

I N S I D E:

LATEST ARBITRON RESULTS

Houston: KMQJ nears 10 share, opens big lead
Denver: KOSI, KOA dominate market
Dallas: KPLX regains first; KPLX surges
Miami: WLYF solidly ahead; WHQT again tops contemporaries
Tampa: WRBQ-AM & FM leads by six shares
Atlanta: WVEE, WKLS-FM off but hold 1-2
Indianapolis: WIBC takes first as top four gain
Kansas City: WDAF, KYYS on a roll
Minneapolis: WCCO retains solid lead despite KQRS leap
Seattle: KIRO continues No. 1; KISW ties KUBE for second
Phoenix: KNIX Country combo now tops in tight race
New Orleans: WYLD-FM down but leads by three
Rochester: WCMF jump creates three-way race
Dayton: WGTZ increases lead despite drop

Page 26, 28

FCC: AM STEREO ACTION & FAIRNESS SHOWDOWN

The FCC may set a single AM stereo standard after all, and may be forced to confront its Fairness Doctrine dilemma head-on.

Page 11

NEW WMMS, KFI PDs

Brian Philips moves from Charleston to Cleveland's Bazzard, while Ken Kohl leaves KOMO for KFI/L.A.

Page 3

KINOSIAN'S AC DEBUT

New AC Editor Mike Kinasian presents his first R&R column, a philosophical introduction.

Page 50

IN THE NEWS THIS WEEK

- Ed Kiernan VP/GM at WCBS
- David Landau Exec. VP at United Stations
- Michael Leon Sr. VP at A&M
- Mike Shalett joins R&R with Market Research column bowing next week
- Herschel PD at WDVE
- Slack Johnson VP at EMI America
- Barry Lyons VP at IRS
- Ben Hill PD at WCLY
- Mike Kelly PD at KATZ-AM & FM
- Anthony Miraglia, Donald Gorski VPs at CBS Radio Reps
- Phil Norton VP/GM, Ken Anthony PD at KSJO
- Fred Gregory Station Manager at WBYY
- David Small VP/GM at KISS as sale to Noble cancelled
- Sam Holman, J.D. Holliday die
- Jon Horton VP at Emmis
- A&M distributes Nimbus classical label
- Danny McGuffey VP at Sparrow-Star Song
- Bob Scherner GM, Karen Hansen GSM at KKSJ & KCLI

Page 3, 4, 6, 8

Newsstand Price \$5.00



FCC Proposes Combo Ownership Changes

Radio ownership rules at the FCC are headed for a major overhaul, but not quite as extensive as expected. Notably missing from a package of reforms floated out for public comment last week was a staff recommendation to allow groups of 24 AMs or 24 FMs. Present rules limit one owner to no more than 12 AMs and 12 FMs.

Citing marketplace changes and the economies of joint operation, the Commission proposed:

- Permitting owners to acquire radio stations that are much closer to each other than current rules allow.
- Allowing some radio/UHF-TV combinations, possibly with different limits for varying sizes of markets.

Secret Meeting Saves 12-12 Rule

The surprise rejection of the staff plan to erase the 12 AM-12 FM distinction was made privately by the Commissioners prior to last week's open meeting. Announced reason: they only want to deal with local, not national, ownership rules at this time.

Leader Rejoins R&R

John Leader has rejoined the R&R editorial board, concentrating in the areas of planning and strategy. Leader, R&R's former VP/Managing Editor and longtime Exec. Editor and CHR Editor, will continue his extensive voiceover activities in addition to his R&R affiliation.

Publisher Bob Wilson said, "We're all thrilled to have John join the R&R creative team. With his return, the original executive braintrust, which devised so many of our innovations and services over the past 14 years, is back together and ready to roll."

FCC Ownership Proposals

- 24-station AM or FM groups killed
- AM-FM-UHF, AM-VHF combos planned
- Purchases of nearby stations eased

Cook Named Gannett Radio President

Hansen Exec. VP/Radio; Walker Upped To Broadcast Group CEO

Jay Cook, currently KKBQ-AM & FM/Houston President/GM and Regional VP/South Division, has been elevated to President of Gannett's Radio Division following last week's departure of Joe Dorton to Sky Broadcasting.

Cook will report to former Gannett TV President Cecil Walker, who was just promoted to President/CEO Broadcast Group by Gannett CEO John Currely. Additionally, KUSA & KSD-FM/St. Louis President/



Jay Cook

GM Merrell Hansen has been named to the new post of Exec. VP/Radio Division.

Curely noted, "These new assignments assure Gannett of continued leadership and imagination in our broadcasting ventures." Walker added, "Jay Cook brings years of broadcast experience and a solid record at Gannett to the top job in the radio division. Merrell Hansen's proven abilities will be important to our development in radio."

Cook is an eight-year Gannett veteran, having also served as VP/Programming, as well as VP/GM at KSD-FM and Tampa combo WDAE & WUSA (then WIQI). Prior positions include

COOK/See Page 12

ing that the scheme is "not on my work plan."

Buying Neighboring Stations Will Be Possible

Although the "duopoly" rule banning AM-AM or FM-FM combos in the same market would still be in place, the new proposals would make it easier

FCC/See Page 14

PATRICK FRONT-RUNNER

Fowler Plans Spring Exit From FCC

Former radio disc jockey Mark Fowler will resign as FCC Chairman this spring. The presumed front-runner for the top job is Commissioner Dennis

Patrick, like Fowler a strong advocate of broadcast deregulation.

