

I N S I D E:

TAFT SHOOTOUT FORECAST

Wall Street observers are predicting a bidding war for Taft as the family tries to buy it back.

Page 12

CAP CITIES/ABC TRY TO KEEP SIX STATIONS

Tying in to the FCC's new look at radio/TV ownership in the same market, Cap Cities/ABC mounts an appeal to keep its New York, L.A., and Chicago stations.

Page 11

WHO BUYS WHAT RECORDS WHERE

Profiling the retail customer:

- Rack, chain, Mom & Pop customers by demographics
- Active buyer store preferences

Plus — Is MTV breaking more new artists than radio these days? Retailers think so... by a wide margin.

Page 29

NEWS DIRECTOR FACES RACISM IN FORSYTH COUNTY

WCIN/Cincinnati's Edna Howell provides a dramatic, emotion-packed account of the Georgia civil rights march and local counterattacks on the marchers.

Page 46

FCC CUTS OFF PORN RADIO COMMENTS

Lobbying pressures from morality advocates, change in key Commission personnel spur clampdown on outside comments in Howard Stern case and two others.

Page 11

DRAWING THE LINE ON NEWS CONTROVERSY

Key network news chiefs debate how far to go in dealing with investigative stories, especially those involving national security.

Page 31



Redstone Viacom Takeover Victor

\$3.4 Billion Deal Caps Tough Fight; Current Execs Asked To Stay

Massachusetts entertainment mogul Summer Redstone won a bitter takeover fight for control of Viacom International last week.

The deal was closed March 4 by Viacom's board of directors after a special committee wrapped up a marathon all-night negotiating session. It is still subject to approval by shareholders and regulatory authorities.

Company Lucrative Prize

In a deal worth \$3.4 billion, Redstone will acquire Viacom's eight major market radio stations, including WLTW/New York, WLAK/Chicago, KIKK-AM & FM/Houston, WMZQ-AM & FM/Washington, and WRVR-AM & FM/Memphis. The radio stations are believed to be worth at least \$142 million. Viacom also owns five televi-

sion stations, 18 cable TV systems, the Showtime and MTV cable TV programming services, and a television program distribution company. MTV is believed to be worth as much as \$400 million, the cable systems an estimated \$1.5 billion.

Redstone, 64, is Chairman of National Amusements Inc., an entertainment and movie theatre conglomerate based in Ded-

VIACOM/See Page 8

KLZZ COMBO TAKES NEW CUE

San Diego's Q-106 Hits The Air As CHR

Edens's KLZZ-AM & FM/San Diego has dropped Classic Rock and launched a simulcast CHR presentation under the handle "San Diego's 'New Q'... 106."

The change occurred March 5 at 6pm as Prince's "Sign 'O' The Times" was played. New call letters have not been announced.

PD Garry Wall, whose competitive thrust against former sole CHR KS103 was long expected, signed on the new format without air talent. Using recorded liners and promos, the station gradually integrated personalities over the weekend; on Monday (3/9) former Z100/New York talent Jack Murphy debuted on the morning show.

The rest of the lineup includes Jane Welsh in middays and Jo Jo Kincaid during afternoons. Ed Hill, a carryover from the previous staff, remains on the overnight show. Still vacant are the early and late night slots, as well as parttime positions.

"I couldn't believe how fast the phones lit up," Wall said. "First were the angry calls from the old listeners, but soon calls from enthusiastic listeners began. We're using the 'Q' because in our research there was a lot of positive resonance left

ABC/See Page 4

Q-106/See Page 4

SR. VP/A&R, URBAN EXEC. VP/GM

McClain Takes New Key Post At A&M

A&M VP/Black A&R John McClain has been appointed Sr. VP/A&R and Exec. VP/GM, Urban Music. In this dual role, he will continue to be involved in the acquisition and development of artists at the label, while assuming overall responsibility for the direction of its black music roster.

Of McClain, A&M Chairman Jerry Moss said, "In our history, no one has made a bigger impact in a shorter period of time." Label President Gil Friesen paid tribute to the executive's "exceptional talent and vision," saying his "contribution to our success cannot be underestimated."

McClain, who is currently involved in the development of a feature film and soundtrack



John McClain

with Janet Jackson and the reformed Time, has been VP/Black A&R at A&M since late 1985. At presstime, he could not be reached for comment.

DJ Impersonator

Rapes 14-Year-Old Girl

WAVA's Geronimo Devastated; Station Mobilizes

Police in the nation's capital are searching for a man who raped a 14-year-old girl while posing as WAVA/Washington morning personality Don Geronimo.

Police say the girl was called at home last Friday by a man who identified himself as "Don Geronimo of B-106." The girl

apparently didn't realize that Geronimo was not employed by that station (CHR competitor WBWM). The caller told the girl she'd won a trip to Hawaii and enticed her to meet him in WBWM's parking lot in Fairfax. Police said the girl met the imposter as instructed and got into his car. They drove to a nearby secluded area where she was raped at gunpoint and abandoned.

"This is sick," Geronimo told R&R. "I've never been this wiped out in the 12 years I've spent in radio broadcasting. Thank God I have a valid alibi and that the police know I wouldn't do anything like that. I'm very concerned and upset."

"The Real Don Geronimo is

RAPE/See Page 4

RITCHIE STEPS DOWN

Staniar Group W Chairman/CEO

Burton Staniar has been appointed Chairman/CEO of Group W, effective May 1. He'll replace Daniel Ritchie, who will leave the post but remain on the company's board of directors. Ritchie has held the top job since 1979.

Staniar has been Sr. VP of Group W. In his new job he'll be responsible for the 13 Group W radio stations, five television properties, Group W Productions, and Group W Satellite Communications.



John Axten

John Axten and Louis Severine have been promoted to Sr. VP positions at the ABC Radio Network. Axten, upped from VP, will continue to develop and market non-music programming for ABC's six networks. Severine, former VP/Director of Sales, will continue to over-



Louis Severine

see the network's sales operations. Both will report to ABC Radio Network President Aaron Daniels.

Commenting on both promotions, Daniels said, "John was instrumental in helping shape the successful concepts of the

ABC/See Page 4

"You're listening to Mad Dog Stephens with more of the music that makes the big city come alive. Time now is 3:08 in the pm and traffic's already piling up. The weather for the rest of the afternoon continues to be sunny, with highs in the low 60s. It looks like spring is coming on strong. Speaking of coming on strong, this one's going out to everyone whose been tying up the request lines since we first played this record. Now you listen to the Mad Dog. If you're in a car, pop open the sunroof. If you're in an office, raise your window. If you're on the street, crank up your walkman, grab the person next to you and **"Get That Love."**
New from the Thompson Twins."

THOMPSON TWINS

"GET THAT LOVE"

The first cut from the outstanding new album, Close To The Bone, available March 30th. Also on chrome cassette and compact disc.

Adds AOR and Top 40 March 16!!

Produced by Rupert Hine
Associate Producer: Tom Bailey



MARCH 13, 1987



Larry Crandall

Crandall Programs KOA

Three-month acting PD Larry Crandall has received the nod as PD for Talk leader KOA/Denver. He fills the vacancy left last November when former PD Tom Bender was named VP/GM at WHND & WMJC/Detroit. A ten-year KOA vet, Crandall has done overnight news and worked for six months as Assistant PD at the station. Earlier, he served with cross-town KLZ and KTWO/Casper.

"When you're with an organization for ten years, you grow to love it," Crandall told R&R. "The potential is there for us to do better things than we're doing now, but (GM) Lee Larsen didn't hire me to turn the place upside down and start over again. There will be some fine-tuning. My only problem is, thanks to Tom's efforts, KOA had one of its best books ever this fall. It'll be difficult to match it."

Cox Now PD At WLLT



Chris Cox

Chris Cox has been named PD at WLLT/Cincinnati, where he has served as acting PD since December. He has been with the Hoker station three years and replaces John Roberts, who exited recently to program CHR KEGL/Dallas.

Cox told R&R, "In the fall, for the first time, we became the number one FM AC in Cincinnati over 'Warm' (WRRM) and 'Wink' (WWNK), and we're going to continue doing that."

WLLT GM Frank Kockritz noted, "Chris has played an integral part in our rise to the top, and I have faith that his leadership and programming knowledge will contribute to an even greater future."

Before joining WLLT, Cox worked in the market as Asst. PD at WSKS and air personality at WBLZ.

Atkinson Promoted To RCA Sr. VP/A&R

Paul Atkinson has been promoted to Sr. VP/A&R at RCA from VP/A&R, West Coast. He'll be in charge of all the label's A&R activities, and remains based in Los Angeles.

RCA Records/US President Bob Buziak, to whom Atkinson reports, said, "Paul's hands-on approach in making records and selecting songs has resulted in a string of five #1 hits. In a marketplace as competitive as ours is today, his focus, commitment, and instincts have been proven beyond measure."

Atkinson told R&R, "This is recognition of the broader view of A&R we've taken since Bob came on board. We're not as divided territorially as we used to be, in terms of the coasts or internationally. I go to England to see acts there. (Director/A&R) Simon Low goes to Australia, for example, and signs a number of acts. And Bob is also involved, of course, going out to see



Paul Atkinson

bands all over the country. We have a lot more flexibility, and can react faster."

Atkinson has been with RCA for more than four years. He previously held artists & repertoire posts at Columbia and CBS Records International, as well as playing guitar for midsixties British band the Zombies.



JOYNER STRESSES HEALTH — Tom Joyner, still working his dual-city airshifts at K104/Dallas and WGCI-FM/Chicago, is showing no unusual stress from his workload. Joyner was tested for blood pressure and heart rate in both cities as part of a promotion by the American Heart Association as part of National Heart Month, and came out normal on both.

Sawyer Upped To GM At WREC & WEGR



Sherri Sawyer

Sherri Sawyer has been promoted from GSM to GM of Summit Nostalgia/AOR combo WREC & WEGR/Memphis. She replaces Craig Scott, who has left to pursue station ownership. No new GSM has been named.

Sawyer has been with the stations, whose sale to Newmarket Media, Inc. was announced last week, since September 1985. Prior to that, she was GM of a low-power TV station in Jackson, TN, W38AD.

"We changed both stations' formats last spring and both are doing exactly what was expected of them," she commented.



Rich Washer

Washer GM At WEZW

Rich Washer, formerly GM at KRVR/Davenport, has been named VP/GM at Multimedia Easy Listening outlet WEZW/Milwaukee. He replaces Bob Lind, who left for the VP/GM slot at Capitol Broadcasting's WWMX/Baltimore.

Prior to joining WEZW, Washer had also served as National Account Manager for Bonneville and worked in sales for Chicago stations WIND and WKQX. "We're probably the first station here to be respond promotionally to continuous measurement," he told R&R. "We've bought 52 weeks of TV and supported that with a rotary

WASHER/See Page 4

WNBC'S LETTERMAN PLAY-BY-PLAY

Alan Colmes, all-nighter at WNBC/New York, asks listeners to turn off the audio on "David Letterman" and listen to his play-by-play account instead . . . with color commentary from a Letterman staff writer.

Page 56

PREPRODUCTION COUNTRY AM PRESCRIPTION

KILT (AM)/Houston is relying on artist vignettes and special features to revitalize its Country presentation.

Page 52

FEATURES

WASHINGTON REPORT: DAT bill introduced in House	11
RADIO BUSINESS: Beasley buys WMRO & WAUR	12
NEWSBREAKERS	19
PICTURE PAGE	20
WHAT'S NEW	22
STREET TALK: New PD for KLAC	24
VITAL SIGNS: Market Research	29
RATINGS: Fall Birches continued	30
NETWORKS	31
SALES: Setting up a telephone sales department	34
CALENDAR	35
ON THE RECORDS: Do Grammy Awards help careers?	36
DATEBOOK	38
MARKETPLACE	57
OPPORTUNITIES	59

FORMATS

CHR: Radio, records debate the backselling issue	40
AOR: More backselling feedback from AOR programmers	44
BLACK/URBAN	46
COUNTRY	52
NASHVILLE THIS WEEK: New members for established groups	55
AC: Recapping the ratings battles in key markets	56

MUSIC INFORMATION

NATIONAL MUSIC FORMATS	62
JAZZ	63
BLACK/URBAN	64
COUNTRY	68
AC	72
AC FULL-SERVICE	74
AOR TRACKS	76
AOR ALBUMS	78
CHR	83
AC, AOR, B/U, CHR CHARTS	96

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.

NEWS



Dan Yarbrough



Jim Caparro

Yarbrough, Caparro Sales VPs At Columbia, E/P/A

Dan Yarbrough and Jim Caparro have been appointed to the new posts of VP/Sales at Columbia and E/P/A, respectively.

Yarbrough, who reports to Columbia Sr. VP/Marketing Bob Sherwood, was Sales Manager of CBS Records' Southwest branch. Caparro, reporting to E/P/A Sr. VP/Marketing Ray Anderson, was Sales Manager at its Mid-Atlantic branch.

The two executives will be working with the company's distribution system on the implementation of their labels' marketing strategies. They'll also be responsible for creating specific strategies tailored to particular areas or markets, and for interfacing with retail and rack accounts.

Yarbrough joined CBS in 1965, Caparro in 1973. Both will be based in the company's New York headquarters.

SCOTT BECOMES OM

Prewitt Promoted To WKXX PD Position

WKXX (Kicks 106)/Birmingham MD/morning man Jim Prewitt has been promoted to PD for the Sun-Groop CHR. Prewitt succeeds Kris O'Kelly, who recently became PD at KYKY/St. Louis. Interim PD Tom Scott has taken the new post of OM, reporting to Prewitt.

Prewitt will continue handling the morning show, as he has since arriving at WKXX a year ago. An 11-year broadcaster, his programming experience includes KITY/San Antonio, as well as several major market on-air stints, including KKBQ/Houston.

Power Switch

"I'd told VP/GM Rice Baxter that I'd wanted to get back into programming," Prewitt told R&R, "as I was already doing the promotions, music, and execution of the sound. Because Birmingham is very competitive promotionally, we've become innovative with the music, taking an Urban feel. Nobody (as a CHR) has done that here, and it's gotten us tremendous

response. We've adopted the slogan 'Make The Power Switch.'"

Kelley VP/Sales At United Stations

Dick Kelley, former VP/Eastern Sales for the United Stations Programming Networks, has been named VP/Sales for that unit. In his new position he will oversee sales activities for the network's New York, Chicago, Detroit, Dallas, and Los Angeles offices.

Kelley, who will report to Exec. VP/Sales David Landau, joined the company in 1984 and was named Director/Eastern Sales the following year. Prior to joining United Stations, Kelley held sales positions with USA Network, WHN/New York, and the Christal Company.

IRS Resets Field Staff

IRS has restructured its field staff. The following people will coordinate both radio promotion and sales/marketing for their respective regions:

- Judy Barahal, head Field Merchandiser at WEA/Chicago, becomes Midwest Director, based in Chicago.

- Linda Dages, Asst. to Director/National Promotion for MCA Records, is named Southeast Director, headquartered in Atlanta.

- Joe Estrada, previously Sales Manager at Western Merchandisers' one-stop Dallas branch, moves to Southwest Director, stationed in Dallas.

- East Coast Promotion Director Paul Brown is now Northeast Director, operating from New York.

Additionally:

- Southwest Director Barney Kilpatrick advances to West Coast Promotion Director.

- Keith Altomare, who's been West Coast Sales Director, remains so, while adding responsibilities as National Field Marketing Coordinator, working with all the above.

ABC

Continued from Page 1

ABC Radio Networks. In his new position he will have the opportunity to make additional contributions. Lou's 25 years of experience in radio make him an invaluable asset to ABC."

Axten joined the company in 1975 as Planning Analyst, and later became Director/Planning for the ABC Radio Network. Since then he has served as VP/Information Network and VP/Adult Network.

Severino became associated with ABC 20 years ago as an Account Executive at WABC/New York, where he later became National Sales Manager. He later served as GM at WPLJ/New York, Director/FM Network Sales, and VP/Eastern Sales Manager.

Washer

Continued from Page 3

billboard campaign."

Washer continued, "A format like this becomes a viable alternative to a Soft AC for a 35-54 target. You want music that's familiar, but sometimes you want to relax. WEZV has been successful because we've been consistent."

Arista's Pre-Grammy Fest



Arista staged a "pre-Grammy" party at the Beverly Hills Hotel, with vast numbers of celebrities in attendance. Pictured (l-r) are Arista President Clive Davis, Whitney Houston, and Billy Idol.

Rape

Continued from Page 1

not a suspect in this case," said Fairfax County police spokesman Warren Carmichael. Geronimo was flying back with his family from a weeklong series of remote broadcasts in Tulsa when the rape occurred.

WAVA Offers Reward, Gets Tips

The perpetrator, who investigators feel may be a "radio groupie," is described as a "very fat" white male in his late 20s with sandy-colored, shoulder-length hair and acne scars on his face. He is believed to drive a silver-colored import car.

WAVA is offering a \$10,000 reward for information leading to the rapist's arrest and conviction. The station is frequently broadcasting descriptions of the suspect and providing listeners with a police hotline number to call. Station GM Alan Goodman said police have received as many as 500 calls an hour from listeners with information, some apparently with solid information.

Lesson To Broadcasters

Goodman said the central lesson of the episode is that radio stations should not do callout contests because of the danger of abuse. Meanwhile, Geronimo is disappointed that other Washington radio stations have not cooperated to the extent he deems necessary in warning the public about the phony DJ.

"You other stations should be absolutely ashamed of yourselves," he said Tuesday morning during an on-air blast at the competition. "This should concern all the radio guys in town. It could have been anybody else. You hear so many radio stations and disc jockeys — so phony — saying we care about the people, we care about the community. This is the time for the other stations to show it. Thus far, they haven't."

Many Washington radio stations reported details of the incident during morning newscasts, and Geronimo praised CHR competitor WRQX for broadcasting hourly warnings to the public.

Valentine Returns To WTMG As PD



Phil Valentine

Phil Valentine, formerly Production Director for WTMG (Magic 96)/Nashville before moving to an announcer position for WLAC-FM in the same city, has rejoined WTMG as PD. He replaces Bud Thomas.

WTMG GM Howard Schwartz said, "Phil brings to Magic 96 years of quality media experience, and in particular a wealth of experience in promotional work for WLAC."

Valentine moved to Nashville in 1985 after programming WRMT/Rocky Mount, NC and WCOC/Greensboro, SC. He commented, "This is one of the toughest, most competitive markets I've seen, and one with an enormous amount of growth potential both for the radio stations and the personalities behind them."

Q-106

Continued from Page 1

over from the days when KCBQ was a rocker.

"Our music will lean toward fun, uptempo product as a straight-ahead CHR. FM is tough down here, but we have one of the best signals in town. With new studios on the way in 60 days, we'll be really ready to happen."

ipc
WELCOMES
WHTX PITTSBURGH
AS A CLIENT STATION

LOS ANGELES
213-459-8556

JEFF POLLACK COMMUNICATIONS
THE PROGRAMMING & MARKETING LEADER

NEW YORK
203-454-3231

Why America's most successful broadcasters choose to use the best:

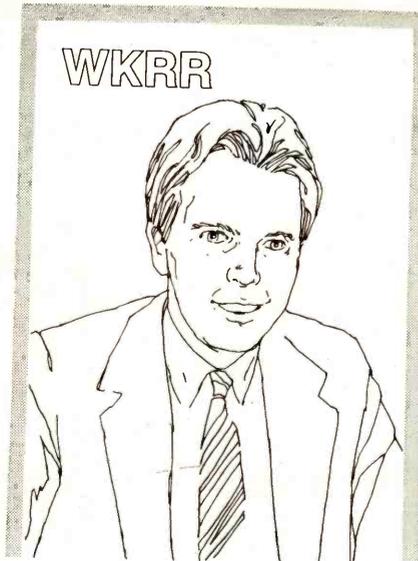
"The difference between The Research Group and other companies is that they don't just bring you research, they bring you success."

"When we first went on the air in late 1985, we debuted with a 7.8 share (12+) in our first Arbitron.* In the most recent Arbitron, we're up to a 9.0 share (12+), number two in the market.** This shows what kind of results you can get when you have the *right* strategy. A strategy we developed working with The Research Group.

We've worked with The Research Group right from the beginning. First, we did a Strategic Market Study to analyze the market and we found the best "hole"... in our case it was a special formula of classic rock. Then, we planned exactly how to program and promote the station with The Research Group's Comprehensive Music Test and Promotional Efficiency Test. It's a whole integrated system they have and the investment is more than worth it. No other company has anything like it.

Allen Dick
Vice President and General Manager
WKRR

*Spring 1986 Arbitron. AQH share. M-S, 6A-12M, MSA.
**Fall 1986 Arbitron. AQH share. M-S, 6A-12M, MSA.



If you're serious about improving your ratings and profits, please contact us today.

Please send me more information about
The Research Group.

Name/Title _____

Station _____

Address _____

Send to: The Research Group
Metropolitan Park, Suite 1200
1100 Olive Way
Seattle, WA 98101

or, for more information, call: Larry B. Campbell, President—206/624-3888

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

WPDQ Drops B/U, Turns To Transtar Gold

WSVE Grabs Calls, Format For FM

Metroplex's WPDQ/Jacksonville, a Black radio fixture since 1973, will switch its calls to WRQL March 14 and adopt Transtar's "Oldies Channel" Gold Format. At that time, Willis Broadcasting, which has purchased the calls and format from Metroplex, plans to change crosstown WSVE from Gospel to B/U WPDQ-FM (Q92).

At presstime, staff for the new station was still being firmed up; it will probably include several staffers from WPDQ (AM), but no GM or PD has been named. Current WPDQ OM Larry Brody will stay with the AM to oversee the Gold format.

Jacksonville has been without a B/U FM for more than a year since WJAX-FM became CHR WAPE-FM. Subsequently, the Black format's share fell to a 6.2 — a lower figure than previously posted by WJAX-FM and WPDQ individually.

Ironically, WSVE has already been through one incarnation as Disco "Kue 92" in the late '70s. Rumors about WSVE returning to B/U have been circulating since before the WJAX change.

As an R&B giant, WPDQ's talent roster included Larry Jones, Bob Scott, Ernie Singleton (now an MCA Records executive), Marc Little (who worked three stints there), and Nat Jackson, now MD

Kenney Crosses Town To WRKA PD Post



Kevin Kenney

Kevin Kenney, who most recently programmed CHR-formatted WDJX/Louisville, is the new PD at crosstown Capitol Broadcasting Corp. AC FM WRKA. He succeeds Tom Graye, who joined KXOA-FM/Sacramento as PD three weeks ago.

WRKA GM Mike Kirtner commented, "We had an opportunity to watch Kevin from across the street, and when the occasion arose it was a natural for us to pursue him."

Kenney added, "I feel like the luckiest guy in town from what I've seen mapped out for WRKA by Capitol."

at Urban neighbor WZAZ. His GM/PD Jack Picus, whose father once owned WPDQ, was a major personality there as Jack "Have Mercy" Bellboy.

As part of the Metroplex/Willis agreement, the AM has been running three promos an hour heralding the switch. WSVE, licensed to suburban Green Cove Springs, currently has a 1.3 share. While its signal is spotty in parts of Jacksonville, it's estimated that WSVE will cover roughly 80% of North Jacksonville, where much of the city's black population is located.

Chappell Programs KHYL



John Chappell

Former WSB-FM/Atlanta programmer John Chappell is the new Program Manager at Parker Communications' recently acquired FM AC KHYL (K-Hill 101)/Sacramento. Chappell replaces Larry Irons, who has left the company.

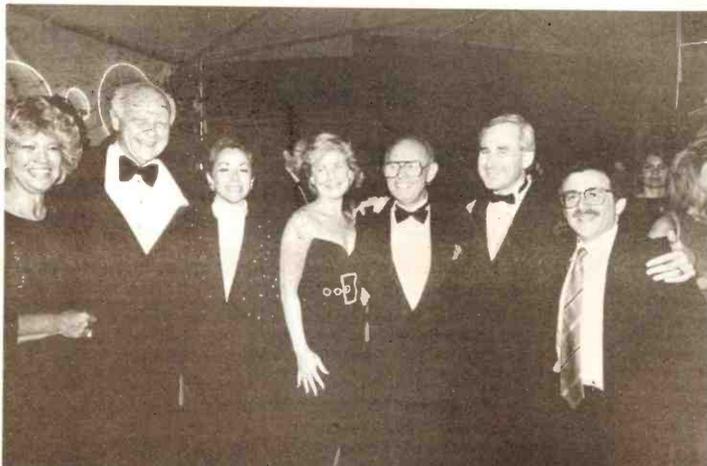
Chappell's job is to rebuild KHYL's ratings, which have eroded over 50% 12+ over the past two years. The station has not had an up book since the spring of '85; since that time, KHYL's share has deteriorated from 4.0 to last fall's 2.2.

GM Kenn Cunningham told R&R, "Parker is very serious about its investment in Sacramento, and John has the major market AC experience, intensity, and style we need to win here. He's a strong strategist and can read the competition's vulnerabilities."

Before leaving WSB-FM last December, Chappell spent five years with the station, the last two as Program Manager. He earlier was PD at WWID (now WYAY)/Gainesville-Atlanta. Discussing plans to catch AC competitors KXOA-FM and KAER, Chappell said, "Once and for all, we have to be consistent. My first job is to get the music in order. We're not going to forsake new songs, but plan to be very familiar."

While adding that new promotions are in the works, Chappell noted, "We're going to let the jocks loose a little more, let them be more entertaining."

WB Celebrates Grammys



Celebrating a number of Grammy victories, Warner Bros. held a black-tie party at Chasen's in Beverly Hills. Pictured at top (l-r) are Mrs. Mo Ostin, RIAA Chairman Stan Gortikoff and his wife, Mrs. Jason Berman, WB Chairman Mo Ostin, RIAA President Jason Berman, and MCA Music & Entertainment Group President Irving Azoff; below, (l-r) WB President Lenny Waronker, Album of the Year winner Paul Simon, and artist Randy Travis.

Zerra One To The Rescue



New Mercury/PolyGram group Zerra One launched its single, "Rescue Me," with a bottle mailout campaign. Out of 2200 containing news of their debut, five bottles also included an invitation to see the band in London, all expenses paid. Stuffing bottles (standing, l-r) are PolyGram's VP Jeff Brody, Sylvia Chanler, Patti Drosins, Sr. VP Harry Anger; (seated, l-r) Joe Riccitelli, Drew Murray, and Marty Diamond.

"I DON'T WANT
TO LOSE YOUR LOVE!"
This week on the radio...
ON YOUR DESK TODAY!

JUST 2 YEARS AGO, FREDDIE JACKSON WAS FREDDIE WHO?

Up until 2 years ago, Freddie Jackson was a computer operator, singing in little clubs at night.

This week he has his fifth #1 hit with the single,

"Have You Ever Loved Somebody"

from his #1 Platinum LP—"Just Like The First Time."

He's the first black artist in the 80's to have that particular distinction, and we just want to congratulate him.

Congratulations Freddie
from your friends at Capitol.

CATCH FREDDIE ON HIS 65 CITY TOUR ACROSS THE NATION!

SOLD OUT

Capitol
© 1983 Capitol Records, Inc.

Management: Rush Productions

NEWS

Magic 96 Debuts AC Format In Charlotte

Kidwell, Johnston, Schaeffer Team Up

On February 27, WMGF/Shelby became AC WWMG (Magic 96)/Shelby-Charlotte under a new staff headed by VP/GM Don Kidwell. The Voyager Communications outlet plays hits from the '60s, '70s, and '80s.

Joining Kidwell are GSM Bill Johnston, PD Don Schaeffer, and



Don Schaeffer

Asst. PD Tom Gongaware. Johnston was most recently Station Manager at Voyager's WMFR/Greensboro-High Point. Schaeffer, who also handles AM drive, came to Magic 96 from WFOX/Atlanta, where he did mornings. Schaeffer has been PD at KRKE/Albuquerque and OM at WPTR & WFLY/Albany. Gongaware arrives from sister station WRDU/Raleigh.

Flynn Upped To WZOU GSM



Ned Flynn

Ned Flynn has been promoted from Local Sales Manager to GSM at WZOU/Boston. He has worked in sales at the station for four years.

"I'm very pleased with the progress at WZOU," Flynn commented. "The station has experienced difficulties over the past four years, but since the switch was made to Z94 it has made unprecedented gains and increased ratings."

The Blair CHR FM station was sold last week to Sconnix Broadcasting, owner of crosstown FM WBOS. Divestiture plans have not been announced.

Kidwell claimed the response to the station has been tremendous. "That's a direct result of our 600 points a week of television and our heavy use of billboards," he said.

Communards Play The Palace



MCA's Communards made the Hollywood Palace one of their few stops while visiting the U.S. Visiting backstage (l-r) were MCA's Gary Younger, Pat Surneige, Charlie Shaw, and Rod Linnum, Communards Richard Coles and Jimmy Somerville, and MCA's Dwight Bibbs.

Iron Maiden Turns Platinum



Capitol's Iron Maiden was presented with 30 platinum awards for their latest album, "Somewhere In Time," plus worldwide catalog sales. Celebrating (back, l-r) are Iron Maiden manager Ron Smallwood, Steve Harris, Dave Murray, Bruce Dickinson, and Adrian Smith of the band, Capitol's Nancy Farberman, Ira Denler, Gregg Spiegel, (middle, l-r) label's Rick Salvador, the band's Nicko McBrain, Capitol's Stacey Floyd, Beth Jacobson; (front, l-r) label's Jon Burk, Dorene Lauer, Judith Buck, Dick McGlynn, and Wendy Bloch.

Viacom

Continued from Page 1

ham, MA. His personal worth is estimated at \$50 million. He made his bid for Viacom through his Arsenal Holdings investment subsidiary.

Management Buyout Attempt Shut Out

Redstone's victory spelled doom for Viacom CEO Terence Elkes's six-month effort to acquire the company in a leveraged buyout attempt by current management. While management was trying to raise enough money to buy 100% of the company, Redstone's preexisting 20% ownership of the company allowed him to outbid Elkes's group and complete the deal with less financing and leveraging.

Bidding on the deal was hot and heavy for several weeks. The final deal is priced at \$42.75 per share of common stock, \$7.75 per share of preferred stock, plus 9% interest on the cash portion of the bid due in May, 12% interest per month thereafter after the deal is closed.

Peace Efforts Underway

In a move aimed at preventing a mass defection of company executives, Redstone and Elkes issued a joint statement

on Monday. The statement said they had met and "agreed to work together" to complete the merger. In the statement, Redstone also said that he hoped that current Viacom management "would continue to participate in the company's operations so as to realize for the shareholders the vision" that he and Elkes share.

Redstone and Elkes have agreed that the company will continue to operate under the Viacom name and that the company's primary businesses will be preserved and expanded.

The company reported a net \$9.9 million loss on revenues of \$919.2 million last year. The loss was due in part to \$30 million the company shelled out to buy stock from Wall Street raider Carl Icahn during a previous takeover battle in May 1986. Icahn stands to profit even more from the deal. He owns 5 million warrants exercisable at \$31 per share as a result of the stock buyback.

Viacom executives can also cry all the way to the bank about the deal. Elkes controls stock worth about \$23.1 million based on the final bid. Executive VP Kenneth Gorman owns stock valued at approximately \$12.1 million, and broadcast group chief Paul Hughes's holdings are worth about \$1.8 million.

STAFF

Publisher: BOB WILSON

Executive VP/General Manager: DICK RIZMAN

Editor: JIM ANDREWS

Senior Vice President & Editor: JIM ANDREWS

Managing Editor: JEFF GREEN

Executive Editor: GAIL METZEL

News & Features Editor: REED BUNZEL

AC Editor: MEL KRINGS

AD Editor: KEVIN FERRELL

Book/Club Editor: WALLY LOVE

Chief Editor: JILL DENVER

Country Editor: LON HILTON

Jazz Editor: BARBARA BARNES

Contemporary Classical Editor: BRAD BURKHART

Records Editor: ADAM WHITE (New York)

Pop & Rock Editor: JIM CAWSON

Classical Editor: SEAN ROSE

Photo Editor: CAROL VAN KREBEL

Special Assignments Editor: JIM CAWSON

Associate Editor: JIM NELSON

Associate Editor: TONY ROE

Associate Editor: TARA BEYER

Copy Editor: LUCY CLARK, MELI LANE

Staff Editor: JOHN DANFORTH

Graphic Designer: ADAM WOODCOCK

Production Director: RICHARD AGATA

Associate Art Director: MARGARET BRANSON

Photographer: RICKY ZAKARIA

Typography: KENT THOMAS, LUKE MOORE, BILL MOORE

Graphic Designer: GARY VAN DER STEUR, TIM RUMMEL

Artist: KATHY MARSHALL

Assistant to the Publisher: PAULA CHALLAS

Controller: MARGARET BROWN

Legal Counsel: JASON SHIMONY

New York Bureau: (212) 606-6000, 575 Madison Avenue, New York, NY 10022

Head Office: (212) 606-6000

Office Manager: BARBARA LARIBI

Washington Bureau: (202) 662-7400, National Press Building, Suite 1401, 14th St., Washington, DC 20004

Bureau: Chief Washington Editor: BRAD WOODWARD

Assistant Editor: JILLIE CLAYTON

Marketing Bureau: (312) 292-0902, 292-0903, 1310 East Avenue, South, Naperville, IL 60563

Bureau: Chief: LON HILTON

Associate Editor: KATHY BEE

Chief Manager: GAIL EDWARDS

Sales

Senior Vice President: BILL CLARK

Exec. VP: (212) 606-6000

Vice President/Sales: President: Region: MICHAEL ABERGON

Advertising Coordinator: SHERIE VOGEL

Sales Representatives: JIM BELLAMY, DICK DONAHUE, JEFF GILL, DENISE SERRA, KEVIN WHITPLE

Sales Production Coordinator: BRAD MARSHON

Circulation Director: Coordinator: KELLY SCHIFFRIN

Sales Assistant: SHERIE VOGEL

Marketing: SHERIE VOGEL

New York: (212) 606-6000

Vice President/Sales: BARRY O'BRIEN

Marketing: (212) 292-0902, 292-0903

Vice President/Sales: JIMMY ALLEN

ONE YEAR AGO TODAY

- Winton Communications buys Gannett Radio Productions
- #1 CHR: "These Dreams" — Heart (Capitol) (2 wks)
- #1 AC: "These Dreams" — Heart (Capitol) (2 wks)
- #1 BIJ: "Kiss" — Prince (WB)
- #1 COU: "We've Got A Good Fire Goin'" — Don Williams (Capitol) (2 wks)
- #1 AOR Track: "Harlem Shuffle" — Rolling Stones (Rolling Stones/Columbia)
- #1 LP: "Mean Business" — Firm (Atlantic) (4 wks)

FIVE YEARS AGO TODAY

- Gregg Peterson VP/GM, WBBM/Chicago
- #1 CHR: "Open Arms" — Journey (Columbia) (5 wks)
- #1 AC: "Key Largo" — Bertie Higgins (Kat Family/CBS) (2 wks)
- #1 BIJ: "That Girl" — Stevie Wonder (Tamla/Motown) (6 wks)
- #1 Country: "Bobbie Sue" — Oak Ridge Boys (MCA)
- #1 LP: "Freeze-Frame" — J. Geils Band (EMI America) (3 wks)

TEN YEARS AGO TODAY

- #1 CHR: "A Star Is Born" — Barbara Streisand (Columbia) (3 wks)
- #1 AC: "A Star Is Born" — Barbara Streisand (Columbia) (3 wks)
- #1 Country: "Tom Between Two Lovers" — Mary Macgregor (Ariola America)
- #1 LP: "Rumours" — Fleetwood Mac (WB) (3 wks)

Excellence
Rewarded

BMI

Proudly Congratulates
Our Grammy Award Winning Songwriters and Composers
We Salute You All

SONG OF THE YEAR

Carole Bayer Sager
THAT'S WHAT FRIENDS ARE FOR

RECORD OF THE YEAR

Steve Winwood
Russ Titelman
HIGHER LOVE

ALBUM OF THE YEAR

Paul Simon
GRACELAND

BEST RHYTHM & BLUES SONG

Anita Baker
SWEET LOVE

BEST INSTRUMENTAL COMPOSITION

John Barry
OUT OF AFRICA (MUSIC FROM THE MOTION PICTURE SOUNDTRACK)

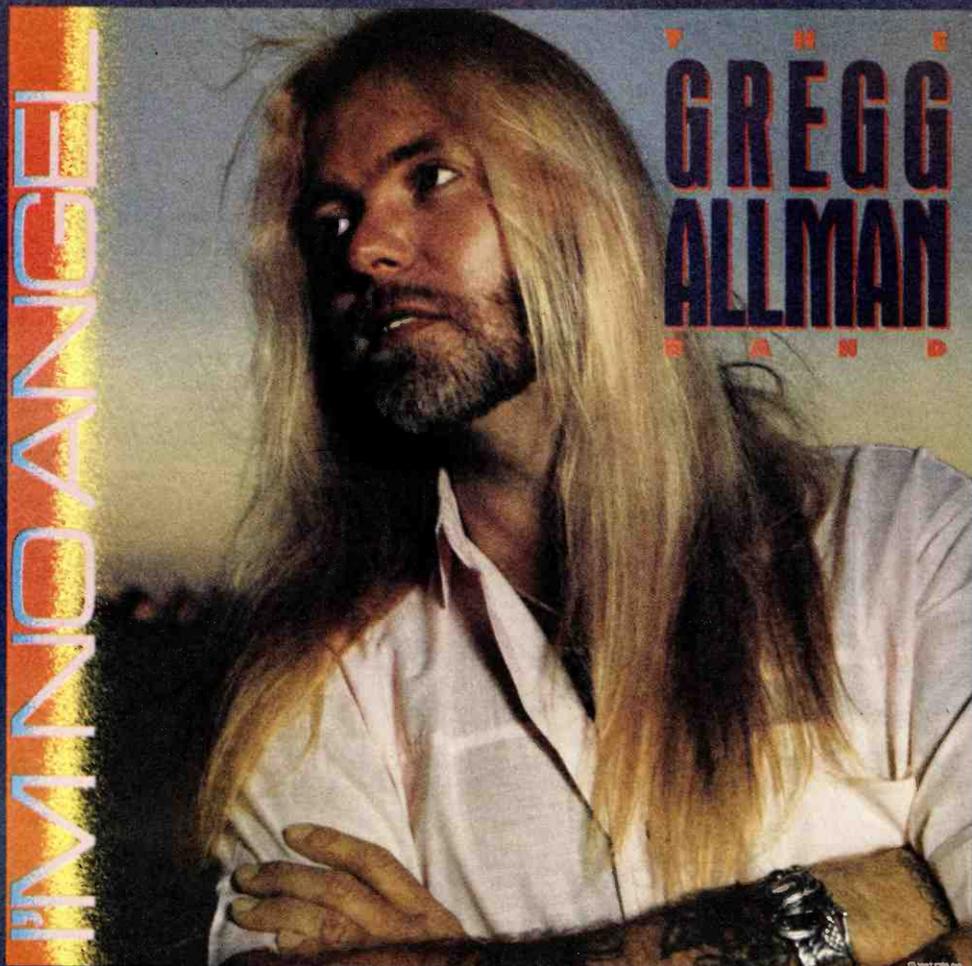
The Art Of Noise
Anita Baker
John Barry
Eddie Blazonczyk's Versatones
James Brown
Albert Collins
Johnny Copeland
Bill Cosby
Robert Cray
Miles Davis
Duane Eddy

Eurythmics
Clare Fischer's 2 + 2 Plus
David Foster
Thomas Frost
Al Green
The Judds
Jerry Lee Lewis
Bobby McFerrin
Rick Nelson
Roy Orbison
Sandi Paří
Carl Perkins
Sam Phillips

Carole Bayer Sager
David Sanborn
Paul Simon
Sung
Jimmy Sturr & His Orchestra
Russ Titelman
Dionne Warwick
Doc Watson
Patrick Williams
Steve Winwood
Yellowjackets



GREGG ALLMAN'S EPIC DEBUT!



"I'M NO ANGEL"

134 • To 68 • *Billboard's*
Top Pop Album Chart

The No. 1 Album Track. Now The No. 1 Single.

Produced by Rodney Mills. Direction: Strike Force, Inc.

Epic and  are trademarks of CBS Inc. 1987 CBS Inc.

On Epic Records, Cassettes and Compact Discs.



BRAD WOODWARD

WASHINGTON REPORT

INFINITY SEES "TAINTED" PROBE

FCC Clamps Lid On Porn Radio Lobbying

If you were planning to weigh in at the FCC with an opinion on the agency's three radio obscenity probes, forget it. The Commission this week moved to place all three cases under its "ex parte" rules, which prohibit outsiders from lobbying FCC decisionmakers on the cases.

Meanwhile, it appears FCC action in the three cases has been sent "back to the drawing boards," in the words of one participant, because of top-level changes at the Commission.

Chairman Mark Fowler will soon step aside in favor of Commissioner Dennis Patrick, while former General Counsel Jack Smith resigned and was replaced by Diane Killory. Both Killory and Patrick are viewed as less enthusiastic about regulating obscenity than their predecessors.

The unusual crackdown on outside contacts on the porn cases came at the request of Infinity Broadcasting, which is under investigation for alleged indecency and obscenity in the Howard Stern show on WYSP/Philadelphia. On its own motion, the Commission ex-

- Infinity requests outside lobbying crackdown on Howard Stern probe
- FCC extends ban to KPFK/Los Angeles and KCSB/Santa Barbara

tended the ban to obscenity probes also underway at KPFK/Los Angeles and KCSB/Santa Barbara, CA.

Cap Cities/ABC Asks To Keep Six Radio Stations

Seeks Delay While Combo Rules Reviewed

With less than four months remaining before it must divest six radio stations in the nation's top three markets, Cap Cities/ABC last week formally asked the FCC for permission to hang onto the properties for at least a while longer.

The company did not, however, seek to hold onto the stations permanently. Instead, it asked only that any forced divestiture be delayed until six months after the Commission wraps up a pending review of its radio-TV combo ownership rules.

Aftermath Of Cap Cities, ABC Has Sting

When it merged with Cap Cities on January 3, 1986, ABC was given only an 18-month waiver of the "one-to-a-market" rule before losing grandfathered waivers to own otherwise-illegal radio-TV combos in Los Angeles, New York and Chicago. Unless the Commission grants last week's request, CC/ABC has until July 3 to sell KABC & KLOS/Los Angeles, WABC & WPLJ/New York, and WLS & WYZZ/Chicago.

The company based its latest waiver request on the new FCC in-

"The benefits of group ownership in promoting diversified programming may well outweigh the need for ownership restrictions."

—Cap Cities/ABC statement

quiry (R&R, 2/16) into whether ownership of radio and TV stations in the same market should be allowed after all. The Commission has proposed pairing AMs with UHF or VHF-TVs, and is seeking comment on FM-TV combos as well.

Infinity Hits "Closed-Doors" Debate

Infinity based its request on trade press reports of efforts by outside groups to lobby both Commissioners and their staffs on obscenity and indecency issues. The company complained of being excluded from "an ongoing debate behind closed doors to which it is not a party."

"Such a situation, should it continue, would make it impossible as a practical matter for Infinity to protect its legitimate interests."

Has Morality In Media "Tainted" Probe?

Infinity further charged that the Stern probe may have been "improperly tainted since its inception" because Jack Smith, who as General Counsel of the FCC launched the inquiry, is now being pushed by Morality In Media as a candidate to replace Mark Fowler as an FCC Commissioner.

Cites Crowded NY, LA, Chicago Markets

CC/ABC noted the Commission's tentative conclusion that in "markets where there is an abundance of broadcast and other media outlets . . . the benefits of group ownership in promoting diversified programming may well outweigh the need for ownership restrictions."

The firm argued, "If the rule is to be relaxed anywhere, it presumably will be relaxed" in New York, Los Angeles, and Chicago. "Plainly, the Commission has now expressed serious reservations concerning the fundamental public interest reasons for requiring the company to divest."

It added, "Deferral of judgment on whether the public interest requires severance of that common ownership would create no reduction in the plethora of media choices available to those communities. At the same time, such deferral would avoid divestitures which the Commission may well find to be unnecessary and undesirable."

Infinity called Morality In Media "one of the parties actively soliciting complaints" against the Stern show. And it noted a Smith memo, just before he left the FCC in December, warning that "the floodgates" of broadcast obscenity will open if "we walk away now."

FCC Sees Sensitive Controversy

While station investigations don't

normally qualify for "ex parte" treatment, the Commission said it granted Infinity's request "because of the sensitivity of this controversy and the adjudicative character of the issues."

The designation bans outside lobbying "until the Commission's final disposition of each case is no longer subject to reconsideration or judicial review."

NEWS BRIEFS

U.S. House Gets Bill To Curb DAT

A month after similar legislation was introduced in the Senate, record industry-supporters in the House have introduced legislation in their chamber to limit home taping via DAT (digital audio recorders).

Six House members dropped in a bill making it illegal to ship a DAT device across state lines unless it contains a copy-code scanner to prevent unauthorized digital taping. Making or distributing devices to defeat the scanners would also be banned.

Cosponsor Henry Waxman (D-CA) said the bill "allows consumers to enjoy the fruits of developing technology while it protects the intellectual property rights of creators and copyright owners."

In addition to Waxman, sponsors of the Digital Audio Recorder Act of 1987 are Bruce Morrison (D-CT), Carlos Moorhead (D-CA), Howard Berman (D-CA), Don Sunquist (R-TN), and Jim Cooper (D-TN).

Feds Find High RF At KYGO/Denver

A joint FCC-EPA study of RF radiation at the Lookout Mountain antenna farm near Denver has turned up excessive levels of RF radiation near the antenna of KYGO/Denver.

At one point near the antenna base, investigators found RF measuring ten times the federal standard for human exposure. Less severe levels, but still over the limit, "were measured over a large area, most of which is publicly accessible," the FCC announced.

The Commission said it "is working with the licensee of KYGO to correct the problem and ensure that the public will not be exposed to RF levels" above federal guidelines.

The Denver study was prompted by concerns of people who live and work near the Lookout Mountain antenna site. Similar FCC-EPA probes turned up fewer problems in Seattle, Honolulu, and Portland, OR.

WWGN Slapped With \$2800 EBS, Technical Fine

Repeated violations of the FCC's EBS and technical rules has earned a \$2800 fine for WWGN/Washington, NC. The Commission accused the station of failing to maintain capability of generating an EBS tone; neglecting to conduct weekly EBS tests, lacking adequate remote control facilities; operating at 18 over authorized power (at 591.65 watts); failing to instruct each transmitter operator "to perform all necessary observations and adjustments of the transmitting system."

Other Key Developments:

- Radio registration for this month's Dallas NAB Convention is running 15% ahead of last year. Radio Board Chairman Bev Brown says 350 companies will exhibit radio products at the show.

- A hearing on codifying the Fairness Doctrine has been set for March 18 before the Senate Communications Subcommittee.



- NAB plans an early April mailing of scripts to stations for PSAs celebrating the 200th anniversary of the U.S. Constitution. Under the slogan "Freedom To Serve," the trade association is urging stations to participate in bicentennial activities.

- Dennis Williams has been named Chief/FM Branch of the FCC's Mass Media Bureau. He had served as Acting Chief since last June. Ed Jorgenson was appointed Assistant Branch Chief/Law under Williams.

RADIO BUSINESS

TRANSACTIONS

Beasley Buys WMRO & WAUR For \$8.7 Million In Chicago Move

WMRO & WAUR/AURORA, IL
PRICE: \$8.7 million
BUYER: Beasley Broadcast Group, President George Beasley. The company also owns WXTU/Philadelphia; WDMT/Cleveland; WMOO & WBLX/Mobile, AL; WGAC/Augusta, GA; WYNG/Evansville, IN; WLAT & WYAV/Conway, SC; WFAI & WKML/Fayetteville, NC; WWMO/Reldsville, NC; WFTC & WRNS/Kingston, NC; and WRXK/Ft. Myers, FL.
SELLER: Midwest Broadcasting of Chicago, President T. Furman Brode.
DIAL POSITION: 1280 kHz; 107.9 MHz
POWER: 1 kw days/500 watts nights; 22.4 kw at 735 feet
FORMAT: News/Talk; AC

KBEA & KXTR/KANSAS CITY
PRICE: \$5.75 million
BUYER: Silver Star Communications, headed by Dr. John Robert E. Lee, which also owns WRIF/Detroit.
SELLER: Robert P. Ingram
DIAL POSITION: 1480 kHz; 96.5 MHz
POWER: 100 kw
FORMAT: News; Classical
BROKER: Bill Lytel and Bill Lochman of Chapman Associates

KTGR & KCMQ/COLUMBIA, MO
PRICE: \$4500 cash and assumption of liabilities totaling \$4.2 million.
BUYER: James C. McCrudden, who also owns WXCL/Peoria, IL and WKQA/Pekin, IL.
SELLER: Early Broadcasting, Inc., owned by Jake W. "Bill" Early Jr.
DIAL POSITION: 1580 kHz; 96.7 MHz
POWER: 250-watt daytimer; 3 kw at 150 feet
FORMAT: Country; CHR

KEEE & KJCS/NACOGDOCHES, TX
PRICE: \$1,948,000
BUYER: Multicom Broadcasting, Inc., President Carolyn Vance, which also owns KTAM & KORAI/Bryan-College Station, TX.
SELLER: RAH Broadcasting, Inc., which is owned by Jimmy Rucker and Robert Hill.
DIAL POSITION: 1230 kHz; 103.3 MHz
POWER: 1 kw; 100 kw at 500 feet
FORMAT: AC; Country

KINY & KSUP/JUNEAU, AK
PRICE: \$1,350,000
BUYER: Alaska Juneau Communications, Inc., owned by Dennis W. Egan. He was previously GM of KJNO & KTKU/Juneau.
SELLER: KINY Associates, owned by Edward Christiansen, Charles Gray, Earl Reilly, and Kenneth Wiley.
DIAL POSITION: 800 kHz; 106.3 MHz
POWER: 5 kw; 3 kw at minus 988 feet
FORMAT: AC; CHR

WDST/WOODSTOCK, NY
PRICE: \$1.12 million
BUYER: Pinnacle Two Communications, Inc., which is owned by Richard Landy. He also owns WKNY/Kingston, NY.
SELLER: Woodstock Communications, Inc., owned by Jerome and Sasha Gillman.
DIAL POSITION: 100.1 MHz
POWER: 3 kHz at 305 feet
FORMAT: AOR

WPFR-AM & FM/TERRE HAUTE, IN
PRICE: \$750,000
BUYER: Power Rock Broadcasting of Indiana, Inc., owned by Stewart Freeman and Robert Simpkins. They also own a partnership interest in WWBD & WWLT/Bamberg-Denmark, SC.
SELLER: Oak Ridge Boys Broadcasting Corp., headed by group's Joe Bonsall.
DIAL POSITION: 1300 kHz; 102.7 MHz
POWER: 500-watt daytimer; 50 kw at 500 feet
FORMAT: Country; CHR
BROKER: CSC Communications Services, Inc. and Americom Radio Brokers.

WOAP-AM & FM/OWASSO, MI
PRICE: \$750,000
BUYER: Michigan Radio Group Limited Partnership, owned by Russell Balch.
SELLER: Argus Press Co.
DIAL POSITION: 1080 kHz; 103.9 MHz
POWER: 1-kw daytimer; 3 kw at 255 feet
FORMAT: Country; MOR

KKBH/PORT LAVACA, TX
PRICE: \$630,000
BUYER: Michael Hambrick, a television news anchorman with WPXI-TV/Pittsburgh.
SELLER: Crossroads Communications, Inc., owned by John Sharp and Doug McDougall.
DIAL POSITION: 93.3 MHz
POWER: 100 kw at 750 feet
FORMAT: CHR
BROKER: Norman Fischer & Associates

WKHT/MANCHESTER, CT
PRICE: \$500,000
BUYER: Sage Broadcasting Corp., headed by Chairman Leonard Fassler and President Gerald Poch. The company also owns WNAQ/Naugatuck, CT; WBSM/New Bedford, MA; WKOL & WMVQ/Amsterdam, NY; KMNS & KSEZ/Sioux City, IA; WJJK & WBIZ/Eau Claire, WI; WTAX & WDBR/Springfield, IL; WXYZ & WSPST/Stevens Point, WI; and WZFM/Briarcliff Manor, NY.
SELLER: Broadcast Management of Connecticut, Inc., President Daniel I. Konover.
DIAL POSITION: 1230 kHz
POWER: 1 kw
FORMAT: Country

KREL/HENDERSON (LAS VEGAS), NV
PRICE: \$500,000
BUYER: KREL, Inc., owned by Douglas Pierce and Robert Blum.
SELLER: Consolidated Broadcasting Corp., owned by Ralph Calvin.
DIAL POSITION: 1280 kHz
POWER: 5-kw daytimer
FORMAT: Spanish

WXVQ/DE LAND, FL
PRICE: \$325,000
BUYER: WXVQ Inc., owned by Carl M. Adams. He also owns KCMQ-AM & FM/Nebraska City, NE; KSVP & KTZA/Artesia, NM; WZTN/Montgomery, AL; and WHAP/Hopewell, VA.
SELLER: St. John's Valley Corp., owned by H. Douglas Lee.
DIAL POSITION: 1490 kHz
POWER: 1 kw days/250 watts nights
FORMAT: AC

WBDX/WHITE BLUFF, TN
PRICE: \$160,000
BUYER: Bernie Bishop Broadcasting & Advertising Co., owned by Bernie Bishop.
SELLER: White Bluff Communications, Inc., headed by Bob Hudson. The company also owns WQSI/Portland, TN.
DIAL POSITION: 1030 kHz
POWER: 1 kw days/250 watts nights
FORMAT: Country

TRANSACTIONS AT A GLANCE

Transactions So Far in 1987:
\$551,636,640

This Week's Action: **\$169,130,000**

- VIACOM radio stations (8) \$142 million (estimated)
- WMRO & WAUR/Aurora, IL \$8.7 million
- KBEA & KXTR/Kansas City, MO \$5.75 million
- KTGR & KCMQ/Columbia, MO \$4.2 million
- KEEE & KJCS/Nacogdoches, TX \$1,948,000
- KINY & KSUP/Juneau, AK \$1,350,000
- WDST/Woodstock, NY \$1.12 million
- WPFR-AM & FM/Terre Haute, IN \$750,000
- WOAP-AM & FM/Owasso, MI \$750,000
- KKBH/Port Lavaca, TX \$630,000
- WKHT/Manchester, CT \$500,000
- KREL/Henderson (Las Vegas), NV \$500,000
- WXVQ/De Land, FL \$325,000
- KRIB/Mason City, IA \$300,000
- KCKR/Crockett, TX \$190,000
- WBDX/White Bluff, TN \$160,000



AMERICOM EXPANDS — Americom Radio Brokers has moved to expanded offices in the nation's capital. The company celebrated its move recently with a ribbon-cutting ceremony and party for the movers and shakers in Washington's radio business community. Pictured from left to right are FCC Commissioner Patricia Diaz Dennis, NAB President Eddie Fritts, Americom President Tom Gammon, and FCC Chairman Mark Fowler. Americom's new offices are located at 1130 Connecticut Avenue Suite 500, Washington, DC.

