume increase this fall with the help of Film House's Direct TV® campaign. Total week 12+ share spiraled from 10.9 to 19.5.

**Birmingham** rocker WAPI (I-95) had its *best book ever*, going from 13.7 to 15.5 with a 22.7 percent increase in cume. I-95 is now a solid #1 18-34 and 18-49.

**Denver** saw a pitched promotion battle between KRXY (Y108) and rival KPKE. While Y108 aired the Direct TV® campaign, KPKE gave away twice as much prize money with a competitive contest. Results: Y108 more than doubled its lead over KPKE, shooting from 5.1 to 5.9 as KPKE surged only slightly, from 4.7 to 4.9.\* The Monster strikes again!

Put the power of Film House's Direct TV® campaign on your promotion team this spring. Call Film House today and we'll Federal a copy of our latest demo reel.

**filmhouse**  
FILM HOUSE, INC. BROADCAST MARKETING SERVICES

24 MUSIC SQUARE W. NASHVILLE, TN 37203 (615) 255-4000



\*Source: Summer and Fall '86 ARB.  
All figures 12+ 6am-12mid, Mon-Sun.

Watch this space for more Fall '86 Direct TV® success stories. Direct TV® is a registered service mark of Film House, Inc., Nashville, Tennessee. Copyright © 1987 Film House, Inc. All Rights Reserved.

# LIGHT OF DAY

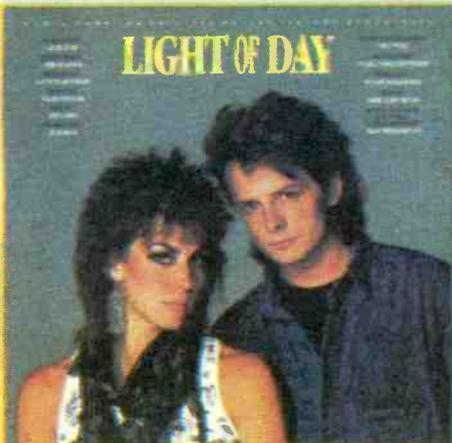
Performed by The Barbusters



Featuring



## JOAN JETT & MICHAEL J. FOX



The single from the  
motion picture soundtrack  
Light of Day.

Produced by Jimmy Iovine & Kenny Laguna  
Written by Bruce Springsteen

CBS ASSOCIATED



## NEWS

## Rodgers Manages KLUB/KISN

Veteran Salt Lake City sales executive Randy Rodgers has been appointed GM in that market for Sun Mountain Broadcasting AC combo KLUB & KISN, starting February 11. He succeeds former GM Eric Stenberg.

Most recently Local Sales Manager at nearby KKAT, Rodgers brings 13 additional years of sales management experience from crosstown KLCY and KBUG & KCPX. "The FM had a great book," Rodgers told R&R. "And there's a lot of potential with the AM station, which carries the NBA Jazz and has both a good dial position and a tremendous signal. There's 11 or 12 ACs in Salt Lake City, but there's only a few that will be competing a year or two down the road. We plan to win the format."

Sun Mountain President Paul Palmer, who is also VP/GM at KFMB-AM & FM/San Diego, commented, "I talked with about 25 people, most of whom were from Salt Lake, and Randy was by far the most qualified. He is highly regarded by the local agencies and clients."

## Mascolo

Continued from Page 1  
vital position. Since my arrival at RCA, we have developed a deep mutual respect and friendship, and I am delighted that our association will become even closer in his new position. The difficult task now is replacing him as VP/Promotion."

Mascolo told R&R, "This is going to be a totally new venture for me, getting involved with sales and other divisions. It's very exciting, and I'm looking forward to the responsibilities."

Mascolo was named VP/National Promotion last February after 18 months as VP/Contemporary Promotion. Previously he held posts as Director/National Promotion and Regional Promotion Manager for the Southeast and Southwest.

## Gassner

Continued from Page 3  
and Monti Lueftner. They said, in a joint statement, "We are delighted that such an experienced and successful record business executive with an extensive international background is joining the team." Gassner commented, "I have seen Bertelsmann grow into a major international entertainment company over the years. Their acquisition of RCA was the most conclusive indication of just how deep their commitment was in this area. I have known the key players for many years as friendly business rivals, and I'm thrilled to be joining the team at this particular moment."

Prior to his 1984 appointment as Exec. VP of PolyGram International, Gassner was President of Polydor International. He began his record business career in 1970 with Polydor's DGG division.

## Reams Sets WBVE Management Team

Kearney VP/GM, Meyer GSM, Miller PD

At Reams Broadcasting's recently acquired Country "Beaver" FM WBVE/Cincinnati, Neil Kearney is the new VP/GM, James Meyer becomes GSM, and Ray Miller is PD.

Kearney and Miller transfer from Reams's Muskegon, MI MOR/CHR properties WKBZ & WRNF, where they had been VP/GM and OM, respectively. Meyer joins from the GSM position at WONE & WTUE/Dayton, where he's been for four years.

Reams Exec. VP/COO Peter Cavanaugh told R&R, "We find ourselves very blessed at having good people like Neil and Ray who we can move into new situations. We feel fortunate to acquire the services of Jim Meyer, a Cincinnati native who brings with him the added dimension of Dayton experience — something very important in this station's positioning."

Kearney said, "I appreciate Reams's confidence in putting me in charge of what I feel will become one of the dominant Country FMs

in the Cincinnati-Dayton markets."

Meyer commented, "Our stick is halfway between Dayton and Cincinnati, and Dayton has no FM Country station per se, so we'll be serving both markets. It's a unique opportunity to put my experience

in Dayton and Cincinnati to the best possible use." Prior to joining WONE & WTUE, Meyer spent 12 years at WLW/Cincinnati in sales management positions.

Miller, a former PD at WZZR & WJFM/Grand Rapids, has programmed AC, CHR, Easy Listening, MOR, and Black formats. "The only thing I haven't done is Country," he said. "We have our work cut out for us. With our signal, we're looking to be a regional station."

Regarding persistent debate in the market about the station remaining Country, Miller replied, "We've heard all that stuff too. Now that we've stayed with Country as long as we have, and since we have morning man Larry B. under a contract, perhaps some of the rumors will go away."

## Manilla VP/ Programming At Radio Today

Veteran radio producer/writer Ben Manilla has been appointed VP/Programming for Radio Today, which in addition to its own product provides material for NBC Radio Entertainment, CBS Radio Radio, and the CBS Radio Network.

Prior to joining the New York-based production firm 15 months ago, Manilla was Production Supervisor at WOR/New York, Features Writer/Producer at the RKO Radio Networks, morning man at WLIR/Nassau-Suffolk, and Exec. Producer at the Progressive Radio Network. Separately, Manilla hosts "Rock Notes," distributed by Narwood Productions.

President Dan Formento noted, "Ben's been a big part of Radio Today's growth over the past year. In his new post, he will be able to make even greater use of his varied production and programming skills."

Additionally, Radio Today has named "Rock Notes" writer Mark Humble Production Manager. Humble is a former Asst. Promotions Coordinator at WYNY/New York.

## Titelman

Continued from Page 3

WB Board Chairman Mo Ostin remarked, "If it could be said that there is a 'Warner Bros. sound,' then it has largely been the creation of a handful of gifted individuals. Heading that list is Russ. His contribution to the state of the musical art over the past 20 years has been extraordinary."

Titelman added, "I guess the amount of time I've been here says it all. Warner Bros. is really like family, and this is a nice vote of confidence."

Starting his industry career as a session musician with Phil Spector, Titelman branched off to create a number of artistic triumphs in the Spector-styled "girl group" mode, among them an obscure but classic record called "Please Don't Wake Me," by the Cinderellas.

In partnership with Lenny Waronker (now WB President) he produced albums by several of the label's most popular artists: Randy Newman, James Taylor, Ry Cooder, and Rickie Lee Jones. Among his many individual production credits are Dion, Graham Central Station, George Harrison, Rufus & Chaka Khan, Christine McVie, and George Benson.

## Gamblin

Continued from Page 3

Gamblin, who has also been Station Manager at WHAS & WAMZ/Louisville, continued, "Part of my confidence in KRBE is the hiring of Jim, who's demonstrated his professionalism and hard work over the years. He'll oversee and support the programming department, giving us added input and flexibility for the team."

Sartorius, a veteran of KKBQ since 1979 when it evolved from KULF, said, "KKBQ will continue to do well, but it's time for a new challenge. Susquehanna is a people-oriented, successful organization, and I'm very impressed with Paul Christy and his staff. There are a lot of bright ideas ready to be implemented, and we've got the people to carry them off as we seek to extend our lead in the format."

In other recent additions to the staff, Fran Epstein was named National Sales Manager, coming from crosstown AC KLTR. Rick Joppie became Sales Manager, leaving the GSM slot at KSAQ/San Antonio, while Carol Maher, formerly of WBCS, was appointed Promotions Director.

## Baumgartner

Continued from Page 3

pleased to have someone who is both sensitive to album radio's needs and who's also one hell of a promotion man."

Baumgartner commented, "As a good friend told me, there comes a time in everyone's life when you've got to take your act to the Big Apple and see how it plays on Broadway. And with producers and directors like (VP/Promotion) John Fagot and Paul Rappaport, I can't help but feel that the show is going to be a hit."

Before joining Columbia, Baumgartner worked for RCA in Denver for two years. Prior to that, he held the KSJO and FM102 posts.

## Metropolitan

Continued from Page 1

great love for WNEW-FM and a natural instinct for the music."

Chernoff told R&R, "Programming the station I grew up with, lived with, and loved is beyond my wildest dreams." Chernoff's plans are to "bring the station into the '90s while keeping in touch with its past and what's going on today."

## Taylor

Continued from Page 1

worked with Sonny back in the mid-'70s at (nearby) WJPC and I'd followed his career in the record and radio industry since then. I felt very comfortable bringing him on board based on his experience and age; I didn't need some young whippersnapper. I wanted somebody with good people/programming skills, and so far it's been incredible."

Taylor, who served only a short time at WBMX, previously programmed WJPC and New York stations WRKS and WWRL. He has also served as VP/Black-Urban Promotion for PolyGram. Having been in several short-term positions recently, Taylor admitted, "Situations have happened the past couple of years which make you very gunshy. In fact, I didn't want the job at all."

"But it's a different situation here. WGCI is already active, at the top, and still climbing. This is like taking over the cockpit of a plane that's already flying smoothly — all you have to do is make sure it cruises accurately and at its best."

## STAFF

**Publisher:** BOB WILSON  
**Executive VP/General Manager:** DICK KRIZMAN  
**Editorial:**  
**Los Angeles Office:** (213) 553-4330  
**Senior Vice President & Editor:** KEN BARNES  
**Art Director:** RICHARD ZUMWALT  
**Managing Editor:** JEFF GREEN  
**Executive Editor:** GAIL MITCHELL  
**Networks & Specials Editor:** REED BURZEL  
**Rating & Research Editor:** RIP RIDGEWAY  
**AC Editor:** MIKE KRIVOSIAN  
**AOR Editor:** STEVE FEINSTEIN  
**Black/Urban Editor:** WALT LOVE  
**CHR Editor:** JOEL DENVER  
**Country Editor:** LON HELTON  
**Jazz Editor:** BARBARA BARNES  
**Contemporary Christian Editor:** BRAD BURKHART  
**Records Editor:** ADAM WHITE (New York)  
**MT & Easy Listening Editor:** IVYONNE OLSON  
**Gold Editor:** SEAN ROSS  
**Promotion & Marketing Editor:** HARVEY MEDNICK  
**Special Assignments Editor:** JIM DAWSON  
**Copy Editor:** CAROL VAN KEKEN  
**Senior Associate Editor:** HURRICANE HEERAN  
**Associate Editor:** JIM NELSON, TONY RICE, TARA BEYER  
**Vice President/Communications:** DICK RUBIN  
**Computer Services:** LEE CLARK, MIKE LANE  
**Mike Claffer:** JOHN ERBERLITZCH  
**Traffic Director:** JOANN WOODWORTH  
**Production Director:** RICHARD AGATA  
**Associate Art Director:** MARLYN FRANDSEN  
**Photography:** ROGER ZUMWALT  
**Typography:** KENT THOMAS, LUCIE MORRIS, BILL MOHR  
**Graphics:** GARY VAN DER STEUR, TIM KUMMEROW, KATHY MAURBRET  
**Assistant to the Publisher:** PAULA CHALITAS  
**Controller:** MARGARET BECKWITH  
**Legal Counsel:** JASON SHREINIKY  
**New York Bureau:** (212) 605-0355, 575 Madison Avenue, New York, NY 10022  
**Bureau Chief:** ADAM WHITE  
**Office Manager:** BARBARA SARUBBI  
**Washington Bureau:** (202) 662-7404, National Press Building, Suite 807, 529 14th St. NW, Washington, DC 20005  
**Bureau Chief/Washington Editor:** BRAD WOODWARD  
**Associate Editor:** PATRICK CLAWSON  
**Nashville Bureau:** (615) 292-8982, 292-8983, 1610 15th Avenue South, Nashville, TN 37212  
**Bureau Chief:** LON HELTON  
**Associate Editor:** KATY BEE  
**Office Manager:** DEBE FENNELL  
**Sales:**  
**Senior Vice President:** BILL CLARK  
**Los Angeles:** (213) 553-4330  
**Vice President/Sales, Western Region:** MICHAEL ATINSON  
**Advertising Coordinator:** NANCY HOFF  
**Sales Representatives:** PAM BELLAMY, DICK DOWNES, JEFF GELB, DENISE SKINNER, KETH WHIPPLE  
**Sales/Production Coordinator:** BRAD MURKINSON  
**Circulation Services Coordinator:** KELLEY SCHEFFERIN  
**Sales Assistant:** SHERYL MACOFSEY  
**Merchandise Sales:** DAVE CARROLL, LISA GLANZBERG  
**New York:** (212) 605-0355  
**Vice President/Sales:** BARRY O'BRIEN  
**Nashville:** (615) 292-8982, 292-8983  
**Vice President/Sales:** SHARON ALLEN

## Williams

Continued from Page 1

thorough understanding of today's consumer make him an ideal addition to our management team."

Williams told R&R, "This was the opportunity I was looking for when I completed my contractual obligations at EMI America. Bob Pittman has a remarkable insight into the consumer, which makes this position both innovative and challenging." Prior to EMI/A, Williams held posts at Casablanca, MCA, and ABC.

Regarding Mitzner, Pittman continued, "Mark has played an invaluable role in the success of MTV Networks becoming a public company, and in its continuing operations." He also paid tribute to the executive's "financial acumen and management skills." Before his MTVN post, Mitzner was VP/Treasurer of Warner Amex Cable Communications. Quantum Media is an MCA Inc.-funded organization, with Pittman and MCA each owning 50% of the company.

## Bartlett

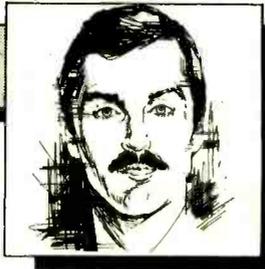
Continued from Page 3

The suit further alleges that Lee told Bartlett that he would be the "fall guy" in payola investigations. Additionally, Bartlett maintains that last July he was instructed to either accept a 43% pay cut and a demotion or resign. Bartlett said he stayed on with Capitol to fulfill family obligations.

Bartlett's lawsuit asks for at least \$49,000 in damages plus \$100,000 in punitive damages from Lee, as well as \$500,000 in punitive damages from Capitol.

A label spokesperson reported, "Capitol denies all the charges in Bill Bartlett's complaint. While Bill Bartlett was demoted by his supervisor with reduced pay, Capitol believes that the demotion was handled properly and without any wrongdoing. The charges made by Mr. Bartlett against his supervisor are untrue."

No hearing date has been set yet.



BRAD WOODWARD

## WASHINGTON REPORT

## UNSERVED COMMUNITIES LOSE THEIR EDGE

# FCC Underscores Radio License "Stability"

AM and FM radio stations are now so widespread that the FCC says it will not automatically award a new or challenged license to a community just because it has no licensed broadcast station assigned to it.

"As the number of available, unused radio channels has decreased, public interest factors bearing on our allocation decisions have shifted," the Commission explained last week.

"There is now greater emphasis on preserving stability in the broadcast industry, with a concomitant diminished need for policies designed to foster the development and distribution of emerging radio services."

### Stability Encourages Radio Investment, Rewards Good Broadcasters

"Public interest benefits deriving from this stability are readily apparent," the FCC continued. "Such stability encourages broadcasters to invest resources to sustain service. It also avoids haphazard restructuring of the broadcast industry and helps assure that an

acceptable service is not replaced by an inferior one.

"Finally, it awards broadcasters who have acted in accordance with our rules and regulations the opportunity to continue to provide such service to the public."

### New Jersey Renewal Battle Raises Questions

Section 307 (b) of the Communications Act requires the FCC to spread radio stations among states and communities in a "fair, efficient, and equitable" way.

The issue arose recently in the license case of WAWZ/Zarepath, N.J. A competing applicant, Radio



**WASHINGTON CALLING** — Kansas and Nebraska radio broadcasters were the latest to be subjected to an NAB membership phone "blitz." Working the phones from NAB headquarters in Washington last week were (left to right) Frank Newell, KJMO/Jefferson City, MO; John David, KFSB & KIXQ/Joplin, MO; Bud James, KHMO & KIDS/Hannibal, MO; NAB Regional Manager Vince Turner; Curt Brown, KTTS/Springfield, MO; Bob Templeton, KAYS/Hays, KS; Marita and Sam Elliott, KJHK/Lawrence, KS.

New Jersey, proposed to serve Somerville, a town three miles away which lacks any station. The Commission last week upheld an earlier grant of WAWZ's renewal, saying the station's superior public service had earned it renewal expectancy.

However, the Commission said in the future it will designate a hearing issue on community of license (307b) in all AM comparative renewal cases where different

communities are proposed.

For FMs, the agency said the community issue will be considered only when a new channel is being allocated, and not routinely in comparative renewals. The issue would arise in renewals only when the incumbent station fails to gain renewal expectancy. Then the license might be awarded based either on community considerations, or on standard comparative issues.

## NEWS BRIEFS

### Reagan Accepts Fowler Resignation "With Great Regret"

In a letter spilling over with praise, President Reagan this week accepted FCC Chairman Mark Fowler's resignation "with great regret." While reiterating his desire to nominate Fowler for a new term, Reagan said, "I can well understand your desire to return to private life after almost six years of distinguished service."

Reagan lauded Fowler's "emphasis on reducing regulatory burdens," and singled out a 36% drop in long distance phone rates for special recognition.

The President concluded, "Nancy joins me in sending you our best wishes for every future success."

Reagan still has not designated a new FCC Chairman, although Commissioner Dennis Patrick remains the front-runner for the job.

### Ratings Competitors To Square Off At NAB

Radio broadcasters will get a chance to hear directly from three leading ratings firms at the upcoming NAB Convention in Dallas. It's all part of an NAB task force's effort to bolster competition in the radio ratings business.

Those invited to the NAB panel on March 28 are Arbitron, Birch, and McNair Anderson. Arbitron uses mailed diaries, Birch relies on telephone surveys and McNair Anderson, an Australian firm, employs hand-delivered and retrieved diaries.

\$10,225,000  
Straus Communications, Inc.

has sold

WMCA-AM  
New York City

to

Federal Broadcasting of  
New York, Inc.

*The undersigned initiated this transaction and acted as financial advisor to Straus Communications, Inc.*

WERTHEIM SCHRODER & CO.  
*Incorporated*

January 1987

# AUCTION:

**Radio Station Assets  
Valuable Real Estate  
WWCR-AM**

To be sold as an entirety including  
40.359+/- acres of real estate

(20 miles from Nashville, TN)

auction will take place at the:

Maryland Farms Racquet Club

5101 Maryland Way / Brentwood, Tennessee

**Wed., February 25 at 1:00 p.m.**

Frequency Specs: 560 kHz-AM

Nominal Power: 5kw directional

**Terms:** Deposit of 20% of bid price in cash or certified funds at the time of auction. For complete terms of sale, contact auctioneers.

**Inspection:** Feb. 25, 9:00 a.m.-Noon, day of sale or by appt. with auctioneers.

**Michael Fox Auctioneers,**  
Executive Offices • 3835 Naylor Lane inc.  
Baltimore, Maryland 21208 • 301/653-4000

# On Excellence...

"In 1985 when we started our company, we made some very bold statements. We promised to provide stations with superior, distinctive service. The type of service that produces results.

We promised to be different. To be a rep firm where the radio station comes first, every station is special, and relationships are more important than ratings.

At Durpetti & Associates, we're proud of our entrepreneurial spirit and our Commitment To Excellence.

We care."

*Tony Durpetti, President  
Durpetti & Associates  
(312) 819-0100.*



## DURPETTI & ASSOCIATES

A Commitment To Excellence

Atlanta • Chicago • Dallas • Detroit • Los Angeles  
New York • Philadelphia • San Francisco

△ AN INTEREP COMPANY

# RADIO BUSINESS

## TRANSACTIONS

### Sky Grabs Gannett's Detroit Combo For \$15.5 Million

Purtan, Pazdernick Involved In Deal

#### WCZY-AM & FM/DETROIT

PRICE: \$15.5 million

**BUYER:** Sky Broadcasting Corp., Joe Dorton, President/CEO. WCZY morning personality Dick Purtan and station VP/GM Betty Pazdernick are also principals in the purchase. Sky's other stations are KSKY/Dallas, WPEG & WGIV/Charlotte, WNYR & WEZO/Rochester.

part of Gannett with me," said Dorton, until recently Gannett's VP/Radio.

Pazdernick commented, "This is a unique opportunity to be involved in a change of ownership which will not break up a winning combination."

Said Purtan, "I'm thrilled because my ultimate dream has always been to play Prince records, own a radio station and ride a pony. As soon as I get up the nerve to get in the saddle I will have realized all three."

**SELLER:** Gannett Broadcasting, Jay Cook, VP/Radio. Gannett must divest the stations because of its 1986 purchase of the *Detroit News*. Gannett retains KIIS-AM & FM/Los Angeles, WGCI-AM & FM/Detroit, KKQB-AM & FM/Houston, KUSA & KSD/St. Louis, WDAE & WQI/Tampa, KSDO-AM & FM/San Diego, KTKS/Dallas, KCMO-AM & FM/Kansas City, KHIT/Seattle.

Gannett President/CEO John Curley said, "Gannett regrets that FCC rules require us to sell these two fine stations, but we are very pleased that the purchaser is Sky Broadcasting, whose CEO is Joe Dorton."

**DIAL POSITION:** 1500 kHz; 95.5 MHz

**POWER:** 50 kw days/5 kw nights; 100 kw

**FORMAT:** CHR

#### WTXY/Whiteville, NC

PRICE: \$80,000

**BUYER:** Tom and John Stanley

**SELLER:** David Putnam

**DIAL POSITION:** 1540 kHz

**POWER:** 1 kw daytimer

**FORMAT:** Country

**BROKER:** Linda Ferguson of R.A. Marshall & Co.

#### WMML/Mobile, AL

PRICE: \$300,000

**BUYER:** Doug Eason

**SELLER:** Country entertainer Mel Tillis

**DIAL POSITION:** 1410 kHz

**POWER:** 5 kw

**FORMAT:** Country, Talk

**BROKER:** Linda Ferguson of R.A. Marshall & Co.

#### KTAM & KORA/ BRYAN-COLLEGE STATION, TX

PRICE: \$4.8 million

**BUYER:** Clear Channel Communications, Inc. which owns WOAI & KAJA/San Antonio, KPEZ/Austin, KALO & KHYS/Beaumont-Port Arthur, WQUE-AM & FM/New Orleans, KTOK & KJYO/Oklahoma City, KBBJ & KMOD/Tulsa, WHAS & WAMZ/Louisville and WELI/New Haven.

**SELLER:** Carolyn Vance

**DIAL POSITION:** 1240 kHz; 98.3 MHz

**POWER:** 1 kw; 50 kw at 440 feet

**FORMAT:** Country

#### KJUS/LINCOLN, NE

PRICE: \$100,000 plus assumption of debts

**BUYER:** Tandem Communications, owned by President/GM Harley Lampman, former GM of KFMQ/Lincoln and former co-owner of KJMO/Jefferson City, MO; VP/OM L. Lee Thomas, former GM of KFMQ & KLMS/Lincoln; Ray Farrington, former GM of KLMS & KFMQ/Lincoln; and Tom Barker, former PD of KFMQ/Lincoln.

**SELLER:** Sequel Corporation of Denver, CO, owned by Steven Reichert, Robert Fine, Ivan Savel, Miles Lerman, Stephen Clodfelter, Myles Horwitz, John Boning and Ger-shon Stern.

**DIAL POSITION:** 95.3 MHz

**POWER:** 3 kw (CP recently approved for change to 50kw)

**FORMAT:** station currently dark

#### KMAS (AM)/SHELTON (OLYMPIA), WA

PRICE: \$475,000

**BUYER:** Sound Broadcasting, Inc., owned by Harold Greenberg, former VP/GM of KTAC & KBRD/Tacoma-Seattle, WA

**SELLER:** Bruce E. Jorgenson, original founder who signed the station on in 1962

**DIAL POSITION:** 1030 kHz

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

**FORMAT:** AC

## TRANSACTIONS AT A GLANCE

### Transactions So Far In 1987:

**\$74,291,147**

**This Week's Transactions: \$22,755,000**

- WCZY-AM & FM/Detroit \$15.5 million
- KTAM & KORA/Bryan-College Station, TX \$4.8 million
- KYKZ/Lake Charles, LA \$1.5 million
- KMAS/Olympia, WA \$475,000
- WMML/Mobile, AL \$300,000
- KJUS/Lincoln, NE \$100,000
- WTXY/Whiteville, NC 80,000

**BROKER:** Jerry Dennon of the Mont-calm Company

**KYKZ/LAKE CHARLES, LA**

PRICE: \$1.5 million

**BUYER:** Southwest TV & Radio, Inc.,

**G. Russell Chambers, principal.**  
**SELLER:** Faver Broadcast Income Fund, Ltd., Stanley O. Sackin, Orson Woodall, Mark Dunaway, principals. Faver also owns WJPD-AM & FM/Ishpeming, MI; WJLC/South Boston, VA; WDVA/Danville, VA.  
**DIAL POSITION:** 96.1 Mhz  
**POWER:** 100 kw at 427.5 feet  
**FORMAT:** Country

## This Week In Radio Business

- RKO Talks Stall, WHBQ/Memphis Settled
- Jim McKinney Blasts Comparative Renewals
- Group W-NBC Radio Talks Off . . . Or On?
- Heritage Weighs Buyout, May Sell Radio
- Viacom Gets Competing \$2.65 Billion Offer
- Three More Collapsed Radio Deals For Holder
- WGSM & WCTO/Long Island Sale Snagged

## BLAMES BANK FINANCING

### Holder Loses Three More Texas Stations

Holder Communications has announced the collapse of its proposed \$5.1 million purchase of KORQ-AM & FM/Abilene, TX and KLSF/Amarillo, TX from Adam Shelton Communications.

It was the second recent deal Holder was unable to complete. Last week R&R reported that Holder was unable to raise the funds to carry out the proposed acquisition of KAMA & KAMZ/El Paso and KEND & KLLL/Lubbock for

## NBC-Group W Talks Off . . . Maybe

A spokesman for Group W confirms that his company and NBC quietly resumed discussions on a radio merger even after more widely-publicized talks officially broke down in early December.

However, the new negotiations — aimed at exploring alternative ways of merging the two groups' radio operations — broke off entirely in mid-January. While no conversations are now underway, Group W remains "very interested" in what NBC decides to do with its radio operations, according to the spokesman.

\$10.5 million from Thrash Broadcasting.

Holder President Bruce E. Singleton said of the latest setback, "We are very disappointed that bank financing terms were such that we could not complete this acquisition." A company statement said Holder "was unable to obtain acceptable terms on financing, as had been indicated, within the time provided in the contract."

Holder, a publicly-traded company headquartered in Tampa, owns WLOR & WHMJ/Thomasville, GA; WHBB & WTUN/Selma, AL; KLCL & WHLA/Lake Charles, LA; WIIS/Key West, FL; and WBZW/Powell, TN.

## Competing \$2.65 Billion Viacom Offer

Viacom stockholders, already asked to approve management's \$44/share offer for the company, now have an even higher offer to weigh. National Amusements, headed by Sumner Redstone, this week offered \$44.75/share, or a total of \$2.65 billion for the company, whose holdings include eight major market radio stations and MTV.

## CALL SIGN CHANGES

Aberdeen, NC WEET to WSCT (3/2)  
Ardmore, OK KEBQ to KRDM (2/2)  
Augusta, ME WRDO-FM to WMME-FM (3/1)  
Augusta, ME WRDO to WMME (3/1)  
Bellevue, NE KNPE to KKAR (1/22)  
Bellwood, PA WHGM to WALY (3/2)  
Cordova, AL WARF-FM (new, 1/20)  
Decatur, AL WMSL to WAVD (3/2)  
Desoto, MO KOLS (new)  
Fort Bragg, CA KSAY (new)  
Glen Falls, NY WGFN to WSTL (3/2)  
Gulfport, MS WTAM to WGCM (1/26)  
Gulfport, MS WGCM to WGCM-FM (1/26)  
Harker Heights, TX KIXS (new)  
Harriman, TN WEGZ to WRGZ (2/14)  
Jackson, MS WMYN to WSLI-FM (2/1)  
Jacksonville, AR KDJC to KCHB (1/20)  
Lake Oswego, OR KMJK-FM to KMJK (1/22)  
Lakewood, CO KRXY to KMVP (3/1)  
Las Vegas, NV KEZD to KLAV (1/29)  
Melbourne, FL WYRL to WMMY-FM (1/16)  
Milwaukee WBCS to WLZR (requested)  
Milwaukee WBCS-FM to WLZR-FM (requested)  
New Martinsville, WV WKGI to WATQ-FM (2/14)  
Newnan, GA WBUS to WWER (3/2)  
Ontario, OH WRGM (new)  
Pittsburg, TX KXAL-FM (new, 1/20)  
Prestonsburgh, KY WBVS to WVKZ-FM (2/2)  
Redding, CA KCLM to KRDG (1/19)  
Reidsville, NC WWMO to WBIG (1/20)  
Santee, SC WGZS to WMNY (1/21)  
Shelby, NC WMGF to WWMG (2/1)  
Williamston, NC WSEC to WPMG (2/28)

Inquiries about call signs should be directed to the FCC Call Desk at (202) 634-1923.

December 16, 1986

### Norman S. Drubner

has acquired

### WCOA (AM) & WJLQ (FM)

Pensacola, Florida

from

### Summit Communications of Florida, Incorporated

The undersigned initiated the above, assisted in the negotiations and acted as broker for the transaction.

**Richard A. Foreman Associates**  
Media Brokerage & Consulting

330 Emery Drive East,  
Stamford, Connecticut 06902  
203/327-2800



A PERFECT PLAYLIST IN 2.4 MINUTES

## 'ROTATOR'

COMPUTER MUSIC LIBRARY/ROTATION SYSTEM!

Call For VCR Demo Tape

## PROGRAMMING PLUS

P.O. Box 90486, Pacific Beach, CA 92109-0860  
(619)272-PLUS (270-6878 Data)

# STARSTREAM CONGRATULATES

## BON JOVI

# ON THIS STUNNING ACCOMPLISHMENT

THE BACK PAGE



NATIONAL AIRPLAY/JANUARY 30, 1987

### CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
2	1	1	1 MADONNA/Open Your Heart (Sire/WB)
16	10	4	2 BON JOVI/Livin' On A Prayer (Mercury/PG)
13	9	3	3 CHICAGO/Will You Still Love Me? (WB)
10	2	1	4 CYNDI LAUPER/Change Of Heart (Portrait/CBS)
2	1	2	5 BILLY VERA & THE BEATERS/At This Moment (Rhino)

### AOR TRACKS

Three Weeks	Two Weeks	Last Week	
2	1	1	1 BON JOVI/Livin' On A Prayer (Mercury/PG)
4	2	2	2 ROBERT CRAY BAND/Smoking Gun (Mercury/PG)
8	3	3	3 EDDIE MONEY/I Wanna Go Back (Columbia)
7	4	4	4 ERIC CLAPTON/Tearing Us Apart (Duck/WB)
11	5	5	5 WORLD PARTY/Ship Of Fools (Chrysalis)

*Just four years ago, "Runaway" was discovered in a Starstream radio talent search. We're very proud of your achievement and thrilled to have been with you from the beginning.*

# CONGRATULATIONS!



800 WILCREST, SUITE 210 HOUSTON, TEXAS 77042 713/781-0781

ATTENTION RADIO PROGRAMMERS:  
STARSTREAM'S 6TH ANNUAL  
TALENT SEARCH  
DEBUTS NEXT MONTH.  
WATCH FOR  
IT!

# RADIO BUSINESS

## WHBQ ONLY SETTLEMENT

### RKO Talks End In Failure; Next Steps Uncertain

#### McKinney Slams Comparative Renewals As 'Tragedy'

After four months of intensive negotiations, talks aimed at a comprehensive settlement of RKO's 13 license battles have ended in almost total failure. Agreement was reached only in the case of WHBQ/Memphis, which will be sold to an unidentified Memphis doctor for \$750,000 if the FCC approves.

An overall settlement "is clearly not achievable," mediator Jim McKinney said in his final report to the Commission on Tuesday (2/3). He unloaded a harsh attack on the comparative renewal process as a "tragedy" and a "terrible, terrible process" which must be abolished to prevent future cases like RKO.

#### Hope Alive In DC, Boston, New York

Talks will be allowed to continue without FCC mediation for another two weeks. McKinney said WGMS-AM & FM/Washington were extremely close to a settlement, and WOR & WRKS/New York and WROR & WROR/Boston are still "active."

As reported earlier, KFRC/San Francisco and WAXY/Ft. Lauderdale are dead. McKinney said this week progress on WFYR/Chicago "seems im-

possible." And he characterized a settlement of KRTH-AM & FM/Los Angeles as "unlikely."

McKinney refused to assess blame for the breakdown and, in fact, heaped high praise on the 29 attorneys and other parties involved. In his case-by-case reports, however, McKinney repeatedly mentioned failure by RKO to agree on its share of any proceeds as a major unresolved issue. RKO insists on 70% of all profits.

McKinney put the overall cost of the recent talks at well over a million dollars for all parties, and at several hundred thousand dollars for the FCC alone.

The next step in the 20-year-old RKO saga is up to the full FCC. One possible course would be to resume individual hearings among competing applicants for each license, and to forge ahead in the KHJ-TV/Los Angeles case with an examination of RKO's basic character qualifications to remain in broadcasting.

An effort to end that case blew up last week when Westinghouse announced it was backing out of a deal to buy the property.

Whether the Commission will allow the WHBQ/Memphis sale, and any others reached in the next two weeks, to

proceed without an overall settlement is unknown. When it ordered talks in September, the FCC clearly signalled its desire for a comprehensive agreement. But McKinney said he believes the Commission "clearly" could allow individual sales, even while RKO's basic qualifications as a licensee remain under a cloud.

McKinney said the next movement will likely be an RKO application to transfer WHBQ, forcing the Commission to decide whether one-by-one selloffs will be allowed.

In his final report, McKinney made three recommendations to the FCC:

- Expedite all remaining RKO proceedings, including bypassing the Review Board and appealing initial law judge decisions directly to the full Commission.

- Keep results of recent negotiations "invisible" in any future FCC litigation.

- Abolition of comparative renewals by Congress.

#### Comparative Renewals Blasted

In his report, McKinney blasted comparative renewals as an "enemy of the public interest." He charged, "It is difficult to imagine a more harmful contrivance of government than one which

would submerge more than a dozen broadcasting voices in nine major cities of the United States in a situation of perpetual limbo for years on end with no clear vision of the future.

"The present licensee has no choice but to siphon off revenue to continue litigation ad infinitum. It can neither add nor subtract broadcasting properties to strengthen its position in the marketplace. Programming to the public is bound to suffer. Good management and talent is difficult to hire or retain under such a cloud, and competing ap-

plicants are encouraged to enter the fray and begin paying the cash they might later use to operate the stations for legal fees to first obtain them.

"The entire process is a tragedy and one that no one seems to be able to stop — not the Commission, not RKO, not the applicants. If the RKO saga is doomed to continue on a treadmill of litigation, so be it. But every effort to rid the public of this offensive process called comparative renewal should be made. The public interest demands it."

## SPINNING OFF RADIO/TV

### Heritage In \$835 Million Leveraged Buyout

Des Moines-based Heritage Communications, whose media interests include 11 radio stations, will undergo a leveraged buyout by a group that includes current company management, as well as Telecommunications, Inc. of Denver, one of the nation's largest cable television operators.

An unidentified group of existing managers will reportedly agree separately to purchase the Heritage radio and television properties.

The total buyout is valued at \$31/share, or \$835 million for all 26.1 million shares of Heritage stock. Each share will bring \$26 in cash, plus \$6 of common stock in Telecommunications Inc.

The merger is subject to approval by stockholders of both companies, and the FCC. Heritage's interests will be weighed by a special committee consisting of disinterested, outside directors, who have retained Kidder Peabody and Goldman Sachs as financial advisors.

Three Heritage radio properties were recently acquired from Rollins Communications. They are KDAY/Los Angeles, WBEE/Chicago, and WRAP/Norfolk. Heritage's other stations were recently bought from LIN: WBBF & WMJQ/Rochester, WEMP & WMYX/Milwaukee, and WIL-AM & FM/St.

Louis. It had a 30% interest in WABI & WBGW/Bangor, ME. Heritage recently sold WCHS & WBES/Charleston, WV and WAMS/Wilmington, DE.

### WGSM & WCTO Sale Delayed

Greater Media's proposed sale of WGSM & WCTO/Nassau-Suffolk for \$9 million to WLIR/Long Island operator Elton Spitzer has been postponed. Since it was announced in October, the deal has been tied up by petitions to deny filed with the FCC.

The petitions were reportedly filed by parties to the bruising battle over the WLIR license, which Spitzer has held for several years under special interim authority from the FCC.

Greater Media President Frank Kabela says he is still committed to the sale, but believes it could not be completed before April 1.

Spitzer plans to transfer WLIR's modern music/AOR format to his new combo. Meanwhile, however, the FCC last week gave Spitzer 60 days to hand over the WLIR license to interim operator Long Island Radio Communications.

# INTENSE.

(in-tēns') adj. 1. Force in Radio Market. 2. Does not compromise. 3. Buys the Slicker Sticker.

**INTENSE BUMPER STICKERS!  
THE SLICKER STICKER!**

1-800-331-4438

**Communication  
Graphics Inc**

(kə-myōō' nə-kā shən gräf'iks) n. The Best.

P.O. BOX 54110 TULSA, OKLAHOMA 74155 (918) 258-6502

We're #1 on **compact disc**  
DIGITAL AUDIO

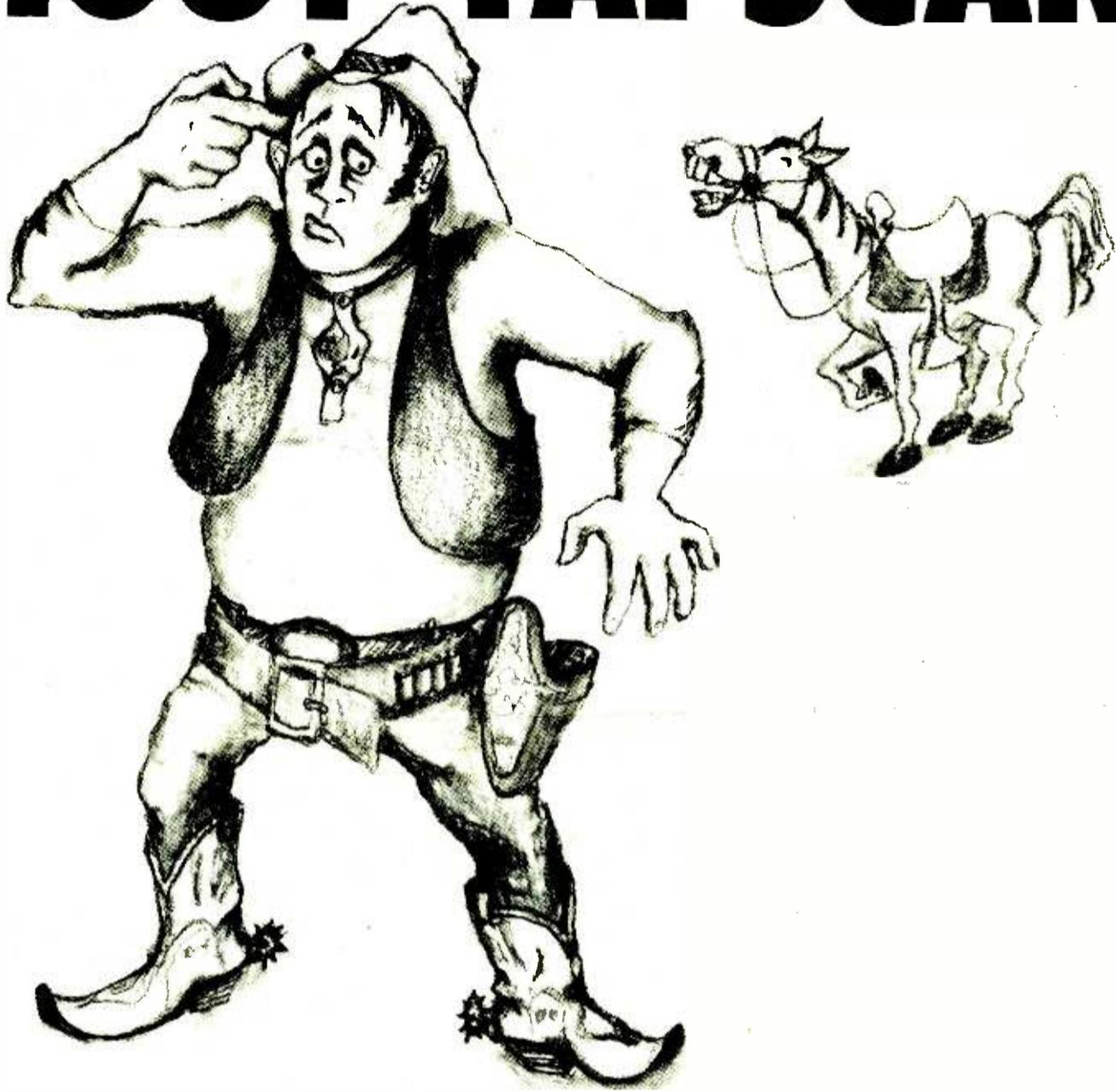


**3000 STEREO SOUND EFFECTS  
ON 28 CD's**

**CALL (416) 977-0512**

86 McGill Street, Toronto, Ontario Canada M5B 1H2

# SELL RADIO WITHOUT TAPSCAN?



It's a little too easy to be shot down in today's marketplace. Even if you're with a top rated station, the competition's more than tough. . . and they're likely to be armed with TAPSCAN. There are now over 500 more-than-satisfied TAPSCAN subscribers across the U.S. and in Canada, and all of them confirm that TAPSCAN MAKES MONEY! Countless selling points that have been overlooked, or were unavailable, suddenly surface when you have TAPSCAN. *New selling points, of course, seldom fail to create new dollars.*

And TAPSCAN will always provide new ammunition. Our programmers are constantly enhancing, improving and adding to a system that's already tops in its field. The system comes fully loaded with detailed trending analysis, 24-hour packaging and scheduling, rate card design and revenue projections, effective reach, frequency distribution analysis, the only 3-D, multi-configuration, triple graphics package created specifically for radio, plus a host of other features that are absolutely unique (and *exclusive*)! Just added is "The Loyalty Factor", a program that reveals what portion of your audience listens to your station and *no other*. This program includes Exclusive Cume Persons, Percent of Audience Exclusive, and a station Exclusive Cume Profile (a cell-by-cell overlay showing exactly where your exclusivity is concentrated). Imagine the big guns you could bring down with this information up your sleeve!

Another recent release is Qualitap, TAPSCAN's powerful new qualitative system. Qualitap is a respondent-based system; it will generate a variety of reports for any of close to a hundred adult demographic categories. . . *and if you like, the system will "wed" your audience's lifestyle and purchasing characteristics to your most current Arbitron rating.* With Qualitap, TAPSCAN has created an effective marriage of quantitative and qualitative data. Especially effective in the production of station profits. Qualitap makes the quality of your audience a primary variable in assessing your station's rate efficiency!

Like TAPSCAN, Qualitap was designed for an end-user who sells radio time, not a computer expert. Friendly, nonintimidating, clearly prompted, tolerant of wrong keystrokes, colorful, super-fast, satisfying and even FUN. . . these are terms which characterize all TAPSCAN products. This means that TAPSCAN is software which will be used by your entire staff, immediately carving new notches for your station.

Be forearmed. Call TAPSCAN for details or come by our booth at the RAB Sales Management Conference. With TAPSCAN's systems, no one will ever beat you to the draw.

## (205) 987-7456





Jeff Byers

## Byers Upped At WOR

WOR/New York Exec. Producer Jeff Byers has been upped to the new position of Operations Director. He'll report directly to PD Bob Bruno.

WOR VP/GM Lee Simonson commented, "More than a shift or increase in responsibilities, this promotion recognizes the job Jeff currently does in the area of overseeing and coordinating all of the production details connected with this very complicated radio station."

Byers joined WOR in 1978 as producer for the Patricia McCann and Sherrye Henry programs. He was promoted to Exec. Producer in 1983. "It has been my privilege to be a part of WOR radio for nine years," he told R&R, "and I look forward to my new role in creating the best possible showcase for America's premier radio personalities."

## Tenenbaum Heads Atco Singles



Bruce Tenenbaum

Atlantic Northeast Regional Pop Promotion Director Bruce Tenenbaum has been appointed Director/National Singles Promotion at Atco. He succeeds Marc Nathan, who became Director/National Singles Promotion for Atlantic late last year.

Atco GM Margo Knesz said, "This longstanding member of the Atlantic family brings to his new post a thorough understanding of contemporary radio and of our label's activities. His solid promotion background will undoubtedly contribute greatly to the continued growth and success of the Atco organization."

Describing himself as "excited" at the appointment, Tenenbaum told R&R, "Atco has a young, extremely talented national staff that you'll be hearing a lot from in the future. Best of all is the opportunity to continue working with the same great Atlantic staff I've been proud to be a part of for ten years."

Tenenbaum joined the company as Manager/National College Promotion, and served as Director/Regional Pop Promotion from 1979-82. He subsequently handled local promotion duties in the New York/New Haven market, then advanced to Northeast Regional Pop Promotion Director.

## New Gold Format On WING

WING/Dayton dropped its long-time AC format for a "Solid Gold" approach Monday (2/2). The station had been a Top 40 legend in Dayton since the late '50s before evolving to AC in the '70s. John Lankenau remains as PD and the entire airstaff stays on.

VP/GM David Leonard told R&R, "We have a superb airstaff with plenty of talent, and I want to put them in a court to play on that they're most familiar with. Morning man Steve Kirk was at his zenith when WING was playing exactly this kind of music as currents."

WING was off 3.8-2.7 in the fall Arbitron, while suburban Gold outlet WLGY/Xenia, which hadn't shown in the previous book, debuted with a 2.3. Leonard says that WING's music mix will cover the years 1965-80, with a few songs from before that period.

## Simon PD At KBUG & KCPX



Lou Simon

Lou Simon, former MD/air personality at KKHR (now KNX-FM)/Los Angeles, has been named PD at Gold/CHR combo KBUG & KCPX/Salt Lake City, replacing PDs Greg Smith and Brad Stone, respectively.

VP/GM Terry Schmidt, noting the fall book for KCPX was up, said, "Brad and Greg did a fine job, but we needed faster growth with a more aggressive approach. Lou's background in both formats, plus his love for the market and surroundings, makes him perfect for us. The level of promotion and excitement will be noticeably increased in our efforts at both stations."

Simon indicated there would be no other staff changes. "Both facilities are doing well," he said. "The AM needs a bit of refining and the FM, which is dominant, just needs to be more exciting and fun to listen to. We will bring in a bit more major market flair without losing the localisms of the Salt Lake area. With the expanded Arbitron metro (which now includes Utah County and the Provo metro), our plans are to increase our emphasis there as well."

Simon's background includes terms as Asst. PD at WAYS/Charlotte, MD at Q107 (WRQX)/Washington, and air personality at KZZP/Phoenix. He indicated he would name a music director in the near future.

## THE PICTURE PAGES

### Capitol Welcomes New Team



EMI Worldwide Chairman Bhaskar Menon hosted a welcoming party of all Capitol/EMI L.A. staffers in honor of incoming Capitol/EMI Vice Chairman Joe Smith and President David Berman. Pictured (l-r) are EMI Int'l Classical President Peter Andry, Berman, Smith, EMI UK's Roel Kruize, EMI UK Managing Director Rupert Perry, EMI Europe MD Alexis Rotelli, Menon, and EMI International MD David Stockley.

### American Music Awards Stars



Displaying their American Music Awards trophies at the January 26 ceremony are (l-r) Whitney Houston (a five-category winner), Madonna (favorite female video artist, pop/rock), Janet Jackson (a double winner), and Jeff Cook of Alabama (triple winners).

### Multimedia Superstars



MCA brought along some of its own stars to the Burkhardt/Abrams etc. Superstars convention in Palm Springs recently. Pictured at the opening night, MCA-sponsored cocktail party are (l-r rear) MCA artist Steve Jones, WZZO/Allentown's Rick Strauss, MCA act Charïe Sexton, MCA's Pat Martine, artist Andy Taylor, Night Ranger's Kelly Keagy, MCA's Bubba Osborne, Night Ranger's Jack Blades, and Boston's Brad Delp; (l-r front) Kansas's Steve Walsh and Steve Morse, WEGR/Memphis's Howie Castle, MCA VP Bill Bennett, Mrs. Brad Delp, and MCA's Randy Hock.

### Journey Into 1987



Journey wrapped up their 1986 National Tour with a New Year's Eve performance in Long Beach. Shown here (l-r) are Columbia VP Bob Wilcox, Journey's Steve Perry, Neal Schon, and Jonathon Cain, Columbia's Jim McKeon, VP Mauri Lathower, and Bob Garland; standing in front (l-r) are the group's Mike Baird and Randy Jackson.

**WESTWOOD ONE RADIO NETWORKS**

P R E S E N T

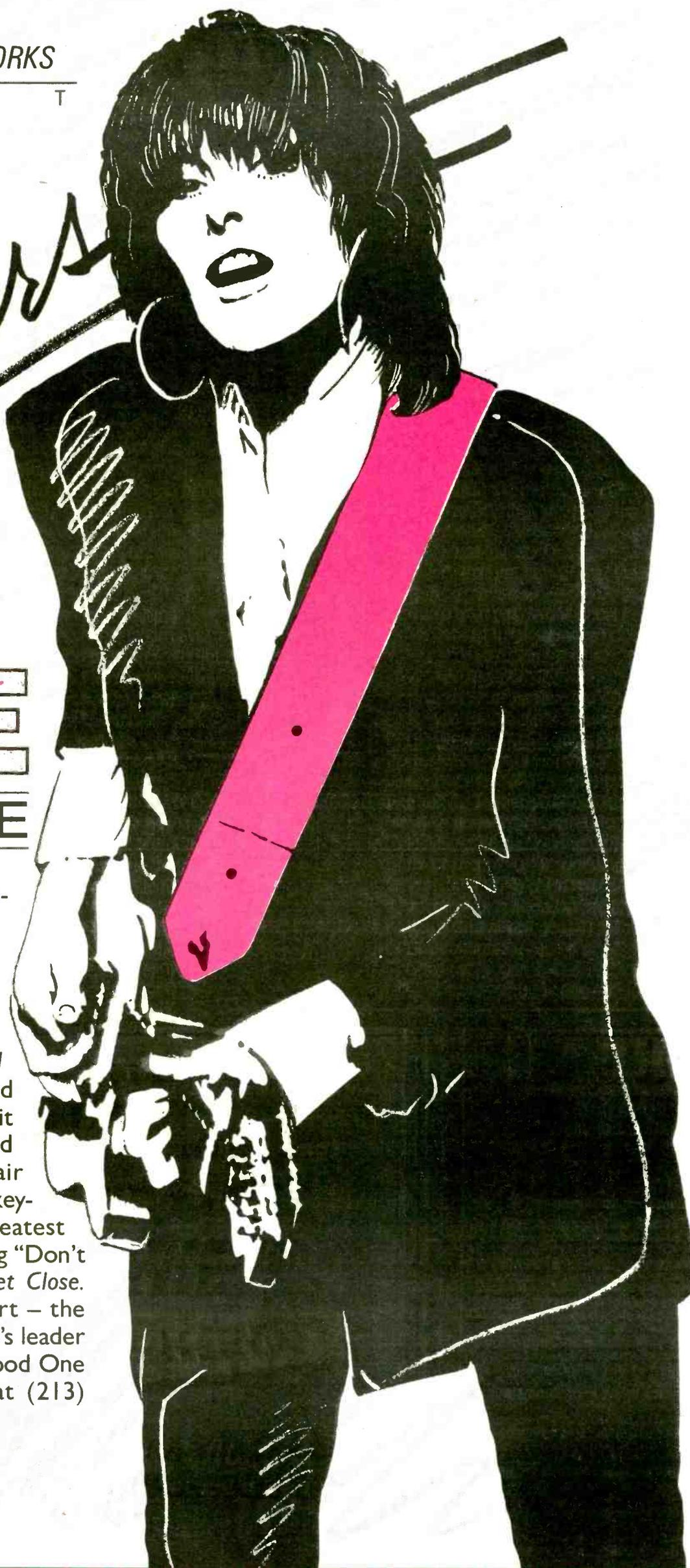
*The Pretenders*

**LIVE**

**VIA SATELLITE**

The Westwood One Radio Networks proudly present The Pretenders in an exclusive concert performance *live via satellite* from Chicago at 9:00 PM (CT) Tuesday, March 24. The band's *Get Close* tour is the most-anticipated rock & roll road trip of the year, and Westwood One's *Concertmaster I* mobile studio will be there to bring you and your listeners the entire Chicago show as it happens! You'll hear Chrissie Hynde, lead guitarist Robbie McIntosh, drummer Blair Cunningham, bassist Malcolm Foster and keyboardist Rupert Black delivering the greatest songs from the four Pretenders LPs, including "Don't Get Me Wrong" and "My Baby" from *Get Close*. Don't miss The Pretenders live in concert – the latest exclusive from Westwood One, radio's leader in Big Event specials! Contact your Westwood One Station Relations Representative now at (213) 204-5000 or Telex 4996015 WWONE.

**WESTWOOD ONE RADIO NETWORKS**



# ALL ACROSS STATIONS SWITCHING

*If you're thinking of switching, contact:*

**DICK SHARPE 212/309-9002**

**CHUCK HILLIER 312/372-9600**

**JACQUI ROSSINSKY 212/309-9003**

**IRA WECHSLER 213/470-7178**



**KOOL AM/FM**

**PHOENIX**

Adams Communications



## HNWH

**HILLIER, NEWMARK, WECHSLER & HOWARD**  
△ AN INTEREP COMPANY

New York, Atlanta, Boston, Chicago,  
Dallas, Detroit, Houston, Los Angeles,  
Minneapolis, Philadelphia, St. Louis, San Francisco.

# AMERICA ARE TO HNWH.

**WWKB/WKSE**

BUFFALO  
Price Communications

**WCZE/WLOO**

CHICAGO  
Century Broadcasting

**WGAR AM/FM**

CLEVELAND  
Nationwide Broadcasting

**WZPL-FM**

INDIANAPOLIS  
Booth Broadcasting

**WKSZ-FM**

PHILADELPHIA  
Greater Media Radio Co.

**WAGG/WENN**

BIRMINGHAM  
Booker T. Washington  
Broadcast Service, Inc.

**WZGC-FM**

ATLANTA  
First Media Broadcasting

**WJBO/WFMF**

BATON ROUGE  
Baton Rouge Broadcasting Co.

**WIRK AM/FM**

WEST PALM BEACH  
Price Communications

## NEWSBREAKERS

Edited by Jim Dawson



Diane Gilmour

Kathy Aquaviva

Hank Bedsole

Barbara Firstman

Michael Brochstein

Dave Krusenklous

Jay Morgenstern

Larry Caringer

Kris Robbins

● **DIANE GILMOUR** has been appointed Associate Director/Media Relations at **Atlantic Records** in New York.

Also at Atlantic, **KATHY AQUAVIVA** has been named Associate Director/Media Relations, West Coast. For over two years, Aquaviva has been the label's Manager/West Coast Publicity, prior to which she was in Studio Relations at **Paramount Pictures**.

● **PAULA SCHNEIDER** becomes National Sales Manager at **WNBC/New York**, having previously been an Account Executive there since 1982. She earlier was Station Manager, GSM, and LSM at **WPLR/New Haven**.

● **RAYMOND GIANCHETTI** joins the **National Association of Recording Merchandisers (NARM)** as Director/Creative Services. He formerly served as Manager/Operations & Business Affairs for the **Franklin Mint Record Society**.

● **SANDY BENSON** is named Music Director at **WMRQ/Boston**, replacing **CHRIS KNIGHT**.

● **KXRX**, Seattle's new AOR, signs **Larry Bruce Communications** for consultation.

● **MICHAEL VAN ZANDT** is **WRFY/Charlotte's** new Music Director, replacing the exiting **Mary London**.

● **HANK BEDSOLE** has been named VP/GM of **Chuck Blore & Don Richman, Inc.** For the last 11 years, Bedsole has been GSM of **KNX-FM/Los Angeles**. Other stints include work at L.A.'s **KNX-TV** and **KPOL** (now **KZLA**).

● **BARBARA FIRSTMAN** is elevated from Regional Director/Marketing & Research to Executive National Director at **Macey Lipman Marketing**. Formerly of **Boardwalk Records** and **Musicland Group**, Firstman has been with **MLM** for five years.

● **MIKE RYAN**, PD at **WQDR/Raleigh-Durham**, has resigned to become PD at **EZ's WEZS/Richmond**. He replaces **Dave Dillon**, who transferred to **EZ's WOKV & WAIV/Jacksonville** last month. Ryan takes his new post in two weeks. A replacement at **WQDR** is pending.

● **CHIP HOBART** becomes **WQFM/MILWAUKEE** Music Director. Hobart's background includes MDships and airwork at **WAPP/New York**, **WLUP/Chicago**, **WDAI/Chicago**, and **KDWB/Minneapolis**.

● **BONNIE STACEY** joins **Virgin Records** as Southwest Regional Promotion Director. She comes from **KNCN/Corpus Christi**, where she was Program Director.

● **MICHAEL BROCHSTEIN** is named Sr. VP/Media Director of **Media General Broadcast Services**. Formerly VP/Media Director of **Giffin Bacal** and VP/CBS Sales Manager of **Blair Television**, Brochstein succeeds **BILL KOENIGSBERG**, who was promoted to Exec. VP/Media & Marketing.

● **PHILIPPE DESINDES** joins **RCA/Ariola France** as Director/RCA, Ariola International & Licensees, to head its International Department. Desindes was most recently with **Polydor France**.

Additionally, **JEAN-CLAUDE LARCO** comes aboard as Director/Sales & Marketing, **RCA/Ariola France**. For the past 15 years, Larco has been in **WEA France's** Sales Department, most recently as Director/Sales.

Concurrently, **LAURENCE LE NY** has been appointed the label's Director/Promotion. She was most recently Director/TV Promotion for **Polydor France**, prior to which she was in the TV Promotion Department for **CBS France**.

● **MICHAEL OSTERHOUT**, VP/GM at **WRBQ-AM & FM/Tampa**, is appointed to the Board of Directors of **NAB**.

● **HEDRON ENTERTAINMENT** announces its debut as an entertainment industry firm involving personal artist management and music publishing. The company is based at 10880 Wilshire Blvd., Suite 1812, Los Angeles, CA 90024; (213) 475-7171. **LEONARD RUTKIN** is CEO and **LARRY MARKS** is President. New VPs in **Hedron Management** are **BRIAN PANNELLA** and **KENNY MacPHERSON**. **EDDIE LAMBERT** is President of the **Hedron Music Group**.

## CHRONICLE

## Born To:

● **WTFM/Johnson City, TN** PD **Bruce Goldsen**, wife Susan, son David Tyler, January 16.

● **KOKZ/Waterloo** PD/MD **Jeff Christianson**, wife Regina, son Jason Duane, January 17.

● **KMZQ/Las Vegas** PD/morning man **Tim Maranville**, wife Patti, daughter Danielle Elizabeth, January 19.

## Married:

● **WHCN/Hartford, CT** News Director/morning man and **United Stations Radio Networks** weekend anchor **Gary Lee Horn** to **WMAS-AM & FM/Springfield, MA** Creative Services Director **Debra Doff**, December 7.

● **DAVE KRUSENKLAUS**, PD/morning man at **WKQQ/Lexington**, advances to Operations Manager. Stepping in as PD is **PETER DELORO**, who joins from the PD post at sister station **WZZU/Raleigh**. Midday personality **STACY YELTON** has now become Music Director as well.

● **JAY MORGENSTERN**, Exec. VP/GM of **Warner Bros. Music, Inc.** and President of **Warner Bros. Publications, Inc.**, has been elected as a publisher member to **ASCAP's** Board of Directors, filling the unexpired term of former board member and **Warner Bros. Music, Inc.'s** Chairman of the Board **Chuck Kaye**.

● **JOE HARNELL**, a veteran motion picture and television composer, arranger, conductor, and performer, has been named President of the **American Society of Music Arrangers**.

● **JEFF TURLEY** becomes Program Director at **KDXR/Amarillo**.

## For The Record

In the 1/23 issue, **Linda Ferrando** should have been identified as former Assistant to the Sr. VP/Promotion at **Atlantic Records**.

## CHANGES

**Yvonne Barton**, former AE with **WHYT/Detroit**, joins **WPLJ/New York** for same position.

**Linda Skuratowicz**, formerly with the **Thomas Register Company** in retail sales, joins **WRIF/Detroit** as AE.

**Karen Simpson**, former television film director, joins **WRIF/Detroit** as AE.

**Barbara Rockefeller**, formerly a presentation writer for **ABC-TV**, joins **WPLJ/New York** as AE.

**Mark Shelton**, former textiles importer, joins **WRDU/Durham** as AE.

**David Kawanishi** has been promoted to Director/Royalties at **Bug Music**.

**Paddy O'Brien**, former regional manager for **Hillier, Newmark, Wechsler** and **Howard**, joins **McGavren Guild Radio** as AE.

**Vincent J. Gambino**, former AE with **Blair Radio/Dallas**, has been transferred to **New York** in the same capacity.

**Howard M. Frank**, former research analyst for **Blair Radio**, has been promoted to AE.

**Mark D. Meech**, former AE at **Blair Radio/Detroit**, joins **Chicago** office in the same capacity.

**Ann Pantalone**, former AE at **Blair Radio/Detroit**, joins **Chicago** office in the same capacity.

● **LARRY CARINGER** is the new PD at **WHFM/Springfield, MA**. The station's morning man, Caringer had been acting PD for the **CHR** station during the past several months. Also at **WHFM**, midday personality **K.C. PALMER** has moved up to Asst. PD.

● **KRIS ROBBINS** is now working for **Tapscan** as the company's primary Account Executive, representing "Musicscan." **Tapscan's** computerized rotation system. Robbins is a 17-year radio veteran, having held PD/OM posts at **WNOE-AM & FM/New Orleans** and **WNUD-AM & FM/South Bend**.

● **SAM RUSSELL** is named Assistant PD at **KLSX/Los Angeles**. Her background includes directing community switchboards at **KKCY/San Francisco** and **KLOS/Los Angeles**.

● **MIKE OLIVER** becomes Music Director at **CHR-formatted KBTS/Killeen-Austin, TX**. He was previously morning anchor at **KIXS/Killeen**, and earlier worked at **KUBE/Seattle**.

● **STEVE McNEE** has been named PD/midday personality at **Bear Broadcasting's** newly acquired **WZLX/Wildwood, NJ**. Also, **BARBARA VOIGHT** transfers from sister station **RI-104/Providence** as Assistant PD/afternoon personality.

## PROS ON THE LOOSE

**Jerry Bradford** — PD **WCLK/Atlanta** (404) 753-2202

**Jon Brent** — MIDDAYS **KRQR/San Francisco** (209) 523-6332

"The Real" **Jack Daniels** — Air Talent **92Q (WRQC)/Cleveland** (216) 961-5220

**Sean Donahue** — MIDDAYS **WCKG/Chicago** (312) 664-5765

**Jeffrey "Shotgun" Duncan** — MORNINGS **WDJX/Louisville** (502) 966-0643

**Susan Elliott** — Morning Show Producer **FM102/Sacramento** (916) 677-0263

**Kevin Machado** — MIDDAYS/PROMOTION **KOSO (K093)/Modesto** (209) 521-9489

**Jim Martin** — PD **WOAY/Beckley, WV** (304) 255-5344

**Brian Michaels** — PD/MORNINGS **WQLZ/Cheboygan, MI** (616) 625-9744

**Ace Paladino** — PD **KRIX/McAllen-Brownsville** (512) 233-5694

**Derrick Stevens** — MD/MIDDAYS **WQLZ/Cheboygan, MI** (616) 625-9744

**Shadow Stevens** — MIDDAYS **WYAY/Atlanta** (404) 928-6248

**Laurie West** — NIGHTS **KFSO/Fresno** (209) 583-7820

**J.J. Wright** — LATE-NIGHTS **WNVZ/Norfolk** (804) 232-8528

## ONE YEAR AGO TODAY

- **Bob Hattrik** stabbed to death
- **Art Carlson** **Susquehanna Radio** President
- **Phil Hall** PD, **KRTH-AM & FM/Los Angeles**
- **Ted Edwards** PD **KGB/San Diego**
- #1 CHR: "How Will I Know" — **Whitney Houston** (Arista)
- #1 AC: "Sara" — **Starship** (Grunt/RCA)
- #1 BIU: "Do Me Baby" — **Melissa Morgan** (Capitol) (3 wks)
- #1 COU: "Think About Love" — **Dolly Parton** (RCA)
- #1 AOR Track: "All The King's Horses" — **Firm** (Atlantic)
- #1 LP: "Afterburner" — **ZZ Top** (WB) (14 wks)

## FIVE YEARS AGO TODAY

- **KROQ/Los Angeles** loses AM license
- **Jim Lowe** PD, **WNEW/New York**
- #1 CHR: "I Can't Go For That" — **Hall & Oates** (RCA) (6 wks)
- #1 AC "Leader Of The Band" — **Dan Fogelberg** (Full Moon/Epic) (2 wks)
- #1 BIU: "That Girl" — **Stevie Wonder** (Tamla/Motown)
- #1 Country: "Only One You" — **T.G. Sheppard** (WB/Curb)
- #1 LP: "Freeze-Frame" — **J. Geils Band** (EMI America) (5 wks)

## TEN YEARS AGO TODAY

- #1 CHR: "New Kid In Town" — **Eagles** (Asylum)
- #1 AC: "New Kid In Town" — **Eagles** (Asylum)
- #1 Country: "Near You" — **George Jones & Tammy Wynette** (Epic)
- #1 LP: "Hotel California" — **Eagles** (Asylum) (5 wks)

At last! An attorney who's been there! 15 years' programming, sales and management.

### BARRY SKIDELSKY Attorney/Consultant

132 East 45th Street, New York, NY 10017 — (212) 370-0130

- full-service assistance for station sale, purchase, start-up and turnaround
- new buyer education • flat rate new FM (Docket 80-90) package • arbitration
- lender consultant: risk management, work-outs • bankruptcy trustee/examiner
- employment and other contracts: negotiation and drafting • 1st counsel free

# 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.*

**1. OUR APPROACH IS SENSITIVE TO YOUR NEEDS.**

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

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

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

**3. WE WON'T WORK FOR YOUR COMPETITION.**

Coleman Research believes confidentiality helps establish an on-going relationship that can better serve your long-range marketing concerns.

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** *a recognized leader*

P.O. BOX 13829, RESEARCH TRIANGLE PARK, N.C. 27709 (919) 790-0000

# LONE JUSTICE



## SHELTER

# 90/16

... And Many Many More!

PRO-FM 34-31	WHHY deb-29
94Q deb-29	WNCX 32-28
KEGL 33-30	WIXX 25-22
WLS 15-13	KITS 10-6
WMMS 23-19	WFXX 40-34
WCKN 37-32	WBNQ 11-9 (HOT)

40% of the country knows where there's "Shelter" there's sales with Lone Justice!

# BERLIN



## YOU DON'T KNOW

Just Released  
On Your Desk This Week!



# R&R STREET TALK

## Blair: To Sconnix Or Sillerman?

Rome wasn't built in a day, and **BLAIR** wasn't bought in a week. Not this week, anyway. No official word from anyone, but **SCONNIX** appears confident that its rumored \$152 million bid for the Boston, Dallas, Tampa, and Indy combos is progressing smoothly. Industry insiders are speculating on a subsequent **KVIL/DALLAS** deal (possibly to Blair Owned Stations President **JIM HILLIARD**) for a whopping \$90 million, as well as the sale of Blair's **WZOU/BOSTON**, since Sconnix already owns an FM there (**WBOS**). However, don't count out radio exec **ROBERT SILLERMAN**, who also wants to buy the stations and reportedly has certain contractual rights from Blair parent **RELIANCE**. It's expected that everything will be resolved shortly.

With condom advertising on TV already receiving widespread "condomnation" (in some quarters), can radio's turn be far behind? Sen. **EDWARD ZORINSKY** (D-NE) told the **NAB** Board meeting in California this week that the furor over condom ads will make the alcohol ad battle of two years ago look like a "Sunday school picnic." Rep. **MATT RINALDO** (R-NJ) predicted "real outrage" in many quarters. Apparently TV can show the product, but radio... well, we wonder what sound a condom makes.

Did the cancellation of **DIR BROADCASTING's** much-hailed (and harassed?) "National **HOWARD STERN** Show," which took place last week due to "lack of advertiser support," actually stem from Stern's refusal to do a TV series for parent company **LORIMAR TELEPICTURES**? Inquiring minds want to know.

Speaking of Stern, look for another splash of national publicity on the issue of obscenity and indecency on the air. *Time* magazine is now preparing a piece on "raunch radio," and *USA Today* may well have one in the works too.

### SBK: Going To The Chappell?

One of the rumors circulating at last week's **MIDEM** convention in Cannes was that **SBK ENTERTAINMENT WORLD**, the firm which recently bought **CBS SONGS**, is looking to acquire **CHAPPELL/INTERSONG's** music publishing interests. Chappell Chairman **JAMES HARMON**, however, told **R&R**: "We're not engaged in any discussions with them. It's true that we've been approached by a number of people, but none of those approaches has resulted in any negotiations."

More on pending (or not) acquisitions: **A&M's** look-see at the **ROULETTE RECORDS/BIG SEVEN MUSIC** package being offered by **MORRIS LEVY** may not lead to a deal. It's "up in the air," says one source, noting that Levy's price tag for the label/song catalog combo is on the high side.

Despite previous reports, **GARY STEVENS** won't be quitting **WERTHEIM & CO.** this year to go out on his own in the brokerage business. After piling up a \$270 million year in 1986 and being named a Wertheim Managing Director, look for Gary to stay put for awhile.

What's in a name? A registered trademark, apparently, when it comes to the word "cassingle." Seems that savvy **IRS RECORDS** registered that term in 1981 when it released "Our Lips Are Sealed" by the **GO-GO'S** as a cassette single. Now that the industry as a whole is seriously looking at cassettes as an alternative to the fading 45, it has to reach some accommodation — as in \$\$ — with IRS if that's what the configuration is going to be called. Or else come up with a better name.

**ARISTA** has responded to the recent suit brought by onetime parent firm **COLUMBIA PICTURES** involving the **MONKEES (R&R, 1/2)**, and has filed its own counterclaims. The label not only denies the charges about unauthorized marketing of the group's product, but also contends that Colpix violated its side of the original 1979 deal. Arista wants damages and a halt to Columbia Pictures' plans to launch a "New Monkees," among other points.

Also at Arista, **STEVE SHMERLER** has left the label (under amicable terms) as VP/Creative Marketing to pursue new business directions. "This is an exciting time in the music business," he said. "I am exploring several opportunities, which I plan to announce very shortly."

Word is **JIM WORTHINGTON** is stepping down from his VP/GM post at **WNIC-AM & FM/DETROIT**, and will head the Radio Consulting Division of **MAGID RESEARCH** in Cedar Rapids, IA.

Advance congrats to **A.D. WASHINGTON**, who's been promoted to National Director/Promotions in **MCA's** Black Music Division. Details next week.

Due to a little label restructuring, **GRAMAVISION's** National Promo Director **SUZANNE BERG** exits as Promotion Manager. **DEBBIE SCHORE** assumes most of her responsibilities. Berg will disclose her future plans shortly.

Continued on Page 26

**STRATEGIC RADIO RESEARCH**

Reliable, accurate research.

211 E. Ontario  
Chicago, IL 60611 (312) 280-8300

# THIS WILL DO THE TRICK!

"IT'S TRICKY," THE NEW  
SINGLE BY PRO-5131 RUN-D.M.C.



PHOTO: GLEN E. FRIEDMAN

FROM THE GRAMMY  
NOMINATED ALBUM,  
"RAISING HELL." NOW,  
ALMOST PRO-1217 THREE  
MILLION COPIES SOLD.

WATCH FOR THE NEW VIDEO  
FEATURING RUN-D.M.C. AND  
PENN & TELLER.

ON PROFILE RECORDS.

© PROFILE RECORDS, INC. 740 BROADWAY,  
NEW YORK, NY 10003.

**PROFILE**  
RECORDS, INC.

# JEFF WOLOZINSKI



## STREET TALK

Continued from Page 24

### Consultant's Corner

**JOHN GORMAN** is no longer consulting **WPHD/BUFFALO**, as **JEFF POLLACK** signs on there as well as at **WIOT/TOLEDO** and **WKFM/SYRACUSE** . . . **KJOI/L.A.** is now using the services of **BONNEVILLE**, which once consulted competitor **KBIG**, and gains the services of former **KBIG** VP/Programming **FRED SEIDEN** . . . New Seattle AOR challenger **KRRX** inks **LARRY BRUCE** . . . **FRED JACOBS** and **WRIF/DETROIT** are severing ties, thus fueling more speculation about him working with crosstown **WMJC** after he sits out a brief no-compete clause . . . Finally, congratulations to "Hot Hits" consultant **MIKE JOSEPH**, who celebrates his 40th anniversary in radio this week and should announce his latest project in a top 25 market any day now.

Looks as if filmmaker **JOHN HUGHES** ("The Breakfast Club," "Pretty In Pink," etc.) will have his own record label through **MCA**. It'll be for new rock talent, not merely soundtrack projects. Meanwhile, Hughes's newest flick, "Some Kinda Wonderful," will have its soundtrack released on . . . **MCA**.

Congratulations are in order for **CAPITOL** Director/A&R **TOM WHALLEY**, who's just been given his VP stripes. The official pronouncement soon.

New York legend **DON IMUS**, whose on-again, off-again claim to be buying **WNBC/NEW YORK** was thought to be a joke, might actually be pursuing such a course. According to the *New York Post*, Imus may have investor **DONALD TRUMP**'s backing in making an offer of \$30 million for the Gotham AM. Trump is said to be hungry for a New York media property, and 'NBC might be just the ticket.

Also, **WNBC** just signed **ALAN COLMES** to do overnights. Colmes is late of **WABC/N.Y.**, and also does a stand-up routine at the Comic Strip.

PD **WAYLON RICHARDS** has launched the new current-intensive CHR presentation for **KWK/ST. LOUIS**. He's keeping the calls but adding the positioning statement "Hits 106." **K106/BALTIMORE** morning guy **STEVE COCHRAN** joins **RICK RUMBLE** for mornings, **CHRIS KNIGHT** from **WHTT/BOSTON** comes aboard for middays, **MARK MITCHELL** joins from **WZOU/BOSTON** for afternoons, **KCPW/KANSAS CITY**'s **JIMMY PAGE** does nights, and staffer **STEVE BYES** remains for overnights.

Although it seems **WCCB-TV/CHARLOTTE**'s offer to purchase **WPET & WKSJ/GREENSBORO** has been accepted by parent company (and Chapter 11-plagued) **ROBINS COMMUNICATIONS**, **DICK BROADCASTING** is rumored to also be pursuing the stations in order to swap the CHR format on 'KSI for the AOR currently heard on its own **WKRR/ASHEBORO**. Supposedly Dick wants **WKSJ**'s stronger Greensboro signal, and intends to spin off its Asheboro facilities if it can wrest **WPET-WKSJ** away from Robins and/or **WCCB-TV**.

### Outlaw Licensing Organization?

**WAYLON JENNINGS** is set to take on the music licensing organizations in Nashville, alleging that said groups aren't looking out for songwriters the way they once did. His discontent stems from a "no-advance" policy, started several years ago, which forces many songwriters to struggle. "I believe the organizations have lost sight of who they're working for," he claimed. "Writers don't work for them; they work for the writer." His office says he's in the early stages of planning an alternative organization which would correct the matter.

Comedy duo **STEVENS & GRDNIC** have just released their first home video, produced by **BOGUS PRODUCTIONS** and distributed by **MPI HOME VIDEO**. The video, "How To Party," expands on one of the pair's daily comedy bits syndicated by **ALL STAR RADIO**, and offers viewers tips on — you guessed it — "how to party."

Job Jumps Of The Week: At **WDVE/PITTSBURGH**, **ANTHONY ALFONSI** moves from the traffic & accounting department to become Assistant PD/MD . . . **KNCN/CORPUS CHRISTI** PD **BONNIE STACEY** shifts to Southwest regional promo duties for **VIRGIN**.

New **WCKG/CHICAGO** PD **TIM KELLY** is going to unusual lengths to get listener input. An on-air promo asks listeners to call him with their comments either at the station or at home after hours, with Kelly actually providing his home phone number. He identifies himself by his real name (**TIM SABIEN**) and mentions the other Chi-town stations he's programmed (**WLUP** and **WLS**). Meanwhile, Kelly has hired one-time **WLUP** PD **MITCH MICHAELS** to replace the exiting **SEAN DONAHUE** on 'CKG middays.

## AIR PRIORITIES: WEEK 24

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Feb. 11, 1987

Title	Artist	Label
LEAN ON ME	CLUB NOUVEAU	KING JAY/WB
SHIP OF FOOLS	WORLD PARTY	CHRYSALIS
KISS YOU (WHEN ITS DANGEROUS)	EIGHT SECONDS	POLYDOR/POLYGRAM
VOICE ON A HOTLINE	DON JOHNSON	EPIC
HAVE YOU EVER LOVED SOMEBODY	FREDDIE JACKSON	CAPITOL

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

### ACTIVE INDUSTRY RESEARCH

P.O. BOX 1136 Columbia, Maryland 21044 (301) 964-5544

# CAPITOL GAINS

## TINA TURNER

### WHAT YOU GET IS WHAT YOU SEE



Y100 add  
WGH add  
B96 37-31  
Z95 deb-38  
WMMS add  
99DTX add  
WKTU deb-28  
WLOL add-36  
KPKE add

### BREAKERS

Y108 deb-27  
KMJK deb-35  
FM102 deb-34  
KPLZ deb-37  
KUBE deb-32  
WNCX add 39

## CROWDED HOUSE

### DON'T DREAM IT'S OVER



WXKS 31-27  
WKSE 37-32  
CKOI add  
WAVA add  
94Q 28-24  
PWR997 15-13  
Z93 deb-36  
93FM 24-19  
Y100 add  
WLS 29-23  
Z95 35-25  
WMMS 16-14  
92X deb-34  
WCZY add  
KDWB 23-15  
WLOL 17-12  
Y108 19-10  
KIIS add  
KMEL 26-18  
KATD 26-21  
KWSS 29-25  
WBCY deb-30  
WROQ 31-26  
WNCX 37-29  
KITS 13-9

## DURAN DURAN

### SKIN TRADE



B104  
WKSE  
WBLI  
CKOI  
PRO-FM  
B106  
Q107  
WAVA  
Z93  
KEGL  
KTKS  
Y100  
WGH  
WMMS  
99DTX  
WCZY  
KWK  
KIIS  
KZZP  
KKRZ  
KMJK  
KS103  
KATD  
KPLZ  
KUBE

## FREDDIE JACKSON

### HAVE YOU EVER LOVED SOMEBODY



WXKS  
KRBE 36-32  
Y100 deb-34  
99DTX  
WCZY 30-27  
WHYT deb-22  
FM102 deb-27  
KMEL deb-31  
KWSS

## MELBA MOORE "FALLING"

KRBE FM102 add

Capitol®

© 1987 CAPITOL RECORDS, INC.

# TAKING AIM: An Industry Overview

**T**here's good news and bad news ahead for 1987.

The good news is that virtually every segment of the national radio industry predicts an up year. The Radio Advertising Bureau, Radio Network Association, and spot radio community are unanimous in their optimism — to a degree. Performance estimates for different segments of the industry fluctuate wildly, however; not all will share and share alike. The RAB predicts 10% growth for the industry as a whole, RNA is calling for a 11-13% growth across-the-board, while spot radio figures on a 3% jump over a stagnant 1986.

The bad news is that, despite optimistic projections, much of radio has hit a slump. This is partially reflective of the national business climate, but possibly even more indicative of the advertising community's view of radio vs. competing media. Radio currently receives 6-7% of the advertising pie, and virtually all members of the industry are working to increase that

**“RAB predicts 10% growth for the industry as a whole, RNA is calling for 11-13% growth across-the-board, while spot radio figures on a 3% jump.”**

percentage. RAB bolsters radio's image by using research studies that show the immediacy of radio, heavy vs. light use of radio compared with television and print, and time spent with radio vs. other media. Network radio builds on its cost-efficiency and reach qualities, while spot focuses on an advertiser's ability to target specific regions, markets, and demographic segments.

### Radio Not Influential, Survey Says

According to a nationwide survey conducted last month by Nebraska-based SRI Research, however, radio has a long uphill battle ahead of itself in the advertising wars. In this randomly-generated survey balanced for sex, age, and geographic region, SRI found that just 7% of all respondents judged radio as being the most important medium influencing their buying decisions. This compares with 41% for television and 36% for newspaper.

Obviously any survey, no matter how scientific and balanced it claims to be, can be disclaimed (as many people will want to do with this one). Researchers and statisti-

## CONTENTS

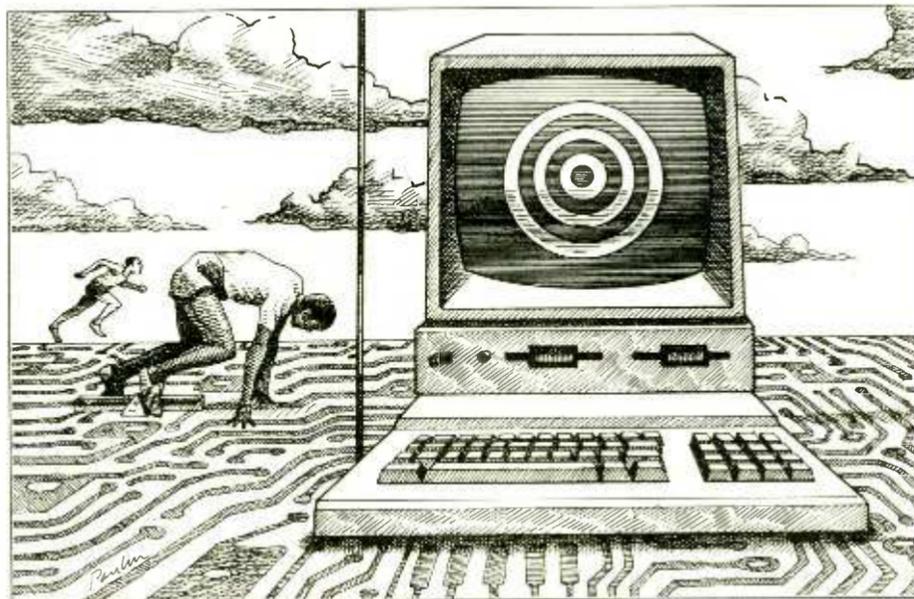


ILLUSTRATION: DOUG PAULIN

## TAKING AIM: MARKET OVERVIEW

The Radio Advertising Bureau has projected growth of 10% for the radio industry for 1987. Not all segments of radio will fare equally, however; networks are predicting sharper gains, while spot still appears to be fairly sluggish. This market overview breaks RAB's 10% growth prediction down into individual gains, and examines some of the factors involved in radio's "boom/bust" climate.

See Page 28

## TARGETING PRIORITIES

Many kinds of managers exist, just as there are many kinds of people who need to be managed. Ken Greenwood, President of Greenwood Development Systems, takes a look at how managers and managees can work toward realistic, tangible goals while achieving their own level of personal development.

See Page 32

## SCOUTING REPORT: SELLING THE FORMATS

Despite predicted 10% across-the-board growth for radio in 1987, not all stations can expect to fare equally well. Market, region, and format differences all contribute to wild fluctuations in billing patterns, contributing to confusion (and often frustration) within the industry. This section looks at individual format growth for the next 12 months and examines the causes of financial expansion or attrition.

See Page 34

cians can query "how were these questions asked?," "who answered them?," "how random and scientific was the survey?," and "did you isolate heavy radio users and specific target consumer demos?" Radio executives can say "this doesn't jibe with any other survey I've ever seen," and sales managers can say "consumer perception doesn't necessarily correspond with reality." No one likes to see or hear a negative message, nor associate with the messenger who delivers it.

It can be said that the adage "perception is reality" is a misconception at best. Noting the above survey results, radio would certainly hope so. But whether the

**“Can radio expect to slice off a bigger piece of the advertising pie if consumers perceive it as having little influence on their buying habits?”**

survey or the adage is acceptable, this study does point up one very important question: "Why did radio score so low in a national study?" Is radio really a leading edge medium, or is it living up to newspaper's and television's claim that it's only a background medium? Is it serving its client base (listenership and advertisers) as well as it can? Can radio expect to slice off a bigger piece of the advertising pie if consumers — and Madison Ave. — perceive it as having little influence on their buying habits? It's probably just coincidental that radio's share (6-7%) is almost identical to its rating against other media in influencing buying decisions.

### Growth Ahead Despite Uncertainties

Keeping this survey in mind, let's take a look at what's ahead for 1987. RAB President Bill Stakelin is calling for a 10% increase for the industry in general, with 13% expected for network radio. National spot will fall somewhat behind these figures, possibly generating 5% (although spot radio execs are conservatively estimating slightly less than that). Local radio, on the other hand, can expect an increase of 11% on \$5.87 billion in revenue.

Stakelin expects four factors to be critical in radio's 1987 performance:

- Changes in the tax law, which will force many businesses to pre-buy time and space in 1986. General uncertainties about cash flow will create a conservative financial frame of mind, leading to a "wait-

Continued on Page 31

▶ **BMI**  
*music*

**TOP RATINGS  
LOW C.P.M.S!**

Your BMI "blanket" license agreement gives you unlimited access to over 1,500,000 songs created by more than 50,000 songwriters and composers. It also eliminates the time-consuming and expensive process of negotiating with individual copyright owners for each piece of music your station wishes to use. For almost 50 years, BMI has consistently delivered the high-quality music that has helped broadcasters achieve top ratings.

Your license to the world's greatest music



© BMI 1987

# THERE IS A CONSULTANT WHO WON'T TRY TO SELL YOU THIS.



Lightning in a bottle. Simple solutions. Easy answers.

We'd love to promise you all these things. We'd love to tell you it'll happen overnight. But sorry, fellas, it just don't work that way.

Successful, consistently profitable radio stations don't just happen. They're built. With patience, perspiration, perspective, an overall plan. And, yes, the occasional stroke of brilliance.

To achieve that, you need more

than a consultant's glad-hand. You need hands-on, personal attention. The kind you get from Fred Jacobs' Media Strategies. The kind that *does* work.

With long-standing clients like WNOR-FM in Virginia (#1 in the market 12+, last four consecutive books). With a hybrid New Music-AOR like 91X in San Diego (first time in station history with three 6-shares in a row, 12+). Or with brand-new clients like KLSX (where we strategically

pin-pointed a market need in the crowded L.A. market, and debuted #1 25-54 Men).\*

Fred Jacobs' Media Strategies. No hype. Real help.

## **MEDIA STRATEGIES**

CALL FRED JACOBS: (313) 626-7158

\*All numbers MSA, 6A-12M, Fall '86 Arbitron.

# TAKING AIM:

Continued from Page 28

and-see" approach to buying.

- Mergers and acquisitions will continue, although at a slower pace, resulting in reduced operating costs and more careful examination of expenditures.

- General growth in all economic sectors should be slow, despite low inflation.

- Record debt loads for government, business, and individuals may depress economic growth. Total retail sales growth may top out at just 1.5%, slightly worse than 1986.

Still, Stakelin is positive about radio's fortune in 1987. "Even in our uncertain economy there is room for optimism about radio sales," he comments. "With low unit costs and the lowest CPM of any major media, radio is perfectly positioned to compete in a tight-fisted advertising arena. Yet beyond our pricing advantage, radio's targetability, promotional ties, and creative flexibility give us a variety of ways to market our stations and our audiences to local, regional, spot, and national advertisers."

## On The Spot

As stated above, spot radio is looking at approximately 3% growth for 1987 over '86. No one regards this as something to cheer about, nor should it be considered a dismal outlook. Adjusted for a projected national inflation rate of 1.5%, this still works out to a slight gain — but causes the radio reps to pause and reflect.

"If you look at what happened in 1986, and talk to the agencies last year, you find that most people were playing it very close to the vest," says McGavren-Guild Exec. VP President Erica Farber. "Still, no one has come right out and said that they're not going to spend any differently than they did last year, so we're basing our projection on standard rate increases."

**"We're hoping there will be somewhat of a resurgence in the automotive industry. We're also hoping to see some growth in retail."**

—Stu Olds

Republic Radio President Jerry Cregan says spot radio is suffering slow growth because of a number of factors, one being the division of advertising/promotion dollars. "Last year was very tough for national radio sales for several reasons," he observes. "On top of the list is the way we've been hit over the last five years by the growing share promotion is taking out of companies' advertising budgets. Five years ago the ad dollar was broken down 75% for advertising and 25% for promotion. Today that's more like 50-50. Promotion techniques and purchase incentives have reduced the dollars available for advertising, which

## MEDIA INFLUENCES IN BUYING DECISIONS

This study is a summary of a nationwide survey conducted by SRI Research during December 1986. The purpose of the study was to gather specific information about the importance of different media sources in purchase decisions.

