

I N S I D E:

**MORE ARBITRONS
MORE OFTEN**

BALTIMORE: **WBBS** nearly catches **WLIF**
CINCINNATI: **WLW** up seven to win
CLEVELAND: **WMMS** climbs, **WMJI** new
 runner-up
DALLAS: **KKDA-FM** off but tops; **WBAP**,
KSCS gain; **KEGL** widens CHR lead
DETROIT: **WJR** roars to first again
HOUSTON: **KMJQ** leads; Country, CHR
 races tighten
MIAMI: **WLYF** holds edge; **WPOW** top
 contemporary
PORTLAND: **KKRZ** rockets to No. 1
ST. LOUIS: **KMOX's** five-point jump in
 the cards
WASHINGTON: **WKYS** retakes first,
DC101 hot
 Plus results from Buffalo, Denver,
 Hartford, Minneapolis, Pittsburgh,
 Rochester, Seattle.

Page 36, 38

NEW ERA FOR HISPANICS

Anyone who thinks of the fast-growing Hispanic sector as a monolithic bloc is dead wrong. **KQKQ/Houston** Station Manager **Sandra Scheld** details the discrete lifestyle segments of the Hispanic culture, and isolates some highly attractive targets for radio.

Page 34

**CHR EXPANDS
& IMPROVES**

This week, the CHR music section has new information, a new look, new features, new reporters, and more. Here's the highlights:

- Expanded parallel headings with chart move breakdowns for each record in each parallel
- Chart summary, New Artist chart, and qualitative comments
- A new setup for the numbers in New & Active and Significant Action
- Parallel One-Alternative (P1-A) stations: playlists of the format's leading-edge innovators.

Joel Denver's column has the details; the music pages have the new features.

Column Page 47
 Music Information Page 88-104

FCC POPS PIRATES

A pirate station protesting the "stagnant" style of New York rock & roll was busted by the feds, and the FCC is ready to clamp down hard.

Page 8

**RECORD EXECS RATE
AOR TODAY**

The format's top promotion people were asked to identify AOR's biggest positives, its biggest negatives, and its most pressing need for improvement, and the answers almost smoke the page.

Page 50

Newsstand Price \$5.00



INDUSTRY'S FIRST CD MINI-SINGLE

'Little' Stevie Wonder CD

Stevie Wonder and **Motown** are working to deliver the industry's first promotional mini-CD single. The three-inch compact disc, offering digital sound and a playing time of 20 minutes, is being widely touted by Sony to succeed the vinyl 45.

Unofficial reports say **Wonder** and his label are talking with Sony about shipping the promotional release to radio in August. It would be the first single from the performer's forthcoming album.

Another report, also unconfirmed, suggests **CBS** is looking at the three-inch configuration for a **Pink Floyd** promotional release, tying in with their upcoming album, "A Momentary Lapse Of Reason."

These developments coincide with Sony's recent CD single presentations to labels in New York and Los Angeles (R&R 7/24). The company, which has pressing capacity for the format at its Digital Audio Disc Corp. (DADC) plant in Terre Haute, IN, claims the format offers:

- More than enough playing time for A/B sides of typical 45rpm singles (up to 20 minutes).

- More room than the conventional (five-inch) CD single for reducing manufacturing costs of both discs and packaging.
- Pricing ratio between CD and CD single similar to pricing between LP and 45.

Production costs for the mini-CD: See Page 32



WHAT'S GOIN' ON — CBS Records' convention was going on earlier this month in Vancouver. CBS/Records Group President **Walter Yetnikoff** and Portrait artist **Cyndi Lauper** rap it up during a break in the action, which included product presentations, platinum plaque awards, and internal citations for excellence. More photos, Page 4.

Nagler News Director At WCBS

Harvey Nagler has been named Director/News for **WCBS/New York**. The longtime **United Stations** news executive replaces **Mike Ludlum**, who resigned.

WCBS VP/GM Edward Kieran remarked, "Harvey has the mix of newsgathering experience and leadership that transfers well from a network operation to an all-News station in the nation's largest and most vibrant market."



Harvey Nagler

NO SUCCESSOR NAMED

**Lasker Leaves
Motown Presidency**

Jay Lasker resigned last week as President of the **Motown Music Group**. The company reported his exit Friday (7/24) in a short statement, attributed to Chairman **Berry Gordy**.

No reasons for the change were given, nor was there news of an immediate successor. **Gordy** is thought to be overseeing company operations personally.

"During his tenure as President," said the statement, "Jay has made significant contributions to the success of our company. We wish him well in his future endeavors."

Motown executives could not be reached for further comment.

Lasker joined **Motown** to head the record label in 1980, and advanced to lead the **Motown Music Group** (which includes **Jobete Music**) in 1985. His 40 years' music industry experience includes top executive



Jay Lasker

posts at **Ariola America**, **ABC**, **Dunhill**, **Reprise**, and **Decca**.

**Frawley
PD At
WBZ**

WBZ/Boston Asst. PD **John Frawley** has been upped to PD. He replaces **Cary Pahigian**, who exited earlier this month to become VP/Director of Operations at **Scoennix**.

Frawley's entire programming career has been spent in New England. After graduating from college he programmed **Scoennix's** first radio station, **WCVR/Randolph VT**, then moved to **Scoennix's WCFR/Springfield VT**. After four years there he programmed **WKBR/Manchester** before becoming Operations Director at **WHAV & WLVT/Haverhill, MA**. Last year he was tapped by **Pahigian** to be his assistant at 'BZ.

"I still haven't calmed down after the announcement," **Frawley** told R&R. "It surprised me, yet it didn't. I know how the station operates, why it operates, and how to keep it operating."

"It's tough to argue with the shares and market position we have. As they say in the business, I don't see any changes in the near future. We'll continue to do what **WBZ** does best — community service and two-way radio."

WBZ ranks second 12+ in the spring Arbitron, nosed out 8.8-8.7 by **CHR WXKS-FM**.



**Favorite Formats
Of The Rich
& Famous**

See Page 14

NEXT WEEK: MTV & VH-1

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Reker VP/Programming At Hicks Communications

Reid Reker has been named VP/Programming at Austin-based Hicks Communications Partners. He continues programming the company's AC KEYI-AM & FM/Austin, and will consult other yet-to-be selected stations. Hicks also owns KLVI & KYKR/Beaumont, TX and WTAW & KTSR/Bryan College Station, TX, and is expected to close soon on the purchase of WSIX-AM & FM/Nashville.

Hicks COO Steve Hicks commented, "Reid Reker is the most talented programmer in America today and we're delighted to have him as an equity partner and a member of our senior management team."

Commented Reker, "This is the most important step I've ever taken. My career goal was to become a programmer and partner with an aggressive broadcaster that believes successful stations are more than jukeboxes. This job perfectly fits that lifelong ambition."

KEYI GM Mark Kiester told R&R, "I've been real happy with what Reid has done here in our competitive situation. He just produces winners all over the country. The guy is so competitive it's unreal."

Prior to joining KEYI, Reker was Fairwest's VP/Programming and was PD at WMET/Chicago and KZBS/Oklahoma City.



Don Berns

Berns Now CFNY PD

CFNY/Toronto Assistant PD/MD Don Berns has been named PD of the Selkirk modern AOR station. David Marsden, who's held the PD title for a decade, will continue as Director of Operations, concentrating on special projects and CFNY's long-term direction.

VP/GM Bill Hutton commented, "Don has been here for more than two years, and we felt it was fair

BERNS/See Page 32

Biondi New Viacom President

In a move that has surprised many in the entertainment industry, Coca-Cola Television Chairman Frank Biondi has been named as the new President/CEO of Viacom International Inc. The company's holdings include radio stations in New York, Chicago, Houston, and Washington, as well as MTV Networks.

To clear the way for Biondi, long-time Viacom CEO Terrence Elkes and Exec. VP Kenneth Gorman have left the company to pursue other interests.

Viacom is controlled by Sumner Redstone, who operates the company through his National Amusements Inc. holding company. Na

BIONDI/See Page 32

Hunter Joins R&R



Norman Hunter

Norman Hunter, a record retail veteran who was most recently Manager/Pre-recorded Product for the Record Bar chain, has joined R&R. Hunter's responsibilities at Record Bar included product buying, promotion, marketing, and sales development.

Hunter commented, "I'm very excited about bringing 17 years of retail experience to R&R."

R&R Publisher Bob Wilson added, "All of us are thrilled about the plans we're working on with Norman... it adds an exciting new dimension to R&R."

JULY 31, 1987

COUNTRY RADIO DOWNPLAYS SALES

Country record sales may be picking up, but programmers are still wary of using them as a main ingredient in choosing records to add. Three PDs lay out all sides of a complicated story.

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ON THE RECORDS is enjoying an unplanned summer vacation

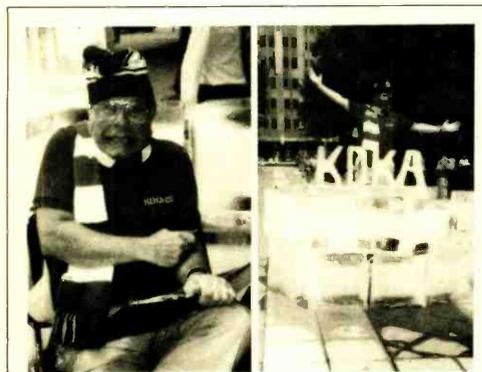
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AN ICE DAY IN PITTSBURGH — When the heat gets tough in Pittsburgh, the tough build igloos. At least that was the idea KDKA air personality Mike Levine conceived when a heat wave hit town. Sadly, Mike's glorious attempt to build the world's largest igloo, using 300lb. blocks of ice, suffered severe meltdown when it reached the five-foot mark (well short of the world's record, it can be safely assumed). The extra-sharp ice pix above depict (left) Levine enjoying the brief cold spell and (right) presiding proudly over his rapidly shrinking architectural triumph.

Larsen, Visotcky Set As Jacor's Denver GMs

Jacor Communications has appointed GMs for its soon-to-be-acquired Denver combo KOA &

Goldmark Leaves WHQT For Ownership

Chuck Goldmark, VP/GM at EZ Communications's WHQT (Hot 103)/Miami, is leaving after four years to go into station ownership. He has established Gold-Mark Communications in partnership with Family Group Broadcasting, which owns several UHF-TV outlets.

Goldmark is purchasing a CP for a Class "C" licensed to Homestead/Miami, FL at 95.7 mHz with 100kw, and expects it to be on-air 90 days. "I'll still be here for the next month to make a smooth transition to the new GM," he commented. "We don't have any calls or format decisions finalized as yet, but it's really a dream to be able to own your first property in a vibrant, major market like Miami."

A search is on for Goldmark's replacement.

KOAQ. Lee Larsen, currently VP/GM at both stations, has been reassigned to solely manage Talk-formatted KOA, while Bob Visotcky has been brought in from the GSM post at WUSL/Philadelphia to manage CHR KOAQ.

Jacor President and COO Frank Wood commented, "Lee has done a wonderful job of developing KOA to the brink of greatness. We think that with Jacor's resources, Lee will make KOA the station of record for the entire Mountain Time Zone. In order to do that, however, we wanted to bring someone in to manage the FM and take the load off Lee."

Larsen has been with the stations for four years. He was previously GSM at KLOS/Los Angeles, and held sales positions at KFI, KHJ, and KROQ in the same market. He said, "I'm thrilled to be continuing with Jacor because I know they're the kind of company that will help us set new records in Denver. Plus, the two stations will be running quite separately and with much more aggressive postures."

The appointments become effective August 12, when Jacor takes over the stations from Belo.

Thomas Named Park President

Wright Thomas has been named President/COO of Park Communications. He replaces Richard Gilbert, a former Des Moines Register executive who returned to Iowa last year after serving in the top job only a few months.

"The situation with Mr. Gilbert did not work out and we had an amiable parting," said company Chairman/CEO Roy Park. "We then decided to it would be best to promote from within. Thomas is exceptionally well-prepared."

Thomas, who has a Harvard MBA degree brings a wide financial background to the post. He joined the company in 1974 after serving as a financial analyst with Life Insurance Company of North America and as an accountant with Coopers & Lybrand. He was named Park's Senior VP/Finance in 1979, became a corporate Director in 1983, and was named Exec. VP in 1986.

Park owns 19 radio stations, including WPAT-AM & FM/New York. The company also owns seven TV stations, 34 daily newspapers, 31 non-daily papers and 36 controlled circulation publications.

Squyres Upped To KROY GM



John Squyres

GSM John Squyres has been upped to GM at Commonwealth Broadcasting's KROY/Sacramento. He replaces Ted Atkins, who left a vacancy which was being filled temporarily by General Partner Dex Allen.

Allen, who reverts to his corporate duties, commented, "John has earned this position; he's a bottom-line kind of guy for this company. He's going to continue handling the national sales effort, as he's one of the best in that arena."

Squyres's past experience includes ownership of KRKO/ Everett, WA, as well as GSM positions at RKO's KRTH & KHL/Los Angeles. He said, "Since I'm going to continue doing national sales, and our Local Sales Manager Tony Schiavetello is on top of things in his area, there won't be a new GSM named immediately. Based on our continued growth, I have high hopes for KROY and plan to keep us moving upward in the ratings."



Shawn Portmann

Portmann VP/GM At WSUN & WYNE

WSUN/Tampa Station Manager Shawn Portmann has been upped to VP/GM of CBS Country/AOR combo WSUN & WYNE. He replaces George Sosson, who was promoted to VP/Operations for CBS's FM stations earlier this month.

Portmann joined WSUN as GSM in 1984 and advanced to Station Manager in 1985. He'd previously been LSM at WDVE/Pittsburgh and sold at Ohio stations WTOO/Bellfontaine and WBBY/Columbus.

CBS Radio Division President Robert Hosking commented, "Shawn combines a background in AOR radio with three years of selling and managing our AM station in Tampa. His familiarity with local radio and the marketplace clearly made him the candidate of choice for this post."

Portmann said, "WYNE and WSUN are two well-positioned stations with dedicated, professional staffs. It's going to be a pleasure to continue working with these super people."

Welch To WQBK-FM

WQBK-FM/Albany Assistant PD Bob Welch has been upped to PD of the AOR outlet. Welch joined WQBK last September after serving as Assistant PD at rival WPYX for six years. He replaces John Cooper, who became WPYX's Assistant PD earlier this month.

President/GM Dick Berkson told R&R, "Bob has an excellent perspective on the market — he's from here and has worked in the region for 15 years. He also has a broad knowledge of music and a very mature outlook on promotion."

Rumors of WQBK switching to a satellite-delivered format are untrue, said Berkson. "We don't anticipate any changes. If there are any to be made, Bob is adaptable." Welch said he plans to move WQBK from what he termed "an AOR/AC hybrid" to a more mainstream rock stance that will still avoid heavy metal. In the spring Arbitron, WQBK dropped 3.1-2.6.

In other station news, John Clark from WEQX/Manchester, VT has joined for overnights.

CBS Celebrates In Vancouver



MIDWEST CBS'S BRANCH OF YEAR — CBS's Midwest Branch won overall Branch of the Year honors at the company's Vancouver convention July 6-11. Pictured are CBS VP/Marketing, Branch Distribution Tom McGuinness (second from right, first row); Branch Manager Jim Scully (far right, first row, holding plaque); and CBS VP/Sales John Kotecki (far right, top row) along with branch personnel.



SOUTHWEST BRANCH HONORED — The Southwest Branch was chosen Branch of the Year by Columbia as well as the E/P/A labels. Pictured with the branch members are (front row left) Columbia VP/Black Music & Jazz Promotion Ruben Rodriguez and Sr. VP/A&R Mickey Eichner, (front fourth from left) Columbia Sr. VP/Marketing Bob Sherwood, and (back row second from left) Branch Manager Jack Chase.



PLATINUM COOL — Pictured during the presentation of a platinum plaque for L.L. Cool J's "Bigger And Deffer" LP are (l-r) Columbia VP Ruben Rodriguez, Sr. VP Mickey Eichner, Columbia VP/Marketing East Coast Jack Rovner, CBS Records Division President Al Teller, Columbia Director/Product Marketing Jeff Jones, Def Jam co-owner Russell Simmons, and Columbia Sr. VP Bob Sherwood.



O'NEAL APPEAL — Pictured following Tabu artist Alexander O'Neal's performance are (l-r) E/P/A VP/Sales Jim Caparro, VP/National Promotion Walter Winnick, O'Neal, E/P/A Sr. VP/Marketing Ray Anderson, and Director/Product Management West Coast Larry Stessel.

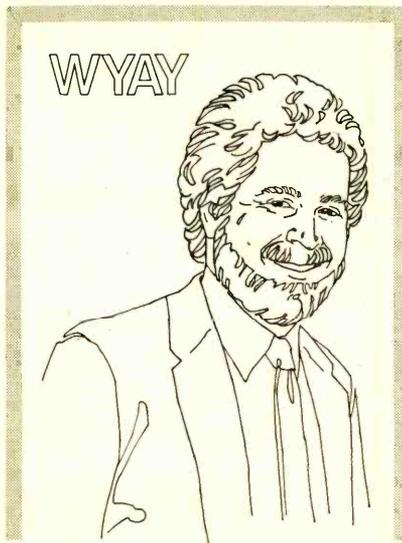
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Bob Green
Vice President and General Manager
WYAY-FM Radio



*Spring 1984 Arbitron. 12+ AQH share. M-S, 6A-12M, MSA.
**Spring 1987 Arbitron. AQH share. M-S, 6A-12M, MSA.

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NEWS



At left, KGO morning coanchor Jim Dunbar introduces Mayor Dianne Feinstein, who gave a welcome speech to the 5000 AIDS Walk participants. Shown at right, signing up walkers at the Embarcadero Center Celebration were KGO Promotion & Community Services Manager Alicia Vargas (center foreground) and talk host Ronn Owens (right foreground).

KGO Sponsors Big-Time AIDS Benefit
5000 Walkers Raise Nearly \$700,000

Some 5000 walkers participated in KGO/San Francisco's recent ten-kilometer (6.2 miles) AIDS Walk San Francisco, raising almost \$700,000 toward programs for AIDS victims. To help spur greater interest in the cause, the city's Embarcadero Center teamed up with the News/Talk outlet to present its

traditional Embarcadero Celebration. Staged a week prior to the walkathon, the celebration spanned the center's four podium levels — treating participants to a varied menu of food, drink, and music stretching a quarter-mile. Partygoers who contributed a \$5 dona-

tion received a mug that carried a discount on special beverages. Manning the booths which sold these mugs and signed up walkers were station personalities Melanie Morgan and Ronn Owens. Over \$2000 was collected on behalf of AIDS Walk during the four-hour celebration.

'PHD IN ROCK & ROLL

WPHD Switches To AOR

Last Thursday (7/23), Howard Communications CHR WPHD-AM & FM/Bufalo began a segue to AOR Buffalo, which as recently as 1986 had four CHRs, now has two — mainstream WKSE and AC-slanted WMJQ.

PD John Hagar explained, "In the latest spring Arbitron, we didn't have the demos we wanted; we were second with 18-34 men, and that was about it. We tried an adult CHR approach in the last six months, but playing both Madonna and Steppenwolf just wasn't working. People still perceived the 'PHD call letters as those of a rock station."

VP/GM Harv Moore told R&R, "A friend once commented, 'You changed to CHR but the audience still perceived you as rock.' That's what WPHD is to the people of Buffalo."

In the spring book, WPHD was at a 5.1, WMJQ had a 5.3, and WKSE was at a 5.6. AOR WBYR scored a

2.6 and Classic Hits WHTT notched a 7.7. Regarding the competition, Hagar said, "We're definitely going after WHTT. We'll be more current than them and more familiar than WBYR."

There's no plan to change call letters, says Hagar. No on-air sloganing heralding the change is being employed yet, and no airstaff changes have occurred. The station will continue to work with consultant Jeff Pollack, with whom it pacted early this year.

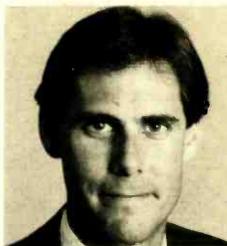
Grunow VP/Sales Manager For ABC Radio Net

ABC Radio Network AE Richard Grunow has been upped to VP/Sales Manager, and will be responsible for all sales activity out of the company's Detroit office.

ABC Sr. VP-Director/Sales Louis Severine commented, "Dick's long experience and expertise in the growing Detroit market makes him an excellent choice to head up our Detroit sales force."

Grunow has been with ABC since 1984, before which he was involved in the development of marketing and merchandising plans for Mutual in the midwest. He has also worked in the sales divisions of Women's Day, the Wall Street Journal, and Esquire.

Handy New GM At WFLA & WPDS



Peter Handy

Peter Handy has been appointed VP/GM at Sconnix Broadcasting's newly-acquired WFLA & WPDS/Tampa. He replaces Mike Guyer, who departed following the ownership change.

Sconnix Partner Ted Nixon commented, "I've seen Peter develop from a young man who was very good at selling car dealers into a person with a great all-around knowledge of the business. It's a thrill for me to have him run these two exciting properties."

This is Handy's first GM assignment. He previously served as GSM of co-owned WBOS/Boston. He began his career as a salesman at former Sconnix property WCME/Rochester. He noted, "It's a big jump from GSM of one station to VP/GM of two, but I'm not in this by myself. This is a terrific company to work for and they give me a lot of support. I know this is going to be a major league hit."

The stations had been owned by the Telemundo Group. WFLA is News/Talk and WPDS just signed on as a Format 41 affiliate.

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THE INTERVIEW
THE SPECIALS**

From the Radio to the Road



WESTWOOD ONE RADIO NETWORKS

Radio Pirates Rock The FCC's Boat

Federal agents arrested two men and seized a floating pirate rock 'n' roll radio station off the Long Island coast Tuesday morning.

"We've had few if any cases previously like this," FCC Field Operations Bureau Chief Richard Smith said. "We hope this is a one-shot deal."

The government action came after a group called Radio New York International (RNI) defied FCC warnings and broadcast rock 'n' roll from a 110-foot tall transmission tower aboard a rusty Honduran-registered freighter for four days last week (7/23-27). RNI transmitted on 1620 kHz and 103.1 MHz, as well as shortwave and longwave frequencies, as part of a protest against what the group called stagnant New York rock 'n' roll programming.

While pirate radio ships have enjoyed a long and colorful history operating off the coast of England, this appears to be one of the first times such an operation has been attempted off the shores of the United States.

Surprise Coast Guard Raid

FCC and Customs agents boarded the ship Saturday night and asked the RNI staff to cease broadcasting. When the station went back on the air Sunday night, FCC officials prepared a legal counter-attack. Accompanied by armed Coast Guardsmen, they mounted a surprise raid at 5am Tuesday morning.

At a press briefing, Smith said the two RNI staffers were booked on charges of violating international laws prohibiting broadcast stations on board ships outside national territories, and for "conspiring to impede the lawful governmental functions of the FCC."

Those arrested were Alan Weiner of Monticello, ME, a former radio station operator whose license was revoked in April 1985 for broadcasting on unauthorized frequencies, and RNI staffer Ivan Rothstein of Brooklyn. Each could be fined up to \$250,000 and/or

"We hope this is a one-shot deal."

— Richard Smith

sentenced to a maximum five years in prison. The third person rounded up was Village Voice music reporter R.J. Smith, who was later released after authorities verified he was on the boat in a journalistic capacity.

Weiner and Rothstein were released on their own recognizance after their arraignment in Brooklyn federal court Tuesday afternoon. Both promised US Magistrate John Caden they will not continue to broadcast without FCC permission. Their next court ap-

pearance is scheduled for August 27.

"We are looking for assurances they will not continue to operate," said Assistant US Attorney Matthew Fishbein. "That's more important than the prosecution of these two individuals."

Weiner and RNI Station Manager Randi Steele said the broadcasts by the group's 20 members were intended to protest what they called the FCC's strict licensing and programming policies, as well as so-called stagnant rock program-

ming in New York. Steele told reporters that it cost more than \$100,000 to buy and equip the pirate station.

"We're basically doing this as a flare, a warning signal that New York City radio that is directed at youth is very stale and stagnant," Steele told the *New York Times*.

Signal Reached Michigan, Florida

RNI's AM signal reportedly reached strongly into New York and Connecticut, and was heard as far away as Michigan, Florida, and Canada. The station's programming mix featured rock 'n' roll, oldies, and what was termed "free-form speech."

"It's not going to cause me to give up, but obviously this is a major setback," Steele said of the FCC action.

The FCC's Smith told reporters, "What we have here is a deliberate attempt to test the authority of the Commission, and an attempt to avoid the reach of the Commission by placing the ship where they did."

Although RNI purchased the freighter and registered it with the Honduran government, the Commission coordinated the shutdown with Honduras and the US State and Justice departments.

RNI claims its ship, which it named "Sarah," was outside FCC jurisdiction because it was anchored four-and-a-half miles offshore in what it claimed are international waters. However, a New York Coast Guard spokesman told R&R that although the US territorial boundary is three miles offshore, international waters technically start at 12 miles offshore, and this issue would have to be resolved in court.

A spokesman from the Honduran embassy in Washington said the group also may face charges in Honduras since the boat was only registered for fishing. The Honduran government gave US Coast Guard officials permission to board the ship.

300kw Cuban AM Signal Blasts US

A 300,000-watt Cuban AM signal is once again blasting American clear channels 1040 kHz and 1160 kHz, giving station owners who operate on those frequencies big headaches.

The FCC asked 50kw stations WHO/Des Moines, on 1040 kHz, and KSL/Salt Lake City, on 1160 kHz, to shut down for periods of several minutes last week so it could measure the interference.

KSL Chief Engineer John Dehnell commented, "It's nothing new, it's been going on for five years. We'll continue to cooperate (with the Commission) if they ask us to go off the air, but our opinion right now is that they've measured it four times now so let's get something more done about it. To shut this place down for three minutes in the middle of afternoon drive is long enough for anybody driving home to punch to another station."

WHO Chief Engineer Ken Erickson said that station went off the air voluntarily for several five-minute periods at the FCC's request. Although the signal's nighttime reach into other states was affected, he said, "It's no big deal to us from a revenue standpoint, because our own market is clear (of interference)."

Florida Stations Affected

Florida stations WHBO/Pinellas Park and WYFX/Boynton Beach also complained to the FCC of heavy interference by broadcasts from Cuba after listeners picked up the Spanish-English Radio Taino broadcasts.

WHBO PD Scott Robbins said his station is preparing to begin nighttime broadcasts at reduced power in a couple of weeks. "I'm quite concerned about how this Cuban radio nonsense is going to affect us further. I'm waiting for somebody somewhere in Washington to say they recognize we're having severe problems with these outside forces, and that they're going to up our wattage. That would be the ideal thing, as far as I'm concerned, for us to be able to compete effectively."

Wilson LaFollette, Asst. Chief For International Matters at the FCC's Policy and Rules Division, said nighttime interference to Florida signals has measured up to 99% by FCC engineers. The English-Spanish broadcast of Cuba's

Radio Taino, a tourist information program, was heard as far away as Arizona and Minnesota, said another FCC spokesman.

No Enforcement Mechanism For Protests

Although protests have been filed by the US State Department with the International Telecommunications Union (ITU), LaFollette explained, "There is no enforcement mechanism. The ITU really just calls upon parties to operate in good faith." He added that Cuba has disregarded international standards since 1981.

State Department spokesman Kate Marshall told R&R, "We made protests to Havana and Moscow two months ago, and protested again to Cuban and Soviet representatives again on July 23. The last I heard, early this week, the interference was not as prevalent." Marshall said no response to complaints from the FCC and the State Department has been heard yet from Cuba or the Soviets.

LaFollette said the State Department could pursue certain other "options" besides the complaints, but declined to be specific. Marshall said she didn't think additional measures were "discussable."

NEWS BRIEFS

Sommer & Hill Law Firm Formed

Janice F. Hill, recently counsel at Arter & Hedden law firm, has joined Stephanie Sommer, previously with Goldberg & Specter, to form a new law practice for the broadcast and entertainment industries. The firm specializes in telecommunications issues including copyright, common carrier, telephone, paging, cellular, domestic and international satellite, municipal cable, and tariffs. Both Hill and Sommer have comprehensive backgrounds in communications law. The firm is located at 2300 N St., NW, Suite 600, Washington, DC 20037; (202) 663-9038.

Stephens Named FCC Radio Allocations Chairman

FCC Mass Media Bureau senior attorney Louis C. Stephens has been

named chairman of the Commission's radio advisory subgroup on allocations. As senior counsel for the bureau's international staff, Stephens has served on US delegations to international telecommunications conferences. The allocations subgroup Stephens will chair provides data on spectrum availabilities.

FM Broadcast Application Filing Notice

Applications for the following vacant FM broadcast allotments may be filed until 8/27, the FCC has announced. Channel 259 A (99.7 Mhz): Coeburn, VA. Channel 297 A (107.3 Mhz): Clarendon, AR; Chinle, AZ; Madera, CA; Las Animas, CO; Lake Arthur, LA; Sleepy Eye, MN; Warren, NC; Highland, NY; Crooksville, OH; Swanton, OH;

Northumberland, PA; Nolanville, TX; Kemmerer, WY.

Channel 297 B1 (107.3 Mhz): Atlantic City, NJ.

Channel 297 C2 (107.3 Mhz): Lawton, OK; Post, TX.

NPR Board Okays Satellite Fee Increase

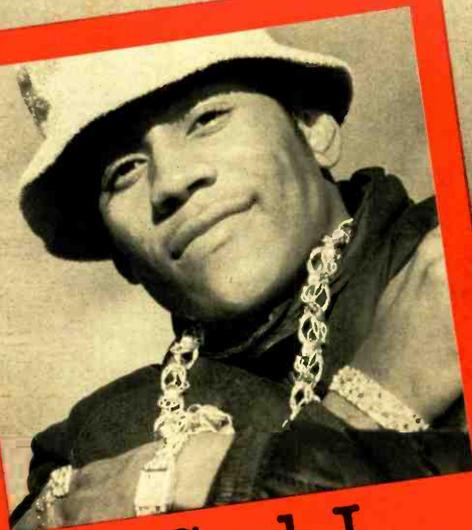
National Public Radio (NPR) affiliates' 1988 satellite distribution and interconnection fees will increase from \$6824 to \$10,000, as approved by NPR's board of directors at its meeting last week (7/17). The increase is to raise funds for replacing the NPR satellite transmitter on WESTAR IV by 1991. The board also approved "unbundling" plans allowing wider choices of NPR services by member stations (now numbering 350), and okayed NPR's \$1.47 million 1988 fiscal budget.



REAGAN HONORS BROADCASTERS' VOLUNTARISM — President Reagan presented Private Sector Initiative (PSI) "C-Flag" awards to six broadcasters and the NAB Broadcast Industry Productivity Council at a White House ceremony last week. The annual awards recognize outstanding voluntarism efforts by private businesses. NAB President Eddie Fritts is Vice Chairman of the PSI board.

The NAB-affiliated Broadcast Industry Productivity Council was honored for its programs to eliminate adult illiteracy and to retrain displaced workers from declining industries. The council ranked among the top 30 award winners. Above, NAB Radio Board member and Productivity Council Chairman Jerry Lee shakes the hand of President Reagan while accepting the award. At podium are PSI board member and American Society of Association Executives President Bill Taylor; to his left is PSI Board Chairman and New York Stock Exchange Chairman John Phelan.

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Including:

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Z93 26-17

Y95 14-3

Y100 20-9

B97 15-11

WHYT 11-9

KCPW 21-15

KZZP 21-14

FM102 7-7

KROY 12-9

KS103 deb-13

KATD 5-3

HOT105 7-2

PWR96 14-5

WNNK deb-35

WTIC 37-29

WRCK 40-30

PWR997 23-15

KXX106 13-9

KAMZ 25-14

WAPE 22-17

KZOU 18-8

Y106 18-13

WRVQ 23-12

KITY 10-8

KSND add 26

KLUC 39-24

KXAQ 28-16

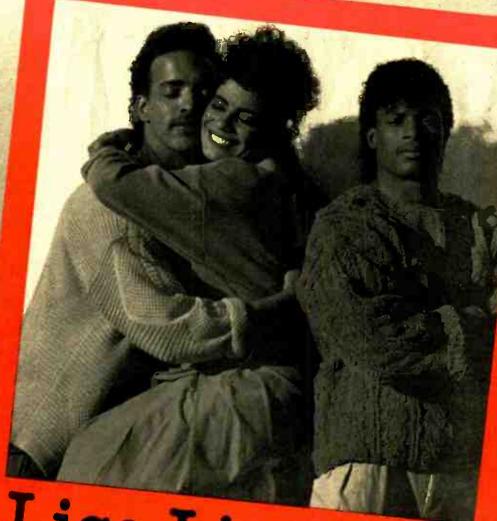
KDON 33-24

WKPE add 29

Z102 1-2

WVBS deb 35

Y97 deb 25



Lisa Lisa and Cult Jam

Lost in Emotion

One Of The
Most Added

From the Platinum-Plus Top Ten Lp:
"Spanish Fly" #C40477

✓ Check This Action:

WXKS add

Z100 add

WAVA on

Y95 add

Y100 27-16

B97 13-7 (HOT)

WNVZ add

B96 35-31

92X add

KCPW add

KWK add

WL0L add

KIIS add 35

KZZP on

KKRZ add

FM102 33-28

KROY 22-15

KCPX add

KS103 deb 23

KMEL 33-29

KWSS add

KPLZ on

PWR106 30-24 (HOT)

KMGX 30-23 (HOT)

KYNO 39-30 (HOT)

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RADIO BUSINESS

TRANSACTIONS

Heritage Buys WOMP For \$4.4 Million

WOMP-AM & FM/ BELLAIRE, OH (WHEELING, WV)
PRICE: \$4,360,000

BUYER: Heritage Broadcasting Company, principally owned by Mario Iacobelli. He also owns WXXX-TV/Albany, NY and recently applied for FCC permission to buy KEZB-AM & FM/E Paso. **SELLER:** Robert Dodenhoff and Daniel Wachs. They also own WKLX/Rochester, NY. **DIAL POSITION:** 1290 kHz; 100.5 MHz **POWER:** 1-kw daytime; 14 kw at 550 feet **FORMAT:** News/Talk; CHR **BROKER:** Dick Foreman of Richard A. Foreman Associates and Hal Gore of H.B. LaRue Media.

Alabama

WSFU/UNION SPRINGS

PRICE: \$300,000
BUYER: Montgomery Christian Radio Inc., owned by L.E. Willis Sr. He also owns interests in WOWI/Norfolk,

VA; WIMG/Ewing, NJ; WBOK/New Orleans, LA; WGSP/Charlotte, NC; WBXB/Edenton, NC; KWQV/Batesburg, SC; WSRC/Durham, NC; KFTH/Marion, AR; WTNC/Thomasville, NC; WPCE/Portsmouth, VA; WFTH/Richmond, VA; WPDQ/Green Cove Springs, FL; WSVE/Jacksonville, FL; WWCA/Gary, IN; WSAY/Salem, VA; WESL/East St. Louis, IL; WTJH/East Point, GA; and WGTM/Wilson, NC. He has also applied for FCC permission to buy WXSS/Memphis, TN and WAYE/Birmingham, AL.

SELLER: MAR Inc., owned by Joe Hagler and Katherine Hagler. **DIAL POSITION:** 100.9 MHz **POWER:** 3 kw at 265 feet **FORMAT:** AC

Alaska

FM CP/ANCHORAGE

PRICE: \$90,000
BUYER: Chinoak Concert Broadcasters Inc., headed by Chairman Edward Davis. Davis is VP/GM of KDFC-AM & FM/San Francisco. Other principals include: Richard McClear, the

COO/GM of KCAW/Sitka, AK; Susan McClear, PD of KCAW/Sitka; Eric Steinberg, Manager/Technical Operations of KGO-TV/San Francisco; and Laura Zarco, SM of KDFC-AM & FM/San Francisco.

SELLER: Northern Way Broadcasting Inc., headed by President Neil Fleming.

DIAL POSITION: 98.1 MHz
POWER: 100 kw at 300 feet

Florida

WJXW/JACKSONVILLE

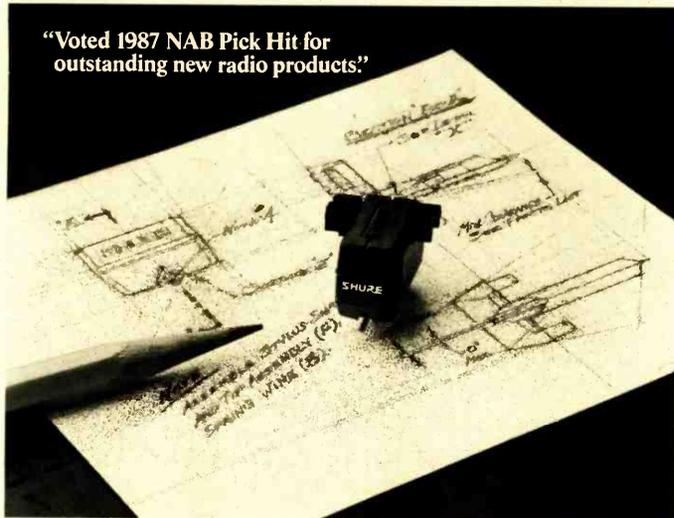
PRICE: \$500,000

BUYER: Potomac Florida Broadcasting Company, owned by Peter Gureckis and Stephen Brisker. Gureckis also owns WPVG/Boonesboro, MD; WDER/Darry, NH; and WBZE/Indian Head, MD. Brisker is the GM of WBEZ.

SELLER: DeFunak Communications Inc., headed by President Arthur Dees. The company also owns WGTX & WQUH/DeFuniak Springs, FL and WJFC-AM & FM/Jefferson City, TN.

DIAL POSITION: 1530 kHz
POWER: 50-kw daytime
FORMAT: Country

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TRANSACTIONS AT A GLANCE

Transactions So Far In 1987:
\$1,703,209,755

This Week's Action: \$15,346,202

Deal of the Week:

● **WOMP-AM & FM/Bellaire, OH (Wheeling, WV)**
\$4,360,000

- WSFU/Union Springs, AL \$300,000
- New FM CP Sale/Anchorage, AK \$90,000
- WJXW/Jacksonville, FL \$500,000
- WPLA/Plant City, FL \$862,500
- WPLP/Tampa & WKIS/Orlando, FL Swap, no cash consideration
- WHGH/Thomasville, GA (CP Sale) \$2,702
- KACY & KQPD/Payette, ID \$258,000
- KICT-AM/Salina, KS \$275,000
- KOFO/Ottawa, KS \$186,000
- KBTC & KSCM/Houston, MO \$130,000
- KWOC-AM & FM/Poplar Bluff, MO \$642,000
- KBSR-AM & FM/Hardin, MT \$382,000
- WKBR/Manchester, NH \$1,400,000
- WZOZ/Oneonta, NY \$650,000
- KXPO-AM & FM/Grafton, ND \$250,000 for 50% of stock
- WBBG/Cleveland, OH \$1.9 million
- KBBR/North Bend, OR \$100,000 for 50% of stock
- WKAP/Allentown, PA \$600,000
- WJNL-AM & FM/Johnstown, PA \$1,101,000
- KCLE/Cleburne, TX \$542,000
- KGLF/Freeport, TX (CP Sale) \$240,000
- WNIS/Portsmouth, VA \$575,000

Note: Last week, several small transactions were listed in Transactions At A Glance although their details were not printed and they were not calculated into last week's totals. This week their details appear in full, they are listed again in this section, and their prices are included in the weekly totals.

WPLA/PLANT CITY

PRICE: \$862,500
BUYER: Harmon Broadcast Partners, owned by Brent Harmon and Elvin Harmon. They have recently applied for an FM CP in Solana, FL.
SELLER: WPLA Broadcasting Company Inc., owned by Ercelle Smith.
DIAL POSITION: 910 kHz
POWER: 1 kw
FORMAT: Country
BROKER: Donald K. Clark Inc.

STATION SWAP

WPLP/TAMPA & WKIS/ORLANDO

PRICE: No cash consideration
COMMENT: These stations are being swapped by their respective owners so that new AM/FM combos may be created by both companies.

WPLP: Owned by Guy Gannett

Broadcasting Services Inc., headed by President John DiMatteo. The company also owns four AMs and four FMs including WSSP/Orlando. WPLP will be traded to Susquehanna Broadcasting to be combined with WHVE/Sarasota.

DIAL POSITION: 1250 kHz
POWER: 5 kw
FORMAT: News/Talk

WKIS: Owned by Susquehanna Broadcasting, headed by Louis Appell and Art Carlson. The company owns seven AMs and 11 FMs, including WHVE/Sarasota, FL. WKIS will be traded to Guy Gannett to be combined with WSSP/Orlando.

DIAL POSITION: 740 kHz
POWER: 5 kw days/1 kw nights
FORMAT: News/Talk

Continued on Page 12

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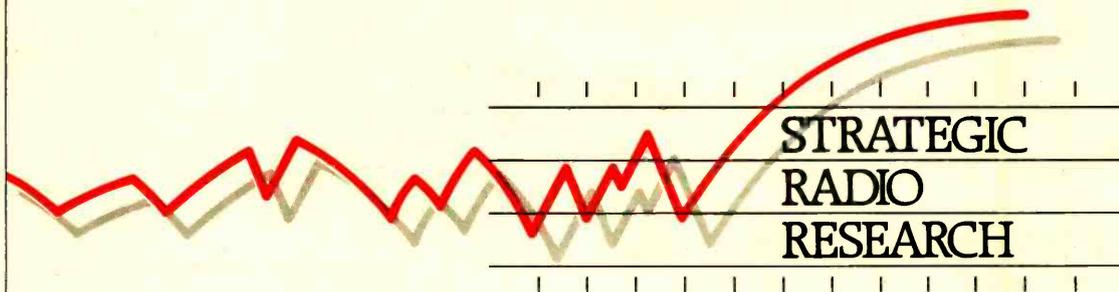
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RADIO BUSINESS

TRANSACTIONS

Continued from Page 10

Georgia

WHGH/THOMASVILLE

PRICE: \$2,702 (CP Sale)
 BUYER: Moses Gross
 SELLER: H.G.H. Investments Corp., owned by Robert Holton, Benjamin Hatcher, and Moses Gross.
 DIAL POSITION: 840 kHz
 POWER: 10-kw daytimer
 COMMENT: This transaction represents a buyout of partners' stock. Gross will become the sole owner of WHGH.

Idaho

KACY & KQPD/PAYETTE

PRICE: \$258,000
 BUYER: Owyhee Broadcasters Inc., owned by William Williamson, Linda McCormick, and Matthew McCormick. They also own KWRO & KSHR/Coquille, OR.
 SELLER: Blue Mountain Broadcasting Co., owned by John Runkle Jr. and Betty Runkle.
 DIAL POSITION: 1450 kHz; 100.1 MHz
 POWER: 1-kw daytimer; 3 kw at 300 feet
 FORMAT: Country; AC

Kansas

KICT-AM/SALINA

PRICE: \$275,000

BUYER: HRH Broadcasting Corp., owned by Herbert Hoeflicker and Ruby Hoeflicker. They also own KNDY/Marysville, KS.
 SELLER: Compass Communications Ltd., headed by Henry Salne. The company also owns KBOQ/Marina, CA. It recently applied for FCC permission to sell KSSS/Colorado Springs, CO; KVUU/Pueblo, CO; and KICT-FM/Wichita. Salne and certain other Compass partners also own an interest in KNOX-AM & FM/Grand Forks, ND.
 DIAL POSITION: 650 kHz
 POWER: 5-kw daytimer
 FORMAT: Country

KOFO/OTTAWA

PRICE: \$186,000
 BUYER: Brandy Communications, owned by Brandley Howard and Andrew Eichenwald.
 SELLER: Target Communications, owned by Donald Alt. He also owns WRLX & WFFX/Tuscaloosa, AL; WRUS & WBVR/Russellville, KY; WZOQ/Wapokone-ta, OH; KXXX/Dubuque, IA; KAFX-AM & FM/Diboll, TX; KLIO/Cincinnati, IA; KZBB/Poteau, OK; and WMME-AM & FM/Augusta, ME.

DIAL POSITION: 1220 kHz
 POWER: 250-watt daytimer
 FORMAT: AC

Missouri

KWOC-AM & FM/POPLAR BLUFF

PRICE: \$642,000
 BUYER: Bluff City Broadcasting Inc., owned by Jerome Zimmer. He also owns KZIM & KEZS/Cape Girardeau, MO.
 SELLER: Three Rivers Broadcasting Corp.
 DIAL POSITION: 930 kHz; 94.5 MHz
 POWER: 5 kw days/500 watts nights; 14 kw at 215 feet
 FORMAT: Country; Beautiful
 BROKER: Chapman Associates Inc.

KBTC & KSCM/HOUSTON

PRICE: \$130,000
 BUYER: Texas County Radio Inc., owned by Robert Berri.
 SELLER: Broadcasters of Texas County Inc., owned by William Alessi, Donald Kruse, and Orvil Loge. Alessi also owns an interest in KPCR-AM & FM/Bowling Green, MO.
 DIAL POSITION: 1250 kHz; 99.3 MHz
 POWER: 1-kw daytimer; 3 kw at 300 feet
 FORMAT: Country; AC

New Hampshire

WKBR/MANCHESTER

PRICE: \$1.4 million
 BUYER: Weston Properties XVII L.P., whose principals include Joseph Robbat Jr., Gerald Williams, Douglas Bigger, and Richard Horowitz.
 SELLER: WKBR Associates, headed by President Arnold Bloom.
 DIAL POSITION: 1250 kHz
 POWER: 5 kw
 FORMAT: AC

Montana

KBSR-AM & FM/HARDIN

PRICE: \$382,000
 BUYER: Radiovision Partners Limited Partnership, whose principals include Robert Raines, Anthony Gazzana, and John Carney. The firm also owns WAZY/Lafayette, IN and KEZA/Fayetteville, AR.
 SELLER: California Broadcast Group, headed by George Beaudet.
 DIAL POSITION: 1230 kHz; 95.3 MHz
 POWER: 1-kw daytimer; 1 kw at minus 12 feet
 FORMAT: AC

New York

WZOZ/ONEONTA

PRICE: \$650,000
 BUYER: Wireless Works Inc., owned by Christopher Coffin, Patricia Tocatlan, and Eugene Blabey. They also own WSLB & WPAC/Ogdensburg, NY and WYOS-AM & FM/Liberty, NY.
 SELLER: Corgi Communications Inc., principally owned by A. William Lee.
 DIAL POSITION: 103.1 MHz
 POWER: 2 kw at 360 feet
 FORMAT: AC
 BROKER: Kozacko-Horton Company.

North Dakota

KXPO-AM & FM/GRAFTON

PRICE: \$250,000 for 50% of stock
 BUYER: A partnership consisting of Robert Obie, Randy Obie, and Norman Bakken.
 SELLER: KGPC Company, principally owned by Gary Pearson and Beverly Pearson. Pearson also owns KZZY/Devils Lake, ND.
 DIAL POSITION: 1340 kHz; 100.9 MHz
 POWER: 1 kw days/250 watts nights; 3 kw at 125 feet
 FORMAT: AC

Ohio

WBBG/CLEVELAND

PRICE: \$1.9 million
 BUYER: Robinson Broadcasting Inc., owned by Larry Robinson. He previously was a partner in KWK & KGLD/St. Louis.
 SELLER: Jacor Broadcasting Inc., headed by Chairman Terry Jacobs. The company also owns WMJI/Cleveland, OH; WLW & WEBN/Cincinnati, OH; WGST & WPCH/Atlanta, GA; WQIK-AM & FM/Jacksonville, FL; WKYG & WKKX/Parkersburg, WV; WMYU/Savannah, TN; and WYHY/Lebanon, TN.
 DIAL POSITION: 1260 kHz
 POWER: 5 kw
 FORMAT: Big Band

Oregon

KBBR/NORTH BEND

PRICE: \$100,000 for 50% of stock
 BUYER: David Walker, who is currently the station's PD.
 SELLER: Big Bay Radio Inc., owned by Rod Walter, Richard Walter, Glen Walter, Karl Kimmel, and Margaret Ann Karl.
 DIAL POSITION: 1340 kHz
 POWER: 1 kw
 FORMAT: Country

Pennsylvania

WKAP/ALLENTOWN

PRICE: \$600,000
 BUYER: Robert Williams
 SELLER: Lawrence-Williams Broadcasting Corp.
 DIAL POSITION: 1320 kHz
 POWER: 5 kw days/1 kw nights
 FORMAT: AC
 COMMENT: Williams currently owns a controlling interest in this station through various classes of stock. At completion of this transaction, he will own 100% of the corporation.

WJNL-AM & FM/JOHNSTOWN, PA

PRICE: \$1,101,000
 BUYER: United Federal Credit Union, headed by Chairman Edward Susa.
 SELLER: Mark Gregg, US bankruptcy trustee for Cover Broadcasting Inc.
 DIAL POSITION: 1490 kHz; 96.5 MHz
 POWER: 1 kw; 50 kw at 100 feet
 FORMAT: AC

Texas

KCLE/CLEBURNE

PRICE: \$542,000
 BUYER: Fletcher Broadcasting, owned by Earl Fletcher and George Marti. They also own KDSI & KOPY/Alice, TX.
 SELLER: KCLE Inc., owned by Richard Klement. He also owns interests in KGAF/Galveston, TX; KOGT/Orange, TX; and KBKU/Baytown, TX.
 DIAL POSITION: 1120 kHz
 POWER: 250-watt daytimer
 FORMAT: Country

KGLF/FREEPORT (CP SALE)

PRICE: \$240,000
 BUYER: Bayport Communications of Freeport Inc., owned by Roy Henderson. He also owns KLEF/Seabrook, TX and LPTV station KOSIL/Clear Lake City, TX.
 SELLER: Freeport Broadcasting Ltd., owned by Derrill Holly, Andrew Wimblish, and William Cordell.
 DIAL POSITION: 103.3 MHz
 POWER: 100 kw at 1049 feet

Virginia

WNIS/PORTSMOUTH

PRICE: \$575,000
 BUYER: Target Media Group Inc., headed by Chairman Fred Palmer and President David Palmer. They also own WATH & WXTQ/Athens, OH.
 SELLER: Sinclair Telecable Inc., headed by John Sinclair. He also owns WCDX/Mechanicsville, VA and recently applied for FCC permission to buy WRAP/Norfolk.
 DIAL POSITION: 1350 kHz
 POWER: 5 kw
 FORMAT: News/Talk

Best radio performance by a banker.

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WBVR
Russellville, KY

WKPE
Orleans, MA

WAPI
Birmingham, AL

WQGN
Groton, CT

WZZO
Allentown, PA

KRLB
Lubbock, TX

KEYZ
Anaheim, CA

WYAY
Atlanta, GA

WOJY
Greensboro, NC

WWKX
Nashville, TN

KSJO
San Jose, CA

At Fleet's Communications Group, we've provided financial services to broadcasters for many years. Not only group owners, but we've also helped many operators become first-time owners. Now we'd like to do the same for you. To see how fast we get you on the air, call Colin Clapton, Sr. Vice President, at 401-278-6267 Or write Fleet National Bank, 111 Westminster Street, Providence, RI 02903.

Stay out in front
with Fleet



**“I’M THE
HAPPIEST
MAN ALIVE.”**

—Philip B. Newmark, VP/GM
Power 106 Los Angeles

“When we were at Film House shooting Power 106’s Direct TV® campaign for spring, I told them if we got a 7 share, I’d be the happiest man alive. Well we did. And I am.”

Trust The Leader with your stations’s marketing plans for fall. When it comes to getting results, Film House is

Setting The Standards

Source: Spring '87 ARB, 12+ Persons 6a-12m M-S.

The Leader
filmhouse
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R&R MANAGEMENT

OVERVIEW

Word Of Mouth: 91% of those who say they bought a poor-quality item will never buy anything made by that firm again. And they tell an average of nine other people about the experience.

Source: Office of Consumer Affairs

Coping With Criticism

Since nobody's perfect, we all come in for our fair share of criticism. The inability to handle such criticism can — and most likely will — limit your potential for career advancement.

However, even the most thinned among us can improve our ability to weather even the most vicious blows to our egos. Here, courtesy of Murrieta, CA-based consultant Robert Carl, are some tips on how to effectively deal with criticism:

- **Be honest with yourself.** Realize that you have faults. If you maintain a certain degree of humility, even the most barbed criticism won't cut so deeply.

- **Put yourself in the place of the person criticizing you.** If you held that person's job, what would have been your reaction to whatever prompted the criticism?

- **If you're convinced the criticism is unfounded, discuss that with the person offering it.** Get

these feelings out in the open before they cause you to harbor resentment that's bound to surface elsewhere.

