

I N S I D E:

NO BOUNDARIES FOR CALL LETTERS

An FCC proposal would allow stations all over the country to use either "K" or "W" as their initial call letters, regardless of location. Also, an unused FM version of an existing AM identity (WNBC-FM, for instance) could be picked up by any other station.

Page 3

RAB BOOSTS "TEAM RADIO"



RAB Managing Sales Conference speaker Paul Harvey and RAB President Bill Stakelin highlighted the MSC last weekend, with Stakelin stressing new projects to help position radio competitively. See Page 6 for RAB coverage.

NEXT WEEK: R&R LOOKS AT NEW COUNTRY

R&R's annual Country Radio Seminar special examines new trends in country from every perspective: radio, record label chiefs, producers, artists, statistical trends. Plus the Country Radio Poll winners, and much more.

THREE PIONEERS TO RADIO HALL OF FAME

Radio innovators Gordon McLendon, Todd Storz, and Robert Trout will be inducted into the Radio Hall of Fame at the NAB's spring convention.

Page 13

DAT BILL PROPOSED; RCA ENDS VINYL PRODUCTION

Record industry trends and events: Legislation protecting against digital audio tape includes spoiler chip provision; meanwhile, RCA/Ariola is ceasing vinyl production in its own plant, instead dealing with outside sources.

Page 8



KMET Drops AOR After 19 Years, Dismisses Airstaff

New Format Possibilities: Jazz/New Age Or Dance-Rock



KMET CREW CROSSES STREET TO KLOS — Friday night found personalities who had exited KMET earlier that day appearing on archival KLOS's airwaves to bid farewell and take listeners' calls. In front (l-r): KLOS PM driver Geno Mitchellini, Pat "Parquat" Kelly, and Randy Thomas. In the back (l-r): KLOS acting PD Kurt Kelly, Jim Ladd, KLOS night jock Joe Benson, David Perry, Jack Snyder, and Cynthia Fox. Ladd, Perry, and Snyder had all also worked for KLOS at one time.

By Steve Feinstein

"The Mighty 'MET' is no longer. KMET/Los Angeles, AOR since 1968, released its entire airstaff last Friday (2/6) in anticipation of a complete format change scheduled for February 14 at noon. The KMET call letters will be discarded in favor of KTWV, which presumably stands for "The Wave."

Since last Friday at 10am, there have been no live jocks. Board ops are spinning AOR

records and dropping in ominous promos that count down the number of days ("five days") until the change.

VP/GM Howard Bloom and PD Frank Cody, both of whom remain in place, have not revealed what the new format will

be. Speculation is that the new KTWV will take either of two distinctly different approaches:

- a soft, "yuppiefied" blend of light Jazz fusion and New Age sounds; or
- a dance rock mix that would

KMET/See Page 26

CBS To Cut Back AOR 12" Service

Citing "massive overuse" of 12-inch promotional disks, Columbia and Epic/Portrait/Assoc. Labels have announced plans, effective immediately, to no longer automatically service AOR radio with promotional 12-inch records for each priority track on an album.

The labels will still distribute 12-inch tracks in advance of an album's release, and issue 12-inches for initial em-

CBS/See Page 28

WBCN's Berardini Adds KROQ GM Duties

WBCN/Boston VP/GM Tony Berardini will assume management responsibilities at co-owned Infinity outlet KROQ/Los Angeles while continuing to run WBCN. At KROQ, he replaces T. Patrick Welsh, a longtime associate of previous owner Ken Roberts, who sold KROQ to Infinity last fall. Welsh had managed the station from 1978-83 and then returned in 1985.

Berardini intends to divide his time evenly between Boston and Los Angeles. He anticipates spending more time initially in L.A. supervising KROQ's relocation (the station is moving from Pasadena to Burbank). The bicoastal arrangement will continue indefinitely, he said. "It'll exist as long as it works. That's the only criterion."



Tony Berardini

He plans to enhance KROQ's marketing and promotion, while keeping its unique modern rock programming intact. "I'm not going to touch the product at all. In no way, shape,

BERARDINI/See Page 28

PORN FOES DISSENT

Patrick Picked As New FCC Chairman

Ignoring a late push for an anti-porn candidate, President Reagan last week designated FCC Commissioner Dennis Patrick to become Chairman of the five-member Commission when Mark Fowler steps down sometime in the spring.

Passed over for the job was former FCC General Counsel Jack Smith. While at the FCC, Smith won the admiration of conservative groups by launching obscenity investigations against radio stations WYSP/Philadelphia, KCSB/Santa Barbara, and KPFK/Los Angeles.



Dennis Patrick

Apparently dissatisfied with Patrick's anti-porn credentials, Morality In Media staged a demonstration of support for Smith outside the agency last week. Despite Patrick's selection as Chairman, the group still wants Smith named to the commissioner's seat Fowler will vacate. PATRICK/See Page 28

VP/PROMOTION

POST

Glass Rejoins Chrysalis



Daniel Glass

Daniel Glass, who resigned as Chrysalis VP/Promotion last month, has rejoined the company in that post, resuming his previous responsibilities.

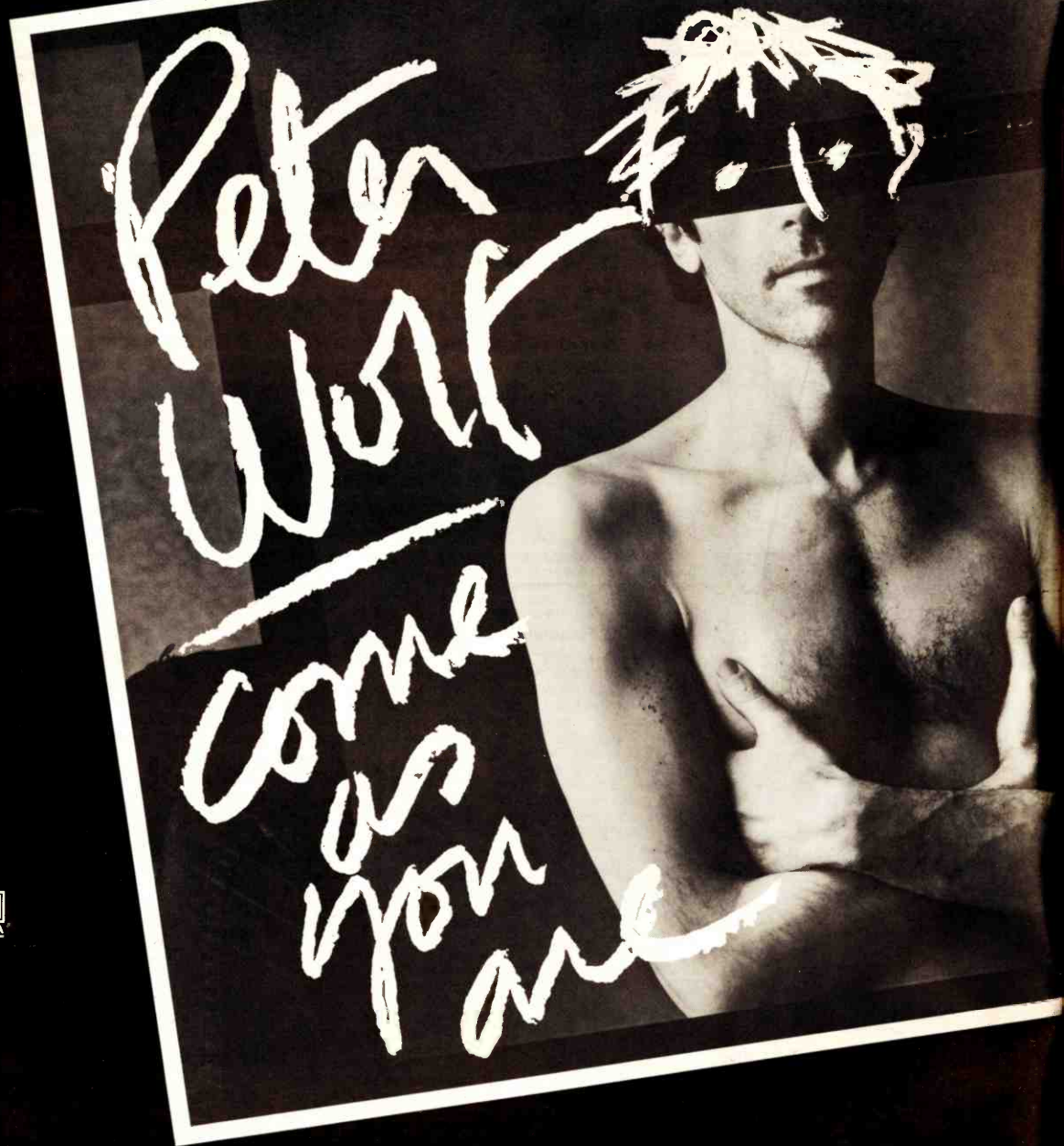
In a joint statement, Chrysalis Chairman Chris Wright and President Jack Craig said, "We are really excited about Daniel's positive decision to continue as a key executive with Chrysalis. We believe that the Charly Prevost/Daniel Glass marketing and promotion team will set new achievement levels for our artists' career growth." Prevost is the label's VP/Marketing & Creative Services.

Commented Glass, "I am delighted to be continuing my relationship with Chrysalis Records. Chris Wright, Jack Craig, Charly Prevost, and (Exec. VP) Jeff Aldrich have expressed their desire to take our win-

GLASS/See Page 28

The R&R Convention Returns . . .
. . . Dallas '88
 See Page 3

The single...the 12 inch



Produced by: Peter Wolf and Eric "E.T." Thorngren

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or don't come at all

FEBRUARY 13, 1987

COMMERCE DEPT. BACKS MULTI-FORMAT AM STEREO

Instead of opting for a single AM stereo standard, the Commerce Dept. has recommended manufacturers build systems that work for both Motorola and Kahn. All the details and implications in Radio Business.

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KABC-FM IN BOSTON?

FCC Plans Nationwide Use of 'K,' 'W' Calls

In the near future it looks as if the beginning letter of a call sign will no longer indicate whether a station is east or west of the Mississippi River.

Under new call letter deregulation proposed last week by the FCC, stations all over the country will be able to choose call signs beginning with either "K" or "W."

According to the Commission, there is "no public interest justifi-

cation" for continuing to restrict stations east of the Mississippi to calls beginning in "W," while stations west of the river use "K" as their initial call letter.

In cases where waivers of the rule have been granted, the Commission said it has "observed no problems."

Exclusivity Of Call Ownership Ending?

Last week's plan also calls for loosening the rules governing use of the same basic calls by AM, FM, and TV stations. Presently, only a company already using a call sign in one of the three services can em-

CALLS/See Page 10

Danitz VP/GM At KTAR & KKLT

After serving as interim GM since last October, Paul Danitz has received the official VP/GM stripes at Pulitzer Broadcasting's KTAR & KKLT Phoenix. Danitz succeeds Johnny Andrews, who exited the News-Talk/AC stations last September for the GM chair at KKNJ/Austin.

Initially KTAR's GSM, Danitz has been Director of Sales for both stations for the past nine months. Prior to joining the company in 1981, Danitz spent 12 years as an Account Executive in Buffalo for radio stations WYSL, WPHD, and WKBW (now WWKB), and WIVB-

DANITZ/See Page 8

IRVING DIRECTS POP A&R

Johnson Wing's VP/Promotion



Michael Johnson

PolyGram's Los Angeles-based label, Wing, is making its first appointments under Sr. VP/GM Ed Eckstine. Former EMI America VP/R&B Promotion Michael Johnson has been named VP/Promotion & Marketing, while Heather Irving has joined as Director/Pop A&R from Assoc. Director/West Coast A&R at Epic.

Johnson's primary responsibilities will be liaison with the major's marketing and promotion staff in New York. Commented Eckstine, "Michael brings with him a wealth

JOHNSON/See Page 10

R&R Takes Presidents' Holiday

In observance of Presidents' Day, R&R's offices in Los Angeles, Nashville, New York, and Washington will be closed on Monday, February 16, resuming regular business hours on Tuesday, February 17.

Dennis VP/GM, Hamilton OM At KSFO & KYA



Ken Dennis

At Gold combo KSFO & KYA/San Francisco, Station Manager Ken Dennis has been promoted to VP/GM, while Program Manager Bob Hamilton has advanced to OM.

A former OM/PD at the stations, Dennis joined parent company King Broadcasting in 1981 and has been in his present job since last May. Regarding Dennis, King VP Jim Kime said, "This title change is in recognition of Ken's contribution in the reorganization of KSFO & KYA."



Bob Hamilton

Of Hamilton's promotion, Dennis told R&R, "Since joining our management team in last June, Bob has demonstrated a tremendous command of the needs and direction of our programming and marketing efforts." Hamilton previously served many years as PD of KRTH-FM/Los Angeles and RKO Group MD.

"At this stage in the game, the position is all-inclusive," said Hamilton, explaining that no new PD position is being created by the

DENNIS/See Page 8

16-WEEK RUN AS CHR

WNCX Switches To Classic Hits

After a disappointing showing (5.1-4.3) in the fall Arbitron, Metropolis Broadcasting's newest acquisition WNCX/Cleveland (formerly WGCL) has switched from CHR to Classic Hits, leaving market-dominant WMMS as the metro's sole CHR outlet.

WNCX OM John Gorman and PD Denny Sanders remain in place, as does the airstaff, but they are receiving assistance in the transition from Mike Bradley, MD at sister station WDTX/Detroit. Additionally, Cleveland-based McVay Media has signed on as consultant.

JUMPS FROM AP

Hood VP/Broadcast Services At UPI

Fourteen-year Associated Press veteran James Hood has moved to United Press International, where he has been named VP/Broadcast Services. Hood will be responsible for all broadcast product development and marketing, and will report to UPI President/Editor Milton Benjamin. Bill Ferguson, recently named Managing Editor/

HOOD/See Page 28

MARCH 3-5, DALLAS

R&R Convention '88 Dates Set

The first R&R Convention of the 1980s will take place March 3-5 at the Loew's Anatole hotel in Dallas. With a theme focusing on radio of the '90s, the Metroplex meeting will continue and expand upon the informational and entertaining traditions of past R&R Conventions.

R&R has reserved the entire hotel for the event. All rooms and suites will be booked through R&R; watch for further details and registration forms coming up in the paper.

Publisher Bob Wilson said, "Bringing back the R&R Convention will be like a family reunion. Convention '88 will be our best ever."

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'Team Radio,' New Projects At RAB's Conference #7

Baker New VP; Exec. Committee Appointed

A sold-out crowd of 1475 radio executives gathered earlier this week in Atlanta for the 7th annual Radio Advertising Bureau (RAB) Managing Sales Conference. In his opening address, RAB President Bill Stakelin explained the theme of this year's "hands-on" sales meeting, saying, "Team Radio is partly a recognition of our progress and partly an expression of hope for our future."

New Research, Business Development, Advisory Plans

Other highlights of the speech included the announcement of a large-scale research project which will survey 300 advertising decision-makers to better position the sales and marketing efforts on behalf of the radio industry. RAB endorsed the NAB's "Megarates" philosophy, and announced a grass roots effort to develop, in conjunction with state broadcast organizations, regional business development teams. The organization is also setting up a 35-member Sales Advisory Committee (SAC), and continuing, under the RAB banner, the NRBA's Radio Sales Universities.

Meloy New WCPT & WXCR GSM

WMAL/Washington GSM Catherine Meloy has been named GSM at nearby Metroplex Communications Heart & Soul/Classic Rock combo WCPT & WXCR. She fills the post left recently by six-year Metroplex executive Robert Woodward, who joined suburban WXTR/La Plata, MD as GSM.

Prior to WMAL, Meloy held sales management posts at WBAL/Baltimore and KIMN & KYGO/Denver, as well as Account Executive stints with CBS in Boston and New York.

VP/GM Bill Sherard noted, "Catherine represents the talent, drive, and forward momentum we are always striving for. Her national experience is well-known, and her reputation and performance in the Baltimore-Washington market the past two years is second to none."

Succeeding Meloy at WMAL is Tim Gorman (see separate story Page 10).

Executive Appointments Announced

Seven veteran broadcasters and board members were appointed to the association's executive committee — the decisionmaking body which governs the RAB's day-to-day operations.

Elected for two-year terms were Carl Brazell, President, Metropolitan Radio; Steven Berger, VP/Ra-

Baker New RAB VP

On another front, Shirley Baker (see Promotion & Marketing this week, Page 34) has been named VP/Sales & Marketing for RAB. She joins the association from a similar post at NYMRAD (the New York Market Radio Broadcasters Association). In making the announcement, Stakelin said, "Shirley has done a remarkable job in the N.Y. market and we're delighted to offer her a bigger canvas for her marketing skills." Prior to NYMRAD, Baker was a sales and marketing executive in Dallas for the Television Advertising Bureau.

More Support

For RAB Encouraged

In his speech, Stakelin chastised key companies and other broadcasters, making up less than half of all commercial radio stations, who support neither RAB or NAB. He reminded the conference attendees that although radio revenues grew at 3 1/2 times the rate of the national economy last year, proving the medium is "alive and growing," "the success of our industry is not a spectator sport" and involves their active input of ideas and money.

RAB Highlights

- Team concept stressed
- Cooperative ventures announced
- Sales research commissioned
- Radio sales university set for '87
- Executive Committee appointed
- VP/Sales & Marketing named

dio, Nationwide Communications; Joseph Dorton, President, Sky Broadcasting; Gary Edens, President, Edens Broadcasting; Michael Lareau, Exec. VP, Grace Broadcasting; Cary Simpson, President, Allegheny Mountain Network; and Dean Sorenson, President, Sorenson Broadcasting.

Allan WMYK PD

Dave Allen has left 93 Lazer/Richmond to become PD at Black/Urban outlet WMYK/Norfolk. Wynn Evers continues as Operations Director.

WMYK owner/GM Bill Bennis commented, "We actually came up with Dave's name because of Don Kelly, our consultant. I think this will give us some stability. It was time to bring some fresh blood in."

Allen, who earlier programmed OC104/Ocean City, MD, said, "I'm thrilled to be working with the Bennis family and with Don Kelly directly. Like they say, it's no fun to go to (the) number one (station); it's more fun to go to somebody a little bit farther down and then take it to number one. I'm looking forward to that."

Barnaby-Merz Back To WBBF/WMJQ As VP/GM

Carey Barnaby-Merz, who worked in various sales and sales management capacities at WBBF & WMJQ/Rochester, NY from 1981-85, has returned to the stations as VP/GM. She spent the past year as GSM at WIL-AM & FM/St. Louis, where she was also acting GM during the stations' ownership transfer from LIN Broadcasting to Heritage Communications. Heritage acquired that combo, WBBF & WMJQ, and WEMP & WMYX/Milwaukee from LIN on December 31 of last year.

Heritage Radio Group President Paul Fiddick commented, "I am convinced that the best person in the country for this position is Carey Merz. We have exciting plans and high expectations for Rochester, and Carey has the market experience and personal dynamism to make good things happen."



LET'S TALK ABOUT RADIO — Appearing at the RAB Managing Sales Conference are (l-r) Monday luncheon speaker and NBC Talknet host Sally Jessy Raphael, RAB President Bill Stakelin, NAB Sr. VP/Radio David Parrigoni, and NAB President Eddie Fritts.

MCA Pacts With Hughes Label, Signs GRP For Distribution

MCA has signed a custom label deal with movie director/writer/producer John Hughes, and negotiated a distribution pact with GRP Records.

The first is an agreement for five soundtracks, which will spin off additional projects by artists signed to Hughes's organization. The second is a four-year agreement with the jazz indie, which takes effect March 1.

The new Hughes association with MCA sees the creation of the Hughes Music label. It will be headed by Tarquin Gotch, who was previously based in London as manager of such acts as Dream Academy and General Public. Prior to that, Gotch held A&R posts with WEA UK and Arista UK.

Hughes Music and publishing wing Hughes Songs will sign artists to fulfill the director's soundtrack commitments, to permit him greater control of those projects, and to initiate a wider role for Hughes in music. Albums by such artists will appear separately from the soundtracks under the terms of the MCA deal, according to label Sr. VP/Artist Development Larry Solters.

Previous Hughes soundtracks for "The Breakfast Club" and "Pretty In Pink" went gold and platinum, respectively. His next movie package, "Some Kind Of Wonderful," will be the first release on Hughes Music through MCA, which will handle all mar-

keting and distribution duties. It will be followed by the soundtrack to "She's Having A Baby."

GRP Plans 20 Albums In First Year With MCA

For GRP Records, the MCA pact follows approximately four years in independent distribution. The label reportedly topped \$10 million in billing last year, and expects to release more than 20 albums in its first year with MCA Distributing.

GRP Co-President Larry Rosen said, "All the key marketing, sales, and promotion activities will continue to emanate from our own operation and management team. We plan to maintain the same executive and support staff that got us here. If anything, we probably will augment our personnel as needed to interface and work with the MCA distribution system." Rosen is Co-President with Dave Grusin.

MCA Music Entertainment Group President Irving Azoff stated, "GRP has proven its wide appeal to an ever-growing consumer base through the virtuosity of its artists and its total commitment to the highest standards of sound quality."

More than 65% of GRP's sales are estimated to be in compact disc. The company is committed to support digital audio tape, and plans its first releases in this configuration sometime this year.

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INDIANAPOLIS PLANT SHUTDOWN

RCA/Ariola To Quit Producing Vinyl

RCA/Ariola is getting out of vinyl record production. The company will close its Indianapolis pressing plant by the end of this year, with the loss of approximately 700 jobs. In future, the company will rely on third-party suppliers for records.

The move reflects the continuing decline in vinyl LP and single sales industrywide. RCA/Ariola stated that records now account for less than 25% of its business, "while compact discs and audio cassettes have grown to nearly 80% of sales." Company VP/Communications Robbin Ahrold said that the decision also affects Arista, which has been using the Indianapolis plant.

Unaffected is RCA/Ariola's cassette duplication facility in Weaverville, NC, which came on line two years ago. The company has no other US record or tape manufacturing facilities. It obtains compact discs from overseas and from

such independent domestic sources as LaserVideo. "There are no plans to get into the CD manufacturing business," said Ahrold. RCA/Ariola's parent, Bertelsmann, has CD production at its Sonopress subsidiary in West Germany.

The Indianapolis shutdown extends to RCA/Ariola's distribution warehouse there, which is closely aligned with the pressing plant. City and state officials have been contacted, says the company, which will be working with local and state agencies to assist employees in outplacement and retraining. The RCA Record Club operations, also located in Indianapolis, are not affected.

Capitol Industries/EMI switched to third-party suppliers for records last year, while maintaining its own cassette duplication. CBS also reduced vinyl production in 1986, with the loss of approximately 300 jobs at its Pitman, NJ factory.

Anti-Home Taping Chip In DAT Bill

Electronics Group: 'Unacceptable' Proposal; RIAA Pleased

By Adam White

The music industry's campaign to influence the US introduction of digital audio tape (DAT) received a double boost last week. On February 5 a bill was introduced in the Senate to require DAT hardware manufacturers to equip their machines with a "copy-code scanner" which would prevent home taping.

The following day, Reagan Administration officials said that a similar proposal would be included in the President's trade legislation proposals, which will be submitted to Congress later this month.

Record companies and other copyright owners contend that DAT, the tape equivalent of compact disc in terms of sound quality, will further the home taping problem which, they say, already costs the industry more than \$1.5 billion in displaced sales.

Led by the RIAA, this lobby has been seeking ways to force Japanese electronics makers to include a copy-code scanner developed by CBS in DAT machines, which are likely to be marketed in the US by year's end. It's an extension of the

music industry's long-running — and, so far, unsuccessful — effort to receive compensation for analog home taping through a legislated blank tape or hardware royalty.

Last week's bill, S.506, was introduced by Sen. Albert Gore (D-TN), Pete Wilson (R-CA), and three other lawmakers, and referred to the Senate Commerce Committee. If enacted, the Digital Audio Recorder Copy-Code Act of 1987 would make it illegal to import, make, or sell DAT machines without the scanner, or to produce a device to "disarm" the chip. Remedies would be civil action in US District Court, with minimum damages set at \$1000.

Noting that this initiative has "the strong support of the Reagan Administration," RIAA President Jay Berman said, "It is time for the US government to take strong measures to ensure that the next generation of recording machines does not exacerbate the problem of home taping."

The proposed law would be effective for three years from the date of enactment. Said Sen. Gore, "I believe this sunset provision is necessary because the solution to the digital home taping problem, as well as for the home taping issue in general, must be ultimately developed under the copyright laws."

Copying Prevention Already Possible

In response, Electronic Industries Association VP/Communications Allan Schlosser called the legislation "unacceptable," and said the recording industry's "real motive is to kill DAT in the

Danitz

Continued from Page 3

TV. "I'm very impressed with the Pulitzer organization," he told R&R. "The managers of our properties are a fantastic array of talent."

Pulitzer President Ken Elkins noted, "We're very pleased when we can promote from within. In the past few months, we wanted to get to know Paul better, and we now feel we do."

While he doesn't plan on making changes, Danitz sees a need for "increased research and promotion" for the stations, adding, "This is such a competitive market; there are new players or new formats here every year."

Dennis

Continued from Page 3

promotions. "There'll be some other things happening with this company in the future that I'll be part of."

No other personnel changes have taken place at KSFO & KYA, which began simulcasting fulltime around the holidays. The two stations are now running a somewhat hard-edged gold mix, averaging the AOR-slanted gold that KYA had been playing before the merger with KSFO's more mainstream gold. Hamilton added that the two sets of call letters will remain in place because both of them are too recognizable to give up.

cradle." He pointed to recent developments in Japan, where DAT manufacturers "are reconfiguring the machines to prevent digital-to-digital copying" by way of sampling rate adjustments.

Schlosser called this a "major concession" on the part of the Japanese — one which undercuts the central argument of the copy-

"The act would make it illegal to import, make, or sell DAT machines without a scanner which would prevent home taping."

right owners. He added, "But it becomes apparent that the record industry will settle for nothing less than a bill which cripples digital audio tape hardware."

The EIA official said that word of the Japanese move has been conveyed to the "appropriate" trade officials in Washington. "I'm not sure that people in the administration or on Capitol Hill are aware of the new development, but we'll be explaining the significance of the reconfiguration to them."

SALES & DISTRIBUTION

Weiner New VP At Motown



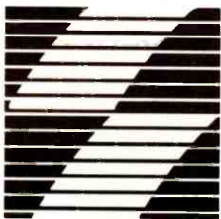
Mort Weiner

Music industry veteran Mort Weiner has been appointed to the newly created post of VP/Sales & Distribution for Motown. He will be responsible for overall sales and distribution of Motown product, in addition to directing the Motown regional sales staff.

The move marks Weiner's return to the label; he served there as Administrator of Promotion between 1973-75. Most recently VP/Sales & Distribution for Total Experience Records, Weiner earlier held various sales and promotion posts with several labels, including Metromedia, RCA, and 20th Century.

Based at Motown's Hollywood headquarters, Weiner reports to Exec. VP Skip Miller, who told R&R, "Mort is an old Motowner, and we're happy to be back together again. He brings a great deal of experience in the fields of distribution, sales, and a wealth of knowledge of sales to airplay in stores."

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WAUGH, LEAVITT, KENNEDY, VAN DRUFF

RCA Ups Four To Regional Directors

RCA has promoted its four Regional Promotion Managers to the level of Director, and each will work more closely with the label's sales and distribution arms.

Elevated are James "Butch" Waugh, based in Atlanta; Steve Leavitt, Los Angeles; Bill Kennedy, Chicago; and Larry Van Druff, New York. As Regional Promotion Directors, they continue to report to label Director/National Promotion Mike Bece.

RCA Sr. VP/Product Development Eddie Mascolo commented, "Butch, Steve, Bill, and Larry have been with RCA a long time,

and have done a great job for us. They are recognized as very good promotion people within the industry, and we're extremely proud of them."

All four joined RCA as local promotion representatives between 1977 and 1982. They were all more advanced to Regional Promotion Manager in 1984, except Kennedy, who was promoted to that level in 1982.

NEW TAFT MILWAUKEE AOR

McGregor PD For WLZR

KEZO/Omaha PD Bruce McGregor is moving to forthcoming Taft AOR WLZR/Milwaukee (Laser 103) as PD, starting February 23. WLZR plans to switch format from Country WBCS-FM by the end of the month, and will simulcast on its AM.

McGregor commented, "Right now, there's a couple of stations slugging it out with dinosaur rock. There's a hole in this market you can drive a Mack truck through for a station that is aggressive with new releases, and I've been given the keys."

He added that he expects to handle middays, and is interested in hearing from talent with Milwaukee experience for other shifts. McGregor joined KEZO in March 1984, having previously programmed Duluth outlets KQDS and WAKX.

The second programmer to join Taft from KEZO, McGregor was preceded there by Greg Gillispie, who just left the company's WDFE/Pittsburgh for Burkhardt/Abrams. McGregor's successor at KEZO has not been named yet.

Johnson

Continued from Page 3 of experience in key areas, and he has a vast creative overview as well. He is someone I have wanted to work with for a long time. With him, we truly have the ability to create a strong presence for Wing in the marketplace."

Calling his one-year tenure at EMI America "a rewarding one," Johnson commented, "PolyGram is an exciting place to be, and I am looking forward to the new challenge." Previously he was a Product Manager at CBS, and has held local and regional posts for that label and Warner Bros.

Irving worked for Epic for eight years, and held the post of Assoc. Director for the past three. Said Eckstein, "Heather has exhibited tremendous potential, and her creative instincts impressed me as the finest around."

Gorman Set As WMAL GSM

WPRO (AM)/Providence Sales Manager Tim Gorman has been promoted to the GSM post at Cap Cities/ABC Full-Service AC sister station WMAL/Washington. He succeeds Cathy Meloy, who became GSM at Metroplex neighbor WCPT & WCXR this week (see separate story, Page 6).

The move to Washington reunites Gorman with WMAL GM Fred Weinhaus; the two worked together for seven years starting in 1971 at WPAT/New York. Gorman left WPAT in 1978 for a stint at Crosstown WOR. He later entered private business, but returned to radio at WPRO in 1981. Three years later, Gorman became GM at WKBW/Bufallo, rejoining WPRO in 1985.

A native of Hoboken, NJ, Gorman told R&R, "WMAL has the same image and frequency (630) as WPRO. There are strong personalities in the morning just like (WPRO's) salty Brine, as well as great features, sports, everything. The difference is this is the ninth market and Providence is the 26th. The people here are outstanding and our sales goals are right on target."

Gainey Rises To WGLD & WOJY GSM



Bob Gainey

Bob Gainey has been promoted to GSM at WGLD & WOJY/Greensboro-Winston Salem-High Point, where he was formerly Regional/National Sales Director. He will continue to oversee national sales for the Gold/Easy Listening combo in his new position.

GM Jay Meyers commented, "Coming in here I had a general idea on the kind of sales manager I wanted on my team. It was a real thrill to find that person already in-house. With Bob, (recently named OM) Keith Hill, and the rest of my crew here, we have the best team in the Triad on line."

"I'm pleased at reaching one of my personal goals," Gainey said, "and I'm very excited about working with the marvelous management team we have assembled at 'JOY' and 'GOLD.'"

Replacing Gainey in the Director/Regional Accounts position is Benny Levy. She joins the stations from an AE position at WBUF/Bufallo, where Meyers had previously been PD.



A.D. Washington

Washington Directs MCA Black Promotion

MCA Southwest Promotion Manager A.D. Washington has been promoted to National Director of Promotions for the label's Black Music Division. Reporting to VP/Promotion-Black Music Ernie Singleton, Washington will remain based in MCA's Dallas office.

Commented Singleton, "A.D. is by far one of the best promotion men in the country. He has been a tremendous asset in MCA's growth and rapid rise in the Black Music Division."

Added Washington, "I'm extremely happy with this promotion, especially because it'll give me the opportunity to work closely with (Exec. VP/Talent Acquisition & Artist Development, President/Black Music Division) Jeryl Busby and Ernie Singleton - two people who are just the best at their craft."

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Dick McGeary

McGeary GM At KGIL-AM & FM

At suburban Los Angeles News/Talk-AC combo KGIL-AM & FM/San Fernando, GSM Dick McGeary has been upped to GM. He reports to Buckley Broadcasting Regional Exec. VP Stan Warwick, who commented, "Dick's been with us three and a half years now, and we're happy to bring him up to the level of GM for KGIL. We're striving for community leadership here in the Valley, and Dick is just the manager we need to accomplish this goal."

McGeary told R&R, "I welcome the opportunity to be even more involved in Buckley Broadcasting's very capable senior management team. I look forward to working with our new GSM Ed Krovitz, our Director/Programming & Operations Mike Lundy, and the incredible staffs at both stations."

McGeary joined the combo as GSM in 1983, working previously for the Mutual Broadcasting System as VP/Western Regional Manager. He's also held positions in Los Angeles at KNX, as well as with CBS and ABC-TV.

THIRD IN MARKET

WIAV Turns On CHR Format

WIAV ("Wave-96")/Cape Charles-Virginia Beach, operating with a Class B 50-kw signal covering the Norfolk-Newport News market, has reversed its initial programming stance from AC to a CHR presentation. Under new PD Don Davis, Resort Broadcasters' newest facility will attempt to unseat WNVZ and WRSR for the CHR crown.

Davis, formerly MD at WRSR, told R&R, "The market is overcrowded with ACs and hybrids, which was our original concept. We think CHR still offers growth, as there seem to be a lot of unsatisfied listeners who will respond to us. We've been in the process of playing continuous music for 90 days without commercials. It's expensive, but we know our cumme will be high, and clients will be ready to buy when we hit the air with spots."

Davis continued, "Wave-96 is licensed to a small fishing town on the Eastern shore, so we're still broadcasting from here. On March 16 our Arizona waiver becomes official, and we can begin programming from our new studios in Virginia Beach. Plans for advertising and marketing Wave-96 are about to roll."

WNCX

Continued from Page 3

Gorman said, "The decision to switch was made by Metropolis principals Jim Harper, Lorraine Golden, and Harvey Deutch. The previous format was all of 16 weeks old. I was informed of the change when I arrived on Monday. The entire staff is still in place, and doing what is expected of them."

Reacting to the news, WMMs OM Kid Leo commented, "I personally don't think what they were doing was going to give them success despite tons of media exposure. They got a free ride on the publicity, and after the audience sampled 'NCX, they didn't like it." On the subject of rehiring any former WMMs staffers who left for WNCX, he added, "I've not even entertained that idea."

Calls

Continued from Page 3

ploy it for one of the other two.

Under the new proposal, any station can apply for a call sign not already assigned to an outlet in the same service. If the basic calls are assigned to another station in the same market, however, the applying station would have to obtain written consent from the original user. For instance, there is no KABC-FM/Los Angeles, although parent Cap Cities/ABC presently holds the right to use those calls anywhere in the West for an FM property. Under the new rule, any company could ask for the KABC-FM call sign to be used anywhere in the country. Permission would only be required from Cap Cities/ABC if a competitor wished to use those calls in the Los Angeles market.

Finally, the Commission proposed making it safer for owners to either swap calls between commonly owned stations in the same market, or transfer calls to a newly purchased station in the same market. In both cases, the agency proposes to preserve the "old" sign until the new one takes effect. That eliminates the existing risk that another broadcaster might grab long-established calls prior to completion of their transfer to either a sister station or to a different station purchased by the same owner.

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—Clyde Roberts, WTOD
—Allen Power, WESC

Seven of the seventeen stations who ran Film House's Direct TV® campaign this fall report it helped them achieve their *best book ever*.*

WMMS in Cleveland went from a 13.5 summer to 15.9, with morning drive up to a 20.4!

WAPI Birmingham jumped from 13.7 to 15.5, with a 23% increase in cume total week. They are now a solid #1 18-34 and 18-44.

WGKX in Memphis had a 37% increase in 12+ share, from 5.9 (summer) to 8.1—with huge gains in morning drive, their demos and cume.

WKDF, now Nashville's #1 station in *every daypart*, is also likely the #1 AOR in America with a 14.9 share, up from summer's 12.3.

WABB in Mobile was up nearly three points, from spring's 14.3 to a 17.2. Morning drive shot from 15.9 to 18.1.

WTOD Toledo leaped from 10.9 in the summer to an incredible 19.5. Morning cume was up 76% during the contest period.

WESC Greenville rose from a 14.1 summer to 17.4 with a 37% increase in cume, for the best overall showing in their history.

*Source: Unless otherwise specified, all figures Summer & Fall ABB, 12+ am (2old Mon Sun).

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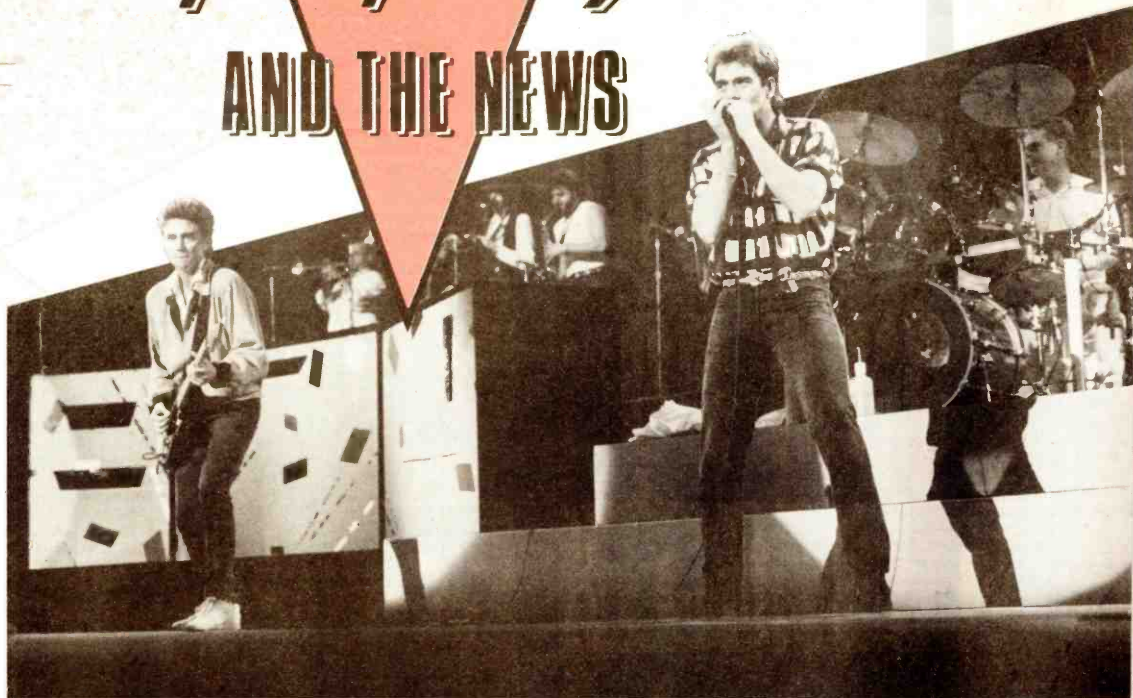
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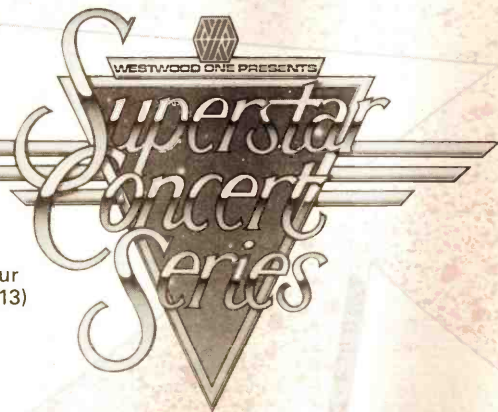
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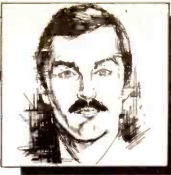
HUEY LEWIS

AND THE NEWS



SUPERSTAR CONCERT SERIES invites you and your listeners to rock out with Huey Lewis & The News the weekend of Friday, March 27, when the band stars in an *exclusive* 90-minute show airing on more than 400 Westwood One Radio Networks affiliates worldwide. You'll hear Huey and the guys workin' for a livin' doin' what they do best – delivering live versions of all your favorites from their four albums, including the *Fore!*-players "Stuck With You," "Hip To Be Square" and "Jacob's Ladder." That's the power of Huey Lewis & The News on the *Superstar Concert Series* – radio's most listened-to live performance program. For details, contact your Westwood One Station Relations Representative now at (213) 204-5000 or Telex 4996015 WWONE.





BRAD WOODWARD

WASHINGTON REPORT

GROUPS STRESS "LIMITED" PARTNERSHIP

NAB, RAB Unite To Boost Radio Ad Revenues

NAB and RAB are combining forces on a project aimed at boosting radio's share of advertising dollars, and its public image as an industry. Taking pains to stress that they are not merging, the partners are calling their venture a "single purpose, limited-life coalition."

As a first step, Bill Moyes of the Research Group has been retained to conduct a \$32,000 study of radio executives and 300 "advertising decisionmakers" in search of better ways to position radio. Because of its complexity, the report will not be ready, as had been hoped, in time for next month's annual NAB Convention in Dallas.

NAB's board okayed the project last week at its winter meeting in Laguna Niguel, CA. President Eddie Fritts said, "With the number of media outlets increasing, radio must compete more effectively for the advertising dollar. This joint venture should result in radio's getting a bigger share of the advertising pie."

Addressing this week's Managing Sales Conference in Atlanta, RAB President Bill Stakelin praised "significant strides toward improving our ability to work together" within the radio industry in the past year. "RAB is dedicated to working together with NAB or anyone else toward the ultimate goal of increased radio advertising share," he pledged.

"Unification is working for the benefit of the industry."

—Bev Brown

Stakelin also chided unnamed major broadcasters for failing to support either RAB or NAB. "Success of our industry is not a spectator sport," he warned.

NAB's role in the study will be overseen by board members Bill Clark of Shamrock and Jerry Lee of WEAZ/Philadelphia, plus NAB Exec. VP/Operations John Abel. Three corresponding RAB officials will be named later.

NAB-NRBA Marriage: No Divorce In Sight

NAB Radio Chairman Bev Brown of KGAS/Carthage, TX reported after last week's board meeting that the NAB-NRBA unification "is well in force. It's working for the benefit of the industry. We expect to accomplish many things much more easily than be-

fore because of the unification." He quoted other board members telling him, "Everybody was leaving with a smile on their face."

"Success of our industry is not a spectator sport."

—Bill Stakelin

NEWS BRIEFS

Radio Hall of Famers: McLendon, Storz, Trout

Top 40 radio pioneers Gordon McLendon and Robert Todd Storz and CBS News legend Robert Trout will be inducted into the Radio Hall of Fame at this spring's NAB Convention in Dallas (March 28-31).

McLendon, who died last fall, developed Top 40 programming, play-by-play sports coverage, and other innovations while building a radio group that began with the purchase of KLIF/Dallas.

Storz began creating modern music programming on radio shortly after he and his father launched Mid-Continent Broadcasting with their purchase of KOWH/Omaha in 1949.

Trout, the only living inductee of the trio, spent most his career as a news anchor and commentator at CBS. Trout is credited with coining the famous reference to President Roosevelt's radio talks as "fireside chats."

Feds Find Portland RF Under Control

A federal study of RF radiation from FM broadcast towers around Portland, OR has found no dangerous levels of RF in areas generally accessible to the public. In their joint study, the FCC and Environmental Protection Agency (EPA) said RF levels near Portland "compare favorably" with new American National Standards Institute (ANSI) standards used by the FCC to evaluate the environment impact of RF.

However, some local Portland area jurisdictions are proposing stricter RF standards, which might be violated by some of the levels recorded.

ANSI recommends keeping RF to less than 1000 microwatts per square centimeter (1000 uW/cm²). The highest reading found in Portland was 700, while 10 was a more common level.

Readings of AM field intensities were also taken in Portland, showing levels

exceeding ANSI guidelines only in areas "the public normally would not have access to."

Gary, IN Down To One Radio Station

The city of Gary, IN has failed to block WWCAGary's move out of town. The city argued that the AM outlet's proposed move to East Chicago, IN, where it will have higher power, deserves the residents of Gary by leaving them with only one licensed radio station.

Gary also contended that the move violates Section 307(b) of the Communications Act, requiring a fair and equitable distribution of radio frequencies.

In denying Gary's petition to deny shift, the Commission concluded that the action actually furthers the goals of Section 307(b) by providing East Chicago with first local broadcast services, as opposed to a second service for Gary.



Martin Umansky

Martin Umansky NAB Distinguished Service Award Winner

This year's winner of NAB's highest honor, the Distinguished Service Award, is Martin Umansky. Now head of a TV production company, Umansky served until last year as President/GM of KAKE-AM & TV/Wichita, KS. He was selected last week by NAB's Con-

News From NAB Board

- NAB, RAB team to boost radio
- Research Group study looks for better ways to position radio
- NAB-NRBA merger going great guns
- No radio president post for NAB

In other action, the NAB Board:

- Turned aside calls for a radio president, and for abolishing the joint board chairmanship to enhance the separate roles of radio and television within NAB.
- Reaffirmed abolition of comparative renewals as NAB's top 1987 legislative goal.
- Accepted engineering data on higher power for Class "A" FM stations.
- Tabled a resolution asking stations to "refrain voluntarily" from

airing obscene or indecent programming.

- Accepted a task force recommendation to undertake a legal and economic study for new competition in the radio ratings field.
- Went on record supporting common ownership of two AMs in the same market.
- Endorsed new AM preemphasis-deemphasis standards for transmission and reception. Radio board members will soon commit their stations to the new standards.

vention Committee. His son, Barry Umansky, is NAB Deputy General Counsel.

NAB Chairman Ted Snider said Umansky "has devoted more than 40 years as a broadcaster serving his community. His local commitment has been praised not only by the citizens of Wichita and his fellow broadcasters, but by President Reagan as well."

Last year's recipient was Grant Tinker, then Chairman of NBC.

WRBQ Hits Docket 80-90 Upgrading Roadblock

As FM stations rush to meet the March 1 deadline to upgrade to minimum power and antenna levels under Docket 80-90, Edens Broadcasting's WRBQ/Tampa has run into a roadblock at the FCC.

Last week the Commission's Review Board denied WRBQ's request to move to a new transmitter site outside of town, with a taller antenna of 1423 feet. Presently, the station has a down-town antenna that's only 555 above average terrain. Unless it can upgrade to at least 984 feet, WRBQ would be automatically downgraded from Class C to C1 status.

The board agreed that WRBQ's current site is "unsuitable," but said

"Edens has failed overwhelmingly to demonstrate that there are no other suitable non-shortspaced sites available." The new site would be short-spaced to a new station about to be licensed, WVFM/Lakeland.

While turning down Edens, the board did recommend holding off on the Lakeland grant until a solution can be found for WRBQ. "We believe that full equity to both communities and both licensees demands more" than automatic downgrading.

Other Key Developments:

- Radio totals as of January 31, 1987: 4867 AM; 3946 FM; 1263 educational FM; 10,076 total.

- Ray Charles will entertain at opening ceremonies for next month's NAB Convention in Dallas. Country singers Lee Greenwood and Ray Stevens will appear at the convention's closing banquet.

- Cynthia Work and Mary Brown will serve as acting legal assistants to FCC Chairman Mark Fowler during his final months in office. Carol Melton is quitting a similar job with Fowler to become Director/Legal and Public Affairs for Warner Communications in Washington.

- Louisa Nielsen has been named to succeed Dr. Harold Niven as Executive Director of the Broadcast Education Association (BEA).

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RADIO BUSINESS

TRANSACTIONS

WIN Communications Buys WLCS For \$6.5 Million

WLCS/JACKSONVILLE, FL
PRICE: \$6.5 million

BUYER: WIN Communications, Inc., Walter A. Tiburski, President, Anthony S. Ocepak, VP. WIN also owns WQAL/Cleveland; KBEZ/Tulsa; WIRE & WXTZ/Indianapolis; KRVR/Davenport, IA; WIRL & WSWT/Peoria, IL.

SELLER: The Kravis Company, George Kravis, President. It also owns KGTO & KRAV/Tulsa, OK. **DIAL POSITION:** 96.1 MHz **POWER:** 100 kw at 830 feet **FORMAT:** AC **BROKER:** Blackburn & Co.

WAMS/WILMINGTON, DE

PRICE: undisclosed
BUYER: Blue Hen Broadcasting, Inc., Joseph P. Farley, Sr., Paul L. Peven, principals. They also own WKEN/Dover, DE through another company, First State Broadcasting. **SELLER:** Heritage Communications, which also owns KDAY/Los Angeles, WBEE/Chicago, WRAP/Norfolk, WBBF & WMJQ/Rochester, WEMP &

WMYX/MILWAUKEE, WIL-AM & FM/St. Louis.

DIAL POSITION: 1380 kHz **POWER:** 5 kw days/1 kw nights **FORMAT:** Country **BROKER:** Todd Hepburn of Ted Hepburn & Co.

WHBQ/MEMPHIS

PRICE: \$750,000
BUYER: Dr. George Flinn of Memphis. The purchase requires special approval of the FCC, because seller RKO's basic character qualifications to hold and trade broadcast licenses is under review at the Commission.

SELLER: RKO General, which also owns WOR & WRKS/New York, KRTH-AM & FM/Los Angeles, WFYR/Chicago, KFRC/San Francisco, WRKO & WROR/Boston, WGMs-AM & FM/Washington, WAXY/Ft. Lauderdale. **DIAL POSITION:** 560 kHz **POWER:** 5 kw days/1 kw nights **FORMAT:** News/Talk

KRXX/EUGENE, OR

PRICE: \$185,000
BUYER: McKenzie River Broadcast-

ing, John G. Tilson and Robert M. Oxarart, principals. It also owns KGMC/Eugene, OR. Tilson is former owner/GM of KKNJ/Fresno, CA and KKCW/Portland, OR. Oxarart is former GM of KUPL-AM & FM/Portland.

SELLER: KRXX, Inc., Richard Parker, President.

DIAL POSITION: 1450 kHz **POWER:** 1 kw days/250 watts nights **BROKER:** Jerry Dannon of the Montcalm Corp.

WGUY-AM & FM BANGOR, ME

PRICE: \$1 million
BUYER: Sunspot Broadcasting Co. Inc., John J. Pineau, owner. He is an electronics manufacturer and real estate developer from Hamden, ME. **SELLER:** Stone Communications, Inc., Melvin L. Stone, his wife Frances and son Charles, principals. **DIAL POSITION:** 1200 kHz; 100.9 MHz **POWER:** 5 kw; 3 kw at 484 feet **FORMAT:** AC, CHR **BROKER:** Kozacko-Horton

TRANSACTIONS AT A GLANCE

**Transactions So Far In 1987:
\$82,726,147**

This Week's Transactions: \$8,435,000

- WLCS/Jacksonville \$6.5 million
- WAMS/Wilmington, DE undisclosed
- WGUY-AM & FM/Bangor, ME \$1 million
- WHBQ/Memphis \$750,000
- KRXX/Eugene, OR \$185,000

SLAMS RENEWAL 'PERVERSION'

RKO Pledges Continued Fight

Following last week's collapse of settlement talks, RKO says it will continue working to achieve either settlements to sell its stations, or renewal of its radio licenses.

A. William Reynolds, Chairman of RKO's parent firm GenCorp, characterized mediator Jim McKinney's final report on the disappointing settlement process "factual and balanced." Only the WHBQ/Memphis case resulted in a settlement (see details in Transactions listings).

Reynolds added, "We strongly support his (McKinney's) condemnation of the comparative renewal process. The KHJ-TV case and related proceedings are dramatic evidence of the baffling complexity, perversion of purpose, and diversion of resources inherent in comparative renewal.

"In our view, the public interest cries out for bold steps to cut through the Gordian knot this case has become. We will continue in the public interest, and in the interest of shareholders and employees, to attempt to reach fair and reasonable settlements.

"Where settlements cannot be reached, we intend to vigorously litigate to what we believe should be and will be renewal of our broadcast licenses."

Open Window On 14 FMs

A filing window is currently open for any parties wishing to apply for new Class A FM stations on 102.7 MHz (Channel 274A) in 14 communities: North Crossett, AR; China Lake, CA; Quincy, FL; Sparta, GA; Beaver Dam, KY; Cumberland, KY; Marion, KY; Springfield, KY; La Crescent, MN; Webster, NY; Narragansett Pier, RI; New Ellenton, SC; Mannington, WV; Jellico, TN. Applications are due at the FCC by March 13.

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.

CALL SIGN CHANGES

- Atlanta, GA WCNN to WGTW (2/8)
- Beaumont, TX KGIC to KZZB (2/9)
- Beaumont, TX KZZB to KZZB-FM (2/9)
- Belvidere, IL WYBR to WYBR-FM (3/1)
- Boston, MA WLKW to WEAN (1/30)
- Camden, SC WPUB to WVEF (2/4)
- Cave Junction, OR KBBG to KIVR (2/15)
- Cave Junction, OR KBBG-FM to KBBG (2/15)
- Chubbuck, ID KRCD to KRCD-FM (2/4)
- Chubbuck, ID KKLK to KRCD (2/4)
- Concord, MA WWCC to WADN (2/4)
- Eugene, OR KRXX to KKXO (requested)
- Dennison, TX KLAK to KMKT-FM (requested)
- Durant, OK KAFM to KLAK (requested)
- Gladwin, MI WGMM to WGDN-FM (requested)
- Gladwin, MI WJEB to WGDN (requested)
- Jackson, TN WRJX to WBTJ-FM (requested)
- Jacksonville, NC WOPY to WJCV (2/5)
- Jonesboro, TN WUSJ to WQLS (2/4)
- Kilgore, TX KOCA to KTXC (2/9)
- Lamesa, TX KLGT to KRTX (2/9)
- Lihue, HI KIPO to KQNG (2/1)
- Lihue, HI KIPO-FM to KQNG-FM (2/1)
- Lincoln, NE KJUS to KLDZ (requested)
- Lubbock, TX KEJS (new station)
- Mechanicsville, VA WZZR to WCDX (requested)
- Milwaukee, WI WBCS-FM to WLZR (2/10)
- Mexia, TX KYCX to KROX (3/2)
- Nicholasville, KY WJMM to WCGW (2/4)
- Oak Park, IL WBMX to WPNA (requested)
- Rockford, IL WXTA to WYBR (3/1)
- Sanford, NC WBSL to WXKL (requested)
- South Boston, VA WJLC-FM to WPHR-FM (3/20)
- Terrell Hills, TX KESI to KMMX (requested)
- Wheeling, WV WKWK-FM to WEEL-FM (requested)
- Winston-Salem, NC WSEZ to WMQX-FM (requested)
- Winston-Salem, NC WAIR to WMQX (requested)

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

*This announcement appears as a matter of record only
and these securities are not being offered publicly.*

\$12,500,000

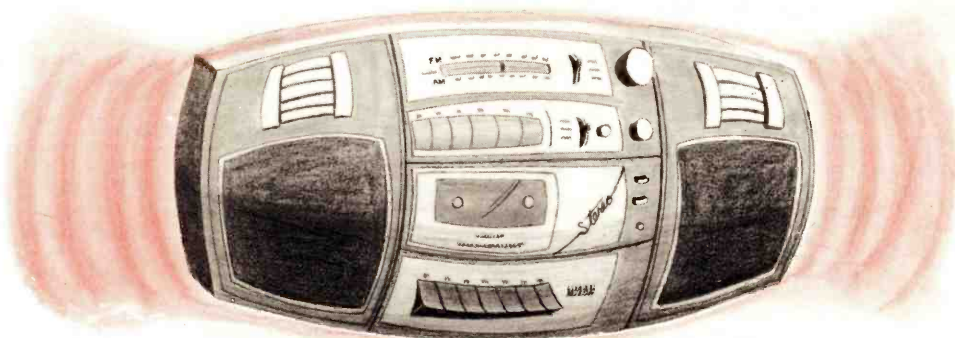
JAG Communications, Inc.

