

**I N S I D E :**

**FREEZE ON FAIRNESS**

Congress freezes the Fairness Doctrine for one year and orders an FCC study. Page 14

**RADIOACTIVITY**

George Duncan acquires Oppenheimer group for \$38 million, while the Viacom board rebuffs a management buyout. More about these and other industry happenings in Radio Business. Page 10

**AC: OFF THE BEATEN TRACKS**

The quest for good material is leading AC beyond the designated hits to B-sides and album tracks. Hurricane Heeran discusses the phenomenon with four programmers. Page 60

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- Jeff Kelly PD, Al Lewis Sales Manager at WDMT
  - Paul Harvey re-signs with ABC
  - Sean Lynch upped to KKRZ PD
  - Dave Reinhart OM/PD at WLW
  - Ed Chandler KBUC PD
  - Gary Fisher VP/GSM at WHTZ
  - Tom Parker WGFM PD
  - Stan Main PD at WCMP
  - Fred Gregory GSM at WBRY
  - Dave Mariano Harris VP/Programming
  - Rip Pelley Allied Artists VP/Marketing
  - IDB sets remote record
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**AOR = ALL OLD RECORDS?**

Although format defenders disagree, others — including record companies — are questioning AOR's ability and desire to break new artists. Steve Feinstein talks to label executives about their viewpoints. Page 54

**THE GOLD RUSH CIRCA 1986**

More new Gold stations are hitting the scene without benefit of much lead time. Sean Ross shows how KFSD/Fresno made the switch in less than 30 days. Page 38

**REPACKAGING THE FUTURE**

Adam White reports on label and retailer reactions to 4 X 12 cassette packaging, and surveys CHR PDs on the single's future. Page 44

**HAPPY BIRTHDAY TO US**

This month R&R begins its 14th year of publication.

**14**

**NEXT WEEK IN R&R**

Dan O'Day kicks off a two-part interview with Gary Owens.

Newsstand Price \$5.00



**ELLIS BECOMES MD**

**Salkowitz Slated To Program WQHT**

Joel Salkowitz has been selected as Program Director for Emmis Broadcasting's Urban-slanted hybrid WQHT (Hot 103)/New York (formerly WAPP). Previous WAPP PD Steve Ellis assumes the Music Director's chair.

GM Stuart Layne remarked, "Joel has been instrumental in the development of our new Urban/CHR hybrid stations. There are very few people in the country who have as good a grasp of the format as he does, and I'm glad to give him this opportunity."

Salkowitz, who helped put co-owned KPWR (Power 106)/Los Angeles on the air, said, "I have



nothing but the best things to say about Emmis. I've worked for two other companies in my career, and by far this is the best working situation I've ever

**SUMMER '86 ARBITRON**

**WHTZ, WPLJ Tie; KIIS In First, KPWR Gains**

	New York		Los Angeles		
	Spring '86	Su '86	Spring '86	Su '86	
WHTZ (CHR)	6.9	5.5	KIIS-AM & FM (CHR)	6.3	7.1
WPLJ (CHR)	5.9	5.5	KABC (Talk)	7.0	6.7
WOR (Talk)	4.5	5.3	KPWR (B/U)	6.0	6.6
WRKS (B/U)	6.2	5.1	KJOI (B/EZ)	5.2	4.4
WBLS (B/U)	4.3	4.9	KOST (AC)	4.2	4.1
WINS (News)	4.6	4.9	KRTH-FM (Gold)	3.5	4.0
WPAT-FM (B/EZ)	4.3	4.4	KBIG (B/EZ)	4.3	3.9
WLTW (AC)	4.2	3.6	KLOS (AOR)	3.4	3.7
WCBS (News)	3.3	3.5	KROQ (AOR)	3.8	3.6
WNEW-FM (AOR)	3.9	3.5	KNX (News)	3.1	3.5
WCBS-FM (Gold)	3.6	3.3	KMPC (BBnd)	3.0	3.3
WXRK (AOR)	3.1	3.3	KFWB (News)	3.7	3.3
WNEW (BBnd)	2.7	3.0	KTNQ (Span)	2.7	3.2
WHN (City)	3.0	2.8	KIQQ (AC)	2.9	2.9
WABC (Talk)	2.6	2.7	KLVE (Span)	3.4	2.2
WNSR (AC)	1.9	2.3	KMET (AOR)	2.2	2.0
WOXR-AM & FM (Class)	1.7	2.0	KJLH (B/U)	1.4	1.8
WPX (AC)	2.0	1.9	KZLA (City)	2.5	1.6
WADO (Span)	1.8	1.8	KUTE (A/A)	1.2	1.5
WYNY (AC)	2.0	1.8	KDAY (B/U)	1.1	1.5
WNBC (AC)	2.0	1.5	KBZT (AC)	1.2	1.5
WPAT (B/EZ)	1.6	1.5	KNAC (AOR)	1.2	1.4
WNCN (Class)	1.2	1.4	KNX-FM (AOR)	1.8	1.4
WQHT* (B/U)	1.6	1.4	KLAC (City)	1.2	1.4
WSKG (Span)	1.0	1.4	KWKW (Span)	1.7	1.3
WLIR-FM (AOR)	.8	1.2	KRLA (Gold)	1.2	1.3
WKDM (Span)	1.1	1.0	KKGO (Jazz)	1.3	1.3
WLIB (B/U)	.6	1.0	KFI (AC)	1.6	1.2
			KFAC-FM (Class)	1.1	1.1
			KACE (B/U)	1.2	1.0

\*Formerly WAPP (CHR)

MORE RATINGS/See Page 30, 32

**Lippincott Back To Chicago As WYTZ PD**

KYUU/San Francisco Manager of Programming Ric Lippincott has resigned from the NBC O&O AC to become PD at Cap Cities/ABC CHR WYTZ (Z95) (formerly WLS-FM)/Chicago. He replaces Jan Jeffries who left three weeks ago to become GM & VP/Programming at WXLK/Roanoke-Lynchburg, VA. The move marks a return to the station for Lippincott, as he programmed WLS-AM & FM from 1981-83.

WLS & WYTZ President/GM Jeff Trumper told R&R, "When (OM) John Gehron was GM, Ric programmed both stations



very successfully. Naturally, I'm very excited to have him back, as he's done a great job in San Francisco, and has learned a lot between his experience in L.A. at KHITZ (later KBZT, now KLSX) and KYUU.

LIPPINCOTT/See Page 6

**Bennett VP/AOR At MCA**



Bill Bennett has joined MCA Records as VP/Album Promotion, responsible for AOR airplay for all the label's artists on a national basis. Bennett comes to MCA after 13 years with CBS, the last three as VP/National Album Promotion for E/P/A. BENNETT/See Page 4

experienced. I was born in New York and worked here five years before moving to L.A. It's great to be home again, and I hope to make the Hot 103 team as good as the one at Power 106."

Salkowitz worked at ABC Radio Enterprises and ABC Watermark for three years before joining Emmis. He became KPWR's Research Director last January. Regarding Ellis, Salkowitz continued, "Steve was PD before the format switch, and has worked hard familiarizing us with the station's systems. He's been in New York a long time and has a great knowledge of this market, as well as good relationships with the record promotion people. I think he'll be a great addition to the staff."

**CHR ENDS WGCL CALLS**

**Gorman WNCX VP, Sanders PD**



John Gorman

WGCL/Cleveland has changed hands from GCC Communi-



Denny Sanders

cations to Metropolis Broadcasting, owner of WDTX/Detroit, and will switch call letters later this month to WNCX. Current PD Phil LoCascio will exit, as former WMMS PD (now Gorman Media President) John Gorman has signed a multiyear deal to become VP/OM. At the same time, former WMMS Assistant PD and 15-year air talent Denny Sanders has joined the station as PD and air talent. A GM has not yet been named.

**Camelot Chain Curtails Store Reports**

Concerned over the mounting pressure for store reports used in compiling national trade charts, the Camelot Music chain has instructed its local managers to stop giving out such information. Instead,

CAMELOT/See Page 6

GORMAN/See Page 4

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OCTOBER 17, 1986

**SUMMER RATINGS BENEFITS**

Rip Ridgeway tells why the Arbitron summer book is worth studying.

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**Reinhart Becomes WLW OM/PD**

Dave Reinhart has been named OM/PD at Republic Broadcasting's WLW/Cincinnati, where he has been a weekend personality for the past three years while working as a stockbroker for John Finn & Co. Reinhart was formerly one of the "Good Guys" on the city's original WSAI.

Republic Exec. VP/Operations Randy Michaels, who retains that title as Republic merges into Jacor, commented, "Anyone who would leave a successful, well-paying job as a stockbroker to program a radio station is absolutely crazy, and we thrive on that around here. Dave is extremely bright and understands the product here, but still knows how to have fun. And if you can't have fun in this business, you ought to get a real job. I'm really pleased that Dave's a guy who had a real job and got back in radio."

"I'm here because Randy Michaels has new dragons to slay on behalf of Jacor," Reinhart said. "I'm going to stick around and hold down the castle!"

**LEWIS NEW SALES MANAGER**

**Kelly Returns To Program WDMT**



Jeff Kelly

Jeff Kelly has returned as PD to Beasley Black/Urban station WDMT/Cleveland, replacing the exiting Dean Rufus. Kelly was OM and PD at WDMT between 1980-84 before being transferred to the chain's WLAT & WYAV/Myrtle Beach. Also, Al Lewis, formerly GSM at WYAF/Charleston WV, has been named Sales Manager, while Calvin Hicks moves from Production Director at WYAV to the Asst. PD/MD job at WDMT.

"The thing that impressed me about both Jeff and Al," said WDMT GM Charles Slavic, "is that they're very professional both in their systems and their accountability, which is something we need very much here."

"Beasley is really growing and I'm really excited about getting back to Cleveland," said Kelly.

WDMT's summer Arbitron fell 4.8-3.5, leading some observers to predict a format change for the station. But Kelly insisted, with several Cleveland outlets poised to switch, "We want to see what happens. I'm just going in there to observe and learn. There are weaknesses in some areas demographically, and while we want to shore those up, we don't want to totally mess up what's already been done."

"It's been quiet in Cleveland for a while. Now it looks like this is going to be a really changing market in the next couple of weeks. It appears there could be a rock and roll war in town, and we want to see what our place in the market is."

Kris Blake, who helped Kelly put WYAV's present format on the air two years ago before leaving radio, has returned to those stations as PD.

**Gariano Named Harris VP/Programming**

David Gariano has joined Harris Communications as its third VP/Programming. Tom Kelly and Chris Gable also hold that title with the company.

Gariano, a 14-year broadcasting veteran, served as PD of WZOU/Boston, WLLZ/Detroit, KPOP/Sacramento, and KMJJ/Las Vegas from 1983-86. From 1981-83, he was Director of Marketing for the Sebastian/Casey & Associates consultancy. Prior to that, Gariano was Director of Research for WCOZ/Boston when it climbed 4.1-12.6 in just over a year.

**A Lucky Night In Nashville**



Any superstition surrounding October 13 didn't stop Reba McEntire (above), who walked away with both the Entertainer Of The Year and Female Vocalist Of The Year honors at the 20th annual Country Music Association Awards show Monday night at the Grand Ole Opry house in Nashville. The many recognized talents included George Strait as Male Vocalist Of The Year, the Judds (Vocal Group), Marie Osmond/Dan Seals (Duo), and Randy Travis (Horizon Award, given to the top up-and-coming artist). Dan Seals's "Bop" triumphed as Single Of The Year; "On The Other Hand" by Paul Overstreet and Don Schlitz won as Song Of The Year; and Ronnie Milsap's "Lost In The Fifties Tonight" earned the Album Of The Year award. Many artists performed during the ceremony, including such highlights as Alabama and Lionel Richie, Ricky Skaggs and Amy Grant, and the trio of Linda Ronstadt, Emmylou Harris, and Dolly Parton (above). The late comedian Whitey Ford and publisher Wesley Rose were inducted into the Country Music Hall of Fame. Hosting the star-studded, black-tie event were Kris Kristofferson and Willie Nelson.

**Harvey Re-Signs With ABC**



Paul Harvey signed an exclusive seven-year contract with the ABC Radio Network last week, renewing his 35-year relationship with the company. Harvey, whose four news programs are heard on over 1200 radio stations nationwide and on 400 stations on Armed Forces Radio, had been courted by several other networks but chose to remain with ABC. The terms of the contract were not disclosed.

ABC Radio Networks President Aaron Daniels commented, "Paul Harvey is the most recognized radio news commentator in America today. We at ABC are pleased to continue our relationship with him." Pictured following the official signing are (l-r) Harvey, ABC's Daniels, and Mrs. Lynne Harvey.

**Lynch Advances To KKRZ PD Post**



Sean Lynch

KKRZ (Z100)/Portland MD Sean Lynch has been promoted to PD at the Taft CHR. Lynch had been serving as acting PD since Gary Bryan left recently to become PD at First Media's KUBE/Seattle.

KEX & KKRZ VP/GM David Crowl told R&R, "A lot of folks wanted this job, but we felt very good about Sean all along. He knows what we're doing here, and has a working knowledge of the systems Gary left behind. KKRZ is in fine hands with Sean, and he will have a great opportunity to grow into this position. Things have fallen nicely into place for us all."

Lynch, who will retain his mid-day airstart, told R&R, "Z100 has been the most exciting thing to happen in Northwest radio since its inception two and a half years ago. With the support of Taft TV & Radio, an incredible airstart, and the assistance of our consultant (Burkhart/Abrams President) Dwight Douglas, there is nothing we can't do."

A former PD at KNBQ/Seattle, and KENI/Anchorage, Lynch added, "We are pleased to announce the addition to the 'Morning Zoo' of John Murphy, who's been doing mornings at EZ's WBWV (B106)/Washington. He's an incredible talent and we're very fortunate to have him join us. He'll fill Gary's shoes in the mornings."

**Chandler Joins KBUC As Program Director**

Veteran Country programmer and air talent Ed Chandler has been named PD/afternoon personality for TK Communications Country combo KBUC-AM & FM/San Antonio. He replaces Jay Robbins, who was named PD three months ago and remains as the station's morning host.

While Chandler will be leaving his afternoon airshift at KPLX/Dallas, he'll continue as PD/Coun-

try Division for Dallas-based Century 21 Programming, a position he's occupied since July.

TK Communications National PD Rick Peters told R&R, "Ed is a fabulous manager, great with people, and a great jock. What we saw was the chance to bring in a player who is absolutely an asset to the company plus the opportunity to let Jay concentrate on his morning show."

Chandler commented, "This is a chance to get back to what I really love - programming at the local level. It was real tough leaving my home town and a great radio station like KPLX, but programming is where I want to be. With the support TK Communications gives its people and facilities, KBUC has a real good chance to go to the top of this market."

Before his move to Dallas in mid-July, Chandler was PD for Transstar's Country network. Prior to that he was morning personality at AC KMGG/Los Angeles. Between 1971-83, Chandler was a San Diego Country programmer, working at KSON from 1971-79, KCBQ between 1979-81, and back to KSON from 1981-83.



David Gariano

President George Harris commented, "David's extensive experience..."

## Gregory New WBYR GSM WCMF Selects Main As PD

Fred Gregory has been named GSM at Devine Communications AOR WBYR/Buffalo. Former GSM Carl Gerace remains with the station as Local Sales Manager.

In the summer Arbitron, WBYR, which switched to AOR in June, debuted fifth 12+ with a 7.4, finishing first in adults 18-34. In the summer Birch, it placed second 12+ with an 8.2.

Gregory is formerly of crosstown WYRK, where he worked his way up from AE to Sales Manager. "We have merely begun to fight," he said. "It's a tremendous feeling to be this successful in 90 days, but it's also a big responsibility. We don't expect anybody here to sit back and concede; the competition is going to get better. It'll make us stay on our toes."

Stoner Broadcasting AOR

WCMF/Rochester has hired WDAY-FM (Y94)/Fargo PD Stan Main as PD, effective October 20. Main succeeds Greg Ausham, who left last month to take the programming reins at WQFM/Milwaukee. At WDAY-FM, Jack Lundy has been upped from MD to PD.

A 15-year radio veteran, Main had been PD at WDAY-FM for the last six months. He previously programmed KELP/EI Paso and worked under Ausham, his WCMF predecessor, at KCPX/Salt Lake City as Assistant PD and KOSO/Modesto as MD.

WCMF is coming off a spring Arbitron of 15.6, first in the market and the highest rating in the station's 17-year history. When asked about his first shot at programming AOR, Main said, "This is a super-successful station which has been doing AOR for the past 18 years. Stoner is committed to the format and to maintaining dominance in the market. I'm simply going to continue with the methodology Greg put in place. I'll be keeping the station very visible and promotionally active."

## Gorman

Continued from Page 1

Several additional WMMS staffers have also joined WNCX. Former WMMS Program Coordinator Rhonda Kiefer has been named MD, while former WMMS Promotion Coordinator Gina Iorillo will become Promotion Director. WNCX has drafted WMMS meteorologist Shane Hollet to handle similar responsibilities, as well as WHK & WMMS Chief Engineer Steve Church, who joins WNCX and sister WERE in a supervisory engineering role. Church will also bring along his Sunday night talk show "Live Wire" to WNCX.

The airstaff is still being assembled, but WGAR/Cleveland's Paul Tapie has signed on for morning drive. WHK/Cleveland PD Bernie Kimble has joined WNCX as a personality, as has WMMS air talent Space-man Scott and Nancy Alden from WKDD/Akron.

Metropolis President and WDTX PD Jim Harper commented to R&R, "This will be the most competitive-sounding CHR in the history of radio. John is uniquely talented in putting basic formats together and at coming up with fresh ideas. The people in Cleveland are in for a real treat, as this station will be putting on some great radio."

In reference to WMMS, Harper added, "The new calls don't mean 'North Coast Express,' as WMMS has suggested on the air. We realize this will be a long and hard battle. We are street fighters and will definitely go the distance."

"It will be almost like beating myself," Gorman said of his situation. "But it seems WMMS is making some changes which will make that easier to do. I'm not concerned with their changes, as we are simply out to build one hell of a radio station for the North Coast."

Explaining the new calls, Gorman continued, "There hasn't been a station in this market since WIXY to use an 'X' in years. As for a specific meaning, the letter 'X' gives us lots of creative room. While we will be programmed differently from sister WDTX, the same creative spark will be present here as well."

"Both Denny and I were heavily influenced while growing up to CHR giants WBZ, WMEX, WCOP, and WRKO," he continued. These were broad-based, personality-oriented stations playing a lot of current music. They were community-involved and highly informational in terms of news, traffic, and public affairs. In short, we are going to be a full-service CHR with a wide demographic appeal. It will reflect Cleveland and expose it to new and different things."

Gorman indicated his consultancy will continue. "This will be very difficult to build something from the ground on up and mold it into a winner. For the longest time, people have said WMMS could use

some competition. It's too soon to talk about projecting ratings, but we're confident of success."

Sanders told R&R, "We're so busy right now putting this together we're not worried about specific problem areas of record company, concert promoter, or client support. We'll address things as they come along. We're planning to pursue vigorously all the avenues we choose to, and the best station will win. I'm just glad I'm here."

Instead of jingles, WNCX will utilize custom sweepers voiced by Ken Nordine (Taster's Choice, Levi's). Sanders said that the music will be primarily from CD; the studios will be "state-of-the-art." There are plans to mass market the station through a variety of media.

## Bennett

Continued from Page 1

Commented MCA Music Entertainment Group President Irv Azoff, "I've long known and respected Bill, and it's always wonderful to have your best competitor join your team."

Added label Exec. VP/Marketing & Promotion Rich Palmese, "Album radio is not only important to our established artists, but we believe that the AOR format will develop the new rock artist of today into the star of tomorrow. We look forward to Bill's contributions on both of these fronts."

Bennett, who reports to MCA Sr. VP/Promotion Steve Meyer, has relocated to the label's Universal City headquarters. Prior to heading the album radio department at E/P/A, he held a variety of promotion posts at CBS, which he joined as a salesman in 1973.

## Parker Upped To WGFM PD

Tom Parker, a five-year station veteran and MD for the past three years at WGFM/Schenectady-Albany, NY has been promoted to PD for the CHR outlet.

Said WGY & WGFM Program Manager Michael Neff, "From day one, Tom has been a vital member of the staff in the areas of ideas and execution. A winning station needs a coagulation of ideas, efforts, and teamwork, and Tom has really been the 'point man' on this."

"Many of the programming elements we introduced eventually fell into Tom's lap and area of expertise to implement," Neff explained. "Perhaps one of the main reasons for the promotion is his musical ability. He's been able to audition, select, and air the hits, and maintain a great relationship with the labels and promoters. Without question, much of our success as a music-intensive station goes to Tom."

Parker, a native of Albany, has also been MD at crosstown station WPTR. He will continue to report to Neff.



AMC WEST COAST LAUNCHES CAMPAIGN—To help kick off the West Coast's AMC Cancer Research fundraiser campaign, A&M Chairman Jerry Moss (l) hosted a luncheon for industry leaders at a Beverly Hills restaurant. Also on hand were AMC President Dr. Marvin Rich (c) and RCA/Ariola President and CEO Elliot Goldman, the 1986 honoree.

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WESTWOOD ONE RADIO NETWORKS

## WHTZ GSM Fisher Earns VP Stripes



Gary Fisher

WHTZ (Z100)/New York GSM Gary Fisher has been elevated to VP/GSM, a newly created position within Malrite.

Gil Rosenwald, Malrite Exec. VP and President/Radio Division, commented, "Gary is the first GSM to be recognized as a VP. While his accomplishments at WHTZ alone would justify this action, Gary's election was based on his contributions to the sales efforts, training, and operating philosophy of our entire radio group."

An executive at Z100 since its inception three years ago, Fisher told R&R, "I'm thrilled with the stripes, but in reality the credit should go to the passionate sales people who just sell the hell out of this station. With the kind of pro-

duct (President/GM) Dean Thacker and (PD) Scott Shannon have crafted, and the quality of people within the sales department, it's rather easy to appear smart."

Fisher was also GSM for ten years at crosstown WABC, and held various sales positions at neighbor WCBS.

### Gariano

Continued from Page 3

perience in research, consultation, and on-line radio programming will add even greater dimension and depth to our growing company. A veritable walking encyclopedia of radio, David has achieved success in a variety of formats including AOR, CHR, AC, and Country, and offers a broad perspective on the radio business."

Gariano said, "This company is dedicated to providing quality broadcasters with the absolute best service and all the tools they need to achieve big ratings and big bottom-line returns. The application of computer technology is essential for winning in today's highly competitive radio environment. All this energy and excitement, plus Philly cheesesteaks and soft pretzels too!"



Rip Pelley

## Pelley VP/Marketing At Allied

Record industry veteran Rip Pelley has been named VP/Marketing for Allied Artists Records. In his new position, he will oversee sales, promotion, advertising, and creative services, and will be the label's chief liaison to Capitol distribution and manufacturing.

Pelley previously headed his own firm, Advance Marketing, for six years. Before that he spent eight years in the National Promotion and Artist Development departments of Elektra/Asylum.

In a related move at Allied, Bob Schlesinger was promoted to VP/Retail Services. He has been with Allied for two years.

## Camelot

Continued from Page 1

Camelot will release national sales information through its headquarters in North Canton, OH, but will not be able to give radio stations specific data pertaining to their markets.

Camelot currently operates 191 stores in more than a dozen states, and is one of the nation's largest record retailers. The leading chain, Musicland, stopped its store managers from reporting to the trades this past summer. However, Musicland outlets locally are permitted to provide sales information to radio stations in their market.

Another major retail chain, Record Bar, recently stressed to its personnel the importance of giving out accurate sales information, and asked store managers to minimize the time spent on reporting. The company is reevaluating its policy regarding the trades, but has no changes at present.

### Roll Over, King Arthur

Reaction from radio programmers was openly critical. Upon hearing Camelot's decision, KCPW/Kansas City PD Dene Hallam charged, "King Arthur would roll over in his grave. We all have problems with pressure, but we also have an inherent duty to help each other. In a sense, Camelot is renegeing on its commitment to this give-and-take relationship. They should have better checks and balances."

Said KTXQ/Dallas PD Andy Lockridge, "I think it's a counterproductive move for the entire industry. What happens in Boston or Seattle means nothing to us here in Dallas. We have access to enough national outlooks already, so does everyone else, so you could say the move is pretty ridiculous."

KHFI/Austin MD Selby Edwards pointed out, "I understand their concerns but feel I'm being punished for nothing." Remarked WGKX/Memphis PD Dana Harmon, "I don't see how national figures will do a damn bit of good for us. I need to know with other retail outlets. It's important to me for my research."

KHTR/St. Louis PD Dave Robbins stated, "This is not good for the industry as a whole, and certainly not helpful for stations like ours which require an effective retail base. The repercussions will be even stronger in smaller markets which don't have many alternative sources."

Concluded WRBQ/Tampa PD Randy Kabrich, "It's one-sided and shortsighted on their behalf. From now on, should radio pull out all its local reports so retailers won't know what to order? This can work both ways."

### Store Report Pressure

Retail and label sources familiar with these developments confirm that the pressure for "favorable" store reports has intensified since the cutbacks in

independent radio promotion. Many of the calls to local outlets of the big chains, they say, originate from independent marketing firms as well as from record company staffs. The issue was discussed in closed session during last month's NARM retail/manufacture advisory committee meetings in San Diego last month.

Chain chiefs say they're worried about the effect on store managers. "They're too easily put in a compromising position," says Record Bar Vice Chairman Bill Golden. "It puts too much pressure on them." Musicland VP Gary Ross points to the potential for "possible under-the-table activity." He adds, "However, we're very happy to report to a specific radio station what's hot in an area."

Explaining Camelot's stance, Sr. VP Joe Bressi told R&R, "The amount of time being spent by the various labels and promotion people in extracting reports became just a little bit more than we felt was necessary. It became a burden for our managers, so we decided to go to a national report." The information is available Fridays and Mondays, Bressi says, and derives from computer data of across-the-counter sales at Camelot outlets, not warehouse-to-store shipments.

## Lippincott

Continued from Page 1

"Some fabulous candidates applied, but Ric's growth makes him the absolute right person to program Z95. Ric is coming in with a nice start, with a jump in the book from 2.0-2.5. Under his leadership we'll score even better."

Said Lippincott, "I'm going back for two reasons. One, because of the people I worked with before. Two, when I left I had (B96 PD) Buddy Scott on the ropes, and I want to put him back there again. Sorry, nothin' personal, Buddy. It was an emotional decision to leave this station as I've been here for almost two and a half years and have some wonderful relationships. This is the only programming job that could have lured me away."

Lippincott went on to analyze the Chicago market and the strength of the format. "I'm glad to be going into a station that's on its way. Z95 is positioned where it should be, and with continued effort in the same direction it should be very successful. It goes without saying that the formula to success is easy, but when you try to keep expanding your demos it can lead to mistakes. From listening to this market, I'd say most of the stations are very lackadaisical in approach. That would explain why CHR hasn't been as dominant in Chicago as elsewhere."

A replacement hasn't been named at KYUU for Lippincott, who assumes his new duties fulltime October 27.

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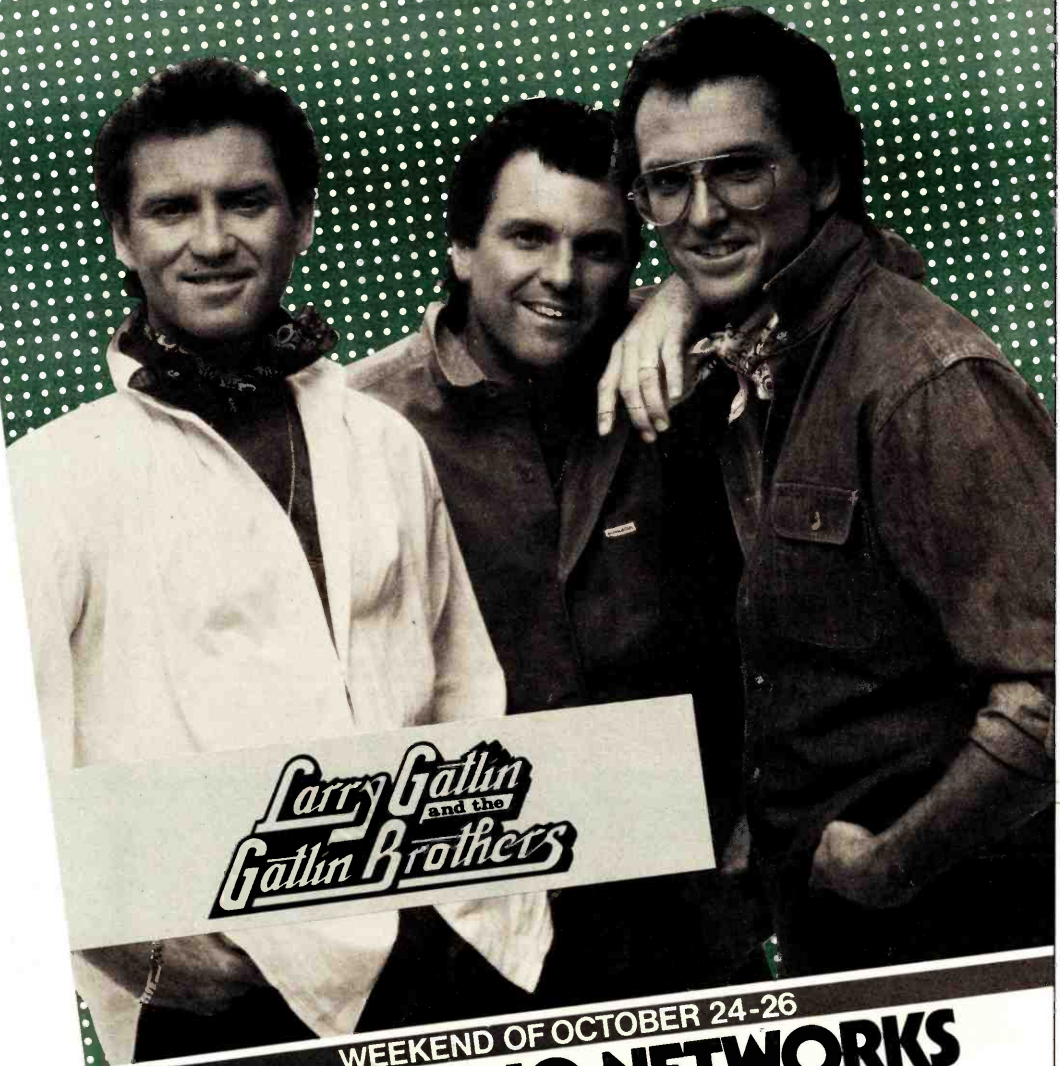
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**abc ABC RADIO NETWORKS**

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# NEWS IN BRIEF



Merlin Bobb



Ted Higashioka



Terry King



Mike Kasabo



Ed Lenane



Charlie Cooper



John Griffin

• **MERLIN BOBB** has been appointed Director/A&R for the Black Music Division of **Atlantic Records**, based at the company's New York headquarters. Prior to joining Atlantic, Bobb was Music Consultant and an air personality at **WBSL/New York**.

• **BOB ZIEGLER** has been named PD and morning man for **Ingstad Broadcasting's KXLP/New Ulm-Mankato, MN**. He was most recently morning man at **KKXL/Grand Forks, ND**, and programmed **WRJZ/Knoxville, TN** from 1982-83.

• **CRAIG HODGSON** and **BOB LINDEN** have been named GM and PD, respectively, at **KKLZ/Las Vegas**. Hodgson joins **KKLZ** after four and a half years as GM at **KLTH/St. Louis**. He previously established and was GM at the **Continental Radio Network**, managed **WHME/South Bend**, and spent nine years with **Fairbanks**. Linden was formerly PD at **KESI/San Antonio, WLVJ/Miami**, and **KEZO/Omaha**.

• **TED HIGASHIOKA** has been named National Promotion Manager for **MCA Jazz**, and will be responsible for the promotional efforts of the label's jazz-oriented artists on a national basis. Prior to joining **MCA**, he spent eight years as Director/Marketing & Promotion for **California Records Distributing**.

• **THOMAS BIRK** has been appointed GM at **Woodward Communications' KLMS & KFQM/Lincoln, NE**. From 1975-79, Birk had worked as an Account Executive at **KFMQ**. His background includes stints at **LSM at KPTM-TV/Lincoln-Omaha** and **President/GM at KFMG/Albuquerque**.

• **FRANK MOORE** has been named **GSM at WELI/New Haven**. He was formerly President/GM of **WGTV & WGTV-TV/Traverse City, MI**. Moore worked previously for **WELI** from 1972-79 as VP/GM, and was Sr. VP/GM at **WELI** sister stations **WVGC & WYOR/Miami** from 1979-82. Former **GSM MARK WILDER** has accepted a similar position at **WMJJ/Birmingham**.

• **TERRY KING, GM of KFMZ/Columbia, MO**, has been elected President of the **Missouri Broadcasters Association**. **WILTON OSBORN III, President/GM of KJL/Kansas City** is the new President-Elect. Immediate past President **RON PETERSEN (VP of KDMO & KRKJ/Carthage)** continues to serve on the **MBA Board** for one year. Directors elected to two-year terms include **ALVINA BRITZ, GM at KIRX & KRXL/Kirksville; WILLIAM NEAL, President/GM, KOYX & KSYN/Joplin; and WALT TURNER, GM, KDEX-AM & FM/Dexter**.

• **GREG MULL** has been named PD of **Beasley Broadcasting Group's WLEQ/Ft. Myers, FL**, which will be switching from AC to AOR soon. Mull comes from **WXRC/Charlotte-Hickory**.

• **MIKE KASABO**, an independent promotion veteran and former seven-year AC Editor at **Radio & Records**, has become the Adult Contemporary Promotion Affiliate for **The Music Group, TMG**, headed by President **JOE ISGR0**, provides a "full-service" marketing company for the radio and record industry. The firm has moved to new headquarters: 3575 Cahuenga Blvd., Suite 650, Los Angeles, CA 90068; (213) 969-8133.

• **RONN MOTT** becomes GM of AOR **WZZQ/Terre Haute**. Formerly of **WJBM/Jerseyville IL**, he replaces **WILLIAM KEPLER**.

• **TOM BIRK** is the new GM of **KLMS & KFQM/Lincoln**. Formerly of **KFMG/Albuquerque**, he replaces **RAY FARRINGTON**.

• **JOHN GRIFFIN** has been promoted from Production Director to Program Director at **WPLR/New Haven**. He's been with the AOR station for ten years.

• **CHARLIE COOPER** has been promoted to PD at **Capitol Broadcasting Corp.'s WVAF/Charleston, WV**. He was formerly Asst. PD of co-owned **WMJJ/Birmingham**.

• **ED LENANE** has been advanced to PD/morning man at **WLIX/Bay Shore, NY**, where he was previously afternoon drive personality. He formerly did afternoon drive at **WBLI/Patchogue, NY**.

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## IDB Disney Remote Serves 135 Stations

In what is regarded as the largest project of its kind in broadcast radio history, **IDB Communications Group** provided remote facilities for 135 radio stations covering the 15th anniversary of Walt Disney World from September 29-October 5.

IDB President Jeffrey Sudikoff commented, "IDB has been involved in a host of exciting, often exotic projects, but this is our most challenging to date. This is not merely one remote going to 135 different stations, this is 135 different remotes going to 135 different stations. It's very complex, and we're proud that Disney chose us to be involved."

IDB facilities provided simultaneous transmission of programming for 50 stations via its two transportable uplinks, one located at Disney's Magic Kingdom and the other at Epcot Center. Each facility was capable of unlinking two different transponders simultaneously. IDB beamed up to Westar III's Transponder 2 (with 40 SSCP channels) and Satcom IR's Transponder 15 (12 channels, digital format). IDB's headquarters in New York and Los Angeles served as central switching points where the signals were downlinked and retransmitted to other transponders on Satcom IR for reception by stations across the country.

Walt Disney World invited more than 10,000 government leaders, entertainers, and members of the media to take part in the celebration, including media representing Canada, Europe, Japan, and South America.

Walt Disney World invited more than 10,000 government leaders, entertainers, and members of the media to take part in the celebration, including media representing Canada, Europe, Japan, and South America.

## Platinum Pets



The Pet Shop Boys received platinum awards for their first LP, "Please," recently. Pictured (l-r) are group's Neil Tennant and Chris Lowe, EMI America President Jim Mazza, and manager Tom Watkins.

## Genesis Of Brilliance



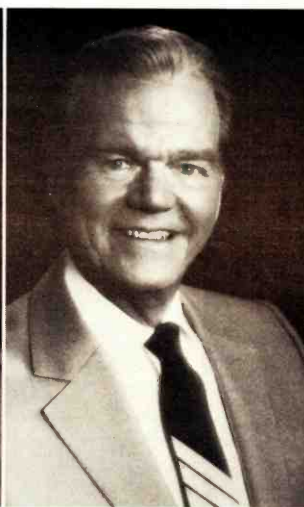
A highlight of Atlantic Night at the recent WEA National Sales Meeting in Hollywood, FL was the presentation of special awards to Genesis for "two decades of musical brilliance." Pictured (l-r) are manager Tony Smith, Atlantic Exec. VP/GM Dave Glew, label President Doug Morris, and Genesis's Phil Collins, Mike Rutherford, and Tony Banks.



# We just signed up the top four radio personalities in the U.S.



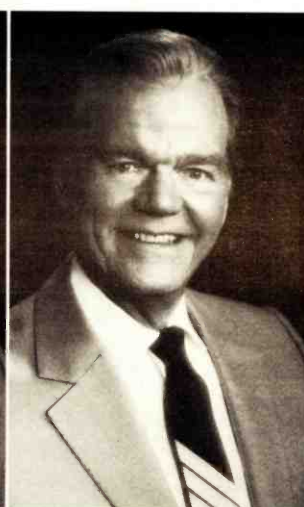
**#1 PAUL HARVEY**  
For the highest-rated program in all of network radio. Paul Harvey News at 8:30 a.m. ET Monday to Friday.



**#2 PAUL HARVEY**  
For the 2nd highest-rated program. Paul Harvey News at 12:06 p.m. ET Monday to Friday.



**#3 PAUL HARVEY**  
For the 3rd highest-rated program. Paul Harvey News at 11:10 a.m. ET Saturday.



**#4 PAUL HARVEY**  
For the 4th highest-rated program. Paul Harvey's Rest of The Story 3:06 p.m. ET Monday to Friday.

Paul Harvey, often referred to as a one-man news network, has just signed a new contract with ABC Radio Network which lasts until 1993.

Paul Harvey began his special brand of news and commentary for ABC Radio Network back in 1951, and has been a landmark here ever since.

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We're proud and delighted to have renewed the contract of The Number One Radio Commentator in America.

Thanks, Paul.

**abc ABC RADIO NETWORKS**

\*Source: RADAR 33, Spring 1986, Persons 12+, Network audiences to Commercials within Programs, Average Per Broadcast.

## TRANSACTIONS

### Duncan Grabs Oppenheimer Group For \$38 Million

**BUYER:** Encore Communications Associates, George Duncan, President. Encore is in the process of purchasing KOKA & KVKI/Shreveport.

**SELLER:** Capitol Cities Broadcasting, Dick Oppenheimer, owner. The firm retains KDVE & KQXY/Beaumont, TX, but will soon announce its sale also. Oppenheimer says he is "very confident" that both deals can be closed by year's end to enjoy favorable capital gains treatment. Oppenheimer says he will "probably" reenter radio in 1987.

#### KIXL & KHFI/AUSTIN

**DIAL POSITION:** 970 kHz; 98.3 MHz  
**POWER:** 1 kw daytime; 1.3 kw at 420 feet  
**FORMAT:** Religious; CHR

#### KOKY & KZOU/LITTLE ROCK

**DIAL POSITION:** 1250 kHz; 98.5 MHz  
**POWER:** 1 kw days/50 watts nights; 100 kw at 880 feet  
**FORMAT:** Urban; CHR

#### WXAM & WQXY/BATON ROUGE

**DIAL POSITION:** 910 kHz; 100.7 MHz  
**POWER:** 1 kw daytime; 100 kw at 690 feet  
**FORMAT:** Heart & Soul; AC

#### WGSM & WCTO/NASSAU-SUFFOLK

**PRICE:** \$9 million (unconfirmed)  
**BUYER:** Elton Spitzer of Phoenix Media and Bob Williams, in an as-yet-unnamed company. Spitzer is operator of WLIR/Garden City, NY, under special temporary authority from the FCC.

**SELLER:** Greater Media, Frank Kabela, President. It also owns KRLA & KHTZ/Los Angeles, WPM & WMGK/Philadelphia, WHND & WMJC/Detroit, WMEX & WMJX/Boston, WWR & WGAY/Washington, and WCTC & WMGQ/New Brunswick, NJ.

**DIAL POSITION:** 740 kHz; 94.3 MHz  
**POWER:** 25 kw; 3 kw at 300 feet  
**FORMAT:** Nostalgia; Beautiful Music  
**BROKER:** Blackburn & Co.

#### WHWH & WPST/TRENTON, NJ

**PRICE:** \$8.1 million for an 80% interest

**BUYER:** Nassau Broadcasting, John Morris, President/CEO. Morris is a 20% owner, and has served as President of the company for eight years. The remaining interests have been purchased by a group of local investors who will not be involved in control of the station.

**SELLER:** Nassau Broadcasting, Herbert Hober, Chairman. Hober is founder of the company.

**DIAL POSITION:** 1380 kHz; 97.5 MHz  
**POWER:** 5 kw; 50 kw at 410 feet  
**FORMAT:** AC; CHR

#### KBFM/McALLEN-BROWNSVILLE (EDINBURG)

**DIAL POSITION:** 104.1 MHz  
**POWER:** 100 kw at 990 feet  
**FORMAT:** CHR  
**PRICE:** \$38 million  
**BROKER:** Americom

## TRANSACTIONS AT A GLANCE

Transactions So Far In 1986: \$2,431,818,000  
This Week's Transactions: \$80,378,000

- Capitol Cities Broadcasting \$38 million
- KIXL & KHFI/Austin
- KOKY & KZOU/Little Rock
- WXAM & WQXY/Baton Rouge
- KBFM/McAllen-Brownsville
- WGSM & WCTO/Nassau-Suffolk \$9 million
- WHWH & WPST/Trenton, NJ \$8.1 million
- WGNC & WZXX/Gastonia, NC \$6.1 million
- WCOA & WJLQ/Pensacola, FL \$5.5 million
- WMYF & WERZ/Exeter, NH \$5 million
- KCAL-FM/San Bernardino-Riverside \$4 million
- KNFO/Waco, TX \$2.8 million
- KLCY & KYSS/Missoula, MT \$1.05 million
- KGEI/Midland-Odessa, TX \$750,000

#### WGNC & WZXX/GASTONIA, NC

**PRICE:** \$6.1 million  
**BUYER:** Beasley Broadcasting, George Beasley, President. It also owns WXTU/Philadelphia; WDMT/Cleveland; WMOO & WBLX/Mobile; WGAC/Augusta, GA; WYNG/Evansville; WLAT & WYAV/Conway, SC; WFAI & WKML/Fayetteville, NC; WWMO/Reidsville, NC; WFTC & WRNS/Kinston, NC; KFMD/Des Moines, IA; WPOW/Miami; and WLEQ/Fort Myers, FL.

**SELLER:** WGNC Inc. and WZXX Inc., subsidiaries wholly-owned by the McSwain family, Pat McSwain, President, Jerry McSwain, VP. The family also owns WFGN/Gaffney, NC.

