

**I N S I D E:**

**RKO DEADLOCK, NBC/GROUP W PROGRESS**

Outside bids on the RKO broadcast properties are due December 8 as current negotiations are stymied. Also, NBC and Group W meet with the FCC on radio merger plans and receive an encouraging response.

Page 14

**WRBQ HIT WITH \$6000 FINE**

St. Petersburg-based station socked with heavy levy for moving studio operations to Tampa.

Page 17

**UNITED STATIONS ONE YEAR LATER**

Exactly one year after USRN absorbed the RKO Radio Networks, Reed Bunzel assesses the results so far with Nick Verbitsky.

Page 32

**IN THE NEWS THIS WEEK**

- Ralph Beaudin Exec. VP at Mitchell
- John Roberts PD at KEGF
- Tom Yates PD at KLSX
- Waylon Richards PD at KWK
- Bob Wall back on WGCI-FM airwaves
- Judy McNutt PD at WKDA & WKDF
- Gregg Geller VP/Int'l A&R, Simon Low Director/A&R, Dennis Fine VP/Communications at RCA
- Michael Colby Station Manager, Alan Charrand GSM at WSSH
- Chris Kay PD at KIFM as Bob O'Connor forms consultancy
- Tom Turner Exec. VP at Group W Radio Sales
- WTRK stays CHR
- Paula Jeffries VP at Gold Castle; PolyGram distributes
- John Elliott Asst. GM at WVOR-FM
- Capitol opens CD facility
- Brenda Adriance KTRH GSM, Muriel Funches KLOL GSM, Barbara Kelley combo NSM

Page 3, 4, 6, 8

**SURVIVAL TIPS**

Guest Ratings & Research columnist John Lund digs deep into ratings data for some AM success stories worth sharing, while WMJ/Cleveland PD Rick Torcasso emphasizes innovation as the key to longterm AC survival.

Page 26, 66

**PRIDE OVER PREJUDICE**

Walt Love chronicles the success of WDKX/Rochester, which overcame stereotypical resistance to the B/U format and some of the nastiest opposition tricks in recent memory to win.

Page 64

**NEXT WEEK IN R&R**

R&R's first annual Thanksgiving Turkey Issue presents some of the most embarrassing, painful, and humorous blunders and accidents in radio. Check out the prizewinners next week and start preparing your own entries for next year.

Newsstand Price \$5.00



**GOVERNMENT PRESSURES MOUNT**

**Stern Target Of FCC Obscenity Investigation**

By Brad Woodward

The FCC last week formally asked Infinity Broadcasting to respond to complaints that

**Sandusky Promotes Five To VP**

Sandusky Broadcasting has promoted five radio executives to VP. They are KWLW/San Diego GM Tim Hahnke, KLSV/Seattle GM Tim Davidson, WKRL/Tampa GM Don Hibbits, KNUS & KBPI/Denver GM Nick Marnell, and Sandusky Director/Programming & Personnel Jeff Sattler.

According to Sandusky Radio President Toney Brooks, "Each new Vice President has demonstrated superior management and administrative skills since joining the company. Each one deserves the recognition and re-

SANDUSKY/See Page 4

**ALBUM PROMOTION TEAM**

**Atlantic Elevates Buch, Fleischman**



Danny Buch

As part of Atlantic's promotion restructuring detailed over the past two weeks, Danny Buch has been named Senior Director/National Album Promotion and David Fleischman has been appointed Director/National Album Promotion.



David Fleischman

Buch, who joined the label in 1979, was Director/National Album Promotion. Fleischman, with Atlantic since 1974, was Co-Director of the department. Both report to VP/National Promotion Judy Libow.

ATLANTIC/See Page 6

**FEDER, SMITH, RIDZAK APPOINTED**

**Reed Becomes Henry Executive VP**

San Francisco-based Henry Broadcasting has appointed veteran broadcaster Greg Reed to the new post of Exec. VP. Reed, a former VP/GM at KEX/Portland, will be based in that city and reports to owner Charlton Buckley. He will oversee KYTE-AM & FM/Portland, KVOD/Denver, KFXM & KDUO/San Bernardino, KDON-AM & FM/Salinas-Monterey, and pending FCC approval, KFAB & KGOR/Oma-ha.

At the same time, Steve Feder has been named GM for KYTE-AM & FM, while Al Smith becomes GM for KFXM & KDUO. Feder's managed suburban KAAR/Vancouver, WA for the past year, after nine years as GSM at WFMT/Chicago, and succeeds David Berkeley, who exits the MOYL/Classical combo. A former Insilo VP/GM at WGSO/New Orleans (now WMKJ), Smith most recently operated his own Audubon ad agency in New Orleans. He replaces Dennis Brown at the San Bernardino Big Band/Easy Listening stations. Smith's new GSM is Bob Ridzak, who comes aboard after eight years with crosstown KGGI, the last five and a half as GSM.

Regarding his new post, Reed told R&R, "I started as a consultant (to Henry), having been President of Media Sports, Inc., and at the same time was trying

REED/See Page 6

**Karmazin: Define Obscenity Exactly**

McKinney's letter "doesn't surprise us," said Infinity President Mel Karmazin. "Howard's new to Philadelphia." Complaints were also filed when Stern first went on the air in Washington and New York, he noted.

"If the FCC were to define exactly what a broadcaster can or can't do, we'll do it," said Karmazin. "We believe we're in conformity now. But if the FCC is changing the rules, then we'll

STERN/See Page 6

**McHale Select President**



Bill McHale

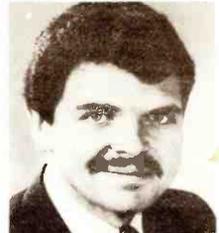
Bill McHale, Exec. VP for Blair's Select Radio Representatives, has been promoted to President. He succeeds former President Frank Oxarart, who resigned from the rep firm at the end of October.

The Select operating unit of Blair's Radio Representation Division was created last April as a repositioning of the Selcom/RAR rep firm, and currently represents a preferred group of 80 client stations.

Charlie Colombo, Blair Radio Rep President, said, "With Bill as President, Select will con-

McHALE/See Page 4

**Murphy Now CBS VP**



Frank Murphy

CBS RadioRadio Director/Programming Frank Murphy has been named VP/Programming for the CBS Radio Networks. In this new position Murphy will oversee CBS's three network/syndication units: the Radio Network, RadioRadio, and CBS Radio Programs. The position was created during the recent restructuring of the CBS Radio Networks (R&R, 11/7), and as a result of the death of former CBS Radio Network VP/Programming Frank Miller.

CBS Radio President Robert Hosking said, "Frank has been involved in the programming of both networks during his four years with CBS Radio. His knowledge of our specific businesses is unmatched and I am delighted to have him on board."

Robert Kipperman, VP/CBS Radio Networks, added, "I've worked with Frank for the past two years and have a great deal of respect for his knowledge and professionalism."

Murphy told R&R, "We're go-

MURPHY/See Page 8

Tribune Entertainment, Don Cornelius Productions, and Emmy Award-Winning  
Producer-Director, Steve Binder, proudly announce

The First Annual



**SOUL  
TRAIN**



# Music Awards

A prime-time nationally syndicated  
television special co-hosted by

**Dionne Warwick - Luther Vandross**

and scheduled for broadcast  
during April, 1987.

Musical direction by George Duke,  
supported by an all-star orchestra.

---

## The First Annual Soul Train Music Awards

will be video-taped before a live black-tie  
audience on Tuesday, March 24, 1987,  
at Hollywood Center Television Studios,  
Hollywood, California.

Further details will be contained in your  
personal ballot package.

Ballots will be submitted to all program directors and music directors  
of radio stations which report R&B playlists to either or all of the  
four leading music trade publications and to all dealers which provide jazz or gospel sales reports.

Ballots will also be submitted to all  
recording artists and producers of R&B,  
Urban Contemporary, Rap, Jazz, or Gospel  
recordings which charted in either or  
all of the four leading music trade publications  
during the eligibility period between  
November 31, 1985 and November 31, 1986.

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# Beaudin Exec. VP At Mitchell

Thirty-three-year radio management executive Ralph Beaudin has been appointed Exec. VP/COO for Mitchell Broadcasting Company. The radio group includes Nebraska properties KLNG & KQKQ/Oma-



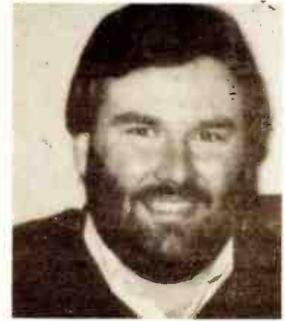
Ralph Beaudin

ha, KGFW & KQKY/Kearney, and newly acquired KXNP/North Platte.

Most recently a VP for Compass Communications at KRKE/Albuquerque and at corporate headquarters in Wichita, Beaudin is a

former President of the radio divisions of Combined Communications, Meredith Broadcasting, and LIN Broadcasting. He earlier spent 11 years with ABC's Radio Division, including a term as Group VP.

Beaudin, who will be based in his hometown Omaha, told R&R, "It means a chance to come back home, and to work with a gentleman who's been in broadcasting for 33 years." (President/CEO) John Mitchell. This is an opportunity to join him in the development of the company." Beaudin added that growth plans, focused on medium-sized markets, are likely to be centered around the Midwest.



John Roberts

## Roberts PD At KEGL

John Roberts will officially become the new PD at Sandusky CHR KEGL/Dallas December 1. He leaves the programming post at WLLT/Cincinnati after 15 months, replacing acting PD Joe Folger. Folger will remain through the transition, but will actively seek his own programming opportunity.

VP/Programming Jeff Sattler told R&R, "The Dallas CHR battle has become hypercompetitive. John's programming experience in various formats lends additional insight and perspective to the position."

Roberts's programming experience includes WNDE & WFBQ/Indianapolis, WKAT/Allentown, KDWZ/Grand Forks, and air personality work at WSNi/Philadelphia. "It's been five years since I've programmed CHR," Roberts

ROBERTS/See Page 4

## McNutt PD At WKDA & WKDF



Judy McNutt

Judy McNutt has been named PD at Dick Broadcasting Gold/AOR combo WKDA & WKDF/Nashville. She starts on December 1.

Upon taking her first PD gig, McNutt said, "I've always been involved in all aspects of programming, not just music, and I've learned a lot from people I respect, like the Research Group, Larry Bruce, Frank Cody, and Jeff Pollack."

On joining WKDF, rated #1 in the summer with a 12.7, she said, "The airstaff is so enthusiastic and dedicated that I feel like somebody has baked me a huge cake and said, 'Here, it's all yours!'"

McNutt's 15 years in the business include stints as Programming Asst. at KBPI/Denver, MD at KBCO/Denver, Associate PD at KGB/San Diego, Associate Editor at the Friday Morning

McNUTT/See Page 8

## Richards PD At KWK



Waylon Richards

Former KHFI/Austin programmer Waylon Richards has been named PD at Chase Broadcasting's newest FM acquisition, KWK/St. Louis. Recently acquired AM sister KGLD will retain its Gold presentation under the direction of PD/morning man Gary Brown.

Chase Broadcasting VP/1080 Corporation Sr. VP/Programming Tom Barsanti told R&R, "St. Louis is a vibrant, exciting market. Waylon is the one to really help us become a leader in that community."

Barsanti added, "We have no plans to change our calls. We're still evaluating our data and should announce our format intentions before very long."

Richards told R&R, "Tom's input, along with teammate (GM) Dick Bremkamp's, will help us

RICHARDS/See Page 4

## O'CONNOR FORMS CONSULTANCY

### Kay PD At KIFM

Eleven-year broadcast veteran Chris Kay has been named PD for AFC Broadcasting's dual-formatted AC/Jazz outlet KIFM/San Diego. He replaces Bob O'Connor, who resigned from the post to form contemporary jazz/new age consulting firm Bob O'Connor & Associates. KIFM will be the firm's initial client.

Kay has more than six years of programming experience in the Houston and Roswell, NM, markets. He most recently was evening personality at crosstown "light rock, less talk" KWLt. Commenting on his PD appointment, Kay said, "This is a great opportunity in a unique situation. I look forward to going after our AC competition here."

KAY/See Page 8

## Yates KLSX PD



Tom Yates

AOR veteran Tom Yates has been named PD of Greater Media's "Classic Rock" KLSX/Los Angeles, which has been guided by interim PD Don Hagen since its switchover from AC KBZT in late September. This marks a return to L.A. for Yates, who programmed crosstown rocker KLOS from 1971-1977.

Yates's background also includes programming seminal progressive outlet KMPX/San Francisco from 1968-1971, a six-month PD stint at KSAN/San Francisco before its switch to Country in 1980, as well as running his own consultancy (Nova) and a production company (Hiatus). Most recently he served as Co-PD of progressive AOR KKCY/San Francisco from its startup in July 1985 until leaving several months ago.

Yates told R&R, "I am really pleased about joining Greater Media because of its reputation."

YATES/See Page 8

## WGCI Puts Wall Back On Air

Gannett's Urban Contemporary WGCI/Chicago has decided to put morning man Bob Wall back on the air November 19 following his arrest last week for the alleged criminal sexual assault and abuse of a 15-year-old female babysitter (R&R 11/14). Wall's wife Deborah was also arrested in the case.

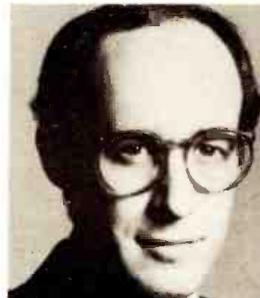
WGCI President/GM Mary Dyson stated in a press release which was recorded for airplay, "It is the position of WGCI that Bob Wall, like anyone else, is innocent of charges made against him until he is proven guilty. Bob will be back on the air November 19 at his regular time."

"It is my hope that you will accord Bob Wall the privilege and

WALL/See Page 4

## LOW DIRECTOR/A&R

### Geller, Fine Take New RCA VP Positions



Gregg Geller

RCA VP/A&R Gregg Geller has been named to the newly-created post of VP/International A&R for both RCA Records US and RCA/Ariola Records International, and Dennis Fine has been named VP/Communications for RCA Records US. In addition, Simon Low has been named Director/A&R for RCA Records US. He was previously Manager/A&R for Siren Records in the UK, working with David Betteridge in establishing an A&R department for the new RCA Records UK. At RCA for the past



Dennis Fine

three years, Geller will now serve as A&R liaison between its domestic and international operations. He'll also continue to contribute to RCA's domestic roster, according to the company, and to develop reissues and compilations from the label's catalog.

Commented RCA Records US President Bob Buziak, "Gregg's excellent A&R relationships with our overseas operations made him a perfect choice as we in the US increase our commitment to interna-

RCA/See Page 6

NOVEMBER 21, 1986

## THE R&R RATINGS SCOREBOARDS

This week, in-depth analysis and all the facts and figures on the summer ratings results in AOR, CHR, Country, and Gold.

Page 36, 55, 58, 61

Radio Business	12
Washington Report	17
What's New	18
Street Talk	20
Promotions	25
Ratings & Research: Rip Ridgeway	26
Ratings Results	30
Networks: Reed Bunzel	32
Gold: Sean Ross	36
Management	40
Image & Marketing:	
Harvey Mednick	42
On The Records: Ken Barnes	44
Datebook: Sean Ross	46
Calendar: Brad Messer	48
Records: Adam White	50
CHR: Joel Denver	55
AOR: Steve Feinstein	58
Country: Lon Helton	61
Nashville: Sharon Allen	63
Black/Urban: Walt Love	64
AC: Donna Brake	66
National Music Formats	67
Marketplace	68
Opportunities	69
Jazz Chart	76
Country Chart	78
AC Chart	104
AOR Chart	104
Black/Urban Chart	104
CHR Chart	104

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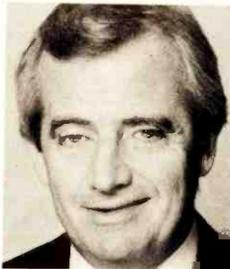
## CHARTRAND GSM Colby Manages WSSH

At soft AC WSSH/Boston, taken over by Noble Broadcast Group this week, Program Manager Michael Colby has been named Station Manager, while Local Sales Manager Alan Chartrand advances to GSM. Former GM Steve Chartrand, Alan's brother, has exited; there was no GSM at the station previously. Colby is currently seeking his own replacement as Program Manager.

Noble Executive VP/COO Norm Feyer commented, "Both of them have demonstrated excellent qualities in managing the station and bringing it to its position in the market. Michael has been instru-

COLBY/See Page 4

## Turner Exec. VP For Group W Radio Sales



Tom Turner

Select Radio Sr. VP/Eastern Regional Manager Tom Turner has been named Exec. VP/Eastern Regional Manager of Group W Radio Sales, Interop's new company

### Wall

Continued from Page 3

the right of being presumed innocent until proven guilty. I would hope that none of us would prejudge a fellow human being without having given him his day in court. We thank you for listening to WGCI, and hope you will continue to do so."

Gannett VP/Central Region Merrell Hansen commented to R&R, "I support Marv's statement. This has been a terrible strain on Bob Wall. His time off has been appropriate, and he should be able to come on the air again. I'm in favor of letting the judicial system take its course."

When asked about possible public response to Wall's return, she added, "It's hard to determine the community reaction. There have been a lot of emotions surrounding this. Many listeners have wondered where he is, and their sentiments are the same as ours. No one disputes the ramifications of child abuse, but his role in it is not our decision to make. We are not the courts."

### Roberts

Continued from Page 3

said, "but I spent my early years in the format and have kept a close eye on it. I think KEGL sounds like a killer all-hits station. We have terrific talent and widespread community involvement. I'm sure we can stir things up in this great three-way CHR battle."

A replacement for Roberts wasn't named, but Chris Cox will handle WLLT programming on an interim basis.

formed to represent the Group W Radio stations.

A 20-year industry veteran, Turner previously spent seven years with McGavren Guild and 12 years with Blair Radio in VP and Sr. VP positions. After the 1984 Blair/RAR merger, he was appointed Sr. VP/GSM.

"I'm ecstatic about the opportunity to work for another exciting, new division of Interop," he said. "To have this opportunity directly connected to the Westinghouse Radio Group makes my job that much more special."

Interop President Les Goldberg commented, "It's been said you can't go home again, but Tom has proven that wrong. We worked together at McGavren Guild Radio in the late '60s, and I am thrilled that this opportunity has arisen to work with him again."

Group W Radio Sales President Tom McKinley added, "Tom Turner is one of the most respected and well-liked people in our industry."

### Sandusky

Continued from Page 1

sponsibility of VP status."

Hahnke survived three ownership changes at KWLTV/San Diego (formerly KBZT). He joined Force Communications as GSM in 1981, was named GM by Alta Communications in June 1985, and stayed on when Sandusky took over in October 1985.

Davidson joined KLSY in May 1986 after nine years with King Broadcasting in Seattle. He managed KING-FM for several years, becoming GM for KING-AM & FM in 1984.

DKM Broadcasting named Hibbits GM at WZNE/Tampa in October 1984. When Sandusky bought the outlet in December 1985, Hibbits stayed on through the call-letter and format change. A 13-year Tampa veteran, Hibbits worked previously as GM for WSUN/Tampa.

Marnell became Station Manager for the Denver combo in February 1986. He owned and operated WZST/Leesburg, FL before that, and is a past GSM of KYW/Philadelphia.

Sattler rejoined Sandusky in February 1985 after nine months as PD at K101/San Francisco. He was PD at the company's KDKB/Phoenix from 1980-84.



John Elliott

## Elliott Asst. GM At WVOR-FM

WVOR-FM/Rochester PD and air personality John Elliott has been named Asst. GM at the Lincoln Group station, where he will take on the additional responsibilities of supervising station operations. He replaces Larry White, who is now GM at Lincoln's WBUF/Bufalo. Assuming the afternoon on-air slot being vacated by Elliott will be WECQ/Geneva, NY Station Manager Randy Bliss.

Elliott said, "I have a great deal of admiration for the outstanding group of talented broadcasters who have helped make WVOR one of the most highly regarded radio stations in the community and in the country, and I'm very excited about contributing even more to the dynamics of the station."

WVOR-FM Exec. VP/GM Jack Palvino added, "Mr. Elliott richly deserves the promotion to his new post."

### McHale

Continued from Page 1

tinue delivering outstanding results for our existing clients while expanding its base to include leading stations in other top markets."

McHale has a 23-year broadcast background, eight of them with Selcom/Select Radio. He returned to Selcom in April '85 as Exec. VP after having served in that post for a five-year period beginning in 1978. "Select is forging a strong cohesive group of people who are dedicated to making the company a success," he said. "Select is here to stay and I couldn't be happier."

In addition to earlier experience with Blair Radio and Torbet, McHale has also worked with the Katz organization for 11 years, ten as Regional Manager for Katz Radio, and one as VP/Stations for Republic Radio.

## KELLEY COMBO NSM

### Adriance, Funches Upped To GSM At KTRH & KLOL

Brenda Adriance has been named GSM for KTRH/Houston, while Muriel Funches becomes GSM for sister FM KLOL. Both were Local Sales Managers for their respective stations. In addition, Barbara Kelley is the new National Sales Manager for the combo. Previously, all three jobs were held by Fran Sharp, who left to join Maxigrad, a computer software company serving the radio industry.

KLOL GM Pat Fant noted, "KTRH & KLOL are two completely different stations, and the functions were too diverse to expect one manager to handle all of it. Muriel's been with us for over seven years now, and her real strength is knowing the special appeal of AOR. She'll do a great job of positioning the station in a clear and meaningful way."

KTRH GM Michael Packer commented on Adriance. "During her first year as LSM of KTRH, Brenda made excellent progress in reorganizing and upgrading the department. As GSM, she'll make great strides in maximizing the revenue opportunities presented in a News radio format."

### Colby

Continued from Page 3

mental in its ratings picture, and Alan has given the sales department the biggest year in its history."

Colby has programmed the station for five years, after a year as PD for then-co-owned WLLH. His 15 years in the business include programming posts at WKBK and WKBN/Keene, NH. He is also co-owner of WJYY/Concord, NH.

Chartrand has been at WSSH for two years, having joined as an AE and then been upped to LSM in October 1985.

### Richards

Continued from Page 3

give St. Louis some exciting radio. We're going to take our time, make our moves, and set our sights on being number one."

In addition to programming KHFI, Richards also consulted Oppenheimer sister station KBFM/McAllen-Brownsville, and has been PD at WQSR/Baltimore, OM/PD at KSAQ/San Antonio, and Asst. PD/air talent at KBEQ/Kansas City and WPGC/Washington.

Regarding Kelley, formerly Houston Regional Manager for Torbet, Packer stated, "Ms. Kelley's experience in managing a national rep office will undoubtedly strengthen the relationship we have with our rep, and assure that KTRH and KLOL will garner their fair share of national business."

## AIRSTAFF REMAINS

## WTRK Keeps CHR Format

Cox Broadcasting has reversed a previously announced decision to change the format of WTRK/Philadelphia from Mike Joseph's "Electric" CHR format, which was put on the air in May, to Transtar AC. The announcement has saved the jobs of no fewer than five staffers, although the station is still up for sale.

Cox Exec. VP/Radio Nick Trigony said, "When we decided to sell WTRK, we originally thought we'd be in there for six to eight months. Now we feel the sale will come together much sooner, and anticipate announcing a purchaser shortly. Also, it's nicer to be able to keep people on staff and put them through a minimum of anguish in their lives."

PD Tony Davis commented, "After taking a look at the numbers, we were encouraged enough to stay with the format. Demographically we were hitting our female 18-34 target, and the Birch we got yesterday backed up the Arbitron numbers."

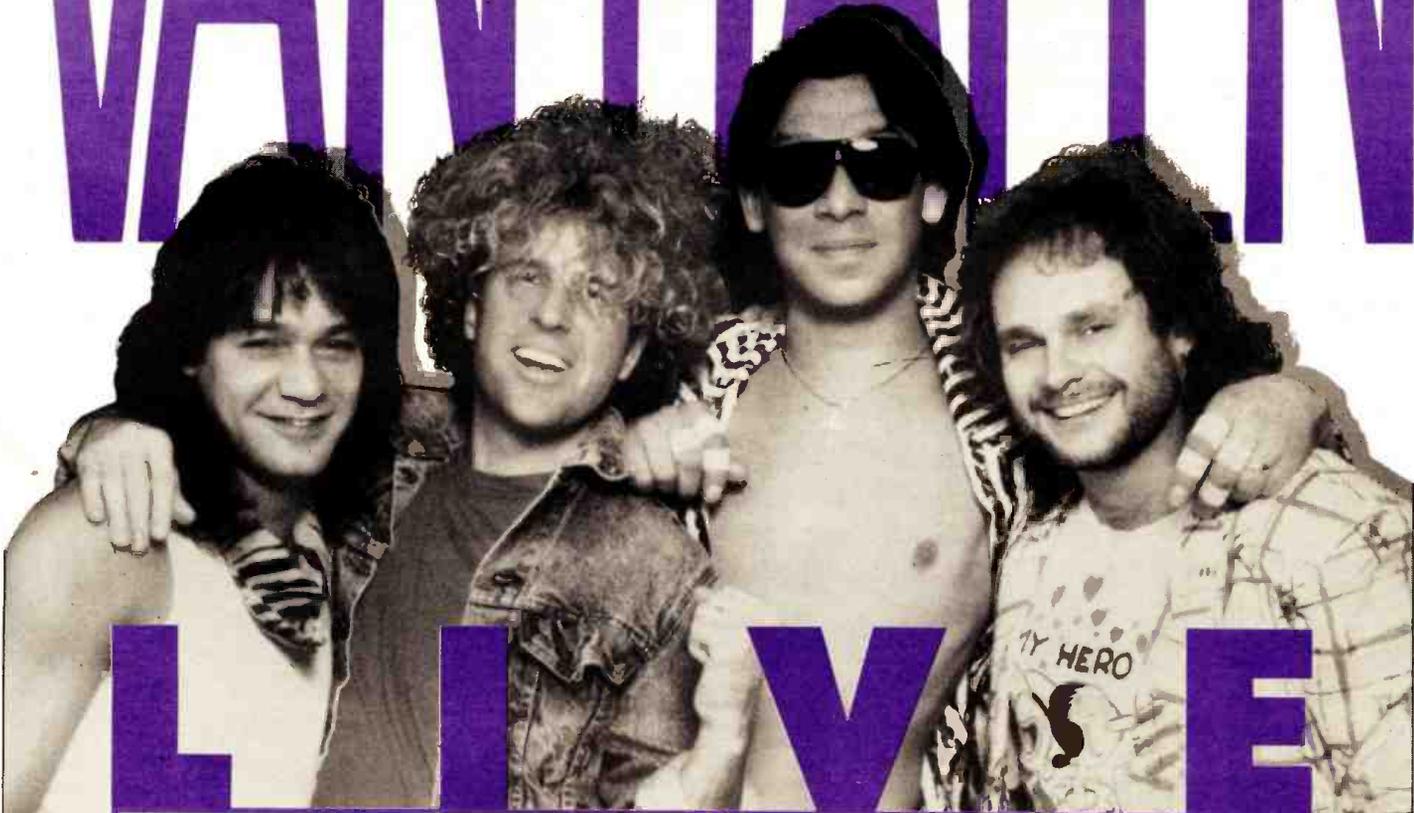
Acknowledging a severe browbeating by the local press over the planned staff reductions after many were promised contracts, Davis added, "None of us were thrilled about the format change, but we all hung in there and did our jobs because we are pros. The reward for our great attitude is that Cox reconsidered our fate and decided to keep things in place. Everyone is really jubilant, especially since no one left the staff. Maybe the new owners will also see the wisdom in letting this format continue."

# NEWSFLASH?



# VAN HALEN

 WESTWOOD ONE RADIO NETWORKS PRESENT



# LIVE

**SUPERSTAR CONCERT SERIES** proudly presents the full-throttle rock & roll power of Van Halen in a special 90-minute performance airing the weekend of Friday, December 12 on Westwood One Radio Networks affiliates throughout North America. Recorded in New Haven, Connecticut by Westwood One's mobile studios during the band's triumphant 5150 tour, the show features Eddie and Alex Van Halen, Michael Anthony and Sammy Hagar delivering raging versions of songs like "One Way To Rock," "Best Of Both Worlds," "Love Walks In," "Why Can't This Be Love," "Ain't Talkin' 'Bout Love," "I Can't Drive 55" and more. Van Halen live, exclusively from the *Superstar Concert Series*, rock radio's most listened-to performance program. To get this smokin' show on *your* airwaves, contact your Westwood One Station Relations representative now at (213) 204-5000 or Telex 4996015 WWONE.





Lookout  
S  
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# Another Side Of Paradise

"true to you" 7-28504

The  
2nd  
Hit  
Single

from

ON YOUR DESK MONDAY



produced by: Chris Hughes,  
Ric Ocasek and Ross Cullum  
management: Elliot Roberts/  
Lookout Management  
from the album, This Side of  
Paradise (GHS/MSG/2-24098)  
on Geffen Records, Cassettes and  
Compact Discs.



# NEWS IN BRIEF



Joe Abel



Arnie Orleans



Michael Bailey



Tom Bogan



Gary Casson



Anne Mansbridge



Ruby Merjan

• **JOE ABEL**, Exec. VP/GM of KIRO/Seattle, was elected Chairman of the CBS Radio Affiliates Board, which represents 420 stations. Abel will clear a two-year term, and succeeds Clear Channel Broadcasting President Lowry Mays.

• **JIM O'HARA** has been moved up to GM at WOC & KIK/Quad Cities after serving as OM/PD. Moving into the OM slot is wife GYNNY O'HARA, upped from MD, while KIK night personality STEVE KETELAAR becomes Asst. PD. Across the hall, BOB SHOMPER becomes PD at News/Talk WOC from the PD chair at KBUR/Burlington, IA.

• **WABC/New York** has made the following sales department changes: former NSM MARILYN KLONSKY has moved to the newly created LSM position; AE NANCY ZALOOM has moved into the NSM slot; and BUCKY NICKAU came to the station from WLTW/New York for Sales Development.

• **ARNIE ORLEANS** has been added to the staff of Rhino Records as VP/Marketing. His background includes VP positions at RCA, ABC, and 20th Century, as well as the Sales Manager slot at A&M.

• **STANLEY WARWICK**, Exec. VP at KGIL-AM & FM/San Fernando, has been elected Chairman of the Board of the Southern California Broadcasters Association for 1987. KRLA & KLSX/Los Angeles VP/GM ROBERT MOORE is Vice Chairman, KLOS/Los Angeles VP/GM WILLIAM SOMMERS is Secretary, and KNOB/Long Beach owner JEANNETTE BANOCCI is Treasurer.

Immediate Past Chairman BOB FOX, owner of KVEN & KHAY/Ventura, serves as ex-officio Board Member.

• **MIKE WHEELER** from WTWR/Monroe, MI, has been named PD at WRQN/Toledo. He replaces JOE THOMAS, who becomes Promotion Director. BRAD HANSON was promoted to MD.

• **DAVE TAYLOR** has been named OM at WFTQ/Worcester. He comes from the night shift at WENS/Indianapolis, and has previously programmed KFKA/Greeley, CO and held an airshift on the pirate ship Laser 558.

• **MAJOR MARKET RADIO's** Station Advisory Board has added United Broadcasting President/Chairman JERRY HROBLAK and KBAY & KEEN/San Francisco NSM BILL HOLMBERG. The board expresses the views of the firm on various issues.

### McNutt

Quarterback, and most recently serving as MD at KMET/Los Angeles from February to September of this year.

WKDF VP/GM Steve Dickert commented, "With her varied experience in the business - research, music knowledge, relations with record companies, creativity, and how she's worked with sales departments at previous stations - there's no question about Judy's qualifications. She'll make an excellent complement to the team we already have."

• **MICHAEL BAILEY**, midday personality on KKCW/Portland, has joined Archer Dusbabon Production Consultants as a consultant.

• **TOM BOGAN** has been promoted to VP/Controller for the Chappell/Intersong Music Group, USA. He joined the company in 1981 as a Financial Analyst, and was named Controller the following year. Concurrently, JOHN BRUNNING is promoted to VP/General Counsel for parent company Chappell & Co., Inc. Brunning joined Chappell in 1980 as legal and business affairs advisor, and has been VP/Legal and Business Affairs since last year.

• **JACK DAVIS**, formerly GM at WYOJ/Jacksonville, has been appointed VP/GM for WIRA & WOVI/FT. Pierce-West Palm Beach.

• **GARY CASSON** has been promoted to Sr. VP/Business Affairs at EA, with continuing responsibility for the negotiation/administration of artist, producer, and other label contracts. He has been VP of the department since 1983, and previously spent more than five years in business affairs with CBS in the US and UK. Casson reports to E/A Chairman Bob Krasnow.

• **Windham Hill** and producer MARK SOTTNICK have launched a new line of children's records under the Windham Hill/Rabbit Ears imprint. Inaugurating the line is "Santabar's First Christmas," with narration by KELLY MCGILLIS and music by Windham Hill artist MICHAEL HEDGES. All releases will be tied to half-hour TV specials as well as companion home video and book versions. Upcoming releases will include narration by Cher, Glenn Close, Jack Nicholson, and others.

• **WCIB/Falmouth, MA** announced the following programming changes: former WMJX/Boston PM driver DAVID ISEMAN comes on board as PD; former WKPE/New Orleans Continuity and Production Director ROBERT EIDEM is the new Continuity Director and Copywriter; WEEI/Boston staffer TERRY MITCHELL is the new ND/morning news anchor; and KFMB/San Diego reporter ROBERT BENT joins as Newswatch staffer.

### Murphy

Murphy was named Director/Programming for RadioRadio in 1984, and previously served in a similar capacity for the CBS Radio Network. He joined the network from Bonneville Broadcasting, where he had been VP/Client Relations. Prior to joining Bonneville in 1973 he worked at New Jersey stations WADB-FM/Point Pleasant and WRLB-FM/Long Branch.

### Yates

Continued from Page 3

Any company that will hire Tom Bender (tapped as GM of co-owned WHND & WMJC/Detroit last week) and me in the same week is okay with me.

"The station is in the startup mode right now. They've done a great job of kicking things off, and have put together the elements of a great staff - Ken Noble, Damion, and Billy Juggs really know the market and are some of my favorite people in broadcasting." Yates worked with Damion at KLOS and KKCY, and with Juggs at KSAN. Additionally, former KLOS morning personality Shana has joined KLSX for a fulltime air position.

KRLA & KLSX VP/GM Bob Moore commented, "When (consultant) Fred Jacobs and I put down on paper what qualifications the PD should have, Tom Yates's name automatically appeared. His strength reflects the format, having programmed in Los Angeles very successfully for many years, having been a consultant, and having tremendous music knowledge and formatic skills."

### Kay

Continued from Page 3

Station Manager Lee Mirabal added, "Chris is a native San Diegoan we got to know and like. We have utmost confidence in him."

As President of his new consulting firm, O'Connor named Kim O'Connor as VP and Rob Wilson (who resigned as Jazz MD from KIFM simultaneously with O'Connor) as VP/National PD. Mirabal will also be involved, initially, as a management consultant. KIFM morning man David Good will replace Wilson as Jazz MD.

Of the newly formed agency, O'Connor said, "My goal is to be the first full-service contemporary jazz/new age consulting firm for AC stations. We'll provide everything from suggesting cuts to providing help on starting a jazz concert series. KIFM is a great example of how it can work. Even against the Padres, we never went under a 10 share in adults 25+ in over two years on weeknights. Our latest Arbitrond shows us with a cum of 75,600, beating out KFMB by over a thousand. This is something we would like to share."

Bob O'Connor & Associates will be based in San Diego. The phone number is (619) 693-8858.

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# RADIO BUSINESS

## TRANSACTIONS

### Vision Buys KAPE & KESI For \$9 Million

#### KAPE & KESI/SAN ANTONIO

PRICE: \$9.27 million

**BUYER:** Vision Communications, Inc., John Hiatt, owner. He formerly was GM of KISS/San Antonio.

**SELLER:** SIT Broadcasting, Sam Sitterle, President.

**DIAL POSITION:** 1480 kHz; 106.7 MHz

**POWER:** 5 kw; 100 kw at 1000 feet  
**FORMAT:** Urban Contemporary; AC  
**BROKER:** Craig Culp of Americom Radio Brokers

#### KORK & KYRK/LAS VEGAS

PRICE: \$3.25 million

**BUYER:** Anchor Media Limited, an affiliate of the Robert M. Bass Group, Alan Henry, general partner.

**SELLER:** Donrey of Nevada, Inc., a subsidiary of Donrey Media Group, Donald Reynolds, President. It also owns KOCM/Newport Beach, CA; KOLR/Reno; KBRN/Springdale, AR; KLDR/Delta, CO; and KEXO/Grand Junction, CO.

**DIAL POSITION:** 920 kHz; 97.1 MHz  
**POWER:** 5 kw days/500 watts nights; 50 kw at 1950 feet  
**FORMAT:** Big Band; AC  
**BROKER:** Blackburn & Co.

#### KWNZ/CARSON CITY-RENO, NV

PRICE: \$2.6 million

**BUYER:** Constant Communications Co. of Nevada, Fred Constant, President and 100% owner. Constant is majority owner of KIZN-AM & FM/Boise and KOAK & KDUK/Eugene, OR. Constant is selling KIVA/Albuquerque (see item below).

**SELLER:** Constant Broadcasting Co., Pacific Telecom, Inc. (90% owner), Fred Constant (10% owner).

**DIAL POSITION:** 97.3 MHz  
**POWER:** 88.1 kw at 2130 feet  
**FORMAT:** AC

#### KJKJ/GRAND FORKS, ND

PRICE: \$500,000

**BUYER:** Jack Ingstad Properties, Jack Ingstad, President.

**SELLER:** Justin Hoberg  
**DIAL POSITION:** 107.5 MHz  
**POWER:** 100 kw at 498 feet

**FORMAT:** AC  
**BROKER:** Bill Lytle of Chapman Associates

#### KIVA/ALBUQUERQUE

PRICE: \$1.9 million cash (at auction)

**BUYER:** The Daytona Group of New Mexico, Inc., Ron Samuels, Norman Drubner, Carl Como Tuter, principals.

**SELLER:** Amo Broadcasting Co., a subsidiary of Constant Communications, Fred Constant, principal. Constant, also owns KIZN-AM & FM/Boise; KOAK & KDUK/Eugene, OR; and is purchasing an additional 90% interest in KWNZ/Carson City-Reno, NV (see item above).

**DIAL POSITION:** 105.1 MHz

**POWER:** 100 kw at 1938 feet

**FORMAT:** CHR

**BROKER:** Elliot Evers of Chapman Associates

#### WPAG-AM & FM/ANN ARBOR, MI

PRICE: \$1.5 million

**BUYER:** Thomas S. Monaghan, Inc., a holding company owned by Thomas Monaghan, founder of the Domino's Pizza empire and owner of the Detroit Tigers baseball club.

**SELLER:** Washtenaw Broadcasting Co., Edward Baughn, President. His son James will retain his 14% ownership interest and continue to serve as GM.

**DIAL POSITION:** 1050 kHz; 107.1 MHz

**POWER:** 5 kw; 3 kw at 260 feet

**FORMAT:** Country; Easy Listening

**NOTE:** The buyer retained Radio-Guide People, Inc., Art Vuolo Jr. and Barry Grant, principals, to conduct feasibility study.

#### KLLY/OILDALE-BAKERSFIELD, CA

PRICE: \$1.3 million

**BUYER:** Buckley Broadcasting Corp. of California, Richard D. Buckley, President. It also owns KGIL-AM & FM/Los Angeles, KKH-AM & FM/San Francisco, WDRC-AM & FM/Hartford, WSEN-AM & FM/Syracuse, KUBB/Mo-desto-Merced, KWAV/Monterey-Salinas, and WYNZ-AM & FM/Portland, ME.

**SELLER:** KB Communications, Kenneth B. Orchard, owner. It also owns KVVQ-AM & FM/Victorville, CA.

**DIAL POSITION:** 95.3 MHz

**POWER:** 2.2 kw at 346 feet

**FORMAT:** AC

**BROKER:** Blackburn & Co.

#### WCHS & WBES/CHARLESTON, WV

PRICE: not disclosed

**BUYER:** Calcasieu TV & Radio, Inc., G. Russell Chambers, owner.

**SELLER:** Heritage Communications, James Hoak Jr., President, Paul Fiddick, President/Radio Group. It acquired Rollins Communications, which also owns KDAY/Los Angeles, WBEW/Chicago, WRAP/Norfolk and WAMS/Wilmington, DE. It plans to sell the Rollins properties. Heritage also has contracted to purchase six stations owned by LIN Broadcasting: WBBF & WMJQ/Rochester, NY; WEMP & WMYX/Milwaukee; and WIL-AM & FM/St. Louis.

**DIAL POSITION:** 580 kHz; 96.1 MHz

**POWER:** 5 kw; 50 kw at 360 feet

**FORMAT:** AC; Easy Listening

#### KIKK & KSEM/SEMINOLE, TX

PRICE: \$200,000

**BUYER:** Tejas Broadcasting, Limited, George Toone, principal.

**SELLER:** Triple R Broadcasting, Inc., Gay Copeland, principal.

**DIAL POSITION:** 1250 kHz; 106.3 MHz

**POWER:** 1 kw; 3 kw at 173 feet

**FORMAT:** Country

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

## CALL SIGN CHANGES

Ardmore, OK KEBQ to KRDM (requested)

Chadron, NE KZNE (11/12, new station)

Detroit, MI WNIC to WMTG (11/17)

Hendersonville, NC WKIT to WMYI (12/27)

Kearney, NE KRNK to KKOAA (11/7)

Kearney, NE KRNK-FM to KKPR (12/1)

Phenix City, AL WEIZ-FM to WGSY (new, requested)

Purcellville, VA WMHHA (new, 11/13)

Ringgold, GA WZRB (new, 11/13)

Somerset, TX KCHG (new, 11/13)

Tuckahoe, VA WARN (new, 11/13)

Wake Forest, NC WNOC (new, 11/13)

Wasilla, AK KCBR to KOBG (requested)

Ypsilanti, MI WYFC to WWCM (12/1)

## TRANSACTIONS AT A GLANCE

Transactions So Far in 1986: \$2,694,430,000

This Week's Transactions: \$28,820,000

- KAPE & KESI/San Antonio \$9.27 million
- WTP/Indianapolis \$8.5 million
- KORK & KYRK/Las Vegas \$3.25 million
- KWNZ/Carson City-Reno \$2.6 million
- KIVA/Albuquerque \$1.9 million
- WPAG-AM & FM/Ann Arbor, MI \$1.5 million
- KLLY/Oildale-Bakersfield, CA \$1.3 million
- WCHS & WBES/Charleston, WV price undisclosed
- KJKJ/Grand Forks, ND \$500,000
- WMAAD/Madison, WI \$1.00 (one dollar)
- KIKZ & KSEM/Seminole, TX \$200,000

## MEET FCC OFFICIALS

### NBC, Group W Explore Radio Merger

The much-rumored merger of the Group W radio properties and the NBC radio stations began to take shape last week, as executives from both companies held exploratory talks with FCC officials to see how the deal could potentially be structured.

According to various sources, the groups are contemplating setting up a new company in which each would hold nonvoting interests. The new entity would be managed by trustees.

#### Keeping Radio Groups Intact

The advantage of such a structure is that NBC would be able to keep most of its current radio properties. Owing to the takeover of NBC by General Electric, the company currently faces forced divestiture of WNBC & WYNY/New York, WKYS/Washington, and WMAQ & WKQX/Chicago. Group W may also have to sell KFWB/Los Angeles, if its proposed purchase of RKO's KHJ-TV/Los Angeles goes through.

But, since nonvoting interests don't

count toward the FCC's various ownership restrictions, a Group W-NBC marriage, as envisioned, would only leave a problem in New York, where either WINS or WNBC would have to go. However, there's serious talk at the Commission of killing the AM duopoly rule, opening up a chance that both AMs could be retained.

While refusing to comment on any specific proposals, FCC Mass Media Bureau Chief Jim McKinney praised the "innovative ideas" presented last week. The thrust of the plan, he said, would be to "not require absolute divestiture of the NBC stations, and to let Westinghouse get into new television markets."

#### Blueprint For Others?

McKinney said no formal plan has been filed by the parties, but he predicted that other groups seeking to avoid divestiture would follow any blueprint Group W and NBC created. The other big company currently facing numerous radio divestitures due to a merger is Cap Cities/ABC.

## WBYY Update

The price on the sale of WBYY/Buffalo from Devine Communications to Buffalo Broadcasting (R&R, 11/14) was \$3 million cash, plus a \$150,000 noncompete covenant. Robert A. Chalsion, Inc. brokered the transaction.

## Reporting Transactions

To have a radio station transaction listed in R&R, broadcasters and brokers should contact the R&R Washington Bureau (202-662-7484) as soon as details are available. Sale closing photos and broker news, such as personnel and office announcements, are also welcome.

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"Premier Christmas programming. We're delighted!"

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(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)

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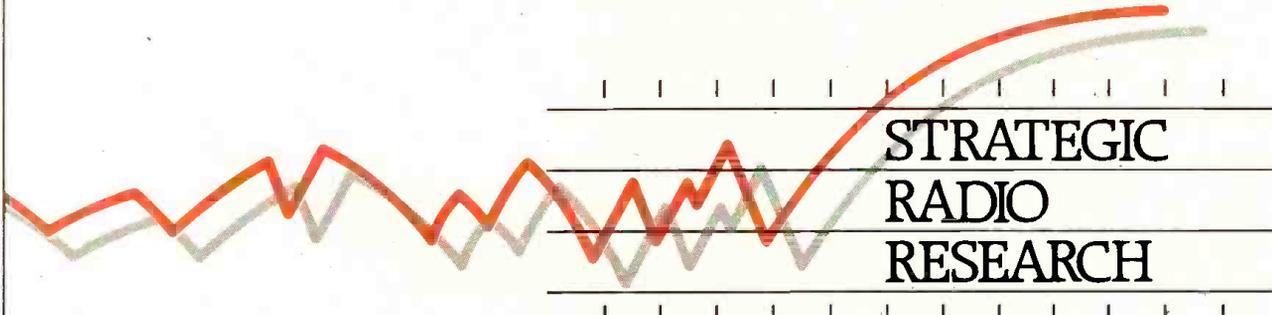
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# RADIO BUSINESS



**ST. LOUIS SEMINAR** — NAB staged its latest acquisition seminar last week in St. Louis. Among the experts briefing potential radio station owners were (l-r) Matt Liebowitz, Spencer & Freeman; Dean Sorenson, Sorenson Broadcasting; Charles Earls, George Moore & Associates; William Sanders, Sanders & Co.; Dan Gammon, Americom; Stephen Gormley, TA Associates; Jeff Smulyan, Emmis Broadcasting; Ted Nixon, Sconnix Broadcasting; and Tom Buono, Broadcast Investment Analysts.



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## SETTLEMENT TALKS DEADLOCKED

# Outside RKO Bids Due December 8

Representatives of the 39 remaining applicants for the RKO radio and television properties, meeting in Washington Tuesday (11/18), agreed to entertain buyout and settlement from outside parties.

Bids from outside groups are due at the office of FCC Mass Media Bureau Chief Jim McKinney, the designated RKO mediator, by 5:30pm December 8. "It is the consensus of the parties to bring in outsiders to make offers on the RKO properties," McKinney announced.

He said that eight weeks of settlement talks have failed to yield a settlement in even one of the license cases, although several came close to agreement. Even though offers were on the table for some of the stations, he said the deals fell apart because RKO and the competing applicants couldn't agree on how to split the proceeds offered.

### All Outside Bids Solicited

McKinney said he's not convinced outsiders will offer more money, but he believes knowing what the "market will bear" will give the competing applicants a more realistic idea of what is a reasonable offer.

According to McKinney, 28 outside groups have already expressed an interest in the RKO stations, including two that want to bid on all 12 radio properties and WHBQ-TV/Memphis, the only TV station up for grabs. The

new bidding process is not restricted to those 28, however. McKinney declined to identify the outsiders who've already contacted him, but said some are "very well-known, leading, and reputable broadcasters."

### Extension Past Jan. 31 Unlikely

Once outside bids are in, McKinney said he'll prioritize them and pass them on to the parties in each case for what he expects to be a month of negotiations on what offers, if any, to accept and how to divide the profits.

McKinney said he is still planning to submit his final report to the Commission on January 31. Asked if he'd propose an extension if the talks were close but not quite completed, he replied, "I'm not prepared to ask for any extension based on what I've seen so far."

## EMMIS TIES RAISE QUESTIONS

# \$285 Million Metromedia Buyout Approved

The \$285 million sale of nine Metromedia radio stations to Metropolitan Broadcasting Corp. won approval from the FCC, clearing the way for closing of the year's largest radio deal.

The central question in the Commission's approval was the 20% ownership in Metropolitan by Morgan Stanley Leveraged Equity Fund. The remaining 80% is owned by Metromedia VP/Radio Carl Brazell and other managers who will be principals in Metropolitan.

### Morgan Stanley's Emmis, Metropolitan Links

Morgan Stanley's role was a problem because the financial house also owns 17.39% of Emmis Broadcasting. That raised the possibility of duopoly violations, since Emmis and Metropolitan both own, or are about to own, stations in Washington, New York, and Los Angeles.

Under the FCC's duopoly rule, a single owner can't hold more than one AM and one FM in each of those markets.

After reviewing the matter, the Commission concluded that there's no problem because a single stockholder controls 60.41% of Emmis and "prevents the Fund (Morgan Stanley) from directing Emmis's affairs or activities." Thus, it said, Morgan Stanley's minority share "is not cognizable or attributable under our multiple ownership rules" and no conflict with the Metropolitan purchase exists.

### Cross-Interest Review Stated

In a footnote to the decision, the Commission revealed that it soon plans to launch a rulemaking "to assess the continuing need for the cross-interest policy," which regulates conflicts between overlapping ownership and management ties by single entities or individuals.

## Somerset Pays \$8.5 Million For WTPI/Indianapolis

Somerset Group, an Indianapolis-based manufacturer of building products, is forming Somerset Broadcasting, a new subsidiary that will include stations now held by Composite Communications, as well as WTPI/Indianapolis, which it is purchasing from Peoples Broadcasting.

Somerset is acquiring 80% of the assets of Composite, licensee of WLTP & WNUS/Parkersburg, WV. No money is being exchanged in the merger. The new broadcasting subsidiary will be named Somerset Broadcasting.

At the same time, Somerset has purchased WTPI/Indianapolis from Peoples for \$8.5 million. WTPI broadcasts on 107.9 MHz, with 26.1 kw at 885 feet, and an AC format.

"Somerset has basically been pursuing broadcast properties for quite some time," said John Patten, Composite's CEO, who will become President of Somerset Broadcasting. "The bottom line is that they had a desire, but not the expertise, to enter broadcasting, while we had the expertise, but not the financing, to expand. It's a perfect marriage of two business resources."

Somerset is a manufacturer of adhesives used in reconstruction, and has an interest in First Indiana Federal Savings Bank. Robert H. McKinney serves as CEO of the parent company.

Patten said Somerset intends to pursue additional broadcast properties, including, but not limited to, radio stations.

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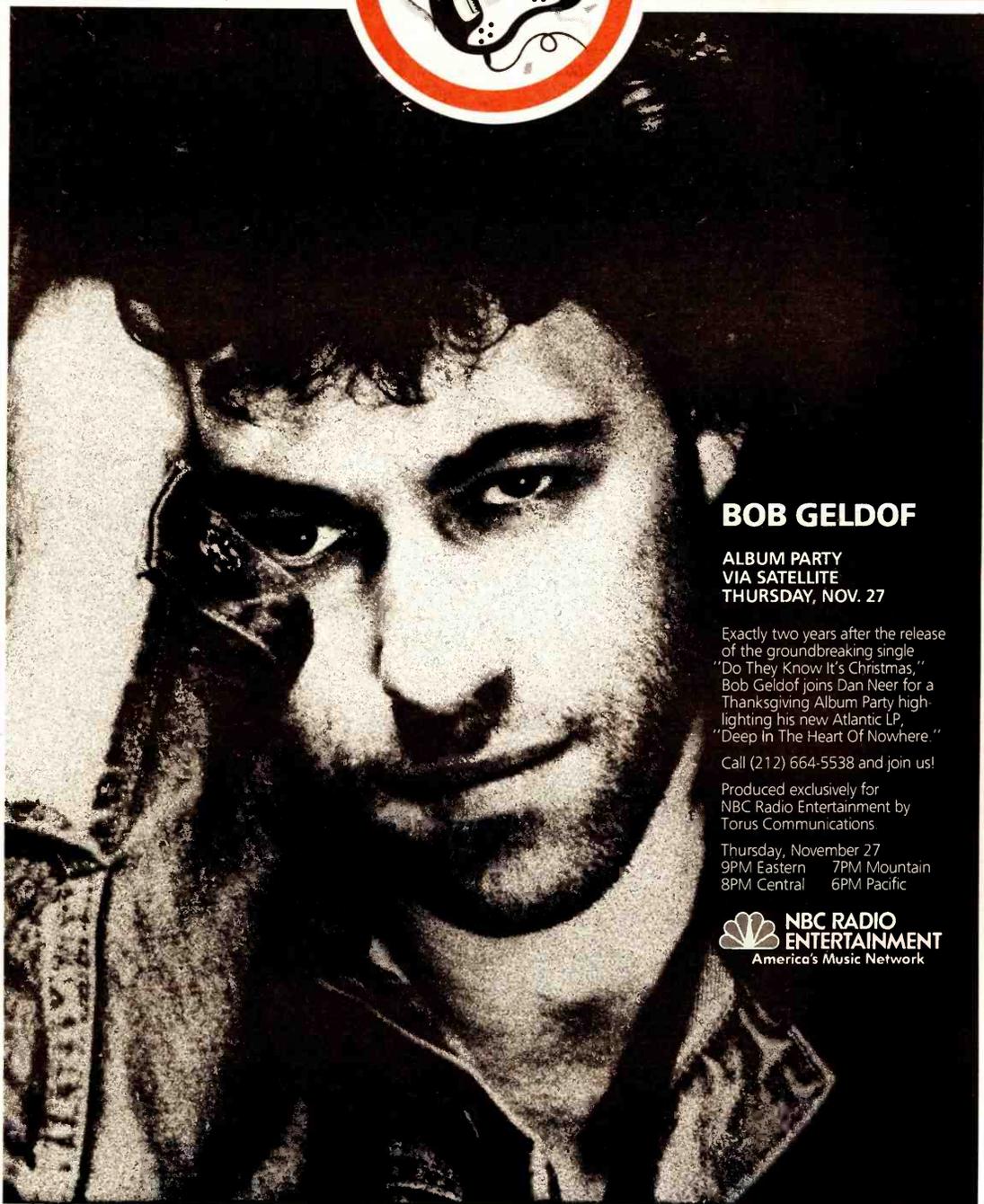
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# WASHINGTON REPORT

**KZBB FINED \$10,000**

## FCC Nails WRBQ For \$6000 For Tampa Studio Move

Even though it has a proceeding underway to abolish its main studio and program origination rules, the FCC continues to come down hard on stations that violate both regulations.

The latest victim of the Commission's enforcement efforts is Edens Broadcasting's WRBQ/Tampa, which has been fined \$6000 for failing to maintain a main studio in St. Petersburg, its city of license. The station was also charged with failing to keep its public inspection file in St. Petersburg.

FCC rules require stations to keep a "main studio" and originate at least 50% of non-network programming in their communities of license. The station's public inspection file must also be open to the public, at the main studio, during regular business hours.

Comments are due December 22 and reply comments on January 6

in the FCC's proposed relaxation or elimination of both regulations (Docket 86-406).

### Waiver Promises Unkept

In 1982 WRBQ got a waiver allowing it to exclude recorded music from its computation of the non-network programming it could originate from its auxiliary studio in nearby Tampa.

At the time, WRBQ pledged that "the station's main studio will continue to be staffed during regular business hours by station employees who are familiar with the station's established policies and procedures for facilitating contact with members of the public."

WRBQ also promised that its public inspection file "will be kept at the main studio location for ready access by residents of St. Petersburg."

### Locked Gate Bars Main Studio Access

However, in a letter notifying WRBQ of the \$6000 fine, Mass Me-

dia Bureau Chief Jim McKinney said inspections of the station's main studio "indicated that there is no staff present on a regular basis.

main studio, as required, but rather at the auxiliary studio in Tampa."

### KZBB Admonished, Fined \$10,000

In other action, the Commission has fined KZBB/Fort Smith, AR \$10,000 for similar violations. The station was formerly KZZE, licensed to Poteau, OK.

Questions arose when KZBB's owner, Audiophase Communications, attempted to sell the station to Markoma, Ltd. earlier this year. At the time, Fred Baker, owner of KFSA & KISR/Ft. Smith, AR, filed petitions charging that KZBB failed to originate programming from Poteau when it was licensed to that community.

After investigating, the FCC agreed that KZBB failed to originate the required amount of programming from its main studio in Poteau. Besides fining the station \$10,000, the Commission admonished KZBB for "misleading and evasive" responses in its pleadings.

"The FCC requires stations to keep a 'main studio' and originate at least 50% of non-network programming in their communities of license."

While previously staffed 24 hours a day and still in use on Sunday mornings, the studio is not generally staffed.

"Moreover, the Commission's inspections indicated that the main studio is inaccessible. It is located in a swampy area and access is prevented by a locked gate... the inspections showed that the public inspection file is located not at the

## NEWS BRIEFS

### Hollings: Negative Ads An "Abomination"

Incoming Senate Commerce Committee Chairman Fritz Hollings (D-SC) has vowed to fight the trend toward increasing use of negative political ads on radio and television.