Patrick, 35, is an attorney who worked in the White House personnel office prior to joining the FCC in 1983. Commissioner Mimi Dawson is also known to want the chairman's chair. One of the two will almost surely become Chairman, but there's no word from the White House yet on who will be named to fill Fowler's vacant seat on the Commission.

Plans In "Limbo," Radio Ownership Mentioned

"It seems this is a natural break point in that I've served longer than any other chairman," said Fowler. "It's time to move over and let a new team come in." Calling it "inappropriate" to discuss future plans, Fowler said those will be "in limbo for some period of time." In the past he has indicated an interest in radio ownership.

Proudest Of Cuts In "Mind-Numbing Paperwork"

In the radio area, Fowler said he's proudest of cutting back on

FOWLER/See Page 14

Mark Fowler will resign as FCC Chairman this spring. The presumed front-runner for the top job is Commissioner Dennis

EZ Installs Three New Programmers

Richards To B94, O'Kelly KYKY, Dillon WCKV & WAIV



Jim Richards

EZ Communications has appointed new program directors at three stations. KYKY (Y98)/St. Louis OM/PD Jim Richards transfers to WBZZ (B94)/Pittsburgh, replacing Nick Ferrara, who joined KSDO-FM/San Diego.



Kris O'Kelly

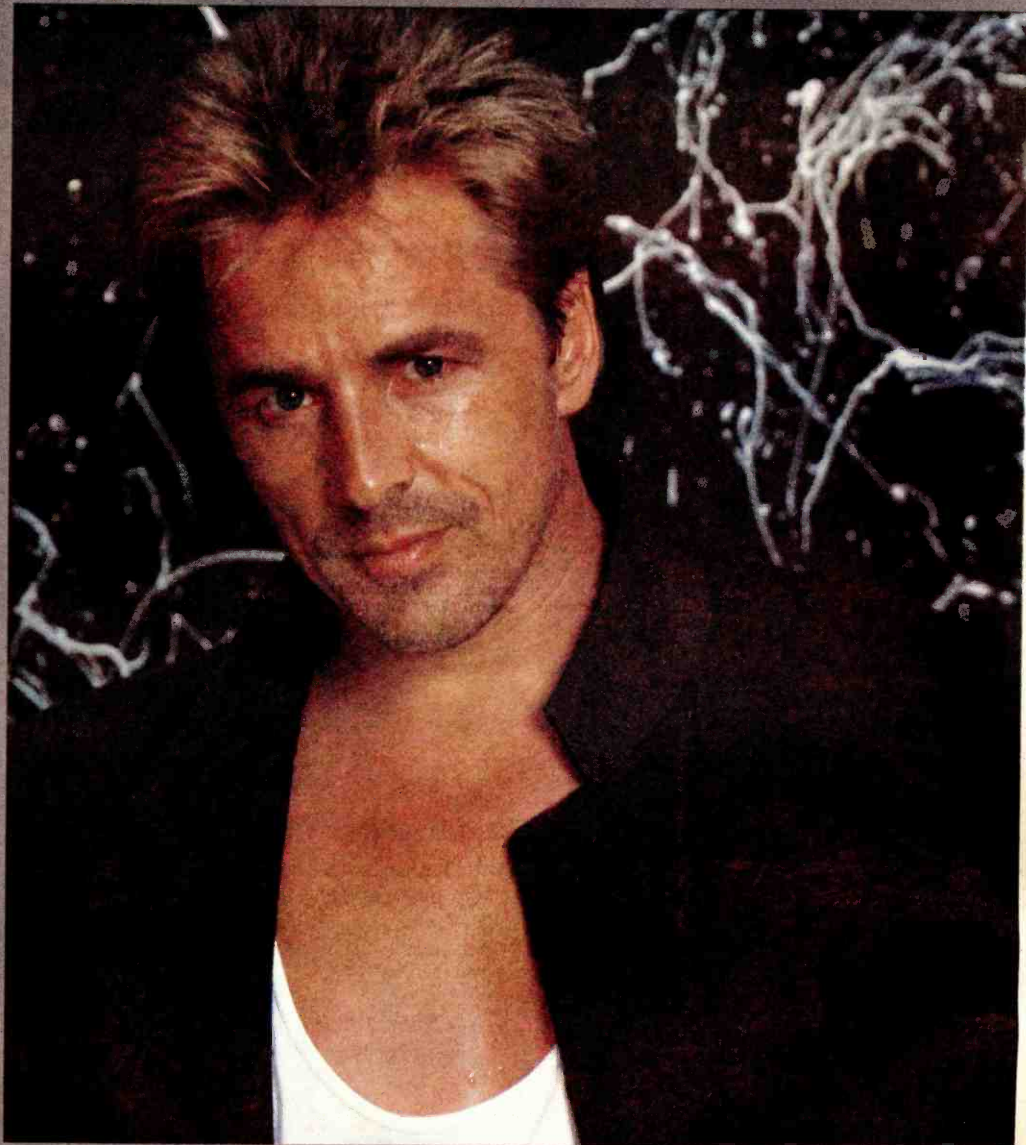
Moving to KYKY, Kris O'Kelly rejoins EZ, resigning his VP/Programming post at Sun-Group's WKXX/Birmingham. WEZS (EZ104)/Richmond OM/PD Dave Dillon transfers to newly acquired News/Talk-AC

EZ/See Page 16

COMING NEXT WEEK

New Music '87

VOICE ON A HOTLINE



The New Single
From The Album Heartbeat
By Don Johnson.



Produced by Chas Sanford

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

JANUARY 23, 1987

CHRISTIAN MYTHS & REALITIES

Correcting industry misconceptions about the Christian radio audience: they listen to traffic reports like everyone else, buy advertisers' products, and by no means spend 24 hours a day preoccupied with matters of religion.