**Convertible Senior Subordinated
Notes due 1996**

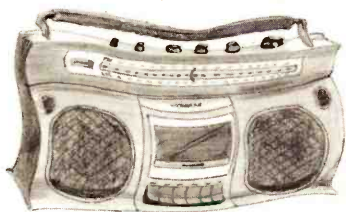
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WERTHEIM SCHRODER & Co.
Incorporated

Once Your Station Gets StereoMaxx'ed,



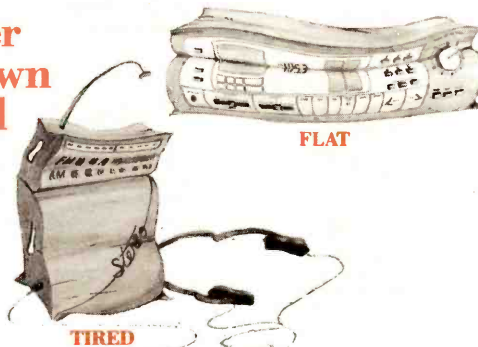
Every other station in town will sound a little...



LIFELESS



DEFLATED



TIRED



FLAT

New StereoMaxx Gives You an Extra Edge.

- It's the First and Only Broadcast Spatial Image Enlarger.**
StereoMaxx™ enhances and enlarges your music's stereo image, for a dramatically **Bigger, Fuller** sound. Once your station is *StereoMaxx*'ed, other stations really do sound dull by comparison.
- It's Not a Loudness Box... It's a "Make You Bigger" Box.**
StereoMaxx works *with* any loudness processor you use — Optimod, Texar Audio Prism, CRL, you name it. Spatial image enhancement is a completely different effect from loudness processing. The effect is noticeable on all kinds of stereo radios — from large rack systems to portable boom boxes and headphone radios. And in the car — **WOW!**
- No Tricks, Just Treats — Doesn't Mess With Your Mono Signal.**
 Unlike earlier attempts at enhancing the stereo image, *StereoMaxx* is 100% mono compatible. *No* phase problems; in fact, no problems at all! *StereoMaxx* constantly monitors the music to avoid over-enhancing music which is already widely-separated. And it works equally well on FM or AM (and even TV) stereo stations.
- StereoMaxx Adds Excitement to Any Music Format.**
 Hard to believe, but true. *StereoMaxx* adds **Power** to CHR and AOR formats, and adds **Foreground Punch** to AC stations. B/U sounds really **Jump Out Of The Set** with *StereoMaxx*. But you can also adjust *StereoMaxx* to make an Easy Listening/Beautiful Music station sound more lush and opulent.
- Designed & Built By a Company That Knows Radio.**
StereoMaxx is the newest "magic box" for radio from Eric Small and the Modulation Sciences design team. Our CP-803 Composite Clipper is on the air at over 1000 radio stations, keeping them loud, clean and legal. And our Sidekick is *the* industry-standard SCA generator.
- Get the Jump on the Competition, Call Now for Demo Cassette.**
 Since *StereoMaxx* is brand new, no one else in your market has it — yet. So now's the perfect time to check it out. Call Modulation Sciences **Toll-Free at (800) 826-2603** [in NY: (718) 625-7333] and we'll send you a terrific **FREE Demo Cassette**, produced by Radio Today's Dan Formento. Hear for yourself the "stand-out" difference that *StereoMaxx* makes. Why not call now for your demo cassette!



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RADIO BUSINESS

REJECTS PICKING SINGLE STANDARD

Commerce Department Backs Multi-System AM Stereo Solution

The U.S. Commerce Department announced in Washington this week (2/10) that it favors breaking the five-year AM stereo impasse between Kahn and Motorola by encouraging multi-system receivers capable of picking up transmissions from both systems.

Despite hints that it might call on the FCC to pick a single standard, the National Telecommunications & Information Administration (NTIA) said such a step would hurt stations which have already bought the "losing" system and drag out the process even further by inviting a lawsuit.

Motorola and NAB officials attending a press conference to unveil NTIA's report declined comment until they had a chance to study the proposals.

Multi-System Chip Study Soon

NTIA Administrator and Assistant Commerce Secretary **Al Sikes**, a former Missouri radio broadcaster, said his agency will quickly conduct a study on the feasibility of multi-system receiver chips at its laboratory in Colorado.

"Advances in integrated circuit 'chip' technology may offer a hardware solu-

tion to this apparently stalemated competition," said Sikes.

NTIA's report added, "Available evidence suggests that multi-system receivers are both technically and economically viable." But it concluded that a study is needed to settle claims that multi-system chips hurt reception.

"Advances in integrated circuit 'chip' technology may offer a hardware solution to this apparently stalemated competition."

—Al Sikes

If multi-system chips prove to be viable, Sikes said NTIA would immediately petition the FCC to protect the stereo pilot tones used by Kahn and Motorola to "protect the viability of the two market-accepted systems and promote greater certainty in the AM stereo market."

If the chips are proven once and for all to be unworkable, NTIA predicted

the marketplace will "coalesce rapidly around one of the two systems."

Nearly 1000 AM Stations Surveyed

NTIA made its findings after conducting an extensive AM stereo study, covering 931 AM stations and 26 receiver manufacturers. It found that no more than 518, or slightly over 10% of AM stations, are now stereo, and the rate of new conversions is slowing down.

Most commonly cited as reasons for failing to convert were lack of receivers, mentioned by 46.7%, and fear of choosing the wrong system, 41.6%.

On the receiver side, NTIA found that no more than 40 set makers, or one-sixth, make AM stereo sets. It said about 30 make C-QUAM sets, while six appear to make multi-system products.

Only 2% Of AM Sets Get Stereo

Accepting Motorola claims of seven to eight million C-QUAM sets in the marketplace, NTIA noted that represents only two percent of the 500 million radios in existence. Manufacturers cited lack of consumer demand and lack of AM stereo stations as the main

NTIA AM Stereo Findings

Why AMs Avoid Stereo

- Not enough receivers 46.7%
- Fear of choosing "wrong" system 41.6%
- Can't afford equipment 39.1%
- Continuing Maintenance/Engineering Costs 34.4%
- Wrong Programming Format 33.7%
- Stereo Unimportant To AM 33.1%

Why AMs Adopt Stereo

- Improve Sound Quality 30.6%
- Compete With FMs In Market 28.4%
- Compete With AMs in Market 25.1%
- Listener Demand 23.5%
- Advertiser Demand 21.7%
- Format Change 15.1%

Why AMs Pick Kahn Or Motorola

- Availability of Sets 27.5%
- Technical Superiority 26.9%
- Technical Support From Manufacturer 26.4%
- Others In Market Chose Same System 22.8%
- Least Cost 23%

Average Cost Of Conversion \$17,000

Based on NTIA survey of 931 AM stations. Totals exceed 100% because station were able to mention more than one reason in each category.

reasons for not building stereo sets.

NTIA reasons that a multi-system approach would allay fears on both sides of the equation: AM stations wouldn't fear picking the "wrong" system, while set makers would be more comfortable knowing their receivers could pick up either Kahn or C-QUAM transmissions.

Other steps Sikes said NTIA will take to help promote AM stereo include:

- Initiating talks with other countries "active in AM improvement," such as Japan, Australia, Canada, and Brazil.

- Petitioning the FCC to open an inquiry on how the expanded AM band, from 1605 to 1705 KHz, can be used to solve some of AM's problems. Sikes said it's "conceivable" NTIA will recommend moving existing stations to the new spectrum to lessen crowding in the present band.

- Sending letters to broadcasters and set makers, urging their cooperation to improve AM.

- Recommending that government and industry work together "toward recognition that AM should be allowed to improve and develop into a medium similar to FM, that is, with less interference and better sound and signal quality."

Making AM "High-Tech"

"We believe the industry needs to have a commitment to seeing AM as a high-tech medium," Sikes summed up at this week's press conference. "The essence of our view is that it's hard to compete in a high-tech world if you're relegated to a low-tech technology."

TAMPA CONFERENCE

Bankers Learn Broadcasting

Officials from 21 lending institutions gained insight into the broadcasting industry last week in Tampa at a seminar sponsored by communications law firm **Leibowitz & Spencer** of Miami.

"Despite the tremendous increase in radio and TV station trading, bankers still suffer from a shortcoming of information about investment-worthy broadcast properties," said senior partner **Matthew Leibowitz**.

In particular, bankers were advised how to value radio and television stations according to their cashflow, rather than the traditional assessment of hard assets.

Among tips offered on how banks can protect their investment in stations:

- Demand as much non-voting stock as possible
- Insist on strict compliance with FCC rules
- Make sure towers meet FAA and zoning requirements
- Preserve the station's operations at all costs to preserve a "good, operating business" in the event default requires sale of the property.

December, 1986

SOLD

WISP-AM
and
WQDW-FM

have been sold by

CARVELLE BROADCASTING CO.

of Kinston, N.C.

to

PIEDMONT BROADCASTING CORP.

of Danville, Virginia

The undersigned represented the seller in this transaction.
This notice appears as a matter of record only.

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COMMUNICATIONS
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ASSOCIATES

Here's to the first nineteen years of a legendary
rock and roll radio station, and to the many legends
behind the desks and mikes who made it so innovative

KMET 94.7

And here's to the next nineteen years of innovation

Heavy Jimmy

NEXT WEEK (FEB. 23/27TH)

WBCN KISW WIYY WYSP KYYS WHTX WXRK

WILL BE BROADCASTING

Live from L.A.

THE AFTERNOON DRIVE REMOTE

LENGTH: A One Week Remote (20 Hours)
Monday Through Friday
Afternoon Drive

TIME: L.A. Noon-4 pm
MOUNTAIN 1-5 pm
CENTRAL 2-6 pm
EST 3-7 pm

NOW BOOKING

ACADEMY AWARDS
WEEK
MARCH 30-APRIL 3

SPRING ARB WEEK
APRIL 27-MAY 1

HOLLYWOOD'S 100th
BIRTHDAY
JUNE 1-JUNE 5

PREMISE: Multiple stations each broadcast their own afternoon drive from one central location in the heart of L.A.'s Sunset Strip, thereby becoming a major "happening" in and of itself.

The week-long broadcast will capture the magic of Hollywood and L.A. with film, TV stars, respected producers, directors, comedians, sports figures and recording artists as on-air guests.

LOCATION: Carlos 'n Charlies
8240 Sunset Boulevard
(...in the heart of The Strip)

ONLY SIX POSITIONS ARE AVAILABLE FOR ANY ONE WEEK. SPACE IS LIMITED. FOR BOOKINGS AND INFORMATION...

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**JOHN MOGHAN AT
CALIFORNIA RADIO**

213-850-7417

COMING SOON: "LIVE FROM NEW YORK"...
THE MORNING DRIVE REMOTE

NEWSBREAKERS

Edited by Jim Dawson



David Witzig



Bill Levenson



Paula Batson



Alison Hill



Karen Grinthal



Rose Gross-Marino



James White



Winnie Kelly



Ed Trunk



Tim Murphy

● **DAVID WITZIG** has been promoted from Special Accounts Manager for **Capitol Records** in Boston to National Director/Sales for the label. His earlier Capitol posts include Promotion Manager in Chicago, Special Accounts Manager in Minneapolis, Territory Manager in New York, and Customer Service Rep in Detroit.

● **PolyGram Records** has named **BILL LEVENSON** Director/Catalog Development and **TIM ROGERS** Manager/Catalog Development. Levenson joined the label in 1980 as Manager/Marketing Systems with PolyGram Classics, moving to PolyGram Records in 1981 as Assistant to the President. He has been Director/A&R at PolyGram for the past year and a half. Rogers, a seven-year label vet, first held the title of Production Coordinator before moving to more extensive catalog responsibilities. He was most recently Product Manager/Pop Catalog.

● **DAWN BRIDGES** has joined the **Tin Pan Apple Group**, which includes a management company and the **Tin Pan Apple Records** label, as Publicity Director. She was previously an AE with **Solters/Roskin/Friedman Public Relations**.

● **RAYMOND GIANCETTI** has been named Director/Creative Services for **NARM**. He previously served as Manager/Operations and Business Affairs for the **Franklin Mint Record Society**.

● **PAULA BATSON**, who has served as Director/Regional Publicity-West Coast for **RCA Records** since March of last year, has been promoted to Director/National Publicity for RCA Records-US. She was previously Administrator/Press Information-West Coast for the label from 1974-1977, and Associate Director/Press, Publicity, and Public Information-East Coast for **Columbia Records** from 1978-1982, after which she rejoined RCA as Manager/Publicity-West Coast.

● **ALISON HILL** is the new Director/Public Relations for the new West Coast office of **Turner Broadcasting System**. Previously, Hill worked as Media Relations Director for **Burson-Marssteller** for five years, and has acted as the company spokesperson for **Mattel Electronics**.

● **STEVE McNEE** has been named PD/midday personality at **Baer Broadcasting's WZLJ/Wildwood-Atlantic City** AOR outlet. He was previously OM at **WXVA-AM & FM/Charles Town, WV**. **BARBARA VOIGHT** has been appointed Asst. PD/midday personality, and comes from doing middays at sister station **RI-104/Providence**.

● **KAREN GRINTHAL**, former National Sales Director for **CBS RadioRadio**, has been appointed National Sales Manager for the **MCA Radio Network**. She previously held AE positions at **CBS RadioRadio** and the **RKO Radio Network**.

● The **1 Way** promotion company has moved to 2510 Jalmia Dr., Los Angeles, CA 90046; (213) 874-7222.

● **MARTIN ROSALES** has been appointed GM and **CARLOS CANTU** GSM at **Brownsville Broadcasting Corp.'s KBOR/Brownsville, TX**, coinciding with the station's change to a 24-hour Spanish format. Lotus will be the station's national rep.

● **SAM LAWSON** has added PD duties at Gold-formatted **KJRB/Spokane** in his position as Chief Engineer for cross-town **KJRB & KEZE**. He was previously Chief Engineer for nearby **KZZU** and has done morning drive at the former neighboring **KKER** and **KZUN**.

● **DAWN ATIAS** has been appointed Director/Affiliate Relations for **REM N Communications**. She began her broadcast career at the **RKO Radio Network** in 1981 in the Affiliate Relations Department, and became Regional Manager/Midwest when RKO was purchased by **United States**.

● **Torbet Radio's** Minneapolis and St. Louis offices have moved. The new addresses and phones are: Baker Building, 706 Second Ave. S., Suite 732, Minneapolis, MN 55402, (612) 338-1111; and The Equitable Building, 10 Broadway, Suite 205, St. Louis, MO 63102, (314) 241-8130.

● **BARBARA LARSON** has joined **KIIS-AM & FM/Los Angeles** as Local Sales Manager. She comes from **WXRK/New York**, where she was NSM.

● **BERNARD DE BOSSON** will be leaving his post as President of **WEA Music/France** on April 1 of this year. He became President of the affiliate last year after serving as VP there for five years, and earlier as Managing Director from its inception in 1971 to 1981.

● **JERRY ADAMS**, part owner and President of **Andrew Jackson Broadcast**, died January 20 of a heart attack. He was 47. Most recently he was part owner and GM of **WYNU/Milan-Jackson** and **WKBJ/Milan**.

● **STAN METZLER**, UPI L.A. Bureau Manager, died January 20 after a brief illness. He was 40.

● Condolences to veteran personality **MICHAEL SARZYNSKI** on the death of his father, **WALTER**.

CHRONICLE

Born To:

● **WQUT/Johnson City, TN** morning man **Steve Mann**, wife Janet, daughter **Stephanie Kay**, January 2.
● **KCFX/Kansas City** GSM **Diane O'Byrne**, husband Rob, daughter **Whitney Rose**, January 12.
● **WTFM/Kingsport, TN** PD **Bruce Goldsen**, wife Sue, son **David Tyler**, January 16.

● **KISJ/Brownwood, TX** PD **Jim Hays**, wife Kim, daughter **Amber Lauren**, January 17.
● **KGOR/Omaha** morning man **Jack Swanda**, wife Karen, daughter **Natalie Jane**, January 17.
● **KMGG/Santa Rosa** GSM **Kent Bugstad**, wife Jeanne, daughter **Katelyn Michelle**, January 18.

● **KHIL & KWXC/Wilcox, AZ** VP/GM **Glenn Nelson**, wife Christine, daughter **Megan**, January 18.
● **Geffen Records** Executive A&R Assistant **Elaine Black MacLachlan**, husband Scott, daughter **Michelle Suzanne**, January 19.

● **KTYD/Santa Barbara** MD **Laurie Bentson**, husband Bill, daughter **Kimberly**, January 23.
● **WINZ/Miami** morning man **Jeff Gonzer**, wife Barbara, son **Matthew Herman**, January 25.
● **WTVM/Columbus, OH** Production Director **Scott Kahler**, wife Erika, son **Daniel Taylor**, January 26.

● Singer **James Ingram**, wife **Debbie**, daughter **Jahnee**, January 27.
● Also at **KCFX/Kansas City**, air personality **Drake Hall**, wife **Cheslea**, son **Jeremiah**, January 30.

● **Columbia Records** LPM **Bob Conrad**, wife Lisa, daughter **Alanna Rebecca**, February 3.

PROS ON THE LOOSE

Robyn Bentley — Promotions Director **WZZR/Richmond** (804) 353-4384

Doc Burns — MD/Middays **KAMZ/El Paso** (915) 755-8085
Jim Edwards — MD **KFXD(KF95)/Boise** (208) 345-1904

Cynthia Fox — Middays **KMET/Los Angeles** (213) 659-4808
Rick Lewis — Nights **KMET/Los Angeles** (714) 538-8622

Paraquat Kelly — Mornings **KMET/Los Angeles** (213) 456-5496
Jim Ladd — Late-nights **KMET/Los Angeles** (213) 656-6531

Deirdre O'Donoghue — Weekends **KMET/Los Angeles** (213) 399-8063
David Perry — Afternoons **KMET/Los Angeles** (818) 716-1961

Mick Rion — Weekends **KCAL-FM/Riverside-San Bernardino** (213) 969-0308

Thom Robinson — OM/PD **WAMX/Huntington** (304) 259-6752
Rick Scarry — News **KMET/Los Angeles** (818) 841-2064

Jack Snyder — Overnights **KMET/Los Angeles** (818) 907-5865
"Shotgun Stevens" — Mornings **WDJX/Louisville** (502) 966-0643

Randy Thomas — Weekends **KMET/Los Angeles** (818) 501-7201
Pat Welsh — GM **KROQ/Los Angeles** (213) 476-5020

Sharon Wilson — Middles **KRQX/Dallas** (214) 528-1651

SOMETHING FUNNY'S GOING ON . . .

● Z100 ● Q105 ● Z93 ● B94 ● KRBE
● WMJI ● WHDH ● KDWB ● WLAC ● WFLY
● DC101 ● WCMF ● KIMN ● WNCI ● WNNK

To Name A Few!

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Celebrity Phone-Ins, Super SurprisesCall Now For A Demo. (800) 782-0700
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SHELTER 96/11

Including:

WXKS 24-19 WCAU 33-28 KITS 6-5
WBEN add PRO-FM 31-25 KATD deb 34
WKSE deb 40 WMMS 19-12 WBNG 9-8
KWOD add

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

BERLIN



IF
**YOU DON'T KNOW
TODAY
YOU WILL TOMORROW**



R&R STREET TALK

KMET: Could It Cut The Mustard?

While much of California's Southland was reeling from **METROPOLITAN's** clean sweep at **KMET** (where were you when they needed you? — the audience and media, that is), local sources were recounting how the decision to chuck the legendary calls came from an "experiment" with a ketchup bottle. **PD FRANK CODY** apparently squeezed all the Heinz ketchup from a bottle and, in anticipation of great puzzlement, replaced it with French's mustard. The next day he presented disbelievers with the bottle and asked them how they could change the station's content without changing the package? 'Nuff said, apparently.

Still no word on the outcome of the long-awaited **SCONNIX-BLAIR** buyout, but could it be that **JIM HILLIARD** is eyeing **KIOI/SAN FRANCISCO** so that when **Sconnix** picks up **KVIL/DALLAS** they can make a swap? No confirmation . . . so stay tuned.

What's happening at **B106/WASHINGTON?** Since **INFINITY's** takeover, they've lost both **PD BOB KAGHAN** and **GM PETER FERARRA** to **METROPLEX**. Temporary **GM CHARLIE OCHS** is soon "expecting to name someone" to manage, followed by a decision about a **PD**. But will the station stay **CHR**? All talent contracts have expired, and we hear everyone's working day-to-day.

Looks as if former **KWIZ-AM & FM/SANTA ANA GM RON THOMPSON** is out following his attempt to buy the station last August. He reportedly turned in his resignation effective April 1, but was induced by management to compress his plans.

Insiders point to ratings as the cause of **STONER BROADCASTING's** and **WAMX & WGNT/HUNTINGTON's** loss of **VP/GM GARY VOSS** and Operations Manager **THOM ROBINSON**. **WGNT** is now programmed by **SCOTT HAMILTON**, while **WAMX** is being captained by former **MD CHRIS COLLINS**. The station has also announced a flip in formats to **AC**.

Seems **KDON-FM/SALINAS-MONTEREY** morning man **WALT JACKSON's** parody "Hip To Be Mayor," done **CLINT EASTWOOD** style, hasn't gone over too well with **HUEY LEWIS & THE NEWS**. A representative of the band has officially asked Walt not to play it, because "Huey doesn't like it." Might be too

late, however, as **RICK DEES** is already playing it downstate at **KIIS-FM**.

Speaking of **Dees**, is he about to lose sidekick **LORNA LOVE** after only nine months? Looks like it. This makes his second partner to exit in the last year, as **RAEHEL DONAHUE** preceded Lorna. What's the cause? No one's saying, but the search is on for a "strong replacement." T&R to **PD STEVE RIVERS** ASAP.

WHJY/PROVIDENCE's "Stupid Cupid" Valentine's Day promotion got a little too stupid. The station offered to marry a couple on-the-air on Friday the 13th, and provide all extras, such as a stay in a hotel suite, tux, gown, etc. All entrants had to do was come up the most convincing story or demonstration why they should get the prize. After morning star **CAROLYN FOX** asked "people to pull out all the stops" in their efforts, a couple showed up in the station's lobby armed with a real pellet gun which the man held to the head of 'HJY's **RUDY CHEEKS**. They threatened to kidnap **Cheeks** and hold him for ransom, but were foiled when the receptionist called the cops, who charged the would-be groom with disorderly conduct.

We hear **LIONEL RICHIE**, while on tour down under, teamed up with **ELTON JOHN** for six tracks recorded in preparation for **John's** next album — which looks like it might be released on **MCA**. Also, **Richie** again has parted management company with **KEN KRAGEN**, moving over to **FREDDY DeMANN**.

Late **WNEW/NEW YORK** broadcaster **WILLIAM B. WILLIAMS** has been named Broadcaster Of The Year by the **INTERNATIONAL RADIO & TELEVISION SOCIETY**, honoring the radio veteran with the association's first such posthumous award.

MCA MUSIC ENTERTAINMENT GROUP President **IRV AZOFF** will receive this year's Humanitarian Award from the **T.J. MARTELL** Foundation for Leukemia and Cancer Research, with the event set for April 11 at New York's Sheraton Centre Hotel. This month's West Coast Presidential kickoff luncheon in Beverly Hills February 23 should be warmer than the East Coast launch — held in the middle of the blizzard which blanketed the Northeast Jan. 22.

Continued from Page 22

AIR PRIORITIES: WEEK 25

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

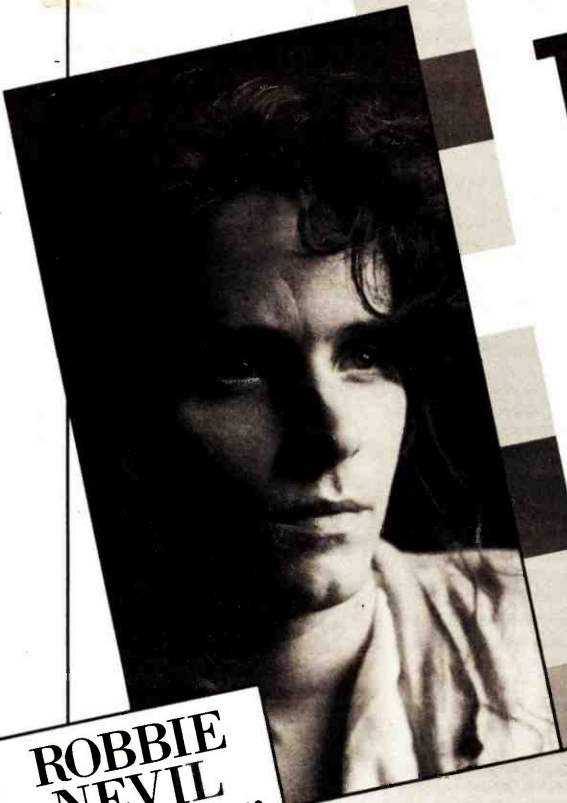
Artist	Title	Label
PAUL SIMON	THE BOY IN THE BUBBLE	WB
JULIAN COPE	WORLD SHUT YOUR MOUTH	ISLAND
TRIUMPH	JUST ONE NIGHT	MCA
COLIN JAMES HAY	HOLD ME	COLUMBIA
IDLE TEARS	TAKE ME HOME	MCA
BILLY BRANIGAN	MAYBE TONIGHT	POLYDOR/POLYGRAM

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

ACTIVE INDUSTRY RESEARCH

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THE GOODS



GLASS TIGER
"I Will Be There"

The third smash
(and there's more)

ON YOUR DESK NOW

ROBBIE NEVIL

"Dominoes"

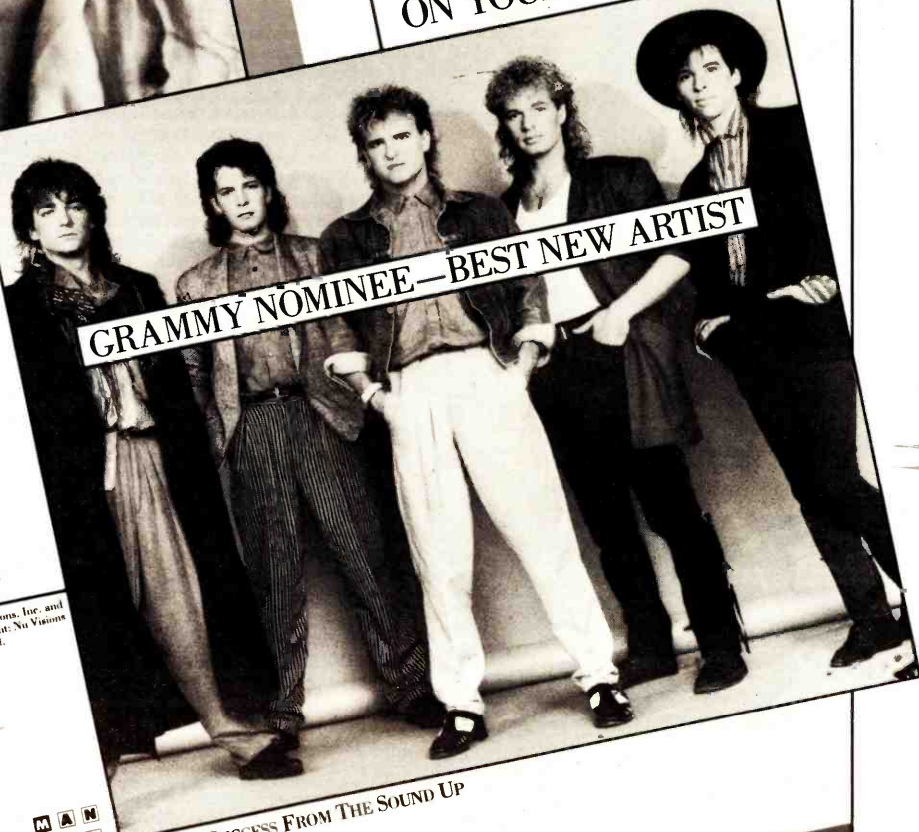
The smash follow-up to
"C'est La Vie."

87/49 — 36%

One Of The
MOST ADDED

WXKS	99DTX
WKSE	WCZY
CKOI	KDWB
WCAU	KWK
PRO-FM	KPKE
94Q	Y108
KRBE	KROY
WGH	KITS
WMMS	KATD
92X	KPLZ
WNCI	KUBE

Produced by Alex Salkin for Peregrine Productions, Inc. and Philip Thornalley for Veschio Limited Management; Nu Vision Entertainment, Ltd. Ron Weisner/Bennett Freed.



BUILDING SUCCESS FROM THE SOUND UP

GET DOUBLE-CROSSED!

R&B FAVORITES SHIRLEY MURDOCK AND STARPOINT
BREAK OUT BIG ON CHR

SHIRLEY MURDOCK

"AS WE LAY"

from the SHIRLEY MURDOCK! LP
Over 300,000 sold!

On tour: 2/13 Richmond, VA; 2/14 Washington, DC; 2/15 Norfolk, VA;
2/19 Fayetteville, NC; 2/20 Akins, SC; 2/21 Greensboro, GA;
3/6 Birmingham, AL; 3/7 Atlanta, GA;
3/19 Devon, PA; 3/20 Westbury, NY

CHR NEW & ACTIVE

60/14

With This Week's Action:



- WXKS 35-31
- Z100 7-3
- WCAU 23-17
- PRO-FM add
- KTKS add
- KKQB 16-15
- Y100 18-14
- B96 19-18
- WCZY 29-26
- WHYT 14-11
- KPKE add
- FM102 24-20
- KROY 19-17
- KS103 deb-34
- KWSS add
- WSPK 10-7
- KAMZ 10-8
- KITY 8-5

STARPOINT

"HE WANTS MY BODY"

from the forthcoming SENSATIONAL LP—
out February 23.

WHYT
KMEL
WSPK
WKRZ
KAMZ
194



B/U CHART 32



CROSSOVER DREAMS COME TRUE...
ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS.

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STREET TALK

Continued from Page 20

Expect various new assignments at **COLUMBIA** in the coming weeks, partly because of the departure of VP/Product Development **ARMA ANDON**.

KZPS/DALLAS is the latest client for consultant **GARY GUTHRIE**, who'll be overlooking the station's Classic Hits format by day and its Jazz block by night. The station is said to be the first client for Guthrie's "Breezin' " AC/Jazz format.

The ad lib "Walking like an Egyptian and smelling like an Arab" got **Q107/WASHINGTON** afternoon driver **GARY SPEARS** into hot water. Lots of phone calls to the station about the remark and protests from the American-Arab Anti-Discrimination League prompted an on-air apology. Pass the Falafel, please. Hold the oil.

WNSR/NEW YORK VP/GM **MARK BENCH** is heading to Geneva, Switzerland as the only representative of private sector American broadcasting at the World Administrative Radio Conference on High Frequencies. High on Bench's list of priorities is Eastern Bloc jamming, which he claims has "seriously cut into the effectiveness of such operations as the **VOICE OF AMERICA**, **RADIO FREE EUROPE**, and **RADIO LIBERTY**."

The **RADIO ADVERTISING BUREAU** has joined forces with the **AMERICAN COMEDY NETWORK** to produce a series of pro-radio commercials for broadcast through 1987. Five of the ten spots will be developed around RAB's "I Heard It On The Radio" theme, while the other five will supply competitive media information.

Elsewhere on the syndication front, we hear that the **NSBA NETWORK** is readying a July 4 special, while **FRANK FOREST**'s "Musical Starstreams" has signed **RADIO SAUDI ARABIA** to enter the New Age of radio programming as the company's 35th affiliate.

Veteran broadcaster **BRUCE MORROW** addressed a gathering of his radio colleagues last Friday at a luncheon meeting of the 1987 Variety Radio Committee. Morrow, Chairperson of the Radio Committee and co-host of the Variety — The Children's Charity Telethon, praised tri-state area DJs and local radio stations for their support of last year's event, which raised \$1.6 million. The telethon is part of an international association that raises funds to help handicapped children in the area.

BEEJ JOHNSON is gone from **WUSL (POWER 99)/PHILADELPHIA** mornings because of chronic lateness, according to the *Philly Inquirer*. His fiancée, "**LADY B**" **CLARK**, will continue her Friday night rap show at the station.

MIKE O'BRIEN, former midday announcer/Production Director at **KBEQ/KANSAS CITY**, has officially been named the "Captain of the Q104 Morning

Zoo." According to PD **STEVE PERUN**, O'Brien will join **KAREN BARBER** and **MR. LOU**, while continuing in his production role. In addition, **JOHNNY ROWLANDS** returns to the station for 9-noon, but will continue his morning/afternoon pilot/traffic duties for crosstown full service **AC KMBZ**. Does this mean he'll get to crossplug his midday show as he signs off at **KMBZ**?

JOHN HARTMAN is out as Music Coordinator at **KKBQ/HOUSTON**. He is replaced by **JOHN COOK** (on loan from **KIIS-FM**), who will assist the station in setting up its music computer. Rumors about **PATTY HAMILTON**'s departure as MD are "totally unfounded," according to PD **JOHN LANDER**.

Keep an eye on the woman playing keyboards and singing backup on **BILLY IDOL**'s tour. She's **SUSIE DAVISON**, taking time off from **KKCY/SAN FRANCISCO** weekends to indulge in Idolatry.

Congrats to **Z102/SAVANNAH**'s **SPANKY MCFARLAND**, who moves from night jock in market #149 to weekends and swing in New York — at **Z100** . . . Also, **WNCI/COLUMBUS** Assistant PD **MICHAEL J. FOX** is now doing nights at **WHYT/DETROIT** . . . **WFBR/BALTIMORE** veteran **IRA SIEGEL** (aka **AL HENDRIX**) moves to parttime swing for **NATIONWIDE**'s crosstown Country outlet **WPOC** . . . Former **WMAQ/CHICAGO** and **WIL/ST. LOUIS** personality **CHARLIE O'NEIL** is the new morning show cohost at **KIKK/HOUSTON**.

Sad to report the death of **BLUE NOTE** founder **ALFRED LION**. Look for a full appreciation of Alfred's contributions to the jazz world next week in **R&R**.

Earlier reports here of **DON HENLEY** producing the upcoming **WARREN ZEVON** album on **VIRGIN**, due in June, are unconfirmed. Now we hear Warren will handle those duties himself.

For the record: **DAN O'TOOLE**, who recently exited as PD at **KXOA-FM/SACRAMENTO**, returned to Philadelphia for personal reasons. Both parties termed his departure as amicable.

BRUCE HATHAWAY is the new morning personality at **KBUC-AM & FM/SAN ANTONIO**. Most recently doing mornings for **KSMG** in that city, 27-year market vet Hathaway spent 25 years doing mornings at **KTSA**.

Finally, healthful wishes to former **RCA** VP/Public Affairs **HERB HELMAN**, who's in New York Hospital for a couple of weeks for heart surgery.

STRATEGIC RADIO RESEARCH

Reliable, accurate research.

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

MEMORANDUM:

To Our Friends In RADIO:

FACT: The *Ratt* album, "**DANCIN' UNDERCOVER**" ⁸¹⁶⁸³ has danced past **platinum** status!

FACT: The ongoing *Ratt* tour is "dancing" across the country to frenzied crowds and sold-out halls!

FACT: The *Ratt* video, "**DANCE**" is in heavy rotation on MTV and has been receiving Top 10 requests nightly for 12 consecutive weeks (out of 2000 calls a day!)

FACT: *Ratt* is receiving massive audience exposure in Eddie Murphy's box office smash "**GOLDEN CHILD.**"

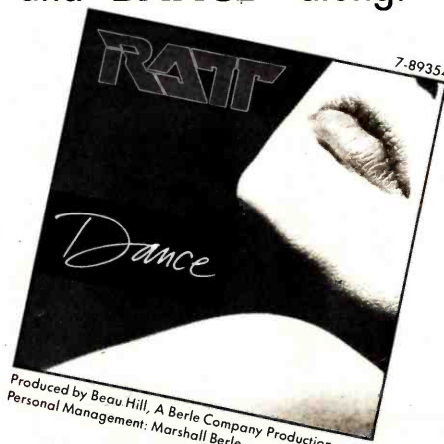
FACT: The *Ratt* single, "**DANCE,**" is an undeniable hit!

CONCLUSION:

Don't "**DANCE**" to a different tune! Play *Ratt*, and "**DANCE**" along!

New Facts!

Z93	PWR997	KTUX	KQIZ
KTKS	WBBQ	KXYQ	KISR
KRBE	WKQB	KZZU	KSMB
Y100	KZOU	95XXX	WCIL
KS103	KWES	WQCM	Y94
WMJQ	Y106	WOMP	WDBR
99GFM	KSAQ	WFXX	KHTZ



ON ATLANTIC RECORDS 

WHAT'S NEW

Edited by Don Waller

Black Pocket Calendar Debuts

A natural promotion item for stations that want to make a year-round commitment to Black History Month, the "Black Calendar 1987" is a pocket-sized appointment calendar that features information on black-owned businesses, services, and items of interest in 20 major American cities.

Designed with the black traveler in mind, each city's profile includes a list of radio stations, restaurants, museums, theatres, colleges, nightclubs, hair salons and barbershops, points of historical and cultural interest, special events, churches (by denomination), and much more, all to be updated twice yearly.

The calendar section itself is divided into 13-months-at-a-view and 54-weeks-at-a-view, with a 12-hour notation space and additional room for addresses and

phone numbers. With pages measuring 3 1/2" x 6 1/2," the Black Calendar 1987 also lists important dates in US black history and the birthdates of significant black Americans.

Retail priced at \$9.95 each (add \$2 for shipping and handling), the "Black Calendar 1987" is the creation of **Terry Williams**, sister of **Milan Williams** of the **Commodores**, and is available from the Decatur, GA-based **William Stry Co.**; (404) 241-5003.



Zappers, Zippers & Flippers

When it comes to buying television advertising time, companies may not be getting the audience they're paying for.

According to a recently released

study by the **J. Walter Thompson USA** advertising agency, 58 million American television viewers are "flippers." Flippers describe their viewing habits as "usually flipping around to

some degree rather than watching a show from beginning to end."

Not only do these 58 million flippers constitute 34% of America's television viewers, they account for 56% of 18-24 year-old viewers. What's more, this number is expected to swell as the number of American homes equipped with remote-controlled televisions increase from its current level of 42%.

Another 30 million, or 18%, of US television viewers are "zippers." These people avoid commercials by fast-forwarding through them while watching programs on a VCR. Add to that number an estimated 15 million (9%) of US TV viewers who are "zappers." This group avoids commercials by changing the channel. In all, potentially 61% of the American viewing audience is watching something other than the commercial for which advertisers paid dearly.

The agency sees the survey as not only a sign that TV ad rates should be decreased, but that America's couch potatoes are dissatisfied with current television programming. The TV networks claim JWT's figures are, like reports of **Mark Twain's** death, greatly exaggerated. Stay tun

"CLASSIC COKE"

Number One On The Pop Charts

With 18.9% of the total U.S. soft drink sales, Classic Coke rebounded from its 1985 finish as America's fourth best-selling soft drink to become the new leader of the pack. Meanwhile, Pepsi, the number one soft drink for the first time in 1985, slipped into second place with 18.5% of the total U.S. soft drink market.

This product rebirth made it possible for the **Coca-Cola Company** to maintain its status as the top U.S. producer of soft drinks, commanding 39.9% of the industry's \$38 billion in sales to second-place **Pepsico Inc.**'s 29.8%. However, Classic Coke's success left its onetime successor, New Coke, in the dust. According to figures recently published in the **Beverage Digest**, sales of the latter beverage slipped

from a number two ranking in 1985 to ninth place in 1986, with a mere 2.3% of the market.

Rounding out the top five best-selling

soft drinks for 1986 were Diet Coke in third place with 7.1% of the total U.S. sales market, followed by Diet Pepsi with 4.3%, and Dr. Pepper with 4.1%.

Digital CD SFX Library Available

Featuring more than 1000 new sound effects — all digitally recorded, mixed and mastered — "Digifects" is an 11-volume sound effects library currently available on compact disc from the Dallas-based **FirstCom** firm.

Claiming that the precise indexing made possible with compact discs

enables radio stations to slice their production time by as much as half, **FirstCom** is offering "Digifects" on a free, ten-day trial basis to interested stations.

"Digifects" is retail priced at \$650. For additional information, contact **FirstCom** at (214) 934-2222 or (800) 858-8880.

Lies On The Rise

Used to be workers were accused of lying down on the job. Nowadays it appears they start by lying on their job application.

After administering written "honesty tests" to nearly three million job seekers, the Charlotte, NC-based **Stanton Corporation** found that between 18 and 34% of those tested were untrustworthy, up from between 10 and 12% in the mid-'60s.

Among the survey's additional findings were that women were more likely to be honest than men (56% vs. 48%), that honesty increases with the age of the applicant, and that minorities are more likely to be honest than whites.

The most honest job seekers are persons applying for positions as busboys, dishwashers and waiters — 88% of whom the firm found to be honest, followed by office workers (86%), controllers and bank tellers (76%) and engineers (66%).

The most dishonest? Of people who were applying for sales jobs, only 61% tested as being honest.

While such "honesty tests" are still a matter of controversy among the US psychological community, the Stanton Corporation claims an accuracy rate of 87%. Yeah, that's the ticket.

POLLSTAR

TOP 20

CONCERT PULSE

LTW ARTIST

- 2 1 BILLY JOEL
- 1 2 LIONEL RICHIE
- 3 3 BOB SEGER
- 4 4 PETER GABRIEL
- 5 5 JOURNEY
- 6 6 HUEY LEWIS & THE NEWS
- 8 7 KENNY ROGERS
- 9 8 DAVID LEE ROTH
- 9 BON JOVI
- 11 10 STEVE WINWOOD
- 7 11 STEVIE WONDER
- 14 12 TRIUMPH
- 13 OAK RIDGE BOYS
- 16 14 MONKEES
- 17 15 FREDDIE JACKSON
- 18 16 ALICE COOPER
- 19 17 CAMEO
- 15 18 CYNDI LAUPER
- 20 19 R.E.M.
- 20 GEORGE THOROGOOD & THE DESTROYERS

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

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

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

VITAL SIGNS: MARKET RESEARCH

MTV, WOM STRONG STIMULANTS

Changing Pace Of Selling Records

By Mike Shalett

Several years ago Street Pulse Group released a study which indicated that AOR listeners bought more records than CHR listeners. We thought that it might be a good time to look at the current data and compare it to the study from two years ago.

What we found, however, is that such a comparison is complicated today. It has become much more difficult today to discern just how or why a consumer buys a particular piece of product.

In thinking about this comparison in today's marketplace we observed there is a third element to consider when trying to measure impact in the "pop" music retail realm. It is no longer only CHR or AOR radio stimuli (or a combination thereof) which heavily affect record sales. MTV has become a major factor.

The Monkees! There can be no doubt that the impetus to their rebirth was that very first weekend (in honor of their 20th anniversary) when MTV first played 40 of their old TV shows back-to-back.

Our data, collected at Monkees concert dates, also showed that these same teens turning on to the pre-Fab Four for the first time were CHR radio listeners.

If we compare this phenomenon to, say, Bon Jovi's rapid rise, we see a different chain of events. AOR radio is generally credited with creating the momentum on "You Give Love A Bad Name." MTV only played the video in medium rotation at the start and



Mike Shalett

Founded in 1983, the Street Pulse Group is a market research firm designed to serve the music entertainment industry. SPG President Mike Shalett is based at 46 Bridge Street, New Milford, CT 06776; (203) 355-0902.

Nearly 90% of the females were 20 years of age or younger. In comparison, 30% of the males interviewed were over the age of 20. In terms of loyalty, 85% of the ladies said they had bought "Slippery When Wet," as compared to 63% of the men. These are very high numbers for sell-through on the part of both genders.

Several months before we had talked with a David Lee Roth concert audience in the same market.

"It is no longer only CHR or AOR radio stimuli (or a combination thereof) which heavily affect record sales. MTV has become a major factor."

and a look at the shows side by side offers some interesting stats.

David's audience was just the opposite of Bon Jovi's in regard to gender. Two-thirds of DLR's fans were men. Sixty percent of the men were 20 years of age or younger. The female age breakdown was about the same.

The radio preference among Dave's followers was decidedly AOR. Sixty-two percent favored AOR call letters. 12% mentioned CHR calls. Sixty-three percent of the men had bought "Eat 'Em And Smile," while less than half of the women questioned said they had bought his latest record.

For the moment, let's bring one more artist's data to the table. When Peter Gabriel took the stage at the Forum in L.A. for his last two dates on his North American tour, he played before an audience that was two-thirds male, of whom 60% watched MTV regularly, and made up of folks who barely mentioned a Top 40 call letter in a town where Rick Dees lives.

"We play the same songs on a multitude of formats, and reinforce or sometimes take the lead with a video. These are all contributing factors to a new marketing reality."

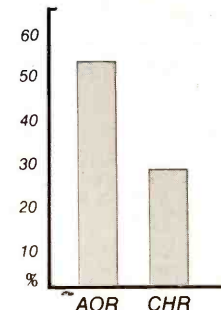
It has been said that both AOR and CHR formats have been recently playing the same current songs, and that the only difference is what they surround them with. It has also been said that we as an industry have been fostering a hit song mentality as compared to a hit group mentality. Is that true?

If it is, it could explain why there are no clear-cut avenues to breaking artists these days. We play the same songs on a multitude of formats, and reinforce or sometimes take the lead with a video. These are all contributing factors to a new marketing reality.

The amount of available stimuli for turning consumers on to a current product has grown multifold. When we first released our study several years ago, the methods of breaking records were still much simpler.

Not only has MTV become a major stimulus (and you must look at

Favorite Radio Format



BON JOVI

The Monkees' Rebirth . . .

- Heavy MTV visibility beginning with marathon weekend
- New teen fans from CHR base

. . . Vs. Bon Jovi's Rise . . .

- Medium MTV rotation, no exclusivity
- AOR audience base, 67% of whom were females

. . . As Compared

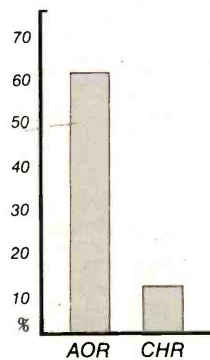
To David Lee Roth . . .

- Two-thirds of fans were male
- 60% of men 20 years or younger; female age breakdown the same

. . . And Peter Gabriel's Popularity

- 60% of concertgoers were regular MTV viewers
- Almost no CHR listeners in audience

Favorite Radio Format



DAVID LEE ROTH

the term MTV from both the standpoint of the channel and as a generic term for other local and national music video outlets such as "Friday Night Videos," "Night Flight," the late U-68, etc.). But, given the new reality of these many stimuli, we must also look at the increased effect that word-of-mouth (WOM) has had.

"If you can find that individual in a particular peer group who acts as the major passer-on of information, you can save yourself an awful lot of time and marketing dollars."

When we intercepted David Lee Roth's audience, more than 25% said they found out about the show through someone else, through WOM. In the case of Bon Jovi's audience, that percentage was nearly 30%. With Peter Gabriel's

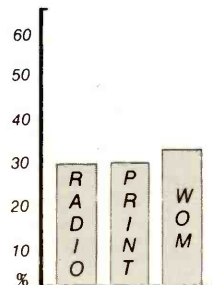
following that percentage was even higher. More than one-third of his audience had heard about the show, not through an advertisement, but rather through WOM.

Remember that these are people's perceptions, not necessarily the precise or exact way that they did indeed find out. What we begin to see is that communication among peers, which has always been culturally present, is higher today than ever before.

With all the information and stimuli that bombard us, we use others as a way of filtering that data. I sometimes call this the "Big Mouth" theory. If you can find that individual in a particular peer group who acts as the major passer-on of information, you can save yourself an awful lot of time and marketing dollars.

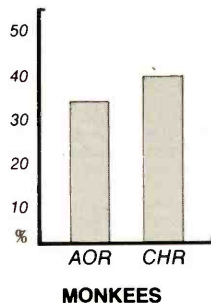
The information we have presented here seems to indicate that marketing plans for today's artists must be built on a case-by-case basis. The present marketplace considerations will not allow a "one size fits all" approach to the selling of record product.

Awareness Of Artist's Concert



PETER GABRIEL

Favorite Radio Station



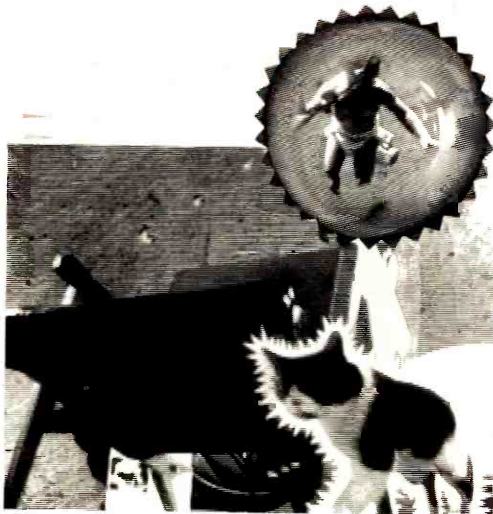
MONKEES

even passed on having it exclusively.

We captured Bon Jovi's audience at a date around the turn of the year, and found an audience that cited favorite call letters by percentages of 28% CHR and 53% AOR. What's very interesting about these numbers is that usually you would expect to then see an audience that was predominantly male. Instead we found that 67% of the audience we intercepted were females.

Paul Simon

"The Boy In The Bubble"



- | | | | |
|-------|------|------|-------|
| WBEN | KZZB | KSND | WPFM |
| WGHI | WKSI | KXYQ | WBWB |
| FM102 | WBAM | WQCM | WSPT |
| KATD | WDLX | WGAN | KOZE |
| K104 | KF95 | WJSF | KTMT |
| WBBQ | KIYS | WJAD | SLY96 |
| | | WCGQ | OK95 |



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

Produced by Paul Simon Engineer: Roy Hulse

© 1987 Warner Bros. Records Inc.



KMET

Continued from Page 1

attempt to siphon audience from new music KROQ, Urban KPWR, and CHR KIIS.

Black Friday

Each jock was summoned individually to the Sheraton Premiere Hotel in Universal City on Friday the 6th to hear the news from Bloom and Cody. Exiting the station are morning team Paraquat Kelly and newsman Rick Scarry, midday personality Cynthia Fox, PM driver David Perry, evening man Rick Lewis, late-nighter Jim Ladd, allnighter Jack Snyder, and parttimers Terry Gladstone, Randy Thomas, and Deirdre O'Donoghue.

Kelly had been at the station for nine years. Fox started ten years ago as an intern, and Perry, Ladd, Snyder, and Lewis had all returned within the last year for their second tours of duty at KMET. Ladd rejoined only three weeks ago, with a provision that allowed him to program his own show. Other fulltimers had reportedly signed new contracts as recently as October.

Kelly was the last live jock on the air. Though he hadn't yet been officially informed of the change, word of it had reached him. His last two songs were Bob Seger's "Beautiful Losers" and the Stones' "It's Only Rock 'n' Roll" — "one for all my friends who worked here at the station and one for the radio station... we'll leave it up to you to determine which song is for whom." Choked with emotion, his final words were "We all love you. Goodbye, Southern California. This is KMET, the Mighty Met."

Extensive Local Media Coverage

The mass exodus and projected format change received big play in the local press, testimony to the station's onetime market dominance. Four TV outlets, including all three network O&Os, covered it on their Friday newscasts. The fired jocks appeared en masse on rival KLOS Friday night and KLSX Monday afternoon to say farewell, reminisce, and take calls from listeners. On Monday, they appeared on Channel 9's mid-morning magazine show for a half-hour. The *L.A. Times* ran three pieces in its Tuesday (2/10) edition. KLOS continues to air promos with Ladd saying, "We're handing the rock 'n' roll candle over to you."

Some staffers were critical of station management. "None of the programmers after Sam Bellamy had a feel for what KMET was," said Perry. "They got the mechanics down but they didn't know where the heart was."

Kelly said, "It's depressing. It's like driving down the freeway and seeing the 'Hollywood' sign with an 'O' missing."

New Format Conjecture

It is not known whether long-time consultants Burkhardt/Ab-



rams' involvement will continue. Bloom and Cody say the decision to change format was finalized February 2 after extensive research conducted with Owen Leach was completed. That research, says Cody, indicated that "the station's image was very tarnished."

After examining a number of format options, including one that would have involved an extension of KMET's current format rather than a complete overhaul, the decision was made "to retool the factory," Cody said. "Without KMET having paved the way, we could never pull off this new format. But everything has a life cycle. The Beatles broke up. The 'Mary Tyler Moore Show' went off the air. KMET had a great run, but the phenomenon is over."

Bloom: "Most Difficult Day"

Howard Bloom started at then-sister KLAC in 1968, came to KMET in 1970, and became GSM in 1972 and GM in 1979. "Friday was the most difficult day of my professional life. It was very emotional," he commented. "The decision (to change) was a difficult one to make, but the extensive research pointed to the moves we're making on Saturday."

Strict secrecy surrounds the exact nature of the new direction. Only a handful of employees know "all the pieces of the puzzle," according to Bloom and Cody. Staffers privy to even selected elements of the new format, which involves extensive production work being done at outside facilities, have signed confidentiality agreements.

At presstime, speculation was leaning heavily toward the Jazz/New Age format. Its design will reportedly include some intriguing elements, such as employing actors instead of traditional disk jockeys. The actors would record vignettes written to reflect the target aud-

ience's lifestyle, such as a wife prodding her husband to wake up and get going in the morning, or someone leaving a humorous message on a friend's answering machine.