In an interview with the *Washington Post*, Hollings said he expects to push legislation next year to clean up campaign advertising. Hollings called his reelection effort this year "the worst campaign I've ever been in. We never talked issues. It was an abomination. I never had any fun."

Hollings also remarked that he will oppose efforts by FCC Chairman Mark Fowler to relax the Fairness Doctrine.

### Public FM In Dallas Loses License

FCC law judge Walter Miller has stripped Agape Broadcasting Foundation of its educational FM license in Dallas (90.9 MHz) and awarded the license of KNON to a competing applicant, Criswell Center for Biblical Studies.

At the heart of the ruling was Miller's finding that Agape kept the station on the air for only four out of the 14 years it had the license, citing technical and financial reasons.

Even if the lack of service hadn't existed, said Miller, he would have lifted the license on grounds of ad misrepresentation and lack of candor. He said Agape failed to notify the Commission that the Association of Community Organizations for Reform Now (ACORN) assumed control of the station in 1981.

### WJLK Petitions For All-System AM Stereo Sets

Press Broadcasting, owner of WJLK/Asbury Park, NJ, has petitioned the FCC to require equipment manufacturers to make AM radio sets that receive both Kahn and Motorola AM stereo.

Press contends that Kahn-Motorola all-system receivers are now appropriate since "the marketplace has successfully narrowed the field to two fine systems."

Its proposal is the "most pro-competitive, pro-marketplace decision possible," Press argued.

"The technology would allow the radio marketplace to freely choose be-

tween Kahn and Motorola without fear that either system would be rendered worthless. Radio manufacturers could begin promoting and building AM stereo receivers without the current fear of obsolescence."

Texar recently petitioned the FCC to pick a single AM stereo standard, but there's no sign the Commission plans any new action in the matter.

### Other Key Developments:

- As of October 31, the U.S. radio station total was 10,046 (3936 commercial FM; 1254 educational FM; 4856 AM).

- NAB is now accepting nominations from its radio members for 1987 inductees into the Radio Hall of Fame. Commentator Earl Nightingale and sportscaster Mel Allen were inducted this year.

- The Recording Industry Association of America (RIAA) holds talks with Japanese electronics manufacturers on December 11. One key subject will be U.S. concerns about Digital Audio Tape (DAT) equipment.

- The FCC has affirmed a prior ruling that, in selecting Docket 80-90 FM station winners, daytimers will only get enhanced credits if they've provided continuous service for three years prior to the date their applications were filed. Daytimers recently granted new nighttime authority on the foreign clears are not eligible for the credits.

- A new EEO report to be filed out at station renewal time, proposed by the Office of Management and Budget, has been floated for public comment by the FCC.

- Six applications for a new FM in Jackson, WY have been designated for hearing, and the FCC has affirmed its refusal to accept a seventh application which didn't comply with the 300-meter minimum antenna height for a Class C station.

- The FCC says stations no longer have to file a Form 301 and wait for Commission approval before making certain electrical or mechanical modifications to their transmitters.

- The Ford Foundation has made a grant of \$1 million to National Public Radio's Sustaining Fund for News Excellence. Meanwhile, the NPR Board has reelected Chairman Jack Mitchell of WHA/Madison, WI and Vice Chairman Ward Chamberlain of WETA/Washington.

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# WHAT'S NEW

Edited by Don Waller



## Floatarium For Two

It is completely enclosed. It creates a controlled environment conducive to deep relaxation for accelerated concentration and learning via a 13-inch video monitor. It is the two-person floatarium, currently available via the NYC-based **Hammacher & Schlemmer** catalog.

Imagine yourself — or yourself and a friend — buoyed in a 13- to 15-inch deep saline bath heated to precisely 93.5 degrees Fahrenheit that all but neutralizes the effect of gravity. What's more, this particular floatarium sports relaxing hydromassage capability by way of the unit's four Jacuzzi jets.

Additional features include an underwater sound system, an interior/exterior communication link, underwater lights, a two-speed air circulation and filtration system, a temperature sensor, and interior controls for all functions.

Constructed of molded fiberglass, the 54" x 67" x 105" unit weighs 350 pounds, holds up to 200 gallons, and plugs into any grounded household outlet. Price: \$7995.

## The Perfect Couple

You know them when you see them, whether they are together or alone: those people who look so perfect they're liable to induce nausea, or at least, bulimia. But who are they? And how many of them are there?

According to a recent survey by the NYC-based advertising firm of D'Arcy, Macius, Benton & Bowles, four percent of the American public wouldn't

change anything about the way they look. Subjecting this data, reported in a recent issue of *American Demographics*, to the unscientific analysis of our Social Observations' Editor, who opines that at least half of these "happy to be just like I am" types are actually slovenly creatures who are simply past the point of caring, that leaves exactly two percent of Americans who are disgustingly perfect specimens.

## National Cellular Phone Service

Maybe it sounds like science fiction, but national cellular telephone service should be an everyday fact of life by the early 1990s. So claims **Phillip Parker** of the Washington, DC-based telecommunication management consulting firm **Robert Nathan Associates Inc.**

By using satellites for retransmission, cellular phone service will be possible

from anywhere in the country without the need for a large dish antenna to ensure reception. This technological development will cause cellular phone service prices to drop to levels competitive with local cellular phone service, which is good news for the estimated 60,000 users of mobile satellite telephones predicted to be in service before the end of the century.

## Vegetables Finding It Hip To Be Square



**Huey Lewis & The News** aren't the only ones finding it hip to be square these days. So are lowly cucumbers and homely zucchinis, at least those available from **Max Nisson's** Atlanta-based **Fresh World** firm.

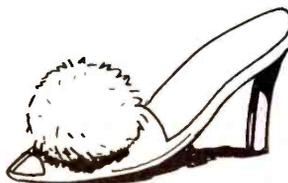
Developed by a North Carolina grower, who holds the patent on the

process, the angular comestibles are created by placing molds around each budding blossom to produce vegetables of predictable sizes and shapes. Each mold also can be embossed with a logo for additional marketing appeal. Monogrammed cucumbers — think of the snob value.

According to Nisson, the average vegetables produced thus far were eight-inch rectangles with 1 1/2-inch flat sides that yielded 45 slices per piece. And despite their hefty price tag (\$4 each), the 15,000 units produced thus far have fallen far short of demand.

While Nisson expects prices to fall as production increases, he's already made plans to expand his product line to include cube-shaped pumpkins, tomatoes and melons, with pentagonal, prismatic and triangular items on the horizon as well.

## Sex 'N' Shoes



When it comes to shoes, men are more likely to have holes in their soles. According to a recent three-year survey of 11,000 US households conducted by the Connecticut-based **MRCIA Information Services**, men don't purchase new shoes until their old ones have worn out, which accounts for the fact that the average American man buys only two pairs of shoes per

year.

However, as reported in the **Wireless Flash** radio news service, the average American woman purchases 4.7 pairs of shoes annually. Thanks to these well-heeled honeys — and **Imelda Marcos** — there were 871 million pairs of shoes sold in the U.S. in 1985, a five percent increase over 1983's levels.

## Powered By Plastic

Those horses under your hood may be made of plastic in the future. According to a recent **Omni** article quoting **Ford** auto design engineer **Robert Nakin**, plastic engines should be commonplace as early as the year 2000.

One reason is that the plastic engines are approximately 40% lighter than standard car engines, allowing

faster acceleration and braking. The lighter weight also makes for more ease of handling.

Another advantage is that plastic engines are about 10% quieter than conventional engines. Even more important, the plastic engines can be built for around one-third the cost of metal motors.

## POLLSTAR

### TOP 20 CONCERT PULSE

#### LW TW ARTIST

- 1 GENESIS
- 1 2 NEIL DIAMOND
- 2 3 ELTON JOHN
- 4 4 BILLY JOEL
- 7 5 BOB SEGER
- 5 6 VAN HALEN
- 8 7 JOURNEY
- 8 LIONEL RICHIÉ
- 9 9 STEVIE WONDER
- 11 10 WHITNEY HOUSTON
- 12 11 HUEY LEWIS & THE NEWS
- 10 12 KENNY ROGERS
- 14 13 AC/DC
- 13 14 NEIL YOUNG & CRAZY HORSE
- 15 15 DAVID LEE ROTH
- 16 16 ALABAMA
- 17 17 MOODY BLUES
- 20 18 38 SPECIAL
- 19 19 MONKEES
- 20 TRIUMPH

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.

# ROCK BACK?

# 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.

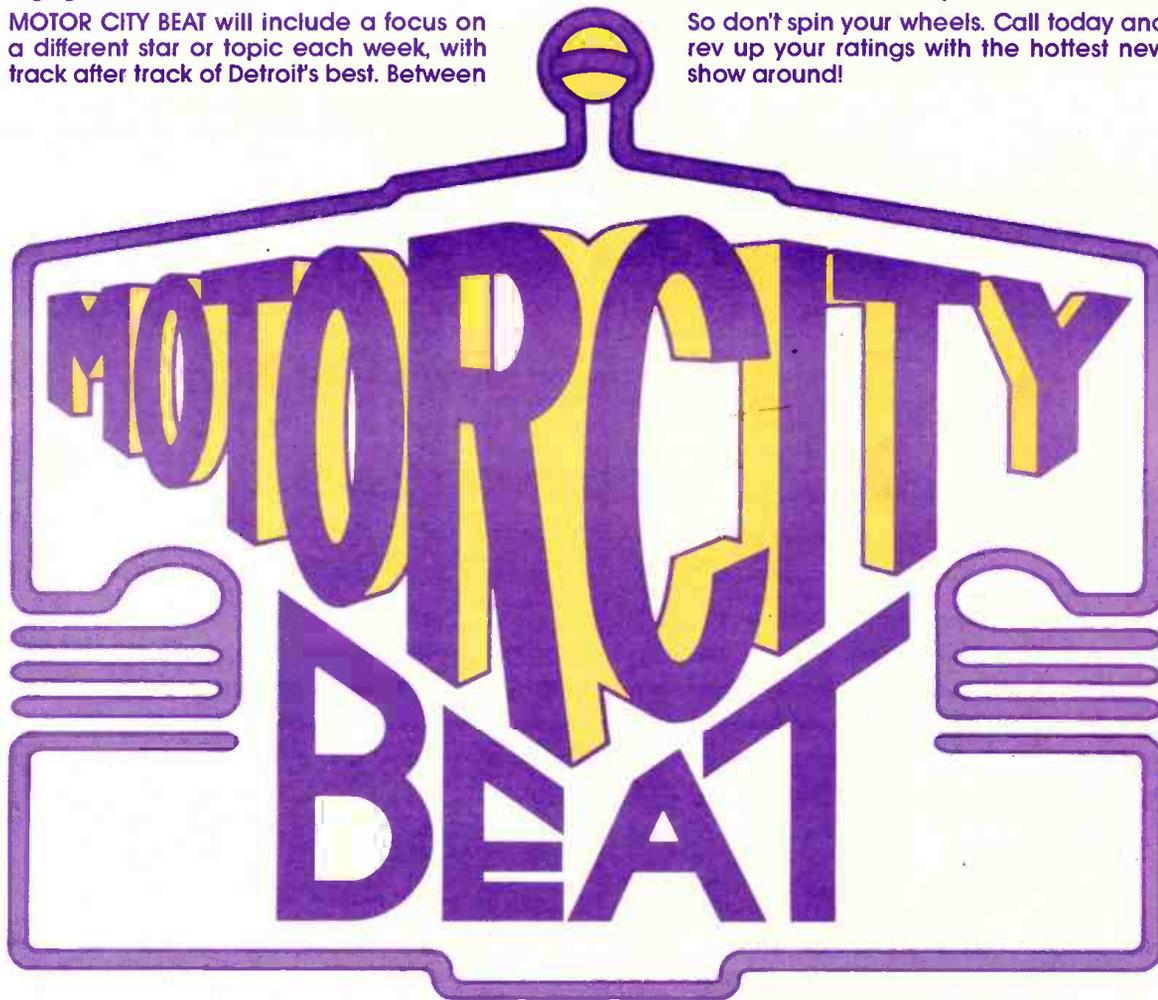
Now, every week, for three solid hours, your listeners can cruise to the infectious rhythms of MOTOR CITY BEAT, a new guaranteed ratings-grabber from US.

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 Ryder 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!



MOTOR CITY BEAT is available on a swap/exchange basis to stations in the top 170 Arbitron-rated metro markets.

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# STREET TALK

# Survivors



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Breaking  
Single  
To Date

CHR Chart:  
24-18



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Incoming **RIAA** President **JAY BERMAN** will have to contend with renewed activity by the **PARENTS' MUSIC RESOURCE CENTER**. The organization and the **NATIONAL PTA** have declared that RIAA labels "are not fulfilling the 'good faith' agreement" reached last year over explicit lyrics. Says PMRC President **SALLY NEVIUS**, "Not only have many in the industry broken the agreement, but also some companies have taken elaborate means to sidestep it." Nevius and National PTA President **ANN KAHN** say their organizations will be going back to individual companies and the RIAA to urge compliance.

Last week we reported that **CBS** founder **WILLIAM PALEY** was said to be firmly opposed to the sale of the company's records division. An item in the latest *Newsweek* suggests that Paley and acting CBS CEO **LAURENCE TISCH** were at odds over the matter, with Tisch ready to accept a bid of more than \$1 billion by Records Group President **WALTER YETNIKOFF**. But Paley reportedly believes Records is one of the corporation's core businesses — and was supported in that view by the board.

More West Coast interest in the **NBC RADIO NETWORKS** . . . this time from **GLOBAL SATELLITE NETWORK**. Word has it that GSN's principles are pressing the peacock for a possible takeover of those nets. So is **WESTWOOD ONE**. In any case, look for Global to cease its distribution deal with **ABC** and take its three programs — "Rockline," "Power Cuts," and "Reelin' In The Years" — independent again in 1987.

A change in responsibilities for **RCA A&R** chief **GREGG GELLER** (Page 3) has not exactly been unexpected since **BOB BUZIAK** became label President last April. While managing record producers, engineers, and songwriters via his own firm, Buziak obviously had his own ties with the creative community. During the past six months at RCA, he's become closely involved with talent activities and, insiders say, is *de facto* head of A&R.

Geller is expected to assume some of the duties of **RCA/ARIOLA** International VP/Marketing and A&R **JOE KIENER**. Kiener is leaving the label at year's end to go into sporting goods and duds — the same business which attracted longtime record vet **DON WASLEY** of **EMI AMERICA** a few months ago. Do they know something we don't?

On the subject of buying and selling, the **BERTELSMANN** acquisition of RCA Records is scheduled for completion on or around Dec. 15. Once the deal is done, Dr. **MICHAEL DORNEMANN** is expected to take up residence as Bertelsmann's U.S. corporate

supremo. He's a member of the firm's executive board, and has been based in West Germany.

From Washington we hear that **MARTY RUBENSTEIN**, President of the **CORPORATION FOR PUBLIC BROADCASTING**, resigned his post at their board meeting this week. "Policy differences with board members" reportedly were the cause for his departure.

New Deals Department: **CAPITOL**'s **RECORD GROUP SERVICES** division will produce and distribute **BIRTHRIGHT RECORDS**, the 15-year-old black gospel label. Initial product under the pact is two albums by **EDWIN HAWKINS**; further releases will follow. Meanwhile, **ARIF MARDIN**'s **DENIZ PRODUCTIONS** has linked up with **ATLANTIC**, kicking off with newcomer **JOSHUA**. Incidentally, **VICKY GERMAISE** has joined Deniz as Creative Director.

While we wait to hear who's going to be handling distribution for the relaunched **VIRGIN RECORDS** in the US, here's an idea of the scope of **RICHARD BRANSON**'s conglomerate, better known as the **VIRGIN GROUP**. The \$2 share price for its initial public offering in the UK values the company at a cool \$346 million. Branson has said that the stock issue — expected to raise about \$86 million — will be used to help finance Virgin's American ambitions. His own stake in the company is worth at least \$150 million.

Come January, **EMI AMERICA** will be holding strategic planning/promotion meetings at an appropriate out-of-town location (likely to be either in San Diego or Palm Springs). It'll be the first such get-together in several years. Meanwhile, **DAVE GLEEKMAN** is the label's new Local Promotion Manager in Denver while **JIM DAVENPORT**, who previously held that position, moves to Dallas. He replaces **JOHN HEY**, who was recently named Director/National Album Promotion.

The Los Angeles chapter of **NARAS** has invited radio and record execs to discuss the "future of the music business" in a three-hour debate scheduled December 4. Heading up the record side of the panel are **GEFFEN**'s **AL COURY**, **A&M**'s **CHARLIE MINOR**, and **MCA**'s **RICHARD PALMESE**. On the radio side will be L.A. PDs **JEFF WYATT (KPWR)**, **RICK CARROLL (KROQ)**, **JHANI KAYE (KOST)**, and **MIKE SCHAEFER (KIIS-AM & FM)**. Independent promoters, cross-marketing, narrowcasting, and blanket licensing are just some of the topics expected to be covered.

Continued on Page 22

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# KATE BUSH

## EXPERIMENT IV



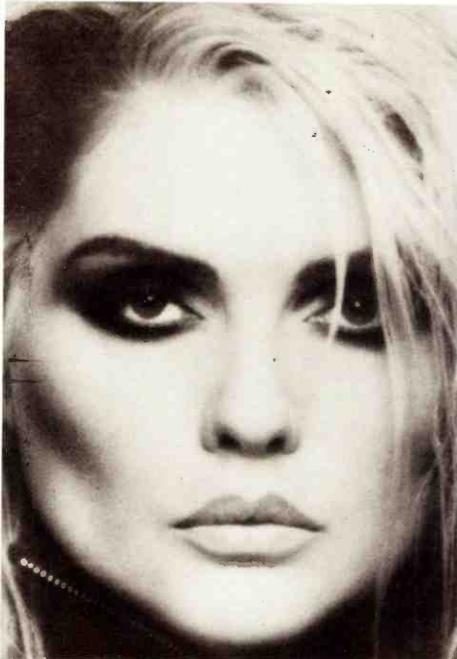
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## THE WHOLE STORY

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KTKS/Kevin Metheny	(214) 891-3400
KATD/Bob Harlow	(408) 354-6622
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COMPACT DISCS



## STREET TALK

Continued from Page 20

The Fresno station battling to keep its "Breakfast Club" away from **KKDJ** is **KCLQ**, not **KLCY** as we stated last week. What we didn't mention, however, is that **KCLQ** allegedly has "pirated" a TV spot syndicated by **ROBERT MICHELSON, INC.** in New York. Michelson believes that the station, after viewing a demo spot, "used the same music and scripts and put together their own identical version" of the commercial. Michelson is suing the station for \$50,000, and says that he has rejected a settlement offer of \$2500.

If **DICK PURTAN** can't assemble a leveraged buyout of **WCZY/DETROIT**, look for him to possibly jump to **WMJC** — which we hear may be changing to Classic Rock. If he does, that may induce "MJC morning man **TOM SHANNON** to look elsewhere (including **WWKB/BUFFALO**, which has been wooing him but can't yet afford the price). Meanwhile, **WWKB** has drawn **WSOC/CHARLOTTE**'s **DAN KELLY** to spread his native Buffalo wings and come home to do wakeup service.

**WWKB** also celebrated the 25th on-air anniversary of personality **DANNY NEAVERTH** last weekend, calling in former luminaries from all over the country. Jocks such as **RON RODDY** (now with "The Price Is Right"), **WNBC/NEW YORK**'s **JOE REYNOLDS**, **CFNY/TORONTO**'s **DON BERNIS**, **WMJC/DETROIT**'s **TOM SHANNON**, and consultant **ART WANDER** were on hand for the weekend-long festivities.

It appears that **KJLH/LOS ANGELES**'s boycott of **WEA** is over, as the station readded the label's product. **KACE** began playing it again last week.

Talk was rampant in Tinseltown that **KMET** would switch from AOR to Urban. Even the *L.A. Herald-Examiner* predicted the change would come last Friday (11/14) at 5pm. But when the appointed time arrived, personality **DAVID PERRY** merely said, "We know there's a lot of people listening right now," and launched into an appropriate song — **LED ZEPPELIN**'s "Communication Breakdown." **PD FRANK CODY** jokes, "The whole rumor must've started because I was overheard saying we were going to become more *urbane*."

Over at **KLSX/LOS ANGELES**, former **KLOS** morning star **SHANA**, most recently at **KCAL-FM/RIVERSIDE**, has joined for middays.

As if the seven dirty words aren't enough for radio, we hear **HOWARD STERN** is talking with **FOX TELEVISION** about a TV series. If that doesn't work out, he might pursue **DIR BROADCASTING** (which syndicates his "National Howard Stern Show"); **DIR**'s parent company is **LORIMAR TELEPICTURES**, an obvious connection for a video deal.

**WPLJ/NEW YORK MD LISA TONACCI** has resigned after many years with the station to become PD at **DUFFY BROADCASTING**'s newest acquisition, **KIXS/KILEEN-AUSTIN, TX**.

"Countdown U.S.A." host **JOHN LEADER** is stepping aside for San Francisco veteran broadcaster **DAVE SHOLIN**, who steps in the second weekend in January. Still no word about the long-silent legal battle (begun a year ago) between **UNITED STATIONS** and the "Countdown U.S.A." principals over possible violations of a noncompete clause. Case closed?

B.A.D. times at Bedrock High: We hear **RICK DEES** has joined the animated cast of **ABC-TV**'s Saturday morning cartoon "The Flintstone Kids," where he'll do the voice of stone aged DJ "Rock Dees." Dees's wife **JULIE** already supplies the voice of "Wilma Slaghoople." As the song says, "Everybody must get stoned" (whoops).

**LEGACY BROADCASTING** has issued a corporate edict forbidding its stations from having contact with independent record promoters. The memo from the office of **DOUG BROWN**, VP/Group Operations, warns programmers against such contact and asks that business be done only through label promo reps.

**WRXL/RICHMOND** has pulled off quite a coup for its radiothon benefiting the Central Virginia Foodbank. Donors of \$50 or more will receive one of 2000 limited-edition, white-vinyl, 12-inch pressings of **JOHN LENNON**'s "Happy Xmas (War Is Over)." The cover has a message from **YOKO ONO** on the front and a shot of the station airstaff on the back. **PD DAVID GROSSMAN** says it's the first time ever that permission has been granted to put a **BEATLES** song, solo or by the group, on any vinyl other than the usual consumer pressings.

Former **WBSL/NEW YORK** morning man **RICKY RECARDO** has joined the flamingo vice squad, moving to **HOT 105/MIAMI** to do afternoons (2-6pm).

You've heard of great contest giveaways . . . well dig this: We hear **WKRP/DALLAS, GA** is being donated by owner **RUCKER & ASSOCIATES** to the University of Georgia.

When **JOHN ROBERTS** comes into **KEGL/DALLAS**, he'll be minus **JOE FOLGER**, who has been interim PD. Joe is seeking his own programming job.

Another set of three-letter calls leaves the airwaves as **KOB-AM & FM** are now legally **KKOB**. This is due to an ownership change, splitting the radio stations from the TV facility — which remains **KOB-TV**.

Finally, congratulations to industry vet **DICK KLINE** and his wife **LAURA** over the birth of their 7 lb., 12 oz. son, **JASON ADAM**, November 12.

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### #4 MOST ADDED

#### STRONG SIGNALS AT:

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WCAU	WMMS	WAMX	WNOK	KTUX	WIGY	WFXX	WPFM	KKLS	Y97
94Q	KWK	WGFM	G105	WMEE	103CIR	KQIZ	Z102	99KG	
PWR997	KPKE	WKRZ	WANS	WIXX	WZYQ	WKSF	WVBS	KKRC	
Z93	KMJK	WBBQ	WCKN	WEAG	OK100	WJAD	KYYY	WDBR	
KRBE	KATD	WKQB	WQUT	Z104	100KHI	KISR	WBNQ	WSPT	
Y100	Q100	WBCY	KZOU	KIYS	95XIL	Q104	WBWB	KYYA	
WRSR	K104	WROQ	WLRS	KIKX	WGAN	KSMB	WLRW	KZFN	

#### ON TOUR WITH JASON AND THE SCORCHERS:

**NOVEMBER** 21—LOS ANGELES, CA/22—SAN FRANCISCO, CA/23—BERKELEY, CA/25—SALT LAKE CITY, UT/26—DENVER, CO/28—KANSAS CITY, MO/29—ST. LOUIS, MO/30—MINNEAPOLIS, MN/**DECEMBER** 1—OMAHA, NB/3—SPRINGFIELD, MO/4—COLUMBIA, MO/5—CHICAGO, IL/6—MILWAUKEE, WI/7—SPRINGFIELD, IL/9—LEXINGTON, KY/19—20—NEW YORK, NY

ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS.

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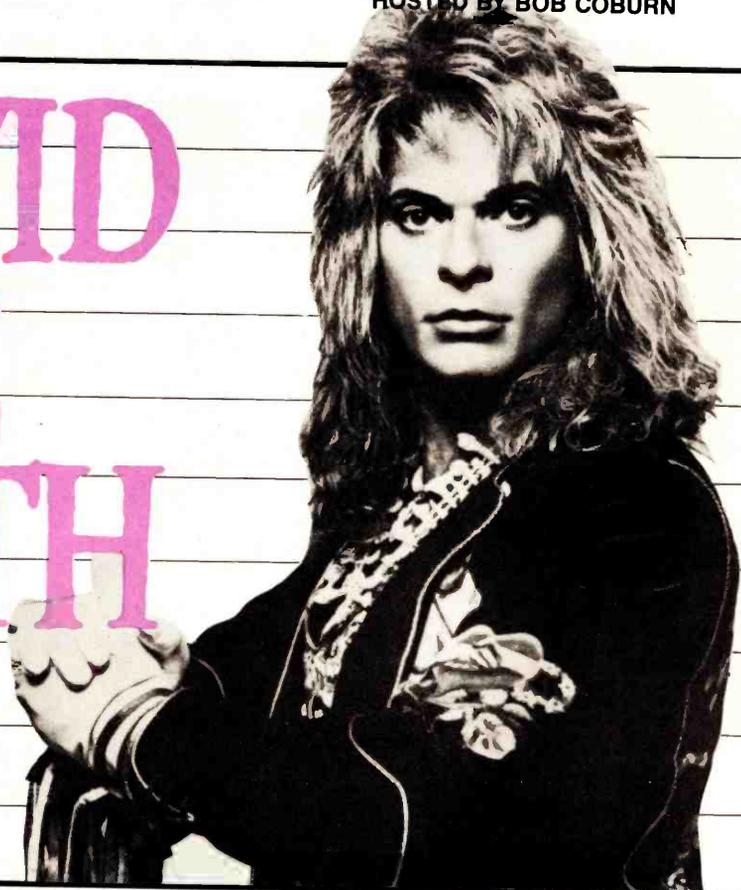


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# PRO:MOTIONS

## Brunning Chappell VP/General Counsel



John Brunning

John Brunning was named VP/General Counsel for New York-based **Chappell & Co., Inc.** Brunning joined Chappell and **Intersong Music Group** in 1980 as Legal and Business Affairs Advisor, advancing to Sr. International Legal & Business Affairs Advisor, and most recently as the company's London-based VP/Legal & Business Affairs.

## Krugman Joins Columbia Records



Jay Krugman

Jay Krugman has joined **Columbia Records** as Associate Director/Product Marketing, East Coast. His background includes stints in film and video marketing and production, as well as record production and engineering.

## Eisenstein Viacom Senior Attorney

The New York-based **Viacom Entertainment Group** promoted **Lois Eisenstein** to Sr. Attorney. She joined the company in January of this year. She was most recently an entertainment law specialist for **Weil, Gotshal & Manges**. Her background also includes editorial posts with **Doubleday & Company**.

## RCA/A&M/Arista Names Ellis



Richard Ellis

**RCA/A&M/Arista Distribution** has appointed **Richard Ellis** Manager/Branch Marketing. Ellis's background includes artist management and a sales stint for *Musician* magazine. He joined **RCA Records** in 1984, most recently serving as a New Jersey-based Field Sales Representative.

## Markowitz EPA Manager



Lisa Markowitz

**Epic/Portrait/CBS Associated Labels** has named **Lisa Markowitz** Manager/Publicity, East Coast. She interned for four years in the company's publicity department, prior to which she worked for **Stiff Records**.

## Curtis BPME Manager

**Broadcast Promotion & Marketing Executives** has named **Jay Curtis** its first Resource Center Manager at San Diego State University. He will be responsible for organizing the association's collection for service to BPME member companies, soliciting new entries, and developing marketing ideas, and packages for BPME. Curtis is a teacher, writer, producer, and has served as Film Director for **XETV/San Diego**. He was most recently Staff Producer for **Greenlight Communications**.

## Bain Becomes WNUS & WLTP Station Manager



Ben Bain

**Ben Bain** has been promoted from Sales Manager to Station Manager at **WNUS & WLTP/Belpre, OH**. His background includes working for **WMOA/Marietta** and **WIBZ/Parkersburg, WV** before joining **WNUS** in 1981.

## Kelly Named WNOX GSM



John Kelly

**John Kelly**, formerly President of **Republic Radio** since 1983, has been named GSM at **WNOX/Knoxville, TN**. His background also includes posts as AE for **WINS/New York**, **Major Market Radio**, and **Edward Petry Radio**.

## WEA Taps Raithe

**WEA** has selected **Jody Raithe** as National Director/Product Development. Most recently the company's National Special Projects/Singles Sales Coordinator, Raithe joined **WEA** in 1971. He advanced to Inventory Clerk, Junior Sales Rep, Sales Rep, AE, and Branch Regional Marketing Coordinator. In 1980 he became National SPC/Singles Coordinator.

## EMI America Appoints Three

**EMI America Records** has appointed **Bettina Rohan** A&R Projects Coordinator, **Kelli Richards** A&R Department Asst., and **Allison MacLeod** Administrative Sales Asst.

## Arbitron Promotes Freedman

**Arbitron** has named **Lisa Freedman** to become Manager/Marketing Research Services. She was previously Project Director/Marketing Research Services for two years. Prior to joining Arbitron, Freedman was a Financial Supervisor in **J. Walter Thompson's** Washington, DC Spot Buying Media Department.

## BMI Names Two

**BMI** has named **Richard Mack** VP/Systems & Data Processing and **Thomas Annastas** Asst. VP/General Licensing. Mack comes to the company from **Equitable Life Assurance Society**, where he was most recently Asst. VP. Annastas joined **BMI** in 1973 as Staff Accountant, and moved on to become OM/Broadcast Licensing.

## New Global Post For Meshover

**Global Satellite Network** has installed **Sheryl Meshover** in its newly-created Station Affiliate Relations post. Meshover will be responsible for expanding the affiliate base for "Powercuts." She comes from **KSON-AM & FM/San Diego**, where she was an AE. Prior to that she was an AE with **WQXI-AM & FM/Atlanta** and **WINS/New York**.

## CHRONICLE

### Born To:

- **KLPX/Tucson** morning man **Rick Allen**, wife Elizabeth, son Joseph Frances. September 28, ber 28.
- **KKRC/Sioux Falls** nighttime jock **Rees Kirk**, wife Julie, daughter Michelle Rae, October 16.
- **WOMC/Detroit** traffic reporter **Liz Somerville**, husband Mark, daughter Stephanie Elizabeth. October 28.
- Also at **WOMC**, news reporter **Marie Osborn**, husband John, son Robert Hampton, October 27.

## Edwards KUIC SM



John Edwards

**John Edwards** has assumed the SM position for **KUIC/Vacaville-Fairfield, CA** after serving most recently as Asst. SM and AE at the stations.

## PROS ON THE LOOSE

- **Roger Carey** — Mornings **WINZ-FM/Miami** (305) 472-8523
- **Ric Cramer** — Nights/Production **WGCL/Cleveland** (216) 835-2038
- **Joe Folger** — Interim PD **KEGL/Dallas** (214) 751-0530
- **Danny Martinez** — Mornings **KRLA/Los Angeles** (213) 541-3669
- **Randi Rhodes** — MD/Assistant PD/Middays **KHYI(Y95)/Dallas** (214) 717-0660
- **Don Sebera** — Sports Director **WKHK/Richmond** (804) 458-5448

## CHANGES

- **John Chichester**, former Sales Manager for **John Blair Company/Detroit**, joins **CBS Radio Networks/Detroit** as AE.
- **Mark Campbell**, former Promotion Director for **KTKS/Dallas**, joins **KKHT/Houston** as AE.
- **Hal Youngblood**, former OM for **WNEW/New York**, returns to **WJR/Detroit** as nighttime talk host.
- **Vincent Del Mastro**, former AE/Spot Radio Rep for **Torbet Radio/New York**, joins **United Stations Programming/New York** as AE.
- **Steve Sussman**, former Publicist in the Public Affairs Department for **RCA/Ariola/New York**, joins **Atlantic Records/New York** as copywriter.

# ZAP BACK?

# RATINGS AND RESEARCH

## Secrets Of Successful AM Radio Stations

By John Lund

AM owners and managers ask us as research consultants, "What can I do on the AM dial to get ratings, increased revenues, and profitability?" To answer this question, we closely examined winning AM radio stations to see what they are doing in terms of 12+ ranking, target demographics, format, and facilities.

The research staff of the Lund Consultants completed a thorough evaluation earlier this year of 470 winning AM stations across America. We focused on the top two stations (regardless of their 12+ ranking) in each of the 258 Arbitron markets that received a spring report — 161 regular markets and 97 condensed markets. These "leading AM survivors" were profiled by market size, share, ranking, increase/decrease since spring 1985, demographics, format, and facility/power.

There should be no question that the four best markets with the highest AM share of audience are Asheville, Altoona, Billings, and Bloomington. (An AM operator's chance of success is apparently greater if he locates his AM station in a city that begins with an "A" or "B"!)

The loss of AM shares is well documented in all markets. Jim Duncan's *American Radio* has provided the chronology of AM over the past ten years. According to Duncan, AM's share in spring 1976 was 59%; this spring it was 31%. Of the 161 regular Arbitron markets surveyed just this spring, Duncan reported that 33 had AMs as the biggest share gainers while 48 had AMs as the biggest share losers. A section of the spring 1986 *American Radio* shows the leading stations by format, examining just the number one 12+ stations in Arbitron's 161 regular markets. Virtually all MOR/Variety and News/Talk stations were on the AM dial. Most Nostalgia and about a fourth of the Country stations were also AM.

### Evaluation By Market Size

As the accompanying chart shows, in markets 1-50 the gainers

are MOR and News/Talk. The losers are AC and Country. In markets 51-100, Black/Urban, MOR, AC, and Spanish enjoyed very small gains. In regular Arbitron markets 101 and smaller (not including condensed markets), Country AM had considerable gains while MOR, News/Talk, and Black/Urban stations lost ranking.

AMs are News/Talk; 32 gained and 23 lost. 44 AMs are Nostalgia; 19 gained and 25 lost. 41 AMs are Black/Urban; 19 gained and 22 lost. Ten AMs are Religious; six gained and four lost. Five AMs are Beautiful Music/Easy Listening; four gained and one lost. 11 AMs are CHR; five gained and six lost. 14 AMs are Spanish; nine gained and seven lost. News/Talk does best in top 50 markets; Nostalgia in the top 100 markets.

### Brief Observations

Many of the AM radio stations listed as MOR/Variety have talk

have little to do with success of AMs in smaller markets. Many of the small market AM successes are Class IV facilities, low power, or high on the dial.

In the larger markets, though, the best AM facilities do extremely well, especially clear channel stations.

AM stereo appears to have little effect in most markets; most of the AM winners are not stereo. Most of the News/Talk winners are mono.

Only a few markets nationwide have no AMs among the top ten ranked stations 12+.

Play-by-play of major league

their time-spent-listening. Thus, it is more expensive for a winning AM today to run a successful operation and get good ratings.

Top AMs are aggressive in their advertising and promotion. There is often major contesting, with extensive television and direct mail advertising campaigns.

Most successful AMs use a research consultant to improve programming, know what listeners expect/want from their AM station, and work with their management, program staff, and promotion department to get the best ratings.

Successful AMs across America are "more than music"; their programming is "FM-proof" in that a competitive FM cannot offer listeners the same benefits as the AM.

Regardless of format, the winning AM in each market has a unique personality or "stationality" that sets it apart from the competition. The station is known and respected for specific service qualities like local news, weather, talk shows, sports, and community involvement. These qualities tend to be nonmusic in nature, even though the station may play a type of music.

When an AM offers the same music programming as an FM station, the AM tends to lose this head-on competitive battle. This is especially true with the under-35 year-olds. Very few under-35 year-olds listen a lot to AM.

Few eroding AMs have enjoyed a quick fix and immediate ratings turnaround success. There are many AMs, however, that have improved their position through research to find programming opportunities in their markets.

Ratings do not result in revenues or profitability. High-rated AMs that have good gross revenues are not necessarily profitable. Poorly-rated AMs can have good gross revenues and excellent profits. Many of America's profitable AMs sell above their rating share. It is not unusual to see a market's number four station (an AM) number one in sales and number two in profitability. The better sold AMs have utilized research to know their audiences' tastes and shopping habits, programming and sales opportunities, and the needs of the advertisers and clients.

Simulcasting will lower costs at first and ratings of the AM will rapidly fall off, too.

The managers at winning AM stations are committed. They tend to have excellent programming and salespeople. They often have to educate the advertising community (and the 18-34 agency media buyers who were raised with FM) about their "12+ myopia" (dependence on 12+ rating shares) and the benefits and household income of the 35+ adult AM listener. AM cost-per-point selling is less prevalent; creative selling, program sponsorship, promotions, community involvement, and marketing research tend to be the new direction of selling successful AM stations today.

## AM Evaluation Results

Format	Markets 1-50		Markets 51-100		Markets 101+		Condensed Markets	
	Gain	Loss	Gain	Loss	Gain	Loss	Gain	Loss
MOR/Variety	16	9	16	13	13	23	13	21
AC/Oldies	2	6	8	6	8	9	10	9
Country	2	7	9	10	21	14	21	18
News/Talk	23	12	6	5	1	5	2	1
Nostalgia	5	3	8	6	6	7	0	9
Black/Urban	3	5	8	4	5	10	3	3
Religious	0	0	2	0	1	3	3	1
Easy Listening	0	0	2	0	1	0	1	1
CHR	0	0	1	0	0	1	4	5
Spanish	1	0	3	1	2	4	3	0

(AM station gains and losses by market size and format) \* (12+ Metro share rankings, 6am-midnight, Monday-Sunday, Arbitron)

In the condensed report markets, Country gained while MOR and Nostalgia lost.

It should be noted that one market (Anaheim, CA) has just two AM stations and neither one showed in the Arbitron.

### Evaluation By Format

A total of 134 AM stations are reported as MOR/Variety; 58 gained and 76 lost position. The MOR stations did best in the top 100 markets. 58 AMs are listed in Duncan's *American Radio* as AC/Oldies; 28 gained this spring and 30 lost position. ACs did best in markets 101 and smaller. 102 AMs are Country; 53 gained and 49 lost. Like AC, AM Country stations did best in markets 101 and smaller. 55

programs, although they are not entirely News/Talk. Some of these MOR stations program a lot of news and play-by-play sports.

Many of the AM losses in markets 101 and smaller and in the condensed markets are due to the arrival of one or more FM stations which program music directly competitive with the AM station.

Technical facility appears to

baseball does very well for stations rated and ranked in these spring 1986 comparisons. Sports is carried on AMs that are listed as MOR, AC, News/Talk, or Country.

Nonmusic programming helps the AMs win audience, especially stations that program all-news, talk shows, sports, or local news.

The winning AMs across America were evaluated as to which demographic listened most — 18-34, 25-54, or 35+. These are the only three demo breakdowns shown consistently in all Arbitron reports, regular and condensed. 18-34 targeted AM is extinct. 25-54 thrust for AMs is losing ground. 35+ targeted AMs are the overwhelming winners. Smaller market and condensed market AMs still enjoy listening by lower demos.

Historical presence explains the success of many top AMs. Longevity is the best format. Those AMs doing the same or a similar format for several years continue to do well.

AM News/Talk successes do some local talk/local news origination, while many stations with AM News/Talk losses indicate a dependence on network talk programming.

Very few of the AM successes program a syndicated or satellite-produced music format.

Depending on market size, News/Talk AMs are growing in number — especially those that program live local talk shows.

AMs that simulcast programming with their sister FM stations die. The AM audience that hears the same programming on the FM dial results in no listening to the AM.

### Conclusions

AM radio stations are investing more money today than five years ago to build their cume and extend



John Lund

John Lund's 23 years in radio broadcasting include programming positions at KLAC/Los Angeles, WGAR/Cleveland, WNEW (AM) New York and KHOW/Denver, as well as management posts with *Metromedia*, *Hearst*, *Doubleday*, and *Nationwide*. He's currently President of the *Lund Consultants*, a San Francisco-based market research and program/management consultancy established in 1980. The firm has worked with a number of successful AM stations — among them *WGEE/Green Bay*, *WROK/Rockford*, *WKBN/Youngstown*, and *KTMS/Santa Barbara*, CA. Lund may be contacted at 1330 Millbrae Avenue, Millbrae, CA 94030-2829. (415) 692-7777.

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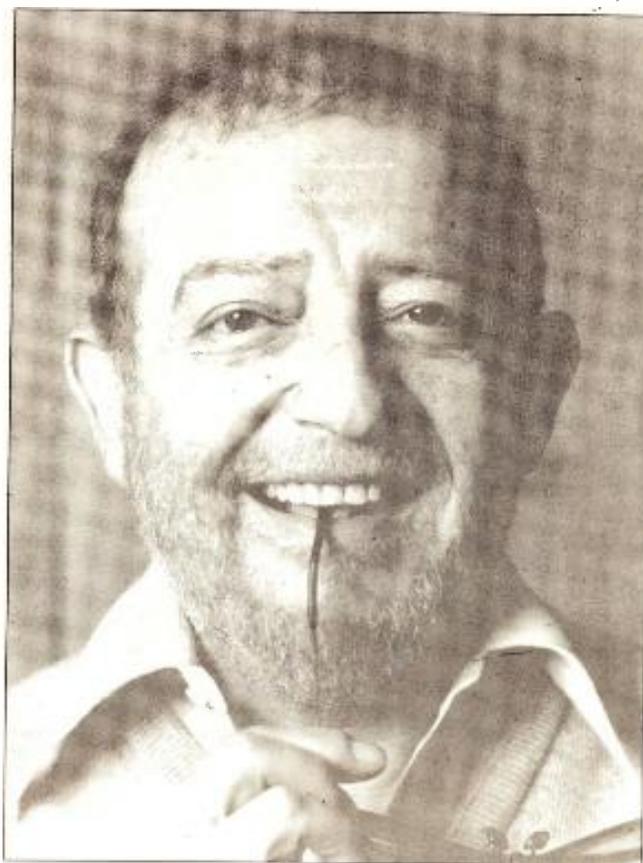
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November 1986

# GUARA



## Luther Vandross

"Stop To Love"



Now On Over  
65 CHR Reporters

Including:

- B104 B96
- WXKS 92X
- WKSE 99DTX
- PRO-FM WCZY
- B106 KHTR
- WAVA KIIS
- 94Q KKRZ
- Z93 KMEL
- KRBE KATD
- Y100 KPLZ

B/U Chart: 20 - 12



## Don Johnson

"Heartache Away"



Now On Over  
70 CHR Reporters

Including:

- WPHD WFLY add
- 94Q 93Q add
- Y100 WQUT add
- Q102 WGRD add
- WMMS WIXX add
- WNCI WHOT add
- KHTR KBOS add
- KWK KRQ add
- KIIS 95XXX add
- KKRZ WGAN add
- KWOD WZYP add
- WGLF add
- KCMQ add

Produced by Chas Sanford

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# Cyndi Lauper

"Change Of Heart"



*Portrait*

The Follow Up To  
Her #1 Single Is  
The #1 Most Added  
CHR Record Of  
The Week!!!



# Miami Sound Machine

"Falling In Love (Uh-Oh)"



*Epic*

CHR Chart: **DEBUT** **39**  
One of the  
Most Added  
133/29 — 56%  
AC Chart **8**

# WHEELS

Big HEART.

Big VOICE.

Big SONG.

"Every Beat of My Heart."

THE NEW SINGLE.

NEW & ACTIVE

50/21

WITH THIS WEEK'S ADDS :

WBEN	KXYQ
PRO-FM	95XXX
93Q	WKPE
WPST	WKSF
K98	WJMX
WCKN	Q101
KTUX	KYYY
KSND	99KG
KBOS	KGOT
KMGX	KBIM
KCAQ	

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## RATINGS

### Summer Birch Results

#### Baltimore

WIYY On Top; WLIF Now Second; WXYV Steady

	Sp '86	Su '86
WIYY (AOR)	7.7	8.7
WLIF (B/EZ)	8.8	8.6
WXYV (B/U)	8.3	8.2
WBSB (CHR)	8.9	8.1
WBAL (N/T)	7.4	7.8
WPOC (Ctry)	7.5	7.3
WMKR (CHR)	5.4	4.2
WFBR (AC)	2.9	3.6
WWDC-FM (AOR)	3.9	3.3
WBGR (Rel)	2.1	3.1
WCAO (Ctry)	2.3	2.9
WYST-FM (AC)	1.6	2.8
WQSR (Gold)	2.1	2.7
WWIN-FM (B/U)	2.5	2.7
WBJC (Clas)	1.6	2.1
WHUR-FM (B/U)	2.8	2.1
WHFS (AOR)	1.3	2.0
WRQX (CHR)	1.8	1.9
WEBB (B/U)	1.9	1.6
WGRX (AOR)	1.0	1.6
WITH (BBnd)	1.6	1.5
WWIN (B/U)	2.2	1.5
WRBS (Rel)	1.9	1.2
WTOP (News)	1.0	1.2
WKYS (B/U)	.3	1.1
WCBM (AC)	1.9	1.0

#### New Orleans

WYLD-FM Hits 20; WEZB Holds Second; WLTS Gains

	Sp '86	Su '86
WYLD-FM (B/U)	19.9	20.3
WEZB (CHR)	11.9	12.1
WRNO (CHR)	6.3	7.7
WLTS (AC)	5.9	6.9
WQUE-FM (B/U)	7.0	6.3
WNOE-FM (Ctry)	5.7	5.7
WBYU (B/EZ)	4.8	5.1
WAJY (AC)	4.2	4.5
WCKW (AC)	3.4	3.8
WYLD (B/U)	2.5	3.8
WSMB (Talk)	3.4	3.7
WWL (N/T)	3.6	3.4
WTTX (Gold)	2.5	2.9
WBOK (Rel)	4.3	2.4
WWIV (BBnd)	.9	2.1
WNOE (Ctry)	1.7	1.7
WWNO (Clas)	2.2	1.3
WVOG (Rel)	.4	1.2
WYAT (Gold)	.8	1.0

#### San Antonio

KTFM Holds First; KISS A Close Second; KCOR Gains

	Sp '86	Su '86
KTFM (AC)	13.0	11.1
KISS (AOR)	12.0	11.3
KQXT (B/EZ)	6.3	6.9
KITY (CHR)	6.2	6.2
KAJA (Ctry)	4.9	5.6
KCOR (Span)	4.3	5.3
KONO (AC)	4.6	5.1
WDAI (N/T)	4.2	4.6
KSAQ (CHR)	4.6	4.2
KBUC-		
AM & FM (Ctry)	4.3	4.1
KKYX (Ctry)	3.7	3.4
KTSA (AC)	4.1	3.3
KEDA (Span)	1.5	3.1
KESI (AOR)	2.9	3.1
KSJL (CHR)	2.1	3.1
KZEP (AOR)	3.5	3.0
KSMG (AC)	3.9	2.6
KLLS (AC)	3.7	2.4
KAPE (B/U)	2.4	1.9
KRNN (N/T)	.9	1.9
KSLR (Rel)	1.2	1.6
KXET (Span)	1.0	1.4

#### Sacramento

KZAP, KWOD Hit Double Digits; KRAK-FM Slips; Country Gap Narrows

	Sp '86	Su '86
KSFM (CHR)	14.8	13.4
KZAP (AOR)	9.1	10.4
KWOD (CHR)	9.2	10.2
KXOA-FM (AC)	7.4	7.0
KRAK-FM (Ctry)	8.1	6.0
KDJQ (AOR)	5.0	5.2
KRAK (Ctry)	5.3	5.2
KCTC (B/EZ)	5.1	4.4
KFBK (N/T)	5.6	3.5
KHYL (AC)	2.4	3.2
KROY (CHR)	1.3	2.9
KXPR (Jazz)	2.8	2.9
KGO (N/T)	2.1	2.3
KXOA (BBnd)	1.3	2.1
KAER (AC)	2.3	2.0
KGNR (BBnd)	2.5	1.8
KSMJ (Gold)	1.0	1.6
KNBR (Misc)	1.0	1.3
KFIA (Rel)	1.7	1.2

#### Louisville

WAMZ Lassos An Increase; Both CHRs Up; WHAS Drops

	Sp '86	Su '86
WAMZ (Ctry)	13.8	15.2
WQMF (AOR)	11.6	13.5
WDJX (CHR)	7.7	11.7
WHAS (AC)	12.6	9.2
WLRS (CHR)	7.8	9.1
WJYL (B/U)	8.2	7.7
WRKA (AC)	8.1	6.7
WVEZ (B/EZ)	8.0	6.1
WAVG (AC)	3.6	4.4
WLOU (B/U)	5.9	4.0
WAKY (Gold)	2.2	2.6
WXVW (B/EZ)	.9	1.7
WXLN (Rel)	1.4	1.1
WCII (Ctry)	2.3	1.0
WFPJ (Jazz)	.7	1.0

#### Charlotte-Gastonia

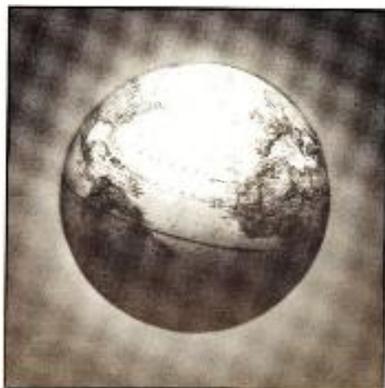
WPEG Still Leads; WROQ, WRFX Hit Double Digits; WBT Regains AC Crown

	Sp '86	Su '86
WPEG (B/U)	15.5	15.1
WROQ (CHR)	8.8	13.4
WRFX (AOR)	7.0	10.5
WSOC-FM (Ctry)	13.7	10.3
WLVK (Ctry)	12.0	8.5
WBT (AC)	5.7	6.7
WEZC (AC)	8.7	5.7
WBCY (CHR)	7.0	5.4
WZXI (B/EZ)	2.4	3.7
WGIV (B/U)	2.0	1.8
WWDM (B/U)	1.8	1.8
WXRC (AOR)	1.5	1.6
WSOC (Ctry)	1.1	1.3
WFDX (AC)	.5	1.2
WFAE (Misc)	1.7	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, Urban—Urban Contemporary.

**AT FIRST  
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**TO COLUMBUS,**



**TO FORD,**



**TO EDISON.**



REED BUNZEL

## NETWORKS/PROGRAM SUPPLIERS

### ONE YEAR AFTER: PART I

# US + RKO = SUCCESS

In less than two years, four of the five major "wired" networks have changed hands (RKO, Mutual, ABC, and NBC), and one (CBS) came very close. The transaction that started this apparent domino effect was United Stations' absorption of the RKO Radio Networks (R&R, 3/1/85), primed by a few alleged top management improprieties. Clearances had been exaggerated, advertisers were overcharged, and stations were undercompensated. As RKO's legal problems began to mount — and as Madison Avenue's concerns intensified — the company decided to cut its network losses.

When United Stations entered the fray, the number one question was how the new owners would eliminate this "pox on the industry." Would all networks and syndicators be branded "untrustworthy" as a result of the RKO story, or could this isolated incident of misconduct be laid to rest? What would happen to the network: would the name change, would the product change, would employees lose their jobs? United Stations' takeover was shrouded in mystery; industry observers couldn't find a recent precedent which could be used to project the outcome.

United Stations President Nick Verbitsky was immediately highly criticized for cutting the network's staff and battling the trade unions at his newly-acquired network. Cries of "massacre" and "union-busting" could be heard coming out the windows of 1440 Broadway, as weekly rumors of more impending pink slips persisted. "It's never easy to fire people," Verbitsky says. "But — like I said in the beginning — we brought an entrepreneurial attitude to a corporation that was run like a lot of corporations: with a lot of fat. We did as much trimming as CBS is doing right now, and we did it very intelligently. We thought we had a lot

of fat to cut out, but from what I'm reading about Cap Cities and CBS, we didn't have quite as much fat as we thought we had."

Verbitsky says the "fat" grew because the network previously had a lot of RKO's resources backing it up. "What a lot of people didn't understand is when new management comes in and takes over a company that's losing money, you don't have time or money to play around. We didn't have the luxury of having a few hundred million dollars behind us saying 'we can use a tax writeoff this year.' It was all our own blood, sweat, and tears, and we did what had to be done as professionally as we could."

No good businessman, entrepreneur or otherwise, would even consider purchasing a going concern without knowing what he's buying. Verbitsky was well aware of what he was getting himself into when he made an offer for RKO. "The major obstacles were the circumstances under which we took over the company," he admits. "We were able to put that behind us very quickly, however, because we had already built a pretty good track record and reputation with agencies, and that outstanding record spilled over into the new acquisition."

## Melchor Makes Music History

New York-based Melchor Broadcasting is syndicating "A Moment of Musical History," an introspective look at the roots of American music.

"Musical History," hosted by WNEW/New York's Marty Wilson, will feature great selections from this country's musical past, including the sounds of big bands,

jazz, swing, and top vocal artists. The program will also include news and memories from particular moments in history, including vignettes about the composition and subsequent recording of many of the songs featured in the show.

The program is offered on a barter basis and is sponsored nationally by the Baby Watson Cheeseecake Company.



Nick Verbitsky

Through diligent investigation and careful planning, United Stations was able to absorb RKO with a minimum of noticeable pain. "The planning we did prior to the takeover paid off tremendously," he insists. "Throughout the negotiating and closing we planned how we would structure the company, and the planning we did was absolutely perfect. I don't know what else we could have done to make it more effective, economical, efficient, and yet very strong from a financial standpoint."

"From day one we didn't have many problems," he continues. "We had a few people who were concerned what our checks and balances were going to be. We showed them our procedures and it was accepted right from the beginning. People had a lot of confidence in us, and we proved that the investments they made with us from the beginning paid handsome dividends."

### Service Stations

The network business is a service-oriented industry, but the services provided by a "wired network" are far different from those offered by a program syndication company. The pace of the operation is different, as is the scope of the business. Verbitsky explains: "The difference between the two is that with one we do weekly entertainment shows versus up-to-the-minute news on the hour and half-hour. The magnitude and the immediacy of the network was something we had to pay attention to from the minute we bought the company. The immediacy of what we do with the networks makes for a lot more grey hair, because news is done instantaneously and fed via

satellite, and you have to get used to that whole system."

Because of the lack of owned and operated stations (RKO has 12), United Stations faced a possible battle hanging on to its affiliates. Even though Verbitsky had worked out agreements with a number of RKO stations, was he worried about maintaining long-term affiliations? "No," he says emphatically. "Not one station wanted to change its affiliation. One of the things that helped us tremendously when we bought the company was the job Bill Hogan had done and the awful time he went through. RKO had no defections, and there was no question from stations that we were going to be top-flight broadcasters. We had no defections at all."

United Stations is taking further steps to maintain its affiliate list. "To begin with, we have appropriated more dollars to affiliate compensation," Verbitsky explains, suggesting that this measure will keep its station lineup strong and induce those stations to comply with affidavit requirements.

### Net Gains

Radio network revenues are up in a year that has proved to be rather stagnant for the rest of radio. At least one sector of the industry — the rep business — points a finger at network radio as at least partly responsible. Now that United Stations is fully immersed in the full-service network business, does Verbitsky accept any responsibility for a flat national spot year? "The rep business over the last ten years hasn't responded to the needs of the advertisers as network radio has," he comments. "Network has sold itself aggressively to advertisers. We have made a conscious effort to grow the business — to make the pie bigger. The rep firms haven't done this, so it hasn't changed much in the last 10 years."

Verbitsky believes rep firms have to examine their function in the radio industry and fix their own problems. If they don't, the traditional rep firms might disappear. Then what? "Network radio could take over the functions of a rep firm in a very short period of time, if the network made a conscious effort to do that," he postulates. "Agencies are looking for a medium that makes sense for them and their clients, one which isn't as cumbersome as national spot radio is to buy."

"Network dollars don't come from national spot radio, anyway."

Verbitsky adds. "Reps constantly point fingers at other people when they should be pointing at themselves. I haven't seen one dollar come into network radio that was a spot radio account. If you have limited distribution on your product, how the hell are you going to buy network radio? Reps sell to people who don't have national capability, by and large."

Verbitsky suggests that radio could see the day when networks will replace the radio rep industry. "Within five years we could replace the radio rep business, representing stations on a sales basis around the country and doing a more effective job than the way the rep business is structured today." This situation could be reversed, he admits, if the rep firms decide to get into the network business.