A random sample of respondents was asked:

Which of the following is typically most influential in your decision to buy something?

• radio • television • newspaper

Respondents were proportionately stratified by sex, age, and state in each of the four census regions. For this sample size of the maximum expected error is 4.4%.

### Typically Most Important In Buying Decisions

Media Source	%
TV	41
Newspaper	36
Radio	7
Other	2
None/Don't know	14

### Typically Most Important In Buying Decisions By Sex

Media Source	Male	Female
TV	37%	45%
Newspaper	36	37
Radio	7	7
Other	3	0
None/Don't know	17	11

### Typically Most Important In Buying Decisions By Age

Media Source	18-34	35-54	55+
TV	53%	38%	30%
Newspaper	30	44	38
Radio	10	5	6
Other	2	0	2
None/Don't know	6	13	24

### Typically Most Important In Buying Decisions By Income

Media Source	Under \$20,000	\$20,000 - \$40,000	\$40,000/over
TV	50%	40%	37%
Newspaper	30	40	42
Radio	6	11	4
Other	2	2	1
None/Don't know	12	7	16

SRI Research, 1986

eats into spot radio." Cregan also cites lessened lead time, corporate takeovers, increased debt load in merger situations, agency fee changes, and quarterly advertising allocations as contributory factors in spot's sluggish performance.

Katz Radio President Stu Olds echoes the stagnant-prformance prediction, but claims a floating national economy is largely responsible. While still calling for a 3% increase, he says that number could be higher if there is a rebound in several key consumer categories. He explains, "We're hoping there will be somewhat of a resurgence in the automotive industry. General Motors, for example, just came out with their six-year maintenance program, and we're hoping to see some of that. We're also hoping to see some growth in the retail category, which has also been a big radio supporter, and we're also predicting that by the end of the year the

oil industry will have surged back."

### Network Poachers?

Network radio is also blamed for attrition in spot radio, a claim RNA President Bob Lobdell rejects. "I don't think network radio affects spot radio," he says. "A lot of advertisers who use network radio also use spot radio, while some choose not to do one or the other because of pricing factors. It's a marketing consideration to deliver our message to a national audience or to go into specific locales and tell your story there." He adds that a majority of advertisers use a combination of network and spot, because one is effective nationally while the other can be used in critical markets.

Spot radio isn't quite as quick to downplay network's dilution of spot dollars, but Olds feels the exodus of revenue from spot to the networks isn't as severe as some critics maintain. "Networks are definitely

taking some of our business, but they're not taking as much as some people would like to believe. They're operating in a category of accounts that have been in network radio for a long time, accounting for 40-50% of their total volume every year. There is some shared business, but not as much drains from spot into network as is widely thought."

A growth rate of 11-13% for network radio is a positive sign for that sector of the industry, but Lobdell quickly points out that not every network should brace itself for such good fortune. The figure is a composite, he says, noting that "some networks are very likely to show more substantial growth while others may possibly experience less." Placed against last year's conservative estimate of 14% (which turned out to be 16-18%), Lobdell feels the industry should post a healthy gain even with a few abnormal fluctuations.

## Radio's Growth Surpasses Other Media

RAB says local television will probably continue to dip its hands in radio's pockets, to the tune of 12% growth over 1986. This is due largely to an attrition of national and regional TV clients, leading local TV to make up for the difference. Newspaper is also expected to go after the influx of direct mail advertisers, as well as take steps to compete even more heavily with radio on the local level.

Still, Stakelin feels radio should remain strong throughout the year. "In spite of competition, something we know better than almost any industry, radio should outpace the growth of all advertising again in 1987," he comments. "Locally, radio revenues should outpace the growth of all local media, which McCann-Erickson predicts will be 8.5%. Nationally, network and spot radio should average growth of 7.5%.

If radio is the primary buying influence for just 7% of all American consumers (as our survey illustrates), how much growth can it expect to achieve before it maximizes its potential? Is radio stuck at 6-7% of the advertising pie, or can it move beyond that low plateau? If radio (like water) seeks its own level, where is the high water mark — and how can it get there?

**"Our biggest challenge is to develop new dollars. The only way to get that percentage up is to aggressively go out and tell the radio story. Anybody who uses radio knows this thing really works — it makes a lot of sense."**

—Stu Olds

"Our biggest challenge is to develop new dollars," says Olds. "The only way to get that percentage up is to aggressively go out and tell the radio story. Anybody who uses radio knows this thing really works — it makes a lot of sense. What we have to do is tell that story better than we have done in the past, and we'll draw in new business. Our industry as a whole has targeted developmental elements as being important, and we're going to have to start being more aggressive in the attack."

Erica Farber feels the industry at this point is failing to live up to its potential. "I don't think we'll ever see 20%, but double digits certainly isn't inconceivable," she concludes. "If you look at particular accounts that use radio successfully they are spending way more than 6-7% of their budgets with us. It's just that there are so many that aren't using radio, or aren't using enough radio — and that's where it levels out. If we can just get the story out we will finally get up where we belong."

# TARGETING PRIORITIES

## Achieve Your Objectives

**W**hen a sales manager sits down with a salesperson to "talk about some goals," both ought to have some idea what the other is referring to. For instance, the sales manager says to the salesperson "Your goal is to make ten calls every day" while another might say "Your goal this quarter might be to add five totally new accounts to your list each month, or a total of 15 new accounts this quarter. Do you think that would be a reasonable goal?"

In one case the sales manager is directing or telling the person, while in the other he is supporting and coaching. The two statements indicate a difference of management style; in one instance, the goal is activity-oriented and in the other it is results-oriented. In both cases, however, these styles are forms of goal-setting.

### Three Elements Of Setting Goals

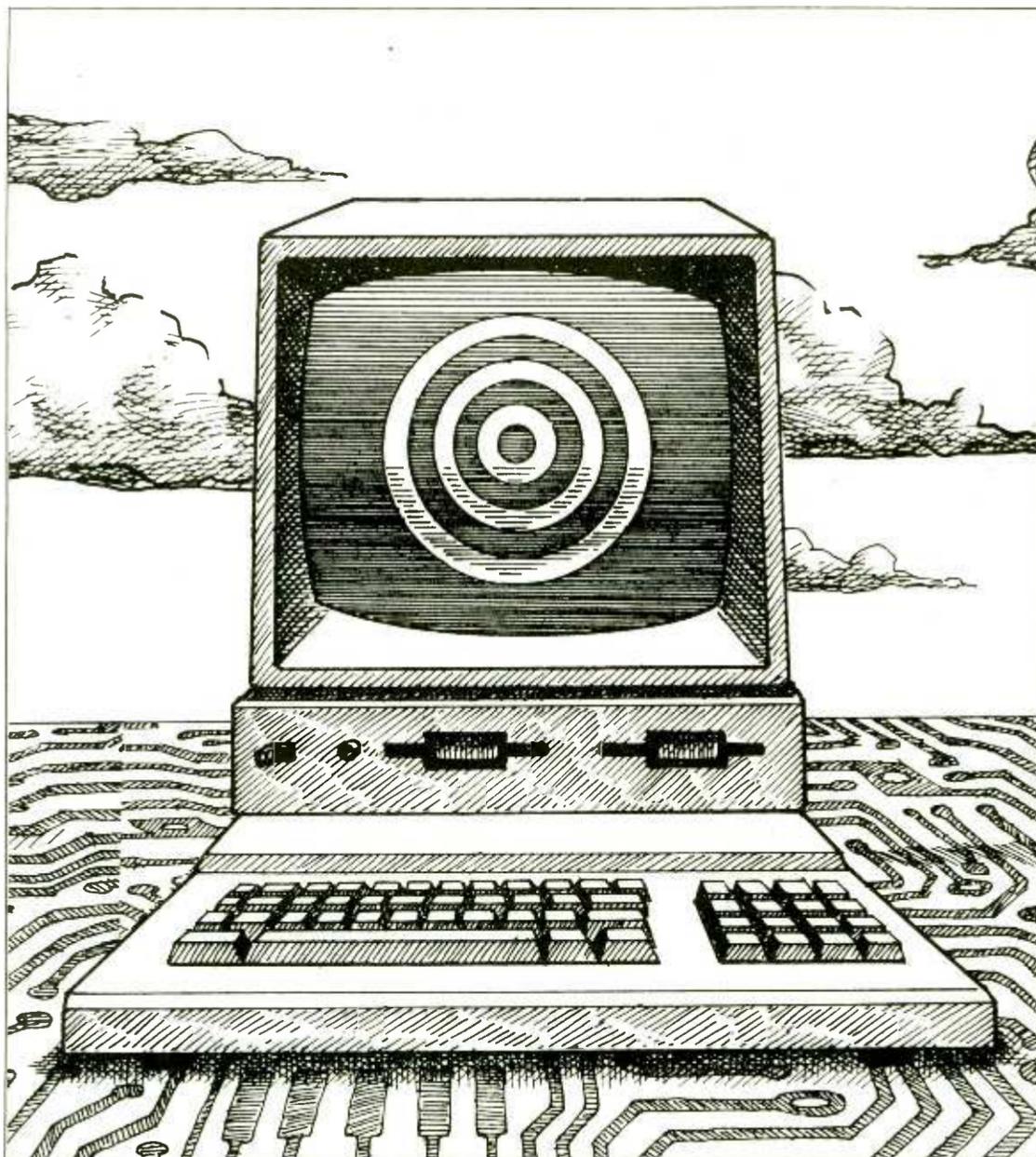
Goal setting is not a simple process. It depends on at least three elements:

- 1) Management style: Is the manager autocratic, coaching, supportive, or leader.
- 2) Level of experience and the competence level or tenure of the salesperson. Is he/she a novice, a learner, a competent, or a professional?
- 3) Orientation of the goals. Will they be activity-oriented or results-oriented?

### Versatile Management

In some cases a sales manager will use more direction and less support toward the salesperson, while other situations require considerable negotiation. Some salespeople might need easily-achieved goals, while those with more experience might expect goals with more psychic challenge. How the manager deals with all these needs under one roof determines how versatile he is.

A good name for this concept is versatile management. It says the manager is versatile enough to have different goals and different



job descriptions, and still maintain the same standard of performance with each of the different salespeople. Some people call this "Situational Leadership," but we use the term management versatility because leadership requirements differ considerably from salesperson to salesperson.

The concept is to fit the style of management and the goal-setting process to the stage of development of the salesperson. The purpose of the goal-setting process is to create a widespread understanding that goal-setting is important and that all persons are expected to reach their goals at least 80% of the time. Beginners have easier goals; tenured people have tougher goals.

### Setting Smart Goals

The sales manager and the salesperson ought to have a general idea of what a goal is. We like to think that goals are "smart," which gives us an easy way to remember what a goal is. Unless all five elements of "smart" are present, that salesperson does not have a good goal. The letters in "smart" stand for:

- S = Specific
- M = Measureable
- A = Has "Action"
- R = Resources are available
- T = there is a Timespan

Specific means that terms have to be defined. For instance, let's take the confusing word "calls."

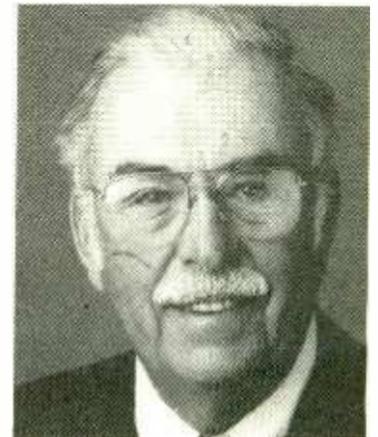
Just what is a call? Is this where we shake hands and say "Howdy?" Is this where the salesperson qualifies the buyer? Is this where the salesperson presents something? Is a call always "in person," or can it be done on the phone? The sales manager needs to decide what a "call" is. It needs to be specific.

Measurable simply means it can be quantified. This usually means a number, a percentage, or a standard of measurement.

Action means the goal has an action or uses an action verb. It says "I will" or "we can do."

Resources mean that the person who has the goal has the resources with which to achieve it. One com-

By Ken Greenwood



Ken Greenwood is President of Greenwood Development Systems.

mon resource is an account list. If a salesperson starts with no accounts, he won't gain momentum as fast as the person who starts with a list (all other things being equal). Yes, an experienced salesperson can start fast with no accounts, but that person has the resource called experience. We tell sales managers to always give the novice salesperson a minimum number of accounts, however small and grubby they may be. If the beginner is at least started with some resources it can help him gain momentum faster.

Timespan means that by a certain date the salesperson will accomplish something specific.

### Recognition And Reward

Goals tie into recognition, which is the psychic or material reward that comes from achieving one's goals. This recognition, or reward, is always much stronger when it is personal, immediate, and certain. My goal is always stronger to me than is your goal, so if we can agree upon my goal I'll dig harder for it.

Company goals are not meaningful enough for beginning salespeople. Initially, the goal for the raw recruit is very simple. It is survival. It means starting in the office on Monday and just making it through the week. Company goals of increasing sales to 11% this year are still a long way off.

If survival is my goal, what I want from my sales manager is a plan or direction that will help me survive. Then I want him to teach me what the job is about. Follow-

Continued on Page 37

# SUCCESS.

In today's competitive marketplace, strategy is the key to success. Larry Bruce Communications, a full service media consultancy, is committed to your success. Our philosophy is simple—success is founded on:

 **Winning strategy and tactics**

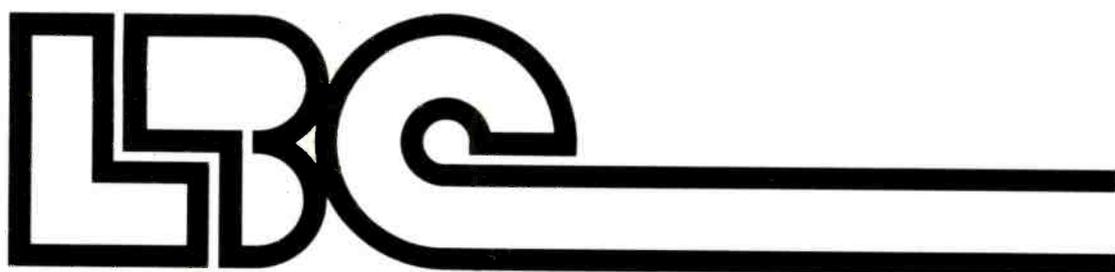
 **Market-specific focus**

 **Creative promotions**

 **Targeted marketing**

 **Personal service**

Because you're interested in both ratings and revenue success, call Larry Bruce Communications and join our limited client roster. **(213) 478-1868**



**L·A·R·R·Y B·R·U·C·E COMMUNICATIONS**  
■ LOS ANGELES MELBOURNE ■

# SCOUTING REPORT: Selling The Formats

**D**etermining an overall economic projection for the radio industry is a dangerous job. If the Radio Advertising Bureau predicts 10% growth for the year (as it has for 1987), many radio stations immediately conclude that they, too, should experience similar growth — and if they don't they blame it on RAB. The fact is, predicting national or local growth is a bit like judging a diving competition: you really have to throw the high and the low scores out. Station revenues vary so greatly region-by-region, market-by-market, and format-by-format that a general picture expressed in percentage growth is useless.

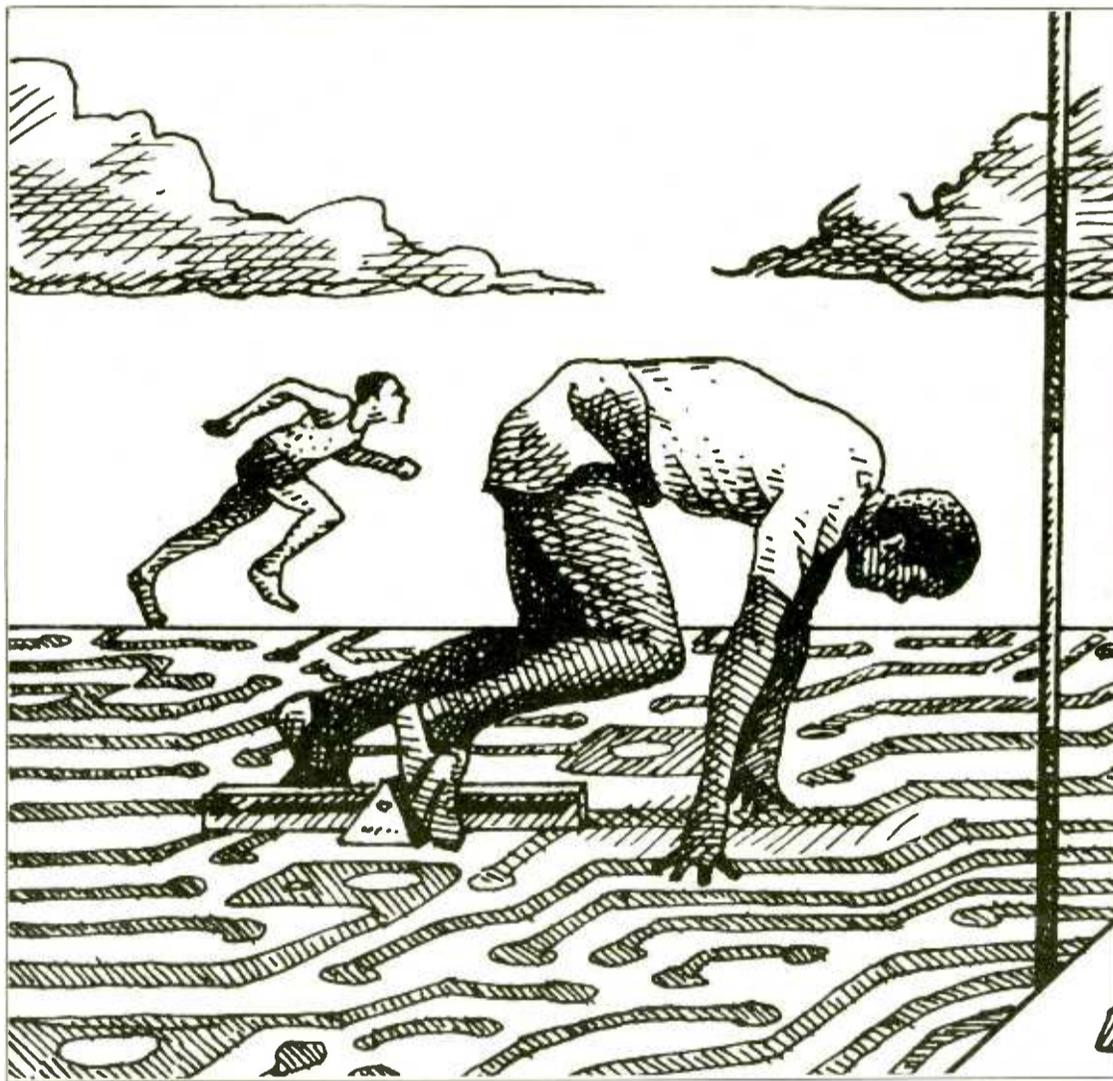
Every radio format has its own unique attributes and quirks. Those with attractive target demos fare the best, while fringe formats (or those whose target demos have little buying power) suffer. Understanding the overall radio financial picture also requires understanding format strength and weaknesses; to that end we present a brief look at a number of format projections as solicited from GMs and GSMs around the country.

## AC

### Still Bright In '87

By Mike Kinoshian

“**G**ood sales are more a function of individual stations rather than of the format,” says KVIL/Dallas GM David Spence, who also feels that one of AC's competitors — CHR — is losing some of its glow. “At this point CHR is not as



hot a format, at least business wise, as AC is. We don't see many clients looking to buy teens. Forty percent of all national buys are for 25-54.”

Despite the 1986 “Texas recession,” Spence expects noticeable growth for AC in the Dallas market. “We should see an increase of 6-7% for the year,” he predicts. “The majority of that will be local, because national spot should be flat. We hope to maintain the revenues we have achieved over the past few years.”

Spence pointed to regional sales as an area for potential growth. “It's becoming more important all the time,” he comments, “but it has to be a cooperative effort be-

tween us and our rep. Also, some agencies don't want to deal with a rep on a regional basis. Thus, in a highly regionalized situation such as the state of Texas, we really share the state with the rep.”

Format longevity also leads to financial stability. “We've been AC so long we don't know anything else,” Spence claims. “I've never stopped to consider what the format is going to do as opposed to what the radio station is going to do. Still, there are plenty of reasons to be positive about it. When advertisers cut their budgets, they must zero in on their target audience. AC happens to excel in attracting the 25-54 audience, so as times get tougher the format is going to continue to do well because of the demographics it reaches.”

## AOR Aging Audience + Station Heritage = Bright Future

By Steve Feinstein

**W**EBN/Cincinnati VP/GM David Macejko is “very optimistic” about AOR's sales prospects in 1987 for two reasons:

• **Demographic Desirability:** “With AOR attracting an older audience, we continue to broaden the base of clients we do business with,” he observes. “The people

who listened to us in the '60s are close to 40 now. Every day, our salespeople talk about that *Rolling Stone* ‘Perception Vs. Reality’ campaign that says, ‘They used to hold a peace sign, now they hold a tennis racket.’”

• **Heritage and Longevity:** “When you've done business with people for such a long period of time, they develop confidence in what you do, whether or not you have ratings,” Macejko continues. “When you're consistent in your programming and sales efforts, that base of confidence grows. We've proven it to them at the cash

“When you're consistent in your programming and sales efforts, that base of confidence grows.”

—David Macejko

register for so long. When you're an old-line, ‘grandfather’ AOR, your attrition rate declines.”

While WEBN enjoys extensive airline and banking business, Macejko cites two product categories that “intrigue” him because they only buy when the station has a special feature they like: brokerage houses and supermarkets. “There's a market for 35-year-old investors,” he claims. “Brokers should take a long hard look at AOR. Supermarket chains have had massive changes in the last five years — automatic teller machines, deli shops, bakeries, gourmet food, fresh seafood, and they stay open 24 hours a day. All these features cater to lifestyle-oriented people, yet the marketers of these chains haven't adjusted their marketing strategy to the lifestyle-oriented stations. It's a conservative industry — they say, ‘We've bought women 25-44 and been successful for years. Why change?’ My point to them is why do you spend all that money on a fresh seafood stand and continue to buy the same old MOR AM station? They've done everything to update the physical plant, but still miss AOR when they utilize radio.”

Continued on Page 36

## 1987 Radio Report

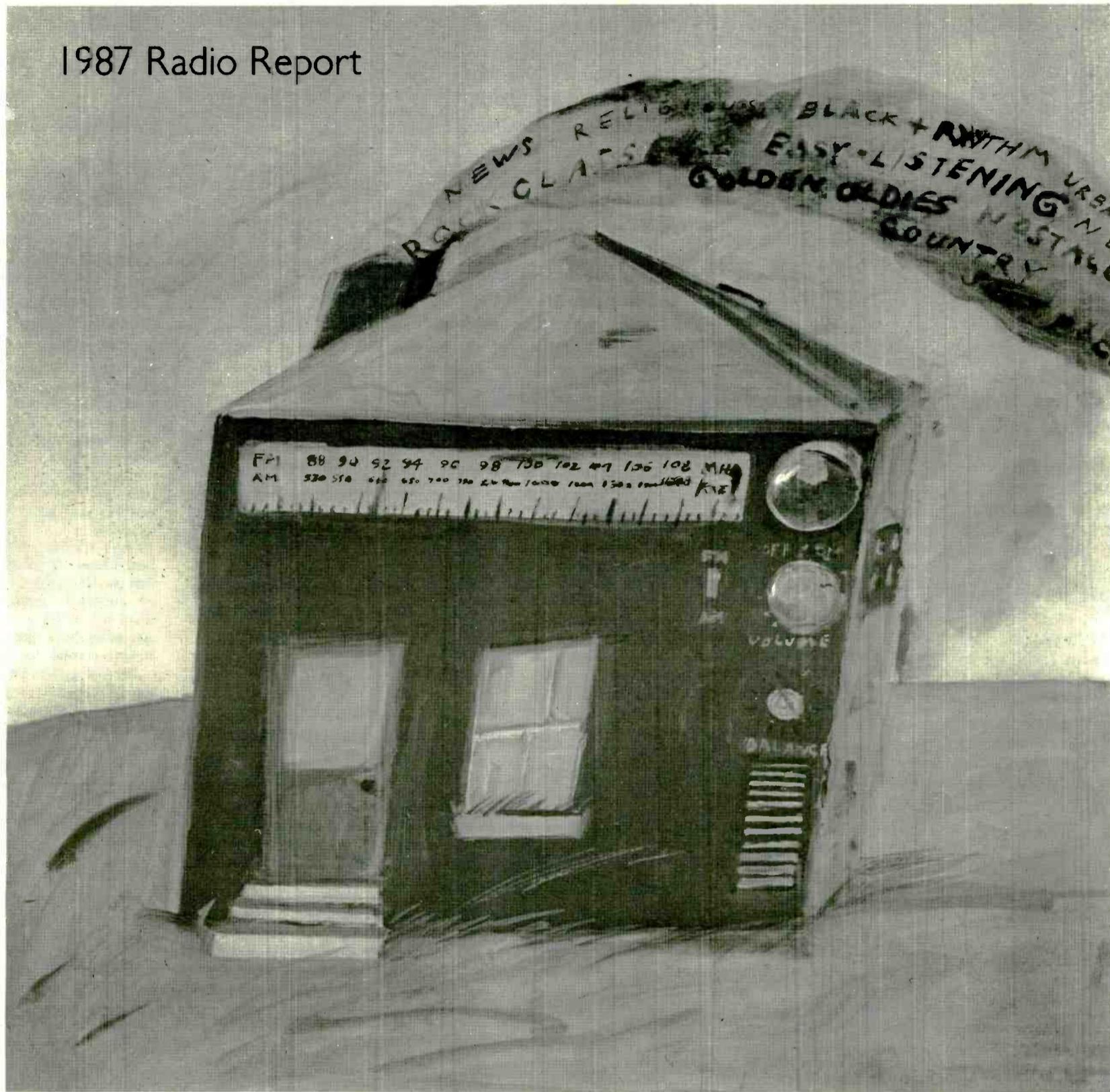


Illustration: Blair Thornley

### Mom. Apple Pie. And 5.4 Radios.

The typical American household has 5.4 radios. And that doesn't include car radios. No wonder radio reaches over 95% of American consumers every week. Attracts \$6,563,000,000 in ad revenues. And targets working women and professional and managerial men more successfully than TV while matching TV's reach.

Count on ADWEEK's Special Report to tell you who's spending big bucks on radio. What's behind the rash of

station acquisitions and divestitures. Where format-fickle consumers currently tune their dials. And why some radio ads hook listeners and others fall on deaf ears.

This ADWEEK "Extra" will be mailed separately to all subscribers. For advertisers it's a chance to reach busy ad professionals while they're contemplating the mysteries of media. Just call your ADWEEK Representative and say, "Put me on the ADWEEK Network."

**Issue Date: 6/16/87**

**Ad Closing: 5/26/87**

**Late Close (Full-page ads only): 6/5/87**

SPECIAL **ADWEEK** REPORT

## SCOUTING REPORT:

Continued from Page 34

WEBN's success is typical of strong AORs across the country, says Macejko: "We run 10 minutes or 12 units per hour, whichever occurs first, and we're the third biller in the market. The two guys ahead of us run 23, 24 units an hour. That in itself says that this format produces results. It does the same thing in Boston, St. Louis, Philadelphia, Ft. Lauderdale, and the West Coast. Some very smart, adroit people take advantage of it."

## Black/Urban

## A Flat Year Ahead

By Walt Love

**T**he B/U format continues to win the ratings in a number of major markets. The work and effort that goes into programming and marketing any broadcast facility is monumental, as is the ultimate financial payoff. The bottom line, in radio as in any business, is first and foremost.

Jim Maddox, VP/GM at KJLH/Los Angeles, says his financial prognosis for the Black/Urban Contemporary format for 1987 is stagnant at best. "I'm not overly optimistic for '87," he laments. "I think the year is going to be flat. It's probably not going to be any worse than '86, but when I talk to other people in different parts of the country I get the feeling dollars might be hard to come by this year." This somewhat dismal outlook is selective; Maddox feels it is prevalent in other formats as well. "Some of the people I've talked with are from other formats, and they are all in agreement that the first quarter business is a bit soft and national business is also soft."

Maddox links the local business picture with the overall national

**"But if the national business picks up, then there is the possibility of some growth — and all of us depend on our national business quite a bit"**

—Jim Maddox

financial picture. "For the Los Angeles market itself I really don't see the much growth at this point," he observes. "But if the national business picks up, then there is the possibility of some growth — and all of us depend on our national business quite a bit."

## The Milwaukee View

Tom Mierendorf, VP/GM at WAWA/WLUM/Milwaukee, bases his projections largely on what he calls his station's recent change in format designation. "We've decided our format is Progressive Contemporary," he explains. "Our au-

dience is 50% black and 50% white. What this means is we reach our core audience, which happens to be black, and that listener has gotten us to where we are today. We now reach 74% of the entire black market in this area. Progressive Contemporary has allowed us to be considered by buyers throughout the country, primarily nationally, for general market buys. All too often in the past we were excluded from being even a consideration for a national buy.

"The national buyer in the past has taken a look at an Urban station and feels, because of its format, that the station is black," he claims. "Either the buyer or the client has made some decision that they don't want to reach blacks for whatever reason. But if we use the Progressive Contemporary label it has at least gotten the door open for us to be considered for most national buys."

Urban or Progressive, Mierendorf is optimistic about the performance of his format (and station) in 1987. "We feel very confident," he concludes. "Our format has transcended all racial lines and is one that appeals to the masses. The one thing that is constant with the lifestyle of our kind of listener is the fact that they buy product. We can prove to any client how our listeners respond to their advertising. By doing this we've been able to show clients that our black listeners spend as much money, if not more than, our white listeners. We're looking for things to get even better."

## CHR

## Strength In Numbers

By Joel Denver

**"C**HR is an incredibly strong format for me to sell," says WXLK (K92)/Roanoke-Lynchburg GSM Wayne Moss. A veteran of the station for ten years, he's seen his station and market grow together. "Recently we combined markets with Lynchburg, and now this is the 92nd market with 360,700 people in the metro.

The tremendous coverage area of WXLK, and the recently redefined market, combine to produce a better financial bottom line. "Unlike most markets, this one is pretty spread out," Moss explains. "In fact, people drive in from the suburbs, maybe 40 miles away, to shop in the city. The selection is much better here so they may spend an entire weekend in town. We approach this market from a regional concept. We're dependent on reaching those folks in the outer regions and drawing them into the metro where the retail action takes place."

WXLK holds a position of dominance in the market. Holding down

**"While we get our share of national business, it's the local advertiser who keeps the doors open. CHR provides excitement, enthusiasm, and active listeners who respond to advertisers. Even a small 15-18 spot schedule can make listeners respond."**

—Wayne Moss

number one shares in 12+, teens, and every adult cell but 35-64, makes K92 a very attractive buy. "We came about a third of the available TSA audience," Moss continues. "In fact, we're the most listened to station in the entire state. While we get our share of national business, it's the local advertiser who keeps the doors open. CHR provides excitement, enthusiasm, and active listeners who respond to advertisers. Even a small 15-18 spot schedule can make listeners respond."

Wayne says K92 — and its CHR format — stays in the forefront of advertisers' minds. "Being very promotion-oriented keeps the advertisers motivated as well — and with good reason. They feel confident in a station willing to reinvest money in itself in the forms of cash contests, lifestyle prizes, and advertising/marketing of our own product."

Moss points out that the Roanoke-Lynchburg metro has become a test market for many new products. Because of this, he says, "an active, well-programmed CHR like WXLK should be able to pull the lion's share of the advertising dollars out of most any market."

## Country

## New Music Yields Optimism

By Lon Helton

**T**he upturn in the fall Country radio ratings and the optimism over the influx of new music and artists has sparked new enthusiasm for Country. The excitement has spread into the national sales arena which is most buoyed by the sense that the negative perception Country has lived with for so long has turned around.

WDGY & KEEY/Minneapolis VP/GM Gary Swartz echoed these sentiments. Referring to his market he says, "We're quite optimistic because Country is exceptionally strong. We rarely run into a format issue with Country any-

more. It's positioned here no differently than AC or CHR, so we haven't run into the problem of being a 'Country station.'"

Swartz is especially optimistic about what he's seen happening on the national level. "We've seen a real attitude adjustment towards Country," he continues. "More and more it's being viewed as a mainstream format instead of an 'out-law' format. This is something we're pleased about; it's also something we've worked very hard at. Everyone's worked hard at changing the perception, including the Country Music Association, agencies, reps, everyone in the business. The last two years, more than any other time, many, many people in the industry have worked very hard to position Country as mainstream music and a mainstream format. I'm very encouraged by the positives I've witnessed in this area on the national level."

**"The last two years, more than any other time, many, many people in the industry have worked very hard to position Country as mainstream music and a mainstream format. I'm very encouraged by the positives I've witnessed in this area."**

—Gary Swartz

Everyone has gotten off their rear ends and gone to work telling the true story of what Country is today. We will all benefit."

WSM-AM & FM/Nashville GSM Sandra Kennedy agrees with Swartz's impressions, and adds that the availability and usage of qualitative data has propelled national Country sales to new heights. "Qualitative data has done wonders to help us present our picture," Kennedy said. "Services such as International Demographics, along with Birch and Arbitron qualitative breakouts, have helped us change the image of the listener. The hard information on income, education levels, and all the rest has made a significant difference in getting more dollars allocated to Country stations."

"All of us in the business are doing a better job of educating the people about the Country listener," she expands. "This helps overcome the beer drinking, pick-up driving, blue collar stereotype. Country, like AC, has its share of these folks. But agencies are beginning to realize that these people have high incomes. Acceptance of Country is growing. Madison Avenue is the slowest to change attitudes, due in large part to the natural bias and small market share. In time, I think that too will be overcome."

Kennedy and Swartz typify the positive, optimistic sales atmosphere greeting 1987. Country may well be turning the corner, or at least shifting that giant monolith of negative stereotypes to compete on an even basis with other formats for the ad dollar.

## CHRISTIAN

## A Need For Spot

By Brad Burkhardt

**W**hile broadcasters at "traditional religious" stations have relied primarily on program block sales, the younger Contemporary Christian format places a greater revenue emphasis on spot sales.

As the CCR format continues its growth pattern in both number of stations and listeners, the reliance on spot sales becomes greater. WXIR/Indianapolis GM Gary Arnold comments, "I am very optimistic about spot sales in 1987. Last year's sales were very good, and this year we expect a 15-18% increase."

Lloyd Parker, GM at WLIX/Long Island, agrees. "Locally, 1986 was our best year for spot sales. I am guardedly optimistic that the trend will continue — both locally and with Contemporary Christian stations around the country."

The two greatest challenges for the CCR format to overcome in 1987 from a sales perspective are the establishment of the Contemporary Christian format as separate from the "traditional religious" format in the minds of media buyers, and finding qualified sales management and personnel.

## Easy Listening

## Easy Marketing In 1987

By Yvonne Olson

**1**986 was a year of change for Easy Listening. Many large facilities dropped the format, leaving only one in most major markets. The good news is that these stations have become stronger than ever, and with the correct marketing approach could stand to have a stellar year in '87.

"I think the process of change which has been going on for the past two or three years has finally reached its course," comments Churchill Productions President Tom Churchill. "We seem to be at a stage where the players who are in the game are here to stay, and based on the fall Arbitron results that decision to stay is a good one."

As the largest population base continues to get older, Churchill views the 35-64 target as very promising for the Easy Listening format — if stations adopt an aggressive marketing plan. "The big-

# SALES SURVIVAL GUIDE

gest challenge is marketing what we have," he says. "A station at number one or two in a market isn't necessarily assured of a great amount of business. The question is 'Given that position, is an Easy Listening station desirable enough to generate the income needed to achieve management's goals?' The answer is 'Yes, but sales staffs must be motivated to get out there and spread the word.'"

Most Easy Listening stations are in very unique positions, since there is usually only one in the market. "To be one of anything is incredible," Tom continues. "The varied types of AC stations that have sprung up in every market will be our main competitors, and the sole existence of an instrumental Easy Listening should make it the advertisers' beneficiary. The ability a station has in projecting a positive image, combined with the unique niche we possess in nearly every market, will be the key to success."

## Jazz

### An Eclectic Year Ahead

By Barbara Barnes

**A**s audio technology, income, and the age of an entire demo advances, so does the popularity of jazz. This is great for the music and its artists, but what does such renewed interest in the music as a format mean to the handful of fulltime commercial Jazz stations? Is sales reflecting the sizzle?

In a word, yes. KKGQ/Los Angeles, KJAZ/San Francisco, and WYRS/Stamford, CT all report an increase in billings for 1986. As KJAZ GM Ian Epstein reports, "The impact renewed jazz interest had on us has been felt in the directly-related industries. We've gotten more record business and more entertainment dollars from local venues in '86 than we ever got before."

The "sizzle" of Jazz can take credit for much of this increase, but other factors — such as restructured sales efforts — are also responsible. KKGQ GSM Judie Handman reports a steady climb in '86 and says, "Selling the station is less of a job now because jazz has become so hip. I don't know if this is because of the new awareness of the music, or just that we're able to do our jobs better."

For WYRS, which is in the 121st Arbitron-ranked market, combined national and local sales increased by 20% in 1986. "We're seeing a lot of call-ins from new businesses and corporate services," says LSM Poppy Fox. "We expect an even higher growth rate, topping last year's 20%." WYRS's goal is to in-

crease the sales staff from two to six in '87.

Despite increases in sales, Jazz still faces a challenge with ratings. "Our biggest job is getting people to understand that the qualitative aspects of our audience outweigh the quantitative," Epstein points out.

## Gold

### The Rush Is On

By Sean Ross

**G**old has experienced a format surge in the last 12 months, and R&R checked in with one of the format's giants — WCBS-FM/New York — to assess the sales outlook for 1987.

"We're starting off the year with the best book we've had in about twelve years," observes VP/GM Rod Calarco. "But even before the book came out, first quarter business looked extremely strong." For 'CBS-FM, as with other Gold outlets, improved ratings and a new media obsession with Gold has only complemented a traditionally strong demographic profile.

Throughout Gold's relatively dormant period, in fact, the rallying cry of most sales managers was "12+ numbers don't count!" Still, Calarco says that 'CBS-FM was starting to fall behind its previous year's business until last June — roughly the time the Spring numbers came back. Since then, WCBS-FM has posted a 2.8 - 3.4 - 3.6 - 3.3 - 4.0 trend, and the station's sales finished 7-8% ahead of the 1985 mark.

"One of the things we've found about 'CBS-FM is that our strength is with 25-54 listeners with a 55/45 male/female split," he continues. "If the FM market grows by leaps and bounds, that doesn't necessarily mean 'CBS-FM will grow; we don't get a lot of 18-24 business. But when the 25-54 avails come through, we get a very good shot at them."

According to Calarco, Gold salespeople have very little to complain about; the only buys lost by them are from a handful of clients who want News/Talk only. Otherwise, "we have airlines, banks, financial institutions, automotive advertising — the full gamut.

"The one thing we have going for us is that we've been in the market for 15 years," he adds. "When you buy this station, you know there's a core audience out there who'll be listening; it's a very nice station to sell."

## News/Talk

### Comin' Round Again

By Yvonne Olson

**N**ews/Talk will benefit from a recent surge in full-service contemporary music stations. That's the prediction of KFWB/Los Angeles GSM, Jack Hutchison, who says the market has evolved back to interest in news and information. "New music-oriented competitors have joined the game, which has led to an increased focus on a more-music approach," he comments. "What has suffered from this trend is the amount of talk, and information on radio and that's where we plan on capitalizing."

With an increasing 25-54 demographic, Hutchison expects growth in the News/Talk format through 1987. "People don't have many choices to tune to for quick, up-to-the-minute information, and I see a favorable turnaround there."

he explains. "Unfortunately, this format really can't be measured by time spent listening. It's programmed so people can tune in and out within twenty minutes. At Westinghouse, we've tried to get the listener to come back more often, but our biggest challenge has been — and remains — educating the buying community that we're not a quarter-hour radio station and shouldn't be judged as such."

Image is the solution, Hutchison continues: "Besides saying we reach a million people a week, we're looking to motivate our clients on our demographic breakdowns. We need to stress who these people are instead of how many we reach. It's a qualitative and responsive audience, so we've made active listening a big part of our presentation.

"We're also getting back to the product and making sure we understand everything that's going on," he observes. "Through the nineteen years we've been a news station there have been major changes in the way we gather the news and the way we deliver it. We want to give advertisers an accurate picture of what we're doing and where we plan on going. Retailers are a lot more sophisticated these days; if we go back and try to sell numbers, forget it. But if we sell them an idea that works, we've got a customer for a long long time."

# TARGETING PRIORITIES

Continued from Page 32

ing that I want to talk about sophisticated and subtle things, and in the final stage I want recognition, psychic challenge, and personal reward for high performance. If I do significant work at this last level give me a significant reward!

## Performance Evaluation

For salespeople, the purpose of a goal or objective ought to be to help them determine "how am I doing?" The feedback element becomes very important to the salesperson from two standpoints: it tells them how they are doing in a measurable way, and it provides psychic satisfaction every time they hit a goal. This second element is best explained by the use of a "to do" list.

The "to do" list is goal-setting at its simplest level. You make a list of what you plan to do on a week-end, and as you finish each task you cross it off the list. The closer you come to the end of the completed list the easier it seems when you go to the next task. One reason for this is the psychic satisfaction of crossing things off the list.

## Objective Indicators

We use another word in the process of setting objectives that we call indicators. Indicators are short term objectives that tell me I am on track and making progress. Let's say that a 13-week goal is for a salesperson to add five totally new accounts to his list. A new ac-

count would be defined as a piece of business running more than one week and billing more than a certain fixed dollar amount. The goal then is specific, measurable, has action, resources are available, and there is a timespan.

There are several forms that an indicator can take. An indicator might be an initial list of prospects to qualify. When this list is completed that is an indicator done. When ten prospects have been qualified that is another indicator. Indicators, then, are road signs of activity that head a person toward the bigger goal. They are usually activities that produce ultimate results. They can also be psychic satisfiers, as well as feedback that something is happening.

## Expand Your Objectives

Many sales managers set annual sales goals . . . and that's it. They pick one number and conclude that they have set a goal with their salespeople. Wrong. That annual number should at least be broken down into quarters so there are four goals. With less tenured (less experienced) people that number might actually be broken down into twelve goals so each month can be assessed.

The less tenure a person has the shorter the timespan that should be set for each goal. Specific goals established around shorter timespans could lead them to achieve larger goals. For instance, a manager might set monthly goals

for total number of accounts, or for drawing totally new business, or for selling specific program features on the station.

Some managers might want to extend this way of thinking to tenured salespeople, as well. They might set goals for share of budgets on specific accounts, or for "share of buy" from specific agencies. They might have goals for raising the average unit price in specific time periods, or for achieving long-term business. They might even have a goal, with specific rewards, for getting renewals. This sends the message to tenured people that one of the goals is superior service.

All of these specific goals can be used in general billing, and they all can be negotiated so they are follow the "smart" guidelines. The objective or purpose of these goals is to provide psychic challenge and feedback. They also give the sales manager good yardsticks for performance evaluation.

## Personal Objectives

Goals should not be confined just to sales and billing priorities. Good sales managers set goals in many areas, such as:

- Self-improvement (such as reading three good books on selling in the next three months).
- Completing certain course work that leads to better performance.
- Improving collections and/or reducing receivables.
- Increasing visibility in a local organization (such as the Ad Club).

The key is to find those elements that can provide challenge on the job. This becomes more important as the development of the salesperson continues, because if he or she can't find challenges on the job they will find it off the job. Part of that challenge can be provided by helping a person locate and agree to goals that are personal, certain, and provide immediate reward.

An accompanying understanding to all this discussion of goals is the fact that, as the competence of the salesperson increases, the actual goal-setting process will be less directed and more negotiated. This goes back to the versatility of the sales manager: does he have the skill to be different things to different people, depending on their individual needs?

How often to you set goals? This is often a matter of personal preference, but we believe that radio is so volatile, and that the marketplace is changing so fast, that annual goals are nice (but perhaps idealistic). Annual goals are fine, but they need to be returned at least to a semi-annual or quarterly schedule. This shouldn't be viewed as soft management, either; it's simply good coaching. A good coach usually makes adjustments at half time unless the game is a runaway in his favor.

"Smart" goals make sense because they are measurable and because there are indicators, adjustments, and corrections that can be made without the game turning into a blowout — against you.



# GET YOUR HANDS ON SYLVIA PORTER

**Her new “radio” show is now available  
*Sylvia Porter’s Personal Finance Report***

- 90 SECONDS OF INFORMATIVE, TIMELY AND ENTERTAINING *PERSONAL FINANCIAL NEWS*
- FIVE (5) NEW SHOWS WEEKLY (MONDAY–FRIDAY) THAT COVER EVERYTHING FROM THE NEW TAX LAWS TO HOME BUDGETS
- HOSTED BY CAROLE SINCLAIR—PUBLISHER AND EDITORIAL DIRECTOR OF SYLVIA PORTER’S MONTHLY MAGAZINE, REACHING OVER 500,000 SUBSCRIBERS
- DELIVERS STRONG AND LOYAL BLUE CHIP AUDIENCE
- OPPORTUNITIES FOR LOCAL SALES
- PREMIERE DATE—MARCH 2, 1987
- AVAILABLE ON A BARTER BASIS
- FREE PROMOTION

**To secure Sylvia Porter for your station  
please call, collect if you like, Dawn Atias at (212) 302-9120**

# Arbitron's Daypart Diary Ends AM/PM Confusion

By Jay Krakowitz

When Arbitron introduced its new daypart diary in an effort to more accurately measure radio listening, the company and broadcasters wondered if it would be a success or a failure. It is a success!

If you are not familiar with how the new diary differs from the old one, the main difference is the layout of each of the seven daily diary pages. The old diary asked diarykeepers to write down five things on one line of the page: beginning time of listening, ending time of listening, station listened to, station band (AM or FM), and the place where listening took place (home, car, or other place).

## Daypart Differences

Although the new diary asks for the same information, the big change on each of the seven daily pages is the implementation of new markings. These markings include thick black lines separating dayparts and daypart names/times. Each daypart section is titled on

**“(We) reviewed approximately 22,000 summer '86 diaries. In every market I've noticed a definite improvement in the accuracy of recorded radio listening.”**

the left side of the page, telling the diarykeeper whether a section is for listening during early morning (5-10am), midday (10am-3pm) late afternoon (3-7pm), or night (7pm-5am) listening.

Another change is on the sample instruction page. Here, a diary page is filled out with fake data so the diarykeeper understands what is being asked of him. The change on the sample is letting the diarykeeper know how to indicate his listening extended into another daypart. The diarykeeper is told to draw a line from the beginning time column in a daypart to the ending time in a daypart where the listening actually ended.

## Faulty AM/PM Box Entries

I found the major fault with the old diary was that people checked the wrong AM or PM box for the listening time ending column. In many markets, I have seen people writing that they listened, for example, to Station X from 7am to 7:30pm, in the car. Do you really think these listeners drove in circles for 12 1/2 hours? Continue to scan the stations listed on the page, and they are all in the market! If I drove for 12 1/2 hours, I'd probably be about 700 miles from home.

Some broadcasters think the diary is a recall test of radio listening. Some people will not fill out the diary during the day, but fill it out before going to bed at night. Some feel obligated to participate because they are paid to do so. When this bedtime diarykeeping occurs, there is a good chance the quick listings will be done improperly; hence one explanation of why wrong boxes are checked.

During November 1986, my staff and I reviewed approximately 22,000 summer '86 diaries. In every market, I have noticed a definite improvement in the accuracy of recorded radio listening. This is especially true in the recording of beginning and ending times.

When we reviewed diaries from the New York market, one thing we paid close attention to was the way Hispanics filled out the diaries. Reviewing Bronx, Kings, Queens, New York, and Hudson counties (all have an HDHA), we felt Hispanics did a good job in correctly indicating times beginning and times ending.

## One Hypothesis, Two Observations

One interesting observation came from a station staffer in San Francisco: if an individual listened to Station X from 11am-3:30pm, once he reached 3pm he would cross into the next daypart. (Re-

member that the new diary has thick lines separating dayparts, and each daypart section has its name and time written on the left side of the page.) The question which was raised was whether some people might be confused about indicating time ending; someone listening until 3:30pm, for example, might end his reported listening duration at 3pm because the diary section says “10am to 3pm.” This listener would not continue the next two quarter-hours into the late afternoon (3-7pm) section.

## Why The Diary Succeeds

- New, simpler design
- Incorrect AM-PM checking reduced
- Time ending reporting errors nominal

I carefully watched for this in the remaining markets in which I reviewed diaries. Contrary to the observant's beliefs, I did not find many diaries to support the “cutting-off” hypothesis.

**“With the old diary I have seen people writing that they listened to Station X from 7am to 7:30pm, in the car. Do you really think these listeners drove in circles for 12 1/2 hours?”**

One of our summer '86 reviews was for KNIX/Phoenix. The station's Research Director, Jess Hanson, came for the review and had two observations: checking of the wrong AM or PM box seemed to be greatly diminished, and omis-



Jay Krakowitz

Jay Krakowitz is President of **Research Concepts**, a company specializing in Arbitron diary reviews, perceptual research studies, and set-ups of beginning in-house research departments. He may be contacted at PO Box 65117, Baltimore, MD 21209; (301) 484-8615.

sion of a station's ID in the latter half of the diary has emerged. Hanson noted these observations after comparing old vs. new diaries.

Is this a daypart diary problem, or simply a case of a person who didn't know what he was listening to, or was too lazy to write down a station name? Because of the number of diaries we found with omissions of station identification in exclusive KNIX diaries (and applicable to other Phoenix stations' exclusive diaries), Hanson felt the daypart diary is to blame. He further explained that if people write “KNIX” on four separate lines of each diary page (one line for each daypart) and write it on the first four or five days, they automatically assume Arbitron thinks they are listening to KNIX on the days where just times are entered without any reference to a particular station.

## Inconsistent Exclusive Cume Crediting

The first observation has already been explained, but his second point is an interesting one. KNIX has a relatively high percentage of exclusive listeners. All broadcasters want diarykeepers to indicate their exclusivity by writing the call letters or station ID on as many diary pages as possible. Hanson said some KNIX cumers did not bother to indicate KNIX in any way, shape, or form in part of the diary, although times listened to were written in. This seemed to be the case with KNIX's exclusive diaries. Diarykeepers, for example, would enter KNIX along with beginning and ending times on Thursday (the first daily diary page), Friday, Saturday, and Sunday. But on Monday, Tuesday, and Wednesday, they would just write times. Hanson felt the people doing this were listening to KNIX but didn't bother to write down the station's identification.

**“If representatives from 131 markets reviewed the fall '86 diaries, perhaps we would get 131 opinions of the new daypart diary.”**

## 131 Opinions

If representatives from 131 markets reviewed the fall '86 diaries, then perhaps we would get 131 opinions of the new daypart diary. However, after we compared general observations of nearly 74,000 diaries we reviewed for spring '86 and the nearly 22,000 we reviewed for summer '86, the elimination of the confusion over checking incorrect AM or PM boxes seemed to be the most favorable improvement of the new daypart diary.

Keep Yourself Informed  
with The Industry's  
Weekly Newspaper

THE No. 1  
PUBLICATION  
FOR RADIO

Call 213-553-4330  
For Subscription Information

**R&R** Radio & Records

# Great Grammy Music... and the label says ASCAP

**Robert Palmer**  
Addicted to Love

**Burt Bacharach**  
That's What Friends Are For

**James Harris III, Terry Lewis**  
What Have You Done For Me Lately

**Dan Hartman**  
Living in America

**Louis A. Johnson, Gary Bias**  
Sweet Love

**Prince**  
Kiss

**Luther Vandross**  
Give Me The Reason

**Steve Earle**  
Guitar Town

**Jamie O'Hara**  
Grandpa (Tell Me 'Bout The Good Old Days)

**Cy Coleman, Dorothy Fields**  
Sweet Charity

**Douglas Furber,\* Noel Gay\***  
Me and My Girl (Original Broadway Cast Recording)

**Rupert Holmes**  
The Mystery of Edwin Drood (Original Broadway Cast Recording)

**Stephen Sondheim**  
Follies in Concert (Original Cast Album)  
**Andrew Lloyd Webber,\* Richard Maltby Jr.**  
Song & Dance (Original Broadway Cast Recording)

**Bruce Broughton**  
Young Sherlock Holmes (Original Motion Picture Soundtrack)

**Harold Faltermeyer**  
Top Gun Anthem (Original Motion Picture Soundtrack)

**James Horner**  
Aliens (Original Motion Picture Soundtrack)

**Wynton Marsalis**  
J Mood

**Lee Ritenour**  
Earth Run

**Philip Glass**  
Company

**Witold Lutoslawski†**  
Sym. No. 3

**Johnny Mercer**  
Trustee Award

Congratulations  
to all our  
outstanding 1987  
Grammy nominees  
in songwriting categories.

  
American Society of Composers, Authors & Publishers

\*PRS

† ZAIKS

# Paul Simon

"The Boy In The Bubble"



From the Paul Simon album *Graceland* on Warner Bros. Records

Produced by Paul Simon Engineer: Roy Halee

© 1987 Warner Bros. Records Inc.



## RATINGS

### Fall '86 Birch 12+

#### New York

WRKS Market Champ;  
WPLJ Ahead Of WHTZ;  
WNEW-FM Widens AOR  
Gap

	Summer '86	Fa '86
WRKS (B/U)	7.2	6.7
WPLJ (CHR)	6.5	6.6
WHTZ (CHR)	7.5	6.3
WBSL (B/U)	6.4	6.2
WNEW-FM (AOR)	4.6	5.3
WOR (Talk)	4.4	4.6
WXRK (AOR)	3.9	3.7
WLTW (AC)	2.7	3.4
WABC (Talk)	2.8	3.2
WCBS (News)	3.7	3.1
WINS (News)	4.0	3.1
WQHT (UC)	2.0	3.1
WCBS-FM (Gold)	2.9	2.9
WPAT-FM (B/EZ)	3.2	2.9
WNSR (AC)	1.8	2.0
WSKQ (Span)	1.7	1.9
WHN (Ctry)	1.8	1.7
WNEW (BBnd)	2.7	1.7
WYNY (AC)	1.2	1.5
WADO (Span)	1.3	1.4
WPIX (AC)	1.5	1.4
WNCN (Clas)	1.1	1.3
WQXR-AM & FM (Clas)	1.8	1.3
WLIB (CHR)	1.3	1.2
WNBC (AC)	1.5	1.2
WBAB (AOR)	.5	1.1
WKDM (Span)	.8	1.1

#### Los Angeles-Orange County

KPWR Becomes Market  
Leader; KIIS Combo Down;  
KJOI Gains; KLVE Doubles

	Summer '86	Fa '86
KPWR (UC)	7.9	8.1
KIIS-AM & FM (CHR)	9.5	6.8
KROQ (AOR)	6.3	5.3
KJOI (B/EZ)	3.4	4.5
KABC (Talk)	6.0	4.2
KLOS (AOR)	4.6	3.9
KOST (AC)	3.7	3.8
KTNQ (Span)	3.4	3.4
KFWB (News)	2.4	3.3
KRTH-FM (Gold)	3.5	3.3
KLVE (Span)	1.5	3.2
KIQQ (AC)	1.5	3.1
KBIG (AC)	1.9	2.7
KNX (News)	2.5	2.7
KMET (AOR)	2.6	2.6
KALI (Span)	2.1	2.4
KUTE (AA)	1.5	2.3
KMPC (BBnd)	2.3	2.2
KNAC (AOR)	3.1	2.1
KSKQ (Span)	—	2.1
KDAY (B/U)	1.8	2.0
KJLH (B/U)	2.7	1.8
KACE (B/U)	.9	1.4
KWKW (Span)	.9	1.4
KLAC (Ctry)	1.5	1.3
KLSX* (Gold)	—	1.3
KZLA (Ctry)	1.5	1.3
KRLA (Gold)	1.4	1.2
KGfJ (B/U)	.9	1.1
KKGO (Jazz)	.7	1.1
KFI (AC)	1.1	1.0
KNX-FM (AOR)	1.6	1.0
KUSC (Clas)	.6	1.0

\*Formerly KBZT (AC)

#### Chicago

WGCI-FM Maintains Lead;  
WGN A Solid Second;  
WBBM Up A Point

	Summer '86	Fa '86
WGCI-FM (B/U)	12.8	10.7
WGN (Talk)	7.8	10.3
WBMX (B/U)	7.5	6.3
WBBM (News)	5.1	6.1
WLUP (AOR)	5.9	5.7
WBBM-FM (CHR)	4.6	5.0
WKQX (CHR)	3.6	4.0
WCKG (AOR)	3.2	3.9
WXRT (AOR)	4.8	3.9
WYFZ (CHR)	3.6	3.6
WLOO (B/EZ)	3.1	3.4
WLAK (AC)	2.6	3.0
WUSN (Ctry)	3.0	2.8
WLS (CHR)	2.3	2.7
WCLR (AC)	2.2	2.6
WFYR (AC)	2.6	2.6
WFMT (Clas)	1.4	1.9
WJJD (BBnd)	2.5	1.9
WJMK (Gold)	2.6	1.8
WMAQ (Ctry)	2.1	1.6
WRXR (Gold)	1.3	1.6
WZRC (AOR)	—	1.2
WNIB (Clas)	.4	1.0

#### San Francisco-Oakland-San Jose

KGO Slips But Leads;  
KMEL Up; KCBS Rebounds  
To Fourth

	Summer '86	Fa '86
KGO (N/T)	7.5	7.1
KSOL (B/U)	7.1	6.8
KMEL (CHR)	5.6	6.1
KCBS (N/T)	2.8	4.7
KABL-AM & FM (B/EZ)	4.7	4.0
KYUU (AC)	4.5	3.7
KBLX-AM & FM (AA)	3.8	3.9
KSAN (Ctry)	3.1	3.6
KRQR (AOR)	2.7	3.3
KIOI (AC)	2.4	3.1
KFOG (AOR)	3.1	2.9
KNBR (Misc)	3.9	2.9
KOFY (Gold)	—	2.7
KOME (AOR)	2.5	2.7
KITS (CHR)	2.4	2.6
KFRC (BBnd)	1.6	2.2
KYA (Gold)	1.5	2.0
KWSS (CHR)	2.3	1.9
KLOK-FM (AC)	1.7	1.7
KBAY (B/EZ)	1.5	1.6
KOIT-FM (AC)	2.0	1.6
KSJO (AOR)	1.4	1.5
KKH-AM & FM (Clas)	1.3	1.4
KJAZ (Jazz)	.8	1.2
KNEW (Ctry)	2.6	1.2
KSFO (Gold)	1.6	1.2
KATD (CHR)	—	1.1
KEZR (AC)	.8	1.0
KFAX (Rel)	.5	1.0

#### Washington, DC

WKYS Clear Market  
Leader, WHUR Close  
Second; WMAL And  
WMZQ-FM Post Good  
Gains

	Summer '86	Fa '86
WKYS (B/U)	9.1	9.8
WHUR (B/U)	8.2	7.3
WWDC-FM (AOR)	6.2	6.8
WMAL (AC)	4.9	6.6
WMZQ-FM (Ctry)	4.8	6.1
WGAY (B/EZ)	5.8	5.1
WAVA (CHR)	5.1	5.0
WCXR (Gold)	4.9	4.8
WDJY (B/U)	6.6	4.8
WRQX (CHR)	5.0	3.6
WBMW (CHR)	4.2	3.5
WTOP (News)	4.3	3.3
WLTT (AC)	2.9	3.1
WETA (Clas)	2.0	2.8
WWRC (BBnd)	1.9	2.5
WCLY & WPGC (AC)	2.9	2.2
WGMS-AM & FM (Clas)	2.0	1.8
WXTR (Gold)	2.5	1.7
WTKS (AC)	1.4	1.6
WYCB (CC)	1.2	1.6
WHFS (AOR)	1.8	1.4
WAMU (Misc)	.7	1.3
WASH (AC)	1.9	1.3
WPFW (Jazz)	.5	1.1
WOL (B/U)	.6	1.0

#### Philadelphia

WMMR Increases Lead;  
WUSL Slips A Bit; WMGK  
Keeps Edge Over WKSZ

	Summer '86	Fa '86
WMMR (AOR)	14.4	14.5
WUSL (B/U)	12.0	10.5
WDAS-FM (B/U)	6.6	7.7
KWY (News)	7.3	6.3
WEAZ (B/EZ)	4.5	6.3
WYSP (Gold)	6.3	5.1
WCAU-FM (CHR)	4.8	4.6
WWDB (Talk)	4.3	4.6
WMGK (AC)	3.4	4.5
WKSZ (AC)	2.6	4.3
WPEN (BBnd)	3.6	3.8
WXTU (Ctry)	2.6	3.1
WIOQ (AOR)	2.7	3.0
WSNI (AC)	3.6	2.8
WCAU (News)	4.8	2.4
WIP (AC)	2.1	2.3
WFIL (Gold)	1.5	1.9
WTRK (CHR)	1.5	1.9
WFLN (Clas)	1.6	1.4
WHYY (Clas)	.9	1.3
WRTI (Jazz)	.8	1.1

*Just because  
84% of our clients  
gain 2.1 shares  
doesn't mean we treat them  
like statistics.*

INTRODUCING  
MOONLIGHTING

CMI may not be the largest producer of television commercials for radio stations. So we've had to content ourselves with being the best.

At CMI, we work with you every step of the way to make sure you get the most (and more importantly, the best) for your money. We can of-

fer you either a custom commercial of your very own or a syndicated spot with a proven track record.

This personal approach has produced an amazing record of success. Over our five-year history, 84% of our clients have gained an average of 2.1 Arbitron shares.\*

We don't take all the credit. Our clients are smart, and hiring us is only one of the smart things they do.

Give us a call. Talk with us. Compare our new reel with anybody

else's.

You'll see why we're the fastest growing, full-service business of our kind. Because we don't just produce commercials, we produce results.

CMI

612 Hampton Dr.  
Venice, CA 90291

**213 392-8771**

Call us and ask for our Promo '87 Reel.

\*Based on Arbitron Average Quarter Hour Metro Share 12+

# Hold Me

The New Single  
From The Forthcoming Album Sheila E.

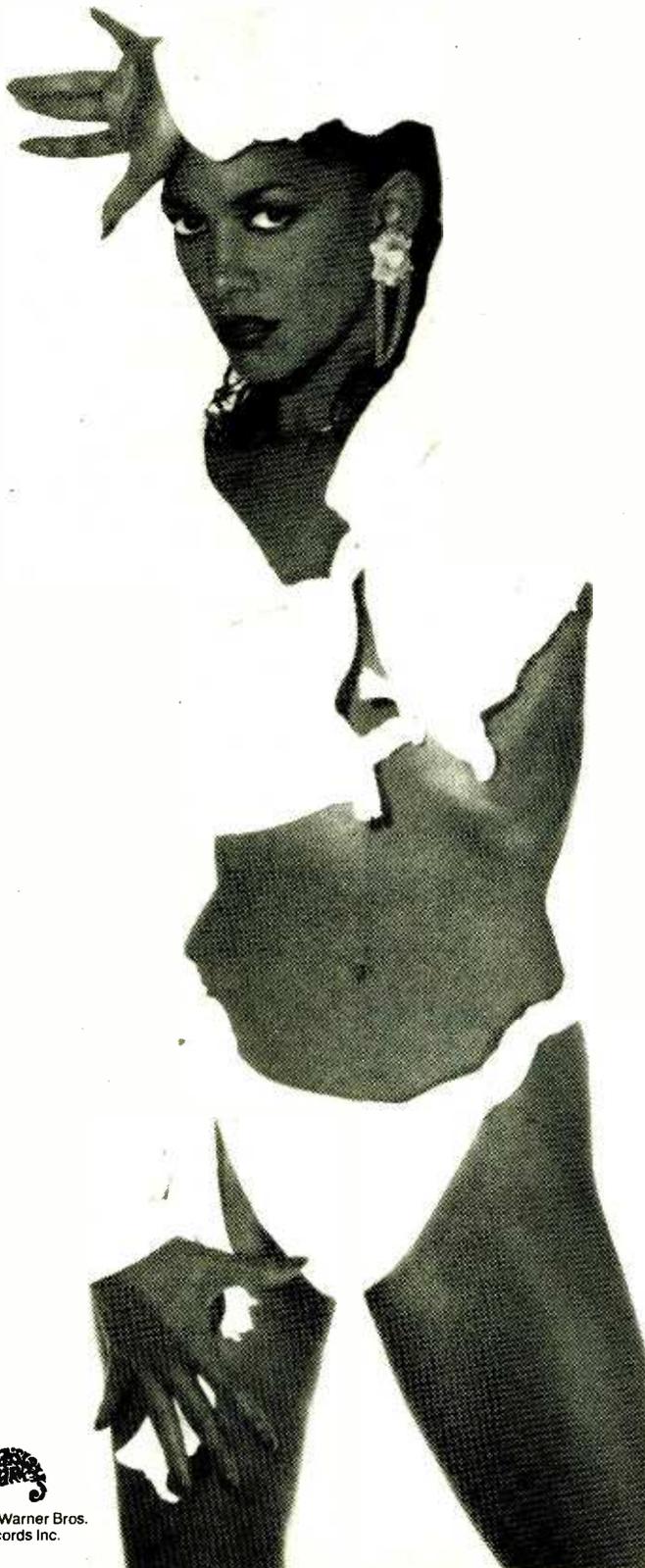
Produced By Sheila E.  
In Association With David J.

Personal Management:  
Cavalle, Ruffalo & Targoni

### CHR Action:

WCZY 36-32	KXX106 25-21
WLOL 35-30	KF95 deb-38
FM102 deb-29	OK100 add
KMEL 21-15	KSMB 33-29
WNNK 39-36	KQCR 34-28
WPST deb-37	

Black/Urban Chart 25



© 1987 Warner Bros. Records Inc.

## RATINGS

### Fall '86 Birch 12+

#### Detroit

WJLB Speeds Ahead; WJR Drops; WRIF And WLLZ Tied In Rock Battle

	Summer '86	Fa '86
WJLB (B/U)	10.9	12.5
WJR (Misc)	11.8	7.9
WLLZ (AOR)	6.8	7.2
WRIF (AOR)	7.5	7.2
WHYT (CHR)	4.0	5.7
WWWW (Ctry)	4.9	5.5
WCZY-AM & FM (CHR)	6.7	5.2
WNIC (AC)	2.2	3.9
WJOI (B/EZ)	4.0	3.5
WWJ (News)	3.4	3.4
WJZZ (Jazz)	3.1	3.3
WKSG (Gold)	2.7	2.8
WXYT (Talk)	2.7	2.8
WOMC (AC)	2.2	2.5
WDTX (CHR)	3.5	2.4
CKLW-FM (Gold)	1.1	2.3
WCXI (Ctry)	.7	2.3
CKLW (BBnd)	3.7	2.2
WQRS (Clas)	1.4	1.8
WGPR (B/U)	2.4	1.6
WLTJ (AC)	1.7	1.6
WMJC (AC)	1.6	1.6
WDET (Jazz)	.5	1.4
WMUZ (CC)	1.0	1.0

#### Boston

WXKS-FM Keeps Thin Lead; WBCN Rock Steady Second; All FM ACs Up

	Summer '86	Fa '86
WXKS-FM (CHR)	12.4	10.8
WBCN (AOR)	10.7	10.7
WBZ (AC)	8.2	7.6
WJIB (B/EZ)	5.6	5.5
WRKO (Talk)	5.6	5.4
WHDH (AC)	3.7	4.8
WEEI (News)	3.7	4.5
WZLX (Gold)	3.3	4.2
WAAF (AOR)	5.6	4.0
WMJX (AC)	2.9	3.5
WROR (AC)	2.8	3.4
WZOU (CHR)	2.2	3.2
WILD (B/U)	2.4	2.9
WSSH (AC)	2.4	2.9
WVBF (AC)	2.3	2.8
WBOS (Ctry)	2.1	2.5
WCRB (Clas)	1.4	1.8
WGBH (Clas)	2.9	1.7
WMEX (Gold)	1.3	1.7
WBUR (AOR)	1.8	1.6
WXKS (BBnd)	1.5	1.4
WPLM-FM (BBnd)	.4	1.1

#### Houston-Galveston

KMJQ Has Commanding Lead; KKQB Combo Steady Second; KIKK-FM Gallops Into Third

	Summer '86	Fa '86
KMJQ (B/U)	12.2	12.4
KKQB-AM & FM (CHR)	8.8	8.8
KIKK-FM (Ctry)	5.4	7.9
KRBE-FM (CHR)	8.8	7.5
KTRH (News)	3.1	6.7
KLOL (AOR)	6.3	6.0
KFMK (AC)	3.5	5.2
KZFX (Gold)	1.1	5.2
KILT-FM (Ctry)	5.0	4.4
KODA (B/EZ)	13.7	3.6
KJYY (AC)	1.6	3.2
KKHT* (CHR)	—	3.2
KQUE (AC)	4.0	3.0
KLTR (AC)	3.5	2.8
KPRC (N/T)	4.1	2.7
KTSU (Jazz)	1.8	1.8
KCOH (B/U)	.8	1.4
KEYH (Span)	1.0	1.4
KUHF (Jazz)	1.8	1.4
KYOK (B/U)	1.1	1.4
KLAT (Span)	2.1	1.1
KXVZ (Span)	2.0	1.0

\*Formerly KSRR (AOR)

#### Dallas-Ft. Worth

KVIL Combo Rates A Ten; KKDA-FM Slips; KPLX Jumps Two Points

	Summer '86	Fa '86
KVIL-AM & FM (AC)	8.4	10.0
KKDA-FM (B/U)	13.0	9.3
KPLX (Ctry)	6.5	8.5
KEGL (CHR)	7.5	8.1
KTXQ (AOR)	7.9	6.9
KRLD (News)	5.9	5.7
KTKS (CHR)	5.1	5.3
KSCS (Ctry)	4.4	5.0
WBAP (Ctry)	6.5	4.8
KZEW (AOR)	4.6	3.5
KMEZ-FM (B/EZ)	3.1	3.2
KQZY (AC)	2.5	3.0
KHYI* (CHR)	—	2.9
KLUV (Gold)	5.0	2.6
KMGC (AC)	2.0	2.3
KESS (Span)	1.6	2.2
KSSA (Span)	.4	2.1
KDLZ (B/U)	2.5	2.0
WRR (Clas)	1.0	1.5
KCBI (Rel)	.3	1.4
WZPS (CHR)	1.6	1.1

\*Formerly KLTY (CC)

#### Atlanta

WKLS-FM Rolls Upward; WYAY Lassos Sizable Gain; AC Race Runs Tight

	Summer '86	Fa '86
WKLS-FM (AOR)	13.2	13.6
WVEE (B/U)	11.6	10.5
WZGC (CHR)	10.6	9.8
WYAY (Ctry)	5.9	8.4
WPCH (B/EZ)	6.2	6.7
WQXI-FM (CHR)	7.6	5.9
WKHX (Ctry)	5.3	5.1
WSB-FM (AC)	4.8	4.6
WFOX (AC)	4.0	4.4
WSB (AC)	5.0	4.1
WEKS-FM (B/U)	3.1	4.0
WARM (CHR)	4.0	3.4
WGST (N/T)	2.0	2.8
WABE (Clas)	1.2	2.0
WAOK (B/U)	2.2	1.7
WPLO (Ctry)	.5	1.3
WCLK (Jazz)	1.3	1.0

#### Baltimore

WXYV Retakes Market Lead; WIYY Steady Second; WBAL Posts Another Gain

	Summer '86	Fa '86
WXYV (B/U)	8.2	10.2
WIYY (AOR)	8.7	8.7
WBAL (N/T)	7.8	8.5
WBSB (CHR)	8.1	8.0
WLIF (B/EZ)	8.6	7.3
WPOC (Ctry)	7.3	6.4
WWDC-FM (AOR)	3.3	4.6
WMMX (AC)	4.2	3.9
WHUR (B/U)	2.1	2.9
WYST-FM (AC)	2.8	2.8
WBJC (Clas)	2.1	2.6
WWIN-FM (B/U)	2.7	2.6
WGRX (AOR)	1.6	2.3
WWIN (B/U)	1.5	2.3
WCAO (Ctry)	2.9	2.1
WFBR (AC)	3.6	2.0
WQSR (Gold)	2.7	1.9
WRQX (CHR)	1.9	1.9
WEBB (B/U)	1.6	1.5
WITH (BBnd)	1.5	1.5
WBGR (Rel)	3.1	1.3
WRBS (Rel)	1.2	1.3
WCBM (AC)	1.0	1.2
WAVA (CHR)	.5	1.1

#### Format Legend

AA-Adult Alternative, AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, B/U-Black/Urban, CC-Contemporary Christian, 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, UC-Urban Contemporary.

A-HA CRY WOLF

CHR NEW & ACTIVE

42 UP 6 DEBUTS 76/10

- |               |             |
|---------------|-------------|
| WKSE 33-29    | KUBE 24-21  |
| Q107 26-24    | WNNK add    |
| PWR997 deb-35 | WRCK deb-40 |
| KRBE deb-39   | WBBQ 32-28  |
| Y100 add-25   | WKQB 35-30  |
| Z95 deb-34    | WCKN 38-30  |
| WMMS add      | WBAM add    |
| WLOL add      | WHY add     |
| KATD 31-29    | BJ105 add   |
| KWSS deb-32   | 94Z 34-28   |
| KPLZ 26-24    | KIYS 24-20  |



THE NEW SINGLE

From the Warner Bros. album Scoundrel Days

PRODUCED BY ALAN TARNEY

Management: Terry Slater



- |             |
|-------------|
| KCAQ 26-23  |
| KITS 15-10  |
| KZZU 24-19  |
| KNBQ add    |
| KRQ add     |
| 95XXX 34-26 |
| 95XIL 30-24 |
| WKSF 34-28  |
| WJAD 39-30  |
| Z103 add    |
| KDVV 30-23  |
| KGOT 33-28  |
| KOZE 20-18  |
| KZFN 27-23  |
| Y97 37-31   |
| OK95 22-14  |

STEVE WINWOOD

"THE FINER THINGS"

THE NEW SINGLE

FROM THE SMASH ALBUM

BACK IN THE HIGH LIFE



CHR NEW & ACTIVE

79/37

One Of The "Most Added"

PRODUCED BY RUSS TITELMAN

AND STEVE WINWOOD



MANAGEMENT: NuVISIONS MANAGEMENT, LTD

RON WEISNER / BENNETT FREED

TM OWNED BY ISLAND ENTERTAINMENT GROUP, INC

MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS INC

© 1986 ISLAND RECORDS, INC



REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## PART I: THE NETWORK VIEW

# Selling Syndication On The Local Level

It may come as a great surprise, but networks and syndicators are not just in the business of programming radio stations. The program is the end product, of course, but if it wasn't for the business angle — the sales opportunities — virtually every distributor would drop out of the ball game. The hard truth is that program suppliers tend to be in business for the money first and the creativity second. Syndicated programming is simply the vehicle that carries the advertising (much like newspaper publishing).

Radio stations, on the other hand, view syndicated features largely as programming vehicles, a way to eliminate a jock shift, a way to save money, or all three. NBC VP/Sales Craig Simon says stations should realize they can "have their cake and eat it too." Network programming can serve a dual purpose, he explains: "Not only can they save money by giving the jock the day off, they can go out and make money. One reason stations are reluctant to sell this programming is that everybody wants to sell their hot spots — mornings, afternoons, maybe even night-times. Many times they ignore the opportunity to have good programming while saving money on a jock's shift, but more often it seems difficult for managers to motivate their salespeople."

### The Marquee Value Of Programming

"National advertisers are attracted to network programming because they deliver 90% national coverage and have a high level of prestige," observes United Stations Exec. VP/Sales David Landau. "Radio stations would do well to look at the sales benefits for these national advertisers and apply them on the local level." Landau points to the "marquee value" which, emphasized properly, "can attract new advertisers and other light users."

It is this marquee value which, probably more than any other factor, induces both network and local advertisers to buy into a network program. "Making a potential sponsor aware that a particular artist, show, or event is a hot property is the key to selling syndication," Landau continues. "You just have to make an advertiser aware of the promotional value of the event."

MCA Radio VP Lance Robbins identifies a separatist attitude between the programming and sales departments as contributory to the sales problem. "Quite often the PD takes a show for the show's sake and the general sales manager

### Motivation, Environment Are Key

The first step in selling syndicated programming is motivation. Once the sales manager is certain that a special program is a good buy, "he has to convince the salesperson to go out and sell it," Simon insists. "Whenever you're selling special programming you have to

## Syndication: A Sales Tool

- Syndicated programming is a programming and sales tool.
- Salespeople must be motivated to sell feature programming.
- Environment is the key factor in selling a program.
- Don't live and die by the numbers . . . take a chance.

finds out about it and has to sell it. It really should be a tandem effort between the PD and GSM to discuss the show's value to the station."

recognize what it is and what it offers."

What it offers, Simon continues, is environment. "Many salespeople sell just by numbers. You sell

## NETWORK NOTES

# United Stations Skeds McCartney

The **United Stations Radio Network** has slated a "Love Songs of Paul McCartney," a three-hour review of the ex-Beatle's silly love songs, for Valentine's Day weekend (2/14-15). The special broadcast, hosted by **WCBS-FM/New York's Don Reed**, will present McCartney's Beatles and post-Beatles romantic classics. "Love Songs" also features an exclusive recent interview in which Paul talks about his music, the early days of the Beatles, his collaboration with **John Lennon**, and the eventual break-up of the group.

### CBS Firms NCAA Playoff Slate

**CBS Radio Network** and **Host Communications** have set the announce teams to call the NCAA basketball postseason tournament action, beginning March 19. The schedule begins with the regional semifinal match at the Meadowlands Arena in New Jersey and concludes with the national

championship from the Louisiana Superdome in New Orleans. Lined up to cover CBS's sixth NCAA season are **WCBS/New York Sports Director Ed Ingles**, **KCBS/San Francisco Sports-caster Ted Robinson**, and **Sports-casters John Rooney, Jim Kelly, Cawood Ledford, Dave Gavitt, and Phil Schaefer**.

In addition, CBS will offer a pair of 3-hour call-in programs. Ledford and Gavitt will host "Selection Sunday, airing March 8, featuring projections of the 64 teams selected to receive NCAA tournament bids. The announce team also will take to the air March 27 to discuss the outcome of the "Final Four" semifinals, scheduled for the following afternoon.

### Romancin' The Oldies

The **Transtar Radio Network** has started production of a new long-form weekly special, "Romancin' The Oldies," featuring classic love songs from the '50s, '60s, and '70s. The 5-hour



**HOOSIERS** — NBC-TV's "Today" co-anchor Jane Pauley dropped by Studio 8B at 30 Rock for a guest appearance on WFBQ/Indianapolis's "Tom and Bob Show" during the station's recent remote broadcast from New York. An Indiana native, Jane thrilled WFBQ listeners back home with her rendition of the Indiana University fight song. Pictured (l-r) are WFBQ's Bob Kevoian, Pauley, and WFBQ's Tom Griswold and Mark Much.

morning drive by numbers, but with feature programming you have to push the environment. There are whole groups of potential clients who wouldn't normally advertise on radio but would advertise during a special program."

This special programming need not be limited only to long-form music features; virtually every type of program has its own segment of advertisers. Any programming that can find network advertisers should also be suitable to local clients. "If a client is involved with sports, that may be all they're going to buy — but they're going to buy a lot of it," Simon says.

### Special Programming Avoids The "Numbers" Game

Special programming gives a station the chance to sell something outside morning or afternoon drive — and remove itself from the numbers game. "If you live by the numbers you die by them," Simon observes. "Anybody can just open up a ratings book and say 'here are my numbers.' There's more to sell-

ing than just taking a bunch of ratings around and plopping them on someone's desk and asking, 'Where's my order?'"

Robbins explains, "It lets me go down to Bob's Car Wash and say 'You have a chance to sponsor a Bruce Springsteen interview. We'll give you opening and closing billboards and you will be associated with a particular segment of the show.' A client can always pay top rate to advertise between 6am-midnight, or he can buy a consistent, entertaining program that associates him with prestige product."

This can be done without going anywhere near an Arbitron book, although in many cases a program's ratings prove advantageous to its sale. "A whole combination of factors, including the numbers the show generates, are involved," Simon elaborates. "We know of clients who would never dream of buying radio, but when they see what a special program can do for them they jump at it. You just have to take the time to flush these people out."

program, hosted by **KIQQ/Los Angeles PD Craig Hines**, is designed to fit AC and Format 41 stations.

"We've taken the same painstaking effort that went into the development of Format 41 to design this ultimate 'soft and easy' program," says **Transtar President Gary Fries**. "Romancin' The Oldies" contains all the excitement of a special without all the talk."

### WW1 Sponsors Judds, Heart Concerts

The **Westwood One Radio Networks** have rejoined with **Sun Country Coolers** to co-sponsor two major 1987 concert tours featuring the **Judds** and **Heart**. The Judds tour is scheduled to run from June through October, while Heart is expected to take to the road in May and continue through the end of the year.

Comments **Gerry Caro**, **Sun Country Cooler Product Manager**, "We're really excited about par-

ticipating in the tour sponsorship of these two great acts with Westwood One. Last year's **Stevie Nicks** sponsorship was a complete success from our standpoint, and we look forward to even greater returns in 1987 with Heart and the Judds."

### Anderson On UPI

Syndicated columnist **Jack Anderson** has signed an exclusive deal with **UPI Radio Network** to provide three :60 radio reports each weekday. The reports will be available to all affiliates of the network Monday-Friday and will be fed at 5:05am EST. UPI Radio Network Director **Mike Freedman** said stations were "expressing eager anticipation about Jack Anderson's reports," and added that "this is a valuable and popular addition to the Network."

Anderson is the Pulitzer Prize-winning Washington investigative journalist who received considerable international notoriety for his coverage of the Watergate coverup.

# NETWORK FEATURE FILE

## NEWS & INFORMATION FEATURES

February 9 - February 13

### MUSIC FEATURES

### GENERAL INFORMATION

### COMEDY

#### The Weekend

#### The Week Of

February 14 - February 15

<b>Christian Countdown America</b> (CCA) Valentine's day special	<b>Pepsi Hitline USA</b> (JBP) Bangles (2/15)
<b>Dick Clark's Rock, Roll &amp; Remember</b> (USP) Driters	<b>Powercuts</b> (GSN) Los Lobos/Steve Miller
<b>The Countdown</b> (WO) J. Blackfoot/Gladys Knight & the Pips	<b>Radio Links</b> (RL) Scott Valentine
<b>Countdown America with Dick Clark</b> (US) El DeBarge	<b>Rock Connections</b> (CBSR) Animal hour: "Beast of Burden," "Fly Like An Eagle," "Werewolves Of London," "Bungle In The Jungle"
<b>Countdown USA</b> (CUSA) Corey Hart	<b>Rock Watch</b> (USP) Crosby, Stills, & Nash
<b>Country Closeup</b> (PM) Special edition Valentine's Day show	<b>Reelin' &amp; A Rockin'</b> (RI) Robert Palmer/Whoopi Goldberg
<b>Country Report Countdown</b> (WRN) Mel McDaniel/Juice Newton/Judds	<b>Reelin' In The Years</b> (GSN) Carl Perkins/Buffalo Springfield
<b>Country Today</b> (MJI) Ronnie McDowell	<b>Rock Chronicles</b> (WO) Billy Idol/Iggy Pop/Robert Cray band
<b>Cruisin' America with Cousin Brucie</b> (CBSR) Petula Clark/Paul Anka/Emilio Esteves/Huey Lewis	<b>Rock Watch</b> (USP) New music spotlight
<b>Dr. Demento</b> (WO) Salute to the Smothers Brothers	<b>Scott Shannon's Rockin' America Countdown</b> (WO) Georgia Satellites/Robbie Nevil/Samantha Fox
<b>Future Hits</b> (WO) Madonna/Peter Wolf	<b>Sinatra Special</b> (CRS) Classic Capitol
<b>Great Sounds</b> (USP) Vaughn Monroe tribute	<b>Sittin' In</b> (WRN) Judds
<b>Hot Rocks</b> (USP) Human League	<b>Solid Gold Saturday Night</b> (US) Hearts & flowers: Top 40 just for Valentine's day
<b>Jazz Show with David Sanborn</b> (NBCE) Grammy nominees	<b>Soupy Sales' Moldy Oldies</b> (NBCE) Valentine's day tribute
<b>Jazz Trax</b> (JT) Kenny G	<b>Star Beat</b> (MJI) Howard Hewett
<b>A Valentine's Day Special</b> (USP) Love songs of Paul McCartney	<b>Super Gold</b> (TRAN) Top 20 favorite love songs/5th Dimension/Frankie Avalon (2/14)
<b>Metalshop</b> (MJI) Michael Schenker	<b>Best of Elvis Presley</b> (2/15)
<b>Motor City Beat</b> (USP) Dynamite duets	<b>Superstars Rock Concert</b> (WO) Neil Young
<b>Musical!</b> (WO) Valentine's special	<b>That's Love</b> (WO) Valentine special: Gregory Abbott/Emilio Estevez/Rita Coolidge
<b>Musical Starstreams</b> (FF) Paul Sutin	<b>Top 30 USA</b> (CBSR) Dream Show: "California Dreamin'," "All I Have To Do Is Dream," "An American Dream," "Dreams"
<b>National Music Survey</b> (WO) Air Supply/Corey Hart/Glass Tiger	<b>Urban Music Magazine</b> (SI) Luther Vandross
<b>On The Radio</b> (NSBA) Pretenders	<b>Weekly Country Music Countdown</b> (USP) Juice Newton

February 16 - February 20

<b>British Wax Museum</b> (RI) Jeff Beck/Elton John/Hollies/English Beat/Rod Stewart
<b>Country Calendar</b> (CW) Charlie Rich (2/16) Mark Gray (2/17) Juice Newton (2/18) Gene Watson (2/19) George Strait (2/20) Marie Osmond (2/21) Ricky Skaggs (2/22)
<b>Country Report with Ron Martin</b> (WRN) Thom Schuyler/T.G. Sheppard (2/16) Southern Pacific/Randy Travis (2/17) Thom Schuyler/Billy Joe Royal (2/18) Donna Fargo/Southern Pacific (2/19) Girls Next Door/Donna Fargo (2/20)
<b>Earth News</b> (WO) Robert Ulrich/Bob Geldof/Oliver Stone/ Bruce Hornsby/Huey Lewis/ Robert Carradine
<b>Encore With Jim Lange</b> (WO) 1949: Russ Morgan
<b>In Concert</b> (WO) Georgia Satellites/Outfield
<b>Legends of Rock</b> (NBCE) Rolling Stones, Pt. 1
<b>Line One</b> (WO) David Lee Roth
<b>Live From Gilley's</b> (WO) The Whites
<b>Off The Record</b> (WO) Huey Lewis & the News/Bruce Hornsby & the Range/Los Lobos
<b>Off The Record Special</b> (WO) Eddie Money
<b>Plain Rap Countdown-CHR/AC</b> (PRN) CHR: Bon Jovi/Huey Lewis/Gregory Abbott/ Journey/Ready For The World AC: Bruce Hornsby/Ben E. King/Miami Sound Machine/Jets/Billy Ocean
<b>Pop Concerts/Star Trak Profiles</b> (WO) Genesis
<b>Rockline</b> (GSN) REO Speedwagon (2/16)
<b>Rock Notes</b> (NP) Bangles/Ben Orr/Steve Winwood/Billy Joel/ Rob Junkglas
<b>Rock Over London</b> (RI) Paul McCartney, Pt. 2
<b>Rock Today</b> (MJI) Peter Wolf
<b>Shootin' The Breeze</b> (WO) Doug E. Fresh/Krystol/Robbie Nevil
<b>Solid Gold Country</b> (USP) Salute to Sonny James (2/16) This week in 1976 (2/17) "Blue Country" Hits (2/18) Grammy awards preview, Pt. 1 (2/19) Grammy awards preview, Pt. 2 (2/20)
<b>Solid Gold Scrapbook</b> (US) Hits of Holland, Dozier, & Holland (2/16) Profile: Gene Pitney (2/17) Today in 1971 (2/19) Profile: Smokey Robinson (2/20) Tonight's the night (2/21)
<b>Sound Express</b> (WO) Stephanie Mills
<b>Special Edition</b> (WO) Painter Sisters
<b>Star Trak</b> (WO) Toto/Cinderella/Ready For The World

<b>At The Game</b> (ATGN) NBA All-Star game	<b>The Blimp</b> (PM) Free toupees for college students/red M&Ms/ anti-smoking women campaigns/radar detectors/debate over the use of capsules
<b>Campbell's Playhouse</b> (PIA) "The Bad Man"	<b>Car Show Coast To Coast</b> (SCGI) Review of '87 Chevrolet Spectrum/Jim Fuller, VP/Volkswagen, US
<b>Computer Program</b> (PM) Lighting for your home/protecting data/ micro security/office talking computers/ women and computers	<b>Costas Coast To Coast</b> (CW) Dave Winfield
<b>Discovering Tomorrow</b> (JBE) Cancer & space technology/home video (2/9) TV show from Mars (2/10) New technology & organized crime/credit card gambling (2/11) High tech hotel/first pair of wings (2/12) Deadly pocket pager/France's "day of glory" (2/13) Licking your wounds can heal them (2/14) The unbreakable egg (2/15)	<b>Health Care</b> (PIA) "Fighting Heart Disease: A Fish Story"
<b>NBC Extra</b> (NBC) Dr. Joyce Brothers: How do I love thee?	<b>Personal Finance Digest</b> (JBP) Lower tax bill/tax reform/property taxes/ grandfather rule/home improvements/ layaway plans/IRAs
<b>Public Affairs</b> (PIA) The Invisible Ones	<b>Reviewing Stand</b> (PIA) Apathy: who cares?/When children don't grow/ Corporate citizens
<b>Sound Advice</b> (PM) Amplifier power ratings/harmonic & intermodulation distortion/hiss, hum, & rumble/frequency fundamentals	<b>Sporting News Report</b> (CW) Alan Eagleson/Mario Lemieux/Marcelle Dionne/ Paul Warfield/Gayle Gardner/Leslie Visser/ Max Enfinger/Willie Banks/Bill Toomey/ Bart Connor
<b>Sports Explosion</b> (PIA) John Ziegler/Chris Schenkel/William Perry	<b>Sports Flashback</b> (CW) '81 World Series MVPs/longest NFL run from scrimmage/how many times has Billy Martin managed the Yankees/who did Jack Dempsey defeat to become world champ/the Dempsey-Tunney fight/the Lewis Schmelling fight/'71 Kentucky Derby winner
<b>Travel Holiday Magazine</b> (CW) World's best beaches	<b>Working Out</b> (JB) Downhill skiing (2/9) High performance training (2/10) Running (2/11) Cross country ski machines (2/12) Cross country training (2/13)
<b>Wireless Flash</b> (CRN) Michael J. Fox/Wolfgang Puck/Nu Shooz/ Simply Red/Mike & the Mechanics/ Andreas Vollenweider	

<b>All My Children Update</b> (PRN) Julie saves Charlie/Brooke burns Erca/ Mark snakes Ellen/Palmer falls for Natalie/Ross has roving eyes	<b>Amatellin U</b> (DD) Re-enrollment blues/that class is full/ pay your dues/pass or play/be your own boss
<b>Bobby Jo Amberg's Bar &amp; Grill</b> (DD) Garbage strike/miserable for two hours/ don't take it anymore	<b>Comedy Hour</b> (MJI) Cohost: Richard Belzer/Jay Leno/ Albert Brooks/Lily Tomlin/ Smothers Brothers
<b>Comedy Show with Dick Cavett</b> (CW) Love & romance: Steve Martin/Pat Cooper/ Groucho Marx/Tim Conway/Shelly Berman/ Smothers Brothers/Bill Cosby/Sanford & Son/George Carlin/Jack Benny/Van Johnson/Nichols & May/Stan Freberg/ Gertrude Berg/Larry Wilde/Stiller & Meara	<b>Comedy Spot</b> (CW) Steve Martin (2/9) Bill Cosby (2/10) Monty Python (2/11) Tim Conway (2/12) Joan Rivers (2/13)
<b>Daily Feed</b> (DCA) Schtick of the Union/Gorbachev stuffs the ballot/snow jobs in Washington/ Ambassador Helms/frozen groundhog discovered	<b>Fun Factory</b> (PM) Miami wife/Trendy's/Spanish language tape/CBS moron show/spittoon
<b>Irving Loblolly</b> (DD) Go for the upright/right up the middle/go for a drive/nicknames in sports/more quiz questions	<b>Jackie The Joke Man</b> (OHR) Scratching walter/yuppie love/wife spoiled/ screwdriver?/stimulated pupils
<b>Laugh Machine</b> (PM) Rodney Dangerfield/Joan Rivers/Gallagher/ Bob Newhart/Steve Martin/ George Lindsey/Ron Stevens	<b>Mel Blanc's Blankety Blancs</b> (ASR) Woodsman & the broom/the gerbil & the grinch/the talking frogs/Pandora's box/ the old witch & the mirror
<b>National Lampoon's True Facts</b> (PRN) Roast pig/don't think & drive/witch crop/ the great race/blind justice	<b>Party Drop-Ins</b> (ASR) Idiot's pursuit/time & temperature/Mr. Helner/ redhot polka/great party
<b>Radio Hotline</b> (ASR) Dial an ego/skinning a cat/newlywed game/ attorney/jigsaw dogboy	<b>Red Neckerson</b> (SYN) Men wearing earrings
<b>Stevens &amp; Grdnic's Comedy Drop-Ins</b> (ASR) 22nd workout/man who sees into future/stitch 'em/nude dental association/the mena Ja Trols	<b>United Spots Of America</b> (ASR) Soma cola/Syd Keester/United Bums International/Morry Spitalnick/fysche



**SATELLITE DELIVERY** — United Stations' Dick Clark chats with Elektra recording act Georgia Satellites about their current release "Keep Your Hands To Yourself" for an upcoming segment of the network's "Countdown America" program. Pictured (l-r) are Clark, Mauro Magellan, Rick Richards, Rick Price, and Dan Baird.