On the other hand, the dance rock reports are being fueled by the recent hiring of Promotions Director Jane Shayne, who once played that role at KROQ. Additionally, since arriving in August, Cody has taken KMET closer to KROQ musically, adopting a "94.7% New Rock" slogan and adding bands such as Screaming Blue Messiahs, Bangles, OMD, and Venetians.

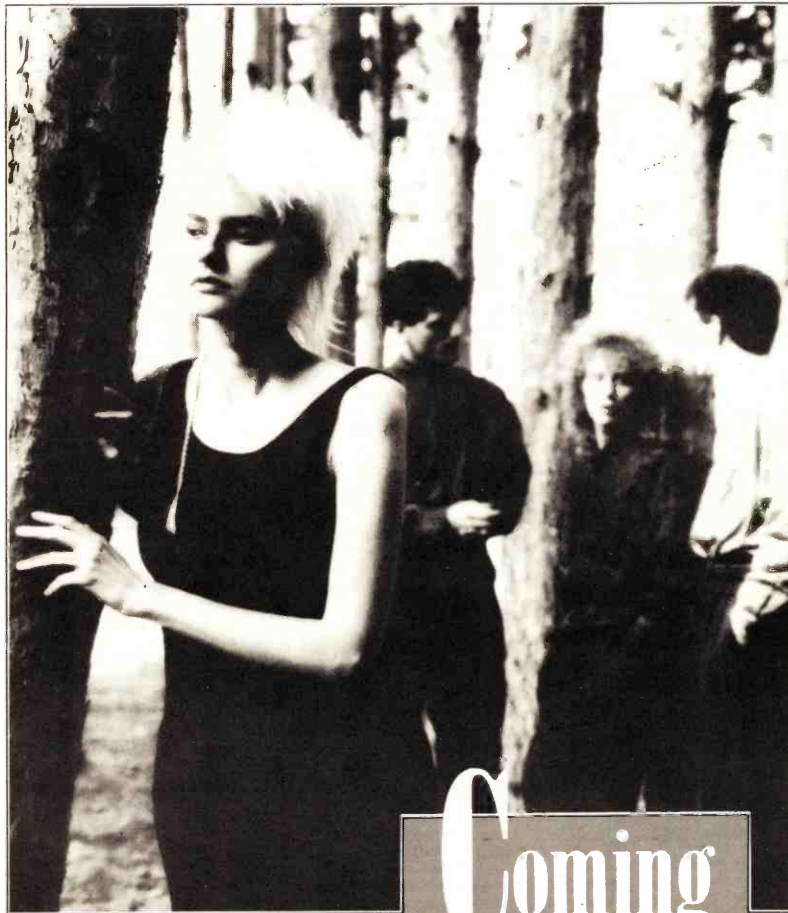
Change Follows Sliding Ratings

The change comes on the heels of a severe ratings decline at KMET, which dropped 3.2-2.2-2.0-1.6 in the last year, landing in 20th place in the fall Arbitron. In the market's six-way AOR race, it trailed KROQ's 3.9, Classic Rock KLSX's 3.1 debut, and mainstream rival KLOS's 2.3. Soft KNX-FM tallied a 1.4, while hard rock KNAC/Long Beach garnered a 1.1.

KMET's heyday was from 1978-81, when it was the market's dominant contemporary music station. It played a large part in spearheading the migration of the contemporary music audience from AM to FM in the late '70s; it grew as once-dominant Top 40 KHJ declined.

KMET's peak of 6.4 in the summer of 1979 remains the highest share any AOR has ever notched in L.A.; no other album rocker has ever cracked even a 5. The station's erosion in the last five years was due to increased fragmentation — KLOS grew more competitive, KROQ and KIIS became forces, and, most recently, KNAC took-hits on the younger end and KLSX on the upper end.

The station has had five PDs since mid-'83, when Sam Bellamy, who guided the station through its glory days, exited. Musical direction changed with each new programming regime.



The Hot Single From
'Til Tuesday

Coming Up Strong At:

WXKS 8-5 (Hot)	KIYS 18-13
KEGL add	KXYQ add
WCZY add	WIGY add
Z94 20-14	WKPE 26-21
K104 9-3 (Hot)	OK100 deb 40
WERZ 29-21	95XIL 25-19
WNNK add	KSMB 23-16
WPST 18-15	WPFM add
KZZB add	KQCR add
WDJX add	KTRS deb 37
WKDD 6	KHTZ deb 32
KIHK add	B91 35-29
KZIO add	OK95 10-8

Produced by: RHETT DAVIES

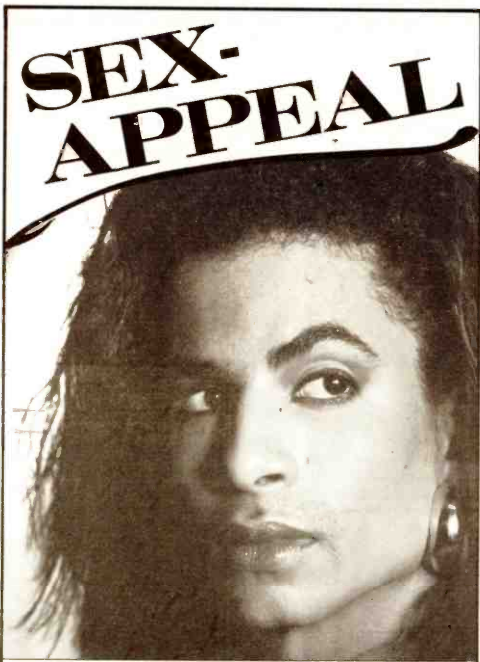
Coming
UP
CLOSE

*Taken From
The Album
Welcome Home*

On Epic Records, Cassettes and Compact Discs.
Distributed by CBS Records.



NEWS



GEORGIO'S GOT IT

7" Just Out • Album In One Month!

MOTOWN'S GOT GEORGIO

Sex Appeal

NOW FLAUNTED AT:

- | | | |
|-------|------|------|
| WCAU | KROY | KMGX |
| KRBE | WSSX | WVBS |
| Y100 | WCKN | KTMT |
| KMJK | KTUX | KHTZ |
| FM102 | KSND | OK95 |



©1987 Motown Record Corporation

CBS

Continued from Page 1

phasis tracks for albums by new artists. However, they now plan to inform programmers of subsequent priority tracks by reservicing "fresh album copies bearing a sticker indicating the new single choice and its release date," according to a joint letter being mailed to AOR radio by Columbia VP/Album Promotion Paul Rappaport and E/P/A counterpart Harvey Leeds. Twelve-inch service after an album's release will now be devoted primarily to alternate edits and mixes, live recordings, and B-side unavailable on albums.

Miles And Piles Of 12-Inches

Leeds said the cost involved in pressing and distributing 12-inches was not an issue in the decision. "It was more a matter of 'Look at the floor of any radio station. These things are piled up to the ceiling!'"

"In the beginning, we could say to radio, 'Here's a track isolated for you — exclusively.' Now, we're so flooded with them that they're no longer an effective marketing and positioning tool."

The More Tracks, The Merrier

Leeds isn't concerned with the new policy leading to split airplay among multiple tracks. "If I have a song that's getting Top 10 reaction in Boston while another track from the same album is getting heavy airplay in St. Louis and I'm selling records, that's the bottom line," said Leeds.

Nor does he feel that two tracks reaching midchart positions is less advantageous than one track charting at a higher position. "That would tell me we're back to the exciting days of album radio embracing artists and playing more than one track on an album."

Columbia National AOR Director Jim McKeon thinks cutting back 12-inches will encourage programmers to play the priority track and secondary tracks, and yield airplay "in addition to, rather than instead of, the emphasis track. We don't wish to lose focus on the tracks we're concentrating on. We're hoping they open up their minds and playlists to play tracks that excite them in addition to the ones we're working."

12-Inches' Background

The practice of using 12-inches to orchestrate consensus AOR airplay on individual tracks began in the late '70s, and has become standard operating procedure at virtually every record label. By promoting airplay on specific songs, labels have been able to

move each track up the charts one at a time. Previously, when programmers were simply handed an album and left on their own to choose tracks on their own, airplay was more likely to be divided among several selections.

Many promoters now feel that the technique's backlash has been to make many AOR programmers into lazy listeners who are less likely to listen to albums from start to finish. Additionally, many programmers have come to view a 12-inch as an essential sign of a label's "commitment" to a project, and will not take an album seriously unless it has a 12-inch.

With regard to this phenomenon, the letter asks programmers "to be sensitive to new track choices and not expect an automatic 12-inch as the so-called 'proof' of our commitment. We also look forward to your feedback on any additional tracks you might already be exposing."

Berardini

Continued from Page 1

or form do I intend to try turning this into another WBCN. It's already a very successful station with great ratings. It could use wider recognition in the advertising community and with the potential audience for this kind of format, though."

When asked if he will find time to continue hosting his Sunday night "Heavy Metal From Hell" show on WBCN, Berardini replied, "Absolutely. (PD) Rick (Carroll) and I are going to discuss me doing an airshift on KROQ, also."

Berardini joined WBCN in 1978, was named PD in 1979, promoted to GM in 1981, and upped to VP/GM in 1984.

Hood

Continued from Page 3

Broadcasting, will continue to have responsibility for broadcast news.

Commenting on Hood's appointment, Benjamin commented, "Since the start of the 1980s every important news service innovation for broadcasters has been developed by either Hood or Ferguson. Now the two are joining forces to make UPI even more vital to television and radio clients in the years ahead."

"In recent years Jim Hood has proven himself a more than worthy competitor," added Ferguson. "It seems only logical that a person who cares as much as he does about serving the needs of broadcasters would want to join the news agency that historically has been more responsive to broadcast needs."

Hood joined AP in 1973 and served as a broadcast editor in New York, San Francisco, Kansas City, and New Orleans. In 1980 he was named Deputy Director/AP Broadcast Services, where he was responsible for introducing the Music Country Radio Network, the Wide World Radio Network, and the Texas AP Network. Prior to joining AP he served as News Director at KPHX & KPHO/Phoenix, KTKT/Tucson, and WJPF/Herrin, IL.

Patrick

Continued from Page 1

Patrick Lauds Fowler Chairmanship

In a statement, Patrick said he was "deeply honored" by his designation. "I welcome this opportunity to serve, and hope to justify the confidence the President has expressed in me. I share the view that Mark Fowler has been, and continues to be, an outstanding Chairman."

Fowler returned the praise, calling Patrick a "superlative choice" for the job. "Having worked with him for a long time, I know that he has the requisite character, vision, and intellect to formulate enlightened telecommunications policy and the courage to implement it."

Patrick, a 35-year-old Republican, joined the Commission in 1983 from his previous job as Associate Director of White House Personnel, where he screened candidates for federal regulatory agencies. He was a law clerk under California Supreme Court Justice William Clark, a close Reagan friend who later served as National Security Advisor and Interior Secretary.

Patrick has been a staunch supporter of Fowler's campaign to deregulate broadcasting. For instance, when Commissioner James Quello last year began questioning abolition of the three-year trafficking rule, Patrick said, "I don't think it's created anarchy. Obviously, I thought it was the right decision at the time and I haven't had any reason to reconsider it."

Because Patrick is already a Commissioner, his designation as Chairman does not require Senate confirmation.

New Commissioner Candidates Abound

In addition to Smith, numerous candidates have been mentioned for the Fowler seat on the Commission, although it's difficult to tell which are under serious consideration by the White House. Among the names circulating is Allen Moore, minority counsel to the Senate Commerce Committee; Craig Smith, head of Sen. Bob Packwood's (R-OR) Freedom of Expression Foundation; and Jerald Fritz, Fowler's Chief of Staff.

Meanwhile, it's rumored that the administration may find another high-level job in government for FCC Commissioner Mimi Dawson, who had lobbied for the chairmanship.

Glass

Continued from Page 1

ning team to new heights, and I am looking forward to a long and rewarding partnership here."

Glass was advanced to VP/Promotion from Sr. Director last February. He joined Chrysalis in 1983 as Director/New Music Marketing.



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

PART II: THE STATION VIEW

Selling Syndication — A Package Deal

A station's programming and sales departments operate on a delicate system of checks and balances. Programming is relatively autonomous in selecting the direction it wants to take — as long as sales accepts and can sell what the PD has in mind. Likewise, sales has carte blanche to sell what it wants — provided programming isn't pushed to the limits to accommodate bizarre promotions or station events. When it works properly it's much like a finetuned marriage; when it falls apart . . . time to call **Jacoby & Meyer**.

When programming decides to air a network countdown, concert, artist profile, or even bowl game, the sales staff is sometimes the last to know about it. Sometimes they don't even want to know about it. While salespeople don't view syndication as a hair shirt, neither do they regard it with undying enthusiasm. Selling special programming is different from selling a regular ROS flight, which in the long run produces more revenue for the station and more commission for the salesperson. Still, a four-hour countdown does contain a healthy quantity of inventory, which the station can use as an added bonus in attracting new advertisers to the station or drawing existing advertisers to weekends.

Packaged Goods Need Creative Selling

The most common method of selling feature programming to local advertisers is by packaging it with a standard schedule. The typical syndicated program runs only three to four hours per week. Very few advertisers are interested in buying a spot or two just for that one feature. As a result, most station sales departments offer packages which are comprised of a regular schedule with a few avails from a weekly network feature.

"We generally combine our syndicated program with news or sports," says WAEB-AM & FM/Alentown General Sales Manager Dan Poust. "Obviously, the news programming carries the sched-

ule, but the association with a national program makes it that much more emotionally appealing." Packages are sold on 13-, 26-, or 52-week schedules, and Poust says his salespeople are granted consid-

'Cruisin' America,' a few in the countdown, and several in 'Super Gold,'" he explains. "People who like this sort of programming want to be involved with all of it." This syndication package also often in-

play the frequency element in its sales pitch. This is why so much of it is offered in a package deal; this is also why some local advertisers can benefit more than others by buying into it.

Image is much more beneficial than immediacy in the long run, Lamka stresses. "There isn't one particular business that advertises more than another, but these types of programs probably lend themselves more to institutional advertising than the retail 'weekend sale' guys. That is, longterm advertisers would most likely see more of a benefit than the local furniture store that was having a three-day weekend sale. It's more of an image thing for the advertiser to be associated with a show like this, because it's not going to sell a bunch of socks for anybody."

The syndication-only package offered by Saunders at WWDE does attract a number of retail outlets — specifically automobile dealers and restaurants. "These local advertisers are looking for image and excitement too," he stresses. "We generally sell it on a longterm basis and tailor it to fit individual buying patterns."

Emotional Sell

The number one factor when selling special programming is *environment*. The image of being associated with a national program, national personalities, and national advertisers outweighs the hunt-for ratings. "The value is the emotional connection rather than hardcore quantitative numbers-type selling," Poust elaborates. "Syndication offers something much more qualitative in the way it's targeted, so it's hard to sell on the numbers."

"Normally, when we sell a new show there are no numbers," Saunders points out. "Since we can't work with the ratings we sell the excitement. For example, we sold **Cousin Brucie** to an auto dealer who used to be a fan in New York — it was an emotional buy." Accordingly, once a station gets used to selling such programming on an emotional level, the advertiser becomes accustomed to it as well and shows less interest in the numbers.

"If the advertiser wants to look at the numbers we let them," Lamka adds. "We're not ashamed of them, but we certainly don't lead with them. It's the excitement, the association that is this programming offers . . . and that's what we sell."



JACKSON LIVE — Co-hosts Brenda Ross and Shadow P. Stevens welcomed Grammy-nominated A&M recording artist Janet Jackson to the debut of James Brown Entertainment's "Pepsi Hitline USA." Pictured during the live CHR call-in show (l-r) are Ross, Jackson, and Stevens.

Environment, Packaging Sells Syndication Series

- Environment, not numbers, sells syndicated programming
- Syndication is typically packaged as part of a standard schedule
- Syndication packages are usually bought by institutional advertisers, not retail clients

erable latitude when working with advertisers. "We have to allow a lot of flexibility, especially with our AM because we carry all the Philadelphia professional sports. That leads to a lot of customization."

WWDE/Norfolk GM Larry Saunders says his station has been relatively successful in selling its feature programming because it packages it into a "syndicated rotation." "The way we present it an advertiser gets a couple of spots in

cludes the station's locally programmed "Beach Party" show on Sunday afternoons.

Saunders admits WWDE has been less successful in combining syndication with regular schedules. "We've tried packaging it that way," he continues, "but we found that most people who like specialty programming only like that special environment. This doesn't mean that our regular advertisers aren't buying it; some are. We have one guy, for instance, who really likes to be associated with it but doesn't run any commercials. He runs a lot of spots during the week in traditional dayparts, but with special programming he just wants name drops."

WCXI & WWWV/Detroit GM Phil Lamka also offers a syndication-ROS package, largely because he sees little benefit for the advertiser to run spots only during special programming. "By packaging it in with a normal schedule we can show the benefit to the advertiser — that it's in his best interest to spread his schedule across more days than just Monday-Friday or Saturday-Sunday. It becomes a valuable part of his advertising plan," Lamka says the typical syndication package crosses all dayparts and both stations. The only exception is programming such as special stand-alone concerts, which are then packaged with other beneficial promotional considerations.

Who Buys It?

Frequency and reach are key points when a salesperson works out a typical schedule with an advertiser. Radio hypes both factors as its prime benefits, yet syndicated programming — due to its once-a-week nature — has to down-

NETWORK NOTES

Programming Consultants Debut "Country Classic"

Albuquerque-based **Programming Consultants** has announced the availability of "Classic Country," a collection of 720 of country music's greatest hits from 1947-1976. The collection is designed to be used either as a source library or as a core category for a 24-hour format. "Classic Country" was developed by Director/Country Services **Steve Penny**, who says the collection "succeeds on two fronts. First, it capitalizes on the reemergence of the more traditional sound, and the audio quality is outstanding so the music isn't bouncing back and forth between technical extremes."

Weedek Reads "Red Headed Stranger"

The **Weedek Radio Network** has produced a radio special introducing listeners to the upcoming film "Red Headed Stranger," developed from **Willie Nelson's** album of the same name. The radio special features the music from the movie, highlighted by

conversations with its stars: **Willie, Morgan Fairchild, Katharine Ross, R.G. Armstrong, and Royal Dano**. "Red Headed Stranger" is scheduled to premiere in Austin next month (2/19), with additional markets added 2/27 and 3/6.

New Old Rock & Roll From WW1

Westwood One is premiering "Rock & Roll Never Forgets," a new series celebrating 25 years of rock music history, on February 23. The show, co-hosted by **WXRK/New York** personality **Mark Coppola** and **KLSX/L.A.'s Damon**, is a 2-hour weekly chronicle of rock & roll, focusing on a particular week in history. The new series will also be augmented by a daily feature, again highlighting the artists and music of the day. Among the performers spotlighted in the debut broadcast are **Genesis, Pat Benatar, Jimi Hendrix, Grateful Dead, Kinks, Rolling Stones, and the Beatles**.

United Stations Debuts Datebook, States Specials

The **United Stations Radio Networks** are debuting "The Country Datebook," a new daily short-form series highlighting the important events in country music history. Each 2½-minute daily capsule is a montage of talk segments and hits, designed for drive-time "star value." The series, derived from the US's "Country Music Month" series of vignettes, is available on disc or via satellite.

United Stations is also reading "The Academy Of Country Music Awards Nomination Special 1987" for broadcast during the weekend of April 4-6. The special, hosted by Academy Board Chairman **Gene Weed**, presents three hours of this year's nominated songs as well as interviews with major nominees. In addition, the network is again producing its "Country Six Pack" series, which celebrates six holidays throughout the year with three hours of country music and interviews.

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

February 16 - February 20

MUSIC FEATURES

The Weekend

February 21 - February 22

Christian Countdown America (CCA) Sheila Walsh	Pepsi Hitline USA (JPB) Bangles (2/15)	Powercuts (GSN) Eric Clapton/David & David
Dick Clark's Rock, Roll & Remember (USP) Rick Nelson	Radio City Music Hall Grammy Party (JPB) Special guest: Eddie Money & other live celeb interviews	
The Countdown (WO) Sylvester/Robbie Nevil	Radio Links (RL) "The Good Wife" with Rachel Ward & Bryan Brown	
Countdown America with Dick Clark (US) Journey	Reelin' & A Rockin' (RI) Whoopi Goldberg & other guests	
Countdown USA (CUSA) REO Speedwagon	Reelin' In The Years (GSN) Creedence Clearwater Revival	
Country Closeup (PM) Steve Wariner/Holy Dunn	Rock Chronicles (WO) Kansas/Ti Tuesday/Europe/new bands from England	
Country Report Countdown (WRN) Mel McDaniels/Juice Newton/Judds	Rock Connections (CBSR) Old New Wave: Pretenders/Clash/Talking Heads/Cars/Go Go's	
Country Today (MJJ) Hank Williams Jr.	Rock Watch (USP) Boston	
Cruisin' America with Cousin Bruce (CBSR) Petula Clark/Paul Anka/Emilio Estevez/Huey Lewis	Scott Shannon's Rockin' America Countdown (WO) Beatle Boys/Glass Tiger/Eddie Money	
Dr. Demento (WO) Grammy nominees	Sinatra Special (CRS) Classic Casio	
Future Hits (WO) Gregory Abbott/Madonna	Sittin' In (WRN) Judds	
Great Sounds (USP) Vogues	Solid Gold Saturday Night (US) Lovin' Spoonful	
Hot Rocks (USP) Pretenders	Soupy Sales' Moldy Oldies (NBCE) Featured year: 1967	
Jazz Show with David Sanborn (NBCE) Tom Scott	Star Beat (MJJ) Jesse Johnson	
Jazz Trax (JT) Billy Cobham	Super Gold (TRAN) Top 20 favorite love songs/5th Dimension/ Frankie Avalon (2/14) Best of Elvis Presley (2/15)	
Metalshop (MJJ) Sammy Hagar	Superstars Rock Concert (WO) Dylan/Petty	
Motor City Beat (USP) Wilson Pickett	That's Love (WO) Berlin/Audrey Hepburn/Linda Ronstadt	
Musical! (WO) Great comedians/Time's 10 best musicals/ Ann Reinking/They're Playing Our Song	Top 30 USA (CBSR) On The Move: "I Get Around," "No Particular Place To Go," "Runnin' On Empty," and "The Wanderer"; Urban Music Magazine (SI) Luther Vandross	
Musical Starstreams (FF) Ben Carlin	Weekly Country Music Countdown (USP) Stoffer Brothers	
National Music Survey (WO) Christopher Cross/Ready For The World/ Journey		
On The Radio (NSBA) Howard Jones		
Party America (ABCR) El DeBarge/Char Braxton/Judd Nelson		

The Week Of

February 23 - February 27

British Wax Museum (RI) Elvis Costello/Married Man/George Harrison/Rolling Stones/Pink Floyd	Country Calendar (CW) Porter Wagoner (2/23) Tom Wopat (2/24) Jeannie Kendall (2/25) Johnny Cash (2/26) Lyle Lovett (2/27) Dolly Parton (2/28) Merle Haggard (3/1)	Country Report with Ron Martin (WRN) Tommy Sawyer/G. Sheppard/Southern Pacific/Randy Travis/Girls Next Door/Donna Fargo
Earth News (WO) Eddie Murphy/Charlotte Lewis/Samantha Fox/Beates/Sam Elliott	Encore With Jim Lange (WO) 1940: Billie Holiday	In Concert (WO) Jeff Beck/Rod Stewart
Legends of Rock (NBCE) Rolling Stones, Pt. 2	Line One (WO) George Satalites	Live From Gilley's (WO) Johnny Paycheck
Off The Record (WO) Deep Purple/Alan Parsons Project/ Colin James Hay	Off The Record Special (WO) Huey Lewis & The News	Plain Rap Countdown-CHRIAC (PRN) CHR: Cyndi Lauper/Bangles/Bon Jovi/ Huey Lewis/Journey AC: Kansas/Carly Simon/Billy Vera/ Bruce Hornsby
Pop Concerts/Star Trak Profiles (WO) Journey	Rockline (GSN) Dave Edmunds/Billy Idol (2/23)	Rock Notes (NP) Pete Townshend/B 52s/Starship/Meat Loaf/ Iron Maiden
Rock Over London (RI) Dave Edmunds	Rock Today (MJJ) Bon Jovi	Shootin' The Breeze (WO) Miki Howard/Phyllis Hyman/Loose Ends
Solid Gold Scrapbook (US) Two by two (2/23) Today in 1965 (2/24) George Harrison profile (2/25) Fats Domino profile (2/26) When you're hot, you're hot (2/27)	Sound Express (WO) Stephanie Mills	Special Edition (WO) Freddie Jackson
	Star Trak (WO) Eddie Money/ Corey Hart/Beatle Boys	

GENERAL INFORMATION

At The Game (ATGN) NBA All-Star game	The Blimp (PM) Rock stars' outdated contracts/beach bikini reunion/male body odor/mugging of weird things/kids' cologne	Campbell's Playhouse (PIA) "Arrowsmith"
Car Show Coast To Coast (SCGI) Review of '87 Chevrolet Corsica	Computer Program (PM) Teleshopping/disaster recovery/company training sessions/business security/microprocessors	Costas Coast To Coast (CW) Howie Long/Pat Riley
Discovering Tomorrow (JBE) Deadly pocket pager (2/13) Licking your wounds (2/14) Unbreakable egg (2/15)	Health Care (PIA) Restoring the mentally ill	NBC Extra (NBC) When children have children
Personal Finance Digest (JPB) Bond funds/overspending/where your income goes/gay market products/income averaging	Public Affairs (PIA) Military matters	Reviewing Stand (PIA) "Down & Out"/"Getting Back On Track"/ "Looking Better"
Sound Advice (PM) Stereo testing/stereo shopping/bass testing/ midrange testing/listening for highs	Sporting News Report (CW) Jim Balaban/Jimmy Brown/Ai McGuire/Billy Packer/Dick Young/Kevin Lowe/Billy Smith/Christi Cooper/Dick Schaap	Sports Explosion (PIA) Ray Meyer/Wade Boggs/Darrell Garretson
Sports Flashback (CW) Twins only AL pennant/66 World Series/ Tigers World Series appearance/68 World Series/Mickey Martie's last season/ last Seattle's manager/Celtics consecutive champs	Travel Holiday Magazine (CW) Marinette	Working Out (JPB) Jumping rope (2/16) Judo (2/17) Marathon (2/18) Circuit training (2/19) Water workouts (2/20)
Wireless Flash (CRN) Michael J. Fox/Wolfgang Puck/No Shooz/ Simply Red/Mike & The Mechanics/ Andreas Vollenweider		

COMEDY

All My Children Update (PRN) Burke/Ernie/Ross chases Natalie/ Hilary shares Skye	Amatelin U (DD) Re-enrollment blues/that class is full/your dues/passport or payable by our boss	Bobby Jo Ambergey's Bar & Grill (DD) Garbage stink/miserable for two hours/ don't take it anymore
Comedy Hour (MJJ) Special Grammy edition: Rodney Dangerfield/ Steven Wright/George Carlin/Bette Midler/Bob & Ray/Bill Cosby	Comedy Show With Dick Cavett (CW) Fun & games: Monty Python/National Lampoon/ David Stenberg/George Carlin/Pat Sajak/ Bill Cosby/Robert Klein	Comedy Spot (CW) Monty Python (2/16) Morrison (2/17) Myron Cohen (2/18) Stevens & Gronic (2/19) Monty Python (2/20)
Daily Feed (DCA) Nancy resigns/passing away for fun/siamic Jihad Spring /Jahsons/Pinochet's car care Igb/Clean water: act?	Fun Factory (PM) America - the multi-series/Richard Pryor/ Mary Beth Lacle/A. slaw	Irving Loblioli (DD) Go for the upright/bright up the middle/go for a drive/in/cinames in sports/more quiz questions
Jackie The Joke Man (OHR) Scratching water/yoopie love/wife spoiled/ screwdriver/stimulated pupils	Laugh Machine (PM) Rowan & Martin/Jackie Mason/Woody Allen/ Eddie Murphy/Bill Cosby/Don Adams/ National Lampoon/Henry Youngman	Bel Blanc's Blankety Blancs (ASR) The siren's song/Achille's heel/Betty & the wet dog/Robinson Crusoe/Androcles & the lion
National Lampoon's True Facts (PRN) Fancy panties/nabbed napper/give me liberty/ clutch clutch/do it in the road	Party Drop-ins (ASR) Johnson party of one/door to door missionary/ young psychics in love/new glue/ party those pounds away	Radio Hotline (ASR) The big explosion/chain letter wife/what really makes me made/oh, I get it/friend
Red Neckerson (SYN) Incomparable	Stevens & Grdnic's Comedy Drop-ins (ASR) Cordless phone call/soda taste test/national etiquette test/winning through incrimination/my doctor's doctor	United Spots Of America (ASR) Paranoid express/Scamco radio spots/ unknown dealer sale/Pentagon price cutters/yup-o-matic



CHECKERED PAST — CBS Radio/Radio and WCBS-FM/New York recently celebrated the second induction of Rock & Roll Hall Of Fame honorees with a 3-hour live broadcast from the Waldorf Astoria Hotel. Pictured (l-r) are WCBS-FM personality Bob Shannon and inductee/rock legend Chubby Checker.

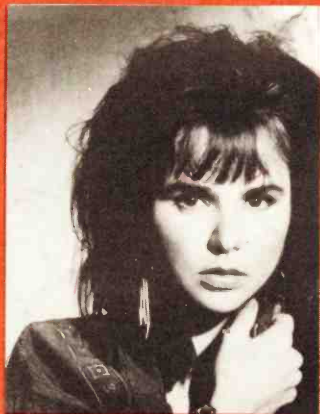
NETWORKS/PROGRAM SUPPLIERS

AA = Audiotape Author (415) 457-2741	ABC = ABC Direction Net (212) 867-7777	AP = Associated Press (202) 955-7200	AS = Audio Simulation (212) 468-0201	ASR = All Star Radio (212) 650-1169	ATGN = At The Game Network (516) 491-6955	CB = Continuum Broadcasting (212) 560-9525	CBS = CBS Radio (212) 975-4321	CBSR = CBS RadioRadio (212) 975-5321	CCA = Christian Countdown America (312) 820-1369	CN = Cowboy Radio Network (816) 293-1818	CNS = Creative Radio Shows (816) 787-0410	CUSA = Countdown USA (415) 383-7302	CW = Capitol Webster (314) 725-5070	DCA = DC Audio (202) 636-4222	DE = Dorsey & Donnelly Enterprises (214) 631-7934	DR = DR Broadcasting (212) 371-6850	ER = Entera Broadcasting, Inc. (816) 985-4807	EEO = Entera Syndication Group (209) 578-8747
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FF = Fine Forest Productions (415) 383-7827	OCI = Goodpointe Communications Inc. (818) 930-7707	GSM = Global Satellite Net (618) 906-1088	IN = Inmanews (213) 652-8710	JT = Art Godd's Jazz Trax (619) 233-9228	JPB = James Paul Brown Entertainment (213) 390-9871	KSE = Kris Stevens Entertainment (818) 981-8225	LBP = Live Bleep Prod (213) 258-2776	LW = London Wavelength (914) 961-7800	MBS = Mutual Broadcasting (703) 585-2000	MCA = MCA Radio (818) 788-2331	MJI = MJI Broadcasting (212) 245-5010	NBC = NBC Radio (212) 684-4444	NICE = NBC Radio Entertainment (212) 684-4444	NP = Network Productions (212) 755-3320	NSBA = NSBA Network (213) 305-8009	OHR = Off Hour Rockers (516) 828-1490	PIA = Progressive Radio Network (212) 950-9400
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PIA = Public Interest Affiliates (312) 943-8858	PRN = Premiere Radio Network (213) 467-2348	RI = Radio Information (212) 302-1670	RL = Radio Lines (213) 434-0488	SC = Syncom (415) 368-1781	SCGI = Starstream Communications Group, Inc. (713) 751-0781	SI = Syncom II (818) 841-0350	SIM = Specimen (818) 503-9746	SMN = Satellite Music Network (800) 527-4932	SP = "The Spot" Productions (518) 371-8608	SPN = Spot Publications Inc. (212) 496-9100	STN = Syncom (415) 386-1781	TRAN = Transar (213) 460-6383	USA = USA Today (800) 222-0990	USP = The United States (703) 278-2900	WRN = Weekend Radio Network (213) 462-5922	WO = Westwood One (213) 204-5000
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MOST ADDABLE!



PATTY SMYTH

"Never Enough"

BRAND NEW!

Taken from the Columbia LP "Never Enough" ^[401821]
Produced by Rick Chertoff/William Wittman



THE

BANGLES

"Walking Down
Your Street"

THEIR FASTEST BREAKING SINGLE EVER!

HALF-WAY HOME TO BREAKER
ONE OF THE MOST ADDED

72/48 — 30%
Including:

B104	92X
WKSE	99DTX
WPHD	WCZY
CKOI	WLOL
B106	KIIS
Q107	FM102
WAVA	KROY
Z93	KS103
KRBE	KITS
Y100	KMEL
B97	KATD
B96	KWSS
W/MMS	

Taken from the Columbia LP "Different Light" ^[400371]
Produced by David Kahne



GREGORY ABBOTT

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

SOUNDS LIKE ANOTHER #1 RECORD

Taken from the Columbia LP "Shake You Down" ^[404371]
Produced by Gregory Abbott for the Entertainment Music Company.
Executive Producer Charles Koppelman

**A Nationally
MOST ADDED
In 3 Formats!!**

CHR: 38/28
AC: 17/15
BIJ: 31/24

INCLUDING THESE
CHR POWERHOUSES:

94Q	WHYT	KATD
B97	KCPW	KPLZ
99DTX	FM102	
WCZY	KS103	



HIT AFTER HIT AFTER HIT AFT



COLUMBIA



BRUCE SPRINGSTEEN

"Fire"

FROM THE TRIPLE PLATINUM PLUS
5 RECORD SET

#2 MOST ACTIVE

WXKS	WBLI	B106	WGH	92X	WCZY	KKRZ	
WBEN	CKOI	Z93	Q102	WNCI	WHYT	KMJK	KCPX
WPHD	WCAU	KEGL	WMMS	99DTX	WKTJ	KWOD	KUBE



SAMMY HAGAR "Winner Takes It All"

DUAL-FORMAT WINNER

FROM SYLVESTER STALLONE'S "OVER THE TOP" OPENING THIS WEEK

7/1/86 - 29%

TOP TEN: AOR TRACKS 17 - 10

INCLUDING:

KEGL DEBUT 16



THE PSYCHEDELIC FURS "Heartbreak Beat"

AOR TRACKS: 44

AUTOMATIC AUDIENCE RESPONSE

70 STATIONS STRONG!

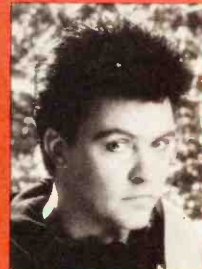
DAVE EDMUNDS BAND LIVE "The Wanderer"

ON TOUR



AOR TRACKS: 40

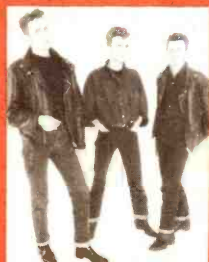
WMMS
99DTX
WKRZ
WINK
WKDD
KIKX
WOMP
WJAD
O101
KNAN
WPFM
99KG
KKAZ
B91



COLUMBIA

AFTER HIT AFTER HIT AFTER HIT

HIT★RECORDS



HIPSWAY "The Honeythief"

THE HIPPEST NEW
BAND ON THE STREET

NOW ON OVER 120 CHR REPORTERS INCLUDING 29 P1s!
#3 MOST ACTIVE

ONE OF THE MOST ADDED AOR ALBUMS



COLIN JAMES HAY "Hold Me"

MTV GUEST HOST

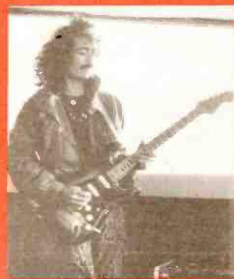
COLUMBIA TWO FORMAT BLITZ

CHR: 29/10

AOR: NEW ARTIST CHARTS

ALBUM: 2 - 92/8

TRACKS: 2 - 84/6



SANTANA "Veracruz"

THE SANTANA MAGIC IS BACK!

AOR TRACKS BREAKER!

ONE OF THE MOST ADDED AOR TRACKS: 24
117/18

PAUL YOUNG

"Why Does A
Man Have
To Be
Strong"

BELIEVES

THE BURNS SISTERS BAND

"Listen To The
Beat Of A Heart"



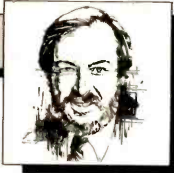
WXKS KATD

HUGE SECONDARY BASE

K104	KMGX	WKPE	KNAN
WERZ	I94	OK100	WBNO
WRCK	KYRK	95XIL	99KG
WKRZ	KFIV	WZYP	KTRS
KITY	KRO	Q101	KKAZ
			KOZE

AC BREAKER 29

AFTER HIT AFTER HIT AFTER HI'



HARVEY MEDNICK

PROMOTION & MARKETING

BAKER'S MILLION

New Revenue For New York Radio: Part I

When Shirley Baker joined the New York Market Radio Broadcasters Association (NYMRAD) as Director/Marketing Services Division in May 1985, it marked the beginning of a new radio marketing effort: building advertisers' understanding of our medium's strengths and its ability to influence customers' buying decisions. NYMRAD already had identified the project's initial targets — supermarket and drug store advertisers — who seldom used radio (if they used it at all) in their media mix.

When she started the job, Shirley pinned a large, blank sheet of paper on a bulletin board near her desk which read: "What Advertisers Want to Know About Radio." This poster became the tangible symbol of the task ahead.

Now almost two years later, she has not only filled that sheet, but has also helped generate \$1,000,000 in additional revenues for New York market radio.

I've asked Shirley to chronicle her efforts and discuss what she has accomplished at NYMRAD.

What NYMRAD Is Doing
R&R: Why did NYMRAD develop the Marketing Project? Were there any precedents for this activity?

SB: Radio professionals in the New York market recognized they weren't getting as many advertising dollars as they could. Knowing that successful programs already were in place at the Northern Cali-



Shirley Baker

fornia Broadcasters Association (NCBA) and at the Southern California Broadcasters Association (SCBA), NYMRAD decided to develop and launch its own local marketing effort.

After I was hired, I went out to California to see what the NCBA

and SCBA were doing. NCBA, for the most part, focuses on vendor programs, working with retailers to stimulate additional revenues. SCBA, on the other hand, worked directly with stations' sales professionals and with advertisers to help them find new revenue sources for radio. NYMRAD's Marketing Project not only reflects both of these programs, but also has set its own direction.

I report to NYMRAD and its 30 member stations which support the Marketing Project by providing funds over and above their annual membership fees. However, I do not sell any particular stations or formats.

Serving The Target Category

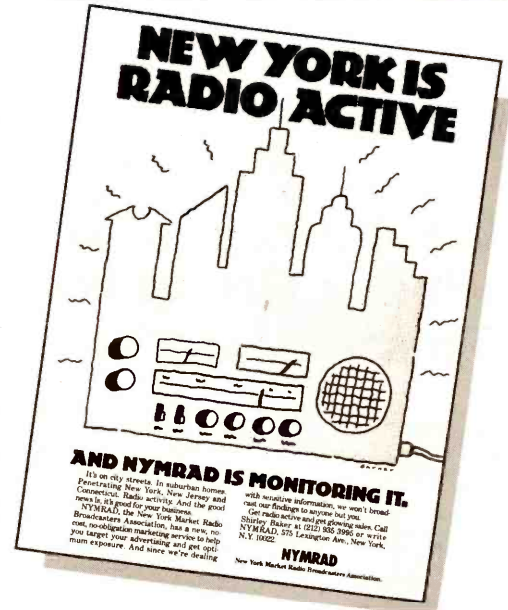
If the client is a major super-market chain, I provide statistics from a resource such as the Food Marketing Institute. Although this information is available to the client, many either don't use it or even know about it. I also bring in recent articles from industry publications showing overall trends. As we all know, there are so many of these kinds of publications, but it's really hard to read every one. What's really amazing is how many times I have told clients facts about their customers or competitors that they simply didn't know.

R&R: You say NYMRAD has targeted certain advertisers. Which and why?

SB: We have identified categories of advertisers whose understanding and use of radio benefits the majority of our members and reflects a wide age demographic. NYMRAD's board of directors established one initial category for us, supermarkets. At the time the project began, less than 1% of radio advertising revenues in the New York market came from grocery stores.

After establishing target categories, which now include department, drug, and specialty stores, we applied the following criteria:

Advertisers had to be light or non-users of radio, have substantial annual sales, and have a reasonable potential for additional spending — evidenced by their annual advertising budgets and reinforced by national expenditure



trends for their industry. Then we narrowed our focus further by examining each advertiser's profile: number of stores, plans for expansion, merger, acquisition or remodeling, and location of both existing and planned stores.

tion on the New York-area market and New York radio to determine their perceptions of and attitudes toward our medium.

Elements Of An Effective Presentation

After we've gathered that information, we prepare a presentation that addresses these concerns and needs including:

- Information on their competitors and their customers, including listening and buying habits
- Research from sources such as Scarborough and Simmons
- Information on radio's ability to reach key customers efficiently and effectively
- Success stories from similar businesses or stores in other markets.

R&R: Do you get calls from advertisers directly or are all leads generated by your office?

SB: We have received a number of requests for presentations. Some have come from an ad we ran last July in an issue of *Adweek* (see above).

Next Week: Part II

In the concluding portion of her interview, Shirley outlines the surprises, frustrations and rewards of this innovative and rewarding marketing effort.

DATELINES

February 19-21
 Country Radio Seminar
 Opryland Hotel, Nashville

February 19-21
 2nd Annual Gavin Seminar for Media Professionals
 St. Francis Hotel, San Francisco

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

ONE YEAR AGO TODAY

- Jeff Wyatt PD at KPWR/Los Angeles
- Tony Gray PD at WUSL/Philadelphia
- #1 CHR: "How Will I Know" — Whitney Houston (Arista) (2 wks)
- #1 AC: "Sara" — Starship (Grunt/RCA) (2 wks)
- #1 BIU: "How Will I Know" — Whitney Houston (Arista)
- #1 COU: "What's A Memory Like You . . ." — John Schneider (MCA)
- #1 AOR Track: "All The King's Horses" — Firm (Atlantic) (2 wks)
- #1 LP: "Afterburner" — ZZ Top (WB) (15 wks)

FIVE YEARS AGO TODAY

- John Gehron WLS-AM & FM/Chicago VP/IGM
- Dick Verne Group VP, LIN Broadcasting
- #1 CHR: "Open Arms" — Journey (Columbia)
- #1 AC: "Leader Of The Band" — Dan Fogelberg (Full Moon/Epic) (3 wks)
- #1 BIU: "That Girl" — Stevie Wonder (Tamla/Motown) (2 wks)
- #1 Country: "Only One You" — T.G. Sheppard (WB/Curb) (2 wks)
- #1 LP: "Freeze-Frame" — J. Geils Band (EMI America) (6 wks)

TEN YEARS AGO TODAY

- #1 CHR: "New Kid In Town" — Eagles (Asylum) (2 wks)
- #1 AC: "New Kid In Town" — Eagles (Asylum) (2 wks)
- #1 Country: "Moody Blue" — Elvis Presley (RCA)
- #1 LP: "Hotel California" — Eagles (Asylum) (6 wks)



KEN BARNES

ON THE RECORDS

Bandleaders Who Don't Sing . . . Or, Whose Group Is This Anyway?

Who's the leader of Mike & The Mechanics? That's easy: Mike Rutherford. But who's the singer in the band? Well, Paul Carrack, or Paul Young, it depends. And when did Jeff Lorber develop such a great singing voice, although on "Facts Of Love" it sounds kind of feminine . . .

Pondering just such complex questions, John Stevens of WKSF/Nashville and promotion ace Marc Ratner of Warner Bros. felt there might be an On The Records column devoted to bands whose leaders weren't the singers, or instrumentalists who put out vocal records employing featured singers, along with the confusion thus generated. So Marc called me, and, ever grateful for a week where I didn't have to think up a column topic on my own, I decided to give it a shot.

It all started with the Dave Clark Five . . . No, you can trace this tradition, taking into account the



Steve Winwood gained celebrity even without star billing in the Spencer Davis Group

New Confusion From England

The next big surge in bandleader/singer confusion came from England. I've already cited the Dave Clark Five, whose frontman was Mike Smith while Dave sat behind the drums and collected the checks. Then there was Manfred Mann, the organist whose namesake group employed a number of singers, notably Paul Jones and Mike D'Abo, on up to Chris Thompson in the '70s and '80s.

And of course there was the Spencer Davis Group. Not that guitarist Davis was averse to singing, but he happened to have a young keyboardist named Stevie Winwood who seemed to have something of a knack for vocalizing. When Winwood left to form Traffic, Davis used other singers to front the group.

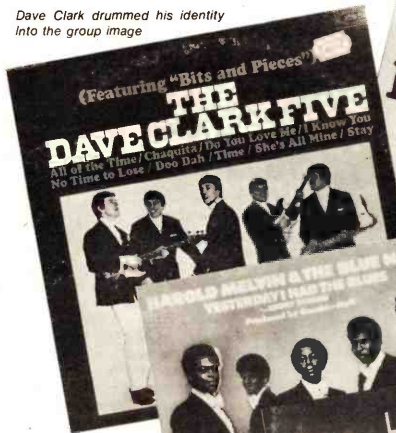
In America, the phenomenon remained on the rare side. Bob

Quincy Jones: springboard to stardom for several recorded era, to hordes of jazz and big bands led by instrumentalists (Tommy Dorsey, Count Basie, Duke Ellington, and so forth) who had singers under contract — Frank Sinatra is just one famous vocalist who started that way, and no doubt there's a column's worth of other examples.

From jazz to R&B bands was a short jump, and the same bandleader syndrome arose as R&B gained ascendancy in the early '50s. Probably the prime example was Billy Ward & The Dominoes, whose singers included Jackie Wilson and Clyde McPhatter, the latter jumping to the Drifters while the former eventually went solo.

When rock & roll came along, the focus was on the singer, mostly as a solo or, as in the case of Bill Haley & The Comets, a bandleader/vocalist. Huey Smith & The Clowns, the great New Orleans R&B group, were an exception, with Bobby Marchan and others taking the lead vocals, but for the most part, through the early '60s, it was the singer who sang the song and got the billing.

Dave Clark drummed his identity into the group image



Teddy Pendergrass left Harold Melvin & The BlueNotes to establish his own identity

Kuban & The In-Men, of "The Cheater" fame, were fronted by singer Walter Scott, but were strictly an exception.

Guitarists Get Into The Axe

The evolution of the guitar hero brought a few more examples into being. By the time the Yardbirds wound down, more people knew their guitarists (Jeff Beck, Jimmy Page) than singer Keith Relf, and when Beck left to form the modestly-titled Jeff Beck Group, he fairly quickly decided he'd hire a singer (after handling vocal chores himself on a couple of early singles) but keep the titular leadership. And so Rod Stewart made the leap to the big time.

Guitar heroes in the '70s continued to exercise leadership prerogatives, and so we had Robin Trower featuring Jim Dewar as singer (Trower's still following that practice), the Michael Schenker Group, and (at first, anyway) Blackmore's Rainbow featuring a number of singers, until the group simplified its name to Rainbow.

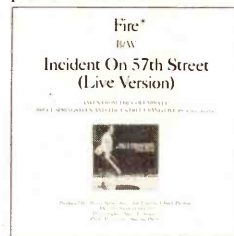
Then there was America's J. Geils Band, with guitarist Geils the formative catalyst but Peter Wolf the singer. Harold Melvin & The BlueNotes came to prominence after years of obscurity when Teddy Pendergrass emerged as the singer.

A number of jazz-styled instrumentalists and bandleaders tested



J. Geils beguiles while Peter Wolf styles the songs

the R&B/pop waters with featured singers: Norman Connors, Tom Browne, Kenny G, and of course Quincy Jones, with James Ingram, Patti Austin, the Brothers Johnson and others handling vocals on records issued under the Jones imprimatur. Jeff Lorber's current hit,



Bruce breaks the 10-minute single barrier

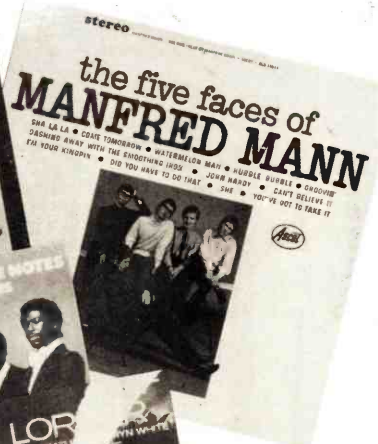
sung by Karyn White, falls in this tradition.

Dozens of disco artists used (mostly) female singers while keeping the name credit to themselves (Deodato, on certain records, springs to mind), and it's still not unknown in the Black/Urban field (most of Mtume's songs are sung by Tawatha Agee).

Fortunately for DJs and music fans, the bandleader who doesn't sing is still a relative rarity. So although you still might hear somebody complimenting Ronald "Kool" Bell for his great singing on some Kool & The Gang hit while James "JT" Taylor listens in on the side, most of the time you're fairly safe in tying in the bandleader, the singer, and the song.

Dees Adds To DJ Record Roster

Just as I published two further installments in the possibly eternal roster of air personalities who've



Manfred Mann endured while singers came and went

Jeff Lorber featuring Karyn White: These are the facts of billing

made records, Rick Dees came out with his new LP, "Greatest Hit (The White Album)," a mixture of comedy bits and songs. Dees of course is one of the most prominent DJ record stars, having hit No. 7 with one of the most enduring records of the '70s, "Disco Duck," in 1976 and recording for several more labels.

Another Springsteen Record?

I haven't done any real research on this, but does anyone know of a 7-inch 45 longer than the 10:03 of Bruce Springsteen's "Incident On 57th Street" (flip of "Fire")? I have some vague recollection of a nine-minute flip to a recent British single (Simple Minds, maybe?), but it could be Bruce has a shot at a record here. Any refutations or other information is welcomed.

As are entries in the 1987 Grammy Handicap, although that February 20 deadline is fast ap-

RICK DEES GREATEST HIT

(The White Album)

Rick Dees: All white now

proaching and the pile is coming along nicely. You could still be the winner. And I'm also getting some grisly new entries for Garbled Lyrics, Part III . . . but I can always use more. Send your most screwed-up lyrical misinterpretations my way!

THE MY baby

THE NEW
SINGLE
FROM
THE
ALBUM
GET CLOSE

WBEN 37-35	WKDD 31-27
CKOI on	KIYS 40-34
WCAU add	95XXX deb-38
KTKS on	WKPE add
KRBE deb-39	OK100 deb-37
WGH on	WOMP add
Z95 add	WJMX deb-40
WMMS on	KSMB add
99DTX add	Q101 12-4
WXKS on	KNAN add
on KMJK	WBWB add
on KWOD	KKLS deb-26
on KITS 16-15	WSPT 38-33
KATD 24-19	KGOT 31-27
WERZ add	KTRS deb-39
WRCK add	B91 add-39
WKSI add	OK95 36-32

PRODUCED BY BOB CLEMONZIN AND JIMMY IONNE • MANAGEMENT: DAVE HILL © 1987 SIRE RECORDS COMPANY

PRETENDERS

DATEBOOK

SEAN ROSS

Awards Week Highlights

MONDAY, FEBRUARY 23

1970/As Canada holds its first Juno awards, the Doors' "Morrison Hotel" LP is certified gold.
1978/"Hotel California" wins Best Record of 1977 but the Eagles choose not to attend the Grammys because they find them "pretentious."
1983/Toto wins five Grammys. Backstage, Rick James attacks MTV again for not playing black artists. Lionel Richie, who's won his first award after several disappointments, says he'd been planning to sit this year's show out. Jennifer Warnes talks too long and her partner Joe Cocker comments, "I helped too, Jennifer, remember me?"
1986/Bruce Cockburn plays two sold out shows in Vancouver and raises \$35,000 for Haida Indians whose home island is being threatened by the logging industry.
Born: Howard Jones 1955, Brad Whitford (Aerosmith) 1952, Rusty Young (Poco) 1946, David Sylvian 1958.

TUESDAY, FEBRUARY 24

1976/The Eagles' "Greatest Hits" is the first platinum LP.
1984/The Cars' "You Might Think" released.
1985/On the first day of David Crosby's unsupervised daytime work plan at his drug treatment center, he doesn't come back. He's captured the next day. The Irene Cara/Tatum O'Neal starrer "Certain Fury" opens briefly. And Andrew Lloyd Webber's "Requiem" premieres at New York's St. Thomas Church, which also hosted the debut of "Jesus Christ Superstar." One critic calls it "the kind of music that gives eclecticism a bad name."
1986/NBC's news report begins the independent promotion scandal. The Rolling Stones play a private gig at London's 100 Club in memory of Ian Stewart. And the Country Joe-organized "Welcome Home" benefit for Vietnam Vets takes place at L.A.'s Forum. Speakers and performers include Jon Voight, Graham Nash, Stevie Wonder, Whoopi Goldberg, Nils Lofgren, and Fred Travalena.

WEDNESDAY, FEBRUARY 25

1957/Buddy Holly's "That'll Be The Day" recorded.
1981/Christopher Cross wins five Grammys. George Jones finally receives one.
1983/Tennessee Williams, whose works ended up referenced in songs by the Motels, Rene & Angela, Gilbert O'Sullivan, and others, asphyxiates on a bottle cap at age 71.
1985/Peter Bogdanovich sues Universal for \$19 million in an effort to get Bruce Springsteen's songs back in "Mask." Having already cut the picture to fit Springsteen music, which Universal doesn't want to pay for, he terms the Bob Seger replacement score "inappropriate."
1986/"We Are The World" wins four Grammys. Phil Collins takes three. Whitney Houston gets Best Female Pop Vocal to make up for not qualifying for the best new artist nomination (Sade wins that). Rockin' Sidney's "My Toot Toot" is Best Ethnic or Traditional Folk Recording.
Born: Mike Peters (Alarm) 1958, George Harrison 1943.



Johnny Cash, Donnie Iris, George Harrison, Howard Jones

THURSDAY, FEBRUARY 26

1979/The Sex Pistols go to court to divide their money and can't find more than \$60,000 to split up.
1982/Jaz & Gordie of British outfit Killing Joke leave suddenly to go to Iceland.
1985/The USA For Africa session is recreated on this year's Grammys. "What's Love Got To Do With It" is Record of the Year. Sheena Easton takes Best Mexican/American performance despite being neither. Cyndi Lauper is Best New Artist; her date is Hulk Hogan, and backstage they talk wrestling with reporters.
1986/Isley/Jasper/Isley begin their first tour without their older brothers as an opening act for Luther Vandross.
Born: Johnny Cash 1932, Paul Cotton (Poco) 1943, Fats Domino 1928, Jackie Gleason 1916.