KRIB/MASON CITY, IA
PRICE: \$300,000
BUYER: Boyd Communications, Inc., headed by Russell and Edward Boyd.
SELLER: Radio Communications of Mason City, Inc., owned by C. Kenneth Kjeldseth.
DIAL POSITION: 1490 kHz
POWER: 1 kw
FORMAT: AC

KCKR/CROCKETT, TX
PRICE: \$190,000
BUYER: BST Broadcasting, owned by Jim Mattox.
SELLER: ASK Broadcasting, represented by bankruptcy trustee Norman Fischer.
DIAL POSITION: 93.5 MHz
POWER: 3 kw at 223 feet
FORMAT: Country

Ten New FMs Available

Here are the latest new FM channels allotted by the FCC. In each case, a 30-day application filing window opens April 7 and closes May 6. Sedona, AZ (107.5 MHz); Mariposa, CA (103.9); Ponte Vedra, FL (106.5); Crawford, GA (102.1); Humboldt, TN (105.3); Huntingdon, TN (93.7); Hyden, KY (92.3); Bar Harbor, ME (107.7 and 99.1); Milbridge, ME (93.7).

All The Bells & Whistles At A Whiz-Bang Price

We're introducing *Techsonics™*, the New Affordable Electronic Production Library from SP Sound Productions. Compare *Techsonics™* with premium-priced packages, and you wonder why you're asking so much. *Techsonics™* is perfect for CHR, A/C, AOR and urban formats. Advertisers love this new high-fashion sound. Stations savor its flexibility...and oh, that price! So why pay more? Our bells and whistles have already won awards at the International Film and TV Festival, the Tellys and the Addys. Experience the "fresh innovative" sounds of *Techsonics™* on your station. Call 804-547-4000.

TECHSONICS

The New Affordable Electronic Production Library



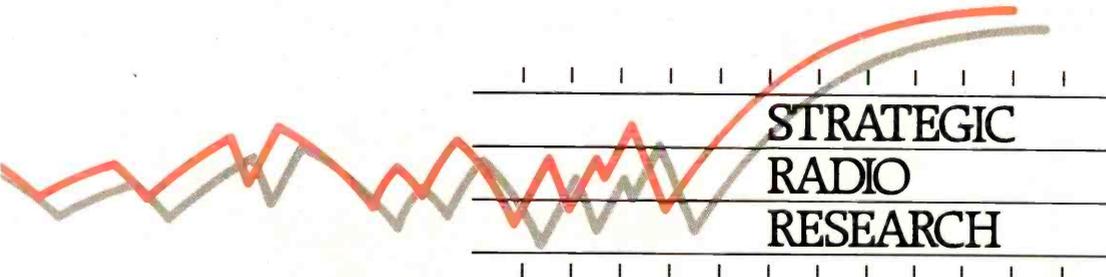
FEEDBACK FROM YOUR LISTENERS

Overwhelmingly, the largest problem facing radio programmers and managers is the reality of how removed they are from their listeners.

Your typical listener never calls your request line or appears at a station promotion. You never hear from him until he fills out a diary—and then it's too late.

Strategic Radio Research provides the most useful tool any management team can have—a system that gives you feedback from your listeners. You'll know instantly if your listeners think your jocks are talking too much. If your spot load is getting too high. If your TV commercials are ineffective. If your music is on-target or off-base.

Feedback really helps. That's why almost every Strategic Radio Research client is the dominant station in its format. Call Kurt Hanson collect at (312) 280-8300 today. It will be the first step toward the smartest management decision you'll make this year.



**STRATEGIC
RADIO
RESEARCH**

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

RADIO BUSINESS

Taft Takeover Underway

Bidding War Predicted; 13 Stations At Stake

Wall Street is bracing for what may become a heated takeover battle for Cincinnati-based **Taft Broadcasting**.

American Financial Corporation, a diversified financial conglomerate headed by financier **Carl Lindner**, said Monday it is considering a takeover of the broadcasting giant. In filings with the Securities and Exchange Commission, American Financial said it may purchase stock with the intent of acquiring the company instead of remaining a passive investor. The firm now owns 16.2% of Taft's stock.

"I think the company has been put into play, and someone will end up with it," said Wall Street analyst **Jeffrey Stein** of **McDonald & Company**. "I think it will end up as a private company."

Taft Family Fighting For Control

The Lindner maneuver comes on the heels of another takeover attempt launched by the Taft family to regain control of the company.

An investment group headed by **Dudley S. Taft**, son of **Hulbert Taft Jr.**, who founded the company 28 years ago, announced a leveraged buyout offer last week. Joined by **Narragansett Capital Inc.**, an investment

banking and venture capital company in Providence, RI, the group offered to buy the company for a per-share price of \$145 in cash, or a total of \$1.34 billion. Assumption of the company's current \$700 million debt could push the deal's value over \$2 billion. The Taft family currently owns about 12% of the company's common stock.

"What we really want to do is return control of this company to the family, and the time is right to try to accomplish that," said **Dudley Taft**.

Shakeup by Texas Investors

Over the past several months, Taft Broadcasting has come under the increasing control of a shareholders group headed by Texas investor **Robert Bass**. Under pressure from the Bass group, which now controls about 25% of the stock, **Dudley Taft** recently was demoted from President/COO of the company to Vice President. **Charles Mechem Jr.** is now Chairman/CEO.

The Taft family proposed to fund its leveraged buyout of the company with \$125 million in cash and Taft common stock. The remainder of the deal would be financed through the use of high-yield junk bonds and bank debt. Under terms of the deal, the Taft fam-

ily and **Narragansett** would own the company, with **Dudley Taft** in charge.

Stock Price Soars On News

The company's major shareholders, led by the Bass group, reportedly have discussed selling all or part of the company for several weeks. In November, the company sold its five independent television stations to **TVX Broadcast Group** for \$240 million as part of a corporate reorganization designed to reduce the company's presence in certain broadcast areas. The company recently sold Buffalo radio stations **WGR & WRLT** to **Rich Communications Corp.** for approximately \$6 million. It has increased its stake in cable television through a purchase with the Bass family of **Wometco Cable Co.** for \$620 million last December.

For the fiscal nine months ending December 31, 1986, Taft had a net loss of \$46.5 million, compared with earnings of \$33.2 million for the same period a year earlier.

Wall Street speculators are now zeroing in on the company's stock, which soared \$19 a share on Friday following the Taft family's offer to \$151.50 a share. In the wake of the Lindner announcement, the stock jumped another \$2.50 per share on Monday.

FCC OK AFFECTS RADIO SALES

RKO Agrees To Sell KHJ-TV To Disney

RKO has reached agreement to sell **KHJ-TV/Los Angeles** to the **Walt Disney Co.** for \$320 million. **Group W** agreed to buy the station last year, but backed out recently after closing was indefinitely delayed by FCC litigation involving the station's license renewal.

Under the deal announced this week, RKO gets \$217 million of the

TM Revenues Up 47% In '86

Dallas-based **TM Communications** reports 1986 revenues of \$11.8 million, up 47% from \$8 million the previous year. Net income for the year was \$1.7 million or 22 cents/share, compared to \$35,000 or \$0.01/share in 1985.

President/CEO **Pat Shaughnessy** noted that the loss of revenues from programming assets, which were sold in April, "were more than replaced" by revenues from **KHAT-AM & FM/ Lincoln, NE** and "from corporate communications projects for some very well-known clients, including **Wendy's, Pizza Inn, Northern Telecom, Southwestern Life Insurance, and Coca-Cola.**"

TM is publicly traded on the Over The Counter (OTC) exchange under the ticker symbol **TMCI**.

sale proceeds. The remaining \$103 million goes to **Fidelity Television**, a competing applicant which has been battling for the license for two decades.

The arrangement calls for RKO to dismiss its renewal application. The FCC would then grant the competing application of **Fidelity**, which would immediately spin off the station to **Disney**.

Since the FCC never okayed **Group W's** use of the same mechanism, it's uncertain whether **Disney** will win FCC approval. **KHJ-TV** is playing a pivotal role in the mammoth battle over renewal of all the RKO radio and TV licenses. The proceeding has been designated as the forum in which the FCC will determine RKO's basic fitness to remain a licensee in light of past misconduct.

Kotler Heads Wertheim Schroder

Steven Kotler has been named President of **Wertheim Schroder & Co.**, effective March 31. Through **VP Gary Stevens**, the Wall Street investment banking and securities firm is playing a key role in brokering and financing some of the nation's biggest radio station and group sales.

Kotler has been **Wertheim Schroder's** Managing Director in charge of corporate finance. He became a general partner in the firm in 1979.

HOKER BROADCASTING, INC.

Jay Hoker

Has Acquired

WLLT-FM

Cincinnati, Ohio
for

\$6,000,000

from

H & W Communications, Inc.

Cecil Heftel & Ken Wolt

We are pleased to have served as broker in this transaction.

Robert A. Chaisson, Inc.

39 Locust Avenue

New Canaan, Conn. 06840

203-966-6333

Viacom Radio Property File

GROUP SALE: VIACOM STATIONS and MTV NETWORKS

PRICE: \$142 million and \$400 million, respectively (estimated).

BUYER: **Sumner Redstone and Arsenal Holdings, Inc.**, a division of **National Amusements, Inc.**, based in Dedham, MA.

WLTW/NEW YORK

DIAL POSITION: 106.7 MHz
POWER: 7.6 kw at 1220 feet
FORMAT: AC

WLAK/CHICAGO

DIAL POSITION: 93.9 MHz
POWER: 4 kw at 581 feet
FORMAT: AC

KIKK-AM & FM/HOUSTON

DIAL POSITON: 650 kHz; 95.7 MHz
POWER: 250-watt daytimer; 100 kw at 2049 feet
FORMAT: Country

WMZQ-AM & FM/ WASHINGTON

DIAL POSITION: 1390 kHz; 98.7 MHz
POWER: 5 kw; 50 kw at 490 feet
FORMAT: Country

WRVR-AM & FM/MEMPHIS

DIAL POSITION: 680 kHz; 104.5 MHz
POWER: 10 kw days/5 kw nights; 100 kw at 750 feet
FORMAT: AC

CALL SIGN CHANGES

Atlanta, MI **WWKY** (new)
Charleston, SC **WLNB** to **WWHT** (3/6)
Chesapeake, VA **WCPC** (remains assigned)
Columbia, MS **WJHP** (new)
Columbia, NC **WWOK** to **WRSF** (3/6)
Crockett, TX **KCKR** to **KBHT** (requested)
Dover, NJ **WRAN** to **WMHQ** (requested)
Goose Creek, SC **WLNB-FM** to **WWHT-FM** (3/6)
Green Cove Springs, FL **WSVE** to **WPDQ** (3/14)
Great Falls, MT **KYOT** to **KXGF** (requested)
Hazard, KY **WYZZ** (3/5)
Herkimer, NY **WLIR** to **WYUT** (3/2)
Herkimer, NY **WYUT** to **WYUT-FM** (3/2)
Hilton Head, SC **WLOW** (new)
Hughesville, PA **WTPS** to **WBUG** (3/2)
Hyde Park, NY **WJJB** to **WCZX** (3/5)
Jacksonville, FL **WXOZ** to **WSVE** (3/14)
Kansas City, MO **KXTR** to **KGMG-FM** (requested)
Kerrville, TX **KXXT** (new, 1/24)
Kremmling, CO **KSKE** to **KQQL** (requested)
Lake Worth, FL **WLIZ** to **WLVS** (3/1)
Lawton, OK **KQLI** (new)
Lincoln, NE **KJUS** to **KLDZ** (3/1)
Los Angeles **KMET** to **KTWV** (2/14)

© 1987 Motown Record Corporation



THE NEW SINGLE
From The
MULTI-PLATINUM LP



MCDO615MD 6158ML 6158MC



© 1987 Motown Record Corporation

KAAW
Longview, Texas

KAFE
Santa Fe, New Mexico

KAKC
Tulsa, Oklahoma

KATR
Greeley, Colorado

KBBQ-FM
Ft. Smith, Arkansas

KCBQ
San Diego, California

KCBQ-FM
San Diego, California

KEZM
Lake Charles, Louisiana

KGAL
Lebanon, Oregon

KKLB
Chubbuck, Idaho

KNNT
Kennett, Missouri

KOLE
Port Arthur, Texas

KRGO
Salt Lake City, Utah

KRKN-FM
Yakima, Washington

KRPN-FM
Salt Lake City, Utah

KSNR-FM
Grand Forks, North Dakota

KSSR-FM
Austin, Texas

KVI
Seattle, Washington

KZZC-FM
Kansas City, Missouri

WDIG
Steubenville, Ohio

WDRK-FM
Greenville, Ohio

WETC
Raleigh, North Carolina

WGGR
Hibbing, Minnesota

WGNS
Murfreesboro, Tennessee

WHII
Bay Springs, Mississippi

WIXC
Huntsville, Alabama

WJTP
Newland, North Carolina

Pure Gold

WKNR
Battle Creek, Michigan

WKTH
Grand Rapids, Michigan

WLKD
Waupun, Wisconsin

WLKE
Oshkosh, Wisconsin

WMFG-FM
Hibbing, Minnesota

WMMA
Orlando, Florida

WMMI
Mt. Pleasant, Michigan

WOBG
York, Pennsylvania

WOBT
Rhinelander, Wisconsin

WWFL
Clermont, Florida

WWLS
Oklahoma City, Oklahoma

WWSR
St. Albans, Vermont

WXIY-FM
Bay Springs, Mississippi



12655 North Central Expressway
Suite 600
Dallas, Texas 73243
1-800-527-4892 1-214-991-9200

WOHI
East Liverpool, Ohio

WPBE-FM
Huntingdon, Tennessee

WQZN
Gardiner, Maine

WRDC
Cleveland, Mississippi

WSWR-FM
Sheby, Ohio

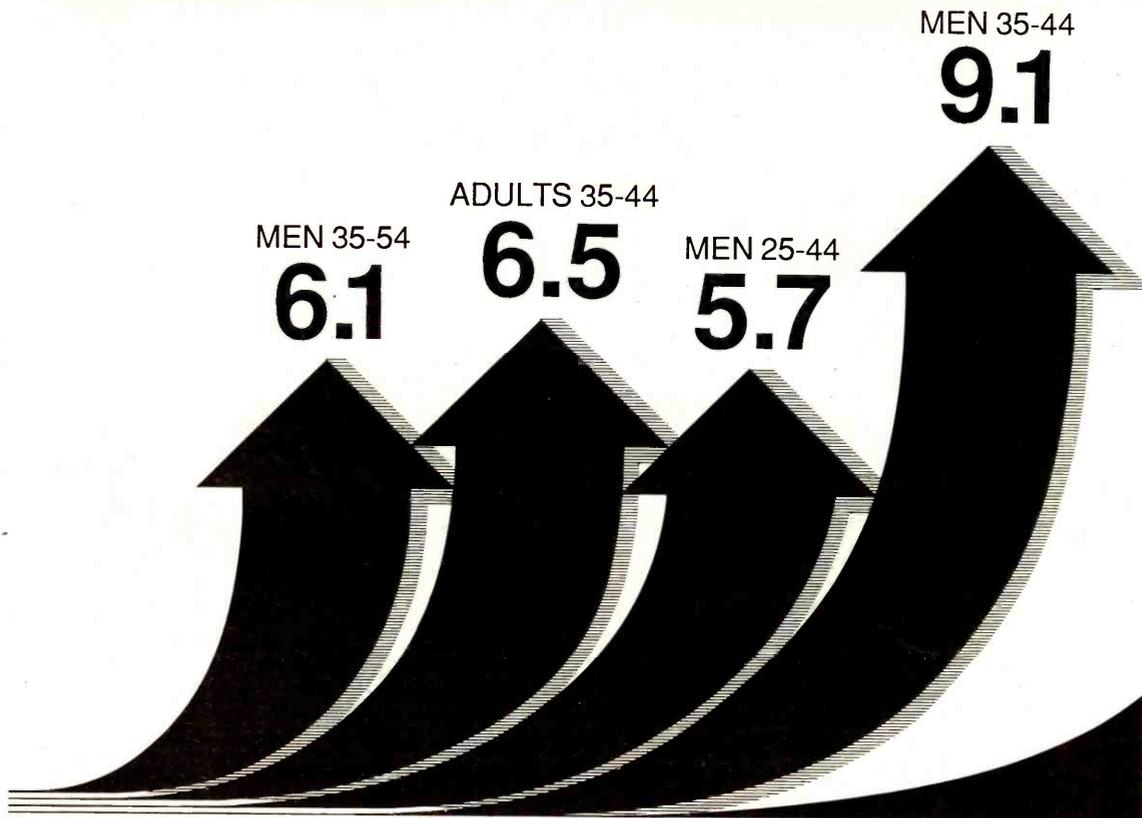
WTHI
Terre Haute, Indiana

WTIP
Charleston, West Virginia

WTIX
New Orleans, Louisiana

WVAB
Virginia Beach, Virginia

KANSAS CITY DIGS PURE GOLD



Source: Summer 1986, Fall 1986 Arbitron shares, ADJ Monday-Sunday 6am-midnight

Satellite Music Network's Pure Gold shines on KZZC-FM in Kansas City, with great numbers in the Fall '86 Arbitron.

Pure Gold ranks second in the 23-station market with a 9.1 in men 35 to 44, an increase of 264% from the 2.5 KZZC-FM pulled in the summer book. In adults 35-44, **Pure Gold** went from a 2.6 in the summer book to a 6.5 in the fall, a 150% jump. Men 25 to 44 went from a 3.9 to a 5.7, and men 35 to 54 jumped from a 2.3 to a 6.1!

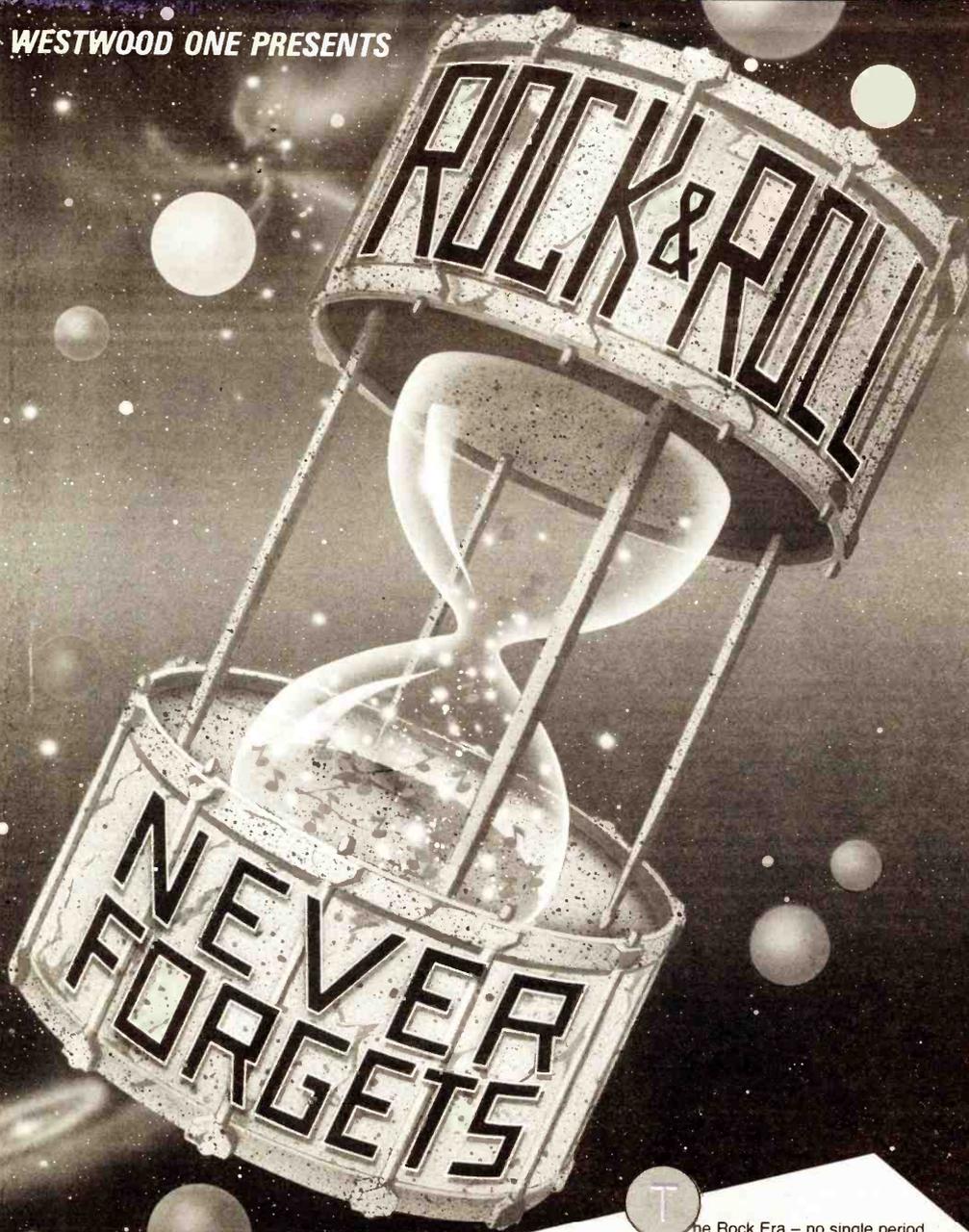
Pure Gold is now succeeding on 49 stations nationwide, and 26 additional stations are under contract and preparing to sign. 75 of your fellow broadcasters who know a golden opportunity when they see one...Satellite Music Network's **Pure Gold**!

You may still be able to get Pure Gold in your market! Go for the oldies format that's good as gold...Satellite Music Network's **Pure Gold**. Call Bob Bruton or Charlie Strickland today at 1-800-527-4892. In Texas, 1-214-991-9200.



Dallas • New York • Chicago • Los Angeles • Detroit

WESTWOOD ONE PRESENTS



The Rock Era – no single period has had more impact and influence on life in America, and to celebrate a quarter-century of the music, memories and events that have shaped our lives, Westwood One proudly presents

Rock & Roll Never Forgets, debuting the week of March 23.

This golden era of rock comes alive in a two-hour weekly presentation, plus five supporting daily tributes, as hosts Mark Coppola of WXRK-FM/New York and Damion of KLSX-FM/Los Angeles spotlight a corresponding week in rock history. You and your listeners will hear fascinating background info and rare actualities culled from the vast Westwood One archives, featuring the legendary artists who defied convention to define the times. And most of all, you'll hear the classic rock hits that have made rock & roll America's most popular art form for more than three decades!

For those who experienced the era and for those who wish they had, *Rock & Roll Never Forgets* is a living time capsule capturing the highlights of a period too important to forget, and it's available *exclusively* from Westwood One. Contact your Westwood One Station Relations representative now at (213) 204-5000 or Telex 4996015 WWONE for details.



WESTWOOD ONE RADIO NETWORKS

NEWSBREAKERS

Edited by Jim Dawson



Nancy Bultinck

Scott Sherwood

George Guim

Leigh Earle

Suzanne Van Pel

Bernie Lucas

Ekke Schnabel

Robert Morse

Marc Goldstein

● **NANCY BULTINCK** has been appointed Eastern Regional Manager/Special Projects at **RCA Records**. She was previously Special Markets Manager for the **Waterbury Companies** for two years.

● **SCOTT SHERWOOD** becomes PD for **WOCL/Orlando**. He has been PD at **WIVY/Jacksonville** for the past two years, and previously worked at **WHYT/Detroit** and **KBEQ/Kansas City**.

● **King Snake Records**, an independent label primarily dedicated to traditional Southern and blues music, has debuted with releases by **Root Boy Slim**, **Midnight Creepers**, **Noble "Thin Man" Watts**, and **Rafal Neal**. It is distributed by **Landslide Records** of Atlanta, and is located at 205 Lake Blvd., Sanford, FL 32771; (305) 323-6767.

● **Virgin Records** has opened its New York offices at 30 W. 21st Street, NY 10010; (212) 463-0980. VP/A&R **NANCY JEFFRIES** and VP/Publicity **AUDREY STRAHL** are headquartered there, as are: **CLEDRA WHITE** (Northeast Promotion), **RODNEY PIERSON** (Club Promotion), **JONATHAN LIEBERMAN** (Video Promotion/Artist Development), and **TODD BISSON** (College Promotion).

● **LARRY BRAVERMAN** has been promoted from Director/Production to National Director/New Music Marketing for **Elektra**. He joined the label in 1980.

● **GARY DEMARONEY**, formerly PD at **KROW/Reno**, has taken the PD slot at **KHOP/Modesto-Stockton, CA**. He was replaced at **KROW** by **RICKEY RANDALL**.

● **KIM LLOYD** has been named GM at **WETC/Raleigh-Durham**. He is a principal of the station's new owner, **Daystar Broadcasting**.

● **GEORGE GUIM** is named to the new position of Director/International Talent and Repertoire at **Warner Bros. Music**. Prior to joining the label, he was with **Cavallo, Ruffalo & Fargnoli Management** and the **American Recording Co.**

● **LEIGH EARLE** is promoted to VP/GM at **Multimedia's WFBC-AM & FM/Greenville, SC**, where she was GSM since 1983. She replaces **BRUCE BUCHANAN**, who continues as Sr. VP of Multimedia Radio.

● **DICK KELLEY** has been promoted from VP/Eastern Sales, Programming Network to VP/Sales at **United Stations**. He joined the net in 1984 as an AE and was named Director/Eastern Sales in 1985.

● **JAY BUTLER** has been promoted to PD at **WQDR/Raleigh**. He has been with the station three years, the last two as MD. Butler replaces **Mike Ryan**, who departed to program **EZ104/Richmond, VA**.

Correction: Last week, **Taft's WLZR/Milwaukee** was listed incorrectly as being owned by **Shamrock Communications**.

CHANGES

Rhonda Cherney, recently an AE with **KRLA & KLSX**, joins **KLOS/Los Angeles** as an AE.

Ben Lord, previously Manager at **Select/Boston**, joins **Boston Territory Specialist** as AE.

Peggy Foley, previously an AE at **Blair Radio/Philadelphia**, joins **Philadelphia Territory Specialist** as AE.

Joe Leoce, previously an AE with **Select**, joins **Group W/New York** as AE.

Caryn Jacoby, previously an AE with **Select**, joins **Group W/New York** as AE.

● **SUZANNE VAN PELT**, formerly an AE at **KEGL/Dallas**, has been hired as Local Sales Manager at **WMC/Memphis**.

● **BERNIE LUCAS**, most recently Director/Marketing and Promotion at **WIVY/Baltimore**, has formed consultancy **Bernie Lucas Media**. Contact him at 37 Odeon Ct., Baltimore, MD 21234; (301) 665-3738.

● **Group W Radio Sales** has announced several appointments in its regional offices. In New York, **MICHELLE JENNINGS**, previously Asst. NY Sales Manager for **Blair Radio**, is now **Group W VP/Asst. Manager-Eastern Region**. **Laurie Angotti** was named **Research Manager** at that office. She was formerly Senior Research Analyst at **Select**.

JOHN COULTER was named VP/Chicago Regional Manager. He was previously a Regional Manager for **Hillier, Newmark, Wechsler & Howard**.

RICK FROMME and **BOB JONES** have been named VP/Dallas Regional Managers. Fromme was formerly Southwest Regional Manager for **Select**, where Jones was an AE.

DENISE KOLKMEYER has been appointed VP/Detroit Regional Manager. She was previously GSM at **WCXI-AM & FM/Detroit**.

LARRY PIATTI is the new VP/San Francisco Regional Manager, coming from **WBZZ/Pittsburgh**.

BRENDA HOLLAND has been named VP/Los Angeles Regional Manager. She was previously a manager at **Select**.

● **GARY BRANDT** becomes VP/Administration for **Metropolitan Broadcasting**. He had been Director/Operations at the company's **KRLD/Dallas** since 1972, and earlier worked at **KPOL/Los Angeles**.

● **EKKE SCHNABEL** becomes **BMI International VP**. He previously served in various senior executive positions, including that of Chief International Officer, with **RCA/Ariola** for seven years.

● **ROBERT MORSE**, President of **WHAS-TV/Louisville, KY**, was elected President of the **Associated Press Broadcasters** board. Former President **CLINT FORMBY**, President of **Formby Stations**, will continue to serve on the APB executive committee. **WPRW/Manassas, VA** President **ROBERT MCKEE JR.** was voted President-Elect, and **WHDH/Boston News Director ED BELL** was elected VP/Radio.

● **KVOO/Tulsa VP/GM JACK CRESSE** is retiring after 19 years at the Country station and after 27 years in Tulsa broadcasting. Cresse is a past President of the **Oklahoma Association of Broadcasters**, and was named its Broadcaster of the Year in 1984. He's past President of the **Tulsa Broadcasters**, a former **Academy of Country Music** board member, and served as State Chairman for the **NAB's** Legislative Liaison Program. In 1984 and 1986, Cresse received the "Radio Manager of the Year" Media Achievement award presented by the **AWRT** and the **Tulsa media**.

● **KVOO/Tulsa MD MIKE WILSON** has been upped to PD/MD. He'll continue the midday airshift he's held the past 14 months.

● **WSLR/Akron MD RICK CARDARELLI** has been promoted to PD. He joined **WSLR** in 1977 as midday talent and was named MD in 1984.

● **JACK EVANS**, Asst. PD at **WSUN/Tampa**, has been named PD for **WBHP/Huntsville**. He replaces **Dana Webb**, who left to become **KYKX/Longview PD** and **SunGroup, Texas** corporate programmer.

● **MARC GOLDSTEIN** has been named Director/Media Services for **Shadow Communications Corp.**, which operates traffic networks in Philadelphia and New York. He joins **Shadow** from an Associate Media Director slot at **Earle Palmer Brown**.

● **JIM CAHALAN** has been named to the new post of VP/Operations for **Windham Hill Records** parent corporation **Windham Hill Productions**. He was most recently Operations Manager for the company since 1986.

● **JIM STENBERG** is the new GM at new **Capitol Broadcasting** outlet **KGTN/Georgetown-Austin, TX**. Most recently GM at **KLUB & KISN/Salt Lake City**, he previously managed **KPKE/Denver** and was GSM at nearby **KHOW**.

PROS ON THE LOOSE

Mike Cromwell — MIDDAYS **WEMP/Milwaukee** (414) 282-8295
Alan James — MORNINGS **Y97/Santa Barbara** (805) 564-3403 or (608) 755-1337

Chris Kay — PD **KIFM/San Diego** (619) 697-2113

Ken Matthews — Asst. PD/Afternoons **RI-104/Providence** (401) 596-4699

Chris Michaels — 7pm-midnight/weekends **WLGA/Valdosta, GA** (912) 244-8643

"Doctor" **John Potter** — MORNINGS **WMJQ/Rochester** (716) 288-3315

Bryan Roberts — 20-year air pro (818) 341-1592

Tripp Rogers — PD/Mornings **Sports WRAN/Randolph, NJ** (201) 228-1413

Ken Thomas — MIDDAYS **WLGA/Valdosta, GA** (912) 244-8643

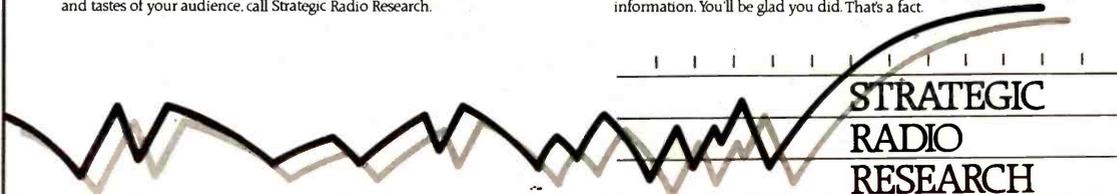
FACTS, NOT RHETORIC

A lot of radio station managers are getting fed up with research companies. Why? Because they've come to realize that most companies give them very little information and a whole lot of "boilerplate" rhetoric.

Here's what we believe at **Strategic Radio Research**: If you want consulting, hire a consultant. But if you want clear, factual information about the attitudes and tastes of your audience, call **Strategic Radio Research**.

We'll give you a fast, accurate, customized research study that tells you exactly what you need to know about your audience. We won't give you pages of amateurish recommendations straight out of a word processor.

If you've had it with consulting-disguised-as-research, you'll find our approach refreshing. And useful. Call Kurt Hanson collect at (312) 280-8300 for more information. You'll be glad you did. That's a fact.



**STRATEGIC
RADIO
RESEARCH**

211 E. Ontario, Chicago, IL 60611

(312) 280-8300

THE PICTURE PAGE

Hornsby's Mandolin Reign



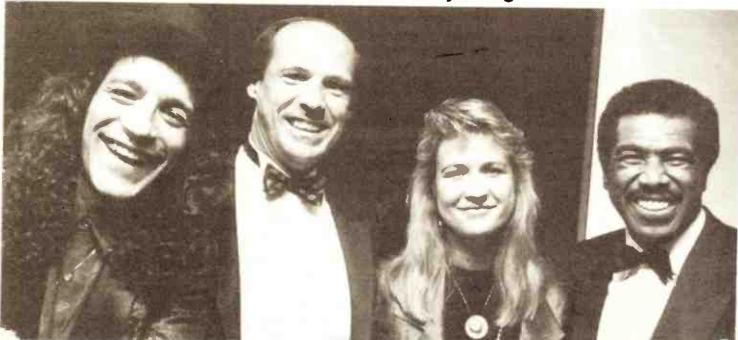
RCA's post-Grammy reception spotlighted Best New Artist winner Bruce Hornsby. Pictured (l-r) are RCA President Bob Buziak, Hornsby, RCA/Ariola President Elliot Goldman, label VP Paul Atkinson, and Exec. VP Rick Dobbis.

Bon Jovi Bonhomie



Bon Jovi met with PolyGram executives, with all in high spirits over the band's Best-Selling Album award at NARM. Pictured (l-r) are PG VP Jeff Brody, label's K.P. Mattson and (partially hidden) Larry Hensley, Exec. VP Bob Jamieson, group's Alec Jon Such, Sr. VP Harry Anger, group's Tico Torres, Richie Sambora, and Jon Bon Jovi, PG President Dick Asher, and group's David Bryan.

Nu Shooz Stands By King



Pictured at Atlantic's post-Grammy party in L.A. are (l-r) Nu Shooz's John Smith, Atlantic Exec. VP/GM Dave Glew, Nu Shooz's Valerie Day, and performer/presenter Ben E. King.

Warwick Gets A Rose Out Of Arista



Dionne Warwick received a congratulatory bunch of roses from Arista at a party to launch her new fragrance, "Dionne." Pictured (l-r) are VP Tony Anderson, Warwick, VP Abbey Konowitch, Sr. VP Don Jenner, and VP Jim Cawley.

WEA Rapturous Over Baker



Anita Baker was congratulated after her NARM Awards Banquet performance by (left) WEA's Bob Moering and (right) WEA President Henry Droz.

Cosby A Composer Too



BMI presented Bill Cosby an award for composing music for "The Cosby Show." Cosby (center) and Stu Gardner (left) co-wrote the show's theme song. BMI VP Stanley Catron is pictured at right.

Addicted To Platinum



Robert Palmer (right) picked up a Canadian triple platinum award for his "Riptide" LP while in Toronto recently. Presenting the award at left is Island Canada President Lee Silversides.

Wilson "Stops" By WBCN



Former Supreme Mary Wilson's visit to WBCN/Boston was the perfect opportunity for station Creative Director David Bieber (left) and air personality Mark Parenteau (right) to practice their "Stop In The Name Of Love" choreography.

In this critic-on-every-corner country, no one's had a bad word to say about

Goodbye Saving Grace

the new single from
Jon Butcher

- R&R 2 WEEK TRACK BREAKER 20 Feb 87
 - OUT OF THE BOX R&R ALBUM BREAKER #22
SECOND WEEK **14**
 - #3 MOST PROGRESS ALBUM NETWORK
 - NOW A N MTV
- SNEAK PREVIEW 30 DAY WORLD PREMIERE
VIDEO EXCLUSIVE!

"GOODBYE SAVING GRACE is proving itself as a great rock 'n roll record for our 16-34 year old rockers."

Russ Mottla WAAF

"The Jon Butcher record is mesmerizing"

Anthony Alfonsi WDVJ

"Excellent!"

Erin Riley WAMR

"Best track of the year!"

Chris James WTPA

"Hypnotic!"

Kim Alexander WHCN

"Within 2 days, we're getting incredible phones—it's fabulous, everyone loves it! The whole album is phenomenal!"

Russ Mottla WAAF

"This is *the* quintessential album radio track."

Pepe Lopez WNCN

"Hottest thing this year—a future classic!"

Joe Marino WAQY

"This Jon Butcher record really jumps out of the groove and grabs you. Excellent vocals."

Rick Panneck WATL Appleton/Green Bay

"Great upper demos."

John Lassman KQRS

"GOODBYE SAVING GRACE is a headphone dream record—great guitar work and a nice progressive edge. It's a top notch song."

Rad Messick WDLZ Orlando

"GOODBYE SAVING GRACE is not to be overlooked. It's got a style all its own, a real beauty."

Andi Turco WPPN Albany

"Jon has matured with a great song—the best thing he's ever done."

Dave Numme KSIO

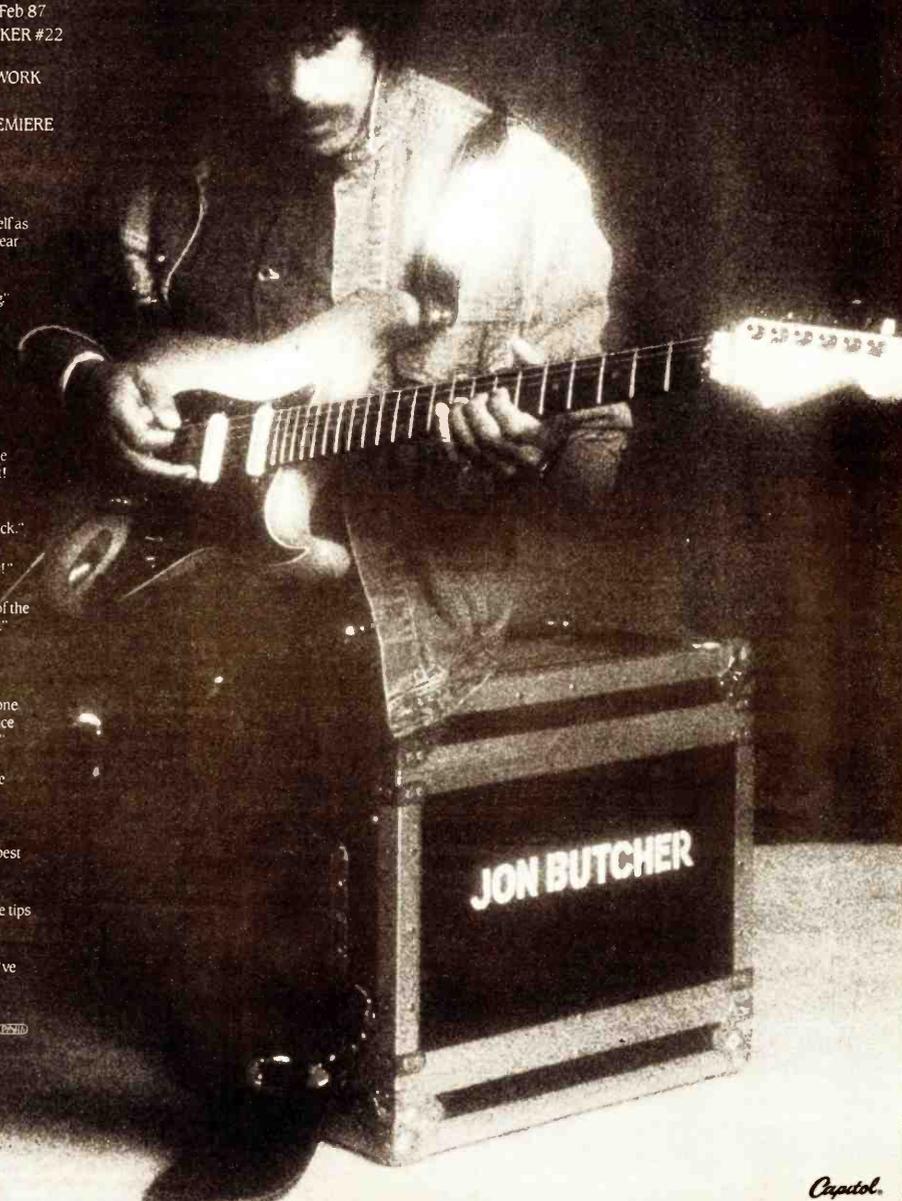
"This should be the album to put him on the tips of people's tongues."

Steve Cormier WIZN

"I found it to be deeper than any album I've heard in a long time."

Joe Marino WAQY

Produced by Spencer Proffer & Jon Butcher for **CAPTOL**



Captol

©1987 CAPITOL RECORDS, INC.

WHAT'S NEW

Edited by Don Waller

Geffen's "We've Got The Beep" Promotion



Our "on the one" promotion item-of-the-week award goes to **Geffen Records'** "We've Got The Beep" customized "hitfinder."

According to the imprinted instructions, all you have to do is attach the gizmo to your keychain — or ear, if pierced. That way, if you lose either your keys or your head, all you have to do is whistle a Geffen song and the lil' "hitfinder" comes in on the downbeep.

S.O.S. (States Of Stress)

The state in which you live may have something to do with your state of mind. According to a recent book, "Social Stress In The United States" (**Auburn House**), residents of the Western United States report the highest stress levels of all Americans, followed by those living in the South, Northeast, and Midwest.

"Nevada is the number one state for stress; Nebraska is the lowest stress-level state."

Authors **Arnold Linsky** and **Murray Straus** documented tension levels by state via a "state stress index," determined by taking into account such figures as rate of business failures, unemployment levels, work stoppages, personal bankruptcies, mortgage foreclosures, divorces, abortions, illegitimate births, infant deaths, and fetal deaths.

Additional variables included: number of new welfare recipients, incidence of disaster assistance per 100,000 population, the percentage of newcomers in an area, the growth rate of new housing units, and the number of high-school dropouts per 100,000 people.

**Nevada Is
Number One**

Using these criteria, Nevada wins the dubious honor of being the number one state for stress, trailed, in order, by Alaska, Georgia, Washington, Oregon, Alabama, California, Mississippi, Arizona, and Tennessee. Note that all of these are located in the West and South.

In contrast, eight of the 10 least-stressful states are located in the Northeast and Midwest. In order, starting with the lowest stress-level state and working up, they are: Nebraska, Iowa, South Dakota, North Dakota, Wisconsin, New Hampshire, Utah, Minnesota, Montana, and Massachusetts.

The authors caution that this data was collected prior to the current farm crisis that has affected the economies of many **Midwestern** communities. As farms fold, the subsequent increase in business failures, personal bankruptcies, mortgage foreclosures, and unemployment levels may bring **Midwestern** stress levels more in line with surrounding regions.

CompuSonics: The Ultimate In Fidelity?

Forget compact discs. Forget digital audio tapes. For the ultimate in high-fidelity sound, audiophiles will be turning to **CompuSonics**, a Palo Alto, CA-based firm that recently unveiled a computer (the DSP 1000) which can be programmed to record and play back music from any source — compact disc players, phonographs, or tape cassettes onto double-sided, 5¼-inch, optical laser discs that feature up to two hours' worth of playing time.

Basically, the DSP 1000 functions like a digital recorder, measuring continuous sound waves many times per second and saving the measurements in binary numbers. However, rather than record the results on magnetic tape, the DSP 1000 records, analyzes, and writes these numbers in shorthand onto the abovementioned discs with a laser.

Unlike magnetic tape which wears out after a few hundred plays, these laser discs will — like their CD relatives — last for millions of plays. Plus, the computer allows you, the user, to edit your musical selections.

\$7000 Price Tag

The CompuSonics hardware has been available to recording studios at \$35,000 a pop for more than a year. But this latest, mass market 25-pound model retails for around \$7000.

According to CompuSonics President **David Schwartz**, the price is expected to dip under \$1000 within three years, as the pricier elements of the system, namely signal processor chips and optical disc drives, become less expensive. The optical discs themselves, currently priced at \$175 apiece, are expected to decline to under \$100 per unit within a year as well.

CompuSonics has already granted licenses to West Germany's **Siemens A.G.**, the U.K.'s **Ferrograph**, Japan's **Sansui**, and Binghamton, NY-based **McIntosh Labs**, allowing these firms to crank out computers using its patented

process. By next year, Schwartz's company hopes to have developed software that will make the DSP 1000 compatible with IBM's PC and **Apple Computer's** Macintosh that will enable the user to perform sophisticated music editing on discs that programmers have created themselves.

Although this computer disc recorder is unlikely to render compact discs obsolete in the immediate future, the DSP 1000 is not exactly expected to alleviate the potential record piracy problem that has so far limited the enthusiasm for digital audio tapes.

Introducing DIGIFFECTS, The world's first and only real Digital SFX Library.



- **REAL-LIFE SOUNDS** — Maybe we shouldn't call them sound 'effects' because only Digifffects sounds as real as real-life sounds. The reason is crystal clear. Digifffects perfectly duplicates real sound, because *only Digifffects is digitally recorded, mixed and mastered.*
- **10 CATEGORIES OF SOUND** — City, Domestic, Rural, Transportation, Industry, Office, Leisure, Sports, Human, and Special
- **1,000 SOUNDS JUST SECONDS AWAY** — The instant access of compact disc and Digifffects precise indexing means you produce twice as fast.
- **FREE 10-DAY TRIAL** — Compare DIGIFFECTS and you'll agree...

If it sounds real, it must be

DIGIFFECTS®

CALL NOW 1-800-858-8880

In Texas/Alaska call collect (214) 934-2222
and ask for complete information on DIGIFFECTS and the
DIGITAL PRODUCTION LIBRARY.



FirstCom/13747 Montfort Drive/Suite 220/Dallas, Texas 75240/Jim Long Companies, Inc.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- 1 GENESIS
- 2 PETER GABRIEL
- 3 LIONEL RICHIE
- 4 BILLY JOEL
- 5 BOB SEGER
- 6 JOURNEY
- 7 KENNY ROGERS
- 8 HUEY LEWIS & THE NEWS
- 9 BON JOVI
- 10 ALABAMA
- 11 IRON MAIDEN
- 12 DAVID LEE ROTH
- 13 FREDDIE JACKSON
- 14 TRIUMPH
- 15 OAK RIDGE BOYS
- 16 HANK WILLIAMS JR.
- 17 GEORGE THOROGOOD
- 18 PRETENDERS
- 19 CYNDI LAUPER
- 20 ALICE COOPER

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters On-Line Listings. (800) 344-7383, or in California, (209) 224-7631

CHR NEW & ACTIVE

3rd Most Added
64/64



If She Would Have Been Faithful...

CHICAGO

The New Single

Produced By David Foster

From The Hit Album *Chicago 18*

Direction: Howard Kaufman, From Line Management

© 1987 Warner Bros. Records Inc.



Management: Fredy D'Amico; Octavia Entertainment; Photograph: Herb Ritt

M

The New Single

A

from the Multi-Platinum

D

album *True Blue*

O

Produced by Madonna

N

and Patrick Leonard

N

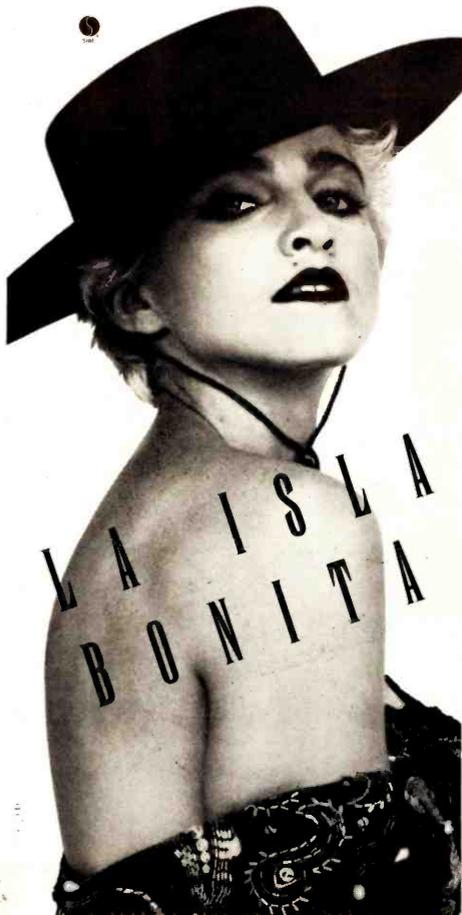
© 1987 Sire Records Company

A

2nd Most Added

135/107

CHR NEW & ACTIVE



R&R STREET TALK

Boom Expected For Cassette Singles

Cassette singles are expected to account for 30-50% of total singles sales in the new configuration's first year, according to **A&M VP/Sales DAVID STEFFEN**. His prediction comes as the label prepares to ship the **BRYAN ADAMS** single, "Heat Of The Night," on tape and vinyl March 17. Meanwhile, **IRS** is planning the release of cassettes by **GENERAL PUBLIC** and **BELINDA CARLISLE**, according to label boss **JAY BOBERG**.

Late word at press time is that **MORRIS LEVY** has found a buyer for his various companies, including **ROULETTE RECORDS**, **BIG SEVEN MUSIC**, and **STRAWBERRIES RECORDS** (as well as his farm), but isn't going public with the news until the papers are signed.

Is Nashville's number one morning personality, **WKDF's CARL P. MAYFIELD**, on his way out to the Coast? A Nashville newspaper reported Mayfield is being wooed by **KLOS/LOS ANGELES**, with a prize package reportedly including a five-year hitch for mornings at the **CAP CITIES/ABC**-owned station, a nationally syndicated radio show through the **GLOBAL SATELLITE NETWORK**, and a chance at being a parttime rock reporter for **KABC-TV**. Mayfield is under contract at **WKDF** 'til July 1, and **GM STEVE DICKERT** says he "wants to keep Carl indefinitely." Meanwhile, **KLOS** President/**GM BILL SOMMERS** comments, "If and when his contract comes up, we'd be interested in talking to him again."

Speaking of L.A., the new **KLAC PD** should be **WUSN/CHICAGO PD LEE LOGAN**, barring any unforeseen complications which might arise from certain clauses in his contract with **FIRST MEDIA**.

WKLS/ATLANTA wakeup duo **MARK MCCAIN** and **STEVE MITCHELL** — and voiceman **ROB BUTTERY** — are headed to **KSHE/ST. LOUIS** for mornings. Meanwhile, although word has it that ex-**KSHE** morning mouth **J.C. CORCORAN** may land on afternoons at crosstown **KHTR**, **J.C.** says only that he's talking to several stations in the market. **KHTR PD DAVE ROBINS** says he regards **J.C.** as just "an out-of-work jock looking for a job."

Will there be an "own-label" situation soon for the top A&R exec of a New York-based major? Such a deal reportedly has been discussed.

Looks like **STEP JOHNSON's** departure to the **CAPITOL** tower (**R&R 3/6**) will be a matter of official record any day now. The only question now is whether he'll just be heading up the black music division for that label, or for **MANHATTAN** and **EMI/AMERICA**, as well. We're predicting it'll be a single-label deal.

WQHT Ties Z100 In NY Birch Monthly

The New York **BIRCH** monthlies released for February show **EMMIS's WQHT** up from 5.3 to 6.8, tied for first place with **WHTZ** (up from a 6.4). In third place is **WBLS** (5.4-5.8), with **WPLJ** (5.2-5.4) and **WRKS** (6.6-5.3) rounding out the top five.

Be watching the tube on Monday night (3-16) as **R&R's JOEL DENVER** makes his TV debut with a walk-on part on "Cagney & Lacey" on **CBS**. Joel plays the part of a dog owner whose terrier has put the bite on someone's derriere.

Condom Watch

The upcoming **FAT BOYS** album on **TIN PAN APPLE/POLYGRAM** will include "Protect Yourself," a song about safe sexual practices. Meanwhile, "Go See The Doctor" by **KOOL MOE DEE** on **JIVE**, covers the same subject matter. Label VP **BARRY WEISS** says he's mailed the record to leading **CHR GMs** — but he hasn't included a condom with each copy.

Enter **KONE/RENO** and **WSPRI/SPRINGFIELD, MA**, which are separately contracting with manufacturers to produce their own brand of condoms. Both stations are looking to have their logos imprinted on both the package and the product. Morning man **FREDDY MERTZ** says **KONE** is pumping out 5000 condoms for distribution in local schools, and **GM DAVE NEWMAN** — who originally was against the idea — predicts the project will cost approximately 50 cents apiece.

Continued on Page 27

AIR PRIORITIES: WEEK 3

Listen to the selections listed below. Decide if each had the potential to attain Top 40, Top 25 or Top 10 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Mar. 18, 1987.