#### NETWORKS/PROGRAM SUPPLIERS

<b>AA</b> = Audiophile Audition (415) 457-2741	<b>ESG</b> = Emlans Syndication Group (209) 578-6747
<b>ABC</b> = ABC Direction Net (212) 887-7777	<b>FF</b> = Frank Forest Productions (415) 383-7827
<b>AP</b> = Associated Press (202) 955-7200	<b>GCI</b> = Goodphone Communications Inc. (818) 990-7707
<b>ASR</b> = All Star Radio (213) 850-1189	<b>GSN</b> = Global Satellite Net (818) 906-1888
<b>BRE</b> = Barnett-Robbins (818) 788-2331	<b>IN</b> = Interview (213) 852-6710
<b>CB</b> = Continuum Broadcasting (212) 580-9525	<b>JBE</b> = Jim Brown Entertainment (213) 390-9971
<b>CBS</b> = CBS Radio (212) 975-4321	<b>KSE</b> = Kris Stevens Enterprises (818) 981-8255
<b>CBSR</b> = CBS RadioRadio (212) 975-4321	<b>LBP</b> = Lee Bailey Prod. (213) 256-2778
<b>CCA</b> = Christian Countdown America (312) 820-1389	<b>LW</b> = London Wavelength (914) 981-7600
<b>CN</b> = Copley Radio Network (819) 293-1818	<b>MBS</b> = Mutual Broadcasting (703) 885-2000
<b>CRS</b> = Creative Radio Shows (818) 787-0410	<b>MJI</b> = MJI Broadcasting (212) 245-5010
<b>CUSA</b> = Countdown USA (415) 383-7302	<b>NBC</b> = NBC Radio (212) 884-4444
<b>CW</b> = Clayton Webster (314) 725-5070	<b>NBCE</b> = NBC Radio Entertainment (212) 664-4444
<b>DCA</b> = DC Audio (202) 638-4222	<b>NP</b> = Narwood Productions (212) 755-3320
<b>DD</b> = Dorsey & Donnelly Enterprises (817) 640-0392	<b>NSBA</b> = NSBA Network (213) 306-8009
<b>DIR</b> = DIR Broadcasting (212) 371-6850	<b>OHR</b> = Off Hour Rockers (516) 628-1490
<b>ERI</b> = Entertainment Radio, Inc. (818) 965-4807	<b>PM</b> = Progressive Radio Network (212) 565-9400

<b>PIA</b> = Public Interest Affiliates (312) 943-8888	<b>PRN</b> = Premiere Radio Network (213) 487-2346
<b>RI</b> = Radio International (212) 302-1670	<b>RL</b> = Radio Links (213) 454-0488
<b>SBS</b> = Strand Broadcast (213) 318-1888	<b>SC</b> = Syndicom (415) 364-1781
<b>SCGI</b> = Starstream Communications Group, Inc. (713) 781-0781	<b>SI</b> = Syndicate II (818) 841-9350
<b>SM</b> = SpecMark (818) 505-9746	<b>SMN</b> = Satellite Music Network (800) 527-4892
<b>SP</b> = "The Spirit" Productions (518) 371-0808	<b>SPI</b> = Spin Publications Inc (212) 496-6100
<b>SRFI</b> = Solters/Roskin/Friedman, Inc. (213) 936-7900	<b>SYN</b> = Syndicom (415) 368-1781
<b>TRAN</b> = Transtar (213) 460-6383	<b>USAT</b> = USA Today (800)222-0990
<b>USP</b> = The United Stations (703) 276-2900	<b>WRN</b> = Westwood Radio Network (213) 482-5922
<b>WO</b> = Westwood One (213) 204-5000	

## MANAGING AIRSTAFF PERSONALITIES

## Green Egos And Hams

By Charles Warner

As you figure out how to deal with disk jockeys and their personalities, it's helpful to use a few assumptions as guidelines until you learn each jock's unique characteristics. The items on this list are not necessarily negative; all of them are integral to a DJ's effectiveness.

1. They became DJs because they need love, affiliation, and approval. The first rule in dealing with talent is to give them lots of love, support, trust, affection, and approval. This is good advice no matter who you are managing. Too often, bosses seem to go out of their way to give signals that they are not concerned about employees as individuals.

#### Different People Need Different Management

2. They became disk jockeys because they view themselves as creative, and they want their creative input respected. Creative people are different from other people and have to be managed differently. The fact that few DJs are truly creative is irrelevant when it comes to how you manage them. However, manage all jocks as you would manage truly creative talent. You must go to great lengths to get jocks to feel as if they've made the decisions about their shows.

3. They hate criticism, since they look at it as an expression of personal rejection. No one likes criticism, especially people who see themselves as creative. They will believe two phone calls or one relative reconfirming their own high opinions of themselves before they'll believe any rating book. If you have criticisms, you are obviously wrong and therefore criticizing them because of some irrational, emotional reason.

The point here: criticism is a waste of time, since it won't be believed or accepted. Avoid even remarks that could be considered criticism. Instead of telling a DJ to use a certain liner, say, "Johnny,

#### Attributes Of The Average DJ

- Creative
- Vulnerable
- Innocent
- Self-Confident
- Insecure

you sound great. You're doing 90% of what you do to perfection, but here is a suggestion that might help improve that other 10%."

You should meet individually with each jock a minimum of every two weeks. Your DJs are desperate for individual feedback and encouragement. A good technique is to ask each DJ what he thinks the other jocks could do to improve their performances. Write down these suggestions and go over the list carefully with the person who made them — most of the recommendations will apply to him as well.

#### Make DJs Feel Like Equals

4. They're convinced they can do your job better than you can (this is especially true if a PD has never been on the air). This attitude is a good one to encourage, because it indicates they have confidence. Tell them you need their help and advice (you actually do in most cases), especially in terms of how to appeal to their particular audience. Make them feel like collaborators and equals, not employees.

Many young PDs don't ask for help because they're afraid they

will appear weak. On the contrary, when you ask for help you give the message that you are open to ideas and confident in your own ability to sort out alternatives and make decisions.

5. They're convinced their ratings would go up if you would make a few changes in their shows. (All of these changes usually involve letting them talk more.) They might be right, but chances are they're wrong. However, you can't tell them, "No one wants to hear you talk." Most jocks are convinced that people listen to a station primarily because of them, so you can't (nor do you want to) disabuse them of this notion. If they take responsibility for their shows and their performance, they will work harder at doing things right.

**"The first rule: give them lots of love, support, trust, affection, and approval. This is good advice no matter whom you're managing."**

6. They are exceptionally vulnerable and, therefore, terrified of making a mistake. You never have to point out mistakes to them; they know when they make them. This vulnerability makes them human, spontaneous, and lovable. They must remain open; they must continue to take risks. Never call jocks on the air unless it's to compliment them.

7. DJs are terrified of the PD and GM. The GM should never criticize or threaten a DJ or any personality, as it will depress and terrify them — and will never correct a problem. Never give the jock hotline telephone number to the GM; it scares the hell out of jocks if a



Charles Warner

Charles Warner is a radio veteran whose background includes VP/GM posts with WNBC/New York, WMAQ & WKQX/Chicago, and CBS Radio Spot Sales. He currently lives in Palo Alto, CA and is Director of the Mass Communications program at Menlo College. He also consults, specializing in strategy, management development, and sales training.

GM ever calls, even to compliment them.

Also, keep in mind that you are in management. You must make critical judgments and there are some things DJs do that are unforgivable. They understand this situation and are therefore afraid of you. Earn their respect as a boss who listens to them and is concerned about them, but who is not their buddy.

#### Put Blame In Right Place

8. Mistakes are never their fault. Although jocks tend to blame their poor performances on things other than themselves, don't automatically assume they are just protecting themselves. They often know as much about mikes and equipment as many engineers, since sounding good is so important to them. Listen to them and have everyone else who conceivably could be at fault listen to them. The more they are listened to, the less apt they are to throw off the blame.

9. They are often childlike in their innocence and naivete about many things in general and business in particular. Don't corrupt them; keep them innocent. They must believe they can make the difference in station ratings, that they can make audiences love them, and that people hang onto every word they say. Children are more fun, creative, and playful than adults, so why would we want our entertainers to be any other way?

10. DJs are a completely contradictory combination of supreme self-confidence and immense in-

**"Train your GM never to criticize or threaten a DJ or any personality, as it will depress and terrify them — and will never correct a problem."**

securities. You should always manage everyone according to this assumption. Jocks have to have enough confidence and courage to put themselves on the line every day in front of the public. If something is said or played that a listener hates, it's the jocks they blame.

#### Final Alternative: Letting DJs Go

What do you do when jocks won't agree to do things your way after you've done all the things recommended above? Unfortunately, you have to let them find another station that will appreciate their talents. I'm not being facetious. Rick Dees failed at one station and was an incredible success at another; it happens all the time. When you decide to let someone go, do it gently. Tell him the failure is yours in not being able to fit his talents into your system, and that you are giving him the freedom to pursue a gig that will make him happy.

Always remember that one of your main goals must be to have happy DJs, because unhappy ones sound that way. Find a thousand ways to make them happy.

# One On One

STEVE WYMAN  
& ASSOC.

4250 Perimeter Park Dr.  
Suite 109  
Atlanta, GA 30341  
(404) 455-1651

## That is the way we treat each assignment

Our one on one approach is more than simply a matchmaking process. Before we begin an assignment, we understand you and your needs. We search for and find the person who is not only right for the job, but right for you and your company. We're proud of our thoroughness. We INVESTIGATE! We check and re-check. Many times we even eliminate those applicants who look *so good on paper*.



Our work is done in the strictest confidence to protect you and the prospective applicants, always keeping your urgency in mind.

With over 18 years in the broadcast industry, our far-reaching reputation for honesty, integrity and dependability is solid.

When there are key positions to fill in your organization, let us discuss with you why Steve Wyman and Associates would be the most efficient and effective means of acquiring the right people for those positions.

**Our success depends on your success!**

# A SOFTSHOE WON'T DO.

—Ralph Guild, CRMC



Selling radio means more than tripping the light fantastic.  
Becoming a Certified Radio Marketing Consultant  
means you're playing the Palace.  
CRMCs are radio's top 1%.  
They earn more, clients respect them and they advance faster.  
Test yourself.  
Call Ken Costa at the  
Radio Advertising Bureau  
(212) 254-4800 for the facts.



HARVEY MEDNICK

## PROMOTION & MARKETING

### NBC'S VOUKIDES COMMENTS

# Navigating The Merchandising Maze

If you're a promotion person, hearing a salesperson yelling "client promotion/merchandising request" in your office is sometimes akin to yelling "Fire" in a crowded theatre. Net result: panic. This week, Joan Voukides of NBC Radio shares her thoughts on developing meaningful merchandising promotions.

#### The Demand Is Rising

First, the scenario surrounding these promotions. Advertisers and their agencies are demanding more for their money when buying radio (or for that matter, other media) and they're getting it — primarily in the form of merchandising and client promotions.

If advertisers can enhance their flights with attractive promotions, they will ask for them. And it's almost certain that stations wanting to provide incentives to set themselves apart will supply them. There are approaches to "solid" merchandising programs that can ensure benefits for everyone — especially you, at the station level.

#### Key Questions

In coming up with an idea that will suit your client, you must first answer a number of important questions:

1. *Who is the client's target audience?* Some clients want to promote their radio buy internally with their sales staff, distributors, or retailers. Just as stations compete for ad dollars, most products must compete for prime shelf, window, or floor space, and for the attention of individuals such as dis-

tributors, who must "push" the product if it's to succeed.

2. *What are the client's objectives?*

Some agency people don't really have a clear idea about what will excite their clients, so your pertinent questions could help them pinpoint and focus on the advertiser's goals. In any case, these goals will determine the program.

3. *What's the time frame?* The design of your package will, to a large extent, depend on how long the commercial flight is. For instance, for our clients who are on the air all year long and aren't necessarily looking for short-term results, we've designed specific contests that work for the long haul. Many of these programs use image-building techniques. For those clients who may be using radio for the first time — and who are testing its effectiveness — it's important that an "instant result" program be employed.

4. *What kind of money is available for implementation?* Money can't buy ideas, but most ideas (no matter how creative they are) cannot be implemented without a reasonable dollar allocation. This will vary from station to sta-

tion, but if you can't get a firm figure from your management, you could try coming up with several proposals based on increasing dollar amounts.

5. *What's in it for me?* If you're going to all the trouble of formulating and implementing a plan, it should do something for your station aside from making the client happy. Most of our programs and contests clearly identify the network as cosponsor, so not only do listeners feel good about the advertiser, they get positive feelings about NBC.

#### Some That Have Worked

Here are some national promotions we've run on various NBC networks that could easily be adapted to local markets.

#### Sales Incentive Programs

Several years ago, a computer company asked for a program that would (a) make their salespeople aware of the advertising being done to promote their products, and (b) increase sales. One of their buys was for sports programming, and it turned out that their sales staff were primarily 25-54 men.

So we devised a sports trivia quiz and a prize structure that allowed everyone who entered to win something (a token item) and a few people to win "big" — trips and tickets to the bowl games that NBC traditionally broadcasts. In addition, the client added the proviso that a potential winner had to meet a cer-



Joan Voukides joined NBC Radio in 1977 and has managed its Advertising & Promotion Department since then. Presently Director/A&P, she is responsible for all station and client promotion for the NBC Radio Network, the Source, Talknet, NFL and NBC Radio Entertainment. Prior to 1977, Joan worked in Canada for *Reader's Digest* and the Canadian Olympic Association. Earlier in her career, she held various production jobs with NBC Television.

tain sales quota in order to be eligible for the "big" prize. Results were phenomenal. Sales increased, the client reported a more motivated sales force, and the company came back and used the network for three consecutive years afterward. Last but not least, costs to us were minimal. Most of the grand prize was traded and contest administration was next to nothing. The only real expense was for the secondary prizes for about 500 salespeople.

#### The Most Common Request

Most of our requests are for consumer contests to establish brand awareness. Here's one such promotion that has worked well for us:

We ask listeners to send a postcard with their name/address and to write the name of the client's product.

No gimmicks or lengthy composition ("I like munchies because...") is required of the entrant, thereby increasing chances of an impressive response. A random drawing sends the grand prize winner to a resort hotel or sporting event, or awards them a prize of comparable value. Lesser awards are sometimes given to a limited number of runners-up. One NBC national contest like this run for an electronics manufacturer drew over 50,000 entries during a three-week period.

#### Solving The Store Traffic Dilemma

Another area where we have a great number of requests is consumer promotions to increase store

traffic. For a national manufacturer of sports/casual clothing, we suggested a point-of-purchase display, coupon idea, and a promo spot that encouraged consumers to visit stores where this brand of merchandise was sold. The coupons became part of a random drawing at the end of the flight, awarding one person per store a prize consisting of a sports wardrobe, donated by the local retailer.

#### Radio's Highly Qualified

Finally, it's important to remember that radio has a number of unique qualities that make the success rate for merchandising very high:

1. *Radio is immediate.* For those clients who want results "now," a contest/promotion can take place in a day — or a week — and results are immediately available. A print promotion (newspaper/magazine) can take months to implement.

2. *Radio is personal.* A promotion aired by a familiar and comforting voice (one of your DJs or talk hosts) can elicit the kind of response an impersonal ad could never hope to achieve.

3. *Radio is active.* Listening to the radio requires some "work" as compared to other passive forms of entertainment. Our consumers (listeners) tend to be more active and more participatory.

Client promotions work and can, in a highly competitive atmosphere, be a valuable tool for stations. They provide an advertiser with tangible results while reinforcing radio as the effective and creative medium we all know it to be.

**CREATIVITY + EXPERIENCE + DEDICATION =**

**EKB & ENTERPRISES INC.**

**the marketing team with win power**

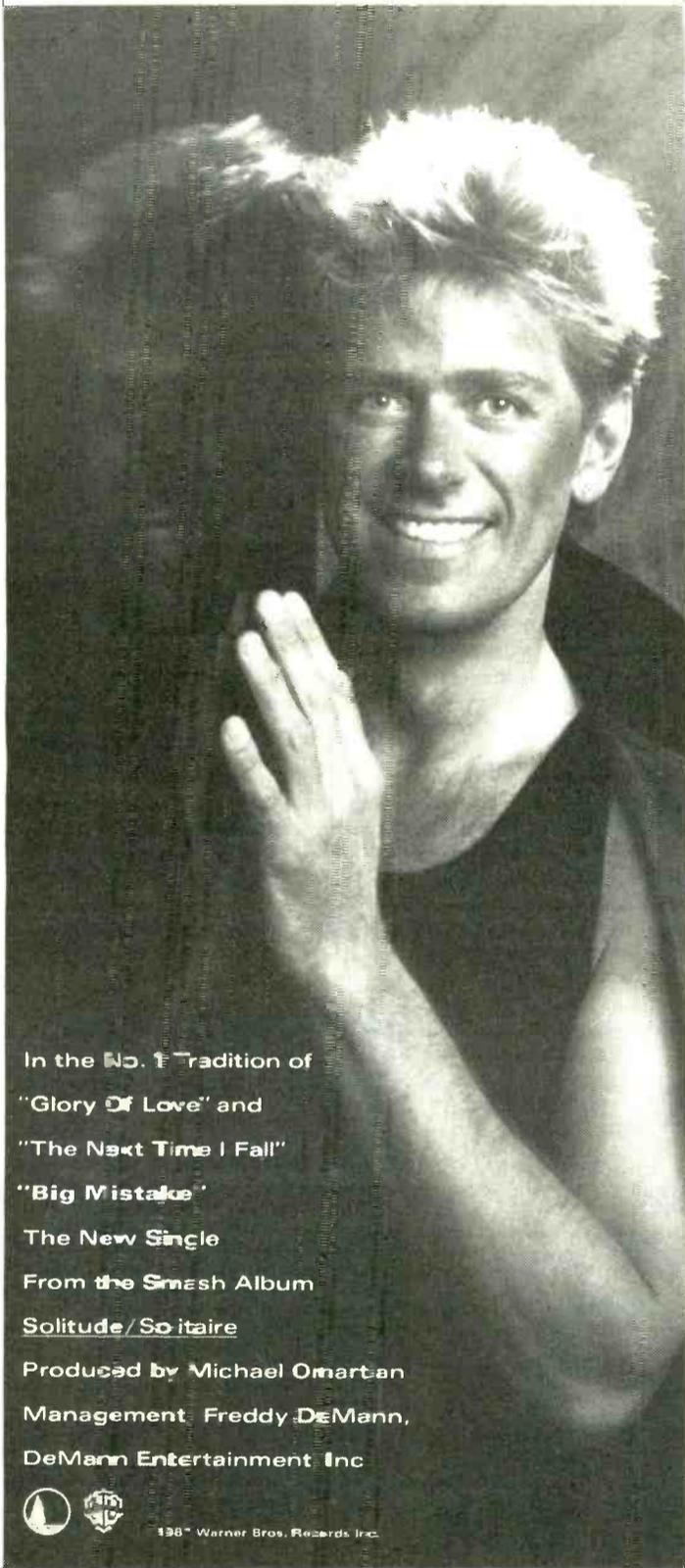
**CREATIVITY:** Crisp, contemporary ideas that can provide you with a total in-depth full-service marketing strategy... or specific projects in the areas your station will benefit from the most. EKB creates concepts that win!

**EXPERIENCE:** Sixteen years of major market background... encompassing the total marketing radio scene: from TV commercials to Billboards to Print Ads to Publicity and Press Relations. EKB has the hands-on experience to produce consistent winners!

**DEDICATION:** The extra mile, elbow-grease, midnight oil! We stay with each project from beginning to end until it shines with that extra polish you need to gain or keep a dominant share of your market. EKB can position your radio station to win!

For more information call: Betsy Bucken-Knapp • (516) 796-4674 • 21 Mockingbird Lane, Levittown, N.Y. 11756

# PETER CETERA



In the No. 1 Tradition of  
 "Glory Of Love" and  
 "The Next Time I Fall"  
 "Big Mistake"  
 The New Single  
 From the Smash Album  
 Solitude/Solitaire  
 Produced by Michael Omartian  
 Management: Freddy DeMann,  
 DeMann Entertainment Inc



## NEW & ACTIVE

WKSE 34-30	WHHY deb-30	WOMP 40-35
Z93 deb-38	WNCX 31-23	KQIZ deb-40
KEGL add	KZIO add	WCGQ 39-31
KWK 18-14	WZPL add	WZYP 38-33
WLLOL add	WZOK deb-28	WBNQ deb-34
KPLZ 28-26	KF95 add	WBWB deb-33
RI-104 deb-29	KIKX 39-29	99KG add
WRCK 40-35	KZZU 36-31	KGOT 30-26
KXXX106 21-15	WVFX 28-23	Y97 deb-40
WBCY 30-27	95XXX 38-30	OK95 30-21
WROQ 34-29	WQCM deb-40	

# THE MY baby

THE NEW  
 SINGLE  
 FROM  
 THE  
 ALBUM  
 GET CLOSE

## CHR NEW & ACTIVE

57/18

WITH THIS  
 WEEK'S ADDS:

WXKS	WIXX
CKOI	KIKX
KTKS	KYNO
KRBE	KQIZ
KATD	WVBS
WAMX	KCMQ
WCKN	99KG
WHHY	KWTO
WNCX	KTRS

PRODUCED BY BOB CLERMONT AND JIMMY IOVINE • MANAGEMENT: DAVE HILL • 1986 SIRE RECORDS COMPANY

# PRETENDERS



KEN BARNES

# ON THE RECORDS

## HIDDEN PASTS OF THE STARS

### Vera Seizes The Moment

It's unusual enough these days for an independent label to reach the CHR Top 40. (None did in 1985, just one in 1984.) For an independent to score a No. 1 is astounding. When that independent specializes in licensing old, often obscure material for anthologies, the idea of a current No. 1 single becomes even more unlikely. And when the artist on the record is a 20-year veteran who's never had a Top 20 hit before and released *this* song five years ago to a thoroughly tepid reaction, well, the entire scenario is a veritable miracle.

But, like *Hot Chocolate*, the pop world believes in miracles, thrives on them, in fact, and the Billy Vera/Rhino Records story is a real heartwarmer. Vera, as has often been recounted, released "At This Moment" on Alfa Records under the Billy & The Beaters insignia; he had signed to Alfa after taking the L.A. club scene by storm with a big R&B band/revue-type show . . . this after over a decade following his first brush with prominence.

There are some early records which frustratingly escape my slipshod-at-best research files, but Vera first made a splash in late 1967 teamed up with Judy Clay in one of the first interracial duet acts. "Storybook Children" was probably their best-known record, although "Country Girl-City Man" charted higher and a Vera solo single, "With Pen In Hand," did even

better (depending on which trade you placed your credence in — "With Pen" was a victim of one of those bafflingly wide gaps between *Cash Box* and *Billboard*: 25 on CB, 43 BB).

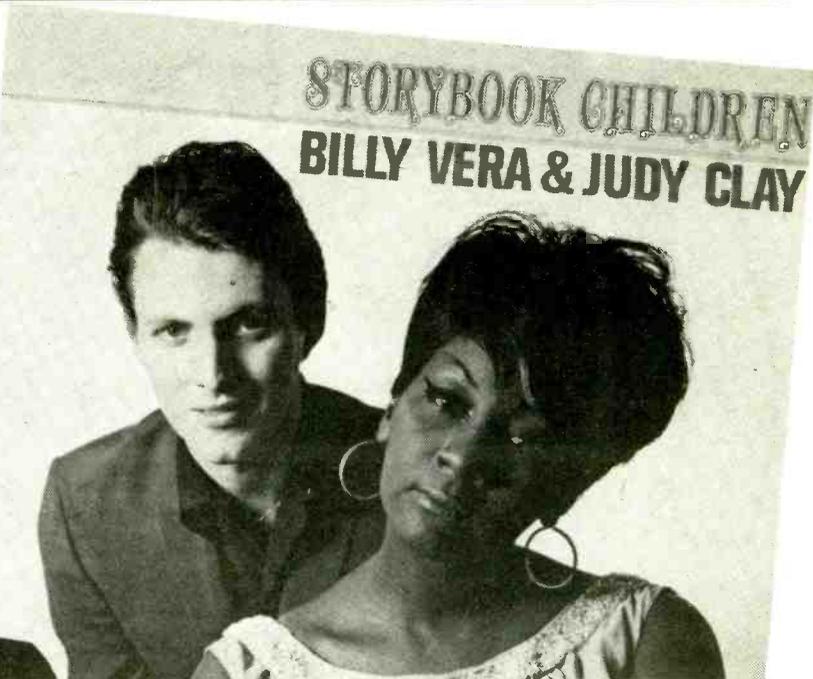
That was it for hits; Billy & The Beaters did not make the R&R charts with their 1981 releases, and it took the mysterious power of "Family Ties" to revive "At This Moment" and Rhino's fortunate preceding arrangement to license Vera's Alfa material to provide the happy ending.

Rhino, which started as the outgrowth of a Westwood (near UCLA) record store, initially concentrated on sometimes-funny, sometimes-dubious novelty records. More recently the label began its ambitious and still-continuing series of anthologies preserving past music of all varieties, from

Billy Vera with Judy Clay (right) and more recently (left), if not precisely at this moment.

surf instrumentals to psychedelic relics to great R&B. With all due consideration to other efforts in the field, it's a safe assertion that Rhino sets most of the standards in oldies repackaging.

Rhino has rarely dabbled in current music or singles, but "At This Moment" isn't the first of its kind. The timewarped doowop group *Big Daddy* has had singles on the label, and even a British hit with a licensed cover of "Dancing In The Dark." Julie Brown's "The Homecoming Queen's Got A Gun" caused a stir in some markets, and the *Pandoras*, *Honeys* (Brian Wilson's ex-wife and sister-in-law making up two-thirds of the group), the *Malibooz* (featuring Walter Egan), and *Spirit* have also issued Rhino 45s.



### Horns Of A Dilemma

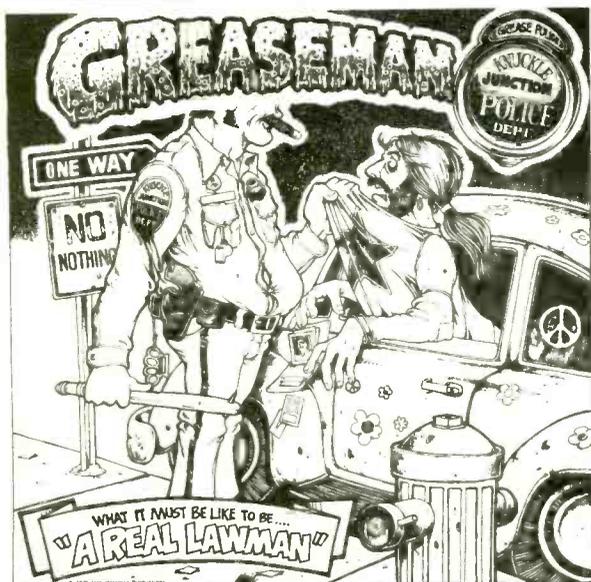
Now the question is whether the label will shift its priorities and enter the CHR hit race full-tilt. We'll see, but in any case, congratulations to Rhino's Richard Fooks, Harold Bronson, and Gary Stewart (reportedly the key man in the Vera deal) on a No. 1, and to the artist himself, who can at last say that rock & roll's been vera vera good to him.

### Grammy Entries Pouring In

Entries for the fourth annual On The Records Grammy Handicap are flooding in to the R&R Counting Department. In fact, the head of the department, Count Floyd, says the influx is "pretty scary," so don't be left out.

Details on entering can be found in the January 16, 1987 issue, Page 34, but a brief recap can't hurt. The object is to guess who the Grammy voters will choose in 11 categories: Record of the Year, LP of the Year, Song of the Year, Best New Artist, Best Female Pop Vocal, Best Male Pop Vocal, Best Country Male Vocal, Best Rock Group Vocal, Best R&B Female Vocal, Best Pop Group Vocal, and Producer of the Year.

The entry with the most correct guesses wins a year's subscription to R&R; anyone who gets all 11 right wins five years. Deadline is February 20. Remember, it's not who you think will win, but who you think the academy will vote for — an altogether tougher proposition. Why do you think it's called the Grammy Handicap?



Volume One: "BREATH OF DR. DUNCAN" & "DOC IN THE BOX"

The GreaseMan's memorable debut on Lard Gutt Records / A free subscription to the comic book of Hurricane Heeran's choice to anyone who can provide Lohman & Barkley's Greatest Hits Vols. 2-6

## DJs On Record, Part 88

(Editor's note: Well, that was quick. No sooner did I publish a short piece on some records made by jocks than I received this communication from a radio archivist who happens to be R&R's Senior Associate Editor.)

### From KFI To Hi-Fi

Dear Ken Barnes,  
I don't admit to have a vast list of disc jockeys on disc, but I do have a few gems to offer. Here are two examples of pressed morning madness.

—Hurricane Heeran

(Hurricane continues . . .) During their 20-plus years of working together in Los Angeles, **Al Lohman** and **Roger Barkley** made a pair of albums. The first of these was done in 1974 for **MGM Records**, while the duo were at **KFI**. In a move to

confuse collectors, it was labeled "Lohman and Barkley's Greatest Hits, Vol. 7."

Their second album was released eight years later. It was an extension of Lohman & Barkley's comical soap opera "Light Of My Life." This time the record was labeled "Volume One."

### Grease In The Grooves

Long before moving to Washington for the morning show on

**DC101**, **The GreaseMan** was doing mornings at **WAPE/Jacksonville**, where he had a strong following. Among the bits he did which caught on was "What It Must Be Like To Be . . . A Lawman."

So when he went to do an album, not only did that series become the title, it served as the basis for six of the ten tracks. For this album however, he had a local group, **Strutt**,

do the "Theme From S.W.A.T." (which served as the musical background for the skit) instead of **Rhythm Heritage**.

Of the four remaining tracks, there were two songs, including "Give 'Em Hell, Anita," a musical show of support for **Anita Bryant**, plus one solo GreaseMan story and a bit with then-WAPE ND **Allan Moore**.



ADAM WHITE

## RECORDS

### REPORTER'S NOTEBOOK

# Anthems And Respect At The Hall Of Fame

"It's all due to the artists," said Ahmet Ertegun. "We're just here to help." The Atlantic Records Chairman was talking about the second annual Rock & Roll Hall of Fame induction ceremonies, just before they got under way at New York's Waldorf-Astoria on Jan. 21.

Many of that evening's highlights have since been reported in print and over the airwaves: Bruce Springsteen's evocative introduction of inductee Roy Orbison, for example, and the jam session a couple of hours later which saw both men take the microphone on "Oh Pretty Woman."

But there were other moments to savor. Well-executed and enjoyable, the event largely avoided the self-congratulation which has been known to inhabit other music business dinners and good-cause affairs. As it did last year, the audience of industry professionals appeared respectful — even awed — in the presence of the original talent which helped create rock & roll. They behaved as fans, too: when Smokey Robinson came on stage, the crowd began singing the chorus of "Ooo Baby Baby." Beamed Smokey, "You sound great!"

**Atlantic's 'Real Legacy?'**  
There was even awe among peo-

ple who have reason to be recognized for their own achievements. Brian Wilson, introducing Jerry Leiber and Mike Stoller, recalled how he first heard "On Broadway" while driving on a bright California day in 1963. "It modulated up half a step every verse, and it did that five times." Leiber and Stoller created "anthems of an age," said the man who's created some of those himself.

Likewise, Ahmet Ertegun said he was "embarrassed" as well as proud to be inducted into the Hall of Fame's non-performer category. His brother, Nesuhi, "taught me everything I know about music, art, and literature," Ertegun confessed. Another inductee, Jerry Wexler, gave tribute to Nesuhi Ertegun. "I think when the whole deal goes down, the real legacy and the ultimate monument of Atlantic Records is going to be his music," Wexler said, referring to Ertegun's activities in jazz. "I just have a hunch, despite the durability of rock & roll."

Wexler also raised a chuckle with remarks about the money which Cleveland paid to house the Hall of Fame's future headquarters. "They didn't say how they were tracking that \$4 million bucks," he cracked. "I hope it didn't go to the contras."

#### Perkins: Honoring A Sharecropper's Son

Sun Records founder Sam Phillips quickened the audience's heartbeat with his comments, made while introducing inductee Carl Perkins. First, he mentioned Cleveland. "I'd be lying if I told you that I wouldn't have liked to see (the Hall of Fame) in Memphis. By God, we'd have done something — we'd have changed the course of the river!" (Was that a "Hallelujah!" from the floor?)

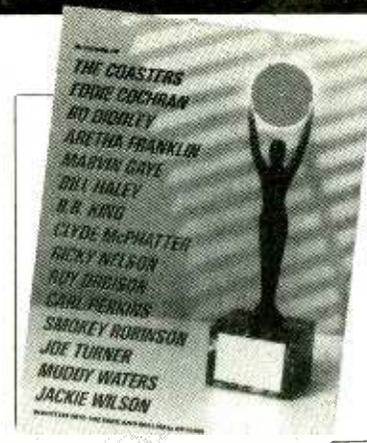
Then, talking about music's "spirituality" and the "brotherhood of mankind," Phillips said, "I don't give a damn what color you are. Do y'all believe I've seen as many black folks in this world as anybody else? You know what? I can't say I liked a damned one of them any worse than some of the Southern-assed white folks I've seen — and vice versa."

Finally, the man who made Sun shine spoke about Perkins: "This man came from meager means. Meager means are many of the things we have seen in life, good and bad: outhouses, bad crops, no damned fertilizer that you could buy at the store. This young man has been through all of that — and I know none of y'all have."

Phillips may have been verbose and on the punchy side. But those words were an appropriate reminder of rock's original environment — part of it, anyway — amid the tuxedos and glitter in the ballroom. Added Perkins, "What a night for a sharecropper's son to stand here in this beautiful building."

#### Emotional Widows And Offspring

The evening was notable for other honest tributes. Jerry Leiber and Mike Stoller said, "Lester Sill discovered us, supported us, nurtured us." Bo Diddley and B.B. King thanked their respective managers for long, loyal service, even "when we had what we call the rock & roll slump," noted Diddley. John Fogerty said Ricky Nelson "made some of the greatest rockabilly records of all time" and told Sam Phillips that Nelson "gave you a run for your money."



"All of us who are in this business sing for many reasons. One of them is to belong."

—Roy Orbison

Family members were emotional. Jackie Wilson's widow Harlean said, "Today marks the third anniversary of Jackie's death, and his being inducted tonight has helped all of us who loved him and knew him get through this day a great deal easier." Stated Tracy Nelson, daughter of Ricky, "It's hard to know what Pop would have wanted us to say here, but there is no other honor that would have meant more to him than this. I really wish he was here."

And Roy Orbison, who confessed that being introduced by Springsteen was itself tough to follow, said disarmingly, "I've spent 30 years trying to be cool. Now I'm nervous, and I have to go back to the restroom again." He concluded, "All of us who are in this business sing for many reasons. One of them is to belong, and I feel very honored. I feel that I do truly belong."

He undoubtedly spoke for other in the room.

## Broad Agenda For NARM '87

When Atlantic Records got started, Jerry Wexler recalled during the Rock & Roll Hall of Fame dinner last month, there were no music business events like NARM. Entrepreneurs and would-be entrepreneurs hung around the jukebox operators' conventions, he said.

Today there's no shortage of industry gatherings, and they include, of course, the National Association of Recording Merchandisers' annual convention. As usual, NARM '87 will attract a couple of thousand professionals who'll shmooze, deal, exchange information, and hang out by the pool. The venue is the Fontainebleau Hotel, Miami Beach; the dates are February 13-16.

#### Compact Disc, Upper Demos, Marketing

RCA/Ariola President/CEO Elliott Goldman will give the keynote address on Saturday (14), and PolyGram International President Jan Timmer will present a worldwide progress report on the compact disc. Looking at "Music Buyers from 25-40: The Decision Process" will be consultant John Parikh, and Peter Glen, also a consultant, will talk about "The Miracle of Music Marketing."

Columbia Sr. VP/Marketing Bob Sherwood will chair a panel of label execs February 15, discussing "The A&R Lifeline." As is NARM custom, all the major labels will offer product presentations to their merchandiser customers, and there'll be awards ceremonies for best advertising/merchandising campaigns and for best-selling releases of the past year, voted by the association's retail/wholesale members.

Presenting the first round of awards will be Tim "Venus Flytrap" Reid of "WKRP In Cincinnati," while new Capitol Industries/EMI Vice Chairman Joe Smith will emcee the second set of



ceremonies. By way of entertainment, Miami Sound Machine will play Saturday night and Anita Baker will perform Monday night.

I'll be at the convention, as will R&R's "Vital Signs" columnist Mike Shalett. You can expect reports from both of us in subsequent weeks.

#### Second Washington Music Business Forum

On a much smaller scale, the second annual Baltimore/Washington/Virginia Music Business Forum is scheduled for April 11 at the Washington Convention Center. It's designed to increase the visibility of the area's music community, say organizers Tom Goldfogle and Becky Marcus, and to exchange views and information within that community.

Panels and workshops are being assembled to cover different radio formats, retail and distribution, clubs and record pools, performing rights, and indie label operations, among other topics. For more information, call (301) 937-6161.

## Island's New Directions

Island debuts its Antilles/New Directions imprint this month with albums by British saxophonist Courtney Pine ("Journey To The Urge Within") and Brazilian percussionist Nana Vasconcelos ("Bush Dance"). Future Antilles/New Directions releases will feature percussionist Helcio Milito from Brazil, composer Samuel Zyman from Mexico, and American saxophonist David Mann.

### ANTILLES NEW DIRECTIONS

The label will offer music by international musicians, according to Island Director/Jazz Jean-Pierre Weller, although he stresses that it's not a jazz outlet. Product is being handled through Island's network of independent distributors, rather than via its Atco/WEA deal.

Courtney Pine is a young UK musician (he's played with Elvin Jones and Art Blakey) whose debut album has sold well in that market. It includes "Children Of The Ghetto," featuring Susaye Green on vocals. The LP by Vasconcelos, who has toured with Pat Metheny and Don Cherry, was recorded in New York.

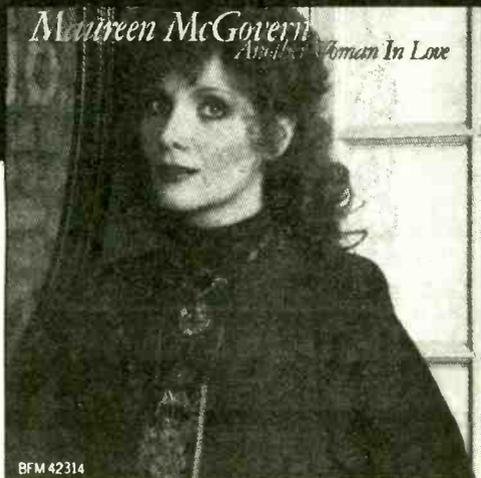


Jean-Pierre Weller

# Get Intimate!



Share the passion of Maureen McGovern's romantic new album, "Another Woman In Love." Featuring the single, "I Could Have Been A Sailor" (written by Peter Allen).



Maureen McGovern. "Another Woman In Love." New, on CBS Records, chrome Cassettes and Compact Discs.

CBS is a trademark of CBS Inc. © 1987 CBS Inc.

## DATEBOOK

SEAN ROSS

### Couples, Births, & Outlaws

#### MONDAY, FEBRUARY 16

1963/On the day that "Please Please Me" goes #1 UK, **Paul Anka** marries **Ann Dezogheb** in Paris.  
 1969/Six months after publicly announcing their marriage, **George Jones** and **Tammy Wynette** are actually wed.  
 1979/Is there a stranger in the house? **Elvis Costello** plays an unannounced solo acoustic show at L.A.'s Palomino Club, then gaining fame as a setting in **Clint Eastwood's** "Every Which Way But Loose."  
 1985/**Pat Benatar & Neil Geraldo's** child **Haley** born.  
 1986/**Johnny Cash & Kris Kristofferson** star in NBC's "Last Days Of Frank & Jesse James." Shooting on **David Lee Roth's** "Crazy From The Heat" is cancelled for lack of funds two days before it was supposed to begin.  
 Born: **Andy Taylor** 1961, **Sonny Bono** 1935.

#### TUESDAY, FEBRUARY 17

1979/As the **Clash** play their first American show at New York's Palladium, **Sylvester** and his 17-piece band/entourage are flown to Winston-Salem to play a non-industry wedding.  
 1981/In the wake of **John Lennon's** murder, **Irving Azoff** and former Gov. **Pat Brown** host an L.A. reception to push tougher handgun laws.  
 1983/**Linda Ronstadt, Nicolette Larson, Chaka Khan, Dave Mason, and Helen Reddy** host a skating party in L.A. to raise campaign funds for **Jerry Brown**.  
 1984/"I'm Gonna Be Strong," by **Cyndi Lauper's** previous band, **Blue Angel**, is reissued in Britain. *Melody Maker* writes, "This song makes 'Girls' look like something she sang in the bath."  
 Born: **Gene Pitney** (who had the 1964 hit with "I'm Gonna Be Strong") 1941, **Bobby Lewis** 1935.

#### WEDNESDAY, FEBRUARY 18

1968/When it becomes apparent that **Syd Barrett** is not coming back to **Pink Floyd**, **David Gilmour**, who had recently joined as second guitarist, replaces him.  
 1975/**Helen Reddy** and **Roy Clark** host the second annual American Music Awards.  
 1986/The 20th annual Academy of Country Music "Reunion" show on NBC with hosts **Glenn Campbell & Tammy Wynette**. **Charlie Daniels, Johnny Lee, Carl Perkins**, and others jam on "Roll In My Sweet Baby's Arms." And shooting begins on "The Golden Child."  
 Born: **Juice Newton** 1952, **John Travolta** 1954, **Yoko Ono** 1933.



Sonny Bono, Gene Pitney, Dave Wakeling, Ranking Roger

#### THURSDAY, FEBRUARY 19

1977/**Fleetwood Mac's** "Rumours" released.  
 1981/Price-Waterhouse CPA **Glenn Kanny** pleads guilty in US District Court to siphoning cash from **Diana Ross's** bank account.  
 1984/**Lewis Rachmil**, producer of "Footloose," dies of a heart attack at age 75 during the film's opening weekend.  
 1985/**Prince** brings the "Purple Rain" tour to Los Angeles for a week of shows. In the crowd are **Elizabeth Taylor, Little Richard, Jack Nicholson, Barbra Streisand, Madonna, and Ali McGraw** among others.  
 1986/**Keith Richards** announces that the **Rolling Stones** won't tour in hopes of forcing **Mick Jagger** to reconsider. Also, **Kurtis Blow** and **Steven Van Zandt** visit Chicago's DuSable High to speak on apartheid. Blow also performs his current "If I Ruled The World."  
 Born: **Dave Wakeling (General Public)** 1956, **Falco** 1957, **Tony Iommi (Black Sabbath)** 1948, **Lou Christie** 1943.

#### FRIDAY, FEBRUARY 20

1976/The members of **Kiss** place their footprints outside Mann's Chinese Theatre. And a New York judge rules that **Roulette** can't release its **John Lennon** oldies LP, much of which later became last year's "Menlove Ave." LP.  
 1981/An L.A. listening session for the **Plimsouls** draws members of the **Knack, Go-Go's, Great Buildings, Rubber City Rebels, and Gary Myrick & the Figures**.  
 1983/A year before most Americans have heard of the group, the *L.A. Times* calls **Wham's** "Young Guns (Go For It)" the "world's first techno-pop rap classic, sounding like a cross between **ABC** and the **Funky 4 + 1**."  
 1986/**Kool & The Gang** and **Joan Jett** headline Chevrolet's Drive-Aid at Radio City. Only 4500 of the 5800 seats are sold and **Dave Marsh** later dismisses the event as "in reality, little more than a Chevy commercial." Perhaps the other 1300 potential customers are home watching the "Cosby Show," on which **Stevie Wonder** is a guest.  
 Born: **Nancy Wilson** 1937, **J. Geils** 1946.

#### SATURDAY, FEBRUARY 21

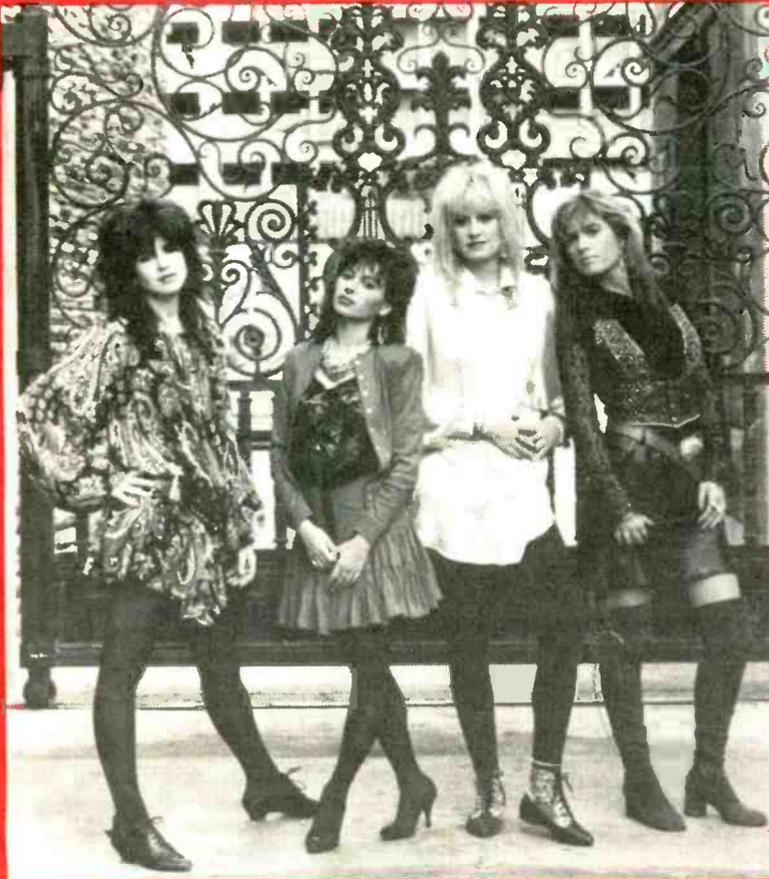
1970/"Bridge Over Troubled Water" begins its 126-week stay in the British LP top ten.  
 1976/In their first British interview, the **Sex Pistols** tell *NME*, "We're not into music, we're into chaos."  
 1980/The **Skyliners' Janet Vogel** dies in Pittsburgh at 38.  
 1982/Self-proclaimed "fifth Beatle" **Murray The K** dies of cancer.  
 1986/**Leonard Cohen** appears on "Miami Vice"; **Mac Davis** guests on "Webster" in an attempted pilot for another series, "Almost Home." "9½ Weeks" opens. And **Nancy Reagan** gives her official blessing to the ill-fated "Concert That Counts."  
 Born: **Jerry Harrison (Talking Heads)** 1949, **David Geffen** 1943, **Nina Simone** 1935.

#### SUNDAY, FEBRUARY 22

1976/As described at length in **Mary Wilson's** "Dreamgirl," **Florence Ballard** dies at age 32.  
 1981/The **Duke Ellington** musical "Sophisticated Ladies" opens on Broadway with **Phyllis Hyman** starring.  
 1984/**Larry "Bud" Melman** is fired from his job as a receptionist at a New York drug rehabilitation center because his **David Letterman** income exceeds \$6075.  
 1986/Probably **Jennifer Rush** or **Matt Bianco**: The **Fine Young Cannibals'** show in Boston is delayed until 2am because somebody lobs teargas into the Channel Club. On the same day, MTV begins its 22-plus hour **Monkees** marathon.  
 Born: **Gordan Strozier (Ready For The World)** 1965, **Louise Lopez (Odyssey)** 1943, **Oliver** 1945, **Ranking Roger (General Public)** 1961.

# JUST RELEASED!!

## TWO FOLLOW-UPS TO TWO #1 CHR HITS:



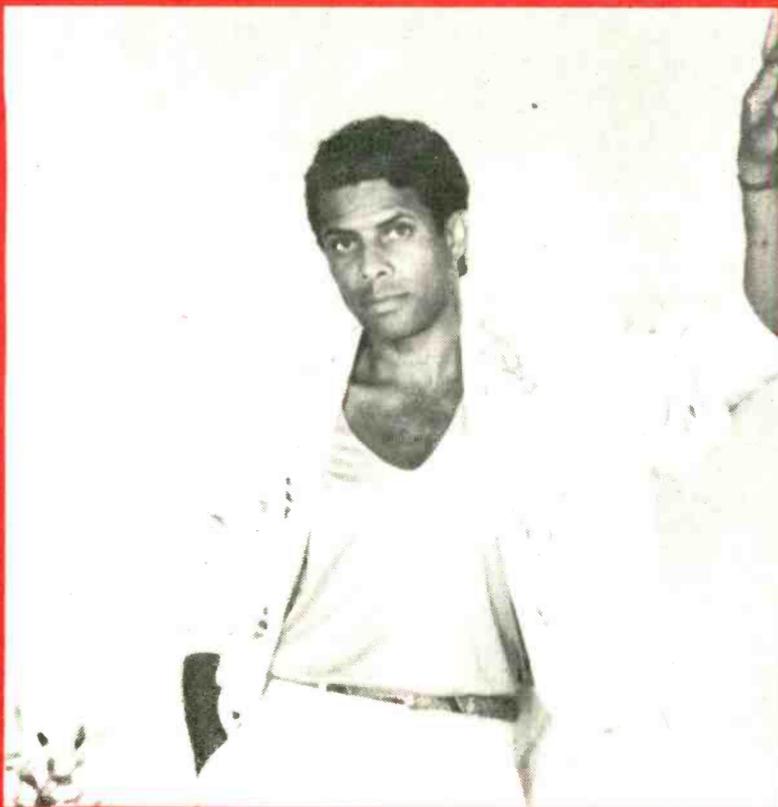
THE

# BANGLES

## "Walking Down Your Street"

B104	WMMS	KATD	WQCM
WPHD	99DTX	KWSS	WJAD
B106	WCZY	WSSX	KOZE
WAVA	KIIS	BJ105	Y97
PWR997	FM102	KFIV	
Z93	KMEL	WWFX	

Taken from the Columbia LP "Different Light" (40039) Produced by David Kahne



# GREGORY ABBOTT

## "I Got The Feeling (It's Over)"

WCZY	WNNK	KF95	KNIN
KS103	WBCY	WJAD	
KPLZ	WOUT	WCGO	

Taken from the Columbia LP "Shake You Down" (40437)  
 Produced by Gregory Abbott for the Entertainment Music Company.  
 Executive Producer Charles Koppelman



# HIT AFTER HIT AFTER HIT AFTER

# COLUMBIA'S RECORDS

THE

## BEASTIE BOYS

"(You Gotta) Fight For Your Right (To Party)"



From the fastest-selling debut album in our label's history. Over a **quarter million** LPs every five days!

**CHR CHART: 26 - 20      25 TOP 10 REPORTS**  
**A NATIONAL HOTTEST 31%**

## BRUCE SPRINGSTEEN



**#2 MOST ADDED**

WXKS add  
 WBEN deb 9  
 WPHD 25-23  
 WBLI  
 B106  
 Z93 deb 37  
 KEGL deb 37

THE

## PSYCHEDELIC FURS

"Heartbreak Beat"

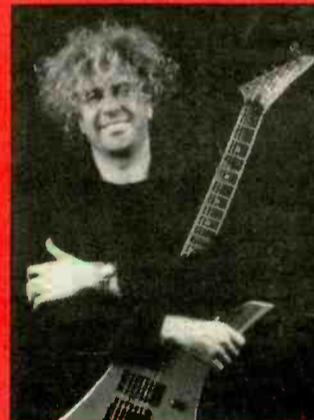


Thank you radio for breaking the Beat out-of-the-box:

**AOR TRACKS DEBUT 51**  
**A MOST ADDED: 56/21**

## SAMMY HAGAR

"Winne Takes It"



The **world** for the open your market

**A NATIONAL SECOND WEEK**  
**CHR: 55/28 - 2**

WXKS PRO-F  
 WPHD KEGL  
 WCAU KTKS  
**AOR TRACKS**

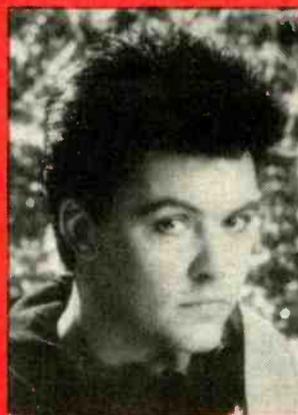
## DAVE EDMUNDS BAND LIVE

"The Wanderer"



Opened his big **national tour** with a special guest appearance on the David Letterman show!

**AOR TRACKS: 40**  
**NOW ON OVER 75 AOR REPORTERS!**  
**BB: 169\*-125\***



## PAUL YOUNG

"Why Does A Man Have To Be So Strong"

CKOI    WOMP    99KG  
 WMMS    KOIZ    WDBR  
 99DTX    WJAD    KKAZ  
 WKRZ    Q101    KBIM  
 WINK    KNAN  
 KIKX    WPFM  
 KCAQ    WVBS

# FTER HIT AFTER HIT AFTER HIT

# ARE RADIO-ACTIVE!



## "Fire"

### ACTIVE

95INZ 23-21 WCZY 39-36  
 WGH 27-24 WHYT deb 25  
 Q102 32-29 WKTJ 30-27  
 WMMS 27-20 KZZP  
 92X deb 35 KKRZ 33  
 WNCI 31 KMJK 35-32  
 99DTX KWOD add

## HIPSWAY "The Honeythief"



You've seen the **action** on the charts, and heard the **rap** from your peers... There's no better time to **add this record** than right now!

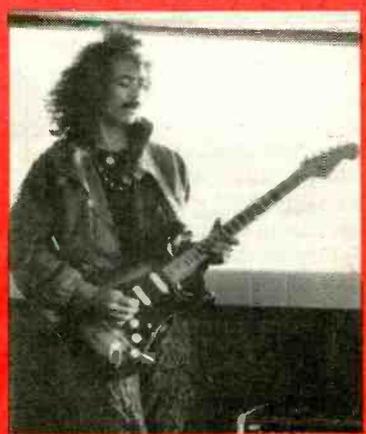
WXKS	94Q	Y100	KWK
WBEN	PWR997	Q105	KPKE
WKSE	Z93	WMMS	K1C8
WPHD	93FM	99DTX	KMJK
PRO-FM	KRBE	WCZY	KMEL
Q107	95INZ	KDWB	KATD
			KWSS

**A NATIONAL MOST ACTIVE**  
**BREAKER-BOUND**  
**102/22 - 43%**

## "All"

is adding this record! Watch the climbing of **'Over The Top'** in within the next two weeks.

**MOST-ADDED TRACK IN A ROW!**  
**3% INCLUDING**  
 M KRBE KKRZ  
 KDWB  
 KPKE  
 : 139/34

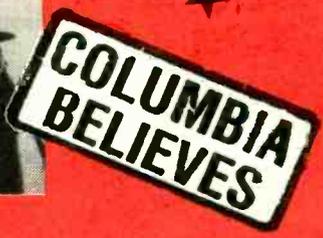


## SANTANA "Veracruz"

Second big week in a row of **radio-activity!**

**BREAKER BOUND!**  
**AOR TRACKS: 36**  
**100/36**  
**A NATIONAL MOST ADDED!**

## THE BURNS SISTERS BAND "Listen To The Beat Of A Heart"



**ON OVER 100 CHR RADIO STATIONS!**

## COLIN JAMES HAY "Hold Me"



The former leader and lead vocalist from Men At Work has delivered an extraordinary new solo effort.

WPHD	WKRZ	WOCM	KTMT
KTCS	WINK	WJAD	KZFN
KMJK	KIYS	WJMX	
KPLZ	KBOS	WVBS	
WNNK	KYRK	KGOT	
WNYZ	KNBO	KTRS	

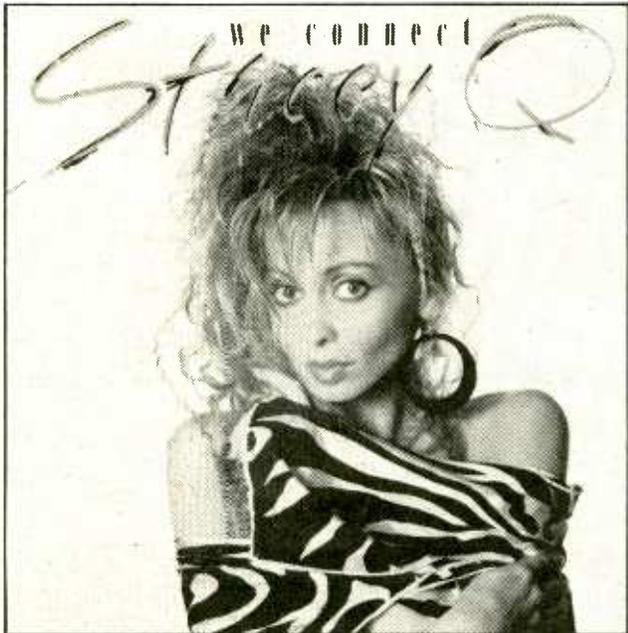
# AFTER HIT AFTER HIT AFTER HI

# CONNECT WITH A HIT!

we connect

(7-89331)

[also available as a promotional 12" (DMD 990)]



The smash single  
by

# STACEY Q

from the album  
**BETTER THAN HEAVEN**

(81676)

Produced by Jon St. James  
Associate Producer: Willie Wilcox

**CHR NEW & ACTIVE**

<b>WXKS add</b>	<b>KWSS 30-29</b>
<b>WKSE 40-38</b>	<b>KUBE 30-28</b>
<b>WBLI 22-19</b>	<b>WFLY add</b>
<b>WPLJ 18-16</b>	<b>WSPK 37-27</b>
<b>Z100 18-17</b>	<b>WNYZ 33-27</b>
<b>B94 22-17</b>	<b>WKQB 28-23</b>
<b>KRBE 19-14</b>	<b>KAMZ 3-3</b>
<b>Y100 4-8</b>	<b>WAPE 29-25</b>
<b>B97 23-18</b>	<b>WDJX add-40</b>
<b>B96 28-23</b>	<b>KBFM 27-18</b>
<b>WHYT 22-17</b>	<b>Y107 deb-25</b>
<b>KBEQ deb-25</b>	<b>KYNO 2-1</b>
<b>KZZP deb-26</b>	<b>KQMQ add-30</b>
<b>FM102 32-30</b>	<b>KYRK 29-24</b>
<b>KWOD 27-25</b>	<b>WCIL 31-24</b>
<b>KS103 18-12</b>	<b>Y97 2-6</b>



On Atlantic Records

© 1987 Atlantic Recording Corp. • A Warner Communications Co.



BRAD MESSER

## CALENDAR

### EDITING NEWSCASTS EFFECTIVELY

# The Speech Police

A house burned with the occupant trapped inside. The coroner's report treated it as a routine single-fatality residence fire. However, to the rookie radio reporter who took in the sights and sounds of the firefighting activity, it was big news — the first fire assignment of his career.

Controlling his excitement, he carefully wrote out a story script, diligently trying to avoid the kind of screw-up he had pulled the day before when he neglected to include a critical piece of information in a story. (Others in the newsroom had teased him.)

Before phoning in, he made sure the script included the who, what, where, when, and how, plus a description of the heroic efforts of the firefighters. The reporter offered some speculation about how the victim might have escaped if he had tried to get to a window rather than a door, and warned listeners that the residential side street was still blocked by emergency vehicles. He was even able to confirm that this had been the town's second fire fatality this month.

He called the newsroom. They rolled a tape. He read his script and signed off with "name" reporting from "location," privately taking some pride in knowing that his name would soon be on the radio.

Having concluded the feed, he asked, "Did that come through okay?"

Discouraging words came from the telephone. "It was longer than 'War and Peace.' That timed out over two minutes. Can you cut it to about 45?"

"I don't know what I could leave out. All of it's pretty important, isn't it?"

The newsroom veteran was unimpressed. "Well, if you can't shorten it from there, I'll chop the tape here. We can't run two min-

utes on a fire with one fatal. That's half a newscast, buddy."

The rookie wondered if it was possible to throw away two-thirds of the story and still have it make sense, but knew that 45 seconds was the accepted length for a voice-over. He made up his mind. "Will you chop it for me?"

About 20 minutes later, en route back to the station, he monitored the newscast. His story ran. He timed it.

The blade had eliminated the heroism, barricades, statistics, and escape theory. All that survived was who, what, where and when. The rookie learned a valuable lesson in brevity. The entire piece had been reduced to 40 seconds and, amazingly, it still made sense.

And the old pro at the station had left in one of the most satisfying elements. The report still ended with "name" reporting from "location."

### Nylon 50th Anniversary

**MONDAY, FEBRUARY 16** — What can scientists make from coal, water, and air? Nylon. That synthetic material, invented by a DuPont research team, was patented 50 years ago today (1937).

In 1981 the PLO confirmed it was getting military aid from the Soviet Union. Fidel Castro assumed the title of Premier of Cuba in 1959. The US adopted the silver dollar coin in 1878.

Washington's Birthday is observed as a federal holiday, and this is Presidents' Day in many states, honoring both George Washington (born on the 22nd) and Abraham Lincoln (born on the 12th).

*Birthdays:* John McEnroe 28. LeVar Burton 30. Sonny Bono 52.

### Tylenol Capsules Withdrawn

**TUESDAY, FEBRUARY 17** — Johnson & Johnson suspended over-the-counter sales of its capsule drugs in 1986, following deaths from Tylenol capsules which had been tampered with.

First Class postage increased from 20 to 22 cents in 1985. GM and Ford announced huge cash rebate programs in 1981 after sales had fallen to alltime lows. The comic strip "BC" by Johnny Hart premiered in 1958. The first city street lights in America were turned on in Baltimore in 1817.

*Birthdays:* Huey Newton 45. Hal Holbrook 62. Red Barber 79.

### Planet Pluto Discovered

**WEDNESDAY, FEBRUARY 18** — Pluto was discovered in 1930 by Clyde Tombaugh (TOM'bo), working at Lowell Observatory in Arizona. Tombaugh is still active in astronomy. He is the only planet discoverer still living.

In 1985, South African police killed 18 black people during four days of rioting, as an increasing number of anti-apartheid demonstrations were being staged in the US. The 3-D movie "Bwana Devil" was released in 1953.

*Birthdays:* John Travolta 33. Jolene Newton 35. Cybill Shepherd 37. Yoko Ono 54. George Kennedy 62. Helen Gurley Brown 65.

### Edison Phonograph Patented

**THURSDAY, FEBRUARY 19** — The first sound-record device, the cylinder phonograph which Tom Edison demonstrated in November of 1877, received a patent on this date in 1878. Edison called it a "speaking machine," not foreseeing it would have much to do with music.

In 1945, during World War II, a midnight curfew was established for all nightclubs and cafes in America. The US Marines began the assault on Iwo Jima in 1945, which cost the leathenecks 4630 dead or missing.

*Birthdays:* William "Smokey" Robinson 47. Lee Marvin 63.

### First American in Space

**FRIDAY, FEBRUARY 20** — 25th anniversary of the first American in space. In a mission that lasted not quite five hours, John Glenn took a three-orbit ride in 1962.

One year ago, the Soviets launched the "Mir" space laboratory, the first segment of an eventual permanent manned orbiting space station (1986). Emmett Ashford became the first black umpire in major league baseball in 1952. The US bought the Danish West Indies in 1917. Congress outlawed duels in the District of Columbia in 1839. George Washington signed the Postal Act creating the post office system in 1792.

*Birthdays:* Jennifer O'Neill 38. Sandy Duncan 41. Sidney Poitier 60. Robert Altman 62. John Daly 73.

*Saturday (2-21):* Tyne Daly 40. David Geffen 44. Nina Simone 54. Erma Bombeck 60.

*Sunday (2-22):* Julius Erving 37. Sparky Anderson 53. Charles O. Finley 69.

# GREGORY ABBOT

*Voted*

**BEST NEW ARTIST 1986**

*Impact Programmers Poll*

*Debut Album*

**SALES OVER 630,000**

*Debut Single*

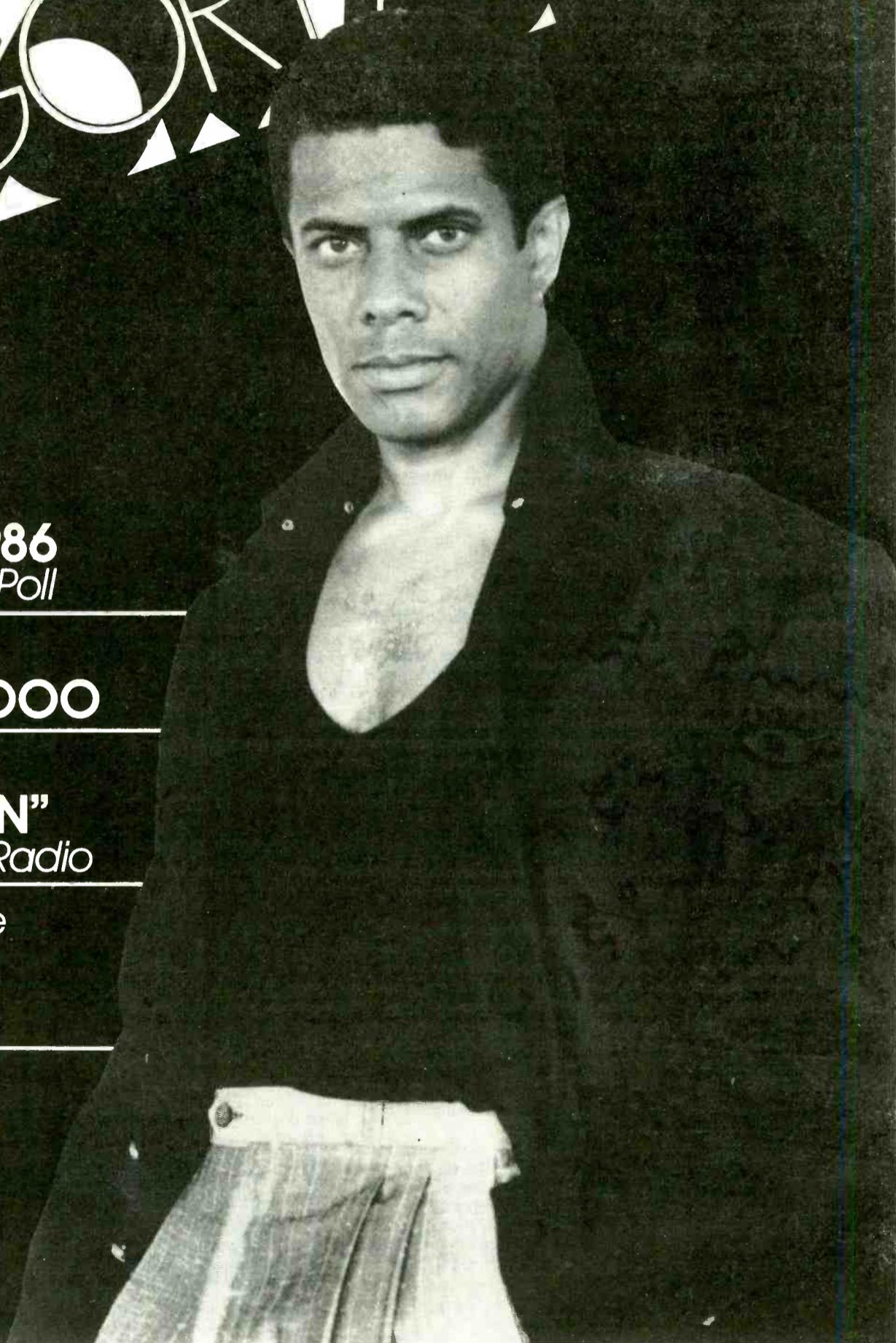
**"SHAKE YOU DOWN"**

*#1 Single B/U & CHR Radio*

*The Smash New Single*

**"I GOT THE FEELIN'**

**(IT'S OVER)"**



C O L U M B I A R E C O R D S - R A D I O ' S B E S T F R I E N D !



JOEL DENVER

# CONTEMPORARY HIT RADIO

## B96 ADDS VARIETY AND BLOWS 'EM AWAY

# A Lesson In Radio Facelifts

After five years at CBS-owned B96 (WBBM-FM)/Chicago, PD Buddy Scott watched his station's dominant position slip away (3.7-3.3-3.2-3.3). Just when the situation was becoming grim, the fall '86 Arbitron showed a 4.2 upswing.

The fall outcome may finally squelch B96 format-change rumors that flew around town during the last several months. The reasoning then was, "Why not?" After all, WHTT/Boston and KKHR/Los Angeles both dumped CHR in favor of more adult-oriented presentations. Today, neither of those facilities is doing as well as B96. WHTT became Gold-based WMRQ and posted a 0.9; KKHR became soft rock KNX-FM, earning a flat 1.4.

### Airstaff Revamped

Attributing the aforementioned decline to a fragmenting marketplace, Scott said, "The ACs got more uptempo in their approach, and the AORs became more mainstream. This splintered the CHR cume. Each book showed continued deterioration, but we still managed to maintain one of the market's highest cumes behind WGN and the other full-service facilities."

Realizing that "our presentation needed a facelift," Scott began making air personality changes last summer. When the dust settl-

**"These moves give us a more relaxed and personable sound. We're no longer the wham-bam music box of Chicago."**

ed, only Joe Bohannon remained from the original airstaff. Scott said, "We scored Ed Volkman, whose dad is a local TV weather personality, for mornings. We hired former WBMX overnigher Carla Box to do middays, grabbed Paul Donovan from KAFM/Dallas for afternoons, and moved MD/afternoon personality Joe Bohannon to early evenings. We raided WBMX again for Geno Jones to follow Joe and acquired Charlie Ryan from WFYR for overnights.

"These moves were designed to give us a more relaxed and personable sound, without sacrificing our music content. We're no longer the wham-bam music box of Chicago. Depending on the records, we can play 14 or 15 songs in some hours."

A good working relationship between Scott, VP/GM Wayne Jef-



Buddy Scott

erson, and the sales department kept B96's commercial limit at eight minutes. This allowed B96 to get maximum dollar for each unit sold despite falling books and gave Scott the room to keep the music rolling.

"Even through this difficult period, research told us B96 was still the preferred CHR," Scott explained. "We knew we were a strong station with an equally known identity. It became a matter of reversing the cume slide and getting the audience to listen longer."

### Junk Those Jingles

Phase two of the facelift included dropping all jingles. Voice sweepers took their place, giving B96 a set of on-air production values different from every other station's. Imaging statements such as "Chicago's Fresh New Music Mix," "B96 Now With More Variety Than Ever Before," and "Chicago's Station Of The 80s" reinforced the outlet's position.

The final step: modifying the music to support the on-air marketing. "Harder-edged rockers were dayparted, whereas before they were played in mornings and middays," said Scott. "We added some recent gold in places and included more Urban crossovers than any CHR or AC had ever done in this market."

The addition of more Urban crossovers was an interesting strategy, given the fact that even in the '60s and '70s, crosstown WLS was more apt to play an AOR crossover than an Urban crossover. "B96 had fallen into that same trap for years," Scott said. "Our focus

**"B96 is about 50-50 in our ethnic to non-ethnic mix. However, unlike Urban Contemporary stations, we still play the CHR hits."**

groups indicated Urban crossovers weren't as popular, but we decided to take a shot. We reasoned the lack of exposure in the past contributed to the poor showing for Urban product among CHR listeners."

Describing B96's music balance and the difference between his station and B/U outlets WBMX and WGCI, Scott said, "I'd say we're about 50-50 in our ethnic to non-ethnic mix. However, unlike Urban Contemporary stations, we still play the CHR hits.

"Journey, Chicago, Huey Lewis, Genesis, Survivor, and other artists of that genre are still very much a part of our playlist. B96 is just a bit more aware of the Urban hits, made familiar by WGCI and WBMX, which will cross over."

### Immediate Audience Response

Next up on the agenda was extending the rotations slightly, integrating recycling techniques, and prepromoting music and events.



B96 MD/Night rocker Joe Bohannon, Columbia artist Eddie Money, and mid-day personality Carla Box smile for the camera at a Sound Warehouse store.

Then B96 was in gear. "What we did isn't necessarily right for everyone," cautioned Scott. "These moves were made in order to redefine and create a unique position in the market.

"Response was immediate. The phones began to ring for requests, and the sales department was feeling it on the streets. All of the unscientific but gut level research methods reinforced our actions. And our Arbitrends, which had dipped to a 2.9, have been rising ever since the changes kicked in."

The bottom line result was a healthy book. B96 posted a third in 18-34 women and number one in non-ethnic 18-34 women. Add in males and the station is #6 among 18-34 adults, and #4 non-ethnic in the same cell. And, yes, B96 is still a proud #1 in teens.

"CBS is very happy with what's happened," said Scott. "We took an unhealthy situation and reversed it by assessing the market's needs and realizing we could fill those needs without a wholesale format upheaval. I'm particularly proud of the gains in morning drive. Ed Volkman and the team beat Q101 (WKQX), which has longtime female favorite Murphy In The Morning."

### No Outdoor, No TV

And would you believe B96 did not advertise on outdoor or TV? "Historically, we've not been

**WIN**  
YOUR SHARE OF

**\$50,000<sup>00</sup>**

LISTEN TO WBBM-FM FOR THE FOLLOWING \$1000 SONGS ALSO INDICATED BELOW IS THE DAY AND TIME EACH WILL BE PLAYED ON WBBM-FM 96.1 WHEN YOU HEAR A \$1000 SONG AT THE CORRECT DAY AND TIME CALL 591-4487. BE THE 9TH CALLER AND YOU'LL WIN \$1000.

SONG SHEET FOR NOVEMBER 24TH-28TH

**MONDAY, NOVEMBER 24TH**  
6-7 AM "California Gurls" By David Lee Roth  
7-8 AM "Say You Say Me" By Lionel Richie

**TUESDAY, NOVEMBER 25TH**  
6-7 AM "Caribbean Queen" By Billy Ocean  
7-8 AM "No One Is To Blame" By Howard Jones

**WEDNESDAY, NOVEMBER 26TH**  
6-7 AM "West End Girls" By Pet Shop Boys  
7-8 AM "I'm So Excited" By The Pointer Sisters

**THURSDAY, NOVEMBER 27TH**  
6-7 AM "Gloria" By Luis Braganca  
7-8 AM "Nasty" By Janet Jackson

**FRIDAY, NOVEMBER 28TH**  
6-7 AM "We Built This City" By Starship  
7-8 AM "Like A Virgin" By Madonna

**OFFICIAL RULES**

CBS, Paper Clips, General Business, Household Appliances, and other prizes and services are available at participating stations and retailers in the Chicago area. Prizes shown will be awarded by random drawing. Total prize pool is \$50,000.00. Winner must be 18 years of age at the time of the drawing. Winner must be a resident of the Chicago area. Winner must be a legal resident of the United States. Winner must be a resident of the Chicago area. Winner must be a legal resident of the United States. Winner must be a resident of the Chicago area. Winner must be a legal resident of the United States.



PICK UP A NEW SONG SHEET EACH WEEK AND BE SURE TO LISTEN TO ED VOLKMAN 5:30-10 AM ON B96!

heavy spenders in those arenas," said Scott. "We usually do one TV campaign a year, but we did do a pretty strong contest this fall.

"Using 7-11 and Arby's as distribution points, we did a twist on the \$1000 song of the day idea. Each week we handed out the 'B96 Song Sheet,' which gave the songs, when to listen, and call. This not only increased our cume, but the music changes and the contest helped our TSL."

Scott is still a big believer in the strength of albums and concert/movie tickets as prizes. "They still make the phones ring, and the demographic appeal of these prizes has widened considerably. More

**"What we did isn't necessarily right for everyone. These moves were made in order to redefine and create a unique position."**

adults than ever go out to concerts, and the teens are still just as happy to win tickets and albums. Going to a concert or making a trip to the record store aren't cheap expenditures."

Using the "press-the-flesh" method of promotion, Scott sends his personalities out on numerous appearances each week. "Mingling with and having fun with your listeners can't help but carry over into the ratings."

So what does Buddy think about the future and the recent changes at rival Z95 (WYFZ)? "It looks pretty good from here. Ric Lippincott has got Z95 sounding better than before, but he's simply traded positions with us. He's slow on adding Urban crossovers, and we're slower with the rock stuff. If nothing else, it will show there are two distinct ways to grab CHR listeners in Chicago."

**WESTWOOD ONE PRESENTS**

# BON JOVI



# OFF THE RECORD

**WITH**

*Mary Turner*



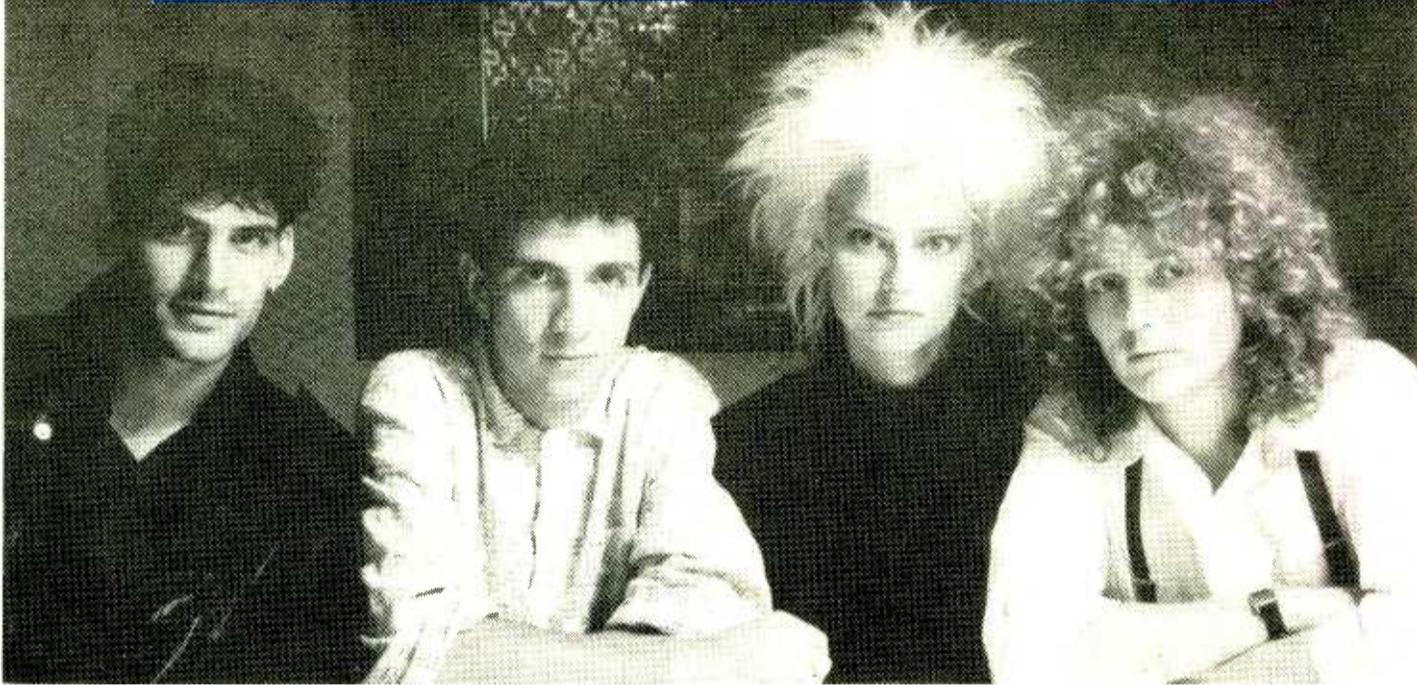
Week after week, *Off The Record* with Mary Turner sets the standard by which all other music and interview programs are measured. And when listeners want to hear what the superstars of the rock world are thinking and doing, they tune to the station that carries *Off The Record* in their market. Next week, Jon Bon Jovi joins Mary for an in-depth hour of music and conversation. For more information, contact your Westwood One rep now at (213) 204-5000 or Telex 4996015 WWONE.



**WESTWOOD ONE RADIO NETWORKS**

# 'TIL TUESDAY

## COMING UP CLOSE



### IS COMING UP STRONG.

**Sunny Joe White - PD - WXKS/Boston**

Top 10 phones, Top 10 callouts, Top 15 sales!!! If you don't hear this record go back and listen to it again. If you're not playing 'Til Tuesday you're missing out on one of the biggest records of 1987!!!

**Hank Nevins - PD - ROCK102/Buffalo**

You won't have to wait "'Til Tuesday" for this song to get results! Has the same appeal as Voices Carry.

**Michael Bradley - MD - WDTX/Detroit**

Top 15 phones everytime we play it!!!

**Tom Cunningham - PD - WPST/Princeton**

Excellent reaction from 18-plus women! Sounds great on the radio!!!

**Tom Evans - PD - KIYS/Boise**

We added 'Til Tuesday due to continued healthy sales. We started getting immediate adult female

phones and within one week "Coming Up Close" moves to our hottest rotation!!!

**Reed Kittridge - MD - WKDD/Akron**

One of the fastest growing callout records I've seen. I think this record fits the 1987 CHR sound.

**Scott Seagraves - PD**

**Steve Small - MD - KSMB/Lafayette**

One of only 3 records that have come out in the last 6 months that make me crank up the monitor when I play it! After 4 weeks of solid airplay sales have exploded!!!

**JJ McKay - MD - WKHI/Ocean City**

Great song! Great video! It's working here!!!

**JJ Steele - MD - FM99/Tallahassee**

1st record in a long time to give me goose bumps! Great song!!!

**Gary Cummings - PD - KZFN/Moscow**

#8 in requests!!! This song sounds great on the air.



## CONTEMPORARY HIT RADIO



**CRUISIN' IN STYLE** — KIIS/Los Angeles's most recent promotion gave listener Dennis DeMarco a choice between three luxury cars: a Rolls Royce Silver Spirit, Mercedes 560SL, and a custom Jaguar. It was a tough decision, but the Rolls won out as KIIS VP/GM Lynn Anderson-Powell and nighttime personality Bruce Vidal presented the keys to a decked-out Dennis.

## MOTION

KKRZ/Portland promotes night rocker **Chet Buchanan** to MD, while overnight personality **Connie Breeze** steps up to middays. Breeze replaces **Sean Lynch**, who moves to afternoons; former afternoon driver **Scott Drake** heads for KWFM/Tucson to do mornings. New to KKRZ overnights is **Dan Knight** . . . Two new swing/weekend personalities join KCAQ/Ventura-Oxnard: **Greg Agnew**, formerly at KPWR/Los Angeles, and **Steve Elliot**, last at KKHR/Los Angeles . . . **Michael Butts** has left KDAB/Salt Lake City to do mornings at KBTS (B93)/Killeen-Austin under new PD **Lisa Tonaccl** . . . **Bobby McCall** comes from WTBO/Cumberland to do afternoons at WQCM/Hagerstown . . . **Bruce Gilbert** has been promoted from MD to PD at KBIU/Lake Charles.

At KMEL/San Francisco, **Leslie Stoval** moves from her 10pm-2am shift to middays as weekender **Renel Louls** takes the late-night slot. **Rick Chase** is now handling afternoons, while **Evan Luck** joins the station for overnights from WGCI/Chicago. Exiting are **Christopher Lance**, **Howard Hoffman**, and **Jay Stone**.

**Mark Townsend** leaves his morning slot at KXYQ/Salem, and is replaced by **Todd Brandt** and **Rick Rydell** from Spokane stations KZZU and KQST, respectively . . . New to mornings at WRCK/Utica is **Greg McShea**, who switched morning shifts with sister station WTLB's **John Simmons** . . . **Jay Hastings** has left KX104/Nashville to become PD KZ103/Tupelo, MS, replacing **Brad Young**.

## BITS

• **The Buzzard Still Flies High** — **WMMS/Cleveland**, voted the number one station in *Rolling Stone's* readers' poll for the eighth consecutive year, is featuring **Joan Jett** in its first Appreciation Day Concert for 1987. The concert will coincide with the release of Jett's new movie, "The Light Of Day," with **Michael J. Fox**. Fox and other cast members will attend the premiere in Cleveland.



**CARDINAL CURE** — KHTR/St. Louis morning personality Chuck Buell emceed the Love Light Festival at Children's Hospital, which treated patients and their families to dinner, entertainment, and gifts. The highlight of the ceremony was the traditional illumination of the 12,500 lights decorating the building and grounds. Pictured are (l-r) KHTR's Buell and the St. Louis Cardinals' mascot Freebird visiting a patient.



**A "WEIRD" BOWLING AND POLKA PARTY** — KRBE/Houston threw a bowling and polka party to raise money for the T.J. Martel Foundation for Leukemia research. **Weird Al Yankovic** flew in for the party and was assisted by the KRBE staff and the Houston Astros. Shown standing are (l-r) KRBE PD Paul Christy, Astro's Charlie Kerfeld and Bill Doran, **Weird Al's** Manager Jay Levey, and Hit Video's Dangerous Darren Burns. Kneeling are (l-r) 'RBE Asst. Promotions Director Michelle Dittloff, EPA's George Weinberg, **Weird Al**, and Hit Video's Michael Opelka.



**BIRTHDAY SURPRISE** — WPLJ/New York PD Jim Kerr got a surprise from his morning crew on his 34th birthday. Phone calls came in from "Colbys" star Emma Samms and singer Amy Grant. Penthouse Pet Of the Year Mindy Farrar and erotic film star Candida Royalle stopped by. Bearing gifts to Kerr are (l-r) Farrar and Royalle.

# SURVIVOR



## HOW MUCH • LOVE •

KEGL  
B97  
Y108  
KZZP  
KPLZ  
99GFM  
WINK  
WQUT  
FM100  
KTUX  
WKDD  
WKFX  
WGRD  
WEAG  
KJ103

KQKQ  
KZ93  
KZZU  
WQCM  
WOMP  
KQIZ  
WCGQ  
KNIN  
KQCR  
Y94  
WAZY  
99KG  
WDBR  
SLY96  
OK95





STEVE FEINSTEIN

## AOR

## BURKHART/ABRAMS CONVENTION '87

# No Sermon From The Mount This Time

Looking to find out exactly where AOR is headed in 1987? How 'bout the next big trend, or a new catchphrase or buzzword to use at cocktail parties? Sorry, folks . . . you've come to the wrong place. This year, consultants Burkhardt/Abrams/Douglas/Elliot's client meetings in Palm Springs offered no quick and easy prescriptions.