FRIDAY, FEBRUARY 27

1970/Jefferson Airplane fined \$1000 for onstage obscenity in Oklahoma City.
1984/Michael Jackson's Pepsi ad premieres on MTV as part of an interview with its director Bob Giraldi.
1985/When NBC executive Jeff Sagansky leaves NBC, "St. Elsewhere" gives his name to a deceased character... the second time he's been killed off by various ex-employers.
1986/The RIAA officially denies any knowledge of indie-promo wrongdoing and declares, "We find it distressing that the recording industry is so indiscriminately maligned by insidious innuendo." Also, Doug E. Fresh's "The Show" becomes the sixth 12" 45 to go gold. Mr. Mister plays a homecoming show at L.A.'s Palace. Van Halen's "Why Can't This Be Love" is released, as David Lee Roth sues CBS Films for \$25 million over the death of "Crazy From The Heat."
Born: Paul Humphreys (OMD) 1960, Adrian Smith (Iron Maiden) 1957, Guy Mitchell 1927, Steve Harley 1951.

SATURDAY, FEBRUARY 28

1970/Norman Greenbaum's "Spirit In The Sky" released, along with Three Dog Night's "Celebrate."
1981/Herbie Hancock's first dramatic role, as a factory owner on "Concrete Cowboys."
1984/Michael Jackson wins eight Grammys on the same day that Transtar's Format 41 is announced.
1985/Uriah Heep vocalist Dave Byron dies at age 38.
1986/George Michael announces the breakup of Wham!. Yoko Ono kicks off her "Starpeace" tour and can fill only 300 of 1200 seats in Brussels. "Pretty In Pink" opens.
Born: Donnie Iris 1943, Randy Jackson (Zebra) 1955, Barbara Acklin 1943, the late Brian Jones 1942.

SUNDAY, MARCH 1

1969/Jim Morrison exposes himself to Miami. The Oklahoma City council responds by passing the statute later used to prosecute the Jefferson Airplane.
1980/Patti Smith marries Fred Smith and goes into the industry retirement from which she's emerging this year.
1984/Rolling Stone runs a story linking Jerry Lee Lewis to his wife Shaune's death.
1985/Billy Ocean begins his first US tour in San Diego.
1986/Dream Academy and L.L. Cool J guest on "American Bandstand."
Born: Roger Daltry 1944, Rudy Wolfram (Jets) 1970.



ADAM WHITE

RECORDS

NO MATTER WHAT SHAPE THEY'RE IN

Researching The Hits At Retail

Retail research is an integral part of many CHR programming decisions. Sophisticated PDs and MDs seek out as much sales information as possible across as many configurations as possible: seven-inch and 12-inch singles, cassettes, LPs, and compact discs.

For those programmers who care about what's selling in the stores, this is shaping up as a year when keeping track of all those configurations may be even more vital than usual.

As 45s continue their decline, the popularity of an increasing number of artists is reflected in album sales. CDs are accelerating towards unit parity with the vinyl LP, while also reflecting the tastes of that often-desirable upper demo.

Twelve-inch singles don't only sell in the B/U and dance markets anymore, and there's hardly a major retail account in the country which doesn't merchandise them aggressively. Meanwhile, more cassettes are coming, and commercially-available compact disc EPs are also on their way.

Album Sales: The "Most Important" Tool

"The smart programmers know to ask for all configurations," says E/P/A VP/Promotion Walter Winnick. "Other people are programming their lists as if it's 1956. They think, 'The single's not selling, it must not be a hit.' That's obviously wrong.

"A perfect example is Luther Vandross," continues Walter. "We're not selling a lot of singles, but his audience and the audience

"A lot of CHR programmers have become very aggressive in finding new product and breaking it."

—Bob Catania

which is accepting his style of music has enough faith in him as an artist that they're going to buy the album or the compact disc, not the single. So it's wrong for a lot of programmers to rely strictly on the seven-inch sales and not take the album research."

Notes PolyGram Director/National Pop Promotion David Leach, "CHRs have historically concentrated on 45 sales and the singles buzz, but with more and more artists album sales are the



Bob Catania

most important tool they can use. A Cinderella or a Bon Jovi, who have had two or three hits on the radio, is not selling many singles. People are convinced that it's a great album, and they're buying the whole thing. That's got to be taken into consideration."

Leach also points to "Power"-type stations in markets like New York, Miami, and Los Angeles, where the 12-inch is so critical. "The 12-inch buyers are so fanatical, they seem to grasp hold of it faster than a mass-appeal buyer would; you get a very quick reaction. The 12-inch ought to be researched and surveyed more thoroughly by everyone. They can be combined with 45 sales or highlighted on their own, but they should definitely be taken into account in programming."

Programmers Aggressive On New Product

Comments Island VP/Promotion Bob Catania, "The Urban-oriented stations know what's happening in the 12-inch marketplace better than anybody, and that's where they're getting tipped on things. Obviously, the good programmers are looking at all the variables. In fact, in the last year a lot of CHR programmers have become very aggressive in finding new product and breaking it — and that's tremendously positive. Look at the indie-label explosion: the Rhinos and the Profiles, and so on.

"A lot of these radio guys are going on their gut and looking for an instant kind of response. In a lot of cases, it may not be a seven-inch. If

a Steve Perun at KBEQ/Kansas City pops, say, Billy Vera, there may not be the singles in the marketplace for a month or two to take advantage of that. So those programmers have become a lot more sophisticated, and continue to make it an evolutionary process."

At Island, the primary example of a major act lacking singles sales is, of course, U2. Catania feels their new album has at least a couple of potential mass-appeal hits. "But at this point," he says, "CHR won't be able to ignore the massive sales base of AOR play or what happens when the band announces the tour dates. Scott Shannon at Z100/New York and Larry Berger at (rival) WPLJ cannot ignore the fact that



David Leach

this band is going to sell out seven nights at the Meadowlands in one afternoon. They're going to have to say to themselves — as they have said, in fact, after the last tour — "This is a band we have to deal with."

Retail Vital In Regional Breakouts

Manhattan VP/Promotion Jack Satter points out that every market is different. "There are a lot of markets where retail activity doesn't mean anything — where they do a lot of callout research and don't even take sales into account. Then there are the markets where, if you don't have retail activity, there's really nothing you can do. For example, Atlanta is strictly retail."

Regarding a relatively new label such as Manhattan, Satter continues, "You really have to depend on a lot of regional breakouts. For example, we've working Rob Jungklas now and we've got about six markets on the record. It's really important that we have strong retail activity in those markets to move the record and to spread it."

RETAIL, RADIO CHALLENGE

Coping With An EP

Julian Cope's "World Shut Your Mouth" is making a splash for Island at album radio. It's also providing the label with a challenge at retail, because the song comes from a fairly unusual configuration: a five-cut, \$4.98-list EP.

Says Island VP/Promotion Bob Catania, "Give retail accounts an EP, and it causes confusion. A lot of them don't stock them like they do LPs. Quite frankly, we're having a lot of pricing problems." In other words, it's being sold at the price of a full album in some stores. Unfortunately, agrees Catania, "If a retailer wants to take a five-cut EP and sell it at \$9.98, that's his business."

Is It A Single, Album, Or 12-inch?

Another problem is how the record is showing up in research. "Radio calls up for the top 30 albums," he continues, "but it's not likely to be in there — although it might be. It's probably not going to be in the top 30 singles either — although it might be. Then some stores have it factored into the 12-inch. No one thinks to say, 'Oh, by the way, there's this Julian Cope record.'"

"So stations are having a problem getting an accurate sales feel on it," says the Island exec. "We've almost had to go out and tell AOR that they can't factor in the retail situation just yet. We're saying, 'You're going to have to rely on

your gut instinct, national numbers, requests, and things like that.'"

An album is coming, but not as swiftly as Island would like. The project originates from its UK company, so that means imports. Says Catania, "From a promotion guy's standpoint, especially at a company like ours which has so much European stuff, I hate not to appear up on my own product."

Album Is Slow To Arrive

"I can't say to my college rep, 'Look, call WFNX/Boston and tell them not to play the Julian Cope import,' knowing in three months it's going to be our #1 priority. So the compromise was to release the English EP and then have the LP on a timely basis. Unfortunately, our English company isn't moving real quick on that."

In fact, a second EP (with "Trampoline" as the key cut) has been released in the UK. That EP is getting imported and aired on alternative stations. "So already we've got a second cut established and we still don't have the album," concludes Catania. "It's been a confusing process. The only thing worse was all the Frankie Goes To Hollywood stuff."

Does radio have a good fix on CD sales? It varies, but Walter Winnick, for one, has doubts. "Retailers are good at combining the cassette and LP sales, but some accounts don't combine the compact disc. Part of that is a function of the way they report to the trades.

less they specifically request it.

CDs Indicate The Upper Demos

Stations don't always ask, agrees David Leach. "Artists like Robert Cray and the Moody Blues are selling extremely well on CD to an upper demographic, which is pretty much what everyone in radio land is chasing. So CDs ought to be watched very carefully; it's the configuration of the future."

Concludes Winnick, "Basically it's our job as record people — and retail — to educate radio. Music is music, and people buy it in configurations to fit their individual needs and tastes. It's complicated for the retailer to accumulate all that information and make sure it's fed back to radio. So it takes the smart programming people to get it."



Walter Winnick

"For instance, Billboard has a separate chart for CD sales and doesn't factor them into their overall album chart. That hurts a label like CBS because our CD fill is very good. There are other labels which just can't get CDs into the stores, and Billboard's philosophy is that if they combine CDs with albums, it would hurt labels who don't have the fill. So they have a separate chart. But if retailers are programmed to report that way, they'll continue to separate CDs." And, Winnick says, stations asking stores for their best-selling albums often won't get that CD information un-



Jack Satter



JOEL DENVER

CONTEMPORARY HIT RADIO

VARIETY SPELLS BIGGER RATINGS

Rock Returns To Radio

Who says history doesn't repeat itself? Of late, there has been so much dance music and ballads crowding CHR playlists, you'd think it was 1979 again. But times have changed, bringing in the sounds of **Bon Jovi**, **Cinderella**, **Georgia Satellites**, **Genesis**, **Eddie Money**, **Starship**, **Europe**, **REO Speedwagon**, **Sammy Hagar**, among others.

This change in the musical menu is being noticed by both programmers and listeners alike. Many PDs decided that the repetition of dance-oriented records interspersed with lush AC-type ballads (used to take off the edge) was making listeners take off... for new dial settings. Too much of one thing isn't what CHR is all about.

What Caused The Problems?

So how did CHR begin to get off track and head in a narrow direction again? There are a number of reasons. Urban-slanted CHRs with

"CHR has a tendency to grab at fads too heavily."

—Lou Patrick

ratings successes, particularly in major markets with large ethnic populations, became the pied piper leading the lemmings to the sea in search of a quick format fix.

Increased pressure from radio sales departments — warning programmers not to "blow off adults" with rock or anything unfamiliar — resulted in a "play it safe" attitude. The format began to lose its variety, and a predictable pattern of resistance to new music started to emerge.

Another Trend?

It was only a few years back that programmers played too much rock and little or no Urban product. You know, it was all that "corporate rock" everyone bitched about. As a result, stations found success by tipping the musical pendulum more to the Urban side. Now the pendulum is swinging back toward a better balance.

Does all of this seem like one big cycle to programmers? It does to **KJ103/Oklahoma City PD Lou Patrick**. "I think we are trending again. CHR has a tendency to go and grab at fads too heavily. Then all of a sudden **Bon Jovi** makes noise and programmers reluctantly play it. Then they sheepishly discover it actually attracts listeners and thus clears the path for **Cinderella** and others like it.

"I've always found great value in not going too far in one direction. Lots of baby-boomers in our target audience have an AOR orientation, particularly 25-34s. From a personal standpoint, I don't like AOR

meter, Kelly added. "We're finding greatly renewed interest in REO, **Cinderella**, **Beastie Boys**, and other melodic rockers. They are making the request lines ring with totals

he said, "but how much can we deal with? There has simply been too much emphasis on dance-oriented music. Labels have to pay attention to their product flow."

Noting his market has a healthy 19% ethnic population, (mostly black), Steve calculated, "About



Lou Patrick

as a format because it's either not familiar enough or too familiar because of so many oldies. CHR's strong suit is playing the best of what's available. If you go too far one way or the other you end up getting extremes from the audience as a reaction."

Too Much Dance Music

WKSI/Winston-Salem PD Steve Kelly also welcomed the change in new music. "This market does great playing Urban crossovers,"



Steve Kelly

24% of our playlist since January 1986 has been composed of Urban music. It's played a major role in helping to develop our females and teens, but too much isn't good. This past July and August only 9% of our current list was rock-oriented — an alltime low. Right now our (composition) of rock music is running at a healthy 29%; the balance is made up of Urban and regular CHR-AC hits."

Using the phones as a baro-

The Argument For Rock

- Format was oversaturated with dance music
- Rock crossovers add variety
- Active music keeps tempo exciting

meter, Kelly added. "We're finding greatly renewed interest in REO, **Cinderella**, **Beastie Boys**, and other melodic rockers. They are making the request lines ring with totals

labeled 'too unfamiliar.' There is some real exciting music out right now. This variety is just what we need."

Chris Shebel, programmer at **WLXR (Hit-105)/La Crosse, WI**, feels that even in his predominantly white market Urban music is a necessity for proper balance. "We play it, but the amount being promoted has just gotten a bit carried away. People tell me they're tired of the beat and the ballads. Be-



Chris Shebel

that stand up to the hottest Madonna record."

Declining Programmer Paranoia

"I feared CHR was headed for another 'Saturday Night Fever' era, soon followed by another slide into pseudo-AC and another major ratings slump," Kelly admitted. "But it's refreshing to see new artists being added without the usual programmer paranoia of them be-

"There has simply been too much emphasis on dance-oriented music. Labels have to pay attention to their product flow."

—Steve Kelly

cause we have no direct AOR competition, I keep a close eye on what's happening in this area and feel comfortable balancing the Urban music with rock crossovers.

"My experience in AOR at **KDKB/Phoenix** taught me a few

Continued on Page 40

MTV's Effect On The Format

Is MTV having a greater or lesser effect on CHR playlists? Last year the answer would be a resounding "no" from most. However, more programmers are taking note of an increase in response to product airing only on MTV.

"Sales and requests in this market are coming from MTV," said **KJ103/Oklahoma City PD Lou Patrick**. "When you make a visual and an audio impression, it's bound to have a more lasting effect. If MTV is returning to what they used to be they should have a growing effect. If they get wimpy again, they'll do no one any good."

Radio Still #1

WKSI/Winston-Salem PD Steve Kelly has noted a difference as well. "MTV has always had their place, but I understand they had a big hand in breaking **Europe** and the **Beastie Boys**. For me, radio is still by far and away the number one influence on record sales."

WLXR/La Crosse PD Chris Shebel indicated the jury is out on the 24-hour video channel. "I don't think they're as strong as they once were. The problem is the lack of standout video material."

Lately, MTV has taken a fresher, less conservative approach. What did MTV VP/Programming **Sam**



Sam Kaiser

Kaiser have to say about those changes? "Our position is to play mainstream rock & roll with an eye and sensitivity to leading-edge music," he said. "Leading-edge is the evolution of cutting-edge in my mind."

Leading-Edge Music

"To me, **World Party** is leading-edge music, as they are mass ap-

peal yet not of a formula nature. This band, like the **Beastie Boys**, **Hipsway**, and **Los Lobos**, is breaking new ground."

Kaiser went on to explain the importance to the industry of this musical genre. "MTV's mandate has always been to focus on, support, and break new artists. This is the lifeblood of the music business. What we create is a total rock environment for our 12-34 target."

So the operative word here seems to be "rock." What types of music no longer fit MTV? "The door is always open to all bands, but we no longer deal with bands having a sugary-pop or upper-demographic AC appeal. MTV is looking for clips with a rock edge or that have a rock image of sorts to the artist."

Some Artists Fit MTV, Some Don't

Madonna and **Duran Duran** still fit neatly into the formula of those artists receiving airplay, but **Janet Jackson** may have a few problems with her current hit, "Let's Wait Awhile," since it's a ballad with upper-demo appeal. So might **Lionel Richie** and **Whitney Houston** if they have videos of ballads.

But Kaiser was quick to note, "All clips are judged on a case-by-case basis. We have specifically created VH-1 as a perfect vehicle for these artists and some of their videos. And we have had several success stories from VH-1 including **Anita Baker** and **Gregory Abbott**."

"Our position at MTV is already showing an emerging cycle which radio is picking up on. **Cinderella**, **Bon Jovi**, **Europe**, and **Robert Cray** all had their base at MTV. It's gratifying for us and the acts to see them spread to CHR. Because MTV is a current-music-driven entity, we were probably having a bigger effect in many markets than AOR."

Kaiser pointed out the natural symbiotic relationship between MTV and the CHR format. "MTV is not the be-all and end-all to breaking new acts. We are a big player in this arena, and I don't want to downplay radio's effect in the process. We are an indicator for radio to help get things started. Radio, and particularly CHR, can look to us for help in defining the leading edge. No one in this business stands alone anymore."

"IT ALL STARTS WITH LISTENING"

OVER 230

of the most respected PDs and MDs in CHR Radio have registered for AIR Competition #7, some joining for the first time.

NORTHEAST	CHRIS BAILEY GENE BAXTER FRANKIE BLUE SHELDON BORGELT GUY BROUILLARD PAUL (BOOM BOOM) CANNON ROGER CHRISTIAN ANDY DEAN MARTY DEHPSEY MARK EDWARDS DAVE GILLEN JOHN HAGER DOC MICHAELS CHUCK MORGAN DENNIS PROULX MARY ANN RAYMENT MARK ST. JOHN PAM TRICKETT HENRY VAN DEN HOOGEN LYNDON X. ABELL RICK ANDREWS BRUCE BOND TOM CUNNINGHAM PETER FALCONI JAY FAVIS DAVE HARINO GARY MILLER CHRIS MURRAY JIM PAYNE JIM REITZ DAN ROSE BILL SHANNON RICK SHANN TOM TUCKER STEVE CHASE LARRY CLARK HILL KAUFFMAN STEVE KELSEY JIM LEVEY SCOTT LEIF BILL MATTHEWS J.J. MCKAY STEVE MCVIE TED MINIER DOUGLAS A. NEVEL JIM RANDALL DAVE STRATTON	Z104 WAVA Z100 NGH CK01 CANNON MKSE MBEN MPLJ 8106 MNYZ MKSE WPHD NGH 0107 CK01 Z104 WAVA 0107 CFTR WTIC MNYZ MNNK WPKST KERZ WYSR MLAN WKEE MLAN WRVQ WRCK WYSR K104 WKEE WPKST WGHM WHPX WGHM WFBG WHPX WIGY WIKZ 100KH MKPE WFBX	STEVE WILKINS DENA YASNER NICOLE JIM PERRY J.D. SLADE	SOUTHEAST DON BENSON LINDSEY BURNETTE BOB CASE STEVE DAVIS JEFF MCCARTNEY JIM HARRISON STEVE HYRSTOCK MARTY BERGER DAVE DENVER MIKE EDWARDS LESLIE FRAM ROGER GAITHER TOM JACKSON GARY JACKSON DON JOSEPH STEVE KELLY WAKE MARK MCCAY NATE MORRIS STEVE OWENS BRUCE STEVENS CHRIS WILLIAM JIM WILSON LEO WINDHAM DAVE WRIGHT JERI BANTA RALPH CARROLL LED DAVIS JEFF DAVIS LEE MCCARD STEVE OCEAN BILL PHIPPS JERRY ROGERS RANDY "ANIMAL" TURNER STEVE CROCKETT BOB HOLLAND DOC KIRBY GARY LEE J.D. NORTH JEFF STONE FRANK WALSH	940 293 293 PHR99.7 940 940 PHR99.7 WINK WKSJ 0105 WABB WKOB WKSJ WDLX WKLZ WKSJ WAKE Y106 WCRN WBMN WBB0 WROG WCKN WNOK BJ105 WYKS WCGQ 0104 WPFH WCGQ WGLF 0104 Z102 WVBS WKOR WBBG WTFB WDLX WJLQ WHSJ HOUZ	OK100 95XXX WSTH WHRB WVJZ	SOUTH MARCIE GUCKIAN KEVIN HETHENY HELENE PINA SHADDON STEVENS GARY BEACH BOB "DOC" BURNS MARK CHASE SELBY EDWARDS CHARLIE FOX CHRISTOPHER HOLMES INDIANA JONZE ROCKY KNIGHT JERRY LOUSTEAU LISA LYONS RAYMOND MEZA LOU PATRICK DUNDAN E. PAYTON STEVE SHANNON JOHN STEEL STEVE TAYLOR TERRI WEBER JON ALLEN DAVE BRYANT BRIAN KANE BOBBY NOVOSAD JOHN O'BEA SCOTT BEGRAVES RICK BARNICKEL BOBBY COOK B.J. HARRIS ROGER HART JAY HASTINGS MARK KELLY GARY MOSS TOM PEACE KATHIE ROMERO LISA TONACCI LEO VELA	SHANNON MEST	WBLU	DENISE LAUREN DON MICHAELS BRIAN PHILLIPS BILL RICHARDS MAYLON RICHARDS GREGG SHEDBERG KAREN HONG KIM BRADLEIGH GREG HENDRIX MATT HUDSON DAVID MARTIN JEFF MCCARTHY JOHN MICHAELS GYNNY O'HARA LARRY OLEK JIM OWEN BRIAN PATRICK KIM POOL RON ROSS MICHAEL T MICHAEL TINNES JAY BOULEY TOM COLT TRACY JOHNSON MIKE JUSTIN GREG LAMLEY JACK LUNDY MATT MCCANN ROD MEYER JIM MOORE ADAM NORTH T.K. O'GRADY JERRY STEFFEN ANDY TOTIN TONY WATTEKUS STEVE WALL TERRY WEINACHT DON ALLEN P.J. AUGUSTYN KURT BRECHEISEN MALT FERBER DEAN GORDAN RANDY HUGG RICK JAMES BOB JOHNSON PAUL JOHNSON BRIAN KETZ DOUG KOEHN GENE KUNTZ	KISS KTKS KRBE B97 WOKI KAMZ Y107 K98 WFM1 Y107 WFM1 WLR5 KZOU KAMZ KJ103 KATY WHYH KTUX WQUT KTUX KZOU KISR B98 K5MB B-98 K5MB KROK KX104 KX104 WJLO WKKZ KCIL WKRK WKRK KX104 YAKSAA K8TS 96KS	WRTI KDWB WPM5 WNCI KHK WL0L WL0L KHAU WEAG Z104 KZ10 W1X KOH0 K11K WGRD WKLQ WZYZ WHRY FOX W1XX KLO WSP1 KCMQ KFRX H8NQ HBBR Y94 WLRN KFRX H8BR KXKL KHTO WSP1 KCHQ HCIL 99KG WKRK KMFY WRFH KALS WITZ K5YZ HCPZ WBTZ KNAZ KCP1 W81Z KNEN WITZ	BILL LEE DENNIS MARTIN BRIAN MICHAELS BRIAN MILLER STEVE SMITHERS MIKE WEIS	WEST MARK ALLEN MIKE BADZIK CHRIS COLLINS BOB HARLOW CASEY KEATING DEEANN METZGER CAROLYN HOYER KEITH HAFITALY STEVE HANAWA MIKE PRESTON GENE SANDBLOOM ROBIN SILVA GARY WEINSTEIN CAREY EDWARDS TOM EVANS TODD FISHER JAMIE HYATT SCOTTY JOHNSON LILIA MILLER RANDY ROBBINS DAVE SHAKES JACK ALEXANDER DAVE ALLEN GARY CUMMINGS JEFF DAVIS JAY MCCALL STEVE HILLIS MICHAEL NEHMAN NINJA JAMIE SEARS DARREN SILVA STEVE SMITH R. CHARLES SNYDER LARRY MARTINO CHUCK MATHESON DAVE PAVLETICH MAX MILLER DARRYL ST. JAMES PAUL WILSON	KLWN WHPZ WOLZ KTXV KLZR WCPZ KPLZ KNJK FM102 KATD KPLZ KPKK FM102 KNEL KNJK KUIS KMS5 KATD KF1V K1YS KF1V K5ND KRO KOHQ KZSU K5ND KXAZ SLY96 KZFN KYNO KOZE KBOZ KHTY KHPT BVI SLY96 Y-92 KTHM KQXR KBRK KDJX K8XX KJQ
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CONTEMPORARY HIT RADIO

Rock Returns

Continued from Page 38

things about what type of rock music women will or won't tolerate. Bon Jovi is a good example because it's melodic. 'Living On A Prayer' gets phones, keeps men and teens, yet won't blow off the women if played in the right day-parts. While working at KZZP we played Urban to counterbalance against too much rock, much as we do here."

Picking Up The Tempo

But Shebel cautioned against moving too far in the AOR direction. "While the Beastie Boys is a bit tougher, it is very active with listeners, especially younger adults. It's played later in the day when it's most likely to do well received by the available audience. Go too far this way and you will have a whole new set of problems.

"If you ignore AOR crossover music and consider yourself a hit music station, people will gradually tire of your programming."

—Chris Shebel

"If you ignore AOR crossover music, and consider yourself a hit music station, people will gradually tire of your programming. If someone is coming at you straight on, then the process is accelerated greatly."

Like most other active CHR programmers, Kelly has noticed how the lack of rock-edged music has dragged down the tempo of his station to some degree. "Sure the dance stuff is up and fun, but you can't play too many of them back to back. I've had to rely on Huey Lewis and other well-known sounds

for this momentum. The newer artists add the tempo and a different approach."

Keep 'Em Bouncing

Patrick is a tempo-conscious programmer who likes to keep his station "sounding bouncy." He said, "You just have to put away the misconceptions that rock blows females away. We're number two in town with an 11.5 to (ten-year AOR legend) KATT's 11.9 share. We've got a 19 share (#1) in 18-34 women, and are tied for third in 25-49 females with AC KLTE.

"I'm just surprised that in the dead of winter we're getting all of this fun music to play. I hope there is some left over for the spring. If this indeed is a new trend, then I welcome it. The balance is what we need."



AN UNUSUAL SHOPPING SPREE — B106/Washington held a contest that gave a listener the chance to go on a shopping spree with Miss Unusual herself, Cyndi Lauper. The winner, David Kranz, flew New York City and was accompanied by Lauper to various shopping hot-spots. Although David appears to look normal in this picture, he will never dress the same again!



SOMETHING TO CHEER ABOUT — KCPX/Salt Lake City held its third annual High School Cheerleading Competition at a local mall, drawing over 4000 spectators. The competition lasted three hours and the winning team, Viewmont High School, scored \$2500 in prize money and other gifts. For the promotion, CPX got judges from the Certified Cheerleading Association, and, as usual, fielded plenty of listener support.



ONE OF THE FAMILY — That's how Van Halen was treated when they stopped in Idaho for a concert. Backstage are (l-r) Alex and Eddie Van Halen, Lewiston Morning Tribune Music Critic Steve MacKelvie, the band's Sammy Hagar, KOZE/Lewiston PD Jay McCall, and the band's Michael Anthony.

MOTION

Simon Martinez rejoins WCIL-AM & FM/Carbondale for morning drive news from WEQB/Harrisburgh, IL... Keith Davis aka Eddie Haskell has left KJ103/Oklahoma City to become Assistant PD at WXLK (K92)/Roanoke... Tim Kelly moves from 10-2am to join the morning team at KFIV/Modesto... Kerry Fink leaves the GM position at 94Q/Atlanta for the same at WCKN/Greenville replacing Robert Nations... Z102/Savannah fills their afternoon slot with Big Mac, joining from WSGF/Savannah... WNNK/Harrisburgh announces their new voice for overnights, Andy Waits who takes the slot from Kevin McGowan who was

promoted to Production Director... Fritz "The Fritzman" Kuhlman takes over the afternoon drive at KQCR/Cedar Rapids.

Joey Giovingo is promoted to MD at B97/New Orleans... WLOL/Minneapolis promoted two of their staffers; Karen Wong moves up to MD and Bernie Laur is promoted to Programming Assistant... David Weinfeld joins WKPE/Cape Cod as GM replacing Doug Shackit... Chris Lance leaves overnights at KMEL/San Francisco for weekends at KATD/San Jose... Jim Edwards exits as MD for KF95/Boise with no successor named yet.

BITS

• **Wanted Dead Or Alive: Bon Jovi** — WQUT/Johnson City, TN recently had plenty of reasons to put out the "wanted" signs for Bon Jovi after the group cancelled their concert scheduled for March 20. QUT has been encouraging listeners to send in letters that will later be passed on to Bon Jovi promoters in hopes of a rescheduling. A hundred letters were received the first day that contained pictures, pleas, petitions, and other fan mail for the group. The East Tennessee area generally has metal and country acts come through town and wants to see more CHR-oriented groups perform there. WQUT's Steve Taylor said, "The people here are into music. Most of them can play an instrument, and they support the groups that come to town for their musical content alone." And there's plenty of support in Johnson City, Bon Jovi!

• **America's Cup Bash** — KCAQ (Q105)/Oxnard-Ventura celebrated the America's Cup Challenge with its listeners by throwing parties at the local Sheraton during the finals. Free hors d'oeuvres and cheap drinks drew lots of listeners to the big screen to watch the best-of-seven consecutive races between America and Australia. The Q-encounter did a great job of demolishing the Sheraton just a week after it opened and helped cheer on fellow Southern Californian Dennis Conner and Stars & Stripes.



TEE-OFF WITH HUEY — KLUC/Las Vegas gave listeners a chance to golf with Huey Lewis And The News before their concert. Arrangements were made for the lucky winners to not only get front-row seats for the show but also to be Huey's personal caddy and drive his cart around for the day. Ready to putt are (l-r) Huey and KLUC PD Jerry Dean.



TIGER IN NEW JERSEY — Glass Tiger visited the studios of WPST/Trenton to be interviewed by midday personality Dave Hoeffel and answer questions from listeners. Copies of the group's albums, personally dedicated and signed, were auctioned off for donations to the station's family food drive to feed the area's needy. Shown in the background is GM VP Tom Taylor and (l-r) Glass Tiger's Alan Frew and Al Donnelly.

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 WESTWOOD ONE RADIO NETWORKS

AOR

Fall '86 Station Stats

Station/Market/Consultant	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+
KLOL/Houston (A)	5.0-4.6	—	2	2	—	—	—	51
WFBQ/Indianapolis (A)	13.4-13.9	1	1	1	1	—	—	56
WFFY/Jacksonville (A)	7.9-5.3	—	2	2	1	—	—	65
KYYZ/Kansas City (A)	7.8-9.9	—	1	1	1	—	—	46
WIMZ-FM/Knoxville (A)	15.9-15.5	2	1	1	2	2	1	41
WLNZ/Lansing (A)	7.5-6.9	—	2	2	—	—	—	32
KOMP/Las Vegas (S)	6.5-6.9	—	—	1	1	—	—	49
WKQQ/Lexington	14.4-10.9	—	1	1	1	2	2	52
KMJX/Little Rock	8.7-4.8	—	—	1	2	—	—	55
KROQ/Los Angeles	3.6-3.9	—	—	—	—	—	2	27
KLOS/Los Angeles	3-7-2.3	—	—	—	—	—	—	53
KMET/Los Angeles (A)	2.0-1.6	—	—	—	—	—	—	56
KNX-FM/Los Angeles (P)	1.4-1.4	—	—	—	—	—	—	88
KNACIL A.-Long Beach (P)	1.4-1.1	—	—	—	—	—	—	18
WQMF/Louisville (O)	8.4-8.9	—	1	1	—	—	2	40
KFMX/Lubbock	8.5-9.5	—	2	2	2	—	—	43
WIBA-FM/Madison (F)	13.8-9.9	2	2	1	1	2	2	44
WMAD-FM/Madison	*6.4	—	—	—	2	—	—	59
KRIX/McAllen-Brownsville	6.5-4.5	—	—	—	—	—	—	32
WEGR/Memphis (A)	5.4-6.4	—	—	1	1	1	—	62
WSEH/Miami	4.5-4.1	—	1	1	1	1	—	54
WGTR/Miami (A)	*2.3	—	—	2	2	—	—	56
WOFM/Milwaukee (P)(S)	8.7-5.6	—	—	2	2	—	2	37
WBGK/Milwaukee	1.7-2.2	—	—	—	—	—	—	90
KQRS/Minneapolis (J)	9.6-11.0	—	1	1	1	1	2	47
KTCZ/Minneapolis	4.3-3.6	—	—	—	2	—	—	71
WZEW/Mobile	2.7-3.1	—	—	—	—	—	—	57
KDJK/Moistone	8.7-8.6	—	1	1	1	2	—	42
WKDF/Nashville	12.7-14.9	1	1	1	1	1	—	58
WBAB/Nassau-Suffolk	3.9-3.7	—	—	1	1	2	—	56
WLIR-FM/Nassau-Suffolk	2.0-2.1	—	—	—	—	—	—	22
WRCN/Nassau-Suffolk (P)	-8.6	—	—	—	—	—	—	57
WPLR/New Haven	6.6-6.4	—	2	2	2	—	—	40
WNEW-FM/New York (P)(A)(GH)	3.5-3.8	—	—	—	1	1	—	66
WXRK/New York	3.3-3.1	—	—	2	—	—	—	61
WNOR-FM/Norfolk (J)	12.4-11.0	1	1	1	1	1	—	50
KATT/Oklahoma City (P)	12.3-11.9	2	1	1	1	1	2	39
KEZO/Omaha (A)	16.0-12.8	—	1	1	1	1	—	51
WDIZ/Orlando (A)	8.7-7.9	—	1	1	1	1	—	54
WORZ/Orlando	4.8-4.4	—	—	—	2	2	—	70
WWCT/Peoria	18.1-17.5	2	1	1	1	1	2	41
WMMR/Philadelphia (A)(GH)	11.5-9.0	2	1	1	1	1	—	57
WIOQ/Philadelphia	2.5-2.5	—	—	—	—	—	—	71
KUPD/Phoenix	6.8-7.2	—	2	1	2	2	—	40
KSTM/Phoenix	1.7-1.1	—	—	—	—	—	—	72
KEYX/Phoenix	6-6	—	—	—	—	—	—	35
WDVE/Pittsburgh (A)	9.9-7.7	—	1	1	1	2	2	39
WXXP/Pittsburgh (DM)	1-2	—	—	—	—	—	—	48
KINK/Portland, OR	6.9-7.1	—	1	2	1	1	—	77
KGON/Portland, OR (GH)	7.7-6.6	—	2	1	2	2	—	52
WHJY/Providence (P)	8.8-9.3	—	1	1	1	1	2	44
WBRU/Providence (A)	5.0-3.0	—	—	2	2	—	—	63
WXLN/Quad Cities (M)	12.3-11.3	2	2	1	1	—	—	43
KFMH/Quad Cities-Muscatine	3.3-2.7	—	—	—	—	—	—	62
WRDU/Raleigh (A)	7.0-5.2	—	—	2	—	—	—	51
KOZZ/Reno (A)	13.0-14.4	1	1	1	1	1	—	60
WRXL/Richmond (J)	11.4-10.5	—	2	1	1	1	—	61
KCAL-FM/Riverside-San Bern.	2.4-2.7	—	—	2	—	—	—	48
WCMF/Rochester, NY (M)	9.3-10.9	—	1	1	2	2	—	42
KZAP/Sacramento (A)(P)	7.1-5.9	—	1	1	1	1	—	57
KDJO/Sacramento	4.8-3.7	—	—	2	—	—	—	37
WKQZ/Saginaw	8.2-7.6	—	2	2	2	—	—	47
KSHE/St. Louis (P)	12.9-11.8	2	1	1	1	2	1	41
WMBY/St. Louis	2.8-3.0	—	—	2	2	—	—	71
KMBY/Salinas-Monterey	5.6-5.7	—	—	—	—	—	—	48
KRSP-FM/Salt Lake City (F)	11.0-7.4	—	1	1	1	—	—	45
KBER/Salt Lake City (A)	1.4-3.4	—	—	—	2	—	—	61
KISS/San Antonio	8.7-7.6	—	1	1	—	—	—	20
KZEP/San Antonio (A)	2.4-3.0	—	—	—	2	—	—	55
KESI/San Antonio	3.1-2.8	—	—	—	—	—	—	84
KGBI/San Diego	7.3-6.7	—	1	1	1	1	—	65
XTRA-FM/San Diego (J)	6.0-6.3	—	—	2	—	—	—	78
XHIT/San Diego	1.3-7	—	—	—	—	—	—	76
KROR/San Francisco	2.2-3.1	—	—	1	1	—	—	51
KFOG/San Francisco (A)	2.2-2.6	—	—	2	—	—	—	75
KKCY/San Francisco	1.0-1.3	—	—	—	—	—	—	95
KOME/San Jose (P)	4.0-4.8	—	1	1	1	1	—	60
KSJO/San Jose (S)	3.1-3.5	—	2	2	—	—	—	51
KTYD/Santa Barbara (A)	12.2-12.1	—	1	na	na	na	na	na
KMGG/Santa Rosa	3.3-3.3	—	—	na	na	na	na	na
KVRE/Santa Rosa	1.3-2.0	—	—	na	na	na	na	na
KISW/Seattle (JC)	7.3-8.0	—	1	1	1	1	—	50
KEZX/Seattle	2.6-2.0	—	—	—	—	—	—	88
KTAL/Shreveport	6.0-5.1	—	—	2	—	—	—	42
KEZE/Spokane (BP)	10.0-8.4	—	2	1	1	1	—	51
WAQY/Springfield, MA (P)	7.5-7.9	—	1	1	2	—	2	36

Station/Market/Consultant	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Men 25-49	Teens	% 25+
WAQX/Syracuse (AP)	7.5-7.3	—	2	1	2	—	—	44
WKFM/Syracuse (A)	3.7-4.4	—	—	—	—	—	—	38
WYNF/Tampa (P)	5.8-6.9	—	2	2	2	2	2	37
WIOT/Toledo (A)(S)	10.5-9.5	2	2	1	1	1	—	49
KLPX/Tucson (A)(S)	9.1-8.5	—	2	1	1	1	—	55
KMOD/Tulsa	11.3-9.9	—	1	1	1	1	2	47
KMYZ/Tulsa (S)	3.5-3.2	—	—	—	2	—	—	65
WWDG-FM/Washington (A)(H)	4.7-5.2	—	2	1	1	1	—	56
WHFS/Washington-Annapolis	1.3-1.1	—	—	—	—	—	—	63
WKGR/West Palm Beach	4.0-3.8	—	2	2	1	2	—	78
KICT/Wichita (A)	6.9-7.5	—	2	1	1	1	—	61
WEZX/Wilkes Barre-Scranton (A)	5.1-6.9	—	—	—	1	1	—	42
WAAF/Worcester	11.5-13.1	1	1	1	1	1	1	37
WHTF/York (A)	6.3-6.5	—	—	1	1	—	—	60

Classic Rock

WZLX/Boston	4.6-3.4	—	—	—	2	2	—	65
WHTT/Bufalo (G)	*7.0	—	1	1	1	1	—	68
KHIH/Denver (G)	*2.0	—	—	—	—	—	—	34
KCLQ/Fresno	*3.3	—	—	—	—	2	—	84
KZFX/Houston	*4.1	—	—	—	—	—	—	63
KCFX/Kansas City (J)	4.3-4.1	—	—	2	2	—	—	68
WMMQ/Lansing (J)	9.0-6.1	—	—	—	2	—	—	56
KKLZ/Las Vegas	7.0-6.6	—	—	2	2	1	—	63
KLSX/Los Angeles (J)	*3.1	—	—	1	1	1	—	74
WKLH/Milwaukee	6.8-7.7	—	2	1	1	1	—	64
KJJO-FM/Minneapolis	2.5-3.0	—	—	—	—	—	—	59
WCKW/New Orleans	1.9-2.7	—	—	—	—	—	—	73
WYSP/Philadelphia (J)	3.6-4.5	—	—	2	2	2	—	57
KSLX/Phoenix (G)	3.4-3.7	—	—	—	1	2	—	88
KDKB/Phoenix	2.9-3.2	—	—	—	—	—	—	64
WKLX/Rochester (G)	3.8-6.5	—	—	2	1	2	—	67
KLZZ/San Diego	*1.4	—	—	—	—	—	—	78
KGMG/San Diego	*2.0	—	—	—	—	—	—	80
KGMG/San Diego North County	*5.7	—	—	—	—	—	—	83
KZOK/Seattle (G)	1.5-3.4	—	—	—	—	—	—	76
WKRL/Tampa	4.7-3.7	—	—	—	—	—	—	70
WCXR/Washington (J)	3.8-3.2	—	—	—	—	—	—	66
KRZZ/Wichita (J)	*4.7	—	—	—	—	—	—	81

Out-Of-Market Signals

KNAC/Anahaim-Long Beach (P)	3.8-1.7	—	—	—	—	—	—	6
WWDC-FM/Balt.-Wash. (A)(H)	3.2-2.7	—	—	—	—	—	—	55
WHFS/Baltimore-Annapolis	1.2-8	—	—	—	—	—	—	45
WAAF/Boston-Worcester	3.0-2.4	—	—	—	—	—	—	18
CFNY/Bufalo-Toronto	5-1.0	—	—	—	—	—	—	50
CILQ/Bufalo-Toronto (A)	1.3-5	—	—	—	—	—	—	25
WXRC/Charlotte-Hickory	1.4-8	—	—	—	—	—	—	55
WONE-FM/Cleveland-Akron	1.8-1.8	—	—	—	—	—	—	76
KTCL/Denver-Ft. Collins	1.0-1.1	—	—	—	—	—	—	86
WCXT/Grand Rapids-Hart (Z)	5-5	—	—	—	—	—	—	25
WHTF/Harrisburg-York	3.2-2.9	—	—	—	2	—	—	52
KWLN/Memphis-Oceala	*1.2	—	—	—	—	—	—	47
WNEW-FM/Nassau-Suffolk-NY	3.6-2.9	—	—	—	—	—	—	64
WXRK/Nassau-Suffolk-NY	3.4-2.9	—	—	2	2	—	—	64
KUPD/Tucson-Phoenix	5.6-4.1	—	—	—	—	—	2	36
KROS/Riverside-L.A.	3.8-3.7	—	—	—	1	1	2	56
KROQ/Riverside-L.A.	2.1-2.9	—	—	—	—	—	—	20
KMET/Riverside-L.A. (A)	2.5-1.8	—	—	—	—	—	—	50
KOME/San Fran.-San Jose (P)	1.5-1.8	—	—	—	—	—	—	54
KSJO/San Francisco-San Jose	1.2-1.2	—	—	—	—	—	—	40

Consultants' Report Card

Consultants with two or more clients are listed.

Consultant	Clients	12+	#s Adults 18-34	#s Men 18-34	#s Men 25-34	#s Men 25-49
B/A/D/E	44	36% up (16) 59% down (26) 2% flat (1) 2% debut (1)	43% (19)	62% (26)	62% (26)	50% (21)
Felix	2	2 down	1	2	2	0
Guthrie	5	3 up 2 debut	1	1	3	1
Harris	4	2 up 2 down	1	3	3	3
Jacobs	12	33% up (4) 50% down (6) 17% debut (2)	17% (2)	42% (5)	42% (5)	33% (4)
Moffitt	3	2 up 1 down	2	3	2	1
Peterson	3	1 up 2 down	2	3	2	1
Pollack	19	53% up (10) 42% down (8) 5% debut (1)	37% (7)	50% (9)	44% (8)	33% (6)
Sinton	11	45% up (5) 55% down (6)	18% (2)	55% (6)	45% (5)	27% (3)

STEVE WINWOOD

"THE FINER THINGS"

THE NEW SINGLE

FROM THE SMASH ALBUM

BACK IN THE HIGH LIFE



CHR NEW & ACTIVE

111/34

ONE OF THE "MOST ADDED"
AOR TRACKS 15PRODUCED BY RUSS TITELMAN
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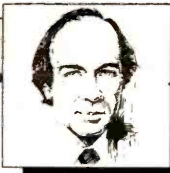
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BRAD MESSER

CALENDAR

AVOIDING REDUNDANCIES IN NEWSCASTS

The Speech Police,
Part II

There are four redundancies in this sentence: My fellow colleague, would it be an unexpected surprise to learn that virtually all individual persons continually persist in using redundancies?

In language, redundancy is the unnecessary repetition of an idea, as in "true fact" or "explode violently." If you spotted the four redundancies in the sentence above, you understand that all colleagues are fellow, each surprise is unexpected, persons are individuals, and persistence is continual.

The duties of PDs and news directors include a certain amount of Speech Police work because the use of a redundancy by an announcer, although occasionally amusing, most often has the effect of making the announcer sound ignorant, which detracts from the

station's image.

Hundreds of redundant phrases pop up in newscasts. Here are a dozen common ones. In each case, the word in italics is unnecessary. *Pointed barb. Blend together. Few in number. Basic fundamental. Join together. Congregate together. Free gift. Past history. New innovation. Knots per hour. Consensus of opinion. Passing fad.*

Redundant expressions are as irritating to some listeners as recurring pops in records, or a weatherman saying, "Currently, the temperature *outside* is fifty," as

though the audience might stupidly assume he's talking about room temperature one day last week.

Getting down to brass tacks, another hale and hearty pet peeve of the powers that be is the use of clichés, of which this sentence contains four. A cliché is an overused expression: in on the ground floor, pretty as a picture, acid test, add insult to injury, beat around the bush, point with pride, last but not least, hit the spot, bull in a china shop, pick and choose, grind to a halt, and in the final analysis.

To cut a long story short, experts in style say people with the gift of gab should avoid redundancies and overused clichés like the plague. I believe they hit the nail on the head.

Flag On Iwo Jima

MONDAY, FEBRUARY 23 — The U.S. Marines raised the Stars and Stripes over the island of Iwo Jima in 1945, during one of the deadliest battles of WWII. The photograph of the flagraising won a Pulitzer prize for **Abe Rosenthal** of the **Associated Press**. **Ed Meese** became Attorney General in 1985. About 350 lawmakers were taken hostage inside the Spanish Parliament building during a coup attempt in Madrid in 1981. The Rotary Club was founded in 1905. 100th anniversary of the USA banning the importing of opium from China (1887). International Friendship Week, National Retail Bakers' Week. *Birthdays*: Football vet **Frederick Biletnikoff** 44. Actor **Peter Fonda** 48.

First Space Rocket

TUESDAY, FEBRUARY 24 — The first rocket to reach outer space was launched 46 years ago by American scientists (1941). They used a modified V-2 rocket which had been made in Germany as a WWII offensive weapon. The Supreme Court disappointed anti-pornography groups in 1986 by voiding an Indianapolis city ordinance that outlawed pornography on the basis of discrimination against women. Pay TV was authorized by the FCC in 1961. The international shortwave broadcasting service **Voice of America** went on the air in 1942. *Birthdays*: Actor **James Farentino** 49. Actress **Barbara Lawrence** 57. Author/lawyer **Mark Lane** 60.

Income Tax Ruled Unconstitutional

WEDNESDAY, FEBRUARY 25 — The Supreme Court ruled in 1895 that America's income tax laws were unconstitutional. Politicians went into a brief panic, then decided the Constitution itself would have to be changed. The 16th Amendment was ratified by the states and became effective on this date in 1913, giving the government constitutional power to levy income taxes. An oil pipeline explosion killed 508 people in Brazil in 1984. **Muhammad Ali** (then known as **Cassius Clay**) beat **Sonny Liston** and became world heavyweight boxing champ in 1964. *Birthdays*: Ex-Beate **George Harrison** 44. Actor **Jim Backus** 74.

Buffalo Bill's Birthday

THURSDAY, FEBRUARY 26 — **William Cody**, better known as **Buffalo Bill**, was born in Iowa in 1846. As a teenager, he worked for a company that supplied food to construction workers on the Kansas-Pacific Railroad. He claimed to have personally shot 4280 bison, which he and virtually everyone else mistakenly called buffalo. Cody died at age 70 in Denver, where he was buried at Lookout Mountain. One year ago, President **Marcos** fled the Philippines and **Corazon Aquino** became head of the provisional government (1986). The worst ship disaster in history happened in 1916 when the French cruiser *Provence* sank in the Mediterranean with the loss of 3100 lives. *Birthdays*: **Johnny Cash** 55. **Fats Domino** 59. Actor **Tony Randall** 67. Comedian **Jackie Gleason** 71.

Rebellion In Egypt

FRIDAY, FEBRUARY 27 — One year ago, the Egyptian government announced it had quelled a well-organized rebellion aimed at installing military leadership. The attempted revolution was led by members of the paramilitary police. Thirty-six deaths and more than 300 injuries occurred during three days of street fighting (1986). The federal law prohibiting merchants from charging extra for credit card purchases expired in 1984. The American Indian Movement began its takeover of Wounded Knee, South Dakota in 1973. The artificial sweetener saccharin was discovered in 1879. *Birthdays*: Actor **Howard Hesseman** 47. Consumer advocate **Ralph Nader** 53. Actress **Elizabeth Taylor** 55. Actress **Joanne Woodward** 57.

Saturday (2-28) **Bernadette Peters** 43, **Gavin McLeod** 57, **Dr. Linus Pauling** 86. *Sunday* (3-1) **Ron Howard** 33, **Roger Daltrey** 43, **Robert Conrad** 52, **Harry Belafonte** 60, **Dinah Shore** 70.



DAN O'DAY

AIR PERSONALITIES

WLUP'S JONATHON BRANDMEIER

Knocking Chicago For A Loop

I first heard of Jonathon Brandmeier in the late '70s when he was doing mornings at WYBR/Rockford, IL. Since then his career has become more high profile, punctuated by ratings success first at KZZP/Phoenix and now in Chicago — after almost four years as WLUP's morning man.

R&R: Growing up, who did you listen to on the radio?

JB: Larry Lujack. I remember when his book "Superjack" came out: I was working at WOSH/Oshkosh. I called WCFL, not ever expecting to get Lujack. But he answered the phone, and I almost had a heart attack.

He said, "(Lujack-type voice:) Heh-low!"

"Hello, um, I'm calling from Fond du Lac, Wisconsin, and I was wondering where I could get the new Larry Lujack book."

"From where?"

"Fond du Lac, Wisconsin."

And he said, "Your live bait shop!" And he hung up! I thought, "What the hell was that?" Then I turned on my transistor. There I was, coming out of "You're No Good" by Linda Ronstadt and talking to Larry Lujack via the tape recorder. I couldn't believe it; I thought that was the coolest thing I'd ever heard.

I grew up in Fond du Lac, and everyone I listened to was at WLS because it was the big, 50,000-watt

"There's nothing funnier than real people."

clear channel station. And all the guys I listened to turned out to be my competition: Lujack, Fred Winston, Landecker . . .

R&R: How did you get started in radio?

JB: Ever since I can remember, I've been entertaining people. I was 15 and playing drums with the GM of WFON/Fond du Lac. I said, "Hey, I'd like to go to school to learn how to be a radio personality." He said, "Just come in and see what these guys do."

So I came in and they gave me a weekend shift. That was in 1973. When I was 16, I had my own night show. From there I went to WOSH — and you have to understand, that was like, oh my god! That was the big AM. The dream was for me to go to Oshkosh, then to Milwaukee and Chicago.

But I went from WOSH to nights at KLIJ/San Jose, and then I played for four or five months in a band

"You've got to be happy personally before you can be happy on the air."

that toured the Midwest. I joined WYBR and then went to WOKY/Milwaukee. I went there for nights, and they moved me into middays.

Personal Happiness = On-Air Happiness

JB: The Charter Company tried to get me to go to Miami to do mornings, to Detroit . . . I wouldn't move. Most DJs throw something in the back of a U-Haul at the drop of a hat. I was always very particular about where I wanted to go. You've got to be happy personally before you can be happy on the air.

I never really thought about being "in radio"; I just thought I was entertaining people. I entertained when I was 15 through 17. After I got to the "big" stations they told me to shut up and play the hits. At WOKY the PD told me, "If you don't stay off the phones, your career is over."

Then in 1980 I won the Drake-Chenault Top 5 Talent Contest. I never got so many calls in my life as a result. But I didn't want to leave Milwaukee; I was happier than hell.

R&R: So what made you pack your U-Haul for Phoenix?

JB: I remember sitting in a car in Milwaukee with (then) KZZP/Phoenix PD Don Benson. He said, "John, you can never get too comfortable. If opportunity knocks and you don't answer, you may never get another chance." I'm thinking, "That sure sounds stupid, but he may be right." Then Don said, "We'll double your salary, give you a contract, and enough rope to hang yourself."

That made a hell of a lot more sense than any stupid cliché. I couldn't believe someone was finally going to let me do what I wanted.

R&R: When you first hit the Windy City, it took a while for you to catch on with listeners; the ratings went up slowly during your first 18 months.

JB: Right, real slow. But think about this: one, we're in a city the

size of Chicago. Two, when I came to the Loop, it was 55 minutes per hour of the loudest, head-banging-est rock music you've ever heard: Ozzy Osborne, Judas Priest . . . And here comes Jonathon Brandmeier and this new image of an adult radio station. For the year before I got there, they did not talk at all on WLUP.

R&R: Did you ever feel pressured, knowing you were working hard and the ratings were still low?

JB: I never felt it because there was always a buzz in the street. Even in the first year, I was on television, in the newspapers. If I walked into a restaurant today and didn't hear someone talking about me or went to do a personal appearance and somebody didn't come up to me and say, "Hey, Johnny, when you did that thing today . . ." then I'd know my show isn't happening anymore. If a year from now they tell me I'm number one on paper but nobody talks about me anymore, this show will not be number one.



Jonathon Brandmeier

Reality-Based Humor

R&R: How would you describe your show to someone who's never heard it?

JB: Reality. There's nothing funnier than real people. People call me up because they're not afraid of me. They figure if I can do it, they can do it. I'm a ringmaster, and it's an open circus every morning.

Nowadays, you see people all over the country who get on the air and say, "I've got a big penis! Ha ha ha!" Well, big deal. Anybody can say that. I'm not into shock radio. I can be obnoxious, I guess, but I'm not mean. I like to have fun. Somebody wrote an article that said I'm like a radio (David) Letterman. I don't really watch Letterman. But if there's anyone you could compare me to it would probably be him, because he's not afraid to get people involved. He's not afraid to show that something isn't working. And on my show, I never know what's going to happen.

JB's Air Tips

- Always perform like it's your first day on the job
- Be able to relate to your audience
- Involve the listeners
- Create bits that keep people talking about you
- Don't be afraid to show something isn't working

R&R: Do you go on the air without planning in advance?

