

I N S I D E :

ISGRO TRIAL DATE SET

September 17 is the date, L.A.'s the venue for indie Joe Isgro's court showdown with record labels and the RIAA.

Page 26

BIG NEW BROADCAST BILLS INTRODUCED IN HOUSE

One new bill would eliminate comparative license renewals, another would reimpose the three-year trafficking rule on station transactions.

Page 10

WADO DEAL EMERGES FROM THE SWAMP

New buyer solves swampland crisis that swallowed up a previous \$20 million deal.

Page 12



PRINCE IN THE SPOTLIGHT AS WB SUES KIIS

KIIS/Los Angeles won't reveal the source who leaked the new Prince single, WB is preparing a lawsuit against the station, while KIIS claims the label is already retaliating.

Page 3

URBAN STATIONS FIGHT NEGATIVE SELLING

WGCI/Chicago's Mary Dyson and WLUM/Milwaukee's Tom Mierendorf explain how they combat sales competitors' attacks on their audiences and win national business.

Page 52

Newsstand Price \$5.00



H&G Establishes New Executive Tier

Bennett National PD; Driscoll Remains VP

As Statewide Broadcasting and H&W Communications (Heftel Broadcasting) complete their merger shortly, the company will assume the name of H&G Communications. Jordan Ginsburg is Chairman of H&G, H&W President Cecil Heftel becomes President/CEO, and Statewide President Scott Ginsburg is Exec. VP/COO. Chris Heftel is supervising H&G's legal and corporate affairs.

Signing a multiyear deal with H&G as National PD is longtime programmer Buzz



Buzz Bennett

Bennett, sharing equal duties with present VP/Programmer H&G/See Page 8

Full Houses For CRS, Gavin Seminars

CRS Covers Wide Topic Range

The 1987 Country Radio Seminar produced its usual mix of panels designed to address Country radio's wide-ranging challenges and problems. The total of 801 regis-

- Mandrell urges return of radio personality
- Radio upset over 80-20 print/radio ad budget splits
- MD: "Losing a bullet is like a positive urine test"

trants who gathered in Nashville for the 18th annual seminar was just one short of last year's alltime high, despite going head-to-head with the Gavin convention.



Country Radio Broadcasters President Mike Oatman presents CRS keynoter Barbara Mandrell.

Country Music Association-sponsored panel discussions began on Thursday. Two panels spanning three hours covered issues concerning the CMA research project and the relationship of radio and the retail record industry.

Yoakam Blasts Sales Charts

During the latter panel, Dwight Yoakam blasted the validity of trade charts by pointing out one of his singles that sold 80,000 copies - more than double many number ones' total - barely went top 30.

A hot topic was radio's being short-changed on the record advertising dollar, which falls 80/20 print/radio. Radio people were shocked to hear that retailers receive ad money from labels to put product on their shelves. CBS/Nashville chief Rick Blackburn told the group, however, that once the money leaves the label, it has no control over how it's spent.

Mandrell Praises Personality

Friday morning's keynote address was delivered by Barbara Mandrell, who called for a return of personality to Country radio. "It's hard for a DJ to develop a personality today when the most important thing he has to say is, 'You've just heard 10 songs in a row,'" she said. Her comments were met by loud applause from the broadcasters.

CRS/See Page 58

Gavin No. 2 Mixes Business, Fun

Against a backdrop of entertainment and informality, the Gavin Report staff presented its second annual Seminar For Media Professionals at the Westin St. Francis Hotel in San Francisco Feb. 19-20.

An estimated 1200 broadcasters and record company executives attended. Although label personnel considerably outnumbered those from radio, the overall turnout more than doubled last year's event.

Friday: Larry King, Trivia, Cutting Edge, Management

Mutual talk host Larry King kicked off the program, relating some of his most famous anecdotes from childhood and professional experience. Following a brief Q&A session came MJI



Keynoter Larry King regales the Gavin Seminar crowd. More photos on Page 21.

Broadcasting and Geffen Records' "Super Bowl Of Rock Trivia," hosted by Gavin Top 40 Editor Dave Sholin. Profile Records President Cory Robbins outlasted 29 other challengers to win a trip for two to Jamaica, while the audience, serving as armchair quarterback, devoured hot dogs, pizza, peanuts, beer, and soft drinks.

The first afternoon session, staged with a "Tonight Show" motif, offered a discussion on "Cutting Edge Music: The Art

Ochs Manages WQYK

Veteran Country programmer Charlie Ochs is the new GM at WQYK/Tampa, succeeding Bill Hill, who has joined Metro Traffic in Houston. Most recently acting GM at Infinity Radio sister station WBW/Washington, Ochs joined the company in 1985 as GM at KCBQ-AM & FM/San Diego. His prior radio experience includes, among other posts, VP/Programming for the Broadcast Group and seven years as PD at KIKK/Houston.

Ochs said, "WQYK is one of the premier Country radio stations in the US, and I look forward to being part of it." WQYK improved from 6.6-8.0 12+ in the fall '86 Arbitron. The station ranks third in the metro.

Commented Infinity President Mel Karmazin, "Charlie's strong Country background and management experience make him uniquely qualified for this position. I'm confident he will contribute significantly toward the continued growth of WQYK."

- Attendance doubles '86 turnout
- King keynote popular
- Format sessions get good reaction
- Bruce Hornsby career focus a highlight

Of Leading And Following," hosted by 415 Records' Howie Klein. That was followed by a meeting on practical management tips with Gavin columnist Dr. Oren Harari. The Gavin staff then hosted a cocktail party, with a number of recording artists circulating through the packed ballroom.

Saturday: Formats, Gary Owens, Awards, Bruce Hornsby

In concurrent morning sessions, broadcasters and label execs discussed a variety of issues affecting AC, Country, and Black radio, with the latter format receiving the most positive

GAVIN/See Page 21



Steve Kingston

Steve Kingston, PD at Scripps-Howard CHR WBSB (B104)/Baltimore for the past three years, has become OM at Mairite's WHTZ (Z100)/New York. Reporting to PD Scott Shannon, he will take over day-to-day programming duties relinquished by Shadow Stevens two months ago when he became PD at B97/New Orleans.

Shannon told R&R, "Steve and I worked together as PD and OM successfully at WPGC/Washington under extremely difficult conditions. I feel it's

KINGSTON/See Page 8



PRINCE
SIGN "O"
THE TIMES



CHR NEW & ACTIVE

#1 MOST ADDED
129/129

BLACK/URBAN

#1 MOST ADDED



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FROM THE 4TH-COMING DOUBLE ALBUM SIGN "O" THE TIMES
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BY PRINCE
PERSONAL MANAGEMENT: CAVALLO, RUFFALO & FARGNOLI

WB Sues KIIS Over Prince Leak

Warner Brothers is taking legal action against KIIS-AM & FM/Los Angeles because of the station's prerelease airing of the new Prince single "Sign 'O' The Times" and the station's refusal to name the source of the leak. R&R has learned that after several repeated requests for KIIS to divulge its source met with failure, WB is filing a lawsuit this week. The terms and charges of this action were not disclosed at presstime, as all parties had not been served.

KIIS received the record last Tuesday (2/17) and put it on the air at 8:50pm. WB received a number of phone calls from other local stations angered over what they considered preferential treatment by the label. WB had planned a simultaneous release for Thursday morning (2/19).

Speaking for KIIS PD Steve Rivers, Director Of Marketing Dan Acree told R&R, "We did what any other radio station in America would do. We got access to a hot single and we put it right on the air. We didn't do anything illegal, and we didn't receive any formal cease-and-desist orders from WB."

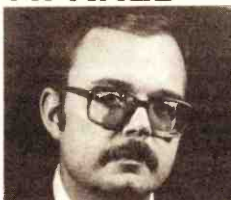
WB Sr. VP/Promotion Russ Thyret explained that a cease-and-desist order wasn't filed owing to the lateness of the hour when the song was played, and said WB finished servicing all L.A.-area stations around midnight Tuesday.

WB: "Frustrating"

"This incident is unfortunate," Thyret said, "especially considering the longtime, strong relationship our two companies have shared. In order to ensure things

like this don't happen in the future, we must find out where the record came from, and intend to pursue this goal by legal means if necessary. It is particularly frustrating when a record such as this is a multi-format record, as it involves a great a number of radio stations." PRINCE/See Page 8

Tradup OM At KRLD



Tom Tradup
WASH/Washington OM Tom Tradup has taken on the OM position at Metropolitan Broadcasting News/Talk outlet KRLD/Dallas. Tradup replaces 12-year OM Gary Brandt, who has accepted a corporate position within Metropolitan.

Tradup told R&R, "Filling in for someone who'd been here for the past 12 years will be a big challenge." TRADUP/See Page 6

Candea Upped To KILT OM

Oversees AM Switch To Country Gold

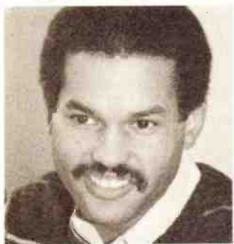


Rick Candea

KILT-AM & FM PD Rick Candea has been named to the new position of OM for the Country combo, following last week's appointment of former WEEP/Pittsburgh PD Dave Anthony as KILT (AM) PD. The stations were recently purchased by Legacy Broadcasting. In addition to overseeing the AM operation, Candea remains FM PD.

GORMAN EXITS

Lyles Now WNCX OM



Harry Lyles

Following a surprise switch from CHR to Classic Hits two weeks ago, Metropolitan's WNCX/Cleveland has named Harry Lyles OM. Most recently PD of WKZL/Winston-Salem, Lyles replaces VP/OM John Gorman, who leaves only five months after joining WNCX from his former station, CHR market leader WMMS.

The appointment reunites Lyles with several previous associates, including owners Jim Harper and LYLES/See Page 6

Candea said, "It's been a great ten years here and this caps it off. We've focused on the FM for a long time; we believe we now have a strong plan for the AM. It'll be 'KILT Country Gold,' a highly produced format, packed full of feature CANDEA/See Page 6

LEW, MURRAY SPLIT ROCK DUTIES

PolyGram Expands AOR Promotion



Drew Murray

PolyGram has realigned its album radio promotion department with the appointment of Calvin Lew to National Director/Rock Radio Promotion, West Coast. He was the label's Local Promotion Manager in Seattle and San Francisco.

Lew joins Drew Murray, who becomes National Director/Rock Radio Promotion, East Coast. This two-man team - Lew based in Los Angeles, Murray in New York - expands on what was previously Murray's sole responsibility.

Concurrently, Brenda Romano advances to National Field Manager/Rock Radio Promotion, based in New York. She was PolyGram's Manager/National AC Promotion.

Murray, Lew, and Romano report to Director/National Promotion David Leach. He called the expansion "long overdue" and said it would allow the label to be increasingly attentive to rock radio's needs.

Leach continued, "Calvin is an eight-year company veteran who's one of the best around. Brenda's only been with us less than a year, and in that short time she's proven



Calvin Lew

herself an invaluable asset. "They are an unbeatable com- POLYGRAM/See Page 6

Gardner Upped To KEX Station Manager



Carl Gardner

Taft AC KEX/Portland has upped Operations Director Carl Gardner to Station Manager. Gardner joined KEX in August 1984 as PD and was promoted nine months later. Earlier, he was Station Manager of KNUS/Denver and worked at several stations in his native Seattle. GARDNER/See Page 6

FEBRUARY 27, 1987

TED SHAKER INTERVIEWED

As the longtime Arbitron head prepares to retire, he offers a rare interview focusing entirely on radio.

Page 31

NARM TACKLES TECHNOLOGY

DAT, CD video singles, cassettes — little agreement but much discussion dominated the NARM convention, as technology terrifies, excites, and confuses retailers and labels alike.

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NEWS



Vance Harrison



Christina Wilson

United Stations Ups Harrison, Wilson

United Stations Radio Networks has promoted VP/Midwest Sales Vance Harrison to Sr. VP/Midwest Sales-Chicago, while Christina Wilson, Director/Midwest Sales-United Stations Programming, advances to VP/Chicago Sales.

In his new post, Harrison will oversee the sales administration of USRN and United Stations Programming Network. Prior to joining the Networks in 1985, Harrison served as Manager in RKO Radio Networks' Chicago office.

Wilson will now supervise all sales for US-1, US-2, United Stations Entertainment & Sports, and Programming, as well as the de-

Bather New VP/GM For WJYL

Paul Bather has been named VP/GM at Inter-Urban Broadcasting's B/U WJYL/Louisville. He replaces Rod Burbridge, who recently transferred to similar duties at WYLD-AM & FM/New Orleans.

"I'm very appreciative about being with the Inter-Urban family," Bather told R&R. "We hope to make this radio station a strong resource and asset in the Louisville community, and broaden our Urban format to include religious music, sports, and community affairs."

In addition to these new duties, Bather is also a Louisville city alderman and has held other political and community service posts.

velopment of new national radio accounts. At the time of United Stations' acquisition of RKO, Wilson was an Account Executive, a post she held until taking her most recent title last year.

Additionally, Ted Jakubiak, who joined USRN in 1986 as an AE, will now serve as Account Executive for United Stations Programming Network/Chicago Sales Office.

Lakefield Programs KGW

WGR/Bufalo Program Coordinator Chuck Lakefield has filled the six-week PD opening at King Broadcasting's KGW/Portland, starting March 2. Lakefield accepted the position just prior to WGR's sale to Rich Communications.

KGW GM Alan Mason told R&R he chose Lakefield after reviewing a flood of applicants following Rick Sadle's move to KNBR/San Francisco in mid-January. "We are extremely pleased to find someone like Chuck, who has a lot of energy and, at the same time, a proven track record at a Full-Service AM. There are an amazing amount of similarities between KGW and WGR."

Lakefield told R&R, "KGW has long been a leader in Portland and I'm glad King Broadcasting and Alan Mason picked me to keep them on the road to prominence."

KFWB Drops Commercials To Promote L.A.'s Future

Weeklong 'California Dreamin'' Promo Features Politicians, Celebrities

KFWB/Los Angeles plugged in hopes and dreams for the city's future in place of commercial spots for a week starting last Thursday (2/26), with a "California Dreamin'" campaign featuring leading political and entertainment figures.

Where spots would ordinarily run, stationmen including L.A. Mayor Tom Bradley, California Governor George Deukmejian, and Senators Alan Cranston and Pete Wilson phoned in their projections for Los Angeles. Celebrities including Ernest Borgnine, Martin Sheen, Joan Rivers, and Rona Bar-

rett also visited the station, going live at the breaks.

Competitors Participate

Crosstown KABC simulcast mid-day man Michael Jackson's thoughts, and even rival KNX GM George Nicholai was invited to share his ideals on-air. KFWB spent close to \$225,000 accommodating guests, and forfeited \$75,000 in commercial revenues, according to GM Dave Forman.

"Let's face it, most news involves hardship and problems," said Forman. "We felt the best way to begin improving the situa-

tion was to get the most articulate, interesting people together to talk about it.

"There were some initial objections to the idea," Forman continued, "but we eventually all agreed that, since we couldn't stop the information flow for an entire day, the only time we could donate was the time we sell."

The promotion was just part of an extensive reimagining campaign KFWB has been working on for the past year. Ads and billboards with palm tree-lined streets and fancy sports cars reflect the "Southern California" life Forman wants KFWB to be associated with.

Conrad Lands KLTX PD Spot

After being suddenly discharged as PD/morning man from format-leading AC KMGJ/Seattle February 12, Rob Conrad has surfaced as PD/morning personality at soft Gold-based competitor KLTX. Reporting to KIXI & KLTX VP/GM Gordon Stenback, he succeeds exiting OM Ron Knowles.

"I feel better about being on the air at KLTX than at KMGJ after only two days," Conrad told R&R. "Over there I had a thousand guys looking over my shoulder. It was getting kind of schizo. This station has done quite well in spite of doing a lot of wrong things, and Gordon is letting me do what's needed in order to win."

Conrad joined KMGJ in the fall of 1984, when he installed its present format. He previously worked at KFRC/San Francisco for a year, at crosstown KYA from 1980-83, and at KING/Seattle between 1975-80 — the last three years as PD.

No replacement for Conrad has been named yet at KMGJ.

Martinez To Manage KWIZ



Patty Martinez

Patty Martinez has been upped to Station Manager at KWIZ/Santa Ana after six months as OM. She joined the station in 1974 as a field "request collector," putting people on the air with instant requests.

Martinez told R&R, "Many people don't get the opportunity to become a Station Manager, and I'm sure chances are even more rare for females. I have faith in our people and product, and I'm confident that upward and onward movement is ahead for us."

Martinez replaces Ron Thompson, who resigned to pursue other interests.

KUBE's Erak Crosses To KNBQ PD

KUBE/Seattle Production Director Ron Erak has been named PD at CHR KNBQ/Tacoma-Seattle. He replaces Ric Hansen, who remains as morning cohost along with news personality Chet Rogers.

VP/GM Jack Bankson told R&R, "Ric wanted to alleviate himself of the dual duties of morning host and programmer. We searched around for a while and decided Ron would be the man for us."

Although this is Erak's first PD position, he was acting PD when Bob Case departed KUBE last summer to program Z93/Atlanta. Erak has also been an air talent at Seattle/Tacoma stations KVI and KTAC, as well as KROY/Sacramento.

"(New owner) Viacom is a fine company, and I have a lot to learn from them," Erak noted. "My philosophy is to have some real fun with the station." Erak didn't comment on the possibility of any format changes.

The Drake Jingles are now available . . . again.

- As first heard on KHJ in 1965
- "Top of the hour stager" /news theme/the original jingle beds
- Your call letters sung by TM productions, Dallas

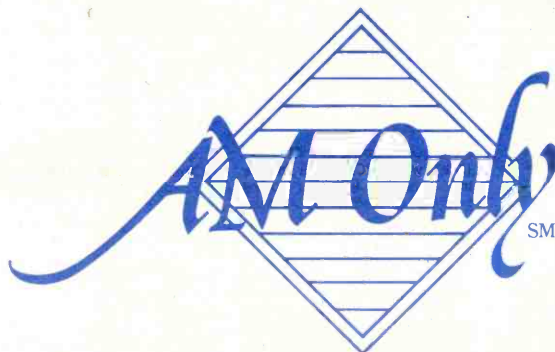
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NEWS

'BREEZIN', 'NEW ATTITUDE'

Guthrie Debuts Two Formats

Scottsdale, AZ-based Edinborough Rand consultant Gary Guthrie has announced the development of two new specialized radio formats — "Breezin'" and "New Attitude."

Not entirely unlike "The Wave" (KTWV/Los Angeles) "Breezin'" can be heard on two Classic Hits stations — during weeknights on KZPS/Dallas (where it is known as "Enerjazz") and on Sundays at

WKLX/Rochester. Reported Guthrie, "'Breezin'" has designs on becoming the new 'Yuppie Beautiful Music.' It's a marriage of mass appeal contemporary jazz and AC artists who match that 'airy' feel, such as George Benson, Steely Dan, Spyro Gyra, and Bob James. It will attract listeners from the 'Lite Rock' and Urban Contemporary formats as well as sharing similar psychographics with Classic Hits/Classic Rock stations."

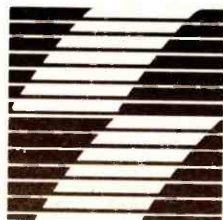
Guthrie described "New Attitude" as a female-oriented format designed for those unhappy with FM AC and "the unavailability of a format that magnetizes the music they must switch from AC to CHR to Urban to collect." Singles and album tracks will be included, offering such artists as Huey Lewis, Lionel Richie, and Whitney Houston; excluded will be downtempo music and artists bridging CHR and AOR.

Guthrie would only say that a station in the top 25 markets will launch the "New Attitude" format within a few weeks. He said, "Like Classic Hits, these formats provide a quicker path to a wandering listener's 'hot button.'"



HAPPY BIRTHDAY, WTOB — Washington News station WTOB opened house to celebrate its 60th year on the air. Sharing a laugh are (l-r) "NewsWeek Magazine and NewsWeek On-Air" Sr. Editor David Alpern, OM Holland Cooke, and Mutual Broadcasting's VP/News Ron Nessen.

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Burkhart/Abrams/Douglas/Elliot

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Ask for Mike Henry

Roger Wimmer, Ph.D./President
Chris Porter/Senior Research Director
Mike Henry/Director of Marketing

Tradup

Continued from Page 3

lenge. KRLLD is the undisputed leader in news and sports in the Southwest, and the largest radio news organization in Texas. I'm looking forward to adding my expertise and experience in leading this team to their next level of excellence."

Tradup worked as OM at KCMO/Kansas City and Exec. Producer at WMCA/New York before joining WASH in October, 1985. No replacement has been named at WASH.

Lyles

Continued from Page 3

Lorraine Golden (who worked at WNIC/Detroit when Lyles was at sister WVKO & WSNY/Columbus), GM Steve Joos (WSNY and WAIA/Miami), and consultant Mike McVay, for whom Lyles was MD at WAKY/Louisville. Ironically, Lyles almost came to Cleveland in 1984 to program McVay's former client, WMJI, but chose to remain in Columbus.

Said Joos, "I asked Harry to work with me again because I consider him one of the premier programmers in the country. It was just fortunate that I was able to get him."

"I knew that Cleveland was going to the Super Bowl and the Indians were going to win the pennant. They promised me tickets, so I took the job," joked Lyles. "WNCX will be a Classic Hits station of the '60s, '70s, and '80s. There will be a lot of emphasis on '80s product. We won't be a lazy-sounding, wimpy Gold station."

The staffers who followed Gorman from WNCX, including PD Denny Sanders and MD Rhonda Kelfer, will stay, according to Lyles. "If they want to do the Classic Hits walk with me, they'll be fine."

WNCX is Cleveland's first Gold FM in recent memory. Its only direct competitor, WHK, switched to satellite-delivered oldies recently.

PolyGram

Continued from Page 3



Brenda Romano

ination with Drew Murray, who after more than nine solid years with PolyGram will be able to focus his promotion talents more effectively and efficiently than ever before."

Low joined PolyGram in Seattle in 1979, and previously held marketing and promotion posts in Western Canada, including five years with Motown.

Romano came to the label in the national AC slot last April, having served in regional and local promotion posts for Island and RCA.



Jack Beach

Beach PD At
WYST-AM & FM

United Broadcasting National PD Jack Beach has been named Director of Programming for United's WYST-AM & FM/Baltimore. Beach handles the AM & FM's "Rock Hits" and "Light Rock" formats, respectively; his national post has been dissolved.

Beach remarked, "In three years as National PD, I had achieved most of the goals I'd set in improving the programming departments of United's radio stations. I'm very excited about taking a unique format like (gold/current combination) 'Rock Hits' and making it successful on AM. I welcome the opportunity to build upon the success of 92 STAR (WYST-FM) and look forward to rating and revenue increases for both stations."

Gardner

Continued from Page 3

According to Gardner, he becomes the second Taft programmer to move into upper management. WGR/Bufalo GM Larry Anderson made the move several years ago after having programmed in Tampa (Taft sold WGR to Rich Communications last week). Gardner's promotion follows last month's appointment of David Milner to GM at KEX sister FM, KKRZ, while continuing as GM at KEX.

Upon his arrival at KEX, Gardner said the station was a "classic case of an AM station that got confused about what it was. We figured out who our core was and persevered it in news, information, and personality. It's doing well now and is a major force in Portland."

Milner told R&R, "Carl is a hardworking, great innovator, and I'm happy to have him. He has the respect of the staff, and this move takes a big load off of me."

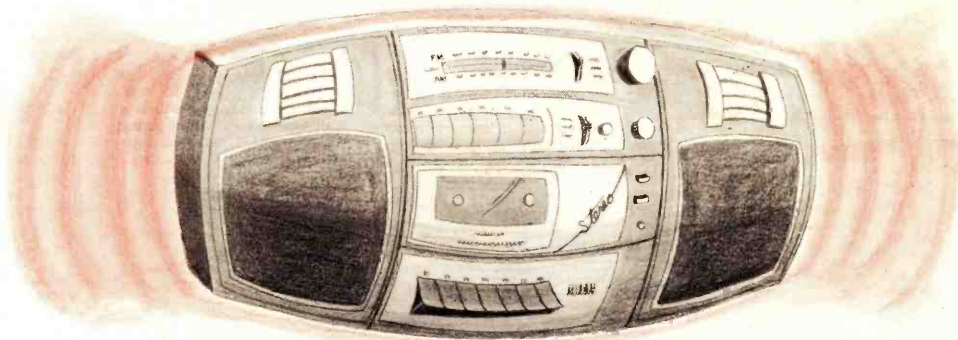
Candea

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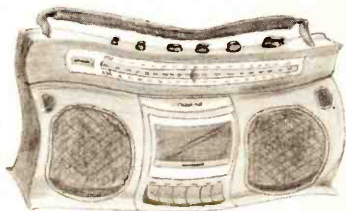
tures and prizes. There'll be artist vignettes, contests like 'Brain Game,' 'Superstar Showdown,' 'Song Scrambles,' and 'Mystery Oldies.' We're working with Ed Shane Media. It'll be very uptempo; it's gonna fly."

Candea joined KILT in 1977 to do evenings on the AM. He became FM PD when it switched to Country in 1981, and was named combo PD when the AM went Country in 1982. Earlier, he was the night jock at 13Q/Pittsburgh.

Once Your Station Gets StereoMaxx'ed,



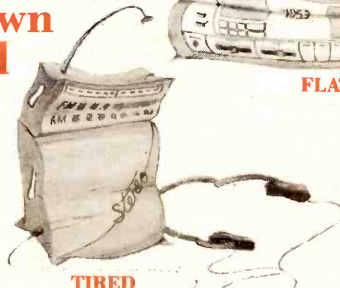
Every other station in town will sound a little...



LIFELESS



DEFLATED



TIRED



FLAT

New StereoMaxx Gives You an Extra Edge.

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NEWS

FIRST TO ADOPT ABRAMS FORMAT

KSCO-FM Brings New Age To San Jose

Following the debut of KTWV ("The Wave")/Los Angeles, Fuller-Jeffrey's KSCO-FM/Santa Cruz plans a March 10 switch from Easy Listening to become the first client for consultant Lee Abrams's all-New Age format.

The station will adopt new (as yet unnamed) call letters and the marketing slogan "The New Age Of The Bay." Currently, the 50kw Class B shows only in the Monterey-Salinas book, but expects to make a dent in San Jose since it shares a tower with the market's KWSS.

GM B.C. Cloutier said the mix will include light jazz and light classical, European synthesizer music, and environmental sounds, as well as Windham Hill-style new age music.

"KMET beat us by two weeks, but that's his showbiz," said Abrams. He described his mix as "much more pure, new age, 60-40 new age to jazz," which will be "10% vocal at most."

Four Music Phases; Beautiful Music Structure

"There are three or four different types of music in there: acoustic, Windham Hill-type music; the more electronic, Jean-Michel Jarre-Vangelis area; and the Pat Metheny and Larry Carltons," he elaborated. "The fourth, heavily dayparted and mainly late at night, would be the spacier music - Tangerine Dream kind of things.

"Our target is 25-44, evenly mixed male-female. It borrows a lot from AOR, although the structure - the long music sweeps - is a lot like Beautiful Music. It won't have Sting or soft rock; 95% of what we play has never been played on radio."

Abrams noted that the station will do promotions such as concerts in the park. "There will be very little on-air contesting, but a high promotional profile," he said.

Abrams added that the station is interviewing this week for a new PD.

ALSO HEADS SATELLITE NET

KYMS Sets Armstrong As New VP/GM

Twenty-year radio veteran Dave Armstrong has been named VP/GM of Contemporary Christian station KYMS/Anaheim-Garden Grove and the Orange County-based Interstate Satellite Network, which broadcasts AC Christian music across the US.

Armstrong, formerly GM at nearby AC outlet KWJZ for the last five years, replaces David Toberly, who returned to school in Virginia two weeks ago. "KYMS is gaining popularity more and more," said Armstrong. "It's an exciting time for Contemporary Christian music, and now we're



Dave Armstrong bringing his sound and message to the rest of the country."

H&G

Continued from Page 1
ming Mark Driscoll, who programs KHYI (Y95)/Dallas. Bennett had been consulting Y95 since its recent switch from Contemporary Christian to "Gladiator" CHR.

In late spring H&G plans to move to the Santa Monica, CA area, where Ginsburg and Bennett will be based. The group's stations include KTNQ & KLVE/Los Angeles, WCFL & WLUP/Chicago, KHYI, WVCG/Ft. Lauderdale, WLLT/Cincinnati, WZPL/Indianapolis, KSSK & KULA/Honolulu, and WAPE & WJAX/Jacksonville.

Ginsburg said, "Buzz brings a great deal of correct programming, driving energy, and joy to the table. His knowledge of contemporary programming goes back as far as

anyone's, and he's expected to work on a hands-on basis to win battles for our company. As equals in the executive structure, Buzz and Mark have a wonderful deal going - they each get credit for the other's success."

Bennett told R&R his duties will vary from station to station, noting that presently most of his time is being spent "studying new acquisition possibilities." Of his new appointment, he said, "Ceel and Scott think like great programmers. Their aggressiveness and support behind the PDs is unbelievable."

regarding his return to radio, he added, "I've known there was a hole in my life for quite a few years because I've always lived for broadcasting, and I know that better than ever now. I was empty... a man without a country. I'm

Prince

Continued from Page 3

KIIS Alleges Retaliation By WB

Continuing his account, Acree said, "The next morning we got a call from Russ Thyret expressing his displeasure over the matter. He demanded to know the source. We politely explained to him we chose not to disclose our source."

"We did what any other radio station in America would do. We got access to a hot single and we put it right on the air."

-Dan Acree, KIIS/Los Angeles

Acree went on to describe a string of what he regarded as retaliatory actions from WB. "They pulled two big promotions away from us. One was the screening of a new WB picture, 'Lethal Weapon.' The other was a Grammy Nomination Compact Disc Giveaway, which was already airing. This caused us a great deal of inconvenience, as we had to scramble to purchase all the CDs before they were gone."

When asked about rumors that KIIS had responded by deleting all WB product from its printed and on-air playlist, Acree responded, "KIIS has no plans to escalate this problem any further. We can't understand why they've taken such an extreme posture on the matter."

"It would seem in WB's best interests for a station like KIIS to play a record by Prince. Bottomline, our listeners have a right to hear WB product. A problem between WB and KIIS is not a reason to penalize the audience."

Thyret concluded, "It has always been and continues to be our policy that all stations are serviced at the same time. This is done with considerable effort and expense to ensure each station has equal opportunity in their marketplace."

WQHT/New York Also Jumped Gun

In a related matter on the East Coast, WQHT/New York reportedly aired "Sign 'O' The Times" Wednesday evening, approximately 12 hours before all stations in the market were supposed to receive the record from WB - a fact that upset B/U competitor WBSL, for one. Said PD B.K. Kirkland, "Obviously, Warner Bros. didn't design it to give 'QHT a head start, but I feel they're responsible because they created the hype by deciding to tell everybody that the new Prince would be out at 9am the following morning. If they hadn't done that, I doubt that I would have been upset. After all, all the major stations here have the ability to pull that record in from the West Coast."

Kirkland added that CHR and B/U outlets Z100, WPLJ, WRKS, and WBSL "have come a long way and stopped stabbing each other in the back. I've talked with a couple of other PDs in the market, and no-

"In order to ensure things like this don't happen in the future, we must find out where the record came from, and intend to pursue this goal by legal means if necessary."

-WB Sr. VP/Promotion Russ Thyret

body wants to see things thrown into a tailspin again, with all that backbiting."

Kirkland said his station has pulled several - but not all - WB releases from rotation, and he has a meeting scheduled with label VP Tom Draper.

"We feel that they owe every music station an apology for the way things happened," concluded Kirkland. "And we want to know what kind of controls they're going to use to make sure this doesn't happen again in the future."

Kingston

Continued from Page 1

time to reposition and improve the package a bit. Steve's presence in the station will make it much easier for me to accomplish this."

When asked if Kingston would be doing any airwork, Shannon answered, "Have you ever heard him on the air? I hope you taped it, 'cause you won't have the opportunity to hear him here. Steve only needs help in one important area, learning how to select his wearing apparel. He may be a Paralle One programmer, but he's a P-4 dresser."

Kingston, a programming veteran of WFGC, B34/Pittsburgh, and WYRE/Annapolis, told R&R, "An opportunity to work at Z100 is a dream. Both Scott and Dean (Thacker, VP/GM) have given me the tools necessary for me to perform. My only regret is leaving B104, which one of the best staffs in world." Kingston's replacement has not been selected.

Blue Note Founder Lion Dies

Alfred Lion, founder of Blue Note Records, with many aficionados consider the most innovative and important jazz label in history, died of congestive heart failure February 2 in San Diego. He was 78.

Born April 21, 1908 in Berlin, Germany, Lion settled in the US in 1938 to escape Nazism. Already an ardent jazz fan, he launched Blue Note in 1939 with a recording by boogie-woogie piano masters Albert Ammons and Meade Lux Lewis. Soon afterward, he teamed Sidney Bechet with a quintet called the Port of Harlem Jazzmen. The resulting recording "Summer-time" was Blue Note's first hit.

In 1966 Lion sold the label to Liberty Records, but continued to head it until ill health forced him to retire the following year. Manhattan Records revived Blue Note in 1985.

Manhattan President Bruce Lundvall commented, "Alfred Lion was our great inspiration and counselor during the rebirth of the label. It was our joy to have him and his wife Ruth as our guests of honor at both the Town Hall Blue Note Concert and last summer's Mount Fuji Festival. We will miss him dearly, but his guiding spirit will lead Blue Note into the future, and we resolve to continue the label with the same standard of excellence that he set for the label over the decades."

Lion is survived by his wife and two stepdaughters.

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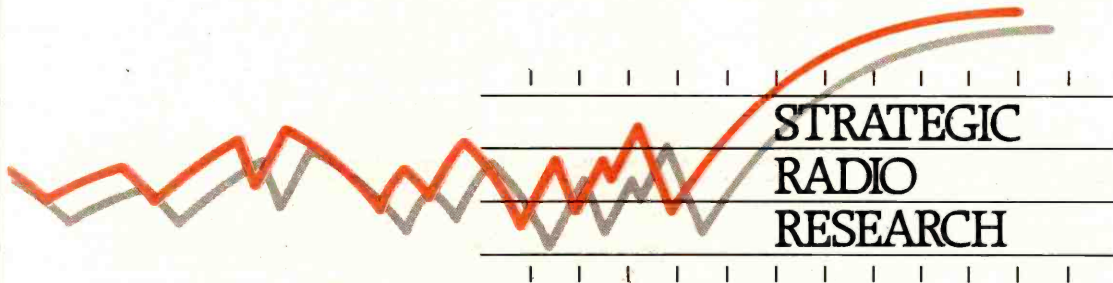
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BRAD WOODWARD

WASHINGTON REPORT

TAUKE-TAUZIN, SWIFT PROPOSE BILLS IN HOUSE

Hollings Pledges Renewal, Fairness Doctrine Action

Look for early Senate action on comparative renewal reform and codification of the Fairness Doctrine, Senate Commerce Committee Chairman Fritz Hollings (D-SC) told broadcasters this week.

Appearing before NAB's annual State Leadership Conference in Washington, Hollings said legislation cementing the Fairness Doctrine into law will be ready for hearings next month.

And he indicated another bill, to eliminate comparative renewals, is being readied. An aide said the measure would be introduced in the Senate sometime this spring.

In the House, meanwhile, the drive to overturn comparative renewals — NAB's top legislative priority — swung into high gear last week. Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA) introduced legislation to ban competing applications at renewal time.

Markey Backs Trafficking Ban, Hits

"Quick-Buck Artists"

Rep. Al Swift (D-WA) continues to work on a comparative renewal bill. And last week he dropped in a bill to reimpose the three-year trafficking rule to slow down the rapid turnover in radio and television ownership. Significantly, a cosponsor of the bill is newly-installed Telecommunications Subcommittee Chairman Ed Markey (D-MA). As Chairman, he has considerable power to move the bill forward.

"Quick-buck artists are swarming all over media properties," Markey charged. "But there is a

"Quick-buck artists are swarming all over media properties."

—Rep. Ed Markey

cost to such behavior. That cost is borne out by a decrease in public interest and local programming."

Added Swift, "Station licenses are not supposed to be traded like pork bellies and other 'investment vehicles.' Licensees are supposed to serve their communities."

Comparative Hearings: \$500,000, Ten Years

In a statement accompanying his bill, Rep. Tauke said legal fees for radio stations in comparative renewals average \$500,000, and the proceedings usually last seven to ten years.

The Broadcast License Renewal Act of 1987 would require virtually

ence composition, the number of competing radio and TV stations, and the material broadcast by those stations. The Commission would be barred from requiring

Legislative Roundup

- Comparative Renewal Abolition In House
- Swift Offers Anti-Trafficking Bill
- Markey Backs Station Trading Slowdown
- Senate Plans Fairness, Renewal Hearings
- Hollings Slams "Hit-And-Run" Broadcasters

automatic renewal as long as a station:

- Airt "material responsive to matters of concern to residents of its service area"
- Doesn't show a "pattern of abuse" of FCC rules or the Communications Act.

Wide Station Flexibility On Public Interest Material

In deciding what responsive material to air, stations would be allowed to weigh such factors as aud-

any "specific subjects or categories of material."

Only if license renewal was denied for cause would the frequency be opened up to competing applicants.

The Tauke-Tauzin bill would also direct the FCC to open an inquiry on possible new record-keeping requirements for stations to make it easier for the public to participate in the renewal process.



Tom Tauke (l) and Billy Tauzin (r) have a new bill in the House opposing comparative renewals.



Renewal "Blackmail" Payoffs Prohibited

The bill addresses longstanding concern within the industry about groups that file petitions to deny, or informal objections, for the sole purpose of being bought out. "This measure prohibits individuals from blackmailing radio and television stations," Tauke explained. Under the bill, settlement payments would be strictly limited to legitimate expenses.

"Our legislation provides certainty for consumers and for broadcasters," said Tauke. "It reaffirms and clarifies a broadcaster's public interest responsibility. It assures that citizens or citizen groups can challenge a broadcaster's license if that broadcaster is failing to meet the needs and interests of its listening or viewing audience."

Despite introduction of the Tauke-Tauzin bill, an aide said Rep. Swift still plans to offer his own package. It will include com-

parative renewal abolition, strengthening of petitions to deny, a restatement of the public interest standard, and "something else" — dealing either with trafficking, minority preferences or EEO.

Hollings Slams Money-Hungry Newcomers

In this week's NAB remarks, Sen. Hollings chided broadcasters for failing to give adequate coverage to the nation's \$200 billion deficit problem. And he criticized "newcomers into the broadcast industry that could care less about programming, about continuity, about the development of your particular profession."

"They look, as we look at a lot of other problems in this land of ours, at money. They're hit-and-run drivers without the real credibility you've built up under the Fairness Doctrine and your own leadership. A lot of that is going down the tubes, out the window."

NEWS BRIEFS

Rep. Boucher Offers New Source Licensing Bill

The battle lines are once again drawn for a fight over how composers are compensated for music aired as part of syndicated television shows. Rep. Rick Boucher (D-VA) this week introduced legislation, similar to a measure he pushed last year, to shift to "source" licensing.

Composers, ASCAP, and BMI have vehemently opposed the shift, charging it will take money out of their pockets and drain away the incentive for writers to compose the music that is a mainstay of radio music programming.

They charge that source licensing would require them to negotiate individual deals for each use of their work in syndicated programming, a task they say is virtually impossible to carry out.

But Boucher argues that his latest plan would not hurt composers or lyricists. "Our bill mandates by law that songwriters who operate under work-for-hire contracts receive residuals for the continuing use of the music, just as scriptwriters, actors, directors, and musicians do today."

NAB Neutral On Condom Advertising

NAB says it has no plans to take a stance on the controversy over whether radio and television stations should air ads for condoms. Supporters say condoms help stop the spread of AIDS, while opponents say the ads promote sexual promiscuity and controversial birth control.

"Individual stations must make their own judgments whether condom advertising is warranted and appropriate in their individual communities," NAB said in a newsletter to members.

"NAB encourages local stations to exercise these judgments and develop their own guidelines for taste and acceptability, if they decide to air condom ads," said the association. "NAB recognizes that various local broadcasters, and perhaps even networks, will decide differently on this issue."

Meanwhile, NAB has slated a special panel on contraceptive advertising at next month's convention in Dallas. The joint TV-radio session will take place Tuesday, March 31 at 11 a.m.

FCC Prepares For April 1 Fee Collection

Gearing up to begin accepting application fees on April 1, the FCC has issued a 52-page bulletin detailing fee amounts, as well as collection procedures. Copies can be purchased from the Commission's copying contractor at (202) 857-3800 (ask for FCC 86-562).

Fees must be paid by check, bank draft, or money order made payable to the Federal Communications Commission. Credit cards may not be used, and the FCC declined requests to bill applicants, or to let large firms set up accounts with the Commission.

Applicants should remember that, by making sure applications arrive at the Commission before April 1, fees for actions due on or near that date can be avoided. However, applications received before then, but later designated for hearing, will still be subjected to one of the largest of the new fees, a \$6000 comparative hearing charge.

Fee questions can be directed to Brent Weingardt at the Commission at (202) 632-3906.

Radio News Salaries Rise 8%

RTNDA's latest salary research shows radio news salaries rising 8% in 1986, while TV pay went up only 2%. According to RTNDA researcher Vernon Stone of the University of Missouri, the median salary for a radio news director last year was \$16,900, up \$1300 over the previous year. Median figures indicate that half of those surveyed earn more, and half earn less than the amount indicated.

For the typical radio news anchor, pay was up 16% to \$15,080, according to the survey of 850 commercial radio stations. Other median figures: reporters, \$12,896 (unchanged); highest paid reporter, \$15,548 (+8.7%); high anchor, \$17,160 (+13.8%); staff low, \$12,480 (+6.7%).

"Most gains were small," Stone concluded, "but so was the increase in the cost of living. The largest gains came where they were most needed — in radio news." During the survey period, Stone said the cost of living rose only 1.2%.

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RADIO BUSINESS

TRANSACTIONS

Pyramid Buys WRXR For \$15 Million

WRXR/CHICAGO, IL
PRICE: \$15 million
BUYER: Pyramid Broadcasting, Inc., President Rich Balsbaugh. The company also owns WKXS-AM & FM/Boston, WPGR & WSNI/Philadelphia, WPIT-AM & FM/Bufalo, and WPXY-AM & FM/Rochester, NY, ter, NY.
SELLER: Flint Chicago Associates, owned by Arthur & Katherine Shadock.
DIAL POSITION: 95.5 MHz
POWER: 6 kw at 1170 feet
FORMAT: Classic Rock
BROKER: Gary Stevens of Wertheim Schroder & Co.

WADO/NEW YORK
PRICE: Undisclosed
BUYER: Radio WADO, Inc., a new company formed by Louis Wolfson, Mark Blank, and Herb Levin.
SELLER: Command Broadcast Associates, headed by Nelson G. Lavergne.
DIAL POSITION: 1280 kHz
POWER: 5 kw
FORMAT: Spanish

WPET & WKSJ/GREENSBORO, NC
PRICE: \$5.6 million
BUYER: WCCB-TV, Inc., a division of Bahakel Communications, which is owned by Cy N. Bahakel. The company also owns WOOD-AM & FM/Chattanooga; WXLV/Charleston, SC; KILQ/Colorado Springs; WWOOD & WKZZ/Lynchburg, VA; KXEL & KOKZ/Waterloo, IA; WLBJ-AM & FM/Bowling Green, KY; WABG/Greenwood, MS; and WKIN & WZXY/Kingsport, TN.
SELLER: Robins Communications, Inc., a division of A.H. Robins Co.
DIAL POSITION: 950 kHz; 98.7 MHz
POWER: 500-watt daytimer
 100 kw at 814 feet
FORMAT: Religious; CHR

WRGI/NAPLES, FL
PRICE: \$3.3 million
BUYER: All Communications, Inc., owned by Allan and Cynthia Roberts, who recently purchased WSYB & WRUT/Rutland, VT.
SELLER: Arkellan Broadcasting Co., President Arthur Arkellan. Also owns WLLC/Williston, FL and WLWU-AM & FM/Holiday-Dunedin, FL.
DIAL POSITION: 93.5 MHz
POWER: 3 kw at 300 feet
FORMAT: CHR
BROKER: Randy Jeffery of Chapman Associates.

KDOL & KTFI/LANCASTER-PALMDALE-MOJAVE, CA
PRICE: \$2.5 million
BUYER: HPW Communications, Inc., controlled by Melvin Winters, Edward Hawkins, and Bert Pucci. Winters is a veteran California station owner, Hawkins is a Los Angeles TV syndication executive, and Pucci is the former publisher of Los Angeles magazine.
SELLER: Chambers Broadcasting, controlled by George and Bonnie Chambers and Robert Adelman. It also owns KGBR/Gold Beach, OR and KTCE/Austin, TX.
DIAL POSITION: 1340 kHz; 103.1 MHz
POWER: 1 kw; 860 watts at 577 feet
FORMAT: AC
BROKER: Elliot Evers and Greg Merrill of Chapman Associates.

KTXF/BROWNSVILLE, TX
PRICE: \$2.35 million
BUYER: Tate Communications, Inc., owned by Harvey Tate, former GM of WJVO/Oriando, FL.
SELLER: Valley Radio Company, principals Diane and Mitch Levy.
DIAL POSITION: 100.3 MHz
POWER: 100 kw at 500 feet
FORMAT: Country
BROKER: Lester Kamen of Kamen & Company.

KSEL-AM & FM/LUBBOCK, TX
PRICE: \$1.3 million
BUYER: Bakcor Broadcasting, Inc., President George Bakke; also owns KNND & KNFM/Midland, TX.
SELLER: Harris Enterprises, owned by the John P. Harris family, which also owns WACO & KHOO/Waco, TX; KTOP & KDVV/Topeka, KS; KBUR & KGRS/Burlington, IA; KIUL/Garden City, KS; WJOL & WLLI/Joliet, IL; and KWKR/Leoti, KS.
DIAL POSITION: 950 kHz; 93.7 MHz
POWER: 5 kw days/500 watts nights; 100 kw at 740 feet
FORMAT: AC

WBEI/CHICAGO
PRICE: \$1 million
BUYER: Mariner Broadcasters, Inc., President Charles R. Sherrell.
SELLER: Heritage Communications, Inc.
DIAL POSITION: 1570 kHz
POWER: 1 kw
FORMAT: Jazz

KPRE/PARIS, TX
PRICE: \$361,000
BUYER: Ray and Marcia Eller, who also own KBUS/Paris, TX.
SELLER: Sudduth Media, Inc., President Gene Sudduth.
DIAL POSITION: 1250 kHz
POWER: 500-watt daytimer
FORMAT: Country

KBND & KLRR/BEND-REDMOND, OR
PRICE: \$965,000
BUYER: Denco Broadcasting Corp., President Gerald Dennon, of Seattle. Dennon is President of Montcalm Corporation, a radio brokerage firm.
SELLER: Douglas Kahle and Edwin Tornberg, who also own WBRI & WXIR/Indianapolis, IN; WFIA & WXLN/Louisville, KY; and WABS/Washington, DC. Kahle also owns KFIA/Sacramento, CA.
DIAL POSITION: 1110 kHz; 107.5 MHz
POWER: 25 kw; 100 kw at 985 feet
FORMAT: News/Talk; AC
BROKER: Montcalm Corp.

WESR-AM & FM/ONLEY-ONANCOCK, VA
PRICE: \$735,000
BUYER: Eastern Shore Radio, Inc., owned by Benjamin Ferguson, Gloria Jennings, and Charles F. Russell. They also own WJJC/Salem, NJ and WNNN/Canton, NJ.
SELLER: Accomack-Northampton Broadcasting Co., owned by Vernon Baker, who also owns WKGW/Smithfield, VA and WBZI & WLGW/Xenia, OH.
DIAL POSITION: 1330 kHz; 103.3 MHz
POWER: 5 kw; 50 kw at 320 feet
FORMAT: AC

WMPP/CHICAGO HEIGHTS, IL
PRICE: \$600,000
BUYER: Premiere Broadcasting, Inc., principals Zirl Smith, and Benardine Washington.
SELLER: Jana Broadcasting Co., principal Michael Benages.
DIAL POSITION: 1470 kHz
POWER: 1 kw
FORMAT: Gospel

WTPS/MUNCY, PA
PRICE: \$498,000
BUYER: Pro Marketing, Inc., owned by Victor Marshall and Joseph Kalie.
SELLER: JKR Broadcasting, Inc., owned by John A. Kennedy.
DIAL POSITION: 103.9 MHz
POWER: 3 kw at 209 feet
FORMAT: CHR

KUKU/WILLOW SPRINGS, MO
PRICE: \$150,000
BUYER: 101 Communications, Inc., owned by Bret Neathery.
SELLER: Ozark Radio Network, owned by Robert Neathery Sr.
DIAL POSITION: 1330 kHz
POWER: 1-kw daytimer
FORMAT: Country

TRANSACTIONS AT A GLANCE

Transactions So Far In 1987:
\$156,419,640

This Week's Action: \$37,046,000

- WADO/New York price undisclosed
- WRXR/Chicago \$15 million
- WPET & WKSJ/Greensboro, NC \$5.6 million
- WRGI/Naples, FL \$3.3 million
- KDOL & KTFI/Lancaster-Palmdale-Mojave, CA \$2.5 million
- KTXF/Brownsville, TX \$2.35 million
- KSEL-AM & FM/Lubbock, TX \$1.3 million
- WBEI/Chicago \$1 million
- KBND & KLRR/Bend-Redmond, OR \$965,000
- WESR-AM & FM/Onley-Onancock, VA \$735,000
- WMPP/Chicago Heights, IL \$600,000
- WTPS/Muncy, PA \$498,000
- KPRE/Paris, TX \$361,000
- WRTF/Chapel Hill, NC \$312,000
- KALM/Thayer, MO and KAMS/Mammoth Spring, AR \$310,000
- WHOH/Cadiz, OH \$290,000
- WJNR/Iron Mountain, MI \$275,000
- WCEA/Newburyport, MA \$250,000
- WBLG/Smith's Grove, KY \$225,000
- KFMO/Fiat River, MO \$182,000
- KWCJ/Willow Springs, MO \$163,000
- KUKU/Willow Springs, MO \$150,000
- WBCM/Bay City, MI \$125,000
- KYOT/Great Falls, MT \$125,000
- WFBLSyracuse, NY \$125,000
- KFLJ/Walsenburg, CO \$80,000
- KLKR/Vandalla, MO \$75,000
- KOSC/Marshfield, MO \$75,000
- WTL0/Ithica, NY \$75,000
- KFTS/Fort Scott, KS price undisclosed
- WZVN/Lowell, IN price undisclosed

WRTF/CHAPEL HILL, NC
PRICE: \$312,000
BUYER: Carolina Christian Communications, Inc., President Richard St. John.
SELLER: Leathers Enterprises, Inc., owned by Lodson Leathers.
DIAL POSITION: 1530 kHz
POWER: 10-kw daytimer
FORMAT: Religious

KALM/THAYER, MO and KAMS/MAMMOTH SPRING, AR
PRICE: \$310,000
BUYER: K.A.M.S., Inc., owned by Shawn Neathery.
SELLER: Ozark Radio Network, Inc., owned by Robert Neathery Sr.
DIAL POSITION: 1290 kHz; 95.1 MHz
POWER: 1-kw daytimer; 75 kw at 90 feet
FORMAT: Country

WHOH/CADIZ, OH
PRICE: \$290,000
BUYER: Blair Broadcasting, Inc., owned by Donald Davoriss, who also owns WEIR/Welton, WV.
SELLER: Cadiz Broadcasting, Inc., President Randy O'Grady.
DIAL POSITION: 106.3 MHz
POWER: 2.55 kw at 300 feet
FORMAT: AC

WJNR/IRON MOUNTAIN, MI
PRICE: \$275,000
BUYER: Wheeler Broadcasting of Michigan, Inc., principal Ray Wheeler, who also owns KWNO/Winona, MN and WTCH & WOWN/Shawano, WI.
SELLER: J & R Electronics, Inc.
DIAL POSITION: 101.5 MHz
POWER: 47 kw at 620 feet
FORMAT: AC

WCEA/NEWBURYPORT, MA
PRICE: \$250,000
BUYER: Ted Larsen Broadcasting, Inc., owned by Ted Larsen, newscaster at WBZ/Boston; Dan Friel Jr., a former GM of KDKA/Pittsburgh and former Sales Manager of WBZ; and Stephen Howard, local businessman.
SELLER: WCEA, Inc., owned by Alvin Goldstein, William Walsh, Mohammed Chaudry, and Thomas Moranlan.
DIAL POSITION: 1450 kHz
POWER: 1 kw days/250 watts nights
FORMAT: AC

WBLG/SMITH'S GROVE, KY
PRICE: \$225,000
BUYER: Hilltopper Broadcasting, Inc., owned by J. Barry Williams, Henry Dickenson, and Wesley Strader.
SELLER: Faye S. Anderson
DIAL POSITION: 107.1 MHz
POWER: 3 kw at 300 feet
FORMAT: AC

KFMO/FLAT RIVER, MO
PRICE: \$182,000
BUYER: Greater Missouri Broadcasting, Ltd., President Randall Bosen, who also owns KMMJ/Grand Island, NE and KKDK-AM & FM/Cintion, MO.
SELLER: Simon Broadcasting Co., President Ann Simon.
DIAL POSITION: 1240 kHz
POWER: 1 kw
FORMAT: AC

KWCJ/WILLOW SPRINGS, MO
PRICE: \$163,000
BUYER: 101 Communications, Inc., owned by Bret Neathery.
SELLER: Woodridge Enterprises, Inc., President Rick Jesse.
DIAL POSITION: 100.1 MHz
POWER: 3 kw at 437 feet
FORMAT: AC

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Grand-Master of the NBA but just a novice at the game
Dripping with sweat & soaking wet ETONICS on his feet
His name's Akeem but he's called The Dream,
And I won't accept defeat

Unbeatable—Undefeatable—He's Unbelievable—Unbeatable

From Africa Olajuwon means striving to the top
Twin Tower number 34 The Dream cannot be stopped
A warning to the competition throughout the NBA
He's going for the M.V.P., So c'mon make my day

Unbeatable—Undefeatable—He's Unbelievable—Unbeatable
(Fastbreak)

With ETONIC Shoes & inside moves he powers to the hoop
He takes a pass high above the glass for the one-hand alley-oop
And you won't survive on the dribble-drive cause he'll
steal it from your hands
Think you're hot? Then take a shot and he'll slap it in the stands.

Unbeatable—Undefeatable—He's Unbelievable—Unbeatable

Akeem is back with shoes to match in his red white and gold
And if you wanna be Number 1 then this is what I'm told
Work up a sweat get soaking wet keep striving like Akeem
And put ETONICS on your feet, And be just like The Dream

Unbeatable—Undefeatable—He's Unbelievable—Unbeatable
(Fastbreak)

A New Hit Record Coming To You In This Space
Next Week From Akeem Olajuwon,

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Records Co.

RADIO BUSINESS

TRANSACTIONS

WZVN/LOWELL, IN

PRICE: Undisclosed
BUYER: Greco Broadcasting Corp., principal Julian Colby, who also owns WJOB/Hammond, IN.
SELLER: Whiteco Industries, Inc.
DIAL POSITION: 107.1 MHz
POWER: 3 kw at 500 feet
FORMAT: AC

WBCM/BAY CITY, MI

PRICE: \$125,000
BUYER: Kathi Broadcasting Co., owned by Howard Gilbert, Robert Haag, Robert McIntosh, Avis Primack, and Alvin Umans.
SELLER: J & B Communications, Inc., owned by Arnold Jacobs.
DIAL POSITION: 1440 kHz
POWER: 5 kw days; 2.5 kw nights
FORMAT: AC

KYOT/GREAT FALLS, MT

PRICE: \$125,000
BUYER: Verdell H. Lonquist.
SELLER: Christian Enterprises, Inc., President Harold Erickson. The company also owns KGEL/Glendive, MT; KURL/Billings, MT; KGVW-AM & FM/Belgrade, MT; and KUYO/Casper, WY.
DIAL POSITION: 1400 kHz
POWER: 1 kw days/250 watts nights
FORMAT: Station is currently dark.

WTKO/ITHACA, NY

PRICE: \$75,000
BUYER: Cooney Communications, Inc., owned by Matthew Cooney, which also owns WCHN & WKXXI-Norwich, NY.
SELLER: Andrew Lavigne, trustee.
DIAL POSITION: 1470 kHz
POWER: 5 kw days; 500 watts nights
FORMAT: AC

KFLJ/WALSBURG, CO

PRICE: \$80,000
BUYER: Southern Front Range Broadcasting, Inc., Roland Ashmore, principal.
SELLER: Floyd Jeter
DIAL POSITION: 1380 kHz
POWER: 1-kw daytime
FORMAT: Country

KOSC/MARSHFIELD, MO

PRICE: \$75,000
BUYER: Basil H. Price, a businessman from Russell, KS.
SELLER: Ozark Summit Communications, Inc., President John P. Thompson.
DIAL POSITION: 1510 kHz
POWER: 250-watt daytime
FORMAT: AC
BROKER: Scottie Earls of Charles Earls & Associates.

KLRK/VANDALIA, MO

PRICE: \$75,000
BUYER: Calvin D. Rollins, former GM of KXSA/Little Rock, AR.
SELLER: William T. Simpson, receiver.
DIAL POSITION: 100.1 MHz
POWER: 3 kw at 300 feet
FORMAT: Country

WFBL/SYRACUSE, NY

PRICE: \$125,000
BUYER: WFBL-Syracuse, Inc., owned by Donald Wilks and Michael Schwartz. They also own WAQY & WIXY/Springfield, MA; WEEX & WQQE/Easton, PA; WKFM/Syracuse, NY; and WSRZ/Sarasota, FL.
SELLER: First Broadcasting Corp., President Milton L. Hibdon.
DIAL POSITION: 1390 kHz
POWER: 5 kw
FORMAT: Station is currently dark.

KFTS/FORT SCOTT, KS

PRICE: Undisclosed
BUYER: Wisconsin Voice of Christian Youth, Inc., President Harry Fritz.
SELLER: KFTS, Inc., VP Will Russell.
DIAL POSITION: 101.7 Mhz
POWER: 3 kw at 230 feet
FORMAT: Religion

TWO LEADERS GET TOGETHER.

Bonneville Broadcasting System is now supplying its ULTRA Easy Listening music programming to KJOI in Los Angeles.



Bob Darling,

Manager: Programming/Operations — KJOI FM99

"I'm pleased that we are adding the Bonneville Broadcasting System's music product to the sound of KJOI. Their wealth of custom music that reflects Easy Listening of the late 1980's is essential to the mix of music on K-Joy. The people at Bonneville have been most cooperative and enjoyable to work with. They are progressive thinkers in a format that for too long has been living in the past."

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WADO Sale Back On Firm Footing

Swampland Problem Cleared Up; New Buyer Deal

The on-again, off-again sale of WADO/New York appears to be on again.

"We're still working everything out, but we have a deal," remarked **Comman Broadcasting Exec. VP Albert Cameron.**

The Spanish-formatted station, owned by **Nelson Lavergne**, will be sold to a newly created company known as **Radio WADO, Inc.** The firm is headed by **Louis Wolfson**, whose father founded the **WOMETCO** broadcast empire. Others in the deal include President **Mark Blank** and Senior VP **Herbert Levin**, a 20-year veteran of Spanish radio who is the current head of **WSUA/Miami**.

Price of the sale has not been disclosed, but it's not believed to be as high as last year's \$20 million deal with **Tichenor Media System, Inc.**, a leading operator of Spanish stations in Chicago and Texas. That price set an all-

time record for an AM station when it was announced last July, but the deal collapsed later when problems developed over obtaining a clear title to a portion of the New Jersey swampland which is home to the station's transmitter site. When both parties gathered for the closing over the Veterans' Day holiday they discovered that — unknown to Command — state authorities had seized the land several months earlier as a result of an old legal dispute involving previous WADO owner **Bar-tell Media**.

Efforts to quickly obtain a clear title were fruitless, and Tichenor withdrew from the sale. Cameron said the real estate dispute has been resolved, with Command agreeing to lease the transmitter site land from the State of New Jersey. The company must pay \$26,500 in the first year of the lease, with escalating payments thereafter.