**DIAL POSITION:** 1450 kHz; 101.9 MHz

**POWER:** 1 kw; 100 kw at 870 feet

**FORMAT:** Classic Rock; Format 41

#### WCOA & WJLQ/PENSACOLA, FL

**PRICE:** \$5.5 million cash  
**BUYER:** Norman S. Drubner. He is a Connecticut-based group broadcaster who owns WNLC & WTYD/New London, CT; WNFJ/Palaska, FL; and WTAP/Panama City, FL. Drubner is 50% owner of Ronette Communications of Oregon, Inc., owner of KSLM & KXYQ/Salem, OR.

**SELLER:** Summit Communications of Florida, Richard S. Stakes, Chairman, Peter Schulte, Executive VP/Radio. Summit is based in Winston-Salem, NC and owns WREC & WZXR/Memphis, KCCN & KXXY/Oklahoma City, and WSJS & WTQR/Winston-Salem.

**DIAL POSITION:** 1370 kHz; 100.7 MHz  
**POWER:** 5 kw; 100 kw at 1554 feet  
**FORMAT:** Nostalgia; CHR  
**BROKER:** Richard A. Foreman Associates

#### KNFO/WACO, TX

**PRICE:** \$2.8 million  
**BUYER:** KNFO Broadcasting Co., T.H. Dinerstein, Vincent and Jack Caltagirone, John Enoch and Norman Fischer, general partners. Fischer is President of Norman Fischer & Associates, Inc., an Austin-based media brokerage firm.

**SELLER:** Sunburst Communications, Inc., John Borders, owner.

**DIAL POSITION:** 95.5 MHz

**POWER:** 10 kw at 200 feet

**FORMAT:** Country

**BROKER:** Norman Fischer & Associates, Inc.

#### WMYF & WERZ/EXETER, NH

**PRICE:** \$5 million for 100% of stock  
**BUYER:** Justice Broadcasting Corp., Larry Justice, President. It also owns WCB/Falmouth, MA and WQEZ/Ft. Myers, FL. It is currently selling WCRJ/Jacksonville to Hoker Communications.

**SELLER:** Porter Communications, Inc., Turner Winslow Porter, Jr., owner. It also owns WWTG-AM & FM/Portland, ME.

**DIAL POSITION:** 1540 kHz; 107.1 MHz

**POWER:** 5 kw daytime; 3 kw at 300 feet

**FORMAT:** AC; CHR

**BROKER:** Richard A. Foreman Associates

#### KCAL-FM/RIVERSIDE-SAN BERNARDINO, CA (REDLANDS)

**PRICE:** \$4 million

**BUYER:** San Bernardino Broadcasting, Tim Sullivan, President. Other major principal is Brian Applegate, partner in venture capital firm Burr, Egan, Deleage. Sullivan is President of Anaheim Broadcasting, which owns KPZE & KEZY/Anaheim.

**SELLER:** Southwest Broadcasting, Andy James, President. It retains KCAL(AM)/Riverside-San Bernardino.

**DIAL POSITION:** 96.7 MHz

**POWER:** 3 kw at 300 feet

**FORMAT:** AOR

#### KLCY & KYSS/MISSOULA, MT

**PRICE:** \$1.05 million

**BUYER:** USA Broadcasting Co., John Mattus and Craig Cordial, principals.

**SELLER:** Garden City Broadcasting, a wholly-owned subsidiary of Standard Communications, George Hatch, President.

**DIAL POSITION:** 930 kHz; 94.9 MHz

**POWER:** 5 kw; 15 kw at 2511 feet

**FORMAT:** AC; Country

**BROKER:** Frank Boyle & Co.

#### KGEI/MIDLAND-ODESSA, TX (MONAHANS)

**PRICE:** \$750,000

**BUYER:** American General Media, Anthony Brandon, owner. It also owns KERN & KQZR/Bakersfield, CA; KLLF/Wichita Falls, TX; KVOX/Lubbock, TX; WYDE/Birmingham; and WWWG/Rochester, NY.

**SELLER:** KGEI Communications, Inc., John Patton, Ronald Driver and Jerry Reed.

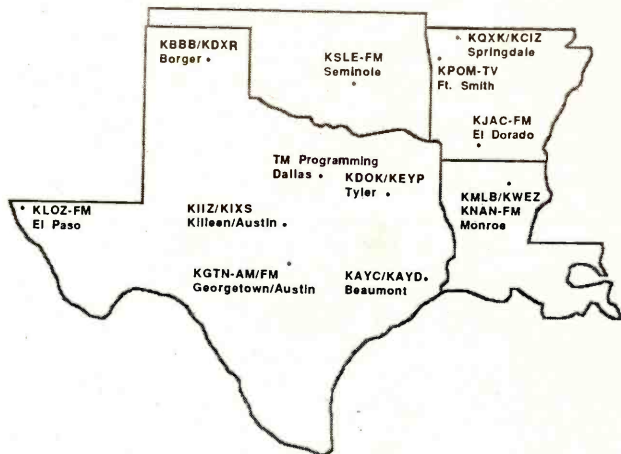
**DIAL POSITION:** 99.9 MHz

**POWER:** 100 kw at 500 feet

**FORMAT:** Country

**BROKER:** Norman Fischer & Associates, Inc.

## CHAPMAN IS AT WORK IN THE SOUTHWEST:



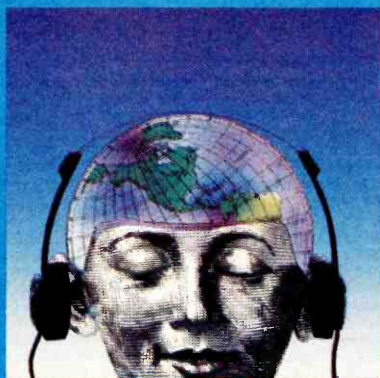
The above properties represent over \$25,000,000 in transactions which Chapman Associates has brokered over the past several months. If you're a Southwestern owner/operator considering selling, call our Associate Bill Whitley today.



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**ARBITRON RATINGS**

## CAPITAL GAINS ESCAPE HATCH

### Tax Certificates To Bolster Minority Buyers In 1987

When the new year arrives, bringing with it a stiff hike in capital gains taxes, radio station sellers may find themselves casting about for innovative means of ducking the increased tax burden, which could run as high as an extra 8%.

One way to defer capital gains taxes entirely is to sell to a minority buyer under the FCC's tax certificate program. It appears that next year the program will put minorities in an unusually advantageous position to offer owners a hedge against heavier tax bites, while shoring up the paltry profile minorities enjoy in ownership suites.

The flight from capital gains is expected to drive an increasing number of sellers to the ambitious but largely ignored tax certificate program. To date, the FCC has issued only 105 tax certificates for sales to minorities.

"The tax certificate is primarily responsible for the number of sales of stations to minorities that we've seen to this point," said Donald Thurston, Chairman of BROADCAST, NAB's venture capital fund for minority owners.

#### Two-Year Or Indefinite Deferral

"It's similar to the tax situation you experience in selling a house," explained Roy Stewart, Chief of the FCC's Video Services Division. The certificate permits the seller to defer payment of the capital gains tax for at least two years. If, in that two-year period, the certificate's holder reinvests in other broadcast properties, the capital gains tax is deferred indefinitely.

Sellers are instructed to apply for a tax certificate following the completion of the license transfer. There is no application form. "Just write us a letter," said an FCC staffer who administers the certificate program in the FM branch. "That's about all there is to it."

The FCC in 1982 extended the program even further, deciding to offer tax certificates to investors in joint ventures and limited partnerships controlled by minorities.

In that ruling, the FCC said its intent

"Sale to minorities is clearly something that owners will want to consider, given the tax certificates."

— Don Thurston

was twofold: to increase the incentive to sell to minorities, and to indirectly help the minority purchaser, who is likely to be underfinanced, meet the purchase price.

"The tax certificate is effective only in those situations where the seller's capital gains savings exceed the difference in purchase prices offered by a non-minority and a minority purchaser," the FCC stated in 1982.

"Minorities are supposed to benefit through reduced sales prices," Thurston explained. "Whether it's been just a motivation for owners, or whether it's actually had an impact on prices, I don't know. It depends on the individual negotiations."

#### \$70 MILLION DEAL

### Resort Broadcasters Merging With Telstar

Resort Broadcasters, the first radio group to buy up to the 12 AM-12 PM limit, is undergoing a three-way merger with Telstar Corp. and Golden West Television Productions to form a "diversified multimedia company." Resort's 24 radio stations are valued at \$70 million.

Under a preliminary agreement subject to approval by boards of directors, regulatory agencies, and Telstar shareholders, Resort will become a division of Telstar. Resort President/CEO Ellek Seymour will join Telstar's management team.

Telstar is a publicly-traded Los Angeles firm specializing in satellite delivery of television programming, including the Country Music Television video channel. Golden West is a TV programming and distribution company. One of the new venture's first projects will be a home shopping TV service.

Seymour said in a statement, "Our broadcast stations will provide strong marketing backup to several of Telstar's business segments, including cable television programming and special events. The combination would enable major distribution of programming and the advantages of

cross promotion to strengthen our individual business activities."

Resort's radio stations are WVAB/Virginia Beach, VA; WAKS-AM & FM/Raleigh, NC; WLNB-AM & FM/Charleston, SC; WGAI & WWOK/Columbia, SC; WFLB/Fayetteville, NC; WVBS-AM & FM/Wilmington, NC; WWHG/Cape Charles, VA; WSVS-AM & FM/Crews, VA; WDSC & WZNS/Dillon, SC; WHCC & WQNS/Waynesville, NC; WTTW & WWTR/Ocean City, MD; WDVRO/Ocean City, NJ; and WYAK-AM & FM/Sourside Beach, SC.

### WYEN Renewal Upheld

WYEN/Des Plaines, IL's license renewal has withstood another challenge from the National Black Media Coalition (NBMC). The Commission last week affirmed its 1985 grant of the license, subject to EEO reporting conditions.

NBMC had sought to deny the station's license for failure to recruit minorities. But the FCC upheld its earlier view that "the licensee's shortcomings warranted future monitoring, not an investigation or evidentiary hearing."

## Viacom Board Rebuffs Management Buyout

Viacom's board of directors has turned down a bid by senior management to buy the assets of the media company, despite efforts by the managers to boost the value of their original \$2.7 billion offer.

President/CEO Terrence Elkes originally offered \$40.50 for each of more than 53 million shares of common stock. He later upped the bid to \$44 per share, comprising \$35 in cash and partial shares of preferred stock worth \$9.

However, a special committee of the Viacom board, made up of the eight members who are not part of the management team, turned down that offer. They said they will consider alternative offers.

Some reports speculate that Sumner Redstone, Chairman of National Amusement, Inc., a nationwide chain of movie theaters, will make a bid for the company's assets. The firm already owns 18% of Viacom stock. A spokesman for Viacom could not comment on that report.

At stake are Viacom's eight major market radio stations, as well as TV stations, and its cable programming networks and operating systems. Viacom's assets are valued at \$2.7 billion.

### New FM Channels Assigned

The FCC has assigned new FM channels to Newberry, FL (100.5 MHz); Celina, TN (93.7); and Goodlettsville, TN (97.1)

### Window Open On 106.7 FMs

An October 10-November 26 filing window has been set for 14 FMs to be licensed on 106.7 MHz in the Docket 80-90 proceeding. The drops are available in Truman, AR; Grinnell, IA; Mt. Vernon, IN; Berea, KY; Cave City, KY; North Fort Polk, LA; Rayne, LA; Babbitt, MN; Mt. Vernon, MO; Semora, NC; Irondequoit, NY; Churchville, VA; Matewan, WV; and Perryville, MO (subject to change on reconsideration by the FCC.)

### CALL SIGN CHANGES

Albany, NY WWOM to WKLI (effective 11/1)  
Amarillo, TX KRGN (new station)  
Baker, OR KCMB (new, 10/3)  
Bushnell, FL WWLB (new, 10/6)  
Des Moines, IA WDFR (new, 10/1)  
Earlsville, VA WKTR (10/3)  
Erie, PA WJET to WBLQ (10/2)  
Erie, PA WSEG to WJET (10/2)  
Evansville, IN WROZ to WIKY (9/29)  
Farmville, VA WUTA to WLCX (11/1)  
Fergus Falls, MN KJKJ (new)  
Fergus Falls, MN KJKJ to KJKJ-FM (9/23)  
Fort Myers, FL WCAI to WWWQ (11/20)  
Gilmer, TX KNIF to KAEZ (requested)  
Gordon, GA WKMS to WQXM (11/3)  
Gray, KY WALY to WKYZ (9/22)  
Heraldton, OK KZEA to KTYX (requested)  
Henderson, NV YYYX to KLSQ (10/15)  
Houston, AK KJHA (new, 10/8)  
Houston, TX KSRR to KKHT (10/15)  
Hyannis, MA WPXC (new, 10/1)  
Jeffers, MN KCHN (new, 10/3)  
Kinsey, MT KCCA to KMTA (9/23)  
Lafayette, LA KVOL to KRKR (requested)  
La Quinta, CA KBZT-FM (new, 10/1)  
Laurel, MS WLAU to WKYL (requested)  
Liberty, MO KKCFM to KLTY (10/2)  
Los Angeles KBZT to KLSX (9/27)

Lyons, KS KLFQ to KSKU (9/23)  
Mackinac City, MI WSSW (new, 10/8)  
Macon, GA WPTC to WDNL (10/2)  
McComb, MS WCCA to WXLN (10/2)  
McDaniels, KY WBFI (new, 10/1)  
Moab, UT KMOB to KCMY (9/30)  
Nampa, ID KNPA to KSGR (requested)  
New Bern, NC WRNB to WLOJ (requested)  
New Hope, NC WAUG (new, requested)  
Pageland, SC WCPL to WPSC (10/9)  
Parkersburg, WV WIKS to WLTP (11/1)  
Phenix City, AL WEIZ-FM to WGLV (requested)  
Portales, NM KNIT to KKHJ (11/1)  
Pueblo, CO KPFR (new)  
Quincy, IL WGCA-FM (new, requested)  
Quitman, GA WGAF-FM (new, 10/1)  
Redding, CA KSXO to KHTE (9/30)  
Riverside, CA KMAY to KPPO (10/30)  
Riverside, CA KPPO to KDIF (9/23)  
Rochester, MN KLSX-FM to KZSE (9/26)  
Rochester, NY WMJQ (remains assigned)  
Roy, UT KRGO-FM to KRPN (9/19)  
Saginaw, MI WIOG to WGER-FM (9/22)  
St. Augustine Beach, FL WAIA (new)  
Terre Haute, IN WVTS to WMMG (11/1)  
Taos, NM KVNM to KTAO (10/6)  
Topeka, KS KSXK to KEWI (requested)

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## FCC STUDY ORDERED

### Congress Freezes Fairness Doctrine For One Year

In a major victory for broadcasters, Congress last week refused to codify the Fairness Doctrine. Instead it effectively froze the doctrine into place for a year by ordering the FCC to undertake a study on possible alternatives and report back with its findings by next September.

While the FCC study is underway, the Commission is barred from abolishing or weakening the policy, which requires stations to cover varying points of view on controversial issues of public importance.

#### O'Neill Leads Charge

House Speaker Tip O'Neill (D-MA) led a last-minute charge last week to add codification of the Fairness Doctrine to an omnibus spending bill urgently needed to keep the federal government from going broke. A House-Senate conference committee, however, refused to go along.

Heeding arguments that policy should not be made in appropriations or money bills, the committee settled on the study proposal, which the Senate had voted into the continuing resolution on federal spending several months ago.

#### Broadcasters Lobby Against Codification

NAB, anticipating a move to codify the doctrine, had activated its legislative liaison network

earlier in the week. Broadcasters were urged to telephone conference committee members at once to lobby against writing the Fairness Doctrine into federal law.

NAB and other broadcast groups staunchly oppose the doctrine, claiming the threat of a complaint triggering a government investigation has the "chilling" effect of discouraging, rather than promoting, coverage of controversial issues.

The FCC takes the position that, while it believes the doctrine to be an unconstitutional violation of broadcasters' First Amendment rights, only Congress has the power to alter it.

However, a federal appeals court ruled recently that the doctrine was never written into federal law. And another appeals court, hearing oral arguments two weeks ago in a lawsuit in which RTNDA and other groups seek to overturn the policy, sharply questioned FCC attorneys on how the agency can continue to enforce a doctrine it believes to be illegal.



**AM EMPHASIS STANDARDS WIN BACKING** — NAB's Medium Market Radio Committee last week endorsed new standards on AM preemphasis and deemphasis and urged other broadcasters to fall into line. The Committee asked stations to file supporting comments by December 15 with the National Radio Systems Committee, the radio/receiver industry panel that developed the processing standards to improve AM reception. Committee members pictured at last week's Washington meeting are (seated, l-r) Rusty Shaffer, KBOL/Boulder, CO; Gene Millard, KFEQ/St. Joseph, MO; Charles Wilson, KBOI & KQFC/Boise, ID; Robin Martin, Deer River Broadcasting, Washington; (standing, l-r) Walter Maxwell, WGHQ & WBPM/Kingston, NY; Andrew Langston, WDKX/Rochester, NY; William McElveen, WNOK-AM & FM/Columbia, SC; and NAB Sr. VP Radio Dave Parnigoni.

## 922 ACTIVATIONS IN 1986

### Call Signs Permitted In EBS Tests

Acting on a request from WLIF/Baltimore, the FCC last week authorized stations, for the first time, to insert their own call letters into the language used on their weekly tests of the Emergency Broadcast System (EBS).

Historically, stations have been required to stick to the precise test script, which refers in several places to "this station."

The Commission continues to require that stations air EBS tests at least once a week, at random days and times, between 8:30am and local sunset. Tests are not required

if, within the test week, a station has activated the EBS system or participated in a coordinated test.

#### Varied Emergencies Reported

Meanwhile, the Commission announced that in the first nine

months of 1986 the EBS system was activated 922 times by 125 stations. There have been 7653 reported activations since 1976.

Emergencies cited by stations this year include floods, tornadoes, hurricanes, snowstorms, "911" phone service outages, toxic leaks, high winds, tidal waves, water-spouts, earthquakes, power outages, forest and chemical fires, a volcanic eruption, an evacuation, and a possible dam break.

## NEWS BRIEFS

### Main Studio Rule On FCC Agenda

The FCC this week was expected to issue a Notice of Proposed Rulemaking aimed at eliminating the main studio rule, which has come under increasing attack from broadcasters in the past year.

The rule requires stations to maintain a "main studio" in their community of license, and to originate at least 50% of their non-network programming from that community.

A consortium of radio groups, acting as the Arizona Justice Committee, petitioned the FCC earlier this year to Dabolist the policy. They say it imposes unnecessary economic burdens on stations, often forcing them to maintain two full studios.

The Commission was slated to take up the petition at a meeting this week (10/16). Mass Media Bureau Chief Jim McKinney has gone on record supporting abolition of the rule, and has predicted the FCC will ultimately agree.

Issuance of the expected NPRM this week would most likely trigger a 60-day public comment period, clearing the way for an actual rule change in early 1987.

### Senate Bill Targets Digital Taping

Six U.S. senators have introduced legislation to curb importation of digital audio tape (DAT) recorders that can be used for home taping. Under the bill, DAT devices not equipped with "copy-code scanners" to block duplication would be subject to a 35% import fee. Scanner-equipped machines would be subject only to the present fee of 4.1%.

DAT has the recording industry worried because it will permit consumers to make near-perfect recordings using the same technology as compact discs (CDs).

Cosponsor John Danforth (R-MO) says the pending legislation would "preserve the status quo until Congress has an opportunity to consider a comprehensive response to the home taping problem." Other sponsors are Sens. Pete Wilson (R-CA), Al Gore (D-TN), John Chafee (R-RI), Lloyd Bensten (D-TX), and Alan Cranston (D-CA).

### Other Key Developments:

- Former Chief Justice Warren Burger has named NAB President Eddie Fritts to chair the U.S. Bicentennial Commission's Media Advisory Committee.



**COOL AID** — NAB has presented to the Alaska Broadcasters Association (ABA) another of its checks underwriting government relations activities. Pictured are NAB Sr. VP/Radio Dave Parnigoni and board member Patricia Smulin (center) of KOB-TV/Medford, OR, who delivered the check at ABA's recent Anchorage convention to outgoing ABA President Ron Moore, Northern Television; ABA Executive Director Theda Comstock; and incoming ABA President Roy Robinson, KFQD & KWHL/Anchorage.

"Stations have an obligation to serve in the public interest . . . the EBS is an excellent example of fulfilling that obligation."

The top user of EBS was KORQ/Abilene, TX (165 times), followed by WOWO/Ft. Wayne, IN (76), KRDL/Dallas (76), KRED & KPDI/Eureka, CA (38) and WKBN-AM & FM/Youngstown, OH (38).

### Public Service Commended

According to the Commission, the actual number of uses is probably higher, since stations aren't required to report EBS activations.

The Commission commended broadcasters for using EBS, adding, "Stations, as the holders of a valuable public franchise, have an obligation to serve in the public interest. And the use of the EBS is an excellent example of fulfilling that obligation."

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and sales. He spent  
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# PRO:MOTIONS

## CBSI Marketing Reorganizes

With the reorganization of its Marketing department, **CBS Records International** has named **Mason Munoz** Director/Marketing and Sales, **Columbia**; **Frank Hendricks** Director/Marketing and Sales, **Classical and Jazz Product**; and **Alan Street** Director/Marketing and Sales, **Special Products**. **Steve Ripley** is on special assignment from **CBS Records U.K.** as Director/**Epic, Portrait, Associated Labels**. Munoz joined CBS in 1975 and became a Product Manager in 1980, advancing to Director/East Coast Product Marketing. In 1985 he joined **Bronze Records** as VP/GM. He returned to CBS this year. Most recently Director/Marketing Administration for CBSI, Hendricks joined the label in 1965, holding various finance, accounting, and marketing posts.

Street joined CBS Records UK in 1983 as Marketing Manager.

Ripley joined **April Music** in 1978, transferring to CBS Records Sales in 1980. He joined the CBS label in 1984, where he became Product Manager in 1985.



Mason Munoz



Steve Ripley



Frank Hendricks



Alan Street

## Rossmeier WEA VP/Controller



Gordon Rossmeier

**Gordon Rossmeier** was appointed VP/Controller of **WEA International**. He joined **Warner Communications** in 1981 as Director/Financial Planning. Since 1984 he has been Assistant Controller for the company.

Also at **WEA**, **Don Sweeney** has been named Asst. Controller/Financial Analysis and Budgeting. Sweeney was most recently Manager of Budgeting/Planning for **Warner Home Video**, and served as manager of **WCI's** West Coast Audit Division from 1970-1980.

## Blair Taps Three

At Blair's Radio Rep. Division, **Dorothy Leonhart** was named Manager/East Coast Retail Development. **Karen Harper** was promoted to Manager/Retail Development, and **Lisa Morrison** became Exclusive Consultant. Leonhart joins Blair from **KGW/Portland**, where she was Manager/New Business Development since 1983. Harper joined Blair as Manager/West Coast last year after working at **KIRO-TV/Seattle** as Director/Market Development. Morrison has been Director of Blair's Retail Development Program since its inception in 1984 and will now be responsible for the development of new vendor/retail selling approaches.

## CHANGES

**Damian Rajkovich**, former Sales Manager for **Roslin Radio/Chicago**, joins **Weiss & Powell/Chicago** as AE.

**Christopher Squire**, former Director of Creative Services **WBMX/Chicago**, has been promoted to Corporate Director/Merchandising & Promotions.

**Judy Stitt**, former Coordinator of Chapter Services for **March of Dimes/Sacramento**, joins **KFBK & KAER/Sacramento** as Creative Services Director.

**Francis Hickey**, former AE for **WMRY/Bellefonte**, joins **WLS & Z95/Chicago** as AE.

**Mary Antonelli**, former Sales Assistant at **WLS-TV/Chicago**, joins **WLS & Z95/Chicago** as AE.

**Julie Phillips**, former AE **KSDO/San Diego**, joins **KYYX/San Diego** as AE.

**Lewis Finch**, former Marketing Director for the **North Carolina Press Association/Raleigh**, joins **WRDU/Raleigh** as Co-op Advertising Specialist.

**Art Jones**, former AE for **KFWB/Los Angeles**, joins **McGavren Guild Radio/Los Angeles** as AE.

**John Chichester**, former Sales Manager for **John Blair Company/Detroit** joins **CBS Radio Network/Detroit** as AE.

**Greg Madden**, former freelance sports reporter, joins **WMJX/Boston** as Sports Director.

**Pamela Greeley**, former AE **WMJC & WHND/Southfield, MI**, joins **WNIC/Dearborn** as AE.

## PROS ON THE LOOSE

**Christopher Alexander** — OM **KQSW & KRKK/Rock Springs, WY** (307) 362-9022

**Randy Chambers** — Nights **KTKS/Dallas** (214) 690-3701

**Joe Collins** — PD **KSLY/San Luis Obispo** (805) 549-9150

**Michael Cross** — Afternoons **KDWZ/Des Moines** (515) 225-8088

**A.J. Daniels** — 7pm-midnight **KGMG/San Diego** (619) 728-1601

**Johnny Dolan** — Afternoons **KGNR/Sacramento** (916) 924-6635

**Barry Freeman** — Director Talent Acquisition **Westwood One** (818) 501-6732

**Doug Hamand** — Mornings **WKZL/Winston-Salem** (919) 446-0957

**Robin Luse** — Production Director **WIOD & WAIA/Miami** (305) 861-0852

**Mike O'Neil** — Nights **KRTH/Los Angeles** (818) 884-9321

**Dale Taylor** — PD **WJDO(Q101)/Meridian, MS** (601) 482-4720

**Michael E. Taylor** — Mornings **WHYZ/Greenville, SC** (803) 246-6432

**Mark Ward** — Weekends **KDAY/Los Angeles** (213) 296-8634

## Arista Ups DiRienzo and Jones

**Donna DiRienzo** fills the newly-created position of National Manager/Artist Development for **Arista Records**. DiRienzo joined the label in 1981 and was most recently Administrative Assistant, Artist Development.

In other company activity, **Sandy Jones** has been named Manager/R&B Artist Development & Publicity. Jones joined the label in 1985 as Administrative Assistant.

## Cypress Records Bows

**Cypress Records**, headed by former **CBS Records** exec **Craig Sussman**, has scheduled the release of five albums in the next six months. Handling the label's marketing responsibilities is **Ted Cohen**, who formerly served in various artist development posts for **Westwood One Radio Networks** and **Warner Bros. Records**. **Jim Snowden** will utilize his **PARAS** marketing services, while **Jeff McClusky** and **Rick Cooper** will handle CHR promotion. For more information contact **Sharon Weisz**, (213) 852-1043.

## Frank GM For Almo Irving

**Mary Dell Frank** has been promoted to GM of **Almo Irving/Nashville**. Having served for five years as AI's Professional Manager for their Nashville operation, she previously handled administration and copyrights for Nashville-based **PiGem Music**.

## CHRONICLE

### Born To:

• **KSQY/Rapid City** Asst. PD/MD/midday personality **Jeff Michaels**, wife Julie, daughter **Nicole Renee**, September 24.

• **A&M Records** Co-Director/National Publicity **Audrey Strahl**, husband **Tom**, daughter **Magda Strahl Losonczy**, September 30.

• **WMEE/Ft. Wayne** midday jock **Tommy Allan**, wife **Terri**, daughter **Danielle**, October 4.

### Married:

• **KLAC/Los Angeles** night jock **Maggie Ross** to **KFIL/Los Angeles** afternoon personality **Roger Rose**, August 24.

• **KOST/Los Angeles** morning personality **Brian Simmons** to **Minda Kaylor**, September 27.

**I'd like to wrap up a Dream for you all.**  
(a very Christmas radio special)

"It's irresistible. This will be a Christmas programming staple for years and years to come."  
(Chuck Blore/Hollywood)

"The first time we've ever had listeners request more airplay of a feature."  
(WTQR/Winston Salem)

"Premier Christmas programming. We're delighted!"  
(KOST/Los Angeles)

"A great way of saying 'I Love You' to a radio audience."  
(Don Richman/Hollywood)

"The minute we heard it, we knew it was right."  
(WKHX/Atlanta)

"The best we've ever heard."  
(KIDO/Boise)

"We listened to it once and bought it for every one of our markets."  
(Sandusky Broadcasting/Denver)

This Christmas, **I'd Like To Wrap Up A Dream For You All** will be heard on radio stations from **Nome** to **New York**, including **WHTZ/New York**, **KFI**, **KOST-FM/Los Angeles**, **WJRI/Detroit**, **WZGO/Philadelphia**, **WIRE/Indianapolis**, **WHDH/Boston**, **KDKB/Phoenix**, **WOKY/Milwaukee** and nearly 100 others...so far.

The exclusive Canadian radio rights have been wrapped up by **McDonald's** of Canada. And

**Armed Forces Radio** will air our show on 400 radio stations in 44 countries and 150 ships at sea.

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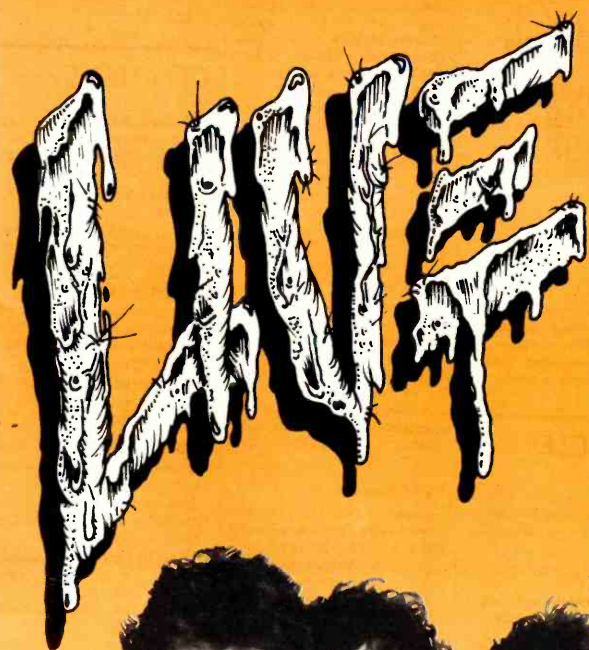


WESTWOOD ONE RADIO NETWORKS

P R E S E N T

# 38 SPECIAL

## HALLOWEEN CONCERT

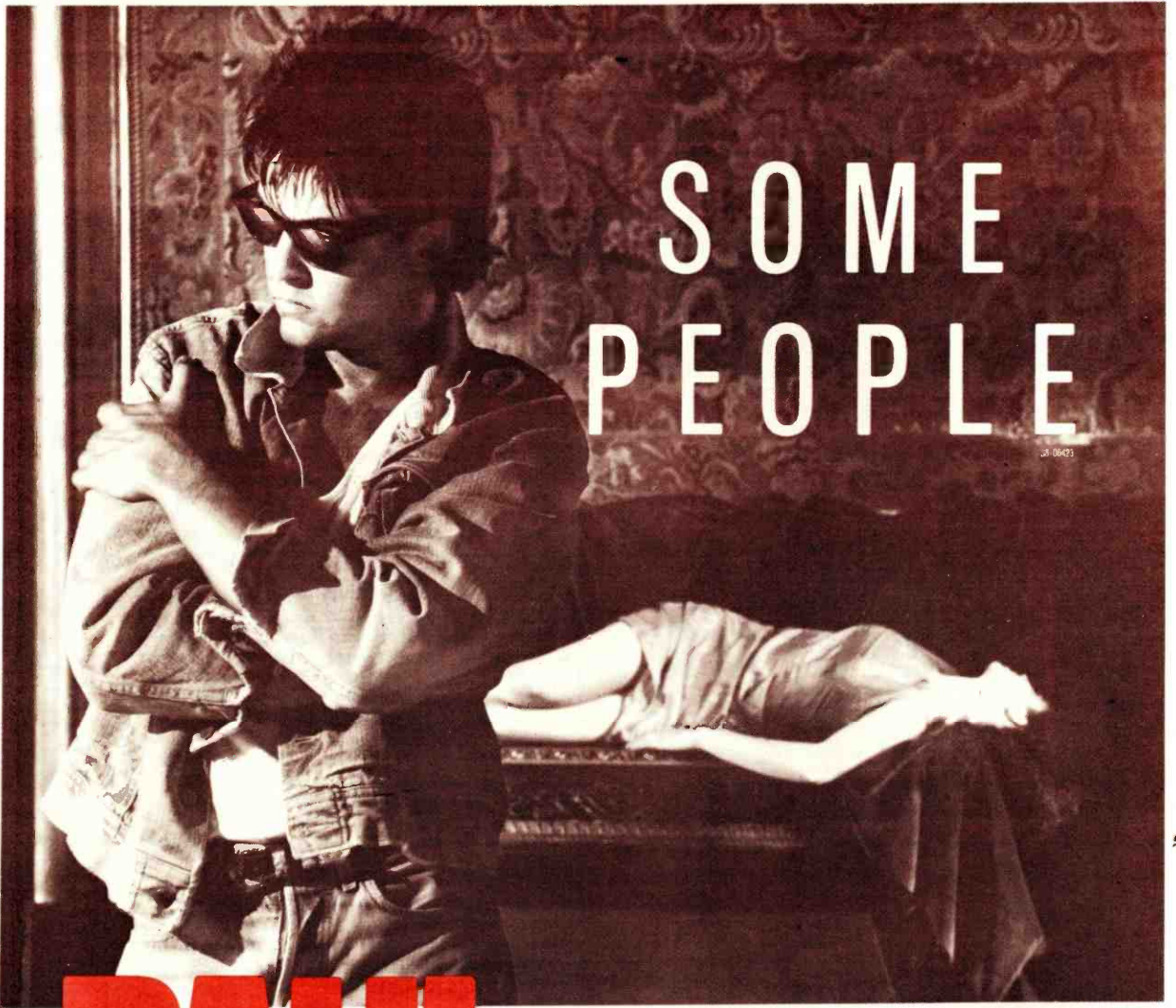


The rock & roll wizards at Westwood One have conjured up a super-special treat for you and your listeners this Halloween - 38 Special, that is, live via satellite in digital stereo from the Summit in Houston. Starting at 11 p.m. (ET) Friday, October 31, bandmembers Don Barnes, Steve Brookins, Jeff Carlisi, Jack Grondin, Larry Junstrom and Donnie Van Zandt will make their musical magic, delivering a 90-minute set featuring the best bone-rattling rock & roll from their seven albums.

You'll hear devilishly hot versions of "Like No Other Night," "Somebody Like You," "Caught Up In You," "Hold On Loosely," "Teacher Teacher," "Rough Housin'," "Back Where You Belong," "Rockin' Into The Night" and much more.

Get ready for the witching hour with 38 Special live from Houston - *exclusively* from Westwood One, the leader in live concerts and big events! To scare up exclusivity in your market, contact your Westwood One Station Relations alchemist now at (213) 204-5000 or Telex 4996015 WWONE.





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31 00421

# PAUL YOUNG

FROM THE  
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ALBUM  
BETWEEN  
TWO  
FIRES  
FC 40543



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# R&R STREET TALK

Who says we're in this business just for fun? *Forbes* magazine has just released its annual "Forbes 400" list — the compendium of the 400 richest Americans — and it turns out there's a handful of radio and record types sitting on a nice nest egg. Tops among broadcasters is **JOHN KLUGE**, whose \$2.5 billion from **METROMEDIA** places him second on the national list. Also among those likely never to buy a lottery ticket are **DICK CLARK** (\$180 million), **BERRY GORDY** (also at \$180 million), and talk show host-station owner **MERV GRIFFIN** (\$235 million).

Likely to join the list in a year or two is **BILL COSBY**, who is shaping up as a key player to purchase the **RKO RADIO** stations. Cosby's **COZZIN COMMUNICATIONS** has already filed against all but one RKO license (**WHBQ/MEMPHIS** being the exception), and at a price that figures to be well into the hundreds of millions Cosby may find himself with more pudding pops than he can shake a stick at.

With transaction fever continuing unabated this month, don't be surprised to see **EDENS BROADCASTING** announce the purchase of a San Diego FM this week.

Rev. **JESSE JACKSON** met with leading blacks from the music, broadcasting, and entertainment communities Sunday (9/12) in Los Angeles. On the agenda were his initiatives against **WARNER COMMUNICATIONS**, as well as industry issues affecting blacks in general. Jackson apparently reported that WCI Chairman **STEVEN ROSS** has replied to his original letter, "denying the allegations it contained and expressing a wish that the problems might have been discussed more privately than publicly. But a meeting between the two has not yet been scheduled. What's next for the Jackson campaign? Stay tuned.

**GROUP W** is severing its relationship with **BLAIR'S SELECT RADIO REPRESENTATIVES**. Effective November 27, all 13 Group W O&Os will be reppped by **RALPH GUILD'S INTEREP**, which will form a "dedicated rep organization" just to handle the group. The out for Group W came when Blair was taken over by **RELIANCE**, triggering a clause giving the company review rights in the event of a Blair ownership change.

Speaking of Blair, **JOHN BLAIR & CO.** has confirmed that it's been holding discussions with several potential purchasers for its radio stations through **DREXEL BURNHAM**. Looks like Westinghouse is interested in buying the group's **WFLA & WPDS/TAMPA**, this in addition to a possible (and widely-rumored) deal with **GE-NBC** for some O&Os.

Ever since the rumored jazz/new age show from **UNITED STATIONS** bit the dust a few weeks back, **WINDHAM HILL** lovers have been waiting for another program supplier to take a stab at it. It may be **DIR BROADCASTING's** turn; seems it's been "looking into the idea." **LEE ABRAMS**, who's got a new age format on the drawing board, keeps popping up as a possible consultant on the show.

Speaking of formats, **THE PROGRAMMING CONSULTANTS** (formerly **TM PROGRAMMING**) has joined forces with **DICK BARTLEY** to produce and syndicate "Rockin' Oldies," a solid gold format. "Rockin'" is slated to debut mid-November.

Meanwhile, Dallas-based **TM COMMUNICATIONS** has purchased all shares of **TECFILMS, INC.** stock for an undisclosed price. Tecfilms is a specialist in the production of media aids for corporate and government interests.

With **B106/WASHINGTON** morning man **JOHN MURPHY** moving to mornings at **KKRZ/PORTLAND**, and former **Q107** and **WPGC** morning star **JIM ELLIOTT** grabbing Murphy's gig, is the three-city **HOWARD STERN** simulcast rumor over? Maybe, maybe not. **INFINITY**, which has Stern simulcasting on **WXRK/NEW YORK** and **WYSP/PHILADELPHIA**, may have plans to slip Stern into Washington, although it's been denying this move *ad infinitum*.

Is something exciting is about to happen to **ARISTA VP/Promotion PHIL QUARTARARO**? The full story as soon as the ink is dry.

**DANNY GOLDBERG's** new venture, **GOLD CASTLE**, appears to be heading for **POLYGRAM** distribution. Described as a label for survivors of the '60s folk scene, its first release will be an album by **PETER, PAUL & MARY**. Goldberg's partner in Gold Castle is movie maker **JULIAN ("No Nukes") SCHLOSSBERG**.

You have to hand it to **KDAB/ODGEN's MIKE BUTTS**, who shook his way into the record book by gripping 16,615 hands last week — shattering the old record of 12,387. For six hours Mike toured several colleges, hospitals, and state agencies to press the flesh and raise over \$16,000 for United Way. "My hand is like mush," Butts said after it was all over.

What's all this we hear about Broadcasters Against Drugs? While **KIIS-AM & FM's RICK DEES, LORNA LOVE**, and Coach **CHARLEY**

Continued on Page 22



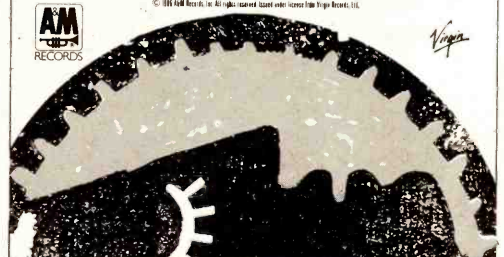
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LIVE AND DIE.

FOREVER  
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Burt Reynolds • Happy Trails Music  
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Fredericke L. Parris • Lee Corporation

**LOVE DON'T CARE (WHOSE HEART IT BREAKS)**Randy Scruggs • Blackwood Music, Inc.  
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Kent Robbins • Irving Music, Inc.

**LOVE TALKS**Michael Garvin • Tom Shapiro • O'Lyric Music  
Tree Publishing Co., Inc.**MEET ME IN MONTANA**

Paul Davis • Web IV Music

**MY BABY'S GOT GOOD TIMING**

Dan Seals • Pink Pig Music

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Jimmy Fortune • Stalter Brothers Music, Inc.

**NATURAL HIGH**

Freddy Powers • Mount Shasta Music, Inc.

**NOBODY FALLS LIKE A FOOL**Mark Wright • Blackwood Music, Inc.  
Land Of Music Publishing**NOBODY WANTS TO BE ALONE**Rhonda Fleming • Eaglewood Music  
Irving Music, Inc.**A PLACE TO FALL APART**Merle Haggard • Willie Nelson • Freddy Powers  
Mount Shasta Music, Inc.**RADIO HEART**Steve Davis • Dennis Morgan • Tapadero Music  
Tom Collins Music Corporation**REAL LOVE**David Malloy • Randy McCormick  
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**SHE KEEPS THE HOME FIRES BURNING**

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**SHE'S A MIRACLE**Sonny Lemaire • J.P. Pennington • Pacific Island  
Publishing • Tree Publishing Co., Inc.**SHE'S COMIN' BACK TO SAY GOODBYE**Eddie Rabbitt • Even Stevens • Briarpatch Music  
Debdave Music, Inc.**SHE'S SINGLE AGAIN**

Charlie Craig • Blackwood Music, Inc.

**SOME FOOLS NEVER LEARN**

John Scott Sherrill • Sweet Baby Music

**SOMEBODY ELSE'S FIRE**Pat Bunch • Mary Ann Kennedy • Pam Rose  
Love Wheel Music**SOMEBODY SHOULD LEAVE**

Harlan Howard • Tree Publishing Co., Inc.

**SOMETIMES WHEN WE TOUCH**Barry Mann • ATV Music Corp.  
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Craig Karp • Flying Cloud Music, Inc.

**THIS AIN'T DALLAS**

Hank Williams, Jr. • Bocephus Music, Inc.

**TOO MUCH ON MY HEART**

Jimmy Fortune • Stalter Brothers Music, Inc.

**TOUGH A HAND, MAKE A FRIEND**Homer Banks • Carl Hampton  
Raymond Earl Jackson • Irving Music, Inc.**USED TO BLUE**

Bill LaBounty • Captain Crystal Music

**WALKIN' A BROKEN HEART**Dennis Linde • Alan Rush • Combine Music Corp.  
Dennis Linde Music**WARNING SIGN**Eddie Rabbitt • Even Stevens • Briarpatch Music  
Debdave Music, Inc.**WHAT I DIDN'T DO**

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She has the #1  
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later, but you will  
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Arista is committed!

“Coming Around  
Again”

The first Arista  
hit by Carly  
Simon is coming  
home.

**ARISTA**

P.S. Great Job, Bruce

## STREET TALK

Continued from Page 19

**WRIGHT** were hobnobbing with the bobbies in London live via satellite this past week, Rick slipped and made an uncontrolled remark about controlled substances. Seems Dees was interviewing a waitress and asked her what the best selection was on the menu. When she responded, “Me!” he chuckled, “We’re getting loose and wasted.” Realizing the gaffe, Dees ordered “another round of coffee for everyone.”