JB: Absolutely not. When things really got big in Phoenix, I thought whatever I said was good enough. That's one of the biggest mistakes someone can make. Now I'll go home for the weekend and say, "All right. When you come back on Monday, act like you've never done it before." There are so many people we've yet to hit. So you've got to keep performing like the first day you got the job.

Recurring Bits Popular

R&R: What are some of the regular features you do?

JB: You'll put them in your column so everyone in the country can steal them! Anyway, we do "Answering Machine Olympics," in which people send me the phone numbers for their answering machines. We play the Olympics theme, call them up, and judges rate the machine messages from 1 to 10.

There's "Celebrity Extortion" . . . for example, when Michael J. Fox was doing a movie in town, I went on the air and said, "Hey, Michael — Johnny. I know you're listening, so I'll give you one day to call me back and stop in the studio. I'm not going to go through your people to set up an interview. You've got to just call me and come over here. Let's talk!"

Every hour I would say, "Hey, Michael J. Fox . . . hey! Johnny here! Looking for you!" He didn't call. So 15 minutes before 10, I said, "That's it, Michael. Your time's up. Celebrity Blackmail."

Listeners called up and said, "Johnny, Michael J. Fox is filming today at a hospital outside of Chicago" — and they named the hospital.

So I said, "I want my listeners to follow you on the set of your movie today." I announced on-air exactly where he was going to be. And he had people hassling him all day: "Michael, call Johnny! The next day he walked in and said, 'I oughta wring your neck!'" (But he sat down and we did two hours.

Friday, as "Dr. Brandmeier," I do primal scream therapy. I'll let people go on the air and tell their boss to take this job and shove it. It's one of the most unbelievable things — these people go out of their minds.

During "Meet A Friend At A Phone Booth," I'll say "The first person to call me from a phone

booth and tell me where you are will meet some friends." Somebody will call and say, "Johnny, I'm at 78th and Harlem." I'll say, "Okay, you've got five minutes to get as many people there as you can."

We'll go to some commercials, come out, and it'll be a total zoo there: people all over the place, keeping their horns, screaming, going nuts. We did this in Phoenix, but to do it in Chicago is much more exciting.

People Connection Important

R&R: Your band Johnny & The Leisure Suits has become a huge drawing card. What's the attraction?

JB: In Phoenix we'd get 3000 people paying five bucks apiece, but sometimes we'd give the tickets away. In Chicago it's \$17.50 plus parking. I don't think there is another radio personality in the country who can sell 5000 tickets to a show at \$17.50.

First, I believe they come to see the guy on the radio. But when I go onstage, I try to bring them a total-

"If you can't entertain people in person, how are you going to entertain them on the radio?"

ly different personality. When someone pays \$17, why should I go onstage and say, "(announcer voice) Hi, everybody, Jonathon Brandmeier, how ya doin', good to see you" and expect everybody to be happy? I go out there and kick for 2½ hours. We work hard. It's musical, it's fun, it's videos . . . a fast-paced, high-energy show.

This is the stuff that really excites me, because you get to go out and actually see these people. If there's a DJ out there who reads your column and says, "Well, I don't like to go out and perform, I don't like to be with the people," then buddy, you're in the wrong business. You'd better find something else to do, because the people are who's listening to your show.

I'm not saying you have to have a band or do stand-up comedy. You just have to be able to relate to these people in some way. If you can't entertain them in person, how are you going to entertain them on the radio?



WALT LOVE

BLACK/URBAN

VARIETY MAKES THE DIFFERENCE

WEKS: Giving People What They Want

— WEKS, Atlanta's newest Black/Urban outlet, posted a 2.0-3.6 share increase in the fall '86 Arbitron. Now that share and a half boost may not seem like much. But consider this: WEKS competes against four other Black-oriented outlets (WVEE and WBUS on FM, WAOK and WIGO on AM), as well as three CHRs (94Q, Z93, and Power 99.7).

KISS's ratings breakthrough took a year and a lot of hard work, according to VP/GM Lee Zapis and PD Mitch Faulkner. Part of that hard work involved listening first to what the potential audience had to say.

Zapis said, "We had a research study done before and after we ac-

"As fragmented as audiences have become, we need listeners who want to listen for more than just the music we play."

— VP/GM Lee Zapis

selective positions. Our research also showed that people here like mellow mood formats with ballads and love songs. Since V103 (WVEE) already does a 'Quiet Storm'-type of show, we decided to do what we call 'Pillow Talk.' It's on Monday-Friday 9pm-1am and on Sundays from 7pm-midnight."



Lee Zapis

know including the public can take half the risk out of what you do. These people love suggesting things to their favorite radio station; they're involved and active with our organization. In time, that will translate into trust and loyalty. As fragmented as audiences have become, we need listeners who want to listen for more than just the music we play."

"We're a reflection of the people in this city."

— PD Mitch Faulkner

On Saturdays between 11am-3pm, KISS presents "Saturday Morning Live," a forum that showcases local and national issues.



Mitch Faulkner and Anita Baker

quired the station. One thing the study showed was that listeners want more variety. So we've made it our business to express that approach in the music we air.

"Album cuts have helped the variety, and we play some jazz in

KISS
104
BLACK/URBAN

Listener Involvement Main Aim

WEKS's above-all aim is to get the listeners more involved. "As broadcasters," said Zapis, "we all

WVEE's Air And Ground Game

Not long ago, some broadcasters said a Black-format station could never be number one in any major market. Well, WVEE/Atlanta has proved them wrong over the last several years and earned a 9.6 in the last sweep to retain the market crown.

PD/MD Ray Boyd, who worked with late PD Scotty Andrews, talked about the reasons behind V103's continued success. "Very simply put, it's hard work, direction, and consistency. We're heavily researched — using callouts, store reports, and the Research Group. We don't try and pick music, direction, or lifestyle for the people of Atlanta. We try hard to find out what the people want. Once we determine that, we give it to them."

Another station plus is its current airstaff. "In the five years I've been here," said Boyd, "this is the best group of people we've ever had. We all win or lose together. Total dedication is a must when you have the type of continuous competition that we have. Between all of us, we've been able to keep things moving in a positive direction."

And what else separates the "V" from its competitors? "We do a better job of reaching the people. It's just like football. You've got the



Ray Boyd

air game and the ground game. We do our damndest to sound as good as possible, but we also know we must have a stronger ground game than anyone in the market. The ground game means we're always visible in the community. It's important that our listeners and other Atlantans know they can look to us to keep them informed and entertained.

"If something of importance is happening or going to happen, people know V103 will be a part of it. We tie in with as many good community-oriented projects as we possibly can. Why? Because it's a positive for the people of Atlanta. And that means it's good for us."



"Besides airing music," said Faulkner, "we're able to let people call in, ask questions, and give their opinions about a particular subject. We recently did a show about kids saying no to drugs. Local leaders have become aware of this program and call us about

addressing issues they think need attention.

"We're a reflection of the people in this city," concluded Faulkner. "And one of the most important things we do is give the people what they want."

ACTION

WDIA/Memphis's Beverly Johnson now also hosts a talk show 10am-noon weekdays ... WQVE/New Orleans (Q93) has upped Research Assistant Karen Cortello to MD/Research Director and hired former WDKX/Rochester Promotion Director Rene Hale to handle similar duties ... Former WYLD-FM/New Orleans AE Ed Stansbury named Promotions Director at WDJY/Washington ... Paul Butler, formerly MD/middays at OC104/Ocean City, moves to WKYS/Washington; Scott Jantzen takes on the OC104 MD post ... MD Barbara Prieto adds APD duties at WGCI/Chicago.

Jammin' Jerry now handles programming at KAPE/San Antonio ... Greg Beasley named MD at KMJM/St. Louis; he'll also do weekends and mixes for the station ... Greg Mack

returns as KDAY/Los Angeles MD; Lisa Canning remains on-air ... David Sanborn, formerly of WZZR/Richmond, now on mornings at K94/Richmond ... Tony Perez, ex-KRE & KBLX/San Francisco, joins WJLB/Detroit. The station's new lineup: Mason & Co. 5:30-10am, Kris McClendon 10am-3pm, Larry "Doc" Elliot 3-7pm, Perez 7pm-midnight, Johnnie Edwards midnight-5:30am, and Lynn Briggs on weekends ... WUSL/Philadelphia joins forces with a local club, which will broadcast the station's weekend dance party live.

The Black Music Association of Memphis hosted a musical tribute to Dr. Martin Luther King Jr.; Yolanda King was the special guest ... WOW/Norfolk and the MLK Foundation raised \$5000 toward building a statue of Dr. King.



EMOTIONAL KYSS — Jeffery Osborne stopped by WKYS/Washington to thank the staff for its support of his "Emotional" LP. Shown (l-r) are WKYS's Gregg Diggs and Patricia Huff, Osborne, and WKYS staffers Candy Shannon and Dean Kraft.

PATRICE RUSHEN

Her many fans have known for a long time that when it comes to music, there's almost nothing Patrice Rushen can't do. First acclaimed as a gifted young instrumentalist, Patrice has evolved into the consummate multi-faceted artist, combining singing, composing, playing, producing and arranging into an infectious, seamless blend of R&B, pop and jazz.

Watch Out! is the long awaited new album by Patrice Rushen, and it radiates the kind of excitement and vitality that makes her something very special.

"Watch Out."

The first single from Patrice's debut album for Arista. One side of a talent that sends sparks in every direction.

On Your Desk February, 23rd

ARISTA

And watch for the special pre-release Patrice Rushen profile, available from Arista on video and audio cassette.



Excel

There Is No Greater Honor
Than The Acclaim Of Our Peers
For Outstanding Achievement

BMI

Is Proud To Accept This Recognition
On Behalf Of The World's Greatest Songwriters

Song Of The Year

**4 OUT OF 5
NOMINATIONS**

GRACELAND
Paul Simon

HIGHER LOVE
Steve Winwood
Will Jennings

SLEDGEHAMMER
Peter Gabriel

THAT'S WHAT FRIENDS ARE FOR
Carole Bayer Sager

Record Of The Year

**3 OUT OF 5
NOMINATIONS**

HIGHER LOVE
Steve Winwood
Russ Titelman

SLEDGEHAMMER
Peter Gabriel

THAT'S WHAT FRIENDS ARE FOR
Dionne Warwick
Carole Bayer Sager

Album Of The Year

**4 OUT OF 5
NOMINATIONS**

BACK IN THE HIGH LIFE
Steve Winwood
Russ Titelman

THE BROADWAY ALBUM
Peter Matz

GRACELAND
Paul Simon

SO
Peter Gabriel

Concert

Congratulations To All BMI Grammy Nominees

William Ackerman
Nat Adderley, Jr.
Alabama
The Art of Noise
Anita Baker
Arthur Baker
Rev. F. C. Barnes
John Barry
Mario Bauza
Robert Beaser
Don Black
Eddie Blazonczyk's Versatones
Ray Bradbury
Clarence Gatemouth Brown
James Brown
Rev. Janice Brown
Rafael Buendia
Luis Cardenas
Carman
Stanley Clarke
Cynthia Clawson
Rev. James Cleveland
Jimmy Cliff
Albert Collins
Johnny Copeland
Chick Corea
Bill Cosby
Elizabeth Cotten
Robert Cray
Rodney Dangerfield
Eddie Daniels
Miles Davis
Jack DeJohnette
Teri DeSario
Willie Dixon
Holly Dunn
Duane Eddy
Eurythmics
The Everly Brothers
The Fabulous Thunderbirds
Clare Fischer &
His Latin Jazz Sextet
Elliot Fisk
David Foster

Aretha Franklin
Rodney Friend
Thomas Frost
Kenny G.
Peter Gabriel
The Gatlin Brothers
Crystal Gayle
Al Green
Freddie Green
Nanci Griffith
Dave Grusin
Ron Haffkine
Lionel Hampton &
His Orchestra
Larnelle Harris
Highwood String Band
John Lee Hooker
The Itals
Etta James
Al Jarreau
Keith Jarrett
Will Jennings
Eric Johnson
Linton Kwesi Johnson &
the Dub Band
Jose Jose
The Judds
Kashif
Patti LaBelle
Cyndi Lauper
Albert Lee
Jerry Lee Lewis
Jeremy Lubbock
Peter Matz
Lyle Mays
Bobby McFerrin
Bette Midler
Charlie Midnight
Eddie Money
Rick Nelson
New Grass Revival
New Lost City Ramblers
Stevie Nicks
Nu Shooz
Mark O'Connor

Roy Orbison
Walter Ostanek
The Alan Parsons Project
Sandi Patti
Gary Peacock
Carl Perkins
Sam Phillips
The Pointer Sisters
Arthur Prysock
Flora Purim
Queen Ida
Sue Raney
Rockin' Sidney
Carole Bayer Sager
David Sanborn
Pete Seeger
Shel Silverstein
Paul Simon
Sting
Jimmy Sturr &
His Orchestra
Grady Tate
Eric "E.T." Thorngren
Timbuk 3
Russ Titelman
Pete Townshend
Tramaine
Richard A. Tulo
2+2 Plus
Juan Valentin
Albertina Walker
Dionne Warwick
Doc Watson
Hank Williams, Jr.
Patrick Williams
Paul Winter
Steve Winwood
Jimmy Witherspoon
Yellowjackets
Yes
Dwight Yoakam
ZZ Top
Ellen Taaffe Zwilich
Buckwheat Zydeco

BMI...WAY TO GO!



7 DOWN, 45 TO GO!

So far in 1987
Manhattan/Blue Note
has had the #1 Album
EVERY
WEEK OF THE YEAR!



#1

JAN. 2



#1

JAN. 9



#1

JAN. 16



#1

JAN. 23



#1

JAN. 30



#1

FEB. 6



#1

FEB. 13

Thanks, RADIO, for a great year.
And it's only 7 weeks old!

MANHATTAN
HAT
TAIN

MANHATTAN/
BLUE NOTE RECORDS



JAZZ PICTURE PAGE



MIAMI HEARTTHROBS — WLVE-Love 94/Miami recently sponsored the Coconut Grove Walters Race and provided sexy entertainment by Kenny G. Pictured (l-r) are overnighter Winston Wright, Kenny G, Jazz jock Hutch, JD Geoff Fisher, and multitrack producer Tony Snetro.



WCLK & T.C. AT TOURNAMENT — On hand at actor Fred Williamson's First Annual King Cobra Celebrity Tennis Tournament were Roger Moseley of "Magnum P.I." and Tracey Fields of WCLK/Atlanta.



KJZZ CD PLAYER GIVAWAY — Flanked by PD Doug Myrland (l) and MD Bill Shedd (r), contest winner Harold Zebolsky shows off his prize won in a contest sponsored by Sony, GRP, and Hi-Fi Sales in Phoenix.



GUMBYING IT UP — Knowing that New Orleans has been a spawning ground for many great artists, the girls from New York try their hands at A&Ring on their own during breaks at the recent Music Personnel Conference. Who's going to tell them there's no place to stick a mouthpiece in the guy? Maybe he's a drummer. From left: Blue Note National Jazz/Secondary Promotion Director Susan Levin, and Gramavision's former National Promotion Director Suzanne Berg.



MIRROR TOWN LAWS — After a recent concert featuring his Columbia debut album "Mirror Town," Ronnie Laws (center) offers a smile with Columbia National Director of Jazz Doug Wilkins (l) and VP/Jazz & A&R Doctor George Butler.



NASCENCE FROM NEW ORLEANS — Altoist Donald Harrison and trumpeter Terence Blanchard are two of a group of young musicians from New Orleans currently causing ears to perk in the jazz music scene. Backstage after a recent performance at San Francisco's Great American Music Hall are (l-r) labelmate Kent Jordan (another N.O. contemporary), Columbia National Director of Jazz Doug Wilkins, artist manager Michael Wells, Harrison, Blanchard, and KXPR/Sacramento JD Gary Vercelli.



LICK THIS! — WLOQ/Orlando morning personality Bob Kelly sets a world record by being the first human dipped in chocolate. The event was witnessed by about 3000 people and raised more than \$13,000 for the National Kidney Foundation.



YVONNE OLSON

NEWS/TALK

WHERE SINGLES ARE HUMAN, NOT VINYL

Titillating Talk Shows

As the sound of the Doors' "Hello, I Love You" fades out, KIEV and KFOX/Los Angeles "Match-Nite" host Susan Block begins her opening monologue with, "Hello, I love you, won't you jump in my game?"

"I started as a personal ad voyeur," says Susan. "It interested me that people would publicly reveal themselves like that to meet someone else, and I began wondering if it really worked."

Wonderment prompted her to write a series of articles, and then a book titled "Advertising For Love, How To Play The Personals." It wasn't until months after traveling the talk show circuit plugging her book that she decided to launch her own personals show. The publication L.A. Weekly agreed to sponsor it, and she now invites listeners to "get personal" on the radio.

"I like to challenge people into being all they can be, right on the air," she explains. "I want them to talk about their feelings, goals, philosophies, fantasies — it's a kind of performance for people and I want them to really put themselves out there."

Not An Easy Sell

The approach is more subdued at WRKO/Boston. "Hotline" host Dick Syatt is more like an old friend, relaxing behind the mike as he chats with his callers. His show is now ten years old, but he remembers when no one would even listen to his idea.

"I mentioned the idea to my GM when I was working in Miami, and



Hotline's Dick Syatt

he said 'If you ever do that, I'll kill you.' I later went to Dallas and, despite the disparaging remarks of my producer and the company's president, I pursued the concept. A couple of months into it, Playboy did an article on the show and, although the management remained nervous, I was able to continue." He worked four years there, taking "Hotline" to WRKO six years ago.

"RKO is really the only management that recognized the potential and has capitalized on the idea. Our ratings are very high; we're usually number one or two in the time period each week. The show is almost always sold out." Listener response is also plentiful. One night, when the New York Times was reporting on Dick's show, a phone counter marked 40,000 attempts.

Freedom Of Liability

Risk is the operative word behind management reluctance to accept these shows. But both Dick and Susan have checked with attorneys who don't see a problem because people call in of their own volition.

Susan, who has people interacting on the air, notes, "Meeting people on the air is certainly less dangerous than meeting some tanked-up romeo in a bar. We always stress and encourage people to carefully check things out before

"If I told you I was representing a four-foot eleven, shrilly-voiced German woman who likes to discuss orgasms and erections, would you think it was a good idea?"

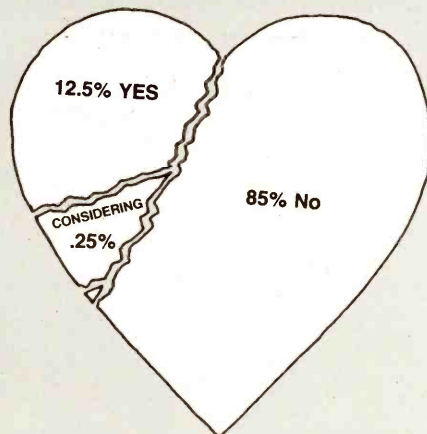
—Dick Syatt

they invite someone home. I don't think people check it out that far with those they meet at a party or a bar."

Dick explains further, "If you go to a nightclub and I walk over to you and ask to take you home, and you agree, and we go home and I hurt you physically, it's not the nightclub's fault because I met you there. People call my show of their own free will, knowing we'll give their number to those who ask for it."

Match-Games: High Potential, Low Actuality

Only 12.5% Talk Stations Get Personal



Out of 80 News/Talk stations surveyed, ten stations listed a match-game type show: Boston, Denver, Honolulu, Los Angeles (two), Philadelphia, Phoenix, St. Louis, Tampa, and Taunton, MA. That's 12.5 percent, almost exclusively in large markets.



Match-Game's Susan Block

"I'd like to see this in more markets," says Dick. "My favorite line to programmers who reject the idea is, 'Five years ago if I told you I was representing a four-foot eleven, shrilly-voiced German woman who likes to discuss orgasms and erections, would you think it was a good idea? There are 60 million adult singles in the US and a little less than half the population in each state is single. I don't understand why it's so difficult to see the benefit of a show like this.'"

"Meeting people on the air is certainly less dangerous than meeting some tanked-up romeo in a bar."

—Susan Block

A Definite Aid To Singles

The shows are increasingly popular, and both hosts see what they're doing as only the beginning. In fact, both Dick and Susan have expanded the concept into other areas. Dick writes a syndicated newspaper column called "Singles Hotline," hosts various "Singles Night" parties at clubs in New England, and even has a new weekly "Singles Shopping Night" at different supermarkets. In addition to her articles and books, Susan operates a 976 number and is working on a couple of television projects.

Susan agrees, "Most of the people coming to L.A. don't know anybody, are cut off from their roots, and looking for a pot of gold at the end of a rainbow. They work all the time, and when they go out it's usually for business, to schmooze and network themselves. Match-Nite provides them with a convenient, relaxing way to meet people."

Take It Seriously

According to Dick, the most important thing to remember when doing a show like this is that although it's entertainment, "you have to respect the fact that these callers are putting themselves in a vulnerable position, and must be treated with care. This isn't something to make a joke out of. These people are expressing a need to you, putting their trust in you, and you have to take them seriously."

THIS JUST IN

Grant Horton returns to KMOX/St. Louis for the midday "Grant Horton Show," which moves Bruce Bradley to 3-6pm with "Total Information PM." Also, Dave Hill is appointed to the newly created position of Farm Director — Cleveland radio veterans Merle Pollis and Joel Rose join WERE for middays and afternoons, respectively. WWWE/Cleveland welcomes morning sports anchor Mike Snyder.



JACOBSEN VISITS KABC — Upon returning to the states, ex-Lebanon hostage David Jacobsen told KABC/Los Angeles morning hosts Ken & Bob that their slogan, EGBOK (Everything's Going To Be OK), helped him maintain a sense of humor throughout his ordeal as a hostage. He later visited the station with his two sons. Shown here (top, l-r) are Ken & Bob, (bottom, l-r) Eric, David, and Paul Jacobsen.

ADULT CONTEMPORARY

WSNI, WKSZ EDGE WMGK

Philly's Three-Way Tug Of War

History was made in fall '86 when — for the first time — WSNI and WKSZ topped Philadelphia rival WMGK. Does this signal the end of Magic's long reign as the city's top AC outlet?

Numbers At A Glance

	F '85	W '86	Sp '86	Su '86	F '86	1-Yr. Change	'25-49 Rank
WKSZ	4.0	4.2	3.4	3.5	4.3	+0.3	3
WSNI	4.6	3.7	4.7	3.5	4.3	-0.3	2
WMGK	5.2	5.1	4.9	5.0	4.1	-1.1	1

*Denotes rank of these stations only in fall '86

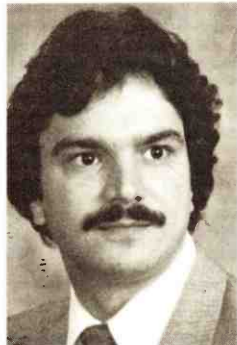
WSNI: Grown-up CHR

Although Pyramid Broadcasting's WSNI knocked off Magic by two tenths of a point (see accompanying box), it lost ground in the all-important 25-49 demo between fall '85-fall '86. WMGK slipped there, but not as badly, and also maintained its number two ranking behind AOR powerhouse WMMR.

"The competition has been nuts the past three years," says PD Paul Michael Tyler, "with WSNI taking away Magic's younger demos and WSKZ taking away Magic's older demos. We're going after 25-34s — Magic's target is five years older."

Tyler's theory for Magic's decline is simple: "Magic has stayed Magic; they've done nothing new. Slowly but surely, we've become a more contemporary adult station. We're promotionally strong and involved with many city activities." WSNI's major on-air promotion was the "Sunny Big Money Contest" with \$10,000 as the hook.

Musically, WSNI is also more contemporary than Magic. "We run more current product than they do," Tyler adds. "Not a whole lot more, but enough. You might call us a CHR for grown-ups." The music mix is 40% current and 60% gold (primary gold is centered in the '70s/'80s).



Steve Chartrand



WMGK collected more than one ton of food during its Magic Cans Food Festival benefiting the People's Emergency Center.

When it comes to naming the competition, Tyler mentions only WMGK and ignores WSKZ. But didn't WSKZ tie WSNI with a 4.3 12+ and hold its own in adults 25-54? Tyler, however, describes "SKZ as an "Easy Listening station that plays vocals. We really don't consider them competition. WSNI is multifaceted. We have the most talented morning crew, Cannon & Company, in town." (By the way, Don Cannon has been on Philly's airwaves since 1971.)

WSNI 104.5 FM

BOZ SCAGGS/Lido Shuffle
KANSAS/All I Wanted
DARYL HALL/Foolish Pride
ANITA BAKER/Sweet Love
PAUL STOOKEY/The Wedding Song
LUTHER VANDROSS/Stop To Love
MOODY BLUES/Tuesday Afternoon
LOOKING GLASS/Brandy
CHICAGO/Will You Still Love Me?
PAUL McCARTNEY/Listen To What The Man Said
EL DeBARGE/Who's Johnny?
JIM CROCE/Time In A Bottle
HUEY LEWIS/Hip To Be Square
TERI DeSARIO/Yes I'm Ready

By Mike Kinoshian

Although WSNI's future plans don't include any major changes, Tyler's not sure what's ahead for WMGK. "I don't know what they can do without messing up their format. If I were them, I don't know what I'd do."

WKSZ: '80s Beautiful Music

GM Steve Chartrand came to the station last November after eight years as WSSH/Boston GM. He says Kiss's success stems from taking advantage of opportunity: there was a niche between AC/Oldies and Beautiful Music. He calls



WSNI's Cannon & Company

grown in all dayparts except mornings. The only demo Kiss improved on was 18-34. The big "if" for the station is trying to solidify the upper demos. If it achieves that goal, then Kiss can make life rough for WMGK and WSNI.

Discussing his two rivals, Chartrand says, "WSNI continues to grow and sound good. They're more current than we are and play current music first. I'm not sure WMGK knows what they're doing, and I wouldn't want to be in their shoes. They've got a tough battle ahead because they're at the end of their life cycle. (But) they're not stupid." Does he think WMGK will immediately react to WSKZ's improved performance? "No way."

Looking toward the future, Chartrand expresses an interesting hope. "If I could be everybody's second favorite station, I'd be number one."

WMGK: 'We Won't React'

Despite the fall shakeup, PD Bob Craig isn't pressing the panic button. "The one thing we've never done is react to a direct competitor. We've been here 11 years and have a strong image."

Craig dismisses "SNI's Arbitron performances as erratic. "They're like a seesaw, no constant flow. They've been in that 4.3 range before. As you know, there are a lot of ways of looking at a book.

"This is a tough market, but a lot better than it was a few years ago. We're in the middle of Kiss and Sunny — Kiss is a bit softer, Sunny is a bit harder. We were squeezed. WSNI is a money giveaway station. They did three contests, while WKSZ did 40-minute music sweeps. Both are good competitors."

In a year's time, Greater Media's WMGK has fallen from sixth to eleventh in total persons 12+, a figure that declined in six of its last eight books. One thing that does stand out is the station's strong 25-49 performance. Its one-year erosion in that demo amounts to four-tenths of a point. Both WSNI and WKSZ lost more than that in the same time frame (1.4 and 0.8, respectively).

"We just have to tweak here and there to get us back," says Craig. "After all, going up half a point could take us from eleventh to fifth overall."

the station a "place to relax; we're Beautiful Music of the '80s."

Not surprisingly, the WKSZ format is modeled after WSSH, which underwent its own programming trial-and-error period. "We found out people didn't want to hear (someone like) Roger Whittaker sing "Mandy." Through an evolutionary process, we found what we were doing wrong and right.

Eventually, the format we used in Boston was also on WLAK/Chicago and WLTW/New York. It's a simple philosophy — people want to hear their favorite songs."

From fall '85-fall '86, WKSZ has

Kiss fm 100

RIGHTEOUS BROTHERS/
Unchained Melody
JUICE NEWTON/Angel Of The Morning
DAVE CLARK FIVE/Because
ENGELBERT HUMPERDINCK/
After The Loving
BARRY MANILOW/I Write The Songs
CARLY SIMON/Nobody Does It Better
ELVIS PRESLEY/Can't Help Falling In Love
HARRY NILSSON/Everybody's Talkin'
EVERLY BROTHERS/Til I Kissed You
BEE GEES/How Deep Is Your Love?
SONNY & CHER/I Got You Babe
BETTE MIDLER/The Rose
SIMON & GARFUNKEL/Bridge Over Troubled Water
JAY & THE AMERICANS/This Magic Moment
FREDDIE JACKSON/You Are My Lady

WMGK 103 FM

PHILADELPHIA
GREGORY ABBOTT/Shake You Down
JEFFERSON STARSHIP/With Your Love
LIONEL RICHIE/Truly
SIMON & GARFUNKEL/Mrs. Robinson
CARLY SIMON/Coming Around Again
JULIAN LENNON/Too Late For Goodbyes
ANITA BAKER/Caught Up In The Rapture
CHRISTOPHER CROSS/Sailing Level 42/Something About You
TEMPTATIONS/My Girl
BILLY JOEL/This Is The Time
GORDON LIGHTFOOT/Beautiful
GEORGE BENSON/Turn Your Love Around
WHAM!/Everything She Wants
AIR SUPPLY/Lost In Love

A Heart Worth

BREAKING

RESTLESS HEART



"I'll Still Be Loving You"

BREAKERS®

AC CHART: DEBUT 30

50/11 — 51%

**ONE OF THE MOST ADDED
AC RECORDS IN THE
COUNTRY!**

*Just Completed Southeast Tour
With Bruce Hornsby*

RCA





LON HELTON

COUNTRY

MARKET RATINGS & ANALYSES

The Stories Behind The Numbers

You've seen the 12+ Arbitron numbers printed in R&R, but here's the story behind the fall ratings for many of Country's major battles.

More market sketches will follow in weeks to come. The complete fall scoreboard and Country Ratings Index will appear next week.

AM/FM combos with different call letters are designated with an asterisk.

Major Northeast Markets

	12+	25-54 (Rank)	
	Su '86	F '86	Su '86
WBOS/Boston	2.4	2.8	12 9
WHN/New York	2.8	2.1	12 17
WXTU/Phila.	3.8	3.9	5 7

WBOS: The summer books have historically been WBOS's weakest, but it's always rebounded in the fall. The past pair of sweeps have proven no different, with the station returning to its "home" in the high twos.

Offering his thoughts on the station and the fall survey, PD Mark Tudor said, "We've got a lot of men and no women. In fact, we're number two with 25-54 men.

"We made a conscious effort to skew things this way. We made changes to take our music more country last summer and they took hold sometime during the fall Arbitron. The changes were designed to get the core males in here and make them loyal. We blew off some females doing it, but I think we can go back and get them now.

"We got the men by making the mix more country and not as AC-oriented as it had been in the past. We have some heavy promotional things planned for the spring which will be geared more towards an active female listener. One thing we won't do, though, is soften the music to attract women. We're simply going to play the best music out there."

WHN: Up and down, up and down. High twos with the Mets, low twos without 'em — that's been the ratings scenario the last few years for WHN. The Emmis team wasn't in place 'til late summer, so it's still too early for its impact to be felt in the ratings.

"We weren't real happy with what we got, but we're not bummed out by it," said PD Gary Havens. "It did what we thought it would do — fall along historical lines. Whenever baseball goes away, our cume drops off dramatically. There's been a slow cume erosion over the last few years,

something true among all AM radio stations in music formats."

About the shares, Havens said, "We were hoping for a 2.3 and got a 2.1, which is about where it was a year ago. (Fall '85 was a 2.2, 12+.) The audience on WHN is very predictable and very cyclical. It comes and goes as baseball comes and goes. What we hope to do is add to the Country music cume, to get those people to more regularly sample the station so the effect of baseball is softened by a certain degree. It would also give us a better base to build from during the baseball season.

"Most of our losses came in day-parts where other radio stations were promoting and contesting very heavily. Our cume fell victim to that also. Our plan all along was just to get through the World Series and ride it out until the winter book.

"When we came to WHN, we felt we needed to build our non-baseball cume audience. You do that through advertising and promotion, something this station hasn't done much of in quite a while. The marketing and advertising campaign we've just begun is our first at the station."

Describing the new marketing effort, Havens said, "It's a direct mail campaign tied in with an on-air contest. We'll be giving out more than \$100,000 in cash, some \$100,000 single-winner prizes, plus many other big prizes."

One would think that WHN might have benefited from the Mets' appearance and victory in the World Series, but Havens explained, "If we had one major disappointment, it's we didn't get as much credit for the World Series games as we had hoped. It might have had something to do with the fact that all the games were on TV. Also, because of the radio rights situation, the series was also on WCBS. Thus, if somebody wrote only 'World Series' in his Arbitron diary, we had to split the credit."

Havens added that plans are already in the works to make the Mets broadcasts a larger part of the station in the coming year. One avenue will be lengthening and strengthening pre- and postgame shows. For now, though, Havens said that priority number one is "aggressively shoring up cume."

WXTU: The good news is this was the best 12+ showing in 'XTU's history. The bad news is things softened a bit 25-54; the share was off less than a half-point

from summer '86. The 25-54 numbers are spread fairly evenly between men and women.

Explaining changes in the station's music, PD Bob Young said, "We were more selective on our oldies and tightened up on our current. We examined each oldie to see if it was viable on a 1987 Country station. We also heated up the energy on 'XTU by making some adjustments to tempo and mood."

Young also said WXTU introduced a new spot campaign. "We ran some 'call to action' ten-second TV spots, which we were able to clear more readily than 30s. The message was 'You hear more Anne Murray, Kenny Rogers, Willie Nelson, and Elvis on 92 WXTU.' We used our jocks as spokespeople."

Young, as you might expect, is happy with the station's performance and now has his sights set on the four's. Not since WUSL debuted with a 4.0 in the fall of '81 has that mark been reached by any Country outlet in this market.

Atlanta

	12+	25-54 (Rank)	
	Su '86	F '86	Su '86
WKHX*	5.8	6.7	6 4
WPLO*	1.0	1.3	20 15
WYAY	4.3	5.9	8 6

The nation's premier Country battle roared on, with the Cap

Cities pair maintaining the lead. Or, as WKHX OM Neil McGinley put it, "We are once again the dominant Country station in Atlanta. With this book, it's 'KH X 6, 'YAY 1.'"

McGinley was referring, of course, to the fact that there have been seven sweeps since WYAY went Country in the spring of '84. In that time, 'YAY has beaten 'KH X only once — in the spring of '86 when Y106 scored a 6.1 and KIX101 notched a 5.3.

Following that spring book, WKHX made some adjustments. "We became more forefront in the jock approach," said McGinley. "We also tended to look for a little more uptempo sound. But a lot of that is a function of the music that's out now.

"The important thing to us is that this is our second consecutive up book after making the changes. The demos look real nice, showing broad-based demographic support. The quarter-hours reflect that the internal dynamics of the station are working very well. I think that shows we're on track. But it doesn't mean we're done evolving."

There've been some changes at 'KH X' sister WPLO, the most profound of which is that it's no longer WPLO. Those legendary Country calls were dropped in favor of WKHX (AM) January 1. In another move, Bill Collins-In-The-Morning has left for WQHK/FL Wayne. Replacing him is longtime 'PLO staffer Johnny Gray.

WYAY found itself without a PD in November, when Bob Neal moved crosstown for the WSB-AM & FM Station Manager's position. Coming on board a month ago was Frank Ward, a veteran broadcaster/programmer. Ward had most recently been in ownership, but has a background of programming various stations. He also had done some consulting work for (WYAY parent) NewCity's Orlando Country outlet. As VP/GM Bob Green said, "We felt we had our programming where we wanted it. We wanted someone to come in and finetune what we have, not change it. Frank's got the best ear around for that."

It's rumored that WYAY was also close to looking for a new morning man. Present AM driver Rhubarb Jones is going to be Houston this close to going to KIKK/Houston after Ron Foster left, but was persuaded at the last minute (by a



KLAC KEEPS ON TRUCKIN' — As part of its season-long "KLAC Night At The Fabulous Forum," promotion, the L.A. Country outlet gave away a truck following a recent Lakers game. All the lucky winner had to do was fly a paper airplane from the stands to a designated spot on the arena floor. Exhibiting the right stuff with the winner and the Fabulous Laker Girls are KLAC afternoon personality Scott Carpenter (far left) and VP/GM Norm Epstein (far right).



1987 IS OFF TO AN O'KANES START!

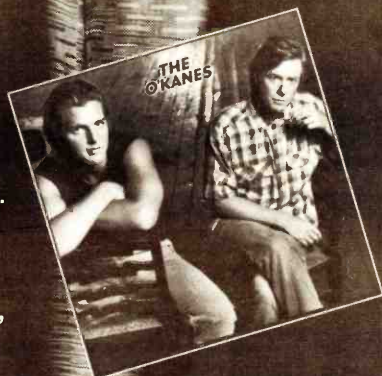
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R&R 38
BB 45

BREAKERS

The Stories Behind The Numbers

Continued from Page 54

multiple year) to stay put.

WYAY, it should be noted, remains on a growth track. Since the fall of '84 the 12+ numbers read 2-4-3-3-4-9-4-6-6-1-4-3-5-9. Green said they're pleased with 'Y's strength in the younger demos and with men.

Once again, the good news is that the Country share is very strong. McGinley noted that the average Country share in Atlanta has been around 11.6, with occasional forays into the 12s. This book yielded almost 14 shares — that may well be the best news. But, as WKHX President/GM Norm Schmitt is wont to say, "Whatever the competition gets, he gets. That's fine, as long as I get twice as much."

No war here.

Charlotte

	12+	25-54 (Rank)
	Su '86 F '86	Su '86 F '86
WLVK	8.4 9.0	4 3
WLON	.9 1.1	19 15
WSOC	.9 9	16 18
WSOC-FM	9.7 13.6	3 1

The big winner in this book was the Country share, which totaled a whopping 24.6. I went back to '78 and never found the Country piece of the pie to be larger than 21, 12+. This includes the fall '83 and spring '84 sweeps, during which WSOC-FM registered 17.1 and 17.3, respectively. This was WSOC-FM's best book since the fall '84 when it racked a 15.8.

WLVK resumes its climb after a summer setback. Since going Country early in '85, WLVK has posted 12+ numbers of 6.6-7.3-9.1-8.4-9.0.

The 9.0 is good for third place 12+ WLVK edged out SOC-FM in 18-34 adults. The rest of the demos — in the market, not just Country — belong to WSOC. In addition to adults 25-54, WSOC was number one in adults 18+, 18-49, 25-49, and 35-64.

After years of owning the Country share, dominating the market, and remaining relatively stable, WSOC has undergone major changes of late. New GM Gregg Lindahl arrived on the scene in November, replacing longtime GM Lee Morris.

Just a couple of weeks ago, OM Don Bell left the station after ten years in the programming reins. He was replaced by WKY/Oklahoma City PD Paul Johnson.

Commenting on 'SOC's activity since his arrival, Lindahl said, "We've made some adjustments in the way the music was positioned. We began 20-minute music sweeps and made moves to cut some of the clutter."

WLVK PD Doug McGuire said, "We took a calculated chance going into this book, and it paid off."

"In the spring book, we owned the younger demos and 'SOC owned the older demos, which represented the largest share of Country. We wanted to expand our base in the fall. We knew that by adding some traditional songs we ran the risk of losing some of our younger audience. But we went for it. The result: we strengthened our numbers in older men while losing some

18-34 women, but we still beat 'SOC in that demo."

Promotionally, WLVK again did the direct mail lottery campaign. (You might recall that both 'SOC and 'LVK used the lottery direct mail campaign in the spring. The conflict, as chronicled in the March 28, 1986 Country column, resulted in litigation which was finally settled out of court.)

WSOC ran the "free money

WBAP's 4.6 is far from normal as well. It's the lowest 12+ figure in at least eight years. Mayne points to not having the Texas Rangers on the air and wobbles in a couple of dayparts as the prime culprits. Its past key strength has been in keeping the combo buy sturdy as the FM faltered. With its share diminished, stand-alone KPLX is just 2 behind 'BAP & KSCS.



PORTRAIT FOR POSTERITY — During a recent Denver appearance, Randy Travis was presented with a portrait from Sheplers, the "World's Largest Western Stores." On hand were (l-r) Joe Pagnotto and Randy Harp of Sheplers, Travis, and KYGO personality Bill Barwick.

song" promotion where a song title was mentioned in the morning and every time it was played it was good for cash.

The battle for Charlotte promises to be one of the major battles of 1987.

Dallas

	12+	25-54 (Rank)
	Su '86 F '86	Su '86 F '86
KPLX	6.6 8.3	2 2
KSCS*	4.6 3.9	5 8
WBAP*	6.7 4.6	4 7

How ironic that KPLX would blast ahead in the Dallas race with an 8.3. It wasn't that long ago that KSCS consistently led this entire market 12+. The last time it topped the stack was the fall of '82 when it notched an 8.3.

This was the best 12+ showing ever for KPLX, beating its old high watermark by a full point. PD Bobby Kraig said, "It really all came together this time out, although we've felt we've been on a roll for quite a while now."

"We ran the Texas Lottery direct mail promotion and tied it in with TV. We gave away a lot of money, including a \$25,000 cash prize. We're really happy with the 12+ number, but, of course, that's secondary to our being the number two adult station and the leading Country outlet in town."

As if WBAP & KSCS OM Bill Mayne didn't have enough to worry about, only a few days after advances were issued a Navy F4 jet flew into the tower holding the KSCS antenna, knocking the station off the air. Though back on within four hours, it's operating at greatly reduced power. There's still no estimate on when things will be back to normal.

Houston

	12+	25-54 (Rank)
	Su '86 F '86	Su '86 F '86
KIKK	6 9	29 20
KIKK-FM	6.8 6.8	1 3
KILT	9 8	17 23
KILT-FM	5.7 6.0	3 4

This battle goes on and on, and little seems to change from book to book. KIKK has maintained superior numbers the last five years, ever since regaining the lead KILT wrested away shortly after going Country in '80. "We're very happy," said KIKK OM Jim Robertson. "If KIKK is as good as it should be, we should do some pretty good numbers due to the equity in the marketplace."

Robertson felt the station's outdoor campaign was especially effective. The theme, again seeking to parlay KIKK's longstanding position in the market, was "If it's Country, it's KIKK."

Perhaps the biggest change is now taking place: longtime morning personality (and onetime PD) Ron Foster left KIKK in December for mornings at KSCS/Dallas. Foster has consistently ranked in the top three 12+, with occasional stops at number one.

Interestingly, KILT-FM won the AM battle this fall for the first time in more than a year. It was also the only Monday-Friday, 12+ daypart in which KILT beat KIKK.

The search for a KIKK morning man has just been concluded, with former WCII/Louisville AM driver Charlie O'Neal named to succeed Foster. O'Neal has previously worked at WMAQ/Chicago, WIL/St. Louis, and KCBQ/San Diego.

Meanwhile, the big money wars between KIKK and KILT that went on for so long have deescalated. For a while, both stations were giving away \$25,000 to a single winner also arose on occasion.

KIKK has the "KIKK Cash Sound" while KILT has its "Money Song." Both operate under the "call in for the cash when you hear the designated song/sound" methodology.

KIKK's Robertson said that only the lump sums have changed. "When it comes to the on-the-air giveaway dollar commitment,

we're working with the same amount of money we had when we were giving away \$25,000 at a shot. We've just altered the way in which we're giving it away. We are not backing off the commitment of dollars it takes to win."

Los Angeles

	12+	25-54 (Rank)
	Su '86 F '86	Su '86 F '86
KLAC*	1.4 1.5	25 17
KZLA*	1.6 1.8	13 10

KLAC & KZLA OM Bob Guerra offered his thoughts on the Los Angeles fall Arbitron: "The 12+ gains are modest and somewhat misleading. We had an excellent book 25-54. It's KLAC that took off — up almost a full share 25-54 from the spring. So it's growing, and it's steady. We haven't had a down Arbitron since June. In essence, this puts the combo into fifth in the market, a real solid position. Combo, we're number one in men 35-44."

"We've made the pair stronger by making KLAC a real radio station. Now we can concentrate on building the FM into a real market competitor. We want to turn it into a full-service radio station. New jingles are being ordered. We made a couple of jock adjustments: middayer Tom Stores and evening talent Barbara Barrie switched shifts, at least for the time being. In six months, I don't think you'll recognize the station."

Guerra continued, "The combo has been consistent over the last few years and we can make money with it. But if you really want to win you've got to go after the 45% (of the audience) that just doesn't like Country music."

In a major step towards that goal, KZLA recently premiered a new TV campaign Guerra is extremely excited about. The spots are designed to sell the Country format, as opposed to the radio station, per se. Of course, each spot is tagged with "Discover country music. 93.9 KZLA." The calls are only used at the end of the commercial and remain on the screen for a full five seconds.

The spots themselves are testimonials from "today" people explaining they've discovered country music and like it a lot.

Another major coup for KLAC & KZLA is its participation with the City of Los Angeles in a country festival the first weekend in April. The city anticipates drawing as many as 100,000 people each day. Guerra said, "This is the first time the city of L.A. has committed itself — and its money — to this format. We're going to bill it as the four biggest days of country music in Southern California's history. On Friday there's a Marlboro concert. Saturday and Sunday will be the 'Country Scene,' and Monday will be the Academy of Country Music Award show."

"The weekend is the second point in our attack (the TV spots being the first) on the perception of Country as a wicked stepstester in L.A. This will help to improve Country's image while also moving it to the forefront in this market. If it works, we'll consider making it an annual event, a West Coast 'Fan Fair.'"

HAVE YOU HEARD

KOLO/Reno morning man Jim McClain has been named PD, replacing Tony Thomas, who joins nearby KIIQ, which has switched to Country. The midday slot, vacated by Deb Spring, who went to KIIQ with Thomas, is filled by Valeri Ferrari from KCBQ/San Diego. New to evenings at KOLO is Wil Coonen from Crosstown KROW.

Steve Young has assumed the PD role at WXCL/Peoria and will remain in morning drive. Middayer Joe Jackson has been upped to Asst. PD/MD ... KUZZ/Bakersfield MD K.C. Adams has also been upped to PD.

Jim Williams is elevated to PD at WKJN/Baton Rouge. Former PD Bruce Edwards remains in afternoon drive ... KRYS/Corpus Christi PM

driver J.D. Gonzalez replaces Mike Laurel as PD. Laurel has left the radio biz ... KSSN/Little Rock evening personality Gail Danials is now MD.

WGKX/Memphis has realigned its airshifts. Tom Stevens moves from middays to evenings, while Jon Conlon from Crosstown WVRV comes aboard to fill middays. J. Michael Brooks has been hired for afternoons ... KTTS/Springfield parttimer Curley Clark has moved to afternoons ... WTSV/Claremont MD/morning man Ron Cote is now also handling promotions ... Just in time for winter, Jim Shafer makes the jump from WSUN/Tampa to WGAR/Cleveland for mornings.

Don't forget to let me know what you have heard!

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SHARON ALLEN.

NASHVILLE THIS WEEK

The Old Faces Show Returns

Put on your bobby sox baby, roll up your old blue jeans . . . you probably thought this column was going to be about Paul Davis and Jennifer Kimball's song "Bop," and it could be, but it isn't . . . quite. That was just to get your attention and to create the right spirit so we could bop right into the Old Faces Show, a '50s-'60s dance show that has in years past been scheduled on Friday night during the Country Radio Seminar.

Last year the show was cancelled because some exhibitors were concerned that the non-seminar-sanctioned show pulled registrants out of the Opryland Hotel on the only night they were free to spend time in the exhibit area and hospitality suites. Committee members who organized the OFS decided they would try to make some compromises but found they didn't have time to change the date without giving up the crowd they obviously wanted to keep — the radio and record folks in town for seminar.

One of the organizers, Carolyn Parks said, "We decided that rather than have it be a half-hearted effort, we'd wait and do it as a full-fledged effort this year. It's hoped

that it will benefit everyone concerned.

"A lot of the guys are coming in earlier this year," Parks continued. "The seminar doesn't just start with the cocktail party anymore. There are the MIPS panels and the taping sessions on Thursday afternoon. We felt if we had our show on Wednesday night we could also encourage people to come in a day sooner so they could attend some of these earlier sessions."

This year the Organization of Entertainment Independents will sponsor the show with proceeds benefiting Nashville's Union Rescue Mission. Committee member Tari Laes told R&R, "The Nashville Palace is donating the entire place for the whole evening. In the past we have had to contend with

their dinner crowd, but this year we won't have to deal with the confusion of turning the room at show-time."

The Union Rescue Mission was chosen as the beneficiary because the OEI members were looking for a charity that they all really believed in and one that the money would help more directly and immediately. Parks said, "These are not just street people. It's people who come in from out of town with their families and get stranded; they're desperate. So we feel the Mission covers a lot of different people in the area. The money goes directly to help them."

There's more good news: The Palace has enlarged its showroom so it shouldn't be as crowded as in the past. The show won't be opened to the general public this time around either. It will be an industry event, which should keep the attendance at a reasonable level. Old facers can get up, move around, dance, enter the hoola-hoop contest, do the limbo, and bop 'til they drop. Think about it. You could bop with your baby all night long . . . Well, you could!



WHO'S NEW

For some, great things can be found on the cutting-room floor. For new RCA act K.T. Oslin, inspiration came written on the ladies room wall. She has been back and forth between both coasts, played with legendary songwriter Guy Clark during their early folk days in Houston, and paid the bills doing TV commercials and ad jingles. But instead of being remembered hawking some dishwashing soap, K.T. (Kay Toinette) wanted to make a living through her music.

Oslin's early years were spent in the South where she majored in drama at a Texas junior college. That theatrical training landed her a road tour and later in a Broadway musical with the company of "Hello Dolly," and future roles in "West Side Story" and "Promises, Promises."

Subsequently, K.T. Oslin pursued her singing career as a college concert attraction. On one such date, she saw the line "I ain't never gonna love nobody but Cornell Crawford" scrawled on a bathroom wall. That graffiti led to her first attempt at songwriting. From

that "flat-out hillbilly" number, Oslin kept writing.

In the early '80s Oslin landed a brief record deal on Elektra Records, resulting in two short-lived singles titled "Clean Your Own Tables" and "Younger Men." Though she again put her music career on hold, Oslin found a vein in her writing that spoke directly to women. Gail Davies told Oslin's "Round The Clock Lovin'" and the title track "Where Is A Woman To Go" (along with Dottie West), and Judy Rodman recorded the song "Come Next Monday."

More recently, the Pointer Sisters performed K.T.'s "80s Ladies" on the NBC special "Up All Night." These songs address contemporary themes for women which showcase Oslin's style. Yet ironically, her current single, "Wall Of Tears" (written by Richard Leigh and Peter McCann), was once a single for former RCA artist Gus Har-din.

Who's New is a recurring feature spotlighting artists making their debut in R&R's Country New & Active section.



K.T. Oslin

NASHVILLE IN MOTION

By Katy Bee

From a veteran Nashville music family comes another new BMI staff member. Kurt Denny has joined the performing rights organization as Associate Director/Performing Rights. He will be working with writers and publishers in administration of their work. BMI explains its expansion is due to growing songwriter requests for help with contacts within the industry.

Former *Billboard* chart maker Don Kaminer becomes National Director/Sales & Marketing for the MTM Music Group. He remains based in

Los Angeles. . . David Kawanishi is named Director of Royalties for Bug Music in Hollywood, where the Nashville Belmont College graduate will be responsible for the distribution of all royalties. Bug's latest acquisition is the administration of Rosanne Cash's songs.

Music City's latest publishing partnership comes from the team of Allen Reynolds and Jim Rooney, who have formed Foreshadow Music/Foreshadow Songs. Catalog songs include those of David Mallett, Barry & Holly Tashian, and Pat Alger. These



Kurt Denny

producers-turned-publishers have netted several Grammy nominations between them this year. Allen's "Love At The Five & Dime" is up for Best Female Country Vocal Performance from Kathy Mattea, as is Rooney's production on the Nanci Griffith LP "Last Of The True Believers" as Best Contemporary Folk Recording, plus John Prine's "German Afternoons."

Four people have exited PolyGram's Nashville office. Frank Lett's promotion assistant Julie Anne, marketing assistants Bernie McMacken and John Landers, and receptionist Trish Sellers. Landers relocates to the Denver branch office in sales.



WORKIN' MEN — John Conlee (right) again pays tribute to working America with his Guy Clark-penned song "The Carpenter." The CBS artist made a visit to Jim Fisher, 1987's President of the National Association of Home Builders, who has endorsed the single for their building industry.

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OPENINGS

Stecker-Thompson Associates is looking for creative **Program Directors** and **Air Talent** for client stations. If you will be attending the **Country Radio Seminar** in Nashville, February 19-21, call us to set up an appointment, or send cassettes and resumes to: Stecker-Thompson Associates, 4202 Hidden Elm Woods, San Antonio, Texas 78249. Telephone 512-492-8677. EOE

Stecker-Thompson Associates **STC**

STATION SALES/ AFFILIATE RELATIONS

Experienced professional for AOR/GOLD syndicated program with track record. **NO RELOCATION NECESSARY.** Salary and bonus. Excellent opportunity. Send resume to Radio & Records, 1930 Century Park West, #624, Los Angeles, CA 90067. EOE

At The Game Network seeks game reporters in all towns and cities. (516) 491-8585. EOE (2/13)

OPENINGS

PROGRAM MANAGERS

If you find yourself sitting on top in your market, looking for a new challenge, we would like to talk to you.

Bolton Research represents over 50 of America's leading radio stations. We're looking for execution oriented PD's with experience in implementing research and strategic planning.

If you have a winning record or a recent accomplishment, we want to know about it. Positions now available in both AOR and A/C formats.