- **Don't apologize unnecessarily.** Save it for when circumstances warrant an apology.

- **Don't whine during or after the criticism.** No one wants to work with a whiner.

- **When being criticized, stop talking as soon as you feel your stress level rising.** Give yourself time to think about what you want to say before you say it.

- **Turn criticism into helpful advice.** Ask your critic how you might have done the job better.

- **Focus your efforts on following your superior's critical suggestions.** The result wins raises and promotions.



Briefcase Elbow

White-collar workers who habitually carry their office home with them every night run the risk of developing what Michigan State University Dr. David Hough calls "briefcase elbow."

Hough describes the condition as being similar to "tennis elbow" in that the constant weight of these leather lunchpails causes executives' forearm muscles to gradually stretch and possibly even tear.

To relieve this unpleasant corporate side effect, Hough suggests that sufferers pack their throbbing arms in ice, take aspirin, and start carrying their briefcases in their other hands.

As for preventative measures, Hough says you can either lighten the load, switch hands occasionally, or avoid carrying the case for long stretches.

And Don't Ask For Coffee Either . . .

In a recent survey of 2000 secretarial students enrolled in the Katherine Gibbs School, 75% of those polled said they didn't want to be called secretaries.

Instead, they preferred the titles of "executive secretary" (35%), "executive assistant" (23%), "executive coordinator" (20%), or "administrative assistant" (14%). Another 8% wanted a different title entirely.

Formats Of The Rich & Famous

When listeners with household incomes of \$50,000 or more listen to the radio, these are their favorite formats:

Classical	33%
AOR	17%
News/Talk	17%
Country	12%

Source: Mediabank Research Inc.

DATELINE

- **September 14** — RTNDA International Conference. Orange County Convention Center. Orlando, FL.

- **September 9-12** — Radio '87, sponsored by the NAB. Anaheim Convention Center. Anaheim, CA.

- **September 11** — 1987 MTV Music Video Awards. Universal Amphitheatre, Los Angeles, CA.

- **September 12** — Academy of Television Arts and Sciences Non-Televised 39th Annual Prime-Time Emmy Awards. Creative Arts Categories. Pasadena Civic Auditorium. Pasadena, CA.

- **September 17-18** — 37th Annual Fall Broadcast Symposium Sponsored by Institute of Electrical and Electronics Engineers. Washington Hotel. Washington, DC.

- **September 20** — Academy of Television Arts and Sciences 39th Annual Emmy Awards. Pasadena Civic Auditorium. Pasadena, CA.

- **September 20-22** — National Religious Broadcasters Western Chapter Meeting. Los Angeles Airport Marriott. Los Angeles, CA.

- **September 24-25** — National Religious Broadcasters Southern Meeting. Hyatt Regency. Memphis, TN.

- **September 29 - October 1** — Society of Broadcast Engineers National Convention. St. Louis Convention Center. St. Louis, MO.

- **September 30** — International Radio & Television Society Newsmaker Luncheon. Keynote Speaker: FCC Chairman Dennis Patrick. Waldorf-Astoria. New York, NY.

- **October 12** — CMA Awards. Grand Ole Opry House. Nashville, TN.

- **October 14-16** — National Religious Broadcasters Midwestern Chapter Meeting. Pheasant Run Resort. St. Charles, IL.

- **October 22-24** — National Religious Broadcasters Eastern Chapter Meeting. Sandy Cove Bible Conference Center. North East, MD.

- **January 23-25, 1988** — RAB Managing Sales Conference. Hyatt Regency Atlanta, GA.

- **January 25, 1988** — 15th Annual American Music Awards. Shrine Auditorium. Los Angeles, CA.

- **January 30 - February 3, 1988** — National Religious Broadcasters 44th Annual Convention. Sheraton Washington and Omni Shoreham hotels. Washington, DC.

- **February 11-13, 1988** — CRS. Opryland Hotel, Nashville, TN.

- **February 12-13, 1988** — Gavin Convention. St. Francis Hotel. San Francisco, CA.

- **March 2, 1988** — National Association of Recording Arts and Sciences 30th Annual Grammy Awards. Radio City Music Hall. New York, NY.

- **March 3-5, 1988** — R&R Convention. Loews' Anatole. Dallas, TX.

- **April 9-12, 1988** — NAB 66th Annual Convention. Las Vegas Convention Center. Las Vegas, NV.

- **April 11, 1988** — Academy of Motion Picture Arts and Sciences 60th Annual Academy Awards. Shrine Auditorium. Los Angeles, CA.

- **June 8-12, 1988** — BPME Association 32nd Annual Seminar. Bonaventure Hotel. Los Angeles, CA.

- **October 10, 1988** — CMA Awards. Opryland Hotel. Nashville, TN.

WKLH Sales Piece Puts Rock In Historical Role

In an effort to convince prospective clients of the durability, viability, and desirability of the AOR/Gold format, WKLH/Milwaukee has created one of the most visually arresting pieces of sales literature in recent memory.

Using the tag line "Sure they're hot now, but it'll never last," the eight-page, 8 1/2" x 11", tri-color brochure contrasts vintage and recent Number One albums from such core artists as the Rolling Stones, Paul Simon, and Eric Clapton as well as the station's spring '86 and winter '87 Arbitron numbers.

Printed on slick stock for that true classic touch, this particular



"Sure they're hot now, but it'll never last."

sales promotional tool is an eye-popping, concrete example of how to turn a negative into a positive and could be applied to not only stations working within the Gold or "Classic" formats, but also any station that wants to capitalize on having been the radio station to which its audience has grown up listening.

Brainstorming Vs. Research

What will the future be like? The most accurate predictions have come from science fiction writers and others with the courage to dream, claims Walter B. Wriston, former Chairman of Citibank and author of "Risk And Other Four-Letter Words" (Perennial Library, \$8.95).

For example, many things Jules Verne, the Godfather of Science Fiction, prophesied 100 years ago — including atomic-powered submarines — have come to pass.

In contrast, those who have relied upon scientific research have almost always missed the mark. Wriston notes that a presidential commission appointed by Herbert Hoover in 1929 to forecast developments through 1952 employed 500 researchers and failed to even mention atomic energy, jet propulsion, antibiotics, or dozens of other developments that we now take for granted as part of everyday life.

Follow-Ups Pay Off In Sales

According to a recent IBM-commissioned study, for each 100 cold calls that were followed by product information sent to the potential customer, an average of 38 sales were recorded.

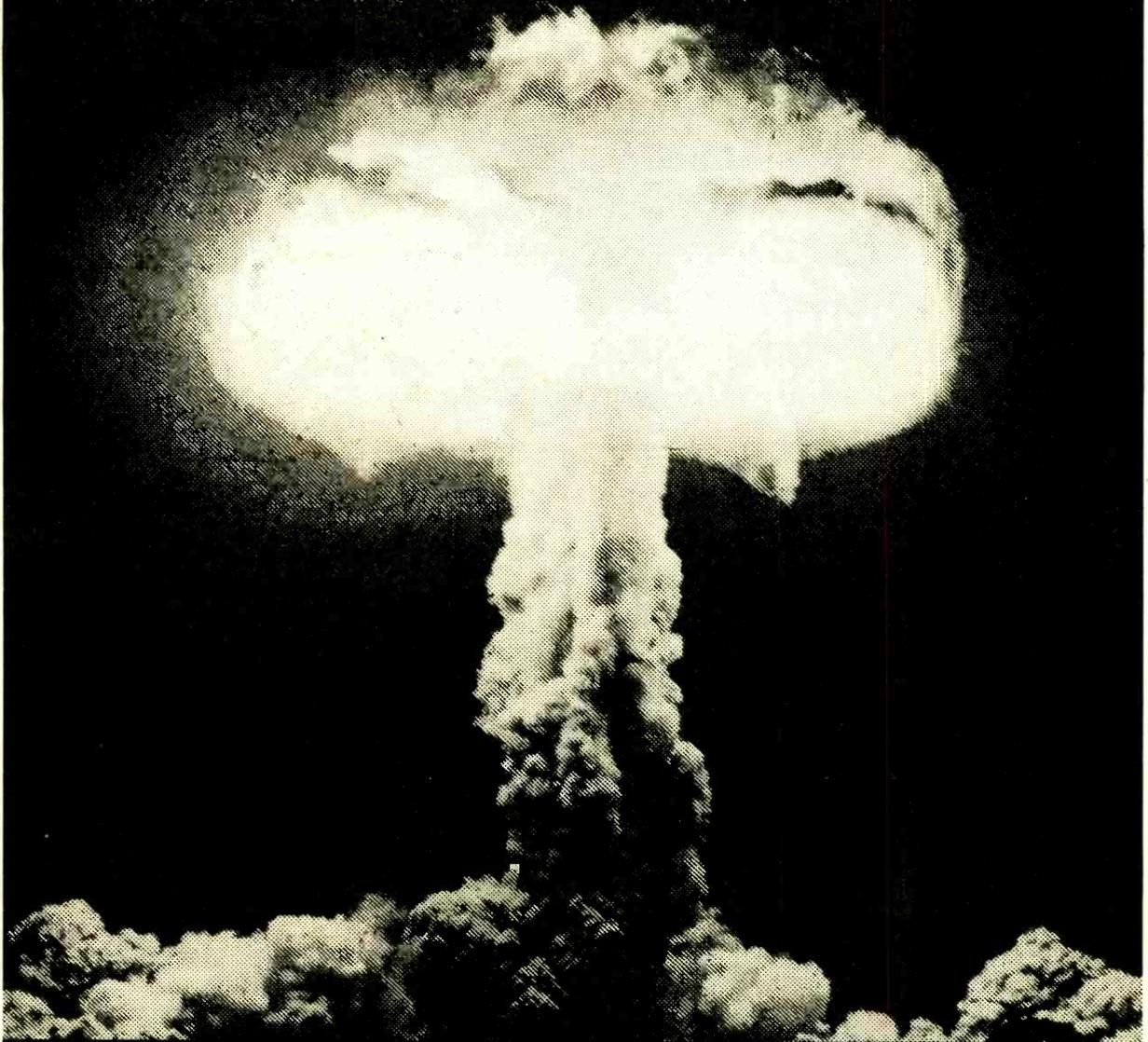
When no follow-up literature was mailed? The average number of sales recorded dropped to eight.



For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

Roger Waters

TIMOTHY WHITE'S
ROCK STARS
THE RADIO INTERVIEW



A PRODUCTION OF
RADIO TODAY
ENTERTAINMENT

FOR DETAILS: (212) 581-3962



LBS COMMUNICATIONS INC.



EUROPE "Carrie"

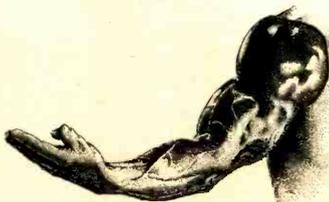
One of the Most Added at CHR!
122/51

TONY MALRINI, PD,
WGH/Virginia Beach, VA:

"In all dayparts in my hottest rotation!
Immediate recognition and response!!!"

MAJOR MARKET ACTION:

WKSE add	KKBQ add 34	WMMS add	KZZP add	KUBE deb 33
B94 add	KRBE add 36	KBEQ add	KCPX 35-27	
PRO-FM deb 29	Y100 34-23	KCPW	KATD add 34	
KEGL 21-19	WGH deb 28	KWK add	KWSS add	
Y95 add	Q105 deb 26	WLOL deb 32	KPLZ	



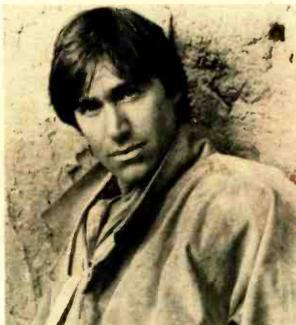
WILL TO POWER "Dreamin' "

One of the Hottest Club Records in the Country!

LOU SIMON, PD, KCPX/Salt Lake City:

"It's happening in the clubs and sounds
great on the radio. Top 10 phones!"

WKSE 28-23	KMEL 10-5 (HOT)	BJ105 10-7
Z100 20-15	KATD 23-18	KMGX 22-16
KIIS 35-29	PWR106 1-1 (HOT)	KYNO 24-16 (HOT)
KROY 30-23	KAMZ 15-12	KCAQ 25-18
KCPX 27-19	KEZB 20-16	KDON 36-29
KS103 21-16		



DAN FOGELBERG "Lonely In Love"

R&R AC CHART 25 - 20!

LOCK IN YOUR UPPER DEMOS, FEMALES
AND MALES, WITH DAN FOGELBERG!





NOW ON OVER
65 CHR REPORTERS!

ALEXANDER O'NEAL

"Fake"

PAUL DAVIS, MD, KXX106/Birmingham:

"Top 10 phones both male and female adults! This record is selling in this market!"

A FORMER #1
URBAN CONTEMPORARY RECORD!

WXKS deb 21
WCAU 40-35
PRO-FM add
KRBE 35-29
Y100 deb 29
WCZY add
KDWB deb 35
WLOL deb 36

KXX106 14-10
KMGX 17-12
194 39-25 (HOT)
KYRK 36-31
KCAQ 28-21
WZYP 37-27
Z102 32-25
OK95 38-28



NOW ON OVER 50
R&R CHR REPORTERS!

REO SPEEDWAGON

"In My Dreams"

LOU SIMON, PD, KCPX/Salt Lake City:

"We've been playing this off the LP for months and the Top 5 phones haven't stopped! A multi-format smash that grabs females . . . test it and see!"

KEGL 40-29
WMMS deb 33
99DTX add
KDWB 23-16 (HOT)
WLOL 23-18
KCPX 6-6
K104 deb 36
WINK 37-32
KZOU 27-19

WKDD 37-29
KRNQ 33-28
KZIO add
WGRD 35-30 (HOT)
WZPL add
KIYS 12-11
95XIL 33-26
KWTO 30-25
KTRS 36-29



LUTHER VANDROSS

"I Really Didn't Mean It"

R&R URBAN CONTEMPORARY CHART **6**

Luther is headed for his 4th Consecutive #1 Urban Contemporary single from his MULTI-PLATINUM ALBUM, "Give Me The Reason."

LUTHER VANDROSS DEFINES
MASS APPEAL AND MULTI-FORMAT!



R&R MEDIA

OVERVIEW

MCA Net Sets 2nd Qtr. Records

In the three months ending June 30, MCA Inc. posted the highest net income and revenues in the company's history.

Paced by strong domestic syndication sales of the "A-Team" television show, record earnings from the Universal Studios tour, and a 42% increase in second-quarter revenues from the company's music entertainment group, MCA also recorded its highest first-half numbers ever.

During the second quarter of 1987, MCA's net income jumped 38% over the comparable period for 1986 to \$38.8 million, as second-quarter 1987 revenues climbed 17% over the comparable period last year to \$611.3 million.

Meanwhile, MCA's first-half net rose 14% over last-year's figures to \$67.1 million, as first-half 1987 revenues increased 10% to \$1.1 billion.

FILMS

WEEKEND BOX OFFICE JULY 24-26

- 1 **RoboCop** (Orion) \$6.3
- 2 **Snow White & The Seven Dwarfs** (Buena Vista)
- 3 **Summer School** (Paramount) \$6.01
- 4 **Superman IV (WB)** \$5.68
- 5 **La Bamba** (Columbia) \$5.65
- 6 **Jaws: The Revenge** (Universal) \$3.5
- 7 **Full Metal Jacket (WB)** \$3.3
- 8 **Dragnet (Universal)** \$2.9
- 9 **Revenge Of The Nerds II (Fox)** \$2.6
- 10 **Adventures In Babysitting** (Buena Vista)

* First week in release.
All figures in millions

Source: Exhibitor Relations Co.



COMING ATTRACTIONS:

Next week's openers are highlighted by "The Lost Boys," a rock 'n' roll comedy of horrors centered on a gang of stylish teenage vampires led by Kiefer Sutherland, and "The Living Daylights," the new 007 thriller, in which the latest man to be bottled as Bond (Shakespearean actor Timothy Dalton) takes on the KGB, arms merchants, heroin dealers, and a small army of terrorists. Guess who wins.

SIZZLING SUMMER: Last weekend the summer season's domestic box office passed the billion-dollar mark. With 17 current films boasting box office takes of more than a million dollars last weekend, industry sources predict 1987 will be the biggest single summer season in moviegoing history.

Michael Jackson Reference Guide Arrives

With the Gloved One's latest album just a shot away, now's the time to look back at his career to date — and there's no better single source than "Sequins & Shades: The Michael Jackson Reference Guide" (Pierian Press; hardcover \$29.95).

Author Carol Terry divides the 450-page book into five major sections, beginning with a bibliography of the more than 1000 books, periodicals, magazines, newspaper articles, and published reviews dealing with the Jackson 5, the Jacksons, and Michael.

The second section consists of a day-by-day chronology of events in the above-mentioned lives, including such arcana as record release dates, concert and tour dates, public appearances, birthdays, weddings, press conferences, videos, recording sessions, and more.

The third section is devoted to the more than 650 US and UK record releases. The fourth is an alphabetical list of every song Michael Jackson has been con-



nected with as either a composer, vocalist, producer, or arranger. Finally, there are six indexes covering the information contained in the previous four sections.

For more information, contact Patricia Curtis at (313) 434-5530. To order toll-free, call (800) 443-5915.

TV

TOP 10 SHOWS JULY 20-26

- 1 **Family Ties**
- 2 **The Cosby Show**
- 3 **Cheers**
- 4 **CBS Sunday Night Movie** ("Murder: By Reason Of Insanity")
- 5 **Murder, She Wrote**
- 6 **Designing Women**
- 7 **Golden Girls**
- 8 **Hunter**
- 9 **Growing Pains**
- 10 **The Days And Nights Of Molly Dodd**

THE BOTTOM FIVE

- 66 **Down And Out In Beverly Hills**
- 67 **Werewolf**
- 68 **The Adventures Of Beans Baxter**
- 69 **Mr. President**
- 70 **Karen's Song**

Source: Nielsen Media Research



Ronnie Spector

"LEGENDARY LADIES" DEBUTS ON CINEMAX: Ronnie Spector, Martha Reeves, Grace Slick and Belinda Carlisle are but a few of rock's historic singers captured live in the Cinemax special "The Legendary Ladies," set to premiere Sunday, 8/2 at 10pm. Other

performers include soul chanteuses Mary Wells and Freda Payne, '60s teen queens Lesley Gore and Brenda Lee, and the Shirelles' Shirley Alston Reeves. An encore showing will air Wednesday, 8/5 at 7pm.

MTV'S EUROPEAN BIRTHDAY BASH: MTV will celebrate its sixth anniversary on Saturday, 8/1 (noon to 11pm) by launching **MTV Europe**, a sister station that will run independently of its American counterpart. MTV has also scheduled the premiere of a new four-week series, "Music Passport," to debut Wednesday at 10pm with the spotlight on Duran Duran.

INTO THE NIGHT: Long-time Louisiana soulmen the Neville Brothers will make an appearance on Fox's "The Late Show" 11pm Friday, 7/31, while psychedelic popster Julian Cope appears Tuesday, 8/4.

Johnny Carson plays host to wet Scottish lassie Sheena Easton on Friday, 7/31 and Dionne Warwick on Wednesday, 8/5. "Late Night With David Letterman" swings into a country mood this week with a repeat broadcast featuring rockably legend Carl Perkins (Monday, 8/3) and, in a new show, Randy Travis (Tuesday, 8/4). Frankie Avalon and Annette Funicello spread out the beach blanket, roast a few weenies, and host "Friday Night Videos" 7/31 at 1:30am.

MTV show times are EDT. All other listings EDT/PDT; subtract one hour for CDT. Check listings for showings in the Mountain Time Zone. All listings are subject to change.

VCRs Top Cable: VCRs are now found in 43.8 million (49.7%) of US households, only 43 million (49.2%) of which are wired for cable.

Source: Nielsen Media Research

MUSIC & MOVIES

CURRENT

- **SUMMER SCHOOL** (Chrysalis)
Singles: I'm Supposed To Have Sex With You/Tonio K. Mind Over Matter/E.G. Daily
Other Featured Artists: Fabulous Thunderbirds, Tami Show
- **LA BAMBA** (Slash/WB)
Single: La Bamba/Los Lobos
Other Featured Artists: Brian Setzer, Marshall Crenshaw, Bo Diddley
- **FULL METAL JACKET (WB)**
Featured Artists: Sam The Sham & Pharoahs, Nancy Sinatra
- **DRAGNET (MCA)**
Singles: Dragnet/Art Of Noise (Chrysalis)
City Of Crime/Tom Hanks & Dan Aykroyd
Just The Facts/Patti Labelle
Helplessly In Love/New Edition
Other Featured Artists: Peter Aykroyd & Pat Thrall
- **REVENGE OF THE NERDS II**
Single: Back To Paradise/38 Special (A&M)
(No Soundtrack Available)
- **BEVERLY HILLS COP II (MCA)**
Singles: Shakedown/Bob Seger
Cross My Broken Heart/Jets
I Want Your Sex/George Michael
Be There/Pointer Sisters
Love/Hate/Pebbles
Other Featured Artists: Charlie Sexton, Corey Hart
- **INNERSPACE** (Geffen)
Singles: Twistin' The Night Away/Rod Stewart
Hypnotize Me/Wang Chung
Other Featured Artists: Berlin, Narada Michael Walden, Sam Cooke
- **SPACEBALLS** (Atlantic)
Singles: Spaceballs/Spinners
Wanna Be Loved By You/Ladyflore (Curb/MCA)
Other Featured Artists: Berlin, Van Halen, Pointer Sisters
- **HARRY AND THE HENDERSONS (MCA)**
Single: Love Lives On/Joey Cocker

UPCOMING



- **THE LOST BOYS** (Atlantic)
Singles: Good Times/INXS & Jimmy Barnes
Lost In The Shadows/Lou Gramm
Other Featured Artists: Echo & Bunnymen, Roger Daltrey
- **THE LIVING DAYLIGHTS**
Single: The Living Daylights/A-Ha (WB)
Other Featured Artists: Pretenders
(Promo 12-inch Only)
- **STAKEOUT**
Single: Rhythm Is Gonna.../Gloria Estefan & Miami Sound... (Epic)
(No Soundtrack; Available On Artist's Album)
- **WHO'S THAT GIRL** (Sire/WB)
Single: Who's That Girl/Madonna
Other Featured Artists: Scritti Politti, Coati Mundi, Club Nouveau
- **BACK TO THE BEACH** (Columbia)
Singles: Pipeline/Stevie Ray Vaughan & Dick Dale
Surfin' Bird/Pee-Wee Herman
Other Featured Artists: Dave Edmunds, Matt Jones, Eddie Money
- **NADINE**
Featured Artists: Sweethearts Of The Rodeo
(No Soundtrack; Available On Artist's Album)
- **THE DISORDERLIES**
Singles: Wipeout/Fat Boys with Beach Boys (Tin Pan Apple/PG)
I Heard A Rumor/Bananarama (London/PG)
- **CAN'T BUY ME LOVE**
Singles: Living In A Box/Living In A Box (Chrysalis)
One Lover At A Time/Atlantic Starr (WB)
(No Soundtrack; Available On Artists' Albums)
- **DIRTY DANCING (RCA)**
Single: (I've Had) The Time.../Bill Medley & Jennifer Warnes
Other Featured Artists: Eric Carmen, Blow Monkeys, Ronettes
- **BURNIN' LOVE**
Single: Burnin' Love/Doctor & Medics (IRS/MCA)
(No Soundtrack Available)
- **HE'S MY GIRL**
Single: He's My Girl/David Hallyday (Scotti Bros./Epic)
(No Soundtrack Available)



ALEX KLEIN III

RETAILING INNOVATIONS

**OVER \$5,000 PER MONTH IN REVENUES
FROM THREE HOURS PER WEEK!**

RADIO PROFITS FROM SHOPPING AT HOME

Home shopping shows have been making a lot of money for a lot of people in television. The question that radio managers are asking is "Can we find a way to successfully offer this type of programming? And if we do, can we make enough money to justify the changes required?" The answer is "Yes, we can!" In fact, later I'll tell you about a new radio audience shopping system that is ringing radio station cash registers big . . . adding over \$5,000 to \$8,000 per month to the bottom line. One that is perfect for stations where profits don't come easily like in smaller markets, for AM daytimers, and for religious and ethnic formatted stations. A system that can be done with only two and three hours of air time per week.

We've Done "Home Shopping" Before

Radio veterans recognize that over the years we have already developed some techniques very similar to those used on TV home shopping shows. We've done it with direct response spots (often with associated short length specialty programming) where listeners call an "800" long distance number to order the promoted items. And, in smaller communities specialty radio shows that have the feel of a home shopping show have been produced under names such as "swap meet" or "classified ads." Although these programming ideas produced positive results they have not produced for radio anything like the impact that "home shopping" shows are producing for TV. So, taking this history of limited success into account, what would it take to create radio audience shopping shows that could make it big?

Three Success Factors

There are three obstacles that a home shopping program must overcome to become a major success on radio.

First. Unfortunately, home shopping as it is done on television

"Home shopping as it is done on television is a threat to radio's local retail clients."

is a threat to radio's local retail clients. These TV shows come into a community as new distributors who are selling discounted goods in competition with an increasing percentage of radio's local advertiser base. Each purchase that is

made by a home shopping viewer (like a handbag, a piece of jewelry, an item of clothing) is made through a company operating outside the community and is a direct sales loss to a local business. And once a customer goes on the computer list of a home shopping company you can bet that the type and frequency of contacts between the company and the customer will expand (catalogues, direct mail, etc.) and the variety of items offered will increase.

For this reason radio should not bring into its communities more shopping shows that will directly compete with local businesses. Instead, the best counter-programming position for radio is to provide home shopping shows in support of local advertisers.

Second. Because each radio market and station is so individual in size, demographics, and programming format, a new radio shopping program should be flexible enough to be tailored to a station's existing format identity. I doubt many radio stations would drop their current format to become "Your 24-hour-a-day shopping station."

Third. A new radio shopping system must use some new techniques in sales, marketing, book-keeping and administration that differ from those used in most of today's stations. But, these new techniques should adapt as easily as possible to a station's existing operations and be reasonably easy for busy station people to learn and use.

The System Exists

This list of three wishes seems to be a tall order to accomplish. But the system I mentioned earlier does each. The company that created it is the Radio Retailing Network.

The system is tailored to radio's strengths. It is based around a call-in talk and shopping program which promotes and sells the goods and services of local advertisers. Its Shows are produced and administered in station studios by station staff. But producing the Show does not require changes in the station's staff or format. The Show is sold to advertisers as part of a station's ongoing sales and promotion programs.

I have had the hunch for some time that a shopping show could be a real moneymaker for radio. And the first Affiliates of the Radio Retailing Network are seeing those kinds of exciting financial returns. As highlighted at the beginning of this article with as few as three hours of time per week, they have been generating additional station revenues of over \$5,000 per month.

Smaller Stations Profit

The company's president, Tony Niskanen, says that the best station profile to use their system is one located in either a small to mid-size market or positioned in a specialty segment of a larger metro. The management of the station should be actively involved in sales within the community. It should not be in a sold-out spot position with a tight advertiser mix, but should have the availability of unsold spots and flexibility to expand its spot schedule to accommodate the many new advertisers that the Show generates.

Niskanen reports that their Show is compatible with any format. The best length for a Show is from a minimum of one hour up to a maximum of three. The best time to position the Show is where a change in format content, or a shift, or a low point in listenership is currently occurring. Possibilities are almost unlimited, including the evening meal hour or

Success Factors For Radio Home Shopping

- Promote Local Advertisers
- Adapt to Station Format/Market
- Produce, Sell and Administer With Existing Station Resources

"The best station profile is one located in either a small to mid-sized market or positioned in a specialty segment of a larger metro."

the midday lunch time hour during weekdays, weekend mornings or afternoons, etc. Each station joining the Network is assisted in identifying the best time slot for its market and format style.

Charter Affiliates

The company is seeking qualified stations interested in

becoming Charter Affiliates of the Network.

The Network's primary objectives are 1) to supply training and support systems for Affiliates to startup, produce and sell Shows for their markets, and 2) to market the Show concept and its Affiliates to national suppliers to local advertisers.

Since its beginnings, radio has responded quickly to opportunities in local advertising. The Radio Retailing Network has created a new, fascinating and profitable way for radio executives to quickly adapt the home shopping phenomenon to their local markets. It will be interesting to see which stations will be fastest in catching this wave.

FREE QUALIFICATION ANALYSIS

To Learn More About Becoming a CHARTER AFFILIATE of the

RADIO RETAILING NETWORK

AND RECEIVE

- A QUALIFICATION ANALYSIS of your Station's RETAILING Potential. and
- The Opportunity to Reserve EXCLUSIVITY for your market segment.

Call us at:

(212) 684-2727

Or write:

Radio Retailing Network
One Madison Avenue (Suite 27 A)
New York, NY 10010

The Future Of Franchising

Will Account For Half Of All Retail Sales By 2005

Increasing at a rate of 10% per year, franchises are the fastest-growing sector of the US economy.

According to a recent study conducted by the Washington, DC-based Naisbitt Group, the amount of money generated by franchises will double its current level, becoming a trillion-dollar per year industry accounting for half of all retail sales, by the end of 2005.

All of which is good news for radio sales departments, as franchises cater to such diverse, easily segmentable population trends as the increase in two-income families, the rise of the yuppie culture, the baby boomlet, and the greying of Americans in general.

Turn Your PC Into An Answering Machine

A circuit card that enables your personal computer to double as a telephone answering machine is currently available from Milpitas, CA-based Complete PC Inc.

The card converts phone messages into digital form, then stores them on the computer's hard disc. A note appears on the screen when a message needs to be retrieved. Use of the circuit card does not prevent the computer from performing other functions simultaneously.

Users can also set up electronic "mailboxes" to leave personal messages for frequent callers. The caller can receive the message by punching in their personal telephone code after the familiar sound of the beep. Retail price: \$349.

Fastest-Growing Franchises

Company	Number of Units *
1) Domino's Pizza	577
2) McDonald's	390
3) Burger King	262
4) Jazzercise	253
5) Fantastic Sam's (haircutting)	248
6) Wendy's	237
7) Ice Cream Churn	225
Rainbow International Carpet Dyeing & Cleaning	225
9) Hardee's	211
Thrifty Rent-A-Car	211

* Annual average over past two years

Source: International Franchise Association

Franchises also benefit from an extremely low failure rate. According to statistics gathered by the US Commerce Department, only 10% of all franchises have failed within

Quarter-Inch TVs On Horizon

The Japan Broadcasting Corporation (NHK) recently unveiled a color television with a screen that's a mere quarter-inch thick. However, the 20-inch television will not be available to the public for another 10 years.

NHK is currently working on improving the lifespan of the color display panel, which consists of millions of red, green, and blue fluorescent lamps. The picture is created depending upon the amount of light in each lamp.

the last five years, compared to more than half of independent businesses during the same time frame.

Furthermore, the 1985 failure rate for individual franchise units was only 3.7%. In 1986 — the worst year for franchises ever — the number of entire franchise systems that failed totalled a mere 78.

CHRONICLE

Born To:

WEA NY Branch Marketing Coordinator **Warren Pudjak**, wife Eileen, son Daniel Eric, born June 23.

WKZN & WJLT/Charlotteville air personality/ AE **Mark Garwood**, wife Mary, daughter Frances Elizabeth, born July 8.

WPOW/Miami air personality **Dennis Reese**, ex-WINZ/Miami personality **Kathy "Wild"** West, daughter Emily, born July 13.

Virgin Records West Coast Promotions Manager **Bob Frymire**, wife Nancy, son Adam Robert, born July 15.

WXUS/Lafayette air personality **Miles Morgan**, wife Joanne, son Michael Ryan, born July 19.

Z95/Chicago MD **Brian Kelly**, wife Lisa, son Nicholas, born July 20.

Marriages:

KAT/Dubuque PD **Wes Davis** to AE **Sue Randall**, July 4.

WPOC/Baltimore PD **Bob Moody** to Karen Rademaker, July 18.



Bikinis Go Bust: In 1977 bikini sales totalled 51% of women's swimwear, a figure that's shrunk to 19% today . . . Source: Harper's Index



Electronic Wallet

Absent-minded executives who are forever losing their company credit cards can now carry a security system in their back pocket.

The Chatsworth, CA-based Creative U.S.A. firm has recently developed a "SecuraCard" wallet that sounds an alarm when a credit card has not been replaced in its proper compartment.

When a card is removed, a mini-

ature contact switch sends a signal to a computer chip, which sounds the alarm. If the card is in use, a light sensor mounted on the front of the wallet can be triggered to prevent the alarm from sounding until the card is replaced.

The wallet, which retails for \$24.95, can hold up to six credit cards and comes with a three-year battery. For more information, contact Creative U.S.A. at (818) 718-8044.

EZ Communications Launches Chain-Wide Anti-Drug Effort

Working in conjunction with TM Communications, the Fairfax, VA-based EZ Communications radio station chain recently announced the creation of custom-designed anti-drug jingles that will air between five and 12 times per day on every EZ-owned station across the country.

"To the best of my knowledge, we are the very first broadcast

company to address the drug issue in an organized and orchestrated plan on every radio station we own," said EZ VP/Programming Dan Vallie.

Based on the "Just Say No" theme, the jingles consist of various anti-drug lyrics sung before each station's call letters. For more information, contact EZ Communications at (703) 591-1000.

R&R Convention

Save These Dates
March 3-5, 1988

Loews Anatole Hotel
Dallas, Texas

The Best Is Back!

BOB MADIGAN WORKS WEEKENDS



He could be sleeping.
Or playing tennis.

But Bob Madigan loves
to talk.

Bob is the host of a new, lively weekend show
on Talknet that focuses on finance and other
everyday problems.

He joins a great Talknet line-up that already
includes Sally Jessy Raphael and Bruce Williams
on weeknights, Nei Myers overnight, and Dr.
Harvey Ruben on weekends.

Bob is young, enthusiastic,
knowledgeable, with a
world of experience as an
NBC News Correspondent.

Young people are already familiar with his daily
feature on NBC's Source called *The Money Memo*.
And his popular book, *The First Time Investor*,
is due out in paperback this Fall.

Listen. Then call us at (212) 664-2577 today.
Before another weekend goes by.

 **Talknet**

FROM NBC RADIO

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“U Got The Look”

PRINCE

NEW & ACTIVE

95/29

- | | | |
|--------------|-------------|-------------|
| WXKS add | WNNK add | KYNO 11-1 |
| WMJQ deb 35 | WTIC 38-32 | I94 add |
| Z93 add 37 | WRCK 36-31 | KCAQ deb 26 |
| KRBE 40-37 | KZZB 39-31 | WWFX deb 31 |
| 896 40-36 | KXX106 add | WCGQ add |
| Z95 deb 38 | WSSX add | O104 add |
| 92X add | WAPE 27-22 | WYXS add |
| WNCI add | WFMI 33-25 | WPFM add |
| WCZY deb 39 | KZOU deb 40 | WVBS add |
| KDWB add | KITY 28-25 | KYYY add |
| WL0L 37-33 | KSAQ deb 36 | WBNO add |
| FM102 add | WGIZ deb 36 | WBWB add |
| KPLZ add | WZOK add 35 | WAZY add |
| KUBE deb 36 | KF95 36-30 | KFMW add |
| PWR106 39-36 | KI95 deb 32 | KKAZ add |
| KITS add 29 | CHED add | KTMT 38-30 |
| WFLY deb 37 | KSNO deb 40 | KHTZ add |
| Z94 add | KMGX 31-26 | OK95 37-27 |

**URBAN CONTEMPORARY
BREAKERS.**

THE NEW SINGLE
FROM THE DOUBLE ALBUM
SIGN  THE TIMES

Producers, Arrangers, Composers and Performers by Prince
Regional Management: Carolina, Buffalo & Fairbanks 1007 Pousley Park Records

R&R TECHNOLOGY

OVERVIEW

AM-FM Stereo Radio Caps Available



Manufactured by St. Petersburg, FL-based Dolphin Technological Industries, "Hat Man" is the only AM/FM stereo radio with built-in earphones officially licensed by Major League Baseball and the National Football League.

Available in an assortment of colors, "Hat Man" fits any size, and can be custom-imprinted with your radio station's logo or call letters. The cap requires two "AA" batteries (not included) and is retail priced at \$29.95. For volume discounts and further information, contact Mike Ballinger at (813) 823-2879.



Carts Go Digital

The digital audio revolution has now come to radio station cart machines, via the 3M "HCDA 3000" digital audio system. Looking much like standard cassettes, each cartridge can store up to 16 cuts — or 20 minutes of sound — using true, 16-bit digital audio.

A cue track allows the operator to find the beginning of a cut in a maximum of 15 seconds, and then start it instantly. For more information, contact 3M at (800) 447-0414.

Catalog Of Sounds

A comprehensive catalog of books pertaining to the recording industry is available from Mix Publications of Berkeley, CA. The 44-page paperback lists publications on subjects ranging from audio technology,

production, and business to reference works on the audio, music, videocassette, and music software industries. For additional information, contact Mix at (800) 233-9604. In CA, call (800) 641-3349.

Koss Intros CD Headphones



New headphones designed specifically for CD listening have been unveiled by the Koss Corp. Sporting a frequency response of 10-30,000 Hz, the "SST/10" features a "closed-ear" design that helps seal out virtually all external noises. Additional features include a notch-setting for optional placement along the ear and a 10-foot coiled cord. Retail price: \$119.95.

Music Software For Macs

The Fayetteville, AR-based Programming Co-Op recently announced the availability of "Music DataBase," a music scheduling software for the Apple "Macintosh" computer. Boasting that "the entire program can be operated with one finger using the Apple 'mouse,'" the company claims that people who have never operated a computer before can learn to run "Music DataBase" in less than one hour.

For further information, contact the Programming Co-Op at (501) 521-1435.

R&R TIMELINE

Ten years ago Gary Owens was a longtime afternoon fixture at KMPC/Los Angeles. In May 1982 he started doing mornings for KPRZ (now KHIS-AM). Last year at this time he left KKKO for KPL.



Gary Owens

1 YEAR AGO TODAY

- Capitol names Ray Tusken VP/Rock Promotion and Bill Burns VPI/Artist & Product Development
- Solar switches distribution to Capitol
- Hal Rosenberg Exec. VP, Lotus Communications
- Dick Warshaw VP/GM, KFSD/San Diego
- #1 CHR: "Glory Of Love" — Peter Cetera (Full Moon/WB) (2 wks)
- #1 AC: "Words Get In The Way" — Miami Sound Machine (Epic)
- #1 UC: "Sweet Love" — Anita Baker (Elektra) (2 wks)
- #1 Country: "Desperado Love" — Conway Twitty (WB)
- #1 AOR Track: "Higher Love" — Steve Winwood (Island) (5 wks)
- #1 LP: "Back In The High Life" — Steve Winwood (Island)
- #1 Jazz: "Double Vision" — B. James & D. Sanborn (WB) (2 wks)

5 YEARS AGO TODAY

- KTSJ/San Antonio becomes first fulltime AM Stereo station
- Lon Helton promoted to KHJ/Los Angeles PD
- Dallas Cole named WKT/Milwaukee PD
- #1 CHR: "Eye Of The Tiger" — Survivor (Scotti Bros./CBS) (4 wks)
- #1 AC: "Hard To Say I'm Sorry" — Chicago (Full Moon/WB)
- #1 UC: "And I Am Telling You I'm Not..." — Jennifer Holiday (Geffen)
- #1 Country: "I Don't Care" — Ricky Skaggs (Epic)
- #1 LP: "Mirage" — Fleetwood Mac (WB) (2 wks)

10 YEARS AGO TODAY

- Mark Driscoll new PD of KNDE/Sacramento
- #1 CHR: "I Just Want To Be Your Everything" — Andy Gibb (RSO)
- #1 AC: "My Heart Belongs To Me" — Barbra Streisand (Col.) (3 wks)
- #1 Country: "It Was Almost Like..." — Ronnie Milsap (RCA) (5 wks)
- #1 LP: "Crosby, Stills & Nash" — Crosby, Stills & Nash (All.) (4 wks)

NEWSBREAKERS

Edited by Jim Dawson

Radio



Neal Gladner

● **NEAL GLADNER** has been named GM at KARN/Little Rock and the Arkansas Radio Network. He was previously Director/News & Operations for KARN and ARN for the past three years. He succeeds **LARRY WILSON**, who resigned to become GSM at KZSN/Wichita.



Charlie Cassidy

● **CHARLIE CASSIDY** has been named PD/afternoon driver at KKCS-AM & FM/Colorado Springs, CO. A 16-year broadcasting vet, he was most recently PD/announcer at KYKC/Sioux Falls, SD.

● **JOE MITCHELL** has rejoined WMVB/Milville, NJ — which he programmed from 1980-84 — as GM. He previously was LSM at WFPG/Atlantic City.

● **LEON CLARK** has been promoted to NSM at KFI & KOST/Los Angeles, where he was previously Regional Sales Manager and AE for more than three years.

● **LORI SHAFER** has been named Corporate Controller at Fairfield Broadcasting. She was previously Sr. Accountant at Seidman and Seidman.

● **RICHARD WHITE** is the new VP/GM at WFAS-AM & FM/White Plains, NY. He had been VP/GM at WTAE & WHTX/Pittsburgh since 1985.



Tony Brown

● **TONY BROWN** has been upped from MD/Asst. PD to PD at WBLX/Mobile. He joined the station in 1985 as afternoon drive announcer.

PROS ON THE LOOSE

Rich Anton — Nights WHTX/Pittsburgh (412) 673-3015

Steven Bernson — Promo. Direc. Y95/Dallas (214) 580-0566

Freddie Cruz — Nights WHQT/Miami (305) 456-0686

Robin Freed — PD/Air Talent KVLL/Lake Isabella, CA (213) 386-0652

Bill Garcia — PD/MD KSD-FM/St. Louis (314) 993-1182

Bruce Jacobson — Evenings WROV/Roanoke, VA (703) 985-0687

Banana Joe Montone — PD WSRZ/Sarasota, FL (813) 951-6393

Ken Moore — PD/Talk Host WIBX/Utica, NY (315) 783-0487

Joseph Plriz — Promotion Dir. WINZ/Miami (305) 887-1048

Elise VanderBorgh — MD KNCN/Corpus Christi, TX (512) 447-1484

Records

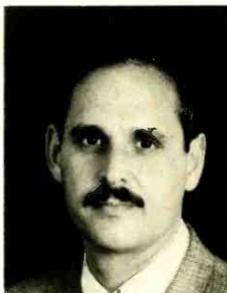
● **DEIRDRE HALACY** has been appointed to the new position of Director/Program Administration at KYBG/Denver. She was formerly OM at KSHY/Cheyenne, WY.



Sherry Ginsberg

● **SHERRY GINSBERG** has been named National Director/Press & Artists Relations at Elektra/Asylum. She previously held the same title at PolyGram, and replaces the departing **GEORGE DASSINGER**.

● **JANIS MAIELLO** has been upped to the new position of Manager/International Public Relations at Atlantic Records. She joined the label's International Dept. in 1974, and was most recently International Artist Relations Liaison.



Paul Schulman

● **PAUL SCHULMAN** has been named Director/East Coast Operations for Global Pacific Records. He was VP/Operations for the Living Music label in New York.



Pat Hall

● **PAT HALL** has been appointed Manager/Product Management at RCA Records. She was previously Director/Marketing at Slash Records, a division of Warner Brothers.

CHANGES

Greg Butkowski has joined WKFM/Syracuse as an AE.

Angelica Martin and **Annie Zoller** have joined Hillier, Newmark, Wechsler & Howard's Chicago office as AEs.

Richard Wolper has joined KFI & KOST/Los Angeles as an AE.

Gretchen Johnson and **Kristin Allan** have been named Sales Assistants at Hillier, Newmark, Wechsler & Howard.

Beverly Adlam and **Andrea Jacobs** have been appointed AEs at WYNY/New York.

Christine Sheffield has joined WLS & WYFZ/Chicago as an AE.

Gall McHale and **Deborah Kreisli** have been appointed AEs at Shadow Traffic Network's New York and Philadelphia offices, respectively.

Beth Martin has been named Arbitron's Client Service Rep, Radio Advertiser/Agency Sales for the Southeastern Region.

Ron Young has joined the KOOL/Phoenix sales staff.

Bob Schwall has been appointed Chief Technical Engineer and **Pam Johnston** has been upped to Studios Manager for Atlantic Studios, a division of the Atlantic Recording Corp. **Elliott Federman** has been named Manager/Quality Assurance for Atlantic and Elektra Records.

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R&R delivers your message with effective reach and frequency — before, during and after Radio's most important event of 1987.

TIP AD PACKAGE INCLUDES:

- ✓ Ratings Report & Directory
- ✓ 3 Radio '87 Newspaper Issues
 - Pre-Convention, Sept. 4
 - Convention, Sept. 11
 - Convention Follow-Up, Sept. 18

BONUS DISTRIBUTION

Extra copies direct to:

- ✓ Radio '87 hotel rooms
- ✓ Radio '87 exhibit hall
- ✓ Agency media planners/buyers

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(615) 292-8982

Who Will You Run To

HEART

THE FOLLOW-UP TO THE NUMBER ONE SMASH
ALONE



PRODUCED AND ENGINEERED BY RON NEYSON

FRONTLINE MANAGEMENT / TRUDY GREEN MANAGEMENT

Capitol

© 1981 CAPITOL RECORDS, INC.

R&R STREET TALK

Craigo In The Doghouse Again?

Ex-CHRYSALIS President **JACK CRAIGO** may be returning to the Nipper kennel for the **RCA/A&M/ARISTA DISTRIBUTION** top slot vacated by **SAL LICATA's** move to **EMI/MANHATTAN**. Craigo was once an RCA Division VP.

METROPLEX CEO NORMAN WAIN isn't retiring after all. His reversal of plans to sell out to partner **ROBERT WEISS** doesn't affect the sale of **WCPT & WCXR/DC** to **BOB SILLERMAN**, originally designed to lower debt levels for Weiss's leveraged buyout. Meanwhile, **Metroplex National PD-BOB KAGHAN's** job has been phased out, though he'll stay at **WCXR** as PD until its sale is complete.

A dark cloud still surrounds **CBS** and **Z100/NY** over the leak of the **MICHAEL JACKSON** record last week. PD **SCOTT SHANNON** told the *NY Daily News* he's not sorry he did it and he'd do it again. While no one inside **CBS** will go on record, **STREET TALK** hears the label will press the issue of identifying the source of the leaked record.

Still refusing to name his source, **OM STEVE KINGSTON** verified the existence of the mislabeled **STEVIE RAY VAUGHN** single which contains MJ's "I Just Can't Stop Loving You" and:

- Denies allegations that Z100 copied and distributed the record to any other stations
- Points his finger back to Epic for the leak
- Questions charges of damages to Michael Jackson.

Z100 is still playing **E/P/A** records, and hasn't pulled anything from the list.

After almost 20 years at **WLS/CHICAGO**, "Super Jock" **LARRY LUJACK** is hanging up his headphones next month. The legendary morning driver turned PM driver signed a 12-year, \$6 million deal in 1984, but **CAP CITIES/ABC** is buying out the remaining years of his contract. Lujack won't be able to work elsewhere in Chicago, but is accepting offers for foursomes at the golf links.

STREET TALK hears the two major candidates to take the "Wave" (KTWV/L.A.) format national are the **SATELLITE MUSIC NETWORK** and **WESTWOOD ONE**. A decision could come by next week.

JIM HARPER returns to **WNIC/DETROIT** mornings, replacing **DAVE MCKAY**. With Harper still part-owner of crosstown **WDTX**, lawyers are hard at work.

Ex-**WGCI/CHICAGO** personality **BOB WALL** and his wife, now living in Tampa, were sentenced to four years probation after pleading guilty to drugging and sexually abusing a teen-aged babysitter.

It's official: **MARK THOMPSON & BRIAN PHELPS** from **WAPI/BIRMINGHAM** will take over **KLOS/LOS ANGELES** mornings in September.

KNEW & KSAN/SF OM BILL STEDMAN is out after more than five years with parent **MALRITE**.

INFINITY's \$40 million junk bond offering last week, underwritten by **SHEARSON, LEHMAN BROTHERS**, was so hot it was oversubscribed — demand was so high that brokers couldn't fill all the orders. According to a company prospectus, principals **MEL KARMAZIN, MIKE WIENER, and GERRY CARRUS** each made \$550,000 in '86 and will take home \$625,000 in '87. Infinity's next station purchase will likely be in Detroit, the only Top 10 market it's not in. Talks with **WRIF** have stalled, and **METROPOLIS's** **WDTX** is reportedly being shopped around.

God Is Listening

Self-appointed citizen's watchdog **JOHN PRICE** has somehow clocked **WFBQ/INDIANAPOLIS's** **BOB & TOM** at an average rate of 17 dirty jokes an hour. He's launched his third round of petitions to the FCC, asking it reexamine the morning duo's act in light of new, more stringent indecency standards.

WAPE/JACKSONVILLE's **HOYLE DEMPSEY** has toned down his morning act after pressure from a local religious council. The group had been sending tapes to the FCC and asking sponsors to consider withdrawing their ads. **GM MARK SCHWARTZ** claims the station already had plans to change the show before the council's protest.

Why has consultant **MARC McCOY**, a former PD at **WLAK/CHICAGO**, been seen in the hallways of crosstown **AC WCLR**?

Continued on Page 26

AIR PRIORITIES: WEEK 23

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Aug. 5, 1987

Artist	Title	Label
WARREN ZEVON	LEAVE MY MONKEY ALONE	VIRGIN
GO WEST	DON'T LOOK DOWN	CHRYSALIS
DAVID BOWIE	NEVER LET ME DOWN	EMI/AMERICA
THE CURE	WHY CAN'T I BE YOU	ELEKTRA

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

THE DEAD COME ALIVE AT TOP 40

"The DEAD is a fresh new sound for our station that adults love. The DEAD are alive and well at WLOL."

Gregg Swedberg — WLOL

"Album Top 5 in one week. I couldn't avoid playing it."

Mason Dixon — Q105

"The LP goes Top 5 in Cleveland this week, far and away the most mass appeal DEAD record ever!"

Brian Phillips — WMMS

"Already generating more calls than George Michael. It's an upper demo smash."

Tom Kelly — WNCI

"TOUCH OF GREY" the new single from the GRATEFUL DEAD. In only the second week, it's become the group's highest charting Top 40 hit ever! From the smash Top 10 album, *In The Dark*.

BB LP Charts: DEBUT 100-12-③

#1 ON ALL AOR CHARTS!

ARISTA

KWOD

92X

Q102

Y108

293

KHTR

KIIS-FM



THE SUMMER OF THE DEAD IS UPON US!

**GUESS WHO'S
COMING TO
DINNER?**

**SERVING
RADIO
NEXT WEEK.**

**HOPE
YOU'RE
HUNGRY!!!**

STREET TALK

Why Are They On Radio?



These lovely faces (and bods) are among the entrants in the UJENA GIRL Of The Airwaves Contest being held in the current "Swimwear Illustrated." Top prize is a multi-page spread and cover in the December issue. Shown (l-r) are KPWR/L.A.'s Power Mouth Patty, KROQ/L.A.'s April Whitney, WACL/Waycross, GA's Lindy Rome, and KDKB/Phoenix's Cindy Wine. Who says radio is for people who are too ugly for TV?

Continued from Page 25

Consultant **LEE ABRAMS** denies the latest round of rumors that he's getting set to leave the **BURKHART/ABRAMS** fold to start his own company. Meanwhile, 3kw Jazzer **WOTB/NEWPORT BEACH-MIDDLETOWN, RI** is the latest to take the New Age plunge under Abrams's guidance. To be known as "Fresh Air For Rhode Island," the station has moved down the dial from 107 to 100.3.

AC morning teams take note — **KBIG/LOS ANGELES** is in immediate need of an early morning tandem. T&Rs to **ROB EDWARDS**.

The MD slot at **KCPW/KC** is still open after **DAN PEARMAN's** 360: He accepted then turned down the gig after he was promoted to PD/OM at **KEYN-FM/WICHITA**, replacing **JERRY KING**.

Country **WSIX/NASHVILLE**, just taken over by **HICKS**, will have its formatic future determined by popular vote. Newspaper and TV ads ask people to call a phone number over the next two weeks and vote for their favorite music.

KXYQ/PORTLAND morning team **TODD BRANDT & RICK RIDELL** exits . . . After less than a month at the Satellite Music Network, ex-**WMAQ/CHICAGO** personality **NANCY TURNER** is leaving for middays at **WUSN** in the Windy City . . . **DAN STEVENS** leaves **KZPS/DALLAS** afternoons for mornings at **WQYK/TAMPA**.