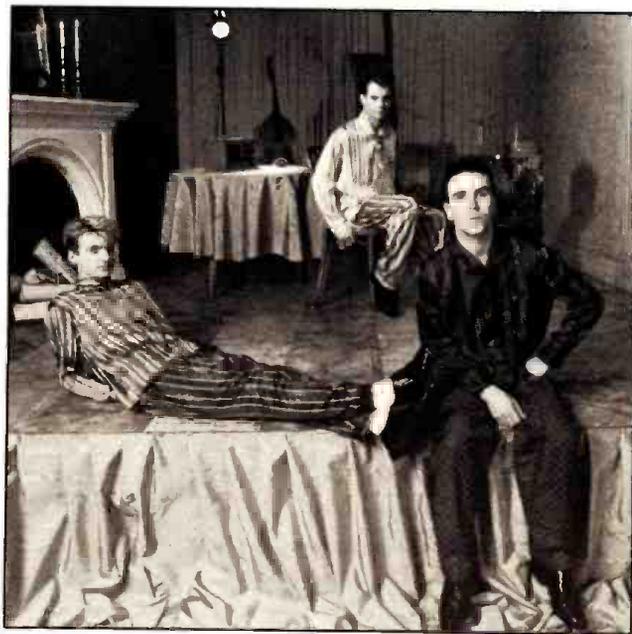
### The Customer Comes First

Many radio stations have a difficult time discerning whether a network is more committed to serving their needs or those of the advertiser. Obviously the advertiser pays the nut, but not without a lineup of healthy stations. Does a network have to walk a fine line between servicing two separate, but equal, customers? "I've always said we have one client, and that's the radio station," Verbitsky maintains. "Without the radio stations you have no advertisers, so we don't really worry about the advertisers. They are looking for good, creative vehicles that reach a lot of people, and the way you do that is clearing a lot of high quality radio stations in markets around the country. You can have the most creative idea in the world, but if it's only on ten radio stations the advertiser doesn't look at it."

Eighteen months after purchasing RKO, what does Verbitsky see ahead for United Stations? "It's possible we could look at acquiring some O&Os — but not in this climate," he comments. "It's a natural evolution for the company, but it's not something we're pitching at the moment."

The company's immediate objective is to carve out a bigger piece of the radio pie for networks, and to cut off a bigger piece of that network slice for United Stations. "We see our share of both pies increasing," Verbitsky concludes. "If there is an opportunity to fill a void in the marketplace, I hope to be there first and develop the business. Radio stations dictate what they need, and those needs lead us to expand our companies."

# AT FIRST NOBODY LISTENED TO CROWDED HOUSE EITHER.



## WILL YOU?

"DON'T DREAM IT'S OVER"  
IS THE BEST BALLAD OF THE YEAR."

BRIAN CULLMAN / SPIN NOV. '86

"DON'T DREAM IT'S OVER"  
IS THE BEST RECORD I'VE HEARD THIS YEAR."

CHARLES YOUNG / MUSICIAN NOV. '86

"DON'T DREAM IT'S OVER"  
IS THE KIND OF RECORD THAT COULD  
EASILY, EASILY TOP THE CHARTS  
IF IT EVER MAKES IT ON THE AIRWAVES."

JACKSON B. GRIFFITH / TOWER PULSE NOV. '86

*Capitol*

# NETWORK FEATURE FILE

# NEWS & INFORMATION FEATURES

November 24-28

## MUSIC FEATURES

### The Weekend

November 29-30

<b>Album Party</b> (NBCE) Bob Geldof Thanksgiving special (11/28)	<b>National Music Survey</b> (WO) Bette Midler/Howard Hewett/Kenny Rogers
<b>American Eagle</b> (DIR) Michael Martin Murphey	<b>On The Beat</b> (BRE) George Howard/New Edition/DaBarge
<b>Christian Countdown America</b> (CCA) John Fisher	<b>On The Radio</b> (NSBA) OMD
<b>Dick Clark's Rock, Roll &amp; Remember</b> (USP) Rod Stewart	<b>Party America</b> (ABCR) Don Johnson/TI Tuesday/Bangles/Chuck Norris
<b>The Countdown</b> (WO) Ready For The World/Veola Williams	<b>Pioneers in Music</b> (DIR) UK solo spotlight: Rod Stewart/Mick Jagger/Pete Townshend
<b>Countdown America With Dick Clark</b> (US) George Benson	<b>Plain Rap</b> (PRE) CHR: Huey Lewis/Bruce Hornsby/Wang Chung/Philadelphyn/Orin "Juice" Jones
<b>Country Report Countdown</b> (WRN) Randy Travis/Patsy McEntire/O'Keefe	<b>Countdown-CHR/AC</b> (PRE) CHR: Huey Lewis/Bruce Hornsby/Wang Chung/Philadelphyn/Orin "Juice" Jones
<b>Country Today</b> (MJJ) A tentily gathering	<b>Powercuts</b> (GSM) Bon Jovi/Survivor
<b>Dr. Demento</b> (WO) 50s dementies	<b>Profile '86</b> (NBCE) Dwight Gooden
<b>Entertainment Coast to Coast</b> (CBS) TI Tuesday/Patrick MacHee/John Moschitta	<b>Reelin' &amp; A Rockin'</b> (RI) Robert Palmer/Whooop Goldberg
<b>Future Hits</b> (WO) Toto/Human League	<b>Reelin' In The Years</b> (GSM) Joe Cocker/The Who
<b>Great Sounds</b> (USP) Mitch Miller	<b>Rock Chronicles</b> (WO) Thanksgiving tale from Georgia satellites/Beat Company/Timbuk 3
<b>The Great Star-Ship</b> (BRE) Paul McCartney/Christopher	<b>Rock Of The World</b> (BRE) Ric Ocasek/Boston
<b>Highlights</b> (DIR) Stacy Kasch	<b>Rock Watch</b> (USP) Eurythmics
<b>Hot Rocks</b> (USP) Genesis	<b>Scott Muni's Ticket To Ride</b> (DIR) Mick Jones
<b>Hot Spots</b> (BRE) Talking Heads/Billy Squier/Ric Ocasek	<b>Scott Shannon's Rockin' America Countdown</b> (WO) Human League/Time Turner/Billy Idol
<b>Jazz Show With David Sanborn</b> (NBCE) Stanley Clarke	<b>Sinatra Special</b> (CRS) Clarence Cleburne
<b>Just The Gravy</b> (ABCR) Thanksgiving special: Oak Ridge Boys/Judde/Marie Haggard/Ricky Scaggs	<b>Sittin' In</b> (WRN) Lucy J. Dalton
<b>King Biscuit Flower Hour</b> (DIR) Genesis	<b>Solid Gold Saturday Night</b> (US) The late Rick Nelson
<b>John Leader's Countdown USA</b> (CUSA) Kool & The Gang	<b>Star Beat</b> (MJJ) Stacy Lattisaw
<b>Live From The Apollo</b> (WO) SOS Band/Doug E. Fresh	<b>Street Beat</b> (BRE) New Edition/Ready For The World
<b>Metalshop</b> (MJJ) Poison	<b>Superstars Rock Concert</b> (WO) Dire Straits
<b>Motor City Beat</b> (USP) Motor City families	<b>That's Love</b> (WO) BJ Thomas/Don Johnson/Madonna
<b>Musical!</b> (WO) Biggest grossing movie musicals of all time	<b>Top 30 USA</b> (CBSR) "Sun" songs
<b>Musical Streamlines</b> (FF) Merrvyn Sterns/Carol	<b>Urban Music Magazine</b> (SI) Luther Vandross
<b>National Howard Stern Show</b> (DIR) Weird Al Yankovic	<b>Weekly Country Music Countdown</b> (USP) Larry Gatlin

### The Week Of

December 1 - 5

<b>The Concert Hour</b> (WO) Artha Franklin	<b>Country Report</b> (WRN) Gary Morris/Vic Lovett (12/1) TG Sheppard/Gary Morris (12/2) Lyle Lovett/TG Sheppard (12/4) Gary Morris/Vic Lovett (12/4)
<b>Rick Dee's American Music Magazine</b> (???) Madonna (12/1) Paul McCartney (12/2) Billy Joel (12/3) Jethro (12/4) Bruce Springsteen (12/5)	<b>Earth News</b> (WO) Chuck Norris "Firewalker"/REM/Gorge Seattles/Barry Miller "Peggy Sue Got Married"/Billy Vera
<b>Encore With Jim Lange</b> (WO) 1951: Johnny Ray	<b>In Concert</b> (WO) Joe West/Outlaws
<b>Line One</b> (WO) Wang Chung	<b>Line From Gilley's</b> (WO) Patsy McEntire
<b>Off The Record</b> (WO) Billy Squier/KBC Band/oggy Pop	<b>Off The Record Special</b> (WO) Billy Squier
<b>Pop Concerts/Star Trak Profiles</b> (WO) Elton John/Christina McVie	<b>Reelin' &amp; A Rockin'</b> (RI) Robbie Krieger/Doors
<b>Rockline</b> (GSM) David Lee Roth	<b>Rock Over London</b> (RI) Bad Company, Pt. 2
<b>Rock Today</b> (MJJ) Journey	<b>Shootin' The Breeze</b> (WO) Kool & The Gang/Glenn Jones/Human League
<b>Solid Gold Country</b> (USP) December calendar (12/1) This week in 1975 (12/2) Sulists to Willie Nelson (12/3) Dreams in country hits (12/4) December gold (12/5)	<b>December Gold Scrapbook</b> (US) Solid gold milestones (12/1) This week in 1987 (12/2) No Place Like Home (12/3) This week in the '50s (12/4) Piano giants: Little Richard/Jerry Lee Lewis (12/5)
<b>Special Edition</b> (WO) Chaka Khan	<b>Star Trak</b> (WO) Ric Ocasek/Howard Jones/Bangles
<b>Supergroups</b> (ABCR) Eric Clapton featuring Phil Collins on drums	

### GENERAL INFORMATION

**The Blimp** (PM)  
Cultural development & imaginary creatures/subliminal messages in super-heroes/target sized fashion/waxic instruments/men's greeting card

**Car Show Coast-To-Coast** (SCG)  
'87 Chevrolet Celebrity/Nissan designer Jerry Hirschberg, Pt. 2

**Computer Program** (PM)  
Anti-hacker precautions/micro-computer/naming your computer company/1.44 electronic distribution

**Health Care** (PIA)  
Animal rights or human life

**NBC Extra** (NBC)  
Battles against cancer

**Personal Finance Digest** (JBP)  
Interest deductions/used car/pension debt/borrowing/tax reform & credit cards/David Horowitz/auto ads/storage

**Public Affairs** (PIA)  
No place like home

**Radio Links Entertainment Features** (RL)  
"Nuclear War": the motion picture (11/28)  
"Star Trek III": Leonard Nimoy/William Shatner (12/5)

**Reviewing Stand** (PIA)  
"Fam cratic": Andrew Hove/"Why the ERA failed": Jane Mansbridge/"It's in the stars": Fran Smith

**Sound Advice** (PM)  
Semi & automatic turntables/turntable speed fluctuations/drives/turntable drive, design & construction

**Sports Explosion** (PIA)  
Dick Vitale/Jim McKay/Dr. Arthur Kraft

**Sports Trivia** (SM)  
Los Angeles Dodgers' Steve Sax

**Wireless Flash** (CN)  
Chuck Norris: "Firewalker"/Janice Kent "Leave it to Beaver"/Michael Noon "Downtown"/General Public/Andrew Vollenweider

### Network Directory

AA = Authorize Auction (418) 487-3741  
AB = ABC-Drexler Hall (212) 687-7777  
AP = Associated Press (202) 585-7200  
AS = All Star Radio (212) 500-1561  
AT = Associated Press (212) 585-7200  
BB = Barter-Partners (212) 788-2331  
BC = Columbia Broadcasting (212) 585-8525  
CB = CBS Radio (212) 974-4321  
CC = CBS Radio/Television (212) 974-3321  
CCN = Creative Communications (312) 820-1389  
CD = Copley Radio Network (312) 289-1818  
CE = Creative Radio Shows (312) 737-0410  
CF = Columbia Broadcasting (212) 353-7302  
CG = Chicago Institute (214) 381-2149  
CH = DC Area (202) 638-2222  
CI = Dreyfus & Dreyfus Enterprises (317) 840-0382  
CJ = DR Broadcasting (212) 371-4880  
CK = Entertainment Plus (312) 858-8800  
CL = Empire System Group (208) 678-9747  
CM = First Front Productions (312) 282-9027  
CN = Goodson-Todman Communications Inc. (318) 980-7707  
CO = Good Sonnets Radio (318) 958-8100  
CP = Interview (312) 952-8110  
CQ = NBC Radio Network (212) 641-4255  
CR = Leo Barry Post (212) 258-7778  
CS = London Highbury (314) 418-1780  
CT = Mutual Broadcasting (208) 888-3000  
CU = Mutual Broadcasting (212) 248-1010  
CV = NBC Radio (212) 954-4444  
CW = NBC Radio Entertainment (212) 954-4444  
CX = National Postcard (212) 758-2260  
CY = NBC Radio (212) 328-8000  
CZ = Off Hour Postcard (312) 828-1480  
DA = Progressive Radio Network (212) 588-8400  
DB = Public Interest Affairs (212) 824-8888  
DC = Premier Productions (212) 487-2348  
DD = Radio International (212) 288-1970  
DE = Radio Links (212) 464-0488  
DF = Radio Broadcast (212) 218-1988  
DG = Synthesia (412) 389-1781  
DH = Synthesia Communications/Onyx Inc. (713) 781-0781  
DI = Synthesia (312) 841-0350  
DJ = Steve Linton Productions (212) 487-2348  
DK = Synthesia (312) 800-8748  
DL = "The Star" Productions (312) 371-0808  
DM = Synthesia (312) 800-8748  
DN = Synthesia/Postcard (212) 218-838-7600  
DO = Synthesia (212) 288-1781  
DP = Synthesia (212) 464-0488  
DQ = The United States (708) 278-2800  
DR = Westwood Radio Network (212) 482-9822  
DS = Westwood One (212) 305-6000

### COMEDY

**Amatellin U** (DD)  
School's out/The De/earty parody/pt. 4  
sleeve/late or bust

**Bobby Jo Amberg's Bar & Grill** (DD)  
It'll respect you/in the morning/pt. 4  
up/bark for me/it's never find out

**Comedy Hour** (MJJ)  
Live Guest: Steven Wright/Robin Williams/Father Guido Serruccio/Dan Aykroyd/Weird Al

**Comedy Show With Dick Cavett** (CW)  
Hallowe'en: Robert Hays/Abbott & Costello/Bob Newhart/Flip Wilson/Gene Wilder/Jonathan Winters

**Daily Feed** (DCA)  
Iran-US summit plans/Pondereder recants constitutional phillandering/radio shows/Reagan speaks again

**Hiney Wine** (DD)  
A Thanksgiving hney/cranberry hney/in a drum/domestic hney/veipout

**Irving Lobloff** (DD)  
Presidential synchro/ogikon and popcorn eat your heart out/mtmrh umpire/edified and surly

**Jackie The Joke Man** (OHR)  
Bettens in bestick/bare hand/drawing  
flaw/cross-eyed schoolteacher/stud service

**Laugh Machine** (PM)  
George Carlin/Ed Costly/Groucho Marx/Rodney Dangerfield/Eddie Murphy/Henry Youngman/Steven Wright/Ron Stevens/Shokey Greene

**Live From The Improv** (DIR)  
Carol Salsbery/J. Waddell/Clay/Carne Show/Tom Dreesen

**Mel Blanc's Blankety Blancs**(ASR)  
For/aher comedi/hello there stupe/did me you love me/it happened today/our studio has been robbed

**National Comedy Wireless** (DD)  
A date with Vanna/Vanna and Irsv/Gomer's pile on/rental/New Jersey cooler/bamboozle steamer

**National Lampoon's True Facts** (PRE)  
You can't best a/bend a little/his longword news, bad news/hurry doody

**Party Drop-ins** (ASR)  
Suzanne/Cather the Bibliarian/Bob's hostage service/protest chess/telephone sex

**Radio Hotline** (ASR)  
Stranger in town/Kenny's nut bag/wrong radio station/cheese brains/I think you're great

**Red Neckerson** (SYN)  
Holiday season/Thanksgiving

**Stevens & Grdic's Comedy Drop-ins** (ASR)  
Believe it or else/dig lat Donna/Stankis coffee/no more dog/money management tip

**Tap Dancing Newscaster** (ASR)  
Surrogate mothers/Iranian negotiations/Prills  
Presley/Jean Collins

**United Spots Of America** (ASR)  
M: Sugar carnal/Victoria Principal PSM/nuclear freeze PSA/M: Wina's-team trailer



## Republic Radio Sales

Growing in the best tradition

- Since becoming a Katz Radio Group Company  
Republic Radio Sales has:
- Doubled its sales staff across  
its 13 sales offices
  - Tripled its research staff, expanding its research  
systems and sales support services
    - Quadrupled its client roster
  - Joined the No. 1 billing unwired rep network
    - Acquired full resources of the  
Katz Radio Group



**Republic Radio Sales**

A Katz Radio Group Company

One of The Best



SEAN ROSS

**GOLD**

**ANALYZING THE RATINGS**

# After The Summer Of Gold

Despite all the media attention the Gold boom has received, the publicity doesn't seem to be reflected in the ratings... yet. A check of the summer Arbitron found many Gold outlets, especially AMs, still in the 1-2 share ghetto that previously characterized much of the format. Stations with huge 12+ shares, such as WZLX/Boston or WKLH/Milwaukee, are still exceptions, although the fact that any 12+ giants exist is significantly different from the format's scorecard at this time last year.

As usual, most of these figures look much healthier if you control for 25+ listeners. KLUV/Dallas's respectable 3.3, for instance, becomes a five-plus share in men or women 25-49. As in Country, AC, or AOR, Gold managers will tell you very quickly that 12+ shares don't affect their bottom line. Still, there are only so many ways you can improve a 1.8-1.1 move through creative breakouts, and that's a challenge many stations find themselves facing.

In addition, the results of some

changes won't be reflected until the fall ratings come back. Most of the format's new starts, especially on FM, came at the very end of the book or in early fall. And there has been traffic out of the format. Austin, for example, had two Gold stations through most of the summer; now both are gone.

**Classic Talk**

Although people would like an instant reading on Classic Rock/Classic Hits stations, again, it's too soon to tell. Some are quick

to cite slippage at KCFX and WCXR/Washington as evidence that Classic Rock is fading already. These are usually the same people who were ready to write Classic Hits off after WZLX fell in the spring. Now WZLX is up again. We really won't know about AOR/Gold's future for a while. People are only moving from the building to the maintenance phase now, and most of the decisions that will affect longevity are still being made.

What the ratings show now is that Gold is functioning at the same minimal level it maintained before the boom. There are still too many junk AMs out there with no serious resources. Only some of them are just the icing halves of successful combos. These AMs are, however, still the guts of the format. They'll be here after the boom-bust cycle passes, if they don't go Religious first. Some thought should be given in coming months to their revitali-

zation, and especially to whether the media focus on Classics can be used to their advantage.

**Drawing The Line**

In this ratings analysis, stations are divided by subgenres: mainstream Gold (G), AOR/Classic Rock (A), AC-oriented (AC), R&B (B), Country (C), and Classic Hits (CH). Because of the number of stations using Classic Rock imagery with a standard AOR mix, only those stations not reporting AOR were included.

The line between AOR Gold, Classic Hits, and mainstream Gold is, of course, very hard to call — as is the line between Gold and AC. Without the weekly playlists of other formats, it's hard to be sure what stations in Paducah sound like. So if you feel your station has been pegged wrong, it probably means you should call me and clear up any confusion. The same

goes for stations that were wrongly omitted.

WTRY/Albany (G)	3.6-3.6
WBUS/Atlanta (B)	0.5-0.6
WFOX/Atlanta (AC)	5.6-4.1
WQXI/Atlanta (G)	1.1-0.7
KNOW/Austin (G)	0.4-1.8
KTKZ/Austin (G)	0.8-1.0
WGRX/Baltimore (A)	1.2-1.7
WQSR/Baltimore (G)	2.9-1.9
WYST/Baltimore (G)	0.6-0.4
WIBR/Baton Rouge (G)	1.1-1.4
WXAM/Baton Rouge (B)	2.8-1.4
WVOK/Birmingham (G)	2.0-1.9
WCGY/Boston (G)	0.9-0.5
WMEX/Boston (G)	1.2-0.8
WZLX/Boston (CH)	4.1-4.6
WZLX/(Providence)	1.0-1.6
WAES/Charlotte (G)	0.8-0.9
WGSP/Charlotte (G)	-1.0
WAUR/Chicago (G)	-0.3
WJMK/Chicago (G)	3.0-2.6
WRXR/Chicago (CH)	1.2-1.5
WDJO/Cincinnati (G)	2.0-1.9
WHK/Cleveland (G)	1.9-1.1
KKDA/Dallas (B)	0.7-0.9
KLUV/Dallas (G)	3.4-3.3
KRQX/Dallas (A)	1.4-0.6
KLSC/Denver (AC)	0.8-1.4
KRZN/Denver (G)	2.1-1.9
CKLW-FM/Detroit (G)	0.9-1.5
WHND/Detroit (G)	1.1-1.0
WKSJ/Detroit (G)	3.1-2.4
KROD/El Paso (G)	3.8-4.2
KFSO/Fresno (G)	2.8-3.0
KYNO/Fresno (G)	2.8-2.3
WKTH/Grand Rapids (G)	1.9-1.6
WLAV/Grand Rapids (G)	1.0-0.9
WGLD/Greensboro (G)	2.0-1.2
WCMB/Harrisburg (G)	3.4-2.7
WDRG/Hartford (G)	4.2-2.5
KFMK/Houston (AC)	6.6-4.6
KNUZ/Houston (G)	0.6-0.7
KRBE/Houston (A)	0.7-1.2
WIRE/Indianapolis (G)	1.6-1.1
WNDE/Indianapolis (G)	1.9-1.4
WRXJ/Jacksonville (G)	1.2-0.7
KCFX/Kansas City (A)	5.9-4.3
KCKM/Kansas City (C)	-0.4
KENO/Las Vegas (G)	1.5-0.8
KKLZ/Las Vegas (CH)	9.0-7.0
KRAM/Las Vegas (G)	1.7-1.3
KRRI/Las Vegas (G)	3.0-3.2
KGFJ/Los Angeles (B)	0.5-0.7
KRLA/Los Angeles (G)	1.2-1.3
KRTH/Los Angeles (G)	0.7-0.6
KRTH-FM/Los Angeles (G)	3.5-4.0
KRTH-FM/(Riverside-San Bernardino)	5.0-4.3
WAKY/Louisville (G)	2.3-1.8
WXSS/Memphis (B)	0.4-0.9
WMXJ/Miami (G)	2.1-2.6
WMXJ/(West Palm Beach)	1.2-1.1
WAWA/Milwaukee (B)	0.8-0.4
WEMP/Milwaukee (G)	2.3-2.4
WKLH/Milwaukee (CH)	7.0-6.8
WMVP/Milwaukee (B)	1.3-1.0
KDWB/Minneapolis (G)	1.3-2.5
KJJO-FM/AM/Minneapolis (A)	4.2-2.8

## WFIL's 20th Birthday Party

As promised, we finally have pictures from WFIL/Philadelphia's September kickoff celebration commemorating the 20th anniversary of its conversion to Top 40. (The station will continue the promotion for the rest of 1986.) Fourteen of the legend's personalities showed up for airshifts; others were heard via phoners. APD Carol Harris, who arranged the reunion and a party that night at the downtown Heartthrob Cafe, then went to work on a reunion of the station's female representatives, the "boss chicks."

First, a look at some of the "Boss Jocks" who returned to the station as they appeared then...



Dr. Don Ross



Jay Cook



Tom Tyler



Geoff Richards



Alan "Brother Love" Smith



Former WFIL night jock Joel Denver. He couldn't attend but, for some reason, chose to share this picture anyway.

# CURRENTLY HOT RELEASES FOR CHR STATIONS!

BOB GELDOP



THIS IS THE WORLD CALLING

## BOB GELDOP "This Is The World Calling"

(7-89341) and the promotional 12" (PR 967)

from the album *Deep In The Heart of Nowhere* (81687)

WMMS	WPST	95XIL	WPFM
KWK	WKRZ	WOMP	WBNO
Q100	WGRD	WQID	KOZE
K104	OK100	KISR	

AOR TRACKS 28

JOHN PARR

*Blame It On The Radio*



## JOHN PARR "Blame It On The Radio"

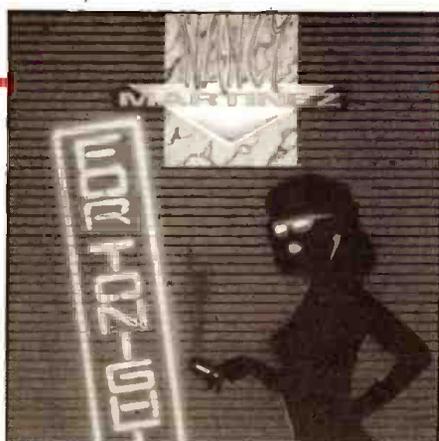
(7-89333)

from the album *Running The Endless Mile*

(81689)

CKOI	WKRZ	KZZU	WJAD	KFMW
WMMS	WINK	95XXX	WJMX	KKAZ
KWK	KTUX	WZYQ	KNAN	KOZE
Q100	WEAG	WGAN	KQCR	OK95
WERZ	KIKX	WOMP	Y94	
WGFM	KCAQ	KQIZ	99KG	

AOR TRACKS 51



## NANCY MARTINEZ "For Tonight"

NEW & ACTIVE

(7 89371) and the 12" (0 86789)

WXKS deb 34	B96 38-33	WSPK add 38	WDJX add	KYNO 13-11
WPLJ 25-19	92X add 35	98PXY add	WPOW 1-1	194 8-7
Z100 17-14	KDWB deb 34	WKQB deb 31	KBFM 18-6	WZYQ add
B94 deb 26	KPKE add	WSSX 30-26	WDLX add	Q101 add
Q107 add	KIIS 39-29	G105 add	WKZL add	
KRBE add	KMEL 2-2	KAMZ 6-4	KZIO add	
Y100 12-9	KATD 18-15	KEZB 4-4	CHED add	
B97 add	WTIC add 32	WCKN add	KMGX 3-4	



ON ATLANTIC RECORDS

**GOLD**

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## After The Summer Of Gold

Continued from Page 36

WKDA/Nashville (G)	1.5-1.0	KRSP/Salt Lake City (G)	1.1-1.7
WVOL/Nashville (B)	2.8-2.1	KONO/San Antonio (G)	5.25-6
WJNG-FM & AM/Long Island (G)	-0.6	KMEN/San Bernardino (AC)	1.3-2.3
WMKJ/New Orleans (B)	2.3-1.9	XHITZ/San Diego (A)	1.4-1.3
WTIX/New Orleans (G)	2.8-3.1	XTRA/San Diego (G)	2.9-2.4
WYAT/New Orleans (G)	1.3-1.2	XTRA/(San Diego North)	2.5-2.2
WCBS-FM/New York (G)	3.6-3.3	KOFY/San Francisco (G)	1.8-1.4
WCBS-FM/Long Island (G)	3.5-3.7	KOFY/(San Jose)	1.8-2.2
WNOR/Norfolk (A)	0.5-0.8	KSFO/San Francisco (G)	2.1-2.0
KEDS/Omaha (G)	2.3-0.6	KSFO/(San Jose)	1.6-1.1
WFIL/Philadelphia (G)	1.8-1.6	KYA/San Francisco (G)	1.6-1.6
KDKB/Phoenix (A)	3.2-2.9	KYA/(San Jose)	0.3-0.9
KOOL-FM/Phoenix (G)	3.8-3.8	KVI/Seattle (G)	3.5-3.2
KSLX/Phoenix (CH)	3.5-3.4	WNDR/Syracuse (G)	1.6-1.0
WMYG/Pittsburgh (CH)	3.7-2.6	WSEN/Syracuse (G)	1.1-0.9
KSGO/Portland (G)	2.0-2.5	WSEN-FM/Syracuse (G)	3.4-4.9
WICE/Providence (G)	1.3-1.4	WBHO/Tampa (G)	1.5-1.3
WTRG/Raleigh (CH)	-2.4	WKRL/Tampa (A)	5.0-4.7
WBBF/Rochester (G)	1.7-1.7	KAHR/Tucson (G)	2.4-2.0
WKLX/Rochester (CH)	6.0-3.8	KGTO/Tulsa (G)	2.2-2.4
KSMJ/Sacramento (B)	1.5-1.6	WCPT/Washington (B)	-0.7
KGID/St. Louis (G)	1.5-1.7	WCXR/Washington (A)	5.3-3.8
KBUG/Salt Lake City (G)	2.2-2.3	WXTR/Washington (G)	1.6-2.2
		WBSS/West Palm Beach (G)	0.4-0.5

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# Developing Your Own Management Style

By Donna Halper

There are a lot of books being written about the best way to manage. Some current theories propose "managing by walking around," and the famous "One-Minute Manager" has also gained a lot of advocates. I like a good theory as much as the next person. But unless you are a cross between Mister Rogers and Captain Furillo of "Hill Street Blues," you may have already found that you don't get the results the books talk about. What you have to do is develop your own management style.

Sometimes, one minute of praise is not enough. Sometimes the more you walk around, the more the staff feels you're spying on them.

Creating a winning team is more than just hiring good people; it's making them feel that they matter. You'd be amazed how many people think their GM never notices what they do unless they screw up. You may think of yourself as a totally benign and appreciative person, while your staff sees you as distant and aloof. You may feel they just don't put out that 100% effort, not knowing that they don't see a need to do anything extra because the contributions they do make are not acknowledged.

## Communications Breakdown

Breakdowns in communication seem to be endemic to our industry, which is ironic, given that we're all supposed to be communicators. Do you manage by memo? Granted, if you are the GM or owner, you have the right to make any decisions you think will be best. But do you explain your decisions to the people who will have to carry them out? Do you give staff members the opportunity to participate in the decision-making process, or do you dole out information very sparingly and leave the rest to the rumor mill? At times secrecy is crucial, but at other times you may be giving the impression to your department heads that you don't trust their judgment.

Do you have regular management meetings? Who is invited to them? I've seen stations where the sales staff and the GM met regularly, but the PD and the rest of the staff were never included. This one contributes to an "us and them"

mentality. The winning stations are the ones where the sales and programming departments are not adversaries. If something is going to affect programming, courtesy and common sense dictate that it be discussed with the PD. I like to see PDs attend sales meetings. The more a PD understands about the overall running of the station, the more helpful that PD can be.

Similarly, I like to see GMs and GSMs who truly understand the pressures the programming staff faces and who do what they can to cooperate. Constant last-minute copy and sales remotes that only benefit the client but are boring for the audience do little to improve the relationship between sales and programming. The result — morale suffers.

When meetings of department heads take place, are they aimed at problem-solving or do they deteriorate into shouting matches where the only aim is to blame somebody? It isn't necessarily bad for differences of opinion to be expressed in a meeting, even if feelings get hurt temporarily. The wise manager, however, knows how to get everyone back to the real purpose of continuing to improve the radio station. Does everyone on the staff feel he is heard? Your receptionist and your secretary are probably in touch with more people in your listening audience than anyone at the station, yet they seldom get asked to planning meetings.

## Ideas And Decisions

I like to see everyone's ideas included. I often hold in-house competitions, with a prize to the winner, to come up with an idea for a new contest or some interesting

new slogans. When staff members feel that their opinions will at least be heard, they are more willing to give them.

Do you prefer that your people just do their respective jobs and leave all the decision-making to you? While that is a noble goal, in reality we all get busy and it's nice to have some support from the people with whom we work. I find that the managers who are the most autocratic don't necessarily get the most respect or even the most cooperation.

Don't try to be everyone's best buddy if that's not comfortable for you, but keep in mind that a manager the staff can talk to helps morale greatly. Are you available to your staff, or do you mainly appear to them as the person who signs the checks? It may seem like a truism that every winning team needs a good coach, but look at your coaching and see if you guide and encourage your staff or if you complain about and intimidate them. Sometimes a kick in the butt works wonders. However, a steady diet of that and nothing else makes people afraid to tell you anything for fear you'll fire them.

Are there certain employees you have an easier time dealing with than others? Do you get your information from one or two folks on the staff and never speak to anyone else? Think about what you can do to make yourself more accessible, instead of taking the easy way out by remaining available only to a select few.

## Acknowledgement

While you may have definite ways to show appreciation to your sales staff — incentives, company cars, restaurant tradeouts — do you also have a similar mode of thanks for the programming staff, who go above and beyond for you? How do you thank your receptionist, your chief engineer, or your traffic director? Does the overnight jock ever hear from you? Do you ever take your PD out for a nice dinner?

Even experienced professionals like to be praised for a job well



Donna Halper

Donna Halper is a Boston-based radio consultant who works with all formats. She can be reached at (617) 266-5666.

done. Don't assume that they know you're pleased — tell them! It's not always a matter of money. Sure, everybody likes a bonus, and I recommend that you give one when an exceptional job is per-

**"But the most basic way a winning environment is created is when the boss knows how to make the staff feel important."**

formed. But the most basic way a winning environment is created is when the boss knows how to make the staff feel important. In the long run, kind words will do a lot to boost morale, especially if those kind words are accompanied by an honest effort to give the staff a feeling that they are really an integral part of your plans.

When you call a person into your office, does he assume you are about to yell at him? Or is your office also a place where you invite staff to talk about upcoming promotions or just share their opinions about what's new in the market? Do you know each member of your staff well enough to know what they respond to and what you can use for motivation? Again, the more you seem to care about the staff, the harder most of them will work for you and for the station.

There are no shortcuts to having a winning team. Big salaries are fine, but they are no guarantee that the people getting them will stay. What does usually make them want to stay is team spirit, a belief that everyone is working together for that common goal of being the

best and number one. That team spirit is developed by committing to communication and recognizing those who work hard.

It takes time and patience to build that team. It won't happen in a couple of days or months, no matter how good a leader you are. It's a matter of longterm planning. It's also staying on top of what's happening in your market and giving your staff the opportunity to become more proficient. There may be some days when you'll just want to throw up your hands and fire everyone, but even amid the petty squabbles something positive can occur — especially if everyone is willing to solve the problems rather than be upset by them.

So keep reading, keep attending seminars, keep talking to people who can offer you a fresh point of view, keep listening to your staff, and keep listening to your market. Remember that one bad book doesn't mean all your efforts were wasted. Choose people who share your desire to win, and then stand by them. A station with a winning attitude will very often evolve into a station with winning ratings.

## Put It In Writing

Guest contributors are encouraged to submit queries or finished articles to R&R for use in the Ratings & Research, Sales, Management and Engineering columns. Articles should be approximately 1250 words, or five to six typed, double-spaced pages. For more information, contact Special Assignments Editor Jim Dawson, R&R, 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

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HARVEY MEDNICK

## IMAGE & MARKETING

### MEETING THE CLIENT'S NEEDS

# On Site Should Be All Right

When Margie Poole appeared on a Radio '86 convention panel devoted to marketing, her topic was how to satisfy advertisers with client events. During her discussion she said it's the little things that kill you. Margie had some good ideas on the subject, and her article below presents some of the best.

If you give a Promotion Director two days to pull together a trip to Afghanistan (from scratch), requiring four embassy clearances, it'll be done in a day-and-a-half. But ask that same person for an innovative, presentable idea for a client event, and you're often greeted by a glazed stare. Why? Because the "I need something to do with/at/to my client at his/her store/show/sale" request is one promotion directors are bombarded with on a regular basis.

#### It Ain't Easy

It's hard to be creative with a lot of local requests. Personally, I think this is because the client or salesperson usually dilutes your freedom with the shackles of a host of dos and don'ts. The ideas that work do so because they contain both customization and standardization: they can be altered to fit clients' needs, but require standard materials and actions from the promotion department and on-air staff. I like these kinds of events because they are portable, involve the listener, encourage street talk, and enhance your local image by getting your station out in the community and making it a caring, fun part of things.

One of the ideas I like best is the "Breakfast Club." What you do is take your morning team/zoo/show to a restaurant or club. This idea works because it gives the client (the owner/operator) a chance to pull in business at a time when he is normally closed. At the same time, the event introduces the property to a customer base that would not otherwise be aware of it. This works particularly well with restaurants and clubs because they have the physical equipment and layout necessary to serve large groups of people.

A word of caution: before either party commits to the outing, engineering should check out the site to make sure a remote broadcast will work. Once this is ascertained, the station should prepare a standard event package for the client to read and sign. The restaurant/club is usually asked to provide the following:

- full breakfast (not just coffee and doughnuts)
- free coffee
- adequate staff to comfortably handle the crowd
- sufficient parking for anticipated attendees
- adequate promotional signage



Margie Poole opportunities to reinforce the station's involvement

- The station provides:
  - the talent
  - engineering assistance
  - all required broadcast equipment
- promotion people for station coordination
- the sales rep whose account is involved
- prizes
- sufficient on-air promotional announcements with a greater total dollar value in all dayparts than the cost of the food/drink provided on-site.

"Breakfast Club" events offer the perfect sampling environment — not only for your in-house items like T-shirts, but also for other station clients who are looking for merchandising opportunities.

#### Think Outside The Mold

There are several options for clients which aren't restaurants or clubs but still like the concept. Parties can be catered right in their store/location for their anniversaries. It might be fun to cater a party with a very formal theme at a tire dealer — sort of black tie and blackwall. Can't you just see the silver candlesticks on the hydraulic lifts? This takes the site out of context and adds a new dimension to the client, thereby altering and refreshing the consumer's attitude toward him.

During the holidays, set up a Christmas tree in the local shopping mall parking lot and invite listeners to join your morning team for a caroling party. Make this event do some good by inviting those who stop by to donate a can of food for your community's homeless. Check out your "Chase's Annual Events" (our bible) to see what days you can tie into, such as January 23, National Pie Day, when you could stage a charitable pie-throwing contest in a super-market parking lot with your

team as the targets. Prizes (such as free groceries) should be given by the client and relate to either the day being celebrated or the client's business. Support your local civic organizations with a breakfast at the library during National Library Week (starting April 6) or at the firehouse during National Fire Prevention Week (starting Oct 6).

The point of all this is to have fun with the "Breakfast Club" promotion. Start out by using restaurants and clubs until it has developed a following, then invite other clients to sponsor it. This event, if properly staged, will take you all over your coverage area, bring your station's message to your target demographics, and, best of all, do so without looking as gimmicky as some contests.

Sell it event by event, to four different clients in different parts of town. Rotate locations, or use a once-a-month program. You can involve clients, benefit the listeners, and maintain/increase/reinforce your image at the same time.

#### Variations On The Theme

Even though I love it, the "Breakfast Club" idea is not always the answer to every client's needs. If the challenge is a grand opening or trade show (such as an auto show, ski expo, etc.) you might want to think about hitchhiking on a popular TV game show. None could be better than "Wheel Of Fortune." All you do is rent a wheel (they are readily available from party supply stores), get two numbered strips for players to put tokens on, and you're in business. Did I leave something out? Oh, yeah: Vanna White. Well, with her soaring popularity, you might have a Vanna White lookalike contest where the winner gets to represent you as the "official" station wheel-spinner. Your morning jock can play the Pat Sajak role.

From there it's a simple matter to gather up the prizes you'll be giving away, figure out how many times an hour you'll be spinning the wheel, and presto — your event is a promotion. People are truly fascinated by the wheel. However, a word of caution is required: you must post signs which clearly state that only one entry is allowed per number, and that one person cannot play two consecutive games unless space allows.

This is a great device for getting rid of all the "stuff" you've received during the year from national or local clients, and it makes the station look as if you have tons of prizes to give away. There's yet another advantage to this technique: since people have a tendency to hang around and watch the game, you have time between

awards to poll them about their favorite TV shows, local DJs, artists, most advertised station in your area, and anything else you want to find out in a casual, unscientific, quasi-focus group setting.

Be sure to space the giveaways — and stick to your schedule, no matter what the crowd says. Otherwise you could end up getting cleaned out of prizes while the event is still young.

#### The Benefits Are Many

Use these ideas or any of several variations the next time you need an event or promotion which helps position your station, gets your airstaff out among your listeners, and satisfies a client need. If you do it right (we're not talking about nuclear physics, here), I promise you'll get requests from your clients, your listeners, and your colleagues at the station!

Thanks to Margie for her words of advice. If you've staged a successful station event of this nature, send a photo and a couple of paragraphs about your promotion for use in a future column.

## DATELINES

1987

#### February 1-4

National Religious Broadcasters 44th Annual Convention Sheraton Washington, Washington, DC

#### February 7-10

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

#### March 28-April 1

National Association of Broadcasters 65th Annual Convention Dallas Convention Center, Dallas

#### April 1-5

Alpha Epsilon Rho 45th Annual Convention Clarian Hotel, St. Louis

#### April 26-29

Broadcast Financial Management Association Annual Meeting Marriott Copley Place, Boston

#### June 6-9

American Advertising Federation Annual Convention Buena Vista Palace Hotel, Orlando

#### June 10-13

American Women in Radio and Television 36th Annual Convention Beverly Hilton, Los Angeles

#### June 10-14

Broadcast Promotion and Marketing Executives/Broadcast Designers Association Annual Seminar Peachtree Plaza, Atlanta

### ONE YEAR AGO TODAY

- Maurice Turnick VP/Director ABC Talkradio
- Bill Battison Exec. VP Westwood One Radio Networks
- #1 CHR: "Separate Lives" — Phil Collins & Marilyn Martin (Atlantic)
- #1 AC: "Say You, Say Me" — Lionel Richie (Motown)
- #1 BUJ: "A Love Bizarre" — Sheila E (WB)
- #1 COU: "Morning Desire" — Kenny Rogers (RCA)
- #1 ADR Track: "Tonight She Comes" — Cars (Elektra) (2 wks)
- #1 LP: "Afterburner" — ZZ Top (WB) (4 wks)

### FIVE YEARS AGO TODAY

- Ray Anderson Columbia VP/Promotion
- #1 CHR: "Waiting For A Girl Like You" — Foreigner (Atlantic) (3 wks)
- #1 AC: "The Old Songs" — Barry Manilow (Arista) (2 wks)
- #1 BUJ: "Take My Heart" — Kool & The Gang (De-Lite/Polygram) (6 wks)
- #1 Country: "If I Needed You" — Emmylou Harris & Don Williams (WB)
- #1 LP: "Tattoo You" — Rolling Stones (Rolling Stones/Atlantic) (7 wks)

### TEN YEARS AGO TODAY

- #1 CHR: "Tonight's The Night" — Rod Stewart (WB) (2 wks)
- #1 AC: "Muskrat Love" — Captain & Tennille (A&M) (3 wks)
- #1 Country: "Thinking Of A Rendezvous" — Johnny Duncan (Columbia)
- #1 LP: "Songs In The Key Of Life" — Stevie Wonder (Tamla/Motown) (6 wks)

# madonna

## open your heart

the new single

produced by madonna and patrick leonard

from the platinum-plus album

true blue



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KEN BARNES

## ON THE RECORDS

## UP SIDE VS. DOWN SIDE BY FORMAT

## Mood Music: What Do Listeners Like?

Radio's shared assumptions are always changing. Used to be everyone shied away from playing female singers back to back; then that stopped being a problem. Another one that seems (thankfully) to be on the way out is the conviction that people over 35 won't listen to rock & roll any more.

There's also a belief that CHR listeners want to hear nothing but positive, cheering, uplifting songs. It sounds reasonably logical, but I got curious and wanted to check how that assumption panned out in reality. Then I decided to extend my "research" to other formats, to see if Country was really the home of weepy ballads, where AOR was at these days, etc.

There are quite marks around research a few lines above because that research consisted of classifying the songs on the AC, AOR Tracks 30, B/U, CHR, and Country charts in the November 7 issue. By classifying I mean I determined whether each song fell onto the up side or the down side, lyrically speaking.

This simple method makes for a somewhat less-than-definitive report. First of all, checking out the songs on one week's worth of charts doesn't give you a whole lot of scope for generalization. Six months from now the up/down ratio could swing around 180 degrees, for all I know. (Might not be a bad idea to check again every three months, see if there's a seasonal pattern.)

Trends could also be determined by classifying the Top 15 hits of the last dozen or so years in each format. A good idea, but a bit beyond my resources just now (maybe later).

## A Matter Of Opinion

Also, since I'm doing the classifying, differences of opinion are possible. One man's upper could be another's downer. My up side in-

## SUPERMAN



## R.E.M.

R.E.M. display superpowers

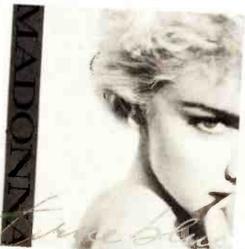
cluded celebrations, inspirational messages, songs of determination in overcoming heartbreak. The other side spanned the spectrum from regret to cautionary advice to brooding melancholy to social



Huey reassures the squares commentary to heartbreak to frustration... well, you get the picture.

But enough caveats (this column's starting to sound like the Dick Cavett show), how about the results? Here's how the formats broke down (or up):

CHR:	62% up/38% down
AC:	70% up/30% down
AOR:	50% up/50% down
B/U:	80% up/20% down
Ctry:	60% up/40% down



Madonna embodies true blue virtues

The CHR figure, a 5-3 ratio, casts some doubt on the adage that it's gotta be positive to become a CHR hit. Up songs ran the gamut from Madonna's blithe high fidelity to Huey Lewis's L-7 celebration; down from Robert Palmer's sheepish regret to Oran Juice Jones's well-plotted revenge.

AC's up percentage is high, as befits a format that gave birth to the "Nothing But Love Songs" spinoff approach. (Although, of course, not all love songs are cheery; plenty of heartbreak and doom and gloom there. It should also be noted that songs classified as "down" are not necessarily downers; the catharsis brought on by a sad song or the amount of thinking generated by a thoughtful social commentary can have a

very positive effect on the listener.)

I was surprised by the 50/50 split in AOR. Uppers include Lone Justice's reassurance and R.E.M.'s giddy omnipotence; the down side covers an intriguing range from the Georgia Satellites' teenage frustration to reflective commentary from Bruce Hornsby and John Fogerty (one week later and I could have added "War" to the list).

Black/Urban had the most pronounced swing to the up side, generally leaning toward the celebratory ("Caught Up In The



The Georgia Satellites' hands-on approach meets resistance

Rapture," "Tasty Love"). And Country had its share of melancholy ("Diggin' Up Bones," "Cry Myself To Sleep") but also some pretty idyllic stuff like "Then It's Love" and "Baby I Want It" and even some instructive social commentary ("Mind Your Own Business").

I guess the key insight I got out of all this is reassurance that there's still a place for the "down" record. A format full of universally happy songs would likely drive everyone bats in short order. As long as people experience a wide range of emotions, music, it seems likely, will continue to express them all, and a proper balance should be a prime programming concern.

(Thanks to Susan Collins at Chrysalis for the catalyst.)



Freddie tries a tasteful approach



Stacy has things nailed down

## Filling In The Gaps

Keeping Up With The Remakes: A fulltime job these days. In the Ben E. King tradition, Bobby Vinton's "Blue Velvet" has been rereleased thanks to the film of the same title, while Warren Zevon's "Werewolves Of London" is reincarnated off "The Color Of Money." On the remake front, Edwin Starr's 1970 smash "War" is Bruce Springsteen's single. Other covers on the 5-record set include Eddie Floyd's "Raise Your Hand" (the follow-up to "Knock On Wood"), Woody Guthrie's "This Land Is Your Land," Tom Waits's "Jersey Girl" (previously a flip side), "Fire" by the Pointer Sisters, and Patti Smith's "Because The Night." (Just kidding on the last two.)

The flip side of Tina Turner's "Two People" is a version of Sam Cooke's "Havin' A Party" and A&M's J.B. Brenner points out Iggy Pop's new 12-inch, "Real Wild Child," is a cover. It's an interest-

ing one at that, originally recorded in 1958 by one Ivan, who was in reality Jerry Allison of Buddy Holly's Crickets (Holly played on the record.) Then, under the title "The Wild One," the same song was the biggest Australian rock & roll hit of its time, sung by Johnny O'Keefe. Under the second title, the song was covered a few years back by Albert Lee.

## Sounds Of The Cities

An addition to the city song file: "Houston" by Larry Gatlin, as suggested by Dana Michaels, and KILE/Galveston VP/GM Gary Allen points out that George Hamilton IV's "Abilene" is about the Kansas town of that name, not the one in Texas, an error I will take full credit for.

Finally, after my profile of producer Michael Lloyd, which mentioned a group he was part of briefly, the West Coast Pop Art Experimental Band, KTYD/Santa Barbara's Rick Williams caught me on a minor fudged point. I said there were six WCPAEB LPs, but I was counting a quasi-solo album by the group's leader. You can't get away with anything around here. For the record, here are the six I had in mind:

"The Legendary Unreleased Album"

"WCPAEB Pt. I"

"WCPAEB Pt. II"

"WCPAEB Pt. III" (these guys were as inventive as Chicago for LP titles, and years before, too!)

"Where's My Daddy"

"Markley, A Group"

Next week: Mangled lyrics.

## Don Johnson: Harrad Times In 1973

Every time I think I've begun to assemble a decent record collection, something comes along to dash those delusions. The latest example was a letter from WSPT/Stevens Point, WI PD Jay Bouley about a Don Johnson single from 1973.

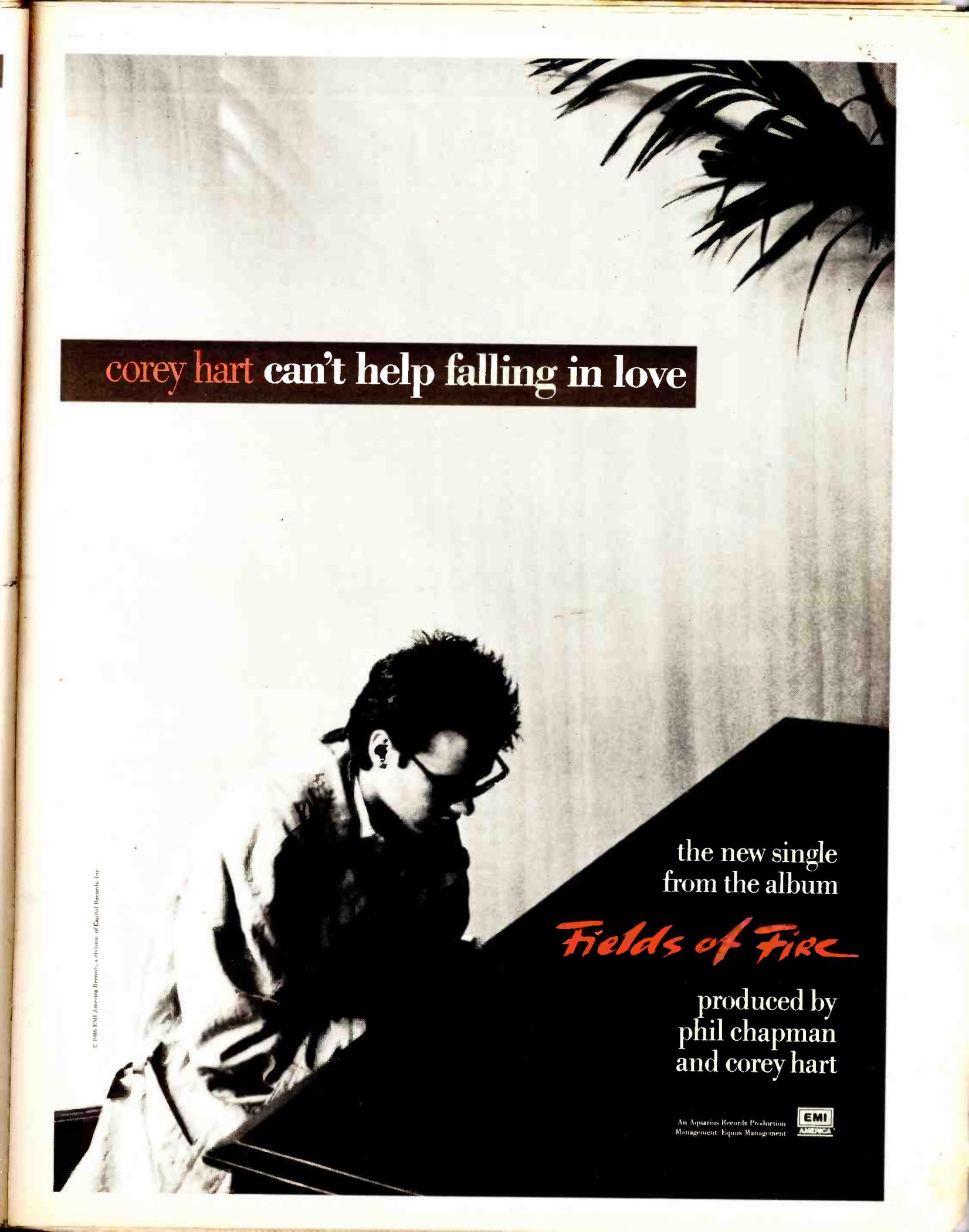
It's from the movie "The Harrad Experiment," and the soundtrack of the same name, and I had no idea it existed (although I had caught part of the movie on TV recently and did hear Don sing a song, presumably one of these).

Actually, to hear Jay tell it, they should have called the soundtrack "The Horrid Experiment." Jay describes the A-side, "It's Not Over," as a "syrupy ballad," and says both songs sound "like cheap imitations of David Gates & Bread."

Interestingly, it appears as though the existence of this record will disqualify Don Johnson from a Grammy nomination in the Best



New Artist category. NARAS rules state that if an artist released a nationally-distributed record prior to the year in consideration (approximately October '85-October '86 in this case), he or she or they're ineligible for the award. Those youthful indiscretions catch up with you sometimes...



corey hart can't help falling in love

the new single  
from the album

*Fields of Fire*

produced by  
phil chapman  
and corey hart

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An Aquarius Records Production  
Management: Equus Management



# WILL YOU STILL LOVE ME ?



## ONLY CHICAGO KNOWS

### NEW & ACTIVE

WXKS deb-32	WKEE add	KCPX 38-29	KKAZ add
WCAU 39-25	WKRZ 40-35	WWFX 37-31	KZ02 add
PRO-FM deb-32	WSKZ add	WQCM 22-14	Y97 add
B106 29-26	WNOK deb-39	95XIL 34-23	OK95 deb-29
Q107 deb-28	G105 deb-31	WQID add	
WAVA add	WGRD deb-40	Y4 29-26	
95INZ deb-29	WOKI deb 35	B98 add	
92X deb-33	WLR5 deb-37	Q104 add	
KHTR 32-29	94Z add	KNAN 38-32	
WL0L deb-35	WKD0 29-26	WLRW 28-23	
KIIS add	WGRD deb-40	Y94 29-26	
KKRZ 38-35	WIXX 35-32	WAZY 33-27	
K104 deb-38	KIYS 37-30	WDBR 40-32	
WAMX deb-20	KSN0 deb-40	KFMW add	

### A/C BREAKERS

**DEBUT 25**

The New Single From the Chicago Album 18  
On Warner Bros. Records.  
Produced By David Foster  
©1986 Warner Bros. Records Inc.

## DATEBOOK

SEAN ROSS

# Dolce Vitae Week

### MONDAY, NOVEMBER 24

1972/"In Concert," then produced by Don Kirshner, premieres on ABC. Guests include Alice Cooper, Chuck Berry, Blood Sweat & Tears, Seals & Crofts, Poco, and the Allman Bros. On the same day, Rick Nelson's "Garden Party" goes gold.

1980/Joe Dolce's "Shaddap You Face" goes 7-1 in Australia. It will eventually replace Split Enz's "I Got You," which had held the record for only a few months as the best-selling Australian single of all time.

1985/Big Joe Turner, whose physical dimensions at the time match his name, dies at age 74 from multiple causes.

Birthdays: John Eaton (Ready For The World) 1964, Lee Michaels 1945, Bev Bevan (ELO/Black Sabbath) 1946, Sergio Galli (Platinum Blonde) 1960.

### TUESDAY, NOVEMBER 25

1972/This is not the Summer of Love: KROQ/Los Angeles's "Woodstock of the West" festival with the Bee Gees, Sly Stone, Stevie Wonder, Mott the Hoople, and the Eagles, draws only 32,000 patrons.

1974/Bell Records' name change to Arista becomes official. Copies of Barry Manilow's "Mandy" exist on both labels.

1984/This is an easy date to confirm since they were kind enough to mention it on the B-side, Band Aid's "Do They Know It's Christmas" is recorded.

1985/David Crosby fails to show for his appeal bond hearing in Dallas; he spends the next 17 days as a fugitive. Also, MCA announces that Bobby Brown has left the New Edition in an "amicable split."

Birthdays: Stacy Lattisaw 1966.

### WEDNESDAY, NOVEMBER 26

1968/Cream's farewell concert, as captured in "Goodbye Cream" the LP and film, at London's Albert Hall.

1974/Elton John throws a party for his new protege, Neil Sedaka, at New York's Parkland Hotel.

1975/Tallahassee minister Charles Boykin and his congregation burn \$2000 worth of rock records. Boykin claims that 984 out of 1000 unwed mothers were impregnated with rock music in the background.

1976/Boston's "More Than A Feeling," their biggest hit until "Amanda," peaks at #2. The Bee Gees' "Love So Right" peaks at #6.

1982/The National Radio Broadcasters' Association releases its annual format study: 30% of all stations are AC. Country is second with 25.5%. Also, ABC's "The Look Of Love" peaks at #18.

Birthdays: Tina Turner 1938, John McVie (Fleetwood Mac) 1945, Garnet Mimms 1937.



R.B. Greaves, Garnet Mimms, Tina Turner, Felix Cavaliere

### THURSDAY, NOVEMBER 27

1969/The Rolling Stones open a four-day stand at Madison Square Garden. The first two shows are recorded for "Get Yer Ya-Yas Out."

1970/George Harrison's "All Things Must Pass" is released.