Send resumes to: Gary Jensen, 2401 Pennsylvania Avenue, Philadelphia, PA 19130

BOLTON
RESEARCH CORPORATION

2401 Pennsylvania Avenue, Philadelphia, PA 19130 215-232-2240

EAST

Serious, aggressive, growing news reporter for similar North Jersey combo. T&R: Leo Filton ND, WNNJ & WIXL, Box 40, Newton, NJ 07860. EOE (2/6)

Central New York combo seeks fulltime news/production person. Automation experience a plus. T&R: Kim Stevens, WKXZ, 14 S. Broad St., Norwich, NY 13815. EOE (2/6)

Scranton/Wilkes-Barre CHR seeks fulltime talent. Great staff, great area. T&R: Ben Smith, WTQJ-FM, 490 N. Main St., Pittston, PA 18640. EOE (2/6)

Maine's fastest-growing station. Classic Hits 93.9(WAYU) seeks morning air talent. T&R: Jim McKenna, Box 330, Lewiston, ME 04240. EOE (2/6)

Prime shift available at 50,000w AC WEBE108. T&R: Curt Hansen, 50 Washington St., Norwalk, CT 06854. EOE (2/6)

AC AM seeks program/production director. Minimum four years' experience. T&R: WINX, Box 1726, Rockville, MD 20850. EOE (2/13)

Prime shift available at 50,000w WEBE108FM. T&R: Curt Hansen, 50 Washington St., Norwalk, CT 06854. EOE (2/13)

WVNH seeks news director/AM drive anchor. Growing station, market near Boston. T&R: 125 Main St., Salem, NH 03079. EOE (2/13)

Maine's fastest growing station. Classic Hits 93.9. WAYU seeks morning air talent. T&R: Jim McKenna, Box 330, Lewiston, ME 04240. EOE (2/13)

N.Y. Oldies station seeks parttime experienced jock. No beginners. Knowledge of format a must. T&R: Tommy Dee, WGL, 1290 Peacock Ave., Babylon, NY 11704. EOE (2/13)

RI-104/Providence seeks upbeat dependable CHR jocks for parttime and possible fulltime openings. C&R: Greg Cutler PD, Box 325, Westerly, RI 02891. EOE (2/13)

Lifestyle newswoman to interact with topnotch morning personality. Charleston/Huntington ADI. 43. T&R: Brian Krusz, 100 Kanawha Terrace, St. Albans, WV 25177. EOE (2/13)

West Virginia Urban/CHR (Charleston-Huntington) seeks fulltime sales/morning drive jock. Sell AM-FM combo. C&R: Chuck Horn, WKAZ, 100 Kanawha Terrace, St. Albans, WV 25177. EOE (2/13)

NW Pennsylvania AC-FM seeks parttime talent with potential and possible fulltime openings. T&R: Thomas Sauber, WVFN-FM, Box 908, Franklin, PA 15323. EOE (2/13)

New England CHR format seeks AC talent. Great voices and articulation. T&R: Dave Iseman, Box C, Falmouth, MA 02541. EOE (2/13)

News producer. Seek quality-oriented journalist. Three years minimum experience. T&R: Human Resources, Skytop Office Bldg., Syracuse, NY 13244. ATTN: Rick Mattioni, ND. (2/13)

WNHV & KXE seek anchor/reporter. Minimum one-year experience. Good pay, great location for outdoor lover. T&R: John Palmer, Box 910, White River Junction, VT 05001. EOE (2/13)

Award-winning news department in Shenandoah seeks experienced anchor/reporter. Writing samples & T&R: Debbie Tyler, WNIC, Box 3300, Winchester, VA 22601. EOE (2/13)

WTIC-FM seeks Production Director. Good copywriting/excellent production skills. Must do music edits and great promos. T&R to Lyndon Abell, 1 Financial Plaza, Hartford, CT 06103.

TOP RATED TALENT

Top rated Western Maryland CHR station looking for on-air talent! If you're a hard worker with a great attitude we want you! Send tape & resume to P.O. Box 949, Hagerstown, MD 21741. EOE



MECROPLEX

We're always looking for winners to be a part of our growing group. If the following aren't for you, please apply anyway for future positions of all types to Bob Kagan, National PD, 510 King Street, Suite 315, Alexandria, VA 22314. No Calls. EOE M/F

W-Lite/WHBO - Tampa (Mornings)
WRFX - Charlotte (AOR Nights)
Rock 105/WPDQ - Jacksonville (Morning sidekick, AOR PD)
W-Lite/WKIX - Raleigh (News Director)
Y-100 Miami
WCXR/WCPT - Washington
Joy 108/WORL - Orlando

IMMEDIATE OPENINGS

Air personalities, program directors, news specialists, play-by-play sportsasters, and talk-show hosts. Our list of availabilities is tops in the industry!

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Palm Harbor, FL 34273-1476
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OPPORTUNITIES

OPENINGS

WMAJ Solid Gold 1450 seeks experienced, enthusiastic morning/production person. T&R: James D. Eberly, 421 East Beaver Avenue, State College, PA 16801. EOE (2/13)

Full Service, community AC with fulltime on-air opening. Suburban Balt. Fulltime experience, strong production. T&R: WTTA, 101 WTTA Lane, Westminster, MD 21157. EOE (2/13)

WZFM/Pleasantville, NY has future full and parttime jock positions. Friendly AC delivery. T&R: Linda Pasqualone, 444 Bedford Rd., Pleasantville, NY 10570. EOE (2/13)



PHILADELPHIA! An opening for a morning sidekick at Philly's hottest adult radio station... 92 WXTU. We're looking for a sidekick who'll read some news and mix and mingle and do bits with Buzz Bowman! Beasley Broadcasting is one of the hottest companies in America! Join a winning team and have fun making mornings special on 92 WXTU. Tapes and resumes to **Bob Young, WXTU, 23 City Line Avenue, Bala Cynwyd, PA 19004.** EOE

UPDATE NY AM/FM

Seeking adult announcers and news reporters for future full and parttime shifts. Great chance to join growing company in a beautiful location. Rush T&R along with salary requirements to Radio & Records, 1930 Century Park West, Box #607, Los Angeles, CA 90067. EOE

JERSEY SALES

Positions available in two New Jersey markets. Experienced and entry-level positions. Three months guaranteed salary. Call **BRUCE - 609-390-9387.** EOE.



WASHINGTON, D.C.

is searching for a Programming Professional with the skills to carry on WLT-FM's leadership as one of America's most successful Adult Contemporary stations.

We are looking for stable and documented experience in people management, research, music and marketing. If you are an efficient and effective communicator and willing to move to this exciting city, send your resume and a brief letter today to:

**Jim Keating, V.P.,
General Manager
WLT-FM
5912 Hubbard Drive
Rockville, MD 20852**

WLT-FM is owned and operated by CBS Inc., an equal opportunity employer.

SOUTH

Northcom, Ltd., licensee of stations WLHQ & WRWB/Enterprise, AL, requests the assistance of individuals interested in positions of program staff personnel. Send T&Rs to Eddie Beru, 202 Ovida Street, Enterprise, AL 36330. EOE (2/6)

OPENINGS

Operations Manager for Houston's hispanic Hot Hits FM. No beginners. Bilingual, English or Spanish. C&R: Sandra Scheid, KQOK, Box 742187, Houston, TX 77274. EOE (2/6)

Florida P3 CHR seeks highly motivated midday AT/production director. Females encouraged to apply. C&R: Brian Douglas, Z-103, Box 13549, Tallahassee, FL 32317. EOE (2/6)

Where is all the talent? It's not in the tapes! We've received! Five years adult CHR required. No calls. T&R: WLGA FM, 1001 W. Gordon St., Valdosta, GA 31601. EOE (2/6)

Superior production talent wanted for Gulf Coast's top station. T&R: Carter Davis PD, WKSJ-FM, Box 160706, Mobile, AL 36616. EOE (2/6)

W-LITE & WKIK seek experienced news director to re-establish department. Pros only! C&R: Mike Fenley, Box 12526, Raleigh, NC 27605. EOE (2/6)

Morning pro needed for Florida adult CHR powerhouse. T&R: Mark Davis, Z-93, 2402 NW 66TH CT, Gainesville, FL 32606. EOE (2/6)

Highly-formatted AC Christian station seeks disciplined air talent for major market. T&R: 6445 Powers Ferry Rd. #180, Atlanta, GA 30339. Attention Position D. EOE (2/6)

Top West Texas Adult is accepting T&Rs for future openings. Experience required. Frank Hall, KBAT, 3306 Andrews Hwy, Midland, TX 79703. EOE (2/6)

Modern C&W station in college market seeks midday and PM drive personalities. Good pay, benefits, climate. T&R: Dan Hollingsworth, KXKZ, Box 430, Ruston, LA 71270. EOE (2/6)

We need a 7 mid burner at our CHR FM. T&R: David Atwood, 930ID, 1115 Texas, Alexandria, LA 71301. EOE (2/6)

AC station in resort area seeks air personality. Decent pay, great facilities, and living environment. Non-smokers please. T&R: John Harper, Box 400, Wanchese, NC 27981. EOE (2/13)

PD for top 100 Sunbelt (Class C) with personality-oriented adult CHR, Philosophy and C&R: Vesta Brandt, K106, Box 106, Beaumont, TX 77701. EOE (2/13)

Northcom, Ltd. licensee of stations WLHQ & WRWB, Enterprise, AL, requests the assistance of individuals interested in executive positions. Resume to: Eddie Beru, 202 Ovida St., Enterprise, AL 36330. EOE (2/13)

100,000w AC has immediate opening for mornings or midday. Community-minded team player only. Photo & T&R: WOLY, Box 932, Florence, SC 29531. EOE (2/13)

Florida P3 CHR seeks motivated midday talent/production director. Females encouraged to apply. C&R: Brian Douglas, Z-103, Box 13549, Tallahassee, FL 32317. EOE (2/13)

Operations Manager for Houston's Hispanic Hot Hits FM. Bilingual, English and Spanish. C&R: Sandra Scheid, KQOK-FM, Box 742187, Houston, TX 77274. EOE (2/13)

Disciplined air talent for highly-formatted AC Christian station. Major market. T&R: 6445 Powers Ferry Rd., #180, Atlanta, GA 30339. Attn: position D. EOE (2/13)

WVWZ/Norfolk seeks 10pm-2am air talent. T&R: Chris Bailey, 160 Newtown Rd., Ste 315, Virginia Beach, VA 23462. EOE (2/13)

Super pay for top talent. All shifts. New Central Texas medium market FM getting ready to roll. T&R: Box 2421, Harker Heights, TX 76543. EOE (2/13)

CHR K98/Tuscaloosa & Columbus, MS, seeks jock with production skills. T&R: Ron Brandon GM, Box 570, Fayette, AL 35555. EOE (2/13)

OPENINGS

SOUTHEAST FM CHR

We're looking for up-bright-friendly air personalities to join our dominant CHR in a great market. All shifts, including AM Drive. If you're a team player, send T&R to Radio & Records, 1930 Century Park West, Box #621, Los Angeles, CA 90067. EOE

PRODUCTION WHIZ

Mature voice needed yesterday for Easy Listening FM. New state-of-the-art equipment. Undiscovered city of 100,000. T&R to Box 3834, San Angelo, Texas 76902. Pay commensurate with experience. EOE

K E L I

FLORIDA CHR

Searching for the HOTTEST young adult and teen nighttime entertainer to continue our 6-10pm dominance. Strong motivation, creativity and team play necessary. Good pay and benefits! Rush C&R to Radio & Records, 1930 Century Park West, Box #620, Los Angeles, CA 90067. EOE

PRODUCTION DIRECTOR

Major market. Need experienced production director capable of commercial and creative production. Send resume and tape to Radio & Records, 1930 Century Park West, Box #608, Los Angeles, CA 90067. EOE M/F/H

ROCKIOS

WFFV-FM

AOR PROGRAM DIRECTOR

WFFV-FM is Seeking Experienced AOR PD With Winning Credentials. Must Have Team Oriented Leadership Abilities With A Disciplined Approach To The Format. You Will Be Joining A Broadcast Company That Appreciates And Rewards Successful Talent. Send Resume And Cassette Tapes To Paul B. Rogers, President/G.M., Rock 105, c/o 9090 Hogan Road, Jacksonville, Florida 32216. A Metroplex Communications Company. EOE

OPENINGS



We are searching for the best production person around! Needs to excel in voice & delivery... be a "WIZARD" with 4.8 track assembly... possess a creative and/or crazed mind... willing to work hard in a super creative radio/TV production environment... and have his/her work heard and judged on a national basis! A rare shot for the right person. Send Tape, full Resume and references (No Calls).

BILL YOUNG PRODUCTIONS
8600 Westpark #110
Houston, Texas 77063
EOE

PERSONALITY MORNING TALENT

Here's your opportunity to join a major country FM. If you do more than "Time, Temp & Tune," know how to have fun on the phone, yet understand the importance of music, we want to hear from you immediately. Tapes and resumes to Radio & Records, 1930 Century Park West, Box #625, Los Angeles, CA 90067. EOE M/F

MIDWEST

Funny morning guy needed right away. T&R: Larry Byars, KRXL FM, Box 130, Kiskadee, MO 63501. EOE (2/6)

Christian AC will announce new MD soon. Is it you? T&R: Bill Pevlar, KGNM, 2414 S. Leonard Rd., St. Joseph, MO 64501. EOE (2/6)

We are expanding our news department and would like to hear your tape. T&R: KCGQ & KUGT, Box 1654, Cape Girardeau, MO 63701. EOE (2/6)

CHR DJI Applications being accepted. Day or night shifts. Some production. Experience necessary. KMKF, Box 1350, Manhattan, KS 66502. EOE (2/13)

Premier station looking to the future! Personality team players only! T&R: Jay Pipes, KGLH, Box 30198, Billings, MT 59107. EOE (2/13)

Adult energy! We need someone who can keep afternoons sizzling! Must be a team player/format follower. T&R: KG95, Box 1737, Sioux City, IA 51102. EOE (2/13)

Our MD/PM jock is going to Detroit. If you have talent, self-confidence, poise and experience send T&R to: Matt Cienotti, WRGR, 38 W. Fulton, Grand Rapids, MI 49503. EOE (2/13)

Midwest AC has immediate opening for fulltime air talent. T&R: Jay Matthews, Magic 105.5, Box 167581, Toledo, OH 43616. EOE (2/13)

KS-98 seeks adult communicator for parttime shift. Send your best stuff on cassette and resume. Jesse James, Box 359, Pittsburg, KS 66762. No calls please. EOE (2/13)

50KW Virginia news leader WRVA seeks morning anchor/editor. Only experienced need apply. C&R: John Harding, Box 1516, Richmond, VA 23212. EOE (2/13)

Northeast Ohio's top Country station needs reliable, flexible, coachable, and promotable partners. T&R: Fred Anderson OM, WQXK, Salem, OH 44460. EOE (2/13)

Midwest group seeks announcer with talk/interview experience. Good production required. T&R: Ed James, Box 1646, Richmond, IN 47375. EOE (2/13)

All Oldies W4VY seeks PM drive personality jock. Gold knowledge a must. T&R: George House, Box 6000, Eau Claire, WI 54702. EOE (2/13)

Now accepting T&Rs for possible night time position. On-air and production experience. Jim Roberts, WCWC & WYUR-FM, Box 156, Ripon, WI 54971. EOE (2/13)

101 WXXX offers a rare opportunity. Must be a team player, have great attitude, and know how to follow direction. C&R: Jeff McCarthy, WXXX, Box 1991, Green Bay, WI 54303. EOE (2/6)

MIDWEST MORNINGS

Dominant AC in Top 5 Market looking for morning host. Great voice, warmth and relatability is the ticket. Big bucks in a big town for a big voice. Send Tape & Resume to Radio & Records, 1930 Century Park West, Box #616, Los Angeles, CA 90067. EOE



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

VICE-PRESIDENT MARKETING

Film House, the leading producer of television campaigns for radio stations, is looking for a superstar to become Vice-President of Marketing.

The Vice-President of Marketing, based in Nashville, will be responsible for management of the sales department, as well as for group and major market sales.

He or she should have extensive knowledge of and experience in all areas of radio marketing, including the workings of the television, print and outdoor mediums. Candidates should be able to deal confidently at the highest levels of major market radio management, and adept at finding creative solutions to marketing problems. Knowledge and experience in all areas of radio station operations are a must, as are sales management experience and an understanding of radio from a national perspective. This job calls for an energetic, ambitious and extremely savvy professional.

If you're looking for an important and exciting new career with a great group of people in a fascinating business, call or write today: Tony Quin, Executive Vice-President, Film House, 24 Music Square West, Nashville, TN 37203. Candidates will be reviewed in strictest confidence.

OPPORTUNITIES

OPENINGS

WORLD CLASS PROGRAM DIRECTOR

SUNNY 95, the perennial number 1 FM Adult Contemporary in Columbus, Ohio, is looking for a world class PD to maintain the tradition. Must be able to lead, motivate and win. A proven track record is a must. Heavy emphasis on promotion. We'll supply all of the tools necessary to do the job. Move to Central Ohio and find out why Columbus is the fastest growing city in the Midwest. Excellent benefits and salary with young and aggressive eight-station group of radio pros. All inquiries will be held in strict confidence. Send resume to **AI Fetch, VP/GM, 4401 Carriage Hill Lane, Columbus, Ohio 43220.**

EOE



OPENINGS

OPENINGS

OPENINGS

Radio sales for Los Angeles area. Willing to train enthusiastic beginner. Room for rapid advancement. Unlimited dollar potential. **DARRELL WAYNE**, (818) 790-3644. EOE (2/6)

Adult AC seeks AM drive personality. Also mature news director. Great company! **T&R: Russ Davidson**, PD, Box 80658, Bakersfield, CA 93380. EOE (2/6)

Northern California 100.0k w/ money to spend for night air talent/production wizard. **T&R: Jim Nelly, KKGO**, Box 1131, Arcata, CA 95521. EOE (2/6)

Morning drive, immediate opening. Seek adult entertainer who can become the talk of the town! **CHR/Urban**. **T&R: Box 1060, Opa**, CA 93023. EOE (2/6)

Wanted! Experienced morning communicator. If you can relate to 30+ and get involved in the community. **T&R: Paul Duckworth, KVAN**, Box 4638, Vancouver, WA 98662. EOE (2/6)

Opening at 10,000w Country station in sunny Palm Springs. **T&R: Craig West**, Box 1626, Palm Springs, CA 92263. EOE (2/6)

Sales manager: Seeking first management opportunity? 100,000w FM penetrates into four states w/ CHR format. Resume: **Jim Hoffman, KISZ**, Box 740, Cortez, CO 81321. EOE (2/13)

So. Cal.'s middle market leader seeks country music morning man. Creative production a plus. **T&R: Mrs. Sharp, KCIN**, Box 1428, Victorville, CA 92392. EOE (2/13)

PM drive. Need personality ASAP. Soft AC. Central California small market. **T&R: KKBN**, Box 708, Twain Harte, CA 95383. EOE (2/13)

WKLF-M seeks pros for possible future openings. **C&R: Johnny Fox**, Box 40, Newton, NJ 07860. EOE (2/13)

KDIA: the Bay Area's Urban station seeks talented air personalities for several dayparts. **T&R: KDIA, Jeff Harrison**, 100 Swan Way, Oakland, CA 94621. EOE (2/13)

Classic Rock Hits seeks topical, adult, humorous morning person/team. Photo & **T&R: Bill Betts, KRFM**, 411 Lakewood Circle, Colorado Springs, CO 80910. EOE (2/13)

(L.A.) Entertainment firm has exciting opening. Experience in entertainment related fields helpful. Resume: **NSBA**, 400 Sunrise St., Playa Del Rey, CA 90231. EOE (2/13)

AM DRIVE

Winning Southern California CHR looking for a morning person who's awake... one who's aware of what's hot and what's not. No beginners. We're hiring now! Send Tape and Resume to **Radio & Records, 1930 Century Park West, Box #615, Los Angeles, CA 90067. EOE**

WIN IN COLORADO

A Colorado Springs Combo has a rare opening for an announcer. If you know how to talk with real people and have a desire to win, send **T&R to Radio & Records, 1930 Century Park West, Box #622, Los Angeles, CA 90067. EOE**

NEWS IS THE MOST IMPORTANT THING WE DO

1190 KEX needs a reporter/anchor who knows how to program a newscast to our target. If you know how to make news sizzle, and have a solid journalistic background as well, we'd like to hear from you. Join **TAPT's** full-service MOR in one of America's most livable cities. Tape and resume (no calls) to:

Carl Gardner
Operations Manager
1190 KEX Radio
4949 S.W. Macadam Avenue
Portland, OR 97201

1190 KEX
RADIO

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THE EASY LISTENING LEADER

... is looking for a highly motivated, self-disciplined on-air or sales person with a successful track in the format.

Outstanding opportunity to work with major national broadcasters in markets throughout the United States, Canada and Mexico as a sales oriented program consultant. Excellent benefits. Send your letter and resume immediately. No calls please.

PERSONNEL DEPARTMENT
BONNEVILLE BROADCASTING SYSTEM
4080 COMMERCIAL AVENUE
NORTHBROOK, IL 60062

BONNEVILLE
BROADCASTING SYSTEM

MIDWEST MORNINGS

Number One Midwest FM is looking for creative morning personality or team. Salary \$50,000 per year. If you have the right talent and attitude, we'd like to begin a long term relationship. If interested, please send a typical day's aircheck, along with photo, resume and reference to: **Radio & Records, 1930 Century Park West, Box #623, Los Angeles, CA 90067. EOE M/F**

UPPER MIDWEST COUNTRY FM

Need PM Drive Pro with great production skills for top rated country FM in Top 50 Market. We're growing fast and having fun too. A secure job with a stable company for the right person. (Midwesterners preferred.) **T&R to Radio & Records, 1930 Century Park West, Box #614, Los Angeles, CA 90067. EOE**

MIDWEST AOR

One of the Midwest's most successful medium market AORs is seeking talent for all dayparts, including mornings. We also need a news director who relates to an AOR audience and an on-air production director, who take pride in running a smooth department.

If you're experienced in AOR and enjoy the music, you won't want to miss this outstanding opportunity! Excellent salary, benefits, and facility await the successful applicants. All replies strictly confidential. Rush **T&R to: Radio & Records, 1930 Century Park West, #618, Los Angeles, CA 90067. EOE M/F**

WJMO is accepting **T&R** for future openings, 3 years experience preferred and good production. Send **T&R to Doug Harris, c/o WJMO, 11821 Euclid Avenue, Cleveland, Ohio 44106**. Applications accepted until Feb. 28, 1987. No calls please. **EOE M/F**

MORNING PERSONALITY
Madison's only FM Stereo Country is seeking a killer Morning Announcer. Phones, humor, and entertainment a must. Solo or teams, male and female encouraged. Good money and benefits for the right person. If you've got the desire to be #1 in this market, send **T&R** and your winning track record to **Jay Allen, Program Director, WWQM-FM, P.O. Box 4408, Madison, WI 53711. EOE**

WEST

Premier station looking to the future! Personality team player only! **T&R: Jay Pipes, KGHl**, Box 30198, Billings, MT 59107. EOE (2/6)

West Coast hot rockin' medium market AOR seeks enthusiastic communicator. Various shifts, no calls. Photo & **T&R: KMBY**, Box 1271, Monterey, CA 93942. EOE (2/6)

10k Country in Sunbelt. Future openings full/parttime, all shifts and departments. Prefer experience. **T&R: Dave Luckau, KCLG**, Ste. 489, Washington, UT 84780. EOE (2/6)

How about working in Las Vegas making top \$? If you're good, it can happen! **T&R: Randy Hood, KVMs**, 1555 E. Flamingo, Ste 435, Las Vegas, NV 89119. EOE (2/6)

Production/On-Air Person

Medium market country leader has immediate opening. Mature responsible production person on-air talent. 5 years experience. Strong creative techniques. Excellent benefits. Send tape/resume. **KFMR, 1120 N. San Joaquin St., Stockton, CA 95202. EOE**

KFMR FM 100

POSITIONS SOUGHT

Nine-year pro. GM/PD/MD experience. Fast-paced show, solid production, dependable, will relocate. Market size not as important as opportunity. **KARL AUGUST**: (813) 334-2844. (2/6)

Seasoned, warm and creative communicator. Experienced in talk/interview. Seek small to medium market. Prefer Classical/Jazz/Urban Contemporary. **JIM**: (714) 639-5105. (2/6)

I'd rather be show prepping. Real personality available for either drive time. Sharp blade, drops, humor, and great phones. **KOM-MANDER DAVE KELLY**: (216) 235-5202. (2/6)

L.A. pro seeks work in Oregon or Washington. **AOR/CHR/AC**. Available now. Excellent production. Great references. **DR. BLOOD**: (818) 980-8759. (2/6)

Seven-year So. Cal. published production/copy professional seeks NW relocation before imminent asphyxiation. Late afternoons, evenings. **TOM**: (714) 981-9082. (2/6)

KCBS & KRQR's Jon Brent seeks career opportunity. PD plus AT in mediums. **CHR/AC/AOR**. (209) 523-6332. (2/6)

L.A. engineer seeks new position in radio, tv, or studio in California. **BRUCE**: (818) 342-6521. (2/6)

Consistency/motivation/teamwork. My formula for winning. Diversified programmer with solid references seeks new challenge. **DAVID ROBERT** (608) 254-8095. (2/6)

I hustle for news. Top 25 market experience. Diverse formats. Please get me out of Central California. **STEVE**: (818) 339-9839. (2/6)

Seven-year pro seeks medium market position with stable winning company. Solid production, team player. **AC/Country**. **DON ELLIOTT**: (913) 242-8006. (2/6)

Assistant PD/MD seek same or program director. Top 50 markets only. Promotion-oriented, workaholic, people person. **SCOTT**: (313) 661-2288. (2/6)

You have the job, I have the skills, so let's make money! **AOR/AC/JAZZ/Hybrid**. **BILL HARMAN**: (216) 331-6115. (2/6)

Want to do sports in eastern third of United States. Seven years' experience. **MARK**: (308) 284-6198. (2/6)

Talk show host available for any market. I'm a newcomer but bright and witty, yet serious and caring. Talk to me. **MATT**: (814) 864-9522. (2/6)

Six years' experience programming, news, on-air, and engineering. 22.1 share **KOLA/Mannhattan, KS**. Allow me to make money for you! **SCOTT** (316) 872-7110. (2/6)

Six-year veteran with a few skeletons in my closet seeks first PD opportunity. **CHR/AC**. **Tom** turnaround. **SCOTT**: (316) 872-7110. (2/6)

22-year pro with multitrack production seeks production, programming, or AM drive shift. Prefer **AC/CHR/Oldies/Urban**. **TOM REYNOLDS**: (614) 476-9310. (2/6)

Seek slot in Michigan or Florida. **AC/CHR** or Oldies. 13 years' experience, positive attitude. Good reference, team player. **VIC DOUCETTE**: (505) 722-3489. (2/6)

Energetic, hard-working, reliable DJ wants to help your ratings. Willing to work anywhere at anytime. **CHRIS**: (216) 277-5661. (2/6)

Ready for a new challenge. Prefer the South. Eight years' experience. **PD/MD/AT/Production**. All shifts. **LARRY**: (601) 334-4559/335-7049. (2/6)

Topnotch sports coverage including excellent PBP sports talk. Reporting is just a phone call away. Knowledgeable with great sports voice. **BILL**: (216) 255-8143. (2/6)

TRANSSTAR

The industry's fastest growing radio network is seeking qualified weekend talent for **THE OLDIES CHANNEL**. If you live in the Southern California area, have a minimum of two years' major market experience, and would like to join a team of dedicated professionals, send a resume and current sample of your work to: **Bill Michaels, Program Director, 6430 Sunset Blvd., Suite 401, Los Angeles, CA 90028. No calls please. EOE M/F**

OPPORTUNITIES

POSITIONS SOUGHT

News personality with eight years' experience as anchor/news director. Ready to add sparkle to your programming. MARTY: (813) 772-1959. (2/6)

Need creative, natural, hardworking team player? Excellent writing/production skills. Five years' experience. Prefer Midwest. JOE: (214) 692-8962. (2/6)

Bags packed, tank filled. Former major market jock getting ulcers from unemployment. Any size market and shift. CHR/AC/Country. MIKE: (519) 451-7658. (2/6)

Chief engineer/Former CE at AM/FM in Boston, Houston, Miami, Ft. Lauderdale. MEYER GOTTESMAN: (619) 352-5688. (2/6)

Experienced, hardworking newswoman seeks move. B.S. degree. STEPHANIE: (801) 586-4410. (2/6)

Rocker seeks fulltime Eastern AOR. FM/AM experience. B.A. Good production skills. BOB: (716) 586-0336. (2/6)

Hot medium market communicator seeks position. Three years' experience. CHR/AC/Urban. Fantastic pipes. Great personality. I'm ready! SID MILBURN: (614) 870-6951. (2/6)

You're there, I'm here. I'd rather be there, call me here. CHR/AC/AOR. Prefer South/SW. RICK: (806) 765-5051. (2/6)

Experienced personality with production ability seeks stable gig. Available now. JOHN A.: (312) 784-1327. (2/6)

Experienced jock willing to relocate. Production skills, news, sports, talk show. T&R: JOHN: (314) 364-1590. (2/6)

Can be made the right choice! Morning flair, top in production. Tight board, lives by the basics. Seek medium to large market. JOHN BACH: (303) 337-0012. (2/6)

If you're the right radio station, I'm the all personality that you're looking for. Production experience. CHR/AC/Country. JERRY: (205) 383-0147. (2/6)

Three years' experience and ready to take a step in the right direction. BILL: (308) 532-3344. (2/6)

PD available now for any size West Coast market. Know my stuff. 12 years' experience. No guessing, I'll spell out my program. GARY: (408) 377-2935. (2/6)

Where do I phone home? 12-year MM personality seeks continuing education. MD experience in AOR/CHR. Serious with Classic God. CANDI CHAMBERLAIN: (408) 255-5990. (2/6)

Morning man in a sunset town wants top 50 Country middays or PM drive. Creative production. 15 years' experience; six as music director. GENE: (608) 756-4022. (2/6)

Vanna White is pretty. I'm not, so I work for a living. Newsman. PETE: (303) 545-9659. (2/6)

Most people can talk but few are talk show hosts. Need a host? Let's talk. JOHN: (518) 477-4108. (2/6)

Experienced CHR/AC pro seeks new challenge in New Year. Prefer South or West. Team player, good production. Winning attitude. SHAWN: (505) 722-9025. (2/6)

15-year morning pro. Versatile with major market experience seeks a home with solid station. DAVE: (619) 666-6943. (2/6)

Western stations: News department circling wagons? Hire a savvy MD who can lead a charge, leaving competitors in the dust. DAVE ULMER: (901) 794-4695. (2/6)

JOE JOHNSON, formerly LOVE 94 MD/AM drive host, wants to make your station a winner. Eight years veteran, great production skills. Currently syndicating comedy bits. (305) 595-4261. (2/13)

Creative and energetic morning maniac wants to blow your AM drive ratings sky-high. Prefer CHR/Urban/AC/AOR. BILL: (313) 247-0532. (2/13)

Mornings, Full Service Image, Producer/Host, Community Immersion with station stressing Customer, Integrity, Quality, Reliability, Leadership and 15 years all format exuberance. John 305-296-4016.

Experienced AC announcer/communicator with ad agency and sales background available now to help you reach your goals. BRUCE: (602) 224-6223/(313) 781-5196. (2/13)

Looking for a star, not a shooting star? Are you good enough for me? Call JACK, the star. (303) 476-5868. (2/13)

Seek sports director (PBP) producer/announcer? Five years' experience reporting news. Will relocate. SEAT: (702) 368-2115. (2/13)

Award winning lifestyle news director interested in challenge and opportunity in SE. TERRY: (503) 331-3846. (2/13)

Husband/wife morning team voted number one by the prestigious Abovigne Spierman's Association. For God's sake call JOHNNY/ELAINE: (702) 331-1514. (2/13)

Experienced announcer. 10 years commercial stations. Excellent voice. Willing to relocate. MARK: (912) 927-4189. (2/13)

News veteran. Eight years' experience as anchor/reporter. Four years as news director in medium market seeks challenge. MARTY: (813) 772-1959. (2/13)

Nine year pro, production, on-air, MD, PD, GM experience. Hardworking, productive. KARL: (813) 334-2844. (2/13)

POSITIONS SOUGHT

Air contest winner, multiple best ears competition. Winner seeks new location as AT/MD or PD. CHUCK: (412) 856-6567. (2/13)

Research director, marketing degree, MD, air talent. Seek research/marketing position. TOM ROBINSON: (305) 658-9208. (2/13)

Medium to small market, please! I am a hard working, reliable, self-motivated AT with almost three years' experience. JEFF: (209) 532-6485. (2/13)

Announce five years' experience seeks fulltime position in Pittsburgh or Western PA. Overnights okay. SALL: (412) 793-9508. (2/13)

Six-year jock of all trades. Music, production, news. Literate. Format 41 or Country. Prefer Rockies/NE/MW. RUSS WHALEY: (605) 224-2412 evenings. (2/13)

Dreams are not enough! So I have creativity, good clerical skills, reliability, some copywriting experience. Seek entry level position in CA. DELA: (213) 933-2810. (2/13)

Well-rounded team player currently employed fulltime in upper Michigan would like to work parttime in Detroit, available in May. DOUG: (806) 227-3287. (2/13)

Operations manager with 17 years' radio experience. Prefer Virginia, North Carolina, PA. ALLAN: (804) 397-3714. (2/13)

Wild to midl 16 years' experience major market. References Bay Area and Northern California. Seeks on-air position. CHRISTOPHER: (916) 487-2904. (2/13)

Available now! The real Jack Daniels. 12 years' CHR wars, rock 'n roll veteran, seeks winning major market. Medium PD gig. (216) 961-5220. (2/13)

Four up books in a row! Current P-2 CHR talent wants to win in the bigs. First rate reporter. JIM: (218) 433-4381. (2/13)

Dedicated to rock and roll. Top 60 experience. Good production. available now. JOHN A.: (312) 784-1327. (2/13)

Miami's hottest vice city seeks top 74 years' experience programming, air and promotions. References Y100, I-95, WSHH, and BIRCH. PHIL STEPHENS (305) 584-5326. (2/13)

Phoenix/Tucson Jock with major market experience seeks on-air etc. Will consider any format. DAVE: (602) 840-5169. (2/13)

Major market jock looking for that elusive first PD gig. B.A., research experience. Will consider any format, anywhere. DAVE: (602) 840-5169. (2/13)

"KOMMANDER" DAVE KELLY

Seeking fame, fortune and happiness at personality CHR, AOR, AC. Will provide killer program for drive-time or prime night gig. Major market experienced. Great phones, drops, humor, musical knowledge, former Production Director. (216) 235-5202.

Eight years' experience from Big Bands to present. High programming/announcing skills. Seek parttime or fulltime position. VALENTINO: (717) 632-0469. (2/13)

English jock, young, and hungry seeks L.A. position. Profound musical knowledge. Voice plus personality plus commitment spells success. DANNY: (619) 222-1663. (2/13)

I hustle for news. Seek challenge with informative, intensive station. Top 25 market experience. STEVE: (818) 339-9839 or (209) 577-1409. (2/13)

30 years in broadcasting, proven track record. Seek MD, PD, or airshift. JACK ENGLISH: (215) 426-0797. (2/13)

Team player seeks new ball game in a bigger park. Airshift, news, production and copywriting experience. Prefer medium Southeast market. LISA: (305) 743-0471. (2/13)

Two-year news anchor who has covered football to politics. Flexible reporting job. Will relocate anywhere. DAVID MELLO: (408) 385-0194. (2/13)

Program director seven years' AC, CHR programming, 11 years' experience AC. Community-involved, promotion-oriented. Team player. MARK HAMMOND: (408) 757-3414. (2/13)

Be my soup line savior! Five-year pro, formerly with WROO/Charlotte seeks fulltime airshift. CHR/AC. Prefer Southeast. SCOTT: (803) 249-8279. (2/13)

Tired of the rat race! 11 years' CHR and still love radio. Seek small market Florida West coast or in the Carolinas. (803) 457-4556. (2/13)

B-97-FM/Milwaukee & WZOK/FM/Rockford air personality. Pivotal roles, fulltime airshift. CHR/AC. Top 100 markets only! Any shift. BRUCE: (312) 872-4846. (2/13)

ACE copywriter, also production and announcing. Most recent work: TV station. Will relocate for right opportunity. REBECCA: (504) 367-3552. (2/13)

Seasoned professional with 10 years' experience in programming, production, news, and sports seeks opening in Midwest. KIRK: (816) 356-6934. (2/13)

Experienced DJ, good production skills, currently holding daily eight-hour airshift in small New York market. Prefer East-Northeast. RAY: (607) 324-0149. (2/13)

POSITIONS SOUGHT

Experienced programmer/morning talent for medium to large city. Six years as a PD, mature and bottom-line oriented. J.R. GREYER: (314) 474-6258. (2/13)

Looking for experience, organization, hard work and strong news skills? Call this newswoman at (312) 746-2580. (2/13)

JON BRENT, formerly of KCBS-FM & KRQR/San Francisco. Proven personality, ready to go! CHR/AOR/AC. (209) 523-6332. (2/13)

Ready to move. Eight year pro. News/Sports/PBP. Prefer medium major market. BRUCE: (813) 349-0546. (2/13)

Eager, talented, hungry, and ready seeks challenge. Seven years' experience. AC/CHR, medium or major market. BOB: (309) 828-5479. (2/13)

Seasoned, warm, creative communicator, experienced in talk/interview, seeks small to medium market. Prefer Classical/Jazz or Easy Listening. JIM: (714) 839-5105. (2/13)

Hardworking anchor/reporter. Great attitude, team player seeks fulltime work in Midwest market. News director experience. CHRIS: (616) 965-2851. (2/13)

Hello Tucson, Flagstaff, Page and other points in Arizona Country jock available immediately. Prefer small/medium markets. Yes, I'll do overnights. JERRY: (602) 846-1459. (2/6)

HELD HOSTAGE (In Pittsburgh, PA)
Creative PD/PM Jerry "DJ" Strothers seeks release. Heavy into community affairs and PR. Interview me on-air live 10AM to 3PM EST. (412) 244-TV72. "I can't last much longer."

Bergaint Large metro experience, music director, and drive-time knowledge seeks medium or major gig. Any shift, any place. ADR/GLD/AC. (609) 655-0740. (2/13)

Upper Midwest veteran radio personality seeks airshift/sales/production opportunity. (605) 343-3987 weekends. (2/13)

Successful combo programmer in market of 55,000 plus. Seven years on-air major market. Creative, resourceful, and organized, seeks competitive situation. (615) 883-5900. (2/13)

Community minded PD/MD with warm "mature" sound is available now! A real team player with public appearance abilities. MICHAEL: (615) 381-5159. (2/13)

AOR pro seeks pro operation. Medium/major market. PD/MD experience. MAX: (806) 273-7575. (2/13)

No jerk! I've been lied to again! 10-year pro seeks stable operation. West or South. AC/CHR/AOR, management experience. JEFF: (806) 273-7575. (2/13)

PD/MD seeks new and greater challenge. All dayparts, with eight years in radio. Will relocate, great investment. B.M.M.: (616) 625-9744. (2/13)

MD/AM/PM/Middays with experience. Team workaholic wants to move up and learn more. Will relocate so call me today, collect. D.A.S.: (616) 625-9744. (2/13)

Former middle/production director with six years' experience. It's simple, I prefer CHR/Oldies/AC to radio shack. DAVID: (804) 748-2234. (2/13)

David Page, formerly Q107/Washington, FM 100/Memphis, WTXI/New Orleans, is available. Morning drive, news or telephone talk. (202) 333-4621. (2/13)

Big Band/AC/CHR/Country jock with four and a half years' experience seeks to reestablish fulltime career in radio. Last worked in Pittsburgh. JOHN QUAYLE: (412) 228-0563. (2/13)

Stable CHR air talent seeks new challenge in New Year at CHR/Urban/AC in South or West. SHAWN: (505) 722-9025. (2/13)

I'M DEDICATED
News Anchor and Talk Host - I've done both - background includes WGR/KIOA/WOKD - Great references - now available - all locations
Jim 518-436-4162 call anytime

15-year morning pro with major market experience seeks large market. Good ratings, itching to win with stable operation. Gimme a listen. DAVE: (419) 666-6943. (2/13)

Experienced, hardworking copywriter/announcer, who doesn't mind working late, seeks fulltime position along the front range of Colorado. MARK: (303) 857-6398. (2/13)

Need an air personality? B-97FM/Milwaukee & WZOK/Rockford. Proven personality. Cheers, characters, voices, phones. Top 100 only! BRUCE: (312) 872-4846. (2/13)

Denver broadcaster seeks employment in Colorado area, radio or television. Good looks, great voice and reliable. (303) 444-1071. (2/13)

POSITIONS SOUGHT

Jeff of all trades! Copywriting, newswriting, and production. I can be an asset to your station. Willing to relocate. JEFF JONES: (815) 272-2503. (2/13)

Energetic air personality/copywriter, team player. Two years' CHR/AC experience. CHR/AC formats, seeks home in small/medium market. Will relocate. NORRIS: (602) 828-0177. (2/13)

DRAFT NOTICE

Upper Midwest Radio School gives you the chance to draft some of the hottest new broadcasters. Air talent, news and production. (Best of all - they'll save you money!) Call for a first round draft pick today at 701-832-0427. MSB, P.O. Box 2126, Minot, ND 58702.

Sharp, enthusiastic team player with MD experience. I want you, you'll want me! Will work anywhere. CHR/Urban. Gable me up now. SCOTT: (213) 851-5769. (2/13)

Top-rated night CHR jock wants to relocate. Team player, great attitude. PAUL (414) 463-3870. (2/13)

Talk show host heavy on issues and controversy. Major market pro. (518) 477-4108. (2/13)

Too hot for this city and I'm ready to move on. Team player! CHR/Urban. Available now. Call J.R.: (606) 233-3064/255-5398. (2/13)

Take charge leader who's done it all seeks PD/ND position with small market F50 outlet. PETE: (303) 545-9659. (2/13)

MISCELLANEOUS

Our service is quick but not quick enough. KS-98 is modern Country and needs record service from all labels. Please send to: Jesse James, KS-98 Radio, Box 359, Pittsburg, KS 66762. (2/13)

Important notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

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.

KOKY
1250-AM
Little Rock, Arkansas

Proudly Presents The
Leo "Jocko" Carter
Testimonial Dinner
and
Concert

FEBRUARY 21st, 1987
At
WOODY'S SHERWOOD
FOREST
SHERWOOD, ARKANSAS
Cocktail Hour/Dinner - 6:00 p.m. - 8:00 p.m.
Concert - 8:00 p.m. - Until

OUR THEME
FOR THE EVENING
"DO YOU GET
ENOUGH LOVE"
FEATURING
"SHIRLEY JONES"
AND
"D-Train"

TO SEND DONATIONS
FORWARD TO:

Leo "Jocko" Carter
c/o Union National Bank
1 Union Plaza
Little Rock, AR 72201
Acct # 45-163-991

FOR HOTEL ACCOMODATIONS

Please call the Radisson Hotels:
1-800-228-9822; within the Little Rock
Area, Ask for Alice Cason, 374-0100.
Room Rates are \$45.00 per night and
includes a complimentary breakfast.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Alpha

ANNE MURRAY "On & On"
MADONNA "Open Your Heart"
JANET JACKSON "Let's Wait Awhile"
PAUL McCARTNEY "Only Love Remains"

Broadcast Programming

John Sherman-Jay Albright (800) 426-9082

Adult Contemporary

KOOL & THE GANG "Stone Love"

Modern Country

RICKY VAN SHELTON "Wild Eyed Dream"
OAK RIDGE BOYS "It Takes A Little Rain"
PARTON, RONSTADT & HARRIS "To Know Him..."

Century 21

Greg Stephens (214) 934-2121

The Z Format

SURVIVOR "How Much Love"
EXPOSE "Come Go With Me"
HIPSWAY "The Honeythief"
CLUB NOUVEAU "Lean On Me"
GENESIS "Tonight, Tonight, Tonight"

The AC Format

SHEILA E "Hold Me"
SHIRLEY MURDOCK "As We Lay"
'TIL TUESDAY "Coming Up Close"

Super-Country

K.T. OSLIN "Wall Of Tears"
GIRLS NEXT DOOR "Walk Me In The Rain"
PAKE & REBA McENTIRE "Heart Vs. Heart"
SHOOTERS "They Only Come Out At Night"
TOMMY ROE "Let's Be Fools Like That Again"
PARTON, RONSTADT & HARRIS "To Know Him..."

Concept Productions

Elvin Ichijima (916) 782-7754

CHR

ROBBIE NEVIL "Dominoes"
HIPSWAY "The Honeythief"
CLUB NOUVEAU "Lean On Me"
BARBUSTERS "Light Of Day"
MADONNA "Where's The Party"
A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting..."

Country

GARY MORRIS "Plain Brown Wrapper"
JUDY RODMAN "Girls Ride Horses Too"
RICKY SKAGGS "I Wonder If I Care As Much"
STEVE EARLE "Goodbye's All We've Got Left"
HANK WILLIAMS JR. "When Something Is Good..."
PARTON, RONSTADT & HARRIS "To Know Him..."

AC

SHIRLEY MURDOCK "As We Lay"
KENNY ROGERS "Twenty Years Ago"
ROBERT CRAY BAND "Smoking Gun"
GREGORY ABBOTT "I Got The Feelin' (It's Over)"
A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting..."

Drake-Chenault

Bob Laurence (800) 247-3303

XT-40

EXPOSE "Come Go With Me"
JEFF LORBER "Facts Of Love"
BILLY IDOL "Don't Need A Gun"
GENESIS "Tonight, Tonight, Tonight"

Contempo 300

BRUCE SPRINGSTEEN "Fire"
KENNY ROGERS "Twenty Years Ago"
MIKI HOWARD "Come Share My Love"
PAUL McCARTNEY "Only Love Remains"

Great American Country

Media General

Broadcast Services

Bob Dumas (901) 320-4433

RICKY SKAGGS "I Wonder If I Care As Much"
STEVE EARLE "Goodbye's All We've Got Left"
O'KANES "Can't Stop My Heart From Loving You"
PARTON, RONSTADT & HARRIS "To Know Him..."

Action

SHEILA E "Hold Me"
BRUCE SPRINGSTEEN "Fire"
CHINA CRISIS "Arizona Sky"
'TIL TUESDAY "Coming Up Close"
TINA TURNER "What You Get Is What You See"
BURNS SISTERS BAND "Listen To The Beat Of A Heart"

MEDIA GENERAL CONTINUED

Your Country

JUDDS "Don't Be Cruel"
DON WILLIAMS "Senorita"
KATHY MATTEA "You're The Power"
BILLY VERA & THE BEATERS "At This Moment"

Hit Rock

BRUCE SPRINGSTEEN "Fire"
CLUB NOUVEAU "Lean On Me"
GENESIS "Tonight, Tonight, Tonight"
ANITA BAKER "Caught Up In The Rapture"
TINA TURNER "What You Get Is What You See"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

OAK RIDGE BOYS "It Takes A Little Rain"
RICKY SKAGGS "I Wonder If I Care As Much"
PARTON, RONSTADT & HARRIS "To Know Him..."

The Ultimate AC

BONNIE RAITT "Crime Of Passion"
MIKI HOWARD "Come Share My Love"

The Programming

Consultants

Steve Penny (800) 843-7807

Stereo Rock

CLUB NOUVEAU "Lean On Me"
BILLY IDOL "Don't Need A Gun"
GENESIS "Tonight, Tonight, Tonight"

AC

PAUL McCARTNEY "Only Love Remains"
READY FOR THE WORLD "Love You Down"
STARSHIP "Nothing's Gonna Stop Us Now"
HUEY LEWIS & THE NEWS "Jacob's Ladder"

Country

JUDY RODMAN "Girls Ride Horses Too"
GIRLS NEXT DOOR "Walk Me In The Rain"
PAKE & REBA McENTIRE "Heart Vs. Heart"
OAK RIDGE BOYS "It Takes A Little Rain"

Radio Arts

John Benedict (818) 341-0225

Country's Best

DON WILLIAMS "Senorita"
STEVE EARLE "Goodbye's All We've Got Left"
RICKY SKAGGS "I Wonder If I Care As Much"

Soft Contemporary

MIKI HOWARD "Come Share My Love"
STARSHIP "Nothing's Gonna Stop Us Now"

Sound 10

KENNY ROGERS "Twenty Years Ago"
RESTLESS HEART "I'm Still Loving You"
BURNS SISTERS "Listen To The Beat Of A Heart"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

TOTO "Without Your Love"

Country Coast-To-Coast

SAWYER BROWN "Gypsies On Parade"
TOM WOPAT "The Rock And Roll Of Love"
REBA McENTIRE "Let The Music Lift You Up"

Rock 'N' Hits

SANTANA "Vera Cruz"
RUN DMC "It's Tricky"
ROBBIE NEVIL "Dominoes"
DURAN DURAN "Skin Trade"
BARBUSTERS "Light Of Day"
COLIN JAMES HAY "Hold Me"
PSEUDO ECHO "Living In A Dream"
BELINDA CARLISLE "Band Of Gold"
LOS LOBOS "Shakin' Shakin' Shake"
BANGLES "Walking Down Your Street"
TINA TURNER "What You Get Is What You See"

Transtar

Adult Contemporary

Mike Tanner (213) 460-6383

JETS "You Got It All"
BRUCE HORNSBY & THE RANGE "Mandolin Rain"

Country

Rick Honea (213) 460-6383

STATLER BROTHERS "Forever"
MARIE OSMOND "I Only Wanted You"

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

Three Weeks	Two Weeks	Last Week	Artist	Title	Label
2	1	1	LIONEL RICHIE	Ballerina Girl (Motown)	
4	3	2	CHICAGO	Will You Still Love Me? (WB)	
3	2	3	BILLY VERA & THE BEATERS	At This Moment (Rhino)	
19	15	9	JETS	You Got It All (MCA)	
15	13	7	KENNY ROGERS	Twenty Years Ago (RCA)	
5	5	6	LINDA RONSTADT & JAMES INGRAM	Somewhere Out There (MCA)	
14	12	8	TOTO	Without Your Love (Columbia)	
8	6	4	JEFFREY OSBORNE	In Your Eyes (A&M)	
3	4	5	BILLY JOEL	This Is The Time (Columbia)	
—	19	13	BRUCE HORNSBY & THE RANGE	Mandolin Rain (RCA)	
—	20	11	JANET JACKSON	Let's Wait Awhile (A&M)	
—	17	12	PAUL McCARTNEY	Only Love Remains (Capitol)	
18	16	15	GLASS TIGER	Someday (Manhattan)	
BREAKER	16	10	JOURNEY	I'll Be Alright Without You (Columbia)	
DEBUT	15	15	LUTHER VANDROSS	Stop To Love (Epic)	
7	8	11	ANITA BAKER	Caught Up In The Rapture (Elektra)	
6	7	10	GREGORY ABBOTT	Shake You Down (Columbia)	
9	10	14	BENJAMIN ORR	Stay The Night (Elektra)	
13	9	12	EL DeBARGE	Someone (Gordy/Motown)	
10	11	16	MIAMI SOUND MACHINE	Falling In Love (Uh-Oh) (Epic)	

FEBRUARY 13, 1987

Total Reports/Adds	Heavy	Medium	Light
41/0	34	6	1
39/2	27	9	3
37/0	25	9	3
36/3	24	10	2
37/3	17	13	7
32/0	21	8	3
32/2	20	11	1
32/0	18	11	3
31/0	12	16	3
33/1	15	15	3
30/5	7	18	5
30/3	3	23	4
24/2	10	12	2
23/3	11	10	2
28/6	4	20	4
24/0	7	12	5
21/0	7	9	5
17/0	6	8	3
21/0	9	7	5
19/0	4	7	8

MOST ADDED

- SERGIO MENDES (8)
- LUTHER VANDROSS (6)
- GREGORY ABBOTT (5)
- ARETHA FRANKLIN & GEORGE MICHAEL (5)
- JANET JACKSON (5)
- STEVE WINWOOD (5)

HOTTEST

- LIONEL RICHIE (28)
- BILLY VERA & THE BEATERS (20)
- CHICAGO (19)
- TOTO (15)
- JETS (13)
- LINDA RONSTADT & JAMES INGRAM (12)

BREAKERS

JOURNEY

I'll Be Alright Without You (Columbia)

53% of our reporters on it. Rotations: Heavy 11, Medium 10, Light 2, Total Adds 3, WHAS, WDBO, WJBC. Moves 18-14 on the Full-Service chart.

NEW & ACTIVE

- DARYL HALL "Someone Like You" (RCA) 15/3**
Rotations: Heavy 2/0, Medium 7/1, Light 6/2, Total Adds 3, KFMB, WCHS, WGOW, Heavy: WELI, KTWO, Medium including WCCO, KBOI, WNNR, WPOE, WMTR, WSTU, Light including WHBC, WROK, WTKO, WJBC.
- STARSHIP "Nothing's Gonna Stop Us Now" (Grunt/RCA) 12/3**
Rotations: Heavy 1/0, Medium 7/1, Light 4/2, Total Adds 3, KOY, WCHS, WJBC, Heavy: KTWO, Medium including KBOI, KUGN, WPOE, WTKO, WMTR, WSTU, Light including WICC, WNNR.
- AIR SUPPLY "Stars In Your Eyes" (Arista) 12/1**
Rotations: Heavy 0, Medium 8/0, Light 4/1, Total Adds 1, WJBC, Medium: WCHS, WIBA, WSPD, KUGN, KSL, WGBR, WASK, KVEC, Light including WHBC, WPOE, KFOD.
- RESTLESS HEART "I'll Still Be Loving You" (RCA) 11/3**
Rotations: Heavy 1/1, Medium 7/0, Light 3/2, Total Adds 3, WTMJ, WTC, WROK, Medium: WHBY, KUGN, KSL, WTKO, WASK, KTWO, KVEC, Light including WGBR.
- CHINA CRISIS "Arizona Sky" (A&M) 11/2**
Rotations: Heavy 0, Medium 4/1, Light 7/1, Total Adds 2, WSTU, WASK, Medium including WCCO, WPOE, KTWO, Light including WCHS, WHBC, WNNR, WMTR, WGBR, WJBC.
- MADONNA "Open Your Heart" (Sire/WB) 11/1**
Rotations: Heavy 5/0, Medium 5/0, Light 1/1, Total Adds 1, WCIL, Heavy: WICC, WHAS, WNNR, WSTU, KTWO, Medium: WGOW, WSPD, KBOI, WTKO, WMTR.
- STEVE WINWOOD "The Finer Things" (Island/WB) 10/5**
Rotations: Heavy 0, Medium 5/0, Light 5/2, Total Adds 5, KOY, WELI, WNNR, WSTU, KVEC, Medium including KUGN, KTWO, Light including WTKO, WMTR, WGBR.
- SHEILA E "Hold Me" (WB) 10/1**
Rotations: Heavy 0, Medium 9/0, Light 1/1, Total Adds 1, WNNR, Medium: WCCO, WCHS, WELI, KUGN, KSL, WTKO, WCIL, WASK, KVEC.

- MAUREEN MCGOVERN "I Could Have Been A Sailor" (Columbia) 9/2**
Rotations: Heavy 0, Medium 4/1, Light 5/1, Total Adds 2, KFOD, KVEC, Medium including WCCO, WSPD, KSL, Light including WHBY, WTKO, WGBR, WJBC.
- BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 9/1**
Rotations: Heavy 1/0, Medium 3/0, Light 5/1, Total Adds 1, WJBC, Heavy: WTKO, Medium: WCCO, KTWO, KVEC, Light including KBOI, WNNR, WMTR, WSTU.
- SERGIO MENDES "What Do We Mean To Each Other" (A&M) 8/8**
Rotations: Heavy 0, Medium 1/1, Light 7/7, Total Adds 8, WCHS, WHBY, WROK, KUGN, WTKO, WGBR, WJBC, WASK.
- BRUCE WILLIS "Respect Yourself" (Motown) 8/1**
Rotations: Heavy 0, Medium 5/0, Light 3/1, Total Adds 1, WGOW, Medium: WICC, WNNR, WPOE, WMTR, WSTU, Light including KBOI, WTKO.