"Not bad for land we already owned," Cameron sourly observed.

Chapman Hits Road

Broker Moves To DC; Maccini Hired In Boston

R&R has learned that **Chapman Associates**, one of the nation's top media brokerage firms, is planning to relocate its corporate headquarters from Atlanta to Washington, DC. The moving vans are expected to roll this spring, possibly as soon as April.

The decision to move reportedly was

Carter Kamin VP



Scott Carter

Houston-based media brokerage firm **Lester Kamin & Co.** has named Texas banker **W. Scott Carter** Exec. VP.

Carter's appointment highlights a diversification into broadcast investment banking services by the firm. His assignment is to assist broadcast operators in placing long- or short-term senior loans and subordinated debt, as well as arrange joint ventures and other forms of equity financing. He will also serve as the firm's marketing manager.

Carter has over 20 years experience in the financial community, with a track record that includes experience with **Citicorp** in both its New York and Houston offices; ten years experience with **InterFirst Bank** of Houston, where he focused on financial services to the high-technology and communications industries; and a tour of duty as First VP of corporate lending at **University Savings Association** in Houston.

"Not all media brokerage firms are capable of assisting a buyer with obtaining financing, nor do they have a comprehensive understanding of the numbers side of this business," said company President **Lester Kamin**.

made because of Chapman's recognition that the DC area's heavy concentration of radio brokers, trade press, professional associations, and government regulators has turned the nation's capital into the hub of America's broadcasting business community.

Company officials are not saying anything publicly yet about the change, but sources say they are scouring the DC area for office space and homes. **Chapman President Bill Cates** was out of town and unavailable for comment at press time about the moving plans.

Broker Also Seeks Beantown Action

Meanwhile, Chapman is getting ready to make a big splash in New England. The firm has hired superstar broadcast banker **Bob Maccini** as VP of **Chapman Financial Services** to open and staff a Boston office, along with veteran Chapman dealmaker **Kevin Cox**. The new office opens for business next week.

"This marks our effort to completely dominate the New England market," said Cox. "There's tremendous opportunity here."

Chapman's foray into Boston marks the first time a major national brokerage office has opened an office in the area to capitalize on the booming New England broadcast market. A revitalization of the region's economy in recent years has increased demand for radio properties. Boston has become a hotbed of high-technology companies, and the high level of entrepreneurial activity has attracted venture capitalists in droves.

Maccini To Scout For Deal Dollars

Maccini will be in charge of an increased effort by Chapman to line up venture capital and financing for acquisitions. He was previously the VP in charge of the communications lending division of **Old Stone Bank** in Providence, RI. Under his leadership, the bank established a national reputation for aggressively and creatively financing broadcast properties.

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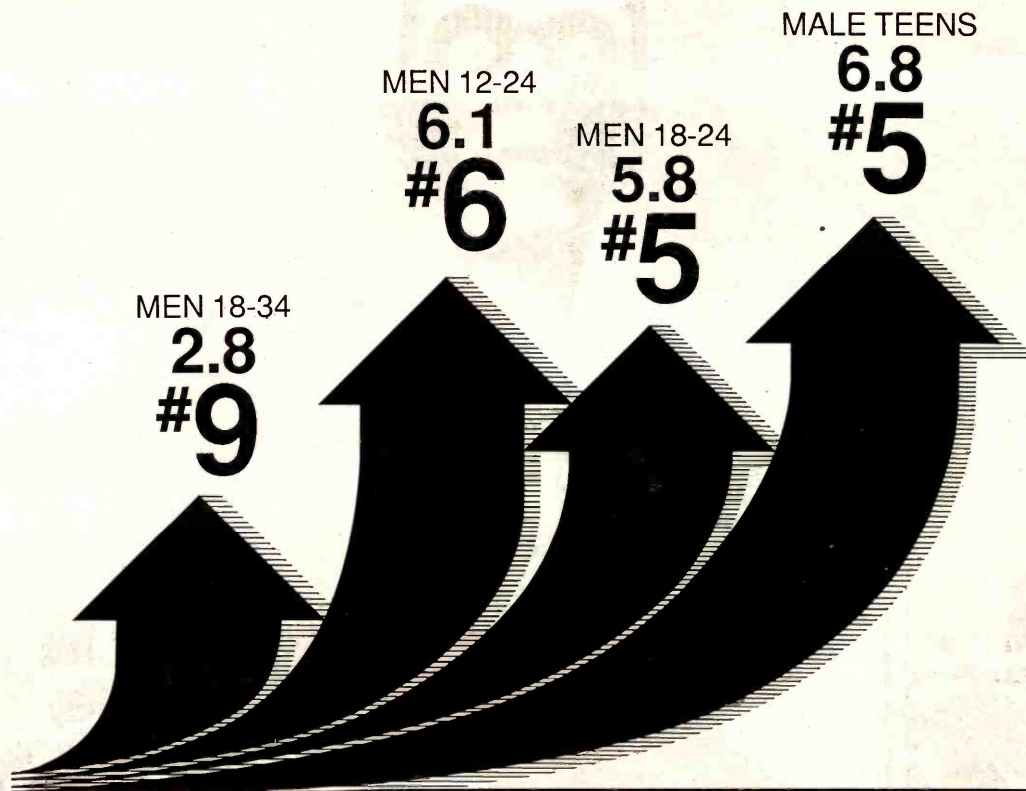
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Source: Fall 1986 Arbitron shares, ADI Monday-Sunday 6am-midnight

Satellite Music Network Z-Rocks Chicago in the Fall '86 Arbitron with fantastic first-book numbers that prove the popularity and viability of Z-Rock's own unique hard rock format!

Z-Rock ranks in the top ten out of 33 stations in eight demographic groups: #5 in men 18-24...#5 in male teens...#6 in men 12-24...#9 in men 18-34...and more.

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The Z-Rock phenomenon is on its way to your market, and you don't have time to wait! Your station could be Z-Rocking now! For action, call Bob Bruton or Charlie Strickland at 1-800-527-4892. In Texas, call 1-214-991-9200.



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THE PICTURE PAGES

Numbers Of The Beasties



Numbers of Columbia executives greeted Def Jam/Columbia's Beastie Boys on the occasion of their Hollywood Palladium show, which featured a Run-DMC guest spot. Pictured (l-r rear) group's Mike D and MCA, group's DJ Hurricane, CBS's Erik Nuri, and Columbia's Bob Garland; (l-r middle) group's King Ad Rock, road manager Sean Casarov, Columbia's George Chaltas and Peter Fletcher; (front) management's Leor Cohen.

Judds Debut In London



The Judds made their UK debut at the London Palladium, and the show was taped by Kaminsky & Co. for ABC Radio's "Music Of America" series. Pictured at a celebratory reception are (standing l-r) Kaminsky & Co.'s Bob Kaminsky, Naomi Judd, Jim Halsey Co. Sr. VP Judi Pofsky, Wynonna Judd, and RCA Nashville VP/GM Joe Galante; (l-r back) manager Ken Stills and Kaminsky & Co.'s Will Byrd.

Nevilles To EMI



EMI America has signed the Neville Brothers, not related to Manhattan's Robbie by spelling or otherwise, but famed in New Orleans for over three decades. Pictured at a Palace/Hollywood performance are (standing l-r) EMI VP Colin Stewart, Bill Graham Prods.' Morty Wiggins, EMI VP Mark Berger, BGP's Arnie Pistilnik, Rounder Records' Ken Irwin, EMI VP Neil Portnow, Rounder's Marian Leighton, and EMI's John Guarnieri; (l-r seated) Capitol/EMI Vice Chairman Joe Smith, Charles, Aaron, and Art Neville, and EMI President Jim Mazza.

Global Pacific Enters New Age With CBS



CBS recently signed a manufacturing/distributing deal with Sonoma, CA-based New Age label Global Pacific, whose artists include Paul Horn. Pictured at the signing are (l-r standing) CBS VP Tom McGuinness, GP VP Greg DiGiovine, CBS's Jon Birge, and GP VP/GM Gregg Westmoreland; (l-r seated) CBS VP John Kotecki, GP Sr. VP Howard Morris, CBS Marketing Sr. VP/GM Paul Smith, and GP President Howard Sapper.

Jackson's International Preview



Michael Jackson previewed his forthcoming LP for CBS's International marketing meetings in New York recently. Pictured (l-r) are CBS Int'l Sr. VP Bunny Freidus and President Bob Summer, Jackson, CBS Records Group President Walter Yetnikoff, and manager Frank Dileo.

MCA, GRP Celebrate Pact



Officially signing the recently-announced distribution deal between MCA and GRP are (l-r) MCA Music Entertainment Group President Irving Azoff, MCA Sr. VP Zach Horowitz, GRP President Larry Rosen, MCA Exec. VP Jheryl Busby, and MCA Distributing Exec. VP John Burns.

Motown Signs Georgio



Motown has signed Georgio, rereleasing his "Sex Appeal" single (formerly on an independent label distributed by Macola) and planning an album for March. Pictured (l-r) are attorney Mickey Shapiro, Motown President Jay Lasker, and Motown President/Creative Russ Regan.

Sparrow Signs Winans Duo



Sparrow Records has signed BeBe and CeCe Winans, of the well-known gospel family the Winans, with an album set for early summer. Pictured (l-r) are BeBe Winans, Sparrow President Billy Ray Hearn, and CeCe Winans.



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An Aquarius Records Production



The new single from the gold album, "Fields of Fire."

Produced by Phil Chapman and Corey Hart

THE PICTURE PAGES

Gavin

Continued from Page 1

report card. Gavin advertising exec Bobby Galliani warmed up the Awards Luncheon crowd with witty introductions of the

publication staff, whereupon KFI/Los Angeles morning man Gary Owens took the podium to announce the year's top honors. Loudly applauded was new Virgin L.A. regional rep Mike Schaefer as "PD Of The Year";

he recently left as KIIS-FM/Los Angeles's Asst. PD.

Gavin's Top 40 meeting was anchored by Dave Sholin, and featured KZZP/Phoenix PD Guy Zapoleon and new H&G National PD Buzz Bennett (see

Page 1). In addition to comments about "fostering young talent as the industry's children," topics such as back-announcing records and showing aggressiveness on new music were well-received, particularly by label personnel.

The final session, called "Development Of A Hit Artist," featured RCA artist Bruce Hornsby, who along with his manager

and label people connected with his records, discussed his long climb to "overnight" success.

Evenings were devoted to the usual label hospitality suites, and participants were invited to numerous musical showcases around town. Although no sessions were viewed as remarkably noteworthy, nearly all in attendance felt the Gavin Seminar was a smooth, enjoyable, and entertaining experience.

Gavin Seminar Photo Highlights



Music trivia experts competed for a trip to Jamaica in a dramatic contest sponsored by MJI Broadcasting and Gelfen. Pictured (l-r) are genial host Dave Sholin, Gavin Top 40 Editor, Gelfen's Connie Young and Arthur Promoff; contest winner Cory Robbins, Profile President; third runner-up Guy Zapoleon, PD at KZZP/Phoenix; fourth runner-up Steve Rasnik of A&M; Gelfen's John Brodey; second runner-up Mike Hartman, PD at KBRC/MT, Vernon, WA; and runner-up Greg Lawley, PD at WDBR/Springfield, IL; (l-r rear) MJI President Josh Feigenbaum and Gelfen's Karen Sobel.



Country Format Winners: (l-r) Air Talent of the Year Gerry House, morning man at KLAC/Los Angeles; PD of the Year Bob Guerra, OM at KLAC & KZLA/Los Angeles; and Duke Hamilton, MD of WUBE/Cincinnati, Station of the Year.



Gavin Publisher Ron Fell (left) together with keynoter Larry King (center) and Ron Alexenburg of RAA Productions.



Atlantic artist Bob Geldof (left) congratulates Alternative Station of the Year PD Mad Max of 91X/San Diego (right) while Atlantic's Mark Gorlick looks on.



Shown (l-r): Epic's Jack Isquith (Album Assoc. Promotion Director of the Year), Blackheart/CBS's Joan Jett, and WXRT/Chicago PD Norm Winer.



Urban Panel: (l-r) WBMX/Chicago PD, moderator, and Gavin columnist Jerry Boulding, KJLH/Los Angeles MD Licia Torres, WRKS/New York PD Tony Gray, KMEL/San Francisco PD Lee Michaels, KIIS/Los Angeles PD Steve Rivers, KKDA/Dallas Asst. PD/MD Terri Avery (MD of the Year), WJLB/Detroit PD James Alexander (PD of the Year), and WVEE/Atlanta PD Ray Boyd.



Gathering on the Edge: (l-r) 415 Records President Howie Klein, host of the Album/Alternative Breakout session; Enigma artist Mojo Nixon; and Lindsey Buckingham.

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Produced By Terry Brown/John Jansen and Cutting Crew.

NEWSBREAKERS

Edited by Jim Dawson



Linaje Armstrong Ed Leeds

● **LINAJEAN ARMSTRONG** has been appointed Local Sales Manager at **WFOX/Atlanta**. She was formerly Sales Manager for **RKO/Republic Radio** in Atlanta for five years.

● **ED LEEDS** has rejoined **McGavren Guild Radio's** New York office as VP/Sales after a year at **Hillier, Newmark, Wechsler & Howard**. Prior to that he was with **McGavren Guild** for 15 years.

● **Balon & Associates, Inc.** has changed its name to the **Benchmark Co.** and moved to 1101 Capital of Texas Hwy., Building G, Suite 159, Austin, TX 78746; (512) 327-7010.

● **STEVE DAY**, morning man at **KSRF/Santa Monica-Los Angeles** for the past year, has been named PD at the station, where he is now doing afternoons.

● **SCOTT BOLTZ** is the new GM at **KFMZ/Columbia, MO**. He previously managed **KIYS/Boise, ID** and **WZZC/Quad Cities**.

● **DAYNA STEELE** has advanced from MD to Asst. PD at **KLOL/Houston**, where midday man **Harvey "Dr. K" Kojan** was named MD.

● **WIGBI Ann Arbor** has returned to AOR after two years of **CHR**. PD **JEFF CROWE** and MD **MARK DEMERS** can be reached at (313) 612-2281.

● **ANDY DEAN** has been promoted from Programming Coordinator to Music Director at **WPLJ/New York**. He joined the station in 1983, prior to which he worked at Colgate University station **WRCU-FM/Hamilton, NY**. Taking the Programming Coordinator position is **MARISA BROWN**, formerly Director/Promotion for **Ticket Master**. She was previously Promotion Coordinator at **WHN/New York**.

Julie Freeman La'Vern Perry

● **JULIE FREEMAN** has been appointed Director/National Marketing Research for **Elektra/Asylum/None-such Records**, where she will also act as trade liaison. She joins after six years at **Macey Lipman Marketing** in the same capacity.

● **MARK LAPIDUS** is the new Operations Director/morning man at **WMJR/Manassas, VA**. He previously programmed **KBAT/Midland, TX** and **KUFO/Lamesa, TX**, prior to which he spent six years as Asst. PD at **WXQR/Coastal North Carolina**.

● **SUE SCALLON** has been named National Sales Manager for **WBAP & KSCS/Dallas-Ft. Worth**. For the past year she was on the sales staff at **KLOS/Los Angeles**.

● **GORDON BATE** is the new Manager/Distribution, Marketing Services for **Sparrow-Star Song**. He was formerly Director/Advertising for **Word Records**.

● **LOU DeBIASE** has joined New York indie **Select Records** to head sales and business affairs. He was formerly with **Plateau Records**. Also at **Select**, **HOLLY FRIEDMAN** was promoted to Director/Product Development and **BETH YENNI** advanced to Production Manager. **Friedman** was formerly Manager/Production and Sales, and **Yenni** handled radio promotion.

● **BILL ST. JAMES, ex-KINK/Portland**, has joined AOR **KZEL/Eugene, OR** as MD following **RUSTY KIMBALL's** resignation.

● **LUIGI-THEO CALABRESE** becomes President, **WEA Music S.A.**, the company's affiliate in France. He was most recently President of **Polydor France** since 1985, prior to which he was GM at **WEA Belgium** and **WEA Italy**.

Brenda Winfield Jeanne Irby White

● **LA'VERNE PERRY** has been upped from Manager/Publicity, East Coast to Assoc. Director/Publicity, East Coast for **Epic/Portrait/CBS Associated Labels, CBS Records Division**. She held her former position since 1984, and is a 16-year CBS Records veteran.

● **BRENDA WINFIELD** has been named Director/National Promotion for **Optimism, Inc.** She was previously with **Warner Bros., MCA Jazz/Zebra**, and **Blackhawk Records**.

● **TOM FRICKE** has been promoted to OM at **News/Talk WIZM/La Crosse, WI**. His programming experience includes work at stations in North Dakota, South Dakota, and Colorado.

● **Hedron Entertainment, Inc.** has opened offices at 10880 Wilshire Blvd., Suite 1812, Los Angeles, CA 90024; (213) 475-7171. The artist management and music publishing firm's staff includes **LEONARD RUTKIN, EDDIE LAMBERT, BRIAN PANELLA, NANCY JAYNE, LARRY MARKS, KENNY MACPHERSON**, and **BILL MARIN**.

● **MICHAEL KUHN** has been appointed Sr. VP of the newly formed **New Business Division of PolyGram International**, based in London. He will continue to manage the label's music-related movie production activities, which he initiated while serving as General Counsel there.

● **JOHN MAKI** has been promoted from GSM to GM at **KRQU/Laramie-Cheyenne**, replacing **KEN KEATING**.

● **CARLA PERNA** has joined **Warner Special Products** as A&R Manager/International. She was previously with **Aeron Spelling Productions**.

Joe Talley Joey Quarles

● **JEANNE IRBY WHITE, JOE TALLEY, and JOEY QUARLES** are the members of **Warner/Elektra/Atlantic's** newly created Black Music Regional Marketing Managers staff. They report to Director/Black Music Marketing **ORNETTA BARBER**, who will represent the Western region. **White**, who joined **WEA** in 1983 as Singles Specialist/Special Projects, covers the Northeast. **Talley**, who had been the label's East Coast Regional Black Music Marketing Rep, handles the Southeast. **Quarles** returns to serve the Midwest for **WEA** after leaving a Field Merchandiser position at the label to join **Atlantic Records** as a Promotion Manager last year.

● **LARRY BOLE**, who has been with **Warner Bros. Records** since 1979 as Manager/Promotion & Marketing for the Cleveland metro, has been upped to Manager/Regional Marketing for that area.

● **FRANK BELL** has joined **Keymarket Communications** as Director/Corporate Research. He was formerly with the **Programming Consultants** in Albuquerque.

Larry Bole Steve Penny

● **STEVE PENNY** has been appointed Manager at **Programming Consultants, Inc.** He's been with the company seven years as Director/Country Formats, and has station experience at **KNEW/Oakland-San Francisco, KRAK/Sacramento**, and **KJJJ (now KFJY)/Phoenix**.

● **WPYK**, a 5-**kw** AM outside Birmingham licensed to **Dora**, has changed from **CHR** to **AOR**. Reach owner/PD **CHRIS BAILEY** at (205) 741-9795.

PROS ON THE LOOSE

D.A. Collins — PD **KZOZ/San Luis Obispo** (805) 544-5003

Chuck Jeffries — Mornings **WKRR/Greensboro, NC** (919) 288-5557

Amy Kronthal — MD **B104(WBSB) Baltimore** (301) 653-9533

Bob Linden — PD **KKLZ/Las Vegas** (818) 762-8215

Dino Mateia — PD **KGMQ/Ocean-side-San Diego** (619) 757-4425

Lisa Michaels — **KCAL/Riverside-San Bernardino** (714) 637-0734

Shelley Morgan — Late nights **FM102/Sacramento** (916) 661-3263

Paul Nelson — Mornings **WAPL/Ap-pleton-Oshkosh, WI** (414) 738-6966

Thom Robinson — OM **WGNT & WAMX/Huntington, WV** (304) 529-6752

Steve Stevens — Weekends **KCAL/Riverside-San Bernardino** (818) 772-1005

CHANGES

Laurel Dann, recently Administrator, Scheduling Singles for **RCA** and **A&M Records**, has been promoted to Administrator, A&R at **RCA/New York**.

Deborah O'Reil-Tuckner, previously AE with Internet, network division of Interop, joins **McGavren Guild Radio** as AE.

Dane Venable, recently Manager, College Marketing, at **CBS Records**, has been appointed Director, Point-of-Purchase, **CBS Records/New York**.

'Clean' Oldies on Compact Disc

GOLDMINE - CD delivers clean, perfect copies of 100 hard-to-find classic Oldies.

Available Immediately — \$500 for the seven disc library

Satisfaction guaranteed

*Drake
Chenault*

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ALBUQUERQUE LOS ANGELES

100% COMMITMENT



Kenny LOGGINS

"MEET ME HALF WAY"

WILL GO ALL THE WAY

CHECK THIS OUT OF THE BOX P-1 ACTION!

KEGL KCPW KDWB FM102
WMMS WKTI KWK

BRAND NEW

PLUS:
K104 WGRD KLUC WQID KZFN
WSPK WXXX KNBQ WJMX KWNZ
WPST Z104 95XIL KDVV
WFME KZ93 WOMP KYVA
WKDD KMMQ WJAD KOZE



the BANGLES

"WALKING DOWN YOUR STREET"

*Has everything you require from a hit record
Major Market Airplay, Top 10 LP Sales,
Immediate Requests.*

#1 **CHR BREAKERS** 180/47 — 75%

CHR CHART: DEBUT ³⁴
One Of The MOST ADDED



Gregory ABBOTT

"I'VE GOT THE FEELIN' (IT'S OVER)"

THREE FORMATS STRONG!

CHR: 65 REPORTERS,
INCLUDING P-1 ACTION AT:

WKSE B97 KCPW KPLZ
WCAU 99DTX FM102
94Q WCZY KS103
Y100 WHYT KATD

MULTI-FORMAT MOMENTUM!

AC: 38 REPORTERS B/U: ³² 75 REPORTERS
F/S: 19 REPORTERS One Of The MOST ADDED



Colin James HAY

"HOLD ME"

*You and your audience know this sound from
multiple hits from Men At Work; it worked for
you before and will work for you again!*

35 CHR REPORTERS INCLUDING P-1 POWER AT:
KTKS KMJK KPLZ

IMMEDIATE ALBUM SALES



the BURNS SISTERS Band

"LISTEN TO THE BEAT OF A HEART"

COLUMBIA BELIEVES

WXKS K104 Y95 I94 WKPE Q101 KBOZ
KATD WERZ KITY KYRK OK100 KNAN KTRS
WRCK KF95 KFIV 95XIL WBNQ KKAZ
WKRZ KMGX KRQ WZYP 99KQ KOZE

AC: ²⁷
F/S: 39%

COLUMBIA RECORDS



HIPSWAY "THE HONEYTHIEF"

HIGHEST CHARTED BREAKER!

BIG BREAKOUT WEEK!

CHR BREAKERS

162/25 — 68%
CHR CHART: **32**



Patty SMYTH "NEVER ENOUGH"

Second week-in-a-row of major radio action.

NOW ON OVER 60 CHR REPORTERS! INCLUDING:

WKSE KEGL
WPHD B97
CKOI WMMS
94Q WLOL
Z93 KWSS

AOR: SECOND WEEK!
TRACKS: **12**
ALBUMS: BREAKER **19**
MOST ADDED TRACKS & ALBUM



Sammy HAGAR "WINNER TAKES IT ALL"

WINNING OVER BIG NUMBERS AT RADIO

NOW ON OVER 85 CHR REPORTERS!

WXKS KEGL 99DTX KCPX
WKSE KTKS KDWB KATD
WPHD KRBE KPKE KPLZ
WCAU WHG KKRZ KUBE
PRO-FM WMMS KMJK

AOR TRACKS: **3**



the PSYCHEDELIC FURS "HEARTBREAK BEAT"

Your night-time 12-28 audience loves this band; check your sales!

MAJOR CHR BREAKTHROUGH!

KITS 14-9 (HOT) KK BQ KDWB
WMMS KIIS

AOR TRACKS: **29**

One Of The
MOST ADDED
AOR ALBUMS



SANTANA "VERACRUZ"

TOP 20 BREAKOUT AT AOR.

AOR TRACKS: **20**

AOR ALBUMS: **17**

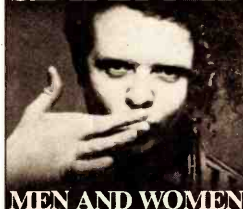
CHR:

K104 95XIL
WERZ WDBR
KBFM OK95
KMGX



FOUR CERTAIN!

SIMPLY RED



MEN AND WOMEN

Simply Red "The Right Thing"

from the *Men And Woman LP*

One Of The "Most Added"
62/30
With This Week's Adds:

KCOI	KC101	Y107
WMMS	WSPK	KSAQ
WCZY	93Q	KIKK
FA102	WRCK	KJ103
KITS	WBBQ	KIKX
Z94	WCKN	KNBQ
WERZ		

SHIRLEY MURDOCK!



Shirley Murdock "As We Lay"

from the *Shirley Murdock! LP*

CHR NEW & ACTIVE

79/11
Z100 3-6
WCAU 14-9 (HOT)
WCZY 20-13 (HOT)
WHYT 8-5 (HOT)
KBEQ add
KCPW add
KIS 31-25
KS103 30-22
WNNK 30-27 (HOT)
KAMZ 4-2 (HOT)
WAPE 18-12 (HOT)
KWES 13-8 (HOT)
KITY 3-1 (HOT)
I94 15-11 (HOT)

AC Chart 29 - 25

STARPOINT SENSATIONAL



Starpoint "He Wants My Body"

from the *Sensational LP*

CHR ACTION:

WHYT	KAMZ 30-26
KROY	KITY add-35
KMEL 34-29	KIKX add
WTIC add-35	I94 27-23
WSPK	WAZY
WKRZ	Y97
WSSX add	

B/U Chart 26 - 20

GEORGIA SATELLITES



The Georgia Satellites "Battleship Chains"

from the *Georgia Satellites LP*

Z95 32-24
WMMS add
PWR997 add
WSKZ add
WNOK add
WQUT add
WEAG add

AOR Track 12 - 10

THE ONLY THINGS THAT ARE FOR CERTAIN ARE DEATH, TAXES ... AND HIT SINGLES ON ELEKTRA MUSIC CASSETTES, RECORDS, AND COMPACT DISCS.

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R&R STREET TALK

Isgro Trial Date Set

Finally a trial date has been set for **JOE ISGRO's** lawsuit against most major record companies (and the **RIAA**) over their suspension of his services one year ago this week. Attorney **LAWRENCE PAPAIE**, representing Isgro, told **R&R** the trial has been scheduled to begin September 17 in Los Angeles, and that discovery procedures for his client are now getting underway. Isgro filed his action in US District Court last April, charging labels with conspiracy and restraint of trade under federal and California antitrust laws.

Street Talk heard that another key independent, **FRED DISIPIO**, may soon be readying a similar lawsuit.

A&M VP/Black A&R **JOHN McCLAIN** is expected to stay at the label — and become a Senior VP in the process. He resigned last month, reportedly upset at the prospect of an outsider joining the company in a very senior A&R capacity. The new McClain/A&M outlook may not, however, include his own label deal, as had been widely rumored.

CHARLIE QUINN is leaving his National Program Consultant slot with **DRAKE CHENAULT**, and while he can't tell you where he's going, we can. Quinn will surface at **MALRITE's** soon-to-be-owned **WTRK/PHILADELPHIA**. Malrite takes over in March, and with his background it looks like the station will stay CHR.

With **PYRAMID** buying **WRXR/CHICAGO**, could principal and **WXKS-AM & FMBOSTON** programmer **SUNNY JOE WHITE** be thinking of a new direction for the Gold outlet? How about an Urban-leaning CHR?

Just where is ex-**KSHE/ST. LOUIS** morning personality **J.C. CORCORAN** going to show up next? Word has it he's been nosing around several Gateway City stations, but **KHTR** reportedly has been "showing a lot of interest." Insiders deny the talks are serious, and insist that a format change to AOR to accommodate Corcoran is "out of the question."

Are **94Q/ATLANTA** and longtime PD **JIM MORRISON** set to part company? If so, Jim already as a number of attractive deals to pick from.

Nov/Dec/Jan Arbitrends:

N.Y.: Top Five — **WHTZ** 5.8-5.6, **WPLJ** 5.1-5.0, **WOR** 4.7-5.0, **WRKS** 5.1-4.7, **WBL** 4.6-4.7. Urban contender **WOHT** moved 3.1-3.3. AORs — **WNEW-FM** 3.8-3.6, **WXRK** 3.1-3.2. ACs — **WLTW** 4.2-4.0, **WNSR** 2.5-2.9, **WPXI** 2.0-1.9, **WYNY** 1.8-1.7.

L.A.: Top Five — **KABC** 5.4-6.0, **KIIS** 6.0-5.9, **KPWR** 6.5-5.7, **KJOI** 4.9-5.0, **KOST** 4.1-4.4. In the rock wars, **KLSX** 3.1-3.6, **KLOS** 2.3-2.2, **KMET's** 1.6-1.7 finale, and **KNAC** 1.1-1.3.

Chicago: Top Five — **WGN** 9.3-9.1, **WGCFM** 7.9-7.5, **WLOO** 6.3-6.2, **WBBM (AM)** 5.5-5.8, **WLUP** 4.6-5.1. Other contemps: **WBMX** 4.5-4.6, **WBBM-FM** 4.2-3.8, **WYTZ** 2.7-3.0, **WLS** 3.0-3.0, **WXRT** 2.3-2.7, **WKQX** 2.6-2.6, **WCKG** 1.9-1.7.

Looks like there'll be no "Bad Day at Black Rock," at least as far as **CBS/RECORDS GROUP** staff cuts are concerned. Management consultants **COOPERS & LYBRAND**, hired by CBS, Inc. chief **LAURENCE TISCH** last year to review all the corporation's financial and operating systems, are said to find the record division running efficiently. Some MIS (Management Information Services) staffers may be affected, but the division is expected to lose less than two dozen jobs overall.

Speaking of CBS, **PAM HASLAM** is joining **POLYGRAM** — as the label's new VP/Communications. She's been with the **CBS/BROADCAST GROUP** for several years, most recently as Director/Communications. Meanwhile, VP/International **STEVE PRITCHITT** is leaving PolyGram for the **BON JOVI** organization.

Word on the street is that **UNITED STATIONS** is getting into the publication business. Not true, says President **NICK VERBITSKY**, who says he's just putting together a direct mail piece. "We're doing an information piece on a direct mail basis," he claims. "We've had this in the works for several years now. This is not a magazine, and we're not going to compete with anyone."

Continued on Page 28

AIR PRIORITIES: WEEK 1

Listen to the selections listed below. Decide if each had the potential to attain Top 40, Top 25 or Top 10 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Mar. 4, 1987.

Artist	Title	Label
ATLANTIC STARR	ALWAYS	WB
ANITA BAKER	SAME OLE LOVE (365 DAYS A YEAR)	ELEKTRA
SAMANTHA FOX	DO YA, DO YA, (WANNA PLEASE ME)	JIVE/RCA
ERIC MARTIN	EVERYTIME I THINK OF YOU	CAPITOL
GLENN MADEIROS	NOTHING'S GONNA CHANGE	AMHERST
	MY LOVE FOR YOU	

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

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Concerned with quality programming... programming that makes sense in prime dayparts on America's great radio stations like...

WHTZ FM — *New York*, KIIS AM/FM, KROQ FM — *Los Angeles*, WGCI AM/FM, WKQX FM — *Chicago*, KMEL FM, KYUU FM — *San Francisco*, WMMR FM, WSNI FM — *Philadelphia*, WZOU FM — *Boston*, WDTX FM, WNIC FM —

Detroit, KTKS FM, KTXQ FM — *Dallas*, WAVA FM, WKYS FM — *Washington DC*, KKBQ AM/FM, KRBE AM/FM — *Houston*, WMMS FM — *Cleveland*.

Created by radio people for radio people... major market programmers and personalities that know what it takes to develop quality features that radio stations want.

THE CLA'ENCE UPDATE® Of ABC's All My Children®

The show that became America's #1 comedy mini-feature the day it went on the air!

THE PLAIN RAP COUNTDOWN — CHR / A / C / URBAN

The program that makes your air personality the host of one of America's top three national countdowns!

NATIONAL LAMPOON'S TRUE FACTS

America's longest running comedy mini-feature, syndicated daily and hosted by WMMR's John De'Bella and Steve Lushbaugh.

THE GOLDEN AGE OF RADIO THEATRE

Five hours weekly of classic radio programming, including Groucho Marx, Abbott & Costello, and others.

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NEW YORK

635 Madison Avenue
New York, New York 10022

You came,

CHR BREAKERS

40

One of the "Most Added" 162/52

WXKS	WGH	KDWB
WBEN	Q105	KHTR
WKSE	B96	KWK
WPHD	Z95	WL0L
WCAU	WMMS	KPKE
PRO-FM	92X	Y108
Z93	WNCI	KMJK
KEGL	99DTX	KCPX
KTKS	WCZY	KATD
KRBE	KCPW	KPLZ
Y100	WKTI	KUBE

And More!

AOR Track 15-8

Peter Wolf

Come as you are



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

© 1987 EMI America Records, a division of Capitol Records, Inc.

BREAKER

STREET TALK

Continued from Page 26

Phone Meltdown In Austin

KEY/AUSTIN has been slapped with a 10-day restraining order on telephone use after a DJ urged listeners to "melt down the system" last Thursday (2/19) when they called in to win \$100,000. The contest, which asked for the 317th caller, apparently tied up circuits within a 60-mile radius (360,000 customers) for up to 24 minutes, and disrupted Austin's 911 emergency service. District Judge **PETE LOWRY** granted **SOUTHWESTERN BELL**'s request for the 10-day restraining order, limiting the station to one call-in contest every four hours, lasting one minute.

The **ABC RADIO NETWORKS** have obtained the exclusive rights to market and distribute **USA TODAY RADIO**, a new data and audio service. The new service will deliver audio feeds and written scripts, based on information gathered by *USA Today*, to ABC affiliates on a daily basis starting March 16.

Also at ABC, there's a key opening at the moment for a Manager/Network Programming. Call **SUSAN MORAN** at (212) 887-5131 for details.

The Airstaff That Refused To Die: **EX-KMET** jocks hosted a benefit concert at the Hollywood Palladium Monday night (2/23) to raise money for homeless people in Los Angeles. Ex-late-nighter **JIM LADD** called the event a "party for the greatest fans a radio station ever had in order to bid farewell to an era and to keep the rock 'n' roll dream alive . . . we're recognizing that although we are jobless, at least we are not homeless." **OZZY OSBOURNE**, **REO SPEEDWAGON**, and **LITTLE STEVEN** with members of the **HEARTBREAKERS** played, and Mayor **TOM BRADLEY** declared Monday "KMET Day."

When listeners in Westport, CT heard news from Haiti and Guyana on local AC station **WEBE-FM**, they knew something was wrong. When the **FCC** heard about it, they agreed -- and traced the Caribbean sound to **WIBS-FM**, an illegal storefront station in Brooklyn. Seems the pirate radio facility had been broadcasting without a license for three years, translating news and playing a variety of African and island music. The station was shut down last October, but after paying a \$750 fine went back on the air again -- until last week.

Next week, the **RIAA** makes its move from New York to the nation's capital. The new location is 1020 19th Street NW, Washington, DC 20036; telephone is (202) 775-0101. That's where you'll find President **JAY BERMAN** and team; **RIAA** Chairman **STAN GORTIKOV** will continue to work from the association's former NY headquarters.

When "Late Night" host **JOAN RIVERS** suddenly took ill this past Monday with the flu, who did she call in for a replacement? **KIIS-AM & FM/L.A.** morning star **RICK DEES!** With only an hour's notice, Dees adlibbed a monologue and greeted Grammy nominees **DENIECE WILLIAMS** and the **JUDDS**, and music journalist **LISA ROBINSON**.

Looks like Orlando is about to get its third AOR. We hear that Country **WHOO** will become **Q96**, with **GEORGE HARRIS** consulting and **DAVE GARIANO** programming. Word is the station will join **WDIZ** and **WORZ** in the rock arena.

Meanwhile, at another Harris client — **WINZ-FM/MIAMI** — PD **GABE BAPTISTE** has exited. The CHR/AOR hybrid continues to shed its former CHR identity, recently dropping a number of records by such acts as **MADONNA** and **RONSTADT & INGRAM**.

A rare opening at **WNEW-FM/NEW YORK**, where **MAXANNE SARTORI** has exited overnights. PD **MARK CHERNOFF** wants tapes only "from people who can handle the job." **DONNA FIDUCIA**, ex-**WNBC**, **WAPP**, **WCBS**, joins **NEW-FM** for morning news.

Believe It Or Don't Department: **JEFF POLLACK** consults three stations in the same market — Los Angeles outlets **KNX-FM** (soft AOR), **KNAC** (hard AOR), and **KFAC** (Classical). The presumably unprecedented arrangement is possible because the three have such distinct formats and target audiences.

Rumors about the departure of **KS103/SAN DIEGO** morning man **RANDY MILLER** to "big calls" now seem unlikely to come true. **KS103** is attempting to ink Randy to a more lucrative, longterm contract. Failing that effort, the talented Miller has another year to go with **GANNETT**, so look for him to stay at **KS103** either way.

HUGH SURRATT (ex-*Album Network*, **KMET/LOS ANGELES**, **ACE ENTERTAINMENT**) is set to join **RCA** as Manager/National Album Promotion, based in Los Angeles.

What East Coast AOR programming position is **KGON/PORTLAND** OM **PETE BOLGER** leaving for?

Correction: The new emphasis track from **A&M**'s **DAVID & DAVID** is "River's Gonna Rise," not "David's Gonna Rise," as we printed last week.

WDHA/DOVER came up with a way to balance snow closings with its rock format. The station plays rock instrumentals on one channel and closings on the other channel, so people can choose which they want by their balance control. It's also fully compatible in mono.

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RESEARCH**

Reliable, accurate research.

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Chicago, IL 60611 (312) 280-8300

WHEN RADIO SPEAKS:

“This should be a #1 record, period.”
RICK CARROLL, KROQ

“‘DEAR GOD’ is a natural on the radio and recalls the musical attitudes of such luminaries as Bob Dylan and John Lennon.”

CARTER ALAN, WBCN

“Our #1 record in rotation this week is XTC’s ‘DEAR GOD.’”

LARRY “THE DUCK,” WLIR

“‘DEAR GOD’ is the best song of the new year. It brought tears to my eyes and sent a chill up my spine. In fact, I called one of my friends in Montreal and played it over the telephone for him at midnight. Requests have been non-stop on this cut.”

DUANE SHERMAN, WTOS

GEFFEN LISTENS:

“Radio discovered ‘DEAR GOD’ on the B-side of an English import. Their overwhelming reaction dictated that we not only include this track on their domestic album, ‘SKYLARKING,’ but release ‘DEAR GOD’ as a single.”

GEFFEN RECORDS PROMOTION DEPT.

XTC “DEAR GOD”

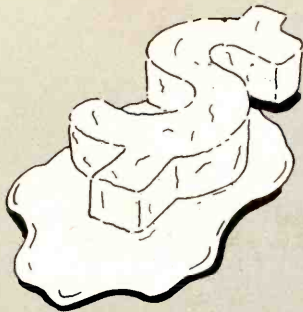
...On your desk NOW

Produced and Engineered by Todd Rundgren for Alchemedia Productions.



WHAT'S NEW

Edited by Don Waller



Gourmet Ice Cubes

First there was so-called "designer water." Now there's "Gourmet Ice."

This very real product comes courtesy of the Chicago-based Vald Company, which introduced its upscale ice cubes about six months back.

According to a recent report in *Advertising Age*, what makes "Gourmet Ice" different is that unlike ordinary ice cubes, which are frozen in roughly 12 minutes, these haute rocks are made the old-fashioned way — in an oak-lined icehouse where 400-pound blocks are individually frozen over a 48-hour period, then sawed into crystal-clear cubes.

The process begins with mineral-free water, which is kept moving by means of dehydrated air bubbles. This removes the dissolved gasses that would otherwise trap freezer smells. As a result, the company is able to eliminate the cloudiness of conventional cubes.

Packaged in a plastic bag that's stored in an insulated box, "Gourmet Ice" is retail priced at between \$3.99 and \$4.99 for a five-pound sack — as compared to approximately \$1.19 for an eight-pound bag of machine-made cubes — which doubtlessly explains consumers' rather cool reception thus far.

Half-Tanked? Better Check Your Dipstick

Whether you're heading home from your best friend's wedding reception or happy hour at your local meet market, you may want to check your dipstick first. Not your car's, yours.

Developed by Pennsylvania researchers Michael Heller and Richard Kaplan, "Abusa-Sticks" have proven fairly accurate in preliminary tests at measuring blood alcohol levels. Priced at about 50 cents each, the dipstick-shaped items determine the amount

of alcohol in a person's saliva in much the same manner as litmus paper works.

Speaking to the *Wireless Flash* radio news service, Heller and Kaplan claimed that the "Abusa-Sticks" compare favorably with results obtained via the standard breathalyzer and urine tests. They added that additional dipsticks to determine the types or amounts of drugs a person is taking are possible in the future.

VCR Market Shifting

Videocassette recorders are now in two out of every five — or 40% — of American households. In general, the younger or wealthier the household, the greater the likelihood of VCR ownership.

The Long Island City, NY-based *Research Alert* newsletter, quoting from a recent survey by the *National Demographics & Lifestyles* firm, reports that 48% of those consumers identified as "yuppies" and 46% of those identified as "affluents" currently own VCRs. However, the 1986 increase in VCR purchases among these two groups was a slim 6% and 1%, respectively.

Meanwhile, the increase in VCR purchases among the "young families"

consumer group was a healthy 16% (vs. 25% the previous year). With a market penetration figure of 44%, this group is the third most-likely to own VCRs. The most dramatic increase in VCR ownership, however, was found among "working women"; this group's VCR penetration levels doubled over the past two years to a present 39% of this market segment.

"Middle" & "Mature" Markets Of Future

A similar doubling has taken place in the "middle market," defined as married homeowners with a combined annual income of \$15,000-\$30,000. The current VCR penetration figure for this consumer group stands at 29%.

Look for this market segment to post big gains in the near future.

The hottest future market segment of VCR buyers — and, by extension, renters and buyers of videocassettes — will be the so-called "mature market." Only 15% of this segment currently owns VCRs. Home-oriented in their leisure pursuits, blessed with significant amounts of discretionary income, and — most importantly — expanding in numbers, these older Americans are seen by VCR and videocassette manufacturers as the wave of the future.

America By The Numbers

Fast-Foodies: According to a recent report from the NYC-based *Nation's Restaurant News*, US households with annual incomes between \$20,000 and \$30,000 are more likely to purchase take-out food at least once a week than those with incomes greater than \$30,000.

Never Habit, Never Will: Almost half (45%) of all Americans claim they've never smoked cigarettes, according to a recently-released survey from the

National Center for Health Statistics. Nearly a quarter (24%) describe themselves as former cigarette smokers, leaving slightly less than a third (31%) of all Americans currently in the clutches of the evil weed.

Melting Pot, USA: By the year 2000, one in every four Americans will be black, Hispanic, or Asian, according to a recently-published report by the Washington, DC-based *Population Reference Bureau Inc.*

Car Thieves In The Hot Seat

Forget rich, Corinthian leather. The car seats of the future may more resemble electric chairs if recent engineering developments prove feasible.

As reported in *Wireless Flash*, Swedish insurance firm *Skandia* is currently testing a car seat that zaps potential car thieves with 9000 volts of crime-detering power the moment they attempt to start an illegally-entered vehicle. The current is so

low there's no danger of killing or paralyzing would-be rustlers. So you can forget about lawsuits or possible accidents to pets or small children.

The anti-auto theft device is triggered by radar-type sensors, which merely produce an unpleasant sensation when someone sits on the activated seat. But once the unsuspecting car thieves touch anything metal, are they in for a shock.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

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

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RATINGS AND RESEARCH

EXCLUSIVE INTERVIEW WITH RETIRING CHAIRMAN

Arbitron's Ted Shaker On Radio

After 15 years, the Chairman of Arbitron Ratings Co., Theodore F. Shaker starts his retirement March 1, 1987. This is Ted's first (and probably last) interview that's devoted to radio.

Arbitron's radio service was a further development of the RAB Detroit Radio Study of audience measurements that was underwritten by RKO Radio. Arbitron Radio was in its sixth year (September 1971) and was competitively second, when Shaker came to Arbitron as President. Having come from a television background, the ratings company's radio service represented a new challenge to Shaker.

Getting Arbitron's Radio Service Going

R&R: When you joined Arbitron, Pulse was the dominant ratings service. Why was this so, and what did you do to turn things around?

TS: Arbitron had been treating radio as sort of a stepchild relative to its television business. Bill McClenaghan (now VP/Research Services for Cap Cities/ABC Radio Networks) started the radio ser-

"RadioTutor will help teach, review, and expand the uses of audience information, the results of which will be reflected in the professionalism and bottom line of those willing to use the service."

vice. He fought very hard for radio's share of management's attention, which was so bad that Bill would be excluded from meetings and decisions which had an impact on the radio side. But it became obvious to me that our radio service was what our customers wanted. I guess my first contribution was giving radio the recognition it deserved within the company.

After recognizing radio's potential contribution to Arbitron's growth, I established a separate sales staff to service it. I really had to fight for this one at (parent) Control Data because doing it would cost a lot of money. But it was then that radio really started to take off.



Ted Shaker

I've always been a strong believer in accountability and this really allowed for it.

Early Days Of Research: Suspicion & Mistrust

R&R: What problems did you have marketing radio research initially?

TS: Radio people didn't have much confidence in research. They didn't believe our information could help stations sell. We had to sell it to radio people, and then resell it. Many broadcasters didn't believe they'd ever use research to sell time.

R&R: Especially when no one really understood exactly how the research was assembled.

TS: One of the most important policies I established was that of opening our policies and procedures for all to see and review. Before this, everything was kept rather secret, even between departments within the company. This led to suspicion and mistrust. I had to change that image.

R&R: Doesn't the Electronic Media Rating Council monitor the policies and procedures used in producing the reports?

TS: Yes they do, but the auditors are not our clients. It was important for the people paying the bill to have the information necessary to build confidence in our efforts. We proved to ourselves, the advertisers, agencies, and stations that our ratings estimates were more rela-

ble than anyone had previously thought.

R&R: What have you done to prove your responsiveness to individual station problems?

TS: I installed a weekly reporting system that starts in the local offices with the account execs. This system documents the successes, problems, and failures throughout our operation. These situations get passed up the line and I really read them. And, of course, the Radio Advisory Council (RAC) isn't at all hesitant to question us about the problems their constituent broadcasters bring to their attention.

Advisory Council's Value

R&R: But many broadcasters perceive the Radio Advisory Council to be comprised of "yes men" for Arbitron.

TS: Anybody who hasn't served on the Council will feel that way. I'd suggest that you ask any of the 68 past Council members about their time on the RAC. They've been a very strong, independent group of broadcasters who know how to make their points to Arbitron. There is no way we can brainwash the members. The Council has won and lost on issues, just as Arbitron has. It's a give-and-take proposition.

R&R: So you maintain that the RAC has been worthwhile.

TS: The Council has made us get our act together. We've had to be so polished and ready because we knew there were 15 people who'd tell us what was good or bad, and then expect answers.

The first time I knew the Council was really going to be valuable was during the very first Council meeting - 1977 in Las Vegas. We wanted to make a few changes in the ethnic weighting systems for blacks and Hispanics. The GMs on the Council heard our presentation and told us, "We need this for our license." If they had been GSMs, there was no way a comment like that could have surfaced.

The point is that when the Council was established, we insisted that members be general managers, owners, or managing executives of radio groups because we wanted the broader perspective.

Responding To Council Recommendations

R&R: Give an example of where Arbitron has taken the Council's recommendation and run with it.

TS: The most persistent issue to come from the Council, and upon which we acted, concerns our prices. There are over 10,000 radio stations, and less than 20% actually buy audience research. The subscribers pressured Arbitron and the Council to take some action to get Arbitron off the Highest-Open-Minute-Rate (HOMR) concept for determining station prices. The Council insisted we explore other pricing techniques.

The Council suggested several alternatives for study and even had (Blair Radio President) Charlie Columbo (then at Eastman) propose and demonstrate a system to the Council and Arbitron. One of the reasons the HOMR fell out of favor was the growth and use of the "grid card" pricing system for station time. Out of these efforts and many months of investigation, Arbitron changed to a pricing system based on a station's TSA cume. The

"The county service is the single most important service Arbitron performs because every radio station with an audience knows the size of its audience."

Council concurred that such a system would be more equitable for all concerned.

Since we changed the rate system, we still get just as many complaints as we did before; they just aren't quite as vicious as they used to be. Now those who complain are executives from stations with very large TSA cumes, such as Ron Paneratz of WJR/Detroit. He is now on the Council, and so we get his complaints directly - at least five times in every meeting!

Another example of the Council's input was our report form, which you will see shortly. The Council guided us very carefully during this redesign period. There are only so many columns you can put in a book, and because of that the Council told us which directions to go to serve the most broadcasters. They asked for new types of infor-

mation and yet they maintained that no added costs could result from the redesign effort.

There was a big battle about that and some of our people felt that if there was a change in format we should be able to charge for it. The Council stuck to their guns and said that if we weren't going to maintain the price to not do it at all. "But we think you are making a big mistake," they said. We decided we indeed would not charge for the redesign of the local market report. It was pretty tough on us from a P&L standpoint, but it is just a cost of doing business.

Importance Of County Reports

R&R: One of the services started under your tenure is county coverage. It serves the largest number of radio stations of any Arbitron service. What do you see as its future?

TS: The county service is probably the single most important service Arbitron performs because every radio station with an audience (of at least a minimum size) then knows the size of its audience. For the smaller stations, county coverage is usually the only audience figure available. This is very important to advertisers that have outlets everywhere, such as Pepsi, Coke, and the automobile companies.

Free RadioTutor Service
R&R: Does Arbitron have much communication with the NAB and RAB?

TS: Although we are currently working with the NAB's COLRAM Committee on diary design, we actually have greater communication with the RAB. Last year RAB President Bill Stakelin talked about the ongoing education process necessary to get and keep good people in radio. Arbitron met with representatives of the RAB and discussed some ideas where both the RAB and Arbitron could contribute their expertise to the stated need. Out of this came RadioTutor, which will help teach, review, and expand the uses of audience information. It will increase the creative sales juices, the results of which will be reflected in the professionalism and bottom line of those willing to use the service. Broadcasters will sell radio better and have more satisfied advertisers. RadioTutor has been released and is free to all station subscribers.

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B97	KPLZ



RATINGS

Fall '86 Birch 12+

Hartford- New Britain- Middletown

**WTIC Combo Keeps Third
Of Market; WCCC Combo
Rates A Ten; WDRC-FM
Has Rich Increase**

	Summer '86	Fa '86
WTIC (AC)	16.4	18.6
WTIC-FM (CHR)	18.7	15.8
WCCC-AM & FM (AOR)	9.6	10.0
WKSS (CHR)	5.4	7.8
WDRC-FM (Gold)	3.8	7.1
WRCH (B/EZ)	7.6	6.5
WHCN (AOR)	7.4	6.1
WDRC (Gold)	2.7	3.5
WRCQ (BBnd)	2.5	2.7
WPOP (News)	2.7	2.5
WIOF (AC)	2.8	2.2
WWYZ (AC)	2.1	2.0
WAQY (AOR)	1.4	1.9
WESU (Misc)	.6	1.1
WPLR (AOR)	1.2	1.0

Minneapolis- St. Paul

**WCCO Remains On Top;
KEEY Gallops Forward;
WLTE Goes Up**

	Summer '86	Fa '86
WCCO (AC)	18.1	16.3
KQRS-AM & FM (AOR)	14.6	14.7
KSTP-FM (AC)	9.7	9.6
KDWB-FM (CHR)	10.8	9.4
WLOL (CHR)	11.0	9.1
KEEY (Ctry)	5.4	6.7
KSTP (Talk)	3.3	4.1
KJJO-FM (Gold)	3.1	3.3
WAYL (B/EZ)	4.2	3.2
WLTE (AC)	1.9	3.0
KTCZ (AOR)	2.3	2.9
KSNJ-FM (Clas)	2.0	2.2
KTIS-FM (Rel)	1.3	2.2
WDGY (Ctry)	2.0	2.2
KMOJ (B/U)	1.5	2.0
KDWB (Gold)	1.3	1.7
KLBB (BBnd)	.9	1.5
KMGK (AC)	1.7	1.3

San Antonio

**KISS Keeps Edge For First
Place; KCOR Strong
Second; KAJA Widens
Country Gap**

	Summer '86	Fa '86
KISS (AOR)	11.1	10.3
KCOR (Span)	5.3	10.2
KTFM (CHR)	11.3	10.0
KITY (CHR)	6.2	6.4
KAJA (Ctry)	5.6	6.3
KEDA (Span)	3.1	4.4
KQXT (B/EZ)	6.9	4.4
KBUC-AM & FM (Ctry)	4.1	3.9
KSAQ (CHR)	4.2	3.9
KESI (AOR)	3.1	3.8
KSMG (AC)	2.6	3.8
WOAI (N/T)	4.9	3.8
KONO (Gold)	5.1	3.7
KKYX (Ctry)	3.4	3.5
KXET (Span)	1.4	3.2
KTSA (AC)	3.3	2.8
KSJL (CHR)	3.1	2.4
KAPE (B/U)	1.9	1.9
KZEP (AOR)	3.0	1.8
KLLS (AC)	2.4	1.7
KRNN (N/T)	1.9	1.3

Phoenix

**KNIX Combo Gallops Into
First; KTAR Gets Over A
Point; KSLX Posts Gains**

	Summer '86	Fa '86
KNIX-AM & FM (Ctry)	14.8	16.4
KZZP-AM & FM (CHR)	15.5	15.4
KUPD (AOR)	10.5	7.9
KTAR (N/T)	5.9	7.2
KMEO-AM & FM (B/EZ)	6.6	6.6
KKLT (AC)	3.7	4.7
KDKB (AOR)	4.9	4.5
KUKQ (UC)	4.1	4.1
KSLX (Gold)	2.1	3.8
KKFR (CHR)	2.3	3.7
KOY-FM (AC)	3.1	3.4
KOOL-FM (Gold)	4.1	3.0
KLZI (AC)	2.7	2.4
KAMJ (AC)	3.7	1.9
KLFF (BBnd)	.7	1.9
KFYI (N/T)	1.4	1.7
KFLR (Rel)	—	1.2
KOY (AC)	1.9	1.2
KJZZ (Jazz)	2.0	1.1
KONC (Clas)	—	1.1

Portland- Vancouver

**KKRZ Slips But Keeps
Lead; KGON Steady
Second, as KINK Closes
AOR Gap**

	Summer '86	Fa '86
KKRZ (CHR)	16.6	11.8
KGON (AOR)	11.0	11.0
KINK (AOR)	6.0	8.8
KXL-FM (B/EZ)	4.2	5.8
KMJK-FM (CHR)	7.0	6.6
KKCW (AC)	4.7	5.5
XXL (N/T)	5.7	5.3
KYTE (BBnd)	2.4	5.0
KEX (AC)	6.2	4.5
KKLI (AC)	1.4	4.3
KUPL-FM (Ctry)	4.7	4.3
KGW (AC)	6.5	4.1
KWJJ-FM (Ctry)	4.3	3.0
KSGO (Gold)	1.8	2.4
KWJJ (Ctry)	3.1	2.1
KPDQ-FM (Rel)	1.9	1.9
KMHD (Jazz)	.7	1.5
KBOO (Misc)	1.8	1.4
KUPL (Ctry)	.7	1.3
KYTE-FM (Clas)	.7	1.2
KXYQ (CHR)	1.8	1.1

San Jose

**KWSS Edges KGO For
Market Leadership**

	Summer '86	Fa '86
KWSS (CHR)	7.4	8.1
KGO (N/T)	7.4	8.0
KOME (AOR)	8.2	7.8
KSOL (B/U)	7.5	6.4
KSJO (AOR)	5.0	4.0
KATD (CHR)	4.9	3.9
KCBS (N/T)	3.0	3.8
KYUU (AC)	3.3	3.7
KBAY (B/EZ)	3.7	3.4
KSAN (Ctry)	2.9	3.4
KARA (AC)	3.3	2.9
KBXL-FM (AA)	2.4	2.8
KEZR (AC)	3.0	2.7
KFOG (AOR)	1.4	2.7
KMEL (CHR)	3.5	2.3
KLZE (B/EZ)	1.5	2.0
KIOI (AC)	2.5	1.9
KLOK (AC)	1.6	1.9
KNBR (Misc)	2.7	1.8
KOFY (Gold)	—	1.8
KYA (Gold)	1.0	1.5
KLIV (BBnd)	2.0	1.4
KOIT-FM (AC)	.8	1.4
KITS (CHR)	1.2	1.3
KNTA (Span)	.7	1.3
KBRG (Span)	1.1	1.2
KLOK-FM (AC)	1.5	1.2
KEEN (Ctry)	1.9	1.0

Albany-Schenectady-Troy

**WPYX Increases Lead;
WFLY New CHR Champ**

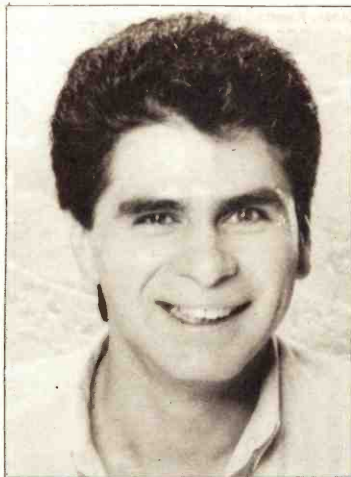
	Summer '86	Fa '86
WPYX (AOR)	16.3	16.7
WFLY (CHR)	10.0	10.0
WGFM (CHR)	12.6	9.8
WGY (AC)	9.6	8.1

WROW-FM (B/EZ)	6.8	7.5
WKLI* (AC)	5.5	5.8
WQBK-FM (AOR)	5.1	5.8
WPTR (Ctry)	3.2	4.7
WGNA (Ctry)	3.5	4.1
WQBK (Talk)	.4	3.8
WABY (BBnd)	2.5	3.3

WMHT (Clas)	2.0	2.7
WTRY (Gold)	4.5	2.5
WROW (AC)	1.9	2.2
WAMC (Misc)	1.7	1.3
WRPI (Misc)	.6	1.1
WCDB (Misc)	.8	1.0

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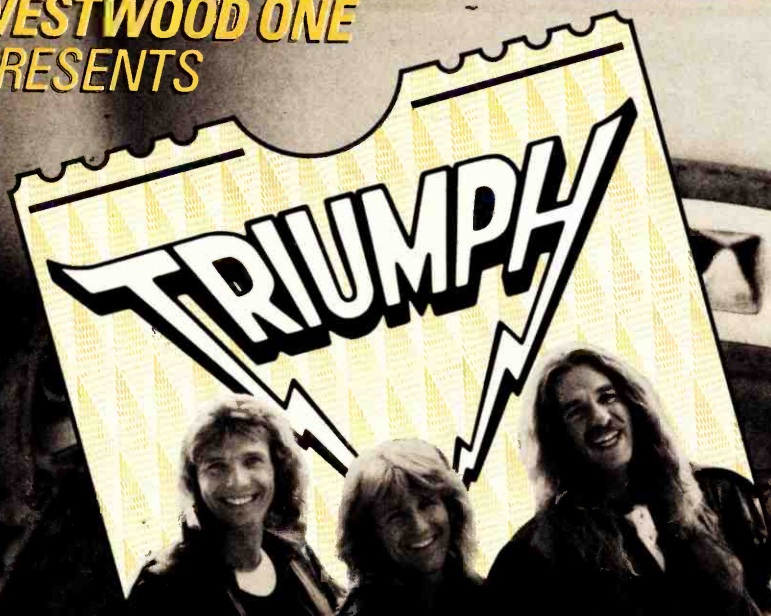
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RATINGS

Fall '86 Birch 12+

Seattle-Tacoma

KISW Stays Seattle Leader; KUBE Ties KIRO For Second Place; KZOK Almost Doubles

	Summer '86	Fa '86
KISW (AOR)	11.4	9.4
KIRO (N/T)	8.7	8.7
KUBE (CHR)	8.0	8.7
KOMO (AC)	4.5	5.7
KMPS-FM (Ctry)	6.1	5.1
KLSY-AM & FM (AC)	3.3	4.6
KPLZ (CHR)	4.8	4.2
KZOK (Gold)	1.8	3.5
KBRD (B/EZ)	2.7	3.4
KKFX (B/U)	3.3	3.4
KIXI (BBnd)	4.2	3.2
KNBQ (CHR)	3.7	3.1
KRPM-FM (Ctry)	2.8	3.1
KVI (Gold)	3.5	2.9
KING-FM (Clas)	2.7	2.7
KJR (AC)	1.7	2.5
KSEA (B/EZ)	2.4	2.3
KCMS (Rel)	2.3	2.2
KÉZX (AOR)	2.6	2.2
KLTX (AC)	1.7	2.2
KHIT (CHR)	1.9	1.8
KING (N/T)	2.1	1.8
KMGI (AC)	3.0	1.8
KUOW (Clas)	1.1	1.3
KMPS (Ctry)	1.4	1.1
KPLU (Jazz)	1.4	1.0

Tampa-St. Petersburg-Clearwater

WRBQ Combo Keeps Dominating Lead; WSUN Rises; WDUV More Than Triples

	Summer '86	Fa '86
WRBQ-AM & FM (CHR)	18.8	17.9
WWBA (B/EZ)	9.1	9.2
WYNF (AOR)	10.8	9.1
WQYK (Ctry)	7.9	7.7
WKRL (Gold)	5.8	5.4
WUSA (AC)	5.1	4.9
WSUN (Ctry)	3.2	4.8
WDAE (BBnd)	4.2	4.5
WDUV (B/EZ)	1.2	4.3
WPDS (AC)	3.2	4.3
WFLA (N/T)	3.7	3.8
WGUL-AM & FM (BBnd)	2.6	3.4
WNLT (AC)	3.9	3.3
WPLP (Talk)	2.6	2.7
WTMP (B/U)	1.6	2.1
WHVE (AC)	2.2	1.7
WCIE (Misc)	1.4	1.4
WMNF (Misc)	.4	1.4
WXCR (Clas)	.6	1.2
WHBO (Gold)	1.7	1.1

San Diego

XHRM Regains Market Control; KGB Close Second; KFMB-FM AC Champ

	Summer '86	Fa '86
XHRM (B/U)	9.5	9.7
KGB (AOR)	11.2	9.5
KFMB-FM (AC)	5.7	8.3
XTRA-FM (AOR)	6.2	7.4
KSDO-FM (CHR)	8.3	7.3
KJQY (B/EZ)	5.4	6.5
KSDO (N/T)	4.4	6.3
KIFM (AC)	3.2	4.3
KPOP (BBnd)	2.9	3.2
KFMB (AC)	6.3	3.1
KYXY (AC)	3.2	3.0
KWLT (AC)	1.9	2.3
XTRA (Gold)	1.4	2.0
KCBQ-FM (Ctry)	3.1	1.8
KGMG (Gold)	1.1	1.7
KNX (News)	1.5	1.5
KFSD (Clas)	2.4	1.4
KPBS (Misc)	.8	1.4
KKOS (CHR)	.8	1.3
KSON (Ctry)	.7	1.3
KLZZ-FM (Gold)	2.9	1.1
XHTZ (AOR)	2.5	1.1

St. Louis

KMOX Has Fifth Of Market; KSHE Slips To Second; KSD Widens AC Gap

	Summer '86	Fa '86
KMOX (Talk)	20.6	20.4
KSHE (AOR)	20.6	16.4
KMJM (B/U)	6.9	7.5
KEZK (B/EZ)	4.3	5.4
WIL-FM (Ctry)	4.7	5.4
KHTR (CHR)	5.2	4.6
KSD (AC)	4.0	4.5
KYKY (AC)	3.2	3.6
KWK (CHR)	3.3	3.5
WMRY (AOR)	2.7	2.9
WZEN (B/U)	3.5	2.8
KUSA (Ctry)	3.5	2.5
WRTH (BBnd)	1.8	2.0
KADI (AC)	1.1	1.6
KFUO (Clas)	1.0	1.6
KXOK (Talk)	1.8	1.6
KLTH (AC)	2.0	1.5
KGLD (Gold)	.8	1.3
WKXX (Ctry)	2.0	1.4
KSIV (Rel)	.3	1.3
KWMU (Jazz)	1.0	1.2
WEW (BBnd)	.2	1.0

Pittsburgh

WDVE Market Leader; WBZZ A Strong Second; KDKA Drops To Third

	Summer '86	Fa '86
WDVE (AOR)	16.4	13.3
WBZZ (CHR)	11.1	13.2
KDKA (AC)	14.6	12.5
WAMO-FM (B/U)	9.2	8.2
WSHH (AC)	5.1	5.1
WWSW (AC)	4.6	4.7
WHTX (AC)	3.2	4.2
WTAE (AC)	2.4	4.0
WJAS (BBnd)	2.0	3.2
WYDD (CHR)	3.0	3.2
WMYG (Gold)	2.8	2.9
WTKN (Talk)	2.6	2.4
KQV (News)	2.1	2.1
WLTJ (AC)	2.5	1.8
WDSY (Ctry)	3.1	1.7
WQED (Misc)	2.0	1.5
WEPP (Ctry)	1.1	1.4
WAMO (B/U)	1.0	1.3
WMBS (AC)	1.1	1.2
WPIT-FM (CC)	1.4	1.1
WXXP (AOR)	1.0	1.1

Providence

WHJY Increases Market Lead; WHJJ Up; WSNE Doubles Ratings

	Summer '86	Fa '86
WHJY (AOR)	14.6	15.5
WPRO-FM (CHR)	12.4	11.1
WLKW-AM & FM (B/EZ)	11.5	9.0
WHJJ (N/T)	5.7	8.3
WWLI (AC)	6.5	5.4
WPRO (AC)	5.1	5.0
WSNE (AC)	2.5	5.0

WBRU (AOR)	5.0	3.5
WERI (CHR)	4.8	3.2
WXKS-FM (CHR)	1.8	3.0
WHIM (Ctry)	1.6	2.5
WGBH (Clas)	1.4	2.4
WNBH (AC)	.3	2.1
WBSM (Talk)	2.2	2.0
WMYS (AC)	1.7	1.9
WZLX (Gold)	—	1.5
WZBZ (AC)	1.9	1.4
WBNC(AOR)	1.7	1.3
WBOS (Ctry)	.8	1.2
WALE (N/T)	.8	1.1
YWAZ (BBnd)	1.0	1.1
WARA (AC)	.7	1.0

Salt Lake City-Provo-Ogden

KRSP-FM Market Leader; KATT Leaps To Second Place; KSL Regains Double Digits

	Summer '86	Fa '86
KRSP-FM (AOR)	12.8	12.0
KKAT (Ctry)	6.8	11.5
KSL (AC)	6.2	10.9
KCPX (CHR)	9.5	6.7
KISN (AC)	7.9	5.6
KSFI (B/EZ)	6.4	5.5
KSOP-AM & FM (Ctry)	6.4	5.4
KALL (AC)	4.7	4.0
KBER (AOR)	3.5	3.8
KFMY (CHR)	1.4	3.6
KLCY (AC)	3.8	3.6
KCGL (Rel)	5.2	2.3
KRSP (Gold)	.5	2.1
KLUB (AC)	1.6	1.9
KBUG (Gold)	.9	1.8
KLTV (AC)	2.5	1.7
KMG-AM & FM (AC)	1.0	1.7
KTKK (Talk)	1.8	1.6
KBYU (Misc)	1.0	1.5
KUTR (AC)	2.5	1.4
KZAN (Ctry)	1.4	1.4
KANN (Rel)	.5	1.0
KDAB (AC)	1.6	1.0
KDYL (BBnd)	1.5	1.0

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REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

PRO AND CON

Who Likes Short-Shorts?