1973/Hank Snow's guitarist Jimmy Widener and a female companion are murdered. Widener's body is found dumped in an alley.

1982/Abba's third greatest hits collection in six years, "The Singles," finally pushes the "Kids From Fame" LP out of #1 on the British LP chart. Wham's "Young Guns (Go For It)" peaks at #4.

Birthdays: Eddie Rabbitt 1941, Charlie Burchill (Simple Minds) 1959, Jimi Hendrix would be 44.

### FRIDAY, NOVEMBER 28

1974/John Lennon joins Elton John at Madison Square Garden. They cut the live "I Saw Her Standing There" found on the flip of "Philadelphia Freedom."

1975/Freddy Fender's "Secret Love," one of a surprising number of rock-era Doris Day remakes, goes #1 Country. On the CHR side, "Convoy" and "Rock & Roll All Night" debut.

1981/Joe Dolce's Christmas single, "Jingle Bell Rock" b/w "The Twelve Days Of Christmas," and LP are released.

1985/Patti Labelle's NBC-TV special. Guests are Cyndi Lauper, Luther Vandross, Amy Grant, Bill Cosby, and the Krofft Puppets.

Birthdays: Randy Newman 1944, Berry Gordy Jr. 1929, Beeb Birtles (LRB) 1948, R.B. Greaves 1944, Bruce Channel 1940.

### SATURDAY, NOVEMBER 29

1959/Bobby Darin wins a Record of the Year Grammy for "Mack The Knife" and another one as best new artist. Frank Sinatra's "Come Dance With Me" is LP of the year. Johnny Horton also gets a Grammy for "Battle Of New Orleans."

1969/John Lennon, the first Beatle to be tried on drug charges, is convicted of marijuana possession and fined 150 pounds. Yoko Ono is acquitted. The court accepts Lennon's explanation that he no longer uses drugs and that he'd forgotten there was still any stashed around the house.

1979/Michael Jackson receives a gold record for "Don't Stop Till You Get Enough." Also, Paul Simon files two suits against Columbia in his bid to switch labels to WB.

1985/WSTF/Cocoa Beach MD Mike Lowe is suspended for allegedly making fun of "Rudolph The Red-Nosed Reindeer" with the mike open and hanging up on the kid who'd requested it.

Birthdays: Chuck Mangione 1940, Felix Cavaliere 1944, Barry Goudreau 1951, Meco Monardo 1939.

### SUNDAY, NOVEMBER 30

1965/The Rolling Stones play Denver and the state legislature declares "Rolling Stones Day."

1973/Bill Drake returns to radio as KIQQ/Los Angeles goes Top 40. Scott Shannon wins \$5 from R&R for knowing that the Royal Teens were Bob Gaudio's first group. And WNEW-FM/New York refuses to participate in the state's "Turn In A Pusher" campaign.

1976/After more than a decade as common-law writing partners, Nick Ashford & Valerie Simpson married.

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# LIFE WILL NEVER BE THE SAME.



*"That's Life"*

**DAVID LEE ROTH**

THE NEW SINGLE  
PRODUCED BY TED TEMPLEMAN  
FROM THE SMASH ALBUM EAT 'EM AND SMILE  
T.F.B. MANAGEMENT

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## That's Airplay:

WXKS add	KDWB add
WPHD 34-31	KKRZ add
WCAU 35-32	Q100 deb 39
94Q deb 34	100KHI 40-35
93FM add	WBVS add
95INZ add	WBWB add
Z95 36-32	WLRW deb 31
WMMS 37-31	99KG 39-35
	OK95 deb 40



BRAD MESSER

## CALENDAR

# Opportunity In Disguise

The fired-up new GM had what he obviously considered to be one whale of a great idea. He wanted to create a station newspaper to be distributed, once a month, to staff members and influential outsiders. Not that he wanted to create it himself, you understand. He wanted someone else to do it. But who?

All the likely Editor candidates were approached. The Sales Manager, who should have been familiar with almost all the positive aspects of the station, declined the honor on the admirable ground that his every waking minute should be spent producing revenue (or taking long lunches, which he didn't mention).

The PD squirmed out of the assignment by stressing his ignorance of the everyday workings of Engineering and Sales, and clinch-

ed his argument by smiling and laying a few albums on the GM for his kids. In turn, the other department heads came up with their own slick reasons why they could not effectively create a publicity piece for their own employer.

Overwhelmed by the widespread lack of enthusiasm for his pet idea, the GM didn't battle for his idea. He dropped the project, and by so doing, he sent the message that he could probably be counted on not to

put up a fight for what he believed in.

In killing the idea, everyone lost. The newspaper was Opportunity knocking, but no one was listening. Yes, it would have been extra work for someone, but people who make time for extraordinary tasks are the ones who get ahead.

Asking someone to do something extra is just another way of saying, "I think you have good potential, and want to give you the opportunity to show your stuff! Do good on this, and I'll raise the stakes next time around!"

Regardless of whether the GM handled the whole proposal effectively, the department heads who weaseled out of the project probably didn't outsmart anyone but themselves.

### Evolution Theory Published

**MONDAY, NOVEMBER 24** — Charles Darwin published his theory of evolution 127 years ago (1859) in a book entitled "On The Origin of Species by Means of Natural Selection, or the Preservation of Favored Species in the Struggle for Life." He took twenty years to write it.

15th anniversary of the first airliner hijacking for ransom, where "Dan Cooper" parachuted from a Boeing 727 into the Cascade mountains of Oregon with \$200,000 and was never seen again (1971). A small amount of the marked ransom money was found on the bank of the Columbia River in 1980.

Jack Ruby killed accused JFK assassin Lee Harvey Oswald at the Dallas police station in 1963. American bombers flew the first raids over Tokyo in 1944 (WWII).

**Birthdays:** Basketball veteran Rudy Tomjanovich 38. Ex-NYC Mayor John Lindsay 55. Journalist William F. Buckley Jr. 61.

### National Speed Limit Reduced

**TUESDAY, NOVEMBER 25** — One of Richard Nixon's memorable contributions to the American scene was the reduction of the 70-mile-per-hour national speed limit, which he did by Presidential Order 13 years ago today (1973). Just over a month later, Congress wrote the 55mph speed limit into law. The speed limit is generally thought to be our nation's most frequently violated law.

President John Kennedy was buried at Arlington National Cemetery in 1963, three days after he was assassinated. Alfred Nobel patented dynamite, which he called "Nobel's Safety Powder," 119 years ago (1867). British troops withdrew from New York City in 1783 at the end of the American Revolution; they left without their flag because some Americans had greased their flagpole.

The annual Andromedid meteor shower begins tonight (25th-27th) with a predicted peak of ten shooting stars per hour.

**Birthdays:** Tina Turner 47. Ricardo Montalban 66. Joe DiMaggio 72.

### Car Inventor Benz Born

**WEDNESDAY, NOVEMBER 26** — Karl Benz was born in Germany in 1844. He invented the first practical gasoline-engine automobile in 1885. In the book "Today's The Day," Jeremy Beadle writes, "Thwarted by strict speed limits, Benz invited a government minister to take a ride, after having arranged for a milk delivery man to overtake him in a horse and cart. When the cart passed and the minister urged him to go faster, Benz said it was illegal. The minister insisted — and the problem was solved."

An estimated 300,000 refugees fled from Soviet troops in Afghanistan in 1979. 500,000 Jews were confined to a walled ghetto in Warsaw, Poland in 1940 (WWII).

Moan directly over equator.

**Birthdays:** Impressionist Rich Little 48. Singer Robert Goulet 53. "Peanuts" cartoonist Charles Schulz 64. Newsman Eric Sevareid 74.

### Thanksgiving

**THURSDAY, NOVEMBER 27** — The first known observance of Thanksgiving in North America was in 1621, when the Pilgrims and Indians feasted together at Plymouth Colony for several days. Although no one is positively sure, the menu is thought to have included native wild turkey, venison (deer meat), oysters, pumpkin, corn, cornbread, and — a surprise furnished by the Indians — popcorn for desert.

In 1942, French forces destroyed 52 of their own ships and submarines at Toulon, to keep them out of the hands of invading Nazi troops (WWII). New York City issued the first permit for an automobile to drive through Central Park in 1889, after the driver promised to be careful not to frighten horses.

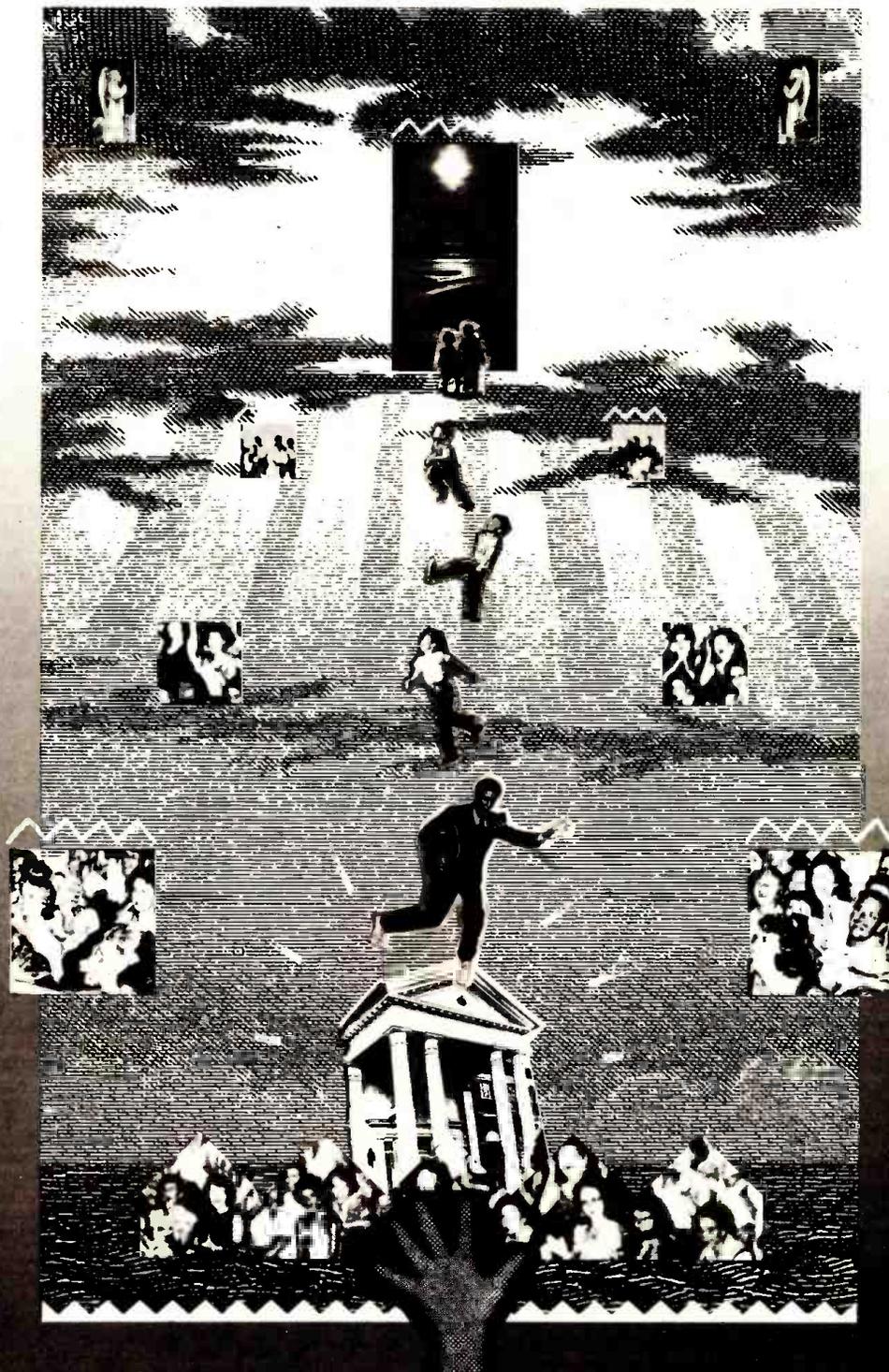
**Birthdays:** TV personality Jayne Kennedy 35. Eddie Rabbitt 45. Stage producer David Merrick 74. Jimi Hendrix would have been 44.

### First American Auto Race

**FRIDAY, NOVEMBER 28** — Six automobiles were entered in America's first car race, which took place on a 55-mile course at Chicago 91 years ago (1895). Today, any car could make that drive in little more than an hour, but in 1895 it took the winner almost 8 hours at an average speed of 7mph.

In 1942, the Cooanot Grove nightclub fire in Boston killed 491 people. World War II coffee rationing began in the USA in 1942. President Lincoln declared the first national Thanksgiving holiday in 1863.

**Birthdays:** Track star Francie Larrieu 34. Musician Randy Newman 43. Motown Records founder Berry Gordy Jr. 57.



*"Maybe I've a reason to believe  
 We all will be received in  
 Graceland"*  
*Paul Simon*

Q100 add    WJMX add  
 WGFM add    KWTO add  
 WKRZ add    KDVV add  
 Z104 add-40    KBOZ add  
 KF95 add    KWNZ add  
 100KHI add

AOR TRACK 32  
 AOR ALBUM BREAKER 27

94Q 30-28    KXYQ deb-35  
 PWR97 34-22    OK100 deb-40  
 K104 deb-32    WPFM deb-38  
 WPST deb-38    KQCR deb-28  
 WBBQ deb-40    WSPT 34-29  
 WBCY deb-30    KKAZ deb-37  
 FM100 deb-34    KTMT 40-36  
 KIYS 31-26    OK95 deb-37  
 KSND deb-37



ADAM WHITE

## RECORDS

## THE TALE OF TWO 'FRIENDS'

## The Hit(s) That Nearly Weren't

Mike Galley, PD of WTTR/Westminster, MD, wrote a few weeks ago to ask what I knew about the "Friends And Lovers"/"Both To Each Other" saga; specifically, how the same song came to be recorded with two titles, by two pairs of artists, on two different labels. "The legal and contractual problems must have been a real mess," he observed.

To discover whether that was the case, I got in touch with one of the song's two writers, Paul Gordon — who also co-authored the current Peter Cetera/Amy Grant hit "The Next Time I Fall" and an upcoming Patti LaBelle/Bill Champlin cut titled "The Last Unbroken Heart," which is on the "Miami Vice II" album.

## Four Years Old

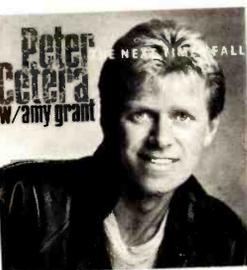
Gordon explained that the complications with the twin versions of "Friends" were creative, rather than contractual. The song almost didn't get made at all, and the circumstances behind it are typical of many songs' tortuous routes to record. For one thing, "Friends" is roughly four years old. It was written by Gordon and Jay Gruska with a completely different set of lyrics as a gesture to a close friend who was severely ill in the hospital.

When reviewing the song, Ronnie Vance of Warner Bros. Music, Gordon's publisher, suggested the lyrics be altered to a more univer-



Paul Gordon

sal theme. The composers did a rewrite and tried to get "someone like Kenny Rogers" to do it, said Gordon, but nothing happened. Several years later, a friend of Gordon — who happened to be a producer on NBC-TV's "Days Of Our Lives" soap — called to say she needed songs for the show. "So we played 'Friends' for her live on the piano," Gordon recalled, "and she really responded. They ended up using it in a version that Jay recorded with his sister, Michelle. That was the original, played on the show first."



Completely independent of this, Gruska was working with a singer, Cindy Fee, who was in turn working with producer Richard Landis. "Cindy showed 'Friends' to Rich-

## Struggle For A Label

ard as a possible duet for herself and Eddie Rabbitt," said Gordon. Landis liked the song, but apparently thought it would be suitable as a duet for Rabbitt and Juice Newton, whom he was also producing.

Meanwhile, the song's exposure on "Days Of Our Lives" was drawing heavy mail from viewers. "Jay thought it would be great if we got this out as a single," remembered Gordon, "but no one was jumping on it." Hopes for a recording by a major artist were dashed, he added. "Finally, Gloria Loring stepped forward."

Loring, a character on "Days," performed her interpretation on the show with Carl Anderson. But despite the strong audience reaction, a label outlet was hard to find. "I know Jay was on the phone a long time, trying to convince people to put the song out, and Gloria was, too," said Gordon. "It was a struggle. Finally, they got it together with Carrere Records." "Friends And Lovers" #1 became a hit.

During this time, "Friends" #2 was proceeding under Richard Landis. Said Gordon, "I think he asked if anyone else was cutting it, and we mentioned Gloria and Carl. But at that point, the 'Days' situation looked like such a small thing that we really didn't think there'd be any interference between the two. Nobody had any idea of the success that would happen with the pop version. In fact, we thought the country version had more of a chance."

But Gordon is candid in conceding that Landis would "probably have shied away from doing the song" if he had known how big the Loring/Anderson record would be: "We really would have needed some tricks up our sleeve to pull that off." As it was, the Newton/Rabbitt single went to #1 in country the same September week that Loring/Anderson peaked at #3 on the CHR charts. Three weeks earlier, Loring/Anderson had gone #1 A/C.

## Most Successful Song

And how did the song acquire its double identity? "It was always very difficult to title, because we never say 'friends and lovers' in the lyric," Gordon admitted. "In fact, Jay and I and our publishers had to put our heads together to come up with the right title." With the country version, one of the lyric lines was changed during the recording, to repeat the phrase "both to each other." "They just decided that was the stronger title, and we just accepted it."

For Gordon, "Friends"/"Both"

Gloria Loring & Carl Anderson  
FRIENDS & LOVERS

is his most successful song to date. He prefers not to speculate how much it will earn, but his share could well exceed \$100,000 — most of that from the ASCAP performance royalties, rather than from record sales. "It's all new to me," he said. "I've never been in this league before." The song is published by Warner Bros., although Gordon has since switched his company, French Surf Music, to Chappell.

He's collaborated with Gruska ("my oldest and dearest friend") for ten years, and they both write music and lyrics. "On 'Friends,' I came to him with a slight musical idea which he elaborated into a better form. Then I jumped in again on the lyrics. It's very mutual."

The same applies, Gordon said, when working with his "Next Time I Fall" collaborator, Bobby Caldwell. With others, such as David Foster, music and lyric duties are split. Among the artists who have recorded his work are Kenny Rogers, Dionne Warwick, the Pointer

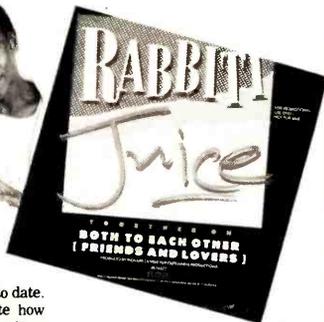
Sisters, and James Ingram. Ingram's "Whatever We Imagine" was the first song of Gordon's to be used in "Days Of Our Lives."

## Another LaBelle Shot

"For me, inspiration comes a lot of times from the artists and composers I admire: Peter Gabriel, Paul Simon, Rickie Lee Jones, Billy Joel," says the songwriter. "I buy their records and listen to them, and that inspires me. So do other writers I work with."

One of those is Joseph Williams, the new lead singer of Toto (and Jay Gruska's brother-in-law). "The Last Unbroken Heart" is a Gordon/Gruska/Williams effort. Says Gordon, "We originally wrote the song for Patti LaBelle's album, but it was bumped at the last minute for 'On My Own.' So we're getting another shot, and it looks like it's going to be a single."

Now all they need is for someone to cut it country.



## The Trail Of Missing Royalties

The news that Richard Berry has regained royalty rights to "Louie Louie" received some attention recently — all the more so because the song, which he wrote 30 years ago, has been featured in national TV spots for California Cooler this past summer.

Berry should probably buy a crate of the stuff for another R&B veteran, Wilbert Harrison, who's indirectly responsible for the happy ending to the "Louie Louie" dispute. Here's the way it was:

## Harrison's Rights

In the late '60s, onetime booking agent Chuck Rubin managed a number of acts, including Harrison, the Happenings, and Tommy James. In the late '70s, Harrison called Rubin for advice about royalties on his 1959 hit "Kansas City," which he said he'd never received. Rubin recommended a couple of attorneys, but soon realized that a better way to help would be to gather as much data as possible on the song and Harrison's rights, then bring in legal counsel. The plan worked, and eventually yielded some royalty payments for the performer.

What's more interesting, Rubin found himself hooked on the detective work involved. "I felt excitement and sheer joy in putting pieces of the puzzle together," he said. Then it dawned on him that if Wilbert Harrison had royalty problems, the same surely applied to

worst, we felt we had a shot at renewal," explained Rubin, and they persisted with Limax. An additional factor was the publicity surrounding Washington residents who wanted to make "Louie Louie" the state song last year in honor of two area groups who had previously recorded it, the Waiters and, of course, the Kingsmen.

Rubin claims that the pressure from his enterprise, plus "a little political help" and the media attention, was incentive for the publisher to reach a settlement over the claims. What finally put it over the top, he said, was the possibility that the TV commercial would be lost because of the controversy.

So on January 1, 1986, Berry acquired 50% of his copyright in a settlement that Rubin said both sides "could live with." This entitles him not only to continuing performance income as the writer of "Louie Louie," but also to performance and mechanical royalties as its copublisher. Rubin added, "Berry is delighted, and he's really getting back into an active career."

Meanwhile, Artists Rights is keeping busy with other clients — 200 of them, by Rubin's count — including Bo Diddley, Brook Benton, Jimmy Rodgers, the Del-Vikings, the Marvelettes, and one of the three women who claims to be Frankie Lynton's widow. It's only rock & roll.

Berry didn't have a copy of the original papers, but was able to find a comparable agreement signed by a friend with the same publisher at around the same time. "At

scores of other artists from rock's early years. "I contacted a number of them, and found that many had forsaken the right of royalty recovery, or that they were so intimidated by the record industry itself that they had given up trying."

Rubin's success with another claim in 1981 led him to create a formal business, the Artists Rights Enforcement Corp. in New York. Word soon spread, and his client list grew. Among the callers: Richard Berry. He had already been trying to regain certain rights to the song, without luck.

## The State Song

"Berry's problem was simple," said Rubin. "He was 100% writer of 'Louie Louie' and receiving his BMI performance royalties, but had signed away the publishing rights — including the renewals — in 1956. At the time, of course, neither he nor the publisher, Limax Music, realized it would become a classic."

Berry didn't have a copy of the original papers, but was able to find a comparable agreement signed by a friend with the same publisher at around the same time. "At

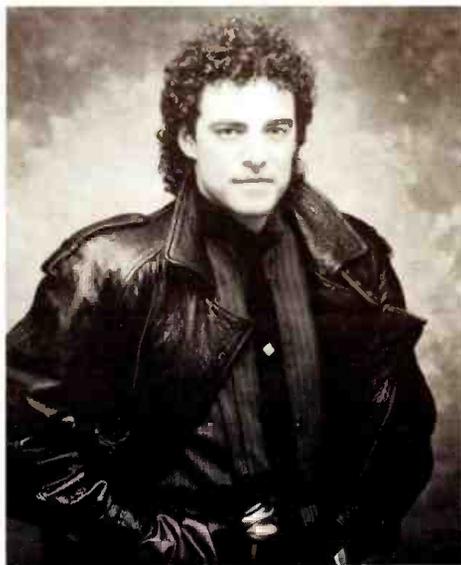
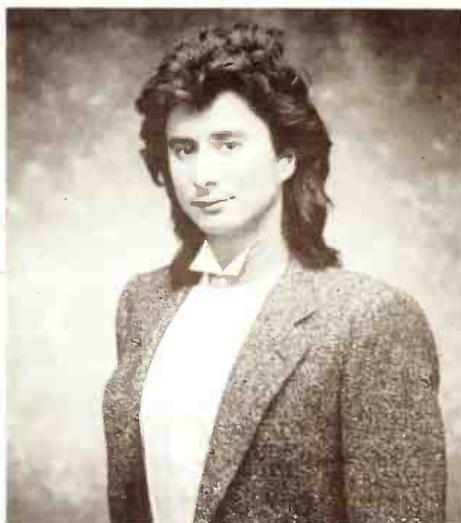
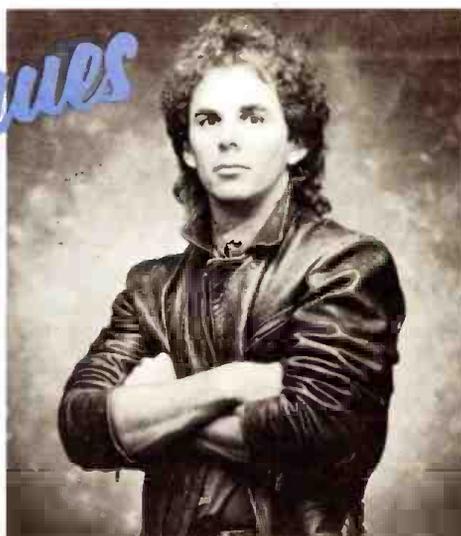
*The Columbia  
Music Sweep Continues*

# JOURNEY

"I'll Be Alright Without You"

Hit Music From The Columbia Album  
*Raised On Radio*

OC 39936



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# The Columbia Music Sweep Continues



## BANGLES

"Walk Like An Egyptian"

CHR CHART: 12 - 10 #1 HOTTEST

## BRUCE SPRINGSTEEN

"War"

CHR CHART: 30

## GREGORY ABBOTT

"Shake You Down"

CHR CHART: 30 - 24

## TEENA MARIE

"Lead Me On"

## ONE LIS



## BURNS SISTERS

"I Wonder Who's Out Tonight"

# OUND TO CHART



## BILLY JOEL

"This Is The Time"

128/27 - 54%  
#2 MOST ACTIVE!



## PAUL YOUNG

"Some People"

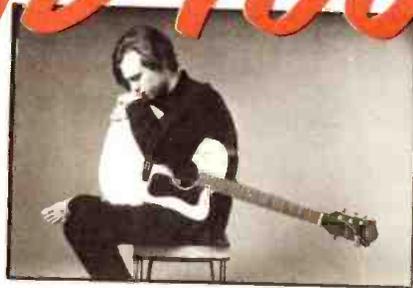
78/19 - 33%

# TEN AND YOU'LL ADD



the Simple Thing"

# STABILIZERS



## MATTHEW SWEET

"Save Time For Me"

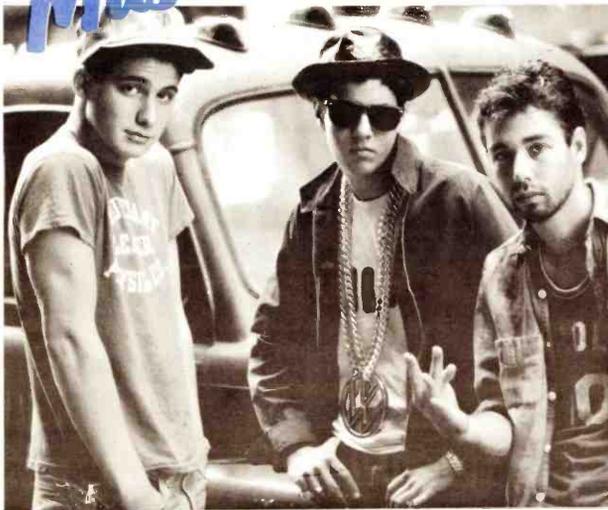


## BONNIE TYLER

"Band Of Gold"



# The Columbia Music Sweep Continues



# BEASTIE BOYS

“Fight For Your Right (To Party)”

**YOUR AUDIENCE WANTS YOU TO PLAY THIS RECORD NOW:**

**Check Out The Out-Of-The-Box Sales Explosion:**



**CAMELOT RECORDS**

Canton, Ohio  
Chain-Wide Re-Order 7,000 Pieces



**RECORD BAR**

Durham, North Carolina  
Chain-Wide Re-Order 7,000 Pieces



**SHOW INDUSTRIES**

Los Angeles  
Chain-Wide Re-Order 4,000 Pieces



**SOUTH TEXAS WHOLESALE**

San Antonio  
Re-Order 11,000 Pieces



**SOUND WAREHOUSE**

Dallas  
#1 LP, Chain-Wide Re-Order 11,000 Pieces



**LEOPOLD'S RECORDS**

Berkeley  
Single Store Re-Order 1,800 Pieces



**TOWER BROADWAY**

Sacramento  
#1 LP



COLUMBIA RECORDS  
© 1986 CBS Inc.



JOEL DENVER

# CONTEMPORARY HIT RADIO

## SUPER DEMOS

# Format Shines In Summer Ratings Glow

The ratings doldrums of previous books seem to have given way to renewed growth in the summer Arbitron. After analyzing the surveyed CHR stations (both reporters and non-reporters), it's nice to report that 85 stations posted upward growth in the 12+ category, 48 slipped, and two remained unchanged.

Another noteworthy observation: upward momentum in most cases was far greater than any slippage on a station-by-station basis. What's more gratifying is the number of CHRs perched in first place or among the top five in overall performance.

Add to this significant growth in the 18-34 and 18-49 demos, plus solid leads in the teen categories. Then it becomes obvious what mass appeal CHRs can do when properly programmed, promoted, and marketed. Profiled below are eight markets where stations are either enjoying great numbers or waging head-to-head battles against cross-town rivals.

### Baltimore

B104 7.4 6.7 6.0 7.3 6.7

Steve Kingston's B104, despite minor 12+ slippage, has a ton of strong demos. For now, it's the solo CHR in town since K106 became Mix-106 with an AC approach. Rumors that a new challenger will surface soon continue to fly.

### Boston

WXKS-FM 5.9 5.0 6.4 6.7 8.5

The past three books have been up for Sonny Joe White and WXKS-FM. In fact, ratings are so up that the station is number one in 12+ and teens and number two 18-34 behind AOR WBCN. White's Urban-edged CHR seems to suit a wide spectrum of demos. The chief CHR competition, Z94 (WZOU), didn't fare well (dropping to a 2.1). PD Harry Nelson, however, may make it a race this fall with a more straight-down-the-middle musical approach.

### New York

WPLJ 5.6 6.0 5.5 5.9 5.5  
WHTZ 5.9 5.5 6.1 6.9 5.5

Z100's Scott Shannon hates to be second. So he's surely fired up about being tied with WPLJ for top honors in this longstanding battle. During the next sweep, Scott plans a more aggressive playlist, flashy promotions, and an outrageously entertaining air style. Across town, Larry Berger keeps WPLJ consistent with well-researched music and a much more conservative style, backed by a liberal promotion budget and a steady flow of promotional ideas in an evenly-paced presentation. Z100 is tops in teens and a close third in 18-34s, while WPLJ leads in 18-34 adults and is number two teens. This contest is a jumball.

ant George Harris and a tightened list, may improve the station's cume. It's shown steady improvement over the last few books in shares. And RI-104 posted third place in teens.

### Washington, DC

WAVA 3.9 4.0 4.1 4.7 4.5  
Q107 5.7 4.3 4.4 3.5 4.3  
B106 2.1 2.4 2.4 2.3 3.6

The nation's capital is a format battlefield. Mark St. John's WAVA is earning tons of press via morning team Geronimo & O'Meara and spreading its strong numbers throughout the day with a solid playlist and creative promotions. At Q107, new PD Chuck Morgan hopes to regroup the once-dominant CHR with a fresh morning show backed by an aggressive marketing campaign. But the biggest story is at Bob Kaghan's B106. Lacking signal parity with Q107

and WAVA, B106 uses the most aggressive music list in town, combined with a direct aim at the active audience. Kaghan has parlayed his strategy into impressive across-the-board gains.

### Atlanta

94Q 9.2 8.9 7.0 9.1 7.5  
Z93 12.1 9.8 8.5 6.1 7.2  
Power 99.7 2.4 3.9 4.0

Nearly 19 shares of CHR divided between three stations makes Atlanta a great market. Bob Case, new to the South, is relieved over Z93's resurgence; it now scores first with teens. And he has more tools to work with than John Young had in recent years. At neighboring 94Q, the decline in shares can be written off to Braves baseball. But PD Jim Morrison and OM Don Benson are old pros at quick recoveries. They are aided by a more

progressive playlist, market familiarity, and a big promotional budget. Power 99.7's Steve Davis has a unique niche with a non-ethnic CHR. Fast on new records, he's using a music-intensive profile to continue his growth, backed by strong lifestyle promotions.

### Dallas

KEGL 6.6 6.3 5.2 5.2 5.7  
KTKS 4.2 3.7 3.2 3.1 4.6

KEGL is on a rebound despite not having an official PD on the premises. Acting PD Joe Folger knows the systems man has broadened the musical scope a bit. Night rocker Kid Kraddick is a major force in the market and keeps Eagle-97's identity strong. The station is number one in teens and third 18-34 adults. KTKS PD Kevin Metheny is new to the market and has inherited a strong base. A creative thinker, he's already made the station more exciting musically. KHYT's Mark Driscoll is the unknown quantity at this point. An exciting presentation complemented by a fairly tight playlist comprise his battle plan to gain cume and ground in the fall sweep.

### Houston

KKBQ-AM/FM 7.8 8.6 6.2 8.3 7.9  
KRBE-FM 4.7 3.5 4.8 5.1 6.2

Another CHR in Houston? KKBQ is under attack as KRBE gains ground. John Lander keeps the "Q" sounding fresh with plenty of personality, promotions, and a well-researched, straight-ahead music profile. As a combo, KKBQ is second to KMJQ but stands tall in 18-34 adults (#2) and teens (#1). KRBE, next in line in both categories, has become more adventurous under PD Paul Christy. Offering a more music-intensive presentation than KKBQ, KRBE is showing steady growth. But new on the horizon is KKHT, formerly KSRR. PD Andy Beaubien is new to the format, and observers indicate his station is doing well with format basics. The station's real strength will come in later books. And then there's KQQK, an all-Spanish CHR playing only English hits. KQQK could be a major influence during the fall sweep in terms of lower demos.

### Coming Next Week

We'll debut part one of another "Programmers' Think Tank." The guests will be B96/Chicago PD Buddy Scott, Power 99.7/Atlanta PD Steve Davis, KS103/San Diego PD Mike Preston, and BJ105/Orlando PD Brian Thomas. We'll also review the tight races in Miami, Norfolk, Tampa, Chicago, Cleveland, Columbus, Detroit, Kansas City, and Minneapolis.



STYLIN' WITH SEGER — WKSF/Ashville sent some lucky listeners backstage to meet and party with Bob Seger. Shown backstage are (l-r) WKSF's John Oliver, concert winner, Seger, two other winners, and Capitol's Sandy O'Connor.



THAT'S LIFE WITH DIAMOND DAVE — If David Lee Roth ever goes blind, he'll still be able to read Playboy, thanks to WRTB/Vincennes, IN. Roth was in nearby Evansville for a concert when he was presented with a braille issue of the magazine. Pictured at the concert are (l-r) Matt and Harold Guilfoif of Waxworks Distributors, WRTB personality Darren Blair, Roth, WRTB MD Danny Wayne, and Warner Bros.' Gene Dries.

# CONTEMPORARY HIT RADIO

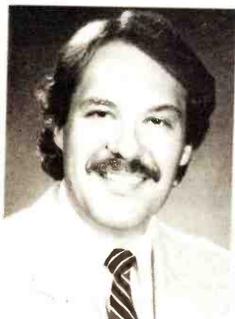
## Can't Tell The Players Without A Profile

Thanks for your positive feedback regarding the CHR reporter profiles. This week we'll wrap up our newest additions. In the future we'll periodically feature one or two stations so you can become familiar with the musical philosophy of all our reporters.



**Hot Hits**

CHED/Edmonton  
(403) 468-6300



PD Kevin McKanna

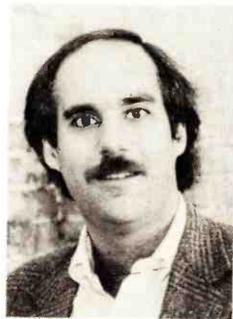


MD Laurie Langcaster

CHED is an active CHR station that keeps pace with Edmonton's progressive lifestyle. We are 85% current, 15% gold. Our morning show music is handpicked and features 10% classic gold. We feel it's an added plus to our morning show. New music is chosen using 75% local input, 25% trade input. Our local data is compiled by the CHED Music Council, which works closely with retail and tabulated station requests. National information comes from monitoring the action of records in the US and Canada via the trades.



WWFX/Bangor  
(207) 338-2290



OM Jim Leven



MD Larry Clark

"The Fox" is a straight-ahead CHR, occasionally skewing AOR. We're music-intensive, featuring a "nine-in-a-row music guarantee," a tremendous vehicle with which to promote the product and expand TSL. Generally conservative in our approach to music, we're not afraid to expose worthy new product on our fairly extensive list. We program roughly 70% current music with gold rarely more than five years old.



WLRW/Champaign  
(217) 352-4141



PD Matt McCann



MD John McKeighan

WLRW is a mass appeal CHR market leader playing 75% currents to oldies, varying by daypart. We maintain a well-balanced playlist to keep a fresh sound on the air, which is reflective of our aggressive music policy. Each record is auditioned; our ears and market knowledge are our first guide to music selection. We serve two major universities, and two-thirds of the area population is under 35 years old. We use active research, calling stores throughout the area and tabulating requests complete with demographic information.



Y97/Santa Barbara  
(805) 966-1755



PD Steve Smith  
MD Chris Knight

Y97 is the only CHR station in Santa Barbara. We survey the market regularly, speaking directly with the listeners to determine their favorites. Our playlist is wide in scope. It's approximately 70% currents to 30% recurrences, including the best of the past 12 months. Our special programming at night, such as "Rock 'N' Roll Cafe," puts an emphasis on new music and gives our station a unique sound.



WQCM/Hagerstown

At WQCM we base a lot on research from listener requests and area record sales. The sound of a record and the previous success of the artist come into consideration when we're deciding on adding a tune. We're also open to testing records. One of our greatest satisfactions comes from programming a song no one else is on and seeing it go through the roof. Our format is made up of three current categories: power, heavy, and new. We incorporate four to five oldies per hour, depending on daypart.



PD Steve Chase



MD Will Kaufman

## MOTION

Congratulations to CHED/Edmonton, which won two Canadian Radio and Records Awards: GM Vern Trull as Radio Executive of the Year and Laurie Langcaster as Music Director of the Year. . . KRFD/Marysville, CA morning man Jonathon Harte is now PD following the departure of Dave Skyler. . . WFBG/Altoona welcomes Don Spencer from WDVX/Waterville, ME as morning cohost with former afternoon driver Michael Quinn. . . Dr. Don Carpenter picks up his bag and joins KRNO/Des Moines as morning man, leaving a prime opening at KWTO-FM/Springfield, MO. . . Rich Lawrence is now doing nights at WMGZ (Z96)/Youngstown, coming from WKWK/Wheeling. He replaces the exiting Chris Patrick. . . Jim Edwards is the new MD at KF95/Boise, moving from crossstown KCIX.

At 94Z/Raleigh, MD J.P. Hunter gives up her MD duties to devote more time to promotion/marketing; 6-10pm job Rockin' Randy Ross takes over the MD post. . . Joe Joe Walker leaves the 7pm-midnight slot at KZOU/Little Rock. Greg Geary, last at Rock 108/Abilene, takes over. . . David Cooper exits all-nights at WPST/Trenton for WFFX/Bangor. Greg Hunter, formerly at OK100/Ithaca, succeeds him. . . KATD/San Jose overnighter Linda Roberts moves to 8pm-midnight

as Kathi Rea exits. . . Chris Murray, last at Q96/Goldsboro, joins WLAN/Lancaster for MD/afternoon drive duties replacing Gary Miles. . . Nancy Allen leaves her WCMX/Cleveland 6-10pm shift as Rick Allen moves from the 10pm-2am slot. CMX personality Dave Sharpe takes the 10pm-2am shift, and partner J.R. Richards moves to overnights.

## BITS

• Students For Survival — KFMW/Waterloo has come out with its annual Student Survival Guide. The guide is distributed to approximately 10,000 college students and features sports schedules, local stadium seating charts, music news, and jock profiles. A school kickoff party is held each year in conjunction with the distribution of the guides. Over 5000 students attended this year's survival party.

• Redskins Pow-Wow — WAVA/Washington flew 150 Redskins fans to Dallas for the game and a VIP reception at the Sheraton Dallas. They also participated in a downtown Dallas parade prior to the Sunday game. Listeners qualified for the contest by sending in postcards and listening for their names.



From the already-gold album  
 "Three Hearts In The Happy Ending Machine"

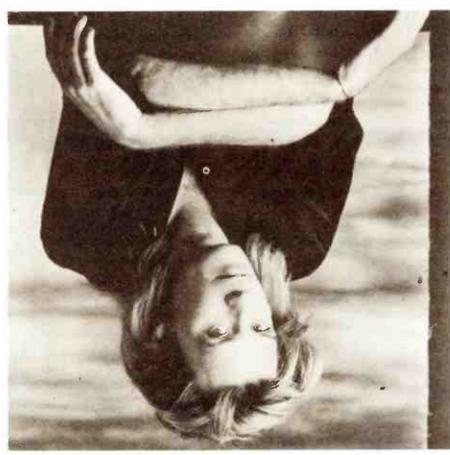
Be sure to check out the **HOT** new remix by  
 Shep Pettibone!

WXS 20-16	PWR97 25-22	92X 33-30	KIIS on
WEN 25	WNCI 4-30	KMLK 24	WOUT 29-24
WKS 28-23	99DTX 33-30	FM102 add	94Z 34-29
WPHD 19	WCZY 25-22	KTUX 32-27	KTUX 32-27
WCAU 26-22	WHYT 29-25	KPLZ 22	WROD deb 18
B94 23	WMTI 19-16	WERZ 14-11	KKRD 21-15
PRO-FM 27-22	KDWB add 38	WGFM 30-25	B98 add
B106 add	KHTR 33-27	WKRZ add	KKRC add
0107 add	WLOL 13	K98 21-14	
940 on	Y108 27-24	WCN 32-26	

☑ CHECK THESE MOVES

CHR CHART: **29**  
 173/11 — 72%

# DARYL HALL "Foolish Pride"



AC CHART: **13**

The first release from the Pointer Sisters,  
 dazzling new album "Hot Together,"  
 produced by Richard Perry

WXS 34-28	B97 27-23	KZZP on	WGIZ add 39
WBN 34	WNVZ on	FM102 deb 30	WHOT add
WKS 34-31	0106 30-27	KWOD deb 32	KNMO add
WPHD add	B96 add 36	KMEL 30-27	CHED add
WCAU 31-27	WMMS deb 39	KATD 35-32	KYNO add
PRO-FM deb 33	92X on	WNKK 29-18	KYRK add
0107 add	99DTX deb 39	WKEE add	WIGY add
940 on	KHTR 30-25	WLAN add 34	WKFE add
KRBE 30-27	WLOL 21	WOKI add	KGOT add
Y100 25-20	KPKE add		

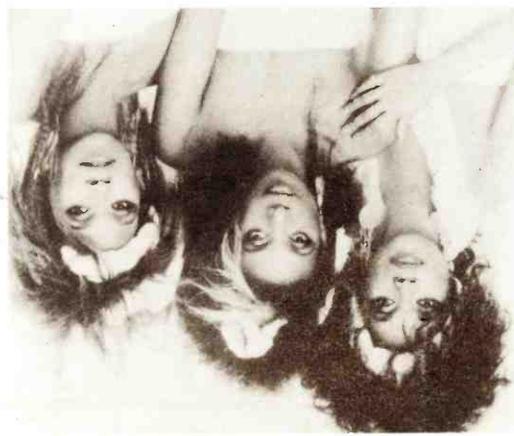
CHR CHART: DEBUT **38**  
 164/17 — 69%

## CHR BREAKERS

11/14/86

# POINTER SISTERS "Goldmine"

is a goldmine for ALL formats!



NOW ON 48 AC REPORTERS!  
 BILLBOARD DANCE: **35**



STEVE FEINSTEIN

AOR

REASONS TO BE CHEERFUL, PART TWO

# Suddenly, Last Summer . . . We Found Ourselves In A Rating Sweep

The first summer book of continuous measurement for the top 75 markets finds rock radio in great shape. The most significant news is that AOR is #1 with men 25-49 in nearly half (46%) of the surveyed markets with rockers. This contrasts with previous fall and spring sweeps in which only 33-37% of the markets had AOR on top of the demo. Last summer, only two of the 13 markets with AORs had rockers winning with 25-49 men.

Numero Uno

Up, up and away to #1 12+ finishes flew WKDF/Nashville, KRSP-FM/Salt Lake City, KKDJ/Fresno, and KMOD/Tulsa. Staying on top were dynasties such as WMMR/Philadelphia, WNOR-FM/Norfolk, WLWQ/Columbus, WPYX/Albany, and KATT/Oklahoma City, while

WFBQ/Indianapolis recaptured the 12+ crown.

Demo Distribution

The majority of rock stations continue to balance their demos between 12-24 and 25+ listeners. For instance, all the leading rockers in the top eight markets get

anywhere from 50-75% of their quarter-hours from listeners over the age of 25.

Format Holes

Memo to Mr. Owner or General Manager - there are still chances waiting to dominate the lucrative 25-34 male cell in the following markets: Cleveland, New Orleans, Birmingham, Greenville, Baton Rouge, and Youngstown. Please avail yourself of the opportunity to make money by bringing rock 'n' roll to these markets currently bereft of rock radio stations. Do it before midnight so you don't forget.

## Format Scorecard

Stations Surveyed	127
12+ Scores	44% up (56) 44% down (56) 6% flat (8) 8% debut (7)
Markets Surveyed	69
Markets With AOR	55% (38)
#1 In Adults 18-34	
Markets With AOR	86% (59)
#1 In Men 18-34	
Markets With AOR	75% (52)
#1 In Men 25-34	
Markets With AOR	46% (32)
#1 In Men 25-49	

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight.

Stations debuting this book have an asterisk next to their 12+ share.

First or second place rankings in cumes and demos are indicated. Italics signify a tie for the position. Under-the-line signals are included in determining a station's rank.

"%25+" refers to the percentage of a station's quarter-hours from listeners over the age of 25.

Consulted stations are noted by (A) for Burkhart/Abrams/Douglas & Elliot; (AP) Al Peterson; (D) Alex Demers; (F) Frank Felix; (GH) George Harris; (J) Fred Jacobs; (JS) Jon Sinton; (M) Larry Moffitt; (P) Jeff Pollock Communications; and (S) John Sebastian. Dual consultancies are also noted.

The listing of consultants is done only as a point of reference. Credit for ratings performance belongs primarily to onsite program directors.

Under-the-line stations and stations listed as appearing in metros in addition to their own, i.e., KOME/San Francisco-San Jose, do not contribute figures toward the format scorecard.

# Summer '86 Station Stats

Station/Market (Consultant)	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+	Station/Market (Consultant)	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+
WPYX/Albany, NY (A)	9.6-10.8	—	1	1	1	1	—	44	WFYV/Jacksonville (A)	9.8-7.9	—	2	2	1	1	2	61
WQBK-FM/Albany, NY	4.3-3.1	—	—	—	—	—	—	76	KYYS/Kansas City (A)	8.6-7.8	—	1	1	1	1	2	44
WZZO/Allentown (A)	11.5-10.3	2	1	1	1	1	2	58	KCFX/Kansas City (J)	5.9-4.3	—	—	2	2	2	—	66
WKLS/Atlanta (A)	9.2-9.6	—	1	1	1	1	2	47	WIMZ-FM/Knoxville (A)(M)	13.3-15.9	2	2	1	1	2	1	45
KLBJ-FM/Austin (P)	12.1-10.9	—	1	1	1	—	—	53	KOMP/Las Vegas (A)(JS)	7.5-6.5	—	—	1	—	—	—	29
KPEZ/Austin	*5.4	—	—	—	—	—	—	45	KLOS/Los Angeles	3.4-3.7	—	—	1	1	—	—	58
WIVY/Baltimore (A)	6.4-6.1	—	2	1	1	1	—	52	KROQ/Los Angeles	3.8-3.6	—	—	—	—	—	—	28
WGRX/Baltimore (D)(JS)	1.2-1.7	—	—	—	—	—	—	78	KMET/Los Angeles (A)	2.2-2.0	—	—	—	—	—	—	56
WBCN/Boston	7.7-7.6	—	1	1	1	1	—	51	KNX-FM/Los Angeles (P)	*1.4	—	—	—	—	—	—	87
WZLX/Boston	4.1-4.6	—	—	2	2	2	—	73	KNAC/L.A.-Long Beach (P)	1.2-1.4	—	—	—	—	—	—	38
WAAF/Boston-Worcester	2.2-3.0	—	—	—	—	—	2	20	WQMF/Louisville	6.6-6.4	—	1	1	1	—	—	20
WFNX/Boston	1.3-1.1	—	—	—	—	—	—	48	KRIX/McAllen-Brownsville	4.8-6.5	—	2	1	—	—	—	26
WMRO/Boston	*1.1	—	—	—	—	—	—	42	WGR/Memphis (A)	8.3-5.4	—	—	—	—	—	—	51
WBVR/Buffalo (A)	*7.4	—	1	1	1	2	—	51	WOFM/Milwaukee (P)(JS)	5.9-4.5	—	1	1	1	1	—	58
WRFX/Charlotte (J)	5.5-6.4	—	2	2	2	—	—	44	WBGM/Milwaukee (S)	6.7-8.7	—	1	1	2	—	—	33
WOWE/Chattanooga	3.3-5.0	—	—	—	2	—	—	56	KQRS/Minneapolis (J)	8.1-7.7	—	—	—	—	—	—	94
WLUP/Chicago	4.6-5.6	—	2	1	1	1	—	57	KTCZ/Minneapolis	10.0-9.6	—	1	1	1	1	—	44
WXRT/Chicago	3.1-2.9	—	—	—	—	—	—	87	KJJO-FM/Minneapolis	3.8-4.3	—	—	2	2	—	—	80
WCKG/Chicago (A)	2.2-2.0	—	—	—	—	—	—	56	WKDF/Nashville	3.9-2.5	—	—	—	—	—	—	61
WEBN/Cincinnati	11.1-9.8	—	1	1	1	1	—	49	WBAB/Nassau-Suffolk	12.3-12.7	1	1	1	1	1	—	50
WSKS/Cincinnati	3.8-3.0	—	—	—	—	—	—	45	WLRN/Nassau-Suffolk	4.6-3.9	—	1	—	—	—	—	42
WLWQ/Columbus, OH (A)(JS)	13.4-16.3	1	1	1	1	1	2	45	WRCN/Nassau-Suffolk (P)	2.0-2.0	—	—	—	—	—	—	44
KTXQ/Dallas (A)	5.0-5.3	—	2	1	1	—	—	44	1.1-1.8	—	—	—	—	—	—	69	
KZEW/Dallas	3.2-3.1	—	—	—	—	—	—	44	WNEW-FM/New York (A)(GH)	3.9-3.5	—	—	2	2	—	—	53
WTUE/Dayton	7.8-9.1	—	1	1	1	1	—	68	WXRK/New York (P)	3.1-3.3	—	—	1	1	1	—	59
KBCO-FM/Denver	8.9-7.8	—	1	1	1	1	—	72	WNOR-FM/Norfolk (J)	11.4-12.4	2	1	1	1	1	—	43
KBPI/Denver	6.7-6.7	2	—	2	—	—	—	30	KATT/Oklahoma City (P)	12.6-12.3	2	1	1	1	1	2	46
KAZY/Denver	4.1-3.6	—	—	—	—	—	—	60	KEZO/Omaha (A)	14.9-16.0	—	1	1	1	1	2	48
KBCO(AM)/Denver	.5-4	—	—	—	—	—	—	100	WDIZ/Orlando (A)	8.1-8.7	—	1	1	1	1	—	42
WRIF/Detroit (J)	5.3-5.3	—	2	1	1	2	—	50	WORZ/Orlando	*4.8	—	—	—	2	—	—	87
WLLZ/Detroit	4.1-5.0	—	—	2	—	—	—	46	WMMR/Philadelphia (A)(GH)	10.9-11.5	2	1	1	1	1	—	51
KLAQ/EI Paso (JS)	12.4-11.6	—	1	1	1	1	—	44	WYSP/Philadelphia (P)	3.6-3.6	—	—	2	—	—	—	36
KKDJ/Fresno (A)	7.3-9.5	—	1	1	1	1	—	54	WIOQ/Philadelphia	2.6-2.5	—	—	—	2	—	—	77
WLAV-FM/Grand Rapids (A)	11.0-8.3	—	1	1	1	1	—	61	KUPD/Phoenix	7.5-6.8	—	2	1	2	—	—	38
WKRR/Greensboro	7.8-5.4	—	—	1	2	2	—	44	KDKB/Phoenix	3.2-2.9	—	—	—	—	—	—	53
WTPA/Harrisburg (P)	4.1-5.6	—	2	2	2	—	—	42	KSTM/Phoenix	1.6-1.7	—	—	—	—	—	—	75
WCCC-FM/Hartford	4.9-6.4	—	2	1	1	—	—	37	KEYX/Phoenix	*6	—	—	—	—	—	—	77
WHCN/Hartford (A)	4.7-4.4	—	—	2	2	—	—	52	WDVE/Pittsburgh (A)	7.2-9.9	—	1	1	1	1	2	43
KPOI/Honolulu (A)	7.0-7.6	—	—	1	1	2	—	60	WXXP/Pittsburgh	*1.2	—	—	—	—	—	—	52
KLOL/Houston (A)	3.8-5.0	—	2	1	1	—	—	51	KGON/Portland, OR (GH)	7.1-7.7	2	1	1	1	1	—	53
KSRH/Houston	4.8-2.9	—	—	—	—	—	—	49	KINK/Portland, OR	6.3-6.9	—	2	2	2	2	—	78
KRBE-AM/Houston	7.1-2	—	—	—	—	—	—	74	WHJY/Providence (P)	8.7-8.8	—	2	1	1	1	1	36
WFBQ/Indianapolis (A)	13.3-13.4	2	1	1	1	1	2	61									

# EUROPE

## "The Final Countdown"



**Conquering America Step By Step!**

★ 100,000 Units To Date

★ Major Re-Orders:  
Camelot, Record Bar, Transworld,  
Sound Warehouse

★ 1 Germany #1 Switzerland #1 Austria  
#1 France #1 Holland  
#1 Sweden #1 Luxembourg  
England Rocks . . . 35-14-5 This Week UK  
Chart! 30,000 Singles in One Day!

★ **Airplay**

New this week: KOME/San Jose, WCCC/Hartford, WTKX/Pensacola,  
WONE/Akron, KJOT/Boise, KMBY/Monterey, KATP/Amarillo, and More!

Already Rocking: New York/WXRK, San Francisco/KRQR, Boston/WBCN, WQFM/Milwaukee,  
Miami/WSHE, San Diego/KGB, Buffalo/WBYR, San Antonio/KISS, WLLZ/Detroit,  
Brownsville/KRIX, Providence/WHYJ, El Paso/KLAQ . . . and Many More!

NEW ARTISTS ALBUMS #3

NEW ARTISTS TRACKS #7

Distributed by CBS Inc.