Page 57

Washington Report	11
Radio Business	12
Street Talk	18
What's New	22
Ratings Results	26
Networks: Reed Bunzel	30
Management	34
On The Records: Ken Barnes	36
Records: Adam White	38
Datebook: Sean Ross	39
CHR: Joel Denver	40
Calendar: Brad Messer	43
ADR: Steve Feinstein	45
Black/Urban: Walt Love	47
AC: Mike Kinosian	50
Country: Lon Helton	52
Nashville: Sharon Allen	55
Profiles In Country: Katy Bee	56
Contemporary Christian Radio:	
Brad Burkhardt	57
Marketplace	58
Opportunities	59
National Music Formats	63
Jazz Chart	67
CCR Chart	68
Country Chart	70
AC Chart	96
AOR Chart	96
Black/Urban Chart	96
CHR Chart	96

R&R is published weekly, except the week of December 25th, for \$215 per year, or \$400 for foreign subscriptions, by Radio & Records, Inc., at 1930 Century Park West, Los Angeles, California 90067. Application to mail at second class postage rate is pending at Los Angeles, California. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Black Page, Breakers, Most Added, National Airplay 50, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. © 1987. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.



Ed Kiernan

Kiernan VP/GM At WCBS

CBS Radio Reps VP/GM Edward Kiernan has become VP/GM at WCBS/New York. He replaces Jim McQuade, who left to pursue other interests.

CBS Radio Division President Robert Hosking commented, "Ed's background in sales and management for our two New York radio stations, as well as our national sales organization, will enable him to direct and lead the course of our all-News flagship in the current radio marketplace."

Kiernan told R&R, "I look forward to running the company's flagship News station. As for the rep firm, I gave it my heart and soul, and I'm very proud of all the people here."

KIERNAN/See Page 4

Landau United Stations Exec. VP/Sales

United Stations Radio Networks Sr. VP/Sales David Landau has been appointed to the new position of Exec. VP/Sales, overseeing all aspects of sales for the network.

Landau continues to report to US President Nick Verbitsky, who commented, "Network radio has had an excellent year and I'm happy to say that United Stations' success has exceeded even the industry's record. Our outstanding sales performance can be directly attributed to the leadership of David Landau."

Landau told R&R, "I'm very excited about this promotion. Net-

LANDAU/See Page 4

Johnson VP/Black Music Promotion For EMI



Slack Johnson

Wayman (Slack) Johnson has been promoted to VP/Black Music Promotion at EMI America. He was Regional Director/Black Music Promotion for EMIA and Manhattan out of Atlanta, and moves to L.A. to succeed departed VP/

Black Music Promotion Michael Johnson.

Johnson reports to EMI/A VP/National Promotion Tony Smith, who commented, "Slack has excelled as a field representative for us since joining the company last year. His professionalism, enthusiasm, and dedication will certainly enhance our efforts to promote our product on a national level."

Before joining EMIA last January, Johnson handled regional black music promotion for E/A between 1980-85. Previously, he worked for WEAL/Greensboro as PD/MD, and at WGIV/Charlotte. Johnson stated, "I'm excited about my new level of responsibility with the EMI America/Manhattan family. We intend to continue the momentum of marketing artists and breaking records in 1987."

LEAVES KOMO AFTER SIX YEARS

Kohl Named KFI Program Manager

After six years as Manager/News & Programming at Fisher Broadcasting's KOMO/Seattle, Ken Kohl has accepted the Program Manager's post at Cox full-service AC KFI/Los Angeles, starting in mid-February. The vacancy was created last November when former PD Steve LaBeau formed AM Media Consultants. LaBeau has been serving as interim PD for KFI since that time. KFI & KOST Station Manager



Ken Kohl

Jhani Kaye told R&R that Kohl was selected from a field of "20 excellent candidates." He said, "Ken is uniquely qualified to program KFI because of his success with AM radio. He has been instrumental in the success of KOMO and we are looking forward to having him do great things here."

Kohl's radio career started in 1969 when he was hired at progressive AOR WLIR/Long Island. He stayed in New York until 1974 when he accepted a job at Denver AOR KBPI. His programming post at KOMO came late in 1980. Kohl noted, "Fisher is a wonderful group of broadcasters who taught me about integrity. It's been my life for six years and it is difficult for me to walk away. But I am truly thrilled to work with KFI. We are going to find out who our audience is — what they like and don't like — and then superserve it."

Shalett R&R Market Research Columnist



Mike Shalett

Music industry veteran Mike Shalett has joined R&R to write a new biweekly Market Research column, "Vital Signs," commencing January 30. A specialist in analyzing listeners' record-buying trends and habits, Shalett continues as President of Connecticut-based Street Pulse Group, a market research firm he formed in 1983 to serve the music entertainment industry.

The new R&R column will focus on record retail research, creating, as Shalett describes it, "an interactive environment between consumers, manufacturers, retailers, and radio." R&R Sr. VP/Editor Ken Barnes said, "Every segment of the music industry will benefit from Mike's information. He'll generate new, useful data, analyze trends, and serve as a clearing-

SHALETT/See Page 14



Brian Philips

Philips PD At WMMS

Brian Philips, PD at WSSX/Charleston for the past two and a half years, has been named PD at Malrite CHR WMMS/Cleveland, starting around February 1. He will report to OM Kid Leo and handle the day-to-day programming duties.

WHK & WMMS GM Lonnie Gronek commented to R&R, "Brian is aggressive, bright, and successful. His name kept coming up as the hot new guy to watch. After spending some time with him, we agree."