Speaking of substance abuse: Dr. **TIMOTHY LEARY** is the featured guest on **WESTWOOD ONE**'s “Psychedelic Psnack” next week (10/20-24). Among other things he talks about his new “Mind Mirror” computer software package and the **MOODY BLUES**' musical declaration that “Timothy Leary's Dead.”

“King of the Schmooze” is the title of *Esquire*'s November profile of **CBS/RECORDS GROUP** President **WALTER YETNIKOFF** — and it's pure, undiluted Walter. You'll pick your own favorite anecdote, but here's a sample concerning independent promotion. Apparently asked by **GEORGE VRADENBURG**, General Counsel for CBS, to prove that he hadn't given or taken kickbacks, or been aware of them, Yetnikoff complains, “How the hell is a man supposed to prove a thing like that? Do you put your pecker on the desk and swear an oath?” No word yet as to what Yetnikoff thinks of the article.

**DB RECORDS**' **DANNY BEARD** and **CAPITOL** have been talking about an artist development deal involving several acts. The indie and the major just paired up for “Bad Pumpkin,” the new album by **FETCHIN BONES**.

Meanwhile, bon voyage to **SUSAN BLOND-ERICKSON**, who's leaving **E/PIA** as VP/Publicity to start her own PR company.

Expect some heavy hitters to go after the morning slot at **WNEW-FM/NEW YORK**, where wake-up team members **MARK McEWEN** and 15-year station vet **RICHARD NEER** have exited. Newsperson **LISA GLASBERG** remains on board, while PD **CHARLIE KENDALL** will be doubling on mornings.

**WYNG/EVANSVILLE**'s studios were partially destroyed by fire early last Tuesday (10/7) morning. No one was injured, the all-night personality escaped unharmed to call the fire department, and at present there is no damage estimate. PD **DALE CARTER** said that, while not official, the blaze is believed to have been deliberately set. He added that the station is broadcasting from the transmitter and is in need of current and gold country product.

**KFMW/WATERLOO** is back to full height. The station's transmitter tower crashed in a severe storm in Nov. '82. And while **KFMW** has been at full power, it's been with a short stick. But now, says PD **MARK HANSON**, “We have a five-state listener party every day.”

**WXKS-FM/BOSTON**'s **DALE DORMAN**'s car was stolen from the station's parking lot last week, so he gave a description of the car and license plate over the air. A loyal listener spotted the hot vehicle and called the station. Dale was able to track the car and recover almost all of it. The only thing missing: the radio.

Also out of Boston: **JOAN RIVERS** has **WMRE** to thank for getting her show on television. The scheduled outlet **WNX-TV** (owned by the **CHRISTIAN BROADCASTING NETWORK**) decided Joan was too saucy for its tastes; in response the AM station began a “Banned In Boston” campaign, which succeeded in getting Joan's show on the air. Just wait till **FOX** takes over ...

Is automated **AOR KOLA/RIVERSIDE-SAN BERNARDINO** about to go live **CHR?** Station Manager **AL BARNETT** says there's “no format change to announce, but stay tuned.” Should we take that as a yes or no?

It's musical chairs in Atlanta as former **Z93 MD**/afternoon driver **CHRIS THOMAS** is now the night rocker at crosstown **CHR WARM(Power-99.7)**. Over at **Z93**, six-year night veteran and Promotion Director **LYNDESE BURDETTE** becomes **MD**.

Longtime **KZZP/PHOENIX** afternoon driver **STEVE GODDARD** has left to do mornings crosstown for PD **RALPH CARROLL** at **KKFR**. **KZZP** PD **GUY ZAPOLEON** will have an on-air replacement for Goddard shortly, but meanwhile **KEVIN WETHERLY** has added **MD** duties to his Research Director responsibilities.

Hold the presses! **FALCO** has come out in favor of a worldwide home taping royalty. The “Amadeus” rocker made his position clear at the recent International Confederation of Authors, Composers and Publishers congress in Madrid. “The best things in life are not always free,” he said. “That is why I want to be paid for the use of my songs.”

Former **WCXI-AM/DETROIT** personality **JYL JACKSON** has moved to New Orleans for middays at **WNOE**.

L.A. **AOR** vet **BILLY JUGGS** has joined the city's Classic rocker, **KLSX**. He's doing mornings for the time being, but chances are he'll eventually end up on another shift.

**MCA** President **IRVING AZOFF** has been named the 12th annual recipient of the **T.J. MARTELL FOUNDATION**'s Humanitarian Award. The award is in “recognition of Azoff's continuing and active participation in aiding numerous humanitarian causes,” and will be presented in New York next April.

Too many dates to keep track of? Mark 'em down on the new 1987 Country Calendar, now available from the **COUNTRY MUSIC FOUNDATION**. Featuring the **JUDDS**, **GEORGE STRAIT**, **EXILE**, the **STATLERS**, and other country artists, the calendars are available in bulk at discount prices.

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The line that sent you packing (we might even send you some handsome luggage).



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Att: Reed Bunzel

The promotion that promised the most — and delivered the least.

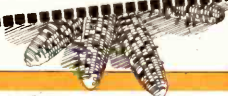
The format that died so dead you leave the call letters off your resume.

The employee who came and went faster than FM quad.

The nasty, nasty story you've been dying to tell on your favorite competitor.

But hurry — entries must be received by R&R no later than November 7, 1986... which also happens to be the birthday of one of our nation's fowlest politicians, Spiro T. Agnew.

Gobble up all the winners in our first Radio & Records THANKSGIVING "TURKEY" SPECIAL — November 28. Don't be a cluck, enter now!





# WHAT'S NEW

Edited by Don Waller

## Segue Segue Subject

Once upon a time, segueing songs by their subject matter was strictly a seat-of-the-pants maneuver, solely up to the whims of the individual air personality. Now, the recently published 1987 "Green Book" has made the art of the segue into a virtual science.

Compiled by R&R Managing Editor Jeff Green, this newly updated, 400-page paperback breaks over 15,000 popular songs down into more than 450 subjects, ranging from "adolescence" to "writing."

While the "Green Book"'s contents span the spectrum of radio formats (AOR, CHR, AC, Country, Jazz, Big Band, et al), Green has chosen to primarily focus on the biggest and best-known hits in each. More important, he has limited most of his selections to songs currently in print; all titles found here are matched with the appropriate album and record label for easy access.

Given the propensity for golden oldies to slip in and out of print, these listings are by no means complete. A quick check of the "food" category reveals no mention of the Spats' '64



neo-classic, semi-hit "Gator Tails And Monkey Ribs," but then the "Green Book" is perhaps most useful as a launching pad for the whims of the individual air personality...

The "Green Book" is priced at \$43 (postage included); order from Professional Desk References, 2246 Maiden Lane, Altadena, CA 91001.

## Gatorade Sweating Shortages

This summer's Southeastern drought has brought a smile to the faces of America's isotonic drink manufacturers. According to a recent *Advertising Age* report, Gatorade, which currently accounts for nearly 95% of the \$200 million U.S. isotonic drink market, found itself suffering product shortages in its most popular sizes and flavors, forcing the company to step up its advertising of powered mixes and single-serving cans.

Line extensions introduced by the company, such as a lemonade-flavored version and four-packs of 16 oz. bottles, increased the firm's sales by 23% to \$170 million in 1985. Meanwhile, a host of competitors has sprung up, hoping to chip away at the leader's commanding market share. Industry experts believe the expanding market for isotonic beverages, coupled with a concurrent explosion in prime user demographics, make the emergence of a "number two" brand inevitable.

What this means to your radio station is increased billings via the

necessary advertising battle. Among the challengers are the Max Energy & Fluid Replacement, Drink from Coca-Cola Foods of Houston, USA Wet from Plano, TX-based Texas Wet, 10-K from New Orleans-based Kenwood Spring Water, Dragonade from the Atlantic Beverage Co. of Baltimore, and TQ from Omaha-based Wagner Juice.

Then there are those companies who are choosing to fight the industry giant via health clubs and sporting goods stores instead of in the supermarket. These include Exceed from Columbus, OH-based Ross Laboratories, Tour de France from Santa Clara, CA-based Unipro Inc., Bodyfuel from L.A.'s Vitex Foods, and Pripps Plus from White Plains, NY.



based Pripps USA. Should be a sweaty contest.

## Writer's Block Available

After coming up with that oh-so-precisely clever headline, quite frankly we were stymied in our efforts to create an equally good lead. Which leads us to the subject at hand, the "Original Writer's Block."

This branchchild of Cal State Bakersfield professor Russell Travis is an 11-inch square of laminated oak and walnut "meant to bring focus and a sense of comic relief to creative artists of all kinds."

Recommended to those who suffer from "procrastination, blank-page panic, Nobel-prize complex, terminal literacy, or print overdose," this glorified paperweight has been hand-oiled, beveled, and waxed and comes in either light or dark colors. They are individually priced at \$15 (postage free). For additional information, contact the inventor at (805) 327-8232.

## POLLSTAR

### TOP 20 CONCERT PULSE

#### LW TW ARTIST

- 1 NEIL DIAMOND
- 2 VAN HALEN
- 4 3 ELTON JOHN
- 5 4 ZZ TOP
- 6 5 BOB SEGER
- 7 6 STEVIE WONDER
- 8 7 WHITNEY HOUSTON
- 9 8 HUEY LEWIS...
- 10 9 KENNY ROGERS
- 11 10 AC/DC
- 12 11 BEACH BOYS
- 14 12 ALABAMA
- 20 13 MOODY BLUES
- 15 14 RUN D.M.C./WHODINI/LL COOL J
- 16 15 EDDIE MURPHY
- 19 16 MONKEES
- 21 17 OZZY OSBOURNE
- 22 18 38 SPECIAL
- 18 19 JACKSON BROWNE
- 20 STEVE WINWOOD

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7383 or In California, (209) 224-2631

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RIP RIDGEWAY

# RATINGS AND RESEARCH

## Need Confidence In A Summer Survey?

The summer Arbitron will present surprises for broadcasters, and more will benefit from them than seems possible. It will reveal that demographic groups other than teens have their listening peak in the summer relative to other seasons. It will also show that some dayparts are relatively stronger in summer than in the rest of the year. Therefore, the summer book is worth studying.

Arbitron released some highlights of a release titled "Radio Year-Round" at NAB's Radio '86 Convention. This release can be very helpful in pointing the way to some of the assets of a summer survey. The data are presented to highlight variations by season relative to the year's listening level by demographic group and daypart. But let's focus on summer.

The daypart which benefits broadcasters the most by summer measurement is Mon-Fri 7pm-mid-

night. This is true for each major age grouping for both men and women. The listening levels are from five to 12 percent above the annual average. Women listen about two percent more than men in every age group. For teenagers, this daypart is below average, probably because teens use radio to accompany their homework during the rest of the year.

Do you actively market your summer evening listening? Are

your rates the same as in other seasons, or do you just "give the time away," assuming there is a smaller audience out there? This could be a daypart, where any increase in revenue drops directly to the bottom line.

The daypart Mon-Fri 10am-3pm has its greatest listening audience in the summer, and not just because of teen listening. The listening by women 18-34 and men 35-64 also peaks during summer. Depending on how your audience skews, you may find your adults 25-54 are similarly affected. Summer is at or above the annual level for all adult demographics.

Here is another opportunity for marketing your seasonal audience to your advantage, with knowledge that could help you sell schedules

which cover months rather than weeks: sell rate protection over the summer period to spring advertisers. You can document the audiences you deliver that warrant the higher rates. Let regular advertisers benefit by giving them a lower cost per thousand, while you reduce your inventory and increase your summer billings.

Summer has its lowest adult audience during the Mon-Fri 6-10am daypart. This is true for men, women, and teens. Afternoon drive (Mon-Fri 3-7pm) is also somewhat lower than the average, but generally about the same level as fall.

Look not only at the AQH, but also at the curve. Expect to find some real time-spent-listening changes in a summer book. Your best hint of what to expect can be obtained by looking at the differences between your previous spring-to-fall surveys. Do not use fall-to-spring (it would cover winter). Fall will generally be the lowest point in the year. The differences and variations provide the range of expectations from summer measurement.

Among the unsung dayparts which have summer value is a new one for which there is little information readily available. To get information on the Mon-Fri 1am-5am daypart, special analyses need to be purchased. A post-midnight or "Overnight" daypart will appear with the winter Arbitron book. This daypart has its highest listening level in summer, which should help you with those longterm contracts and ways to provide "make goods."

These nationwide general performance levels may or may not be applicable in your market. Study your market's history. Determine where there are and are not similarities. Try to find a rationale for why the numbers look like they do. Next, think about your market and start looking for the success stories that are particularly applicable to your individual situation.

Arbitron's summer survey should begin to build greater stability into the audience estimates because the sample size variations, due to "overlapping" survey areas, will be more consistent over the year. Previously, Arbitron could have swings in sample size in a given county based on its measurement in more than one market, with each market at a different measurement frequency. With 77 markets being measured four times a year, intab variations by county between surveys will be reduced. However, this condition will still exist in those counties/metros which are only measured once or twice a year. The largest of these situations occurs in Los Angeles, where the metro of Anaheim-Santa

Ana is completely overlapped by the Los Angeles metro.

You should be able to evaluate your summer survey with greater confidence since you have new skills in evaluating your AQH and curve. In addition, the fact that agencies will have 77 markets should change the way they look at the value of summer information for the placement of summer buys.

### Also New for Summer

Arbitron started using its Daypart Diary with the summer survey period. This diary was designed to eliminate confusion in diary entries which either omitted AM/PM or those entries which could be interpreted as crossing noon or midnight. The Daypart Diary eliminates the AM/PM confusion, maintains listening levels, and should provide some increase in response rate. The Daypart Diary should not cause any changes in station shares or performance.

Metro definitions changed in Arbitron's Chattanooga, San Francisco, and Portland markets.

Birch Radio is excited about the delivery of its summer quarterlies ahead of Arbitron's. Bear in mind, however, that Birch has changed the dates for each of its Quarterly Reports.

### New for Fall

For Arbitron: New metro definitions will be in effect for Dayton and Salt Lake City.

New procedures for males 18-24 start with fall. Here we should see better representation and larger intabs for that demographic group. This change should improve the overall reliability and audience stability between books. Don't expect any one format to benefit. The greater number of male 18-24 diaries will actually have smaller weights, which are necessary to ensure that proper representation is still provided. For audiences to change, the added 18-24s will have to listen quite differently than those currently available, which is not likely.

The way the "Race/Nationality" question is asked will change. The question will ask if the respondent is black or white, and then if the respondent is Hispanic or not. This should improve Hispanic representation in some markets.

Arbitron has introduced a series of factors, each of which could act to improve return and response rates. Expect an improvement, but it would be very difficult to estimate how much improvement there will be. We and Arbitron will just have to wait and see.

Birch Radio will have no changes in its format and procedures for the fall quarterly service.

## RADIO STATION ACQUISITION SEMINARS



National Association of Broadcasters

October 24 • San Francisco  
November 7 • St. Louis  
November 21 • New York

Featuring Radio Industry Financial Experts To Teach You:

- Small & Large Market Acquisition Techniques
- Property Evaluation
- Sources of Financing
- Negotiating Purchase Agreements
- New Tax Laws on Property Buying & Selling

Seminars will be held at the locations listed below. Please make your hotel reservations directly using the phone numbers listed below, and specify that you are attending the NAB Radio Acquisition Seminar.

San Francisco Airport Marriott (800) 228-9290  
Henry VIII Inn at St. Louis Airport (800) 325-1588  
Marriott Marquis at Times Square (800) 228-9290

Pre-registration \$295 (NAB members—\$50 discount)  
On-site registration \$325 (regardless of membership)

To pre-register, or for more information, call NAB Radio at (202) 429-5420.

**GIVE YOUR EARS  
THE BEATING  
THEY DESERVE.**

**PAIN  
IS SO CLOSE TO  
PLEASURE.**

The New Single By

**QUEEN**

Available Now: 7 & 12

FROM  
*Capitol*

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# The Label To Look For!



## **WHAM!**

*“Where Did Your Heart Go?”*

*Third Straight Week Of Hot ADD-Tivity*

ONE OF THE MOST ACTIVE  
NOW ON OVER 85 CHR REPORTERS!  
Including

K106	WPHD	Y100	KHTR	KS103
WXKS	WBLI	B96	KIIS	KPLZ
WBEN	WCAU	WMMS	KKRZ	
WKSE	PRO-FM	KBEQ	KMJK	



## **BANGLES**

*“Walk Like An Egyptian”*

*Heavy Phones; Explosive Chart Movement*

**CHR CHART: DEBUT 40 103/41 — 43%!**

ONE OF THE MOST ADDED  
ONE OF THE MOST ACTIVE

TOP TEN:

Z93 7-3	KUBE 7-5	KITY 7-5	KZZU 2-2	KOZE 5-1
KPLZ 6-4	KZZB 2-1	99DTX 5-5	WCIL 14-9	KZFN 10-5

*“Walk Like An Egyptian” has just unseated “Walk This Way,” which had been #1 requests for over 3 months.*

MARK ST. JOHN, PD, WAVA/WASHINGTON, DC



## GREGORY ABBOTT

### "Shake You Down"

Graces the top of the urban charts and has a host of CHR and AC stations that couldn't wait any longer.

52/20 — 22% The Major Market Lock-Up Continues

WXKS	Y100 27-20	Added This Week:			
WKSE	WNVZ deb 20	Q100	WANS	100KHI	99KG
WPLJ add 19	B96 add	WTIC	94Z	WGAN	KKAZ
Z100 add 20	FM102	KC101	WKZL	Q104	KBIM
94Q		WKQB	99DTX	WVBS	
		G105	KMGX	BLACK/URBAN:	2



## The

# OUTFIELD

### "Everytime You Cry"

Their album has now broken the 1.5 million unit mark and is racing towards double platinum.

Now On 80 CHR Reporters!

Check These Moves:

WKSE add	WSSX 16-14	95XXX 31-23
WPHD deb 38	KWES 23-17	OK100 22-18
KEGL deb 31	WKDD 14-11	95XIL 20-17
KRBE 38-34	KJ103 29-25	KISR 38-34
KWK 24-19	WRQN 7-6	Y94 27-20
WAMX 11-9	KZZU 18-12	WSPT 40-34



## The

# BURNS SISTERS

### "I Wonder Who's Out Tonight?"

It's early start at one of the most-watched radio stations in the country spells a hit in the making:

KZZP 26



## STABILIZERS

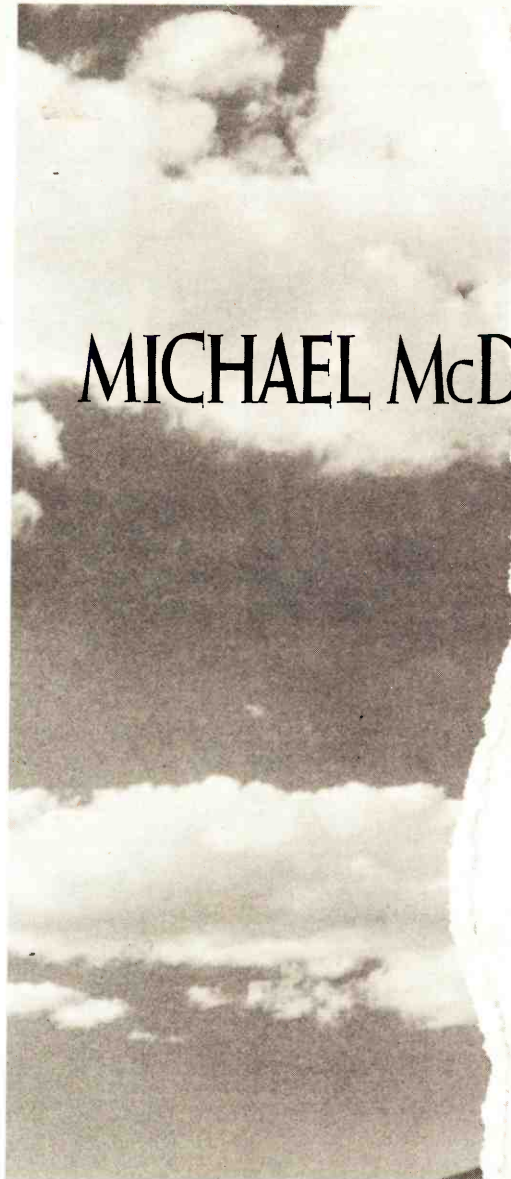
### "One Simple Thing"

It's accelerated growth at AOR makes it a candidate for immediate CHR consideration.

AOR TRACKS: 48 - 38







MICHAEL McDONALD SINGS HITS.

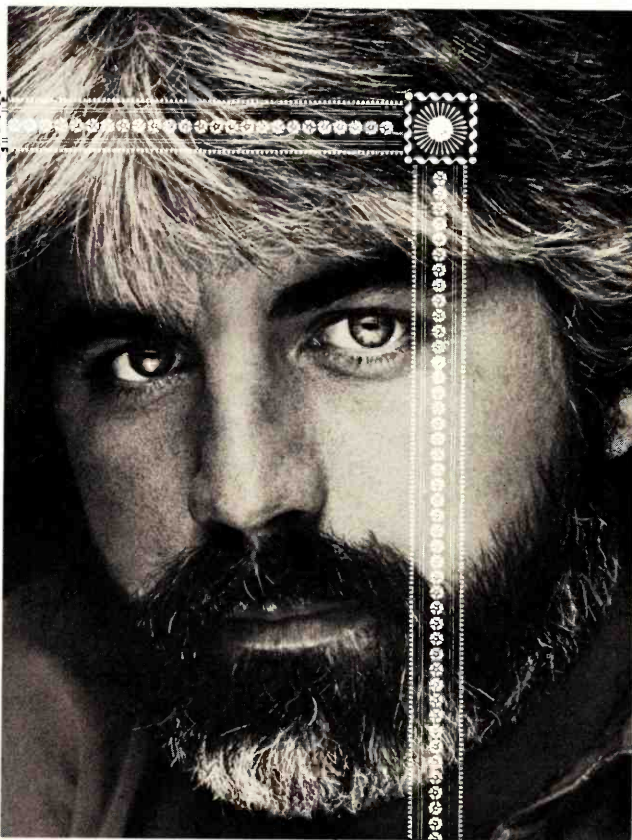
HERE'S HIS NEW ONE.

# MICHAEL McDONALD OUR LOVE

(THEME FROM NO MERCY)

THE NEW SINGLE PRODUCED BY MICHAEL McDONALD

AND TED TEMPLEMAN



© 1986 WARNER BROS. RECORDS INC.

WARNER BROS. RECORDS

# RATINGS

## Arbitron Summer Results 12+

# THE PRETENDERS



**NEW & ACTIVE**

139/38  
ONE OF THE  
"MOST ACTIVE"  
TRACK 2



**DON'T  
GET  
ME  
WRONG**

THE  
NEW SINGLE  
PRODUCED BY  
JIMMY IOVINE  
AND  
BOB CLEARMOUNTAIN  
FROM THE  
FORTHCOMING ALBUM  
GET CLOSE



© 1986 WEA RECORDS LTD

### Detroit

WJR Hits Double Digits;  
WJLB Level; AOR Race  
Tightens; WWJ Drops.

	Spring '86	Su '86
WJR (Misc)	9.9	11.6
WJLB (B/U)	7.9	7.9
WJOI (B/EZ)	5.4	5.7
WRIF (AOR)	5.3	5.3
WCZY-AM & FM (CHR)	5.8	5.1
WLLZ (AOR)	4.1	5.0
WWJ (News)	6.3	4.7
CKLW (BBnd)	5.0	4.1
WHYT (CHR)	5.0	4.0
WNIC-AM & FM (AC)	3.8	4.3
WWWW (Ctry)	3.5	3.5
WXYT (Talk)	3.5	3.4
WDTX (CHR)	2.8	3.1
WLTJ (AC)	2.5	2.6
WOMC (AC)	3.6	2.6
WKSJ (Gold)	3.1	2.4
WORS (Clas)	1.1	2.1
WMJC (AC)	2.2	2.1
WJZZ (Jazz)	2.3	1.9
WGPR (B/U)	1.8	1.7
CKLW-FM (Gold)	.9	1.5
WCXI (Ctry)	1.0	1.4
WCHB (B/U)	1.1	1.2
WQBH (B/U)	.8	1.1
WHND (Gold)	1.1	1.0

### Philadelphia

WMMR Increases Lead;  
WEAZ Down; WUSL  
Steady; WMGK AC  
Champ.

	Spring '86	Su '86
WMMR (AOR)	10.9	11.5
WEAZ (B/EZ)	8.1	7.2
WUSL (B/U)	6.9	6.9
KYW (News)	6.8	6.5
WWDB (Talk)	4.0	5.3
WMGK (AC)	4.9	5.0
WCAU-FM (CHR)	4.4	4.7
WPEN (BBnd)	4.5	4.7
WCAU (News)	4.7	4.1
WDAS-FM (B/U)	4.0	3.9
WXTU (Ctry)	3.8	3.8
WYSP (AOR)	3.6	3.6
WKSZ (AC)	3.4	3.5
WSNI (AC)	4.7	3.5
WIP (Misc)	3.2	2.6
WIOQ (AOR)	2.6	2.5
WFLN (Clas)	1.8	2.0
WFIL (Gold)	1.8	1.6
WTRK (CHR)	1.5	1.6
WDAS (B/U)	1.0	1.1

### Baltimore

WBAL Soars To Top; WLIF  
Down; WXYV Gains A  
Share; WBSB Down.

	Spring '86	Su '86
WBAL (N/T)	6.9	9.1
WLIF (B/EZ)	10.2	8.8
WXYV (B/U)	7.7	8.7
WBSB (CHR)	7.3	6.7
WIYY (AOR)	6.4	6.1
WPOC (Ctry)	6.6	5.8
WFBR (AC)	4.6	4.4
WWDC-FM (AOR)	2.4	3.2
WMKR (CHR)	3.6	3.1
WITH (BBnd)	2.6	3.0
WBGR (Rel)	2.9	2.8
WYST-FM (AC)	2.8	2.8
WWIN-FM (B/U)	2.8	2.7
WCAO (Ctry)	3.3	2.4
WHUR (B/U)	2.0	2.3
WEBB (B/U)	2.3	2.0
WQSR (Gold)	2.9	1.9
WRQX (CHR)	.8	1.8
WGRX (AOR)	1.2	1.7
WWIN (B/U)	1.2	1.7
WCBM (AC)	1.4	1.4
WHFS (AOR)	1.2	1.2

### Washington, DC

WKYS Builds Lead, Other  
Urbans Up; WMAL Slips;  
WMZQ-FM Down.

	Spring '86	Su '86
WKYS (B/U)	7.6	8.0
WGAY (B/EZ)	7.3	7.2
WHUR-AM & FM (B/U)	6.1	6.5
WMAL (AC)	6.8	5.8
WWDC-FM (AOR)	4.4	4.7
WAVA (CHR)	4.7	4.5
WMZQ-FM (Ctry)	6.8	4.4
WRQX (CHR)	3.5	4.3
WDJY (B/U)	3.9	4.2
WTOP (News)	4.3	4.1
WCXR (Gold)	5.3	3.8
WBMW (CHR)	2.3	3.6
WLTT (AC)	3.8	3.2
WGMS (Clas)	3.1	2.8
WCLY & WPGC (AC)	2.7	2.5
WWRC (BBnd)	3.1	2.5
WXTR (Gold)	1.6	2.2
WASH (AC)	1.7	1.8
WTKS (AC)	1.5	1.8
WYCB (Rel)	1.0	1.7
WHFS (AOR)	1.3	1.3

### Houston

KMJQ Takes First; KKQB  
Combo Down; KRBE-FM  
Gains; KODA Stable.

	Spring '86	Su '86
KMJQ (B/U)	8.0	8.0
KKQB-AM & FM (CHR)	8.3	7.4
KIKK-FM (Ctry)	7.4	6.8
KODA (B/EZ)	6.2	6.4
KRBE-FM (CHR)	5.1	6.2
KTRH (News)	5.8	5.8
KILT-FM (Ctry)	5.7	5.7
KLOL (AOR)	3.8	5.0
KFMK (AC)	6.6	4.6
KPRC (N/T)	3.4	4.4
KQUE (AC)	4.6	3.7
KJYY (AC)	2.7	3.1
KLAT (Span)	1.1	3.0
KLTR (AC)	4.4	3.7
KRBE (Gold)	.7	1.2
KSRR (AOR)	4.8	2.9
KXYZ (Span)	1.0	1.8
KYOK (B/U)	1.4	1.8

### Cleveland

WMMS Holds First; WQAL  
Gains; WMJI Widens AC  
Lead; WZAK Urban  
Champ.

	Spring '86	Su '86
WMMS (CHR)	13.2	13.5
WQAL (B/EZ)	7.1	8.2
WMJI (AC)	7.0	7.8
WWWE (N/T)	4.9	6.9
WLTF (AC)	6.7	6.3
WDOK (B/EZ)	6.5	5.9
WGCL (CHR)	5.4	5.1
WZAK (B/U)	4.8	4.9
WBBG (BBnd)	4.5	4.2
WGAR-FM (Cty)	4.0	3.6
WDMT (B/U)	4.8	3.5
WERE (N/T)	3.8	3.5
WROC (CHR)	2.1	2.5
WONE-FM (AOR)	1.9	1.8
WRMR (B/EZ)	1.9	1.8
WCLV (Clas)	1.5	1.6
WJMO (B/U)	2.0	1.5
WABQ (Rel)	1.4	1.4
WBEA (CHR)	1.2	1.1
WHK (Gold)	1.9	1.1
WGAR (Ctry)	.8	1.0

### Format Legend

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





REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## CBS World Series Lineup

After playing more games in one season than most pro football players go through in a lifetime, the boys of summer are finally heading into the final days of autumn. The long 1986 baseball season is almost over — no strikes, very few player holdouts, and clear runaways in each of the four major league divisions. The World Series begins tomorrow (10/18) — and for the 11th consecutive season the CBS Radio Network is broadcasting the play-by-play.

More than 250 CBS affiliates will carry the broadcasts in the US, and more than 400 international outlets will air the best-of-seven series through Armed Forces Radio. In addition, the network will also produce a Spanish language broadcast scheduled to be carried by 25 Caballero Radio Network stations in the US and a total of 175 worldwide.

Producing a sportscast for radio is less of a logistical nightmare than doing one for television. Instead of involving dozens of different camera angles and scores of technicians, radio can broadcast the game with two or three microphones, a cassette recorder, and several expert announcers. But covering an event with the scope of the World Series still presents some challenges. Says CBS Executive Producer Frank Miller, "Television has a mammoth operation going. Just the number of cameras, not to mention their pre-and-post-game shows, dwarfs us in size.

"Still, we have a lot of basic arrangements we have to consider," Miller continues. "These include ordering booth facilities, working with the Commissioner's Office and the various clubs, ordering our satellite system, arranging the engineers, and installing lines into the hometeam dugout and dressing rooms. There are a lot of considerations we have to work out."

The CBS announce team broadcasting the World Series play-by-play includes Jack Buck, Sparky Anderson, and Win Elliot. Buck has called the Series action for CBS three times, and has covered the National League Championships for the network since 1978. He also has been Sports Director at KMOX/St. Louis for 30 years and is co-host of "The NFL Tonight" on CBS.

Anderson is back in the World Series commentary chair for the eighth year and also manages the

Detroit Tigers. He made history in 1984 when he became the first manager to win 100 games in a season with two different teams and win a World Series in both leagues. Elliot has provided pre-and post-game summaries for the Series for the past ten years and has covered virtually every professional sport.

The Spanish broadcasts will be called by Juan Vene and Gustavo Lopez Moreno. Vene is known to the Hispanic community as the voice of the New York Yankees, and also anchors the Spanish language version of "This Week In Baseball." Moreno has been a San Diego Padres announcer for 16 years, and has teamed up with Vene for 11 years of CBS post-season broadcasts.

The World Series broadcasts are scheduled to run through October 26, if necessary.

## Syndicate It Unveils "Essence"

Syndicate It Productions, in a joint effort with Essence magazine, has developed a new program targeted to Black/Urban radio stations.

"You... From The Pages Of Essence Magazine," aimed at the black female audience, deals with self-help topics based on articles published in the magazine. Leading experts will comment on a variety of topics including beauty, mental health, relationships, money, nutrition, and career strategies. "You" is hosted by broadcast journalist Gillian Harris, who says, "You" is a show for contemporary and progressive people. This

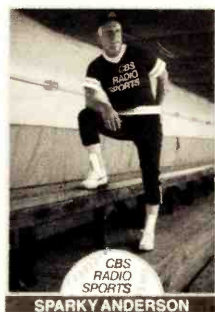
is information that you can use as soon as you hear it."

Essence Editor-In-Chief Susan Taylor adds, "All of us are excited about the show. We think that our teaming with Syndicate It makes a winning combination. The pages of Essence, with their current topics of interest to women, will be reinforced in the radio message."

The programs are set to run on a daily basis for 13 consecutive weeks.



JACK BUCK



SPARKY ANDERSON

### FROM ORANGE PRODUCTIONS:

## New Special, Heritage Programs

Narberth, PA-based Orange Productions has introduced two new radio programs: "Something Special," an MOR-oriented weekly hour-long music show; and "Reflections On The Black Experience," a daily Black/Urban series.

"Something Special" is described as "an intimate hour of music and interviews," and features traditional and contemporary MOR artists. The show is hosted by "Sounds Of Sinatra" host Sid Mark, and is targeted at a 35+ audience. "I've enjoyed a terrific relationship with artists like Steve and Eydie, Tony Bennett, Vic Damone, and newcomers like Pia Zadora," says Mark. "We'll get their music and their personality across to the audience."

"The great artists are not nostalgia," Orange Productions President Lita Cohen adds. "They and their music are as vital as ever to the stations' core audiences, and

programmers recognize this."

"Reflections" is a :60 daily vignette focusing on black heritage. "We found that stations are very interested in serving the community with information on black heritage and history," Cohen explains. "By creating a daily :60 trivia-style feature we've given stations the opportunity to be good programmers and good neighbors."

The program is written and voiced by noted black historian Mark Hyman, who stresses that black heritage should be a year-round interest, not just something to highlight during Black History Month in February.

## All Star Tap-Dance

All Star Radio has signed radio's first (they say) tap dancing newscaster. **Sandra Lowell**, who has covered the news while demonstrating her fancy footwork on **KABC/Los Angeles** as well as several TV talk shows, is now available to dance and sing the news nationwide.

Lowell first tapped out the news while dancing to "Tea For Two," but the song's publisher disagreed with her choice in music. She now uses her own composition, "Tap Dance The News," as the musical background for her delivery. Lowell claims to be the first reporter to report a tap dance newscast from behind the Iron Curtain, and also tapped out coverage of the 1986 royal wedding of Prince Andrew and Sarah Ferguson.

Says Lowell of her news delivery: "Someone had to fill the gap between news and entertainment. I'm glad I could be of service."

**Chicken Nuggets, Cactus Cooler**

Santa Barbara-based A Produc-

tions has two new weekly programs available for national syndication.

"Back At The Chicken Shack" features artists involved in the development of early rock and roll and urban blues, including Big Joe Turner, Richard Berry, Screamin' Jay Hawkins, and Koko Taylor. Artist interviews are mixed with original recordings to present vintage material in a contemporary setting.

"The Cactus Ranch Barn Dance" applies nostalgia to country programming through interviews with such artists as **Wanda Jackson, Tommy Collins, Billy Walker, Rose Maddox, and Charlie Walker**.



**TRICK OR TREAT** — During the recent NAB Radio '86 in New Orleans, Cap Cities/ABC and Global Satellite Network sponsored a Mississippi riverboat cruise on the Natchez, with music provided by Cheap Trick. Pictured during a break are (l-r): Global's Howard Gillman; CT's Robin Zander; ABC's John Axten and Beverly Padratzki; CT's Rick Nielsen; ABC's Jim Arcara, and CT's Jon Brant & Bun E. Carlos.



JACKSON BROWNE

GENESIS

EURHYTHMICS

# STILL SIZZLING

**HOT ROCKS.** It ignites the imaginations of its listeners...soars in the ratings...and may well be the hottest program ever to hit CHR. But its listeners wouldn't let it end there. Demand was so intense we had to extend its run to a regular weekly schedule through the year.

**HOT ROCKS** from United Stations Programming Network began as a weekly summer special. And **HOT ROCKS** fever is still spreading. And it looks like the program just might run forever. No other program series delivers consistently rock's major stars when they're at their hottest. Take a look at just a few of the year's **HOT ROCKS** artists and you'll see what we mean...Eurythmics, Billy Joel, Jackson Browne, John Cougar Mellencamp, Madonna, Journey, Phil Collins, Genesis, Howard Jones and Robert Palmer.

JOURNEY  
BILLY JOEL

JOHN COUGAR MELLENCAMP

For station clearance information call United Stations Programming Network Affiliate Relations in Washington, D.C. at (703) 278-2900.  
For national sales information call United Stations Programming Network in New York at (212) 575-6100.

ROBERT PALMER

**HOT ROCKS** is available on a swap/exchange basis to stations in the top 170 Arbitron-rated markets.

# HOT ROCKS

MADONNA

PHIL COLLINS



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

# The Image Issue

By David Franklin

Imagine two cans of green beans on a grocer's shelf. One is generic, and the other is a national, name-brand product. The generic can has a plain white label with black printing. The name-brand's label is quite colorful. Which can will the average consumer reach for, put in the car, and purchase? The name-brand product, in most cases. The next question is: which can of beans is comparable to your station?

Consumers purchase name brands more often than generics not only as a result of strong product merchandising and advertising, but also because of another type of merchandising that is just as important: the product's label, or packaging. A combination of both prior promotion and on-the-spot merchandising

David Franklin is an air personality at KTWN/Texas, TX.

creates what is known as the "image" of the product. The image you create for your "product" will do as much work selling it as your best salesperson can.

Remember the two cans of green beans? Both contained essentially the same product; the only difference between the two was in the packaging. To the consumer, the product with the inferior packaging was an inferior product.

One of our greatest sales tools available is the ability to create our own image — not of what our stations are, but of what we persuade the listeners to believe they are. A radio station is really just a bunch of people's voices, some music, and technical equipment. Sounds a little generic, doesn't it? Without the proper packaging, that's all you are to the people in



**LIP SERVICE** — Among the 2000 recipients of the Blair Radio Representation Division's radios with moving lips was (l) DFS/Dorland Worldwide, NY VP/Radio Media Sam Michaelson. Also on hand: Blair Radio NY AE Rosemary Zimmerman.

your market — a faceless, generic radio station.

Go back and imagine a can of beans again — only this time the can is your station. Into the can put your music, personalities, news department, contests, and local features; all the ingredients that make your radio station a unique product.

Your next task is to let the consumer know your product is available. Just as the name brands merchandise their products through the various media, so should you, through billboards, print, TV, community involvement, and other methods. Consumers will not purchase a product they do not know is available.

Next, you must concentrate on your on-the-spot merchandising, or the packaging of your product. It must be colorful and it must stand out to keep the consumer (listener), listening to it. Through on-air promotions, slogans, and jingles, you package your product and complete the image of what you have persuaded listeners to believe your radio station is.

So ask yourself what image your product has, whether it's good or bad, and what you can do to enhance the image. Let today be the day you start merchandising your product more effectively. You might find it's like opening a whole new can of beans.

## INTERACT WITH THE MOST ACTIVE

MUSICSCAN Plus is winning favor with top radio programmers across the U.S. and in Canada—fast.

MUSICSCAN Plus is working for them now, winning ratings.

MUSICSCAN Plus is the HOT music scheduling system from TAPSCAN.

MUSICSCAN has already become the industry definition for efficient music rotation. The system provides every tool you need for precise control over the broadcast day... *it's that versatile*. And now it's *interactive*. Schedule a 24-hour pre-log in ONE minute; retest any song, then MUSICSCAN will suggest possible replacements. You can swap elements instantly within any hour or across the entire day. All changes are immediately reflected in your "History" files for absolute accuracy.

MUSICSCAN is as dynamic as radio...new features are developed and added constantly. Yet MUSICSCAN will never become "too complicated"—the system's ease of operation is self-evident, even if your first time with MUSICSCAN is your first time with a computer.

Ask anyone who has worked with the system...use it once, and nothing else will do. The hottest stations in the country are switching to MUSICSCAN. *And no one who's ever begun using MUSICSCAN has ever stopped.*

**(205) 987-7456**

Or Call Toll Free: 1-800-634-3322; When Dial Tone Returns, Dial 726

*Music* **SCAN**

2100 DATA PARK, SUITE 202 BIRMINGHAM, AL 35244  
 BOSTON CHICAGO LOS ANGELES TORONTO  
 IN CANADA: 60 ST. CLAIR AVENUE EAST, SUITE 510 TORONTO, ONTARIO M4T 1N5

PHONE: (416) 963-9944

## SPOTS

• Blair's Radio Representation Division conducted a "We Talk Radio" contest/giveaway for advertising agencies covered by the national sales offices of the division's Select Radio, Blair Radio, and Torbet Radio. AEs distributed 2000 radios with moving lips that lip-sync the music, news, or talk being broadcast. Accompanying the radios were entry blanks for a Montego Bay vacation giveaway. A total of four trips were awarded on October 15.

• Metro Radio Reps of Denver has brought together five area radio stations to create a local unwired network, and claims to be the first company utilizing last May's combination sales deregulation by the FCC. **KBRO-AM & FM/Denver, KDEN/Denver, KLSC/Aurora, and KTCL/Ft. Collins** are the non-affiliated stations involved. The combination approach is intended to allow smaller stations to compete more effectively for major advertising dollars.

• Major Market Radio has been selected to replace Masia as national sales rep for the United Broadcasting Co. United stations now represented by MMR include: **KSOL/San Francisco, KALI/Los Angeles, WRQC/Cleveland, WJMO/Cleveland, WKDM/New York, WYST-AM & FM/Baltimore, and WINX/Rockville, MD.** The company's **WDJY/Washington** will be represented by **Weiss & Powell**. MMR has also announced its representation of **KEBC/Oklahoma City**, formerly represented by **Torbet Radio**.

• RAB has released a booklet that includes findings from its "Media Targeting For The '90s" research project conducted by **R.H. Bruskin and Associates**. The results offer an up-to-date comparative analysis of the major media, using time spent as a criteria. For more information, contact **RAB's Danny Flamborg** at (212) 254-4800. (w/p/c)

This column was coordinated by **Jim Dawson**.



HARVEY MEDNICK

A NEW WAY OF THINKING

Managerial Minds Really Do Work Differently

At this year's BPME meeting I found not only that the quality of promotion/marketing people has increased, but that these professionals have very real ambitions to move upward in our industry.

After years of studying the subject, behavioral scientists have concluded that there is indeed something distinctive about the workings of the executive mind.

One Dominant Thought

The core of Jacques's findings is a concept he calls the "time frame" of the individual. He has found that individuals vary dramatically in terms of the time periods they can think out, organize, and work through.

"Executive types are not only able to identify the steps necessary for moves that will take years to complete, but can also envision the consequences of each step and take the appropriate measures to set plans in motion."

doubt found, maybe at your own station, it taxes some folks to figure out what they have to do, and in what order, for the day. Jacques claims that others, namely executive types, can see a long way. They are not only able to identify

the steps necessary for moves that will take years to complete, but can also envision the consequences of each step and take the appropriate measures to set plans in motion.