Artist	Title	Label
CHICAGO	IF SHE WOULD HAVE BEEN FAITHFUL	FULL MOON/WB
JODY WATLEY	LOOKING FOR A NEW LOVE	MCA
STABILIZERS	ONE SIMPLE THING	COLUMBIA
VENETIANS	SO MUCH FOR LOVE	CHRYSALIS
LEVEL 42	LESSONS IN LOVE	POLYDOR/POLYGRAM

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

T H E Y ' R E
N O T
L I K E
A N Y -
B O D Y
E L S E

"WE ARE WHAT WE ARE"

**THE
OTHER
ONES
THE
OTHER
ONES
THE
OTHER
ONES**



PROMOTIONAL 12" EDIT

OUT NOW - SINGLE SHIPS

MARCH 23RD - IT'S OUT

NUMBER 13 ON THE YOUNG

VIRGINS PROMOTIONAL CD

FROM THE FORTHCOMING LP

THE OTHER ONES

PRODUCED BY CHRISTOPHER NEIL

FOR NELSON UNLIMITED PRODUCTION

© 1987 VIRGIN RECORDS AMERICA, INC.



FLEETWOOD MAC



“BIG LOVE”

THE NEW SINGLE.

FROM THE FORTHCOMING ALBUM TANGO IN THE NIGHT ON WARNER BROS. RECORDS, CASSETTES, AND COMPACT DISCS.

PRODUCED BY LINDSEY BUCKINGHAM AND RICHARD DASHUT



© 1987 Warner Bros. Records, Inc.

STREET TALK

Continued from Page 24

Ads for Trojan-brand condoms started running on **KROQ/L.A.** at 11 Sunday night (3/8) during "Love Line," a call-in show that features a doctor dispensing advice on medical and relationship problems. The spots are being aired ROS 12-18 times a week with no negative reaction (so far) from the station's core 12-24 audience.

Meanwhile, the **NBC RADIO NETWORK** is scheduling a 3-hour national call-in show on AIDS next month (4/26), hosted by network correspondent **PETER LAUFER** and featuring a panel of world-renowned health experts fielding toll-free calls from listeners.

VAUGHAN THOMAS is leaving **ARISTA** as Director/National R&B Promotion for a key black music role at **GEFFEN**, which he joins in a couple of weeks. Geffen will also be soon welcoming **BRYN BRIDENTHAL** to set up a publicity department there. She comes from a similar post at **CAPITOL**.

JOHN BEUG, creator of the groundbreaking **A-HA** "Take On Me" video, will reportedly be joining **WARNER BROS.** in a key creative/visual post.

Also, in the wake of **PAUL SIMON**'s "Graceland" Grammy victory, **WB** has decided to rerelease "You Can Call Me Al," the LP's initial single.

Looks like **CHR WERI/PROVIDENCE** is switching back to **AOR** with calls of **WWRX**, though it'll be marketed as "WRX." It started tracking **BEATLES** album sides on Monday (3/9). **GEORGE HARRIS** stays as consultant.

Who sent dead flowers to **A&M**'s **CHARLIE MINOR** in preparation for a cover battle?

Late word from **WINDHAM HILL: DAWN ATKINSON** has been named VP/A&R, overseeing all recording activities for the company — including all subsidiary labels. Congratulations . . . details next week.

Advance congrats to **ANDRE CARSON**, new PD at **WVDM/COLUMBIA**, who replaces **TONY DEAN**. **WAYNE WALKER** replaces Carson as PD at **WHYZ/GREENVILLE**. Kudos also to **GEORGE MATTHEWS**, new GM at **WGPR/DETROIT**. He replaces **TENICIA GREGORY**, who is now Director/Personnel for the station. Formal word next week.

Rumor has it that **DRAKE CHENAULT VP/Programming** **BOB LAURENCE** may be returning to the West Coast, possibly for a similar position at **NOBLE BROADCASTING**. Stay tuned.

HOWARD STERN, who allegedly lost his syndicated radio show several weeks ago because he refused to sign a TV contract with **DIR BROADCASTING**'s parent company **LORIMAR** (among other reasons), is said to be close to inking a vid-pact with **FOX BROADCASTING**. This arrangement reportedly would give Stern his own variety show with a live audience and studio band. Radio sidekick **ROBIN QUIVERS** is also rumored to be part of the deal. No word how far Stern will be allowed to go with his subculture-bashing.

Speaking of which, **WINZ/MIAMI** personality **NEIL ROGERS** has some elderly residents of Hallandale, FL up in arms over his on-air characterization of them as "subhuman prunes." Younger listeners have found Rogers's crusade amusing, but condo residents are circulating petitions to take Rogers off the air, and the city commission has called for an advertiser boycott.

Meanwhile, **KSDO/SAN DIEGO** DJ **RANDY MILLER** has touched off a controversy among the area's Asian community after requesting listeners to call in with Chinese jokes. Miller issued a halfhearted apology, but Station Manager **CHRIS CONWAY** says it's no big deal, explaining, "He picks on everybody."

Also from New York comes word that veteran DJ **SOUPY SALES** is out at **WNBC**. Sales, whose contract expires April 15, told the *New York Post*, "They wanted to get rid of everybody on the show and have me just answer phones and play music." He apparently refused.

KDON/SALINAS-MONTEREY PD **MARK HILL** has been named PD of **LEE ABRAMS**'s first new age station **KLRS/SANTA CRUZ**, which recently "converted" from **KSCC**.

The suspect charged in the stabbing and beating death of **KWKW/LOS ANGELES** disc jockey **RODOLFO GARCIA CORTEZ** has pleaded guilty to second degree murder and will be sentenced April 17. **GUSTAVO GARCIA AGUILAR**, the victim's cousin, is being held without bail.

Through the magic of video, radio legend **GARY OWENS** will be stepping back into oldtime TV shows on his new "TV's Greatest Bits" program for **LORIMAR**. The 60-minute special features Owens interacting with cast members of the old shows of 1964.

When a Wichita man crashed his new \$32,000 Corvette through the glass doors of **KFH**'s studios last week, station employees naturally assumed it was in protest to something they must have played or said on the air. Not so; the car's radio was tuned to competitor **KFDI** and police are now saying the driver pulled the stunt simply to get attention.

ANOTHER NEW ARTIST
— BREAKING NOW!

"SHOULD
I SEE"

(7-89279)

[ALSO AVAILABLE AS A PROMOTIONAL 12" (PR 1015)]

THE SINGLE BY

FROZEN
GHOST

FROM THE ALBUM
FROZEN GHOST
(81736)

PRODUCED BY ARNOLD LANNI

AOR DOUBLE
BREAKER!

TRACKS 35-23
ALBUMS 35-24



ON ATLANTIC RECORDS

© 1987 Atlantic Recording Corp. A Warner Communications Co.

**STRATEGIC
RADIO
RESEARCH**

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

Reliable, accurate research.

JUST RELEASED!

BILLY JOEL Featuring Ray Charles "Baby Grand"

OUT OF THE BOX
AC BREAKER

28



Produced by Phil Ramone.
Taken from the Columbia LP: "The Bridge" 49402

BEASTIE BOYS "Brass Monkey"



Def
Jam

FIRST WEEK AND ALREADY ON 34 CHR REPORTERS!

KS103 add-19 KITY add-10 KMGX 12-5 Z95 add
KYNO 14-9 Z102 1-2 Z100 add-29 KROY add
WAVA add KKBQ add Q105 add-28
WMMS add WCZY add WHYT add

Produced by Rick Rubin/Beastie Boys.
Taken from the (multi-platinum) Def Jam/Columbia LP:
"Licensed To Ill" BPC 40238

SANTANA "Veracruz"

**HOT NEW REMIX
SHIPS 3/16**



Produced by Jeffrey Cohen and Carlos Santana.
Taken from the Columbia LP: "Freedom" FC 40272

COLUMBIA RECORDS

VITAL SIGNS: MARKET RESEARCH

WHAT'S IN A NAME?

Where Record Buyers Buy Their Records

By Mike Shalett

A record consumer can shop for records in many places. Is that a surprising statement? In some ways it is. Today a record shopper can purchase records in boutiques, flea markets, by telephone, via direct mail or catalogs, or through the back pages of various music publications. The opportunities are limitless.

The traditional, and still far more popular means of purchasing recorded music product, is through record retail locations. They fall into three basic descriptions: the chain store (Tower Records, Record Bar, Warehouse, Peaches, Kemp Mill, Record World); the racked location (K-Mart, Sears, Walmart, Caldors); and the individually operated, so-called "Mom And Pop" outlet.

"Mom and Pops" tend to have some of the more exotic names in the business such as: Vinyl Fetish, Sparky's Vinyl Donut, Magnolia Thunderpusy, Aspirin-Aid for the Head, Flat Black & Circular, Bop Stop, Bach-to-Rock, Electric Fetus, Blue Meannie, Dingleberry's, Prickly Pair, and the late-lamented Oarfolkjokeopus! (All honest-to-goodness legit record store names. If you'd like, send us some other real creative store names that we can pass along.)

Chains Hold Big Lead Over M&Ps, Racks

Back to statistical matters. Can we draw some demographic distinctions between the customers of the big three? If we go on the assumption that racks tend to sell only the biggest of the hit records, that chains sell the hits and catalog, and that mom and pops make their mark selling to the most earnest of record collector, we should expect to see major differences in their customers.

In a recent study of more than 3000 active music fans (fans captured at concerts) we found that



Mike Shalett

when asked where they usually shop for records, 54% mentioned a chain location associated with a chain, 37% mentioned a "M&P," and 9% gave us a rack location. These percentages may not equal the percentage breakdown of record sales in the US at the current time, but they do give an indication of where the consumers perceive they prefer to buy their records, tapes, and compact discs.

As Demos Change, So Do Shopping Patterns

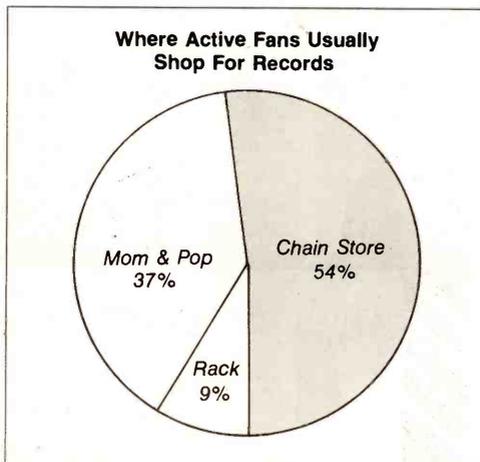
Though one would expect teens to shop in rack locations in greater numbers than our survey norm, the reverse was true! Though many mall locations offer records both in the rack and the chain store, the teens prefer to buy their records at the chain store. They are also far more likely to buy in a chain than a M&P.

In the 18-26 age group the percentage of M&P shopping remained steady while the percentage of rack shopping nearly doubled. This growth at the rack level doubled again for anybody 27 years of age or older. There was also an increase in M&P shopping for these musically active fans over the age of 27. (See graph, lower left.)

Males tend to be more serious about their record buying than females. Males offer the highest percentage of M&P shopping. The highest group percentage of shopping at these stores, which usually offer more individual service and selection, is with males over 27. Conversely, females of the same age offer the highest percentage of rack shopping.

Radio Is The Best Advertising Medium

There are three traditional advertising techniques employed by these retailers to reach their



sidering that the M&Ps have much smaller ad budgets. It can be that radio turns on the M&P customer to music he knows he can find at the local store.

Metal Heads Prefer Mom & Pops

One of heavy metal's most tireless road bands, Iron Maiden, recently passed through town. When we asked their fans where they usually buy their records we found that three Mom and Pops headed the list.

showed an even higher propensity to buy their stuff at an M&P. This may be because the M&P carries a greater amount of "import" product to quell a metal fan's insatiable appetite. Catering to this fan, whose favorite product does not have that many avenues of radio visibility, is an additional plus to this customer. The clerk in the smaller store becomes aware of the habits of individual customers and turns the customer on to new and hard-to-get titles.

Retailers Cite MTV's Impact On New Artists

In talking with various retailers on a weekly basis, Street Pulse Group asked the question: "In your marketplace, which do you think breaks more new artists, MTV, CHR radio or AOR radio?" Fifty-nine percent of the retailers for this informal poll said MTV, 29% cited AOR, and the remaining 12% indicated CHR. The "Hip Clip" is working. Retailers also indicated that without MTV certain acts such as Samantha Fox would not have happened at radio.

Glossary Of Retail Jargon

Rack: A record location in a department store, discount store, etc. where the record department is just one of the many product lines offered. The department itself is "racked" or serviced by an outside company. They replace depleted inventory, take care of shelves, displays (where possible), and decide on titles to be offered.

Chain: A series of stores, owned by a corporation, usually with a central buying system located at company headquarters. A chain store is usually located, built, and decorated to fit chainwide looks and requirements.

Mom & Pop: An individually owned and operated retail location or locations.

One-Stop: A sub-distributor. Mom and Pops will most often buy their product through a one-stop, who carries all of the various major and independent manufacturers' product. One-stops will sometimes also operate their own retail locations.

customers: radio, print, and the uncontrollable word of mouth (WOM). Print is twice as effective with rack customers compared to the shoppers of the other two locations. However, not to mislead, the significance of print is still minimal (10%) with the rack customer.

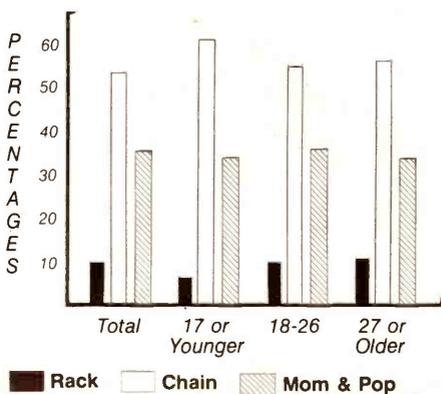
Radio is the most effective stimulus with all three retailers' customers. It scores as a stimulus with 54% of the rack and chain customers and 66% with the M&P loyalists. That's interesting con-

Heavy Metal is not a rack item. There have been instances in the recent past, spurred on by the PMRC, that have made rack jobbers even more sensitive to retail pressure than in the past.

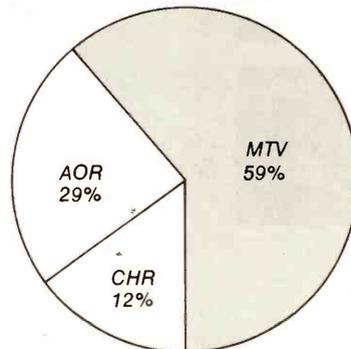
Our figures on Iron Maiden indicate that among those fans who identified their favorite record store by name, a slightly higher percentage (around 30%) usually shopped at M&P stores as opposed to 25% who mentioned chains. Less than five percent said they usually shopped at a racked location.

The buyers over 18 years of age

Active Music Fans By Age



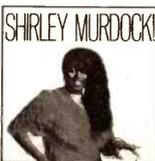
RETAILERS SURVEY



Which Breaks More New Artists?

A HIT A DAY!

SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY



SHIRLEY MURDOCK
"AS WE LAY"
from the *Shirley Murdock!* LP.
Over 400,000 sold! On tour now.
CHR Chart Debut **3B**
AC Chart 19 - **14**



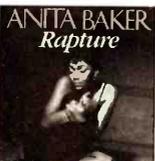
SIMPLY RED
"THE RIGHT THING"
from the *Men And Women* LP

A/C BREAKERS



THE GEORGIA SATELLITES
"BATTLESHIP CHAINS"
from the Georgia Satellites LP.
The follow-up to their #1 smash
"Keep Your Hands To Yourself."
On tour now.

Z95 KCPX WKQB
WMMS Z94 WCKN
WVBS



ANITA BAKER
"SAME OLE LOVE (365 DAYS A YEAR)"
from the double-platinum,
double Grammy Award-winning *Rapture* LP.
On tour now.

#1 Most Added A/C 99DTX add
BB LP Chart 12 - **11** FM102 deb 29
BB R&B Chart 7 KS103 add



STARPOINT
"HE WANTS MY BODY"
from the *Sensational* LP.
Huge R&B, crossing pop now.

B/U Chart **20-11-9**



BENJAMIN ORR
"TOO HOT TO STOP"
the follow-up to the hit "Stay The Night."
from *The Lace* LP.

KEGL WKDD deb 38
WMMS Z104 deb 38
KCPX KDON



DOKKEN
"DREAM WARRIORS"
theme from *A Nightmare On Elm Street 3—*
on 12" single and cassette.

AOR TRACK
57-38-29



**WE GIVE YOU THE HITS DAY AFTER DAY...
ON ELEKTRA MUSIC CASSETTES,
RECORDS AND COMPACT DISCS.**

© 1987 Elektra/Asylum Records, a Division of Warner Communications Inc. •

RATINGS

Fall '86 Birch 12+

Sacramento

KFSM Down But Stays On Top; KROY More Than Doubles KXOA-FM Up

	Summer '86	Fa '86
KFSM (CHR)	13.4	10.6
KZAP (AOR)	10.4	8.0
KXOA-FM (AC)	7.0	7.7
KRAK-FM (Ctry)	6.0	7.4
KWOD (CHR)	10.2	7.3
KCTC (B/EZ)	4.4	6.7
KROY (CHR)	2.9	6.7
KDJQ (AOR)	5.2	6.1
KFBK (N/T)	3.5	5.7
KHYL (AC)	3.2	4.3
KRAK (Ctry)	5.2	4.1
KAER (AC)	2.0	3.2
KXPR (Jazz)	2.9	2.8
KXOA (BBnd)	2.1	1.8
KGO (N/T)	2.3	1.7
KSMJ (Gold)	1.6	1.6
KFIA (Rel)	1.2	1.3
KNBR (Misc)	1.3	1.3
KRCX (Span)	.5	1.3
KGNR (BBnd)	1.8	1.2

Rochester

WCMF Steady At The Top; WPXY Combo A Strong Second

	Summer '86	Fa '86
WCMF (AOR)	17.3	17.2
WPXY-AM & FM (CHR)	13.0	14.8
WVOR (AC)	9.6	9.7
WDKX (B/U)	10.8	8.4
WMJQ (CHR)	10.2	7.2
WHAM (AC)	4.8	6.7
WEZO (AC)	4.5	6.4
WKLX (Gold)	5.8	6.4
WZSH (B/EZ)	5.0	4.1
WNYR (Ctry)	3.3	2.9
WXXI-FM (Clas)	1.6	2.8
WWWG (Rel)	1.3	1.1
WXXI (Clas)	.9	1.1
WBBF (Gold)	2.4	1.0

Oklahoma City

KATT Cracks A Twenty; KJYO Increases Format Lead; KKNG Jumps Two Points

	Summer '86	Fa '86
KATT (AOR)	18.3	20.3
KJYO (CHR)	12.0	12.9
KXXY-FM (CHR)	9.3	8.9
KZBS (AC)	8.2	7.1
KTOK (N/T)	7.2	6.6
KKNG (B/EZ)	4.0	6.0
KPRW (B/U)	4.9	5.0
WKY (Ctry)	4.5	4.8
KLTE (AC)	4.0	4.0
KEBC (Ctry)	4.7	3.8
KIMY (AC)	5.5	3.3
KMGL (AC)	3.6	2.7
KOMA (AC)	4.5	2.5
WWLS (Ctry)	.7	2.3
KJIL (Rel)	1.6	1.8
KCSC (Clas)	1.2	1.4
KOKF (CC)	.7	1.2

Riverside-San Bernardino

First Birch: KGGI-FM On Top; KRTH-FM, KLOS Tie Second

	Fa '86
KGGI (CHR)	7.6
KLOS (AOR)	6.9
KRTH-FM (Gold)	6.9
KIIS-AM & FM (CHR)	6.2
KPWR (UC)	4.5
KMET (AOR)	4.0
KCAL-FM (AOR)	3.9
KDUO (B/EZ)	3.8
KFI (AC)	3.6
KOLA (CHR)	3.6
KCKC (Ctry)	3.2
KOST (AC)	3.2
KROQ (AOR)	3.2
KBIG (AC)	2.6
KNX (News)	2.6
KKGO (Jazz)	2.2
KIQQ (AC)	1.6
KBON (AC)	1.4
KUOR (Misc)	1.4
KFAC-FM (Clas)	1.2
KFXM (CHR)	1.2
KJOI (B/EZ)	1.2
KSGN (Rel)	1.1
KQLH (AC)	1.0

Kansas City

KKYS Remains Champ; WDAF Strong Second; KBEQ Hits Double Digits

	Summer '86	Fa '86
KYYS (AOR)	12.9	11.1
WDAF (Ctry)	8.0	11.0
KBEQ (CHR)	9.6	10.8
KCFX (AOR)	7.4	8.4
KCPW (CHR)	8.3	8.0
KFKF (Ctry)	8.9	6.9
KCMO (N/T)	4.1	5.8
KMBZ (N/T)	7.0	5.5
KMBR (B/EZ)	4.5	4.6
KPRS (B/U)	5.6	4.6
KLSI (AC)	5.4	3.8
KUDL (AC)	3.4	2.8
WHB (AC)	2.3	2.7
KJLA (BBnd)	1.3	2.0
KLTY (AC)	—	2.0
KZZC (CHR)	3.6	1.5
KCUR (Misc)	1.1	1.1

For the Record: In the Birch Standings for San Diego, we omitted KSON-FM (CTRY) 4.0-4.3.

Nashville

WKDF Just Shy Of 20; WYHY Posts Double Digits; WSM-FM Widens Lead

	Summer '86	Fa '86
WKDF (AOR)	18.3	19.9
WYHY (CHR)	8.6	10.6
WSM-FM (Ctry)	9.4	9.7
WQOK (B/U)	8.8	7.7
WLAC-FM (AC)	9.7	7.6
WZEZ (B/EZ)	7.2	6.4
WWKX (CHR)	6.1	5.6
WSM (Ctry)	5.6	5.1
WSX-AM & FM (Ctry)	7.6	5.9
WTMG (AC)	3.1	3.1
WVOL (Gold)	3.1	2.6
WAMB (BBnd)	1.9	2.1
WPLN (Misc)	1.3	1.8
WLAC (N/T)	1.5	1.7
WKDA (Gold)	1.0	1.5
WRVU (Misc)	.6	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.



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

Network News: Journalism Or Jury?

The Iran Contra-very was a story made in heaven. Journalists hadn't been blessed with a good scandal in years, and coming on the heels of lengthy and exhausting campaign coverage the timing couldn't have been better. Investigative reporters swooped into action, each doing their part to ensure that the story — and its players — developed in a timely fashion every night for the evening news and every morning for the daily papers. Scoop followed scoop as the story became more complex, much the same way a daytime cliffhanger unfolds. "Tune in tomorrow . . . same time, same place."

Well Done Medium?

Is the medium becoming the message, as Marshall McLuhan is credited with saying? Is presenting the news more important than the news itself? Are today's journalists sacrificing scruples and ethics because "inquiring minds want to know?" Are ratings and "getting the story first" turning reporters into news hounds who would much rather expose the contents of a gangland vault than painstakingly track the path of weapons to Honduras?

"There has always been the possibility that ratings could be a factor, but I've never been in a situation where reporting the news was linked in my head to getting a bigger and better audience," says Joseph Dembo, VP/CBS News, Radio Networks. "We try to do the best possible job we can for network radio, and our concern for ratings are minimal. Instead I think of the 400 stations we serve on

"We tend to rely on major newspapers to an inordinate degree when it should be our own responsibility."

— Joseph Dembo

the radio network, and the 160 stations on RadioRadio. I think of what they want. If I do a solid, thorough, decent journalistic job for my stations I know the ratings will follow."

Mutual VP/News Ron Nessen agrees that ratings aren't, nor should they be, a newsroom priority. "I can't think of one time when I made a decision based on ratings," he recalls. "That's not my business. Somebody else is in charge of station relations and sales, research, and ratings; it has nothing to do with me."

United Stations VP/News Harvey Nagler believes ratings — and

message. It's not that they don't like what we're doing; they just don't like what we're coming up with. The public is the judge. We broadcast the facts, and people can make up their own minds."

Nagler, who believes "radio should do more than it is in investigative radio journalism," concurs. "The free press is necessary to act as a watchdog: reporting for the people, ascertaining what the facts are and what may need to be corrected."

This watchdog agency becomes a thorn in the side of those people investigated, who often feel the media oversteps its bounds. Nessen cites the Iran situation as an example: "Here's a case where the people representing the government engaged in a secret policy.

MEDIUM VS. MESSAGE:

- Ratings or accuracy: what's more important?
- Free press is necessary as a watchdog agency
- Mistakes must be allowed

These people were saying they didn't deal with terrorists, while at the same time they were selling arms to a country that was on our official list of terrorist governments. This would never have come out if it hadn't been for reporters pushing and pushing. The



FOX AND THE HOUND — British recording star Samantha Fox made herself comfortable on the tender of a Rolls Royce as she chatted with United Stations' "Hit Music USA" host and KKBQ PD John Lander during a recent trip to Houston.

people now complaining are those who support this White House policy and have an axe to grind, so they blame the messenger."

Press Needs To Show Restraint At Times

Nessen is quick to point out that the press is not above criticism. "I'm not issuing a blanket defense of everything we do," he allows. "Sometimes we're excessive in the way we handle stories. We definitely need to use a little more restraint in some areas, such as when we camp out on people's lawns or chase their kids to school to interview them. This isn't investigative reporting. Look at Woodward and Bernstein. They called 500 people, knocked on 1000 doors. That's digging hard for a story, the kind of investigating I admire."

Accuracy Counts

The news game plays on a balancing act between accuracy and speed, and sometimes it seems one is sacrificed for the other. In an effort to get the story first do reporters regard accuracy with equal diligence as they do the top-of-the-hour newscast? "We have an

absolute responsibility 100% of the time to get the story right," Nagler contends. "We don't go on the air without being completely sure our sources are correct. We try to check everything as much as we can; it's our responsibility to be accurate because our reputation is on the line."

Nessen believes the explosion of the Chernobyl nuclear plant is a clear case of what happens when facts aren't, or can't be, checked. "Somebody said that the Chernobyl event is the perfect example that the media abhors a vacuum," he charges. "Since the Russians

"People make mistakes in this business; I don't condone it, but even with high professional standards we still make mistakes."

— Ron Nessen

weren't putting out factual information some people rushed onto the air with figures that hadn't been accurately checked. My conservative journalistic training, however, places a demand on accuracy and objectivity. We never go into any casualty figures unless we have some kind of official word, and if we have a choice of casualty figures we always go with the lowest one. People make mistakes in this business; I don't condone it, but even with high professional standards we still make mistakes."

No one likes to make mistakes, but Dembo feels the news media have to be allowed that fault. "I never like to condone inaccuracies but my former boss, Richard Salant, once said, 'We must have the right to be wrong.' And he was absolutely correct. It's always our first and foremost job to get the facts properly, and then worry about getting the word on the air. But occasionally we will be wrong, and we have to have that right."

Free Press: Any Exceptions?

Freedom of the press is a right guaranteed by the United States Constitution. Occasionally, however, the conflict between the public's right to know and the government's right to secrecy has challenged this legal provision. Are there any circumstances under which the press should hold its tongue?

• **Joseph Dembo, VP/CBS News, Radio:** "I don't believe in restrictions placed on journalism. In this country we shouldn't have any restrictions; those of us who have worked overseas know that's what makes us proud to be Americans. We know the restrictions we encounter in other countries are not things that would happen here. Still,

I would seriously consider a request to hold a story that might endanger national security. But that doesn't mean security is endangered every time the government says it is."

• **Ron Nessen, VP/News, Mutual:** "I've been in Washington for such a long time that I've found an appeal to keep a story quiet because it's in the national interest

usually means 'it might embarrass us.' I'm not prepared to say there aren't circumstances where such a plea isn't justified, but in my experience I've seen very few such cases."

• **Harvey Nagler, VP/News, United Stations:** "The decision of whether a story is going to endanger national security or lives must rest with the media. There have been occasions in the last six months where some news agencies have held back because a story might endanger personal or national security, and I'm in full agreement with that policy."

NETWORK FEATURE FILE

MUSIC FEATURES

The Weekend

March 21 - March 22

American Eagle (DIR) Forester Sisters	Pepsi Hitline USA (JBP) Cameo (3/22)
Christian Countdown America (CCA) David Martin	Pioneers In Music (DIR) Texas rock n' roll: Johnny Winter/Slevie Ray Vaughn/Fabulous Thunderbirds
Dick Clark's Rock, Roll & Remember (USP) John Denver	Encore With Jim Lange (WO) 1952: Kay Starr
The Countdown (WO) Expose/Bunny DeBarge	In Concert (WO) Jason & the Scorchers/Bruce Hornsby
Countdown America with Dick Clark (US) Fleetwood Mac	Line One (WO) Los Lobos
Countdown USA (CUSA) Steve Winwood	Live From Gilley's (WO) Connie Smith
Country Closeup (PM) Steve Earle/John Schneider	Miller Sound Express (WO) Jett
Country Today (MJJ) John Schneider	Music Of America (ABCR) Judys (3/27)
Cruisin' America with Cousin Bruce (CBSR) Martha Reeves/Dean Torrance/ Linda Ronstadt/Dobie Brothers	Off The Record (WO) Santana/Pretenders/Bob Geldof
Rick Dees Weekly Top 40 (DIR) Chicago	Off The Record Special (WO) Santana
Dr. Demento (WO) Psychedelia	Party America (ABCR) Peter Gabriel/Pointer Sisters/Donna Allen/ Kool & The Gang (3/27)
Future Hits (WO) Fleetwood Mac/Lionel Richie	Plain Rap Countdown (PRN) CHR: Bon Jovi/Bangles/Crowded House/ Hipsway/Wang Chung AC: Bruce Hornsby/Jets/Toto/Anita Baker/ Corey Hart
Great Sounds (USP) Paul Weston	Pop Concerts/Star Trak Profiles (WO) Moody Blues/Carly Simon
Hot Rocks (USP) DeBarge	Rock & Roll Never Forgets (WO) Bob Seger/Neil Young/Joan Jett
King Biscuit Flower Hour (DIR) Jason & the Scorchers/Dave Edmunds	Rock Over London (RI) Christians
Lee Arnold On A Country Road (WO) Barbara Mandrell/Waylon Jennings/K.D. Lang	Rock Today (MJJ) Phil Collins
Metalshop (MJJ) Mötley Crüe	Shootin' The Breeze (WO) Jody Watley/Full Force/Rainy Davis
Motor City Beat (USP) Jr. Walker & the All Stars	Solid Gold Country (USP) This week in 1973/Stars in the news/ Charly McClain/Country actors/ Sonny Throckmorton
Scott Muni's Ticket To Ride (DIR) Steve Miller	Solid Gold Scrapbook (US) Little by little/Birthday salutes: Aretha Franklin, Elton John, Diana Ross/Today in 1964
Musical! (WO) Ode to Spring/"Coal Miner's Daughter"/ Craig Zadan	Sound Express (WO) Evelyn King
Musical Starstreams (FF) John Michael Talbot	Special Edition (WO) Klymaxx
National Music Survey (WO) Bob Seger/Restless Hear/Daryl Hall	Star Trak (WO) Lou Grammi/Peter Wolf/Crowded House
On The Radio (NSBA) Bangles	

The Week Of

March 23 — March 27

British Wax Museum (RI) John Lennon/Steve Winwood/Elton John/ Wings/Gene	Country Comments (WO) Billy Joe Royal/Gatin Brothers/Steve Earle/ Sawyer Brown/Girls Next Door/ Tom Wopat/Lee Greenwood
Classic Cuts (MJJ) Tom Johnston/Dobie Brothers	Country Datebook (US) Johnny Lee & Lane Brody/Waylon Jennings/ Lynn Anderson/Charly McClain/Alabama/ Reba McEntire/Glen Campbell
Country Calendar (CW) T. Graham Brown/Naomi Judd/Earl Thomas Conley/Charly McClain/Leon Everet/ Reba McEntire	Rick Dees American Music Magazine (USP) Madonna/Luther Vandross/Kenny Loggins/ Chicago/Jody Watley
Country Comments (WO) Billy Joe Royal/Gatin Brothers/Steve Earle/ Sawyer Brown/Girls Next Door/ Tom Wopat/Lee Greenwood	Earth News (WO) Oscar: nominee salute
Country Datebook (US) Johnny Lee & Lane Brody/Waylon Jennings/ Lynn Anderson/Charly McClain/Alabama/ Reba McEntire/Glen Campbell	Powercuts (GSN/ABC) Bryan Adams/Fleetwood Mac (3/22)
Rick Dees American Music Magazine (USP) Madonna/Luther Vandross/Kenny Loggins/ Chicago/Jody Watley	Radioscope (RS) Freddie Jackson/Little Richard (3/21)
Earth News (WO) Oscar: nominee salute	Reelin' In The Years (GSN/ABC) John Sebastian/John Kay
Powercuts (GSN/ABC) Bryan Adams/Fleetwood Mac (3/22)	Rock Connections (CBSR) Weird Al hour
Radioscope (RS) Freddie Jackson/Little Richard (3/21)	Rock & Roll Never Forgets (WO) David Bowie/Jefferson Starship/Traffic
Reelin' In The Years (GSN/ABC) John Sebastian/John Kay	Rock Chronicles (WO) Kinks/Ray Davies/Jiggly Pop/Steve Miller/ Les Paul
Rock Connections (CBSR) Weird Al hour	Rock Watch (USP) Journey
Rock & Roll Never Forgets (WO) David Bowie/Jefferson Starship/Traffic	Scott Shannon's Rockin America Countdown (WO) Expose/Dead Or Alive/Peter Gabriel
Rock Chronicles (WO) Kinks/Ray Davies/Jiggly Pop/Steve Miller/ Les Paul	Solid Gold Saturday Night (US) Young Rascals
Rock Watch (USP) Journey	Star Beat (MJJ) Janet Jackson
Scott Shannon's Rockin America Countdown (WO) Expose/Dead Or Alive/Peter Gabriel	Super Gold (TRANS) Two-sided hits/Tommy James & the Shondells: Best of 1964/Ricky Nelson
Solid Gold Saturday Night (US) Young Rascals	Superstars Rock Concert (WO) Huffy Lewis & the News
Star Beat (MJJ) Janet Jackson	That's Love (WO) Jetta/Sidney Sheldon/Lisa Bonet
Super Gold (TRANS) Two-sided hits/Tommy James & the Shondells: Best of 1964/Ricky Nelson	Top 30 USA (CBSR) Top 10 female stars of the '60s: Connie Francis/Petula Clark/Aretha Franklin/ Lesley Gore
Superstars Rock Concert (WO) Huffy Lewis & the News	Weekly Music Countdown (USP) Nitty Gritty Dirt Band
That's Love (WO) Jetta/Sidney Sheldon/Lisa Bonet	
Top 30 USA (CBSR) Top 10 female stars of the '60s: Connie Francis/Petula Clark/Aretha Franklin/ Lesley Gore	

NEWS & INFORMATION FEATURES

March 16 — March 20

GENERAL INFORMATION

The Blimp (PM) Game show/cannibalism/leeches/ women chefs' discrimination/headaches during sex	Campbell's Playhouse (PIA) "What every woman knows"
Car Show Coast To Coast (SCGI) '87 Ford Mustang	Computer Program (PM) Data storage/tape measures/floppy discs/ disc drives/hard disc storage
	Costas Coast To Coast (CW) George Steinbrenner (3/15)
	Discovering Tomorrow (JBP) Musicians via satellite/microwave laundering/ widespread disease/Grammys

Entertainment-Radio Links (RL) "Nightmare On Elm Street: Dream Warriors"	Golden Age Of Radio (PRN) Abbott & Costello/Laurel & Hardy/Fibber McGee & Molly/Fly minus One
Health Care (PIA) The snowbound road (cocaine)	

NBC Extra (NBC) A person's twilight	Personal Finance Digest (JBP) Detailed records/would-be social fund investors/phony health products/ deducting business calls
Public Affairs (PIA) Childhood's end	

Reviewing Stand (PIA) Aquino's constitution/Baby M/intimacy & Power	Sound Advice (PM) Multipath distortion/antennae/tuner overload & CB/TV interference/di-poles, ribbon, & directionals/community, splitters, and rooftop antennae
--	--

Sporting News Report (CW) Al McGuire/George Martin/Jim Valvano Dave Winfield/Rick Barry/Leslie Visser/ Pat Tabler	Sports Explosion (PIA) Bob Hammel/Marny Motz/Keith Jackson
---	--

Sports Flashback (CW) 83 NCAA western regional/Twins' only AL pennant/Lou Brock's stolen base record Ireland	Wireless Flash (CRN) James Woods/Michael Caine/Sam Rami/ Vinnie Vincent invasivn/Psychodelic Furs
--	--

COMEDY

All My Children Update (PRN) Enca blows a bubble/Sky is falling/Julie seils Charlie/Ellen wins the lottery/Jeremy's jumping Enca	Amatellin U (DD) School of parking attendants/hush in the library/Dean Pasquini's pigment
Bar 'N Grill (DD) Tuppenware at Bobby Jo's/Spam balls & noodles/aroma of macho/movie night/ naughty cook	Comedy Hour (MJJ) Live guest: Richard Lewis/Monty Python/ George Carlin/Robert Klein/Bob & Ray/ Firesign Theater

Comedy Show with Dick Cavett (CW) Music: Jack Benny/Johnny Carson/Rutes/ Alan Sherman/Johnny Cash/Myron Cohen/ Robert Klein	Comedy Spot (CW) Father Guido Sarducci/Travelisty Ltd./ Kenny Price/Monty Python/Robert Klein
Daily Food (DCA) Reagan's speech/W4, Take 2/Soviet nuclear game plan/Democrats break hibernation	Fun Factory (PM) Bette Midler/Shelley Long/Vanna White/cheap domestic trucks/Rodney's laugh track

Hiney Wine (DD) Let's sell Hiney/Ophelia's delight/hangover cure/Hiney to go/Hiney close-out sale	Irving Lobbloly (DD) Pigskin pickin's/give me that ball/winner take all/goal post health products/everything deducting business calls
Jackie The Joke Man (OHR) Using his noodle/ABCDees/horizontal phone books/has on cheek/pinked it out	Laugh Machine (PM) Don Adams/David Brenner/Kip Adolts/ Elli Phillips/Joey Piscopo/Bob Newhart/ Bill Cosby/Rowan & Martin

Live From The Improv (DIR) Rick Podell/J. J. Wall/Craig Skisind/ Mark Schiff/Jim Aleck	Mel Blanc's Blankety Blancs (ASR) Tarzan/the wishing well/Mr. Fat & Mr. Tall/ the king & the pauper/King Arthur
National Comedy Wireless (DD) Susan B. & IRS/Susan B. & the black cat club/ Paul & Morgan Fairchild	National Lampoon's True Facts (PRN) Cow burps/foetus phobias/uses for a dead mouse/read him his rights

Party Drop-Ins (ASR) Pink luntle acne wax/Bobby Bourbon LP offer/ space shuttle fizzle/party PSA/ stud finders	Radio Hotline (ASR) Bob's answer machine/I don't have any friends/ when we were kids/bored game/ fortune teller
Red Neckerson (SYN) Congressional pay raise	Stevens & Grdnic's Comedy Drop-Ins (ASR) My doctor's doctor/stupid cuts/stereoc SFX vol. 4: live in concert/corpus delectabile

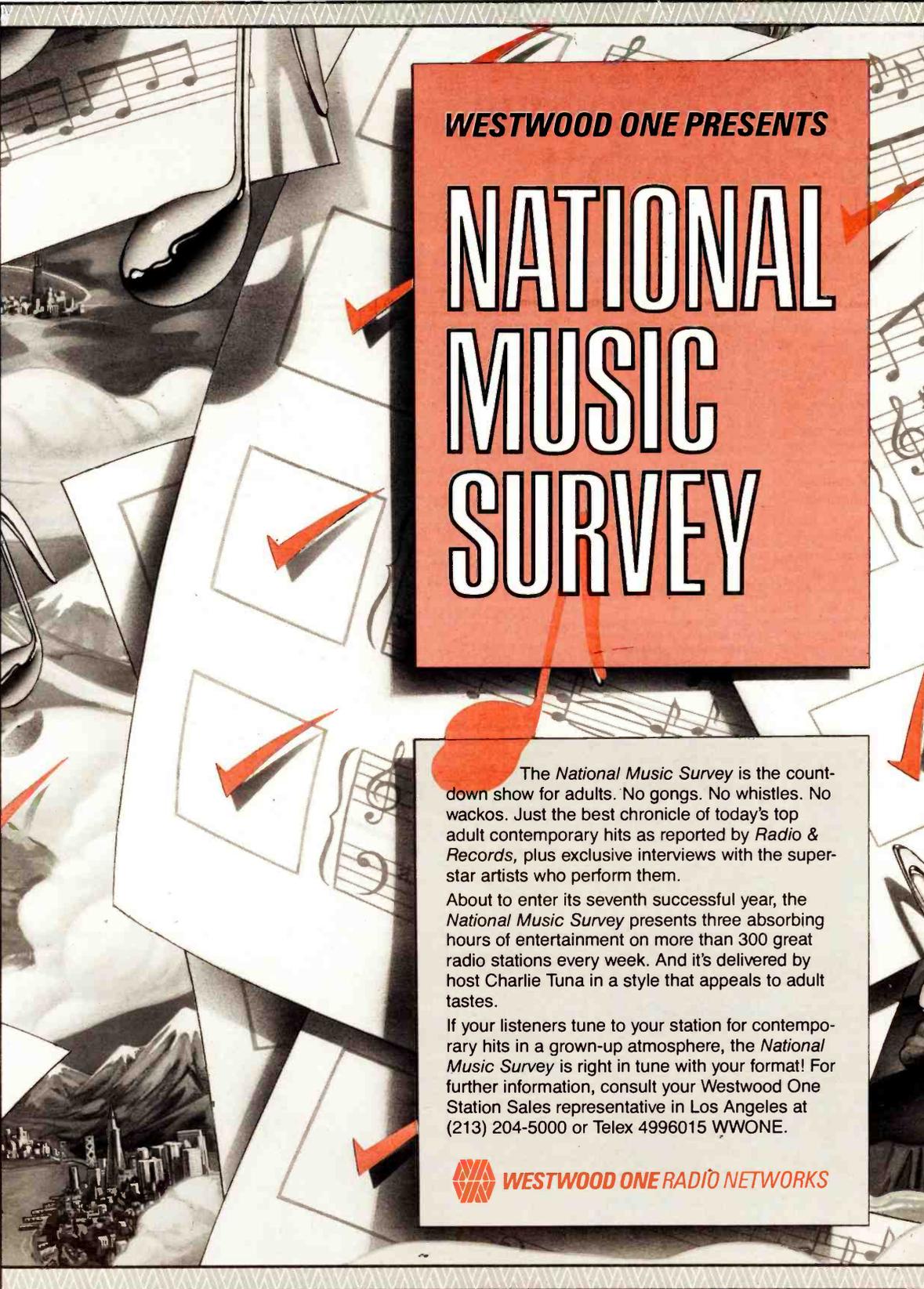
United Spots Of America (ASR) Van-Go art/discount auto parts/scorcher bolfo/ nummie/Scamco coffee maker	
--	--

NETWORKS/PROGRAM SUPPLIERS

AA = Audiophile Audition (415) 457-2741	KSE = Kts Stevens Enterprises (818) 981-8255
ABC = ABC Direction Net (212) 687-7777	LBP = Lee Bailey Prod. (213) 256-2778
AP = Associated Press (202) 955-7200	LW = London Wavelength (914) 961-7600
AS = Audio Stimulation (213) 486-5201	MBS = Mutual Broadcasting (703) 685-2000
ASR = All Star Radio (213) 850-1169	MCA = MCA Radio (818) 788-2331
ATGN = At The Game Network (516) 491-8585	MJ = MJ Broadcasting (212) 245-5010
CB = Continuum Broadcasting (212) 580-9525	NBC = NBC Radio (212) 664-4444
CBS = CBS Radio (212) 975-4321	NBCE = NBC Radio Entertainment (212) 664- 4444
CBSR = CBS Radio/Fado (212) 975-4321	NP = Narwood Productions (212) 755-3320
CCA = Christian Countdown America (312) 820- 1369	NSBA = NSBA Network (213) 306-8009
CN = Copley Radio Network (819) 293-1818	OHR = Off Hour Rockers (516) 628-1490
CRS = Creative Radio Shows (818) 787-0410	PM = ProMedia (212) 585-9400
CUSA = Countdown USA (415) 363-7302	PIA = Public Interest Affiliates (312) 943-8888
CW = Clayton Webster (314) 725-5070	PRN = Premiere Radio Network (213) 467-2346
DCA = DC Audio (202) 638-4222	RI = Radio International (212) 302-1670
DD = Dorsey & Donnelly Enterprises (214) 631- 7934	RL = Radio Links (213) 454-0488
DIR = DIR Broadcasting (212) 371-6650	RS = Radioscope (213) 969-0011
ERI = Entertainment Radio, Inc. (818) 985-4807	SCGI = Streamstream Communications Group, Inc. (713) 781-0781
ESG = Entertain Syndication Group (209) 578- 6747	SI = Syndicate II (818) 841-9350
FF = Frank Forest Productions (415) 363-7827	SM = SpecMark (818) 505-9748
GCI = Goodphone Communications Inc. (818) 990- 7707	SMN = Satellite Music Network (800) 527-4892
GSN = Global Satellite Net (818) 906-1888	SRFI = Solters/Roskin/Friedman, Inc. (213) 936- 7900
IN = Intereview (213) 652-8710	SYN = Syndicom (415) 366-1781
JT = Art Good's Jazz Trax (619) 233-9228	TSN = Transfer (213) 460-6363
JBE = Jim Brown Entertainment (213) 390-9671	USAT = USA Today (800) 222-0990
JPB = James Paul Brown Entertainment (213) 390- 9671	USP = United States (703) 276-2900
	WRN = Weebeck Radio Network (213) 462- 5000
	WO = Westwood One (213) 204-5000



LIVE FROM NEW YORK CITY — KITS/San Francisco recently broadcast its "Alex Bennett Show" live from the ABC Radio Network studios in New York featuring guests Howard Cosell, Wendy O. Williams, and David Brenner. Pictured after the show (standing, l-r): ABC's Susan O'Connell, KITS's Ed Krampf, ABC's Sue Lee, and KITS's Barry Brady. Seated (l-r) are KITS's Lori Thompson and Christy Fraser, and show host Alex Bennett.



WESTWOOD ONE PRESENTS

NATIONAL MUSIC SURVEY

The *National Music Survey* is the countdown show for adults. No gongs. No whistles. No wackos. Just the best chronicle of today's top adult contemporary hits as reported by *Radio & Records*, plus exclusive interviews with the superstar artists who perform them.

About to enter its seventh successful year, the *National Music Survey* presents three absorbing hours of entertainment on more than 300 great radio stations every week. And it's delivered by host Charlie Tuna in a style that appeals to adult tastes.

If your listeners tune to your station for contemporary hits in a grown-up atmosphere, the *National Music Survey* is right in tune with your format! For further information, consult your Westwood One Station Sales representative in Los Angeles at (213) 204-5000 or Telex 4996015 WJWONE.



WESTWOOD ONE RADIO NETWORKS

SALES

Starting A Telephone Sales Department

Telephone sales departments can be great profit centers, if properly adjusted to the 1980s. If you get going now, by the time the summer town festival season arrives you'll be cranking out big bucks.

The Client's One-Minute Friend

This type of selling is purely a "numbers game." So the best prospect for the job is someone who is dependable, confident, patient, and loves to talk to people. Your bottom line goal is finding phone salespeople who know how to become a one-

"This type of selling is purely a 'numbers game.' Find salespeople who know how to become a one-minute friend to each client."

minute friend to each client. Part-time help (i.e., housewives and DJs looking for extra money) is best. People who have other fulltime jobs are poorer prospects. And all sales should be done at your station; people who work from their homes are less dependable.

Thomas Jurek is an account executive and broadcast consultant who provides management and programming assistance. His background includes ownership of four small market stations. He may be contacted at 3323 N. Harlem Ave., Chicago, IL 60634; (312) 736-0525.

Telephone Sales Targets

- Otherwise unreachable accounts
- Clients who can't afford regular rates
- Businesses without signs

When looking for job candidates, be cheap! Take advantage first of your at-hand resource — the radio station. (For sample spot copy, see sidebar.) Help-wanted ads and notices on supermarket bulletin boards are also net effective results.

Your telephone salesperson should hold court at a desk in a corner far removed from noise: a language lab booth is a good example. If that's not possible, a special well-lit room with a comfortable chair and a cassette machine that plays back through the phone fills the bill. And don't forget to use a separate line: you'll avoid a traffic jam with regular incoming calls and be able to easily check what the project is costing you.

Preliminary Research

Preliminary research is time-consuming — but very important. To lay the groundwork for this foundation, arm a person (paid by the hour) with 52 large index cards,

"Chase's Calendar of Annual Events," and a full year of newspapers from every town you want to target. (The book and newspapers can be found at the local library.)

Starting with January, have him make up a card for every week of the year, jotting down noteworthy sections in each newspaper; for example, high school basketball, fall car care, bridal editions, special salutes (Halloween safety, first baby of the year), special sales run yearly by merchants, big annual community and national events.

A typical index card would contain the following:

Fourth Week In January

- Dr. Martin Luther King Jr.'s birthday
- National Pizza Week
- High school basketball games (fifth week)
- Times Square Mall sidewalk days
- Byrd-Watson Drugs anniversary sale
- Anniversary of St. Mary's Church, Mt. Vernon (since 1886)

The research value extends beyond this project; in fact, your news director may also want a set of the cards. After initial research is completed, the cards should be revised weekly using current newspapers and other sources.

Sales Ground Rules

Set policy beforehand. Should local calls be made first? To which area? (Consider prospecting costs of each call.)

Help Wanted

The following is sample copy to use on-air to recruit telephone salespeople:

The special events department of (your calls) needs you! Earn 30% commission and work a minimum of 25 hours a week. (Calls) listeners receive special consideration for this job. Work in pleasant surroundings and sell a product you believe

in: (calls) radio! You can apply at our studios at (location). Deadline to apply is (date). Call for information from nine 'til five (phone number). (Calls) is an equal opportunity employer.

Have your phone salesperson keep a record of every call made and its result. It's also a good idea for them to write down what they learn about the clients during the

To safeguard against too much head-bumping, the sales manager should draw up an "off-limits" list of accounts and phone numbers that aren't fair game for phone sales. There must also be an "off-game" for phone sales. This list should include: anyone who ever says, "Don't bother me with this anymore"; accounts that are already spending enough in management's opinion (if any exist); and accounts being courted for longer term or bigger bucks deals.

"If you do your homework, you'll find something to sell every week of the year."

Pricing Phone Packages

call. That gives them a jump on conversation topics during future calls.

Decision-makers' names should be listed for accounts who buy the package, so they can be included on the station invoice. You may want to design a special billing form which can be completed at the time of the sale and sent by the salesperson at the end of the campaign.

The rule here is: the cheaper the better. Your regular account executives sell and get the rate card rate. Your phone sales department picks up those people who: are off the beaten path and not reachable by your outside staff; are too busy or never in to outside salespeople; are not big enough to afford your regular rates; or do not have a sign to tell anyone (including salespeople) that there's a business at that location. Packages of \$30, \$75, and \$100 work well. The number of ads sold at these amounts depends on your rate card and how big a discount you're willing to offer. If extended campaigns are sold (such as for basketball boosters), it's best to call each week rather than trying to sell a \$500 campaign by phone.

Follow these guidelines and you're ready to start dialing. If you do your homework, you'll find something to sell every week of the year.

Dealing With Present Salespeople

Your "outside" salespeople may not like this phone sales idea at first. But just wait until the telemarketer finds someone who says, "I'm not interested in your 'Be Kind To Rotarians' campaign, but send over a rep because I'm having a big sale next week." Splitting commission between the two reps on deals like this will definitely boost changes in attitude.

RADIO
IS SCREAMING
"YES"
TO THE
WORLD'S LARGEST
INFLATABLE RADIO



GAIN A MARKET EXCLUSIVE WITH THE WORLD'S LARGEST INFLATABLE RADIO! This 16 foot high, 20 foot wide inflatable boombox is perfect for live remotes and special events. Broadcasting or not, the World's Largest Inflatable Radio says RADIO! in a very big way — like nothing else at any live event. Indoors or Outdoors. In almost any weather. The World's Largest Inflatable Radio comes customized with your station's logo and dial position.

BLOW UP YOUR MARKET WITH THE WORLD'S LARGEST INFLATABLE RADIO.

CALL MATT WIEDERKEHR AT 612/776-5776.



BRAD MESSER

CALENDAR

WHEN NOTHING GOES RIGHT

Late-To-Work Blues

The state lottery ticket I bought today will possibly pay \$25 million dollars, but I'm making a fairly sacred vow that being real rich won't change my warm, friendly personality. Even if Larry King interviews me, I'll remain humble. If he asks about my most embarrassing moment, I'll tell him about the day my crotch came out.

That day began in a way that gives morning drive jocks and newsmen nightmares. The alarm didn't do its job. I overslept. Woke up in a cold panic. No time to fool with the usual suit and tie. I grabbed Levi's and a T-shirt, ran to the car, drove maybe 150 miles an hour to the station, and arrived barely in time to ad-lib the first newscast.

There I was with no shave or shower, hair sticking out like fight promoter Don King, wearing a holey T-shirt and 100-year-old ratty Levi's.

As the salespeople and office staffers drifted in to work, yours truly slunk around in the newsroom trying to stay hidden. It was one of those days where very little goes right.

At midmorning, as I squatted down to check the teleprinter paper, I simultaneously heard cloth tearing and felt a rush of fresh air hit my crotch. The old Levi's had split. Quickly looking about to see whether anyone had noticed my predicament, I peered through the newsroom window and saw three people coming down the hallway — the station owner, the manager, and their old buddy whom they were trying to impress, the newly-elected mayor. All three were headed straight for the newsroom.

Panic. No time to shave, no way to change my split jeans, no back

door for escape, and no place to hide. I didn't want my bosses to be embarrassed and was desperate to avoid introductions.

Suddenly I spotted a pushbroom leaning against the wall in the hallway outside the newsroom door. In a flash I ran out the door, grabbed the broom, and began sweeping my way down the hall. As the VIP trio walked past where I was busily sweeping with my face averted, the owner nonchalantly said to the mayor, "That's our janitor. He comes in early in the morning. But occasionally not early enough."