Worldwide Rock And Roll On EPIC Records, Cassettes, and Compact Discs

# AOR

## Summer '86 Station Stats

Continued from Page 58

Station/Market (Consultant)	12+	Cume	Adults	Men	Men	Men	Teens	% 25+
			18-34	18-34	25-34	25-49		
WBRU/Providence (A)	4.2-5.0	—	—	—	2	—	—	53
WRDU/Raleigh (A)	6.9-7.0	—	2	2	2	—	—	45
WRXL/Richmond (J)	10.5-11.4	—	2	1	1	1	—	52
KCAL-FM/Riverside-San Bern.	2.0-2.4	—	—	—	—	—	—	49
KOLA/Riverside-San Bern.	1.7-2.1	—	—	—	—	—	—	39
WCMF/Rochester (M)	15.6-9.3	—	1	1	1	2	2	34
KZAP/Sacramento (A)(P)	7.5-7.1	—	1	1	1	2	—	60
KDJQ/Sacramento	2.1-4.8	—	—	2	2	—	—	38
KSHE/St. Louis (P)	12.0-12.9	2	1	1	1	2	1	39
WMRY/St. Louis	3.5-2.8	—	—	2	2	—	—	82
KRSP-FM/Salt Lake City (F)	7.5-11.0	2	1	1	1	1	2	37
KCGL/Salt Lake City	2.6-2.4	—	—	—	—	—	—	18
KBER/Salt Lake City (A)	1.4-1.4	—	—	—	—	—	—	63
KISS/San Antonio	8.5-8.7	—	1	1	1	2	—	34
KESI/San Antonio (S)	3.2-3.1	—	—	2	2	—	—	76
KZEP/San Antonio (A)	2.7-2.4	—	—	—	—	—	—	64
KGB/San Diego	6.6-7.3	—	1	1	1	2	—	45
XTRA-FM/San Diego (J)	6.6-6.0	—	2	2	—	—	—	33
XHIT/San Diego	1.4-1.3	—	—	—	—	—	—	74
KFOG/San Francisco (A)	2.8-2.2	—	—	—	2	—	—	75
KRQR/San Francisco	2.1-2.2	—	—	1	—	—	—	52
KKCY/San Francisco	1.3-1.0	—	—	—	—	—	—	68
KOME/San Jose (P)	4.0-4.0	—	2	1	1	—	—	51
KSJO/San Jose (JS)	3.3-3.1	—	—	—	—	—	—	44
KISW/Seattle	7.5-7.3	—	1	1	1	2	—	31
KEZX/Seattle	3.4-2.6	—	—	—	—	—	—	86
KZOK/Seattle (A)	2.3-1.5	—	—	—	—	—	—	67
KJET/Seattle	1.0-.5	—	—	—	—	—	—	57
WAQY/Springfield, MA (P)	8.2-7.5	—	2	1	1	—	2	34
WAQX/Syracuse (AP)	7.5-7.5	—	2	1	2	—	—	32
WKFM/Syracuse (A)	5.5-3.7	—	—	—	—	—	—	35
WYNF/Tampa (P)	5.2-5.8	—	2	2	2	—	2	37
WKRL/Tampa	5.0-4.7	—	—	—	—	—	—	60

Station/Market (Consultant)	12+	Cume	Adults	Men	Men	Men	Teens	% 25+
			18-34	18-34	25-34	25-49		
WIOT/Toledo (A)(JS)	6.7-10.5	2	1	1	1	2	—	43
KLPX/Tucson (A)(JS)	10.5-9.1	2	1	1	1	1	—	55
KMOD/Tulsa	8.3-11.3	—	1	1	1	1	—	51
KMYZ/Tulsa (JS)	3.2-3.5	—	—	2	—	—	—	57
WWDC-FM/Washington (A)(GH)	4.4-4.7	—	—	1	—	—	—	46
WCXR/Washington (J)	5.3-3.8	—	—	—	—	—	—	49
WHFS/Washington-Annapolis	1.3-1.3	—	—	—	—	—	—	60
WKGR/West Palm Beach	2.7-4.0	—	—	2	2	—	—	55
WEZZ/Wilkes Barre-Scranton (A)	6.3-5.1	—	2	1	1	2	—	46

## Out-Of-Market Signals

WWDC-FM/Baltimore-Washington (A)(GH)	2.4-3.2	—	—	—	2	—	—	43
WHFS/Baltimore-Annapolis	1.2-1.2	—	—	—	—	—	—	76
CILQ/Buffalo-Toronto (A)	3.0-1.3	—	—	—	—	—	—	18
WXRC/Charlotte-Hickory (P)	2.2-1.4	—	—	—	—	—	—	20
WONE-FM/Cleveland-Akron	1.9-1.8	—	—	—	—	—	—	62
KTCL/Denver-Ft. Collins	1.1-1.0	—	—	—	—	—	—	88
WHTF/Harrisburg-York (A)	3.8-3.2	—	—	—	—	—	—	44
WNEW-FM/Nassau-Suffolk-NY	3.3-3.6	—	2	2	—	—	—	43
WXRK/Nassau-Suffolk-NY	2.2-3.4	—	—	1	1	1	—	70
WLIR-FM/N.Y.-Nassau-Suffolk	8-1.2	—	—	—	—	—	—	32
WBAB/N.Y.-Nassau-Suffolk	.8-6	—	—	—	—	—	—	43
KLOS/Riverside-L.A.	4.5-3.8	—	—	—	—	—	—	54
KMET/Riverside-L.A. (A)	2.2-2.5	—	—	—	—	—	—	59
KROQ/Riverside-L.A.	2.2-2.1	—	—	—	—	—	—	19
KNX-FM/Riverside-L.A.	*1.4	—	—	—	—	—	—	86
KOME/San Fran.-San Jose (P)	1.6-1.5	—	—	—	—	—	—	46
KSJO/San Fran.-San Jose (JS)	1.1-1.2	—	—	—	—	—	—	40



**WHO'S FOOLING WHO?** — Celebrating the gold status of AC/DC's "Who Made Who" are (l-r) KOME/San Jose PD Ron Nenni, Atlantic rep Ken "Angus" Reuther, and MD Candi Chamberlain.



**A FINE MUCK YOU'VE GOTTEN US INTO NOW, ALAN** — MTV's "Amuck In America" tour landed in San Diego, where VJ Alan Hunter co-hosted 91X's Street Scene '86. Seven bands performed, including the Call, Los Lobos, the Beat Farmers, and the Smithereens. From left, Hunter (with mike), midday man Steve West, and PD Mad Max.

## My Byline Is Your Byline

Howdja like a forum to express yourself to the entire radio and record industry? You've got it — this column.

If you want to speak your mind about an important issue, I'd like you to do it as a guest columnist. Call or write me with your idea, and we'll discuss the possibility of your contributing an article.

Additionally, when this column inspires you to react strongly pro or con, I encourage you to let me know your thoughts, in the form of

either a letter or call. This offer extends to everyone who reads R&R — record and radio people as well as interested parties from related fields.

You can't beat it for an opportunity to get something off your chest. All this, as well as providing some relief for a frazzled AOR Editor.

## SEGUES

KFMZ/Columbia, MO PD Bryan Jeffries leaves to program WYMG/Springfield ... KDJK/Modesto PD Jerry Longden exits; MD Mark Davis is named Acting PD.

David Miller replaces Brian Maloney as Assistant PD of WKQZ/Saginaw ... Promotions Director Carolyn Wessell takes over as Assistant PD at WBVR/Bufalo, where MD Mike Benson shifts to Production Director ... Big Marty is back in the Assistant PD chair at KOMP/Las Vegas.

WOOJIT. Myers inks consultant Jeff Pollack.

Terry Gladstone segues from KNAC/Long Beach weekends to the same at KMET/Los Angeles ... Jim Edwards leaves WXQR/Jacksonville, NC nights for WZYC/Atlantic Beach PM drive. He replaces David Thomas, who goes to WHCN/Hartford overnights ... Roger Luze from WBAB/Long Island takes on nights and Promotion Director duties at WCCC/Hartford ... Melanie Holdway of WIVK/Knoxville joins WKRR/Greensboro overnights, as Eric Miller moves to WXQR/Jacksonville, NC.

Ken Johnson & Jim Toftte jump from WWCT/Peoria to WTPA/Harrisburg mornings. WWCT ups Mark Bretsch to Promotions Director and Laura Townsend to News Director ... WRFX/Charlotte brings on morning team John Boy & Billy from crosstown WBCY after they sat out a nine-month no compete clause. Also, Bob Radford joins 'RFX as News Director ... WKDF/Nashville weekender Richard Smith goes to WIXV/Savannah nights, replacing Chrissy Grimes ... Stacl Robbins takes over WOOJ/FT. Myers nights from Bruce Rogers ... LaAnne (Aftin) leaves WHMD/Hammond nights for AC airwork in Staunton, VA ... KVRE/Santa Rosa brings on Steve Jackson of crosstown KREO for mornings and Nancy Walton (ex-KRQR/San Francisco) for nights, with Bay Area vet Richard Gossett coming aboard for Saturday nights.

KLOL/Houston ups Bart Taylor to Production Director replacing Thom Clark ... KDJK/Modesto hires Production Director Andy Somers from KFMV/Salt Lake City.

# COUNTRY



LON HELTON

## SUMMER ARBS

# Summer Time Less Than Good Ol' Time

One of the GMs I talked to recently suggested that Country radio stations should send their money to Arbi-

Friday and \$105 prizes at various times throughout the day.

### Buffalo\*

25-54	12+
Sp	38.5%
Sp	38.5%
Sp	38.5%

### WYRK

No summer dollar bills here, as WYRK surged to its best-ever third in the market, behind only WYRK showing its 8.2 is good for

Except for a "wobble" in the WYRK-FM adults 18-34 and adults 18-49.

With an AC, an Easy Listening, and among the market leaders.

No summer leadown here, as WZZK-FM is the highest combined record with which to compare this summer's numbers.

Nevertheless, here's a look at what went down in the first long, hot summer of Continuous Mea-

WZZK-FM 1.5 1.8 1.5 1.3  
WZZK-AM 12.8 16.7 1 1  
Combined

WYRK is second in women 25-54, extremely well in the lower demos, and a third place finish in both adults 18+ and adults 18-49.

The FM numbers alone were good enough for top showings 18-49, 25-49, and 35-64 as well. The added AM numbers make for icing on the cake.

PD Jim Tice says the station's looking for a 20. He bases that on some strong Birch showings as WYRK is second in the 10/10 "Social-Z-Curity" contest, which was described in detail in the 10/10 column. As of November 7, WZZK WSOA-FM 12.4 9.7 1 3

The battle continues to heat up as WSOA-FM came back to the pack. WSOA-FM 6.9 2.1 1 6  
WYRK 9.1 8.4 2.3 4  
WLOK 1.0 9.22 19  
WLOK 12+ (Radio) Sp 38.5% Sp 38.5% Sp 38.5%

### Chatanooga\*

25-54	12+
Sp	38.5%
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WINDY CITY WINGING — Michael Johnson paid a visit to WUSN/Chicago. He's shown with (from left) PD Lee Logan, air talent Nikki Courtney, and (r) RCA Midwest rep Dale Turner.

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### Chicago

25-54	12+
Sp	38.5%
Sp	38.5%
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## Summertime Less Than Good Ol' Time

Continued from Page 61

share. We were finding the Country cume in Chicago was going away, that the Country universe was shrinking. This in no way suggests that Country is not a viable format, or is over, or is not the place to be. It's just that at this point in Chicago, for an AM station, the leaders are talking. It's a matter of maximizing the cume available on the AM dial.

"The sports we carry attract a large cume and we feel that, right now, music is not the best way to hold that cume."

Gamble's contention that his competition is not WUSN seems to be supported by the fact that even though WMAQ has dropped 3.5 to 1.8 in the last five books, WUSN has not been the beneficiary.

WUSN did make a move, however, bringing in longtime Detroit legend Deano Day to replace Gary Dee in the morning. Day came aboard toward the end of the summer ratings period, so his impact won't be felt until the fall sweep.

WUSN remains aggressive with concerts and promotions (my Mom just told me she went to a station-sponsored in-store appearance by the Judds).

It will be interesting to see how USN proceeds, because the fact of the matter is that the nation's third largest market now has one Country station.

### Cleveland

	25-54 (Rank)			
	Sp '86	Su '86	Sp '86	Su '86
WGAR-AM	.8	1.0	21	21
WGAR-FM	4.0	3.6	5	9
Combined				8

The FM has been floating aimlessly the last year and a half or so, following some strong years in the mid-fours. The AM has had trouble staying over a one share during the last year, never really having much success since its change to Country in mid-'84. Following a run with a satellite-delivered format on

the AM, the two stations are now simulcasting.

Changes in the last few months have included a new GM, Bill Weller, and a newly arrived OM, Jay Christian from WGKX/Memphis. Another face soon to appear will be that of a new morning man replacing Paul Tapee since his crosstown move to WGCL.

The feeling is there's a lot more than a 4.6 for Country in this city. WGAR will be going after it by tightening up the music and presentation, and with increased community participation.

### Dallas

	25-54 (Rank)			
	Sp '86	Su '86	Sp '86	Su '86
KPLX	7.3	6.6	2	2
KSCS#	5.7	4.6	6	5
WBAP#	6.9	6.7	3	4

Though the 110-degree summer days are gone, this battle is really just beginning to heat up. The biggest change here is a new GM for WBAP & KSCS. Longtime GM Warren Potash retired September 1, and was replaced by crosstown CHR GM John Hare.

KSCS is one of the few Continuous Country stations which hasn't been allowed to evolve during the last couple of years. It's allowed KPLX to run free during that time. But a loyal core has kept KSCS from being hurt too badly, especially in the target.

Look for KSCS to become much more aggressive than in the past. Music will always be the focal point of KSCS, but look for more foreground personalities to be brought in. Also look for the station to become much more promotionally active.

KPLX is one of the finest sounding Country stations around and seems to do everything right. Cutting into the audience it's built won't be easy.

WBAP, meanwhile, seems to have found a home in the upper-sixes, territory it's occupied the last three books. Somebody must have forgotten to tell PD Bill Mayne that AM's dead.



**AFTERNOON ANIMAL** — WSSL/Greenville-Spartanburg afternoon talent Joe Lawrence gives a big hello to new CMA Entertainer of the Year Reba McEntire prior to a concert.



**BIG A IN BIG APPLE** — Randy Owen of Alabama stopped by WHN/New York to talk with station personality Dan Taylor (l) during a Marlboro Concert Tour promotion.



**CAMP TOWN BOYS** — The WFMS/Indianapolis "Country Camper" welcomed the Bellamy Brothers on board its home away from home during the Indiana State Fair, where the group opened a show for Alabama. Interviewing on the spot are (seated, l-r) afternoon personality Charlie Morgan and promotion coordinator Monty Carter; Howard and David look alive with a station T-shirt.



**LARRY TO LARRY** — Larry Gatlin (l) made a stopover at the Mutual Radio mike to guest on the "Larry King Show" during the NAB convention in New Orleans. The singer/songwriter made a return appearance for King's CNN cable series, "Larry King Live."



**IF PUSH COMES TO SHOVE** — WSLR/Akron MD Rick Cardarelli got a taste of two newcomers' determination as Lewis Storey (l) and Lyle Lovett fight it out.



**TALKIN' WITH T.** — T. Graham Brown appeared with Kenny Rogers and Glen Campbell in concert, and the WOWW/Pensacola crew rolled out the red carpet for them. Hangin' out with "His T-ness (center) are (l-r) the station's Rachel Ryan and MD Steve Ryan.



**STANDING TALL** — WUBE/Cincinnati PD Mike Chapman (c) makes Bandana vocalist Lonnie Wilson and Holly Dunn feel at home at the station's tenth annual "Free Day in the Country."

NASHVILLE THIS WEEK



SHARON ALLEN

TUBE TALK

Judds To Tape Pilot

The Judds have signed an agreement to tape a pilot for a 30-minute TV sitcom series produced by BFB Entertainment and Tall Pony Productions in association with 20th Century Fox. Said Judds' publicist Chuck Thompson, "When the pilot is finished, 20th Century Fox will try to place it with a network."

The program will depict what happens when country values meet city values when the Judds family ing daughter Ashley, minus a Wynnona, Naomi, and non-sing father, the family finds it necessary to leave Kentucky for life in the big city. Music is intended to be a part of the show, but will not be forced into the format.

Thompson said, "We have only signed for a pilot at this point. If the pilot is picked up, there is a possibility we would enter the last half of the 1987 television series." No writer has been chosen, but plans are being made for the pilot to be filmed next spring in Los Angeles. The Judds' manager Ken Stiles said, "There are no plans to halt our touring, and we will continue to work on the as-yet-untilted album that's due to be released in February '87."

New CMA Magazine Debuts

The Country Music Association plans to debut a new magazine, *The Alternative Music Magazine*, later this month called *Lost Highway*. The publication is a joint effort of Country Music. The publisher is AMI Records announced it will be closing its 24-track recording studio in Hendersonville by the end of the year.

BITS & PIECES

Tom T. Hall has been asked to serve as keynote speaker for the Tennessee Music Convention, which will host newspaper editors from all over the state in Nashville on January 23, 1987.

Ronnie McDowell's version of the ink spot "I Don't Want To Set The World On Fire" will be serviced to AC and CHR stations this week.

Gary Morris is showing up in more than one winner's circle these days. A two-year-old colt from Kentucky named Gary Morris won his first race Oct. 29 at Churchill Downs. His owner, Charles Hunter, said he chose the first special "Loretta Lynn's Christmas Card 1986" will be telecast on December 20, followed by second program telecast next April.

Joe Stampley will reunite with producer Billy Sherrill in the studio. Stampley, who made the other performing at the Nashville Festival next spring, was signed to the Warner Bros. artist will then perform on the "Today Show" December 1, singing his Christmas single "White Christmas Makes Me Blue."

Joan Rivers Show, November 17, November 21 finds him facing the microphone with Phil Donahue for a No. 28 airdate is set. The Warner Bros. album 21 (taping) and "Hey Joe (Hey Joe)" with Moe Bandy.

Riders in The Sky were signed to perform at the Nashville Festival next spring.

Nervyn Conn made the other following the group's performance at Me Blue.



SIGN IN PLEASE — Capitol/EMI musicians New Grass Revival were in the form at Nashville's Talent Buyers Seminar last month. (L-R) NGR's Pat Flynn, agent Steve Dahl, NGR's John Cowen, Monterey Peninsula Artists Fred Bohlander, and NGR's Bela Fleck and Sam Bush talk over their matter plan.



OUTLAW BIG APPLE JAM — When Johnny Paycheck hit New York City, the beardless outlaw played two shows at the Lone Star Cafe. Alman Brothers guitarist (l) Dickie Betts dropped by to share a few numbers with the Mercury set.



BIG DAY FOR MARIE — Marie Osmond led the knot again Oct. 28 with Brian Blosil, a recording engineer from Utah. The private ceremony was held at the Jordan River Temple near her farm. (By home in Frisco.)

NASHVILLE IN MOTION

By Katy Bee

Perman Records President/CEO Chuck Robinson has resigned and closed his Dallas record shop to concentrate his energies on singer-songwriter Mark Nelson's career. He has formed Car Productions, focusing on publishing, catalog acquisition, management, and production. The former oil man and label head is looking to locate somewhere on Music Row.

The activity level at Larry Butler's Eleven Eleven Sound has caused the studio to appoint Schanda Butler as its new "songcaster." The Copyland Music Group makes the move to Music Row this month, relocating in the old Merit Music building. Corporate chairman Jerry Bradley brings with him veteran tunesmith Tommy Brasfield and a rumored new recording contract for Charley Pride. The Terrace Entertainment Company's former Pure Prairie Leaguer Gary Burr on board for management and publishing.

The Nashville Chappell/Intersong division has promoted Cella Hill to Director/Professional Activities. Capitol writer's agreement with ASCAP Music City's latest booking and concert promotion enterprise is World Artist Entertainment. The Fordas-based company will concentrate on college venues, small theaters, and European dates. Mercury's Butch Baker signs up with the Entertainment Artists agency. "Star Search" winner David Slater inks booking with the Jim Halsey Company's L.A. office. And singer/TV host Jim Ed Brown goes into his fourth season on TNN's "You Can Be A Star."



WALT LOVE

## BLACK/URBAN

# WDKX: Winning An Uphill Battle

WDKX posted fifth place in Rochester's summer Arbitron, moving 4.2-7.3 in persons 12+ Monday-Sunday. Being the only Black/Urban-formatted station in the area has been a tough experience for the organization's staff and management.

Besides the basic challenge of professional survival any station faces, WDKX has also fought an uphill battle against racial prejudice and stereotyping — especially in regard to attracting mainstream advertisers. Now the station has finally shown what it can really do. And the only tools it had to work with was the desire to win and a talented staff.

PD/MD Andre Marcel has been in the industry nine years, the last four at WDKX. A 1981 graduate of Michigan State University with a degree in advertising, he was named PD two years ago. His father, Andrew Langston, is WDKX's owner/GM.

Arbitron says black persons 12+ and Hispanic persons 12+ make up less than 10% of the market's estimated population. Accordingly, the Rochester market doesn't qualify for DST. Under Arbitron's Metro Census Data, blacks show a 12+ population of 64,300; Hispanics are listed as having a population of 15,200 persons 12+. With a total population of approximately 800,000+, a Black/Urban format just might have a lot of hard work cut out for it.

### Turning The Tide

When asked the reasons behind WDKX's boost in local popularity, Marcel said, "It seems like we're going through what I call a **Motown** revolution. Black music at present is very popular all over the entire country. This station has been here for 12 years, but it seems like people are just now starting to discover it.

"Our area is a bit slow to get involved with what people perceive to be something new. This music has been happening in other parts of the country for the past two years, but the Motown revolution has just started here."

### CHR Approach Helps

What are the keys to WDKX's current success? "It's the way we're presenting ourselves," Marcel explained. "We're not as ethnic; we're truly an Urban Contemporary radio station. Our approach takes in all of the general market formats that you would hear on any good CHR station. Most people in this area don't perceive us as being a Black station. We are black-owned and operated. We have a number of

black employees. And our presentation is professional and to the point at all times.

"Our ownership is as black as we get. We take care of our commitment to the black community in this area, but we're looking to be the entire community's favorite radio station."

Marcel made it clear that his station is as mainstream as he can make it. "When some people think of Black radio, they're talking of the old chattering circuit," he said. "We sound nothing like that. We don't do neckbone radio here."



Andre Marcel

He added that he's adopted programming elements from other stations such as WJLB/Detroit, from which he's borrowed the "Strong Songs" concept. After describing WJLB as one of the finest radio stations he has heard, Marcel said, "I try and follow people who I feel are successful in their programming approaches. I've always thought that if something works for someone else, it can also work for you if you understand the mechanics. (WJLB OM) James Alexander has been wonderful to me. He's taken the time to explain 'Strong Songs' and how to make it work. I've also followed the lead of Jesse Fax at WHUR. Jim Snowden has also been very helpful to me."

### Follow The Leader

Marcel believes in the follow-the-leader approach. "Using something in the radio business that's not yours is common," he pointed out. "Some people call it stealing,

but I think it's being smart. I'm not ashamed to ask someone how to do something I hear on his station. One of the things that works for us very well is what we call 'Soft Touch.' It's like WHUR's 'Soft Tones' or 'Quiet Storm.'"

Last summer the Rochester area had a terrible water problem. "Fecal bacteria was found in the water during the summer," Marcel explained. "This resulted in the largest station promotion we've ever done. We started giving away fresh spring water to the elderly and the shut-in. We took the money out of our pockets to get this thing started because Mr. Langston wasn't in at the time. We also delivered water in our station van. When I told the front office and Mr. Langston, they approved more



News you  
can use

money to buy as much spring water as we could.

"At this point Genesee, a local beer company, offered to donate 5000 gallons of fresh spring water to help keep our efforts going. We delivered water 24 hours a day. We really did work hard. I learned a lot from the experience. I didn't realize so many elderly people were trapped in their homes because they have no one to help them do things they can't do for themselves. It made me feel like we were doing some good, not just a station promotion."

### No Local Coverage

The publicity obviously helped WDKX, but Langston feels the local media didn't give the station the credit it deserved. "We had other radio stations in this town make negative remarks on the air about our station giving away clean drinking water. They told the public not to drink the water that we were giving away because it still contained 'fecal bacteria and pee.' I don't talk like that, but these people said these things. One radio station had T-shirts made up with our calls on them. The shirts read 'Don't Drink Their Water.'"

Langston continued, "We didn't get any positive TV coverage about our efforts. And we didn't get any coverage in the local newspapers. We did get word of mouth from the citizens of this community."

On the subject of national and local sales, Langston said, "Even



ATTACK ON CRACK — WDKX air personalities lend a hand at an anti-crack rally. Promotion Director Renie Hale addresses the crowd.

after Genesee gave us 5000 gallons of water, they wouldn't agree to do any advertising with us. In all fairness to them, they have been known to primarily buy television. That's not the way business should be done. We're the number five station now, and that means we are reaching the masses in this area. Just as people heard we were the place to call if you needed drinking water, they know we can get out the message on commercial products for sale."

supermarkets won't give us a buy. They are the top supermarket here. They say they don't need to buy our station because they get our listeners anyway. Wegman's gets 60% of every dollar spent on food in Rochester. We're told that they don't use radio, they use television. I think that's terrible. They're missing our core audience by not giving us a chance to show them who we can help deliver as shoppers."

### Political Crossover

Community involvement is an integral part of this format. "We're very involved in our city," Langston noted. "Prior to our station going on the air, there were no blacks in any elected positions. We now have a black State Supreme Court judge, a black Family Court judge, and two blacks on the Board of Education. The city council now has a black woman as President, and there are also two additional black members on the council. We've played a big part in these changes. When these people were running for office their primary ad dollars were spent on WDKX."

"Our crossover audience speaks for itself. If the black population is less than 10%, which is the reason Arbitron gives for not using DST in our market, then to me that shows just how many Caucasians are listening to our station. People call us on a daily basis so we can help them decide with whom to do business. The black community here really follows our information services. I really believe that because we've shown a true interest in our entire community we're now being viewed in a positive light."

"Our news is also very professional and geared for the local community. We had to stop using one of the black news services because we couldn't sell it. One of the reasons we couldn't sell it was because it only pertained to our core audience. We couldn't get them to open it up more, so we had to do our own thing for this area."

"Because we've been a positive role model here, blacks stick with us. And now the masses have started coming our way," Langston added. "We've never done and never will do an 'Amos 'n' Andy' approach. We will continue to be a proud and professional black owned and operated broadcasting organization."



Andrew Langston

### Promotions Help Image

WDKX is very promotion-minded. "We're always doing something in the city," Langston mentioned. "We now have side bus cards for the first time. Up until now we've only been on the backs of buses. We're also doing some TV promotion because we want people to know we have a good product. Our summer numbers won't help us with our sales for the remainder of the year because those buys have already been made. We're hoping our fall '86 book will continue to show our influence."

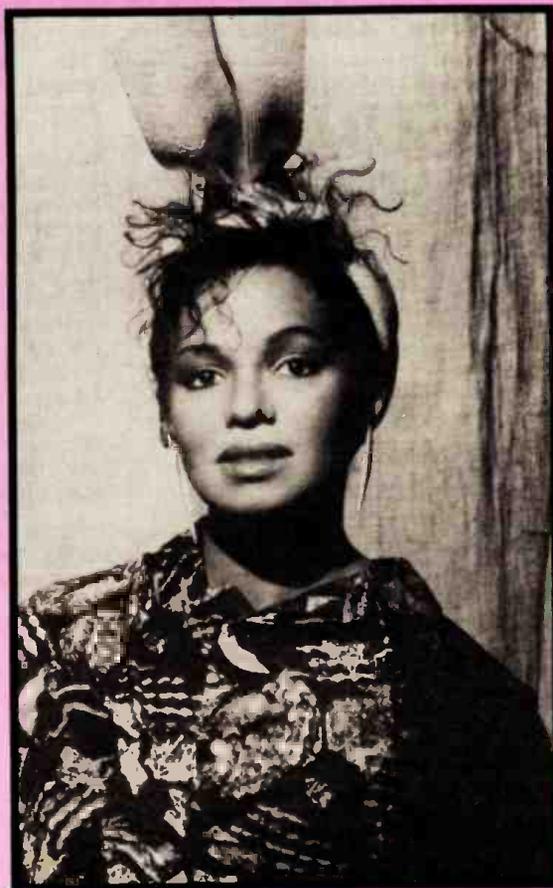
### A Fight For Every Dollar

"We're fighting for our existence as people and as professionals who are doing the job. We have to get those in the industry (advertising agencies) to recognize us. Our national buys are nothing, and locally we have to fight for every dollar. All we hear is a story about the numbers.

"Even (local chain) Wegman's

THE COMMITMENT CONTINUES...  
With The New Multi-Format Single From

Rebbie  
Jackson  
featuring  
Robin Zander



"You Send The Rain Away"

From The Album

Reaction

ON YOUR DESK THIS WEEK

... Watch Out For Upcoming New Video

" C O L U M B I A R E C O R D S



R A D I O ' S B E S T F R I E N D "

# ADULT CONTEMPORARY

## THE PROBLEMS OF MARKETING

### Survival Through Innovation

By Rick Torcasso

Radio stations have a life cycle composed of four elements: introduction, growth, maturity, and obsolescence. The trick is putting off cycle four as long as possible — and playing it safe is not the way to do so.

It is easy to see the adoption rate that takes place when a new, viable format enters a marketplace. In some cases, especially with the more contemporary formats, the introduction phase quickly shifts to a growth phase. The growth phase of almost any format is only three to four books, or, in a major market, approximately 10 to 12 months. After that comes maturity, which includes market saturation in relation to awareness and adoption of the station.

#### The Onset Of Obsolescence

This maturity phase results in a certain amount of comfort in management and, therefore, a lack of willingness to take risks. The station becomes static in the dynamic environment of the market around it. Then obsolescence begins to set in. By this time, perceptual images are deeply rooted in the minds of the audience, images that may hinder the station from adding values that could maintain it as a viable format.

"Innovation has taken a back seat at AC stations. Programmers and others in managerial positions have done nothing more than reinforce familiar attitudes, instead of acknowledging that risk-taking is the only way to move forward."

Over the past five years, innovation has taken a back seat at AC stations. Programmers and others in managerial positions have done nothing more than reinforce familiar attitudes, instead of acknowledging that risk-taking is the only way to move forward.

This shortsighted view is excused by a deference to "marketing." We have become preoccupied with advertising, selling, and promotion. In the process, attention to the product we offer has suffered.

#### Innovation Opportunities

The environment continues to change around us. With the changes come new opportunities for growth

through product innovation. But these kinds of adjustments involve risk — and we have been taught to avoid risk.

The radio industry has learned to hide behind research. Researchers have become experts at finding ways for listeners to verbalize their wants and needs, but people only talk in terms of the familiar. Ask a commuter what new-product ideas he would like to see in the area of rapid transit and, chance are, he will list a number of improvements to his bus or subway system. Rarely will he be able to think in terms of totally new and imaginative transportation systems.

Similarly, the listeners' ability to express needs for imaginative new radio concepts is limited. But instead of taking this handicap into account, many stations simply meet those simple needs — and thereby end up misusing dollars on advertising, promotion, and marketing.

I fear there is a great deal of marketing disease in our industry. There are too many programmers and consultants who are self-proclaimed marketing experts and too few programmers who are superior in-

novators. Many radio people are in a trap of doing the wrong things right. As a result, the innovators are winning — even when they're doing the right thing wrong.

#### The Narrowcasting Fallacy

In many cases, a station's growth phase can be enhanced by adding a new market segment to the station. This contradicts a widely-held belief that creating a well-defined "focus" means narrowcasting demographic appeal. The gen-

"Many radio people are in a trap of doing the wrong things right. As a result, the innovators are winning — even when they're doing the right thing wrong."

eric strategy of narrow focus is not a "golden rule," however.

Growth must come from either new values that cause greater adoption within that segment or new values that create an aggregate market of the current core segment and some other viable segment not catered to previously.



Rick Torcasso

Rick Torcasso has been Program Director at WMJ/Cleveland for the past two years. Torcasso, who is also pursuing his MBA, has previously programmed WYNY/New York, KSLQ/St. Louis, and WDRQ/Detroit.

Narrowcasting is a double-edged sword, however. Although it helps with adoption and growth in the beginning stages of introduction and growth, it hinders continued growth in the maturity phase.

#### The Future

AC radio is hindering innovation through reinforcement of familiar attitudes. The result has been an extreme amount of sameness in the format. Only through creative innovation will it be possible for listeners to discern the difference between stations.

It is clear that, in order to grow, we must develop new values and greater imagery that will create loyalties on behalf of the audience and make radio more than simply a well-defined "thing" they listen to each day.



ALL TOGETHER NOW — KFI & KOST/Los Angeles recently hosted a "Thank You" party for the Southern California advertising community in the Grand Ballroom of the Sheraton Premiere Hotel. Among the many luminaries were (l-r) VP/GM Howard Neal, KFI & KOST Station Manager and KOST PD Ithani Kaye, KFI morning personality Gary Owens, Ed McMahon, Cox Enterprises Broadcast Division President Walter Liss, and Cox Executive VP Nick Trigony.

## EVENTS

Here's a quick rundown of a few AC Halloween treats.

• **TWO-HEADED PROMOTION** — Q103/Denver had two Halloween promotions running. The first invited children to visit the Children's Museum for "Trick Or Treat Street," while the other saw Q103 and the Denver Nuggets gave adults the chance to name the new club at McNichols Arena. The name "The Arena Club" netted the winning listener a \$3000 prize package.

• **PUMPKIN BASH** — A Halloween party at a Detroit night club featured a competition of carving pumpkins into a celebrity face. The WNIC jocks did the judging and awarded a CD player to the knife-wielding winner.

• **BEWITCHIN' CENTRAL** — KLLS/San Antonio held its second annual "Safe Trick Or Treat Night" at the Central Park Mall. KLLS Spooks were the judges for a kids contest to find the "Scariest," "Cutest," and "Most Original" costumes.

• **WEIGHTY GRINS** — 74KRMG/Tulsa repeated last year's successful "Five Ton Pumpkin Contest." In addition to the jocks handing out potential Jack O'Lanterns to pre-teens, the station asked the Oklahoma Reserve Police Officers Association to do a free finger-printing of the children for the parents.

• **FIGHTING A REAL HORROR** — Remembering that hunger is a real horror to some people, KLSY/Seattle asked that those attending its Halloween party to bring canned or packaged non-perishable food. The distribution is to be handled by Northwest Harvest.

• **COVERING FOR TURKEYS** — WJR/Detroit has its hands full for Thanksgiving. The station is the "Official Radio Station" for the 1986 Michigan Thanksgiving Parade, which it will cover starting at 9am. As an appetizer, WJR is sponsoring a 10k run along the parade route at 6am, called the "Turkey Trot."

# NATIONAL MUSIC FORMATS

Added This Week

## Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

### Alpha

BEN E. KING "Stand By Me"

### Easy Listening

LINDA RONSTADT "What I'll Do"  
KENNY ROGERS "They Don't Make Them Like They..."

## Broadcast Programming

John Sherman/Lay Albright (800) 426-9082

### Adult Contemporary

OMD "(Forever) Live & Die"  
GREGORY ABBOTT "Shake You Down"

### Modern Country

LEE GREENWOOD "Mornin' Ride"  
RONNIE MILSAP "How Do I Turn You On"

## Concept Productions

Elvin Ichiyama (916) 782-7754

### CHR

JETS "You Got It All"  
BRUCE SPRINGSTEEN "War"  
CARLY SIMON "Coming Around Again"  
DAVID & DAVID "Welcome To The Boomtown"  
BILLY VERA & THE BEATERS "At This Moment"  
GEORGIA SATELLITES "Keep Your Hands To Yourself"

### Country

STEVE EARLE "Someday"  
JANIE FRICKIE "When A Woman Cries"  
WILLIE NELSON "Partners After All"  
SWEETHEARTS OF THE RODEO "Midnight Girl/Sunset..."

### AC

JETS "You Got It All"  
POINTER SISTERS "Goldmine"  
BILLY VERA & THE BEATERS "At This Moment"

## Media General Broadcast Services

Bob Dumais (901) 320-4433

### Action

TINA TURNER "Two People"  
JEFFREY OSBORNE "In Your Eyes"  
LINDA RONSTADT "When You Wish Upon A Star"  
EVERYTHING BUT THE GIRL "Don't Leave Me Behind"

### Your Country

DONNA FARGO "Me & You"  
MOE BANDY "One Man Band"  
DWIGHT YOAKAM "It Won't Hurt"  
WHITES "It Should Have Been Easy"  
JANIE FRICKIE "When A Woman Cries"  
LEON EVERETTE "Still In The Picture"  
JOHNNY PAYCHECK "Don't Bury Me 'Til I'm Ready"

### Hit Rock

GLASS TIGER "Someday"  
BRUCE SPRINGSTEEN "War"  
POINTER SISTERS "Goldmine"  
TIMBUK 3 "The Future's So Bright..."

## Peters Productions, Inc.

George Junak (800) 255-8511

### Country Lovin'

LEE GREENWOOD "Mornin' Ride"  
LIONEL RICHIE & ALABAMA "Deep River Woman"  
TANYA TUCKER "I'll Come Back As Another Woman"

### The Ultimate AC

OMD "(Forever) Live & Die"  
ANITA BAKER "Caught In The Rapture"

### Radio Arts

John Benedict (818) 841-0225

### Country's Best

LEE GREENWOOD "Mornin' Ride"  
CRYSTAL GAYLE "Straight To The Heart"  
LIONEL RICHIE & ALABAMA "Deep River Woman"

### Soft Contemporary

BEN E. KING "Stand By Me"  
OMD "(Forever) Live & Die"  
GREGORY ABBOTT "Shake You Down"  
LINDA RONSTADT "When You Wish Upon A Star"

### Sound 10

PAUL SIMON "Graceland"  
TINA TURNER "Two People"  
BEN E. KING "Stand By Me"

## Satellite Music Network

Pat Clarke (214) 991-9200

### The Starstation

BEN E. KING "Stand By Me"  
DARYL HALL "Foolish Pride"  
BILLY JOEL "This Is The Time"  
GREGORY ABBOTT "Shake You Down"

### Country Coast-To-Coast

O'KANES "Oh Darlin'"  
MERLE HAGGARD "Out Among The Stars"

### Rock 'N' Hits

BRUCE SPRINGSTEEN "War"  
JANET JACKSON "Control"  
SAMANTHA FOX "Touch Me"  
TINA TURNER "Two People"  
NANCY MARTINEZ "For Tonight"  
VAN HALEN "Best Of Both Worlds"  
CHICAGO "Will You Still Love Me"

## The Programming Consultants

David Graupner (800) 843-7807

### Stereo Rock

BRUCE SPRINGSTEEN "War"  
TINA TURNER "Two People"  
TIMBUK 3 "The Future's So Bright..."  
DAVID & DAVID "Welcome To The Boomtown"  
MIAMI SOUND MACHINE "Falling In Love (Uh Oh)"

### AC

BILLY JOEL "This Is The Time"

### Country

RONNIE MILSAP "How Do I Turn You On"

## Transtar

### Adult Contemporary

Mike Tanner (213) 460-6383

BEN E. KING "Stand By Me"

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OUR MESSAGE TO THE PEOPLE  
(For the Children)

With Very Special Guests:

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JAMES BROWN

&

"The First Lady of Motown"  
MARY WELLS

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- ★ Bobbettes ★ Ronnie Bright ("Mr. Bass Man")
- ★ Freddy Cannon ★ Capris
- ★ Larry Chance & the Earls ★ Chimes
- ★ Gretchen Christopher of the Fleetwoods
- ★ Cleftones ★ Crystals ★ Danny & the Juniors
- ★ Joey Dee of the Starliners ★ Del-Vikings
- ★ Bo Diddley ★ Dovells ★ Dubs ★ Elegants
- ★ Emotions ★ Impalas ★ Jive Five
- ★ Jimmy Keyes of the Chords ★ Bobby Lewis
- ★ Earl Lewis & the Channels
- ★ Johnny Maestro & the Brooklyn Bridge
- ★ Mello-Kings ★ Mystics ★ Orioles
- ★ Randy & the Rainbows ★ Shirley Alston Reeves  
(former lead of the Shirelles) ★ Regents
- ★ Reparata & the Del Rons ★ Arlene Smith  
of the Chantels ★ Chip Taylor ★ Teenagers
- ★ Tokens ★ Vito & the Salutations

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100% of the royalties from artists, writers  
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the United States Committee for UNICEF to help feed  
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# MARKETPLACE

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Hundreds renewed again!  
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Write on station letterhead to:  
 Contemporary Comedy  
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 Dallas, TX 75227

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FREE SAMPLE ISSUE  
 of radio's most popular humor service

For sample, write on station letterhead to: **O'Liners**  
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

## COMEDY

the **Electric WEENIE**

**RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970**

RICK DEES, KJIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE

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Write on station letterhead to:  
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 Sunnyvale, CA 94087

Free Sample

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Dr. Dan Rose  
 KFRC  
 San Francisco

**CW** The Comedy Consultants

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**FREE DOPE**

On "Laugh In the Box"

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## FEATURES

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Z-100/NY Production Wizard & Producer/Scott Shannon's Rockin' America Top 30 Countdown offers the state-of-the-art ID's and Sweeper packages everyone has tried to copy. Featuring new digital sweeper effects plus other services, like promos, novelty songs and jingle freshening that no one else can give you.

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 Formats — Promos —  
 Music — Write on your  
 station letterhead for demo tape to **Kent Audio, Box 38328, Cincinnati, OH 45238.**

**RR**

**MARKETPLACE ADVERTISING**

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per Inch):

	Per insertion
1 Time	\$60.00
6 Insertions	\$55.00
13 Insertions	\$50.00
26 Insertions	\$45.00

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.

Submit to:  
**Marketplace**  
**RADIO & RECORDS 1930 Century Park West**  
**Los Angeles, Calif. 90067 (213) 553-4330**

# MARKETPLACE

## PERSONALITY

**INFOBITS**

"MOST USABLE SERVICE EVER."  
"A SHEET LIKE NEVER BEFORE"

2 WEEK TRIAL ONLY \$5 • OR MORE INFO:  
INFO-BITS, BOX 112576, SAN DIEGO, CA 92111

**IMMATERIA LINA**

Preparation unnecessary. A complete show per page.  
Tips. Trivia. Insults. Birthdays. Calendar. Daily Celebration.  
Sports. Weird News. Low prices. Sample:

1395 Overlook Ave., N.W.,  
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Agency quality commercials! Professional talent.  
Male/Female/Character voices starting at \$12.00 per  
spot. Overnight service available. Please call for more  
information or free demo.

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230 Gaskins Bldg. • 124 W. Washington Blvd.  
Ft. Wayne, IN 46802 • 219/424-2405

**GALAXY**

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Rindoux, CA 92519

\*Indicate COUNTRY or  
CONTEMPORARY Format

Free Sample Of  
**RADIO'S DAILY  
ON-AIR  
PREPARATION  
SERVICE!**

Airshift-ready music  
notes, star facts,  
calendar, more!

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**Jocktalk**  
Productions Inc.

THE RADIO NEWSLETTER THAT WORKS ...  
FOR 175 STATIONS ACROSS NORTH AMERICA

CALL (604)687-4774

FOR THIS MONTH'S ISSUE

P.O. BOX 532, STN. 'A'  
VANCOUVER, BRITISH COLUMBIA, CANADA V6C 2N3

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## PROGRAMMING

All the  
Christmas  
music your  
station should  
play. Country or  
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Talk to us before you  
spend too much.

**Christmas Music**

1-800-251-9000  
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INC.

P.O. Box 111390, Nashville, TN 37211

## PROGRAMMING

**KALEDIDOPHONIC JAZZ**

3 HOURS OF WEEKLY JAZZ

**PROVEN LOYAL AUDIENCE GRABBER  
PROVEN UPSCALE PROFESSIONAL DEMOS  
PROVEN WEEKEND MONEYMAKER**

Call **MIKE HESSER**, Collect (415) 366-1781  
SYNDICOM, 550 Price Ave., #8, Redwood City, CA 94063

## STATIONS FOR SALE

**NORMAN FISCHER & ASSOCIATES, INC.**

\*Texas stand alone FMs, AM/FM combos \$700K-\$2.5 \*  
\*California resort area Class A FM - \$2.1 (terms) \*

1209 Parkway  
P.O. Box 5308  
Austin, Texas 78763  
512-476-9457

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COLLECTION**

3-record set with 90 sound effects for only \$15 postpaid. Ghostwriters,  
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MN residents please add 9% sales tax.

# OPPORTUNITIES

## OPENINGS

### NATIONAL

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**NATIONAL**, the Nation's oldest exclusive Radio Personnel Placement Service, and acknowledged leader in radio placement, is now in its sixth year of successful radio placement. Over 3,000 radio stations have placed job orders with **NATIONAL**. **NATIONAL** receives a constant flow of job orders from radio stations coast to coast, in all size markets, for all on-air and radio sales positions. If you are **seriously** seeking a move up, contact **NATIONAL** now. For complete confidential details including brochure and registration form, enclose \$1.00 P&H to:

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is conducting a nationwide **TALENT SEARCH** . . . to  
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One Nationwide Plaza  
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34th floor  
Columbus, OH 43216  
EOE

## OPENINGS

## OPENINGS

## OPENINGS

### 10,000 RADIO and TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.

One week \$7.00 — **SPECIAL SIX WEEKS \$15.95 . . . SAVE \$20.00**  
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**American Radio**  
JOB MARKET

1553 N. Eastern, Las Vegas, NV 89108



## JOB HUNTING?

If you need a job, you need **MediaLine**. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$30 you get a daily report of job listings for 6 weeks. Learn more: 312-855-6779, **MediaLine**, P.O. Box 10167, Columbia, MO 65205-4002.

**MediaLine**  
THE BEST JOBS ARE ON THE LINE

## HAVE YOU GOT NEW CREATIVE IDEAS????

We are looking to enhance a creative morning show . . . So if you have new bits . . . new voices . . . new concepts . . . scripts or creative writing . . . We need to hear your tapes . . . Send to **Radio & Records**, 1930 Century Park West, #521, Los Angeles, CA 90067.

## MEDIA STRATEGIES

### CLASSIC ROCK ANNOUNCERS

Imagine . . . a radio format where your intelligence and style counts . . . and is encouraged. Stop imagining. If you haven't sent a T&R yet and you've got the goods to fit in on a Classic Rock station, please send your vitals to **MEDIA STRATEGIES**, 31800 Northwestern Highway, Suite 385, Farmington Hills, MI 48018. No Calls please. Openings in all sized markets. EOE

## EAST

WBZ-FM/Southold seeks a Production Manager to effectively develop an inexperienced staff. Contact: Joe Sullivan & Associates, 340 W. 57th Street, New York, NY 10019 or (212) 785-3330. EOE (11/21)

Seeking three PDs & one GM for AC formats. Resume: Dave Iseman, Box C, Falmouth, MA 02541 EOE (11/21)

PD/MD/Day! Great opportunity. Rush T&R: John Anastasio, WHWH, Box 1350, Princeton, NJ 08540 EOE (11/21)

# OPPORTUNITIES

## OPENINGS

Seeking morning man with good production. Medium market AM stereo. T&R: John Anastasio, WHWH, Box 1350, Princeton, NJ 08540 EOE (11/21)

NH Seacoast station accepting tapes for future openings. Adult communicator for Oldies format. No calls please. T&R: Stan Edwards, WAVI, 1555 Islington St., Portsmouth, NH 03801 EOE (11/21)

WSBY/Salsbury seeking experienced announcer for fulltime opening. Minorities & females encouraged. T&R: Colin Lewis, WSBY, Box U, Salisbury, MD 21801 EOE (11/21)

If you love production, then do I have a job for you. Oversee night FM automation. Produce great spots & do a daily one-hour airshift on our AC/AM. T&R: Rick DeFranco, WSLB/WPAC, Box 239, Ogdensburg, NY 13669 EOE (11/21)

Q105/Delmarva seeking to fill future openings. No beginners, minorities encouraged. AC leader. T&R: Ken Medek, PD, Box U, Salisbury, MD 21801 EOE (11/21)

WLTN is seeking mature air talent with informative, conversational delivery for afternoon drive position. T&R: WLTN, Box 346, Littleton, NH 03561 EOE (11/21)

Seeking uptempo, personable partner for weekends & fill-in. Suburban NY adult CHR. T&R: Bruce Owens, WVPV, FM, Radio Circle, Mt. Kisco, NY 10549 EOE (11/21)

## RADIO SALES

Aggressive, street wise salesperson needed for new Albany FM. Right person could move into sales manager's position. Growing 14 station group. Resume references to **Jeff Weber, Vice-pres./GM, WMVQ-FM, PO Box 5, Albany, NY 12201, EOE**

## TOP 100 MARKET

New York uptempo top 100 market seeking full and part time air talent. Minimum two years experience. No screamers. Strong production required. T&R to Radio & Records, 1930 Century Park West, #530, Los Angeles, CA 90067. EOE

## NEWS CHALLENGE

Objective: to take an already dominant radio news operation to the next level of success! We're an aggressive, growth-oriented company looking for a hard-news News Director. If you're professionally mature and can function as a team player and leader of an experienced staff of reporters, this challenge is yours! Apply if you can sustain and improve upon the longterm success of a middle market, Northeast premier news operation. Salary range \$25-26,000. Send tape/resume to: Radio & Records, 1930 Century Park West, Box 535, Los Angeles, CA 90067 EOE

## NEWS ANCHOR

News and information is our business. So, if you report the news with vigor and determination and have strong anchor abilities, you may be the person we're looking for. Only professional, experienced, radio newscaster should send tape/resume for this Northeast opportunity. Salary range \$17-18,000. Send tape/resume to: Radio & Records, 1930 Century Park West, Box 536, Los Angeles, CA 90067. EOE

## HB107FM

PRODUCTION DIRECTOR. Eastern Long Island's Hit Music Station HB 107 seeking creative production director with ability to produce effective local spots and innovative station promos.

If you have a strong production voice and traffic organization skills, HB 107 compensation includes salary, benefits, and profit sharing incentive. EOE

T&R to: **WVHB FM  
252 West Montauk Highway  
Hampton Bays, N.Y. 11946  
ATT: SIMON**

## OPENINGS

### NYC FM

AC PRO for NYC FM. Only the best. Tape & resume to Radio & Records, 1930 Century Park West, #518, Los Angeles, CA 90067. EOE

## SOUTH

Sunbelt hot CHR seeking drive jocks with excellent production skills. T&R: Chaz Saunders, WMMX, Box 565, Columbia, SC 29202 EOE (11/21)

Seeking afternoon drive announcer at SC FM/CKY. Good production/promotions experience. T&R: Bill Cox, WKYS, Box 5994, Florence, SC 29501 EOE (11/21)

Seeking PD for top 100 market. Urban with CHR influence. Prox only. T&R: Joyner Broadcasting, Box 1125, Cary, NC 27511 EOE (11/21)

SW Louisiana AM stereo station seeking fulltime entry-level reporter. Willing to work; high school grad, college a plus. Successful morning anchor. (318) 365-3434. EOE (11/21)

KDKS/Shreveport seeking evening air talent. T&R: C. Daniels, KDKS, 1000 Gimmet Dr., Shreveport, LA 71107 EOE (11/21)

Production/PM drive for SE Gold station. 1964 sound a must! T&R: Alan Swan, BCNA, 112 Byrum St., Cary, NC 27511. No calls or visitors.

KIKK has 9pm-midnight opening. Strong voice & marketability a must. T&R: Jim Robertson, 6306 Gulfport, Houston, TX 77081 EOE (11/21)

WTMX/Tupelo seeks experienced female with strong production skills. Immediate shift available. Rush T&R: J. Michael Frost, Box 954, Tupelo, MS 38802 EOE (11/21)

Z103/Tallahassee seeks sales executive for our rapidly growing CHR. Potentially very rewarding. Resumes: Mark Leopold, Box 13549, Tallahassee, FL 32317 EOE (11/21)

Urban WJMI/Jackson seeking fulltime announcer. Must be strong in production. No beginners. No calls. T&R: Carl Haynes, Box 3320, Jackson, MS 39207 EOE (11/21)

Relatable communicator for morning news. T&R: Clark Ryan, KLBJ, Box 1209, Austin, TX 78767 EOE (11/21)

Seeking entertaining morning show for Texas Gulf Coast top-rated CHR in explosive growth market. Aggressive company willing to make longterm commitment. T&R: KZFM, Box 9917, Corpus Christi, TX 78469 EOE (11/21)

## MAJOR LEAGUE TALENT

Needed at a major full service radio station. If you know how to inform, entertain and relate to an audience within a "format", we'd like to hear from you. Excellent growth company, salary, benefits and stability. Send tape, resume, salary history to Radio & Records, 1930 Century Park West, #529, Los Angeles, CA 90067. EOE

## MILLION DOLLAR OPPORTUNITY!

IF YOU ARE A TOP 5 MORNING TALENT IN A TOP 10 MARKET OR A NUMBER TALENT IN A TOP 50 MARKET WE ARE WILLING TO MAKE THE FINANCIAL AND PROMOTIONAL COMMITMENT TO MAKE YOU NUMBER ONE IN A MAJOR MARKET. ANY APPLICATIONS WILL BE HELD IN THE STRICTEST OF CONFIDENCE. PLEASE RESPOND BY RUSHING TAPES AND RESUMES FOR AN OPPORTUNITY IN AMERICA'S FINEST MARKET. SEND T&R TO RADIO & RECORDS, 1930 CENTURY PARK WEST, BOX #520, LOS ANGELES, CA 90067. M/F EOE

## \$500 REWARD!!! NATIONWIDE TALENT SEARCH

Tip us to the next on-air personality we hire and collect our cash. Maybe you! K104FM got on top of Dallas/Ft. Worth ratings with determined, workaholic professionals who'll do ANYTHING to stay there. Big dollars when you produce! Urban contemporary. Minorities/women encouraged. Calls OK! Cass. & Bio. to Michael Spears, KKDA-FM, 621 6th St., Grand Prairie, TX 75050.

**K104**  
Great Talent Makes Our Difference!

## OPENINGS

### FLORIDA AC

Major market AC Florida AM drive. Can you communicate concisely? Love people and being on the air and show? Use phones effectively? Looking for the challenge of your career? T&R to Radio & Records, 1930 Century Park West, #537, Los Angeles, CA 90067. EOE

## Y106FM

### OPERATIONS MANAGER

Atlanta's country leader seeking Operations Manager in strategic planning, research interpretation, and creative promotion to guide one of America's most talked-about radio stations. Country radio background not required; experience with high-profile, personality-oriented radio (and a morning zoo) is necessary. Every resource and state-of-the-art facility provided to continue to win in a major market. Station owned by NewCity Communications (formerly Katz Broadcasting) offering opportunities in employee ownership. Compensation package designed to fit individual objectives. If you wage war 365 days per year. RUSH resume to: **Bob Green, Vice-President/General Manager, WYAY, 200 Galleria Parkway, Suite 900, Atlanta, GA 30339. EOE**

## MIDWEST

Uptempo, personality-oriented Country team seeks fulltime talent with production skills. Enjoy appearances & big league promotions. T&R: Dan Olsen, WKYQ, Box 247, Stevens Point, WI 54481 EOE (11/14)

Regional FSA seeks PM drive personality. Must know how to be an entertainer. Great production a must. T&R: Darryl Parks, WIOU, Box 2208, Kokomo, IN 46906 EOE (11/14)

Dayton Public Schools seeking a Field Production Facilitator. 12-month assignment. BA in broadcasting or communications required. T&R: Human Resources, Dayton Public Schools, 348 W First St., Dayton, OH 45402 EOE (11/14)

Seeking outrageous personality for major market. If you're another Howard Stern or Steve Oan & can do phones, talk, etc. send T&R: Consultant, Box 881333, San Diego, CA 92108 EOE (11/14)

KQHT/Grand Forks seeking air talent for immediate opening. T&R: Ross Holland, Box 1037, Grand Forks, ND 58206-1037 EOE (11/14)

KJYJ/Oes Moines seeks weekend talent. FM Country format. Must know the music. T&R: KJYJ, 1551 N.E. 66th, Oes Moines, IA 50313 EOE (11/21)

AC seeking talent for future openings. A Liggett Broadcast Group. T&R: Joe Landon, WMMK, Box 3495, Battie Creek, MI 49016 EOE (11/21)

CHR KG95 & Classic Gold 14K seeking T&Rs for future openings. T&R: Pat Paxton, Box 1737, Sioux City, IA 51102 EOE (11/21)

Seeking reporter/anchor at America's most powerful FM. Experience necessary. Must have comfortable delivery. T&R: Mike Keyworth, WJFM, 280 Ann St., NW Grand Rapids, MI 49504 EOE (11/21)

Regional FS MOR seeks warm conversational morning personality. Good production. T&R: Oave Murdoch, PD, KGNO, Box 1398, Dodge City, KS 67801 EOE (11/21)

Tower 98/Toledo seeks AC PD/drive talent T&R: Bruce Randolph, WTVR, Box 98, Monroe, MI 48145-0098. EOE (11/21)

An experienced 32 share CHR in Ozarks seeking morning person. Have talent? T&R: KWTO, Box 4568, Springfield, MO 65808 EOE (11/21)

## OPENINGS

### FULL SERVICE AC

Seeks adult air talent. Team player. Chance to move up in company. If you're really good send T&R to Radio & Records, 1930 Century Park West, #527, Los Angeles, CA 90067. EOE

### FUTURE OPENINGS

Up-tempo CHR in competitive, small to medium size market needs experienced, one-to-one entertainers to fill anticipated openings in several dayparts. Solid Production is a MUST! Send tape and resume to Radio & Records, 1930 Century Park West, #534, Los Angeles, CA 90067. EOE

### MIDWEST FM

We need a MORNING NEWS ANCHOR at our highly-rated, adult-oriented, midwestern FM. Some street reporting included. Commercial experience necessary. T&R to: Radio & Records, 1930 Century Park West, #531, Los Angeles, CA 90067. EOE

### CAN YOU TALK?

Can you ask the tough questions and entertain? Top-40 market seeks dynamic talker. Take talk show back to #1. Letter of introduction, tape and resume to Radio & Records, 1930 Century Park West, #528, Los Angeles, CA 90067. EOE

### ADULT PERSONALITY

Needed for the morning team at our full-service midwestern country station. Experience necessary, plus the ability to be both entertaining and informative. T&R To Radio & Records, 1930 Century Park West, #532, Los Angeles, CA 90067 EOE

### 2 PRIME OPENINGS

Afternoon entertainer. Can you entertain the 25-44 Adult with brevity? Also a Production whiz. Creativity, organization, great voice a must. Short airshift. Join this Top 60 market leader. Send T&R to Radio & Records, 1930 Century Park West, Box #519, Los Angeles, CA 90067. EOE

## WWCT 106

WWCT-106... Peoria's most fun station, seeks new morning show! Creative? Topical? Funny? Like appearances? Do you create street talk? Send us your best stuff. T&R to **Jeff Murphy, WWCT, 414 Hamilton Blvd., Peoria, IL 61602. EOE**

### Major Market Solid Gold

One of the nation's top major market Solid Gold radio stations is seeking an air personality. Should be knowledgeable in '50s, '60s and '70s music with strong air presence! Send T&R to Radio & Records, 1930 Century Park West, Box 522, Los Angeles, CA 90067. EOE

### MORNING DRIVE & NIGHTS

HOT CHR in medium/Small market seeks entertaining, reliable Adult Morning Personality. Also looking for aggressive Young Adult Entertainer for 7pm to 12midnight. Solid company! Great bucks! Send air-check, production samples and resume to Radio & Records, 1930 Century Park West, #533, Los Angeles, CA 90067. EOE

# OPPORTUNITIES

## OPENINGS

### CHIEF ENGINEER

Chief Engineer needed immediately for 1KW AM and Class B FM. A successful candidate for this position should have 5 years experience and a General or First Class FCC License. Hands on studio and transmitter experience a necessity. Contact **Bob Backman, VP/IGM WDJQ/WUBE, 935 E. 51st St., Cincinnati, OH 45202 at (513) 621-6960.** WDJQ/WUBE is an Equal Opportunity Employer, M/F.