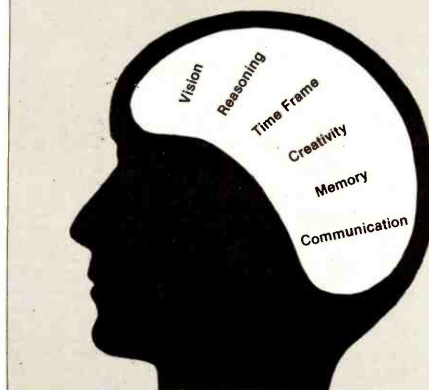
If you've now started to measure yourself with an eye towards a GM stripe or better in the future, be aware that a person typically becomes able to handle progressively longer time frames over a lifetime. However, this process is not developed smoothly. It occurs in spurts that carry the individual from a minimum one-day time frame to a three-month time frame and, after a reasonable interval at each stage, to one-year, two-year, five-, ten-, and maybe 20-year time frames.

The Good Stuff

Jacques found that there is a sort of natural structure to organizations engaged in work. Most jobs can be classified according to the time frame required of the worker. The unskilled can almost always get by with a one-day horizon.

Jacques's research also showed that the best organizations, in terms of productivity and morale, are those which possess a natural progression: one-day time frame workers report to a department head who can organize three months, he in turn follows a manager who can plan a year or longer, that manager reports to a GM with a two-year time frame, and the GM answers to a corporate VP capable of strategizing over five years.

Aspects Of The Managerial Mind



Time Frame Is An Important Gauge

Time frame is believed to be the best indicator of broader mental capabilities called cognitive power. Cognitive power is not IQ; it does not reflect raw brainpower, but how perception and thinking are organized and how they operate.

"A near-genius IQ does not guarantee superior managerial thinking, and there is no test to determine executive thinking ability."

not guarantee superior managerial thinking, and there is no standardized college board-type test at this time to determine executive thinking ability.

I was fascinated by this study and wanted to bring it to your attention not only as a resource for your own career assessment and development, but also as a guide in dealing with the managerial people with whom you interact in the performance of your job.

Now all of you potential 250-year planners can resume normal breathing and go back to planning for tomorrow.

DATELINES

1987

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

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

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

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

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

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

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

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

ONE YEAR AGO TODAY

- Jim Harper programs WDTX/Detroit
● Rick Balis OM/PP at KSHE/St. Louis
● Arbitron announces four surveys per year for top 75 markets
● #1 CHR: "Take On Me" - A-Ha (WB) (3 wks)
● #1 AC: "Part-Time Lover" - Stevie Wonder (Tamla/Motown) (3 wks)
● #1 B/U: "Part-Time Lover" - Stevie Wonder (Tamla/Motown) (3 wks)
● #1 Country: "Can't Keep A Good Man Down" - Alabama (RCA) (2 wks)
● #1 AOR Track: "Sleeping Bag" - ZZ Top (WB)
● #1 LP: "Scarecrow" - John Cougar Mellencamp (Riva/PG) (8 wks)

FIVE YEARS AGO TODAY

- #1 CHR: "Arthur's Theme" - Christopher Cross (WB) (3 wks)
● #1 AC: "Hard To Say" - Dan Fogelberg (Full Moon/Epic) (2 wks)
● #1 B/U: "Take My Heart" - Kool & The Gang (De-Lite/Polygram)
● #1 Country: "Never Been So Loved (In All My Life)" - Charley Pride (RCA)
● #1 LP: "Tattoo You" - Rolling Stones (Rolling Stones/Atlantic) (2 wks)

TEN YEARS AGO TODAY

- #1 CHR: "Rock'N Me" - Steve Miller (Capitol)
● #1 AC: "If You Leave Me Now" - Chicago (Columbia) (5 wks)
● #1 Country: "You & Me" - Tammy Wynette (Epic)
● #1 LP: "Songs In The Key Of Life" - Stevie Wonder (Tamla/Motown)



SEAN ROSS

TURNING ON A NEW STATION

KFSO: Up From "Nothin'" In 30 Days

In the last week of September, there were no less than four new Gold stations in top 50 markets. By the time you read this, given the current ferocity of the Gold rush, there will probably be more. The speed at which these changes are taking place - at least three of them occurred after the fall book started - means that many of these outlets haven't had much startup time. (At least one major market PD says his switch had to be implemented over the course of four days.)

KFSO/Fresno PD Mike Bushey's advice to programmers of new Gold outlets is, "You've got to try and come on with all the pieces in place, or at least as many of the pieces as possible." KFSO, until 14 months ago known as KNTN/Visalia, hadn't shown in the Fresno book for several years; it was completely rebuilt after Americom bought it in April 1985. Bushey came on board June 6 and kicked off the new format on July 3. While 27 days might seem like a luxury now, KFSO is a good example of a station springing into action without a lot of lead time.

Raising The Boom

KNTN - known derisively as "K-Nothin'" in the market - had an even tougher job than many stations because most of the physical plant had to be overhauled. "We had to replace everything: micro-waves, studio-transmitter link, control boards, countertops, walls, ceilings, and lights," Bushey said. "I've seen turnarounds before, three of them in fact. But this is the silliest one I ever saw. We even had to replace the mike boom; they had a chair caster holding the mike up."

As that was happening, KFSO also went to work on perhaps the hardest part of a change to Gold -



Mike Bushey

assembling a music library. Much of its starter list came from consultant Jeff Pollack. "We found a syndicated service that would, for a fee, do something they don't normally do for us," Bushey recalled. "Rather than send us music on reels, they took Dynamax tape, recorded the songs, then cut and wound them on cart so that most of our carts are custom length and recue in 10-15 seconds."

Of the 1200 titles K-Fresno turned on with, roughly 1000 were obtained this way. "The way the format has grown in recent months," Bushey said, "I think more titles would be available from the syndicator now.

"About the only advantage I had with this facility was that they had a record library stored in a shed somewhere in the vicinity with over 30,000 records. Easily 50% of them were unusable, most of them left over from when KNTN had been a Religious station.

"I put on my dirty clothes and spent weeks crawling through the cobwebs with a couple of announcers, pulling out records and carting them up. We also had to buy all-new recording equipment: reel-to-reels, cart machines, turntables, pre-amps, the whole number." Within a month, the library had hit 1500 titles. Bushey estimated it has increased to 2000 songs now. Even after a career spent mostly in AOR, he said he has never had as many working titles.

Music Bee

KFSO also made early attempts to localize the music library. Bushey noted, "I put an ad in the Fresno Bee looking for people who had collected old Top-40 hitlists, and we found some. Since the beginning, we've tabulated requests. We kind of prompt listeners for information." One example of how this effort paid off is "Gloria." In Fresno, Them won the cover battle, so both its version and the Shadows Of Knight version are used. Other titles added as a result of listener research are Tower Of Power's "You're Still A Young Man" and Quicksilver Messenger Service's "Fresh Air."

"We told Jeff Pollack and (associate) Dave Brewer we thought we should add records based on what we could find out. Their attitude was, as always, 'if you're sure, go

ahead.'" Even with those additions, Bushey said the one thing he would do differently if he were signing on now would be to start out with greater library depth. He also commented, "The national charts sometimes mislead you on a song's potency. That's one thing a consultant helps a lot with."

"I put on my dirty clothes and spent weeks crawling through the cobwebs with a couple of announcers, pulling out records and carting them up."

-Mike Bushey

Flamethrower On Low

Even before Bushey arrived at KFSO, want-ads soliciting new announcers had run in the trades. Only one member of the sign-on staff, the evening person, had been with KNTN. "Our morning man came from KBND/Bend, OR. I did mid-days. My PM drive person was stolen from KFYE, which was Transtar AC outside AM drive at the time. He was being totally wasted running the carts. My overnight person was from (local Country outlet) KNAX.

"I looked for good jocks first, since we think of ourselves as a CHR station that happens to play oldies. Everything is in stereo here, even the commercials. Believe it or not, that is unusual in Fresno. The station is a flamethrower set on low, so I looked for people with AC backgrounds who could be kicked up 10 mph."

One area where many Gold stations trip themselves up is music image; in start-ups, it's often possible to hear "Hanky Panky" back-sold as from 1968 or something equally wrong. One consultant recently estimated that, on new stations, 90% of his listeners knew more about the music than his jocks. One way to avoid ID snags, according to Bushey, is not to talk about the past very often. "We communicate amongst ourselves that time is a continuum. I once had a morning sidekick who would refer to deceased people as if they were still there somewhere, never in the past tense. We try to treat songs the same way.

"Everybody here is in his late 20s or early 30s, so a large chunk of the library is familiar to them. And most of them were natives. My morning man and I went out and learned the city - went to Bulldog football games and everything. Since I'm single, I just did what I normally do and went out a lot at night. I didn't tell people what I did for a living, but I listened to them talk and learned certain pronunciations. We flag things in the studio phonetically to protect ourselves from being stupid.

"The other thing that has to be learned in this format is that we have an 18-song-an-hour clock. 'The Letter' is 1:43. 'Shut Down' is 1:57. 'Fun Fun Fun' is 1:53. Most jocks under age 30, and even people like me in their early 30s, have forgotten exactly how fast that is."

Say Hello

"We wanted to be on by July 4," continued Bushey, "because from a promotional viewpoint for the fol-

Continued on Page 39



AND THIS IS NOW - WFIL/Philadelphia recently staged a contest for tickets to the Monkees' local show, those winners also qualified to vie for tickets to the group's Los Angeles performance. Mickey Dolenz, Davy Jones, and Peter Tork flank WFIL's Jerry Blavat.



NEW HEROES - KRTH (AM)/Los Angeles awarded its first "Hometown Hero" plaque to Lorayne Lamas for her work with needy families. Shown making the presentation on KHJ-TV's "Mid-Morning LA" are hosts Meredith McRae & Tommy Hawkins, Lamas, KRTH's Al Conners, and Marilyn Lamas, who nominated her mother.

# KFSO: Up From "Nothin'"

Continued from Page 38

lowing years, it's a tremendous advantage. For 48 hours before we signed on, we ran a 38-second endless loop of a music box winding up, then playing 'Somewhere My Love.' My GM's voice would say '92.9 is recycling. Please stand by.' There'd be a two-second pause and it repeated, approximately 6000 times. There's a store down the block with 500-watt car stereos; these people had the music box ticking away so loud it was rocking the walls of the building adjoining them.

"I signed on with 'Layla' because I knew it would scare (AOR) KKDJ, which I confirmed after the fact. I have a history of AOR. The company has a history of CHR. Pollack was AOR first, although he does many other formats. So we were trying to send as many confusing signals as possible."

While Bushey said the new K-Fresno "wasn't complete by any stretch of the imagination," he added, "We came on conceptualized. You've got to get as much done as you can before you open the microphone the first time. When I signed the station on, I had my first rap all written out and had practiced the clock. The other jocks had all done run-throughs. The library was at least two-thirds ready. We knew what the station should sound like."

"We were probably a little rough around the edges at times. But by coming on the air with no summer book last year we were able to have it totally tuned by the time the fall book began."

While KFSO had money and time advantages that not every new Gold outlet possesses, it understood the importance of offering its new cume a relatively finished product. Top 75 market stations will never have the luxury of signing on outside a book again. But it's still possible to hit the ground running.



**VETERAN ARTISTS NEED HANDOUTS** — Lou Christie and Lesley Gore stopped by WCBS-FM/New York to promote their new "Since I Don't Have You Medley." They're seen in the classic "arms outstretched" pose with MD Jeff Mazzei (c).



**PUBLIC MEMORIES** — WJMK (Magic 104)/Chicago sponsored a lunch-time concert at the Illinois Center Plaza. Dick Biondi MC'd and "all-girl '50s band" Mickie & The Memories (pictured) entertained.



**SWITCH PARTY** — Throwing the switch on KZZC/Kansas City's conversion to SMN Pure Gold were (l-r, back): KZZC's SM Dennis Meier, Dave Tidmore, Debra Walsh, SM An Samuel, Chandler Wiems, and Steve McCavett. Center: SMN VP Greg Daugherty, KZZC's Bonnie Barnes, Sheila Hallacy, Gil Shapiro, OM Laura Strouse, Lynn Nevins, Jacques Montgomery, GM Mark Wodlinger, Sara Dickey, Bridget Breen, and T.J. Johnston. Kneeling is SMN OM Gary Hamilton.



**VALLI OF THE SHANNON OF DEF** — Frankie Valli (l) was a recent visitor on the afternoon drive program of WCBS-FM/New York's Bob Shannon.

## GOLD EXCHANGE

WFIL/Philadelphia honored the twentieth anniversary of its switch to Top 40 in 1966 with a day-long on-air reunion. Among those who showed up: Don Rose, Dave Parks, J.J. Jeffries, Jay Cook, Lee Sherwood, Alan "Brother Love" Smith, Tom Tyler, Banana Joe Montione, and Dick Heatherston. George Michaels made a cameo appearance via telephone, and several WFIL engineers from the '60s and '70s showed up to be board ops again. (Yes, it's the same board.) APD Carole Harris coordinated the entire event. Look for reunion pictures in a future issue.

With KBZT/Los Angeles converting to Classic Rock KLSX, Charlie Tuna moves to mornings on sister KRLA. The rest of the KRLA lineup is now Mike Wagner, Johnny Hayes, Don Steele, and Wolfman Jack. The latter is touring local clubs backed by the Rock & Roll All Stars and performing "New Orleans-style '50s and '60s rock."

KLZZ/San Diego, recently converted to "California Classics," adds cross-town XETRA staffers Michael Boss and Gary Beck for PM drive and evenings, respectively. Beck had been with KLZZ during its now distant AOR incarnation as KPRI. At XETRA Nicky Silver moves from parttime to nights, leaving PD Jim LaMarca with an afternoon opening. CHR-style jocks with knowl-

edge of the format should send T&R to 4891 Pacific Hwy., San Diego, CA 92110.

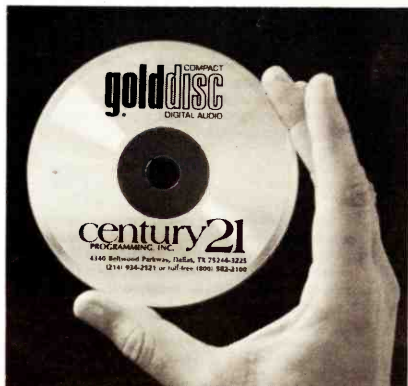
At WMEX/Boston PD Don Daniels moves to mornings. Midday jock Ron Scott is named APD. And veteran Boston Gold personality Little Walter joins the station for 10am-3pm Sundays... KYA has received FCC permission for a translator in Contra Costa County, the portion of the San Francisco metro that manages to thwart almost every Bay Area radio station.

Syndicated R&B history program "Harlem Hit Parade" has entered its second season, with veteran rocker Ruth Brown hosting. More information is available from Felix Hernandez or Karen Jefferson at (718) 745-4273.



**KAMP FOLLOWING** — KAMP/El Centro recently made listener Pat Abubo (seated) its guest weather personality for the day. Abubo is flanked by PD John Dionne and MD Ed Diaz.

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R&R FRIDAY, OCTOBER 17, 1986/39

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WMMS	KTUX	95XIL	WBWB
KWK	WEAG	WGAN	Y94
Q100	WZOK	WOMP	KKLS
K104	WRQN	WJAD	WDBR
WERZ	KIKX	WJMX	KKAZ
WAMX	KBOS	Q104	KTMJ
WKRZ			

Produced by Keith Olsen  
Executive Producer: Mick Jones  
Management: Bud Prager/(E.S.P. Management)  
& Phil Corson



ON ATLANTIC RECORDS, CASSETTES  
AND COMPACT DISCS

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BRAD MESSER

CALENDAR

K.I.S.S. Rule Still Valid

An enjoyable blast from the past occurred the other day when I visited the Hollywood studios of KFWB, the Westinghouse All-News outlet for Los Angeles, to have a look at the layout and engineering setups which smoothly handle nonstop news and information seven days a week.

My host was Westinghouse Chief Engineer Richard Rudman, a friend from days gone by, and one of the more capable and cooperative engineers around. We worked together back in the early glory days of KGB-FM/San Diego, the 1970s birthplace of the first Homegrown Album, the first Charity Ball rock concert, and the famous Chicken.

Today, as back then, Rudman's philosophy is based on making an air studio reliable, cost-effective, simple and convenient to use. Very convenient.

Many of his former co-workers recall that, prior to the rebuilding of the KGB newsroom, Rudman used a collection of cardboard boxes to make full-scale mockups of the equipment he was purchasing. In cooperation with all the people who would eventually be using those machines, he shuffled the mockups here and there in the studio to determine the best possible placement, so everything would be line-of-sight and within easy reach. The studio turned out to be the best in which many of us had ever worked, because it worked. The engineer

had followed the K.I.S.S. Rule: Keep It Simple, Stupid!

Today at KFWB, Rudman still appears to be refining the ergonomics of air studios, partly through even more stringent simplification. For instance, there are no V-U meters in front of the anchors. "They don't have time to ride levels," says Rudman, "so we installed devices to do that for them."

Rudman still refuses to speak the native tongue of engineering, mumbo jumbo. During my visit, someone approached him about a project and said, "We'll have to develop a protocol for that." Dick's reply was, "A protocol. Do you mean a way?"

Still simplifying.

Capitalism Okayed By Red China

**MONDAY, OCTOBER 20** — The Communist government of China announced in 1984 that it was liberalizing the national economy to allow individual capitalistic competition. The second Reagan-Mondale presidential campaign debate was held in 1984. Three members of Lynryd Skynyrd died in a plane crash in 1977.

Astronomers predict the annual Orionid meteor shower will produce between 10 and 70 shooting stars per hour after midnight, but bright light from the moon (which was full last Friday) will overwhelm all but the brightest of these meteorites, which are debris from Comet Halley.

Hurricane Thanksgiving Day, a legal holiday in the Virgin Islands celebrating the end of the hurricane season on 10-25.  
**Birthdays:** Mickey Mantle 55. Dr. Joyce Brothers 58. Art Buchwald 61.

Edison Saw The Light

**TUESDAY, OCTOBER 21** — The world's first successful electric light bulb was switched on 107 years ago at Thomas Edison's laboratory in Menlo Park, New Jersey (1879). It burned out after 40 hours and was then dismantled for inspection.

The first major Vietnam antiwar demonstration drew 35,000 participants to the Pentagon, and resulted in more than 600 arrests, in 1967.

R.J. Reynolds introduced the first machine-rolled national cigaret brand, Camel, in 1913.

**Birthdays:** Carrie Fisher 30. Elvin Bishop 44. Michael Landon 49. Edward "Whitey" Ford 58.

Houston Became Texas President

**WEDNESDAY, OCTOBER 22** — 150 years ago, Sam Houston was sworn in as the first President of the Republic of Texas, an independent nation (1836). General Houston had been the hero who led Texas to victory in the battle of San Jacinto with the battle cry "Remember the Alamo."

The world's largest crossword puzzle, with 12,308 clues covering 18.5 square feet, was published in England in 1979. President John Kennedy announced an air and naval blockade of Cuba in 1962 to stop a buildup of Soviet missile bases.

Chester Carlson, inventor of the Xerox machine, made his first copy in 1938. The FBI shot Pretty Boy Floyd in 1934. Princeton University was chartered (as the college of New Jersey) in 1746.

**Birthdays:** Catherine Deneuve 43. Annette Funicello 44. Dr. Timothy Leary 66.

Father of Canned Food

**THURSDAY, OCTOBER 23** — Nicolas Appert, born in France on this date in 1752, invented canned food. His method of heating food and sealing it in airtight containers made it possible, for the first time, for people to have fresh food from crops which were not in season. Appert, who became very wealthy, also invented bouillon cubes. A dynamite-laden truck crashed into U.S. Marine headquarters in Beirut, Lebanon in 1983, killing 241 people. Korean President Park Chung Hee was assassinated by his chief intelligence officer in 1979.

The swallows traditionally depart San Juan Capistrano, CA.

**Birthdays:** Pele 46. Johnny Carson 61.

Wall Street "Black Thursday"

**FRIDAY, OCTOBER 24** — "Black Thursday" hit Wall Street in 1929 as stocks began plunging in panic selling. Within a week, some blue chips lost two-thirds of their value (Wall Street "crashed" Oct. 29) and the market continued to nosedive until America was hopelessly enmeshed in almost ten years of Great Depression.

Two years ago, a Philippine panel reported the top military commander had been involved in the conspiracy to murder Benigno Aquino Jr. (1984). A major snowstorm in Colorado in 1956 ended a 66-day drought in Denver. Vietnam was established in French Indochina in 1945. The George Washington Bridge across the Hudson River, linking New Jersey and New York City, opened in 1931.

125 years ago, the first instant coast-to-coast communication was achieved transcontinental telegraph between California and New York (1861).

United Nations Day. Christmas two months from tomorrow.

**Birthdays:** Bill Wyman and David Nelson 50. Y.A. Tittle 60.





KEN BARNES

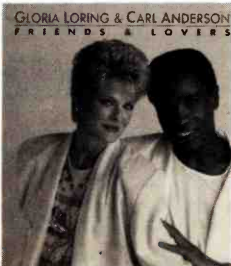
# ON THE RECORDS

## Custom Covers For Specific Formats

Gloria Loring & Carl Anderson called it "Friends & Lovers" and scored a massive CHR/AC hit. Eddie Rabbitt & Juice Newton dubbed it "Both To Each Other" and took it to the top of the Country charts. Two titles, two duos, but just one song.

It's not that common for different versions of the same song to succeed in different formats. Usually a song with multiformat appeal will cross over in its original form. But Country these days is so isolated from other formats that Rabbitt & Newton were able to revive an age-old tradition and customize a cover version for a specific format.

The dual versions on this song were noted by United Stations' Chris Charles and Ed Salamon, as well as R&R's Sean Ross. Thanks to all of them for the idea.



print the ones you remind me of at a later date.

### Long Trends Running

Using the sample compiled here, you can note that most of the '50s covers followed the classic pattern, the one cited *ad nauseam* in all the rock history books, of white pop artists covering R&B hits. This practice had a flurry of revival in the mid-sixties, when British Invasion artists like the Stones and Moody Blues covered their favorite R&B artists and got the pop/rock hits as a result. But in recent years the black-to-white syndrome has become far less common (although not extinct, as a recent example that doesn't quite fill the one-year requirement, Robert Palmer's cover of Cherrille's "I Didn't Mean To Turn You On," testifies).

The lack of competitive covers between 1959-63 is an interesting phenomenon for which no ready answer comes to mind. (Same for the less drastic gap in 1978-80.) In the late '60s you begin to see more R&B covers of country or pop songs, as well as country covers of pop hits. And there are still pop covers of country hits, which continue into the '70s and '80s. These more recent times reveal more interaction between pop and country than pop and B/U, probably because it's become easier for B/U records to achieve significant pop impact, while country records are finding it virtually impossible.

Of particular interest are those rare songs that score triple versions, across Country, B/U, and CHR/AC, the "Ode To Billie Joe"/"Every Breath You Take" type. It's a neat trick to write a song with such broad multiformat appeal.

Anyway, there are many more conclusions to draw from this data and other examples. It's obvious that the Loring/Anderson & Rabbitt/Newton situation is not unique, but it's quite unusual these days and a phenomenon worth noting.



As long as there have been formats (in the sense of musical styles), there have been competitive covers. Pop singers have re-done R&B and country hits long before rock & roll came into the picture. The chart I compiled, however, begins with the early days of rock, since what I know about pre-rock music could fit into one of R&R's 24-word Openings ads.

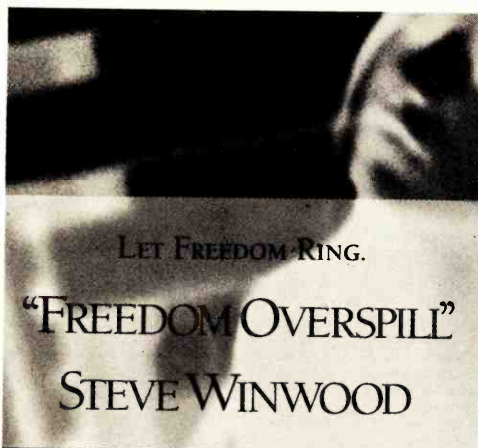
Some definitions: Because there are approximately 793,427 cover versions recorded since rock began, according to the authoritative Encyclopedia of Random Numbers, I had to put some limits on this chart. I restricted it to sizable hit (mostly) covers recorded within a year of the original, so there was some semblance of competition. Therefore, the Rolling Stones' cover of "It's All Over Now" by the Valentinos qualifies, since it came within a few months of the original R&B hit, but the Stones' version of "Ain't Too Proud To Beg" doesn't make it, since it came eight years after the Temptations'.

It's important to note (important to me, anyway, for reasons of self-respect) that this is not a definitive chart, listing every instance of customized cover hit. It's a sampling, one I hope has most of the important examples, but one I'm sure is missing some perfectly valid entrants. As always, I'll be happy to

## Multiformat Cover Timeline

Original artist in bold type.

Year	Song	R&B	Pop	Country
54	Sh-Boom	<b>Chords</b>	Crew Cuts	
54	Shake Rattle & Roll	<b>Joe Turner</b>	Bill Haley	
55	Ain't That A Shame	<b>Fats Domino</b>	Pat Boone	
55	At My Front Door	<b>El Dorados</b>	Pat Boone	
55	I Hear You Knocking	<b>Smiley Lewis</b>	Gale Storm	
55	Sincerely	<b>Moonglows</b>	McGuire Sisters	
55	The Wallflower (Dance With Me Henry)	<b>Etta James</b>	Georgia Gibbs	
55	Tweedle Dee	<b>Lavern Baker</b>	Georgia Gibbs	
55/56	Tutti Frutti	<b>Little Richard</b>	Pat Boone	
56	Church Bells May Ring	<b>Willows</b>	Diamonds	
56	Long Tall Sally	<b>Little Richard</b>	Pat Boone	
56	Why Do Fools Fall In Love	<b>Frankie Lymon &amp; Teenagers</b>		
57	Little Darlin'	<b>Gladys</b>	Diamonds	
57	Party Doll	<b>Roy Brown</b>	<b>Buddy Knox</b>	
57	Silhouettes	<b>Rays</b>	Diamonds	
58	You Cheated	Shields	<b>Slades</b>	
64	Go Now	<b>Bessie Banks</b>	<b>Moody Blues</b>	
64	I Want To Hold Your Hand		<b>Beatles</b>	Homer & Jethro
64	It's All Over Now	<b>Valentinos</b>	Rolling Stones	
64	Someday We're Gonna Love Again	<b>Barbara Lewis</b>	Searchers	
64	Time Is On My Side	<b>Irma Thomas</b>	Rolling Stones	
64/65	Don't Let Me Be Misunderstood	<b>Nina Simone</b>	Animals	
65/66	Good Lovin'	<b>Olympics</b>	Rascals	
65/66	Green Green Grass Of Home		Tom Jones	<b>Johnny Darrell/Porter Wagoner</b>
65/66	Satisfaction	Otis Redding	<b>Rolling Stones</b>	
66	Day Tripper	Vontastics	<b>Beatles</b>	
66	The Men In My Little Girl's Life		<b>Mike Douglas</b>	Archie Campbell
66/67	Nashville Cats		<b>Lovin' Spoonful</b>	Flatt & Scruggs
66/67	There Goes My Everything		Engelbert Humperdinck	<b>Jack Greene</b>
66/67	You Keep Me Hangin' On	<b>Supremes</b>	Vanilla Fudge	
67	Dark End Of The Street	<b>James Carr</b>		Archie Campbell & Lorene Mann
67	Jackson		Nancy Sinatra & Lee Hazlewood	<b>Johnny Cash &amp; June Carter</b>
67	Mercy Mercy Mercy	<b>Cannonball Adderley</b>	Buckingham	
67/68	Ode To Billie Joe	Kingpins/Mighty Flea	<b>Bobbie Gentry</b>	Margie Singleton
67/68	To Love Somebody	Sweet Inspirations	<b>Bee Gees</b>	
67/68	You Better Sit Down Kids		<b>Cher</b>	Roy Drusky
68	Son Of Hickory Holler's Tramp		O.C. Smith	<b>Johnny Darrell</b>
68/69	Abraham, Martin & John	Miracles/Moms Mabley	<b>Dion</b>	
68/69	Born To Be Wild	Wilson Pickett	<b>Steppenwolf</b>	
68/69	Hey Jude	Wilson Pickett	<b>Beatles</b>	
68/69	The Weight	Aretha Franklin	<b>Band</b>	Linda Martell
69	Color Him Father	<b>Winstons</b>		Freddy Weller
69	Games People Play	Donald Height	<b>Joe South</b>	Dolly Parton
69	In The Ghetto		<b>Elvis Presley</b>	Buddy Alan
69	Lodi		<b>Creedence</b>	Waylon Jennings
69	MacArthur Park		<b>Richard Harris</b>	Anthony Armstrong Jones
69	Proud Mary	Solomon Burke	<b>Creedence</b>	
69	These Eyes	Junior Walker	<b>Guess Who</b>	
69/70	Come Together	Ike & Tina Turner	<b>Beatles</b>	
69/70	Leaving On A Jet Plane		<b>Peter Paul &amp; Mary</b>	Kendalls
69/70	Me & Bobby McGee		Janis Joplin	<b>Roger Miller</b>
69/70	Sugar Sugar	Wilson Pickett	<b>Archies</b>	
69/70	Take A Letter Maria	<b>R.B. Greaves</b>		Anthony Armstrong Jones
70	Border Song	Aretha Franklin	<b>Elton John</b>	
70/71	Double Lovin'	<b>Spencer Wiggins</b>	Osmonds	
70/71	Lookin' Out My Back Door		<b>Creedence</b>	Buddy Alan
71	Help Me Make It Through The Night	Joe Simon		<b>Sammi Smith</b>
71	Love The One You're With	Isley Bros.	<b>Stephen Stills</b>	
71	Me & You & A Dog Named Boo		<b>Lobo</b>	Stonewall Jackson
71	Never Ending Song Of Love		<b>Delaney &amp; Bonnie</b>	Dickey Lee
71	Rings		<b>Cymarron</b>	Tomppal & Giaser Bros.
71	The Night They Drove Old Dixie Down		<b>Joan Baez</b>	Alice Creech
71	You've Got A Friend	Roberta Flack & Donny Hathaway	<b>James Taylor</b>	
71/72	Old Fashioned Love Song		<b>Three Dog Night</b>	Jeris Ross
72/73	Delta Dawn		Helen Reddy	<b>Tanya Tucker</b>
73	Bad Bad Leroy Brown		<b>Jim Croce</b>	Anthony Armstrong Jones
73	Drift Away		<b>Dobie Gray</b>	Narvel Felts
73	Tie A Yellow Ribbon		<b>Tony Orlando &amp; Dawn</b>	Johnny Carver
73	Top Of The World		<b>Carpenters</b>	Lynn Anderson
75	Blind Man In The Bleachers		<b>David Geddes</b>	Kenny Starr
75	Rocky		<b>Austin Roberts</b>	Dickey Lee
76	Afternoon Delight		<b>Starland Vocal Band</b>	Johnny Carver
76/77	Here You Come Again		<b>Randy Bishop</b>	Dolly Parton
81/82	Every Breath You Take	Otis Liggett	<b>Sting</b>	Mason Dixon
81/82	Should I Do It		<b>Pointer Sisters</b>	Tanya Tucker
81/82	Slow Hand		<b>Pointer Sisters</b>	Conway Twitty
86	I'd Like To You For Your Love		Kim Carnes	<b>Bellamy Bros.</b>
86	Friends & Lovers (Both To Each Other)		<b>Carl Anderson &amp; Gloria Loring</b>	Eddie Rabbitt & Juice Newton



LET FREEDOM RING.

"FREEDOM OVERSPILL"

STEVE WINWOOD



THE NEW SINGLE

FROM THE SMASH ALBUM

BACK IN THE HIGH LIFE

PRODUCED BY RUSS TITELMAN

AND STEVE WINWOOD

MANAGEMENT: NUVISIONS MANAGEMENT, LTD.

RON WEISNER BENNETT FREED

CHR CHART 33



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## Bootsy's Birthday &amp; Earlobotomies

## MONDAY, OCTOBER 20

1954/Lavern Baker records "Tweedlee-Dee" in New York City.

1956/Elvis Presley's "Love Me Tender" charts at #2.

1969/John Lennon releases his second solo single, "Cold Turkey," after the rest of the Beatles refuse to put the group name on it.

1976/Led Zeppelin's concert film, "The Song Remains The Same," premieres.

1977/Lynyrd Skynyrd's Ronnie Van Zant, Steve Gaines, and Cassie Gaines die in a plane crash near Gillsburg, MS.

1980/KIMN/Denver's Steve Kelly sits in every seat of Denver's Mile High Stadium to raise money for the American Cancer Society. The project takes three days.

Birthdays: Tom Petty 1953, Wanda Jackson 1937.

## TUESDAY, OCTOBER 21

1965/Elvis Presley's drummer/combo leader Bill Black dies in Memphis at age 39 following surgery for a brain tumor. Also, the Kingsmen perform "Louie Louie" on "Shindig."

1971/Mick &amp; Bianca Jagger's daughter Jade is born in Paris's Belvedere Nursing Home.

1978/Country artist Mel Street ("Borrowed Angel," "Close Enough For Lonesome") kills himself on his birthday.

1979/A Vietnam vet holds 27 people hostage in a West Virginia church until WCHS/Charleston allows him to make a public statement about poor health care for vets.

1983/"Islands In The Stream" #1 Country; Yes's "Owner Of A Lonely Heart" released.

Birthdays: Elvin Bishop 1942, Charlotte Caffey 1953, Steve Cropper 1953, Manfred Mann 1941, Steve Lukather (Toto) 1957.

## WEDNESDAY, OCTOBER 22

1964/EMI rejects a demo tape from the Who.

1965/Ernest Tubbs is elected to the CMA Hall of Fame.

1966/Eddy Arnold is elected to the CMA Hall of Fame.

1976/Keith Moon plays his last North American show with the Who at Toronto's Maple Leaf Gardens.

1979/Then-Elektra/Asylum President Joe Smith takes an open letter in the trades asking radio not to track entire LPs.

Birthdays: Annette Funicello 1942, Stiv Bators 1956, Eddie Brigati (Rascals) 1946.



Charlotte Caffey, Tom Petty, Manfred Mann, Annette Funicello

## THURSDAY, OCTOBER 23

1969/Twenty years after recording "It's All In The Game," ten years after it was a hit, Tommy Edwards dies.

1976/Rum, sodomy, and the gash: Jane Fonda's earlobe is the earlobe of a pre-Pogue's Shane MacGowan at a Clash concert.

1978/But at least his earlobes were okay: Sid Vicious tries to kill himself at Rikers Island.

1979/City-owned WNYC/New York makes its first broadcast of nine names of arrested prostitutes' customers.

1981/George Thorogood &amp; the Destroyers set out for a 50-day/50-state tour in a Checker Cab.

1982/Culture Club's "Do You Really Want To Hurt Me" #1 UK.

1984/Aid for Ethiopia begins to trickle in after the first pictures of that country's famine surface on Western TV.

## FRIDAY, OCTOBER 24

1970/Does this mean that congressional wives have more power than former presidents? Richard Nixon publicly asks record companies for a reduction in sex and drug lyrics.

1973/Ten days after being sentenced in France for another drug bust, Keith Richards is fined \$500 and conditionally discharged for four drug and three firearms charges.

1975/Dickey Lee's version of Austin Roberts's death-rock "Rocky" goes #1 Country. The German pop hit, incidentally, went to Frank Farian, later responsible for Boney M and then the Far Corporation.

1980/Donna Summer's "The Wanderer" and Linda Ronstadt's "Greatest Hits Vol 2" are released. And WMM's/Cleveland's Kid Leo appears on the "From Cleveland" comedy show as the leader of a street gang called "The Buzzards."

Birthdays: Bill Wyman 1936, Ted Templeman 1944.

## SATURDAY, OCTOBER 25

1964/The Rolling Stones make their first appearance on the "Ed Sullivan" show.

1973/As part of his battle with US Immigration, John Lennon sues the government charging that his phone was tapped.

1974/BTO's "You Ain't Seen Nothin' Yet" goes #1. Also, Louis Newman, then the promotion director for Frank Zappa's DiscReet Records, advises the lyrics to "Don't Eat The Yellow Snow." The copy charges radio to "have some balls, play a hit."

1980/Paul Kantner suffers a stroke at age 39.

Birthdays: Jon Anderson 1944, Helen Reddy 1942, Glen Tipton (Judas Priest) 1948.

## SUNDAY, OCTOBER 26

1970/"Doonesbury" debuts nationally. Over the next 15 years, there are several recorded spinoffs, among them "Ginny's Song" by Jimmy Thudpucker and Reathel Bean's "Rap Master Ronnie," but none of them chart.

1974/Al Green gets his first gold single for "Tired Of Being Alone."

1976/Walter Murphy's "A Fifth Of Beethoven" LP goes gold.

1984/Ted Turner's Cable Music Channel, the best publicized although not the only attempt to compete fulltime with MTV, debuts... briefly.

Birthdays: Bootsy Collins 1951, Maggie Roche 1951.

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**POINTER SISTERS**

**GOLDMINE**  
**THE GLITTERING NEW SINGLE**

THE FIRST RELEASE FROM THE  
POINTER SISTERS' DAZZLING NEW ALBUM,

**HOT TOGETHER**

START PROSPECTING! 7" AND 12" HIT RADIO THIS  
WEEK. LP FORTHCOMING IN EARLY NOVEMBER.

PRODUCED BY RICHARD PERRY



**THE POINTER SISTERS. ALWAYS HOT TOGETHER.**



Records, Cassettes and Compact Discs

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ADAM WHITE

# RECORDS

## PACKAGING THE FUTURE

# Stress Reduction Measures 4x12

You probably saw those recent newspaper reports about the video game industry's plans for a comeback at Christmas. The news reminded me how the music business reacted — in a less than cool way — to the competition from PacMan and friends last time around.

Music survived that onslaught, of course, and this Yule, we've even got a boxed set from the Boss to help us do battle with the new generation of Space Invaders. But the consumer continues to be courted by many other industries for his leisure-time dollars. This fact was reiterated during last month's NARM meeting of label and retail executives in San Diego, in a discussion about the industry's approach to cassette packaging.

Sounds exciting, right? Actually, it is an important issue in the manufacturer and merchandiser community. Two leading industry forces — WEA and RCA/Ariola — want to see the 4x12 cassette package become standard, as opposed to the original, small Norelco box. Some large retail chains, such as Camelot and Musicland, support this initiative. Others oppose it, especially chains which merchandise cassettes on wall shelves or in special floor fixtures (with security boxes) — and which would have to bear substantial refixturing costs.

### In The Non-LP World

The point about competition for the leisure dollar helps put this issue in perspective. In San Diego, WEA Sr. VP/Marketing Development Russ Bach noted, "The consumer is aging, and very likely to be overloaded with stress factors in his life. Rock and roll is 30 years old this year. If the consumer cannot easily find a selection, or cannot read the graphics when he does find the selection, he may just pass by our leisure-time product for one that will be less stressful to his life."

Bach was referring to the fact that the consumer shopping for music currently "has easy reference to the LP for graphics and other information to help make the purchase decision." He added, "We well noted the CBS research of last year that showed 65% of cassette-only buyers shopped the LP section before making their cassette selection. If this cassette-only buyer finds it impossible to shop the LP section because retailers are not buying many LP selections — and this same consumer can't shop the CD section because CDs are not day-and-date with the LP or cassette — then we need to

"How our product is presented to the consumer at retail is all-important, and the specific packaging of that product is the most important element of all."

—Elliot Goldman  
RCA/Ariola President/CEO

concern ourselves with the very real possibility of turning off this consumer."

In other words, the 4x12 is a more effective way of merchandis-

ing music in an increasingly non-LP world than the small cassette box. That's a view strongly endorsed by RCA/Ariola President/CEO Elliot Goldman. "How our product is presented to the consumer at retail is all-important, and the specific packaging of that product is the most important element of all," he explained. "With the prerecorded cassette now representing 55% to 65% of the album market, and the LP dropping to less than 20%, the issue of the Norelco box as an adequate packaging vehicle must be addressed."

### Trouble Ahead

Goldman continued, "Anyone who has watched consumers in retail stores eye-browse through the colorful wall or step-down displays of 12x12 LP covers of the top 50 albums, before going to request his selections at the cassette desk,



Three packages in the happy ending machine: 4x12 cassette, LP, and Norelco box.

knows that when that 12x12 display begins to diminish because the configuration is not selling, we record manufacturers will be in trouble."

WEA has been researching consumer and merchandiser reaction to the 4x12 with a number of titles, including albums by Madonna, Julian Lennon, Van Halen, Jackson Browne, Genesis, Prince, Steve Winwood, David Lee Roth and Talking Heads. Upcoming releases by the Pretenders and Yes will also employ this packaging.

Musicland and Camelot stores have been involved in specific, WEA-sponsored tests; the results have proved "inconclusive" so far, said Bach, because of data collection snafus. More information, in a second round of testing, is needed. "There's a lot more to be tested before we come to any conclusions," he added. Even so, he said 4x12 sales amount to "some very nice numbers." Among these:

close to 500,000 on the Madonna album, 325,000 on Genesis, and more than 250,000 on David Lee Roth.

### Catalog Cassettes

Another test which may be conducted soon, according to the WEA executive, will be the effect of 4x12 in the catalog cassette section of retail stores. This would try to discover how it performs vs. the Norelco in a security box when the product is out of the new release bins and Top 20 sections. "We want to find out how cassette product performs when it's merchandised without the LP next to it," said Bach.

RCA/Ariola's support of the packaging will be visible through this selling season via approximately 40 titles, including several from Arista and A&M. According to Goldman, the company is making them available in both Norelco and 4x12, while absorbing the extra costs involved in the latter "for as long as we can."

There are several reasons why other manufacturers aren't ready to convert; at CBS the primary reason is cost. The 4x12 concept has the support of the company's Sr. VP/GM of Marketing, Paul Smith, but it's thought that current economic pressures within CBS Inc. form a stumbling block. MCA will test a number of new age titles in 4x12 this month, while PolyGram and the Capitol labels are watching developments.

Commented Russ Bach, "We're hoping that the position we're going to get for our product will force some other people in that direction as well. Right now, we feel that we have an advantage, because the package is an attractive piece of point-of-purchase in the stores."

### Marketing Future

To hear Bach tell it, this entire issue is vital to the industry's well-being. WEA wants retailers' and wholesalers' continued use and support of the configuration, he says, as well as the participation of other manufacturers. "This truly is our marketing future," he concluded.

So what happens in the unlikely event that 4x12 isn't eventually adopted industry-wide? Elliot Goldman expressed concerns that consumers "are going to browse for music with their heads cocked to one side, trying to read the side of a Norelco box." He is also worried, as is Russ Bach, that the consumer may be turned off. Video games, anyone?

# 45s — Get Fresh!

Talking to people in the music industry these past few weeks about the single — and its future — was informative and thought-provoking. I hope you felt the same about the resultant columns.

To conclude this survey I also interviewed a number of CHR PDs, who seemed to have similar mixed feelings about the single as did their colleagues in records. Singles have lost dominance in the broad context of the music industry, these PDs agree, but obviously they still play a critical role in promotion and in focusing consumer tastes.