That makes sense. With the format in reasonably good health, there's no need for a course correction. Instead, the main thrust was a call to arms for creativity. The sessions, highlighted by outside speakers such as psychologist Dr. Perry Buffington and commercial production master Dick Orkin, were more concerned with inspiration and motivation than with specifics such as what ratio of new vs. old music to play.

## Renewed Emphasis On New Music?

Without an official edict being handed down, there seemed to be a green light for greater receptivity to new music in the coming year. "Don't pull back from being on the cutting edge of contemporary music," advises President Dwight Douglas. "Open your mind to being modern, whether it's Bon Jovi or Wang Chung. That's what progressive radio, which AOR started out as, was all about."

KTYD/Santa Barbara PD Rick Williams took the cue from Lee Abrams's opening speech that "AOR can't afford to get caught with its pants down on artists like Bon Jovi or Europe. If you're hearing them first on CHR, you're in trouble."

Perhaps it's a harbinger that even WGTR/Miami PD Bill Wise, who played only 30 currents while at WFBQ/Indianapolis and WKLS/Atlanta, has expanded his list to over 40 titles and is going three-deep early on acts like Georgia Satellites and David & David. "I believe the cycle dictates that you can only ride the Classic Rock bandwagon for so long," says the Wise guy. "At 'FBQ, we were one of the first stations into it, and rode it while it was hot. Now the thing to be is one of the first stations out of it and sound fresh, new, and exciting."

## Promotions: Seize The Moment

Douglas points to "seize the moment" promotions where a station moves quickly to exploit an event or phenomenon. When a huge sink-

## Superstars Key Notes:

- Develop creativity
- Don't shortchange currents
- "Seize the moment" promotions

hole occurred in Columbus, WLWQ purchased it from the city by making a donation to a local charity. The Mayor's office gave 'LVQ a proclamation of ownership, and the station then gave listeners pieces of tar from the hole. When two sets of quintuplets were born in Raleigh, WRDU calculated the expense the families would incur for diapers and then asked listeners to donate them.

Of the 16 station presentations offered, WMMR/Philadelphia's got the most accolades for its high pro-

duction sheen. Morning man John DeBella's "Louie Louie" kazoo parade with a cast of thousands strutting down a downtown street playing the song on kazoos drew raves from most programmers.

## Guest Speakers: Orkin, Buffington

Dick Orkin's speech advised that station promos "demonstrate, instead of announce, the point of view," says new B/A/D/E associate Greg Gillispie. In other words, illustrate and paint an audio picture instead of just relaying flat information.

Dr. Buffington got high marks from WIYY/Baltimore Station Manager Chuck DuCoty. His address, says DuCoty, offered techniques for increasing creativity — your own and other people's — by breaking cycles that deplete creativity.

## Death To The 12-Inch

Radio is sick of 12-inch records. That was the consensus at an informal R&R Rap Session that brought

together programmers and record reps. There's strong sentiment among the radio ranks for the abolition of 12-inches, other than for tracks available prior to the release of a full album. Programmers resent being "forced" to play record company priorities, and frustrated by the glut of 12-inches in light of spotty CD service. Promoters expressed fear that programmers would be lax in listening to full albums without the benefit of a 12-inch to guide them. One promoter called 12-inches "very expensive mailgrams."

**"Don't pull back from being on the cutting edge of contemporary music"**

—Dwight Douglas

## Let Us Entertain You: Suites, Parties

Record company and artist presence was strong. John Cougar Mellencamp was on hand to receive the annual Lee Michaels Award, named after the late B/A/D/E partner, for his Farm Aid efforts and songwriting about the plight of the American farmer. Huey Lewis, Esquire, Gregg Allman, Eric Woolfson, Dave Mason, Patty Smyth, and Colin James Hay were also in attendance.

Warner Brothers sponsored a party in the lobby of the Palm Springs Desert Museum, followed by a superb Los Lobos concert in the auditorium downstairs. More than one record promoter observer viewed the disproportionate ratio of promoters to programmers as a sad commentary on radio's interest in music. Apparently many radio folk either never made it to the party because of other commitments or else ate and ran after the party.

Best suite by a mile: NBC's trippy set-up for its '60s show, "Flashback." Along with burning incense, black light, vintage posters, and sugar cubes, there was even a graffiti wall on which you could write slogans from the era — "Free The Chicago 7," "Tune In, Turn On, Drop Out" — in day-glo paint. CBS gave away CD players in its suite, and joined with MJI's "Comedy Hour" to present a performance by comedian Richard Belzer.

Most talked-about party: PolyGram's Bon Jovi bash, which featured a bevy of barely-clad female mud wrestlers. Unfortunately, the hotel wouldn't allow the label to set up a mud box so the ladies could tangle with programmers.

Many people noted a mellower, more mature atmosphere during the evening socializing. "You didn't see as many people hurting themselves or burning the candles at both ends," said one programmer. "We've learned we can be rock 'n' rollers without bouncing off the walls at four in the morning."

## Programmers' Reaction

Changes this year included Abrams giving one speech rather than two. Researcher/prognosticator John Parikhal, whose annual speech has always been a highlight, was absent; he is now partners with ex-B/A/D/E associate Jon Sinton.

Programmers were generally positive about the gathering. The one-on-ones in hallways, suites, and over meals got most of them charged up and ready to go home and instill their staff with fresh energy. However, some said that despite the welcomed stress on creativity and motivation, they missed a more specific agenda to focus on, such as how to deal with the current Classic Rock craze, or as in previous years, the sense of urgency when confronting threats such as CHR's inroads or callout research-based stations. Such is the price of stability and success, perhaps.



**WESTON A WINNER** — WIXV/Savannah PD Bill Weston was among the winners who walked away from the CBS suite with a CD player. From left, Epic's Harvey Leeds, Lesley Calloway from Burkhardt/Abrams, Columbia's Jim McKeon, Weston, and Columbia's Paul Rappaport.



**COMIC RELIEF** — Lee Abrams (left) plays straight man for Richard Belzer.

## AOR

## FALL SUMMARIES

## Behind The 12+ Shares

Fall was a ball for some AORs, while others suffered a fall from grace. This week, we'll celebrate some of the impressive gains AOR stations made and also survey the standings among the participants in the more competitive markets. A comprehensive ratings scoreboard for all rated AORs is coming your way next week.

## New York:

## WNEW-FM Assertive

Ex-WNEW-FM PD Charlie Kendall, who resigned with three weeks left in the sweep, went out on a high note. 'NEW-FM's 3.5-3.8 gave it a comfortable margin over upstart WXRK's 3.3-3.1, the first down book for K-Rock in a year. After 'XRK's Howard Stern finishes dominating mornings (#1 men 18+ and 25-54), 'NEW-FM beats 'XRK soundly in other dayparts — the margin is 2:1 in mid-days and nights. Overall, 'NEW-FM is #1 in men 25-34 and 25-49, while 'XRK is #2 men 25-34.

## Los Angeles:

## KLSX Explodes

Classic Rocker KLSX's debut was a stunner. Formerly anemic AC KBZT, it jumped 1.5-3.1, emerging #1 in men 18-34, 18-49, 25-49, and 25-54. Wooing adult men, as opposed to more fickle teens and young women, so quickly is extraordinary, particularly in a market as competitive as Los Angeles.

KLSX didn't affect traditional Gold outlet KRTH-FM, which, although knocked out of the top spot in men 25+, was steady 12+ at 4.0. It was the market's two mainstream AORs that suffered the most at KLSX's hands. KLOS, down 3.7-2.3 for its lowest share in seven years, dropped from 1st to 6th in men 25-34. KMET declined 2.0-1.6, its lowest showing in more than ten years.

Note that KLOS and KMET are in periods of transition. Both have been operating since the summer with what are presumably interim morning shows. KLOS is currently being programmed by Assistant PD Kurt Kelly, who took over when Tim Kelly left for WCKG/Chicago the week the fall book ended. At KMET, PD Frank Cody's "94.7% New Rock" approach includes currents by acts like Screaming Blue Messiahs, Bangles, OMD, Venetians, BoDeans, and Spoons.

Modern rock KROQ wasn't affected by the KLSX craze, rising 3.6-3.9 to become #1 in men 18-24 and #2 in teens to Urban KPWR. It gained mostly in mornings and

- **L.A.:** KLSX Debut Topples KLOS, KMET
- **Detroit:** WLLZ Overtakes WRIF
- **Nashville:** WKDF Dominates
- **Minneapolis:** KQRS In Double Digits
- **Seattle:** KISW Reaches New High

evenings, actually topping CHR KIIS at night. KROQ mornings and nights feature the same jock, the amazing Poorman, who does 9pm-midnight and then returns to team with Richard Blade 6-9am.

Soft rock KNX-FM held steady at 1.4. Hard rocker KNAC/Long Beach slipped 1.4-1.1, its first down book in a year.

## Chicago: Z-Rock Debuts

Slippage at all AORs — WLUP (5.6-4.6), WXRT (2.9-2.3), and WCKG (2.0-1.9). WLUP was off in all dayparts except afternoons, where Steve Dahl & Garry Meier were flat 12+ and grew in men. Still, the Loop maintained its dominance in men 18-34, 25-34, and 25-49.

The heavy metal Z-Rock channel debuted with a 1.1 on WZRC, which beat the Loop and 'XRT 12+ at night. In men 18-24, 'ZRC was #3 at night behind two Urbans and #5 Mon-Sun.

## San Francisco: KRQR Cracks 3s

KRQR's 2.2-3.1 is the first time the "Rocker" has cracked a 3-share in more than four years. It landed top honors in men 18-34 and 25-34. KFOG gained 2.2-2.6, while eclectic KKCX improved 1.0-1.3.

## Philadelphia: Stern Impacts, DeBella Still Solid

Yes, in its first book of simulcasting Howard Stern, WYSP virtually

doubled its morning numbers. But no, it wasn't at the expense of WMMR morning monolith John DeBella. They both did quite well in their first round. Stern moved 'YSP from 7th to 3rd in men 18+, but he either drew most of his fans from outside the format or else made new radio listeners. DeBella lost first place 12+ by .8 to News KYW, but his share declined far more in teens and women than in men, where he lost only .6. He leads Stern 3:1 in men 18-34.

'YSP does appear to be drawing some men from 'MMR after 10am with its Classic Rock mix. It's risen to second, albeit a distant second, to 'MMR in demos such as men 18-49 and 25-54.

Twelve-plus, 'MMR is still #1 after shrinking 11.5-9.0. 'YSP's 3.6-4.5 took it from 12th to 6th. WIOQ was even at 2.5.

## Detroit: WLLZ Tops WRIF

Major upset in the Motor City, as WLLZ (5.0-5.3) topped WRIF (5.3-4.2) for the first time in three years. WLLZ beat WRIF in all dayparts, supported by J.J. & The Morning Crew, which moved from WRIF to WLLZ early last year. They doubled the morning share of their former employers.

WLLZ, which used to be top-heavy in 12-24s, has matured to the point of tying Urban WJLB for #1 in men 25-49.

## Miami: WGTR's Promising Debut

New stations fared well, established stations suffered. WGTR came on with a 2.3 while market mainstay WSHE slipped 4.5-4.1. 'SHE stayed #1 in key demos while 'GTR finished #2 in men 18-34 and 25-34.

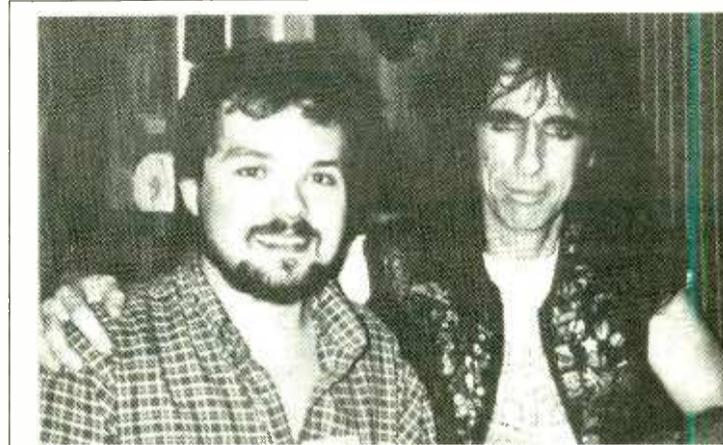
PD Bill Wise bills 'GTR as "the world's first all-compact disc station." Essentially a jukebox through the book, 'GTR had no morning show, little jock talk, and no advertising or promotion. Next week, ex-WSHE morning team Herman & McBean debuts on 'GTR after sitting out a non-compete clause.

## Tampa: WYNF Rebounds

WYNF's 5.8-6.9 was its best showing in almost two years. Classic Rock WKRL was off 4.7-3.7 and trailed 'YNF in all key demos.

## Seattle: KISW's Best Ever

KISW's 7.3-8.0, its highest share in memory, couldn't come at a bet-



ALICE IS BACK AND WEQX'S GOT HIM — WEQX/Manchester, VT weekender Fran Kusala catches up with Alice Cooper at the Albany concert.

ter time. It's a nice psychological boost for the station, now entering a nasty battle with upstart KRXR, which has spirited away KISW talent from three dayparts. The fall was the best upper-demo book ever for KISW, which was #1 men 25-49 for the first time and tied News/Talk KIRO for the top spot in men 25-54.

A switch to Classic Rock put KZOK on the road to recovery with a 1.5-3.4 rebound, the first time KZOK's been in the threes in two years. Soft KEZX fell 2.6-2.0.

## San Diego: KGB's Awesome Adults

Here's a perfect example of how deceptive 12+ shares can be: KGB, down 7.3-6.7, had its best-ever sales book, placing #1 in adults 25-54 for the first time. All 25+ cells were up, while the station experienced major 12-24 shrinkage.

9IX gained 6.0-6.3, beating KGB handily in men 18-24 and tying Urban XHRM for tops in teens. XHIT faded 1.3-.7.

## Denver: KBPI, KBCO Neck-To-Neck

KBPI's steady 6.7-6.8 put it ahead of KBCO's 7.8-6.7. The stations have perfectly complementary demos: KBPI's audience is 73% 12-24 (#1 teens and men 18-24) while KBCO's is 74% 25+ (#1 adults 25-54).

KAZY's last book with a soft, eclectic sound was one of its better sweeps, stepping 3.6-3.9, good enough for second place behind 'BCO in men 25-34.

## San Jose: KOME Strong

A strong upper-demo book for KOME, whose 4.0-4.8 jump triumphed in men 25-54. Rival KSJO gained 3.1-3.5.

## Nashville: WKDF Soars

There's a new Southern dynasty emerging. WKDF's 12.7-14.9 is its best-ever share and second

straight #1 12+, and lands 'KDF on top in demos such as adults 25-54 and women 18-34.

## Minneapolis: KQRS Peaks

KQRS's 9.6-11.0 puts it at an all-time high, while alternative KTCZ eroded 4.3-3.6 and Classic Rock KJJO improved 2.5-3.0. KQ' took first-place in men 25-49.

## Kansas City: KYYS Stellar

A 7.8-9.9 surge brought KYYS its highest 12+ in almost five years. KY' was on top with men 25-54 and tied for first in adults 25-49. Classic Rock KCFX declined 4.3-4.1, though it remained a distant second to KY' in men 25-34 and 18-34.

## Washington: DC101 Regains Form

Advancing 4.7-5.2, DC101 notched its best share in a year and came in #1 with men 25-54. Classic Rock WCXR was off again, 3.8-3.2.

## Houston: KZFX Challenges KLOL

Classic Rock KZFX debuted at a 4.1 while KLOL dipped 5.0-4.6. KZFX bested KLOL in men 25-49.

## Quick Cuts

WPYX/Albany was #1 for the third straight sweep, improving 10.8-11.2 for its highest score in two years and a tie for first in adults 25-49. Challenger WQBK-FM gained 3.1-3.6 ... WLVC/Columbus, KATT/Oklahoma City, WNOR-FM/Norfolk, and WWCT/Peoria all finished first despite slipping 12+ ... WAAF recaptured #1 status in Worcester, moving 11.5-13.1 ... KBER/Salt Lake City jumped 1.4-3.4 while KRSP-FM's 11.0-7.4 knocked it out of first place ... The seesaw race in Portland had KINK (6.9-7.1) back on top of KGON (7.7-6.6). KINK wrested back its crown in men 25+ from KGON, which had beaten or tied KINK in men 25-34 the last three sweeps.

## NISSAN OFFERS

YOU  
YOUR LISTENERS  
YOUR ON-AIR PERSONALITIES  
CHANCES TO WIN!



ONE OF THE NISSAN HARDBODY TRUCKS  
YOUR LISTENERS AND YOUR STATION  
CAN WIN

## THE NAME IS NISSAN

AND THE WAY TO ROCK N' ROLL  
AND TRUCK GIVE-A-WAYS  
IS  
STRONG SOUNDS

THE PROMOTION-LOADED SYNDICATED  
RADIO PROGRAM CHOCK FULL OF THE  
FRESHEST, STRONGEST MUSIC, INTER-  
VIEWS & TRIVIA IN ROCK N' ROLL TODAY!

HOSTED BY PAT ST. JOHN

STRONG  
SOUNDS

© 1986 TRG COMMUNICATIONS, INC. "STRONG SOUNDS" and design is a trademark for TRG COMMUNICATIONS, INC.  
STRONG SOUNDS is produced by TRG COMMUNICATIONS, INC. in conjunction with Out Q Media.

CALL NOW! MIKE CATENA  
(818) 880-6105



WALT LOVE

## BLACK/URBAN

PERFORMING, POLITICAL PERSPECTIVES

# Superstars Reflect On Black History

Our old adage is that there are only two groups of free Americans — white men and black women. But it's possible to add a third group, black entertainers. America has always been willing to treat its singers and celebrities differently . . . up to a point. Here are some touring stories and political impressions of four veteran artists with at least 115 years of professional experience between them: Millie Jackson, Hank Ballard, Bobby Bland, and James Brown. Their oral histories are meant to bring something special to this Black History Month.

### Millie Jackson

Millie's professional career started in 1964. She began, "I wasn't doing as well singing — meaning making money — as I needed to, so I kept a day job to pay the bills. At the same time I would get work locally and sometimes on the road.

"In 1967 I quit my day job and went out on the road singing with L.C. Cooke. For two years I toured the country, after which I came back to NYC. I got another day job running a Schrafft's cafeteria but kept on singing. At this point I had made two hit records and probably could have stopped working the day job, but I was worried the showbiz career wouldn't last."

### Surviving The Chitlin Circuit

"A number of artists complain about suffering and being mistreated on the 'chitlin circuit.' To me, working the chitlin circuit is part of attending the 'college of music.' In this business you can't say you're going to happen, because you have no way of knowing that. You can go to the Julliard School of Music and nothing says you'll make hits. Hard times are part of the education of the music industry. I play some of the same clubs now that I've played in the past, but now I get more money for being there."

Millie explained she didn't encounter segregation directed at her, but noted, "I got it on the fringes a little. I remember once being confronted with a 'white-only toilet' when we were traveling in Arkansas. Of course, I paid it no mind and went on and did what I had to do! It was easy to pretend you didn't know how to read in those days. You gotta understand that sometimes what we did as blacks was motivated by nerve;



Four Of The Greats: Bobby Bland, James Brown, Hank Ballard, Millie Jackson

the rest of the time it was ignorance of the situation.

"Once in Atlanta (where Millie presently lives) we went into a restaurant, sat down, and got served. To anybody in that place we were just two carloads of blacks trying to get something to eat while traveling. Later we noticed a window where other blacks were ordering food. Because they lived there they followed the rules as such, but we didn't know any better. Most of the time it worked out fine."

### Millie's Politics: Fight Drugs, Support Equality

What kinds of things concern Millie at this point in her life and career? "As a parent I want to see people and our elected officials pay more attention to illegal drugs in our country and local communities." Millie, who runs her own music production company and also holds real estate interests, added, "On the business side, I want to see more small business like mine get opportunities that have mostly gone to larger organizations.

"To tell you the truth, one of the reasons I'm now living in the South is because I can't tell a hell of a lot of difference in the way we are dealt with as people — on both business and personal levels. Once whites would beat us with axe handles; now they beat us with computers. So I decided to leave New Jersey because I can deal with things better here."

Millie is hopeful there will eventually be more equality within the industry. "I would like to see the day come when record manufacturers will spend the same kind of money on a black act as a white act," she said. "Especially when you're talking about an established black artist and a white talent who no one knows anything about. A

good example of that is the money put behind the Beastie Boys. No one did that for Run D.M.C.."

### Bobby Bland

I asked Bobby to relate the racial overtones of his early days. "At that point in time you kinda had to bite your tongue about things. You knew what was expected of you and tried to keep a low profile. If you didn't you were headed for trouble."

Bobby continued, "I don't want to sound prejudiced, but we had to play the well-known chitlin circuit. These clubs were all black. Because it was the late '50s and early '60s that's simply the way things were. But I must say that there also were some really good times. During the '60s we started getting into having mixed audiences. Whites would come to these little hole-in-the-wall clubs to hear us."

### Blacks' Failure To Accept The Blues

There's little argument that in 1987 young blacks are not appreciating blues music — an idiom spawned from the black experience. Most of today's blacks think of the blues as some low-class musical entity of our society, although whites love it and have tried to learn to understand it. White musicians continue to utilize the musical roots they've learned from black musicians — in all types of rock 'n' roll.

Bobby remarked, "Blacks have to learn that they can't get rid of this part of their heritage. Some blacks seem to think the blues is for the underclass of blacks, and they are definitely wrong about that assumption. If we can just keep pushing as we have been, maybe their thought process will change in a positive way towards our music."

Bland concluded, "Togetherness is something we must achieve as Americans. It's become obvious that we'll have to educate our own kids about our music. It's hard to believe that these youngsters don't know anything about the blues, and it's really a shame. Fortunately, their white classmates have an appreciation of what we do. If people would just give the music a chance, I think its popularity will take care of itself.

"More unity and love are what's needed for us to live in peace together. What we need is another Dr. King. It's a pity nobody seems ready to fill his shoes."

### On The Road With Hank Ballard

Hank Ballard, now living in Southern California, is enjoying his *Midnighters*' current success in Europe. When asked how he feels about the old days of the chitlin circuit, Hank replied, "Man, at that time the chitlin circuit was a thang! The 'soul circuit' is what I used to call it, and," he laughed, "what I still call it. It was a real groove recording and being on the road, going from city to city and seeing things you've never seen before. It had its advantages, and certainly its disadvantages."

Were the early performing days difficult? "Compared to today's approach to the entertainment business it was hard. Today we have better places to perform and naturally we're more well-paid. One of the things that made it tough was the places we had to work. The facilities were bad. We didn't know what it was to have more than one microphone to use onstage. Now, we sometimes have ten or 12. Today's facilities are a real blessing, and especially for black artists because we were

always given the worst technology to perform with. We now have what they call monitors onstage. I've just learned what they are."

### White Kids Are Keeping Us Going

I asked Hank how segregation hit him as a person in the past. "When we did gigs in some cities we had mixed audiences, but they were separated. Most of the time the blacks would be downstairs and the whites were upstairs. That R&B music would get to be sounding so good that the white people would jump over the railing or walk downstairs and start mixing with the blacks. I saw a lot of that type of thing in the Atlanta area and also in North and South Carolina. Whites and blacks in those areas have always enjoyed their R&B music. They're always ready to party."

Like Bobby Bland, Hank also credits today's white youth for helping maintain excitement for original black music. "If it wasn't for the white kids out there liking our music, we'd be having hard times. Why do our own kids and young adults have no positive feelings about it? These tunes may have been made years ago, but a lot of people still like it. And some people who hadn't been born by that time have learned to like it once they've been exposed to it. It's a real mystery to me."

### Soul Brother #1

"The Godfather Of Soul," as he is known, started singing professionally in 1946. James Brown is one of America's musical treasures who's still making history. James said, "I was part of the Harlem Talent Revue at the Harlem Theater in Augusta, GA." And how did Brown view things back on the chitlin circuit? "Well, it was hard. It was tough, but we made it." When asked how blacks were treated during those times, Brown recalled, "They couldn't stay in certain hotels, couldn't eat in some restaurants, and had to ride the back of the bus. I was always a human being, but they said I was colored — negro and all of that.

"In 1968 I recorded 'Say It Loud, I'm Black And I'm Proud.' The reason I did this was because I wanted to get one definite identity. God's children don't need a color. I'm colorblind; I don't see colors. To me, this song made sense to make, so I made it."

James pointed out, "God's been good to me. I wanna tell these broadcaster and entertainers that we gotta do something to try to keep our kids in school. All of them. Our future as a country depends on them."



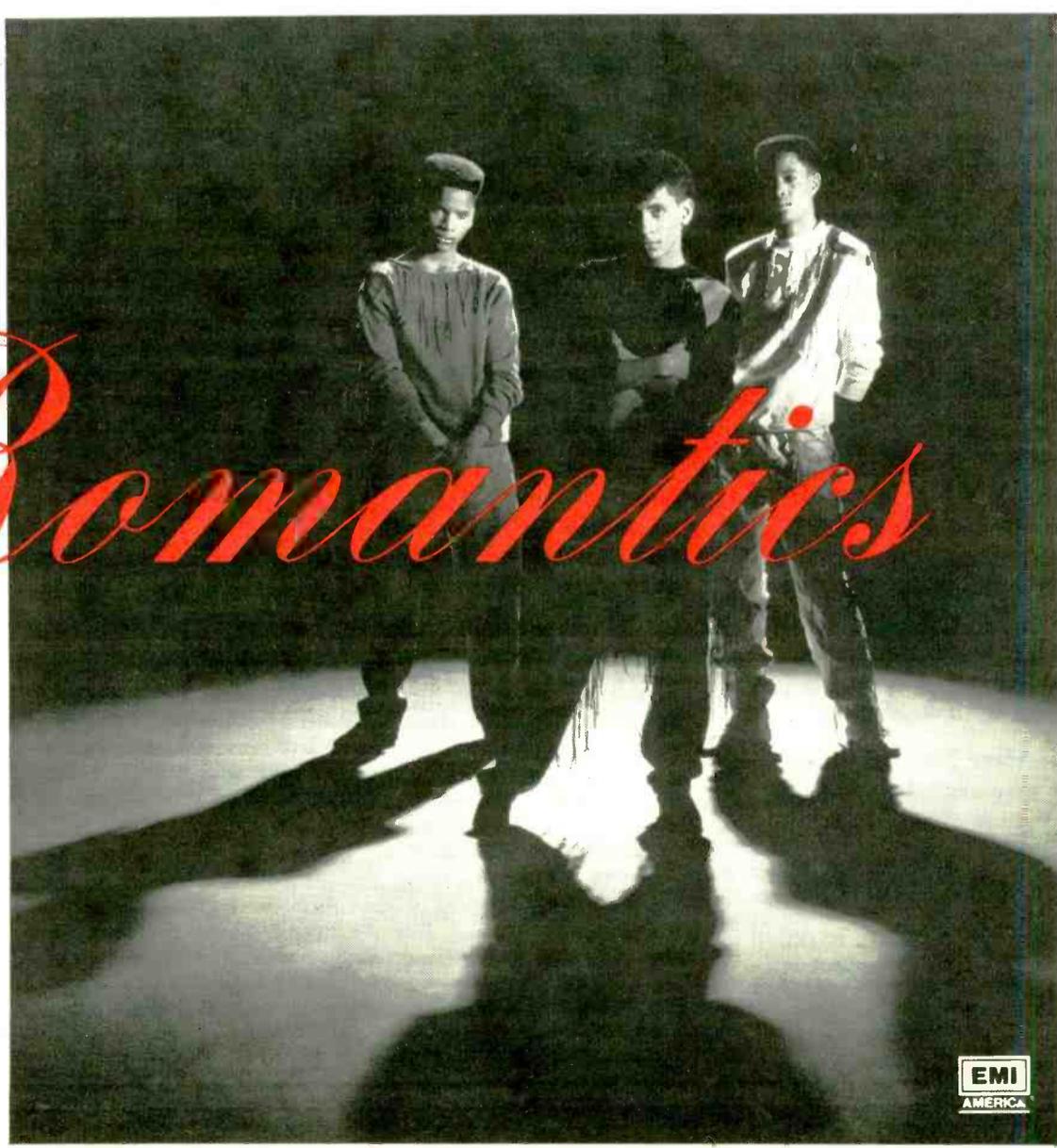
A **NU** APPROACH  
A **NU** ROMANCE

# **NU** *Romantics*

**T**  **NIGHT**  
THE **NU** SINGLE

FROM THE ALBUM  
**T**  **NIGHT**

PRODUCED BY JAMES MTUME



© 1987 EMI AMERICA RECORDS, A DIVISION OF CAPITOL RECORDS INC.

## ADULT CONTEMPORARY

# Bay Area Battle: A Musical Melting Pot

By Mike Kinosian

There might be more crowded AC battlegrounds than in the Bay Area, but it'd be hard to find a metro with such a diverse group of direct competitors. Try this six-pack on for size: a "Quiet Storm" presentation (KBLX), a mainstream AC (K101), an audience participation entry (KLOK-FM), a combo positioned as "Lite Rock" (KOIT-AM & FM), and Full-Service AM (KNBR) whose sister FM is a borderline CHR (KYUU). This week's column offers a look at this menagerie through the eyes of the stations' respective programmers.

## KBLX The Quiet Storm

102.9 fm & 1400 am

### KBLX: Storm Warnings

Despite slipping a half-point in the fall sweep, "Quiet Storm" KBLX continued to perform credibly with 25-49 adults. But the station's rival PDs don't consider the "Adult Alternative" outlet a true AC.

"Our mainframe audience is 25-54," explains KBLX PD Tony Kilbert, who has several years' on-air experience at nearby (then-AOR) KSAN and CHR leader KMEL. "It's the hip college students and the young professionals. Our music is multiracial, transcultural — the works. It's an accurate reflection of the Bay Area population, which is unlike any other market in the US. We don't play a song just because it's a hit — it's got to fit." (Interestingly, the last "hit that didn't fit" was Billy Vera, described as "too jarring.")

Kilbert recognizes K101 and KOIT as ACs; missing from his list is KYUU and KLOK-FM. "Bon Jovi at 10am is not AC to me," remarks Kilbert, who describes KLOK-FM as an "extension of MTV." Regarding declining 12+ and 25-49 numbers, he says "I have no plans to change. If you're an original, there's no need to."



### K101: More Musical Chairs

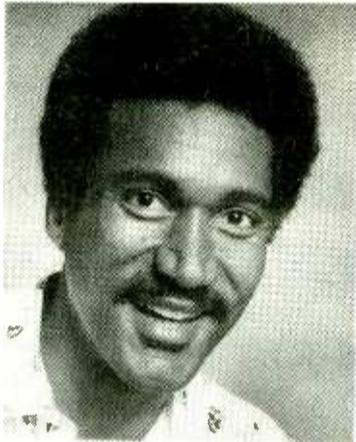
PDs have shuttled in and out of K101 at an accelerated pace over the past two years. Russ Morley accepted the challenge last November, coming in from WRMF/West Palm Beach.

Morley targets KOIT, KLOK-FM, and KYUU as his competition. He sees KOIT on the "soft end" of K101 with KLOK-FM playing the same basic list. KYUU is "an AC approach with a CHR list," a presentation he likens to what Bobby Rich is doing at B100/San Diego.

Morley says his goal is to "broaden, brighten, and add life to the sta-

tion." He feels K101 is on target musically. The focus now is on non-musical elements such as the news and sports which have been added in afternoon drive.

In the summer of '85, K101 was San Francisco's number one music station — third overall behind News/Talkers KGO and KCBS. Four of the next five books, though, were down. One more complication: K101 is on the block.



Tony Kilbert



### Voting Around The KLOK

For the past three years, pioneer broadcaster Bill Weaver has been using a unique programming method called "Yes/No" radio. Listeners vote on whether a song gets played on KLOK-FM. Weaver, who functions as managing partner/GM/AM/PM, is quick to point out this is not "All Request Radio." He was involved with that in 1963 at sister station KWIZ/Anaheim. In a typical week there, he claims the station would receive 64,000 calls. "People got mad when we didn't play all of their requests. Then it hit me — have them vote on the records." Since KLOK-FM adopted "Yes/No," Weaver says there's been controversy. "The main thing," he says, "is people don't think this idea will work. But we're still doing it."

Weaver thinks one benefit from "Yes/No" is KLOK's ability to get on and off music faster than the competition. As an example, he points out that KLOK was dropping Billy Vera & The Beaters when other stations were adding it.

Although KLOK-FM has not enjoyed any real growth over the past

several books, Weaver reasons his station's programming this way: "When you have as many stations playing AC as we do, you've got to do something different. Somebody is going to think it's a gimmick, and I can understand that."



### KNBR: Full-Service

Fighting the AC battle on the AM dial is KNBR. Former KLOK-FM PD Rick Saddle, another KSAN alumnus, has just taken over the NBC O&O's programming chair. His market overview? "News/Talk does very well here. All music FMs do well as a group, but there are so many of them doing the same



Mike Phillips

thing. KNBR has made a wise decision to be the only Full-Service station in the market. Our way of competing is with lots of sports, talk, entertainment, and music."

How important is music on KNBR? "It's a real important part of the fabric, but it's not the fabric. We play good AC music sprinkled with oldies." He identified his competition as KLOK-FM, K101, KOIT, and KYUU, adding "KYUU traditionally has done a good job with the younger audience and sounds like a hybrid CHR. K101, KOIT, and KLOK-FM play the same music. Tony Kilbert at KBLX has a unique position in the market and is doing a fine job. KBLX is an AC in the true sense of the term. I prefer to paint with a broad brush rather than hone in on one slice of the pie."

KNBR is the flagship station for the San Francisco Giants and, not surprisingly, finished first 12+-7-midnight during the summer. Saddle is pleased to report that due to Giants PBP that KNBR experiences "a nice boost" in both ratings and revenues.

But being on the AM band doesn't bother him. "AM's dead because broadcasters gave up on it. I think it's where the exciting ideas and innovative programming

## The Numbers At A Glance

	F '85	W '86	Sp '86	Su '86	F '86	25-49 rank*
KYUU	3.4	3.2	2.9	3.1	4.2	1
KOIT	2.5	2.8	2.7	2.4	2.5	2
KBLX	3.0	3.2	2.9	2.5	2.5	3
K101	3.5	2.7	2.5	2.2	2.4	4
KNBR	2.4	2.9	4.9	4.7	2.4	5
KLOK	2.2	2.8	2.4	2.6	2.2	6

Arbitron figures listed are Mon-Sun 6am-midnight, 12+, Metro Survey Area. Stations listed are FM except KNBR-AM.

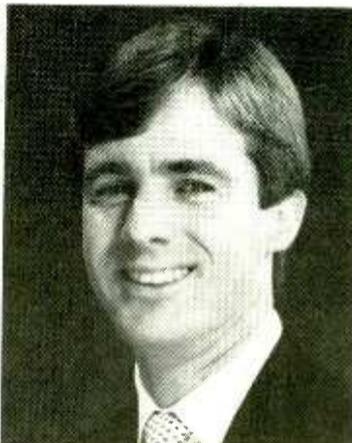
\* 25-49 demographic rank is among these stations only.

will come from in the next ten years. Good programmers and creative people can bring AM right back."

From spring '85 to spring '86, KNBR was consistent — flat 12+, flat 25-49. The summer book, though, shows KNBR nearly doubling its numbers in both of those demos. KNBR is hoping the Giants catch fire early and stay hot.

## KOIT 96.5 fm 1260 am

KOIT: Lite Rock/Less Talk  
On the "soft" side of the AC war



Ric Lippincott

is simulcast combo KOIT-AM & FM, programmed by Bay Area radio veteran Mike Phillips, who has also been PD at K101 and Big Band (then-CHR) KFRC. KOIT kicked off the format one year ago to appeal 35-44. Using a Magid research study, KOIT saw a need for Light Rock. Phillips explained, "That phrase tested positively and so our marketing principle was based on Light Rock/Less Talk."

"K101 is our prime competition. KYUU will occasionally get a good sweep with adults 25-54. They had a tremendous fall book, but I'm not sure why." Phillips did not mention KBLX or KLOK-FM as AC competitors. "KLOK-FM bills itself as AC, but it has shifted younger. It's still AC, but borders on CHR at times. The concept is tired. Maybe you kick off a station with a gimmick, but you drop it after six months."

"KBLX is definitely an Urban station that sells itself as an AC. It depends on how you want to define AC, I guess. They get good AC numbers, so, in that sense, they're AC. We don't share audience, so I don't see them as a competitor."

KOIT has maintained its 12+ numbers from fall to fall. With adults 25-49, it registered a slight

increase. In the same demo, KBLX, K101, and KLOK were down. KNBR was flat and KYUU was up significantly. Still regarded as a new product, KOIT may deserve added attention in the Bay Area AC war.



### KYUU: What Is It?

The burning question raised in the San Francisco AC review is how to classify KNBR's sister FM KYUU? To get the answer, I asked former PD Ric Lippincott, who now programs WYZZ/Chicago. (His replacement at KYUU is Joe Alfenito, formerly of WKYS-FM/Washington.) "It's very difficult to categorize KYUU," says Lippincott. "If you were talking to someone who only listened for a short time, they would call it CHR; if you look at the Arbitron, it was clearly AC. There is a problem in the industry with that term. People tend to think you only play boring records. We wanted bright, uptempo songs — not heavy metal. If people look at everything we did, they'd see we were not a CHR station."

Lippincott talked freely about the competition. "K101 was always our biggest competitor. None of the other ACs made any effort to challenge us. When we got back on top of K101, they rolled over and played dead."

"It seems K101 has lost a lot of direction because of PD changes. Programming is directed from New York and a lot of things fall through the cracks. KOIT wasn't making any effort in terms of aggressive music or promotion. There was no need to listen. KLOK-FM went through the same loss of direction that K101 did with a PD change."

Gearing up for the station's 10th birthday on the 18th of this month, new PD Alfenito notes San Francisco ACs are a "little more foreground and slightly more aggressive musically" than their Washington, DC counterparts. Getting indoctrinated, Alfenito cites K101, KOIT, and "to a degree" KLOK-FM as his competition.

So there they are — six stations, all within less than four shares of each other 25-49. No doubt, San Francisco offers a melting pot of AC radio, which isn't unusual for a city that takes pride in doing things a little differently.



LON HELTON

## COUNTRY

# CMA To Present New Radio Awards

The Country Music Association held its quarterly board of directors meeting in Key West, Florida January 21-22. It passed a number of proposals directly benefiting Country radio.

The Board announced the addition of 12 new awards for excellence in Country radio, complementing its present "Broadcast Personality of the Year" honor. Beginning this year, awards will be given for the station, general manager, program director, and music director of the year in each of three market sizes: large (markets over one million), medium (markets between 250,000 and one million), and small (under 250,000). The awards will be presented at the CMA's annual membership meeting held in October in Nashville.

The competition is open to all Country stations and general managers, PDs, and MDs. Neither stations nor personnel need to be CMA members to be nominated. Basically, a person may nominate any individual or station by submitting a letter of nomination not exceeding 200 words. (More details about the nomination process and deadlines will be announced shortly.)

A panel of judges will narrow the field to a predetermined number of

finalists. Those finalists will be asked to submit a presentation which corresponds to the specific criteria outlined in the letter. The judges will then select the winners in each category.

Speaking as chairman of the radio committee, I can tell you the entire board is very excited about these new awards. Our goal is to make these the most prestigious honors given to Country broadcasters. This will not be a "popularity contest" but a judged competition of very high standards. So start thinking of who you want to nominate and watch these pages for further details.

## Seminars Will Continue

The Board also announced that the highly successful CMA-sponsored roundtables will continue in 1987. Last year, the CMA held seminars in Charlotte, Chicago, Dallas, San Francisco, and Nashville. Industry leaders, local and regional broadcasters, and others affiliated

with country music were on hand to foster and promote a greater understanding among the various facets of the business.

Marketing and promotion committee chairman Dick McCullough said the 1987 sessions will take on a different look. While the '86 panels were necessarily broad-based, the '87 versions will be sales-oriented. Featuring outside experts, the panels will be "hands on-how to do it" teaching experiences. Ways to maximize sales efforts through available research will also be emphasized.

Like last year, the day will end with the entire group breaking up into small roundtable discussions. McCullough added that seminar dates and locations will be announced in the spring.

## CMA Publishes Marketing Aid

The Board also announced the publication of a CMA marketing White Paper called "A New Look At Building Country Music Radio Audience."

The White Paper is based upon information gathered from a 1986

# Country Song Companion

The Country Music Foundation has published "Sing Your Heart Out, Country Boy." Written by Dorothy Horstman, the book contains lyrics to hundreds of country's greatest songs. Of special interest to radio stations and air personalities are the short "Stories Behind the Songs," used as lead-ins to each set of lyrics. The songwriter tells the story, relating the inspiration behind songs ranging from **Vernon Delhart's** "The Prisoners Song" (regarded by many as the first country song) to **Waylon & Willie's** "Good Hearted Woman."

Remembers Waylon: "Me and Willie wrote it while playing poker with two guys. We wrote the whole song during the game and didn't miss a hand. We danced every set and lost our ass, but we wrote ourselves a pretty good song."

Many of the stories are eminently relatable to songs played on today's Country radio. Others will work well with many of the new Oldies-based Country outlets.

However you use it, though, it's a wonderful and instant course in country music songwriting history. For more information, call the CMF at (615) 256-1639.



CMA-sponsored research project. Committee chairman McCullough said, "The paper crystallizes information of the full report into charts and graphs and is designed to augment a station's sales efforts."

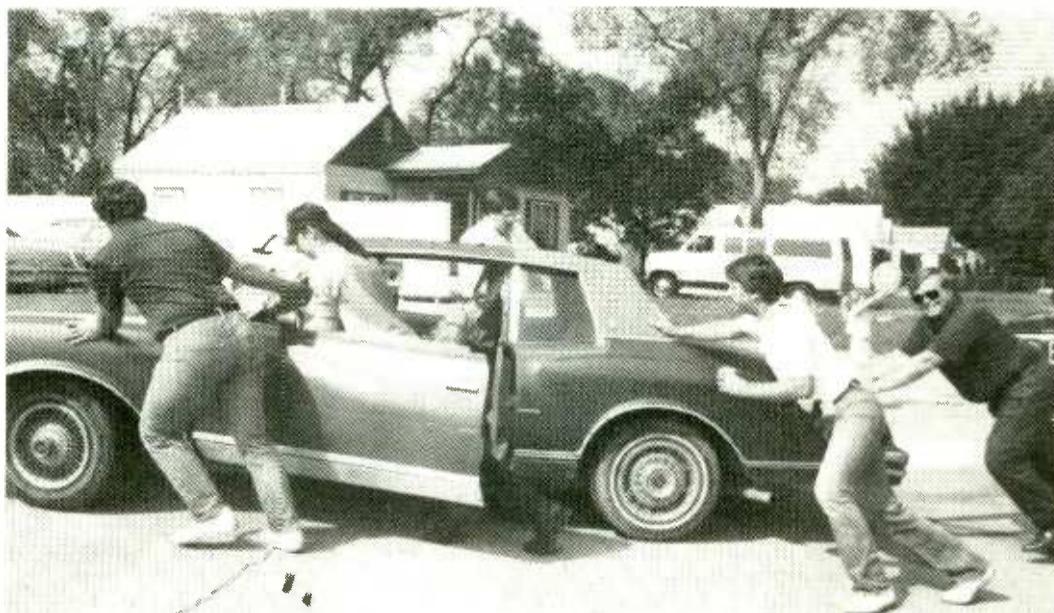
It will be available in mid-February to all CMA members; non-member Country stations must pay a fee. For more information call the CMA's Judi Turner at (615) 244-2840.

## CLOSE-UPS

- Instead of dreaming of a tropical holiday getaway, **KNBZ/Anchorage** threw a "Christmas In Alaska" promotion. Three grand prizes of round trip air fares went to a relative or friend from the Lower 48 to come north for a visit. 16,000 Anchorage listeners registered at sponsoring businesses for the Last Frontier Christmas package.

- **WDGY/Minneapolis's** third annual Ice Fishing Contest took advantage of its winter temps. The free February 4 contest for the WDG "Money Fish" — released 48 hours before lines were dropped — was worth \$50,000 (a government bond that will mature for that amount). Fishermen catching the largest northern pike, crappie, and sunfish also vied for other prizes. It's all part of the city's Winterrific '87, which includes sleigh rides, skating, sledding, snowshoeing, and cross country ski races.

- Earlier this week, entrants were warming the coals for **WKQS/Miami's** second annual Chili Cookoff February 1. One hundred teams of "chillheads" competed — at \$25 per group — in this benefit for the Leukemia Society of America, sanctioned by the International



**RUNNIN' ON EMPTY** — **KXXY/Oklahoma City** gave away \$15 worth of gas for 96 cents during a three-day promotion, and nobody needed it more than this stranded driver. **KXXY's** Dean and Dave were there to help roll him to the pumps.

al Chili Society. The **Charlie Daniels Band** and **John Anderson** were entertainment headliners.

- What would a "Miss Kissin' Kringle" look like? **KZSN/Wichita** set out to find a holiday spokesperson for the Cowboy Club and discovered **Toni Schneider**. Contestants were asked to create a costume for this fictitious person. Schneider designed the winning attire, winning a \$2500 Norwegian blue fox fur coat, a spot in the Wichita Christmas Parade with the **KZSN** airstaff, and the chance to voice several station promos.

- During the traditional Desert Circus Parade, **KCMJ/Palm Springs** took top honors for its float, which featured the band **Crossfire** on an old-fashioned hayride. The valley's only Country station marks its 40th birthday this year.

- **WKCQ/Saginaw's** Fall Fantasy Sweepstakes brought several people closer to their dreams. A \$50,000 grand prize netted one couple a 1987 Special Edition Jeep Wrangler. The promotion also included trips to Australia, Hawaii, Barbados, and the Super Bowl.

# Keep Yourself Informed with The Industry's Weekly Newspaper

**R&R** Radio & Records

**THE NO. 1 PUBLICATION FOR RADIO**

Start my subscription immediately

Name \_\_\_\_\_

Station/company \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Subscription price \$215 per year (US/Canada)—mailed first class  
Overseas (\$400-US funds only)

Payment enclosed

Charge my:

VISA

MasterCard

Interbank # \_\_\_\_\_

Signature \_\_\_\_\_

## COUNTRY

### HAVE YOU HEARD

Former KRPM/Seattle afternoon duo **R.P. McMurphy** and **Mark Pierce** are setting their alarms a little earlier these days — they're transferring their team show to morning drive. Afternoons are now being simulcast with the AM . . . PD **Tom McGuire** leaves Peoria to become Operations Director of WRKZ/Hershey, PA. His previous stints include WHN/New York and WDGY/Minneapolis . . . Ten-year WKKN/Rockford veteran **Curtis King** leaves his PD/MD/midday slot to pursue the business in Nashville. FM AC PD **Jim Reed** is named Operations Director for both WKKN & WKMQ as AC all-nighter **Carla Coulter** moves to King's shift. WKKN morning man/Promotions Director **Ron Scott** picks up the MD title.

WKMF/Flint "acting" PD **Tim Murphy** becomes official PD . . . KRKT/Albany MD **Dave Allen** adds Asst. PD duties . . . WRNS/Coastal, NC PD **Kevin O'Neil** exits as **Wayne Carlyle** takes over with new MD **Kerry Wolfe** . . . WYNG/Evansville brings in **Dave Kennedy** from Crosstown WKDQ for PM drive. He replaces MD **Ron O'Brien**. Following a recent fire, WYNG is now based at PO Box 2777, Evansville, IN 47714.

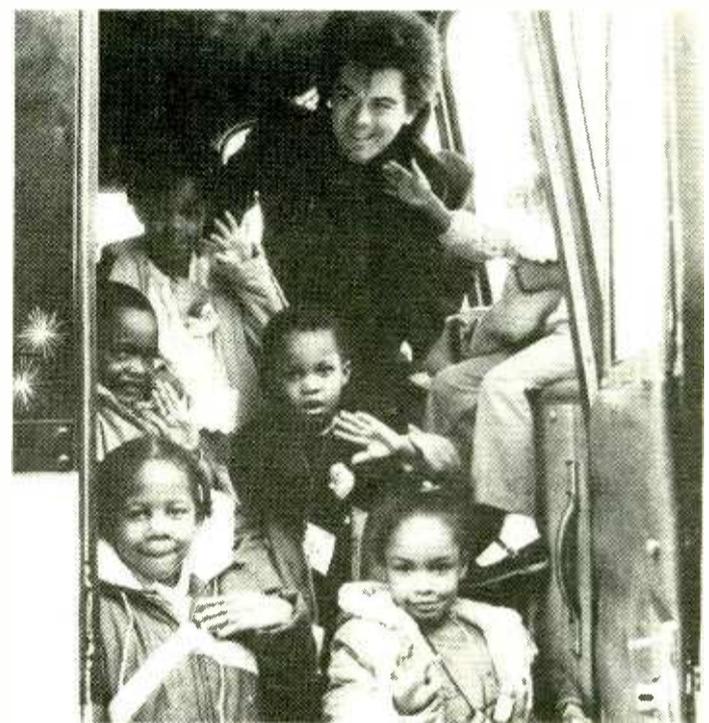
New PD **Colleen Cool** keeps things hot at KKAL/Arroyo Grande with new MD **J.P. Franklin** from KHAS/Hastings, NE . . . WAXX/Eau Claire GM **Bob Houlton** takes on similar duties at KFJB & KMTC/Marshaltown. Succeeding Houlton is **Keith Jones**, with **Marty Green** aboard as Station Manager.

**Mark Lindow** has left the KXXK/Dubuque PD job for the programming gig at KZKX/Lincoln . . . AC WWSA/Savannah, GA has switched calls to

WCHY and formats to Country, simulcasting with its FM sister.

**News news:** WOKQ/Dover was the only station in its market to win a Golden Mike Award for news coverage from the New Hampshire Association of Broadcasters . . . **Steve**

**Greenhow** has joined the staff of KVET & KASE/Austin. He was formerly the ND of KLBK in that city. **Mark Warren**, former KOA/Denver ND, is now doing PM news for WBAP/Dallas. Don't forget to let me know what you have heard!



**MARTY'S KIDS** — Columbia's **Marty Stuart**, along with Capitol pal **T. Graham Brown**, took time out over the holidays to show 40 underprivileged Nashville children a special Christmas treat. The pair picked up a group of four and five-year-olds in a tour bus, arranged a visit by Santa (who gave them each a stocking full of goodies), and furnished lunch for the gang.



**WINGIN' IT TO THE TOP** — It was a good listen in Pittsburgh for Michael Johnson's current album "Wings." (l-r) RCA's Gary Greenberg, WDSY/Pittsburgh PD Ron Antil, RCA sales rep Gary Noftz, Johnson, RCA's Dale Turner, WDSY MD Mary Jo Kacsan, and WEEP/Pittsburgh's Randy Jackson soared along with the songs.



SHARON ALLEN

## NASHVILLE THIS WEEK

### WHAT'S GOING ON?

# Frickie, Gatlin Record First Duet

It's only the second month into the new year and the buzz along Music Row concerning upcoming label projects and events is strong — and steady. In case you haven't heard what's happening, read on:

- Labelmates Janie Frickie and Larry Gatlin have recorded their first duet. "From Time To Time (It Feels Like Love Again)" appears on the Gatlin Brothers' latest Columbia LP "Partners" and will be released as a single this spring.

- On the heels of that pairing is a duet by Pake McEntire and little sister Reba. The "Heart Vs. Heart" single is their first recorded team effort.

- Hank Williams Jr. hits the road this year with a new \$1.5 million stage show. Williams's booking agent Dan Wojcik promises, "The entire show is spectacular and the surprise opening will blow everyone away."

- South Plains College, just 30 miles from Lubbock, TX, is planning to dedicate its student recording studio to Tom T. Hall. And here's a good reason why: the college administrators felt he was the first professional musician to recognize the importance of the school. During the 1979 PBS "Bluegrass Spectacular," the Storyteller talked about the college's unique degree in bluegrass music. A three-dimensional bronze plaque has been commissioned for a presentation during dedication ceremonies March 26.

- Charley Pride isn't the only country singer touting burgers,

fries, and cherry pies. T. Graham Brown is the voice behind McDonald's 1987 national 30- and 60-second radio jingles.

- Lee Greenwood has disbanded his fan club and touring band. And as you might expect, rumors started flying up and down Music Row. Some had the singer pulling up his Nashville roots and heading to the

West Coast. However, Greenwood's in-house publicist Eda Galeno calmly assured R&R that he's not moving to Los Angeles. But he is currently forming a more compact touring band with utility musicians who will also provide vocals. As for the fan club, the amount of time devoted to its maintenance was a major factor in his close-down decision.

- Congratulations to MCA labelmates Reba McEntire and Ray

Stevens for earning their first RIAA certified gold albums. McEntire collects the gold for "Whoever's In New England," and Stevens shines with "He Thinks He's Ray Stevens."

- Congrats also to Dan Seals and his wife Andrea, whose son Jesse Tyler was dropped off by the stork at Hendersonville Hospital on January 14. The couple has three other children.



**SISTERS OF THE BRIDE** — The Forester Sisters gathered for a very special event when sister Christy walked down the aisle December 28. The bridesmaids/sisters (l-r) June, bride Christy, Kathy, and Kim give each other the once-over before the I-dos. Christy's husband is former Ricky Skaggs keyboard player and now Forester bandleader Gary Smith.



**A DIRECT HIT** — Atlantic America threw a listening party in honor of Jeff Stevens & the Bullets' "Bolt Out Of The Blue" LP. On hand were (l-r) group member Warren Stevens, artist Earl Thomas Conley, AA Sr. VP/Promotion Vince Faraci, Jeff Stevens, producer Nelson Larkin, labelmate Billy Joe Royal, group member Terry Dotson, and Entertainment Artists agent Dan Wojcik.

## WHO'S NEW

CBS newcomer **Ricky Van Shelton** — who grew up in a church family — was expected to either keep quiet or sing gospel music. Young Shelton chose to sing. He was exposed to the classic country sounds of **Ernest Tubb**, **Hank Williams**, **Merle Haggard**, **Buck Owens**, and the **Osborne Brothers** in the tiny community of Grit, VA.

He never owned records during his childhood. But with older brother **Ronnie** in tow, Van Shelton sat around the back rooms of filling stations listening to locals sing and pick their brand of country music. Van Shelton has merged those childhood influences into his music, which integrates country, gospel, R&B, and rock.

After making a living as a house painter, carpenter, used car salesman, appliance store manager, pipe fitter, and partnering with his brother in a construction business, Van Shelton landed in Nashville in 1985. A local newspaper columnist heard Van Shelton's music and took him to visit CBS's **Rick Blackburn**. Shortly thereafter a deal was cut. What began as a demo project soon turned into a singles pact and then an LP agreement, resulting in Shelton's "Wild-Eyed Dream."

*Who's New* is a recurring feature spotlighting artists making their debut in R&R's Country New & Active section.

## NASHVILLE IN MOTION BITS & PIECES

By Katy Bee

**Newspaper Man Picks Up Act** — After 25 years, Nashville's *Tennessee* columnist **Jerry Thompson** has opted to move into the music business. He's now managing his discovery **Ricky Van Shelton** on CBS.

- The Jim Owens Companies has promoted **Brad Busse** to producer of "This Week In Country Music" and co-producer of "Crook & Chase," while former WSMV-TV/Nashville news production supervisor **Randy White** becomes director of "Crook & Chase" and "TWICM." **Barrie Hollins** is the new assistant to the producers. **Jan Snider** joins the company as reporter and fill-in host from WRBL-TV/Columbus, GA.

- Former **Ricky Skaggs** keyboard

player **Gary Smith** has joined his wife's group the **Forester Sisters** as bandleader. . . . Booking for the **Bella-mys Brothers** is now handled by the Jim Halsey Company. . . . Former MCA act **Atlanta** has signed on with Atlanta's Southern Tracks Records. . . . And Compleat artist **T.L. Lee** becomes a member of a new 24-track studio joint venture in Portland, OR opening this month.

- The Nashville Entertainment Journalists Association announces its '87 slate of officers: **Jim Sharp**/President, **Deborah Price**/Vice President, **Rebecca Luxford/Recording Secretary**, **Liz Cavanaugh**/Corresponding Secretary, **Al Lewis**/Treasurer, and **Vernell Hackett**/Parliamentarian.

- **John Schneider** wrote and will star in a new movie called "Love Songs." He'll perform on the soundtrack as well. Schneider has also been selected to do PSAs for Budweiser as part of its "Learn To Say No" campaign to battle drinking and driving.

- Look for **Louise Mandrell** on the "Tonight Show" January 26 with **Patrick Duffy** as host.

- **Randy Travis** became the 62nd member of the Grand Ole Opry on December 20. He is now the cast's youngest (27) male member. **Lorrie Morgan** remains the youngest Opry member.

- R&R sends condolences to **Eddy Raven** on the passing of his mother over the holidays.



New CBS act **Ricky Van Shelton** (c) is flanked by producer **Steve Buckingham** (l) and ASCAP's **Merlin Littlefield** after signing over his songs to ASCAP.

# Importance Of Targeting Is Vital

By Brad Burkhart

Fragmentation is a radio fact of life. On the fundamental level, fragmentation has reduced listener tolerance and fostered the societal ideal that each individual not only has the right, but must pursue, what he wants to hear when he wants to hear it.

Two weeks ago I presented evidence that the Contemporary Christian listener is as sophisticated in his lifestyle and media usage as any other listener. The CCR industry can no longer hide under the belief that our listeners will accept what we give them because they are Christians and we are the Christian station. This is an underestimation of the intelligence of our audience and is simply not true. Only over the past five years has thought finally been given to audience usage patterns and expectations.

Many Contemporary Christian stations around the country find themselves in the similar position of being the only outlet in the market airing Contemporary Christian music. Because of the diversity of the music form — from the metal of Bloodgood, Barren Cross, and Stryper to the MOR ballads of Sandi Patti, Steve Green, and Larnelle Harris — the station faces a dilemma: should it attempt to program the gamut of Contemporary Christian music styles with the hope that the common message will bridge the musical and cultural gaps, or should the station narrow the already seemingly narrow field of potential listeners by targeting to a specific demographic cell?

**‘It seems many in Christian radio feel you have to please everybody all the time. What happens is your small audience gets smaller rather than growing.’**

—Todd Chase

Historically, Christian stations have chosen to “alienate nobody” by offering a smorgasbord of musical styles. The format results, predictable by those who have watched MOR dissolve into AC and Top 40 evolve into CHR, prove to be poor in attracting audiences large enough to be measured. KCNW/Kansas City PD Todd Chase explains, “It seems many in Christian radio feel you have to please everybody all the time. What happens is your small audience gets smaller rather than growing.”

WCIE/Tampa Station Manager Jon Hull has watched his station and others evolve into a narrowly targeted station. “When we first went on the air almost 11 years ago there was nobody doing a Christian music format in our region. Like other stations, we felt we had to become all things to all people. We



Brad Burkhart

played everything from the Southern gospel Happy Goodmans to the Christian rock band Petra. Through the years we have learned that you really can’t do that and be totally successful. It has taken several years, but we have now evolved into a purer adult-oriented Contemporary Christian format.”

To become a viable format, Contemporary Christian stations must target their programming both demographically and psychographically with the full realization that they will lose listeners on the edges. However, these stations will, through establishing a narrow format and consistent image, eventually see growth in the overall size of their audience.

“Christian radio has done things backwards,” Hull remarks. “Rather than picking a target demo and designing a format to attract it, owners and managers have decided what they want to play based on their likes and dislikes, or the taste of their board, church, or friends. They would then turn to their PD and ask, ‘What kind of audience can you attract given these musical and program parameters?’ Instead, a station should carefully select a demo, then find the format that will best address the needs of that segment of the population.”

**“Christian radio has done things backwards. Rather than picking a target demo and designing a format to attract it, owners and managers have decided what they want to play based on their likes and dislikes, or the taste of their board, church, or friends.”**

—Jon Hull

The variety of music forms available under the Contemporary Christian banner gives a wide option for targeting. While no Contemporary Christian format is “more right” or “more true to the intent of the music,” several formats utilizing Contemporary Christian music have proven more successful in building an audience and creating revenue. Far and away the most dominant Contemporary Christian format is Adult Contemporary. From a demographic standpoint, these Contemporary Christian stations have evolved to or chose a 25-44 year-old, predominantly female audience. Many CCR stations sharpen their focus to 25-34, while a few target 18-34.

WHLO/Akron PD David Pierce comments, “It seems paradoxical to target narrowly within the already targeted field of those who would be interested in Christian ra-



Todd Chase

dio, but it works. Last year at KLTY/Dallas, we targeted for women 25-34. In nine months we had risen from obscurity, somewhere around 20th in the market, to 4th in the Metroplex in women 25-34 and 18-34. I am convinced that it was because we had a reliable, consistent, narrowly targeted adult sound.”

KKRE/Colorado Springs PD Doug Smith stresses the importance of taking targeting to the action level. “The most important thing you can do is research what audience you can reach most effectively and then carefully program every event around that target.”

Pierce agrees, “All formatics, music, and promotion decisions must revolve around our target. When we, for instance, sit down to write a promo, we must think in terms of what phrases will best communicate to our target. As PD, I must understand the target audience’s lifestyle and then program my station to approach them as a friend.”

After format parameters have been narrowed from a demographic target standpoint, thought must be applied to personality divisions within that age and sex cell. While

## CCR On Target

- Rather than trying to serve all potential Christian listeners, CCR stations must establish an identity by programming to a narrow, defined target audience.
- All formatic, music, and promotion decisions should be viewed through the eyes of the target audience.
- A female-dominated, 25-44 year-old audience is the target of most Contemporary Christian stations.
- The CCR audience likes to be reminded that they are listening to a Contemporary Christian station.

much psychographic research must be done in the near future on the Contemporary Christian listener, one trait has been established: he listens to Christian radio by choice. While this may seem obvious, consider these two conclusions:

First, the listener is very aware that he is ignoring both peer pressure and the mainstream music culture to listen to the CCR station. Second, he expects the station to make an equally bold statement by acknowledging that it is a Contemporary Christian station.

Smith explains, “Obviously, our target audience is more specific than only 25-44 year old adults. As a Christian station, we have made a conscious decision to program to a Christian audience. We don’t want to be tricky, sneaky, or hide anything. For instance, when I worked at Louisville’s WXLN, a wrong decision I helped form was to position our station as ‘Louisville’s positive alternative.’ There is nothing wrong with the phrase, but what it did was confuse the marketplace because we weren’t positioning ourselves as what they expected us to be. That is, we were not sending a clear signal as to



David Pierce

The radio audience of the late 1980s is conditioned to hold certain expectations from stations. These expectations demand specifically targeted and consistently programmed formats. If Contemporary Christian radio is to grow in the next few years, its leaders must understand the importance of pro-

**“As a Christian station, we have made a conscious decision to program to a Christian audience. We don’t want to be tricky, sneaky, or hide anything.”**

—Doug Smith



Jon Hull

what we were doing or what we were about. When we tightened up the music and made the positioning change to ‘Louisville’s Christian music station,’ it was amazing to watch the positive response from both the clients and the audience. The station’s ratings tripled during the next 12 months. I believe much of the success can be attributed to specific music targeting and a clear positioning image in the minds of the community.”

gramming to a narrowly defined target audience. While AC, CHR, and AOR stations scramble — often playing the same artists and songs while attempting to position themselves as distinctive from one another — Contemporary Christian radio stations have a great opportunity to create their own unique market identity.

# MARKETPLACE

## COMEDY

**THE FUNNY BUSINESS**  
 "The Best In Bad Jokes"  
 One Liners, Bits, Books and Drop-Ins. **FREE SAMPLE**  
**THE FUNNY BUSINESS**  
 210 Hollywood St., Fitchburg, MA 01420-6134  
 (617) 342-1074

Four staff writers - always new material!!  
**YUKS FOR BUCKS**  
 Professional Script Form **Free Sample February Issue**  
 widest variety of useable jokes  
 YUKS FOR BUCKS - P.O. Box 3146 Chico, CA 95927

**Contemporary COMEDY**  
 Hundreds renewed again!  
**Free sample!**  
 Write on station letterhead to  
**Contemporary Comedy**  
 5804-D Twining  
 Dallas, TX 75227

**O'Liners**  
 FREE SAMPLE ISSUE  
 of radio's most popular humor service  
 For sample, write on station letterhead to: **O'Liners**  
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

**A Monthly Written Comedy Service...**  
 Which includes a pre-recorded comedy service as well. Any Air-personality in any market can afford it. Guaranteed!! Write today for your **FREE SAMPLE** and prices you won't believe!  
**The Little Bag of Jokes, 1025 Cuervo Ct., Chesapeake, VA 23320**

**Disk Jockey Comedy**  
 Over 1000 different comedy bits delivered to your mouth, 25 pages per month, to make you a legend in your own market. For **FREEBEE**, write: **HYPE, INK., 7805 Sunset Blvd., #206, Los Angeles, CA 90046.**

Dave Dworkin's  
**GHOSTWRITERS**  
**ARE YOU ZOOISH?**  
 Get free details on four unique comedy services. Write: **Ghostwriters, 2301 Unity Ave. N., Dept. Z-3, Minneapolis, MN 55422** or call 612-522-6256 anytime.

the **Electric WEENIE**  
**RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970**  
**RICK DEES, KIIS-FM:** "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"  
 The **Electric Weenie, Inc.**  
 P.O. Box 2715  
 Quincy, MA 02269  
**FOR FREE SAMPLES WRITE**

**ZOOPER!!**  
 Write on station letterhead to:  
**CHEEP LAFFS 1111 W. El Camino Real, Suite 109-212 Sunnyvale, CA 94087**

## EMPLOYMENT/INSTRUCTION

**LOOKING FOR A JOB?**  
 No one looking at you?  
 BROADCAST TALENT AGENCY can help you compile many of the tools you need to get the radio job you want. For **FREE** information, send a self-addressed stamped envelope to:  
 **Broadcast Talent Agency**  
 73-255 El Paseo, Suite 9  
 Palm Desert, CA 92260

## FEATURES

**RADIO LINKS**  
 Hollywood's hottest ... right in your own studio!  
 Recent and timely interviews with Kathleen Turner, Leonard Nimoy, Molly Ringwald, Eddie Murphy, Rob Lowe, Whoopi Goldberg and Tom Cruise.  
**Featured Friday February 13 ... A VALENTINES DAY SPECIAL**  
 Featuring **FAMILY TIES' SCOTT VALENTINE** discussing "MY DEMON LOVER."  
**Free satellite delivery - no inventory to clear!**  
 Contact **LORI LERNER** for details. (213) 454-0488.

## JINGLES/ID'S

**THE VOICE OF YOUR STATION**  
 Production Package  
 • ID's • Promos • Highly Produced  
**Dial-A-Demo (818) 981-D-E-M-O**  
 14241 Ventura Boulevard, Suite 204  
 Sherman Oaks, CA 91423  
 (818) 981-8255

**JINGLES**  
**"MORNING SHOW"**  
**COMPLETE PACKAGE IN 30 DAYS**  
 Where do **Scott Shannon (Z-100)**, **Cleveland Wheeler (Q Morning Zoo)**, the **WMMS Buzzard Morning Zoo**, and **John Landers (Hit Music USA)** go for that original sound?  
 For that fresh one-of-a-kind creative sound, phone or write  
**J.L. RITTER PRODUCTIONS**  
 PO Box 6994, Stateline, NV 89449  
 (702) 588-4542

**KENT**  **ID'S**  
 **SWEEPERS**  **PROMOS**  
**WRITE FOR PRICES AND DEMO:**  
**P.O. BOX 38328, CINCINNATI, OHIO 45238**  
**OR CALL 1-513-922-1750**

## PERSONALITY

**INFOBITS**  
**"MOST USABLE SERVICE EVER."**  
 THE SHEET OF THE FUTURE  
**2 WEEK TRIAL ONLY \$5 • OR MORE INFO:**  
**INFO-BITS, BOX 112576, SAN DIEGO, CA 92111**

**IMMATERIALITY**  
 Preparation unnecessary. A complete show per page.  
 Tips. Trivia. Insults. Birthdays. Calendar. Daily Celebration. Sports. Weird News. Low prices. Sample:  
**1395 Overlook Ave., N.W., Salem, OR 97304**

## PERSONALITY

**JockTalk**  
 Productions Inc.  
**FROM CLASSIC ROCK, AC, CHR TO NEWS/TALK. JOCKTALK IS THE RADIO NEWSLETTER THAT WORKS.**  
**CALL (604) 687-4774**  
**FOR THIS MONTH'S ISSUE FREE!**  
 P.O. BOX 532, STN. 'A',  
 VANCOUVER, BRITISH COLUMBIA, CANADA V6C 2N3

**GALAXY**  
 write:  
 P.O. Box 3482-R  
 Rubidoux, CA 92519  
 \*Indicate COUNTRY or CONTEMPORARY Format  
 Free Sample Of **RADIO'S DAILY ON-AIR PREPARATION SERVICE!**  
 Airshift-ready music notes, star facts, calendar, more!

## PROGRAMMING

**PERSONAL PROGRAM POWER!**  
**Program YOURSELF for SUCCESS**  
 New four tape audio cassette program! Your daily motivational resource, geared to make you your best ... on and off the air! To order, send \$35.95 (\$29.95 before March 1, 1987) to: **Mark Larson, Box 2424, El Cajon, CA 92021 (619) 579-0967.**

We've just added 4 new reels to our  
**AC SAFEST OLDIES ON TAPE**  
 Call or write for information and free list of titles.  
 **"THE MUSIC DIRECTOR"**  
**PROGRAMMING SERVICE**  
 Box 103 • Indian Orchard,  
 Massachusetts 01151 • 413 783-4626

**Increase Sales Results**  
 The radio and record industries are big markets to cover with a limited sales force.  
 So why not put R&R Marketplace to work for you? It's a sure way to generate qualified sales leads. Just call:  
**(213) 553-4330** for more information.

**RR**  
**MARKETPLACE ADVERTISING**  
 Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
<b>1 Time</b>	<b>\$60.00</b>
<b>6 Insertions</b>	<b>\$55.00</b>
<b>13 Insertions</b>	<b>\$50.00</b>
<b>26 Insertions</b>	<b>\$45.00</b>

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.  
 Submit to:  
**Marketplace**  
**RADIO & RECORDS 1930 Century Park West**  
**Los Angeles, Calif. 90067 (213) 553-4330**

# MARKETPLACE

## PUBLICATIONS

**"TOUCHING THE STARS"** by Ron Hickman

A successful broadcaster's account of experiences with **Walter Cronkite, Zsa Zsa Gabor, Merv Griffin, Eddie Arnold, The Lone Ranger, Lou Adler,** and others. Plus, Ron's 8 yr. struggle to found WOTB-FM. \$14.95 to **Mallbu Books, 29 Manor Dr., Newton, NJ 07860.**

## RECORD SERVICES

**OLDIES BY THE THOUSANDS**

NEW EXPANDED UP-TO-DATE CATALOG of 45-rpm oldies from the past 40 years. Pop, R&B, Classic Rock, Country & Jazz included. Send \$2 to:



Box 66455, Dept. #RR, Los Angeles, CA 90066  
(213) 391-4088

## WEATHER SERVICE



**The Weather's Changing...**

To Custom Format, Personalized Forecasting  
Now, get an accurate, localized weather forecast from meteorologists with professional radio experience

- Interaction with on-air talent
- Daily taped presentations
- Backed by color radar
- AM/FM package discounts

To find out how SKYWATCH can custom fit a forecast package to your station, call today



WEATHER CENTER

347 Prestley Road, Bridgeville, PA 15017 • 412-221-6002

## STATIONS FOR SALE

Central Texas Profitable Single Market AM/FM Combination. \$750,000 Liberal Terms. For information, contact **Norman Fischer & Assoc., Inc., 1209 Parkway, Austin, Texas 78703** or call (512) 476-9457.

**NORMAN FISCHER & ASSOCIATES, INC.**

1209 Parkway  
P.O. Box 5308  
Austin, Texas 78763  
512-476-9457

MEDIA BROKERAGE - APPRAISALS - MANAGEMENT CONSULTANTS

## Increase Sales Results

The radio and record industries are big markets to cover with a limited sales force.

So why not put R&R Marketplace to work for you? It's a sure way to generate qualified sales leads. Just call: **(213)553-4330** for more information.



# OPPORTUNITIES

## OPENINGS

### NATIONAL

#### ENTRY LEVEL NEEDED

Most of the radio stations in the United States are in small markets — excellent training grounds for qualified entry-level announcers and newpeople, male and female. **NATIONAL**, the nation's leading radio placement service, receives constant job orders from those stations. If you are qualified and ready for a move, let **NATIONAL** help. We make the complete presentation for you. For confidential details and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST TALENT COORDINATORS**

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

**ACT NOW!**

### CONTEMPORARY CHRISTIAN RADIO

Major Market FM now hiring for 5 on-air positions

Minimum Qualifications

1. Excellent Voice
2. Unique Style
3. Superb On-Air Production
4. A Big Heart

Send:

1. Tape of your present show, any format.
2. Detailed resume
3. Cover letter describing why you believe your future is in Contemporary Christian Radio

**Chuck Gratner, G.M.**  
7700 Carpenter Freeway  
Dallas, Texas 75247

EOE

### NEED:

Warm, friendly, fun, community oriented morning killer for major country station in beautiful city. T&R to **Lee Bayley, 3401 N. Plantation Dr., Irving, TX 75062.**

**LEE BAYLEY**

BROADCAST CONSULTANT

## OPENINGS

### THE HOT SHEET

Solid opportunities for news and production specialists, air personalities, and play-by-play sportscasters, along with lucrative positions in management, sales, research, and promotion.

**media marketing**  
P.O. Box 1476  
Palm Harbor, FL 34273-1476  
813-786-3603

"The choice of professionals"

### JOB-HUNTING

Hundreds of fresh leads/lucrative potential openings every week! From major market to entry level. **We actively canvass companies daily for exciting opportunities nationwide!**

**media marketing**  
P.O. Box 1476  
Palm Harbor, FL 34273-1476  
813-786-3603

"The choice of professionals"

At The Game Network seeks game reporters in all towns and cities. (516) 491-8585. EOE (2/6)

## EAST

Morning show/person needed for forthcoming acquisition of smaller market FM in NE PA. For future announcers, T&R: Rick Strauss, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE (2/6)

Fulltime position with top-rated suburban NYC station. Seek self-starter who can anchor. T&R: Norm Weil ND, WFAS-AM & FM, Box 551, White Plains, NY 10602. EOE (2/6)

Serious, aggressive, growing news reporter for similar North Jersey combo. T&R: Leo Filon ND, WNNJ & WIXL, Box 40, Newton, NJ 07860. EOE (2/6)

Central New York combo seeks fulltime news/production person. Automation experience a plus. T&R: Kim Stevens, WKXZ, 14 S. Broad St., Norwich, NY 13815. EOE (2/6)

Northwest AC FM seeks creative production person/announcer. T&R: Jim Farley, WMKX-FM, 205 Main St., Brookville, PA 15825. EOE (2/6)

New Hampshire adult appeal station seeks mature announcer. No beginners. T&R: Box 1349, Salem, NH 03079. EOE (2/6)

## OPENINGS

WTIC-FM seeks Production Director. Good copywriting/excellent production skills. Must do music edits and great promos. T&R to Lyndon Abell, 1 Financial Plaza, Hartford, CT 06103.

Scranton/Wilkes-Barre CHR seeks fulltime talent. Great staff, great area. T&R: Ben Smith, WTLQ-FM, 490 N. Main St., Pittston, PA 18640. EOE (2/6)

Maine's fastest-growing station, Classic Hits 93.9(WAYU) seeks morning air talent. T&R: Jim McKenna, Box 330, Lewiston, ME 04240. EOE (2/6)

Prime shift available at 50,000w AC WEBE108. T&R: Curt Hansen, 50 Washington St., Norwalk, CT 06854. EOE (2/6)

AC AM seeks program/production director. Minimum four years' experience. T&R: Joe Gemma, WINX, Box 1726, Rockville, MD 20850. EOE (2/6)

Talented beginners, this is your chance! Fulltime openings for right individuals. Two stations. T&R: WKAD, Box 196, Canton, PA 17724. EOE (2/6)

WILL-AM & FM has an opening in news. T&R: Danny Chun, Box 496, Willimantic, CT 06226. EOE (2/6)

NE AC seeks night announcer. Great position for someone who is willing to listen and learn. T&R: Mike Tromble, WKNE AM, Box 466, Keene, NH 03431. EOE (2/6)

GM wanted for forthcoming acquisition of smaller market FM in NE PA. Will work closely with ownership team. Resume to: Mark O'Brien, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE (2/6)

Can you write imaginative radio copy fast? Production, voicing skills helpful. Writing sample, T&R: Mark Miller, WERZ, Box 1540, Exeter, NH 03833. EOE (2/6)

Account executives needed for forthcoming acquisition of smaller market FM in NE PA. Replies confidential. Resume to: Rick Huyett, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE (2/6)

### NEEDED

Evening announcer for ambitious small market AM. Some experience necessary. Must be able to read news and sports. Females encouraged. Apply immediately with tape, resume, references and salary requirements to: **Radio & Records, 1930 Century Park West, #619, Los Angeles, CA 90067. EOE**

## WDRG AM/FM

Connecticut's First Station, needs creative, enthusiastic Production Director. Must have on-air experience. Top benefits package including profit-sharing. Join an established but still growing broadcast group. Send sample tape and resume to: **Glenn Colligan, WDRG, 869 Blue Hills Avenue, Bloomfield, Connecticut 06002. EOE**

## OPENINGS

### TOP RATED TALENT

Top rated Western Maryland CHR station looking for on-air talent! If you're a hard worker with a great attitude we want you! Send tape & resume to P.O. Box 949, Hagerstown, MD 21741. EOE

### AM DRIVE

Large Northeast market seeks talented morning entertainer who delivers great 18 to 49 numbers. Top dollars. Full benefits. Major group. Send presentation to: **Radio & Records, 1930 Century Park West, Box #613, Los Angeles, CA 90067. EOE**

### UPSTATE NY AM/FM

Seeking adult announcers and news reporters for future full and parttime shifts. Great chance to join growing company in a beautiful location. Rush T&R along with salary requirements to **Radio & Records, 1930 Century Park West, Box #607, Los Angeles, CA 90067. EOE**

### JERSEY SALES

Positions available in two New Jersey markets. Experienced and entry-level positions. **Three months guaranteed salary.** Call **BRUCE — 609-390-9387. EOE.**

## HARRIS COMMUNICATIONS CORP.

Harris Communications is searching for the talent of tomorrow! **AOR and CHR formats. Medium and major market opportunities.** We're looking for innovative programming leaders, inspired production wizards, creative morning shows and afternoon/evening dominators. We need people who will make the competition lose plenty of sleep! Send samples of your best on cassette to: **Harris Communications, 1021 Lancaster Avenue, Suite 206, Bryn Mawr, PA 19010.** No calls Please! Confidentiality assured. EOE

# OPPORTUNITIES

## OPENINGS

### 81 WGY

... 50,000 Watts  
Albany-Schenectady-Troy

Our Program Director of 8 1/2 years is leaving for a new challenge. We need the very best idea person to help us maintain our dominant position in the Great North-east. WGY is special. The person we select will have to be special, too. At least 2 years as a Program Manager, solid radio background with experience at good radio stations. Must be a motivator and understand full-service radio. Will work with a great staff and growing company. Send resume to:

**Dennis R. Israel**

**President**

**WGY Radio**

**1410 Balltown Road  
Schenectady, New York 12309  
EOE**

### WTOP 1500AM

### Magic 102.3 FM

**Production Whiz to conceive and execute commercials for Washington DC's NewsRadio AM Format 41 FM.**

You'll spend mornings with 12 hustle salespeople, learning our clients' needs and writing copy that makes cash registers ring. Afternoons, you're hands-on producer, voicing most spots yourself and casting others from our staff of top pros. Your background: DJ (several formats), some college. You read a lot. You're an organized person, self-starter, good listener, and work well with deadlines and human beings. Apply! But don't call... send us your presentation. Send cassette of your commercial voicework (institutional and characters), writing samples, resume and references to:

**Holland Cooke**  
**Operations Manager**  
**WTOP/WMMJ**

**4646 40th Street, NW**  
**Washington, DC 20016.**

Outlet Communications is an equal opportunity employer.

## SOUTH

Can you communicate with a 35+ audience? Mornings & PD. C&R: Bob Payton, KLCL, Box 3067, Lake Charles, LA 70602. EOE (1/30)

South Texas AOR powerhouse seeks creative jocks, ND, and production director. Experience a must! T&R: Ace Paladino, KRXX, Box 99X, Brownsville, TX 78520. EOE (1/30)

Evening opening at top Country, Lynchburg-Roanoke. Strong production a must! T&R: Kenny Shelton, WYYD, Box 522, Amherst, VA 24521. EOE (1/30)

ND needed for CHR. Will be part of morning show. Metro of 200,000. T&R: Kyle Dewberry, WZDQ, Box 32891, Jackson, TN 38303. EOE (1/30)

Northcom, Ltd. licensee of stations WLHQ/WIRB Enterprise, AL, requests the assistance of individuals interested in positions of advertising sales. EOE (1/30)

AC seeks experienced pro for middays or evenings. Strong production necessary. Females encouraged. T&R: Jim Isaman, WFKY, 28 Fountain Pl., Frankfort, KY 40601. EOE (1/30)

Wanted! ND for small market, but not small-minded AC. T&R: Carmen James, 3WC, Box 580, Wilkesboro, NC 28697. EOE (1/30)

Immediate opening for ND. Good typing skills and own transportation. T&R: Art Suberbielle, KANE, 2316 E. Main St., New Iberia, LA 70560. EOE (1/30)

Production director needed. Must be great copywriter, also good production skills. Voices a definite plus. T&R: Steve Sutton, WLGA-FM, 1001 W. Gordon St., Valdosta, GA 31601. EOE (1/30)

## OPENINGS

Northcom, Ltd., licensee of stations WLHQ & WIRB/Enterprise, AL, requests the assistance of individuals interested in positions of program staff personnel. Send T&Rs to Eddie Beru, 202 Ovida Street, Enterprise, AL 36330. EOE (2/6)

Operations Manager for Houston's hispanic Hot Hits FM. No beginners. Bilingual, English or Spanish. C&R: Sandra Scheld, KQQK, Box 742187, Houston, TX 77274. EOE (2/6)

Florida P3 CHR seeks highly motivated midday AT/production director. Females encouraged to apply. C&R: Brian Douglas, Z-103, Box 13549, Tallahassee, FL 32317. EOE (2/6)

Morning pro needed for Florida adult CHR powerhouse. T&R: Mark Davis, Z-93, 2402 NW 66TH CT, Gainesville, FL 32606. EOE (2/6)

Highly-formatted AC Christian station seeks disciplined air talent for major market. T&R: 6445 Powers Ferry Rd. #180, Atlanta, GA 30339. Attention Position D. EOE (2/6)

Top West Texas AOR is accepting T&Rs for future openings. Experience required. Frank Hall, KBAT, 3306 Andrews Hwy, Midland, TX 79703. EOE (2/6)

Modern C&W station in college market seeks midday and PM drive personalities. Good pay, benefits, climate. T&R: Dan Hollingsworth, KXXZ, Box 430, Ruston, LA 71270. EOE (2/6)

We need a 7-mid burner at our CHR FM. T&R: David Atwood, 93QID, 1115 Texas, Alexandria, LA 71301. EOE (2/6)

Where is all the talent? It's not in the tapes I've received! Five years adult CHR required. No calls. T&R: WLGA FM, 1001 W. Gordon St., Valdosta, GA 31601. EOE (2/6)

Superior production talent wanted for Gulf Coast's top station. T&R: Carter Davis PD, WKSJ-FM, Box 160706, Mobile, AL 36616. EOE (2/6)

W-LITE & WKIX seek experienced news director to re-establish department. Pros only! C&R: Mike Fenley, Box 12526, Raleigh, NC 27605. EOE (2/6)

## SOUTHERN CHR

Winning AC/CHR needs take charge program director to take it to market dominance. Make a legendary station great again... Southern 50 Top Market. Send T&R to Radio & Records, 1930 Century Park West, #599, Los Angeles, CA 90067. EOE

### YOUNG

BILL YOUNG PRODUCTIONS INC.

We are searching for the best production person around! Needs to excel in voice & delivery... be a "WIZARD" with 4/8 track assembly... possess a creative and/or crazed mind... willing to work hard in a super creative radio/TV production environment... and have his/her work heard and judged on a national basis! A rare shot for the right person. Send Tape, full Resume and references (No Calls).

**BILL YOUNG PRODUCTIONS**  
**8600 Westpark #110**  
**Houston, Texas 77063**  
**EOE**

## OPENINGS

### Z-93

Z-93, Columbia's CHR needs you now, if you are a personality and have at least three years behind you. No time and tempers. Rush tape and resume with photo to: Gary Lee Robbins, WZLD, 2334 Airport Blvd., Columbia S.C. 29169. EOE M/F

### 555

Hard News, Easy Music.

"Hard News As It Happens"

**NEWS ANCHOR/REPORTER. Looking for experienced newscaster committed to aggressive local newsgathering. Competitive mobile news team. Live, on-the-scene reporting, creative use of sound. T&R to ND Anne Schiller, PO Box 18128, 4050 Eisenhower Road, San Antonio, Texas 78218. (512) 655-5500. EOE**

## PRODUCTION DIRECTOR

Major market. Need experienced production director capable of commercial and creative production. Send resume and tape to Radio & Records, 1930 Century Park West, Box #608, Los Angeles, CA 90067. EOE M/F/H

## MORNING PERSONALITY

**Our CMA personality of the year is off to bigger and better things. CAN YOU REPLACE HIM?** Mature, team oriented air personality wanted to join an established News, Sports, Weather and Traffic morning group. Modern Country music melds it all together into a show the community has rated #1. We need a community oriented personality who can keep it #1. To start being our host, send tapes and resumes to: **Ron Bailey or Buster Pollard (205) 534-3521.**

AM1230

### WBHP

The Leader

**P.O. Box 547, Huntsville, Alabama 35804. EOE**

## OPENINGS

### DESPERATELY SEEKING

production wizard with a versatile voice and creative copywriting ability. Please send resume and tape of spots you've written and voiced to Radio & Records, 1930 Century Park West, #602, Los Angeles, CA 90067. EOE M/F

## MIDWEST

Now accepting T&Rs for FSA AM/PM drivetime. Serious and experienced only. Right bucks for the right person. Gregg Scott PD, WDAN, 1501 N. Washington, Danville, IL 61832. EOE (1/30)

Are you up to running a one-person news shop? Need mature sound, good writing. T&R: Ted Brown, 2455 Glenwood, Joliet, IL 60435. EOE (1/30)

Funny morning guy needed right away. T&R: Larry Byars, KRXL FM, Box 130, Kirksville, MO 63501. EOE (2/6)

Christian AC will announce new MD soon. Is it you? T&R: Bill Pevlor, KGNM, 2414 S. Leonard Rd., St. Joseph, MO 64501. EOE (2/6)

We are expanding our news department and would like to hear your tape. T&R: KCGQ & KUGT, Box 1654, Cape Girardeau, MO 63701. EOE (2/6)

101 WIXX offers a rare opportunity. Must be a team player, have great attitude, and know how to follow direction. C&R: Jeff McCarthy, WIXX, Box 1991, Green Bay, WI 54303. EOE (2/6)

## NEWS OPENING

New, full time, AM operation serving Midwest city of 600,000. State-of-the-art facilities, top salaries, benefits. Send T&R, photo, materials to: **Steve Brown, 3147 S. 105th Ave., Omaha, NE 68124. EOE**

### KUDL FM 98

KANSAS CITY AC

Shamrock Broadcasting's top rated KUDL/Kansas City needs a music AC personality for evenings. Must be organized, self-starter with good voice and production skills. Possible MD duties. Long term commitment for right person. C&Rs to: Brian Casey, KUDL, 8500 W. 63rd St., Suite 210, Shawnee Mission, Kansas 66202. EOE

## MIDWEST AOR

One of Midwest's most successful medium market AORs is seeking talent for all day parts, including mornings. We also need a news director who relates to an AOR audience and an on-air production director, who take pride in running a smooth department.

If you're experienced in ACR and enjoy the music, you won't want to miss this outstanding opportunity! Excellent salary, benefits, and facility await the successful applicants. All replies strictly confidential. Rush T&R to: Radio & Records, 1930 Century Park West, #618, Los Angeles, CA 90067. EOE M/F

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.

### KTSM

103

**AMERICA'S HOTTEST RADIO STATION** seeks creative minds and remarkable talent. If you are the best at what you do, it's possible that there is a lifetime membership to our Radio Country Club waiting for you! If you're on your way to New York or Hollywood, let our AIR-FORCE arrange your flight plan.

Calls welcomed from all Major Market News and Air Personalities. **Operations Manager Bill Thorman, (512) 655-5500. Express mail tapes (only) to 4050 Eisenhower Road, San Antonio, Texas 78218. EOE**

# OPPORTUNITIES

## OPENINGS

**96KX**

### MORNING ENTERTAINER

We're looking for the right person to wake up Lincoln! If you're entertaining and reliable (no matter what you've worked) show us! Strong production a plus. A great opportunity for the right pro. Rush T&R to:

Mark Lindow  
KZKX  
4435 "O" St.  
Suite 96  
Lincoln, NE 68510

EOE

**WLOL 99.7**

WLOL is looking for the ultimate night jock. Must be uptempo, have a great production blade, and be able to get into the hearts and minds of 12-24 year olds. The money is right, the company is the best in the country, the Twin Cities are a fantastic place to live, and the opportunity to win big is there. Tapes and resumes to: Gregg Swedberg, PD; WLOL-FM, 716 N. First St., Minneapolis, Minnesota 55401. Please no calls. WE NEED YOU NOW!

### MIDWEST MORNINGS

Dominant AC in Top 5 Market looking for morning host. Great voice, warmth and relatability is the ticket. Big bucks in a big town for a big voice. Send Tape & Resume to Radio & Records, 1930 Century Park West, Box #616, Los Angeles, CA 90067. EOE

### TELEPHONE TALK

Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send tape and resume to Radio & Records, 1930 Century Park West, #508, Los Angeles, CA 90067. EOE

## OPENINGS

**K-HIT 97**  
*Hit Radio!*

North Dakota's Hitradio is looking for a hot rocking nite time pro. If you can be #1 we want you. Send tapes and resumes to K-Hit 97, Box 1686, Minot, ND 58701. EOE

### UPPER MIDWEST COUNTRY FM

Need PM Drive Pro with great production skills for top rated country FM in Top 50 Market. We're growing fast and having fun too. A secure job with a stable company for the right person. (Midwesterners preferred.) T&R to Radio & Records, 1930 Century Park West, Box #614, Los Angeles, CA 90067. EOE

### ANNOUNCER — K95FM — Tulsa

K95FM has an immediate overnight opening.