Leo, who's been wearing both hats for several months, stated, "WMMS is considered to be a national leader in many areas of broadcasting, including recognizing the best of the new talents on the horizon. We are extremely confident that Brian will help take us to even further market dominance."

PHILIPS/See Page 6

Herschel Upped To WDV E PD



Herschel

Taft AOR WDV E/Pittsburgh has named MD/PM driver Herschel Program Director. He succeeds Greg Gillispie, who is joining WDV E consultants Burkhardt/Abrams/Douglas/Elliott. Herschel will retain his airshift; no replacement as MD has been appointed yet.

VP/GM Bob Schutt commented, "With the station in such good shape, we don't need radical surgery. We need a guy who knows what's been going on and can keep it going on. Herschel's Pittsburgh; he knows the market. That's why he's the logical choice."

Herschel came to WDV E in 1981 and was named MD in 1984. His background includes MD/evenings at Jazz WVRV/New York (now AC WLTW) from 1977-81 and airwork at Pittsburgh's WYDD from 1974-77. Herschel told R&R, "We have a great staff, and my job is simply to get the most out of them and have a lot of fun."

NEWS

RODRIGUEZ RETIRES

Norton VP/GM, Anthony PD At KSJO

Gary Rodriguez, VP/GM of Narragansett's KHHT & KSJO, is retiring from broadcasting. He'll be replaced as VP/GM by Phil Norton, the CHR/AOR combo's GSM for the past year. Also, the KSJO PD reins have been handed to MD Ken Anthony, who's been serving as interim PD since former OM Dana Jang departed last October.

Rodriguez, whose 17 years in radio include VP/GM posts at KBEQ/Kansas City and WIVY/Jacksonville, will continue consulting the stations for six months. He then plans to travel to Argentina for a few weeks this summer to do missionary work with a local church group.

Norton had previously worked for Narragansett President John Franks at WHJJ & WHJY/Providence, which Franks owned privately. There's no replacement as GSM; Norton will continue to handle national sales. Gordon Brown, ex-K101/San Francisco Regional Sales Manager, was recently hired as Local Sales Manager.

Anthony joined KSJO in 1981 as a partner, was given MD/Research Director duties later that

year, and named MD in 1984. He'll retain his 10am-noon airshift. Anthony's nine years in radio also include airwork at KLIV/San Jose and nearby KKIQ/Livermore.

Franks told R&R, "Phil has been with me for eight years, working himself up from the sales ranks to become a very effective GSM. I have a lot of confidence in him."

Norton said, "It's ludicrous to think we're going to knock off great competition like KWSS and KOME overnight. But Gary's gotten some substantial ratings increases, and with his assistance and Narragansett's direction, we're looking to continue to build on the blocks in place."

KSJO has trailed rival KOME in the last four books. In the fall Arbitron, KSJO climbed 3.1-3.5 and KOME improved 4.0-4.8. Anthony commented, "We've got to address the issue of consistency. Over the last few years, we've done everything from a primary, hard-rock 18-24 sound to an upper-demo, lighter sound. KSJO is best when it's doing a traditional AOR balance of oldies with currents."

"We have a lot of heritage that

we haven't paid enough lip service to in the last few years. It's about time people realized that we're the longest-running AOR in the Bay Area (KSJO's been AOR since 1968, with a year out for CHR). That's why we've brought back personalities like Laurie Roberts and Lobster, and we're calling ourselves 'The Bay Area's Home Team.' That 'coming home' concept is something I'm really trying to drive home."

Steve Moore continues as PD of KHHT, while Dave Numme remains interim MD at KSJO.

Kiernan

Continued from Page 3

people and all our accomplishments. We built a terrific company, and WCBS is very pleased to have CBS Radio Reps as their sales force."

Kiernan also worked as VP/GM of CBS Radio Spot Sales before the two sales divisions were consolidated, and has held Director of Sales, National Sales Manager, and GSM positions at WCBS & WCBS-FM.

Hill Segues To WCLY PD Position



Ben Hill

After three years as PD at AC-formatted KFMK/Houston, Ben Hill has transferred to First Media sister AC outlet WCLY/Washington, replacing Alan Hotlin. Hill will remain involved with KFMK until his replacement is named.

WCLY GM Jeanne Oates said, "Ben has done a terrific job in Houston and now it's time for him to get the credit here in Washington. I've known Ben for about four years and when the opportunity came up, he was the only choice."

Hill helped engineer KFMK's rise from 4.6-5.9 in the fall Arbitron, finishing first among the four FM ACs there. His task is to turn around WCLY's struggling ratings, which dipped 2.4-1.8 in the latest book. He said, "Obviously the station needs to improve. My primary mission is to turn things

around as quickly as possible." Hill, a 16-year programmer with previous stints at KJR/Seattle and WCBM/Baltimore, added that WCLY would remain AC.

ENTERS CLASSICAL ARENA

A&M To Market, Distribute Nimbus

Nimbus Records, a UK-based classical label specializing in CD production, has signed a marketing and distribution agreement with A&M Records. The deal officially commences in February with the release of 16 Nimbus CDs, including both new titles and catalog product.

"A&M looks for vision and artistic excellence in its artists, and to find those qualities in an entire label is an exciting prospect," said A&M President Gil Friesen. "It is a timely challenge for us to be involved in classical music, and we're particularly proud to be associated with a company like Nimbus."

Nimbus was previously distributed by a network of independents, and A&M expects to hire two or three employees to market and sell

Nimbus product in the US and Canada. A&M VP/Sales David Steffen commented, "A&M already has considerable experience dealing with different markets via the Windham Hill, Word, and Shoreline labels, so we feel that we're equipped to handle this area as well."