Whoever said "less is more" may not have been talking about short-form syndicated programming.

On the surface, the short-form feature seems like a promising product. Just take 90 seconds of copy, drop in a :30 spot, put it on tape, and count the receipts. Little effort, good program, great clearances — and everyone's happy. Advertisers have a vehicle for sponsorship, stations have a regular feature for listeners to identify with, and listeners get a USA Today-type capsule of information every day during drivetime.

The flip side of the issue says the value of any short-form programming is highly questionable. Skeptics say nothing can be accomplished with a 90-second daily feature other than imparting headline news. Music stations don't want to break format with an information piece (no matter how entertainment oriented), and stations in general often view short-form simply as a program-length commercial. Listeners are disinterested, and advertisers feel they don't maximize their reach and frequency potential.

Double-Edged Sword Of Short-Form Programming

ProMedia President Bill Quinn says short-form features take three forms, all of which are beneficial to radio stations. He explains: "The information-oriented program works because it's something that would cost the station a lot of time and money to do themselves. Drops, which tend to be comedy bits, give a station something that enhances their local programming. Finally, promotional tie-ins present a bit of daily information and also serve to promote a longer, weekly feature." Quinn says in all cases these features give the station something they can go out and sell to a local advertiser while enhancing their programming contents.

Associated Press Broadcast Services has found success with a number of longterm and limited-run short-form programs. Asst. Managing Editor Jan Thomas believes well-produced short features do work because they conform to the typical listener's attention span. "We're talking about somewhat limited attention," she explains. "We have to be concerned with what listeners will put up with, as well as what news directors and PDs will tolerate. They're going to be looking for shorter programming because research indicates that people want bites of information, regardless of whether

Short-Form: Less Is More?

- Pro**
- Great advertising vehicle
 - Provides capsule information
 - Locally salable
- Con**
- Program-length commercial
 - Limited scope & interest
 - Stations are disinterested

the program is news or entertainment."

Thomas admits the downside is the inability for the network to produce anything with great depth, but suggests that this may actually work positively because "nuggets of information are presented in a shotgun fashion, which actually may give them more information."

James Paul Brown Entertainment produces several information and entertainment short-form features and enjoys success with them

in a variety of formats. Director/Affiliate Relations Steve Sarch, however, says developing the shows is often easier than developing station interest in them. "Most radio stations look at a short feature as a glorified commercial," he observes. "Even if you're giving them a great show they aren't going to be 'fooled.' The length is so short compared to the spot, and while the advertiser sees it as a great way to tie a message into a positive environment, the station doesn't buy it."

Sarch claims the FCC's decision to deregulate radio dealt a damaging blow to the short-form feature. "Before dereg, stations were required to air a certain amount of news content, and these programs were used to fulfill that need," he points out. "When the FCC eliminated news requirements, it foretold the doom of this kind of feature."

Tune In Or Turn Off?

A notable attraction for long-form programming is its ability to draw listeners week after week. Short-form programming, on the other hand, is often dropped into a daily time slot and left to flounder. Can short features survive on their own, or are they destined to simply become part of a station's programming clutter?



WOLF DEN — Alan Parsons Project's Eric Woolfson was a featured guest on a recent segment of "Rockline," produced by Global Satellite Network and distributed by ABC. Pictured during a break in the live Monday night show are (l-r) GSN's Mark Felsot, Sharron Sanchez, Tina Zimmer, Woolfson (seated), GSN's Mike Correlia and Cindy Tollin, Arista's Jeffrey Schulman, and "Rockline" host Bob Coburn.

"Judging by the mail we get, our features definitely hold listeners' interest," says Thomas. "People contact us and say they heard something on 'Pets & People' or our 'Home Entertainment Update' and say they want more information. It's hard to say whether they actually tune in to hear these programs, but they're definitely listening to them."

"I don't think short features are indisposable; listeners can probably make it through the day if they don't hear one."

—Steve Sarch

"We want to believe people tune in for these programs," Quinn adds. "Over the years stations have told us they can see a visible rise in their Arbitrons when a particular show is on. It could be a result of a successful daypart, or it could be in response to the pro-

gram. We don't know what it is, and we haven't done extensive research to see if people tune in specifically for that show."

Steve Sarch says the tune-in factor largely depends on where the feature is positioned. "If it's in a morning or afternoon slot people get accustomed to hearing it and will be there for it," he explains. "It's like listening for a traffic report or ski conditions every day. If the show fits in the flow of the station and is used during a particular block it enhances the time period and listeners will come in for it. But I don't think short features are indisposable; listeners can probably make it through the day if they don't hear one."

The Spice Of Variety

Are some topics more viable for short feature programming, and are certain target demos more receptive to it? Sarch says information features tend to clear best because "many stations view short-form programming as clutter." He further notes that many topics, such as those focusing on a particular format or artist, tend to exclude stations with different formats or demographics. "If you're doing a short feature on Belinda Carlisle you may get some CHR stations, but that's about all," he cautions. "An informative piece, however, has a wider appeal and gives you greater room for success."

AP's Thomas believes variety is the key, covering a wide range of material and aimed at a varied audience. "Over the years we've been playing to many masters, offering many different types of programming," she observes. "There seems to be a marked trend toward this philosophy: the ABC networks have been playing to this variety for several years now, and other networks have been offering variety services. They also have to be designed for flexibility to let the stations dictate how to use the programs we supply."

"Obviously, whatever we do will be suited to whatever the local station and demographics indicate will work," she concludes. "By and large people are receptive to anything that is presented and produced well, is entertaining, and catches their interest."

A REBUTTAL

Ski Reports: Shop Around

By Holland Cooke

The recent article "Getting The Dope on The Slopes" (R&R, 1/23) totally misses the point: quality of information.

It is nothing short of an indictment of our industry that broadcasters would relinquish their credibility to a syndicator whose ski reports are based on information provided by ski areas: The area operator derives his income from the sale of lift tickets. It's his job to get you up there, and he usually does so with meaningless terms like "excellent," "good," or "fair." "Stay home this weekend, it's not worth the drive" is not in his vocabulary.

What shortsighted broadcasters looking for inventory totally overlook is this: Irate listeners who drive four or five hours and find mud don't hold it against a syndicator; it's a radio station that lied to them.

AMI's John Hamilton calls his service "free." The real pricetag is

your station's word. After your listeners survive just one wild goose chase and hear commercials for ski areas in the middle of your ski report, will they even trust your station again?

What to do? Work with a service that assumes the ski consumers' perspective.

Pioneer Roxy Rothafel assembled a small army of spotters: carefully screened skiers credentialled to ride the local lifts and phone in reports of their experience. CRN's "SkiWatch" took that system nationwide and dictates against non-information like "good" or "excellent." Their reports speak in human terms like "ice the size of golf balls on the north slope, but mostly

groomed powder on a better-groomed south slope." Roxy was a cash deal. CRN barbers for no-conflict-of-interest national clients like Campbell's Soup.

Mr. Hamilton's statement that "ski information has to be up-to-the-minute in order to be of use to anyone" ignores the theory of garbage-in, garbage-out. Syndicated program elements like ski and rush hour traffic reports haunt, more often than help, stations that clear them. The broadcaster has to be responsible for what's on his air. Somebody on cart claiming to be "direct from ski headquarters" doesn't live or die by your Arbitron numbers or net revenue.

Holland Cooke is Operations Manager at WTOP/Washington.

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

March 9 - March 13

MUSIC FEATURES

The Weekend

March 7 - March 8

Christian Countdown America (CCA)	Musical! (WO)
Sheila Walsh	Sieve Allen/Jimmy McHugh/"Fiorello"/ Irving Berlin hits
Dick Clark's Rock, Roll & Remember (USP)	Musical Starstreams (FF)
B. J. Thomas	Western Spaces
The Countdown (WO)	National Music Survey (WO)
Loose Ends/Jody Watley	Fleetwood Mac/Starship/Luther Vandross
Countdown America with Dick Clark (US)	On The Radio (NSBA)
Paul McCartney	Pet Shop Boys
Country Closeup (PM)	Pepsi Hillline USA (JBP)
Belamy Brothers/Forester Sisters	El DeBarge (3/8)
Country Today (MJI)	Reelin' & A Rockin' (RI)
Ronnie Millsap	Ann Wilson
Rick Dees Weekly Top 40 (DIR)	Rock & Roll Never Forgets (WO)
Bon Jovi	Aerosmith/Bad Company/Janis Joplin
Dr. Demento (WO)	Rock Chronicles (WO)
Mason Williams	Peter Gabriel/Robert Cray/Kinks
Future Hits (WO)	Rock Watch (USP)
Toto/Bon Jovi	Kinks
Great Sounds (USP)	Scott Shannon's Rockin' America Countdown (WO)
Rosemary Clooney	Georgia Satellites/Ben Orr/Billy Vera
Hot Rocks (USP)	Solid Gold Saturday Night (US)
James Ingram	Aretha Franklin
Jazz Show with David Sanborn (NBCE)	Star Beat (MJI)
Chick Corea	Sheila E
Jazz Trax (AQJT)	Superstars Rock Concert (WO)
Diane Schuur	Moody Blues
Metalshop (MJI)	That's Love (WO)
Sammy Hagar	Billy Vera/Barbara Hershey/Bette Midler
Motor City Beat (USP)	Weekly Country Music Countdown (USP)
Commodores	George Strait

The Week Of

March 9 - March 13

American Music Magazine (JSP)	Country Calendar (CW)
Prince/Crowded House/Aretha Franklin & George Michael/Lou Gramm/Glass Tiger	Mickey Gilley/Kathy Mattea/Harold Reid/Reta McEntire/Tamy Stevens/Michael Martin Murphy/Vince Gill
British Wax Museum (RI)	Country Datebook (US)
Robin Trower/Hayward & Lodge/ Manfred Mann/Badfinger/U2	Mickey Gilley/Eddie Rabbit/Crystal Gayle/ Don Williams/Tammy Wynette & George Jones/Merie Haggard/Belamy Brothers
Classic Cuts (MJI)	Earth News (WO)
Mick Jagger/Rolling Stones	Eric Stoltz/Lea Thompson/Mary Stuart Masterson/Beastie Boys/Theresa Russell/ Smokey Robinson/Tyne Daly/John Kasten/ Troy Slaten/Tony la Torre
Country Calendar (CW)	Encore With Jim Lange (WO)
Mickey Gilley/Kathy Mattea/Harold Reid/Reta McEntire/Tamy Stevens/Michael Martin Murphy/Vince Gill	1939: Benny Goodman
Country Datebook (US)	In Concert (WO)
Mickey Gilley/Eddie Rabbit/Crystal Gayle/ Don Williams/Tammy Wynette & George Jones/Merie Haggard/Belamy Brothers	Jason & the Scorchers/Bruce Hornsby
Earth News (WO)	Legends of Rock (NBCE)
Eric Stoltz/Lea Thompson/Mary Stuart Masterson/Beastie Boys/Theresa Russell/ Smokey Robinson/Tyne Daly/John Kasten/ Troy Slaten/Tony la Torre	Yes, Pt. 1
Encore With Jim Lange (WO)	Line One (WO)
1939: Benny Goodman	Grace Slick/Jorma Kaukonen
In Concert (WO)	Live From Gilley's (WO)
Jason & the Scorchers/Bruce Hornsby	Southern Pacific
Legends of Rock (NBCE)	Off The Record (WO)
Yes, Pt. 1	REO Speedwagon/Paul Simon/Ti Tuesday
Line One (WO)	Off The Record Special (WO)
Grace Slick/Jorma Kaukonen	REO Speedwagon
Live From Gilley's (WO)	Pop Concerts/ Star Trak Profiles (WO)
Southern Pacific	Billy Ocean
Off The Record (WO)	Rock & Roll Never Forgets (WO)
REO Speedwagon/Paul Simon/Ti Tuesday	Buffalo Springfield/Buena Vista/Beasties
Off The Record Special (WO)	Rock Notes (NP)
REO Speedwagon	Moody Blues/Simply Red/Mike Rutherford
Pop Concerts/ Star Trak Profiles (WO)	Rock Over London (RI)
Billy Ocean	Mission
Rock & Roll Never Forgets (WO)	Rock Today (MJI)
Buffalo Springfield/Buena Vista/Beasties	Santana
Rock Notes (NP)	Shootin' The Breeze (WO)
Moody Blues/Simply Red/Mike Rutherford	Freddie Jackson/RU's Latest Arrival/ The System
Rock Over London (RI)	Solid Gold Country (USP)
Mission	Mickey Gilley/this week in 1979/ March gold/famous ladies/Jim Ed Norman producer profile
Rock Today (MJI)	Solid Gold Scrapbook (US)
Santana	What in the world?/Dean Torrence/Eagles, Monkees, Neil Sedaka, Procol Harum, James Taylor/today in 1970/swan songs
Shootin' The Breeze (WO)	Sound Express (WO)
Freddie Jackson/RU's Latest Arrival/ The System	Evelyn King
Solid Gold Country (USP)	Special Edition (WO)
Mickey Gilley/this week in 1979/ March gold/famous ladies/Jim Ed Norman producer profile	Manhattans
Solid Gold Scrapbook (US)	Star Trak (WO)
What in the world?/Dean Torrence/Eagles, Monkees, Neil Sedaka, Procol Harum, James Taylor/today in 1970/swan songs	Starship/REO Speedwagon/Jeff Lorber
Sound Express (WO)	
Evelyn King	
Special Edition (WO)	
Manhattans	
Star Trak (WO)	
Starship/REO Speedwagon/Jeff Lorber	

GENERAL INFORMATION

The Blimp (PM)	Campbell's Playhouse (PIA)
Big rig harassment/crystal powers/terms of endearment/older women & dating/bodyguards	"Garden of Allah"
Car Show Coast To Coast (SCGI)	Computer Program (PM)
Volkswagen Passat/rear driver Jim Busby	Home computers/hardware/software/ programs/language
Costas Coast To Coast (CW)	Entertainment-Radio Links (RL)
John McNamara/Hal Lanier	"Nightmare On Elm Street: Dream Warriors"
Health Care (PIA)	NBC Extra (NBC)
"Bracing for the future"	Nothing to fear but fear
Personal Finance Digest (JBP)	Public Affairs (PIA)
Renting out a second home/luggage thieves/ educational travel/avoiding tax audits/ collecting newspaper clippings	Fight back
Reviewing Stand (PIA)	Sound Advice (PM)
Patience of a saint/the nest is best/ the bottom line	Tracking weight/anti-skating/stylus maintenance & wear/types of cartridges & tracking force
Sporting News Report (CW)	Sports Explosion (PIA)
Will McDonough/David Stern/Michael Weissman/Dick Enberg/Tom Brookshire/ Steve Arnold/Billy Packer	Gary Williams/Steve Garvey/Gil Clancy
Sports Flashback (CW)	Wireless Flash (CRN)
Don Larsen's perfect game/'47 World Series/ shot heard around the world/'53 AL pennant winner	Judd Nelson/Suzi Chaffee/Mike May/ Steve Thomas/Triumph
Travel Holiday Magazine (CW)	
Yugoslavia	

COMEDY

All My Children Update (PRN)	Amatellin U (DD)
Jeremy chokes Matt/Phoebe's new simile child/Matt embracing himself/Jeremy knows a secret/Ellen's got a clue	Tapia/Tagli/Days/school for midwives/batting earthworms/smoke in the restrooms: nrvly
Comedy Hour (MJI)	Comedy Show with Dick Cavett (CW)
Live guest: Franken & Davis/Rodney Dangerfield/Jerry Seinfeld/Peter Cook & Dudley Moore/Mike Nichols & Elaine May	High seas: Monty Python/Bob Newhart/Bill Cosby/Stan Freberg/Gregory Peck/ Bernadette Peters/Charlie Manns
Comedy Show with Dick Cavett (CW)	Daily Feed (DCA)
High seas: Monty Python/Bob Newhart/Bill Cosby/Stan Freberg/Gregory Peck/ Bernadette Peters/Charlie Manns	Max gives up/Reggie's one phone call/ Buyer-wear/are manual/blue water shortage/Don Regan countdown
Daily Feed (DCA)	Fun Factory (PM)
Max gives up/Reggie's one phone call/ Buyer-wear/are manual/blue water shortage/Don Regan countdown	Promote yourself/Beetles & James Wine Cooler/The Beach-Steve Boys/Pee Wee's Slayhouse
Fun Factory (PM)	Hiney Wine (DD)
Promote yourself/Beetles & James Wine Cooler/The Beach-Steve Boys/Pee Wee's Slayhouse	Hiney smasher/hiney inspectors/dress like a hiney/grab my hiney
Hiney Wine (DD)	Irving Loblolly (DD)
Hiney smasher/hiney inspectors/dress like a hiney/grab my hiney	Bush hog & dolly/Swead state/trucks & football cheerleaders/let's win
Irving Loblolly (DD)	Jackie The Joke Man (OHR)
Bush hog & dolly/Swead state/trucks & football cheerleaders/let's win	Big bones/Yamaha-ha-ha/sudden fried chicken/fruit fly
Jackie The Joke Man (OHR)	Laugh Machine (PM)
Big bones/Yamaha-ha-ha/sudden fried chicken/fruit fly	Gallagher/Robert Klein/George Carlin/ Joan Rivers/Jimmi Walker/Steve Martin/ Ron Stevens
Laugh Machine (PM)	Mal Blanc's Blankety Blancs (ASR)
Gallagher/Robert Klein/George Carlin/ Joan Rivers/Jimmi Walker/Steve Martin/ Ron Stevens	The age that wanted to be John Wayne/ the early bird/wink's scroll/Romero & Juliet/ princess & the warthog
Mal Blanc's Blankety Blancs (ASR)	National Comedy Wireless (DD)
The age that wanted to be John Wayne/ the early bird/wink's scroll/Romero & Juliet/ princess & the warthog	Tiger on my tail/Chinese-Mexican restaurant/ Ora's visit
National Comedy Wireless (DD)	National Lampon's True Facts (PRN)
Tiger on my tail/Chinese-Mexican restaurant/ Ora's visit	Nuclear nut case/the kid's in the mall/film man/strange bedfellows/cheese wiz
National Lampon's True Facts (PRN)	Party Drop-ins (ASR)
Nuclear nut case/the kid's in the mall/film man/strange bedfellows/cheese wiz	Bean dip/TD off doctor/Tom & Roy's party people/dry laundry/fat chance
Party Drop-ins (ASR)	Radio Hotline (ASR)
Bean dip/TD off doctor/Tom & Roy's party people/dry laundry/fat chance	Call to duty/sexual harassment/munchies/ close personal friend/the public should know
Radio Hotline (ASR)	Red Neckerson (SYN)
Call to duty/sexual harassment/munchies/ close personal friend/the public should know	Tillion dollar budget
Red Neckerson (SYN)	Stevens & Grdnic's Comedy Drop-ins (ASR)
Tillion dollar budget	Channel 1 news/how to pick up girls/doggie castle/wine me here/another lousy day
Stevens & Grdnic's Comedy Drop-ins (ASR)	United Spots Of America (ASR)
Channel 1 news/how to pick up girls/doggie castle/wine me here/another lousy day	Scamco gene splicer/sea vermin/panic TVL/ Orgasmotel
United Spots Of America (ASR)	
Scamco gene splicer/sea vermin/panic TVL/ Orgasmotel	

NETWORKS/PROGRAM SUPPLIERS

AA = Audiophile Audition (415) 457-2741	CW = Clayton Webster (314) 725-5070
ABC = ABC Direction Net (212) 887-7777	DCA = DC Audio (202) 638-4222
AP = Associated Press (212) 955-7200	DD = Dorsey & Donnelly Enterprises (214) 631-7834
AS = Audio Stimulation (213) 456-5201	DIR = DIR Broadcasting (212) 371-6850
ASR = All Star Radio (213) 850-1169	ERI = Entertainment Radio, Inc. (818) 985-4807
ATGN = At The Game Network (516) 491-8585	ESG = Emfana Syndication Group (209) 579-6747
CB = Continuum Broadcasting (212) 580-9525	FF = Frank Forest Productions (415) 383-7827
CBS = CBS Radio (212) 975-4321	GCI = Goodphone Communications Inc. (818) 990-7707
CCSR = CBS Radio Radio (212) 975-4321	GSN = Global Satellite Net (818) 906-1888
CCA = Christian Countdown America (312) 820-1369	IN = Interview (213) 852-8710
CN = Copley Radio Network (619) 293-1818	JT = Art Good's Jazz Trax (619) 233-9228
CRS = Creative Radio Shows (818) 787-0410	JBE = Jim Brown Entertainment (213) 390-9671
CUSA = Countdown USA (415) 383-7302	JPB = James Paul Brown Entertainment (213) 390-9671

Coming Next Week:

Network Condom Advertising Pro & Con

KSE = Kris Stevens Enterprises (818) 981-8255	LBP = Lee Bailey Prod. (213) 256-2778
LW = London Wavelength (914) 961-7600	MBS = Mutual Broadcasting (703) 685-2000
MCA = MCA Radio (818) 795-2331	MJI = MJI Broadcasting (212) 245-5010
NBC = NBC Radio (212) 664-4444	NBCE = NBC Radio Entertainment (212) 664-4444
NP = Newwood Productions (212) 755-3320	NSBA = NSBA Network (213) 308-8009
OHR = Off Hour Rockers (516) 628-1490	PM = ProMedia (212) 585-9400
PIA = Public Interest Alliances (212) 943-8888	PRN = Premiere Radio Network (213) 487-2346
RI = Radio International (212) 302-1670	RL = Radio Links (213) 454-0488
SCGI = Starstream Communications Group, Inc. (713) 781-0781	SI = Syndicate It (818) 841-9350
SM = SpecMark (818) 505-9746	SMN = Satellite Music Network (800) 527-4892
SRFJ = Sellers/Roskin/Friedman, Inc. (213) 936-7900	SYN = Syndicom (415) 366-1781
TRAN = Transtar (213) 480-8383	USAT = USA Today (800) 222-0990
USP = United Stations (703) 276-2900	WRN = Weebeck Radio Network (213) 462-5922
WO = Westwood One (213) 204-5000	



SMOKIN' OLDIES — Recent Rock & Roll Hall Of Fame inductee Smokey Robinson dropped by United States' New York studios to tape an interview for "Motor City Beat." Pictured following the session are (l-r) show host Bill Rock, US's Janice Ginsberg, Smokey, and show writer/producer Rick Vestuto.

SALES

Management, Sales, And The Research Computer

Most of the line items on the expense side of your station profit plan are familiar ones: salaries, telephone, transmitter maintenance, Arbitron, and Birch, etc. But there's one that many GMs have not addressed: managing the station's use of the research computer, especially in the ways it is used by salespeople.

Some appropriate yelling or threatening memos once a month may keep phone costs in line, but what about the bill for computer research service? How is it to be used, and by whom? What kind of information is approved? What kind is not? A higher bill from your research company may result from a lack of training by the supplier, lack of supervision by management, or a practice of hiring computer hackers rather than street-smart salespeople.

Radio station managers need to be educated in the proper use of computerized research. It's hard to manage something you don't understand. No matter whether the system you use is a mainframe or

"The greatest waste of money may lie in the fact that some salespeople are crunching numbers when they should be on the phone making appointments or on the street."

a desktop computer, the greatest waste of money may lie in the fact that some salespeople are crunching numbers when they should be on the phone making appointments or on the street following up on those appointments. It's hardly likely that the computer will buy any new spots.

The majority of computer runs in radio stations are plain rank reports, based on numbers which can be pointed to in the printed rating reports. Station manage-

ment would do well to insist that the computer system be used only for numbers and concepts not already printed in the book.

Combat The "Tonnage" (CPM) Concept

A hypothetical situation: On the basis of average quarter-hour, your station ranks 12th, but in cume it ranks number one. The buyer looks at the "poor" average-quarter hour and tells you, "You know that I always buy your station, but this time I have a very restricted budget, and your CPM is quite high." When you get the buyer to reveal which station is getting your rightful spots, you should produce a benchmark analysis which shows that the other station needs 54 spots to achieve the same reach your station delivers with 18. You say, "Do my spots cost three times as much as Station X's? No way!" This makes for an excellent argument, and relies on information not printed in the rating book. Using it will save the day for your station by relating your cume circulation to your average quarter-hour, showing its superior potential.

Exclusive Cume

Demonstrating the all-important exclusive cume for the target demographic is also a good example of how to use details which are available on computer tape but not printed in the book. The book has Persons 12+, Men, and Women. All demos are available on the tape. If your salesperson needs the exclusive cume for adults 25-54 to support the asking price, here is where the computer can really help you make your point. Exclusive audience to your station cannot be reached by buying your competitor.

"Demonstrating exclusive cume for the target demographic is a good example of how to use details available on computer tape but not printed in the book."

Rate Card Dayparts Vs. Book Dayparts

More and more stations are pricing their spots on daypart breaks, which are different from those shown in the rating book. Rather than the historic 6-10am, 10am-3pm, 3-7pm, and 7pm-midnight, many stations are using 5-10am, 10am-3pm, 3pm-8pm, and 8pm-1am. Some station research systems can handle custom dayparts.

Why Your Research Bill Is Too High

- Lack of proper training
- Poor supervision by management
- Too many "hackers" and not enough real salespeople

Maximize Effective Reach

I learned long ago that I could virtually guarantee great results to the advertiser who would buy a ton of spots over two or three successive days (and I watched the radio copy, to be doubly sure). What I did not know then was the reason why this was true: that we have to reach those potential Chevy buyers at least three times to get them to react. This concept is known today as "Effective Reach." It is the most important concept in a frequency distribution. Once is not enough. Twice is not enough. Your results for the advertiser will come, by and large, from those who have been reached three-plus times.

You can maximize effective reach by mixing radio with newspaper (or TV). When radio salespeople got smart and stopped factoring the newspaper circulations with "Starch Percents," the department stores began buying radio, with immediate good results. Radio increased the "three-plus times" effective reach dramatically.

The number of radio units for the money, compared to TV or newspaper units, is the key to the success of radio in the mix. The percent reached three-plus times is directly proportional to the size of the rating and the number of spots.

The Overnight Audience

You should demonstrate the efficiency of targeting radio's overnight audience. With the overnight target demos available on computer tape, you may be able to prove

that your audience is just as big as Larry King's. Instead of getting only what the advertiser is willing to pay, you may demonstrate that this time is worth your asking price. What a great bonus to your billing this month — and you even have more daytime inventory to sell as a direct result.

Show Off Qualitative Aspects Of Your Audience

Some systems can duplicate part of the innovative concepts used for Arbitron and Birch for the Scarborough and Birch Qualitative data. This can be valuable additional



By Gil Bond

Gil Bond has been President and majority owner since 1983 of Market Buy Market, which specializes in merging Simmons and MRI user characteristics with Arbitron and Birch audience data. The company's clients include advertising agencies, rep firms, radio networks, program syndicators, and radio stations.

He has served as GM at KVSM/San Mateo, CA from 1949-53, and managed Seattle stations KMP5 and KIXI from 1954-67. For the next four years he was GSM at then-KYA & KOIT/San Francisco, after which he was Manager of Research for Golden West Broadcasters Corp. and eight radio stations from 1972-82. Bond may be contacted at: Market Buy Market, 5775 E. Los Angeles Ave., Simi Valley, CA 93063; (805) 584-2211.

evidence that your station must be well represented in the buy — not as a token buy, but as a meaningful part of the client's ad budget. Consider for a moment, if you will, how important this might be for the 52-week advertiser (there are a few left, you know).

Consider Your Options

Whether you have chosen the desktop number-crunching service or the mainframe service, you should periodically reexamine the merits of all available services. When you conduct your review, look for new ideas which enhance the compatibility of your personal computer to the mainframe. That's the way to a brighter future, since neither the mainframe suppliers nor the desktop suppliers are about to fade away.

The key word is management. Anything which is managed poorly costs too much, including the crunching of your Arbitron and Birch audience numbers.

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Hanna-Barbera

LIBRARY OF SOUNDS

- The Sound Effects We All Love
- Super Index

List price: \$200.00

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HARVEY MEDNICK

PROMOTION & MARKETING

UNCOVERING "HIDDEN" AD DOLLARS

Boost Client Awareness, Increase Revenue

Recently (R&R 2/13) Shirley Baker, Director of Marketing Services for the New York Market Radio Broadcasters Association, and now RAB VP/Sales & Marketing, explained how NYMRAD has begun an ambitious program to build advertisers' understanding of radio's strength and ability to influence customers' buying decisions. Below, Baker reveals the frustrations, surprises, and rewards of this innovative effort.

R&R: Why is the program so narrowly focused?

SB: It's a totally different sell. Agency media buyers want to know more about the market and radio in general. Clients want marketing information, such as customer and market profiles, and a definition of basic radio terms. They'll often admit they don't know or understand something, such as what TSA means or how to define a rating point. In fact, we've developed a basic presentation — "Radio 101" — for clients' internal use. Agencies aren't likely to ask for something like that.

R&R: Have you made any presentations to advertising agencies yet?

SB: No. As the marketing project grows, I expect we will. We're focusing on clients now.

"Clients think of radio as an entertainment medium, not as a selling medium."

R&R: Found any surprises in your client dealings?

SB: What's surprised me most is the general lack of knowledge about — and interest in — radio. Although most say they listen, clients think of radio as an entertainment medium, not as a selling medium. We're partly to blame for that because, until recently, radio wasn't being sold properly. We have to emphasize its strengths.



Shirley Baker

Our real job is to teach advertisers how to use radio effectively. Then I think we'll see more radio buys.

R&R: In what other areas are advertisers ignorant?

SB: Most advertisers are unaware of the availability of vendor dollars — those funds allocated by manufacturers for certain key promotional periods. Some advertisers thought we meant co-op dollars; others had never heard of the concept.

Armed with that startling information, we put together a full-day vendor seminar for NYMRAD member stations' sales professionals to help them work with advertisers to uncover these "hidden" ad dollars. Tom Frick, a nationally-known marketing consultant who specializes in these programs, led the discussion. Our members were really excited about it.

"Most advertisers are unaware of the availability of vendor dollars."

R&R: What has been the most gratifying result of your efforts?

SB: In this fiscal year (7/1/86-6/30/87), we expect to generate over \$1 million in additional advertising revenues based on supermarkets' advertising expenditures.

Shirley's Secrets

- Educate the client on the radio basics
- Show advertisers how to use radio effectively
- Stage sales seminars to help uncover "hidden dollars"
- Teach clients how to expand their buys
- Create a vehicle (newsletter) that highlights industry trends

About half of that comes from vendor programs. Two major supermarket chains are instituting companywide vendor dollar programs with additional ad dollars earmarked for radio. Now we're getting calls from these stores' competitors asking us about our services and requesting information.

Our supermarket clients also asked us to create "MarkeTopics," a quarterly two-page newsletter that highlights industry trends and briefly describes radio and local market customer research data. We published the first issue last November. We hope to do special publications for other advertiser groups as well.

"I don't care whether clients buy a suburban or city station. What I do care about is that they use radio."

R&R: What problems remain?

SB: Convincing many clients that they should expand their buys to include more than one station. For example, a recent Media Monitors report, which covered ten area stations and a large group of advertisers, shows half of the advertisers bought only one station. A second report, covering ten other stations which cater to an older demographic, indicates 58% of the surveyed advertisers bought just one station.

R&R: What are your goals in the months ahead?

SB: Quite simply, we want to develop a better understanding of radio's efficiency and effectiveness in reaching customers. And we want to increase New York market radio advertising revenues. I don't care whether clients buy a Country or a News station, a suburban or a city station. What I do care about is that they use radio.

"We expect to generate over \$1 million in additional advertising revenues in this fiscal year."

Special thanks to NYMRAD's Jodi Goalstone and Maurie Webster for their help in coordinating this interview.

(Editor's note: As was noted, Ms. Baker has left NYMRAD to join RAB as VP/Sales & Marketing. NYMRAD continues to recognize the validity of her efforts and is presently searching for a suitable replacement to continue the project Shirley started.)

DATELINES

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

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

April 2-5
3rd Annual Music Business
Symposium
Ambassador Hotel, Los Angeles

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

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

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

ONE YEAR AGO TODAY

- Emmis buys WHN, WAPP, and WAVA from Doubleday
- Ed Mascolo VP/National Promotion for RCA
- NRBA Board approves NAB merger
- #1 CHR: "Kylie" — Mr. Mister (RCA) (2 wks)
- #1 AC: "These Dreams" — Heart (Capitol)
- #1 B/U: "What Have You Done For Me..." — Janet Jackson (A&M) (2 wks)
- #1 COU: "She & I" — Alabama (RCA)
- #1 AOR Track: "All The King's Horses" — Firm (Atlantic) (4 wks)
- #1 LP: "Mean Business" — Firm (Atlantic) (2 wks)

FIVE YEARS AGO TODAY

- WABC/New York announces plans to drop CHR for N/T
- Trip Reed PD, WMET/Chicago
- Don Benson leaves KHS/Los Angeles for WQXI-AM & FM/Atlanta
- Dick Brescia Sr. VP/CBS Radio Networks
- #1 CHR: "Open Arms" — Journey (Columbia) (3 wks)
- #1 AC: "Through The Years" — Kenny Rogers (Liberty) (2 wks)
- #1 B/U: "That Girl" — Stevie Wonder (Tamlab/Motown) (4 wks)
- #1 Country: "Mountain Of Love" — Charley Pride (RCA) (2 wks)
- #1 LP: "Freeze-Frame" — J. Geils Band (EMI America)

TEN YEARS AGO TODAY

- #1 CHR: "A Star Is Born" — Barbra Streisand (Columbia)
- #1 AC: "A Star Is Born" — Barbra Streisand (Columbia)
- #1 Country: "Moody Blue" — Elvis Presley (RCA) (3 wks)
- #1 LP: "Rumours" — Fleetwood Mac (WB)



KEN BARNES

ON THE RECORDS

ONE-NAME FAME

Artists On A First-Name Basis

You probably have to blame it on Madonna. Her amazing success story (an unprecedented 11 straight Top 5 CHR hits) has inspired a vast array of (mostly) female vocalists, generally working in the urban/dance arena, to aspire to stardom using only their first names.

It's really quite a roster. In recent months we've heard from Alisha, Janice, Kopper, Meshay, Nayobe, Nicole, Nocera, Princess, Regina, Tia, Trinere, and probably more. Jumping on the bandwagon somewhat earlier was Shannon, while Jody Watley, prior to her new MCA release, had a couple of singles out in England identified solely as Jody.

Of course the phenomenon goes back beyond Madonna and the rest, whom we could call, if we wanted to annoy them immensely, "Madonna's Children." Back in the midfifties, a singer known as Audrey had an ephemeral minihit called "Dear Elvis." And Annette, rarely if ever using her last name (Funicello), was a substantial recording star in the latter part of that decade.

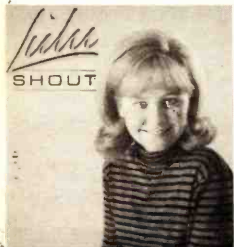
PRINCE AND THE REVOLUTION



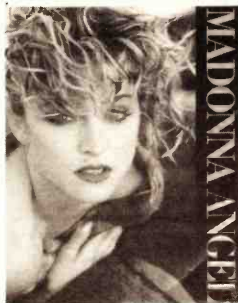
Now that the Revolution's over, Prince can regain his one-name throne

Lulu Of A Trendsetter

In the '60s, Ann-Margret, using the rare compound first name variation, had some record success, but the big one-name female stars of the decade were unquestionably Cher and Lulu. Cher recorded as Bonnie Jo Mason, but quickly shifted to the single-name approach, first as Cherilyn and then, in between Sonny & records, soloing as Cher. Lulu, whose real name is Marie Lawrie, was part of a British mintrend in 1964; Millie Small's "My Boy Lollipop" was a UK hit under the name Millie.



Lulu led the British one-name invasion



Although on this sleeve you might think her real name is Madonna Angel, she's the instigator of the current one-name boom

Ronnie Spector cut a pair of singles as Veronica, while Cookies lead singer Earl-Jean McCree adopted the double-jointed first name identity. Other sixties one-namers included Bonnie, Dawn (no relation to Tony Orlando's group), Grazina, Lolita, famed folksinger Odetta, and Patti (who updated Marcie Blane's "Bobby's Girl" to aim it at Bobby Sherman).

FABIAN



Dropping his surname was Fabian's forte

Kicking off the '70s, Melanie might have been a trendsetter, but from then until the Madonna era probably the biggest Christian-name stars were both named Sylvia (Allen in country, Robbins or Robinson in R&B). Charlene and ex-Abba member Frida each had a Top Tenner, while Jennifer Warnes recorded for a time as just plain Jennifer, then moving to Jennifer Warren before going for the real thing.

Other one-namers of varying success levels include Carlette, Cristina, '70s country star Dotts, Jakkie, Julie (who usually recorded as Julie Budd), Tanya Tucker's sister LaCosta, Natasha, Patsy, Sheila, Syreeta, Toyah, and Tracie.

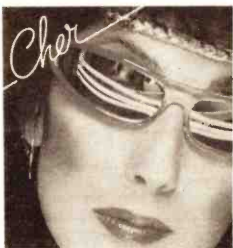
Hitmakers Sade and Nena should be mentioned, but technically they prefer to be known as groups using those monikers.



From the great lost "Dion In Neon" LP

Two First Names: Better Than One?

There's also a female tradition of using the first and middle name and omitting the surname; the most prominent current example is Teena Marie (Brockert). Past hitmakers include Barbara Lynn (Ozen) and Sami Jo (Cole), plus early '60s singer Marcie Jo, Damiata Jo, Bonnie Lou, Beach Boys protegee Sharon Marie, and late '70s disco star Norma Jean. (I'm not sure if Cheryl Lynn falls into this class or not.)



A fair Cher of one-name hits went to Mrs. Bono

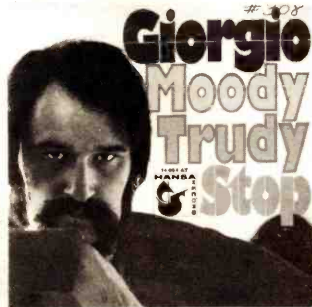
There are also a few female singers who combine a first name with a last initial; the two current stars in this field are Sheila E and Stacey Q (although the "Q" is not her actual last name initial).

On The Masculine Side

The present-day ruler in the kingdom of the one-named is Prince, but the tradition goes back at least partially to Elvis Presley, who was widely enough known by his first name only that it probably inspired Fabian Forte to drop his last name.

When Dion & The Belmonts broke up around 1960, Dion did not, except for a brief period, revert to Dion DiMucci; instead he became the major male one-name star of the first half of the decade.

By the way, I could make this mono-moniker list endless if I wanted to by including all the one-name leaders of groups, the Ronny & The Daytonas, Billy & The Essentials, Vito & The Salutations-type groups. Not to mention duo partners from Jan & Dean to Mel &



Before disco (and before Moroder), there was still Giorgio



Teena Marie pulls off the difficult two-first-names feat

Kim. But I'm restricting this to individuals.

Individual solo singers, that is. That also leaves out one-name singers in groups, such as U2's Bono.

Another way to pad the list would be allowing artists with the prefix "Little" or "Big" or "Mighty" or "Miss" or "Captain" or "King" or "Baby" preceding their first names. My artist file lists 72 Little somesbodies alone, all the way up to Little Steven, and there's no shortage of available prefixes. But again, a strict interpretation of the topic holds sway.

Jay of Jay & The Americans (I think it was Jay Black, not Jay Traynor, for anyone concerned with extreme accuracy in Jay-identification) had a solo record out under his first name only, briefly following the Dion mode.

Other '50s and '60s first-namers included Donovan (the biggest of the late '60s crop), Carlo (a Belmont emulating Dion), Derek (actually Johnny "Mr. Bassman" Cymbal), German stars Draf and Heintje, Harvey (Fuqua, ex-Moon-



Initial shock from Sheila E.

glows), former Tornado Heinz, Ivan (Jerry Allison of the Crickets), Keith, Oliver (a two-hitter with "Good Morning Starshine" and "Jean"), Patrick (a

dancer on the "Hullabaloo" TV show), Sonny (on leave from Cher), Tico (actually Paul Simon), and Valjean.

Later examples include Giorgio (Moroder), reggae artist Ijahman, Lobo, Mecca, Mylon, Taco, and



Donovan never wanted to be a Leitch

Vangelis (modified from Evangelos). And holding down the fort with Prince are Falco, Junior, O'Bryan, Roger, Sting, and Sylvester. Half in, half out is Giorgio (Allentini), who in his brief career is identified both ways.

And there are a few male artists using a last initial, notably the Fantastic Johnny C, Roy C, Ralphie D, Owen B, Johnny G, and Geza X.

But lengthy as this listing is, the present one-name congestion is unprecedented. With Madonna leading the way, we may have scores of one-name singers asking you to open your charts. It's the name of the game... or is that the game of the name?

(Acknowledgment: Glenn Baker's "The Name Game," which has a short chapter on one-name artists, was of considerable help. Thanks also to Profile President Cory Robbins and R&R's Katy Bee for last-minute additions.)

DATEBOOK

SEAN ROSS

MONDAY, MARCH 9

1961/"I Want A Guy," the first **Supremes** single under that name, as opposed to the **Primettes**, is released.
 1974/**Bad Company** plays its first show at Newcastle, UK.
 1984/**Jeffrey Daniel** releases his first post-Shatamar single, "AC/DC," in Britain. The song is from the **Andrew Lloyd Webber** musical "Starlight Express," which will be released here soon with **El DeBarge** in Daniel's role.
 1986/**Boy George** joins **James Brown** on stage for his first post-comeback show at L.A.'s Universal Amphitheatre.
 Across town, **Jeffrey Osborne** debuts his "Emotional" LP for the **NARM** convention. In the audience are **Bob Seger**, **Cathy Lee Crosby**, and **Jack Wagner**.
 Born: **Martin Fry (ABC)** 1958, **Mickey Gilley** 1937, **Mark Lindsay** 1942.

TUESDAY, MARCH 10

1963/More than 25,000 attend **Patsy Cline's** funeral.
 1972/America's self-titled debut LP goes gold.
 1977/On the same day that the **Sex Pistols** sign their nine-day contract with British **A&M**, **Bob Andrews**, guitarist for **Billy Idol's** band **Generation X**, is hospitalized after being hit with a beer glass on stage.
 1979/**James Brown** plays the Grand Ole Opry. **Jean Shepard** complains; **Barbara Mandrell** says he should have been invited five years sooner.
 1985/**Jackson Browne** and **Brian Wilson** headline the "Trouble In Paradise" benefit for L.A.'s Inner City Law Center. **Molly Ringwald**, **Balinda Carlisle**, and **Susannah Hoffs** team up on "Midnight Confessions."
 1986/Those in the cheap seats can just rattle their jewelry: the recently deposed **Ferdinand Marcos** and family appear on the evening news singing "We Are The World."
 Born: **Tom Scholz (Boston)** 1947, **Dean Torrence** 1940.

WEDNESDAY, MARCH 11

1967/"Yesterday," on its way to becoming the rock era's most covered song, hits the 446-version mark.
 1971/**Merle Haggard's** "Fighting Side Of Me" LP goes gold.
 1980/In the first videocassette music royalties case, **Northern Songs** files suit over 37 **Beatles** titles, among those in question "Magical Mystery Tour" and "Live At Shea Stadium."
 1983/**Julio Iglesias** asks his L.A. audience, "Why you come so late to see me? I am much better five years ago." A reviewer says it's actually about even.
 1986/**Jay & The Americans** lead singer **Jay Black** files for bankruptcy, claiming assets of \$750 against \$900,000 in debts, \$700,000 of which is back taxes.
 Born: **Bruce Watson (Big Country)** 1961.



Mark Lindsay, Dean Torrence, Neil Sedaka, Tom Scholz

THURSDAY, MARCH 12

1969/**Linda Eastman** and **Paul McCartney** are married. **George & Patti Harrison** are promptly arrested for marijuana possession.
 1983/U2's "War" hits the UK LP chart at #1; **Bonnie Tyler's** "Total Eclipse Of The Heart" is #1 single for two weeks.
 1984/**Depeche Mode's** "People Are People" released in Britain 16 months before it becomes an American hit.
 1985/To promote the release of her book "Jerry's Tall Tales," **Jerry Hall** holds a tea party at New York's Algonquin Hotel which **Mick Jagger** doesn't attend.
 1986/**Blues** singer/harmonica player **Sonny Terry** dies in New York at 74. Also, "Fast Times At Ridgemont High" becomes a TV series without the sex/drug themes of the movie but with **Moon Zappa** as a script consultant/semi-regular.
 Birthdays: **Marion Jackson** 1957, **James Taylor** 1948.

FRIDAY, MARCH 13

1965/The **Beatles** fly to Austria to shoot "Help" 's Alpine sequences.
 1975/**George Jones & Tammy Wynette** divorced.
 1984/**Simple Minds** cancel a tour when **Jim Kerr** is too ill to return for an encore on opening night at the Birmingham Odeon. Kerr has the flu, a chest infection, and an allergic reaction to antibiotics for other problems.
 1986/The Concert That Counts lineup is announced. **Mr. Mister**, **John Denver**, **Aretha Franklin**, **James Brown**, **Quiet Riot**, **X**, and **Dingo Boingo** are in there. So are some of the acts that **Nancy Reagan** wanted banned: **Ozzy Osbourne**, **Sheena Easton**, the **Flixx**, **Berlin**, and **Iron Maiden**. **Michael DesBarres** tells reporters, "The '70s were all cocaine and herpes. The '80s are all pushups and Perrier."
 Birthdays: **Nell Sedaka** 1939, **Adam Clayton (U2)** 1960.

SATURDAY, MARCH 14

1972/And he even got to perform at benefit concerts: California Gov. **Ronald Reagan** pardons former San Quentin inmate **Merle Haggard** as "fully rehabilitated."
 1980/**Quincy Jones** gets a star on the Walk of Fame for his 47th birthday.
 1981/**Eric Clapton** is hospitalized for a bleeding ulcer; "Throb" star **Diana Canova** promotes her own record on "American Bandstand."
 1986/**Frank Zappa** guests on "Miami Vice." **Yoko Ono** plays one of the few big-crowd dates on her "Starpeace" tour to 15,000 in Budapest. "Crossroads," based on the **Robert Johnson** legend, opens, as does "Gung Ho." Despite new cuts by the **Pretenders** and **Fabulous Thunderbirds**, there's no soundtrack LP because **Paramount's** **Steve Bedell** feels "we shouldn't just force a record on consumers."
 Born: **Quincy Jones** 1933, **Rick Dees** 1950, **Walt Parazaidler (Chicago)** 1945.

SUNDAY, MARCH 15

1956/**Elvis Presley** signs with "Colonel" **Tom Parker** for management.
 1977/**Marvin Gaye's** "Got To Give It Up" released.
 1979/RCA releases "Disco Spectacular Inspired By 'Hair,'" with cuts from **Evelyn King** and **Vicki Sue Robinson**.
 1984/**KC** complains publicly that the **Bee Gees** "got a lot of credit they didn't deserve." They didn't put disco on the map. I helped do that. They didn't do a damn thing."
 1986/**Yasmin LeBon** flies from London to Uruguay to tell husband **Simon** that she's miscarried, so he won't have to hear it from reporters. Also, \$50,000 in cash and property is stolen from **Patti LaBelle's** New York hotel room.
 Born: **Dee Snider (Twisted Sister)** 1955, **Sly Stone** 1944, **Mike Love** 1941, **Rockwell** 1964.

A SOFTSHOE WON'T DO.

—Ralph Guild, CRMC

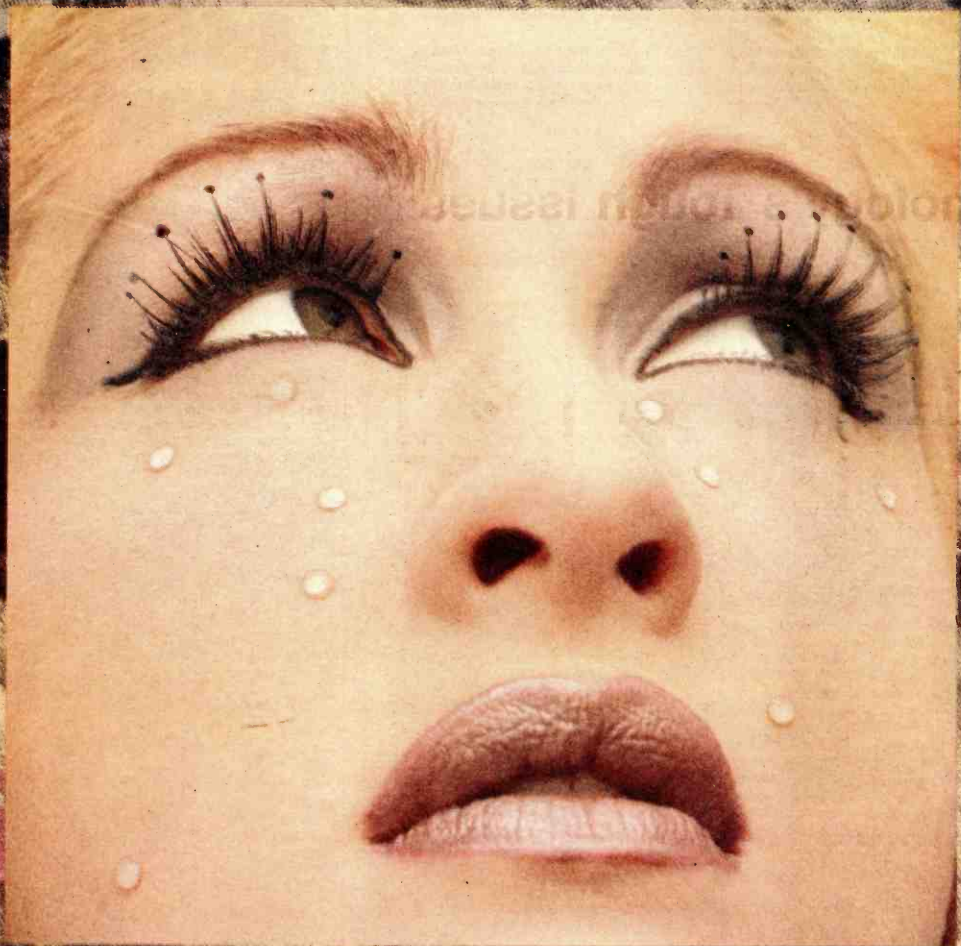


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WHAT'S
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ADAM WHITE

RECORDS

CONTRADICTIONS AT NARM

Technology's Tough Issues

"Music — The Beat Goes On," if you believe the 1987 NARM convention slogan. It apparently does not go on without contradictions, however, since several were conspicuous at this year's NARM in Miami Beach. Consider the following:

PolyGram International Chairman/CEO Jan Timmer declared that cooperation between software and hardware interests is vital for the successful introduction of compact disc video (CDV), which is being promoted as the next step in consumer audio/video technology.

Hardware Vs. Software Over DAT

Timmer stressed how a similar partnership was "the key to success" for CD audio. He pointed to the Compact Disc Group, the hardware/software coalition which was the instrument of cooperation during the format's introduction in 1982-83. And he noted that the one-time Chairman of that group, Emiel Petrone, is to be one of the senior PolyGram executives involved in the launch of CDV.

This call for hardware/software unity came only nine days after legislation was proposed in the US Senate which finds the two sides very much at odds on another issue. This legislation, if enacted, would block the introduction of digital audio tape (DAT) machines unless they're equipped with an anti-home taping device (R&R 2/13). The proposal is the result of intense lobbying by the RIAA, representing record companies and other software interests. PolyGram is an RIAA member.

A high percentage of the mostly Japanese consumer electronics firms which want to sell DAT machines in the US are the same companies which would market compact disc video players here. Timmer told NARM attendees that CDV's "official presentation and launch" would be at the Consumer Electronics Show in Chicago this June.

Goldman Cautions MCA Over GRP

At the same event, Japanese manufacturers and their American affiliates are expected to promote digital audio tape machines — or perhaps not, if they fail to block the DAT legislation endorsed by the music industry. Given these circumstances, it's hard to imagine the two sides enthusiastically cooperating over and mutually supporting compact disc video.

Another NARM speaker, RCA/Ariola President/CEO Elliot Goldman, told attendees that his company "has taken the hard and firm position that we will not support the DAT technology, or license our material for use on such a format, until... this fundamental issue of



Jan Timmer

DAT as a home taping device has been satisfactorily resolved."