WMGG/COLUMBUS has switched from mainstream Gold to Classic Rock, gunning for top-rated **AOR WLVG**.

A fire at **WKPA & WYDD/PITTSBURGH's** transmitter site on 7/26 knocked the combo off the air for at least five days . . . **KCEE & KWFM/TUCSON** were forced off the air 7/27 after two unexplained explosions at their facilities.

Country combo **WMZQ/DC** is now fully simulcast, with AM PD **KATY DALEY** moving to FM overnights.

KTAL/SHREVEPORT morning man **MICHAEL STOREY** died Tuesday (7/28) of complications from diabetes. He was 37.

Two hundred people paid tribute to late radio exec **STEVE WHITE** at a memorial service **NBC** held at New York's Tower Suite. **NBC** is setting up a scholarship fund in White's name for broadcasting students.

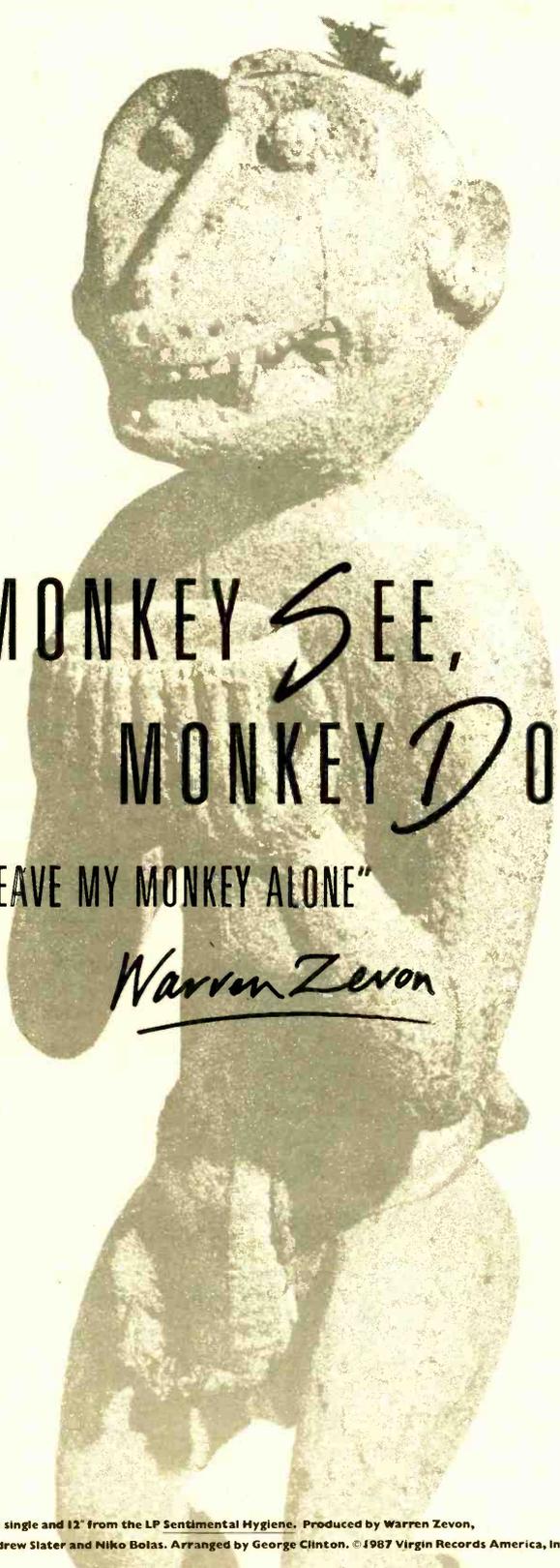
Congratulations to **WB VP/Promotion RICH FITZGERALD** on his marriage to **MARY PROUT** (8/1).

Sincere wishes for a speedy recovery to **COLUMBIA** West Coast National Promotion Director **GEORGE CHALTAS**, who was shot in the arm at his home while successfully defending his wife **PAULA** from an attacker. After an outpouring of calls and cards from the industry, George said, "I didn't know I had so many friends. Thanks to everyone."

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MONKEY SEE,
MONKEY DO.

"LEAVE MY MONKEY ALONE"

Warren Zevon

The single and 12" from the LP Sentimental Hygiene. Produced by Warren Zevon,
Andrew Slater and Niko Bolas. Arranged by George Clinton. © 1987 Virgin Records America, Inc.

While there will always

MZUNGU

be people who

ARUDI ULAYA

have to fight

MWA FRIKA

for their freedom...

APATE UHURU*

There will, thank god,

IN OUR OLD

also be artists who

COLONIAL HOME

remind us that oppression

WE DRANK OUR BITTERS

cannot last...

WHILE THE EMPIRE FELL

That stolen power

ONE DAY THE MAU MAU CAME

cannot be kept...

ALL WE HAD WAS LOST

And that when enough

THE MAU MAU

people have had enough,

CAME IN '52

they can no longer

THE SUN WENT DOWN

be denied.

AND WE DREW THE DRAPES

***WHITES GO**

BACK TO EUROPE FREEDOM FOR AFRICA

ALL LYRICS

FROM "LEAVE MY MONKEY ALONE!"

Virgin



REGINA BELLE

"Show Me The Way"

NOW ON OVER 45 CHR REPORTERS

INCLUDING:

WMJQ 37-32	Y100 27	KROY deb 30	WTIC 33-24
PRO-FM add	WHYT on	KWOD on	KAMZ 10-7
KKBQ on	KZZP on	KS103 29	
KRBE deb 32	FM102 28-25	KMEL 22-18	

ALREADY A TOP FIVE URBAN CONTEMPORARY HIT!

HOOTERS

"Johnny B"

NOW ON OVER 70 CHR REPORTERS

CKOI on	WGH on	WPST 34-29
WCAU 37-33	WMMS 33-26	KSAQ 35-29
PRO-FM on	KWOD add	KIYS 31-25
KEGL add	KCPX on	KZZU 33-28
KRBE on	WLAN 35-28	KTRS 37-27
		KOZE 31-21
		KTMT 25-19

AOR TRACKS: 6



COCK ROBIN

"Just Around The Corner"

From the forthcoming Lp: "After Here Through Midland" #PC40735

The worldwide appeal continues with Top 5 action on the European charts. A MUST LISTEN!

STARTING AT:

KITS add 27

KOZE on
KZFN add

Produced by Don Gehman



© 1987, CBS Inc.



ADAM WHITE

MUSIC

TULL IT LIKE IT IS

Ian Anderson Polls Fans

The upcoming Jethro Tull album on Chrysalis, "Crest Of A Knave," is "significantly more enjoyable" than the group's last few releases. Ian Anderson knows this, because a majority of 844 Tull fans in a dozen US cities told him so.

They did that with the help of Chrysalis and album radio stations across the country. It was an unusual exercise, which Anderson says was designed to "give me some reassurance that we'd done

the right thing for the American market" with the album, "and to give the record company some direct idea of who they'd be selling it to."

The Tull leader originally thought of polling a sample of the group's fans in one market. After he got label support for the idea, the survey was expanded. Chrysalis Director/National Album Promotion Kevin Sutter asked 12 major-market AORs (with the emphasis on heritage stations) to



Ian Anderson gets out the vote.

publicize the project and help recruit participants.

Listening sessions were held mostly in hotel rooms, with attendance of between 50 and 100 at each. Listeners were asked to answer 10 questions as they heard the album, rating songs and expressing opinions about Tull music. Anderson was present on tape.

Designer Cornflakes

For him, the key questions related to "whether the album was 'significantly' more enjoyable than the last few, and whether it represented the kind of music they'd like to see us continue with.

"That's the hard-line commercial attitude which I normally don't manifest in making music, but I do employ in the other businesses I'm involved with," he explains. "But it's not like designing the cornflakes to put in the packet, so much as designing the packet. The cornflakes have already been manufactured."

Older Fans Show

The survey had other revealing aspects. Says Sutter, "We envisioned seeing a lot of 18- to 24-year-olds, but the spread was more like 17-44." There were Tull enthusiasts from "all walks of life," he notes. One was a lawyer in his '40s who flew from San Antonio to Dallas to participate; in New York, the food buyer at New York's Four Seasons restaurant called to be involved.

"People caught on the idea perhaps better than we expected," concludes Sutter, and that includes stations that were initially reluctant. As far as fans were concerned, the Chrysalis exec says, "It was interesting to hear their perceptions of radio. One of the questions was, 'What three songs from the album are your favorite,' and another was, 'What three would you want to hear on the radio.'"

"There was a difference in their replies. It struck me that they understood what a radio song was. They were very well-informed."

MINOR & MAJOR

The Upside Of A Deal

CBS and New York indie Upside Records have struck an unusual deal over the Woodentops. The British band is signed in the UK to Rough Trade and licensed in the US to Columbia, which put out their last album, "Giant."

But they'll be back on Upside for their next, "Live Hypno-Beat." Label chief Barry Feldman says, "We had the first Woodentops record, 'Well, Well, Well,' and it was one of the top indie releases of 1986. In fact, it helped them get the CBS deal."

Following "Giant," Rough Trade and the major agreed the live set would be better released independently, "maintaining continuity with alternative media and retail," according to Feldman. He suggests a packed CBS fall release schedule was also a factor.

The deal is flexible other than re-



Upside chief Barry Feldman.

quiring Upside to get re-pressing approval, while the Woodentops remain an active future entity for Columbia.

The indie label's other current projects include the release of "Welcome Wagon" by new Washington band the Neighbors, and (for its reissue logo, Blue Side) the preparation of a Delfonics package.

One Flew Over The Pumpkin Patch



Promoting new music to AOR can be hell, so RCA tried to beat the competition with a pumpkin-shaped 12-inch picture disc. Logical for a cut called "Halloween" by German metalloids Helloween, from their current album, "Keeper Of The Seven Keys, Part I."

The label pressed and distributed 5000 of the disc to radio and retail, while promoting the band heavily in the fanzines. RCA's field people were also sent pumpkin masks, instructed to wear them when delivering the record to stations, and have photographs taken.

No, that's not for their personnel files, but for a contest organized by Product Director Alan Grunblatt. The prize, he says, will probably be a trip to Helloween's Halloween concert in Los Angeles.

Compact Data

Capitol Tower Receives a Facelift

Nick Rhodes and John Taylor of Duran Duran and the Mole's Martha Davis were among the guests as Capitol hosted a champagne reception July 27 to celebrate completion of the renovated Capitol Tower.

Capitol-EMI Vice Chairman/Chief Executive Joe Smith presided over the ceremonies, which included the re-lighting of the Capitol Records sign and rooftop spire. The addition of several executive offices, plus general wear and tear maintenance, constituted the bulk of the three-month renovation project.

A representative of Mayor Tom Bradley was also on hand to present a proclamation naming July 27 "Capitol Tower Day" in Los Angeles. The 13-floor, circular building is a Hollywood landmark and has been home to the label for the past 31 years.



Partygoers at the "Capitol Tower Day" festivities included (l-r) Nick Rhodes and John Taylor of Duran Duran and Capitol exec Joe Smith.

Elvis Gets New RIAA Award

The RIAA is preparing a program of annual commemorative plaques to be presented by member labels for pre-1958 recordings (that's the year the association began giving out gold record awards).

The plaques will be given to artists "in recognition of landmark achievements in music history and outstanding contributions to the growth of the record industry."

The first award will be awarded by RCA to Elvis on the tenth anniversary of his death in August.

Grace Dishes It To Manhattan

New York restaurant owners Howard Jones and Ashford & Simpson have some competition: from Grace Jones. Her new eatery, in the city's SoHo district, takes its name from her disco hit, "La Vie En Rose." No word on whether the decor includes warm leatherettes, but you can see Andy Warhol's portrait of GJ while you dine.



Living In A (Jewel) Box

On the subject of food, "Audio Buffet" is a promotional CD sampler designed to showcase the "new" Chrysalis. It contains current cuts by Jellybean, Living In A Box, Dweezil Zappa, Go West, Taurus Boyz, Huey Lewis & The News, and others. The disc was shipped out with lapel pins of the streamlined butterfly, the label's new logo. Bee there!

Short Cuts

- BLUE MAGIC and RONNIE DYSON are first artists on the new Mca R&B label, Slam. Product is due mid-August.
- AL KOOPER has written the liner notes for an MCA reissue of the Blues Project's "Reunion In Central Park" (as a single album) next month.

- DIO headlines a benefit concert for the Children Of The Night Shelter Foundation. Joining them at Irvine Meadows in California August 1 are Yngwie Malmsteen, Armored Saint, Black 'n' Blue, and others.

- BUDDY MILES has left Santana, and Alex Ligertwood resumes duties as lead singer.

- BEATLES CDs coming next month from Capitol are "The Beatles" (the "White" album) and "Yellow Submarine."

- RICHIE HAVENS has two new Rykodisc CDs: "...Sings Beatles And Dylan" and "Collection." He's now signed to Moss Music Group's RBI label.

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"STRANGELOVE"

"STRANGELOVE"

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KCPX 9-7	KCAQ 8-1
KATD 9-8	KXYQ 35-32
KWSS 21-18	KDON 17-15
PWR106 25-22	WKPE add
KITS 2-2	KOZE 28-25
WRCK add	KTMT 34-29
	Y97 5-2



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MUSIC

EXECUTIVE FLASHBACK

The "La Bamba" Gringo:
Bob Keane Recalls Ritchie

"La Bamba" is a good movie, if you ask Bob Keane. I thought it was entertaining," he says. "There were some inconsistencies and some untruths, but you have to allow a certain amount of poetic license."

He is more qualified than most to review the new screen biography of Ritchie Valens, because he recorded the young rocker's hits "Donna" and "La Bamba" for his Del-Fi label almost 30 years ago.

Keane is also portrayed in the picture, which was written and directed by Luis Valdez. He notes, "I said to Luis, 'You gave me a real nice part for the only gringo in the show!'"

Keane's not so sure about the soundtrack, suggesting that Los Lobos missed "the Ritchie Valens feeling" in interpreting his music. "That's what Ritchie was all about: he could stand up in front of a crowd with no microphone and make that place really go. And that came out on his records."

The three-time label owner (Keen Records before Del-Fi, and



Ritchie Valens (l) picking platters with Bob Keane.

Bronco/Mustang later) recalls it took him "a whole month" to convince Valens to record "La Bamba" — a session which cost around \$300.

That's about \$19,000 less than Keane just spent giving "La Bamba" a 1987 facelift, with a fresh instrumental track behind outtakes of Valens' original vocals. It's a new 45 and 12-inch single on Del-Fi, distributed via Original Sound Sales.

Encouraged by "La Bamba," Keane wants to see a movie made about another of his artists, the late Bobby Fuller, so he's talking to producers and financiers about the project.

Valens
Honored In
L.A. Ceremony

Los Angeles Mayor Tom Bradley declared July 27 "Ritchie Valens Day," in honor of the singer who became the first Mexican-American rock star. Gold station KRLA petitioned the mayor's office to issue a proclamation acknowledging Valens's musical and cultural contributions. The station held a live broadcast from Pacoima Junior High School, which Valens attended and where he recorded a live album in 1958. The school was, for one day, renamed after the singer.

Too Much Monkee Business



Hey, hey, they're the New Monkees! (l-r) Larry Saltis, Jared Chandler, Dino Kovas, and Marty Ross.

What's more fun than a barrel full of Monkees? How about a barrel full of old and "new" Monkees? Record buyers will have a choice between the original Monkees and the New Monkees, as each group is planning a release in August.

Rhino will ship "Pool It!," the Monkees' first complete newly-recorded album in 18 years, on August 19, while the first single, "Heart And Soul," is just out on promotional CD. Warner Bros. will release the first "New Monkees" single August 8, but is still undecided as to which album track will be chosen. The "New Monkees" LP, still untitled, will be released September 15.

The original Monkees landed the services of Roger Bechirian for the production chores (he's produced tracks and/or albums for such Brit rockers as Elvis Costello, Nick Lowe, Squeeze and Dave Edmunds). Songs were contributed by long-time Monkee cohort Bobby Hart (who, with Tommy Boyce, cowrote "Last Train To Clarksville"), and '60s hitmaker Tommy James.

The release of the "New Monkees" album will coincide with the premiere of the group's new syndicated TV show, set to air during the week of September 9-15. Most of the filming has been completed.

FYI From
BMG

The Bertelsmann Music Group's recent financial report for fiscal 1987 included the following facts and figures:

- The first Whitney Houston album on Arista has now sold 14 million copies worldwide.
- RCA's sales around the globe for Bruce Hornsby & the Range amount to 3.5 million units.
- The Starship hit, "Nothing's Gonna Stop Us Now," sold more than 2 million copies worldwide, 1.3 million outside North America.
- Producer Mike Chapman's Dreamland label is being revived via a new deal with RCA, with Lita Ford among the artists.
- RCA also has new deals with King Jay Records, Beggar's Banquet, and SBK Entertainment.
- The first Daryl Hall & John Oates album for Arista is expected within the next 12 months, possibly preceded by an RCA greatest hits containing a couple of new songs.

NEWS



Kate Hyman

Hyman East Coast A&R VP For Chrysalis

Kate Hyman has been appointed VP/A&R, East Coast, at Chrysalis. She comes to the label from MCA, where she was East Coast Director/A&R.

Hyman will report to Jeff Aldrich, Sr. VP of Chrysalis Records International. "This is a place I've always wanted to work," she told R&R. "There's a real A&R direction here, and a lot of exciting changes going on with [President] Mike Bone.

"We're actively looking for some new acts, and that's obviously something I'll be doing, as well as taking care of our existing projects."

Prior to joining MCA 18 months ago, Hyman was with Ze Records, handling A&R, artist development, and press.

Garrett Programs KRXQ



Ron Garrett

After serving as interim PD for four months, Ron Garrett has been named PD at Fuller-Jeffrey AOR KRXQ (93 Rock)/Sacramento. He succeeds Army Ferrari, who exited in March.

Garrett joined the station in April 1986 after serving as MD at KRQR/San Francisco and an air personality at San Diego's KGB and 91X and KDJK/Modesto.

Garrett said, "We're up against the Goliath of the market — KZAP, a very good station. They don't take any chances; in their position, they don't have to. We're the station that will take people into the '90s, and we take the stance of going on good new music faster than KZAP. Someone's got to blaze a trail; we're not living off a fat cat history."

In the spring book, KRXQ declined 3.9-3.4 12+ while KZAP dropped 8.0-6.3.

Beatles Sue Capitol Over CD Releases

The Beatles on CD are the subject of new legal action involving Capitol and former members of the group. In New York State Supreme Court, George Harrison, Ringo Starr, Yoko Ono, and Apple have charged the label with deliberately delaying release of the Beatles' music on compact disc, and with underpaying royalties on the discs. The company disputes the claims.

EMI Records UK is also named in the lawsuit. Paul McCartney, who is signed to EMI worldwide (Capitol in the US) as a solo artist, is not a defendant in this action, but retains a 25% interest in Apple.

The suit, filed July 23, contends that Capitol/EMI have "accompanied their failure and refusal to fully exploit sales of Beatles com-

mercial discs with repeated efforts to force plaintiffs to accept lesser sums . . . than defendants are contractually obligated to pay." The company responds that the lack of CD manufacturing capacity slowed its catalog release program before this year.

Capitol/EMI, it's also charged, withheld "million of dollars" in due royalties to pressure settlement of earlier legal action by Apple against the label. The firm responds that the "appropriate" royalties have been paid.

The action seeks damages of \$40 million. Gold, Farrell & Marks of New York are representing the Beatles and Apple.

DAT Copycode Results In '88

Test results of the CBS Copycode system intended for DAT recorders won't be available from the National Bureau of Standards before next year.

RIAA President Jay Berman reported this development at an association-organized Copycode demonstration in New York Tuesday (7/28). The government agency will begin the study in September, he said, and it will take "three to four months" to complete.

Impartial tests were requested by Congressional committees considering RIAA-backed legislation to have the Copycode scanner fitted into DAT equipment. Prospects for these Senate and House bills are tied to the test results, release of which now pushes the proposals into an election year.

Berman also reported that the two sides in the DAT dispute, the RIAA and the Electronics Industries Association, are funding the NBS research. Each trade group will contribute \$75,000.

Ironically, said the RIAA chief, he and his EIA counterpart had been awaiting a formal letter on the funding arrangement from Commerce Secretary Malcolm Baldrige. Baldrige died July 25.

Producer Sadkin Killed In Auto Crash

Record producer Alex Sadkin died Thursday (7/23) in Miami, the result of injuries from an auto accident one week earlier. He was 38.

Sadkin's credits include recordings with Robbie Nevil, Simply Red, Duran Duran, Arcadia, the Thompson Twins, Grace Jones, and Foreigner.

He was for several years in-house producer at Island, having started in the business in 1973 as an engineer at Criteria Studios, Miami.

The accident occurred July 17 in Nassau, where Sadkin was working at the Compass Point studios. With engineer Will Gosling, he was in a jeep which apparently went out of control and slammed into a wall.

The two men were airlifted to Miami for hospital treatment, but Sadkin was pronounced brain-dead; life-support systems were disconnected six days later. Gosling is in intensive care in Mt. Sinai Hospital, Miami Beach.

Funeral services for Sadkin were due to be held Wednesday (29) in Ft. Lauderdale. He is survived by daughter Ella and her mother, Elaine Griffith, and his parents.



THREE ROCKIN' AMIGOS — Gaffan National AOR Director Marko Babineau (left) did some heavy hobnobbing at the Texas Jam dinner party. He's pictured hanging with label stars David Coverdale of Whitesnake and Steven Tyler of Aerosmith.

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NEWS

CD

Continued from Page 1

CD are still in flux, but it's expected to come in below \$1 per unit. Commented one major-label executive, "I think Sony is trying to give us a price which will include the raw disc and some sort of shrink-wrap package."

For the July 20/23 bicoastal demonstrations, demo discs from CBS, Chrysalis, Warner Bros., and indie labels DMP and Telarc were packaged onto a shrink-wrapped 9" by 3 1/4" card produced by the Queens Group. This has a mini-sleeve (removable by perforation) for disc storage.

Sources say Queens is developing a larger package for the Wonder title to include a "doughnut" CD single adaptor. This plastic

piece fits around the disc so it can be dropped into the conventional CD player tray. Portable machines have a center spindle which accommodates the three-inch CD without an adaptor.

Discussing the CD single's future in general, Motown Music Group Exec. VP Lee Young told R&R, "We think this is something which can bring back the singles market, if it's priced right."

Young agreed that the \$3 mark at retail seems viable, subject to considerations of packaging, artist royalties, production volume, dealer margins, and other factors.

"The mini-CD is really a replacement for the single, which is basically a young demographic, so it has to be priced right for them."

"The configuration could be par-

ticularly useful with new acts," Young continued. "Because you can get 20 minutes of music, you could go back to the mini-LP or EP format for introducing new artists. The three-inch format is definitely compatible for multi-tiered pricing."

Another impetus for the three-inch CD is Sony's plan to introduce a shirt-pocket size, Walkman-type CD single player this fall in Japan, and the US next year.

As for the Wonder project, he has enjoyed a relationship with Sony since 1979, using the firm's digital recording equipment and promoting its CD hardware. He's thought to be personally involved in the three-inch single discussions with DADC President Michael Schulhof and Exec. VP Jim Frische.

Berns

Continued from Page 3

that he have the opportunity. This will free up Dave from the daily routine; he'll have more time to think, and we'll have the lead time to take on projects we want to tackle."

Berns commented, "I'm excited! I'm dancin'! I'm on holiday, which is the perfect way to start off this new job."

"To have learned programming from the likes of David and Bill is to have the best possible background to take over the programming of the premier modern music station in North America. To have a creative, innovative staff with whom to work is the icing on the cake."

Before moving to CFNY, Berns enjoyed a lengthy career in American radio, including several years as MD at WTAE/Pittsburgh.

Biondi

Continued from Page 3

tional, a major movie theatre operator based in Dedham, MA, acquired control of the company earlier this year through a \$3.5 billion leveraged buyout after beating back a competing offer from Elkes and other managers.

"Mr. Elkes and Mr. Gorman have made very significant contributions to the success of Viacom. I wish them good fortune in their future endeavors. Mr. Biondi shares my vision of Viacom as the most exciting electronic media company of the world. Under his leadership, Viacom will enter a new era of dynamic growth and fulfill its destiny as one of the world's leading entertainment companies," Redstone said after reaching agreement with Biondi last week.

Elkes should not be financially injured by his departure. His company stock is valued at more than \$23 million, and he is believed to have a "golden parachute" worth another \$2 million. Elkes and Gorman said they will briefly remain with Viacom as consultants, and will soon announce other plans.

Biondi has established a reputation as one of the entertainment industry's most aggressive and competent executives. He joined Time Inc.'s Home Box Office (HBO) cable unit in 1978 as Director Of Entertainment Program Planning and eventually rose to become President of the company until he left following an internal power struggle in 1984. He was named Exec. VP of Coca-Cola Entertainment in 1985 and became Chairman/CEO of Coca-Cola Television in November 1986.

One of Biondi's major challenges will be controlling the massive \$2.4 billion debt that the company has taken on as part of the Redstone LBO. The company's radio properties have been the subject of speculation for several months, as Redstone and other Viacom executives have given conflicting signals on the company's commitment to radio.

Biondi's decision to take the Viacom job surprised many because he was in the middle of relocating to California to run Coca-Cola's entertainment operations.

In another top level personnel change last week, Redstone appointed himself Chairman of the company, replacing Ralph Baruch.

Actual Size



Mini-CDs Vs. Conventional CDs

3" CD SINGLES — Pictured is a demonstration disc for the Sony 3" CD single presentations to labels in Los Angeles and New York. It's pictured lifesize next to a conventional-sized CD for comparison. The mini-singles hold up to 20 minutes of digital sound, played like the conventional five-inch CD. A "doughnut" plastic adaptor is required for most home CD players to handle the singles.

The packaging is a prototype shrink-wrapped card produced by Queens Group, with detachable CD single sleeve. In theory, the singles could be racked at retail on these cards, like the current CD blister packs.

Actual Size



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RATINGS AND RESEARCH

CULTURAL SEGMENTATION

The New Age Of Hispanic Marketing

By Sandra Scheld

We have entered the new age of Hispanic marketing: the age of cultural segmentation. Just as the general radio market segmented based on the lifestyles and demographic profiles of its listeners, so the Hispanic radio market must now segment to be effective.

Demographic research shows that Hispanics are a growing and profitable market. According to Strategic Research Corp.'s "1987 US Hispanic Market Guide," there are 18.8 million US Hispanics, and there will be 27 million by the year 2000. Hispanic purchasing power of \$134 billion is in the hands of a young population. That population has an average age of 23.6 years, and 70% of all US Hispanics are under the age of 35.

Cultural Differences Ignored

Because their cultural differences have been largely ignored, US Hispanics have been targeted like a general market group: a homogeneous population bound by its Spanish language and



Sandra Scheld

Sandra Scheld is Station Manager at KQQK-FM/Houston. She is a former owner and VP of Strategic Radio Research, Chicago.

"Hispanics are a growing and profitable market . . . there will be 27 million by the year 2000."

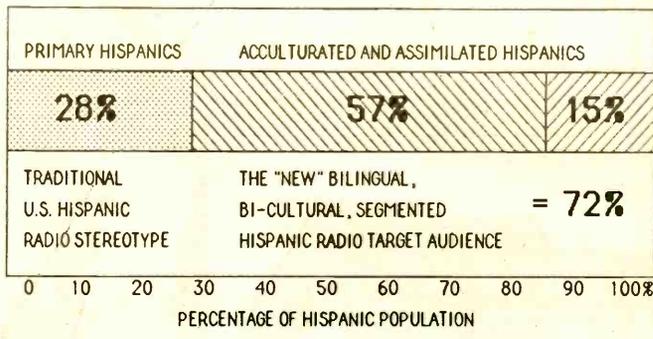
culture. Research now clearly shows that current Hispanic demographic and cultural trends defy this kind of marketing.

MIRA/HISPANOS, a Hispanic research firm based in San Antonio, identifies three major Hispanic cultural lifestyle segments:

- **Primary Hispanics** are traditional first generation Hispanics who use Spanish as their first and only language. They have low income and education levels, and their employment is usually manual labor. Spanish electronic media is their only source of information and entertainment. Devoutly Catholic, the extended family influences decision-making. They are the stereotyped Hispanic profile, yet represent only about 28% of Hispanics.

- **Acculturated Hispanics** are second generation. They speak English at work and Spanish at home. They are blue collar or white collar service workers, have low to moderate incomes, with high school or some college education. They use both Spanish and English media, because they work in the English-speaking world. They approach persons outside their cultural comfort zone with suspicion and mistrust. They take on

MAJOR HISPANIC CULTURAL/LIFESTYLE SEGMENTS



issues reinforced by their cultural imperatives of language, family, and religion with a Spanish/English approach. They represent about 57% of the population.

- **Assimilated Hispanics** represent 15% of all Hispanics, and are one of the fastest-growing lifestyle segments. They speak English and attain higher education levels and higher incomes. However, they retain their ability to speak Spanish and the cultural imperatives of family and religion, as demonstrated by their Hispanic pride, involvement in their community, and observance of social Hispanic customs. Their primary information and entertainment media sources are in English, because they have greater acceptance of the English world. Their thought processes and language patterns are strongly English-oriented. They respond to advertising delivered to them in English — by another Hispanic.

Traditional Marketing Misses

MIRA/HISPANOS President Geoffrey Crabtree concludes, "Segmented marketing is necessary because traditional Hispanic marketing that ignores Hispanics' cultural lifestyle segments cannot reach 100% of the market."

Nowhere is this more obvious

than in radio. US Hispanic radio uses all Spanish language and Spanish music programming, but reaches only the Primary Hispanics because it disregards the Hispanic cultural lifestyle segments. Hispanics are now going outside the Spanish language when they listen to the radio.

"Hispanics are going outside the Spanish language when they listen to the radio."

For example, Houston — the seventh largest Hispanic market — is representative of national Hispanic market trends. Of Houston's 16% Hispanic population, 90% are Mexican-Americans, and 75% are under the age of 35. Spring 1986 Arbitron data showed that of 17.5 points of Hispanic persons 12+ metro listening, only four points went to the traditional Hispanic stations. Those Hispanic stations delivered about 23% — the Primary Hispanic audience, as predicted by MIRA/HISPANOS research. The remaining 77% of Hispanics were listening to non-Spanish stations, mainly the all-English CHR stations.

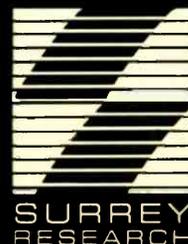
Targeting Bilingual Hispanics

KQQK/Houston targets the assimilated 18-34 bilingual Hispanic through CHR English music with a Spanish/English presentation. This "Hispanic Hits" format follows all the demographic and cultural trends of today's Hispanics.

Although this format is rare in the US, it's common in Hispanic countries. In Mexico City, three of the four top stations are a CHR, an AOR, and a Gold, with Spanish language/English rock music formats. The top stations in Guadalajara, Caracas, and Bogota also follow this format. No matter where you grow up, you grow up with the hits. It should come as no surprise that 12-34 year-olds like to listen to rock music regardless of their ethnic background.

Marketing to the stereotyped Primary Hispanic, who only listens to Spanish music and understands only Spanish, is ignoring the majority of Hispanics today. Traditional Hispanic media cannot reach 100% of the market. An opportunity exists for radio managers who acknowledge the segmented Hispanic market to reap the benefits of serving different segments of the Hispanic audience.

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WESTWOOD ONE RADIO NETWORKS

RATINGS

Spring '87 Arbitron 12 +

Detroit

Maybe **WJLB** should've kept its old "Tiger Radio" slogan from the '60s. As was the case last spring, baseball sent **WJR** to the top and exiled **WJLB** to second place. (Last summer, for example, it was **WJR** 11.6 to **FM98's** 7.9.) At night, **WJR** had a 13 share and **WJLB** was over an 11. The other big noise was **AOR/Gold WCSX**, which posted its best shares since fall '83, seeming to take equal, small pieces from **AOR**, **Gold**, and **AC**. **WLLZ**, which used ample direct mail, retook the **AOR** lead in what's now a very tight race.

	Winter '87	Spring '87
WJR (Misc)	8.4	10.9
WJLB (UC)	9.0	7.8
WJQI (B/EZ)	5.7	5.5
WCZY-AM & FM (CHR)	5.7	5.1
WXYT (Talk)	4.0	4.8
WLLZ (AOR)	4.1	4.6
WRIF (AOR)	4.8	4.5
WWJ (News)	5.2	4.5
WHYT (CHR)	5.2	4.4
WCSX (Gold)	1.7	4.2
WNIC (AC)	4.0	3.9
WWWW (Ctry)	3.8	3.9
CKLW (BBnd)	4.1	3.8
WOMC (AC)	3.7	3.3
WLTI (AC)	3.5	2.8
WDTX (CHR)	2.6	2.7
WKSG (Gold)	2.5	2.4
WGPR (UC)	1.2	1.6
WJZZ (Jazz)	2.6	1.6
WCXI (Ctry)	1.5	1.4
WQRS (Clas)	1.3	1.2
WMTG (Gold)	—	1.1
CKLW-FM (Gold)	1.6	1.0

Baltimore

WLIF declined but hung in to edge **WBSB** for first place. **B104**, for its part, continued its rise from a 6.7 last summer; in **PD Brian Thomas's** first book, it was first at night and second in all other DPs. **WBAL** led mornings; **WLIF** took middays and afternoons. Both **Countries** rose nicely; **WPOC** gave away \$42,000 in \$100-1000 increments in a "Social C-County" promotion.

	Winter '87	Spring '87
WLIF (B/EZ)	10.5	9.8
WBSB (CHR)	9.0	9.6
WBAL (N/T)	8.4	6.6
WPOC (Ctry)	4.8	5.8
WXYX (UC)	6.3	5.7
WIYY (AOR)	5.0	5.0
WCAD (Ctry)	3.4	4.1
WBGR (Rel)	3.1	4.0
WMMX (AC)	4.5	3.3
WFBR (Talk)	3.3	3.1
WQSR (Gold)	2.1	3.0
WCBM (AC)	1.1	2.8
WWDC-FM (AOR)	3.3	2.6
WTH (BBnd)	2.1	2.5
WWIN-FM (UC)	3.2	2.5
WWIN (UC)	1.9	2.4
WRQX (CHR)	1.5	2.2
WEBS (UC)	2.3	2.1
WYST-FM (AC)	2.9	2.1
WGRX (Gold)	2.3	1.8
WRBS (Rel)	1.0	1.5
WHUR (UC)	1.4	1.3
WHFS (AOR)	1.0	1.2
WTOP (News)	9	1.2

Houston-Galveston

Over the last year, market leader **KMJQ** has toned down its music slightly. This time, **Majic 102** was up in mornings and middays, but down at nights and in afternoons. After that, the music action was in a Country race that hasn't been nearly this tight since becoming a race in the early '80s. In mornings, for instance, **KIKK**, which simulcasts **AM** drive, is two-tenths ahead of **KILT** in the high eights. **KILT's** **AM** moved 1.1-1.3 in its first Country Gold book. **KRBE** tightened the **CHR** race with **KKBO**.

	Winter '87	Spring '87
KMJQ (UC)	9.9	9.1
KIKK-FM (Ctry)	7.6	8.0
KILT-FM (Ctry)	6.4	7.3
KKBO-AM & FM (CHR)	8.1	7.1
KTRH (News)	4.6	6.8
KRBE-AM & FM (CHR)	6.2	6.7
KODA (B/EZ)	5.5	5.4
KFMK (AC)	5.3	5.2
KLOL (AOR)	4.4	4.3
KQUE (AC)	4.4	4.0
KZFX (Gold)	3.8	4.0
KPRC (N/T)	2.6	2.9
KLTR (AC)	2.9	2.8
KJYY (AC)	2.5	2.5
KKHT (AC)	1.6	2.0
KCOH (UC)	1.4	1.8
KYOK (UC)	1.2	1.8
KEYH (Span)	1.9	1.6
KILT (Gold)	1.1	1.3
KHCB (Rel)	.9	1.2
KLAT (Span)	1.6	1.1
KXYZ (Span)	2.5	1.0

Buffalo-Niagara Falls

Last spring, **WBUF** was up 6.6-10.8; this spring, its "Incredible Prize Catalog" paid off again. **WYRK**, which used considerable TV and "Thousand Dollar Thursdays," added two shares for second. **WBEN** held #1 in mornings. **WGR** and sister **WRLT** were both up; the latter posting its best book since switching to **AC**. The **CHR** race here was very tight; **WMJQ**, which changed calls and nearly went **AOR** for several weeks during the book, had the only strong increase of the three to take second place in the format.

	Winter '87	Spring '87
WBUF (AC)	6.8	10.3
WYRK (Ctry)	6.9	8.9
WBEN (AC)	10.0	8.0
WHTT-FM (Gold)	7.9	7.6
WJVE (B/EZ)	10.4	7.2
WECK (BBnd)	5.2	5.6
WKSE (CHR)	6.0	5.6
WBLK (UC)	6.8	5.4
WMJO* (CHR)	4.2	5.3
WGR (AC)	4.3	5.2
WPHD-AM & FM (CHR)	6.0	5.1
WRLT (AC)	4.1	4.6
WWKB (Gold)	4.2	3.6
WBYY (AOR)	2.6	2.6
CFNY (AOR)	.6	1.3
WDCX (Rel)	1.5	1.3
WLVL (Gold)	.7	1.1

*Formerly **WBEN-FM**

Washington

WKYS, which held on to the top slot, gave one winner a Porsche 911 along with \$2000 cash and a Kenyan safari. As in the Birches, the surprise was **Brute Bailey's** **WDJY**. At night, **WHUR's** "Quiet Storm" and **WKYS's** "Melvin's Melodies" have 11 and 10 shares respectively, but **WDJY** is up to a 7 as the only **UC** rocking at night. Even with **WBWM** in **AOR**, **WWDC-FM** had its best book in a while; much of that came from the **Greese** man surging to almost an 8 in mornings for second place after **WML's** **Harden & Weaver**.

	Winter '87	Spring '87
WKYS (UC)	7.4	7.2
WGAY (B/EZ)	7.6	6.8
WML (AC)	6.0	6.0
WWDC-FM (AOR)	4.7	5.9
WMZO-FM (Ctry)	6.8	5.6
WAVA (CHR)	5.3	5.5
WHUR (UC)	5.9	5.3
WDJY (UC)	4.5	5.1
WROX (CHR)	3.8	4.6
WTOP (News)	4.5	4.1
WCXR (Gold)	3.3	3.7
WLTT (AC)	3.2	3.2
WASH (AC)	3.0	3.1
WGMS-AM & FM (Clas)	3.6	2.5
WBWM (AOR)	3.4	2.4
WWRG (BBnd)	2.4	2.3
WXTR (Gold)	1.8	2.3
WPGC-AM & FM* (UC)	1.5	2.1
WHFS (AOR)	8	1.9
WYCB (Rel)	1.5	1.7
WMMJ (Rel)	1.4	1.4
WOL (UC)	1.3	1.0

*Formerly **WPGC & WCLY** (AC)

Cincinnati

The Reds helped **WLW** back to the top for the first time since last summer. At night, the **AM** has more than a 29 share; controlled for 18-49 men, that becomes more than 36% of the market. In mornings, **WLW** is second with just over a ten, a tenth behind **WEBN** and **WKRC**. **WBVE** had its best Country book, edging closer to format leader **WUBE**. **WIZF** seems to be doing in each Arbitron about what it did in the previous Birch; it became the clear second of three Urbans even as format leader **WBZL** stabilized. New **Gold** **WNNK** added a share to nudge **WDJO** from the formal lead.

	Winter '87	Spring '87
WLW (AC)	7.2	13.9
WEBN (AOR)	12.6	10.3
WKRC (Ctry)	10.0	9.6
WWEZ (B/EZ)	10.5	9.6
WKRC (AC)	8.8	6.3
WUBE (CHR)	6.2	5.9
WBLZ (UC)	4.7	4.6
WBVE (Ctry)	3.8	4.4
WCKY (N/T)	4.5	4.2
WRRM (AC)	5.0	4.0
WNNK-FM (AC)	3.1	3.3
WLTT (AC)	3.4	2.7
WIZF (UC)	1.8	2.5
WJOJ (AC)	1.3	1.7
WNNK (Gold)	.4	1.4
WHIO-FM (B/EZ)	8	1.3
WCIN (UC)	1.7	1.2
WDJO (Gold)	1.2	1.1
WTUE (AOR)	.5	1.0

Dallas-Ft. Worth

Even when **KKDA-FM** loses ground across the board, as it did this time, it still has enough room to take #1 in the market. In mornings, **KVIL's** **Ron Chapman** was first, followed by **N/T** **KRLD** a tenth of a share behind. **KEGL**, traditionally in the fives, added a share this time; in **PM** drive, **Kidd Kraddick** gained 1½ shares. With **KTKS** mellowed and **KHYI** down, the **Eagle** was easily the top **CHR**. **KSCS** look a share off **KPLX** but the latter station was still solidly #1 Country.

	Winter '87	Spring '87
KKDA-FM (UC)	9.6	8.7
KPLX (Ctry)	8.4	7.4
KVIL-AM & FM (AC)	7.3	7.5
WBAP (Ctry)	5.2	6.6
KEGL (CHR)	5.3	6.3
KRLD (News)	5.5	5.6
KMEZ-AM & FM (B/EZ)	6.3	4.9
KTXQ (AOR)	4.3	4.6
KSCS (Ctry)	3.2	4.5
KLUV (Gold)	3.3	4.0
KHYI (CHR)	4.2	3.9
KMGC (AC)	3.9	3.6
KOZY (AC)	3.6	3.6
KZPS (Gold)	2.0	2.7
KZEW (AOR)	2.2	2.5
KHVN (Rel)	3.0	2.0
KTKS (AC)	3.1	2.0
KLIF (N/T)	1.5	1.9
WRR (Clas)	.9	1.6
KKDA (Gold)	1.7	1.5
KDLZ (UC)	2.0	1.4
KESS (N/T)	1.7	1.4
KOJO (Span)	1.9	1.4
KLDD (Gold)	.6	1.0

Cleveland

Leader **WMMs** almost made it back to its usual place in the 13s. The surprise here was **WMJI**, which trailed **AC** rival **WLTF** just two books ago. With the help of a prize catalog promotion, **WMJI** has added nearly four shares since the fall to take second place; in mornings, **Lanagan & Webster** are up 3½ shares this time alone to take second place behind the **Buzzard Morning Zoo** (which added two shares itself to pass an 18).

	Winter '87	Spring '87
WMMs (CHR)	12.1	12.9
WMJI (AC)	7.7	9.4
WQAL (B/EZ)	8.2	8.5
WZAK (UC)	8.1	7.5
WWWE (N/T)	5.1	6.9
WGAR-AM & FM (Ctry)	5.3	6.7
WLTF (AC)	6.3	5.4
WDOK (B/EZ)	6.3	5.2
WNCX (Gold)	3.2	4.1
WBGG (BBnd)	3.8	3.7
WERE (N/T)	3.2	3.2
WRQC (CHR)	3.5	3.1
WCLV (Clas)	1.7	1.6
WJMO (UC)	2.0	1.6
WONE-FM (AOR)	1.5	1.5
WPHR* (CHR)	—	1.5
WKDD (CHR)	1.0	1.4
WABQ (Rel)	2.5	1.3
WHK (Gold)	1.3	1.2
WRMR (B/EZ)	1.6	1.2
WCZR (AOR)	1.6	1.1

*Formerly **WDMT** (UC)

Miami-Ft. Lauderdale-Hollywood

WLYF lost four-tenths but kept its usual hold on #1; in mornings, the station added more than a share to take that daypart. **WINZ**, which until a year ago was usually in the three-share range, paced a good **News/Talk** book. It also led nights with a 7.5. **WPOW** added nearly a share to lead the contemporaries. **WHYI** still led those stations in mornings; **WPOW's** best **DP** is nights, when it passes a seven. **WGTR** passed **WSHE** to take the **AOR** lead, although there weren't many 12+ shares left for anybody.

	Winter '87	Spring '87
WLYF (B/EZ)	9.0	8.6
WINZ (N/T)	5.0	6.3
WPOW (CHR)	4.5	5.4
WQBA (Span)	5.6	5.1
WCMO-FM (Span)	4.6	4.8
WHYI (CHR)	4.9	4.5
WJOY (AC)	3.5	4.4
WEDR (UC)	5.0	4.1
WNWS (Talk)	3.5	3.9
WLVE (AC)	2.4	3.7
WIOD (N/T)	3.1	3.6
WAXY (AC)	3.0	3.5
WHOT (CHR)	3.4	3.3
WTMI (Clas)	3.5	3.3
WAQI (Span)	4.6	3.2
WKQS (Ctry)	4.2	2.8
WGTR (AOR)	2.2	2.6
WQBA-FM (Span)	1.9	2.3
WSHE (AOR)	2.7	2.2
WKAT (BBnd)	1.9	1.7
WMMJ (Gold)	2.5	1.7
WFTL (AC)	1.6	1.6
WCMQ (Span)	1.4	1.2
WZTA (AOR)	1.6	1.2
WRHC (Span)	1.7	1.1
WSUA (Span)	1.3	1.1
WMBM (UC)	.7	1.0

Rochester

Market leader **WCMF** was no lower than a 14 in any daypart; in afternoons, it had nearly a 16. The **AOR** gave away a boat during the spring, and also ran a bank vault promotion in which one winner scooped up over \$10,000. **WCMF** benefited somewhat from **WMJQ's** switch to **Country** **WBEE**; **WPXY**, now the sole **CHR**, added three shares. As for **WBEE**, it did better than **WMJQ** at its recent peak or **WKLX's** 6.0 high when it was **Country**. **WDXK** rebounded strongly; it's a point-and-a-half ahead of its spring '86 showing.

	Winter '87	Spring '87
WCMF (AOR)	12.2	14.8
WPXY-AM & FM (CHR)	10.7	13.3
WVOR (AC)	11.4	10.2
WEZO (AC)	8.6	7.7
WHAM (AC)	8.4	7.7
WBEE-FM* (Ctry)	5.5	7.4
WZSH (B/EZ)	9.1	7.0
WDXK (UC)	3.3	5.6
WKXL (Gold)	6.0	4.7
WNRY (Ctry)	6.2	2.2
WBFB (Gold)	1.8	1.4
WWWG (Rel)	—	1.0

*Formerly **WMJQ** (CHR)

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RATINGS

Spring '87 Arbitron 12+

Seattle-Tacoma

In the last six months, contemporary music shares here have begun to look as fragmented as those in Los Angeles or San Francisco. The top contemporary here was in fourth place, four shares below leader KIRO, which had the Manners and a mid-16 share at night. KOMO and KBRD both had their best showings since Winter '86. Six of the first seven contemporaries declined and while KXRX had the street buzz last time, this spring it was AOR Gold KZOK that was closest to KISW. CCR KCMS passed a two share for the first time since 1985.

	Winter '87	Spring '87
KIRO (N/T)	9.1	9.5
KOMO (AC)	7.2	7.4
KBRD (B/EZ)	5.5	6.1
KISW (AOR)	6.2	5.4
KUBE (CHR)	5.5	5.2
KMPS-AM & FM (Ctry)	5.5	5.0
KZOK (Gold)	3.5	4.5
KPLZ (CHR)	5.2	4.1
KXRX (AOR)	4.3	3.8
KSEA (B/EZ)	3.8	3.6
KLSY-AM & FM (AC)	3.6	3.1
KING-FM (Clas)	3.4	3.0
KJR (AC)	2.4	2.9
KNBQ (CHR)	2.2	2.9
KIXI (BBnd)	3.0	2.8
KMGI (AC)	3.7	2.8
KRPM-FM (Ctry)	3.2	2.8
KEZX-AM & FM (AOR)	2.5	2.5
KVI (Gold)	2.0	2.5
KCMS (CCR)	1.7	2.1
KLTX (AC)	1.9	2.0
KING (N/T)	2.0	1.9
KHIT (CHR)	1.8	1.7
KJET (AOR)	.3	1.4
KKFX (UC)	.9	1.0

Denver-Boulder

There's never been an FM with a CHR monopoly before here, and the results were readily apparent at KRXY, which posted the highest shares in the format since KPKE in early '84. Some of Y108's increase must have come in adults since its teens were down slightly — from a 40 share to a 39. KMJI returned to the sevens and added eight-tenths of a share to take mornings. Competitor KOAQ added more than a share, even before toughening its music. KPKE's departure was also apparently a good news for AORs KBPI and KAZY. KBRQ finally cracked a 2 share again before heading for Oldies.

	Winter '87	Spring '87
KOSI (B/EZ)	8.8	8.4
KBEO-AM & FM (AOR)	8.3	7.7
KRXY (CHR)	5.7	7.6
KMJI (AC)	6.4	7.0
KBPI (AOR)	5.3	6.1
KAZY (AOR)	5.4	5.6
KYGO (Ctry)	5.4	5.6
KOA (Talk)	6.5	5.4
KOAO (AC)	3.5	4.8
KHOW (AC)	3.3	3.8
KEZW (BBnd)	4.0	3.5
KVOD (Clas)	3.5	3.4
KMUS (N/T)	3.2	3.1
KSY* (AC)	4.4	2.7
KBRQ-AM & FM (Ctry)	1.6	2.2
KHIH (Gold)	4.3	2.1
KIMN (AC)	1.8	2.1
KLZ (Ctry)	2.0	1.9
KRZN (Gold)	1.3	1.7
KTCL (AOR)	.7	1.3
KDEN (News)	1.1	1.2
KADJ (Jazz)	.9	1.1
KDKO (UC)	1.6	1.1
KQKS (AC)	.4	1.0

*Formerly KPKE (CHR)

St. Louis

KMOX zoomed to a 23 this time, six-tenths ahead of its spring '86 showing. In mornings and nights, it had nearly a 30. Second place KSHE rebounded. Under Mike Stradford, KMJM had its best showing since 1984, even with a morning man change at the end. KWK was moving again after returning to CHR but KHTR still led the format by nearly three shares. KSD-FM slipped in its transition book but reclaimed the AC FM lead from KYKY. Gospel/R&B Gold KATZ beat its UC FM.

	Winter '87	Spring '87
KMOX (AC)	17.7	23.0
KSHE (AOR)	10.5	11.5
KMJM (UC)	6.7	7.2
KEZK (B/EZ)	8.8	6.8
KHTR (CHR)	7.3	6.8
KSD (AC)	4.6	4.1
KWK (CHR)	2.9	4.0
WIL-FM (Ctry)	5.0	3.4
KYKY (AC)	5.4	3.3
KUSA (Ctry)	3.2	2.7
WMRY (AOR)	2.0	2.5
WRTH (BBnd)	2.5	2.2
WKKK (Ctry)	2.5	1.9
KATZ (Gold)	1.3	1.7
KLTH (AC)	2.4	1.7
KRJY* (AC)	1.3	1.6
WESL (Rel)	1.4	1.6
KATZ-FM (UC)	1.8	1.4
KFLD (Rel)	.9	1.1
KGLO (Gold)	1.7	1.0
WEW (BBnd)	.9	1.0
WIL (Ctry)	.5	1.0

*Formerly KADI (AC)

Correction: In last week's Riverside-San Bernardino ratings KQLH AC 2.4-3.1 was omitted. Also the Chicago summary should have read 'WJMK' tied AOR Gold WCKG.

Minneapolis-St. Paul

As with last spring, WCCO was off slightly, even with the Twins, but it hardly mattered; at night, WCCO picked up nearly ten shares for a 19. After that, most of the talk was about KJJO, a hard AOR which did well in the Birches and ARBs. In 18-34 adults, KJJO had nearly a ten; as you might expect, its numbers increased progressively with each DP. WLWL, which used a prize catalog in the spring, hit double digits for the first time since Spring '84, before KDWB came into its own as a CHR. KTCZ came within a tenth of its best-ever 12+ number.