## WEST

News/Talk KNZS/Monterey seeking T&Rs for future news openings. T&R: Ron Soergel, KNZS, 7600 Old Dominion Ct., Aptos, CA 95003 EOE (11/21)

AC KLTO seeking T&Rs for future fulltime openings & Production Director. Females encouraged. MIKE MCKAY: Box 1229, Salt Lake City, UT 84110 EOE (11/21)

40 share Northern CA has the right money to spend for air talent/production wizard. T&R: Jim Nelly, KXGO, Box 1131, Arcata, CA 95521 EOE (11/21)

Seeking PM drive talent ASAP for uptempo CHR. Want to polish your act? T&R: KRFD, Box 631, Marysville, CA 95901 EOE (11/21)

KSCO/Santa Cruz seeking programmer/jock. FSA with heavy news/info emphasis. Live in beautiful Monterey Bay & work with Fuller/Jeffrey Broadcasting. T&R/philosophy: Bill Cloutier, 2300 Partola Drive, Santa Cruz, CA 95062 EOE (11/21)

KBOZ/Bozeman seeking midday personality. Must have good production skills & mature, experienced sound. T&R: Paul Vann Ehlers, KBOZ, Box 20, Bozeman, MT 59715 EOE (11/21)

Seeking parttime operator/newsperson for weekends & perhaps afternoons at KVVQ/Victorville. Good entry-level position for naturally talented person. T&R: ND, KVVQ, 11920 Hesperia Rd., Hesperia, CA 92345 EOE (11/21)

Skiers need not apply. Top-rated Vail station seeks experienced production/programming/air talent. AOR format. Commitment a must! T&R: KZYR: Box 5559, Avon, CO 81620 EOE (11/21)

Westwood personalities have five hot CHR positions available. Major league jocks & newsmen only! Rush T&R: 279 S. Beverly Dr., Suite 402, Beverly Hills, CA 90212 EOE (11/21)

### BE PART OF A CALIFORNIA FAMILY

Enthusiastic, informative, heavyweight, adult communicator needed for Central California AC. Be a part of our family. Send tape and resume to Radio & Records, 1930 Century Park West, #512, Los Angeles, CA 90067. EOE

### Rare West Coast Morning Show Opening

Northern California major market AOR is offering a tremendous opportunity for the right morning show. We're looking for a highly visible team or solo talent with an entertaining, relatable style integrating topical humor and creative production. Tape and resume to Radio & Records, 1930 Century Park West, Box 524, Los Angeles, CA 90067. EOE

### K-Lite 100-FM (KIQQ)

is accepting applications for future openings, full and parttime, for the position of:

#### Tech/Board Operator-Announcer

On-air experience, pleasing voice and production skills are necessary. Tapes and resumes to:

Craig Hines  
Program Director

K-Lite 100-FM  
6430 Sunset Blvd., Suite 1102  
Los Angeles, CA 90028

No calls, please! We are an Equal Opportunity Employer — M/F/H.

## POSITIONS SOUGHT

Female seeking programming/promotions position in Washington, DC area. Two years' station, three years' research experience. TRACY: (202) 362-8084. (11/21)

## POSITIONS SOUGHT

Brrr! It's snowing in CO. AT/MD with three years' experience seeks move to small/medium market in warm Western climate or Northwest. PHIL: (303) 241-3925. (11/21)

News pro seeking new position. Assistant ND seeks step up in small/medium market. Serious inquiries only. PHIL: (216) 882-3387. (11/21)

Broadcast engineer in LA is seeking engineering/programming in West Coast. BRUCE: (818) 342-6521. (11/21)

### MIKE TAYLOR (205) 941-1653

Relatable, locally involved. Straight man for morning team, middays, PM drive. Major/medium market... experienced... DC, SF, Miami.

Seeking position with CW station. Prefer Vermont/New Hampshire/Maine/Massachusetts areas. LEONARD ARLINT: (801) 528-7956. (11/21)

Humorous air sound, wonderful production. Lots of character, funny voices & a heavy hankerin' for morning drive. Seeking medium market. DENNIS STAPLES: (419) 255-5665 or 255-1221. (11/21)

Experienced afternoon personality available right now. If you seek hardworking air talent who will deliver for you, call C.J. today. A proven winner awaits your call. C.J.: (718) 343-2192. (11/21)

College kids adore me. People-oriented PD seeks AOR on-air or programming position in medium/small market. Winning record, mucho motivated. BOGART: (314) 265-5275. (11/21)

### TOP ENGINEER/PRODUCER/ VOICE TALENT

Will be leaving my private clients to join a radio station that is dedicated to great production! Present client list includes... Bozell & Jacobs, Kenyon & Eckhardt's Chrysler Corp., Backer & Spiegel's Miller Lite, and Gary Goltz & Janes Chev "Heartbeat of America"

414-461-T&R

Qualified, experienced, educated, enthusiastic air personality/announcer seeks position which involves copywriting & production. All offers considered. ANDY: (718) 978-3171. (11/21)

Seasoned, warm & creative communicator experienced in talk/interviews/DJ/production seeks small/medium market. Excellent people skills. Prefer Classical/Jazz/EZ formats. JIM: (714) 839-5105. (11/21)

Seeking promotion/sales position in medium market. Former air personality in CHR/AC/AOR. Enthusiastic, pro attitude, eager, creative with excellent human relations skills. GARY: (301) 759-3264. (11/21)

Dedicated pro seeks PD/MD position. Experienced in CHR/AOR/AC. Have worked at several great stations. J.T. STEVENS: (804) 379-2250. (11/21)

### TELL IT LIKE IT IS?

Let me, "my cast", and my acid tongue sharpen the edge on your winning morning team's show. Bible belt markets need not bother. Top 50 CHR... 806-358-7490 (after noon, CST).

Woody Woodmeyer seeking sports/sports talk position. All offers considered. Former host of coast-to-coast talk show. (608) 647-8387. (11/21)

I am an enthusiastic, dynamic woman seeking a MW entry-level on/off air position. (313) 761-2293. (11/21)

Announcer with over two years' on-air experience, also copywriting/production/MD seeking position in Minneapolis/St. Paul areas. TOM: (612) 824-8132. (11/21)

Stable seven-year pro with diversified background, including programming, seeks new challenge. Good attitude & sterling references. DAVE: (409) 637-6830. (11/21)

Station changing formats, seeking PD/MD or on-air position. Prefer Country format, all offers considered. Ten years' experience. MIKE ST. JONN: (812) 466-1842. (11/21)

Effective & creative Production Director available immediately. T&R will be sent overnight. Excellent references. (913) 483-4238. (11/21)

ND with over five years' radio news experience in 2nd biggest IL city ousted by budget cutbacks. Seek writing/reporting/anchor positions. PAUL: (815) 964-3244. (11/21)

Experienced AOR/CHR jock with MD/production manager background seeking new position. Give me your best shot & I'll come through. DAVE: (703) 647-8471. (11/21)

Experienced yuppie talk show host wants to talk. I talk about everything from goat cheese pizza to tax shelters. Reach the yuppie upscale crowd. MARK: (805) 496-9506. (11/21)

## POSITIONS SOUGHT

Multi-talented PM driver seeking medium/large East market move, between fall/spring books. Possible AM. Have CHR/BU/AOR experience. JIM: (802) 254-8453. (11/21)

Relatable AOR voice seeks drive/evenings. AOR/AC/Hybrid. Tight spots & enjoy exposure. Immediate availability. JDHN A.: (312) 262-3773 or (419) 878-7583. (11/21)

Former Billboard major market personality of the year. Have done mornings in Philadelphia & Detroit. Single or male/female team available. BOO: (314) 471-1471. (11/21)

Seeking a start. Female DJ preferably the MW area. News, copywriting & production. Any airshift, have license. CARI: (319) 289-3873. (11/21)

Seeking Northern/Central CA opportunity in either AC/CHR. 12 years' experience. Good voice & production. JACK PHILLIPS: (619) 425-6672. (11/21)

Top 50 markets. Are you seeking a good female jock with production, research, music & programming. ACs or soft CHR here I am! KARYN: (409) 899-9488. (11/21)

Female major market prof Natural, warm, witty. Seeking my last great radio station in the South/East. (305) 921-1419. (11/21)

Female broadcaster with diploma in hand & brain in gear seeks West Coast position. Great pipes & production skills. D. WRIGHT: (206) 479-6929. (11/21)

Available now! Sharp, enthusiastic, air personality with one year's experience in small market. News, production skills. CHR/AOR/AC. Will relocate. TOM: (319) 753-1763. (11/21)

### CHUCK JEFFRIES

Currently mornings on Top 50 Classic Rocker, wants to move up. CHR or personality AOR. Prefer PM Drive, will consider any shift. Production pro. 919-288-5557 after 12 noon ET.

CHR PD with proven 900% ratings increase seeks AM/PM drive. Good pipes, witty. Prefer coastal areas. (205) 350-9069. (11/21)

Attention New England. Seeking immediate position in CHR/AOR/AC. Have worked WZOU/WPRO/WAQY/WERZ & others. Programming & promotions. I do it all! CHARLIE: (617) 527-5803. (11/21)

Creative two-year Pro, over 30 character voices, great phone bits & other humor. Currently employed at 30kW AC FM. PD as reference. JIM: (419) 797-2202. (11/21)

Giddy! Just back from visiting the folks in New Zealand. And you thought I'd sucked a big kumera right? Minneapolis PDs call STEWART: (612) 781-0403. (11/21)

Sex! Now that I've got your attention, let's get theirs! Experienced, creative, enthusiastic. Love to work the phones. Community involved, with PD interest. CHR/AC. DAVID: (615) 477-2928. (11/21)

Creative promotions, programming or research position sought by experienced MD/DJ. AOR/CHR/AC. Bachelors degree, stable, enthusiastic self-starter. GARY: (301) 759-3264. (11/21)

Team player. Seven years' experience in Country radio as announcer/MD/PP. Will relocate. T&R upon request. TERRY: (615) 729-5009. (11/21)

Dedicated pro who has what it takes to win. Three years' experience in the South FL area. JOE MONAHAN: (305) 556-9653. (11/21)

### ZIPPO IN THE MORNING!

Major market air personality of the year nominee — 1986! (KISS 106 FM DALLAS-ABC/GANNETT) Compared by major programmers to Dees & Lander! 10 years winning CHR ARB numbers! Top references. Major PD/MD background, too! Available 12-1-86!

JIM ZIPPO  
(214) 394-6415

Seeking someone who sounds like everyone else? Keep looking. Otherwise, experienced mornings CHR/AOR. All shifts considered. Quick/fun, not hype. (313) 647-1408. (11/21)

Killer morning team seeks market to dominate. Box 18382, Knoxville, TN 37918. (11/21)

Seeking ND who knows how to program news & not just report it! Large market veteran, all formats. DAVE ULMER: (901) 794-4695. (11/21)

Available yesterday! PD/MD seeks opportunity to work for your station. MICHAEL: (615) 729-3844. (11/21)

## POSITIONS SOUGHT

Hey small & medium market FL stations. Are you looking for a six-year veteran with a little personality? RICK: (305) 574-3579. (11/21)

Air talent. Country. 15 years' experience, formerly KWJJ/KGEM. Professional, dependable, flexible, affordable & available. MARVIN INGRAM: (503) 777-2720. (11/21)

British CHR announcer with great ratings, seeks stable CHR position in pleasant major market. Over six years' experience in the US. DON: (904) 427-4788. (11/21)

Seeking weekend talk/telephone show in NY tri-state area. Five years' experience, presently studio director for major market talk show. (718) 347-1070. (11/21)

Teampayer! Great pipes. 11 years' experience. Excellent production. From Rock to Country, I've done it all. Prefer FL Sun-coast. RICK: (305) 923-9515. (11/21)

UPI award winning news reporter available. Three years' experience in all markets. Seeking position mainly in Georgia, but will consider relocating. CANDACE: (404) 956-8406. (11/21)

### WINNING MUSIC DIRECTOR

RATINGS TRIPLED IN 9 MONTHS!!! Yes, it's true and I could do the same for you. (#2 in market in U.S.) 818-888-6584.

Not #1 yet, but working hard to get there. Seeking CHR in small/medium market. DON: (214) 341-7320. (11/21)

Seeking progression from small VA AC to larger VA AC. Have BA & great music/news/production skills. BARB MICHELE: (703) 296-2921. (11/21)

Female prefers News-News/Talk. Experience hosting/producing talk shows, anchor/air talent/promotions & writing copy. Former PD. CHRIS: (915) 337-5008. (11/21)

Experienced versatile disc jockey seeks new challenge in medium or large FL market. LISA: (305) 743-0471. (11/21)

Urban broadcaster with seven years' experience seeks position as PD/MD. Has worked for medium market stations & am willing to relocate. MIKE: (704) 864-3593. (11/21)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

### R&R Opportunities Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check, mailed to our office in advance.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

### R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

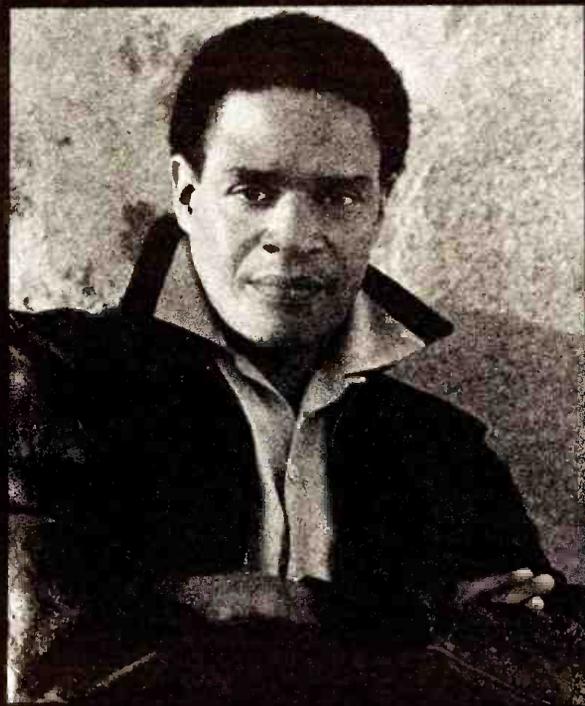
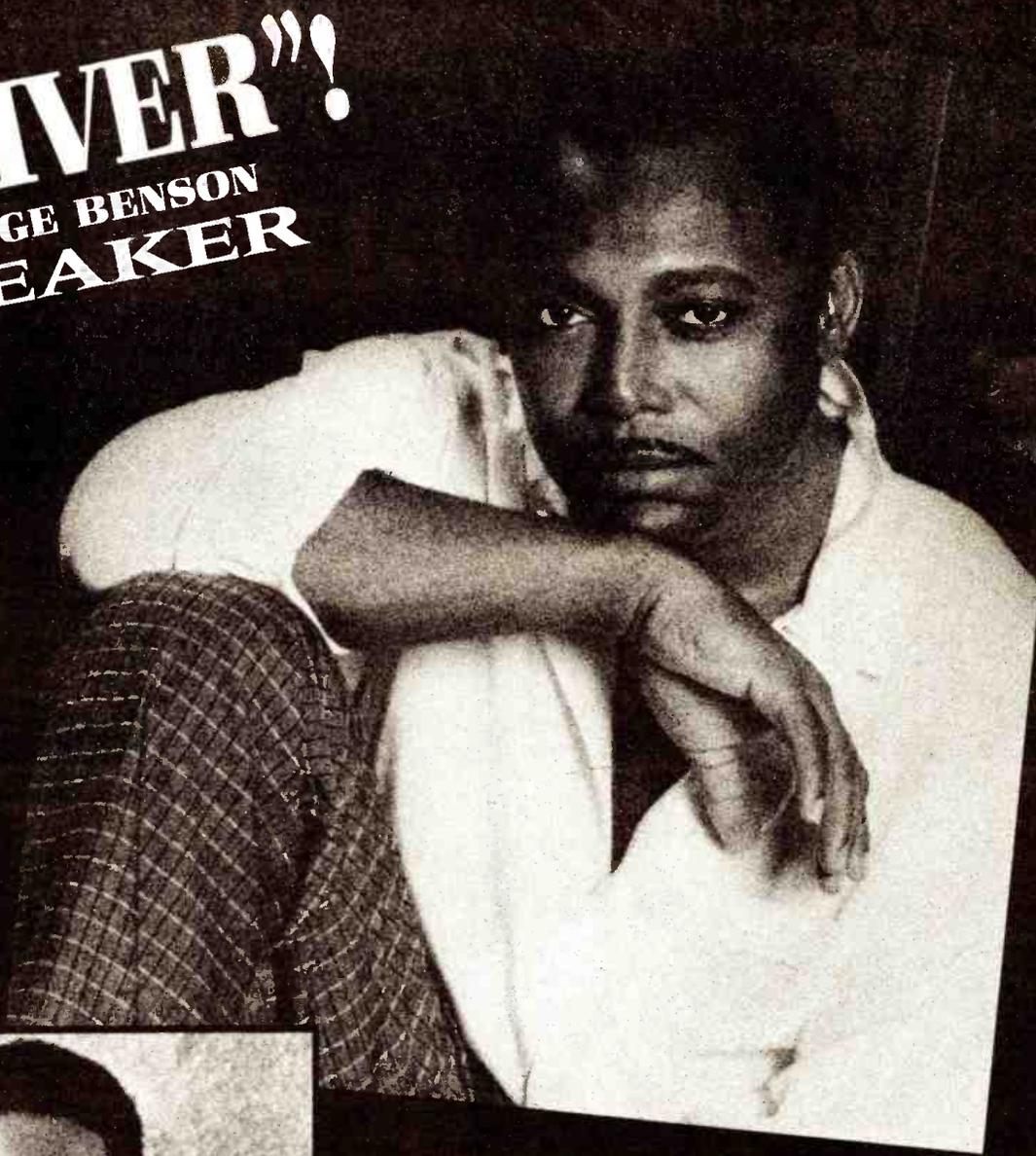


# Radio Is Hot For

# "SHIVER"!

GEORGE BENSON  
BREAKER

Produced  
by  
Narada  
Michael  
Walden  
From  
The  
LP  
While  
The  
City  
Sleeps...



## **BREAKin' Loose!**

**AL JARREAU**  
**"Tell Me What  
I Gotta Do"**  
Produced by  
**Nile Rodgers**  
From The LP  
**L Is For Lover**





Who's the first artist in  
26 years to take himself  
out of the #1 position with  
another #1 single?



# FREDDIE JACKSON

with his #1 single **TASTY LOVE\*** from the recently released gold album  
**JUST LIKE THE FIRST TIME.**

Replacing his #1 duet with Melba Moore **A LITTLE BIT MORE\*\***

Catch Freddie on tour across America now!!!

\*Produced by Paul Laurence for Paul Laurence Productions, Orpheus Productions.  
\*\*Produced by Greg McFadden

Capitol

ORPHEUS

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

NOVEMBER 21, 1986

- 1 BRANFORD MARSALIS/Royal Garden Blues (Columbia)
2 ROUND MIDNIGHT/Soundtrack (Columbia)
3 WYNTON MARSALIS/J Mood (Columbia)
4 MILES DAVIS/tutu (WB)
5 BEN SIDRAN/On The Live Side (Windham Hill)
6 DIANE SCHUUR/Timeless (GRP)
7 TOM SCOTT/One Night/One Day (Soundwings)
8 KEVIN EUBANKS/Face To Face (GRP)
9 HENRY JOHNSON/You're The One (MCA Impulse!)
10 TONIGHT SHDW... w/DOC SEVERINSEN/Tonight Show... w/Doc Severinsen (Amherst)
11 MULGREW MILLER/Work! (Landmark)
12 TANIA MARIA/Lady From Brazil (Manhattan)
13 ETTA JAMES/EDDIE 'CLEANHEAV' VINSON/Blues In The Night (Fantasy)
14 FREE FLIGHT/Illumination (FM/CBS)
15 HARVIE SWARTZ/Smart Moves (Gramavision)
16 JEFF LORBER/Private Passion (WB)
17 MEL LEWIS/20 Years At The Village Vanguard (Atlantic)
18 STANLEY CLARKE/Hideaway (Epic)
19 HANK MOBLEY/Straight No Filter (Blue Note)
20 MIKE STERN/Upside Downside (Atlantic)
21 CRUSADERS/The Good & Bad Times (MCA)
22 THE LEADERS/mudfoot (Black-Hawk)
23 DENNY ZEITLIN/Homcoming (Living Music/Windham Hill)
24 GEMMY RUSSELL & LIVING TIME ORCHESTRA/So What (Blue Note)
25 BILL MEYERS/Images (Spindletop)
26 TERRY GIBBS/The Latin Connection (Fantasy)
27 BOB JAMES/Obsessions (WB)
28 BOB THOMPSON/Brother's Keeper (Intima/Enigma)
29 KENT JORDAN/Night Air (Columbia)
30 DIZZY GILLESPIE with MITCHELL-RUFF DUO/Enduring Magic (Black-Hawk)

NEW & ACTIVE

- GIL EVANS & MONDAY NIGHT ORCHESTRA "Live At Sweet Basil" (Gramavision) 13/2
BILL WATROUS "Someplace Else" (Soundwings) 13/2
FLORA PURIM & AIRTO "The Magicians" (Concord) 12/1
RANDY BERNSEN "Mo' Wasah!" (Zebra/MCA) 11/5
M. ALEXANDER/N.H. PEDERSEN/G. TATE "Threesome" (Soul Note) 11/1
FRANK MORGAN "Lament" (Contemporary/Fantasy) 10/0
JAMAALADEEN TACUMA "Music World" (Gramavision) 9/6
STEVE SLAGLE "Rio Highlife" (Atlantic) 9/1
ART BLAKEY & THE JAZZ MESSENGERS "Live At Kimball's" (Concord) 8/5
SUPER SAX & L.A. VOICES "Straighten Up & Fly Right, Vol. 3" (Columbia) 8/3
NAT ADDERLEY QUINTET "Blue Autumn" (Theresa) 8/1

MOST ADDED

- CRUSADERS (14)
TANIA MARIA (13)
HENRY JOHNSON (13)
E. JAMES/E. VINSON (8)
BOB JAMES (7)
JAMAALADEEN TACUMA (6)
TOM SCOTT (6)
JACKIE COOH "Jazz'n' Around" (Sea Breeze) 8/1
DREAMSTREET "Dreamstreet" (Artful Balance) 8/1
STEPHANE GRAPPELLI "Live In San Francisco" (Black-Hawk) 8/0
ERNE WATTS "Sanctuary" (Owest/WB) 8/0
WINDOWS "Is It Safe" (Intima/Enigma) 8/0
RICHARD ELLIOT "Trottown" (Intima/Enigma) 7/1
MORGANA KING "Simply Eloquent" (Muse) 7/1
HIRAM BULLOCK "From All Sides" (Atlantic) 6/4
WORLD SAXOPHONE QUARTET "...Plays Duke Ellington" (Noneseuch) 6/1
MAX BENNETT & FREEWAY "The Drifter" (TBA/Palo Alto) 6/0
CROSSING POINT "Listener-Friendly" (City Pigeon/Optimism) 6/0
TRPTS. "Transforming Tradition" (Black-Hawk) 6/0

HOTTEST

- MILES DAVIS (21)
WYNTON MARSALIS (17)
BRANFORD MARSALIS (15)
ROUND MIDNIGHT (13)
BEN SIDRAN (9)
DIANE SCHUUR (9)
TONIGHT SHOW BAND... (8)
KEVIN EUBANKS (7)
MULGREW MILLER (6)
TOM SCOTT (6)

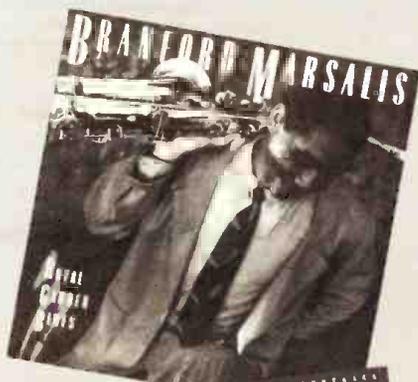
REGIONALIZED ADDS & HOTS

Grid of regionalized adds and hot records categorized by East, South, Midwest, and West.

Jamaaladeen Tacuma's MUSIC WORLD advertisement featuring a photo of the artist and promotional text.

48 Reporting Stations 47 Current Reports WCLK/Atlanta failed to report this week; its playlist was frozen. KUHF/Houston is no longer a reporting station.

Thank You Jazz Radio For A  
Major Accomplishment . . .



**Branford Marsalis**

"Royal Garden Blues"



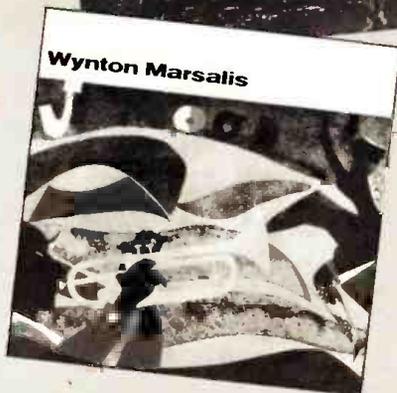
#1



**Round Midnight  
Soundtrack**



#2



**Wynton Marsalis**

"J Mood"



#3

. . . The Number One, Two,  
and Three Albums  
On R&R's National Jazz Chart



When You Think Of Jazz Music You Think Of  
Columbia Records — Radio's Best Friend

## RADIO &amp; RECORDS NATIONAL AIRPLAY

## COUNTRY

## TOP 50

NOVEMBER 21, 1986

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
7	6	2	1	T. GRAHAM BROWN/Hell And High Water (Capitol)	157/0	135	17	5
12	8	5	2	HANK WILLIAMS JR./Mind Your Own Business (WB/Curb)	154/0	132	17	5
13	9	7	3	MICHAEL JOHNSON/Give Me Wings (RCA)	158/0	119	37	2
15	10	8	4	JUDDS/Cry Myself To Sleep (RCA/Curb)	158/0	112	41	5
5	3	1	5	BELLAMY BROTHERS with FORESTER SISTERS/Too Much Is Not Enough (MCA/Curb)	152/1	117	29	6
17	12	11	6	REBA McENTIRE/What Am I Gonna Do About You (MCA)	155/0	90	62	3
20	14	13	7	DON WILLIAMS/Then It's Love (Capitol)	158/1	85	69	4
16	13	12	8	RICKY SKAGGS/Love's Gonna Get You Someday (Epic)	152/0	90	54	8
1	2	4	9	ALABAMA/Touch Me When We're Dancin' (RCA)	135/0	94	26	15
2	1	3	10	GEORGE STRAIT/I Ain't Cool To Be Crazy About... (MCA)	135/0	98	24	13
18	15	14	11	WAYLON JENNINGS/What You'll Do When I'm Gone (MCA)	148/0	68	74	6
26	18	15	12	CORWAY TWITTY/Fallin' For You For Years (WB)	156/3	51	96	9
14	11	10	13	HOLLY DUNN/Daddy's Hands (MTM)	133/1	86	36	11
31	25	19	14	DAN SEALS/You Still Move Me (EMI America)	153/3	30	105	18
24	20	18	15	MEL McDANIEL/Stand On It (Capitol)	136/1	46	72	18
21	17	16	16	SAWYER BROWN/Out Goin' Cattin' (Capitol/Curb)	125/0	60	50	15
22	19	17	17	GEORGE JONES/Wine Colored Roses (Epic)	124/1	59	50	15
25	22	20	18	PAKE McENTIRE/Bad Love (RCA)	145/1	27	93	25
29	23	21	19	T.G. SHEPPARD/Half Past Forever (Columbia)	148/2	25	105	18
27	24	22	20	JUDY RODMAN/She Thinks That She'll Marry (MTM)	139/2	31	87	21
39	32	23	21	LIONEL RICHIE & ALABAMA/Deep River Woman (Motown)	134/13	35	72	27
4	4	6	22	GATLIN BROTHERS/She Used To Be Somebody's Baby (Columbia)	116/0	74	27	15
30	27	25	23	KATHY MATTEA/Walk The Way The Wind Blows (Mercury/PG)	121/2	27	72	22
34	29	26	24	O'KANES/Oh Darlin' (Columbia)	132/2	24	77	31
40	35	28	25	GARY MORRIS/Leave Me Lonely (WB)	144/9	8	101	35
38	33	29	26	JOHN CONLEE/The Carpenter (Columbia)	129/2	14	84	31
37	34	30	27	MERLE HAGGARD/Out Among The Stars (Epic)	124/4	10	88	26
41	36	31	28	EDDIE RABBITT/Gotta Have You (RCA)	130/8	6	79	45
42	37	32	29	LYLE LOVETT/Cowboy Man (MCA/Curb)	124/9	7	77	40
6	5	9	30	JOHN SCHNEIDER/At The Sound Of The Tone (MCA)	94/1	36	38	20
—	41	35	31	TANYA TUCKER/I'll Come Back As Another... (Capitol)	125/22	6	68	51
45	39	34	32	GIRLS NEXT DOOR/Baby I Want It (MTM)	115/7	1	75	39
46	40	36	33	STEVE EARLE/Someday (MCA)	108/13	4	52	52
—	43	37	34	NITTY GRITTY DIRT BAND/Fire In The Sky (WB)	126/21	3	56	67
—	44	38	35	KEITH WHITLEY/Homecoming '63 (RCA)	114/16	1	57	56
<b>BREAKER</b>	38	30	36	RONNIE MILSAP/How Do I Turn You On (RCA)	122/38	0	42	80
23	21	27	37	BILLY JOE ROYAL/I Miss You Already (Atlantic America)	77/0	31	34	12
<b>BREAKER</b>	36	28	38	EDDY RAVEN/Right Hand Man (RCA)	109/21	2	40	67
<b>BREAKER</b>	35	27	39	CRYSTAL GAYLE/Straight To The Heart (WB)	114/27	1	40	73
50	45	42	40	WILD CHOIR/Heart To Heart (RCA)	91/6	1	49	41
—	44	41	41	JANIE FRICKIE/When A Woman Cries (Columbia)	94/17	2	39	53
—	48	45	42	DWIGHT YOAKAM/It Won't Hurt (Reprise/WB)	93/21	3	38	52
3	7	24	43	MARIE OSMOND & PAUL DAVIS/You're Still New To Me (Capitol/Curb)	75/0	29	30	16
<b>DEBUT</b>	42	34	44	LEE GREENWOOD/Mornin' Ride (MCA)	73/50	4	13	56
—	49	46	45	WHITES/It Should Have Been Easy (MCA/Curb)	72/12	0	29	43
—	49	46	46	ADAM BAKER/Weren't You Listening (Arista)	62/2	2	22	38
<b>DEBUT</b>	47	39	47	EARL THOMAS CONLEY/I Can't Win For Losin' You (RCA)	69/59	0	8	61
<b>DEBUT</b>	48	40	48	SWEETHEARTS OF THE RODEO/Midnight Girl/Sunset Town (Columbia)	65/44	1	8	56
10	16	33	49	BARBARA MANDRELL/No One Mends A Broken Heart... (MCA)	37/0	4	23	10
9	26	39	50	RESTLESS HEART/That Rock Won't Roll (RCA)	34/0	8	14	12

## MOST ADDED

EARL THOMAS CONLEY (59)  
LEE GREENWOOD (50)  
SWEETHEARTS OF THE RODEO (44)  
RONNIE MILSAP (38)  
CRYSTAL GAYLE (27)  
TANYA TUCKER (22)  
NITTY GRITTY DIRT BAND (21)  
DWIGHT YOAKAM (21)  
EDDY RAVEN (21)  
SKO... (18)

## HOTTEST

HANK WILLIAMS JR. (69)  
T. GRAHAM BROWN (68)  
BELLAMY BROS. w/FORESTER... (61)  
GEORGE STRAIT (57)  
MICHAEL JOHNSON (52)  
ALABAMA (46)  
JUDDS (43)  
HOLLY DUNN (42)

**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

RONNIE MILSAP  
How Do I Turn You On (RCA)

On 77% of reporting stations. Rotations: Heavy 0, Medium 42, Light 80, Total Adds 38 including WTSV, WRKZ, WTCR, WCVB, KYKR, WZZK, WXBQ, WCOS, KILT-FM, WSIX, KSO, KWMT, WFMS, KWEN, KFDD, KIK-FM, KRWQ, KZLA, KRPM, KGA. Moves 40-36 on the Country chart.

CRYSTAL GAYLE  
Straight To The Heart (WB)

On 72% of reporting stations. Rotations: Heavy 1, Medium 40, Light 73, Total Adds 27 including WCAO, WYRK, WAJR, WKHX, WXBQ, WCOS, KPLX, WDXE, WKWK, WLWI, WSM, WUSQ, KWMT, WFMS, WMIL, KTTS, KFDD, KZLA, KMPS, KJIM. Moves 43-39 on the Country chart.

EDDY RAVEN  
Right Hand Man (RCA)

On 69% of reporting stations. Rotations: Heavy 2, Medium 40, Light 67, Total Adds 21 including WVAM, CHOW, WYIL, WKHX, WXBQ, WKLO, WESC, KSSN, KYKX, KLLI, KYXX, KJNE, KJJY, KSO, WWJO, KGHL, KLZ, KYGO, KFMS, KGA. Moves 41-38 on the Country chart.



Hit Music That Goes . . .  
"Straight To The Heart" (7-28518)

CRYSTAL GAYLE

BREAKERS 39

From Her "Straight To The Heart" Album (1-25405)

"Have Yourself A Merry Little Christmas" (7-28555)



From The Album "A Crystal Christmas" (1-25508)



The New Tradition

**RADIO & RECORDS NATIONAL AIRPLAY**

**COUNTRY**

**NEW & ACTIVE**

**JANIE FRICKIE "When A Woman Cries" (Columbia) 94/17**

Rotations: Heavy 2, Medium 39, Light 53, Total Adds 17, WYRK, WDSY, KEAN, WVMI, WXBO, WCOS, WESC, WIVK, KLLL, WSIX, WOYK, KJNE, WTSO, KKAL, KUGN, KNIX, KRPM, Heavy, WAMZ, WOV, Moves 44-41 on the Country chart.

**DWIGHT YOAKAM "It Won't Hurt" (Reprise/WB) 93/21**

Rotations: Heavy 3, Medium 36, Light 52, Total Adds 21, WVAM, WCAO, WPOP, WYNN, WVMI, WGTO, WKLO, KHEY, KYXK, KLLL, WGXX, WOKK, WKSJ, WSLR, WYNG, WBCS, KXXY, KIOV, KKAL, KUGN, KFMS, Moves 48-45-42 on the Country chart.

**LEE GREENWOOD "Mornin' Ride" (MCA) 73/50**

Rotations: Heavy 4, Medium 13, Light 56, Total Adds 50 including WGNA, WRKZ, WHN, KASE, WYNN, WIVK, WSIX, WFMS, KFKE, WXCL, KTTS, KVOO, KUUY, KLZ, KYGO, KUGN, KCCY, KSOP, KCKC, KSAN, Debuts at number 44 on the Country chart.

**WHITES "It Should Have Been Easy" (MCA/Curb) 72/12**

Rotations: Heavy 0, Medium 29, Light 43, Total Adds 12, KYRK, WUSY, WKLO, WDXE, KYXK, WUSO, KBMR, WMNI, KCJB, WTHI, KFRE, KJIM, Medium, WAJR, WELZ, WLWI, WSM, WBCS, WOV, KTTS, KFDI, Moves 49-45 on the Country chart.

**EARL THOMAS CONLEY "I Can't Win For Losin' You" (RCA) 69/59**

Rotations: Heavy 0, Medium 8, Light 61, Total Adds 59 including WCAO, WDSY, WNYR, WVVA, KASE, WUSY, KIKK, WAMZ, WKSJ, WSM, WTOR, KFKE, WOV, K102, KGH, KLZ, KYGO, KTO, KSOP, KSAN, Debuts at number 47 on the Country chart.

**SWEETHEARTS OF THE RODEO "Midnight Girl/Sunset Town" (Columbia) 65/44**

Rotations: Heavy 1, Medium 8, Light 56, Total Adds 44 including WTSV, WAJR, WPOP, KRRV, WYNN, KXIX, KYXK, KJNE, WMNI, WFMS, WBCS, WOV, KTTS, KIK-FM, KUZZ, KLZ, KFRE, KALF, KOL, KSOP, Debuts at number 48 on the Country chart.

**ADAM BAKER "Weren't You Listening" (Avista) 62/2**

Rotations: Heavy 2, Medium 22, Light 38, Total Adds 2, WYNG, KIK-FM, Heavy, WXXK, WCVR, Medium, WVAM, KEAN, KASE, WEZL, WTVY, KJNE, WAXX, KXXY, WXCL, KALF, KOL, KTO, Moves 49-46-46 on the Country chart.

**JOHNNY PAYCHECK "Don't Bury Me 'Til I'm Ready" (Mercury/PolyGram) 57/9**

Rotations: Heavy 0, Medium 20, Light 37, Total Adds 9, WDXE, WSLR, WMNI, WONE, KWMT, WGEE, WTSO, KFRE, KSOP, Medium, WTSV, WCVR, KRRV, WUSY, WLWI, WPAP, KFGO, WTCM, KFDI, KRKT, KIGO.

**DONNA FARGO "Me & You" (Mercury/PolyGram) 57/7**

Rotations: Heavy 1, Medium 20, Light 36, Total Adds 7, WVAM, WAJR, KSSN, WUSO, WSLR, KCJB, WTHI, Heavy, WOKK, Medium, WTSV, KYKY, WTVY, WLWI, KBMR, WOV, WKKC, KFOI, KRKT, KTO, KSOP.

**MOE BANDY "One Man Band" (MCA/Curb) 53/10**

Rotations: Heavy 0, Medium 19, Light 34, Total Adds 10, WCAO, WAJR, KASE, KYRK, KYXK, KJNE, WUSO, KBMR, WXCL, WWJQ, Medium, WEZL, WLWI, KTTS, KTKP, KFOI, KTO, KSOP.

**SIGNIFICANT ACTION**

**RODNEY CROWELL "When I'm Free Again" (Columbia) 45/11**

Rotations: Heavy 2, Medium 10, Light 33, Total Adds 11, WGNA, WEZL, WGTO, WTOR, KSO, WDAF, KXXY, KFDI, KUUY, KFRE, KRWO, Heavy, KYXK, WAMZ, Medium, KASE, WTVY, WOKK, WCMS, KXXY, KKCS, KCCY.

**KEITH STEGALL "Ole Rock & Roller..." (Columbia) 43/8**

Rotations: Heavy 1, Medium 11, Light 31, Total Adds 8, WGNA, WCAO, WVVA, WDXE, WAXX, WXCL, WKCO, KRVO, Heavy, WOKK, Medium, KYXK, KXXY, KBMR, WOV, KTTS, KRKT, KKCS, KCCY, KALF.

**BUTCH BAKER "Your Loving Side" (Mercury/PolyGram) 38/7**

Rotations: Heavy 0, Medium 7, Light 31, Total Adds 7, WGNA, WVVA, WYII, KEAN, WEZL, KRWO, KDLO, Medium, WCVR, KRRV, KIKK, WLWI, KTTS, KFDI, KTO.

**ALMOST BROTHERS "I Don't Love Her Anymore" (MTM) 36/9**

Rotations: Heavy 0, Medium 3, Light 33, Total Adds 9, WGNA, WCAO, WAJR, WVMI, KXXY, KFGO, KTKP, KYOC, KRWO, Medium, WTCM, KRKT, KIGO.

**ORLEANS "You're Mine" (MCA) 31/5**

Rotations: Heavy 1, Medium 4, Light 26, Total Adds 5, WCAO, WYII, KSSN, WSLR, KIK-FM, Heavy, KRKT, Medium, WGNA, WKSJ, KVOO, KCCY.

**LEON EVERETTE "Shin In The Picture" (Orlando) 29/6**

Rotations: Heavy 0, Medium 8, Light 21, Total Adds 6, WVVA, KIKK, KSSN, WSLR, KFGO, WXCL, Medium, KRRV, WTVY, WOKK, KXXY, WOV, KTTS, KRKT, KIGO.

**OOBIE GRAY "From Where I Stand" (Capitol) 27/4**

Rotations: Heavy 1, Medium 5, Light 21, Total Adds 4, WGNA, KXXY, WOV, KRWO, Heavy, WOKK, Medium, WPAP, WQYK, KTTS, WTCM, KSOP.

**MARTY STUART "Do You Really Want My Lovin'" (Columbia) 24/4**

Rotations: Heavy 0, Medium 4, Light 20, Total Adds 4, WUSY, WOKK, KIK-FM, KSOP, Medium, KLLL, WCMS, KTTS, KCCY.

**PATTY LOVELESS "Wicked Ways" (MCA) 23/7**

Rotations: Heavy 0, Medium 4, Light 19, Total Adds 7, WVVA, WYII, WGTO, WOV, KFDI, KIK-FM, KVOO, Medium, KRRV, KTTS, KRKT.

**KENDALLS "Little Doll" (MCA/Curb) 21/13**

Rotations: Heavy 0, Medium 1, Light 20, Total Adds 13, WYOU, KRRV, WTVY, KKIX, WPAP, KBMR, WMNI, WONE, WOV, KVOO, KVOO, KRWO, KIGO.

**A.J. MASTERS "I Don't Mean Maybe" (Bermuda Dunes) 21/1**

Rotations: Heavy 0, Medium 2, Light 19, Total Adds 1, KWMT, Medium, WTVY, WTCM, Light, WVAM, WVVA, WLWI, WKKO, WOV, WXCL, KVOO, KUUY, KQIL, KQLO.

**SKD "Baby's Got A New Baby" (MTM) 18/18**

Rotations: Heavy 0, Medium 0, Light 18, Total Adds 18, WVAM, WYOU, WXXK, WVVA, WYII, WGTO, KKIX, KIKK, KYXK, WLWI, WXCL, KUZZ, KGH, KKCS, KQIL, KTO, KCKC, KQBO.

**TOM T. HALL "Down At The Mall" (Mercury/PolyGram) 17/7**

Rotations: Heavy 0, Medium 3, Light 14, Total Adds 7, WYOU, WGTO, WTVY, KXXY, WOV, KFDI, KRWO, Medium, KRKT.

**TIM MALCHAC w/DWIGHT RUCKER "Easy Does It" (Alpine) 17/1**

Rotations: Heavy 0, Medium 3, Light 14, Total Adds 1, KVOO, Medium, WXCL, KRKT, KALF, Light, WCAO, WYOU, KRRV, KYXK, WLWI, KXXY, KFGO, WWJQ, KIGO.

**WILLIE NELSON "Partners After All" (Columbia) 16/16**

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 16, WTSV, WXTU, WCVR, WVVA, WYII, KASE, WGEE, KFKE, KVOO, KYAK, KUZZ, KQIL, KNIX, KALF, KTO, KCKC.

**CHARLY MC CLAIN & WAYNE MASSEY "When Love Is Right" (Epic) 16/3**

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 3, WYOU, WPAP, WTCM, Medium, KXXY, KTTS, Light, WCVR, WGTO, WAXX, KXXY, KVOO, KRKT, KQIL, KTO.

**JOHN ANDERSON "Countrified" (WB) 14/14**

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14, WYOU, WTSV, WNYR, WYII, WTVY, KXIX, KIKK, KBMR, WAXX, KXXY, WTCM, KFRE, KQIL, KTO.

**JERRY NAYLOR "For Old Time Sake" (West) 13/1**

Rotations: Heavy 0, Medium 3, Light 10, Total Adds 1, KFOI, Medium, KRKT, KSOP, Light, WOKK, KFGO, WOV, KTTS, KIK-FM, KUUY, KRWO, KIGO.

**CANNONS "Do You Mind If I Step Into..." (Mercury/PolyGram) 11/0**

Rotations: Heavy 1, Medium 1, Light 9, Total Adds 0, Heavy, KIKK, Medium, KIGO, Light, WYOU, WYII, KXXY, KFGO, KWMT, WOV, KTTS, KVOO, KQIL.

**SOUTHERN PACIFIC "Kilbilly Hill" (WB) 10/9**

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 9, WYOU, WBOS, WYII, KKIX, KBMR, WTCM, KUZZ, KFRE, KQIL, Light, KSAN.

**BETH WILLIAMS "These Eyes" (BGM) 10/3**

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, WLWI, WOV, KTTS, Medium, KJNE, KRKT, Light, KRRV, WGTO, WOKK, KXXY, WTCM.

**LACY J. DALTON "This Ol' Town" (Columbia) 9/8**

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 8, KTKP, KVOO, KKCS, KQIL, KCCY, KALF, KTO, Light, WGNA.

**NIELSEN WHITE BAND "Somethin' You Got" (Vision) 9/3**

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 3, KRRV, WOKK, WWJQ, Light, KYXK, WCMS, WPAP, KJNE, K102, KVOO.

**ALBUM TRACKS**

ARTIST/Song Title (Label)	Album Title
LIONEL RICHIE & ALABAMA/Deep River Woman (Motown)	Dancing On...
MEL MCDANIEL/Just Can't Sit Down Music (Capitol)	Just Can't Sit Down
RANDY TRAVIS/Messin' With My Mind (WB)	Storms Of Life
HANK WILLIAMS JR./Montana Cafe (WB/Curb)	Montana Cafe
ALABAMA/Let's Hear It For The Girl (RCA)	The Touch
RANDY TRAVIS/My Heart Cracked (WB)	Storms Of Life
REBA MCEINTIRE/Why Not Tonight (MCA)	What Am I Going To Do
GEORGE STRAIT/Rhythm Of The Road (MCA)	#7
SAWYER BROWN/The House Won't Rock (Capitol)	Out Goin' Cattin'
GARY MORRIS/I'm So Lonesome I Could Cry (WB)	Plain Brown Wrapper
FORESTER SISTERS/Drawn To The Fire (WB)	Pertume, Ribbons, & Pearls
RANDY TRAVIS/No Place Like Home (WB)	Storms Of Life
GATLIN BROTHERS/Talkin' To The Moon (Columbia)	Partners, Brothers, & Friends
LYLE LOVETT/God Will (MCA/Curb)	Lyle Lovett
MEL MCDANIEL/57 Chevy & You (Capitol)	Just Can't Sit Down
REBA MCEINTIRE/No Such Thing (MCA)	What Am I Going To Do

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## RADIO &amp; RECORDS NATIONAL AIRPLAY

## FULL-SERVICE AC

## TOP 20

Three Weeks	Two Weeks	Last Week		
2	1	1	<b>1</b>	<b>LIONEL RICHIE/Love Will Conquer All (Motown)</b>
5	4	3	<b>2</b>	<b>BRUCE HORNSBY &amp; THE RANGE/The Way It Is (RCA)</b>
1	2	2	<b>3</b>	<b>PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)</b>
7	6	4	<b>4</b>	<b>KENNY ROGERS/They Don't Make Them Like They Used To (RCA)</b>
17	10	8	<b>5</b>	<b>BILLY OCEAN/Love Is Forever (Jive/Arista)</b>
11	8	6	<b>6</b>	<b>HUMAN LEAGUE/Human (Virgin/A&amp;M)</b>
10	7	7	<b>7</b>	<b>MADONNA/True Blue (Sire/WB)</b>
3	3	5	<b>8</b>	<b>TOTO/I'll Be Over You (Columbia)</b>
—	20	11	<b>9</b>	<b>MIAMI SOUND MACHINE/Falling In Love (Uh-Oh) (Epic)</b>
4	5	9	<b>10</b>	<b>CARLY SIMON/Coming Around Again (Arista)</b>
16	13	12	<b>11</b>	<b>CHRIS O'BURGH/The Lady In Red (A&amp;M)</b>
20	19	13	<b>12</b>	<b>RIC OCASEK/Emotion In Motion (Getten)</b>
—	—	17	<b>13</b>	<b>SERGIO MENDES BRASIL '86/Take This Love (A&amp;M)</b>
<b>BREAKER</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>LINDA RONSTADT &amp; JAMES INGRAM/Somewhere Out There (MCA)</b>
<b>BREAKER</b>	<b>15</b>	<b>16</b>	<b>15</b>	<b>BILLY JOEL/This Is The Time (Columbia)</b>
<b>BREAKER</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>BEN E. KING/Stand By Me (Atlantic)</b>
12	9	10	<b>17</b>	<b>BEACH BOYS/California Dreamin' (Capitol)</b>
19	18	15	<b>18</b>	<b>CHRISTOPHER CROSS/Loving Strangers (Arista)</b>
<b>BREAKER</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>AMY GRANT/Stay For A While (A&amp;M)</b>
<b>DEBUT</b>	<b>20</b>	<b>—</b>	<b>20</b>	<b>BENJAMIN ORR/Stay The Night (Elektra)</b>

NOVEMBER 21, 1986

Total Reports/Adds	Heavy	Medium	Light
44/0	41	3	0
42/0	37	5	0
40/0	28	8	4
38/1	32	5	1
41/3	27	13	1
36/0	29	7	0
35/0	25	8	2
35/0	17	13	5
34/1	12	19	3
28/0	14	10	4
27/2	10	13	4
25/0	13	10	2
28/4	6	21	1
29/7	6	17	6
29/8	3	19	7
24/5	2	15	7
21/0	8	9	4
19/0	6	11	2
25/5	0	16	9
20/8	5	9	6

## MOST ADDED

ANITA BAKER (9)  
EL DeBARGE (9)  
BILLY JOEL (8)  
BENJAMIN ORR (8)  
JEFFREY OSBORNE (8)

## HOTTEST

LIONEL RICHIE (32)  
BRUCE HORNSBY & THE RANGE (31)  
HUMAN LEAGUE (22)  
KENNY ROGERS (22)  
MADONNA (19)

## BREAKERS

## BILLY JOEL

## This Is The Time (Columbia)

64% of our reporters on it. Rotations: Heavy 3, Medium 19, Light 7, Total Adds 8, WPRO, KJR, KFMB, WGOW, WHBY, WIBA, WASK, KFQD. Debuts at number 15 on the Full-Service chart.

## LINDA RONSTADT &amp; JAMES INGRAM

## Somewhere Out There (MCA)

64% of our reporters on it. Rotations: Heavy 6, Medium 17, Light 6, Total Adds 7, WDBO, WTVN, WCCO, WHBC, WIBA, WSPD, WGBR. Moves 19-14 on the Full-Service chart.

## AMY GRANT

## Stay For A While (A&amp;M)

56% of our reporters on it. Rotations: Heavy 0, Medium 16, Light 9, Total Adds 5, WTMJ, WIBC, WROK, WSTU, KFQD. Debuts at number 19 on the Full-Service chart.

## BEN E. KING

## Stand By Me (Atlantic)

53% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 7, Total Adds 5, WDBO, WICC, WRVA, WIBC, KUGN. Moves 20-16 on the Full-Service chart.

## NEW &amp; ACTIVE

## BENJAMIN ORR "Stay The Night" (Elektra) 20/8

Rotations: Heavy 5/0, Medium 9/4, Light 6/4, Total Adds 8, KFMB, WICC, WCHS, WHAS, WRVA, WHBC, WASK, KFQD. Heavy: WELI, WGY, KUGN, WMTR, WSTU. Medium including KJR, KOY, WSPD, WWNR, WPOE.

## CHICAGO "Win You Still Love Me?" (WB) 19/7

Rotations: Heavy 0, Medium 10/3, Light 9/4, Total Adds 7, WDBO, KFMB, WCHS, WJDX, WROK, WSPD, WWNR. Medium including WFBR, WCCO, WGY, WIBA, WPOE, WMTR, KTWO. Light including WICC, WTKO, WSTU, WJBC, KFQD.

## GREGORY ABBOTT "Shake You Down" (Columbia) 18/4

Rotations: Heavy 2/0, Medium 9/1, Light 7/3, Total Adds 4, KJR, KFMB, WICC, WELI. Heavy: WWNR, WCIL. Medium including WHBY, KBOI, KUGN, WPOE, WTKO, WMTR, WSTU, KTWO. Light including WCHS, WROK, WGBR, WJBC.

## ANITA BAKER "Caught Up In The Rapture" (Elektra) 17/9

Rotations: Heavy 1/0, Medium 7/2, Light 9/7, Total Adds 9, KJR, WGOV, WIBC, KSL, WMTR, WGBR, WJBC, WASK, KFQD. Heavy: WELI. Medium including KOY, KUGN, WSTU, KTWO, KVEC. Light including WWNR, WPOE.

## AIR SUPPLY "One More Chance" (Arista) 17/2

Rotations: Heavy 0, Medium 13/1, Light 4/1, Total Adds 2, WDBO, KVEC. Medium including WFBR, WISN, WJDX, WHBC, WIBA, WSPD, KUGN, WWNR, WJBC, WROK, KFQD, KTWO. Light including WCHS, WROK, WMTR.

## TINA TURNER "Two People" (Capitol) 13/8

Rotations: Heavy 0, Medium 7/3, Light 6/3, Total Adds 6, WCCO, WVIC, WGY, WHBC, WWNR, WSTU. Medium including KUGN, KSL, WPOE, KTWO. Light including WICC, WMTR, WCIL.

## MICHAEL McDONALD "Our Love" (WB) 13/1

Rotations: Heavy 1/0, Medium 7/1, Light 5/0, Total Adds 1, WSPD. Heavy: WCCO. Medium including KFMB, KUGN, KSL, WPOE, WJBC, KTWO. Light: WCHS, WIBA, WWNR, WTKO, WGBR.

## RITA COOGLIAGE &amp; RUPERT HOLMES "Touch And Go" (Polydor/PolyGram) 13/0

Rotations: Heavy 2/0, Medium 9/0, Light 2/0, Total Adds 0. Heavy: WHBY, WIBC. Medium: WTMJ, WSPD, KUGN, WPOE, WGBR, WJBC, WASK, KTWO, KVEC. Light: KFMB, WCHS.

## OMD "(Forever) Live And Die" (Virgin/A&amp;M) 12/3

Rotations: Heavy 1/0, Medium 5/1, Light 6/2, Total Adds 3, WCCO, WSTU, WCIL. Heavy: KTWO. Medium including WGOW, WWNR, WMTR. KVEC. Light including WICC, WHBY, WTKO, WGBR.

## JEFFREY OSBORNE "In Your Eyes" (A&amp;M) 11/8

Rotations: Heavy 0, Medium 4/2, Light 7/6, Total Adds 8, WCCO, WJAX, WHBY, KUGN, WTKO, WMTR, KTWO, KVEC. Medium including KSL, WPOE. Light including WGBR.

## PAUL SIMON "Graceland" (WB) 10/3

Rotations: Heavy 1/0, Medium 6/1, Light 3/2, Total Adds 3, WFBR, WGOW, WWNR. Heavy: WCCO. Medium including WSPD, KUGN, WTKO, WJBC, KTWO. Light including WHBC.

## BDSTON "Amanda" (MCA) 10/1

Rotations: Heavy 4/0, Medium 5/1, Light 1/0, Total Adds 1, 55KRC. Heavy: WICC, WWNR, WMTR, WSTU. Medium including KFMB, WHAS, WPOE, KTWO. Light: WTKO.

## EL DeBARGE "Someone" (Gordy/Motown) 9/8

Rotations: Heavy 0, Medium 1/1, Light 8/8, Total Adds 9, WFBR, WCCO, WHBY, KUGN, WTKO, WMTR, WGBR, WJBC, KTWO.

## GLASS TIGER "Someday" (Manhattan) 9/2

Rotations: Heavy 0, Medium 2/0, Light 7/2, Total Adds 2, WWNR, WMTR. Medium: WFBR, KUGN. Light including WCCO, WHBC, WTKO, WGBR, WSTU.

## DARYL HALL "Foolish Pride" (RCA) 9/2

Rotations: Heavy 0, Medium 6/0, Light 3/2, Total Adds 2, KJR, KFMB. Medium: WICC, WELI, KBOI, WWNR, WMTR, WSTU. Light including WTKO.

## HUEY LEWIS &amp; THE NEWS "Hip To Be Square" (Chrysalis) 8/0

Rotations: Heavy 2/0, Medium 4/0, Light 2/0, Total Adds 0. Heavy: WICC, WHAS. Medium: KUGN, WWNR, WSTU, WJBC. Light: WGOW, KFQD.

## SIGNIFICANT ACTION

## PHYLLIS HYMAN "Did I Friend" (PIR/Manhattan) 7/1

Rotations: Heavy 0, Medium 2/1, Light 5/0, Total Adds 1, WFBR. Medium including WHBY. Light: WCCO, WHBC, WPOE, WTKO, WGBR.

## PRETENDERS "Don't Get Me Wrong" (Sire/WB) 7/0

Rotations: Heavy 1/0, Medium 3/0, Light 3/0, Total Adds 0. Heavy: KTWO. Medium: WSPD, WMTR, KVEC. Light: WHBC, WWNR, WTKO.

## L. RONSTADT &amp; N. RIDDLE ORCHESTRA "When You Wish Upon A Star" (Elektra) 6/5

Rotations: Heavy 0, Medium 4/3, Light 2/2, Total Adds 5, WFBR, WCCO, WIBC, KSL, KVEC. Medium including WBT.

## MATT BIANCO "More Than I Can Bear" (Atlantic) 6/1

Rotations: Heavy 0, Medium 4/1, Light 2/0, Total Adds 1, WSPD. Medium including WCCO, WTKO, KVEC. Light: WHBY, WGBR.

## BOB SEGER &amp; THE SILVER BULLET BAND "Miami" (Capitol) 6/1

Rotations: Heavy 0, Medium 3/0, Light 3/1, Total Adds 1, WGBR. Medium: WSPD, WPOE, KTWO. Light including KUGN, WSTU.