Goldman also advised MCA Records to "think carefully" about the repercussions of its new distribution deal with GRP Records. This jazz label has said it will market music on DAT software later this year. MCA is a member of the RIAA and helps fund the association's activities — such as lobbying to halt DAT machines from being sold unless they contain the anti-



FIVE WAYS TO PLAY — This is the Sony/Philips compact disc video (CDV) player, designed to handle five-inch CD video singles, five-inch CD audio discs, and eight-inch and twelve-inch Pioneer LaserVision video discs with analog or digital sound. Existing audio CDs can also be played on this hardware, making it "backward compatible," in the words of PolyGram International Chairman Jan Timmer, also pictured here with one of the new five-inch CD video singles.

Cooperation Or Conflict?

- Differences over digital audio tape divide hardware and software interests.
- PolyGram's Jan Timmer urges both sides to cooperate over compact disc video.
- RCA/Ariola's Elliot Goldman advises MCA to think "carefully" about DAT product from GRP.
- Goldman proposes hardware/software DAT cooperation with copyable and non-copyable product.

taping device. GRP's Bud Katzel spoke at NARM about the company's new deal with MCA, but said nothing publicly about digital tape.

Home Taping At A Higher Price

Despite his DAT comments, Elliot Goldman called for hardware/

software unity. He suggested that the conflict could be solved if labels were to make prerecorded music available in two forms: one which could not be copied by DAT machines, and one which could. The latter would sell at a higher price.

Under this plan, digital tape equipment would contain the anti-home taping circuitry — but it would not be activated if the consumer was trying to tape from a piece of software for which he'd paid more (the difference going to the copyright owners to compensate for home copying).

This, Goldman contended, would "establish an environment in which the issue of copyright protection for recorded music... is taken out of a continuous legislative, antagonistic forum and placed in a cooperative marketplace forum." It would also "create a cooperative environment in which the introduction of DAT hardware can be promoted jointly by both hardware and software manufacturers," he said.

CASSETTES TO THE RESCUE

Saving The Single

Record companies used this year's NARM convention to discuss the idea of cassette singles with their accounts and, in several cases, to reveal upcoming releases in the format.

RCA/A&M/Arista Distribution Sr. VP Pete Jones said during a product presentation, "We cannot allow singles to continue diminishing or to disappear. Two high-risk possibilities develop in a future without a healthy singles market or, worse, without singles. First, the song customer — when asked to pay \$8.98 or \$9.98 to own a song — says, 'Hell, no.' Second, we can look forward to radio's return to passive research. People who didn't want to be disturbed will spend ten seconds [on the phone] deciding for us and for everybody else what it is that radio should play."

A&M, Arista Set Releases

After Jones, A&M VP/Sales David Steffen noted that the new Bryan Adams single, "Heat Of The Night," will be available in March as a conventional seven-inch and

on cassette. Later, in a short film presentation tagged "The Arista Singles Bar," label Sr. VP/Marketing & Promotion Don Jenner talked up the format: "Cassette singles are convenient, mobile, and they've got great display possibilities." Last year Arista test-marketed Whodini in the format.

Cassingles' convenience, marketability, and other aspects were also discussed at NARM by a subcommittee of the RIAA marketing committee. A number of labels are approaching the configuration with different packaging ideas, including one (illustrated alongside) similar to the 4x12" packaging currently used for cassette albums, and another resembling a hard cigarette pack. Proposals to put the cassette through a coordinated retail test, using a selection of titles from various labels, are reportedly under consideration.



Japanese Ownership For US Major?

Among several reasons why this practical, non-legislative approach should be taken, Goldman said, is "the possibility that one of the electronic industry majors in Japan — one already heavily involved in recorded music in its own country — will purchase a major record company in the US, proceed to utilize the acquired catalog in the DAT format, and basically breach any wall of resistance that may have been established." (Goldman was probably referring to unconfirmed reports that Sony was interested in buying CBS Records last year, when CBS Inc. chief Laurence Tisch was thought to be interested in selling it.)

Cooperation between the hardware and software communities on digital audio tape? Prerecorded music available in copyable and non-copyable form? Record companies and consumer electronics companies in partnership to launch compact disc video? The beat goes on.



DAN O'DAY

AIR PERSONALITIES

Form Letters: Softening The Rejection

In an earlier column, I promised to share some examples of well-written rejection form letters. Here are three that do the job effectively and courteously, without requiring the PD to engage in time-consuming correspondence.

Simple And Respectful

The first example comes from Bob Lima, OM of WVMJ & WQID/Biloxi, MS:

We have just completed the review of applicants for the recent opening at WQID and I'm sorry that we are unable to offer you a position at this time. Any attempt to add to this last sentence may be either inappropriate or superfluous. Nevertheless, you have invested considerable time and effort in your WQID application, and I would like to tell you something of the challenges that we face in making decisions.

The number of applicants in a typical WQID opening usually exceeds well over 50 to 100. We listen to each and every one to determine if it fits the style, experience level, and need of the current position. I wish it were practical to cite specific reasons for each decision but, unfortunately, it is not.

Thank you very much for your interest in WQID and for submitting your application. With best wishes for your future — I hope it will be both happy and productive.

Streamlined Yet Personalized

Our second example comes from J.R. Russ, PD of WECK/Bufalo, NY. He writes:

"I've just finished reading your article 'A PD Defends Program Directors' for the second time. All I can say is, 'BRAVO!' The return rate of T&Rs is only about 5%, so any reply at best means someone took the time to review your material and at least means it wasn't lost in 'letter limbo.'"

"You have stressed the key word, courtesy. I actually replied to every person who applied; I did it in a small market and a top 30 market. I streamlined the process with this simple checklist/form letter (see upper right box), and I've received numerous thank-you letters."

"I found this system extremely effective not only in making a courteous reply but also in helping me to objectively compare how much I like one or more of the 50 or so I listened to in that one sitting."

"After 'grading' them to my needs, I attached each form to the resume and had the receptionist send them out and then return the resumes to me for filing or destruction. Even in market #257, there was someone

September 17, 1986

1365 Regal New
Culver, Texas 75247
(214) 688-5661
Home 263-2800

Dear _____

Our recent Radio & Records ad for programming management drew over 100 responses. While I have had an opportunity to review your material, I have been unfortunately unable to make personal contact with each individual who took the time to express interest in us.

Our most immediate position is that of Program Director for our newly acquired station in Houston. That position has been filled. However, Houston does have a pending major market acquisition which will create another opportunity somewhere within the company and, of course, we anticipate that growth plans will require more excellent people in the future.

An opportunity arises. I'll be reviewing candidate based on a number of factors (including geography, former experience, areas of expertise, etc.) in an attempt to match individuals with particular situations. Applications will then be forwarded to the particular facility's General Manager for review.

Please be assured that your interest and your material will be held in the strictest confidence. Thanks again for your letter. Perhaps we'll be talking soon!

Sincerely,
J.R. Russ
J.R. Russ
Regional Program Director
WECK

Dear Flash,

Please pardon the form letter but, with things being so busy, it's the best I can do. I think you'll find it helpful, though.

Having sent out a lot of tapes myself, I know how frustrating it is to hear nothing and how helpful brief replies of what I think of your act.

The numbers are based on a 1 to 100 scale with 10 being best. Remember, this is just what I think in acceptable as much might be just what someone else is looking for so, by all means, don't let me discourage you. Keep trying what works for you and...good luck!

Sincerely,
J.R. Russ
J.R. Russ
Program Director

Your resume is neat, yes... FILED

Your tapes none sent... FILED

Air work: none on tape... FILED

Discs none on tape... FILED

Content... FILED

Voice... FILED

Delivery... FILED

Number... FILED

Production: none on tape... FILED

Quality... FILED

Technology... FILED

Overall rating... 9.7

I would... FILED

I would not... FILED

consider you for any... FILED

opening at this point... FILED

in your career... FILED

You simply aren't what I'm looking for now... FILED

Regards: J. COLLIER, AMTWS, WJSA, A. J. FILED

Yours Not... FILED

Someone... FILED

Tapes returned on request.

available to address these."

A Classy Rejection

The final example (above left) was forwarded by a jock/PD who received this letter in response to his own job application:

"Sometimes I wonder if the packages I send out to companies advertising job openings ever get delivered. I learned that the one I sent to Ross Reagan did at least reach him, because he was decent enough to mail me a letter to let me know; it just may be the classiest I've ever gotten. All PDs should take lessons from him on how to be a human being."

When I called Ross for his permission to reprint the letter, he didn't think it was a big deal. "Hey," he said. "I remember what it was like being out on the street."

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

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- Col. Oliver North's Favorite Song
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- Video In Medium On MTV
- Over 4 Billion Sold
- The First Track . . . And Some Of The Above . . .

Is TRUE.

TIMBUK 3

HAIRSTYLES AND ATTITUDES

ARE THEY CONNECTED?

The Infectious New Single From The
Group That Put The Fun Back In Radio!
1987 Grammy Nominee — Best New Artist!
LP Now Over 250,000!

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 GOLDILOCKS, 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.



Early Clues To The New Direction.





JOEL DENVER

CONTEMPORARY HIT RADIO

KRBE's Return To #1 — An Eight-Year Battle

Aggressive Music, CHR Basics Provide Winning Edge

"In 1980, management gave up on CHR, and switched to AC, leaving the town without a CHR for almost a year." A bit of market history as recalled by KRBE-FM/Houston programmer Paul Christy (aka Eric Chase), who led his station to a CHR victory in the fall ratings. The last time KRBE triumphed in the format was around 1978, when Clay Gish was PD.

"The doorway was wide open for KKBQ (formerly KULF), and they walked right in and took the town with an AM. This place was still an AC station when I joined in 1983 as the afternoon guy. It wasn't until 1984 we began to make our move under Roger W. Garrett, who'd come back here from KHF/Austin."

Overt Rudeness Needed

Before long, Paul's move into programming came to pass as he was offered the chance to be a pioneer on the AM with a Classic Hits-type of format. "We were the first. At the time, Classic Hits was a new presentation and did respectably well for an AM with a fair signal at best," he noted.

Meanwhile, back at the ranch, er-uh, FM, noticeable inroads were made by Roger and his staff. But the progress wasn't to management's liking. Soon, they asked Paul to do mornings, take over the FM, and make things happen. "At this point the challenge began in earnest.



Paul Christy

"KRBE had a terrible image with the teens," he said. "KRBE was considered the old fart's station. The station needed some overt rudeness to wake the listeners up. With the exception of the legal ID, we all but dumped using KRBE and adopted 'Power 104.'"

"KRBE was considered the old fart's station. The station needed some overt rudeness to wake the listeners up."

Everyone Hated Me

To an outsider the target might seem easy to hit since the only way KRBE had to go was up. Not so in this case, as there were a few complications. "Everyone in the station and in the record community hated me," Paul recalled. "I tightened everything up radically, from the jocks to the music, as there was so much work to be done and so little in the way of tools. We just couldn't match Gannett's dollars, so creativity was our sword."

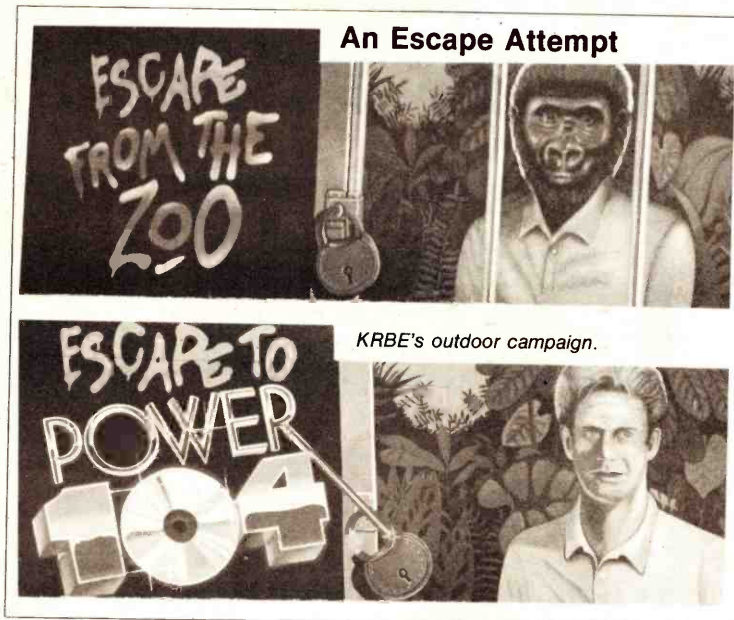
The other problem Paul faced was a sales staff running amuck over the programming department. "Jammed with back-to-back sales promotions, we sounded cluttered. Little by little they were cleared off and fashioned in such a way so as not to sound like sales promotions. My GM at the time, John Dew, backed me up.

"Aside from this I resorted to pulling out every old Top 40 trick in the book. 'Battle Of The Power Hits Weekends,' giving away everything we played, and the usual album and movie ticket promotions were all we had."

Concert Lockout

What about those concerts? Paul described more trouble on this front. "KKBQ had the entire concert scene locked up for CHR acts with Pace Concerts. We had to use our two vans and really dive-bomb each of KKBQ's concerts. Occasionally we had cash to hand out, but we mostly relied upon T-shirts, bumper stickers, and whatever else we could get our hands on."

One particularly successful event Paul staged prior to the re-



An Escape Attempt

KRBE's outdoor campaign.

cent sale to Susquehanna involved "Late Night" host David Letterman. "David kept mentioning he'd come to Houston for a week of shows if the local affiliate would pull the 'Love Connection' show off the air which runs prior to his. Well, they didn't and neither did he. So we went to New York and broadcast from outside NBC, and from other locations on the street."

At this point in the story, the course of history almost changed for Paul and KRBE. In 1986 he lost his morning show partner Ted Carson to Classic Hits outlet Z107 (KZFX), which Dew had left to manage. Although tempted by an offer to join his departing GM at Z107, Paul reconsidered and stayed with KRBE.

Tending To Unfinished Business.

"I hadn't finished what I set out to do. As much as I like John and Ted, it was better for me to stay here." Sure enough, during the fall '86 Arbitron KRBE increased 12+ from 6.2-6.6, while KKBQ-AM & FM slid 7.9-6.4. KRBE-FM topped KKBQ in teens and tied it when comparing FM facilities, but trailed slightly when adding in KKBQ (AM) in the 18-34 adult demo.

About a month ago KRBE (AM) began simulcasting with the FM, dropping the Classic Hits format. If you examine the Houston book, you'll notice the AM's ratings were totally obliterated by Z107, causing it to not show at all!

"Like (KKBQ morning man) John Lander, I do mornings with a newspaper/sidekick, Geena Wood. This past book we came up just one point behind the Q-Morning Zoo." Getting that close to an entertaining show like John Lander's is no easy task. Paul simply targeted a chink in the armour.

"They'd sit and talk for 20 minutes at a time, while we'd be playing music. You can't base a morn-

ing show on music alone, so we work with 'concise personality,' a concept which is used in all dayparts."

A Daring Escape From The Zoo

"KKBQ has locked up every comedy service in the world, so here is another area which required lots of originality and ingenuity. We had to create our own bits, top to bottom, from scratch. You won't hear drop-ins, fake commercials, or fake interviews, just lots of funny, topical humor straight from the newspaper."

This past summer and into the fall, KRBE put most of its energy into a repositioning campaign called "Escape From The Zoo." "We really wanted to get in their faces," admitted Paul. "Beginning with a billboard campaign showing a monkey in a cage, it evolved into

sending people all over the country to visit different zoos. Aside from other smaller promotions, we did the '12 Days Of Christmas' with an escalating jackpot."

Contraction And Expansion

The other battlefield against KKBQ has been waged on the music front. "Just as I let us move back into a concise personality mode, the music had to fit as well. It became time to expand again. As we did, it was obvious KKBQ was tightening up. Their familiarity opened them up to sound boring."

"I took a page out of my past for this part of my strategy," he explained. "Years ago I worked with Charlie Van Dyke at KGB (AM)/San Diego. We were on top and very tight. Buzz Bennett came in to KCBQ and devastated us in short order. He was just as careful with his currents at first, but found some active oldies that were very hip to play and not burned out."

"We played 'Train In Vain' by the Clash, a few things from Missing Persons, Cure, and some other different-sounding KROQ-type records in a power rotation for a while. The phones went nuts, and gave us the edge we needed."

Ethnic Tastes Considered But Not Overserved

"Using some focus groups and auditorium testing we found a few valid oldies. Most are quite fried. We also tried to determine if a certain slant was necessary for our presentation. What came back was the need for a straight-ahead CHR. This allowed us to eventually move to our present 80% current music stance. Our 'More Music' image and an aggressive music policy have continued to serve us well."

Looking at the ethnic population of the Houston metro (18.7% black, 15.3% Hispanic), Paul commented, "The black and Hispanic influ-

Fighting The Good Fight

- Reversing a bad image with teens
- Active music policy
- Creativity with little or no budget
- Openly taunting the competition

the next phase where the monkey became a man.

"It was capped off by a 30-second animated TV spot with words to the effect of, 'Escape from all the endless chatter and mindless dribble.' Lander combatted this by

LUTHER VANDROSS GREGORY HINES



"There's Nothing Better Than Love."

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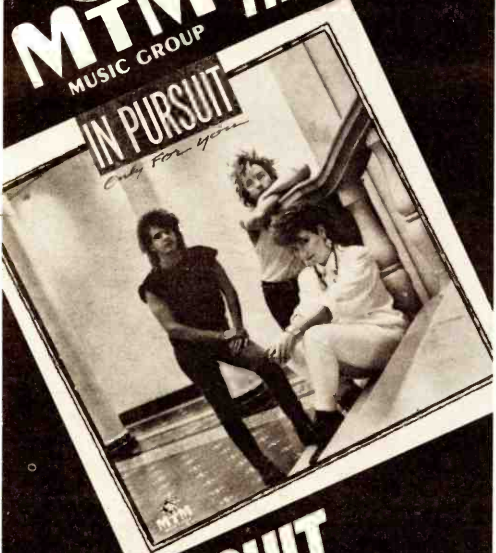


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RADIO ROCKS THE CAT

MTM MUSIC GROUP

IN PURSUIT
Only For You



IN PURSUIT (ST. 71057)
Only For You

FEATURING from the album "Standing In Your Shadow"
National Video Play on MTV, Night Tracks,
Top 40 Video & Hit Video U.S.A.

NEW & ACTIVE THIS WEEK!

KZAP/Sacramento, Tom Cole: "Give the new kids on the block a shot. A good record that deserves a serious listen."

KCPZ/Minneapolis, Alan Lawson: "In Pursuit's 'Thin Line' is a natural for adult AOR. Smooth production and guitar combining with a unique vocal style elicit immediate audience response."

KESI/San Antonio, Jim Robinson: "A quality track suitable for any station's mix."

KMOD/Tulsa, Jim Jones: "Innovative rock and roll for the '80s."

WKDF/Nashville, Judy McNutt: "Yet another new band from the South that sounds great!"

CONTEMPORARY HIT RADIO

KRBE's Return To #1

Continued from Page 46

ences aren't as great as you'd think. Most of them have similar tastes to the Anglo audience. So we don't overdo it in trying to serve either ethnic group. We focus on their needs and pay attention to their preferences by being just a bit more Urban than KKBQ. Now 93Q has begun to counter us with 12 in a row. Right now we're able to run 14 in a row with the current commercial load."



Press The Power Button

Of course, KKBQ isn't going to take this beating lying down, but

Paul is determined to continue his station's progress. Armed with promotional parity from Susquehanna, input from Regional VP Larry Grogan, plus internal support from new GM Sandy Gamblin, and Operations Manager Jim Sartorius (who defected from KKBQ), he's already laid the groundwork and launched his newest marketing plan.

"We've just begun our 'Power Button' promotion. Wearing the button gets you free admission to certain concerts and sporting events. Wearing one at the Astrodome could get you \$1000 if you catch a fly ball. And if one of our spotters sees you, it means instant cash."

Regarding efforts to be aggressive at the high school level, Paul is quick to credit personality "Magical" Matt Alan with a lot of success in the teen department. "He's our youth machine. In fact, I know I've got a superior airstaff to KKBQ's. All of my people are so involved on the streets, it makes me feel guilty about how little I did at some stations when I was a jock."

The Move Toward Double Digits

Paul doesn't view his success as something to be overly cocky about. "I've got great admiration for KKBQ, but I still want to beat them. It's a bit easier to attack than to maintain. We're still in the

"It was obvious KKBQ was tightening up. Their familiarity opened them up to sound boring."

attack mode, as I want to have double digits. "Feelings of arrogance or forgetting where you came from are destructive attitudes," he reasoned. "KRBE is going to continue to be innovative and avoid the temptation to become conservative and set in its ways. I've seen too many stations lose what they have by trying to 'just hold on' instead of going farther."



KRBE's Chris Kelley, Cash-Love, and Mark Waldi are ready to hand out the cash.

STATION PROFILE



PD Bob Dayton

We have a unique situation at K104 with our 50,000 watt signal and our close proximity to New York City and



Albany. We're challenged every day to maintain the quality of our station in a number one radio market. Local research is the bottom line. We're very careful to avoid sounding like a clone of a New York City station. Our music mix is CHR/Urban with our current rotation about 50% Urban product.

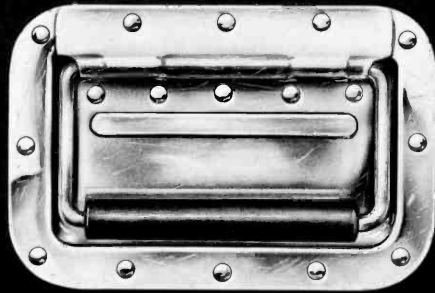
Programming is towards a slightly older target demo with creative day-parting so as not to blow off the important loyal core audience. Although we maintain, we're not in the business of "breaking records," we know our music stance must continue to be aggressive and we've been fortunate enough



MD Bob Weil

to be recognized as a key station to watch in the Northeast... and plan to stay that way.

WESTWOOD ONE SPONSORED TOURS '87





HEART
SUMMER '87



THE JUDDS
SUMMER '87

**FROM THE RADIO TO THE ROAD,
WITH MAJOR NATIONAL ADVE
THE BEST PERFORMING ACT**



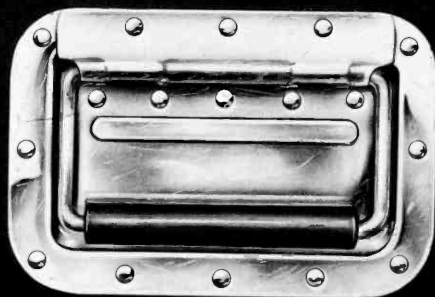
REO SPEEDWAGON
SPRING/SUMMER/FALL '87



LONE JUSTICE

**WESTWOOD ONE IS TEAMING UP
WITH THE BEST ADVERTISERS TO BRING AMERICA
THE BEST OF THE YEAR...EVERY YEAR!**

WESTWOOD ONE TOUR SUPPORT & PROMOTION



HERE'S WHAT'S IN IT FOR RADIO!

1. LOCAL RADIO PROMOTIONS

Westwood One creates local market promotions in conjunction with our corporate sponsors to bring exciting tie-ins to each market visited by the tour. These promotions are provided to a Westwood One affiliate in each market!

2. TICKET GIVEAWAYS

Westwood One secures choice concert tickets which are given to our affiliate station in each market for use in on-air giveaways!

3. BACKSTAGE "SOUND-CHECK" PARTIES

Pre-concert parties are held in each market, providing radio winners and sponsor VIP's with an exciting warm-up to the evening's entertainment!

4. TOUR RADIO SPECIALS & FEATURES

Westwood One produces a Special and Short Features devoted to each tour, which are provided to our local affiliate for airing prior to the tour's arrival in each market!

For more information on how your station can become involved with one or more of these exciting tour events this concert season, contact your Westwood One Representative at (213) 204-5000 or Telex 4996015 WWONE.



WESTWOOD ONE RADIO NETWORKS



BRAD MESSER

CALENDAR

ENDORISING, STAGING PUBLIC EVENTS

Insurance Ogres Spoiling The Fun

A great American custom in the windy month of March has been to go fly a kite. Radio stations have traditionally involved themselves in kite contests and exhibitions because the events are virtually certain to generate lots of fun and excitement, and are so colorful that TV and newspaper coverage is almost guaranteed.

But in these modern times when even three-year-old kids can pronounce "litigation," it's sad but true that broadcasters increasingly have to obtain legal advice before endorsing or staging any type of public event.

The legal advisors are likely to say that a station contemplating anything from a kite contest to a Jello jump must protect itself by obtaining adequate liability in-

surance. That's easier to say than to act upon. Liability rates long ago soared through the ceiling and became truly outlandish, to the degree of becoming a national scandal. Many enterprises simply cannot get liability coverage at any price.

This year's 22nd annual Russian River Rodeo and Stumptown Days Parade in Northern California have been canceled because liability insurance could not be obtained.

More than a million American women who used Searle birth control devices are now going without because the last major manufacturer of intrauterine devices in the United States could not afford product liability litigation and insurance costs. It's said that even the best of medical school graduates choose their field by the rate at which they can expect malpractice lawsuits, and doctors are so defensive that they order many expensive tests just so the patient's lawyer will not later fault them for negligence to do so.

Everyone is affected by sky-high insurance rates. What a shame. Those March kite contests used to be so much fun.

Americas' Namesake Born

MONDAY, MARCH 9 — The man for whom North and South America were named, **Amerigo Vespucci** (ves-POOCH'ee), was born in 1454. He was a navigator and explorer who came to the New World seven years after **Christopher Columbus**, then returned to Europe and wrote a number of highly publicized reports. An influential mapmaker placed Amerigo's name on the New World; the name stuck, much to the chagrin of Columbus. In 1985 the failure of the Home State Savings Bank touched off a series of savings and loan crashes in Ohio. In 1831 the French Foreign Legion was formed. Commonwealth Day in England and Canada. **Girl Scout Week**. Birthdays: Musician **Mickey Gilley** 51. Chess expert **Bobby Fischer** 44. Writer **Mickey Spillane** 69.

Ship-Lifter Patented

TUESDAY, MARCH 10 — An Illinois attorney received a patent in 1849 for an inflatable ship-lifter. If a ship became grounded on a shoal or sandbar, the patented airbags could be attached below the waterline, then inflated to lift the vessel off the obstruction. But the ship-lifter never went into production because patent holder **Abraham Lincoln** was too busy with politics.

In 1985 Soviet leader **Chernenko** died and was succeeded by **Gorbachev**. In 1933 the Long Beach earthquake killed 120 people in Southern California. In 1876 **Bell** transmitted the first complete sentence by telephone. Birthdays: Swimming champ **Linda Jezek** 27. Musician **Dean Torrence** (Jan & Dean) 47.

Accused Labor Secretary Resigned

WEDNESDAY, MARCH 11 — The only sitting member of a president's Cabinet ever to be indicted, **Raymond Donovan**, resigned as Secretary of Labor in 1985. He denied the accusation that he had attempted to defraud the New York City Transit Authority prior to becoming a Cabinet member.

In 1965 a dozen civil rights demonstrators were arrested after a six-hour sit-in at the White House. In 1779 the US Army Corps of Engineers was established. Birthdays: Publisher **Rupert Murdoch** 56. Civil rights leader Rev. **Ralph Abernathy** 61. Bandleader **Lawrence Welk** 84.

Girl Scouts' 75th Anniversary

THURSDAY, MARCH 12 — Seventy-five years ago **Juliette Gordon Low** organized the first troop of Girl Guides in Savannah, GA (1912). The name was changed to Girl Scouts the following year. Cow milking was one of the original skills taught Girl Scouts.

In 1974 the "Wonder Woman" TV series premiered. In 1938 Hitler's troops invaded Austria. Ninety-nine years ago the Blizzard of '88 struck the Northeastern states; also known as the Great White Hurricane, the legendary storm killed at least 400 people. In 1789 the first US post office opened.

Birthdays: Musician **James Taylor** 39. Singer **Liza Minnelli** 41. Actress **Barbara Feldon** 46. Singer **Al Jarreau** 47. Ex-spaceman **Wally Schirra** 64.

Marcos's Millions Uncovered

FRIDAY, MARCH 13 — The Philippine government announced one year ago that it had discovered an \$800 million bank account in the name of exiled President **Ferdinand Marcos** (1986). In the days that followed, more hundreds of millions were found around the world. In Switzerland the Marcos family's accounts were frozen.

In 1877 earmuffs were patented by 17-year-old **Chester Greenwood** of Farmington, ME. In 1844 standard time zones were established in the US. In 1462 the first **Gutenberg Bible** was printed.

Second of three Friday-the-13ths in 1987. Spring is a week away.

Birthdays: Singer **Neil Sedaka** 48. Publisher **Walter Annenberg** 79.

Saturday (3-14) Actor **Billy Crystal** 40. Actor **Steve Kanaly** 51. Actor **Michael Caine** 54. Composer **Quincy Jones** 54.

Sunday (3-15) Full Worm Moon. Musician **Sly Stone** 43. Beach Boy **Mike Love** 46. Musician **Phil Lesh** (Grateful Dead)

46. Actor **MacDonald Carey** 74.

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STEVE FEINSTEIN

AOR

TIGHT MUSIC, WITTY PROMOTIONS

KGGO: Highest-Rated AOR In America

Des Moines Dominator Hits 20.7 Peak

Larry Moffitt is the kind of guy record promoters love to hate. OM of Stoner's KGGO/Des Moines, he's so conservative with new artists that if music programming were politics, Moffitt would make Jerry Falwell look like a member of the Young Communist League.

"We're the safest radio station in the Midwest," he says unabashedly. "That's why we get a 20." Of course, being the safest station in the Midwest is a distinction akin to having the loudest sports jacket at a Shriners' convention.

He's, shall we say, a little slow on new artists. For example, KGGO finally came to the World Party when "Ship Of Fools" was #4 on R&R's chart. When Moffitt goes out on a limb and adds something that hasn't already been a Breaker, it's usually an additional track by an up 'n' coming act such as Triumph, Boston, Kansas, or Huey Lewis.

At the same time, Moffitt's the kind of guy a GM loves to love. KGGO's ratings qualify him for another organization — the A.A.A. (Arbitron Achievement Association). Through the last five books since fall '84, it's had the highest share of any AOR in a standard market. Its most recent score, 20.7, also includes #1 honors in every breakout known to modern demographers.



The Joy Boys: wakeup duo Moffitt (right) and Morgan, Larry's both

Conservative Market, Conservative Music

Moffitt says the market's Top 40 background — "this has never been a big album market" — determines KGGO's broad-based musical position. It plays pop material, for instance, like Chicago's "Will You Still Love Me" ("one of our highest-testing songs 25+") and Berlin's "Take My Breath Away" that most AORs reject as too wimpy.

"We try to stick with artists who have superstar status. Des Moines is a conservative town," he explains, adding the adage that is the bane of every record promoter's existence: "I'm not going to get hurt by what I don't play."

"We're the safest radio station in the Midwest. That's why we get a 20."

—Larry Moffitt

The station does weekly callout research, which is unusual for an AOR outside the Top 100 markets. Using minimum-wage workers, they test 30 titles a week with an annual budget of under \$10,000.

It's shown him that David Bowie and Pretenders "don't come through here." Neither did Georgia Satellites' "Keep Your Hands To Yourself," he claims.

His music is focused on the '70s and currents, as he finds that most recurrences from the '80s are "fried to a crisp." That's why he plays little by John Mellencamp, 38 Special, Bryan Adams, Journey, Pat Benatar, or Loverboy.

Promotional Savvy

What KGGO may lack in musical trailblazing, it makes up in clever, well-packaged promotions. Here's a sample:

- "Home For The Holidays" offered airline tickets for people to be with their families over Thanksgiving and Christmas. In both cases,



HE GOT THE BEAT — This gent won a "Winter Beater" to enable him to put his regular car in storage over the brutal Iowa winter. KGGO rescued a '65 Mercedes from a salvage yard and had it reconditioned.

cars. The station found a "beater" car — a '65 Mercedes with a rusty shell, purchased from a salvage yard. A new engine, clean interior, and a paint job were all traded for.

- "Safe Halloween" — As an alternative to kids going door-to-

The Winner Takes It All

Fa '83	Sp '84	Fa '84	Sp '85	Fa '85	Sp '86	Fa '86
13.3	17.4	16.3	18.0	17.2	18.2	20.7

The market's sole AOR, KGGO has been #1 in five (bolded) of the last seven sweeps. Fall '86 was its best showing ever, and includes top honors in cume, exclusive cume, adults 18+ and 25-54, men 18+ and 25-54, women 18+ and 25-49, and teens.

KGGO's closest competitor is CHR KRNO, which plummeted 20.1-10.8. Two other stations — News/Talk WHO and KGGO sister Country KSO — also notched double digits.

Des Moines is market #108, with a metro population of 318,700. There are 14 signals that score over a 1.0.



Promotion Director Phil Wilson (noon-3pm)

spreed and then be whisked away by limo for a weekend in Las Vegas.

- "Radio Christmas Cards" — A recording booth was set up at a mall, and people who made a donation to the American Diabetes Association recorded ten-second holiday messages. The station strung together the messages in groups of six for 60-second features that aired on Christmas Day, when inventory is low.

"On Groundhog's Day, KGGO gave away \$10 certificates for 'ground hog' from the Iowa Pork Producers."

Berwick Beserkos

The real coup de grace is a running gag involving a fictitious school, Berwick University. (Berwick is a small outlying community that most Des Moines residents can't even locate.) KGGO ties the school into many promotions and sometimes bill itself as "broadcasting live from Berwick University."

The station's annual "Berwick Homecoming Week" includes a real dance that sold 1500 tickets. A



PD Jack Emerson (3-7pm)

winner brought relatives to Des Moines. Also over the holidays, "Turkey And Dressing" weekends featured giveaways of turkeys and \$50 gift certificates for clothing at a major retailer.

- "Winter Beater" — KGGO offered to give someone a car so he could put his own on blocks, as Iowa winters are so brutal that many people store their better

door to trick or treat, KGGO arranged for a magic show at a local mall the night before Halloween. Afterwards, the kids went trick or treating among the mall's merchants.

- On Groundhog's Day, they gave away \$10 certificates for "ground hog" from the Iowa Pork Producers.

- On Valentine's Day, the prize was "A Weekend In Love" — Love being a town of about 40 in upper Saskatchewan. Since getting to the town involved a two-hour bus ride, the winner took the trip's cash equivalent. Great promo copy: "If you don't like it, you can go to Hell ... Michigan. And that's no Paducah ... Kentucky."

- "Wash And Wear Weekends" hand out free car washes and KGGO polo shirts.

- A "Suitcase Escape" provided relief from cabin fever in the winter. People who showed up at a mall with their bags packed had a chance to win a \$500 shopping

95 KGGO
DES MOINES' BEST ROCK AND ROLL

Music Monitor
(5-6pm)

STEELY DAN/Do It Again
BOSTON/Hollyann
BRUCE SPRINGSTEEN/Darlington County
ZZ TOP/La Grange
ANN WILSON/The Best Man in The World
CCR/I Heard It Through The Grapevine
STARSHIP/Nothing's Gonna Stop Us Now
STONES/You Can't Always Get What You Want
LOU GRAMM/Midnight Blue
PHIL COLLINS/Take Me Home
DEEP PURPLE/Smoke On The Water
STEVE MILLER BAND/I Want To Make The World Turn Around
BON JOVI/Livin' On A Prayer

AOR

king and queen were crowned, the king being a fellow who runs a septic tank service. As for the queen, Moffitt says, "We wanted to get a sheep, but they wouldn't allow it in the building."

KGGO provides play-by-play for a three-hour football game, complete with halftime show, between the Berwick Vikings and the University Of Osteopathic Medicine Manipulators (there is no sports program at that doctor factory). Opposition players have names related to various bones and muscles, such as safeties "Terry Tibula" and "Jerry Fibula." The produced broadcast includes interviews with local celebrities sitting "in the stands." At a pep rally at a local watering hole, supporters are asked to wear the school colors — pink and lime green.

The station's annual Fool's Day Parade, usually a theater-of-the-mind event, became a reality last year, staged in Berwick with a local TV news anchor acting as the Grand Marshal. The procession included a couple of convertibles, antique cars, and a fire truck.

Less 'Gamesy' Approach To Promotions

There are some sound reasons for the flurry of fun, relatively in-

expensive promotions. First, necessity is the mother of invention. "We don't have much of a budget. That's why we have to come up with these things," says PD Jack Emerson. Indeed, KGGO did absolutely no outside promotion in the fall — no TV, billboards, or bussides.

Second, says Promotion Director Phil Wilson, the station decided to adopt a "more lifestyle-oriented, less gamesy" approach to promotions after giving away a \$23,000 Nissan 300-ZX in the spring and gaining only a point while CHR

"A Valentine's Day prize was 'A Weekend In Love' — Love being a town of about 40 in upper Saskatchewan."

KRNQ leap-frogged to #1 in the market.

Moffitt adds, "I wanted to quit playing games. We were wasting money. You give one person \$10,000 or a car and what do you do for the other 100,000 people who listen?"

Third, KGGO wanted to be more topical and always address what's

on listeners' minds. "Each promotion catered to a particular need," explains Emerson. "You have to be thinking of what people want at each time of the year."

General Manager Bill Wells says the station tries to make the contests fun for the majority of the audience that will never get involved. So rather than make people be the 95th caller, KGGO generally asks them to mail in a postcard instead. "We don't make people jump through hoops. Even if they don't want to participate in the promotion, they'll get a chuckle out of the promos, which are highly entertaining."

An AID run revealed that behind those huge shares, KGGO also leads the market in some key qualitative areas, says Wells. "In women 25-54 who work 30 hours or more a week outside of the house, we were #1 with a 3.5 and the next station had a 2.8."

Between KGGO and AM sister Country KSO's 10.2, the combo eats up almost 31 shares of the market. Nonetheless, Wells laughs, his boss was on the phone within 24 hours of the book asking him to take the combo to its next level — a 32-share.

SEGUES

WFXR, WLSQ To Drop AOR

WFXR/Charleston, SC will switch to Urban on April 1. PD Mulligan has left for mornings at AC WRDQ-FM/Augusta, ME, which'll soon become CHR WMME. AM AOR WLSQ/Montgomery will begin simulcasting its Easy Listening FM WREZ on March 15.

Bruun Lands At KEZO

KEZO/Omaha's new PD is Bill Bruun, late of KMYZ/Tulsa and KICT/Wichita. KNCN/Corpus Christi names midday man Tim Parker PD and overnights Elise Vander Borch MD. Pepe Lopez remains OM. KTCL/FT. Collins GSM Stu Heskell is upped to GM replacing Dave Julian, who stays on as Station Manager while adding GM duties for sister KRAI/Craig, CO. Dave Numme gets the nod as MD at KSJO/San Jose.

KTYD Inks Larry Bruce

KTYD/Santa Barbara pacts with Larry Bruce for consultation. WFYV/Jacksonville works with Fred Jacobs in addition to Burkhardt/Abrams.

KISW: New MD, Morning Team

Changes at KISW/Seattle: late-nighter Mike Jones is named MD, as Steve Slaton relinquishes those chores after nine years to focus on PM drive. Peter Z from WYTZ/Chicago and John Rody of KZEW/Dallas are KISW's new morning team. Carla Steele (Carla Raswyck from WNEW-FM/New York and WBCN/Boston) takes on nights, Kris Cook from KEZE/Spokane is new to overnights, and Dave Douglas signs on for weekends.

KGB Shift-Swapping

KGB/San Diego realigns its airstaff: ten-year afternoon vet Jim McInnes moves to middays, Sue Delany goes from mornings to afternoons, and Michael Berger switches from middays to mornings, where he'll be teamed with Jeff Prescott and Don DeWolf.

WNEW-FM Overnights Vacant

A rare fulltime opening at WNEW-FM, where Maxanne Sartori exits overnights. Donna Fiducia, ex-WNBC, WAPP, and WCBUS joins 'NEW-FM for morning news. David Perry, late of KMET/Los Angeles, becomes Production Director at neighboring KLSX, where late-nights go to Fred Gallardo, ex-KKCY/San Francisco. WEBN/Cincinnati moves Ernie "Fatmouth" Brown from nights to PM drive and gives weekendender Angle Thomas 6-10pm. WCKG/Chicago slots parttimer Debbie Alexander into late-nights.

New Mornings At WQFM, WCMF

Perry Stone signs on WQFM/Milwaukee mornings. Stephanie Miller and J.C. DeLass join Brother Wease on WCMF/Rochester's wake-up service. Jeffrey Clarke returns to KINK/Portland for afternoons. Dave Dworkin takes on KJJO/Minneapolis PM drive. WHJY/Providence overnights belong to Terry Miles from WHEB-FM/Portsmouth. Steve Simpson grabs WKFM/Syracuse mornings. Paul Nelson exits WAPL/Appleton AM drive. KEZE moves "Mr. Mike" from weekends to nights. Zeke Logan leaves KMJX/Little Rock evenings for the same at

CHR KXYQ/Salem, OR. Joni Green is new to KDJK/Modesto late-nights. Jim Skuyler replaces Peter Moon on WKGR/West Palm Beach afternoons. WOJ/FT. Myers puts Larry King in middays and hands MD duties to PM driver Steve Avery.

Weekend Warriors

Ex-KSJO/San Jose OM Dana Jang is on KITS/San Francisco weekends. Ex-KMETer Deldre O'Donoghue is doing "Brunch With The Beatles" at crosstown KNX-FM. "SNAP" her new music show, has returned to non-commercial KCRW/Santa Monica four nights a week. Sean McKay of Denny Somach Productions is on WIOQ. Sue Daniels is new to KSHE/St. Louis. Ex-KIFM/San Diego Jazz Director Rob Wilson joins KGB. Eric Schill from KSQY/Rapid City moves to WMAD-FM/Madison.

Tom Barker, Bill Mims Resurface

Former KFMQ/Lincoln PD Tom Barker is APD/MD at crosstown KLDZ, in which he has an ownership stake, and can be reached at (402) 467-5587. Ex-KPOI/Honolulu PD Bill Mims is programming AC KKPL/Spokane. KFMF relocates to 1459 Humboldt Road, Box 266, Chico, CA 95927.

Promotion Pros In Motion

The marketing director post at WAAF/Worcester-Boston is open, as Maggie Dugan leaves to start her own TV production company. Tom Meyers is WYYY/Baltimore's new promotion ace, with Bernie Lucas leaving for new ventures.

HAUNTING THE AIRWAVES NOW!

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(7-89279)

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THE FIRST SINGLE BY

FROZEN GHOST

FROM THE ALBUM
FROZEN GHOST (81736)
PRODUCED BY ARNOLD LANNI

#1 MOST ADDED ALBUM
TRACKS DEBUT 56
ALBUM NEW & ACTIVE
HAUNTING THE AIRWAVES AT ...

WBYP	WLVQ	91X
CHOM	WQFM	KRQR
Q107	KSHE	KOME
WEBN	KUPD	CFOX

AND OVER 35 OTHERS



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WALT LOVE

BLACK/URBAN

Combatting The Negative Selling Crisis

The terminology "Black/BU/Urban Contemporary" continues to plague the industry. This week offers a look at how the format is continuing to evolve and how the management of these stations are positioning it to increase revenue from national agencies and local retailers. WGCI-AM & FM/Chicago President/GM Marv Dyson and WLUM & WAWA/Milwaukee VP/GM Tom Meriendorf talk about what's happening and what's not, giving their views and definitions of what this format is and whom they're reaching.

Even CHR's have problems with "negative selling" by competing stations. When KMEL/San Francisco went CHR in 1984, then-PD Nick Ferrara remembers that competing stations sent airchecks of KMEL to its sponsors in an effort to convince them that KMEL had gone Black. One of the "black" records on these tapes that actually cost KMEL a sponsor was "Bop 'Til You Drop" by Rick Springfield.

Educating The Buyers Is Still Crucial

I first spoke with Marv Dyson, whose FM is, impressively, the #1 music station in the Windy City. Marv had some very enlightening things to say about the Black format and the sales results it gets. He began, "We still are not getting the share of the advertising dollars we deserve for the ratings we're delivering. But rather than sit here and talk about the racist attitudes we're up against, we decided to take action through education of



Marv Dyson



the product itself to buyers, planners, and clients.

Explaining how difficult the situation is, Marv continued, "Because they're not considered ethnic stations, our so-called 'general-market' competitors are automatically included on most buys at the agencies. But we have to first score the Arbitron or Birch numbers and then go in to try to justify them. This is a very slow process and it bothers us quite a bit because none of the general-market stations have to go through this educational process with the numbers they get. But it is beginning to make a difference. We're starting to crack some biggies, so things have gotten better. But we still have a long way to go."

Convincing The National Advertisers

Who are these biggies? Dyson replied, "With the help of our rep, McGavren Guild, we've started getting buys from clients such as American Express and some of the major airlines. Locally, we're seeing business from the Mercedes Benz and Jaguar dealerships. McGavren helped us get the Wool Bureau. That took a lot of selling on both their part and ours. We literally had to convince them it was OK to advertise the American Express card on Urban radio and that advertising wool on Urban radio

was OK too! The best part was when we were able to show them that if they didn't advertise with us they'd be missing one-third to half of their potential customers in Chicago. That kind of education and information seems to help us get results."

Negative Selling Is Real

When asked about competing radio account executives bad-rapping Black radio, Marv replied, "I personally have not heard any of the negative selling comments. But yesterday one of my AEs came in and said that a buyer at Dominic's Food Stores — a six-year client which buys 52 weeks a year — told him other AEs will say they are #1 in all types of categories. Here's the catch: They also say, and put on their printed matter, that their station is strictly non-ethnic radio. So once again you can see how things are done in a subtle way. Another AE may provide a print-out of the top five stations in the market, but we're not on it. At the bottom of the page it will state that this listing does not include any ethnic stations!"

Dyson's Definition Of UC

Marv ended by giving his definition of Urban radio. "We've labeled ourselves currently as Urban Contemporary. Others have defined UC radio as Black. But I don't call Urban Contemporary that. I think an Urban Contemporary radio station is one that plays contemporary music for urban dwellers. And let's face it, all urban dwellers are not black."

WLUM's New Term: Progressive Contemporary

WLUM's management is now calling its format "Progressive Contemporary," and Meriendorf started by explaining this term. "The music we play for our listeners is what we call 'the music of today's people.' PD Bernie Miller calls our music a trendy sound. The most important thing about the music that we use to attract listeners is the fact that it is the most popular music in our city and the rest of the world. This music is liked by the masses. For our purposes, that means that both whites and blacks like it!"

Audience Responds To Variety

"Our core audience is definitely the black or ethnic community," said Tom. "But the best thing we do is offer the masses a variety that can't get from any one station. If a music lover wants to hear the kind of music we play they would

What To Do About Negative Selling

Dyson's Sell Tips:

- Educate the buyers and planners to the format
- Never back off and keep supplying information

Dyson's Breakthroughs:

- American Express card
- Jaguar and Mercedes dealerships

Meriendorf's Sell Tips:

- Positives work better than negatives
- Results make believers
- Keeping the door open

Meriendorf's Breakthroughs:

- Chemlawn
- Major airlines

have to listen to three or four different stations if we were not here."

Tom pointed out, "We reach approximately 75% of the 12+ black audience of Milwaukee. Our audience is 50/50 black-white, but depending on the ratings service

Facts About The Black Consumer's Spending Power

"We've been able to demonstrate to some local retailers that both our black and white audiences buy products. As a matter of fact, we've been able to prove where our black listeners spend more than our whites listeners.

"A research study we commissioned shows that blacks in the Milwaukee metro area had a buying power of \$1.5 billion in 1985. I'd like to see the retailer who's not interested in getting a share of that. We've shown advertisers what this black consumer buying power can bring to the bottom-line profit of their business if they reached them by advertising on our station. When these people see the audience and consumer mix coming into their stores, they can't believe it. But they're certainly happy at the end of the day when they take a look at the cash register! As a result, we no longer have to educate those advertisers to the buying habits of our black consumers."

Positive Results Will Overcome Negative Selling

Tom concluded, "Making believers out of people is the best thing one can do when you have a product like ours. Positive results cut through all of the negative selling any competitor can come up with. In 1986 we were included on several general-market buys because we could deliver the consumer need.

"For example, one of our big breakthroughs was a buy from Chemlawn. They were looking for an upscale 25-54 year-old adult to use their services. Well, that was us to a T. We're very happy to have them as a client. We were able to get a sizable portion of that budget. We really appreciate their business and their openminded approach to our sales information.

"In short, we had the target audience both the client and the agency were looking for. And only because of our positioning and educating buyers did we get that opportunity."



Tom Meriendorf



you look at, research sometimes shows we're 60% white and only 40% black. What we have is a mass appeal radio station that is, yes, built on an ethnic base. The thing we're most proud of is that we're able to retain our core audience while we garner new listeners who like what we do."

Keeping The Advertising Door Open

"One of the reasons we decided to call ourselves Progressive Contemporary was so the door would not be closed to us at major ad agencies around the country. We want the opportunity to at least be considered for some of those general-market buys we feel we should be included in. This (identifier) has given us the chance to present our audience, which includes two distinct buying groups, to any potential advertiser which wants to sell its product in Milwaukee. We offer the client several different types of listeners who have an awful lot of money to spend. And they do spend it."

ACTION

WLX/Lansing Promotion Director **Sammy Jordan** replaces **Casey McMichaels** as PD/MD. Former WZZR/Richmond GM **Linda McCullough** hired by K94/Virginia Beach as a sales/marketing consultant.

WGHT/New York, in conjunction with the NYC Blood Bank, sponsored a Valentine's Day Blood Drive. Those donating were given a **Cyndi Lauper** "Change Of Heart" LP and tickets to the station's Valentine's Day party.

WBLK/Buffalo hosted a ski party along with the National Brotherhood of Black Skiers at Kissing Bridge Ski Resort. The party included performances by **Genobia Jeter**, **Glenn Jones**, **Rainy Davis**, and **Rosie Gaines**.

KMYX/Ojai celebrated its third anniversary. **Howard Hewett** sang happy birthday and artist **Donna Allen** made an appearance.

The National Association of Black Owned Broadcasters will hold its 11th annual Spring Broadcast Management Conference in New Orleans, March 12-15. For more information, call (202) 463-8970.

COLUMBIA'S CARAVAN OF HITS CONTINUES!



BIG AUDIO DYNAMITE "BAD ROCK CITY"

BLACK/URBAN NEW & ACTIVE

MAJOR ACTION AT: WXYV WHUR WEDR WZAK
WDAS KMJQ WOWI KJLH
WUSL WDIA WTMP KSOL
WDJY WHRK WBMX



ISAAC HAYES "THING FOR YOU"

BLACK/URBAN NEW & ACTIVE B/U CHART: DEBUT **39**

INCLUDING P-1 ACTION AT: WXYV WDJY WDIA WOWI WZAK KJLH
WBLK WHUR WHRK WTMP WJLB XHRM
WDAS WVEE WEDR WBMX WLUM KSOL
WAMO K104 WYLD-FM WGCI KMJM



JAMES "D-TRAIN" WILLIAMS "OH HOW I LOVE YOU (GIRL)"

B/U SIGNIFICANT ACTION

WBLK WYLD-FM Z93 WJYL
WHUR WNHC WJMI WLOU
K104 WDKX WKGN KATZ-FM
WDIA WXOK KOKY



SURFACE "HAPPY"

BLACK/URBAN NEW & ACTIVE

ADDED THIS WEEK AT: WAMO KQXL KJCB
WHUR WXOK WQIS
WDKX WATV WBLX
WJIZ WKXI KDKO



CHUCK STANLEY "DAY BY DAY"

BLACK/URBAN NEW & ACTIVE

CHECK THIS P-1 ACTION: WXYV WDJY WEDR WZAK
WBLK WHUR WYLD-FM KDAY
WDAS WVEE WOWI KSOL
WUSL KMJQ WTMP
WAMO WDIA WBMX



COLUMBIA RECORDS - RADIO'S BEST FRIEND

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NOW'S
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All NEW
Recordings
 from a
Vintage Label
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Jazz Airwaves!

**The Magic of Jazz Live From The Club ...
 Be There!**

Marlena Shaw ■ **It Is Love**
 831 438-1

The soulful Ms. Shaw in an electrifying live performance that features pop and jazz standards as well as some of Marlena's famous tunes. Her first recording in nearly 10 years. **Digital Recording.**



VINE ST
LIVE

Nina Simone ■ **Let It Be Me**
 831 437-1

Nina is still the "high priestess" in this extraordinary, emotional performance. Her first major label recording in nearly 15 years. **Digital Recording.**



The Girl From Ipanema Is Back On Verve!

Astrud Gilberto Plus
 James Last Orchestra
 831 123-1

Astrud with her hot young band in a new digitally mixed recording of pop, jazz and Brazilian tunes. Her first recording in nearly 10 years.



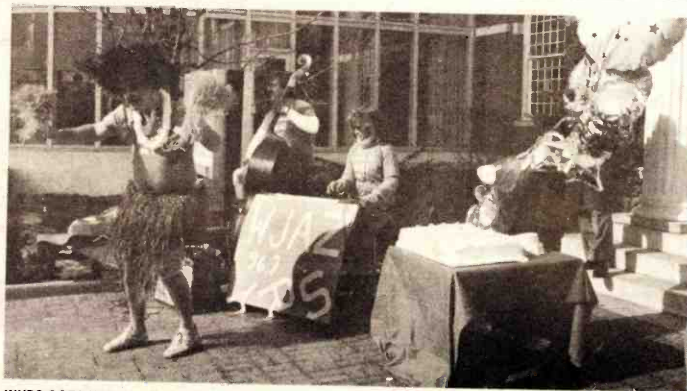
All available on Verve Compact Discs, high quality XDR Expanded Dynamic Range Cassettes and Audiophile LP's.

Coming soon on the new Verve —

- Milton Nascimento with guest Wayne Shorter
- Sphere ■ Charlie Haden's Quartet West

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JAZZ PICTURE PAGE



WYRS GOES HAWAIIAN — GM Warren Lada promised to do the hula if WYRS/Stamford, CT was ever able to switch its calls to WJAZ. So in front of the local library and in full Hawaiian regalia, Ladd did the 'umi-'umi (Hawaiian for hip-swaying) to a war chant. PD Rick Petrone provided musical accompaniment with a giant ukulele, while staffer Joyce DiCamillo helped out on keyboards.



GOING TO THE CHAPEL — Backstage at Los Angeles's Beverly Theater, singer Anita Baker and her fiancé, and KMGQ/Santa Barbara PD Stephen Meade and fiancée Sam Holland compare love notes.



A STANDARD VISIT — Blue Note guitarist Stanley Jordan dropped by WNEW (AM)/New York to chat about his latest release "Standards, Volume 1." With him is jazz show host Les Davis.



HANGIN' 'ROUND MR. "FIVIN' AROUND" — MCA artist Henry Butler featured his latest LP "Fivin' Around" during a performance at L.A.'s Palace Court. Hangin' with him are (front, l-r) MCA's Randall Kennedy, Butler, and MCA's Executive Director/Jazz Ricky Schultz; (standing, l-r) MCA's Donnie Cohen, Butler's manager Ted Cohen, MCA's Ted Higashioka and VP/National Accounts Bob Schnieders, KKGQ's Joe Huser, and "Jazz Trax" syndicator/KIFM jock Art Good.



CAPTURING PIECES OF A DREAM — Manhattan recording group Pieces Of A Dream performed recently in New York. On hand backstage were (l-r) group's James Lloyd, co-producer Lenny White, group's Cedric Napoleon, WBGO/Newark PD Wylie Rollins, New York Knick Bernard King, unidentified, and group's Curtis Harmon.



SEAN ROSS

GOLD

KLSX & WHTT PROFILED

The Second Generation Of Classic Rockers

Both WHTT/Buffalo and KLSX/Los Angeles have become market forces in less than four months. The former debuted Gary Guthrie's "Classic Hits" September 7; the latter changed September 26. The two stations represent the second generation of AOR Gold successes — stations that joined up as the first good ratings for Classic Rock rolled in. Both probably benefitted from having a series of predecessors to watch and a model to vary. WHTT PD Jim Pastrick describes his station as slanting more "towards an AOR spectrum"; KLSX at various times can go either harder or poppier than other Fred Jacobs clients.

Their achievements are only part of the fall book's mixed signals that confound any quick judgment on AOR Gold. Some early successes (WCXR/Washington, WZLX/Boston) are down, while the three AM pioneers (KRQX/Dallas, KRBE/Houston, and WNOR/Norfolk) have all jumped ship. But others (KCFX/Kansas City, KSLX/Phoenix) rock steadily; one, WKLH/Milwaukee, has prospered for a year now. And there were other sharp entries, among them KZFX/Houston 0.8-4.1, WKLX/Rochester 3.8-6.5, WYSP/Philadelphia 3.6-4.5, and KZOK/Seattle 1.5-3.4. Whatever the final prognosis, the new outlets demonstrate that AOR Gold still works in new markets regardless of outside trends. (It is, after all, "Be My Baby" and "Reach Out" being used in TV spots, not "Carry On" or "Atlantis.")

Betrayed By Conventional AOR

Most Classic stations sell to the audience abandoned during AOR's barbarian period. Pastrick and KLSX PD Tom Yates remember feeling personally uncomfortable with the format they had watched develop. "I'm 36 years old," says Pastrick, "I've got two kids and a wife in a professional field. I own a house, and I like to rock with things that are not necessarily intelligent but entertaining and non-offensive. I don't want to hear Accept or Motley Crue talk about tying some 14-year-old up. At WGRQ/Buffalo I could listen to the air monitor in the prod room and say, 'What in God's good name are we playing this for at 1:30pm?'"

When AOR jelled, Yates adds, "A process of attrition began; the stronger stations avoided it longer than others. But AOR became a Nazi kind of radio. We got rid of ragas and freeform-jazz; now it was, 'let's get rid of all the black music, the folk music, the female vocalists.' The perigee was 'death to Disco' where it actually became



Jim Pastrick

a Nazi thing. The feeling of a lot of PDs, and certainly a few GMs, was that way too much had been cut out.

"AOR was different everywhere. People tried to make it one format, and actually it wasn't. It was a

"I don't want to hear Motley Crue talking about tying some 14-year-old up."

—Jim Pastrick

hundred different structures around the country. Classic Rock is now falling victim to the same kind of misnomers AOR did — people believing that all stations were the same. Even with the ABC group, there were great disparities between what WPLJ, WRIF, and KLOS were playing. We have commonalities now with WCXR and KCFX but we're also different. It's not an easily definable ballpark.

"There's also this mistaken perception that there are no currents. There are current records around

the clock on KLSX and have been since the day they went on the air. It depends on your definition of currents; records that are current on CHR now are probably already recurrent on a lot of AOR stations." Similarly, of WHTT's 12 currents in mid-January, many were played by others last fall, dating back to "Amanda" and "Throwing It All Away"; the most recent was "At This Moment."

Listeners Listen Closer

KLSX gradually changed its key staffers throughout the fall, ending up with Shauna, Damien, Frazier Smith, and Billy Juggs, veterans of KMET or KLOS at various times. (In Damien and Yates, KLSX has two ex-KLOS PDs, both of whom worked for ABC while Jacobs was at WRIF.) While many WHTT staffers worked at WGRQ, or other Buffalo AORs, several survived the transition from CHR including MD PJ Foxx. Morning anchor Sandy Beach programmed WWKB twice and had just joined for AM drive when the switch occurred.

"Sandy is Sandy," says Pastrick. "He's a personality in the truest sense of the word. We didn't have to rework the entire show. We told him, 'Listen, you've always been an adult communicator, you've always done an act tailored to 18-49 year-olds or 25-49 year-olds. Now our listeners are going to be more attuned to your act than ever before.' With that understanding, we just redirected him."

KLSX also has a highly attuned audience judging by listener suggestions which Yates calls "incredibly bright." He says, "The mail is as good or better than anything I've ever seen." Listener input solicited on-air by KLSX has tended to "strong music suggestions or positive feedback on the airstaff with very little critical stuff. There's really a gee-whiz quality about the mail right now, and that's wonderful. It's also appropriate, since we're still in a start-up mode. If they're not going 'gee whiz,' we're doing something wrong. And demographically, it's what we want."

The most obvious recent change on KLSX, as with many CR stations, has been the sanding of its pop edge. In October, it was still possible to hear "Gotta Get A Message To You" on KLSX. Unlike many other CRs, KLSX has added a noticeable roots presence, (Elvis Presley, Chuck Berry, etc.). There's also been a recent increase in R&B titles like the O'Jays,

CLASSIC HITS

WHTT 104.1 FM

Where all the GOOD songs have gone!