- Do you have the talent to professionally execute a music intensive format?
- Can you relate to adults in this city?
- Do you have a burning desire to meet the listener at promotional events and personal appearances?

If so, send tape, resume and anecdotes to:

Bob Cooper, Program Director  
K95FM  
1502 S. Boulder, #204  
Tulsa, OK 74119

Women and minorities are encouraged to apply. K95FM is an Equal Opportunity Employer.

**NewCity**

## OPENINGS

Radio sales for Los Angeles area. Willing to train enthusiastic beginner. Room for rapid advancement. Unlimited dollar potential! DARRELL WAYNE: (818) 780-3644. EOE (2/6)

Adult AC seeks AM drive personality, also mature news director. Great company! T&R: Russ Davidson PD, Box 80658, Bakersfield, CA 93380. EOE (2/6)

Northern California 100,000w has money to spend for right air talent/production wizard. T&R: Jim Nelly, KXGO, Box 1131, Arcata, CA 95521. EOE (2/6)

Morning drive. Immediate opening. Seek adult entertainer who can become the talk of the town! CHR/Urban. T&R: Box 1060, Ojai, CA 93023. EOE (2/6)

Wanted! Experienced morning communicator. If you can relate to 30+ and get involved in the community, T&R: Paul Duckworth, KVAN, Box 4638, Vancouver, WA 98662. EOE (2/6)

Opening at 10,000w Country station in sunny Palm Springs. T&R: Craig West, Box 1626, Palm Springs, CA 92263. EOE (2/6)

### AM DRIVE

Winning Southern California CHR looking for a morning person who's awake . . . one who's aware of what's hot and what's not. No beginners. We're hiring now! Send Tape and Resume to Radio & Records, 1930 Century Park West, Box #615, Los Angeles, CA 90067. EOE

### #1 Southwest Modern Country

Looking for talent to do mornings . . . Heavy on show prep . . . Conversational . . . Community oriented . . . Natural humor (not forced) with nice pipes . . . A Top 100 Market (500,000) Beautiful city . . . mountains. Send T&R to Radio & Records, 1930 Century Park West, Box #612, Los Angeles, CA 90067. EOE

### MORNING DRIVE

Top rated CHR needs highly motivated morning entertainer or team to roll big 18-44 numbers. Good bucks. Rush T&R to: Radio & Records, 1930 Century Park West, Box 603, Los Angeles, CA 90067. EOE

### MORNING CHR

#1 Southern California medium market CHR looking for a hot morning show jock. EOE. Send tape and resume to Radio & Records, 1930 Century Park West, #617, Los Angeles, CA 90067.

## OPENINGS

### GREAT JOB/GREAT CITY

I'm looking for a hot morning jock that can relate to 25 to 54 year olds. Must sound natural, topical, witty without blue humor. Top 75 ARB market in West with lots of sunshine and palm trees. Good money for the right person. Send cassette, picture, and resume to Radio & Records, 1930 Century Park West, Box #610, Los Angeles, CA 90067. We are an equal opportunity employer. Females and minorities please apply.

**Q105**

KXYQ Salem/Portland is growing. In fact, we are ready to explode. However, we need some early evening dynamite to help make it happen. The shift is 5pm-9pm, so you must be able to communicate with adults as well as teens. Great production ability is a must. If you would like to be a part of what will be the success story of 1987, send your tape and resume now to Jim Ryan, VP/Programming, KXYQ, Box 631, Salem, Oregon 97308. EOE

## K-EARTH 101 FM CLASSIC ROCK 'N' ROLL

America's number one Classic Rock and Roll radio station and the number one adult radio station in Los Angeles is searching for an afternoon news anchor. Rush an example of your best work to Phil Hall, Program Director, K-EARTH 101 Radio, 5901 Venice Blvd., Los Angeles, CA 90034. This rare opening will be filled soon, so get on it! RKO is an Equal Opportunity Employer. M/F

**RKO RADIO**  
A Division of RKO General, Inc.  
A GenCorp COMPANY

## WORLD CLASS PROGRAM DIRECTOR

SUNNY 95, the perennial number 1 FM Adult Contemporary in Columbus, Ohio, is looking for a world class PD to maintain the tradition. Must be able to lead, motivate and win. A proven track record is a must. Heavy emphasis on promotion. We'll supply all of the tools necessary to do the job. Move to Central Ohio and find out why Columbus is the fastest growing city in the Midwest. Excellent benefits and salary with young and aggressive eight-station group of radio pros. All inquiries will be held in strict confidence. Send resume to Al Fetch, VP/GM, 4401 Carriage Hill Lane, Columbus, Ohio 43220. EOE

## WEST

Santa Barbara News/Talk-CHR AM/FM combo seeks versatile newperson for rare opening. T&R: John Palminteri, KTMS, Box 20250, Santa Barbara, CA 93120. EOE (1/30)

Production director/middays. We are a hot CHR and we need your creative talents. Want to polish your act? T&R: Jonathon Harte, K-100, 1351 Mangrove Ave., Chicu, CA 95926. EOE (1/30)

10k Country in Sunbelt. Future openings full/parttime, all shifts and departments. Prefer experience. T&R: Dave Luckau, KCLG, Ste. 489, Washington, UT 84780. EOE (2/6)

How about working in Las Vegas making top \$7 if you're good, it can happen! T&R: Randy Hood, KFMS, 1555 E. Flamingo, Ste 435, Las Vegas, NV 89119. EOE (2/6)

Premier station looking to the future! Personality team player only! T&R: Jay Pipes, KGHL, Box 30198, Billings, MT 59107. EOE (2/6)

West Coast hot rockin' medium market AOR seeks enthusiastic communicator. Various shifts, no calls. Photo & T&R: KMBY, Box 1271, Monterey, CA 93942. EOE (2/6)

## GENERAL SALES MANAGER

We're the #1 station in our market, in ratings and revenue. Our market is a rapidly - expanding Top 35 West Coast city. And, we need the right person to manage our sales effort.

The General Sales Manager we seek has at least one year's sales management experience and is capable of:

- expanding our current sales staff,
- leading and directing a group of proven sales winners,
- dealing in all aspects of computerized sales research,
- getting more than our fair share in an increasingly competitive market.

All candidates should view this as a career move to an aggressive, growing company that offers tremendous opportunity. Resume and reasons why you are the person we're looking for to Radio & Records, 1930 Century Park West, Box #609, Los Angeles, CA 90067. All replies strictly confidential. EOE M/F

# OPPORTUNITIES

## OPENINGS

### DIRECTOR OF STATION RELATIONS

One of America's Leading producers of nationally networked Radio Programming has a rare opening.

If you're experienced in Sales, aggressive, and well-connected in the Top 50 markets, you may be just what we need for our Director of Station Relations.

As a department manager, you'll be highly organized, self-motivated, and able to direct others.

The telephone will be your best friend. And, sometimes you'll travel to the major markets.

**Strong salary + incentives + benefits + + + for the right person. Hurry, the need is now!**

Rush a resume to Radio & Records, 1930 Century Park West, Box #611, Los Angeles, CA 90067. EOE

### MOVE UP TO MORNINGS IN LOS ANGELES!

ARE YOU A 1ST CLASS MORNING PERFORMER WHO CAN ENTERTAIN WITHOUT THE CRUTCH OF A ZOO? OR ARE YOU A SMOOTH MORNING NEWS ANCHOR (FEMALES ENCOURAGED) WHO IS LOW KEY, BUT DIGNIFIED?

EACH OF THESE OPPORTUNITIES OFFER SUBSTANTIAL SALARIES WITH ALL THE BENEFITS YOU'D EXPECT FROM TWO WINNING LOS ANGELES STATIONS. BOTH POSITIONS ARE AVAILABLE IMMEDIATELY THROUGH WESTWOOD PERSONALITIES' TALENT MANAGEMENT SERVICE. (A Small One Time Representation Fee Is Required) FOR CONSIDERATION & IMMEDIATE RESPONSE, PLEASE RUSH YOUR BEST TAPE AND RESUME TO:  
**WESTWOOD PERSONALITIES**  
279 BEVERLY DR., SUITE 1170  
BEVERLY HILLS, CALIFORNIA 90212.  
OR CALL (213) 851-5769.

## POSITIONS SOUGHT

Country personality. Creative, topical, fun and smart. Six years' experience with great numbers. Look like John Schneider. Let's talk. JAMES: (318) 477-2185. (1/30)

Funny morning show. Good bits, banter. Proven publicity-getter. Husband/wife team or solo. JIM: (517) 784-6021. (1/30)

Attention Phoenix or Tucson! Multifaceted major market jock seeks position. Experienced in AOR/CHR/Gold. Will consider any format. DAVE: (602) 840-5169. (1/30)

Sharp, aggressive, people-oriented anchor/reporter with experience seeks career growth in warm climate. PETE: (303) 545-9659. (1/30)

The real JACK DANIELS! Personality, pipes, production and ratings too. 12-year vet seeks winning major market situation. WPGC, B94, Z104, 92Q. (216) 961-5220. (1/30)

Wild to Mild! 16 years' experience major market seeks on-air position. CHR/AC. References Bay Area and Northern CA. CHRISTOPHER: (916) 487-2904. (1/30)

Community-minded MD with a warm "mature" sound is available now! Real team player with public appearance abilities. MICHAEL: (615) 381-5159. (1/30)

Crossover dreams! L.A. MD with 10 years in radio seeks crossover into record promotion/A&R. L.A. only. STEPHEN: (213) 477-5788. (1/30)

Country personality wants to see 5am from the overnight side in top 25 market. 15 years' experience. GENE: (608) 756-4022. (1/30)

WNDE/Indianapolis goes satellite, jocks go jobless. Seven-year veteran, various formats. Looking to move East. DAVE: (317) 898-5875. (1/30)

## POSITIONS SOUGHT

Five years' experience in medium market. Will work in any department. Automated tracking. Ready to work! DON ALIAS: (213) 202-0350. (1/30)

Looking for progressive programmer? Major market Urban personality. Chicago/Dallas afternoon man. Strong new ideas. RDC, 2337-H Eastway Dr., Charlotte, NC 28205. (1/30)

Top 10 market, anchor/reporter. Network sound. Great track record, team player. RICK: (713) 729-8789. (1/30)

Mornings are my life! Five-year pro. Number one last two books. Want personality? I've got it. JAY: (512) 993-5314. (1/30)

Don't be the PD who said "I should have hired Trapp." Be the PD who did hire Trapp. DONALD TRAPP: (201) 472-5188. (1/30)

Want a signal worth money? I'm ready to leave the desert and do it to it, for you! DOUG: (915) 943-3091. (1/30)

15-year pro seeks CHR on-air/production/assistant PD position. Four-track experience. RICK WIEGEL: (916) 583-8582. (1/30)

### DRAFT NOTICE

Upper Midwest Radio School gives you the chance to draft some of the hottest new broadcasters. Air talent, news and production. (Best of all — they'll save you money!) Call for a 1st round draft pick today at 701-852-0427. MSB, P.O. Box 2126, Minot, ND 58702.

Six-year veteran with a few skeletons in my closet seeks first PD opportunity. CHR/AC. Prefer new turnaround. SCOTT: (316) 872-7110. (2/6)

22-year pro with multitrack production seeks production, programming, or AM drive shift. Prefer AC/CHR/Oldies/Urban. TOM REYNOLDS: (614) 476-9310. (2/6)

Seek slot in Michigan or Florida. AC/CHR or Oldies. 13 years' experience, positive attitude. Good reference, team player. VIC DOUCETTE: (505) 722-3489. (2/6)

Energetic, hard-working, reliable DJ wants to help your ratings. Willing to work anywhere at anytime. CHRIS: (216) 277-5661. (2/6)

Ready for a new challenge. Prefer the South. Eight years' experience. PD/MD/AT/Production. All shifts. LARRY: (601) 334-4559/335-7049. (2/6)

Topnotch sports coverage including excellent PBP sports talk. Reporting is just a phone call away. Knowledgeable with great sports voice. BILL: (216) 255-8143. (2/6)

News personality with eight years' experience as anchor/news director. Ready to add sparkle to your programming. MARTY: (813) 772-1959. (2/6)

Need creative, natural, hardworking team player? Excellent writing/production skills. Five years' experience. Prefer Midwest. JOE: (214) 692-8962. (2/6)

Bags packed, tank filled. Former major market jock getting ulcers from unemployment. Any size market and shift. CHR/AC/Country. MIKE: (519) 451-7658. (2/6)

Chief engineer! Former CE at AM/FM in Boston, Houston, Miami, Ft. Lauderdale. MEYER GOTTESMAN: (619) 352-5688. (2/6)

Experienced, hardworking newswoman seeks move. B.S. degree. STEPHANIE: (801) 586-4410. (2/6)

Rocker seeks fulltime Eastern AOR. FM/AM experience. B.A. Good production skills. BOB: (716) 586-0336. (2/6)

Hot medium market communicator seeks position. Three years' experience. CHR/AC/Urban, fantastic pipes. Great personality. I'm ready! SID MILBURN: (614) 870-8951. (2/6)

You're there, I'm here. I'd rather be there, call me here. CHR/AC/AOR. Prefer South/SW. RICK: (806) 765-5051. (2/6)

Experienced personality with production ability seeks stable gig. Available now. JOHN A: (312) 784-1327. (2/6)

Experienced jock willing to relocate. Production skills, news, sports, talk show. T&R: JOHN: (314) 364-1590. (2/6)

You've made the right choice! Morning flair, top in production. Tight board, lives by the basics. Seek medium to large market. JOHN BACH: (305) 337-0012. (2/6)

## POSITIONS SOUGHT

Help! I've been replaced by automation. Dependable Country personality seeks medium market. Prefer evenings or nights. TIM: (216) 547-7115. (2/6)

Connctic's hottest morning show, Karlson & Kelley. Fired up, feeling good, and ready to go anywhere. Our highly produced show will blow 'em away! (203) 446-9309. (2/6)

Dedicated news anchor/reporter seeks position. Former professor with seven years' experience. Rich mellow voice, warm talk show interviewer. CATHERINE: (717) 243-2340. (2/6)

Morning pro with large market experience wants to remain. Seeks good bucks and lasting relationship. Family man. DAVID: (419) 666-6943. (2/6)

Experienced, hardworking copywriter/announcer, who doesn't mind working late, seeks fulltime position along front range of Colorado. MARK: (303) 857-6398. (2/6)

Low-key gnarly guy with AOR experience. Tight spots, professional attitude, wants to rock and roll. JOHN A: (312) 784-1327. (2/6)

Experienced medium market PD/AM announcer seeks challenge. Top-rated and bottom line-oriented. Seven years assistant MD, six years PD. J.R. GREELEY: (314) 474-6259. (2/6)

Creative MOR/AC programmer seeks daring GM or owner. Five years in top 25 market with great concept ready to explode. PAUL IRWIN: (317) 899-2278. (2/6)

Major market jock desires first programming position. Any format or market. Just want the opportunity to start building successful track record. DAVE: (602) 840-5169. (2/6)

Marketing pro, results-oriented! Has managed a production department, also great copywriting skills. Better spots, more sales, higher ratings. (804) 495-9407. (2/6)

Hire me to do mornings because I'm not Dees, Stern, or Letterman. I'm auspicious and capricious. That's the ticket. JEFF: (516) 623-8483. (2/6)

Nine-year pro seeks a challenge now! Good pipes. Strong production, team player, and top ratings. Any format. BRUCE: (915) 695-5912. (2/6)

Someone's going to gain, why not you? Serious workaholic, homework-oriented. Very strong Gold/Classic Rock background. CM: (313) 892-1221. (2/6)

### "KOMMANDER" DAVE KELLY

Seeking fame, fortune and happiness at personality CHR, AOR, AC. Will provide killer program for drive-time or primo night gig. Major market experienced. Great phones, drops, humor, musical knowledge, former Production Director. (216) 235-5202.

You could be the winner if your radio personality lottery number is B-A-R-R-Y (803) 249-7597! Six-year pro. (2/6)

AT/MD with eight years' experience. Ready to work for professional AC/AOR station in Colorado or West. DAVE W: (307) 754-7292. (2/6)

I've got the Sunday morning Jazz program for your AOR/AC hybrid station! AT/MD/PD position. BILL HARMAN: (216) 331-6115. (2/6)

Creative exciting jock is ready to add pizzazz to your station. Great pipes with fantastic delivery/production skills. MARC: (401) 946-5205. (2/6)

Experienced young journalist with degree seeks broadcast/sports opportunity. Reporter/newscaster experience. MICHAEL BOWERS: (512) 722-8882. (2/6)

If you're the right radio station, I'm the air personality that you're looking for. Production experience. CHR/AC/Country. JERRY: (205) 383-0147. (2/6)

Three years' experience and ready to take a step in the right direction. BILL: (308) 532-3344. (2/6)

PD available now for any size West Coast market. Know my stuff. 12 years' experience. No guessing, I'll spell out my program. GARY: (408) 377-2935. (2/6)

Where do I phone home? 12-year MM personality seeks continuing education. MD experience in AOR/CHR. Serious with Classic Gold. CANDI CHAMBERLAIN: (408) 255-5990. (2/6)

Morning man in a sunset town wants top 50 Country middays or PM drive. Creative production. 15 years' experience; six as music director. GENE: (608) 756-4022. (2/6)

Vanna White is pretty. I'm not, so I work for a living. Newsman. PETE: (303) 545-9659. (2/6)

Most people can talk but few are talk show hosts. Need a host? Let's talk. JOHN: (518) 477-4108. (2/6)

Experienced CHR/AC pro seeks new challenge in New Year. Prefer South or West. Team player, good production. Winning attitude. SHAWN: (505) 722-9025. (2/6)

15-year morning pro. Versatile with major market experience seeks a home with solid station. DAVE: (419) 666-6943. (2/6)

Western stations: News department circling wagons? Hire a savvy ND who can lead a charge, leaving competitors in the dust. DAVE ULMER: (901) 794-4695. (2/6)

## POSITIONS SOUGHT

Nine-year pro. GM/PD/MD experience. Fast-paced show, solid production, dependable, will relocate. Market size not as important as opportunity. KARL AUGUST: (813) 334-2844. (2/6)

Seasoned, warm and creative communicator. Experienced in talk/interview. Seek small to medium market. Prefer Classical/Jazz/Urban Contemporary. JIM: (714) 839-5105. (2/6)

I'd rather be show prepping. Real personality available for either drive time. Sharp blade, drops, humor, and great phones. KOMMANDER DAVE KELLY: (216) 235-5202. (2/6)

L.A. pro seeks work in Oregon or Washington. AOR/CHR/AC. Available now. Excellent production. Great references. DR. BLOOD: (818) 980-8759. (2/6)

Seven-year So. Cal. published production/copy professional seeks NW relocation before imminent asphyxiation. Late afternoons, evenings. TOM: (714) 981-9082. (2/6)

KCBS & KRQR's Jon Brent seeks career opportunity. PD plus AT in mediums. CHR/AC/AOR. (209) 523-6332. (2/6)

L.A. engineer seeks new position in radio, tv, or studio in California. BRUCE: (818) 342-6521. (2/6)

Consistency/motivation/teamwork. My formula for winning. Diversified programmer with solid references seeks new challenge. DAVID ROBERT (608) 254-8095. (2/6)

I hustle for news. Top 25 market experience. Diverse formats. Please get me out of Central California. STEVE: (818) 339-9839. (2/6)

Seven-year pro seeks medium market position with stable winning company. Solid production, team player. AC/Country. DON ELLIOTT: (913) 242-8006. (2/6)

Assistant PD/MD seek same or program director. Top 50 markets only. Promotion-oriented, workaholic, people person. SCOTT: (313) 661-2289. (2/6)

You have the job, I have the skills, so let's make money! AOR/AC/JAZZ/Hybrid. BILL HARMAN: (216) 331-6115. (2/6)

Want to do sports in eastern third of United States. Seven years' experience. MARK: (308) 284-6198. (2/6)

Talk show host available for any market. I'm a newcomer but bright and witty, yet serious and caring. Talk to me. MATT: (814) 864-9522. (2/6)

Six years' experience programming, news, on-air, and engineering. 22.1 share KQLA/Manhattan, KS. Allow me to make money for you! SCOTT (316) 872-7110. (2/6)

## MISCELLANEOUS

Beverly Hills radio syndication company needs interns (no pay). Learn all aspects of syndication. Flexible hours. Must have car. RON: (213) 652-8710. (2/6)

### 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.

## Attention PDs, OMs, NDs, GMs

### Searching for Talent? CALL NATIONAL!

It's Quick . . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now — 205-822-9144.

### NATIONAL BROADCAST TALENT COORDINATORS

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

ACT NOW!

# Do your own thing with SAMPLER®

...the powerful music research and analysis software system designed for radio stations



**CUSTOMIZE SURVEYS • ANALYZE THE RESULTS • DETERMINE MUSIC PREFERENCES BY DEMOGRAPHIC GROUPS • CUSTOMIZE REPORTS—JUST THE WAY YOU WANT THEM**

Now, RCS—the people who created SELECTOR, the most powerful, flexible music scheduling system available—has taken SAMPLER, another state-of-the-art RCS product, and made it better than ever. And made it available on the IBM PC.

A companion system to SELECTOR, SAMPLER will help you understand your audience... determine their demographics... analyze their musical preferences... and keep pace as musical tastes change.

In the world of music radio, SAMPLER is to music research what SELECTOR is to music programming.

For more information, call or write for our brochure.



**RCS**

**RADIO COMPUTING SERVICES, INC.**

One Chase Road • Suite 206  
Scarsdale, New York 10583  
(914) 723-8567

## NATIONAL MUSIC FORMATS

### Added This Week

#### Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

##### Alpha

KENNY ROGERS "Twenty Years Ago"  
BRUCE HORNSBY & THE RANGE "Mandolin Rain"

##### Easy Listening

ANDY WILLIAMS "Change Partners"  
ANDY WILLIAMS "Through The Eyes Of Love"

#### Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

##### Adult Contemporary

STARSHIP "Nothing's Gonna Stop Us Now"  
JANET JACKSON "Let's Walt Awhile"  
BRUCE WILLIS "Respect Yourself"  
CHINA CRISIS "Arizona Sky"

##### Modern Country

JUDDS "Don't Be Cruel"  
LACY J. DALTON "This Ol' Town"  
TOM WOPAT "The Rock 'n' Roll Of Love"  
KATHY MATTEA "You're The Power"

#### Century 21

Greg Stephens (214) 934-2121

##### The Z Format

STARSHIP "Nothing's Gonna Stop Us Now"  
BRUCE SPRINGSTEEN "Fire"  
LOU GRAMM "Midnight Blue"  
L. RONSTADT & J. INGRAM "Somewhere Out There"  
CROWDED HOUSE "Don't Dream It's Over"  
TINA TURNER "What You Get Is What You See"  
REO SPEEDWAGON "That Ain't Love"  
BEASTIE BOYS "Fight For Your Right"  
DURAN DURAN "Skin Trade"

##### The AC Format

CHINA CRISIS "Arizona Sky"  
POINTER SISTERS "All I Know Is The Way I Feel"  
STEVE WINWOOD "The Finer Things"  
RESTLESS HEART "I'll Still Be Loving You"  
BURNS SISTERS "Listen To The Beat Of A Heart"

##### Super-Country

LYLE LOVETT "God Will"  
JUDDS "Don't Be Cruel"

#### Concept Productions

Elvin Ichiyama (916) 782-7754

##### CHR

EXPOSE "Come Go With Me"  
SURVIVOR "How Much Love"  
STEVE WINWOOD "The Finer Things"

##### Country

SHOOTERS "They Only Come Out At Night"  
OAK RIDGE BOYS "It Takes A Little Rain..."  
TOMMY ROE "Let's Be Fools Like That Again"  
DAVID ALLAN COE "Need A Little Time Off"

##### AC

'TIL TUESDAY "Coming Up Close"  
STEVE WINWOOD "The Finer Things"  
RESTLESS HEART "I'll Still Be Loving You"  
POINTER SISTERS "All I Know Is The Way I Feel"

#### Media General

##### Broadcast Services

Bob Dumais (901) 320-4433

##### Action

CHINA CRISIS "Arizona Sky"  
STARSHIP "Nothing's Gonna Stop Us Now"  
RESTLESS HEART "I'll Still Be Loving You"  
POINTER SISTERS "All I Know Is The Way I Feel"

#### MEDIA GENERAL CONTINUED

##### Your Country

WAYLON JENNINGS "Rose In Paradise"  
NANCI GRIFFITH "Lone Star State Of Mind"  
REBA McENTIRE "Let The Music Lift You Up"  
M.M. MURPHEY & H. DUNN "A Face In The Crowd"

##### Hit Rock

EXPOSE "Come Go With Me"  
LOU GRAMM "Midnight Blue"  
EUROPE "The Final Countdown"  
REO SPEEDWAGON "That Ain't Love"

#### Peters Productions, Inc.

George Junak (800) 255-8511

##### Country Lovin'

DON WILLIAMS "Senorita"  
WAYLON JENNINGS "Rose In Paradise"  
MICHAEL JOHNSON "The Moon Is Still Over Her Shoulder"  
M. M. MURPHEY & H. DUNN "A Face In The Crowd"

##### The Ultimate AC

CHINA CRISIS "Arizona Sky"  
KOOL & THE GANG "Stone Love"

#### Radio Arts

John Benedict (818) 841-0225

##### Country's Best

JUDDS "Don't Be Cruel"

##### Soft Contemporary

MADONNA "Open Your Heart"  
LUTHER VANDROSS "Stop To Love"

##### Sound 10

CHINA CRISIS "Arizona Sky"  
MIKI HOWARD "Come Share My Love"

#### Satellite Music Network

Pat Clarke (214) 991-9200

##### The Starstation

JANET JACKSON "Let's Walt Awhile"

##### Rock 'N' Hits

GEORGE JONES "The Right Left Hand"  
WAYLON JENNINGS "Rose In Paradise"  
HIGHWAY 101 "The Bed You Made For Me"  
T. GRAHAM BROWN "Don't Go To Strangers"

##### Country Coast-To-Coast

PRETENDERS "My Baby"  
CHICO DeBARGE "Talk To Me"  
EUROPE "The Final Countdown"  
LIONEL RICHIE "Ballerina Girl"  
JEFF LORBER "The Facts Of Love"

#### Transtar

##### Adult Contemporary

Mike Tanner (213) 460-6383

GLASS TIGER "Someday"  
SURVIVOR "Is This Love"

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

FEBRUARY 6, 1987

- 1 DEXTER GORDON/Other Side Of Round Midnight (Blue Note)
2 SHERRY WINSTON/Do It For Love (Pausa)
3 STANLEY JORDAN/Standards Volume #1 (Blue Note)
4 MCCOY TYNER/Double Trios (Denon)
5 LARRY CARLTON/Last Nite (MCA)
6 WISFUL THINKING/Think Again (Pausa)
7 PHIL WOODS/Gratitude (Denon)
8 LAUREL MASSE/Easy Living (Pausa)
9 VITAL INFORMATION/Global Beat (Columbia)
10 CANONEO/Desparately Seeking Fusion (Passport Jazz)
11 AHMAD JAMAL/Live At The Montreal Jazz Festival (Atlantic)
12 ART BLAKEY & THE JAZZ MESSENGERS/Feelin' Good (Delos)
13 RIPPINGTONS/Moonlighting (Passport Jazz)
14 GEORGE HOWARD/A Nice Place To Be (MCA)
15 CARMEN McRAE/Any Old Time (Denon)
16 CHARLIE WATTS ORCHESTRA/Live At Fulham Town Hall (Columbia)
17 JAMES MOODY/Something Special (Novus)
18 TANIA MARIA/Lady From Brazil (Manhattan)
19 CARMEN LUNDY/Good Morning Kiss (Black-Hawk)
20 DENNIS COFFEY/Motor City Magic (TSR)
21 CRUSADERS/The Good & Bad Times (MCA)
22 DAVID NEWMAN/Heads Up (Atlantic)
23 TIMELESS ALLSTARS/Essence (Delos)
24 ADAM MAKOWICZ/Moonray (Novus)
25 DAVID SANBORN/A Change Of Heart (WB)
26 UNCLE FESTIVE/Money's No Object (Nova)
27 BOB MILES/Windstorm (Golden Boy Jazz/Optimism)
28 POCKET CHANGE/Random Axis (Passport Jazz)
29 BRIAN BROMBERG/A New Day (Black-Hawk)
30 HENRY JOHNSON/You're The One (MCA Impulse!)

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Calvin Boutte; WYLD-FM/New Orleans, Dell Spencer; WDMT/Cleveland, Calvin Hicks.

NEW & ACTIVE

- ARTFULLY BEATLES "25th Anniversary Salute." (Artful Balance/JCI) 17/1
MICHEL PETRUCCIANI featuring HALL & SHORTER "Power Of Three" (Blue Note) 15/15
CHICK COREA "Trio Music, Live in Europe" (ECM) 14/6
JOE HENDERSON "State Of The Tenor, Vol. 2" (Blue Note) 12/12
WAYNE SHORTER "Phantom Navigator" (Columbia) 12/11
STAR TREK IV "Soundtrack" (MCA) 12/1
NAJEE "Najee's Theme" (EMI America) 12/1
PASSPORT "Heavy Nights" (Atlantic) 11/7
CEDAR WALTON "The Trio - 1" (Red/PSI) 11/2

MOST ADDED

- MICHEL PETRUCCIANI (15)
DAVID NEWMAN (13)
JOE HENDERSON (12)
DAVID SANBORN (11)
WAYNE SHORTER (11)
FUTURE PROSPECT (8)
CARMEN LUNDY (8)
PASSPORT (7)
CHICK COREA (6)
FUTURE PROSPECT "Future Prospect" (DSP/Optimism) 9/8
DAVID BECKER TRIBUNE "Long Peter Madsen" (MCA) 8/0
JERRY MARCELLINO & NAVARRO "Third Heaven" (Korygma) 7/2
NANCY REED "Nancy Reed" (Atlantic) 7/1
ABDULLAH IBRAHIM "Ekaya" (Black-Hawk) 6/5
BARRY MILES "Zoot Suit Stomp" (TC) 6/1
RAY MANTILLA SPACE STATION "Synergy" (Red/PSI) 6/1
CHRIS CONNOR "Classic" (Contemporary) 6/1
LESTER BOWIE "Avant Pop" (ECM) 6/0
BILL SHIELDS & STANLEY CLARKE "Shieldstone" (RSVP/Optimism) 5/4
JOHN COLIANNI "John Colianni" (Concord) 5/1
DICK BAUERLE GROUP "Dick Bauerle Group" (MCA) 5/0
ROBERT CRAY "Strong Persuader" (Mercury/PolyGram) 5/0

HOTTEST

- SHERRY WINSTON (15)
DEXTER GORDON (14)
STANLEY JORDAN (13)
MCCOY TYNER (12)
PHIL WOODS (9)
CARMEN McRAE (8)
RIPPINGTONS (8)
LARRY CARLTON (7)

REGIONALIZED ADDS & HOTS

Grid of regionalized adds and hot tracks for various stations including Buffalo, New York, Philadelphia, Miami Beach, Chicago, Detroit, Cleveland, Columbus, Tampa, Phoenix, Sacramento, San Francisco, Stockton, Tacoma, Eugene, Los Angeles, Portland, Santa Fe, and San Jose.



"Artfully Beatles enables WNOP to lure the uninitiated listener into the world of jazz."
"The response is very very favorable. Our 25-audience loves this record - lots of phones."
"A new and exciting way to present the Beatles' music. The audience response is fantastic."
"The versions of these popular tunes will entice A/C listeners to investigate jazz."

48 Reporting Stations
45 Current Reports
WDMT/Cleveland and WLOQ/Orlando failed to report; their playlists were frozen.
WGBH/Boston failed to report for two consecutive weeks and was not used in this week's data.

## RADIO &amp; RECORDS NATIONAL AIRPLAY

## BLACK/URBAN

## BREAKERS

## KOOL &amp; THE GANG

## Stone Love (Mercury/PolyGram)

77% of our reporting stations on it. Rotations: Heavy 4/0, Medium 38/5, Light 27/11, Total Adds 16 including WDAS, WVEE, WDIA, KQXL, WTKL, WXOK, KOKY, WBLX, Z103, WWWS. Debuts at number 31.

## EXPOSE

## Come Go With Me (Arista)

74% of our reporting stations on it. Rotations: Heavy 2/0, Medium 21/2, Light 44/13, Total Adds 15 including WBLK, WAMO, WDIA, WVKO, KJLH, OC104, WENN, Medium 38/21, Light 23 including WAMO, WHUR, WVEE, KMJQ, WBMX, WGCI, WBLZ, XHRM, KSOL, Z93, WQMG, WKXI, KDKS.

## STARPOINT

## He Wants My Body (Elektra)

72% of our reporting stations on it. Rotations: Heavy 0/0, Medium 24/1, Light 41/17, Total Adds 18 including WUSL, WVEE, WGCI, WDMT, WJLB, WKND, WEKS, KQXL, WTKL, WJLB. Debuts at number 38.

## MEL &amp; KIM

## Showing Out (Get Fresh At The Weekend) (Atlantic)

70% of our reporting stations on it. Rotations: Heavy 3/0, Medium 36/1, Light 24/9, Total Adds 10, WBLZ, WJLB, WKND, WEKS, WTKL, WENN, WPEG, WPDQ, KIIZ, KMYX. Debuts at number 32.

## ONE WAY

## You Better Quit (MCA)

68% of our reporting stations on it. Rotations: Heavy 10/0, Medium 26/0, Light 25/15, Total Adds 15 including WHUR, WDIA, WOWI, WBMX, WGCI, WDMT, KSOL, WJJS, WTKL, KDKO. Debuts at number 30.

## HERB ALPERT

## Keep Your Eye On Me (A&amp;M)

67% of our reporting stations on it. Rotations: Heavy 22/2, Medium 38/21, Light 23 including WAMO, WHUR, WVEE, KMJQ, WBMX, WGCI, WBLZ, XHRM, KSOL, Z93, WQMG, WKXI, KDKS.

## LEVERT

## Fascination (Atlantic)

63% of our reporting stations on it. Rotations: Heavy 0/0, Medium 13/0, Light 44/19, Total Adds 19 including WXYV, WDJY, WVEE, WHRK, WEDR, WDMT, KSOL, WNHC, WEKS, WENN, WJLB, KBUZ, KDKO.

## COMMODORES

## Take It From Me (Polydor/PolyGram)

62% of our reporting stations on it. Rotations: Heavy 4/0, Medium 21/0, Light 31/11, Total Adds 11, WXYV, KMJQ, K94, WZAK, WDKX, WFXC, WPLZ, KAPE, WWDM, Z103, WTKL.

## MADHOUSE

## 6 (Paisley Park/WB)

61% of our reporting stations on it. Rotations: Heavy 6/1, Medium 15/2, Light 34/14, Total Adds 17 including WVEE, WOWI, WTMP, WBMX, WZAK, WLUM, OC104, WPEG, WQFX, WKXI, WZAZ, WQIS, KHYS, WPLZ, WWWS, WVOI. Debuts at number 39.

## NEW &amp; ACTIVE

## GENOBIA JETER/GLENN JONES "Together" (RCA) 51/13

Rotations: Heavy 0/0, Medium 17/1, Light 34/12, Total Adds 13, WVEE, WHRK, WOWI, WDMT, WEKS, WTKL, WPEG, WFXC, KOKY, WALT, KDKS, Z103, WJLB. Medium: WXYV, WAMO, K104, WEDR, WZAK, WNHC, WENN, WZAZ, KJCB, WLOU, WBLX, KAPE, WANM, WGPR, KATZFM, KDKO.

## FULL FORCE "Old Flames Never Die" (Columbia) 43/19

Rotations: Heavy 0/0, Medium 5/0, Light 38/19, Total Adds 19, WXYV, WBLK, WHUR, WVEE, K104, K94, WBMX, KSOL, WATV, WENN, WJLB, Z93, WPEG, JET94, WQFX, WKXI, WJYL, WJJS, WPLZ. Medium: WAMO, WZAK, WTKL, WQOK, KAPE.

## SYSTEM "Don't Disturb This Groove" (Atlantic) 43/19

Rotations: Heavy 0/0, Medium 5/0, Light 38/19, Total Adds 19, K104, WDIA, WHRK, WYLD, WDMT, WLUM, KSOL, OC104, WJIZ, KQXL, Z93, WHYZ, WKXI, KOKY, WJYL, WQOK, WPLZ, KATZFM, KBUZ. Medium: WDAS, WAMO, WNHC, WQIS, WANM.

## ISAAC HAYES "Thing For You" (Columbia) 42/16

Rotations: Heavy 1/0, Medium 9/1, Light 32/15, Total Adds 16, WBLK, WDJY, WVEE, KMJQ, WEDR, WLUM, KSOL, WKND, JET94, WQFX, WJYL, WBLX, WPLZ, KDKS, WTKL, KDKO. Heavy: KOKY. Medium: WAMO, K104, WDIA, WZAK, WTKL, WZAZ, KJCB, KAPE.

## NEW EDITION "Tears On My Pillow" (MCA) 41/10

Rotations: Heavy 2/0, Medium 18/2, Light 21/8, Total Adds 10, WUSL, WEDR, WTMP, XHRM, OC104, WFXC, WHYZ, KHYS, Z103, WVOI. Heavy: WJMI, KOKY. Mediums include: WRKS, WDAS, WYLD, WZAK, KDAY, KSOL.

## DANA DANE "Delancy Street" (Profile) 40/9

Rotations: Heavy 0/0, Medium 11/2, Light 29/7, Total Adds 9, WDAS, WVEE, WDKX, WTKL, WENN, KOKY, WWDM, WGPR, WVOI. Medium: WEDR, WZAK, KMJM, WJIZ, WJLB, WZAZ, WQIS, WBLX, WANM.

## O.C. SMITH "Brenda" (Rendezvous) 40/7

Rotations: Heavy 2/0, Medium 22/2, Light 16/5, Total Adds 7, WDAS, WAMO, WHUR, WHRK, KSOL, WORL, WWDM. Heavy: WTKL, WPDQ. Medium: WDIA, WEDR, WTMP, WJIZ, WATV, WENN, WPEG, WFXC, WQMG, WQFX, WKXI, WZAZ, KJCB, WBLX, KHYS, KDKS, WTKL, WWWS, WVOI, KDKO.

## VESTA WILLIAMS "Something About You" (A&amp;M) 38/11

Rotations: Heavy 2/0, Medium 11/1, Light 23/10, Total Adds 11, WEDR, WJLB, KSOL, WEKS, WZAZ, KJCB, WJYL, WALT, WKWM, WVOI, KDKO. Heavy: WBLK, KDAY. Medium: WAMO, WYLD, KJLH, WATV, WENN, WJLB, JET94, WJMI, KAPE, WWWS, KATZFM, KBUZ.

## PATTI LABELLE "Something Special (Is Gonna Happen...)" (MCA) 37/5

Rotations: Heavy 3/0, Medium 20/0, Light 14/5, Total Adds 5, WBLK, OC104, WATV, Z16, WALT. Heavy: WAMO, WEKS, WJMI. Medium: WXYV, WDAS, WDJY, WVEE, K104, WDIA, WOWI, WTMP, KSOL, WFXA, WXOK, WENN, Z93, WQMG, KAPE, WANM, WGPR, WTKL, WWWS, WVOI.

## PHILIP INGRAM &amp; SCHERRIE PAYNE "Incredible" (Superstar International) 36/9

Rotations: Heavy 0/0, Medium 14/1, Light 22/8, Total Adds 9, WHUR, KMJQ, WZAK, KSOL, Z93, WZAZ, WJYL, WPLZ, KAPE. Medium: WDJY, WDIA, WEDR, WYLD, WTMP, WFXA, WATV, WJLB, WFXC, WKXI, WBLX, KHYS, WTKL.

## MELISA MORGAN "Deeper Love" (Capitol) 36/3

Rotations: Heavy 0/0, Medium 12/0, Light 24/3, Total Adds 3, WDKX, KQXL, Z16. Medium: WDAS, WEDR, K94, WTMP, WJMI, KDAY, WENN, WFXC, KOKY, WANM, WKWM, WWWS.

## READY FOR THE WORLD "Mary Goes Round" (MCA) 34/11

Rotations: Heavy 2/0, Medium 14/2, Light 18/9, Total Adds 11, WEKS, Z93, JET94, WHYZ, WPDQ, KJCB, WJYL, WALT, KHYS, KAPE, WGPR. Heavy: WJMI, Z16. Medium: WAMO, K104, WYLD, WBLZ, WZAK, WJLB, KDAY, WDKX, KIIZ, WKWM, WWWS, KATZFM.

## MOST ADDED

HERB ALPERT (23)  
CHERYL LYNN (21)  
ARETHA FRANKLIN/GEORGE MICHAEL (20)  
FULL FORCE (19)  
LEVERT (19)  
SYSTEM (19)  
STARPOINT (18)  
MADHOUSE (17)  
ISAAC HAYES (16)  
KOOL & THE GANG (16)

## HOTTEST

FREDDIE JACKSON (52)  
MELBA MOORE (49)  
CLUB NOUVEAU (43)  
LIONEL RICHIE (27)  
DONNA ALLEN (26)  
SHIRLEY MURDOCK (23)  
CAMEO (21)  
LOOSE ENDS (19)  
GAP BAND (16)  
HOWARD HEWETT (12)

## S.O.S. BAND "No Lies" (Tabu/CBS) 33/10

Rotations: Heavy 1/0, Medium 6/0, Light 26/10, Total Adds 10, K104, KJLH, WDKX, WTKL, JET94, KDLZ, WJMI, WQIS, WJYL, WALT. Heavy: KOKY. Medium: WGCI, WJIZ, KQXL, WATV, KIIZ, KATZFM.

## POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 30/15

Rotations: Heavy 0/0, Medium 11/3, Light 19/12, Total Adds 15, WBLK, WDAS, WEDR, WLUM, OC104, WJIZ, WXOK, WATV, Z93, JET94, KJCB, Z16, WBLX, WQOK, Z103. Medium: WAMO, WDIA, WZAK, WTKL, WJMI, WLOU, KDKO, KMYX.

## CLUB NOUVEAU "Lean On Me" (Tommy Boy/WB) 29/12

Rotations: Heavy 8/1, Medium 11/5, Light 10/6, Total Adds 12, WWINFM, K104, WDMT, WZAK, KDAY, KJLH, XHRM, WQMG, WLOU, WJJS, WJLB, KJCB, WQOK, Z103. Heavy: WILD, WAMO, WLUM, OC104, WHYZ, WKGN, KMYX. Medium: WBLZ, WJLB, WJYL, WPLZ, WWDM, KATZFM.

## GWEN GUTHRIE "(They Long To Be) Close To You" (Polydor/PG) 29/5

Rotations: Heavy 2/0, Medium 12/1, Light 15/4, Total Adds 5, WOWI, WEKS, JET94, KDLZ, WQFX. Heavy: WKND, KAPE. Medium: WXYV, WILD, WEDR, WYLD, WNHC, WJIZ, WENN, WQMG, WANM, WWWS, KATZFM.

## SHIRLEY JONES "She Know About Me" (PIR/Manhattan) 29/2

Rotations: Heavy 1/0, Medium 12/1, Light 16/1, Total Adds 2, WZAZ, WVOI. Heavy: WJMI. Medium: WDAS, WEDR, WEKS, WENN, WFXC, WQIS, WBLX, KAPE, KDKS, WGPR, WTKL.

## BOBBY BROWN "Girl Next Door" (MCA) 26/13

Rotations: Heavy 0/0, Medium 10/3, Light 16/10, Total Adds 13, WWINFM, WUSL, KDAY, WEKS, Z93, WFXC, WHYZ, WPDQ, KIIZ, KJCB, WJYL, WALT, KMYX. Medium: WAMO, K104, WTMP, KSOL, WJMI, KAPE, KATZFM.

## FOCUS "Zero In July" (EMI America) 26/2

Rotations: Heavy 6/0, Medium 14/1, Light 6/1, Total Adds 2, Z93, WPDQ. Heavy: K104, WDIA, WHRK, WEKS, WKXI, KIIZ. Medium: WEDR, WGCI, WZAK, WATV, JET94, WFXC, KDLZ, WQMG, WQFX, WQOK, KHYS, WWDM, KBUZ.

## OLIVER CHEATHAM "Celebrate (Our Love)" (Critique) 26/2

Rotations: Heavy 0/0, Medium 9/0, Light 17/2, Total Adds 2, KQXL, JET94. Medium: WVEE, WOWI, WBMX, WGCI, WFXC, WQMG, WZAZ, WTKL, WWWS.

## SIGNIFICANT ACTION

## CHERYL LYNN "New Dress" (Manhattan) 22/21

Rotations: Heavy 0/0, Medium 2/1, Light 20/20, Total Adds 21, WAMO, WHUR, WDIA, WEDR, WBMX, WGCI, XHRM, WDKX, WJIZ, KQXL, KDLZ, WQFX, WPDQ, KJCB, Z16, KAPE, KDKS, WANM, WGPR, WWWS, WVOI.

## SANDRA FEVA "Here Now" (Catawba) 22/4

Rotations: Heavy 2/0, Medium 9/0, Light 11/4, Total Adds 4, WATV, WENN, WBLX, WANM. Heavy: WPDQ, KOKY. Medium: WDAS, WDIA, WEDR, WJLB, WPEG, WQOK, WKXI, KHYS, WGPR, WWWS.

## BILLY VERA &amp; THE BEATERS "At This Moment" (Rhino) 22/2

Rotations: Heavy 1/0, Medium 12/0, Light 9/2, Total Adds 2, WDMT, WPLZ. Heavy: WLUM. Medium: WILD, WDAS, WHRK, OC104, JET94, WFXC, WQFX, WZAZ, WBLX, WWDM, WJLB, WVOI.

## ARETHA FRANKLIN/GEORGE MICHAEL "I Knew You Were Waiting (For Me)" (Arista) 20/20

Rotations: Heavy 0/0, Medium 8/8, Light 12/12, Total Adds 20, WAMO, WHRK, WEDR, WGCI, WDMT, WNHC, WJIZ, WTKL, WXOK, WJLB, WFXC, WQFX, WJMI, WZAZ, KJCB, WLOU, KHYS, WANM, KDKO, KMYX.

## JACKSONS "Time Out For The Burglar" (MCA) 20/3

Rotations: Heavy 0/0, Medium 9/1, Light 11/2, Total Adds 3, WDAS, WQIM, WJLB. Medium: WAMO, KSOL, WENN, WJMI, KOKY, KAPE, WTKL, WWWS.

## PEABO BRYSON "Catch 22" (Elektra) 20/2

Rotations: Heavy 0/0, Medium 10/0, Light 10/2, Total Adds 2, KAPE, WJLB. Medium: K104, KMJQ, WEDR, WOWI, WJLB, WKND, WNHC, WJMI, WLOU, WWWS.

## MESHAY "Climbing The Wall" (Superstar International) 18/7

Rotations: Heavy 0/0, Medium 4/0, Light 14/7, Total Adds 7, WYLD, WOWI, WTMP, WEKS, WPEG, WQMG, WWDM. Medium: WEDR, WATV, WBLX, WTKL.

## BIG AUDIO DYNAMITE "Bad Rock City" (Columbia) 16/6

Rotations: Heavy 1/0, Medium 3/1, Light 12/5, Total Adds 6, WQMG, WKXI, WZAZ, KOKY, WBLX, KHYS. Heavy: WEKS. Medium: WXYV, WANM.

## WAR "Living In The Red" (Priority) 16/6

Rotations: Heavy 2/0, Medium 1/0, Light 13/6, Total Adds 6, WHRK, WEDR, WENN, WFXC, KOKY, WWWS. Heavy: WTKL, WZAZ. Medium: WQMG.

## LILLO THOMAS "Sexy Girl" (Capitol) 15/13

Rotations: Heavy 0/0, Medium 6/5, Light 9/8, Total Adds 13, WEDR, KDAY, WDKX, WENN, WJLB, WJMI, KJCB, Z16, WLOU, WANM, WJLB, WVOI, KBUZ. Medium: WEKS.

## SURFACE "Happy" (Columbia) 15/5

Rotations: Heavy 2/0, Medium 6/1, Light 7/4, Total Adds 5, WILD, WJLB, KMJM, Z93, WALT. Heavy: WJMI, KMYX. Medium: WEKS, KOKY, WLOU, WANM, WJLB.

## KLYMAXX "I'd Still Say Yes" (Constellation/MCA) 14/13

Rotations: Heavy 0/0, Medium 4/4, Light 10/9, Total Adds 13, WWINFM, WAMO, WYLD, WDMT, WZAK, KMJM, WJIZ, WXOK, Z93, WJYL, WANM, WWWS, KATZFM.

## ASHFORD &amp; SIMPSON "Nobody Walks In L.A." (Capitol) 14/4

Rotations: Heavy 1/0, Medium 3/0, Light 10/4, Total Adds 4, WJIZ, WATV, KAPE, WVOI. Heavy: WTMP. Medium: WAMO, WJMI, KMYX.

## ROSIE GAINES "Crazy" (Epic) 13/8

Rotations: Heavy 0/0, Medium 1/0, Light 12/8, Total Adds 8, WEKS, KQXL, WTKL, KOKY, WLOU, WPLZ, KDKS, WTKL. Medium: WNHC.

## CHAKA KHAN "Earth To Mickey" (WB) 13/7

Rotations: Heavy 0/0, Medium 4/1, Light 9/6, Total Adds 7, WAMO, WHUR, XHRM, WNHC, WJIZ, WEKS, WATV. Medium: WJMI, WANM, KMYX.

## BLAKE &amp; HINES "Sherry" (Motown) 13/6

Rotations: Heavy 0/0, Medium 0/0, Light 13/6, Total Adds 6, WTMP, WEKS, WQMG, KIIZ, KAPE, WANM.

## IMPRESSIONS "Can't Wait Till Tomorrow" (MCA) 13/2

Rotations: Heavy 2/0, Medium 5/0, Light 6/2, Total Adds 2, WHRK, JET94. Heavy: WZAZ, WTKL. Medium: WDIA, WTMP, WXOK, KOKY, KDKS.

## JAZZY JEFF AND FRESH PRINCE "The Magnificent Jazzy Jeff" (Jive/RCA) 13/1

Rotations: Heavy 3/0, Medium 5/0, Light 5/1, Total Adds 1, WTMP. Heavy: WDAS, WZAK, KDAY. Medium: WUSL, WJLB, WKXI, WZAZ, WWDM.

## TRINERE "They're Playing Our Song" (Jampacked) 12/11

Rotations: Heavy 0/0, Medium 2/1, Light 10/10, Total Adds 11, WDJY, WYLD, KDAY, WJIZ, KQXL, WKXI, WZAZ, WJYL, WANM, WTKL, KATZFM. Medium: WJMI.

## COVER GIRLS "Show Me" (The Fever/Sutra) 12/4

Rotations: Heavy 0/0, Medium 4/0, Light 8/4, Total Adds 4, WOWI, WGCI, WZAK, XHRM. Medium: WDAS, WUSL, WTMP, WNHC.

## GEORGIO ALLENTINI "Sexappeal" (Macola) 12/3

Rotations: Heavy 2/0, Medium 2/0, Light 8/3, Total Adds 3, WDJY, KMJQ, WDMT. Heavy: KJLH, XHRM. Medium: KDAY, KSOL.

## BOBBY JIMMY "Snake" (Macola) 10/1

Rotations: Heavy 0/0, Medium 4/0, Light 6/1, Total Adds 1, WDJY. Medium: WEDR, KDAY, WJLB, WZAZ.

# ATLANTIC STARR

## ALWAYS CONTEST

WHAT YOU'VE ALWAYS DREAMED OF: A WEEK IN PARADISE FOR TWO!

### CONTEST RULES

1. To be eligible to enter the ATLANTIC STARR "ALWAYS" contest, you must have received a specially-numbered red vinyl disk from your local Warner Bros. Records representative. The number assigned to you is non-transferable. Only Program Directors, Music Directors and on-air disc jockeys of participating radio stations are eligible to enter. Entries are limited to one per person.

2. Ten prizes will be awarded. Each prize will be a trip for the winner and a companion of his or her choice consisting of roundtrip economy class airfare and hotel accommodations (room and tax only) for a 7-day/6-night stay at Waikiki Beach in Honolulu, Hawaii. Each radio station at which one of the contest winners is employed will receive 10 Warner Bros. Records Compact Discs of its choice, subject to availability.

3. A listing of all numbers will be forwarded to the accounting firm of Deloitte, Haskins & Sells, 333 S. Grand St., Suite 2800, Los Angeles, California 90071, which will conduct a random drawing to determine the winners.

4. Deloitte, Haskins & Sells will randomly draw (and thereby eliminate) one-half of the numbers in the first week of the contest. In each successive week, additional numbers will be eliminated by random drawing until, in the fourth week, 50 numbers will remain eligible. In the fifth week, the 10 winners will be announced. All remaining eligible numbers will be announced on a weekly basis in this publication.

5. Relatives of employees of Warner Bros. Records or any of its parent, subsidiary or related companies are not eligible to participate in this contest.

6. In order to participate in the contest, each recipient of a specially-numbered record must sign (and have the General Manager of his or her station sign) a Participation Form supplied by Warner Bros. Records. In order to collect a prize, each contest winner must sign (and have the person who will accompany him or her on the trip to Hawaii sign) an additional release form to be supplied by Warner Bros. Records.

7. Winners must notify Warner Bros. Records in writing at least 45 days in advance of the time they wish to take the trip. Holiday blackout periods apply. Each winner must complete his or her trip by December 31, 1987.

8. All taxes on prizes will be the responsibility of the contest winners. Prizes are non-transferable. Any prize which is declined by its winner will be cancelled. Winners will not be allowed to receive cash value in lieu of the trip.

9. This contest is void where prohibited, licensed, taxed or otherwise restricted.



ATLANTIC STARR  
ALL IN THE NAME OF LOVE  
THE NEW ALBUM FEATURING THE SINGLE  
"ALWAYS"



© 1987 Warner Bros. Records Inc.

# BLACK URBAN AIDS & HOTS

## EAST

**WXYV/Baltimore**  
Roy Sampson  
COMMODORES  
LEVERT  
FULL FORCE  
JANET JACKSON  
GREGORY ABBOTT  
MEZZOPORTE  
Hottest:  
TIMEX SOCIAL CLUB  
LIONEL RICHIE  
HOWARD HEWETT  
FIVE STAR  
FREDDIE JACKSON

**WWIN-FM/Baltimore**  
Don Brooks  
BOBBY BROWN  
JOCELYN BROWN  
KLYMAXX  
CLUB NOUVEAU  
Hottest:  
TIMEX SOCIAL CLUB  
GAP BAND  
MR. FINGERS  
ROBBIE NEVILL  
SHIRLEY MURDOCK

**WILD/Boston**  
Elroy Smith  
LIONEL RICHIE  
PICTURE PERFECT  
GREGORY ABBOTT  
MILLIE SCOTT  
MIKI HOWARD  
SURFACE  
Hottest:  
JANET JACKSON  
SYBIL  
MIKI HOWARD  
JODY WATLEY  
CLUB NOUVEAU

**WBLK/Buffalo**  
Ray Anthony  
ISAAC HAYES  
EXPOSE  
N.A.J.E.  
POINTER SISTERS  
PATTI LABELLE  
STANLEY CLARKE  
FULL FORCE  
BUNNY DEBARGE  
Hottest:  
LIONEL RICHIE  
STACY LATTISAW  
ONE WAY  
SHEILA E  
MADHOUSE

**WKND/Hartford**  
Jordan/McLean  
STACY LATTISAW  
STARPOINT  
MEL & KIM  
ISAAC HAYES  
MILLIE JACKSON  
Hottest:  
CAMEO  
LOOSE ENDS  
CLUB NOUVEAU  
HOWARD HEWETT  
JESSE JOHNSON

**WNHC/New Haven**  
David Dickenson  
MILLIE SCOTT  
FULL CIRCLE  
MILLIE JACKSON  
LEVERT  
CHAKA KHAN  
CHUCK STANLEY  
ARETHA FRANKLIN  
Hottest:  
HOWARD HEWETT  
DONNA ALLEN  
MELBA MOORE  
JANICE CHRISTIE  
CLUB NOUVEAU

**OC104/Ocean City**  
Fillipelli/Jantzen  
DARYL HALL  
NEW EDITION  
PATTI LABELLE  
ROSE BROTHERS  
MASON  
MADHOUSE  
SYSTEM  
POINTER SISTERS  
BUNNY DEBARGE  
Hottest:  
CLUB NOUVEAU  
CAMEO  
GAP BAND  
MELBA MOORE  
BRUCE WILLIS

## SOUTH

**WJZ/Albany**  
Tony Wright  
ASHFORD & SIMPSON  
SYSTEM  
HERB ALPERT  
LEVERT  
CHAKA KHAN  
KLYMAXX  
GRANDMASTER FLASH  
TRINERE  
CHERYL LYNN  
POINTER SISTERS  
ARETHA FRANKLIN  
Hottest:  
FREDDIE JACKSON  
CLUB NOUVEAU  
MELBA MOORE  
LIONEL RICHIE  
LOOSE ENDS

**WEKS/Atlanta**  
Mitch Faulkner  
READY FOR THE WOR  
BUNNY DEBARGE  
STARPOINT  
JODY WATLEY  
GENOBIA JETER  
VESTA WILLIAMS  
BOBBY BROWN  
MESHAY  
GWEN GUTHRIE  
HERB ALPERT  
BLAKE & HINES  
CHAKA KHAN  
ROSE GAINES  
FULL CIRCLE  
MEL & KIM  
LEVERT  
Hottest:  
SHIRLEY MURDOCK  
MEL & KIM  
CRUSADERS

**WVME/Atlanta**  
Ray Boyd  
STARPOINT  
MADHOUSE  
KOO & THE GANG  
BRUCE WILLIS  
ISAAC HAYES  
HERB ALPERT  
GENOBIA JETER  
FULL FORCE  
LEVERT  
DANA DANE  
Hottest:  
PHYLIS HYMAN  
FREDDIE JACKSON  
LOOSE ENDS  
MIDNIGHT STAR  
JETS

**WVOK/Baton Rouge**  
Rob Neal  
DONNA ALLEN  
SYLVESTER  
KOO & THE GANG  
ONE WAY  
RAINY DAVIS  
HERB ALPERT  
POINTER SISTERS  
ARETHA FRANKLIN  
PHYLIS HYMAN  
KLYMAXX  
Hottest:  
DONNA ALLEN  
LOOSE ENDS  
RAY GOODMAN & BR  
MILLIE JACKSON  
LIONEL RICHIE

**KQXL/Baton Rouge**  
Ricardo/Clay  
ROSE BROTHERS  
DONNA ALLEN  
STARPOINT  
CARL ANDERSON  
MELI'SA MORGAN  
JANET JACKSON  
HERB ALPERT  
SYSTEM  
CHERYL LYNN  
KOO & THE GANG  
CC COOPER  
LUTHER VANDROSS  
TRINERE  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
LIONEL RICHIE  
CLUB NOUVEAU  
GAP BAND

**KMYX/Ojai**  
Howard "HT" Thomas  
TINA TURNER  
BOBBY BROWN  
ARETHA FRANKLIN  
JAMES BROWN  
BUNNY DEBARGE  
MEL & KIM  
GEORGE HOWARD  
GREGORY ABBOTT  
GENESIS  
PHYLIS HYMAN  
Hottest:  
CAMEO  
LOOSE ENDS  
SAMANTHA FOX  
LEVERT  
RJ'S LATEST ARRIV  
VESTA WILLIAMS  
ISAAC HAYES  
HERB ALPERT  
LOOSE ENDS  
PAYNE & INGRAM  
O.C. SMITH  
HOTTEST:  
MELBA MOORE  
SHIRLEY MURDOCK  
LUTHER VANDROSS

**KUKQ/Phoenix**  
Gladden/Thomas  
CLUB NOUVEAU  
GLADYS KNIGHT  
LILLO THOMAS  
JANET JACKSON  
BUNNY DEBARGE  
DONNA ALLEN  
NANCY MARTINEZ  
MIDNIGHT STAR  
WANG CHUNG  
Hottest:  
SHIRLEY MURDOCK  
BEASTIE BOYS  
GAP BAND  
ARETHA FRANKLIN  
LUTHER VANDROSS

**XHRM/San Diego**  
L.D. McCollum  
COVER GIRLS  
NEW EDITION  
HERB ALPERT  
CHAKA KHAN  
JAMES BROWN  
CLUB NOUVEAU  
STACY LATTISAW  
CHERYL LYNN  
ROSE ROYCE  
Hottest:  
EXPOSE  
LIONEL RICHIE  
SHIRLEY MURDOCK  
MADONNA  
GEORGIO ALLENTINI

**KDAY/Los Angeles**  
Patterson/Mack  
SCOTT LAROCK  
JETS  
LOOSE ENDS  
LILLO THOMAS  
CLUB NOUVEAU  
BOBBY BROWN  
GRANDMASTER FLASH  
BIG AUDIO DYNAMIT  
TRINERE  
EMANION  
Hottest:  
SHIRLEY MURDOCK  
FREDDIE JACKSON  
CLUB NOUVEAU  
2 LIVE CREW  
DONNA ALLEN

## WEST

**KDKO/Denver**  
Danny Harris  
ARETHA FRANKLIN  
ONE WAY  
VESTA WILLIAMS  
ISAAC HAYES  
LEVERT  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
DONNA ALLEN  
FIVE STAR  
HOWARD HEWETT

**KJLH/Los Angeles**  
Winston/Torres  
CLUB NOUVEAU  
EXPOSE  
SOS BAND  
Hottest:  
MIKI HOWARD  
SHIRLEY MURDOCK  
FREDDIE JACKSON  
CLUB NOUVEAU  
HOWARD HEWETT

**KSOL/San Francisco**  
Robinson/Moody  
B.A.D. BAND  
SYSTEM  
ONE WAY  
GRANDMASTER FLASH  
LEVERT  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
DONNA ALLEN  
FIVE STAR  
HOWARD HEWETT

**WPEQ/Charlotte**  
Michael Saunders  
FULL FORCE  
EXPOSE  
MEL & KIM  
GENOBIA JETER  
ORAN JUICE JONES  
MADHOUSE  
MESHAY  
Hottest:  
FREDDIE JACKSON  
GAP BAND  
LIONEL RICHIE  
CLUB NOUVEAU  
TIMEX SOCIAL CLUB

**WTKL/Baton Rouge**  
E. Rodney Jones  
ROSIE GAINES  
SOS BAND  
MEL & KIM  
ARETHA FRANKLIN  
KOO & THE GANG  
HERB ALPERT  
CC COOPER  
GENOBIA JETER  
LOOSE ENDS  
DANA DANE  
TIERRA  
Hottest:  
MELBA MOORE  
JAMES BROWN  
O.C. SMITH  
CLUB NOUVEAU  
MILLIE JACKSON

**WATV/Birmingham**  
Ron January  
CHAKA KHAN  
PATTI LABELLE  
HERB ALPERT  
SANDRA FEVA  
POINTER SISTERS  
FULL FORCE  
ASHFORD & SIMPSON  
HOST OF STARS  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
CAMEO  
MIDNIGHT STAR  
CLUB NOUVEAU

**WENN/Birmingham**  
Dave Donnell  
ROSE BROTHERS  
WAR  
BUNNY DEBARGE  
RAINY DAVIS  
SPENCER JONES  
MEL & KIM  
LEVERT  
DANA DANE  
LILLO THOMAS  
FULL FORCE  
EXPOSE  
SANDRA FEVA  
HOST OF STARS  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
GAP BAND  
CAMEO  
DONNA ALLEN

**WQMG/Greensboro**  
Doc Foster  
CLUB NOUVEAU  
EXPOSE  
ORAN JUICE JONES  
HERB ALPERT  
MESHAY  
BLAKE & HINES  
SPOONIE GEE  
BIG AUDIO DYNAMIT  
Hottest:  
CAMEO  
MELBA MOORE  
MIKI HOWARD  
SHIRLEY MURDOCK  
FREDDIE JACKSON

**WHYZ/Greenville**  
Carson/Sewell  
NEW EDITION  
MILLIE SCOTT  
READY FOR THE WOR  
BOBBY BROWN  
SYSTEM  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
LIONEL RICHIE  
CLUB NOUVEAU

**WQFX/Gulfport-Biloxi**  
Al Luv  
NEW KIDS ON THE B  
ARETHA FRANKLIN  
JUICY  
MADHOUSE  
ISAAC HAYES  
STARPOINT  
CHERYL LYNN  
JODY WATLEY  
FULL FORCE  
GWEN GUTHRIE  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
LIONEL RICHIE  
CLUB NOUVEAU

**WJMI/Jackson**  
Carl Haynes  
ARETHA FRANKLIN  
LILLO THOMAS  
BUNNY DEBARGE  
SOS BAND  
Hottest:  
NEW EDITION  
JODY WATLEY  
DOUG E. FRESH  
CYNDI LAUPER  
SHIRLEY JONES

**WKXI/Jackson**  
Tommy Marshall  
KOO & THE GANG  
TRINERE  
HERB ALPERT  
SYSTEM  
FULL FORCE  
ORAN JUICE JONES  
MADHOUSE  
JODY WATLEY  
BIG AUDIO DYNAMIT  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
LIONEL RICHIE  
CLUB NOUVEAU  
RAY GOODMAN & BR

**WZAZ/Jacksonville**  
Nat Jackson  
SHIRLEY JONES  
PAYNE & INGRAM  
EXPOSE  
ARETHA FRANKLIN  
BIG AUDIO DYNAMIT  
JODY WATLEY  
TIERRA  
VESTA WILLIAMS  
KOPPER  
MADHOUSE  
HOST OF STARS  
TRINERE  
CC COOPER  
Hottest:  
LUTHER INGRAM  
DONNA ALLEN  
MELBA MOORE  
JAMES BROWN  
CLUB NOUVEAU

**WPDQ/Jacksonville**  
Brody/Henry  
FOCUS  
MILLIE SCOTT  
SHEILA E  
CHERYL LYNN  
READY FOR THE WOR  
BOBBY BROWN  
HEAVY D & BOYZ  
MEL & KIM  
KOO & THE GANG  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
GAP BAND  
LIONEL RICHIE  
DONNA ALLEN

**KIIZ/Killeen**  
Bill St. John  
WHISTLE  
BILLY OCEAN  
FREDDIE JACKSON  
HERB ALPERT  
BLAKE & HINES  
MEL & KIM  
JODY WATLEY  
BOBBY BROWN  
Hottest:  
DONNA ALLEN  
FREDDIE JACKSON  
SHIRLEY MURDOCK  
CLUB NOUVEAU  
ROSE BROTHERS

**WKGN/Knoxville**  
Bill Clary  
CYNDI LAUPER  
TIA  
HOWARD HEWETT  
Hottest:  
JANET JACKSON  
CAMEO  
SHIRLEY MURDOCK  
MIKI HOWARD  
CLUB NOUVEAU

**KJCB/Lafayette**  
Handy/Davis  
LILLO THOMAS  
BOBBY BROWN  
CHERYL LYNN  
LEVERT  
POINTER SISTERS  
VESTA WILLIAMS  
STARPOINT  
READY FOR THE WOR  
ARETHA FRANKLIN  
Hottest:  
ROSE ROYCE  
MELBA MOORE  
FREDDIE JACKSON  
CLUB NOUVEAU  
LOOSE ENDS

**WLRK/Memphis**  
Wells/Smith  
MILLIE SCOTT  
LEVERT  
PHYLIS HYMAN  
ARETHA FRANKLIN  
SYSTEM  
SHEILA E  
GENOBIA JETER  
O.C. SMITH  
IMPRESSIONS  
WAR  
Hottest:  
SHIRLEY MURDOCK  
LUTHER VANDROSS  
MIKI HOWARD  
ARETHA FRANKLIN  
CLUB NOUVEAU

**WALT/Meridian**  
Audra Russell  
SURFACE  
JODY WATLEY  
SHEILA E  
KOO & THE GANG  
NEW EDITION  
EXPOSE  
MADHOUSE  
STARPOINT  
BIG AUDIO DYNAMIT  
READY FOR THE WOR  
CC COOPER  
ARETHA FRANKLIN  
HERB ALPERT  
HOST OF STARS  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
SHIRLEY MURDOCK  
DONNA ALLEN  
TEMPERATIONS  
FREDDIE JACKSON  
JANET JACKSON

**KOKY/Little Rock**  
Frazier/Earl  
KOO & THE GANG  
SWEET TEE/JAZZY J  
DANA DANE  
WAR  
HERB ALPERT  
GENOBIA JETER  
SYSTEM  
ROSE GAINES  
BILLO DYNAMIT  
Hottest:  
MADHOUSE  
SOS BAND  
FREDDIE JACKSON  
ISAAC HAYES  
LOOSE ENDS

**WLOU/Louisville**  
Tony Fields  
D TRAIN  
LILLO THOMAS  
ARETHA FRANKLIN  
SHEILA E  
EXPOSE  
CLUB NOUVEAU  
ROSE GAINES  
TIMEX SOCIAL CLUB  
ROSE BROTHERS  
Hottest:  
PRINCE PHILLIP MI  
LOOSE ENDS  
MELBA MOORE  
GAP BAND  
RJ'S LATEST ARRIV

**WJYL/Douglasville**  
Phillip David March  
BOBBY BROWN  
READY FOR THE WOR  
SOS BAND  
VESTA WILLIAMS  
FULL FORCE  
ISAAC HAYES  
KLYMAXX  
SYSTEM  
PAYNE & INGRAM  
TRINERE  
Hottest:  
FREDDIE JACKSON  
JETS  
SHIRLEY MURDOCK

**WJSS/Lynchburg**  
Lad Golins  
CLUB NOUVEAU  
MILLIE JACKSON  
TIMEX SOCIAL CLUB  
RAINY DAVIS  
ONE WAY  
FULL FORCE  
FEMALE BODY INSPE  
Hottest:  
CAMEO  
MIKI HOWARD  
CLUB NOUVEAU  
GAP BAND  
LOOSE ENDS

**WDIA/Memphis**  
Bobby O'Jay  
MIDNIGHT STAR  
KOO & THE GANG  
SHEILA E  
SYSTEM  
ONE WAY  
ORAN JUICE JONES  
CHERYL LYNN  
EXPOSE  
LOOSE ENDS  
LILLIE JACKSON  
GLADYS KNIGHT  
MELBA MOORE  
CLUB NOUVEAU

**WHRK/Memphis**  
Wells/Smith  
MILLIE SCOTT  
LEVERT  
PHYLIS HYMAN  
ARETHA FRANKLIN  
SYSTEM  
SHEILA E  
GENOBIA JETER  
O.C. SMITH  
IMPRESSIONS  
WAR  
Hottest:  
SHIRLEY MURDOCK  
LUTHER VANDROSS  
MIKI HOWARD  
ARETHA FRANKLIN  
CLUB NOUVEAU

**WQGN/Knoxville**  
Bill Clary  
CYNDI LAUPER  
TIA  
HOWARD HEWETT  
Hottest:  
JANET JACKSON  
CAMEO  
SHIRLEY MURDOCK  
MIKI HOWARD  
CLUB NOUVEAU

**WEDR/Miami**  
Jackson/Jones  
POINTER SISTERS  
LILLO THOMAS  
VESTA WILLIAMS  
JOCELYN BROWN  
ISAAC HAYES  
ARETHA FRANKLIN  
LEVERT  
SANDY TORANO  
WAR  
NEW EDITION  
CHERYL LYNN  
MYSTIC KREWE  
Hottest:  
CAMEO  
GAP BAND  
MIKI HOWARD  
DONNA ALLEN  
MIDNIGHT STAR

**WQIM/Montgomery**  
Frenche Ba  
SHEILA E  
JACKSONS  
KOO & THE GANG  
Hottest:  
MELBA MOORE  
JANICE CHRISTIE

**WQQK/Nashville**  
J.C. Floyd  
POINTER SISTERS  
WHISTLE  
SYSTEM  
SHEILA E  
BUNNY DEBARGE  
MILLIE SCOTT  
Hottest:  
SHIRLEY MURDOCK  
JETS  
TIMEX SOCIAL CLUB  
RAY GOODMAN & BR

**WYLD-FM/New Orleans**  
Dell Spencer  
GREGORY ABBOTT  
TRINERE  
KLYMAXX  
RAINY DAVIS  
SYSTEM  
MESHAY  
Hottest:  
FREDDIE JACKSON  
MELBA MOORE  
CLUB NOUVEAU  
DONNA ALLEN  
LOOSE ENDS

**WOWU/Norfolk**  
Don Allen  
MADHOUSE  
MESHAY  
GENOBIA JETER  
MILLIE SCOTT  
ONE WAY  
COVER GIRLS  
GWEN GUTHRIE  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
MELBA MOORE  
CLUB NOUVEAU  
LOOSE ENDS

**WORLD/Orlando**  
Earl James  
RJ'S LATEST ARRIV  
O.C. SMITH  
HARRIS MAZYCK  
GLADYS KNIGHT  
JAMES BROWN  
DANCE OF JUICE  
LEVERT  
Hottest:  
DONNA ALLEN  
JETS  
FREDDIE JACKSON  
MIDNIGHT STAR

**KHYS/Port Arthur**  
Petty/Davis  
JODY WATLEY  
SHEILA E  
KOO & THE GANG  
NEW EDITION  
EXPOSE  
MADHOUSE  
STARPOINT  
BIG AUDIO DYNAMIT  
READY FOR THE WOR  
CC COOPER  
ARETHA FRANKLIN  
HERB ALPERT  
HOST OF STARS  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
SHIRLEY MURDOCK  
LIONEL RICHIE  
GAP BAND

**WPLZ/Petersburg**  
Crumbley/Daniels  
SYSTEM  
ISAAC HAYES  
ROSE GAINES  
MADHOUSE  
BILLY VERA & THE  
FULL FORCE  
PAYNE & INGRAM  
COMMODORES  
Hottest:  
FIVE STAR  
JETS  
MIKI HOWARD  
DONNA ALLEN  
FREDDIE JACKSON

**WGU/Chicago**  
Sonny Taylor  
HERB ALPERT  
ARETHA FRANKLIN  
BUNNY DEBARGE  
ONE WAY  
CHERYL LYNN  
COVER GIRLS  
STARPOINT  
Hottest:  
CLUB NOUVEAU  
MELBA MOORE  
DONNA ALLEN  
FREDDIE JACKSON  
LOOSE ENDS

**WBMX/Chicago**  
Jerry Boulding  
BUNNY DEBARGE  
HERB ALPERT  
ONE WAY  
MADHOUSE  
RAINY DAVIS  
FULL FORCE  
CHERYL LYNN  
Hottest:  
MELBA MOORE  
FREDDIE JACKSON  
LIONEL RICHIE  
FIVE STAR

**WBLZ/Cincinnati**  
Brian Castle  
SYLVESTER  
HERB ALPERT  
MEL & KIM  
JODY WATLEY  
Hottest:  
CAMEO  
FREDDIE JACKSON  
MIDNIGHT STAR  
FIVE STAR  
RJ'S LATEST ARRIV

**WZAK/Cleveland**  
Lynn Toltner  
MADHOUSE  
KLYMAXX  
CLUB NOUVEAU  
CHUCK STANLEY  
BEASTIE BOYS  
COMMODORES  
RAINY DAVIS  
COVER GIRLS  
PAYNE & INGRAM  
Hottest:  
FREDDIE JACKSON  
MELBA MOORE  
CLUB NOUVEAU  
JETS  
MELBA MOORE  
JAZZY JEFF  
CLUB NOUVEAU

**WDMT/Cleveland**  
Jeff Kelly  
CLUB NOUVEAU  
TIMEX SOCIAL CLUB  
GEORGIO ALLENTINI  
SYSTEM  
KLYMAXX  
MILLIE SCOTT  
STARPOINT  
GENOBIA JETER  
LEVERT  
BILLY VERA & THE  
ARETHA FRANKLIN  
ONE WAY  
Hottest:  
CLUB NOUVEAU  
LIONEL RICHIE  
DONNA ALLEN  
CLUB NOUVEAU  
LOOSE ENDS

**K94/Norfolk**  
Demetra Merritt  
FULL FORCE  
COMMODORES  
BUNNY DEBARGE  
Hottest:  
FREDDIE JACKSON  
MELBA MOORE  
CLUB NOUVEAU  
SHIRLEY MURDOCK  
DONNA ALLEN

**KAPE/San Antonio**  
Jammin Jerry  
MASON  
JAMES BROWN  
ROSE ROYCE  
KURTIS BLOW  
SHEILA E  
CHERYL LYNN  
GEORGE HOWARD  
COMMODORES  
LEBERT  
BLAKE & HINES  
PAYNE & INGRAM  
ASHFORD & SIMPSON  
READY FOR THE WOR  
Hottest:  
LOOSE ENDS  
LIONEL RICHIE  
TEMPERATIONS  
FREDDIE JACKSON  
JANET JACKSON

**WVON/Toledo**  
Paul Brown  
MADHOUSE  
JAZZY JEFF  
SINITTA  
JODY WATLEY  
JANET JACKSON  
NEW EDITION  
BLAKE & HINES  
MESHAY  
Hottest:  
DONNA ALLEN  
JESSE JOHNSON  
COMMODORES  
LIONEL RICHIE  
FREDDIE JACKSON

**WTL/Indianapolis**  
Jay Johnson  
RAINY DAVIS  
ONE WAY  
ORAN JUICE JONES  
ISAAC HAYES  
SWEET TEE/JAZZY J  
ROSE GAINES  
PICTURE PERFECT  
STARPOINT  
COMMODORES  
TRINERE  
Hottest:  
SHIRLEY MURDOCK  
REBBIE JACKSON  
MELBA MOORE  
LIONEL RICHIE  
CLUB NOUVEAU

**WVCO/Columbus**  
KC Jones  
JETS  
ROSE ROYCE  
BRUCE WILLIS  
SYLVESTER  
JAMES BROWN  
EXPOSE  
Hottest:  
CLUB NOUVEAU  
FREDDIE JACKSON  
CAMEO  
DONNA ALLEN  
HOWARD HEWETT

**WJLB/Detroit**  
James Alexander  
TEENA MARIE  
WORLD CLASS WRECK  
SURFACE  
MEL & KIM  
STARPOINT  
STACY LATTISAW  
RAINY DAVIS  
VESTA WILLIAMS  
Hottest:  
CLUB NOUVEAU  
FREDDIE JACKSON  
JANET JACKSON  
MELBA MOORE  
SHIRLEY MURDOCK

**WGPR/Detroit**  
Joe Spencer  
LEVERT  
READY FOR THE WOR  
JODY WATLEY  
JAMES BROWN  
SHEILA E  
CHERYL LYNN  
BUNNY DEBARGE  
DANA DANE  
KOO & THE GANG  
STEADY B  
LOOSE ENDS  
Hottest:  
MELBA MOORE  
RJ'S LATEST ARRIV  
SHIRLEY MURDOCK  
FREDDIE JACKSON  
JANET JACKSON

**WKWM/Grand Rapids**  
Grant/Franklin  
JAMES BROWN  
STACY LATTISAW  
RAINY DAVIS  
MILLIE JACKSON  
RODNEY FRANKLIN  
VESTA WILLIAMS  
LOOSE ENDS  
Hottest:  
FREDDIE JACKSON  
ROBBIE NEVILL  
CLUB NOUVEAU  
ONE WAY  
MELBA MOORE

**KDKS/Shreveport**  
C. Erwin Daniels  
HERB ALPERT  
CHERYL LYNN  
ISAAC HAYES  
ROSE GAINES  
ORAN JUICE JONES  
GENOBIA JETER  
ONE WAY  
Hottest:  
LOOSE ENDS  
LUTHER INGRAM  
FIVE STAR  
MELBA MOORE  
CLUB NOUVEAU

**WTMP/Tampa**  
Chris Turner  
MADHOUSE  
JAZZY JEFF  
SINITTA  
JODY WATLEY  
JANET JACKSON  
NEW EDITION  
BLAKE & HINES  
MESHAY  
Hottest:  
DONNA ALLEN  
JESSE JOHNSON  
COMMODORES  
LIONEL RICHIE  
FREDDIE JACKSON

**WVDM/Sumter**  
Tony Dean  
DANA DANE  
COMMODORES  
MESHAY  
RAY GOODMAN & BR  
EXPOSE  
STARPOINT  
O.C. SMITH  
Hottest:  
BIZ MARKIE  
DONNA ALLEN  
FREDDIE JACKSON  
LUTHER VANDROSS  
MIDNIGHT STAR

**WLUW/Milwaukee**  
Bernard Miller  
JANET JACKSON  
CLUB NOUVEAU  
JODY WATLEY  
TOTO  
PETER GABRIEL  
POINTER SISTERS  
BUNNY DEBARGE  
TINA TURNER  
MILLIE SCOTT  
MADHOUSE  
ISAAC HAYES  
WANG CHUNG  
CINDERELLA  
MIDNIGHT STAR  
LOU GRAMM  
SYSTEM  
Hottest:  
BILLY VERA & THE  
GENESIS  
JANET JACKSON  
CLUB NOUVEAU  
CLUB NOUVEAU

**WVWS/Saginaw**  
David Rosas  
DONNA ALLEN  
MADHOUSE  
CHERYL LYNN  
KLYMAXX  
JAMES BROWN  
KOO & THE GANG  
TIMEX SOCIAL CLUB  
WAR  
Hottest:  
ROSE ROYCE  
ONE WAY  
FREDDIE JACKSON  
MELBA MOORE  
LIONEL RICHIE

**KMLM/St. Louis**  
Mike Stratford  
GREGORY ABBOTT  
KLYMAXX  
GRANDMASTER FLASH  
JANET JACKSON  
LOOSE ENDS  
SURFACE  
Hottest:  
MELBA MOORE  
SHIRLEY MURDOCK  
FREDDIE JACKSON  
GLADYS KNIGHT  
HOWARD HEWETT

**KATZ-FM/St. Louis**  
Mike Kelly  
RJ'S LATEST ARRIV  
TRINERE  
KLYMAXX  
RAINY DAVIS  
SYSTEM  
BUNNY DEBARGE  
Hottest:  
FREDDIE JACKSON  
MELBA MOORE  
HOWARD HEWETT  
CLUB NOUVEAU  
DONNA ALLEN

**KBZZ/Wichita**  
Rochel Wright  
LILLO THOMAS  
LEVERT  
SYSTEM  
Hottest:  
MILLIE JACKSON  
LOOSE ENDS  
DONNA ALLEN  
CLUB NOUVEAU  
LUTHER VANDROSS

90 Station Reports  
86 Current Reports

The following stations called in frozen playlists this week:  
OC104/Ocean City, Z103/Columbus, WLUW/Milwaukee, WBLX/Mobile.

# SUPER MOTIVATION FOR YOUR HOTTEST ROTATION

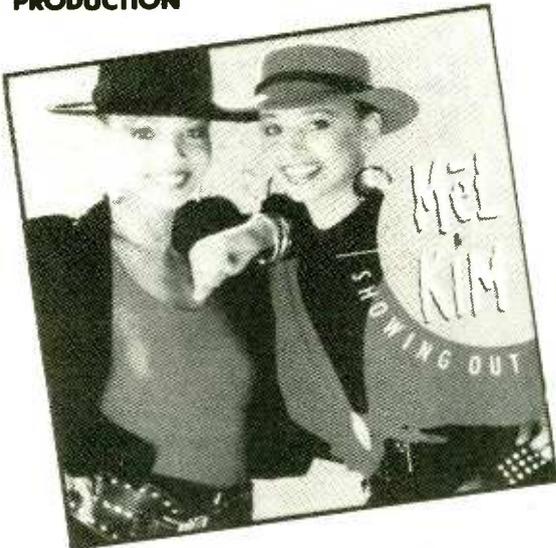
**BLACK/URBAN BREAKERS**

DEBUT **32** 63/10 — 70%

**"SHOWING OUT  
(GET FRESH AT THE  
WEEKEND)"** (7-89329)

**MEL & KIM**

A STOCK AITKEN WATERMAN  
PRODUCTION



**BLACK/URBAN BREAKERS**

57/19 — 63% **One Of The  
MOST ADDED**

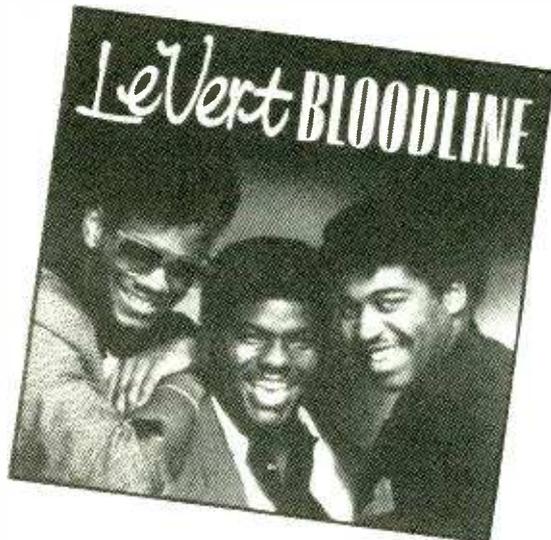
**"FASCINATION"** (7-89311)

**LEVERT**

FROM THE ALBUM **BLOODLINE**

(81669)

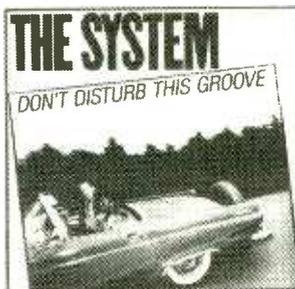
REMIX BY BOB MERLIN BOBB  
& EDDISON SANSBURY



## WATCH FOR OUR NEXT BREAKER

**THE SYSTEM**

FROM THE ALBUM **DON'T DISTURB THIS  
GROOVE** (81691) PRODUCED BY THE SYSTEM  
FOR SCIENCE LAB PRODUCTIONS  
MANAGEMENT & DIRECTION: AMI



**"DON'T DISTURB  
THIS GROOVE"** (7-89320)

One Of The **43/19 — 48%!  
MOST ADDED**



ON ATLANTIC RECORDS

**RADIO & RECORDS NATIONAL AIRPLAY**

**COUNTRY**

**TOP 50**

FEBRUARY 6, 1987

Three Weeks Two Weeks Last Weeks

8	6	2	1	LEE GREENWOOD/Mornin' Ride (MCA)
7	5	1	2	EARL THOMAS CONLEY/I Can't Win For Losin' You (RCA)
10	7	3	3	EDDY RAVEN/Right Hand Man (RCA)
12	8	6	4	RANDY TRAVIS/No Place Like Home (WB)
15	11	8	5	SKO/Baby's Got A New Baby (MTM)
17	13	10	6	RESTLESS HEART/I'll Still Be Loving You (RCA)
20	17	13	7	STEVE WARINER/Small Town Girl (MCA)
18	14	12	8	SWEETHEARTS OF THE RODEO/Midnight Girl/Sunset Town (Columbia)
21	16	15	9	KENNY ROGERS/Twenty Years Ago (RCA)
2	1	5	10	CRYSTAL GAYLE/Straight To The Heart (WB)
19	15	14	11	JUICE NEWTON/What Can I Do With My Heart (RCA)
25	21	16	12	GATLIN BROTHERS/Talkin' To The Moon (Columbia)
4	3	4	13	TANYA TUCKER/I'll Come Back As Another... (Capitol)
31	26	18	14	GEORGE STRAIT/Ocean Front Property (MCA)
23	20	17	15	STATLER BROTHERS/Forever (Mercury/PG)
34	24	19	16	ALABAMA/"You've Got" The Touch (RCA)
26	23	20	17	JOHN SCHNEIDER/Take The Long Way Home (MCA)
30	27	21	18	MARIE DSMOND/I Only Wanted You (Capitol/Curb)
39	28	23	19	BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)
40	33	24	20	HIGHWAY 101/The Bed You Made For Me (WB)
14	12	11	21	KEITH WHITLEY/Homecoming '63 (RCA)
37	32	25	22	ANNE MURRAY/On And On (Capitol)
1	2	9	23	RONNIE MILSAP/How Do I Turn You On (RCA)
—	38	31	24	WAYLON JENNINGS/Rose In Paradise (MCA)
38	31	27	25	TOM WOPAT/Rock And Roll Of Love (EMI America)
41	35	29	26	GEORGE JONES/The Right Left Hand (Epic)
5	4	7	27	NITTY GRITTY DIRT BAND/Fire In The Sky (WB)
—	41	32	28	T. GRAHAM BROWN/Don't Go To Strangers (Capitol)
45	37	33	29	RICKY VAN SHELTON/Wild-Eyed Dream (Columbia)
<b>BREAKER</b>	30	REBA McENTIRE/Let The Music Lift You Up (MCA)		
47	42	35	31	SAWYER BROWN/Gypsies On Parade (Capitol/Curb)
<b>BREAKER</b>	32	MICHAEL MARTIN MURPHEY & HOLLY DUNN/A Face In The Crowd (WB)		
<b>BREAKER</b>	33	JUDDS/Don't Be Cruel (RCA/Curb)		
44	40	36	34	RONNIE McODWELL/Lovin' That Crazy Feelin' (MCA/Curb)
<b>BREAKER</b>	35	MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA)		
3	10	22	36	GARY MORRIS/Leave Me Lonely (WB)
43	39	37	37	LACY J. DALTON/This Ol' Town (Columbia)
—	—	45	38	DDN WILLIAMS/Senorita (Capitol)
—	—	46	39	KATHY MATTEA/You're The Power (Mercury/PG)
9	18	26	40	DAN SEALS/You Still Move Me (EMI America)
—	49	44	41	TOMMY ROE/Let's Be Fools Like That Again (Mercury/PG)
<b>DEBUT</b>	42	D'KANES/Can't Stop My Heart From Lovin' (Columbia)		
11	22	30	43	T.G. SHEPPARD/Half Past Forever (Columbia)
—	—	47	44	K.T. OSLIN/Wall Of Tears (RCA)
6	9	28	45	EDDIE RABBITT/Gotta Have You (RCA)
—	—	49	46	NANCI GRIFFITH/Lone Star State Of Mind (MCA)
<b>DEBUT</b>	47	BILLY VERA & THE BEATERS/At This Moment (Rhino)		
<b>DEBUT</b>	48	D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB)		
<b>DEBUT</b>	49	SHOOTERS/They Only Come Out At Night (Epic)		
27	25	34	50	WILLIE NELSON/Partners After All (Columbia)

Total Reports/Adds	Heavy	Medium	Light
161/0	144	14	3
159/0	133	21	5
157/0	126	24	7
157/1	121	31	5
162/0	115	46	1
161/2	95	60	6
162/1	87	72	3
159/3	94	56	9
162/3	79	78	5
142/0	88	36	18
160/1	70	83	7
164/4	59	95	10
134/0	87	34	13
159/2	50	96	13
148/3	71	68	9
162/2	33	118	11
157/3	42	104	11
155/4	31	103	21
161/3	19	115	27
148/11	16	85	47
130/0	79	35	16
135/5	13	85	37
126/0	72	36	18
155/26	3	79	73
139/8	14	84	41
135/11	15	87	33
130/0	68	46	16
141/15	3	79	59
120/9	7	67	46
133/40	1	54	78
117/9	3	70	44
131/34	2	47	82
116/79	2	34	80
96/5	10	51	35
118/26	1	52	65
75/0	29	30	16
82/2	8	50	24
88/27	1	23	64
91/24	1	29	61
49/0	17	18	14
70/6	1	35	34
77/30	0	19	58
39/0	11	17	11
70/7	1	24	45
49/0	9	21	19
71/6	0	25	46
52/9	2	17	33
47/46	1	7	39
66/11	1	17	48
39/1	2	25	12

**MOST ADDED**

- JUDDS (79)
- PARTON, RONSTADT, HARRIS (46)
- REBA McENTIRE (40)
- MICHAEL M. MURPHEY & HOLLY DUNN (34)
- RICKY SKAGGS (31)
- STEVE EARLE (30)
- O'KANES (30)
- DON WILLIAMS (27)
- WAYLON JENNINGS (26)
- MICHAEL JOHNSON (26)

**HOTTEST**

- EARL THOMAS CONLEY (71)
- RANDY TRAVIS (69)
- LEE GREENWOOD (60)
- SKD (50)
- EDDY RAVEN (45)
- CRYSTAL GAYLE (40)
- RESTLESS HEART (32)
- RONNIE MILSAP (30)
- TANYA TUCKER (29)
- GEORGE STRAIT (27)

**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.

**Note:** "To Know Him Is To Love Him" by Dolly Parton, Linda Ronstadt & Emmylou Harris is the first record to reach R&R's Country chart with fewer than 30% of our reporting stations on it. It debuts at number 48 on the strength of exceptional Parallel I airplay.