Landau

Continued from Page 3

work radio is a growth medium and it's great to be with a company with so much potential."

Landau was named Sr. VP/Sales at United Stations in 1985. He joined the company in 1983 as Director/Eastern Sales, and was later appointed VP/Sales. He previously held sales positions at both the Christal Co. and at Infinity Broadcasting.

NISSAN OFFERS

YOU
YOUR LISTENERS
YOUR ON-AIR PERSONALITIES
CHANCES TO WIN!



ONE OF THE NISSAN HARDBODY TRUCKS
YOUR LISTENERS AND YOUR STATION
CAN WIN VIA...

STRONG SOUNDS

HOSTED BY
PAT ST. JOHN

THE PROMOTION-LOADED SYNDICATED
RADIO PROGRAM CHOCK FULL OF THE
FRESHEST, STRONGEST MUSIC, INTER-
VIEWS & TRIVIA IN ROCK N' ROLL TODAY!

The AOR targeted program with strong CHR appeal.
STRONG SOUNDS is INTENSE, it's Rock N' Roll, and it
has the most aggressive sponsor and promotion partner
package radio has ever seen...

THE NAME IS
NISSAN
AND THE WAY TO ROCK N' ROLL
AND TRUCK GIVE-A-WAYS
IS
STRONG SOUNDS

CALL NOW! MIKE CATENA
(818) 880-6105

"STRONG SOUNDS" and design is a trademark of TRG COMMUNICATIONS, INC. ©1986 TRG COMMUNICATIONS, INC.
Strong Sounds is produced by TRG Communications, Inc. in cooperation with GM's Buick.

We're #1 on COMPACT DISC DIGITAL AUDIO



3000 STEREO SOUND EFFECTS
ON 28 CD's

CALL (416) 977-0512

86 McGill Street, Toronto, Ontario Canada M5B 1H2

**SEND YOUR AFTERNOON JOCK TO LOS ANGELES
TO BROADCAST THEIR SHOW...**

"Live from L.A."

THE CALIFORNIA RADIO REMOTE

A one week (20 hour) live broadcast that captures the excitement of Hollywood. Spend your afternoon-drive time with recording artists, T.V. and movie stars, comedians and sports figures as your on-air guests ... PLUS a customized celebrity promo package.

Join us...for the event that's "Live from L.A.!"

now booking all formats

FEBRUARY 23-27
GRAMMY WEEK

WBCN
WIYY
KISW
KYYS
WHTX

SOLD OUT

"The quality was fantastic...The stars were excellent...one of the most exciting weeks in Dallas/Ft. Worth radio."

Gene Boivin, General Manager KZEW

for demos & information

contact

JOHN MCGHAN

213-850-7417

**upcoming weeks
available**

MARCH 30-APRIL 3
ACADEMY AWARDS WEEK

APRIL 27-MAY 1
ARB TARGET WEEK

JUNE 1-JUNE 5
HOLLYWOOD CENTENNIAL
WEEK

NEWS

Moody Gathering



PolyGram's Moody Blues played Radio City Music Hall in New York recently. Pictured backstage are (l-r) United Artists Attractions (management firm) President Tom Hulett, group's John Lodge, PG President Dick Asher, Exec. VP Bob Jamieson, band's Justin Hayward, VP Jim Lewis, group's Patrick Moraz, Sr. VP Ted Green, Exec. VP Mel Iberman, and VP Steve Pritchit.

SPENCER BACK TO NEW ORLEANS

Kelly Appointed PD At KATZ-AM & FM

KAPE/San Antonio PD Mike Kelly has been named Director/Broadcast Operations at Inter-Urban's recently acquired R&B Gold/B/U combo KATZ-AM & FM/St. Louis. The stations had been programmed on an interim basis by National PD/WYLD-FM/New Orleans PD Dell Spencer, who returns to his New Orleans base.

Spencer told R&R, "I met Mike through the Young Black Programmers Coalition in 1984 and had a chance to work with him on a couple of YBPC projects. I tried to hire him, but he'd always tell me he was happy in San Antonio. When I heard about the ownership change there, I figured this would be a good time to try again."

Confirming rumors that he had previously intended to remain in St. Louis and hire a replacement at WYLD-FM, Spencer said, "We originally planned to send Mike to New Orleans. But with further reflection, it was determined that I could do more from the home office than from the satellite, and he

could do more with the station we were trying to get off the ground than with this monster here."

After holding announcer jobs at WNOV/Milwaukee and KADO/Texarkana, Kelly joined KAPE in May 1983 and became PD in January 1984. He told R&R, "We've got a lot of work to do in St. Louis. Dell has the concept for the station — to make it strictly adult-sounding — and I think it's going to work."

McGuffey Sparrow-Star Song's VP/Sales



Danny McGuffey

Sparrow Corporation Director of Sales Danny McGuffey has been promoted to VP/Sales for Sparrow-Star Song. He joined the L.A.-based Contemporary Christian record company's corporate parent in 1980 as a regional sales representative and advanced to National Sales Director nine months ago before assuming his most recent post.

McGuffey will now be responsible for the administration and direction of Sparrow-Star Song's sales operations, which include the organization's field and telemarketing sales staff. He told R&R, "I see this position as a real example of Sparrow's growth in the industry, especially through our new association with Star Song. With our expanded field sales force I believe we can not only increase this company's position but enhance the exposure of Christian music as well."