	Winter '87	Spring '87
WCCO (AC)	17.6	16.3
WLWL (CHR)	8.2	10.0
KSTP-FM (AC)	9.5	8.5
KQRS-AM & FM (AOR)	9.6	8.0
KDWB-FM (CHR)	7.0	6.8
WAYL (B/EZ)	5.8	6.5
KJJO-FM (AOR)	2.7	5.9
KEEY (Ctry)	6.1	5.8
KTCZ (AOR)	3.2	4.4
WLTE (AC)	3.6	3.8
KSTP (Talk)	4.5	2.7
KDWB (Gold)	1.7	2.1
KMGK (AC)	3.3	2.1
WDGY (Ctry)	2.3	1.8
KLBB (BBnd)	1.3	1.4

Hartford-New Britain-Middletown

After WDRF-FM's sensational entry over the last six months, competitors seemed to take back little pieces of their territories this time, with most of the trafficking being in a few tenths either way. WTIC-FM was the only station to gain more than a point, in Lyndon Abell's last book. WTIC (AM) led mornings with its now-customary 30 share; the FM added three shares to pass the AM at night. WKSS added most of what it lost last time and reached a seven in PM drive, something it already did at night. WCCC kept the AOR lead but WHCN closed in again.

	Winter '87	Spring '87
WTIC (AC)	19.2	19.0
WTIC-FM (CHR)	13.0	14.1
WRCH (B/EZ)	9.0	9.3
WDRF-FM (Gold)	7.7	7.3
WKSS (CHR)	4.9	5.5
WCCC-AM & FM (AOR)	5.2	5.0
WIOF (AC)	4.4	4.7
WHCN (AOR)	4.0	4.6
WPOP (N/T)	3.8	3.4
WRCO (BBnd)	4.3	3.2
WDRF (Gold)	2.2	2.0
WKND (UC)	1.1	1.7
WAQY (AOR)	1.6	1.3
WKCI (CHR)	.7	1.1
WPLR (AOR)	1.5	1.1
WPY (AC)	1.5	1.1

Pittsburgh

KDKA picked up a half share 12+. In mornings, where it actually slipped slightly, and at nights with the Pirates, the station passed the 20 share mark. WBZZ, which one admiring PD described as "God to 18-34 females," beat its previous house record of a 9.8 in Spring '85. B94 did, in fact, have nearly an 18 in that demo; in 18-34 males, WQVE had more than a 21 share. WQVE was up 12+ even with Chuck Brinkman's AOR/Gold WMYG picking up steam. WDSY is close to the combined share Country showed before WEEP departed.

	Winter '87	Spring '87
KDKA (AC)	14.1	14.6
WBZZ (CHR)	9.6	9.9
WSHH (B/EZ)	9.0	8.2
WQVE (AOR)	7.7	8.0
WAMO-FM (UC)	5.2	5.8
WDSY (Ctry)	4.2	4.4
WWSW (AC)	4.0	4.4
WLTJ (AC)	4.9	4.3
WMYG (Gold)	2.8	3.9
WJAS (BBnd)	2.9	3.8
WHTX (AC)	4.6	3.5
WTAE (AC)	4.0	3.1
WTKN (Talk)	2.8	2.9
WYDD (CHR)	2.9	2.2
KQV (News)	2.2	2.0
WMB5 (AC)	1.5	1.4
WXXP (AOR)	1.2	1.2
WEEP (Gold)	.7	1.1

Portland

With KMJK gone from CHR to Gold, KKRZ rebounded from an abnormally low winter and led the market, posting its best numbers since winter '86 in the process. KMJK's change also helped Jim Ryan's KXYQ to its best showing ever. The two CHRs controlled nearly two thirds of the market's teens between them. KMJK, meanwhile, was nearly flat in its transition book; adults improved but teens were still its best showing in the major demos. KEX grew nicely throughout the day and led in mornings.

	Winter '87	Spring '87
KKRZ (CHR)	5.2	9.0
KXL-FM (B/EZ)	8.5	7.6
KEX (AC)	6.1	6.7
KGON (AOR)	8.0	6.5
KKCW (AC)	5.0	6.5
KUPL-FM ()	5.7	6.5
KXL (N/T)	6.0	6.4
KINK (AOR)	7.8	6.1
KXYQ (CHR)	3.2	4.6
KYTE (BBnd)	3.7	4.3
KGW (AC)	5.1	4.1
KMJK (Gold)	4.3	4.1
KWJJ-FM (Ctry)	4.1	3.4
KKSN & KKLI (AC)	3.8	3.1
KYTE-FM (Clas)	2.6	3.0
KSGO (Gold)	1.6	2.7
KWJJ (Ctry)	2.3	1.9
KPDO-FM (Rel)	2.3	1.4
KKEY (Rel)	.4	1.2
KPDO (Talk)	.5	1.0

Format Legend

AA-Adult Alternative, AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, 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.



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WEEKLY

August 7 - August 13

American Dance Traxx (WO/M) Alexander O'Neil/Stacey Q/Gloria Estefan	Line One (WO/M) Georgia Satellites	Special Edition (WO/M) Lilo Thomas
American Top 40 (ABC) Dionne Warwick/Nyons/Bob Seger	Live From Gilley's (WO/M) Don Williams	Spirit Of Summer (CBS) Dionne Warwick/OMD/Gladys Knight
Lee Arnold On A Country Road (WO/M) Levon Helm	Meta!shou (MJJ) Dio	Star Beat (MJJ) System
Dick Clark's Rock, Roll & Remember (USP) Rascals	Miller Sound Express (WO/M) Luther Vandross Pt. 2	Street Beat (MCA) DeBarge/Force MD's/Georgio
Classic Cuts (MJJ) Levon Helm	Motor City Beat (USP) Ray Parker, Jr.	Sunday Country (CI) Johnny Lee
The Countdown (WO/M) Babyface/Fat Boys	Musical! (WO/M) Famous songwriting teams	Super Gold (TRAN) #1 Hits of the '50s & '60s
Countdown America With Dick Clark (US) Tito	Music! Starstreams (FF) Phil Thornton	Superstars Rock Concert (WO/M) 11th Annual Prince's Trust Concert
Countdown USA (CUSA) ABC	National Music Survey (WO/M) Kool & The Gang	That's Love (SPN) Melissa Manchester/Richard Simmons/Mark Harmon/Johnny Thelsson
Country Calendar Weekly Special (CW) Sweethearts Of The Rodeo/Tanya Tucker/Charley Pride/Dan Seals/Tommy West/George Strait	Off The Record Special (WO/M) Tom Petty	Top 30 USA (CBS) Gloria Estefan
Country Closeup (PM) Crystal Gayle/Ronnie Milsap/Larry Gatlin/Alabama	On The Move (CBS) Levert	Weekly Country Music Countdown (USP) Hank Williams Jr.
Country Report Countdown (WRN) Oak Ridge Boys	On The Radio (OR) Jets	
Country Today (MJJ) Lee Greenwood	Party America (ABC) Mark Harmon/T.Pau/Jonathan Butler/ABC/John Ritter/Phil Mickel Thomas/Jaclyn Smith	
Cruisin' America With Cousin Bruce (CBS) Ben E. King/Joe Cocker/Rickie Valens	Plain Rap Countdown (PRN) A.C. AJ Jarreau/Dionne Warwick/Suzanne Vega/Nyons/Fleetwood Mac	
Rick Dees' Weekly Top 40 (DIR) ABC	Pop Concerts/Star Trak Profiles (WO/M) Cary Simon	
Dr. Demento (WO/M) 45 rpm "b" sides	Powercuts (GSN/ABC) John Cougar Melencamp/Fleetwood Mac	
Encore With Jim Lange (WO/M) 1945 Perry Como	Reelin' In The Years (GSN/ABC) Beach Boys/Rolling Stones	
Fusion 40 (TP) Cabo Frio/Hiroshima/Grover Washington Jr./Earl Knight/Mark	Rock & Roll Never Forgets (WO/M) Dookie Brothers/Stealers Wheel/Jimmy Buffet/Boyz Scaggs	
Future Hits (WO/M) John Cougar Melencamp/Lisa Lisa & Cui Jam	Rock Chronicles (WO/M) Los Lobos/Richard Marx/Bob Seger/Little America	
Great Sounds (USP) Brenda Lee	Rock Of The World (MCA) Fabulous Thunderbirds/Graffiti Dead/Charlie Daniels X	
Highlights (BP) B.B. King	Rock Over London (RI) Broken English	
Hot Rocks (USP) Boy George	Rock Today (MJJ) Tom Petty	
In Concert (WO/M) Georgia Satellites/Frozen Ghost	Rock Watch (USP) INXS	
Jazz Show (NBC) Janis Segal	Rockline (GSN/ABC) Starship	
John Lander's Hit Music USA (USP) Billy Idol/ABC	Scott Shannon's Rockin' America Countdown (WO/M) Los Lobos/Debbie Gibson/Whitney Houston	
Legends Of Rock (NBC) Cream/Jefferson Airplane	Sittin' In (WRN) Sawyer Brown	
Let The Good Times Roll (GSN/ABC) Linda Ronstadt/Franke Valli	Solid Gold Saturday Night (US) Marvin Gaye	

DAILY

August 10 - August 14

British Wax Museum (RI) Jethro Tull/Robi Trower/Dre Strats/Kinks/Eric Clapton	Country Calendar (CW) Beach Boys/Rolling Stones	Country Comments (WO/M) Wile Nelson/Nitty Gritty Dirt Band/Tom Wopat/Highway 101/Vince Gill/Pickie Van Shelton/Balle & The Boys
Country Datebook (US) Dolly Parton/John Conlee/Porter Wagoner/Wile Nelson/Johnny Cash/Reba McEntire	Off The Record (WO/M) Tom Petty/Patty Smyth/Crowded House	Off The Record (WO/M) Tom Petty/Patty Smyth/Crowded House
Off The Record (WO/M) Tom Petty/Patty Smyth/Crowded House	Psychedelic Panack (WO/M) Psyakto 1969/John Lennon/Three Dog Night/CCR/Santana	Rock & Roll Never Forgets (WO/M) Stevie Nicks/Turtles/Moody Blues
Rock & Roll Never Forgets (WO/M) Stevie Nicks/Turtles/Moody Blues	Shootin' The Breeze (WO/M) AJ Jarreau/Tawatha/Vanessa Thomas	Solid Gold Country (US) John Conlee/1979/One word titles/Elvis year-by-year
Solid Gold Country (US) John Conlee/1979/One word titles/Elvis year-by-year	Solid Gold Scrapbook (US) Heart Of Gold/1965 David Gates/Bread/She's a lady	Star Trak (WO/M) Huey Lewis/Danny Wilson/AJ Jarreau

NETWORKS/PROGRAM SUPPLIERS

ABC — ABC Radio (212) 887-7777
 AM — American Media (404) 873-3100
 AP — Associated Press (202) 955-7200
 ASR — All Star Radio (213) 950-1169
 ATGN — At The Game Network (516) 491-8585
 BBS — Bailey Broadcasting Services (213) 969-0011
 BP — Bullet Productions (818) 760-3800
 CBS — CBS Radio (212) 975-4321
 CCA — Christian Countdown America (312) 820-1369
 CI — Call Inc. (509) 534-7090
 CN — Conley Radio (818) 293-1818
 CUSA — Clayton County (415) 383-7302
 CW — Countdown Webster (314) 725-5070
 DCA — DC Audio (202) 838-4222
 DD — Dorsey & Donnelly (214) 831-7934
 DIR — DIR Broadcasting (212) 371-6850

NEWS & INFORMATION FEATURES

August 3 - August 9

GENERAL INFORMATION

American Focus (FY) Aly Sheedy	Auto Report (ME) Roby English/Alfa Romeo Milano/4-Wheel drives/Corvette/Model A/Speed limits
The Blimp (PM) Surfing craze/Tanning parlors/Pop culture focus/ATM robberies	Car Show Coast-To-Coast (SCGI) Chrysler LeBaron/Enc. & Carolyn Dahlquist
Computer Program (PM) Computers & handicapped/Repairs/Hybrid games/Computers in government	Earth News (WO/M) John Glen & Maryam D'Abco/ Corey Ham/My Sheedy/Annette Funicello/Franks Avalon/Dick Dale
Health Care (PIA) Saving Skin: Burn Patients	Like Only Yesterday (WO/M) Pope Paul VI dies/Arthur Bremer convicted of shooting George Wallace/Controller's strike
A Moment In Time (NBC) Air controllers strike/Anne Frank discovered/Marilyn Monroe found dead/Hiroshima bombed/Gulf of Tonkin resolution passed	NBC Extra (NBC) Who are they: Lebanese terrorists

Public Affairs (PIA) Bureaucracy: Part 2	Reviewing Stand (PIA) "Welfare Reform": John McKnight/Listeners' Sphere; Michael Cronin
Sound Advice (PM) Power ratings/Harmonic distortion/Hiss & hum/High frequencies	Travel Holiday Magazine (CW) Memphis
Wireless Flash (CRN) Maryam d'Abco/Jeff Wincott/Dr. Sonya Friedman/Night Ranger/Adrian Belton/Bears	Working Out (JBI) Yoga/Upper-body aerobics/Triathlon training/Training diaries/Hydrocortics

SPORTS

Baseball Game Of The Week (CBS) Yankees at Detroit Tigers/A's at Minnesota Twins (8/8)	Costas Coast To Coast (CW) Jim Bouton/Chris Berman
Radio Baseball Cards (GCS) Johnny Ray/Doug DeCinces/Carney Lanford/Pee Wee Reese/K. Puckett/Dave Parker/Hank Aaron	Sporting News Report (CW) Ralph Branca/Andrea Kirby/Joe Torre/Dave Phillips/Bert Conner/Wille Banks/Brooks Robinson/Bill James
Sports Explosion (PIA) Roy Engelbrecht/Bob Miller/Greg Lucas/Woody Stephens/Pete Incaviglia	Sports Flashback (CW) '84 NL & ALCS/71 Series/Stan Musial's first and final hit/87 All-star game/First grand slam in Canada/Ricky Marciano's last bout

COMEDY

All My Children Update (PRN) Phoebe-phiebs phoeb-phumbe, I smell the blood of an English Gumbly/Trouble with Tom, Brook & Hary/Justin crosses the his broken heart/Louise crosses at the light	Amatellin U (DD) Learn to be a landscaper in 6 months/Shuppy Ferguson swallows football/Cheerleaders learn to spell/Division 12 football at AU/10-man marching band
Bobby Jo Amberg's Bar 'N Grill (DD) Pam McSpam dental floss/Ms. Tonight at Bobby Jo's/Fleehance at Bobby Jo's/Rev. Leroy's wedding/A weekend pass and the rashes it leaves	Comedy Hour (MJJ) Live guest: Dennis Miller/Lily Tomlin/Monty Python/Rich Hall/Saturday Night Live
Comedy Show With Dick Cavett (CW) George Carlin/Jonathan Winters/Bob & Ray/Don Adams/Gallagher/Woody Allen/Billy Crystal	Comedy Spot (CW) Tom Lehrer/Henry Youngman/Flo Youngman/David Brenner/Ed Cozby
Daily Dead (DCA) Democrats so far/What a country!/Starship take 8/Pee Wee at hearings/Pondexter: forgot he forgot	Fun Factory (PM) Olie's Greatest Hits/Game show fever/Joe Friday the 13th/Hack 'n' Sack
Hiney Wine (DD) Hiney in a pinch/Country hiney stock/Dirt around the hiney/Flavor your hiney/Scratch 'n' sniff your hiney	Jackie The Joke Man (OHR) Love conpartment/Poison to poison/Keeping stationery/Hot dog wagon/Beertender, martini, and heartburn
Laugh Machine (PM) Woody Allen/Rich Little/Santord & Son/Soupy Sales/Erns Phillips	Mel Blanc's Barkley Gables (ASR) Interrupted/Pick up your Kinky/Robin
National Comedy Wireless (DD) Italian sausage at Wormgear/Mat WhAM: Brothers Coffee/Jazz Busters II/Rodney back from Mexico/Johnny's fourth marriage	Northampton's True Facts (PRN) RFD/Damned bus/Speed demons/Bad sports/Cruel hoax
Red Neckerson (SYN) Sean & Madsona	Radio Hotline (ASR) Jim Bob is back/Wicked witch/Hepl/Radio levitation/I'll do anything
Stevens & Grdnic's Comedy Drop-Ins (ASR) Rhythmic pianemaker/In search of: Big Fat Donna/M. Dr./Ole of Ole/Funny Bear	Stevens & Grdnic's Daily Comedy Exclusive (ASR) Just say "I Don't Know" news/Just say "I Don't Know" campaign/Air guitar lessons/Illegal camp fires/The young & the sack

DRAMA/NOSTALGIA

Campbell's Playhouse (PIA) The Bad Man	Golden Age Of Radio (PRN) Calvacade Of America/Date With Destiny/Screen Director's Playhouse/Crime & Peter Chambers/Ricky Fortune
Same Time... Same Station (RRC) V.I. Day/Gabriel Heatter/Morton Downey/Cab Calloway/Ben Grauer	Premiere Radio Network (213) 487-2346 REMN — REMN Communications (212) 302-9120 RI — Radio International (212) 302-1670 RL — Radio Links (213) 454-0488 RR — Real Radio Company (818) 795-4900 SCGI — Starstream Communications (713) 781-0781 SI — Syndicate II (818) 841-9350 SN — Satellite Music Network (800) 527-4892 SPN — Special Programming Network (213) 478-2166 SYN — Syndicom (415) 366-1781 TP — TeleGroups (213) 854-4475 TRN — Transtar (213) 460-8383 US — United Stations (212) 575-6100 WRN — Westwood Radio Network (800) 548-7474 WOIM — Westwood One/Mutual (213) 204-5000



MEETING ONE ON ONE — Sparrow artist Steve Camp (l) visited the Los Angeles-based "Pat Boone Radio Show" to discuss his top-charting Christian LP "One On One."

PROGRAM SUPPLIERS

NATIONAL MUSIC FORMATS

Alternative Programming Inc.
Raiph Riley (214) 521-4484 / (800) 231-2818
Radio Alternative

IN PURSUIT "Thin Line"
WHITNEY HOUSTON "Didn't..."
SMOKEY ROBINSON "One..."
LAURA BRANIGAN "Shattered..."

Country Alternative

DWIGHT YOAKAM "Little Ways"
JOHN CONLEE "Mama's..."
CHARLEY PRIDE "If You Still..."
JUICE NEWTON "First Time..."
CRYSTAL GAYLE "Nobody..."

Bonneville Broadcasting
Kevin McCarthy (800) 631-1600
Easy Listening

CHET ATKINS "Sails"
GRANT GEISSMAN "The Way..."
BENSON & KLUGH "Romeo &..."
BISOLA & YOUNG "Lucy In..."

Broadcast Programming
Jeff KingJay Albright (800) 426-9082
Adult Contemporary

HUEY LEWIS "Doing It All..."
HERB ALPERT "Making Love..."
WHITNEY HOUSTON "Didn't..."

Modern Country

DWIGHT YOAKAM "Little Ways"
FARGO & ROYAL "Members..."
CRYSTAL GAYLE "Nobody..."

Century 21

Greg Stephens (214) 934-2121
The Z Format

EUROPE "Carrie"
GO WEST "Don't Look Down"
CURE "Why Can't I Be You"
COCK ROBIN "Just Around..."
HERB ALPERT "Making Love..."

The AC Format

LOS LOBOS "La Bamba"
JAMES INGRAM "Better Way"

Super-Country

TAMMY WYNETTE "Your Love"
GATLIN BROS "Changin' Partners"
MOE BANDY "You Haven't..."

Concept Productions

Elvin Ichiyama (916) 782-7754
CHR

GO WEST "Don't Look Down"
HEART "Who Will You Run To"
38 SPECIAL "Back To Paradise"
MICHAEL JACKSON "I Just..."

Country

SKB "No Easy Horses"
TAMMY WYNETTE "Your Love"
EDDY RAVEN "Shine, Shine..."
MOE BANDY "You Haven't..."

CONCEPT PRODUCTIONS

AC

IN PURSUIT "Thin Line"
JAMES INGRAM "Better Way"
PAUL SIMON "Diamonds On..."
MICHAEL JACKSON "I Just..."

Drake-Chenault

Phil Barry (800) 247-3303
XT-40

EUROPE "Carrie"
THE OTHER ONES "Holiday"
NATALIE COLE "Jump Start"
MICHAEL JACKSON "I Just..."

Contempo 300

JAMES INGRAM "Better Way"
DAN FOGELBERG "Lonely In..."
HUEY LEWIS "Doing It All..."
MICHAEL JACKSON "I Just..."

Great American Country

TANYA TUCKER "Love Me Like"
DESERT ROSE BAND "Love..."
ROSANNE CASH "The Way We..."
E. THOMAS CONLEY "Right..."

Supersoul

DEELE "Can U Dance"
LAKESIDE "Bullseye"
LISA LISA "Lost In Emotion"
MICHAEL JACKSON "I Just..."
GIVENS FAMILY "I'm Still..."
MADAME X "Just That Type Of..."

Media General

Broadcast Services
Bob Duman (901) 320-4433
Action

AMAZULU "Montego Bay"

JAMES INGRAM "Better Way"
BREAKFAST CLUB "Kiss & Tell"
RESTLESS HEART "Why Does..."
MICHAEL JACKSON "I Just..."

Your Country

CRYSTAL GAYLE "Nobody..."
JUICE NEWTON "First Time..."
TANYA TUCKER "Love Me..."
E. THOMAS CONLEY "Right..."

Hit Rock

JELLYBEAN "Who Found Who"
DANNY WILSON "Mary's Prayer"
WHITESNAKE "Here I Go Again"
WHITNEY HOUSTON "Didn't..."
MICHAEL JACKSON "I Just..."

Peters Productions, Inc.

George Junak (800) 255-8511
Country Lovin'

JOE KENYON "Hymne"
DWIGHT YOAKAM "Little Ways"
FOSTER & LLOYD "Crazy Over..."
BAILLIE & THE BOYS "He's..."

The Ultimate AC

SUZANNE VEGA "Luka"
JONATHAN BUTLER "Lies"
BREAKFAST CLUB "Kiss And Tell"
WHITNEY HOUSTON "Didn't..."

The Programming

Consultants
Lindsay Schnyder (800) 843-7807
Stereo Rock

EUROPE "Carrie"
THE OTHER ONES "Holiday"
NATALIE COLE "Jump Start"
MICHAEL JACKSON "I Just..."

AC

HUEY LEWIS "Doing It All..."
WHITNEY HOUSTON "Didn't..."
MICHAEL JACKSON "I Just..."

Country

JUICE NEWTON "First Time..."
ROSANNE CASH "The Way We..."
JOHN SCHNEIDER "When The..."
JOHN CONLEE "Mama's..."

Hot AC

KENNY G "Don't Make Me Wait..."
MICHAEL JACKSON "I Just..."

Radio Arts

John Benedict (818) 841-0225
Country's Best

DESERT ROSE BAND "Love..."
E. THOMAS CONLEY "Right..."

Soft Contemporary

HUEY LEWIS "Doing It All..."
WHITNEY HOUSTON "Didn't..."
MICHAEL JACKSON "I Just..."

Sound 10

LOS LOBOS "La Bamba"
JAMES INGRAM "Better Way"
WHITNEY HOUSTON "Didn't..."
MICHAEL JACKSON "I Just..."

American Rock

JELLYBEAN "Who Found Who"
WHITESNAKE "Here I Go Again"
BANANARAMA "I Heard A..."
WHITNEY HOUSTON "Didn't..."
MICHAEL JACKSON "I Just..."
OUTFIELD "Since You've Been..."

Satellite Music Network

Pat Clarke (214) 991-9200
The Starstation

WHITNEY HOUSTON "Didn't..."
HUEY LEWIS "Doing It All..."
MICHAEL JACKSON "I Just..."

Country Coast-To-Coast

DWIGHT YOAKAM "Little Ways"
ROSANNE CASH "The Way We..."
DESERT ROSE BAND "Love..."
JUDY RODMAN "I'll Be Your..."

Rock 'N' Hits

GREAT WHITE "Rock Me"
DEPECHE MODE "Strangelove"
MONDO ROCK "Boom Baby"
DANNY WILSON "Mary's Prayer"
JON ASTLEY "Jane's Getting..."
MICHAEL JACKSON "I Just..."

Z-Rock

GUNS AND ROSES "Apetite..."
FASTER PUSSYCAT "Faster..."

Transtar

Adult Contemporary
Mike Tanner (213) 460-0383

WARWICK & OSBORNE "Love..."
MICHAEL JACKSON "I Just..."

STARS CALL OUT

Classic Call To "Premiere"

Another live, listener participation program debuts Labor Day weekend when Premiere Radio rolls out "Classic Call."

Targeted to Classic and AOR stations, "Classic Call" will be hosted by KLSX/Los Angeles personality Billy Juggs. There's also a couple of twists. Although it will be live to stations with a satellite, the show will also be pressed on disc for later airing. Also, guest artists will call out to listeners who have submitted their names and numbers to be called. Premiere exec Steve Lehman says the program will air Tuesdays at 7pm (PST) on the IDB satellite.

Dolly Debuts

PDs seeking children's programming can listen to the pilot of "Dolly Dimple's Hit Parade" August 4 and 6 as it rolls off the satellite. For more info, call the Children's Audio Visual Company at (516) 781-7826.

Rolling Stone Pt. 3

Westwood One presents the third of four specials commemorating the 20th anniversary of Rolling Stone magazine. Hosted by WNEW-FM/New York air talent Scott Muni, the special focuses on the most influential LPs of the last two decades; (213) 204-5000.

Sports Shorts

At The Game Network announces it will have field reporters at virtually all of the upcoming NFL games this fall. Stations can sign with the net to have those correspondents call in with reports, actualities, and live interaction. Terms are barter. ATGN also provides other sports reporting services. Call Corey Taylor at (516) 491-8585.

The summerlong "Radio Baseball Cards" program is presenting a moving 11-part series chronicling the memories of legendary player Jackie Robinson. Featured guests include teammates Roy Campanella, Pee Wee Reese, Duke Snider, and Don Newcombe. The show is hosted by Don Drysdale and is also archived at the Baseball Hall Of Fame in Cooperstown; (415) 530-2636.



Billy Juggs

Elvis Remembered

August 16 marks the tenth anniversary of Elvis Presley's death, and several program suppliers are commemorating the event with special programs. Clayton Webster (314) 725-5070 airs a special version of its "Country Calendar Weekly Special" subtitled "Ten Years And Counting." United Stations (212) 575-6100 offers three hours of memories in "Elvis Presley: A Decade Of Memories." And Westwood One presents three hours of "Elvis Presley: Still The King."

Production, Music

Format News

Congrats to Radio Arts' Rick Lemmo for rush-releasing Michael Jackson's single "I Just Can't Stop Loving You" to client stations, thus making it part of their regular rotations just two days after its release — probably a record for a taped format syndicator.

Jim Long's FirstCom Broadcast Services is offering "Today's Country" jingle package originally produced for KPLX/Dallas. The twist here is that the package was produced in Hollywood, not Nashville; (214) 934-2222.

Image Generators is now in business to provide stations with vocal promo drops, IDs, liners, and promotion packages; (301) 890-8833.



CAN'T HOST AT 55 — MJ Broadcasting's "Rock Today" presented its first celebrity co-host in Sammy Hagar recently. Pictured (l-r) are "Rock Today" co-producer Mark Snider, MJ Affiliate Relations Manager Ramona Ridout, "Rock Today" co-host Dennis Elsas, and Hagar. Closely examining the palm of Sammy's hand is MJ Director/Programming Patti Galluzzi.

DAVID HALLDAY

"HE'S MY GIRL"

The First Single
From The Motion
Picture
Soundtrack Album
"HE'S MY GIRL"
Starring
David Hallyday

Already On:

Z95-D-40

WFLY
KWES
KSAQ
KTUX
KZIO
WZOK
KF95
KIYS
KZZU
OK100
KNAN
WBWB
KGOT
Y97
OK95



Distributed by CBS Records

DATEBOOK

SEAN ROSS

FCC Fails To Pinch Fanny

MONDAY, AUGUST 10

1974/After one studio LP and one live package with *Asylum*, **Bob Dylan** announces his return to **Columbia**.
1986/**Waylon Jennings** is profiled on "Lifestyles of the Rich and Famous" along with **Rosemary Clooney** and **Brooke Shields**'s trip to Kenya.
Born: **Ronnie Spector** 1947, **Patti Austin** 1950, **Lorraine Pearson (5 Star)** 1967, **Michael Bivens (New Edition)** 1968, **Bobby Hatfield (Righteous Bros.)** 1940

TUESDAY, AUGUST 11

1972/On the day that **Elvis** and **Priscilla Presley** file for divorce, "**Cheech & Chong Day**" is declared in San Antonio.
1976/Glad we're more progressive now, pt I: After a year, the FCC throws out a complaint against several DC area stations for playing **Fanny's** "Butter Boy" and **ABC** for showing "Goldfinger" without changing **Pussy Galore's** name.
1983/Glad pt II: The *London Telegraph* reports that Moscow discos are being shut down for the summer or turned into coffee houses. One local proposal, which even the press attacks, would demand Russian lyric sheets on foreign releases; another proposes local content rules.
1984/The **Neville Brothers** and **Jack Mack** are the entertainment at a private party for Olympic athletes. **Carl Lewis** and **Mary Decker** mix with **Pat Benatar**, **Eddie Van Halen**, **Belinda Carlisle**, and **Jane Wiedlin**. On the same day, **Run D.M.C.** plays a less auspicious first L.A. show that only runs 25 minutes.
1986/**Simple Minds'** final European shows are taped for their just-released live LP.
Born: **Charlie Sexton** 1968, **John Conlee** 1946, **Joe Jackson** 1954, **Jeff Hanna (Dirt Band)** 1947, **Eric Carmen** 1949

WEDNESDAY, AUGUST 12

1966/Before beginning the **Beatles'** final US tour in Chicago, **John Lennon** semi-apologizes for suggesting the **Beatles** were bigger than **Christ**.
1970/**Janis Joplin's** final concert at Harvard.
1984/The **Eurythmics'** manager complains about British **RCA** selling the rights to "Sweet Dreams" to **ABC**, which uses the song in promos for the short-lived series "Paper Dolls." He also says that **RCA** didn't charge enough.
1986/Open call is held in New York for "The New **Monkees**." Those who've already auditioned include **Jason Nesmith**, **Donovan Leitch Jr.**, and **Bobby Darin's** son **Dodd**.
Born: **Buck Owens** 1929, **Porter Wagoner** 1930, **Mark Knopfler (Dire Straits)** 1949, **August Darnell (Kid Creole)** 1951, **Jerry Speiser (Men At Work)** 1953



David Crosby, Madonna, Joe Jackson, Feargal Sharkey

THURSDAY, AUGUST 13

1971/Saxophonist **King Curtis** is stabbed to death outside his New York apartment at age 37.
1982/**Joe Tex**, whose last recordings were for **Polydor** in 1980, dies of a heart attack at 47.
1985/**Fee!** so broke up, I wanna go home: **Simon LeBon's** sloop, the "Drum," capsizes off the Cornish coast during a race. The Royal Navy rescues him after 20 minutes trapped in an air pocket underwater.
Born: **Dan Fogelberg** 1951, **Feargal Sharkey** 1958

FRIDAY, AUGUST 14

1968/The British Marine Offenses Bill becomes law and closes down all pirate stations except **Radio Caroline**.
1979/**Steve Dahl** guests on the "Tomorrow" show; **Tom Synder** inadvertently calls **Meat Loaf** "Meat Balls."
1985/**Michael Jackson** pays \$40 million for **ATV Music**, which owns 251 **Lennon/McCartney** compositions. **Jackson**, who outbids **Richard Branson**, **BMI**, **Lawrence Welk**, **Yoko Ono**, and **McCartney**, pays the deal with "out-of-pocket money" according to one associate.
Born: **David Crosby** 1941, **Larry Graham** 1946, **Eddie Wolfgramm (Jets)** 1967, **Connie Smith** 1941, **Dash Crofts** 1940

SATURDAY, AUGUST 15

1958/**Buddy** and **Merle Holly** are married.
1965/The **Beatles** at Shea Stadium.
1969/**Woodstock** opens.
1981/**Stevie Wonder** gives his gold LP for "Hotter Than July" to **Tami Ragoway**, whose boyfriend was killed in a **Big Boy** hold-up on the way back from **Wonder's** L.A. concert.
1984/**Buddy Holly** producer **Norman Petty** dies at age 57.
1985/Before it can set the Atlantic crossing record, **Richard Branson's** powerboat, the "Virgin Atlantic Challenger," capsizes 100 miles off the British coast. He breaks the record next year before turning his attention to balloons.
1986/**Rhino's** **Billy Vera & the Beaters** compilation is released following the first use of "At This Moment" on "Family Ties." Also, **A-Ha's** **Morton Harket** has emergency surgery for cysts in his throat; he sings again on schedule six hours later at the band's North American tour opener in Vancouver.
Born: **Matt Johnson (The The)** 1961

SUNDAY, AUGUST 16

1962/And those wine cooler commercials should rightfully be his, too: **Ringo Starr** replaces **Pete Best**.
1965/Nowadays the scalpers alone would make more: the **Beatles** collect the box office for their Shea show, a then-record \$165,000.
1976/**Cliff Richard** begins a tour of Russia.
1977/**Elvis Presley** dies.
1985/**Madonna** and **Sean Penn** married.
Born: **Madonna** 1958, **James Taylor (Kool & Gang)** 1953, **Sean Bonniwell (Music Machine)** 1940, **Edie Gorme** 1932

ADD A JOLT TO YOUR PLAYLIST



**"PLAY FAVORITES.
YOUR LISTENERS
WON'T HEAR IT
ANY OTHER WAY."**



THE SILENCERS

"PAINTED MOON" THE HIT SINGLE FROM
THEIR DEBUT ALBUM
"A LETTER FROM ST. PAUL"

CKOI	KITS 22-18	95XXX add	WVBS add	KSND
KRBE	WERZ 40-34	WFXX add	Y94 38-34	KZZU
WMMS deb 40	WCKN add	KQIZ add	KOZE 33-29	WJMX
KKRZ	KIHK add	KISR add	OK95 deb 40	KNAN
KATD	WIXX add	WZYP add	WNYZ	KKAZ
KUBE deb 35	KIKX add	WPFM add	KTUX	KZFN



JONATHAN BUTLER

"LIES" THE HIT SINGLE FROM
HIS SELF-TITLED ALBUM

WXKS 28-25	WKTI 7-5 (HOT)	KSAQ 36-28	WQID 16-12
WKSE 40-36	WLOL add	WKZL 20-16	Q104 15-9
WCAU 16	KKRZ 27-23	KLQ 33-17 (HOT)	WPFM 26-20
KRBE 32-26	KROY 20-16	WEAG 25-17	WBWB 22-17
B96 17	KUBE 19-16	KIYS 17-14	WLRW 22-17
92X 33-28	98PX 22-15	KSND 9-8	KKAZ 23-19
WCZY 34-26	WRCK 31-25	KYRK 13-11	OK95 19-16
KCPW add	WBBQ 18-13		

NOW ON OVER 130 CHR REPORTERS — 58%



ALISHA

"INTO MY SECRET" HER HIT SINGLE
FROM THE ALBUM
"NIGHTWALKIN"

KKBQ	K98 add	KBFM
KRBE 33	KITY add	KTUX
FM102 36-33	KXX106 40-36	KMGX
HOT103 32-27	WKQB 32	KNAN
	KAMZ	



AUTOGRAPH

"SHE NEVER LOOKED THAT GOOD FOR ME"
THE HIT SINGLE FROM THE ALBUM "LOUD AND CLEAR"

KEGL deb 33	KZZU add	KSAQ	WZYP
KRBE add	KNAN add	KXYQ	WBNQ
KTUX add	Y94 add 39	WZYQ	KOZE
WDLX add	WANS	WOMP	
WGRD add	WCKN	WKSF	





ATLANTIC STARR

The New Single
From The Hit
Album
All In The Name
Of Love
Produced And
Arranged By
David Lewis And
Wayne Lewis

“ONE LOVER AT A TIME”

- KXX106 add
- WKQB deb-35
- WNOK 36-33
- KAMZ add
- WKSI add
- Y107 26-20
- WXLK add
- KITY deb-31
- WDLX add
- KMGX 35-30
- KYNO add
- 95XXX add
- WJAD add
- KQCR add
- WLRW deb-33

URBAN CHART **13**

 Management: Earl S. Cole, Jr.
© 1987 Warner Bros. Records Inc.

CHR PICTURE PAGE



EUROPE CONQUERS AMERICA — During Europe's tour stop in Washington, Q107 arranged for two lucky listeners to meet the group. The station also gave one listener an all-expense paid trip for two to Europe. Backstage with the group are Q107 personalities Chris Jagger (far left) and Mad Max (third from left) and the Q107 winners (front).



KOOL TOUR KICKOFF — WJGA/Valdosta, GA celebrated with Kool & the Gang on the opening night of the group's world tour at Valdosta State College. On hand were (back, l-r) FM96 midday personality "Daring" Doug Hudson, band member Charles Smith, FM96 afternoon jock Rick Allen, the band's Robert Bell, and FM96 MD/evening jock Phil "The Kid" Stephens; (front, l-r) the band's J.T., former FM96 PD/morning personality Steve Sutton and his son.



HUEY'S THE GOOD NEWS — WKSI/Greensboro had good news for its listeners when Huey Lewis & the News made a concert stop. Backstage before the show are (l-r) WKSI PD "Big Steve" Kelly, Lewis, MD Dave Denver, and Chrysalis's David Ross.

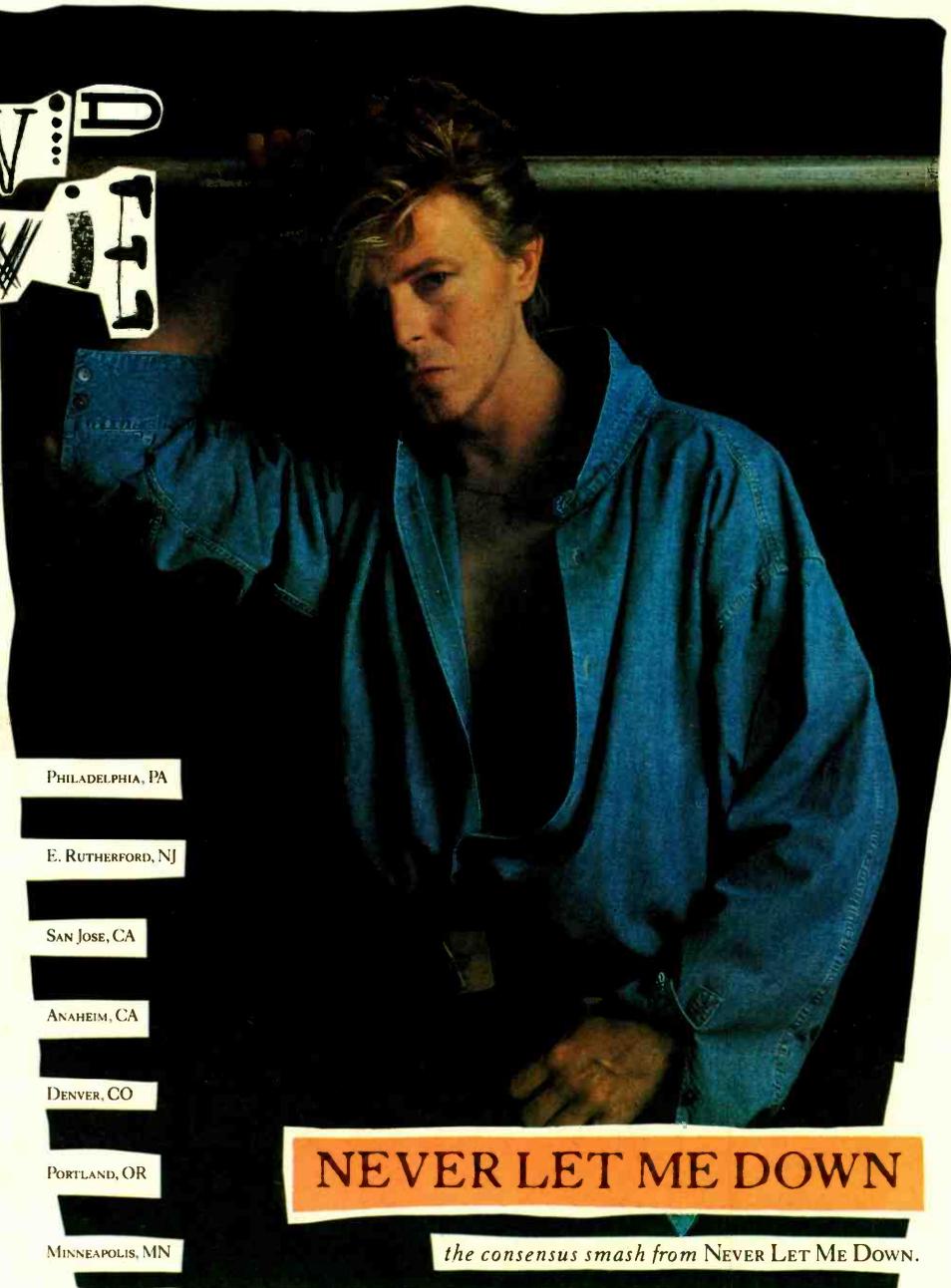


OUT OF THE FIRE, INTO SHREVEPORT — Bryan Adams began his world tour in Shreveport with a stop at the KTUX studios to chat with PD John Steel during his show.



FUN WITH WANG CHUNG — KZZU/Spokane staffers talked with Wang Chung after the artists' concert. Shown (l-r) are KZZU PD Randy Robbins and personality Ken Hopkins, the group's Jack Hues and Nick Feldman, and KZZU Operations Coordinator Bruce Deming.

David
Bowie



- 7/30-31 PHILADELPHIA, PA
- 8/2-3 E. RUTHERFORD, NJ
- 8/7 SAN JOSE, CA
- 8/8-9 ANAHEIM, CA
- 8/11-12 DENVER, CO
- 8/14 PORTLAND, OR
- 8/20 MINNEAPOLIS, MN

NEVER LET ME DOWN

the consensus smash from NEVER LET ME DOWN.

AND NOW...THE TOUR OF THIS SUMMER AND FALL. **THE GLASS SPIDER TOUR.** SELLING OUT IN MINUTES EVERYWHERE!

- 9/2-3 BOSTON, MA
- 9/12 DETROIT, MI

Produced by David Bowie and David Richards.

David Bowie represented by Isolar

#2 Most Added - 61/61

and more to come!

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It's the Rea Thing!

Announcing
the single that'll win *any*
taste test!

'Let's Dance'

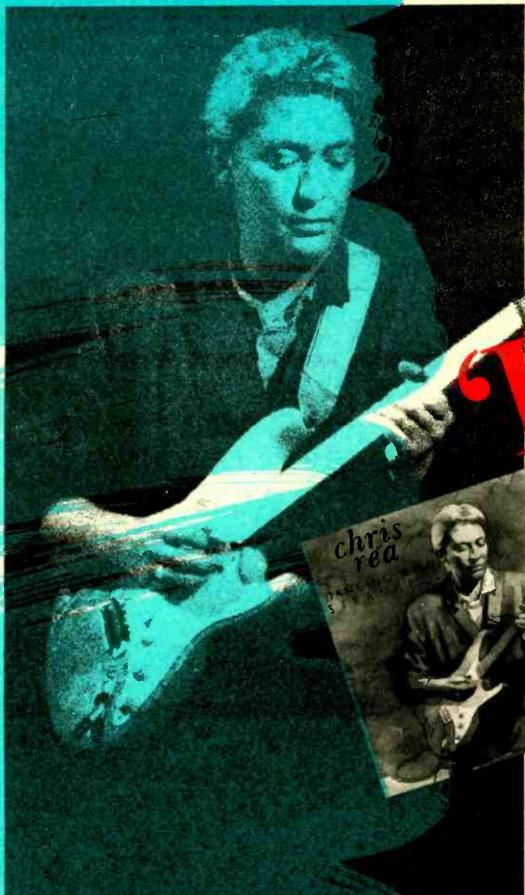
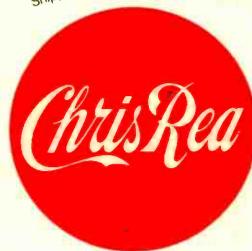
Chris Rea has
already recorded a
TOP 5 hit and won a Grammy nomination
in the U.S.—but now this British
Superstar makes his second debut.

Motown announces an all-out
promotion and marketing cam-
paign to introduce his new
album.

'Dancing with Strangers'

Shipping
in September

FEATURING:
"LET'S DANCE"





JOEL DENVER

CONTEMPORARY HIT RADIO

CHR — A New Way Of Looking At Things

Enhanced Data Emphasizes Quality Over Quantity

One look at this week's CHR music pages will tell you we've been working overtime to make the industry's best music information even better. There are lots of expanded features offering new data configurations to help you better evaluate your music decisions.

But more importantly this new presentation allows for an easy study of a record's performance from a qualitative perspective. You get a more well-rounded overview of a record instead of putting the dominant emphasis on how many adds it got this week.

On the rest of this page, I've outlined the new features we're presenting:

- New expanded parallel headings
- P1-A (Parallel One-Alternative) reporters
- Chart summary
- New Artist chart
- Added New & Active/Significant Action info

In the final analysis, you make the decisions. We've provided you

with comparative qualitative and quantitative data so you can make a wise choice. Our new range of information will give you even more facts and insights to work with.

ABC When Smokey Sings (Mercury/Polygram) LP: Alphabet City		Total Reports 184	80%	Parallel Reach		
Regional Reach	90%			P1 74%		
S	68%			P2 78%		
W	86%			P3 89%		
	85%					
Chart Pos		Summary	P1	P2	P3	Total
1		0	0	0	0	0
2-5		0	0	0	3	7
6-15		4	0	0	51	143
16-40		26	66	11	8	25
Ons		0	5	1	0	4
DEBS		32	0	1	0	5
UP		117	6	11	8	25
SAME		26	0	1	0	4
DOWN		0	3	1	0	4
ADDS		9	39	83	62	184
Total						

Expanded Parallel Headings

We're supplying even more comprehensive information to help you evaluate music in newly expanded headings at the top of each Parallel in the New & Active Parallel section. The two new features are Parallel Reach and Chart Position Summary.

Parallel Reach is simply a breakdown of the percentage of penetration by that record in each Parallel. For example, a record may be listed as being on 38% of the P1 stations, 47% of the P2s, and 56% of the P3s.

Chart Position Summary breaks the airplay into Parallel 1, 2, and 3 reporters. It displays the number of stations in each Parallel reporting that record as #1, 2-5, 6-15, and 16-40 as well as the number of Ons, Extra Adds, Chart Adds, and a total for each column.

R&R's longtime Parallel information — the total number of stations, the total percentage of airplay among all reporters, the regional reach, and the chart position, Breaker and/or New & Active signifiers — continue to be showcased in the Parallel headings.

FREDDIE JACKSON "Jam Tonight" (Capitol)
Reports: 113 Moves: Up 60, Debuts 11, Same 36, Down 1, Adds 5, KIIS, KWOD, WNOK, KIKX, KYYY, WKXS 27-23, Y100 30-25, B96 20-16, WHYY 5-3, KS103 14-10, WVIC 23-18, KC101 19-12, WPST 26-20, KX106 17-13, WIGY 34-26
Showing impressive moves in all regions, particularly in major markets like Detroit, San Diego, Chicago, and Buffalo.

New & Active And Significant Action

Directly below the Title/Artist/Label information in our New & Active and Significant Action sections is a revised summary of the song's airplay. The first number is the total amount of airplay, followed by the record's moves up, same, down, debuts, and adds for the week.

Next comes a sample of the key call letters adding the song this week, followed by representative chart moves from stations playing it. And in selective cases where the quality of the airplay is of an exceptional level despite slow growth quantitatively, there will be a brief comment designed to call attention to the important facts that the numbers alone don't readily convey.

Chart Summary And New Artist Top 10

Supplying added qualitative insight to the CHR, a weekly chart summary will now be found in our music section. It will explain unusual circumstances on the chart, including the facts behind records debuting on the chart prior to becoming a Breaker, and chart logjams that may cause a number of hot records to take sideways or small upward moves.

Another exciting new feature in CHR is the New Artist chart. Each week, the Top 10 new artists who have never had a CHR Breaker will be listed in order of reported activity. This list will help highlight the progress of tomorrow's superstars.

CHART SUMMARY

Before U2's "Joshua Tree" album, CHR paid this group no attention. But they've just scored their second consecutive #1 record. **MADONNA** and **LOS LOBOS** lead the pack with an average reporter chart move of +6, particularly impressive for Madonna, which is already up to #2. **GEORGE MICHAEL's** controversial single shows Top 10 performance at most of the 72% reporting him, moving it up to #8. **JONATHAN BUTLER**, with 58% of our sample, debuts at #39 with significant moves on charts in all Parallels before becoming a Breaker. He also tops New & Active and Most Active. Last week's spectacular add action for **WHITNEY HOUSTON** turned to chart conversions this week, giving her a strong #28 debut. But this week the spotlight was on **MICHAEL JACKSON**, with 213 adds, many of them with a chart number, to give him an impressive debut at #35.

NEW ARTISTS

	Reports
1 JONATHAN BUTLER/Lies (Jive/RCA)	132
2 GRATEFUL DEAD/Touch Of Grey (Arista)	129
3 L.L. COOL J/Need Love (Def Jam/Columbia)	92
4 FAT BOYS/Wipe Out (Tin Pan Apple/PG)	89
5 CURE/Why Can't I Be You? (Elektra)	89
6 ALEXANDER O'NEAL/Fake (Tabu/CBS)	62
7 CURIOSITY KILLED THE CAT/Misfit (Mercury/PG)	42
8 WILL TO POWER/Dreamin' (Epic)	34
9 SILENCERS/Painted Moon (RCA)	29
10 JON ASTLEY/Jane's Getting Serious (Atlantic)	18

New Artists are those who have not previously been reported as a Breaker by reporting stations.

MOTION

Ian Roberts leaves the Production Manager slot at KC101/New Haven ... **Bill Catcher** is not programming WJMX/Florence as reported previously; **Marlin Green** remains the PD at 106X ... Overnighter **Dirk "Dog Man" Thompson** moves from WHYT ("Power 96"), Detroit to nights at WANS/Greenville.

Eric Cramer, last at WGCL/Cleveland, joins WKDD/Akron for middays replacing the exiting **Bobby Thomas** ... **WIKZ**/Chambersburg evening personality **Dave Kikpatrick** leaves the station as midday jock **Mark Cannon** moves into the slot; and **Bo Davis** returns to radio and **WIKZ** for middays. At WKZL/Winston-Salem, **Steve Finnegan** moves from parttime/middays to the fulltime midday slot ... PM driver **Norm Tanner** is promoted to Asst. PD/MD at WJAD/Banbridge.

COMING NEXT WEEK:

Profile of **KIIS-FM & Power 106** plus aircheck.

P1-A Reporters Debut

As the CHR format continues to fragment, a growing number of leading-edge major market music stations are winning big ratings and writing their own rules in the process. To spotlight their success, R&R has created a new category of reporters, P1-A (Parallel One-Alternative).

Our initial P1-A reporters emphasize dance music or modern rock in addition to mainstream CHR hits. They are **WQHT/New York**, **KPWR/Los Angeles**, **KROQ/Los Angeles**, **KITS/San Francisco**, **WPOW/Miami**, and **WHQT/Miami**. These P1-A's are finding many of their hits in the clubs, through word of mouth, and in the import bins at record stores. They break virgin ground by exposing new artists in a variety of styles to the mainstream audience.

The P1-A reporters playlists can be found in a specially boxed-off section of the regular CHR P1 playlists. Included will be a summary box designed to highlight the trends at these unique stations, as well as notable moves of records crossing over to mainstream CHR stations.

CONTEMPORARY HIT RADIO



VICE DOUBLES — KISS-FM/Los Angeles air personalities Brother Bill McKinney (left) and Hollywood Hamilton made themselves "universally" famous doubling as Tubbs and Crockett at Universal Studios' Miami Vice Action Spectacular. The station invited 5000 listeners to join the dynamic duo on a complimentary, action-packed tour.



THE STUDIO NEVER LOOKED BETTER — Q105/Tampa Q-Zoo and Zoo Tube recently welcomed ex-Knots Landing star/Atlantic recording artist Lisa Hartman. Enjoying the company are (l-r) Q105's Cleveland Wheeler, Jack Harris and Bill Connoley.



CAREFREE SPIRIT — Z104/Virginia Beach got wrapped up in Carefree Gum's School Spirit Contest, wherein local schools collected gum wrappers for a free Expose concert and \$1000. The winning school turned in 200,000 wrappers. With Z104 midday personality Zak Szabo are (l-r) Expose's Ann Curless, Jeanette Jurado, and Gioia Bruno.

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THE WRONG
SELECTION.**

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THE EIGHTH WONDER — Whitney Houston and KISS 108 (WXKS) Boston were recognized by the Genesis Fund for their contribution during KISS-108's eighth anniversary festivities, dubbed "The Eighth Wonder." The eight-day celebration raised over \$60,000. Backstage at a press conference are (l-r) KISS 108 President Rich Balsbaugh and GM John Madison.