**BREAKERS**

**REBA McENTIRE**

**Let The Music Lift You Up (MCA)**

On 81% of reporting stations. Rotations: Heavy 1, Medium 54, Light 78, Total Adds 40 including WPTR, WVAM, WPOC, WILQ, WYII, KSCS, WKLO, WESC, WBHP, WIVK, WYNG, KFGO, WFMS, WITL, WMIL, KYGO, KNAX, KFMS, KUPL, KOLO. Moves 39-30.

**MICHAEL MARTIN MURPHEY & HOLLY DUNN**

**A Face In The Crowd (WB)**

On 80% of reporting stations. Rotations: Heavy 2, Medium 47, Light 82, Total Adds 34 including WYRK, WQBE, WXTU, CHOW, WKHX, KYKR, WXBQ, WEZL, WCOS, KISS-FM, KWMT, WQHK, WGEE, WTSO, WOW, WIL, KYAK, KZLA, KCKC, KMPS. Moves 40-32.

**JUDDS**

**Don't Be Cruel (RCA/Curb)**

On 71% of reporting stations. Rotations: Heavy 2, Medium 34, Light 80, Total Adds 79 including WPTR, WVAM, WCAO, WPOC, WYOU, WCOS, KPLX, WTVY, KIKK, WBHP, KCJB, WMUS, KXXY, WOW, WXCL, KQIL, KFMS, KNIX, KUPL, KCCY. Debuts at number 33.

**MICHAEL JOHNSON**

**The Moon Is Still Over Her Shoulder (RCA)**

On 72% of reporting stations. Rotations: Heavy 1, Medium 52, Light 65, Total Adds 26 including WGNA, WVAM, WYRK, WRKZ, WIXL, WLK, WKLO, WBHP, WIVK, WAMZ, WKKQ, WFMS, WLLR, WKCQ, K102, KGHL, KFMS, KKAT, KRPM, KGA. Moves 41-35.

*Not Just Another Pretty Face . . .*

**"A Face In The Crowd"** (7-28471)

**MICHAEL MARTIN MURPHEY and HOLLY DUNN**



**BREAKERS** 32

From Michael's forthcoming LP "Americana"  
Produced by Steve Gibson and Jim Ed Norman  
Holly Dunn appears courtesy of MTM Records

**RADIO & RECORDS NATIONAL AIRPLAY**

**COUNTRY**

**NEW & ACTIVE**

**KATHY MATTEA "You're The Power" (Mercury/PolyGram) 91/24**

Rotations: Heavy 1, Medium 29, Light 61, Total Adds 24. WGNA, WVAM, WRKZ, WVMI, WXBQ, WIVK, KSSN, WLWI, WYYD, KBUC, WUSN, WONE, KSO, KWMT, WGEE, WTSO, WOW, KIOV, WTHI, KRST, KGHL, KNAX, KMPS, KRPM. Moves 46-39 on the Country chart.

**DON WILLIAMS "Senorita" (Capitol) 88/27**

Rotations: Heavy 1, Medium 23, Light 64, Total Adds 27 including WQBE, WAJR, WVMI, WUSY, WGKX, WUSQ, WUBE, WMNI, WOW, WTCM, KIK-FM, KYGO, KQIL, KFMS, KUPL, KWJJ, KKAT, KSOP. Moves 45-38 on the Country chart.

**O'KANES "Can't Stop My Heart From Lovin' You" (Columbia) 77/30**

Rotations: Heavy 0, Medium 19, Light 58, Total Adds 30 including WRKZ, WPOR, KRRV, WYNK, WEZL, KPLX, WBHP, WLWI, WSIX, WVK, WUSQ, WMIL, WOW, WXCL, WTHI, KUZZ, KNAX, KSO. Debuts at number 42 on the Country chart.

**NANCI GRIFFITH "Lone Star State Of Mind" (MCA) 71/6**

Rotations: Heavy 0, Medium 25, Light 46, Total Adds 6, KASE, WUSY, KIKK, WAMZ, KGHL, KQIL. Medium: WPOR, WCVR, KRRV, WEZL, KBUC, KKYX, WOW, KFRE, KOLO, KTOM, KSOP. Moves 49-46 on the Country chart.

**K.T. OSLIN "Wall Of Tears" (RCA) 70/7**

Rotations: Heavy 1, Medium 24, Light 45, Total Adds 7, WIXY, WBCS, WMIL, WWJO, KTPK, KKAL, KIIM. Heavy: WOKK. Medium: WORC, WRNS, KKIX, WLWI, WCMS, KTTS, WTCM, KRKT, KTOM, KSOP. Moves 47-44 on the Country chart.

**TOMMY ROE "Let's Be Fools Like That Again" (Mercury/PolyGram) 70/6**

Rotations: Heavy 1, Medium 35, Light 34, Total Adds 6, WIXL, WSLR, WFMS, WITL, KIK-FM, KGA. Heavy: KIGO. Medium: WCAO, WCVR, WRNS, KIKK, KSSN, KRMD, WQYK, KJNE, WTQR, KSO, KXXY, KLZ, KCCY. Moves 49-44-41 on the Country chart.

**SHOOTERS "They Only Come Out At Night" (Epic) 66/11**

Rotations: Heavy 1, Medium 17, Light 48, Total Adds 11, WAJR, WIXL, WIVK, WAMZ, WSIX, WUSQ, KWMT, WXCL, KRST, KGHL, KMPS. Heavy: WOKK. Medium: WGNA, KLLL, KRKT, KKCS, KALF, KOLO, KSOP. Debuts at number 49 on the Country chart.

**GIRLS NEXT DOOR "Walk Me In The Rain" (MTM) 64/25**

Rotations: Heavy 0, Medium 11, Light 53, Total Adds 25, WGNA, WQBE, WAJR, WYNK, WEZL, WUSY, KKIX, KKYX, WLWI, WSIX, WYYD, WUBE, KSO, WKKQ, WYNG, KCJB, WMUS, KTPK, KUZZ, KGHL, KUUY, KUGN, KQIL, KOLO, KSOP.

**BILLY VERA & THE BEATERS "At This Moment" (Rhino) 52/9**

Rotations: Heavy 2, Medium 17, Light 33, Total Adds 9, WYRK, WYII, WKHX, WEZL, KYKX, WLWI, KKYX, WLLR, KKCS. Heavy: WOKK, KRMD. Medium: WQBE, WVA, WXBQ, WKSJ, WWKA, WQYK, KJNE, WUBE. Debuts at number 47 on the Country chart.

**GENE STROMAN "Goodbye Song" (Capitol) 49/5**

Rotations: Heavy 1, Medium 17, Light 31, Total Adds 5, WAJR, WPOR, WESC, WAXX, WTSO. Heavy: KKIX. Medium: WCVR, KPLX, WTVY, KKYX, KTTS, KFDI, KRST, KQIL, KALF, KTOM, KSOP.

**SIGNIFICANT ACTION**

**D. PARTON, L. RONSTADT, E. HARRIS "To Know Him Is To Love Him" (WB) 47/46**

Rotations: Heavy 1, Medium 7, Light 39, Total Adds 46 including WRKZ, WXTU, WDSY, WYAY, WLVK, WUSY, KSCS, WIVK, WAMZ, KISSFM, WWKA, WYYD, WUBE, WGARFM, WDAF, KXXY, KWEN, KLZ, KYGO, KNIX, KWJJ. Debuts at number 48 on the Country chart.

**RICKY SKAGGS "I Wonder If I Care As Much" (Epic) 47/31**

Rotations: Heavy 0, Medium 12, Light 35, Total Adds 31 including WPOR, KRRV, WUSY, WTVY, KIKK, WOKK, WLWI, KJNE, WMNI, WONE, WDAF, WBCS, KRKT, KKCS, KUGN, KNAX, KWJJ, KOLO.

**STEVE EARLE "Goodbye's All We've Got Left" (MCA) 47/30**

Rotations: Heavy 0, Medium 9, Light 38, Total Adds 30 including WYOU, WOKQ, KEAN, KYKX, WOKK, WLWI, WUBE, WAXX, WGEE, WMIL, WMUS, KFDI, KRST, KCCY, KSOP.

**BILLY JOE ROYAL "Old Bridges Burn Slow" (Atlantic America) 40/18**

Rotations: Heavy 0, Medium 10, Light 30, Total Adds 18, WVAM, WCAO, WYOU, WQBE, WAJR, KYKR, WEZL, WDXE, KYKX, KKYX, KSO, WAXX, WOW, KTTS, WTCM, KRKT, KVOC, KTOM.

**LISA CHILDRESS "It's Goodbye & So Long To You" (AMI) 36/6**

Rotations: Heavy 1, Medium 10, Light 25, Total Adds 6, WIXL, WVA, WSSN, WUSQ, KTPK, KNAX. Heavy: KTTS. Medium: WAJR, KEAN, WTVY, WQYK, KFGO, KFDI, KRKT, KUGN, KSOP, KIGO.

**MEL McDANIEL "Oh What A Night" (Capitol) 32/12**

Rotations: Heavy 0, Medium 7, Light 25, Total Adds 12, WGNA, WEZL, WDXE, KSSN, WOKK, WCMS, WPAP, KJNE, WGW, KIK-FM, KFRE, KCKC. Medium: KRRV, KKYX, WGEE, KTTS, KFDI, KRKT, KTOM.

**ADAM BAKER "You've Got The Right" (Avista) 31/7**

Rotations: Heavy 0, Medium 3, Light 28, Total Adds 7, WCAO, WVA, WYII, KEAN, WLWI, WUSQ, KFDI. Medium: WOW, KRKT, KOLO. Light: KASE, KKIX, KSSN, KJNE, WYNG, KXXY, WXCL, KUUY.

**BILLY SWAN "I'm Gonna Get You" (Mercury/PolyGram) 26/6**

Rotations: Heavy 0, Medium 8, Light 18, Total Adds 6, KRRV, KFGO, KWMT, WOW, KTTS, KOLO. Medium: KKYX, WQYK, WTCM, KRKT, KALF, KTOM, KSOP.

**A.J. MASTERS "Take A Little Bit Of It Home" (Bermuda Dunes) 26/2**

Rotations: Heavy 0, Medium 7, Light 19, Total Adds 2, KTPK, KFMS. Medium: WYII, WEZL, WCMS, WPAP, WWJO, KRKT, KSOP.

**JIMMY MURPHY "Keep The Faith" (Encore) 24/6**

Rotations: Heavy 0, Medium 8, Light 16, Total Adds 6, WPOR, KRRV, WCMS, KWMT, KIK-FM, KOLO. Medium: WOKK, WLWI, KSO, WOW, KFDI, KRKT, KTOM, KSOP.

**ATLANTA "We Always Agree On Love" (Southern Tracks) 24/4**

Rotations: Heavy 0, Medium 6, Light 18, Total Adds 4, WYII, KKYX, KFGO, KSOP. Medium: WTVY, WPAP, KTTS, KFDI, KRKT, KALF.

**HANK WILLIAMS JR. "When Something Is Good" (WB/Curb) 22/20**

Rotations: Heavy 0, Medium 2, Light 20, Total Adds 20, WYOU, WRKZ, WCVR, KMML, KYKR, KKIX, WDXE, WAMZ, KCJB, KXXY, WXCL, KVOO, KFDI, KRST, KVOC, KNAX, KQIL, KTOM, KCKC. Medium: WDAF.

**DAVID ALLAN COE "Need A Little Time Off For Bad Behavior" (Columbia) 21/16**

Rotations: Heavy 1, Medium 2, Light 18, Total Adds 16, WGNA, WPOC, WYII, KASE, WEZL, WWKA, WDAF, WBCS, KTPK, KVOO, KFDI, KRKT, KIK-FM, KUUY, KKCS, KSOP.

**JUDY RODMAN "Girls Ride Horses Too" (MTM) 19/19**

Rotations: Heavy 0, Medium 2, Light 17, Total Adds 19, WCVR, WIXY, WYII, KRRV, WTVY, WOKK, WWKA, KXXY, WXCL, WTCM, KRKT, KKAL, KUZZ, KVOC, KKCS, KQIL, KNIX, KSOP, KRPM.

**LIZ BOARDO "There's Still Enough Of Us" (Master) 18/7**

Rotations: Heavy 0, Medium 1, Light 17, Total Adds 7, WVA, KRRV, WLWI, KSO, WAXX, WOW, KFDI. Medium: KSOP. Light: WVAM, WCAO, WCVR.

**OAK RIDGE BOYS "It Takes A Little Rain" (MCA) 17/17**

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 17, WTSV, WIXY, WORC, WUSY, WIVK, WOKK, WWKA, WDAF, WMIL, WTCM, KFDI, KRKT, KGHL, KVOC, KWJJ, KTOM, KCKC.

**CHERYL HANDY "One Of The Boys" (RCM) 17/6**

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 6, KRRV, KKYX, WOW, KRKT, KVOC, KOLO. Medium: WCVR, WQYK, KIGO. Light: WCAO, WRNS.

**DENNIS ROBBINS "Long Gone Lonesome Blues" (MCA) 17/0**

Rotations: Heavy 0, Medium 6, Light 11, Total Adds 0, Medium: WTVY, KBMR, KTTS, KFRE, KOLO, KSOP. Light: WCAO, WLWI, WCMS, WONE, KWMT, KVOO.

**LYLE LOVETT "God Will" (MCA/Curb) 14/14**

Rotations: Heavy 0, Medium 3, Light 11, Total Adds 14, WCVR, KEAN, KRRV, KKIX, KBUC, WBCS, WXCL, WWJO, WTCM, KRKT, KUZZ, KUUY, KFRE, KTOM.

**BAMA BAND "Suddenly Single" (Complet/PolyGram) 13/1**

Rotations: Heavy 0, Medium 2, Light 11, Total Adds 1, WAXX. Medium: WTVY, KXXY. Light: WAMZ, WOKK, WLWI, KKYX, KFGO, KTTS, KVOO, KFDI, KFRE, KIGO.

**PAM TILLIS "I Wish She Wouldn't Treat You That Way" (WB) 11/8**

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 8, WIXY, WYII, WAXX, KTPK, KVOO, KRKT, KUUY, KOLO. Light: WTCM, KKCS, KFRE.

**DIAMONDS "Just A Little Bit" (Churchill) 10/4**

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 4, KKYX, KJNE, KTPK, KVOO. Medium: WOW, KRKT. Light: WKSJ, WWJO, KOLO, KIGO.

**MICKEY CLARK "When I'm Over You" (Evergreen) 8/3**

Rotations: Heavy 1, Medium 1, Light 6, Total Adds 3, WLWI, KTTS, KRKT. Heavy: WOKK. Medium: WAMZ. Light: WVAM, WIXY, KFGO.

**ALBUM TRACKS**

ARTIST/Song Title (Label)	Album Title
DAN SEALS/Three Time Loser (EMI America)	<i>Out On The Front Line</i>
ALABAMA/Let's Hear It For The Girl (RCA)	<i>The Touch</i>
REBA McENTIRE/Why Not Tonight (MCA)	<i>What Am I Going To Do...</i>
MEL McDANIEL/Just Can't Sit Down Music (Capitol)	<i>Just Can't Sit Down...</i>
GEORGE STRAIT/All My Ex's Live In Texas (MCA)	<i>Ocean Front Property</i>
RESTLESS HEART/Wheels (RCA)	<i>Wheels</i>
BELLAMY BROTHERS/Country Rap (MCA)	<i>Country Rap</i>
RANDY TRAVIS/My Heart Cracked (WB)	<i>Storms Of Life</i>
EARL THOMAS CONLEY/Right From The Start (RCA)	<i>Too Many Times</i>
MEL McDANIEL/57 Chevy & You (Capitol)	<i>Just Can't Sit Down...</i>
RESTLESS HEART/Hummingbird (RCA)	<i>Wheels</i>
SKO/Trains Make Me Lonesome (MTM)	<i>SKO</i>
RAY CHARLES/Love Is Worth The Pain (Columbia)	<i>From The Pages Of My...</i>
ALABAMA/I Taught Her Everything... (RCA)	<i>The Touch</i>
LYLE LOVETT/Why I Don't Know (MCA/Curb)	<i>Lyle Lovett</i>
GATLIN BROTHERS/Don't Blame Me For Colorado (Columbia)	<i>Partners</i>

★ ATTEND ★  
**COUNTRY RADIO SEMINAR XVIII**  
**FEBRUARY 19-21, 1987 NASHVILLE**



**COUNTRY RADIO BROADCASTERS**

Presenters Of The Country Radio Seminar • Growth Through Sharing Since 1970

50 MUSIC SQUARE WEST—SUITE 604—UA TOWER—NASHVILLE, TN 37203  
 (615) 327-4488 • (615) 329-4487





# RADIO & RECORDS NATIONAL AIRPLAY

## FULL-SERVICE AC

### TOP 20

Three Weeks	Two Weeks	Last Week		
3	2	1	1	LIONEL RICHIE/Ballerina Girl (Motown)
2	1	2	2	BILLY VERA & THE BEATERS/At This Moment (Rhino)
5	4	3	3	CHICAGO/Will You Still Love Me? (WB)
11	8	6	4	JEFFREY OSBORNE/In Your Eyes (A&M)
1	3	4	5	BILLY JOEL/This Is The Time (Columbia)
4	5	5	6	LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
19	15	13	7	KENNY ROGERS/Twenty Years Ago (RCA)
17	14	12	8	TOTO/Without Your Love (Columbia)
—	19	15	9	JETS/You Got It All (MCA)
7	6	7	10	GREGORY ABBOTT/Shake You Down (Columbia)
8	7	8	11	ANITA BAKER/Caught Up In The Rapture (Elektra)
15	13	9	12	EL DeBARGE/Someone (Gordy/Motown)
—	—	19	13	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
9	9	10	14	BENJAMIN ORR/Stay The Night (Elektra)
18	18	16	15	GLASS TIGER/Someday (Manhattan)
6	10	11	16	MIAMI SOUND MACHINE/Falling In Love (Uh-Oh) (Epic)
DEBUT	—	—	17	PAUL McCARTNEY/Only Love Remains (Capitol)
—	20	20	18	JOURNEY/I'll Be Alright Without You (Columbia)
10	11	14	19	BILLY OCEAN/Love Is Forever (Jive/Arista)
DEBUT	—	—	20	JANET JACKSON/Let's Wait Awhile (A&M)

FEBRUARY 6, 1987

Total Reports/Adds	Heavy	Medium	Light
42/3	36	5	1
39/1	29	9	1
38/2	28	8	2
35/1	21	7	7
32/1	17	12	3
33/1	22	8	3
34/5	12	16	6
30/1	16	13	1
33/6	12	18	3
27/0	13	9	5
28/0	12	13	3
28/2	15	11	2
32/3	6	20	6
23/1	8	11	4
24/1	10	11	3
23/0	6	10	7
27/5	3	17	7
20/1	9	9	2
20/0	3	9	8
25/3	2	17	6

### MOST ADDED

- JETS (6)
- RESTLESS HEART (5)
- PAUL McCARTNEY (5)
- KENNY ROGERS (5)
- STEVE WINWOOD (5)
- DARYL HALL (3)
- BRUCE HORNSBY & THE RANGE (3)
- JANET JACKSON (3)
- LIONEL RICHIE (3)
- PAUL SIMON (3)
- LUTHER VANDROSS (3)

### HOTTEST

- LIONEL RICHIE (28)
- CHICAGO (22)
- BILLY VERA & THE BEATERS (19)
- JEFFREY OSBORNE (15)
- BILLY JOEL (12)
- TOTO (12)

## BREAKERS

### LUTHER VANDROSS Stop To Love (Epic)

51% of our reporters on it. Rotations: Heavy 1, Medium 15, Light 6, Total Adds 3, WROK, KSL, WJBC.

### NEW & ACTIVE

- JOURNEY "I'll Be Alright Without You" (Columbia) 20/1**  
Rotations: Heavy 9/0, Medium 9/1, Light 2/0, Total Adds 1, WCCO. Heavy: KFMB, WELI, WGOW, KBOI, WNNR, WTKO, WMTR, WSTU, KTWO. Medium including WPRO, 55KRC, KOY, KJR, WCHS, WHBC, WPOE, KFQD. Light: WICC, WCIL.
- BILLY OCEAN "Love Is Forever" (Jive/Arista) 20/0**  
Rotations: Heavy 3/0, Medium 9/0, Light 8/0, Total Adds 0. Heavy: WTAE, KKOB, KSL. Medium: 55KRC, WTVN, WISN, WCCO, KFMB, WSPD, KBOI, WPOE, WJBC. Light: WCHS, WELI, WHAS, WDBO, WIBC, WROK, WTKO, WSTU.
- CARPENTERS "Honolulu City Lights" (A&M) 18/0**  
Rotations: Heavy 4/0, Medium 11/0, Light 3/0, Total Adds 0. Heavy: WHBY, KKOB, WGBR, KVEC. Medium: WISN, WCCO, KFMB, WCHS, WTIC, WHBC, WIBC, WSPD, KSL, WJBC, WASK. Light: WTMJ, WDBO, WTKO.
- ARETHA FRANKLIN "Jimmy Lee" (Arista) 17/0**  
Rotations: Heavy 3/0, Medium 12/0, Light 2/0, Total Adds 0. Heavy: WELI, WGOW, KTWO. Medium: KHOW, KFMB, KJR, WRVA, WHBC, KUGN, WNNR, WPOE, WMTR, WGBR, WSTU, WCIL. Light: WCHS, KFQD.
- ANNE MURRAY "On And On" (Capitol) 14/1**  
Rotations: Heavy 2/0, Medium 9/0, Light 3/1, Total Adds 1, KFQD. Heavy: WHBY, KVEC. Medium: WCCO, WHBC, WIBC, WSPD, KUGN, KSL, WPOE, WGBR, WASK. Light including WIBA, WJBC.
- AIR SUPPLY "Stars In Your Eyes" (Arista) 13/1**  
Rotations: Heavy 0, Medium 7/1, Light 6/0, Total Adds 1, KSL. Medium including WIBA, WSPD, KUGN, WASK, KTWO, KVEC. Light: WCHS, WHBC, WNNR, WPOE, WGBR, KFQD.
- DARYL HALL "Someone Like You" (RCA) 12/3**  
Rotations: Heavy 1/0, Medium 5/0, Light 6/3, Total Adds 3, WHBC, WROK, WTKO. Heavy: KTWO. Medium: WCCO, WELI, KBOI, WPOE, WMTR. Light including WNNR, WSTU, WJBC.
- SHEILA E "Hold Me" (WB) 10/2**  
Rotations: Heavy 0, Medium 10/2, Light 0, Total Adds 2, WELI, KSL. Medium including WCCO, WCHS, KUGN, WTKO, WCIL, WASK, KTWO, KVEC.
- MADONNA "Open Your Heart" (Sire/WB) 10/1**  
Rotations: Heavy 4/0, Medium 4/0, Light 2/1, Total Adds 1, KBOI. Heavy: WICC, WHAS, WSTU. Medium: WGOW, WSPD, WNNR, WMTR. Light including WTKO.
- STARSHIP "Nothing's Gonna Stop Us Now" (Grunt/RCA) 9/2**  
Rotations: Heavy 0, Medium 5/0, Light 4/2, Total Adds 2, KBOI, WMTR. Medium: KUGN, WPOE, WTKO, WSTU, KTWO. Light including WICC, WNNR.
- CHINA CRISIS "Arizona Sky" (A&M) 9/1**  
Rotations: Heavy 0, Medium 3/0, Light 6/1, Total Adds 1, WCHS. Medium: WCCO, WPOE, KTWO. Light including WHBC, WNNR, WMTR, WGBR, WJBC.

### RESTLESS HEART "I'll Still Be Loving You" (RCA) 8/5

Rotations: Heavy 0, Medium 3/2, Light 5/3, Total Adds 5, WHBY, KUGN, KSL, WGBR, WASK. Medium including KVEC. Light including WTKO, KTWO.

### BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 8/2

Rotations: Heavy 0, Medium 4/1, Light 4/1, Total Adds 2, WCCO, KBOI. Medium including WTKO, KTWO, KVEC. Light including WNNR, WMTR, WSTU.

### POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 8/2

Rotations: Heavy 0, Medium 3/1, Light 5/1, Total Adds 2, KOY, WTKO. Medium including KUGN, KTWO. Light including WNNR, WPOE, WMTR, WSTU.

### SIGNIFICANT ACTION

#### MAUREEN McGOVERN "I Could Have Been A Sailor" (Columbia) 7/1

Rotations: Heavy 0, Medium 3/0, Light 4/1, Total Adds 1, WHBY. Medium: WCCO, WSPD, KSL. Light including WTKO, WGBR, WJBC.

#### BRUCE WILLIS "Respect Yourself" (Motown) 7/1

Rotations: Heavy 0, Medium 4/0, Light 3/1, Total Adds 1, KBOI. Medium: WICC, WPOE, WMTR, WSTU. Light including WNNR, WTKO.

#### MELBA MOORE "Falling" (Capitol) 7/0

Rotations: Heavy 0, Medium 2/0, Light 5/0, Total Adds 0. Medium: WCCO, KVEC. Light: WHBC, WPOE, WTKO, WGBR, WJBC.

#### READY FOR THE WORLD "Love You Down" (MCA) 6/2

Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WICC, WGOW. Medium including WMTR. Light including WNNR, WSTU, KFQD.

#### STEVE WINWOOD "The Finer Things" (Island/WB) 5/5

Rotations: Heavy 0, Medium 0, Light 5/5, Total Adds 5, KUGN, WTKO, WMTR, WGBR, KTWO.

#### 'TIL TUESDAY "Coming Up Close" (Epic) 5/1

Rotations: Heavy 0, Medium 3/0, Light 2/1, Total Adds 1, KUGN. Medium: WASK, KTWO, KVEC. Light including WSTU.

#### MIKI HOWARD "Come Share My Love" (Atlantic) 5/0

Rotations: Heavy 0, Medium 0, Light 5/0, Total Adds 0. Light: WHBC, WNNR, WTKO, WMTR, WGBR.

#### TINA TURNER "What You Get Is What You See" (Capitol) 4/2

Rotations: Heavy 0, Medium 0, Light 4/2, Total Adds 2, WTKO, WMTR. Light including WICC, WSTU.

#### DOWNES & PRICE "My Imagination" (Atlantic) 4/0

Rotations: Heavy 0, Medium 2/0, Light 2/0, Total Adds 0. Medium: KSL, KVEC. Light: WGBR, KTWO.

#### PETER CETERA "Big Mistake" (Full Moon/WB) 4/0

Rotations: Heavy 0, Medium 0, Light 4/0, Total Adds 0. Light: WTKO, WMTR, WJBC, KFQD.

#### PAUL SIMON "The Boy In The Bubble" (WB) 3/3

Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WCHS, KUGN, KFQD.

#### RUSS TAFF "I'm Not Alone" (A&M) 3/2

Rotations: Heavy 0, Medium 2/1, Light 1/1, Total Adds 2, WCCO, WGBR. Medium including KVEC.

#### COLIN JAMES HAY "Hold Me" (Columbia) 3/1

Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WMTR. Medium: KTWO. Light including WTKO.

#### BRUCE SPRINGSTEEN "Fire" (Columbia) 3/1

Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 1, WCIL. Medium: KUGN, KTWO.

#### KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 3/1

Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WMTR. Medium: KTWO. Light including WNNR.

#### BONNIE RAITT "Crime Of Passion" (WB) 3/0

Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0. Medium: WASK, KTWO. Light: WTKO.

**"COME SHARE MY LOVE"**  
(7-89351)

THE STUNNING  
DEBUT SINGLE FROM  
**MIKI HOWARD**  
FROM THE ALBUM,  
**COME SHARE MY LOVE**  
(#1688)  
PRODUCED BY LEMEL HUMES  
FOR NIJEL PRODUCTIONS



AC CHART:

DEBUT **29**

53 AC REPORTERS  
54%

SHARE AN  
UNFORGETTABLE  
LOVE SONG  
WITH MIKI HOWARD



On Atlantic Records  
and Cassettes

**RADIO & RECORDS NATIONAL AIRPLAY**

**ADULT CONTEMPORARY**

**BREAKERS**

**STARSHIP**

**Nothing's Gonna Stop Us Now (Grunt/RCA)**

61% of our reporters on it. Rotations: Heavy 2, Medium 36, Light 22, Total Adds 17 including WSNI, KVIL, B100, WIVY, WIZD, KIOA, WEIM, WSKI, WAGE, K99. Debuts at number 25.

**KOOL & THE GANG**

**Stone Love (Mercury/PolyGram)**

54% of our reporters on it. Rotations: Heavy 0, Medium 28, Light 25, Total Adds 10, WHVE, WFMK, WMGN, KWAV, WEIM, WQHQ, WCHV, WBOW, K99, KMGQ. Debuts at number 30.

**NEW & ACTIVE**

**BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 45/17**

Rotations: Heavy 0, Medium 15/3, Light 30/14, Total Adds 17 including KIFM, WIZD, KELT, WFMK, WHNN, KVUU, KWAV, WSKY, WMPA, WAGE. Medium including WGLL, WSKI, KYJC, KQSW, KALE. Light including WAEB, WNAM, WTRX, WORG, KMGQ.

**POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 45/12**

Rotations: Heavy 1/0, Medium 26/3, Light 18/9, Total Adds 12 including WARM98, WKGW, 3WM, KWEB, WJON. Heavy including WSFL. Medium including WRKA, WIZD, KIOA, WMMJ, WEIM, WTNV, WMPA, WGSV, WORG, WBGM, WZLQ, WMTFM, KKLK, KALE.

**CHINA CRISIS "Arizona Sky" (A&M) 43/6**

Rotations: Heavy 2/0, Medium 15/0, Light 26/6, Total Adds 6, WAEB, WXTX, KDUK, WMMJ, WKYX, WFFX. Heavy: WEIM, WSKY. Medium including WSKY, WQHQ, WTNV, WMPA, WCHV, WGSV, WBGM, WZLQ, WJON, WBOW, KKLK, KALE.

**RESTLESS HEART "I'll Still Be Loving You" (RCA) 39/10**

Rotations: Heavy 2/0, Medium 19/4, Light 18/6, Total Adds 10, WMYX, KIFM, WTFM, WIZD, KRAV, WTNV, WMPA, WSKY, WAGE, KMGQ. Heavy: WEIM, WAHR. Medium including WSKI, WBGM, KTYL, WBOW, KKLK, KYJC, KQSW, KALE.

**HUEY LEWIS & THE NEWS "Jacob's Ladder" (Chrysalis) 35/1**

Rotations: Heavy 12/0, Medium 20/1, Light 3/0, Total Adds 1 including KKLK. Heavy: WHTX, WLLT, WKYE, WRKA, WSFL, KDUK, WSKI, WCKQ, KRLB, WFFX, K99, KALE. Medium including 2WD, K101, KIOA, WTRX, WCHV, WAEV, KYJC.

**HOWARD JONES "All I Want" (Elektra) 31/1**

Rotations: Heavy 0, Medium 14/0, Light 17/1, Total Adds 1, KWFN. Medium: KIOA, WEIM, WSKI, WQHQ, WMPA, WSKY, WCKQ, WCHV, WGSV, WBGM, WZLQ, KKLK, KQSW, KALE. Light including B100, WKYE, WSFL, WAGE, WORG.

**SHIRLEY MURDOCK "As We Lay" (Elektra) 30/30**

Rotations: Heavy 0, Medium 2/2, Light 28/28, Total Adds 30 including WNIC, KELT, WNAM, WQHQ, WCHV, WAGE, WKYX, WAEV, WBGM, KTYL, WMTFM, KKLK.

**ROTATION BREAKOUTS**

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	96/1	84	8	4
2 CHICAGO	94/0	83	8	3
3 JOURNEY	94/1	79	14	1
4 GLASS TIGER	92/1	75	16	1
5 JETS	93/8	70	18	5
6 TOTO	93/1	63	28	2
7 LINDA RONSTADT & JAMES INGRAM	88/2	52	29	7
8 BRUCE HORNSBY & THE RANGE	94/1	51	38	5
9 LUTHER VANOROSS	83/3	46	33	4
10 BILLY VERA & THE BEATERS	76/0	41	31	4
11 KANSAS	77/2	44	30	3
12 JANET JACKSON	89/7	20	56	13
13 MADONNA	71/2	31	38	2
14 BILLY JOEL	67/0	23	39	5
15 ARETHA FRANKLIN	71/0	30	37	4
16 GREGORY ABBOTT	58/0	15	37	6
17 BRUCE WILLIS	69/7	17	43	9
18 READY FOR THE WORLD	70/12	12	39	19
19 DARYL HALL	74/11	9	41	24
20 PAUL McCARTNEY	70/18	5	45	20
21 ANITA BAKER	46/0	5	30	11
22 KENNY ROGERS	63/8	10	42	11
23 COREY HART	58/4	8	36	14
24 BENJAMIN ORR	42/0	8	24	10
25 STARSHIP	60/17	2	36	22
26 EL DeBARGE	42/0	12	23	7
27 JEFFREY OSBORNE	42/0	6	28	8
28 HUEY LEWIS & THE NEWS	35/1	12	20	3
29 MIKI HOWARD	53/4	1	36	16
30 KOOL & THE GANG	53/10	0	28	25

**MOST ADDED**

- SHIRLEY MURDOCK (30)
- PAUL McCARTNEY (18)
- BURNS SISTERS (17)
- STARSHIP (17)
- STEVE WINWOOD (14)
- POINTER SISTERS (12)
- READY FOR THE WORLD (12)
- DARYL HALL (11)
- KOOL & THE GANG (10)
- RESTLESS HEART (10)
- KOOL & THE GANG (10)

**HOTTEST**

- CHICAGO (66)
- JOURNEY (62)
- LIONEL RICHIE (54)
- GLASS TIGER (45)
- JETS (35)
- RONSTADT & INGRAM (31)
- BRUCE HORNSBY & THE RANGE (25)
- TOTO (25)
- BILLY VERA & THE BEATERS (24)
- LUTHER VANOROSS (18)

**JENNIFER WARNES "Ain't No Cure For Love" (Cypress/PolyGram) 29/1**

Rotations: Heavy 5/0, Medium 9/0, Light 15/1, Total Adds 1, WSFL. Heavy: WEIM, WCHV, WMTFM, WJON, KQSW. Medium: WSKI, WMPA, WGSV, WAHR, WBGM, WBOW, KYJC, KMGQ, KALE. Light including WNAM, WTRX, WLHT, WFMK, WHNN.

**SHEILA E "Hold Me" (WB) 27/9**

Rotations: Heavy 0, Medium 7/1, Light 20/8, Total Adds 9, WIZD, WTRX, WSKI, WSKY, WORG, WZLQ, KFSB, WJON, WBOW. Medium including KWFN, WEIM, WCHV, WBGM, KYJC, KALE. Light including B100, WKGW, WSFL, WAGE, K99.

**'TIL TUESDAY "Coming Up Close" (Epic) 27/6**

Rotations: Heavy 2/0, Medium 6/1, Light 19/5, Total Adds 6, WKGW, WTFM, KIOA, WTNV, WGSV, KFSB. Heavy: WSKY, WBGM. Medium including KIFM, WSKI, KRLB, KQSW, KALE. Light including WSFL, WAGE, WORG, WAEV, WZLQ, KKLK, KMGQ.

**SIGNIFICANT ACTION**

**STEVE WINWOOD "The Finer Things" (Island/WB) 21/14**

Rotations: Heavy 1/0, Medium 6/4, Light 14/10, Total Adds 14, B100, KIFM, WIZD, KIOA, WTRX, KWAV, WMMJ, WGLL, WSKI, WAGE, WAEV, WBGM, KYJC, KALE. Heavy: WSKY. Medium including WARM98, WCKQ. Light including WKYE, WMTFM, KWEB.

**SURVIVOR "Is This Love" (Scotti Bros./CBS) 21/1**

Rotations: Heavy 4/0, Medium 13/0, Light 4/1, Total Adds 1, WLACFM. Heavy: 2WD, WLTF, WKYE, WIVY. Medium: WLLT, KKLK, B100, K101, WAEB, U102, WSTF, WHVE, WENS, KRAV, KVUU, WCKQ, WFFX. Light including WXTX, WXUS.

**LIONEL RICHIE "Deep River Woman" (Motown) 20/2**

Rotations: Heavy 7/0, Medium 9/2, Light 4/0, Total Adds 2, WKYX, WAEV. Heavy: WHTX, KMJI, WKYE, WEZC, KELT, WMGN, WAHR. Medium including WPIX, KVIL, 2WD, W101, K101, WXTX, WMTFM. Light: KEZR, WSTF, KWEB, WJON.

**EDDIE MONEY "I Wanna Go Back" (Columbia) 19/8**

Rotations: Heavy 0, Medium 9/2, Light 11/2, Total Adds 8, WHTX, WLTF, B100, WCKQ, WCHV, WORG, KTYL, KFSB. Medium including WKYE, WRKA, WSFL, WHVE, WGLL, WSKY, WFFX. Light including WAEB, KVUU, WAEV, WZLQ.

**ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 15/10**

Rotations: Heavy 1/0, Medium 1/1, Light 13/9, Total Adds 10, WNAM, WGLL, WSKI, WCHV, WORG, WAEV, KTYL, KKLK, KQSW, KALE. Heavy: WSKY. Light including WKYE, WEIM, KRLB, WZLQ.

**LONE JUSTICE "Shelter" (Geffen) 15/3**

Rotations: Heavy 2/0, Medium 8/0, Light 5/3, Total Adds 3, WEIM, WBOW, KDUK.

**BRUCE SPRINGSTEEN "Fire" (Columbia) 14/8**

Rotations: Heavy 0, Medium 4/2, Light 10/6, Total Adds 8, WKYE, WTRX, KDUK, WEIM, WSKY, WCKQ, WBGM, WMTFM. Medium including WGLL, WAEV. Light including B100, KIFM, WORG, KTYL.

**MELBA MOORE "Falling" (Capitol) 14/2**

Rotations: Heavy 0, Medium 3/0, Light 11/2, Total Adds 2, WBGM, WZLQ. Medium: WPIX, WEIM, WCHV. Light including WNAM, WKNE, WSKI, WQHQ, WJON, KKLK, KYJC, KQSW, KMGQ.

**BONNIE RAITT "Crime Of Passion" (WB) 13/5**

Rotations: Heavy 0, Medium 7/2, Light 6/3, Total Adds 5, WMYX, KDUK, WGLL, WZLQ, KQSW. Medium including WEIM, WSKY, WCHV, WBGM, KALE. Light including WORG, KYJC, KMGQ.

**PRETENOERS "My Baby" (Sire/WB) 11/4**

Rotations: Heavy 1/0, Medium 4/0, Light 6/4, Total Adds 4, WTRX, WEIM, KYJC, KALE. Heavy: WSKY. Medium: WSFL, WCKQ, WCHV, WBGM. Light including WORG, KQSW.

**TINA TURNER "What You Get Is What You See" (Capitol) 10/7**

Rotations: Heavy 0, Medium 4/3, Light 6/4, Total Adds 7, WHTX, WKYE, WRKA, WHVE, WEIM, WMPA, K99. Medium including WCKQ. Light including U102, WFFX.

**OWEN & PRICE "My Imagination" (Atlantic) 10/5**

Rotations: Heavy 0, Medium 3/0, Light 7/5, Total Adds 5, WNAM, KIOA, WQHQ, WGSV, WJON. Medium: WEIM, WCHV, WBGM. Light including WZLQ, KQSW.

**GWEN GUTHRIE "Close To You" (Polydor/PolyGram) 9/9**

Rotations: Heavy 0, Medium 0, Light 9/9, Total Adds 9, WNAM, WSKI, WQHQ, WCKQ, WCHV, WAGE, KRLB, WBGM, KMGQ.

**DON JOHNSON "Voice On The Hotline" (Epic) 8/8**

Rotations: Heavy 0, Medium 0, Light 8/8, Total Adds 8, WSFL, WTRX, WEIM, WCKQ, WBGM, WZLQ, KYJC, KQSW.

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.

# CARDS HOTS

## EAST

### PARALLEL ONE

**WEMF**Fitchburg  
Jack Raymond

TINA TURNER  
BRUCE SPRINGSTEEN  
LOVE JUSTICE  
DON JOHNSON  
SHIRLEY MURDOCK  
BOB DOLDO  
RUSS TAPP  
PRETENDERS  
JIMMY BUFFET  
HOLLEST:  
CHICAGO  
LIONEL RICHIE  
RONSTADT & INGRAM  
BILLY VERA & BEAT

**WSPH**Pittsburgh  
Tyler/Baramania

JETS  
STARSHIP  
BRUCE WILLIS  
HOLLEST:  
JOURNEY  
KANSAS  
GLASS TIGER  
MADONNA  
LUTHER VANDROSS

**WHTX**Pittsburgh  
Keith Abrams

TINA TURNER  
EDDIE MONY  
READY FOR THE WOR  
HOLLEST:  
RONSTADT & INGRAM  
HUEY LEWIS & THE  
MADONNA  
LIONEL RICHIE  
BILLY JOEL

### PARALLEL TWO

**WAEI**Allentown  
Chris Bailey

CHINA CRISIS  
JANET JACKSON  
PAUL MCCARTNEY  
HOLLEST:  
CHICAGO  
LIONEL RICHIE  
JOURNEY  
KANSAS  
GLASS TIGER  
JOURNEY

**WJWJ**Johnstown  
Jack Michael

KOOL & THE GANG  
BRUCE SPRINGSTEEN  
TINA TURNER  
HOLLEST:  
LIONEL RICHIE  
LIONEL RICHIE  
CHICAGO  
JOURNEY

**WKD**Wilkes-Barre  
Carpenter/Carr

STARSHIP  
POINTER SISTERS  
MIKI HOWARD  
TIL TUESDAY  
HOLLEST:  
EL DEBARGE  
JOURNEY  
READY FOR THE WOR  
TOTO  
BRUCE HORNSBY

### PARALLEL THREE

**WMMJ**Bangor  
Haskell/Miller

READY FOR THE WOR  
CHINA CRISIS  
STEVE WINWOOD  
JIMMY BUFFET  
HOLLEST:  
GLASS TIGER  
TOTO  
JOURNEY  
BRUCE HORNSBY  
JANET JACKSON

**WPPA**Williamsport  
Sawyer/Masteller

TINA TURNER  
BURNS SISTERS  
SHIRLEY MURDOCK  
RESTLESS HEART  
HOLLEST:  
CHICAGO  
LIONEL RICHIE  
JOURNEY  
LUTHER VANDROSS

## WEST

### PARALLEL ONE

**KLMT**Denver  
Elliot/Bradley

STARSHIP  
HOLLEST:  
BILLY JOEL  
CHICAGO  
LIONEL RICHIE  
LIONEL RICHIE  
RONSTADT & INGRAM

**KOST**Los Angeles  
Kaya/Kiley

PAUL MCCARTNEY  
HOLLEST:  
JETS  
READY FOR THE WOR  
JANET JACKSON  
TOTO  
BRUCE HORNSBY

**KLPT**Phoenix  
Church/Thomas

HUEY LEWIS & THE  
STARSHIP  
JANET JACKSON  
HOLLEST:  
LIONEL RICHIE  
BILLY JOEL  
CHICAGO  
BILLY VERA & BEAT  
MADONNA

### PARALLEL TWO

**KJIX**Boise  
Brian Gregory

JETS  
DARYL HALL  
HOLLEST:  
BILLY JOEL  
CHICAGO  
BILLY VERA & BEAT  
MADONNA

**KGW**Portland  
Reilly/Tom

none  
HOLLEST:  
BILLY JOEL  
LIONEL RICHIE  
BILLY VERA & BEAT  
GREGORY ABBOTT  
CHICAGO

**KHYS**Sacramento  
Irons/Andrews

none  
HOLLEST:  
JETS  
JOURNEY  
RONSTADT & INGRAM  
LUTHER VANDROSS  
GLASS TIGER

### PARALLEL THREE

**8100**San Diego  
Rich/Knight

KANSAS  
EDDIE MONY  
JEFF LORBER  
STEVE WINWOOD  
JIMMY BUFFET  
HOLLEST:  
LUTHER VANDROSS  
JETS  
RONSTADT & INGRAM  
LIONEL RICHIE  
CHICAGO

## SOUTH

### PARALLEL ONE

**WBS**Atlanta  
LoCascio/McCoy

none  
HOLLEST:  
CHICAGO  
JOURNEY  
GLASS TIGER  
JETS  
LIONEL RICHIE

**KVL**Dallas  
Rhodes/Chapman

PAUL MCCARTNEY  
KENNY ROGERS  
HOLLEST:  
JETS  
LIONEL RICHIE  
LUTHER VANDROSS  
BILLY VERA & BEAT  
CHICAGO

**LOVE**Miami  
Moan/Johnson

JETS  
DARYL HALL  
JANET JACKSON  
KENNY ROGERS  
HOLLEST:  
GLASS TIGER  
LIONEL RICHIE  
CHICAGO  
RONSTADT & INGRAM  
TOTO

### PARALLEL TWO

**W101**Tampa  
DeCarlo/Williams

COREY HART  
PAUL MCCARTNEY  
HOLLEST:  
GLASS TIGER  
JETS  
GREGORY ABBOTT  
EL DEBARGE  
LIONEL RICHIE

**W103**Austin  
Reber/Alan

none  
HOLLEST:  
CHICAGO  
ARETHA FRANKLIN  
JETS  
TOTO

**WXTG**Charleston  
Quincy/O'Brian

STARSHIP  
CHINA CRISIS  
MIKI HOWARD  
POINTER SISTERS  
BURNS SISTERS  
HOLLEST:  
JOURNEY  
CHICAGO  
LIONEL RICHIE  
BILLY JOEL  
RONSTADT & INGRAM

### PARALLEL THREE

**KM2Q**Las Vegas  
Tom Martin

none  
HOLLEST:  
BRUCE HORNSBY  
TOTO  
LUTHER VANDROSS  
GLASS TIGER  
KENNY ROGERS

**KWAV**Montreal  
Michael Reading

KOOL & THE GANG  
STEVE WINWOOD  
DARYL HALL  
BURNS SISTERS  
HOLLEST:  
JANET JACKSON  
GLASS TIGER  
JOURNEY  
CROWDED HOUSE  
CHICAGO

### PARALLEL TWO

**KM2Q**Las Vegas  
Tom Martin

none  
HOLLEST:  
BRUCE HORNSBY  
TOTO  
LUTHER VANDROSS  
GLASS TIGER  
KENNY ROGERS

**KWAV**Montreal  
Michael Reading

KOOL & THE GANG  
STEVE WINWOOD  
DARYL HALL  
BURNS SISTERS  
HOLLEST:  
JANET JACKSON  
GLASS TIGER  
JOURNEY  
CROWDED HOUSE  
CHICAGO

### PARALLEL THREE

**KM2Q**Las Vegas  
Tom Martin

none  
HOLLEST:  
BRUCE HORNSBY  
TOTO  
LUTHER VANDROSS  
GLASS TIGER  
KENNY ROGERS

**KWAV**Montreal  
Michael Reading

KOOL & THE GANG  
STEVE WINWOOD  
DARYL HALL  
BURNS SISTERS  
HOLLEST:  
JANET JACKSON  
GLASS TIGER  
JOURNEY  
CROWDED HOUSE  
CHICAGO

### PARALLEL THREE

**8100**San Diego  
Rich/Knight

KANSAS  
EDDIE MONY  
JEFF LORBER  
STEVE WINWOOD  
JIMMY BUFFET  
HOLLEST:  
LUTHER VANDROSS  
JETS  
RONSTADT & INGRAM  
LIONEL RICHIE  
CHICAGO

## MIDWEST

### PARALLEL ONE

**WLLT**Cincinnati  
Roberts/Scott

STARSHIP  
JETS  
HOLLEST:  
BILLY JOEL  
GENESIS  
MADONNA  
LIONEL RICHIE  
KANSAS

**WAPM**Cincinnati  
Kozak/Weet

DARYL HALL  
POINTER SISTERS  
STEVE WINWOOD  
HOLLEST:  
RONSTADT & INGRAM  
BILLY VERA & BEAT  
LIONEL RICHIE  
CHICAGO  
JOURNEY

### PARALLEL TWO

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL TWO

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**8100**San Diego  
Rich/Knight

KANSAS  
EDDIE MONY  
JEFF LORBER  
STEVE WINWOOD  
JIMMY BUFFET  
HOLLEST:  
LUTHER VANDROSS  
JETS  
RONSTADT & INGRAM  
LIONEL RICHIE  
CHICAGO

## FULL-SERVICE AC

### PARALLEL ONE

**WTAEP**Pittsburgh  
Bob Conrad

RONSTADT & INGRAM  
HOLLEST:  
BILLY VERA & BEAT  
LIONEL RICHIE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL TWO

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL TWO

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**8100**San Diego  
Rich/Knight

KANSAS  
EDDIE MONY  
JEFF LORBER  
STEVE WINWOOD  
JIMMY BUFFET  
HOLLEST:  
LUTHER VANDROSS  
JETS  
RONSTADT & INGRAM  
LIONEL RICHIE  
CHICAGO

## 42 Reporters 39 Current Reports

### PARALLEL ONE

**WTAEP**Pittsburgh  
Bob Conrad

RONSTADT & INGRAM  
HOLLEST:  
BILLY VERA & BEAT  
LIONEL RICHIE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL TWO

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL TWO

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**WJTV**Dayton  
Holt/Forcass

MADONNA  
LUTHER VANDROSS  
DARYL HALL  
GENESIS  
HOLLEST:  
CHICAGO  
KANSAS  
JOURNEY  
GLASS TIGER  
LIONEL RICHIE

### PARALLEL THREE

**8100**San Diego  
Rich/Knight

KANSAS  
EDDIE MONY  
JEFF LORBER  
STEVE WINWOOD  
JIMMY BUFFET  
HOLLEST:  
LUTHER VANDROSS  
JETS  
RONSTADT & INGRAM  
LIONEL RICHIE  
CHICAGO

Four stations reported a frozen list this week:  
**WAHR/Huntsville**  
**KKUA/Honolulu**  
**KGW/Portland**  
**KEY103/Austin**

The following station is no longer an AC reporter:  
**WING/Dayton**

One station failed to report a playlist this week so its rotation was frozen:  
**WVNR/Beckley**

Two stations reported a frozen list this week:  
**WPOE/Greenfield**  
**KJR/Seattle**

## RADIO &amp; RECORDS NATIONAL AIRPLAY

## AOR TRACKS

## MOST ADDED

GREGG ALLMAN BAND/Angel (121)  
 BARBUSTERS 1/JOAN JETT/Light (37)  
 SANTANA/Vera (36)  
 SAMMY HAGAR/Winner (34)  
 STEVE WINWOOD/Finer (29)  
 DEEP PURPLE/Call (27)  
 LOU GRAMM/Ready (26)  
 PAUL SIMON/The Boy (25)  
 PSYCHEDELIC FURS/Heartbreak (21)  
 ERIC CLAPTON/Miss (17)

## HOTTEST

BON JOVI/Livin' (51)  
 EDDIE MONEY/I Wanna (48)  
 LOU GRAMM/Midnight (43)  
 BRUCE HORNSBY/Mandolin (38)  
 WORLD PARTY/Ship (35)  
 ERIC CLAPTON/Tearing (32)  
 ROBERT CRAY BAND/Smoking (28)  
 STEVE MILLER BAND/Nobody (28)  
 GENESIS/Tonight (22)  
 ALAN PARSONS PROJECT/Standing (21)

## CHART CLIMBERS

## SANTANA "Vera Cruz" (Columbia) 100/36 (64/64)

Adds including WBYP, WHJY, KTXQ, WSHE, WNOR, KBCO, KLOS, KGB, WZZO, WCCC. Heavy 11 including WXRT, KGON, KFOG, KRQR, WTPA, WAPL, KILQ, KKDJ, KFMQ. Medium 73 including WNEW, WQVE, WLVO, WLLZ, KYYS, KSHE, KZAP, KOME, KLAQ, WDIZ. Moves 50-36.

## KANSAS "Power" (MCA) 95/8 (95/10)

Adds: WBYP, KZEW, WQFM, KFOG, WHEB, WRXL, WRKI, WWTR. Heavy 25 including WHJY, KSHE, KUPD, KOME, WTPA, WAQX, KISS, KMOD, KJOT, KKDJ. Medium 63 including DC101, KLQ, WSHE, KYYS, KBPI, KGB, WPYX, WCCC, WOUR, WAAF. Remains at #32.

## COLIN JAMES HAY "Hold Me" (Columbia) 84/13 (71/13)

Adds: WHCN, WLNZ, KEZO, WRKI, WOOJ, KFMZ, WZZO, KTYD. Heavy 10: WBCN, CHOM, WXRK, WLUP, KBCO, WTPA, WPLR, WIOQ, KRIX, KPOI. Medium 57 including WIYY, WBYP, WNEW, WQVE, WKLS, WSHE, KGB, KFOG, KRQR, KOME. Moves 41-38.

## CROWDED HOUSE "Don't Dream It's Over" (Capitol) 81/16 (65/13)

Adds including WBAB, WKLS, KFOG, KRQR, KOME, WFBQ, KZEL, WGIR. Heavy 18 including WBCN, WHJY, KTXQ, WLUP, WLVO, WCCC, WOUR, WAAF, KLB, WWC. Medium 52 including WBYP, WNEW, WSHE, KYYS, KTCZ, KBCO, KNCN, KLAQ, WKDF, WLAV. Moves 43-37.

## TESLA "Modern Day Cowboy" (Geffen) 77/8 (69/7)

Adds: WHCN, WLNZ, KEZO, WRKI, WOOJ, KFMZ, WZZO, KTYD. Heavy 9: WBCN, KUPD, KWIC, WYV, KRIX, KISS, WWTR, KWHL, KZOO. Medium 51 including WBAB, WNEW, WKLS, WYV, WLLZ, WRIF, KSHE, KBPI, KZAP, KGB. Moves 44-41.

## DAVE EDMUNDS "The Wanderer" (Columbia) 74/3 (74/6)

Adds: KICT, KPOI, WRKI. Heavy 9: WNEW, WXRK, WHFS, WPLR, WPDH, WMR, KZEL, WMGM, WGIR. Medium 54 including WBYP, WMMR, WHJY, DC101, WKLS, KTXQ, WLUP, WLLZ, WRIF, 91X. Remains at #40.

## DEEP PURPLE "Call Of The Wild" (Mercury/PolyGram) 72/27 (46/21)

Adds including WQFM, KOME, WZZO, WCCC, WPDH, WAQX, WKDF, WAPL, KEZO. Heavy 7 including WHJY, WHCN, WYV, KNAC, KFMQ, KTYD. Medium 55 including WIYY, WBAB, WQVE, WKLS, KLQ, WSHE, WLVO, WLLZ, WRIF, KQRS. Moves 58-42.

## RIC OCASEK "Keep On Laughing" (Geffen) 68/5 (64/11)

Adds: KSHE, KGB, WQVE, WMGM, KWHL. Heavy 8 including KOME, KISW, WLIR, WHEB, KLB, WGIR. Medium 54 including WIYY, WBYP, WHJY, WKLS, WNOR, WEBN, WLLZ, KYYS, KBCO, KUPD. Moves 47-43.

## DON DIXON "Praying Mantis" (Enigma) 64/5 (61/3)

Adds: WCCC, WKDF, WONE, KAZY, KZOO. Heavy 8: WHJY, KFOG, WHFS, WHCN, KWIC, KRIX, WRDU, WQBK. Medium 44 including WQVE, WXRT, KUPD, KGB, KOME, WOUR, WAAF, KNCN, WRQK, KEZO. Moves 51-45.

## CONCRETE BLONDE "True" (IRS/MCA) 63/16 (47/21)

Adds including WLLZ, WQFM, KROQ, KOME, WCCC, WAQX, WOUR, KLAQ, KZEL, KLPX. Heavy 3: WBCN, WMR, KROQ. Medium 33 including WHJY, KTXQ, WXRT, KYYS, KBCO, KUPD, 91X, KNCN, WRXL, KMOD. Debuts at #54.

## SPOONS "Bridges Over Borders" (Mercury/PolyGram) 60/12 (49/5)

Adds including WBCN, WBAB, WLLZ, KDQJ, WYV, KPOI, KDJK, KRNA. Heavy 1: WLIR. Medium 41 including WBYP, WKLS, KTXQ, WYV, KYYS, 91X, WPYX, WTPA, KNCN, KLAQ. Debuts at #57.

## LONE JUSTICE "I Found Love" (Geffen) 58/5 (54/12)

Adds: KRQR, WKDF, KBAT, KDJK, WWTR. Heavy 10: WBCN, WXRT, KGB, CHEZ, WKQ, KRIX, WMR, KZEL, KATP, KQWB. Medium 40 including KTXQ, WSHE, WLUP, KLOS, KFOG, WAAF, KLB, KNCN, KLAQ. Moves 55-47.

## PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 56/21 (36/32)

Adds including WNEW, WXRK, WHJY, WYV, KZEL, KKDJ, KPOI, WRKI, WWWW, KFMF. Heavy 9 including WBCN, WXRT, KROQ, WLIR, KRNA, KTCL, KROQ. Medium 40 including WLVO, KBCO, 91X, KRQR, KLB, KNCN, KLAQ, WLAV, KEZO, WIOT. Debuts at #51.

## KINKS "Lost And Found" (MCA) 54/13 (40/14)

Adds including WBYP, WHJY, WQFM, KRQR, WZZO, WPDH, WRXL, WAPL, WTUE, KFMQ. Heavy 15 including WMMR, WXRT, KDQJ, 91X, KOME, WPLR, WWWW, KRNA, KWHL, KGRQ. Medium 33 including WBAB, DC101, KBCO, WTPA, WCCC, WRFX, WXKE, KILQ, KZEL, KFMF. Moves 59-46.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Fire" (Columbia) 51/6 (49/11)

Adds: WNEW, WEBN, WTPA, WHEB, WLNZ, WKQZ. Heavy 12 including WXRK, WMMR, KUPD, KLAQ, WIOT, KOMP, KLPX, WBLM. Medium 28 including WBAB, WKLS, WLUP, WLVO, KBCO, KGB, KFOG, WZZO, WAAF, WIMZ, WKDF. Moves 49-48.

## BARBUSTERS featuring JOAN JETT "Light Of Day" (Blackheart/CBS Associated) 47/37 (10/10)

Adds including WLLZ, KGB, WPYX, WTPA, WPDH, WAAF, WDI, WRQK, WIOT, KILQ. Heavy 4: WBAB, KTXQ, KRQR, WTKX. Medium 37 including WIYY, WNEW, WMMR, WQVE, WHJY, WKLS, WNOR, WEBN, WQMF. Debuts at #55.

## PAUL SIMON "The Boy In The Bubble" (WB) 46/25 (22/8)

Adds including WXRK, WMMR, DC101, KYYS, KFOG, WDI, WAPL, KPOI, KRNA. Heavy 6: WBCN, CHOM, WXRT, WIOQ, KKCY, KESI. Medium 27 including WBAB, KGB, WTPA, WCCC, WPDH, WRXL, WLAV, KILQ, WWWW, KOZZ. Debuts at #59.

## NEW &amp; ACTIVE

## PSEUDO ECHO "Living In A Dream" (RCA) 45/13 (32/3)

Adds including WBCN, WXRK, Q107, WRIF, KRQR, KOME, WHEB, WWWW, KRNA. Powers 1. Heavy 2: WLIR, KROQ. Medium 28 including WNEW, KTXQ, WLLZ, KBCO, KROQ, 91X, KGB, WTPA, KNCN, WYV.

## VINNIE VINCENT "No Substitute" (Chrysalis) 36/6 (31/14)

Adds: WEZX, WAQX, WYV, KKDJ, KFMX, KFMQ. Powers 1. Heavy 2: KNAC, KWHL. Medium 17 including KQRS, KUPD, KDQJ, KWIC, KLAQ, KQDS, KATT, KILQ, KQWB.

## ESQUIRE "Moving Together" (Geffen) 33/13 (21/21)

Adds including WIYY, WXRK, WQFM, WTPA, WHCN, WAQX, KNCN, WWWW, KFMQ, KOZZ. Heavy 0. Medium 22 including WQVE, WLVO, WLLZ, WPYX, WLAV, WMR, WRKI, KFMF.

## WAYSTED "Heaven Tonight" (Capitol) 33/12 (21/17)

Adds including WLLZ, WAQX, KLAQ, WYV, WKDF, WTUE, KATT, WKQZ, KMOD, KOZZ. Heavy 0. Medium 18 including KSHE, WTPA, KNCN, KISS, KFMG, WMGM, KATP, KQWB, WAOR.

## TRIUMPH "Just One Night" (MCA) 30/8 (22/9)

Adds: WBYP, WLLZ, WQFM, WCMF, WAQX, KWIC, KFMZ, KSQY. Powers 1. Heavy 3: Q107, KRNA, KROQ. Medium 21 including WHJY, KSHE, KBPI, KGB, KOME, WXP, KGGO, WWCT.

## STRANGLERS "Always The Sun" (Epic) 29/4 (25/4)

Adds: KROQ, WONE, WWWW, KZOO. Powers 2. Heavy 8: WXRK, 91X, WHFS, WLIR, WFNX, KGRQ, KTCL, KROQ. Medium 16 including WNEW, WXRT, KTCZ, KRQR, WQHA, WTPA, CHEZ, KNCN, WMR.

## GEORGIA SATELLITES "Railroad Steel" (Elektra) 28/2 (27/1)

Adds: WKQ, WRQK. Heavy 6 including WHCN, WLAV, WBLM, KTYD. Medium 22 including WBYP, WKLS, WLVO, WQFM, WOUR, KMJX, WXKE, WIX, KOZZ.

## CHINA CRISIS "Arizona Sky" (Virgin/A&amp;M) 27/6 (23/8)

Adds: KBCO, KWIC, WMR, KLPX, WRKI, WWWW. Powers 3. Heavy 7: KTCZ, KINK, 91X, WLIR, CFNY, KESI, KGRQ. Medium 17 including KFOG, WHFS, CHEZ, WONE, WLAV, WFBQ, KKCY, KATP.

## LOU GRAMM "Ready Or Not" (Atlantic) 26/26 (0/0)

Adds including WQFM, KUPD, WPYX, WAQY, WKDF, WRXL, WRQK, KQDS, KEZO. Heavy 6: KLQ, WLLZ, KOME, KSJO, WAPL, KTYD. Medium 19 including WBYP, WNEW, KGB, WEGR, KATT, KICT, KKDJ, WMGM, WRKI.

## ERIC CLAPTON "Run" (Duck/WB) 23/4 (18/2)

Adds: WCCC, WIOQ, KSQY, KTYD. Powers 2. Heavy 9 including WXRT, KLOS, KFOG, KRQR, WHCN, WLAV, KZEL. Medium 12 including WBYP, WKLS, WDI, WRDU, KEZO, KICT, KKDJ, WRKI.

## BOB GELDOF "Love Like A Rocket" (Atlantic) 22/7 (20/5)

Adds: WBCN, WXRK, WIOQ, WHTF, WIMZ, WONE, KATP. Heavy 5 including WXRT, KROQ, CFNY. Medium 13 including 91X, KFOG, KRQR, KSJO, WPLR, WHEB, WMR, KILQ, KZEL.

## BRIGHTON ROCK "We Came To Rock" (Atco) 21/2 (20/4)

Adds: WLLZ, KDQJ. Heavy 1: KROQ. Medium 10 including WTPA, WOUR, KNCN, WYV, KATP, KRNA.

## HIPSWAY "The Honeythief" (Columbia) 19/3 (16/2)

Adds: KBPI, WAAF, WWC. Heavy 3: WLIR, KGRQ, KROQ. Medium 11 including WXRT, WHFS, KWIC, WONE, WLAV, WMR, KZEL, KKCY.

## JASON &amp; THE SCORCHERS "Shotgun Blues" (EMI America) 18/12 (6/1)

Adds including KQRS, WEZX, WAQY, WHTF, KWIC, KMJX, KFMG, KKDJ, WMGM. Heavy 0. Medium 9 including KUPD, WQHA, KNCN, WMR.

## HUEY LEWIS &amp; THE NEWS "I Know What I Like" (Chrysalis) 18/7 (12/3)

Adds: WIYY, KUPD, WCCC, WIMZ, WFBQ, WYMG, KROQ. Powers 1. Heavy 6 including KFOG, KOME, WTPA, KILQ, WGIR. Medium 12 including Q107, WQFM, WKRR, WYV, WKDF, KSQY.

## IRON MAIDEN "Stranger In A Strange Land" (Capitol) 18/0 (18/1)

Heavy 0. Medium 12 including KTXQ, KUPD, KDQJ, KWIC, KNCN, KLAQ, WYV, KILQ.

## SHRIEKBACK "Gunning For The Buddah" (Island) 17/0 (16/1)

Heavy 4: KTCZ, WLIR, WFNX, KTCL. Medium 8: WXRT, KROQ, 91X, WHFS, CHEZ, KKCY, KATP, KROQ.

## BROKEN HOMES "Steeltown/Bluestown" (MCA) 15/6 (9/4)

Adds: KUPD, KGON, WTPA, WEZX, WTUE, KOZZ. Powers 1. Heavy 1: KZEL. Medium 9 including KOME, WYV, WMR, WMGM, KATP, KROQ.

## BON JOVI "Let It Rock" (Mercury/PolyGram) 15/5 (13/2)

Adds including WCCC, WPLR, WAQX, KAZY. Powers 1. Heavy 5 including WTPA, WAPL. Medium 4: WNEW, Q107, KGB, WHTF.

## C.S. ANGELS "The Cutting Edge" (Island) 14/8 (6/6)

Adds: WQHA, CFNY, KRIX, KKCY, KATP, KGRQ, KTCL, KROQ. Heavy 0. Medium 9 including 91X, WHFS, WFNX, KKGR.

## POISON "Talk Dirty To Me" (Enigma/Capitol) 14/4 (10/4)

Adds: KDQJ, WYV, KFMG, KATP. Powers 1. Heavy 1: KNAC. Medium 8 including KBPI, KUPD, KWIC, KROQ.

## ROBERT CRAY BAND "I Guess I Showed Her" (Mercury/PolyGram) 14/4 (11/4)

Adds: WYX, WAQX, WRKI, KFMF. Heavy 4 including KFOG, CFNY, KZEL. Medium 10 including WBRU, KOME, WEGR, KEZO, KKCY, KATP.

## AOR ALBUMS

## MOST ADDED

STEVE WINWOOD (28)  
 PAUL SIMON (24)  
 ESQUIRE (16)  
 CROWDED HOUSE (16)  
 CONCRETE BLONDE (15)  
 COLIN JAMES HAY (14)  
 PSEUDO ECHO (13)  
 SPOONS (13)  
 STEVIE RAY VAUGHAN . . . (13)  
 WAYSTED (13)

## HOTTEST

BON JOVI (54)  
 EDDIE MONEY (48)  
 LOU GRAMM (43)  
 ERIC CLAPTON (41)  
 BRUCE HORNSBY . . . (40)  
 WORLD PARTY (36)  
 ROBERT CRAY BAND (29)  
 STEVE MILLER BAND (29)  
 GENESIS (26)  
 BOSTON (22)  
 ALAN PARSONS PROJECT (22)

## NEW &amp; ACTIVE

Continued from Page 94

## CHINA CRISIS "What Price Paradise" (Virgin/A&amp;M) 27/5 (23/7)

Adds: KWIC, WMR, KLPX, WRKI, WWWW. Powers 4. Heavy 7: KTCZ, KINK, 91X, WLIR, CFNY, KESI, KGRQ. Medium 17 including KBCO, KFOG, WHFS, CHEZ, WONE, WLAV, WFBQ, KKCY, KATP.

## BOB GELDOF "Deep In The Heart Of Nowhere" (Atlantic) 26/6 (27/2)

Adds: WBCN, WIOQ, WHTF, WIMZ, WONE, KATP. Heavy 5 including WXRK, WXRT, KROQ, CFNY. Medium 16 including 91X, KFOG, KRQR, KSJO, WPLR, WHEB, WMR, KILQ, KZEL.

## BRIGHTON ROCK "Young, Wild And Free" (Atco) 22/2 (21/4)

Adds: WLLZ, KDQJ. Heavy 3: Q107, KNAC, KROQ. Medium 10 including WKLC, WTPA, WOUR, KNCN, WYV, KATP, KRNA.

## HIPSWAY "Hipsway" (Columbia) 20/3 (17/3)

Adds: KBPI, WAAF, WWC. Heavy 3: WLIR, KGRQ, KROQ. Medium 12 including WXRT, WHFS, KWIC, WONE, WLAV, WMR, KZEL, KESI.

## SHRIEKBACK "Big Night Music" (Island) 18/0 (20/2)

Heavy 4: KTCZ, WLIR, WFNX, KTCL. Medium 9: WXRT, KROQ, 91X, WHFS, CHEZ, KKCY, KATP, KESI, KROQ.

## IRON MAIDEN "Somewhere In Time" (Capitol) 18/0 (18/1)

Heavy 1: KNAC. Medium 12 including KTXQ, KUPD, KDQJ, KWIC, KNCN, KLAQ, WYV, KISS, KILQ.

## BROKEN HOMES "Broken Homes" (MCA) 16/6 (10/4)

Adds: KUPD, KGON, WTPA, WEZX, WTUE, KOZZ. Powers 1. Heavy 1: KZEL. Medium 9 including KOME, WYV, WMR, WMGM, KATP, KROQ.

## RATT "Dancing Undercover" (Atlantic) 16/6 (12/1)

Adds: KZEW, KLQ, KAZY, KKDJ, WGIR, WOOJ. Heavy 2: KFMX, KTAL. Medium 8 including WLLZ, KDQJ, WYV, WKDF, KATP.

## C.S. ANGELS "Chasing Shadows" (Island) 15/8 (7/7)

Adds: WQHA, CHEZ, CFNY, KRIX, KKCY, KATP, KGRQ, KROQ. Heavy 0. Medium 9 including 91X, WHFS, WFNX, KKGR, KTCL.

## XTC "Skylarking" (Geffen) 15/2 (14/0)

Adds: KBCO, KROQ. Heavy 6: 91X, WHFS, WLIR, CFNY, WFNX, KTCL. Medium 6: WXRT, KFOG, WMR, KZEL, KSTM, KKCY.

## HOUSEMARTINS "London 0 Hull 4" (Elektra) 15/1 (15/4)

Adds: WMGM. Heavy 6: WBCN, WBRU, CFNY, WAAF, KRNA, KTCL. Medium 6: KROQ, WHFS, WLIR, WMR, WQBK, WFNX.

CHART CLIMBERS — Charted tracks that are building in airplay but have yet to become Breakers. Numbers indicate total reports/adds, e.g., 80/40 means 80 total reports and 40 adds. (Figures in parentheses are last week's data.)

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

## NEW ARTISTS

### Albums

Reports/Adds

1	COLIN JAMES HAY/Looking For Jack (Col.)	89/14
2	CROWDED HOUSE/Crowded House (Capitol)	84/16
3	TESLA/Mechanical Resonance (Geffen)	79/10
4	SPOONS/Bridges Over Borders (Mercury/PG)	66/13
5	CONCRETE BLONDE/Concrete Blonde (IRS/MCA)	65/15
6	DON DIXON/Most Of The Girls Like... (Enigma)	64/5
7	PSEUDO ECHO/Love An Adventure (RCA)	45/13
8	ESQUIRE/Esquire (Geffen)	37/16
9	VINNIE VINCENT/Invasion (Chrysalis)	37/6
10	WAYSTED/Save Your Prayers (Capitol)	34/13

### Tracks

1	COLIN JAMES HAY/Hold Me (Columbia)	84/13
2	CROWDED HOUSE/Don't Dream It's Over (Capitol)	81/16
3	TESLA/Modern Day Cowboy (Geffen)	77/8
4	DON DIXON/Praying Mantis (Enigma)	64/5
5	CONCRETE BLONDE/True (IRS/MCA)	47/21
6	SPOONS/Bridges Over Borders (Mercury/PG)	60/16
7	BARBUSTERS.../Light Of Day (Blackheart/CBS Assoc.)	47/37
8	PSEUDO ECHO/Living In A Dream (RCA)	45/13
9	VINNIE VINCENT/No Substitute (Chrysalis)	36/6
10	ESQUIRE/Moving Together (Geffen)	33/13
	WAYSTED/Heaven Tonight (Capitol)	33/12

New Artists are those who have never had an AOR Breaker. Asterisks (\*) indicate additional tracks from albums which have already been Breakers and thus no longer appear among the albums listed.

## RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS®

### 169 REPORTS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium
— 15 6			1 LOU GRAMM/Midnight Blue (Atlantic)	151+/5	43+	120+	30-
1 1 1			2 BON JOVI/Livin' On A Prayer (Mercury/PG)	130-/0	51-	116-	12+
21 13 7			3 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	140+/3	38+	112+	26-
12 7 5			4 WORLD PARTY/Ship Of Fools (Chrysalis)	144+/3	35+	100+	41=
4 2 2			5 ROBERT CRAY BAND/Smoking Gun (Mercury/PG)	138-/1	28-	102-	35-
15 9 8			6 ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)	153=0	21+	81+	70-
6 3 3			7 EDDIE MONEY/I Wanna Go Back (Columbia)	126-/0	48+	104-	20-
7 4 4			8 ERIC CLAPTON/Tearing Us Apart (Duck/WB)	126-/3	32+	106-	16-
32 23 16			9 GENESIS/Tonight, Tonight, Tonight (Atlantic)	132+/8	22+	80+	49-
28 20 11			10 LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)	149+/5	9+	50+	88-
13 12 9			11 STEVE MILLER BAND/Nobody But You Baby (Capitol)	127-/2	28+	78+	47-
27 22 12			12 BOSTON/Can'tcha Say/Still In Love (MCA)	128+/8	13-	76+	49+
20 16 13			13 EUROPE/The Final Countdown (Epic)	131+/3	13+	61+	60-
11 10 10			14 KBC BAND/America (Arista)	124-/4	13-	78+	38-
— 26 18			15 REO SPEEDWAGON/That Ain't Love (Epic)	138+/5	13+	73+	61-
30 24 20			16 GEORGIA SATELLITES/Battleship Chains (Elektra)	137+/9	5+	51+	81-
— — 28			17 SAMMY HAGAR/Winner Takes It All (Columbia)	139+/34	3+	32+	101+
25 21 19			18 DAVID & DAVID/Ain't So Easy (A&M)	130+/6	4=	37-	85+
— 42 24			19 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	116+/11	11+	52+	60-
— 49 31			20 STEVE WINWOOD/The Finer Things (Island/WB)	117+/29	6+	27+	88+
DEBUT			21 GREGG ALLMAN BAND/I'm No Angel (Epic)	127 /121	0	27	86
42 34 27			22 ERIC CLAPTON/Miss You (Duck/WB)	106+/17	2-	40+	61+
29 27 23			23 'TIL TUESDAY/Coming Up Close (Epic)	101-/4	6-	38+	60-
10 11 17			24 BILLY IDOL/Don't Need A Gun (Chrysalis)	82-/2	8-	52-	25-
44 38 36			25 BENJAMIN ORR/Too Hot To Stop (Elektra)	104+/13	3+	23+	77+
2 6 15			26 PRETENDERS/My Baby (Sire/WB)	74-/0	10-	42-	27+
46 40 33			27 JULIAN COPE/World Shut Your Mouth (Island)	110+/10	1=	14+	82+
33 32 30			28 IGGY POP/Real Wild Child (A&M)	101+/5	2+	19+	69+
41 37 35			29 ROBIN TROWER/No Time (GNP/Crescendo)	107+/12	3+	15+	80+
59 45 38			30 STEVIE RAY VAUGHAN & DOUBLE.../Willie The Wimp (Epic)	106+/14	2+	13+	79+
34 30 26			31 CINDERELLA/Nobody's Fool (Mercury/PG)	80-/4	11-	41-	31-
35 33 32			32 KANSAS/Power (MCA)	95=8	2=	25+	63-
3 5 14			33 PETER GABRIEL/Big Time (Geffen)	69-/1	11-	43-	19+
39 35 34			34 ROB JUNGKLAS/Make It Mean Something (Manhattan)	104=6	0-	13+	71-
18 18 21			35 DEEP PURPLE/Bad Attitude (Mercury/PG)	85-/0	4=	31-	47-
— — 50			36 SANTANA/Vera Cruz (Columbia)	100+/36	2+	11+	73+
57 53 43			37 CROWDED HOUSE/Don't Dream It's Over (Capitol)	81+/16	4+	18+	52+
— 55 41			38 COLIN JAMES HAY/Hold Me (Columbia)	84+/13	1=	10+	57+
16 17 29			39 JOURNEY/I'll Be Alright Without You (Columbia)	55-/0	8-	31-	22-
50 44 40			40 DAVE EDMUNDS/The Wanderer (Columbia)	74=3	2+	9+	54-
52 50 44			41 TESLA/Modern Day Cowboy (Geffen)	77+/8	2=	9+	51+
— — 58			42 DEEP PURPLE/Call Of The Wild (Mercury/PG)	72+/27	0=	7+	55+
— 51 47			43 RIC OCASEK/Keep On Laughing (Geffen)	68+/5	1+	8+	54+
5 8 25			44 ANN WILSON/The Best Man In The World (Capitol)	44-/0	7-	18-	21-
58 56 51			45 DON DIXON/Praying Mantis (Enigma)	64+/5	1=	8+	44-
— — 59			46 KINKS/Lost And Found (MCA)	54+/13	1-	15+	33+
— 60 55			47 LONE JUSTICE/I Found Love (Geffen)	58+/5	1+	10+	40+
38 46 49			48 BRUCE SPRINGSTEEN & THE E STREET BAND/Fire (Columbia)	51+/6	4+	12-	28+
9 14 22			49 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	41-/0	5-	24-	10-
8 25 39			50 BRUCE HORNSBY & THE RANGE/On The Western Skyline (RCA)	40-/0	1-	20-	15-
DEBUT			51 PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	56+/21	0=	9+	40+
17 28 42			52 BOSTON/Cool The Engines (MCA)	36-/0	3-	21-	13-
14 19 37			53 KINKS/Working At The Factory (MCA)	38-/0	2+	16-	19-
DEBUT			54 CONCRETE BLONDE/True (IRS/MCA)	63+/16	0=	3+	33+
DEBUT			55 BARBUSTERS f/JOAN JETT/Light Of Day (Blackheart/CBS)	47+/37	0=	4+	37+
43 52 52			56 BON JOVI/Wanted Dead Or Alive (Mercury/PG)	31-/0	2+	18=	13-
DEBUT			57 SPOONS/Bridges Over Borders (Mercury/PG)	60+/12	0=	1-	41+
31 39 48			58 PRETENDERS/Room Full Of Mirrors (Sire/WB)	34-/0	0-	16-	16-
DEBUT			59 PAUL SIMON/The Boy In The Bubble (WB)	46+/25	2+	6+	27+
24 29 45			60 SMITHEREENS/Behind The Wall Of Sleep (Enigma)	40-/0	1-	9-	21-

## BREAKERS®

**GREGG ALLMAN BAND**  
I'm No Angel (Epic)  
75% of our reporters on it.

**ERIC CLAPTON**  
Miss You (Duck/WB)  
63% of our reporters on it.

**STEVE WINWOOD**  
The Finer Things (Island/WB)  
69% of our reporters on it.

**ROBIN TROWER**  
No Time (GNP/Crescendo)  
63% of our reporters on it.

**BENJAMIN ORR**  
Too Hot To Stop (Elektra)  
62% of our reporters on it.

**JULIAN COPE**  
World Shut Your Mouth (Island)  
65% of our reporters on it.

**STEVIE RAY VAUGHAN & DOUBLE TROUBLE**  
Willie The Wimp (Epic)  
63% of our reporters on it.

**IGGY POP**  
Real Wild Child (A&M)  
60% of our reporters on it.



### AOR NEW & ACTIVE

# STEEL TOWN

AN INDUSTRIAL STRENGTH  
ROCK 'N' ROLL RECORD

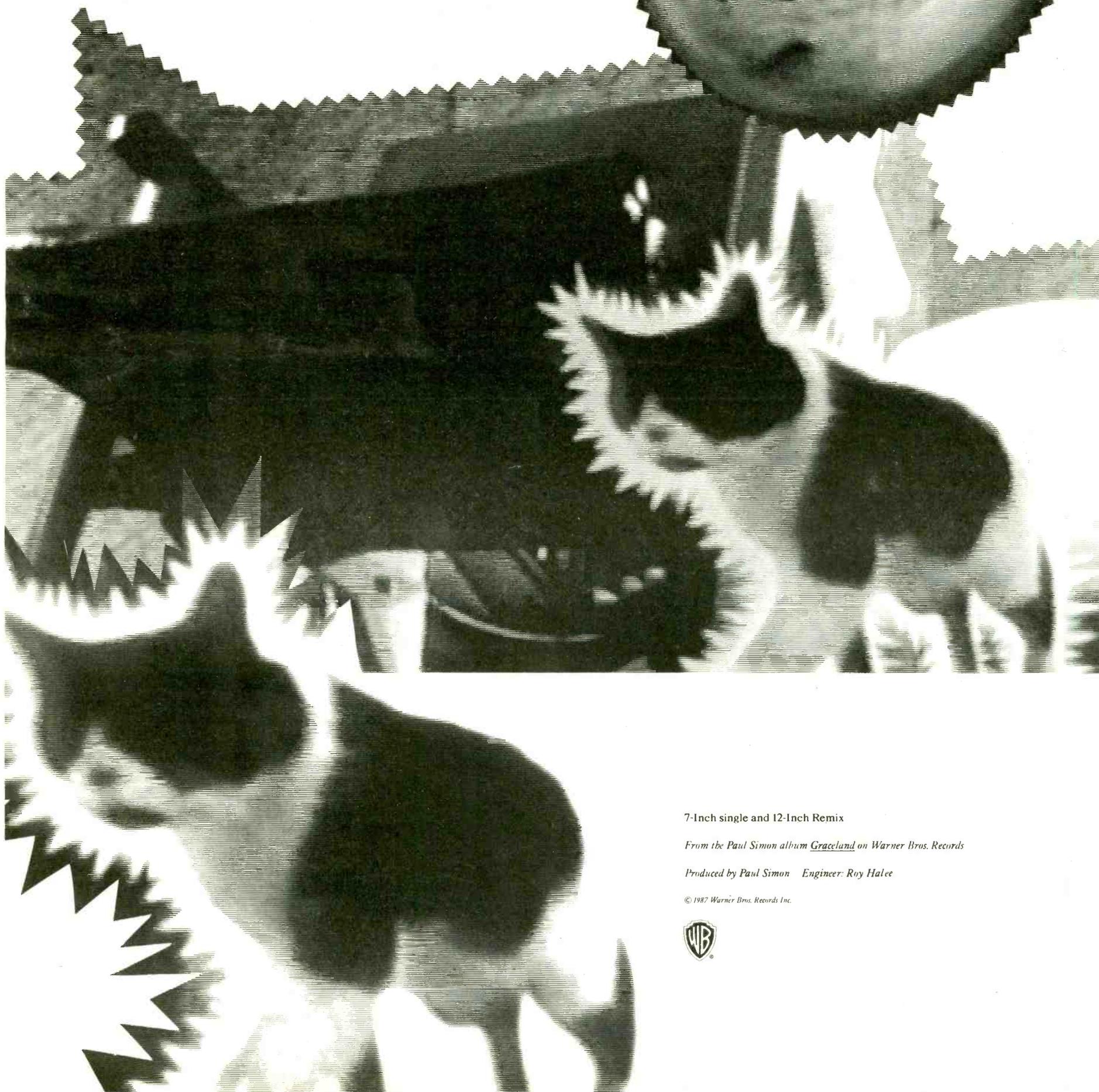
ALREADY ON KUPD, KGON, KOME,  
WDHA, WTPA, WEZX, WFYV, WTUE,  
WMRY, KZEL, KLPX, AND MORE!

PRODUCED BY JEFF EYRICH  
MANAGEMENT: TLC

MCA RECORDS  
© 1987 MCA Records, Inc.

# Paul Simon

*"The Boy In The Bubble"*



7-Inch single and 12-Inch Remix

From the Paul Simon album *Graceland* on Warner Bros. Records

Produced by Paul Simon Engineer: Roy Halee

© 1987 Warner Bros. Records Inc.