The mayor nodded. They kept walking. I kept sweeping 'til they were out of sight. It was humiliating.

Me and ol' Larry will probably get a good laugh out of it after this lottery ticket makes me a multi-millionaire.

Patrick Henry's Speech

MONDAY, MARCH 23 — American patriot Patrick Henry made his famous speech in 1775 to whip up support for the revolution against England, saying, "I know not what course others may take, but as for me, give me liberty or give me death!"

The Supreme Court ruled in 1981 that a state can make it a crime for a doctor to perform an abortion on a teenager without first talking with her parents. The rivet was patented in 1794. Birthdays: Basketball star Moses Malone 33. Singer Chaka Khan 34. First four-minute mile runner Roger Bannister is 58.

Gadhafy Vs. Uncle Sam

TUESDAY, MARCH 24 — Libyan gunners fired six missiles at American aircraft one year ago (1986). They missed. In retaliation, the American Navy attacked two Libyan ships, sinking one of them, and devastated a Libyan ground missile site.

A Brinks vault in Rome was robbed of \$22 million in 1984. The Kennedy half-dollar coin was issued in 1964. The US granted independence to the Philippine Islands in 1934, effective on the 4th of July, 1946. Birthdays: Actor Robert Carradine 33. Baseball pro Dennis McLain 43.

King's Civil Rights March

WEDNESDAY, MARCH 25 — Rev. Martin Luther King Jr. and 25,000 demonstrators marched on the Alabama state capitol in 1965 to demand full voting rights for blacks. On the same day, civil rights worker Viola Luizzo of Detroit was shot to death while driving to the demonstration in Montgomery.

One year ago President Reagan sent Honduras \$20 million in emergency military aid. RCA offered the first color TV sets in 1954. A British flier survived an 18,000-foot fall without a parachute in 1944. Birthdays: Musician Elton John 40. Actor Paul Michael Glaser 43. Singer Aretha Franklin 45. Sportscaster Howard Cosell 67.

Rome Outlawed Women Drivers

THURSDAY, MARCH 26 — The ancient city of Rome passed a traffic safety law in the year 205 BC forbidding women to drive chariots.

The Jimmy Carter-engineered Camp David Accord was reached in 1979 as Sadat and Begin signed an Egypt-Israeli peace treaty. Bangladesh declared independence in 1971, setting off a war with Pakistan in which a million people died. Great Britain began requiring driving tests in 1934. Birthdays: Singer Charly McClain 31. Actress Vicki Lawrence 38. Singer/actress Diana Ross 43. Actor James Caan 48. Actor Leonard Nimoy 56.

Misinformation For Inquiring Minds

FRIDAY, MARCH 27 — Carol Burnett won a major libel suit against the National Enquirer in 1981 when a jury decided the newspaper had lied in a 1976 story which said Burnett was intoxicated during a meeting with then-Sec'y of State Henry Kissinger. Burnett collected \$800,000.

In 1980, 123 workers died in the collapse of a North Sea oil platform. The worst aviation disaster occurred ten years ago when two 747s collided in the Canary Islands, killing 581 people (1977). Birthdays: Actor Michael York 45. Singer Sarah Vaughan 63.

POISON
continues

77/35

- KCPX 2-1
- WXKS
- PRO-FM deb-35
- Q107 deb-27
- WAVA deb-29
- Z93 deb-31
- KEGL 10-8
- KTKS 31-15 HOT
- Q105
- Z95
- WMMS
- KBEQ 31-29
- WL0L
- KS103 30-24
- KPLZ 32-26 HOT
- PWR997 deb-35

"Talk Dirty
To Me"



©1987 Capitol Enigma Records



KEN BARNES

ON THE RECORDS

Grammys: What's Their Commercial Impact?

The recent hoopla over the 1986 Grammy Awards indicates that, although the American Music Awards, to name one competitor, may rate higher, the Grammys are still music's most prestigious awards. But how much do they help artists' careers? I'll take a primitive stab at starting to arrive at an answer.

I hedged above because I can't use rigorously scientific research methods here, not having access to actual sales spurts following a Grammy (or the opposite). Still, it should prove interesting to look at Grammy winners over a 15-year period or so, compare their hit tallies before and after, and see if any conclusions leap out.

For this initial foray, I limited the field to pop award-winners and their CHR success records. Categories used were Record of the Year, Album of the Year, Best Pop Female Vocal, Best Pop Male Vocal, Best Pop Group Or Duo Vocal, and Best New Artist.

Here's a two-part year-by-year look at the winners, from 1972 to now, followed by an overall analysis of some sort at the end of next week.

1972 (Announced March 1973): Plenty Of Flack

Roberta Flack was the big 1972 winner, capturing Record of the Year honors for "First Time Ever I Saw Your Face" and Pop Group/Duo Vocal for "Where Is The Love" (with the late Donny Hathaway). The duo didn't record again until 1978, when "The Closer I Get To You" went to No. 3. Flack herself, a very sporadic releaser of records, followed "First Time" (her first hit) with a 1973 monster, "Killing Me Softly."

Top album for 1972 was the "Bangla Desh" charity package sparked by George Harrison, who went on to score one of his three No. 1s, "Give Me Love," in mid-1973. Helen Reddy, top female pop vocalist for "I Am Woman," went into overdrive after the awards were announced in early 1973, hitting the top with "Delta Dawn" and No. 5 with "Leave Me Alone."

On the other hand, Reddy's male pop counterpart, Nilsson, never had another Top 40 hit after receiving his award for "Without You." 1972's best new artists, America, continued as hitmakers through 1976, as well as a No. 3 comeback in 1982.

1973 (March '74): More Flack, A Sense Of Wonder

Roberta Flack picked up two more Grammys in 1973, Record of the Year and top pop female vocal for "Killing Me Softly." Later in 1974, she hit No. 3 with "Feel Like Makin' Love," and subsequently



Bette Midler: Seven years from New Artist Grammy to the next hit

did not have a solo hit until 1982's "Making Love" — again due in large part to her sporadic recording schedule.

1973's other big winner was Stevie Wonder, who took album honors with "Innervision" and the pop male vocal title for "You Are The Sunshine Of My Life." He had tons of hits before these Grammy-winners and had plenty more, again keeping in mind an erratic release pattern.

When Gladys Knight & The Pips picked up their best pop group vocal award for "Neither One Of Us," they were just coming off an equally big hit in "Midnight Train To Georgia" and a near-top-tenner in "Imagination." They went on to hit the Top 30 three more times in 1974.

New artist Bette Midler had a couple of Top 20 hits in 1973, before receiving her award, and promptly launched a six-year absence from the CHR hit list, until the chart-topping "The Rose" in 1980. (Her career certainly didn't suffer, but the hitmaking aspect did.) Midler's selection started a streak of somewhat shaky (in terms of later CHR hits) New Artist picks.

1974 (March '75): Honestly Wonder-Full

Stevie Wonder continued his winning ways with best LP and pop male vocal awards for "Fulfillingness . . ." The other big winner, Olivia Newton-John, won top record and pop female vocal for "I Honestly Love You," her first No. 1 hit, and had just hit No. 1 with "Have You Never Been Mellow." A No. 6 hit, "Please Mr. Please," followed the Grammys, but then she cooled off until 1978 when "Grease" launched a new career phase.

Paul McCartney & Wings won pop group vocal for "Band On The Run," with many more hits to come. New artist was Marvin Hamlisch, who never hit a CHR chart again, but, like Midler, saw his career flourish in other areas.

1975 (Feb. '76): Grammys Go Still Crazy

Presaging later glories, Paul Simon won top LP and pop male vocal for the "Still Crazy After All These Years" album. At ceremony time, "50 Ways To Leave Your Lover" was coming down from No. 1; the title cut followed it up and didn't chart, although "Slip Slidin' Away" from the next LP did hit No. 12 two years later.

Record of the year was "Love Will Keep Us Together," with the Captain & Tennille in the midst of five straight Top 3 records. Janis Ian won female pop vocal for "At Seventeen"; no charting follow-ups have materialized. Best group vocal winners the Eagles, victorious with "Lyin' Eyes," scored two No. 1 records from their next LP, "Hotel California."

Best new artist: Natalie Cole. About a year later she hit Top 10 with "I've Got Love On My Mind," and repeated in 1978 with "Our Love," her last CHR hit to date.

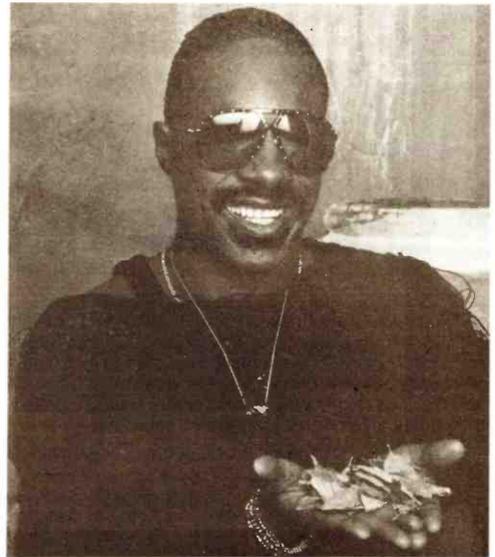
1976 (Feb. '77): Back To Wonder

Stevie Wonder had a new album out in 1976, "Songs In The Key Of Life," so the best LP and pop male vocal awards went to him. George Benson won record of the year for his first hit, "This Masquerade," but it took him over a year to score again, with "On Broadway."

Linda Ronstadt won pop female vocalist with the "Hasten Down The Wind" LP, and kept a long hit streak going later in 1977 with "Blue Bayou" and "It's So Easy." Group winners Chicago also sustained a lengthy hit list. New artists Starland Vocal Band, on the other hand, were not heard from again.

1977 (Feb. '78): Sharing The Wealth

Six different acts won our honors in '77. The "Hotel California" single won best record for the Eagles, who followed with the Top 10 "Life In The Fast Lane" and then took a couple years off. Fleetwood Mac's "Rumours" was best album; "Tusk" followed over a year and a half after the awards and generated three Top 10 hits. Barbra Streisand's "Evergreen" kicked off a five-year spate of hits, with five straight Top 3 hits following the award ceremony.



Stevie Wonder won Grammys and hits with regularity

Male vocalist winner James Taylor was riding high with the "Wonderful World" trio hit when he collected his "Handy Man" Grammy; his next hit came three years later. (Taylor's another slow recordmaker, of course.) The Bee Gees' "How Deep Is Your Love" was barely eligible for the 1977 awards, but by the time the voting was done, "Saturday Night Fever" fever was in full flower, with three more No. 1's to come.

Debbie Boone was 1977's best new artist; her only subsequent chart appearances have been in the Contemporary Christian arena.

1978 (Feb. '79): Fever Rages

The "Saturday Night Fever" LP was eligible for 1978's awards, and won two — best album and best pop group vocal (both credited, oddly for an anthology, to the Bee Gees). The trio had two more big hits, "Tragedy" and "Love You Inside Out," but have not been in the Top 20 since.

Billy Joel's breakthrough, "Just The Way You Are," won best record, and he has earned 16 more Top 15 hits since that award was announced. Anne Murray won best female pop vocal for her first hit in four years, "You Needed Me," and kicked off a string of four more hits through early 1980.

Barry Manilow entered the major Grammy ranks with a pop male vocal award for "Copacabana," and racked up seven more Top 20 hits in the next five years. New artist winner A Taste Of Honey embarked on a two-year drought broken by the Top 10 "Sukiyaki" and then solidifying into permanent.

1979 (Feb. '80): Joel's Grammy Street

Billy Joel continued his winning ways with album and pop male vo-

cal honors for "52nd Street," and quickly spun off a No. 2 and No. 1 hit in the first half of 1980. Big year for the Doobie Bros. as well, with the "Minute By Minute" LP taking pop group vocal kudos and "What A Fool Believes" acclaimed as record of the year. The group hit No. 1 later in 1980 with "Real Love," had a Top 15 follow-up, and broke up.

Dionne Warwick's first solo hit in ten years, "I'll Never Love This Way Again," nabbed her a pop female vocal award. "Deja Vu" was at that time dropping from a peak of No. 10; she had a Top 20 hit later that fall, then a two-year hiatus broken by "Heartbreaker" and its follow-up.

1979's new artist was Rickie Lee Jones, who did not follow up her mid-'79 No. 1 "Chuck E.'s In Love."

1980 (Feb. '81): Looking To Cross

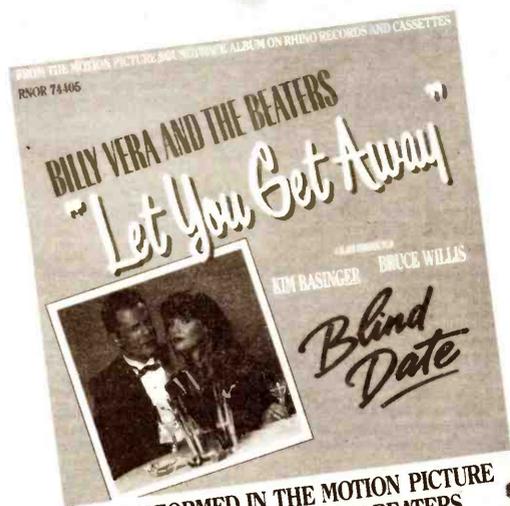
Christopher Cross sailed into 1981 with best record, best album, and new artist awards, an astonishing sweep. Although the next record, "Say You'll Be Mine," peaked at No. 19, "Arthur's Theme" quickly restored him to No. 1, and his leadoff single from album No. 2, "All Right," hit No. 3.

Bette Midler scored her only hit since her 1973 new artist award, and "The Rose" won best pop female vocal. No hits ensued thereafter. Kenny Loggins won pop male vocal for "This Is It," and has continued to have hits on just about every release since. Barbra Streisand & Barry Gibb walked away with group/duo pop vocal honors for "Guilty," the awarding of which coincided with the follow-up duet "What Kind Of Fool" — its attaining Top 10. Streisand has had only one more CHR hit (though not sacrificing career momentum in other areas), while Gibb has not reappeared in the Top 30.

Next week: 1981-present and a Grammy scorecard.

LET MILLIONS OF MOVIE-GOERS
HEAR IT FROM YOU FIRST!

"Let You Get Away"



RHINO
RHINO RECORDS INC.
DISTRIBUTED BY CAPITOL
Capitol

THE 7" ON YOUR DESK NOW!

AC Radio gives
you the hits worth
waiting for.

THE BURNS SISTERS

"Listen
To The Beat
Of A Heart"



M.A.C. Report: 10 - 9

Radio & Records: 25 - 18

20 heavy rotation reports!

Thank you AC Radio
for breaking this
brand new band.



DATEBOOK

SEAN ROSS

Bangles, Van Hagar Debuts

MONDAY, MARCH 23

1964/Shorty Long's original "Devil With The Blue Dress On" becomes the first single on Motown's Soul subsidiary.

1972/At France's Chateau D'Hierouville, Pink Floyd begins recording "Obscured By Clouds."

1978/The Police are signed by A&M after one listen to the demo for "Roxanne."

1985/Billy Joel marries Christie Brinkley. Jazz saxophonist Zoot Sims dies, as do Jeanine "The Singing Nun" Deckers and a female companion.

1986/Mark Dinning, best known for "Teen Angel," dies at 52 of natural causes. Also, Simple Minds begin two weeks of pre-American tour rehearsals in Miami.

Born: Ric Ocasek 1949, Chaka Khan 1953.

TUESDAY, MARCH 24

1958/Elvis Presley is inducted into the Army.

1963/The Beatles open for Chris Montez and Tommy Roe at the Liverpool Empire.

1980/Aretha Franklin heads a tribute for her father C.L. Franklin's medical fund. He is still in a coma at this time, a year after being shot by an intruder. The bill includes the Staple Singers and Jesse Jackson.

1984/Carole King plays a Gary Hart fundraiser in L.A. David Sanborn and Ronnie Spector guest. King tells the crowd, "So many people thought I died after 'Tapestry.'"

1986/"Say You Say Me" wins a Best Song Oscar. "The Color Purple" wins nothing but Robin Williams tells Whoopi Goldberg that he loves her hair because he can tell what religion she is. Also, Tony Iommi meets Ray Gillan, who becomes Black Sabbath's new singer five days later.

Born: Dougie Thompson (Supertramp) 1951, Nick Lowe 1949.

WEDNESDAY, MARCH 25

1977/Epic signs for distribution of Playboy Records which it absorbs shortly thereafter.

1979/Rex Smith's "Sooner Or Later" TV film airs, launching "You Take My Breath Away."

1980/The Police become the first Western rock band in Bombay with two shows at Homi Bha Bha Auditorium.

1983/Motown's 25th anniversary special is taped at the Pasadena City Auditorium. Tickets, to benefit Sickle Cell research, range from \$25-500.

1986/"Perfect Strangers" premieres on ABC across from "Morningstar/Eveningstar." The LA Times likes the latter show better, writing that it at least has growth potential.

Born: Aretha Franklin 1942, Elton John 1947, Michael Stanley 1948, Hoyt Axton 1938.

THURSDAY, MARCH 26

1974/Ike Turner is arrested at his Inglewood, CA studio for making long distance calls on an illegal blue box.

1979/Gloria Gaynor tours his Inglewood, CA studio for making long distance calls on an illegal blue box.

1979/Gloria Gaynor tours his Inglewood, CA studio for making long distance calls on an illegal blue box.

1981/"Christopher Cross Day" in Austin; he plays a homecoming show.

1982/The first official Bangles show at a party for No Magazine with punk bands Saigon, Channel 3, and the

Descendants.

1986/New York's Folk City club closes its doors owing to quadrupled rent and a "lousy landlord." Among its

last acts are the DBs, Smitherens, and Carolyn Mas.

Born: Diana Ross 1944, Steven Tyler (Aerosmith) 1948, Charly McClain 1956, Ronnie McDowell 1951,

Susanne Sulley (Human League) 1963, Fran Sheehan (Boston) 1949.



Aretha Franklin, Michael Stanley, Ric Ocasek, Nick Lowe

FRIDAY, MARCH 27

1980/Michael Bennett's "Reggae: A Musical Discovery" opens at Broadway's Biltmore Theatre. Melvin Van Peebles is one of many who wrote the book. The next day the New York Times pans "Reggae" and calls its stars, Philip Michael-Thomas and Sheryl Lee Ralph, "bland romantic leads."

1982/Melody Maker reviews the first Wang Chung LP as a "Kung Fu" parody writing, "Grasshopper, before you leave our humble home and beat people to a pulp in the name of serenity, do yourself a favor and buy this record."

1986/Van Halen plays its first show with Sammy Hagar in Shreveport. Fans break down police barricades but the show proceeds well otherwise. Madonna's "Live To Tell" is released; so is the first single on British K-Tel. Born: Tony Banks (Genesis) 1950.

SATURDAY, MARCH 28

1968/And they still evoke better memories than Chicken Tenders: Marvin Gaye & Tammi Terrell's "Ain't Nothin' Like The Real Thing" is released.

1974/Blue Swede's "Hooked On A Feeling" goes gold.

1980/Tom T. Hall joins the Grand Ole Opry.

1981/Robert Palmer's first experiment with synth-pop, "Johnny & Mary," goes #1 in Spain.

1983/Prince plays the Universal Amphitheatre. Stevie Wonder and Bruce Springsteen are in the audience.

1985/Dwight Twilley begins a tour of L.A.'s relatively stodgy Robinson's department store chain to promote its new "Red Bag" youth shops.

1986/A San Francisco court rules that CCR's accountant must pay them \$5.6 million to make up for the \$10 million he lost in a Bahamian bank during the '70s.

Born: Reba McEntire 1954, Rupert Greenall (Flxx) 1951, Oran Juice Jones 1958, Milan Williams (Commodores) 1948.

SUNDAY, MARCH 29

1978/The Bee Gees-written "Warm Ride" by Rare Earth is released. Nobody sues for authorship.

1980/Ronald Selle sues the Bee Gees over "How Deep Is Your Love" and eventually loses.

1983/RCA announces that it will buy into Arista and pick up its distribution from independents.

1985/"Desperately Seeking Susan" opens. So does "The Slugger's Wife," with Rebecca DeMornay singing

"Little Red Corvette," and "Police Academy 2," whose theme song is "Temporary Insanity" by the Townsends.

1986/"Comic Relief" at the Universal Amphitheatre raises \$10,000 a minute for the homeless. And the Cliff Richard & the Young Ones trashing of his "Living Doll," known here only to MTV fans, returns the song to #1 in Britain.

Born: Vangelis 1943, Barry Goudreau 1951, Bobby Kimball (Ex-Toto) 1947.



Rick Dees KIIS-FM/AM – Los Angeles

Top Forty Air Talent of the Year

GAVIN Media Professional Awards 1987

Congratulations, that's two years in a row. We're proud of you!

KIISFM
102.7



JOEL DENVER

CONTEMPORARY HIT RADIO

New Music: Battling For On-Air Identity

Ever looked for something in a department store only to walk away disappointed? Surely a bright salesperson may have been able to interpret your description. But just how many informed store clerks have you run into lately?

The same principle applies to records. Listeners can't buy a song, much less call your station to request it, if they're not sure of the title and artist. This problem of unidentified new music is a matter of growing concern, especially since it's compounded by counter-programming techniques designed to make stations more music intensive.

Radio Losing Touch With Audience

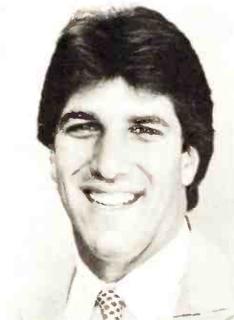
Arista Sr. VP/Marketing & Promotion Don Jenner is very vocal about the situation. "This subject makes me crazy. It shows me a radio station is out of touch with its audience. They think back-announcing a new record by a new artist is slowing the format's forward progress. In the old days, radio would pre-promote the music.

"It seems like a programmers' secret textbook movement not to back-announce records because they feel the public isn't interested. It's actually the most important aspect of a CHR station. New records should be played at the end of a sweep, so they can be introed and outtroed. If CHR doesn't identify the music and start breaking some more new artists, soon everyone will be Classic Rock or News/Talk."

Phil Quartararo, Virgin VP/National Promotion, said, "If I don't know what I just heard, I have to punch around and hope someone else plays it. When I first heard *Crowded House*, I went crazy because no one identified it. I called the station to see if they could tell me what it was, but I got no answer. It took me hours to find someone who could identify it.

"This is a very important issue to me. We just put out the Cutting Crew and have a whole roster of great music by mostly unfamiliar artists. I wonder how many people in L.A. will be listening to the same station and have the same problem I had?

"Getting ratings may or may not include the joint purpose of selling records and establishing artists. I respect radio's position, but my allegiance is to stations who sell music and help identify it so it can be bought. I believe the consumer or listener is more aware than either radio or records gives them credit for. When you inform them of the new music you're playing, they become a more active listener and consumer. If music is 90% of



Don Jenner



Dave Urso

the product on CHR, it should be identified and highlighted in a manner proportionate to its importance."

Radio, Records In No-Win Situation

"It all comes down to the selling of the song," echoed Elektra VP/CHR Promotion Dave Urso. "When new music isn't back-announced, it adds to the already big problem of trying to 'bust' the artist. I understand radio's needs, but I need to sell records. To go without title and artist identification puts all of us in a strange, no-win situation.

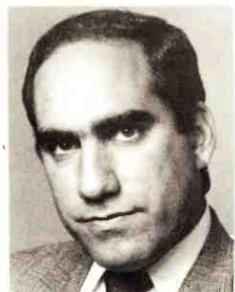
"I have a long drive home each day so I get the chance to hear KIIS, KPWR, and KJLH. It boggles me as to why they don't let me know what I'm listening to. Being in the music industry is an advantage as I'm more familiar with new product than the average listener. If I don't know what I'm hearing,

just think of what's going on in the car next to me. And if radio doesn't sell the music, how can it expect a clear picture at retail? How can radio expect any hit to come to fruition?"

"I know listeners call up DJs and tell them things they'd only tell a priest. Why? Because jocks are some of the most believable salespeople in the world. Radio should take full advantage of this fact and help establish the music on their stations instead of playing long sweeps with no identification information."

Preselling New Music

"At certain times new songs may fall into an area where they might not be identified," admitted KIIS-AM & FM/Los Angeles PD Steve Rivers. His stations' 11-in-a-row hourly music sweep has a lot of dead-segues and record-voicer-record transitions.



Phil Quartararo

"This is a problem we're going to spend some time with," added Rivers. "However, I really don't believe in back-announcing as we always try to create forward momentum. The goal is to streamline the presentation and minimize clutter, yet let the audience know what they're hearing. Otherwise, we step back into the cluttered world of the '60s."

Chris Andrews, PD at WZYP/Huntsville, has taken the identification problem into account in designing his station formatics. "We don't do any dead-segues at WZYP. Since we talk between almost every record, all of the new music gets ample identification.

"While I agree with the need for title and artist identification, we don't often backsell. I prefer to pre-sell the new music, which comes up at a specific point in the hour. The format requires that it be pointed out to the audience, highlighted as something worth listening to, and

Selling & Familiarizing The Hits

- Research shows listener frustration increased by unannounced titles and artists.
- Labels frustrated on sales end of interactive radio/record process.
- Improved audience awareness of artists makes for more active listeners and consumers.
- Positive benefits of new music and artists can be exploited on your station.

then identified. If the song lacks an intro, we pre-sell it going into a stop set.

"To hear a record and not know what it is could really frustrate a listener. In focus groups the two big complaints are hearing records over and over, and not knowing who or what the record is."

KWSS/San Jose programmer Mike Preston said, "Common sense dictates product which is unfamiliar needs to be identified as much as possible. But do we still need to announce the Club Nouveau or the Georgia Satellites?"

"We might in spite of personal feelings that the listeners know who they are. I suggest using the climate of the youth market to determine which is burned out and which is familiar. The phones are an excellent barometer for this."

Radio Too Formatics Conscious

When traveling to other markets Preston has noticed the lack of title and artist information. "I find it impossible to see why radio doesn't promote the music. Make your music the star by telling the audience how great it is. You become a more credible music source, since music is the number one reason for tune-in.

"Artist familiarity isn't a big criteria in deciding playlist additions. Face it, some legendary artists have had some major stiffs, so the day of the automatic add for the super group is gone. You have to go on the individual merit of the song. Each song counts as a positive programming element that stands on its own."



Mike Preston

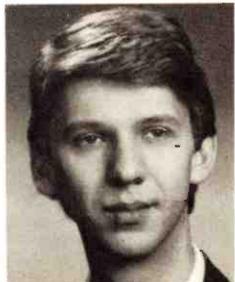
Jenner noted, "I believe radio is overly conscious of their formatics because new records go into excessively slow rotations in the beginning, yet programmers constantly complain about unfamiliar music. Radio defeats its own purpose. Just as a radio station gives its calls many times each hour so the listener knows what to write down in the diary, we're looking for mentions as well. This translates to consumer mentions and purchases."

Labeling this as a "serious problem that will eventually affect hit records," Jenner also mentioned

Arista's June 1 rollout of cassette singles and cassette maxi-singles (R&R, 3/6). "These moves will strengthen the retail picture as it pertains to hit music. It will allow a more realistic gauge for radio to track sales and give the consumer a reason to put their favorite hits on in their homes again. But no one in the listening audience is going to buy anything if we don't have radio identifying the product."



Steve Rivers



Chris Andrews

Peter **GABRIEL**

W I T H

Kate **BUSH**



**"DON'T
GIVE UP"**



CONTEMPORARY HIT RADIO

MOTION



David Page

David Page returns to Memphis and FM100 as morning drive news anchor

... Bill "Birdman" Thomas, last at KBQK/Kansas City, has inked a deal to do mornings at KKSS/Albuquerque

... Rock 99 (KWTO-FM)/Springfield has changed its identity after 15 years to 99 Hit-FM. Also, morning man Preston Thompson exits, with Don Carpenter returning to wake-up service.

Rusty Humphries exits KUUB/Bozeman to do swing/weekends and become afternoon show producer at KUBE/Seattle

... Danny Lyons of WTIC-FM/Hartford heads to WEBE-FM/Westport, CT, as midday personality, bringing his "Lyons Den" to the

50kw AC powerhouse. Lyons rejoins PD Curt Hansen, MD/PM driver Storm N Norman, and morning man Peter Bush. All used to work together at KC101/New Haven.

WIGY/Bath welcomes Scott Barrett from WGCL/Cleveland to afternoons and the Asst. PD slot. Also, night rocker Scott Lief is upped to MD, Derek James goes from weekends to overnights, and overnighter Kevin Smith exits the airstaff to become a station technician as new weekender David Scott Emerson climbs aboard

... Jimmy Steal is now doing nights at KEGG/Dallas. At Z93 (WZNS)/Myrtle Beach, afternoon jock John Peace moves to mornings and Mitch Adams goes to afternoons ... Barry Beck leaves KUBE/Seattle for afternoons at KWSS/Seattle, replacing Steve Taylor, who takes evenings at KQKS/Denver ... KQKQ/Omaha PD Tad Svendsen returns to his former market of Las Vegas for middays at KYRK ... Nighthrocker Tony Collins of KJ103/Oklahoma City takes on MD duties, replacing Keith Davis.

Matty O'Shea joins 103CIR/Beckley for 7-11 pm as Jim Linden leaves radio ... Bumper Morgan leaves KTFM/San Antonio for middays and production director duties at Y107/Nashville as Christopher

Holmes departs ... J.J. McKay returns to the morning shift at 100KH/Ocean City ... KSND/Eugene announces a new addition to its morning crew: Joining Bwana Johnny and Joan Murray is meteorologist Rick Anselmo.

BITS

• Lone Ranger Wants Star Treatment — KIIS/Los Angeles personality Rick Dees discovered that although "Lone Ranger" Clayton Moore had been nominated twice for a Hollywood "Walk Of Fame" star, he was turned down each time. Dees pledged on-air to pay the required \$3500 cost should the Chamber of Commerce selection committee agree to honor Moore. Hoping to drum up public support, Dees has said KIIS will distribute more than 40,000 postcards pre-addressed to the committee urging Moore's acceptance. A multicolored lapel button has also been produced, which proclaims, "TV's Original Lone Ranger Deserves a Star."

• You Say It's Your Birthday — Q107/Washington launched a TV campaign highlighting each Thursday's "Winning Birthday Bonus" and featuring new morning team J.J. McKay and Christian Paul. All listeners have to do is be the first caller at 7:20am on Thursday — if their birth date matches the one announced. The prize money (\$5000 the first week) substantially increases each week and will culminate in a \$25,000 giveaway. Additional birthday bonuses are announced throughout Thursday and Friday, each good for \$1000.

• Ice Station Zebra — WWFX/Bangor is doing a lot to keep its listeners warm during the cold Maine winter. The station sent two listeners to see Genesis in Boston, all expenses paid. Musically, in addition to its "nine-in-a-row" guarantee, it is using a key-song vehicle called the "Foxy \$100 Hit." WWFX identifies a song on the air Friday in the 4pm hour, and when the song is played on Monday between 7-8am, the correct identifying caller wins \$100.



SCREAMING SUCCESS — Sam Kinison stopped by WKTI/Milwaukee before performing at the University of Wisconsin. Above, Kinison (l) explains the origin of his "Louder Than Hell" album to (r) afternoon personality Danny Clayton, night rocker Jim "Lips" LaBelle, overnighter Leonard Peace, and special events coordinator Gino Salomone.

FARRENHEIT

THE NEW SINGLE FROM THE DEBUT ALBUM FARRENHEIT ON WARNER BROS RECORDS

FOOL IN LOVE

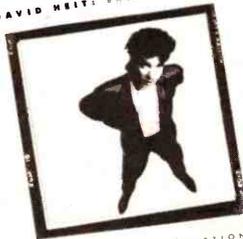


MUZZI DRUMS



CHARLIE FARREN: GUITAR AND VOCALS

DAVID HEITE: BASS



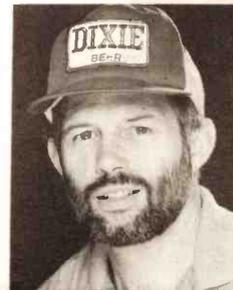
PRODUCED BY KEITH OLSEN FOR POGOLOGO PRODUCTIONS MANAGEMENT TONY OUTLEDA

- Z93 33-29
- K104 deb-38
- WBBQ deb-36
- WKQB deb-31
- WHHY add
- WGRD add-39
- KDON add
- 95XIL deb-39
- WJAD deb-40
- WJMX deb-38
- Q104 deb-40
- WPFM add
- WLRW add
- Y94 39-34
- KOZE deb-25
- Z94
- WNOK
- KSND
- KXYQ
- WQCM
- WCGQ
- KTMT
- KZFN

STATION PROFILE

KSMB/Lafayette (318) 232-1311

We have an interesting tension. I'm an older dude and spent most of the past ten years in AOR. So I lean toward rock and an upper-demo music set. MD Steve Small is in his mid-20s and does a lot of spinning in clubs. So he leans more toward dance beats and extended mixes. Consequently, he and I gnash our teeth at each other on Mondays to determine what outside of the "automatics" will give us a distinctive feel musically and go with our market uniqueness. Our consultant oversees this balancing act, keeping us honest and the station hot. Along with playing the best mix of super-hits, recent oldies, and the occasional "Roots Of Rock" classic, we are promotionally intensive with on-air contests, ear features, and community involvement. — Scott Segraves



PD Scott Segraves



MD Steve Small



DAN O'DAY

AIR PERSONALITIES

WBGW'S BRIAN MURPHY

Four Comedy Bits: A Critique

An aircheck I received from WBGW/Tallahassee's Brian Murphy featured four comedy bits — three produced and one ad-libbed — written by Murphy. Each had the potential to be funny, but I thought his delivery diminished the comedic impact. With Murphy's permission, I share critiques of his bits below (my comments are in italics).

Make Phony Commercials Sound Real

Murphy: Dream Academy on WBGW... Everybody trying to build a better mousetrap, as always. Have you seen the new "humane" mousetrap? I'm serious as a law student! It's a new way to catch a mouse without hurting the poor little guy. It has a lot to do with leverage and little trap doors... Well, you have to see it to know what I'm talking about. A humane mousetrap. Heh heh heh! (This set-up is wordy; it could have been a single sentence. And Brian has a habit of punctuating his delivery with an irritating, phony-sounding laugh.) What next? I guess a humane roach trap. No, I didn't say that. No, forget it! Forget I ever said that! Oh, no...

(Now the produced bit begins, over Elvis's "Don't Be Cruel." The announcer's voice is high-pitched and speeded up.)

Announcer: Dumbco Products presents the humane roach trap. The Dumbco Luxury Roach Hotel. Equipped with bellboys, room service, cable television and teeny, teeny tiny "Do Not Disturb" signs for the teeny, teeny, teeny door-knobs. Don't be vicious, don't be cruel; be humane. The Dumbco Luxury Roach Hotel, officially endorsed by the corpse of Albert Schweitzer. Available now in four stunning colors: brown, light brown, dark brown, and brown. That's right, don't be cruel. Humane is in; humane is hip. How much would you pay for this stunning, fashionably luxurious roach hotel? \$9.95? Well, how about nine ninety-five? Well, you can have

this wonderful Dumbco Product in your home now for only \$9.95. Order now; operators are standing by. Call 555-999-2222. That's 555-999-2222 or:

(New, deep, very slowed-down voice:) Send \$9.95 to Dumbco, Box 332... Never mind.

Murphy (live): I thought you'd say that.

This bit needs to be tightened. For example, the line about Albert Schweitzer doesn't add much. I liked the listing of colors and the price come-on. The slow announcer tag at the end, however, offers an unsatisfactory conclusion. I'd guess the "never mind" ending is a running gag, but it's unnecessary. The audience doesn't need to be told, in essence, "The preceding commercial was just a gag." To maximize a phony spot's impact, treat it as "real" as possible.

Finally, Murphy violated a basic production rule: Never use music (e.g., a complete Elvis vocal) that competes with the commercial copy.

Punch Up The Punch line

Murphy: WBGW with Don Johnson and "The Voice from the Hot-Line." Now, I don't know about you, but I am not used to this cool weather. Brrr! I'm used to saying, "In the forecast, highs in the upper 90s." I guess I'm just conditioned, like Pavlov's dogs, right? Heh heh heh! Remember Pavlov's slobbering dogs? Heh heh heh! A lot of people don't know this, but long before Pavlov had his famous dogs, there were Pavlov's cats. Yes. And in this experiment, Pav-

lov would ring a bell every time his cats would eat. Until finally one day while the cats were eating, Pavlov rang the bell and the cat came up to him, snatched the bell from his hand, and said, "Would you mind? I'm trying to eat!"

The punch line is okay, but the set-up is much too long. Here's a shorter version that would work just as well: "I guess I'm just con-

A Funny Thing Happens If . . .

- Set-ups are tightly constructed
- Music doesn't compete with copy
- Phony spots are treated as real
- DJ intrusions are kept to a minimum
- A well-paced rhythm is established — and followed

ditioned, like Pavlov's dogs. He would ring a bell whenever he fed them. He kept doing that until one day one of the dogs said to him, 'Do you mind? I'm trying to eat!'"

Shot Down By Weak Ending

Murphy: WBGW, I'm Brian Murphy. It's time to bring out the ol' newsreel projector and set it down... Okay, fire her up... (Scratchy newsreel-type soundtrack begins.)

Announcer: October 2nd, 1956. World-renowned flying ace Brian "Mouth" Murphy...

Murphy (live): Hah hah hah!
Announcer: ... takes to the sky in star-spangled...
Murphy: No, no, no. I'm afraid of heights.

Announcer: The war against Germany is going badly.
Murphy: We didn't fight Germans in '56.

Announcer: Mouth Murphy is outnumbered 10-to-1 in the skies, but he rages into battle using strength...
Murphy: Yeah!

Announcer: ... sheer concentration...
Murphy: Where's my cheeseburger?

Announcer: And an immense ego.
Murphy: Hey, now wait a minute!

Announcer: But the battle proves too much for him...

Murphy: Hah hah hah...
Announcer: Wounded severely...

Murphy: Huh?
Announcer: ... and both engines on fire, Murphy plummets into the ocean in a blaze of glory and...

Murphy: Aw, Murph, you're no fun!

I've heard radio slide shows, but this is the first radio newsreel I've encountered. The idea has a lot of potential as a regular feature. This should be produced entirely, however, without the distraction of Murphy commenting on it. Having Murphy step in before the finish lets him avoid coming up with a good ending. That saves him work, but it weakens the bit.

Don't Bungle The Rhythm

Announcer: Growing up is a hard thing to do. This winter, ex-



Brian Murphy

perience the movie about the trials, tears, tribulations, and the testimony of one youngster living the problems of being the new kid on the block. Pushed around, knocked down, humiliated, spit on, laughed at, ground into the dirt, and —

Murphy: Hey, I think we get the point! Get on with it!

Announcer: But this pussycat's not going to take it anymore.

Murphy: Heh heh heh!

Announcer: "Karate Kitten" (Meowing sound effect begins underneath.) Mel Gible of the *New York Times* calls it, "Entertainment for someone in your family... maybe." Jandace Camore of the *Miami Herald* says, "A furlined frenzy of flimsy focus." (Dog barking sfx, followed by meowing, followed by a dog whimpering.) Ron Barker of the *Two Egg Daily* Yolk calls it "a total waste of time."

Murphy: Hah hah hah!

Announcer: This season, sink your claws into a drama of epic proportions. Sandbox entertainment for the entire family. "Karate Kitten" — check theatres and local listings to avoid showtimes.

Again, I would cut Murphy's intrusions in the produced commercial. And the third critic's quote has no humor in it: following two well-known newspapers with a silly gag name also hinders the rhythm. But this is an original, light, fun idea with some good punch lines.

I Need Your Input: Letters, comments, and cassette airchecks are welcome. Due to the large volume of mail, however, I regret that I cannot critique the tapes I receive.

Good news and best news

The good news is that powerful music control has never been easier.

The best news is the value.

MUSICMINDER

THE REMARKABLE RADIO PLAYLIST SYSTEM. CALL FREE FOR FACTS! 800-541-0900 or 800-334-3030 in California





STEVE FEINSTEIN

AOR

IS LESS REALLY MORE?

What The Hell Happened To Backsells?

Things ain't what they used to be. The size of candy bars keeps shrinking, baseball's played on Astroturf instead of grass, there isn't a TV show around that holds a candle to the "Honeymooners" . . . and disk jockeys don't tell you what songs they play.

We're living in the age of the shrinking backsell. It wasn't always this way: in the old days of progressive rock radio, jocks would come on after a set of music and back-announce *ad infinitum* the artist, song, and album for every track they had played. "That was the Sandoz Six from their new album, 'Better Living Through Chemistry,' with a song they call 'My Mind Is A Beautiful Thing. If I Could Just Remember Where I Lost It.' And before that . . . and before that . . ."

It tended to be a wee longwinded, if not downright pretentious and self-indulgent. So, in the interest of brevity and forward momentum, AOR programmers started instructing jocks to reduce their backsells. Now it's not uncommon to hear stations where only the last record in a set gets backsold.

Backselling is more necessary than frontselling because "a listener isn't going to make a decision on a song until midpoint."

—Jon Robbins

The implication seems to be that listeners' attention spans are too short to justify talking about music played an eternity ago, like ten or 15 minutes previous. Another common notion is that people are constantly punching in and out of your station — so why give them info on songs played before they came aboard? You can't argue with that line of reasoning, though it sure seems ironic coming from a format that's always prided itself on long time-spent-listening.

Here's a range of opinions from AOR programmers, with an emphasis on how often and when they identify current product.

KISW: Backsell Immediately

Most AORs frontsells their new music, so isn't that giving adequate attention to currents? Not so, according to KISW/Seattle PD Jon Robbins, who believes backselling

is more critical than frontselling. "A frontsells uses a station's credibility to say, 'Hey, this song is OK,' but the listener isn't going to make a decision on that song until midpoint."

That's why KISW not only frontsells all new music, but also backsells each new track right after the song is over, even if it's the first song in a sweep. Nice practice — it immediately satisfies people's curiosity, rather than making them wait 15 minutes for a song ID.

He notes that focus groups show "backsells are what people want," and that (ironically) "CHR is most guilty of never telling what it is

you're listening to" even though it plays a greater amount of new product than most formats. Robbins also believes stations which don't answer their phones do listeners a disservice. "When an active 25-34 year-old takes the time to call, that's the only direct contact he's going to have with you. You've got to be accessible. If you're accessible to the audience, they'll be accessible to you."

KZAP: No Grocery Lists

KZAP/Sacramento PD Tom Cale is not a major fan of backselling. Many of his sets start with a

new current and end with a relatively established one. Both will get frontsold, but only the familiar current will be backsold, since it comes at the end of the sweep and the jocks won't have to go far back and give a "grocery list" of titles — a practice Cale disdains and considers redundant. "Y'know, 'That's Led Zeppelin, that's the Beatles' . . . that's *bullshit!*"

What if a listener doesn't hear the frontsell of the new song and becomes interested in knowing the title only while the song plays? "If it's strong enough, he'll usually call or he'll hear it again. If it's a hooky

piece of music, he'll catch up with it. They're normal people; if something piques their interest, they'll take action."

When a set closes with a library song, KZAP may not even mention the artist if the song is super-familiar, like "La Grange" or "Ramin' Man." Cale explains, "You border on insulting your audience by restating the obvious. Give the listener credit. You don't have to forcefeed things down his throat." Instead, he reserves gold backsells for image material like "In Memory of Elizabeth Reed" or "I Think You."

KZAP is a heritage AOR. If Cale were programming a new AOR, however, he says he'd do far more backselling as "a positioning statement. I'd do everything I could to get the artists associated with my call letters."

WAPL: Keep It Clean

WAPL/Appleton-Green Bay PD Brian Taylor has no set policy on backselling. But he does encourage his jocks to go back as far as three songs if they can "pick out one song and tie a rap around it. This rap need not only relate to music, but to something topical in another area. For instance, you could say, . . ."

"If it's a hooky piece of music, a listener will catch up with (the artist and title) . . . he'll take action."

—Tom Cale

and one from Joe Walsh, who's a real party animal. Speaking of which, did you hear about that crazy nut in Oshkosh who jumped into a lake . . ."

Taylor runs a 30-minute sweep every hour, in which three-four currents get played. All are frontsold, but none is backsold unless it falls within the last two-three songs. If listeners are curious they call the station, but requests for



FORE-PLAY — KGB/San Diego gave two listeners a day on the green with Huey Lewis & The News. Engulfed in the game are (l-r) the band's John Colla, PD Ted Edwards, staffer Bryan Schock, winner (front), Chrystal's Steve Brack (rear), Lewis, newsman Chris Hayes, winner, and the group's Bill Gibson. Incidentally, the winner on the far right bested Huey by six strokes.

Real Comments From Real Diarykeepers

Going down to Beltsville for a diary review can be a sobering, if not depressing, experience. You discover your livelihood and sanity are at the mercy of diarykeepers who seem to take a rather casual approach to their task. It's rare to see people fill out their diaries with exactitude or even neatness.

Just when you're approaching disillusionment and considering a career in aluminum siding, however, you come across the comments sections — which can be an excellent reality check. For those of us who rarely have the opportunity to do the Beltsville boogaloo, here's a glimpse at comments from 18-34 year-old males in a major market, one well-served by a variety of AORs. Call letters have been neutered to protect the gully, and diarykeepers' ages are noted in parentheses.

• "Most radio stations tend to copy each other's format in hope of not losing listeners. Someone should inform (them) that innovation is rewarded with increased shares of listening audience because it (inspires) loyal listeners and word of mouth advertising." (32)

• "KDDD used to be very avant-

garde, which is why I started to listen to it regularly several years ago. Now, it seems to have fallen into a pattern of playing a few songs over and over again. However, it's the only station I know of that (plays) this type of music." (28)

• "The music of the '80s is inferior to the progressive era of 1967-'73." (21)

• "KBBB started to compete with KCCC in the ratings and give-away wars, which, in my opinion, ruined KBBB . . . KBBB and KCCC, we don't listen to you for your giveaways or your super-slick deejays. What we want and need is good quality rock 'n' roll. One lottery is enough in this state . . . they (lotteries) don't try to be radio stations. Understand?" (32)

• "KBBB and KCCC in the '70s were rock stations featuring Led Zeppelin, Aerosmith, Santana, etc. Most stations changed their

format to play popplish, yuppie-type music, which is already burned out by countless stations in Anytown, USA. Rock fans in Anytown feel that KBBB & KCCC sold out." (26)

• "KFFF brings me back to my high school days. I listen to KDDD when I feel crazy." (29)

• "(Dislikes) stations playing a song to death and overplaying a group to promote a concert." (24)

• "1. (Stations) overplay popular songs. 2. Don't play enough variety. 3. Less commercials. 4. Save the money spent on prizes and use it to play more music and get better DJs." (18)

• "KAAA needs a better signal. Other (AOR stations in town) have a mundane playlist and are programmed into a boring status. It's too bad the disc jockeys themselves cannot pick what they want to play. It would give them better personalities." (25)

• "Radio stations have too many contests. I'd rather listen to music than contests." (23)

• "I enjoy KFFF because of their selection and integrity of the music." (26)

AOR

oldies outweigh inquiries about new songs. Still, Taylor says he'd change his backsell policy if WAPL got more calls on new music.

Admitting that he "can remember as a listener getting pissed off when stations didn't tell me the name of the songs," as a programmer Taylor says he "only has so much time, and we try to keep it clean."

WXRK: Backsell Currents, Skip Gold

WXRK/New York PD Pat Evans has a great compromise solution: she has jocks frontsell every current, but backsell only the last record they play along with anything new in the set, skipping over "obvious oldies." Result: every current gets mentioned twice.

For example, an 'XRK set that contains both new records and established acts like the Who, Zep-

"Not identifying artists is like doing a station promotion at a nightclub and not telling people where the club is."

—Lin Brehmer

pelin, et al. will be described as "including that great one from Julian Cope and the new one from Peter Wolf," while the Who and Zeppelin go unmentioned.

Evans explains, "I don't like to give long laundry lists, but I don't like people to go away not knowing an artist's name or a song title either. We backsell the very last one

and highlight the new music. That's what people are listening for — not which Beatles track you played."

KROQ: "Listeners Entitled To Know"

KROQ/Los Angeles PD Rick Carroll says flatly, "Every song should be backsold. Listeners tune in a radio station because of the music; they're certainly entitled to know what that music is. It's especially important in our format, where we play lots of new music and music that's not played on other formats."

Even so, he'd do much the same if he were programming a more mainstream AOR. "Even when you're playing, 'In-A-Gadda-Da-Vida,' there's a 16-year-old who wants to know what it is. He may not know if it's new or old."

KROQ jocks are free to give information beyond the basics, including a record's producer, where a band is from, and whether a record is domestic or import. "Our jocks are very involved with the music and will let people know things like the fact that XTC's 'Dear God' (flip side of an import single) wasn't on their new album. When it came out as a 12-inch, we let them know that, too."

WXRT: Backsell All Music

WXRT/Chicago MD Lin Brehmer is a forceful advocate of back-selling all music. "The only time you wouldn't hear a backsell on 'XRT is if someone just played 'Baba O' Riley.' There's no point in playing exciting new music if you don't tell listeners what they're getting."

Discounting the fears that back-selling takes too long, Brehmer says, "If somebody can't backsell four songs in five seconds, he

shouldn't be on the radio. Jocks don't have to give case histories of every artist, but we certainly want to emphasize the name and album title of new artists."

He appreciates how long it takes to establish name recognition for new artists. "It obviously takes a great deal of time for a new name to make an impact on the consciousness of the average listener," he observes. "People who hang on every word the DJ says are few and far between. They may hear Stanley Jordan 12 times before they know who he is."

Brehmer also is realistic about people's interest level in music. "There's a temptation from the

programmer standpoint to grant listeners a great deal more musical acuity than they have," he remarks. "Most people's lives aren't wrapped up in music the way mine is, for instance."

One classic Brehmer anecdote: "I remember a year after the Who released 'It's Hard,' a friend in the music business asked, 'What's that new "Front" song by the Who?' I guess not everybody has a subscription to *New Musical Express*."

It's in radio's self-interest to familiarize listeners with artists' identities, Brehmer contends. "If you're not telling them what the new stuff is, why are you playing it? Establish it and make it valuable to your station's sound. The greater awareness your listeners have, the better chance an artist has of developing into an asset — not a liability — to the music flow. Not identifying artists effectively is like doing a station promotion at a nightclub and not telling people where it is."



MUNI CLAUS — Cyndi Lauper and Eddie Money played WNEW-FM/New York's annual Christmas charity concert, which raised \$25,000 for United Cerebral Palsy. Pictured at Madison Square Garden (standing, l-r) are staffers John Platt, Maxanne Sartori, Carol Miller, Ray White, ex-newsperson Lisa Glasberg, Marty Martinez, Jim Buff, Bob Kosak, Dennis Elsas, PD Mark Chernoff, and Ken Dashow. Kneeling beside three UCP representatives are 'NEW-FM's Pete Fornatele, Dave Herman, Dan Neer, and Scott Muni (as Santa Claus).

SEGUES

KROU/Laramie's new programming regime is PD/morning man **Bob Ithle** and MD/night rocker **Kevin Lewis** . . . WNOR/Norfolk MD **David Hillary** named Assistant PD . . . At new AOR WHTQ/Oriando, PM driver **Slats** appointed MD, **WSHE/Miami's Tom Griffiths** and **Paul Castronovo** come aboard for mornings, and **Mike Lyons** comes from rival **WDIZ** handles overnights . . . **KDJK/Modesto** morning ace **Beaver Brown** appointed MD . . . **Steve Hoover** named **KMBY/Monterey's** Assistant PD . . . **WBCN/Boston** Associate MD **Danny McCloskey** joins Atlantic for Boston promotion duties.

WRCN/Long Island is no longer consulted by **Jeff Pollack**.

Z-Rock adds San Antonio AOR vet **Tracy Barnes** on overnights and **Pat Dawsey**, ex-KISS/San Antonio, on weekends . . . **Jay Philippott** from **KNBQ/Seattle** replaces **Derek Benson** on **WQFM/Milwaukee** 6-10pm . . . **Chris Rivers** moves from **WAQX/Syracuse** mornings to the same at **WCCC/Hartford**, where **Angie** returns for nights/Promotion Director duties . . . **Jim Davis** leaves **KWQB-FM/Fargo** for **WCMF/Rochester** afternoons . . . **Dan Ballard** from **WLAV-FM/Grand Rapids** takes on **WLNZ/Lansing** AM drive . . . **Mark Wallace** takes over **KMJX/Little Rock** nights . . . **Willie Lopez** returns to **KNCN/Corpus Christi** for overnights . . . **John Napier** and **Gordon Roberts**

take on **KZEL/Eugene** mornings.

Correction: It's **Mister Evans**, not "Mr. Mike," on **KEZE/Spokane** nights . . . **WIOB/Ann Arbor** **GM Mike Solan** called to say that 'IQB is actually a "Hit Rock" CHR/AOR hybrid rather than a full-blown AOR as reportedly previously.

WYNF/Tampa Programming Assistant **Julie Foilman** advances to Promotion Director . . . Bay Area vet **Bob Jenkins** returns to **KSJO/San Jose** after spells at San Francisco's **KRQR** and **KKCY** . . . **Alan Lombard** from **KATT/Oklahoma City** joins **KZEW/Dallas** as Promotions Director . . . **WZZO/Allentown** midday gal **Kim Sody** adds promotion chores . . . **Karin Kelly** named **KSJO/San Jose** News Director as **Rudy Koerner** leaves for **KMEL/San Francisco**.

WCCC/Hartford night rocker **Roger Luce** returns to **WBAB/Long Island** as Research Director . . . **WEZX/Scranton** weekend **Al Piela** replaces **Steve St. John** as Production Director . . . **Brian Wright** from **WNDE/Indianapolis** joins **WKQQ/Lexington** as News Director . . . Ex-**WOXY/Oxford** PD **Matthew Harris** becomes Program Coordinator at **WEBN/Cincinnati** replacing **Pat Kennedy**, who leaves to work with **Randy Michaels**, VP/Programming at parent **Jacor** . . . **WCKG** hires Sports Director **Jim Volkman**, known for contributing voices to **Jonathan Brandmeier's** show on rival **WLUP**.