KDWB/Minneapolis PD Dave Anthony makes a particularly astute observation. "The 45 remains a good barometer when you're checking sales," he says, "but on the other hand, it worries me when I go out and see who's actually buying those things. If I did that too much, I'd probably never use them."

### Watch The Consumer

What he means by this, of course, is teens. "I don't see too many adults going out to buy singles," he continues. "But damn it, they still seem to pretty well predict the pulse of the market. It's like two plus two does not equal

four, but in a roundabout way, it does."

But teens aren't the only consumers buying singles. Comments WTIC-FM/Hartford PD Garry Wall, "It depends on the record and the artist. You can't tell me that Anita Baker is a teen artist, but she's still selling singles." The Loring/Anderson duet is probably big on teen appeal, he adds, "but that's also a record that skews 12 to whatever."

Spending time at retail and watching consumer buying habits is very much endorsed by Q105/Tampa PD Randy Kabrich. "It's a very good exercise which every programmer should go through," he says. "When you have ten teens come in and buy one record, that's fine. But when you see an adult buy a single or two, then you obviously have to make a mental note of it — and that has to weigh heavily in your mind as to what adults will buy."

Also, Kabrich wonders why labels don't use singles to test an act's commercial viability "before they invest more time and money

in an album." That's the same point made in a letter here last week; it's also the way much of the UK music business operates.

### Make It Collectible

Another question is why record companies don't market singles more aggressively to the consumer — a view expressed by Tower Records' Stan Goman (R&R, 10/10). "I just wish they could work out something where the single would become more valuable than just because of the song which happens to be on it," says this programmer.

Sharing that view are Dave Anthony and Garry Wall. "There are a significant number of people who go in for the collectors' and limited-edition stuff," Wall states. "You could put out a gift pack at Christmas, sell a 45 with the cassette, and press it in blue vinyl."

"Singles could just be imaged in such a way that would make them collectible," Anthony adds. "I mean, people save damned baseball cards, and they're just pieces of cardboard. The single is very salvageable, and I don't see why record companies can't make a profit from them — properly done. It's an old idea; all they have to do is freshen the idea."

UH-OH  
IT'S  
ANOTHER  
HIT!

MIAMI SOUND MACHINE.  
"FALLING IN LOVE (UH-OH)."  
The 4th Hit Single From  
The Platinum Album, "Primitive Love."

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# WE GOT THE HITS

## Survivor

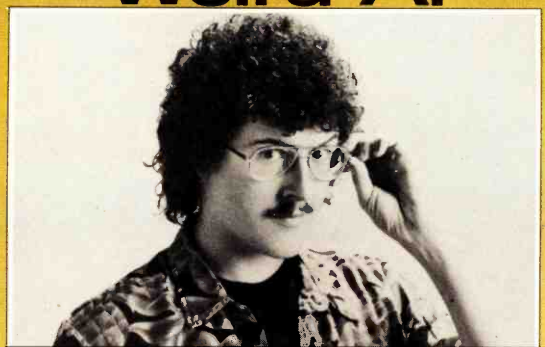


"Is This Love"



First Week 72 Adds!  
#1 Most Added

## Weird Al

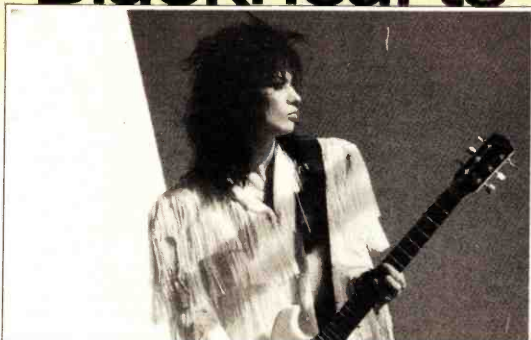


"Living With A Hernia"



On Your Desk  
This Week

## Joan Jett And The Blackhearts



"Good Music"

CBS Associated/  
Blackheart Records

Now On Over 50 CHR Reporters!

<b>WXKS</b>	<b>WMMS</b>	WERZ	WLRS	KIKX
<b>WKSE</b>	<b>KDWB</b>	93Q	WHHY	KDON
<b>PRO-FM</b>	WFLY	WRCK	KTUX	KCPX
<b>KRBE</b>	Q100	WKRZ	KIHK	KATD
<b>WRSR</b>	K104	WBBQ	WRQN	KRO
		WINK	KIYS	

## The Fabulous Thunderbirds



"Why Get Up"

CBS ASSOC. RECORDS

On Your Desk  
This Week



JOEL DENVER

# CONTEMPORARY HIT RADIO

## BREAKING THE RULES

# An Around-The-Clock Zoo At KZZU

What would you do if someone told you, "Here, take this radio job, but there's a catch. We're going to pay you well, but you have to be able to break just about all the rules you've ever thought should be broken in radio."

Some dyed-in-the-wool liner-card readers would panic and run - but for people such as KZZU/Spokane on-air PD John Langan it would be a dream come true. "We basically get on the air and screw around," Langan said. "This is every radio guy's dream: to get on the air and be allowed to break the rules."

### Out Of The Cage

Langan credited much of KZZU's success to this attitude. "Our focus is really mass appeal, and our demos are huge (see sidebar), especially with the crazy stuff we do. We are a zoo around the clock.

"The jocks are always encouraged to make it fun and reflect the way we are. We have gotten away from putting listeners on the air having orgasms over winning an album. If there is something to say, the jocks can say it. They're all familiar with our direction.

"Now, don't get the impression things are totally carefree and without structure," he cautioned. "We are well-formatted musically, and pretty aggressive, I might add. Generally, we are early on product, and are playing no more than 15% noncurrent music."

### Tongue In Cheek

"The promotions and the way we approach the listeners are very loose. We don't take ourselves too seriously on the air. Because we make fun of ourselves, we can make fun of everything else."

If you think John and his staff keep tongue firmly planted in cheek most of the time, you're right. "We're silly but cool, like David Letterman. Around the clock, it's like one continuous morning show - not from the standpoint of a lot of talk, but from our attitude."

A 16-year radio veteran, Langan became PD last January. He replaced PD Bill Stairs, who went to Constant Communications for all of five minutes as its VP/Programming. "Yes, that was slightly longer than the two minutes I spent with ex-partner Mike West doing mornings at KMET/Los Angeles," Langan quipped. His other credits include mornings at Seattle AORS KZOK and KISW.



PD John Langan



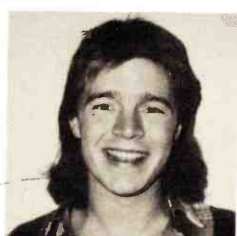
Breakfast Boys Jim Arnold & Craig Johnson



Production Director/noon-3pm  
Pete Sensen



Assistant PD/3-7pm Kendall  
Hopkins



Night-rocker Todd Brandt



All-nighter Derrin Allen



Weekender John Michaels



Promotion Director Bruce Deming

### Diverse Background

Langan's background isn't all in AOR; he's even done a bit of Country. "I did CHR at KILT/Houston, and was PD at WIVY/Jacksonville in the mid '70s. Programming KZZU is like coming back and doing the fun things all over again," he said.

"This job really is a lot of fun. In many ways, it's more fun than AOR. You can break new music in CHR. I find most AORs tired-sounding, with so many oldies. CHR is vibrant, alive, and stimulating."

Comparing his experience in Seattle with the approach he takes in Spokane, he said, "The two-hour show I do is to keep my hand in being on the air. It allows me to keep a feeling for our station, which is important here. The folks in Spokane have one foot in Seattle and the other in Billings. It's a mixture of the Pacific Northwest and the West/Midwest stereotype."

### Calling All Wieners

One of the most important aspects of KZZU's success is the way the station promotes. "Over \$30,000 in cash has been handed out in 'Cash Call' during the last year and a half, but when we did an 'All Wiener Weekend,' with a wiener an hour, we got more talk going than with the cash. Why? Because it was fun and quite unexpected. We made the three-day wiener weekend sound like the Second Coming.

"It's simply a matter of picking and choosing things your audience will have fun with. If it's not fun, then KZZU won't do it. Make the big things small, and the small things big. Just like David Letterman does."

### Programming & Sales Cooperation

Langan was quick to credit Bill Stairs for instituting this "let's have fun" attitude upon starting

### Competition

As far as direct CHR competition, there hasn't been any up until now; KVXO is gearing up to do battle. But who does John see as the major challenger? "No one is really a threat, but (AOR) KEZE is our biggest competitor. As far as KVXO goes, we expect them to be good until they prove themselves otherwise. Any competition really makes us stronger in the long run.

"You know, just because we haven't had someone take a run at us doesn't mean we don't stay sharp," he stated. "I work with my jocks all week long. We talk all the time, and they seem to look forward to it as much as I do.

"We've only lost an afternoon man since I've been here. I replaced him with Ken Hopkins, who started as an intern almost three years ago. Now he's Assistant PD and has a 22 share in afternoons."

### Breakfast Boys

But what about the "Breakfast Boys?" "Jim Arnold & Craig Johnson are two of the ugliest and funniest men we know," he joked. "When I first got here, I pulled them off the air for two days and made it a bit. We never said they were fired. In their place we put on the 'Breakfast Guys' - two of our salesmen. The town went nuts and really put up a stink.

"So, when Arnold and Johnson suddenly reappeared, they did 36 hours straight on the air and raised money for the local food bank. 93ZOO-FM got tons of TV coverage. It went off better than I ever could have hoped."

Speaking of TV, KZZU spends the bucks on tube-time for promotional purposes. Its last campaign featured Langan in a Sam Kinison type role, asking the remaining five or six listeners in the market to tune in the station. It soon turned to begging, then outright hysterics. As it hit a crescendo, the screen went black and the calls appeared. Along with the TV time, a liberal outdoor campaign completed KZZU's marketing efforts.

### Shining Future

I asked Langan what KZZU has up its sleeve for this book. "We are starting something called the 'Cash Cow.' We air a disgusting cow sounder, and people call in to guess the amount - which is always \$93. Then the cow unceremoniously 'dumps' the money.

"We have a super-secret contest coming in the back half of the book," he said. "It's something done years ago at KRLA/Los Angeles, which I grew up listening to boogied 'til they puked."

Continued on Page 50

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S

# A whole



...and a whole new meaning to the expression "A Roaring Success." "GLASS

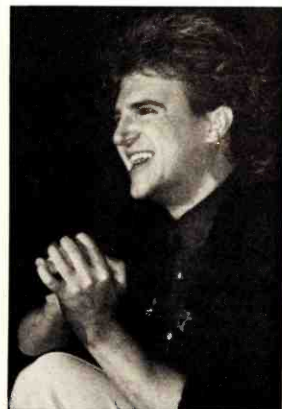
TIGER. THE THIN RED LINE is their career breaking debut album. The first single DON'T FORGET ME (WHEN I'M GONE) is a smash. The video is in MTV's top 10. They're on one of the major tours of the fall, opening for Journey.



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AL CONNELLY—GUITAR



ALAN FREW—LEAD VOCALS



# new breed...

This is just the beginning. SOMEDAY. The next smash (and there's more) from GLASS TIGER.

## S O M E D A Y

### ON TOUR WITH JOURNEY

9-23-86	DES MOINES	10-25-86	MEADOWLANDS	11-22-86	LAKELAND FL
9-25-86	MINNEAPOLIS	10-31-86	WORCHESTER MA	11-23-86	MIAMI
9-28-86	INDIANAPOLIS	11-2-86	PROVIDENCE	11-26-86	BIRMINGHAM AL
9-30-86	ST. LOUIS	11-4-86	HARTFORD CT	11-28-86	CHATANOOGA
10-1-86	LOUISVILLE	11-6-86	HAMPTON VA	11-29-86	MEMPHIS
10-2-86	CINCINNATI	11-8-86	CHARLESTON W VA	11-30-86	BILOXI
10-4-86	CHICAGO	11-9-86	ROANOKE	12-2-86	DALLAS
10-8-86	DETROIT	11-11-86	RICHMOND	12-4-86	OKLAHOMA CITY
10-11-86	CLEVELAND	11-13-86	GREENSBORO	12-6-86	SHREVEPORT LA
10-14-86	PHILADELPHIA	11-14-86	CHARLOTTE NC	12-7-86	BATON ROUGE
	SPECTRUM	11-15-86	COLUMBIA SC	12-9-86	HOUSTON
10-18-86	BUFFALO	11-18-86	ATLANTA	12-12-86	AUSTIN
10-19-86	PITTSBURGH	11-21-86	JACKSONVILLE	12-14-86	PHOENIX
10-22-86	WASHINGTON DC				



MICHAEL HANSON—DRUMS



WAYNE PARKER—BASS



SAM REID—KEYBOARDS

# T I G E R

# CONTEMPORARY HIT RADIO

## An Around-The-Clock Zoo At KZZU

Continued from Page 47

along with KFWB."

As for any predictions for the next book, Langan said, "Nothing but success. I really look at this station as a baby yet. We are committed to the format and the market on a longterm basis. During the last six months these people and I have gotten to know each other, and I look at the coming months as being even better. As long as this station can remain irreverent within reason, yet warm and community-oriented, it will remain dominant."

KZZU-FM/Spokane is far and away number one in its market with a 12+ share of 19.0. It has been simulcasting with KZZU (AM) since the beginning of March. Here is a five-book trend for the FM only: 5.8-12.2-14.1-15.6-19.0. Impressive — and so are the demos. Combined AM & FM numbers put the combo #1 in men 18+, 18-34, 18-49, 25-49, and 25-54. In women, it is #1 18+, 18-34, and 18-49, but ties Country outlet KDRK for top honors in 25-49 and 25-54. In teens, the station has better than a 62 share.



An example of the hundreds of banners brought to Spokane International Airport to welcome MCA artist Charlie Sexton.



Morning maniac Jim Arnold hugs another satisfied KZZU listener.



KZZU's spring busside campaign.



Donrey Outdoor Advertising congratulates the Zoo.

## MOTION

Jim Elliott is doing weekend/swing at B104/Baltimore ... Judy Puente, aka Toni Phillips, leaves WTRK/Philadelphia and has joined WKQX/Chicago as a partner to afternoon drive personality Dan Walker ... Mike "The Hose" Evans, formerly with L.A.'s KROQ and KMET, has joined PD Jay Stone on the morning show at 194/Honolulu.

Slim "The Slim One" Nelson returns on-air as a weekend at KNBO/Seattle ... Night rocker Dave Curry moves to middays and adds promotion director duties at WBWB/Bloomington, while Chris Newton is boosted from overnights to evenings ... At WGRD/Grand Rapids, Sales Coordinator Kim Krause is upped to Promotion Director replacing Lisa Georgis, and partner John Howell takes over morning drive from Preston Thompson.

Ron Reams leaves WABB/Mobile to join crosstown WKRG as News Director, and Randy Patrick is promoted to Assistant PD ... At Z93/Gainesville, FL: Reynold Hawk, formerly of WSLQ/Roanoke, is GM and Mark Davis leaves K106/Baltimore to become PD ... Russ Rountree exits MD duties at KNMQ/Albuquerque and is replaced by Bruce Daniels, formerly of crosstown KOEO ... Shana Rosa goes from parttime to the 6-10pm slot at KNMG, replacing Tom Rush.

Chuck Crane exits MD/Asst. PD duties at WLS/Chicago to be PD at WYNY as Rich McMillan succeeds him ... WNVZ/Norfolk makes

changes: News Director Liz York exits and is replaced by Promotion Director Angela Aresco; Blyne Perry joins as

Promotion Director ... Jonathan Smith and Darrell Ray were co-PDs at WVAM & WPRR/Altoona, but have

since split duties. Darrell handles WVAM and Jonathan programs WPRR exclusively.



FIGHTIN' AGAINST MDA — WNCI/Columbus personalities joined the fight against muscular dystrophy on Labor Day by making a \$1000 donation and answering phones for the Jerry Lewis telethon. Pictured (l-r) are WNCI's Andy Clark and Michael J. Fox, 1986 MDA poster child P.J. Dixon, and WNCI's Dave Ryan.

## BITS

• It's Cellular, Like Fer Sure! — It's always been difficult to cover the traffic accurately in a large metropolis, but now Y100/Miami is getting its listeners involved by having them report from their cellular phones. Any listener with a car phone can dial a toll-free number to the studios and give their traffic report, which is recorded and played on-air.

• Dining in Style! — WKXL/Concord, NH's current contest is "Dinner For Two, Anywhere In The World." The four-week promotion asked listeners to send in postcards with their hoped-for destinations including such locales as Moscow, Paris, Nairobi, Boston, San Francisco, Quebec, and New York. The winners will be given round-trip airfare, two nights of first class hotel accommodations, \$200 dinner allowance, \$100 spending money, and transportation to and from the airport.

• Buzzard Balloonfest — WMMS/Cleveland sponsored Balloontest '86 by releasing more than two million balloons in the sky above downtown Cleveland. The event set a new world record and gained entry in the Guinness Book. Over 3000 students from the Cleveland area volunteered to inflate, tie, and stuff 2000 balloons into 1000 balloon release bags. The WMMS air personalities were on hand during the event and broadcast live throughout the day.

# The Sound of the Town That Set Music

## On Its Ears

The soulful sound that first came out of Detroit in the sixties seems to own a permanent place on the charts.

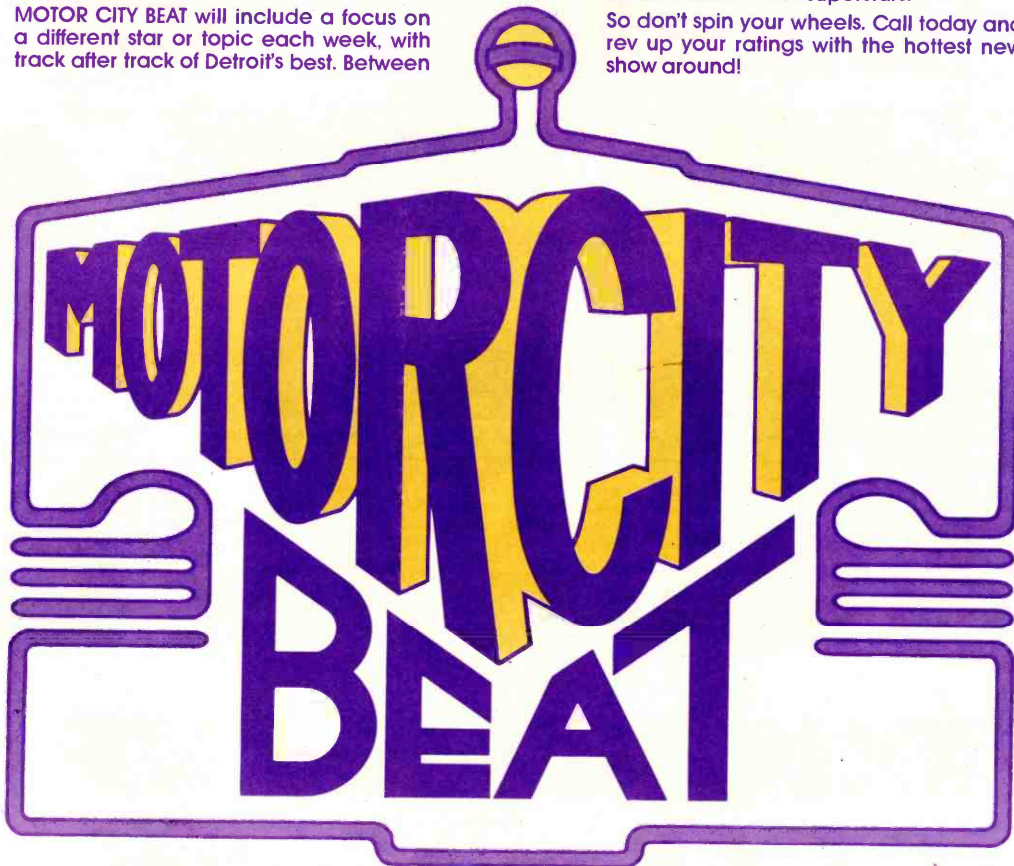
Now, every week, for three solid hours, your listeners can cruise to the infectious rhythms of MOTOR CITY BEAT, a new guaranteed ratings-grabber from US.

MOTOR CITY BEAT will include a focus on a different star or topic each week, with track after track of Detroit's best. Between

the tunes the artists will tell their stories in brief capsule form. Each show will also highlight a year in the history of the Motor City's music.

We'll play every one of your favorites: Diana Ross, Wilson Pickett, Michael Jackson, Stevie Wonder, Mitch Rider and The Detroit Wheels and scores of other superstars.

So don't spin your wheels. Call today and rev up your ratings with the hottest new show around!



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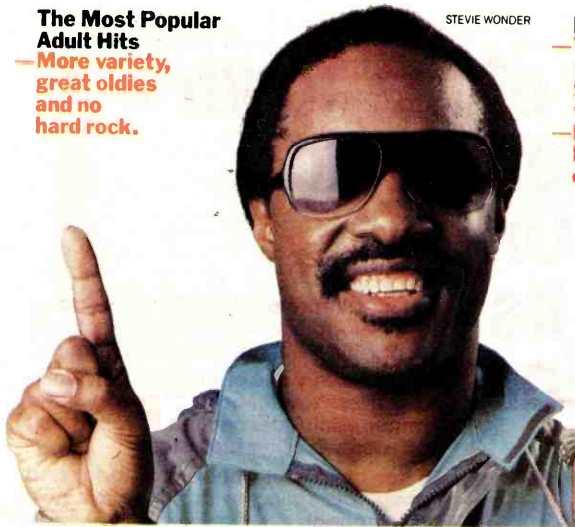


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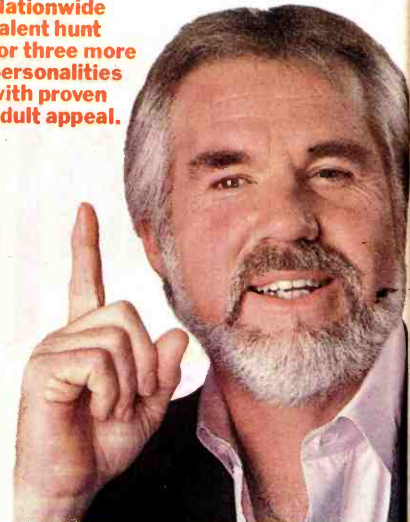
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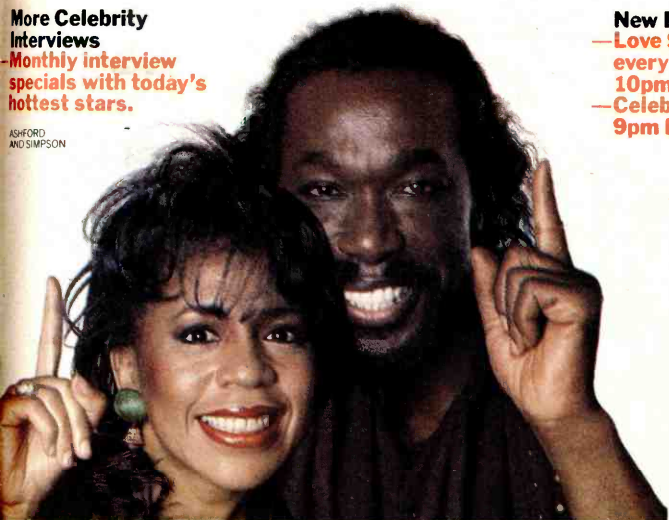


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VH-1 has put their f**

**More Celebrity Interviews**  
**Monthly interview specials with today's hottest stars.**

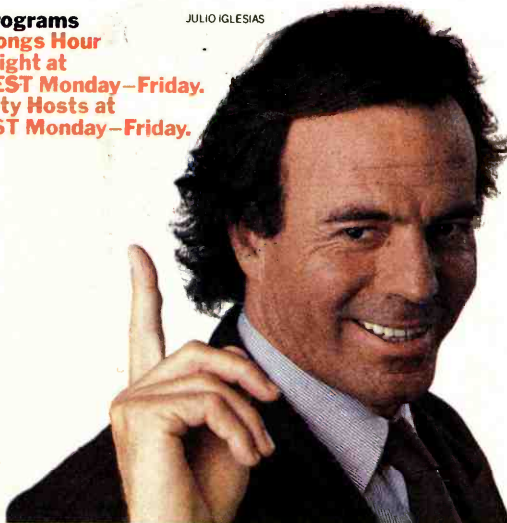
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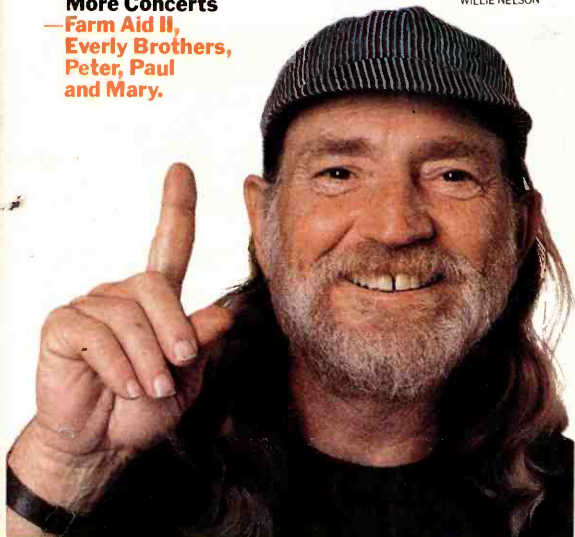
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RONA ELLIOT



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Independent nationwide research from the Street Pulse Group, Opinion Research Corp. and A.C. Nielsen all dramatically indicates that VH-1 sells records and tapes to adults, 25-54. Why? VH-1 is their music on cable tv. VH-1 is where they see it and listen to it before they go out and buy it! In response to further consumer research we've taken these steps to keep VH-1 in its unique and one-of-a-kind position to help you market music to those elusive (and music-loving) 25-54 year olds.



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STEVE FEINSTEIN

# AOR

AOR = ALL OLD RECORDS?

## Why The Format Has A Bad Rap At Record Companies

Rock radio seems to always be in the doghouse with someone. Not too long ago, it was the pariah format of the broadcasting industry. The resurgence of CHR made ratings inroads on AOR, which many people predicted was on its deathbed. After some soul searching, the format reevaluated its target audience and adjusted its presentation accordingly. The result is that ratings are now better than ever.

But those very changes — deeper oldies, less metal, more 25+ listeners — have cast AOR in an increasingly unflattering light in the eyes of record companies. More oldies means fewer slots for currents, to the point where many record executives might suggest that "AOR" stands for "All Old Records." Less metal has cut back on the genre's only outlet for radio airplay, while skewing 25+ results in the format reaching less of the 12-24 audience that buys the bulk of records.

In particular, many record companies are beginning to question AOR's ability (and even desire) to break new artists. It's seen as too conservative in stepping out on

"It's a perception vs. reality problem. The perception among record companies is that AOR should be there for new artists."

—Al Cafaro

new acts, too slow in its rotations, and doing a lackluster job of spotlighting new music on the air.

### Credit Where It's Due

Defenders of the format would point to recent breakthroughs on AOR by exciting new acts such as

David & David, Bruce Hornsby, Smitherens, and Timbuk3. Bands such as the Fabulous Thunderbirds and Icehouse scored their first major airplay this year, and rock radio supported Peter Gabriel and INXS prior to their breakthroughs on recent albums. In '85, first singles by the Hooters and Outfield were hits on AOR before subsequent releases took hold in other formats. Also, rock radio has been loyal to acts such as U2, R.E.M. and Stevie Ray Vaughan — even without substantial CHR play.

This line of defense would hold that the format usually finds and champions the new acts that are the pick of the litter, while most of the records that don't get played simply don't have the goods or are inappropriate for the format's target audience.

Of course, such reasoning as "it's all in the grooves" or "survival of the fittest" begs the question: "But what about all the worthy acts it doesn't play... deserving acts that fall between the cracks?"

### Worthy Artists Neglected

That's Columbia VP/AOR Promotion Paul Rappaport's contention. "Look at the number of qualified artists being released and look at the number that get pushed through. It's not as if the acts not getting played are no good while the cream is rising to the top. Everything we release isn't a hit, but more and more time and care is being taken by A&R departments to bring in good records. There're fewer records released and there's more nurturing of acts today than there was years ago when we signed everything and threw it all against the wall to see what would stick."

### Perception Vs. Reality

A&M Associate AOR Director Al Cafaro feels there's a gap between what album radio is and what record companies think it should be. "It's a perception vs. reality problem. The perception among record companies is that album radio is (or should be) there for new artists, when in many cases it's just not. The reality is that it's a format that deals with 70% old music and 30% new."

That reality doesn't jibe with Chrysalis VP/Promotion Daniel Glass's definition of genuine AOR. "The only true form of album radio I know of — where stations get excited about new music, play more than one track from a new group, have more artist heritage than



WITH GUIDE ON OUR SIDE — Here ye, hear ye... the latest edition of WMMR's Survival Guide has hit the streets of Philadelphia. Besides the usual seating diagrams of concert venues, the 93-cent guide includes an interview with Eagles head coach Buddy Ryan and a wacky seating diagram for the Morning Zoo studio. For more info, call Promotion Director Jack Quigley at (215) 561-0933 or Parkway Publishing at (215) 496-0219.

CHR — is at college radio and at a very few commercial stations."

Still, Glass bears no malice towards AOR. "A lot of record people have chips on their shoulders and are pissed off at album radio. I'm not. It's making money, doing what it should be doing to grow with its audience. I just think it's up to us to find alternative ways to promote records."

"If we get a number one AOR track and don't cross it over to another format, what have we really done? We've hit the average 25-34 year-old, but is he really going to buy that record?" —Daniel Glass

He questions the value of targeting only the AOR listener. "If we get a number one album radio track and don't cross it over to another format, what have we really done? We've hit the average 25-34 year-old, but is he really the one who's going to buy that record? Or do we really want an 18 year-old? A heavy rotation on a college station may actually sell more records, concert tickets and merchandise, which is really our goal."

Other executives also note that AOR may "break" a record in terms of giving it extensive air-

play, but few acts "break" in terms of sales with only AOR play.

Another observation is that, Hooters and Outfield notwithstanding, AOR is seen as reluctant to try a second track by a new artist whose first single didn't cross over to CHR. Says Cafaro, "When an act's first track does well for AOR but hasn't had some degree of CHR acceptance, invariably the act is then perceived by AOR as a failure. You'll hear, 'Well, the first track didn't do anything.' That crimps our ability to further impact with a new band."

### AOR As Starter

Record reps acknowledge AOR's role as a proving ground for rock records that cross over to other formats. They just wish it would play that role more often. Arista AOR Director Sean Coakley: "AOR does continue to be the starter and does build acts for future breakthroughs. Bon Jovi is a great example. It's going to be a multi-platinum record, and nobody can say it started anywhere other than AOR. Our problem is that those stories are so few and far between because playlists are so heavily-weighted with oldies."

He also bemoans what he feels is a lack of on-air sizzle and enthusiasm when presenting new music. "Album radio by-and-large is not excited when it does play new music. The new songs often get sand-



BEAR BITES IT — CFOX/Vancouver midday man Darrell A. Bear chomps on a ceramic sandwich that contains one of the many inventive Electric Lunch song "menus" submitted by area businesses. (Note also the inner tube with song titles lying behind Promotion Director Peter Taylor). Winning entries hear their suggestions played on the noon hour oldies feature and get pizzas for their Friday staff lunch. A recent round of trivia contesting on the show drew an estimated 10,000+ phone calls, blowing out the phone company's switching apparatus and landing CFOX a new exchange for its request line number.

# KILLER MILLER



I WANT TO  
MAKE THE

WORLD  
TURN AROUND

THE NEW SINGLE BY

# THE STEVE MILLER BAND

FROM THE FORTHCOMING ALBUM  
LIVING IN THE 20TH CENTURY

Produced by Steve Miller for Sailor Music

7" & 12" ON YOUR DESK TODAY!

Capitol  
STEREO SAILOR RECORDS

## Why The Format Has A Bad Rap At Record Companies

Continued from Page 54

wiched in between the classics, and listeners aren't told who the artist is and why they should be excited about it."

Cafaro adds, "That lack of excitement at album radio is compounded by its inability to deal with sales stories. It's one thing if you can't hear a record, but it's another thing when you don't read the road-map. When you tell them that UB40 is over a quarter-of-a-million records with no airplay, they just say 'that's nice.'"

"Most AORs also don't devote enough resources to answering and logging requests. When was the last time somebody in your studio answered the phone and paid attention to it?"

### Oldies Backlash: How Soon?

No analysis of this situation would be complete without stating the obvious — radio trends are cyclical, and the emphasis on gold won't last forever. But that's little consolation to Rappoport, who worries, "Where will album radio go? When do you finally just not care about hearing these old records anymore? When does it burn itself out and become extinct? Are we putting ourselves in a big hole that we're not going to get out of?"

Coakley says AOR will change only when faced with declining

ratings. "I'm realistic enough to admit that album radio is more profitable than ever before in its history. It's not going to turn back from playing a lot of oldies until it experiences a severe ratings

shock. I would submit, though, that more stations could get to #1 the way WBCN has — by not rigidly segmenting every record and turning down so many because they're too soft, too hard, not ap-

pealing to this or that demographic, etc."

In lieu of getting more currents on the air, what would Cafaro, Coakley, Glass, and Rappoport like AOR to do? Their suggestions in-

clude:

- More thorough sales research
- Involving more of the staff in music decisions. "When they're involved in the musical activity of a station, you can hear it on the air by the way the music is presented," says Coakley.

- Air new music shows like Scott Muni's "Things From England" on WNEW-FM/New York, where new records get exposure and become candidates for adds to the playlist.

Ideally, they'd also like to see a new rock format for 12-24s disenfranchised by AOR. Says Glass, "A new kind of station has to evolve. There's nothing for these 16-23 year-old kids to claim for their own."

Cafaro asks, "Is there someone out there pitching the GMs that they can profit by being involved with the active 12-24s?" Countering this, however, he points to the skyrocketing costs of radio properties as putting a damper on format innovation.

Rappoport concludes with a commitment to support stations that are musically aggressive. "We can't give enough to people who are excited about the music. We go over the top for them with promotions that help the station and build the act. We're there for people who help us explore new areas. We have an investment in the format, and we have long memories."

Next week, VPs/Promotion speak out. In two weeks, we hear from programmers. Coming soon, we'll debut our New Artists Charts that spotlight the progress of new artists.



**KSJO'S GREAT AMERICAN SIGN OFF** — Enough already with those silly "Baby On Board" rear window stickers and all their variations, said KSJO/San Jose. The station offered a free album to anyone who beautified America by removing his sticker and turning it in. Hundreds of listeners took up the offer and local newspapers and TV outlets covered the stunt. Pictured with some of the signs affixed (temporarily) to the KSJO van are (l-r) Promotion Director Jim Sheehan, newsmen Rudy Koerner, and personalities Laurie Roberts and Ted Kopulos.



**THIS CAR ROCKS** — On the other hand, KSHE/Si. Louis and KAT/Oklahoma have chosen to join the trend rather than try to buck it. KSHE's sign attaches with a suction cup and is sold for \$1.50, while KAT's has an adhesive back like a bumper sticker and is distributed for free.

## RADIO ACTIVITY

### KBCO: Tacky, Tacky

Are you the type of person who, when travelling, looks for the tackiest postcards you can find? If so, you'll get a kick out of KBCO/Denver's "Tacky Postcard" contest in which the station asked listeners on vacation this sum-

mer to send in the campiest cards they could find. BCO received 500 cards, ranging from shots of fur-bearing trout in Michigan to beach bunnies in Florida. There was no grand prize for the tackiest card, but some of the "best" were put on display in shopping malls.

### Good Deeds

KGON/Portland flew 80 listeners, sponsors, and celebrities to Las Vegas for the station's first Celebrity Golf Tournament, hosted by morning team Mike Turner & Iris Harrison. Michael Jordan of the Chicago Bulls was

among the celebs; \$15,000 was raised for the Make-A-Wish Foundation, which grants wishes to terminally ill children.

A WFXX/Charlotte Fox/MDA Freedom Ride had a field of motorcyclists ride to the tune of \$12,000, the most ever raised for MDA in the market.

### Presidential Giveaway

This one's a little dated, but too good to not pass on. When a supporter of Ferdinand Marcos took over a hotel in Manila and declared himself the country's President this summer, KKFM/Colorado Springs morning man John Millinder decided to "give away" the Presidency of the Philippines to the sixth caller.

"There seems to be a new president every week," explains Promotion Director Alan Rider. "John just thought this week's president should be from Colorado Springs."

The winner, by the way, was a hotel's short order cook whose father happens to be an immigration officer in the Philippines. The second-floor men's room in KKFM's building was chosen as her headquarters.

Other listeners called up to join in the fun. Soldiers stationed at a nearby base volunteered to train the new president's security guards — two 11-year-old Boy Scouts armed with Uzi water pistols. The manager of a shoe store offered to donate 3200 pairs of shoes.

Millinder, who was in his first week on the job, capped it off by calling the Philippine embassy in Washington to inform them of the change in leadership. The stunt received extensive coverage from the local media.

"I think my favorite singer is ROBERT CRAY. It's not fair that he can play the guitar like that at the same time."

—Jimmie Vaughan/  
The Fabulous Thunderbirds

"ROBERT CRAY: Give me more!"

—Keith Richards

PolyGram Records





LON HELTON

# COUNTRY

## CMA LARGE MARKET PERSONALITY OF THE YEAR

# Terry Dorsey: More Than Just Another Witty Hiney

Have a Terry Dorsey day.

MORNINGS ON KPLX 99.5

"There aren't a lot of rewards you can put your hands on for doing a good job in this business. Sure, somebody may come up and say 'nice job,' but after that it's gone. After 20 years it feels great to get something from somebody who says 'Hey — you're doing a great job.'"

That's how KPLX/Dallas morning talent Terry Dorsey expressed his thoughts after winning the Country Music Association's Large Market Personality of the Year award.



Terry Dorsey

Dorsey's road to the CMA award began some 20 years ago. Born and raised in Cincinnati, he never had any thoughts of going into radio until after high school. "I went to college for a few weeks and decided that wasn't any fun at all," he said. "As a matter of fact, I even flunked golf. At any rate, one day I was driving an office supply truck and heard this commercial for the Career Academy of Broadcasting. I signed up for a six-month course. It consisted of sitting in a booth from noon to six, listening to pronunciation records. Twice a week I got to go in and run a board, we also had to move to New York City during that time and everybody who took the course stayed in a hotel. That was kind of scary for someone who'd never been out of Cincinnati."

At the end of the course, the CAB found Dorsey a job through its placement service. He went to WFKY/Frankfort, KY, where he spent a year and a half doing 3-5pm, taking an hour for supper, and then returning for 6-midnight. "I was like a pig in heaven," laughed Dorsey, who was there from early '67 through mid-'68. "This was show biz."

### Headphones To Helmets

The above dates are especially meaningful to those of you over 35, who may already have an inkling of where Dorsey's next gig was: K-ARMY. Unable to get into Armed Forces Radio, he chose instead to enter through the draft, serving two years as a combat engineer — including a year in Vietnam.

Prior to getting out, Dorsey entered a program designed to help GIs reenter the work force in their chosen field. "The Army got me a job at KYSN/Colorado Springs, which is near Fort Carson, doing one shift on Sunday, 6am-3pm," he remembered. "When I got out of the Army, KYSN offered me the all-night shift, and they sent me to Sarasota to get my first phone through one of those quickie six-week courses. The deal was if I came back with my first class ticket I had a job. If I didn't, I didn't."

over to 'SAI PD Roy Cooper and said 'Here I am. I'm ready!' While WHON got him close, Dorsey decided a move to Dayton would get him even closer, so in '72 he moved to Top 40 WTUE, where he did mornings for five years.

"This was the pivotal time in my development," said Dorsey. "The station had been automated, but decided to go live, and we had a ball. I cut my personality teeth at 'TUE with the teaching of PD Bill Struck. He helped me more than anybody along the trip by offering real constructive criticism. I learned how to talk with other people, which is the key element of a morning show. And I learned how to deliver a punch line, and I learned if you're going for humor do it in a few lines as possible."

When the numbers began to slip WTUE moved to AOR. Neither the company nor Dorsey felt he fit into the AOR sound, so he was switched to afternoons at Country sister station WONE. Six months into this gig he decided he wanted to make some money in the radio business, so he left the station to take a job in sales at his former employer, WHON — thus setting up one of



THE KPLX MORNING CREW — (l-r) Sports Director "Uncle Bob" Dahlgren, Terry Dorsey, newsman Mark Watkins and "Traffic Doctor" Bob King.

those great radio stories.

Dorsey's replacement at WONE was a kid named Bobby Kraig, who had come up from Terre Haute. As Dorsey recalled it, "Three months later I got a call from WONE. They wanted me back and I went. They moved Bobby to 7-midnight, but despite the fact that I replaced him we became good friends."

The story picks up in the fall '81. By this time Dorsey had been doing oldies at WING/Dayton for two years. Kraig, who had since be-

come PD at KPLX/Dallas, called his old buddy — the one who'd bumped him from afternoons to evenings in Dayton — to come and do mornings for him . . . where he's been ever since.

### Anatomy Of A Hiney

No Terry Dorsey story can be complete without a recount of the Hiney Wine tale. As a matter of fact, outside of those who have bought and aired the Hiney Wine

Continued on Page 58

## CMA MEDIUM MARKET PERSONALITY OF THE YEAR

# Coyote Calhoun: Louisville Slugger

The last several years have been pretty good for Coyote Calhoun, and he's the first to admit it. So good, in fact, that he's been in these pages a lot recently. So much, in fact, that I wasn't sure what we could talk about for this article. But, knowing Coyote, I knew we'd come up with something.

WAMZ/Louisville is the station he programs, and has led the market twice in the past two years. While Coyote is still moaning over this spring's second place finish (WAMZ's 12+ of 15.7 ranked behind sister station WHAS and its 17.6), last spring WAMZ received the ACM award as "Station of the Year."

In the spring of '85 Coyote received the ACM trophy for "Personality of the Year," but for him the capper is this year's Medium Market Personality of the Year Award. For a more detailed study of Coyote's career (like the story about his Dad firing him) check the May 17 Country column in R&R. If you've misplaced yours, Coyote still has two or three hundred.

"I made the switch from rock to Country in 1980," Coyote reminisces. "I remember going to my



Coyote Calhoun

first few conventions, not knowing anyone and just standing around listening to people talk. Then I began to make friends on both the radio and record end. Coming up that way, it's very gratifying to receive the nominations and awards for both myself and the station.

Despite the earlier awards, Coyote was genuinely ecstatic about winning this one. "What makes this

so great is you gotta send your tape and resume in and it's actually judged in competition with four other extremely talented people. To have been chosen by a panel of professionals is really what makes this one special."

### Afternoon Delight

Afternoon jocks typically play more music than their morning counterparts and use fewer of the elements typically allowed in mornings. WAMZ features a more music format, and Coyote's bits must fit into that structure. "I don't do as much as guys who do morning shows," he explained. "They may have five or six breaks where they do bits, but I don't even have that many breaks. When we do stop and do a bit, however, I can be more selective and make the bits better. They may stand out more in people's minds since I'm not doing one every few minutes. I look at it as quality as compared to quantity."

The vast majority of Personality Of The Year winners are on in the morning. Since getting up at 4:30am would conflict with Coyote's lifestyle, would he ever think of



RUNNING AWAY — Calhoun (l) keeps pace in a recent marathon.

doing mornings somewhere? "Never, ever, ever, ever!" was his reply (followed by seven more "evers.") "I would never consider doing mornings."