96TIC-FM
NOBODY GIVES YOU MORE MUSIC



MORE BATHING BEAUTIES — WTIC/Hartford's "Summer of 96" Beach Party brought out more than 2000 participants. Getting close to the bathing suit competition finalists are WTIC's Al Levine (l) and Neil Jackson.

You're
Ready
For
A
"Holiday"



The Other Ones
The Single From The LP
The Other Ones

*Produced By Christopher Neil
For Nelson Unlimited Production.*

Virgin © 1987 Virgin Records America, Inc.

danny wilson
"mary's prayer":

this is the week
that was.

CHR Chart 31

Q105
WCZY
B97
KEGL
Y108
93FM
KPLZ
Q107
WKSE

the single from danny wilson

Virgin

© 1987 virgin records america, inc.



STEVE FEINSTEIN

AOR

The Format According To Record Reps

What do record reps really think of AOR? To find out, I asked them three questions (see box). Their answers range from predictable laments to strikingly thoughtful observations.

J.B. Brenner
A&M

1) "Lack of commitment, excitement, and a genuine medium rotation. If medium is sometimes one or two plays a day, then God knows what light is. It's hard to sell records off that kind of medium rotation."



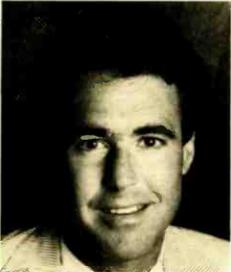
J.B. Brenner

2) "Programmers developing great air talent, and the format breaking new talent when inspired."

3) "Get stations more in tune with their markets. National overview is one thing, but people in Oshkosh don't listen to Tucson radio. Also develop personalities, rather than announcers."

Sean Coakley
Arista

1) "In the past, AOR used oldies as flavoring. Now current music is flavoring, and oldies tend to be the preponderance of what you hear."



Sean Coakley

2) "By and large AOR is still willing to deal with new artists, although getting real rotations is tough when you're fighting against the 'Doors Greatest Hits.'"

3) "I'd limit old records to 30% maximum, and make AOR radio current and exciting again. We see it work at CHR and Urban radio."



Michael Prince

Michael Prince
Atco

1) "Light rotations. One or two plays a week isn't a strong enough rotation to get a reaction to a baby band on a retail or request base."

2) "It's one of the few formats that breaks acts instead of breaking songs."

3) "I'd like to see it played less safe. It needs even more zaniness, creativity, and street visibility."

Danny Buch
Atlantic

1) "Lack of rotation on breaking acts and new product, which keeps the format from being truly able to break a record by itself. You can take certain acts top five, and it means little unless CHR comes to the party."



Danny Buch

2) "It's one of the only formats to consistently add unknown artists. Some programmers actually listen to new product and get excited about it."

3) "Give AOR more confidence in itself, have it really power records and show more long-term caring about tomorrow's classics, instead of the short-term mentality of pounding the classics of yesterday."



Ray Tusken

Ray Tusken
Capitol

1) "By underemphasizing currents and hard rock, AOR's cutting itself off from the active audience — its very base. When you turn off the loyal, active fan, you wind up with fickle dial-spinners."

2) "Occasionally, it's still capable of developing and sustaining rock artists' careers. For artists like Great White, Marillion, and Jon Butcher, AOR is still home."

3) "Play distinctively AOR records with pride; jump on potential multi-format hits without waiting for CHR; and present new artists with some razzmatazz and passion, so people realize you're standing up for the music."



Kevin Sutter

Kevin Sutter
Chrysalis

1) "The new air of conservatism regarding the mix of new and old."

2) "It's artist-oriented; a new release meets with anticipation, unlike other formats that go more song-by-song."

3) "Add much more spontaneity into daily programming — get rid of the predictable Two-Fer Tuesdays, Thirsty Thursdays, and rock blocks. How many 35-year-olds do you talk to on the phone who say, 'Hold on . . . there's a rock block going on?'"

Q&A

Each rep was asked:

- 1) What's the biggest problem with AOR radio these days?
- 2) What's the format's greatest strength?
- 3) How would you make AOR better?

Paul Rappaport
Columbia

1) "Too many programmers are playing it safe, not just with music but even in promotions and visibility. This leads to boring radio and stagnation, rather than growth — which is surely everybody's goal."

2) "As tight as it is, there are still enough open playlists to get something new started. If CHR was all we had, half the new rock artists would be shut out. Thank God for album radio — CHR wouldn't have paid attention if acts like Peter Gabriel, Hooters, Suzanne Vega, ZZ Top, Outfield, Van Halen, Bon Jovi, and Bruce Hornsby hadn't been nurtured on AOR. I remem-



Paul Rappaport

ber when CHR couldn't relate to a guy named Bruce Springsteen."

3) "Encourage programmers to be creative and more aggressive, bring back dayparting, and go after the whole market — be everybody's radio station. You can have the older demos during the day and the teens at night."

John Hey
EMI/Manhattan

1) "Too many oldies. If it doesn't show any new direction, it'll lose its most active listeners and wind up with all passives."

2) "They play the best rock 'n' roll, and rock gives young people an avenue to express their feelings and dreams."

3) "Have jocks concentrate more on the flow of their shows, not just a stack of records. The records are all the same (from station-to-station); it's how they're put together that makes them different."

"The morning show is the only 'show' daypart; it should be the afternoon and evening shows, too."



Harvey Leeds

Harvey Leeds
Epic

1) "Too many inexperienced, boring programmers at the controls."

2) "Harvey Leeds is back promoting the format."

3) "Bring back personality, new music, and excitement, instead of letting CHR steal the thunder."

Marko Babineau
Geffen

1) "Too much consulted radio makes for too much consensus on records. Programmers should use their own minds and play what their gut tells them, instead of what comes over the phone or from a list."

2) "It still exposes artists beyond the obvious hit track. Often the single isn't the artist's profile, but just the commercial copout."

3) "I'd get less caught up in personal radio and more into the music, like the formatted specials (KFOG/San Francisco OM) Dave Logan comes up with: Electric Lunch, Soul Patrol, Adventure Hour. They really add intrigue and excitement."



Barry Lyons

Barry Lyons
IRS

1) "Too many people have forgotten the 'A' in AOR stands for album, not song. They play one song from a new band everybody seems

Continued on Page 52

**"HONEY,
IT'S
MICK
JAGGER!"**



... or Ron Wood of The Rolling Stones, or Roger Daltrey of The Who, or Joe Cocker, or Eric Burdon, or Steve Miller, or David Crosby, or Stephen Stills, or Graham Nash, or John Kay of Steppenwolf, or Justin Hayward of The Moody Blues, or Alvin Lee of Ten Years After, or Elton John, or Joe Walsh, or ...

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Programming Without The "Glitches!"

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Cla'ences All My Children Update, The Plain Rap Countdown,
National Lampoon's True Facts & The Golden Age of Radio Theatre!

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AOR

The Format According To Record Reps

Continued from Page 50

high on; but with a second song, they develop amnesia."

2) "It's a little more open-minded and less rigid than some other formats. It allows bright young people to question the rules and still be successful. Some programmers don't feel they have to follow anybody else's rules, like the people at KBCO/Denver and 91X/San Diego."

3) "I'd pass a law that you're not allowed to play any band with a member over 42, or with more than 40% gray hair."

Bill Bennett
MCA

1) "It doesn't sell enough records to get the respect it deserves. From a record company perspective, the respect it gets now is primarily from laying a base for CHR."



Bill Bennett

2) "AOR, like Country, is a format that nurtures its artists and allows them to mature. I didn't see Springsteen or Journey breaking at CHR their first three albums. Also, you can still hear artists like Stevie Ray Vaughan, Robert Cray, and Omar & The Howlers that you won't hear elsewhere."

3) "More selling of new artists. Talk about them, get excited."



Drew Murray

Drew Murray
PolyGram

1) "There's no such thing as AOR — you've got seven different formats under one umbrella. It's hard to find a case where you can get 100% of the reporters on a record. Trying to explain this to label and artist management is tough."

2) "Despite all the usual complaints, AOR can still sell albums and break new artists. Robert Cray sold 900,000, a half million of them before 'Smoking Gun' was delivered to CHR."

3) "By starting a jock school. The talent pool is very thin. A lot of the late-'70s liner-card disk jockeys have become program directors, and they don't know how to train people. Music knowledge is key. We need more people who can do interviews as well as (KTXQ/Dallas Asst. PD) Redbeard."

Jim McKeon
RCA

1) "Rock radio overall could use a healthy dose of excitement in how it conducts its business with the record community, air presentation, formatics, and playing and

breaking music. I want to start a movement called 'D.A.R.E.' — Demand Album Radio Excitement."



Jim McKeon

2) "It's probably generating bigger profits than ever with its more-adult approach."

3) "I'd make programmers over the age of 25 still like to be turned on to new, exciting music."

Jeff Naumann
Virgin

1) "Old music is overshadowing the new music. It's gotten to the point where you ask a PD to describe his station's sound and he says, 'Doors, Led Zeppelin, Jimi Hendrix' — bands that have been around for 20 years, and one or more members have died."

2) "At least it's rock 'n' roll and not disco."

3) "When they do play new artists, offer a backsell and some artist information."



Jeff Naumann



JAMMIN' YOU — These rock 'n' rollers at the Texas Jam be (l-r) KGB/San Diego MD Pam Edwards, Geffen's John David Kalodner and Marko Babineau, WMMR/Philly MD Erin Reilly, and Whitesnake's David Coverdale.

THE

SILENCERS

"PAINTED MOON"



R&R Albums 33 R&R Tracks 32

R&R New Artist Albums # 1

SEGUES

"Modern Music, Inc.," the block program run by former KCGL/Salt Lake City staffers, expands to 6pm-2am seven nights a week on the market's KRPN.

KSJO/San Jose pacts with consultants **Burkhart/Abrams** in place of **Jon Sinton**. B/A will no longer be associated with KFOG/San Francisco ... WHTQ/Orlando parts company with **George Harris**.

Asst. PD **Brian Illes** gets PD stripes at WKFM/Syracuse ... WRQK/Canton MD **Greg Morrison** is upped to PD as **Mark Benson** exits.

Steve Sutton leaves the *Hard Report* for a radio job to be announced shortly.

Phil Maicke, ex-WXLP/Quad Cities, IA, takes mornings/MD duties at neighboring KFMH

... WLNZ/Lansing MD **Cathy Downe** is out ... KNCN/Corpus Christi MD **Elise Vander Brought** exits ... KEZE/Spokane names **Curt Cartier** interim MD.

WJQQ/Philadelphia mornings go to **Kelly Randall**, PD at KKUA/Honolulu and former AM driver at Philly's WZGO (now WTRK) ... **Kerry O'Neil** from WKPK/Gaylord goes to WKQZ/Saginaw mornings.

New weekenders: KBCO/Denver's **Sherry Dwayne** ... KXRX/Seattle's **Mike Colvin**.

New Promotion Directors: WHCN/Hartford's **Elizabeth Keifer** ... WMGM/Atlantic City's **Norm Karlock** ... KOME/San Jose advances Production Director **Dave Kohlman** to Promotion Director.



DAN O'DAY

AIR PERSONALITIES

Producing Great Radio Comedy

ACN's "The Real" Bob James: Tilting At Windmills

"The Real" Bob James has been VP/Creative Director of American Comedy Network since its inception in 1983. He became a DJ at 14, but entered show business when he was half that age — as a ventriloquist. When he was nine years old, he appeared on Ted Mack's "Original Amateur Hour" . . . and won. "The second time I appeared on the show," he says, "I lost to a kid who tap danced on his head."

Beginning his radio career at WNIO/Niles, OH, James's travels took him to WBBW and WKBN, both in Youngstown, OH, WLGN/Logan, WATH/Athens, WHLO/Akron, WWDC/Washington, WRFD/Columbus, WGAR/Cleveland, and WKIS/Orlando.

After graduating with degrees in both Government and Mass Communications Theory, he spent a year as "a propoganda man" for the Voice of America: "The guy who told the listeners overseas that the streets of America are paved with gold? That was me."

R&R: What attracted you to radio?

BJ: When I was a little boy, I would listen to Cousin Bruce, Johnny Holiday, Martin & Howard, and Jim Runyon. People loved these guys. They were funny, and I wanted to do what they did. I loved listening to Jerry G. Bishop on WKYC/Cleveland; in fact, when I first went on the air I simply stole his act. But the longer you're on the air, the more you let go of the security blanket of the other jocks who influence you and grow into your own style.

R&R: But then you left radio for awhile. Why?

BJ: In 1978 I did a TV show called "The Cleveland Comedy Company." It did very well and won seven Emmy awards. I thought, "I've really got something here." So I put everything on the line, quit WGAR and took my tapes and clippings to Los Angeles to become a big star.

I got a couple of jobs in Hollywood, including producing some show biz-oriented comedy for a brand new TV show called "Entertainment Tonight." But I was a small fish in a very large pond.

I got obsessed with the idea of success in L.A. I made the mistake of making my career the well to which I went to get everything I need in life — and that is a very shallow well. Finally I went back to Cleveland, put out the word that I was looking for work, and got an offer from WKIS in Orlando. That's

"Humor has to be a circle in which everyone is included. Otherwise, they won't get the jokes."

where I met a fellow named Andy Goodman, and we've been working together ever since.

Target The Humor Circle
R&R: How do you develop comic ideas?

BJ: First we go to the popular culture and find out what's on everyone's mind. Our humor has to be a circle in which everyone is included. If they're not in the circle, they're not going to get the jokes. So we use what's in the newspapers and on television, and certainly what's in the tabloids.

A comedy writer has to have a sort of jaundiced view of the world, a cockeyed way of looking at things. And you have to be like Don Quixote: not afraid to tilt at windmills. In writing sessions I always tell the guys, "Say and think and believe anything you want. Don't limit yourselves by thinking, 'Oops, I'd better not say that because somebody will be upset,' because believe me, no matter what you write somebody will be upset."

R&R: How many writers are involved in such a session?

BJ: Three or four: Andy, Dale Reeves, Nancy Parker, and I.

R&R: Any standard creative questions that you ask?

BJ: I like to start a bit with a particular point of view, so I always ask, "What are we trying to say?" I don't have any rules regarding length, but I believe we broadcasters often are guilty of not making people listen to the spoken word on radio. This is because jocks are notorious for opening the



Bob James

mike and babbling inanely about nothing of consequence. That would make anybody turn off the radio.

So I try to keep that in mind when we write bits. When we first started at ACN, some of the bits were longer than they had to be. Now we're very efficient in expressing a single thought — or, at most, two thoughts — in any one piece. You can express a single funny thought in 30 or 40 seconds, and I think our fake commercials do that now. They make you laugh, and they get out.

R&R: ACN's production values are quite high. Is there a danger of being so swept up in how good it is technically that you lose some of your comedy focus?

BJ: I don't think so. I try to make sure that any production techniques we employ enhance the piece and make the jokes better. What we always strive for is making sure you understand what we're trying to say. Otherwise, it would be like seeing a movie with great special effects but no script.

"Don't limit yourself by thinking, 'Oops, somebody might get upset,' because no matter what you write somebody will be upset."

Brainstorming Comedy
R&R: How much do you depend on inspiration, and how much on discipline?

Flexing Your Comedy Muscles

- Track the popular culture
- Maintain a cockeyed viewpoint
- Protect the theater of the mind
- Learn to edit your own material

Calling All Comics

American Comedy Network and All Star Radio are just two of the producers of disc jockey comedy. If you've discovered another good source and want to share it with me, please feel free to do so.

BJ: Most of it is discipline. We write every day of the week for three hours. We ask, "Okay, what's funny?" If we can't find anything in the newspaper, we look at ourselves, at the human condition, at what happened to us over the weekend. One of us will say, "You know what pisses me off? Car washes that screw up my front license plate! Now, how can we do a bit on that . . .?"

R&R: And if the ideas still don't come?

BJ: We employ a technique called "Comedy Brainstorming." If we've been sitting there for an hour and 15 minutes and the page still is blank, we take a piece of paper and split it down the middle.

For instance, we wrote a bit called "Slam Dunkin' Donuts." On one side of the page we wrote all the things we associate with donuts: jelly donuts, rolls, coffee, cream, etc. On the other side we listed all the things we associate with basketball.

"Jocks are notorious for opening the mike and babbling inanely about nothing of consequence. That would make anybody turn off the radio."

Then we noticed "Kareem Abdul Jabbar" under "basketball" and "cream" on the "donut" side — Ah! There's a match. And we looked at "rolls" and saw "Magic Johnson" and thought, "Finger rolls!" Another match! We've shoved together two diverse things, and sure enough we're making a bit. And this all came from someone coming up with the phrase, "Slam Dunkin' Donuts."

Next we asked, "How can we dramatize this to make it funny?" This bit opened with a play-by-play announcer and faded into a basketball player talking about what he does after a game.

Discover The Rhythm
R&R: What's the wrong way for a jock to use your comedy?

BJ: Our material arrives in such a way that a lazy air personality can literally take the bit, slap it on the tape machine, and play it directly on the air. Don't do that! Listen to the piece; think about what it's trying to say.

And don't do any of the interactive pieces live! With the interactives, there's a little hole there for the disc jockey to fit his stuff in. There's a certain rhythm to the bit that he has to discover in the production room. He should sit down and listen to it, practice it. If he's doing it live on the air and makes a mistake, the whole rhythm is thrown off and that little theater of the mind we're trying to create for the listeners is destroyed.

Also, some of our fake commercials require set-ups. It can be just a line or two, but sometimes you have to prepare the listeners for what they're about to hear.

R&R: What common mistakes do you hear in other jocks' produced bits?

BJ: Often they don't pay enough attention to what direction the spot wants to take; there is no clear point of view. And many of them do the same joke over and over. It's vital to be able to edit your own material.

R&R: Do you miss doing a daily radio show?

BJ: I sure don't. It's very difficult to do, and I think it's a young person's job. I admire the guys out there in the trenches, doing daily radio. They just don't get thanked enough for what they do.

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

HOT *NEW* OFF THE PRESSES!

Deniece Williams
"I Confess"

REMIX Follow-up to her top 5 single "Never Say Never"



Paulie Carman
"In The Heat Of The Night"



Wendy And Lisa
"Waterfall"



Process And The Doo Rags
"Call Me Up"



Produced By Rick James

COLUMBIA RECORDS
— RADIO'S BEST FRIEND!



BRAD MESSER

CALENDAR

Two-Minute History Of Radio

This month marks the 60th anniversary of the beginning of regular broadcasts by the first disc jockey, **Christopher Stone**, in 1927. If his name isn't exactly a household word, it's partly because we broadcasting professionals spend our time doing radio rather than studying it. To correct this situation quickly, here is the entire history of radio in two minutes.

In 1866 **Mahlon Loomis** made the first radio transmissions between flying kites in Virginia. He got a related patent in 1872, but his enterprise died for lack of financial backing. In 1895 **Guglielmo Marconi** independently invented radio in Italy. He could not convince his government of its importance so he sailed to England, where he got patents and made his first sales in 1896. The first permanent radio installation was **Needles Hotel Wireless Station**, Isle of Wight, in November 1897.

The first commercial application of radio was by **Wireless Telegraph & Signal Co.** of London, reporting ten incoming ships in August, 1898. A transatlantic signal was sent by Marconi in 1901. Voice radio was invented by **Valdemar Poulsen** in Denmark in 1904.

The first radio program was broadcast by **Reginald A. Fessen-**

den on December 24, 1906, at **Brant Rock, MA.** He played "O, Holy Night" on his violin, sang, read some Bible verses, played a gramophone recording, and signed off with a Christmas greeting.

Regular experimental broadcasts were begun in February, 1907 by **Lee De Forest's Radio Telephone Co.** in New York City, which at first played only Columbia gramophone records. De Forest's station also aired the first live remote broadcast in January, 1910: **Enrico Caruso** live from the **Metropolitan Opera House.**

As for radio as we think of it today, several stations claim to have been first, with the claims resting on varying definitions of "regularly scheduled broadcasting."

One widely accepted contender is the **Herrod School of Radio Station** at **San Jose, CA.**, which began daily broadcasts in 1910. It became **SJN** in 1912, **KQW** in 1921, and final-

ly **KCBS/San Francisco** in 1949.

Another is **Lee De Forest's 2XG/Bronx, NY**, which in 1919 hired the first announcers, **Bill Gowan** and **Bill Garity**, and the first PD, **Richard Klein**. A claim also exists for **8MK**, later **WWJ/Detroit** in 1920, which De Forest himself described as the world's first commercial radio station, and which provided the first news broadcasts in 1920.

The first non-experimental commercial radio station was **KDKA/Pittsburgh** in 1920, which was the first station created as a commercial business, one goal being to broadcast informative programming on a regular basis in order to generate public demand for home radio receivers.

And the first person called a disc jockey, who introduced records and made off-the-cuff remarks, was good ol' **Christopher Stone**, who first broadcast from **BBC Studio 3** at **Savoy Hill, London** on July 7, 1927. After Stone died in 1965, the *Times of London* reported he had "endeared himself to the public by the whimsical, human touches with which he extricated himself when he occasionally put on a wrong record or forgot to start the turntable."

Death Of A Star

MONDAY, AUGUST 10 — Hollywood's first animal movie star, the German Shepherd **Rin Tin Tin**, died in 1932. **Warner Bros.**' top star had appeared in more than 40 movies and was once voted America's top box office personality, beating comedian **Charlie Chaplin**.

The roller coaster endurance record of 503 hours was set in 1983. This is **Elvis Tribute Week** at **Graceland** in Memphis, ending Sunday on the 10th anniversary of his death.

Birthdays: Singer **Ronnie Spector** and musician **Ian Anderson** 40. **Righteous Brother Bobby Hatfield** 47. Singer/sausage maker **Jimmy Dean** 59.

Meteor Shower Begins

TUESDAY, AUGUST 11 — What is usually the second-best meteor shower of the year begins tonight, with a potential of up to 100 shooting stars — and maybe a fireball or two — during the peak hours through Thursday night. Look in the north and northeast skies.

The world record for most miles on a skateboard was set in 1985 by **David Frank**, who went 270 miles in just under 37 hours. Dog Days of Summer end.

Birthdays: Actress **Arlene Dahl** 59. TV personality **Mike Douglas** 62. Pulitzer Prize-winning author **Alex Haley** 66.

Shuttle Turns Ten

WEDNESDAY, AUGUST 12 — Tenth anniversary of the first flight of a space shuttle, which consisted of an unpowered glide down to **Edwards AFB** after being dropped from its **Boeing-747** mother ship (1977).

The world's worst single airplane crash happened in 1985 when a **Japan Air Lines Boeing-747** lost its tail controls and flew into a mountain northwest of Tokyo; 520 died and 4 survived.

Birthdays: Actor **George Hamilton** 48. Racer **Parnell Jones** 54. Singer/broadcaster **Buck Owens** 58.

Fastest Cutthroat Shaver

THURSDAY, AUGUST 13 — Using a straightedge razor, also known as a cutthroat razor, British barber **Gerry Harley** established the world record for "speed shaving" in 1984. In one hour, Harley shaved 235 men, with only one tiny slip resulting in a cut. That works out to a complete shave every 15 seconds.

President **Reagan's** new economic program became law in 1981, beginning a phase-in of 25% income tax cuts.

Disney's "Bambi" premiered 45 years ago (1942). International Left-Handers Day.

Birthdays: Musician **Dan Fogelberg** 37. Hawaiian singer **Don Ho** 57. Cuban Premier **Fidel Castro** 61.

"That'll Be The Day" Hits 30

FRIDAY, AUGUST 14 — 30th anniversary of the beginning of **Buddy Holly's** brief, legendary string of hits. "That'll Be The Day (That I Die)," co-written by **Crickets** drummer **Jerry Allison**, moved onto the national chart in 1957, a month before Holly turned 21.

In 1984 New York became the first state to pass anti-acid rain laws regulating emissions by smokestack industries. World War II ended with Japan's surrender in 1945, "V-J Day."

Birthdays: Basketball star **Erving "Magic" Johnson** 28. Actress **Susan St. James** 41. Musician **David Crosby** 46.



MIKE KINOSHIAN

ADULT CONTEMPORARY

Contract Time: Talk To My Agent

Trapper Jack Elliott gained national attention recently when he left WWSW/Pittsburgh for morning drive at WLTF/Cleveland. WWSW maintained Elliott was still under contract, and took legal action to prevent his leaving. But an arbitrator ruled Elliott was free to take the Cleveland offer. While the legalities of the case won't be discussed here, one fascinating aspect will be: the emergence of agent/lawyers representing air talent.

By now, even the most casual fan is aware of agents' growing influence in the sports world. All superstars are represented by these power brokers, who become more visible during difficult contract negotiations. One example is this year's spring training holdout by Red Sox pitching ace Roger Clemens; he eventually signed just as the season was set to start. Many fans, however, strongly suggest the holdout was actually spearheaded by his agents.

In the radio industry, increasing numbers of air talent are being represented by the same types of agent/lawyers. With contract hassles fresh in his mind, Trapper Jack Elliott offered advice to would-be contract signers.

Know What You're Signing

"Both parties need to know exactly what's in the contract," he began. "In my case, I was two years into the contract before I fully understood it. Lawyer Saul Foons looked at it and said, 'Here's what it means.' It wasn't exactly what I thought it was, but that was my own stupidity. I was real green because it was my first one."

Elliott had signed a series of five one-year deals with WWSW. His arrangement with WLTF is three years.

"The contract wasn't exactly what I thought, but that was my own stupidity."

—Trapper Jack Elliott

Among the things Elliott learned about were fine print and details. "It's not a matter of how much money you're making or how much vacation time you get that's really important. Air talent needs to understand legally exactly what the contract says. After I signed the Pittsburgh contract, I knew I'd never do something like that again without legal representation."

Contracts are not announcers' way of life in every market. Elliott said most of the WLTF airstaff have contracts, but he was the lone WWSW staffer with one. "For



ALL QUIET ON THE NORTHERN FRONT — KFQD/Anchorage listeners got a shock when Quiet Riot paid a surprise visit on "Public Opinion Hotline." Shown standing are (l-r) promoter Kenny Ryback and Quiet Riot's Chuck Wright. Taking it sitting down are (l-r) Quiet Riot's manager Warren Entrine, band member Frankie Banalli, and KFQD's Hotline Host Herb Shandlin.

Elliott met Saul Foons when the Chicago-based lawyer/agent visited Pittsburgh to sign local talent. Foons represents approximately 250 broadcasters. His first three radio

Spell Out Details

Foons was adamant about what he doesn't like in a contract. "I hate to see a bare non-compete. I'd rather see it coupled with a right of first refusal. It's a lot fairer and gives the talent the chance to stay in the market." (The right of first refusal gives the station a chance to match an offer made to an announcer.)

He also likes to have working condition details spelled out: air shift (specific daypart), duration (i.e., 6-10am weekdays), and contingencies in the event of format or ownership changes. Regarding the latter detail, Foons noted, "You can't always do it. But ideally, I

'Money's On The Table'

Jason Shrinky, a Washington-based attorney who specializes in broadcast law, offered a historical perspective on how agents became part of the radio scene. "The first people who had agents were movie stars, then TV people, then professional athletes. With dollars becoming more available, radio people followed. Representation is going to be there as long as you're dealing with substantial sums of money.

"Morning men are making a fortune. It's exploding for talent — the money's on the table — and I don't see it getting any worse. A few years ago, the pendulum swung to have talent just play music; now, we're back to personalities. It's the morning team — the morning zoo — whatever. Those personalities demand and get major dollars."

Shrinky also noted several things to look for in seeking a lawyer/agent. "It's very important to deal with somebody who, first, understands radio; second, understands local law; and third, is a contract lawyer. More importantly, there needs to be an understanding of how presentation the radio business is. Representation should be made with someone who is experienced with talent contracts."

When it comes to fee arrangements, Shrinky's opinion differs from that of Foons. "The person

"The (agent) should be paid on an hourly rate. You don't need to pay somebody a percentage."

—Jason Shrinky

(agent) should be paid on an hourly rate. You don't need to pay somebody a percentage. Lawyers charge hourly rates; it's possible they may be as high as \$350 an hour. The people who charge that way are real lawyers — not agents.

"And you have to be careful the fee is not so front-ended that the agent could care less about what the contract says. Many people can be unscrupulous when they get their money upfront; they may never see you again once the contract is signed. Then if you have a problem, you're out of luck."

Before Signing The Dotted Line

- Know exactly what you're signing.
- Be wary of bare non-compete clauses.
- Have shift times and specific duties spelled out.
- Investigate deferred payment plans.

the most part, it offers you a level of security. But if someone wants to fire you, he'll find a way. A contract should show commitment. It goes both ways, and could be a happy marriage."

Air Talent 'Unenlightened'

One reason air talent should have agents, according to Elliott, is because many are "unenlightened. Agents network you; I know I'm not good at networking. It's not meant to say 'this guy is available,' but it says you exist. They take care of the contract hassles, and I like that."

clients were WLS/Chicago's Fred Winston, Larry Lujack, and John Landecker. (Ironically, after tours of duty at a host of national stations — including Canadian stations in Landecker's case — the three are all back at WLS. Lujack signed a 13-year *no-cut* contract.) Foons just negotiated the move by Spike O'Dell from the Quad Cities (market #109) to WGN/Chicago afternoons.

Explaining the growing trend toward air talent/attorney alliances, Foons noted, "A lot of people are looking at this as more than just a gig. A media lawyer knows the pitfalls of contracts."



LETTERS BE FRIENDS — KYXY/San Diego's Sam Bass had 30,000 entries literally dumped on him in the station's "My Best Friend" promotion. The cards and letters were placed in a freshly-painted dumpster before the winners of a luxury cruise were chosen.

COME LUNCH WITH ME — Arista's Bruce Shoen dropped by WAHR/Huntsville recently to discuss the label's latest releases. Pictured for posterity (l-r) are former WAHR morning man Steve Lovig, evening host Bonnie O'Brien, and Shoen.

"I have AM drive personalities making 2-3 times more than TV news anchors in the same size market."

—Saul Foons

want my client to have 30 days to consider whether he wants to stay in the format. If not, he should have the right to get out of the contract. If a station changes from CHR to Country for example, it's absurd to try to talk the talent into becoming a Country jock."

Securing an agent isn't as easy as knocking on the door and signing on the dotted line. With Foons, for example, would-be clients must submit airchecks for evaluation. And many people are flatly refused.

Those accepted meet with Foons at contract time. Before negotiating a deal, he discusses every aspect: job description, deferred income, and personal appearances. If a move is involved, special considerations include house sales, cars, etc. His cut is 10% of the contract value the first year, and seven-and-a-half percent each year thereafter.

One common feeling is that local TV stars draw much bigger paychecks than their radio counterparts. Countered Foons, "Radio is doing well right now. I have AM drive personalities making 2-3 times more than TV news anchors in the same size market. There's a lack of good radio talent around." And the result, according to Foons, is "bigger bucks for radio."



LON HELTON

COUNTRY

Solid Sales Don't Dictate Hot Adds

It's been a cold hard fact of the music business that country sales take a back seat to our pop cousins' sales. Over the years, Country radio has generated innumerable "turntable artists": those who consistently hit the top of the charts without moving much product at the retail level.

And that's long been a source of record company consternation. Country's resurgence, however, has begun to manifest itself in a new scenario: strong record sales with a modicum of chart success. Now programmers are finding themselves in the position of not playing a record that is selling — again much to the chagrin of record companies.

The programmers surveyed here overwhelmingly agree that while record sales are only part of the record-adding criteria, it's an area that must be looked at carefully. They claim that commercial sales do not necessarily affect their playlists and/or adds decision-making process. And it's obvious they feel that just because a record sells doesn't mean it belongs on the radio. KYGO/Denver PD Rick Jackson spoke for most when he said, "Our main goal is to play records which attract listeners."

Playing What Tests Well

Part of the sales problem was articulated by WSM/Nashville PD Bruce Sherman, who tracks neither local nor national sales and questions their accuracy. "We've found that retail was not real cooperative with Country radio in giving us true figures on what's selling," he said.

Sherman said a large part of WSM's decision-making is based



Rick Jackson

on its callout research. "We try to find out what people want to listen to on the radio. Because a record doesn't test well (for radio play to a broad audience) doesn't necessarily mean some people don't like the music enough to buy it."

Sherman did admit, however, to being puzzled by strong-selling records that don't test well. "I don't understand why that is. But we've had that problem for a long time with a lot of different artists," he said, adding that a station also needs to know when to get off a record that's not doing well with the audience in spite of good record sales. Defending the station's modus operandi, he said, "Look at where the ratings are, despite stiff competition. What we are doing is obviously not wrong."

WQDR/Raleigh PD Jay Butler also relies on audience input rather than sales data, though he does make regular checks with local retail stores. Requests get the nod for WQDR's airplay no matter how



Bruce Sherman

"We've found that retail was not real cooperative with Country radio in giving us true figures."

—Bruce Sherman

an artist's record is doing in the stores — affecting rotations as well as add policy. "If I'm not getting any requests for it, I'm not going to play it in light one week, then medium, then heavy, even if it's selling," he explained.

Who's Doing The Buying?

Another problem with sales data is knowing exactly who is doing the

buying. KYGO's Jackson casts an especially wary eye at the sales of some of country's newcomers,



Jay Butler

which he feels are often spurred by airplay from other formats. "Overall, it's good for country music because these artists are expanding the horizons for us by bringing in new people. But I don't know if those buyers are inclined to listen to KYGO because they like these artists."

He feels more comfortable relying on sales information generated by more "traditional" artists. "What that's saying is, 'This is our product; this is straight country,' and the rest of the country is saying, 'Yeah! We like that!' That's healthy for us as a radio station. It helps us maintain our integrity in the format."

One way heavy album sales have affected Jackson's playlist is reflected in his move to play LP cuts

"If I'm not getting any requests for it, I'm not going to play it even if it's selling."

—Jay Butler

by hot sellers. He reasoned, "If we see an artist selling well to Country listeners, we feel we can play cuts from that LP because it's familiar to the audience — since so many of them have the record in their homes."

Jackson's ultimate concern is the direction some of country's "new edge" acts are taking and the future they have in Country radio. "I wonder how long some of them are going to be committed to country music and whether they'll stick with us. What if I give them airplay now, make our listeners aware, and those artists are not here next year? That would be time spent on nothing. There are so many out there who need exposure that you want to be sure you're picking the right people."

Jackson also turns a jaundiced eye on artists who ring the cash register owing to "hardcore cult followings." They sell, he said, "because there's no one else who does what they do. But that doesn't mean they fit my radio station. Often the following these artists have doesn't even come from airplay, so I'm often not really interested in playing their records."

—Katy Bee

HAVE YOU HEARD

In a recent poll conducted by *Seacoast Life* magazine, WOKQ/Dover, NH morning personality **Mike Martel** received top honors in the Best DJ category, WOKQ ND **Roger Wood** copped Best Newscast, and WOKQ led a field of 27 for the distinction as Best Overall radio station. For the third time in six years, WCHY/Savannah has been named Station of the Year by the Georgia Association of Broadcasters. CHAM/Hamilton, Ontario picked up its second consecutive Top Radio Station of the Year honor at the RPM Big Country Awards held in Toronto. Also, morning man **Cliff Dumas** was named Radio Personality of the Year.

Bill Fink is the new PD at KYAK/Anchorage, replacing **Bill Friday**. **KIKR/Conroe, TX MD Ken Murray** is upped to PD. **Joe Kelly** moves to MD, and **Chris Collins** joins for middays following the departure of PD **Mike**

Cannon to KPRC/Houston for Production Director duties.

At WCEM/Cambridge, MD: **John Harris** has been named OM and moves from middays to mornings, **Steve Long** moves to afternoons, and **Mike Allen** switches to morning news. Joining the station are **Lee Meadows** for middays and **Jimmy Starr** for nights. KYSN/East Wenatchee, WA OM/PD **John Byers** has been promoted to GM of sister station KBRO/Bremerton, WA. Production Director **Brian Stephenson** moves up to PD. **Kris Davis** has joined WXXK/Parkersburg, WV as Asst. PD/midday talent.

WBHP/Huntsville, AL MD/afternoon jock **Greg Picciano** has returned to Atlanta to do voice/club work. If you're interested in filling the job, T&Rs to PD **Jack Evans**. WORC/Worcester, MA evening personality **Carol Sweeney** has been upped to MD; **John**

Findlay joins for afternoons from WCLW/Mansfield, OH. WMUS/Muskegon, MI's new midday talent is **Debbie Lynne** from WZND/Zeeland, MI.

WBEE/Rochester morning man **Jim Macsaj** is getting married and leaving the business — at least in this country. Jim's betrothed is from Switzerland; the two will set up housekeeping in Zurich. He says his goal is to host the "Zurich Top 40 Countdown." Let me know if you need a consultant, Jim (for the show, that is).

News News: **Donna Robinson** named ND at WXCL/Peoria from WJBC/Bloomington, IL.

And a life of good health and great fishing to WKMF/Flint newsman **Dick Bling**, who's retiring after 37 years in broadcasting, the last 15 at WKMF. Among his plans are finishing a book about his experiences as a WWII POW.



Displaying the hardware won in a poll by *Seacoast Life* magazine are WOKQ/Dover, NH OM/PD **Jim Murphy**, morning man **Mike Martel**, ND **Roger Wood**, and publisher **Skip Marshall**.

NASHVILLE THIS WEEK

KATY BEE

CMA Names Horizon Nominees

The Country Music Association released nominations for the '87 Horizon Award for outstanding career achievement and named six contenders for the Country Music Hall of Fame.

Former winner Ricky Skaggs read the list of Horizon nominees during ceremonies at the Hall of Fame/Museum: T. Graham Brown, Holly Dunn, Steve Earle, Nanci Griffith, Highway 101, Michael Johnson, Lyle Lovett, O'Kanes, Restless Heart, and Sweethearts of the Rodeo.

Hall of Fame nominees included: Johnny Bond, Rod Brasfield, Homer & Jethro, Carl Smith, Hank Thompson, and Lulu Belle & Scotty Wiseman. The new inductee will join 45 previous honorees.

The CMA Awards presentation will be televised Monday, October 12, on CBS.

Southern Pacific Stays On Track

Given the success of the recent Vietnam veterans' reunion benefit concerts and a July 4 junket to the Soviet Union by the Doobie Brothers, it must be tempting for Southern Pacific members Keith Knudsen and John McFee to jump

back on the Doobie bandwagon. In fact, rumors to that effect have been floating around of late.

Though the former Doobies were responsible for getting the group back together after five years, Knudsen and John McFee did not go to Russia. They say at this point they have no plans to record or tour with the band, except maybe on an annual basis.

Knudsen wants things perfectly clear: "We're not leaving Southern Pacific to rejoin the Doobie Brothers. We've been working hard on Southern Pacific for three years, and we're not going to abandon it. There was never any doubt; we believe in what Southern Pacific has done. It's our thing and a chance to be creative. They can't get rid of us that easily!"

Adds manager Maria Brunner: "We're happenin' and happy." Winding up a successful summer tour, the group plans to complete its third album in August.



"PASS IT ON" — That's the key phrase the Songwriters Guild Foundation had in mind during its Sue Brewer Fund benefit show. Some of Nashville's major songwriters gathered to celebrate the spirit of songwriting in the traditional "guitar pull," pass-it-around style, honoring fellow writers who had inspired them. Participants included (l-r) Vince Gill, Guy Clark, John D. Loudermilk, Rosanne Cash, and Rodney Crowell. Participants not pictured: John Hiatt, Lyle Lovett, and Pat McLaughlin. The benefit was held at Nashville's historic Belmont Theatre — once a stage for the Grand Ole Opry. Proceeds go to scholarship funds for Nashville's Belmont College and Blair School of Music.



'80s FOLKS — Everyone was tuned in to "80s Ladies" during a listening party at RCA VP/GM Joe Galante's house with (l-r) K.T. Oslin, SESAC's Diane Petty, and Oslin producer Harold Shedd.

One dark note: the passing of Southern Pacific fan club President Sandra Buffalo of Goosecreek, SC, who died of a heart attack. She was an ardent supporter of the band since its inception; her family intends to carry on the fan club.

Nashville In NY & Other News

The Nashville Entertainment Association wanted the New Music Seminar in New York to have the big picture on Music City, so it shipped over 5000 specially-produced CDs for insertion in the registration packages. Titled "What You Haven't Heard . . . Nashville Rock," the discs included one song each from 14 unsigned area bands.

"The Outlaw and the Preacher" is the title of the proposed Johnny Paycheck gospel album — he hopes to team with evangelist John Wesley Fletcher for the August recording sessions. Paycheck will also be joining the President's "Just Say No" antidrug campaign.

The Anne Murray Center is in the works in her hometown of Springhill, Nova Scotia. The center will trace her career and display memorabilia. The provincial Department of Culture, Recreation and Fitness has committed \$295,000 to the project, set to open next summer.

The Montana Band, July 4 plane crash victims, will be honored during the August 8 TNN cable

cast of the Willie Nelson/Wrangler Music Invitational. Formerly known as the Mission Mountain Wood Band, they were grand prize winners in the national talent search's country category.

Czech this out: Warner Bros. is putting together an artist compilation to be released and distributed through Czechoslovakia's Supaphon label. Calling it a "montage of American songs," WB/Elektra is culling work from John Anderson, the Forester Sisters, Emmylou Harris, Jerry Lee Lewis, Gary Morris, Michael Martin Murphey, the Nitty Gritty Dirt Band, Southern Pacific, Mel Tillis, Sonny Throckmorton, Randy Travis, Hank Williams Jr., and Dwight Yoakam.

Creative ID's for particular stations.

On August 4th, the TMCI creative team will begin work in Nashville on a new Country package for EZ Communications. We call the package — FREEDOM. Before you make a decision on IDs this fall — listen to FREEDOM.



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URBAN CONTEMPORARY PICTURE PAGE



WZAK SIXTH ANNIVERSARY — WZAK/Cleveland celebrated its sixth birthday with a smash. On hand during an anniversary event are (l-r): WZAK staffers Bobby Rush and Renee Singleton; Lillo Thomas; contest winner Melody Reed; and WZAK personality Jeffrey Charles.



NEW YORK'S BIG WINNERS — WRKS made it profitable to listen during its "Passport To The World" contest. Grand prize winner Edward Wilson received \$20,000, a Porsche, and round trip airfare to Hawaii, Japan, Europe, and the Caribbean. Second prize winner Helen Williams picked up a Nissan and a round trip to one of the aforementioned locales. Shown (l-r) during the big payoff are Koepfel Motors' Suzin Scheid, WRKS PD Tony Gray, and Wilson; photo #2 (l-r) are WRKS's Brian Marks, Gray, winner Williams, and WRKS Promotion Director Eric Margolis.



BLACK MAGIC MUSIC MONTH — WMGL/Charleston hosted an all day music festival and was presented with a proclamation from the mayor celebrating Black Music Month. During the presentation (l-r) are WMGL Public Affairs Director Ponthelia Mack, Mayor Riley, and OM Alvin Stowe.



HAPPY DUO — Surface member Bernard Jackson (r) meets with former WEKS Atlanta afternoon driver Mitch Faulkner while promoting the band's debut album.



BIG DM GOES PLATINUM — WWDM/Sumter, SC, PD Andre Carson (r) accepts a platinum record from Capitol's Dick Dawkins. The record was given to the station because of its support of Freddie Jackson's hit album.



THE ROYAL TREATMENT — Vesta Williams held court recently with WDKX/Rochester's Jeff Grant (l) and PD Andre Marcel.



RADIO SPORTSWEAR HITS THE STREET — WJLB/Detroit, along with a local record retailer, has introduced its own sportswear line. Modeling the outfits are (l-r) WJLB air personalities Doc Elliott, Tony Perez, Duane Bradley, John Mason, Lynn Briggs, and Tune-Up Man.



SANBORN GOES SOUTH — While in Atlanta, David Sanborn was interviewed by WVEE "Quiet Storm" host Ellis Washington (r). Joining the pair was Warner Bros.' Teddy Astin.



MAJIC (108) SHOW — KMJM hosted the Miller Sound Express while in St. Louis. The free show featured One Way, System and Oran Juice Jones. Photo #1 backstage (l-r) are Majic 108's Alice & Charles Atkins, Terry Houston, Bevanne, Joe Nastes, MD Greg Beasley, Hyacinthe Stradford, Kid Williams and The Mac Attack. Photo #2: Atlantic's Eddie Holland (r) wants to know why he didn't get a Majic 108 shirt, while PD Mike Stradford takes the fifth. Photo #3: System's Mic Murphy styles his Majic sticker while posing with Hyacinthe Stradford and Greg Beasley.

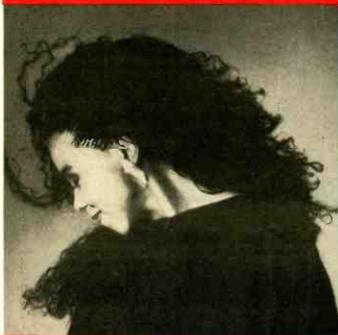
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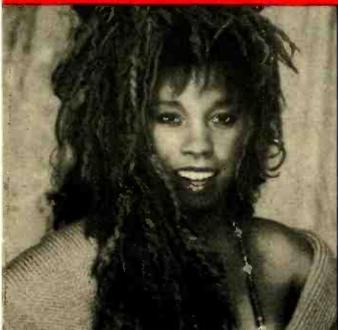


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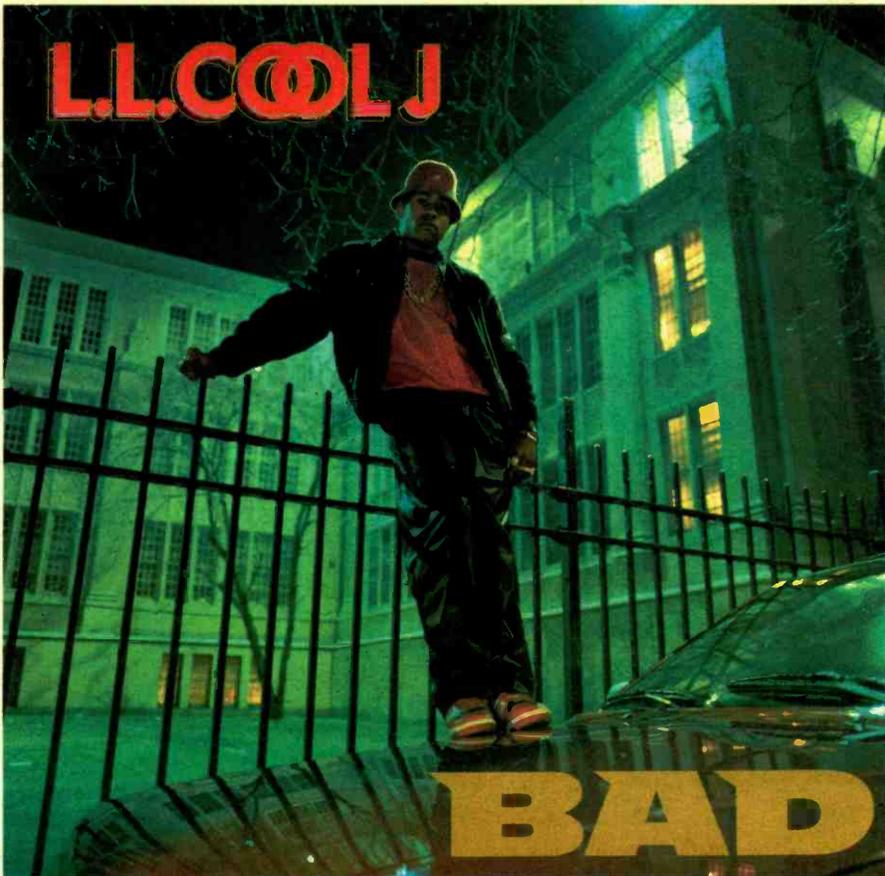
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WALT LOVE

URBAN CONTEMPORARY

Docket 80-90 — What's Going On?

During the past two years, two federal bills have been established to help minorities (women included) break into station ownership: Docket 80-90 and 84-235. Larry Eads, Chief/FCC Audio Services Division, has the update. His department licenses American radio stations: overseeing new outlets, renewals, sales, and transfers.

FM Expansion: 670 Communities

"Docket 80-90 was a series of rule changes," Eads explained, "making it possible to expand the number of FM facilities in approximately 670 communities nationwide. Docket 84-235 was the second bill, which allowed us to open up new services to those 670 communities reaching unserved areas and people. Docket 80-90 has been held up somewhat because of staffing shortages in the FM branch. Also, a large volume of applications had been filed in the initial window for channels that were on the table, but had not yet been applied for around the country.

"We've now worked through that backlog, and most of those cases have been designated for hearing. We have opened applications for 28 of the 80 frequencies allotted by Docket 80-90. This covers approximately 240+ cities, about one-third of the cities added through the bill."

Before You File...

Here are a few items Docket 80-90 applicants should be aware of:

- \$7800 in fees before designated hearing
- 18-month minimum between application, frequency assignment
- Federal, state airspace clearance requirements
- Potential radiation hazard at transmitter site

Before the Commission can designate comparative hearings, it must first receive and process the

"We have opened applications for 28 out of the 80 frequencies allotted by Docket 80-90."

applications for each market with an open window. Eads noted, "We haven't designated all 240+ cities for comparative hearings yet, but I think we've got a handle on the situation now. I really expect our pace to quicken. We're almost fully staffed; we have four more engineers to hire. Once these people are on board, we'll be able to handle the applications at a much quicker pace."

50% Fewer Applications Filed

"We're also seeing fewer applications filed as a result of the fee schedules that went into effect April 1. A new FM application is \$1800 at the time of filing, then another \$6000 at the designated hearing — a total of \$7800 to the US Treasury. Since the imposition of the fees, about 50% fewer applications are filed in each window. So that will



WILD WITHOUT YOU — While in Boston to promote their "Without You" single, Touch stopped by WILD. Pictured with the group are WILD PD Eroy Smith (center) and MD Tanya Pendleton.



READY FOR MILWAUKEE — Members of Ready For The World greeted WLUW jocks and contest winners after a concert performance. Gathered backstage were (l-r) RFTW's Willie Triplett Jr., WLUW's Shadow Daniels, contest winner, RFTW's Gordon Strozier, contest winner, and RFTW's Melvin Riley Jr. and Greg Potts.

help speed the completion of the Docket 80-90 windows."

How long would it take to acquire one of these frequencies if chosen in a comparative hearing? Eads said it depends on the circumstances. "If it's a market where applications are minimal, say five, then it might take a minimum of 18 months. Another market might have ten applicants — that's probably going to take much more time. We've found some situations where organizations negotiated a settlement with each other or joined forces. There's no set of rules; it just depends on who's involved and where it is."

Antenna Sites A Problem

Eads cautioned Docket 80-90 aspirants: "Applicants are having major difficulties locating the appropriate site for the transmitting

"We're seeing about 50% fewer applications filed as a result of the fee schedules that went into effect April 1."

antenna, particularly getting airspace clearance through the FAA. And now, some states have their own airspace clearance process.

"Applicants also need to be aware of the potential for radiation hazard to any people living in the immediate area or in nearby recreation areas. Consider the power that reaches the ground where people might reasonably be; that's a function of the system's power and the antenna height. If the site is in a remote area, this won't be any problem."

For more information about Docket 80-90 and related station activity, here's a direct number to the FCC's FM Branch Information Specialist: (202) 632-3964. And, as always, R&R will keep you posted on noteworthy developments.

ACTION

KOXL/Baton Rouge 7pm-midnight jock A.D. Welch upped to PD replacing Don Ricardo, who returns to mornings. Tony Lyte named MD for K94/Norfolk. KPRW/Oklahoma City morning show co-host Anne Webb moves to afternoons; Darnell Swift, formerly middays for KJ103/Oklahoma City, replaces Webb in the morning. Frank Skj takes over weekend mixing duties at WXYV/Baltimore. Anthony Jackson, formerly WBUM/Ashville, joins WVOI/Toledo for overnights. Born to KFXZ/Lafayette's Guy Broady and wife Una, daughter Kitty Karmin, named after Broady's mother — legendary Baltimore radio personality Kitty Broady.