SIGNIFICANT ACTION

- PAUL SIMON "The Boy In The Bubble" (WB) 7/4**
Rotations: Heavy 0, Medium 1/0, Light 6/4, Total Adds 4, WTKO, WGBR, WJBC, KTWO, Medium: KUGN, Light including WCHS, KFOD.
- TIL TUESDAY "Coming Up Close" (Epic) 7/2**
Rotations: Heavy 1/0, Medium 3/0, Light 3/2, Total Adds 2, WNNR, WMTR, Heavy: KTWO, Medium: KUGN, WASK, KVEC.
- MIKI HOWARD "Come Share My Love" (Atlantic) 7/2**
Rotations: Heavy 0, Medium 1/0, Light 6/2, Total Adds 2, KUGN, WSTU, Medium: WNNR, Light including WHBC, WTKO, WMTR, WGBR.
- READY FOR THE WORLD "Love You Down" (MCA) 7/1**
Rotations: Heavy 0, Medium 6/1, Light 1/0, Total Adds 1, KJR, Medium including WICC, WNNR, WMTR, WSTU, KFOD, Light: WGW.
- GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 6/5**
Rotations: Heavy 0, Medium 0, Light 6/5, Total Adds 5, KBOI, WPOE, WMTR, WGBR, KTWO, Light including WHBY.
- KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 6/3**
Rotations: Heavy 1/0, Medium 0, Light 5/3, Total Adds 3, KJR, KBOI, KUGN, Heavy: KTWO, Light including WNNR, WMTR.
- ARETHA FRANKLIN & GEORGE MICHAEL "I Knew You Were Waiting (For Me)" (Arista) 5/5**
Rotations: Heavy 0, Medium 0, Light 5/5, Total Adds 5, WPOE, WMTR, WGBR, KFOD, KTWO.
- DOWNES & PRICE "My Imagination" (Atlantic) 4/1**
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, KUGN, Medium: KSL, KVEC, Light including WGBR.
- RUSS TAFF "I'm Not Alone" (A&M) 4/1**
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WJBC, Medium: WCCO, KVEC, Light including WGBR.
- BRUCE SPRINGSTEEN "Fire" (Columbia) 4/1**
Rotations: Heavy 0, Medium 3/0, Light 1/1, Total Adds 1, WNNR, Medium: KUGN, WCIL, KTWO.
- GENESIS "Tonight, Tonight, Tonight" (Atlantic) 3/3**
Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WCHS, WPOE, KTWO.
- GWEN GUTHRIE "Close To You" (Polydor/PolyGram) 3/1**
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WHBY, Medium: KTWO, Light including WGBR.
- COLIN JAMES HAY "Hold Me" (Columbia) 3/0**
Rotations: Heavy 0, Medium 1/0, Light 2/0, Total Adds 0, Medium: KTWO, Light: WTKO, WMTR.

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ADULT CONTEMPORARY

BREAKERS

BURNS SISTERS

Listen To The Beat Of A Heart (Columbia)

54% of our reporters on it. Rotations: Heavy 1, Medium 27, Light 25, Total Adds 8, WARM98, WMYX, B100, WIVY, 3WM, WGSY, WFFX, WXUS. Debuts at number 29 on the AC chart.

POINTER SISTERS

All I Know Is The Way I Feel (RCA)

53% of our reporters on it. Rotations: Heavy 2, Medium 34, Light 16, Total Adds 7, WAEB, WKYE, KEY103, WTFM, KVVU, WGSY, WAHR. Debuts at number 28 on the AC chart.

RESTLESS HEART

I'll Still Be Loving You (RCA)

51% of our reporters on it. Rotations: Heavy 3, Medium 27, Light 20, Total Adds 11 including KVIL, WAEB, KEY103, WRKA, 3WM, KWFM, WGSY. Debuts at number 30 on the AC chart.

CHINA CRISIS

Arizona Sky (A&M)

50% of our reporters on it. Rotations: Heavy 3, Medium 21, Light 25, Total Adds 6, KKUA, KMZQ, WAGE, WMT-FM, KWEB, KMGQ.

NEW & ACTIVE

SHIRLEY MURDOCK "As We Lay" (Elektra) 47/17

Rotations: Heavy 0, Medium 16, Light 29/12, Total Adds 17 including KVIL, W101, WAEB, WKGW, WTFM, WIZD, WTRX, 3WM, KWFM, WMMJ, WTRV, KWEB. Medium including WNIC, KELT, WNAM, WQHO, WPPA, WSKY, WAGE, WORG.

HUEY LEWIS & THE NEWS "Jacob's Ladder" (Chrysalis) 39/5

Rotations: Heavy 17/0, Medium 17/2, Light 5/3, Total Adds 5, KYKY, KGW, WIVY, KCIX, KKUA. Heavy including WHTX, WLTT, WKYE, WSFL, WHVE, KDKU, WCKO, WCHV, KRLB. Medium including WSNI, KVIL, WLTF, B100, K101, U102.

SHEILA E "Hold Me" (WB) 37/10

Rotations: Heavy 0, Medium 15/1, Light 22/9, Total Adds 10, WNIC, WLHT, WFMK, WKNE, WGLL, WQHO, WPPA, WCKO, KTYL, KKLK, Medium including WKGW, WNAM, KWFM, WEIM, WSKY, WCHV, WBGW, WZLO, KYJC, KOSW.

STEVE WINWOOD "The Finer Things" (Island/WB) 35/14

Rotations: Heavy 1/0, Medium 19/5, Light 15/9, Total Adds 14 including WLTF, WKGW, WXTX, WTFM, WNAM, WGMN, KMZQ, WQHO, WORG, KFSB, K99, KOSW. Heavy: WSKY. Medium including WARM98, WKYE, WIZD, KWAV, WMMJ, WGLL, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 JOURNEY	94/1	83	10	1
2 LIONEL RICHIE	92/2	72	16	4
3 BRUCE HORNSBY & THE RANGE	94/0	69	24	1
4 JETS	93/2	74	15	4
5 GLASS TIGER	91/0	71	19	1
6 TOTO	94/1	68	24	2
7 CHICAGO	82/0	67	13	2
8 LUTHER VANDROSS	88/5	57	26	5
9 JANET JACKSON	94/5	33	55	6
10 LINDA RONSTADT & JAMES INGRAM	69/0	30	28	11
11 KANSAS	74/1	49	20	5
12 BILLY VERA & THE BEATERS	67/0	21	40	6
13 MADONNA	71/2	35	33	3
14 STARSHIP	81/21	11	45	25
15 READY FOR THE WORLD	72/2	24	38	10
16 BRUCE WILLIS	72/4	21	43	8
17 DARYL HALL	78/3	15	50	13
18 PAUL McCARTNEY	77/7	14	45	18
19 BILLY JOEL	57/0	13	40	4
20 GREGORY ABBOTT	48/0	12	29	7
21 KENNY ROGERS	64/1	19	37	8
22 ANITA BAKER	41/0	3	27	11
23 MIKI HOWARD	58/5	8	37	13
24 HUEY LEWIS & THE NEWS	39/5	17	17	5
25 KOOL & THE GANG	57/4	3	41	13
26 ARETHA FRANKLIN	39/0	8	26	5
27 COREY HART	49/0	9	28	12
28 POINTER SISTERS	52/7	2	34	16
29 BURNS SISTERS	53/8	1	27	25
30 RESTLESS HEART	50/11	3	27	20

MOST ADDED

A. FRANKLIN & G. MICHAEL (26)
STARSHIP (21)
GENESIS (18)
SERGIO MENOES (18)
SHIRLEY MURDOCK (17)
GREGORY ABBOTT (15)
ALAN PARSON PROJECT (14)
STEVE WINWOOD (14)
PAUL SIMON (12)
SURVIVOR (13)
RESTLESS HEART (11)

HOTTEST

JOURNEY (60)
LIONEL RICHIE (51)
JETS (47)
GLASS TIGER (42)
CHICAGO (38)
TOTO (37)
BRUCE HORNSBY & THE RANGE (37)
LUTHER VANDROSS (23)
KANSAS (17)
LINDA RONSTADT & JAMES INGRAM (17)
MADONNA (15)

'TIL TUESDAY "Coming Up Close" (Epic) 30/3

Rotations: Heavy 2/0, Medium 10/0, Light 18/3, Total Adds 3, B100, WKYE, WJON. Heavy: WSKY, WBGW. Medium: KIFM, WEIM, WSKY, WTRX, WCKO, KRLB, KQSW, KMGQ, KALE. Light including WKGW, WTFM, WSFL.

ARETHA FRANKLIN & GEORGE MICHAEL "I Knew You Were Waiting (For Me)" (Arista) 26/26

Rotations: Heavy 0, Medium 5/5, Light 21/21, Total Adds 26 including KYKY, B100, WKYE, WTFM, WNAM, WTRX, WKNE, WGLL, WQHO, WPPA, WSKY, WCHV, WORG, WAEV, WBGW, WZLO, KTYL, WMTFM, KKLK, KYJC, KOSW.

SIGNIFICANT ACTION

EDDIE MONEY "I Wanna Go Back" (Columbia) 24/6

Rotations: Heavy 2/1, Medium 12/1, Light 10/4, Total Adds 6, WLTT, KKLK, KIOA, WSKY, KRLB, KOSW. Heavy including WGLL. Medium including WHTX, WLTF, WKYE, WRKA, WSFL, WHVE, KVVU, WSKY, WCKO, WAEV, WFFX.

JENNIFER WARNES "Ain't No Cure For Love" (Dypress/PolyGram) 22/1

Rotations: Heavy 4/0, Medium 6/0, Light 12/1, Total Adds 1, KRLB. Heavy: WCHV, WMTFM, WJON, KOSW. Medium: WSKY, WCKO, WAHR, WBGW, KYJC, KMGQ. Light including WSFL, WLHT, WFMK, WKNE, WQHO, WGSV, KFSB, WBDW, KKLK.

HOWARD JONES "All I Want" (Elektra) 22/0

Rotations: Heavy 0, Medium 9/0, Light 13/0, Total Adds 0, Medium: KIOA, KWFM, WSKY, WGLL, WQHO, WPPA, WCHV, WZLO, KKLK, KALE. Light including B100, WAEB, WRKA, WTRX, WGSV, WAGE, KFSB, WJON, WBDW, KOSW.

ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 21/6

Rotations: Heavy 1/0, Medium 6/1, Light 14/5, Total Adds 6, WAEB, WPPA, WCKO, WAGE, WBGW, KYJC. Heavy: WSKY. Medium including WKYE, WGLL, WORG, WAEV, KALE. Light including WNAM, WEIM, WSKY, KRLB, WZLO, KTYL.

GENESIS "Tonight, Tonight, Tonight" (Atlantic) 20/18

Rotations: Heavy 1/0, Medium 9/0, Light 10/10, Total Adds 18, WHTX, B100, WKYE, WRKA, WIZD, WHVE, KIOA, WMMJ, WGLL, WSKY, WPPA, WSKY, WCKO, WAGE, KRLB, WAEV, WFFX, K99. Heavy: WLT. Medium including WMMJ.

LIONEL RICHIE "Deep River Woman" (Motown) 20/2

Rotations: Heavy 8/0, Medium 8/0, Light 4/2, Total Adds 2, WLTF, KWAV. Heavy: WHTX, KMJ, WKYE, WEZC, KELT, WMMG, WAHR, KWEB. Medium: KVIL, 2WD, W101, KEZR, WXTX, WAEV, WMTFM. Light including WKYX, WJON.

SERGIO MENDES "What Do We Mean To Each Other" (A&M) 19/18

Rotations: Heavy 0, Medium 4/4, Light 15/14, Total Adds 18, WNAM, WKNE, WSKY, WQHO, WPPA, WSKY, WGSV, WAGE, WORG, WBGW, WZLO, KTYL, WMTFM, KFSB, KYJC, KOSW, KALE, WCKO. Light including KKLK.

PAUL SIMON "The Boy In The Bubble" (WB) 19/12

Rotations: Heavy 0, Medium 2/1, Light 17/11, Total Adds 12, KEY103, KIOA, KWAV, WEIM, WSKY, WCKO, WCHV, WGSV, WORG, WBDW, KOSW, KMGQ. Medium including KALE. Light including WAEV, WBGW, KTYL, WMTFM, KKLK, KYJC.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 17/15

Rotations: Heavy 0, Medium 3/2, Light 11/13, Total Adds 15, WNIC, B100, KIOA, WMMJ, WEIM, WQHO, WCKO, WCHV, WAGE, KRLB, WBGW, KTYL, WMTFM, KMGQ, KALE. Medium including WTFM. Light including WAEV.

LONE JUSTICE "Shatter" (Geffen) 17/3

Rotations: Heavy 2/0, Medium 9/1, Light 6/2, Total Adds 3, B100, WCHV, KRLB. Heavy: WCKO, KOSW. Medium including KIFM, WTFM, WSFL, KWAV, WSKY, WBGW, KYJC, KALE. Light including KDKU, WEIM, WSKY, WBDW.

BRUCE SPRINGSTEEN "Fire" (Columbia) 16/2

Rotations: Heavy 0, Medium 7/1, Light 9/1, Total Adds 2, KMJ, WSKY. Medium including KDKU, WEIM, WGLL, WSKY, WCKO, WAEV. Light including B100, KIFM, WKYE, WTRX, WORG, WBGW, KTYL, WMTFM.

ALAN PARSONS PROJECT "Standing On Higher Ground" (Arista) 15/14

Rotations: Heavy 1/0, Medium 1/1, Light 13/13, Total Adds 14, WNAM, WEIM, WSKY, WCKO, WCHV, WGSV, WORG, WKYX, WAEV, WBGW, WZLO, KKLK, KYJC, KALE. Heavy: WSKY.

GWEN GUTHRIE "Close To You" (Polydor/PolyGram) 15/6

Rotations: Heavy 0, Medium 2/1, Light 13/5, Total Adds 6, WXTX, WEIM, WSKY, WGSV, WZLO, WJON. Medium including KMGQ. Light including WNAM, WSKY, WQHO, WCKO, WCHV, WAGE, KRLB, WBGW.

BONNIE RAITT "Criminals Of Passion" (WB) 13/0

Rotations: Heavy 0, Medium 8/0, Light 5/0, Total Adds 0, Medium: WMYX, WEIM, WGLL, WSKY, WCHV, WORG, WBGW, KALE. Light: KDKU, WZLO, KYJC, KOSW, KMGQ.

PRETENEERS "My Baby" (Sire/WB) 11/0

Rotations: Heavy 1/0, Medium 6/0, Light 4/0, Total Adds 0, Heavy: WSKY. Medium: WSFL, WCKO, WCHV, WBGW, KOSW, KALE. Light: WTRX, WEIM, WORG, KYJC.

DOWNS & PRICE "My Imagination" (Atlantic) 10/1

Rotations: Heavy 0, Medium 3/0, Light 7/1, Total Adds 1, KIOA. Medium: WEIM, WCHV, WBGW. Light including WNAM, WQHO, WGSV, WZLO, WJON, KOSW.

TINA TURNER "What You Get Is What You See" (Capitol) 10/0

Rotations: Heavy 0, Medium 4/0, Light 6/0, Total Adds 0, Medium: WHTX, WPPA, WCKO, K99. Light: WKYE, U102, WRKA, WHVE, WEIM, WFFX.

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.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

FEBRUARY 13, 1987

Three
Weeks

Three Weeks	Two Weeks	Last Week		
11	8	5	1	SKO/Baby's Got A New Baby (MTM)
13	10	6	2	RESTLESS HEART/If I Still Be Loving You (RCA)
8	6	4	3	RANDY TRAVIS/No Place Like Home (WB)
6	2	1	4	LEE GREENWOOD/Mornin' Ride (MCA)
17	13	7	5	STEVE WARINER/Small Town Girl (MCA)
16	15	9	6	KENNY ROGERS/Twenty Years Ago (RCA)
14	12	8	7	SWEETHEARTS OF THE RODEO/Midnight Girl/Sunset Town (Columbia)
7	3	3	8	EDDY RAVEN/Right Hand Man (RCA)
15	14	11	9	JUICE NEWTON/What Can I Do With My Heart (RCA)
21	16	12	10	GATLIN BROTHERS/Talkin' To The Moon (Columbia)
5	1	2	11	EARL THOMAS CONLEY/I Can't Win For Losin' You (RCA)
26	18	14	12	GEORGE STRAIT/Ocean Front Property (MCA)
24	19	16	13	ALABAMA/"You've Got" The Touch (RCA)
20	17	15	14	STATLER BROTHERS/Forever (Mercury/PG)
28	23	19	15	BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)
23	20	17	16	JOHN SCHNEIDER/Take The Long Way Home (MCA)
27	21	18	17	MARIE OSMOND/I Only Wanted You (Capitol/Curb)
33	24	20	18	HIGHWAY 101/The Bed You Made For Me (WB)
38	31	24	19	WAYLON JENNINGS/Rose In Paradise (MCA)
32	25	22	20	ANNE MURRAY/On And On (Capitol)
35	29	26	21	GEORGE JONES/The Right Left Hand (Epic)
41	32	28	22	T. GRAHAM BROWN/Don't Go To Strangers (Capitol)
31	27	25	23	TOM WOPAT/Rock And Roll Of Love (EMI America)
1	5	10	24	CRYSTAL GAYLE/Straight To The Heart (WB)
—	30	30	25	REBA McENTIRE/Let The Music Lift You Up (MCA)
—	—	33	26	JUDDOS/Don't Be Cruel (RCA/Curb)
37	33	29	27	RICKY VAN SHELTON/Wild-Eyed Dream (Columbia)
—	40	32	28	MICHAEL MARTIN MURPHY & HOLLY DUNN/A Face In The Crowd (WB)
42	35	31	29	SAWYER BROWN/Gypsies On Parade (Capitol/Curb)
48	41	35	30	MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA)
3	4	13	31	TANYA TUCKER/If I Come Back As Another... (Capitol)
BREAKER	12	11	32	D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB)
11	11	21	33	KEITH WHITLEY/Homecoming '63 (RCA)
BREAKER	25	25	34	DON WILLIAMS/Senorita (Capitol)
BREAKER	2	9	35	KATHY MATTEA/You're The Power (Mercury/PG)
2	9	23	36	RONNIE MILSAP/How Do I Turn You On (RCA)
40	36	34	37	RONNIE McDOWELL/Lovin' That Crazy Feelin' (MCA/Curb)
BREAKER	4	7	38	O'KANES/Can't Stop My Heart From Lovin' You (Columbia)
4	7	27	39	NITTY GRITTY DIRT BAND/Fire In The Sky (WB)
—	49	49	40	SHOOTERS/They Only Come Out At Night (Epic)
—	47	44	41	K.T. OSLIN/Wall Of Tears (RCA)
—	49	46	42	NANCI GRIFFITH/Lone Star State Of Mind (MCA)
—	47	47	43	BILLY VERA & THE BEATERS/At This Moment (Rhino)
DEBUT	49	44	44	STEVE EARLE/Goodbye's All We've Got Left (MCA)
49	44	41	45	TOMMY ROE/Let's Be Fools Like That Again (Mercury/PG)
DEBUT	10	22	46	RICKY SKAGGS/Wonder If I Care As Much (Epic)
10	22	36	47	GARY MORRIS/Leave Me Lonely (WB)
DEBUT	46	46	48	OAK RIDGE BOYS/I Takes A Little Rain (MCA)
DEBUT	46	46	49	GIRLS NEXT DOOR/Walk Me In The Rain (MTM)
DEBUT	46	46	50	JUDY RODMAN/Girls Ride Horses Too (MTM)

Total
Report/Adds

Heavy	Medium	Light	
164/2	136	26	2
162/1	124	33	5
156/0	135	13	8
156/0	127	21	8
162/0	119	40	3
163/1	110	52	1
157/1	108	41	8
150/1	120	20	10
162/2	91	64	7
163/0	77	83	3
147/0	104	33	10
160/1	78	80	2
164/2	59	103	2
150/3	89	52	9
162/1	37	118	7
156/0	56	94	6
154/1	51	85	18
152/6	29	92	31
161/6	7	112	42
139/5	23	86	30
141/7	20	96	25
153/12	7	106	40
141/4	22	84	35
113/1	55	33	25
147/14	5	89	53
147/32	6	67	74
126/8	8	80	38
145/15	4	73	68
125/8	3	89	33
140/22	5	71	64
86/0	28	30	28
114/67	1	31	82
80/0	29	34	17
103/15	2	45	56
111/20	1	44	66
76/0	27	25	24
85/2	8	47	30
108/31	1	35	72
71/0	16	33	22
88/21	2	26	60
79/10	1	30	48
80/9	1	32	47
60/8	4	25	31
76/30	0	19	57
59/1	0	32	27
72/25	0	22	50
37/0	12	13	12
58/41	0	13	45
73/9	0	25	48
63/44	0	10	53

MOST ADDED

O. PARTON, L. RONSTADT, E. HARRIS (67)
 JUDDY RODMAN (44)
 PAKE McENTIRE (44)
 OAK RIDGE BOYS (41)
 JUDDOS (32)
 O'KANES (31)
 STEVE EARLE (30)
 HANK WILLIAMS JR. (29)
 LYLE LOVETT (28)
 RICKY SKAGGS (25)

HOTTEST

SKO (79)
 RANDY TRAVIS (79)
 LEE GREENWOOD (58)
 EARL THOMAS CONLEY (57)
 STEVE WARINER (53)
 RESTLESS HEART (52)
 EDDY RAVEN (47)
 GEORGE STRAIT (38)
 KENNY ROGERS (35)
 STATLER BROTHERS (29)

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

D. PARTON, L. RONSTADT, E. HARRIS
 To Know Him Is To Love Him (WB)

On 70% of reporting stations. Rotations: Heavy 1, Medium 31, Light 82, Total Adds 67 including WCAO, WYRK, WLWI, WCMS, WSLR, KBBR, KTTS, KIK-FM, KUZZ. Moves 48-32 on the Country chart.

DON WILLIAMS
 Senorita (Capitol)

On 63% of reporting stations. Rotations: Heavy 2, Medium 45, Light 56, Total Adds 15 including WYOU, WQVR, WYII, KYKR, KKYX, KFGO, WOW, KUZZ, KNAX, KALF. Moves 38-34 on the Country chart.

KATHY MATTEA

You're The Power (Mercury/PolyGram)

On 68% of reporting stations. Rotations: Heavy 1, Medium 44, Light 66, Total Adds 20 including WTSV, WAJR, WIXY, WEZL, WOKK, KKYX, KWMT, WWJO, KRWQ, KTMO. Moves 39-35 on the Country chart.

O'KANES

Can't Stop My Heart From Lovin' You (Columbia)

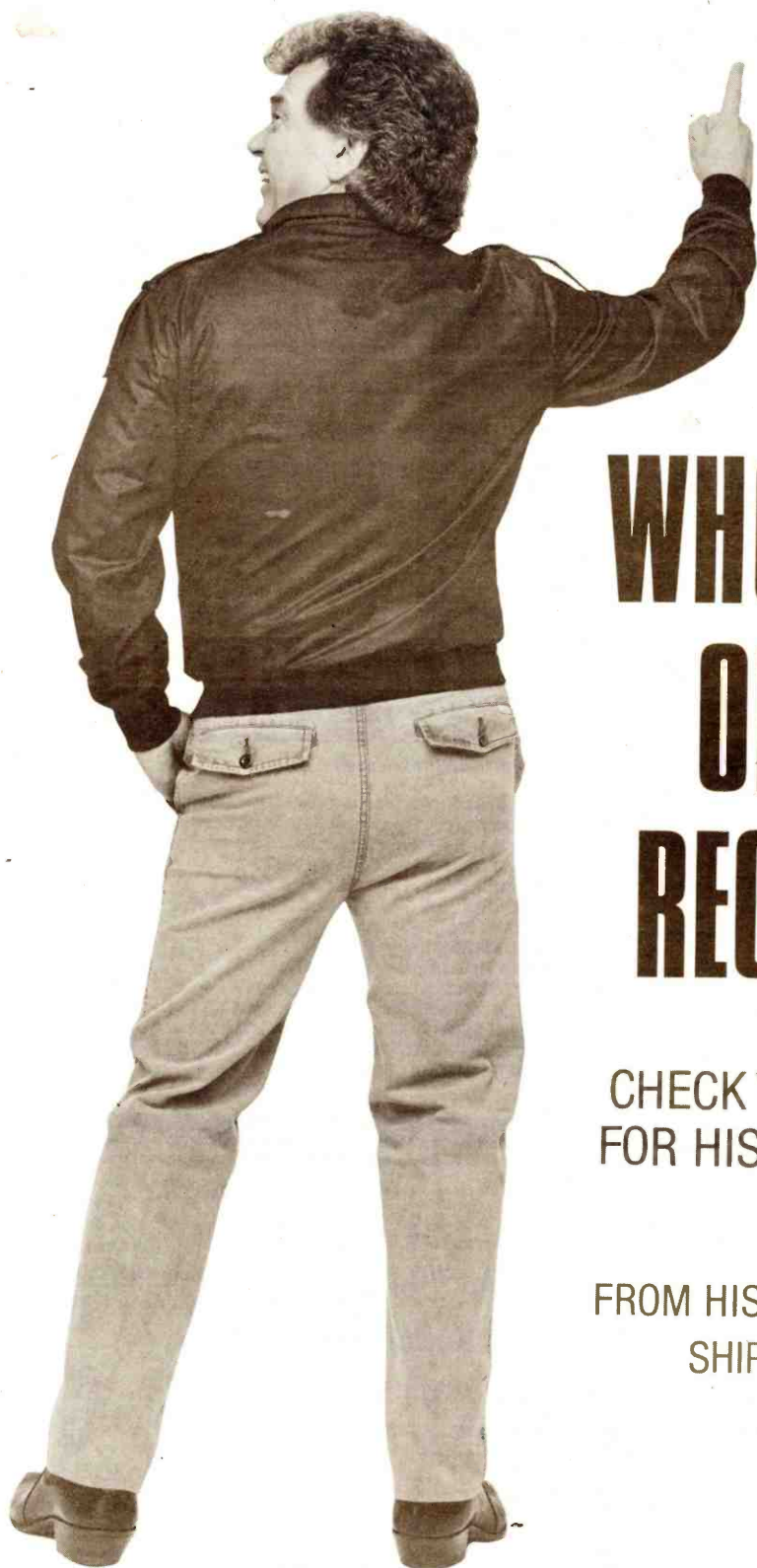
On 66% of reporting stations. Rotations: Heavy 1, Medium 35, Light 72, Total Adds 31 including WYOU, WPOR, WUSY, WKIX, KKYX, KFGO, KTTS, WTCM, KRKT, KTMO. Moves 42-38 on the Country chart.

BREAKERS

TRIO

SMASH





WHO'S BACK ON MCA RECORDS ?

CHECK YOUR MAIL TODAY
FOR HIS NEW MCA SINGLE
"JULIA"

FROM HIS ALBUM "BORDERLINE"
SHIPPING MARCH '87

DIGITAL

**MCA RECORDS
NASHVILLE**

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

SHOOTERS "They Only Come Out At Night" (Epic) 88/21

Rotations: Heavy 2, Medium 26, Light 60, Total Adds 21, WGBS, WIXY, WYII, WYNN, WVMI, WXBO, KXIX, KSSN, KYXK, WYDQ, KRMD, WQYK, WAXX, WGEI, WTSD, KXXY, WQW, WIL, WTHI, KOIL, KFMS. Moves 49-40 on the Country chart.

NANCI GRIFFITH "Lone Star State Of Mind" (MCA) 80/9

Rotations: Heavy 1, Medium 32, Light 47, Total Adds 49, WVAM, WVMI, KHEY, WKSJ, WTSD, KXXY, WTOD, KKAT, KRPM, Heavy KRKT. Medium: KASE, WAMZ, WLWI, KBUC, KSO, KTTS, KFDI, KOLO, KTOM. Moves 49-46-42 on the Country chart.

K.T. OSLIN "Wall Of Tears" (RCA) 79/10

Rotations: Heavy 1, Medium 30, Light 48, Total Adds 10, WVAM, WDSY, WVMI, WBHP, WGKX, WGEI, KXXY, WACL, WKCO, WTOD, Heavy, KYKR. Medium: WORC, WRNS, KXIX, KJNE, WBOS, WTCM, KTOM, KIIM. Moves 47-44-41 on the Country chart.

STEVE EARLE "Goodbye's All We've Got Left" (MCA) 76/30

Rotations: Heavy 0, Medium 19, Light 57, Total Adds 30 Including WQNA, WCAO, WRKZ, WFOR, KRRV, WEZL, KLLL, WUSQ, WTOR, WKCO, KTTS, KKAL, KNAX, KFMS, KOLO, KKAT, KSN, KRPM. Debuts at number 44 on the Country chart.

GIRLS NEXT DOOR "Walk Me In The Rain" (MTM) 73/9

Rotations: Heavy 0, Medium 25, Light 48, Total Adds 9, WVAM, WDSY, WRNS, KLLL, WSLR, KWMT, WTHI, KKAL, KNAX. Medium: WYOU, WIXY, KEAN, KRRV, KMML, KXYX, WACL, KRKT, KTOM, KSOP. Debuts at number 49 on the Country chart.

RICKY SKAGGS "I Wonder If I Care As Much" (MCA) 72/25

Rotations: Heavy 0, Medium 22, Light 50, Total Adds 25, WCAO, WRKZ, WAJR, WIXL, WVVA, WYNN, KYKR, WEZL, WLKX, KSSN, KYXK, WUSQ, WTOR, WSLR, KWMT, WFM5, WCLL, WKCO, KRST, KIK-FM, KVOC, KFRE, KALF, KRPM, KGA. Debuts at number 46 on the Country chart.

JUDY RODMAN "Girls Ride Horses Too" (MTM) 63/44

Rotations: Heavy 0, Medium 10, Light 53, Total Adds 44 including WCAO, WVVA, WYNN, WEZL, WUSY, KHEY, KSSN, KXYX, KJNE, KFKE, WLLR, KFDI, KUGN, KNAX, KWJJ, KOLO, KTOM, KSN, KMPS. Debuts at number 50 on the Country chart.

BILLY VERA & THE BEATERS "At This Moment" (Rhino) 60/8

Rotations: Heavy 4, Medium 29, Light 31, Total Adds 8, WKOC, WTCR, WFOR, KRRV, WSDC, WQW, KRWQ, KMPS. Heavy: KYKR, WOCB, KRMD, WUBE. Medium: WXTU, WVVA, KPLX, KSSN, WWA, KJNE, WTOR, KSOP. Light: WBSY, WKHX, WGARFM, KKAT. Moves 47-43 on the Country chart.

OAK RIDGE BOYS "It Takes A Little Rain" (MCA) 58/41

Rotations: Heavy 0, Medium 13, Light 45, Total Adds 41 including WQBE, WTCR, WCVR, KASE, WEZL, WSDC, WAMZ, WCMS, WQYK, WSLR, WUBE, WNNI, WKUS, WQW, K102, KVOC, KKCS, KOIL, KMPS. Debuts at number 48 on the Country chart.

BILLY JOE ROYAL "Old Bridges Burn Slow" (Atlantic America) 58/18

Rotations: Heavy 0, Medium 20, Light 38, Total Adds 18, WTSV, WIXY, WVVA, KEAN, KRRV, WYNN, WRNS, WTOR, WONE, KWMT, WTSD, KULY, KRWD, KOIL, KWJJ, KOLO, KSOP, KIGD.

PAKE McENTIRE "Heart Vs. Heart" (RCA) 51/44

Rotations: Heavy 0, Medium 7, Light 44, Total Adds 44 including WDSY, WFOR, WIXY, WVVA, WEZL, KXIX, KYXK, WOKK, WPAK, KBUC, WAXX, KWMT, WDAF, KNAX, KALF, KOLO, KRPM, KIGD.

HANK WILLIAMS JR. "When Something Is Good" (WB/Curb) 51/29

Rotations: Heavy 0, Medium 10, Light 41, Total Adds 29 including WCAO, WTCR, WAJR, KEAN, KRRV, WEZL, WUSY, WTVY, WLWI, WPAK, KXYX, WAXX, KFGD, WTSD, WQW, WTHI, WTCM, KKAL, KGH, KFRE, KMPS.

SIGNIFICANT CHANGE

MEL McDANIEL "Oh What A Night" (Capitol) 44/12

Rotations: Heavy 0, Medium 10, Light 34, Total Adds 12, KEAN, WTVY, KYXK, WLWI, WAXX, KWMT, KFKE, KGH, KCCY, KALF, KSOP, KIGD. Medium: KXYX, WGEI, KTTS, KRKT, KTOM.

LYLE LOVETT "God Will" (MCA/Curb) 42/28

Rotations: Heavy 0, Medium 10, Light 32, Total Adds 28 including WCAO, WTSV, WVVA, KMML, KASE, WUSY, WTVY, WCMS, KJNE, WQW, KTTS, KVOC, KFDI, KRST, KIK-FM, KGH, KVOC, KWJJ, KSON.

DAVID ALLAN CDE "Need A Little Time Off For Bad Behavior" (Columbia) 42/20

Rotations: Heavy 1, Medium 6, Light 35, Total Adds 20, WIXL, WIXY, WVMI, WLK, WUSY, WTVY, WAMZ, WOKK, WLWI, WCMS, WPAK, KXYX, WQYK, WAXX, KFGD, KJZZ, KVOC, KFRE, KWJJ, KOLO.

ADAM BAKER "You've Got The Right" (Avista) 36/5

Rotations: Heavy 0, Medium 5, Light 31, Total Adds 5, KRRV, WKQK, WAXX, KRWD, KIGD. Medium: KSSN, WQW, KRKT, KOLO, KSOP. Light: WCAO, WVVA, KASE, KXXY.

BILLY SWAN "I'm Gonna Get You" (Mercury/PolyGram) 26/2

Rotations: Heavy 0, Medium 9, Light 17, Total Adds 2, KEAN, WOKK. Medium: KXYX, WQYK, KTTS, WTCM, KRKT, KVOC, KOLO, KTOM, KSOP.

JIMMY MURPHY "Keep The Faith" (Encore) 26/2

Rotations: Heavy 1, Medium 11, Light 14, Total Adds 2, KVOC, KRWD. Heavy: KSO. Medium: WTVY, WOKK, WLWI, KJNE, WAXX, KFGD, WQW, KFDI, KRKT, KTOM, KSOP.

GENE STRDMAN "Goodbye Song" (Capitol) 23/0

Rotations: Heavy 0, Medium 11, Light 12, Total Adds 0, WTSV, WAJR, KPLX, WPAK, KFKE, WQW, WWJD, KOIL, KCCY, KALF, KTOM.

LIZ BOARD "There's Still Enough Of Us" (Master) 22/4

Rotations: Heavy 0, Medium 3, Light 19, Total Adds 4, WCMS, KVOC, KOLO, KIGD. Medium: WCVR, WIXY, KSOP.

PAM TILLIS "I Wish She Wouldn't Treat You That Way" (WB) 19/8

Rotations: Heavy 0, Medium 3, Light 16, Total Adds 6, WYOU, KXYX, KSO, KTTS, KNAX, KRWD, KOIL, KIGD. Medium: KRKT, KFRE. Light: KTKP, KULY, KXCS.

LISA CHILDRESS "It's Goodbye & So Long To You" (AMI) 17/1

Rotations: Heavy 1, Medium 4, Light 12, Total Adds 1, WYII. Heavy: KTTS. Medium: WAJR, WQYK, KUGN, KIGD. Light: WYOU, WIXY, KSSN, WUSQ, WTHI, KNAX.

ATLANTA "We Always Agree On Love" (Southern Tracks) 17/1

Rotations: Heavy 0, Medium 5, Light 12, Total Adds 1, KIK-FM. Medium: WYII, WPAK, WQW, KTTS, KALF. Light: WTCR, WNYR, WYAY, WYNS, KFGD, WTCM.

GARY MORRIS "Plain Brown Wrapper" (WB) 16/16

Rotations: Heavy 0, Medium 0, Light 16, Total Adds 16, WYOU, KMML, WYNN, WTVY, WPAK, KFKE, KXXY, KVOC, KRKT, KVOC, KKCS, KFRE, KNAX, KOIL, KTOM, KJCC.

JOHNSTONS "Two Name Girl" (Hidden Valley) 14/8

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 8, WYOU, WIXY, KJNE, KSO, KFDI, KRKT, KKAL, KRWD. Light: WXTU, WTVY, KTTS.

DIAMONDS "Just A Little Bit" (Churchill) 12/2

Rotations: Heavy 0, Medium 5, Light 7, Total Adds 2, WVVA, WCMS. Medium: WQW, KRKT, KOLO, KIGD. Light: WKSJ, KXYX, KJNE, WWJD, KTKP, KVOC.

RIDE THE RIVER "You Left Her Lovin' You" (Advantage) 11/4

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 4, KFGD, KTTS, KRKT, KVOC. Light: KRRV, WTVY, KYXK, WOKK, WLWI, KJNE, KTKP.

MOE BANDY "Till I'm Too Old To Die Young" (MCA/Curb) 10/10

Rotations: Heavy 1, Medium 1, Light 8, Total Adds 10, KYXK, WOKK, KBMR, WTCM, KFDI, KRKT, KVOC, KOIL, KTOM, KJCC.

JOHNNY PAYCHECK "Come To Me" (Mercury/PolyGram) 10/7

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 7, WYOU, WIXY, KJNE, WQW, WTVY, WQYK, WQW, KVOC. Medium: WTCM. Light: WCVR, KYKR.

MICKEY CLARK "When I'm Over You" (Evergreen) 10/3

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, WEZL, WCMS, KXYX. Medium: WAMZ, KRKT. Light: WVAM, WIXY, WOKK, KFGD, KTTS.

CHERYL HANDY "One Of The Boys" (RCM) 10/0

Rotations: Heavy 0, Medium 4, Light 6, Total Adds 0, Medium: WRNS, WTVY, WQYK, KIGD. Light: WLWI, KXYX, WAXX, KFGD, WQW, KTTS.

BAMA BAND "Suddenly Single" (Complet/PolyGram) 10/0

Rotations: Heavy 1, Medium 2, Light 7, Total Adds 0, Heavy: WTVY. Medium: WLWI, KXXY. Light: KXYX, WAXX, KFGD, KTTS, KVOC, KFDI, KIGD.

WHITES "There Ain't No Blinds" (MCA/Curb) 9/9

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WYOU, WCVR, KMML, WPAK, WTCM, KRKT, KVOC, KOIL, KTOM.

KRIS KRISTOFFERSON "They Killed Him" (Mercury/PolyGram) 8/3

Rotations: Heavy 0, Medium 4, Light 4, Total Adds 3, KEAN, KXYX, KFGD. Medium: WTCM, KFDI, KRKT, KULY. Light: WOKK.

BOBBY BORCHERS "It Was Love, What It Was" (Longhorn) 8/2

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KFDI, KSOP. Medium: KXYX. Light: WOKK, KSO, WAXX, KFGD, KTTS.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
DAN SEALS/Three Time Loser (EMI America)	<i>Out On The Front...</i>
ALABAMA/Let's Hear It For The Girl (RCA)	<i>The Touch</i>
REBA McENTIRE/Why Not Tonight (MCA)	<i>What Am I Going To Do...</i>
GEORGE STRAIT/All My Ex's Live In Texas (MCA)	<i>Ocean Front Property</i>
MEL McDANIEL/Just Can't Sit Down Music (Capitol)	<i>Just Can't Sit Down...</i>
MEL McDANIEL/57 Chevy & You (Capitol)	<i>Just Can't Sit Down...</i>
BELLAMY BROTHERS/Country Rap (MCA)	<i>Country Rap</i>
RESTLESS HEART/Wheels (RCA)	<i>Wheels</i>
RANDY TRAVIS/My Heart Cracked (WB)	<i>Storms Of Life</i>
GARY MORRIS/I'm So Lonesome I Could Cry (WB)	<i>Plain Brown Wrapper</i>
GATLIN BROTHERS/Changin' Partners (Columbia)	<i>Partners</i>
GEORGE STRAIT/I'm All Behind You Now (MCA)	<i>Ocean Front Property</i>
GEORGE JONES/PATTI PAGE/You Never Looked That Good... (Epic)	<i>Wine-Colored Roses</i>
CRYSTAL GAYLE/Deep Down (WB)	<i>Straight To The Heart</i>



You're The Power (888-319-7)
 that takes Kathy Mattea's
 brand new single to
BREAKERS this week!

BREAKERS

35

BB

39

From her best selling album "Walk The Way The Wind Blows" (830-405-1)



produced by Allen Reynolds

PolyGram Records

RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS.

SYSTEM

Don't Disturb This Groove (Atlantic)

67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/0, Light 43/18, Total Adds 18 Including WWIN-FM, WXYV, WBLK, WHUR, WVEE, WBMX, KMJM, WDKX, Z16, Z103, WXLX.

CLUB NOUVEAU

Lean On Me (WB)

66% of our reporting stations on it. Rotations: Heavy 16/4, Medium 21/5, Light 22/21, Total Adds 30 Including WUSL, WHUR, WVEE, KMJQ, WEDR, K94, WOWI, WTMP, WBMX, WGCI, WJLB, KMJM, WPAL, WNAM, WTLC. Debuts at number 29 on the Black/Urban chart.

FULL FORCE

Old Flames Never Die (Columbia)

66% of our reporting stations on it. Rotations: Heavy 0/0, Medium 18/5, Light 21/11, Total Adds 16 Including WWIN-FM, WDLA, WOWI, WBLZ, KDAY, XHRM, WKND, WEKS, WBLX, WTLC.

GENOBIA JETER/GLENN JONES

Together (RCA)

63% of our reporting stations on it. Rotations: Heavy 1/0, Medium 23/0, Light 33/6, Total Adds 6, WWIN-FM, WGCI, WVKO, KDAY, WATV, WQIM.

NEW & ACTIVE

VESTA WILLIAMS "Something About You" (A&M) 53/15

Rotations: Heavy 3/0, Medium 19/2, Light 31/13, Total Adds 15, WWIN-FM, WDAS, WGCI, KMJM, XHRM, WJIZ, WFXA, KDZL, Z16, WBLX, WDR, KHYS, WANN, WXLX, KMXX. Heavy: WBLK, KDAY, WEKS. Mediums include: WHUR, WDLA, WYLD-FM, KJLH, KDKO, KJ.

S.O.S. BAND "No Lies" (Tabu/CBS) 50/17

Rotations: Heavy 2/0, Medium 15/4, Light 33/13, Total Adds 17, WBLK, WAMO, WDLA, WEDR, K94, WBLZ, WNHC, WPAL, WQFX, WZAK, KJCB, KHYS, KAPE, WANN, WVOI, KMXX, KUKO. Heavies include: WATV, KOKY. Mediums include: K104, KMJQ, WGCI.

ARETHA FRANKLIN/GEORGE MICHAEL "I Know You Were Waiting (For Me)" (Arista) 49/29

Rotations: Heavy 1/0, Medium 19/2, Light 31/13, Total Adds 23, WWIN-FM, WXYV, WILD, WDAS, WUSL, WHUR, WVEE, WDLA, K94, WOWI, WBMX, WVKO, WJLB, WJLM, XHRM, WEKS, WATV, Z93, JET94, WLOU, WBLX, WQOK, WFLZ, Z103, WGR, WKWM, WWS, WVOI.

ISAAC HAYES "Thing For You" (Columbia) 49/8

Rotations: Heavy 2/0, Medium 11/1, Light 36/7, Total Adds 8, WXYV, WHUR, WOWI, WEKS, KDZL, WDR, KHYS, KATZFM. Heavy: WTKL, KOKY, WANN, WXLX, WDLA, WZAK, WXOK, WZAK, KJCB, WBLX, KAPE, KDKO.

NEW EDITOR with LITTLE ANTHONY "Tears On My Pillow" (MCA) 45/6

Rotations: Heavy 6/0, Medium 21/2, Light 18/4, Total Adds 6, WVEE, WDLA, WJLB, WXOK, WBLX, WKWM. Heavy: WATV, WJMI, KOKY, KAPE, WXLX, WWS. Mediums include: WRKS, WDAS, WAMO, WYLD-FM, WTMP, KDAY, KSOL, WDKX.

POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 40/10

Rotations: Heavy 0/0, Medium 14/1, Light 26/9, Total Adds 10, WXYV, WUSL, WHUR, WDMT, KSOL, WFXA, WKXI, WANN, WGR, WXLX. Medium: WDAS, WAMO, WDLA, WZAK, WJLM, WTKL, WJMI, KJCB, WLOU, WBLX, Z103, KDKO, KMXX.

PATTI LABELLE "Something Special (Is Gonna Happen...)" (MCA) 40/5

Rotations: Heavy 3/0, Medium 20/0, Light 17/5, Total Adds 5, KQXL, KDZL, WZAZ, WJYL, KDKS. Heavy: WAMO, WHUR, WJMI. Mediums include: WXYV, WDAS, WDJY, WVEE, K104, WDLA, WOWI, WTMP, KSOL.

O.C. SMITH "Branda" (Rendezvous) 40/2

Rotations: Heavy 3/0, Medium 20/1, Light 17/1, Total Adds 2, WOWI, Z16. Heavy: WTKL, WZAZ, WWS. Mediums include: WMO, WDLA, WTMP, WJIZ, WEKS.

MEL'S MORGAN "Deeper Love" (Capitol) 39/5

Rotations: Heavy 0/0, Medium 14/0, Light 25/5, Total Adds 5, WVEE, WPAL, WZAZ, KAPE, WXLX. Medium: WDAS, WAMO, WEDR, WTMP, WGCI, WDKX, WFXA, WENN, WFXC, KOKY, WANN, WKWM, WTLC, WWS.

DANA DANE "Delaney Street" (Profile) 39/2

Rotations: Heavy 1/0, Medium 15/0, Light 26/9, Total Adds 2, WKWM, KDKO. Heavy: WANN. Medium: WEDR, WZAK, KMJM, KSOL, WATV, WPAL, WFXC, WZAZ, WQIS, WBLX, KHYS, KDKS, WMDM.

READY FOR THE WORLD "Mary Goes Round" (MCA) 38/4

Rotations: Heavy 3/0, Medium 18/0, Light 17/4, Total Adds 4, WBLK, KMJQ, WKND, WJJS. Heavy: K104, WJMI, Z16, Medium: WYLD-FM, WBLZ, WZAK, WJLB, KDAY, WQOK, WJIZ, WEKS, KJZ, WALT, WQOK, KAPE, WGR, WKWM, WXLX, WWS, KATZFM, WVOI.

LILLO THOMAS "Sexy Girl" (Capitol) 36/21

Rotations: Heavy 0/0, Medium 11/1, Light 25/20, Total Adds 21, WBLK, WAMO, WHUR, WYLD-FM, WJLM, KJLH, XHRM, WNHC, WJIZ, KQXL, Z93, WPEG, JET94, KJZ, KOKY, WJYL, KAPE, WGR, WKWM, WWS, KATZFM.

PHILIP INGRAM & SCHERRIE PAYNE "Incredible" (Superstar International) 35/0

Rotations: Heavy 1/0, Medium 15/0, Light 19/0, Total Adds 0, Heavy: WPAL. Medium: WDLA, WEDR, WYLD-FM, WTMP, WEKS, WTKL, WATV, WPEG, WFXC, WKXI, WZAZ, WBLX, KHYS, KAPE, WTLC.

CHERYL LYNN "New Dress" (Manhattan) 34/12

Rotations: Heavy 0/0, Medium 12/1, Light 29/11, Total Adds 12, K104, K94, WFXA, Z93, JET94, WLOU, WJJS, WALT, WQOK, Z103, WXLX, KDKO. Medium: WAMO, WEKS, KDZL, KAPE.

SMOKEY ROBINSON "Just To See Her" (Motown) 33/33

Rotations: Heavy 1/1, Medium 4/4, Light 28/28, Total Adds 33, WWIN-FM, WILD, WUSL, WAMO, WDJY, WVEE, KMJQ, WOWI, WTMP, WBMX, WGS, WDMT, WJLB, WJLM, KMJM, XHRM, WNHC, WEKS, WATV, WENN, WFXC, KDZL, WQFX, KJZ, Z16, WALT, KAPE, WANN, WKWM, WTLC, WXLX, KBUZ, KMXX.

BIG AUDIO DYNAMITE "Bad Rock City" (Columbia) 33/17

Rotations: Heavy 1/0, Medium 4/0, Light 28/17, Total Adds 17, KMJQ, WDLA, WEDR, WOWI, WTMP, KDAY, KSOL, WJIZ, KQXL, WTKL, WATV, WPAL, WPEG, WQIS, WJZ, WTLC, WWS. Heavy: WEKS. Medium: WHUR, WZAZ, WANN, WWS, WVOI.

BOBBY BROWN "Girl Next Door" (MCA) 33/8

Rotations: Heavy 0/0, Medium 11/1, Light 22/7, Total Adds 8, WZAK, WFXA, WENN, JET94, WQIM, KHYS, WWS, WVOI, Medium: K104, KMJQ, WYLD-FM, KDAY, KSOL, WEKS, WJMI, KAPE, KATZFM, KMXX.

GWEN GUTHRIE "(They Long To Be) Close To You" (Polydor/PG) 33/5

Rotations: Heavy 3/1, Medium 13/0, Light 17/4, Total Adds 5, WJLB, Z93, WZAZ, WQIM, KHYS. Heavy: WKND, KAPE, Medium: WXYV, WILD, WEDR, WYLD-FM, WNHC, WJIZ, WATV, WENN, KJZ, WQIM, WANN, WWS, WVOI.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 31/24

Rotations: Heavy 0/0, Medium 6/3, Light 25/21, Total Adds 24, WWIN-FM, WHUR, WDLA, WOWI, WTMP, WGCI, WJLB, KJLH, WNHC, OC104, WDKX, WEKS, WTKL, WENN, WPAL, Z93, WFXC, KDZL, KJCB, WJYL, WJJS, KAPE, KDKS, WANN.

FOCUS "Zero In July" (EMI America) 30/5

Rotations: Heavy 5/0, Medium 17/1, Light 8/4, Total Adds 5, WDAS, WDJY, WYLD-FM, WJYL, WQIM. Heavy: K104, WHRK, WEKS, WKXI, KJZ. Mediums include: WKLE, WEDR, WGCI, WFXA, WFXC, WQMG, WPDQ, KHYS, WMDM.

SHIRLEY JONES "She Knew About Me" (PIR/Mannhattan) 29/4

Rotations: Heavy 2/0, Medium 14/1, Light 13/3, Total Adds 4, WZAK, WTKL, WXOK, WWS. Heavy: WJMI, WZAZ. Medium: WDAS, WEDR, WEKS, WENN, WFXC, WQIS, KOKY, WALT, WBLX, KAPE, KDKS, WGR, WTLC.

KLYMAXX "I'd Still Say Yes" (Constellation/MCA) 27/14

Rotations: Heavy 0/0, Medium 7/0, Light 19/14, Total Adds 14, WLD, K104, KMJQ, WJLM, WNHC, KQXL, JET94, KJCB, Z16, KOKY, WQOK, KAPE, WKWM, WVOI. Heavy: WZAK. Mediums include: WWIN-FM, WAMO, WYLD-FM, Z93, WANN, WWS, KATZFM.

OLIVER CHEATHAM "Celebrate (Our Love)" (Crittique) 27/1

Rotations: Heavy 0/0, Medium 12/0, Light 15/1, Total Adds 1, WENN. Medium: WVEE, WOWI, WBMX, WJIZ, KQXL, WTKL, WPEG, WFXC, WQMG, WZAZ, WTLC, WWS.

MOST ADDED

SMOKEY ROBINSON (33)
CLUB NOUVEAU (30)
ARETHA FRANKLIN/GEORGE MICHAEL (29)
GREGORY ABBOTT (24)
RUN D.M.C. (22)
LILLO THOMAS (21)
SYSTEM (18)
BIG AUDIO DYNAMITE (17)
S.O.S. BAND (17)
FULL FORCE (16)

HOTTEST

FREDDIE JACKSON (56)
LOOSE ENDS (34)
CLUB NOUVEAU (32)
MELBA MOORE (25)
DONNA ALLEN (23)
JANET JACKSON (22)
HOWARD HEWETT (20)
LIONEL RICHIE (16)
JETS (15)
SHIRLEY MURDOCK (13)

SIGNIFICANT ACTION

RUN D.M.C. "It's Tricky" (Profile) 23/22

Rotations: Heavy 0/0, Medium 5/4, Light 18/18, Total Adds 22, KMJQ, WDLA, WEDR, WTMP, WBMX, WGCI, WZAK, KMJM, WEKS, KQXL, WTKL, WXOK, WATV, WPAL, WFXC, WQFX, WKXI, WZAZ, KJCB, WQIS, WQOK, WTLC.

BLAKE & HINES "Sherry" (Motown) 23/10

Rotations: Heavy 0/0, Medium 3/2, Light 20/8, Total Adds 10, WVEE, K104, WOWI, KQXL, WXOK, WPAL, WQFX, WZAZ, Z16, WBLX. Medium: KAPE.

MESHA "Climbing The Wall" (Superstar International) 23/5

Rotations: Heavy 0/0, Medium 5/0, Light 18/5, Total Adds 5, WFXC, WJYL, WLOU, WPLZ, WWS. Medium: WEDR, WATV, WPAL, WBLX, WTLC.

JACKSONS "Time Out For The Burglar" (MCA) 22/3

Rotations: Heavy 0/0, Medium 9/1, Light 13/2, Total Adds 3, WFXA, WQFX, KHYS. Medium: WAMO, KSOL, KDZL, WJMI, KOKY, KAPE, WTLC, WWS.

SURFACE "Happy" (Columbia) 21/7

Rotations: Heavy 5/1, Medium 6/0, Light 10/6, Total Adds 7, WDJY, KMJQ, WZAK, KSOL, WKND, JET94, KBUZ. Heavy: WJMI, KOKY, WANN, KMXX. Medium: WNHC, WEKS, WPEG, WLOU, WALT, WXLX.

SANDRA FEVA "Here Now" (Calawba) 21/4

Rotations: Heavy 2/0, Medium 8/1, Light 11/3, Total Adds 4, WYLD-FM, WQIM, WEKS, WJYL. Heavy: WDAS, KOKY. Medium: WDLA, WEDR, WPAL, WPEG, WFXC, WKXI, KHYS.

COVER GIRLS "Show Me" (The Fever/Sutra) 20/8

Rotations: Heavy 1/0, Medium 7/1, Light 12/7, Total Adds 8, WWIN-FM, WDJY, WHUR, KMJQ, WDMT, WJLM, KMJM, WEKS. Heavy: WUSL. Medium: WDAS, WTMP, WGCI, WZAK, XHRM, WNHC.