## AL JARREAU "Tell Me What I Gotta Do" (WB) 5/1

Rotations: Heavy 0, Medium 3/0, Light 2/1, Total Adds 1, WHBY. Medium: WCCO, WSPD, KSL. Light including WJBC.

## POINTER SISTERS "Goldmine" (RCA) 5/1

Rotations: Heavy 0, Medium 1/0, Light 4/1, Total Adds 1, WWNR. Medium: WICC. Light including WPOE, WTKO, WSTU.

## BILLY YERA &amp; THE BEATERS "At This Moment" (Rhino) 4/2

Rotations: Heavy 1/0, Medium 2/1, Light 1/1, Total Adds 2, WICC, WELI. Heavy: WCIL. Medium including WJBC.

## DAN SEALS "You Still Move Me" (EMI America) 4/2

Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Adds 2, WGBR, WCIL. Medium: WHBY. Light including WTKO.

## LIONEL RICHIE "Deep River Woman" (Motown) 4/1

Rotations: Heavy 0, Medium 3/1, Light 1/0, Total Adds 1, WFBR. Medium including KSL, KVEC. Light: WROK.

## JENNIFER WARNES "Ain't No Cure For Love" (Cypress/PolyGram) 3/3

Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, WCCO, KTWO, KVEC.

## BOBBY VINTON "Blue Velvet" (Epic) 3/2

Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WCCO, WPOE. Light including WTKO.

## KANSAS "All I Wanted" (MCA) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WSTU. Light including WPOE, WMTR.

## GEORGE BENSON "Shiver" (WB) 3/1

Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WTKO. Medium: KSL. Light including KUGN.

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BREAKERS

CHICAGO

Will You Still Love Me? (WB)

63% of our reporters on it. Rotations: Heavy 1, Medium 36, Light 26, Total Adds 16 including WSN1, WSB-FM, WARM98, WOMC, KHYL, KEZR, WEZC, WIVY, WENS, KWAV. Debuts at number 25 on the AC chart.

NEW & ACTIVE

POINTER SISTERS "Goldmine" (RCA) 4/4

Rotations: Heavy 1.0, Medium 27.0, Light 20.4, Total Adds 4, WING, KO99, WKNE, KWEB, Heavy WSFL, Medium including KYYX, KKLT, KHYL, U102, WNAM, KIOA, WTRX, WMGN, WEIM, WGLL, WSKI, WOHQ, WWPA, WSKY, WCHV.

L. RONSTADT & N. RIDDLE ORCHESTRA "When You Wish Upon A Star" (Elektra) 47/17

Rotations: Heavy 0, Medium 21.5, Light 26/12, Total Adds 16 including WLTS, WOMC, WKGW, KEY103, KIOA, KYLU, KDUK, KKJA, WEIZ, WMTF, Medium including WFFX, KHYL, WNAM, WKNE, WGLL, WTNV, WCKQ, WORG, WZLO.

KOOL & THE GANG "Victory" (Mercury/PolyGram) 42/8

Rotations: Heavy 1.0, Medium 21.2, Light 20.6, Total Adds 8, WXTX, WIZD, WLACFM, KMZQ, WBGW, WFFX, WMTFM, WKLS, Heavy WPPA, Medium including KXVL, WAEB, WKYE, WAIE, KIOA, WGLL, WSKY, WCKQ, WCHV, WAGE, WORG.

WHAM! "Where Did Your Heart Go?" (Columbia) 41/0

Rotations: Heavy 4.0, Medium 31.0, Light 6.0, Total Adds 0, Heavy: KEY103, WGLL, WOHQ, WCHV, Medium including KXVL, WLTS, KOST, KIFM, WLACFM, WNAM, KIOA, KO99, WKNE, WSKI, WTNV, WSKY, WGSV, WORG, WAIE, KALE.

HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 40/3

Rotations: Heavy 15.0, Medium 22.0, Light 3/3, Total Adds 3, WLTf, WING, WHNN, Heavy including 2WD, B100, WKYE, WIVY, WAIE, WGLL, WSKI, WPPA, WFFX, K99, KALE, Medium including WSN1, WHTX, KXVL, WMJJ, K101, U102.

TINA TURNER "Two People" (Capitol) 38/20

Rotations: Heavy 0, Medium 21/7, Light 17/13, Total Adds 20 including WPIX, 2WD, KKLT, B100, KIOA, KO99, KCIX, KDUK, WTNV, WSKY, WBGW, WZLO, Medium including WHTX, WOMC, KOST, KHYL, WMGN, WMMJ, WOHQ, WPPA, K99.

JETS "You Got It All" (MCA) 37/16

Rotations: Heavy 0, Medium 9/2, Light 29/14, Total Adds 16, B100, WKGW, KEY103, WTFM, WRKA, WMGN, WTNV, WORG, WKYX, WAIE, WFFX, WMTF, WKLS, KWEB, WBOW, KALE, Medium including KHYL, WOHQ, WPPA, WCKQ, WBGW, KTYL.

EURHYTHMICS "Thorn In My Side" (RCA) 36/6

Rotations: Heavy 2.0, Medium 21.1, Light 23.6, Total Adds 6, KIFM, WAEB, KEY103, KO99, WSKI, WGSV, Heavy: KOSW, KALE, Medium including WKYE, WTRF, WSFL, WEIM, WGLL, WSKY, WCKQ, KTYL, WJON, KKLV.

PAUL SIMON "Graceland" (WB) 34/4

Rotations: Heavy 5/0, Medium 18/1, Light 11/3, Total Adds 4, WOHQ, WJON, WBOW, KOSW, Heavy WSFL, KDUK, WEIM, WSKY, KALE, Medium including KGW, KHYL, KIFM, WMGN, KWAV, WMMJ, WTNV, WAHR, WKYX, WBGW, KTYL.

EVERYTHING BUT THE GIRL "Don't Leave Me Behind" (Sire/WB) 32/3

Rotations: Heavy 0, Medium 14/0, Light 18/0, Total Adds 3, WSFL, WTRX, WEIZ, Medium: KIFM, WIZD, WNAM, WSKI, WOHQ, WTNV, WPPA, WSKY, WORG, WBGW, WJON, KOSW, KMGO, KALE, Light including WAEB, KIOA, KWAV.

DON JOHNSON "Heartache Away" (Epic) 29/18

Rotations: Heavy 0, Medium 4/1, Light 25/17, Total Adds 18 including WAEB, WXTX, WTFM, WSFL, WOHQ, WPPA, WCKQ, WEIZ, KFSB, WJON, WBOW, KKLV, Medium including KRAV, WSKY, KALE, Light including WKYE, WEIM, WSKI, KTYL, KYJC.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BRUCE HORNSBY & THE RANGE	99/0	94	4	1
2 BILLY OCEAN	100/1	73	26	1
3 LIONEL RICHIE	91/0	75	13	3
4 HUMAN LEAGUE	89/0	72	14	3
5 RIC OCASEK	93/2	71	22	0
6 BENJAMIN ORR	98/5	63	31	4
7 MADONNA	89/0	68	19	2
8 MIAMI SOUND MACHINE	95/3	48	44	3
9 PETER CETERA with AMY GRANT	80/0	50	19	11
10 GREGORY ABBOTT	86/8	37	41	8
11 BOSTON	73/4	42	27	4
12 BILLY JOEL	94/25	9	61	24
13 DARYL HALL	79/2	30	44	5
14 SERGIO MENDES BRASIL '86	80/4	29	41	10
15 KENNY ROGERS	74/1	47	20	7
16 TOTO	60/0	19	36	5
17 LINDA RONSTADT & JAMES INGRAM	75/7	22	41	12
18 ANITA BAKER	80/17	5	57	18
19 BEN E. KING	66/12	13	45	8
20 HOWARD HEWETT	66/1	17	39	10
21 OMD	65/6	16	33	16
22 CARLY SIMON	47/0	4	32	11
23 BEACH BOYS	46/0	7	29	10
24 AMY GRANT	60/5	7	40	13
25 CHICAGO	63/16	1	36	26
26 HUEY LEWIS & THE NEWS	40/3	15	22	3
27 CHRIS DeBURGH	38/0	8	21	9
28 GENESIS	31/1	3	17	11
29 WHAM!	41/0	4	31	6
30 AIR SUPPLY	54/6	1	28	25

MOST ADDED

- ARETHA FRANKLIN (27)
- BILLY JOEL (25)
- EL DeBARGE (22)
- JEFFREY OSBORNE (21)
- TINA TURNER (20)
- DON JOHNSON (18)
- ANITA BAKER (17)
- L. RONSTADT & N. RIDDLE (17)
- CHICAGO (16)
- JETS (16)

HOTTEST

- BRUCE HORNSBY & THE RANGE (87)
- LIONEL RICHIE (51)
- BILLY OCEAN (44)
- HUMAN LEAGUE (43)
- MADONNA (42)
- RIC OCASEK (37)
- BENJAMIN ORR (29)
- BOSTON (26)
- PETER CETERA w/AMY GRANT (24)
- MIAMI SOUND MACHINE (15)
- KENNY ROGERS (15)

GLASS TIGER "Someday" (Manhattan) 29/5

Rotations: Heavy 1.0, Medium 14/2, Light 14/3, Total Adds 5, K101, KO99, WPPA, WORG, KFSB, Heavy WCKQ, Medium including WHTX, WTFM, WSFL, WEIM, WGLL, WSKI, WOHQ, WTNV, WBGW, WMTFM, K99, KALE.

ARETHA FRANKLIN "Jimmy Lee" (Arista) 27/27

Rotations: Heavy 0, Medium 5/5, Light 22/22, Total Adds 27 including WHTX, B100, WAEB, WNAM, KIOA, WTRX, WMMJ, WEIM, WGLL, WPPA, WCKQ, WGSV, WAIE, WBGW, WZLO, WFFX, KFSB, KKLV, K99, KMGO, KALE.

ICEHOUSE "Paradise" (Chrysalis) 27/4

Rotations: Heavy 0, Medium 6/2, Light 21/2, Total Adds 4, KIFM, WTRX, WTNV, WGSV, Medium including WSKY, WAGE, KTYL, KALE, Light including WAEB, WSFL, WNAM, WSKI, WOHQ, WCKQ, WORG, WKYX, WAIE, KFSB, WJON, WBOW.

PRETTENDERS "Don't Get Me Wrong" (Sire/WB) 25/3

Rotations: Heavy 0, Medium 9/1, Light 16/1, Total Adds 3, KIFM, WING, WJON, Heavy 2WD, K101, KDUK, WSKI, WSKY, WFFX, KOSW, KALE, Medium including KXVL, WKYE, WIZD, WAIE, WCKQ, WORG, WZLO, KFSB.

SIGNIFICANT ACTION

EL DeBARGE "Someone" (Gordy/Motown) 23/22

Rotations: Heavy 0, Medium 7/6, Light 16/16, Total Adds 22, KOST, WAEB, WSFL, WNAM, KIOA, KMZQ, WEIM, WKNE, WGLL, WOHQ, WPPA, WCKQ, WGSV, WAGE, WORG, WZLO, KTYL, WMTFM, KFSB, WJON, KMGO, KALE.

JEFFREY OSBORNE "In Your Eyes" (A&M) 23/21

Rotations: Heavy 0, Medium 6/6, Light 17/15, Total Adds 21 including WLTS, KOST, WTFM, WNAM, KMZQ, WEIM, WKNE, WOHQ, WEIZ, WORG, WKYX, Light including WTRX, WCKQ, WZLO, WFFX.

MICHAEL McDONALD "Our Love" (WB) 23/0

Rotations: Heavy 0, Medium 12/0, Light 11/0, Total Adds 0, Medium: KHYL, KIFM, WTFM, WSKY, WCHV, WORG, WBGW, KYJC, KRNO, KOSW, KMGO, KALE, Light including WXTX, WSFL, WAIE, WNAM, WOHQ, WCKQ, WZLO, WMTFM.

MATTHEW SWEET "Save Time For Me" (Columbia) 17/6

Rotations: Heavy 0, Medium 3/0, Light 14/6, Total Adds 6, WTFM, KIOA, WGSV, WORG, KFSB, WBOW, Medium: WNAM, WEIM, KALE, Light including WAEB, WTRX, WCKQ, WAIE, KTYL, WJON, KYJC, KOSW.

KANSAS "All I Wanted" (MCA) 17/2

Rotations: Heavy 0, Medium 8/0, Light 9/2, Total Adds 2, KO99, KFSB, Medium: 2WD, WMMJ, KDUK, WCKQ, WAGE, WBGW, KOSW, KALE, Light including WKYE, WTRX, WAIE, WZLO, WMTFM, K99, KYJC.

OEIVE "Who's On The Line" (Chrysalis) 14/14

Rotations: Heavy 0, Medium 1/1, Light 13/13, Total Adds 14, KIFM, WAEB, WNAM, WEIM, WOHQ, WCKQ, WAGE, WKYX, WGLL, WZLO, KTYL, WJON, WBOW, KALE.

PHYLLIS HYMAN "Old Friend" (PIR/Manhattan) 13/2

Rotations: Heavy 1.0, Medium 3/0, Light 9/2, Total Adds 2, KKLT, WNAM, Heavy: WEIM, Medium: KOST, WSKY, WBGW, Light including WSKI, WOHQ, WCHV, WJON, KKLV, KOSW, KMGO.

VANGELIS "Hymns" (Polydor/PolyGram) 13/1

Rotations: Heavy 0, Medium 5/0, Light 8/1, Total Adds 1, WMTFM, Medium: WNC, WOHQ, WCHV, WBGW, WBOW, Light including WAEB, WSKI, WCKQ, WAGE, WKYX, WZLO, KOSW.

ROBERT PALMER "Riptide/Get it Through Your Heart (Medley)" (Island) 11/11

Rotations: Heavy 0, Medium 1/1, Light 10/10, Total Adds 11, WAEB, WTFM, WEIM, WOHQ, WSKY, WCKQ, WAGE, WBGW, WZLO, KOSW, KALE.

CARL ANDERSON "Can't Stop This Feeling" (Epic) 11/0

Rotations: Heavy 1.0, Medium 2/0, Light 9/0, Total Adds 0, Heavy: WEIM, Medium: KIFM, WBGW, Light: KELT, WAIE, WZLO, KTYL, WJON, KKLV, KOSW, KMGO.

MATT BIANCO "More Than I Can Bear" (Atlantic) 11/0

Rotations: Heavy 1.0, Medium 5/0, Light 5/0, Total Adds 0, Heavy: WCHV, Medium: WEIM, WOHQ, WSKY, KMGO, KALE, Light: WKNE, WSKI, WBGW, WMTFM, KOSW.

MICHAEL JOHNSON "Give Me Wings" (RCA) 9/4

Rotations: Heavy 1.0, Medium 1/0, Light 7/4, Total Adds 4, KRLB, WZLO, WMTFM, WJON, Heavy: WAHR, Medium: WEIM, Light including WSKI, WBGW, KYJC.

SURVIVOR "Is This Love" (Scotti Bros/CBS) 9/3

Rotations: Heavy 0, Medium 5/2, Light 4/1, Total Adds 3, WLLT, WMMJ, K101, Medium including WIVY, WRKA, K99, Light including WHTX, B100, WZLO.

BOB SEGER & THE SILVER BULLET BAND "Miami" (Capitol) 9/1

Rotations: Heavy 0, Medium 3/0, Light 6/1, Total Adds 1, KOSW, Medium: WEIM, WBGW, KALE, Light including WMMJ, WOHQ, WKYX, WZLO, KTYL.

LIONEL RICHIE "Deep River Woman" (Motown) 9/1

Rotations: Heavy 1.0, Medium 7/1, Light 1/0, Total Adds 1, KMZQ, Heavy: WMMJ, Medium including WLTf, U102, WEZS, 3WD, KHYL, WAHR, Light: K99.

GLORIA LORING "Don't Let Me Change The Way You Are" (Atlantic) 8/2

Rotations: Heavy 1/0, Medium 2/0, Light 5/2, Total Adds 2, WKNE, WAIE, Heavy: WEIM, Medium: KGW, WBGW, Light including KIOA, WOHQ, WBOW.

WANG CHUNG "Everybody Have Fun Tonight" (Geffen) 8/1

Rotations: Heavy 1/0, Medium 5/0, Light 2/1, Total Adds 1, WFFX, Heavy: B100, Medium: WIVY, WRKA, KRAV, KRLB, K99, Light including KALE.

STEVIE MILLER BAND "I Want To Make The World Turn" (Capitol) 8/0

Rotations: Heavy 2/0, Medium 4/0, Light 2/0, Total Adds 0, Heavy: WSKY, KOSW, Medium: WMMJ, KDUK, WCHV, KALE, Light: KIFM, WEIM.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.



## NEW ARTISTS

### Albums

Reports/Adds

1	CINDERELLA/Night Songs (Mercury/Pg)	75/9
2	WORLD PARTY/Private Revolution (Chrysalis)	71/8
3	EUROPE/The Final Countdown (Epic)	45/10
4	BRIAN SPENCE/Brothers (Polydor/Pg)	27/5
5	DON DIXON/Most Of The Girls Like... (Enigma)	25/3
6	LOVE & ROCKETS/Express (Big Time/RCA)	18/3
7	WOODENTOPS/Giant (Columbia)	17/3
8	TOBY REDD/In The Light (Nemperor/RCA)	15/3
9	PRICE-SULTON/Light On (CBS Associated)	14/6
10	DEBBIE HARRY/Rockbird (Geffen)	12/2

### Tracks

1	BRUCE HORNSBY.../Western... (RCA)*	82/49
2	SMITHEREENS/Behind The Wall Of Sleep (Enigma)*	77/16
3	CINDERELLA/Nobody's Fool (Mercury/Pg)	73/8
4	ANN WILSON/The Best Man In The World (Capitol)	64/63
5	WORLD PARTY/Ship Of Fools (Chrysalis)	64/9
6	KBC BAND/America (Arista)*	40/12
7	EUROPE/The Final Countdown (Epic)	39/8
8	TIMBUK3/Life Is Hard (IRS/MCA)*	35/20
9	RAINMAKERS/Downstream (Mercury/Pg)	31/3
10	BRIAN SPENCE/Hear It From The... (Mercury/Pg)	27/5

New Artists are those who have never had an AOR Breaker. Tracks with asterisks are from albums which have already been Breakers and thus no longer appear among the albums listed.

Jason and The Scorchers

don't just play Rock n' Roll...  
THEY BURN IT!

GOLDEN BALL & CHAIN

**AOR DOUBLE BREAKER!**

TRACK **36**

ALBUM **31**

A MOST ADDED ALBUM

from the album "STILL STANDING"

Produced by Greg Werneck

EMI AMERICA

## RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS

172 REPORTS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium
8	4	1	1	STEVE MILLER BAND/Want To Make... (Capitol)	165+/2	54+	137+ 27-
—	—	8	2	BRUCE SPRINGSTEEN & THE E STREET BAND/War (Columbia)	144+/14	52+	127+ 15-
6	5	4	3	BOSTON/We're Ready (MCA)	143+/2	46+	126+ 17+
11	9	6	4	GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)	156+/1	25+	105+ 48-
10	8	5	5	DON HENLEY/Who Owns This Place? (Geffen; MCA)	155-/1	25+	98+ 56-
1	2	6	6	PRETENDERS/Don't Get Me Wrong (Sire/WB)	124-/1	39-	111- 10+
13	11	10	7	BENJAMIN ORR/Stay The Night (Elektra)	146+/2	15+	91+ 55-
2	2	3	8	BILLY IDOL/To Be A Lover (Chrysalis)	119-/0	34-	96- 21+
48	27	14	9	ERIC CLAPTON/It's In The Way You Use It (WB; MCA)	145+/11	11+	63+ 81-
7	7	10	10	KBC BAND/It's Not You, It's Not Me (Arista)	128-/0	23-	81- 41-
30	16	15	11	PRETENDERS/My Baby (Sire/WB)	136+/8	5+	69+ 62-
17	12	12	12	RIC OCASEK/True To You (Geffen)	133-/6	8+	63+ 66-
18	14	13	13	DAVID & DAVID/Swallowed By The Cracks (A&M)	137+/6	5+	57+ 77-
23	18	16	14	BOSTON/Cool The Engines (MCA)	123+/5	13-	65+ 50=
32	24	18	15	KANSAS/All I Wanted (MCA)	125-/2	15+	62+ 58-
3	3	19	16	JOHN FOGERTY/Change In The Weather (WB)	108-/1	10-	69- 36=
39	21	25	17	BON JOVI/Wanted Dead Or Alive (Mercury/Pg)	118+/11	6+	52+ 63-
—	32	20	18	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Superstition (Epic)	133+/7	2-	30+ 94-
29	22	21	19	R.E.M./Supernova (IRS/MCA)	125-/4	4+	43+ 74=
—	29	20	20	BRUCE SPRINGSTEEN & THE E STREET BAND/Fire (Columbia)	107+/24	10+	58+ 42-
60	40	30	21	STEVE WINWOOD/Back In The High Life (Island/WB)	121+/26	2=	47+ 70+
27	20	19	22	STABILIZERS/One Simple Thing (Columbia)	124-/1	3-	33+ 86-
28	26	23	23	EDDIE MONEY/We Should Be Sleeping (Columbia)	112-/4	12+	36+ 72-
4	6	24	24	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	78-/2	26-	66- 7-
37	30	27	25	LONE JUSTICE/Shelter (Geffen)	127+/7	4+	29+ 83-
31	29	26	26	SURVIVOR/Is This Love (Scotti Bros./CBS)	105-/2	15=	47+ 54-
21	13	17	27	GENESIS/Land Of Confusion (Atlantic)	82-/0	20+	59- 20-
56	38	31	28	BOB GELDOF/This Is The World Calling (Atlantic)	115+/11	4+	16+ 84+
33	28	29	29	TRIUMPH/Tears In The Rain (MCA)	102-/0	5-	22+ 72-
44	35	33	30	BILLY IDOL/Don't Need A Gun (Chrysalis)	96+/12	0=	27+ 60+
—	—	54	31	PETER GABRIEL/Big Time (Geffen)	93+/42	1=	27+ 59+
40	34	32	32	PAUL SIMON/Graceland (WB)	100+/12	3-	24= 61+
—	52	39	33	ROBERT CRAY BAND/Smoking Gun (Mercury/Pg)	114+/24	1=	5+ 86+
25	19	22	34	TALKING HEADS/Puzzlin' Evidence (Sire/WB)	80-/1	3-	34- 45-
—	43	36	35	BILLY SQUIER/Shot O' Love (Capitol)	98+/12	0=	14+ 75+
—	—	42	36	JASON & THE SCORCHERS/Golden Ball And Chain (EMI America)	107+/21	0=	6+ 78+
—	—	48	37	BRUCE SPRINGSTEEN & THE E STREET BAND/Because... (Col.)	70+/25	4+	32+ 36+
DEBUT	DEBUT	DEBUT	38	BRUCE HORNSBY & THE RANGE/On The Western Skyline (RCA)	82+/49	1+	22+ 52+
52	47	38	39	BAD COMPANY/Fame And Fortune (Atlantic)	72-/4	0=	13+ 54-
DEBUT	DEBUT	DEBUT	40	KINKS/Rock 'N' Roll Cities (MCA)	77/77	1	6 59
5	10	24	41	TIL TUESDAY/What About Love (Epic)	56-/0	7-	26- 23+
54	53	53	42	PRETENDERS/Room Full Of Mirrors (Sire/WB)	57+/16	1+	17+ 36+
—	59	51	43	PAUL YOUNG/Some People (Columbia)	78+/12	2=	8+ 55+
34	39	44	44	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	54+/5	2-	26- 26+
46	45	45	45	CINDERELLA/Nobody's Fool (Mercury/Pg)	73+/8	2=	9+ 46-
—	—	58	46	BRUCE SPRINGSTEEN & THE E STREET.../Raise Your Hand (Col.)	50+/20	0-	24+ 25+
DEBUT	DEBUT	DEBUT	47	ANN WILSON/The Best Man In The World (Capitol)	64/63	0	9 47
—	58	52	48	SMITHEREENS/Behind The Wall Of Sleep (Enigma)	77+/16	0=	6+ 53+
—	54	50	49	BOB SEGER & THE SILVER BAND/Miami (Capitol)	69+/6	0=	4- 55+
DEBUT	DEBUT	DEBUT	50	BILLY JOEL/This Is The Time (Columbia)	56+/17	7+	21+ 24+
—	60	56	51	JOHN PARR/Blame It On The Radio (Atlantic)	66+/7	0=	6- 51+
47	46	46	52	HUEY LEWIS & THE NEWS/Whole Lotta Lovin' (Chrysalis)	51-/1	3+	21+ 28-
15	17	34	53	PETER GABRIEL/That Voice Again (Geffen)	43-/2	2=	20- 18-
14	25	35	54	STEVE WINWOOD/Freedom Overspill (Island/WB)	36-/0	6-	23- 9-
45	44	47	55	HOWARD JONES/You Know I Love You... Don't You? (Elektra)	47-/1	4-	21- 23-
49	50	55	56	BOSTON/Can'tcha Say/Still In Love (MCA)	40-/3	3-	15- 23+
9	21	41	57	HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)	36-/0	6-	24- 10+
DEBUT	DEBUT	DEBUT	58	WORLD PARTY/Ship Of Fools (Chrysalis)	64+/9	0=	5+ 39+
22	33	43	59	BON JOVI/You Give Love A Bad Name (Mercury/Pg)	33-/0	4-	22- 8-
DEBUT	DEBUT	DEBUT	60	BRUCE SPRINGSTEEN & THE E STREET BAND/Seeds (Columbia)	34+/11	1=	16+ 18+

## BREAKERS

STEVE WINWOOD

Back In The High Life Again (Island/WB)  
70% of our reporters on it.

ROBERT CRAY BAND  
Smoking Gun (Mercury/Pg)  
66% of our reporters on it.

JASON & THE SCORCHERS  
Golden Ball & Chain (EMI America)  
62% of our reporters on it.

BRUCE SPRINGSTEEN & THE E STREET BAND  
Fire (Columbia)  
62% of our reporters on it.

# BOB GELDOLF



## DEEP IN THE HEART OF NOWHERE

(81687)

featuring the single,

### "THIS IS THE WORLD CALLING"

(7-89341) and the 12" (PR 967)

A Product of Doom  
Produced by The Brothers of Doom with special thanks to Jimmy Iovine.

On Atlantic Records, Cassettes and Compact Discs

BACK PAGE TRACKS DEBUT 28  
LAST WEEK TRACKS BREAKER



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RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks	Two Weeks	Last Week		172 REPORTS	NOVEMBER 21, 1986	Total Reports/Adds	Power	Heavy	Medium
—	—	1	1	<b>BRUCE SPRINGSTEEN &amp; THE E STREET...</b> /Live/1975-85 (Col.)	"War" (144) "Fire" (107) "Because" (70)	159+/12	56+	137+	20-
1	1	2	2	<b>BOSTON</b> /Third Stage (MCA)	"We're" (143) "Cool" (123) "Can'tcha" (40)	154=0	63-	137-	15+
2	2	3	3	<b>PRETENDERS</b> /Get Close (Sire/WB)	"My Baby" (136) "Don't" (124) "Room" (57)	164-0	46-	143-	19-
9	5	5	4	<b>COLOR OF MONEY</b> /Soundtrack (MCA)	"Who" (155) "It's" (145) "Standing" (2)	162+/3	31+	109+	52-
—	7	6	5	<b>STEVE MILLER BAND</b> /Living In The 20th Century (Capitol)	"I Want" (165) "Nobody" (28) "Loved" (19)	166=0	54+	137+	27-
4	3	4	6	<b>BILLY IDOL</b> /Whiplash Smile (Chrysalis)	"Lover" (119) "Don't" (96) "Soul" (24)	149-0	34-	100-	44+
7	8	10	7	<b>BRUCE HORNSBY &amp; THE RANGE</b> /The Way It Is (RCA)	"Western" (82) "The Way" (78) "Road" (14)	137+/9	27-	80-	48+
16	15	13	8	<b>GEORGIA SATELLITES</b> /Georgia Satellites (Elektra)	"Keep" (156) "Railroad" (1) "The Myth" (1)	157+/1	25+	105+	48-
12	10	8	9	<b>KBC BAND</b> /KBC Band (Arista)	"It's Not" (128) "America" (40) "Hold" (6)	145-0	26-	87-	50-
18	17	15	10	<b>BENJAMIN ORR</b> /The Lace (Elektra)	"Stay" (146) "Too Hot" (10) "Circles" (3)	154+/3	15+	92+	62-
6	9	9	11	<b>RIC OCASEK</b> /This Side Of Paradise (Geffen)	"True" (133) "Emotion" (25) "Laughing" (12)	152-4	9-	72-	75+
8	11	12	12	<b>STEVE WINWOOD</b> /Back In The High Life (Island/WB)	"Back" (121) "Freedom" (36) "Split" (9)	145+/11	10-	66-	72+
13	12	14	15	<b>BON JOVI</b> /Slippery When Wet (Mercury/PG)	"Wanted" (118) "You Give" (33) "Livin'" (15)	133+/2	12-	75-	56-
14	16	16	16	<b>DAVID &amp; DAVID</b> /Boomtown (A&M)	"Swallowed" (137) "Welcome" (24) "Ain't" (3)	145+/3	8+	65+	76-
5	6	7	15	<b>JOHN FOGERTY</b> /Eye Of The Zombie (WB)	"Change" (108) "Headlines" (26) "Knockin'" (12)	120-2	11-	75-	40+
3	4	11	16	<b>HUEY LEWIS &amp; THE NEWS</b> /Fore! (Chrysalis)	"Jacob's" (54) "Whole" (51) "Hip" (36)	109-1	11-	60-	45-
28	22	20	17	<b>KANSAS</b> /Power (MCA)	"All I" (125) "Power" (30) "Silhouettes" (3)	138+/3	15+	63+	68-
17	18	18	18	<b>EDDIE MONEY</b> /Can't Hold Back (Columbia)	"We Should" (112) "Endless" (14) "Take Me" (11)	123-2	15-	44-	74-
10	13	17	19	<b>TALKING HEADS</b> /True Stories (Sire/WB)	"Puzzlin'" (80) "Wild" (24) "Love" (18)	97-2	6-	52-	43-
15	20	21	20	<b>PETER GABRIEL</b> /So (Geffen)	"Big Time" (93) "Voice" (43) "Eyes" (4)	115+/14	3+	43-	64+
—	—	25	21	<b>STEVIE RAY VAUGHAN &amp; DOUBLE TROUBLE</b> /Live Alive (Epic)	"Superstition" (133) "Pride" (4) "Willie" (3)	136+/9	2-	31+	95-
26	25	24	22	<b>R.E.M.</b> /Lifes Rich Pageant (IRS/MCA)	"Superman" (125) "Cuyahoga" (2) "Days" (1)	125=3	4=	43+	74-
27	26	23	23	<b>STABILIZERS</b> /Tyranny (Columbia)	"One Simple Thing" (124) "Underground" (2)	124-1	3-	33=	86-
19	19	19	24	<b>GENESIS</b> /Invisible Touch (Atlantic)	"Land" (82) "Tonight" (9) "Deep" (7)	90-0	20+	62-	25-
—	29	26	25	<b>LONE JUSTICE</b> /Shelter (Geffen)	"Shelter" (127) "I Found" (8) "The Gift" (1)	129+/7	4+	29+	85-
31	27	27	26	<b>SURVIVOR</b> /When Seconds Count (Scotti Bros./CBS)	"Is This" (105) "How Much" (2) "Keep It" (1)	106-2	15+	47-	54-
29	28	26	27	<b>PAUL SIMON</b> /Graceland (WB)	"Graceland" (100) "You Can" (6) "The Boy" (5)	103+/12	4-	28-	60+
25	24	29	28	<b>TRIUMPH</b> /The Sport Of Kings (MCA)	"Tears" (102) "Somebody's" (4) "Night" (3)	103-1	5-	23+	71-
22	32	32	25	<b>BILLY SQUIER</b> /Enough Is Enough (Capitol)	"Shot" (98) "Hero" (6) "Break" (3)	106+/12	1=	17+	79+
—	—	36	30	<b>ROBERT CRAY BAND</b> /Strong Persuader (Mercury/PG)	"Smoking" (114) "I Guess" (3) "Next Door" (2)	114+/24	1=	5+	86+
—	—	36	31	<b>JASON &amp; THE SCORCHERS</b> /Still Standing (EMI America)	"Golden Ball" (107) "19th" (1) "Crashin'" (1)	109+/20	0=	6+	80+
23	30	30	32	<b>BAD COMPANY</b> /Fame And Fortune (Atlantic)	"Fame" (72) "This Love" (11) "Burning" (1)	81-3	1-	18-	58-
33	35	34	35	<b>SMITHEREENS</b> /Especially For You (Enigma)	"Wall" (77) "Blood" (14) "Strangers" (3)	91+/11	1=	12+	60+
11	14	22	34	<b>TIL TUESDAY</b> /Welcome Home (Epic)	"What About" (56) "Coming" (12) "Sunday" (1)	64-4	8-	28-	31+
DEBUT	DEBUT	DEBUT	35	<b>BILLY JOEL</b> /The Bridge (Columbia)	"Time" (56) "Running" (5) "Baby Grand" (2)	60+/15	7+	23+	28+
DEBUT	DEBUT	DEBUT	36	<b>PAUL YOUNG</b> /Between Two Fires (Columbia)	"Some People" (78) "Long Run" (2) "Between" (2)	82+/15	2=	8+	57+
24	33	—	37	<b>TIMBUK3</b> /Greetings From Timbuk3 (IRS/MCA)	"Life Is" (35) "Future's" (31) "Hairstyles" (1)	60+/15	3=	14-	39+
36	39	39	38	<b>CINDERELLA</b> /Night Songs (Mercury/PG)	"Nobody's Fool" (73) "Somebody" (2) "Push" (1)	75+/9	2=	10+	47-
38	40	—	38	<b>DAVID LEE ROTH</b> /Eat 'Em And Smile (WB)	"That's Life" (47) "Ladies" (12) "Crazy" (6)	65-1/10	2+	9=	40+
DEBUT	DEBUT	DEBUT	40	<b>JOHN PARR</b> /Running The Endless Mile (Atlantic)	"Blame It" (66) "King" (2)	68+/7	0=	6=	53+

LOVE AND ROCKETS



"All In My Mind"

New Artists Album #6  
#1 CMJ and GAVIN Alternative (3 Weeks)

Already On 91X, KROQ,  
WBCN WXRT KFOG KAZY  
WHFS WDHA KKCY WQBK  
... And Many More!

On Tour Through Christmas



BREAKERS

**ROBERT CRAY BAND** Strong Persuader (Mercury/PG) 66% of our reporters on it.  
**JASON & THE SCORCHERS** Still Standing (EMI America) 63% of our reporters on it.  
**PAUL SIMON** Graceland (WB) 60% of our reporters on it.

NEW & ACTIVE

**WORLD PARTY** "Private Revolution" (Chrysalis) 71/8 (64/16)  
Adds: WBCN, WBYR, WLYX, WOUR, WRDQ, WXP, KMDD, WBLM, Heavy 5 including KLBJ, WFNX, KRNA, KTCL, Medium 45 including WNEW, WXRT, KYYS, KRQD, 91X, KRQR, WFCM, KXCN, WBYV, WTLF.

**BOB SEGER & THE SILVER** "Like A Rock" (Capitol) 69/5 (67/9)  
Adds: WSHE, KYYS, WLIN, WKQZ, WOOJ, Heavy 5: WBCN, WZZD, WAQX, KLBJ, WRKL, Medium 54 including WITY, WHJY, WKLS, WNOR, WRIF, KQRS, KLOS, KGOO, WCCC, WEZZ.

**ZEBRA** "3.V" (Atlantic) 49/5 (44/10)  
Adds: KDJD, KLBJ, KMJK, WRDF, WRKI, Powers 1, Heavy 3: WBAB, WCCC, WHMD, Medium 28 including WNEW, KOME, WPKY, WPDH, KNKN, KISS, WKKE, KILQ, KNAC, KQWJ.

**EUROPE** "The Final Countdown" (Epic) 45/10 (35/10)  
Adds: KOME, KSJO, WCCC, WTKX, WONE, KJOT, KMBY, KATP, KQWB, KZOO, Heavy 0, Medium 24 including WXPX, WSHE, WQFM, KGB, WPKY, KNKN, KNAC, KDJK, WGR, KRNA.

**EURYTHMICS** "Revenge" (RCA) 45/2 (46/4)  
Adds: WTPA, KGRQ, Powers 1, Heavy 8: KBCD, KINK, WLIR, WPLR, KAZY, KZEL, WHMD, KTCL, Medium 26 including WXPX, WDJE, KRQD, 91X, KNKN, WLAV, KDJK, KRNA, KTYD.

**VAN HALEN** "5150" (WB) 39/18 (25/5)  
Adds including WBAB, WBCN, KSHE, WKDF, KLPX, WRKI, WGR, KFMZ, Powers 1, Heavy 3: WRIF, KISW, WAQY, Medium 27 including WDOE, WLLZ, KPBI, KGOO, WTPA, WAPL, KATT, KJOT.

**BRIAN SPENCE** "Brothers" (Polydor/PolyGram) 27/5 (25/2)  
Adds: KUPD, KDJO, WAAF, KDJK, WAOR, Heavy 0, Medium 17 including WYFN, WLLZ, WRIF, KSHE, KGB, KOME, WEZZ, KZEL, WWWV.

**ROBIN TROWER** "Passion" (GNP Crescendo) 25/5 (20/4)  
Adds: KBCO, WPDH, WHTF, WKDF, WONE, Heavy 2: WMRY, KZEL, Medium 10 including WBAB, KSHE, KDJO, KNKN, WRQK, WTUE, KATP.

**DON DIXON** "Most Of The Girls Like To..." (Enigma) 25/3 (22/4)  
Adds: KBCO, WMRY, KSPN, Heavy 0, Medium 11 including WXRT, WHEB, WRDQ, WONE, WTUE, WXPX, KTCL, KTYD.

**DOKKEN** "Under Lock And Key" (Elektra) 23/5 (20/3)  
Adds: WBAB, WHJY, WRQK, WMMG, KQZZ, Heavy 3: KBPI, WOVE, KRKX, Medium 13 including KDJO, KGB, KOME, KWIC, KFMG, KILQ, KEZE, WGR.

**JOAN JETT & THE BLACKHEARTS** "Good Music" (Blackheart/CBS) 20/3 (20/0)  
Adds: WHJY, WHEB, WMMG, Heavy 4: WBCN, WLIR, WAAF, KRKX, Medium 10 including WBAB, WNEW, WXPX, WMMR, KZEW, KGB, WHFS.

## RADIO &amp; RECORDS NATIONAL AIRPLAY

## AOR TRACKS

## MOST ADDED

KINKS/Rock (77)  
ANN WILSON/Best (63)  
BRUCE HORNSBY & THE RANGE/Western (49)  
PETER GABRIEL/Time (42)  
STEVE WINWOOD/Back (26)  
BRUCE SPRINGSTEEN.../Because (25)  
ROBERT CRAY BAND/Smoking (24)  
BRUCE SPRINGSTEEN & THE E ST./Fire (24)  
VAN HALEN/Best (22)  
VAN HALEN/Rock (22)

## HOTTEST

STEVE MILLER BAND/World (54)  
BRUCE SPRINGSTEEN & THE E ST./War (52)  
BOSTON/Ready (46)  
PRETENDERS/Don't Get (39)  
BILLY IDOL/Lover (34)  
BRUCE HORNSBY & THE RANGE/The Way (26)  
GEORGIA SATELLITES/Keep (25)  
DON HENLEY/Who (25)  
KBC BAND/It's (23)  
GENESIS/Land (20)

## CHART CLIMBERS

## PAUL SIMON "Graceland" (WB) 100/12 (96/6)

Adds including WYFN, KDJQ, CFOX, WTPA, WQWE, KLAQ, WIMZ, KDJK, KFME, Heavy 24 including WBCN, CHOM, WLUP, WXRT, WCCC, WRXL, WWWW, KFMO, Medium 61 including WIYY, WBAB, WNEW, WXRK, WDFE, WKLS, KTXQ, WSHE, WLVO, KYYS, Remains at #32.

## BILLY SQUIER "Shot O' Love" (Capitol) 98/12 (87/15)

Adds including WBAB, KBPI, WYXX, WZZO, WEGR, WKXE, WLAV, KFMZ, Heavy 14 including WXRK, KZEW, KGB, KOME, KISS, KNAC, KQWB, KFMO, Medium 75 including WNEW, WDFE, WHJY, WKLS, KTXQ, WRIF, KORS, KSHE, KZAP, KROR, KROR, Moves 36-35.

## BILLY IDOL "Don't Need A Gun" (Chrysalis) 96/12 (85/11)

Adds including WBYY, WHJY, WLVO, KUPD, KGOV, WYXX, WLAV, WWWW, KRNA, Heavy 27 including WMMR, WXRT, 91X, KGB, KROR, WPDH, WEZX, WYFY, WAPL, KATP, Medium 50 including WIYY, WBAB, WNEW, WKLS, WZZO, WEZX, WYFY, WRXL, WROK, Moves 54-31.

## PETER GABRIEL "Big Time" (Geffen) 93/42 (49/31)

Adds including WBCN, WBAB, WMMR, WLVO, WHJY, WNOR, WLVO, KROR, KGB, KOME, Heavy 27 including WXRK, KTXQ, KZEW, WLUP, WXRT, 91X, WCCC, KILO, Medium 59 including WYXX, WPDH, WNOR, KORS, WCCC, KLBJ, KNAC, WKAT, KOZZ, Debuts at #39.

## BRUCE HORNSBY &amp; THE RANGE "On The Western Skyline" (RCA) 82/49 (32/17)

Adds including WBAB, WKLS, KZAP, KOME, WYXX, WPDH, WKQQ, WAPL, WROK, KODS, Heavy 22 including WXRK, KZEW, KBCO, KLOS, KSJO, WZZO, KILO, KZEL, Medium 52 including KTXQ, WNOR, KORS, WCCC, KLBJ, KNAC, WKAT, KOZZ, Debuts at #39.

## PAUL YOUNG "Some People" (Columbia) 78/12 (67/15)

Adds including WMMR, WHJY, WLVO, WTPA, WOUR, WYTY, Heavy 8: CHOM, 91X, WLIR, CHEZ, KAZY, KRNA, KSPN, KGRQ, Medium 55 including WBYY, WBAB, WNEW, WKLS, WSHE, WNOR, WXRT, WCCC, WKQQ, WKDF, Moves 51-43.

## KINKS "Rock 'N' Roll Cities" (MCA) 77/77 (0/0)

Adds including WIYY, WBAB, WMMR, WNOR, WRIF, WOFM, KROR, WYXX, WKDF, WRXL, Heavy 6: WBCN, WXRK, WPLR, WPDH, WMGM, KWHL, Medium 59 including WNEW, WDFE, WHJY, KYYS, KZAP, KOME, WZZO, WCCC, WOUR, KNAC, Debuts at #40.

## SMITHEREENS "Behind The Wall Of Sleep" (Enigma) 77/16 (66/9)

Adds including WYXX, WAQX, WAAF, KDJK, KLXP, WYXX, KRNA, KFME, Heavy 6: WBCN, WXRK, WOFM, WHFS, KILO, KTYD, Medium 53 including WNEW, WHJY, KORS, 91X, KGB, KROR, WCCC, WOUR, KNAC, Moves 52-48.

## CINDERELLA "Nobody's Fool" (Mercury/PolyGram) 73/8 (71/3)

Adds: Q107, WYXX, WTPA, KLBJ, WYXX, KODS, KOMP, KRNA, Heavy 9: WBCN, WBAB, KTXQ, KWIC, KDJK, KFME, KRXL, KRAL, KRDU, Medium 46 including WMMR, WSHE, WRIF, KSHE, KBPI, KGB, KOME, WCCC, WEZX, Remains at #45.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Because The Night" (Columbia) 70/25 (49/49)

Adds including WBYY, WBAB, WXRK, KBPI, KZAP, WPDH, KNAC, WROK, WTUE, WWCZ, Heavy 32 including WMMR, WDFE, WHJY, WXRT, KFOG, KROR, KOME, WCCC, WYFY, WRXL, Medium 36 including KTXQ, WNOR, WRIF, 91X, WZZO, WKDF, WKFE, KATP, KEZO, KKDJ, Moves 49-37.

## BOB SEGER &amp; THE SILVER... "Miami" (Capitol) 69/6 (66/9)

Adds: WSHE, KYYS, WLINZ, WKOZ, KMBY, WOJQ, Heavy 4: WBCN, WZZO, WAQX, KLBJ, Medium 55 including WIYY, WHJY, WKLS, WNOR, WRIF, KLOS, KGOV, WCCC, WEZX, WOUR, Moves 50-49.

## JOHN PARR "Blame It On The Radio" (Atlantic) 66/7 (60/9)

Adds: WXRK, Q107, WYFN, KGB, WCMF, WTUE, WOJQ, Heavy 6: KOME, WYXX, WPLR, KRXL, KRNA, KRQU, Medium 51 including WBAB, WNEW, WDFE, WHJY, WSHE, WLVO, KYYS, KSHE, KZAP, WEZX, Moves 56-51.

## ANN WILSON "The Best Man In The World" (Capitol) 64/63 (0/0)

Adds including WNEW, WKLS, WNOR, KBPI, WYXX, WCCC, WKRR, WKQQ, WRXL, WAPL, Heavy 9 including WHJY, KZEW, KUPD, KOME, WPLR, KILO, WMGM, Medium 47 including WBAB, WDFE, WSHE, WLUP, WLVO, KSHE, KGB, WZZO, WEZX, WYFY, WKDF, Debuts at #47.

## WORLD PARTY "Ship O' Fools" (Chrysalis) 64/9 (56/16)

Adds: WBCN, WBYY, WYXX, CFNY, WOUR, WRDU, WXL, KMDD, WBLM, Heavy 5 including KLBJ, WFNX, KRNA, KTYD, Medium 39 including WNEW, WXRT, KYYS, KROR, KROR, WPDH, KNAC, WTUE, KILO, WWWW, Debuts at #58.

## PRETENDERS "Room Full Of Mirrors" (Sire/WB) 57/16 (45/4)

Adds including WIYY, WXRK, WHJY, WLVO, KYYS, KNAC, WRXL, KZEL, WWWW, Heavy 17 including WMMR, WXRT, KROR, WHEB, WEZX, KISS, WONE, KTYD, Medium 36 including WNEW, KTXQ, WNOR, KZAP, 91X, KGB, WROK, KEZO, KILO, Moves 53-42.

## BILLY JOEL "This Is The Time" (Columbia) 56/17 (40/15)

Adds including WIYY, WBYY, WKLS, WKRR, WLAV, KEZO, WOUR, KFME, Heavy 21 including WBAB, KTXQ, CFOX, WCCC, WKQQ, WWCZ, KKDJ, KRNA, Medium 24 including WDFE, DC107, WPDH, WOUR, WRXL, WFBQ, KJOT, WRKI, Debuts at #60.

## HUEY LEWIS &amp; THE NEWS "Jacob's Ladder" (Chrysalis) 54/5 (53/2)

Adds: WBAB, KUPD, WOUR, WIMZ, WKDF, Heavy 26 including WMMR, WDFE, KFOG, KISW, WYXX, WKRR, KISS, KODS, WLAV, KILO, Medium 26 including WIYY, WRIF, KSHE, KOME, WCMF, KGGG, KATP, KJOT, KKDJ, Remains at #44.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Raise Your Hand" (Columbia) 50/20 (37/37)

Adds including KLOL, KOME, WPDH, KWIC, WIMZ, WROK, KODS, KLXP, KFMO, Heavy 24 including WXRK, WMMR, WDFE, KGB, WTUE, KILO, KKDJ, KFME, Medium 25 including WBAB, KTXQ, WRIF, KORS, 91X, WZZO, WKDF, KEZO, KJOT, KRNA, Moves 58-46.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Seeds" (Columbia) 34/11 (26/26)

Adds including WBAB, KLOL, KZAP, 91X, KNAC, WLINZ, WKOZ, WOT, Heavy 16 including WNEW, WMMR, WDFE, WLZ, KGB, KROR, KILO, KTYD, Medium 18 including Q107, KTXQ, WNOR, WZZO, WEZX, WTKX, KEZO, KFME, Debuts at #60.

## NEW &amp; ACTIVE

## ZEBRA "Can't Live Without" (Atlantic) 48/5 (43/9)

Adds: KOJO, KLBJ, KMJX, WKOF, WRKI, Powers 1: Heavy 2: WCCC, WHMO, Medium 28 including WBAB, WNEW, KOME, WYXX, WPDH, KNAC, KISS, WKXE, KILO, KNAC.

## DAVID LEE ROTH "That's Life" (WB) 47/8 (39/14)

Adds: CFOX, WHEB, WAQX, WAAF, WKGR, KATP, WHMO, KQWB, Powers 1: Heavy 2: WNOR, WYFN, Medium 31 including WMMR, WHJY, WSHE, KBPI, KGB, WZZO, WCCC, WKRR, KDJK, KLXP.

## VAN HALEN "Rock &amp; Roll" (WB) 43/22 (22/22)

Adds including WBCN, WBAB, WNEW, WXRK, KSHE, KOME, WPDH, WOUR, KMJX, Heavy 7 including WYXX, WKOD, KISS, KNAC, KRXL, Medium 30 including WMMR, WHJY, KTXQ, WRIF, KGB, KNAC, WAPL, KOZZ.

## EURYTHMICS "Thorn In My Side" (RCA) 43/2 (44/5)

Adds: WTPA, KGRQ, Powers 1: Heavy 7: KBCO, WLIR, WPLR, KAZY, KZEL, WHMO, KTYD, Medium 25 including WXRK, KROR, 91X, KNAC, WLAV, KDJK, KRNA, KTYD.

## KBC BAND "America" (Arista) 40/12 (29/6)

Adds including WBAB, WLZ, KBCO, WTR, WHEB, KLBJ, KNAC, KILO, Heavy 12 including KFOG, KROR, KOME, KSJO, WAQX, WAPL, KAZY, WWWW, Medium 19 including DC101, KGOV, KZAP, WYXX, WEZX, KISS, WTUE, KATP, KFME.

## EUROPE "The Final Countdown" (Epic) 39/8 (31/9)

Adds: KOME, KSJO, WCCC, WTKX, KJOT, KMBY, KQWB, KZOO, Heavy 0: Medium 20 including WXRK, WSHE, WQFM, KGB, WYXX, KNAC, KDJK, WGIR, KRNA.

## TINA TURNER "Overnight Sensation" (Capitol) 36/6 (33/12)

Adds: WKQQ, KSTM, WQBK, WRKI, WHMD, KQWB, Heavy 5 including WXRT, WPLR, KPOL, Medium 29 including WNEW, KTXQ, WNOR, KZAP, WCCC, WOUR, WKDF, KGGG, KEZO, KILO.

## TIMBUX3 "Life Is Hard" (IRS/MCA) 35/20 (15/3)

Adds including KTXQ, 91X, WROK, KEZO, KJOT, KZEL, KKDJ, KLXP, WRKI, Heavy 4: WQFM, KLBJ, WLAV, KAZY, Medium 25 including WBYY, KZEW, KBCO, KFOG, WHCN, KILO, KOZZ, KTYD.

## VAN HALEN "Best Of Both Worlds" (WB) 32/22 (11/9)

Adds including WBAB, WEBS, KSHE, WKDF, KLXP, WRKI, WGIR, KRNA, KFME, Heavy 2 including KISS, Medium 20 including WLZ, KBPI, KGOV, WPLR, KBAT, WAPL, KMDD, KJOT.

## RAINMAKERS "Downstream" (Mercury/PolyGram) 31/3 (31/3)

Adds: KNAC, WLINZ, WKOZ, Heavy 1: WMYR, Medium 21 including WXRT, KYYS, WHEB, WQWE, WKDF, WAPL, KGGG, KODS, KZEL.

## KANSAS "Power" (MCA) 30/5 (25/7)

Adds: WHCN, KBAT, WTUE, KRSP, KATP, Heavy 3: KISS, WAPL, KWHL, Medium 23 including KORS, KROR, KLBJ, KGGG, KODS, KJOT, KZEL, KFME.

## STEVE MILLER BAND "Nobody But You Baby" (Capitol) 28/11 (19/8)

Adds including WLZ, WAQX, WHTF, KNAC, WAPL, KZEL, KATP, KFMO, KWHL, Heavy 8 including WQFM, KROR, KMDD, WROK, WWWW, Medium 20 including KTXQ, KZEW, KORS, KLOS, KGOV, KATP, WGIR, KFME.

## BRIAN SPENCE "Hear It From The Heart" (Polydor/PolyGram) 27/5 (25/2)

Adds: KUPD, KDJQ, WAAF, KOJK, WAOR, Heavy 0: Medium 17 including WLZ, WRIF, KSHE, KGB, KOME, WEZX, KZEL, WWWW.

## DON DIXON "Praying Mantle" (Enigma) 24/3 (21/3)

Adds: KBCO, WMYR, KSPN, Heavy 0: Medium 10 including WXRT, WHEB, WRDU, WONE, WTUE, KTYD.

## ROBIN TROWER "No Time" (GNP Crescendo) 23/7 (16/5)

Adds: KBCO, WPDH, WHTF, KNAC, WKDF, WONE, KAZY, Heavy 0: Medium 11 including WBAB, KSHE, KDJQ, WROK, WTUE, KZEL, KATP, WZEW.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Tenth Avenue Freeze-Out" (Columbia) 23/4 (28/28)

Adds: KSHE, KKDJ, WKLT, WZZO, Powers 1: Heavy 9 including WLZ, KROR, CFOX, WRXL, KPOL, KMBY, WGIR, KWHL, Medium 11 including Q107, WRIF, KUPD, WHEB, WCMF, WHTF, WWCK, WKQZ.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Cadillac Ranch" (Columbia) 22/7 (25/25)

Adds: Q107, KSHE, WPDH, WKGR, KKDJ, KATP, KWHL, Heavy 10 including WNEW, WLVO, WLZ, KROR, WRXL, WXL, Medium 10 including WBYY, WRIF, WOVE, WWCK, KDJK, WKLT.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "Thunder Road" (Columbia) 22/6 (24/24)

Adds: KZEW, WLZ, KSHE, WTPA, KEZE, KKGR, Powers 2: Heavy 12 including WXRT, WEBS, KROR, WRXL, WLAV, WKFM, Medium 9 including WBYY, Q107, WRIF, KUPD, WHCN, WWCK, WKLT, KTYD.

## DOKKEN "Will The Sun Rise" (Elektra) 22/5 (19/3)

Adds: WBAB, WHJY, WROK, WMGM, KOZZ, Heavy 2: WOVE, KRXL, Medium 13 including KDJQ, KGB, KOME, KWIC, KFME, KILO, KEZE, WGIR.

## IGGY POP "Real Wild Child" (A&amp;M) 21/13 (7/2)

Adds including WKLS, WLZ, KDJQ, 91X, WKLC, WDMA, CHEZ, WLAV, KILO, Heavy 6 including WXRK, KROQ, WHFS, CFNY, Medium 10 including WBAB, WBRU, WXRT, KSTM.

## OMD "Forever Live And Die" (A&amp;M) 20/3 (21/0)

Adds: KBCO, KMET, WHMD, Powers 1: Heavy 10: CHOM, WXRT, KTCZ, KROQ, CFOX, CHEZ, CFNY, KKCY, KGRQ, KTYD, Medium 8 including KBPI, 91X, WKGR, WQBK, WFNX, KEZI, KSPN.

## GLASS TIGER "Someday" (Manhattan) 20/1 (23/3)

Adds: WIMZ, Powers 1: Heavy 7: KLAQ, WXL, WWCZ, WHMD, KRNA, WZZO, KGRQ, Medium 11 including WSHE, KTCZ, WPLR, WAAF, WKDF, KGGG, KFME.

## JOAN JETT &amp; THE BLACKHEARTS "Roadrunner" (Blackheart/CBS) 19/7 (12/1)

Adds: WBCN, WNEW, WMMR, WHJY, WLIR, WHEB, WMGM, Heavy 4 including WAAF, KRXL, Medium 10 including WBAB, WXRK, KZEW, KGB, WHFS, WONE, KROU.

## STEVE MILLER BAND "I Wanna Be Loved But By Only You" (Capitol) 19/7 (12/3)

Adds including WLAV, KKDJ, WKFM, WYXX, Heavy 4 including KROR, KOME, KLBJ, Medium 15 including WEBS, KZAP, WHCN, WQFM, WRDU, WONE, WROK, KILO.

## OUTLAWS "One Last Ride" (Pasha/CBS) 18/8 (11/1)

Adds including WNEW, KNAC, KSTM, KLXP, KATP, WRUF, KOZZ, Heavy 1: WYFN, Medium 11 including KTCZ, WYFY, WEGR, WONE, WTUE, KILO, KZEL.

## BOSTON "Hollyann" (MCA) 18/1 (18/1)

Adds: WHCN, Powers 1: Heavy 10: KLOL, WYFY, WKOD, KODS, WLAV, WLINZ, KPDI, WQBK, KRXL, KWHL, Medium 8 including WBYY, WKLS, WAAF, WKDF, WROK, KIOT, WWTB.

## BRUCE SPRINGSTEEN &amp; THE E STREET BAND "The River" (Columbia) 17/7 (16/16)

Adds: WIYY, KTCZ, KBCO, WKLC, WYXX, KEZE, KGRQ, Heavy 6 including WTPA, WDFE, WXL, Medium 10 including WRIF, KUPD, WEZX, WWCK, KDJK, WWTB, WKLT.