Record Service Needed: WMGL, 60 Markfield Dr. #4, Charlestown, SC 29407 (803) 556-8881; Alvin Stowe. KJAY "Valley Sunset Music Show," 2341 El Camino Ave., Suite D, Sacramento, CA 95821; Lester Hall WMML, Box 2567, Mobile, AL 36652 (205) 438-4514; Earl Parnell. WLOU/Louisville sponsored Summerfest '87, featuring music, arts, and cultural dance workshops. WDJY/Washington will host Ft. Dupont's summer jazz concerts, with performances by Les McCann, Stanley Turrentine, Dave Valentin, Herbie Mann, Betty Carter, and Ahmad Jamal. WKWM/Grand Rapids sponsored an all-star basketball game featuring Earvin "Magic" Johnson. The proceeds went to an underprivileged children's fund.



NEW YORK MEETS WATLEY — Jody Watley thanked radio and retailers at a dinner celebrating the success of her debut album. Shown (l-r) are MCA's Michael Halley, WRKS's Bob Slade, Watley, and WRKS's Chuck Leonard and Beej Steele.



POWERFUL SPRING LOVE — The Cover Girls dropped by WUSL/Philadelphia to deliver their debut album "Show Me." On hand were (l-r) promoter Alan Lott, Cover Girls' Caroline Jackson, Angel Sabster and Sunshine Wright, WUSL staffers Mary Renkiewicz, Pat Jackson, and PD Tony Quararone.

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Current issue #87 features Z100/Z Morning Zoo, WPLJ/Jim Kerr, KPWR/Jay Thomas, WLUP/Jonathan Brandmeyer, San Diego's new Q106/Jojo Kincaid, Miami CHRs WPOW/Don Cox & Y100/Sonny Fox, & Portland's KMLJ. 90-min. cassette, \$5.50.

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Promotion/Public Relations Coordinator with announcing background for N.E. adult CHR. Must be team player. Resume: GM, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE (7/24)

Experienced, self-motivated newswoman wanted! At least two years' experience. T&R: Jim Morgan, WOVU, Rte#1, Box 23, Ocean View, DE 19970. EOE (7/24)

Hot AC in beautiful yuppie metro seeks adult one-to-one communicator and production pro. Excellent growing company. T&R: R.D.S., Box 5544, Huntington, WV 25703. EOE (7/24)

SJS Entertainment Corporation, a national radio syndication company, seeks experienced affiliate relations people. Salary and bonus. Call: (212) 370-9460. EOE (7/24)

Seek stylish morning news co-anchor for a leading station in Baltimore. Writing sample and T&R: Dave Humphrey, WLIF, 1570 Hart Road, MD 21204. EOE (7/24)

Seek experienced news anchor/reporter to gather, write, and deliver the best. T&R: Dennis Lamar, 198 Main Street, Danbury, CT 06810. EOE (7/24)

WFMY seeks parttime announcers. Females, beginners encouraged to apply. Starters' wages. T&R: Tom Rocco PD, Box 428, Blairtown, NJ 07825. EOE (7/31)

Q-105, DelMarVa's AC leader, seeks overnight personality. Yellmy. No beginners. T&R: Ken Medek, Box U, Salisbury, MD 21801. EOE (7/31)

Morning pro needed at New Jersey's best CHR. Hip, intelligent team player with excellent production. T&R: Tom Cunningham, WPST, Box 9750, Trenton, NJ 08650. EOE (7/31)

WSBG-FM/Poconos seeks AM drive jock and possible PM drive personality. Duties include music and promotions. T&R: Robin Lee, PD, WSBG, 22 S. 6th St., Stroudsburg, PA 18360. EOE (7/31)

Growing radio group seeks small market station manager. Mid-Atlantic region. Photo and T&R: C. Durst, Starcast Systems Inc., Box F, Keyser, WV 26726. EOE (7/31)

Seek experienced fulltime newswoman. T&R: Lynne Seerie, WJXB, 1862-1902 State St. Ext., Bridgeport, CT 06605. EOE (7/31)

Northern New Hampshire AC seeks night person to start September first. Beginners welcome. T&R: Lisa Mills, WLTN, Box 349, Littleton, NH 03661. EOE (7/31)

GSM: You've done local packages, promotion, and want the next step as GSM. Letter and resume: David Klahr, WVL, 636 Lendix Ave., Vineland, NJ 08360. EOE (7/31)

Midday announcer/afternoon newswoman needed at Central NY combo. T&R: Kim Stevens, WCHN, Box 552, Norwich, NY 13815. EOE (7/31)

102.00 DOUBLE

New CHR in Albany NY metro seeks experienced PM Drive "personality" with excellent phones and localization. Good production and promotions experience a plus! T&R to WOQY, One Broadcast Plaza, West Ave., Saratoga, NY 12866. EOE

WNCN 104.3 FM

#1 CLASSICAL station in NYC/US seeks morning personality. AC jocks encouraged to apply. We'll teach you the names. Forget everything you've heard about classical radio. Tapes and Resumes ONLY (NO CALLS) to: Mario G. Mazza, WNCN-FM, 1180 Avenue of the Americas, New York, New York 10036. EOE

OPENINGS

K-ROCK 92.3FM

Howard Stern All Morning
Classic Rock & Roll All Day

Infinity Broadcasting's WXXR (K Rock) New York seeking fulltime production director. Great opportunity with the best radio company. Extremely creative and innovative talent only need apply. T&R to Pat Evans, WXXR, 600 Madison Ave., New York, NY 10022. No calls. EOE

NEWS DIRECTOR/ ANCHOR NEEDED

Maybe you're looking for that perfect place to settle? Maybe you need stability, a professional environment, management support, and tremendous growth opportunity? Maybe you desire to live in an area that offers mountains, lakes, the ocean, and where your dollar goes far? Come work for our group. Excellent salary and benefits. Cover letter, tape, resume, and salary requirements to Radio & Records, 1930 Century Park West, #767, Los Angeles, CA 90067. EOE

Kiss 98.5 Mornings

Buffalo's Hottest CHR Wants You

If you're looking to move up in markets or have the right stuff to do mornings. If you possess a good sense of humor, are creative and have a strong desire to win, send your tape & resume to Paul "Boom Boom" Cannon, WKSE FM, 695 Delaware Ave., Buffalo, NY 14209. M/F EOE

NEWS DIRECTOR

Our News Director has moved to TV. We require a professional who understands local, full-service radio and can guide and direct a staff of 6. Knowledge of the New England area a plus. If you're presently an assistant ND, or ND in a small market, this could be the opportunity you've been seeking. Send T&R in confidence to Joe Corcoran, OM, WCAP, 243 Central St., Lowell, MA 01852. EOE M/F.

WCAP

MORNINGS

Major market Northeast station needs additional member of morning show cast. Great laugh a MUST! Females encouraged. Regardless of market size, send a non-returnable cassette and resume to Radio & Records, 1930 Century Park West, Box #771, Los Angeles, CA 90067. EOE

News Director/Anchor Growing Broadcast Group

for East Coast medium market AM. Good writing skills. Must be a teacher and aggressive news gatherer. Good rapport a plus. T&R to Radio & Records, 1930 Century Park West, #763, Los Angeles, CA 90067. EOE

OPENINGS

"THIS COULD BE THE LAST JOB YOU'LL EVER NEED!!!"

Major Western New York "Full Service" AC needs adult communicators. We are looking for professionals with production expertise and voices to match and the ability to relate to an adult audience. We can offer the most modern facilities available plus the freedom to be yourself. Only those seeking long term commitment need apply. If you ready, send tape and resume to Radio & Records, 1930 Century Park West, Box #772, Los Angeles, CA 90067.

STAFF NEEDED

Positive PD and up, happy, dedicated on-air staff needed for NE Medium market. Good voice... Great production. AC/CHR format. C&R to Radio & Records, 1930 Century Park West, Box #774, Los Angeles, CA 90067. EOE

SOUTH

Seek production person for top 100 Midwest market. Please send T&R: Mike Levine, Kelsey Broadcasting, Box 1466, Citron, GA 31794. EOE (7/24)

50kw Country station, WKRE, seeks air personality. We are 50 miles from Virginia Beach. T&R: WKRE, Box 220, Exmore, VA 23350. EOE (7/24)

Need now! An aggressive anchor/street reporter. Photo and T&R: Bill Dennis, WPVA, Box 87, Petersburg, VA 23804. EOE (7/24)

Fly high with the buzzard! Western Kentucky CHR seeks people who want to grow. Must be motivated. T&R: Tom Rogers, Box D, Cadiz, KY 42211. EOE (7/24)

Experienced AOR jocks needed for New Orleans/Baton Rouge market. T&R: Box 970, LePlace, LA 70069. No calls. EOE (7/24)

Talk hosts and personalities who know how to have fun on the phones wanted. Texas major market. T&R: Consultant, Box 881333, San Diego, CA 92108. EOE (7/24)

KVIC/Victoria's leading 100w AC/CHR seeks T&Rs for future openings. Females, minorities encouraged. T&R: Tony Davis, Box 3487, TX 77903. No calls. EOE (7/24)

Huntsville, Alabama: 100,000w Country FM seeks mature announcer. Creativity and ability to work with co-host a must. T&R: WDRM FM, Box 789, Oeatur, AL 35602. EOE (7/24)

Southwest Florida AOR seeks solid talent. Experienced only. Females/minorities encouraged. T&R: PD, Box 835, Lehigh Acres, FL 33936. EOE (7/24)

Leading promotion-oriented station is accepting T&Rs for future openings. CHR paradise. Low pay, high cost of living. Jerry L. Reed, WIIS, Box 4500, Key West, FL 33040. EOE (7/24)

Modern Country station in Southeast has an opening for a PD. Must have good people skills and strong production. T&R: Mike Comfort, WMBG, Box 707, Columbus, MS 39703. EOE (7/24)

Seek morning man for "Lite" format station in the top 100 Midwest market. T&R: Mike Levine, Box 1466, Titon, GA 31794. EOE (7/24)

Expanding broadcast group seeks airstaff for North Texas Contemporary FM. C&R: Dave Lyons, Box 489, Mary Esther, FL 32569. EOE (7/31)

Seek community-oriented announcer/salesperson. T&R: WLCC & WRAA, Box 387, Luray, VA 22835. EOE (7/31)

KWIC 108 Rock/Baumont, TX. seeks morning man! Creative, entertaining, hot phones, super creative production. T&R: David Perry, 4945 Fannett, 77705. EOE (7/31)

100,000w Country FM seeks entertaining jocks. Aircheck and resume to: Ben, Box 190, Albertville, AL 35950. EOE (7/31)

NE Arkansas powerhouse seeks air/promotion/appearance talent for immediate opening. Top 5 for top talent. T&R: Clyde Bass, KFBN, Drawer 1737, Jonesboro, AR 72401. EOE (7/31)

WHYI-FM seeks applicants for future on-air positions. T&R: 2741 N. 29th Ave. #300, Hollywood, FL 33020. No phone calls please. EOE (7/31)

Anchor/reporter needed for 3ward-winning news department. Aggressive reporter with solid anchoring abilities. T&R: Greg McKinney, WSPA-AM, Box 1717, Spartanburg, SC 29304. EOE (7/31)

Wild and crazy, can't be lazy! Black/Urban format accepting resumes for future account/sales positions. Resume: Joseph Behr, WVIS, Box 487, Fredericksburg, St. Croix 00840. EOE (7/31)

OPPORTUNITIES

OPENINGS

WCHY seeks commercial copywriter/production coordinator. Must possess creative skills that can sell. Team player. & Samples and T&R: Randy Bush, Box 1247, Savannah, GA 31402. EOE (7/31)

98 WCOS PROGRAM DIRECTOR

WCOS AM-FM, Columbia. #1 rated station in Top 100 market. We're looking for a creative, talented, hard working Program Director who hates to lose. We offer a competitive salary and a true chance to grow in your profession! Send complete resume and references to **John Bogan, WCOS, P.O. Box 748, Columbia, SC 29202. EOE M/F**

CAROLINA FM

Now accepting T&R's for future openings. No beginners please, but just a little experience might work! Great facility, team players only. Could be a bright beginning for talent. Send tape to Radio & Records, 1930 Century Park West, Box #773, Los Angeles, CA 90067. EOE

FLORIDA GULF COAST

Morning drive, strong personality, country on air talent. Above average compensation. Send Tape & Resume to P.O. Box 278, Fort Myers, FL 33902. All replies confidential. EOE

wstu 1450

Be a part of the fastest growing metro in Florida! Looking for AC communicator with team player attitude. T&R to Barry Grant, WSTU, 1000 Alice Ave., Stuart, FL 34994. EOE

1-95 FM-WAPI

Top producing and highly rated FM station in Alabama looking for a local sales manager who can lead an already assembled professional team. To qualify, candidates must be able to train and motivate as well as manage inventory. Company and compensation package are excellent. Station is part of a small group looking for expansion opportunities. Send qualifying resume to **Frank Taylor, GSM, WAPI FM, PO Box 10886, Birmingham, AL 35202. EOE**

WLMX LITE MIX 105

The South's fastest growing radio station in one of America's most beautiful cities is looking for an **exceptional individual to join our team**. Our uptempo AC debuted with a 10 share. If your career grows as fast as we have, there's no limit to what you can do. Position available is middays with the possibility of Music Director. Computer experience preferred, but not required. Please forward tape, resume and salary requirements to **Bill Burkett, WLMX, PO Box 989, Chattanooga, TN 37401. EOE**

OPENINGS

COUNTRY PD

Fast growing, aggressive Country FM in South Florida is looking for the right PD. Contact John Daniel (813) 627-9800 between 8am-10am or after 5pm.

COUNTRY MORNINGS

KRYS AM/FM K99, Corpus Christi seeks morning air personality for 3 person Morning Crew. T&R to **J.D. Gonzalez, 702 McBride, Corpus Christi, TX 78408. EOE**

93BLX

SUPERSTAR MORNING TALENT NEEDED

Looking for creative, funny, and entertaining person for 100,000 watt urban powerhouse! Hot phones and super creative production skills. Excellent salary! Send tape & resume to **Tony Brown, 1204 Dauphin Street, Mobile, AL 36604. "No phone calls please." EOE**

MIDWEST

News reporter/announcer needed for WIZM-AM/La Crosse. Prefer at least two years' experience. Excellent opportunity. T&R: Brad Dinsmore ND, Box 99, WI 54602. EOE (7/24)

KYKC seeks PD/afternoon drive personality. Leadership, promotion key. Salary commensurate with experience. T&R: Paul Logan, 1704 So. Cleveland, Sioux Falls, SD 57103. EOE (7/24)

Bring your willingness to learn to a fun place to work! We need a Country jock, pronto! T&R: Steve Bunyard, WMOK, Box 720, Metropolis, IL 62960. EOE (7/24)

Entry level news. Midwest daytimer that doesn't know it's a daytimer has immediate opening. Long hours. T&R: Brad Howard, Box 16, Ottawa, KS 66067. EOE (7/24)

Immediate opening for industrious female. Airshift and copywriting a must. Contact Randy Fink: (712) 364-2121. EOE (7/24)

Experienced morning host for nostalgia music station on AM market leader. Good communicator, personable delivery. T&R: Box 1478, Topeka, KS 66601. EOE (7/24)

Future morning drive opening at Oldies station. T&R: Jeff Stevans, KKOA, Box 130, Kearney, NE 68848. EOE (7/24)

KLZS-FM, exciting new AC station in Wichita, KS, seeks aggressive team players for future openings. Not afraid to work? T&R: Gene Rump, PO, 104 S. Emporia, 67202. EOE (7/24)

Wanted! Announcer for medium market FSA. T&R: WHBC, Box 9917, Canton, OH 44711. EOE (7/24)

Seek nighttime jock. Great working environment. Stable company. Females encouraged. C&R: KDKD, Box 448, Clinton, MO 64739. EOE (7/24)

XL 108/Great Bend, KS, seeks talented AC air talent with sports and news capabilities. Experience a must. T&R: Box 138, 1135 281 Bypass, 67530. EOE (7/31)

CHR KKL5 seeks strong midday air personality with good production skills. Live and work in the beautiful Black Hills. C&R: Roger Piper, Box 460, Rapid City, SD 57709. EOE (7/31)

OPENINGS

Morning star needed immediately. T&R: Jeff Cochran, PD, WPKR, Box 991, East Lansing, MI 48826. EOE (7/31)

Hot CHR Gold station with new facilities allocates big bucks for not morning talent. T&R: J.P. DeSantis, WCCW-FM, Box 666, Traverse City, MI 49865. EOE (7/31)

Looking for a promotion? So are we! Creative, dedicated Promotions Director/AT wanted. T&R: Connie Mattingly, WYTF, Box 956, Stevens Point, WI 54481. EOE (7/31)

KDAO Radio/TV-39 seeks newperson for immediate radio/TV news position. T&R: Mike Trudeau, Box 538, Marshalltown, IA 50158. EOE (7/31)

Experienced, responsible AC personality for highly-competitive market. P&P skills helpful. Salary 18k. T&R: Ray Malotte, Box 608, Galion, OH 44833. EOE (7/31)

Marketing Research Account Rep

We're not looking for someone who learned research "techniques" at a weekend crash course. We offer our clients **sound, unbiased market research** and need a pro with strong radio background to help with client relations. Send letter and resume to **Marketing Horizons, Inc., Media Research Division, 605 Old Ballas Rd., Suite 101, St. Louis, MO 53141. No phone calls. EOE**

All the best jobs . . . all over the country . . . every week in R&R Opportunities . . . check 'em out!

MORNING FM PERSONALITY

50,000 watt CHR FM, WQIO, seeks a morning entertainer with life! We need someone with a contemporary, 80's attitude, able to relate to an 18-35 year old audience. Production abilities are a must and air check tape should include examples. We are located in one of the fastest growing areas of Ohio, and provide competitive pay, good benefits, and a professional staff. Send T&R to **Mike Greene, General Manager, WQIO, Ohio's Super Station, Box 348, Mount Vernon, Ohio 43050. EOE**

AC PROGRAM DIRECTOR

Adult presentation with natural energy and warmth. Clean midwestern city, 100KW FM. Ground floor opportunity with excellent growth potential as group expands. Confidentiality assured. New Position. C&R to Radio & Records, 1930 Century Park West, #760, Los Angeles, CA 90067. EOE

WNCI 97.9

OUR #1 TEAM NEEDS ONE MORE WINNER!! WNCI Columbus wants to hear from the country's best up-and-coming CHR talent. If you have experience in a Contemporary format and you're ready to do evenings in one of the nation's fastest-growing cities . . . we've got the opening. You'll work with a great promotional staff and state-of-the-art studios. **WE MUST HEAR FROM YOU IMMEDIATELY!** Send tape, resume and photo to:

**Bill Richards
Program Director
WNCI
One Nationwide Plaza
2nd Floor
Columbus, OH 43215**

OPENINGS

MICHIGAN BEACHES

Morning Drive and Operations. Excellent pay, great summer beaches. Send T&R to **Corey Scott, WTRV, 875 E. Summitt, Muskegon, MI 49444. EOE M/F**

ALL POSITIONS OPEN

Work for the best. All positions open. Must be a team player, relate to community and music, warm, sincere, hip, a communicator. No acts or egos. Rush T&R plus cover letter today. Radio & Records, 1930 Century Park West, #752, Los Angeles, CA 90067. EOE

CHR Middays

KKLS FM (CHR) needs a strong midday air personality with good production skills. Live and work in the beautiful Black Hills. Cassette & resumes to **Roger Piper, KKL5 FM, PO Box 460, Rapid City, SD 57709. EOE**

WDTX Detroit FUTURE OPENINGS

Warm, natural, enthusiastic, bright, up-tempo jocks. No boss DJs. No screamers. No phone calls. Tape & resume to **Bobby Hatfield, PD, WDTX FM, PO Box 459, Royal Oak, MI 48068-0459. EOE**

COMING SOON . . .

future openings in medium-sized Southwest Market for Class C FM. Looking for all shifts. Send tape, resume, and photo immediately to Radio & Records, 1930 Century Park West, #769, Los Angeles, CA 90067. EOE

WEST

Accepting T&R's for possible future opening. Good company and benefits. Team players only. Larry Pirovetti PD, KFCB, 1806 Capitol Ave., Cheyenne, WY 82001. No calls please. EOE (7/24)

Wanted! Energized CHR jock for evenings. Also accepting T&R's for future openings all dayparts. T&R: Beau Reyes PD, KWNZ, 557 Washington St., Reno, NV 89501. EOE (7/24)

Monterey Bay's leading rocker, KMBY, seeks nighttime team player. Experience with strong production a must. T&R: ASAP: Rich Berlin, Box 1271, Monterey, CA 93842. EOE (7/24)

AC/CHR combo in Alaska's beautiful capital seeks energetic, versatile air talent. Females encouraged. T&R: PD, KJNO, 3161 Channel Dr., Juneau, AK 99801. EOE (7/24)

N. CA 100,000w has money to spend for right air talent/production wizard. T&R: Jim Nelly, KXGO, Box 1131, Arcata, CA 95521. EOE (7/24)

KKDJ/Fresno, CA, seeks pro AOR jock for upbeat morning team. Must love to read, write and have fun. No calls. T&R: Art Farkas, 3636 N. First, #135, 93796. EOE (7/24)

PD: Our expanding group client seeks special person for new Nevada CHR. Promotion-oriented, organization, and winning record a must. T&R: Box 526, Nicasio, CA 94946. EOE (7/24)

Opportunity knocks in the pages of R&R every Friday . . . call (213) 553-4330 to make it happen for you!

Career Sales Position: Two years' experience or CRM/C. No rookies. Good company and benefit plan. Sales manager: (503) 451-5425. EOE (7/31)

California AC seeks mature communicators. Good company and benefits. T&R: Russ, KLLY, 95FM, Box 80658, Bakersfield, CA 93380. EOE (7/31)

KISS 98 is accepting C&R's from gregarious, high-energy, organized CHR personalities for future openings. Dan Kelley, Box 740, Cortez, CO 81321. EOE (7/31)

PD for Rocky Mountain AM/FM, salary based on experience and production creativity. Call Bob or Julie: (406) 761-2800. 9-11am MDT. EOE (7/31)

OPPORTUNITIES

OPENINGS

KKRZ/Portland looking for Production Director with multitrack experience and exceptional creative skills. Should be able to write and produce killer station promos as well as manage production department for top station in Portland. No calls please! Replies to KKRZ, 4949 SW Macadam Ave., Portland, OR 97201. EOE



Stockton California's KWIN has a rare opening for a zanny, loveable, creative, directable personality. Immediately. No phones. T&R to John Willyard, PO Box 7871, Stockton, CA 95207. EOE M/F

POSITIONS SOUGHT

Sportscaster in search of challenge. Can write, anchor, PBP, DJ/production experience. DAN: (205) 233-4526. (7/24)

News pro: Great pipes, delivery, writing, digging, and creative use of sound. Major market experience, solid references. WAYNE SMITH: (503) 292-2261. (7/24)

Experienced announcer, great production! Prefer Adult MOR/Top 40. Willing to relocate. HENRY: (201) 836-5166. (7/24)

Twelve-year pro seeks midday or afternoons with AC/CHR. Dependable, team player. Call JACK: (219) 464-9955. (7/24)

You're there, I'm here. I'd rather be there. Call me here. Prefer West or South. Classic Rock/CHR/AOR/AC. RON YANDO: (806) 797-3377. (7/24)

Talk show host bursting with talent, energy and enthusiasm may be your find of the year. Can double as newsmen. PETE: (213) 395-0874. (7/24)

Hot morning show. P.T.: (703) 373-0718. (7/24)

Where do these guys come from? My current GM thinks a sweep is something you do with a broom. Help! PD/drive/time. (303) 544-7020. (7/24)

Experienced CW air talent seeks job in Texas, Oklahoma, Louisiana, New Mexico, or Arkansas. Will consider South-east. Call my answering machine: (806) 293-5688. (7/24)

Attention PDs, OMs, NDs, GMs

Searching for Talent? CALL NATIONAL!

It's Quick . . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now — 205-822-9144.

NATIONAL BROADCAST TALENT COORDINATORS ACT NOW!
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

New Age/Jazz format programmer/engineer seeks station switching to this new exciting format. BRUCE: (818) 342-6521. (7/24)

Communications grad wants first chance at promotions or station management. Relocation no problem. Available August. 15 Agents welcome. Serious calls only. (215) 692-7988. (7/24)

Ambitious, young Sports Director with PBP experience seeks larger market with a great team. ROD: (814) 782-3888. (7/24)

Experienced, talented, creative and ready to move. Previously held eight-hour airshift and wrote commercial copy. RAY: (914) 271-6076. (7/24)

POSITIONS SOUGHT

Sportscaster position wanted! Prefer Midwest to West. Unlimited experience in reporting, PBP. Vast sports knowledge with great personality. DALE: (303) 984-3395. (7/24)

Ten-year veteran at 30 seeks AM drive/programming/GM position. Pipes, ratings, and proven winner. Currently employed in Fresno. STEVE ALLISON: (209) 683-8435. (7/24)

Mornings preferred: add some life to your airstaff. Proven numbers, great one-to-one. Phones, drops, bits. WDIZ, WSHS. WOVV. SEBASTIAN: (305) 466-3484. (7/24)

Combo engineer, production, and morning talent seeks a diverse position with aggressive broadcaster. 14 years' experience in all size markets. RIK: (307) 733-1104. (7/24)

Talented beginner seeks big break in radio. Any market, any shift. DJ or news. Get me on the air. DAVE: (617) 782-04FM. (7/24)

Ten-year pro, AT/MD/Assistant PD with production skills, seeks great team that works hard. Prefer West, CHR/AC/Urban. DAVID: (303) 597-7114. (7/24)

Pittsburgh native experienced in radio tele-marketing/production, seeks on-air position in Orlando. Lots to offer. Let's talk. MIKE: (412) 925-7102. (7/24)

Sportscaster with five years' PBP experience seeks medium market opening: Football/basketball PBP, Solid, knowledgeable. ART: (303) 275-7488. (7/24)

Wire service reporter wants to return to radio news. Willing to relocate. ALLAN: (603) 228-4251. (7/24)

If you want good, stable, non-nonsense radio, call me now. AC/CHR/Country. JERRY: (919) 735-5238. (7/24)

Bruce would cry! CHR one weekend, MOR next! Six years AC/CHR. Also club/mobile work. Save this Jersey jock. PETE: (201) 529-2160. (7/24)

I keep hearing stations are desperate for good sportscasters. I'm desperate for a good sports station. We're a perfect match. (216) 255-8143. (7/24)

Born, bred, and trained sportscaster just keeps spinning records. Experienced Sports Director seeks a journalistic challenge. DON JOHNSON: (314) 364-6720. (7/24)

Dallas/Fort Worth driving area. Any shift, any format. Great ratings and lots of CHR experience. Currently employed. MIKE: (817) 548-7626. (7/24)

Have learned from the best. Give you my best, 24 hours a day. All you have to do is call. TAD: (316) 886-9711. (7/24)

13 years, Program Director/air talent. Country/AC/Oldies. Ready to go to work. BOB SHANNON: (318) 635-5204. (7/24)

Help! Rescue me from Janet Jackson! Five-year AOR pro victimized by the dreadful world of Top 40. Available immediately. Call now! KERRY: (217) 762-9205. (7/24)

AC/Oldies personality with ten years' experience seeks position. Prefer Richmond, VA, to Washington, DC. PHIL GODDWIN: (703) 672-2062. (7/24)

CHR talent. 1100 Daytona/Jacksonville, OK100/New York, WANS. Available for medium/large markets. Prefer Florida and West Coast. (305) 721-0582. (7/24)

Highly-rated Sports Director with 11 years' experience in New York market will be relocating to Sarasota, FL area in August. Prefer Oldies format. ED: (813) 377-0746. (7/31)

Here I am in my eighth year of broadcasting and I'm being told I don't have enough experience. Who's zoomin' who? I'm sick of Beethoven K. Strong Hodge: (212) 806-5713. (7/31)

150 voices, looking to move! Morning pro. JEREMY: (609) 696-2382. (7/31)

Help! I'm drowning in a sea of Position Sought ads. Veteran personality available. Comic wit, humor, originality. Prefer Oldies/AC, Mountain/Pacific zones. (602) 326-5940. (7/31)

Warm, friendly, one-to-one communicator with three years' experience wants an airshift in a format skewed towards 18-49 males & females. RANDY: (507) 238-9756. (7/31)

POSITIONS SOUGHT

Just a shot! That's all I ask. At medium/major market. Personality and strong production. RON SMITH: (606) 789-6664 or (606) 789-6336. (7/31)

Ten-year pro seeks MD or Promotions Director position with modern Country outlet. Prefer top 100 markets. (601) 446-5025. (7/31)

Experienced DJ! Production, hardworker, great voice! Seeks fulltime, any shift. Will relocate. Any size market. ROBERT: (501) 847-8879 or (505) 327-0528. (7/31)

Warm, lively personality, currently employed parttime, seeks fulltime position. Dependable team player. STEVE: (417) 883-4060. (7/31)

Hardworking team player seeks stable, winning organization. Former PD/MD. Prefer AC/CHR/Country. JERRY: (919) 735-5238. (7/31)

PBP is my forte. Can cover your sports with live reports. Love sports talk. I'll even jog. Call today, don't delay! (216) 255-8143 evenings. (7/31)

Enthusiastic young jock with AC/Country experience seeks fulltime on-air gig at small/medium market station in Mid-west/East. Voices. BILL: (216) 442-7892. (7/31)

13 years PD/air talent. Ready to go to work. AC/Oldies/Country. Good production. BOB SHANNON: (318) 635-5204. (7/31)

Experienced news anchor seeks news/sports job. Any area of the country. DAVID HICKS, Springfield, MO: (417) 882-6086. (7/31)

Fast learner, diligent worker. Will relocate. Seek announcer position in Sunshine State. MIKE: (305) 793-3932. (7/31)

Available now! AC/Country/Easy. Minor market experience. Desire long term in the West. Mature. Dependable. DOUG: (415) 924-0931. (7/31)

Ten years' experience, seek full/parttime position, any shift. Prefer AOR/Country, MD/Asst. PD experience. JESSIE: (818) 761-8823. (7/31)

Small/medium market CHR/AC! I'm not a superstar, just a hardworking dependable air personality/copywriter team player. Will relocate. For T&R, NORRIS: (602) 829-0177. (7/31)

Oliver North forgot to mention I'm a hardworking recent Portland production director/weekend announcer who seeks job. Team player, varied experience. KYLE: (503) 645-6751. (7/31)

Tight board, loose lips. Will travel! (Foot-in-mouth, not included.) Prefer Gold/AC/CHR. NEIL LEBBO: (703) 329-1271 or (305) 686-6378. (7/31)

Available now! Sharp, enthusiastic DJ with experience in small market. News, production, copy, CHR/AOR/AC. TOM: (319) 753-1763. (7/31)

I'd like to stay in Milwaukee! Five years' major market experience as PD/MD on-air. Format change casualty. TOM: (414) 251-8505. (7/31)

High energy, no puke. Medium and majors only. Professional-yours. MARK DAVIS and the nighttime show. (913) 823-5383. (7/31)

Responsible, funny, topical air talent seeks medium/major CHR/Oldies. 10 years' broadcast experience. STEVE MORENO: (209) 951-3938. (7/31)

POSITIONS SOUGHT

You've made the right choice! Morning flair, top in production, tight board. Live by the basics. Jock seeks medium/large market. JOHN BACH: (305) 337-0012. (7/31)

The best friend your listeners can have is right here. Look no more. Hardworking pro, strong production. Willing to relocate. (609) 795-7509. (7/31)

DESPERATELY SEEKING SUSAN!

or Radio KAOS. I'm ready to date your GSM's daughter if that's what it takes. I'm an AOR, AT, Promotional nut. Love community involvement and heavy phones, and beyond mental help. Call Chris - before 11 A.M. (EST) 305-239-0827.

MISCELLANEOUS

Top AC station in South-Central Indiana seeks record service from all labels. ATTN: Kurt Hammer, WCSJ, Box 709, Columbus, IN 47202. (7/31)

Urban dance, WVIS-FM seeks promotional material from all labels. ATTN: Joseph Bahr, Box 457, Fredenickst, Saint Croix, or call (809) 778-5199. (7/31)

Higher Octave Music is an independent record company formed by West Marshall and Paul Hunger which also produces the syndicated new age program "Soundscape 80." They can be contacted at: 8033 Sunset Blvd. Ste. 41, Los Angeles, CA 90048. (213) 856-0039.

Sterling Consulting & Research has been formed by parent Sterling Communications Corp., whose President/CEO Larry Patrick will also head the new company. Address and phone are the same for both companies: 10320 Little Patuxent Pkwy. Ste. 808, Columbia, MD 21044. (301) 992-7500.

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.

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

R&R NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS.

MICHAEL JACKSON

I Just Can't Stop Loving You (Epic)

89% of our reporters on it. Rotations: Heavy 10, Medium 36, Light 35, Total Adds 81 including WALK, WSNI, WHTX, WSB-FM, WNLT, WNIC, WOMC, WMYX, KYKY, KOST, KLCY, Y103, WWMJ, WAFL. Debuts at number 12 on the AC chart. Highest Breaker by percentage in AC history.

LOS LOBOS

La Bamba (Slash/WB)

65% of our reporters on it. Rotations: Heavy 6, Medium 37, Light 22, Total Adds 21 including WALK, WHTX, WLTF, WZNY, WEZC, WHVE, WRMF, WHNN, 3WM, KWAV. Debuts at number 24 on the AC chart.

NEW & ACTIVE

RESTLESS HEART "Why Does It Have To Be (Wrong Or Right)" (RCA) 44/12

Rotations: Heavy 2/0 Medium 19/2 Light 23/10 Total Adds 12 WKY, KLCY, WAEB, WYTC, WIZD, WSLQ, WLHT, WFMK, WTN, WNUJ, WXUS, KWWS, Heavy WGLL, WAHR, Medium including WKYE, WTFM, WNAM, KWFM, WEIM, WKNE, WSKI, WCHV, WCVQ, WKCX, WZLO

HERB ALPERT "Making Love In The Rain" (A&M) 40/3

Rotations: Heavy 0, Medium 19 1, Light 24/7, Total Adds 8, KLCY, WTCB, WIZD, KWFM, WWMJ, WQHQ, WTN, KKLV, Medium including KEZR, Y103, WNAM, WTRX, WEIM, WGLL, WAFL, WSKI, WCHV, WGSV, WKCX, WBGW, WZLO, WMTFM, WXUS, WJON, KWWS, KOSW

JAMES INGRAM "Better Way" (MCA) 40/15

Rotations: Heavy 0, Medium 7/1, Light 33 14, Total Adds 15, WKYE, WKGW, WYTC, WTCB, WTFM, WTRX, WLHT, WFMK, WMOG, KDUR, KWAV, WTN, WNUJ, WMTFM, KMGO, Medium including KWFM, WAFL, WSKI, WCKQ, WCHV, WZLO, Light including KLCY, KEY103, WWMJ, WQHQ, WNAM, WCVQ

RED SPEEDWAGON "In My Dreams" (Epic) 40/3

Rotations: Heavy 3/0, Medium 28/1, Light 9/2, Total Adds 3, KELT, WSLG, KWWS, Heavy WAFL, WCHV, KOSW, Medium including KLCY, K101, WKYE, WNAM, KWFM, WKNE, WGLL, WSKI, WTN, WMPA, WCKQ, WGSV, WAGE, WKCX, WZLO, WMTFM, KFSB, KYJC, KMGO

ABC "When Smokey Sings" (Mercury/PolyGram) 38/4

Rotations: Heavy 2/0, Medium 22/1, Light 14/3, Total Adds 4, KIFM, WYTC, Y103, WCVQ, Heavy KELT, WAFL, Medium including K101, WKYE, KEY103, WTCB, WIZD, WMOG, WEIM, WGLL, WSKI, WQHQ, WMPA, WCKQ, WCHV, WAGE, WORG, WKCX, WBGW, WZLO, WMTFM, KKLV, KYJC

BEBE & CECE WINANS "I.O.U. Me" (Capitol) 28/5

Rotations: Heavy 0, Medium 6 1, Light 22/4, Total Adds 5, WKNE, WTFM, KWFM, KWWS, WAHR, Medium WGLL, WJON, WAFL, WBGW, KYJC, Light including WKNE, KEY103, WNAM, WTRX, WFMK, WHNN, WCVR

BREAKFAST CLUB "Kiss And Tell" (MCA) 28/3

Rotations: Heavy 1/0, Medium 9/0, Light 18/3, Total Adds 3, WSLQ, WQHQ, KOSW, Heavy WGLL, Medium KHYL, WEIM, WAFL, WSK, WCKQ, WCHV, WSLG, WBGW, KYJC, Light including B100, WKYE, KEY103, WWMJ, WCVQ, WAGE, WORG, WKCX, WZLO, KFSB, WJON

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STEVE WINWOOD	87/0	73	9	5
2 DONNIE WARWICK & JEFFREY OSBORNE	89/0	69	17	3
3 SUZANNE VEGA	89/2	68	16	5
4 DANNY WILSON	85/1	66	13	6
5 HEART	77/0	57	14	6
6 KLYMAXX	82/0	57	21	4
7 SMOKEY ROBINSON	85/5	34	46	5
8 FLEETWOOD MAC	77/2	53	19	5
9 JONATHAN BUTLER	79/0	47	25	7
10 MADONNA	79/6	31	42	6
11 AL JARREAU	70/0	35	31	4
12 MICHAEL JACKSON	81/81	10	36	35
13 WHITNEY HOUSTON	85/24	5	58	22
14 CROWDED HOUSE	64/4	26	29	9
15 CHRIS DEBURGH	73/3	24	37	12
16 DAN HILL	57/0	17	27	13
17 ANITA BAKER	74/6	18	44	12
18 HUEY LEWIS & THE NEWS	67/16	7	44	16
19 LARRY CARLTON	62/0	22	30	10
20 DAN FOGELBERG	69/7	6	49	14
21 UZ	54/5	21	24	9
22 WHITNEY HOUSTON	44/0	13	21	10
23 BRUCE HORNISBY & THE RANGE	45/0	11	21	13
24 LOS LOBOS	59/21	6	31	22
25 CARLY SIMON	39/0	4	27	8
26 LAURA BRAMGAN	55/4	6	32	17
27 IN PURSUIT	54/4	9	28	17
28 BILL MEDLEY & JENNIFER WARNE	56/0	9	32	15
29 DEBBIE TAUPIN	48/0	20	17	11
30 NYLONS	31/0	6	12	13

MOST ADDED

- MICHAEL JACKSON (81)
- WHITNEY HOUSTON (24)
- LOS LOBOS (21)
- GRATEFUL DEAD (20)
- HUEY LEWIS & THE NEWS (16)
- JAMES INGRAM (15)
- 10,000 MANIACS (14)
- RESTLESS HEART (12)
- BANANARAMA (11)
- HERB ALPERT (8)

HOTTEST

- STEVE WINWOOD (58)
- WARWICK & OSBORNE (52)
- SUZANNE VEGA (47)
- DANNY WILSON (41)
- HEART (35)
- KLYMAXX (31)
- JONATHAN BUTLER (19)
- FLEETWOOD MAC (16)
- AL JARREAU (16)
- UZ (14)

10,000 MANIACS "Peace Train" (Elektra) 26/14

Rotations: Heavy 0, Medium 2/1, Light 24 13, Total Adds 14, WKYE, KEY103, WTRX, KWFM, WGSV, WAHR, WAGE, WORG, WCKX, WAEC, WMTFM, KFSB, KKLV, KMGO, Medium including WAFL, Light including WEIM, WSKI, WCKQ, WCVQ, WSLG, WBGW, WJON, KYJC, KOSW

GLORIA ESTEFAN & MIAMI SOUND MACHINE "Rhythm Is Gonna Get You" (Epic) 25/1

Rotations: Heavy 6/0, Medium 12 0, Light 7/1, Total Adds 1, KLSI, Heavy KSTP, WKYC, WHVE, WMOG, WAFL, WCKQ, Medium, WNLT, KEZR, WTCB, Y103, WIZD, WSLQ, KKOB, WCHV, WORG, WKCX, WBGW, WMTFM, Light including KHYL, B100, WZNY, WGSV, WAEC, KMGO

SIGNIFICANT ACTION

KOOL & THE GANG "Holiday" (Mercury/PolyGram) 23/0

Rotations: Heavy 1/0, Medium 18/0, Light 8/0, Total Adds 0, Heavy WCHV, Medium KVL, WKYE, WZNY, WIZD, WRMF, WGLL, WSKI, WQHQ, WMPA, WCKQ, WGSV, WAGE, WKCX, WBGW, KKLV, KOSW

GRATEFUL DEAD "Touch Of Grey" (Arista) 22/20

Rotations: Heavy 0, Medium 4/4, Light 18/16, Total Adds 20, WKYE, WIZD, WHVE, KVLV, WWMJ, WGLL, WAFL, WSKI, WCKQ, WCVQ, WGSV, WORG, WAEC, WMTFM, KFSB, KKLV, KQAG, KYJC, KWWS, KOSW, Light including B100, WTCB

ROSANNE CASH "The Way We Make A Broken Heart" (Columbia) 19/0

Rotations: Heavy 1/0, Medium 5 0, Light 13/0, Total Adds 0, Heavy KOSW, Medium WAFL, WCHV, WAHR, WMTFM, KYJC, Light, KEY103, WNAM, WTRX, WKNE, WSKI, WCKQ, WGSV, WORG, WAGE, WZLO, KFSB, WJON, KMGO

ROY ORBISON "In Dreams" (Virgin) 18/3

Rotations: Heavy 0, Medium 3/0, Light 13/3, Total Adds 3, WORG, KKLV, KWWS, Medium WEIM, WAFL, WAHR, Light including WNAM, WSKI, WCHV, WGSV, WAGE, WBGW, WZLO, KFSB, WJON, KOSW

AMAZULU "Montego Bay" (Mango/Island) 16/3

Rotations: Heavy 1/0, Medium 5/0, Light 10/3, Total Adds 3, WSLG, WZLO, KWWS, Heavy WJON, Medium Y103, WAFL, WQHQ, WCHV, WCVQ, Light including KEZR, WNAM, WCKX, WBGW, WMTFM, KYJC, KOSW

REGINA BELLE "Show Me The Way" (Columbia) 14/5

Rotations: Heavy 0, Medium 2/0, Light 12/5, Total Adds 5, WNIC, B100, WCHV, WKCX, WAEC, Medium WQHQ, KMGO, Light including WAEB, WWMJ, WEIM, WORG, WZLO, KFSB, KYJC

NICHOLAS TREMULIS "More Than The Truth" (Island) 14/3

Rotations: Heavy 0, Medium 4/0, Light 10/3, Total Adds 3, WAGE, WKCX, KWWS, Medium WGLL, WAFL, WJON, KOSW, Light including WQHQ, WMPA, WCVQ, WAEC, WBGW, WZLO, KYJC

BOY GEORGE "Everything I Own" (Virgin) 14/0

Rotations: Heavy 0, Medium 5 0, Light 9/0, Total Adds 0, Medium KWAV, WEIM, WAFL, WCHV, KOSW, Light, WSKI, WQHQ, WCVQ, WBGW, WZLO, WMTFM, WJON, KYJC, KMGO

LEVEL 42 "Running In The Family" (Polydor/PolyGram) 13/2

Rotations: Heavy 0, Medium 4/1, Light 9/1, Total Adds 2, WAFL, WCKQ, Medium including WKYE, WGLL, WCHV, Light including WTRX, WEIM, WAGE, WORG, WAEC, WZLO, KYJC, KOSW

BANANARAMA "I Heard A Rumour" (London/PolyGram) 12/11

Rotations: Heavy 0, Medium 3/3, Light 9/6, Total Adds 11, WKYE, WEIM, WGLL, WAFL, WSKI, WCKQ, WAGE, WAEC, WZLO, KYJC, KOSW, Light including B100

CHICAGO "Niagara Falls" (Full Moon/WB) 12/1

Rotations: Heavy 1/1, Medium 9/0, Light 2/0, Total Adds 1, 3WM, Medium, WKYE, WMOG, KWFM, WGSV, WKCX, WBGW, KFSB, KYJC, KOSW, Light, KEY103, WSKI

GLENN MEDEIROS "Watching Over You" (Amherst) 10/7

Rotations: Heavy 0, Medium 4/4, Light 6/0, Total Adds 7, WTFM, 3WM, WGLL, WAHR, WZLO, WXUS, WJON, Light including WNIC, WTRX, WCKX

PAUL SIMON "Diamonds On The Soles Of Her Shoes" (WB) 10/3

Rotations: Heavy 0, Medium 5/1, Light 5/2, Total Adds 3, WEIM, WAHR, WBGW, Medium including WWMJ, WGLL, WAFL, WMTFM, Light including WKYE, WTRX, WCVQ

FREDDIE JACKSON "Don Tonight" (Capitol) 9/4

Rotations: Heavy 0, Medium 6/1, Light 3/3, Total Adds 4, KIFM, WZNY, WCVQ, WMTFM, Medium including B100, WHVE, WEIM, WAFL, WSKI

BRUCE COCKBURN "Waiting For A Miracle" (Gold Castle) 9/1

Rotations: Heavy 0, Medium 3/0, Light 8/1, Total Adds 1, KWWS, Medium, WEIM, WGLL, WCHV, Light including WKNE, WSKI, KWBE, KYJC, KOSW

NEW ARTISTS

	Reports/Adds
1 BEBE & CECE WINANS/I.O.U. Me (Capitol)	28/5
2 BREAKFAST CLUB/Kiss And Tell (MCA)	28/3
3 10,000 MANIACS/Peace Train (Elektra)	26/14
4 GRATEFUL DEAD/Touch Of Grey (Arista)	22/20
5 ROY ORBISON/In Dreams (Virgin)	16/3
6 AMAZULU/Montego Bay (Mango/Island)	16/3
7 REGINA BELLE/Show Me The Way (Columbia)	14/5
8 NICHOLAS TREMULIS/More Than The Truth (Island)	14/3
9 BOY GEORGE/Everything I Own (Virgin)	14/0
10 BRUCE COCKBURN/Waiting For A Miracle (Gold)	9/1

New Artists are those who have not previously been reported as a Breaker by reporting stations

AC ADDS & HOTS

FULL-SERVICE AC

MOST ADDED

- MICHAEL JACKSON (29)
- WHITNEY HOUSTON (19)
- SMOKEY ROBINSON (8)
- DANNY WILSON (7)
- LOS LOBOS (6)
- MADONNA (6)
- DAN FOGELBERG (5)
- HUEY LEWIS & THE NEWS (5)
- SUZANNE VEGA (5)
- ROY ORBISON (4)

HOTTEST

- WARWICK & OSBORNE (26)
- STEVE WINWOOD (24)
- AL JARREAU (23)
- KLYMAXX (18)
- SUZANNE VEGA (16)
- HEART (14)
- DAN HILL (14)
- CARLY SIMON (8)
- DANNY WILSON (8)
- LARRY CARLTON (7)

EAST

PARALLEL ONE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FOUR

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FIVE

- WYFF/Pittsburgh Tom Cuddy

One station reported a frozen list this week: WQOW/Chattanooga

GOLD INTENSIVE

MOST ADDED

- MICHAEL JACKSON (16)
- WHITNEY HOUSTON (7)
- SMOKEY ROBINSON (7)
- DAN FOGELBERG (5)
- HUEY LEWIS (4)
- MADONNA (4)
- WARWICK & OSBORNE (4)
- CHRIS DeBURGH (2)
- U2 (2)

HOTTEST

- STEVE WINWOOD (23)
- WHITNEY HOUSTON (16)
- HEART (15)
- SUZANNE VEGA (12)
- WARWICK & OSBORNE (10)
- DAN HILL (9)
- AL JARREAU (9)
- KENNY G (8)
- KLYMAXX (7)
- BRUCE HORNSBY (6)

EAST

PARALLEL ONE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FOUR

- WYFF/Pittsburgh Tom Cuddy

Two stations did not report a new playlist, therefore their rotations were frozen: KCIX/Boise WMMX/Baltimore

SOUTH

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

One station did not report a new playlist for six weeks in a row. Their data was not used: WBT/Charlotte

These new stations did not call in a report, so they had no chart information entered: KFUS/Los Angeles KRMG/Tulsa WHDH/Boston WSB/Atlanta

SOUTH

PARALLEL ONE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FOUR

- WYFF/Pittsburgh Tom Cuddy

33 Reporters 29 Current Reports

MIDWEST

PARALLEL ONE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FOUR

- WYFF/Pittsburgh Tom Cuddy

Six stations did not report a playlist, therefore their rotations were frozen: KDKA/Pittsburgh KVCC/San Luis Obispo WISN/Milwaukee WKYX/Paducah WTKO/Itasca

MIDWEST

PARALLEL ONE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FOUR

- WYFF/Pittsburgh Tom Cuddy

These two stations have yet to call in a report, so they had no information entered: KKCV/Portland WCLR/Chicago

WEST

PARALLEL ONE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL TWO

- WYFF/Pittsburgh Tom Cuddy

PARALLEL THREE

- WYFF/Pittsburgh Tom Cuddy

PARALLEL FOUR

- WYFF/Pittsburgh Tom Cuddy

46 Reporters 43 Reporters

ALTERNATIVE AC

- KSLB San Jose
- KATW Los Angeles
- KSLB San Francisco
- KACE Los Angeles, Kute, Los Angeles, and WLRN/Chicago did not report this week.

KLRS/San Jose adds two each by Moody Blues member Patrick Moraz and European artist Dennis Haines; Chick Corea's "Light Years" recently peaked at #4 on the R&R Jazz chart. KATW jumps early on Michael Tomlinson's LP title track; Chet Atkins's song is among the hottest. KBLX/San Francisco is the only station to report Michael Jackson's new single.

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

JULY 31, 1987

Table with 3 columns: Rank, Artist/Track, and Station/Notes. Includes entries like G. Benson/E. Klugh/Collaboration (WB), Pat Metheny Group/Still Life (Geffen), and Freddie Hubbard/Life Flight (Blue Note).

NEW & ACTIVE

Text listing new and active releases with station call letters and notes. Includes entries like Fattburger/Good News (Intima/Enigma), Washington Jr./Strawberry Moon (Columbia), and Hank Crawford/Mr. Chips (Milestone/Fantasy).

MOST ADDED

- Freddie Hubbard (13), Mayor Washington (11), Gwynn Ferguson (8), James & Vinson (8), DTB (8), Janis Siegel (7), Jimmy Heath (6), T. Lavitz (6)

HOTTEST

- Pat Metheny Group (20), Benson/Klugh (17), Andy Narell (17), Janis Siegel (13), Yellowjackets (11), Larry Carlton (8), Michael Franks (7), Chick Corea (6), Eddie Daniels (6), Bobby Hutcherson (6)

MOST ADDED TRACKS

- Pat Metheny/Talk (9), James & Vinson/Teach (8), Freddie Hubbard/Battlescar (7), Jimmy Heath/You Can (6), T. Lavitz/Tres (6), G. Washington Jr./Look (6), G. Washington Jr./Strawberry (6)

Additional jazz news and reports including mentions of Kenny Pore, Birds of a Feather, J. & J. Cheatham, and various station reports.

REGIONALIZED ADDS & HOTS

EAST

Regionalized adds and hot tracks for the East region, listing stations like WJZZ, WFLA, and WTVT.

SOUTH

Regionalized adds and hot tracks for the South region, listing stations like WFLA, WTVT, and WFTS.

MIDWEST

Regionalized adds and hot tracks for the Midwest region, listing stations like WZZM, WZZM-FM, and WZZM-TV.

WEST

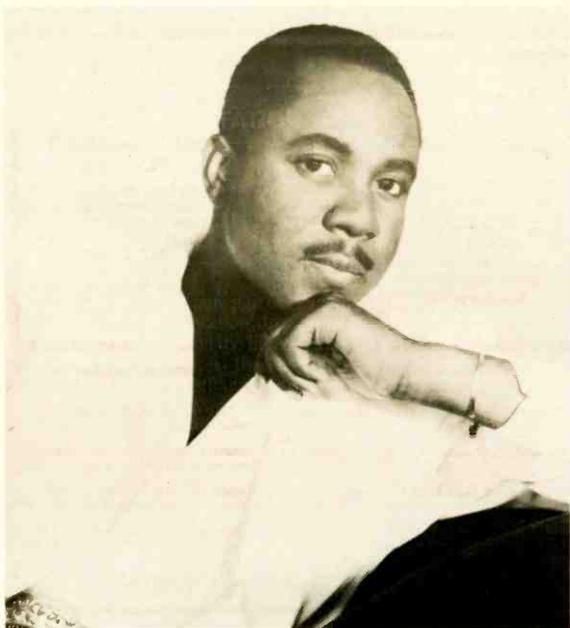
Regionalized adds and hot tracks for the West region, listing stations like KADZ, KADZ-FM, and KADZ-TV.