He did admit, however, that he did mornings once. "And I won't ever do another one. I don't remember anything that happened before 8:30. I've made every ex-

Continued on Page 58

## CMA SMALL MARKET PERSONALITY OF THE YEAR

## Dana Webb: He's Got Huntsville In His Net

Dana Webb lived and worked in Indianapolis his entire life before moving to Huntsville two years ago to program and do mornings. Not many people get the chance to be on hometown radio in their life, but that's where Dana Webb's career started.

After receiving his undergrad and graduate degrees from Butler University in Indiana, Webb decided he wanted to teach broadcasting. "I felt most of the people who were teaching broadcasting couldn't do it, and I thought I could make a greater impact because I wanted to teach by choice." He ended up teaching high school for seven years.

"About two years in, however, with my first child on the way, WIRE PD Gary Havens asked me to work weekends and summer vacations," Webb recalled. "Six years later, in 1980, I was asked to do the midday slot full time."

In 1984 WIRE decided to drop Country. Subsequently Webb made the move to WBHP, where he took over as PD/morning personality. His arrival in February 1985 signaled a remarkable turnaround at WBHP. The spring '84 12+ Arbitron was 9.5; the following year it was 22.5 and the recently released 1986 spring book was a 20.6. The morning 12+ numbers in Webb's first book went 11.5 to 30.4 and were 26.8 this time out.

WBHP is a 1000-watt AM station in competition with two other Country AMs and two 100,000-watt FM Country outlets. None of the other four are in double digits.

WBHP is owned by Buster Polard and has been in his family since signing on 50 years ago. The station is truly a Huntsville tradition. Huntsville is a market of 167,000 people and has doubled in population over the last five years.

Also, with heavy aerospace and high-tech industry in the market, the education level and average income is well above the national average. "And here we are getting huge numbers with an AM Country station," laughed Webb.

## Dana's Place

Webb bills his show as "Dana's Place: Where people can come for the information they need to get their day started." He commented: "The topics, information, and presentation make us sound like a full service AC in a major market. This package is strong enough to work in markets much larger than this."

Webb is joined each morning by newsmen Gary Hahn (who recently arrived following two years at NBC in New York), a local TV strapper down by somebody else's research. I understand how to get an audience. You have to bend sometimes to create talk about what you said that morning, and I don't want someone telling me it's outside of the research - don't do it."

Offering his on-air philosophy, Webb said, "I try and come up with things that are comfortable and present them in such a way that people feel they're listening to a member of their family. I come from a big family and have thought about all the roundtable discussions we used to have. I try to picture them in my mind. I know them because they're family, and I know what I can and can't get away with."



FAMILY AFFAIR — (l-r) Webb, wife Karen, sons Curren and Correy.



MORNING BLUES — Morning team members who didn't accompany Webb, Sports Director Harold Bugg, and News Director Gary Hahn to a live broadcast from Epcot; (l-r) weatherman Roy Ackland, traffic's Mike Sweeney, news anchor Valerie Benton, and Community Events' Linda Block.

I try to keep the things I talk about within those confines while being friendly and being myself."

And those qualities come across the airwaves extremely well. Congratulations on being the CMA Small Market Personality of the Year!

Describing his own strengths, Webb said, "There are a lot more

talented people around, but my strength is being able to pull the best from the people around me - both on the air and as PD. It has to do with listening, and I think that comes from my seven years as a teacher."

## The Envelope, Please

When asked his thoughts on win-

## Terry Dorsey:

Continued from Page 57

bits, few people are aware that Terry is the originator of what is perhaps the single most successful syndicated radio bit ever. If you've never heard of Hiney Wine, don't go running down to your local liquor store - send for a demo. (The vitals are: Dorsey & Donnelly, 1170 Corporate Dr., Suite 297, Arlington TX, 76007. (817)-640-0392.)

Dorsey described the origin of the Hiney bit: "One of my favorite bits at WING featured the fictitious 'Babs Knevens Bar & Grill' (she knew 57 different ways to make Spam). Spoofing a terrible beer brewed locally, Babs also made her own brand called Double Bs. Of course, I told everyone to go out to the bar and grill and grab Babs' double Bs.

"But I had a punch line I wanted to use, aimed at singles who wanted to go out and screw on Friday nights. It was: 'go out and get a little hiney tonite.' But I wasn't sure how to work it in. The idea actually came from one of the WING AEs I was having lunch with and grew from there. Essentially this entire bit was built to make that one line work. It just snowballed from there, and Hiney Wine was spun off."

"At this point, Hiney Wine was only a part of the greater 'Bar & Grill' bit. It wasn't until Dallas that Hiney swung on its own. Bobby Kraig had some reservations about the bit, especially the hook line. "But he approved it on the condition that I pull it if it got out of

hand." Dorsey added.

"I started out very slowly and built it up carefully. I was really only expecting six weeks worth of play. But all of a sudden, everywhere I went, that's all people wanted to talk about. We knew we had something, but weren't sure what. To test the strength, we came out with a T-shirt that had a crummy looking picture on it. On the back was the line 'Ask me about my Hiney.' We got a P.O. box, charged \$7.95, marketed it only on KFLX, and within two months sold 7000!"

Dorsey has purposely reduced Hiney's visibility in his show, though it hasn't taken a back seat. The primary reason for the cutback was Dorsey's fear of becoming a one-dimensional personality. "It got to the point where it was the morning show," explained Dorsey. "What scared me was the morning numbers were growing, but the diaries showed listeners didn't know my name or anything about other bits I did, or about other people on the show. But they all knew 'the Hiney guy.' I even took it off the air for three months. I knew what Hiney had done, but I wanted to be known for other stuff, too."

## KPLX Mornings

Dorsey is joined every morning by newsmen Mark Watkins, sportscaster Bob Dahlgren, and a chopper pilot who does traffic. In addition Tim Hart reports twice an hour from the KPLX van, looking

for bumper stickers, calling in from remote locations, or conducting a special assignment - the latest of which was a search for the best donut in the metro.

Dorsey sees his role as that of a traffic cop. He makes sure everybody knows where they're going and when they're supposed to be there. Before each show he hands the other members an outline showing the time slots certain bits are to fall into. "Fifty percent of what we do is planned and the other half of the outline we leave open for spontaneous stuff," he noted. "I have 25 regular bits I can use at any time. They're my safety valve. If nothing local is going on, I'll drag 'em out."

"The show is basically Mark, Bob, and myself. Bob's in the studio 75% of the time; he's the Ed McMahon of the group. Most of the jokes are aimed at him, although I take some of the shots. We feel it's important to protect Mark's news integrity. Otherwise, it's just a big round table where everybody sits around and has fun. There's one empty chair where listeners feel free to get involved, and we let them do this by taking lots of calls."

The folks in Dallas who listen to KPLX don't know how close they came to never hearing about Hiney Wine, or Terry Dorsey. "It's a good thing Bobby Kraig doesn't hold a grudge," he concluded.

Congratulations on being the CMA Large Market Personality of the Year!

## Coyote Calhoun:

Continued from Page 57

cuse in the book to keep from even filling in on that show. I hate it. Besides, we've been very successful in the afternoons. Who's to say people don't want to be entertained in the afternoons? In addition, if you're programming a radio station, it's very tough to also do mornings."

Joining Coyote in the afternoon is newsmen Ralph Dix. "Having a great straight man like Ralph is critical to the show," Coyote said. "He's a great sounding board for all the stuff I do, and he provides a certain amount of normalcy listeners can rely on."

## Old Kentucky Home

Reaffirming what he's said in the past, Coyote maintained he has no intention of leaving. "This is the only place in the world I wanna be. I have the best of all worlds. I like being a PD and I love being on the air. I wouldn't want to do one without the other. I like the feeling on the air gives me for the programming decisions I make."

Can a personality transcend the format and attract "non-country" listeners to a Country station?

"I like being a PD; I love being on the air. This is the best of all worlds."

—Coyote Calhoun

"People who have heard from their friends that you're crazy might cure the station," he theorized, "and they might stay if they heard a couple funny bits. I've seen some funny things happen in that situation. They listen for the jock, and all of a sudden decide the stuff they now call country music isn't so bad after all. You can't lose if you get new people to the station."

This may well be part of the secret to Coyote's success. WAMZ won the 18-34 demo this past spring. A Country station needs more than the music to do that, but Coyote brings more to his show than music.

Congratulations on being the CMA Medium Market Personality of the Year!



## NASHVILLE THIS WEEK

SHARON ALLEN

### CRB QUESTIONNAIRE

# If You Want It In, Turn It In

Country Radio Broadcasters, Inc. has mailed out 2500 questionnaires to fulltime and parttime Country stations to gather comprehensive information for next year's Country Radio Seminar program book. This directory will appear, free of charge, in the 1987 Seminar Program Book.

Station managers are asked to complete and return the questionnaire by November 10. Directory information covers GMs, PDs, MDs, SMs, air personalities, and CEs, plus syndicators and label promotion personnel. The questionnaire, being sent along with this year's program book, should

be returned to: CRB, 50 Music Square West, #604, Nashville, TN 37203. If you don't return the questionnaire by November 10, your company's information won't be listed.

Remember: The CRS is set for February 19-21, 1987.

### The Lens Of Kenny Rogers

Kenny Rogers has just published a book called "Kenny Rogers' America: Sights and Insights." The 128-page book, published by Little, Brown & Company, is now available in stores and highlights over 100 photographs and highlights the singer took throughout his concert travels.

In conjunction with the book release, the Country Music Hall of Fame & Museum is introducing a new exhibition on Rogers starting November 1. The presentation, "Kenny Rogers' America," exhibits 35 duotones taken from the book collection. This view of America, as seen through Kenny's eyes, will be on display through October 1987. Previous museum profiles have featured Willie Nelson and Dolly Parton.

### Alabama Special

In their first network TV special, popular group Alabama will appear on the CBS feature "My Home's In Alabama," scheduled to air November 28. The Dick Clark production was taped last summer at the group's fifth annual June Jam in Ft. Payne, AL. It also stars Willie Nelson (performing with a broken thumb), the Judds, and Charlie Daniels.

During the hourlong special, Alabama group members reflect on their lives and careers over the past five years, the Judds visit Randy Owen's mother's house to sing "Grandpa," and guests Willie and Charlie sing a gospel finale, "I'll Fly Away," with the native sons.

### BMI Student Awards

Attention students! You may not have to be present to win, but you do need to be a resident of the Western hemisphere to compete in the 35th annual BMI Awards to Student Composers competition.

The licensing organization awards \$15,000 in prize money (varying from \$500 to \$2500) in cooperation with music educators and composers, and is designed to encourage the creation of concert music. The deadline for entering a solo composition is February 10, 1987 for contestants under the age of 26. There is no limit to instrumentation, style, or length of work submitted.



## Thanks To You Radio . . .

# The O'KANES Are Getting All The Right Breaks!

## "OH DARLIN"

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Written And Produced By  
**JAMIE O'HARA** And **KIERAN KANE**  
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Album **"THE O'KANES"** (B6C 40459)

### BREAKERS

R&R 44 BB 42



On Columbia Records And Cassettes

R&R FRIDAY, OCTOBER 17, 1986/59



ROGERS'S EYE VIEW — Ventura Farms in Hidden Valley, California.

## NASHVILLE IN MOTION

ASCAP has promoted **Eve Vaupel** to Public Relations Liaison for the Nashville Membership Office. She will head up press relations for such special events as ASCAP's CMA Week activities and songwriters' workshops . . . **Ben E. Payne Jr.** is now Operations Manager for **Mel Tillis's** Musisplex Group, Inc. . . . **Rob Battle** is now with Entertainment Artists, Inc. as an Agent. **Sharon Dengler** and **Curtis Pittman** have formed Multi-Talent Entertainment, Inc., for booking and artist development. Their new offices are at 4815 Trousdale Dr., Suite 350, Nashville, TN 37220 and P.O. Box 5100, Suite 108, Tyler, TX 75712 (214) 825-6957, or contact Jeff Walker at Aristo Publicity: (615) 320-5491.



Eve Vaupel

**Hester** to Blue Chip Talent . . . **Johnny Lee** signed a management agreement with McFadden Artists Corporation. . . **Tom Campbell** inked a writer's agreement with Uncle Artie Music (ASCAP), a division of MTM Music Group.

**Inkings:** **Ronnie Sessions** to Compeat Records; the **Cannons** to Mercury; **Jeff Stevens** and **The Bullets** to Atlantic America. . . **Steve Wariner** to Entertainment Artists, Inc. and "Hoot!"

## SHOOTING WITHOUT 45s

# Music Of A Different Caliber

Despite the stereotype that all ACs are conservative in their music selections, there are plenty of AC stations willing to find a few songs that set them apart from and above their competition. The quest for such material has led a good number of stations to use B-sides of current singles or album tracks by hot artists.

We talked with KOST/Los Angeles Station Manager Jhani Kaye, KVEC/San Luis Obispo Executive VP/Programming Dan Armstrong, U102/Knoxville Asst. PD Larry Trotter, and WTIC/Hartford PD David Bernstein about why they were going off the beaten tracks and adding these songs. All said it was to preserve their texture sound. As Armstrong put it, "A lot of the AC material that comes out is hard-sounding. For that reason, it doesn't fit in with my

"So I look at the Country chart to see what's doing well. There's nothing wrong with the songs."

—Dan Armstrong, KVEC

perception of this radio station's sound."

Bernstein added, "The sound of the record is what's really important. We've added several records that did not appear on any chart, because they sounded good. We added Kiri Te Kanawa when that came out, because it had such a nice sound to it."

Trotter noted that he doesn't look for non-single tracks from every al-



Dan Armstrong

bum that comes in, but does search through new LPs from key artists. "We have a good solid core of women and we always like to treat them with the kind of tunes that they like."

"If a record company releases a single and it happens to fit, sure we're going to play it," said Kaye. "But if a major single is released that doesn't fit us, we may look into the album and see if there's something else we can play."

Neither U102 PD Gabe Hobbs or Trotter actively go hunting for different material. "Most of the time it's something we may have been alerted to via the trades or a program director from somewhere else. In the case of Lionel Richie's 'Deep River Woman,' we were just listening to the album, heard that song, and knew it was something we just had to play because of Alabama's popularity around here and Lionel's popularity everywhere."

Bernstein explained his method as keeping a stack of singles beside the turntable and putting them on as time permits. "I just keep these songs in the background, and if one catches my ear I put it on cassette and listen to it a second time in the car."

Armstrong also listens to cassettes in the car. "One of the things record companies are doing now that I particularly like is sending cassettes. As I'm driving, I put the

believe that today's people are any different from people five years ago or ten years ago, and suddenly they don't like good pop-sounding

"But if a major single is released that doesn't fit us, we may look into the album and see if there's something else we can play."

—Jhani Kaye, KOST

country music from artists such as Crystal Gayle, Rosanne Cash, or Anne Murray. So I look at the Country chart to see what's doing well. There's nothing wrong with the songs. They're very pop-sounding, have good, strong melodies, and shouldn't be aired only on Country. A good full-service or AC station can use them as well."

### All For Whitney

All four of the interviewees' stations played Whitney Houston's "All At Once." Armstrong felt it was a safe pick, since she is a hot artist. "It was easy to go with another song even if it wasn't going to be a single, because it added to the station's sound."

According to Trotter, "That week, for our radio station, there



David Bernstein

cassette on. I listen to the radio, but there are times you want to get away from it, and that is a perfect opportunity to listen to an album."

### Unlocking Key Artists

All four agreed that key artists whose singles are usually automatic adds are most likely to yield usable album cuts. "Anne Murray, Neil Diamond, Ronnie Milsap, and Air Supply — those are easy artists," commented Armstrong. "Sometimes an artist may not be well-known, and that's where you take your chance. You put your money on the sound of the tune."

He added that being different-sounding doesn't mean only going with album cuts. "I find it hard to



Larry Trotter

wasn't that much out there. I'm not saying that we would add something marginal just because we needed an add, but Gabe was alerted by someone that the song was out there, and we felt it was the best song to play that week."

"My wife was listening to the album and called my attention to the

## By Hurricane Heeran



Jhani Kaye

song," said Bernstein. "She said, 'I've got to play this beautiful song for you.' When I heard it and saw how excited she was about it, I knew it would be perfect."

### Different Songs

Kaye gave another example: "We're playing 'You Can't Take Your Memory' by Don Johnson, which is having incredible response on the phones for us. For an Adult Contemporary audience, you couldn't ask for a better artist. We couldn't play 'Heartbeat' because it is a little too overproduced for KOST. So we looked on our own for something that sounded 'KOSTish.'"

A B-side which wasn't on any album but received plenty of AC airplay was John Cougar Mellencamp's version of "Under the Boardwalk." As Trotter explained, "Beach music is really big in this part of the country. Since that was an old Drifters tune, it was a natural." (It should be noted that "beach music" has more to do with the soul music vacationers would hear at a Myrtle Beach resort than the surfin' craze.)

"You go down on Frat Row at UT (University of Tennessee) on Saturday night and you're going to see an eight- or ten-piece soul band — a beach band from the Carolinas — playing at eight or ten frat houses. They play Drifters, Tams, and Platters songs, and everybody goes nuts. Since frat people grow up to be yuppies and people that are part of our demographic, we really want to look at those tunes. John Cougar Mellencamp is a current artist with a song that people are emotionally tied to. Boy, did it work well."

Could this be a trend, further separating the AC and CHR formats? Maybe it could lead to singles with one side geared towards CHR, the other to AC. For now it gives the audience one more reason to tune in to AC.

## EVENTS

• **BUCKING FOR THE BRONCOS** — Q103/Denver handed out 75,000 bright orange palm-poms (poms-poms) to Bronco fans for the game against the New England Patriots. Each palm-pom contained a token good for a dollar discount on Amoco premium lead-free gasoline.

• **THE COLOR OF FAME** — KYUU/San Francisco morning man True Don Bleu teamed up with KPIX-TV's "Evening Magazine" to produce his second rock video. It's called "Hall Of Fame" and finds Bleu singing and dancing at a variety of Bay Area landmarks. A single has been released, with proceeds going to Pros For Kids. The flip side is called "Bleupers," which teams Michael Marshall of the Timex Social Club with Bleu.

# SOMEWHERE OUT THERE

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**PLAY IT AND YOUR AUDIENCE  
WILL LOVE IT.**

**PRODUCED BY PETER ASHER  
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***ALREADY PLAYING KOST-FM  
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"Linda's performance is better than ever. Coupled with the talent of James Ingram, and being featured in Steven Spielberg's new film 'American Tail'... what more could you ask for!"

Jhani Kaye  
Operations Manager/Program Director  
KOST-FM/Los Angeles

From the Motion Picture Soundtrack album  
"An American Tail" MCA-39096



WALT LOVE

# BLACK/URBAN

## ONE YEAR LATER

# Joyner Continues To Fly

On October 15 Tom Joyner will complete one full year of on-air service for two stations located in different cities. First, he does the morning show at KKDA (K104)/Dallas. Then Joyner hops an airplane and flies to Chicago, where he does afternoons at WGCI-FM. He shuttles between both cities five days a week. Saturdays find him once again on K104 mornings.

When Joyner started this venture, I had the pleasure of flying with him the first day. To say the least, it was an exciting experience. Just five days shy of the first anniversary, however, people are wondering about the future of this arrangement.

You may remember that Joyner hadn't been totally upfront about the contracts he signed with each station—both discovered the dual commitment after the fact. The folks in Chicago seem to have taken the situation in stride. But the folks in Texas didn't care for it from the beginning. And from what informed sources have told me, they like it a whole lot less a year later.

You're probably thinking the problem concerns ratings. But the numbers are still strong in both markets. And when I called KKDA owner Hyman Childs, he only said, "We have no comment at this

time."

I was able, however, to reach Joyner and WGCI-AM & FM Operations Manager/PD Lee Michaels. I asked Joyner if he was surprised that he's been able to keep up with the routine. "I figured I could do this, but everything really did happen very quickly," he said. "I've been surprised at the results in each city. The ratings are good, but I honestly thought it was going to take a lot more time for me to be a winner in both markets."

He also expressed surprise about the exposure he's received. "No one could have ever told me that I would have gotten all of this publicity. That's been the biggest pleasure about this entire situation. I really think the publicity had a lot to do with my ratings success in each city."

I asked how he's feeling physically and mentally after a year of jumping on and off airplanes daily. "I'm probably in better physical health now than I've ever been in

my life," he answered. "As long as I do what the doctors have told me to do each day, I feel fine. When I cheat, it catches up with me and I might start feeling a little tired."

When the conversation shifted to what was happening in Dallas, Joyner replied, "Things are the same. The numbers are real good, and I'm still working a six-day week. The people in Chicago have been very nice by allowing me a five-day week. I'm about to go to four days a week so I can stay home (in Dallas) and have more time with my family. I'll be satelitteing one show per week live to Chicago. Listeners will think I'm right there with them as always."

Michaels added, "Tom's situation is working out for us very well. He currently has ratings in the 8+ share range, depending on which ratings service you use. I must say that when I first heard that Tom was going to be doing this fly-back-and-forth thing, I really wasn't a believer in the concept. (At that



Tom Joyner

time Michaels was PD of WBMX/Chicago.) I didn't think one human being could hold up under all of the travel and keep his family life together.

"When I took over the programming reins, we made some adjustments to what Tom was doing. At that time he was essentially doing a morning show during the afternoon hours. Now that we've gotten things taken care of, we're on track. He's very popular and well liked by his Chicago audience, and we're very pleased.

"We've been working on making sure Tom can keep his spontaneity with his audience, because he does a lot of bits and things by phone. As long as we can keep the high quality presentation, the one-day-a-week show from Dallas will more than likely come about in the near future.



Lee Michaels

"I think Tom has set some new standards for our industry. Certainly, any organization that offers a contract to a personality these days will make sure of what the terms are going to be. I'm not trying to be negative, but you must admit that this is a situation that had never taken place in our industry.

"When Tom is in the middle of a crowd, he's truly a performer. His ability to work a live audience is outstanding: that's another way that he's an asset to an organization. With him flying all the time he doesn't get the chance to be involved in live promotions in either city as much as he could if he was only working for one station. You know, I believe that you've got to win in the streets to win on the air."

It will be interesting to see if Joyner can continue to win on both station fronts. Stay tuned to this section for future updates.

# The Nashville Black/Urban Story

An unlikely success story for an Urban Contemporary radio station is happening in Nashville, of all places, where WQQK-FM and sister WVOL are really making their presence felt. In the spring '86 Arbitron WQQK jumped 5.8-9.3 in persons 12+. WVOL, with its Oldies format, fell 4.3-2.8.

WQQK is now fifth in the Nashville market overall. J.C. Floyd is Operations Manager/PD of both

stations. Floyd, a 15-year industry veteran, has had success programming WAMO/Pittsburgh on two

different occasions. He's been in Nashville for a year and a half.

Floyd has found out some very interesting things about his market through research. "Nashville is a very young (by age demographics) city," he said.

"We also found out that there seems to be a gap in population between the ages of 25-34. So what we've tried to do is give the youth-oriented audience (12-24) something they like with '92Q,' and give the older audience something with our WVOL approach.

"From 10pm-2am Sunday through Thursday we simulcast our 'Quiet Storm' program. This helps us with our 18-49 listeners, and especially the females. When we want to air a rap song, for example, we put that on WQQK during the earlier hours of the evenings, if then."

Addressing the "Big Chill" phenomenon, Floyd said, "We're using the best music from the baby boomer years, and that's more than Motown. We've gotten into some great things by Sly & The Family Stone, the Chambers Brothers, and Buddy Miles."

Floyd mentioned that the station has also gotten into things by Rufus Thomas and his daughter Carla. "We've gotten calls from some of our younger listeners who want information about some of the artists on WVOL because they like the music. When we tell them the songs are 15 or 20 years old, they're amazed. Doing these two formats has been a real learning experience



J.C. Floyd

for me as a programmer. It's also enjoyable."

The late '70s also encompassed the disco era, and Floyd talked about its lack of influence on the Nashville market. "Music from that period didn't test well for us. People said they'd rather hear some of those great Whispers tunes like 'Lady' and classic Isley Brothers songs. We've found that in this market these groups and songs test very well, and we've gotten some results playing them."

I asked Floyd what he thought about his FM's showing in the spring '86 ARB. "We had a remarkable increase in our share, but we feel that Arbitron finally did a better job of sampling our market as opposed to us doing so much better. One of the things we found out about the spring book was that we have more blacks listening to our station. We have approximately 59% black listenership and 41% Caucasian."

# WJIZ Repeats Ratings Success

WJIZ/Albany, GA has posted a fantastic success story again this year. Last year the station earned a 33.8 share in persons 12+. This year it claimed a whopping 42.6 share. Albany is still a one-book-per-year market, but next year the market will go to two books—spring and fall.

When I spoke with GM Fred "Doc" Suttles last year, we talked about just how high WJIZ expected to climb. Well, this year's ratings yielded the unexpected.

Just how unexpected: Asst. PD/MD Tony Wright said, "When we last talked, we really didn't think we could do too much better. To be honest, I didn't think anything like this would happen to us. We're all just blown away by the current numbers."

I asked Wright why he thought this kind of success was possible in the Albany market. "The key to our success is the fact that we keep personality on the air at all times. We have strong personalities, we play the best music, and we are community-oriented. When you're in a small town, you always have to show true concern about the people

and the community if you plan to stay there.

"A number of FM stations in the Black/Urban format have gone to a laid-back style. We don't lay back at all. We're a 100,000-watt FM that does play some ballads and blues, but we keep our music flow moving at all times. We have to make sure we give the people what they want. Uptempo dance music mixed with blues and gospel does a lot of things for us. It gives us variety and helps keep our tempo up. We get soft, but nothing like the 'Quiet Storm'-type stations."

Gospel is very big with WJIZ, and I asked Wright to explain the station's gospel positioning. "We do gospel three times a day. Our first show is from 4-6am. After I complete my morning contemporary music program, we go back to gos-



Tony Wright

pel from 10am-noon. At noon our contemporary music format resumes until 9pm. At nine GM Suttles, who's been with the station since its inception (20 years), does a gospel airshift until 11pm. (Reverend Perry McNeil does the other two gospel shows.)

"The results speak for themselves," Wright continued. "We are really very thankful for all of the good things that have been happening for us. I guess we'll just keep trying to do a little better each time."

# GREGORY ABBOTT

## SHAKE YOU DOWN



This  
Week  
Moves  
From ...

R&R

4

2

BILLBOARD

8

3

**#1** Radio and  
Retail Reports in  
Many Markets ...

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Crossing Fast  
At CHR Radio!

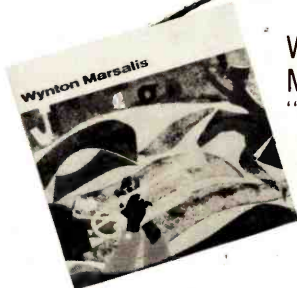
All Indicators Show  
"SHAKE YOU DOWN"  
Going **#1**



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# FOUR OF THE HOTTEST JAZZ ALBUMS



WYNTON MARSALIS  
"J MOOD"

2  
#2 HOTTEST

DONALD HARRISON  
AND  
TERENCE BLANCHARD  
"NASCENCE"

#8



ROUND  
MIDNIGHT  
SOUNDTRACK

7  
#4 HOTTEST

BRANFORD MARSALIS  
"ROYAL GARDEN  
BLUES"



DEBUT 24  
#1 MOST ADDED

WHEN YOU THINK OF JAZZ MUSIC —  
YOU THINK OF COLUMBIA RECORDS

# BLACK/URBAN PICTURE PAGE



**YELLOWJACKETS BUZZ INTO L.A.** — Shown backstage after the Yellowjackets' Los Angeles appearance are (l-r) the band's Ricky Lawson, KUTE's Talaya Trigueros, KACE's Brad Williams, the group's Russell Ferrante, MCA's Sara Melendez, Marc Russo, Yellowjacket Jimmy Haslip, and MCA's Ricky Schultz; kneeling (l-r) are KACE's Paul Perrodin and MCA's Cynthia Johnson.



**WJLB DRIVES PONTIAC** — WJLB/Detroit sponsored its third annual "Strong Songs Labor Day Jam" at Pontiac's Phoenix Center. In the first photo, WJLB's Lynn Briggs emcees. In photos #2 and 3, Mazarati and Michael Henderson entertain the 15,000-person crowd.



**GOODE TO GO** — WUSL/Philadelphia was the winner of a city-wide "Philadelphia . . . Get To Know Us" competition sponsored by Mayor Wilson Goode's office. Pictured (l-r): WUSL's PD Tony Quartarone and Lauren Kates, Goode, WUSL GM Bruce Holberg, Loraine Morrill, and Clint Frye.





# EASY LISTENING RADIO

YVONNE OLSON

## A COMPREHENSIVE CHECKLIST

# Syndication: Easy Choices

It's that time again to get out the rolodex and make sure all the services you may ever need are in there with correct addresses and contacts. The following is a list of syndicators marketing the format. Most are available in blocks as well as 'round-the-clock.

**Bands Of Gold**  
1222 Glenarm Place  
Denver, CO 80204  
Contact: Ed Wren

**Bonneville Broadcasting**  
4080 Commercial Ave.  
Northbrook, IL 60062  
(800) 631-1600  
Contact: James Opsitnik

**Churchill Productions**  
1136 E. Campbell Ave.  
Phoenix, AZ 85014  
(602) 264-3331  
Contact: Tom Churchill

**Concept Productions**  
1224 Coloma Way  
Roseville, CA 95678  
(916) 782-7754  
Contact: Dick Wagner

**Drake-Chenault Enterprises**  
2000 Randolph Rd., SE  
Albuquerque, NM 87106  
(800) 247-3303  
Contact: Denny Adkins

**Al Ham's Music Of Your Life**  
Research Center  
90 Soundview Avenue  
Huntington, CT 06484  
(203) 929-6395  
Contact: Joe Capobianco/Al Ham

**Kalamusic Programming**  
600 Industrial State Bank Building  
Kalamazoo, MI 49007  
(616) 385-5110  
Contact: Stephen Trivers

**The Programming Consultants**  
2000 Randolph Rd. SE, Suite 2000  
Albuquerque, NM 87109  
(505) 843-7807  
Contact: Steve Hibbard

**Radio Arts**  
210 N. Pass Ave., Suite 104  
Burbank, CA 91505  
(818) 841-0225  
Contact: Larry Vanderveen

**Yesco**  
915 Yale Avenue North  
Seattle, WA 98109  
(206) 682-3737  
(800) 426-9248  
Contact: Steve Ward

**Program Suppliers**  
The following are syndication companies which supply shows to fit the Easy Listening format. A brief description of each company's product is below each listing.

**Media General Broadcast Services, Inc.**  
2714 Union Extended  
Memphis, TN 38112  
(901) 320-4212  
Contact: Dick Denham  
Shows featuring standard artists with current releases

**Musical Starstreams**  
P.O. Box 44  
Mill Valley, CA 94942  
(415) 383-STAR  
Contact: Frank Forest  
"New Age" music featuring current releases

**Musicworks, Inc.**  
P.O. Box 111390  
Nashville, TN 37211  
(800) 251-9000  
Contact: Bill Robinson  
"Easy Country" featuring covered and original standards

**Orange Productions**  
105 Forrest Ave.  
Narberth, PA  
(215) 667-8620  
Contact: Lita Cohen  
"Sounds Of . . . (Sinatra, Bennett, etc.)" show profiles of standard artists

**Portraits In Sound, Inc.**  
1024 J St., Third Flr., Suite 314  
Modesto, CA 95350  
(209) 578-6747  
Contact: Thom Reinstein  
Interview/music with Windham Hill/new age type artists

**PPA/USA**  
P.O. Box 10848  
Eugene, OR 97440  
(503) 686-0248  
Contact: Peter Powell,  
Larry Nathan  
"Mini-bingo" and "Screen-Test," a guess-celebrity contest

**Radio Arts**  
210 N. Pass Ave., Suite 104  
Burbank, CA 91505  
(818)-841-0225  
Contact: Larry Vanderveen  
Celebrity tributes, such as **Big Crosby, Johnny Mercer, Nat King Cole**, and the like; comedy shows with **Milton Berle, Bob Hope**, and other big comedians

**Radioworks**  
6363 Sunset Blvd., Suite 520  
Hollywood, CA 90028  
(213) 466-1935  
Contact: Stacie Hunt  
"Personal Encounters," a one-hour special featuring standard artists through interviews and music

**United Stations**  
2000 15th St. North  
Suite 200, Arlington Plaza  
Arlington, VA 22201  
Contact: Ruth Presslaff  
"The Great Sounds," 4-hour presentation of standard ballads & big band music.

## FLOW

Joy Katzen Guthrie is the new Public Information Director at WCKR/Tampa. Former KYA & KSFO/San Francisco GSM Bob Scherner is named Station Manager for KKLI & KKSJ/Portland. Eric F. Thom joins WEZN/Bridgeport as Director/Marketing & Promotion from RAB, where he was Director/Communications.

## A New Beginning

Greetings! I've just joined the front lines of R&R as your Easy Listening Editor. I'm green, I admit it. But I know my color will change as I grow in efforts to serve you.

Easy Listening is a powerful, winning approach to radio. Interestingly, however, the format (quote, unquote) itself is quite undefinable. There's just so much out there! Content and delivery varies from station to station because, in addition to new musical forms entering the realm, many standard but different forms are sometimes included in one implementation of the idea.

And that's only the music. We could go on forever about positioning and its effects on revenue.

But I'll save that for future columns.

In the meantime, I expect to spend most of my working hours on the telephone communicating with you. These are your columns, after all, and I want them to be a window on the Easy Listening world.

What do you need to read? I welcome your thoughts, ideas, news, criticism, and everything else. Write me too many letters, call me too many times! I'll be waiting. And if I don't get a call from you, expect a call from me.



**HAPPY 25TH** — WJJD/Chicago morning personality Clark Weber was honored by station staffers and friends for twenty-five memorable years in Chicago radio. Happy Anniversaries Clark! He's shown here with producer Keena Leonard (l).

**GO WITH THE LEADERS.**

**KMEO PHOENIX**

**WAYL MINNEAPOLIS**

**WZEZ NASHVILLE**

**WCVU NAPLES/FT. MYERS**

**KKJY ALBUQUERQUE**

**WEZK KNOXVILLE**

These stations, established format leaders in their markets, have recently chosen our Easy Listening service. Join the Leaders! Call Doug Jones today at (602) 264-3331.

**IT'S EASY!**

**Churchill Productions**  
1136 E. Campbell Ave.  
Phoenix, AZ 85014

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## NATIONAL MUSIC FORMATS

Added This Week

### Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

#### Alpha

LIONEL RICHIE "Love Will Conquer All"  
 KENNY ROGERS "They Don't Make Them Like They..."

#### Easy Listening

DAVID FOSTER "The Best Of Me"  
 PAUL MAURIAT "Part Time Lover"  
 ORCHESTRA MANHATTAN "Perfect Strangers"  
 RICHARD CLAYDERMAN "Wonderland By Night"

### Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

#### Adult Contemporary

CHRIS CROSS "Loving Strangers"  
 BEACH BOYS "California Dreamin' "

#### Modern Country

DON WILLIAMS "That's Love"  
 MERLE HAGGARD "Out Among The Stars"  
 CONWAY TWITTY "Falling For You For Years"  
 SWEETHEARTS OF THE RODEO "Since I Found You"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

ELTON JOHN "Heartache All Over The World"  
 HOWARD JONES "You Know I Love You Don't You"

#### Super-Country

O'KANES "Oh Darlin' "  
 STEVE EARLE "Someday"  
 PAKE McENTIRE "Bad Love"  
 MEL McDANIEL "Stand On It"  
 MERLE HAGGARD "Out Among The Stars"

### Concept Productions

Elvin Ichijima (916) 782-7754

#### CHR

CAMEO "Word Up"  
 BEN E. KING "Stand By Me"  
 ROBBIE NEVIL "C'est La Vie"  
 ORAN "JUICE" JONES "The Rain"  
 BANGLES "Walk Like An Egyptian"  
 TALKING HEADS "Wild, Wild Life"  
 ELTON JOHN "Heartache All Over The World"  
 HOWARD JONES "You Know I Love You Don't You"

#### Country

DAN SEALS "You Still Move Me"  
 GARY MORRIS "Leave Me Lonely"  
 GIRLS NEXT DOOR "Baby I Want It"

#### AC

MONKEES "Daydream Believer"  
 HOWARD HEWETT "I'm For Real"  
 SERGIO MENDES "Take This Love"  
 WHAM! "Where Did Your Heart Go"

### Media General

#### Broadcast Services

Bob Dumais (901) 320-4433

#### Action

OMD "Forever (Live & Die)"  
 GORDON LIGHTFOOT "Stay Loose"  
 BILLY OCEAN "Love Is Forever"  
 GREGORY ABBOTT "Shake You Down"  
 JEFFREY OSBORNE "Room With A View"  
 ANITA BAKER "Caught In The Rapture"

#### Your Country

PAKE McENTIRE "Bad Love"  
 JUDDS "Cry Myself To Sleep"  
 STATLER BROTHERS "Only You"  
 T.G. SHEPPARD "Half Past Forever"  
 REBA McENTIRE "What Am I Gonna Do About You"

#### Hit Rock

BILLY IDOL "To Be A Lover"  
 TIL TUESDAY "What About Love"  
 PRETENDERS "Don't Get Me Wrong"  
 BEACH BOYS "California Dreamin' "  
 STEVE WINWOOD "Freedom Overspill"  
 HUEY LEWIS & THE NEWS "Hip To Be Square"

### Peters Productions, Inc.

George Junak (800) 255-8511

#### Country Lovin'

DAN SEALS "You Still Move Me"  
 MICHAEL JOHNSON "Give Me Wings"  
 BILLY JOE ROYAL "I Miss You Already"

#### The Ultimate AC

WHAM! "Where Did Your Heart Go"  
 G. KNIGHT & B. MEDLEY "Loving On Borrowed Time"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

JOHN CONLEE "The Carpenter"  
 DON WILLIAMS "Then It's Love"  
 MERLE HAGGARD "Out Among The Stars"

#### Soft Contemporary

MADONNA "True Blue"  
 HUMAN LEAGUE "Human"  
 SERGIO MENDES "Take This Love"  
 JANET JACKSON "When I Think Of You"  
 BRUCE HORNSBY & THE RANGE "The Way It Is"

#### Sound 10

DARYL HALL "Foolish Pride"  
 SERGIO MENDES "Take This Love"

### Satellite Music Network

Pat Clarke (214) 991-9200

#### Country Coast-To-Coast

HOLLY DUNN "Daddy's Hands"  
 GEORGE JONES "Wine Colored Roses"  
 HANK WILLIAMS JR. "Mind Your Own Business"

#### Rock 'N' Hits

TIMBUK 3 "The Futures So Bright I Gotta Wear Shades"

### The Programming

#### Consultants

Dave Graubner (800) 843-7807

#### Stereo Rock

DARYL HALL "Foolish Pride"  
 ROBBIE NEVIL "C'est La Vie"  
 ORAN "JUICE" JONES "The Rain"  
 ELTON JOHN "Heartache All Over The World"  
 HOWARD JONES "You Know I Love You Don't You"

#### AC

MADONNA "True Blue"  
 HUMAN LEAGUE "Human"  
 BRUCE HORNSBY & THE RANGE "The Way It Is"  
 KENNY ROGERS "They Don't Make Them Like They..."

#### Country

MEL McDANIEL "Stand On It"  
 DON WILLIAMS "Then It's Love"  
 CONWAY TWITTY "Falling For You For Years"  
 NICOLETTE LARSON "That's More About Love"

### Transtar


#### Adult Contemporary

Mike Tanner (213) 460-6383

MADONNA "True Blue"  
 TOTO "I'll Be Over You"

# MARKETPLACE

## COMEDY

**"Phantastic Phunnies"**  

 Highly Respected! Hilarious! Original!  
 Proven worldwide audience builder!  
 "Quick-quip," Topical Humor!! Introductory month's 500  
 topical one-liners and "BONUS"... Just \$2.00!! Phantastic  
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**A COMEDY EDITORIAL**  
 "RED" hits both sides of the fence... those who think  
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 arm for our Morning Team!"  
 The Electric Weenie, Inc.  
 P.O. Box 2715  
 Quincy, MA 02269

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**Contemporary COMEDY**  
 Hundreds renewed again!  
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 Write on station letterhead to  
**Contemporary Comedy**  
 5804-D Twining  
 Dallas, TX 75227

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 In the tradition of Weekend Update, a market-  
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 N., Dept. U-3, Minneapolis, MN 55422. **FREE  
 DETAILS.**

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 of radio's most popular humor service  
 For sample, write on station letterhead to: **O'Liners**  
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

**Disk Jockey Comedy**  
 Over 1000 different comedy bits delivered to your  
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 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

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 Airable Samples!! "Use Your Fingers!"  
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 Why wait for "The Guys Across Town" to beat you  
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 Suite 109212, Sunnyvale, CA 94087

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 ties. Send for your **FREE** copy now.

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 Los Angeles, CA 90048 (213) 274-6866.

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 have included in-studio interviews with Kathleen Turner, Molly Ringwald,  
 Rob Lowe, Roy Scheider, Michael Douglas, and Whoopi Goldberg. This  
 Friday, 10/24, interviews with C. Thomas Howell and Rae Dawn Chong  
 — Soul Man. **Free satellite delivery** — no inventory to clear!! call Lori  
 Lerner for details (213) 454-0488.