3-4pm

VAN MORRISON/Moondance
STEVE MILLER BAND/Swingtown
ROLLING STONES/Jumpin' Jack Flash
GRASS ROOTS/Temptation Eyes
LRB/Help Is On The Way
BADFINGER/Baby Blue
CCR/Born On The Bayou
MATTHEWS SOUTHERN
COMFORT/Woodstock
BOZ SCAGGS/Georgia
POLICE/Da Doo Doo Do
SANTANA/Black Magic Woman
BYRDS/Chestnut Mare
JAMES TAYLOR/Sweet Baby James

2:20-3:00pm

PAUL SIMON/Graceland
SIMON & GARFUNKEL/Sounds Of Silence
STEELY DAN/Any Major Dude
LITTLE RICHARD/Tutti Frutti
JAMES GANG/Funk 49
FACES/Cindy Incidentally
BEATLES/You Never Give Me Your Money
HUEY LEWIS & NEWS/Working For A Living
FLEETWOOD MAC/Gold Dust Woman
RARE EARTH/I Know I'm Loving You

"Back Stabbers" or Al Green's "Here I Am." At night, harder titles include Deep Purple's "Knocking At Your Back Door" or UFO's "Too Hot To Handle."



Tom Yates

Because Jacobs was able to do more market research before KLSX's debut, there aren't likely to be too many other obvious changes. "All I've done is carry on the good base that Fred and (interim PD) Don Hagen started," says Yates. "I work with yellow pads

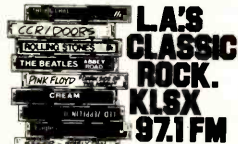
"AOR became a Nazi kind of radio. The perigee was 'death-to-Disco' where it actually became a Nazi thing."

—Tom Yates

and I have everything kind of prioritized. There's a pad that has promotional things to look at, a pad with music to look at, and a pad with jock stuff to look at."

Window Of Opportunity

Much of WHTT's success, including a #1 showing in the Nov./Dec. Birch, came at the expense of the sole AOR, WBYR, which swept into Buffalo last summer in the same way WHTT would several months later. Given the ongoing debate over Classics' staying power, does Pastrick worry about listeners being fickle? "As a PD, I consider myself a pragmatist. I'm



LA'S
CLASSIC
ROCK.
KLSX
97.1 FM

sure that an astute PD or GM might think they could make a run at us. I'd like to think that we are knowledgeable enough to fend off such an attack. A well-washed AOR in this market with a good signal (WBYR is licensed 40 miles away) would concern me."

But Pastrick adds, "We watched (AC leader) WBUF more than WBYR. They had the audience that buyers wanted and that we wanted. If anything, we took two steps beyond WBUF and eliminated the predictability, the conservatism, and the staid presentation."

Similarly, KLSX's good news arrived at a time when KLOS was without a PD and KMET was segueing to its short-lived "94.7% New Music" approach. Did KLSX hit fast because its competitors were in flux? "Sure," says Yates. "There was a small window of opportunity there which Fred saw. When you look at the internal and external environment, both were serendipitous." KLOS has recently added promos for "yesterday & today" blocs similar to those on KLSX declaring, "Nobody wants to live in the past forever." But Yates downplays the idea of a zero-sum battle between the two stations. "A lot of people try to turn us into gladiators and that's not the way it is at all."

Yates' former employer, KCCY/San Francisco, which openly invoked the progressive era, was a slow starter. KMET, which tried a similar approach, lasted roughly three months before completely revamping its programming. Is there something ironic about listeners warming to the music of early AOR faster than its underlying principles? "When you're in a music-intensive structure, the music is always going to be the thing that gets attention," says Yates. "People remember a whole environment, and certainly the music is the easiest thing to gravitate to because we can hum it."

"It's hard to hum the mood of the crowd at a rock festival, or the energy of a peace march or a candlelight vigil. It's hard to hum the muscles and sinew and tissue and feeling of a time. It's very easy to hum 'White Room.'"

ADULT CONTEMPORARY

ARBITRON RECAPS

The First Of The Fall Stories

As programmers prepare for the spring sweep, let's review some results from the fall survey. This column launches R&R's coverage of the latest ratings with AC success stories in Atlanta, Allentown, and St. Louis.

WSB On Top 12+,
WFOX Wins 25-49

Cox Broadcasting's WSB (AM)/Atlanta was the clear-cut 12+ winner in the three-way AC battle. With its strongest boxcar numbers in years, the Full-Service outlet outdistanced sister WSB-FM and lengthened its lead over WFOX. As you can see in the adjacent ratings box, all three ACs improved 12+ from last fall. However, with adults 25-49, WFOX was the leader, while WSB-FM edged out its AM counterpart.

Traditionally strong in the morning, WSB (AM) was the top station in the market 6-10am, registering its best numbers during that time since spring '84.

"People go around saying AM is dead, but it's not," noted PD Walt Williams, who said WSB's improvement was due to its 33 billboards promoting the morning show and station personalities. He also credited on-air promotions such as trip giveaways to London, Acapulco, Paris, and Geraldo Rivera's famed opening of Al Capone's vault in Chicago.

Adding life to WSB's presentation was play-by-play sports, including Braves baseball, NFL Falcons, and University of Georgia football and basketball.



Walt Williams

Now There Are Two
In Allentown

While WSB was spending a lot of money in on/off-air promotions, WLEV/Allentown-Bethlehem retained its hold as the top AC in its market with a next-to-nothing budget. The music-intensive FM remained third overall and was a solid number one in the 25-49 target. The potency for WLEV rests with women 25-49, where behind veteran consultant Bob Laurence it outperformed the next two stations (Easy WFMZ and AOR WZZO) combined.

By Mike Kinosian



Mike Kinosian

Earlier this month, soft competitor WAEB-FM switched formats to "Lazer Hits," aiming for a younger audience. That leaves WLEV alone on the FM band with only one challenger, Full-Service AM outlet WAEB.

The reason WLEV spent virtually nothing in the fall book was largely because it was being sold to Eastern Broadcasting. Instead of major promotions, WLEV elected to go with its standard "Morning Trivia," and "Office Pizza Parties," as well as outside charity appearances. The station also maintained several billboards. PD Chuck Taylor noted, "I couldn't be



Bill Garcia

happier with the results attained on a shoestring."

WLEV continued to use the phrase, "Not too hard, not too soft" as its positioning slogan. "It was a direct outgrowth of research," said Taylor, who claimed, "We and WRAL/Raleigh were the only two stations in the country using that phrase . . . seven years ago. The recall on that statement is unbelievable — it's fed back to us verbally, and we're living up to it."

Archrivals In St. Louis

The St. Louis battle produced a 12+ deadlock between FM rivals KSD and KYKY, which made up a two-and-a-half-share deficit since last fall. Although retaining its advantage with adults 25-49, KSD

Atlanta Fall '86

- WSB (AM) Widens Its 12+ Lead
- WFOX AC's Top Gun 25-49
- WSB-FM Strong With Women 18-34

	12+ F'85	12+ F'86	12+ Change	'85/'86 25-49 Rank
WSB (AM)	6.7	7.9	+1.2	8/9
WSB-FM	4.9	5.2	+0.3	9/8
WFOX	4.1	4.3	+0.2	6/6

Allentown Fall '86

- WLEV Tops In The Market 25-49
- WAEB-FM Drops AC, With Two Remaining
- WAEB (AM) Strong With Women 35-64

	12+ F'85	12+ F'86	12+ Change	'85/'86 25-49 Rank
WLEV	9.7	9.9	+0.2	2/1
WAEB (AM)	5.0	5.6	+0.6	5/6
WAEB-FM	6.3	4.8	-1.5	4/5

St. Louis Fall '86

- Race Tightens
- KYKY And KSD Tie 12+
- KLHT Now A Factor

	12+ F'85	12+ F'86	12+ Change	'85/'86 25-49 Rank
KSD	5.5	4.8	-0.7	3/3
KYKY	3.0	4.8	+1.8	6/4
KLHT	1.3	3.2	+1.9	(tie) 12/7
KADI	1.6	1.2	-0.4	11/15

slipped in that demo while KYKY (Y98) gained. Becoming a legitimate factor is suburban Florissant FM KLTH (K-Lite), which uses D-C's "Evergreen" live-assist system. The station, which not long ago suffered severe signal problems, now boasts 100-kw clarity over the metro. Recently acquired by crosstown KXOK owner Emmett Capstick, K-Lite held its own with KSD and Y98 in the target demo. The remaining AC FM, KADI, remained virtually flat.

WBZZ/Pittsburgh PD Jim Richards, who programmed Y98 during the fall book, felt the way to separate his station from KSD was to make it a brighter, more current AC than the competition. He noted, "The market was saturated with oldies, so we decided not to play any of the Supremes or other '60s-sounding records.'" Replacing Richards at Y98 is former WQUE-FM PD Kris O'Kelly.

Y98 elected to use two musically oriented promotions during the sweep: "No Repeat Tuesdays" and "Three For Thursdays" (three songs in a row by the same artist). Also included in its promotion activity were in-office listening parties, trips, cash, furs, and tossed in a couple of BMWs just for fun. Across town, KSD PD Bill Garcia said his station remained "pure" during the survey — no promotions. The direction KSD took was

more music-intensive than in the past. Garcia noted the station is doing ten-song music sweeps, and in an attempt to improve in-office listening, promises not to repeat any song weekdays between 9am-4pm.

"The market was saturated with oldies, so we decided not to play any of the Supremes or other '60s-sounding records.'" — Jim Richards

The fall book marked the return of OM/morning man Ron Morgan to KSD. Morgan returned to the station after a brief stint at market leader KMOX. Phillips And Wall, Y98's wakeup team, bested Morgan by less than a half-share. Y98 closed in on KSD with men 25-49, while K-Lite nearly tripled its numbers in that demo.

Looking ahead, Richards noted, "I think there'll be a battle in St. Louis from now on. Y98 is not going to relax because of KSD, and vice-versa. It's going to be fun."



SAIL ON — Winning the America's Cup was a good enough reason for a sail-ebriation at KFMB/San Diego. During the races, the station helped raise \$20,000 for the Sail America Foundation. Shown (l-r) are OM Mark Larson, news anchor Stephanie Donovan, middayer Clark Anthony, ND Cliff Albert, air talent Geni Cavitt, San Diego Padre pitcher Craig Leflerts, VP/GM Paul Palmer, traffic reporter Steve Springer, and San Diego Charger Roll Benirschke.



LON HELTON

COUNTRY

Meetin', Greetin', Talkin', & Posin' At The CRS

One highlight of the Country Radio Seminar is the opportunity for radio, records, and artists to get together and chat. Whether it be the artist/attendee reception or the artist taping session, the chance to meet and greet is worth the trip alone. Here's a sample of what went on prior to the seminar getting underway:



EATIN' UP THE O'KANES — The O'Kanes — Kieran Kane and Jamie O'Hara — entertained those gathered at the ASCAP-sponsored lunch on Saturday. Pictured after the show are (l-r) Kane, WXTU/Philadelphia MD Gina Preston, KKAT/Salt Lake City PD John Marks, CBS Sr. VP/GM-Nashville Rick Blackburn, O'Hara, ASCAP Southern Executive Director Connie Bradley, WQIK/Jacksonville's Lee Shannon, and Columbia's Jack Lameier.



RAPPIN' DAVID — WDSY/Pittsburgh PD Ron Antill (far right) is wowed by the Bellamy Brothers at the artist/attendee reception. Left to right are Howard Bellamy; an amused, though unidentified, radioer; and David Bellamy.



THE THREE Rs — RCA, Restless Heart, and R&R are shown at the label's party aboard the General Jackson showboat. Pictured (back row, l-r) are Fitzgerald/Hartley Management's Larry Fitzgerald, R&R's Lon Helton, Restless Heart's Dave Innis, R&R Publisher Bob Wilson, Restless Heart's Greg Jennings and Paul Gregg; (front row, l-r) RH's Larry Stewart and John Dietrich, and RCA's Joe Galante.



'80s LADY; MADISON MEN — RCA's Dale Turner introduces K.T. Oslin to the WTSS/Madison crew. From (l-r) are morning man Andy Witt, Turner, Oslin, MD Pat Martin, and PD Jeff Tyler.



DO BE A NEW B — SKO is now Schuyler, Knobloch, and Bickhardt — no doubt soon to be SKB. Members Thom Schuyler and Fred Knobloch decided the Country Radio Seminar was the ideal place to introduce the group's newest member, Craig Bickhardt. On hand for the intros were (l-r) KPLX/Dallas MD Mac Daniels, Bickhardt, KPLX PD Bobby Craig, Schuyler, United Stations VP/Programming Ed Salamon, and Knobloch.



THE HATS ARE OFF — Better hats than gloves, but everybody's friendly at the CRS artist/attendee reception regardless of label affiliation. From the left are MCA artist Steve Wariner, PolyGram's Steve Popovich, independent Sam Cerami, MCA Midwest promoter Bill Catino, radio personality Terry Stevens, and MCA's Sylvia Santavicia.



RATED PG 9 — PolyGram's newest talent and a vet or two were on hand to chat with seminargoers in the label's suite. Vying for jukebox space as well as airplay are (l-r) Carla Cannon, Larry Boone, Bonnie Galee, Tommy Roe, Jenny Yates, Glenn Sutton, Larry Cannon, Darla Cannon, and Butch Baker.

COUNTRY

Meetin', Greetin', Talkin', & Posin' At The CRS

CRS

Continued from Page 1

Friday's "Radio, Records, & Trades" panel contained the usual charges and denials of who exactly is running individual station playlists. Label reps on the panel urged radio to play more current product by decreasing the amount of oldies played.

What was perhaps the line of the seminar came from K102/Minneapolis MD Rick Stephenson, who said, "When a record loses a bullet, it's like having a positive urine test." Though it's a regular occurrence, few broadcasters would admit to dropping a record from their playlist when it lost its bullet in the trades.

Gatlin: Just Say No

Saturday's keynote Larry

Gatlin told broadcasters of his battle with cocaine. Gatlin, who credited CBS chief Blackburn with saving his life, used humor and cold facts, and resisted the temptation to preach. Instead, he urged people to take control of their lives by remaining drug-free.

Saturday's panels featured a three-hour presentation by George Burns, who looked at the past, present, and future of Country radio and its listeners.

Other panels included "Sales: Listen, Take Home, Make Money," "Promotions That Pay Off," and the newly-created "Rap Tables," which saw many of the seminar panelists go one-on-one with attendees.

One of the more popular panels was "Winners," which

featured Emmis Broadcasting President Jeff Smulyan, KVIL-FM/Dallas PD Ron Chapman, and WRBQ/Tampa PD Randy Kabrich joining a host of successful Country programmers to describe what it takes to win.

Also on Saturday, the O'Kanes performed at an ASCAP-sponsored lunch and Pinkard & Bowden lampooned the radio industry and simultaneously presented the best and worst of Country TV spots.

Despite the fact that the exhibit hall was moved upstairs from the usual location, attendance was considered poor. One exhibitor complained he had 120 people come through last year, but only seven this year.

New Faces Shine

The seminar was capped by the traditional "New Faces Show," featuring ten of the brightest new country stars.

Proving once again that country's future is in good hands were Adam Baker, Larry Boone, Holly Dunn, Girls Next Door, Lyle Lovett, A.J. Masters, Sweethearts of the Rodeo, Keith Whitley, Tom Wopat, and Dwight Yoakam.

Suite Success

For the first year, labels were officially allowed to have hospitality suites, though underground parties had sprung up in the past. The CBS suite proved especially exciting, with Ricky Van Shelton and the Sweethearts of the Rodeo performing.

Hotel Concessions

Following a check-in debacle — some registrants had 2 1/2-hour waits to check in — hotel management met with the CRB board, reportedly offering concessions and promises to entice the convention back next year. One of the plans is to offer a free night's accommodations to anyone waiting to check in for more than 30 minutes next year. The

CRS Elects New Board Members

The Organization of Country Broadcasters elected the following industry figures to its Board of Directors: KNIX/Phoenix General Program Manager Larry Daniels; Music Country Network's Charlie Douglas; Dave Parnigoni of the NAB; MTM's Bruce Shindler; and independent promoter Carolyn Parks.

Incumbent President Mike Gatman ran unopposed and was unanimously elected to a third term. Elected by the Agenda Committee as its 1988 Chairperson was Interep's Erica Farber.

Next year's seminar dates are March 10-12.

hotel is also rumored to be considering sponsoring the cocktail reception, which would result in a \$15,000 savings to the seminar. Should this come to pass, the CRB board would plow the money back into seminar-related events.



GOLD SEALS — Capitol/EMI America-Nashville President Jim Foglesong presented Dan Seals with a gold LP just prior to the artist/attendee reception. At the presentation for "Won't Be Blue Anymore" are (l-r) Foglesong, Seals, VP/Marketing Colin Stewart, and EMI America President Jim Mazza.



TRADING QUIPS ON THE HIGHWAY — The artist/attendee reception brought together (l-r) Highway 101 members Jack Daniels and Cactus Moser, K102/Minneapolis MD Wayne Elliott, the group's Paulette Carlson and Curtis Stone, and WDGY/Minneapolis MD Rick Stephenson.



TAPING MY LIFE AWAY — The three-hour artist taping session on Thursday saw loads of tape recorder-armed folks chatting with a huge star turnout. Featured this year were new and improved booths with baffles for better sound. The interviewees in this shot (from left) are Marty Stuart, the Shooters, and Ricky Van Shelton.



GIVING THANKS — The tradition of artists taking the stage and introducing themselves at the artist/attendee reception continued this year. Among those stopping by to say hi were Steve Earle, Sweethearts Of The Rodeo, T. Graham Brown, Charlie Daniels, and the Shooters (pictured above).



WILD-EYED DREAMERS — Who knows what's on the minds of these partygoers? From (l-r) are WHN/New York personality Lee Arnold, artist Ricky Van Shelton, Epic's Director/Promotion Rich Schwan, and Kaminsky & Co.'s Bob Kaminsky.



BOB MITCHELL BOOKENDS — Yes folks, you saw it at the reception for the first time: two Bob Mitchells in the same room. Luckily, they happened to be standing by Crystal Gayle or it might not have been newsworthy enough to run this photo. On the left is KFRE/Fresno PD Bob Mitchell; on the right is KCKC/San Bernardino PD Bob Mitchell.



DOUBLE-TEAMED — KXXY/Oklahoma City PD Clay Daniels (c) has the "big eye" focused on him during the reception; he's flanked by Columbia's T.G. Sheppard and Epic's Ricky Skaggs.



SHARON ALLEN

NASHVILLE THIS WEEK

MCA TARGETS PATTY LOVELESS

Rereleases: Second Chance At Success

When MCA Records reissued John Conlee's "Backside of Thirty" in 1979, just three years after its first release, some folks thought the label was crazy. After all, Conlee's debut single didn't perform very well nationally. But after "Rose Colored Glasses" established him as an artist, label execs felt his first release was worth a second go-round. It hit number one on R&R's Country chart on May 4, 1979.

The same held true for Randy Travis's "On The Other Hand." Almost a year to the day after languishing in Significant Action during its initial run, the record spent three weeks at number four in July 1986. Now MCA is planning to reissue the Patty Loveless single "I Did" this month, almost a year since its first release.

Loveless was signed to an MCA development deal in 1985. "I Did," her second single, was shipped with releases from four other labelmates: all were designated as "new and developing" artists. Because the other artists had albums behind them, the decision was made to pull off Loveless's record the very first week after release. But, owing to the response MCA received regarding the singer, she was signed to an album deal. "I Did" was recut, with an added recitation written for Loveless by songwriting legend Harlan Howard.



Patty Loveless

According to VP/National Promotion Shelia Shipley, "We have received overwhelming radio response to Patty's 'I Did.' Due to instant phones from album play, we

are rereleasing this song and feel the timing is right for Patty and MCA."

Morris Sings For 'Blind Date'

Gary Morris is in the studio with Jennifer Warnes cutting a theme song for the movie "Blind Date." The duet with Warnes, "Simply Meant To Be," will be a single released only to pop stations. Morris's duet with Crystal Gayle will be released to Country outlets around the same time. "Blind Date" stars Bruce Willis and Kim Basinger and should be out in March. Morris's involvement in the film came about when music supervisor Tom Bocci was on vacation. He happened to flip on the CMA awards telecast when Morris was singing and was impressed with his voice. The Warner Bros. artist is also taping a dramatic role for the "Last Laugh" episode of TV's "Mike Hammer." We got a laugh, however, when we heard the show's casting director called Morris's agent and asked if they needed to make any script changes since he's blind. As you may recall, Morris portrayed blind country singer Wayne Masterson on the nighttime soap "The Colbys."

SIGNS CHARLEY PRIDE

16th Avenue Debuts



MAIDEN VOYAGE — Toasting the first single from 16th Avenue Records, Opryland Music Group's new label, are (l-r) producer Ray Baker, National Director/Promotions, Sales & Distribution B.J. McElwee, GM Jerry Bradley, artist Charley Pride, and Opryland USA President/CEO E. W. Wendell.

Opryland Music Group's 16th Avenue Records has officially announced the signing of former RCA artist Charley Pride. The release of his first single, "Have I Got Some Blues For You," was scheduled to coincide with last week's Country Radio Seminar. His new album is being readied for distribution in April.

Although OMG officials denied late last year that they were talking to Pride, rumors about an impending deal had run rampant during the last several months. Although no other signings have been announced, 16th Avenue plans to focus on contemporary country music. Latest word has it that the label will be distributed by Capitol Records Group Services.

16th Avenue Records is now based at 66 Music Square West.

—Katy Bee

BITS & PIECES

Watson Headlines Showdown

• Gene Watson will be the headliner at state level competitions for the sixth annual "True Value Country Showdown." He'll host more than 20 of the 46 state and regional contests held this summer and perform an hour concert at each event.



Lane Brody

• "Dallas" star Patrick Duffy and the Judds will co-host the 22nd annual Academy of Country Music Awards on April 6. The show will again be telecast live from Knott's Berry Farm in Buena Park, CA on NBC.

• If the first few weeks are any indication, 1987 should prove to be a very good year for Dan Seals. His EMI America album, "Won't Be Blue Anymore," has just been certified gold. This is the first gold album for Seals as a solo artist; when he was teamed with John Ford Coley, he earned a gold album in 1976 for "Nights Are Forever Without You."

• Chris Hillman, a former member of the Byrds and the Flying Burrito Brothers, is kicking into high gear on the country scene with his Desert Rose band. They just completed the final touches on their debut MCA/Curb album "Chris Hillman And Desert Rose," with Nashville producer Paul Worley.

• T.G. Sheppard just signed on for the third consecutive year as spokesman for the T.G. Sheppard Folgers

Racing Team. A number of concert dates have already been booked under the Folgers banner.

• Lee Greenwood, Lane Brody, and Thom Bresh will perform on a two-week USO tour through Turkey, Spain, Greece, and Italy. The tour will include a concert on an aircraft carrier in the Mediterranean and also feature Melanie Greenwood's dance company. A camera crew will film the tour for an international television special to be aired at a later date.

• The Bellamy Brothers recently completed 30- and 60-second radio spots for Budweiser. The Budweiser theme is now joined with the Bellamys' "Lovers Live Longer."

• Debuting With A Bullet: Monterey Artists, Inc. GM Steve Dahl and wife Beth are the proud parents of Steven Matthew Dahl, born January 28. On the same day, Jerry Lee Lewis and wife Kerlie welcomed Jerry Lee Lewis III. And Brittany Allison Belz was born January 23 to America Records Corporation VP/GM Gary Belz and wife Shelly.

WHO'S NEW

Folkabilly's Nanci Griffith

Nanci Griffith describes her childhood as normal: "I started playing in bars when I was 14." Now her definition of normal may differ from yours, but what it boils down to is ten years' of professional singing experience for the Austin native.

It was Griffith's songwriting, however ("Love At The Five & Dime," a chart-topper for Kathy Mattea), that initially caught people's attention. Besides her current single "Lone Star State of Mind" — the title cut from her MCA debut album — Griffith has released four previous albums on independent labels.

Griffith's early self-penned lyrics focused on a folk sound. Since moving

to Music City, she has redirected her musical style, working with veteran folk/bluegrass/country producer Jim Rooney. Coining her style as "folkabilly," Griffith says her influences run the gamut from Woody Guthrie and the Carter Family to John Prine, John Stewart, and fellow Texan Jerry Jeff Walker. And since Griffith considers most of the songs she writes as "little short stories," it's not surprising to hear that she has reportedly negotiated with a publisher to release her first novel, "Two Of A Kind Heart," and is already working on a second book.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut on R&R's Country New & Active Chart.



Nanci Griffith

MARKETPLACE

AIRCHECKS

Audio And Video Airchecks!

Current Issue #83 features KIIS/Hollywood Hamilton, WXRK/Howard Stern, KMEL/London & Engelman, San Diego's KS103/Randy Miller & \$100/Gary Kelly, NY CHR's Z100 and WPLJ, KLZZ/Shotgun Tom Kelly, & 2KO/Newcastle. 90-min. cassette, \$5.50.

Current Issue #82 features WAVA/Don Geronimo & Mike O'Meara, Cleveland's WNXC/Denny Sanders, WBSB/Brian & O'Brien, Louisville CHR's WLRS & WDJX, KFI/Gary Owens, KIIS/Rick Dees, & KPWR/Jay Thomas. 90-min. cassette, \$5.50.

Special Issue #5-98 features SACRAMENTO CHR's KROY, KWOD, KSPM, AOR's KZAP & KDQJ and AC's KXOA-FM, KHYL & KAER, plus RENO CHR's KWVZ & KHTZ, AOR's KOZZ & KRZQ, and AC's KRNO & KROI, Oldies KCBN. 90-min. cassette, \$5.50.

Special Issue #5-99 features LOS ANGELES, CHR KIIS-FM, Urban KPWR, AOR's KLSX, KLOS & KROQ, AC's KOST, KFI & KNX-FM, Oldies KRTH & the new jazz KTWV. 90-min. cassette, \$5.50.

STILL AVAILABLE: #5-97 (Detroit), #5-96 (Chicago Pt. 2), #5-95 (Chicago Pt. 1), #5-94 (Philadelphia), #5-93 (Baltimore), #5-92 (NYC), #5-91 (Washington) at \$5.50 each.

Classic Issue #C-76 features KJR/Mike Phillips-1964, KIMN/Jay Mack-1971, KFVB/Jimmy O'Neil-1967, KDAY/Jim Maddox-1976, KHJ/Beau Weaver-1976, WMET/Cap'n Whammo-1978, plus more! Cassette, \$10.50.


VIDEO #9 features LA's KFI/Gary Owens, KRLA/Charlie Tuna, KNX-FM/Pete Harmon, San Diego's KLZZ/John Forsythe, KFI/Mark Taylor, Sacramento CHR's KSPM/Morning Zoo & KWOD/Tom Chase. 2 Incredible hours on VHS or BETA, \$30.00.

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ONE-MAN ZOO?

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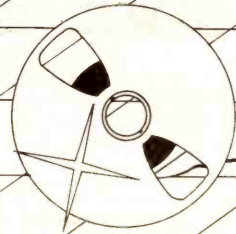
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OPPORTUNITIES

OPENINGS

NATIONAL

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 60 of America's leading radio stations. We're looking for execution oriented PD's with experience in implementing research and strategic planning.

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Upper Midwest Radio School gives you the chance to draft some of the hottest new broadcasters. Air talent, news and production. (Best of all -- they'll save you money!) Call for a 1st round draft pick today at 701-852-0427. MSB, P.O. Box 2126, Minot, ND 58702.

OPENINGS

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Hundreds of exciting fresh job leads/potential openings every week! All areas, all levels. Try our listings, and give your career the winning edge!

media marketing
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OPENINGS

WE NEED PERSONALITY DJs

Do you do voices? Can you handle the phones? How about drop-ins? — In other words, are you a Pro — or a Time & Temp Jock? More and more of the thousands of radio stations with whom we deal are looking and willing to pay for that something extra. If you are ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 for postage/handling to:

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Want to increase sales? Use R&R Opportunities ads to find hot new sales talent. Call 213-553-4330.

RADIO PRODUCTION TECHNICIAN

Great job in pleasant surroundings for detail oriented technical person with audiophile interests to assemble music formats on tape as well as maintain and trouble-shoot state-of-the-art studio. Other technical and format development projects likely from East Coast base for person who believes in audio excellence. T&R to Radio & Records, 1930 Century Park West, Box #636, Los Angeles, CA 90067. EOE.

OPENINGS

EAST

PD seeks forthcoming acquisition of smaller market FM in NE PA. Great opportunity! T&R: Rick Strauss, W220, Westgate Mall, Bethlehem, PA 18017. EOE (2/20)

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 (2/20)

50,000w CHR 100-KHl seeks air talent. C&R: J.J. "Hitman" McKay PD, 2301 Coastal Hwy., Ocean City, MD 21842. EOE (2/20)

Format 41 seeks full and parttime announcers and operators to handle automation. Experience necessary. T&R: Dave Friedman PD, WKJY, 384 Clinton, Long Island, NY 11550. EOE (2/27)

AOR WRKI has possible parttime on-air openings. Local applicants encouraged. T&R: Buzz Knight PD, Box 95, Danbury, CT 06813. EOE (2/20)

AC seeks experienced talent for seven to midnight, some production. Small market females encouraged to apply. T&R: Stuart Johnson PD, WSUL-FM, Box 706, Monticello, NY 12701. EOE (2/27)

KIZZ/Minot, ND, seeks morning news person with ability to handle information and two person CHR morning show. T&R: Ric Morgan PD, Box 2188, 58702. EOE (2/27)

OPPORTUNITIES

OPENINGS

Seek personable, professional fulltime announcer in Hudson Valley of NYS. T&R: WKNY, Box 1396, Kingston, NY 12401. EOE (2/27)

Love news? Dedicated pro who wants to grow. T&R: Judy Cartright ND, WREB, Box 1085, Ridgefield, CT 06877. EOE (2/27)

Boston's W-LITE needs you! Major opportunity for major talent looking to move up. T&R: OM, 104 Charles St., Boston, MA 02114. EOE (2/27)

WKSJ

PA. POWERHOUSE FM needs entertaining/creative personalities! All shifts, including AM Drive and News. T&R to: Tom Benson, OM, WKSJ, 1559 W. 4th St., Williamsport, PA. 17701

56/KLZ ColoradoCountry

One of America's Premier Country stations is looking for **real** personality. More than just good announcers. No C.C. jocks. People who relate to 25-54 and want to live in the most desirable and competitive marketplace in America. If you're unique, use **adult** humor, phones and execute in a positive manner, send T&R with references to: **Steve Gramzay, 2149 S. Holly St., Denver, Colorado 80222**. No calls.

JERSEY SHORE STATION

Looking for on-air PD with fresh ideas and successful track record. Searching for mature, people oriented professional who seeks stability with Contemporary FM in medium market. T&R to Radio & Records, 1930 Century Park West, #632, Los Angeles, CA 90067. EOE

Y-107

Y-107 is still searching for a premiere morning talent. **We need a warm morning voice to relate to an adult audience in an adult manner**. Humorous but not bouncing off the walls. If you're an adult personality who knows how to relate in a topical, local and sincere manner rush your tape & resume to **John Ford, Y-107, 156 Broadway, Long Branch, NJ 07740**. All shifts encouraged. EOE

WTRY-AM, Albany, N.Y.-Oldies — Looking for morning talent. Humor and community involvement a must. Must be able to relate to adults. Good bucks for the right person. T&R to **John Gabriel, Program Director, WTRY, WTRY Road, Schenectady, N.Y. 12309 (518) 785-9061**. (EOE)

WTRY

SOUTH

Need experienced newscaper. Good writing, tape editing, and on-air skills. T&R: Steve Harmel, KGNC, Box 710, Amarillo, TX 79189-0710. EOE (2/20)

FSA has fulltime & parttime openings. T&R: Tony William, WKX, Box 2500, Sarasota, FL 33578. No phone calls. EOE (2/20)

AC WGOL seeks afternoon drive personality. Great company, great opportunity. T&R to Bob Abbott, Box 11529, Lynchburg, VA 24006. EOE (2/20)

News anchor/reporter for top-rated station. T&R: WWNC, Box 6447, Asheville, NC 28816. EOE (2/20)

FSA has fulltime & parttime openings. T&R: Tony William, WKX, Box 2500, Sarasota, FL 33578. No phone calls, please.

OPENINGS

Opening for morning news anchor at top news/talk station in South Florida. No calls. T&R: Jim Edwards, Box 189, West Palm Beach, FL 33402. EOE (2/27)

100k CHR seeks fulltime overnight jock now! Opportunity and facility top notch. Rush C&R: Mike O'Connor, KISS FM, Box 687, Columbus, GA 31902. EOE (2/27)

KITE (Power 105) seeks energetic seven-mid jock to handle request and dedication show. Must be able to use phones. T&R: Bob O'Neil, 441 Laguna, Corpus Christi, TX 78401. EOE (2/27)

Chief engineer wanted for medium Mississippi market two-AM's and two-FM's stations. Send resume: South Radio Network, Box 1228, Laurel, MS 39441. EOE (2/27)

Production Director needed immediately for 100,000w Contemporary Country FM. Samples & Resumes: Jim Williams, WKJN, 3029 S. Sherwood Forest, Baton Rouge, LA 70816. EOE (2/27)

Need afternoon announcer/PD for FSA. Send T&R: Kay Gates, WGBR, Box 207, Goldsboro, NC 27533. EOE (2/27)

NE Texas CHR seeks overnight talent. Pay's not great, opportunity is. T&R: Jim Kelsco, Box 890, Mt. Pleasant, TX 75455. EOE (2/27)

104 WIMZ/Knoxville, TN., is accepting tapes for future openings. All shifts, full and parttime. T&R: John Larson PD, Ste. #200, 901 E. Summit Hill Dr., 37915. EOE (2/27)

Mature voice for one of North Carolina's best AC stations plus ad agency. Strong production skills. T&R: WWNC Total Media, Box 940, Newton, NC 28658. EOE (2/27)

SOUTHWEST COUNTRY

Present and future openings, all shifts. Personality Country FM, Sunbelt Top 150 Market. Excellent opportunity with fast growing company. Tape, resume and salary requirement to Radio & Records, 1930 Century Park West, #639, Los Angeles, CA 90067. EOE M/F

AM DRIVER/ASS'T PD

Top 20 So. Cal. hybrid AC seeks AM Drive/Ass't PD. Adult-oriented, timely, upbeat, tongue-in-cheek delivery. T&R to Radio & Records, 1930 Century Park West, #640, Los Angeles, CA 90067. EOE

NEWSTALK PROGRAMMER

Strong programmer for NewsTalk. Prefer ex-talk host with news, management and people skills adept with broad strokes and details. T&R in confidence to R&R, 1930 Century Park West, #628, Los Angeles, CA 90067. EOE

PRODUCTION/MORNINGS

Texas small market AC/CHR station with major market ambition needs creative production pro/morning sidekick rolled into one talented person. Strong company and bucks. T&R to Radio & Records, 1930 Century Park West, #627, Los Angeles, CA 90067. 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

101 WIXX offers a rare opportunity. Must be a team player, great attitude and know how to follow direction. T&R: Jeff McCarthy, Box 1991, Green Bay, WI 54305. EOE (2/27)

Rare AM drive opening with a great company. WZZP seeks humorous topical morning person. ASAP. Rush T&R: Shadow Stevens, Box 644, Mishawaka, IN 46544. EOE (2/27)

Small market AM/FM combo seeks experienced AD to round out sales staff. Resume: Thomas C. Patton PD, WBEX & WKJ, Box 244, Chillicothe, OH 45601 or call (614) 773-2244. EOE (2/27)

OPENINGS

Top station looking to the future: Experienced, team player (M) Reliable to 30+ audience. Salary and T&R. Program Director, WHFH, Box 608, Benton Harbor, MI 49022. EOE (2/27)

100,000w AC seeks fulltime talent. If you've got what it takes, send T&R: Opening, Box 13B, Great Bend, MS 37530. EOE (2/27)

Dominant CHR morning personality: KKEZ FM/Fort Dodge, Iowa seeks morning go-getter. Personality a must. Call Kelly O'Shea at (515) 955-4100. EOE (2/27)

Midwest CHR seeks aggressive newscaper to fill news director position. C&R: Ed Kimek, KOLA, Rt. 1, 5008 Frontage Rd., Manhattan, KS 66502. EOE (2/27)

Entry level air talent/production position in Ohio resort area. T&R: Stan Reed, WTOO FM, 1501 County Rd., #235, Bellefontaine, OH 43311. EOE (2/27)

Soft Music FM is accepting T&R's for future openings. Experience with Easy Listening format. OM, Box 667, Richmond, VA 23205. EOE (2/27)

Country WABC FM/Appleton-Oshkosh is accepting T&R's for weekend and swing shift talent. Mail in confidence to: Gary Johnson, Box 707, Neenah, WI 54956. EOE (2/27)

Wanted! PM drive DJ for 100,000w stereo Country FM, Southeastern Oklahoma. T&R: Ros, Box 1068, McAlester, OK 74502. EOE (2/27)

PROMOTION/

MARKETING DIRECTOR

Creative thinker, planner, and implementer to coordinate marketing activities of Major Radio Station in Detroit Area. Must be goal-oriented, cost effective, and time efficient in fast-paced environment. Related experience necessary, but scope of prior experience more important than number of years experience. Must understand marketing concepts, broadcast ratings systems, radio station operations, and FCC rules concerning contests and promotions. Familiarity with micro computers helpful. Writing and speaking skills essential. Must grasp scope of job responsibility and act accordingly. Nine-to-fivers need not apply. This is **not** a trainee position. Compensation commensurate with qualifications. Submit detailed resumes to Radio & Records, 1930 Century Park West, Box #638, Los Angeles, CA 90067. EOE M/F.

MORNING PERSONALITY

Top 50 Midwest AOR needs morning person/team wanting to be talk of the town. Looking for wit, humor, production and planning skills. Resume and tape ASAP to Radio & Records, 1930 Century Park West, #635, Los Angeles, CA 90067. EOE

MORNING CHR PERSONALITY

KKEZ-FM is seeking personality-oriented morning entertainer. If you are a topical, hard-hitting, get-me-up morning personality, 2-9a is your new home. Rush T&R to: Kelly O'Shea, c/o KKEZ Radio, PO Box #578, Fort Dodge, IA 50501. EOE

CHR 7-12 MIDNIGHT

One of the top rated CHR stations in the country is opening a nationwide search for a super night personality. Person must be ready to maintain 20+ shares and do great production in major midwest college town of 250,000. If you're ready to grow with a young and aggressive eight station group, send tape, resume and photo to Radio & Records, 1930 Century Park West, #630, Los Angeles, CA 90067. EOE/M-F

OPENINGS

OHIO COUNTRY

Ohio small market seeks drive-time personality with quality air/production skills. Decent bucks for the right pro. T&R along with salary history to Radio & Records, 1930 Century Park West, #629, Los Angeles, CA 90067. EOE

FORMAT 41 affiliate in Top 5 market seeks Creative Services/Production Director. Must possess excellent writing skills; the ability to work with Sales to develop concepts that **SELL** and the creativity to produce award-winning spots from those concepts. We're looking for a team player whose "well of creativity" never runs dry! Send tape, copy samples, salary history and references in confidence to Radio & Records, 1930 Century Park West, Box #637, 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

WEST

Northern CA AC FM seeks midday personality. Salary plus benefits. T&R: K-WINE, Box 1056, Ukiah, CA 95482. EOE (2/27)

Work hard, play hard in Monterey! Tight board? Write Disneyland news? Tease, recycle? T&R: Ron Soergel, KNZS, 7000 Old Dominion, Aptos, CA 95003. EOE (2/27)

Country Music morning man sought by middle market leader. Send production samples and T&R: Bob O. Tate, KCIN, Box 1428, Victorville, CA 92392. EOE (2/27)

Top-rated Northern CA FM seeks newscaper. Must work well in personality-oriented AC format. T&R: K-WINE, Box 1056, Ukiah, CA 95482. EOE (2/27)

Quietly looking for help? Use R&R Blind Box Opportunities ads. Call Isla or Dave at 213-553-4330 for more information.

Mornings and possible programming/responsibilities needed in N. CA ASAP. Rush programming philosophy and T&R: Joe Eick, 1163 Norval Way, San Jose, CA 95125. EOE (2/27)

Morning drive opening coming up at CHR KEZY in Orange County! T&R: Craig Powers, 1190 E. Ball Rd., Anaheim, CA 92805. EOE (2/27)

Broadcast Sales Manager: Self-starter for sales and marketing. Resume to: Kris Stevens Enterprises, 14241 Ventura Blvd, Ste #204, Sherman Oaks, CA 91423. EOE (2/27)

Western Oregon's legendary KFBT seeks PD/AM drive person. No wimps! Photo and T&R: Larry Blair, Box 965, Conville, OR 97339. EOE (2/27)

Air talent? Very heavy on copy preparation for both sales spots and on-air. T&R: Lou Rippe, KNSB Radio, 3267 Sonoma Blvd., Vallejo, CA 94590. EOE (2/27)

OPPORTUNITIES

OPENINGS

AFTERNOON DRIVE & PD

For top AC in Southern California. This position is available only through Westwood Personalities Talent Management. Tape & resume to: WESTWOOD PERSONALITIES, 279 S. Beverly Drive, Suite 1170, Beverly Hills, CA 90212.

NEWS DIRECTOR

Major market, Southern California radio station looking for news director with lifestyle news content and delivery. Please rush tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #634, Los Angeles, CA 90067. EOE

WIMPS

NEED NOT APPLY. Cutting edge air talent wanted for imminent battle in Albuquerque. Your time has come. This could be the one to set your career on fire. Tapes & resumes to **Howard Johnson, POWER 105, 800 Park Ave., S.W. Albuquerque, N.M. 87102.**



POSITIONS SOUGHT

Los Angeles Objective to be MD. Three years in the business. seek assistant to MD or programming assistant. Have worked with major trades. (213) 861-5590. (2/27)

Wild to Midl 16 years' major market experience. References Bay area and Northern CA seeks air-position. CHRISBY-PHER: (916) 487-2904. (2/27)

15-year major market veteran. Good looks, great voice and proven ARB ratings winner. Experienced in CHR/AOR/AC. ERIC: (218) 835-3545. (2/27)

Rich, mellow voice, warm talk show interviewer. Dedicated news anchor/reporter. Seven-year pro, former professor. CATHERINE: (717) 243-2340. (2/27)

Black talk show host, with years of interview skills, seeks position. Researched wide live audience. MARIO HONORE: (509) 683-0043. (2/27)

Disciplined CHR air personality. Top 25 market veteran, proven numbers. Prefer Midwest, East or South. Top 100 only! Prefer PM shifts. BRUCE: (312) 872-4846. (2/27)

I'M GOING TO JUMP

... off a tower (or sell used cars) if you don't hire me as your next **PROMOTIONS DIRECTOR!!!!** I'm one of radio's best kept secrets: Dynamically creative. Exceptionally organized & detail oriented. Solid management skills. Good marketing/image instincts. Ready to increase your TSL, AQH & Cume. 9 years radio/tv experience. Radio fanatic! Will relocate if right offer! Energetic! Top 40 rated member doing CHR, Hot AC, non-metal AOR, BU or GOLD. All inquiries considered; especially subbelt, CALIF., & Northeast! Call today before its too late! Stephen (617) 449-8141.

Rochester, Buffalo, Syracuse! Want to go home. Experienced jock, good ratings, voices. P.J. (305) 651-7811. (2/27)

Plastic surgery successful! Humerus implant effective, all conditions are good. From right to left on the map, we start with East Coast stations. LEIBO: (703) 329-1271. (2/27)

Investigative/future reporter seeks opportunity with news-talk or station with strong news commitment. Real time play-er. LESLEY: (818) 888-1435. (2/27)

Help! I've been replaced by automation. Dependable Country personality with two years' experience seeks medium market. Prefer evenings or nights. TIM: (216) 547-7115. (2/27)

POSITIONS SOUGHT

Experienced DJ with good production skills currently holding daily eight-hour shifts in small New York market. RAY: (607) 324-0149. (2/27)

Hot rockin' CHR personality seeks afternoon or evening position. Seven-year pro. Prefer East/South. Available ASAP. TONY: (205) 247-1726. (2/27)

Warm, creative communicator experienced in talk/interview, DJ, and production seeks small to medium market. Excellent people skills. Prefer Classical/Jazz. JIM: (714) 839-5105. (2/27)

Willing to relocate! Recent college graduate seeks full or part-time employment in radio field. SCOTT: (309) 762-0340 or 762-2410. (2/27)

Music Research Director/Assistant MD position sought! Three years' experience in top five market. B.A. in communications. Ready for challenge. MARK: (215) 224-9191. (2/27)

PROGRAM DIRECTOR

Producing an audience and customer services as quality commodities for marketing by sales team is different than "programming a radio station." Don't you agree? I'm results oriented, armed with fundamental psychological tools, program/production technique, and 17 years of various excellent experiences in team leadership, programming, sales, research and people. Medium/major market track records of impressive quality service and equity growth. Seeking mutual philosophy and enthusiasm. Ready to lead, research, plan, prepare, implement, and succeed Day-part by Day-part when you're ready. **READY? 305-296-4016. Frank.**

Morning man and PD available immediately. Medium market experience in both positions. Bottom line and goal-oriented AC/CHR formats. J.R. GREELEY: (314) 474-8259. (2/27)

Rochester, Buffalo, Syracuse! Seven-year pro wants to go home. Good ratings, voices. P.J. (305) 651-7811. (2/27)

Need creative, hard working, team player? Excellent writing, production, attitude, and on-air experience. Mature five-year pro. Medium/major. JOE: (214) 692-8962. (2/27)

Experienced announcer, with very good production skills seeks a position. Currently holding daily eight-hour shift in small New York market. RAY: (607) 324-0149. (2/27)

If you AOR/AC/CHR seeks air talent and killer production, call (603) 926-6140/926-8883. You need results! **HOWARD!** (2/27)

Chicago! Available personality. AOR background. Top 60 experience. Great writing, spots. JOHN: (312) 784-1327. (2/27)

NOW AVAILABLE

10 Years at WGCL/Cleveland! I've done and can do it all: Middles, Afternoons, Nites & Production Director. All formats and markets considered.

**Ric Cramer
(216) 835-2038**

No hype, no screaming. Mature, adult communicator talks to people, not at them. Experienced in 4/8 channel production. Seek warmer sailing climate. (218) 236-6332. (2/27)

DJ for hire! Currently on-air in 30,000+ market. CORY: (701) 838-7958/852-0427. (2/27)

Seek entry level position in radio. Recent broadcast school graduate will work to peanuts. MITCH: (701) 838-8481. (2/27)

Broadcaster looking to get into the field. DJ for any format. PBP experience. TERRY: (701) 852-8277. (2/27)

Female broadcast school graduate seeks position in any format. KARA: (701) 282-2827. (2/27)

Ambitious, hard-working broadcast graduate, seeks opportunity in CHR/AC/Country Western. Production, spots, DJ. RICK: (701) 838-2051/775-8244. (2/27)

Break Away! Is your market ready for some morning mouth? Chicago team, AM/PM, productions, promotions. Creative, bright and original. MARTY & GLENN: (312) 389-2247. (2/27)

ANDY BARBER CHR VETERAN

Formerly morning drive: **WIVY-FM, KHIT-FM, KAFM.** Winning track record, appearances, community involvement, team attitude, people promotions. Ready, for a new air challenge, medium to major market **CHR/Urban/rock/AC** ... (904) 642-9301.

POSITIONS SOUGHT

Danver area broadcaster seeks employment in Colorado area radio or television station. Experienced, versatile, and reliable. DJ, news, promotion. (303) 444-1071. (2/27)

Experience includes CHR/AC air talent and production. I'm unique and creative. No card reading stations "please!" ERIC RICHARD: (409) 823-1712. (2/27)

Seek CHR/AC airshift and production. Strong pipes, work ethic and creativity. No card reading stations "please!" ERIC RICHARD: (409) 823-1712. (2/27)

Six years' experience. Plus a B.A. makes this carrot-top bargain at twice the price! But wait, there's more. Call KAREN: (702) 736-2921. (2/27)

Seven-year pro, solid production, and team player seeks medium market position with stable, winning company. AC or Country. DON ELLIOTT: (813) 242-8006. (2/27)

I ain't gonna play Forsythe County, but I'll go anywhere else. Experienced at 97X in Davenport/Moline. AOR/CHR. MARK: (815) 875-2895. (2/27)

Hire us and we'll give your grandmother a complaint (but only if she's wearing a clean dress). GLENN MARTY: (312) 445-0770. (2/27)

I've got jock itch! Doctor claims remedy lies in medium West Coast market. CHR/BU. Great pipes, sharp blade, fun phones, and nice haircut. JAY WEST: (619) 343-3565. (2/27)

Morning pro, unashed, major market pro seeks station looking for great numbers and a lasting relationship. Medium and large markets considered. OAVE: (419) 666-6943. (2/27)

Available now! Versatile announcer/producer/copywriter. AC/CHR/MOR. Excellent production and copywriting. Call for super T&R MITCH: (216) 333-3842. (2/27)

Seek Midwest/East Coast market. Hungry and ready to go. AOR/CHR/Country Curtis: (312) 398-1522. (2/27)

Anywhere now! Trained broadcaster, adult, Top 40, or MOR. Good production. HENRY: (201) 636-5166. (2/27)

Excellent production, great voice! Would like to work where my talent isn't wasted. Serious replies only. Eight years' experience. (800) 779-3281 10am-noon E.S.T. only. (2/27)

Ten-year CHR/AC pro seeks new challenge. Good production PD/MD experience. South or West. SHAWN: (505) 722-9025. (2/27)

DANNY WRIGHT

Where are future morning stars? Looking for something different for your morning show? Award winning, highly rated personality ready for a great morning challenge **CHR/AOR/AC** Crossover! markets **AVAILABLE NOW!** 216-656-3114.

Problem! Bigger challenge needed! Versatile broadcaster, news, production and copywriting. Please help LISA: (305) 743-0471. (2/27)

Newsperson seeks position in city with a skyline. Top 25 market experience, diverse formats. STEVE LYLE: (818) 339-9839. (2/27)

Assistant PD/MD seeks same or PD. Promotion-oriented workaholic, will relocate for half costs. Will prove self for little money! SCOTT: (313) 861-2288. (2/27)

Top-rated seven-year pro ready for your CHR/AC/AOR. Stable family man all markets considered. JAY: (512) 576-9784. (2/27)

Now is the time, I'm looking for the place! Two years on-air and production. CHR/AOR/AC in California. RICHARD WAGONER: (213) 832-9729. (2/27)

Morning air talent with three years' experience seeks medium market stations, any format. News and sports included. MARK: (509) 453-5871 or (206) 745-0379. (2/27)

Award-winning lifestyle news director seeks new challenge and opportunities. TERRY: (503) 371-3846. (2/27)

BLACK TALK SHOW HOST

Experienced, 15 years of interview skills, keen researcher, wide live audience experience, U.S., Canada, Europe. Multi-talented. Available. TV or Radio. **Mario Honore, Box 3264, Wenatchee, Wash. 98801 (509) 663-0043.**

Morning man! Two to three hours show prep. Plus 24 hours of research a day! Great phones, topical, and great production. MICK: (312) 849-0404. (2/27)

Hungry, hardworking, highly referenced radio sportscaster available for position. Seven-year talk host. Division I, PBP experience. Team player. JON: (318) 474-6418. (2/27)

R.J. STONE former PD at Q-105, seeks AM/PM drive, overnights, any format. Available now! (208) 584-4565. (2/27)

Five-year morning drive pro available now! CHR/AOR/AC. Funny, topical, always prepared. GARY: (716) 741-2414. (2/27)

Major market female available immediately. Experienced in Cleveland, Boston, Syracuse. JODI: (603) 357-4979 anytime. (2/27)

POSITIONS SOUGHT

WLS. KFL. KOST. DC-101. Seven years' in major markets seek co-host spot on morning show. production. J.T.: (213) 397-7265. (2/27)

Morning team with tact and daring or Tackey morning team with degree seeks challenge. All days and formats welcome. Just listen to our tape. Call ROB or LES: (205) 536-4174. (2/27)

Highly dedicated PD/MD/AT and nine-year veteran with degree seeks challenge. All days and formats welcome. Great investment. BRIAN: (313) 682-7530. (2/27)

Young, energetic team player seeks challenge in medium Eastern market. Airshift, news, production and copywriting skills. Please call LISA: (305) 743-0471. (2/27)

It's me! Are you ready to consider excellent production skills, large crowd pleaser with morning personality. Seek medium to large market. JOHN BACH: (305) 337-0012. (2/27)

Rich, mellow voice, warm talk show interviewer, dedicated news anchor-reporting. Seven-year pro, former professor. CATHERINE: (717) 243-2340. (2/27)

LOOKING FOR AN URBAN PD

Presently employed at the **highest rated and most respected Urban station in the nation.** Seeks on air PDship of Black/Urban FM in Top 100 market, at a station that's committed to winning and that will provide full promotional support.

Experience includes working in both Urban and CHR formats as well as AC. Extensive knowledge of programming, music, promotions as well as research. If you're looking for someone who possesses maturity, leadership and people skills then let me take your station to the top. Let's talk. **(504) 346-7525**

MISCELLANEOUS

The Fox 99 FM (WFQX) CHR needs record service and compact disc's from all labels. Contact Nikki Ciatte, Box 99, Strasburg, VA 22657. (2/27)

AC and Oldies record service needed from all labels/sources. 100,000 FM in Central Kansas. Sonny Roberts, KZXL, Box 138, Great Bend, KS 67530. (2/27)

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.

MEMORANDUM

TO OUR FRIENDS IN RADIO:

FACT:

The **Ratt** album, "DANCIN' UNDERCOVER" ^(R1683) has danced past platinum status! BB 69-63* (2/21)

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 continues to receive TOP 10 requests nightly!

FACT:

Ratt is receiving massive audience exposure in Eddie Murphy's box office smash, "THE GOLDEN CHILD."

FACT:

Exploding at TOP 40 stations in major markets such as: Atlanta, Dallas, Miami, San Diego, Houston, Washington & Des Moines!

FACT:

The **Ratt** single, "DANCE," is an undeniable hit! BB DEBUT 92* (2/21)

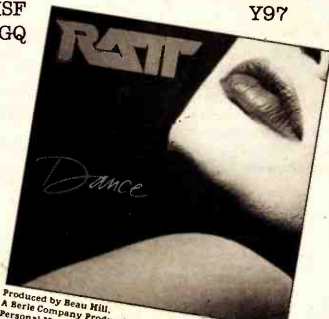
CONCLUSION:

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

CHR NEW & ACTIVE

74/21 With This Week's Adds:

WBEN	WIKZ	Q104	Z103	WSPT
WGH	WZYQ		WVBS	SLY96
KPKF	WKSF			Y97
KCPX	WCGQ			
Z94				
93Q				
WBCY				
WKSI				
WANS				
WCKN				
KDON				



Produced by Beau Hill
A Reata Company Production
Personal Management: Marshall Berie

7-89364



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NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Lay Albright (800) 426-9092

Adult Contemporary

GENESIS "Tonight, Tonight, Tonight"
A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting..."

Modern Country

CONWAY TWITTY "Julia"
DAN SEALS "I Will Be There"
JOHN ANDERSON "What's So Different"
CHARLY McCLAIN "Don't Touch Me There"
ASLEEP AT THE WHEEL "Way Down Texas Way"

Century 21

Greg Stephens (214) 934-2121

The Z Format

CAMEO "Candy"
ROBBIE NEVIL "Dominoes"
GLASS TIGER "I Will Be There"
KOOL & THE GANG "Stone Love"
PETER WOLF "Come As You Are"

The AC Format

GENESIS "Tonight, Tonight, Tonight"
SERGIO MENDES "What Do We Mean To Each Other"

Super-Country

CONWAY TWITTY "Julia"
JOHN CONLEE "Domestic Life"
SAWYER BROWN "Gypsies On Parade"
GARY MORRIS "Plain Brown Wrapper"
FORESTER SISTERS "Too Many Rivers"
ASLEEP AT THE WHEEL "Way Down Texas Way"
LOUISE MANDRELL "Do I Have To Say Goodbye"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

PATTY SMYTH "Never Enough"
KOOL & THE GANG "Stone Love"
PETER WOLF "Come As You Are"
CHRIS DeBURGH "The Lady In Red"
BANGLES "Walking Down Your Street"

Country

JOHN CONLEE "Domestic Life"
ASLEEP AT THE WHEEL "Way Down Texas Way"
MOE BANDY "Til I'm Too Old To Die Young"
LOUISE MANDRELL "Do I Have To Say Goodbye"

AC

SHEILA E "Hold Me"
EDDIE MONEY "I Wanna Go Back"
EL DeBARGE "Starlight Express"
B. JOEL & R. CHARLES "Baby Grand"

Media General**Broadcast Services**

Bob Dumas (901) 320-4433

Action

PAUL SIMON "The Boy In The Bubble"
GENESIS "Tonight, Tonight, Tonight"
SERGIO MENDES "What Do We Mean To Each Other"
GREGORY ABBOTT "I Got The Feelin' (It's Over)"

Your Country

MEL McDANIEL "Oh What A Night"
JUDY RODMAN "Girls Ride Horses Too"
OAK RIDGE BOYS "It Takes A Little Rain"
BILLY JOE ROYAL "Old Bridges Burn Slow"
HANK WILLIAMS JR. "When Something Is Good..."

MEDIA GENERAL CONTINUED

Hit Rock

CAMEO "Candy"
LONE JUSTICE "Shelter"
ROBBIE NEVIL "Dominoes"
KOOL & THE GANG "Stone Love"

Peters Productions, Inc.

George Junak (800) 255-6511

Country Lovin'

CONWAY TWITTY "Julia"
DAN SEALS "I Will Be There"
FORESTER SISTERS "Too Many Rivers"

The Ultimate AC

'TIL TUESDAY "Coming Up Close"
EL DeBARGE "Starlight Express"
RESTLESS HEART "I'll Still Be Loving You"

Radio Arts

John Benedict (818) 841-0225

Country's Best

CONWAY TWITTY "Julia"
JOHN CONLEE "Domestic Life"
JUDY RODMAN "Girls Ride Horses Too"
SHOOTERS "They Only Come Out At Night"
HANK WILLIAMS JR. "When Something Is Good..."
O'KANES "Can't Stop My Heart From Loving You"

Soft Contemporary

SERGIO MENDES "What Do We Mean To Each Other"

Sound 10

SHIRLEY MURDOCK "As We Lay"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

DARYL HALL "Someone Like You"

Country Coast-To-Coast

DON WILLIAMS "Senorita"
RICKY VAN SHELTON "Wild Eyed Dream"
PARTON/IRONSTADT/HARRIS "To Know Him Is To Love..."