**RADIO & RECORDS NATIONAL AIRPLAY**

**AOR ALBUMS**

Three Weeks Two Weeks Last Week

169 REPORTS

FEBRUARY 6, 1987

Reports/Adts Power Heavy Medium

1	1	1	1	<b>ERIC CLAPTON</b> /August (Duck/WB)
4	2	2	2	<b>BON JOVI</b> /Slippery When Wet (Mercury/PG)
<b>DEBUT</b>	3			<b>LOU GRAMM</b> /Ready Or Not (Atlantic)
5	5	4	4	<b>BRUCE HORNSBY &amp; THE RANGE</b> /The Way It Is (RCA)
3	3	3	5	<b>BOSTON</b> /Third Stage (MCA)
8	7	5	6	<b>ROBERT CRAY BAND</b> /Strong Persuader (Mercury/PG)
17	11	9	7	<b>WORLD PARTY</b> /Private Revolution (Chrysalis)
22	14	11	8	<b>ALAN PARSONS PROJECT</b> /Gaudi (Arista)
6	6	6	9	<b>STEVE MILLER BAND</b> /Living In The 20th Century (Capitol)
7	8	10	10	<b>GEORGIA SATELLITES</b> /Georgia Satellites (Elektra)
12	9	7	11	<b>EDDIE MONEY</b> /Can't Hold Back (Columbia)
—	24	16	12	<b>LOS LOBOS</b> /By The Light Of The Moon (Slash/WB)
24	21	14	16	<b>GENESIS</b> /Invisible Touch (Atlantic)
16	15	12	14	<b>KBC BAND</b> /KBC Band (Arista)
2	4	8	15	<b>PRETENDERS</b> /Get Close (Sire/WB)
21	19	15	16	<b>DEEP PURPLE</b> /The House Of Blue Light (Mercury/PG)
23	22	19	17	<b>EUROPE</b> /The Final Countdown (Epic)
18	18	18	18	<b>DAVID &amp; DAVID</b> /Boomtown (A&M)
35	32	24	19	<b>STEVE WINWOOD</b> /Back In The High Life (Island/WB)
25	25	23	20	<b>BENJAMIN ORR</b> /The Lace (Elektra)
14	13	13	21	<b>BILLY IDOL</b> /Whiplash Smile (Chrysalis)
29	27	22	22	<b>'TIL TUESDAY</b> /Welcome Home (Epic)
33	33	31	23	<b>ROBIN TROWER</b> /Passion (GNP/Crescendo)
36	36	34	24	<b>STEVIE RAY VAUGHAN &amp; DOUBLE TROUBLE</b> /Live Alive (Epic)
40	38	32	25	<b>JULIAN COPE</b> /World Shut Your Mouth (Island)
30	29	25	26	<b>CINDERELLA</b> /Night Songs (Mercury/PG)
31	30	30	27	<b>IGGY POP</b> /Blah, Blah, Blah (A&M)
10	10	17	28	<b>PETER GABRIEL</b> /So (Geffen)
19	26	28	29	<b>KANSAS</b> /Power (MCA)
15	16	21	30	<b>KINKS</b> /Think Visual (MCA)
11	23	26	31	<b>BRUCE SPRINGSTEEN &amp; THE E STREET .../Live/1975-85 (Columbia)</b>
34	34	33	32	<b>ROB JUNGKLAS</b> /Closer To The Flame (Manhattan)
—	—	36	33	<b>COLIN JAMES HAY</b> /Looking For Jack (Columbia)
—	—	39	34	<b>CROWDED HOUSE</b> /Crowded House (Capitol)
—	39	35	35	<b>DAVE EDMUNDS</b> /I Hear You Rockin' (Columbia)
9	12	20	36	<b>HUEY LEWIS &amp; THE NEWS</b> /Fore! (Chrysalis)
32	37	37	37	<b>RIC OCASEK</b> /This Side Of Paradise (Geffen)
20	20	29	38	<b>JOURNEY</b> /Raised On Radio (Columbia)
—	—	40	39	<b>TESLA</b> /Mechanical Resonance (Geffen)
38	40	—	40	<b>LONE JUSTICE</b> /Shelter (Geffen)

"Tearing" (126)	"Miss" (106)	"Run" (23)	156-0	41+	131-	24=
"Livin'" (130)	"Wanted" (31)	"Rock" (15)	140-0	54-	126-	12+
"Midnight" (151)	"Ready" (26)	"Heartache" (11)	151/5	43	120	30
"Mandolin" (140)	"Western" (40)	"Kiss" (8)	152+/1	40+	122+	26-
"Can'tcha" (128)	"Cool" (36)	"Hollyann" (25)	137-/2	22-	100+	35-
"Smoking Gun" (138)	"I Guess" (14)	"Door" (12)	145-/1	29-	105-	40=
"Ship" (144)	"Private" (10)	"All Come True" (7)	151+/2	36+	102+	44=
"Standing" (153)	"Too Late" (12)	"Money Talks" (9)	157=0	22+	82+	73-
"Nobody" (127)	"Loved" (24)	"Make" (14)	139-/0	29+	87+	51-
"Battleship" (137)	"Railroad" (28)	"Keep" (25)	147+/2	11=	62+	81-
"I Wanna" (126)	"Endless" (7)	"We Should" (4)	129-/0	48+	107-	20-
"Shakin'" (149)	"Set Me Free" (10)	"Is This All" (5)	154+/7	10+	53+	91-
"Tonight" (132)	"Land" (11)	"Deep" (2)	136+/6	26+	84+	48-
"America" (124)	"When Love" (6)	"Hold Me" (3)	133-/7	13-	80+	44-
"My Baby" (74)	"Room" (34)	"Tradition" (12)	101-/2	12-	54-	40+
"Bad Attitude" (85)	"Call" (72)	"Unwritten Law" (4)	129-/3	4=	32-	81-
"Final" (131)	"Rock" (3)	"Ninja" (1)	132+/3	13+	62+	61-
"Ain't So" (130)	"Swallowed" (4)	"Welcome" (1)	132=5	4=	38-	86+
"Finer Things" (117)	"High Life" (8)	"Take It" (5)	124+/28	8+	31+	90+
"Too Hot" (104)	"Stay" (7)	"In Circles" (2)	116+/12	5+	32+	81+
"Gun" (82)	"Sweet" (10)	"Soul" (8)	91-/2	9-	54-	31-
"Coming" (101)	"What About" (1)	"On Sunday" (1)	103-/4	6-	39+	61-
"No Time" (107)	"Caroline" (3)	"Passion" (3)	113+/12	3+	16+	84+
"Willie" (106)	"Superstition" (3)	"Pride" (3)	108+/13	3+	15+	80+
"World" (110)			111+/11	1=	14+	83+
"Nobody's" (80)	"Nothin'" (3)	"Somebody" (3)	85-/3	12-	42-	35-
"Real Wild Child" (101)	"Shades" (1)	"Isolation" (1)	101+/5	2+	19+	69+
"Big Time" (69)	"Don't" (2)	"Eyes" (2)	72-/1	11-	44-	21+
"Power" (95)	"All I Wanted" (7)	"Tomb 19" (2)	98-/7	2-	25+	67-
"Lost" (54)	"Working" (38)	"Rock" (2)	84-/5	3=	28-	47-
"Fire" (51)	"Seeds" (20)	"Because" (13)	66-/5	5=	20-	33+
"Make It Mean" (104)	"Hello Heaven" (1)		105=6	0-	13+	72-
"Hold Me" (84)	"Looking" (6)	"Can I Hold You?" (3)	89+/14	2=	13+	59+
"Don't Dream" (81)	"World" (2)	"Mean To Me" (1)	84+/16	4+	18+	55+
"Wanderer" (74)	"I Hear You" (11)	"Slipping" (3)	86+/6	2+	10+	61=
"Jacob's" (41)	"I Know" (18)	"Whole Lotta" (10)	66-/0	6-	31-	27-
"Keep On Laughing" (68)	"True" (5)	"Emotion" (2)	74+/5	1+	9-	59+
"I'll Be Alright" (55)	"Positive" (2)	"Happy" (1)	57-/0	9-	32-	23-
"Cowboy" (77)	"Little" (2)	"EZ Come" (1)	79+/10	2=	10+	52+
"I Found Love" (58)	"Shelter" (5)	"Reflected" (2)	62+/5	1+	10=	43+

**ROBIN TROWER**  
**"NO TIME"**  
**AOR BREAKERS**

R&R ALBUMS 31-23 R&R TRACKS 35-29  
 ALBUM NETWORK POWER CUTS 32-25  
**GUITAR HEROES NEVER DIE!**  
 GNP/Crescendo Records, Tapes and CDs

**BREAKERS.**

**LOU GRAMM** Ready Or Not (Atlantic) 89% of our reporters on it.  
**JULIAN COPE** World Shut Your Mouth (Island) 66% of our reporters on it.

**NEW & ACTIVE**

**SPOONS "Bridges Over Borders" (Mercury/PolyGram) 66/13 (53/5)**  
 Adds including WBCN, WBAB, WLLZ, KDJQ, WFYV, WEGR, KPOI, KDJK, KRNA. Heavy 3: Q107, WLIR, CHEZ. Medium 45 including WBYP, WDV, WKLS, KTXQ, WYFN, KYYS, 91X, WPYX, WTPA, KNCN.

**CONCRETE BLONDE "Concrete Blonde" (IRS/MCA) 65/15 (50/22)**  
 Adds including WLLZ, WQFM, KROQ, KOME, WCCC, WAQX, KLAQ, KLPX, WWWV, WIXV. Heavy 4: WBCN, WMRY, KZEL, KRQU. Medium 33 including WHJY, KTXQ, WXRT, KYYS, KBCO, KUPD, 91X, WOUR, KNCN, WRXL.

**DON DIXON "Most Of The Girls Like To Dance..." (Enigma) 64/5 (61/3)**  
 Adds: WCCC, WKDF, WONE, KAZY, KZOO. Powers 1. Heavy 8: WHJY, KFOG, WHFS, WHCN, KWIC, KRIX, WRDU, WQBK. Medium 44 including WDV, WXRT, KUPD, KGB, KOME, WOUR, WAAF, KNCN, WRQK, KEZO.

**PAUL SIMON "Graceland" (WB) 50/24 (27/7)**  
 Adds including WBCN, WXRK, DC101, KYYS, KFOG, WDIZ, WAPL, WMRY, KMOD, KPOI. Powers 2. Heavy 9 including WXRT, KTCZ, KBCO, WIOQ, KESI, KTCL. Medium 28 including WBAB, WMMR, KINK, KGB, WTPA, WCCC, WPDH, WRXL, WLAV, KILQ.

**PSEUDO ECHO "Love An Adventure" (RCA) 45/13 (32/3)**  
 Adds including WBCN, WXRK, Q107, WRIF, KRQR, KOME, WWWV, KRNA. Powers 1. Heavy 2: WLIR, KRQU. Medium 28 including WNEW, KTXQ, WLLZ, KBCO, KROQ, 91X, KGB, WTPA, KNCN, WFYV.

**ESQUIRE "Esquire" (Geffen) 37/16 (21/21)**  
 Adds including WIYY, WXRK, WTPA, WAQX, KNCN, WFYV, WRQK, KMOD, WWWV, KFMQ. Heavy 0. Medium 25 including WDV, WLVO, WLLZ, WPYX, WEZX, KWIC, WLAV, WRKI, KFMF.

**VINNIE VINCENT "Invasion" (Chrysalis) 37/6 (32/14)**  
 Adds: WEZX, WAQX, WFYV, KKDJ, KFMX, KFMQ. Powers 1. Heavy 2: KNAC, KWHL. Medium 18 including QORS, KUPD, KDJQ, KLAQ, KISS, KQDS, KATT, KILQ, KQWB.

**WAYSTED "Save Your Prayers" (Capitol) 34/13 (21/16)**  
 Adds including WLLZ, WAQX, KLAQ, WFYV, WKDF, WTUE, KATT, KMOD, KOZZ. Heavy 1: KNAC. Medium 18 including KSHE, WTPA, WHTF, KNCN, KFMG, WMGM, KATP, KQWB, WAOR.

**TRIUMPH "The Sport Of Kings" (MCA) 34/6 (27/5)**  
 Adds: WBYP, WLLZ, WQFM, WAQX, KWIC, KSQY. Powers 2. Heavy 7: Q107, KBPI, WIMZ, KISS, KATT, KRNA, KRQU. Medium 21 including WHJY, WRIF, KSHE, KGB, KOME, WCMF, WXP, KGGQ, WWCT, KFMZ.

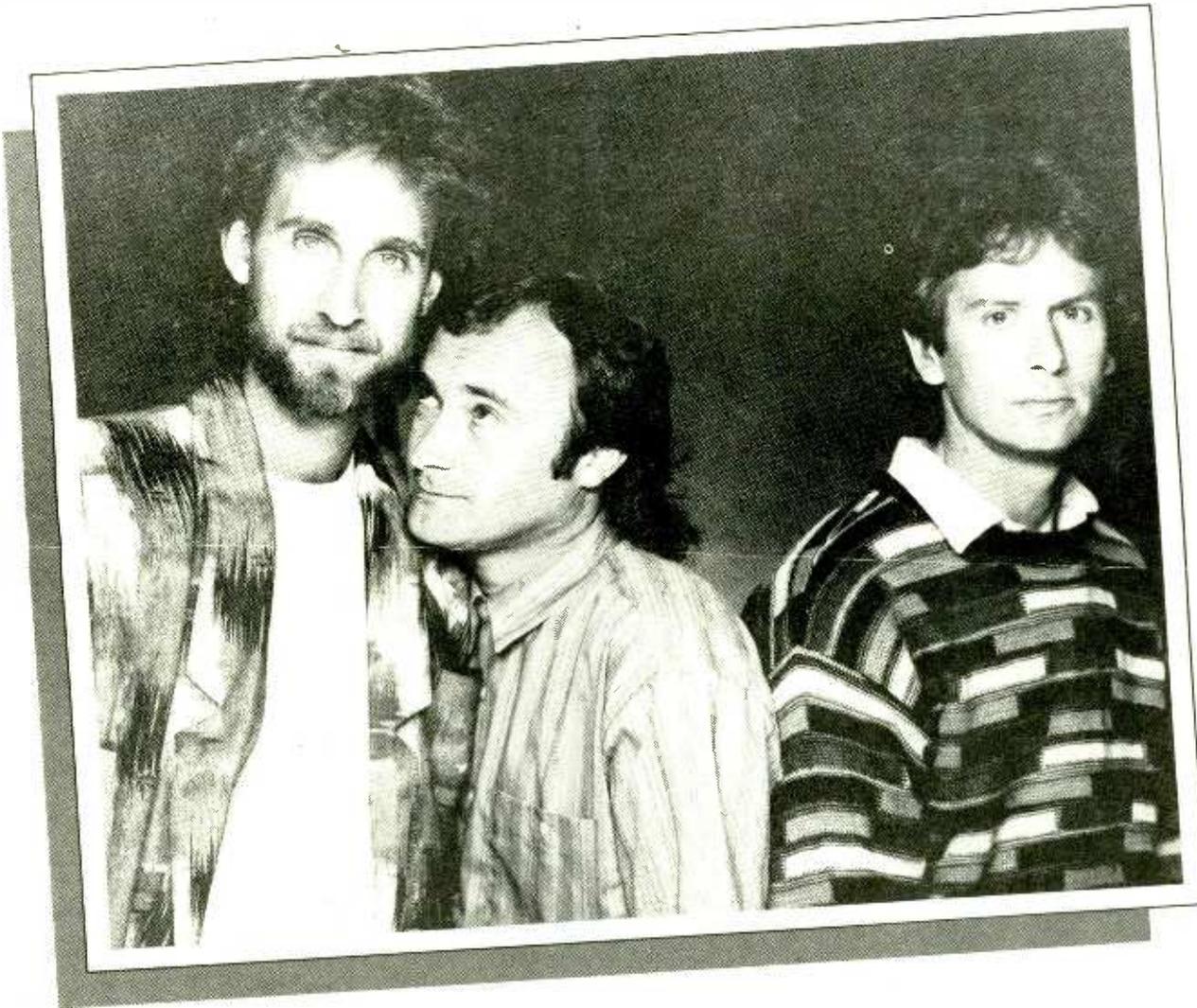
**STRANGLERS "Dreamtime" (Epic) 30/5 (25/4)**  
 Adds: KROQ, KFOG, WONE, WWWV, KZOO. Powers 2. Heavy 8: WXRK, 91X, WHFS, WLIR, WFNX, KGRQ, KTCL, KRQU. Medium 17 including WNEW, WXRT, KTCZ, KRQR, WDHA, WTPA, KNCN, WMRY.

# "TONIGHT, TONIGHT, TONIGHT"

[7-89290]

[also available as a promotional 12" (PR 1007)]

# GENESIS



The New Single  
from the Triple Platinum  
**Invisible Touch** Album

[81641]

Produced by Genesis and Hugh Padgham

## CHR BREAKERS

CHR Debut **39** AOR Tracks **16** - **9** AOR LPs **13**

# HITBOUND! HITBOUND! HITBOUND!



On Atlantic Records

© 1987 Atlantic Recording Corp. A Warner Communications Co



# REGIONAL AIR ACTIVITY

## SOUTH (Continued)

### WNOR-FM/Norfolk (804) 823-0867

VP PROG.: RON REGER  
MD: DAVID HILLARY

Heavy  
GREGG ALLMAN BAND  
PETER GABRIEL  
PRETENDERS  
ROBERT CRAY BAND  
BOB JOVI  
EDDIE MONEY  
STEVE MILLER  
WORLD PARTY  
KINKS  
KBC BAND  
BRUCE HORNSBY  
ALAN PARSONS  
LOU GRAMM  
EUROPE  
ERIC CLAPTON(M)  
Medium  
BILLY JOEL  
DAVID & DAVID  
GENESIS  
RIC O'CASEY  
REO SPEEDWAGON  
SANTANA  
OVER THE TOP  
STARSHIP  
TIL TUESDAY  
DEEP PURPLE  
SMITHEREENS  
LIGHT OF DAY  
TINBUKI  
Light

### WYNF/Tampa (813) 228-6090

PD: CAREY CURELOP  
ASST. PD: RON DIAZ

Heavy  
BOB JOVI  
GENESIS  
ROBERT CRAY BAND  
KBC BAND  
EDDIE MONEY  
ERIC CLAPTON(L)  
LOU GRAMM  
EUROPE  
REO SPEEDWAGON  
Medium  
BRUCE HORNSBY  
ALAN PARSONS  
PRETENDERS  
BOSTON  
STARSHIPERS  
DEEP PURPLE  
GOLDEN CHILD  
PETER GABRIEL  
BILLY JOEL  
STEVE WINWOOD  
KANSAS(L)  
OUTLAWS(L)  
OVER THE TOP  
GEORGIA SATELLITES(L)  
HUEY LEWIS  
JOURNEY  
ROB JUNGKLAS  
TESLA  
DAVID & DAVID  
SPOONS  
JULIAN COPE  
STEVE MILLER(L)  
GREGG ALLMAN BAND  
WORLD PARTY  
LOU LOBOS

## PARALLEL TWO

### WZYC/Atlantic Beach, NC (919) 728-2019

PD: J.P. STEVENS  
MD: ROBIN MITCHLER

Heavy  
EDDIE MONEY  
ERIC CLAPTON(M)  
WORLD PARTY  
LOU GRAMM  
BRUCE HORNSBY  
ALAN PARSONS  
STEVE MILLER  
KBC BAND  
JOURNEY  
STARSHIP  
BOSTON  
TIL TUESDAY  
LOS LOBOS(L)  
Medium  
GREGG ALLMAN BAND  
Light  
CROWDED HOUSE  
JULIAN COPE  
PAUL SIMON  
SPOONS

### KLBJ-FM/Austin (512) 474-8543

OM: CLARK RYAN  
MD: JEFF CARROLL

Heavy  
BOB JOVI  
BOSTON  
ERIC CLAPTON  
DAVID & DAVID  
LOU GRAMM  
EDDIE MONEY  
GREGG ALLMAN BAND  
GENESIS  
OVER THE TOP  
BRUCE HORNSBY  
CROWDED HOUSE  
BILLY IDOL  
STARSHIP  
KINKS  
LOS LOBOS  
RIC O'CASEY  
ALAN PARSONS  
WORLD PARTY  
REO SPEEDWAGON  
SMITHEREENS  
TIL TUESDAY  
STEVE RAY VAUGHAN  
STEVE WINWOOD  
Medium  
BENJAMIN ORR  
Light

### KNCC/Corpus Christi (512) 289-1000

OM: PEPE LOPEZ  
PD: BONNIE STACY

Heavy  
BOB JOVI(M)  
ERIC CLAPTON(M)  
WORLD PARTY  
DEEP PURPLE  
ROBERT CRAY BAND  
LOS LOBOS  
ALAN PARSONS  
ROBIN TROWER  
LOU GRAMM  
EUROPE  
REO SPEEDWAGON  
GEORGIA SATELLITES  
OVER THE TOP  
EDDIE MONEY  
STARSHIP  
Medium  
GREGG ALLMAN BAND  
BILLY IDOL  
ESQUIRE  
Light  
COLIN HAY  
STEVE WINWOOD

### KWIC/Beaumont (409) 842-2210

PD: TED GARLAND  
MD: TIM KELLEY

Heavy  
BOB JOVI  
ERIC CLAPTON(M)  
WORLD PARTY  
EDDIE MONEY  
TINBUKI  
ROBERT CRAY BAND  
STEVE RAY VAUGHAN  
KANSAS  
EUROPE  
LOU GRAMM  
GEORGIA SATELLITES  
KBC BAND  
ROBIN TROWER  
LOS LOBOS  
STEVE MILLER  
DAVID & DAVID  
OVER THE TOP  
ALAN PARSONS  
LOU GRAMM  
REO SPEEDWAGON  
BOSTON(M)  
CINDERELLA  
DON DIXON  
Medium  
Light  
GREGG ALLMAN BAND  
TRUMP  
CHINA CRISIS  
HANK WILLIAMS JR.  
LIGHT OF DAY  
DEEP PURPLE  
PSYCHEDELIC PURS  
JASON & THE SCORCH

### WRFX/Charlotte (704) 933-1121

PD: BOB CHRYSLER  
APD: JOHN ISLEY

Heavy  
GENESIS  
ALAN PARSONS  
BRUCE HORNSBY  
PRETENDERS  
ROBERT CRAY BAND  
KBC BAND  
STEVE MILLER(L)  
WORLD PARTY  
BOSTON(M)  
Medium  
STARSHIP  
ROBIN TROWER  
Light

### KLAQ/EI Paso (915) 544-8864

OM: NAT LAMP  
MD: MIKE RAHEL

Heavy  
BRUCE HORNSBY  
BRUCE SPRINGSTEEN  
BOSTON  
BOB JOVI  
PETER GABRIEL  
CINDERELLA  
EDDIE MONEY  
BENJAMIN ORR  
JOURNEY  
BILLY IDOL  
REO SPEEDWAGON  
KBC BAND  
DAVID & DAVID  
Medium  
ERIC CLAPTON  
GREGG ALLMAN BAND  
WAYSTED  
Light  
CONCRETE BLONDE  
ROBIN TROWER

### WKRR/Greensboro (919) 274-8042

PD: BRUCE WHEELER  
MD: JOHN AMBERG

Heavy  
EDDIE MONEY  
ROBERT CRAY BAND  
LOU GRAMM  
REO SPEEDWAGON  
BRUCE HORNSBY  
STARSHIP  
KBC BAND  
ERIC CLAPTON  
WORLD PARTY  
ALAN PARSONS  
LOS LOBOS  
GEORGIA SATELLITES  
BOSTON  
STEVE MILLER  
ALAN PARSONS  
STEVE MILLER  
GREGG ALLMAN BAND  
Light  
OVER THE TOP  
BIG DISH  
STEVE WINWOOD

### WFYV/Jacksonville (904) 842-1055

PD: CHRIS JONES  
MD: LEX STALEY

Heavy  
BOB JOVI(M)  
BOSTON(M)  
PETER GABRIEL  
GENESIS  
LOU GRAMM(L)  
BILLY JOEL  
JOURNEY  
STEVE MILLER  
STEVE MONEY  
Medium  
GREGG ALLMAN BAND  
LOS LOBOS  
TESLA  
ERIC CLAPTON  
ALAN PARSONS  
GENESIS  
KBC BAND  
ROBERT CRAY BAND  
WORLD PARTY  
Medium  
STEVE MILLER  
JULIAN COPE  
PAUL SIMON  
SPOONS

### WIMZ-FM/Knoxville (615) 525-6000

PD: JOHN LARSON  
MD: MIKE CARPS

Heavy  
ERIC CLAPTON(L)  
JOURNEY  
GENESIS  
EDDIE MONEY(M)  
BOB JOVI  
BRUCE HORNSBY  
DEEP PURPLE  
ROBERT CRAY BAND  
LOS LOBOS  
ALAN PARSONS  
ROBIN TROWER  
LOU GRAMM  
EUROPE  
REO SPEEDWAGON  
GEORGIA SATELLITES  
OVER THE TOP  
EDDIE MONEY  
STARSHIP  
Medium  
GREGG ALLMAN BAND  
BILLY IDOL  
ESQUIRE  
Light  
COLIN HAY  
STEVE WINWOOD

### WKQQ/Lexington (606) 252-6694

PD: PETER DELLORO  
MD: STACY YELTON

Heavy  
BRUCE HORNSBY  
ROBERT CRAY BAND  
BOB JOVI  
ALAN PARSONS  
LOU GRAMM  
EDDIE MONEY  
ROBERT CRAY BAND  
STEVE RAY VAUGHAN  
KANSAS  
EUROPE  
LOU GRAMM  
GEORGIA SATELLITES  
KBC BAND  
ROBIN TROWER  
LOS LOBOS  
STEVE MILLER  
DAVID & DAVID  
OVER THE TOP  
ALAN PARSONS  
LOU GRAMM  
REO SPEEDWAGON  
BOSTON(M)  
CINDERELLA  
DON DIXON  
Medium  
Light  
GREGG ALLMAN BAND

### KMJX/Little Rock (501) 470-0088

PD: TOM WOOD  
MD: DAVID ALLEN ROSS

Heavy  
BOB JOVI  
ERIC CLAPTON(M)  
KBC BAND  
ROBERT CRAY BAND  
STEVE MILLER  
ROBIN TROWER  
GOLDEN CHILD  
PRETENDERS  
EDDIE MONEY  
WORLD PARTY  
GEORGIA SATELLITES(M)  
LOU GRAMM  
Medium  
OVER THE TOP(L)  
COLIN HAY(L)  
Light

### WQMF/Louisville (502) 589-4400

PD: DUKE MEYER  
MD: KEITH TAYLOR

Heavy  
BOSTON  
GENESIS  
EDDIE MONEY  
HUEY LEWIS  
BRUCE HORNSBY  
BRUCE SPRINGSTEEN  
BOB JOVI(M)  
PETER GABRIEL  
STEVE MILLER  
BAD COMPANY  
STARSHIP  
Medium  
STEVE WINWOOD  
OVER THE TOP  
GREGG ALLMAN BAND  
BENJAMIN ORR

### KRIX/McAllen (512) 350-9999

APD: SHOKIN' JOE

Heavy  
GEORGIA SATELLITES  
KBC BAND  
COLIN HAY  
ALAN PARSONS  
STEVE RAY VAUGHAN  
IGGY POP  
TINBUKI  
KANSAS  
TIL TUESDAY  
EUROPE  
EDDIE MONEY  
WORLD PARTY  
LOU GRAMM  
KBC BAND  
ALAN PARSONS  
Medium  
GREGG ALLMAN BAND  
OVER THE TOP  
BIG DISH  
DEEP PURPLE  
PAUL SIMON  
Light

### WKDF/Nashville (615) 244-9532

PD: JUDY MCNUTT  
ASST. PD: DAVID HALL

Heavy  
BOB JOVI(M)  
BOSTON(M)  
PETER GABRIEL  
GENESIS  
LOU GRAMM(L)  
BILLY JOEL  
JOURNEY  
STEVE MILLER  
STEVE MONEY  
Medium  
GREGG ALLMAN BAND  
LOS LOBOS  
TESLA  
ERIC CLAPTON  
ALAN PARSONS  
GENESIS  
KBC BAND  
ROBERT CRAY BAND  
WORLD PARTY  
Medium  
STEVE MILLER  
JULIAN COPE  
PAUL SIMON  
SPOONS

### KBAT/Odesa (915) 563-2121

PD: FRANK HALL  
MD: DREW DAWSON

Heavy  
BOB JOVI  
ERIC CLAPTON  
WORLD PARTY  
ROBERT CRAY BAND  
EDDIE MONEY  
ALAN PARSONS  
KBC BAND  
WORLD PARTY  
Medium  
BRUCE HORNSBY  
STEVE MILLER  
GENESIS  
LOS LOBOS  
LOU GRAMM  
Medium  
SANTANA  
PSYCHEDELIC PURS  
LOVE JUSTICE  
OVER THE TOP

### WTKX/Pensacola (904) 438-7543

PD: MARK DAGWELL  
MD: J.D. STONE

Heavy  
BOB JOVI  
ERIC CLAPTON  
WORLD PARTY  
DEEP PURPLE  
ROBERT CRAY BAND  
LOS LOBOS  
ALAN PARSONS  
ROBIN TROWER  
LOU GRAMM  
EUROPE  
REO SPEEDWAGON  
GEORGIA SATELLITES  
OVER THE TOP  
EDDIE MONEY  
STARSHIP  
Medium  
GREGG ALLMAN BAND  
BILLY IDOL  
ESQUIRE  
Light  
COLIN HAY  
STEVE WINWOOD

### WEGR/Memphis (901) 578-1103

PD: HOWIE CASTLE  
MD: KELLIE CRUISE

Heavy  
ERIC CLAPTON(M)  
BOB JOVI  
STEVE RAY VAUGHAN  
BENJAMIN ORR  
GENESIS  
LOU GRAMM(M)  
WORLD PARTY  
ROB JUNGKLAS  
ROB JUNGKLAS  
KANSAS  
Medium  
GREGG ALLMAN BAND  
Light  
CROWDED HOUSE(L)  
KBC BAND  
DEEP PURPLE  
SPOONS

### WDIZ/Oriando (305) 645-1802

PD: RAD MESSICK

Heavy  
BOB JOVI(M)  
GOLDEN CHILD  
ERIC CLAPTON(M)  
HUEY LEWIS  
ROBERT CRAY BAND  
WORLD PARTY  
CINDERELLA  
JOURNEY  
GENESIS  
LOU GRAMM  
GREGG ALLMAN BAND  
STARSHIP  
KBC BAND  
GREGG ALLMAN BAND  
Medium  
LIGHT OF DAY  
ROBIN TROWER  
PAUL SIMON  
IGGY POP

### WORZ/Oriando (813) 788-1400

PD: ALAN EDWARDS  
MD: MICHAEL W. LOWE

Heavy  
KBC BAND(L)  
EDDIE MONEY(L)  
BOB JOVI(L)  
ROB JUNGKLAS  
BRUCE HORNSBY(L)  
STEVE MILLER(L)  
WORLD PARTY  
ROBERT CRAY BAND  
ALAN PARSONS  
ERIC CLAPTON(L)  
REO SPEEDWAGON  
EUROPE  
Medium  
LOS LOBOS(L)  
Light

### WRDU/Raleigh (919) 782-1061

OM/ PD: BEN BALL  
MD: BOB WALTON

Heavy  
BOSTON  
DON DIXON  
BOB JOVI(M)  
ERIC CLAPTON(M)  
PETER GABRIEL  
BRUCE HORNSBY  
ROBERT CRAY BAND  
JOURNEY  
CINDERELLA  
EDDIE MONEY  
GENESIS  
WORLD PARTY  
LOU GRAMM  
KBC BAND  
ALAN PARSONS  
Medium  
GREGG ALLMAN BAND  
OVER THE TOP  
BIG DISH  
DEEP PURPLE  
PAUL SIMON  
Light

### WRXL/Richmond (804) 282-9731

PD: DAVID GROSSMAN  
MD: PAUL SHUGRUE

Heavy  
PETER GABRIEL  
ERIC CLAPTON  
ROBERT CRAY BAND  
TESLA  
LOU GRAMM  
ROBIN TROWER  
Medium  
STEVE WINWOOD  
BRUCE SPRINGSTEEN  
Light  
C.S. ANGELS  
PSYCHEDELIC PURS  
STARSHIP

### WKGR/West Palm Beach (305) 655-2308

PD: TOM STEVENS  
APD: MIKE RYAN

Heavy  
EDDIE MONEY  
BRUCE HORNSBY  
ALAN PARSONS(L)  
PSYCHEDELIC PURS  
ERIC CLAPTON(M)  
DAVID & DAVID  
ROBERT CRAY BAND  
JOURNEY  
REO SPEEDWAGON  
GENESIS  
LOU GRAMM  
BOSTON  
KBC BAND  
WORLD PARTY  
STARSHIP  
GREGG ALLMAN BAND  
SANTANA  
Light  
OVER THE TOP

### KISS/San Antonio (512) 223-8211

PD: TRIP REEB  
APD: TOM SCHEPPKE

Heavy  
BOB JOVI  
BOSTON  
CINDERELLA  
DEEP PURPLE(M)  
LOU GRAMM  
ROBERT CRAY BAND  
EDDIE MONEY  
OVER THE TOP  
ERIC O'CASEY  
ERIC CLAPTON  
GENESIS  
LOU GRAMM  
BRUCE HORNSBY  
LOU GRAMM  
TESLA  
TRUMP(L)  
STEVE RAY VAUGHAN  
GEORGIA SATELLITES  
Light

## PARALLEL THREE

### KATP/Amarillo (806) 374-1637

PD: JAKE RANDALL  
MD: DALE MILLER

Heavy  
BOB JOVI  
ERIC CLAPTON(M)  
EDDIE MONEY  
WORLD PARTY  
LOU JUSTICE  
ALAN PARSONS  
KBC BAND  
STEVE MILLER(M)  
BRUCE HORNSBY  
LOS LOBOS  
DAVID & DAVID  
EUROPE  
DEEP PURPLE  
GEORGIA SATELLITES  
ROBIN TROWER  
BOSTON  
TIL TUESDAY  
CINDERELLA  
LOU JUSTICE  
IGGY POP  
Medium  
PSYCHEDELIC PURS  
BOB JOVI  
GREGG ALLMAN BAND  
JASON & THE SCORCH  
PRICE-SUTTON  
BRIAN STARVO GALT  
C.S. ANGELS  
POISON  
IDEOLA  
BAD COMPANY

### WFXR/Charleston (803) 558-8881

PD: MULLIGAN

Heavy  
ERIC CLAPTON  
ROBERT CRAY BAND  
GENESIS  
BRUCE HORNSBY  
STEVE MILLER  
PRETENDERS  
WORLD PARTY  
GEORGIA SATELLITES  
ALAN PARSONS  
LOS LOBOS  
DAVID & DAVID  
KBC BAND  
PETER GABRIEL  
DEEP PURPLE  
LOU GRAMM  
GENESIS  
HUEY LEWIS  
REO SPEEDWAGON  
KINKS  
BILLY IDOL  
RATT  
STEVE RAY VAUGHAN  
EDDIE MONEY  
SANTANA  
OVER THE TOP  
LIGHT OF DAY  
ZEBRA  
GREGG ALLMAN BAND  
PSYCHEDELIC PURS  
CHINA CRISIS  
CONCRETE BLONDE  
ESQUIRE  
PSEUDO ECHO  
STRANGLERS

### WXRC/Charlotte Hickory (704) 322-1713

PD: BOB RALEIGH  
MD: JUSTIN PHELPS

Heavy  
STEVE MILLER(M)  
ROBERT CRAY BAND  
WORLD PARTY  
BRUCE HORNSBY  
GENESIS  
STEVE MILLER  
REO SPEEDWAGON  
KANSAS  
TIL TUESDAY  
GREGG ALLMAN BAND  
TIL TUESDAY  
ALAN PARSONS  
EDDIE MONEY  
ERIC CLAPTON  
BON JOVI  
BOB JOVI  
REO SPEEDWAGON  
OVER THE TOP  
BILLY IDOL  
GREGG ALLMAN BAND  
ESQUIRE  
LOS LOBOS  
ERIC CLAPTON  
KINKS  
TALKING HEADS  
DAVE EDMONDS  
WORLD PARTY  
TIL TUESDAY  
LOU GRAMM  
ALAN PARSONS  
DAVID & DAVID  
JULIAN COPE  
PAUL SIMON  
JENNIFER HARNES  
SHRIEKBACK  
ROBIN TROWER  
BILLY BRAGG  
KATE BUSH  
HILARY SWANK  
TAY MAHAL  
CONCRETE BLONDE  
MILES DAVIS  
SMITHS  
JASON & THE SCORCH  
COLIN HAY  
GOLDEN PALOMINS  
JOHN NEMMAN  
BORIS BADENOV  
STANLEY JORDAN  
STRANGLERS  
HUSKER DU  
BENJAMIN ORR  
ROBYN HITCHCOCK  
EDDIE MONEY  
CRUSADERS  
Light  
CAMPER VAN BEETHOV

### WZEW/Mobile (205) 432-0102

PD: DATT STONE  
MD: CONNIE POXX

Heavy  
KBC BAND  
PRETENDERS  
DAVID & DAVID  
KINKS  
STARSHIP  
SMITHEREENS  
ROBERT CRAY BAND  
TIL TUESDAY  
BOB JOVI  
ERIC CLAPTON(M)  
BRUCE HORNSBY  
GEORGIA SATELLITES  
Medium  
STEVE WINWOOD  
PAUL SIMON  
HILARY SWANK  
LOU GRAMM  
EUROPE  
SANTANA  
OVER THE TOP  
CINDERELLA  
ALAN PARSONS  
GENESIS  
KBC BAND  
ROBERT CRAY BAND  
WORLD PARTY  
Medium  
STEVE MILLER  
ALAN PARSONS  
EDDIE MONEY  
LOU GRAMM  
KBC BAND  
WORLD PARTY  
STARSHIP  
GREGG ALLMAN BAND  
SANTANA  
Light  
OVER THE TOP

### WOOJFt. Myers (813) 275-9865

PD: PAT DEISCH  
APD: KEN BROWER

Heavy  
BOB JOVI  
EDDIE MONEY  
GENESIS  
ALAN PARSONS  
STEVE MILLER  
Medium  
GREGG ALLMAN BAND(L)  
Light  
JULIAN COPE  
STEVE RAY VAUGHAN  
RATT  
SANTANA  
TESLA

### WRUF-FM/Gainesville (904) 392-0771

PD: HARRY GUSCOTT  
MD: JACK BEGAN

Heavy  
BOB JOVI  
BOSTON  
CINDERELLA  
DEEP PURPLE(M)  
LOU GRAMM  
ROBERT CRAY BAND  
EDDIE MONEY  
OVER THE TOP  
ERIC O'CASEY  
ERIC CLAPTON  
EUROPE  
GENESIS  
LOU GRAMM  
BRUCE HORNSBY  
HUEY LEWIS  
STEVE MILLER  
EDDIE MONEY  
PRETENDERS  
WORLD PARTY  
Medium  
GREGG ALLMAN BAND  
Light

### KFMX/Lubbock (806) 647-1224

PD: GARY WINTER  
MD: LORY LANE

Heavy  
STEVE MILLER  
WORLD PARTY  
BOSTON  
PETER GABRIEL  
EDDIE MONEY  
ROBERT CRAY BAND  
LOS LOBOS  
BENJAMIN ORR(M)  
ALAN PARSONS(M)  
PRETENDERS(M)  
RESTLESS HEART  
PAUL SIMON  
STARSHIP  
TIL TUESDAY  
TOTO  
JENNIFER HARNES(M)  
CHERYL WHEELER  
Medium  
GREGG ALLMAN BAND  
Light

### WIXV/Savannah (912) 897-1529

PD: BILL WESTON  
MD: VIRGIL THOMPSON

Heavy  
ROBERT CRAY BAND  
KBC BAND  
BOB JOVI  
BOSTON(M)  
LOU GRAMM  
ERIC CLAPTON  
GENESIS  
WORLD PARTY  
BRUCE HORNSBY  
CINDERELLA  
BILLY IDOL  
REO SPEEDWAGON  
Medium  
GREGG ALLMAN BAND  
OVER THE TOP  
BENJAMIN ORR  
CONCRETE BLONDE  
SANTANA  
HANK WILLIAMS JR.

### KTAL/Shreveport (318) 425-2422

MD: BRIAN MILLER  
(FROZEN)

Heavy  
SMITHEREENS  
OVER THE TOP  
PRETENDERS  
STEVE WINWOOD  
KBC BAND  
WORLD PARTY  
BOB JOVI  
STEVE RAY VAUGHAN  
EDDIE MONEY  
SANTANA  
DAVID & DAVID  
CINDERELLA  
GEORGIA SATELLITES  
ZEBRA  
ROBERT CRAY BAND  
GENESIS  
BENJAMIN ORR  
LOU GRAMM  
KINKS  
SMITHEREENS  
DEEP PURPLE  
JOURNEY  
BOB JOVI  
STEVE RAY VAUGHAN  
EDDIE MONEY  
SANTANA  
DAVID & DAVID  
CINDERELLA  
GEORGIA SATELLITES  
COLIN HAY  
PETER GABRIEL  
ROBERT CRAY BAND  
ALAN PARSONS  
PSEUDO ECHO  
IGGY POP  
TESLA  
STAN HEISENER  
STEVE WINWOOD  
WOODENTOPS  
STAR TRX IV  
ANN REED  
BEN SIDRAN  
BENJAMIN ORR  
BOB JOVI  
BONNIE RAITT  
CHRIS DEBUGH  
CROWDED HOUSE  
DAVE ADAMS  
DAVID & DAVID  
DOUBLE  
EIGHT SECONDS  
WORLD PARTY  
GLASS TIGER  
HUMAN LEAGUE  
JAZZ BUTCHER  
KAREN BLAKE  
LOU GRAMM  
KBC BAND  
LONNIE MACK  
MARK GERMING  
NICK JAMESON  
OND  
PAUL MCCARTNEY  
ROB JUNGKLAS  
ROBERT CRAY BAND  
SOMETHING FIERCE  
STRANGLERS  
Light

### WLVQ/Columbus (614) 224-1271

PD: LEE RANDALL  
MD: WENDY STEELE

Heavy  
BOB JOVI(M)  
EDDIE MONEY  
PETER GABRIEL  
JOURNEY  
BRUCE HORNSBY(M)  
GENESIS  
REO SPEEDWAGON  
CROWDED HOUSE  
BILLY IDOL  
STARSHIP  
TINBUKI  
BRUCE SPRINGSTEEN  
GEORGIA SATELLITES  
LOS LOBOS  
KBC BAND  
ALAN PARSONS  
HOWARD JONES  
BONNIE RAITT  
DAVID LEE ROTH  
PRETENDERS  
DEEP PURPLE  
DAVID & DAVID  
PSYCHEDELIC PURS  
OVER THE TOP  
SANTANA  
MARC CHUNG  
ESQUIRE  
CINDERELLA  
STEVE WINWOOD  
DAVE ADAMS  
EUROPE  
BOSTON  
LOU GRAMM  
GREGG ALLMAN BAND  
ROBIN TROWER  
COLIN HAY  
IGGY POP  
WORLD PARTY  
ERIC CLAPTON

### WLLZ/Detroit (313) 855-5100

PD: DOUG PODELL  
APD: JIM FEMBERTON

Heavy  
EDDIE MONEY  
BOB JOVI  
STEVE MILLER  
BENJAMIN ORR  
LOU GRAMM  
KINKS  
GOLDEN CHILD  
ROBERT CRAY BAND  
TRIUMPH  
ERIC CLAPTON  
EUROPE  
GENESIS  
RIC O'CASEY  
REO SPEEDWAGON  
STEVE WINWOOD  
OVER THE TOP  
SANTANA  
IGGY POP  
BILLY IDOL  
TESLA  
ESQUIRE  
WORLD PARTY  
JULIAN COPE  
EDDIE MONEY(M)  
GENESIS  
BOSTON  
BRUCE HORNSBY(M)  
BRUCE SPRINGSTEEN(M)  
LOS LOBOS  
RATT  
ALAN PARSONS  
PRETENDERS  
DAVE EDMONDS  
GEORGIA SATELLITES  
BILLY BRANNIGAN  
STEVE RAY VAUGHAN  
STARSHIP  
BOB JOVI  
DAVID & DAVID  
ROB JUNGKLAS  
BRIGHTON ROCK  
SPOONS  
OVER THE TOP  
GREGG ALLMAN BAND  
ALAN PARSONS  
CINDERELLA  
DAVE ADAMS  
LOU GRAMM

### WEBN/Cincinnati (513) 871-8500

PD: TOM OWENS  
MD: CURT GARY

Heavy  
BOB JOVI(M)  
EDDIE MONEY(M)  
GENESIS  
BOSTON  
BRUCE HORNSBY(M)  
BRUCE SPRINGSTEEN(M)  
LOS LOBOS  
RATT  
ALAN PARSONS  
PRETENDERS  
DAVE EDMONDS  
STEVE MILLER  
BILLY BRANNIGAN  
STEVE RAY VAUGHAN  
STARSHIP  
BOB JOVI  
DAVID & DAVID  
ROB JUNGKLAS  
BRIGHTON ROCK  
SPOONS  
OVER THE TOP  
GREGG ALLMAN BAND  
ALAN PARSONS  
CINDERELLA  
DAVE ADAMS  
LOU GRAMM

### KESI/San Antonio (512) 337-4550

PD: LEE ROY HANSEN  
ASST PD: J. ROBINSON

Heavy  
KAREN BLAKE  
CHINA CRISIS  
ERIC CLAPTON  
PETER HIMMELMAN  
ELTON JOHN  
LOS LOBOS  
BENJAMIN ORR(M)  
ALAN PARSONS(M)  
PRETENDERS(M)  
RESTLESS HEART  
PAUL SIMON  
STARSHIP  
TIL TUESDAY  
TOTO  
JENNIFER HARNES(M)  
CHERYL WHEELER  
Medium  
GREGG ALLMAN BAND  
Light

### WIXV/Savannah (912) 897-1529

PD: BILL WESTON  
MD: VIRGIL THOMPSON

Heavy  
ROBERT CRAY BAND  
KBC BAND  
BOB JOVI  
BOSTON(M)  
LOU GRAMM  
ERIC CLAPTON  
GENESIS  
WORLD PARTY  
BRUCE HORNSBY  
CINDERELLA  
BILLY IDOL  
REO SPEEDWAGON  
Medium  
GREGG ALLMAN BAND  
OVER THE TOP  
BENJAMIN ORR  
CONCRETE BLONDE  
SANTANA  
HANK WILLIAMS JR.

### KTAL/Shreveport (318) 425-2422

MD: BRIAN MILLER  
(FROZEN)

Heavy  
SMITHEREENS  
OVER THE TOP  
PRETENDERS  
STEVE WINWOOD  
KBC BAND  
WORLD PARTY  
BOB JOVI  
STEVE RAY VAUGHAN  
EDDIE MONEY  
SANTANA  
DAVID & DAVID  
CINDERELLA  
GEORGIA SATELLITES  
ZEBRA  
ROBERT CRAY BAND  
GENESIS  
BENJAMIN ORR  
LOU GRAMM  
KINKS  
SMITHEREENS  
DEEP PURPLE  
JOURNEY  
BOB JOVI  
STEVE RAY VAUGHAN  
EDDIE MONEY  
SANTANA  
DAVID & DAVID  
CINDERELLA  
GEORGIA SATELLITES  
COLIN HAY  
PETER GABRIEL  
ROBERT CRAY BAND  
ALAN PARSONS  
PSEUDO ECHO  
IGGY POP  
TESLA  
STAN HEISENER  
STEVE WINWOOD  
WOODENTOPS  
STAR TRX IV  
ANN REED  
BEN SIDRAN  
BENJAMIN ORR

REGIONAL DIRECTORY

MIDWEST (continued)

KEZO/Omaha (402) 592-5300

MC: BRUCE MCGREGOR MD: JOE BLOOD
Heavy BOB JOVI BOSTON(C) CINDERELLA ERIC CLAPTON(M) ROBERT CRAY BAND(M) GENESIS

WMRY/St. Louis (616) 397-2002

PD: TED HARBEC MD: KIM POOL
Heavy BERLIN LONIE JUSTICE ERIC CLAPTON CONCRETE BLOWN UNTIL DECEMBER BOB JUNGKLAS DAVE EDMUNDS

WJOT/Toledo (419) 248-3377

PD: BRUCE SPRINGSTEEN JOURNEY PETER GABRIEL EDDIE MONEY BOB JOVI BRUCE HORNSBY(M) CINDERELLA BILLY IDOL STARSHIP

KMDD/Tulsa (918) 864-2810

PD: CHARLIE WEST MD: JIM JONES
Heavy BOB JOVI BOSTON BOB JOVI EDDIE MONEY ERIC CLAPTON WORLD PARTY LOU GRAMM

KICT/Wichita (316) 722-6600

PD: BOB ERIC TAYLOR MD: PHIL THOMPSON
Heavy BOB JOVI(M) ROBERT CRAY BAND ERIC CLAPTON(B) BOSTON(M) EUROPE

PARALLEL THREE

KRNA/Cedar Rapids (319) 351-9300

PD: MARK VOE MD: STEVE KOSBAU
Heavy JOURNEY PRETENDERS ALAN PARSONS ERIC CLAPTON BRUCE HORNSBY REO SPEEDWAGON EUROPE CROWDED HOUSE WANG CHUNG DAVID & DAVID LOU GRAMM ERIC CLAPTON WORLD PARTY TIL TUESDAY KBC BAND BOB JUNGKLAS KANSAS ALAN PARSONS STEVE MILLER STEVE WINWOOD DARYL HALL TRIUMPH OVER THE TOP KINGS GENESIS PSYCHEDELIC PURS HOUSEMARTINS

KFMZ/Columbia (314) 874-3000

PD: JEFF COCHRAN APD: CRAIG STEVENS
Heavy EDDIE MONEY BOB JOVI(M) GENESIS PETER GABRIEL STEVE MILLER LOU GRAMM REO SPEEDWAGON

KQWB-FM/Fargo (218) 236-7900

CO-MD: TY BANKS ND: ORGG STEELE
Heavy STEVE MILLER ERIC CLAPTON EDDIE MONEY ROBERT CRAY BAND WORLD PARTY BOB JOVI DEEP PURPLE DAVID & DAVID GEORGIA SATELLITES TIL TUESDAY TIMBUK3 GENESIS BRUCE HORNSBY PRETENDERS JULIAN COPE EUROPE ROBIN TROWER IGGY POP KANSAS LOU GRAMM KINGS ALAN PARSONS LOS LOBOS REO SPEEDWAGON LONE JUSTICE KBC BAND BOSTON

WKLT/Kalkaska (616) 258-2800

PD: DAVE PORTNEY ASST: PATT TERRI RAY
Heavy ROBERT CRAY BAND REO SPEEDWAGON BOB JOVI ERIC CLAPTON(M) GENESIS LOU GRAMM WORLD PARTY BOSTON STEVE MILLER BOB JOVI CINDERELLA

KFMQ/Lincoln (402) 489-6500

PD: BOB ALLEN
Heavy ALAN PARSONS LOU GRAMM EDDIE MONEY ROBERT CRAY BAND ERIC CLAPTON WORLD PARTY REO SPEEDWAGON GEORGIA SATELLITES LOS LOBOS EUROPE BRUCE HORNSBY GENESIS PAUL SIMON LIGHT

KBP/Denver (303) 572-6200

PD: TOM HUNTER
Heavy TRIUMPH(M) STABILIZERS BOSTON BOB JOVI JOURNEY GOLDEN CHILD EDDIE MONEY GENESIS

KBCO-FM/Denver (303) 444-5600

PD: JOHN BRADLEY MD: DOUG CLIFTON
Heavy PRETENDERS ALAN PARSONS ERIC CLAPTON BRUCE HORNSBY STEVE MILLER TIL TUESDAY ROBERT CRAY BAND WORLD PARTY LOS LOBOS COLIN HAY JASON & THE SCORCH ROBIN TROWER IGGY POP PAUL SIMON

KROQ/Los Angeles (618) 578-0830

PD: RICK CARROLL MD: LARRY GROVES
Heavy DEAD OR ALIVE(M)(L) GENE LOVES JERZEBIL BILLY IDOL BEASTIE BOYS PET SHOP BOYS SOMETHING WILD BOB GELDOF PSYCHEDELIC PURS LUCY SHOW SMITHS

KSQY/Rapid City (605) 576-3533

PD: JACK DANIELS APD: JEFF MICHAELS
Heavy ROBERT CRAY BAND(M) EDDIE MONEY KBC BAND BOB JOVI(L) ERIC CLAPTON(M)(L) WORLD PARTY(L) DEEP PURPLE(M)(L) STEVE MILLER(M) DAVID & DAVID LOS LOBOS(M) ALAN PARSONS(L) BRUCE HORNSBY LOU GRAMM(L) JOURNEY KANSAS BOSTON(L) REO SPEEDWAGON

WAOR/South Bend (616) 683-5432

PD: GREGG RICHARDS MD: KARIN SIMMONS
Heavy BRUCE HORNSBY(M) BOB JOVI REO SPEEDWAGON BILLY IDOL LOU GRAMM KINGS ALAN PARSONS EDDIE MONEY(M) LOU GRAMM REO SPEEDWAGON LONE JUSTICE KBC BAND BOSTON

WYMQ/Springfield (217) 245-7171

PD: KEITH MASTERS MD: BRYAN JEFFRIES MD: KEYP PULGHAM
Heavy BRUCE HORNSBY CINDERELLA BOB JOVI ROBERT CRAY BAND WORLD PARTY BOSTON REO SPEEDWAGON GOLDEN CHILD ALAN PARSONS BILLY IDOL LOU GRAMM

WZZJ/Terre Haute (812) 232-5034

PD: TODD HOLMAN MD: DAN NICHOLS
Heavy ALAN PARSONS LOU GRAMM EDDIE MONEY ROBERT CRAY BAND ERIC CLAPTON WORLD PARTY REO SPEEDWAGON GEORGIA SATELLITES LOS LOBOS EUROPE BRUCE HORNSBY GENESIS PAUL SIMON LIGHT

KINK/Portland (503) 292-1380

PD: CARL WIDING
Heavy GEORGE BENSON B DYS DISH HIRAN BULLOCK ELL CALLE CHINA CRISIS(M) CLAYTON(M) STANLEY CLARKE ROBERT CRAY BAND DARYL HALL PERDU ECHO BLOW NOWKEYS BEASTIE BOYS CLUB NOUVEAU CROWDED HOUSE JULIAN COPE PRICE-SULTON

KMET/Los Angeles (213) 464-5636

PD: FRANK CODY APD: CHRIS BRODIE
Heavy ERIC CLAPTON(M) PETER GABRIEL BRUCE HORNSBY(M) BENJAMIN ORR(L) IGGY POP PRETENDERS(M) JOURNEY GOLDEN CHILD WORLD PARTY(L)
Medium BOB JOVI CONCRETE BLOWN JULIAN COPE DAVID & DAVID OVER THE TOP GENESIS GEORGIA SATELLITES(L) LOU GRAMM COLIN HAY BILLY IDOL(L) LOS LOBOS(L) STEVE MILLER EDDIE MONEY ALAN PARSONS SANTANA SCREAMING BLUE MEX SPOONS TIMBUK3 VENTURES

KDQJ/Sacramento (918) 334-7777

PD: CARMY FERRERI MD: RON GARRETT
Heavy KINGS WORLD PARTY DEEP PURPLE(L) BENJAMIN ORR(L) BLACK & BLUE KBC BAND BOSTON REO SPEEDWAGON LOU GRAMM STEVE MILLER WANG CHUNG DAVE EDMUNDS

KGOO/Portland (503) 655-9181

PD: PETE BOLGER MD: INESSA YORK
Heavy ERIC CLAPTON(M) ROBERT CRAY BAND(M) LOU GRAMM STEVE MILLER(M) BRUCE HORNSBY BILLY IDOL EDIE ADAMS ALAN PARSONS PRETENDERS(M) BOSTON(M) GEORGIA SATELLITES KBC BAND LOS LOBOS WORLD PARTY ALAN PARSONS BOB JOVI BOSTON BOYCHOCHELIC PURS ROB JUNGKLAS

91X/San Diego (619) 291-9191

PD: MAD MAX ASST PD: OZ
Heavy BILLY IDOL WORLD PARTY(M) PRETENDERS(M) XTC R.E.M. KINGS CHINA CRISIS GENERAL PUBLIC IX(M) LOS LOBOS(M) TALKING HEADS THE THE IGGY POP SOMETHING WILD(M) PETER GABRIEL JULIAN COPE LOVE & ROCKETS BRUCE HORNSBY SMITHS STRANGLERS

KUPD/Phoenix (602) 836-3062

PD: CURTIS JOHNSON MD: J. DAVID HOLMES
Heavy BOB JOVI(M) EUROPE(M) BRUCE HORNSBY BOSTON BRUCE SPRINGSTEEN(M) EDDIE MONEY DEEP PURPLE(M) HUEY LEWIS(M)
Medium GREGG ALLMAN BAND ALAN PARSONS(M) WORLD PARTY ROBERT CRAY BAND GEORGIA SATELLITES BEASTIE BOYS BENJAMIN ORR PRETENDERS TIL TUESDAY KANSAS KBC BAND LOU GRAMM OVER THE TOP REO SPEEDWAGON STARSHIP STEVE RAY VAUGHAN BILLY IDOL EUROPE DAVID & DAVID GENESIS ERIC CLAPTON BOB JUNGKLAS SURVIVOR JASON & THE SCORCH BROKEN HOMES IGGY POP VINNIE VINCENT LOVE & ROCKETS DRAMARAMA NEW ORDER ROBBIE NEVIL DON DIXON RIC OCKEY JOAN JETT STRYPER POISON IRON MAIDEN

KZAP/Sacramento (918) 925-3700

PD: TOM CALE MD: BILL PRESCOTT
Heavy BOB JOVI EDDIE MONEY STARSHIP BOB JOVI BRUCE HORNSBY DAVID & DAVID GOLDEN CHILD ROBERT CRAY BAND JOHN JOGGERTY STEVE MILLER BOSTON ALAN PARSONS STEVE MILLER BOSTON BENJAMIN ORR REO SPEEDWAGON SANTA ANA OVER THE TOP LOU GRAMM ERIC CLAPTON ROBERT CRAY BAND LOU GRAMM EUROPE ERIC CLAPTON ROBERT CRAY BAND LOU GRAMM DEEP PURPLE STEVE WINWOOD CROWDED HOUSE DON DIXON STEVE WINWOOD ROBIN TROWER PSYCHEDELIC PURS BOB GELDOF KANSAS STEVE RAY VAUGHAN PRETENDERS

KGB/San Diego (619) 292-1380

PD: TED EDWARDS MD: PAM EDWARDS
Heavy ERIC CLAPTON BOB JOVI(M) PRETENDERS(M) JOURNEY STEVE MILLER ROBIN TROWER DEEP PURPLE(M) BENJAMIN ORR BRUCE HORNSBY ERIC CLAPTON KBC BAND ROBERT CRAY BAND OVER THE TOP KINGS DAVID & DAVID(M) LOU GRAMM(M) GENESIS TIL TUESDAY KIMS STEVE WINWOOD

KQZR/Albuquerque (505) 785-5400

PD: FRANK JAXON MD: JESSIE BRICE
Heavy LOU GRAMM EDDIE MONEY CINDERELLA REO SPEEDWAGON BRUCE HORNSBY(M) BOB JOVI STARSHIP BILLY IDOL
Medium GREGG ALLMAN BAND STEVE WINWOOD A RICHIE HENKOW STARSHIP ALAN PARSONS GREGG ALLMAN BAND BRUCE HORNSBY COLIN HAY BRUCE SPRINGSTEEN PAUL SIMON DEEP PURPLE STEVE MILLER BILLY IDOL STEVE WINWOOD BOSTON CROWDED HOUSE BROKEN HOMES GOLDEN CHILD BILLY IDOL BOB JOVI PETER GABRIEL DAVID & DAVID ERIC CLAPTON ROBERT CRAY BAND DAVID & DAVID STEVE RAY VAUGHAN COLIN HAY BILLY SOUTER EUROPE

KRQR/San Francisco (415) 785-4045

PD: CHRIS MILLER MD: JOHN MCRAE
Heavy BOB JOVI SANTA ANA STEVE RAY VAUGHAN BILLY IDOL STEVE MILLER ALAN PARSONS ERIC CLAPTON KBC BAND LIGHT OF DAY JOAN JETT PRETENDERS COLIN HAY OVER THE TOP GEORGIA SATELLITES JULIAN COPE IGGY POP LOVE & ROCKETS BOB GELDOF STRANGLERS CINDERELLA EUROPE BENJAMIN ORR DAVE EDMUNDS WORLD PARTY DEEP PURPLE ROBERT CRAY BAND BOYCHOCHELIC PURS ROB JUNGKLAS

KFOG/San Francisco (415) 986-1045

PD: DAVE LOGAN MD: JON RUSSELL
Heavy ERIC CLAPTON STEVE MILLER(M) EDDIE MONEY DAVID & DAVID KBC BAND ROBERT CRAY BAND(M) SANTA ANA PRETENDERS(M) OVER THE TOP HUEY LEWIS STARSHIP PETER GABRIEL BRUCE HORNSBY RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKCY/San Francisco (415) 474-9100

PD: KATE HAYES MD: LORRAINE HEIER
Heavy ERIC CLAPTON ROBERT CRAY BAND(M) ANITA FRANKLIN STEVE MILLER CROWDED HOUSE PETER GABRIEL BRUCE HORNSBY HUEY LEWIS STARSHIP BRUCE WILLIS ROBERT CRAY BAND BILLY IDOL WORLD PARTY ERIC CLAPTON(M) BOSTON(M) GENESIS REO SPEEDWAGON ALAN PARSONS OVER THE TOP BRUCE HORNSBY EUROPE KANSAS BOB JOVI HUEY LEWIS BOB JOVI LOU GRAMM(M) ROBERT CRAY BAND BILLY IDOL WORLD PARTY ERIC CLAPTON(M) BOSTON(M) C.S. ANGELS SANTA ANA KBC BAND

KKZV/Denver (303) 751-1232

PD: JOHN HAYES
Heavy PRETENDERS SHRIEKBACK WORLD PARTY XTC LOS LOBOS BIG AUDIO DYNAMITE KATE BUSH ROBERT CRAY BAND IGGY POP GENERAL PUBLIC STRANGLERS PSYCHEDELIC PURS HOUSEMARTINS LOU GRAMM LOVE & ROCKETS GRACE JONES PAUL SIMON BRITTS ERIC CLAPTON STEVE RAY VAUGHAN KINGS TIL TUESDAY ERIC CLAPTON(M) OVER THE TOP TIL TUESDAY PETER GABRIEL EDDIE MONEY WORLD PARTY ERIC CLAPTON(M) KBC BAND CROWDED HOUSE

KKZY/Denver (303) 751-5600

PD: ZAK PHILLIPS
Heavy BOB JOVI EDDIE MONEY STARSHIP BOB JOVI BRUCE HORNSBY DAVID & DAVID OVER THE TOP WORLD PARTY BRUCE SPRINGSTEEN GREGG ALLMAN BAND ALAN PARSONS GEORGIA SATELLITES STEVE WINWOOD CROWDED HOUSE COLIN HAY GEORGIA SATELLITES GREGG ALLMAN BAND ROBIN TROWER PSYCHEDELIC PURS DON DIXON STEVE WINWOOD BOB GELDOF KANSAS STEVE RAY VAUGHAN PRETENDERS

KOME/San Jose (408) 965-9600

PD: RON NENNI APD/MD: LARRY MILES
Medium GREGG ALLMAN BAND(L) A RICHIE HENKOW Light DON DIXON A RATT A BOB JOVI

KJOT/Boise (208) 344-3511

PD: DAVE STONE APD: CARL SCHEIDER
Heavy BOB JOVI BRUCE HORNSBY(M) BILLY IDOL PETER GABRIEL PRETENDERS EDDIE MONEY(M) JOURNEY KIMS LOU GRAMM ERIC CLAPTON(M) KANSAS
Medium GREGG ALLMAN BAND ALAN COPE KBC BAND Light STEVE RAY VAUGHAN(L) PRICE-SULTON

KISW/Seattle (206) 285-7625

PD: JON ROBBINS MD: STEVE SLATON (FROZEN)
Heavy BOB JOVI BRUCE SPRINGSTEEN BOSTON ROBIN TROWER ROBERT CRAY BAND(M) BILLY IDOL JASON & THE SCORCH EDDIE MONEY PRETENDERS ERIC CLAPTON BRUCE HORNSBY(M) RIC OCKEY LOU GRAMM OVER THE TOP ERIC CLAPTON GEORGIA SATELLITES(M) IGGY POP LOU GRAMM REO SPEEDWAGON ROBERT CRAY BAND WORLD PARTY LOS LOBOS STEVE MILLER GOLDEN CHILD PRETENDERS GENESIS DEEP PURPLE GREGG ALLMAN BAND PETER GABRIEL HUEY LEWIS EUROPE REO SPEEDWAGON BEASTIE BOYS JULIAN COPE STEVE WINWOOD

KZEL/Eugene (503) 342-7096

PD: JIM TRAPP MD: RUSTY KIMBALL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKDJ/Fresno (209) 226-5991

PD: ART PARKAS MD: JEFF RIEDEL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKDJ/Fresno (209) 226-5991

PD: ART PARKAS MD: JEFF RIEDEL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KSJO/San Jose (408) 286-5400

PD: KEN ANTHONY INT. MD: DAVE MUMME
Heavy BOB JOVI EDDIE MONEY STARSHIP BOB JOVI BRUCE HORNSBY DAVID & DAVID OVER THE TOP WORLD PARTY BRUCE SPRINGSTEEN GREGG ALLMAN BAND ALAN PARSONS STEVE MILLER BOSTON BENJAMIN ORR REO SPEEDWAGON SANTA ANA OVER THE TOP LOU GRAMM ERIC CLAPTON ROBERT CRAY BAND LOU GRAMM DEEP PURPLE STEVE WINWOOD CROWDED HOUSE COLIN HAY GEORGIA SATELLITES GREGG ALLMAN BAND ROBIN TROWER PSYCHEDELIC PURS DON DIXON STEVE WINWOOD BOB GELDOF KANSAS STEVE RAY VAUGHAN PRETENDERS

KZRR/Albuquerque (505) 785-5400

PD: FRANK JAXON MD: JESSIE BRICE
Heavy LOU GRAMM EDDIE MONEY CINDERELLA REO SPEEDWAGON BRUCE HORNSBY(M) BOB JOVI STARSHIP BILLY IDOL
Medium GREGG ALLMAN BAND STEVE WINWOOD A RICHIE HENKOW STARSHIP ALAN PARSONS GREGG ALLMAN BAND BRUCE HORNSBY COLIN HAY BRUCE SPRINGSTEEN PAUL SIMON DEEP PURPLE STEVE MILLER BILLY IDOL STEVE WINWOOD BOSTON CROWDED HOUSE BROKEN HOMES GOLDEN CHILD BILLY IDOL BOB JOVI PETER GABRIEL DAVID & DAVID ERIC CLAPTON ROBERT CRAY BAND DAVID & DAVID STEVE RAY VAUGHAN COLIN HAY BILLY SOUTER EUROPE

KISW/Seattle (206) 285-7625

PD: JON ROBBINS MD: STEVE SLATON (FROZEN)
Heavy BOB JOVI BRUCE SPRINGSTEEN BOSTON ROBIN TROWER ROBERT CRAY BAND(M) BILLY IDOL JASON & THE SCORCH EDDIE MONEY PRETENDERS ERIC CLAPTON BRUCE HORNSBY(M) RIC OCKEY LOU GRAMM OVER THE TOP ERIC CLAPTON GEORGIA SATELLITES(M) IGGY POP LOU GRAMM REO SPEEDWAGON ROBERT CRAY BAND WORLD PARTY LOS LOBOS STEVE MILLER GOLDEN CHILD PRETENDERS GENESIS DEEP PURPLE GREGG ALLMAN BAND PETER GABRIEL HUEY LEWIS EUROPE REO SPEEDWAGON BEASTIE BOYS JULIAN COPE STEVE WINWOOD

KFOG/San Francisco (415) 986-1045

PD: DAVE LOGAN MD: JON RUSSELL
Heavy ERIC CLAPTON STEVE MILLER(M) EDDIE MONEY DAVID & DAVID KBC BAND ROBERT CRAY BAND(M) SANTA ANA PRETENDERS(M) OVER THE TOP HUEY LEWIS STARSHIP PETER GABRIEL BRUCE HORNSBY RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KZEL/Eugene (503) 342-7096

PD: JIM TRAPP MD: RUSTY KIMBALL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKDJ/Fresno (209) 226-5991

PD: ART PARKAS MD: JEFF RIEDEL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKZV/Denver (303) 751-1232

PD: JOHN HAYES
Heavy PRETENDERS SHRIEKBACK WORLD PARTY XTC LOS LOBOS BIG AUDIO DYNAMITE KATE BUSH ROBERT CRAY BAND IGGY POP GENERAL PUBLIC STRANGLERS PSYCHEDELIC PURS HOUSEMARTINS LOU GRAMM LOVE & ROCKETS GRACE JONES PAUL SIMON BRITTS ERIC CLAPTON STEVE RAY VAUGHAN KINGS TIL TUESDAY ERIC CLAPTON(M) OVER THE TOP TIL TUESDAY PETER GABRIEL EDDIE MONEY WORLD PARTY ERIC CLAPTON(M) KBC BAND CROWDED HOUSE

KKZY/Denver (303) 751-5600

PD: ZAK PHILLIPS
Heavy BOB JOVI EDDIE MONEY STARSHIP BOB JOVI BRUCE HORNSBY DAVID & DAVID OVER THE TOP WORLD PARTY BRUCE SPRINGSTEEN GREGG ALLMAN BAND ALAN PARSONS GEORGIA SATELLITES STEVE WINWOOD CROWDED HOUSE COLIN HAY GEORGIA SATELLITES GREGG ALLMAN BAND ROBIN TROWER PSYCHEDELIC PURS DON DIXON STEVE WINWOOD BOB GELDOF KANSAS STEVE RAY VAUGHAN PRETENDERS

KOMP/Las Vegas (702) 876-1460

PD/OD: SHEKHAN COHEN APD: BRIE MARTY
Heavy BRUCE SPRINGSTEEN GENESIS(M) BOSTON(M) GEORGIA SATELLITES(M) BENJAMIN ORR CINDERELLA PETER GABRIEL GOLDEN CHILD BOB JOVI JOURNEY HUEY LEWIS EDDIE MONEY EUROPE BILLY IDOL ERIC CLAPTON
Medium GREGG ALLMAN BAND ROBIN TROWER A CROWDED HOUSE A OVER THE TOP

KNAC/Long Beach (213) 775-8172

PD: JIMMY CHRISTOPHER MD: ROSS GOZA
Heavy DEEP PURPLE CINDERELLA(L) POSITANO VINNIE VINCENT BOB JOVI(L) ROBIN TROWER M.A.S.P. KIMS TESLA(L) BRIGHTON ROCK IRON MAIDEN(L) BOSTON(L) EUROPE(L) ALICE COOPER BLACK & BLUE MALICE GEORGIA SATELLITES A WAYSTED A HANK(L) A RODES Light

KJOT/Boise (208) 344-3511

PD: DAVE STONE APD: CARL SCHEIDER
Heavy BOB JOVI BRUCE HORNSBY(M) BILLY IDOL PETER GABRIEL PRETENDERS EDDIE MONEY(M) JOURNEY KIMS LOU GRAMM ERIC CLAPTON(M) KANSAS
Medium GREGG ALLMAN BAND ALAN COPE KBC BAND Light STEVE RAY VAUGHAN(L) PRICE-SULTON

KILO/Colorado Springs (303) 634-4896

PD: MARK DAVIS
Heavy BOB JOVI(L) BRUCE HORNSBY EDDIE MONEY BILLY IDOL ALAN PARSONS DEEP PURPLE DAVID & DAVID STARSHIP IGGY POP LOU GRAMM REO SPEEDWAGON ROBERT CRAY BAND WORLD PARTY LOS LOBOS STEVE MILLER GOLDEN CHILD PRETENDERS GENESIS DEEP PURPLE GREGG ALLMAN BAND PETER GABRIEL HUEY LEWIS EUROPE REO SPEEDWAGON BEASTIE BOYS JULIAN COPE STEVE WINWOOD

KZEL/Eugene (503) 342-7096

PD: JIM TRAPP MD: RUSTY KIMBALL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKDJ/Fresno (209) 226-5991

PD: ART PARKAS MD: JEFF RIEDEL
Heavy BOB JOVI PETER GABRIEL GLASS TIGER JOURNEY BRUCE HORNSBY EDDIE MONEY KINGS(M) LONE JUSTICE BRUCE SPRINGSTEEN WORLD PARTY(M) PRETENDERS(M) BRUCE HORNSBY CROWDED HOUSE RICHIE HENKOW BILLY IDOL BOWARD JONES ALAN PARSONS BRUCE WILLIS LOU GRAMM WANG CHUNG ROBERT CRAY BAND(M)(L) KBC BAND GENESIS PSYCHEDELIC PURS(L) LIGHT OF DAY OVER THE TOP GREGG ALLMAN BAND CROWDED HOUSE

KKZV/Denver (303) 751-1232

PD: JOHN HAYES
Heavy PRETENDERS SHRIEKBACK WORLD PARTY XTC LOS LOBOS BIG AUDIO DYNAMITE KATE BUSH ROBERT CRAY BAND IGGY POP GENERAL PUBLIC STRANGLERS PSYCHEDELIC PURS HOUSEMARTINS LOU GRAMM LOVE & ROCKETS GRACE JONES PAUL SIMON BRITTS ERIC CLAPTON STEVE RAY VAUGHAN KINGS TIL TUESDAY ERIC CLAPTON(M) OVER THE TOP TIL TUESDAY PETER GABRIEL EDDIE MONEY WORLD PARTY ERIC CLAPTON(M) KBC BAND CROWDED HOUSE

KEZE/Spokane (509) 448-1000

PD: GARY ALLEN APD: BRIE MICHAELS
Heavy BOB JOVI LOU GRAMM ROBERT CRAY BAND BOSTON(M) BRUCE HORNSBY BILLY IDOL(M) BRUCE SPRINGSTEEN(M) ERIC CLAPTON(M) STEVE WINWOOD STEVE MILLER
Medium GREGG ALLMAN BAND Light

KSTN/Phoenix (602) 835-1787

PD: JEFF PARTE (FROZEN)
Heavy PRETENDERS(M) ERIC CLAPTON(M) ROBERT CRAY BAND(M) WORLD PARTY(M) KINGS(M) ALAN PARSONS(M) TIL TUESDAY(M) LOS LOBOS(M) DAVID & DAVID(M) CROWDED HOUSE JULIAN COPE KATE BUSH Light

KKGR/Anchorage (907) 258-5547

PD: JOHN ROBERTS MD: LARRY NORDDELLO
Heavy ROBERT CRAY BAND ALAN PARSONS BOB JAMES GEORGIA SATELLITES BILLY CHINNOCK ERIC CLAPTON KIMS STEVE MILLER STARSHIP RIPPINGTONS KATE BUSH LOBIE HUCK A WARD BROTHERS A HUEY LEWIS A C.S. ANGELS A LARRY CARLTON A BOB JUNGKLAS A LOS LOBOS A SPOONS

KWHI/Anchorage (907) 344-9622

PD: CARTER B. BRADLEY MD: KEVIE VARGAS
Heavy REO SPEEDWAGON ERIC CLAPTON LOU GRAMM(M) EUROPE ALAN PARSONS(M) GEORGIA SATELLITES STARSHIP BOB JOVI KIMS ROBERT CRAY BAND ALAN PARSONS REO SPEEDWAGON OVER THE TOP LOU GRAMM GREGG ALLMAN BAND DAVID & DAVID ERIC CLAPTON KBC BAND TESLA
Medium A DAVE EDMUNDS A SANTA ANA A WAYSTED Light A DON DIXON A BIG DISH A STRANGLERS A BILLY BRANTIAN A WAYSTED

KGQK/Casper (307) 266-1400

PD: FRED LEMRUIS MD: JERRY LACHLET
Heavy STARSHIP STRANGLERS(L) BOB MCRAE PETER GABRIEL CHINA CRISIS A TOTO A KIMS A ALAN PARSONS(M) A RODNEY CROWELL A OVER THE TOP A LOU GRAMM LOU GRAMM LOOK UP HIPHAW CINDERELLA GENESIS A LIGHT OF DAY A C.S. ANGELS A PSYCHEDELIC PURS Light A BROKEN HOMES A ESQUIRE A BILLY BRANTIAN A WAYSTED

KTCL/Ft. Collins (303) 571-1232

PD: JOHN HAYES
Heavy PRETENDERS SHRIEKBACK WORLD PARTY XTC LOS LOBOS BIG AUDIO DYNAMITE KATE BUSH ROBERT CRAY BAND IGGY POP GENERAL PUBLIC STRANGLERS PSYCHEDELIC PURS HOUSEMARTINS LOU GRAMM LOVE & ROCKETS GRACE JONES PAUL SIMON BRITTS ERIC CLAPTON STEVE RAY VAUGHAN KINGS TIL TUESDAY ERIC CLAPTON(M) OVER THE TOP TIL TUESDAY PETER GABRIEL EDDIE MONEY WORLD PARTY ERIC CLAPTON(M) KBC BAND CROWDED HOUSE

KRSP-FM/Salt Lake City (801) 282-5541

PD: RANDY ROSE MD: JOHN FLORENCE
Heavy HUEY LEWIS GENESIS(M) BOB JOVI GEORGIA SATELLITES(M) LOU GRAMM BRUCE HORNSBY KBC BAND REO SPEEDWAGON ALAN PARSONS OVER THE TOP BRUCE HORNSBY EUROPE KANSAS BOB JOVI HUEY LEWIS BOB JOVI LOU GRAMM(M) ROBERT CRAY BAND BILLY IDOL WORLD PARTY ERIC CLAPTON(M) BOSTON(M) C.S. ANGELS SANTA ANA KBC BAND

KFMF/Chicago (918) 343-8461

PD: RON WOODWARD MD: MARTY GRIFFIN
Heavy BOB JOVI ERIC CLAPTON(M) WORLD PARTY ALAN PARSONS LOU GRAMM KBC BAND STEVE MILLER EUROPE OVER THE TOP BRUCE HORNSBY PRETENDERS(M) KANSAS LOS LOBOS BENJAMIN ORR STEVE WINWOOD A GREGG ALLMAN BAND A PSYCHEDELIC PURS

KRQJ/Laramie-Cheyenne (307) 745-7396







MOST ADDED EAST BREAKOUTS Genesis Club Nouveau Bangles Glenn Medeiros World Party

CHRADES & HO'S

MOST ADDED SOUTH BREAKOUTS Genesis Club Nouveau Robbie Nevill Tina Turner Sammy Hagar Kool & The Gang Survivor Vanellia Kansas Donna Allen Gregory Abbott Bangles Chris DaBurgh KBC Band

EAST PARALLEL TWO

WFLY/Albany, NY Steve Christian LOU GRAMM CLUB NOUVEAU Kool & The Gang (dp) WORLD PARTY Hotteat: GEORGIA SATELLITE 10-5 BON JOVI 11-5 BRUCE HORNSBY 12-26 READY FOR THE WOR D-27 EUROPE 34-28 Q100/Allentown, PA Andrews/CiHoffd STARSHIP EUROPE COREY HART HIPSWAY CROWDED HOUSE Hotteat: BON JOVI 1-1 BEASTIE BOYS 5-2 MADONNA 6-4 CHICAGO 8-5 GEORGIA SATELLITE 16-9 WYSR/Charleston, WV Jervis/Rose BILLY IDOL WANG CHUNG Hotteat: CHICAGO 2-1 CYNDI LAUPER 4-3 HUEY LEWIS & THE 7-5 LIONEL RICHIE 15-9 BON JOVI 17-11 K104/Erie, PA Bill Shannon SAMMY HAGAR KANSAS PAUL SIMON GENESIS Hotteat: LIONEL RICHIE 7-1 HUEY LEWIS & THE 12-5 OUTLAWS 9-6 ANN WILSON 10-8 TIL THURSDAY 17-9 WERZ/Exeter, NH Falconi/Brady RED SPEEDWAGON CLUB NOUVEAU LOU GRAMM POINTER SISTERS DURAN DURAN TIDE THARS Hotteat: CHICAGO 1-1 BON JOVI 8-2 LUTHER VANDROSS 11-8 READY FOR THE WOR 29-15 JANET JACKSON 22-19 WNKK/Harrisburg, PA Bruce Bond WANG CHUNG GREGORY ABBOTT COLIN JAMES HAY SHIRLEY MURDOCK A-HA Hotteat: MADONNA 1-1 JEFF LORBER 6-4 READY FOR THE WOR 13-10 BRUCE WILLIS 20-16 JANET JACKSON 27-25 WTC/Hartford, CT Abel/West GENESIS DURAN DURAN ROBBIE NEVILL DONNA ALLEN Hotteat: BON JOVI 2-2 RONSTADT & INGRAM 7-4 BRUCE WILLIS 9-6 PETER GABRIEL 20-12 GENESIS D-27 WAMX/Huntington, WV Robinson/Collins GENESIS SAMANTHA FOX MADONNA CYNDI LAUPER STARSHIP WANG CHUNG PRETENDERS BEASTIE BOYS (dp) Hotteat: BON JOVI 4-1 BENJAMIN ORR 3-2 JOURNEY 6-3 GEORGIA SATELLITE 10-6 EDDIE MONY 11-7 WKPE/Huntington, WV Miller/Bvann BRUCE HORNSBY JEFF LORBER EXPOSE UPTOWN GLENN MEDeiros Hotteat: SAMANTHA FOX 1-1 CHICAGO 2-2 JETS 6-3 BON JOVI 12-6 BEASTIE BOYS 29-14 WLAN/Lancaster, PA Marina/Murray EXPOSE Hotteat: BILLY VERA & BEAT 1-1 SAMANTHA FOX 6-3 GLASS TIGER 12-7 JETS 16-11 PETER GABRIEL 19-15 KCI01/New Haven, CT Staf Rybak GENESIS STARSHIP STEVE WINWOOD Hotteat: MADONNA 2-1 BON JOVI 4-2 JETS 12-7 RONSTADT & INGRAM 14-9 BEASTIE BOYS 28-22 WSPK/Poughkeepsie, NY Dayton/Wall CLUB NOUVEAU GENESIS ROBBIE NEVILL FREDDIE JACKSON DARYL HALL WORLD PARTY (dp) Hotteat: BON JOVI 1-1 RONSTADT & INGRAM 2-3 GEORGIA SATELLITE 5-2 COREY HART 10-6 BEASTIE BOYS 16-8 RI-104/Providence, RI Greg Cutler DEAD OR ALIVE GENESIS RED SPEEDWAGON RONSTADT & INGRAM BRUCE WILLIS EXPOSE STARSHIP CLUB NOUVEAU Hotteat: BON JOVI 6-1 CHICAGO 2-2 GEORGIA SATELLITE 6-5 PETER GABRIEL 12-7 LUTHER VANDROSS 13-9 JETS 15-10

WKPE/Cape Cod, MA Randall/McVie STARSHIP SHIRLEY MURDOCK STEVE WINWOOD FREDDIE JACKSON SAMMY HAGAR CLUB NOUVEAU GENESIS ROB JUNGKIAS Hotteat: CHICAGO 1-2 BON JOVI 9-5 PETER GABRIEL 14-10 READY FOR THE WOR 21-14 WKZ/Chambersburg, PA Rick Alexander GENESIS TINA TURNER EXPOSE Hotteat: GEORGIA SATELLITE 1-1 BON JOVI 2-2 BEASTIE BOYS 13-4 SAMANTHA FOX 8-5 RONSTADT & INGRAM 10-6 WZYQ/Frederick, MD Bera/Armstrong GENESIS JETS JANET JACKSON TINA TURNER ROBERT CRAY (dp) Hotteat: BON JOVI 2-1 SAMANTHA FOX 9-3 CYNDI LAUPER 10-6 CLUB NOUVEAU 16-9 CINDERELLA 15-11 WQCM/Hagerstown, MD Chasi/Kaufman SAMMY HAGAR BANGLES COLIN JAMES HAY SHIRLEY MURDOCK DURAN DURAN EUROPE GENESIS RATT (dp) Hotteat: CHICAGO 1-1 BON JOVI 4-1 CHICAGO 2-2 BOSTON 2-2 MADONNA 4-3 BON JOVI 5-4 CYNDI LAUPER 6-5 WQMP/Wheeling, WV Forster/Stewart GENESIS BILLY BRANIGAN SURVIVOR PAUL YOUNG FREDIE JACKSON HIPSWAY Hotteat: BON JOVI 2-1 JETS 3-2 GEORGIA SATELLITE 4-3 COREY HART 9-5 JOURNEY 8-6 WFXW/Wilmington, PA Minier/Straton TINA TURNER CLUB NOUVEAU SHIRLEY MURDOCK RATT (dp) Hotteat: BON JOVI 4-1 MADONNA 2-2 CHICAGO 10-6 JETS 12-9 READY FOR THE WOR 22-19

100KHI/Ocean City, MD Hlman/Jernigan LOWE JUSTICE STARSHIP HIPSWAY STEVE WINWOOD MIK HOWARD ROB JUNGKIAS SAMMY HAGAR KANSAS Hotteat: MADONNA 2-1 BON JOVI 10-6 BENJAMIN ORR 14-10 READY FOR THE WOR 18-15 HUEY LEWIS & THE 19-16 96XIU/Parkersburg, WV Paul DeMille SAMMY HAGAR GENESIS KANSAS Hotteat: JETS 2-1 BOSTON 4-2 BON JOVI 6-4 LIONEL RICHIE 9-6 HUEY LEWIS & THE 15-9 WGAN/Portland, ME Todd Martin GENESIS EXPOSE ROBBIE NEVILL SAMMY HAGAR (dp) VENTIANAS (dp) Hotteat: CHICAGO 4-2 HUEY LEWIS & THE 7-3 BON JOVI 9-4 BEASTIE BOYS 13-9 RONSTADT & INGRAM 22-16 WQNS/Greenville, SC McCown/Smith JEFF LORBER HIPSWAY DURAN DURAN (dp) CYNDI LAUPER VENTIANAS (dp) Hotteat: CHICAGO 1-1 MADONNA 2-2 BON JOVI 6-3 LIONEL RICHIE 15-12 CLUB NOUVEAU 39-23 WANS/Greenville, SC McCown/Smith JEFF LORBER HIPSWAY DURAN DURAN (dp) CYNDI LAUPER FREDIE JACKSON GENESIS 1-1 MADONNA 2-2 BON JOVI 10-7 BEASTIE BOYS 20-13 JOURNEY 8-6 WCKN/Greenville, SC Wilson/Norris PRETENDERS PAUL MCCARTNEY (dp) BERLIN DONNA ALLEN POINTER SISTERS KBC BAND (dp) ROBERT CRAY EIGHT SECONDS (dp) Hotteat: CHICAGO 3-2 BON JOVI 16-7 RONSTADT & INGRAM 17-14 CLUB NOUVEAU D-29 SMTY/Jackson, MS Bill Crews TINA TURNER LOU GRAMM ANITA BAKER CROWDED HOUSE CLUB NOUVEAU Hotteat: BON JOVI 4-1 CYNDI LAUPER 2-2 SAMANTHA FOX 7-4 HUEY LEWIS & THE 9-5 CHICAGO 15-6 WAPE/Jacksonville, FL Cahill/Kutch CLUB NOUVEAU GENESIS RED SPEEDWAGON SWEET SENSATION Hotteat: SAMANTHA FOX 5-1 BON JOVI 6-3 CAMO 16-12 BEASTIE BOYS 19-15 JANET JACKSON 23-19 WOUT/Johnson City, TN Potter/Taylor GENESIS BRUCE SPRINGSTEEN EXPOSE HIPSWAY DEAD OR ALIVE (dp) SURVIVOR GREGORY ABBOTT Hotteat: CHICAGO 1-1 BON JOVI 3-2 GEORGIA SATELLITE 9-4 HUEY LEWIS & THE 14-10 JETS 30-22 WOKI/Knoxville, TN Harper/Besch RED SPEEDWAGON BILLY IDOL JEFF LORBER HUEY LEWIS & THE 24-17 SWEET SENSATION 28-18 Y108/Orlando, FL Thomas/Wright A-HA BANGLES VENTIANAS Kool & The Gang Hotteat: BON JOVI 3-2 CHICAGO 6-3 UPTOWN 10-7 HUEY LEWIS & THE 24-17 SWEET SENSATION 28-18 Y108/Orlando, FL McKay/Haysa STARSHIP LIONEL RICHIE EDDIE MONY CLUB NOUVEAU DONNA ALLEN Hotteat: BON JOVI 5-1 SAMANTHA FOX 3-3 BEASTIE BOYS 9-6 CHICAGO 13-11 SHIRLEY MURDOCK 33-23 94Z/Raleigh, NC DeLoro/Ross RONSTADT & INGRAM RED SPEEDWAGON TINA TURNER STEVE WINWOOD CLUB NOUVEAU EXPOSE (dp) Hotteat: CHICAGO 5-1 BON JOVI 8-3 LUTHER VANDROSS 10-7 CLUB NOUVEAU 21-14 EUROPE 27-18 WRVQ/Richmond, VA Lewis/Payne CLUB NOUVEAU LUTHER VANDROSS PETER GABRIEL Kool & The Gang GENESIS Hotteat: MADONNA 1-1 BON JOVI 10-3 ROBBIE NEVILL 8-4 JETS 9-6 SAMANTHA FOX 12-8 WXLK/Roanoke, VA O'Shea/Thomas GENESIS Kool & The Gang Hotteat: BON JOVI 7-5 RONSTADT & INGRAM 10-6 SAMANTHA FOX 12-9 GEORGIA SATELLITE 16-11 BEASTIE BOYS 18-14

KEZ/El Paso, TX Henev/Simon PETER GABRIEL COMMUNARDS STACEY O MEL & KIM Hotteat: MADONNA 2-1 BILLY VERA & BEAT 1-2 BON JOVI 11-3 CYNDI LAUPER 5-4 LIONEL RICHIE 7-6 WINK/Ft. Myers, FL Stone/Berger GENESIS SURVIVOR PAUL MCCARTNEY (dp) ROBBIE NEVILL CLUB NOUVEAU SAMMY HAGAR (dp) COLIN JAMES HAY Hotteat: BON JOVI 4-1 CHICAGO 2-2 HUEY LEWIS & THE 8-5 JEFF LORBER 16-11 STARSHIP 34-23 WKBH/Greensboro, NC Kelly/Denver GENESIS CAMO (dp) LOU GRAMM (dp) FREDIE JACKSON VENTIANAS (dp) Hotteat: CHICAGO 1-1 MADONNA 2-2 BON JOVI 10-7 BEASTIE BOYS 20-13 JOURNEY 8-6 WCKN/Greenville, SC Wilson/Norris PRETENDERS PAUL MCCARTNEY (dp) BERLIN DONNA ALLEN POINTER SISTERS KBC BAND (dp) ROBERT CRAY EIGHT SECONDS (dp) Hotteat: CHICAGO 3-2 BON JOVI 16-7 RONSTADT & INGRAM 17-14 CLUB NOUVEAU D-29 SMTY/Jackson, MS Bill Crews TINA TURNER LOU GRAMM ANITA BAKER CROWDED HOUSE CLUB NOUVEAU Hotteat: BON JOVI 4-1 CYNDI LAUPER 2-2 SAMANTHA FOX 7-4 HUEY LEWIS & THE 9-5 CHICAGO 15-6 WAPE/Jacksonville, FL Cahill/Kutch CLUB NOUVEAU GENESIS RED SPEEDWAGON SWEET SENSATION Hotteat: SAMANTHA FOX 5-1 BON JOVI 6-3 CAMO 16-12 BEASTIE BOYS 19-15 JANET JACKSON 23-19 WOUT/Johnson City, TN Potter/Taylor GENESIS BRUCE SPRINGSTEEN EXPOSE HIPSWAY DEAD OR ALIVE (dp) SURVIVOR GREGORY ABBOTT Hotteat: CHICAGO 1-1 BON JOVI 3-2 GEORGIA SATELLITE 9-4 HUEY LEWIS & THE 14-10 JETS 30-22 WOKI/Knoxville, TN Harper/Besch RED SPEEDWAGON BILLY IDOL JEFF LORBER HUEY LEWIS & THE 24-17 SWEET SENSATION 28-18 Y108/Orlando, FL Thomas/Wright A-HA BANGLES VENTIANAS Kool & The Gang Hotteat: BON JOVI 3-2 CHICAGO 6-3 UPTOWN 10-7 HUEY LEWIS & THE 24-17 SWEET SENSATION 28-18 Y108/Orlando, FL McKay/Haysa STARSHIP LIONEL RICHIE EDDIE MONY CLUB NOUVEAU DONNA ALLEN Hotteat: BON JOVI 5-1 SAMANTHA FOX 3-3 BEASTIE BOYS 9-6 CHICAGO 13-11 SHIRLEY MURDOCK 33-23 94Z/Raleigh, NC DeLoro/Ross RONSTADT & INGRAM RED SPEEDWAGON TINA TURNER STEVE WINWOOD CLUB NOUVEAU EXPOSE (dp) Hotteat: CHICAGO 5-1 BON JOVI 8-3 LUTHER VANDROSS 10-7 CLUB NOUVEAU 21-14 EUROPE 27-18 WRVQ/Richmond, VA Lewis/Payne CLUB NOUVEAU LUTHER VANDROSS PETER GABRIEL Kool & The Gang GENESIS Hotteat: MADONNA 1-1 BON JOVI 10-3 ROBBIE NEVILL 8-4 JETS 9-6 SAMANTHA FOX 12-8 WXLK/Roanoke, VA O'Shea/Thomas GENESIS Kool & The Gang Hotteat: BON JOVI 7-5 RONSTADT & INGRAM 10-6 SAMANTHA FOX 12-9 GEORGIA SATELLITE 16-11 BEASTIE BOYS 18-14