Lyons

Continued from Page 3

ing of our overall business. He has the IRS intensity, street musical knowledge, coupled with the business savvy that will make him an incredible addition to the IRS family."

Lyons said, "After nine years with Elektra only an extraordinary opportunity could've lured me away from what has become a second family. Joining IRS as they prepare to enter a new era of growth is just such an opportunity."

Before taking on his most recent E/A title in 1982, Lyons was Promotion/Marketing Manager for Buffalo, earlier serving as National Sales Director for Buffalo-based label Amherst/DJM.

J.D. Holliday Killed By Car

New York radio veteran Paul Zarcone, known professionally as J.D. Holliday, was struck by a car and killed late last Saturday night (1/17) near his Long Island home. Zarcone, 41, was most recently working weekends at nearby WALK/Long Island.

Beginning as an engineer at WMCA/New York, Zarcone had been a major player in that city's B/U radio scene since the early '70s. It was then that he joined Frankie Crocker, who he'd engineered for at WMCA, at WBLS/New York. Zarcone later programmed WKTU/New York and then worked for WXLO during its transition from AC to B/U WRKS. Other jobs included airwork at neighbor WCBS-FM and PD jobs at WGCI-FM/Chicago and KBLX/San Francisco.

Services for Zarcone were held Wednesday (1-21) at St. Joseph Church in King's Park, LI.

Philips

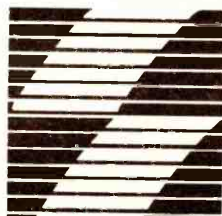
Continued from Page 3

Philips will be an off-air programmer, allowing Leo to continue his long-running afternoon show. He told R&R, "Kid Leo is the walking definition of 'street-smart.' We all share a belief that the Buzzard can grow even bigger."

The former WGLF/Tallahassee PD continued, "You can't help but love the Buzzard's credo: 'At Malrite we don't go to work, we go to war.'" WMMS was recently named Rolling Stone's "Rock & Roll Station Of The Year" for the eighth consecutive time.

Philips's replacement at WSSX is being sought.

Demand the best.



SURREY
RESEARCH

"Surrey helped us greatly in determining the psychographic attitude of the SUPERSTARS II (KFOG) audience. We learned what they like...and just as importantly, what they don't like on the radio."

Lee Abrams
Burkhart/Abrams/Douglas/Elliott

1-800-952-1986

Ask for Mike Henry

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

PERSONALITY PLUS!

When it comes to **personality**, *Rockin' America Top 30 Countdown* has a personality all its own: America's most listened-to morning man, Scott Shannon.

Plus – it's a programmer's countdown. Produced by one of the nation's most respected programmers, the PD of America's highest-rated radio station, WHTZ-FM/New York....you guessed it: Scott Shannon. *Rockin' America* has it all: The hits. The bits. Outrageous comedy. The news. The views. Mr. Leonard. And the entire Zoo Crew. *Scott Shannon's Rockin' America Top 30 Countdown* gives new meaning to the phrase *personality plus*. And that's what makes it a great countdown show! Make it work for you. Contact your Westwood One representative now at (213) 204-5000 or Telex 4996015 WWONE.



 **WESTWOOD ONE RADIO NETWORKS**

NEWS

WBYS Ups Gregory To Station Manager

Devine Communications AOR WBYS/Bufalo GSM Fred Gregory has advanced to Station Manager. He's currently scouting for his replacement as GSM. Additionally, Production Director/night jock Tom Tieber has exited, while parttimer Hank Ball has been named Director/Creative Services.

President Chris DeVine said, "Fred's been in the market a number of years and has had good sales

management experience. He's tough but fair, and a good competitor."

Gregory's five years in Buffalo include serving as Sales Manager of WYRK. He also spent seven years on-air at Midwest stations, including KAJK/Cedar Rapids. He came to WBYS as GSM last October.

"To paraphrase Timbuk3, the future's so bright we're gonna have to wear shades," said Gregory.

LEGENDARY PROGRAMMER

Sam Holman Dies At 52

Sam Holman, 52, a legendary PD of WLS/Chicago, KQV/Pittsburgh, WABC/New York, Y100/Miami, and KOIO/Omaha, died last week in his sleep of cardiovascular failure in Las Vegas.

During his career, Holman became an associate of Don Burden at KOIO and helped put Top 40 on the air at KQV, WLS, and WABC. He later became National PD of the ABC O&Os under Ralph Beaudin (now GM at KQKQ/Omaha). Holman had a knack for finding talent and is credited with discovering Dick Biondi, Cousin Bruce Morrow, Scott Muni, and Gene Taylor.

He was also GM at WOHO/Toledo, and had been an air personality at KNEW/San Francisco and KISN/Portland. He'd also served as Western States Regional Manager for Bridal Fair, spent a number of years with PAMIS/Dallas, and held various posts with Drake-Chenault.

Holman was about to become a GM again of a new property for Broadcast House, Inc. at the time of his death. Company President L. David Moorhead told R&R, "We were negotiating for a station here

in Las Vegas, and he would have become involved with all of our properties.

"Both (Chairman) Larry Greene and I consider this a severe personal loss, in addition to that of an irreplaceable business talent."

Holman is survived by his wife Barbara and two children, Blaine and Regan, as well as a daughter by a previous marriage and one grandchild.

SALE TO NOBLE CALLED OFF

Small VP/GM At KISS

David Small has been named VP/GM of Capitol Broadcasting Co. AOR KISS/San Antonio. He succeeds John Hiatt, who last fall became part-owner of crosstown KESI. KISS GSM Scott Vollwinkle left this week to join Hiatt at KESI as GSM.