Rock 'N' Hits

CAMEO "Candy"
LONE JUSTICE "I Found Love"
VENETIANS "So Much For Love"
BOB GELDOF "Love Like A Rocket"
JANET JACKSON "Let's Wait Awhile"
GEORGIA SATELLITES "Battleship Chains"
HUEY LEWIS & THE NEWS "I Know What I Like"

Transtar**Adult Contemporary**

Mike Tanner (213) 460-6383

STARSHIP "Nothing's Gonna Stop Us Now"

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

FEBRUARY 27, 1987

- 1 LARRY CARLTON/Last Nite (MCA)
2 DAVID NEWMAN/Heads Up (Atlantic)
3 DEXTER GORDON/Other Side Of Round Midnight (Blue Note)
4 MICHEL PETRUCCIANI/HALL & SHORTER/Power Of Three (Blue Note)
5 McCOY TYNER/Double Trios (Denon)
6 RIPPINGTONS/Moonlighting (Passport Jazz)
7 SHERRY WINSTON/Do It For Love (Pausa)
8 DAVID SANBORN/A Change Of Heart (WB)
9 CARMEN LUNDY/Good Morning Kiss (Black-Hawk)
10 WAYNE SHORTER/Phantom Navigator (Columbia)
11 STANLEY JORDAN/Standards Volume #1 (Blue Note)
12 LAUREL MASSE/Easy Living (Lingua)

MOST ADDED

- EDDIE GOMEZ (10)
DAVID NEWMAN (9)
MICHAEL GARSON (7)
BILL SHIELDS & STANLEY CLARKE (6)
SCOTT HAMILTON (5)
VIC VOGL (5)
KEN WILEY (5)

HOTTEST

- LARRY CARLTON (14)
RIPPINGTONS (13)
McCOY TYNER (13)
DEXTER GORDON (11)
MICHEL PETRUCCIANI/HALL... (11)
DAVID SANBORN (11)
CARMEN LUNDY (10)
SHERRY WINSTON (8)
DAVID NEWMAN (8)

- NAJEE "Najee's Theme" (EMI America) 10/0
ROUND MIDNIGHT "Round Midnight" (Milestone/Fantasy) 6/1
BARRY MILES "Zoot Suit Stomp" (TC) 6/0
LDNINE LISTON SMITH "Make Someone Happy" (Doctor Jazz) 5/3
DAVE MCKENNA "My Friend The Piano" (Concord) 5/1

NEW & ACTIVE

- ARTFULLY BEATLES "25th Anniversary Salute..." (Artful Balance/JCI) 16/2
OSCAR CASTRO-NEVES "Oscar" (Living Music/WH) 14/11
SCOTT HAMILTON "The Right Time" (Concord) 12/6
BOB BROOKMEYER "Oslo" (Concord) 12/5
FUTURE PROSPECT "Future Prospect" (DSP/Optimism) 12/2
STAR TREK IV "Soundtrack" (MCA) 12/1
PONCHO SANCHEZ "Papo Gato" (Concord) 11/5
CEDAR WALTON "The Trio - 1/1" (Red/PSI) 11/1

REGIONAL ADDS & HOTS

EAST

- WFLA/Tampa
WTVT/Tampa
WWSB/Orlando
WFTS/Tampa

SOUTH

- WFLA/Orlando
WTVT/Tampa
WWSB/Orlando
WFTS/Tampa

MIDWEST

- WBEA/Chicago
WIBC/Chicago
WISN/Milwaukee
WISN/Milwaukee

WEST

- KJZZ/Phoenix
KJZZ/Phoenix
KJZZ/Phoenix
KJZZ/Phoenix

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KJZZ/Phoenix
KJZZ/Phoenix

Thanks To You, Jazz Radio... R&R Jazz Chart Debut 27 MICHAEL GARSON "Serendipity" REFERENCE RECORDINGS, P.O. Box 77225-x, San Francisco, CA 94107

48 Reporting Stations 45 Current Reports WCLK/Atlanta failed to report, therefore its playlist was frozen.

RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS.

LILLO THOMAS
Sexy Girl (Capitol)

70% of our reporting stations on it. Rotations: Heavy 1/0, Medium 29/2, Light 34/11, Total Adds 13, WVEE, K94, WBXM, WGCI, WKND, WFXA, WATV, WFXC, KDLZ, WQMG, WQFX, WZAZ, KHYS. Debuts at number 38 on the Black/Urban chart.

LUTHER VANDROSS

There's Nothing Better Than Love (Epic)

67% of our reporting stations on it. Rotations: Heavy 4/0, Medium 15/9, Light 42/28, Total Adds 37 including WWIN-FM, WILD, WHRK, WYLD-FM, K94, WTMP, WGCI, WBLZ, WJLB, KPRS, KMJM, KDAY, KJLH. Debuts at number 10 on the Black/Urban chart.

CHERYL LYNN

New Dress (Manhattan)

64% of our reporting stations on it. Rotations: Heavy 1/0, Medium 16/1, Light 41/17, Total Adds 18 including WWIN-FM, WXYV, WBLK, WDAS, WOWI, KJLH, KSOL, WENN, WKXI, WKWM.

READY FOR THE WORLD

Mary Goes Round (MCA)

63% of our reporting stations on it. Rotations: Heavy 5/0, Medium 23/0, Light 29/9, Total Adds 9, WHUR, WOWI, WTMP, WFXA, WATV, WENN, WPEG, WKXI, KMYX.

NEW & ACTIVE

PRINCE "Sign 'O' The Times" (Paisley Park/WB) 51/50

Rotations: Heavy 6/6, Medium 13/12, Light 32/32, Total Adds 50 including WWINFM, WILD, WBLK, WAMO, WHUR, K104, KMJQ, WEDR, WYLD-FM, K94, WOWI, WTMP, WBXM, WGCI, WBLZ, WDMT, WVKO, WJLB, WLUM, KDAY, XHRM, KSOL, WQOK, WGIN, KPRW.

Bobby Brown "Girl Next Door" (MCA) 51/11

Rotations: Heavy 2/0, Medium 19/0, Light 30/11, Total Adds 11, WVEE, WDIA, KMJM, WNHC, WJIZ, KDLZ, WKXI, KOKY, WORL, KDKS, WXLA. Heavy: WJMI, KATZFM. Mediums Include: WAMO, K104-KMJQ, WYLD-FM, WTMP, WZAK, KDAY, ATLANTIC STARR "Always" (WB) 50/26

Rotations: Heavy 1/0, Medium 11/2, Light 38/24, Total Adds 26, WXYV, WAMO, WHUR, WVEE, WDIA, WHRK, WEDR, OC104, WDKX, WEKS, SATY, JET94, WFXC, KDLZ, WQMG, WFOX, WOKI, WPDG, KOKY, WLOU, WQIM, Z103, WVOI, BKBC, KUKQ, KPRW.

KLMAXXX "I'd Still Say Yes" (Constellation/MCA) 50/13

Rotations: Heavy 7/0, Medium 20/1, Light 23/12, Total Adds 13, WXYV, WHUR, WDIA, K94, WBXM, WGCI, KDAY, OC104, WFXA, WFXC, KHYS, WPLZ, KDKS. Heavy: WBLK, WAMO, WZAK, WPKL, WOKO, WGIN, WWMV. Mediums include: WWINFM, WILD, K104, WYLD-FM, WJLB, KMJM.

Run D.M.C. "It's Tricky" (Profile) 49/8

Rotations: Heavy 3/0, Medium 12/0, Light 34/8, Total Adds 8, XHRM, WDKX, WENN, KIIZ, WPLZ, WWMV, WVOI, KMYX. Heavy: WDIA, WTMP, KDAY. Medium: WDAS, WEDR, WBXM, WZAK, KMJM, WATV, WHYZ, WJMI, KOKY, WALT, WANM, KUKQ.

Pointer Sisters "All I Know Is The Way I Feel" (RCA) 46/6

Rotations: Heavy 0/0, Medium 19/0, Light 27/6, Total Adds 6, XHRM, WNHC, WPAL, WQFX, KOKY, KDKS. Medium: WDAS, WAMO, WZAK, KSOL, OC104, WFXA, WXOK, WATV, JET94, WFXC, WJMI, KJCB, WLOU, WBLK, WANM, Z103, WWMV, WVOI, KMYX.

Anita Baker "Same Ole Love (365 Days A Year)" (Elektra) 44/31

Rotations: Heavy 0/0, Medium 13/4, Light 31/27, Total Adds 31, WWINFM, WILD, WUSL, WHUR, KIJQ, WHRK, WOWI, WTMP, WDMT, KPRS, KMJM, KDAY, KJLH, XHRM, WNHC, WDKX, WJIZ, WATV, WHYZ, WQFX, WOKI, KJLZ, WLOU, WBLX, WQOK, KDKS, WANM, WGIN, WTLC, WKLA, KMYX.

New Edition w/Little Anthony "Tears On My Pillow" (MCA) 44/4

Rotations: Heavy 6/0, Medium 19/1, Light 18/10, Total Adds 4, KDLZ, Z16, WGRF, KATZFM, WFXA, WATV, WHYZ, WDOM, WKLA, WWMV. Medium: WDIA, WEDR, WYLD-FM, WOWI, WTMP, WJLB, WKND, OC104, WDKX, WQOK, WFXC, KJCB, KOKY, WJYL, WALT, KHYS, WKWM, WVOI.

Big Audio Dynamite "Bad Rock City" (Columbia) 43/3

Rotations: Heavy 1/0, Medium 9/0, Light 34/3, Total Adds 3, Z93, WFXC, WQIM. Heavy: WEKS. Medium: WXYV, WHUR, WHRK, WEDR, WJIZ, WPAL, WZAZ, WANM.

Miki Howard "Imagination" (Atlantic) 41/17

Rotations: Heavy 0/0, Medium 8/1, Light 33/16, Total Adds 17, WWINFM, WAMO, WHRK, WOWI, KPRS, WEKS, KDQL, KDLZ, WKXI, Z16, WQOK, WORL, WPLZ, WKLA, WWMV, KATZFM, KBLZ. Medium: WDIA, WZAK, WLUM, WDKX, WZAZ, WANM, KDKO.

Chico DeBarge "The Girl Next Door" (Motown) 41/16

Rotations: Heavy 0/0, Medium 2/1, Light 39/15, Total Adds 16, WAMO, WHUR, K94, KPRS, WJIZ, WENN, Z93, WJMI, WPDG, WZAZ, WQIS, WQIM, WORL, Z103, WKWM, KPRW, WANM. Medium: WANM.

Patrice Rushen "Watch Out!" (Arista) 40/40

Rotations: Heavy 0/0, Medium 5/5, Light 35/35, Total Adds 40 including WWINFM, WXYV, WILD, WBLK, WHUR, WVEE, K104, KMJQ, WHRK, WEDR, K94, WOWI, WTMP, WGCI, WBLZ, WZAK, KMJM, KJLH, XHRM, WKND, WDKX, WEKS, WATV, KOKO, KMYX.

Surface "Happy" (Columbia) 38/12

Rotations: Heavy 8/0, Medium 11/2, Light 19/10, Total Adds 12, WAMO, WHUR, WDKX, WJIZ, KDLZ, WQOK, WATV, WKXI, KJCB, WQIS, WBLK, KDKO. Heavy: WZAK, WPEG, WJMI, KOKY, WLOU, WANM, WKLA, KMYX. Medium: WILD, WVEE, WJLB, KJLH, WKND, WNHC, WEKS, WALT, WKWM.

Blake & Hines "Sherry" (Motown) 34/8

Rotations: Heavy 1/0, Medium 9/2, Light 24/6, Total Adds 8, WDAS, WAMO, WDJY, WZAK, WLOU, KHYS, KDKS. Heavy: KMJM. Medium: WEDR, WENN, WPAL, WZAZ, KJZ, WGRF, WTLC.

Philip Ingram & Scherrine Payne "Incredible" (Superstar Int'l) 34/3

Rotations: Heavy 3/0, Medium 18/1, Light 13/2, Total Adds 3, WAMO, KMJM, WWMV. Heavy: WPAL, WKXI, WZAZ, Medium: WQJY, WVEE, WDIA, WYLD-FM, WTMP, WGCI, KPRS, WEKS, KOKL, WATV, WENN, WPEG, WFXC, WBLX, KHYS, WGRF, WTLC.

Chuck Stanley "Day By Day" (Def Jam/Columbia) 32/10

Rotations: Heavy 0/0, Medium 7/2, Light 25/9, Total Adds 10, WUSL, WAMO, KMJQ, WDIA, WOWI, WBXM, KDAY, WKXI, KOKY, WQIM. Medium: WDAS, WZAK, WNHC, WJUS, WANM.

Georgio "Sexappeal" (Motown) 31/10

Rotations: Heavy 1/0, Medium 10/3, Light 20/7, Total Adds 10, WAMO, WYLD-FM, WBXM, WEKS, WJMI, Z16, WJYL, KATZFM, KMYX, KPRW. Heavy: WTMP. Medium: WWINFM, WHUR, WJLB, WLUM, XHRM, KSOL, KHYS.

Jocelyn Brown "Ego Maniac" (WB) 30/9

Rotations: Heavy 0/0, Medium 13/2, Light 17/7, Total Adds 9, KMJQ, WGCI, KDAY, KSOL, JET94, KDLZ, WKGN, KHYS, KPRW. Medium: WBLK, WAMO, WEDR, WTMP, WKND, WNHC, WPAL, WJMI, KOKY, WQOK, WANM.

Oran Juice Jones "Here I Go Again" (Def Jam/Columbia) 30/6

Rotations: Heavy 0/0, Medium 3/0, Light 27/6, Total Adds 6, WHUR, WVEE, WTMP, WEKS, WENN, WLOU. Medium: WEDR, KOKY, KDKS.

MOST ADDED

- PRINCE (50)
- PATRICE RUSHEN (40)
- LUTHER VANDROSS (37)
- ANITA BAKER (31)
- ATLANTIC STARR (26)
- CHERYL LYNN (18)
- MIKI HOWARD (17)
- GREGORY ABBOTT (17)
- CHICO DeBARGE (16)
- SMOKEY ROBINSON (16)

HOTTEST

- LOOSE ENDS (55)
- JANET JACKSON (47)
- JETS (38)
- HOWARD HEWETT (36)
- CLUB NOUVEAU (36)
- JODY WATLEY (29)
- SHEILA E (16)
- MIDNIGHT STAR (16)
- JAMES BROWN (11)
- FREDDIE JACKSON (11)

GWEN GUTHRIE "They Long To Be Close To You" (Polydor/PG) 30/3

Rotations: Heavy 5/0, Medium 11/1, Light 14/2, Total Adds 3, WAMO, WJIA, WVKO. Heavy: WEDR, WKND, WNHC, KDLZ, WZAZ. Medium: WXYV, WJLB, WJIZ, WATV, WENN, WFXC, KHYS, WANM, WWMV, KATZFM.

LUTHER INGRAM "Don't Turn Around" (Profile) 29/5

Rotations: Heavy 0/0, Medium 2/1, Light 27/4, Total Adds 5, WZAK, KSOL, WENN, WPEG, WORL. Medium: WTMP.

FOCUS "Zero in July" (EMI America) 29/2

Rotations: Heavy 7/0, Medium 15/1, Light 7/1, Total Adds 2, WAMO, WPEG. Heavy: K104, WHRK, WGCI, WFXC, KIJZ, KDKS, WMDM. Medium: WDAS, WVEE, WBXM, KPRS, WNHC, WFXA, Z93, KDLZ, WHYZ, WQFX, WJYL, KHYS, KPRW, KATZFM.

TRINERE "They're Playing Our Song" (Jampacked) 28/7

Rotations: Heavy 1/0, Medium 6/0, Light 21/7, Total Adds 7, WEKS, KOKY, WBLX, WQIM, WDOM, WVOI, KBLZ. Heavy: WJMI. Medium: WEDR, WYLD-FM, KDAY, WJIZ, WENN, WANM.

JACKSONS "Time Out For The Burglar" (MCA) 26/4

Rotations: Heavy 0/0, Medium 10/0, Light 16/4, Total Adds 4, WTMP, JET94, WBLX, KHYS. Medium: WXYV, WVEE, KSOL, KDLZ, WQFX, WJMI, KOKY, WTLC, WQMA, WQXA, WQXX.

MESHAY "Climbing The Wall" (Superstar Int'l) 26/3

Rotations: Heavy 0/0, Medium 9/0, Light 17/3, Total Adds 3, WDJY, WZAK, KSOL. Medium: WEDR, WTMP, KPRS, WJIZ, WATV, WPAL, WZAZ, WBLX, WTLC.

SIGNIFICANT ACTION

O'BRYAN "Driving Force" (Capitol) 24/13

Rotations: Heavy 0/0, Medium 1/0, Light 23/13, Total Adds 13, WBLK, K104, WEDR, WJIZ, Z93, KDLZ, KIJZ, Z16, WBLX, WANM, WTLC, WKLA, KBLZ. Medium: WZAZ.

COVER GIRLS "Show Me" (The Fever/Sutra) 24/1

Rotations: Heavy 0/0, Medium 6/0, Light 13/1, Total Adds 1, Heavy: WDAS, WUSL, WNHC. Medium: WOWI, WTMP, WUCI, WZAK, XHRM, WEKS, Z93, WKGN.

RUE CALDWELL "I Need Your Loving" (Asinia) 24/1

Rotations: Heavy 0/0, Medium 2/0, Light 22/1, Total Adds 1, WTMP. Medium: KPRS, WZAZ.

CHAKA KHAN "Earth To Mickey" (WB) 22/2

Rotations: Heavy 1/0, Medium 9/0, Light 12/2, Total Adds 2, WFXC, Z16. Heavy: WEDR. Medium: WAMO, WHUR, XHRM, WNHC, WJIZ, WFXA, WATV, WJMI, KPRW.

DJ JAZZY JEFF & FRESH PRINCE "The Magnificent Jazzy Jeff" (Live/RCA) 20/2

Rotations: Heavy 5/0, Medium 7/0, Light 8/2, Total Adds 5, WEKS, WHYZ. Heavy: WDAS, WZAK, KDAY, WPAL, WANM. Medium: WTMP, WKND, WDKX, WKXI, WMDM, WGRF, WVOI.

ROSE ROYCE "Lonely Road" (Omni/Atlantic) 19/7

Rotations: Heavy 0/0, Medium 4/2, Light 15/5, Total Adds 7, WILD, WDAS, WEDR, KSOL, WJMI, KOKY, WBLX. Medium: WZAK, KATZFM.

MANTRONIX "Who Is It" (Sleeping Bag) 15/6

Rotations: Heavy 0/0, Medium 3/1, Light 12/5, Total Adds 6, WWINFM, KSOL, KOKL, WPAL, WFXC, WALT. Medium: WXYV, WGIS.

JAMES "O-TRAIN" WILLIAMS "Oh How I Love You (Girl)" (Columbia) 15/6

Rotations: Heavy 0/0, Medium 3/0, Light 12/6, Total Adds 6, K104, WDIA, WYLD-FM, WXOK, WJYL, KATZFM. Medium: WDKX, WJMI, WLOU.

JUCY "After Loving You" (CBS Associated) 14/5

Rotations: Heavy 0/0, Medium 2/1, Light 12/4, Total Adds 5, WQOK, WPEG, JET94, WJUS, WVOI. Medium: WBLK.

GAP BAND "Zibble Zibble (Got The Money)" (Total Experience/RCA) 12/12

Rotations: Heavy 0/0, Medium 1/1, Light 11/11, Total Adds 12, WAMO, K104, KMJQ, WYLD-FM, WLUM, WKXI, WJYL, WQIM, WANM, WGRF, KATZFM, WVOI.

GRANDMASTER FLASH "U Know What Time It Is" (Elektra) 12/2

Rotations: Heavy 0/0, Medium 6/0, Light 6/2, Total Adds 2, WBXM, WWMV. Medium: WDJY, WEDR, KDAY, KSOL, WJIZ, WANM.

ROSIE GAINES "Crazy" (Epic) 12/2

Rotations: Heavy 0/0, Medium 4/0, Light 8/2, Total Adds 2, WWINFM, WGIN. Medium: WBLK, WHUR, WNHC, KDKS.

PICTURE PERFECT "Prove It Boy" (Atlantic) 10/4

Rotations: Heavy 0/0, Medium 2/0, Light 8/4, Total Adds 4, WEDR, WTMP, WVOI, KUKQ. Medium: WDAS, WZAZ.

FIRST CIRCLE "Working Up A Sweat" (EMI America) 10/0

Rotations: Heavy 0/0, Medium 3/0, Light 6/0, Total Adds 0, Medium: WBXM, WGCI, WNHC, WGIN.

DARYL HALL "Someone Like You" (RCA) 10/0

Rotations: Heavy 1/0, Medium 1/0, Light 6/0, Total Adds 0, Heavy: WJMI. Medium: WAMO, WFXA, KPRW.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

ATLANTIC STARR

ALWAYS CONTEST

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.

1007	1180	1413	1554	1766	311	473
1008	1181	1418	1556	1793	312	477
1014	1187	1425	1562	1799	317	478
1020	1217	1434	1568	1800	319	479
1023	1222	1445	1578	1811	322	494
1032	1230	1449	1579	1816	323	503
1033	1236	1455	1585	1821	326	
1038	1260	1456	1598	1833	329	
1044	1264	1457	1616	1835	331	
1050	1273	1469	1632	1855	333	
1054	1275	1473	1644	1873	337	
1079	1282	1474	1663	1875	340	
1083	1291	1480	1664	1886	384	
1085	1299	1486	1665	1893	422	
1108	1330	1487	1686	1900	427	
1116	1345	1497	1695	1903	432	
1121	1350	1508	1712	221	445	
1122	1365	1514	1742	245	447	
1124	1374	1525	1745	246	448	
1130	1388	1526	1751	258	453	
1136	1391	1536	1752	267	454	
1147	1395	1542	1757	278	458	
1152	1405	1543	1760	286	469	
1178	1409	1545	1764	295	471	



ATLANTIC STARR
ALL IN THE NAME OF LOVE
THE NEW ALBUM FEATURING THE SINGLE
"ALWAYS"



A K I R A A L E S & I O S

EAST

WXY/Baltimore
Ray Sampson
JETS
ROCK & THE GANG
KLYMAXX
PATRICK RUSHIN
ATLANTIC STAR
SHERYL LYNN
HOLLER
M&L & KIM
THE NEW SOCIAL CLUB
LOOSE ENDS
HOWARD HEMPTT
FREDRICK JACKSON

WJW/Ft. Belknap
Don Brooks
PRINCE
HANTRONIX
LUTHER VANDROSS
SAMPHON BUTCH HOOD
RODIE GAINES
MIKI HOWARD
PATRICK RUSHIN
ANTHONY BAKER
SHERYL LYNN
HOLLER
CHERYL LYNN
GAP BAND
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE

WILD/Boston
Eric Smith
ANITA BAKER
PRINCE
LUTHER VANDROSS
PATRICK RUSHIN
BOB ROYCE
SYSTEM
HOLLER
PHYLLIS HEMMAN
RALPH DAVIS
JODY WATLEY
CLUB NOUVEAU
SHEILA F

WBLK/Buffalo
Ray Anthony
SHERRY ROBINSON
ROCK & THE GANG
O'BRYAN
PRINCE
CHERYL LYNN
PATRICK RUSHIN
HOLLER
SHEILA F
NARRATIVE
STACY LATTISAW
RALPH DAVIS
JODY WATLEY

WKND/Hartford
Jordan McLean
CLUB NOUVEAU
GRODIO
PATRICK RUSHIN
LUTHER VANDROSS
LILLO THOMAS
HOLLER
LOOSE ENDS
JODY WATLEY
CLUB NOUVEAU
HOWARD HEMPTT
JETS
WJW/Michigan
JANET JACKSON
ONY WAY

WNCN/Harris
David Dickenson
PRINCE
ISAC HAYES
POINTERS SISTERS
BUNNY DEBARGE
PATRICK RUSHIN
ANTHONY BAKER
BOBBY BROWN
LUTHER VANDROSS
HOLLER
STACY LATTISAW
JETS
RALPH DAVIS
H&L & KIM

WUL/Philadelphia
Tony Quartrone
JETS
LOWRIT
CHECK STANLEY
ANTHONY BAKER
HOLLER
SHERYL MURDOCK
HISLA MOORE
COVER GIRLS
HOWARD HEMPTT
OMR WAY

WYNY/Baltimore
AL GREEN
RODIE GAINES
MIKI HOWARD
PATRICK RUSHIN
ANTHONY BAKER
HOLLER
CHERYL LYNN
GAP BAND
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE
WYNY/Baltimore

WJZ/Baltimore
AL GREEN
RODIE GAINES
MIKI HOWARD
PATRICK RUSHIN
ANTHONY BAKER
HOLLER
CHERYL LYNN
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SOUTH

WJZ/Atlanta
Tony Wright
PRINCE
GREGORY ABBOTT
TOMY DEZHAN
SURFACE
CHICO DEBARGE
BRAD WILLIAMS
O'BRYAN
ANTHONY BAKER
BOBBY BROWN
PATRICK RUSHIN
CYRE
HOLLER
JANET JACKSON
JETS
LOOSE ENDS
K&L & THE GANG
JODY WATLEY

WVE/Atlanta
Roy Boyd
S&S BAND
BOBBY BROWN
PATRICK RUSHIN
ANTHONY BAKER
ATLANTIC STAR
LILLO THOMAS
ORAN JUICE JONES
HOLLER
JETS
JANET JACKSON
CHICO DEBARGE
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE

WVTV/Birmingham
Ron January
LILLO THOMAS
PATRICK RUSHIN
ANTHONY BAKER
ATLANTIC STAR
LILLO THOMAS
ORAN JUICE JONES
HOLLER
JETS
JANET JACKSON
CHICO DEBARGE
CLUB NOUVEAU
JODY WATLEY
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WJZ/Charlotte
Don Kendrick
HANTRONIX
SHERRY ROBINSON
POINTERS SISTERS
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CLUB NOUVEAU
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CLUB NOUVEAU
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SOUTH

JR94/Chattanooga
Neil Jackson
JUNO
LUTHER VANDROSS
ATLANTIC STAR
PATRICK RUSHIN
BOBBY BROWN
LOOSE ENDS
HOWARD HEMPTT
STACY LATTISAW
ONY WAY

K104/Dallas
Teri Avery
PATRICK RUSHIN
GAP BAND
PRINCE
O'BRYAN
D TRAIN
HOWARD HEMPTT
PATRICK RUSHIN
JANET JACKSON
HOLLER
MILLIE JACKSON
MADHOUSE

WFZ/Durham
Doc Holliday
ATLANTIC STAR
LILLO THOMAS
CHICKA KIAN
BIG AUDDI DYNAMIT
KERRY RICHARDS
MANTRONIX
JOEY BROWN
KLYMAXX
HOLLER
ANTHONY BAKER
JANET JACKSON
JAMES BROWN
HOWARD HEMPTT
K&L & THE GANG

KDZZ/Winston-Salem
Tucker Miller
LILLO THOMAS
CLUB NOUVEAU
ATLANTIC STAR
O'BRYAN
TOMY DEZHAN
BOBBY BROWN
JANET JACKSON
MIKI HOWARD
PHILLIS HEMMAN
JETS
HOWARD HEMPTT
MIDNIGHT STAR

WJZ/Greenville
Andre Carson
PRINCE
LUTHER VANDROSS
HOLLER
H&E ALPERT
JANET JACKSON
LOOSE ENDS
HOWARD HEMPTT
FREDRICK JACKSON

WPEC/Charlotte
Michael Saunders
SHERRY ROBINSON
ISAC HAYES
LUTHER VANDROSS
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE

WJZ/Charlotte
Michael Saunders
SHERRY ROBINSON
ISAC HAYES
LUTHER VANDROSS
CLUB NOUVEAU
JODY WATLEY
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WJZ/Charlotte
Michael Saunders
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ISAC HAYES
LUTHER VANDROSS
CLUB NOUVEAU
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ISAC HAYES
LUTHER VANDROSS
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE

SOUTH

WZJZ/Jacksonville
Neil Jackson
RAY GOODMAN & BR
SHERRY ROBINSON
STACY LATTISAW
NONMORD
QUE WAY
CHICO DEBARGE
DAVE WILLIAMS
HOLLER
JANET JACKSON
JAMES BROWN
JESSIE JOHNSON
COMODORES
JANET JACKSON
ISAC HAYES

WFOJ/Jacksonville
Brody Henry
CLUB NOUVEAU
STACY LATTISAW
PULL FORCE
GREGORY ABBOTT
CHICO DEBARGE
SYSTEM
ATLANTIC STAR
PRINCE
LUTHER VANDROSS
MADHOUSE
LOOSE ENDS
RAY GOODMAN & BR
HOWARD HEMPTT
MIDNIGHT STAR
PHILLIS HEMMAN

KJZZ/Knoxville
Bill St. John
PRINCE
ANTHONY BAKER
MASON
O'BRYAN
THE NEW SOCIAL CLUB
JANET JACKSON
JAMES BROWN
HOWARD HEMPTT
K&L & THE GANG

WGMK/Jacksonville
Bill City
JOEY BROWN
BUNNY DEBARGE
SHERRY ROBINSON
BOBBY BROWN
JANET JACKSON
MIKI HOWARD
PHILLIS HEMMAN
JETS
HOWARD HEMPTT
MIDNIGHT STAR

WJZ/Mobile
Tony Brown
ROSE ROYCE
ANTHONY BAKER
PATRICK RUSHIN
O'BRYAN
JANET JACKSON
SHERYL LYNN
LUTHER VANDROSS
TAMM JACKSON
GLAYDYS KNIGHT
HOWARD HEMPTT
JODY WATLEY
CLUB NOUVEAU

WJZ/Mobile
Tony Brown
ROSE ROYCE
ANTHONY BAKER
PATRICK RUSHIN
O'BRYAN
JANET JACKSON
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LUTHER VANDROSS
TAMM JACKSON
GLAYDYS KNIGHT
HOWARD HEMPTT
JODY WATLEY
CLUB NOUVEAU

WJZ/Mobile
Tony Brown
ROSE ROYCE
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LUTHER VANDROSS
TAMM JACKSON
GLAYDYS KNIGHT
HOWARD HEMPTT
JODY WATLEY
CLUB NOUVEAU

WJZ/Mobile
Tony Brown
ROSE ROYCE
ANTHONY BAKER
PATRICK RUSHIN
O'BRYAN
JANET JACKSON
SHERYL LYNN
LUTHER VANDROSS
TAMM JACKSON
GLAYDYS KNIGHT
HOWARD HEMPTT
JODY WATLEY
CLUB NOUVEAU

SOUTH

WQOK/Nashville
Floyd/Young
MIKI HOWARD
ANTHONY BAKER
PRINCE
LUTHER VANDROSS
PATRICK RUSHIN
WHEATLE
ARTHUR FRANKLIN
CLUB NOUVEAU
JANET JACKSON
MADHOUSE
HISLA MOORE
WHISTLE

WYLD/Meigs
Bobby O'Jay
D TRAIN
PRINCE
GREGORY ABBOTT
BARBARA ROY
GAP BAND
LUTHER VANDROSS
HOLLER
THE NEW SOCIAL CLUB
HOWARD HEMPTT
JETS
JANET JACKSON

WOLR/Orlando
Earl James
CHERYL LYNN
BOBBY BROWN
MIKI HOWARD
PATRICK RUSHIN
OCTAVIA
COMPANY B
LOOSE ENDS
HOWARD HEMPTT
JANET JACKSON
CLUB NOUVEAU
H&L & KIM

KHYS/Port Arthur
Patty Davis
GREGORY ABBOTT
LILLO THOMAS
KLYMAXX
CHECK STANLEY
BLAKE & HINES
JOEY BROWN
LOOSE ENDS
R. J'S LATEST ARRIV
DONNA ALLIN
CONRAD

WLBZ/Cincinnati
Brian Castle
PRINCE
LUTHER VANDROSS
PATRICK RUSHIN
ONY WAY
HOLLER
DONNA ALLIN
LOOSE ENDS
JANET JACKSON
MIDNIGHT STAR
CLUB NOUVEAU

WPLZ/Petersburg
Crumbley/Genies
KLYMAXX
MIKI HOWARD
CHERYL LYNN
RUN D.M.C.
HOLLER
JANET JACKSON
MIDNIGHT STAR
CLUB NOUVEAU
JIT
BILLY VEAL & THE
JAMALS

WKD/Dayton
C. Ervin Daniels
BLAKE & HINES
PRINCE
ANTHONY BAKER
CLUB NOUVEAU
LOOSE ENDS
JANET JACKSON
JAMES BROWN
KLYMAXX
MIKI HOWARD
SHERRY ROBINSON
ANTHONY BAKER
PATRICK RUSHIN
POINTERS SISTERS
GRACE JOYCE
LIVING PROOF
BRAD WILLIAMS
HOWARD HEMPTT
JODY WATLEY
CLUB NOUVEAU

WJZ/Cleveland
Calvin Hicks
PRINCE
ANTHONY BAKER
VISTA WILLIAMS
HOWARD HEMPTT
JANET JACKSON
CLUB NOUVEAU
LOOSE ENDS
JANET JACKSON
LUTHER VANDROSS
TRINER
BOBBY BROWN
SHERYL MURDOCK
JIT
MIDNIGHT STAR

WZAN/Cleveland
Lynn Toller
LUTHER VANDROSS
GREGORY ABBOTT
BLAKE & HINES
PATRICK RUSHIN
GREGORY ABBOTT
ANTHONY BAKER
HOLLER
JODY WATLEY
LOOSE ENDS
JETS

WVOM/Southern
Tom Reynolds
LUTHER VANDROSS
PHIL PHARO
SHERRY ROBINSON
HOWARD HEMPTT
ANTHONY BAKER
JETS
LOOSE ENDS
SHERYL MURDOCK
KLYMAXX

Z103/Columbus
Tom Reynolds
VISTA WILLIAMS
ANTHONY BAKER
PATRICK RUSHIN
LUTHER VANDROSS
ARTHUR FRANKLIN
HOLLER
LOOSE ENDS
HOWARD HEMPTT
JIT
CLUB NOUVEAU

WVMT/Atlanta
Chris Turner
ANTHONY BAKER
NONMORD
GREGORY ABBOTT
SIMPLY RED
PRINCE
LUTHER VANDROSS
ORAN JUICE JONES
PATRICK RUSHIN
ANTHONY BAKER
PICTURE PERFECT
HOLLER
COMODORES
O'BRYAN
JAMES BROWN
STACY LATTISAW

MIDWEST

WMWZ/Columbus
KC Jones
PRINCE
MIKI HOWARD
GREGORY ABBOTT
CLUB NOUVEAU
SHERYL MURDOCK
JANET JACKSON
SYSTEM
PRINCE

WJZ/Chicago
Sonny Taylor
SYSTEM
PRINCE
LILLO THOMAS
JOEY BROWN
KLYMAXX
PATRICK RUSHIN
LUTHER VANDROSS
BLAKE & HINES
OCTAVIA
COMPANY B
LOOSE ENDS
HOWARD HEMPTT
JANET JACKSON
CLUB NOUVEAU
H&L & KIM

WVWW/Saginaw
David Roes
CLUB NOUVEAU
LUTHER VANDROSS
GANDHARON PLASH
MIKI HOWARD
PHILLIS HEMMAN
PATRICK RUSHIN
PARKE & INGRAM
ONY WAY
KLYMAXX
BUCK WILLIS
LOOSE ENDS

WVWW/Grand Rapids
Frank Franklin
HERB ALPERT
PRINCE
RAINY DAVIS
CLUB NOUVEAU
PATRICK RUSHIN
LUTHER VANDROSS
BOBBY BROWN
MIKI HOWARD
PHILLIS HEMMAN
PATRICK RUSHIN
LUTHER VANDROSS
JANET JACKSON

WVWW/Grand Rapids
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HERB ALPERT
PRINCE
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CLUB NOUVEAU
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BOBBY BROWN
MIKI HOWARD
PHILLIS HEMMAN
PATRICK RUSHIN
LUTHER VANDROSS
JANET JACKSON

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WVWW/Grand Rapids
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HERB ALPERT
PRINCE
RAINY DAVIS
CLUB NOUVEAU
PATRICK RUSHIN
LUTHER VANDROSS
BOBBY BROWN
MIKI HOWARD
PHILLIS HEMMAN
PATRICK RUSHIN
LUTHER VANDROSS
JANET JACKSON

WVWW/Grand Rapids
Frank Franklin
HERB ALPERT
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PHILLIS HEMMAN
PATRICK RUSHIN
LUTHER VANDROSS
JANET JACKSON

WEST

KKQ/Denver
Danny Harris
MADHOUSE
PRINCE
LUTHER VANDROSS
PATRICK RUSHIN
GREGORY ABBOTT
LIVING PROOF
HOLLER
HOWARD HEMPTT
JANET JACKSON
JETS
JODY WATLEY
JAMES BROWN

KAJY/Los Angeles
Paterson/Mack
K&L & THE GANG
K&L & THE GANG
K&L & THE GANG
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KMJJ/San Diego
L.M. Colium
PRINCE
PATRICK RUSHIN
RON D.M.C.
ANTHONY BAKER
BOBBY BROWN
PATRICK RUSHIN
NONMORD
CHICO DEBARGE
SOB BANG
CHICO DEBARGE
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE

KLX/San Francisco
Robinson/Moody
CLUB NOUVEAU
PRINCE
LILLO THOMAS
MILLIE JACKSON
SHERRY ROBINSON
NONMORD
CHERRY LYNN
LUTHER VANDROSS
LUTHER VANDROSS
JOCELYN BROWN
HOLLER
JETS
JESSIE JOHNSON
THE NEW SOCIAL CLUB
GLAYDYS KNIGHT
LOOSE ENDS
H&E
FINDING LOVE

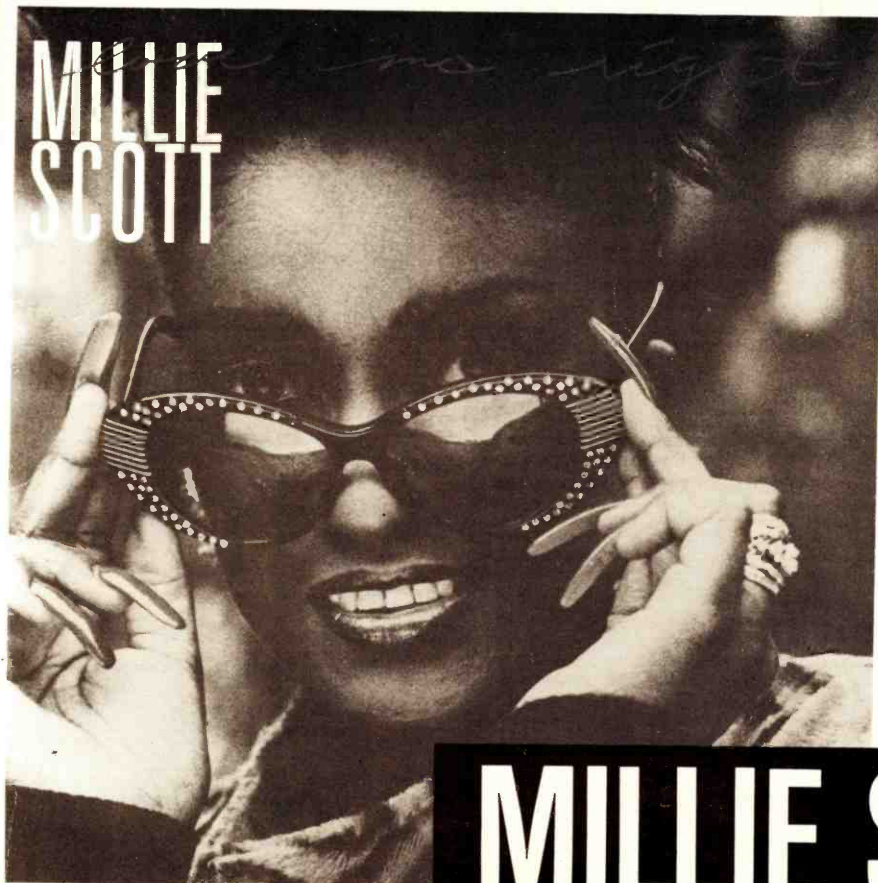
KKPW/Fresno
Royce Bilsa
CLUB NOUVEAU
PRINCE
ANTHONY BAKER
BOBBY BROWN
PATRICK RUSHIN
NONMORD
CHICO DEBARGE
SOB BANG
CHICO DEBARGE
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
H&E
FINDING LOVE

WVWX/Jackson
Tom Marshall
STARRO HITE
CUBAN GIRLS
M&L & KIM
BOBBY BROWN
MIKI HOWARD
PHILLIS HEMMAN
PATRICK RUSHIN
H&L & KIM
ANTHONY BAKER
JANET JACKSON
JAMES BROWN
HOWARD HEMPTT
MIDNIGHT STAR
JETS
JANET JACKSON
JAMES BROWN

91 Station Reports
91 Current Reports

We have added WCIN/Cincinnati, KPRS/Kansas City, KPWW/Oklahoma City and KKPW/Tucson as reporting stations. KAPE/San Antonio, WTKL/Baton Rouge and WRKS/New York are no longer reporting stations.

*Take a listen around you!
We're back to the song and the voice.*



MILLIE SCOTT
has the best of both with
"Every Little Bit"

R&R 21

BB 36

IMPACT 18



**THANK YOU, BLACK RADIO,
FOR YOUR EARLY BELIEF!**

From your friends on 4th & Broadway,
distributed by Island Records.



*The single "EVERY LITTLE BIT"
from the soon to be released album
"LOVE ME RIGHT"*

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

FEBRUARY 27, 1987

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
9	6	3	1	KENNY ROGERS/Twenty Years Ago (RCA)	160/0	140	19	1
7	5	2	2	STEVE WARINER/Small Town Girl (MCA)	160/0	136	21	3
12	10	6	3	GATLIN BROTHERS/Talkin' To The Moon (Columbia)	160/0	132	26	2
16	12	9	4	GEORGE STRAIT/Ocean Front Property (MCA)	160/1	122	36	2
16	13	10	5	ALABAMA/"You've Got" The Touch (RCA)	162/0	113	49	0
6	2	1	6	RESTLESS HEART/If I Still Be Loving You (RCA)	153/1	112	34	7
11	9	7	7	JUICE NEWTON/What Can I Do With My Heart (RCA)	151/0	104	36	11
19	15	12	8	BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)	162/1	92	68	2
5	1	4	9	SKO/Baby's Got A New Baby (MTM)	140/0	95	32	13
17	16	14	10	JOHN SCHNEIDER/Take The Long Way Home (MCA)	152/1	83	59	10
24	19	17	11	WAYLON JENNINGS/Rose In Paradise (MCA)	161/1	47	104	10
15	14	13	12	STATLER BROTHERS/Forever (Mercury/PG)	144/2	83	48	13
18	17	15	13	MARIE OSMOND/Only Wanted You (Capitol/Curb)	150/0	70	61	19
20	18	16	14	HIGHWAY 101/The Bed You Made For Me (WB)	156/3	62	77	17
28	22	20	15	T. GRAHAM BROWN/Don't Go To Strangers (Capitol)	159/2	27	118	14
26	21	18	16	GEORGE JONES/The Right Left Hand (Epic)	143/2	58	71	14
4	3	5	17	RANDY TRAVIS/No Place Like Home (WB)	123/0	74	32	17
30	25	22	18	REBA McENTIRE/Let The Music Lift You Up (MCA)	155/5	14	120	21
25	23	21	19	TOM WOPAT/Rock And Roll Of Love (EMI America)	139/3	37	75	27
33	26	23	20	JUDDS/Don't Be Cruel (RCA/Curb)	155/7	11	114	30
32	28	26	21	MICHAEL MARTIN MURPHY & HOLLY DUNN/A Face In The Crowd (WB)	157/7	19	103	35
8	7	8	22	SWEETHEARTS OF THE ROdeo/Midnight Girl/Sunset Town (Columbia)	118/0	61	39	18
35	30	28	23	MICHAEL JOHNSON/The Moon Is Still Over Her Sho (RCA)	153/7	11	103	39
48	32	29	24	D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB)	151/14	3	96	52
31	29	27	25	SAWYER BROWN/Gypsies On Parade (Capitol/Curb)	125/5	10	88	27
1	4	11	26	LEE GREENWOOD/Mornin' Ride (MCA)	110/0	53	38	19
39	35	32	27	KATHY MATTEA/You're The Power (Mercury/PG)	135/15	7	74	54
42	38	34	28	D'KANE/Can't Stop My Heart From Lovin' You (Columbia)	132/16	4	73	55
38	34	31	29	DDN WILLIAMS/Senorita (Capitol)	118/9	6	75	37
29	27	25	30	RICKY VAN SHELTON/Wid-Eyed Dream (Columbia)	120/3	15	70	35
BREAKER	31	27	31	OAK RIDGE BOYS/It Takes A Little Rain (MCA)	129/40	3	47	79
BREAKER	32	28	32	SHOOTERS/They Only Come Out At Night (Epic)	112/17	4	50	58
BREAKER	34	30	33	STEVE EARLE/Goodbye's All We've Got Left (MCA)	113/20	2	56	55
2	11	24	34	EARL THOMAS CONLEY/Can't Win For Losin' You (RCA)	87/0	37	28	22
BREAKER	35	31	35	JUDY RODMAN/Girls Ride Horses Too (MTM)	115/28	1	40	74
46	42	39	36	NANCI GRIFFITH/Lone Star State Of Mind (MCA)	84/3	7	39	38
22	20	19	37	ANNE MURRAY/On And On (Capitol)	72/0	16	37	19
—	46	42	38	RICKY SKAGGS/I Wonder If I Care As Much (Epic)	92/14	1	44	47
—	49	43	39	GIRLS NEXT DOOR/Walk Me In The Rain (MTM)	95/11	0	44	51
47	43	40	40	BILLY VERA & THE BEATERS/At This Moment (Rhino)	54/4	4	33	17
3	8	30	41	EDDY RAVEN/Right Hand Man (RCA)	69/0	25	26	18
—	—	48	42	PAKE McENTIRE/Heart Vs. Heart (RCA)	92/24	0	26	66
—	—	47	43	BILLY JOE ROYAL/Old Bridges Burn Slow (Atlantic America)	85/18	3	31	51
DEBUT	—	—	44	HANK WILLIAMS JR./When Something Is Good (WB/Curb)	80/16	0	28	52
DEBUT	—	—	45	CONWAY TWITTY/Julia (MCA)	64/46	0	9	55
DEBUT	—	—	46	GARY MORRIS/Pain Brown Wrapper (WB)	69/29	0	14	55
DEBUT	—	—	47	DAVID ALLAN COE/Need A Little Time Off For Bad Behavior (Columbia)	68/16	1	18	49
DEBUT	—	—	48	LYLE LOVETT/God Will (MCA/Curb)	67/16	0	21	46
DEBUT	—	—	49	JOHN CONLEE/Domestic Life (Columbia)	61/32	0	16	45
44	41	38	50	K.T. OSLIN/Wall Of Tears (RCA)	51/1	3	20	28

MOST ADDED

- DAN SEALS (47)
- CONWAY TWITTY (46)
- OAK RIDGE BOYS (40)
- FORESTER SISTERS (40)
- JOHN CONLEE (32)
- GARY MORRIS (29)
- JUDY RODMAN (28)
- PAKE McENTIRE (24)
- LOUISE MANDELL (23)
- STEVE EARLE (20)

HOTTEST

- GEORGE STRAIT (75)
- KENNY ROGERS (70)
- RESTLESS HEART (62)
- STEVE WARINER (58)
- ALABAMA (49)
- RANDY TRAVIS (42)
- GATLIN BROTHERS (42)
- SKO (40)
- BELLAMY BROTHERS (30)
- STATLER BROTHERS (28)

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.

OAK RIDGE BOYS It Takes A Little Rain (MCA)

On 80% of reporting stations. Rotations: Heavy 3, Medium 47, Light 79, Total Adds 40 including WYRK, WAJR, WHN, WXTU, WDSY, WRNS, WCOS, KSCS, WKLO, KKIX, KXXY, WXCL, WLLR, WIL, WTHI, KNIX, KOLO, KRAK, KRPM, KGA. Moves 35-31 on the Country chart.

JUDY RODMAN Girls Ride Horses Too (MTM)

On 71% of reporting stations. Rotations: Heavy 1, Medium 40, Light 74, Total Adds 28 including WYAM, WQBE, WDSY, WYNR, WCOS, WKLO, WKSJ, WBUC, WMNI, KJUY, WDAF, WMIL, K102, KTFK, KGHL, KYGO, KFRE, KFMS, KNEW. Moves 41-35 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status.

STEVE EARLE Goodbye's All We've Got Left (MCA)

On 70% of reporting stations. Rotations: Heavy 2, Medium 56, Light 55, Total Adds 20, WYRK, WQBE, WDSY, WKHX, KASE, WESC, WANZ, WKSJ, WSM, KRMD, WGAR-FM, WFMS, WITL, WLLR, KYAK, KYGO, KNEW, KWJJ, KRAK, KIGO. Moves 37-33 on the Country chart.

SHOOTERS They Only Come Out At Night (Epic)

On 69% of reporting stations. Rotations: Heavy 4, Medium 50, Light 58, Total Adds 17, WDSY, WYAY, WZZK, WCOS, WESC, KIKK, WMC, KISS-FM, WDRR, WUSN, WONE, WYNG, WITL, WMIL, KZLA, KRAK, KRPM. Moves 36-32 on the Country chart.

PRODUCED BY
TOMMY DEVITO/BILL SHOSTAK

BOBBY PADILLA
THAT IT'S ALL OVER FEELIN'
(ALL OVER AGAIN)
(Steve Clark/Johnny MacRae)
YOU BEAT ALL I EVER DREAMED
(Tom Long/Dallas Pearce)
W-1005



TOMMY BELL
YOU CAN HAVE
WHAT'S LEFT OF ME
(John Annesi/Richard Beneteau)
W-1004

WESTAR
(702) 458-3957
3826 COMMANCHE AVE. LAS VEGAS, NV 89121

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

GIRLS NEXT DOOR "Walk Me In The Rain" (MTM) 95/11
 Rotations: Heavy 0, Medium 4, Light 51, Total Adds 11, KHEY, WESC, WKSJ, WGARFM, KJUY, WKCO, K10V, K102, KFMS, KRPM, KGA. Medium: KEAN, WEZL, WJNE, KSSN, KJNE, KUGN, KSOP. Moves 49-43-39 on the Country chart.

PAKE McENTIRE "Heart Vs. Heart" (RCA) 92/24
 Rotations: Heavy 0, Medium 26, Light 66, Total Adds 24, WVAM, WCAO, WRKZ, WTCR, WNYR, WRNS, KHEY, KSSN, WYVD, WUSQ, WSLR, WMNI, KJUY, KSO, WKKO, KGHl, KKCS, KLZ, KUGN, KFMS, KNIX, KCKC, KGA. Moves 48-42 on the Country chart.

RICKY SKAGGS "I Wonder If I Care As Much" (Epic) 92/14
 Rotations: Heavy 1, Medium 44, Light 47, Total Adds 14, WGNM, WVAM, WYRK, WQBE, CHOW, WILQ, WESC, WKSJ, WOTK, WITL, WTSO, KTRK, KFMS, KIGO. Heavy: WDW. Medium: KIKK, WFMS, XXXY, KTOU. Moves 46-42-38 on the Country chart.

BILLY JOE ROYAL "Old Bridges Burn Slow" (Atlantic America) 85/18
 Rotations: Heavy 3, Medium 31, Light 51, Total Adds 18, WTCR, WKHX, WVM, WXBQ, WESC, WBHP, KSSN, WKSJ, WJWA, KJNE, WGARFM, WMNI, WKKO, WYNG, WKCO, KLZ, KCCY, KSAN. Moves 47-43 on the Country chart.

HANK WILLIAMS JR. "When Something Is Good" (WB/Curb) 80/16
 Rotations: Heavy 0, Medium 28, Light 52, Total Adds 16, WVAM, WQBE, WKHX, WYAY, KSSN, KYXK, WJWA, KBMR, WMNI, KSO, WGEI, WFMS, KTRK, KFMS, KNIX, KRAK. Debuts at number 44 on the Country chart.

GARY MORRIS "Plain Brown Wrapper" (WB) 69/29
 Rotations: Heavy 0, Medium 14, Light 55, Total Adds 29 including WGNM, WJWA, WUSY, WESC, WBHP, KSSN, WAMZ, KKYX, WXCL, KTRK, KFJL, KLZ, KFMS, KWJ, KALF, KKAT. Debuts at number 46 on the Country chart.

DAVID ALLAN COE "Need A Little Time Off For Bad Behavior" (Columbia) 68/16
 Rotations: Heavy 0, Medium 18, Light 49, Total Adds 16, WYOU, WQBE, WCVR, WRNS, KIKK, WDXE, KYXK, KSO, WKKO, WTHI, KLZ, KCCY, KALF, KRAK, KTOU, KKAT. Heavy: KBMR. Debuts at number 47 on the Country chart.

LYLE LOVETT "God Will" (MCA/Curb) 87/16
 Rotations: Heavy 0, Medium 21, Light 46, Total Adds 16, WQBE, WRKZ, WEZL, KHEY, WDXE, KSSN, KBMR, WUBE, KSO, WGEI, WMIL, WTHI, KUGN, KNAX, KOLD, KRPM. Debuts at number 48 on the Country chart.

CONWAY TWITTY "Julia" (MCA) 64/46
 Rotations: Heavy 0, Medium 9, Light 55, Total Adds 46 including WPTR, WQBE, WAJR, WJWA, KASE, WYNK, KPLX, WAMZ, WSM, WJKA, WTCR, WFMS, WMIL, KXYX, WKCO, K102, KVOD, KFDI, KLZ, KNIX, KWJ, KRPM. Debuts at number 45 on the Country chart.

JOHN CONLEE "Domestic Life" (Columbia) 61/32
 Rotations: Heavy 0, Medium 16, Light 45, Total Adds 32 including WAJR, WFOR, WJWA, WSO, WRNS, KIKK, KYXK, WSIX, KBUC, KKYX, KWMT, WDAF, KCBJ, KUUY, KNX, KWJ, KALF, KSOP, KIIM. Debuts at number 49 on the Country chart.

FORESTER SISTERS "Too Many Rivers" (WB) 54/40
 Rotations: Heavy 0, Medium 9, Light 45, Total Adds 40 including WYOU, WQBE, WOKQ, WNYR, KASE, WEZL, WTVY, WSM, WOYK, KJNE, WTCR, WJBE, WONE, KXYX, KVOD, KLZ, KNIX, KCCY, KCKC, KSAN, KIIM.

DAN SEALS "I Will Be There" (EMI America) 50/47
 Rotations: Heavy 0, Medium 3, Light 47, Total Adds 47 including WCAO, WTSV, WJWA, KMML, WRNS, WVK, KSSN, WCMS, WTSO, KVOD, KKCS, KLZ, KYGO, KUGN, KNAX, KTOU, KSOP, KCKC.

MOE BANDY "Till I'm Too Old To Die Young" (MCA/Curb) 49/17
 Rotations: Heavy 2, Medium 15, Light 32, Total Adds 17, WYOU, WAJR, WFOR, WNYR, KASE, WYMI, WUSY, WDXE, WCMS, KXYX, KJNE, KSO, WGEI, KITS, WTHI, KAL, KOLD. Heavy: WOKK, WDAF.

SIGNIFICANT ACTION

LOUISE MANDRELL "Do I Have To Say Goodbye" (RCA) 44/23
 Rotations: Heavy 0, Medium 7, Light 37, Total Adds 23, WGNM, WCAO, WYOU, WDSY, WIXY, WJWA, KRRV, WUSY, WRNS, WVK, KXYX, KJNE, KWMT, WTSO, KITS, KTRK, KVOC, KUUY, KUGN, KRWO, WFS, KOLD, KIGO.

ADAM BAKER "You've Got The Right" (Arista) 44/5
 Rotations: Heavy 1, Medium 11, Light 32, Total Adds 5, WAJR, WRNS, WSLR, WTHI, KTRK. Heavy: KRKT. Medium: WCVR, WTVY, KXIX, KSSN, WOKK, WLVI, KJNE, KALF, KOLD, KSOP, KIGO.

ASLEEP AT THE WHEEL "Way Down Texas Way" (Epic) 38/14
 Rotations: Heavy 0, Medium 11, Light 27, Total Adds 14, WCAO, KEAN, KASE, WUSY, KXIX, KIKK, KYXK, WLVI, KXYX, WUSQ, KWMT, KOLD, KSOP, KCKC.

CHARLY McCLAIN "Don't Touch Me There" (Epic) 27/14
 Rotations: Heavy 0, Medium 6, Light 21, Total Adds 14, WTSV, KEAN, KRRV, KASE, WRNS, KXYX, KJNE, KFGO, KITS, KTRK, KVOC, KUUY, KKCS, KIGO. Medium: WIXY, WLVI, KFDI, KRKT.

TIM MALCHAK "Colorado Moon" (Alpine) 25/10
 Rotations: Heavy 0, Medium 2, Light 23, Total Adds 10, WVAM, KYXK, WSIX, KXYX, KJNE, WYNG, WJJO, WTCM, KRWO, KIGO. Medium: KRKT, KALF.

WHITES "There Ain't No Blinds" (MCA/Curb) 25/9
 Rotations: Heavy 0, Medium 6, Light 19, Total Adds 9, KRRV, WTVY, KYXK, KXYX, WOYK, KFGO, KWMT, KALF, KSOP. Medium: WYOU, KITS, KFDI, KRKT, KTOU.

JIMMY MURPHY "Keep The Faith" (Encore) 25/0
 Rotations: Heavy 2, Medium 9, Light 14, Total Adds 0. Heavy: KSO, KRKT. Medium: WTVY, WOKK, WLVI, WCMS, KJNE, KFGO, WOV, KOLD, KSOP.

LIZ BORDO "There's Still Enough Of Us" (Master) 24/2
 Rotations: Heavy 0, Medium 3, Light 21, Total Adds 2, WBOB, KWMT. Medium: WIXY, KFGO, KSOP. Light: WCAO, WFOR, WJWA, KRRV, WLVI, KXYX, KJNE, WAXX, WOV, KITS, KVOC, KOLD.

JOHN ANDERSON "What's So Different About You" (WB) 23/17
 Rotations: Heavy 0, Medium 2, Light 21, Total Adds 17, WYOU, KRRV, KMML, WEZL, WTVY, WBHP, WJKA, WAXX, KXYX, WOV, KVOD, KRKT, KFRE, KRWO, KALF, KOLD, KIGO.

MEL McDANIEL "Oh What A Night" (Capitol) 23/0
 Rotations: Heavy 0, Medium 8, Light 15, Total Adds 0. Medium: WYOU, WCVR, WGEI, WTCM, KALF, KTOU, KSOP, KIGO. Light: WYHI, WDXE, KSSN, KFKF, WDAF, KIK-FM, KGHl, KNAX, KCCY, KCKC, KGA.

PAM TILLIS "I Wish She Wouldn't Treat You That Way" (WB) 22/2
 Rotations: Heavy 0, Medium 6, Light 14, Total Adds 2, KEAN, KUGN. Medium: KXYX, KITS, KRKT, KFRE, KRWO, KALF, KSO, KIGO.

DIAMONDS "Just A Little Bit" (Churchill) 21/4
 Rotations: Heavy 1, Medium 4, Light 16, Total Adds 4, WQBE, WAXX, KWMT, KSOP. Heavy: KRKT. Medium: WJWA, WOV, KOLD, KIGO.

BRUCE HORNBY & THE RANGE "Mandolin Rain" (RCA) 20/16
 Rotations: Heavy 0, Medium 16, KEAN, WXBQ, WEZL, KHEY, WCMS, KJNE, KFGO, WTSO, KCBJ, WTCM, KFRE, KNAX, KRWO, KALF, KOLD, KSAN. Medium: KIOV.

JOHNNY PAYCHECK "Come To Me" (Mercury/PolyGram) 20/7
 Rotations: Heavy 0, Medium 5, Light 15, Total Adds 7, WKLO, KSSN, KXYX, KFGO, WTSO, KITS, KALF. Medium: KRRV, KRRV, WTVY, WTCM.

JOHNSTONS "Two Name Gt" (Hidden Valley) 19/3
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 3, WCVR, KXYX, KALF. Medium: KRKT. Light: WYOU, WXTU, WIXY, WYHI, KYXK, WLVI, KJNE, WUSQ, KITS, KFDI.

MICKEY CLARK "When I'm Over You" (Evergreen) 17/5
 Rotations: Heavy 0, Medium 2, Light 15, Total Adds 5, KRRY, KWMT, KFDI, KWJ, KSOP. Medium: WAMZ, KRKT. Light: WVAM, WIXY, WEZL, WOKK, WCMS, KXYX, WAXX, KFGO.

JANIE FRIGLIE "Are You Satisfied" (Columbia) 15/9
 Rotations: Heavy 1, Medium 1, Light 13, Total Adds 9, WYOU, WBOB, WIXY, WOKK, WJJO, KVOD, KFDI, KGHl, KKCS, Light: KMML, KYR, WTCM, KOL.

RIDE THE RIVER "You Left Her Lovin' You" (Advantage) 14/3
 Rotations: Heavy 0, Medium 4, Light 10, Total Adds 3, KSSN, KXYX, KSO. Medium: WTVY, KYXK, WOKK, KRKT. Light: KRRV, WLVI, KJNE, KFGO, KITS, KTRK, KVOC.

SUZY BOGGUSS "I Don't Want To Set The..." (Capitol) 13/6
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 6, WYOU, WJMI, KYXK, KRKT, KVOC, KIGO. Medium: WTVY. Light: KMML, WKLO, WXC, KRWO, KALF, KIIM.