## LOVE &amp; ROCKETS "All In My Mind" (Big Time/RCA) 15/4 (11/8)

Adds: 91X, KKCY, WXRK, KRDU, Heavy 2: WHFS, KTYD, Medium 8 including KROR, KAZY, WQBK, WFNX, KATP.

## TOBY REDD "Everytime I Run" (Nemperor/RCA) 15/3 (13/5)

Adds: KNAC, WYXX, WOT, Heavy 1: WRIF, Medium 8 including WLZ, KROR, WOVE, WLINZ, KZEL, KATP.

## BON JOVI "Livin' On A Prayer" (Mercury/PolyGram) 15/2 (14/3)

Adds: WDMA, WAQX, Powers 2: Heavy 8: WNEW, WXRK, WEBS, KBPI, KUPD, KISS, KILO, WRKI, Medium 6 including WBAB, WYFN, KNAC, WQFM, WKXE.

## AOR ALBUMS

## MOST ADDED

ROBERT CRAY BAND (24)  
JASON & THE SCORCHERS (20)  
VAN HALEN (18)  
TIMBUX3 (15)  
PAUL YOUNG (15)  
BILLY JOEL (15)  
PETER GABRIEL (14)  
BILLY SQUIER (12)  
PAUL SIMON (12)  
BRUCE SPRINGSTEEN & THE E ST. (12)

## HOTTEST

BOSTON (63)  
BRUCE SPRINGSTEEN & THE E ST. (56)  
STEVE MILLER BAND (54)  
PRETENDERS (46)  
BILLY IDOL (34)  
COLOR OF MONEY (31)  
BRUCE HORNSBY & THE RANGE (27)  
KBC BAND (26)  
GEORGIA SATELLITES (25)  
GENESIS (20)

## NEW &amp; ACTIVE

Continued from Page 86

## LOVE &amp; ROCKETS "Express" (Big Time/RCA) 18/3 (15/6)

Adds: KKCY, WXRK, KRDU, Powers 1: Heavy 3: WHFS, WLIR, KTYD, Medium 10 including WXRT, KROQ, 91X, CFNY, KAZY, WQBK, WFNX, KATP.

## WOODEN TOPS "Giant" (Columbia) 17/3 (14/1)

Adds: KBCO, KLXP, KZOO, Heavy 3: KTCZ, WLIR, KTYD, Medium 8 including WXRT, KRQO, WHFS, WMYR, KSTM, WFNX, KTYD.

## JOHNNY WINTER "3rd Degree" (Alligator) 17/1 (16/3)

Adds: WHTF, Heavy 1: WMYR, Medium 8: WXRT, KDJQ, WHFS, K'CT, KILO, KZEL, KATP, KTYD.

## TOBY REDD "In The Light" (Nemperor/RCA) 15/3 (13/5)

Adds: KNAC, WWCK, WOT, Heavy 1: WRIF, Medium 8 including WLZ, KROR, WOVE, WLINZ, KZEL, KATP, KRXL.









CHR PARALLEL ONE PLAYLISTS

7.93 Atlanta OMPD: Bob Case MD: Lindsey Burdette

WINZ-FM Miami PD: Gabe Baptiste Asst. PD/MD: Mark Shands

94-Q Atlanta PD: Jim Morrison MD: Jeff McCartney

MIDWEST PD: Rick Gillette MD: Mark Jackson

KHTR 103.3 St. Louis Ops. Manager: Dave Robbins MD: Mark Todd

WBEM-FM 89.5 Chicago PD: Buddy Scott MD: Joe Bohannon

100 Miami PD: Rick Stacy Asst. PD/MD: Frank Amadeo

Kiss Dallas PD: Kevin Metheny MD: Marcie Guckan

KKBQ Houston PD: John Lander Asst. PD: Ron Parker

Q102 Cincinnati Ops. Manager: Jim Fox MD: Dave Allen

KDWB 107.1 Minneapolis Asst. PD/MD: Don Michaels

795.5 Detroit PD: Brian Patrick MD: Kathy Means

B97 New Orleans MD: Greg Rolling

WVNZ Norfolk PD: Chris Hall MD: Mary Ann Rayment

99.7 Atlanta WARM PD: Steve Davis MD: Steve Wyrostok

WNCI 97.9 Columbus PD: Bill Richards Asst. PD/MD: Michael J. Fox

94.1 Columbus PD: Adam Cook MD: Kevin Haines

106.5 KWK St. Louis PD: Wayne Richards MD: Kim Pool

B97 New Orleans MD: Greg Rolling

WVNZ Norfolk PD: Chris Hall MD: Mary Ann Rayment

Q103 Tampa Ops. Manager: Mason Dixon MD: Bobby Rich

WTKT Milwaukee PD: Tim Fox MD: Denise Laurin

94.1 Columbus PD: Adam Cook MD: Kevin Haines

106.5 KWK St. Louis PD: Wayne Richards MD: Kim Pool







PARALLELS

Please note, frozen playlists are indicated with an "F" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

239 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song

Table showing regional reach (100/25) and 44% national summary for John Doe's hit song.

EXAMPLE

100/25 = 100 CHR reporting stations on this week including 25 new adds.

44% = Percentage of this week's reporters playing it.

Regional Reach = Percentage of reporters playing the song within each region.

- Up 51 - Number of stations moving 5 or up on the charts.
Debuts 20 - Number of stations reporting the song this week.
Same 4 - Number of stations reporting no movement this week.
Down 0 - Number of stations moving it down on their charts.
Adds 26 - Total number of stations adding it this week.

GREGORY ABBOTT Shake You Down (Columbia) LP: Gregory Abbott

Table showing regional reach (194/27) and 81% national summary for Gregory Abbott's hit song.

Table showing regional reach (13/10) and 93% national summary for Peter Cetera's hit song.

Table showing regional reach (13/10) and 93% national summary for Peter Cetera's hit song.

Table showing regional reach (13/10) and 93% national summary for Peter Cetera's hit song.

Table showing regional reach (13/10) and 93% national summary for Peter Cetera's hit song.

Table showing regional reach (13/10) and 93% national summary for Peter Cetera's hit song.

Table showing regional reach (13/10) and 93% national summary for Peter Cetera's hit song.

Gregory Abbott Continued: Station and song data for various markets.

BANGLES Walk Like An Egyptian (Columbia) LP: Different Light: Station and song data.

Regional Summary for BANGLES: Reach 9, Debuts 12, Same 1, Adds 5.

Regional Summary for John Doe: Reach 100, Debuts 25, Same 4, Adds 26.

Regional Summary for Gregory Abbott: Reach 194, Debuts 27, Same 4, Adds 26.

Regional Summary for Peter Cetera: Reach 13, Debuts 10, Same 1, Adds 2.

Peter Cetera w/ Amy Grant The Next Time I Fall (Full Moon/WB) LP: Softside/Saltire: Station and song data.

Regional Summary for Peter Cetera w/ Amy Grant: Reach 13, Debuts 10, Same 1, Adds 2.

Regional Summary for Peter Cetera w/ Amy Grant: Reach 13, Debuts 10, Same 1, Adds 2.

Peter Cetera Continued: Station and song data for various markets.

Regional Summary for Peter Cetera: Reach 13, Debuts 10, Same 1, Adds 2.

Regional Summary for Peter Cetera: Reach 13, Debuts 10, Same 1, Adds 2.

Regional Summary for Peter Cetera: Reach 13, Debuts 10, Same 1, Adds 2.

Regional Summary for Peter Cetera: Reach 13, Debuts 10, Same 1, Adds 2.

CINDERELLA Nobody's Fool (Mercury/PolyGram) LP: Night's Son: Station and song data.

Regional Summary for Cinderella: Reach 61, Debuts 26, Same 2, Adds 9.

Regional Summary for Cinderella: Reach 61, Debuts 26, Same 2, Adds 9.

Regional Summary for Cinderella: Reach 61, Debuts 26, Same 2, Adds 9.

DAVID & DAVID To The Boomtown (A&M) LP: Boomtown

Regional Summary for David & David: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for David & David: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for David & David: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for David & David: Reach 6, Debuts 6, Same 0, Adds 7.

CHICO DeBARGE Talk To Me (Motown) LP: Chic DeBarge: Station and song data.

Regional Summary for Chico DeBarge: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Chico DeBarge: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Chico DeBarge: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Chico DeBarge: Reach 6, Debuts 6, Same 0, Adds 7.

Duran Duran Continued: Station and song data for various markets.

Regional Summary for Duran Duran: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Duran Duran: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Duran Duran: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Duran Duran: Reach 6, Debuts 6, Same 0, Adds 7.

SAMANTHA FOX Touch Me (I Want Your Body) LP: Touch Me (Jive/RCA): Station and song data.

Regional Summary for Samantha Fox: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Samantha Fox: Reach 6, Debuts 6, Same 0, Adds 7.

Regional Summary for Samantha Fox: Reach 6, Debuts 6, Same 0, Adds 7.

PARALLELS

Georgia Satellites Continued

PETER GABRIEL Big Time (Geffen) LP So. Regional Reach: E 238, S 148, W 728, M 298. Summary: UP 1, DEBUTS 9, SAME 0, DOWN 0, ADDS 31.

GLASS TIGER Someday (Manhattan) LP: The Thin Red Line. Regional Reach: E 878, S 828, M 818, W 698. Summary: UP 132, DEBUTS 10, SAME 20, DOWN 1, ADDS 7.

BRUCE HORNBY & THE RANGE The Way It Is (RCA) LP: The Way It Is. Regional Reach: E 978, S 978, M 908, W 1008. Summary: UP 210, DEBUTS 0, SAME 22, DOWN 2, ADDS 1.

JANET JACKSON Control (A&M) LP Control. Regional Reach: E 858, S 828, M 818, W 928. Summary: UP 148, DEBUTS 24, SAME 18, DOWN 0, ADDS 12.

JETS You Got It All (MCA) LP: The Jets. Regional Reach: E 378, S 448, M 168, W 498. Summary: UP 5, DEBUTS 16, SAME 37, DOWN 0, ADDS 29.

GENESIS Land of Confusion (Atlantic) LP: Invisible Touch. Regional Reach: E 888, S 878, M 888, W 828. Summary: UP 177, DEBUTS 6, SAME 10, DOWN 0, ADDS 4.

Regional Summary: UP 132, DEBUTS 10, SAME 20, DOWN 1, ADDS 7.

Regional Summary: UP 210, DEBUTS 0, SAME 22, DOWN 2, ADDS 1.

Regional Summary: UP 148, DEBUTS 24, SAME 18, DOWN 0, ADDS 12.

Regional Summary: UP 5, DEBUTS 16, SAME 37, DOWN 0, ADDS 29.

Regional Reach: E 888, S 878, M 888, W 828. Summary: UP 177, DEBUTS 6, SAME 10, DOWN 0, ADDS 4.

Regional Summary: UP 132, DEBUTS 10, SAME 20, DOWN 1, ADDS 7.

Regional Summary: UP 210, DEBUTS 0, SAME 22, DOWN 2, ADDS 1.

Regional Summary: UP 148, DEBUTS 24, SAME 18, DOWN 0, ADDS 12.

Regional Summary: UP 5, DEBUTS 16, SAME 37, DOWN 0, ADDS 29.

Regional Reach: E 888, S 878, M 888, W 828. Summary: UP 177, DEBUTS 6, SAME 10, DOWN 0, ADDS 4.

Regional Summary: UP 132, DEBUTS 10, SAME 20, DOWN 1, ADDS 7.

Regional Summary: UP 210, DEBUTS 0, SAME 22, DOWN 2, ADDS 1.

Regional Summary: UP 148, DEBUTS 24, SAME 18, DOWN 0, ADDS 12.

Regional Summary: UP 5, DEBUTS 16, SAME 37, DOWN 0, ADDS 29.

DARYL HALL Polish Pine (RCA) LP: Three Hearts in The Happy Ending Machine

Regional Reach: E 798, S 738, M 798, W 638. Summary: UP 128, DEBUTS 6, SAME 26, DOWN 2, ADDS 11.

Regional Summary: UP 128, DEBUTS 6, SAME 26, DOWN 2, ADDS 11.

Regional Summary: UP 178, DEBUTS 3, SAME 25, DOWN 5, ADDS 5.

Regional Summary: UP 178, DEBUTS 3, SAME 25, DOWN 5, ADDS 5.

Regional Summary: UP 30, DEBUTS 33, SAME 30, DOWN 0, ADDS 27.

GEORGIA SATELLITES Keep Your Hands To Yourself (Elektra) LP: Georgia Satellites. Regional Reach: E 338, S 388, M 298, W 208. Summary: UP 10, DEBUTS 10, SAME 22, DOWN 0, ADDS 35.

Regional Summary: UP 10, DEBUTS 10, SAME 22, DOWN 0, ADDS 35.

Regional Summary: UP 178, DEBUTS 3, SAME 25, DOWN 5, ADDS 5.

Regional Summary: UP 178, DEBUTS 3, SAME 25, DOWN 5, ADDS 5.

Regional Summary: UP 30, DEBUTS 33, SAME 30, DOWN 0, ADDS 27.

PARALLELS

DON JOHNSON Heartache Away (Epic) LP: Heartbeat

Regional Reach: E 198, S 324, M 538, W 333. National Summary: UP 52, DEBITS 8, SAME 37, DOWN 0, ADDS 19.

Table with station call letters and program names for Don Johnson's album across various markets.

HOWARD JONES You Know I Love You... Don't You (Elektra) LP: One To One

Regional Reach: E 924, S 558, M 904, W 924. National Summary: UP 186, DEBITS 5, SAME 13, DOWN 1, ADDS 8.

Table with station call letters and program names for Howard Jones' album across various markets.

KANSAS All I Wanted (MCA) LP: Power

Regional Reach: E 754, S 718, M 598, W 654. National Summary: UP 92, DEBITS 25, SAME 27, DOWN 0, ADDS 7.

Table with station call letters and program names for Kansas' album across various markets.

BEN E. KING Stand By Me (Atlantic) LP: Stand By Me Soundtrack

Regional Reach: E 578, S 598, M 644, W 714. National Summary: UP 117, DEBITS 13, SAME 37, DOWN 5, ADDS 47.

Table with station call letters and program names for Ben E. King's album across various markets.

KOOL & THE GANG Victory (Mercury/PolyGram) LP: Forever

Regional Reach: E 958, S 584, M 698, W 718. National Summary: UP 106, DEBITS 2, SAME 24, DOWN 0, ADDS 19.

Table with station call letters and program names for Kool & the Gang's album across various markets.

STACY LATTISAW Nail It To The Wall (Motown) LP: Take Me All The Way

Regional Reach: E 598, S 598, M 618, W 618. National Summary: UP 32, DEBITS 5, SAME 33, DOWN 0, ADDS 4.

Table with station call letters and program names for Stacy Lattisaw's album across various markets.

Cyndi Lauper Continued

Regional Reach: E 318, S 418, M 438, W 478. National Summary: UP 18, DEBITS 7, SAME 14, DOWN 2, ADDS 17.

Table with station call letters and program names for Cyndi Lauper's album across various markets.

STACY LATTISAW Nail It To The Wall (Motown) LP: Take Me All The Way

Regional Reach: E 598, S 598, M 618, W 618. National Summary: UP 32, DEBITS 5, SAME 33, DOWN 0, ADDS 4.

Table with station call letters and program names for Stacy Lattisaw's album across various markets.

PAUL MCCARTNEY Stranglehold (Capitol) LP: Press To Play

Regional Reach: E 378, S 214, M 234, W 394. National Summary: UP 17, DEBITS 10, SAME 34, DOWN 0, ADDS 4.

Table with station call letters and program names for Paul McCartney's album across various markets.

MIAMI SOUND MACHINE Falling In Love (Uh-Oh) (Epic) LP: Primitive Love

Regional Reach: E 624, S 548, M 598. National Summary: UP 50, DEBITS 20, SAME 34, DOWN 2, ADDS 29.

Table with station call letters and program names for Miami Sound Machine's album across various markets.

PARALLELS

ROBBIE NEVIL

C'est La Vie (Manhattan) LP: Robbie Nevil

Regional Summary table for Robbie Nevil with columns for Regional, Reach, and Summary.

Main chart for Robbie Nevil showing regional and national data with station call letters and percentages.

Billy Ocean Continues

Regional Summary table for Billy Ocean.

OMD

(Forever) Live And Die (Virgin/A&M) LP: The Pacific Age

Regional Summary table for OMD.

Main chart for OMD showing regional and national data with station call letters and percentages.

POINTER SISTERS

Goldmine (RCA) LP: Hat Together

Regional Summary table for Pointer Sisters.

Main chart for Pointer Sisters showing regional and national data with station call letters and percentages.

LIONEL RICHIE

Love Will Conquer All (Motown) LP: Dancing On The Ceiling

Regional Summary table for Lionel Richie.

Main chart for Lionel Richie showing regional and national data with station call letters and percentages.

BOB SEGER & THE SILVER BULLET BAND

Miami (Capitol) LP: Like A Rock

Regional Summary table for Bob Seger & The Silver Bullet Band.

Main chart for Bob Seger & The Silver Bullet Band showing regional and national data with station call letters and percentages.

BILLY OCEAN

Love Is Forever (Live/Arista) LP: Love Zone

Regional Summary table for Billy Ocean.

Main chart for Billy Ocean showing regional and national data with station call letters and percentages.

BENJAMIN ORR

Stay The Night (Elektra) LP: The Lace

Regional Summary table for Benjamin Orr.

Main chart for Benjamin Orr showing regional and national data with station call letters and percentages.

PRETENDERS

Don't Get Me Wrong (Sire/WB) LP: Get Close

Regional Summary table for Pretenders.

Main chart for Pretenders showing regional and national data with station call letters and percentages.

Run-D.M.C.

You Be Illin' (Profile) LP: Raising Hell

Regional Summary table for Run-D.M.C.

Main chart for Run-D.M.C. showing regional and national data with station call letters and percentages.

CARLY SIMON

Coming Around Again (Arista) LP: Heartburn Soundtrack

Regional Summary table for Carly Simon.

Main chart for Carly Simon showing regional and national data with station call letters and percentages.



PARALLELS

SIGNIFICANT ACTION

B

ANITA BAKER Caught Up In The Rapture (Elektra) LP: Rapture

Table with radio call letters and station names for Anita Baker's album.

BURNS SISTERS BAND I Wonder Who's Out Tonight (Columbia) LP: Burns Sisters Band

Table with radio call letters and station names for Burns Sisters Band's album.

COMMODORES Goin' To The Bank (Polydor/PolyGram)

Table with radio call letters and station names for Commodores' album.

DEAD OR ALIVE Brand New Lover (Epic) LP: Mad, Bad And Dangerous To Know

Table with radio call letters and station names for Dead Or Alive's album.

JOHN FOGERTY Change In The Weather (WB) LP: Eye Of The Zombie

Table with radio call letters and station names for John Fogerty's album.

ARETHA FRANKLIN Jimmy Lee (Arista) LP: Aretha

Table with radio call letters and station names for Aretha Franklin's album.

Table with radio call letters and station names for Frank Sinatra's album.

BOB GELDOF This Is The World Calling (Atlantic) LP: Deep In The Heart Of Nowhere

Table with radio call letters and station names for Bob Geldof's album.

DEBBIE HARRY French Kissin' (Geffen) LP: Rockband

Table with radio call letters and station names for Debbie Harry's album.

HUMAN LEAGUE I Need Your Loving (A&M) LP: Crash

Table with radio call letters and station names for Human League's album.

FREDDIE JACKSON Tasty Love (Capitol) LP: Just Like The First

Table with radio call letters and station names for Freddie Jackson's album.

JESSE JOHNSON w/SLY STONE Crazy (A&M) LP: Shockadelica

Table with radio call letters and station names for Jesse Johnson's album.

GRACE JONES I'm Not Perfect (But I'm Perfect...) LP: Inside Story (Manhattan)

Table with radio call letters and station names for Grace Jones' album.

KBC BAND It's Not You, It's Not Me (Arista) LP: KBC Band

Table with radio call letters and station names for KBC Band's album.

LABAN Love In Siberia (Critique)

Table with radio call letters and station names for Laban's album.

JEFF LORBER & KARYN WHITE Facts Of Love (WB) LP: Private Passion

Table with radio call letters and station names for Jeff Lorber & Karyn White's album.

STEVE MILLER BAND I Want To Make The World (Capitol) LP: Living In The 20th Century

Table with radio call letters and station names for Steve Miller Band's album.

N

NU SHOZ Don't Let Me Be The One (Atlantic) LP: Poolside

Table with radio call letters and station names for Nu Shooz's album.

JOHN PARR Blame It On The Radio (Atlantic) LP: Running The Endless Mile

Table with radio call letters and station names for John Parr's album.

PET SHOP BOYS Suburbia (EMI America) LP: Please

Table with radio call letters and station names for Pet Shop Boys' album.

READY FOR THE WORLD Love You Down (MCA) LP: Long Time Coming

Table with radio call letters and station names for Ready For The World's album.

DAVID LEE ROTH That's Life (WB) LP: Eat 'Em And Smile

Table with radio call letters and station names for David Lee Roth's album.

S

SECRET TIES Dancin' In My Sleep (Night Waves) LP: None

Table with radio call letters and station names for Secret Ties' album.

PAUL SIMON Graceland (WB) LP: Graceland

Table with radio call letters and station names for Paul Simon's album.

BILLY SQUIER Shot O' Love (Capitol) LP: Enough Is Enough

Table with radio call letters and station names for Billy Squier's album.

VAN HALEN Best Of Both Worlds (WB) LP: 5150

Table with radio call letters and station names for Van Halen's album.

W

ANN WILSON The Best Man In The World (Capitol) LP: The Golden Child Soundtrack

Table with radio call letters and station names for Ann Wilson's album.

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS.

No records qualified for CHR Breaker status this week.

NEW & ACTIVE

**TINA TURNER "Two People" (Capitol) 139/59**  
 Moves: Up 8, Debuts 30, Same 42, Down 0, Adds 26 including CKOI, PWR97, Y100, 92X, 99DXT, WL0L, KIIS, KMJK, KLBB, B96 36-29, KPZZ 31-27, KFRM 30-26, WFRS 39-34, WYXX 34-25, KNAN 31-23.

**MIAMI SOUND MACHINE "Falling In Love (Uh-Oh)" (Epic) 133/29**  
 Moves: Up 50, Debuts 20, Same 34, Down 0, Adds 29 including 94.0, B96, Z95, 99DXT, Y100, KUBE, WFLY, K98, WL0L 34-30, KS103 26-22, WERZ 38-31, WINK 35-26, KBFM 19-8, WRON 31-11, KCPX 40-33. See Parallels, debuts at number 39 on the CHR chart.

**CARLY SIMON "Coming Around Again" (Arista) 129/34**  
 Moves: Up 33, Debuts 18, Same 42, Down 0, Adds 26 including WKES, CKOI, WCAU, WNVZ, Q105, 99DXT, WKTI, KDWB, WKKE, WKXS 35-29, 94Q 22-16, KMEL 35-30, KATD 30-26, WSPK 35-27, 95XL 17-13.

**BILLY JOEL "This Is The Time" (Columbia) 128/27**  
 Moves: Up 30, Debuts 33, Same 38, Down 0, Adds 27 including WCYZ, KWOD, KS103, 93Q, WKQB, WOKI, WDLX, KLUC, Y94, WPHD 30-25, PWR97 32-28, WFRS 40-34, KHTR 31-28, KATD 33-29, 98PX 40-34.

**DAVID & DAVID "Welcome To The Boomtown" (A&M) 118/7**  
 Moves: Up 55, Debuts 6, Same 44, Down 0, Adds 7, WKES, WGGZ, KZZB, WABB, WBAW, WMEC, KNIN, 94Q 11-10, WMM5 10-7, WCYZ 30-27, WKL 13-10, WL0L 15-10, K98 28-24, WANS 29-25, KZZU 14-10.

**CYNDI LAUPER "Change Of Heart" (Portrait/CBS) 94/94**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 34 including B104, 94Q, PWR97, Z93, KTCS, 93FM, Y100, B97, B96, WMM5, WCYZ, KBEO, KHTR, KIIS, KKRZ.

**BENJAMIN DRR "Stay The Night" (Elektra) 90/19**  
 Moves: Up 23, Debuts 20, Same 28, Down 0, Adds 19 including 99DXT, KHTR, 93Q, WPST, WRCK, Q106, G105, 94Z, PWR97 24-19, KWK 16-12, Y108 23-18, WERZ 36-28, WFRS 37-30, WKDD 6-5, WNCX 20-15.

**CHICAGO "Will You Still Love Me?" (WB) 90/13**  
 Moves: Up 32, Debuts 19, Same 26, Down 0, Adds 13 including WAVA, KIIS, WKEE, WSKZ, 94Z, WQID, B98, Q104, KZOO, WYAO 33-35, B106 29-26, KHTR 32-29, WKSJ 29-24, KIYS 37-30, WQOM 22-14.

**JETS "You Got It All" (MCA) 87/29**  
 Moves: Up 5, Debuts 18, Same 27, Down 0, Adds 19 including WKES, PRO-FM, B106, KS103, KATD, KWSS, KC101, WDXJ, WKZL, KIJK, KRBE 38-35, B97 30-27, FM102 4-23, KBFM 37-33, 194 23-13.

**BILLY VERA & THE BEATERS "At This Moment" (Rhino) 83/34**  
 Moves: Up 20, Debuts 13, Same 15, Down 1, Adds 34 including 94Q, Q105, B96, Z95, KS103, KMEL, KWSS, WVIC, WANS, WJMX, WAVA 29-18, WNVZ 27-21, KBEO 13-10, KKRZ 21-11, KATD 5-3.

**PAUL YOUNG "Some People" (Columbia) 78/19**  
 Moves: Up 3, Debuts 16, Same 27, Down 0, Adds 19 including WKES, KHTR, K104, KZZB, WROO, KWES, KF95, KQMO, WPHD 8-36, PWR97 27-24, WFRS 35-32, WMM5 39-36, KWK 34-31, WAMM 4-25, OK95 38-31.

**RUN D.M.C. "You Be Illin'" (Profile) 78/13**  
 Moves: Up 35, Debuts 4, Same 23, Down 3, Adds 13 including CKOI, WCAU, 93FM, WNVZ, KIIS, WAPE, KCMQ, KFMM, WAVA 15-12, Y100 7-3, KZZP 8-4, KATD 17-7, KWSS 23-15, WKQB 23-16, KZZU 6-2, KMGX 9-2.

**GEORGIA SATELLITES "Keep Your Hands To Yourself" (Elektra) 74/35**  
 Moves: Up 7, Debuts 10, Same 22, Down 0, Adds 19, Q104 38-35, WBSB 24-20, OK95 33-27.

**STACY LATTISAW "I Need Your Loving" (A&M) 71/19**  
 Moves: Up 23, Debuts 5, Same 33, Down 0, Adds 4, CKOI, B106, 100KH, KZOO, WKXS 27-22, KIIS 33-26, FM102 15-10, Q100 34-29, WSPK 32-24, WKOB 27-19, 94Z 30-34, 194 11-9, Q104 32-28, WPFM 24-19, WAZY 40-35.

**DON JOHNSON "Heartache Away" (Epic) 69/19**  
 Moves: Up 5, Debuts 8, Same 37, Down 0, Adds 19 including 94Q, Q102, WNCI, KHTR, KKRZ, 93Q, WJXX, WOLF, WPHD 30-24, WKZZ 4-36, WKDD 34-30, WNCX 31-21, 100KH 4-32, KMTT 35-29, OK95 39-30.

**EURYTHMICS "Thorn In My Side" (RCA) 68/12**  
 Moves: Up 12, Debuts 9, Same 33, Down 0, Adds 12 including WCAU, Y100, 99DXT, WCYZ, K104, WSPK, WJXX, KKAZ, SLVYE, WPHD 35-32, KTCS 27-23, WMM5 38-35, WYXX 40-34, Q104 38-35, WBSB 24-20, OK95 33-27.

**LUTHER VANDROSS "Step To Love" (Epic) 65/18**  
 Moves: Up 13, Debuts 12, Same 24, Down 0, Adds 18 including WKES, PRO-FM, 92X, KIIS, 93Q, WKRZ, B105, WKZL, 99KG, B104 23-20, 94Q 32-25, B96 35-30, KMEL 31-26, KATD 34-25, WTC 30-22.

**PAUL McCARTNEY "Stranglehold" (Capitol) 65/24**  
 Moves: Up 17, Debuts 10, Same 34, Down 0, Adds 4, CKOI, WFLY, WKOD, WCGQ, WFRS 39-36, KRZ 40-38, WERZ 37-33, WVIC 32-29, KIJK 32-30, KDON 40-36, KATD 40-36, WFRS 40-36, 100KH 39-34, WJMK 38-37, WZYP 3-9, WBBW 40-30.

**SAMANTHA FOX "Touch Me" (Capitol) 63/13**  
 Moves: Up 31, Debuts 12, Same 11, Down 0, Adds 13 including WPLJ, Z100, Q100, 93Q, WBBQ, WDLX, Z102, WBBW, WKXS 31-26, 93FM 17-13, WSPK 12-9, WKRC 30-30, WSSX 13-9, KSND 13-8, KOZE 26-21.

**BOB SEGER & THE SILVER BULLET BAND "Miami" (Capitol) 63/7**  
 Moves: Up 8, Debuts 8, Same 39, Down 1, Adds 7, WMM5, WKRZ, WJXX, WQMC, 99KG, KBIM, WPHD 38-34, WCAU 33-29, WFRS 38-35, KWK 35-32, Q103 36-32, WPST 4-40, FM100 29-26, WHPY 30-25.

**CHOCERELLA "Wobody's Fool" (Mercury/PolyGram) 61/9**  
 Moves: Up 18, Debuts 5, Same 29, Down 0, Adds 9, B106, WAVA, WNOK, Y106, WHPY, KNAN, WCIL, KDWB, SLVYE, WFRS 36-33, WPST 23-19, KWES 31-23, KIYS 30-23, KXYO 28-23, WQCC 36-32.

**NANCY MARTINEZ "For Tonight" (Atlantic) 58/17**  
 Moves: Up 18, Debuts 7, Same 14, Down 2, Adds 17 including Q107, KBRF, B97, 92X, KPKE, WVIC, WDLX, WKZL, CHED, WPLJ 25-19, Z100 17-14, Y100 12-9, KIIS 29-29, KATD 19-15, 194 9-7.

**CHICO DEBARGE "Talk To Me" (Motown) 52/17**  
 Moves: Up 16, Debuts 4, Same 15, Down 0, Adds 17 including Z93, KRBE, KZZP, KS103, KWSS, KZZB, G105, WBAW, WDLX, Y100 14-11, B96 24-18, KMEL 9-8, WNNK 38-30, XXX106 30-19, KSND 13-8, KOZE 26-21.

**PETER GABRIEL "Big Time" (Geffen) 51/31**  
 Moves: Up 1, Debuts 9, Same 10, Down 0, Adds 31 including Y100, WMM5, WKTI, KWK, WL0L, KATD, KPZZ, 93Q, WROO, KYRK, WPHD 4-37, PWR97 4-35, WFRS 40-40, Z95 40-34, KMEL 4-33.

**RDD STEWART "Every Beat Of My Heart" (WB) 50/21**  
 Moves: Up 1, Debuts 6, Same 22, Down 0, Adds 21 including WBN, PRO-FM, 93Q, WPST, K98, WCKN, KTUX, KBOS, KCAQ, KXYQ, 95XXX, WKPE, WKSF, KYXX, 99KG.

SIGNIFICANT ACTION

**KBC BAND "It's Not You, It's Not Me" (Arista) 48/22**  
 Moves: Up 1, Debuts 0, Same 25, Down 0, Adds 22 including Z95, WMM5, KPKE, WAMX, WKRZ, KZOO, WKDD, KIJK, WEAG, KDON, KCPK, KZZU, KSMB, KKAZ, WKH 28-25.

**PAUL SIMON "Graceland" (WB) 45/11**  
 Moves: Up 5, Debuts 12, Same 17, Down 0, Adds 11, Q100, WGMF, WKRZ, Z104, KF95, 100KH, WJMX, KWTO, KDVB, KXOZ, KWVZ, K104 32-28, KIYS 31-26, WSPK 34-29, KMTT 40-36.

**DAVID LEE ROTH "That's Life" (WB) 44/7**  
 Moves: Up 8, Debuts 4, Same 25, Down 0, Adds 7, WKXS, 93FM, 95INZ, KDWB, KKRZ, WVB5, WBBW, WPHD 34-31, WCAU 35-32, 94Q 4-34, Z95 36-32, WMM5 37-31, Q100 39-36, WKRC 37-36, Z102 39-37.

**DEBBIE HARRY "French Kissin'" (Geffen) 39/12**  
 Moves: Up 5, Debuts 1, Same 11, Down 0, Adds 12 including KEGL, 93FM, 99DXT, FM102, KMEL, WSSX, WAPE, PRO-FM 4-35, KTCS 4-31, KATD 4-33, Q100 39-33, WKX 28-26, KITS 26-25, WPFM 38-31, KFMM 38-33.

MOST ADDED MOST ACTIVE HOTTEST

CYNDI LAUPER (94)	MIAMI SOUND MACHINE (70)	BANGLES (118)
TINA TURNER (59)	BILLY JOEL (63)	BON JOVI (114)
ANN WILSON (38)	DAVID & DAVID (57)	BRUCE HORNSBY... (106)
GEORGIA SATELLITES (35)	CHICAGO (51)	WANG CHUNG (88)
CARLY SIMON (34)	CARLY SIMON (43)	PETER CETERA... (86)
BILLY VERA & BEATERS (34)	BENJAMIN DRR (49)	HUEY LEWIS... (83)
PETER GABRIEL (31)	TINA TURNER (38)	MADONNA (61)
HUMAN LEAGUE (29)	STACY LATTISAW (37)	HUMAN LEAGUE (61)
JETS (29)	RUN D.M.C. (36)	CAMEO (44)
MIAMI SOUND MACHINE (29)	SAMANTHA FOX (36)	BOSTON (43)

Most Active = Ups + Debuts - Downs

**ANN WILSON "The Best Man In The World" (Capitol) 38/38**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 38 including WKXS, WPHD, PRO-FM, KRBE, WFRS, WERZ, KC101, WRCK, WRRZ, KXK102, KTRX, KZ93, K105, KXYQ, KZZU.

**FREDIE JACKSON "Tasty Lovs" (Capitol) 38/5**  
 Moves: Up 14, Debuts 5, Same 14, Down 0, Adds 5, WPLJ, 99DXT, KAMZ, WKSI, KSMB, PRO-FM 30-25, Y100 d-34, WCYZ 20-17, WHY? 20-19, WLAN 35-33, KZZB 38-31, WROO 31-28, KEZB d-28, WCKN 26-19, KBFM 25-24.

**GRACE JONES "I'm Not Perfect (But I'm Perfect For You)" (Manhattan) 37/15**  
 Moves: Up 7, Debuts 2, Same 19, Down 0, Adds 15 including FM102, WERZ, WNNK, WROD, B105, WKZL, KIJK, 100KH, KOZ, WKSF, WBSB, 99E 39-34, WKZ d-38, WBBW d-38.

**COMMODORES "Goin' To The Bank" (Polydor/PolyGram) 34/2**  
 Moves: Up 16, Debuts 1, Same 14, Down 1, Adds 2, WERZ, WRCK, WKXS 33-27, Y100 31-27, B96 26-25, KDWB 33-31, KMEL 24-23, WNNK 23-21, WTC 26-24, WAPE 23-19, KBFM 34-30, WNCX 23-20, 194 25-20, WCGQ 23-18, KNAN 39-37.

**STEVE MILLER BAND "I Want To Make The World Turn Around" (Capitol) 33/0**  
 Moves: Up 12, Debuts 1, Same 20, Down 0, Adds 8, including WPHD 29-25, PWR97 31-29, WFRS 36-26, KWK 26-22, WOKI 31-27, WRS 39-34, WEAG d-25, WZYQ 39-35, WOCM 37-35, Q104 37-34, WPFM 33-27, KMTT 33-30, OK95 34-22.

**HUMAN LEAGUE "I Need Your Loving" (A&M) 29/29**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including B104, 94Q, B96, WSPK, 98PX, WGMF, WRCK, WKQB, WPOW, 94Z, KTUX, KSND, KMGX, 194, KCAQ, KXYQ.

**ARETHA FRANKLIN "Jimmy Lee" (Arista) 28/27**  
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 27 including 94Q, Z93, KTCS, WCYZ, FM102, KS103, Q100, WPST, KXK105, WSSX, KBFM, WDLX, KRBE, KSND, 194.

**JOHN PARR "Hell On The Radio" (Atlantic) 28/8**  
 Moves: Up 4, Debuts 3, Same 13, Down 0, Adds 6, WMM5, Q100, KTUX, KCAQ, 95XXX, KOIZ, WMMX, KNAN, WINK d-37, WZYQ d-40, WOMP 39-34, KOOR d-33, Y94 35-32, KFMM 32-30, KKAZ 35-31.

**VAN HALEN "Best Of Both Worlds" (WB) 28/7**  
 Moves: Up 2, Debuts 3, Same 14, Down 0, Adds 8, WKES, WSPK, WQOD, KZZU, WYKS, KKAZ, WVK on, KIIS 40-31, KS103 20-18, KKRZ 34-31, WKOD 4-33, KXYO 21-18, KFMM d-40, OK95 d-34.

**READY FOR THE WORLD "Love You Down" (MCA) 25/14**  
 Moves: Up 5, Debuts 5, Same 1, Down 0, Adds 14 including B104, WHY?, KIIS, KZZB, FM102, KATD, WKEE, KS103 d-35, KMEL 23-18, KWSS d-27, KAMZ d-29, WPOW 29-25, KF95 17-15, KMGX 37-27, 194 22-14.

**PET SHOP BOYS "Suburbia" (EMI America) 23/16**  
 Moves: Up 3, Debuts 1, Same 13, Down 0, Adds 8, WKES, WSPK, WKOD, KZZU, WYKS, KKAZ, WVK on, KIIS 40-31, KS103 20-18, KKRZ 34-31, WKOD 4-33, KXYO 21-18, KFMM d-40, OK95 d-34.

**JEFF LORBER featuring KARYN WHITE "Facts Of Love" (WB) 20/9**  
 Moves: Up 5, Debuts 4, Same 2, Down 0, Adds 9, Y100, WBBQ, KBFM, KITY, KMGX, 194, KCAQ, KRQ, KNAN, KKRZ d-40, FM102 d-26, KMEL 33-22, WNNK d-40, KF95 31-22, KSND 34-27.

**JESSE JOHNSON / JILLY STONE "Crazy" (A&M) 19/4**  
 Moves: Up 10, Debuts 1, Same 1, Down 0, Adds 4, KRBE, KS103, KCAQ, WCL, WKXS 23-19, KDWB 38-37, KIIS 28-21, FM102 24-19, KMEL 15-14, KWSS 21-20, WSSX 20-17, KMGX 16-12, 95XXX 35-34, WCGQ 20-15.

**LABAN "Love In Siberia" (Critique) 19/0**  
 Moves: Up 9, Debuts 0, Same 10, Down 0, Adds 0, Includes WKXS 28-23, PRO-FM on, WERZ 23-21, WNNK on, WKRZ 24-21, KDON on, 95XXX 19-14, WOMP 36-35, KOIZ on, Q101 40-34, WBSB 34-32, 99KG 40-37, KBIM 40-38.

**BOB GELDOF "This Is The World Calling" (Atlantic) 15/1**  
 Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 1, Q100, WMM5 on, KWK 31-27, K104 on, WPST 40-36, WKRZ on, WGRD 39-38, OK100 on, 95XL on, WOMP on, WQID on-dp, KISR on, KOZE 31-27.

**ANITA BAKER "Caught Up In The Rapture" (Atlantic) 14/11**  
 Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 11, WVIC, WKRC, KZZB, WKQB, WNOK, KZOO, WDJX, KBFM, KF95, Q104, KDVB, B96 37-32, WCYZ d-38, WCGO on.

**DEAD OR ALIVE "Brand New Lover" (Epic) 14/2**  
 Moves: Up 5, Debuts 2, Same 5, Down 0, Adds 2, Y100, KITS, KRBE d-30, WMM5 on, KATD d-34, Q100 32-27, WNNK on, WPOW 18-16, KITY 18-15, KIYS 39-31, KYRK on, WFXQ on, KSMB on-dp, KNAN 40-38.

**BURNS SISTERS BAND "I Wonder Who's Out Tonight" (Columbia) 14/2**  
 Moves: Up 4, Debuts 1, Same 7, Down 0, Adds 2, KATD, KXYQ, CKOI on, KZZP 17-16, KSND on, KMGX on, KLUC 33-32, KYRK on, KCAQ on, KCPK d-38, KZZU 35-30, KRQ 23-21, WKSF on-dp, KZFN on.

**BILLY SOUIER "Shot O' Love" (Capitol) 12/2**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, WFLY, K104, WAMX, KTUX, KIJK, OK100, 95XL, WOMP, WBBW, 99KG, KKAZ, OK95.

**NU SHOZZ "Don't Let Me Be The One" (Atlantic) 12/3**  
 Moves: Up 2, Debuts 1, Same 6, Down 0, Adds 3, KWES, WNCX, WLLR, WKRR 27-24, KMEL on, WKQB d-34, KITY on-dp, KSND 21-16, KXYO on-dp, KZZU on, KMTT on, KHTR on.

**JOHN FGERTY "Change In The Weather" (WB) 11/0**  
 Moves: Up 2, Debuts 0, Same 9, Down 0, Adds 1, Q100, WMM5 on, KWK 31-27, K104 on, WPST 40-36, WKRZ on, WGRD 39-38, OK100 on, KISR on, Q101 on, KMTT on.

**SECRET TIES "Dancin' In My Sleep" (Night Wave) 10/2**  
 Moves: Up 7, Debuts 0, Same 1, Down 0, Adds 2, KDON, WKSF, FM102 19-15, KATD 20-16, KAMZ 22-21, KEZB 25-20, KMGX 28-22, KCAQ 33-28, KHTZ 30-27.

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall. This information will be published in R&R each week on the CHR Adds & Hits pages.

Parallels Begin on Page 96  
 Adds & Hits Begin on Page 94  
 P-1 Playlists Begin on Page 91

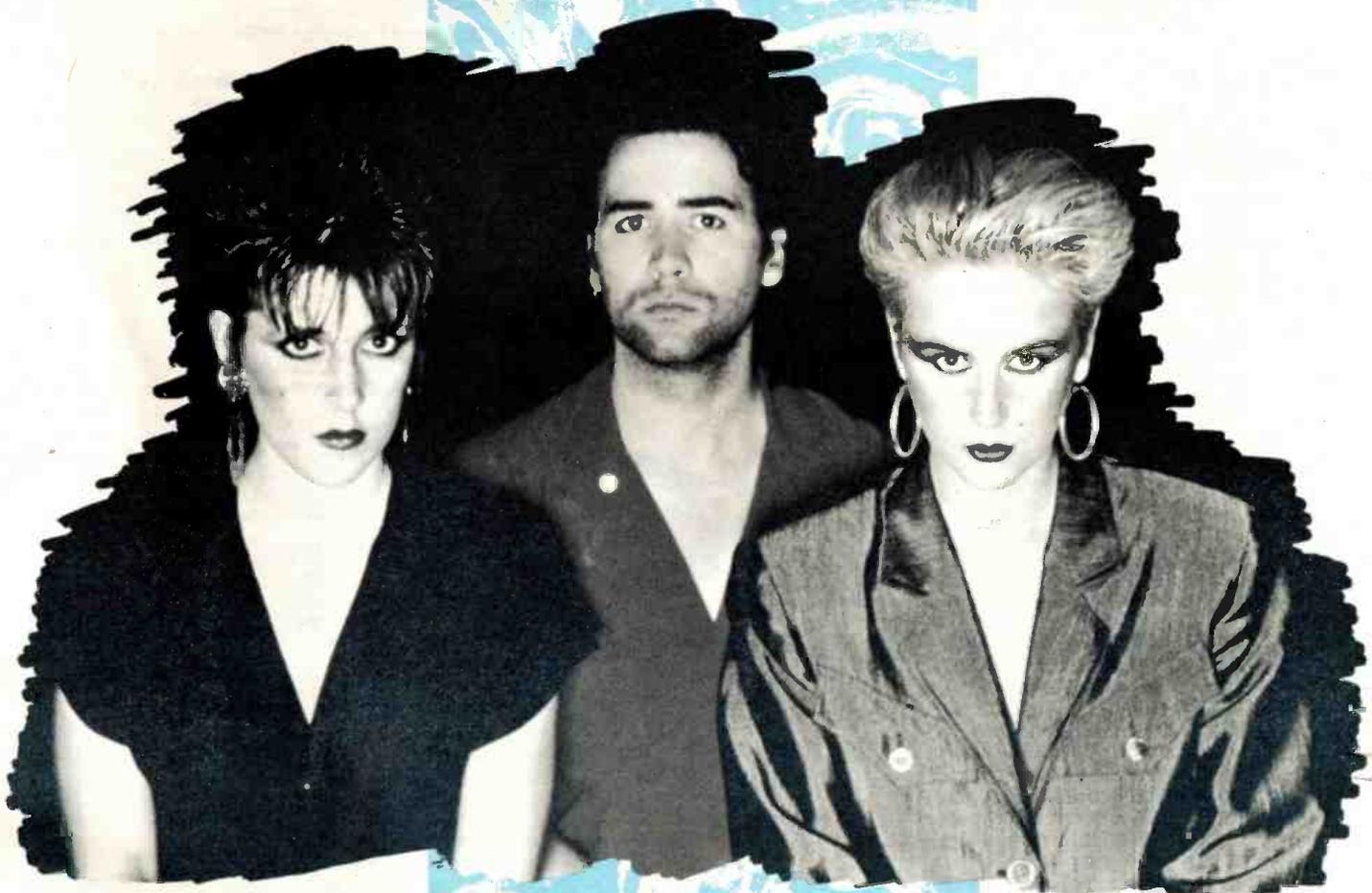
New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity the week: Up and upward chain movement. Same for sideways or continued unchanged activity. Down for downward chain activity, and for upward chain movement. Same for sideways or continued unchanged activity. Complete activity can be found in the Parallels. Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required data of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on the stations reporting them, to debut on the CHR National Airplay/40 CHR Rotation Criteria. — Fulltime Adds and/or Adds: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Adds: two plays in a 24-hour period, both of them before midnight.

It's more than  
**HUMAN**

**"I NEED YOUR LOVING"**

AM 2893

**THE HUMAN LEAGUE**



*The follow up to the multi-format #1 smash*

**HUMAN**

From the album CRASH SP 5129

PRODUCED BY JIMMY JAM & TERRY LEWIS FOR FLYTE TYME PRODUCTIONS INC.  
EXECUTIVE PRODUCER: JOHN McCLAIN

On A&M Records



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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
10	6	5	1 HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)
7	4	4	2 PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)
14	8	6	3 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
2	2	2	4 HUMAN LEAGUE/Human (Virgin/A&M)
1	1	1	5 BOSTON/Amanda (MCA)
3	3	3	6 MADONNA/True Blue (Sire/WB)
16	13	8	7 WANG CHUNG/Everybody Have Fun Tonight (Geffen)
9	7	7	8 BON JOVI/You Give Love A Bad Name (Mercury/PG)
13	11	9	9 LIONEL RICHIE/Love Will Conquer All (Motown)
23	17	12	10 BANGLES/Walk Like An Egyptian (Columbia)
22	18	13	11 BILLY IDOL/To Be A Lover (Chrysalis)
12	10	10	12 CAMEO/Word Up (Atlanta Artists/PG)
38	28	19	13 DURAN DURAN/Notorious (Capitol)
30	23	18	14 HOWARD JONES/You Know I Love You... Don't You? (Elektra)
31	24	20	15 PRETENDERS/Don't Get Me Wrong (Sire/WB)
5	5	11	16 EDDIE MONEY/Take Me Home Tonight (Columbia)
24	19	16	17 STEVE WINWOOD/Freedom Overspill (Island/WB)
37	32	24	18 SURVIVOR/Is This Love (Scotti Bros./CBS)
29	25	21	19 OMD/(Forever) Live And Die (Virgin/A&M)
34	31	27	20 ROBBIE NEVIL/C'est La Vie (Manhattan)
40	34	29	21 GENESIS/Land Of Confusion (Atlantic)
33	30	26	22 BEN E. KING/Stand By Me (Atlantic)
32	29	25	23 TALKING HEADS/Wild Wild Life (Sire/WB)
—	35	30	24 GREGORY ABBOTT/Shake You Down (Columbia)
8	9	14	25 TOTO/It'll Be Over You (Columbia)
11	14	15	26 ORAN "JUICE" JONES/The Rain (Def Jam/Columbia)
—	40	33	27 JANET JACKSON/Control (A&M)
—	37	32	28 BILLY OCEAN/Love Is Forever (Jive/Arista)
39	35	31	29 DARYL HALL/Foolish Pride (RCA)
DEBUT	30	30	30 BRUCE SPRINGSTEEN/War (Columbia)
—	36	31	31 GLASS TIGER/Someday (Manhattan)
—	39	32	32 KOOL & THE GANG/Victory (Mercury/PG)
4	12	22	33 ROBERT PALMER/I Didn't Mean To Turn You On (Island)
17	16	17	34 RIC OCASEK/Emotion In Motion (Geffen)
—	40	35	35 TIMBUK3/The Future's So Bright... (IRS/MCA)
5	15	23	36 CYNDI LAUPER/True Colors (Portrait/CBS)
DEBUT	37	37	37 KANSAS/All I Wanted (MCA)
DEBUT	38	38	38 POINTER SISTERS/Goldmine (RCA)
DEBUT	39	39	39 MIAMI SOUND MACHINE/Falling In Love (Uh-Oh) (Epic)
27	26	28	40 'TIL TUESDAY/What About Love (Epic)

N&A Begins on Page 102

ADULT CONTEMPORARY

4	3	1	1 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
9	6	5	2 BILLY OCEAN/Love Is Forever (Jive/Arista)
2	1	2	3 LIONEL RICHIE/Love Will Conquer All (Motown)
3	2	3	4 HUMAN LEAGUE/Human (Virgin/A&M)
14	9	7	5 RIC OCASEK/Emotion In Motion (Geffen)
15	11	8	6 BENJAMIN ORR/Slay The Night (Elektra)
5	5	4	7 MAONNA/True Blue (Sire/WB)
23	13	9	8 MIAMI SOUND MACHINE/Falling In Love (Uh-Oh) (Epic)
1	4	6	9 PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)
25	21	13	10 GREGORY ABBOTT/Shake You Down (Columbia)
19	14	12	11 BOSTON/Amanda (MCA)
—	21	12	12 BILLY JOEL/This Is The Time (Columbia)
21	18	14	13 DARYL HALL/Foolish Pride (RCA)
22	19	15	14 SERGIO MENOES BRASIL '86/Take This Love (A&M)
11	10	10	15 KENNY ROGERS/They Don't Make Them Like They Used To (RCA)
6	8	11	16 TOTO/It'll Be Over You (Columbia)
—	25	19	17 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
—	23	18	18 ANITA BAKER/Caught Up In The Rapture (Elektra)
—	30	22	19 BEN E. KING/Stand By Me (Atlantic)
28	24	20	20 HOWARD HEWETT/I'm For Real (Elektra)
—	27	24	21 OMD/(Forever) Live And Die (Virgin/A&M)
8	12	17	22 CARLY SIMON/Coming Around Again (Arista)
7	7	16	23 BEACH BOYS/California Dreamin' (Capitol)
—	30	24	24 AMY GRANT/Stay For A While (A&M)
BREAKER	25	25	25 CHICAGO/Will You Still Love Me? (WB)
—	27	26	26 HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)
16	15	18	27 CHRIS DeBURGH/The Lady In Red (A&M)
12	17	25	28 GENESIS/Throwing It All Away (Atlantic)
—	28	28	29 WHAMI/Where Did Your Heart Go? (Columbia)
DEBUT	30	30	30 AIR SUPPLY/One More Chance (Arista)

N&A Begins on Page 82

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
8	4	1	1 STEVE MILLER BAND/I Want To Make... (Capitol)
—	8	2	2 BRUCE SPRINGSTEEN & THE E STREET BAND/War (Columbia)
6	5	4	3 BOSTON/We're Ready (MCA)
11	9	6	4 GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)
10	8	5	5 DON HENLEY/Who Owns This Place? (Geffen; MCA)
1	1	2	6 PRETENDERS/Don't Get Me Wrong (Sire/WB)
13	11	10	7 BENJAMIN ORR/Slay The Night (Elektra)
2	2	3	8 BILLY IDOL/To Be A Lover (Chrysalis)
48	27	14	9 ERIC CLAPTON/It's Not You, It's Not Me (Arista)
7	7	7	10 KBC BAND/It's Not You, It's Not Me (Arista)
30	16	15	11 PRETENDERS/My Baby (Sire/WB)
17	12	12	12 RIC OCASEK/True To You (Geffen)
18	14	13	13 DAVID & DAVID/Swallowed By The Cracks (A&M)
23	18	16	14 BOSTON/Cool The Engines (MCA)
32	24	18	15 KANSAS/All I Wanted (MCA)
3	3	9	16 JOHN FOGERTY/Change In The Weather (WB)
39	31	25	17 BON JOVI/Wanted Dead Or Alive (Mercury/PG)
—	32	20	18 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Superstition (Epic)
29	22	21	19 R.E.M./Superman (IRS/MCA)
BREAKER	20	20	20 BRUCE SPRINGSTEEN & THE E STREET BAND/Fire (Columbia)
BREAKER	21	21	21 STEVE WINWOOD/Back In The High Life (Island/WB)
27	20	19	22 STABILIZERS/One Simple Thing (Columbia)
28	26	23	23 EDDIE MONEY/We Should Be Sleeping (Columbia)
4	6	11	24 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
37	30	27	25 LONE JUSTICE/Shelter (Geffen)
31	29	26	26 SURVIVOR/Is This Love (Scotti Bros./CBS)
21	13	17	27 GENESIS/Land Of Confusion (Atlantic)
56	38	31	28 BOB GELDOF/This Is The World Calling (Atlantic)
33	28	28	29 TRIUMPH/Tears In The Rain (MCA)
44	35	33	30 BILLY IDOL/Don't Need A Gun (Chrysalis)

Complete Tracks Chart Begins on Page 84

BLACK/URBAN

7	3	3	1 LIONEL RICHIE/Love Will Conquer All (Motown)
4	2	2	2 JESSE JOHNSON featuring SLY STONE/Crazy (A&M)
2	1	1	3 FREDDIE JACKSON/Tasty Love (Capitol)
13	7	5	4 READY FOR THE WORLD/Love You Down (MCA)
12	9	6	5 COMMODORES/Goin' To The Bank (Polydor/PG)
23	15	10	6 BOBBY BROWN/Girlfriend (MCA)
21	14	9	7 KOOL & THE GANG/Victory (Mercury/PG)
17	12	8	8 ANITA BAKER/Caught Up In The Rapture (Elektra)
6	4	4	9 ONE WAY/Don't Think About It (MCA)
11	8	7	10 CHICO DeBARGE/Talk To Me (Motown)
—	28	16	11 JANET JACKSON/Control (A&M)
—	26	20	12 LUTHER VANDROSS/Stop To Love (Epic)
20	16	14	13 LEVERT/Let's Go Out Tonight (Atlantic)
25	19	15	14 JEFF LORBER featuring KARYN WHITE/Facts Of Love (WB)
14	11	11	15 PATTI LABELLE/Kiss Away The Pain (MCA)
24	20	18	16 VESTA WILLIAMS/Once Bitten Twice Shy (A&M)
19	17	17	17 FULL FORCE/Unfaithful So Much (Columbia)
34	21	19	18 NEW EDITION/Once In A Lifetime Groove (MCA)
26	23	21	19 ISAAC HAYES/ke's Rap/Hey Girl (Columbia)
26	25	22	20 BILLY OCEAN/Love Is Forever (Jive/Arista)
39	32	24	21 KLYMAXX/Sexy (Constellation/MCA)
38	34	27	22 MIKI HOWARD/Come Share My Love (Atlantic)
29	24	23	23 S.O.S. BANO/Even When You Sleep (Tabu/CBS)
35	31	26	24 CHAKA KHAN/Tight Fit (WB)
—	36	28	25 RUN D.M.C./You Be Ill'in (Profile)
—	35	30	26 GRACE JONES/I'm Not Perfect (But I'm Perfect For You) (Manhattan)
—	38	31	27 EL DeBARGE/Someone (Gordy/Motown)
—	39	32	28 POINTER SISTERS/Goldmine (RCA)
—	37	29	29 JAMES "D TRAIN" WILLIAMS/Misunderstanding (Columbia)
—	34	30	30 SHIRLEY MURDOCK/As We Lay (Elektra)
BREAKER	31	31	31 ARETHA FRANKLIN/Jimmy Lee (Arista)
—	40	36	32 KRISTOL/Precious, Precious (Epic)
10	10	13	33 MILLIE JACKSON/Hot! Wild! Unrestricted! Crazy Love (Jive/RCA)
—	39	34	34 MAZE/When You Love Someone (Capitol)
BREAKER	35	35	35 MANHATTANS/Where Did We Go Wrong (Columbia)
5	5	12	36 STACY LATTISAW/Nail It To The Wall (Motown)
BREAKER	37	37	37 GEORGE BENSON/Shiver (WB)
32	29	29	38 KURTIS BLOW/I'm Chillin' (Mercury/PG)
1	6	25	39 HUMAN LEAGUE/Human (A&M)
—	40	40	40 O.C. SMITH/You're My First, My Last, My... (Rendezvous)

N&A Begins on Page 72