Meanwhile, KISS's sale to Noble Broadcasting, announced last August, has been called off. Small says Capitol is "reconsidering" whether or not to keep the station.

Small's 25 years in the business include ten with Shamrock Broad-



Solar/Elektra's Midnight Star received gold-plaques from the Solar/Constellation executive staff in L.A. recently. Pictured (l-r rear) are Solar Exec. VP Hank Caldwell, group's Melvin Gentry, Belinda Lipscomb, and Bo Watson, and Solar Chairman Dick Grifley; (l-r front) group's Bill Simmons, Kenneth Gant, Jeffrey Cooper, and Bobby Lovelace.

Solar's Gold Star

Horton Named Emmis VP/Marketing Director



Jon Horton

KPWR (Power 106)/Los Angeles GSM Jon Horton has been appointed VP/Marketing Director for Indianapolis-based Emmis Research Company, which was created last September by KPWR parent Emmis Broadcasting. The firm works with all of the Emmis stations, and plans to eventually broaden to outside clients.

"Jon's talent and experience will be a tremendous asset to our mission," said Research Division President James Riggs. "This is another step in Jon's impressive progress with our company," added Emmis President Jeff Smulyan. "Every challenge we have given Jon has been met with excellent performance, and I'm certain this new role will continue to prove his level of achievement."

Horton joined Emmis in 1982 as an AE for AC-formatted WENS/Indianapolis. In 1983 he was promoted to LSM and then to GSM. Horton became GSM at KPWR (then KMGG) in the fall of 1985. A 24-year broadcaster with a law degree, he said, "Emmis is on the cutting edge of research development in radio, and I'm excited to

have the opportunity to share what I've learned with other broadcasters across the country." Horton assumes his new post March 1.

STAFF

President: BOB WILSON
Executive VP-General Manager: DICK BRIDMAN
Editor: [Name obscured]
Los Angeles Office: (213) 533-4300
Senior Vice President & Editor: KEN BARNES
Art Director: RICHARD CLARK
Managing Editor: JEFF GREEN
Executive Editor: CARL MITCHELL
News & Sports Editor: TED RUIZ
Night & Weekend Editor: ROSEMARY
Promotions & Marketing Editor: HARVEY MEDWICK
AC Editor: MIKE KINGMAN
AOR Editor: STEVE FREESTER
Black/Urban Editor: WALTER LOVE
Class Editor: GIL DROVIER
Country Editor: LOU HELTON
Jazz Editor: BARBARA BARNES
Competition/Classics Editor: BRAD BURKHART
Records Editor: ADAM WHITE (New York)
News Editor: THOMAS O'CONNOR
Class Editor: LEAN ROSS
Early Morning Editor: VICKIE O'CONNOR
Special Assignments Editor: JIM DAWSON
Class Editor: CAROL VAN SEESTER
Senior Associate Editor: HURRICANE HEERAN
Associate Editor: JIM MEDLOCK, LOU RICE, TARA WHITE
Editing Assistants: KAREN O'CONNOR, GREG AGNEW
Vice President/Competition/Classics Editor: DICK BURR
Competition Editor: LEE CLARK, MIKE JAMES
A/E Editor: JOHN ENRIGHT/CH
Traffic Director: JOANNA MCCOY/CH
Assistant Traffic Director: KELLEY SCHEFFELIN
Address: Services, METCO GREENMOUNT
Production Director: RICHARD AGUSTA
Associate Art Director: MARILYN FRANGSEN
Photography: ROGER BURMAN/LE
Typography: KENT THOMAS, LUCIE MORRIS, BILL MOORE
Graphic: GARY VAN DER STEUR, TIM ALUMBERG, LARRY MURPHY
Assistant to the Publisher: SHARPE MANANARA
Competition/Classics/Records/Security
Accountant: WENDY YANG
Accounting Assistant: MARY LYSTON
Legal Counsel: JERSON JUREWICZ
New York Bureau: (212) 805-0355, 575 Madison Avenue
Bureau Chief: ADAM WHITE
Class Editor: [Name obscured]
Washington Bureau: (202) 842-7481, National Press Building, Suite 807, 17th St. NW, Washington, DC 20036
Bureau Chief/Marketing Editor: BRAD WOODWARD
Associate Editor: PATRICK CLAMPSON
Nashville Bureau: (615) 972-4982, 792-4983, 1810 14th Avenue South, Nashville, TN 37212
Bureau Chief: LOU HELTON
Associate Editor: KATE REE
Office Manager: DEBBE FINNELL
Bureau
Senior Vice President: BILL CLARK
Law: [Name obscured] (213) 533-4300
Vice President/News: [Name obscured] MICHAEL ATKINSON
Sales Representative: PAUL BELLAIR, DICK DONAHUE
OFFICE: GENE SPINARD, KEVIN SHIPLEY
Sales Production Coordinator: BRAD MORGAN
Marketing Sales: GUY CARROLL, LISA GUANZBERG
New York: (212) 805-0355
New York Office: (212) 805-0355
Headline: (615) 972-4982, 792-4983
Vice President/Sales: SHARON ALLEN

ONE YEAR AGO TODAY

- Ken Wolf GM at KTNQ & KLVE/Los Angeles
- Mark St. John PD at WAVA/Washington
- WARM/Atlanta drops AC for CHR
- #1 CHR: "That's What Friends Are For" — Dionne & Friends (Arista) (2 wks)
- #1 AC: "The Sweetest Taboo" — Sade (Portrait/CBS)
- #1 BIU: "Do Me Baby" — Meli'sa Morgan (Capitol)
- #1 COU: "You Can Dream Of Me" — Steve Wariner (MCA)
- #1 AOR Track: "Stages" — ZZ Top (WB) (2 wks)
- #1 LP: "Afterburner" — ZZ Top (WB) (12 wks)