KRIS KRISTOFFERSON "They Killed Him" (Mercury/PolyGram) 13/4
 Rotations: Heavy 0, Medium 4, Light 9, Total Adds 4, WCAO, KRRV, WLVI, KVOD. Medium: WTCM, KFDI, KRKT, KUUY. Light: KEAN, WOKK, KXYX, KFGO, KWMT.

DANA McVICKER "I'd Rather Be Crazy" (EMI America) 11/6
 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 6, WYOU, WFOR, KYR, WOKK, WTSO, KRKT. Medium: KVOC, KIGO. Light: KMML, WCMS, KKCS.

GENE WATSON "Honky Tonk Crazy" (Epic) 10/6
 Rotations: Heavy 0, Medium 5, Light 5, Total Adds 6, WTSV, KIKK, KFDI, KNIX, KTOU, KSOP. Medium: KUZZ. Light: WTCM, KVOD, KOL.

O.B. McCLINTON "Turn The Music On" (Epic) 10/6
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 6, WTVY, WOKK, WKSJ, WLVI, WSM, KWMT. Light: WIXY, KFGO, WOV, KIGO.

K.D. LANG "Rose Garden" (Sire/WB) 10/4
 Rotations: Heavy 0, Medium 4, Light 6, Total Adds 4, WIXY, WUSQ, KCBJ, KIGO. Medium: WOV, KRKT, KRWO, KTOU. Light: WTCM, KVOC.

RAY STEVENS "Can He Love You Half As Much As I" (MCA) 9/5
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 5, WYOU, WCVR, WNYR, KWMT, KRKT. Medium: KMML. Light: KEAN, KYR, WDAF.

JENNIFER WARNES "Ain't No Cure For Love" (Cypress) 9/4
 Rotations: Heavy 1, Medium 0, Light 8, Total Adds 4, WRNS, KXYX, KFGO, KCBJ. Heavy: KIGO. Light: WORC, KJNE, WAXX, KSOP.

TL LEE "A Silent Understanding" (Compeat/PolyGram) 8/3
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 3, KXYX, KITS, KUGN. Medium: KRKT, KSOP. Light: KFGO, KWMT, KJPL.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
ALABAMA/Let's Hear It For The Girl (RCA)	<i>The Touch</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>
REBA McENTIRE/Why Not Tonight (MCA)	<i>What Am I Going To Do...</i>
DAN SEALS/Three Time Loser (EMI America)	<i>Out On The Front Line</i>
RESTLESS HEART/Wheels (RCA)	<i>Wheels</i>
MEL McDANIEL/57 Chevy & You (Capitol)	<i>Just Can't Sit Down.</i>



"Girls Ride Horses Too"

PB-72083

From the New LP
Judy Rodman
 a place called love ST-71060

BREAKER
R&R 35 BB 44



DISTRIBUTED BY CAPITOL

21 MUSIC SQUARE EAST NASHVILLE, TN 37203

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

Week	Two Weeks	Last Week	Artist	Title
1	1	1	LIONEL RICHIE	Ballerina Girl (Motown)
9	4	2	JETS	You Got It All (MCA)
7	5	4	KENNY ROGERS	Twenty Years Ago (RCA)
13	10	6	BRUCE HORNSBY & THE RANGE	Mandolin Rain (RCA)
3	2	3	CHICAGO	Will You Still Love Me? (WB)
20	11	10	JANET JACKSON	Let's Wait Awhile (A&M)
2	3	5	BILLY VERA & THE BEATERS	At This Moment (Rhino)
17	12	9	PAUL McCARTNEY	Only Love Remains (Capitol)
6	6	8	LINDA RONSTADT & JAMES INGRAM	Somewhere Out There (MCA)
8	7	7	TOTO	Without Your Love (Columbia)
—	15	13	LUTHER VANDROSS	Stop To Love (Epic)
5	9	12	BILLY JOEL	This Is The Time (Columbia)
18	14	14	JOURNEY	I'll Be Alright Without You (Columbia)
BREAKER	10	10	RESTLESS HEART	I'll Still Be Loving You (RCA)
4	8	11	JEFFREY OSBORNE	In Your Eyes (A&M)
15	13	15	GLASS TIGER	Someday (Manhattan)
11	16	17	ANITA BAKER	Caught Up In The Rapture (Elektra)
10	17	17	GREGORY ABBOTT	Shake You Down (Columbia)
DEBUT	10	10	STARSHIP	Nothing's Gonna Stop Us Now (GrunT/RCA)
DEBUT	20	20	DARYL HALL	Someone Like You (RCA)

FEBRUARY 27, 1987

Total Reports/Adds	Rotation		
	Heavy	Medium	Light
39/0	29	8	2
39/1	31	7	1
40/1	25	10	5
36/1	27	9	0
38/0	25	8	5
36/3	21	13	2
32/0	16	10	6
35/0	11	23	1
32/0	16	11	5
30/0	21	8	1
30/3	16	13	1
26/0	8	14	4
22/1	11	10	1
26/11	3	14	9
24/0	5	17	2
23/0	8	12	3
17/0	5	7	5
19/1	3	9	7
19/5	4	14	1
17/1	3	12	2

MOST ADDED

- RESTLESS HEART (11)
- SERGIO MENDES (9)
- A. FRANKLIN & G. MICHAEL (8)
- SMOKEY ROBINSON (8)
- BURNS SISTERS (5)
- ATLANTIC STARR (5)
- STARSHIP (5)

HOTTEST

- BRUCE HORNSBY & THE RANGE (23)
- LIONEL RICHIE (23)
- JETS (22)
- KENNY ROGERS (18)
- TOTO (16)
- CHICAGO (14)
- BILLY VERA & THE BEATERS (10)

BREAKERS

RESTLESS HEART

I'll Still Be Loving You (RCA)

59% of our reporters on it. Rotations: Heavy 3, Medium 14, Light 9, Total Adds 11 including WISN, KHOW, KGW, WELL, WGOW, WDBO, WRVA, WHBC, WSPD. Debuts at number 14 on the Full-Service chart.

SERGIO MENDES

What Do We Mean To Each Other (A&M)

50% of our reporters on it. Rotations: Heavy 0, Medium 12, Light 10, Total Adds 9, WCCO, WGY, WDBO, WSPD, KKO, WPOE, WSTU, KFQD, KVEC.

NEW & ACTIVE

- STEVE WINWOOD "The Finer Things" (Island/WB) 15/4**
Rotations: Heavy 0, Medium 10/1, Light 5/3, Total Adds 4, KFMB, WCHS, WGOW, KFQD, Medium including KOY, WELI, WHBC, KUGN, WMTR, WGBR, WSTU, KTWO, KVEC, Light including WWNR, WTKO.
- MIKI HOWARD "Come Share My Love" (Atlantic) 11/3**
Rotations: Heavy 0, Medium 8/2, Light 3/1, Total Adds 3, WCHS, WSPD, KVEC, Medium including WCCO, KUGN, WWNR, WMTR, WGBR, WSTU, Light including WSPD, WTKO.
- GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 11/2**
Rotations: Heavy 0, Medium 4/1, Light 7/1, Total Adds 2, WCCO, WRCK, Medium including WHBY, WPOE, KTWO, Light including WHBC, KBOI, WWNR, WMTR, WGBR, WSTU.
- POINTERS SISTERS "All I Know Is The Way I Feel" (RCA) 11/2**
Rotations: Heavy 0, Medium 8/2, Light 3/0, Total Adds 2, KFMB, WASK, Medium including KOY, WWNR, WPOE, WMTR, KUGN, KTWO, Light including WCHS, WTKO, WSTU.
- SHEILA E. "Hold Me" (WB) 11/2**
Rotations: Heavy 3/0, Medium 6/1, Light 2/1, Total Adds 2, KGW, WMTR, Heavy: WELI, WCIL, WTKO, Medium including WASK, WCHS, KUGN, KSL, KVEC.
- KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 10/2**
Rotations: Heavy 1/0, Medium 5/0, Light 4/2, Total Adds 2, WGOW, WHBC, Heavy: KTWO, Medium: KBOI, KUGN, WWNR, WMTR, WSTU, Light including KJR, WTKO.

- PAUL SIMON "The Boy In The Bubble" (WB) 10/1**
Rotations: Heavy 0, Medium 4/0, Light 6/1, Total Adds 1, WCIL, Medium: WCCO, WCHS, KUGN, WJBC, Light including WHBC, WTKO, WGBR, KFQD, KTWO.
- BRUCE WILLIS "Respect Yourself" (Motown) 10/0**
Rotations: Heavy 4/0, Medium 4/0, Light 2/0, Total Adds 0, Heavy: WICC, WELI, WWNR, WPOE, Medium: WGOW, WSPD, WMTR, WSTU, Light: KBOI, WTKO.
- SMOKEY ROBINSON "Just To See Her" (Motown) 8/8**
Rotations: Heavy 0, Medium 5/5, Light 3/3, Total Adds 3, WCCO, KFMB, WHBY, KBOI, WPOE, WGBR, WASK, KVEC.
- "TIL TUESDAY "Coming Up Close" (Epic) 8/0**
Rotations: Heavy 1/0, Medium 3/0, Light 4/0, Total Adds 0, Heavy: KTWO, Medium: KUGN, WASK, KVEC, Light: WBA, WWNR, WMTR, WSTU.

SIGNIFICANT ACTION

- RUSS TAFF "I'm Not Alone" (A&M) 7/1**
Rotations: Heavy 0, Medium 4/1, Light 3/0, Total Adds 1, WSPD, Medium including WCCO, WHBY, KVEC, Light: WTKO, WGBR, WJBC.
- GENESIS "Tonight, Tonight, Tonight" (Atlantic) 7/0**
Rotations: Heavy 0, Medium 2/0, Light 5/0, Total Adds 0, Medium: WPOE, KTWO, Light: WICC, WCHS, WWNR, WMTR, WSTU.
- ATLANTIC STARR "Always" (WB) 5/5**
Rotations: Heavy 0, Medium 1/1, Light 4/4, Total Adds 5, WHBY, WBA, KUGN, WMTR, WASK.
- TIM FEEHAN "Listen For The Heartbeat" (Scotti Bros./CBS) 5/3**
Rotations: Heavy 0, Medium 1/0, Light 4/3, Total Adds 3, WHBY, WHBC, WJBC, Medium: WCCO, Light including WGBR.
- SHIRLEY MURDOCK "As We Lay" (Elektra) 5/3**
Rotations: Heavy 0, Medium 0, Light 5/3, Total Adds 3, WICC, WSTU, KFQD, Light including WWNR, WMTR.
- BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 4/2**
Rotations: Heavy 0, Medium 2/1, Light 2/1, Total Adds 2, WPOE, WGBR, Medium including WCIL, Light including KFQD.
- MILLIE SCOTT "Ev'ry Little Bit" (4th & Broadway/Island) 4/1**
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WWNR, Medium: WCCO, KSL, Light including WHBY.
- AMY GRANT "Angels" (A&M) 3/3**
Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WCHS, WGBR, WJBC.
- EL DeBARGE "Starlight Express" (MCA) 3/3**
Rotations: Heavy 0, Medium 0, Light 3/3, Total Adds 3, WHBY, KUGN, WJBC.
- GORDON LIGHTFOOT "East Of Midnight" (WB) 3/2**
Rotations: Heavy 0, Medium 1/0, Light 2/2, Total Adds 2, KUGN, WGBR, Medium: KSL.
- STEVE WARINER "Small Town Girl" (MCA) 3/1**
Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 1, WJBC, Medium: WCCO, WHBY.

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RADIO & RECORDS NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS.

ARETHA FRANKLIN & GEORGE MICHAEL

I Knew You Were Waiting (For Me) (Arista)

69% of our reporters on it. Rotations: Heavy 2, Medium 44, Light 21, Total Adds 21 including WSB-FM, KVIL, W101, WARM98, WSNY, K101, KEZR, 3WM, KCIX, KVVU. Debuts at number 20 on the AC chart.

STEVE WINWOOD

The Finer Things (Island/WB)

57% of our reporters on it. Rotations: Heavy 3, Medium 35, Light 17, Total Adds 15 including WSNY, KVIL, WMYX, K101, WEZC, WRKA, WLHT. Debuts at number 28 on the AC chart.

GENESIS

Tonight, Tonight, Tonight (Atlantic)

51% of our reporters on it. Rotations: Heavy 8, Medium 25, Light 16, Total Adds 13 including KVIL, WLLT, WXTC, WIVY, U102, WSWL, WENS, KKUA, KWAV. Debuts at number 29 on the AC chart.

SERGIO MENDES

What Do We Mean To Each Other (A&M)

50% of our reporters on it. Rotations: Heavy 0, Medium 27, Light 21, Total Adds 14 including WSNY, W101, WARM98, WNIC, WMYX, KEY103, WTRX, WMGN, KWFM.

SHEILA E

Hold Me (WB)

50% of our reporters on it. Rotations: Heavy 3, Medium 25, Light 20, Total Adds 4, WPIX, WKYE, WTNV, WFFX.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BRUCE HORNSBY & THE RANGE	95/2	90	4	1
2 JETS	94/1	86	5	3
3 JANET JACKSON	95/0	72	21	2
4 LUTHER VANDROSS	92/0	68	19	5
5 TOTO	92/0	70	18	4
6 JOURNEY	85/0	56	22	7
7 STARSHIP	90/6	52	35	3
8 DARYL HALL	82/4	41	36	5
9 CHICAGO	63/0	25	35	3
10 LIONEL RICHIE	66/0	28	31	7
11 GLASS TIGER	64/0	23	36	5
12 PAUL McCARTNEY	77/1	31	38	8
13 READY FOR THE WORLD	71/2	33	29	9
14 BRUCE WILLIS	67/0	28	37	2
15 KOOL & THE GANG	73/12	12	44	17
16 LINDA RONSTADT & JAMES INGRAM	49/0	13	30	6
17 KANSAS	54/0	23	22	9
18 KENNY ROGERS	63/0	27	29	7
19 RESTLESS HEART	72/12	12	40	20
20 ARETHA FRANKLIN & GEORGE MICHAEL	67/21	2	44	21
21 HUEY LEWIS & THE NEWS	46/7	21	16	9
22 MIKI HOWARD	62/2	14	39	9
23 MADONNA	49/0	17	25	7
24 BILLY VERA & THE BEATERS	47/0	6	32	9
25 SHIRLEY MURDOCK	63/10	4	39	20
26 POINTER SISTERS	59/5	7	39	13
27 BURNS SISTERS	62/4	7	34	21
28 STEVE WINWOOD	55/15	3	35	17
29 GENESIS	49/13	8	25	16
30 BILLY JOEL	39/0	6	24	9

MOST ADDED

- SMOKEY ROBINSON (26)
- SIMPLY RED (24)
- A. FRANKLIN & G. MICHAEL (21)
- EL DeBARGE (20)
- BILLY VERA & THE BEATERS (16)
- STEVE WINWOOD (15)
- SERGIO MENDES (14)
- GENESIS (13)
- AMY GRANT (12)
- KOOL & THE GANG (12)
- RESTLESS HEART (12)

HOTTEST

- BRUCE HORNSBY & THE RANGE (84)
- JETS (59)
- TOTO (50)
- JANET JACKSON (39)
- LUTHER VANDROSS (37)
- JOURNEY (31)
- STARSHIP (23)
- HUEY LEWIS & THE NEWS (13)
- LIONEL RICHIE (12)
- CHICAGO (11)
- DARYL HALL (11)
- BRUCE WILLIS (11)

NEW & ACTIVE

- CHINA CRISIS "Arizona Sky" (A&M) 49/1
Rotations: Heavy 6/0, Medium 24/0, Light 19/1, Total Adds 1, WLAC-FM, Heavy, WSKY, WCHO, WBGW, WJUN, KALE. Medium including WKYE, WQSW, KEY103, WNAM, K104, 3MM, KFM, KKUA, KMZQ, KQSW.
- HUEY LEWIS & THE NEWS "Jacob's Ladder" (Chrysalis) 46/7
Rotations: Heavy 2/10, Medium 18/1, Light 9/6, Total Adds 7, WAEB, WEZC, WLACFM, WSWL, WENS, KFBS, KWEB, Heavy including WSNY, WHTX, WLLT, WLTF, WRKA, WIZD, WHVE, KDJK, WMPA, WCKQ, WCHV, KRLB, WBGW.
- GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 38/8
Rotations: Heavy 0, Medium 18/1, Light 22/7, Total Adds 8, WLTS, KEY103, WXTC, WNAM, WLHT, WFMK, KWAV, KQSW. Medium including WOMC, WTFM, WRKA, WEIM, WSKI, WCKQ, WAGE, WAEV, WBGW, WMTFM, KYJC, KALE.
- TIL TUESDAY "Coming Up Close" (Epic) 30/2
Rotations: Heavy 3/0, Medium 12/1, Light 15/1, Total Adds 2, KDJK, WBOV, Heavy WSKY, WBGW, KQSW. Medium including WKGW, WSKL, WQHQ, WTRX, WCKQ, WCHV, KRLB, KKLK, KYJC, KQSW, KALE.
- SMOKEY ROBINSON "Just To See Her" (Motown) 29/26
Rotations: Heavy 0, Medium 3/1, Light 26/25, Total Adds 26 including WOMC, WTFM, WNAM, K10A, WKNE, WSKI, WQHO, WMPA, WGSY, WGSV, WAGE, KRLB, WAEV, WBGW, WZLO, KTYL, WJON, KKLK, WJCY, KQSW.
- PAUL SIMON "The Boy In The Bubble" (WB) 27/4
Rotations: Heavy 0, Medium 12/0, Light 15/4, Total Adds 4, WIZD, WTRX, KDJK, WQHQ, Medium: WKYE, WEIM, WSKI, WSKY, WCKQ, WCHV, WBSG, WMTFM, WBOV, KYJC, KQSW, KALE. Light including WKGW, KEY103, K10A, KWAV.
- EDDIE MONEY "I Wanna Go Back" (Columbia) 26/2
Rotations: Heavy 4/0, Medium 16/0, Light 6/2, Total Adds 2, WMJI, K99, Heavy WLTF, WGLL, WSKI, WFFX. Medium including WHTX, WLLT, KKLK, B100, WRKA, WHVE, K10A, KVVU, WSKY, WCKQ, WCHV, WAEV, KQSW.
- SIMPLY RED "The Right Thing" (Elektra) 25/24
Rotations: Heavy 0, Medium 1/1, Light 24/23, Total Adds 24 including B100, WAEB, WNAM, WTRX, KWAV, KWFM, WEIM, WSKI, WMPA, WCKQ, WCHV, WGSV, WAEV, WBGW, WZLO, KTYL, KKLK, KYJC, KQSW. Light including KEY103.

SIGNIFICANT ACTION

- KENNY G "Songbird" (Arista) 23/10
Rotations: Heavy 0, Medium 4/1, Light 19/9, Total Adds 10, WPIX, WNAM, WEIM, WKNE, WSKI, WORG, WBGW, KWEB, WBOV, KKLK. Medium including WSKY, WGSV, WMTFM. Light including WNIC, WLHT, WFKM, WCHV, WAEV, WZLO, KQSW.
- ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 23/4
Rotations: Heavy 1/0, Medium 11/0, Light 11/4, Total Adds 4, KVIL, B100, KEY103, WMTFM. Heavy: WSKY. Medium: WKYE, WGLL, WSKI, WMPA, WCKQ, WCHV, KRLB, WAEV, KTYL, KQSW, KALE. Light including WAEB, WNAM, WEIM.
- ALAN PARSONS PROJECT "Standing On Higher Ground" (Arista) 22/3
Rotations: Heavy 1/0, Medium 11/0, Light 10/3, Total Adds 3, B100, KEY103, WTVY. Heavy: WSKY, WMTFM. WIZD, WEIM, WCKQ, WCHV, WKYK, WAEV, WBGW, WZLO, WJON, WCKQ, WSKY, WCKQ, WCHV, WAEV, WBGW, WZLO, KTYL, KQSW, KALE. Light including KFM, WKYE, WNAM, WGSV, WORG.
- EL DeBARGE "Starlight Express" (MCA) 20/20
Rotations: Heavy 0, Medium 0, Light 20/20, Total Adds 20, KYKY, B100, WAEB, WRKA, WNAM, WEIM, WSKI, WCKQ, WCHV, WGSV, WAGE, WORG, WBGW, WZLO, KTYL, KFBS, KKLK, KYJC, KQSW, KMGO.
- MILLIE SCOTT "Ev'ry Little Bit" (4th & Broadway/Island) 19/5
Rotations: Heavy 0, Medium 4/0, Light 15/5, Total Adds 5, WAEB, WTRX, WGSV, WAGE, WORG. Medium: WEIM, WCHV, WJON, KALE. Light including WNAM, WSKI, WQHQ, WBGW, WZLO, WMTFM, WBOV, KKLK, KYJC, KQSW.
- BRUCE SPRINGSTEEN "Fire" (Columbia) 19/1
Rotations: Heavy 2/0, Medium 9/1, Light 5/0, Total Adds 1, KVIL, Heavy: WMMJ, WGLL. Medium including KMJI, K101, WKYE, KDJK, WSKI, WSKY, WCKQ, WBGW. Light: KYKY, B100, KIFM, WTRX, WZLO, KTYL, WMTFM, KALE.
- GWEN GUTHRIE "Close To You" (Polydor/PolyGram) 17/0
Rotations: Heavy 0, Medium 4/0, Light 13/0, Total Adds 0, Medium: WEIM, WSKY, WCHV, KMGO. Light: WAEB, WXTC, WNAM, WSKI, WQHQ, WCKQ, WGSV, WAGE, KRLB, WBGW, WZLO, WJON, WBOV.
- BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 16/16
Rotations: Heavy 0, Medium 4/4, Light 12/12, Total Adds 16, WKYE, WRKA, WIZD, KMZQ, WMMJ, WEIM, WKNE, WSKI, WQHQ, WCKQ, WCHV, WGSV, WBGW, WMTFM, KKLK, KYJC.
- LONE JUSTICE "Shelter" (Geffen) 16/2
Rotations: Heavy 0, Medium 1/0, Light 13/0, Total Adds 2, K10A, WMTFM. Heavy: WCKQ. Medium: WTFM, KWAV, WSKI, WSKY, WBGW, WBOV, KALE. Light including B100, KIFM, WSKY, WCKQ, KRLB, WJON.
- SURVIVOR "How Much Love" (Scotti Bros./CBS) 15/1
Rotations: Heavy 0, Medium 4/1, Light 9/1, Total Adds 1, WXTX. Medium: WKYE, WEIM, WQHQ, WCKQ, WBGW, KALE. Light including WIZD, WTRX, WSKI, WAGE, WORG, WAEV, WZLO, KMGO.
- CROWDED HOUSE "Don't Dream It's Over" (Capitol) 13/4
Rotations: Heavy 1/0, Medium 6/1, Light 6/3, Total Adds 4, WKYE, KMZQ, WMPA, KRLB, Heavy: KWAV. Medium including KVIL, K101, KDJK, WSKI, WFFX. Light including KYKY, B100, KQSW.
- AMY GRANT "Angels" (A&M) 12/12
Rotations: Heavy 0, Medium 0, Light 12/12, Total Adds 12, WNAM, WTRX, WEIM, WKNE, WSKI, WCHV, KRLB, WBGW, WZLO, KFBS, KKLK, KYJC.
- ATLANTIC STARR "Always" (WB) 11/9
Rotations: Heavy 1/0, Medium 2/1, Light 8/8, Total Adds 9, WNIC, WIZD, WHNN, WQHQ, WCKQ, WCHV, WAGE, WORG, KYJC. Heavy: KOST. Medium including WBGW.
- RUSS TAFF "I'm Not Alone" (A&M) 10/1
Rotations: Heavy 0, Medium 2/0, Light 8/1, Total Adds 1, WQHQ. Medium: WCHV, WBGW. Light including WEIM, WKYK, WZLO, WJON, KKLK, KYJC, KQSW.
- PRETENDERS "My Baby" (Sire/WB) 10/0
Rotations: Heavy 0, Medium 6/0, Light 4/0, Total Adds 0, Medium: K10A, WCKQ, WBGW, KKLK, KYJC, KQSW. Light: KIFM, WTRX, WEIM, KALE.
- BONNIE RAITT "Crime Of Passion" (WB) 10/0
Rotations: Heavy 0, Medium 5/0, Light 4/0, Total Adds 0, Medium: WMYX, WGLL, WSKY, WCHV, WBGW, KALE. Light: WZLO, KYJC, KQSW, KMGO.
- KAREN KAMON "Strange Way" (Atco) 8/2
Rotations: Heavy 0, Medium 1/0, Light 7/2, Total Adds 2, WNAM, WCKQ. Medium: WEIM. Light including WQHQ, WBGW, WZLO, KKLK, KQSW.

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Two Last
Weeks Weeks Weeks

168 REPORTS

FEBRUARY 27, 1987

Reports/Adds Power Heavy Medium

3	1	1	LOU GRAMM /Ready Or Not (Atlantic)	"Midnight" (150) "Ready" (88) "Heartache" (16)	152 =/1	75+	148+	2-
-	13	5	GREGG ALLMAN BAND /I'm No Angel (Epic)	"Angel" (158) "Anything" (9) "It's Not" (8)	161+/1	43+	122+	38-
-	1	2	ERIC CLAPTON /August (Duck/WB)	"Miss" (129) "Tearing" (36) "Run" (21)	149 -/1	23-	95-	50+
-	15	11	OVER THE TOP /Soundtrack (Columbia)	"Winner" (144) "Gypsy" (4) "Meet Me" (3)	146 =/1	43+	113+	30-
-	11	7	REO SPEEDWAGON /Life As We Know It (Epic)	"That Ain't" (139) "Variety" (16) "Dreams" (8)	144+/3	37+	107+	35-
8	6	3	ALAN PARSONS PROJECT /Gaudi (Arista)	"Standing" (141) "Money" (17) "Too" (12)	147-/0	30-	100-	46-
12	10	9	LOS LOBOS /By The Light Of The Moon (Slash/WB)	"Shakin'" (147) "Set Me Free" (24) "Is This" (4)	152-/1	17+	83+	65-
2	3	4	BON JOVI /Slippery When Wet (Mercury/PG)	"Never" (65) "Livin'" (51) "Let It Rock" (48)	131+/6	25-	77-	46+
10	8	9	GEORGIA SATELLITES /Georgia Satellites (Elektra)	"Battleship" (134) "Railroad" (27) "Keep" (12)	143-/0	10+	80+	61-
19	16	13	STEVE WINWOOD /Back In The High Life (Island/WB)	"Finer" (136) "Take It" (3) "Wake" (2)	139 =/1	27+	102+	34-
4	4	6	BRUCE HORNSBY & THE RANGE /The Way It Is (RCA)	"Mandolin" (107) "Western" (9) "Every" (4)	111 -/1	34-	89-	20+
5	5	10	BOSTON /Third Stage (MCA)	"Can'tcha" (100) "I Think" (15) "Hollyann" (10)	111-/0	16-	75-	33+
7	7	12	WORLD PARTY /Private Revolution (Chrysalis)	"Ship" (102) "Private" (21) "True" (9)	120-/1	11-	67-	44+
6	9	15	ROBERT CRAY BAND /Strong Persuader (Mercury/PG)	"Smoking" (67) "I Guess" (45) "Right" (26)	125+/13	9-	42-	71+
16	16	16	DEEP PURPLE /The House Of Blue Light (Mercury/PG)	"Call" (123) "Bad" (23) "Mitzi" (3)	132+/2	4+	40+	77-
34	28	19	CROWDED HOUSE /Crowded House (Capitol)	"Don't Dream" (116) "World" (4) "Something" (3)	119+/16	20+	64+	44-
-	-	17	SANTANA /Freedom (Columbia)	"Veracruz" (119) "Songs" (3) "Praise" (3)	124+/6	6+	39+	76-
13	12	14	GENESIS /Invisible Touch (Atlantic)	"Tonight" (99) "Land" (3) "Deep" (1)	102-/1	28-	80-	19-
DEBUT	19		PATTY SMYTH /Never Enough (Columbia)	"Never" (140) "Give It Time" (1)	140/23	0	32	103
11	14	17	EDDIE MONEY /Can't Hold Back (Columbia)	"I Wanna Go Back" (77) "Endless" (27)	91-/6	16-	61-	26+
DEBUT	21		CUTTING CREW /Broadcast (Virgin)	"Died" (140) "Any" (1) "I've Been" (1)	142/19	1	19	108
-	-	24	LIGHT OF DAY /Soundtrack (Blackheart/CBS)	"Light" (124) "Twist" (10)	127+/11	1 =	25 +	87 =
24	24	23	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Live Alive (Epic)	"Willie" (119) "Superstition" (1)	119-/3	2+	28+	85-
20	20	21	BENJAMIN ORR /The Lace (Elektra)	"Too Hot" (105) "In Circles" (4) "Skyline" (2)	114-/6	5-	38+	70-
23	23	20	ROBIN TROWER /Passion (GNP/Crescendo)	"No Time" (106) "Caroline" (3) "Passion" (2)	110-/1	5+	27+	78-
-	36	28	PAUL SIMON /Graceland (WB)	"The Boy" (113) "Graceland" (1) "Under" (1)	114+/13	6+	23+	81+
25	25	27	JULIAN COPE /World Shut Your Mouth (Island)	"World" (101)	101-/1	0 =	20 =	69 =
-	-	32	PSYCHEDELIC FURS /Midnight To Midnight (Columbia)	"Heartbreak" (96) "Angels" (5) "Shock" (2)	98+/17	5+	20+	65+
17	17	22	EUROPE /The Final Countdown (Epic)	"The Final" (68) "Rock" (26) "Ninja" (1)	89-/12	5-	39-	38+
15	21	26	PRETENDERS /Get Close (Sire/WB)	"My Baby" (32) "Tradition" (28) "Hymn" (9)	74-/5	4 =	25 =	42+
30	29	33	KINKS /Think Visual (MCA)	"Lost" (76) "Working" (8) "Video" (2)	81+/6	4+	19-	49+
39	38	34	TESLA /Mechanical Resonance (Geffen)	"Cowboy" (85) "Suzy" (10) "Cumin" (1)	93+/6	1-	14+	59+
-	37		HUEY LEWIS & THE NEWS /Fore! (Chrysalis)	"I Know" (69) "Jacob's" (14) "Doing" (3)	78+/15	7+	23-	48+
33	32	31	COLIN JAMES HAY /Looking For Jack (Columbia)	"Hold Me" (73) "Looking" (10) "Can I Hold" (5)	84-/1	1-	14-	54-
9	19	27	STEVE MILLER BAND /Living In The 20th Century (Capitol)	"Nobody" (34) "Loved" (28) "Make" (5)	64-/7	7-	28-	28-
DEBUT	35		CONCRETE BLONDE /Concrete Blonde (IRS/MCA)	"True" (82) "Your Haunted Head" (2) "Dance" (2)	85+/5	0 =	5 =	61+
26	31	38	CINDERELLA /Night Songs (Mercury/PG)	"Somebody" (37) "Nobody" (28) "Shake Me" (1)	61 =/14	3-	17-	33+
40	39		LONE JUSTICE /Shelter (Geffen)	"I Found Love" (64) "Shelter" (5) "Reflected" (2)	69-/3	2-	11+	48-
18	22	29	DAVID & DAVID /Boomtown (A&M)	"Ain't So Easy" (46) "River's" (14) "Swallowed" (2)	61-/5	0-	14-	38-
21	26	30	BILLY IDOL /Whiplash Smile (Chrysalis)	"Gun" (26) "Sweet" (21) "Soul" (6)	50-/3	3-	17-	30+

KEEP IT!

"SANITY"

THE NEW PRO AND 12" FROM

KILLING JOKE

PRODUCED BY CHRIS KIMSEY
FROM THE VIRGIN ALBUM "BRIGHTER THAN A THOUSAND SUNS"
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BREAKERS

CUTTING CREW
Broadcast (Virgin)
85% of our reporters on it.

PATTY SMYTH
Never Enough (Columbia)
83% of our reporters on it.

NEW & ACTIVE

PSEUDO ECHO "Love An Adventure" (RCA) 52/5 (47/3)
Adds: KZEW, WKLC, KMJX, WQBK, WKLT, Powers 1. Heavy 6 including WLIR, KRQO, WPLR, KGRO, KROU, Medium 32 including WMMR, KTQO, WLLZ, WRIF, 91X, KGB, KRQR, KOMI, WTPA, WCCC.

GLASS TIGER "The Thin Red Line" (Manhattan) 51/28 (22/18)
Adds including WMMR, WHLY, KUPD, KZAP, KOMI, WTPA, WCCC, KNKN, WKQO, WAPL, Powers 2. Heavy 4 including Q107, KRNK, KRQJ, Medium 41 including KTQO, WSHE, WLLZ, KSHE, KBPI, WKLC, WAJF, KGGG, KDJK, KQWB.

FROZEN GHOST "Frozen Ghost" (Atlantic) 49/35 (15/13)
Adds including WBYY, WEBN, WLVO, WOFM, KSHE, KUPD, 91X, KRQR, KOMI, WTPA, Powers 1. Heavy 2. Q107, KRQO, Medium 31 including CHOM, CFOX, CHEZ, WAOX, WONE, WLNZ, WMRY, WQBK, KTYD.

ESQUIRE "Esquire" (Geffen) 48/3 (46/2)
Adds: WYNF, KOMI, KEZO, Heavy 1: WMRY, Medium 35 including WMMR, WDBE, WLVO, WOFM, WPYX, KLBJ, KNKN, KLAQ, WYVY, WOJZ.

STRANGLERS "Dreamtime" (Epic) 45/6 (39/11)
Adds: WKLC, WIOG, WOUR, KWIC, WYVY, WMMG, Heavy 10 including WLIR, WXRT, KRQO, 91X, WHFS, CHEZ, WMAJ, KZEL, KTCL, Medium 22 including WNEW, KBCC, KFOG, KRQR, KNKN, KTCZ, WMRY, WRKI.

HIPSWAY "Hipsway" (Columbia) 40/7 (35/4)
Adds: WNEW, WSHE, WKLC, KNKN, KTCZ, KBER, KLPX, Powers 1. Heavy 5 including WLIR, KWIC, WWCT, KROU, Medium 29 including WXRT, WLLZ, KBP, WCCC, WAJF, WLAV, WMRY, WIOT, KRNA.

JASON & THE SCORCHERS "Sini Standing" (EMI America) 40/5 (38/5)
Adds: WOFM, WKLC, WMLC, KZEL, Heavy 1: WXRK, Medium 23 including WBYY, WNEW, WXRT, KORS, KBCC, KUPD, WKQO, KMJX, WMRY, KFME.

BOB GELDOF "Deep In The Heart Of Nowhere" (Atlantic) 39/1 (40/10)
Adds: WYNF, WOJZ, KLO, WOOJ, KFMO, KWHL, Powers 1. Heavy 2 including KTAL, Medium 13 including KBPI, KDJO, WTPA, KWIG, KNKN, KLAQ, WYVY, KISS, KDJK, KLPX.

VINNIE VINCENT "Invasion" (Chrysalis) 38/3 (40/4)
Adds: KLGL, WAPL, KTAL, Powers 1. Heavy 2 including KWHL, Medium 22 including KORS, KUPD, KGB, WAOX, KLAQ, WYVY, KISS, KODS, KATT, KJOT.

POISON "Look What The Cat Dragged In" (Capitol/Enigma) 31/6 (25/6)
Adds: WYNF, WOJZ, KLO, WOOJ, KFMO, KWHL, Powers 1. Heavy 2 including KTAL, Medium 13 including KBPI, KDJO, WTPA, KWIG, KNKN, KLAQ, WYVY, KISS, KDJK, KLPX.

CHINA CRISIS "What Price Paradise" (Virgin/A&M) 30/3 (30/2)
Adds: WLLZ, WIOG, WQBK, Powers 3. Heavy 9 including WLIR, KNKN, 91X, KTCZ, KKCY, KGRO, Medium 17 including WLUP, WXRT, KBCC, KFOG, WHFS, WDMA, WLAV, WMRY, WRKI.

Continued on Page 77

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

MOST ADDED

- JON BUTCHER/Goodbye (52)
DOKKEN/Dream (42)
ANDY TAYLOR/Lie (38)
FROZEN GHOST/See (30)
GLASS TIGER/There (28)
PATTY SMYTH/Never (23)
BON JOVI/Never (23)
HUEY LEWIS & THE NEWS/Know (22)
EUROPE/Night (21)
LOU GRAMM/Ready (21)

HOTTEST

- LOU GRAMM/Midnight (75)
SAMMY HAGAR/Winner (47)
GREGG ALLMAN BAND/Angel (42)
REO SPEEDWAGON/Ain't (37)
BRUCE HORNSBY & RANGE/Mandolin (34)
GENESIS/Tonight (28)
ALAN PARSONS PROJECT/Standing (28)
STEVE WINWOOD/Finer (27)
CROWDED HOUSE/Dream (20)
STARSHIP/Nothing's (20)

CHART CLIMBERS

PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 96/17 (80/10)
ADDs including WLS, WDR, KUPD, HZZO, WPDH, WOUW, WRXL, WAFL, WWCY, Heavy 19 including WBCN, WXRT, KBCO, KRQC, KLBJ, KZEL, KDKJ, KRNA, KQWB, Medium 64 including WNEW, KTXQ, WSHZ, WLUP, WLVO, 91X, KROR, WTPA, WAAF, KNCN, Moves 33-29
LOU GRAMM "Ready Or Not" (Atlantic) 88/21 (68/11)
ADDs including WSHZ, WTPA, WPDH, WOUW, WAAF, WFLY, WJX, KZEL, KPOI, KDKJ, Heavy 24 including WHYY, WLLZ, KGOV, KRQR, KOMI, WADQ, WMLZ, WAPL, KILQ, KKKJ, Medium 57 including WBYR, WNEW, KLLO, WBBN, WLVO, WOFM, KBPI, KUPD, KZAP, KGB, Moves 45-30
ANDY TAYLOR "I Might Lie" (MCA) 87/38 (49/47)
ADDs including WBCN, WBYR, WNOF, WYNF, KRZR, KZAP, KGB, KOMI, WAAF, KNCN, Heavy 1; KRQU, Medium 54 including WNEW, WKLS, WLLZ, WOFM, KORS, KBPI, KUPD, KRQR, WTPA, WOUW, Debuts at #40
TESLA "Modern Day Cowboy" (Geffen) 85/5 (83/3)
ADDs: KSHZ, WKLC, WCKC, KFMQ, KFMM, Heavy 12 including WBCN, WYNF, KUPD, WDH, WAQX, WFLY, KISS, WGRF, KQWB, Medium 55 including WNEW, WYNF, WKLS, WSHZ, WRIF, KBPI, KGB, KOMI, KISW, WTPA, Moves 37-35
CONCRETE BLONDE "True" (IRS/MCA) 82/5 (78/9)
ADDs: WIBA, KILQ, KBER, WOOJ, KWHL, Heavy 5; WBCN, 91X, WMMY, KZEL, KRQU, Medium 58 including WBYR, WHYY, KTXQ, WYNF, WLUP, WXRT, WLLZ, WOFM, KUPD, KGB, Moves 43-37
KINKS "Last And Found" (MCA) 76/8 (69/6)
ADDs: KLOS, WEZZ, WIBA, KICT, KJOT, KDKJ, WKTR, Heavy 16 including WMMR, WXRT, KBCO, 91X, WTPA, WPDH, KRNA, KQWB, KFMM, Medium 47 including WBYR, WHYY, DC101, WOFM, KUPD, KZAP, KGB, KRQR, KOMI, WZZO, Moves 39-36
HUEY LEWIS & THE NEWS "I Know What I Like" (Chrysalis) 69/22 (48/17)
ADDs including WHYY, KDOJ, KRSP, KMJX, WJXV, WWCY, KJOT, KLTX, WRKI, Heavy 16 including WSHZ, KOMI, WZZO, WTPA, WCCC, WPDH, WFLY, WMMJ, KRNA, Medium 48 including WITY, WMMR, WYNF, KUPD, WRXL, KGGG, WQZO, KILQ, WGRF, KFZZ, Moves 53-38
BON JOVI "Never Say Goodbye" (Mercury/PolyGram) 65/23 (42/17)
ADDs including WLVO, WTPA, WCCC, WRFK, KLAQ, WFLY, WAPL, WTLE, WIOT, WGRF, Heavy 29 including WBYR, WDVE, WKLS, KLLO, WYNF, WOFM, KUPD, WPDH, WOUW, KNCN, Medium 34 including KISW, WDJZ, WRXL, WJOY, WRQK, WFRG, KEZO, KDKJ, KZOO, Moves 54-33
PSEUDO ECHO "Living In A Dream" (RCA) 52/5 (47/4)
ADDs: KZEW, WKLC, KMJX, WQKB, WKLT, Heavy 5 including WLIR, KRQU, WPLR, KRQU, Medium 32 including WMMR, KRTO, WLLZ, WRIF, 91X, KGB, KRQR, KOMI, WTPA, WCCC, Moves 56-47
DOKKEN "Dream Warriors (Theme From...)" (Elektra) 49/42 (7/7)
ADDs including WYNF, WOFM, KLOS, WCCC, KNCN, KLAQ, WFLY, WIMZ, WIDZ, WRQK, Heavy 1; KNAC, Medium 31 including WNEW, KLLO, WLLZ, WRIF, KORS, KBPI, KGB, KOMI, WAQX, WOUW, Debuts at #57
FROZEN GHOST "Should I See" (Atlantic) 49/35 (15/13)
ADDs including WBYR, WBBN, WLVO, WOFM, KSHZ, KUPD, 91X, KRQR, KOMI, WTPA, Heavy 2 including Q107, Medium 31 including CHOM, CFOX, CHEZ, WADQ, WONE, WLZN, WHYY, Debuts at #56
GLASS TIGER "I Will Be There" (Manhattan) 49/28 (20/18)
ADDs including WMMR, WHYY, KUPD, KZAP, KOMI, WTPA, WCCC, KNCN, WQXQ, WAPL, WFRG, Heavy 3 including KRNA, KRQU, Medium 40 including KTXQ, WSHZ, WLLZ, KSHZ, KBPI, WKLC, WAAF, KGGG, KDKJ, Debuts at #48
BON JOVI "Let It Rock" (Mercury/PolyGram) 48/11 (40/12)
ADDs including KBPI, KDKJ, KRQR, WKQZ, KPOI, WRKI, KQWB, Heavy 16 including WLLZ, KOMI, WTPA, WHEB, WADQ, WFLY, KISS, WAPL, KFMM, KTYD, Medium 26 including WNEW, WHYY, KZAP, KGB, WRFX, WFRG, KILQ, KDKJ, WGR, KOZZ, Moves 59-44
ROBERT CRAY BAND "I Guess I Showed Her" (Mercury/PolyGram) 45/15 (35/9)
ADDs including WDVE, WHYY, WJXV, HZZO, WOUW, WRXL, KFMM, Heavy 11 including KFOG, WHFS, WPLR, WAQX, WZEV, WAPL, WMAJ, WJZN, Medium 29 including WBYR, KZAP, WTPA, WCCC, KIDS, KILQ, KDKJ, WRKI, KRNA, KFME, Debuts at #50
STRANGLERS "Always The Sun" (Epic) 44/6 (38/11)
ADDs: WKLC, WIQD, WOUW, KWIC, WFLY, WMMG, Heavy 10 including WLIR, WXRT, KRQO, 91X, WHFS, CHEZ, WMAJ, KRQD, KTCL, Medium 21 including WNEW, WGR, KBCO, KRQR, KNCN, KTCZ, WMMY, WRKI, Moves 60-54
BOB GELDOF "Love Like A Rocket" (Atlantic) 39/1 (40/10)
ADDs: WJZN, Heavy 3 including WBCN, WXRT, KRQO, 91X, KFOG, KRQR, WPLR, Medium 22 including WNEW, WMMR, DC101, KBGO, KOMI, WTPA, WIMZ, KJOT, KILQ, Moves 58-51
HIPSWAY "The Honeyblast" (Columbia) 37/6 (33/4)
ADDs: WNEW, WSHZ, WKLC, KNCN, KBER, KLXP, Heavy 4; WLIR, KWIC, WWCY, KRQU, Medium 27 including WXRT, WLLZ, KBPI, WCCC, WAAF, WLAV, WIOT, KRNA, Debuts at #60.

NEW & ACTIVE

ESQUIRE "To The Rescue" (Geffen) 42/10 (31/12)
ADDs including WDVE, WYNF, WJXV, COMI, WZEL, WKRC, KRQZ, Heavy 1; WMRY, Medium 29 including WMMR, KLBJ, KLAQ, WFLY, WDJZ, WRQK, WLAV, KLO, KDKJ, KLXP
VINNIE VINCENT "No Substitute" (Chrysalis) 38/3 (40/4)
ADDs: KLLO, WAPL, KTAL, Powers 1; Heavy 2 including KWHL, Medium 22 including KORS, KUPD, KGB, WAQX, KLAQ, WFLY, KISS, KODS, KATT, KJOT
CINDERELLA "Somebody Save Me" (Mercury/PolyGram) 37/30 (8/3)
ADDs including WHYY, WYNF, WRIF, WTPA, WADQ, KNCN, WFLY, KMJX, KRQR, Powers 1; Heavy 2 including KISS, Medium 25 including Q107, WLSL, KLO, KSHZ, KBPI, KUPD, WHIF
LITTLE AMERICA "Walk On Fire" (Geffen) 37/19 (19/17)
ADDs including KLOL, WYNF, WLLZ, KUPD, KGB, WOFM, WAPL, KODS, WMMY, KFZZ, Powers 1; Heavy 4; KTXQ, KQRS, KWIC, KRQU, Medium 19 including WNEW, WBBN, WOFM, WFLY, KATT, KILQ, KATP, KTYD
JASON & THE SCORCHERS "Shotgun Blues" (EMI America) 37/5 (32/6)
ADDs: WOFM, WALS, WIMZ, KILQ, KZEL, Heavy 1; WKRR, Medium 21 including WBYR, WNEW, KORS, KUPD, WQXQ, KMJX, WMMY, KFMM
POISON "Talk Dirty To Me" (Capitol/Enigma) 31/6 (25/6)
ADDs: WYNF, WDJZ, KILQ, WOOJ, KFMM, KWHL, Powers 1; Heavy 2 including KTAL, Medium 13 including KBPI, WTPA, KNCN, KLAQ, WFLY, KISS, KDKJ, KLXP
CHINA CRISIS "Arizona Sky" (Virgin/A&M) 30/3 (30/2)
ADDs including WLIZ, WJZO, WQGB, Powers 3; Heavy 7 including WLIR, KRQO, KNK, 91X, KTCZ, KKCY, Medium 18 including WLUP, WRXL, KBGO, KFOG, WHFS, WLAV, WMMY, WRKI
STEVE MILLER BAND "I Wanna Be Loved (But By Only You)" (Capitol) 28/13 (16/1)
ADDs including WHYY, WCCC, WADQ, WAAF, KLBJ, KZEL, WGRF, Heavy 10 including WBBN, WTPA, WCMF, WQMF, KODS, KATT, KRQU, Medium 16 including KBGO, KLOS, KGOV, WLAV, KILQ, KSOY
PRETENDERS "Tradition Of Love" (Sire/WB) 28/6 (22/5)
ADDs: KZAP, WBRU, WADY, WAFF, WDJZ, WRTI, Heavy 5 including KGB, WHCN, KILQ, KTCL, Medium 19 including WHYY, KGOV, KDJQ, WTPA, WBBN, KNCN, WHYY, KTYD

GEORGIA SATELLITES "Railroad Steel" (Elektra) 27/2 (29/4)
ADDs: KRQR, KTAL, Powers 1; Heavy 11 including WGR, WHCN, WQXQ, WLAV, WQKB, WBLM, KTYD, Medium 15 including WKLS, KLLO, WJZO, WMMY, WRKI, WJXV, KEZO, KILQ, KOZZ
EUROPE "Rock The Night" (Epic) 26/21 (5/1)
ADDs including Q107, WGR, KDJQ, WDH, WPLR, WOUR, KILQ, KLXP, KRNA, Heavy 0; Medium 17 including WNEW, KLLO, KBPI, KUPD, WFLY, KNCN, KFMM
ROBERT CRAY BAND "Right Next Door (Because Of Me)" (Mercury/PolyGram) 26/12 (15/8)
ADDs including KTXQ, WXRT, WHCN, WJZO, WHTF, WRDU, WRQK, KOZZ, Heavy 8 including WKLS, WPLR, CHEZ, KNCN, WLAV, KTCZ, Medium 15 including WLLZ, WEGF, WTKX, WJXV, WLZN, KEZO, KDKJ
LOS LOBOS "Sal Me Free (Rosa Lee)" (Slash/WB) 24/11 (13/1)
ADDs including DC101, KLOL, KFQG, KRQR, WPLR, WIQD, WBYR, WLAV, WDRY, WHTY, Heavy 12 including WXRT, 91X, CHEZ, WHEB, CFNY, KZEL, WBLM, KGRQ, Medium 9 including WBYR, WLUP, WDH, KSOY
WORLD PARTY "Private Revolution" (Chrysalis) 21/11 (11/4)
ADDs including WHFS, WHTF, KWIC, WTKX, WRDU, WRQK, KILQ, KKKJ, Powers 1; Heavy 3 including 91X, KTCL, Medium 16 including KBGO, WDH, WBRU, WAAF, WQKB
BILLY IDOL "Sweet Sixteen" (Chrysalis) 21/6 (17/3)
ADDs: KLLO, WBRU, WWCX, KLXP, WWRTH, KSOY, Heavy 3 including WGR, 91X, Medium 18 including KZAP, KGB, WDH, WRXL, KODS, KATT, KILQ, WWWW
VENETIANS "So Much For Love" (Chrysalis) 21/2 (21/5)
ADDs: WIOT, WYMG, Heavy 2; WLIR, KZEL, Medium 6; WBYR, KBGO, WONE, WMMG, KATP, KZOO
BIG DISH "Slide" (WB) 20/5 (16/4)
ADDs: WLSL, KBGO, KTCZ, KKCY, WJZN, Powers 1; Heavy 3; WLUP, KINK, KGRQ, Medium 7 including WKRR, WRDU, WLAV, WMMG
EDDIE & THE TIDE "Weak In The Presence Of Beauty" (A&M) 19/5 (14/13)
ADDs: KRQR, KUPD, WDH, KATP, KGRQ, Heavy 3; KOMI, KSOJ, KRNA, Medium 13 including WNEW, KZAP, KFOG, KDKJ, KDJK, KFMM, KOZZ
HANK WILLIAMS JR. "My Name Is Bocephus" (WB/Curb) 19/2 (18/4)
ADDs: WHEB, WRKI, Powers 1; Heavy 3; WCMF, KWIC, WMAJ, Medium 10 including WTKS, WOFM, KQRS, KFQG, WAAF, KODS, KICK, KDKJ, KZOO
CHRIS ISAAK "You Owe Me Some Kind Of Love" (WB) 17/10 (5/5)
ADDs including WBYR, KATP, KFMM, KTYD, Powers 2; Heavy 3; KFOG, KRQR, KKCY, Medium 11 including KZAP, 91X, KSOJ, KILQ, KZEL, KKKJ, KDKJ
JENNIFER WARNES "First We Take Manhattan" (Cyprus/PolyGram) 17/9 (8/2)
ADDs including KTKL, WGR, KODS, WLAV, KATP, KTCL, Powers 1; Heavy 4; WXRT, WHFS, CHEZ, KTCZ, Medium 10 including WNOF, KORS, KBGO, CFOX, KNCN
ALAN PARSONS PROJECT "Money Talks" (Arista) 17/4 (12/2)
ADDs: WDH, KLXP, WQKB, KOZZ, Heavy 5 including KORS, KOMI, WCMF, KTYD, Medium 10 including WOFM, KUPD, KZAP, WGRG, KATT, KILQ, KTCL
LOU GRAMM "Heartache" (Atlantic) 16/6 (13/2)
ADDs: KLOL, WFRD, WLZN, KICT, KDKJ, WKLT, Heavy 6; WDVE, KSHZ, WAPL, KMDD, KFMM, WGR, Medium 9 including KLOS, KEZO, KOZZ
REO SPEEDWAGON "Variety Tonight" (Epic) 16/5 (11/8)
ADDs: WLVO, WLLZ, WCMF, WIOT, KRNA, Heavy 5 including WIMZ, KLXP, KFMM, Medium 10 including WBYR, WOFM, KBPI, WFLY, KICT, KILQ, WWRTH, KSOY
BOSTON "I Think I Like It" (MCA) 15/5 (11/1)
ADDs: WHYY, WTPA, WKFMM, KEZE, WFKR, Powers 2; Heavy 7 including KGB, KFMM, WGR, WRUF, Medium 7 including KORS, KJAY, WADY, KATP
MISSION UK "Wasteland" (Mercury/PolyGram) 15/2 (13/1)
ADDs: WHYY, WTPA, WKFMM, KEZE, WFKR, Powers 2; Heavy 9 including Q107, 91X, WHFS, CHEZ, CFNY, KATP, KTCL, KRQU
C.S. ANGELS "The Cutting Edge" (Island) 15/1 (14/3)
ADDs: WLIR, Heavy 2; KZEL, KRQU, Medium 11 including KBGO, 91X, WHFS, WDH, CFNY, WONE, WMMG, KATP, KGRQ, KTCL

AOR ALBUMS

MOST ADDED

- FROZEN GHOST (35)
GLASS TIGER (28)
PATTY SMYTH (23)
CUTTING CREW (19)
PSYCHEDELIC FURS (17)
CROWDED HOUSE (16)
HUEY LEWIS & THE NEWS (15)
PETE TOWNSHEND (14)
CINDERELLA (14)
ROBERT CRAY BAND (13)
PAUL SIMON (13)

HOTTEST

- LOU GRAMM (75)
GREGG ALLMAN BAND (43)
OVER THE TOP (43)
REO SPEEDWAGON (37)
BRUCE HORNSBY & THE RANGE (34)
ALAN PARSONS PROJECT (30)
GENESIS (28)
STEVE WINWOOD (27)
BON JOVI (25)
ERIC CLAPTON (23)

NEW & ACTIVE

Continued from Page 76
VENETIANS "Calling In The Lions" (Chrysalis) 23/4 (21/5)
ADDs: WMAJ, WIOT, KKCY, WYMG, Heavy 2; WLIR, KZEL, Medium 8 including WBYR, KBGO, WONE, WMMG, KATP, KZOO
CHRIS ISAAK "Chris Isaak" (WB) 21/11 (8/8)
ADDs including KILQ, KZEL, KKKJ, KDKJ, KATP, KGRQ, KFMM, KTYD, Powers 2; Heavy 4; KFOG, KRQR, WHFS, KKCY, Medium 14 including WBYR, WXRT, KZAP, 91X, KSOJ, KTCL
BIG DISH "Swimmer" (WB) 21/5 (17/5)
ADDs: WR, KBGO, KRQR, KORS, KBGO, KNK, CFOX
C.S. ANGELS "Chasing Shadows" (Island) 20/2 (18/5)
ADDs: WLIR, KTCZ, Heavy 2; KZEL, KRQU, Medium 13 including KBGO, 91X, WHFS, WDH, CFNY, WONE, KKCY, WMMG, KATP
JENNIFER WARNES "Famous Blue Raincoat" (Cyprus/PolyGram) 19/9 (10/2)
ADDs including KWIC, KNCN, WGRG, KODS, WLAV, KATP, KTCL, Powers 2; Heavy 5 including WXRT, WHFS, CHEZ, KTCZ, Medium 11 including WNOF, KORS, KBGO, WMAJ, WJXV
HANK WILLIAMS JR. "Hank Live" (WB/Curb) 19/2 (18/4)
ADDs: WHEB, WRKI, Powers 1; Heavy 3; WCMF, KWIC, WMAJ, Medium 10 including WTKS, WOFM, KQRS, KFQG, WAAF, KODS, KICK, KDKJ, KZOO
WARD BROTHERS "The Madness Of It All" (A&M) 17/5 (13/4)
ADDs: WLSL, WHFS, WJZO, KGRQ, KZOO, Heavy 2; WLIR, KRQU, Medium 5 including WLLZ, WCMF, WLAV
MISSION UK "Gods Own Medicine" (Mercury/PolyGram) 15/2 (13/1)
ADDs: WXRT, WBRU, Heavy 2; WLIR, KRQO, Medium 9 including Q107, 91X, WHFS, CHEZ, CFNY, KATP, KTCL, KRQU
PETE TOWNSHEND "Another Scoop" (A&M) 14/14 (0/0)
ADDs including WXRT, KLBJ, WGRG, KTCZ, KFMM, KWHL, KTYD, Heavy 2; WHCN, WADQ, Medium 8 including WBYR, WMMR, WLAV, KBGO, KZAP
IN PURSUIT "Standing In Your Shadow" (MTM) 14/2 (13/2)
ADDs: WFKR, KTYD, Heavy 2; KTCZ, KZEL, Medium 5 including KZAP, KATP, KRQU

WHITESNAKE



READY TO STRIKE!

"STILL OF THE NIGHT"



GEFFEN
RECORDS

12" and CD ON YOUR DESK NOW

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

168 REPORTS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium
1	1	1	1	150-/1	75+	147+	2-
21	8	2	2	158=/0	42+	121+	36-
17	10	7	3	144=/1	42+	111+	30-
15	5	5	4	139+/4	37+	107+	29-
6	4	3	5	141-/0	28-	95-	44-
10	6	6	6	147-/1	17+	80+	63-
20	11	7	7	136=/2	27+	101+	32-
—	—	15	8	155+/15	13+	70+	77-
22	19	13	9	129+/5	18+	77+	49-
16	13	12	10	134-/0	8+	72+	60-
3	2	3	11	107-/1	34-	88-	17+
—	—	27	12	140+/23	0=	32+	103+
37	29	20	13	116+/16	20+	63+	43-
19	18	14	14	108-/2	20+	73-	31-
9	7	9	15	99-/1	28-	79-	17-
4	3	8	16	102-/0	10-	62-	33+
12	9	10	17	100-/0	13-	69-	28+
30	25	18	18	119-/3	2+	28+	85-
—	51	29	19	140+/17	1+	18+	107+
36	24	23	20	119+/6	6+	37+	73-
42	27	24	21	123+/5	3+	37+	73-
55	31	25	22	124+/8	1=	24+	86-
25	21	21	23	105-/5	5=	36+	64-
7	11	16	24	77-/2	16-	54-	19=
59	38	30	25	113+/14	6+	22+	80+
29	22	22	26	106-/2	5+	27+	74-
—	—	48	27	117+/52	1+	9+	87+
27	26	26	28	101-/1	0=	20+	69-
51	44	33	29	96+/17	5+	19+	64+
—	48	35	30	88+/21	1+	24+	57+
13	16	19	31	68-/1	5-	38-	26-
5	14	28	32	67-/2	8-	29-	31+
—	58	54	33	65+/23	5+	29+	34+
2	12	17	34	51-/0	17-	38-	10-
41	37	35	35	85+/5	1-	12+	55=
46	43	39	36	76+/8	3+	16+	47+
54	50	43	37	82+/5	0=	5+	58+
—	55	53	38	69+/22	5+	16-	48+
38	37	36	39	73-/2	0-	11+	48-
—	—	—	40	87+/38	0=	1=	54+
47	46	42	41	64-/3	2-	11+	44-
28	28	34	42	51-/0	1=	8-	32-
40	40	40	43	48-/3	1=	11-	32-
—	59	—	44	48+/11	2+	16+	26+
18	20	31	45	46-/0	0-	12-	27-
26	36	46	46	32-/0	3=	13-	16-
—	56	56	47	52+/5	1=	5=	32+
—	—	—	48	49+/28	2+	3+	40+
8	17	32	49	36-/1	1-	18-	15-
DEBUT	—	—	50	45+/15	1=	11+	29+
—	60	58	51	39-/1	0=	9+	22-
11	23	38	52	34-/0	6-	17-	11-
57	52	52	53	54-/2	0=	2=	36-
—	60	—	54	44+/6	0=	10+	21=
33	42	51	55	28-/0	4-	13-	11-
DEBUT	—	—	56	49+/35	1+	2+	31+
DEBUT	—	—	57	49/42	0	1	31
31	34	44	58	28-/0	2-	15-	11-
DEBUT	—	—	59	27+/10	1+	13+	14+
DEBUT	—	—	60	37+/6	1=	4-	27+

BREAKERS

JON BUTCHER
 Goodbye Saving Grace (Capitol)
 70% of our reporters on it.