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**RADIO & RECORDS 1930 Century Park West**  
**Los Angeles, Calif. 90067 (213) 553-4330**







RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## TOP 50

OCTOBER 17, 1986

Time	Week	Last Week	Title	Label	Total Reports/Adds	Heavy	Medium	Light
9	6	2	1 RESTLESS HEART/That Rock Won't Roll (RCA)		156/0	133	17	6
5	3	1	2 RANDY TRAVIS/Diggin' Up Bones (WB)		149/1	124	18	7
13	9	5	3 MARIE OSMOND & PAUL DAVIS/You're Still New To Me (Capitol/Curb)		155/0	119	34	2
17	11	6	4 ALABAMA/Touch Me When We're Dancin' (RCA)		158/0	107	51	0
22	18	9	5 GEORGE STRAIT/It Ain't Cool To Be Crazy About... (MCA)		156/1	90	62	4
3	2	3	6 EARL THOMAS CONLEY & ANITA POINTER/Too Many Times (RCA)		139/0	95	30	14
16	12	10	7 STEVE WARINER/Starting Over Again (MCA)		153/1	83	59	11
19	15	12	8 JOHN SCHNEIDER/At The Sound Of The Tone (MCA)		150/1	73	73	4
24	20	13	9 GATLIN BROTHERS/She Used To Be Somebody's Baby (Columbia)		153/0	78	71	4
1	1	4	10 EXILE/It'll Be Me (Epic)		129/0	89	27	13
30	22	16	11 BELLAMY BROTHERS with FORESTER SISTERS/Too Much Is Not Enough (MCA/Curb)		157/0	59	87	11
21	19	14	12 JUICE NEWTON/Cheap Love (RCA)		145/0	65	70	10
29	23	19	13 T. GRAHAM BROWN/Hell And High Water (Capitol)		153/3	45	89	19
23	21	17	14 BARBARA MANDRELL/No One Mends A Broken Heart... (MCA)		137/0	62	63	12
18	17	15	15 SWEETHEARTS OF THE RODEO/Since I Found You (Columbia)		126/2	58	49	19
10	7	7	16 LEE GREENWOOD/Oldn't We (MCA)		116/0	60	41	15
2	4	11	17 CRYSTAL GAYLE/Cry (WB)		109/0	63	24	22
7	5	8	18 SCHUYLER, KNOBLOCH & OVERSTREET/You Can't Stop Love (MTM)		106/0	57	34	15
—	38	28	19 HANK WILLIAMS JR./Mind Your Own Business (WB/Curb)		150/11	14	87	49
31	28	25	20 HOLLY DUNN/Daddy's Hands (MTM)		135/5	31	79	25
26	24	22	21 JOHN ANDERSON/Honky Tonk Crowd (WB)		120/0	51	53	16
37	32	26	22 MICHAEL JOHNSON/Give Me Wings (RCA)		146/5	11	93	42
28	25	23	23 ANNE MURRAY/My Life's A Dance (Capitol)		117/1	24	74	19
38	33	30	24 WAYLON JENNINGS/What You'll Do When I'm Gone (MCA)		137/9	7	89	41
34	31	29	25 SAWYER BROWN/Out Goin' Cattin' (Capitol/Curb)		127/5	18	81	28
47	40	33	26 RICKY SKAGGS/Love's Gonna Get You Someday (Epic)		139/12	7	78	54
—	39	27	27 JUDDS/Cry Myself To Sleep (RCA/Curb)		136/25	7	68	61
—	45	36	28 REBA McENTIRE/What Am I Gonna Do About You (MCA)		136/18	6	68	62
40	35	31	29 GEORGE JONES/Wine Colored Roses (Epic)		118/4	19	73	26
36	34	32	30 BILLY JOE ROYAL/If I Miss You Already (Atlantic America)		110/4	22	62	26
14	14	31	31 MICKEY GILLEY/Doo-Wah Days (Epic)		89/0	42	29	18
4	10	21	32 TANYA TUCKER/Just Another Love (Capitol)		79/0	36	24	19
46	42	38	33 MEL McDANIEL/Stand On It (Capitol)		112/9	9	60	43
<b>BREAKER</b>	46	42	34 DON WILLIAMS/Then It's Love (Capitol)		116/39	6	38	72
42	39	37	35 GENE WATSON/Everything I Used To Do (Epic)		99/5	17	51	31
39	37	34	36 RONNIE McDOWELL/When You Hurt I Hurt (MCA/Curb)		93/2	7	58	28
—	43	37	37 PAKE McENTIRE/Bad Love (RCA)		114/17	0	52	62
48	44	41	38 KATHY MATTEA/Walk The Way The Wind Blows (Mercury/PG)		98/7	6	58	34
—	48	42	39 JUDY RODMAN/She Thinks That She'll Marry (MTM)		106/11	1	51	54
15	13	24	40 SOUTHERN PACIFIC/A Girl Like Emmylou (WB)		75/0	33	29	13
—	47	44	41 STATLER BROTHERS/Only You (Mercury/PG)		91/7	2	47	42
8	8	23	42 ROSANNE CASH/Second To No One (Columbia)		67/0	25	24	18
<b>BREAKER</b>	46	42	43 T.G. SHEPPARD/Half Past Forever (Columbia)		101/18	3	37	61
<b>BREAKER</b>	46	42	44 O'KANES/Oh Darlin' (Columbia)		97/14	1	41	55
5	16	35	45 EDDIE RABBITT & JUICE NEWTON/Both To Each Other (RCA)		60/0	21	21	18
<b>BREAKER</b>	46	42	46 CONWAY TWITTY/Fallin' For You For Years (WB)		95/33	2	28	65
33	29	27	47 DOLLY PARTON/We Had It All (RCA)		76/0	3	52	21
<b>DEBUT</b>	46	42	48 DAN SEALS/You Still Move Me (EMI America)		70/56	1	12	57
<b>DEBUT</b>	46	42	49 MERLE HAGGARD/Out Among The Stars (Epic)		69/14	-3	24	42
<b>DEBUT</b>	46	42	50 JOHN CONLEE/The Carpenter (Columbia)		59/33	3	13	43

## MOST ADDED

- DAN SEALS (56)
- DON WILLIAMS (39)
- JOHN CONLEE (33)
- CONWAY TWITTY (33)
- STEVE EARLE (25)
- JUDDS (25)
- GIRLS NEXT DOOR (25)
- GARY MORRIS (25)
- WILD CHOIR (25)
- LYLE LOVETT (24)

## HOTTEST

- RANDY TRAVIS (86)
- ALABAMA (65)
- RESTLESS HEART (54)
- MARIE OSMOND & PAUL DAVIS (49)
- E.T. CONLEY & A. POINTER (47)
- GEORGE STRAIT (42)
- EXILE (37)
- BELLAMY BROS. w/FORESTER... (24)
- GATLIN BROTHERS (22)
- JOHN SCHNEIDER (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.

## BREAKERS

### DON WILLIAMS Then It's Love (Capitol)

On 73% of reporting stations. Rotations: Heavy 6, Medium 38, Light 72, Total Adds 39 including WCAO, WQBE, WTCR, WIXL, KEAN, WYNK, WVMI, WEZL, WSOC, KBMR, WONE, KSO, KWMT, WFMS, KFKF, KYAK, KYGO, KUGN, KFRE. Moves 45-34 on the Country chart.

### T.G. SHEPPARD Half Past Forever (Columbia)

On 64% of reporting stations. Rotations: Heavy 3, Medium 37, Light 61, Total Adds 18 including WYNK, WCOS, WESC, KSSN, WAMZ, KLLL, WONE, KIOV, WTHI, KWEN, KYAK, KUUY, KLZ, KUGN, KTOM, KGA. Moves 48-43 on the Country chart.

### O'KANES Oh Darlin' (Columbia)

On 61% of reporting stations. Rotations: Heavy 1, Medium 41, Light 55, Total Adds 14, WXTU, WVMI, WKLO, KIKK, KYKX, WSIX, WSLR, WFMS, KXXY, WTOD, KTKP, KCKC, KMPS, KRPM. Moves 47-44 on the Country chart.

### CONWAY TWITTY Fallin' For You For Years (WB)

On 60% of reporting stations. Rotations: Heavy 2, Medium 28, Light 65, Total Adds 33 including WCAO, WYRK, WQBE, WTCR, WIXL, WZZK, WKLO, KLLL, KJYJ, KSO, WKKK, KWMT, WFMS, KFKF, WDAF, WTOS, KYAK, KLZ, KUGN, KFRE. Debuts at number 46 on the Country chart.



THE FINEST . . . ALWAYS,

FROM

# Don Williams

## "Then It's Love"

5638

From The Album **New Moves** 12440

## COUNTRY BREAKERS

R&R

BB

34

43

Capitol

# COUNTRY

## NEW & ACTIVE

### STATLER BROTHERS "Only You" (Mercury/PolyGram) 91/7

Rotations: Heavy 2, Medium 47, Light 42, Total Adds 7, WYRK, WVMI, WSOC, WESC, WTOR, WITL, KSOP, Heavy: WAMZ, KBNR, Medium: WCAO, WWSA, WEZL, WUSY, WSM, KYXX, WDAF, WDW, KUZZ, KLZ, Moves 47-44-41 on the Country chart

### DAM SEALS "You Still Move Me" (EMI America) 70/56

Rotations: Heavy 1, Medium 12, Light 57, Total Adds 56 including WDSY, WNYR, KEAN, KYKR, KIKK, WAMZ, WKSJ, WLWI, WSX, WKA, WOYK, KJNE, WTOR, WXCL, KTTS, KVOO, KWEN, KYGO, KCCY, Debuts at number 48 on the Country chart

### MERLE HAGGARD "Out Among The Stars" (Epic) 69/14

Rotations: Heavy 3, Medium 24, Light 42, Total Adds 14, KEAN, KIKK, KSSN, WSM, WJSQ, WVMI, WONE, KSO, WKKQ, KTPK, KUUY, KFRE, KTOB, KKCQ, Heavy: WQVR, WOKX, KFDI, Debuts at number 49 on the Country chart

### JOHN CONLEE "The Carpenter" (Columbia) 59/33

Rotations: Heavy 3, Medium 13, Light 43, Total Adds 33 including WCAO, WYRK, WWSA, WSOC, WUSY, WTVY, KYXX, WLWI, WVMI, WKKQ, KTPK, WTCM, KFDI, KFRE, KWJJ, KOLO, KSOP, KMPS, KRPM, Debuts at number 50 on the Country chart

### NICOLETTE LARSON "That's More About Love (Than I...)" (MCA) 51/9

Rotations: Heavy 0, Medium 17, Light 34, Total Adds 9, WCAO, WUSQ, WKKQ, WDAF, WTDQ, KXXY, WLLR, WKKQ, KFDI, Medium: WCMS, KKYX, WOV, KTTS, KRKT, KKS, KUGN, KOIL, KNIX, KCCY, KSOP

## SIGNIFICANT ACTION

### NEW GRASS REVIVAL "Ain't That Peculiar" (EMI America) 43/2

Rotations: Heavy 0, Medium 14, Light 29, Total Adds 2, WDXE, KSOP, Medium: WCAO, WTSV, KEAN, WUSY, WKLO, WTVY, KXIX, WOKK, WCMG, WOYK, KTTS, KFDI, KUUY, KEIN

### LIONEL RICHIE & ALABAMA "Deep River Woman" (Motown) 42/8

Rotations: Heavy 8, Medium 10, Light 24, Total Adds 8, WZZK, WESC, KYXX, KYXX, WQDR, KWMT, KRWO, KUPL, Heavy: WCOS, WTVY, WVK, WLWI, WKA, WPA, KCCS, Medium: WBOS, WHN, WXTU, WUSN, WWW, KYGO, KSON

### STEVE EARLE "Somebody" (MCA) 40/26

Rotations: Heavy 0, Medium 4, Light 36, Total Adds 26 including WCAO, WHN, KEAN, KJNE, WUSQ, WAXX, WKKQ, KFRE, KALF, KOLO, KCBQ

### COM HUNLEY "Ouitin' Time" (Capitol) 38/1

Rotations: Heavy 0, Medium 15, Light 23, Total Adds 1, WXL, Medium: WGNA, WUSY, WCMG, KKYX, WOYK, WXCL, KTTS, KFDI, KRKT, KRWO, KEIN, KCCY, KALF, KOLO, KIGO

### ADAM BAKER "Weren't You Listening" (Arista) 35/7

Rotations: Heavy 1, Medium 4, Light 30, Total Adds 7, WYII, KEAN, WVMI, KJNE, WKKQ, WJJO, KFDI, Heavy: WQVR, Medium: KASE, WLWI, KRKT, KEIN

### KENNY ROGERS "They Don't Make Them Like They Used To" (RCA) 29/13

Rotations: Heavy 0, Medium 8, Light 21, Total Adds 13, KEAN, KRBY, KYXX, WGX, WCMG, KJNE, WUSN, KSO, WKKQ, WDAF, WTSO, KIOV, KRWO, Medium: WOKQ, WUSY, WCOS, KEIN, KSOP, KIIM

### LYLE LOVETT "Cowboy Man" (MCA/Curb) 27/24

Rotations: Heavy 0, Medium 4, Light 23, Total Adds 24, WYOU, WTSV, WQVR, WNYR, WIXY, KRVR, KASE, WDXE, KYXX, WOKK, KJNE, WUSQ, KBNR, WBOS, WTCM, KFDI, KRKT, KUZZ, KYOC, KUUY, KKS, KEIN, KALF, KCBQ

### GIRLS NEXT DOOR "Baby I Want It" (MTM) 26/25

Rotations: Heavy 0, Medium 1, Light 25, Total Adds 25, WYOU, WTSV, WDSY, WQVR, WNYR, WIXY, WYII, KRVR, WQTO, WDXE, KYXX, WOKK, WUSQ, KBNR, WCL, WKKQ, WTCM, KVOO, KRKT, KYOC, KUUY, KKS, KOIL, KALF, KIGO

### WILD CHOIR "Heart To Heart" (RCA) 26/25

Rotations: Heavy 0, Medium 1, Light 25, Total Adds 25, WOKQ, WKKX, WNYR, WIXY, WQTO, WTVY, KXIX, WDXE, WOKK, WLWI, WCMG, WPA, KKYX, WAXX, WJEE, WXCL, WJJO, KYOC, KUUY, KKS, KEIN, KALF, KCBQ

### GARY MORRIS "Leave Me Lonely" (WB) 26/25

Rotations: Heavy 0, Medium 0, Light 26, Total Adds 25, WCAO, WYOU, WIXY, WYII, KASE, WQTO, KXIX, KYXX, WOKK, KJNE, WKKQ, WAXX, KXOY, WKKQ, WJJO, KVOO, KRKT, KYOC, KKS, KUGN, KOIL, KWJJ, KTOB, KCBQ, KIGO

### CARLETTE "We Belong Together" (Luv) 22/7

Rotations: Heavy 0, Medium 3, Light 19, Total Adds 7, WCAO, KEAN, KSSN, KKYX, KJNE, KWMT, KFDI, Medium: KYXX, KRKT, KTOB

### LARRY BOONE "She's The Trip I've Been On" (Mercury/PolyGram) 21/10

Rotations: Heavy 2, Medium 7, Light 12, Total Adds 10, WYOU, WIXY, KEAN, KRVR, WTVY, WOKK, WLWI, WAXX, KRWO, KALF, Heavy: WQVR, KIKK

### JAMES & MICHAEL YOUNGER "She Wants To Marry A Cowboy" (Air) 17/2

Rotations: Heavy 1, Medium 5, Light 11, Total Adds 2, WLWI, KRWO, Heavy: KIGO, Medium: KRVR, WTVY, KKYX, KJNE, KRKT, Light: WAJR, KSO, WOV, KTTS, KFDI, KOIL

### KAYLEE ADAMS "I Can't Help The Way I Don't Feel" (WB) 16/3

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 3, WPA, WAXX, KALF, Medium: KRKT, KSOP, Light: KRRV, WOKK, WCMG, WOYK, KTTS, KVOO, KYOC, KUUY

### B.J. THOMAS "Night Life" (Columbia) 16/1

Rotations: Heavy 0, Medium 5, Light 11, Total Adds 1, WYII, Medium: WOYK, KTTS, KFDI, KKS, KEIN, Light: WQBE, WOKQ, WPOR, WQTO, KHEY, KILTFM, WIRK, WOV

### WILLIAM LEE GOLDEN "You Can't Take It With You" (MCA) 14/4

Rotations: Heavy 0, Medium 5, Light 9, Total Adds 4, WQTO, WDAF, KTTS, KLZ, Medium: WLWI, WOYK, KRKT, KSOP, Light: KYXX, KKYX, KWMT, KTTS, KFDI

### RAY STEVENS "Southern Air" (MCA) 12/7

Rotations: Heavy 1, Medium 1, Light 10, Total Adds 7, KRVR, WEZL, WPA, KTTS, KTPK, KVOO, KTOB, Heavy: WTVY, Light: WQVR, WOKK, WTCM, KIGO

### GLENN SUTTON "I'll Go Steppin' Too" (Mercury/PolyGram) 11/1

Rotations: Heavy 0, Medium 5, Light 9, Total Adds 1, KRWO, Heavy: WTCM, Medium: WOW, Light: WYII, KYKR, WTVY, WLWI, KKYX, KWMT, KTTS, KFDI

### CANNONS "Do You Mind If I Step Into..." (Mercury/PolyGram) 10/5

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 5, WYOU, KIKK, KKYX, KFDI, KSOP, Light: WYII, KYXX, WOW, KVOO, KIGO

### OSMONO BROS. "Looking For Suzanne" (EMI America) 9/8

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 8, WYOU, WKSJ, WCMG, WPA, KKYX, KOLO, KSOP, KIGO, Light: WYII

### JIMMY MURPHEY "Two Sides" (Encore) 9/7

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 7, WTVY, KKYX, KSO, WAXX, WOW, KVOO, KFDI, Light: WLWI, KFGO

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status.

## ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
LIONEL RICHIE & ALABAMA/Deep River Woman (Motown)	Dancing On... Storms Of Life
RANDY TRAVIS/Messin' With My Mind (WB)	Montana Cafe
HANK WILLIAMS JR./Montana Cafe (WB/Curb)	Perfume, Ribbons, & Pearls
FORESTER SISTERS/Drawn To The Fire (WB)	#7
GEORGE STRAIT/Rhythm Of The Road (MCA)	Storms Of Life
RANDY TRAVIS/My Heart Cracked (WB)	Plain Brown Wrapper
GARY MORRIS/I'm So Lonesome I Could Cry (WB)	The Touch
ALABAMA/The Touch (RCA)	Killbilly Hill
SOUTHERN PACIFIC/Pink Cadillac (WB)	Killbilly Hill
SOUTHERN PACIFIC/Still Look For You (WB)	Out On The Front Line
DAM SEALS/Three Time Loser (EMI America)	#7
GEORGE STRAIT/Deep Water (MCA)	Straight Heart
CRYSTAL GAYLE/Only Love Can Save Me Now (WB)	Love's Gonna Get You
RICKY SKAGGS/A Hard Road To Hoe (Epic)	New Grass Revival
NEW GRASS REVIVAL/Revival (EMI America)	Too Many Times
EARL THOMAS CONLEY/Dancin' With The Flame (RCA)	

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JAZZ

TOP 30

OCTOBER 17, 1986

- 1 **KEVIN EUBANKS**/Face To Face (GRP)
- 2 **WYNTON MARSALIS**/J Mood (Columbia)
- 3 **RANDY BRECKER & ELIANE ELIAS**/Amanda (Passport Jazz)
- 4 **LEE RITENOUR**/Earth Run (GRP)
- 5 **J.BLAKE D.LOCKWOOD**/M.URBANIAK/Rhythm & Blu (Gramavision)
- 6 **DIANE SCHUUR**/Timeless (GRP)
- 7 **ROUND MIDNIGHT**/Soundtrack (Columbia)
- 8 **DONALD HARRISON & TERENCE BLANCHARD**/Nascence (Columbia)
- 9 **COUNT BASIE**/Long Live The Chief (Denon)
- 10 **HARVIE SWARTZ**/Smart Moves (Gramavision)
- 11 **DTB**/Inside Track (Blue Note)
- 12 **JOE SAMPLE & DAVID T. WALKER**/Swing Street Cafe (Crusaders/MCA)
- 13 **EARL KLUGH**/Life Stories (WB)
- 14 **KENNY G**/Duetones (Arista)
- 15 **MILES DAVIS**/Tutu (WB)
- 16 **BRANDON FIELDS**/The Other Side Of The Story (Nova)
- 17 **MEL LEWIS**/20 Years At The Village Vanguard (Atlantic)
- 18 **GENE HARRIS TRIO**/Gene Harris Trio Plus One (Concord)
- 19 **JOE LoCASCIO**/I/CHET BAKER/Sleepless (Pausa)
- 20 **THE LEADERS**/mudfoot (Black-Hawk)
- 21 **LENI STERN**/Clairvoyant (Passport Jazz)
- 22 **AL JARREAU**/Is For Lover (WB)
- 23 **DON PULLEN**/GEORGE ADAMS QUARTET/Breakthrough (Blue Note)
- 24 **BRANFORD MARSALIS**/Royal Garden Blues (Columbia)
- 25 **YANA PURIM**/For A Distant Love (Pausa)
- 26 **CHRIS HUNTER**/Chris Hunter (Atlantic)
- 27 **TONIGHT SHOW BAND w/DOC SEVERINSEN**/Tonight Show Band w/Doc Severinsen (Amherst)
- 28 **KENNY BARRON**/Favin Around (MCA Impulse)
- 29 **KENNY BARRON**/Scratch (Enja)
- 30 **BEN SIDRAM**/On The Live Side (Windham Hill)

DEBUT

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Del Spencer/WDMT/Cleveland, Dean-Dean Rufus

NEW & ACTIVE

- ROW ESCHETE** "Stump Jumper" (Bainbridge) 15/4  
Ratings: Heavy 3/0, Medium 5/1, Light 7/3, Extra Adds 0, Total Adds 4, WYRS, WHVE, WVPE, KWMM, Heavy: WAER, KADX, Medium: WEBR, KUHF, WFPL, WMOT, KTCC
- DIZZY GILLESPIE** with MITCHELL-RUFF DUO "Enduring Magic" (Black-Hawk) 15/1  
Ratings: Heavy 3/0, Medium 7/0, Light 5/0, Extra Adds 1, Total Adds 1, KADX, Heavy: KUHF, KCON, Medium: WBGO, WOTB, WCLK, KLON, WHRO, WNUJ, KLCC
- MIKE STERN** "Upside Down" (Atlantic) 14/6  
Ratings: Heavy 3/0, Medium 5/3, Light 3/1, Extra Adds 2, Total Adds 6, WBGO, WDET, KKGO, KJZZ, WFSB, WDMT, Heavy: WRTI, WFPL, WNOP, Medium: KPLU, XKPX, KIFM
- CROSSING POINT** "Listener-Friendly" (City Pigeon/Optimism) 13/7  
Ratings: Heavy 0/0, Medium 7/1, Light 5/5, Extra Adds 1, Total Adds 7, WFAE, KMHD, KUOP, WHVE, KLCC, KIFM, WDMT, Medium: WAER, WFPL, WNOP, KKGO, WYLB, KLSK
- DAN SIEGEL** "Short Story" (Pausa) 13/0  
Ratings: Heavy 3/0, Medium 5/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WOTB, KMHD, KLCC, Medium: WNOP, KBEM, KWMM, KLSK, WDMT
- DREAMSTREET** "Dreamstreet" (Artful Balance) 12/5  
Ratings: Heavy 3/2, Medium 5/1, Light 7/2, Extra Adds 0, Total Adds 5, WOTB, KUOP, KBEM, WVPE, KLCC, Heavy: WAER, Medium: KIFM
- TRIPTS** "Transforming Tradition" (Black-Hawk) 11/2  
Ratings: Heavy 4/0, Medium 3/0, Light 4/2, Extra Adds 2, Total Adds 2, WUOF, WDET, KCON, Heavy: WOTB, WHRO, KCON, XKPX, Medium: WCLK, WDET, KLCC
- FRANK MORGAN** "Lament" (Fantasy) 10/2  
Ratings: Heavy 3/0, Medium 5/2, Light 7/2, Extra Adds 0, Total Adds 2, WDET, KCON, Heavy: WBGO, WRTI, WHRO, Medium: KANU, KADX, KLON
- STEPHANE GRAPPELLI** "Live In San Francisco" (Black-Hawk) 10/0  
Ratings: Heavy 4/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WAER, KLON, WNEWAM, XKPX, Medium: WRTI, KPLU, WHRO

MOST ADDED

- BRANFORD MARSALIS (19)
- MILES DAVIS (13)
- CROSSING POINT (7)
- BEN SIDRAM (7)
- MIKE STERN (6)
- DREAMSTREET (5)
- TERRY GIBBS (5)
- THE LEADERS (5)
- YANA PURIM (5)

- TERRY GIBBS** "The Latin Connection" (Fantasy) 9/5  
Ratings: Heavy 3/0, Medium 2/2, Light 3/2, Extra Adds 1, Total Adds 5, WBGO, KPLU, WHVE, WUSF, KCON, Heavy: KLON, KJAZ, WNEWAM
- FREE FLIGHT** "Illumination" (FM/CBS) 9/3  
Ratings: Heavy 2/0, Medium 5/2, Light 1/1, Extra Adds 0, Total Adds 3, WFPL, KBEM, KLCC, Heavy: WMOT, KLSK, Medium: KKGO, KJZZ, KPLU, KIFM
- JIMMY KNPPER** "1st Place" (Black-Hawk) 9/1  
Ratings: Heavy 1/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, WMT, Heavy: KANU, Medium: WRTI, WDET, KLON
- JOHN McLAUGHLIN** "Adventures In Radioland" (Relativity) 9/0  
Ratings: Heavy 3/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WGBH, Heavy: WFPL, WNOP, WDET, Medium: WRTI, WUWM, XKPX
- ERNIE WATTS** "Sanctuary" (Dueset/WB) 9/0  
Ratings: Heavy 2/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KIFM, Medium: WAER, WJZZ, KGO
- ETTA JAMES/EDDIE "CLEANHEED" WINSON** "Blues In The Night" (Fantasy) 8/4  
Ratings: Heavy 2/0, Medium 3/3, Light 3/1, Extra Adds 0, Total Adds 4, WGBH, WDET, KLCC, XKPX, Heavy: WBGO, KLON
- STEVE RECKER BAND** "Fun With Old Clothes" (Autumn Breeze) 8/4  
Ratings: Heavy 0/0, Medium 4/0, Light 2/2, Extra Adds 2, Total Adds 4, WAER, WDET, KJZZ, KPLU, Medium: WFPL, WHVE, WVPE, WDMT
- STANLEY CLARKE** "Hideaway" (Epic) 7/2  
Ratings: Heavy 3/0, Medium 2/1, Light 1/0, Extra Adds 1, Total Adds 2, WOTB, WJZZ, Heavy: WLOQ, WNOP, KKGO, Medium: KTCC
- LINDA PETERSON** "Too Late To Leave Early" (Celebration Records) 7/2  
Ratings: Heavy 0/0, Medium 2/0, Light 1/0, Extra Adds 1, Total Adds 2, WOTB, KANU, Medium: WBEE, KJZZ
- GEORGE RUSSELL & LIVING TIME ORCHESTRA** "So What" (Blue Note) 7/1  
Ratings: Heavy 1/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WFSB, Heavy: KERA, Medium: WBFO, WNUJ, XKPX
- STEVE SLAGLE** "Rio Highlife" (Atlantic) 7/0  
Ratings: Heavy 1/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KPLU, Medium: KWMM, KIFM, KLSK
- M. ALEXANDER/M.H.O. PEDERSEN/G. TATE** "Threesome" (Soul Note) 6/4  
Ratings: Heavy 2/0, Medium 5/1, Light 3/1, Extra Adds 2, Total Adds 4, WBGO, KUHF, KJAZ, WUSF
- FLORA PURIM & AIRO** "The Magicians" (Concord) 6/2  
Ratings: Heavy 1/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, WYRS, WAER, Heavy: KJAZ, Medium: WBGO, KGO
- HANK MOBLEY** "Straight No Filter" (Blue Note) 6/1  
Ratings: Heavy 5/0, Medium 0/0, Light 1/1, Extra Adds 0, Total Adds 1, WEBR, Heavy: WBGO, WRTI, KJAZ, KBEM, KCON, KLON
- SATHIMA BEA BENJAMIN** "Windsong" (Black-Hawk) 6/1  
Ratings: Heavy 1/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, KWMM, Heavy: KJAZ, Medium: KERA, KANU, KPLU
- DIRTY DOZEN BRASS BAND** "Live: Mardi Gras In Montreal" (Rounder) 6/0  
Ratings: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WRTI, Medium: WDET
- ART FARMER & BENNY GOLSON** "Back To The City" (Fantasy) 6/0  
Ratings: Heavy 1/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KWMM, Medium: WRTI, KUHF, KANU, K A D X

HOTTEST

- KEVIN EUBANKS (23)
- WYNTON MARSALIS (22)
- LEE RITENOUR (16)
- RANDY BRECKER & ELIANE ELIAS (11)
- ROUND MIDNIGHT (11)
- MILES DAVIS (10)
- EARL KLUGH (8)

REGIONALIZED ADS & HOTS

EAST	MIDWEST	NORTHWEST	SOUTH
<p><b>WYLL/Chicago</b> 6/4 Ratings: Heavy 2/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KIFM, Medium: WAER, WJZZ, KGO</p> <p><b>WYLL/Chicago</b> 6/4 Ratings: Heavy 2/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KIFM, Medium: WAER, WJZZ, KGO</p>	<p><b>WYLL/Chicago</b> 6/4 Ratings: Heavy 2/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KIFM, Medium: WAER, WJZZ, KGO</p>	<p><b>WYLL/Chicago</b> 6/4 Ratings: Heavy 2/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KIFM, Medium: WAER, WJZZ, KGO</p>	<p><b>WYLL/Chicago</b> 6/4 Ratings: Heavy 2/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KIFM, Medium: WAER, WJZZ, KGO</p>

**Thanks To You, Jazz Radio...**

**THE TONIGHT SHOW BAND**  
DOC SEVERINSEN

**The TONIGHT<sup>®</sup> SHOW BAND with DOC SEVERINSEN Is A Hit!**

**JAZZ CHART DEBUT**

Featuring  
"Johnny's Theme (The Tonight Show Theme)" and "Skyliner"  
Produced by JEFF TYZIK

Watch for more releases from AMHERST RECORDS  
1800 Main St., Buffalo, NY 14206 (716) 883-3820  
Contact LARRY SILVER



# YOUNG BLACK PROGRAMMERS COALITION, INC.

## NOVEMBER 14th, 15th, & 16th, 1986 HYATT REGENCY HOTEL

Houston, Texas  
(713) 654-1234

*Special YBPC Room Rate*  
**\$49 Single \$59 Double per day/per room**

**Theme: Where Do We Go From Here ???**

- I. The Changing Format
- II. Record Promotion The New Ball Game
- III. Polishing Your Image In The Industry

### SCHEDULE OF EVENTS

#### FRIDAY, NOVEMBER 14th

Registration 3:00 pm - 5:00 pm  
7:00 pm - 9:00 pm — Cocktail Party

#### SATURDAY, NOVEMBER 15th

Registration 10:00 am - 12 Noon  
General Session 9:00 am - 10:00 am  
Workshop I 10:30 am - 12:00 Noon  
Lunch 12:00 Noon - 1:30 am  
Workshop II 1:30 pm - 3:00 pm  
Workshop III 3:00 pm - 4:30 pm  
Cocktail Party 6:00 pm - 8:00 pm  
Award Banquet 8:00 pm - 11:00 pm

#### SUNDAY, NOVEMBER 16th

**YBPC ANNUAL  
MEETING**

*Election of National  
Officers*  
11:00am - 2:00pm

#### EARLY BIRD REGISTRATION FEES

Members.....	\$50.00
Non-Members.....	\$60.00
Late Fee After October 31.....	\$10.00
Spouse Regular or Banquet Ticket.....	\$40.00
CONTACT: Barbara Lewis.....	1-504-242-3131
Marcell Lee.....	504-822-1945
Stephanie Smallwood.....	318-898-1112

#### SOUVENIR BOOKLET INFORMATION

★ Ads Page Size Based on 8½x11 Trim

\$400.00.....	Full Page - Inside Front & Back
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\$200.00.....	Half Page
\$150.00.....	Fourth Page
\$75.00.....	Eighth Page
\$50.00.....	Professional Card and Name
Non Camera Ready Art Work.....	\$100.00

CONTACT: Henry Jefferson, 10600 So. Gessner #4,  
Houston, Texas 77071, 713-271-0011  
A.D. Washington, 214-556-2002

#### THE NINTH ANNUAL YBPC NATIONAL MEETING '86

YBPC, INC. c/o BARBARA LEWIS  
7011 Salem Dr.  
New Orleans, La. 70127

Name \_\_\_\_\_

Radio/TV Station \_\_\_\_\_

Radio/TV Station \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ \$ \_\_\_\_\_

(CHECKS OR MONEY ORDERS ONLY)



# Patti LaBelle

**#1 BREAKER**

PATTI DOES IT AGAIN WITH

38 — 25

## "KISS AWAY THE PAIN"

FROM THE MULTI-HIT PLATINUM ALBUM

## "WINNER IN YOU"

PRODUCED BY RON "HAVE MERCY" KERSEY AND BUDD ELLISON  
MANAGEMENT: GALLIN/MOREY

# RFTW

**READY FOR THE WORLD**

**#2 BREAKER**

32 — 22

## "LOVE YOU DOWN"

THE MOST REQUESTED NEW SINGLE AT  
RADIO TODAY WITH MAJOR CONSUMER DEMAND.  
FROM THEIR SELF PRODUCED ALBUM.

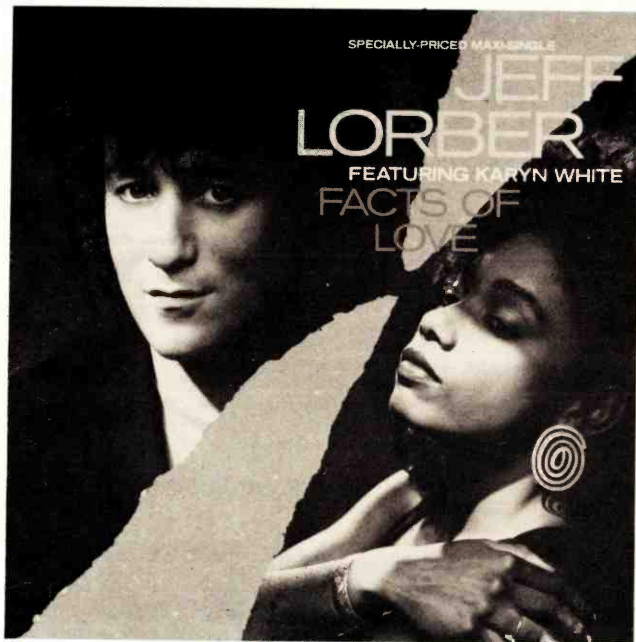
## "LONG TIME COMING"

MANAGEMENT: A.M.I.



# IT'S A FACT.

Jeff Lorber Has A Breaker.



**"Facts Of Love"**

**The Hit Single**

**Featuring Karyn White**

**Produced by Evan Rogers,  
Carl Sturken and Jeff Lorber**

**From The New Album**

**Private Passion**

*Direction: Left Bank Management*

## **Pssst...**

**"Tell Me What I Gotta Do"**

**Al Jarreau**

**The New Single**

**Produced by Nile Rodgers**

**From The Smash Album**

**L Is For Lover**

*Management: Patrick Hains & Associates*



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# RADIO & RECORDS NATIONAL AIRPLAY

## FULL-SERVICE AC

### TOP 20

Three Weeks	Two Weeks	Last Week		
6	4	1	<b>1</b>	TOTO//I'll Be Over You (Columbia)
4	3	3	<b>2</b>	ANITA BAKER/Sweet Love (Elektra)
12	7	5	<b>3</b>	CARLY SIMON/Coming Around Again (Arista)
20	14	6	<b>4</b>	PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)
2	1	2	<b>5</b>	GENESIS/Throwing It All Away (Atlantic)
—	16	8	<b>6</b>	LIONEL RICHIE/Love Will Conquer All (Motown)
17	15	11	<b>7</b>	CYNDI LAUPER/True Colors (Portrait/CBS)
11	10	9	<b>8</b>	GLADYS KNIGHT & BILL MEDLEY/Loving On Borrowed Time (Scotti Bros./CBS)
1	2	4	<b>9</b>	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
3	5	7	<b>10</b>	CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
5	6	10	<b>11</b>	NEIL DIAMOND/The Story Of My Life (Columbia)
14	13	13	<b>12</b>	PAUL SIMON/You Can Call Me Al (WB)
—	—	17	<b>13</b>	KENNY ROGERS/They Don't Make Them Like They Used To (RCA)
—	—	19	<b>14</b>	DAVID PACKER/Just Can't Let Go (WB)
8	8	12	<b>15</b>	EL DeBARGE/Love Always (Gordy/Motown)
—	—	18	<b>16</b>	BEACH BOYS/California Dreamin' (Capitol)
—	—	20	<b>17</b>	JANET JACKSON/When I Think Of You (A&M)
—	—	—	<b>18</b>	MADONNA/True Blue (Sire/WB)
—	—	—	<b>19</b>	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
—	—	—	<b>20</b>	HUMAN LEAGUE/Human (Virgin/A&M)

DEBUT  
DEBUT  
BREAKER

OCTOBER 17, 1986

Total Reports/Adds	Heavy	Medium	Light
45/1	39	5	1
40/0	32	7	1
40/0	31	9	0
44/3	24	17	3
40/0	29	8	3
41/0	22	17	2
33/0	21	11	1
35/0	21	13	1
38/0	20	14	4
31/0	14	13	4
29/0	15	11	3
27/1	15	12	0
34/7	3	25	6
28/4	8	18	2
26/0	7	14	5
27/2	1	19	7
22/2	9	10	3
26/3	3	19	4
26/3	4	15	7
25/5	2	16	7

### MOST ADDED

KENNY ROGERS (7)  
GORDON LIGHTFOOT (6)  
SERGIO MENDES BRASIL '86 (6)  
BILLY OCEAN (6)  
WHAMI (6)

### HOTTEST

TOTO (28)  
CARLY SIMON (26)  
ANITA BAKER (21)  
GENESIS (20)  
PETER CETERA w/AMY GRANT (18)

## BREAKERS

### HUMAN LEAGUE Human (Virgin/A&M)

54% of our reporters on it. Rotations: Heavy 2, Medium 16, Light 7, Total Adds 5, WPRO, WCHS, WHAS, WRVA, WHBC. Debuts at number 20 on the Full-Service chart.

### CHRIS DeBURGH The Lady In Red (A&M)

50% of our reporters on it. Rotations: Heavy 2, Medium 16, Light 5, Total Adds 2, WTMJ, WIBA.

## NEW & ACTIVE

### JANET JACKSON "When I Think Of You" (A&M) 22/2

Rotations: Heavy 9/0, Medium 10/1, Light 3/1, Total Adds 2, WDBO, KOY, Heavy: WFBR, 55KRC, KFMB, WICC, WHAS, KUGN, WNNR, WSTU, KVEC. Medium including WCHS, WGOV, WHBC, WSPD, KBOI, WPOE, WMTR, WGBR, KFQD. Mo-tes 20-17 on the Full-Service chart.

### CHRISTOPHER CROSS "Loving Strangers" (Arista) 17/2

Rotations: Heavy 0, Medium 13/1, Light 4/1, Total Adds 1, KBOI, Heavy: WCCO, KTWO, Medium: WFBR, WJXB, WSPY, KBOI, KUGN, KSL, WNNR, WPOE, WGBR, WJBC, WASK, KTWO. Light including WRQK, WMTR, WSTU.

### DOUBLE "Woman Of The World" (A&M) 17/1

Rotations: Heavy 2/0, Medium 9/0, Light 6/1, Total Adds 1, KBOI, Heavy: WCCO, KTWO, Medium: WFBR, WJXB, WSPY, KBOI, KUGN, KSL, WNNR, WPOE, WGBR, WJBC, WASK, KTWO. Light including WCHS, WRQK, WMTR, WSTU.

### WHAMI "Where Did Your Heart Go?" (Columbia) 16/6

Rotations: Heavy 0, Medium 6/0, Light 10/5, Total Adds 6, WCHS, WGOV, WRQK, KUGN, WMTR, WGBR, Medium: WFBR, WEL, WGY, KBOI, WPOE, KVEC. Light including WNNR, WTKO, WSTU, WJBC.

### RIC OCASEK "Emotion In Motion" (Geffen) 16/0

Rotations: Heavy 1/0, Medium 10/0, Light 5/0, Total Adds 0, Heavy: WGOV, Medium: WCHS, WHBC, WJBC, WSPD, KUGN, WPOE, WMTR, WASK, KTWO, KVEC. Light: WNNR, WTKO, WSTU, WCL, KFQD.

### GORDON LIGHTFOOT "Stay Loose" (WB) 13/6

Rotations: Heavy 0, Medium 6/0, Light 7/6, Total Adds 6, WDBO, WTMJ, WIBC, WROK, WMTR, WASK, Medium: WCCO, WHBY, KUGN, WPOE, KTWO, KVEC. Light including WTKO.

### BEN E. KING "Stand By Me" (Atlantic) 11/5

Rotations: Heavy 0, Medium 5/1, Light 6/4, Total Adds 5, WFBR, WGOV, WPOE, WTKO, WMTR, Medium including WPRO, WCCO, KHDW, WSTU. Light including WCHS, WRQK.

### SERGIO MENDES BRASIL '86 "Take This Love" (A&M) 10/6

Rotations: Heavy 0, Medium 3/1, Light 7/5, Total Adds 6, WFBR, WCHS, WPOE, WTKO, WMTR, WGBR, Medium including WCCO, KSL, Light including WHBY, KTWO.

### GREGORY ABBOTT "Shake You Down" (Columbia) 9/3

Rotations: Heavy 0, Medium 1/0, Light 8/3, Total Adds 3, WCCO, WPOE, WCL, Medium: WHBY, Light including WNNR, WTKO, WMTR, WSTU, KTWO.

### RITA COOLIDGE & RUPERT HOLMES "Touch And Go" (Polydor/PolyGram) 9/2

Rotations: Heavy 0, Medium 5/0, Light 4/2, Total Adds 2, WIBC, KUGN, Medium: WFBR, WHBY, KSL, WPOE, KVEC. Light including WGBR, KTWO.

## SIGNIFICANT ACTION

### WILLIAM LEE GOLEEN "You Can't Take It With You" (MCA) 8/2

Rotations: Heavy 0, Medium 1/0, Light 7/2, Total Adds 2, WCCO, WJBC, Medium: KVEC. Light including WHBY, WPOE, WTKO, WGBR, WJBC.

### METROPOLITANS "Camden Tide" (T.C. Records) 7/0

Rotations: Heavy 0, Medium 2/0, Light 5/0, Total Adds 2, WCCO, KVEC. Light: WHBY, WHBC, WPOE, WTKO, WGBR.

### BILLY OCEAN "Love Is Forever" (Live/Arista) 6/6

Rotations: Heavy 0, Medium 2/2, Light 4/4, Total Adds 6, WFBR, WCCO, WHBY, KUGN, KSL, WGBR.

### BOSTON "Amanda" (MCA) 6/2

Rotations: Heavy 0, Medium 3/0, Light 3/2, Total Adds 2, KFMB, WMTR, Medium: WPOE, WTKO, WSTU. Light including WNNR.

### QMD "(Forever) Live And Die" (Virgin/A&M) 6/0

Rotations: Heavy 0, Medium 2/0, Light 4/0, Total Adds 0, Medium: KUGN, KVEC. Light: WCCO, WNNR, WTKO, WASK.

### HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 5/1

Rotations: Heavy 0, Medium 1/0, Light 4/1, Total Adds 1, WGOV, Medium: KUGN. Light including WCCO, WJBC, KTWO.

### GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 5/0

Rotations: Heavy 0, Medium 3/0, Light 2/0, Total Adds 0, Medium: WCCO, WHAS, WSTU. Light: WNNR, WTKO.

### BILLY VERA & THE BEATERS "At This Moment" (Rhino) 3/2

Rotations: Heavy 0, Medium 1/0, Light 2/2, Total Adds 2, WPOE, WJBC, Medium: KVEC.



## "AT THIS MOMENT" BY BILLY VERA AND THE BEATERS FROM THE HIT T.V. SERIES FAMILY TIES — ON YOUR DESK NOW!

"THE RESPONSE HAS REALLY BEEN OVERWHELMING... MUCH MORE RESPONSE THAN THE PHIL COLLINS TUNE RECEIVED WHEN IT WAS ON MIAMI VICE AND THAT TUNE WENT TOP 10!"

MARTHA HANRAHAN  
NBC BURBANK MUSIC DIVISION

"... HAD 30 CALLS IN 10 MINUTES... THE NUMBER 2 REQUEST SONG THE FIRST DAY."

RIC SWANN  
WKEE, HUNTINGTON, W. VA.