46 Reporting Stations

List of 46 reporting stations across various regions, including WJZZ, WFLA, WTVT, WFTS, WZZM, KADZ, and many others.

Advertisement for Makoto Ozone featuring a stylized 'OZONE' logo, the text 'Now You Know', and 'COLUMBIA RECORDS - RADIO'S BEST FRIEND!'.

Urban Contemporary stations contributing to Jazz KJCB. Stationery, Tyrone Davis, WYLD-FM/New Orleans, Dell Spencer. WNOP/Cincinnati called in a frozen playlist this week. WAER/Syracuse and WRTI/Philadelphia failed to report this week. WJZZ/Milwaukee has not reported for two consecutive weeks.

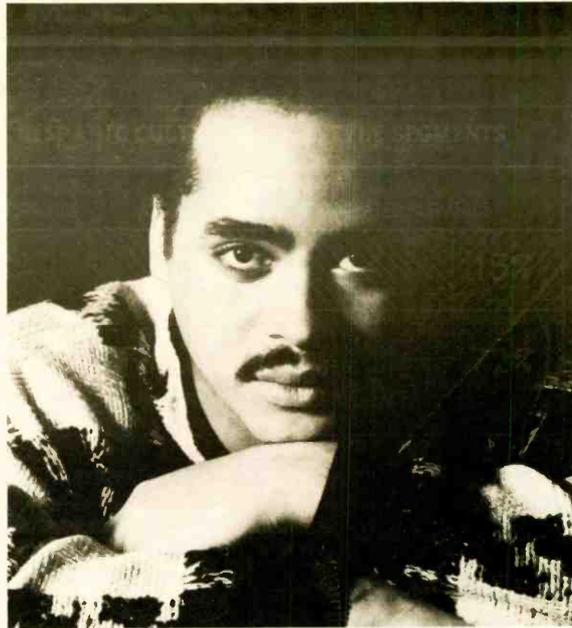


FREDDIE JACKSON

"Jam Tonight"

Delivers His 4th #1 Single,

1 (7/31)



LILLO THOMAS

"I'm In Love"

1

(7/24)

Both Produced & Written By **Capitol** Records Recording Artist **Paul Laurence**

WATCH OUT FOR SOON-TO-BE-RELEASED...

BERT ROBINSON
"Heart Of Gold"

MARLON JACKSON
"Don't Go"
Capitol

BEBE & CECE WINANS
"Call Me"

R&R NATIONAL AIRPLAY URBAN CONTEMPORARY

BREAKERS.

MICHAEL JACKSON

I Just Can't Stop Loving You (Epic)

88% of our reporting stations on it. Rotations: Heavy 32/32, Medium 30/30, Light 19/18, Total Adds 80 including WXYV, WBLK, WUOL, WJAZ, WVVE, K104, KMJQ, WHRK, WYLD-FM, K94, WOWI, WBXM, WGCI, WZAK, WJLB, WLUM, KMJM, XHRM. Sets a new record for first week adds and highest first week percentage of reporters. Debuts at number 16 on the Urban Contemporary chart.

LISA LISA & CULT JAM

Lost In Emotion (Columbia)

80% of our reporting stations on it. Rotations: Heavy 1/00, Medium 22/2, Light 51/27, Total Adds 29 including WXYV, WILD, WBLK, WAMO, WHUR, WVVE, KRNB, WEDR, WZAK, KPFS, XHRM. Debuts at number 39 on the Urban Contemporary chart.

MADAME X

Just That Type Of Girl (Atlantic)

72% of our reporting stations on it. Rotations: Heavy 0/0, Medium 19/4, Light 47/19, Total Adds 23 including WILD, WUOL, WAMO, WEDR, K94, WOWI, WBLZ, KRPS, KMJM, XHRM.

PRINCE

U Got The Look (Paisley Park/WB)

71% of our reporting stations on it. Rotations: Heavy 3/1, Medium 24/2, Light 38/21, Total Adds 24 including WDAS, WAMO, KRNB, WHRK, WEDR, KPFS, KMJM, KDAY, OC104, WJIZ, WENN, WKGJ.

PATRICE RUSHEN

Anything Can Happen (Arista)

65% of our reporting stations on it. Rotations: Heavy 0/0, Medium 16/1, Light 44/10, Total Adds 11, WAMO, WDJY, WVVE, WGCI, WBLZ, WZAK, WJLB, KMJM, WQMG, WBLX, KMYX.

WHITNEY HOUSTON

Didn't We Almost Have It All (Arista)

64% of our reporting stations on it. Rotations: Heavy 3/1, Medium 24/8, Light 32/15, Total Adds 24 including WBLK, WAMO, WHUR, WVVE, K104, KRNB, KPFS, WLUM, KJLH, KDKO.

NEW & ACTIVE

LAKE SIDE "Bullseye" (Solar/Capitol) 54/13

Rotations: Heavy 3/0, Medium 12/0, Light 33/3, Total Adds 13, WEDR, WTMP, WBXM, WBLZ, WJLB, WXOK, WFXC, WZFX, WHYZ, WJJS, Z103, WXLA, WVOI, Heavy: WPLZ, WANN, WWWW.

JOHN WHITE "(Can't) Get You Out Of My System" (Geffen) 50/10

Rotations: Heavy 0/0, Medium 18/1, Light 32/9, Total Adds 10, WUOL, WAMO, WTMP, WZAK, KSOL, WEKS, WPAL, WLOU, WPLZ, WANN. Mediums include: WDAS, K104, WGCI, KPFS, WJIZ, WXOK, WZAK, KOKY, WXLA, WVOI.

L.L. COOL J "I Need Love" (Def Jam/Columbia) 49/33

Rotations: Heavy 8/2, Medium 28/24, Total Adds 33, WVVE, KMJQ, WHRK, WYLD-FM, K94, WOWI, WPMX, WZAK, WLUM, KMJM, KJLH, XHRM, KSOL, WXOK, WATV, WPAL, Z93, WPEG, WFXC, WQMG, WJMI, WDDO, WQIS, KOKY, WJYL, WJJS, KHYS, WPLZ, WANN, WKWM, KFPW.

NEW EDITION "Helplessly In Love" (MCA) 49/20

Rotations: Heavy 0/0, Medium 3/1, Light 44/22, Total Adds 20, WBLK, WAMO, WHUR, WVVE, WEDR, WGCI, KMJM, KJLH, WHNC, OC104, WJIZ, WEKS, WPEF, KDLZ, WQOK, WJMI, WJAZ, WJOL, WJOU, WDLA, WORL, KBUZ, KDKS, KFPW.

JENNIFER HOLLIDAY "Heart On The Line" (Geffen) 49/14

Rotations: Heavy 0/0, Medium 7/2, Light 42/12, Total Adds 14, WDAS, WYLD-FM, WQIS, KDAY, WJIZ, WXOK, WQMG, WKXI, Z16, WBLX, WQOK, WWRU, KHYS, WANN, Medium: WHUR, WTMP, WPAL, WLOU, WWWW.

SURFACE "Lately" (Columbia) 47/23

Rotations: Heavy 0/0, Medium 3/1, Light 44/22, Total Adds 23, WXYV, WAMO, KRNB, WYLD-FM, K94, KRPS, KJLH, OC104, WJIZ, WEKS, WATV, WENN, WZFX, KDLZ, WQOK, WJMI, WJAZ, WJOL, WJOU, WDLA, WORL, KBUZ, KDKS, KFPW.

GLENN JONES "We've Only Just Begun" (Jive/RCA) 47/20

Rotations: Heavy 0/0, Medium 9/2, Light 38/18, Total Adds 20, WHUR, WVVE, K94, WOWI, WBLZ, WLUM, KDAY, KJLH, Z93, WZFX, KDLZ, WPDQ, WZAZ, WQIS, WJYL, Z103, WKWM, KATZFM, KMYX.

STEPHANIE MILLS "(You're Puttin' A Rush On Me)" (MCA) 46/33

Rotations: Heavy 2/0, Medium 13/4, Light 31/29, Total Adds 33, WXYV, WBLK, WDAS, WAMO, WHUR, K104, KMJQ, WYLD-FM, K94, WBXM, KMJM, KDAY, KSOL, WKND, WHNC, WHRK, WENN, WPAL, Z93, JET94, WQMG, WQFX, Z16, WQIS, KDKS, WCIN, WKWM, WTLZ, WXLA, KPFS, WWWW, WVOI, KDKO.

FAT BOYS "Wipe Out" (Tin Pan Apple/PG) 46/16

Rotations: Heavy 4/0, Medium 18/2, Light 24/14, Total Adds 16, K104, KMJQ, WHRK, WYLD-FM, WGCI, KMJM, WHNC, OC104, WXOK, WENN, WPEG, WFXC, WKXI, WKGJ, WJOL, KFPW, Heavy: WEDR, WDDM, WHYZ, KKSS.

DEELE "Can-U-Dance" (Solar/Capitol) 45/8

Rotations: Heavy 0/0, Medium 9/1, Light 29/13, Total Adds 14, WAMO, WHUR, WVVE, K94, WOWI, WPMX, WZAK, WJLB, WLUM, KDAY, KSOL, WKND, WHNC, WHRK, WENN, WPAL, Z93, JET94, WQMG, WQFX, Z16, WQIS, KDKS, WCIN, WKWM, WTLZ, WXLA, KPFS, WWWW, WVOI, KDKO.

NAJEE "Betcha Don't Know" (EMI America) 40/8

Rotations: Heavy 2/0, Medium 12/2, Light 26/6, Total Adds 8, K104, WHRK, WLUM, KJLH, WDKX, WEKS, WKXI, WKGJ, Heavy: WJLB, WJMI, Medium: WZAK, KPFS, WXOK, KDLZ, WQFX, KBUZ, Z16, WALT, KDKS, KATZFM.

NONA HENDRYX "Baby Go Go" (EMI America) 38/14

Rotations: Heavy 0/0, Medium 9/1, Light 29/13, Total Adds 14, WAMO, WHUR, WVVE, K94, WOWI, WPMX, WZAK, WJLB, WLUM, KDAY, KSOL, WKND, WHNC, WHRK, WENN, WPAL, Z93, JET94, WQMG, WQFX, Z16, WQIS, KDKS, WCIN, WKWM, WTLZ, WXLA, KPFS, WWWW, WVOI, KDKO.

GROVER WASHINGTON "Summer Nights" (Columbia) 37/6

Rotations: Heavy 1/0, Medium 13/0, Light 23/6, Total Adds 6, WYLD-FM, WENN, WFXC, WORL, WPLZ, WTLZ, Heavy: WANN, Medium: WBLK, WDAS, WAMO, WHUR, WTMP, WBLZ, WZAK, WKND, WHNC, WFXA, Z16, KDKS, WWWW.

CLAUDIA BARRY "Secret Affair" (Epic) 37/3

Rotations: Heavy 0/0, Medium 12/0, Light 32/3, Total Adds 14, WAMO, WHUR, WVVE, K94, WOWI, WPMX, WZAK, WJLB, WLUM, KDAY, KSOL, WKND, WHNC, WHRK, WENN, WPAL, Z93, JET94, WQMG, WQFX, Z16, WQIS, KDKS, WCIN, WKWM, WTLZ, WXLA, KPFS, WWWW, WVOI, KDKO.

4 BY FOUR "Come Over" (Capitol) 33/13

Rotations: Heavy 0/0, Medium 6/0, Light 27/13, Total Adds 13, WILD, WDAS, WAMO, WOWI, OC104, WENN, WDDM, WQMG, WPDQ, KJCB, Z16, WQIS, WLOU, Medium: WTMP, WBLZ, WZAK, KDAY, WFXC, WZAZ, WXLA.

ROMEO "Ooh Baby Baby" (Triple T) 33/6

Rotations: Heavy 0/0, Medium 14/1, Light 19/5, Total Adds 6, WYLD-FM, KQXL, WENN, WQIS, WDIA, KBUZ, WEDR, KRNB, KPFS, WJIZ, WXOK, WPDQ, WZAZ, WQMG, WJYL, WJAZ, WJOL, WJOU, WDLA, WORL, KBUZ, KDKS, KFPW.

DANA DANE "Cinderella Dana Dane" (Profile) 30/15

Rotations: Heavy 0/0, Medium 2/1, Light 28/14, Total Adds 15, WDJY, WVVE, KRNB, WHRK, WBXM, WGCI, KPFS, KMJM, KDAY, WATV, Z93, WQIS, WQOK, WJMI, WJAZ, WJOL, WJOU, WDLA, WORL, KBUZ, KDKS, KFPW.

SALT & PEPA "Tramp" (Next Plateau) 30/3

Rotations: Heavy 3/0, Medium 12/1, Light 15/2, Total Adds 3, WZFX, WKXI, KOKY, Heavy: WZAK, KDAY, WHYZ, Medium: KMJQ, KRNB, WTMP, WJAZ, WATV, WPAL, JET94, WQMG, WQFX, WZAZ, WWWW.

JAMES ROBINSON "Can We Do It Again" (Tabu/CBS) 29/2

Rotations: Heavy 1/0, Medium 10/0, Light 18/2, Total Adds 2, WAMO, WQIS, Heavy: WBLX, Medium: WXYV, KSOL, WJIZ, WFXC, Z16, KOKY, WLOU, WKWM, WXLA, WVOI.

MOST ADDED

- MICHAEL JACKSON (80)
- L.L. COOL J (33)
- STEPHANIE MILLS (33)
- LISA LISA (29)
- WHITNEY HOUSTON (24)
- PRINCE (24)
- MADAME X (23)
- SURFACE (23)
- NEW EDITION (20)
- GLENN JONES (20)

HOTTEST

- FREDDIE JACKSON (64)
- JANET JACKSON (57)
- LEVERT (54)
- NATALIE COLE (50)
- LILLO THOMAS (42)
- GEORGIO (29)
- SMOKEY ROBINSON (25)
- LUTHER ANDROSS (25)
- ALEXANDER O'NEAL (20)

LIVING IN A BOX "Living In A Box" (Chrysalis) 29/2

Rotations: Heavy 0/0, Medium 16/1, Light 11/1, Total Adds 2, Z93, WZFX, Heavy: WILD, WDKX, Medium: WBLK, WAMO, WDJY, WHUR, KRNB, WHRK, WBLZ, WLUM, XHRM, WDDM, KPFS, WQFX, WZAZ, KKSS, KFPW.

IAN FOSTER "Out For The Count" (MCA) 26/3

Rotations: Heavy 3/0, Medium 7/0, Light 18/0, Total Adds 3, WENN, WJMI, WZAZ, Heavy: K104, WHNC, WTLZ, Medium: WILD, WBLK, WDAS, KJLB, KDLZ, WHYZ, WWWW.

STARPOINT "The More We Love" (Elektra) 25/18

Rotations: Heavy 0/0, Medium 2/0, Light 23/18, Total Adds 18, WXYV, WJLS, WDJY, KSOL, WJIZ, WEKS, KQXL, KDLZ, WZAZ, KJCB, KDKS, WCIN, WKWM, WXLA, KPFS, WWWW, KATZFM, WVOI, Medium: WDAS, WHUR.

SIGNIFICANT ACTION

GIVENS FAMILY "I'm Still Waiting" (P.J.) 23/3

Rotations: Heavy 0/0, Medium 10/0, Light 13/3, Total Adds 3, WEDR, WGCI, WENN, Medium: WDAS, WDJY, WHRK, WTMP, KPFS, WPEG, WFXC, WDLA, WBLK, WANN.

WILSON PICKETT "Don't Turn Away" (Motown) 22/10

Rotations: Heavy 0/0, Medium 2/0, Light 20/10, Total Adds 10, WDJY, KRNB, WEDR, WYLD-FM, WTMP, WJIZ, WXOK, JET94, WTPP, WDLA, Medium: WFXA, KOKY.

TRAMAINÉ "The Rock" (A&M) 21/2

Rotations: Heavy 0/0, Medium 10/0, Light 11/2, Total Adds 2, WVVE, WEKS, Medium: WDAS, WHUR, WTMP, WBXM, KSOL, WALT, WKWM, WXLA, WWWW, WVOI.

DAVY D "Have You Seen Davy" (Def Jam/Columbia) 20/3

Rotations: Heavy 0/0, Medium 5/0, Light 15/3, Total Adds 3, WVVE, WQFX, WKXI, Medium: WDAS, KRNB, WEDR, KDAY, WANN.

WILL TO POWER "Dreamin'" (Epic) 19/5

Rotations: Heavy 3/0, Medium 7/0, Light 9/5, Total Adds 5, WBLK, WBXM, KQXL, Z93, Z16, Heavy: XHRM, WDKX, KIIZ, Medium: WHRK, WBLZ, WLUM, KJLH, KPFS, KRSS, KFPW.

ELLA BROOKS "It's Easy When You're On Fire" (OMI/MCA) 19/3

Rotations: Heavy 0/0, Medium 8/0, Light 11/3, Total Adds 3, KPFS, WZAZ, WANN, Medium: KRNB, WEDR, WXOK, WJYL, WBLK, WKWM, WXLA, WVOI.

JESSE JAMES "I Can Do Bad By Myself" (T.T.E.D.) 19/1

Rotations: Heavy 2/0, Medium 10/0, Light 7/1, Total Adds 1, KATZFM, Heavy: WILD, WAMO, Medium: WXYV, WDJY, WHUR, WVVE, WDJY, WZAK, WJIZ, WHYZ, WPDQ, KOKY.

ROSE ROYCE "If Walls Could Talk" (Omni/Atlantic) 18/6

Rotations: Heavy 0/0, Medium 1/0, Light 17/6, Total Adds 6, WAMO, KQXL, WXOK, WENN, JET94, WWWW, Medium: WZAZ, WANN.

PRINCESS "Red Hot" (Polydor/PG) 17/6

Rotations: Heavy 0/0, Medium 4/0, Light 13/6, Total Adds 6, WILD, KRNB, WEKS, Z93, WKXI, WVOI, Medium: WDAS, WDJY, WTPP, WDLA.

MILLIE JACKSON "It's A Thang" (Jive/RCA) 16/5

Rotations: Heavy 0/0, Medium 3/0, Light 13/5, Total Adds 5, WYLD-FM, WDDM, WFXC, WWWW, KATZFM, Medium: WTMP, WZAZ, WDLA.

JAMES "D-TRAIN" WILLIAMS "Let Me Love You" (Columbia) 14/1

Rotations: Heavy 0/0, Medium 7/0, Light 7/1, Total Adds 1, K104, Medium: WFXC, WZFX, KOKY, WALT, WQOK, KHYS, WANN.

MADONNA "Who's That Girl" (Sire/WB) 13/1

Rotations: Heavy 4/0, Medium 7/0, Light 4/1, Total Adds 1, WPEG, Heavy: WUOL, KPFS, KRSS, KMYX, Medium: WLUM, XHRM, WDKX, WPDQ, KFPW.

SURF M.C.'S "Surf Or Die" (Profile) 12/5

Rotations: Heavy 0/0, Medium 1/1, Light 11/4, Total Adds 5, KRNB, WTMP, KDAY, WKGJ, KDKS.

FULL HOUSE "Communicate" (Epic) 12/1

Rotations: Heavy 0/0, Medium 7/0, Light 5/1, Total Adds 1, WILD, Medium: WGCI, WDKX, Z93, KIIZ, KOKY, WGRP, WXLA.

DAVID ALEXANDER "Ms. X" (Sound Town) 11/3

Rotations: Heavy 0/0, Medium 2/0, Light 9/3, Total Adds 3, WENN, WKXI, WTLZ, Medium: K104, WHRK.

UTFO "Ya Cold Wanna Be With Me" (Select) 10/6

Rotations: Heavy 0/0, Medium 1/1, Light 9/5, Total Adds 6, KRNB, KDAY, WPAL, JET94, KDKS, KATZFM.

NORWOOD "Should Have Been Us Together" (MCA) 10/1

Rotations: Heavy 0/0, Medium 1/0, Light 9/1, Total Adds 1, WZAZ, Medium: WHNC.

SPARE PARTS "Boys Will Be Boys" (Busy Bee/Warlock) 10/1

Rotations: Heavy 0/0, Medium 0/0, Light 10/1, Total Adds 1, WPAL.

NEW ARTISTS

	Reports/Adds
1 JOHN WHITE/(Can't) Get You Out Of My System (Geffen)	50/10
2 NAJEE/Betcha Don't Know (EMI America)	40/8
3 ROMEO/Ooh Baby Baby (Triple T)	33/6
4 SALT & PEPA/Tramp (Next Plateau)	30/3
5 LIVING IN A BOX/Living In A Box (Chrysalis)	29/2
6 JAMES ROBINSON/Can We Do It Again (Tabu/CBS)	29/2
7 IAN FOSTER/Out For The Count (MCA)	26/3
8 GIVEN FAMILY/I'm Still Waiting (P.J.)	23/3
9 WILSON PICKETT/Don't Turn Away (Motown)	22/10
10 DAVY D/Have You Seen Davy (Def Jam/Columbia)	20/3

New Artists are those who have not previously been reported as a Breaker by reporting stations.

COLUMBIA'S UNSTOPPABLE MACHINERY OF HITS!



LISA LISA & CULT JAM "LOST IN EMOTION"

URBAN CONTEMPORARY
BREAKERS.

ONE OF THE
MOST ADDED

74/29 — 80%



SURFACE "LATELY"

47/23-51%

... AND BREAKER BOUND!

CHECK THESE CALLS:

WXYV WAMO KMJQ
WDAS WHUR KRN

WYLD-FM WZAK
K94 KPRS
WOWI KJLH
WBMX KSOL



GROVER WASHINGTON "SUMMER NIGHTS"

NOW ON 37 URBAN REPORTERS INCLUDING:

WBLK WVEE WBLZ
WDAS WHRK WZAK
WAMO WYLD-FM WVKO
WHUR WTMP WJLB



DIMPLES "TELL IT LIKE IT IS"

URBAN CONTEMPORARY CHART: 25

79 URBAN REPORTERS — 86%

INCLUDING:

WXYV WUSL WHUR KRN WYLD-FM WTMP WZAK KDAY
WBLK WAMO WVEE WHRK K94 WBMX KPRS KJLH
WDAS WDJY KMJQ WEDR WOWI WCCI KMJM XHRM
KSOL



THIRD WORLD "HOLD ON TO LOVE"

PRODUCED BY KENNY GAMBLE & LEON HUFF

WDAS WTMP WPAL
WAMO WNHC WJMI
WHUR WENN WKXI



DAVY D "HAVE YOU SEEN DAVY"

WDAS KRN KDAY WPDQ
WUSL WHRK KSOL WZAZ
WDJY WEDR WATV Z16
WHUR K94 WQFX WQIS
WVEE WOWI WKXI WANM

COLUMBIA RECORDS RADIO'S BEST FRIEND



How Do You Spell

C **H**ill Factor

Ice-**T**

Sylves**T**er



Chill Factor
"Conversation"



Ice-T
"Make It Funky"



Sylvester
"Sooner Or Later"



R&R NATIONAL AIRPLAY COUNTRY

TOP 50

JULY 31, 1987

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
8	5	3	1 RESTLESS HEART/Why Does It Have To Be... (RCA)	158/1	139	16	3
6	3	1	2 MICHAEL MARTIN MURPHEY/A Long Line Of Love (WB)	153/0	132	19	2
13	7	5	3 HIGHWAY 101/Whiskey, If You Were A Woman (WB)	155/0	127	23	5
12	9	6	4 HANK WILLIAMS JR./Born To Boogie (WB/Curb)	155/3	124	26	5
7	6	4	5 D. PARTON, L. RONSTADT, & E. HARRIS/Telling Me Lies (WB)	151/0	119	28	4
18	12	8	6 KENNY ROGERS & RONNIE MILSAP/Make No Mistake, She's Mine (RCA)	157/0	99	52	6
19	14	10	7 EXILE/She's Too Good To Be True (Epic)	158/2	97	56	5
3	1	2	8 REBA McENTIRE/One Promise Too Late (MCA)	135/0	97	26	12
22	16	13	9 OAK RIDGE BOYS/This Crazy Love (MCA)	156/1	73	78	5
21	15	12	10 KATHY MATTEA/Train Of Memories (Mercury/PG)	152/0	87	53	12
23	19	15	11 DON WILLIAMS/It'll Never Be In Love Again (Capitol)	151/1	61	79	11
20	17	14	12 T. GRAHAM BROWN/Bright Conversationalist (Capitol)	139/1	72	61	6
25	20	17	13 DAN SEALS/Three Time Loser (EMI America)	153/1	45	101	7
9	8	7	14 VINCE GILL/Cinderella (RCA)	130/2	83	31	16
30	23	18	15 FORESTER SISTERS/You Again (WB)	153/1	26	110	17
39	34	22	16 NITTY GRITTY DIRT BAND/Fishin' In The Dark (WB)	151/7	18	99	34
27	24	19	17 GLEN CAMPBELL/The Hand That Rocks The Cradle (MCA)	140/4	41	75	24
37	31	21	18 ROSANNE CASH/The Way We Make A Broken Heart (Columbia)	153/3	8	113	32
26	22	20	19 LYLE LOVETT/Why I Don't Know (MCA/Curb)	140/2	29	83	28
16	13	11	20 WAYLON JENNINGS/Fallin' Out (MCA)	134/0	63	60	11
32	26	23	21 STATLER BROTHERS/It'll Be The One (Mercury/PG)	133/4	20	87	26
34	32	25	22 JUDY RODMAN/It'll Be Your Baby Tonight (MTM)	141/8	24	80	37
2	2	9	23 RONNIE MILSAP/Snap Your Fingers (RCA)	96/0	41	41	14
31	28	26	24 ASLEEP AT THE WHEEL/House Of Blue Lights (Epic)	118/4	32	58	28
35	33	29	25 STEVE EARLE/Nowhere Road (MCA)	124/3	18	78	28
33	30	27	26 MICHAEL JOHNSON/Ponies (RCA)	121/2	16	75	30
1	4	16	27 HOLLY DUNN/Love Someone Like Me (MTM)	91/1	32	43	16
38	35	31	28 O'KANE'S/Daddies Need To Grow Up Too (Columbia)	126/8	4	75	47
41	36	32	29 BARBARA MANORELL/Child Support (EMI America)	124/13	8	69	47
48	39	33	30 FOSTER & LLOYD/Crazy Over You (RCA)	126/8	3	73	50
43	40	34	31 CONWAY TWITTY/I Want To Know You Before We... (MCA)	125/15	3	64	58
42	38	35	32 WILLIE NELSON/Island In The Sea (Columbia)	114/10	6	67	41
49	41	38	33 DESERT ROSE BAND/Love Reunited (MCA/Curb)	119/18	5	59	55
BREAKER	34	36	34 DWIGHT YOAKAM/Little Ways (Reprise/WB)	116/26	3	50	63
BREAKER	35	37	35 EDDY RAVEN/Shine, Shine, Shine (RCA)	111/26	1	41	69
BREAKER	36	38	36 JOHN CONLEE/Mama's Rockin' Chair (Columbia)	102/14	2	50	50
45	42	39	37 DONNA FARGO & BILLY JOE ROYAL/Members Only (Mercury/PG)	94/7	7	43	44
46	43	40	38 JOE KENYON/Hymne (Mercury/PG)	78/9	14	33	31
BREAKER	39	41	39 EARL THOMAS CONLEY/Right From The Start (RCA)	104/43	0	27	77
BREAKER	40	42	40 JUICE NEWTON/First Time Caller (RCA)	100/11	3	36	61
—	45	43	41 CRYSTAL GAYLE/Nobody Should Have To Love... (WB)	91/16	0	28	63
—	47	44	42 TANYA TUCKER/Love Me Like You Used To (Capitol)	90/24	2	19	69
4	18	30	43 STEVE WARINER/The Weekend (MCA)	45/1	13	24	8
5	10	24	44 LEE GREENWOOD/Someone (MCA)	53/1	12	24	17
—	49	46	45 CHARLEY PRIDE/If You Still Want A Fool Around (16th Ave./Capitol)	77/9	3	23	51
10	11	28	46 K.T. OSLIN/80's Ladies (RCA)	52/0	9	25	18
—	50	47	47 GIRLS NEXT DOOR/What A Girl Next Door Could Do (MTM)	78/5	0	36	42
DEBUT	48	48	48 JOHN SCHNEIDER/When The Right One Comes Along (MCA)	77/17	1	23	53
15	25	37	49 JUDDO/I Know Where I'm Going (RCA/Curb)	31/0	6	14	11
11	27	46	50 BAILLIE AND THE BOYS/Oh Heart (RCA)	27/1	6	12	9

MOST ADDED

- EARL THOMAS CONLEY (43)
- EDDY RAVEN (26)
- DWIGHT YOAKAM (25)
- TANYA TUCKER (24)
- BELLAMY BROTHERS (23)
- BAILLIE AND THE BOYS (19)
- DESERT ROSE BAND (18)
- GATLIN BROTHERS (18)
- MOE BANDY (17)
- JOHN SCHNEIDER (17)

HOTTEST

- HANK WILLIAMS JR. (88)
- RESTLESS HEART (73)
- MICHAEL MARTIN MURPHEY (67)
- HIGHWAY 101 (63)
- REBA McENTIRE (57)
- PARTON, RONSTADT, HARRIS (55)
- KENNY ROGERS & RONNIE MILSAP (35)
- VINCE GILL (28)
- KATHY MATTEA (20)
- T. GRAHAM BROWN (18)

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.

NEW ARTISTS

- | | Reports/Adds |
|---|--------------|
| 1 JOE KENYON/Hymne (Merc./PG) | 78/9 |
| 2 TIM MALCHAK/Restless Angel (Alpine) | 38/12 |
| 3 J. STEVENS & .../Geromino's... (All. Am.) | 38/7 |
| 4 VICKIE RAE VDM/Torn-Up (All. Am.) | 23/7 |
| 5 SHENANDOAH/They Don't Make (Col.) | 19/5 |
| 6 SHURFIRE/Bringin' The House Down (Air) | 18/3 |
| 7 JEFF DUGANI/Once A Fool... (WB) | 17/7 |
| 8 JONI BISHOP/Heart Out Of Control (Col.) | 12/1 |
| 9 GENE STROMAN/I Don't Feel... (Capitol) | 11/2 |
| 10 SUZY BOGUESS/Love Will... (Capitol) | 10/3 |

New Artists are those who have not previously been reported by 60% of the reporting stations.

BREAKERS.

DWIGHT YOAKAM Little Ways (Reprise/WB)

On 73% of reporting stations. Rotations: Heavy 3, Medium 50, Light 63, Total Adds 26 including WVAM, WIXL, WILQ, WLKY, WESC, KSSN, WMC, WQDR, KBUC, WKKK, KFKF, WITL, WXCL, KIOV, KFMS, KNEW, KIIFM. Moves 38-34 on the Country chart.

EDDY RAVEN

Shine, Shine, Shine (RCA)

On 70% of reporting stations. Rotations: Heavy 1, Medium 41, Light 69, Total Adds 26 including WCAO, WPOC, WTCR, WPOP, WXBO, WESC, WDXE, WGGX, WSLR, KBMR, WUSN, KSO, KFKF, KXXY, WLLR, KFMS, KKAT, KSN, KMPS. Moves 44-35 on the Country chart.

JOHN CONLEE

Mama's Rockin' Chair (Columbia)

On 65% of reporting stations. Rotations: Heavy 2, Medium 50, Light 50, Total Adds 14, WBOS, WYRK, WIXL, WXTU, WYMK, KHEY, WMC, KJYJ, WKKQ, WFMS, KXXY, WLLR, KFMS, KRAK. Moves 41-36 on the Country chart.

EARL THOMAS CONLEY

Right From The Start (RCA)

On 66% of reporting stations. Rotations: Heavy 0, Medium 27, Light 77, Total Adds 43 including WPOC, WQBE, WAJR, WDSY, WYII, KEAN, WKHX, KYKR, WSOE, KPLX, KBMR, WGAR-FM, KWMT, KFKF, WMUS, KKAL, KGHL, KUUY, KSON, KGA. Moves 48-39 on the Country chart.

JUICE NEWTON

First Time Caller (RCA)

On 63% of reporting stations. Rotations: Heavy 3, Medium 36, Light 61, Total Adds 11, WRKZ, KSSN, WKSJ, WQDR, WYVD, WQYK, WSLR, WUBE, KJYJ, WKKQ, KGHL. Moves 43-40 on the Country chart.

DWIGHT YOAKAM
HILLBILLY
deluxe



His Biggest Hit Yet...

DWIGHT YOAKAM "Little Ways"

(7-28310)

BREAKERS

34

From The Album "HILLBILLY DELUXE"

(1-25567)



LOOKING

FOR

THE

NEXT

HIT

FROM

Sawyer Brown

WE'LL LOOK NO MORE. IT'S

SOMEWHERE IN THE NIGHT.

THE FIRST SINGLE FROM THEIR BRAND NEW ALBUM.



CUBA
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PRODUCED BY RON CHANCEY

Capitol
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R&R NATIONAL AIRPLAY COUNTRY

NEW & ACTIVE

CRYSTAL GAYLE "Nobody Should Have To Love..." (WB) 91/16

Rotations: Heavy 0, Medium 28, Light 63, Total Adds 16, WQBE, WQBO, WXBO, KPLX, WGKX, WKSJ, WMNI, WGEF, KFKE, WTSO, KXXY, KTTS, KIK-FM, KGHL, KKAT, KSON. Medium: WYOU, WUSY, WQW, KYGO. Moves 45-41 on the Country chart.

TANYA TUCKER "Love Me Like You Used To" (Capitol) 90/24

Rotations: Heavy 2, Medium 19, Light 69, Total Adds 24 Including WPOC, WRKZ, WTCR, KYXK, WKSJ, KRMD, KJNE, WONE, KFKE, WTSO, WMUS, WLLR, KTFK, KIK-FM, KKCS, KOLO, KKAT, KMPS, KRPM, KGA. Moves 47-42 on the Country chart.

GIRLS NEXT DOOR "What A Girl Next Door Could Do" (MTM) 78/5

Rotations: Heavy 0, Medium 36, Light 42, Total Adds 5, WYNK, WESL, WQYK, KKCS, KSN. Medium: WYOU, WPOR, WYII, WORC, KEAN, WEZL, KSSN, WLWI, WQMS, KKYX, KJNE, WQW, KRKT, KUGA, KOLO. Moves 50-47 on the Country chart.

JOHN SCHNEIDER "When The Right One Comes Along" (MCA) 77/17

Rotations: Heavy 1, Medium 23, Light 53, Total Adds 17, WVAM, WCAO, WRKZ, WORC, WRNS, KKIX, WESC, WQYK, WSLR, WTSO, WXCL, WWJQ, K102, KTRP, KUUY, KUGN, KQIL. Heavy: KRKT. Medium: WONE, KSON. Debuts at number 49 on the Country chart.

CHARLEY PRIDE "If You Still Want A Fool Around" (16th Avenue/Capitol) 77/9

Rotations: Heavy 3, Medium 23, Light 51, Total Adds 9, WTCR, WQBE, WQYK, WMUS, KXXY, WLLR, KRST, KGHL, KRPM, Heavy: KFKE, WDAF, KCKC. Medium: WCAO, WVAW, WUSY, WQMS, KFDI, KRKT, KNIX, KALF. Moves 49-45 on the Country chart.

TAMMY WYNETTE "Your Love" (Epic) 49/12

Rotations: Heavy 0, Medium 11, Light 39, Total Adds 12, WPOR, KEAN, WEZL, WQMS, KBMR, WMNI, KGK, KTRK, KUUY, KULP, KJWL, KGA. Medium: KRRV, KXXY, WTCR, KXXY, WQW, KTTS, WTCM, KFRE, KNIX, KTOM.

MARIE OSMOND "Cry Just A Little" (Capitol/Curb) 48/4

Rotations: Heavy 0, Medium 9, Light 39, Total Adds 4, KKIX, WDXE, KWME, WQEE. Medium: WYOU, WEZL, WUSY, WRNS, WIVK, WQMS, WPAP, KKYX, KTTS. Light: WCAO, WVAW, KEAN, WSIX, WQYK, KKAT, KSOP.

SIGNIFICANT ACTION

MOE BANDY "You Haven't Heard The Last Of Me" (MCA/Curb) 44/17

Rotations: Heavy 0, Medium 8, Light 36, Total Adds 7, KYXK, WLLR, KJNE, WUSO, WQYK, KFGE, KWMT, KFKE, WDAF, WQW, KTTS, WTHI, KFRE, KNIX, KJWL, KALF, KOLO, KTOM. Medium: KIKK, KXXY, KRKT.

TIM MALCHAK "Restless Angel" (Alpine) 38/12

Rotations: Heavy 0, Medium 6, Light 32, Total Adds 12, WAJR, WPOR, WIXY, WEZL, WPAP, WAXX, WQW, WTHI, KUUY, KUGN, KJWL, KSOP. Medium: KTTS, WTCM, KFDI, KRKT, KOLO.

JEFF STEVENS & THE BULLETS "Geronimo's Cadillac" (Atlantic America) 38/7

Rotations: Heavy 1, Medium 7, Light 33, Total Adds 7, KKIX, WKSJ, WUSY, WAXX, WTSO, WQW, WTHI. Heavy: WOKK. Medium: KRRV, WTCM, KFDI, KRKT, KOLO, KTOM. Light: WCAO, WVAW, WLVI, WRNS, WLWI, KTTS.

KENDALLS "Dancin' With Myself Tonight" (SQR) 35/4

Rotations: Heavy 0, Medium 9, Light 26, Total Adds 4, WEZL, WONE, WKKO, KFMS. Medium: WCVR, KEAN, KXXY, KKYX, KBMR, KFGE, KTTS, WTCM, KRKT. Light: KSSN, WMNI, KSO, WXCL, KVOO, KTOM, KSOP.

NANCI GRIFFITH "Cold Hearts/Closed Minds" (MCA) 29/11

Rotations: Heavy 0, Medium 3, Light 26, Total Adds 11, WQBE, WCVR, WYII, WYII, KSO, WQW, WWJQ, KFDI, KRST, KQIL, KGA. Medium: KTTS, KTOM. Light: KEAN, WLVI, WPAP, KVOO, KWJL, KOLO, KRPM.

EMMYLOU HARRIS "Someday My Ship Will Sail" (WB) 29/0

Rotations: Heavy 0, Medium 7, Light 22, Total Adds 0, Medium: WIKY, WQRC, KHEY, KBMR, WTCM, KUUY, KALF. Light: WCVR, WVAW, WEZL, WAXX, WWJQ, KVOO, KIK-FM, KGHL, KRWQ, KQIL, KTOM, KMPS, KGA.

BAILLIE AND THE BOYS "He's Letting Go" (RCA) 27/19

Rotations: Heavy 0, Medium 3, Light 24, Total Adds 19, WYOU, WCVR, WYII, KEAN, KMML, KHEY, WDXE, WQMS, WPAP, KKYX, WQYK, KJNE, KFGE, WQBE, KTTS, KVOO, KFRE, KRWD, KALF.

GATLIN BROTHERS "Changin' Partners" (Columbia) 25/18

Rotations: Heavy 0, Medium 5, Light 20, Total Adds 18, WYII, KEAN, WDXE, WQMS, WTCR, WQEE, WTHI, KVOO, KRKT, KIK-FM, KGHL, KVOO, KFRE, KZLA, KNIX, KOCY, KOLO, KSOP. Medium: WYOU, KXXY.

BELLAMY BROTHERS "Crazy From The Heart" (MCA/Curb) 23/23

Rotations: Heavy 0, Medium 3, Light 21, Total Adds 23, WCAO, WYOU, WYII, KEAN, KRRV, KMML, WUSY, WRNS, KKIX, WDXE, KBMR, WGARFM, KXXY, KIOV, K102, WTCM, KRKT, KGHL, KFRE, KQIL, KALF, KSOP.

VICKI RAE VON "Torn-Up" (Atlantic America) 23/7

Rotations: Heavy 0, Medium 2, Light 21, Total Adds 7, WCAO, KRRV, WRNS, KKYX, WQMS, WQW, KFDI. Medium: KOLO. Light: WPOR, KEAN, WUSY, WTVY, WLVI, KXXY, KFGE, KTTS, KVOO, KRWD, KALF, KSOP.

SHENANDOAH "They Don't Make Love Like We Used To" (Columbia) 19/5

Rotations: Heavy 0, Medium 1, Light 18, Total Adds 5, WCAO, KEAN, WUSY, KKYX, KFDI. Medium: KOLO. Light: WPOR, WYII, KRRV, KMML, WEZL, WTVY, WOKK, WLVI, KJNE, KFGE, KVOO, KRWD, KSOP.

SHURFIRE "Bringin' The House Down" (Air) 18/3

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 3, WPOR, KEAN, KVOO. Medium: KRRV, WAMZ, KTTS. Light: WEZL, WUSY, WRNS, WTVY, WQMS, KKYX, KJNE, WKKO, WAXX, KFGE, KWMT, KSOP.

GENE WATSON "Everybody Needs A Hero" (Epic) 17/11

Rotations: Heavy 1, Medium 4, Light 12, Total Adds 11, KEAN, KRRV, WQMS, WPAP, KFGE, WDAF, KVOO, KRKT, KUGN, KNIX, KTOM. Heavy: KFDI. Medium: KIKK, WTCM. Light: WYOU, WCVR, WLVI.

JEFF DUGAN "Once A Fool, Always A Fool" (WB) 17/7

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 7, WYII, KMML, WYNK, KTTS, KRST, KQIL, KNIX. Medium: WTCM, KRKT. Light: WYOU, KRRV, WWJQ, KVOO, KIK-FM, KRWD, KOLO, KRPM.

MEL McDaniel "Love Is Everywhere" (Capitol) 13/12

Rotations: Heavy 0, Medium 2, Light 11, Total Adds 12, KEAN, KRRV, WQMS, KKYX, KBMR, WAXX, WQEE, WTCM, KVOO, KRKT, KFRE, KOCY. Light: KMML.

JONI BISHOP "Heart Out Of Control" (Columbia) 12/1

Rotations: Heavy 0, Medium 0, Light 12, Total Adds 1, KTOM. Light: WIXY, KMML, WLVI, KKYX, KFGE, WDAF, KFDI, KRKT, KRWD, KSOP, KCKC.

GENE STROMAN "I Don't Feel Much Like A Cowboy" (Capitol) 11/2

Rotations: Heavy 1, Medium 2, Light 8, Total Adds 2, KKYX, KSO. Heavy: WDAF. Medium: KTTS, KFDI. Light: WYOU, WYII, KEAN, KMML, WQW, KVOO.

JOHNNY RUSSELL & LITTLE DAVID WILKINS "Butterbeans" (16th Avenue/Capitol) 11/0

Rotations: Heavy 0, Medium 2, Light 9, Total Adds 0, Medium: WCVR, KTTS. Light: WYII, KRRV, WTVY, KKYX, KFGE, KWMT, KTRK, KFDI, KSOP.

SUZY BOGGUSS "Love Will Never Slip Away" (Capitol) 10/3

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, WYOU, WYII, WAXX. Medium: KBMR, KRKT. Light: WIVK, WXCL, KVOO, KRWD, KJWL.

CANNONS "Love'll Come Lookin'" (Mercury/PolyGram) 10/1

Rotations: Heavy 0, Medium 3, Light 7, Total Adds 1, KKYX. Medium: KTTS, KFDI, KRKT. Light: WYOU, WQMS, KFGE, KWMT, KVOO, KSOP.

CHERYL HANDY "Will You Still Love Me" (Compaet/PolyGram) 9/5

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 5, KSO, KFGE, KTTS, KVOO, KGA. Medium: WOKK. Light: KFDI, KVOO, KFRE.

PAUL PROCTOR "Ain't We Got Love" (19th Ave.) 9/0

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 0, Medium: WOKK. Light: KSSN, KKYX, KFGE, KTTS, KVOO, KFDI, KVOO, KSOP.

SCHUYLER, KNOBLOCH & BICKHARDT "No Easy Horses" (MTM) 8/8

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WYOU, WYII, KRRV, KMML, KKIX, KIOV, WTCM, KRKT.

KAYLEE ADAMS "You're Doin' Real Good..." (WB) 8/0

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 0, Medium: WTCM. Light: WTVY, WOKK, KKYX, KVOO, KUUY, KRWD, KALF.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album, Title
JUDDS/Turn It Loose (RCA/Curb)	Heartland
DWIGHT YOAKAM/Please, Please Baby (Reprise/WB)	Hillbilly Deluxe
D. PARTON, L. RONSTADT, & E. HARRIS/Those Memories Of You (WB)	Trio
ALABAMA/Vacation (RCA)	The Touch
RANDY TRAVIS/Too Gone Too Long (WB)	Always & Forever
GEORGE STRAIT/Hot Burnin' Flames (MCA)	Ocean Front Property
HOLLY DUNN/Small Towns (MTM)	Cornerstone
RICKY VAN SHELTON/Ultimately Fine (Columbia)	Wild Eyed Dream
VINCE GILL/Baby That's Tough (RCA)	The Way Back Home
CHARLEY PRIDE/Looking At A Sure Thing (16th Ave./Capitol)	After All This Time
STEVE EARLE/Sweet Little 66 (MCA)	Exit 0
ASLEEP AT THE WHEEL/Boogie Back To Texas (Epic)	10
GEORGE STRAIT/Am I Blue (MCA)	Ocean Front Property
RESTLESS HEART/Wheels (RCA)	Wheels
CONWAY TWITTY/Snake Boots (MCA)	Borderline
ROSANNE CASH/Tennessee Flat Top Box (Columbia)	King's Record Shop

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T A R T O P

Written By Randy Owen

ALABAMA

THE
STORY
THAT ONLY
COUNTRY RADIO
CAN TELL!

Produced By Harold Shedd And Alabama



R&R NATIONAL AIRPLAY

AOR ALBUMS

170 Reports

JULY 31, 1987

Three Two Last
Weeks Weeks Weeks

Reports/Adds Power Heavy Medium

2	1	1	1	GRATEFUL DEAD /In The Dark (Arista)
1	2	2	2	SAMMY HAGAR /Sammy Hagar (Geffen)
3	3	3	3	HEART /Bad Animals (Capitol)
—	14	7	4	HOOTERS /One Way Home (Columbia)
10	6	6	6	WHITESNAKE /Whitesnake (Geffen)
5	4	4	6	FLEETWOOD MAC /Tango In The Night (WB)
7	5	5	7	LOST BOYS /Soundtrack (Atlantic)
19	17	14	8	CRUZADOS /After Dark (Arista)
12	8	8	9	JOHN WAITE /Rover's Return (EMI America)
11	12	12	10	TOM PETTY & THE HEARTBREAKERS /Let Me Up (I've Had Enough) (MCA)
15	10	9	11	STARSHIP /No Protection (GrunT/RCA)
9	15	13	12	U2 /The Joshua Tree (Island)
14	11	10	13	FABULOUS THUNDERBIRDS /Hot Number (CBS Associated)
13	13	11	14	OUTFIELD /Bangin' (Columbia)
16	18	17	15	ROGER WATERS /Radio K.A.O.S. (Columbia)
8	9	15	16	JOE WALSH /Got Any Gum? (Full Moon/WB)
24	22	19	17	GREAT WHITE /Once Bitten (Capitol)
6	16	18	16	RICHARD MARX /Richard Marx (Manhattan)
34	32	22	19	LA BAMBA /Soundtrack (Slash/WB)
4	7	16	20	BRYAN ADAMS /Into The Fire (A&M)
31	30	23	21	JON ASTLEY /Everyone Loves The Pilot (Except The Crew) (Atlantic)
20	20	20	22	TOM KIMMEL 5 To 1 (Mercury/PG)
36	34	33	23	CHARLIE DANIELS BAND /Powder Keg (Epic)
23	25	26	24	DAVID BOWIE /Never Let Me Down (EMI America)
21	23	25	25	SUZANNE VEGA /Solitude Standing (A&M)
33	33	32	26	CALL /Into The Woods (Elektra)
—	39	36	27	PATTY SMYTH /Never Enough (Columbia)
30	26	24	28	MARILLION /Clutching At Straws (Capitol)
26	31	31	27	WARREN ZEVON /Sentimental Hygiene (Virgin)
18	19	21	30	NEIL YOUNG & CRAZY HORSE /Live (Geffen)
DEBUT	31	31	31	BEAT FARMERS /The Pursuit Of Happiness (Curb/MCA)
35	36	35	32	CROWDED HOUSE /Crowded House (Capitol)
—	40	35	33	SILENCERS /A Letter From St. Paul (RCA)
—	39	36	34	DIO /Dream Evil (WB)
17	21	29	35	OMAR & THE HOWLERS /Hard Times In The Land Of Plenty (Columbia)
32	37	37	36	MASON RUFFNER /Gypsy Blood (CBS Associated)
DEBUT	37	37	37	EUROPE /The Final Countdown (Epic)
29	29	28	38	STEVE EARLE & THE DUKES /Exit 0 (MCA)
39	38	38	39	JON BUTCHER /Wishes (Capitol)
DEBUT	40	40	40	PAUL KELLY & THE MESSENGERS /Gossip (A&M)

"Touch" (157) "Hell" (122) "West" (55)	161 = /0	74 +	155 +	5 -
"Boys" (115) "Give" (104) "Returning" (36)	145 - /0	44 -	121 -	23 +
"Who" (144) "Alone" (13) "Girl" (13)	146 - /0	59 -	134 -	12 -
"Johnny B" (152) "Satellite" (27) "Karla" (14)	155 = /1	22 +	99 +	49 -
"Here" (130) "Love" (12) "Still" (4)	134 - /1	47 +	118 +	15 -
"Midnight" (116) "Seven" (33) "Lies" (29)	138 - /3	22 +	94 +	42 -
"Good Times" (145) "Lost" (10) "People" (4)	148 - /3	45 -	116 =	27 -
"Bed" (153) "Small" (3) "Time" (3)	156 + /2	11 +	92 +	59 -
"Times" (125) "Woman's" (3) "Encircled" (1)	126 - /1	39 +	95 -	30 -
"Mixed" (112) "Think" (20) "Runaway" (18)	134 + /10	11 +	51 -	76 +
"Over" (116) "Babylon" (20) "Transatlantic" (4)	125 - /0	22 -	90 -	32 +
"Where" (74) "Bullet" (25) "Still" (24)	106 + /12	13 -	56 -	40 +
"Stand" (111) "Spell" (39) "Hot" (6)	138 - /0	9 -	63 -	70 +
"Since" (111) "Bangin'" (9) "Somewhere" (6)	118 - /0	26 -	88 -	26 +
"Sunset" (110) "Radio" (38) "Needs" (8)	134 + /6	7 -	37 +	86 +
"Car" (101) "Radio" (31) "Fun" (13)	132 - /3	3 -	43 -	82 +
"Rock" (130) "Lady" (1)	130 + /2	5 +	56 +	70 -
"Should've" (80) "Mean" (56) "Endless" (1)	119 + /20	16 -	39 -	64 +
"La Bamba" (109) "Summertime" (4) "Come" (1)	110 + /9	18 +	61 +	43 -
"Victim" (68) "Hearts" (48) "Into" (4)	103 - /14	14 -	46 -	50 +
"Jane's" (127) "Lip Service" (1)	128 + /10	6 +	38 -	81 -
"Freedom" (106) "Tryin'" (2)	108 - /0	3 =	38 -	64 -
"Bogged" (111)	111 + /11	0 =	22 +	79 +
"Never" (50) "Bang" (38) "Time" (11)	87 - /9	2 -	28 +	48 -
"Solitude" (60) "Luka" (30) "Eye" (6)	82 + /9	10 -	32 -	36 +
"Wanna" (100) "River" (5) "Walk" (3)	105 + /5	0 -	24 +	67 =
"Isn" (106)	106 + /15	0 =	14 +	78 +
"Incommunicado" (97) "Sugar" (2) "Time" (1)	98 - /1	1 +	18 -	69 -
"Detox" (67) "Sentimental" (12) "Monkey" (6)	86 - /7	4 =	20 +	54 -
"Long Walk" (50) "Lonely" (36) "Inca" (7)	88 - /2	0 -	18 -	59 -
"Dark" (112) "Hollywood" (1)	112 /25	0	7	72
"World" (55) "Something" (17) "Dream" (1)	68 + /9	9 +	29 -	34 +
"Painted" (93) "Red" (3) "Ought" (2)	95 + /19	1 =	10 =	59 +
"Could" (93) "Night" (1) "Dream" (1)	93 + /4	1 =	4 =	65 +
"Hard" (39) "Mississippi" (23) "Dancing" (13)	73 - /7	4 -	13 -	45 -
"Dancin'" (71) "Gypsy" (10) "Runnin'" (2)	81 + /5	1 =	10 -	57 +
"Carrie" (81)	81 + /13	1 -	16 +	54 +
"Ain't" (76) "Week" (1)	76 - /1	1 =	12 =	52 -
"Wishes" (71) "Holy" (2) "Goodbye" (1)	72 - /4	1 -	19 +	48 -
"Darling" (79) "Train" (2) "Before" (2)	85 + /22	0 =	5 +	55 +

BREAKERS

BEAT FARMERS
The Pursuit Of Happiness (Curb/MCA)
66% of our reporters on it.