BILLY VERA & THE BEATERS "At This Moment" (Rhino) 20/3

Rotations: Heavy 0/0, Medium 10/2, Light 10/1, Total Adds 3, WFXA, WQIM, KDKO. Medium: WILD, WDAS, WHRK, OC104, WQFX, WBLX, WMDM, WXLX.

ORAN JUICE JONES "Here I Go Again" (Def Jam/Columbia) 18/10

Rotations: Heavy 0/0, Medium 1/1, Light 17/9, Total Adds 10, WDJY, WEDR, KSOL, WJIZ, WATV, WZAZ, KOKY, WDR, WPLZ, WANN.

JOCELYN BROWN "Ego Mania" (WB) 18/9

Rotations: Heavy 0/0, Medium 7/3, Light 11/6, Total Adds 9, WBLK, WAMO, K94, WNHC, WENN, WPEG, WQOK, WANN, WXLX. Medium: WWIN-FM, WHUR, K104, WKND.

CHAKA KHAN "Earth To Mickey" (WB) 18/5

Rotations: Heavy 0/0, Medium 9/1, Light 9/4, Total Adds 5, WFXA, WPAL, WQIM, KATZFM, WVOI. Medium: WAMO, WHUR, XHRM, WATV, WJMI, WANN, KMXX, KJZ.

JAZZY JEFF & FRESH PRINCE "The Magnificent Jazz Jeff" (Jive/RCA) 16/4

Rotations: Heavy 2/0, Medium 7/1, Light 7/3, Total Adds 4, KSOL, WDKX, WANN, WVOI. Heavy: WZAK, KDAY. Medium: WUSL, WTMP, WPAL, WKXI, WZAZ, WMDM.

TRINERE "They're Playing Our Song" (Jampacked) 16/4

Rotations: Heavy 0/0, Medium 5/1, Light 11/3, Total Adds 4, WDAS, WEDR, Z93, WQFX. Medium: WYLD-FM, KDAY, WJMI, WANN.

LUTHER INGRAM "Don't Turn Around" (Profile) 15/15

Rotations: Heavy 0/0, Medium 3/0, Light 12/2, Total Adds 2, WENN, WQIM. Heavy: WTMP. Medium: WAMO, WKND, WJIZ, WJMI, WZAZ, KAPE.

ROSIE GAINES "Crazy" (Epic) 15/2

Rotations: Heavy 0/0, Medium 3/0, Light 12/2, Total Adds 2, KMJM, WXOK. Medium: WBLK, WHUR, WNHC.

WAR "Living In The Red" (Priority) 15/0

Rotations: Heavy 2/0, Medium 2/0, Light 11/0, Total Adds 0, Heavy: WTKL, WZAZ. Medium: WQMG, KOKY.

RUE "I Need Your Loving" (Arista) 10/9

Rotations: Heavy 0/0, Medium 1/1, Light 9/8, Total Adds 9, WJIZ, KQXL, WENN, WPAL, WFXC, WZAZ, WANN, WTLC, WWS.

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R&R

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WHAT YOU'VE ALWAYS DREAMED OF: A WEEK IN PARADISE FOR TWO!

CHECK TO SEE IF YOUR NUMBER IS STILL IN THE RUNNING FOR THE TRIP YOU'VE ALWAYS WANTED.



ATLANTIC STARR
ALL IN THE NAME OF LOVE
THE NEW ALBUM FEATURING THE SINGLE
"ALWAYS"

1003	1121	1239	1345	1459	1577	1684	1783	1892	314	435
1006	1122	1242	1347	1460	1578	1685	1787	1893	316	437
1007	1124	1243	1349	1468	1579	1686	1788	1896	317	440
1008	1128	1244	1350	1469	1582	1687	1790	1900	319	442
1009	1130	1246	1353	1472	1584	1689	1792	1901	321	443
1012	1136	1247	1354	1473	1585	1690	1793	1903	322	445
1013	1140	1251	1356	1474	1590	1692	1795	1909	323	447
1014	1141	1254	1360	1475	1596	1693	1797	1914	326	448
1016	1143	1258	1364	1477	1597	1695	1799	210	328	449
1017	1144	1260	1365	1479	1598	1697	1800	211	329	451
1020	1147	1262	1367	1480	1599	1698	1801	215	331	453
1021	1148	1263	1368	1482	1604	1700	1806	221	333	454
1022	1151	1264	1373	1483	1606	1701	1807	222	334	456
1023	1152	1268	1374	1484	1608	1703	1808	224	336	457
1030	1153	1269	1375	1486	1609	1704	1810	226	337	458
1031	1155	1271	1377	1487	1612	1706	1811	227	340	460
1032	1157	1272	1378	1492	1613	1708	1815	229	347	462
1033	1158	1273	1380	1494	1615	1709	1816	232	349	463
1035	1163	1274	1381	1497	1616	1712	1817	233	350	465
1038	1166	1275	1384	1498	1618	1715	1821	235	354	467
1040	1168	1277	1386	1499	1620	1718	1825	239	355	469
1042	1171	1280	1388	1501	1626	1719	1826	240	356	471
1043	1173	1282	1390	1503	1627	1721	1827	241	362	473
1044	1175	1283	1391	1508	1628	1723	1829	245	363	474
1050	1178	1285	1393	1510	1632	1724	1831	246	365	477
1053	1179	1287	1394	1513	1633	1726	1833	247	369	478
1054	1180	1288	1395	1514	1635	1731	1834	249	370	479
1056	1181	1289	1398	1521	1636	1733	1835	252	371	484
1057	1182	1291	1402	1524	1637	1735	1836	253	374	485
1065	1187	1293	1405	1525	1638	1736	1838	257	375	486
1068	1188	1294	1409	1526	1642	1737	1842	258	376	488
1069	1189	1295	1412	1532	1644	1739	1847	260	378	489
1070	1190	1296	1413	1535	1646	1742	1849	262	381	490
1074	1193	1299	1415	1536	1647	1743	1851	263	382	493
1075	1195	1302	1417	1537	1650	1745	1853	265	384	494
1076	1196	1303	1418	1538	1651	1746	1855	267	385	495
1078	1197	1305	1421	1539	1654	1749	1857	272	387	498
1079	1199	1309	1422	1540	1656	1751	1860	274	392	500
1083	1201	1313	1424	1542	1657	1752	1864	276	395	503
1084	1202	1315	1425	1543	1659	1756	1867	277	396	506
1085	1203	1319	1427	1544	1663	1757	1869	278	399	507
1086	1204	1320	1432	1545	1664	1760	1870	282	402	510
1087	1208	1323	1434	1546	1665	1763	1872	286	403	513
1095	1210	1328	1436	1547	1666	1764	1873	287	408	514
1098	1211	1329	1439	1549	1668	1766	1875	290	409	515
1099	1215	1330	1445	1551	1670	1768	1876	291	411	518
1100	1217	1332	1446	1554	1671	1771	1878	292	416	519
1102	1222	1334	1447	1556	1672	1772	1879	295	420	520
1106	1225	1336	1448	1560	1673	1773	1881	301	422	521
1108	1227	1337	1449	1561	1674	1774	1882	304	426	522
1111	1228	1338	1452	1562	1676	1775	1884	306	427	
1113	1230	1339	1453	1564	1679	1778	1885	307	428	
1115	1232	1342	1455	1565	1680	1779	1886	308	431	
1116	1234	1343	1456	1568	1681	1780	1889	311	432	
1120	1236	1344	1457	1573	1683	1781	1890	312	433	



HERE WE

Gold
AGAIN

THE NEW SMASH SINGLE

Here I Go Again
b/w "1.2.1."

FROM THE COLD *Gold* DEBUT ALBUM FROM

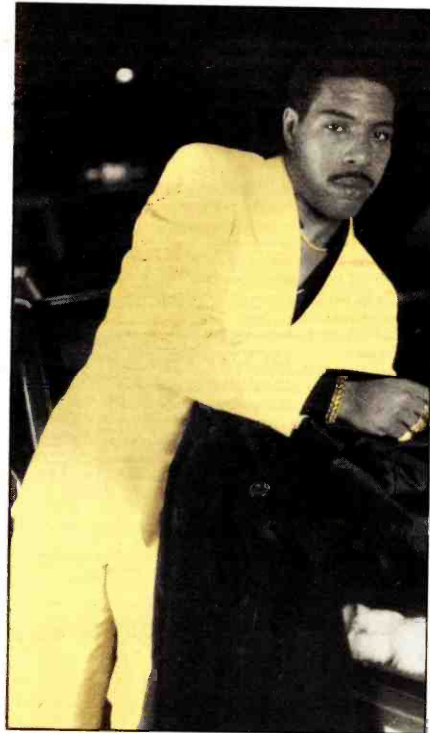
ORAN JUICE JONES

GRAMMY AWARD NOMINEE

BEST R&B VOCAL PERFORMANCE MALE

AMERICAN MUSIC AWARD

FAVORITE VIDEO MALE VOCALIST



JUST RELEASED AND ALREADY ON:

- | | | | |
|------|------|------|------|
| WDAS | WJIZ | WZAZ | KDKS |
| WDJY | WATV | KOKY | WANM |
| WDIA | WPEG | WBLX | WTLC |
| WEDR | WQMG | WORL | |
| KSOL | WKXI | WPLZ | |



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 !

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium
15	6	1	1 LOU GRAMM/Midnight Blue (Atlantic)	152+/2	62+	142+	9-
13	7	3	2 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	137-1	43+	116+	19-
7	5	4	3 WORLD PARTY/Ship Of Fools (Chrysalis)	141-1/4	32-	103+	35-
9	8	6	4 ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)	155+/3	25+	89+	62-
26	18	15	5 RED SPEEDWAGON/That Ain't Love (Epic)	140-1/4	22+	93+	45-
20	11	10	6 LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)	153+/7	11+	60+	88=
23	16	9	7 GENESIS/Tonight, Tonight, Tonight (Atlantic)	129-3	36+	95+	31-
—	21	8	8 GREGG ALLMAN BAND/I'm No Angel (Epic)	154+/29	7+	56+	93+
22	12	9	9 BOSTON/Can'tcha Say/Still In Love (MCA)	127-5	17+	89+	37-
—	28	17	10 SAMMY HAGAR/Winner Takes It All (Columbia)	142+/3	11+	63+	75-
3	3	11	EDDIE MONEY/I Wanna Go Back (Columbia)	107-3	31-	92-	14-
1	1	12	BON JOVI/Livin' On A Prayer (Mercury/PG)	102-1	41-	88-	13+
24	20	16	15 GEORGIA SATELLITES/Battleship Chains (Elektra)	141+/6	9+	57+	81=
2	2	14	ROBERT CRAY BAND/Smoking Gun (Mercury/PG)	112-0	17-	82-	27-
49	31	20	15 STEVE WINWOOD/The Finer Things (Island/WB)	131+/13	13+	57+	70-
16	13	13	16 EUROPE/The Final Countdown (Epic)	120-1	19+	66+	47-
4	4	17	ERIC CLAPTON/Tearing Us Apart (Duck/WB)	100-3	26-	78-	19+
42	24	19	18 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	118+/6	12+	60+	51-
34	27	22	19 ERIC CLAPTON/Miss You (Duck/WB)	116+/15	8+	51+	58-
21	19	18	20 DAVID & DAVID/Ain't So Easy (A&M)	113-2	5+	35-	70-
38	36	25	21 BENJAMIN ORR/Too Hot To Stop (Elektra)	114+/11	3=	30+	77=
37	35	29	22 ROBIN TROWER/No Time (GNP/Crescendo)	115+/11	4+	23+	84+
12	9	23	STEVE MILLER BAND/Nobody But You Baby (Capitol)	88-1	13-	54-	29-
—	50	36	24 SANTANA/Veracruz (Columbia)	117+/18	1-	16+	87+
45	38	30	25 STEVIE RAY VAUGHAN & DOUBLE.../Willie The Wimp (Epic)	114+/11	3+	13-	91+
40	33	27	25 JULIAN COPE/World Shut Your Mouth (Island)	109-7	0-	17-	79-
—	58	42	27 DEEP PURPLE/Call Of The Wild (Mercury/PG)	103+/30	0=	17+	69+
32	30	28	IGGY POP/Real Wild Child (A&M)	98-7	2=	14-	70+
53	43	37	29 CROWDED HOUSE/Don't Dream It's Over (Capitol)	88+/11	7+	23+	58+
10	10	30	KBC BAND/America (Arista)	74-1	6-	37-	34-
—	55	41	31 BARBUSTERS #/JOAN JETT/Light Of Day (Blackheart/CBS Assoc.)	102+/56	1+	8+	75+
33	32	32	KANSAS/Power (MCA)	88-3	2-	25-	57-
11	17	24	BILLY IDOL/Don't Need A Gun (Chrysalis)	61-0	9+	37-	22-
30	26	31	CINDERELLA/Nobody's Fool (Mercury/PG)	66-1	9-	35-	26-
27	23	33	35 'TIL TUESDAY/Coming Up Close (Epic)	77-1	4-	27-	45-
6	15	26	36 PRETENDERS/My Baby (Sire/WB)	58-1	3-	30-	25-
55	41	38	37 COLIN JAMES HAY/Hold Me (Columbia)	84-6	2+	11+	54-
—	59	49	38 PAUL SIMON/The Boy In The Bubble (WB)	84+/34	4+	11+	59+
35	34	39	39 ROB JUNGKLAS/Make It Mean Something (Manhattan)	88-1	1+	14+	61-
44	40	40	40 DAVE EDMUNDS/The Wanderer (Columbia)	73-6	0-	13+	51-
50	44	41	41 TESLA/Modern Day Cowboy (Geffen)	80+/10	1-	9=	53+
5	14	33	42 PETER GABRIEL/Big Time (Geffen)	49-0	7-	31-	15-
—	59	46	43 KINKS/Lost And Found (MCA)	67+/15	2+	18+	40+
—	51	44	44 PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	70+/15	1+	13+	51+
18	21	35	45 DEEP PURPLE/Bad Attitude (Mercury/PG)	59-0	2-	22-	32-
50	55	47	46 LONE JUSTICE/I Found Love (Geffen)	69+/13	1=	10=	51+
56	51	45	47 DON DIXON/Praying Mantis (Enigma)	64-5	1=	9+	44=
DEBUT	46	46	48 LOU GRAMM/Ready Or Not (Atlantic)	57+/31	0=	14+	38+
51	47	43	49 RIC OCASEK/Keep On Laughing (Geffen)	63-2	0-	8=	50-
—	54	50	50 CONCRETE BLONDE/True (IRS/MCA)	70+/12	0=	4+	40+
DEBUT	51	51	51 CUTTING CREW/(I Just) Died In Your Arms (Virgin)	69/69	0	0	44
—	57	52	52 SPOONS/Bridges Over Borders (Mercury/PG)	63-5	0=	1=	45+
52	52	56	53 BON JOVI/Wanted Dead Or Alive (Mercury/PG)	26-1	3+	14-	12-
17	29	54	54 JOURNEY/It'll Be Alright Without You (Columbia)	27-0	7-	14-	11-
DEBUT	55	55	55 HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	33+/14	1=	12+	21+
DEBUT	56	56	56 PSEUDO ECHO/Living In A Dream (RCA)	44-5	1=	3+	27-
46	49	48	57 BRUCE SPRINGSTEEN & THE E STREET BAND/Fire (Columbia)	36-0	2-	6-	21-
DEBUT	58	58	58 BON JOVI/Never Say Goodbye (Mercury/PG)	25+/12	1+	10+	15+
DEBUT	59	59	59 TRIUMPH/Just One Night (MCA)	34+/5	1=	6+	19-
DEBUT	60	60	60 BOB GELDOF/Love Like A Rocket (Atlantic)	31+/9	0=	7+	15+

BREAKERS

SANTANA
Veracruz (Columbia)
69% of our reporters on it.

DEEP PURPLE
Call Of The Wild (Mercury/PolyGram)
61% of our reporters on it.

BARBUSTERS featuring JOAN JETT
Light Of Day (Blackheart/CBS Associated)
60% of our reporters on it.

NEW ARTISTS

Albums

Reports/Adds

1	CROWDED HOUSE/Crowded House (Capitol)	92/11
2	COLIN JAMES HAY/Looking For Jack (Columbia)	92/8
3	TESLA/Mechanical Resonance (Geffen)	84/11
4	CONCRETE BLONDE/Concrete Blonde (IRS/MCA)	74/13
5	SPOONS/Bridges Over Borders (Mercury/PG)	68/5
6	DON DIXON/Most Of The Girls Like... (Enigma)	64/5
7	ESQUIRE/Esquire (Geffen)	47/14
8	PSEUDO ECHO/Love An Adventure (RCA)	45/6
9	WAYSTED/Save Your Prayers (Capitol)	40/6
10	VINNIE VINCENT/Invasion (Chrysalis)	38/2

Tracks

1	CROWDED HOUSE/Don't Dream... (Capitol)	88/11
2	COLIN JAMES HAY/Hold Me (Columbia)	84/6
3	TESLA/Modern Day Cowboy (Geffen)	80/10
4	CONCRETE BLONDE/True (IRS/MCA)	70/12
5	CUTTING CREW/(I Just) Died In Your Arms (Virgin)	69/69
6	DON DIXON/Praying Mantis (Enigma)	64/5
7	SPOONS/Bridges Over Borders (Mercury/PG)	63/5
8	PSEUDO ECHO/Living In A Dream (RCA)	44/5
9	WAYSTED/Heaven Tonight (Capitol)	39/6
10	VINNIE VINCENT/No Substitute (Chrysalis)	38/3

New Artists are those who have never had an AOR Breaker. Asterisks (*) indicate additional tracks from albums which have already been Breakers and thus no longer appear among the albums listed.

TIMBUK 3

HAIR STYLES AND ATTITUDES

ARE THEY CONNECTED?

BLOW DRIED, BOUFFANT, BASIC TRAINING, COPS IN DRAG DRESSED UP LIKE WHORES, COWBOYS IN PONY TAILS, BANKERS IN BANGS, PRESIDENTS IN POMPOUS POMPADOURS, MOMMAS IN MOHAWKS, DADDYS IN DREADLOCKS, HEAVY METAL GOLDLOCKS, TRYING TO LOOK TOUGH, BUT CAN YOU JUDGE A CROOK BY HIS COVER-UP? RAZORCUT, LAZERCUT, CHOPPED AND CHANNELED, CURLED-UP, SLICKED BACK, HANGING IN THE EYES, PARTED LEFT, PARTED RIGHT, STRAIGHT DOWN THE MIDDLE, SCIENTISTS SAY YOUR HAIR NEVER LIES, THEY'VE DONE LOTS OF RESEARCH. IT MAY BE JUST HYPE, BUT THE LATEST FINDINGS CAUSE ME TO TREMBLE, THEY'VE CATEGORIZED US INTO THREE BASIC TYPES, BY WHICH OF THE THREE STOOGES WE MOST CLOSELY RESEMBLE.

12" ON YOUR DESK FEBRUARY 16.
AN ESPECIALLY SPECIAL PROMOTIONAL COMPACT DISC IN THIS ISSUE.



RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

169 REPORTS

FEBRUARY 13, 1987

Three Weeks Last

Three Weeks	Last	Weeks	Artist/Album
—	3	1	LOU GRAMM/Ready Or Not (Atlantic)
1	1	2	ERIC CLAPTON/August (Duck/WB)
2	2	2	BON JOVI/Slippery When Wet (Mercury/PG)
5	4	4	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
3	3	5	BOSTON/Third Stage (MCA)
14	11	8	ALAN PARSONS PROJECT/Gaudi (Arista)
11	9	7	WORLD PARTY/Private Revolution (Chrysalis)
8	10	10	GEORGIA SATELLITES/Georgia Satellites (Elektra)
7	5	9	ROBERT CRAY BAND/Strong Persuader (Mercury/PG)
24	16	12	LOS LOBOS/By The Light Of The Moon (Slash/WB)
DEBUT	11	11	RED SPEEDWAGON/Life As We Know It (Epic)
21	14	13	GENESIS/Invisible Touch (Atlantic)
DEBUT	15	15	GREGG ALLMAN BAND/I'm No Angel (Epic)
9	7	11	EDDIE MONEY/Can't Hold Back (Columbia)
DEBUT	15	15	OVER THE TOP/Soundtrack (Columbia)
32	24	19	STEVE WINWOOD/Back In The High Life (Island/WB)
22	19	17	EUROPE/The Final Countdown (Epic)
19	15	16	DEEP PURPLE/The House Of Blue Light (Mercury/PG)
6	6	9	STEVE MILLER BAND/Living In The 20th Century (Capitol)
25	20	20	BENJAMIN ORR/The Lace (Elektra)
4	8	15	PRETENDERS/Get Close (Sire/WB)
18	18	22	DAVID & DAVID/Boontown (A&M)
33	31	23	ROBIN TROWER/Passion (GNP/Crescendo)
36	34	24	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Live Alive (Epic)
38	32	25	JULIAN COPE/World Shut Your Mouth (Island)
13	13	26	BILLY IDOL/Whiplash Smile (Chrysalis)
15	12	27	KBC BAND/KBC Band (Arista)
—	39	34	CROWDED HOUSE/Crowded House (Capitol)
16	21	30	KINKS/Think Visual (MCA)
30	30	30	IGGY POP/Blah, Blah, Blah (A&M)
29	25	31	CINDERELLA/Night Songs (Mercury/PG)
—	36	33	COLIN JAMES HAY/Looking For Jack (Columbia)
26	28	33	KANSAS/Power (MCA)
27	22	34	TIL TUESDAY/Welcom Home (Epic)
39	35	35	DAVE EDMUNDS/I Hear You Rockin' (Columbia)
DEBUT	37	36	PAUL SIMON/Graceland (WB)
34	33	32	ROB JUNGKLAS/Closer To The Flame (Manhattan)
—	40	39	TESLA/Mechanical Resonance (Geffen)
10	17	28	PETER GABRIEL/So (Geffen)
40	—	40	LONE JUSTICE/Shelter (Geffen)

Report/Adds	Power	Heavy	Medium
153+/2	62+	143+	9-
152-/-1	36-	115-	35+
138-/-2	45-	106-	29+
145-/-1	44+	122=	19-
137=/-3	20-	103+	33-
160+/2	26+	92+	65-
151=/-5	33-	108+	39-
148+/2	14+	67+	79-
130-/-0	19-	91-	37-
156+/5	12+	64+	88-
143 /7	22	93	48
132-/-2	37+	97+	32-
156 /31	7	57	94
113-/-3	31-	95-	16-
143 /4	11	63	76
134+/11	14+	59+	72-
123-/-1	19+	67+	48-
129=/-3	2-	33+	78-
102-/-1	16-	61-	35-
126+/12	4-	37+	82+
91-/-5	5-	41-	41+
117-/-3	5+	35-	74-
119+/11	4+	23+	89+
114+/10	3=	13-	91+
109-/-7	0-	17+	79-
75-/-1	10+	40-	33+
86-/-3	6-	38-	43-
92+/11	7+	23+	61+
87+/12	4+	29+	46-
98-/-7	2=	14-	70+
74-/-2	10-	37-	31-
92+/8	3+	14+	59+
90-/-2	2=	26+	58-
79-/-0	5-	28-	46-
84-/-8	0-	13+	58-
86+/32	4+	12+	60+
89-/-1	1+	14+	62-
84+/11	1-	10=	55+
53-/-1	7-	31-	19-
74+/13	1=	10=	56+

is it any wonder

The CD Single
From the album, TRIBAL OPERA
Produced by Mark Heard

On Your Desk Now

Watch For The Video On MTV

IDEOLA

BREAKERS.

GREGG ALLMAN BAND
I'm No Angel (Epic)
92% of our reporters on it.

OVER THE TOP
Soundtrack (Columbia)
85% of our reporters on it.

REO SPEEDWAGON
Life As We Know It (Epic)
85% of our reporters on it.

NEW & ACTIVE

CONCRETE BLOWDE "Concrete Blonds" (IRS/MCA) 74/13 (65/15)
Adds including KLOL, WYNE, WLPJ, KZAP, KGB, WPLR, WIOQ, WAFB, KJOT, Heavy 5: WBON, 91X, WMRV, KZEL, KRQU, Medium 42 including WBVR, WHYJ, KTXQ, WXRT, WLLZ, KYYS, WQFM, KUPD, KOME.

SPOONS "Bridges Over Borders" (Mercury/PolyGram) 68/5 (66/13)
Adds: WRIF, WZEW, KODS, WWCX, KMOD, Heavy 2: WLIR, Q107, Medium 49 including WBVR, WBAB, WDVE, WKLS, KTXQ, WYNF, WLLZ, KYYS, 91X, WFPX.

DOX DIXON "Most Of The Girls Like To Dance..." (Enigma) 64/5 (64/5)
Adds: KTXQ, KLOL, KYYS, KBCO, KMJX, Powers 1, Heavy 9: WHYJ, WXRT, KFOG, WHFS, WHCN, KWIC, WRDU, WMRV, WQBK, Medium 44 including WDVE, KUPD, KGB, KOME, WCCC, WOUR, WAAF, WIVX, WROK, KEZO.

ESQUIRE "Esquire" (Geffen) 47/14 (37/16)
Adds including WMMR, WQFM, KGB, WZZO, KLB, KLAO, KILQ, KLXP, Heavy 0, Medium 34 including WYTY, WDVE, WLYQ, WLLZ, WFPX, WTPA, KNCN, WFTV, WRCK, WLAV, WRRY.

JASON & THE SCORCHERS "Still Standing" (EMI America) 45/8 (47/8)
Adds: WNEW, WXRK, Q107, WEGR, WRQK, KLXP, KRNA, KFMO, Powers 1, Heavy 3 including KBCO, KISW, Medium 23 including DC101, WXRT, WEBN, KQRS, KUPD, KFOG, KNCN, KMJX, WQFM, WKDF.

PSEUDO ECHO "Love An Adventure" (RCA) 45/6 (45/13)
Adds: WKGR, WONE, WKQZ, KQWB, WAOR, KGRG, Powers 1, Heavy 3: WLIR, WPLR, KRQU, Medium 28 including KTXQ, WLLZ, WRIF, KBCO, KRQD, 91X, KGB, KRGR, KOME, WTPA.

WAYSTED "Save Your Prayers" (Capitol) 40/6 (34/13)
Adds: WBON, KQRS, KGB, WHBB, WEZJ, KMBY, Heavy 1: KNAC, Medium 23 including WLLZ, KSHE, WTPA, KNCN, KLAG, WFTV, WKDF, KISS, WTUE, KGWB.

VINNIE VINCENT "Invasion" (Chrysalis) 38/2 (37/6)
Adds: WTPA, WAOR, Powers 1, Heavy 2: KNAC, KWHL, Medium 21 including KQRS, KUPD, WAQX, KNCN, KLAG, WFTV, KISS, KODS, KJOT, KILQ.

TRIUMPH "The Sport Of Kings" (MCA) 35/3 (34/6)
Adds: KLB, KJOT, WZZQ, Powers 3, Heavy 10 including Q107, WRIF, WQFM, KBPI, WIMZ, KISS, WWCT, KRNA, Medium 17 including WBVR, CHOM, WHYJ, WLLZ, KSHE, KOME, WAQX, KGGG, WAOR.

HIPSWAY "Hipsway" (Columbia) 32/13 (20/3)
Adds including KRQD, WCCC, WPLR, WIOQ, WEZJ, WWCT, WJOT, WWAV, KRNA, Powers 2, Heavy 3: WLIR, KGRQ, KRQU, Medium 19 including WXRT, KWIC, KNCN, WONE, WWCX, WLAV, WMRV, KKCY.

PARALLELS

Please note, foreign playlists are indicated with "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

241 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song

100/25 44%

Regional Reach: UP 51 E 33% S 16% W 21% Down: 0 Adds: 26

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary Up 51 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 4 - Number of stations reporting no movement this week. (On to On, Adds to On, 31-31, etc.)

Down 0 - Number of stations moving it down on their charts.

Adds 26 - Total number of stations adding it this week.

A

CHRY Cry Wolf (WB) LP: Scoundrel Days

Regional Reach: UP 47 E 27% S 33% W 51% Down: 0 Adds: 7

B

ANITA BAKER Caught Up In The Rapture (Elektra) LP: Rapture

Regional Reach: UP 37 E 29% S 32% W 25% Down: 8 Adds: 0

C

BEASTIE BOYS Fight For... (Del./Jam/Columbia) LP: License To Ill

Regional Reach: UP 141 E 8% S 81% W 69% Down: 6 Adds: 8

D

CAMEO Candy (Atlanta Artists/PolyGram) LP: Word Up

Regional Reach: UP 59 E 9% S 78% W 78% Down: 2 Adds: 1

E

ROBERT CRAY BANO Smoking Gun (Mercury/PolyGram) LP: Strong Persuader

Regional Reach: UP 14 E 21% S 29% W 17% Down: 0 Adds: 10

Beastie Boys Continued

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

BON JOVI Live! On A Prayer (Mercury) LP: Slippery When Wet (PolyGram)

Regional Reach: UP 115 E 98% S 98% W 93% Down: 12 Adds: 0

BON JOVI

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

BANGLES Walking Down Your Street (Columbia) LP: Different Light

Regional Reach: UP 1 E 35% S 29% W 33% Down: 0 Adds: 48

BANGLES

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

BEASTIE BOYS

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

CAMEO

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

ROBERT CRAY BANO

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

Cameo Continued

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

PETER CETERA Big Mistake (Full Moon/WB) LP: Solitude/Solitaire

Regional Reach: UP 36 E 27% S 38% W 47% Down: 2 Adds: 3

PETER CETERA

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

CHICAGO Will You Still Love Me? (WB) LP: Chicago 18

Regional Reach: UP 110 E 87% S 97% W 94% Down: 4 Adds: 1

CHICAGO

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

C

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

C

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

C

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

Cameo Continued

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

PETER CETERA

Regional Reach: UP 36 E 27% S 38% W 47% Down: 2 Adds: 3

PETER CETERA

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

CHICAGO

Regional Reach: UP 110 E 87% S 97% W 94% Down: 4 Adds: 1

CHICAGO

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

C

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

C

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

C

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

CLUB NOUVEAU Lean On Me (WB) LP: Lhe, Love & Pain

Regional Reach: UP 23 E 81% S 81% W 81% Down: 0 Adds: 70

CLUB NOUVEAU

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

CLUB NOUVEAU

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

CLUB NOUVEAU

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

COMMUNARDS Don't Leave Me This Way (MCA) LP: Communards

Regional Reach: UP 23 E 23% S 35% W 44% Down: 1 Adds: 25

COMMUNARDS

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

ROBERT CRAY BANO

Regional Reach: UP 14 E 21% S 29% W 17% Down: 0 Adds: 10

ROBERT CRAY BANO

Table with columns for Regional, National, and Subcity reach, and lists of stations and their playlist positions.

PARALLELS

KOOL & THE GANG Stone Love (Mercury/PolyGram) LP: Forever

82/26 34% National
Regional Summary
Reach U 7
S 468 DEBITS 14
M 264 SAME 35
D 28 DOWN 0
W 23 ADDS 26

Regional		National	
Reach	U 7	DEBITS	14
S	468	SAME	35
M	264	DOWN	0
W	23	ADDS	26

Regional		National	
Reach	U 7	DEBITS	14
S	468	SAME	35
M	264	DOWN	0
W	23	ADDS	26

Regional		National	
Reach	U 7	DEBITS	14
S	468	SAME	35
M	264	DOWN	0
W	23	ADDS	26

LONE JUSTICE Shelter (Geffen) LP: Shelter

96/11 40% National
Regional Summary
Reach U 39
S 388 DEBITS 11
M 364 SAME 35
D 0 DOWN 0
W 43 ADDS 11

Regional		National	
Reach	U 39	DEBITS	11
S	388	SAME	35
M	364	DOWN	0
W	43	ADDS	11

Eddie Money Continued

Regional		National	
Reach	U 39	DEBITS	11
S	388	SAME	35
M	364	DOWN	0
W	43	ADDS	11

PRETENDERS My Baby (Sire/WB) LP: Get Close

68/12 28% National
Regional Summary
Reach U 12
S 224 DEBITS 6
M 258 SAME 38
D 1 DOWN 0
W 38 ADDS 12

Regional		National	
Reach	U 12	DEBITS	6
S	224	SAME	38
M	258	DOWN	0
W	38	ADDS	12

RED SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

178/10 74% National
Regional Summary
Reach U 117
S 728 DEBITS 22
M 831 SAME 29
D 0 DOWN 0
W 75 ADDS 10

Regional		National	
Reach	U 117	DEBITS	22
S	728	SAME	29
M	831	DOWN	0
W	75	ADDS	10

JEFF LOBER & KARYN WHITE Facts Of Love (WB) LP: Private Passion

170/3 71% National
Regional Summary
Reach U 119
S 758 DEBITS 11
M 668 SAME 26
D 1 DOWN 0
W 864 ADDS 3

Regional		National	
Reach	U 119	DEBITS	11
S	758	SAME	26
M	668	DOWN	0
W	864	ADDS	3

SHIRLEY MURDOCK As We Lay (Elektra) LP: Shirley Murdock

60/14 25% National
Regional Summary
Reach U 26
S 328 DEBITS 11
M 328 SAME 12
D 0 DOWN 0
W 584 ADDS 14

Regional		National	
Reach	U 26	DEBITS	11
S	328	SAME	12
M	328	DOWN	0
W	584	ADDS	14

READY FOR THE WORLD Love You Down (MCA) LP: Long Time Coming

195/0 81% National
Regional Summary
Reach U 146
S 678 DEBITS 0
M 831 SAME 28
D 0 DOWN 0
W 678 ADDS 0

Regional		National	
Reach	U 146	DEBITS	0
S	678	SAME	28
M	831	DOWN	0
W	678	ADDS	0

HUEY LEWIS & THE NEWS Jacob's Ladder (Chrysalis) LP: Fore!

237/1 98% National
Regional Summary
Reach U 197
S 1008 DEBITS 0
M 968 SAME 35
D 0 DOWN 4
W 1108 ADDS 1

Regional		National	
Reach	U 197	DEBITS	0
S	1008	SAME	35
M	968	DOWN	4
W	1108	ADDS	1

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

87/49 38% National
Regional Summary
Reach U 2
S 448 DEBITS 5
M 328 SAME 28
D 0 DOWN 0
W 338 ADDS 49

Regional		National	
Reach	U 2	DEBITS	5
S	448	SAME	28
M	328	DOWN	0
W	338	ADDS	49

EDDIE MONEY I Wanna Go Back (Columbia) LP: Can't Hold Back

209/3 87% National
Regional Summary
Reach U 177
S 878 DEBITS 5
M 888 SAME 23
D 0 DOWN 0
W 901 ADDS 3

Regional		National	
Reach	U 177	DEBITS	5
S	878	SAME	23
M	888	DOWN	0
W	901	ADDS	3

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

87/49 38% National
Regional Summary
Reach U 2
S 448 DEBITS 5
M 328 SAME 28
D 0 DOWN 0
W 338 ADDS 49

Regional		National	
Reach	U 2	DEBITS	5
S	448	SAME	28
M	328	DOWN	0
W	338	ADDS	49

LIONEL RICHIE Ballerina Girl (Motown) LP: Dancing On The Ceiling

194/2 80% National
Regional Summary
Reach U 9
S 838 DEBITS 3
M 864 SAME 29
D 0 DOWN 2
W 738 ADDS 2

Regional		National	
Reach	U 9	DEBITS	3
S	838	SAME	29
M	864	DOWN	2
W	738	ADDS	2

EDDIE MONEY I Wanna Go Back (Columbia) LP: Can't Hold Back

209/3 87% National
Regional Summary
Reach U 177
S 878 DEBITS 5
M 888 SAME 23
D 0 DOWN 0
W 901 ADDS 3

Regional		National	
Reach	U 177	DEBITS	5
S	878	SAME	23
M	888	DOWN	0
W	901	ADDS	3

PARALLELS

LINDA RONSTADT & JAMES INGRAM Somewhere Out There (MCA) LP: "An American Tail" Soundtrack

182/12 80% National Summary Reach: UP 152 DEBITS: 17 S 77% SAME 16 M 10% DOWN 6 W 98% ADDS 12

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Linda Ronstadt & James Ingram.

BRUCE SPRINGSTEEN & E STREET BAND Fire (Columbia) LP: Springsteen Live 1975-1985

123/4 51% National Summary Reach: UP 60 DEBITS: 9 S 62% SAME 49 M 54% DOWN 1 W 58% ADDS 4

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Bruce Springsteen & E Street Band.

STACEY Q We Connect (Atlantic) LP: Stacey Q. Better Than Heaven

63/5 26% National Summary Reach: UP 37 DEBITS: 17 S 27% SAME 10 M 10% DOWN 3 W 91% ADDS 5

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Stacey Q.

STARSHIP Nothing's Gonna Stop Us Now (Giant)

228/9 94% National Summary Reach: UP 170 DEBITS: 30 S 92% SAME 17 M 93% DOWN 0 W 98% ADDS 9

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Starship.

SURVIVOR How Much Love (Scotti Bros./CBS) LP: When Seconds Count

56/25 23% National Summary Reach: UP 1 DEBITS: 9 S 15% SAME 20 M 24% DOWN 0 W 76% ADDS 25

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Survivor.

TIL TUESDAY Coming Up Close (Epic) LP: Welcome Home

54/11 22% National Summary Reach: UP 21 DEBITS: 4 S 14% SAME 16 M 35% DOWN 2 W 51% ADDS 11

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Til Tuesday.

TINA TURNER What You Get Is What You See LP: Break Every Rule (Capitol)

174/80 72% National Summary Reach: UP 50 DEBITS: 47 S 94% SAME 47 M 81% DOWN 0 W 98% ADDS 30

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Tina Turner.

WANG CHUNG Let's Go (Geffen) LP: Mosaic

202/12 84% National Summary Reach: UP 156 DEBITS: 15 S 85% SAME 19 M 81% DOWN 2 W 66% ADDS 12

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Wang Chung.

BRUCE WILLIS Respect Yourself (Motown) LP: The Return Of Bruno

234/3 97% National Summary Reach: UP 206 DEBITS: 13 S 94% SAME 18 M 91% DOWN 1 W 98% ADDS 3

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Bruce Willis.

STEVE WINWOOD The Finer Things (Island/WB) LP: Back In The High Life

111/34 46% National Summary Reach: UP 18 DEBITS: 20 S 49% SAME 39 M 54% DOWN 0 W 45% ADDS 24

Table with columns for Regional Reach, National Summary, and station lists (P1, P2, P3) for Steve Winwood.

PARALLELS

SIGNIFICANT ACTION

A

GREGORY ABBOTT
I Got The Feelin' (It's Over)
LP: Shake You Down (Columbia)

Table with radio call letters and program names for Gregory Abbott's album.

CHRIS OGBURN
The Lady In Red (A&M)
LP: Into The Light

Table with radio call letters and program names for Chris Ogburn's album.

PAUL LEAKS
Boom Boom Let's Go Back... (ZYX)

Table with radio call letters and program names for Paul Leaks' album.

RATT
Dance (Atlantic)
LP: Dancing Undercover

Table with radio call letters and program names for Ratt's album.

TRIUMPH
Just One Night (MCA)
LP: The Sport Of Kings

Table with radio call letters and program names for Triumph's album.

D

DONNA ALLEN
Serious (21/Atco)
LP: Perfect Timing

Table with radio call letters and program names for Donna Allen's album.

F

FIVE STAR
If I Say Yes (RCA)
LP: Silk & Steel

Table with radio call letters and program names for Five Star's album.

M

GLENN MEDEiros
Nothing's Gonna Change My Love
(Amerhet)

Table with radio call letters and program names for Glenn Medeiros' album.

LIONEL RICHIE
Deep River Woman (Motown)
LP: Dancing On The Ceiling

Table with radio call letters and program names for Lionel Richie's album.

V

VENETIANS
So Much For Love (Chrysalis)
LP: Calling In The Lions

Table with radio call letters and program names for Venetians' album.

G

GEORGIO ALLENTINI
Sex Appeal (Motown)
LP: Giorgio

Table with radio call letters and program names for Georgio Allentini's album.

H

COLIN JAMES HAY
Hold Me (Columbia)
LP: Looking For Jack

Table with radio call letters and program names for Colin James Hay's album.

MEL & KIM
Showing Out (Get Fresh...)
(Atlantic)

Table with radio call letters and program names for Mel & Kim's album.

RUN D.M.C.
It's Tricky (Profile)
LP: Raising Hell

Table with radio call letters and program names for Run D.M.C.'s album.

B

BILLY VERA & THE BEATERS
I Can Take Of Myself (Rhino)
LP: By Request

Table with radio call letters and program names for Billy Vera & The Beaters' album.

B

BARBUSTERS
Light Of Day (CBS Associated)
LP: Light Of Day - Soundtrack

Table with radio call letters and program names for Barbusters' album.

J

FREDDIE JACKSON
Have You Ever Loved Somebody
LP: Just Like The First (Capitol)

Table with radio call letters and program names for Freddie Jackson's album.

PAUL McCARTNEY
Only Love Remains (Capitol)
LP: Press To Play

Table with radio call letters and program names for Paul McCartney's album.

SHEILA E
Hold Me (Paisley Park/WB)
LP: Sheila E

Table with radio call letters and program names for Sheila E's album.

W

WORLD PARTY
Ship Of Fools (Chrysalis)
LP: Private Revolution

Table with radio call letters and program names for World Party's album.

B

BURNS SISTERS BAND
Listen To The Beat Of A Heart
LP: The Burns Sisters Band (Columbia)

Table with radio call letters and program names for Burns Sisters Band's album.

K

KBC BAND
America (Ansta)
LP: KBC Band

Table with radio call letters and program names for KBC Band's album.

POINTER SISTERS
All I Know Is The Way I Feel (RCA)
LP: Hot Together

Table with radio call letters and program names for Pointer Sisters' album.

PAUL SIMON
The Boy In The Bubble (WB)
LP: Graceland

Table with radio call letters and program names for Paul Simon's album.

Y

PAUL YOUNG
Why Does A Man Have To Be Strong
LP: Between Two Fires (Columbia)

Table with radio call letters and program names for Paul Young's album.

SWEET SENSATION
Hooked On You (Next Plateau)

Table with radio call letters and program names for Sweet Sensation's album.

EPA

SALUTES
OUR 1987
GRAMMY
NOMINEES



Best Pop Vocal Performance, Female
True Colors (Single)
Cyndi Lauper

Best Rock Vocal Performance, Female
911 (Track from True Colors)
Cyndi Lauper



Best R&B Performance, Male
Give Me The Reason (Single)
Luther Vandross

Best R&B Song
Give Me The Reason
Luther Vandross/Nat Adderly, Jr. Songwriters
(April Music, Inc.) **Uncle Ronnie's Music**
(ASCAP), **Dillard Music** (Luther Vandross)



Best Rock Performance By
A Duo Or Group With Vocal
Tuff Enuff (Single)
The Fabulous Thunderbirds

Best Rock Instrumental Performance
(Orchestra, Group Or Soloist)
Down At Antones (Track from Tuff Enuff)
The Fabulous Thunderbirds



Best R&B Performance, Male
Living In America (Single)
James Brown

Best R&B Song
Living In America
Dan Hartman and Charlie Midnight,
Songwriters (James Brown)



Best R&B Performance By A Duo Or Group With Vocal
Promise (Album)
Sade



Best Country Instrumental Performance (Orchestra, Group, Or Soloist)
Raisin' The Dickens (Track from Love's Gonna Get Ya)
Ricky Skaggs



Best New Age Recording
Down To The Moon
Andreas Vollenwieder



Best Pop Instrumental Performance
(Orchestra, Group, Or Soloist)
Overjoyed (Track from Hideaway LP)
Stanley Clarke

Best R&B Instrumental Performance
(Orchestra, Group, Or Soloist)
The Boys Of Johnson Street
Stanley Clarke (Track from Hideaway LP)

EPIC/PORTRAIT/CBS ASSOCIATED



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week		
4	2	1	1	BON JOVI/Livin' On A Prayer (Mercury/PG)
3	2	2	2	CHICAGO/Will You Still Love Me? (WB)
10	6	3	3	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
15	10	4	4	JETS/You Got It All (MCA)
11	9	5	5	GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)
21	15	10	6	PETER GABRIEL/Big Time (Geffen)
1	1	3	7	MADONNA/Open Your Heart (Sire/WB)
29	23	16	8	BRUCE WILLIS/Respect Yourself (Motown)
18	11	9	9	LIONEL RICHIE/Ballerina Girl (Motown)
19	12	11	10	READY FOR THE WORLD/Love You Down (MCA)
30	25	19	11	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
22	17	14	12	JOURNEY/I'll Be Alright Without You (Columbia)
25	21	17	13	EDDIE MONEY/I Wanna Go Back (Columbia)
9	8	14	14	SAMANTHA FOX/Touch Me (I Want Your Body) (Jive/RCA)
31	26	20	15	BEASTIE BOYS/Fight For Your Right (To Party) (Def Jam/Columbia)
40	30	25	16	JANET JACKSON/Let's Wait Awhile (A&M)
17	13	12	17	LUTHER VANDROSS/Stop To Love (Epic)
34	28	23	18	LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
5	4	5	19	CYNDI LAUPER/Change Of Heart (Portrait/CBS)
32	27	24	20	DEAD OR ALIVE/Brand New Lover (Epic)
20	16	15	21	CHICO DEBARGE/Talk To Me (Motown)
—	38	31	22	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
8	7	13	23	BOSTON/We're Ready (MCA)
26	22	21	24	CINDERELLA/Nobody's Fool (Mercury/PG)
2	5	18	25	BILLY VERA & THE BEATERS/At This Moment (Rhino)
—	—	39	26	GENESIS/Tonight, Tonight, Tonight (Atlantic)
—	37	32	27	WANG CHUNG/Let's Go (Geffen)
38	33	30	28	JEFF LORBER featuring KARYN WHITE/Facts Of Love (WB)
BREAKER	29	24	29	CLUB NOUVEAU/Lean On Me (WB)
—	40	35	30	EUROPE/The Final Countdown (Epic)
35	31	29	31	TOTO/Without Your Love (Columbia)
—	—	37	32	EXPOSE/Come Go With Me (Arista)
—	—	36	33	REO SPEEDWAGON/That Ain't Love (Epic)
37	34	33	34	COREY HART/Can't Help Falling In Love (EMI America)
—	—	38	35	BILLY IDOL/Don't Need A Gun (Chrysalis)
BREAKER	46	38	36	CROWDED HOUSE/Don't Dream It's Over (Capitol)
16	14	27	37	BENJAMIN ORR/Stay The Night (Elektra)
DEBUT	—	—	38	LOU GRAMM/Midnight Blue (Atlantic)
DEBUT	—	—	39	TINA TURNER/What You Get Is What You See (Capitol)
7	19	27	40	GLASS TIGER/Someday (Manhattan)

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ADULT CONTEMPORARY

4	3	3	1	JOURNEY/I'll Be Alright Without You (Columbia)
3	2	1	2	LIONEL RICHIE/Ballerina Girl (Motown)
19	11	8	3	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
9	7	4	4	JETS/You Got It All (MCA)
7	5	4	5	GLASS TIGER/Someday (Manhattan)
12	8	6	6	TOTO/Without Your Love (Columbia)
1	1	2	7	CHICAGO/Will You Still Love Me? (WB)
18	13	9	8	LUTHER VANDROSS/Stop To Love (Epic)
25	17	12	9	JANET JACKSON/Let's Wait Awhile (A&M)
6	5	7	10	LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
13	12	11	11	KANSAS/All I Wanted (MCA)
2	6	10	12	BILLY VERA & THE BEATERS/At This Moment (Rhino)
20	15	13	13	MADONNA/Open Your Heart (Sire/WB)
—	—	25	14	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
29	24	16	15	READY FOR THE WORLD/Love You Down (MCA)
23	21	17	16	BRUCE WILLIS/Respect Yourself (Motown)
30	25	19	17	DARYL HALL/Someone Like You (RCA)
—	—	30	18	PAUL McCARTNEY/Only Love Remains (Capitol)
5	9	14	19	BILLY JOEL/This Is The Time (Columbia)
8	14	16	20	GREGORY ABBOTT/Shake You Down (Columbia)
—	—	28	21	KENNY ROGERS/Twenty Years Ago (RCA)
16	20	21	22	ANITA BAKER/Caught Up In The Rapture (Elektra)
—	—	29	23	MIKI HOWARD/Come Share My Love (Atlantic)
—	—	28	24	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
—	—	30	25	KOOL & THE GANG/Stone Love (Mercury/PG)
10	10	15	26	ARETHA FRANKLIN/Jimmy Lee (Arista)
26	23	23	27	COREY HART/Can't Help Falling In Love (EMI America)
BREAKER	29	24	28	POINTER SISTERS/All I Know Is The Way I Feel (RCA)
BREAKER	29	24	29	BURNS SISTERS/Listen To The Beat Of A Heart (Columbia)
BREAKER	30	25	30	RESTLESS HEART/I'll Still Be Loving You (RCA)

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AOR TRACKS®

Three Weeks	Two Weeks	Last Week		
15	6	1	1	LOU GRAMM/Midnight Blue (Atlantic)
13	7	3	2	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
7	5	4	3	WORLD PARTY/Ship Of Fools (Chrysalis)
9	8	6	4	ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)
26	18	15	5	REO SPEEDWAGON/That Ain't Love (Epic)
20	11	9	6	LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)
23	16	9	7	GENESIS/Tonight, Tonight, Tonight (Atlantic)
—	—	21	8	GREGG ALLMAN BAND/I'm No Angel (Epic)
22	12	12	9	BOSTON/Can'tcha Say/Still In Love (MCA)
—	28	17	10	SAMMY HAGAR/Winner Takes It All (Columbia)
3	3	7	11	EDDIE MONEY/I Wanna Go Back (Columbia)
1	1	2	12	BON JOVI/Livin' On A Prayer (Mercury/PG)
24	20	16	13	GEORGIA SATELLITES/Battleship Chains (Elektra)
2	2	5	14	ROBERT CRAY BAND/Smoking Gun (Mercury/PG)
49	31	20	15	STEVE WINWOOD/The Finer Things (Island/WB)
16	13	13	16	EUROPE/The Final Countdown (Epic)
4	4	8	17	ERIC CLAPTON/Tearing Us Apart (Duck/WB)
42	24	19	18	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
34	27	22	19	ERIC CLAPTON/Miss You (Duck/WB)
21	19	18	20	DAVID & DAVID/Ain't So Easy (A&M)
38	36	25	21	BENJAMIN ORR/Too Hot To Stop (Elektra)
37	35	29	22	ROBIN TROWER/No Time (GNP/Crescendo)
12	9	11	23	STEVE MILLER BAND/Nobody But You Baby (Capitol)
BREAKER	24	19	24	SANTANA/Veracruz (Columbia)
45	38	30	25	STEVIE RAY VAUGHAN & DOUBLE...Willie The Wimp (Epic)
40	33	27	26	JULIAN COPE/World Shut Your Mouth (Island)
BREAKER	27	22	27	DEEP PURPLE/Call Of The Wild (Mercury/PG)
32	30	28	28	IGGY POP/Real Wild Child (A&M)
53	43	37	29	CROWDED HOUSE/Don't Dream It's Over (Capitol)
10	10	14	30	KBC BAND/America (Arista)

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BLACK/URBAN

2	2	1	1	FREDDIE JACKSON/Have You Ever Loved Somebody (Capitol)
15	10	5	2	LOOSE ENDS/Slow Down (MCA)
20	12	7	3	HOWARD HEWETT/Stay (Elektra)
28	19	11	4	JANET JACKSON/Let's Wait Awhile (A&M)
21	15	10	5	JETS/You Got It All (MCA)
3	1	2	6	MELBA MOORE/Falling (Capitol)
23	17	14	7	MIDNIGHT STAR/Engine No. 9 (Solar/Elektra)
11	8	6	8	DONNA ALLEN/Serious (21/Atco)
10	5	3	9	CLUB NOUVEAU/Situation #9 (WB)
13	11	9	10	RAY GOODMAN & BROWN/Take It To The Limit (EMI America)
19	13	12	11	GLADYS KNIGHT & PIPS/Send It To Me (MCA)
12	9	8	12	FIVE STAR/If I Say Yes (RCA)
7	4	4	13	LIONEL RICHIE/Ballerina Girl (Motown)
—	—	33	14	JODY WATLEY/Looking For A New Love (MCA)
22	20	17	15	RJ'S LATEST ARRIVAL/Hold On (Manhattan)
33	27	22	16	MILLIE JACKSON/Love Is A Dangerous Game (Jive/RCA)
—	—	34	17	SHEILA E/Hold Me (Paisley Park/WB)
40	32	26	18	STACY LATTISAW/Jump Into My Life (Motown)
25	21	19	19	SYLVESTER/Someone Like You (WB)
35	26	23	20	BRUCE WILLIS/Respect Yourself (Motown)
26	23	21	21	JESSE JOHNSON/She (I Can't Resist) (A&M)
36	30	28	22	TIMEX SOCIAL CLUB/Thinking About Ya (Danya/Fantasy)
—	—	31	23	KOOL & THE GANG/Stone Love (Mercury/PG)
39	31	29	24	PHYLLIS HYMAN/Living All Alone (PIR/Manhattan)
—	—	35	25	JAMES BROWN/How Do You Stop (Scotti Bros./CBS)
—	—	32	26	MEL & KIM/Showing Out (Get Fresh At The...) (Atlantic)
—	—	39	27	MADHOUSE/6 (Paisley Park/WB)
—	—	33	28	ONE WAY/You Better Quit (MCA)
BREAKER	29	24	29	CLUB NOUVEAU/Lean On Me (WB)
—	—	39	30	RAINY DAVIS/Lowdown So & So (Columbia)
—	—	35	31	MILLIE SCOTT/Ev'ry Little Bit (4th & Broadway/Island)
—	—	38	32	STARPOINT/He Wants My Body (Elektra)
—	—	40	33	BUNNY DEBARGE/Save The Best For Me (Motown)
—	—	37	34	EXPOSE/Come Go With Me (Arista)
DEBUT	—	—	35	HERB ALPERT/Keep Your Eye On Me (A&M)
16	14	13	36	ROSE ROYCE/Doesn't Have To Be This Way (Omni/Atlantic)
30	28	27	37	ROSE BROTHERS/Easy Love (MSS/Malaco)
6	5	16	38	SHIRLEY MURDOCK/As We Lay (Elektra)
DEBUT	—	—	39	COMMODORES/Take It From Me (Polydor/PG)
DEBUT	—	—	40	LEVERT/Fascination (Atlantic)

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