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AVAILABLE FROM  
RHINO RECORDS  
RNL 70858 RNC 70856











# AOR ALBUMS

Three  
Weeks  
Last  
Weeks

## 170 REPORTS

Three Weeks	Last Weeks	Album
1	1	<b>BOSTON</b> /Third Stage (MCA)
2	2	<b>HUEY LEWIS &amp; THE NEWS</b> /Fore! (Chrysalis)
3	3	<b>RIC OCASEK</b> /This Side Of Paradise (Geffen)
4	4	<b>STEVE WINWOOD</b> /Back In The High Life (Island/WB)
5	5	<b>JOHN FOGERTY</b> /Eye Of The Zombie (WB)
6	6	<b>TALKING HEADS</b> /True Stories (Sire/WB)
7	7	<b>BRUCE HORNSBY &amp; THE RANGE</b> /The Way It Is (RCA)
8	8	<b>BON JOVI</b> /Slippery When Wet (Mercury/PG)
9	9	<b>DAVID &amp; DAVID</b> /Boomtown (A&M)
10	10	<b>TIL TUESDAY</b> /Welcome Home (Epic)
11	11	<b>PETER GABRIEL</b> /So (Geffen)
12	12	<b>EDDIE MONEY</b> /Can't Hold Back (Columbia)
13	13	<b>BAD COMPANY</b> /Fame And Fortune (Atlantic)
14	14	<b>TINA TURNER</b> /Break Every Rule (Capitol)
15	15	<b>KBC BAND</b> /KBC Band (Arista)
16	16	<b>TIMBUK3</b> /Greetings From Timbuk3 (IRS/MCA)
17	17	<b>BILLY SQUIER</b> /Enough Is Enough (Capitol)
18	18	<b>GENESIS</b> /Invisible Touch (Atlantic)
19	19	<b>TRIUMPH</b> /The Sport Of Kings (MCA)
20	20	<b>GEORGIA SATELLITES</b> /Georgia Satellites (Elektra)
21	21	<b>DAVID LEE ROTH</b> /Eat 'Em And Smile (WB)
22	22	<b>WANG CHUNG</b> /Mosaic (Geffen)
23	23	<b>OUTFIELD</b> /Play Deep (Columbia)
24	24	<b>R.E.M.</b> /Lifes Rich Pageant (IRS/MCA)
25	25	<b>SMITHEREENS</b> /Especially For You (Enigma)
26	26	<b>IGGY POP</b> /Blah, Blah, Blah (A&M)
27	27	<b>PETE TOWNSHEND</b> /Deep End Live! (Atco)
28	28	<b>PLAYING FOR KEEPS</b> /Soundtrack (Atlantic)
29	29	<b>STABILIZERS</b> /Tyranny (Columbia)
30	30	<b>RATT</b> /Dancing Undercover (Atlantic)
31	31	<b>PAUL SIMON</b> /Graceland (WB)
32	32	<b>VAN HALEN</b> /5150 (WB)
33	33	<b>JOURNEY</b> /Raised On Radio (Columbia)
34	34	<b>BILLY JOEL</b> /The Bridge (Columbia)
35	35	<b>CINDERELLA</b> /Night Songs (Mercury/PG)
36	36	<b>EURYTHMICS</b> /Revenge (RCA)
37	37	<b>NEIL YOUNG</b> /Landing On Water (Geffen)
38	38	<b>OUTLAWS</b> /Soldiers Of Fortune (Pasha/CBS)
39	39	<b>SURVIVOR</b> /When Seconds Count (Scotti Bros./CBS)
40	40	<b>RAINMAKERS</b> /The Rainmakers (Mercury/PG)

## OCTOBER 17, 1986

Album	Total Reports/Adds	Power	Heavy	Medium
"Amanda" (136) "Ready" (123) "Cool" (82)	156 +/1	73 +	147 +	8 =
"Hip" (145) "Jacob's" (83) "Whole" (50)	158 -/0	59 -	143 -	15 +
"Emotion" (148) "True" (93) "Laughing" (18)	163 -/0	48 -	138 -	24 +
"Freedom" (148) "Split" (39) "Take It" (36)	157 -/1	44 -	139 -	18 +
"Change" (142) "Headlines" (91) "Eye" (25)	161 +/3	21 +	112 +	48 =
"Wild" (96) "Puzzlin'" (80) "Love" (25)	137 -/2	18 -	77 -	51 +
"The Way" (142) "Down" (11) "Western" (6)	150 +/8	45 +	110 +	37 =
"You Give" (113) "Wanted" (50) "Livin'" (8)	129 =/2	25 +	93 -	28 +
"Welcome" (90) "Swallowed" (87) "Easy" (3)	141 -/3	16 -	71 -	65 +
"What About" (144) "Coming" (7) "Lover's" (2)	146 +/2	23 +	81 +	59 -
"Voice" (108) "Eyes" (42) "Big Time" (10)	127 +/10	7 -	60 -	61 +
"Take Me" (66) "We Should" (63) "Endless" (11)	113 -/6	21 -	70 -	36 +
"This Love" (115) "Fame" (29) "Burning" (9)	139 +/10	3 =	47 +	87 +
"Back" (119) "Overnight" (21) "Typical" (12)	132 +/8	6 +	45 +	82 +
"It's Not You" (143) "America" (7) "Mariel" (3)	147 /12	6	43	91
"The Future" (134) "Life" (6) "Hairstyles" (1)	135 +/9	8 -	53 +	77 -
"Love Is" (125) "Shot" (15) "Powerhouse" (6)	130 +/3	6 +	47 +	80 -
"Land" (68) "Deep" (21) "Throwing" (15)	96 -/10	7 -	46 +	43 +
"Somebody's" (67) "Tears" (62) "Night" (2)	108 -/10	8 -	37 -	62 +
"Keep" (140) "Can't Stand" (1)	141 +/13	3 +	22 +	99 +
"Crazy" (93) "Ladies" (21) "Tobacco" (6)	99 -/0	6 -	44 -	51 -
"Everybody" (104) "Eyes" (6) "Let's" (4)	110 -/5	11 +	46 +	56 -
"Everytime" (105)	105 -/3	11 +	45 +	51 -
"Superman" "Fall" (39) "Cuyahoga" (6)	99 -/12	4 -	31 -	57 +
"Blood" (79) "Behind" (12) "Lonely" (5)	93 -/6	5 -	24 -	58 -
"Cry" (93) "Real" (7) "Blah" (2)	100 +/9	2 =	12 +	67 +
"Barefootin'" (43) "Behind" (22) "Save" (11)	74 -/9	1 =	14 =	54 -
"Life" (86) "Say The Word" (2) "Stand" (1)	89 -/11	0 =	14 =	67 +
"One Simple Thing" (94) "Underground" (2)	94 +/19	1 =	7 +	66 +
"Dance" (78) "Body Talk" (7) "Drive Me" (3)	86 +/7	2 =	7 +	61 +
"Graceland" (58) "You Can" (16) "The Boy" (6)	56 +/11	1 -	18 +	39 =
"5150" (47) "Love Walks In" (7) "Summer" (2)	56 +/6	6 +	16 =	33 +
"Girl" (56) "Raised" (1) "Positive" (1)	58 -/6	7 -	18 -	33 -
"A Matter" (28) "Running" (11) "Baby" (7)	43 -/1	8 -	24 -	14 -
"Nobody's Fool" (69) "Snake Me" (5)	71 +/7	1 =	6 +	47 +
"Tomorrow" (30) "Thorn" (16) "Missionary" (7)	54 -/0	2 +	16 -	31 -
"Weight" (39) "Touch" (9) "Hippie" (2)	45 -/0	1 +	5 -	37 -
"Soldiers" (53) "One Last" (13) "Night" (5)	71 +/16	1 =	3 +	45 +
"Is This Love" (56)	56 /56	1	5	42
"Let My" (30) "Downstream" (10) "Nobody" (3)	42 -/1	0 =	6 -	28 -

## TODAY'S PREMIER BASS SYNTHESIST

### BRIAN BROMBERG

THE INDUSTRY'S  
BEST KEPT  
SECRET



"A NEW DAY"  
"MUSHY TUSHY"

Featuring Joe Farrell's farewell studio performance!  
and the hot tenor sax of Ernie Watts

COMING SOON TO AOR RADIO: Baba Olatunji, Produced by Mickey Hart (Grateful Dead)  
Oliver Lake  
Malo

Contact: Brenda Winfield 818-506-0129 (Blackhawk)  
Dede Whiteside 415-974-3500 (Aspen Group)

MORE GREAT MUSIC FROM



THE ASPEN RECORD GROUP  
320 Broadway  
San Francisco, CA 94107

## BREAKERS

KBC BAND  
KBC Band (Arista)  
86% of our reporters on it.

### NEW & ACTIVE

- CHEAP TRICK** "The Doctor" (Epic) 49/8 (41/8)  
Adds: WKRG, WEGP, KJOT, KLO, WMGM, WZEV, WIXY, KQWB. Heavy 2. KOMP, KRQU. Medium 33 including KGB, KRQR, WEZK, KNKN, WKDF, KISS, KRNA, KFMF
- GEORGE THOROGOOD & THE DESTROYERS** "Live" (EMI America) 42/14 (30/11)  
Adds including WMMR, DC101, KUPD, WEZK, WAPL, KRNA, KQWB. Powers 1. Heavy 3. WNEW, KGB, KFMG. Medium 28 including WXRK, WLLZ, WRIF, WGFN, KBI, KISS, KQDS, WLAV, WRKI
- ALICE COOPER** "Constrictor" (MCA) 40/4 (37/12)  
Adds: WAAF, KWIC, KEZO, WMGM. Heavy 1. KNAC. Medium 26 including WBAB, WXRK, WLVO, WRIF, KSHE, KNKN, WKDF, KISS, KATT, KILQ
- BERLIN** "Count Three And Pray" (Geffen) 38/7 (30/17)  
Adds: KBCO, KZAP, CHEZ, KNKN, WDJZ, WMGM, KSPN. Heavy 3. K97, KRNA, KRQU. Medium 27 including WSHE, WLUP, KRBI, KRQD, 9IX, WCCC, WLAV, KEZO, KILQ, KDJK
- BIG ALIUD DYNAMITE** "Number 10 Upping Street" (Columbia) 37/16 (22/8)  
Adds including WBON, WBAB, KZEV, KFOG, WCCC, WWWW, KQWB. Powers 1. Heavy 9 including KRQD, WHFS, WLIR, WFNX, KTCL. Medium 10 including WNEW, WMMR, WXR1, 9IX, WPLR, WMRY, KZEL, KKDJ
- DARYL HALL** "Three Hearts In The Happy Ending Machine" (RCA) 35/13 (25/2)  
Adds including WKLC, WCCC, WHTF, WZCY, WKQD, KGGG, WWCT, KRNA, KQWB. Heavy 7 including KINK, WZZO, WVRV, KKKY, KESI, KSPN. Medium 24 including WMMR, Q107, WPLR, CHEZ, WJOD, WEZK, WRDU
- BROKEN HOMES** "Broken Homes" (MCA) 35/5 (30/5)  
Adds: WLUP, WHEB, WKDF, WTUE, KDKJ. Heavy 4. WDFM, KLB, KWIC, KZEL. Medium 16 including WLLZ, KOMA, KATT, KLPX, WGIR, KRNA, KOZZ
- WOODY BLUES** "The Other Side Of Life" (Polydor/PolyGram) 33/8 (25/12)  
Adds: WTPA, WPDH, WEZK, WLNZ, WRIF, KSOY, KRQU, KOZZ. Heavy 2. WCCC, KSPN. Medium 25 including WDOVE, KINK, KZAP, WZZO, KZEL, WRKI, WGIR, KRNA
- GLASS TIGER** "The Thin Red Line" (Manhattan) 33/4 (29/12)  
Adds: WSHE, WKLC, WTUE, KATT. Powers 1. Heavy 3. Q107, WIMZ, KRNA. Medium 25 including WBAB, WYNF, KZAP, WCCC, WEZK, KNKN, KGGG
- JOAN JETT & THE BLACKHEARTS** "Good Music" (Blackheart/CBS) 32/6 (26/5)  
Adds: 9IX, WOUR, WDJZ, WLNZ, WXRK, WZZO. Heavy 6. WBCN, WNEW, WDHA, WLIR, KRIX, KRQU. Medium 13 including WBAB, KZEV, WSHE, KGB, WPDH, WRKI, KRNA
- WINNIE VINCENT** "Invasion" (Chrysalis) 32/3 (34/3)  
Adds: KZEV, WHEB, WXRK. Heavy 2 including KNAC. Medium 11 including KTXQ, WLVO, WLLZ, KUPD, KISW, KISS, WROK

Continued on Page 83

# TRIUMPH

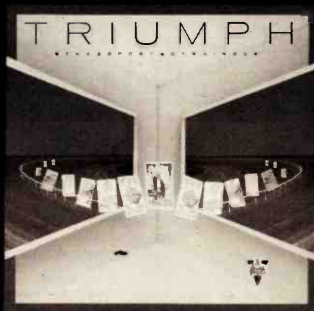


' T E A R S I N T H E R A I N '

TRACK DEBUT 44

THE NEW 12 INCH RELEASE FROM

■ T H E ▲ S P O R T ● O F ▼ K I N G S ■



Direction  
Musicon Management, Inc.

MCA RECORDS

Produced by  
Mike Clink  
Executive Producer:  
Thom Trumbo

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AS THE SECOND HIT BREAKS AT AOR  
DEBUTS R&R 43  
#1 MOST ACTIVE  
AT CHR

# AOR TRACKS

## PETER GABRIEL That Voice Again

TRACKS **22**

## WANG CHUNG Everybody Have Fun Tonight

TRACKS **23**

## RIC OCASEK True To You

TRACKS **26**

## BERLIN Like Flames

NEW & ACTIVE

## LONE JUSTICE Shelter

FIRST WEEK OUT! 45/45  
ONE OF THE WEEK'S MOST ADDED TRACKS

NEW & ACTIVE

## And DON HENLEY Who Owns This Place

ON YOUR DESK NOW!

# RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS

170 REPORTS

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
5	3	3	1	HUEY LEWIS &.../Hip To Be Square (Chrysalis)	145	-/0	51- 130- 15+
—	15	6	2	PRETENDERS/Don't Get Me Wrong (Sire/WB)	156	+/2	36+ 116+ 38-
1	2	1	3	RIC OCASEK/Emotion In Motion (Geffen)	148	-/0	48- 127- 19+
3	1	2	4	BOSTON/Amanda (MCA)	136	-/2	60- 126- 9+
6	4	4	5	STEVE WINWOOD/Freedom Overspill (Island/WB)	148	+/4	38- 123- 25+
18	8	5	6	BILLY IDOL/To Be A Lover (Chrysalis)	150	-/0	32+ 110+ 35-
15	9	7	7	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	142	+/8	45+ 108+ 37-
19	13	9	8	JOHN FOGERTY/Change In The Weather (WB)	142	+/10	16+ 91+ 49-
16	12	8	9	'TIL TUESDAY/What About Love (Epic)	144	+/2	23+ 80+ 58-
11	11	10	10	BON JOVI/You Give Love A Bad Name (Mercury/PG)	113	-/3	24+ 86- 21=
—	28	21	11	BOSTON/We're Ready (MCA)	123	+/20	14+ 71+ 49-
20	17	13	12	TIMBUK3/The Future's So Bright...(IRS/MCA)	134	+/9	8- 53+ 77-
—	29	19	13	KBC BAND/It's Not You It's Not Me (Arista)	143	+/9	6+ 43+ 88-
22	17	14	14	BILLY SQUIER/Love Is The Hero (Capitol)	125	+/3	6+ 45+ 77-
—	39	26	15	GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)	140	+/13	3+ 22+ 99+
4	6	12	15	TALKING HEADS/Wild Wild Life (Sire/WB)	96	-/0	16- 58- 32-
32	25	18	17	BAD COMPANY/This Love (Atlantic)	115	-/2	3= 44+ 68-
7	7	11	18	DAVID & DAVID/Welcome To The Boomtown (A&M)	90	-/1	14- 60- 27-
33	26	22	19	TINA TURNER/Back Where You Started (Capitol)	119	+/6	1+ 37+ 76+
DEBUT	26	20	20	POLICE/Don't Stand So Close '86 (A&M)	106	+/92	5+ 41+ 51+
25	21	20	21	OUTFIELD/Everytime You Cry (Columbia)	105	-/3	11+ 45+ 51-
47	44	29	22	PETER GABRIEL/That Voice Again (Geffen)	108	+/27	2+ 37+ 64+
45	32	27	23	WANG CHUNG/Everybody Have Fun Tonight (Geffen)	104	+/4	11+ 45+ 52-
14	14	15	24	DAVID LEE ROTH/Goin' Crazy (WB)	93	-/0	6- 41- 49-
—	—	—	25	BENJAMIN ORR/Stay The Night (Elektra)	113	+/33	2+ 18+ 88+
43	34	28	25	RIC OCASEK/True To You (Geffen)	93	+/11	0- 38+ 51+
12	19	24	27	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	83	-/2	6+ 43- 38-
23	23	23	28	JOHN FOGERTY/Headlines (WB)	91	-/1	2+ 39- 50-
2	5	14	29	EDDIE MONEY/Take Me Home Tonight (Columbia)	66	-/0	15- 53- 9-
—	36	30	30	BOSTON/Cool The Engines (MCA)	82	+/10	2- 43+ 37=
17	16	25	31	SMITHEREENS/Blood & Roses (Enigma)	79	-/2	5- 22- 45-
9	10	16	32	TRIUMPH/Somebody's Out There (MCA)	67	-/0	7- 32- 32-
58	46	39	35	TALKING HEADS/Puzzlin' Evidence (Sire/WB)	80	+/19	3+ 30+ 42+
51	42	34	34	IGGY POP/Cry For Love (A&M)	93	+/7	2= 10+ 65+
55	49	35	35	PETE TOWNSHEND/Life To Life (Atlantic)	86	+/12	0= 13+ 66+
—	55	40	36	DAVID & DAVID/Swallowed By The Cracks (A&M)	87	+/22	1- 18+ 60+
44	41	41	37	GENESIS/Land Of Confusion (Atlantic)	68	+/17	4+ 27+ 38+
56	53	48	38	STABILIZERS/One Simple Thing (Columbia)	94	+/20	1= 7+ 66+
—	52	39	39	EDDIE MONEY/We Should Be Sleeping (Columbia)	63	+/15	3= 22+ 37+
—	59	47	40	RATT/Dance (Atlantic)	78	+/8	2= 7+ 57+
31	30	32	41	JOURNEY/Girl Can't Help It (Columbia)	56	-/6	7- 18- 31-
—	57	42	42	R.E.M./Superman (IRS/MCA)	67	+/24	0= 14+ 43+
13	24	33	43	PETER GABRIEL/In Your Eyes (Geffen)	42	-/0	4- 29- 9-
DEBUT	44	34	44	TRIUMPH/Tears In The Rain (MCA)	62	+/40	7= 9+ 43+
29	38	45	45	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	44	-/0	3+ 22- 22-
24	33	37	46	STEVE WINWOOD/Split Decision (Island/WB)	39	-/1	5- 21- 16-
—	58	53	47	CINDERELLA/Nobody's Fool (Mercury/PG)	69	+/8	1= 6+ 45+
—	43	42	48	BOSTON/Can'tcha Say/Still In Love (MCA)	41	-/1	0- 18- 21-
—	55	49	49	PAUL SIMON/Graceland (WB)	58	+/12	1= 13+ 38+
39	45	50	50	HUEY LEWIS & THE NEWS/Whole Lotta Lovin' (Chrysalis)	50	-/1	1+ 13= 35-
—	60	51	51	BON JOVI/Wanted Dead Or Alive (Mercury/PG)	50	+/13	2= 12+ 32+
—	56	52	52	VAN HALEN/5150 (WB)	47	+/6	4+ 11+ 29+
DEBUT	53	43	53	HOWARD JONES/You Know I Love You... Don't You? (Elektra)	52	+/18	2+ 9+ 33+
38	46	54	54	STEVE WINWOOD/Take It As It Comes (Island/WB)	36	-/3	0- 17+ 17-
8	16	31	55	R.E.M./Fall On Me (IRS/MCA)	39	-/0	3- 20- 15-
DEBUT	56	46	56	SURVIVOR/Is This Love (Scotti Bros./CBS)	56	/56	1 5 42
26	27	38	57	NEIL YOUNG/Weight Of The World (Geffen)	39	-/0	1+ 4- 32-
37	37	46	58	ARETHA FRANKLIN/Jumpin' Jack Flash (Arista)	48	-/0	0= 10- 31-
30	31	44	59	PETE TOWNSHEND/Barefootin' (Atco)	43	-/3	0= 7- 33-
21	35	49	60	BILLY JOEL/A Matter Of Trust (Columbia)	28	-/0	7- 16- 10-

# BREAKERS

**BENJAMIN ORR**  
Stay The Night (Elektra)  
66% of our reporters on it.

**PETER GABRIEL**  
That Voice Again (Geffen)  
64% of our reporters on it.

**POLICE**  
Don't Stand So Close '86 (A&M)  
62% of our reporters on it.

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# CHR PARALLEL ONE PLAYLISTS

## EAST

### BIO4

WBSB  
Baltimore

PD: Steve Kingston  
MD: Amy Kronthal

- 1 JAMES BROWN/It's a Wonder
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
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- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### 98.1

Philadelphia  
WCAU-FM  
The Hits

PD: Scott Walker  
MD: Glenn Kalina

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
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- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### 103

Buffalo  
WPHD  
The Hits

Ops. Director: John Hager  
MD: Mindy Michaels

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### ckoi 107

Montreal  
PD: Bob Beauchamp  
MD: Guy Brouillard

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### WBLL

Long Island  
PD: Bill Terry  
MD: Ruth Tolson

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### Q107

Washington D.C.  
PD: Chuck Morgan  
MD: Paul Fuller

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### POWER 95

New York  
WPLJ-FM RADIO  
PD: Larry Berger  
MD: Lisa Tonacci

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### Kiss 98.5

Buffalo  
All Hit WKSE-FM  
PD: Scott Robbins  
MD: Dave Gilen

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### 92 PRO-FM

Providence  
Ops. Manager: Tom Cuddy  
MD: Vic Edwards

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
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- 9 LL COOL J/1984
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- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### CFTR 88.0

Toronto  
VP/Programming: Sandy Sanderson  
MD: Bob Saint

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
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- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### Power 93

Pittsburgh  
PD: Nick Ferrara  
MD: Lon Campbell

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
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- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

## SOUTH

### all hit 97.1

Dallas  
KEXL  
The South  
Acting PD: Joe Folger

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
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- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### K106

Baltimore  
PD: Ralph Wimmer

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
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- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### Z100

New York  
PD: Scott Shannon  
MD: Frankie Blue

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
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- 13 LL COOL J/1984
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- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### WAVA

Washington  
PD: Mark St. John  
MD: Gene Baxter

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### Kiss 108

Boston  
PD: Sunny Joe White  
MD: Susan O'Connell

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### ROCK 102

Buffalo  
PD: Hank Nevins  
MD: Roger Christian

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

### POWER 104

KRBE Houston  
PD: Paul Christy  
MD: Helene Pina

- 1 LL COOL J/1984
- 2 THE JAY-Z/Black Album
- 3 RUN-DMC/Rapture
- 4 THE NOTORIOUS B.I.G./Juice
- 5 LL COOL J/1984
- 6 THE NOTORIOUS B.I.G./Juice
- 7 LL COOL J/1984
- 8 THE NOTORIOUS B.I.G./Juice
- 9 LL COOL J/1984
- 10 THE NOTORIOUS B.I.G./Juice
- 11 LL COOL J/1984
- 12 THE NOTORIOUS B.I.G./Juice
- 13 LL COOL J/1984
- 14 THE NOTORIOUS B.I.G./Juice
- 15 LL COOL J/1984
- 16 THE NOTORIOUS B.I.G./Juice
- 17 LL COOL J/1984
- 18 THE NOTORIOUS B.I.G./Juice
- 19 LL COOL J/1984
- 20 THE NOTORIOUS B.I.G./Juice

# CHR PARALLEL ONE PLAYLISTS

### Z-93 Atlanta

OMP/D: Bob Case  
MD: Lindsey Burdette

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
6 JAMES T. JAMES/Don't Stop Believin'  
7 JAMES T. JAMES/Don't Stop Believin'  
8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 95 WINZ-FM Miami

PD: Gabe Baptiste  
Asst. PD/MD: Mark Shands

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
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7 JAMES T. JAMES/Don't Stop Believin'  
8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 94-Q Atlanta

PD: Jim Morrison  
MD: Jeff McCartney

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### MIDWEST

### WHYT power 96 fm Detroit

Acting PD: Michael Waite  
MD: Mark Jackson

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### KHTR 103.3 St. Louis

### POWER

Ops. Manager: Dave Robbins  
MD: Mark Todd

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### WBFB-FM 103.5 Chicago

PD: Buddy Scott  
MD: Joe Bohannon

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 100 Miami

VP/Programming: Robert W. Walker  
PD: Rick Stacy  
Asst. PD/MD: Frank Amadio

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### KISS 106.5 FM KTKS Dallas

PD: Kevin Metheny  
MD: Marcie Guckian

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 93.9 KKBO Houston

PD: John Lander  
Asst. PD: Ron Parker

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
5 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### Q102 Cincinnati

Ops. Manager: Jim Fox  
MD: Dave Allen

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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8 JAMES T. JAMES/Don't Stop Believin'  
9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### KDWB 101 Minneapolis

PD: Dave Anthony  
Asst. PD/MD: Don Michaels

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### Z95.5 WZZY Detroit

PD: Brian Patterson  
MD: Kathy Meares

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### B97 New Orleans

PD: Kipper McGee  
MD: Greg Rolling

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 97.1 WRSR Norfolk

PD: Sheldon Borgelt  
MD: Doc Michaels

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 700 WNVZ Norfolk

PD: Chris Bailey  
MD: Mary Ann Raymont

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### WNCI 97.9 Columbus

PD: Bill Richards  
Asst. PD/MD: Michael J. Fox

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 106.5 KWK St. Louis

MD: Kim Pool

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### Q103 Tampa

Ops. Manager: Mason Dixon  
MD: Bobby Rich

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 94 WKTI Milwaukee

PD: Tim Fox  
MD: Denise Lauren

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
3 JAMES T. JAMES/Don't Stop Believin'  
4 JAMES T. JAMES/Don't Stop Believin'  
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### 94 WKTI Milwaukee

PD: Tim Fox  
MD: Denise Lauren

1 JAMES J. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

### 94 WKTI Milwaukee

PD: Tim Fox  
MD: Denise Lauren

1 JAMES J. JAMES/Don't Stop Believin'  
2 JAMES T. JAMES/Don't Stop Believin'  
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9 JAMES T. JAMES/Don't Stop Believin'  
10 JAMES T. JAMES/Don't Stop Believin'

CHR PARALLEL ONE PLAYLISTS

WIOI 94.5 FM Minneapolis

- 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

wmms Cleveland 100.5 FM

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KWSS 94.5 FM San Jose

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KS103.1 FM San Diego

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KMEL 100.7 FM San Francisco

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

YO8 KRXY Denver

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

Q104 KBEQ Kansas City

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

WITZ Chicago

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KNBS Seattle

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KUBE 93 FM Seattle

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KPKD Denver

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

Z100 FM KKRZ Portland

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KZZP 104.7 FM Phoenix

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

WLS Chicago

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

WEST

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

MAGIC 107.5 FM Portland

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KTIC Sacramento

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KIIS FM Los Angeles

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love

KWOD 108 Sacramento

- 1 1 TIME NUMBER/Francis Hall
2 JAMES J. BOHANNON/Sally Timon
3 LIONEL BACH/Brass Love









PARALLELS

HOWARD JONES You Know Love You... Don't You LP: One To Ten (Elektra)

153/72 64% National Summary... Regional Reach: E 598, S 618, M 668, W 728

Regional Summary table for Howard Jones with columns for Reach, Summary, and various station codes.

ORAN 'JUICE' JONES The Rain (Def Jam/Columbia)

188/34 79% National Summary... Regional Reach: E 811, S 974, M 978, W 984

Regional Summary table for Oran Juice Jones with columns for Reach, Summary, and various station codes.

JOURNEY Girl Can't Help It (Columbia) LP: Raised On Radio

197/3 82% National Summary... Regional Reach: E 954, S 768, M 914, W 968

Regional Summary table for Journey with columns for Reach, Summary, and various station codes.

BEN E. KING Stand By Me (Atlantic) LP: Stand By Me Soundtrack

76/22 32% National Summary... Regional Reach: E 338, S 368, M 194, W 364

Regional Summary table for Ben E. King with columns for Reach, Summary, and various station codes.

CYNDI LAUPER True Colors (Epic) LP: True Colors

231/0 97% National Summary... Regional Reach: E 998, S 978, M 918, W 1008

Regional Summary table for Cyndi Lauper with columns for Reach, Summary, and various station codes.

HUEY LEWIS & THE NEWS Hip To Be Square (Chrysalis) LP: For Sale

232/22 97% National Summary... Regional Reach: E 964, S 968, M 978, W 1008

Regional Summary table for Huey Lewis & The News with columns for Reach, Summary, and various station codes.

MADONNA True Blue (Sire/WB) LP: True Blue

232/1 97% National Summary... Regional Reach: E 968, S 968, M 978, W 1008

Regional Summary table for Madonna with columns for Reach, Summary, and various station codes.

USA-USA & CULT JAM w/ FULL FORCE All Cried Out (Columbia) LP: Live-Lisa & Cult Jam

198/6 83% National Summary... Regional Reach: E 804, S 868, M 718, W 944

Regional Summary table for USA-USA & Cult Jam with columns for Reach, Summary, and various station codes.

EDDIE MONEY Take Me Home Tonight (Columbia) LP: Can't Hold Back

226/8 86% National Summary... Regional Reach: E 948, S 958, M 958, W 948

Regional Summary table for Eddie Money with columns for Reach, Summary, and various station codes.

Midnight Star Lidas Touch (Solar/Elektra) LP: Headlines

86/8 27% National Summary... Regional Reach: E 448, S 368, M 108, W 108

Regional Summary table for Midnight Star with columns for Reach, Summary, and various station codes.



# PARALLELS

## SIGNIFICANT ACTION

### A

**DAVE ADAMS**  
*Dancing In My Sleep (Elektra)*  
LP: Dancing In My Sleep

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### B

**BAD COMPANY**  
*This Love (Atlantic)*  
LP: Fame And Fortune

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### C

**BANANARAMA**  
*More Than Physical (London/PolyGram)*  
LP: True Confessions

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### D

**BERLIN**  
*Lake Flames (Geffen)*  
LP: Court Three Play

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

**JAMES BROWN**  
*Grubby (Scotti Bros/CBS)*  
LP: Grubby

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### E

**CINDERELLA**  
*Nobody's Fool (Mercury/PolyGram)*  
LP: Night Songs

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### F

**SAMANTHA FOX**  
*Touch Me (I Want Your Body)*  
LP: Touch Me (Jive/RCA)

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### G

**STACY LATTISAW**  
*Nail It To The Wall (Motown)*  
LP: Take Me All The Way

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### H

**HOWARD HEWETT**  
*I'm For Real (Elektra)*  
LP: Howard Hewett

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### I

**JESSE JOHNSON w/SLY STONE**  
*Crazy (A&M)*  
LP: Shockadelica

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### K

**K.T.P.**  
*One Step (Mercury/PolyGram)*  
LP: Certain Things Are Likely

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### L

**LABAN**  
*Love In Siberia (Columbia)*

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### M

**QUYET RIOT**  
*The Wild And The Young (Pasha)*  
LP: OR III

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### N

**NANCY MARTINEZ**  
*For Tonight (Atlantic)*

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### O

**MONKEES**  
*Daydream Believer (Arista)*  
LP: Then & Now... The Best Of The Monkees

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### P

**BENJAMIN ORR**  
*Stay The Night (Elektra)*  
LP: The Lace

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### Q

**ANDY TAYLOR**  
*When The Rains Come Down (MCA)*  
LP: TV Soundtrack "Miami Vice II"

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### R

**RUN-D.M.C.**  
*You Be Illin' (Profile)*  
LP: Raising Hell

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### S

**CARLY SIMON**  
*Coming Around Again (Arista)*  
LP: Heartburn Soundtrack

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10

### T

**STONE FURY**  
*Let Them Talk (MCA)*  
LP: Let Them Talk

P1	P2	P3
EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10	EAST WJLA on WJWA 8 SOUTH WJOP on WJSA 34-30 WJAX on WJOP on WJZ 13-10



# WHIPLASH SMILE

PRODUCED BY KEITH FORSEY

# IDOL

BILLY.

 Chrysalis

DE MANN ENTERTAINMENT

# SMILE. THIS HIT WON'T HURT.



CONTEMPORARY HIT RADIO

- 6 4 3 1 TINA TURNER/Typical Male (Capitol)
9 5 4 2 CYNDI LAUPER/True Colors (Portrait/CBS)
12 7 5 3 ROBERT PALMER/ Didn't Mean To Turn You On (Island)
3 2 1 4 JANET JACKSON/When I Think Of You (A&M)
29 20 8 5 BOSTON/Amanda (MCA)
22 15 7 6 HUMAN LEAGUE/Human (Virgin/A&M)
33 22 14 7 MADONNA/True Blue (Sire/WB)
17 12 9 8 ANITA BAKER/Sweet Love (Elektra)
20 13 10 9 LISA LISA & CULT JAM with FULL FORCE/All Cried Out (Columbia)
24 17 12 10 EDDIE MONEY/Take Me Home Tonight (Columbia)
1 2 1 11 GENESIS/Throwing It All Away (Atlantic)
7 6 6 12 DON JOHNSON/Heartbeat (Epic)
26 23 19 13 TOTO/It'll Be Over You (Columbia)
18 15 14 14 JOURNEY/Girl Can't Help It (Columbia)
37 26 20 15 PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)
39 30 22 16 BON JOVI/You Give Love A Bad Name (Mercury/PG)
18 16 16 17 BILLY JOEL/A Matter Of Trust (Columbia)
34 26 18 18 ORAN "JUICE" JONES/The Rain (Def Jam/Columbia)
30 25 21 19 PETER GABRIEL/In Your Eyes (Geffen)
36 28 20 20 CAMEO/Word Up (Atlanta Artists/PG)
38 31 21 21 LIONEL RICHIE/Love Will Conquer All (Motown)
35 29 25 22 RIC OCASEK/Emotion In Motion (Geffen)
36 32 27 23 COREY HART/ Am By Your Side (EMI America)
34 27 24 24 HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)
10 10 17 25 STACEY Q/Two Of Hearts (Atlantic)
5 8 13 26 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)
39 33 27 27 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
1 3 11 28 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
37 32 29 29 ARETHA FRANKLIN/Jumpin' Jack Flash (Arista)
8 9 18 30 LOVERBOY/Heaven In Your Eyes (Columbia)
37 31 31 31 WANG CHUNG/Everybody Have Fun Tonight (Geffen)
35 32 32 32 BILLY IDOL/To Be A Lover (Chrysalis)
39 33 33 33 STEVE WINWOOD/Freedom Overspill (Island/WB)
14 14 23 34 VAN HALEN/Love Walks In (WB)
BREAKER 35 35 'TIL TUESDAY/What About Love (Epic)
4 11 24 36 DARYL HALL/Dreamtime (RCA)
11 21 29 37 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
DEBUT 38 38 TRIUMPH/Somebody's Out There (MCA)
BREAKER 39 39 OMD/ (Forever) Live And Die (Virgin/A&M)
DEBUT 40 40 BANGLES/Walk Like An Egyptian (Columbia)

N&A Begins on Page 102

ADULT CONTEMPORARY

- 6 4 2 1 CARLY SIMON/Coming Around Again (Arista)
2 1 1 2 TOTO/It'll Be Over You (Columbia)
17 9 4 3 PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)
21 11 6 4 LIONEL RICHIE/Love Will Conquer All (Motown)
8 5 3 5 CYNDI LAUPER/True Colors (Portrait/CBS)
14 8 7 6 JANET JACKSON/When I Think Of You (A&M)
3 3 5 7 GENESIS/Throwing It All Away (Atlantic)
30 21 12 8 HUMAN LEAGUE/Human (Virgin/A&M)
23 19 13 9 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
16 13 10 10 DAVID PACK/Just Can't Let Go (WB)
1 2 8 11 ANITA BAKER/Sweet Love (Elektra)
26 20 15 12 BEACH BOYS/California Dreamin' (Capitol)
25 17 13 MADONNA/True Blue (Sire/WB)
4 6 9 14 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
13 12 11 15 PAUL SIMON/You Can Call Me Al (WB)
19 17 16 16 BILLY JOEL/A Matter Of Trust (Columbia)
29 24 17 KENNY ROGERS/They Don't Make Them Like They Used To (RCA)
18 14 18 18 BOB SEGER & THE SILVER BULLET BAND/It's You (Capitol)
5 7 18 19 EL DeBARGE/Love Always (Gordy/Motown)
28 26 25 20 CHRIS DeBURGH/The Lady In Red (A&M)
24 24 22 21 LEVEL 42/Leaving Me Now (Polydor/PG)
30 28 22 CHRISTOPHER CROSS/Loving Strangers (Arista)
29 29 23 GLADYS KNIGHT & B. MEDLEY/Loving On Borrowed Time (Scotti Bros./CBS)
11 14 21 24 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
7 15 20 25 BILLY OCEAN/Love Zone (Jive/Arista)
15 22 26 26 BERLIN/Take My Breath Away (Columbia)
DEBUT 27 27 LUTHER VANDROSS/Give Me The Reason (Epic)
DEBUT 28 28 RIC OCASEK/Emotion In Motion (Geffen)
DEBUT 29 29 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)
30 30 30 DOUBLE/Woman Of The World (A&M)

N&A Begins on Page 81

N&A Begins on Page 76

AOR TRACKS

- 5 3 3 1 HUEY LEWIS &.../Hip To Be Square (Chrysalis)
15 6 2 PRETENDERS/Don't Get Me Wrong (Sire/WB)
1 2 1 3 RIC OCASEK/Emotion In Motion (Geffen)
3 1 2 4 BOSTON/Amanda (MCA)
6 4 4 5 STEVE WINWOOD/Freedom Overspill (Island/WB)
18 8 5 6 BILLY IDOL/To Be A Lover (Chrysalis)
15 9 7 7 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
19 13 9 8 JOHN FOGERTY/Change In The Weather (WB)
16 12 8 9 'TIL TUESDAY/What About Love (Epic)
11 11 10 10 BON JOVI/You Give Love A Bad Name (Mercury/PG)
28 21 11 BOSTON/We're Ready (MCA)
20 17 13 12 TIMBUK3/The Future's So Bright...(IRS/MCA)
29 19 13 13 KBC BAND/It's Not You It's Not Me (Arista)
22 20 17 14 BILLY SQUIER/Love Is The Hero (Capitol)
39 26 15 GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)
4 6 12 16 TALKING HEADS/Wild Wild Life (Sire/WB)
32 25 18 17 BAD COMPANY/This Love (Atlantic)
7 7 11 18 DAVID & DAVID/Welcme To The Boomtown (A&M)
33 26 22 19 TINA TURNER/Back Where You Started (Capitol)
BREAKER 20 20 POLICE/Don't Stand So Close '86 (A&M)
25 21 20 21 OUTFIELD/Everytime You Cry (Columbia)
BREAKER 22 22 PETER GABRIEL/That Voice Again (Geffen)
45 32 27 23 WANG CHUNG/Everybody Have Fun Tonight (Geffen)
14 14 15 24 DAVID LEE ROTH/Goin' Crazy (WB)
BREAKER 25 25 BENJAMIN ORR/Slay The Night (Elektra)
43 34 28 26 RIC OCASEK/True To You (Geffen)
12 19 24 27 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
23 23 28 28 JOHN FOGERTY/Headlines (WB)
2 5 14 29 EDDIE MONEY/Take Me Home Tonight (Columbia)
36 30 30 BOSTON/Cool The Engines (MCA)

Complete Tracks Chart Begins on Page 86

BLACK/URBAN

- 9 4 2 1 MELBA MOORE I/FREDDIE JACKSON/A Little Bit More (Capitol)
8 7 4 2 2 GREGORY ABBOTT/Shake You Down (Columbia)
17 10 7 3 HUMAN LEAGUE/Human (A&M)
5 3 1 4 3 FIVE STAR/Can't Wait Another Minute (RCA)
7 6 5 5 4 TINA TURNER/Typical Male (Capitol)
30 16 9 6 4 FREDDIE JACKSON/Tasty Love (Capitol)
19 14 11 7 4 STACY LATTISAW/Nail It To The Wall (Motown)
31 19 13 8 4 JESSE JOHNSON featuring SLY STONE/Crazy (A&M)
2 2 3 9 9 HOWARD HEWETT/I'm For Real (Elektra)
15 11 10 10 4 CLUB NOUVEAU/Jalousy (Tommy Boy/WB)
20 15 12 11 4 RJ'S LATEST ARRIVAL/Heaven In Your Arms (Manhattan)
1 1 6 12 4 CAMEO/Word Up (Atlanta Artists/PG)
37 23 19 13 4 ONE WAY/Don't Think About It (MCA)
33 18 14 14 4 LIONEL RICHIE/Love Will Conquer All (Motown)
23 17 16 15 4 PHYLLIS HYMAN/Old Friend (PIR/Manhattan)
33 28 17 16 4 GENERAL KANE/Crack Killed Applejack (Gordy/Motown)
38 30 22 17 4 CHICO DEBARGE/Talk To Me (Motown)
36 31 24 18 4 MILLIE JACKSON/Hot! Wild! Unrestricted! Crazy (Jive/RCA)
26 24 20 19 4 JERMAINE STEWART/Jody (Arista)
32 29 21 20 4 JEAN CARNE/Flame Of Love (Omni/Atlantic)
37 28 21 21 4 COMMODORES/Goin' To The Bank (Polydor/PG)
32 32 22 22 4 READY FOR THE WORLD/Love You Down (MCA)
28 26 23 23 4 BEAU WILLIAMS/There's Just Something About You (Capitol)
35 29 24 24 4 JEFFREY OSBORNE/Room With A View (A&M)
38 36 25 25 4 PATTI LABELLE/Kiss Away The Pain (MCA)
29 27 26 26 4 RENE & ANGELA/No How, No Way (Mercury/PG)
6 5 8 27 4 TEMPTATIONS/Lady Soul (Gordy/Motown)
40 37 28 28 4 LEVERT/Let's Go Out Tonight (Atlantic)
38 35 29 29 4 MTUME/P.O.P. Generation (Epic)
36 33 30 30 4 ARETHA FRANKLIN/Jumpin' Jack Flash (Arista)
40 40 31 31 4 JAMES BROWN/Gravity (Scotti Bros./CBS)
14 13 15 32 4 REBBIE JACKSON/Reaction (Columbia)
39 36 33 33 4 DAZZ BAND/Wild & Free (Geffen)
39 34 34 34 4 PEABO BRYSON/Good Combination (Elektra)
BREAKER 35 35 FULL FORCE/Unfaithful So Much (Columbia)
BREAKER 36 36 ANITA BAKER/Caught Up In The Rapture (Elektra)
BREAKER 37 37 KURTIS BLOW/I'm Chillin' (Mercury/PG)
DEBUT 38 38 SHIRLEY JONES/Last Night I Needed Someone (PIR/Manhattan)
13 12 14 39 4 GEDRGE BENSON/Kisses In The Moonlight (WB)
BREAKER 40 40 JEFF LORBER featuring KARYN WHITE/Facts Of Love (WB)