LA BAMBA Soundtrack (Slash/WB)
65% of our reporters on it.

CALL Into The Woods (Elektra)
62% of our reporters on it.

NEW & ACTIVE

TWISTED SISTER "Love Is For Suckers" (Atlantic) 79/2 (80/6)
Adds: KGB, WYX, Heavy 3; WAQX, KISS, KNAC. Medium 59 including WBAB, WNEW, WOVE, WKLS, KLOL, WYNF, WLZ, WOFM, KAZY, KBPI.

CROWDED HOUSE "Crowded House" (Capitol) 68/9 (65/13)
Adds: KLOL, 9IX, KOME, WEZX, KBAT, WKGR, KFMZ, WKLT, KGRQ. Powers 9, Heavy 29 including WNEW, WMMR, WKY, DCOT, WYWF, WBBN, KINK, KGB, KFOG, WPDH. Medium 34 including WOVE, KYYS, WCCC, WHEB, WCMF, WAQY, WAAF, KLAQ, WIMZ, WDIZ.

PETE BARDENS "Seen One Earth" (Cinema/Capitol) 52/16 (36/12)
Adds including KPEZ, KWIIC, KNCN, KLAQ, KMJX, WRDU, WIXV, WRKI, KOWB, KFME, Heavy 3; KINK, KFOG, KKDU, Medium 31 including WMMR, WKLS, WLVD, WLLZ, KYYS, KZAP, KGB, KOME, WYX, WROK.

URGENT "Thinking Out Loud" (Manhattan) 49/12 (36/15)
Adds including WNEW, WSHS, WYNF, KSHE, KDKB, WEZX, KLAQ, WIXV, WONE, KFNO, Heavy 1; KROU. Medium 29 including WGTB, WLLZ, WOFM, KBPI, KUPD, KGB, KOME, WYX, KISS, KQDS.

DANNY WILSON "Meet Danny Wilson" (Virgin) 44/3 (45/6)
Adds: CFNY, WIXV, WZ20. Powers 7, Heavy 22 including WLIR, WLUP, WYX, WCCC, WKXE, WFBO, WVCV, WRKI, WBLM, KRNA. Medium 21 including WBAB, WNEW, WKLS, KINK, WDIZ, KGGG, WBSA, KOMP, WGR, WWWW.

TESLA "Mechanical Resonance" (Geffen) 41/6 (40/3)
Adds: KBPI, WKLC, WEGR, KBAT, WRUF, WKLT. Heavy 3; WYNF, KRQX, KNAC. Medium 18 including WKLS, WOFM, KAZY, KDKB, KUPD, KGB, KLAQ, KICT, WGR, KRNA.

BEARS "The Bears" (PMRC/IRS) 39/3 (37/5)
Adds: KBCC, KPEZ, WKOD. Powers 1, Heavy 6; WHCN, CFNY, KZEL, WFNX, WIZN, WYMG. Medium 28 including WKLS, WXRT, WLVD, KYYS, KZAP, 9IX, WOUR, WRDU, WROK, WTUE.

REPLACEMENTS "Pleased To Meet Me" (Sire/WB) 34/4 (31/4)
Adds: WNEW, WHUY, KYYS, WAPL. Powers 1, Heavy 9; WLIR, WXRT, KROQ, WBLR, WPLR, KZEL, WFNX, WXPX, KOWB. Medium 19 including KBCC, 9IX, KGB, WHEB, KICT, KILQ, KPOI, WRUF, KRNA, KTYD.

ROGER DALTRY "Can't Wait To See The Movie" (Atlantic) 32/9 (27/6)
Adds: KBPI, WIOQ, WHEB, WAQY, WQMF, WXLP, WTUE, KATT, KICT. Heavy 7 including WNEW, WNOB, WRIF, KTCZ, WRKI, KRNA. Medium 18 including WMMR, WOVE, WBBN, WLLZ, KSHE, KFOG, WPDH, WAAF, KQDS, WXPX.

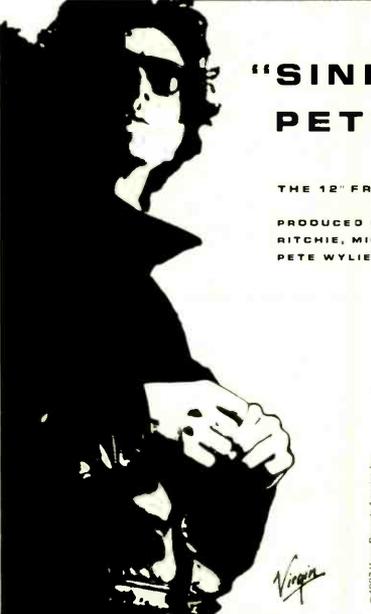
Continued on Page 84

"SINFUL"

PETE WYLIE

THE 12" FROM THE LP SINFUL.

PRODUCED BY ZEUS B. HELD, IAN RITCHIE, MICHAEL FRONDELLI AND PETE WYLIE.




© 1987 Mercury Records America, Inc.

NEW ARTISTS

Albums

Reports

1	SILENCERS /A Letter From St. Paul (RCA)	95
2	PAUL KELLY & THE MESSENGERS /Gossip (A&M)	85
3	PETE BARDENS /Seen One Earth (Cinema/Capitol)	52
4	URGENT /Thinking Out Loud (Manhattan)	49
5	DANNY WILSON /Meet Danny Wilson (Virgin)	44
6	BEARS /The Bears (PMRC/IRS)	39
7	REPLACEMENTS /Pleased To Meet Me (Sire/WB)	34
8	CURE /Kiss Me Kiss Me Kiss Me (Elektra)	30
9	ECHO & THE BUNNYMEN /Echo & The Bunnymen (Elektra)	22
10	REFUGEE /Burning From The Inside Out (Polydor/PG)	21

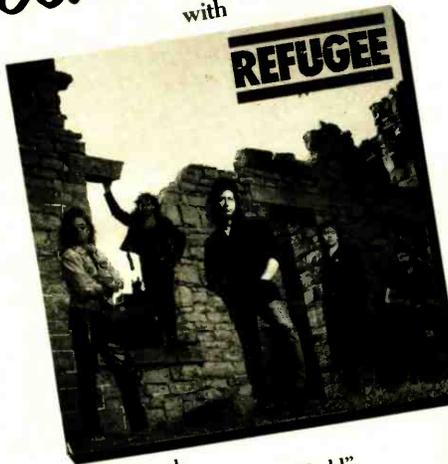
Tracks

1	SILENCERS /Painted Moon (RCA)	93
2	EUROPE /Carrie (Epic)*	81
3	RICHARD MARX /Should've Known Better (Manhattan)*	80
4	PAUL KELLY & THE MESSENGERS /Darling It Hurts (A&M)	79
5	MASON RUFFNER /Dancin' On Top... (CBS Assoc.)*	71
6	INSIDERS /Ghost On The Beach (Epic)	69
7	SUZANNE VEGA /Solitude Standing (A&M)*	60
8	CROWDED HOUSE /World Where You Live (Capitol)*	55
9	PETE BARDENS /In Dreams (Cinema/Capitol)	51
10	URGENT /Can't Take It No More (Manhattan)	49

New Artists are those who have never had an AOR Breaker. Tracks with asterisks are from albums which have already been Breakers and thus no longer appear among the albums listed.

ROCK "N" ROLL COMES HOME

with



The 1st track
"Survival in the Western World"
from their exciting new album
Burning From The Inside Out (833084-1)

Management: Cliff Hunt for Falcon Productions
Produced by Pat Clawer for Peppergine Productions
Mixed and engineered by David Whittman
On Polydor Compact Disc, Cassettes and Records

AOR New Artist Album #10

WHJY WJLZ WDHA
Q107 KUPD WMGM
KTXQ KRXX WHEB
KRQR And Many More.

PolyGram Records

© 1987 POLYGRAM RECORDS, INC.

R&R NATIONAL AIRPLAY

AOR TRACKS

170 Reports

Four Weeks	Two Weeks	Last Week	Report/Adds	Power	Heavy	Medium
2	1	1	1 GRATEFUL DEAD /Touch Of Grey (Arista)	157-0	70+	149+ 7-
4	3	2	2 HEART /Who Will You Run To (Capitol)	144-0	55+	131+ 13-
5	4	3	3 INXS & JIMMY BARNES /Good Times (Atlantic)	145-1	45+	116+ 25-
10	6	6	4 38 SPECIAL /Back To Paradise (Theme From...) (A&M)	143-1	35+	116+ 25-
8	7	7	5 WHITESNAKE /Here I Go Again (Geffen)	130-1	44+	114+ 15-
15	11	8	6 HOOTERS /Johnny B (Columbia)	152=2	22+	99+ 47-
14	14	11	7 CRUZADOS /Bed Of Lies (Arista)	153+1	11+	91+ 58-
7	5	8	8 JOHN WAITE /These Times Are Hard For Lovers (EMI America)	125-1	39+	93+ 31-
—	16	9	9 DEF LEPPARD /Women (Mercury/PG)	135+/13	10+	71+ 57-
1	2	4	10 SAMMY HAGAR /Give To Live (Geffen)	104-0	39-	92- 10-
11	8	11	11 STARSHIP /It's Not Over ('Til It's Over) (GrunT/RCA)	116-0	22-	87- 26+
9	9	10	12 OUTFIELD /Since You've Been Gone (Columbia)	111-0	25-	85- 23-
24	19	15	13 GREAT WHITE /Rock Me (Capitol)	130+/2	5+	56+ 70-
17	16	14	14 FLEETWOOD MAC /Isn't It Midnight (WB)	116-15	14+	71+ 41-
49	30	22	15 GRATEFUL DEAD /Hell In A Bucket (Arista)	122+/16	2+	48+ 68+
35	28	16	16 LOS LOBOS /La Bamba (Slash/WB)	109+9	18+	60+ 43-
15	15	17	17 U2 /Spanish Eyes (Island)	112-1	9-	64- 43-
33	23	20	18 JON ASTLEY /Jane's Getting Serious (Atlantic)	127+/10	6+	38+ 80-
13	13	12	19 FABULOUS THUNDERBIRDS /Stand Back (CBS Associated)	111-0	9-	59- 49-
36	31	24	20 SAMMY HAGAR /Boys' Night Out (Geffen)	115+/11	3+	48+ 63+
—	49	27	21 TOM PETTY & THE HEARTBREAKERS /All Mixed Up (MCA)	112+/19	6+	37+ 67+
20	17	17	22 TOM KIMMEL /That's Freedom (Mercury/PG)	106-0	3=	37- 63-
39	33	26	23 ROGER WATERS /Sunset Strip (Epic)	110+/13	1=	24+ 77+
37	35	30	24 CHARLIE DANIELS BAND /Bogged Down In Love (Epic)	111+/11	0=	22+ 79+
59	43	32	25 JOE WALSH /In My Car (Full Moon/WB)	101+/15	1=	25+ 71+
48	41	36	26 PATTY SMYTH /Isn't It Enough (Columbia)	106+/15	0=	14+ 78+
43	39	35	27 U2 /Where The Streets Have No Name (Island)	74+/21	7=	39+ 29+
36	33	33	28 CALL /I Don't Wanna (Elektra)	100+/6	0-	23+ 64+
29	23	29	29 MARILLION /Incommunicado (Capitol)	97-1	1+	18- 69-
—	58	41	30 BEAT FARMERS /Dark Light (Curb/MCA)	112+/25	0=	7+ 71+
3	12	18	31 RICHARD MARX /Don't Mean Nothing (Manhattan)	56-0	16-	36- 15-
58	50	46	32 SILENCERS /Painted Moon (RCA)	93+/19	1=	10= 58+
57	42	40	33 DIO /I Could Have Been A Dreamer (WB)	93+/4	1=	4= 65+
54	52	47	34 EUROPE /Carrie (Epic)	81+/13	1-	16+ 54+
27	24	25	35 STEVE EARLE & THE DUKES /I Ain't Ever Satisfied (MCA)	76-1	1	12= 52-
DEBUT	36	36	36 BRYAN ADAMS /Victim Of Love (A&M)	68+/35	5+	16+ 46+
DEBUT	37	37	37 RICHARD MARX /Should've Known Better (Manhattan)	80+/44	0-	7+ 60+
52	45	44	38 JON BUTCHER /Wishes (Capitol)	71-/4	1-	18+ 48-
5	10	19	39 BRYAN ADAMS /Hearts On Fire (A&M)	48-0	9-	30- 13-
50	44	40	40 TWISTED SISTER /Hot Love (Atlantic)	79-/3	0=	3= 59+
—	56	41	41 PAUL KELLY & THE MESSENGERS /Darling It Hurts (A&M)	79+/21	0=	4+ 54+
—	57	52	42 WARREN ZEVON /Delox Mansion (Virgin)	67+/10	2-	12+ 46+
—	53	49	43 GRATEFUL DEAD /West L.A. Fadeaway (Arista)	55+/5	2+	17- 34+
—	53	48	44 MASON RUFFNER /Dancin' On Top Of The World (CBS Associated)	71+/7	1=	5= 53+
—	58	45	45 CROWDED HOUSE /World Where You Live (Capitol)	55+/11	2+	17+ 34+
DEBUT	46	46	46 INSIDERS /Ghost On The Beach (Epic)	69/69	0	4 46
DEBUT	47	47	47 DAVID BOWIE /Never Let Me Down (EMI America)	50+/34	1=	21+ 21+
60	48	48	48 GRATEFUL DEAD /When Push Comes To Shove (Arista)	50-0	2+	21+ 24-
—	57	49	49 SUZANNE VEGA /Solitude Standing (A&M)	60+/14	3=	14+ 34+
51	51	51	50 DANNY WILSON /Mary's Prayer (Virgin)	44-/3	7+	21+ 21-
21	20	28	51 NEIL YOUNG & CRAZY HORSE /Long Walk Home (Geffen)	50-0	0-	13- 30-
26	38	50	52 FLEETWOOD MAC /Seven Wonders (WB)	33-0	7-	23- 8-
30	27	31	53 FIXX /Don't Be Scared (MCA)	52-0	0-	11- 35-
28	26	29	54 JOHN HIATT /Thank You Girl (A&M)	48-0	0=	11- 29-
22	32	45	55 ROGER WATERS /Radio Waves (Columbia)	38-/2	6=	18- 17-
DEBUT	56	56	56 MOTLEY CRUE /Wild Side (Elektra)	51+/8	1=	3- 34+
23	29	42	57 SUZANNE VEGA /Luka (A&M)	30-0	7-	20- 6-
18	21	38	58 OMAR & THE HOWLERS /Hard Times In The Land Of... (Columbia)	39-/0	2-	9- 23-
DEBUT	59	59	59 PETE BARDENS /In Dreams (Cinema/Capitol)	51+/16	0=	3+ 30+
DEBUT	60	60	60 PRETENDERS /Where Has Every Body Gone (WB)	43/43	1	7 29

BREAKERS

BEAT FARMERS
Dark Light (Curb/MCA)
66% of our reporters on it.

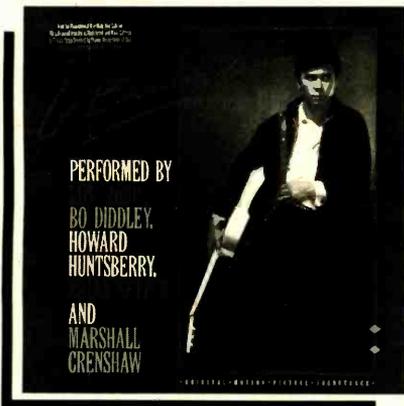
TOM PETTY & THE HEARTBREAKERS
All Mixed Up (MCA)
66% of our reporters on it.

ROGER WATERS
Sunset Strip (Columbia)
65% of our reporters on it.

LOS LOBOS
La Bamba (Slash/WB)
64% of our reporters on it.

PATTY SMYTH
Isn't It Enough (Columbia)
62% of our reporters on it.

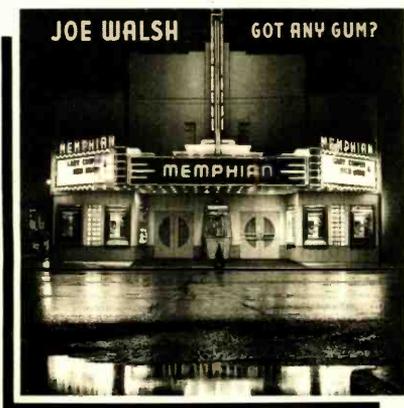
DOUBLE BREAKER



LOS LOBOS "La Bamba"

AOR Albums 22-19

AOR Tracks 21-16



BREAKER - BOUND

JOE WALSH "In My Car"

AOR Tracks 32-25



NEXT BREAKER

DIO

"I Could Have Been A Dreamer"

AOR Tracks 40-33

AOR Albums 39-34



New This Week: 43/43

THE PRETENDERS "Where Has Everybody Gone"

A MOST ADDED Track This Week

AOR Tracks - Debut 60



MOST ADDED
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

EAST BREAKOUTS
Regina Belle

CHART & LISTS

MOST ADDED
Michael Jackson
Europe
David Bowie
Natalie Cole
Pointer Sisters

SOUTH BREAKOUTS
Atlantic Starr
Curiosity Killed The Cat
Georgia Level 42
Pepsi & Shirlee

EAST PARALLEL TWO

WELY/Baby, NY
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
98FM/Schenectady, NY
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
OIG/Albany, PA
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

SOUTH PARALLEL TWO

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
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Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

PARALLEL THREE

WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson
WV/Charlotte, NC
Michael Jackson
Whitney Houston
LL Cool J
Banarama
Europe
Smiley Robinson

Parallels Begin on Page 91
Adds & Hits Begin on Page 91
P.1 Playlist Begin on Page 88

229 Current Reporters

The following stations reported a frozen playlist this week:

STVX Jackson

The following stations failed to report this week therefore their playlists were frozen:

Z103/Tallahassee

New & Active Includes songs reported by at least 50 of our CHR reporters...
New & Active Includes songs reported by at least 50 of our CHR reporters...
New & Active Includes songs reported by at least 50 of our CHR reporters...

WE'RE THE ONE FOR CHR

Scott Shannon's Rockin' America Top 30 Countdown American Dance Traxx Future Hits

We bring you the hits. And a whole lot more. Personality Plus. We have the personalities PLUS great stations for big audience numbers.

Scott Shannon, America's most listened-to morning man, hosts the *Rockin' America Top 30 Countdown* along with his zany Zoo Crew. Joel Denver, *Radio & Records'* CHR editor, brings listeners tomorrow's hits today on *Future Hits*. And Jeff Wyatt, pro-

gram director at KPWR-FM Power 106 in Los Angeles, presents today's hottest dance music on *American Dance Traxx*.

Add to these great radio personalities a station lineup of the country's best and biggest stations and you've got an unbeatable combination that means *great* radio. Get Personality Plus on your station. Call (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE RADIO NETWORKS
MUTUAL BROADCASTING SYSTEM

PARALLELS

HUEY LEWIS & THE NEWS

Doing It All For My Baby (Chrysalis) LP: Forel

Chart Summary table for Huey Lewis & The News. Includes Regional, National, and Summary data.

Chart Summary table for Huey Lewis & The News. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for Huey Lewis & The News. Includes Regional, National, and Summary data.

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Chart Summary table for Huey Lewis & The News. Includes Regional, National, and Summary data.

Chart Summary table for Huey Lewis & The News. Includes Pos, P1, P2, P3, Tot columns.

Living In A Box Continued

Chart Summary table for Living In A Box. Includes Regional, National, and Summary data.

Chart Summary table for Living In A Box. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for Living In A Box. Includes Regional, National, and Summary data.

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Chart Summary table for Living In A Box. Includes Pos, P1, P2, P3, Tot columns.

Los Lobos Continued

Chart Summary table for Los Lobos. Includes Regional, National, and Summary data.

Chart Summary table for Los Lobos. Includes Pos, P1, P2, P3, Tot columns.

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Chart Summary table for Los Lobos. Includes Pos, P1, P2, P3, Tot columns.

Madonna Continued

Chart Summary table for Madonna. Includes Regional, National, and Summary data.

Chart Summary table for Madonna. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for Madonna. Includes Regional, National, and Summary data.

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Chart Summary table for Madonna. Includes Regional, National, and Summary data.

Chart Summary table for Madonna. Includes Pos, P1, P2, P3, Tot columns.

George Michael Continued

Chart Summary table for George Michael. Includes Regional, National, and Summary data.

Chart Summary table for George Michael. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for George Michael. Includes Regional, National, and Summary data.

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Chart Summary table for George Michael. Includes Regional, National, and Summary data.

Chart Summary table for George Michael. Includes Pos, P1, P2, P3, Tot columns.

LISA LISA AND CULY JAM

Lost In Emotion (Columbia) LP Spanish Fly

Chart Summary table for Lisa Lisa and Culy Jam. Includes Regional, National, and Summary data.

Chart Summary table for Lisa Lisa and Culy Jam. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for Lisa Lisa and Culy Jam. Includes Regional, National, and Summary data.

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Chart Summary table for Lisa Lisa and Culy Jam. Includes Pos, P1, P2, P3, Tot columns.

MADONNA

Who's That Girl (Sire/WB) LP: Who's That Girl Soundtrack

Chart Summary table for Madonna. Includes Regional, National, and Summary data.

Chart Summary table for Madonna. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for Madonna. Includes Regional, National, and Summary data.

Chart Summary table for Madonna. Includes Pos, P1, P2, P3, Tot columns.

Chart Summary table for Madonna. Includes Regional, National, and Summary data.

Chart Summary table for Madonna. Includes Pos, P1, P2, P3, Tot columns.

GEORGE MICHAEL

I Want Your Sex (Columbia) LP: Beverly Hills Cop II

Chart Summary table for George Michael. Includes Regional, National, and Summary data.

Chart Summary table for George Michael. Includes Pos, P1, P2, P3, Tot columns.

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Chart Summary table for George Michael. Includes Pos, P1, P2, P3, Tot columns.

ALEXANDER O'NEAL

Fake (Tabu/CBS) LP: Tabu

Chart Summary table for Alexander O'Neal. Includes Regional, National, and Summary data.

Chart Summary table for Alexander O'Neal. Includes Pos, P1, P2, P3, Tot columns.

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Chart Summary table for Alexander O'Neal. Includes Pos, P1, P2, P3, Tot columns.

PARALLELS

Other Ones Continued
WEST REACH P3
WEST REACH P2
WEST REACH P1

Prince Continued
WEST REACH P3
WEST REACH P2
WEST REACH P1

Starship Continued
WEST REACH P3
WEST REACH P2
WEST REACH P1

U
WEST REACH P3
WEST REACH P2
WEST REACH P1

Suzanne Vega Continued
WEST REACH P3
WEST REACH P2
WEST REACH P1

OUTFIELD
Since You've Been Gone (Columbia)
LP: Bangin'
Total Reports 158 698

SMOKEY ROBINSON
One Heartbeat (Motown)
LP: One Heartbeat
Total Reports 131 578

3B SPECIAL
Back To Paradise (A&M)
LP: Flashback
Total Reports 109 478

U
WEST REACH P3
WEST REACH P2
WEST REACH P1

Suzanne Vega Continued
WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
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WEST REACH P1

WEST REACH P3
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WEST REACH P2
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WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

PRINCE
U Got The Look (Paisley Park/WB)
LP: Sign O' The Times
Total Reports 95 418

STARSHIP
It's Not Over (Til It's Over) (GrunT/RCA)
LP: No Protection
Total Reports 193 844

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

WEST REACH P3
WEST REACH P2
WEST REACH P1

PARALLELS

SIGNIFICANT ACTION

Donne Warwick Continued

Whitesnake Continued

Steve Winwood Continued

A B

ALISHA Into My Secret (RCA)

Table with station call letters and signal strength indicators (P1, P2, P3) for Alisha's song.

REGINA BELLE Show Me The Way (Columbia)

Table with station call letters and signal strength indicators for Regina Belle's song.

AMAZULU Montego Bay (Mango Island)

Table with station call letters and signal strength indicators for Amazulu's song.

ERIC CLAPTON w/ TINA TURNER Teaching Us Apart (WB)

Table with station call letters and signal strength indicators for Eric Clapton's song.

JON ASTLEY Jane's Getting Serious (Atlantic)

Table with station call letters and signal strength indicators for Jon Astley's song.

CROWDED HOUSE World Where You Live (Capitol)

Table with station call letters and signal strength indicators for Crowded House's song.

ATLANTIC STARR One Love At A Time (WB)

Table with station call letters and signal strength indicators for Atlantic Starr's song.

CURIOSITY KILLED THE CAT Ms/Mr (Mercury/PolyGram)

Table with station call letters and signal strength indicators for Curiosity Killed The Cat's song.

AUTOGRAPH She Never Looked That Good To Me

Table with station call letters and signal strength indicators for Autograph's song.

WHITESNAKE Here I Go Again (Geffen)

Table with station call letters and signal strength indicators for Whitesnake's song.

Table with station call letters and signal strength indicators for various songs.

KIM WILDE Say You Really Want Me (MCA)

Table with station call letters and signal strength indicators for Kim Wilde's song.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

WHITESNAKE Here I Go Again (Geffen)

Table with station call letters and signal strength indicators for Whitesnake's song.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

WHISPERS Rock Steady (Solar/Capitol)

Table with station call letters and signal strength indicators for Whispers' song.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

STEVE WINWOOD Back In The High Life Again (WB)

Table with station call letters and signal strength indicators for Steve Winwood's song.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

DANNY WYLSON Mary's Prayer (Virgin)

Table with station call letters and signal strength indicators for Danny Wilson's song.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

STEVE WINWOOD Back In The High Life Again (WB)

Table with station call letters and signal strength indicators for Steve Winwood's song.

Table with station call letters and signal strength indicators for various songs.

Table with station call letters and signal strength indicators for various songs.

PARALLELS

SIGNIFICANT ACTION

Continued From Page 99

D

DEPECHE MODE
Strangelove (Sire/WB)

P1 EARTY WEST on CFOI 23-21	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 5-7 KOPF 9-8 KOPF 21-18 KOPF 24-20 KOPF 31-1 KOPF 35-12 KOPF 103 on	P2 WEST on KOPF 24-20 KOPF 31-1 KOPF 35-12 KOPF 103 on	P3 WEST on KOPF 24-20 KOPF 31-1 KOPF 35-12 KOPF 103 on

E

EXPOSE
Let Me Be The One (Arista)
LP: Exposé

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

F

FARRENHET
Lost In Loveland (WB)
LP: Farrenhet

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

G

GREAT WHITE
Rock Me (Capitol)
LP: Once Bitten

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

H

DAVID HALLYDAY
He's My Girl (Scotti Bros./CBS)
LP: He's My Girl

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

L

LEVEL 42
Running In The Family (Polydor)
LP: Running In The Family

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

M

GLENN MEDEIROS
Watching Over You (Amherst)

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

P

PEPSI & SHIRLIE
Heartache (Polydor/PolyGram)

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

P

POINTER SISTERS
Be There (MCA)
LP: Beverly Hills Cop II Soundtrack

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

R

RED SPEEDWAGON
In My Dreams (Epic)
LP: Life As We Know It

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

S

SILENCERS
Painted Moon (RCA)
LP: A Letter From St. Paul

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

W

WILL TO POWER
Dreamin' (Epic)

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

Y

YELLO
On Yeah (Mercury/PolyGram)

P1 EARTY WEST on SOUTH	P2 EARTY WEST on SOUTH	P3 EARTY WEST on SOUTH
P1 WEST on KOPF 103 on	P2 WEST on KOPF 103 on	P3 WEST on KOPF 103 on

CHART SUMMARY

CONTEMPORARY HIT RADIO

Rank	Artist	Album	Label
1	U2	Still Haven't Found What I'm Looking For	(Island)
2	MADONNA	Who's That Girl	(Sire/WB)
3	SUZHANE VEGA	Lula	(A&M)
4	BOB SEGER	Shakedown	(MCA)
5	T'Pau	Heart And Soul	(Virgin)
6	JETS	Cross My Broken Heart	(Sash/WB)
7	LOS LOBOS	La Bamba	(Columbia)
8	GEORGE MICHAEL	I Want Your Sex	(Columbia)
9	STEVE WINWOOD	Back In The High Life Again	(Island/WB)
10	RICHARD MARX	Don't Mean Nothing	(Manhattan)
11	WHISPERS	Rock Steady	(Solar/Capitol)
12	G. ESTEFAN & MIAMI SOUND MACHINE	Is Gonna Get You (Epic)	
13	DEBBIE GIBSON	Only In My Dreams	(Atlantic)
14	JANET JACKSON	The Pleasure Principle	(A&M)
15	ROBBIE NEVIL	What's It To Ya	(Manhattan)
16	FLEETWOOD MAC	Seven Wonders	(WB)
17	KILMEYER	It's Still Say Yes	(Consolidation/MCA)
18	STARSHIP	It's Not Over	(TTG's Own) (Gruet/RCA)
19	LIVING IN A BOX	Living In A Box	(Chrysalis)
20	DAN HILL	Can't We Try?	(Columbia)
21	HUEY LEWIS & THE NEWS	Doing It All For My Baby	(Chrysalis)
22	DIONNE WARWICK & JEFFREY OSBORNE	Dance With Somebody	(Who Loves Me) (Arista)
23	WHITNEY HOUSTON	Wanna Dance	(Arista)
24	WHITESNAKE	Here I Go Again	(Geffen)
25	SAMMY HAGAR	Give To Live	(Geffen)
26	OUTFIELD	Since You've Been Gone	(Columbia)
27	WHITNEY HOUSTON	Didn't We Almost Have It All	(Arista)
28	ABC	When Smokey Sings	(Mercury/PG)
29	SURFACE	Happy	(Columbia)
30	DANNY WILSON	Mary's Prayer	(Virgin)
31	CROWDED HOUSE	Something So Strong	(Capitol)
32	NYLONS	Kiss Him Goodbye	(Open Air/Windham Hill)
33	MICHAEL JACKSON	I Just Can't Stop Loving You	(Who Found) (Chrysalis)
34	JELLYBEAN	teaching ELISA FIORILLO	Who Found
35	MICHAEL JACKSON	I Just Can't Stop Loving You	(Who Found) (Chrysalis)
36	SYSTEM	Don't Disturb The Groove	(Atlantic)
37	BRYAN ADAMS	Hearts On Fire	(A&M)
38	MOTLEY CRUE	Guns, Girls, Guns	(Elektra)
39	JONATHAN BUTLER	Lies	(Jive/RCA)
40	WANG CHUNG	Hypnotize Me	(Geffen)

Before U2's "Joshua Tree" album, CHR paid this group no attention. But they've just scored their second consecutive #1 record. MADONNA and LOS LOBOS lead the pack with an average reporter chart move of +6, particularly impressive for Madonna, which is already up to #2. GEORGE MICHAEL's controversial single shows Top 10 performance at most of the 72% reporting him, moving it up to #8. JONATHAN BUTLER, with 58% of our sample, debuts at #39 with significant moves on charts in all Parallels before becoming a Breaker. He also tops New & Active and Most Active. Last week's spectacular add action for WHITNEY HOUSTON turned to chart conversions this week, giving her a strong #28 debut. But this week the spotlight was on MICHAEL JACKSON, with 213 adds, many of them with a chart number, to give him an impressive debut at #35.

NEW ARTISTS

Rank	Artist	Album	Label	Reports
1	JONATHAN BUTLER	Lies	(Jive/RCA)	132
2	GRATEFUL DEAD	Touch Of Grey	(Arista)	129
3	L.L. COOL J	Need Love	(Def Jam/Columbia)	92
4	FAT BOYS	Wipe Out	(Tin Pan Apple/PG)	89
5	CURE	Why Can't I Be You?	(Elektra)	89
6	ALEXANDER O'NEAL	Fake	(Tabu/CBS)	62
7	CURIOSITY KILLED THE CAT	Misfit	(Mercury/PG)	42
8	WILL TO POWER	Dreamin'	(Epic)	34
9	SILENCERS	Painted Moon	(RCA)	29
10	JON ASTLEY	Jane's Getting Serious	(Atlantic)	18

New Artists are those who have not previously been reported as a Breaker by reporting stations.

P1 A Check out the new P1-A CHR Playlists on Page 90 for music from America's leading-edge CHR's.

"CASANOVA"

(7-89217) (DMD 1073)

The new single

LeVert

Let LeVert treat you to the hottest R&B single in the country, "CASANOVA." Already a summer smash at Black radio, "CASANOVA" is crossing over to CHR now!

From the album
**THE BIG
THROWDOWN**

(81773)

Produced by Gefald Levert, Marc Gordon & Craig Cooper for **ATREVEL**; except "Temptation" and "Casanova" produced by Reggie Calloway, co-produced by Vincent Calloway for Calloco, Inc.

Management: Harry J. Coombs

URBAN CONTEMPORARY 2

Just Starting At:

WRCK
KXX106
KF95
Z102



On Atlantic Records

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R&R NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS.

MICHAEL JACKSON

I Just Can't Stop Loving You (Epic)

94% of our reporters playing it. Moves: Up 1, Debuts 2, Same 0, Down 0, Adds 213 including BT104, PWR95, Z100, Z93, WMMS, KBEQ, KIIS, KUBE. See Parallels, debuts at number 35 on the CHR chart.

BANANARAMA

I Heard A Rumour (London/PolyGram)

71% of our reporters playing it. Moves: Up 49, Debuts 40, Same 41, Down 0, Adds 33 including WCAU, B94, Q107, Y95, KRBE, WAPI, CHED. Complete airplay in Parallels.

NEW & ACTIVE

JONATHAN BUTLER "Lies" (Jive/RCA)

Reports: 132 Moves: Up 72, Debuts 15, Same 28, Down 0, Adds 17 including KCPW, WLOL, WKEE, WINK, WOJF, 94.2, WKLK, 194, WKSE 40-36, KRBE 32-26, 92X 33-28, WCYZ 34-26, WKTI 7-5, 98PXY 22-15, WRCK 31-25.

Debuts at number 39 on the CHR chart with significant chart action at reporting stations.

SMOKEY ROBINSO "One Heartbeat" (Motown)

Reports: 101 Moves: Up 40, Debuts 1, Same 33, Down 0, Adds 30 including WMJQ, 92X, KPLZ, WSPK, 99.5FM, Q106, WNOK, FM100, KOKO, 894 29-25, 897 29-25, FM102 27-20, KWOD 25-19, WTIC 31-26, 95XIL 37-34.

GRATEFUL DEAD "Touch Of Grey" (Arista)

Reports: 129 Moves: Up 49, Debuts 25, Same 24, Down 0, Adds 31 including Z93, Q102, 92X, KHTR, Y108, KIIS, KWOD, Q106, WCAU 31-24, Z95 40-34, K104 40-27, WRRO 30-23, WHYY 40-33, WKZL 30-20, Z104 36-26.

EUROPE "Carrie" (Epic)

Reports: 122 Moves: Up 12, Debuts 37, Same 22, Down 0, Adds 51 including WKSE, B94, Y95, KRBE, WMMS, KBEQ, KWK, KZZP, Y100 34-23, KCPX 35-27, BU105 39-32, Y106 37-27, WKDD 33-22, KIYS 27-18.

NATALIE COLE "Jump Start" (Manhattan)

Reports: 115 Moves: Up 15, Debuts 23, Same 42, Down 0, Adds 35 including WMJQ, CKOI, Z93, WVSF, WNNK, 99.5FM, WRVQ, WKDD, 194, WKSF, KYY, KRBE 28-22, B96 38-34, FM102 34-30, Z94 34-27.

FREDDIE JACKSON "Jam Tonight" (Capitol)

Reports: 113 Moves: Up 60, Debuts 11, Same 35, Down 0, Adds 31, KIIS, KWOD, WNOK, KIKK, KYYY, WKXS 27-23, Y100 30-25, B96 20-16, WHYT 5-3, KS103 14-10, WTIC 23-18, KC101 19-12, WPST 26-20, KXX106 17-13, WIGY 34-26.

Showing impressive moves in all regions, particularly in major markets like Detroit, San Diego, Chicago, and Buffalo.

38 SPECIAL "Back To Paradise" (A&M)

Reports: 109 Moves: Up 24, Debuts 17, Same 43, Down 0, Adds 25 including PRO-FM, Z93, KHTR, WLOL, Y108, WFLY, WSPK, WBW, WRQN, WMMS 36-32, WKTI 22-19, K104 37-33, WKDD 38-30, 95XIL 39-34, Y94 23-18.

KIM WILDE "Say You Really Want Me" (MCA)

Reports: 105 Moves: Up 30, Debuts 16, Same 50, Down 0, Adds 9, WCAU, KDWB, WFLY, KAMZ, BU105, WRVQ, WKSF, KTRS, KKAZ, Z93 36-32, KRBE 29-25, B96 33-29, Z95 37-32, 98PXY 39-35, KYRK 34-28.

INXS & JIMMY BARNES "Good Times" (Atlantic)

Reports: 105 Moves: Up 60, Debuts 7, Same 31, Down 4, Adds 3, KEGL, KRNQ, WKFR, WKXS 34-30, PRO-FM d-35, WMMS 31-24, WCYZ 25-17, KKRZ 29-24, WPST 28-23, KSAQ 27-24, KIQ 35-25, Z104 15-11, WWPX 13-9, OK100 14-6, WKSF 31-26.

Moving up at better than 50% of those playing it, with the best action in the Midwest.

HERB ALPERT "Making Love In The Rain" (A&M)

Reports: 102 Moves: Up 24, Debuts 17, Same 46, Down 0, Adds 15 including WTIC, K98, KZIO, KYNO, 194, KDQO, KLUC, KXYO, WKXS 32-19, Y100 35-30, WCYZ 36-33, KMEL 15-11, 98PXY 38-34, WKES 27-20, KMGX 34-29.

PRINCE "U Got The Look" (WB)

Reports: 95 Moves: Up 19, Debuts 15, Same 32, Down 0, Adds 29 including WKXS, Z93, 92X, WNIC, KDWB, FM102, KPLZ, Z94, WNNK, 194, B96 40-36, WL0L 37-33, WTIC 38-32, WRCK 36-31, KYNO 11-10.

L.L. COOL J "I Need Love" (Del Jama/Columbia)

Reports: 92 Moves: Up 37, Debuts 18, Same 11, Down 1, Adds 25 including B94, KKBQ, KRBE, KDWB, KKRZ, KPLZ, WFLY, WIGY, WKZ, KFMW, WAVA 17-9, Y100 20-9, 897 15-11, WHYT 11-9, KMEL 4-3.

Big jumps at WAVA 17-9 and KZZP 21-14 support some early Top 5 reports in almost all regions.

FAT BOYS with BEACH BOYS "Wipe Out" (Tin Pan Apple/PolyGram)

Reports: 89 Moves: Up 39, Debuts 15, Same 25, Down 0, Adds 10, WCYZ, Z94, WNNZ, WOKI, WBAM, WRVQ, WIGY, 103CIR, WBBS, SLY96, B94 15-12, Y95 24-10, KRBE 31-1, KROY 8-3, KCAO 18-12.

Already 3-1 at KZOU, 9-1 at KZOU, and showing many early heavy jumps into the Top 5.

CURE "Why Can't I Be You?" (Elektra)

Reports: 89 Moves: Up 46, Debuts 27, Same 31, Down 1, Adds 4, KZOU, WDJX, CHED, WKZ, WKXS 31-26, CKOI 9-8, Y95 11-9, KRBE 11-9, WCYZ 39-35, KS103 20-15, WPST 23-18, WRRO 36-31, Z104 12-10, KOZE 14-10, KHTZ 11-9.

Top 10 at Y95, KRBE, Z104, with upward movement in all regions and Parallels at better than 50% of those stations reporting it.

BREAKFAST CLUB "Kiss And Tell" (MCA)

Reports: 88 Moves: Up 22, Debuts 14, Same 41, Down 0, Adds 11, KKBQ, WNIC, KUBE, K104, WNNK, K98, WIRK, 194, 95XIL, KHTZ, 891, KCPX 26-21, Q100 38-36, KYO 39-34, WOMP 40-37.

LAURA BRANIGAN "Shattered Glass" (Atlantic)

Reports: 83 Moves: Up 31, Debuts 6, Same 38, Down 0, Adds 7, Q105, WPST, WKLD, CHED, OK100, WKYS, KYYY, WKXS 22-16, B96 32-29, WTIC 30-27, WNNZ 34-31, KSAQ 31-26, KIYS 34-31, WKPE 27-23, WBWB 25-19.

HOTTERS "Johnny B" (Columbia)

Reports: 72 Moves: Up 31, Debuts 4, Same 27, Down 0, Adds 10, KEGL, KWOD, Z94, Q106, KIQ, KKRZ, KMCO, WSPK, KMYA, WBOZ, WCAU 37-33, WMMS 32-26, KSAQ 35-29, KIYS 31-25, OK100 35-26.

ALEXANDER O'NEAL "Fats" (Tabu/CBS)

Reports: 62 Moves: Up 14, Debuts 15, Same 22, Down 0, Adds 11, PRO-FM, WCYZ, Z94, KZZB, KZOU, KMCO, WKPE, KISR, WBWB, KZFN, Y97, WCAU 40-35, KXX106 14-10, KMGX 17-12, KYRK 36-31.

DAVID BOWIE "Never Let Me Down" (EMI America)

Reports: 61 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 61 including WKXS, WMJQ, CKOI, WCAU, PRO-FM, KRBE, WGH, 98DTR, WCYZ, KZWB, 194, KGOZ, KKAZ, WMJQ, KATD, KPLZ.

LISA LISA "Lost In Emotion" (Columbia)

Reports: 59 Moves: Up 8, Debuts 8, Same 13, Down 0, Adds 40 including WKXS, Z100, Y95, WNNZ, 92X, KCPW, KWK, WL0L, KIIS, KKRZ, KCPX, KWSS, WTIC, Y100 27-16, KROY 22-15.

GO WEST "Don't Look Down" (Chrysalis)

Reports: 50 Moves: Up 3, Debuts 5, Same 22, Down 0, Adds 20 including WVSF, WERZ, WTIC, WRCK, WKOB, WRRO, WKSJ, WMPX, WCOZ, WBND, 194, KGOZ, KKAZ, WMJQ, d-35, KLUC 40-37.

OTHER ONES "Holiday" (Virgin)

Reports: 50 Moves: Up 7, Debuts 5, Same 22, Down 0, Adds 16 including CKOI, PRO-FM, WGH, KMEL, WFLY, KSAQ, Z104, KTRS, Z93 40-36, Z95 39-35, WMMS 37-30, KCPX 40-36, WKDD d-39, WBND 39-36, Y94 37-30.

MOST ADDED MOST ACTIVE HOTTEST

MICHAEL JACKSON (213)
DAVID BOWIE (61)
EUROPE (51)
NATALIE COLE (35)
BANANARAMA (33)
GRATEFUL DEAD (31)
CROWDED HOUSE (30)
EXPOSE (30)
LISA LISA (30)
POINTER SISTERS (30)
SMOKEY ROBINSO (30)

JONATHAN BUTLER (87)
GRATEFUL DEAD (74)
FREDDIE JACKSON (70)
SMOKEY ROBINSO (68)
INXS & JIMMY BARNES (63)
L.L. COOL J (54)
FAT BOYS (54)
CURE (52)
EUROPE (49)
KIM WILDE (46)

LOS LOBOS (128)
MADONNA (126)
SUZANNE VEGA (97)
GEOFFREY MICHAEL (91)
U2 (85)
T'PAU (62)
WHISPERS (49)
RICHARD MARX (48)
DEBBIE GIBSON (44)
BOB SEGER (37)

Most Active = Ups + Debuts - Downs

SIGNIFICANT ACTION

REG SPEEDWAGON "In My Dreams" (Epic)
Reports: 47 Moves: Up 29, Debuts 4, Same 10, Down 0, Adds 4, 99DTR, KZIO, WZPL, WKFR, WCAU 35-32, KEGL 40-29, KDWB 23-16, WL0L 23-18, WINK 37-32, KZOU 27-19, WKDD 37-29, KRNQ 33 28, KIYS 12-11, KWTO 30-25, KTRS 36-29.

REGINA BELLE "Show Me The Way" (Columbia)
Reports: 46 Moves: Up 10, Debuts 6, Same 17, Down 1, Adds 12, PRO-FM, Q100, KYNO, KMCO, KLUC, KYRK, WKPE, 100KX, WPKY, WQZS, KHTZ, OK95, WMJQ 37-32, FM102 28-25, WTIC 33-24.

POINTER SISTERS "Be There" (MCA)
Reports: 42 Moves: Up 2, Debuts 2, Same 8, Down 0, Adds 30 including WCAU, WMMS, WL0L, WRCK, WBQB, KXX106, WKOB, WNNK, Y106, KTUX, KOKO, WKZ, KP95, B96 16-14, WTIC 36-34.

CURIOSITY KILLED THE CAT "Misfit" (Mercury/PolyGram)
Reports: 42 Moves: Up 2, Debuts 4, Same 22, Down 0, Adds 14 including Y95, WGH, KZZP, K104, KXX106, WNOK, WCKN, KZOU, WPKR, 95XIL, WNNK, WNNK, Y95, KCPX 39-33, KMEL 26-20.

WILL TO POWER "Dreamin'" (Epic)
Reports: 34 Moves: Up 24, Debuts 1, Same 4, Down 3, Adds 2, WCKN, KSMB, WKSE 28-23, Z100 20-15, KIIS 35-29, KZZP 25-22, KROY 30-23, KCPX 27-19, KS103 21-16, KMEL 10-5, KATD 23-18, KAMZ 15-12, KEZB 20-16, KMGX 22-16, KYNO 24-16.

Early local support from Miami spreading to NY, Salt Lake City, Orlando, and El Paso.

LEVEL 42 "Running In The Family" (Polydor/PolyGram)
Reports: 31 Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 11, WKXS, CKOI, Y100, FM102, KCPX, KPLZ, KXX106, WCKN, Y106, 95XXX, WJMX, KSNB 39-34, 95XIL d-38.

EXPOSE "Let Me Be The One" (Arista)
Reports: 30 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 30 including WBLI, PRO-FM, Z93, WGH, KKRZ, KMEL, WNNZ, WZTP, WPFM, WBBS, WMMS 6-40, WERZ 40-34, Y94 38-34, KZZP 33-29.

CROWDED HOUSE "World Where You Live" (Capitol)
Reports: 30 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 30 including WMMS, KKRZ, KCPX, KPLZ, KUBE, Z94, WGRD, WRQN, KIYS, KSNB, 95XXX, WJMX, KNIN, WKFR, KKAZ.

SILENCERS "Painted Moon" (RCA)
Reports: 29 Moves: Up 3, Debuts 3, Same 12, Down 0, Adds 11, WCKN, KIJK, WJXX, KIKK, 95XXX, WFXK, KQIZ, KISR, WZTP, WPFM, WBBS, WMMS 6-40, WERZ 40-34, Y94 38-34, KZZP 33-29.

ATLANTIC STARR "One Lover At A Time" (WB)
Reports: 22 Moves: Up 3, Debuts 3, Same 7, Down 0, Adds 9, KXX106, KAMZ, WKSJ, WXLK, WDLX, KYNO, 95XXX, WJAD, KOCR, WKOB d-35, WNOK 36-33, Y107 26-20, KITTY d-31, KMGX 35-30, WLRW d-33.

DEPECHE MODE "Strangelove" (Sire/WB)
Reports: 21 Moves: Up 11, Debuts 8, Same 8, Down 0, Adds 2, WRCK, WKPE, CKOI 25-21, KCPX 9-7, KATD 9-8, KWSS 21-18, KSNB 24-20, KCAO 8-1, KXYO 35-32, KDON 17-15, KOZE 28-25, KMTM 34-29, Y97 5-2.

A West Coast breakout with Top 5 and Top 10 reports in all Parallels.

AUTOGRAPH "She Never Looked That Good For Me" (RCA)
Reports: 18 Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 7, KRBE, KTUX, WDLX, WGRD, KZZU, KNAN, Y94, KEGL d-33, WANS on-dp, KSAQ on-dp, WZYO on-dp.

GLENN MEDEIROS "Watching Over You" (Amherst)
Reports: 18 Moves: Up 13, Debuts 1, Same 1, Down 1, Adds 2, WNNZ, WKSJ, WKSE 37-32, WMJQ 32-29, KZZP 22-19, KCPX 36-28, WERZ 35-30, KAMZ 20-18, WEAG 33-26, KSNB 38-31, 194 27-23, KMQJ 28-24, WCLB 16-6, WAZY 33-28, Y97 40-31.

JON ASTLEY "Jane's Getting Serious" (Atlantic)
Reports: 18 Moves: Up 12, Debuts 1, Same 3, Down 0, Adds 2, WJMX, WCL, WKXS 15-12, PRO-FM 35-31, KATD 13-12, Z94 28-24, K104 25-20, WERZ 38-31, KXYO 30-28, KZZU 32-31, WKPE 35-34, 95XIL 34-31, KMTM 34-34, Y97 21-20.

Top 10 reports in Boston and throughout the Bay Area with upward moves at 75% of those playing it.

GREAT WHITE "Rock Me" (Capitol)
Reports: 17 Moves: Up 2, Debuts 2, Same 7, Down 0, Adds 6, WKDD, WGRD, KZZU, WPFM, KKRZ, B91, WMMS on-dp, KPLZ on-dp, K104 4-37, WRRO 39-32, KZFN d-38, OK95 35-26.

DAVID HALLYDAY "He's My Girl" (Scotti Bros./CBS)
Reports: 16 Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 14, WFLY, KWES, KSAQ, KTUX, KZIO, WZOK, KP95, KIYS, KZOU, OK100, KNAN, WBWB, KGOT, Y97, Z95 d-40.

AMAZULU "Montego Bay" (Mango/Island)
Reports: 15 Moves: Up 4, Debuts 3, Same 8, Down 0, Adds 0 including WKXS on, KRBE 36-28, KATD on, KZZB on, KAMZ d-30, WKSJ on, BU105 on, KITTY 23-19, KYNO d-38, KYRK 30-28, KDON d-38, WCLB 30-29.

FARENHEIT "Lost In Loveland" (WB)
Reports: 12 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0 including WKXS on, Z94 on, WRRO on, KZZU on-dp, WPFM d-22, 95XXX on-dp, WZYO on, KSMB on-dp, KIKL 25-22, KGOZ on-dp, KMTM 29-27, KZFN on, OK95 27-20.

YELLOW "Oh Yeah" (Mercury/PolyGram)
Reports: 13 Moves: Up 3, Debuts 0, Same 2, Down 0, Adds 8, WAVA, KRBE, KWOD, KCPX, WNNK, Y106, 99K, FV9K, Z95 25-23, WL0L 4-4, KZZP 23-21, Z104 29-20.

ALISHA "Into My Secret" (RCA)
Reports: 12 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 4, K98, KITY, KKBQ on, FM102 36-33, KXX106 40-36, WKOB 34-32, KAMZ on, KBFM on, KTUX on, KMGX on, KNAN on-dp.

SWING OUT SISTER "Breakout" (Polydor/PolyGram)
Reports: 10 Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 9, WNNZ, KKRZ, KCPX, KMEL, KATD, KIYS, 194, WOCM, KTRS, CKOI 29-24.

PEPSI & SHIRLIE "Heartache" (Polydor/PolyGram)
Reports: 10 Moves: Up 3, Debuts 0, Same 0, Down 0, Adds 7, PWR97, KXX106, WKOB, WEAG, KMGX, WJAD, WZYP, WAVA 25-23, KMEL 17-15, KYRK 39-32.

ERIC CLAPTON & TINA TURNER "Tearing Us Apart" (WB)
Reports: 10 Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 1, WOMP, WMMS on, K104 on, WZPL on, WZYO on, 95XIL on, WJMX on, WBWB on-dp, KGOT on, OK95 39-32.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity, down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, both of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Expanded Airplay Information . . .

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**J O H N C O U G A R
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P A P E R I N F I R E

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**T H E F I R S T S I N G L E
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P R O D U C E D B Y J O H N M E L L E N C A M P A N D D O N G E H M A N

M A N A G E M E N T : C H A M P I O N E N T E R T A I N M E N T O R G A N I Z A T I O N , I N C .



O N M E R C U R Y R E C O R D S , C A S S E T T E S & C O M P A C T D I S C S

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