NEW ARTISTS

Albums

Reports/Adds

1	TESLA/Mechanical Resonance (Geffen)	93/6
2	CONCRETE BLONDE/Concrete Blonde (IRS/MCA)	85/5
3	CINDERELLA/Night Songs (Mercury/PG)	61/14
4	PSEUDO ECHO/Love An Adventure (RCA)	52/5
5	FROZEN GHOST/Frozen Ghost (Atlantic)	49/35
6	ESQUIRE/Esquire (Geffen)	48/3
7	STRANGLERS/Dreamtime (Epic)	45/6
8	HIPSWAY/Hipsway (Columbia)	40/7
9	VINNIE VINCENT/Invasion (Chrysalis)	38/3
10	POISON/Look What The Cat... (Capitol/Enigma)	31/6

Tracks

1	ANDY TAYLOR/I Might Lie (MCA)	87/38
2	TESLA/Modern Day Cowboy (Geffen)	85/5
3	CONCRETE BLONDE/True (IRS/MCA)	82/5
4	PSEUDO ECHO/Living In A Dream (RCA)	52/5
5	FROZEN GHOST/Should I See (Atlantic)	49/35
6	GLASS TIGER/I Will Be There (Manhattan)*	49/28
7	ROBERT CRAY BAND/I Guess I... (Mercury/PG)*	45/15
8	STRANGLERS/Always The Sun (Epic)	44/6
9	ESQUIRE/To The Rescue (Geffen)	42/10
10	BOB GELDOF/Love Like A Rocket (Atlantic)*	39/1

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.

FEEL THE HEAT

THE NEW PRO PRODUCED BY KEITH OLSEN

FROM THE DEBUT ALBUM **FARENHEIT**

MANAGEMENT: TONY OUTEDA

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David Nolin: Bass

Charlie Fahren: Guitar and Vocals

Muzzu: Drums

FARENHEIT

FOOL IN LOVE

REMOVAL DIRECTORY

SOUTH (Continued)

KLBJ/FM/AM... (512) 474-6443... SOUTH (Continued)

KLAVE/AM... (512) 544-8884... WZWE/Mobile... (214) 432-0100...

KISS/San Antonio... (512) 232-8211... WRUF/FM/Gainesville... (800) 392-0771...

WRUF/Detroit... (313) 827-9505... KYYS/Kansas City... (816) 581-4102...

KMOC/Tulsa... (918) 866-2810... WKWC/KFln... (313) 866-1570...

WTRM/Miami... (305) 759-4311... WZC/Tatonic Beach... (912) 728-2010...

WYFV/Lackawanna... (804) 842-1055... WZL/Olando... (305) 445-1800...

WKFM/Lubbock... (800) 747-1224... WKMM/San Antonio... (512) 327-4550...

WOFM/Milwaukee... (414) 278-2040... WONE/M/Kron... (214) 535-7831...

WTUE/Owasso... (918) 224-1501... WIFA/FM/Medison... (800) 274-4540...

WSHE/Miami... (305) 481-1580... WKIC/Beaumont... (409) 842-2210...

WMZC/FM/Noville... (615) 525-6000... WZOR/Olando... (305) 788-1400...

WDFD/Noville... (615) 244-9532... WXP/Cincinnati... (513) 871-8500...

WXR/Chicago... (312) 777-7700... WLP/Chicago... (312) 440-5270...

WAPL/Appleton-Onley Bay... (414) 734-9228... WKGS/Madisonville... (502) 545-5601...

WNCR/FM/Hortolo... (804) 823-9667... WKOK/Levinston... (800) 252-6894...

WKNC/Chris Christi... (512) 283-0000... WTKX/Pensacola... (904) 438-7543...

WBCN/Cincinnati... (513) 871-8500... WFXR/Charleston... (803) 556-8881...

WRLD/Detroit... (313) 855-5100... WKSH/SLouis... (314) 621-0005...

WKOS/Dayton... (937) 252-7585... WKOT/Toledo... (419) 248-3377...

WNCM/FM/Hortolo... (804) 823-9667... WKJX/Mille Rock... (501) 470-0088...

WKJX/Mille Rock... (501) 470-0088... WKRR/Greensboro... (919) 274-8040...

WKVC/Richmond... (804) 262-9731... WKWJ/Myers... (413) 275-9885...

WVLC/Columbus... (614) 224-1271... WKWZ/Dayton... (937) 252-7585...

WKWZ/Dayton... (937) 252-7585... WKWF/Wayne... (219) 484-0580...

PARALLEL TWO

WRF/X/Charlotte... (704) 933-1121... WKWZ/Signway... (517) 965-5115...

WOMF/Louisville... (502) 589-4400... WKCT/Wichita... (316) 722-5600...

WVLC/Columbus... (614) 224-1271... WKWF/Wayne... (219) 484-0580...

WKWZ/Dayton... (937) 252-7585... WKWF/Wayne... (219) 484-0580...

WKWZ/Dayton... (937) 252-7585... WKWF/Wayne... (219) 484-0580...

CHR PARALLEL ONE PLAYLISTS

Z-93 Atlanta

MP/MD: Bob Case
MD: Lindsey Burdette

1 2 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

93Q Houston

PD: John Lander
Asst. PD: Ron Parker

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

94-Q Atlanta

PD: Jim Morson
MD: Jeff McCartney

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

POWER 96 Detroit

PD: Rick Gillette
MD: Mark Jackson

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

KHTR 103.3 St. Louis

POWER

Ops. Manager: Dave Robbins
MD: Mark Todd

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

WBBM-FM 103.1 Chicago

PD: Buddy Scott
MD: Joe Bohannon

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

100 Miami

PD: Rick Stacy
Asst. PD/MD: Frank Amadeo

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

KISS 106.7 Dallas

PD: Kevin Metheny
MD: Marcie Guckian

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

Q105 Tampa

Ops. Manager: Mason Dixon
MD: Bobby Rich

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

Q102 Cincinnati

Ops. Manager: Jim Fox
MD/Asst. PD: Dave Allen

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

KDWB 101 Minneapolis

PD: Dave Anthony
Asst. PD/MD: Don Michaels

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

795.5 WZZM Detroit

PD: Brian Patrick
MD: Kathy Means

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

B97 New Orleans

PD: Shadow P. Stevens
MD: Joey Giovingo

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

The NEW Z104 Norfolk

PD: Chris Bailey
MD: Mary Ann Rayment

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

99 DTX Detroit

PD: Jim Harper
MD: Mike Bradley

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

WNCI 97.9 Columbus

PD: Bill Richards
Asst. PD: Tom Kelly

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

WKTI Milwaukee

PD: Tim Fox
MD: Denise Lauren

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

WJOL 99.7 Minneapolis

PD: Gregg Swedberg
MD: Karen Wong

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

100 Miami

PD: Rick Stacy
Asst. PD/MD: Frank Amadeo

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

KISS 106.7 Dallas

PD: Kevin Metheny
MD: Marcie Guckian

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

Q105 Tampa

Ops. Manager: Mason Dixon
MD: Bobby Rich

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

Q102 Cincinnati

Ops. Manager: Jim Fox
MD/Asst. PD: Dave Allen

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

KDWB 101 Minneapolis

PD: Dave Anthony
Asst. PD/MD: Don Michaels

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

795.5 WZZM Detroit

PD: Brian Patrick
MD: Kathy Means

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

31 32 33 34 35 36 37 38 39 40

MOST ADDED EAST Prince Cutting Crew Boston Glass Tigger Steve Winwood

HITS & HOT

MOST ADDED SOUTH Prince Boston Cutting Crew Glass Tigger Bangles

EAST PARALLEL TWO

WFLA/Tampa, FL Steve Cropper... WKMG/Orlando, FL Tom Meegan... WTVT/Orlando, FL Tom Meegan... WWSB/Orlando, FL Tom Meegan...

PARALLEL THREE

WKMG/Orlando, FL Tom Meegan... WTVT/Orlando, FL Tom Meegan... WWSB/Orlando, FL Tom Meegan...

SOUTH PARALLEL TWO

WOLK/Columbia, SC... WKMG/Orlando, FL... WKMG/Orlando, FL... WKMG/Orlando, FL...

SOUTH PARALLEL THREE

WOLK/Columbia, SC... WKMG/Orlando, FL... WKMG/Orlando, FL... WKMG/Orlando, FL...

PARALLEL THREE

WKMG/Orlando, FL... WKMG/Orlando, FL... WKMG/Orlando, FL... WKMG/Orlando, FL...

240 Reports

238 Current Reports The following stations failed to report this week and therefore their playlists were frozen:

- KX104 Nashville WKFR/Kalamazoo

Music Key (DP) indicates the song is getting played during certain parts of the day and/or night (RA) indicates the song was dropped from the playlist then readded.

MOST ADDED MIDWEST BREAKOUTS
Prince Kenny Loggins
Glass Tiger
Cutting Crew
Barbershop
Bangles

CHR ADD & JOBS

MOST ADDED WEST BREAKOUTS
Prince Kenny Loggins
Gino Vanelli
Peter Wolf
Boston Herb Alpert

MIDWEST PARALLEL TWO

WDD/Alton OH Anthony/Kiragde
PETER WOLF (ep)
SANDY ANKER (ep)
KIM/Devereport IA
Jim O'Hara
WAG/Indianapolis IN
GREG HENDON

PARALLEL THREE

KYTV/Manchester NH
PETER WOLF (ep)
SANDY ANKER (ep)
KIM/Devereport IA
Jim O'Hara
WAG/Indianapolis IN
GREG HENDON

K&L/Rapid City, SD

K&L/Rapid City, SD
Stacy/O'Day
ROCK & THE GARD
BUTTERNUTS

STEV/Midwest, IA

STEV/Midwest, IA
Jacobsen/Strain
BANGLES
CUBS D'RAGON

KFMV/Westport, IA

KFMV/Westport, IA
Jacobsen/Strain
BANGLES
CUBS D'RAGON

KVOD/Tonka, KS

KVOD/Tonka, KS
Kevin/Loggins
ROBERT CRAY
ROBYN

KRZZ/Westport, IA

KRZZ/Westport, IA
Jacobsen/Strain
BANGLES
CUBS D'RAGON

KRZZ/Westport, IA

KRZZ/Westport, IA
Jacobsen/Strain
BANGLES
CUBS D'RAGON

WEST PARALLEL TWO

KNM/Denver Santa Fe, NM
KMG/El Paso, CA
Stucker/Allen
BANGLES
CUBS D'RAGON

PARALLEL THREE

KVIA/Bismarck, ND
KJZZ/Salt Lake City, UT
KJZZ/Salt Lake City, UT
KJZZ/Salt Lake City, UT
KJZZ/Salt Lake City, UT

You Should Be Calling To IDB. If you're considering broadcasting from out of town, you should be talking to IDB Communications Group, Inc. We're the nation's largest provider of satellite transmission of audio programming. With permanent uplinks in 31 cities and a fleet of transportable uplinks, IDB can handle any remote broadcast your station is planning... Call Peter or Brian at IDB Los Angeles, 213-870-9000.

PARALLELS

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert 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 100,000 and below.

240 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. 100/25 44%. Regional Reach: R 33%, S 21%, M 16%, W 3%. National Summary: UP 51, Debuts 20, Same 4, Down 2, W 25.

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reports 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 to movement this week. (On to On, Add to On, 31-31, etc.). Down 0 - Number of stations moving it down on their charts. Adds 25 - Total number of stations adding it this week.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" LP: Shake You Down (Columbia)

85/13 27%. Regional Reach: R 19%, S 41%, M 22%, W 20%. National Summary: UP 11, DEBITS 11, SAME 3, DOWN 2, W 37, ADDS 13.

180/47 76%. Regional Reach: R 77%, S 68%, M 33%, W 66%. National Summary: UP 52, DEBITS 47, SAME 34, DOWN 4, W 68.

DONNA ALLEN Serious (21/Atco) LP: Perfect Timing

68/18 28%. Regional Reach: R 17%, S 41%, M 12%, W 39%. National Summary: UP 24, DEBITS 12, SAME 14, DOWN 0, W 28, ADDS 18.

Regional Reach: R 17%, S 41%, M 12%, W 39%. National Summary: UP 24, DEBITS 12, SAME 14, DOWN 0, W 28, ADDS 18.

Regional Reach: R 17%, S 41%, M 12%, W 39%. National Summary: UP 24, DEBITS 12, SAME 14, DOWN 0, W 28, ADDS 18.

Regional Reach: R 17%, S 41%, M 12%, W 39%. National Summary: UP 24, DEBITS 12, SAME 14, DOWN 0, W 28, ADDS 18.

Regional Reach: R 17%, S 41%, M 12%, W 39%. National Summary: UP 24, DEBITS 12, SAME 14, DOWN 0, W 28, ADDS 18.

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BANGES COULANGES

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BOSTON Cartha Say... (MCA) LP: Third Stage

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Club Nouveau Continued

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PARADELS

CROWDED HOUSE
Don't Dream It's Over (Capitol)
LP: Crowded House

189/13 79%
Regional Summary
Reach UP 146
D 83B
S 73A
M 81B
W 80A

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Crowded House.

DAVID & DAVID
Am I So Easy (A&M)
LP: Boomtown

101/1 42%
Regional Summary
Reach UP 66
D 37B
S 39B
M 47B
W 47B

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for David & David.

CHRIS DABURGH
The Lady in Red (A&M)
LP: Into The Light

71/15 30%
Regional Summary
Reach UP 25
D 87B
S 14A
M 18B
W 39A

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Chris Daburgh.

EUROPE
The Final Countdown (Epic)
LP: The Final Countdown

205/6 86%
Regional Summary
Reach UP 174
D 87B
S 87A
M 81A
W 86A

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Europe.

ARETHA FRANKLIN & GEORGE MICHAEL
I Know You Were Waiting... (Arista)
LP: Aretha

223/22 83%
Regional Summary
Reach UP 125
D 87B
S 89B
M 92A
W 92A

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Aretha Franklin & George Michael.

CUTTING CREW
(I Just) Died In Your Arms (Virgin)
LP: Broadcast

76/76 32%
Regional Summary
Reach UP 0
D 26B
S 26B
M 26B
W 35A

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Cutting Crew.

DEAD OR ALIVE
Brand New Lover (Epic)
LP: Mad, Bad And Dangerous To Know

197/2 82%
Regional Summary
Reach UP 147
D 85B
S 78B
M 78B
W 88B

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Dead Or Alive.

DURAN DURAN
Skin Trade (Capitol)
LP: Notorious

98/4 41%
Regional Summary
Reach UP 47
D 67B
S 72B
M 71B
W 37B

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Duran Duran.

EXPOSE
Come Go With Me (Arista)
LP: Exposure

208/7 87%
Regional Summary
Reach UP 170
D 87B
S 85B
M 78B
W 96A

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Exposé.

PETER GABRIEL
Big Time (Geffen)
LP: So

223/0 83%
Regional Summary
Reach UP 172
D 87B
S 86B
M 86B
W 94B

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Peter Gabriel.

EIGHT SECONDS
Kiss You (When It's Dangerous)
LP: Amarcantio (Polydor/PolyGram)

73/3 30%
Regional Summary
Reach UP 20
D 87B
S 78B
M 71B
W 41B

Table with columns for Regional, National, and Summary charts, listing song titles and chart positions for Eight Seconds.

PARADES

Peter Gabriel Continued
WIDE 3-13
WIDE 4-1
WIDE 5-1
WIDE 6-1
WIDE 7-1
WIDE 8-1
WIDE 9-1
WIDE 10-1
WIDE 11-1
WIDE 12-1
WIDE 13-1
WIDE 14-1
WIDE 15-1
WIDE 16-1
WIDE 17-1
WIDE 18-1
WIDE 19-1
WIDE 20-1
WIDE 21-1
WIDE 22-1
WIDE 23-1
WIDE 24-1
WIDE 25-1
WIDE 26-1
WIDE 27-1
WIDE 28-1
WIDE 29-1
WIDE 30-1
WIDE 31-1
WIDE 32-1
WIDE 33-1
WIDE 34-1
WIDE 35-1
WIDE 36-1
WIDE 37-1
WIDE 38-1
WIDE 39-1
WIDE 40-1
WIDE 41-1
WIDE 42-1
WIDE 43-1
WIDE 44-1
WIDE 45-1
WIDE 46-1
WIDE 47-1
WIDE 48-1
WIDE 49-1
WIDE 50-1

GENESIS
Tonight, Tonight (Atlantic)
LP: Invisible Touch
Regional 237/5 89% National Summary
Reach R 988 S 998 M 1008 D DOWN 5 ADDS 5

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

Glass Tiger Continued
Regional 193/14 80% National Summary
Reach R 871 S 811 M 808 D DOWN 0 ADDS 14

LOU GRAMM
Midnight Blue (Atlantic)
LP: Ready Or Not
Regional 193/14 80% National Summary
Reach R 871 S 811 M 808 D DOWN 0 ADDS 14

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

HIPSWAY
The Honeythief (Columbia)
LP: Hipsway
Regional 162/25 66% National Summary
Reach R 633 S 644 M 638 D DOWN 5 ADDS 25

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BILLY IDOL
Don't Need A Gun (Chrysalis)
LP: Wimpish Smile
Regional 143/0 0% National Summary
Reach R 531 S 544 M 538 D DOWN 5 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

KODOL & THE GANG
Stone Love (Mercury/PolyGram)
LP: Forever
Regional 134/24 56% National Summary
Reach R 658 S 618 M 658 D DOWN 0 ADDS 24

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

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Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

BOYZ II
Regional 13/0 0% National Summary
Reach R 000 S 000 M 000 D DOWN 0 ADDS 0

Continued On Next Column

PARALLELS

LONE JUSTICE Shelter (Jefferson) LP: Shelter

Regional Reach P 469 S 441 M 411 W 511

109/7 45% National Summary UP 52 DROITS 13 DOWN 3 ADDS 7

Regional Reach P 1 N&A DROITS 13 DOWN 3 ADDS 7

Regional Reach P 1 N&A DROITS 13 DOWN 3 ADDS 7

Regional Reach P 1 N&A DROITS 13 DOWN 3 ADDS 7

GLENN MEDEROS Nothing's Gonna Change My Love (Amherst)

Regional Reach P 251 S 288 M 198 W 358

64/16 27% National Summary UP 27 DROITS 12 DOWN 10 ADDS 16

Regional Reach P 1 N&A DROITS 12 DOWN 10 ADDS 16

Regional Reach P 1 N&A DROITS 12 DOWN 10 ADDS 16

EDDIE MONEY I Wanna Go Back (Columbia) LP: Can't Hold Back

Regional Reach P 728 S 528 M 938 W 888

206/3 88% National Summary UP 167 DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Eddie Money Continued

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

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Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

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Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

Regional Reach P 1 N&A DROITS 2 DOWN 19 ADDS 3

PRETENDERS My Baby (Sire/WB) LP: Get Closer

Regional Reach P 318 S 228 M 318 W 418

72/2 38% National Summary UP 29 DROITS 3 DOWN 1 ADDS 2

Regional Reach P 1 N&A DROITS 3 DOWN 1 ADDS 2

Regional Reach P 1 N&A DROITS 3 DOWN 1 ADDS 2

Regional Reach P 1 N&A DROITS 3 DOWN 1 ADDS 2

Regional Reach P 1 N&A DROITS 3 DOWN 1 ADDS 2

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Regional Reach P 1 N&A DROITS 3 DOWN 1 ADDS 2

Regional Reach P 1 N&A DROITS 3 DOWN 1 ADDS 2

RED SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

Regional Reach P 754 S 514 M 644 W 764

188/8 78% National Summary UP 154 DROITS 13 DOWN 8 ADDS 8

Regional Reach P 1 N&A DROITS 13 DOWN 8 ADDS 8

Regional Reach P 1 N&A DROITS 13 DOWN 8 ADDS 8

Regional Reach P 1 N&A DROITS 13 DOWN 8 ADDS 8

Regional Reach P 1 N&A DROITS 13 DOWN 8 ADDS 8

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Regional Reach P 1 N&A DROITS 13 DOWN 8 ADDS 8

Regional Reach P 1 N&A DROITS 13 DOWN 8 ADDS 8

PRINCE Sign O' The Times (Paisley Park/WB) LP: Sign O' The Times

Regional Reach P 588 S 428 M 518 W 618

129/129 54% National Summary UP 129 DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

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Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

L. Ronstadt & J. Ingram Continued

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

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Regional Reach P 1 N&A DROITS 0 DOWN 0 ADDS 129

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Parallels Continued On Page 92

PARALLELS

STACEY Q
We Connect (Atlantic)
LP: Stacey Q: Better Than Heaven

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 371, S 288, M 124.

Grid for STACEY Q with radio call letters (P1, P2, P3) and station frequencies across various cities.

STARSHIP
Nothing's Gonna Stop Us Now (Gunt)

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 928, S 1008, M 988, W 948.

Grid for STARSHIP with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for STARSHIP with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for STARSHIP with radio call letters (P1, P2, P3) and station frequencies across various cities.

SURVIVOR
How Much Love (Scotti Bros./CBS)
LP: When Seconds Count

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 811, S 878, M 488, W 411.

Grid for SURVIVOR with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for SURVIVOR with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for SURVIVOR with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for SURVIVOR with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for SURVIVOR with radio call letters (P1, P2, P3) and station frequencies across various cities.

TINA TURNER
How You Get Is What You See (Capitol)
LP: Break Every Rule

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 811, S 774, M 764, W 824.

Grid for TINA TURNER with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for TINA TURNER with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for TINA TURNER with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for TINA TURNER with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for TINA TURNER with radio call letters (P1, P2, P3) and station frequencies across various cities.

BRUCE WILLIS
Respect Yourself (Motown)
LP: The Return Of Bruno

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 811, S 918, M 918, W 944.

Grid for BRUCE WILLIS with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for BRUCE WILLIS with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for BRUCE WILLIS with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for BRUCE WILLIS with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for BRUCE WILLIS with radio call letters (P1, P2, P3) and station frequencies across various cities.

PETER WOLF
Come As You Are (EMI America)
LP: Peter Wolf

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 624, S 624, M 544, W 538.

Grid for PETER WOLF with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for PETER WOLF with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for PETER WOLF with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for PETER WOLF with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for PETER WOLF with radio call letters (P1, P2, P3) and station frequencies across various cities.

TIL TUESDAY
Coming Up Close (Epic)
LP: Welcome Home

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 338, S 108, M 198, W 314.

Grid for TIL TUESDAY with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for TIL TUESDAY with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for TIL TUESDAY with radio call letters (P1, P2, P3) and station frequencies across various cities.

WANG CHUNG
Let's Go (Geffen)
LP: Mosaic

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 833, S 871, M 933, W 884.

Grid for WANG CHUNG with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for WANG CHUNG with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for WANG CHUNG with radio call letters (P1, P2, P3) and station frequencies across various cities.

STEVE WINWOOD
The First Things (Island/WB)
LP: Back In The High Life

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 833, S 698, M 698, W 694.

Grid for STEVE WINWOOD with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for STEVE WINWOOD with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for STEVE WINWOOD with radio call letters (P1, P2, P3) and station frequencies across various cities.

WORLD PARTY
Ship Of Fools (Chrysalis)
LP: Private Revolution

Table with 3 columns: Regional, National, and another set of Regional. Includes station call letters like P 388, S 388, M 178, W 394.

Grid for WORLD PARTY with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for WORLD PARTY with radio call letters (P1, P2, P3) and station frequencies across various cities.

Grid for WORLD PARTY with radio call letters (P1, P2, P3) and station frequencies across various cities.

PARALLELS

SIGNIFICANT ACTION

A

GEORGIA ALLENTINI Sex Appeal (Motown) LP: Georgia

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Georgia Allettini's Sex Appeal.

HERB ALPERT Keep Your Eye On Me LP: Keep Your Eye On Me

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Herb Alpert's Keep Your Eye On Me.

B

BERLIN You Don't Know (Geffen) LP: Count Three And Play

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Berlin's You Don't Know.

BURNS SISTERS BAND Listen To The Beat Of A Heart LP: The Burns Sisters Band (Columbia)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Burns Sisters Band's Listen To The Beat Of A Heart.

C

CHINA CRISIS Arizona Sky (A&M) LP: What Price Paradise

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for China Crisis's Arizona Sky.

JULIAN COPE World Shut Your Mouth (Island) LP: World Shut Your Mouth

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Julian Cope's World Shut Your Mouth.

COVERGIRLS Show Me (The Fever/Sutra)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Covergirls' Show Me.

CHICO DEBARGE The Girl Next Door (Motown)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Chico DeBarge's The Girl Next Door.

FARRENHET Foot In Love (WB) LP: Farrenhet

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Farrenhet's Foot In Love.

SAMANTHA FOX Do Ya Do Ya (Wanna...) (Jive/RCA) LP: Touch Me

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Samantha Fox's Do Ya Do Ya.

GEORGIA SATELLITES Battleship Chains (Elektra) LP: Georgia Satellites

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Georgia Satellites' Battleship Chains.

MADONNA La Isla Bonita (Sire/WB) LP: True Blue

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Madonna's La Isla Bonita.

H

COLIN JAMES HAY Hold Me (Columbia) LP: Looking For Jack

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Colin James Hay's Hold Me.

FREDDIE JACKSON Have You Ever Loved Somebody LP: Just Like The First (Capitol)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Freddie Jackson's Have You Ever Loved Somebody.

PAUL LEKAKIS Boom Boom Let's Go Back... (ZYX)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Paul Lekakis's Boom Boom Let's Go Back...

KENNY LOGGINS Meet Me Half Way (Columbia) LP: Over The Top Soundtrack

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Kenny Loggins's Meet Me Half Way.

PSYCHEDELIC FURS Heartbreak Beat (Columbia) LP: Midnight To Midnight

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Psychedelic Furs' Heartbreak Beat.

MADONNA La Isla Bonita (Sire/WB) LP: True Blue

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Madonna's La Isla Bonita.

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Madonna's La Isla Bonita.

M

MEL & KIM Showing Out (Get Fresh...) (Atlantic)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Mel & Kim's Showing Out.

ALAN PARSONS PROJECT Standing On Higher Ground (Arista) LP: Gaudi

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Alan Parsons Project's Standing On Higher Ground.

POISON Talk Dirty To Me (Capitol) LP: Look What The Cat Dragged In

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Poison's Talk Dirty To Me.

SEUDO ECHO Living In A Dream (RCA) LP: Love An Adventure

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Suede's Living In A Dream.

BILLY VERA & THE BEATERS I Can Take Of Myself (Rhino) LP: By Request

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Billy Vera & The Beaters' I Can Take Of Myself.

JODY WATLEY Looking For A New Love (MCA)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Jody Watley's Looking For A New Love.

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Jody Watley's Looking For A New Love.

RUN D.M.C. It's Tricky (Profile) LP: Raising Hell

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Run D.M.C.'s It's Tricky.

S

PAUL SIMON The Boy In The Bubble (WB) LP: Graceland

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Paul Simon's The Boy In The Bubble.

STARPOINT Ho Wants My Body (Elektra) LP: Sensational

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Starpoint's Ho Wants My Body.

VENETIANS So Much For Love (Chrysalis) LP: Calling In The Lions

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Venetians' So Much For Love.

BILLY VERA & THE BEATERS I Can Take Of Myself (Rhino) LP: By Request

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Billy Vera & The Beaters' I Can Take Of Myself.

JODY WATLEY Looking For A New Love (MCA)

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Jody Watley's Looking For A New Love.

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Jody Watley's Looking For A New Love.

Table with 3 columns (P1, P2, P3) and 3 rows (SOUTH, MIDWEST, WEST) listing radio stations and their call letters for Jody Watley's Looking For A New Love.

W

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY RADIO

BREAKERS.

BANGLES

Walking Down Your Street (Columbia)

75% of our reporters playing it. Moves: Up 52, Debuts 47, Same 34, Down 0, Adds 47 including WKKS, WBEN, B94, Q105, KPKE, KUBE, K98. See Parallels, debuts at number 34 on the CHR chart.

HIPSWAY

The Honeythief (Columbia)

68% of our reporters playing it. Moves: Up 97, Debuts 28, Same 12, Down 0, Adds 25 including CKOI, WCAU, KKRZ, WLAN, WAPI, WKZL, KLQ. See Parallels, moves 39-32 on the CHR chart.

ROBBIE NEVIL

Dimooes (Manhattan)

68% of our reporters playing it. Moves: Up 50, Debuts 40, Same 41, Down 0, Adds 32 including WBLI, Y100, Z94, WSKZ, KITY, KNMQ, KCAQ. See Parallels, debuts at number 38 on the CHR chart.

PETER WOLF

Come As You Are (EMI America)

68% of our reporters playing it. Moves: Up 12, Debuts 53, Same 45, Down 0, Adds 52 including WKSE, PRO-FM, KRBE, Y100, Q105, B96, WNCI, KMJK. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 134/24
 Moves: Up 48, Debuts 24, Same 41, Down 0, Adds 24 including KTKS, WGH, KWK, KIS, KKRZ, 989XY, KXX106, G105, WPKF, PRO-FM 35-30, Y100 24-20, KCPW 34-30, WERZ 34-31, WTTC 32-29, FM100 34-28.

PRINCE "Sign 'O' The Times" (Paisley Park/WB) 129/129
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 129 including B104, WKSE, PWR95, B106, WAVA, Z94, Y100, B97, WGH, B96, WMMs, WCZY, WYKT, WLGL, FM102

GLASS TIGER "I Will Be There" (Manhattan) 126/58
 Moves: Up 3, Debuts 30, Same 35, Down 0, Adds 58 including WBEN, PRO-FM, B106, WGH, WNCI, 99DXT, KHTR, WLGL, KKRZ, KS103, WPHD 40-27, WCAU d-34, WSSX d-33, KIYS 39-33, KIKX 38-32.

CAMEO "Candy" (Atlanta Artists/PolyGram) 124/14
 Moves: Up 78, Debuts 10, Same 16, Down 6, Adds 14 including WKSE, WNCI, WERZ, WLAN, Q106, KLQ, CHED, BRB, KBOZ, WKXS 13-11, WCAU 34-28, Z93 29-23, Y100 16-11, KIIS 6-5, WBBO 14-11. See Parallels, moves 35-30 on the CHR chart.

BARBUSTERS "Light Of Day" (CBS Associated) 113/36
 Moves: Up 17, Debuts 21, Same 39, Down 0, Adds 36 including KEGL, Q102, 99DXT, KPLZ, Q100, Z94, WWSR, WERZ, WDJX, PRO-FM 31-24, Z95 37-31, WMMs 29-25, WMJQ 38-34, 94TYX 40-32.

LONE JUSTICE "Shelter" (Geffen) 109/7
 Moves: Up 58, Debuts 13, Same 28, Down 3, Adds 7, 1106, WNNK, WPST, KQKQ, KF95, KXKL, KKRZ, WCAU 24-21, PRO-FM 18-15, Z94 24-20, WKRZ 30-26, KTKX 32-27, WWOX 12-10, WLLR 24-19.

DAVID & DAVID "Ain't So Easy" (A&M) 101/6
 Moves: Up 46, Debuts 13, Same 41, Down 4, Adds 1 including KLQ, WBEN 38-33, 94Q 26-23, WMMs 31-27, KDWB 24-21, WLGL 31-26, Y108 30-27, KIIS 8-7, K104 9-7, WNOK 40-34, 95XXX 31-26, 95X1L 12-9, WKSF 28-23, WJMX 38-32.

SURVIVOR "How Much Love" (Scott Bros./CBS) 98/16
 Moves: Up 33, Debuts 11, Same 38, Down 0, Adds 16 including WBEN, B94, KKBQ, WWSR, WERZ, 989XY, WPST, KF8M, Q104, B91, KEGL 23-20, WMJQ 37-32, FM100 31-26, WKDD 40-31, WPKF 31-23.

OURAN OURAN "Skin Trade" (Capitol) 98/4
 Moves: Up 47, Debuts 3, Same 35, Down 2, Adds 4 including KKRZ, WNNK, Q106, WKPE, WKSE 37-33, CKOJ 36-28, Z93 25-20, 99DXT 32-29, KIIS 25-22, KMJK 36-33, WFLY 20-17, WTIC 26-21, 94TYX 30-26, 103CR 17-14, KTMJ 37-31.

BOSTON "Can'tcha Say (You Believe in Me) Still in Love" (MCA) 96/90
 Moves: Up 1, Debuts 2, Same 3, Down 0, Adds 90 including WPHD, WCAU, 94Q, Z93, KEGL, KRBE, WGH, Q105, WMMs, WNCI, KPKE, KKRZ, KMJK, FM102

ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 87/10
 Moves: Up 35, Debuts 12, Same 30, Down 0, Adds 10, WPHD, KCPW, WRVQ, WKFX, KLQ, WGRD, WIGY, WKSE, KWTO, WPST, 94Q 13-10, WMMs 35-29, KMJK 32-27, WPST 33-27, WBCY 20-15.

A-HA "Cry Wolf" (WB) 86/6
 Moves: Up 53, Debuts 8, Same 17, Down 2, Adds 6, WPHD, KROY, G105, WKPE, WCGO, WKKS, WKSE 17-7, CKOI 40-35, KDWB 26-19, WLGL 29-23, KITS 10-6, WBBO 20-15, KWES 28-21, 94Z 20-15, KDON 14-10.

SAMMY HAGAR "Winner Takes It All" (Columbia) 85/7
 Moves: Up 35, Debuts 2, Same 41, Down 0, Adds 7, 99DXT, KPLZ, KUBE, WMJQ, WKRZ, WKDD, KTRS, WCAU 30-26, KEGL 14-5, K104 37-31, KWES 25-26, KTKX 33-28, WERZ 23-19, KXYQ 28-22, WPKF 40-31.

SHIRLEY MURDOCK "As We Lay" (Elektra) 79/11
 Moves: Up 38, Debuts 8, Same 18, Down 4, Adds 1, KBEQ, KCPW, KZPP, WWSR, WBBO, KF8M, BJ105, 95XXX, WOCM, CK100, KBOZ, WCAU 14-9, Y100 11-7, WHY 8-5, KS103 30-22.

CUTTING CREW "I Just Died in Your Arms" (Virgin) 76/76
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 76 including B104, WKKS, WBEN, WKSE, WCAU, PRO-FM, B106, Q107, 94Q, Z93, KTKS, KRBE, WLGL, KCPX, KMEI.

RATT "Dance" (Atlantic) 74/21
 Moves: Up 13, Debuts 11, Same 29, Down 0, Adds 21 including WBEN, WGH, KPKE, KCPX, Z94, 93Q, WBCY, WKSF, WWSR, SLR96, Z93 37-35, KS103 32-29, WBBO 36-29, WHY 47-35, WOMP 31-24.

EIGHT SECONDS "Kiss You When It's Dangerous" (Polydor/PolyGram) 73/3
 Moves: Up 29, Debuts 7, Same 34, Down 0, Adds 3, KZIO, WAZY, SLR96, CKOJ 15-11, WCAU 38-32, CTR 9-7, KDWB 39-33, WLGL 30-25, K104 38-33, KZZB 39-36, KF8M 32-28, WMMs 37-33, B105 20-21, WPST 38-32, KTRS 37-33.

PRETENDERS "My Baby" (Sire/WB) 72/2
 Moves: Up 29, Debuts 3, Same 37, Down 1, Adds 3, WZLX, KZZB, WBEN 31-26, WCAU 39-33, WLS 37-26, KMJK 37-34, K104 39-35, KYS 28-25, 96XXX 33-29, CK100 33-29, 100KH 30-22, WGAN 31-25, WJMX 37-33, KTRS 33-28, WRS 29-21.

CHRIS DEBURGH "The Lady in Red" (A&M) 71/5
 Moves: Up 25, Debuts 11, Same 18, Down 2, Adds 15 including WPHD, B106, WAVA, WLGL, KMJK, KCPX, WWSR, Z93, Q105, 95XXX, WBEN 10-8, KMBQ 34-31, KROY 7-4, WFLY 33-27, WFLY 30-24, PWR99 29-20.

DONNA ALLEN "Serious" (21/Atco) 68/18
 Moves: Up 24, Debuts 12, Same 14, Down 0, Adds 18 including 997, 99DXT, WCZY, KS103, KWSS, KC101, G105, WKSI, KSMB, Y97, KROY 16-10, KMEI 17-10, KATD 34-23, WKCB 19-14, KFV 21-11.

WORLD PARTY "Ship Of Fools" (Chrysalis) 67/14
 Moves: Up 12, Debuts 4, Same 30, Down 0, Adds 21 including 94Q, Y108, KKRZ, KMJK, KPLZ, 93Q, WOKM, KSNQ, WKBQ, WBEN 40-35, WMMs 37-31, WSPK 39-30, 100KH 38-34, WCGO 35-28, WJMX 34-27.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 65/13
 Moves: Up 11, Debuts 11, Same 30, Down 0, Adds 13 including WCAU, Y100, WERZ, K98, WOKI, FM100, WHY 11, Y107, KDMQ, 95XXX, B97 30-26, WCYZ 35-25, KXKX 106 27-22, KKKH 28-23, Z102 40-36.

GLENN MEDEIROS "Nothing's Gonna Change My Love For You" (Ampetrot) 64/16
 Moves: Up 27, Debuts 11, Same 10, Down 0, Adds 16 including PRO-FM, WNCI, KKRZ, WFLY, WNYZ, WROO, KOKQ, WZYP, B104 24-19, WKSE 40-34, WAVA 24-14, KBEQ 15-10, WKEE 29-18, WKZL 36-24, KIYS 16-10.

SIMPLY RED "The Right Thing" (Elektra) 62/30
 Moves: Up 1, Debuts 12, Same 19, Down 0, Adds 30 including CKOI, WMMs, WCZY, FM102, KITS, Z94, WERZ, Y107, KIKK, KIKX, WBWB, Z93 6-36, KCPX d-57, KATD d-53, WTC 35-33.

MOST ADDED MOST ACTIVE HOTTEST

PRINCE (129) BOSTON (90) CUTTING CREW (76) GLASS TIGER (58) PETER WOLF (52) BANGLES (47) JODY WATLEY (41) BARBUSTERS (36) ROBBIE NEVIL (32) SIMPLY RED (30)	CAMEO (78) KOOL & THE GANG (70) LONE JUSTICE (68) DAVID & DAVID (59) A-HA (59) DURAN DURAN (53) ROBERT CRAY BAND (47) SURVIVOR (44) SHIRLEY MURDOCK (42) BARBUSTERS (38) GLENN MEDEIROS (38)	CLUB NOUVEAU (148) STARSHIP (110) HUEY LEWIS... (87) BOB JOVI (81) BEASTIE BOYS (76) JANET JACKSON (66) BRUCE HORNBSBY... (65) GENESIS (63) JETS (61) PETER GABRIEL (57)
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Most Active = Ups + Debuts — Downs

PATY SMYTH "Never Enough" (Columbia) 60/27
 Moves: Up 2, Debuts 6, Same 25, Down 0, Adds 27 including WKSE, WPHD, KEGL, WLGL, WNNK, 93Q, KSAQ, WOX, KIYS, KLUC, 95XXX, WZYP, Z93 d-32, WKDD 35-30, CK95 38-31.

STACEY Q "We Connect" (Atlantic) 60/3
 Moves: Up 35, Debuts 3, Same 8, Down 11, Adds 3, WNNK, KPLZ, WGRD, WKSS 35-30, Z93 15-12, KRBE 5-2, 92X 24-17, KZZP 21-16, KUBE 16-10, WKSE 20, WLAN 34-29, 99GFM 34-30, WAFE 19-15, KOMQ 24-19, Z102 25-18.

TIL TUESDAY "Coming Up Close" (Epic) 55/0
 Moves: Up 24, Debuts 5, Same 24, Down 2, Adds 0 including WKKS 2-1, PRO-FM d-33, KEGL, 40-35, 99DXT 40-37, Z94 10-6, K104 2-1, WPST 11-9, KZZB 38-35, KF95 31-27, CK100 37-34, WPFM 39-34, WBS 25-16, KTRS 27-22, KHTZ 29-25, B91 24-20.

COMMUNAROS "Don't Leave Me This Way" (MCA) 53/0
 Moves: Up 36, Debuts 3, Same 12, Down 2, Adds 0 including PRO-FM 21-17, WNCI 31-26, KDWB 28-24, KATD 10-7, K104 10-9, KZZB 36-32, KZOU 34-29, WDJX 31-29, KTLX 30-25, KIYS 13-9, KMKG 19-14, KOMQ 6-5, 95XXX 32-27, Z102 21-14, WLRW 33-23.

SIGNIFICANT ACTION

HERB ALPERT "Keep Your Eye On Me" (A&M) 45/14
 Moves: Up 1, Debuts 4, Same 28, Down 0, Adds 14 including B96, WCZY, WKRZ, WNK, KZOU, KMGX, KYNO, KDON, WGLF, FM102 d-26, WNNK d-34, WDJX 40-38, 100KH d-40, KISR d-38.

GEORGIO "Sexappeal" (Motown) 43/12
 Moves: Up 5, Debuts 13, Same 13, Down 0, Adds 12 including WKKS, WKSE, KDWB, KC101, WKRZ, Y106, KITY, KCAO, WYKZ, WCAU, WJAX, 40-36, KRBE d-28, Y100 20-15, KXQY 33-30, WKSE d-28, KTMJ d-39, CK95 39-28.

VENETIANS "So Much For Love" (Chrysalis) 43/5
 Moves: Up 3, Debuts 6, Same 29, Down 0, Adds 5, KCPX, KYRK, OK100, WGLF, KTRS, FM102 d-36, WROO on, WCKN d-40, KIYS d-40, WCGO d-40, WJMX 39-36, WPKF d-38, 99K 38-35, KOZE d-35.

JODY WATLEY "Looking For A New Love" (MCA) 42/41
 Moves: Up 9, Debuts 1, Same 0, Down 0, Adds 41 including B104, WKKS, WCAU, PRO-FM, B106, WAVA, Z93, KRBE, Z95, KDWB, KIIS, KZZP, KMEI, WTC, WROO.

PAUL SIMON "The Boy In The Bubble" (WB) 40/4
 Moves: Up 9, Debuts 7, Same 20, Down 0, Adds 4, KWK, KZZU, 95XXX, KTRS, WBEN 39-34, FM102 36-32, KZZB 37-34, KISR, KIKX, KTMJ, KZFM, KEGL, 25-19, KCPK 37-34.

COLIN JAMES HAY "Hold Me" (Columbia) 35/1
 Moves: Up 2, Debuts 5, Same 27, Down 0, Adds 1, KIKK, KMJK on-dp, KPLZ d-32, Q100 d-28, WNNK d-36, WNYZ on-dp, FM100 36-33, KSAQ d-39, KIYS on, WOCM on, WPKX on-dp, WBS 37-28, KGOT on-dp, CK95 d-36.

FREDDIE JACKSON "Have You Ever Loved Somebody" (Capitol) 34/2
 Moves: Up 13, Debuts 3, Same 14, Down 2, Adds 2, B96, KBOZ, Y100 30-27, 99DXT d-36, WCYZ 17-11, WYRT 17-14, KML 19-14, KWSS 27-25, KC101 25-21, WSPK d-37, WFMJ 28-25, WDJX 24-20, KMGX 37-31, KYNO 40-37, KYRK d-39.

PAUL LEKAKIS "Boom Boom (Let's Go Back To My Room)" (ZYX) 33/12
 Moves: Up 14, Debuts 1, Same 4, Down 2, Adds 12, WNNZ, Z95, WNCI, KWOD, KATD, WRCK, KX106, KEZB, WBOJ, KSAQ, KDON, Z102, WKKS 32-23, Geffen 40-19, KZZP 12-9.

RUN D.M.C. "It's Tricky" (Profile) 30/6
 Moves: Up 11, Debuts 11, Same 5, Down 0, Adds 11, 95XXX, WKKE, WFAI, KMES 94Z, KF95, KYNO, WAVA d-28, KRBE d-30, KROY 27-22, KZOU d-38, Y100 34-32, Y106 34-32, Z102 d-35, 99K 39-37.

KENNY LOGGINS "Meat Me Half Way" (Columbia) 29/8
 Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 28 including KEGL, WMMs, WTKI, KDWB, KWK, FM102, K104, WPST, KMEI, KZOU, KZZB, KZZP, KZZB, KZZB, KZZB.

BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 26/1
 Moves: Up 6, Debuts 2, Same 17, Down 0, Adds 1, KF95, K104 18-15, 995 on, KMGX 39-32, KRO d-30, CK100 24-19, 95X1L 30-27, WZYP d-39, KNAN on, WBNO 37-33, KOZE 31-27.

ALAN PARSON PROJECT "Standing On Higher Ground" (Arista) 23/9
 Moves: Up 13, Debuts 0, Same 0, Down 0, Adds 9, KZOU, KIKK, 94, KISR, WYKS, Y94, WDBR, KKAZ, KWNTS, K101, WNOK on, KOJZ on, KGOT d-32.

POISON "Talk Dirty To Me" (Capitol) 20/14
 Moves: Up 2, Debuts 2, Same 2, Down 0, Adds 14, K105, WROO, Y95, KZOU, WHY, KTMJ, WGRD, KXYQ, KZZU, WGAN, WYKZ, KIKX, KTMJ, KZFM, KEGL, 25-19, KCPK 37-34.

SAMANTHA FOX "Do Ya Or Ya (Wanna Please Me)" (Jive/RCA) 17/17
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including KRBE, KS103, 95GFM, WNNZ, WKSS, KIKX, KMGX, 194, KZZU, KQJZ, KISR, WBS, KOZE, KTMJ, OK95.

MEL & KIM "Showing Out (Get Fresh At The Weekend)" (Atlantic) 16/1
 Moves: Up 7, Debuts 1, Same 7, Down 0, Adds 1 including B96, KRBE 23-21, Y100 35-28, KROY on, KMEI 12-9, KAMZ 8-3, KEZB 29-24, KYRK 17-15, KCAO d-33, WJAX on, KML 25-24, 99K 35 on.

BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 16/1
 Moves: Up 4, Debuts 3, Same 8, Down 0, Adds 1, KF8M, WNCI on, K104 on, WZOK d-30, KSNQ on, KLUC 37-32, 95X1L d-37, WCLL d-34, KKAZ on, B91 39-36.

MADONNA "La Isla Bonita" (Sire/WB) 15/7
 Moves: Up 3, Debuts 2, Same 3, Down 0, Adds 7, WAVA, Z95, KBEQ, KCPX, WKEE, BJ105, WGLF, B96 39-31, 92X on, WNCI d-33, KMJK d-30, KWSS on, KXYQ 34-23.

JULIAN COPE "World Shut Your Mouth" (Island) 14/9
 Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 9, 293, WMMs, WKRZ, WBBO, Z104, KIYS, KZZU, WPKF, WBS, WOMP on, KQJZ on, 99K on, WDBR on-dp.

PEUDDO ECHO "Living In A Dream" (RCA) 14/6
 Moves: Up 0, Debuts 4, Same 4, Down 0, Adds 6, KITS, WNOK, WCKN, KTLX, KZFM, Y97, KXYQ on, KZZU d-36, WPKF on-dp, WYKZ on, KAMZ 30-26, 94 27-23, WJAZZ on, Y97 on.

COVERGILLS "Show Me" (The Fave/Sutra) 14/3
 Moves: Up 5, Debuts 2, Same 4, Down 0, Adds 3, WCAU, WRCK, KMGX, WKSS on, Z100 21-19, Y100 22-18, FM102 d-30, KROY on, KMEI 25-17, WSPK 25-20, KAMZ d-30, B105 on, KITY 34-25.

GEOIGIA SATELLITES "Battleship Chains" (Elektra) 13/12
 Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 12, WMMs, PWR99, WSKZ, WNOK, WOUT, WEAG, WGAN, WJAD, WCGO, KISR, Q104, WDBR, Z95 32-24.

STARPOINT "He Wants My Body" (Elektra) 13/4
 Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, WTC, WSSX, KITY, KIKX, WHY on, KROY on, KMEI 34-29, WSPK on, WZYP on, KAMZ 30-26, 94 27-23, WJAZZ on, Y97 on.

BERLIN "You Don't Know" (Geffen) 11/3
 Moves: Up 0, Debuts 2, Same 8, Down 0, Adds 3, KRO, 99K, OK95, KDWB d-37, WBCY on, WCKN on, KIKK on-dp, KZZU on, KQJZ on, WZYP d-40, Q101 on, WBS on, KDVV on.

CHINA CRISIS "Arizona Sky" (A&M) 12/0
 Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 2, CKOI on, KKBQ on, KZZP d-28, FM102 25-24, KITS 26-25, KSNQ on, 194 on, KLUC d-39, WOMP on, WJMX d-40, KZFN on, Y97 on.

CHICO DEBARGE "The Kid Next Door" (Motown) 11/10
 Moves: Up 0, Debuts 0, Same 0, Down 1, Adds 10, WBLI, KMJK, WNNK, WPST, WCKN, KNBQ, WOMP, 99K, WDBR, KZFN on.

FARENHEIT "Fool In Love" (WB) 10/6
 Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 6, WBBO, WKQB, WOCM, WJAD, WJMX, KTMJ, Z93 d-36, K104 on, 95X1L on, KZFN on.

PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 10/2
 Moves: Up 1, Debuts 1, Same 5, Down 0, Adds 2, KKBQ, KIIS, WMMs on, KDWB d-39, KITS 14-9, WNNK on, WPST d-35, WKRZ on, KSAQ on, KFV on.

WAKE UP WITH THE



"RIGHT ON TRACK"



PRODUCED BY JIMMY IOVINE

MCA RECORDS

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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
4	3	2	1 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
1	1	1	2 BON JOVI/Livin' On A Prayer (Mercury/PG)
10	6	5	3 PETER GABRIEL/Big Time (Geffen)
25	16	9	4 JANET JACKSON/Let's Wait Awhile (A&M)
19	11	7	5 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
16	8	6	6 BRUCE WILLIS/Respect Yourself (Motown)
6	4	3	7 JETS/You Got It All (MCA)
40	29	18	8 CLUB NOUVEAU/Lean On Me (WB)
31	22	14	9 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
17	13	10	10 EDDIE MONEY/I Wanna Go Back (Columbia)
23	18	13	11 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
20	15	12	12 BEASTIE BOYS/Fight For Your Right (To Party) (Def Jam/Columbia)
39	26	17	13 GENESIS/Tonight, Tonight, Tonight (Atlantic)
24	20	16	14 DEAD OR ALIVE/Brand New Lover (Epic)
2	2	4	15 CHICAGO/Will You Still Love Me? (WB)
32	27	21	16 WANG CHUNG/Let's Go (Geffen)
14	12	11	17 JOURNEY/I'll Be Alright Without You (Columbia)
35	30	23	18 EUROPE/The Final Countdown (Epic)
7	5	8	19 GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)
37	32	24	20 EXPOSE/Come Go With Me (Arista)
—	36	27	21 CROWDED HOUSE/Don't Dream It's Over (Capitol)
11	10	15	22 READY FOR THE WORLD/Love You Down (MCA)
—	38	31	23 LOU GRAMM/Midnight Blue (Atlantic)
36	33	29	24 RED SPEEDWAGON/That Ain't Love (Epic)
—	—	—	25 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
9	9	19	26 LIONEL RICHIE/Ballerina Girl (Motown)
—	39	32	27 TINA TURNER/What You Get Is What You See (Capitol)
3	7	20	28 MADONNA/Open Your Heart (Sire/WB)
8	14	22	29 SAMANTHA FOX/Touch Me (I Want Your Body) (Jive/RCA)
—	—	35	30 CAMEO/Candy (Atlanta Artists/PG)
—	—	40	31 STEVE WINWOOD/The Finer Things (Island/WB)
BREAKER	32	—	32 HIPSWAY/The Honeythief (Columbia)
38	35	33	33 BILLY IDOL/Don't Need A Gun (Chrysalis)
BREAKER	34	—	34 BANGLES/Walking Down Your Street (Columbia)
12	17	25	35 LUTHER VANDROSS/Stop To Love (Epic)
30	28	36	36 JEFF LORBER featuring KARYN WHITE/Facts Of Love (WB)
15	21	26	37 CHICO DEBARGE/Talk To Me (Motown)
BREAKER	38	—	38 ROBBIE NEVIL/Dominos (Manhattan)
5	19	30	39 CYNDI LAUPER/Change Of Heart (Portrait/CBS)
BREAKER	40	—	40 PETER WOLF/Come As You Are (EMI America)

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ADULT CONTEMPORARY

8	3	1	1 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
5	4	2	2 JETS/You Got It All (MCA)
12	9	6	3 JANET JACKSON/Let's Wait Awhile (A&M)
9	8	5	4 LUTHER VANDROSS/Stop To Love (Epic)
6	6	4	5 TOTO/Without Your Love (Columbia)
3	1	3	6 JOURNEY/I'll Be Alright Without You (Columbia)
25	14	11	7 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
19	17	12	8 DARYL HALL/Someone Like You (RCA)
2	7	8	9 CHICAGO/Will You Still Love Me? (WB)
1	2	7	10 LIONEL RICHIE/Ballerina Girl (Motown)
4	5	9	11 GLASS TIGER/Someday (Manhattan)
20	18	17	12 PAUL McCARTNEY/Only Love Remains (Capitol)
18	15	14	13 READY FOR THE WORLD/Love You Down (MCA)
17	16	15	14 BRUCE WILLIS/Respect Yourself (Motown)
30	25	20	15 KOOL & THE GANG/Stone Love (Mercury/PG)
7	10	16	16 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
11	11	10	17 KANSAS/All I Wanted (MCA)
22	21	19	18 KENNY ROGERS/Twenty Years Ago (RCA)
—	30	25	19 RESTLESS HEART/I'll Still Be Loving You (RCA)
BREAKER	24	21	20 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
28	24	21	21 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
29	23	22	22 MIKI HOWARD/Come Share My Love (Atlantic)
13	13	13	23 MADONNA/Open Your Heart (Sire/WB)
10	12	18	24 BILLY VERA & THE BEATERS/At This Moment (Rhino)
—	—	29	25 SHIRLEY MURDOCK/As We Lay (Elektra)
—	26	26	26 POINTER SISTERS/All I Know Is The Way I Feel (RCA)
—	29	27	27 BURNS SISTERS/Listen To The Beat Of A Heart (Columbia)
BREAKER	28	—	28 STEVE WINWOOD/The Finer Things (Island/WB)
BREAKER	29	—	29 GENESIS/Tonight, Tonight, Tonight (Atlantic)
14	19	23	30 BILLY JOEL/This Is The Time (Columbia)

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AOR TRACKS®

Three Weeks	Two Weeks	Last Week	
1	1	1	1 LOU GRAMM/Midnight Blue (Atlantic)
21	8	2	2 GREGG ALLMAN BAND/I'm No Angel (Epic)
17	10	7	3 SAMMY HAGAR/Winner Takes It All (Columbia)
15	5	5	4 RED SPEEDWAGON/That Ain't Love (Epic)
6	4	3	5 ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)
10	6	6	6 LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)
20	15	11	7 STEVE WINWOOD/The Finer Things (Island/WB)
—	—	15	8 PETER WOLF/Come As You Are (EMI America)
22	19	13	9 ERIC CLAPTON/Miss You (Duck/WB)
16	13	12	10 GEORGIA SATELLITES/Battleship Chains (Elektra)
3	2	4	11 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
—	—	27	12 PATTY SMYTH/Never Enough (Columbia)
37	29	20	13 CROWDED HOUSE/Don't Dream It's Over (Capitol)
19	18	14	14 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
9	7	9	15 GENESIS/Tonight, Tonight, Tonight (Atlantic)
4	3	8	16 WORLD PARTY/Ship Of Fools (Chrysalis)
12	9	10	17 BOSTON/Can'tcha Say/Still In Love (MCA)
30	25	18	18 STEVIE RAY VAUGHAN & DOUBLE.../Willie The Wimp (Epic)
—	51	29	19 CUTTING CREW/ (I Just) Died In Your Arms (Virgin)
36	24	23	20 SANTANA/Veracruz (Columbia)
42	27	24	21 DEEP PURPLE/Call Of The Wild (Mercury/PG)
55	31	25	22 BARBUSTERS I/JOAN JETT/Light Of Day (Blackheart/CBS)
25	21	21	23 BENJAMIN ORR/Too Hot To Stop (Elektra)
7	11	16	24 EDDIE MONEY/I Wanna Go Back (Columbia)
59	38	30	25 PAUL SIMON/The Boy In The Bubble (WB)
29	22	22	26 ROBIN TROWER/No Time (GNP/Crescendo)
BREAKER	27	26	27 JON BUTCHER/Goodbye Saving Grace (Capitol)
27	26	28	28 JULIAN COPE/World Shut Your Mouth (Island)
51	44	33	29 PSYCHEDELIC FURS/Hearbreak Beat (Columbia)
—	48	35	30 LOU GRAMM/Ready Or Not (Atlantic)

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BLACK/URBAN

11	4	1	1 JANET JACKSON/Let's Wait Awhile (A&M)
24	14	7	2 JODY WATLEY/Looking For A New Love (MCA)
5	2	2	3 LOOSE ENDS/Slow Down (MCA)
10	5	4	4 JETS/You Got It All (MCA)
7	3	3	5 HOWARD HEWETT/Stay (Elektra)
25	17	8	6 SHEILA E/Hold Me (Paisley Park/WB)
—	29	10	7 CLUB NOUVEAU/Lean On Me (WB)
31	23	14	8 KOOL & THE GANG/Stone Love (Mercury/PG)
22	16	9	9 MILLIE JACKSON/Love Is A Dangerous Game (Jive/RCA)
26	18	13	10 STACY LATTISAW/Jump Into My Life (Motown)
14	7	6	11 MIDNIGHT STAR/Engine No. 9 (Solar/Elektra)
33	28	16	12 ONE WAY/You Better Quit (MCA)
39	27	18	13 MADHOUSE/6 (Paisley Park/WB)
—	35	22	14 HERB ALPERT/Keep Your Eye On Me (A&M)
34	30	20	15 RAINY DAVIS/Lowdown So & So (Columbia)
30	25	19	16 JAMES BROWN/How Do You Stop (Scotti Bros./CBS)
29	24	17	17 PHYLLIS HYMAN/Living All Alone (PIR/Manhattan)
17	15	12	18 RJ'S LATEST ARRIVAL/Hold On (Manhattan)
23	20	15	19 BRUCE WILLIS/Respect Yourself (Motown)
36	32	26	20 STARPOINT/He Wants My Body (Elektra)
35	31	25	21 MILLIE SCOTT/Ev'ry Little Bit (4th & Broadway/Island)
36	33	27	22 BUNNY DEBARGE/Save The Best For Me (Motown)
32	26	23	23 MEL & KIM/Showing Out (Get Fresh At The...) (Atlantic)
1	1	5	24 FREDDIE JACKSON/Have You Ever Loved Somebody (Capitol)
37	34	28	25 EXPOSE'/Come Go With Me (Arista)
28	22	21	26 TIMEX SOCIAL CLUB/Thinking About Ya (Danya/Fantasy)
—	30	27	27 SYSTEM/Don't Disturb This Groove (Atlantic)
—	40	31	28 LEVERT/Fascination (Atlantic)
—	38	29	29 FRANKLIN & MICHAEL/I Knew You Were Waiting (For Me) (Arista)
—	33	30	30 FULL FORCE/Old Flames Never Die (Columbia)
—	39	34	31 COMMODORES/Take It From Me (Polydor/PG)
—	40	32	32 GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)
—	37	33	33 VESTA WILLIAMS/Something About You (A&M)
—	35	34	34 GENOBIA JETER/GLENN JONES/Together (RCA)
DEBUT	35	—	35 SMOKEY ROBINSON/Just To See Her (Motown)
DEBUT	36	—	36 S.O.S. BAND/No Lies (Tabu/CBS)
12	11	11	37 GLADYS KNIGHT & PIPS/Send It To Me (MCA)
BREAKER	38	—	38 LILLO THOMAS/Sexy Girl (Capitol)
DEBUT	39	—	39 ISAAC HAYES/Thing For You (Columbia)
BREAKER	40	—	40 LUTHER VANDROSS/There's Nothing Better Than Love (Epic)

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