AOR NEW & ACTIVE

now playing on GREAT AOR'S such as:
KQRS KYYS WHFS
WXRT WIMZ KZEL

A killer cut!
First
a classic guitar solo!
We Take
a very special guest!
Manhattan

FROM JENNIFER WARNES' "FAMOUS BLUE RAINCOAT" # 6661 115-7
ON CYPRESS RECORDS, COMPACT DISCS, AND CASSETTES
PRODUCED BY C. ROSCOE BECK AND JENNIFER WARNES
DISTRIBUTED BY POLYGRAM, INC. ©1987 CYPRESS RECORDS



WALT LOVE

BLACK/URBAN

EDNA HOWELL'S STORY

Black Pride Triumphs In Forsyth County March

—Edna Howell, News Director of WCIN/Cincinnati for the past eight months, recently experienced the "heat of battle" when she took the assignment to attend the civil rights march in Forsyth County in Cumming, GA. After hearing of her ordeal, I gave her a call and asked her to share it.

Why did she go? She answered, "We're a Black station that's always interested in anything affecting the lives of our people. More than 100 people from the Cincinnati area were planning to walk in the demonstration, so we felt it was important for us to be there and report what was happening from a black perspective."

"On the morning of the 17th people began loading up on the buses at the King Center in Atlanta. The people in charge were overwhelmed by the number of those who showed up to take part in the march."

Somehow Edna missed her bus. "With all the people and movement, I got separated from those from Cincinnati. A student from



Edna Howell

"I looked up and saw these people with their confederate flags — shaking their fists at us, spitting . . ."

one of the black colleges in Atlanta gave me a ride to Cumming in his car."

When she got there, the buses carrying most of the marchers hadn't arrived yet, but blacks who had traveled by car were already lining up.

No Longer A Journalist, But A Participant

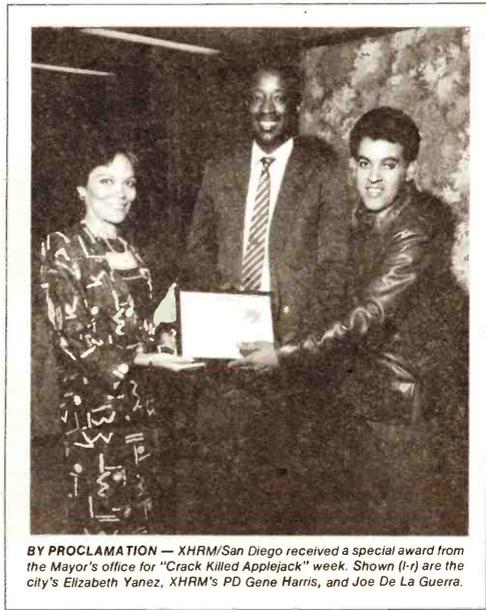
Edna described the emotional scene that followed. "Just being there gave me a feeling I've never had before. When I looked up and saw these people with their confederate flags — shaking their fists at us, spitting, calling me and other black women whores, sluts, and anything else you can think of — it really made me realize what was going on there."

"I was shocked to see the number of whites standing on a hill shouting their racial slurs. At first I couldn't get myself together because it was like looking at this

"At this point, I still wasn't scared because there were other black people with me, and most of the black men were saying, 'Don't worry, sister, we'll protect you.'"

event on television. Then it dawned on me that I was really there, that all of this was happening to me as a person. I was no longer Edna Howell the journalist, but just another black person at the mercy of these wild, hostile people.

"At this point, I still wasn't scared because there were other



BY PROCLAMATION — XHRM/San Diego received a special award from the Mayor's office for "Crack Killed Applejack" week. Shown (l-r) are the city's Elizabeth Yanez, XHRM's PD Gene Harris, and Joe De La Guerra.

black people with me, and most of the black men were saying, "Don't worry, sister we'll protect you. You aren't alone. Stand steady, sister and be strong."

Pride In The Face Of Hostility

"Having never experienced this type of thing before really made me proud to be black. This was another feeling I'd never felt before. When I wanted to go file my story I had to cross the road where the

"Even with all these other people around me, it all of a sudden hit me: all this hatred just because of the color of our skin. I just broke down and cried."

hostile whites were. The only bank of telephones was located near them. Other news people were also trying to make calls to get their stories in. No one ever tried to hit me or do anything to me, but they did get close and continued to use really vulgar language."

But the abuse didn't stop there. "After I got through on the phone to make my report, these people did everything they could to drown out my words. Every report had loud country music in the background. People back in Cincinnati certainly got an earful of their yearly dose of country music that day."

Edna reflected, "It was really something that people you don't even know or have ever done anything to would say such terrible things — calling you prostitute, and 'Nigger, we hate you — go home.' Even with all these other people around me it, all of a sudden hit me: all this hatred just because of the color of our skin. I just broke down and cried. I cried because I felt defenseless. In a way, I felt alone!"

ONE READER'S OPINION

Radio And The Howard Beach Incident

After this column's interview with WRKS/New York VP/GM Barry Mayo, his ND Bob Slade and PD Tony Gray, and WBLS/New York morning personality Ken Webb discussing the Howard Beach racial incident, we received the following letter from Gary Axelbank, WDHA-FM/Dover, NJ.

Dear R&R:

Your column on radio's handling of the Howard Beach incident unwittingly revealed that NYC radio stations are doing exactly what they accuse Mayor Koch and the US Justice Department of doing: turning their backs on the problem.

The three broadcasters you quoted each said it's too early to react to the Howard Beach incident because all the facts are not in. They're missing the point. How the legal system handles this particular case will not end the issue of racism in the streets and in society. The fact that the Howard Beach tragedy occurred at all is indication enough that the kettle is ready to boil over.

This is not an issue that radio can resolve with an editorial or series of editorials. Radio must deal with the problem of racism with a more comprehensive, longterm approach. Broadcasters should know instinctively that one advertisement or one day of commercials does not make for a very successful ad campaign. People develop racist tendencies over long periods of time. There-

fore, only a longterm sense of vision and commitment will have any effect on the problem. Reading into the results of the Howard Beach incident, naming names, and pointing fingers will not change people's minds about equality, and that is where the disease of racism begins.

"Martin Luther King Jr.'s birthday elicits a reaction similar to that for Christmas: the spirit lasts for a day, but what about the rest of the year?"

So what should broadcasters do? Ken Webb's sense of commitment to young people is certainly a good place to start. Sadly, there are few broadcasters as dedicated as he. But Mr. Webb, like the other broad-

casters mentioned in your report, does not see racism as a problem that should be tackled by radio. Mr. Mayo's suggestion that "if a race riot started next week, radio could and would make a difference" is a point well taken. But how can we wait until a race riot starts? This is commonly known as locking the barn after the horse has already fled the stable.

Martin Luther King Jr.'s Birthday elicits a reaction similar to that for Christmas: the spirit lasts for a day, but what about the rest of the year? Where are the regularly aired PSAs, endorsed by the stations and their air personalities? Or the dances and other events designed to promote racial harmony? There are many ways that radio can help, but it has yet to try.

Stations jump all over an issue when it becomes fashionable. "Feed The Hungry" and "Anti-Drug" campaigns are the current rage. On these issues, radio has demonstrated its ability to change people's minds and ideas in a significant way. Presumably, radio stations are biding their time until equality becomes a popular issue. I guess it's only then that Martin Luther King Jr.'s dream has a chance to become reality.

Thank You,
Gary Axelbank

She's Red Hot & Blu!

Tender Moments
the new single by

P E G G I

Blue



Capitol

Direction: Mark Alan
National Talent Associates, Inc. NTA Minneapolis, MN

©1987 CAPITOL RECORDS, INC.

THE

COLUMBIA



PATTY SMYTH "Never Enough"

Patty's brand new album now in-store!
Album Track is TOP TEN in all trade charts!

ANOTHER DOUBLE-DIGIT WEEK 95/19 — 40%

WPHD 27-23	WROQ 33-19	WFXX 40-34	Y94 33-27	OK95 28-21
Z93 28-24	WKDD 26-16	WJAD 38-34	KKAZ 38-29	
WKTU 28-24	KXYQ 31-27	WJMX 32-28	KOZE 24-16	
WLWL 39-31	WWFX 27-23	WZYP 37-32	B91 36-28	
WPST 38-32	95XIL 40-35	WBNQ 35-30	Y97 38-31	

☑ Check these moves:

HOT AOR ACTION:
TRACKS: 7 ALBUMS: 5

PSYCHEDELIC FURS "Heartbreak Beat"

KITS 3-1 (HOT)

P-1 POWER!

WXKS	WAVA	WMMS	KCPX
Z100	Z93	KDWB	KMEL
B106	KKBQ	KIIS	KPLZ
Q107	KRBE	KWOD	



AOR TRACKS 24 - 15

Another week of dynamite major market action

SAMMY HAGAR "Winner Takes It All"



Album Track TOP 3 in all trades!

KEGL 2 - 1 (HOT)

WPHD 24-22	KDWB 24-20	KCPX on	KZZU 29-24
PRO-FM 34-29	KPKE 25	K104 24-19	Q101 18-15
KTKS 40-31	KKRZ 34-33	WSPK 35-30	WKFR 29-22 (HOT)
WMMS deb-36	KMJK deb-31	KXYQ 19-14	KTRS 39-34



THE BURNS SISTERS BAND

CHECK OUT THE BIG AC

DIFFERENCE

GREGORY ABBOTT

"I Got The Feelin' (It's Over)"

AC and Black/Urban Radio have you surrounded!



CHR
83/14 — 35%

P-1 ACTION:

WXKS	PRO-FM	WCZY	KATD
WBEN	94Q	WHYT	KPLZ
WKSE	Y100	KCPW	
WPHD	B97	FM102	
WCAU	99DTX	KS103	

BLACK/URBAN: 18
AC BREAKER!! 27

KENNY LOGGINS

"Meet Me Half Way"

The double-digit airplay drive continues!

69/18 INCLUDING:

KEGL 36-17
FM102 31-21

KTKS	KCPW	KWK	KKRZ	KWSS
Q105	WKTJ	WLOL	KWOD	
WMMS	KDWB	KZZP	KATD	

AC MOST ADDED



STABILIZERS

"One Simple Thing"

One simple test is all it will take to add it full time!



Y108 10 - 6 (HOT)

WMMS	WKRZ	KKAZ
KPKE	KSND	
KATD	KFMW	

"Listen To The Beat Of A Heart"

ACTION ON PAGE 38!





SURFACE

THE NEW
SINGLE

BREAKERS

"HAPPY"

From The LP
SURFACE

"#1 most requested record for over 2 months."

**Bobby Earl — PD,
KOKY/Little Rock, AK**

"Fresh and phenomenal sound; an example of being back to real music."

James Alexander — PD, WJLB/Detroit

"One of the hottest top 10 records of 1987."

**Lynn Tolliver, Jr. — PD,
WZAK/Cleveland**

"HAPPY is one of the biggest reaction records for us in a long time. It is our most requested record, getting more requests than even the new Prince record. For a new group, the audience identification factor has been phenomenal."

Cliff Winston — PD, KJLH/Los Angeles

"Surface gives the sound of your radio station an early start on Spring."

Mike Stradford, PD — KMJM/St. Louis

"Immediate phones anytime of day."

Phillip March — WJLY/Louisville

"An excellent, smooth sounding song with a memorable hook. Should do well for all demo's."

**Pam Robinson, PD
— KACE/Los Angeles**

"This record has caused the hottest phones in Lansing, Michigan since I've been here. Word's just can't explain."

Sammy Jordan, WXLA/Lansing, MI

"Surface is in the pocket. Has the sound of '87."

John Anthony — WAMO/Pittsburgh

"Strong songs will always Surface. I expect this one to rise to the top... we're HAPPY to be jamming it!"

Andre Marcel, PD — WDKX/Rochester

"Nice clean song; one of our most requested. We should have more records like this!"

**Michael Saunders, PD
— WPEG/Charlotte**

"Love is Happiness from Surface. Everyone should be playing this song!"

Don Kendricks — WPAL/Charleston

"Surface has a hot new single that captures the subtle excitement of listeners."

**Michael Archle, MD
— WHUR/Washington, D.C.**

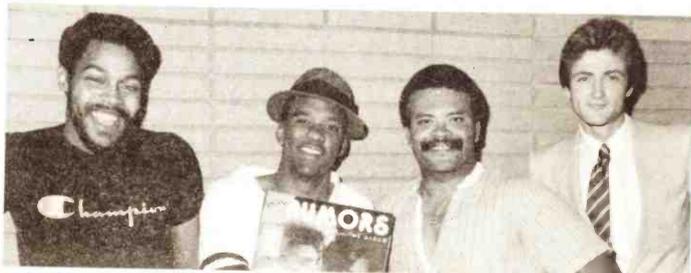
"This record makes me feel good, but actually, I'm HAPPY, especially the response my listeners are giving it."

Butterball, PD — WDAS/Philadelphia



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 !

BLACK/URBAN PICTURE PAGE



SPREADING RUMORS — In support of the LP "Vicious Rumors," the Timex Social Club's Michael Marshall dropped by KDAY/Los Angeles. Shown (l-r) are the Club manager Charles Douglass, Marshall, KDAY's Jack Patterson, and California Record Distributors' Chuck Rush.



NEW & OLD EDITIONS — After a Ralph Tresvant impersonator stung WILD/Boston by promising an on-air visit, the real Tresvant and several other New Edition members made good on the promise. In photo #1 are (l-r) choreographer Brook Payne, Tresvant, PD Eloy Smith, and NE's Michael Bivins; in photo #2 Smith welcomes ex-New Edition member Bobby Brown, who is currently promoting his LP "King Of Stage."



WDX GOES TO PIECES — On a swing through Rochester, Pieces Of A Dream stopped by Urban powerhouse WDXK to visit old friend Jeff Grant. Pictured (l-r) are the band's Cedric Napoleon and James Lloyd, WDXK's Jennifer Palmer and Grant, and the band's Curtis Harmon.



MILLIE STEALS THE SHOW — Millie Jackson visited WEKS/Atlanta morning man Larry Steele, who demonstrated how she could give Atlanta a wake-up kiss.



HAYES SAYS NO — While in Baltimore, Isaac Hayes helped WXYV kick off its "Say No To Drugs" campaign. Joining Hayes (l-r) were V103's Pamela Malkin and Sandi Mallory.



WDJY'S MONEY GOES WEST — WDJY/Washington sponsored a "Give-away Weekend" and awarded winners \$1000 in cash. Shown handing over the dough is afternoon driver Chris Barry and winner Mary West.

NOVA
COMING SOON

© 1987 EMI AMERICA RECORDS, A DIVISION OF CAPITOL RECORDS, INC. **EMI** AMERICA



LON HELTON

COUNTRY

KILT COUNTRY GOLD

Emphasizing And Energizing AM

AM Country radio isn't dead. But it wouldn't take many more than the fingers on two hands to count the number of successful Country AMs. Part of the problem is that AM has become more of a stepchild than a sister station in combo situations. But this may be changing.

The folks at KILT (AM)/Houston, in conjunction with Ed Shane and Alan Furst of Shane Media Services, have just launched "KILT Country Gold," which promises to put some spark in the ol' gal.

Describing the format, which went on the air February 23, KILT-AM & FM OM Rick Candea says, "It's an uptempo, tightly-formatted, consistent sound which is highly produced by the jock on the air.



Rick Candea

There's a ton of preproduction. Everything on the air directly involves the listener. It's fun and it flies."

Much of the decision to emphasize the AM arose out of an obvious desire to make the combo stronger. But following others' simulcasting lead wasn't the answer. "That's just an easy out," declares Candea. "When we talked about our options with (KILT President/GM) Dickie Rosenfeld, he felt simulcasting puts people out of work. Dickie doesn't want to do that. He believes the plan we have right now is really going to do it."

Vignettes Bring Music To Life

As always, a well-thought-out strategy and sound programming are the keys. "You have to have a solid plan," warns Candea. "You've really got to know exactly what you want to do, break by break. That's where you find your success. You can't get from A to Z just by wandering around." Recognizing the need for extra help to do the AM justice, KILT brought in Dave Anthony from WEEP/Pittsburgh as AM PD.

The format itself hinges on various features and contests designed to turn listeners into active participants, whether by enticing them to call in or by getting them to play the game in their minds. "We're not just after the 2% who call for contests," says Candea. "We want to entertain the people stuck in their cars or those unable to call."

These features (see sidebar) are augmented by artist vignettes

which pop up at various times. Says Candea, "AM means information and entertainment. Artist vignettes make the format stand out."

Some vignettes will involve an artist talking about his own life or music. In others, an artist talks about another singer and/or the latter's music. In either case, the talk segues into a record. "Artists talking about music brings that music to life," contends Candea, who also notes the vignettes run between :15 and a minute.

Format Set To Maintain Cume

How often do the features run? "We do it every single hour every day, from 10am until we go into the live Gilley's program that we carry at night. We're talking about a 12-hour period. It's simple, but boy is it powerful! The first day those phone lines were going nuts."

As you'll notice in the hour-by-hour presentation breakdown, a feature or contest is solicited/announced in one quarter-hour, played over the next two, and resolved in the fourth. This is nothing new or earthshaking, but it's amazing how much it's been ignored the last few years.

It's also important to note that KILT isn't handing out big ticket prizes or loads of cash — just yet anyway. According to Candea, the prize booty thus far has included

"It's an uptempo, tightly-formatted, consistent sound which is highly produced by the jock on the air."

Rick Candea, OM
KILT-AM & FM/Houston

rodeo tickets, front row tickets for Gilley's concerts and clubs the station's working in, CDs, and cassettes.

Every weekend is special on KILT, too. Whether it's a number one weekend or one spotlighting a particular artist appearing in the Houston area, weekends revolve around a theme that interests and excites the listeners.

The station is also becoming aggressive with its mobile studio. "We're going broadcast from events every time we can," pro-

KILT Country Gold Hot Clocks

Monday, February 23, 10am

ALABAMA/Mountain Music
CRYSTAL GAYLE/Straight To The Heart
EVERLY BROS/Wake Up Little Susie
Spot Break
EMMYLOU HARRIS/Blue Kentucky Girl
Artist Vignette: Merle Haggard talking about George Jones.
Segue To: GEORGE JONES/Wine Colored Roses
Spot Break
First Song Scramble Segment
Segue To: BELLAMY BROS./Old Hippie
ANNE MURRAY & DAVE LOGGINS/Nobody Loves You Like I Do
MICKEY GILLEY/Roomful Of Roses
Spot Break
Second Segment Of Song Scramble
Segue To: GEORGE STRAIT/Ocean Front Property
GLEN CAMPBELL/Southern Nights
Spot Break
EARL THOMAS CONLEY/Fire & Smoke
FORESTER SISTERS/Lonely Alone
Spot Break
CONWAY TWITTY/Don't Call Him A Cowboy

Monday, February 23, 4pm

RONNIE MILSAP/Smokey Mountain Rain
LEE GREENWOOD/Morning Ride
"Superstar Showdown" hour teaser. Set up artist vignette of Tanya Tucker talking about first time she met Elvis.
Segue To: ELVIS PRESLEY/Pledgin' My Love
Spot Break
Announce "Superstar Matchup." Name champ and challenger. Play song by each: WILLIE NELSON/On The Road Again, GEORGE STRAIT/Amarillo By Morning
Spot Break
DON WILLIAMS/Miracles
KENNY ROGERS/Blaze Of Glory
MARTY ROBBINS/Among My Souvenirs
Spot Break
Play :10 of hooks from Willie and Strait
Solicit calls to vote in "Superstar Showdown"
GATLINS/Takin' To The Moon
FARON YOUNG/Hello Walls
Spot Break
EDDY RAVEN/You Should've Been Gone By Now
OAK RIDGE BOYS/Come On In
Spot Break
RONNIE McDOWELL/Ruin My Bad Reputation
Final record of the hour will be a repeat of song by whatever artist won showdown
Tease next showdown. No mention of who the challenger will be

KILT Special Features

Programmed, produced features play a major role in the new KILT Country Gold format. Features will change and evolve as time goes on. Here's a rundown of those currently on the air.

• **Superstar Showdown** — A battle between artists. Listeners are told who the stars are, and songs by the champion and the challenger are played. Listeners are encouraged to vote throughout the hour; hooks are aired during the second-quarter hour for reinforcement. "The key element is the artist rap," says Candea.

• **Song Scramble** — A montage of short bits from three songs. Listeners must identify all three titles to win. Airs a couple of times daily.

• **Brain Game** — The ultimate trivia challenge. Questions on TV, movies, sports, music, etc.

• **Mystery Oidie** — Bits of an oldie people despicable to win prizes.

• **KILT Answer Man** — Aired at night with Arch Yancey. Listeners ask questions from any field. Stump Arch, you win. It's fun, tongue in cheek with Yancey "always being 87% right," says Candea.

• **Country Gold Countdown** — The top three songs from a particular week are aired, beginning at 9pm. Also includes a "that was the week that was" look at local, national, and international events.

mises Candea. "We can do that even with a tightly-formatted radio station. Ain't nothing stopping us.

"We have a very respectable cume for an AM station, although we have seen a little bit of erosion. What we're really doing is setting up a format to do some maintenance on that cume. More fun, long-term listening."

Hudson & Harrigan Still Top Draw

According to Candea, the format's success lies in its tightly-produced presentation. The jocks must juggle a large amount of pre-produced material. In turn, the station's forward momentum depends on the slick handling of these elements in conjunction with putting callers on the air, tallying votes, and announcing winners.

All of this is done with personality and enthusiasm. Supplying that are the "Horse Doctor" in mid-days, Chuck Joseph in afternoons, and nighttimer Arch Yancey. "They have to be a little bit tighter with their information and bits,

says Candea. "But when they plug into features in a hot format, they shine even more.

"Their personality comes through in the contests and working with the listeners. We've got a plan for every single break; these jocks are locked into what they do. How they do it gives it the personality."

The new format doesn't include mornings, however. The popular team of Hudson & Harrigan is still simulcast on the AM and FM. Combining 12+ ratings, the duo is number one.

Asked if he was concerned that a duplicated morning show stirs up confusion with the new Country gold image, Candea replies, "That's definitely overshadowed by Hudson & Harrigan. You go with your power in the morning. Being number one in the market puts us in the unique position of doing that. Besides, we've got a Country Gold flavor in the morning with the music we normally play."

Continued on Page 54

RODNEY CROWELL

A Houston native, Rodney Crowell arrived on the Nashville music scene in the early 1970's and quickly began making his mark as a new generation writer. Gaining the attention of Emmylou Harris, he was invited to join her Hot Band, and in the 10 years since emerging from this highly acclaimed group has forged his own style not only in the songwriting arena, but as a recording artist and producer as well.

His catalog of songs includes such well-known titles as "I Ain't Living Long Like This," "Leavin' Louisiana In The Broad Daylight," "Till I Gain Control Again," "Shame On The Moon," "Amarillo," "Angel Eyes," "Even Cowgirls Get The Blues," "One Way Rider," and "Viola, An American Dream," covered by artists Waylon Jennings, the Oak Ridge Boys, Crystal Gayle, Bob Seger, Emmylou Harris, Willie Nelson, Johnny Cash, and the Dirt Band, as well as the Grammy-winning "I Don't Know Why You Don't Want Me," co-written with his wife Rosanne Cash.

Most of these songs were featured in earlier solo albums, but since his marriage, Rodney has spent a majority of his time writing and producing for others. He is credited with Rosanne's first three albums as well as albums by Guy Clark, Bobby Bare, Albert Lee, Sissy Spacek, Larry Willoughby, and the Survivors compilation with Johnny Cash, Jerry Lee Lewis and Carl Perkins.

Street Language marks a well deserved return to his solo career for Rodney Crowell, and with "She Loves The Jerk," he has found the perfect single to bring country radio to its feet.

"Rodney Crowell is an artist that cannot be ignored by country radio. Springfield loves 'She Loves The Jerk'..."

Bill Cotreau
WIXY/Springfield, MA

"...this record is instantly relatable..."

Jay J. McCrae
KMML/Amarillo, TX

"...should get requests from the title alone..."

Bob Moody
KRMD/Shreveport, LA

"Rodney Crowell has a great record. It's got a good tempo, is perfect for spring, and is something everyone can play. In fact, I love 'She Loves The Jerk'..."

Kevin Mason
WCMS/Norfolk, VA

"...'She Loves The Jerk' gives baby-boomers a taste of the Lovin' Spoonful country style."

Van Mack
WOKK/Meridian, MS

"...requests already from listeners who can relate to 'She Loves The Jerk'..."

Bill Pyne
WQYK/Tampa, FL



COUNTRY

Emphasizing And Energizing AM

Continued from Page 52

Mining Market's Country Legacy

Gold was the music format of choice for KILT because it's a viable alternative in a city with a great country legacy. That heritage also means there's a base of listeners to draw from who aren't necessarily already part of KILT-FM's core.

Candea was somewhat reluctant to detail the parameters within which the music is categorized. You'll have to make a partial judgment for yourself based on the accompanying sample hours. Candea did say the station leans heavily to music from the '70s, as well as before and during the "Urban Cowboy" era. "We're looking to play a lot of the stuff that's lost on our FM and many of today's FM stations that are playing current music. The emphasis is on country songs that crossed over to pop instead of pop songs that crossed over to

Country. That's a pretty big difference."

Though Candea told me the format included a couple of re-currents an hour and no currents, a look at the sample hours suggest that the ninth record slot per hour is indeed a hot current. No doubt that category is reserved for already proven hits, but currents nevertheless.

Candea also hesitated when asked to describe KILT's TV and outdoor strategies. KILT-FM is very high-profile, so you can bet the AM will be as well. Things are currently in limbo as the stations are set to transfer from LIN to Legacy in late March/early April. "We've got the plan together and we're ready to gear up," says Candea.

Even without the necessary outside support, Candea stresses that response has been tremendous in the format's first week. Does he feel it would work outside a market where country is mass appeal? "I'm not the person to ask," he laughs. "It sounds so good. But I would say absolutely!"



I WANNA TESTIFY — Singing the praises of Music City, T. Graham Brown (l) joins Mayor Richard Fulton (c) and WSM/Nashville morning host Larry Black to premiere the station's new theme song "Good Job Nashville" — which salutes Nashville's history and image. His "T-Ness" walked off with the key to the city for his vocal contribution.



BACKSTAGE WITH MMM — Michael Martin Murphey (r) brought a little Southwestern flavor to WBKC/Painesville, Ohio when he visited with morning personality Ken Kraus.



LIVE FROM BIG "D" — It's rare to hear artists singing live on the radio these days, but the O'Kanes paid KPLX/Dallas a visit to strum their stuff. Kieran Kane (l) and Jamie O'Hara (r) perform as MD Mac Daniels looks on.

CLOSE-UPS

Givin' 'Em Cars & Cash

• **KKAT/Salt Lake City** gave away a Ford Bronco II valued at over \$20,000 during its "Key to Wheels" contest. 350 listeners were given a chance to turn the engine over.

• **WCOS/Columbia** pulled out the stops with its "Cash and Corvettes" promotion, the biggest contest in the station's history. 13,000 listeners registered to win the grand prize: two 1987 Corvettes or \$100,000. The winner took the money and ran. (I'd be glad to help if you guys need to unload the leftover 'Vettes.)

• **KRPM/Seattle** threw cars, trucks, and a new garage its listeners' way. \$81,000 worth of vehicles was topped by a winning entrant's key to a new garage. Inside, the winner found an array of merchandise including VCRs, skis, microwaves, stereos, TVs, furniture, and jewelry valued at over \$5000. Listeners identified "key songs" on the air to qualify for the big giveaway on the **Ryan & Ryan** morning show.



OHMIGAWD! — Lisa Gabriel of Soldotna, Alaska had to wait while 58 others tried their keys first. But by the look on her face it was obviously worth it to win a Nissan 4X4 from KYAK/Anchorage. This expression was probably matched minutes later when she discovered an extra \$5000 tucked away in the glove compartment. Flanking the winner are midday personality Mike Forrester and morning driver Dennis Evans.

HAVE YOU HEARD

Former WSEN/Syracuse PD Jack Daniels has switched names and stations. Now using his real name, **Mike Otis**, he's the PD/MD at WSCP/Pulaski, NY. . . . **Gary Beatty** is the new OM at WPCM & WBBB/Burlington, NC. . . . **Karen Williams** is the new WKTY/La Crosse MD. . . . **Tom Mason** is now PD/morning man at WSTH/Columbus, GA, under the name "Mason Dixon."

27-year market veteran **Bruce Hathaway** has joined KBUC/San Antonio for mornings. . . . **Patti Parr** has returned to mornings at KMP5/Seattle after a year of middays at crosstown KRPM. . . . KRWQ/Gold Hill MD/afternoon man **Sam Dunlap** has moved into sales. Upped to PMs is weekender **Tom Quinn**. . . . **Brian Denny** is the new Public Service Director/midday personality at KGEM/Boise. . . . **Robbie Thomas** joins WYYD/Roanoke for evenings. . . . WTSV's MD/afternoon drive personality **Ron Cole** adds promotion director duties. . . . **Shardan Sandora** is the new KBUC/San Antonio Production Director.

Congrats to WBAP/Dallas morning/afternoon co-host/traffic reporter **Dick Siegel**, who became the first civilian



Bruce Hathaway

to be granted an honorary lifetime membership by the Texas Dept. of Public Safety Officers Association.

WCAW/Charleston, WV is celebrating its 30th anniversary this year and is looking for greetings from any former staffers. Send tapes and any anecdotes you may have — to: **Rick McGee**, PD, PO Box 4318, Charleston, WV 25364. Or call him at (304) 925-4986.

And don't forget to let me know what you have heard!

SEE PAGE 69





SHARON ALLEN

NASHVILLE THIS WEEK

Majors Draft New Players

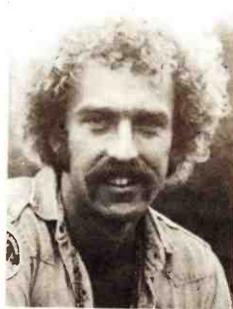
As 1986 came to a close, three major country groups — Southern Pacific, Schuyler, Knobloch, and Overstreet; and the Nitty Gritty Dirt Band — were in the midst of replacing key members. All three have now made their selections, and here's a rundown on who got the gigs.

Jenkins Rides The Train

Losing lead vocalist Tim Goodman to a solo career, Southern Pacific found its replacement in former Pablo Cruise vocalist David Jenkins.

John McFee told R&R, "We put

the word out and there were hundreds of applications. A surprising amount of quality stuff came in. There's gotta be a compatibility that's not just musical or technical, as personalities count a lot, too. We narrowed it down to eight or nine



Bernie Leadon

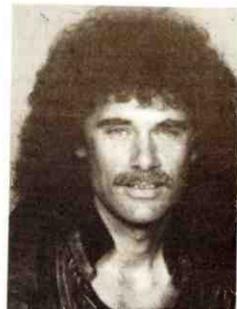
guys, and David had the best combination."

Speaking of the new association, Florida native Jenkins said, "It felt real comfortable from the start. We're looking forward to trying some new things with vocals, primarily duets between me and other members of the group."



Craig Bickhardt

Prior to joining Southern Pacific, Jenkins was actively writing country tunes as well as contributing backup vocals on the Huey Lewis and The News LP "Fore!" Jenkins's ties to Huey Lewis, and the fact that McFee played in a band with Huey for ten years, has resulted in Southern Pacific opening for the pop act on the road.



David Jenkins

and Steve Wariner; the current Kathy Mattea single "You're The Power"; and three tunes on the Judds' current "Heart Land" album.

Leadon Strikes Pay Dirt

Now in place with the Nitty Gritty Dirt Band is former Eagles co-founder Bernie Leadon. Leadon was chosen over half a dozen other musicians to fill the spot vacated when original NGDB member John McEuen left to pursue a solo career.

Like the NGDB, Leadon was associated with the L.A. country-rock movement in the late '60s. At one point he replaced present Dirt Bander Jeff Hanna on lead guitar for Linda Ronstadt & the Corvettes. He later pulled together members of Ronstadt's group to form the Eagles. He was also a member of the Flying Burrito Brothers in the early '70s, and has a long list of session credits.

The new Nitty Gritty Dirt Band album is due out in April, but Leadon does not appear on it. He joined the group March 6 in Aspen and will be with them on tour.

NASHVILLE IN MOTION

Together Again: Conway & Loretta

By Katy Bee

Loretta Lynn is ready to go it alone after releasing longtime manager David Skepner. Along with this news came word that Loretta and former duet partner Conway Twitty are planning to tour and record together again this year. The pair had previously dismantled their United Talent booking agency and have signed with Hendersonville-based the Talent Agency for exclusive booking.

In the last year, Skepner has added MTM's Judy Rodman and MCA/Dot act Riders In The Sky to his management firm.

Staff changes at CBS. Eleven-year Associate Director of Epic Product Management Jim Kemp exits as the streamlined department is now coordinated by Director of CBS Product Manager Jim Carlson.

Allen Trippie, Manager of Retail Relations for the label, departs following

Billboard's change in methodology of no longer using sales information. Manager CBS/Press Michelle Myers has resigned and word is she'll strike up her own PR business.

Former Warner Bros. Co-National Promotion Director Nancy Solinski moves to marketing as Chris Palmer assume Co-National Promotion Manager post at the label.

David Lynn Jones has signed with PolyGram Records. The songwriter's credits include "Living In The Promiseland" and a cut on Merle Haggard & Willie Nelson's forthcoming album. Jones' debut LP is slated for spring release.

New Mercury/PolyGram staffer Paula Henn, who spent eight years at Capitol Records/Los Angeles, replaces Julie Anne in promotion.

MTM signs George Hamilton V (George IV's son) to a pop deal. The act is called Hege V ("Heggie 5").

Holly Dunn inks with Barry Coburn's Ten Ten Management.

MCA Records/Nashville has bought a building at 1514 South Street in the Music Row area. Relocation from its temporary quarters at 1701 Wset End Avenue is expected sometime this spring after current advertising and public relations agency Bill Hudson & Associates moves to its newly purchased building at 2135 Blakemore Avenue.

Bud McGuire is named Professional Manager for Larry Butler Music. He now works directly with Butler and staff songwriters Dean Dillon, Mickey Newbury, and Marty Raybon.

Former United Talent agent David Schuder goes on board at Buddy Lee Attractions, now handling CBS's Ricky Van Shelton. Nancy Neil is promoted to Manager/Public Relations for the Nashville Network, replacing Donna Sparks, who's on maternity leave.

Marc ggd Greg Oswald announce the formation of Oswald Enterprises for full-service management and artist development. It's located at 633 20th Street, San Diego, CA 92102; (619) 696-0151.

Alabama's Maypop/ Music Mill Expands

Alabama's Maypop Music Group has signed a sub-publishing agreement with Sweden Music AB which includes Denmark, Finland, Norway, and Iceland. Commenting on the expansion, VP Kevin Lamb said, "1986 was a year of substantial growth at Maypop. One of our goals for 1987 is to have the company tied with sub-publishers throughout the free world. Aggressively representing our writers all over the world is an important priority at Maypop." Those ties

already include Japan, New Zealand, Australia, and the UK.

In other related news, the Hyland Company signs the Music Mill complex for public relations pertaining to its studio operations and publishing companies. Russ Zavitsan has combined his Desert Rose Music with Millhouse Music, now operating out of Music Mill offices, while former Gallico Music Professional Manager Shelby Kennedy joins the Desert Rose/Millhouse staff here.



Surrounding Alabama Maypop co-owner Jeff Cook are (l-r) Maypop Music Group VP Kevin Lamb, co-owner and group member Randy Owen, Professional Manager/Sweden Music AB Dan Tekback, and Maypop Professional Manager Chuck Neese.

SKO To SKB

Craig Bickhardt has replaced SKO member Paul Overstreet, joining Thom Schuyler and Fred Knobloch in Schuyler, Knobloch, and Bickhardt. Former SKO member Overstreet, who performed on the first album, left the MTM trio to pursue a solo career in Christian music several weeks ago.

The selection of Bickhardt is in keeping with the group's goal of combining stellar songwriters who also provide unique harmonies.

Current plans call for the trio to release a new album this spring. The LP will feature tunes penned by the three songwriters, with lead vocals shifting among the three.

Bickhardt is responsible for writing "That's How You Know When Love's Right," for Nicolette Larson

WHO'S NEW



The Shooters

The Shooters hail from the Southern music center of Muscle Shoals, AL, where central figure Walt Aldridge has put together a group of studio musicians for CBS/Epic. "They Only Come Out At Night" is the group's debut single. The first Shooters album is due this June.

Aldridge plays the role of singer, songwriter, keyboard player, engineer, and producer for the band, which includes bassist Gary Baker, guitarist Barry Billings, drummer Michael Dillon, and Chalmers Davis also on keyboards. All members sing, and they come from a diverse background of seasoned "road dogs," as they've labeled themselves.

Though Aldridge admits to the influences of Aretha Franklin and Duane Allman, the group leader says, "We offer a little different sound from Muscle Shoals. Explaining the Shoot-

ers' energy and believability, he added, "We try to create records that sound like we're standing up when making them."

Aldridge grew up in Florence near Fame Studios in Muscle Shoals, where he has worked to develop a long track record in the music business. His songwriting credits include "There's No Getting Over Me," "Holding Her And Loving You," "Til You're Gone," "She Sure Got A Way With My Heart," and "One Owner Heart," plus production on Lucy J. Dalton's current album "Highway Diner." He has also worked with Wilson Pickett, Mac Davis, Terri Gibbs, T.G. Sheppard, Marie Osmond, and Dobbie Gray.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.



MIKE KINOSIÁN

ADULT CONTEMPORARY

NEW YORK, L.A., CHICAGO, BOSTON

AC Battle Dispatches

Everybody wants to know how everybody else did in the fall sweep, so here's Part Two of fall '86 Arbitron results from across the country. Before we roll the numbers, a few key points.

Comparative figures are from fall '85 to fall '86. Putting appropriate sweeps side-by-side tends to give a more accurate picture of a station's performance as well as a feel for the market itself. Each market capsule closes with the most significant upward or downward movements 25-49. The first six markets feature AC stations that were #1 12+ — a noteworthy feat. But perhaps more important, each is an AM!

Beantown Battle

The AM AC war continues in Boston with WBZ getting some breathing room from longtime adversary WHDH. 'BZ's Dave Maynard has established himself as the top morning personality in the Hub. Jess Cain, 'HDH's longtime wakeup man, fell to third behind Maynard and the crew at CHR WXKS-FM.

Overall, 'BZ was virtually flat 12+ (8.6-8.4) and remains #2 adults 25-49, trailing AOR WBCN. 'BZ and 'HDH both have great appeal with women, though WHDH's female strength is slightly older than 'BZ's. Gaining on 'HDH, especially in the 25-49 bracket, was "Lite" AC WSSH. Boston also has three FM AC contenders: WROR (4.4-3.8), WVBF (3.3-3.4), and WMJX (2.4-3.2). In the target demo, WHDH, WROR, WSSH, and WVBF are separated by only four-tenths of a point.

Most Significant Move 25-49: CHR WXKS-FM +1.9.

Honolulu: KSSK Sizzles, KULA Cools

Getting off to a hot start in the morning, AM KSSK leads the way in Honolulu. The station's 12+ AM drive share is nearly double that of the nearest competitor. For the week, KSSK was off a bit from last year (13.9-13.2) but is the leading station with women 18+. The other two ACs are a study in contrasts. KSSK FM sister KULA is on the skids (12.7-7.7) with significant erosion with 25-49s. Conversely, KRTR ("Krater") was up in every daypart and had a moderate 12+ increase (4.0-5.4). Krater's deficit 25-49 last year to KULA was 13.2 shares; it now trails KULA there by a mere 1.7 points.

Most Significant Move 25-49: KULA -7.8.

Twin Cities' Twin Leaders

It's the same old story in Minneapolis. WCCO remains on top (18.5-17.2), and while KSTP-FM (KS95) continues to hold the lead

25-49, it lost nearly four shares. KS95 was down in all dayparts and slipped with men and women. Here's a case of the 12+ numbers (10.4-9.0) not showing the big picture. The other ACs were steady 25-49 — WLTE (3.8-3.9), and KMGK (2.4-2.9).

Most Significant Move 25-49: AOR KQRS-FM +4.8.

Richmond Ratings

AM leader WRVA retains its 12+ crown (14.7-15.7). Its 35-64 share (20+) is the market's lone double-digit performer in that cell. WRVA is #1 in AM drive and leads with men 18+ and women 18+. A prime concern: 37% of its audience is 65+. FM WEZS (9.9-7.7) maintains its 25-49 edge over WRVA; however, 'EZS was down nearly four shares in the key demo. WEZS lost over ten shares with men 18+ in middays.

Most Significant Move 25-49: WEZS -3.9.

Hartford's Man Of Steele

Seventy-five-year young Bob Steele stays in the saddle at Full-Service WTIC/Hartford, his radio home for over 50 years. He remains a solid #1 in AM drive. Only sister CHR WTIC-FM is close, trailing by a full 11 shares. Celebrating his first anniversary at the station, PD David Bernstein guided WTIC (AM) to another strong showing (18.3-18.4). While the station performed well in some low-end demos, the top priority there must be to address its aging audience (41% 65+). Coming on strong in the 25-49 battleground are WIOF and WDRC-FM. The former trails 'TIC by only seven-tenths of a point 25-49 and increased its numbers in every daypart. The latter is the #2 station with men 25-49. Both are FMs.

Most Significant Move 25-49: WDRC-FM +3.8.

Fabulous Numbers

Our final AM honoree for this week is KFAB/Omaha-Council Bluffs. Still boasting gigantic 12+ numbers (26.8-24.0), KFAB leans heavily on news and mixes AC and MOR. It's #1 in all dayparts, on top with men and women 18+, and has strengthened its 25-49 numbers. KFAB has a comfortable lead over its next AC challenger, FM KGOR, which registered a nice 12+ gain (8.1-9.8) and was especially productive with women 18-34, leaping to #1 from the #3 spot. Two other ACs serve the market, KEFM, (7.3-5.8), and AM KOIL (2.3-3.3). A bright spot for KEFM was a #2

showing women 25-54; KOIL notched a modest 25-49 increase.

Most Significant Move 25-49: Easy KEZO -3.1.

Houston's KFMK OK

KFMK/Houston is still the city's top AC (5.9-5.9). The station showed equal consistency in its 25-49 figures, advancing three-tenths and remaining Houston's premier station 25-54. Houston is an all-FM AC battle with three others chasing 'FMK. The suitors are KQUE (4.3-4.1), a more MOR-sounding AC; KJYY (1.2-3.4), the former Classical station under the KLEF banner; and KLTR (5.6-2.5), which experienced its fifth straight down book.

Most Significant Move 25-49: KLTR -3.6.

Fall Highlights

- WNSR/New York emerges as the new #2 AC behind WLTV.
- KOST/Los Angeles stays on top. K-Lite and KBIG challenge.
- WCLR/Chicago wins with women.
- WTIC/Hartford AM driver Bob Steele still #1 after 50 years.
- Six AM success stories from Boston to Honolulu.

Big Changes In The Big Apple

Five ACs duke it out in the country's top 12+ market. The leader is WLTV (4.5-4.2). The new #2 is the former WRFM, now called WNSR (3.1-2.5). New calls, six times the power, and competitive 25-49 numbers are the station's strengths. WPIX (2.3-2.0) had big trouble 25-49, and the two NBC O&Os in town — WYNY (2.0-1.8), and WNBC (2.6-1.7) — slumped further 25-49. While some AMs have astronomical 65+ audience compositions, WNBC's audience in that bracket is 7%, down from 9% last fall. Prime AC demos were affected by noteworthy jumps by CHR heavy WHZZ (Z100).

Most Significant Move 25-49: WNBC -1.6.

KOST Leads L.A.'s Growing Crowd

Not long ago, KIQQ was a station plodding along, seemingly lost, dazed, and helpless. Things have changed since it abandoned CHR for the Format 41 "KLITE" identi-



MAKING IT OFFICIAL — WNBC/New York overnight talent Alan Colmes gets an auspicious debut Feb. 9 when his show was blessed by a priest and a rabbi. Also appearing were longtime New York talents Cousin Bruce and Dan Ingram. From left: Rabbi Joseph Potasnik, Father Kevin Ashe, Producer Roland Woerner, Cousin Bruce, Colmes, and Dan Ingram.

WNBC Brings Letterman To Radio

A "Late Night" cult phenomenon has been sweeping the US the past five years. The chief architect behind the 60 minutes of hilarity is David Letterman. Countless Americans either stumble in late to work because they had to watch the end of "Stupid Pet/Human Tricks" or roar at the night's "Top Ten List." Those more prudent and richer religiously tape the broadcast.

One all-night radio personality is doing his best to be the innovative equivalent of Letterman. Alan Colmes, who joined WNBC/New York early last month, is well on his way. On his first night, Colmes made sure everything was A-OK. A priest, rabbi, and two of New York's giant radio personalities gave seals of approval (see picture).

On Feb. 19, Colmes was joined by Letterman staff writer Fred Graver and Eric Pooley of New York magazine. Together with Colmes's producer Roland Woerner, the four did play-by-play of the Letterman broadcast. Listeners were asked to turn the TV volume off and listen to just the radio accounts. The panel had attended the taping of the show earlier that evening and knew what was to come. Graver gave personal insights into the show and Letterman himself. (His favorite NY

station is AOR WNEW-FM. If the radio is loud, he's probably in a bad mood).

Prior to the 12:30am start, the four did a 30-minute warm-up. Following the "Annotated Radio Version," calls were taken and certain callers were awarded memorabilia such as remains of cue cards recovered from the trash bin, and hard-to-get tickets for the show. Graver's comments on how the monologue and segments are arranged helped to pull off a tricky piece of radio. Colmes told R&R the feedback he received the next day indicated the dovetailing from TV sound — commentary — and back worked about 90% of the time. "He said, 'That's more than we could ask for.'"

It's clear Colmes is set to prove that working the overnight shift doesn't have to be dull.

ty. The station (2.5-3.6) is now a bona fide challenger to AC leader KOST (3.4-4.1). Not content to sit on the sidelines, longtime Easy Listening outlet KBIG dropped that approach halfway through the book for a soft AC sound.

Big-signal AM KFI (1.6-1.3) has evolved from CHR to Full-Service, adding Gary Owens to the morning lineup. Departing the AC scene from a year ago are KBZT (formerly KHTZ, now Classic Rock KSLX), and KMGG (now Urban hybrid KPWR). In addition to strong adult numbers, KOST is solid with women 18-34 (#3 behind KIIS-FM and KPWR).

Most Significant Move 25-49: KPWR +2.2.

Lake, Clear, Fire!

Chicago's AC stations are easy to identify: "LAKE," "CLEAR," and "FIRE." WLAK (3.4-4.0) zoomed from fourth to second with adults 25-49. WCLR (3.3-3.7) scored well with women 25-49 (#3 in the market). Meanwhile, WFYR (3.1-2.3) had its troubles with 18-49 females, dropping more than two shares. "FIRE" was also down in the target, and fell over a share in PM drive. A new AC battler is the former WMET, now known as WRXR (1.6-1.2).

Most Significant Move 25-49: Black/Urban WGCI-FM +2.7.

MARKETPLACE

COMEDY

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

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



ONE-MAN ZOO?

Get free details on four unique comedy services. Write: **Ghostwriters**, 2301 Unity Ave. N., Dept. Z-6, Minneapolis, MN 55422 or call 612-522-6256 any time.

"Phantastic Phunnies"



Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and "BONUS"...Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

RED NECKERSON

A COMEDY EDITORIAL

"Probably the most talked-about feature program we have on the air. Sold it to first sponsor contacted." **WFIW/Fairfield**

Call **Mike Hesser**, Collect (415) 366-1781
SYNDICOM, 550 Price Ave., #8, Redwood City, CA 94063

FREE DEMO

Contemporary COMEDY

Hundreds renewed again!
Free sample!

Write on station letterhead to:
Contemporary Comedy
5804-D Twinning
Dallas, TX 75227



2 Services for 1 Price!

A Written comedy service which includes a pre-recorded issue, too! Any air-personality in any market can afford this! Guaranteed! Write today on station letterhead for your FREE sample and prices you won't believe!

LITTLE BAG OF JOKES
1025 CUERVO COURT CHESAPEAKE, VA 23320

Make our Marketplace work for you -- call **Ilsa or Dave** at (213) 553-4330 now.

CONSULTANTS

"DROPINZ"

50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 23-year major market veteran. Call or write for rates.

Stu Collins Broadcast Services

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

FEATURES

Solid Gold "AMERICAN HOT WAX"

Six hours of the very best 1955-1970
Featuring **STEVE MICHAELS**
FREE DEMO (301) 340-2296
PO Box 44890, Washington, D.C. 20026

REMINGTON

RADIO SNEAKERS



Weekly newsletter of music info, news items, humor & trivia. Call (24 hrs.) 206-564-8318 or write: **REMINGTON RADIO SNEAKERS**, POB 64221, Tacoma, WA 98464. FREE COPY!! PUBLISHED WEEKLY BY REMINGTON RADIO SNEAKERS.

Terry Marshall's

daily insider

• Entertainment News For Radio •
CHR AOR AC
Call for a free trial subscription
(415) 564-5800

GOLDEN OLDIE THEMES

Over 100 theme ideas listing at least 15 top oldies per theme, by title and artist. Everything from "Edible" to "Royalty" songs. Booklet is \$25.00 Post Paid. Money Orders to:

A/W Enterprises
Box 44
Schofield, WI 54476

GAG SHEETS

the Electric WEEENIE

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!"

FOR FREE SAMPLES WRITE



The Electric Weenie, Inc.
P.O. Box 2715
Quincy, MA 02269

Free Sample

CREATIVE BURN OUT??

Let Us Relight Your Fire

Write on station letterhead to:
CHEEP LAFFS 1111 W. El Camino Real, Suite 109-212 Sunnyvale, CA 94087

IDS/JINGLES/SWEEPERS

ID'S

SWEEPERS PROMOS

WRITE FOR PRICES AND DEMO:
P.O. BOX 38328, CINCINNATI, OHIO 45238
OR CALL 1-513-922-1750

Marketplace -- the Industry's service station . . . get it working for you!
Call **Ilsa or Dave** at (213) 553-4330.

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

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!

Jingles, jocks and jokes -- they're all in the **R&R Marketplace** -- (213) 553-4330.

JockTalk

Productions Inc.
From Classic Rock, AC CHR to News/Talk. JOCKTALK is the Radio Newsletter That Works.

FREE BONUS!

SUBSCRIBE BEFORE MARCH 20TH AND RECEIVE A "SEANCE WITH THE KING."

CALL (604) 687-4774
P.O. Box 532, Postal Station "A"
Vancouver, B.C. Canada V6C 2J6

IMMATERIAL!!!

FULL YEAR'S MATERIAL: \$50 & POSTAGE.
(Back Issues,) 1,460 Crazy News Stories. 500+ Jock Insults. 730 Daily Celebrations. 730 Consumer Tips. 365 Trivia Q's. More! **IMMATERIAL!!! Sample:**

1395 Overlook Ave., N.W., Salem, OR 97304

SMALL SPACE WORKS!!!
YOU JUST READ THIS!
MARKETPLACE
CALL (213) 553-4330

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
1 Time	\$60.00
6 Insertions	\$55.00
13 Insertions	\$50.00
26 Insertions	\$45.00

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

PREMIUMS/INCENTIVES

THREE "R"

ADVERTISING SPECIALTIES-PREMIUMS
T-shirts, Caps and Jackets our Specialty

116-53 228th Street, Jamaica, NY 11411
(718) 723-8600

PRODUCTION MUSIC

Coming in 1987 . . . the best
library music in the world from

**Music
House**

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.



PRODUCTION MUSIC

FINALLY.

MUSIC BEDS THAT BRING A FRESH EXCITEMENT TO PROMOS.

RICK GILLETTE, PROGRAM DIRECTOR; WHY?, DETROIT:

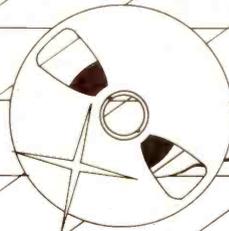
"We'd been milking a two year old package from another production company because . . . we felt we had to, To justify the expense. It was a welcome relief to find tracks that sounded better and cost less."

FINALLY.

A PACKAGE THAT IS 100% USEABLE AND 100% EFFECTIVE.

CHRISTOPHER CONN, CREATIVE DIRECTOR; WHY?, DETROIT:

"The stuff we were using had simply burned out. A lot of it just wasn't . . . effective bed material. Clean sheets has beds and stagers for every conceivable promo."



CLEAN SHEETS

(313) 544-0405

HEAR THE DIFFERENCE - DEMO AVAILABLE ON REQUEST

CLEAN SHEETS INC.
1504 N. VERMONT
ROYAL OAK, MI. 48067

DON'T MAKE YOUR PROMO BEDS WITHOUT CLEAN SHEETS!

OPPORTUNITIES

OPENINGS

NATIONAL

Seriously Seeking Placement? National Leads All Others!

NATIONAL, the Nation's oldest exclusive Radio Personnel Placement Service, and acknowledged leader in radio placement, is now in its sixth year of successful radio placement. Over 3,000 radio stations have placed job orders with **NATIONAL**. **NATIONAL** receives a constant flow of job orders from radio stations coast to coast, in all size markets, for all on-air and radio sales positions. If you are seriously seeking a move up, contact **NATIONAL** now. For complete confidential details including brochure and registration form, enclose \$1.00 P&H to:

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

ACT NOW!

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.

At The Game Network seeks game reporters and sportscasters. (516) 491-8585. EOE (3/13)

OPENINGS

NEED A NEW CHALLENGE?

Stop wandering aimlessly through the "job-hunting jungle." We'll put you in touch with hundreds of attractive opportunities every week!

Media Marketing
P.O. Box 1476
Palm Harbor, FL 34273-1476
813-786-3603

"The choice of professionals"

Quietly looking for help? Use R&R Blind Box Opportunities ads. Call Lisa or Dave at 213-553-4330 for more information.