FM100/Memphis, TN John/Conley GENESIS DEAD OR ALIVE Kool & The Gang SURVIVOR Hotteat: GEORGIA SATELLITE 10-5 HUEY LEWIS & THE 12-7 CHICAGO 16-9 EXPOSE 24-19 RONSTADT & INGRAM 26-23 WPOW/Miami, FL Tenner/Casidy none Hotteat: EXPOSE 1-1 PAUL LEKAKIS 2-2 COMPANY B 3-3 CHICAGO 5-5 JETS 6-6 WABB/Mobile, AL Fram/Sawyer LOU GRAMM TINA TURNER EXPOSE (dp) Hotteat: CHICAGO 5-4 HUEY LEWIS & THE 9-7 UPTOWN 25-13 BRUCE HORNSBY 22-19 LIONEL RICHIE 26-20 WBAW/Montgomery, AL Owens/Jackson LOU GRAMM KANSAS SAMMY HAGAR CROWDED HOUSE TINA TURNER A-HA Hotteat: READY FOR THE WOR 1-1 CHICAGO 2-2 BON JOVI 5-3 HUEY LEWIS & THE 11-5 SAMANTHA FOX 14-8 WHHY/Montgomery, AL Collins/Shannon STEVE WINWOOD A-HA PRETENDERS TINA TURNER VENTIANAS Hotteat: BON JOVI 1-1 GEORGIA SATELLITE 6-5 CHICAGO 7-6 PETER GABRIEL 13-12 RONSTADT & INGRAM 28-24 KBFM/McAllen-Brownsville, TX Cruz/Montana GENESIS COMMUNARDS ROBBIE NEVILL JANET JACKSON DURAN DURAN (dp) CLUB NOUVEAU (dp) SHIRLEY MURDOCK (dp) SURVIVOR (dp) Hotteat: BON JOVI 3-1 GEORGIA SATELLITE 3-2 CHICAGO 2-2 CYNDI LAUPER 4-3 BOSTON 5-4 BEASTIE BOYS 10-6 SAMANTHA FOX 6-5 WYKS/Ashville, NC John Stevens CLUB NOUVEAU TINA TURNER TINA TURNER (dp) STEVE WINWOOD EIGHT SECONDS (dp) TRIUMPH (dp) GLENN MEDeiros (dp) Hotteat: CHICAGO 2-1 CHICO DeBARGE 21-18 LUTHER VANDROSS 26-21 EDDIE MONY 30-23 RONSTADT & INGRAM 31-24 WJAD/Bainbridge, GA Elrod/Kelly SAMMY HAGAR TINA TURNER GREGORY ABBOTT ROBBIE NEVILL PSYCHEDELIC PURS (dp) GENESIS PAUL YOUNG (dp) SAMMY HAGAR (dp) Hotteat: BON JOVI 1-1 RONSTADT & INGRAM 16-10 BEASTIE BOYS 18-17 STARSHIP 29-19 RATT 35-29 BJ108/Orlando, FL Thomas/Wright A-HA BANGLES VENTIANAS Kool & The Gang Hotteat: BON JOVI 3-2 CHICAGO 6-3 UPTOWN 10-7 HUEY LEWIS & THE 24-17 SWEET SENSATION 28-18 Y108/Orlando, FL McKay/Haysa STARSHIP LIONEL RICHIE EDDIE MONY CLUB NOUVEAU DONNA ALLEN Hotteat: BON JOVI 5-1 SAMANTHA FOX 3-3 BEASTIE BOYS 9-6 CHICAGO 13-11 SHIRLEY MURDOCK 33-23 94Z/Raleigh, NC DeLoro/Ross RONSTADT & INGRAM RED SPEEDWAGON TINA TURNER STEVE WINWOOD CLUB NOUVEAU EXPOSE (dp) Hotteat: CHICAGO 5-1 BON JOVI 8-3 LUTHER VANDROSS 10-7 CLUB NOUVEAU 21-14 EUROPE 27-18 WRVQ/Richmond, VA Lewis/Payne CLUB NOUVEAU LUTHER VANDROSS PETER GABRIEL Kool & The Gang GENESIS Hotteat: MADONNA 1-1 BON JOVI 10-3 ROBBIE NEVILL 8-4 JETS 9-6 SAMANTHA FOX 12-8 WXLK/Roanoke, VA O'Shea/Thomas GENESIS Kool & The Gang Hotteat: BON JOVI 7-5 RONSTADT & INGRAM 10-6 SAMANTHA FOX 12-9 GEORGIA SATELLITE 16-11 BEASTIE BOYS 18-14

KITY/San Antonio, TX White/Glee CLUB NOUVEAU SURVIVOR DONNA ALLEN Kool & The Gang JOURNEY BRUCE HORNSBY (dp) BON JOVI 3-1 SWEET SENSATION 6-3 MADONNA 1-1 CHICAGO 10-3 CYNDI LAUPER 7-4 SAMANTHA FOX 12-8 JANET JACKSON 29-20 WTUX/Shreveport, LA Steel/Waber GENESIS LONE JUSTICE SAMMY HAGAR ROBBIE NEVILL SURVIVOR Hotteat: BON JOVI 1-1 MADONNA 3-2 SAMANTHA FOX 4-4 JETS 5-5 WDLX/Washington, NC Jackson/Lee Kool & The Gang KANSAS STEVE WINWOOD ROBBIE NEVILL MELBA MOORE Hotteat: MADONNA 2-1 CHICAGO 5-2 CHICO DeBARGE 7-4 BOSTON 5-5 CLUB NOUVEAU D-26 WKZJ/Winston-Salem, NC Don Joseph WANG CHUNG GENESIS Hotteat: READY FOR THE WOR 1-1 BON JOVI 5-2 JETS 7-4 RONSTADT & INGRAM 12-7 CINDERELLA 14-10

WCOG/Columbus, GA McCord/Douise CROWDED HOUSE SURVIVOR GREGORY ABBOTT LONE JUSTICE (dp) DAVID & DAVID (dp) TINA TURNER GENESIS KBC BAND MADONNA 1-1 CHICAGO 10-3 CYNDI LAUPER 7-4 SAMANTHA FOX 12-8 JANET JACKSON 29-20 WJMX/Florence, SC Green/Bovall VENTIANAS EIGHT SECONDS TRIUMPH GENESIS HIPSWAY SAMMY HAGAR DONNA ALLEN COLIN JAMES HAY (dp) Hotteat: BON JOVI 8-3 JETS 13-7 STARSHIP 36-29 CLUB NOUVEAU D-31 EUROPE 37-33 KISR/Ft. Smith, AR Baker/Bryant CLUB NOUVEAU HIPSWAY LUTHER VANDROSS 8-5 BON JOVI 11-8 CHICAGO 3-3 PETER GABRIEL 6-4 PRETENDERS 18-12 KNAN/Monroe, LA Chuck Redden none Hotteat: CYNDI LAUPER 1-1 GEORGIA SATELLITE 2-2 CHICAGO 3-3 BON JOVI 4-4 BEASTIE BOYS 11-11 WPFM/Panama City, FL Jeff Davis GENESIS ROBBIE NEVILL BILLY VERA & BEAT CLUB NOUVEAU CHRIS DEBURGH SHRIEKBACK Hotteat: CHICAGO 1-1 LUTHER VANDROSS 8-5 BON JOVI 11-8 CHICAGO 3-3 PETER GABRIEL 6-4 PRETENDERS 18-12 Z102/Savannah, GA McCreary/McFarland JOURNEY BRUCE SPRINGSTEEN GLENN MEDeiros GENESIS LOU GRAMM WANG CHUNG Hotteat: BEASTIE BOYS 1-1 READY FOR THE WOR 3-2 BON JOVI 4-3 JETS 7-4 CLUB NOUVEAU 27-19 WGLF/Tallahassee, FL Steve Ocean LOU GRAMM BRUCE SPRINGSTEEN HIPSWAY BILLY VERA & BEAT Hotteat: BON JOVI 5-1 GEORGIA SATELLITE 6-4 HUEY LEWIS & THE 10-5 READY FOR THE WOR 18-12 RONSTADT & INGRAM 24-18 Z103/Tallahassee, FL Douglas/Stevens JOURNEY BRUCE SPRINGSTEEN GLENN MEDeiros GENESIS WANG CHUNG Hotteat: SAMANTHA FOX 10-5 BON JOVI 3-1 HUEY LEWIS & THE 13-5 JETS 21-14 GEORGIA SATELLITE 23-15 READY FOR THE WOR 27-18 KNIN/Wichita Falls, TX Brande Kay CLUB NOUVEAU GENESIS LONE JUSTICE GREGORY ABBOTT SURVIVOR GLENN MEDeiros Hotteat: BON JOVI 4-1 JETS 15-9 READY FOR THE WOR 21-11 BRUCE WILLIS 25-20 EUROPE 38-29 WVBS/Wilmington, NC Randy "Animal" Turner ROBBIE NEVILL SAMANTHA FOX 2-2 BON JOVI 3-3 GEORGIA SATELLITE 4-4 JETS 5-5 CINDERELLA 11-6 KSM/Lafayette, LA Segrove/Small GENESIS CLUB NOUVEAU ANITA BAKER COMMUNARDS (dp) LONE JUSTICE Kool & DC CREW Hotteat: BON JOVI 1-1 MADONNA 3-2 READY FOR THE WOR 6-3 DEAD OR ALIVE 8-4 SAMANTHA FOX 16-6

Q101/Meridian, MS Kelly/Brock Kool & The Gang GENESIS DONNA ALLEN TALKING HEADS (dp) ROBBIE NEVILL (dp) Hotteat: MADONNA 4-1 CHICAGO 3-2 SAMANTHA FOX 5-3 PETER GABRIEL 6-4 PRETENDERS 18-12 KNAN/Monroe, LA Chuck Redden none Hotteat: CYNDI LAUPER 1-1 GEORGIA SATELLITE 2-2 CHICAGO 3-3 BON JOVI 4-4 BEASTIE BOYS 11-11 WPFM/Panama City, FL Jeff Davis GENESIS ROBBIE NEVILL BILLY VERA & BEAT CLUB NOUVEAU CHRIS DEBURGH SHRIEKBACK Hotteat: CHICAGO 1-1 LUTHER VANDROSS 8-5 BON JOVI 11-8 CHICAGO 3-3 PETER GABRIEL 6-4 PRETENDERS 18-12 Z102/Savannah, GA McCreary/McFarland JOURNEY BRUCE SPRINGSTEEN GLENN MEDeiros GENESIS LOU GRAMM WANG CHUNG Hotteat: BEASTIE BOYS 1-1 READY FOR THE WOR 3-2 BON JOVI 4-3 JETS 7-4 CLUB NOUVEAU 27-19 WGLF/Tallahassee, FL Steve Ocean LOU GRAMM BRUCE SPRINGSTEEN HIPSWAY BILLY VERA & BEAT Hotteat: BON JOVI 5-1 GEORGIA SATELLITE 6-4 HUEY LEWIS & THE 10-5 READY FOR THE WOR 18-12 RONSTADT & INGRAM 24-18 Z103/Tallahassee, FL Douglas/Stevens JOURNEY BRUCE SPRINGSTEEN GLENN MEDeiros GENESIS WANG CHUNG Hotteat: SAMANTHA FOX 10-5 BON JOVI 3-1 HUEY LEWIS & THE 13-5 JETS 21-14 GEORGIA SATELLITE 23-15 READY FOR THE WOR 27-18 KNIN/Wichita Falls, TX Brande Kay CLUB NOUVEAU GENESIS LONE JUSTICE GREGORY ABBOTT SURVIVOR GLENN MEDeiros Hotteat: BON JOVI 4-1 JETS 15-9 READY FOR THE WOR 21-11 BRUCE WILLIS 25-20 EUROPE 38-29 WVBS/Wilmington, NC Randy "Animal" Turner ROBBIE NEVILL SAMANTHA FOX 2-2 BON JOVI 3-3 GEORGIA SATELLITE 4-4 JETS 5-5 CINDERELLA 11-6 KSM/Lafayette, LA Segrove/Small GENESIS CLUB NOUVEAU ANITA BAKER COMMUNARDS (dp) LONE JUSTICE Kool & DC CREW Hotteat: BON JOVI 1-1 MADONNA 3-2 READY FOR THE WOR 6-3 DEAD OR ALIVE 8-4 SAMANTHA FOX 16-6

The following stations reported a frozen playlist this week:

WPOW/Miami KTNM/Medford

The following stations failed to report this week and therefore their playlists

were frozen: WNCI/Columbus WFLM/Lexington KLUC/Las Vegas KCPC/Sar Lake City KNIN/Wichita Falls

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

MOST ADDED **MIDWEST** BREAKOUTS  
Genesis  
Tina Turner  
Club Nouveau  
Survivor  
Exposé  
Robbie Nevil

# CHR ADDS & HOTS

MOST ADDED **WEST** BREAKOUTS  
Genesis  
Tina Turner  
Club Nouveau  
Robbie Nevil  
Bangles

## MIDWEST PARALLEL TWO

**WKDO/Akron, OH**  
Anthony/Kittredge  
Hot: JEFF LOBER (dp)  
SURVIVOR (dp)  
TINA TURNER (dp)  
HIPSWAY (dp)  
EXPOSE (dp)  
POINTER SISTERS (dp)  
EUROPE (dp)  
HOTTEST: GEORGIA SATELLITE 2-1  
JOURNEY 3-2  
ANN WILSON 5-4  
EDDIE MONEY 8-5  
RONSTADT & INGRAM 11-6

**WKFX/Appleton-Oshkosh, WI**  
Rosa/Bradleigh  
Hot: LOU GRAMM  
TINA TURNER  
CLUB NOUVEAU  
HOTTEST: MADONNA 1-1  
SAMANTHA FOX 7-3  
HUEY LEWIS & THE 8-4  
JETS 11-7  
BENJAMIN ORR 14-10

**WNCX/Cleveland, OH**  
Gorman/Banders  
Hot: TINA TURNER  
CLUB NOUVEAU  
PRETENDERS  
ROBBIE NEVIL  
EXPOSE (dp)  
LOU GRAMM  
HOTTEST: BOB JOVI 2-1  
HUEY LEWIS & THE 10-4  
JOURNEY 9-5  
LIONEL RICHIE 14-7  
PETER GABRIEL 18-13

**KM/Kennewick, WA**  
Jim O'Hara  
Hot: LOU GRAMM  
ROBERT CRAY (dp)  
DEAD OR ALIVE (dp)  
GENESIS (dp)  
HOTTEST: CHICAGO 2-1  
BOB JOVI 5-2  
GEORGIA SATELLITE 7-4  
HUEY LEWIS & THE 10-5  
BOSTON 12-7

**WGTZ/Detroit, OH**  
John Robertson  
Hot: GENESIS  
BRUCE SPRINGSTEEN  
TINA TURNER  
CROWDED HOUSE  
HOTTEST: BOB JOVI 7-1  
SAMANTHA FOX 5-2  
GEORGIA SATELLITE 10-3  
BRUCE WILLIS 20-15  
CLUB NOUVEAU 35-30

**KRNO/Des Moines, IA**  
Knight/Sharp  
Hot: CLUB NOUVEAU  
STEVE WINWOOD  
EUROPE  
HOTTEST: MADONNA 2-1  
HUEY LEWIS & THE 9-4  
SAMANTHA FOX 15-8  
JETS 20-17

**KZJO/Duluth, MN**  
Michael/Martin  
Hot: GENESIS  
EXPOSE  
PETER CETERA  
CLUB NOUVEAU  
LOU GRAMM  
HOTTEST: BOB JOVI 6-3  
SAMANTHA FOX 11-7  
GEORGIA SATELLITE 12-10  
CHICO DEBARGE 18-12  
DEAD OR ALIVE 28-24

**WMEE/Fl. Wayne, IN**  
Tommy Richards  
Hot: CLUB NOUVEAU  
EDDIE MONEY  
HOTTEST: CHICAGO 3-1  
CYNDI LAUPER 4-2  
BOB JOVI 7-3  
HUEY LEWIS & THE 6-4  
SAMANTHA FOX 15-11

**WQDR/Grand Rapids, MI**  
Cianotti/Dick  
Hot: READY FOR THE MOR  
GENESIS  
SURVIVOR  
HOTTEST: BILLY IDOL 6-1  
CINDERELLA 3-2  
BOB JOVI 8-3  
GEORGIA SATELLITE 10-8

**KLQ/Grand Rapids, MI**  
Owen/Thines  
Hot: EUROPE  
EXPOSE (dp)  
STARSHIP  
HOTTEST: BENJAMIN ORR 12-7  
SAMANTHA FOX 15-10  
LUTHER VANDROSS 19-12  
BEASTIE BOYS 23-17  
READY FOR THE MOR 30-23

**WIXX/Green Bay, WI**  
McCarthy/Michael T.  
Hot: GENESIS  
PRETENDERS (dp)  
HOTTEST: GEORGIA SATELLITE 4-1  
BOB JOVI 8-3  
HUEY LEWIS & THE 5-4  
PETER GABRIEL 12-7  
RONSTADT & INGRAM 15-11

**WEAG/Indianapolis, IN**  
Greg Hendrix  
Hot: ROBERT CRAY (dp)  
SAMMY HAGAR (dp)  
JANET JACKSON  
SURVIVOR  
TINA TURNER  
LIONEL RICHIE  
HOTTEST: GEORGIA SATELLITE 1-1  
BOB JOVI 2-2  
HUEY LEWIS & THE 5-3  
CINDERELLA 7-6  
PETER GABRIEL 10-9

**WZPL/Indianapolis, IN**  
Steve Stokes  
Hot: CLUB NOUVEAU  
EXPOSE  
LOU GRAMM  
EUROPE (dp)  
HOTTEST: CHICAGO 2-1  
BOB JOVI 5-2  
GEORGIA SATELLITE 7-4  
HUEY LEWIS & THE 10-5  
BOSTON 12-7

**Z104/Madison, WI**  
Lilje/Hudson  
Hot: CLUB NOUVEAU  
JETS  
WANG CHUNG  
TINA TURNER  
HOTTEST: BOB JOVI 1-1  
HUEY LEWIS & THE 10-3  
PETER GABRIEL 6-5  
JOURNEY 20-10

**KJ103/Oklahoma City, OK**  
Patrick/Davis  
Hot: SURVIVOR  
GENESIS  
MADONNA 1-1  
CHICAGO 4-2  
HUEY LEWIS & THE 10-3  
PETER GABRIEL 11-9  
LONE JUSTICE 11-9  
READY FOR THE MOR 19-14

**KQKQ/Omaha, NB**  
Evans/Michaels  
Hot: GENESIS  
TINA TURNER  
CROWDED HOUSE  
SURVIVOR  
HOTTEST: BOB JOVI 3-2  
HUEY LEWIS & THE 5-3  
SAMANTHA FOX 6-5  
PETER GABRIEL 10-7

**KZ83/Peoria, IL**  
Keith Edwards  
Hot: GENESIS  
EUROPE  
SURVIVOR  
HOTTEST: CHICAGO 1-1  
BOB JOVI 4-2  
JOURNEY 3-3  
HUEY LEWIS & THE 7-4  
MADONNA 6-5

**WZOK/Rockford, IL**  
Brid/Dent  
Hot: CROWDED HOUSE  
HIPSWAY  
TINA TURNER  
BILLY VERA & BEAT  
HOTTEST: CHICAGO 3-1  
CYNDI LAUPER 2-2  
BOB JOVI 7-3  
HUEY LEWIS & THE 8-7  
LUTHER VANDROSS 9-8

**WRQN/Toldeo, OH**  
Wheeler/Hanson  
Hot: EXPOSE (dp)  
HOTTEST: BILLY VERA & BEAT 1-2  
CHICAGO 4-4  
RONSTADT & INGRAM 9-5  
HUEY LEWIS & THE 7-6

**KAY107/Tulsa, OK**  
Hopkins/Payton  
Hot: LUTHER VANDROSS  
DEAD OR ALIVE  
BRUCE WILLIS  
HOTTEST: MADONNA 3-1  
HUEY LEWIS & THE 12-7  
LIONEL RICHIE 11-8  
CHICAGO 15-9  
READY FOR THE MOR 18-12

**KKRD/Wichita, KS**  
Oliver/Williams  
Hot: GENESIS  
CLUB NOUVEAU  
KANSAS  
EUROPE (dp)  
HOTTEST: BOB JOVI 10-1  
CHICAGO 8-7  
READY FOR THE MOR 11-9  
SAMANTHA FOX 16-13  
BRUCE WILLIS 18-14

**WHOT/Yangtstown, OH**  
Dick Thompson  
Hot: CHICO DEBARGE  
JANET JACKSON  
STARSHIP  
HOTTEST: BOB JOVI 1-1  
MADONNA 2-2  
HUEY LEWIS & THE 8-4  
BEASTIE BOYS 6-5

**WZPL/Indianapolis, IN**  
Steve Stokes  
Hot: CLUB NOUVEAU  
EXPOSE  
LOU GRAMM  
EUROPE (dp)  
HOTTEST: CHICAGO 2-1  
BOB JOVI 5-2  
GEORGIA SATELLITE 7-4  
HUEY LEWIS & THE 10-5  
BOSTON 12-7

**WZ104/Madison, WI**  
Lilje/Hudson  
Hot: CLUB NOUVEAU  
JETS  
WANG CHUNG  
TINA TURNER  
HOTTEST: BOB JOVI 1-1  
HUEY LEWIS & THE 10-3  
PETER GABRIEL 6-5  
JOURNEY 20-10

**KJ103/Oklahoma City, OK**  
Patrick/Davis  
Hot: SURVIVOR  
GENESIS  
MADONNA 1-1  
CHICAGO 4-2  
HUEY LEWIS & THE 10-3  
PETER GABRIEL 11-9  
LONE JUSTICE 11-9  
READY FOR THE MOR 19-14

**KQKQ/Omaha, NB**  
Evans/Michaels  
Hot: GENESIS  
TINA TURNER  
CROWDED HOUSE  
SURVIVOR  
HOTTEST: BOB JOVI 3-2  
HUEY LEWIS & THE 5-3  
SAMANTHA FOX 6-5  
PETER GABRIEL 10-7

**KZ83/Peoria, IL**  
Keith Edwards  
Hot: GENESIS  
EUROPE  
SURVIVOR  
HOTTEST: CHICAGO 1-1  
BOB JOVI 4-2  
JOURNEY 3-3  
HUEY LEWIS & THE 7-4  
MADONNA 6-5

**WZOK/Rockford, IL**  
Brid/Dent  
Hot: CROWDED HOUSE  
HIPSWAY  
TINA TURNER  
BILLY VERA & BEAT  
HOTTEST: CHICAGO 3-1  
CYNDI LAUPER 2-2  
BOB JOVI 7-3  
HUEY LEWIS & THE 8-7  
LUTHER VANDROSS 9-8

**KQCR/Cedar Rapids, IA**  
Mann/Olson  
Hot: CHICO DEBARGE (dp)  
SURVIVOR  
KANSAS  
ROBBIE NEVIL  
CROWDED HOUSE  
HOTTEST: LIONEL RICHIE 2-1  
JETS 4-2  
RONSTADT & INGRAM 5-3  
LUTHER VANDROSS 14-8  
BRUCE HORNSBY 26-17

**WLRW/Champaign, IL**  
McCann/McKeighan  
Hot: CLUB NOUVEAU  
TINA TURNER  
GENESIS  
HOTTEST: JETS 4-2  
READY FOR THE MOR 6-3  
RONSTADT & INGRAM 15-8  
HUEY LEWIS & THE 18-11  
BRUCE WILLIS 21-12

**KCMQ/Columbia, MO**  
Turtin/Cott  
Hot: EUROPE  
GENESIS  
BILLY IDOL  
KANSAS  
HOTTEST: BOB JOVI 10-1  
CHICAGO 8-7  
READY FOR THE MOR 11-9  
SAMANTHA FOX 16-13  
BRUCE WILLIS 18-14

**WHOT/Yangtstown, OH**  
Dick Thompson  
Hot: CHICO DEBARGE  
JANET JACKSON  
STARSHIP  
HOTTEST: BOB JOVI 1-1  
MADONNA 2-2  
HUEY LEWIS & THE 8-4  
BEASTIE BOYS 6-5

**WZPL/Indianapolis, IN**  
Steve Stokes  
Hot: CLUB NOUVEAU  
EXPOSE  
LOU GRAMM  
EUROPE (dp)  
HOTTEST: CHICAGO 2-1  
BOB JOVI 5-2  
GEORGIA SATELLITE 7-4  
HUEY LEWIS & THE 10-5  
BOSTON 12-7

**WZ104/Madison, WI**  
Lilje/Hudson  
Hot: CLUB NOUVEAU  
JETS  
WANG CHUNG  
TINA TURNER  
HOTTEST: BOB JOVI 1-1  
HUEY LEWIS & THE 10-3  
PETER GABRIEL 6-5  
JOURNEY 20-10

**KJ103/Oklahoma City, OK**  
Patrick/Davis  
Hot: SURVIVOR  
GENESIS  
MADONNA 1-1  
CHICAGO 4-2  
HUEY LEWIS & THE 10-3  
PETER GABRIEL 11-9  
LONE JUSTICE 11-9  
READY FOR THE MOR 19-14

**KQKQ/Omaha, NB**  
Evans/Michaels  
Hot: GENESIS  
TINA TURNER  
CROWDED HOUSE  
SURVIVOR  
HOTTEST: BOB JOVI 3-2  
HUEY LEWIS & THE 5-3  
SAMANTHA FOX 6-5  
PETER GABRIEL 10-7

**KZ83/Peoria, IL**  
Keith Edwards  
Hot: GENESIS  
EUROPE  
SURVIVOR  
HOTTEST: CHICAGO 1-1  
BOB JOVI 4-2  
JOURNEY 3-3  
HUEY LEWIS & THE 7-4  
MADONNA 6-5

**WZOK/Rockford, IL**  
Brid/Dent  
Hot: CROWDED HOUSE  
HIPSWAY  
TINA TURNER  
BILLY VERA & BEAT  
HOTTEST: CHICAGO 3-1  
CYNDI LAUPER 2-2  
BOB JOVI 7-3  
HUEY LEWIS & THE 8-7  
LUTHER VANDROSS 9-8

**KDVV/Topeka, KS**  
Kevin Rabat  
Hot: BERLIN  
KANSAS  
DURAN DURAN (dp)  
EXPOSE (dp)  
HOTTEST: BOB JOVI 6-1  
GEORGIA SATELLITE 11-10  
BRUCE HORNSBY 12-11  
WANG CHUNG 27-22  
A-HA 30-23

**KFMW/Waterloo, IA**  
Ted Jacobson  
Hot: GENESIS  
SAMMY HAGAR  
KANSAS  
STEVE WINWOOD  
HOTTEST: MADONNA 1-1  
BOB JOVI 4-2  
SAMANTHA FOX 8-7  
HUEY LEWIS & THE 10-8  
BEASTIE BOYS 29-21

**KZZU/Spokane, WA**  
Randy Robbins  
Hot: JANET JACKSON (dp)  
KANSAS  
ROBERT CRAY  
LOU GRAMM  
SURVIVOR  
GENESIS  
HOTTEST: MADONNA 2-1  
BOB JOVI 3-2  
HUEY LEWIS & THE 12-6  
CINDERELLA 13-8  
A-HA 24-19

**KNBQ/Seattle, WA**  
Ric Hansen  
Hot: CINDERELLA  
EUROPE  
A-HA  
ROBERT CRAY  
EXPOSE  
HOTTEST: CHICAGO 1-1  
BOB JOVI 10-2  
BENJAMIN ORR 6-3  
JETS 14-6  
JOURNEY 16-7

**KFIV/Mohegan, CA**  
Fisher/Edwards  
Hot: BEASTIE BOYS  
GENESIS  
CHRIS DEBURGH  
VENETIANS (dp)  
BANGLES  
HOTTEST: BOB JOVI 1-1  
JERMAINE JACKSON 4-2  
GEORGIA SATELLITE 9-3  
JETS 17-9  
BRUCE WILLIS 27-20

**KCAQ/Oxnard-Ventura, CA**  
Craig Williams  
Hot: GENESIS  
CLUB NOUVEAU  
JOURNEY  
HOTTEST: MADONNA 1-1  
DEAD OR ALIVE 6-4  
BOB JOVI 14-7  
BEASTIE BOYS 18-8  
GEORGIA SATELLITE 35-15

**KXYQ/Salem, OR**  
Jim Ryan  
Hot: CLUB NOUVEAU  
PAUL SIMON  
RATT (dp)  
HOTTEST: BOB JOVI 1-1  
HUEY LEWIS & THE 5-2  
GEORGIA SATELLITE 8-6  
BEASTIE BOYS 9-7  
LIONEL RICHIE 14-8

**KDON/Selma, CA**  
Hunter/Lundell  
Hot: STEVE WINWOOD  
TINA TURNER  
ROBBIE NEVIL  
KANSAS  
VENETIANS  
HOTTEST: BOB JOVI 1-1  
SAMANTHA FOX 4-3  
JETS 14-6  
PETER GABRIEL 20-16  
BEASTIE BOYS 33-29

**KCPV/Salt Lake City, UT**  
Lou Simon  
Hot: none  
HOTTEST: MADONNA 1-1  
BOB JOVI 7-2  
CYNDI LAUPER 5-5  
SAMANTHA FOX 6-6  
A-HA 23-23

**KITS/San Francisco, CA**  
Sands/Masters  
Hot: TIL TUESDAY  
HOWARD JONES  
SHRIEKBACK  
CHINA CRISIS  
STEVE WINWOOD  
STRANGLERS  
WORLD PARTY  
GENERAL PUBLIC  
COMMUNARDS  
BENJAMIN ORR  
HOTTEST: PETER GABRIEL 4-2  
IGGY POP 28-12  
PSYCHEDELIC PURS 20-15  
EIGHT SECONDS 26-21  
BOB GILDOY 27-22

**KTRB/Casper, WY**  
Kelly Gordon  
Hot: TINA TURNER  
HIPSWAY  
PRETENDERS  
EIGHT SECONDS  
KANSAS  
HOTTEST: MADONNA 2-1  
BOSTON 6-5  
JOURNEY 8-6  
BOB JOVI 13-8  
GEORGIA SATELLITE 12-10

**KKAZ/Cheyenne, WY**  
Jack Alexander  
Hot: JANET JACKSON  
EXPOSE  
TINA TURNER  
STEVE WINWOOD  
BURNS SISTERS  
HOTTEST: BOB JOVI 2-1  
MADONNA 2-1  
BOB JOVI 3-2  
HUEY LEWIS & THE 12-6  
CINDERELLA 13-8  
A-HA 24-19

**KNBQ/Seattle, WA**  
Ric Hansen  
Hot: CINDERELLA  
EUROPE  
A-HA  
ROBERT CRAY  
EXPOSE  
HOTTEST: CHICAGO 1-1  
BOB JOVI 10-2  
BENJAMIN ORR 6-3  
JETS 14-6  
JOURNEY 16-7

**KRO/Tucson, AZ**  
Gillie/Johnson  
Hot: SAMMY HAGAR (dp)  
A-HA (dp)  
TRIUMPH (dp)  
LOU GRAMM  
HOTTEST: MADONNA 1-1  
CHICAGO 7-2  
PETER GABRIEL 3-3  
BOB JOVI 11-6  
HUEY LEWIS & THE 15-8

**KGOT/Anchorage, AK**  
J.D. Chandler  
Hot: none  
HOTTEST: CHICAGO 7-1  
BOB JOVI 10-2  
BOSTON 4-3  
GEORGIA SATELLITE 14-8  
HUEY LEWIS & THE 12-9

**KYYA/Billings, MT**  
Charlie Fox  
Hot: GENESIS  
HOTTEST: BOB JOVI 1-1  
CHRIS DEBURGH 9-4  
RONSTADT & INGRAM 19-10  
JANET JACKSON 24-14  
SHIRLEY MURDOCK 33-25  
A-HA 22-14

**KBOZ/Bozeman, MT**  
Steve Mills  
Hot: TINA TURNER  
STEVE WINWOOD  
EUROPE  
HOTTEST: BOB JOVI 3-1  
CHICAGO 4-2  
BOSTON 6-5  
SAMANTHA FOX 8-7  
GEORGIA SATELLITE 11-9

## WEST PARALLEL TWO

**KMCM/Bozeman, MT**  
Stuckert/Daniels  
Hot: LOU GRAMM  
CROWDED HOUSE  
DAVID & DAVID  
HOTTEST: MADONNA 1-1  
CHICAGO 2-1  
BOB JOVI 19-4  
SAMANTHA FOX 6-5  
BEASTIE BOYS 20-15

**KMGM/Fresno, CA**  
Bryer/Carter  
Hot: BRUCE HORNSBY  
FREDDIE JACKSON  
EIGHT SECONDS  
DONNA ALLEN  
DAVID & DAVID  
HOTTEST: BEASTIE BOYS 1-1  
GREGORY ABBOTT 2-2  
BOB JOVI 10-4  
NOCTRA 7-6  
SWEET SENSATION 11-9

**KYNO/Fresno, CA**  
Walker/Davis  
Hot: CHICAGO  
TINA TURNER  
GENESIS  
PRETENDERS (dp)  
FREDDIE JACKSON (dp)  
HOTTEST: STACEY Q 2-1  
JETS 8-1  
CHICO DEBARGE 13-9  
BOB JOVI 26-16  
DEAD OR ALIVE 21-17

**IM/Honolulu, HI**  
Stone/Shahid  
Hot: MELBA MOORE  
PETER GABRIEL  
CHRIS DEBURGH  
HOTTEST: SWEET SENSATION 4-1  
CHICAGO 2-2  
JANET JACKSON 11-5  
NOCTRA 22-13  
CLUB NOUVEAU 17-14

**KQMO/Honolulu, HI**  
Akane/Miller  
Hot: STACEY Q  
EXPOSE  
TIL TUESDAY  
HIPSWAY  
ROBBIE NEVIL  
HOTTEST: RONSTADT & INGRAM 1-1  
BOSTON 8-2  
READY FOR THE MOR 7-4  
CHICAGO 9-5  
JETS 12-6

**KLUC/Las Vegas, NV**  
Dean/Taylor  
Hot: none  
HOTTEST: BOB JOVI 1-1  
BEASTIE BOYS 3-3  
BILLY VERA & BEAT 4-4  
GLENN MEDeiros 8-8  
PETER GABRIEL 17-17

**KBNDE/Eugene, OR**  
Shakow/Hyatt  
Hot: GENESIS  
KANSAS  
TINA TURNER  
VENETIANS  
HOTTEST: CHICAGO 1-1  
BOB JOVI 3-2  
BEASTIE BOYS 8-7  
GLENN MEDeiros D-19  
EIGHT SECONDS 28-23

**KKRC/Sioux Falls, SD**  
Kieley/O'Douglas  
Hot: DAVID & DAVID  
RONSTADT & INGRAM  
TINA TURNER  
HOTTEST: BOB JOVI 3-2  
SAMANTHA FOX 4-3  
BOSTON 6-4  
PETER GABRIEL 17-11  
READY FOR THE MOR 34-24  
A-HA 30-23

**WDBR/Springfield, IL**  
Moore/Lawley  
Hot: GENESIS  
SURVIVOR  
CLUB NOUVEAU  
POINTER SISTERS  
ROBBIE NEVIL  
KBC BAND (dp)  
HOTTEST: MADONNA 1-1  
CHICAGO 7-1  
GEORGIA SATELLITE 3-2  
PETER GABRIEL 4-3  
BOB JOVI 6-4  
JETS 7-5

**KYRK/Las Vegas, NV**  
Daniels/Holiday  
Hot: COMMUNARDS  
CLUB NOUVEAU  
COLIN JAMES HAY  
SHIRLEY MURDOCK  
DONNA ALLEN  
HOTTEST: MADONNA 2-1  
LIONEL RICHIE 6-3  
BEASTIE BOYS 18-11  
JETS 26-17  
CAMRO 28-20

**KFIV/Mohegan, CA**  
Fisher/Edwards  
Hot: BEASTIE BOYS  
GENESIS  
CHRIS DEBURGH  
VENETIANS (dp)  
BANGLES  
HOTTEST: BOB JOVI 1-1  
JERMAINE JACKSON 4-2  
GEORGIA SATELLITE 9-3  
JETS 17-9  
BRUCE WILLIS 27-20

**KCAQ/Oxnard-Ventura, CA**  
Craig Williams  
Hot: GENESIS  
CLUB NOUVEAU  
JOURNEY  
HOTTEST: MADONNA 1-1  
DEAD OR ALIVE 6-4  
BOB JOVI 14-7  
BEASTIE BOYS 18-8  
GEORGIA SATELLITE 35-15

**KXYQ/Salem, OR**  
Jim Ryan  
Hot: CLUB NOUVEAU  
PAUL SIMON  
RATT (dp)  
HOTTEST: BOB JOVI 1-1  
HUEY LEWIS & THE 5-2  
GEORGIA SATELLITE 8-6  
BEASTIE BOYS 9-7  
LIONEL RICHIE 14-8

**KDON/Selma, CA**  
Hunter/Lundell  
Hot: STEVE WINWOOD  
TINA TURNER  
ROBBIE NEVIL  
KANSAS  
VENETIANS  
HOTTEST: BOB JOVI 1-1  
SAMANTHA FOX 4-3  
JETS 14-6  
PETER GABRIEL 20-16  
BEASTIE BOYS 33-29

**KCPV/Salt Lake City, UT**  
Lou Simon  
Hot: none  
HOTTEST: MADONNA 1-1  
BOB JOVI 7-2  
CYNDI LAUPER 5-5  
SAMANTHA FOX 6-6  
A-HA 23-23

**KITS/San Francisco, CA**  
Sands/Masters  
Hot: TIL TUESDAY  
HOWARD JONES  
SHRIEKBACK  
CHINA CRISIS  
STEVE WINWOOD  
STRANGLERS  
WORLD PARTY  
GENERAL PUBLIC  
COMMUNARDS  
BENJAMIN ORR  
HOTTEST: PETER GABRIEL 4-2  
IGGY POP 28-12  
PSYCHEDELIC PURS 20-15  
EIGHT SECONDS 26-21  
BOB GILDOY 27-22

**KTRB/Casper, WY**  
Kelly Gordon  
Hot: TINA TURNER  
HIPSWAY  
PRETENDERS  
EIGHT SECONDS  
KANSAS  
HOTTEST: MADONNA 2-1  
BOSTON 6-5  
JOURNEY 8-6  
BOB JOVI 13-8  
GEORGIA SATELLITE 12-10

**KKAZ/Cheyenne, WY**  
Jack Alexander  
Hot: JANET JACKSON  
EXPOSE  
TINA TURNER  
STEVE WINWOOD  
BURNS SISTERS  
HOTTEST: BOB JOVI 2-1  
MADONNA 2-1  
BOB JOVI 3-2  
HUEY LEWIS & THE 12-6  
CINDERELLA 13-8  
A-HA 24-19

**KNBQ/Seattle, WA**  
Ric Hansen  
Hot: CINDERELLA  
EUROPE  
A-HA  
ROBERT CRAY  
EXPOSE  
HOTTEST: CHICAGO 1-1  
BOB JOVI 10-2  
BENJAMIN ORR 6-3  
JETS 14-6  
JOURNEY 16-7

**KRO/Tucson, AZ**  
Gillie/Johnson  
Hot: SAMMY HAGAR (dp)  
A-HA (dp)  
TRIUMPH (dp)  
LOU GRAMM  
HOTTEST: MADONNA 1-1  
CHICAGO 7-2  
PETER GABRIEL 3-3  
BOB JOVI 11-6  
HUEY LEWIS & THE 15-8

**KGOT/Anchorage, AK**  
J.D. Chandler  
Hot: none  
HOTTEST: CHICAGO 7-1  
BOB JOVI 10-2  
BOSTON 4-3  
GEORGIA SATELLITE 14-8  
HUEY LEWIS & THE 12-9

**KYYA/Billings, MT**  
Charlie Fox  
Hot: GENESIS  
HOTTEST: BOB JOVI 1-1  
CHRIS DEBURGH 9-4  
RONSTADT & INGRAM 19-10  
JANET JACKSON 24-14  
SHIRLEY MURDOCK 33-25  
A-HA 22-14

**KBOZ/Bozeman, MT**  
Steve Mills  
Hot: TINA TURNER  
STEVE WINWOOD  
EUROPE  
HOTTEST: BOB JOVI 3-1  
CHICAGO 4-2  
BOSTON 6-5  
SAMANTHA FOX 8-7  
GEORGIA SATELLITE 11-9

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall.

# Thanks For Taking Care Of Billy.

NOW, "TAKE CARE OF YOURSELF"  
... WITH BILLY VERA'S NEW SMASH HIT.  
DROP THE NEEDLE & TURN YOUR LISTENERS ON WITH  
THE PERFECT FOLLOW UP TO LAST YEARS #1  
REQUESTED SONG "AT THIS MOMENT"

NOW SEGUE INTO  
"I CAN TAKE CARE OF MYSELF"  
THESE STATIONS ALREADY HAVE:

Z95 Debut 39 99KG WPFM WZOK  
KATD WCIL-FM WGLF KLUC  
"BY REQUEST"



THE SINGLE  
"I CAN TAKE CARE OF MYSELF"  
RINO 7464  
THE LP  
"BY REQUEST"  
RINO 7466

PARALLELS

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

239 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song

100/25 44%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary

Up 51 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 4 - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

A

A-HA Cry Wolf (WB) LP: Scoundrel Days

76/10 32%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for A-HA.

ANITA BAKER Caught Up In The Rapture (Elektra) LP: Rapture

102/5 43%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Anita Baker.

BEASTIE BOYS Fight For... (Det Jam/Col) LP: License To Ill

177/5 74%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Beastie Boys.

BON JOVI Livin' On A Prayer (Mercury) LP: Slippery When Wet /PolyGram

228/0 95%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Bon Jovi.

PETER CETERA Big Mistake (Full Moon/WB) LP: Solitude/Solitaire

90/7 38%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Peter Cetera.

CINDERELLA Nobody's Fool (Mercury/PolyGram) LP: Night Songs

174/1 73%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Cinderella.

CHICAGO Will You Still Love Me? (WB) LP: Chicago 18

229/2 96%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Chicago.

CAMEO Candy (Atlanta Artists/PolyGram) LP: Word Up

96/10 40%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Cameo.

CLUB NOUVEAU Lean On Me (WB) LP: Life, Love & Pain

125/65 62%

Table with columns: Regional Reach, National Summary, Debut, Same, Down, Add, and percentage.

Grid of station call letters and their regional reach for Club Nouveau.



PARADES

Georgia Satellites Continued

PETER GABRIEL
Big Time (Geffen)
LP So

223/6 83% National Summary
Regional Reach UP 103
E 948 S 928 M 908 W 988
DEBUTS 11
SAME 22
DOWN 1
ADDS 6

Table with station call letters and signal strength indicators (P1, P2, P3) for Peter Gabriel's 'Big Time'.

GENESIS
Tonight, Tonight, Tonight (Atlantic)
LP: Invisible Touch

164/127 69% National Summary
Regional Reach UP 22
E 738 S 778 M 768 W 438
DEBUTS 5
SAME 10
DOWN 0
ADDS 127

Table with station call letters and signal strength indicators for Genesis's 'Tonight, Tonight, Tonight'.

SAMMY HAGAR
Winner Takes It All (Columbia)
LP: "Over The Top" Soundtrack

55/28 23% National Summary
Regional Reach UP 0
E 298 S 268 M 168 W 228
DEBUTS 6
SAME 21
DOWN 0
ADDS 28

Table with station call letters and signal strength indicators for Sammy Hagar's 'Winner Takes It All'.

BILLY IDOL
Don't Need A Gun (Chrysalis)
LP: Whiplash Smile

151/7 63% National Summary
Regional Reach UP 68
E 678 S 598 M 598 W 718
DEBUTS 27
SAME 49
DOWN 0
ADDS 7

Table with station call letters and signal strength indicators for Billy Idol's 'Don't Need A Gun'.

GEORGIA SATELLITES
Keep Your Hands To Yourself
LP: Georgia Satellites (Elektra)

203/2 85% National Summary
Regional Reach UP 147
E 878 S 868 M 848 W 828
DEBUTS 3
SAME 36
DOWN 15
ADDS 2

Table with station call letters and signal strength indicators for Georgia Satellites' 'Keep Your Hands To Yourself'.

LOU GRAMM
Midnight Blue (Atlantic)
LP: Ready Or Not

151/27 63% National Summary
Regional Reach UP 40
E 638 S 678 M 678 W 498
DEBUTS 35
SAME 49
DOWN 0
ADDS 27

Table with station call letters and signal strength indicators for Lou Gramm's 'Midnight Blue'.

COREY HART
Can't Help Falling In Love (EMI)
LP: Fields Of Fire (America)

147/5 62% National Summary
Regional Reach UP 94
E 698 S 558 M 558 W 678
DEBUTS 11
SAME 27
DOWN 10
ADDS 5

Table with station call letters and signal strength indicators for Corey Hart's 'Can't Help Falling In Love'.

BRUCE HORNSBY & THE RANGE
Mandolin Rain (RCA)
LP: The Way It Is

218/4 91% National Summary
Regional Reach UP 197
E 928 S 928 M 908 W 908
DEBUTS 6
SAME 11
DOWN 0
ADDS 4

Table with station call letters and signal strength indicators for Bruce Hornsby & The Range's 'Mandolin Rain'.

JANET JACKSON
Let's Wait Awhile (A&M)
LP: Control

217/11 91% National Summary
Regional Reach UP 153
E 928 S 928 M 868 W 928
DEBUTS 35
SAME 18
DOWN 0
ADDS 11

Table with station call letters and signal strength indicators for Janet Jackson's 'Let's Wait Awhile'.

PARALLELS

JETS You Got It All (MCA) LP: The Jets

217/4 91% National Summary UP 174 DEBUTS 4 DOWN 26 ADDS 4

Regional Reach E 90% S 91% M 86% W 96%

JOURNEY I'll Be Alright Without You (Columbia) LP: Raised On Radio

199/5 83% National Summary UP 164 DEBUTS 4 SAME 22 DOWN 4 ADDS 5

Regional Reach E 87% S 88% M 84% W 84%

ROB JUNGKLAS Make It Mean Something LP: Closer To The Flame (Manhattan)

54/7 23% National Summary UP 4 DEBUTS 5 SAME 37 DOWN 1 ADDS 1

KOOL & THE GANG Stone Love (Mercury/PolyGram) LP: Forever

55/22 23% National Summary UP 4 DEBUTS 3 SAME 26 DOWN 0 ADDS 22

HUEY LEWIS & THE NEWS Jacob's Ladder (Chrysalis) LP: Fore!

235/0 98% National Summary UP 218 DEBUTS 1 SAME 14 DOWN 2 ADDS 0

Huey Lewis Continued

90/16 38% National Summary UP 35 DEBUTS 8 SAME 30 DOWN 1 ADDS 16

JEFF LORBER / KARYN WHITE Facts Of Love (WB) LP: Private Passion

166/10 69% National Summary UP 109 DEBUTS 15 SAME 28 DOWN 5 ADDS 10

Regional Reach E 73% S 64% M 57% W 88%

Regional Reach E 88% S 82% M 86% W 82%

EDDIE MONEY I Wanna Go Back (Columbia) LP: Can't Hold Back

207/3 87% National Summary UP 181 DEBUTS 20 DOWN 1 ADDS 3

Regional Reach E 87% S 83% M 88% W 90%

PRETENDERS My Baby (Sire/WB) LP: Get Close

57/18 24% National Summary UP 9 DEBUTS 4 SAME 26 DOWN 0 ADDS 18

Regional Reach E 87% S 85% M 84% W 84%

Regional Reach E 87% S 85% M 84% W 84%

Regional Reach E 87% S 85% M 84% W 84%

Regional Reach E 87% S 85% M 84% W 84%

Regional Reach E 87% S 85% M 84% W 84%

Regional Reach E 87% S 85% M 84% W 84%

Regional Reach E 87% S 85% M 84% W 84%

PARADES

Lionel Richie Continued. Regional Reach: E 78%, S 71%, M 79%, W 84%. National Summary: UP 140, DEBITS 13, SAME 17, DOWN 3, ADDS 10.

Bruce Springsteen Continued. Regional Reach: E 78%, S 95%, M 90%, W 86%. National Summary: UP 106, DEBITS 25, SAME 25, DOWN 0, ADDS 26.

Tina Turner Continued. Regional Reach: E 60%, S 56%, M 59%, W 71%. National Summary: UP 10, DEBITS 33, SAME 48, DOWN 0, ADDS 54.

Wang Chung Continued. Regional Reach: E 40%, S 32%, M 29%, W 31%. National Summary: UP 3, DEBITS 14, SAME 25, DOWN 0, ADDS 37.

Linda Ronstadt & James Ingram. Regional Reach: E 71%, S 78%, M 79%, W 84%. National Summary: UP 140, DEBITS 13, SAME 17, DOWN 3, ADDS 10.

Stacey Q. Regional Reach: E 33%, S 27%, M 10%, W 37%. National Summary: UP 31, DEBITS 6, SAME 15, DOWN 7, ADDS 4.

Toto. Regional Reach: E 77%, S 81%, M 81%, W 90%. National Summary: UP 140, DEBITS 2, SAME 41, DOWN 10, ADDS 3.

Luther Vandross. Regional Reach: E 77%, S 81%, M 81%, W 90%. National Summary: UP 140, DEBITS 2, SAME 41, DOWN 10, ADDS 3.

Bruce Springsteen & E Street Band. Regional Reach: E 56%, S 41%, M 55%, W 58%. National Summary: UP 42, DEBITS 21, SAME 45, DOWN 0, ADDS 13.

Starship. Regional Reach: E 87%, S 95%, M 90%, W 86%. National Summary: UP 106, DEBITS 25, SAME 25, DOWN 0, ADDS 26.

Wang Chung. Regional Reach: E 75%, S 78%, M 83%, W 84%. National Summary: UP 118, DEBITS 41, SAME 20, DOWN 0, ADDS 12.

Steve Winwood. Regional Reach: E 40%, S 32%, M 29%, W 31%. National Summary: UP 3, DEBITS 14, SAME 25, DOWN 0, ADDS 37.

121/13. Regional Reach: E 56%, S 41%, M 55%, W 58%. National Summary: UP 42, DEBITS 21, SAME 45, DOWN 0, ADDS 13.

145/54. Regional Reach: E 60%, S 56%, M 59%, W 71%. National Summary: UP 10, DEBITS 33, SAME 48, DOWN 0, ADDS 54.

191/12. Regional Reach: E 75%, S 78%, M 83%, W 84%. National Summary: UP 118, DEBITS 41, SAME 20, DOWN 0, ADDS 12.

79/37. Regional Reach: E 40%, S 32%, M 29%, W 31%. National Summary: UP 3, DEBITS 14, SAME 25, DOWN 0, ADDS 37.

Regional Reach: E 96%, S 91%, M 98%, W 96%. National Summary: UP 195, DEBITS 11, SAME 13, DOWN 0, ADDS 8.

Regional Reach: E 77%, S 81%, M 81%, W 90%. National Summary: UP 140, DEBITS 2, SAME 41, DOWN 10, ADDS 3.

Regional Reach: E 40%, S 32%, M 29%, W 31%. National Summary: UP 3, DEBITS 14, SAME 25, DOWN 0, ADDS 37.

# PARALLELS

# SIGNIFICANT ACTION

## A

**GREGORY ABBOTT**  
*I Got The Feelin' (It's Over)*  
LP Shake You Down (Columbia)

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WNKK a	SOUTH
MIDWEST	WJAD a	WQOO a
WEST	WOUT a	KRIN a
KS103 11-35		

**DONNA ALLEN**  
*Serious (21/Atco)*  
LP: Perfect Timing

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## B

**BANGLES**  
*Walking Down Your Street (Columbia)*  
LP Different Light

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## C

**ROBERT CRAY BAND**  
*Smoking Gun (Mercury/PolyGram)*  
LP Strong Persuader

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## D

**CHRIS DeBURGH**  
*The Lady In Red (A&M)*  
LP Into The Light

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## F

**FIVE STAR**  
*If I Say Yes (RCA)*  
LP Silk & Steel

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## H

**COLIN JAMES HAY**  
*Hold Me (Columbia)*  
LP Looking For Jack

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## J

**FREDDIE JACKSON**  
*Have You Ever Loved Somebody (Capitol)*  
LP Just Like The First

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**JASON AND THE SCORCHERS**  
*Golden Ball And Chain (EMI America)*  
LP Still Standing

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## K

**KANSAS**  
*Power (MCA)*  
LP Power

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**KBC BAND**  
*America (Arista)*  
LP KBC Band

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## M

**PAUL McCARTNEY**  
*Only Love Remains (Capitol)*  
LP Press To Play

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**GLENN MEDEIROS**  
*Nothing's Gonna Change My Love (Amherst)*

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**MEL & KIM**  
*Showing Out (Get Fresh... ) (Atlantic)*

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## N

**SHIRLEY MURDOCK**  
*As We Lay (Elektra)*  
LP Shirley Murdock

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**ROBBIE NEVIL**  
*Dominoes (Manhattan)*  
LP: Robbie Nevil

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**NEW EDITION**  
*Tears On My Pillow (MCA)*  
LP Under The Blue Moon

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**NOCERA**  
*Summertime... (Sleeping Bag)*

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**POINTER SISTERS**  
*All I Know Is The Way I Feel (RCA)*  
LP: Hot Together

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## P

## R

**LIONEL RICHIE**  
*Deep River Woman (Motown)*  
LP Dancing On The Ceiling

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**SHEILA E.**  
*Hold Me (Paisley Park/WB)*  
LP: Sheila E.

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**PAUL SIMON**  
*The Boy In The Bubble (WB)*  
LP: Graceland

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**SURVIVOR**  
*How Much Love (Scotti Bros./CBS)*  
LP: When Seconds Count

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**SWEET SENSATION**  
*Hooked On You (Next Plateau)*

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## S

## T

**TRIUMPH**  
*Just One Night (MCA)*  
LP: The Sport Of Kings

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## V

**VENETIANS**  
*So Much For Love (Chrysalis)*  
LP: Calling In The Lions

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## Y

**PAUL YOUNG**  
*Why Does A Man Have To Be Strong (Columbia)*  
LP: Between Two Fires

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

## W

**WORLD PARTY**  
*Ship Of Fools (Chrysalis)*  
LP: Private Revolution

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST	EAST	EAST
SOUTH	WVIC a-36	KF95 40-27
MIDWEST	WQOB d-31	KMGX a
WEST	WWSK d-29	KYNO on
PH102 a-28		KYRK a

**RADIO & RECORDS NATIONAL AIRPLAY**

**CONTEMPORARY HIT RADIO**

**BREAKERS**

**EXPOSE**

**Come Go With Me (Arista)**

71% of our reporters playing it. Moves: Up 47, Debuts 44, Same 45, Down 0, Adds 33 including WBEN, CKOI, WPLJ, WAVA, 93FM, Q105, 92X. See Parallels, debuts at number 37 on the CHR chart.

**GENESIS**

**Tonight, Tonight, Tonight (Atlantic)**

69% of our reporters playing it. Moves: Up 22, Debuts 5, Same 10, Down 0, Adds 127 including WPHD, PWR997, B97, B96, Z95, KHTR, KIIS. See Parallels, debuts at number 39 on the CHR chart.

**LOU GRAMM**

**Midnight Blue (Atlantic)**

63% of our reporters playing it. Moves: Up 40, Debuts 35, Same 49, Down 0, Adds 27 including Q107, Z93, 99DTX, KDWB, Y108, KWOD. Complete airplay in Parallels.

**TINA TURNER**

**What You Get Is What You See (Capitol)**

61% of our reporters playing it. Moves: Up 10, Debuts 33, Same 48, Down 0, Adds 54 including WKSE, Y100, WGH, WMMS, 99DTX, WLOL, KPKE. Complete airplay in Parallels.

**NEW & ACTIVE**

**CROWDED HOUSE "Don't Dream It's Over" (Capitol) 137/17**

Moves: Up 62, Debuts 20, Same 37, Down 1, Adds 17 including CKOI, WAVA, Y100, WCZY, KIIS, Q100, 94TYX, KQKQ, WCGQ, WXXS 31-27, 93FM 24-19, Z95 35-25, KDWB 23-15, Y108 19-10, KMEL 26-18.

**CLUB NOUVEAU "Lean On Me" (Tommy Boy/WB) 125/65**

Moves: Up 34, Debuts 18, Same 8, Down 0, Adds 65 including WPLJ, Z100, WCAU, B97, WGH, Q105, WMMS, WHYT, WKTI, KHTR, KIIS, B104 18-11, Q107 15-9, WAVA 15-10, Y100 13-5. See Parallels, debuts at number 40 on the CHR chart.

**BRUCE SPRINGSTEEN "Fire" (Columbia) 121/13**

Moves: Up 42, Debuts 21, Same 45, Down 0, Adds 13 including WXXS, KWOD, WGGZ, WGTZ, WYKS, KCMQ, KZOZ, WBEN d-9, Q102 32-29, WMMS 27-20, WCZY 39-36, WERZ 39-36, KXX106 24-18, KBOS 30-26, KZZU 39-33.

**HIPSWAY "The Honeythief" (Columbia) 102/22**

Moves: Up 21, Debuts 14, Same 45, Down 0, Adds 22 including WBEN, KRBE, KWSS, Q100, WANS, KJ103, KQMQ, WVBS, SLY96, WXXS 34-30, 93FM on, Y108 30-26, KATD 34-27, KITS 24-19, 95XIL 27-22.

**DARYL HALL "Someone Like You" (RCA) 102/6**

Moves: Up 35, Debuts 7, Same 54, Down 0, Adds 6, WKSE, 95INZ, WSPK, WBBQ, 95XXX, WQID, B96 38-35, K104 32-24, WPST 35-29, 94TYX 35-32, KF95 27-22, 95XIL 37-32, KISR 38-31, WZYP 34-30, WDBR 33-29.

**ANITA BAKER "Caught Up In The Rapture" (Elektra) 102/5**

Moves: Up 54, Debuts 7, Same 31, Down 5, Adds 5, G105, 94TYX, WQID, WZYP, KSMB, WXXS 9-7, 94Q 8-7, Y100 18-14, WLS 24-18, 99DTX 16-12, WHYT 4-1, FM102 15-5, KS103 10-8, KWSS 5-4, WKQB 9-8.

**CAMEO "Candy" (Atlanta Artists/PolyGram) 96/10**

Moves: Up 53, Debuts 9, Same 24, Down 0, Adds 10, WPLJ, WCAU, Z93, KTKS, 99GFM, WKSJ, Y107, KIYS, 99KG, Y97, WXXS 29-22, KBEO 31-28, WTIC 10-7, WSPK 8-7, KZOU 9-7.

**DAVID & DAVID "Ain't So Easy" (A&M) 95/14**

Moves: Up 22, Debuts 6, Same 53, Down 0, Adds 14 including WKSE, KTKS, WLOL, FM102, KUBE, WSKZ, KNMQ, KMGX, WZYP, KZOZ, K104 26-20, WBBQ 36-30, WGRD 37-32, KITS 17-11, 95XIL 29-23.

**LONE JUSTICE "Shelter" (Geffen) 90/16**

Moves: Up 35, Debuts 8, Same 30, Down 1, Adds 16 including WKSE, KATD, WRCK, WKQB, WSSX, WNOK, KTUX, 100KHI, KNIN, OK95, PRO-FM 34-31, WMMS 23-19, KITS 10-6, WFX 40-34, WBNQ 11-9.

**PETER CETERA "Big Mistake" (Full Moon/WB) 90/7**

Moves: Up 33, Debuts 11, Same 39, Down 0, Adds 7, KEGL, WLOL, KZIO, WZPL, KF95, 99KG, KZOZ, WKSE 34-30, KWK 18-14, WRCK 40-35, WROQ 34-29, WINK 38-34, WNCX 31-23, 95XXX 38-30, WCGQ 39-31.

**OURAN OURAN "Skin Trade" (Capitol) 89/16**

Moves: Up 20, Debuts 14, Same 39, Down 0, Adds 16 including KATD, KUBE, WERZ, WTIC, 98PXY, WANS, KF95, 99KG, KZOZ, B104 25-22, Y100 24-21, WFLY 30-25, KXX106 28-24, KJ103 39-35, 103CIR 30-25.

**STEVE WINWOOD "The Finer Things" (Island/WB) 79/37**

Moves: Up 3, Debuts 1, Same 25, Down 0, Adds 37 including WBEN, WKSE, CKOI, Y100, WGH, WMMS, 92X, KPLZ, KC101, 93Q, 94Z, KDON, KITS, B98, KFMW.

**A-HA "Cry Wolf" (WB) 76/10**

Moves: Up 42, Debuts 6, Same 18, Down 0, Adds 10, Y100, WMMS, WLOL, WNNK, WBAM, WHHY, BJ105, KNBQ, KRO, Z103, WKSE 33-29, WCKN 38-30, 94Z 34-28, KITS 15-10, KZZU 24-19.

**STACEY Q "We Connect" (Atlantic) 63/4**

Moves: Up 31, Debuts 6, Same 15, Down 7, Adds 4, WXXS, WFLY, WDJX, KQMQ, WBLI 22-19, B94 22-17, KRBE 19-14, B97 23-18, B96 28-23, KS103 18-12, WSPK 37-27, WNYZ 33-27, WAPE 29-25, KYNO 2-1, KYRK 29-24.

**COMMUNARDS "Don't Leave Me This Way" (MCA) 61/14**

Moves: Up 18, Debuts 5, Same 24, Down 0, Adds 14 including WNVZ, Q105, 92X, KS103, K98, KZZB, WROQ, KEZB, KIYS, KITS, KRBE 15-7, FM102 36-32, I94 30-26, KRQ 27-21, KZFN 28-22.

**EIGHT SECONDS "Kiss You (When It's Dangerous)" (Polydor/PolyGram) 61/12**

Moves: Up 13, Debuts 7, Same 29, Down 0, Adds 12, KEGL, KTKS, WLOL, KATD, 93Q, WCKN, KMGX, WKSJ, WJMX, KISR, WSPT, KTRS, KWES 20-16, KSND 28-23, KITS 26-21.

**PRETENDERS "My Baby" (Sire/WB) 57/18**

Moves: Up 9, Debuts 4, Same 26, Down 0, Adds 18 including WXXS, CKOI, KTKS, KRBE, KATD, WAMX, WIXX, KYNO, KCMQ, KTRS, WROQ 37-34, WXLK 28-26, KITS 21-16, Q101 18-12, OK95 40-36.

**SAMMY HAGAR "Winner Takes It All" (Columbia) 55/28**

Moves: Up 0, Debuts 6, Same 21, Down 0, Adds 28 including WXXS, PRO-FM, KEGL, KTKS, KRBE, KDWB, KPKE, K104, WINK, KTUX, WEAG, WQCM, 100KHI, KQIZ, WZYP.

**KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 55/22**

Moves: Up 4, Debuts 3, Same 26, Down 0, Adds 22 including WXXS, Q105, B96, KMEL, 99GFM, WBBQ, FM100, BJ105, KITY, OK100, KISR, WVBS, KOZE, KF95 35-26, 100KHI 40-37.

**ROB JUNGKLAS "Make It Mean Something" (Manhattan) 54/7**

Moves: Up 4, Debuts 5, Same 37, Down 1, Adds 7, WGH, 95XXX, WKPE, 100KHI, WVBS, KZFN, SLY96, WBEN 38-36, KDWB d-40, KUBE d-35, FM100 29-25, Z104 d-38, WZYP 40-35, Y94 40-37, KBIM d-40.

**TIL TUESDAY "Coming Up Close" (Epic) 50/4**

Moves: Up 20, Debuts 4, Same 21, Down 1, Adds 4, WKSE, KF95, KQMQ, KITS, WXXS 13-8, WMMS 26-23, K104 17-9, WPST 22-18, WKDD 4-3, KIYS 23-18, WKPE 29-26, 95XIL 31-25, KSMB 27-23, KBIM 38-35, OK95 15-10.

**MOST ADDED**

- GENESIS (127)
- CLUB NOUVEAU (65)
- TINA TURNER (54)
- ROBBIE NEVIL (38)
- STEVE WINWOOD (37)
- EXPOSE (33)
- EUROPE (30)
- SURVIVOR (30)
- SAMMY HAGAR (28)
- LOU GRAMM (27)

**MOST ACTIVE**

- CROWDED HOUSE (81)
- BRUCE SPRINGSTEEN (63)
- CAMEO (62)
- ANITA BAKER (56)
- CLUB NOUVEAU (52)
- A-HA (48)
- PETER CETERA (44)
- DARYL HALL (42)
- LONE JUSTICE (42)
- HIPSWAY (35)

**HOTTEST**

- BON JOVI (193)
- CHICAGO (117)
- HUEY LEWIS ... (73)
- GEORGIA SATELLITES (71)
- SAMANTHA FOX (66)
- JETS (62)
- BEASTIE BOYS (55)
- MADONNA (55)
- READY FOR THE WORLD (42)
- PETER GABRIEL (37)

Most Active = Ups + Debuts - Downs

**SIGNIFICANT ACTION**

**SHIRLEY MUROOCK "As We Lay" (Elektra) 45/5**

Moves: Up 21, Debuts 5, Same 13, Down 1, Adds 5, 99DTX, KS103, WNNK, KYRK, WKPE, Z100 10-7, WCAU 30-23, Y100 23-18, WCZY 34-29, WHYT 19-14, WSPK 15-10, KAMZ 12-10, WDJX 14-10, WDLX 30-23, KHTZ 33-25.

**KANSAS "Power" (MCA) 44/23**

Moves: Up 1, Debuts 1, Same 19, Down 0, Adds 23 including PWR997, KRBE, K104, 93Q, WBAM, KWES, KKRD, KDON, 95XIL, KQCR, KFMW, KTRS, KZFN, SLY96, Q101 37-30.

**ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 43/13**

Moves: Up 9, Debuts 4, Same 17, Down 0, Adds 13 including WBEN, PRO-FM, B97, WCKN, KIHK, 94Q 26-21, Z93 30-29, WCZY 40-37, KKRZ 37-34, KUBE d-33, WROQ 35-32, WXLK 27-23, KSND 40-35, KXYQ 22-19, KOZE 27-21.

**ROBBIE NEVIL "Dominoes" (Manhattan) 38/38**

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 38 including KRBE, WMMS, 92X, 99DTX, WCZY, Y108, KATD, KPLZ, KUBE, WTIC, WSPK, WRCK, WKQB, WSSX, WROQ.

**TRIUMPH "Just One Night" (MCA) 35/5**

Moves: Up 2, Debuts 3, Same 25, Down 0, Adds 5, WLRB, KRO, WKSJ, WJMX, WBWB, WPHD on, CFTR on-dp, KDWB on, K104 d-36, WNOK on, WKDD d-37, KIHK 33-28, CHED on, 95XIL d-40, OK95 38-34.

**CHRIS O'BURGH "The Lady In Red" (A&M) 33/13**

Moves: Up 5, Debuts 5, Same 8, Down 2, Adds 13 including PWR997, KDWB, WFLY, WPST, WRCK, WDJX, KWES, WXXS 33-29, FM102 20-17, KWSS d-33, KIHK d-33, WGAN 31-23, KQCR d-33, KHTZ 9-4, KWNZ 22-15.

**SWEET SENSATION "Hooked On You" (Next Plateau) 32/4**

Moves: Up 16, Debuts 2, Same 9, Down 1, Adds 4, KWOD, WAPE, KBOS, 99KG, WXXS d-33, KRBE 29-24, KATD 4-3, KWSS 12-6, KAMZ 30-26, KBFM 36-32, BJ105 28-18, KITY 6-3, KMGX 11-9, I94 4-1, KFIV 16-11.

**SHEILA E "Hold Me" (WB) 32/1**

Moves: Up 7, Debuts 3, Same 21, Down 0, Adds 1, OK100, WXXS on, 99DTX on, WCZY 36-32, WHYT on, WLOL 35-30, KMJK on-dp, FM102 d-29, KMEL 21-15, WNNK 39-36, WPST d-37, KXX106 25-21, KF95 d-38, KSMB 33-29, KQCR 34-28.

**FREDDIE JACKSON "Have You Ever Loved Somebody" (Capitol) 31/10**

Moves: Up 4, Debuts 5, Same 12, Down 0, Adds 10 including WXXS, 99DTX, KWSS, WSPK, KXX106, WDJX, KRBE 36-32, Y100 d-34, WCZY 30-27, WHYT d-22, FM102 d-27, KMEL d-31, KAMZ 21-20, KBFM 39-34, KF95 d-37.

**SURVIVOR "How Much Love" (Scotti Bros./CBS) 30/30**

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 30 including KEGL, B97, Y108, KZZP, KPLZ, 99GFM, FM100, KTUX, WKDD, WEAG, KZ93, KZZU, WQCM, WOMP, KQIZ.

**POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 27/9**

Moves: Up 0, Debuts 2, Same 16, Down 0, Adds 9, WERZ, WNOK, WCKN, WDJX, WKDD, KF95, KIKX, WVBS, WDBR, WCAU d-39, KATD on, KTUX on, WNCX on-dp, KIHK d-35.

**LIONEL RICHIE "Deep River Woman" (Motown) 26/1**

Moves: Up 18, Debuts 2, Same 5, Down 0, Adds 1, Y106, WAVA 18-17, Q105 4-4, KBEO 14-13, KZZP 23-20, KWSS 21-17, K104 7-1, KZZB 16-12, WKSJ 15-12, KFIV 14-13, 95XIL 9-6, KSMB 12-8, Z102 22-20, WCIL 11-6, KQCR 2-1.

**GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 24/13**

Moves: Up 1, Debuts 4, Same 6, Down 0, Adds 13 including B104, WBEN, B106, Q107, KBEO, KATD, WKEE, KQIZ, WKSJ, Z102, WKSJ d-30, KIKX 40-39, KSND d-19, KYRK d-31, KFIV d-29.

**FIVE STAR "If I Say Yes" (RCA) 24/1**

Moves: Up 15, Debuts 1, Same 6, Down 1, Adds 1, KXX106, B96 30-26, KMEL 16-14, WTIC 24-21, WSPK 36-34, WKQB 25-22, WSSX 25-23, WNOK 29-27, KBFM 16-10, KITY 13-11, KMGX 18-17, WYNO 23-20, KYRK 5-2, WAZY 39-35, KZOZ 36-34.

**BANGLES "Walking Down Your Street" (Columbia) 22/22**

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including B104, WPHD, B106, WAVA, PWR997, Z93, WMMS, 99DTX, WCZY, KIIS, FM102, KMEL, KATD, KWSS, BJ105.

**WORLD PARTY "Ship Of Fools" (Chrysalis) 22/10**

Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 10, PRO-FM, WMMS, WFLY, WSPK, 99GFM, KITS, 95XXX, KISR, KFMW, KOZE, WROQ on, 100KHI on, WGAN 35-32.

**COLIN JAMES HAY "Hold Me" (Columbia) 20/10**

Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 10, WNNK, WNYZ, WINK, KIYS, KBOS, KYRK, WQCM, WJMX, WVBS, KZFN, WPHD on, KTKS on, KMJK on-dp, KPLZ on-dp, KNBQ 38-36.

**DOONNA ALLEN "Serious" (21/Atco) 19/12**

Moves: Up 2, Debuts 3, Same 2, Down 0, Adds 12, KRBE, WHYT, FM102, KMEL, WTIC, WCKN, KBFM, Y106, KITY, KMGX, KYRK, WJMX, B96 29-22, WSSX d-29, KF95 40-27.

**KBC BAND "America" (Arista) 19/8**

Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 8, WKSE, WGH, WMMS, WCKN, KZOU, WCGQ, WVBS, WDBR, WPHD on, 95INZ on, K104 on, KXYQ on-dp, 95XIL on.

**PAUL YOUNG "Why Does A Man Have To Be Strong" (Columbia) 18/3**

Moves: Up 0, Debuts 1, Same 14, Down 0, Adds 3, WMMS, WOMP, WJAD, CKOI on, 99DTX on, WKRZ on, WINK on, KCAQ on-dp, WPFM on, 99KG on, WDBR on, KKAZ on, KBIM d-39.

**VENETIANS "So Much For Love" (Chrysalis) 17/17**

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including PWR997, KPLZ, WSSX, WROQ, WNOK, WKSJ, WHHY, BJ105, KSND, KFIV, KDON, WJMX, WPFM, 99KG, KOZE.

**PAUL McCARTNEY "Only Love Remains" (Capitol) 16/7**

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 7, WPHD, WINK, WCKN, WQID, KKLS, 99KG, KWTO, PRO-FM on, WERZ on, 93Q on, KTUX on-dp, WGAN on-dp, KSMB on-dp, WVBS on-dp.

**BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 16/2**

Moves: Up 1, Debuts 1, Same 12, Down 0, Adds 2, WBNO, KKAZ, KATD on, K104 d-35, WERZ on, WKRZ on, KMGX on, KYRK on, KFIV on, KRO on, WKPE on-dp, OK100 40-35, WZYP on.

**NOCERA "Summertime Summertime" (Sleeping Bag) 15/0**

Moves: Up 12, Debuts 0, Same 3, Down 0, Adds 0 including WNNK 40-37, WKQB 24-19, KAMZ 7-6, KEZB 29-22, KBFM 31-19, KMGX 7-6, KYNO 27-26, I94 22-13, KDON 32-31, WCIL 14-11, WAZY 33-28, KHTZ 25-23.

**MEL & KIM "Showing Out (Get Fresh At The Weekend)" (Atlantic) 11/1**

Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 1, KEZB, CKOI on, KRBE 30-26, KMEL 20-17, KATD on, KAMZ 20-13, KITY 23-21, KQMQ on, KYRK 34-28, 99KG on.

**NEW EDITION "Tears On My Pillow" (MCA) 11/1**

Moves: Up 4, Debuts 0, Same 6, Down 0, Adds 1, KAMZ, WNCI on, WHYT 24-19, KEZB 26-19, WCKN on, WBAM on, Y106 on, KITY 25-23, KYRK on, 100KHI 40-37.

**JASON & THE SCORCHERS "Golden Ball & Chain" (EMI America) 11/0**

Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 0, WERZ on, WKRZ on, KZOU on-dp, WOMP on, KQIZ on-dp, KNAN on-dp, WBNQ on-dp, WBWB on-dp, WCIL on-dp, WAZY on-dp, WSPT 40-34.

**PAUL SIMON "The Boy In The Bubble" (WB) 10/10**

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, 95INZ, K104, WBBQ, WKSJ, KF95, KSND, KBOS, KXYQ, WKSJ, KOZE.

**GREGORY ABBOTT "I Got The Feeling (It's Over)" (Columbia) 10/9**

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 9, WCZY, KPLZ, WNNK, WBCY, WQUT, KF95, WJAD, WCGQ, KNIN, KS103 d-35.

# THE CUT RADIO HAS DEMANDED!

1987's FIRST BLOCKBUSTER  
SUPERSTAR DUET SINGLE.



NEXT WEEK  
EXPLODES  
IN ENGLAND  
TO #1!



**MUSIC WEEK**  
FEBRUARY 2, 1987  
**TOP-75 SINGLES**

1. **JACKYOURBODY**  
Steve 'Silk' Hurley (Steve Hurley)
2. **I KNEW YOU WERE WAITING (FOR ME)**  
Aretha Franklin / George Michael
3. **C'EST LA VIE**  
Robbie Nevil (Sadkin/Thornalley)
4. **IS THIS LOVE?**  
Alison Moyet (Jimmy Iovine)
5. **NO MORE THE FOOL**  
Elkie Brooks (Russ Ballard)
6. **REET PETITE (The Sweetest Girl In Town)**  
Jackie Wilson (Carl Davis)

**DEBUT**

**"I KNEW YOU WERE WAITING (FOR ME)"**  
**ARETHA FRANKLIN & GEORGE MICHAEL**

And wait till you see the video!

GOING FOR CHR  
AND A/C ADDS:  
FEB. 9th



produced by Narada Michael Walden  
for Perfection Light Productions

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
10	4	2	1 <b>BON JOVI/Livin' On A Prayer</b> (Mercury/PG)
9	3	3	2 <b>CHICAGO/Will You Still Love Me?</b> (WB)
2	1	1	3 <b>MADONNA/Open Your Heart</b> (Sire/WB)
16	10	6	4 <b>HUEY LEWIS &amp; THE NEWS/Jacob's Ladder</b> (Chrysalis)
8	5	4	5 <b>CYNDI LAUPER/Change Of Heart</b> (Portrait/CBS)
19	15	10	6 <b>JETS/You Got It All</b> (MCA)
14	11	9	7 <b>GEORGIA SATELLITES/Keep Your Hands To Yourself</b> (Elektra)
13	9	8	8 <b>SAMANTHA FOX/Touch Me (I Want Your Body)</b> (Jive/RCA)
23	18	11	9 <b>LIONEL RICHIE/Ballerina Girl</b> (Motown)
28	21	15	10 <b>PETER GABRIEL/Big Time</b> (Geffen)
25	19	12	11 <b>READY FOR THE WORLD/Love You Down</b> (MCA)
22	17	13	12 <b>LUTHER VANDROSS/Stop To Love</b> (Epic)
11	8	7	13 <b>BOSTON/We're Ready</b> (MCA)
26	22	17	14 <b>JOURNEY/I'll Be Alright Without You</b> (Columbia)
24	20	16	15 <b>CHICO DeBARGE/Talk To Me</b> (Motown)
35	29	23	16 <b>BRUCE WILLIS/Respect Yourself</b> (Motown)
33	25	21	17 <b>EDDIE MONEY/I Wanna Go Back</b> (Columbia)
1	2	5	18 <b>BILLY VERA &amp; THE BEATERS/At This Moment</b> (Rhino)
37	30	25	19 <b>BRUCE HORNSBY &amp; THE RANGE/Mandolin Rain</b> (RCA)
40	31	26	20 <b>BEASTIE BOYS/Fight For Your Right (To Party)</b> (Def Jam/Columbia)
32	26	22	21 <b>CINDERELLA/Nobody's Fool</b> (Mercury/PG)
20	16	14	22 <b>BENJAMIN ORR/Stay The Night</b> (Elektra)
—	34	28	23 <b>LINDA RONSTADT &amp; JAMES INGRAM/Somewhere Out There</b> (MCA)
36	32	27	24 <b>DEAD OR ALIVE/Brand New Lover</b> (Epic)
—	40	30	25 <b>JANET JACKSON/Let's Wait Awhile</b> (A&M)
5	6	18	26 <b>GENESIS/Land Of Confusion</b> (Atlantic)
7	7	19	27 <b>GLASS TIGER/Someday</b> (Manhattan)
3	12	24	28 <b>GREGORY ABBOTT/Shake You Down</b> (Columbia)
38	35	31	29 <b>TOTO/Without Your Love</b> (Columbia)
—	38	33	30 <b>JEFF LORBER featuring KARYN WHITE/Facts Of Love</b> (WB)
—	—	38	31 <b>STARSHIP/Nothing's Gonna Stop Us Now</b> (Grunt/RCA)
—	—	37	32 <b>WANG CHUNG/Let's Go</b> (Geffen)
—	37	34	33 <b>COREY HART/Can't Help Falling In Love</b> (EMI America)
4	13	20	34 <b>ROBBIE NEVIL/C'est La Vie</b> (Manhattan)
—	—	40	35 <b>EUROPE/The Final Countdown</b> (Epic)
DEBUT	40	—	36 <b>REO SPEEDWAGON/That Ain't Love</b> (Epic)
BREAKER	37	—	37 <b>EXPOSE/Come Go With Me</b> (Arista)
DEBUT	38	—	38 <b>BILLY IDOL/Don't Need A Gun</b> (Chrysalis)
BREAKER	39	—	39 <b>GENESIS/Tonight, Tonight, Tonight</b> (Atlantic)
DEBUT	40	—	40 <b>CLUB NOUVEAU/Lean On Me</b> (Tommy Boy/WB)

N&A Begins on Page 110

ADULT CONTEMPORARY

3	3	2	1 <b>LIONEL RICHIE/Ballerina Girl</b> (Motown)
2	1	1	2 <b>CHICAGO/Will You Still Love Me?</b> (WB)
5	4	3	3 <b>JOURNEY/I'll Be Alright Without You</b> (Columbia)
9	7	4	4 <b>GLASS TIGER/Someday</b> (Manhattan)
13	9	7	5 <b>JETS/You Got It All</b> (MCA)
17	12	8	6 <b>TOTO/Without Your Love</b> (Columbia)
6	6	5	7 <b>LINDA RONSTADT &amp; JAMES INGRAM/Somewhere Out There</b> (MCA)
23	19	11	8 <b>BRUCE HORNSBY &amp; THE RANGE/Mandolin Rain</b> (RCA)
20	18	13	9 <b>LUTHER VANDROSS/Stop To Love</b> (Epic)
1	2	6	10 <b>BILLY VERA &amp; THE BEATERS/At This Moment</b> (Rhino)
15	13	12	11 <b>KANSAS/All I Wanted</b> (MCA)
—	25	17	12 <b>JANET JACKSON/Let's Wait Awhile</b> (A&M)
21	20	15	13 <b>MADONNA/Open Your Heart</b> (Sire/WB)
4	5	9	14 <b>BILLY JOEL/This Is The Time</b> (Columbia)
12	10	10	15 <b>ARETHA FRANKLIN/Jimmy Lee</b> (Arista)
7	8	14	16 <b>GREGORY ABBOTT/Shake You Down</b> (Columbia)
30	23	21	17 <b>BRUCE WILLIS/Respect Yourself</b> (Motown)
—	29	24	18 <b>READY FOR THE WORLD/Love You Down</b> (MCA)
—	30	25	19 <b>DARYL HALL/Someone Like You</b> (RCA)
—	—	30	20 <b>PAUL McCARTNEY/Only Love Remains</b> (Capitol)
8	16	20	21 <b>ANITA BAKER/Caught Up In The Rapture</b> (Elektra)
—	—	28	22 <b>KENNY ROGERS/Twenty Years Ago</b> (RCA)
26	26	23	23 <b>COREY HART/Can't Help Falling In Love</b> (EMI America)
11	15	19	24 <b>BENJAMIN ORR/Stay The Night</b> (Elektra)
BREAKER	25	—	25 <b>STARSHIP/Nothing's Gonna Stop Us Now</b> (Grunt/RCA)
14	14	16	26 <b>EL DeBARGE/Someone</b> (Gordy/Motown)
18	17	18	27 <b>JEFFREY OSBORNE/In Your Eyes</b> (A&M)
DEBUT	28	—	28 <b>HUEY LEWIS &amp; THE NEWS/Jacob's Ladder</b> (Chrysalis)
DEBUT	29	—	29 <b>MIKI HOWARD/Come Share My Love</b> (Atlantic)
BREAKER	30	—	30 <b>KOOL &amp; THE GANG/Stone Love</b> (Mercury/PG)

N&A Begins on Page 89

AOR TRACKS®

Three Weeks	Two Weeks	Last Week	
—	15	6	1 <b>LOU GRAMM/Midnight Blue</b> (Atlantic)
1	1	1	2 <b>BON JOVI/Livin' On A Prayer</b> (Mercury/PG)
21	13	7	3 <b>BRUCE HORNSBY &amp; THE RANGE/Mandolin Rain</b> (RCA)
12	7	5	4 <b>WORLD PARTY/Ship Of Fools</b> (Chrysalis)
4	2	2	5 <b>ROBERT CRAY BAND/Smoking Gun</b> (Mercury/PG)
15	9	8	6 <b>ALAN PARSONS PROJECT/Standing On Higher Ground</b> (Arista)
6	3	3	7 <b>EDDIE MONEY/I Wanna Go Back</b> (Columbia)
7	4	4	8 <b>ERIC CLAPTON/Tearing Us Apart</b> (Duck/WB)
32	23	16	9 <b>GENESIS/Tonight, Tonight, Tonight</b> (Atlantic)
28	20	11	10 <b>LOS LOBOS/Shakin' Shakin' Shakes</b> (Slash/WB)
13	12	9	11 <b>STEVE MILLER BAND/Nobody But You Baby</b> (Capitol)
27	22	12	12 <b>BOSTON/Can'tcha Say/Still In Love</b> (MCA)
20	16	13	13 <b>EUROPE/The Final Countdown</b> (Epic)
11	10	10	14 <b>KBC BAND/America</b> (Arista)
—	26	18	15 <b>REO SPEEDWAGON/That Ain't Love</b> (Epic)
30	24	20	16 <b>GEORGIA SATELLITES/Battleship Chains</b> (Elektra)
—	—	28	17 <b>SAMMY HAGAR/Winner Takes It All</b> (Columbia)
25	21	19	18 <b>DAVID &amp; DAVID/Ain't So Easy</b> (A&M)
—	42	24	19 <b>STARSHIP/Nothing's Gonna Stop Us Now</b> (Grunt/RCA)
BREAKER	20	—	20 <b>STEVE WINWOOD/The Finer Things</b> (Island/WB)
BREAKER	21	—	21 <b>GREGG ALLMAN BAND/I'm No Angel</b> (Epic)
BREAKER	22	—	22 <b>ERIC CLAPTON/Miss You</b> (Duck/WB)
29	27	23	23 <b>'TIL TUESDAY/Coming Up Close</b> (Epic)
10	11	17	24 <b>BILLY IDOL/Don't Need A Gun</b> (Chrysalis)
BREAKER	25	—	25 <b>BENJAMIN ORR/Too Hot To Stop</b> (Elektra)
2	6	15	26 <b>PRETENDERS/My Baby</b> (Sire/WB)
BREAKER	27	—	27 <b>JULIAN COPE/World Shut Your Mouth</b> (Island)
BREAKER	28	—	28 <b>IGGY POP/Real Wild Child</b> (A&M)
BREAKER	29	—	29 <b>ROBIN TROWER/No Time</b> (GNP/Crescendo)
BREAKER	30	—	30 <b>STEVIE RAY VAUGHAN &amp; DOUBLE.../Willie The Wimp</b> (Epic)

Complete Tracks Chart Begins on Page 92

BLACK/URBAN

8	2	2	1 <b>FREDDIE JACKSON/Have You Ever Loved Somebody</b> (Capitol)
5	3	1	2 <b>MELBA MOORE/Falling</b> (Capitol)
16	10	5	3 <b>CLUB NOUVEAU/Situation #9</b> (Tommy Boy/WB)
9	7	4	4 <b>LIONEL RICHIE/Ballerina Girl</b> (Motown)
17	15	10	5 <b>LOOSE ENDS/Slow Down</b> (MCA)
13	11	8	6 <b>DONNA ALLEN/Serious</b> (21/Atco)
23	20	12	7 <b>HOWARD HEWETT/Stay</b> (Elektra)
14	12	9	8 <b>FIVE STAR/If I Say Yes</b> (RCA)
18	13	11	9 <b>RAY, GOODMAN, &amp; BROWN/Take It To The Limit</b> (EMI America)
31	21	15	10 <b>JETS/You Got It All</b> (MCA)
—	28	19	11 <b>JANET JACKSON/Let's Wait Awhile</b> (A&M)
21	19	13	12 <b>GLADYS KNIGHT &amp; PIPS/Send It To Me</b> (MCA)
19	16	14	13 <b>ROSE ROYCE/Doesn't Have To Be This Way</b> (Omni/Atlantic)
28	23	17	14 <b>MIDNIGHT STAR/Engine No. 9</b> (Solar/Elektra)
1	1	3	15 <b>CAMEO/Candy</b> (Atl. Art./PG)
10	9	7	16 <b>GAP BAND/Big Fun</b> (Total Experience/RCA)
25	22	20	17 <b>RJ'S LATEST ARRIVAL/Hold On</b> (Manhattan)
6	6	6	18 <b>SHIRLEY MURDOCK/As We Lay</b> (Elektra)
30	25	21	19 <b>SYLVESTER/Someone Like You</b> (WB)
20	18	16	20 <b>TEMPTATIONS/To Be Continued</b> (Gordy/Motown)
32	26	23	21 <b>JESSE JOHNSON/She (I Can't Resist)</b> (A&M)
39	33	27	22 <b>MILLIE JACKSON/Love Is A Dangerous Game</b> (Jive/RCA)
—	35	26	23 <b>BRUCE WILLIS/Respect Yourself</b> (Motown)
—	—	33	24 <b>JODY WATLEY/Looking For A New Love</b> (MCA)
—	—	34	25 <b>SHEILA E/Hold Me</b> (Paisley Park/WB)
—	40	32	26 <b>STACY LATTISAW/Jump Into My Life</b> (Motown)
36	30	28	27 <b>ROSE BROTHERS/Easy Love</b> (MSS/Malaco)
38	36	30	28 <b>TIMEX SOCIAL CLUB/Thinking About Ya</b> (Danya/Fantasy)
—	39	31	29 <b>PHYLLIS HYMAN/Living All Alone</b> (PIR/Manhattan)
—	—	35	30 <b>JAMES BROWN/How Do You Stop</b> (Scotti Bros./CBS)
BREAKER	31	—	31 <b>KOOL &amp; THE GANG/Stone Love</b> (Mercury/PG)
BREAKER	32	—	32 <b>MEL &amp; KIM/Showing Out (Get Fresh...)</b> (Atlantic)
BREAKER	33	—	33 <b>ONE WAY/You Better Quit</b> (MCA)
—	—	39	34 <b>RAINY DAVIS/Lowdown So &amp; So</b> (Columbia)
DEBUT	35	—	35 <b>MILLIE SCOTT/Every Little Bit</b> (4th & Broadway/Island)
—	—	40	36 <b>BUNNY DeBAE/... Love The Best For Me</b> (Motown)
BREAKER	37	—	37 <b>EXPOSE/Cor... (Arista)</b>
BREAKER	38	—	38 <b>STARPOINT... (Arista)</b>
BREAKER	39	—	39 <b>MADHO... (Arista)</b>
3	5	22	40 <b>MIKI HOWARD/Come Share My Love</b> (Atlantic)

N&A Begins on Page 80