OPENINGS

EAST

News hounds: Major market news operation stuffed into middle market environment has several news slots open. T&R: Ben Mavorach, WCCM, 33 Franklin St., Lawrence, MA 01840. EOE (3/6)

ND needed for Central New York combo. Oversee news department and morning shift. Experience required. Samples & T&R: Kim Stevens, WKXX, 14 S. Broad St., Norwich, 13815. EOE (3/6)

Wanted! PM drive personality for leading medium market FSA AM station. T&R: Tom Taylor, WHWH, Box 1350, Princeton, NJ 08542. EOE (3/6)

On-air talent needed for full and parttime shifts. Tri-state residents. Photo and T&R: Joe Collieran PD, WNNJ, Box 40, Newton, NJ 07860. EOE (3/6)

Searching for special, mature, morning personality who loves production, appearances, and the community. T&R: Dianne Perry PD, WINE, Box 95, Danbury, CT 06813. EOE (3/6)

WMOU-FM seeks talented AC personality for future opening in the beautiful White Mountains of New Hampshire. Super opportunity. C&R: Rick Davis, Box 489, Berlin, NH 03570. EOE (3/13)

WCYT/Portsmouth, NH seeks jocks and newpeople. T&R: Brian Phoenix, Rochester Hill Rd., Rochester, NH 03867. EOE (3/13)

WJBX News has an immediate opening for fulltime afternoon news position. T&R: Lynn Searle, 1862 State Street Ext, Bridgeport, CT 06605. EOE (3/13)

WLTN seeks experienced personalities for possible future full and parttime positions. T&R: Lisa Mills, 20 Main St., Littleton, NH 03561. EOE (3/13)

OPENINGS

Honesty: Long hours, low pay, great station, and tremendous opportunity. PM drive in top 100 market. T&R: Tim Todd, WORC, 167 Pleasant St., Worcester, MA 01609. EOE (3/13)

News Director for small market New England MOR. New facility near Boston. No beginners, please. T&R: Alan Okun, WGGF, Douglas Road, Webster, MA 01570. EOE (3/13)

Full and parttime announcer/newscasters needed. Nice area near D.C. T&R: Dave Silverstein, WXYA-AM & FM, Box 700, Charleston, WV 25414. EOE (3/13)

WNNJ & WIXL/Newton, NJ. seek aspiring sportscasters in Northern NJ and NE PA to do stringer work: college students and entry level persons. Leave message at (201) 383-4415. EOE (3/13)

Western Connecticut combo seeks parttimer willing to learn and grow. If you're an adult communicator. T&R: Glenn O'Brien, WLAD & WDAQ, 198 Main St., Danbury, CT 06810. EOE (3/13)

Beach ADR needs adult humor morning man yesterday. No beginners, no calls. C&R: Skip Iley, WYTR, Box 717, Ocean City, MD 21842. EOE (3/13)

ALL POSITIONS

WMOU-FM is seeking talented News Director and Air Personalities for future openings. Class C FM in beautiful White Mountains of New Hampshire. Super opportunity for the best. Send Cassette & resume to Rick Davis, Box 489, Berlin, NH 03570. EOE

WMOU
FM 103.7

OPPORTUNITIES

- OPENINGS

OPENINGS

OPENINGS

OPENINGS

IMMEDIATE

Combo Music/Talk strong voice AM drive personality. Seasoned pros only need apply. Number 11 Market. T&R to Radio & Records, 1930 Century Park West, Box #644, Los Angeles, CA 90067. EOE

UPSTATE NY

Nighttime talk show host position available 5kw upstate New York AM station. One year experience required. Excellent working conditions, fringe benefits provided. Send tape/resume to Radio & Records, 1930 Century Park West, #650, Los Angeles, CA 90067. EOE

SUNRICH, INC. MEDIA CONSULTANTS

Looking for established Morning Show for HOT CHR. Great bucks for the right act. Absolutely no beginners, no calls. T&R to: Sunny Joe White-RISS 108, 99 Revere Beach Pkwy., Medford, MA 02155 (EOE).

WQHQ 105-FM

Q-105, Delmarva's premier AC is looking for key people to give 110% for future openings. Minorities and females encouraged. Tapes and resumes to Ken Medek, P.O. Box U, Salisbury, MD 21801. EOE

DEPENDABLE

WSUS

RADIO/CABLE TV NEWSPERSON. Immediate. T&R now, then personal interview (your expense). Peter Haskell, WSUS FM/Video 8, PO Box 102, Franklin, NJ 07416. EOE

UNIQUELY SITUATED BETWEEN HARRISBURG AND SCRANTON

Central Pennsylvania powerhouse stations need medium market quality production director. If you like rural living, competitive radio, have a good voice, and production director experience, send resume, production samples and salary requirement to:

Jack Richards
WQKX/WKOK
Box 1070
Sunbury, PA 17801
EOE

THE MIGHTY WKOK 1070

STEREO 94 WGKX

ATTENTION NEWS HOUNDS

Major market news operation stuffed into middle market environment has several news slots open. T&R to Ben Mevorach, ND, WCCM, 33 Franklin St., Lawrence, MA 01840. EOE

Curt Jewry Broadcasting

SOUTH

Currently seeking evening personality, great for beginner. Duties include compiling fishing reports. T&R: Box 488, Marathon, FL 33050. EOE (3/13)

Experienced announcer with strong creative production and electric music/talk air skills. T&R: Steve Huntington, ASTI Broadcasting, 2857 Executive Drive, Clearwater, FL 33520. EOE (3/13)

Adult-oriented CHR seeks announcer for future opening. One-year minimum experience. Photo and T&R: PD, WPDZ, Box 2-103, Cheraw, SC 29520. EOE (3/13)

100,000w CHR in Nashville ADI has air positions available. No calls please. T&R: Russ Reynolds, WKOD FM, Box 1570, Tullahoma, TN 37388. EOE (3/6)

Overnights on the border with FM98. No beginners for a 100,000w CHR. T&R: KRRG, Box 6117, Laredo, TX 78042.

Magic 96, Nashville's new AC, seeks warm, adult comm. for future openings. Salary and T&R: Phil Valentine, 50 Music Sq.-West, Ste 901, TN 37203. EOE (3/6)

KISC-FM, Spokane's AC leader, is accepting T&Rs for future openings. Rob Harder, Box 8036, WA 99203-0036. EOE (3/6)

Morning announcer/MD for AM-FM station in Florida Panhandle. CHR/AC background. T&R: Box 10, Ft. Walton Beach, 32549. EOE (3/6)

**Want to increase sales? Use R&R
Opportunities ads to find hot new sales
talent. Call 213-553-4330.**

Rock 98/Memphis is accepting T&Rs for future openings. Morning personalities, production directors, all shifts. Brad Young, Box 3824, TN 38173-0824. EOE (3/6)

100,000w CHR in Nashville ADI has air positions available. No calls please. T&R: Russ Reynolds, WKOD-FM, Box 1570, Tullahoma, TN 37388. EOE (3/13)

WNUE, on the beautiful Emerald Coast of Florida, seeks dynamic morning/production air talent. T&R: Steve O'Day, 118 Wright Pkwy, Ft. Walton Beach, FL 32548. EOE (3/13)

Florida 100kw CHR seeks midday talent/production person immediately. T&R: Charlie Phillips PD, WAIL, 7 MacDonald Ave., Key West, FL 33040. 10am-noon only. EOE (3/13)

KFMX/Lubbock needs to replace departing "Breakfast Fike." Work with American Comedy Network and regular guy Wes Nussman. T&R: Gary Winter PD, 5613 Villa Drive, TX 79452. EOE (3/13)

WYFF-TV 107.5 FM 1480

Openings for morning personalities and news talents. The Dittman Broadcast Group is acquiring new properties and we need talent. T&R to Randy Lane, WABB, Box 2148, Mobile, AL 36652.

SOUTHWEST COUNTRY

Present and future openings, all shifts. Personality Country FM, Sunbelt Top 150 Market. Excellent opportunity with fast growing company. Tape, resume and salary requirement to Radio & Records, 1930 Century Park West, #639, Los Angeles, CA 90067. EOE M/F

SOUTH-SOUTHEAST POSITIONS

Growing sunbelt group needs experienced pros for new stations. Positions open for, GM, SM, PD CE Announcers, Production and Sales, Country, AC, CHR. We're growing in the South & Southeast. If you want to get in on the ground floor, send information to Tom Love, PO Box 588, Lufkin, TX 75902. No calls please. EOE

WRVR 104FM 68AM

WRVR AM-FM MEMPHIS

ARE YOU AN AIR TALENT WHOSE FIRST LOVE IS PRODUCTION? If you had your choice, you'd spend most of your time in the production room. Well, here's your chance. WRVR is looking for a talented individual to become our production assistant. Please send us a resume and a tape of your best work to:

Bob Kaake, Program Director, WRVR AM-FM, 5904 Ridgeway Parkway, Memphis, TN 38119. EOE MF A Visa com radio station.

WROQ/BIG WAES NEEDS A STATE OF THE ART MAJOR LEAGUE PROGRAM DIRECTOR

If you are up to the challenge and consider yourself one of the best, please forward your resume, programming philosophy, station composite and list of references to:

Neal Newman
Corporate Director of Programming
CRB Broadcasting
WROQ/WAES
400 Radio Road
Charlotte, NC 28216

WROQ Stereo am61 95fm



EOE

\$500 REWARD!!! NATIONWIDE TALENT SEARCH

Tip us to the next on-air personality we hire and collect our cash. Maybe you! K104FM got on top of Dallas/Ft. Worth ratings with determined, workaholic professionals who'll do ANYTHING to stay there. Big dollars when you produce! Urban contemporary Minorities/women encouraged. Calls OK! Cass & Bio to Michael Spears. KKDA-FM, 621 6th St., Grand Prairie, TX 75050.

K104 fm

GREAT Talent Makes Our Difference!

KTEM 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**

MORNING TALENT

ARE YOU WITTY? INTELLIGENT? ARTICULATE?

We're looking for a personality who can make waves. Can you do it without sex, jokes, and party horns? If so, generous compensation and a great career await you.

We're the only FM AC in our Top 75 Northeast market. Send T&R to Radio & Records, 1930 Century Park West, #654, Los Angeles, CA 90067. EOE

OPPORTUNITIES

OPENINGS

\$455
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

SOUTHERN COUNTRY FM

Rare opportunity at major market southern Country FM. Ability to creatively communicate with adults is a must. If you know what's happening in the world and in the market, if you can have fun on the air and keep the morning people informed and entertained, we want to hear from you. Send T&R to R&R, 1930 Century Park West, #647, Los Angeles, CA 90067. EOE M/F.

WXRC
THE ROCK

Charlotte's only true AOR is searching for hip personalities for afternoons and weekends T&R: Bob Raleigh, WXRC, P.O. Box 938, Hickory, SC 28601. EOE

99.7 FM
WTTU

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

A mature AM/FM station in Florida Panhandle needs experienced music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549. EOE

WZLQ 299

Z-99, WZLQ, North Mississippi's Top AC is searching for great air talent. Smooth delivery, quality production and attitude a must! Send your best to: Roger Nelson, PD, PO Box 410, Tupelo, MS 38802. EOE

MIDWEST

Entry level air talent/production position in Ohio resort area. T&R: Stan Reed, WTOO-FM, 1501 County Rd., Bellefontaine, OH 43311. EOE (3/13)

North Coast Ohio FM, that covers Toledo and half of Cleveland, seeks creative personality for fun PM drive. No beginners. C&R: Macy PD, Box P, Port Clinton, 43452. EOE (3/13)

MW PRODUCTION

Major Midwest college market needs production wiz/air talent. If you are warm, personable and able to relate to the AC audience that made us top rated then respond with C&R to Radio & Records, 1930 Century Park West, #651, Los Angeles, CA 90067. EOE

OPENINGS

MORNING TALENT

We're in the process of building one of the best A/C stations in the midwest. We need a great morning show to finish off a superb staff. Solos or teams, we're open to either. If you've always wanted to team up with someone else, but needed a station to give you that first break, we could be the one. Our main criteria is that you're GOOD. No beginners. The person(s) should be well rounded on jocking abilities. Able to be funny sometimes, entertaining all the time, topical, do some phones, be warm and human, and relate. We're not looking for another Dees or Imus, but you are going to have to compete in the toughest A/C market in the country.

We'll provide you with everything you need to make you happy, and help you to win. This is a company that understands programming. Tapes & Resume to Pat Holiday, P.D., WLTI, 20300 Civic Center Dr. Suite 300, Southfield, MI. 48076 EEO (313) 354-9300

W-LITE 93 FM

MIDWEST CHR

Alan Burns & Associates need upbeat and bright air talent for CHR client station. All shifts. If you are a team player and willing to grow with an up & coming station, send T&R to Jeff Johnson, 2026 Klinge Rd. NW, Washington, D.C. 20010. EOE

HOT CHR

Major Broadcast Group in Top 40 Market needs killer morning talent, and other shifts. If you have the talent, creativity, and drive to be #1 and want a great work environment, rush T&R to Radio & Records, 1930 Century Park West, #646, Los Angeles, CA 90067. EOE

PRODUCER

Major market morning show seeks creative writer-producer with production skills to assist top-rated morning duo. Experience, or related experience, necessary. Responses to Radio & Records, 1930 Century Park West, #649, Los Angeles, CA 90067. EOE M/F

CHR MORNINGS!

Medium market midwest FM needs a pro for morning drive. Join our family of happy, WELL PAID pros with a winning tradition. T&R: Radio & Records, 1930 Century Park West, #648, Los Angeles, CA 90067. EOE M/F

SPORTS ANNOUNCER

Legendary Midwestern Major seeking strong, experienced Basketball and Football play-by-play announcer with an opinion and a personality to join a great sports department. We carry the pros! Tape, resume with references and salary history to Radio & Records, 1930 Century Park West, Box #641, Los Angeles, CA 90067. EOE

WLO
WILD COUNTRY 1070 AM

CAREER BREAKTHROUGH FOR RIGHT PERSON

Stable Indiana AM/50,000 Watt FM has exceptional opportunity for leadership-oriented career broadcaster who has 4-5 years varied experience in good operation but feels advancement is limited. If you agree with us that radio is far more than DJ's and on-air ego trips, mail us your resume, tape and references. This could be the turning point in your career. WLO/WSHW, P.O. Box 545, Frankfort, Indiana 46041. EOE

OPENINGS

News Director. College degree plus five years' experience. T&R: Tom Birk, KLM5 & KFMO, 1540 So. 70th, Ste. #200, Lincoln, NE 68506. EOE (3/13)

Looking for a CHR entertainer. T&R: J.P. DeSantis, WCCW, Box 666, Traverse City, MI 49685. EOE (3/13)

Sweet 98 fm
KOKO-FM

Immediate opening for exciting Drive Time Talent at Hot CHR. Team player with good production/promo abilities. T&R ASAP to John Michaels, KQKQ, 1001 Farnam-On-The-Mall, Omaha, NE 68102. EOE

Magic 93.7 FM
WMDY

NEWS COMMUNICATOR

A major opportunity at a major FM/AM combo! Polished, upbeat professional anchor/reporter sought for morning drive on FM AC. Also report on combo News/Talk AM. TIR to: Mark Belling, ND, WMGN-WTDY, P.O. Box 2058, Madison, WI 53701. EOE M/F

MIDWEST SALES

Sales Oriented Manager. Looking for pro with professional management track record to multiply sales through people development. One of the finest Midwest small market combos. Excellent compensation and benefit package. Great working environment. Send resume with references and compensation requirement to Susanne S. Bergeron, President, WKAN/WLRT Radio, 6 Dearborn Square, Kankakee, IL 60901. EOE

K106 fm

FULL TIME OFF-AIR PRODUCTION DIRECTOR

This is a rare opportunity with a very special radio group that will value and reward your contribution to our success.

We're looking for a talented production director that can write, voice and produce creative and effective radio commercials and promos that get results for clients and our station, plus manage our production department.

We are the #1 rated station in Idaho and if you know nothing about our state or Boise, you're in for a pleasant surprise. Excellent salary and benefits plus a percentage of monthly production revenue received by the station. Our facilities are brand new, with the finest equipment including multi-track and digital capability as well as a great selection of music and SFX libraries. Send tape and resume to Don Jennings, Operations Manager, KCIX & KSGR Radio, 5257 Fairview Avenue, Boise, ID 83706. EOE M/F

OPENINGS

WEST

Now accepting tapes and resumes for future openings for new 100.300w CHR. Shawn St. James, SSJ Productions, 900 S. Boardman #E-41, Gallup, NM 87301. No calls. EOE (3/13)

Reporter/anchor needed in university setting. Sports background helpful, but not necessary. T&R: Bob Beck ND, KOWB & KCGY, Box 1290, Laramie, WY 82070. Deadline 4/1. EOE (3/13)

Aggressive Northern CA medium market seeks field reporter. Salary commensurate with talent and experience. T&R: Tom Guarino ND, 2654 Cramer Ln., Chico, CA 95928. EOE (3/13)

An all-News/Talk AM (Rock FM) in Monterey Bay area seeks aggressive/contemporary news director. T&R: Chet Tart, KMBY & KNZS, Box 1271, Monterey, CA 93942. EOE (3/13)

CHR/AC KWNZ/Reno has immediate openings. T&R: 557 Washington, NV 89503. EOE (3/13)

Night jock. CHR/AOR. Offering good job, bad pay, and great boss. T&R: Jon Reed, Box 5102, Woodport, OK 73803. EOE (3/13)

CHR KEZY seeks local weekend/relief talent! T&R: Craig Powers, 1190 E. Ball Rd., Anaheim, CA 92805. EOE (3/13)

RADIO SALES FOR LOS ANGELES AREA
(San Fernando Valley)

Willing to train enthusiastic beginner. Copywriting and production helpful. Room for rapid advancement - Unlimited dollar potential. Call Darrell Wayne - (818) 780-3644.

HOT NEW COUNTRY FM looking for killer PD, MD & jocks. State of the art facility in the West's most beautiful medium market. T&R, in confidence, to Radio & Records, 1930 Century Park West, #652, Los Angeles, CA 90067. EOE

WIMPS

NEED NOT APPLY. Cutting edge air talent wanted for imminent battle in Albuquerque. Your time has come. This could be the one to set your career on fire. Tapes & resumes to Howard Johnson, POWER 105, 800 Park Ave., S.W. Albuquerque, N.M. 87102.

Power 105 FM

KSGR fm

FULL TIME OFF-AIR PRODUCTION DIRECTOR

This is a rare opportunity with a very special radio group that will value and reward your contribution to our success.

We're looking for a talented production director that can write, voice and produce creative and effective radio commercials and promos that get results for clients and our station, plus manage our production department.

We are the #1 rated station in Idaho and if you know nothing about our state or Boise, you're in for a pleasant surprise. Excellent salary and benefits plus a percentage of monthly production revenue received by the station. Our facilities are brand new, with the finest equipment including multi-track and digital capability as well as a great selection of music and SFX libraries. Send tape and resume to Don Jennings, Operations Manager, KCIX & KSGR Radio, 5257 Fairview Avenue, Boise, ID 83706. EOE M/F

OPPORTUNITIES

OPENINGS

TIRED OF THE BULL----?

And the unreturned phone calls? And what does some glorybound P.D. care that you sent your last stamp and a T&R and that your mortgage is late? Then there's the "job lead" people who are bound enough to **HIT** your paycheck for 10%, **IF** they find you work. It's enough to make you think about selling insurance! Fortunately, **WESTWOOD PERSONALITIES** has a different system. Our stations specifically request talent from us, and **WHEN** you "score" every dollar you make is yours to keep. And because Westwood is a **FULL SERVICE** radio talent management firm, we also negotiate salary, moving expenses, etc. So, send us your tape and resume, and tell us where you want to work. If you're **GOOD**, and really **SERIOUS** about working, we'll take you to third base!

WESTWOOD PERSONALITIES
279 S. Beverly Dr., Beverly Hills, CA 90212

(213) 851-5769



MORNINGS . . . COLORADO

Are you ready for an exciting new challenge? We have an excellent opportunity in one of America's most beautiful cities. Surrey Broadcasting's KATM is looking for a hot morning talent for our new FM in Colorado Springs. If you want to make some great dollars and have some fun doing it, RUSH T&R to Randy, Stewart, KATM, 6760 Corporate Drive, Suite 340, Colorado Springs, CO 80919. (303) 548-1528. EOE

DISK DOCTOR

Skiing, rafting, fishing and beautiful vistas all included in our **worst slope package to the right person**. Grand Junction's newest and hottest night club seeks talented disk doctor to entertain. If you've got the experience and talent to handle our dancing clientele, the hottest spot in town is yours. Send tape (if available), picture and resume to Z Enterprises, 202 North Ave., Suite 122, Grand Junction, CO 81501. Send yesterday.

POSITIONS SOUGHT

Los Angeles! Objective to be MD. Three years in the business; seek assistant to MD or programming assistant. Have worked with major trades. (213) 861-5590. (3/13)

Warm, versatile, experienced NE Ohio announcer. KENNETH: (216) 253-2679. (3/13)

Do you need a GREAT FEMALE?

I give good personality/news/character voices/creative comedy-writing!

(312) 228-4877

Super CHR air talent/MD. Six-year pro, experienced in PM drive, good phones and laughs. Formerly of RKO and 13K. Winner! RANDY: (916) 244-0908. (3/13)

In the upcoming book, spring forward. Don't fall back. Experience in all formats. Top 100 markets only. TOM: (217) 787-6682. (3/13)

Versatility is the name of my game! Announcing, news, production, PBP, sports talk, all from the same hardworking, easy going guy. BILL: (216) 255-8143. (3/13)

Dave-o the Sperm Whale Beached in Louisville! (812) 282-9734

Seeking CHR afternoons/nights, CHR/AOR Morning team, or Production. Plays well with other children! Writez gud! A funny, creative, capable guy!

Entry level job, graduate of Meyer School, willing to relocate and work cheap. MITCH: (701) 838-8481. (3/13)

Broadcast graduate seeks entry level positions. Will work cheap. Robert Edmann: (701) 537-5298. (3/13)

Adult female with unique voice seeks work with production company. Contract or freelance: (517) 631-0816 days, 631-5895 nights. (3/13)

POSITIONS SOUGHT

Experienced, award-winning radio news director seeks position. Prefer Gulf Coast. VAL GOODSON: (205) 433-7044. (3/13)

Seven years' experience, three years' major market, afternoon drive at WBMX/Chicago. Worked for Lee Michaels, one of the best PDs. DENNIS: (312) 690-6110. (3/13)

Experienced, medium market PD with excellent people skills. Extensive on-air experience, including morning drive, sports, PBP. LARRY: (805) 273-0448. (3/13)

Five years' medium market, worked all shifts. A production wizard and a definite team player. DELLEO "The Dude" at your service. (414) 264-3195. (3/13)

News I can write, read, pass, and punt. Top 25 market experience. STEVE LYLE: (818) 339-9839. (3/13)

Creative communicator experienced in talk/interview, DJ, production, seeks small to medium market. Excellent people skills. Prefer Classical Jazz. JIM: (714) 839-5105. (3/13)

Just a good CHR job without all the idiosyncrasies. I don't mind taking charge. Ten years' experience, prefer Southeast. (704) 684-0221. (3/13)

AIR TALENT/PRODUCTION

Creative, adaptable, 10 yrs. experience CHR/AC, Classic Rock/Gold Characters, parody & Pipes. Looking for an honest gig with a growing broadcast company. Would like to stay in Great Lakes area but not necessary. Have an opening? I can help! Ric Cluechy 313-683-5772.

Dependable, CHR/AC/Urban professional seeks position in greater Cincinnati. Outstanding deep voice, delivery, and production. SCOTT: (513) 528-6316. (3/13)

Seven-year pro, programming, and on-air seeks position in Alabama. Prefer AC format. Available immediately. CHRIS JAMES: (205) 845-9047. (3/13)

Community-minded PD/MD with a "warm, mature" sound is available now! Team player with public appearance abilities. MICHAEL: (615) 381-5159. (3/13)

Overnights can be strange. I'm strange, so I'm perfect for overnights at your Country, A/C. Let me spend the night with your listeners. SCOTT: (615) 968-3358. (3/13)

On vacation in Iowa for two weeks. Seriously! Unless you need a talented AOR/CHR team player real fast, don't call my parents. (815) 875-2695. (3/13)

Three years' experience and ready for the next step. Daytime call BILL: (308) 532-3344. (3/13)

Ten years' experience, degree, management material. Looking to move to medium market in stable operation. Will consider all. JEFF: (806) 273-7576. (3/13)

AOR pro seeks stable operation. PD/MD experience. Will relocate. Available now. MAX: (806) 273-7576. (3/13)

AOR rocker with five years' experience at top 30 in Northeast, seeks position in warm climate. Good production, musical knowledge, and attitude. DOUG: (401) 245-5809. (3/13)

Reliable pro with ten years' promotion, sales, and DJ experience. Can generate great numbers and big dollars as part of a team in San Diego. PETER NAPOLI: (619) 576-2432. (3/13)

Super MD seeks super AOR station for super gig. Call for tape, resume, and reference. STEPHEN: (615) 297-0137. (3/13)

Oldies/AC. I know and love music. Five years' AC. Currently parttime medium market CHR. Location not important. DAN: (919) 828-8753. (3/13)

MAKE BEST BROADCAST TEAM BETTER

Currently employed major market radio talk show host with worldwide connections seeks daytime slot on best station. Perceptive interviewer, inquiring mind, rib tickling funnybone. Send T&R to Radio & Records, 1930 Century Park West, Box #645, Los Angeles, CA 90067.

POSITIONS SOUGHT

Experienced air personality seeks medium market. CRAIG: (614) 335-1322. (3/13)

Four-year professional with announcing/programming experience seeks fulltime career. Willing to relocate. Currently employed in Charlotte, NC. MARK: (704) 553-8921. (3/13)

Late-night/all-night in top 100 market. CHR/AC/Oldies formats. Yeah! That's the ticket. DAVID: (804) 748-2234. (3/13)

1986 "Loose pro of the year." Other awards and talents to dazzle you. TERRY: (802) 973-8100. (3/13)

Half-hour daily talk-interview host for three years seeks medium/large market. Full spectrum of topics. Airchecks available. WAYNE BYERS: (701) 251-2336. (3/13)

HAVE STAFF, WILL TRAVEL

We have a complete AOR staff ready to work hard for you. Programming, Music, News, Promotions, Community Affairs. We are professionals and seek a like operation. All dayparts, all or part of staff. 4 males, 1 female. Multi-format experience. Ready to relocate.

Jeff (806) 273-7576
Max (806) 358-2339

Creative jock from New York metro area seeks opportunity. Writing/voice/production skills. Great team player, ready to relocate. Multiformat. JOHN DIMAIO: (516) 746-6478. (3/13)

Experienced announcer, very good production skills. Currently holding daily eight-hour airshift in small New York. RAY: (607) 324-0149. (3/13)

Anywhere now! Trained broadcaster, good production. CHR/AC/MOR. HENRY: (201) 836-5166. (3/13)

Aardvarks are not my passion, but radio is. Seek AC/BFL airshift with opportunity for several daily features. At least three weekly features. (201) 233-1922. (3/13)

Six-year CHR pro, no deep voice, creative, and demented. Not a mannequin jock. Batteries not included. BARRY: (803) 249-7597. (3/13)

Creative energetic morning maniac wants to blow your AM drive ratings sky-high! CHR/AC/AOR/Urban. BILL: (313) 247-0532. (3/13)

Experienced, hardworking copywriter/announcer who doesn't mind working late seeks fulltime position. MARK: (303) 857-6398. (3/13)

25 year pro seeks news anchor or production with Easy/Light station. Prefer East Coast, presently in Pittsburgh. DON: (412) 864-0713. (3/13)

LOOKING FOR AN URBAN PD?

Presently employed at the highest rated and most respected Urban station in the nation. Seeks on air PDship of Black/Urban FM in Top 100 market, at a station that's committed to winning and that will provide full promotional support.

Experience includes working in both Urban and CHR formats as well as AC. Extensive knowledge of programming, music, promotions as well as research. If you're looking for someone who possesses maturity, leadership and people skills then let me take your station to the top. Let's talk. (504) 346-7525

My boss has a black eye and I need a new job (just kidding!) Welcome responsibility. JAY: (303) 565-9582. (3/13)

15-year pro seeks AM drive, PM drive, or middays in medium/large market. Prefer South, Country, or AC. (704) 243-2103. (3/13)

Engineering/production position wanted by experienced L.A. engineer in West Coast radio/TV or production company. BRUCE: (818) 342-6521. (3/13)

Number one-rated AC/CHR morning man and PD for six years. Mornings for seven years. Detail-minded and goal-oriented. J.R. GREELY: (314) 474-6259. (3/13)

Undecided on a DJ or newscaster. I can be bought! Young male willing and waiting for your call. JAMES: (701) 663-5388/838-2051. (3/13)

Entry level broadcaster. Will relocate anywhere. Salary negotiable. Any format. TONY: (701) 337-5622. (3/13)

POSITIONS SOUGHT

Have school, no job. Help! Hardworking female, any shift, anytime. CORINNE ENGELHARD: (701) 784-5862. (3/13)

Wanted! Medium market AOR/CHR who's serious about hitting the hardest worker they'll find. Good personality and production. Prefer West Coast. DARRYL: (415) 785-8674. (3/13)

Sports director (PBP) producer/announcer seeks position. Five years' news background. Will relocate. (702) 368-2115. (3/13)

Talent being wasted. Can do sports. Worked all formats, all shifts. Four and half-year veteran. Prefer the South. KEVIN: (705) 757-9158. (3/13)

Testing the free agent market. Veteran newsmen looking for bigger bucks. Strong sports background. Eight and half years' experience. BRUCE: (813) 349-0546. (3/13)

FM AN ARB TERRORIST

As your next PROMOTIONS DIRECTOR, your competition will be terrorized by what I'll do to their ARB's!

I'm radio's best kept secret: Dynamically creative! Exceptionally organized and meticulous! Excellent management skills! Solid radio marketing/image instincts! Energetic radio fanatic! Street-smart thinker! Good understanding of research! #s! Dedicated!

I'll effectively promote and position your station; help increase your cume, TSL & AQH, with solid, visionary ideas via my nine years radio/TV experience. Ready to create marketing warfare & inflict some pain!

All serious inquiries considered for any top 40 metro rated CHR/Hot AC/BU/Gold/non-metal AOR. I'll relocate for right offer, especially CA, Sunbelt & NE. Call today before the pain I inflict may be on YOU! Stephen (617) 449-8141!

AOR personality, natural communicator. Seek stable gig, top 50 peninsula. JOHN: (312) 784-1327. (3/13)

Creative AM/PM drive seeks medium market. Prefer East Coast. Personality-oriented. CHR/AC/Urban. JIM: (802) 254-8453 after 5pm. (3/13)

MISCELLANEOUS

Black/Urban WWPR-AM is in desperate need of any and all Black/Urban material. ATTN: Todd Tedder, WZLG-FM. Box 410, Tupelo, MS 38802.

AC stations needs music service from everywhere. Prefer CDs, but need albums and records also. ATTN: Jay McKay, KAEZ, Box 838, Gilmer, TX 75644.

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.

NATIONAL MUSIC FORMATS

Added This Week

The R&R "Year End Review Pack"

1974-1986

- All the hits
- All the charts
- All the formats

Only \$20*

Call Kelley at R&R
213-553-4330

Now
available

* Postage included, allow
4 to 6 weeks for delivery.



Bonneville Broadcasting

Kevin McCarthy (800) 631-1500

Alpha

STARSHIP "Nothing's Gonna Stop Us Now"

Easy Listening

ROGER WILLIAMS "Hello"
STEVE LAWRENCE "But Not For Me"

Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

Adult Contemporary

CYNDI LAUPER "What's Going On"

SMOKEY ROBINSON "Just To See Her"

BILLY VERA & THE BEATERS "I Can Take Care Of Myself"

Modern Country

GENE WATSON "Honky Tonk Crazy"

PAKE McENTIRE "Heart Vs. Heart"

JANIE FRICKIE "Are You Satisfied"

T.G. SHEPPARD "You're My First Lady"

GIRLS NEXT DOOR "Walk Me In The Rain"

CHARLEY PRIDE "Have I Got Some Blues For You"

Century 21

Greg Stephens (214) 534-2121

The Z Format

SHIRLEY MURDOCK "As We Lay"
CYNDI LAUPER "What's Going On"

BREAKFAST CLUB "Right On Track"

The AC Format

ATLANTIC STARR "Always"
CYNDI LAUPER "What's Going On"

KENNY LOGGINS "Meet Me Half Way"

B. JOEL & R. CHARLES "Baby Grand"

BILLY VERA & THE BEATERS "I Can Take Care Of Myself"

L. VANDROSS & G. HINES "There's Nothing Better Than Love"

Super-Country

WILLIE NELSON "Heart Of Gold"
MICKEY GILLEY "Full Grown Fool"

JANIE FRICKIE "Are You Satisfied"

TANYA TUCKER "It's Only For Love"

T.G. SHEPPARD "You're My First Lady"

MOE BANDY "Til I'm Too Old To Die Young"

Concept Productions

Ervin Schwarna (916) 782-7754

CHR

CYNDI LAUPER "What's Going On"

BREAKFAST CLUB "Right On Track"

JODY WATLEY "Looking For A New Love"

HUEY LEWIS & THE NEWS "I Know What I Like"

L. VANDROSS & G. HINES "There's Nothing Better Than Love"

Country

KEITH WHITLEY "Hard Livin'"
GENE WATSON "Honky Tonk Crazy"

JANIE FRICKIE "Are You Satisfied"

CHARLY McCLAIN "Don't Touch Me There"

NITTY GRITTY DIRT BAND "Baby's Got A Hold On Me"

EDDY RAVEN "You're Never Too Old For Young Love"

AC

ATLANTIC STARR "Always"
SPANDAU BALLET "How Many Lies"

CONCEPT PRODUCTIONS

CYNDI LAUPER "What's Going On"

ERIC MARTIN "Everytime I Think Of You"

CHICAGO "If She Would Have Been Faithful"

Drake-Chenault

Bob Laurence (800) 247-3303

XT-40

PETER WOLF "Come As You Are"

KOOL & THE GANG "Stone Love"
CYNDI LAUPER "What's Going On"

CUTTING CREW "(I Just) Died In Your Arms"

Contempo 300

SHEILA E "Hold Me"

CYNDI LAUPER "What's Going On"

STEVE WINWOOD "The Finer Things"

SERGIO MENDES "What Do We Mean To Each Other"

Great American Country

LYLE LOVETT "God Will"

DAN SEALS "I Will Be There"

FORESTER SISTERS "Too Many Rivers"

Media General

Broadcast Services

Bob Dumes (800) 320-4433

Action

ATLANTIC STARR "Always"

SIMPLY RED "The Right Thing"

EL DeBARGE "Starlight Express"

SMOKEY ROBINSON "Just To See Her"

CROWDED HOUSE "Don't Dream It's Over"

BILLY VERA & THE BEATERS "I Can Take Care Of Myself"

Your Country

CONWAY TWITTY "Julia"

JOHN CONLEE "Domestic Life"

DAN SEALS "I Will Be There"

FORESTER SISTERS "Too Many Rivers"

DAVID ALLAN COE "Need A Little Time Off For Bad Behavior"

Hit Rock

DONNA ALLEN "Serious"

SURVIVOR "How Much Love"

SHIRLEY MURDOCK "As We Lay"

ROBERT CRAY BAND "Smokin' Gun"

CYNDI LAUPER "What's Going On"

CUTTING CREW "(I Just) Died In Your Arms"

Peters Productions, Inc.

George Jones (800) 255-8511

Country Lovin'

WILLIE NELSON "Heart Of Gold"
T.G. SHEPPARD "You're My First Lady"

STEVE EARLE "Goodbye's All We've Got Left"

EDDY RAVEN "You're Never Too Old For Young Love"

The Ultimate AC

SHIRLEY MURDOCK "As We Lay"

The Programming Consultants

Steve Peters (800) 643-7807

Stereo Rock

SURVIVOR "How Much Love"

SHIRLEY MURDOCK "As We Lay"

CYNDI LAUPER "What's Going On"

AC

SHIRLEY MURDOCK "As We Lay"

STEVE WINWOOD "The Finer Things"

GENESIS Tonight, Tonight, Tonight"

THE PROGRAMMING CONSULTANTS

Country

CONWAY TWITTY "Julia"

LYLE LOVETT "God Will"

DAN SEALS "I Will Be There"

JOHN CONLEE "Domestic Life"

RICKY SKAGGS "I Wonder If I Care As Much"

Radio Arts

John Benedici (818) 841-0225

Country's Best

JANIE FRICKIE "Are You Satisfied"

GIRLS NEXT DOOR "Walk Me In The Rain"

BILLY JOE ROYAL "Old Bridges Burn Slow"

MOE BANDY "Til I'm Too Old To Die Young"

Soft Contemporary

SHEILA E "Hold Me"

ATLANTIC STARR "Always"

EL DeBARGE "Starlight Express"

B. JOEL & R. CHARLES "Baby Grand"

Sound 10

SHEILA E "Hold Me"

GINO VANNELLI "Wild Horses"

CYNDI LAUPER "What's Going On"

KENNY LOGGINS "Meet Me Half Way"

ERIC MARTIN "Everytime I Think Of You"

Satellite Music Network

Pat Clarke (214) 891-9200

The Starstation

STEVE WINWOOD "The Finer Things"

GENESIS "Tonight, Tonight, Tonight"

RESTLESS HEART "I'll Still Be Loving You"

Country Coast-To-Coast

PAKE McENTIRE "Heart Vs. Heart"

JUDY RODMAN "Girls Ride Horses Too"

GIRLS NEXT DOOR "Walk Me In The Rain"

STEVE EARLE "Goodbye's All We've Got Left"

O'KANES "Can't Stop My Heart From Loving You"

Rock 'N' Hits

ALPHAVILLE "Red Rose"

JIMMY LIFTON "I'm A Man"

PRINCE "Sign 'O' The Times"

WORLD PARTY "Ship Of Fools"

GLASS TIGER "I Will Be There"

CYNDI LAUPER "What's Going On"

BREAKFAST CLUB "Right On Track"

COREY HART "Dancin' With My Mirror"

GEORGIA SATELLITES "Battleship Chains"

BLOW MONKEYS "It Doesn't Have To Be This Way"

SAMANTHA FOX "Do Ya Do Ya (Want To Please Me)"

ALAN PARSONS PROJECT "Standing On Higher Ground"

Transtar

Adult Contemporary

Mark Taylor (213) 460-6383

A. FRANKLIN & G. MICHAEL "I Know You Were Waiting (For Me)"

Country

Rick Horne (212) 460-6383

HIGHWAY 101 "The Bed You Made For Me"

T. GRAHAM BROWN "Don't Go To Strangers"

M. MURPHEY & H. DUNN "A Face In The Crowd"

PARTON, RONSTADT & HARRIS "To Know Him Is To Love Him"

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

MARCH 13, 1987

- 1 LARRY CARLTON/Last Nite (MCA)
2 DAVID NEWMAN/Heads Up (Atlantic)
3 MICHEL PETRUCCIANI featuring HALL & SHOWER/Power Of Three (Blue Note)
4 DAVID SANBORN/A Change Of Heart (WB)
5 CARMEN LUNDY/Good Morning Kiss (Black-Hawk)
6 JOE HENDERSON/The State Of The Tenor, Vol. 2 (Blue Note)
7 WAYNE SHORTER/Phantom Navigator (Columbia)
8 BILL SHIELDS & STANLEY CLARKE/Shieldstone (RSVP/Optimism)
9 RIPPINGTONS/Moonlighting (Passport Jazz)
10 PAQUITO D'RIVERA/Manhattan Burn (Columbia)
11 PASSPORT/Heavy Nights (Atlantic)
12 MICHAEL GARSON/Serendipity (Reference)
13 MCCOY TYNER/Double Trios (Denon)
14 EDDIE GOMEZ/Discovery (Columbia)
15 DEXTER GORDON/Other Side Of Round Midnight (Blue Note)
16 VIC VOGEL/Awesome! Big Band (Pinnacle)
17 STANLEY JORDAN/Standards Volume #1 (Blue Note)
18 PONCHO SANCHEZ/Papo Gato (Concord)
19 BOB BROOKMEYER/Osto (Concord)
20 CHICK COREA/Trio Music, Live In Europe (ECM)
21 JOHN SCOFIELD/Blue Matter (Gramavision)
22 CARMEN MCGRAE/Any Old Time (Denon)
23 OSCAR CASTRO-NEVES/Oscar (Living Music/Windham Hill)
24 LAUREL MASSE/Easy Living (Pausa)
25 SCOTT HAMILTON/The Right Time (Concord)
26 FUTURE PROSPECT/Future Prospect (DSP/Optimism)
27 BLUE SKY/Wish I Were Here (Bannerworks)
28 SHERRY WINSTON/Do It For Love (Pausa)
29 KOINONIA/Frontline (MCA)
30 NIGHTNOISE/Something Of Time (Windham Hill)

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Calvin Bouette, WYLD-FM/New Orleans, Dell Spencer, WDMT/Cleveland, Calvin Hicks

MOST ADDED

- PAQUITO D'RIVERA (16)
KOINONIA (12)
JOHN SCOFIELD (12)
MARLENA SHAW (10)
MICHAEL GARSON (9)
BLUE SKY (8)
JOHN CHIODINI (8)
A. GILBERTO plus J. LAST ORCHESTRA (8)
LONNIE LISTON SMITH "Make Someone Happy" (Doctor Jazz) 9/1
MARK MURPHY "Night Mood" (Milestone/Fantasy) 8/5
MADHUSE "8" (Paisley Park/WB) 8/1
ABDULLAH IBRAHIM "Ekaya" (Black-Hawk) 8/0
JAMES NEWTON "Romance & Revolution" (Blue Note) 7/4
WOODY SHAW "Solid" (Muse) 7/4
HUGH MASSEKELA "Tomorrow" (WB) 7/2
CEDAR WALTON "The Trio - 1" (Red/PSI) 7/0
BARRY MILES "Zoot Suit Stomp" (TC) 6/3
CHARLES BROWN "One More For The Road" (Blue Side) 6/1
CHRIS CONNOR "Classic 1" (Contemporary/Fantasy) 6/1
ELVIN JONES/MCCOY TYNER "Reunited" (Black-Hawk) 5/5
NAJEE "Najee's Theme" (EMI America) 5/0
FRED RAULSTON "Fred's Rescue" (Sax Brass) 5/0

HOTTEST

- DAVID NEWMAN (19)
LARRY CARLTON (18)
DAVID SANBORN (17)
MICHEL PETRUCCIANI (15)
RIPPINGTONS (11)
CARMEN LUNDY (9)
PASSPORT (9)
B. SHIELDS & S. CLARKE (8)
PAQUITO D'RIVERA (7)
WAYNE SHORTER (7)

NEW & ACTIVE

- JOHN CHIODINI "Weightless" (MCA) 13/8
KEN WILEY "Visage" (Passport Jazz) 12/3
MARLENA SHAW "It Is Love" (Verve) 11/10
BILL BERGMAN "Midnight Sax" (Passport Jazz) 11/4
JOHN HICKS "In Concert" (WB) 11/3
ASTRUD GILBERTO PLUS JAMES LAST ORCHESTRA "Astrud Gilberto Plus James..." (Verve) 10/8
DAVE MCKENNA "My Friend The Piano" (Concord) 10/2
ARTFULLY BEATLES "25th Anniversary Salute..." (Artful Balance/JCI) 9/1

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, SOUTH, MIDWEST, WEST and various station call letters and program details.

JAMES "BLOOD" ULMER advertisement featuring a large image of the artist and promotional text.

48 Reporting Stations
46 Current Reports
WYLD-FM-New Orleans failed to report, therefore its playlist was frozen.

AMERICA—DO YOU REMEMBER THE LOVE? ON YOUR TURNTABLES NOW! ON BLUE NOTE RECORDS.

RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS

MIKI HOWARD
Imagination (Atlantic)

73% of our reporting stations on it. Rotations: Heavy 2/0, Medium 21/2, Light 43/12, Total Adds 14, K104, KMJQ, WEDR, WBMX, WVKO, WKND, WFXA, WALT, WQIM, KDKS, WYWM, WGPR, KPRR, KPFW, KPWW. Debuts at number 40 on the Black/Urban chart.

SURFACE
Happy (Columbia)

62% of our reporting stations on it. Rotations: Heavy 8/0, Medium 18/0, Light 30/15, Total Adds 15, WXYV, WQIA, WEDR, WTMP, WPAL, WHYZ, WQFX, WPDQ, WZAF, WQOK, Z103, WGPR, WWWW, WVOI, KUKO.

MELBA MOORE
It's Been So Long (Capitol)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 8/2, Light 47/25, Total Adds 27 including WDJY, WHUR, WVEE, WYLD-FM, WTMP, WBMX, WBZL, WLUM, KJLH, WPAL, WHYZ, KOKY, WGPR, WKWM, WTLC, KDKO.

NEW & ACTIVE

CHICO DEBARGE "The Girl Next Door" (Motown) 54/7

Rotations: Heavy 0/0, Medium 17/2, Light 37/5, Total Adds 7, OC104, WEKS, WQMG, WKXI, WJJS, WYDM, WGPR, Medium: WDAS, WDWI, KPRS, WFXA, WXXX, WATV, WPAL, JET94, WZAZ, KJCB, KHYS, WANM, WKWM, WTLC, WWWW.
GEORGIO "Sex Appeal" (Motown) 52/13
 Rotations: Heavy 2/0, Medium 19/2, Light 31/11, Total Adds 13, KMJQ, WHRK, WGOI, KPRS, WJIZ, JET94, WFXC, WKXI, WBLX, WORL, WANM, WGPR, WVOI, Heavy: WTMP, KSOL, Medium: WAMO, WHUR, WDWI, WBMX, WJLB, WLUM, KMJM, WFXA, WHYZ, WJMI, WZAZ, WJYL, KHYS, WYDM, KATZFM, KMYX, KPFW.

JOCELYN BROWN "Ego Maniac" (WB) 51/13

Rotations: Heavy 8/2, Medium 14/0, Light 31/13, Total Adds 13, WVEE, WJLB, KPRS, WDKX, WEKS, WQFX, Z16, WLOU, WBLX, WORL, WGPR, WVOI, KMYX, Heavy: WWINFM, WBLX, WKND, WQGN, KOKY, WANM, Medium: WILD, WAMO, WHUR, K104, WEDR, WDWI, WZAK, WNHC, WPAL, KDZL, WJMI, KHYS, WJLA, KPFW.

BLAKE & HINES "Sherry" (Motown) 47/10

Rotations: Heavy 3/0, Medium 20/1, Light 24/9, Total Adds 10, WHUR, WBMX, WDKX, KDZL, KJCB, WQOK, Z103, KPRW, WWWW, KPFW, Heavy: KMJM, WZAZ, KIZ, Medium: WDJY, K104, WQIA, WEDR, WDWI, WTMP, KPRS, KJLH, WEKS, WATV, WENN, WPAL, WFXC, WKXI, Z16, KHYS, WANM, WGPR, WTLC.

CHUCK STANLEY "Day By Day" (Def Jam/Columbia) 45/7

Rotations: Heavy 1/0, Medium 14/0, Light 30/7, Total Adds 7, WGOI, XHRM, WKND, KOXL, JET94, WFXC, KDKO, Heavy: WDAS, Medium: WAMO, WQIA, WEDR, WZAK, KJLH, WNHC, WJIZ, WENN, WPDQ, WZAZ, KOKY, WJUS, WBLX, KXFM.

D'BRYAN "Driving Force" (Capitol) 43/8

Rotations: Heavy 0/0, Medium 9/0, Light 34/8, Total Adds 8, WZAK, WDKX, WEKS, WFXA, WATV, JET94, KJCB, KPFW, Medium: K104, WNHC, WJMI, WZAZ, WBLX, WTLC, WJLA, WWWW, KBUZ.

GAP BAND "Zibbie Zibbie (Get The Money)" (Total Experience/RCA) 41/16

Rotations: Heavy 0/0, Medium 11/4, Light 30/12, Total Adds 16, WVEE, WQIA, WBLX, KPRS, WEKS, KOXL, WXXX, WPAL, WZAZ, KOKY, WLOU, WBLX, KDKS, Z103, KDKO, KPFW, Medium: WAMO, K104, WBMX, WLUM, WFXA, WJYL, WALT, DRAG, JUICE JONES "Here I Go Again" (Def Jam/Columbia) 41/3

Rotations: Heavy 0/0, Medium 9/0, Light 32/3, Total Adds 9, K104, KPRS, Z93, Medium: WDAS, WEDR, WDWI, WENN, WQGN, WKXI, KOKY, WBLX, KDKS.

COVER GIRLS "Show Me" (The Fever/Sutra) 40/8

Rotations: Heavy 7/0, Medium 15/0, Light 18/8, Total Adds 8, WVEE, WKND, OC104, WFXA, WFXC, WJLA, KPRW, KUKO, Heavy: WWINFM, WDAS, WJUS, WGOI, KPRS, XHRM, WQGN, Medium: WAMO, WHRK, WDWI, WTMP, WBMX, WZAK, WLUM, KMJM, WDKX, WEKS, WPAL, Z93, WKXI, KHYS, WPLZ.

JAMES "D-TRAIN" WILLIAMS "Oh How I Love You (Girl)" (Columbia) 39/13

Rotations: Heavy 2/0, Medium 10/4, Light 27/9, Total Adds 13, WDAS, WEDR, WZAK, WJLB, KMJM, WENN, WPAL, WPEG, WKXI, WPDQ, WZAZ, WANM, KDKO, Heavy: WJMI, WLOU, Medium: K104, WNHC, WDKX, WQGN, WJYL, KATZFM.

LUTHER INGRAM "Don't Turn Around" (Profile) 35/4

Rotations: Heavy 0/0, Medium 12/1, Light 25/3, Total Adds 4, KPRS, KMJM, WVOI, KDKO, Medium: WQIA, WEDR, WZAK, WXXX, WPAL, WFXC, WQFX, WKXI, KJCB, WQIS, KATZFM.

PHILIP INGRAM & SCHERRIE PAYNE "Incredible" (Superstar International) 33/4

Rotations: Heavy 8/0, Medium 12/1, Light 13/3, Total Adds 4, WGOI, KDZL, KHYS, Z103, Heavy: WDJY, WQIA, KPRS, WJIZ, WEKS, WKXI, WZAZ, Medium: WHUR, WVEE, WEDR, WTMP, KOXL, WATV, WPEG, WFXC, WJYL, WBLX, WWWW.

TRINERE "They're Playing Our Song" (Jampacked) 32/5

Rotations: Heavy 0/0, Medium 4/0, Light 23/3, Total Adds 13, WHUR, WEDR, WDWI, WZAK, WLUM, WXXX, Z93, WFXC, WEDR, KDAY, WJIZ, WENN, WKXI, WQGN, WJYL, WYDM, WANM, WTLC, KBUZ.

ROSE ROYCE "Lonely Road" (Omni/Atlantic) 31/6

Rotations: Heavy 0/0, Medium 9/2, Light 22/4, Total Adds 6, KPRS, WLUM, JET94, WFXC, WPDQ, KDKS, Medium: WDAS, WJIZ, WKXL, WZAZ, WBLX, WTLC, KATZFM.

MESHAY "Climbing The Wall" (Superstar International) 29/3

Rotations: Heavy 1/0, Medium 16/2, Light 12/1, Total Adds 3, WDAS, WHUR, KHYS, Heavy: WTLC, Medium: WDJY, WQIA, WEDR, WDWI, WTMP, KPRS, WJIZ, WATV, WENN, WPAL, WFXC, WKXI, WBLX, WWWW.

NORWOOD "I Can't Let You Go" (MCA) 27/13

Rotations: Heavy 0/0, Medium 4/0, Light 23/3, Total Adds 13, WHUR, WEDR, WDWI, WZAK, WLUM, WXXX, Z93, WFXC, KDKS, WDKS, WGPR, WWWW, Medium: WTMP, WPAL, WZAZ, WANM.

RUE "I Need Your Loving" (Asinia) 27/4

Rotations: Heavy 0/0, Medium 6/0, Light 21/4, Total Adds 4, WENN, WKXI, WPDQ, Z16, Medium: KPRS, WJIZ, WFXC, WZAZ, KDKS, WWWW.

MANTRONIX "Who Is It" (Sleeping Bag) 25/4

Rotations: Heavy 0/0, Medium 4/0, Light 21/4, Total Adds 4, WTMP, WZAK, KMJM, WEKS, Medium: WWINFM, WXYV, WKXI, WQIS.

MOST ADDED

MELBA MOORE (27)
 FREDDIE JACKSON (22)
 GAP BAND (16)
 SHIRLEY MURDOCK (15)
 SURFACE (15)
 ATLANTIC STARR (14)
 MIKI HOWARD (14)

HOTTEST

JODY WATLEY (70)
 CLUB NOUVEAU (69)
 SHEILA E (45)
 JANET JACKSON (23)
 PRINCE (22)
 KOOL & THE GANG (21)
 ONE WAY (21)
 MADHOUSE (18)
 HERB ALPERT (16)
 JETS (11)

SIGNIFICANT ACTION

CLAUDJA BARRY "Can't You Feel My Heart Beat" (Epic) 24/12

Rotations: Heavy 0/0, Medium 0/0, Light 24/12, Total Adds 12, WEDR, WNHC, Z93, WQFX, KOKY, WLOU, KHYS, KDKS, Z103, WWWW, WVOI, KBUZ.

GRANDMASTER FLASH "U Know What Time It Is" (Elektra) 24/8

Rotations: Heavy 0/0, Medium 10/1, Light 14/7, Total Adds 8, WDWI, KPRS, XHRM, WEKS, JET94, KIIZ, WJYL, KDKO, Medium: WDJY, K104, KMJQ, WEDR, WBMX, KDAY, KSOL, WJIZ, WANM.

FREDDIE JACKSON "I Don't Want To Lose Your Love" (Capitol) 22/22

Rotations: Heavy 0/0, Medium 4/4, Light 18/18, Total Adds 22, WHUR, WYLD-FM, K94, WDWI, WTMP, WGOI, WZAK, KMJM, WNHC, WJIZ, WEKS, WPEG, WFXC, WHYZ, WJMI, KJCB, WJYL, KDKS, WANM, KATZFM, WVOI, KBUZ.

CAMEO "Back And Forth" (Atlanta Artists/PG) 21/11

Rotations: Heavy 5/0, Medium 5/3, Light 11/8, Total Adds 11, WDAS, WHUR, WBMX, WZAK, KJLH, OC104, Z93, JET94, WHYZ, WLOU, KUKO, Heavy: WILD, WAMO, WALT, WQOK, WGIN, Medium: WKKO, KMYX.

LIVING PROOF "Hold On To Your Dreams" (Fantasy) 21/5

Rotations: Heavy 0/0, Medium 1/1, Light 20/4, Total Adds 5, WDAS, WPEG, WLOU, WJLA, WWWW.

SHIRLEY MURDOCK "Go On Without You" (Elektra) 18/15

Rotations: Heavy 0/0, Medium 5/3, Light 13/12, Total Adds 15, WDJY, WHUR, KMJQ, WYLD-FM, WTMP, WBLX, WZAK, WATV, WPAL, WJMI, KIIZ, Z16, KOKY, KDKS, KATZFM, Medium: WWINFM, WJYL.

FIRST CIRCLE "Working Up A Sweat" (EMI America) 18/4

Rotations: Heavy 0/0, Medium 7/0, Light 10/4, Total Adds 4, WDJY, Z93, WTLC, WVOI, Heavy: WGIN, Medium: WWINFM, WXYV, WHUR, WDWI, WBMX, WGOI, WNHC.

PHIL FEARON "Ain't Nothin' But A Houseparty" (Cool Tempo/Chrysalis) 18/2

Rotations: Heavy 0/0, Medium 3/0, Light 15/2, Total Adds 2, WEDR, Z93, Medium: WAMO, WYDM, WTLC.

AL GREEN "Everything's Gonna Be Alright" (A&M) 17/12

Rotations: Heavy 0/0, Medium 2/2, Light 15/10, Total Adds 12, WWINFM, WTMP, WGOI, WJLB, WKND, WDKX, Z93, WFXC, WPDQ, WBLX, WANM, WKWM.

PICTURE PERFECT "Prove It Boy" (Atlantic) 17/2

Rotations: Heavy 0/0, Medium 5/0, Light 12/2, Total Adds 2, Z93, Z103, Medium: WDAS, WDWI, WTMP, WZAZ, WTLC.

CONWAY BROTHERS "I Can't Fight It" (Ichiban) 16/10

Rotations: Heavy 0/0, Medium 1/0, Light 15/10, Total Adds 10, WHRK, WDWI, WJIZ, KOXL, WENN, WPAL, WFXC, WQFX, WKXI, KHYS, Medium: WZAZ.

EGYPTIAN LOVER "Freakaholic" (Egyptian Empire) 16/6

Rotations: Heavy 1/0, Medium 2/0, Light 13/6, Total Adds 6, WWINFM, WEKS, WXXX, WATV, WPEG, WWWW, Heavy: KDAY, Medium: K104, KJLH.

SALT & PEPA "My Mike Sounds Nice" (Next Plateau) 15/5

Rotations: Heavy 1/0, Medium 0/0, Light 14/5, Total Adds 5, WXYV, WTMP, WENN, WPEG, WWWW, Heavy: KDAY.

EL DEBARGE "Starlight Express" (MCA) 14/6

Rotations: Heavy 0/0, Medium 3/1, Light 18/18, Total Adds 6, WDAS, KOXL, JET94, KHYS, WTLC, WJLA, Medium: WFXA, WJMI.

ZEE "Madness" (Warlock) 14/4

Rotations: Heavy 0/0, Medium 1/0, Light 13/4, Total Adds 4, WZAK, KOXL, WQGN, KHYS, Medium: WXYV.

CYRE "Last Chance" (Fresh/Sleeping Bag) 14/3

Rotations: Heavy 0/0, Medium 1/0, Light 13/3, Total Adds 3, WPEG, WTLC, WJLA, Medium: WQIS.

SUGAR BABES "We Rock The Beat" (MCA) 13/8

Rotations: Heavy 0/0, Medium 2/0, Light 11/8, Total Adds 8, WYLD-FM, KJCB, Z16, WJYL, WWWW, KATZFM, WVOI, KBUZ, Medium: KDAY, WJMI.

NAJEE "Feels So Good To Me" (EMI America) 13/3

Rotations: Heavy 0/0, Medium 0/0, Light 13/3, Total Adds 3, WXYV, KOXL, WKXI.

TONY DESHAWN "Real Lover" (Amazon) 12/3

Rotations: Heavy 0/0, Medium 2/0, Light 10/3, Total Adds 3, WDWI, WLOU, WWWW, Medium: KOXL, WZAZ.

BEAU WILLIAMS "All Because Of You" (Capitol) 12/2

Rotations: Heavy 0/0, Medium 1/0, Light 11/2, Total Adds 2, WYLD-FM, KIIZ, Medium: KMJQ.

MANHATTANS "All I Need" (Columbia) 11/11

Rotations: Heavy 0/0, Medium 0/0, Light 11/11, Total Adds 11, KMJQ, WQIA, WHRK, WYLD-FM, WTMP, WZAK, WXXX, WQFX, WZAZ, WQIS, KHYS.

DAVID SANBORN "Chicago Song" (WB) 11/8

Rotations: Heavy 0/0, Medium 2/1, Light 9/7, Total Adds 8, WHUR, WGOI, WJIZ, KOXL, WATV, WENN, WLOU, WANM, Medium: OC104.

BARBARA ROY "Gonna Put Up A Fight" (RCA) 11/7

Rotations: Heavy 0/0, Medium 1/1, Light 10/6, Total Adds 7, WDAS, WKND, WEKS, KOXL, WXXX, WKXI, KJCB.

STETSASONIC "Go Stetsa 1" (Tommy Boy) 10/3

Rotations: Heavy 0/0, Medium 0/0, Light 10/3, Total Adds 3, WTMP, WJIZ, WQFX.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

ATLANTIC STARR

ALWAYS CONTEST

ALWAYS A WINNER!

THE 10 WINNERS OF A WEEK IN PARADISE FOR TWO.

WINNER	STATION	RECORD #
David Roger	WRXB	1054
Pressure Cooker	WZAZ	1085
Charles McCulloch	KCBC	1282
Terry Davis	WYLD-FM	1695
B.J. Halaburtor	WZAK	1793
John Blake	WMIM	258
Dan Cody	WGIV	286
Fred Buggs	WBL5	331
Steve Crumley	WPLZ-FM	422
Bruce Garette	WEUP	503



ALWAYS

ATLANTIC STARR

THE HIT SINGLE FROM THE NEW ALBUM

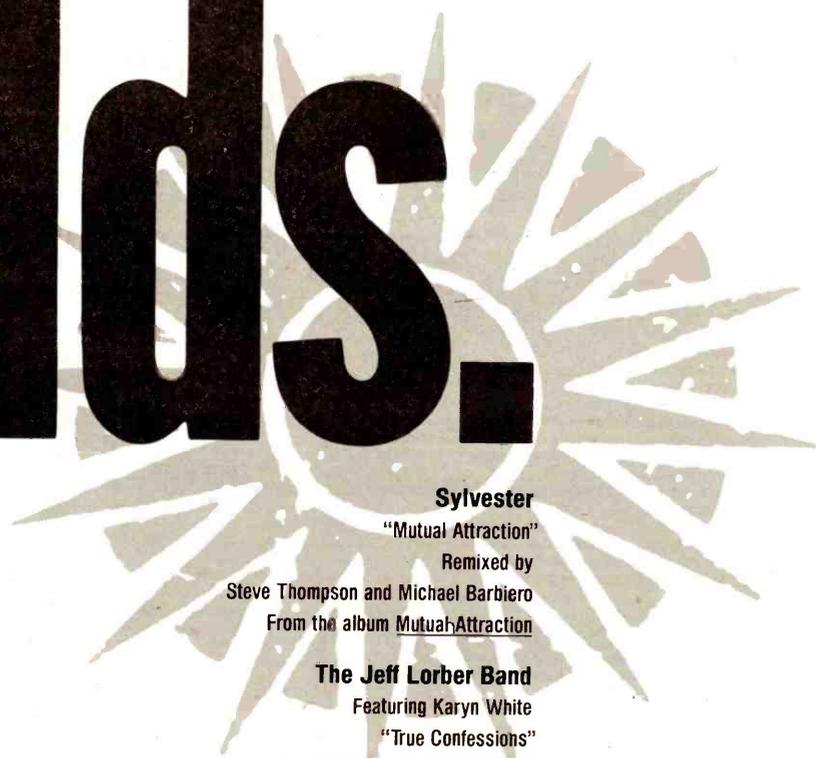
ALL IN THE NAME OF LOVE

MANAGEMENT: EARL S. COLES, JR.



© 1987 Warner Bros. Records Inc.

Must-Adds.



Sylvester

"Mutual Attraction"

Remixed by

Steve Thompson and Michael Barbiero

From the album Mutual Attraction

The Jeff Lorber Band

Featuring Karyn White

"True Confessions"

From the album Private Passion

Hugh Masekela

"Bring Him Back Home"

From the album Tomorrow

David Sanborn

"Chicago Song"

From the album A Change Of Heart



RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

MARCH 13, 1987

Three
WeeksTwo
WeeksLast
Week

Three Weeks	Two Weeks	Last Week	
10	5	1	1 ALABAMA/"You've Got" The Touch (RCA)
9	4	4	2 GEORGE STRAIT/Ocean Front Property (MCA)
12	8	6	3 BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)
6	3	3	4 GATLIN BROTHERS/Talkin' To The Moon (Columbia)
17	11	7	5 WAYLON JENNINGS/Rose In Paradise (MCA)
16	14	8	6 HIGHWAY 101/The Bed You Made For Me (WB)
2	2	2	7 STEVE WARINER/Small Town Girl (MCA)
20	15	10	8 T. GRAHAM BROWN/Don't Go To Strangers (Capitol)
3	1	5	9 KENNY ROGERS/Twenty Years Ago (RCA)
18	16	12	10 GEORGE JONES/The Right Left Hand (Epic)
22	18	13	11 REBA McENTIRE/Let The Music Lift You Up (MCA)
26	21	14	12 MICHAEL MARTIN MURPHEY & HOLLY DUNN/A Face In The Crowd (WB)
28	23	17	13 MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA)
23	20	15	14 JUDDS/Don't Be Cruel (RCA/Curb)
29	24	19	15 D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB)
1	6	9	16 RESTLESS HEART/"I'll Still Be Loving You (RCA)
34	28	22	17 O'KANES/Can't Stop My Heart From Lovin' You (Columbia)
35	31	24	18 OAK RIDGE BOYS/"I Takes A Little Rain (MCA)
32	27	21	19 KATHY MATTEA/You're The Power (Mercury/PG)
31	29	25	20 DON WILLIAMS/Genorita (Capitol)
14	10	11	21 JOHN SCHNEIDER/Take The Long Way Home (MCA)
37	33	28	22 STEVE EARLE/Goodbye's All We've Got Left (MCA)
36	32	29	23 SHOOTERS/They Only Come Out At Night (Epic)
41	35	30	24 JUDY RODMAN/Girls Ride Horses Too (MTM)
13	12	16	25 STATLER BROTHERS/Forever (Mercury/PG)
—	45	37	26 CONWAY TWITTY/Julia (MCA)
4	9	21	27 SKO/Baby's Got A New Baby (MTM)
—	—	42	28 DAN SEALS/"I Will Be There (EMI America)
43	39	35	29 GIRLS NEXT DOOR/Walk Me In The Rain (MTM)
—	49	39	30 JOHN CONLEE/Domestic Life (Columbia)
46	42	36	31 PAKE McENTIRE/Heart Vs. Heart (RCA)
47	43	38	32 BILLY JOE ROYAL/Old Bridges Burn Slow (Atlantic America)
42	38	35	33 RICKY SKAGGS/"I Wonder If I Care As Much (Epic)
21	19	18	34 TOM WOPAT/Rock And Roll Of Love (EMI America)
BREAKER	35	31	35 GARY MORRIS/Plain Brown Wrapper (WB)
BREAKER	36	32	36 HANK WILLIAMS JR./When Something Is Good (WB/Curb)
BREAKER	37	33	37 FORESTER SISTERS/Too Many Rivers (WB)
BREAKER	38	34	38 LYLE LOVETT/God Will (MCA/Curb)
15	13	20	39 MARIE OSMOND/"I Only Wanted You (Capitol/Curb)
5	17	27	40 RANDY TRAVIS/No Place Like Home (WB)
—	47	45	41 DAVID ALLAN COE/Need A Little Time Off For Bad Behavior (Columbia)
—	49	49	42 MOE BANDY/Fill I'm Too Old To Die Young (MCA/Curb)
7	7	31	43 JUICE NEWTON/What Can I Do With My Heart (RCA)
DEBUT	44	46	44 KEITH WHITLEY/Hard Livin' (RCA)
8	22	32	45 SWEETHEARTS OF THE RODEO/Midnight Girl/Sunset Town (Columbia)
11	26	34	46 LEE GREENWOOD/Mornin' Ride (MCA)
DEBUT	47	47	47 LOUISE MANDRELL/Do I Have To Say Goodbye (RCA)
DEBUT	48	48	48 CHARLY McCLAIN/Don't Touch Me There (Epic)
24	34	45	49 EARL THOMAS CONLEY/"I Can't Win For Losin' You (RCA)
27	25	26	50 SAWYER BROWN/Gypsies On Parade (Capitol/Curb)

Total
Reports/Adds

Heavy

Medium

Light

158/0	146	11	1
159/1	142	14	3
161/0	136	25	0
157/1	129	18	10
160/0	117	39	4
160/3	106	49	5
152/0	124	22	6
160/0	97	59	4
144/0	100	30	14
143/1	83	55	5
158/2	66	86	6
157/1	69	81	7
156/1	57	88	11
152/1	51	88	13
156/2	32	114	10
121/0	63	41	17
149/10	27	92	30
155/9	14	104	37
145/4	25	94	26
127/4	25	76	26
93/0	38	36	19
138/10	9	93	36
133/8	12	77	44
136/9	5	83	48
87/0	35	38	14
133/27	4	74	55
74/0	28	26	20
137/35	2	57	78
114/7	10	64	40
124/26	3	60	61
117/15	5	63	49
110/14	12	54	44
101/3	5	66	30
84/0	21	45	18
115/20	1	61	53
105/12	5	60	40
110/24	0	47	63
100/12	3	50	47
63/0	15	38	10
59/0	20	21	18
92/11	1	46	45
76/13	3	35	38
47/0	10	22	15
76/35	0	15	61
44/0	10	19	15
40/0	15	12	13
73/13	1	26	46
59/15	0	22	37
30/0	13	9	8
44/0	4	22	18

MOST ADDED

DAN SEALS (35)
KEITH WHITLEY (35)
CHARLY PRIDE (32)
T.G. SHEPPARD (31)
SOUTHERN PACIFIC (30)
NITTY GRITTY DIRT BAND (27)
CONWAY TWITTY (27)
JOHN CONLEE (26)
FORESTER SISTERS (24)
JANIE FRICKIE (22)

HOTTEST

GEORGE STRAIT (107)
ALABAMA (79)
BELLAMY BROTHERS (68)
STEVE WARINER (61)
GATLIN BROTHERS (53)
HIGHWAY 101 (49)
KENNY ROGERS (44)
WAYLON JENNINGS (39)
GEORGE JONES (34)
T. GRAHAM BROWN (23)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS.

GARY MORRIS
Plain Brown Wrapper (WB)

On 71% of reporting stations. Rotations: Heavy 1, Medium 61, Light 53, Total Adds 20, WAJR, WHN, CHOW, WKHX, WZZK, WRNS, KPLX, KLLL, WKSJ, KBUC, WQYK, WSLR, KBMR, WUBE, WITL, WTOD, KUGN, KRAK, KRPM, KHIM. Moves 41-35 on the Country chart.

HANK WILLIAMS JR.
When Something Is Good (WB/Curb)

On 65% of reporting stations. Rotations: Heavy 5, Medium 60, Light 40, Total Adds 12, WYRK, WKXX, WPOR, WMC, KBUC, KJNE, WUBE, WMIL, KZLA, KKAT, KGA, KIGO. Moves 40-36 on the Country chart.

FORESTER SISTERS
Too Many Rivers (WB)

On 68% of reporting stations. Rotations: Heavy 0, Medium 47, Light 63, Total Adds 24 including WPTR, WVAM, WAJR, WDSY, WCVR, WAMZ, WKSJ, WWKA, WQDR, KBUC, KBMR, KJJY, KSO, WYNG, WFMS, KTTS, KNEW, KKAT, KRPM, KGA. Moves 44-37 on the Country chart.

LYLE LOVETT
God Will (MCA/Curb)

On 62% of reporting stations. Rotations: Heavy 3, Medium 50, Light 47, Total Adds 12, CHOW, WVMI, KLLL, WKSJ, WSIX, WTQR, WKKQ, WFMS, WITL, KYGO, KKAT, KMPS. Moves 43-38 on the Country chart.

LOUISE MANDRELL
"Do I Have To Say Goodbye"

5115-7-R

R&R CHART 47

NEW SINGLE -- NEW PRODUCERS -- NEW ALBUM
NEW SOUND! — IT'S A HIT!



COUNTRY BREAKERS

Chart 36

HANK WILLIAMS JR.
"When Something Is Good"

COUNTRY BREAKERS

Chart 35

GARY MORRIS
"Plain Brown Wrapper"

COUNTRY BREAKERS

Chart 37

FORESTER SISTERS
"Too Many Rivers"

R&R did it first!

HIGHWAY 101 featuring **PAULETTE CARLSON**
"The Bed You Made For Me"

R&R Chart 6



MICHAEL MARTIN MURPHEY
and **HOLLY DUNN**
"A Face In The Crowd"

R&R 12

BB 16

from the album "AMERICANA"



BILLY MONTANA and
THE LONG SHOTS
"Crazy Blue"

Beginning To Break

SIGNIFICANT ACTION 26/11 BB 31



The TRIO
"To Know Him Is To Love Him"

R&R Chart 15

From The Album "TRIO"

CHECK OUT THESE ALBUM CUTS:

- "Wildflowers"
- "Those Memories Of You"
- "My Dear Companion"



The best record ever from
THE NITTY GRITTY DIRT BAND
"Baby's Got A Hold On Me"



RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

DAVID ALLAN COE "Need A Little Time Off For Bad Behavior" (Columbia) 92/11
 Rotations: Heavy 1, Medium 45, Total Adds 11, WJAZ, WTOR, WAJR, WKLO, WESC, KSSP, WTOR, WMNI, KYAK, KUGN, KCCK, Heavy: WEZL, Medium: WFOC, KASE, WUSY, WAMZ, WKAS, WJOW, KRAK, KSOP. Moves 47-45-41 on the Country chart.

KEITH WHITLEY "Hard Livin'" (RCA) 76/35
 Rotations: Heavy 0, Medium 15, Light 61, Total Adds 35 including WCAO, WYRK, WRKZ, WKXL, WFOR, WRNS, WLVI, WSIX, KJNE, WTOR, WDAF, WKXL, KYGO, KUGN, KNAX, KFMS, KSOP, KRPM. Debuts at number 44 on the Country chart.

MOE BANDY "Till I'm Too Old To Die Young" (MCA/Curb) 76/13
 Rotations: Heavy 3, Medium 35, Light 38, Total Adds 13, WGBE, WTCR, WIXL, KMML, WSOB, WRNS, WESC, KSSN, WKSJ, WPAP, KJLJ, WJJO, KNAX, Heavy: WOKK, WDAF, KRKT. Moves 49-42 on the Country chart.

LOUISE MANORELL "Do I Have To Say Goodbye" (RCA) 73/13
 Rotations: Heavy 1, Medium 26, Light 46, Total Adds 13, WQBE, WRKZ, WIKL, WEZL, KLLL, WYKA, WUSQ, WSLR, WGARFM, WOV, KKAL, KMPS, KIM, Heavy: WOKK, Medium: WTVY, KFDI, KOCY. Debuts at number 47 on the Country chart.

JANIE FRICKIE "Are You Satisfied" (Columbia) 59/22
 Rotations: Heavy 0, Medium 14, Light 45, Total Adds 22, WCAO, WTSV, WIXL, WFOR, WYII, WORC, KEAN, WEZL, WUSY, KIKK, KSSN, WLVI, WCMG, WUSQ, WUBE, WMNI, KSO, WKCB, KJCB, KXXY, KOLO, KRPM.

CHARLY MCCLAIN "Don't Touch Me There" (Epic) 59/15
 Rotations: Heavy 0, Medium 22, Light 37, Total Adds 15, WCAO, WCVR, WYII, WSOB, WDXE, WSIX, KSO, KFRC, WDAF, KRST, KIC-FM, KGH, KFRC, KFMS, KALF, Medium: KASE, WCMG, WTOR, WONE, KTTS. Debuts at number 48 on the Country chart.

ASLEEP AT THE WHEEL "Way Down Texas Way" (Epic) 57/10
 Rotations: Heavy 2, Medium 31, Light 24, Total Adds 10, WEZL, WRNS, KLLL, WTXL, WTHI, KRWO, KWJJ, KRAK, KIGD, Heavy: WOKK, KBRM, Medium: WDAF, KXXY, WTKO, WTCM, KOCG, KGA, KIM.

CHARLEY PRIDE "Have I Got Some Blues For You" (16th Avenue/Capitol) 55/32
 Rotations: Heavy 0, Medium 10, Light 43, Total Adds 32 including WYAM, WAJR, KASE, WYNN, KYKR, WTVY, WPAP, KXNY, WUSQ, WMNI, WOV, KTTS, KRST, KUZZ, KNAX, KOLO, KOCG, KMPS, Heavy: WDAF, KFDI.

BRUCE HORNSBY & THE RANGE "Mandolin Rain" (RCA) 53/20
 Rotations: Heavy 0, Medium 8, Light 45, Total Adds 20, WCAO, WYRK, WFOR, WYII, KMML, WUSY, KLLL, WOKK, WLVI, KXKY, WUBE, KFRC, KTTS, KFDI, KIK-FM, KAL, KUPL, KRPM, KIGD.

TIM MALCHAK "Colorado Moon" (Alpine) 51/14
 Rotations: Heavy 0, Medium 12, Light 39, Total Adds 14, WCAO, WAJR, WVMJ, WEZL, WRNS, KSSN, WLVI, WGARFM, KSO, WKKO, WOV, KKAL, KYGO, KSOP, Medium: WSIX, WYNG, WXCL, KFDI, KRKT, KKCS.

SIGNIFICANT ACTION

SOUTHERN PACIFIC "Don't Let Go Of My Heart" (WB) 45/30
 Rotations: Heavy 1, Medium 10, Light 34, Total Adds 30 including WORC, WAMZ, KLLL, WCMG, WYKA, KXKY, KJNE, WUBE, WAXX, KFGO, WMUS, KIOV, KTTS, WJJO, KJL, KQIL, KOCY, KMPS.

T.G. SHEPPARD "You're My First Lady" (Columbia) 44/31
 Rotations: Heavy 0, Medium 4, Light 40, Total Adds 31 including WCAO, KASE, WLKX, KXIX, WAMZ, KLLL, WGKX, WOKK, WYKA, WDKY, KJNE, KFGO, WGEI, KJL, KOLO, KTCM, KSOP, KMPS, KIM.

JOHN ANDERSON "What's So Different About You" (WB) 43/7
 Rotations: Heavy 0, Medium 15, Light 28, Total Adds 7, WDXE, WUSQ, KBRM, KSO, WKKO, KFDI, KUGN, Medium: KEAN, KRVR, WTVY, KXKY, WOV, KTTS, WTCM, KRKT, KFRC, KALF, KOLO, KTCM, KIGD.

WHITES "There Ain't No Binds" (MCA/Curb) 39/6
 Rotations: Heavy 0, Medium 14, Light 25, Total Adds 6, WCAO, WAJR, WLVI, KVOO, KKAL, KRWO, Medium: WYOU, WCVR, KRVR, WEZL, WTVY, KIKK, WPAP, KXKY, KTTS, WTCM, KFDI, KRKT, KTCM.

WILLIE NELSON "Heart Of Gold" (Columbia) 38/21
 Rotations: Heavy 0, Medium 9, Light 29, Total Adds 24, WCAO, WOKD, WYII, WORC, KMML, KASE, WUSY, WOKK, KXKY, WAXX, KFGO, KWMT, WGEI, KJCB, WOV, WFMJ, KFDI, KRKT, KRWO, KUPL, WJJO, KIM.

GENE WATSON "Honky Tonk Crazy" (Epic) 37/5
 Rotations: Heavy 0, Medium 11, Light 26, Total Adds 5, KMML, WDXE, WLVI, WDAF, KTTS, Medium: KIKK, KXKY, KBRM, WTCM, KFDI, KUZZ, KNIX, KTCM, KOCY.

SUZIE BOGGUSS "I Don't Want To Set The..." (Capitol) 29/9
 Rotations: Heavy 0, Medium 9, Light 22, Total Adds 9, WAJR, WIXY, WYII, KRVR, WUSQ, KFGO, WOV, KQIL, KOLO, Medium: WTVY, WTCM, KFDI, KRKT, KVOO, KIGD.

JOHNNY PAYCHECK "Come To Me" (Mercury/PolyGram) 28/4
 Rotations: Heavy 0, Medium 9, Light 19, Total Adds 4, WEZL, KWMT, KFRC, KOLO, Medium: WTSV, WCVR, KRVR, KYKR, WTVY, KXKY, KFGO, KTTS, WTCM.

NITTY GRITTY DIRT BAND "Baby's Got A Hold On Me" (WB) 27/27
 Rotations: Heavy 0, Medium 3, Light 24, Total Adds 27 including WYOU, WYRK, WRKZ, KRVR, KMML, WUSY, WIVK, WDXE, KBRM, WAXX, WTCM, KFDI, KUZZ, KVOO, KUUY, KCCS, KFRC, KRWO, KQIL, WJJO.

DESERT ROSE BAND "Ashes Of Love" (MCA/Curb) 26/16
 Rotations: Heavy 1, Medium 6, Light 19, Total Adds 16, WYII, WORC, KRVR, KASE, WCMG, WPAP, KXKY, WAXX, KFGO, KXKY, KTTS, KVOO, KFDI, KUUY, KRWO, KIGD.

BILLY MONTANA & THE LONG SHOTS "Crazy Blue" (WB) 26/11
 Rotations: Heavy 0, Medium 1, Light 25, Total Adds 11, WYOU, WOKO, KEAN, WUSY, KXKY, WDKY, KIOV, WTCM, KUUY, KNAX, KIGD, Medium: KTCM, Light: WYKA, WOV, KRPM.

DANA MCVICKER "I'd Rather Be Crazy" (EMI America) 23/8
 Rotations: Heavy 0, Medium 6, Light 17, Total Adds 8, WAJR, WTVY, KLLL, WLVI, WKKO, WAXX, KNAX, KRWO, Medium: KYKR, KRKT, KVOO, KKCS, KIGD.

PATTY LOVELESS "I Did" (MCA) 21/6
 Rotations: Heavy 0, Medium 4, Light 17, Total Adds 6, WCAO, WIXY, WYII, WDXE, WCMG, KIGD, Medium: WDAF, KTTS, KFDI, KRKT, Light: KMML, KYKR, WOKK, KXKY, WAXX, WOV, KVOO, KUZZ, KVOO, KKCS, KFRC.

JOHNNY CASH "The Night Hank Williams..." (Mercury/PolyGram) 20/19
 Rotations: Heavy 0, Medium 0, Light 20, Total Adds 19, WYOU, WTVY, WCVR, KEAN, KMML, WTVY, WKKO, KWMT, WGEI, WDAF, WTSO, KXKY, WTCM, KVOO, KRKT, KFRC, KTCM, KIGD.

JEFF STEVENS & THE BULLETS "You're In Love Alone" (Atlantic America) 20/12
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 12, WYAM, WYOU, WAJR, WYII, KRVR, WRNS, WOKK, KXKY, KJNE, WKKO, KFDI, KRWO, Medium: WOV, KRKT.

LARRY BOONE "Back In The Swing Of Things Again" (Mercury/PolyGram) 20/9
 Rotations: Heavy 0, Medium 5, Light 15, Total Adds 9, WYOU, KIKK, WOKK, WXXY, WAXX, WOV, KTTS, KFDI, KRKT, Medium: WYII, WTVY, WTCM.

MARTY HAGGARD "Weekend Cowboys" (MTM) 19/8
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 8, WAJR, WCMG, KJNE, WAXX, WTCM, KVOO, KALF, KOLO, Medium: KNIX, Light: WCVR, KSO, KTRP, KUZZ.

O.B. McCLINTON "Turn The Music On" (Epic) 18/3
 Rotations: Heavy 0, Medium 2, Light 16, Total Adds 3, WAMZ, WCMG, WAXX, Medium: KIKK, WLVI, Light: WIXY, WTVY, WOKK, WKSJ, WSM, KXKY, WWWW, KFGO, KWMT, WOV, KFDI, KRKT, KIGD.

RAY STEVENS "Can He Love You Half As Much A J" (MCA) 15/2
 Rotations: Heavy 0, Medium 5, Light 10, Total Adds 2, KFDI, KALF, Medium: WYOU, KMML, KYKR, WTCM, KRKT, Light: WTCR, WCVR, KEAN, WTVY, KWMT, WDAF, KTRP, KFRC.

MICKY CLARK "When I'm Over You" (Evergreen) 15/2
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 3, WAMZ, WCMG, Medium: WEZL, WAMZ, KFGO, KRKT, Light: WYAM, WLVI, WCMG, KXKY, WAXX, KVOO, WTCM, WTSO, KTTS, KWJJ.

EDDY RAVEN "You're Never Too Old For Young" (RCA) 14/13
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 13, KEAN, KRVR, WLVI, KXIX, KSSN, WOKK, KXXY, WJJO, KUZZ, KGH, KUGN, KOLO, KSOP.

RODNEY CROWELL "She Loves The Jerk" (Columbia) 13/5
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 5, WRNS, WTVY, KXKY, WXCL, KKCS, Medium: WAMZ, WDKY, Light: WIXY, KML, WOKK, WCMG, KRMD, KTRP.

KRIS KRISTOFFERSON "They Killed Him" (Mercury/PolyGram) 11/0
 Rotations: Heavy 0, Medium 6, Light 5, Total Adds 0, Medium: WCMG, KXKY, KFGO, WTCM, KRKT, KUUY, Light: KRVR, WLVI, WUSN, KWMT, KVOO.

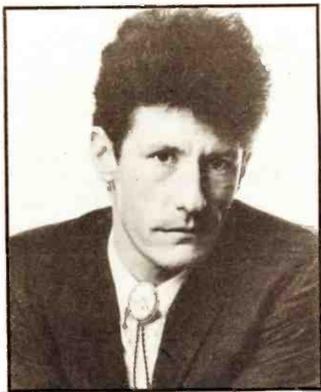
TANYA TUCKER "It's Only For You" (Capitol) 9/9
 Rotations: Heavy 0, Medium 4, Light 5, Total Adds 9, WYOU, KMML, WLVI, WDXE, WTCM, KUZZ, KKCS, KQIL, KNIX.

BETH WILLIAMS "Man At The Backdoor" (BGM) 8/6
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 6, WYAM, WCAO, WTVY, KXKY, KJNE, KIGD, Light: KTTS, KRKT.

CARL PERKINS "Class Of '55" (American Smash/PolyGram) 8/1
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, KRKT, Medium: WTVY, Light: WCAO, WCVR, WEZL, KXKY, KFGO, KVOO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
DAN SEALS/Three Time Loser (EMI America)	Out On The Front Line
GEORGE STRAIT/All My Ex's Live In Texas (MCA)	Ocean Front Property
ALABAMA/Let's Hear It For The Girl (RCA)	The Touch
MEL MCDANIEL/Just Can't Sit Down Music (Capitol)	Just Can't Sit Down...
REBA MCGENTIRE/Why Not Tonight (MCA)	What Am I Going To Do...
WAYLON JENNINGS/Chevy Van (MCA)	Hangin' Tough
MEL MCDANIEL/57 Chevy & You (Capitol)	Just Can't Sit Down...
RESTLESS HEART/Wheels (RCA)	Wheels
SWEETHEARTS OF THE RODEO/Chains Of Gold (Columbia)	Sweethearts Of The Rodeo
RESTLESS HEART/Hummingbird (RCA)	Wheels
BELLMAY BROTHERS/Country Rap (MCA)	Country Rap
RANDY TRAVIS/My Heart Cracked (WB)	Storms Of Life
GATLIN BROTHERS/Changin' Partners (Columbia)	Partners
D. PARTON, L. RONSTADT, & E. HARRIS/Those Memories... (WB)	Trio
WAYLON JENNINGS/Baker's Steet (MCA)	Hangin' Tough
MICHAEL JOHNSON/That's What Your Love Does (RCA)	Wings



GOD WILL BUT I WON'T
 LYLE LOVETT

53030

From The Debut Album "Lyle Lovett"

5748

"It's a cheating song with a new twist... outstanding!"
 DON OWEN, KGA/SPOKANE, WA

"Great follow-up to 'Cowboy Man'."
 DANA HARMON, WGKX/MEMPHIS, TN

"Thinking man's country. This song has substance!"
 MIKE CLAY, KBUC/SAN ANTONIO, TX

"Great record, different from the last single."
 RON COTE, WTSV/CLAREMONT, NH

"Record says the one thing that people would like to say at one time or another."
 GARY HIGHTOWER, KFDI/WICHITA, KS

"Short song with a great long-range message."
 VAN MAC, WOKK/MERIDIAN, MS

"It's a real attention getter. We love Lovett in Austin."
 STEVE GARY, KASE/AUSTIN, TX

"Gives you a new look everytime out without deviating from the type of sound our core audience likes to hear. This record is thought provoking."
 LEE ROGERS, KRPM/TACOMA, WA

BREAKERS

Chart 38

MCA RECORDS

RADIO & RECORDS NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS®

GREGORY ABBOTT

I Got The Feelin' (It's Over) (Columbia)

56% of our reporters on it. Rotations: Heavy 3, Medium 32, Light 18, Total Adds 9, WSNY, K101, 3WM, WTNV, WGSY, WFFX, WXUS, KKLW, K99. Debuts at number 27 on the AC chart.

BILLY JOEL f/ RAY CHARLES
Baby Grand (Columbia)

54% of our reporters on it. Rotations: Heavy 0, Medium 19, Light 32, Total Adds 41 including WHTX, KVIL, W101, WOMC, WXTC, WFTM, KWAV, KWFM. Debuts at number 28 on the AC chart.

SIMPLY RED

The Right Thing (Elektra)

51% of our reporters on it. Rotations: Heavy 2, Medium 29, Light 17, Total Adds 11 including WSNV, WIVY, U102, WIZD, KIOA, WLHT, WFMK, WHNN, WAGE. Debuts at number 30 on the AC chart.

NEW & ACTIVE

ANITA BAKER "Same Ole Love (365 Days A Year)" (Elektra) 44/42

Rotations: Heavy 1/1, Medium 10/9, Light 33/32. Total Adds 42 including WPKX, WOMC, B100, KIFM, WTFM, WRKA, WNAM, KIOA, KDUK, KWAV, WMMJ, WEIM, WQHQ, WPPA, WSKY, WCKQ, WAGE. Medium including KMZQ. Light including WLTS.

CYNDI LAUPER "What's Going On" (Portrait/CBS) 40/22

Rotations: Heavy 0, Medium 19/6, Light 21/16. Total Adds 22 including K101, WKYE, WKGW, WXTC, WIZD, KELT, WHVE, WTRX, WMMJ, WRNE, WPPA, WCHV. Medium including KWFM, WEIM, WSKI, WCKQ, WGSV, WAGE, WBGM, KTYL.

EL DeBARGE "Starlight Express" (MCA) 40/7

Rotations: Heavy 1/0, Medium 20/2. Light 19/5. Total Adds 7, KS94, WIZD, WLHT, WFMK, WHNN, KWFM, WTNV. Heavy: WEIM. Medium including KIFM, WAEB, WTRX, WSKI, WCHV, WGSV, WAGE, WBGM, WJON, KKLW, KYJC, KQSW.

KENNY G "Songbird" (Arista) 39/11

Rotations: Heavy 2/0, Medium 15/0, Light 22/11. Total Adds 11, B100, KIFM, WXTC, WHNN, KWAV, WCKQ, WAGE, KRLB, KTYL, KFSB, WXUS. Heavy: WCHV, WBGM. Medium including WTRX, WLTS, WEIM, WSKI, WSKY, WGSV, WAEB.

BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 38/10

Rotations: Heavy 1/0, Medium 22/2. Light 15/3. Total Adds 10, WARMB, WIVY, KIOA, WLHT, WFMK, WHNN, WGLL, WAGE, WXUS, KALE. Heavy: KMZQ. Medium including WKYE, WRKA, WIZD, WTRX, WMMJ, WEIM, WQHQ, WPPA, WSKY.

ROTATION BREAKOUTS

	Total Reports/Adds	Rotation		
		Heavy	Medium	Light
1 JANET JACKSON	93/0	84	8	1
2 STARSHIP	91/1	85	5	1
3 BRUCE HORNSBY & THE RANGE	88/0	75	12	1
4 ARETHA FRANKLIN & GEORGE MICHAEL	89/6	45	39	5
5 JETS	72/0	46	21	5
6 DARYL HALL	82/0	60	20	2
7 PAUL McCARTNEY	80/2	54	24	2
8 RESTLESS HEART	81/4	50	26	5
9 KOOL & THE GANG	79/5	42	29	8
10 STEVE WINWOOD	79/7	29	43	7
11 LUTHER VANDROSS	67/0	29	34	4
12 JOURNEY	61/0	16	39	6
13 TOTO	58/0	27	30	1
14 SHIRLEY MURDOCK	73/9	25	38	10
15 GENESIS	64/6	27	31	6
16 SMOKEY ROBINSON	72/18	7	48	17
17 LIONEL RICHIE	48/0	7	34	7
18 BURNS SISTERS	65/4	20	34	11
19 CHICAGO	42/0	10	25	7
20 MIKI HOWARD	59/1	27	25	7
21 GLASS TIGER	43/0	8	27	8
22 HUEY LEWIS & THE NEWS	44/2	20	18	6
23 SERGIO MENDES	58/4	6	44	8
24 LINDA RONSTADT & JAMES INGRAM	36/0	11	18	7
25 SHEILA E	55/5	10	34	11
26 BRUCE WILLIS	41/0	10	22	9
27 GREGORY ABBOTT	53/9	3	32	18
28 BILLY JOEL featuring RAY CHARLES	51/41	0	19	32
29 READY FOR THE WORLD	32/0	4	22	6
30 SIMPLY RED	48/11	2	29	17

MOST ADDED

ANITA BAKER (42)
BILLY JOEL (41)
JENNIFER WARNES (25)
CYNDI LAUPER (22)
KBC BAND (19)
SMOKEY ROBINSON (18)
CHRIS DeBURGH (14)
KENNY LOGGINS (12)
KENNY G (11)
SIMPLY RED (11)
GINO VANNELLI (11)

HOTTEST

STARSHIP (75)
JANET JACKSON (61)
BRUCE HORNSBY . . . (57)
PAUL McCARTNEY (28)
RESTLESS HEART (28)
DARYL HALL (27)
JETS (27)
A. FRANKLIN & G. MICHAEL (19)
KOOL & THE GANG (16)
GENESIS (14)

KENNY LOGGINS "Meet Me Half Way" (Columbia) 32/12

Rotations: Heavy 0, Medium 14/3, Light 18/9. Total Adds 12, WAEB, KEY103, WIZD, WNAM, WTRX, KWAV, WEIM, WSKI, WQHQ, WCHV, KRLB, WORG. Medium including WMYX, WKYE, KIOA, KMZQ, WAGE, WBGM, WZLQ, KKLW.

ATLANTIC STARR "Always" (WB) 31/10

Rotations: Heavy 1/0, Medium 17/2, Light 13/8. Total Adds 10, B100, KEY103, KIOA, WLHT, WFMK, WGLL, WSKY, WGSV, WMTFM, KFSB. Heavy: KOST. Medium including WOMC, WTFM, WTRX, WSKI, WQHQ, WCKQ, WAGE, WORG, WBGM.

GINO VANNELLI "Wild Horses" (CBS Associated) 29/11

Rotations: Heavy 0, Medium 8/0, Light 21/11. Total Adds 11, KEY103, WRKA, KWFM, WMMJ, WCHV, WGSV, WORG, WZLQ, KTYL, KWEB, KYJC. Medium: KIFM, WEIM, WPPA, WSKY, WAEB, WCKQ, WAGE, WORG, WBGM, WZLQ, WMTFM, KWEB, KKLW, KYJC, KQSW, KALE.

AMY GRANT "Angels" (A&M) 28/5

Rotations: Heavy 0, Medium 13/2, Light 15/3. Total Adds 5, WIZD, KIOA, KWFM, WGLL, KTYL. Medium including WNAM, WEIM, WSKI, WSKY, WCHV, WGSV, KRLB, WBGM, WZLQ, KKLW, KALE. Light including WAEB, WLACFM, WTRX, WPPA.

JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 25/25

Rotations: Heavy 0, Medium 2/2, Light 23/23. Total Adds 25 including KWAV, WEIM, WGLL, WSKI, WPPA, WSKY, WCKQ, WCHV, WGSV, WAGE, WORG, WBGM, WZLQ, WMTFM, KWEB, KKLW, KYJC, KQSW, KALE.

PAUL SIMON "The Boy In The Bubble" (WB) 25/0

Rotations: Heavy 3/0, Medium 12/0, Light 10/0. Total Adds 0, Heavy: WEIM, WCKQ, KALE. Medium: WKYE, KEY103, KIOA, WSKI, WQHQ, WSKY, WGSV, WBGM, WMTFM, KYJC, KQSW, KMGO. Light including WIZD, WNAM, WTRX, KWAV, WAHR, KQSW.

SIGNIFICANT ACTION

CROWDED HOUSE "Don't Dream It's Over" (Capitol) 23/6

Rotations: Heavy 4/1, Medium 16/3, Light 3/2. Total Adds 8, WLTR, KOST, KEZR, WKGW, KFSB, K99. Heavy including KVIL, K101, WSKI. Medium including WNIC, KYJC, B100, WKYE, KDUK, KMZQ, WPPA, WSKY, WFFX, KTYL, KQSW.

ERIC MARTIN "Everytime I Think Of You" (Capitol) 20/4

Rotations: Heavy 1/0, Medium 2/1, Light 17/3. Total Adds 4, WIZD, WGLL, WCHV, KFSB. Heavy: WBGM. Medium including KALE. Light including KEY103, WNAM, WEIM, WSKI, WQHQ, WCKQ, WGSV, WAGE, WORG, WZLQ, KTYL, KKLW, KYJC, KQSW.

ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 20/0

Rotations: Heavy 6/0, Medium 8/0, Light 6/0. Total Adds 0, Heavy: WKYE, WGLL, WCKQ, KTYL, KQSW, KALE. Medium: KVL, WNAM, WSKI, WSKY, WCHV, WAGE, KRLB, WAEB, WTRX, B100, WHVE, KDUK, WEIM, WMTFM, KKLW.

KBC BAND "Hold Me" (Arista) 19/19

Rotations: Heavy 0, Medium 17/1, Light 18/18. Total Adds 19, WKYE, WGLL, WCKQ, KTYL, KQSW, KALE. Medium: WAHR, WORG, WKYE, WAEB, WBGM, WZLQ, KTYL, WMTFM, KKLW, KQSW, KALE.

BANGLES "Walking Down Your Street" (Columbia) 18/8

Rotations: Heavy 1/0, Medium 7/1, Light 10/7. Total Adds 8, K101, WIZD, WHVE, KIOA, WTRX, KRLB, WORG, KALE. Heavy: KDUK. Medium including WNIC, WSKY, WCHV, WFFX, KYJC, KQSW. Light including B100, WAEB, WZLQ.

ALAN PARSONS PROJECT "Standing On Higher Ground" (Arista) 18/1

Rotations: Heavy 1/0, Medium 8/0, Light 8/1. Total Adds 1, WJON. Heavy: WSKY. Medium: WNAM, WCKQ, WKYE, WAEB, WBSM, KKLW, KYJC, KQSW, KALE. Light including B100, KIFM, WAEB, KEY103, WIVY, WSKY, WZLQ.

CLUB NOUVEAU "Lean On Me" (WB) 17/6

Rotations: Heavy 5/0, Medium 5/1, Light 7/5. Total Adds 6, KS94, WTRX, KVVU, WQHQ, WORG, WZLQ. Heavy: WKYE, WRKA, WGLL, KRLB, WFFX. Medium including B100, WHVE, KKUA, WPPA. Light including U102, KDUK.

MILLIE SCOTT "Ev'ry Little BH" (4th & Broadway/Island) 17/0

Rotations: Heavy 1/0, Medium 8/0, Light 8/0. Total Adds 0, Heavy: WJON. Medium: WEIM, WSKI, WCHV, WBGM, WMTFM, KYJC, KQSW, KALE. Light: WTRX, WQHQ, WGSV, KRLB, WORG, WZLQ, KKLW, KMGO.

EDDIE MONEY "I Wanna Go Back" (Columbia) 15/1

Rotations: Heavy 4/0, Medium 1/1, Light 0. Total Adds 1, WNIC, Heavy: WLTR, KDUK, WFFX, KQSW. Medium including WLTT, KKLW, B100, WHVE, KIOA, KVVU, WGLL, WCKQ, KRLB, KALE.

CHRIS DeBURGH "The Lady In Red" (A&M) 14/4

Rotations: Heavy 0, Medium 4/4, Light 10/10. Total Adds 14, 2WD, B100, KEZR, WHVE, WNAM, KDUK, WEIM, WQHQ, WCHV, WORG, WAEB, WBGM, WMTFM, KMGO.

"TIL TUESDAY "Coming Up Close" (Epic) 12/1

Rotations: Heavy 1/0, Medium 8/0, Light 3/1. Total Adds 1, KCIX. Heavy: WBGM. Medium: WKGW, KIOA, KDUK, WCHV, KYJC, KQSW, KMGO, KALE. Light including WTFM, WJON.

PETER GABRIEL & KATE BUSH "Don't Give Up" (Geffen) 10/10

Rotations: Heavy 0, Medium 2/2, Light 8/8. Total Adds 10, KWAV, WEIM, WCKQ, WCHV, WGSV, WORG, WBGM, WZLQ, KQSW, KALE.

LONE JUSTICE "Shelter" (Geffen) 10/0

Rotations: Heavy 0, Medium 6/0, Light 4/0. Total Adds 0, Medium: B100, KIOA, KWAV, WMTFM, WJON, KALE. Light: KIFM, KDUK, WBGM, KFSB.

LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 9/6

Rotations: Heavy 0, Medium 4/1, Light 5/5. Total Adds 6, KIOA, WQHQ, WCHV, WAEB, WJON, KQSW. Medium including KOST, WFM, WBGM.

GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 9/4

Rotations: Heavy 2/0, Medium 5/2, Light 2/2. Total Adds 9, W101, B100, WGLL, WBOV. Heavy: KOST, KMZQ. Medium including 2WD, KDUK, KWAV.

TIM FEEHAN "Listen For The Heartbeat" (Scotti Bros./CBS) 9/4

Rotations: Heavy 0, Medium 2/1, Light 7/3. Total Adds 4, KOST, WSKI, WAEB, KFSB. Medium including WBGM. Light including WEIM, WQHQ, WZLQ, KYJC.

DAN SEALS "I Will Be There" (EMI America) 8/4

Rotations: Heavy 0, Medium 2/0, Light 6/4. Total Adds 4, WGSV, KRLB, WAEB, WZLQ. Medium: WAHR, WBGM. Light including WTFM, 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.

Every so often there comes along that very special song on an album that Radio Programmers urge record companies to release as a single. So, we are taking your advice and offering to you

The Last Unbroken Heart
the duet by **Patti LaBelle** and **Bill Champlin**
from the television soundtrack of **Miami Vice II**.

Produced by: Jay Graydon

MCA RECORDS

© 1987 MCA Records, Inc. Printed in U.S.A.



RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

Three Weeks	Two Weeks	Last Week	Title	Artist
6	4	2	1	BRUCE HORNSBY & THE RANGE /Mandolin Rain (RCA)
10	6	5	2	JANET JACKSON /Let's Wait Awhile (A&M)
2	2	1	3	JETS /You Got It All (MCA)
4	3	3	4	KENNY ROGERS /Twenty Years Ago (RCA)
1	1	4	5	LIONEL RICHIE /Ballerina Girl (Motown)
9	8	7	6	PAUL McCARTNEY /Only Love Remains (Capitol)
3	5	6	7	CHICAGO /Will You Still Love Me? (WB)
13	11	8	8	LUTHER VANDROSS /Stop To Love (Epic)
8	9	9	9	LINDA RONSTADT & JAMES INGRAM /Somewhere Out There (MCA)
—	14	12	10	RESTLESS HEART /I'll Still Be Loving You (RCA)
—	19	13	11	STARSHIP /Nothing's Gonna Stop Us Now (Grunt/RCA)
7	10	11	12	TOTO /Without Your Love (Columbia)
5	7	10	13	BILLY VERA & THE BEATERS /At This Moment (Rhino)
—	—	19	14	SERGIO MENDES /What Do We Mean To Each Other (A&M)
—	20	16	15	DARYL HALL /Someone Like You (RCA)
14	13	15	16	JOURNEY /I'll Be Alright Without You (Columbia)
BREAKER	17	17	17	ARETHA FRANKLIN & GEORGE MICHAEL /I Knew You Were Waiting (For Me) (Arista)
12	12	14	18	BILLY JOEL /This Is The Time (Columbia)
BREAKER	18	18	18	SMOKEY ROBINSON /Just To See Her (Motown)
DEBUT	19	19	19	STEVE WINWOOD /The Finer Things (Island/WB)

MARCH 13, 1987

Total Reports/Adds	Heavy	Medium	Light
37/2	33	3	1
37/2	29	7	1
35/0	28	4	3
36/1	23	8	5
31/0	20	8	3
35/0	22	12	1
31/1	16	11	4
29/0	16	10	3
25/0	13	7	5
32/3	11	17	4
26/3	15	10	1
24/0	10	12	2
21/0	10	7	4
28/5	6	16	6
21/0	12	9	0
19/0	4	12	3
23/5	7	13	3
14/0	3	9	2
23/4	2	13	8
20/3	3	15	2

MOST ADDED

- BILLY JOEL (13)
- ATLANTIC STARR (7)
- CYNDI LAUPER (6)
- A. FRANKLIN & G. MICHAEL (5)
- KENNY LOGGINS (5)
- SERGIO MENDES (5)
- JENNIFER WARNES (5)

HOTTEST

- BRUCE HORNSBY . . . (28)
- JETS (23)
- JANET JACKSON (21)
- KENNY ROGERS (15)
- STARSHIP (15)
- PAUL McCARTNEY (14)
- LIONEL RICHIE (12)

BREAKERS

ARETHA FRANKLIN & GEORGE MICHAEL
I Knew You Were Waiting (For Me) (Arista)

53% of our reporters on it. Rotations: Heavy 7, Medium 13, Light 3, Total Adds 5, KHOW, WCHS, WRVA, WHBC, KUGN. Moves 20-17 on the Full-Service chart.

SMOKEY ROBINSON

Just To See Her (Motown)

53% of our reporters on it. Rotations: Heavy 2, Medium 13, Light 8, Total Adds 4, KOY, WTIC, WGY, WJBC. Debuts at number 19 on the Full-Service chart.

NEW & ACTIVE

- BILLY JOEL "Baby Grand" (Columbia) 21/13**
Rotations: Heavy 0, Medium 9/5, Light 12/8, Total Adds 13, WCHS, WELI, WHBC, WROK, WSPD, KUGN, WNNR, WTKO, WMTR, WJBC, WASK, KFOD, KVEC. Medium including WICC, KSL, WPDE, KTWO. Light including WPRO, WHBY, WGBR.
- STEVE WINWOOD "The Finer Things" (WB) 20/3**
Rotations: Heavy 2/0, Medium 15/2, Light 2/1, Total Adds 3, WGY, WHAS, WSPD, Heavy, WELI, KTWG, KUGN, Medium including KOY, KFMB, WICC, WCHS, WGOV, WHBC, WNNR, WGBR, KFOD, KVEC. Debuts at number 20.
- BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 19/2**
Rotations: Heavy 3/0, Medium 10/0, Light 6/2, Total Adds 2, WCIL, KFOD, Heavy, KTWG, KVEC, KSL, Medium: WCCO, WRVA, WIBA, WSPD, WNNR, WPDE, WMTR, WGBR, WSTU, WJBC.
- ATLANTIC STARR "Always" (WB) 18/7**
Rotations: Heavy 0, Medium 8/0, Light 10/7, Total Adds 7, WCHS, WROK, WSPD, WNNR, WGBR, WSTU, WCIL, Medium: WHBY, WHBC, KUGN, KSL, WTKO, WASK, KTWG, KVEC, Light including WIBA, WMTR, KFOD.
- GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 18/3**
Rotations: Heavy 1/0, Medium 9/0, Light 8/3, Total Adds 3, WSPD, WJBC, KFOD, Heavy, KTWG, Medium: WCCO, WHBY, WHBC, WNNR, WPDE, WTKO, WGBR, WCIL, KVEC, Light including WCHS, WROK, KBOI, WMTR, WSTU.
- KODOL & THE GANG "Stone Love" (Mercury/PolyGram) 17/3**
Rotations: Heavy 4/0, Medium 9/1, Light 4/2, Total Adds 3, KOY, WICC, WGBR, Heavy, WNNR, WMTR, WSTU, KTWG, Medium including WPRO, KFMB, WGY, WHBC, WSPD, KBOI, KUGN, WTKO, Light including KJR, WGOV.
- SHEILA E "Hold Me" (WB) 12/1**
Rotations: Heavy 4/0, Medium 5/0, Light 3/1, Total Adds 1, WGOV, Heavy, WELI, KUGN, WTKO, WCIL, Medium: WCHS, KSL, WNNR, WASK, KVEC, Light including WMTR, WSTU.
- MIKI HOWARD "Come Share My Love" (Atlantic) 12/0**
Rotations: Heavy 1/0, Medium 9/0, Light 2/0, Total Adds 0, Heavy: WNNR, Medium: WCCO, WCHS, WROK, WSPD, KUGN, WMTR, WGBR, WSTU, KVEC, Light: KJR, WTKO.
- TIM FEEHAN "Listen For The Heartbeat" (Scotti Bros./CBS) 11/2**
Rotations: Heavy 0, Medium 4/0, Light 7/2, Total Adds 2, WMTR, WSTU, Medium: WCCO, WHBY, WGBR, KVEC, Light including WCHS, WDBO, WHBC, WTKO, WJBC.

- PAUL SIMON "The Boy In The Bubble" (WB) 11/0**
Rotations: Heavy 1/0, Medium 7/0, Light 3/0, Total Adds 0, Heavy: WTKO, Medium: WCCO, WICC, WCHS, KUGN, WJBC, WCIL, KTWG, Light: WHBC, WGBR, KFOD.
- KENNY LOGGINS "Meet Me Half Way" (Columbia) 10/5**
Rotations: Heavy 0, Medium 4/1, Light 6/4, Total Adds 5, WGY, WNNR, WTKO, KFOD, KVEC, Medium including WIBA, KSL, KTWG, Light including WPDE, WMTR.
- D. PARTON, L. RONSTADT, E. HARRIS "To Know Him Is To Love Him" (WB) 10/4**
Rotations: Heavy 0, Medium 2/1, Light 8/3, Total Adds 4, WHBC, WIBA, WSPD, KVEC, Medium including KFOD, Light including WTKU, WCHS, WHBY, WGBR, WJBC.
- MILLIE SCOTT "Every Little Bit" (Ain & Broadway/Island) 10/2**
Rotations: Heavy 0, Medium 5/0, Light 5/2, Total Adds 2, WHBC, WGBR, Medium: WCCO, WHBY, KSL, WASK, KVEC, Light including WNNR, WTKO, WMTR.
- GENESIS "Tonight, Tonight, Tonight" (Atlantic) 10/1**
Rotations: Heavy 2/0, Medium 8/1, Light 0, Total Adds 1, WHAS, Heavy: KOY, KTWG, Medium including WICC, WCHS, WGOV, WNNR, WPDE, WMTR, WSTU.
- BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 10/1**
Rotations: Heavy 0, Medium 4/0, Light 6/1, Total Adds 1, WROK, Medium: WPDE, WTKO, WCIL, KTWG, Light including WHBY, WIBA, WNNR, WGBR, KFOD.
- BRUCE WILLIS "Respect Yourself" (Motown) 9/1**
Rotations: Heavy 3/1, Medium 5/0, Light 1/0, Total Adds 1, WHAS, Heavy including WELI, WPDE, Medium: KOY, WGOV, WSPD, WMTR, WSTU, Light: KBOI.
- POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 9/0**
Rotations: Heavy 0, Medium 7/0, Light 2/0, Total Adds 0, Medium: KFMB, WRVA, KUGN, WPDE, WMTR, WASK, KTWG, Light: WCHS, WTKO.
- AMY GRANT "Angels" (A&M) 8/3**
Rotations: Heavy 1/0, Medium 2/0, Light 5/3, Total Adds 3, WTKO, WMTR, WSTU, Heavy: KTWG, Medium: WJBC, WASK, Light including WCHS, WGBR.
- EL DEBARGE "Starlight Express" (MCA) 8/2**
Rotations: Heavy 0, Medium 4/1, Light 4/1, Total Adds 2, WSPD, WASK, Medium including KUGN, KSL, KTWG, Light including WHBY, WNNR, WJBC.

SIGNIFICANT ACTION

- CYNDI LAUPER "What's Going On" (Portrait/CBS) 7/6**
Rotations: Heavy 1/1, Medium 2/1, Light 4/4, Total Adds 6, WPRO, WICC, WELI, WNNR, WTKO, WMTR, Medium including KTWG.
- JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 5/5**
Rotations: Heavy 0, Medium 0, Light 5/5, Total Adds 5, KFMB, KUGN, WTKO, WGBR, KTWG.
- KENNY G "Songbird" (Arista) 5/1**
Rotations: Heavy 0, Medium 1/0, Light 4/1, Total Adds 1, WNNR, Medium: KVEC, Light including WHBY, KUGN, WGBR.
- SHIRLEY MURDOCK "As We Lay" (Elektra) 5/0**
Rotations: Heavy 0, Medium 3/0, Light 2/0, Total Adds 0, Medium: WNNR, WMTR, WSTU, Light: WICC, KFOD.
- RUSS TAFF "I'm Not Alone" (A&M) 5/0**
Rotations: Heavy 0, Medium 4/0, Light 1/0, Total Adds 0, Medium: WCCO, WHBY, WSPD, KVEC, Light: WJBC.
- STEVE WARINER "Small Town Girl" (MCA) 5/0**
Rotations: Heavy 0, Medium 4/0, Light 1/0, Total Adds 0, Medium: WCCO, WHBY, WGBR, WJBC, Light: WPDE.
- LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 4/3**
Rotations: Heavy 0, Medium 2/1, Light 2/2, Total Adds 3, KFMB, WHBY, KTWG, Medium including KSL.
- ANITA BAKER "Same Ole Love (365 Days A Year)" (Elektra) 3/2**
Rotations: Heavy 0, Medium 2/1, Light 1/1, Total Adds 2, KUGN, KTWG, Medium including KSL.
- DAN SEALS "I Will Be There" (EMI) 3/2**
Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WHBY, KUGN, Light including WGBR.
- GINO VANNELLI "Wild Horses" (CBS Associates) 3/2**
Rotations: Heavy 0, Medium 2/1, Light 1/1, Total Adds 2, KSL, WNNR, Medium including KTWG.
- GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 3/1**
Rotations: Heavy 1/0, Medium 0, Light 2/1, Total Adds 1, KUGN, Heavy: WCIL, Light including WHBC.

National Christian Radio Association

NCRA INVITES YOU TO ITS 15th ANNUAL CHRISTIAN RADIO SEMINAR APRIL 5-9

Radisson Plaza Hotel Nashville, TN

for details (615) 242-0303 P.O. Box 23201, Nashville, TN 37202

NEW ARTISTS

Albums

Reports/Adds

1	CONCRETE BLONDE/Concrete... (IRS/MCA)	92/2
2	CINDERELLA/Night Songs (Mercury/Pg)	82/13
3	STRANGLERS/Dreamtime (Epic)	65/10
4	LITTLE AMERICA/Little America (Geffen)	60/11
5	HIPSWAY/Hipsway (Columbia)	54/10
6	PSEUDO ECHO/Love An Adventure (RCA)	52/3
7	ESQUIRE/Esquire (Geffen)	50/3
8	POISON/Look What The Cat... (Capitol/Enigma)	42/6
9	DAMNED/Anything (MCA)	34/11
10	JENNIFER WARNES/Famous Blue... (Cypress/Pg)	29/9
	CHRIS ISAAK/Chris Isak (WB)	29/2

Tracks

1	CONCRETE BLONDE/True (IRS/MCA)	89/2
2	GLASS TIGER/I Will Be There (Manhattan)*	79/13
3	ROBERT CRAY BAND/I Guess I... (Mercury/Pg)*	73/14
4	CINDERELLA/Somebody Save Me (Mercury/Pg)	73/14
5	CULT/Love Removal (Sire/WB)	72/35
6	EUROPE/Rock The Night (Epic)*	68/18
7	STRANGLERS/Always The Sun (Epic)	63/10
8	LITTLE AMERICA/Walk On Fire (Geffen)	60/11
9	HIPSWAY/The Honeythief (Columbia)	50/10
10	ESQUIRE/To The Rescue (Geffen)	50/5

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.

TRIPLE PLAY

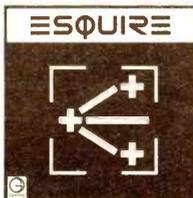


LITTLE AMERICA
"Walk On Fire"

Tracks 50
Albums New & Active #1

60 AORs, including WNEW, KTXQ, KZEW, KLOL, WYNF, WEBN, WLLZ, WQFM, KUPD, KGB, KRQR.

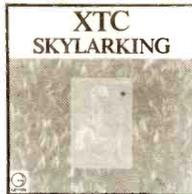
ESQUIRE
"To The Rescue"



Tracks 58

Albums New & Active

50 AORs, including WMMR, WDVE, WKLS, WSHE, WYNF, WLVO, WQFM, KZAP, KGB, KOME.



XTC
"Dear God"

BOB KRANES, WXRK-FM/NEW YORK: "I sometimes wonder where all of our radio signals end up after they leave our planet. Each time I hear 'Dear God' my mind is really wracked. One of the most impacting songs in a long time — play it before you get beamed!"

Already on 20 AORs, including WXRK, KTXQ, WFYV, WYNF, KYYS, WBCN, KRQQ, KFQG, 91X, KBCO



RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

167 REPORTS

Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium	
2	2	2	1	GREGG ALLMAN BAND/I'm No Angel (Epic)	155	-/0	66+ 139+ 15-	
15	8	4	2	PETER WOLF/Come As You Are (EMI America)	158	-/2	54+ 130+ 26-	
1	1	1	3	LOU GRAMM/Midnight Blue (Atlantic)	136	-/0	58- 132- 4+	
7	3	3	4	SAMMY HAGAR/Winner Takes It All (Columbia)	142	-/1	54+ 118+ 23-	
11	7	5	5	STEVE WINWOOD/The Finer Things (Island/WB)	137	+/3	36+ 118+ 17-	
			DEBUT	6	U2/With Or Without You (Island)	155	/152	29 100 50
27	12	7	7	PATTY SMYTH/Never Enough (Columbia)	147	-/1	24+ 101+ 44-	
29	8	8	8	CUTTING CREW/(I Just) Died In Your Arms (Virgin)	148	-/0	20+ 97+ 50-	
20	13	12	9	CROWDED HOUSE/Don't Dream It's Over (Capitol)	121	-/4	19+ 92+ 27-	
5	4	6	10	REO SPEEDWAGON/That Ain't Love (Epic)	112	-/0	30- 88- 23-	
48	27	16	11	JON BUTCHER/Goodbye Saving Grace (Capitol)	143	-/10	2+ 36+ 94=	
30	25	15	12	PAUL SIMON/The Boy In The Bubble (WB)	124	+/7	8- 47+ 74-	
13	9	10	13	ERIC CLAPTON/Miss You (Duck/WB)	107	-/2	23+ 67- 38-	
24	21	14	14	DEEP PURPLE/Call Of The Wild (Mercury/Pg)	127	+/5	3- 47+ 77+	
33	29	24	15	PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	120	+/12	4= 34+ 77+	
25	22	18	17	BARBUSTERS featuring JOAN JETT/Light Of Day (Blackheart/CBS)	116	-/3	2+ 35+ 74-	
23	17	16	18	SANTANA/Veracruz (Columbia)	106	-/3	7= 45+ 55-	
54	33	27	19	BON JOVI/Never Say Goodbye (Mercury/Pg)	104	+/19	6= 48+ 52+	
35	30	26	19	LOU GRAMM/Ready Or Not (Atlantic)	105	+/15	3+ 38+ 65+	
12	10	13	20	GEORGIA SATELLITES/BattleShip Chains (Elektra)	93	-/1	4- 47- 44-	
6	6	9	21	LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)	90	-/0	10- 44- 39-	
			DEBUT	22	ANDY TAYLOR/I Might Lie (MCA)	118	+/15	2+ 10+ 91+
			23	FROZEN GHOST/Should I See (Atlantic)	116	+/29	1= 10+ 94+	
3	5	11	24	ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)	75	-/0	10- 38- 37-	
53	38	30	25	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	88	-/7	4+ 30+ 54-	
			DEBUT	26	NIGHT RANGER/The Secret Of My Success (MCA)	95	/94	1 11 72
4	11	19	27	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	60	-/2	10- 35- 20-	
14	20	20	28	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	62	-/0	13- 40- 21-	
			29	DOKKEN/Dream Warriors ("Theme From...") (Elektra)	92	+/15	2= 8+ 64+	
			30	BOSTON/Can'tcha Say/Still In Love (MCA)	56	-/0	7- 32- 22=	
18	21	31	31	STEVIE RAY VAUGHAN & DOUBLE.../Willie The Wimp (Epic)	74	-/1	1= 18- 49-	
43	37	33	32	CONCRETE BLONDE/True (IRS/MCA)	89	-/2	0- 14+ 58-	
			33	WHITESNAKE/Still Of The Night (Geffen)	91	+/30	0= 5+ 63+	
			34	GLASS TIGER/I Will Be There (Manhattan)	79	+/13	4+ 11+ 63+	
8	16	23	35	WORLD PARTY/Ship Of Fools (Chrysalis)	58	-/1	2- 26- 25-	
			36	EDDIE MONEY/Endless Nights (Columbia)	69	+/25	6+ 24+ 35+	
37	35	32	37	TESLA/Modern Day Cowboy (Geffen)	81	-/2	1+ 12- 51-	
			38	ROBERT CRAY BAND/I Guess I Showed Her (Mercury/Pg)	73	+/14	1= 17+ 50+	
			39	BILLY IDOL/Sweet Sixteen (Chrysalis)	70	+/22	1= 14+ 45+	
39	36	34	40	KINKS/Lost And Found (MCA)	67	-/0	2= 17= 36-	
			DEBUT	41	CULT/Love Removal Machine (Sire/WB)	72	+/35	0= 6+ 49+
			42	CINDERELLA/Somebody Save Me (Mercury/Pg)	73	+/14	1= 5- 52+	
9	15	25	43	GENESIS/Tonight, Tonight, Tonight (Atlantic)	47	-/0	6- 29- 14-	
22	26	24	44	ROBIN TROWER/No Time (GNP/Crescendo)	56	-/0	2- 13- 38-	
			45	LOS LOBOS/Set Me Free (Rosa Lee) (Slash/WB)	59	+/21	0= 17+ 35+	
60	54	52	46	STRANGLERS/Always The Sun (Epic)	63	+/10	1+ 13+ 33+	
			47	EUROPE/Rock The Night (Epic)	68	+/18	1+ 5+ 47+	
28	32	38	48	ROBERT CRAY BAND/Smoking Gun (Mercury/Pg)	37	-/0	3- 17- 13-	
19	31	41	49	EUROPE/The Final Countdown (Epic)	33	-/0	4+ 18- 12-	
			50	LITTLE AMERICA/Walk On Fire (Geffen)	60	+/11	1= 5+ 35+	
			DEBUT	51	GEORGIA SATELLITES/Railroad Steel (Elektra)	42	+/12	1+ 13+ 28+
			52	HIPSWAY/The Honeythief (Columbia)	50	+/10	3+ 9+ 29+	
16	24	31	53	EDDIE MONEY/I Wanna Go Back (Columbia)	29	-/0	6- 17- 8-	
56	47	54	54	PSEUDO ECHO/Living In A Dream (RCA)	49	-/2	1+ 6+ 30-	
28	28	36	55	JULIAN COPE/World Shut Your Mouth (Island)	43	-/0	0= 9- 27-	
			56	STEVE MILLER BAND/I Wanna Be Loved (But By Only...) (Capitol)	37	-/1	2- 16+ 18-	
			DEBUT	57	WORLD PARTY/Private Revolution (Chrysalis)	48	+/9	0= 7= 35+
			58	ESQUIRE/To The Rescue (Geffen)	50	+/5	0= 1= 38+	
			DEBUT	59	DEL FUEGOS/Long Slide (For An Out) (Slash/WB)	38	+/16	2+ 4+ 26+
			DEBUT	60	ALAN PARSONS PROJECT/Money Talks (Arista)	35	+/15	0- 9+ 21+

BREAKERS

U2
With Or Without You (Island)
93% of our reporters on it.

LOU GRAMM
Ready Or Not (Atlantic)
63% of our reporters on it.

BON JOVI
Never Say Goodbye (Mercury/PolyGram)
62% of our reporters on it.

FROZEN GHOST
Should I See (Atlantic)
69% of our reporters on it.

DIRTY WATER

T H E D E B U T 1 2 "
FROM THEIR FORTHCOMING ALBUM,
UNDER THE VOLCANO



O N Y O U R D E S K T O D A Y !

Capitol
1997 EMI RECORDS LTD.

PRODUCED BY BRUCE FAIRBAIN, BOB ROCK AND PAUL HYDE. MANAGEMENT: BRUCE ALLEN TALENT

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Track	Weeks	Chart	Album	Label	16Z REPORTS	MARCH 13, 1987	Reports/Adds	Power	Heavy	Medium
1	1	1	LOU GRAMM/Ready Or Not (Atlantic)			"Midnight" (136) "Ready" (105) "Heartache" (18)	149 -/0	60 -	143 -	6 +
5	2	2	GREGG ALLMAN BAND/I'm No Angel (Epic)			"Angel" (155) "Anything" (13) "Cross" (10)	159 -/0	69 +	142 +	16 -
11	4	4	OVER THE TOP/Soundtrack (Columbia)			"Winner" (142) "Meet Me" (5) "Gypsy" (2)	144 -/1	55 +	120 +	23 -
13	10	6	STEVE WINWOOD/Back In The High Life (Island/WB)			"Finer" (137) "Take It" (4) "Judgment" (2)	138 +/3	36 +	119 +	17 -
19	10	5	PATTY SMYTH/Never Enough (Columbia)			"Never" (147) "Give It" (3) "Downtown" (1)	148 +/2	24 +	101 +	46 -
21	12	6	CUTTING CREW/Broadcast (Virgin)			"Died In" (148) "One" (3) "I've Been" (3)	152 =/0	21 +	99 +	52 -
2	3	7	ERIC CLAPTON/August (Duck/WB)			"Miss You" (107) "Run" (31) "Tearing" (16)	130 -/2	26 +	75 -	51 -
7	5	8	REO SPEEDWAGON/Life As We Know It (Epic)			"That Ain't Love" (112) "Variety" (23) "Dreams" (9)	124 -/1	30 -	92 -	32 +
4	8	9	BON JOVI/Slippery When Wet (Mercury/PG)			"Never" (104) "Let It Rock" (38) "Livin'" (21)	133 -/2	13 -	68 +	61 -
19	16	10	CROWDED HOUSE/Crowded House (Capitol)			"Don't Dream" (121) "World" (7) "Something" (4)	124 =/4	19 +	94 +	28 -
9	7	11	LOS LOBOS/By The Light Of The Moon (Slash/WB)			"Shakin'" (90) "Set Me Free" (59) "Is This" (4)	125 -/4	11 -	55 -	62 +
8	9	12	GEORGIA SATELLITES/Georgia Satellites (Elektra)			"Battleship" (93) "Railroad" (42) "Keep" (5)	117 -/1	5 -	53 -	61 -
15	14	13	ROBERT CRAY BAND/Strong Persuader (Mercury/PG)			"I Guess" (73) "Smoking" (37) "Right" (31)	125 -/5	4 -	38 -	76 -
22	14	14	JON BUTCHER/Wishes (Capitol)			"Goodbye" (143) "Holy War" (2) "Wishes" (2)	144 +/11	2 +	36 +	94 =
16	15	15	DEEP PURPLE/The House Of Blue Light (Mercury/PG)			"Call" (127) "Bad" (7) "Strangeways" (2)	129 -/2	3 =	48 +	71 +
26	20	16	PAUL SIMON/Graceland (WB)			"The Boy" (124) "Diamonds" (2) "Graceland" (1)	126 +/7	8 -	48 +	75 -
18	17	17	SANTANA/Freedom (Columbia)			"Veracruz" (106) "Praise" (3) "Before" (3)	112 -/3	8 =	49 +	57 -
32	26	18	PSYCHEDELIC FURS/Midnight To Midnight (Columbia)			"Heartbreak" (120) "Angels" (4) "Shock" (3)	122 +/12	4 =	35 +	78 +
24	22	19	LIGHT OF DAY/Soundtrack (Blackheart/CBS)			"Light" (116) "Twist" (17) "Stay" (1)	123 -/4	2 +	35 +	80 -
3	6	20	ALAN PARSONS PROJECT/Gaudi (Arista)			"Standing" (75) "Money" (35) "Too Late" (9)	99 -/3	10 -	46 -	46 +
12	13	21	WORLD PARTY/Private Revolution (Chrysalis)			"Ship Of Fools" (58) "Private" (48) "True" (10)	107 -/5	2 -	34 -	62 +
17	20	22	EDDIE MONEY/Can't Hold Back (Columbia)			"Endless Nights" (69) "I Wanna Go Back" (29)	88 +/16	12 -	37 -	40 +
10	12	23	BOSTON/Third Stage (MCA)			"Can'tcha" (56) "I Think" (19) "Hollyann" (9)	80 -/0	10 -	42 -	34 +
35	24	24	FROZEN GHOST/Frozen Ghost (Atlantic)			"Should" (116) "Yum Bai Ya" (2) "End" (1)	116 +/29	1 =	10 +	94 +
DEBUT	25	25	ANDY TAYLOR/Thunder (MCA)			"I Might Lie" (118) "Don't Let Me" (1)	118 /15	2	10	91
6	11	26	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)			"Mandolin" (60) "Western" (8) "Kiss" (6)	68 -/2	11 -	37 -	26 =
22	29	27	EUROPE/The Final Countdown (Epic)			"Rock The Night" (68) "Final" (33) "Ninja" (1)	92 +/13	5 +	22 -	53 +
37	33	28	HUEY LEWIS & THE NEWS/Fore! (Chrysalis)			"I Know What" (88) "Jacob's" (7) "Doing" (2)	91 +/5	5 +	31 +	56 -
34	32	29	TESLA/Mechanical Resonance (Geffen)			"Modern" (81) "Little" (20) "Rock Me" (1)	97 -/3	1 +	15 -	61 +
36	32	30	CONCRETE BLONDE/Concrete Blonde (IRS/MCA)			"True" (89) "Dance" (4) "Beware" (2)	92 +/2	1 =	15 +	60 -
23	23	31	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Live Alive (Epic)			"Willie The Wimp" (74)	74 -/1	1 =	18 -	49 -
40	30	32	GLASS TIGER/The Thin Red Line (Manhattan)			"I Will Be" (79) "Ecstasy" (1)	80 +/12	4 +	12 +	63 +
38	37	33	CINDERELLA/Night Songs (Mercury/PG)			"Somebody" (73) "Nobody's" (12)	82 +/13	3 +	8 -	57 +
30	40	34	BILLY IDOL/Whiplash Smile (Chrysalis)			"Sweet Sixteen" (70) "Gun" (4) "Soul" (3)	72 +/21	1 -	16 -	45 +
20	25	35	ROBIN TROWER/Passion (GNP/Crescendo)			"No Time" (56) "Caroline" (14) "Passion" (2)	70 -/3	2 -	13 -	48 -
33	31	36	KINKS/Think Visual (MCA)			"Lost" (67) "Working" (2) "How" (2)	70 -/0	2 -	19 -	37 -
14	18	26	GENESIS/Invisible Touch (Atlantic)			"Tonight" (47) "Domino" (2) "In Too Deep" (1)	50 -/0	6 -	30 -	16 -
27	35	38	STEVE MILLER BAND/Living In The 20th Century (Capitol)			"Loved" (37) "Nobody" (15) "Make" (2)	51 -/1	3 -	23 -	24 -
DEBUT	39	39	STRANGLERS/Dreamtime (Epic)			"Always" (63) "Ghost" (3) "Mayan" (2)	65 +/10	1 +	13 +	34 +
26	30	40	PRETENDERS/Get Close (Sire/WB)			"Tradition" (22) "My Baby" (14) "Room Full" (7)	47 -/1	2 -	17 -	22 -

UP FROM DOWN UNDER

THE SAINTS

the single

Just like fire would

JUST LIKE FIRE WOULD VIDEO IN ROTATION ON TV

the album

All Fools Day

AVAILABLE ON TVT RECORDS AND VIDEO

19 WEST 19TH STREET, NEW YORK NY 10011 ORDERS 212 929 0370

91X
KZEL
KZAM
KJET
KUSF
KSTM
KKBR
KEYX
KVRE
KBCO
KRQU
KTCL
KUPD
KLPX
KEZO
KWHL
KATT
KTAO
KBLE
KABL
KATP
KLWD
KFMH
KVEZ
KMTN
CHEZ
Q107

BREAKERS.

ANDY TAYLOR
Thunder (MCA)
71% of our reporters on it.

FROZEN GHOST
Frozen Ghost (Atlantic)
89% of our reporters on it.

NEW & ACTIVE

LITTLE AMERICA "Little America" (Geffen) 60/11 (50/13)
Adds including KRQR, KYLO, WKFM, KEZO, KRQJ, KEZE, WWWW, KRFMQ, KOZZ, Powers 1, Heavy 5: KTXQ, WEBN, KWIC, KILQ, KRQU, Medium 35 including WNEW, WYFN, WLLZ, WOFM, KLPD, KGB, WCFM, WOUR, WKV, WAPL.

HIPSWAY "Hipsway" (Columbia) 54/10 (44/5)
Adds: WBVR, KRQJ, 91X, KRQR, WIMZ, KMJX, KBAT, WXLK, KOMP, WWTR, Powers 4, Heavy 11 including WLIR, KBPI, KWIC, KNCH, WONE, KTCC, WWCT, KMMX, KRNA, KRQU, Medium 31 including WBAB, WNEW, WSHE, WXRT, WLLZ, KBGO, WCCC, WAFF, WKQJ, WLAV.

PSEUDO ECHO "Love An Adventure" (RCA) 52/3 (52/4)
Adds: WLVO, KBAT, KNX, Powers 2, Heavy 7: WBCN, WLIR, WXRK, KRQJ, WPLR, KGRQ, KRQU, Medium 33 including KTXQ, WLLZ, 91X, KGB, KRQR, KOME, WZZO, WCCC, WHEB, WAFF.

ESQUIRE "Esquire" (Geffen) 50/3 (49/3)
Adds: WSHE, KZAP, KSQY, Heavy 1, WMRY, Medium 38 including WMMR, WDV, WYFN, WLVO, WOFM, KGB, KOME, WPTX, KILB, WDI.

POISON "Look What The Cat Dragged In" (Enigma/Capitol) 42/6 (36/6)
Adds: Q107, KZEW, WLLZ, WDMA, WLNZ, WKQZ, Powers 1, Heavy 5: WBCN, WBAB, KDJQ, KNAC, KTAL, Medium 21 including WNEW, KBPI, WHEB, WOUR, KLAQ, KISS, KILQ, KDJK, WKRI.

PETER GABRIEL "So" (Geffen) 35/11 (27/4)
Adds including WCCC, WHCN, WHEB, WKFM, WAF, WHTF, WFFY, WDIJ, WGR, Powers 4, Heavy 11 including WBAB, WXRK, WMMR, DC101, KFOG, WPDH, WONE, KOMP, WMGM, WZZO, including WLIR, WDV, 91X, WZZO, WIOQ, KJOT, WWWW, WAOR, KTYD.

DAMNED "Anything" (MCA) 34/11 (24/17)
Adds including WXRK, KRQR, WHEB, WKFM, WGR, WRXL, KEZO, KMDD, WRKI, Heavy 2 including WLIR, Medium 21 including WNEW, Q107, WXRT, KYYS, 91X, WHFS, WAAP, KDJQ, KTYD.

JENNIFER WARNES "Famous Blue Raincoat" (Cypress/PolyGram) 29/9 (20/2)
Adds: WBAB, WDMA, WIOQ, WMAO, WKQZ, KMDD, KDJK, WWWW, KRQU, Heavy 5 including WXRT, WHFS, CHEZ, KTCC, Medium 18 including WNOB, KYYS, KQRS, KINK, CFOX, KWIC, WIMZ, KGDS, WLAV.

CHRIS ISAAK "Chris Isaak" (WB) 29/2 (27/6)
Adds: WBCN, KDJQ, Powers 2, Heavy 6: WBVR, 91X, KFOG, KRQR, WHFS, KKCY, Medium 15 including WXRT, KINK, KZAP, KSJQ, WOUR, KILQ, KDJK, KFME, KTYD.

CHINA CRISIS "What Price Paradise" (Virgin/A&M) 27/2 (28/2)
Adds: WBAB, WDMA, Powers 3, Heavy 9: WBCN, WLIR, KINK, 91X, KTCC, KINK, KKCY, KMMX, KGRQ, Medium 17 including WNEW, WLUP, WXRT, WLLZ, KBGO, KFOG, WHFS, WLAV, WKRI.

REGIONAL R&R ACTIVITY

SOUTH (Continued)

WNYZ/Charlotte (704) 931-1121
WIMZ-FM/Knoxville (615) 525-6000
WRDU/Raleigh (919) 782-1061
KATP/Amarillo (808) 374-1637
WIBC/Cincinnati (513) 871-8500
WROK/Canton (218) 492-5630
WLVF-FM/Grand Rapids (616) 458-5461
WVCY/Peoria (309) 674-2000

MIDWEST

PARALLEL ONE

WRTT/Chicago (312) 777-1700
WRXL/Richmond (804) 282-8731
WQOL/Leixington (606) 252-6884
WYFF/Tampa (813) 228-8090
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057

WUPLI/Chicago (312) 440-5270
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057

WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057

PARALLEL TWO

WYZZ/Charlotte (804) 971-4057

WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057

WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057

WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057
WYZZ/Charlotte (804) 971-4057

REGIONAL AOR ACTIVITY

<p>MIDWEST (continued)</p>	<p>WYMG/Springfield, IL (217) 245-7171 PD: RYAN AFFRISIO PD: KEVIN PUGHAM</p>	<p>WZZO/Terre Haute (217) 232-5034 PD: BOB HERRMAN PD: BOB MICHAELS</p>	<p>91X/San Jose (408) 291-9191 PD: JIM ANDERSON PD: BOB WOOD</p>	<p>KJOS/San Jose (408) 288-5400 PD: JIM ANDERSON PD: BOB WOOD</p>	<p>COFX/Anaheim (909) 884-7221 PD: JIM ANDERSON PD: BOB WOOD</p>	<p>KOHL/Anaheim (909) 524-7100 PD: JIM ANDERSON PD: BOB WOOD</p>	<p>KEZE/Spokane (509) 445-1000 PD: GARY ALLEN PD: BOB MICHAELS</p>	<p>KXOU/Laramie-Cheyenne (307) 755-7396 PD: JIM ANDERSON PD: BOB WOOD</p>
<p>PARALLEL THREE</p>	<p>KNKA/Cedar Rapids (319) 351-9300 PD: BOB WOOD PD: BOB WOOD</p>	<p>KSOJ/Rapid City (605) 578-3533 PD: JACK BARRETT PD: JEFF MICHAELS</p>	<p>KZAP/Sacramento (916) 925-3700 PD: TOM CALLE PD: BILL PRESPECT</p>	<p>KROO/Loe Angeles (818) 852-7687 PD: RICH CARROLL PD: BOB WOOD</p>	<p>PARALLEL TWO</p>	<p>KMPH/Las Vegas (702) 778-4600 PD: BRUCE COHEN PD: BOB WOOD</p>	<p>KJVD/Faano (209) 226-5991 PD: ART PARKER PD: BOB WOOD</p>	<p>KZOO/Missoula (409) 738-5000 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL THREE</p>	<p>WLT/Kalifornia (818) 258-2800 PD: BOB WOOD PD: BOB WOOD</p>	<p>KBCO/FtDenver (303) 444-8000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KRSP-FM/Salt Lake (801) 282-5541 City PD: BOB WOOD PD: BOB WOOD</p>	<p>KFOG/San Francisco (415) 988-1055 PD: BOB WOOD PD: BOB WOOD</p>	<p>KFMJ/Albuquerque (505) 825-8811 PD: TOM HARRALL PD: BOB WOOD</p>	<p>KILO/Colorado Springs (303) 434-4896 PD: BOB WOOD PD: BOB WOOD</p>	<p>KFMX/Chicago (818) 343-8481 PD: BOB WOOD PD: BOB WOOD</p>	<p>KOZZ/Reno (702) 322-9281 PD: BOB WOOD PD: BOB WOOD</p>
<p>WEST</p>	<p>PARALLEL ONE</p>	<p>KCON/Portland (503) 855-8181 PD: BOB WOOD PD: BOB WOOD</p>	<p>KOMES/San Jose (408) 985-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KRO/San Francisco (415) 755-4645 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZRR/Albuquerque (505) 785-6400 PD: BOB WOOD PD: BOB WOOD</p>	<p>KNCF/Mt. Angeles (213) 717-8172 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KBPM/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404) 284-9000 PD: BOB WOOD PD: BOB WOOD</p>	<p>KTYD/Santa Barbara (805) 967-4511 PD: BOB WOOD PD: BOB WOOD</p>
<p>PARALLEL ONE</p>	<p>KUPD/Phoenix (602) 836-3082 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Sacramento (916) 334-7777 PD: BOB WOOD PD: BOB WOOD</p>	<p>KR/San Jose (408) 292-1380 PD: BOB WOOD PD: BOB WOOD</p>	<p>KKJN/Portland (503) 226-5080 PD: BOB WOOD PD: BOB WOOD</p>	<p>KZEL/Eugene (503) 342-7096 PD: BOB WOOD PD: BOB WOOD</p>	<p>KDJJ/Modesto-Stockton (209) 868-2584 PD: BOB WOOD PD: BOB WOOD</p>	<p>KWBY/Montgomery (404)</p>	

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 a 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.

240 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song

100/25 44%

Table with 3 columns: Regional Reach, National Summary, and Debits.

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this week's reporters playing the song within each region.

National Summary UP 51

Debuts 20

Down 0

Adds 25

Down 0 - Number of stations moving it down on their charts.

Adds 25 - Total number of stations adding it this week.

A

GREGORY ABBOTT "I Got The Feelin' (It's Over)" LP: Shake You Down (Columbia)

83/14 36%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 14

Down 0

Adds 14

Down 0 - Number of stations moving it down on their charts.

Adds 14 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Gregory Abbott's song.

DONNA ALLEN Serious (21/Atco) LP: Perfect Timing

88/8 37%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 10

Down 0

Adds 8

Down 0 - Number of stations moving it down on their charts.

Adds 8 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Donna Allen's song.

GEORGIO ALLENTINI Sex Appeal (Motown) LP: Giorgio

53/1 22%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 1

Down 0

Adds 1

Down 0 - Number of stations moving it down on their charts.

Adds 1 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Georgio Allentini's song.

HERB ALPERT Keep Your Eye On Me LP: Keep Your Eye On Me

70/10 28%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 9

Down 0

Adds 10

Down 0 - Number of stations moving it down on their charts.

Adds 10 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Herb Alpert's song.

BANGLES Walking Down Your Street (Columbia) LP: Different Light

218/8 91%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 26

Down 0

Adds 8

Down 0 - Number of stations moving it down on their charts.

Adds 8 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Bangles' song.

BARBUSTERS Light Of Day (CBS Associated) LP: "Light Of Day" Soundtrack

138/7 57%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 17

Down 0

Adds 7

Down 0 - Number of stations moving it down on their charts.

Adds 7 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Barbusters' song.

BOSTON Cancha Say... (MCA) LP: Third Stage

157/22 85%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 38

Down 0

Adds 22

Down 0 - Number of stations moving it down on their charts.

Adds 22 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Boston's song.

BREAKFAST CLUB Right On Track (MCA) LP: Breakfast Club

111/51 46%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 19

Down 0

Adds 51

Down 0 - Number of stations moving it down on their charts.

Adds 51 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Breakfast Club's song.

CAMEO Candy (Atlanta Artists/PolyGram) LP: Word Up

133/4 55%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 85

Down 13

Adds 4

Down 13 - Number of stations moving it down on their charts.

Adds 4 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Cameo's song.

CHICAGO If She Would Have Faithful... (WB) LP: Chicago 18

84/84 27%

Table with 3 columns: Regional Reach, National Summary, and Debits.

Debuts 0

Down 0

Adds 84

Down 0 - Number of stations moving it down on their charts.

Adds 84 - Total number of stations adding it this week.

P1 P2 P3

Table listing station call letters and their reporting status for Chicago's song.

PARALLELS

M

MADONNA La Isla Bonita (Sire/WB) LP True Blue

Regional Reach 135/107 56% National Summary UP 16 DEBITS 8 SAME 4 DOWN 0 ADDS 107

Regional Reach 135/107 56% National Summary UP 16 DEBITS 8 SAME 4 DOWN 0 ADDS 107. Includes sub-sections P1, P2, P3 with station lists and song titles.

SHIRLEY MURDOCK As We Lay (Elektra) LP Shirley Murdock

108/175 46% National Summary UP 46 DEBITS 9 SAME 34 DOWN 4 ADDS 15

Regional Reach 108/175 46% National Summary UP 46 DEBITS 9 SAME 34 DOWN 4 ADDS 15. Includes sub-sections P1, P2, P3 with station lists and song titles.

POISON Talk Dirty To Me (Capitol) LP Look What The Cat Dragged In

77/35 32% National Summary UP 17 DEBITS 19 SAME 6 DOWN 0 ADDS 35

Regional Reach 77/35 32% National Summary UP 17 DEBITS 19 SAME 6 DOWN 0 ADDS 35. Includes sub-sections P1, P2, P3 with station lists and song titles.

RATT Dance (Atlantic) LP Dancing Undercover

93/176 39% National Summary UP 32 DEBITS 7 SAME 8 DOWN 0 ADDS 116

Regional Reach 93/176 39% National Summary UP 32 DEBITS 7 SAME 8 DOWN 0 ADDS 116. Includes sub-sections P1, P2, P3 with station lists and song titles.

LINDA RONSTADT & JAMES INGRAM Somewhere Out There (MCA) LP "An American Tail" Soundtrack

188/0 78% National Summary UP 115 DEBITS 0 SAME 41 DOWN 0 ADDS 41

Regional Reach 188/0 78% National Summary UP 115 DEBITS 0 SAME 41 DOWN 0 ADDS 41. Includes sub-sections P1, P2, P3 with station lists and song titles.

GLENN MEDEIRS Nothing's Gonna Change My Love (Amherst)

88/111 37% National Summary UP 44 DEBITS 12 SAME 20 DOWN 1 ADDS 111

Regional Reach 88/111 37% National Summary UP 44 DEBITS 12 SAME 20 DOWN 1 ADDS 111. Includes sub-sections P1, P2, P3 with station lists and song titles.

ROBBIE NEVIL Dominica (Manhattan) LP Robbie Nevil

194/172 81% National Summary UP 139 DEBITS 22 SAME 21 DOWN 0 ADDS 12

Regional Reach 194/172 81% National Summary UP 139 DEBITS 22 SAME 21 DOWN 0 ADDS 12. Includes sub-sections P1, P2, P3 with station lists and song titles.

PRINCE Sign 'O' The Times (Paisley Park/WB) LP The Love Symbol Album

208/17 87% National Summary UP 126 DEBITS 48 SAME 7 DOWN 0 ADDS 7

Regional Reach 208/17 87% National Summary UP 126 DEBITS 48 SAME 7 DOWN 0 ADDS 7. Includes sub-sections P1, P2, P3 with station lists and song titles.

RED SPEEDWAGON That Ain't Love (Epic) LP Life As We Know It

189/0 79% National Summary UP 160 DEBITS 2 SAME 25 DOWN 2 ADDS 0

Regional Reach 189/0 79% National Summary UP 160 DEBITS 2 SAME 25 DOWN 2 ADDS 0. Includes sub-sections P1, P2, P3 with station lists and song titles.

SIMPLY RED The Right Thing (Elektra) LP Men And Women

89/10 37% National Summary UP 10 DEBITS 13 SAME 25 DOWN 0 ADDS 10

Regional Reach 89/10 37% National Summary UP 10 DEBITS 13 SAME 25 DOWN 0 ADDS 10. Includes sub-sections P1, P2, P3 with station lists and song titles.

Parallels Continued on Page 92

PARALLELS

PATTY SMYTH Never Enough (Columbia) LP: Never Enough

Regional Summary: PATTY SMYTH, R 468, S 398, M 1078, ADDS 19

Regional Summary: 96/18, 40%, National Summary: DEBITS 11, SAME 18, DOWN 0, ADDS 19

Regional Summary: PATTY SMYTH, R 468, S 398, M 1078, ADDS 19

STARSHINE Nothing's Gonna Stop Us Now (Grunt)

Regional Summary: STARSHINE, R 988, S 1008, M 1008, ADDS 1

Regional Summary: 238/1, 99%, National Summary: DEBITS 2, SAME 17, DOWN 2, ADDS 1

SURVIVOR How Much Love (Scotti Bros./CBS) LP: When Seconds Count

Regional Summary: SURVIVOR, R 578, S 428, M 528, ADDS 12

Regional Summary: 117/12, 48%, National Summary: DEBITS 11, SAME 37, DOWN 0, ADDS 12

Regional Summary: SURVIVOR, R 578, S 428, M 528, ADDS 12

TINA TURNER What You Get Is What You See (Capitol) LP: Break Every Rule

Regional Summary: TINA TURNER, R 578, S 758, M 888, ADDS 4

Regional Summary: 183/4, 80%, National Summary: DEBITS 4, SAME 18, DOWN 1, ADDS 4

U With Or Without You (Island) LP: Joshua Tree

Regional Summary: U, R 718, S 418, M 508, ADDS 122

Regional Summary: 123/122, 51%, National Summary: DEBITS 1, SAME 0, DOWN 0, ADDS 122

WANG CHUNG Let's Go (Geffen) LP: Mosaic

Regional Summary: WANG CHUNG, R 908, S 788, M 888, ADDS 7

Regional Summary: 228/7, 84%, National Summary: DEBITS 7, SAME 14, DOWN 2, ADDS 7

JODY WATLEY Looking For A New Love (MCA) LP: Peter Wolf

Regional Summary: JODY WATLEY, R 568, S 778, M 778, ADDS 40

Regional Summary: 128/40, 53%, National Summary: DEBITS 3, SAME 23, DOWN 0, ADDS 40

STEVE WINWOOD The Finer Things (Island/WB) LP: Back In The High Life

Regional Summary: STEVE WINWOOD, R 888, S 788, M 888, ADDS 15

Regional Summary: 203/15, 85%, National Summary: DEBITS 11, SAME 13, DOWN 0, ADDS 15

PETER WOLF Come As You Are (EMI America) LP: Peter Wolf

Regional Summary: PETER WOLF, R 978, S 698, M 918, ADDS 12

Regional Summary: 188/12, 78%, National Summary: DEBITS 28, SAME 29, DOWN 0, ADDS 12

WORLD PARTY Ship Of Fools (Chrysalis) LP: Private Revolution

Regional Summary: WORLD PARTY, R 358, S 608, M 608, ADDS 16

Regional Summary: 109/16, 45%, National Summary: DEBITS 28, SAME 33, DOWN 0, ADDS 16

A JOHN HUGHES PRODUCTION

SOME KIND OF WONDERFUL

FROM THE PRODUCER WHO BROUGHT YOU THE #1 HIT "DON'T YOU (FORGET ABOUT ME)" BY SIMPLE MINDS IN THE BREAKFAST CLUB, "IF YOU LEAVE" BY OMD AND "PRETTY IN PINK" BY PSYCHEDELIC FURS FROM PRETTY IN PINK,



2-95 D-39
AFTER ONE WEEK
GOOD PHONES!

NOW FLESH FOR LULU "I GO CRAZY"
FROM THE NEW BLOCKBUSTER FILM "SOME KIND OF WONDERFUL"



ALBUM PRODUCED BY STEPHEN HAGUE

MCA RECORDS
©1987 MCA Records, Inc.



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
18	8	2	1 CLUB NOUVEAU/Lean On Me (WB)
14	9	5	2 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
9	4	3	3 JANET JACKSON/Let's Wait Awhile (A&M)
7	5	4	4 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
17	13	6	5 GENESIS/Tonight, Tonight, Tonight (Atlantic)
2	1	1	6 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
21	16	7	7 WANG CHUNG/Let's Go (Geffen)
23	18	13	8 EUROPE/The Final Countdown (Epic)
13	11	10	9 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
24	20	16	10 EXPOSE/Come Go With Me (Arista)
38	25	17	11 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For...) (Arista)
5	3	8	12 PETER GABRIEL/Big Time (Geffen)
1	2	7	13 BON JOVI/Livin' On A Prayer (Mercury/PG)
27	21	18	14 CROWDED HOUSE/Don't Dream It's Over (Capitol)
31	23	19	15 LOU GRAMM/Midnight Blue (Atlantic)
6	6	9	16 BRUCE WILLIS/Respect Yourself (Motown)
16	14	14	17 DEAD OR ALIVE/Brand New Lover (Epic)
29	24	21	18 REO SPEEDWAGON/That Ain't Love (Epic)
32	27	23	19 TINA TURNER/What You Get Is What You See (Capitol)
3	7	11	20 JETS/You Got It All (MCA)
40	31	26	21 STEVE WINWOOD/The Finer Things (Island/WB)
—	34	27	22 BANGLES/Walking Down Your Street (Columbia)
—	—	20	23 PRINCE/Sign 'O' The Times (Paisley Park/WB)
10	10	15	24 EDDIE MONEY/I Wanna Go Back (Columbia)
39	32	28	25 HIPSWAY/The Honeythief (Columbia)
12	12	20	26 BEASTIE BOYS/Fight For Your Right (To Party) (Def Jam/Columbia)
—	38	31	27 ROBBIE NEVIL/Dominos (Manhattan)
—	40	33	28 PETER WOLF/Come As You Are (EMI America)
35	30	29	29 CAMEO/Candy (Atlanta Artists/PG)
—	—	34	30 KOOL & THE GANG/Stone Love (Mercury/PG)
—	—	39	31 CUTTING CREW/(I Just) Died In Your Arms (Virgin)
—	—	38	32 GLASS TIGER/I Will Be There (Manhattan)
4	15	22	33 CHICAGO/Will You Still Love Me? (WB)
11	17	24	34 JOURNEY/It'll Be Alright Without You (Columbia)
8	19	25	35 GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)
BREAKER	36	CYNDI LAUPER/What's Going On (Portrait/CBS)	
BREAKER	37	BOSTON/Can'tcha Say/Still In Love (MCA)	
DEBUT	38	SHIRLEY MURDOCK/As We Lay (Elektra)	
DEBUT	39	ROBERT CRAY BAND/Smoking Gun (Polydor/PG)	
DEBUT	40	DONNA ALLEN/Serious (21/Atco)	

N&A Begins on Page 94

AOR TRACKS®

Three Weeks	Two Weeks	Last Week	
2	2	2	1 GREGG ALLMAN BAND/I'm No Angel (Epic)
15	8	4	2 PETER WOLF/Come As You Are (EMI America)
1	1	1	3 LOU GRAMM/Midnight Blue (Atlantic)
7	3	4	4 SAMMY HAGAR/Winner Takes It All (Columbia)
11	7	5	5 STEVE WINWOOD/The Finer Things (Island/WB)
BREAKER	6	U2/With Or Without You (Island)	
27	12	7	7 PATTY SMYTH/Never Enough (Columbia)
29	19	8	8 CUTTING CREW/(I Just) Died In Your Arms (Virgin)
20	13	12	9 CROWDED HOUSE/Don't Dream It's Over (Capitol)
5	4	6	10 REO SPEEDWAGON/That Ain't Love (Epic)
48	27	16	11 JON BUTCHER/Goodbye Saving Grace (Capitol)
30	25	15	12 PAUL SIMON/The Boy In The Bubble (WB)
13	9	10	13 ERIC CLAPTON/Miss You (Duck/WB)
24	21	14	14 DEEP PURPLE/Call Of The Wild (Mercury/PG)
33	29	24	15 PSYCHEDELIC FURS/Heartbreak Beat (Columbia)
25	22	18	16 BARBUSTERS featuring JOAN JETT/Light Of Day (Blackheart/CBS)
23	20	17	17 SANTANA/Veracruz (Columbia)
BREAKER	18	BON JOVI/Never Say Goodbye (Mercury/PG)	
BREAKER	19	LOU GRAMM/Ready Or Not (Atlantic)	
12	10	—	20 GEORGIA SATELLITES/Battleship Chains (Elektra)
6	6	9	21 LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)
—	40	29	22 ANDY TAYLOR/I Might Lie (MCA)
BREAKER	23	FROZEN GHOST/Should I See (Atlantic)	
3	5	11	24 ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)
53	38	30	25 HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)
DEBUT	26	NIGHT RANGER/The Secret Of My Success (MCA)	
4	11	19	27 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
14	14	20	28 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
—	57	39	29 DOKKEN/Dream Warriors ("Theme From...") (Elektra)
10	17	22	30 BOSTON/Can'tcha Say/Still In Love (MCA)

Complete Tracks Chart Begins on Page 76

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	
7	2	1	1 JODY WATLEY/Looking For A New Love (MCA)
10	7	2	2 CLUB NOUVEAU/Lean On Me (WB)
8	6	3	3 SHEILA E/Hold Me (Paisley Park/WB)
14	8	5	4 KOOL & THE GANG/Stone Love (Mercury/PG)
18	13	7	5 MADHOUSE/6 (Paisley Park/WB)
16	12	8	6 ONE WAY/You Better Quit (MCA)
22	14	10	7 HERB ALPERT/Keep Your Eye On Me (A&M)
—	—	19	8 PRINCE/Sign 'O' The Times (Paisley Park/WB)
26	20	11	9 STARPOINT/He Wants My Body (Elektra)
25	21	15	10 MILLIE SCOTT/Every Little Bit (4th & Broadway/Island)
20	15	13	11 RAINY DAVIS/Lowdown So & So (Columbia)
30	27	17	12 SYSTEM/Don't Disturb This Groove (Atlantic)
13	10	9	13 STACY LATTISAW/Jump Into My Life (Motown)
1	1	4	14 JANET JACKSON/Let's Wait Awhile (A&M)
38	29	20	15 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
27	22	18	16 BUNNY DEBARGE/Save The Best For Me (Motown)
—	40	27	17 L. VANDROSS featuring G. HINES/There's Nothing Better Than Love (Epic)
40	32	21	18 GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)
19	16	19	19 JAMES BROWN/How Do You Stop (Scotti Bros./CBS)
—	35	29	20 SMOKEY ROBINSON/Just To See Her (Motown)
33	30	26	21 FULL FORCE/Old Flames Never Die (Columbia)
31	28	24	22 LEVERT/Fascination (Atlantic)
28	25	23	23 EXPOSE/Come Go With Me (Arista)
—	—	38	24 ATLANTIC STARR/Always (WB)
—	—	35	25 KLYMAXX/I'd Still Say Yes (Constellation/MCA)
—	—	38	26 LILLO THOMAS/Sexy Girl (Capitol)
DEBUT	27	ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra)	
DEBUT	28	PATRICE RUSHEN/Watch Out (Arista)	
37	33	31	29 VESTA WILLIAMS/Something About You (A&M)
—	36	34	30 S.O.S. BAND/No Lies (Tabu/CBS)
35	34	33	31 GENOBIA JETER/GLENN JONES/Together (RCA)
—	—	36	32 READY FOR THE WORLD/Mary Goes Round (MCA)
—	—	39	33 ISAAC HAYES/Thing For You (Columbia)
4	4	6	34 JETS/You Got It All (MCA)
DEBUT	35	BOBBY BROWN/Girl Next Door (MCA)	
—	40	36	CHERYL LYNN/New Dress (Manhattan)
9	9	12	37 MILLIE JACKSON/Love Is A Dangerous Game (Jive/RCA)
34	31	30	38 COMMODORES/Take It From Me (Polydor/PG)
DEBUT	39	RUN D.M.C./It's Tricky (Profile)	
BREAKER	40	MIKI HOWARD/Imagination (Atlantic)	

N&A Begins on Page 64

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	
6	3	2	1 JANET JACKSON/Let's Wait Awhile (A&M)
11	7	3	2 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
1	1	1	3 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
—	20	10	4 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
2	2	4	5 JETS/You Got It All (MCA)
12	8	7	6 DARYL HALL/Someone Like You (RCA)
17	12	9	7 PAUL McCARTNEY/Only Love Remains (Capitol)
25	19	11	8 RESTLESS HEART/It'll Still Be Loving You (RCA)
20	15	9	9 KOOL & THE GANG/Stone Love (Mercury/PG)
—	28	17	10 STEVE WINWOOD/The Finer Things (Island/WB)
5	4	5	11 LUTHER VANDROSS/Stop To Love (Epic)
3	6	8	12 JOURNEY/It'll Be Alright Without You (Columbia)
4	5	6	13 TOTO/Without Your Love (Columbia)
29	25	19	14 SHIRLEY MURDOCK/As We Lay (Elektra)
—	29	18	15 GENESIS/Tonight, Tonight, Tonight (Atlantic)
—	—	30	16 SMOKEY ROBINSON/Just To See Her (Motown)
7	10	13	17 LIONEL RICHIE/Ballerina Girl (Motown)
27	27	25	18 BURNS SISTERS/Listen To The Beat Of A Heart (Columbia)
8	9	15	19 CHICAGO/Will You Still Love Me? (WB)
9	22	20	20 MIKI HOWARD/Come Share My Love (Atlantic)
21	11	21	21 GLASS TIGER/Someday (Manhattan)
21	21	22	22 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
—	—	27	23 SERGIO MENDES/What Do We Mean To Each Other (A&M)
16	16	24	24 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
—	—	28	25 SHEILA E/Hold Me (WB)
15	14	14	26 BRUCE WILLIS/Respect Yourself (Motown)
BREAKER	27	GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)	
BREAKER	28	BILLY JOEL /RAY CHARLES/Baby Grand (Columbia)	
14	14	22	29 READY FOR THE WORLD/Love You Down (MCA)
BREAKER	30	SIMPLY RED/The Right Thing (Elektra)	

N&A Begins on Page 72