FIVE YEARS AGO TODAY

- ABC acquires Watermark
- Frank Dileo VP/National Promotion, Epic Records
- Gordon Anderson VP/National Promotion, CBS Associated Labels
- Classic Rock KCBS-FM/San Francisco becomes AOR KROR
- #1 CHR: "I Can't Go For That" — Hall & Oates (RCA) (4 wks)
- #1 AC "Cool Night" — Paul Davis (Arista)
- #1 BIU: "Call Me" — Skyy (Salsoul/RCA) (2 wks)
- #1 Country: "Lord, I Hope This Day Is Good" — Don Williams (MCA)
- #1 LP: "Freeze" — J. Geils Band (EMI America) (3 wks)

TEN YEARS AGO TODAY

- #1 CHR: "Blinded By The Light" — Manfred Mann (WB) (2 wks)
- #1 AC: "Torn Between Two Lovers" — Mary Macgregor (Ariola America) (3 wks)
- #1 Country: "Let My Love Be Your Pillow" — Ronnie Milsap (RCA)
- #1 LP: "Hotel California" — Eagles (Asylum) (3 wks)

Scherner GM, Hansen GSM At KKSX & KKLI

At Fort Vancouver Broadcasting Classical/AC combo KKSX & KKLI/Portland, Station Manager Bob Scherner and Local Sales Manager Karen Hansen have been promoted to GM and GSM, respectively.

Fort Vancouver President Bill Failing will now focus on corporate issues and seek additional investment for current and future projects. He said, "Bob and Karen are extremely well qualified to take care of the day-to-day operation, and I'm looking forward to leaving that to manage the corporate side of things. Now that KKSX and K-LITE are working well together as a combination, we're all set to make '87 the year we live up to our potential."

Prior to joining the Portland stations, Scherner was GSM at KSFO & KYA/San Francisco and KGW/Portland. Hansen's background includes several years in radio sales and advertising.

QUALITY

Every month, more of the nation's most successful broadcasters are realizing that there is, in fact, **one** top research company in our business.

Strategic Radio Research, unlike virtually all other research firms, doesn't "farm out" its actual interviewing to low-bid local subcontractors. Every single interview is conducted from our 90 WATS lines in our Chicago phone center. Our unique quality control gives broadcasters findings that they can trust.

If you're working toward an improved Spring book, commission a "Strategic and Perceptual Study" to clearly define your station's strengths and weaknesses. Or use our "Continuous Measurement Plan" for ongoing feedback from your target audience. For stations considering a format change, our "Format Search" study gives hard numbers for the ratings potential of each option.

We're the research firm of choice for America's most successful broadcasters. For audience research that you can trust to improve your station's ratings, revenues, and bottom line, call Kurt Hanson or Greg Daugherty today at (312) 280-8300.



STRATEGIC
RADIO
RESEARCH

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

PARTY *America*

**Eight of the nation's hottest D.J.s
want to party on your station!**

- ▶ Featuring the country's biggest CHR hits of the week that you can dance to...in continuous music sweeps...with special "Party" remixes...Every Week!
- ▶ Nationwide "Party Reports" from America's leading air personalities!... from America's party capitals...where the music and fun never stop...Every Week!
- ▶ More star power per minute than any other party you've been to...Every Week!
- ▶ Hosted by Fast Jimi Roberts, WPLJ-FM New York, and Joe Nasty, KPWR-FM Los Angeles...consulted by Larry Berger... produced and created by Ron Cutler Productions...Every Week!

You are cordially invited to bring the party to your radio station...Every Week...Exclusively on

**ABC
FM RADIO
NETWORK**

For information, contact Beverly Padratzick at (212) 887-5219

WASHINGTON REPORT

FCC May Tackle AM Stereo Stalemate

Synchronous Transmitters Proposed; Higher AM Power Eyed; 1600 Daytimers May Go Fulltime

For the first time since authorizing AM stereo nearly five years ago, the FCC last week indicated it will reconsider its much-criticized "marketplace" approach. The hint came as the Commission publicly listed the order of steps it will take to remove regulatory boulders littering the path of AM radio.

The Commission's refusal to pick a single standard in 1982 has been blamed for the Kahn-Motorola stalemate, which has made both broadcasters and receiver manufacturers unwilling to commit themselves to AM stereo.

Even while calling the marketplace decision a mistake, Commission officials until last week insisted it was too late to set a standard, a move they said was sure to spark protracted litigation.

McKinney: Single Standard "Must Be Addressed"

In its list of AM priorities, however, AM stereo was put on a "deferred" list. No action will be taken until the National Telecommunications & Information Administration releases a pending study on the AM stereo marketplace. NTIA's report may be out by the end of this month.

With industry pressure for action mounting, Mass Media Bureau Chief Jim McKinney said a petition from Texar calling for a single AM stereo standard "must be addressed."

Repeater Transmitters Would Extend AM Signals

Synchronous transmitters, officially proposed last week, would extend an AM signal by simulcasting the same programming, at a distance, on the station's frequency. Before authorizing them, the Commission wants more data on possible interference. As a result, last week's action was only a call

for information, rather than the start of a formal rulemaking.

Besides synchronous transmitters, the Commission's list of "near-term" steps includes other changes already in the regulatory pipeline:

- Killing the main studio/program origination rules
- Easing the "duopoly" rule

• Cutting interference from RF lighting and other electrical devices.

"Longer-term" goals are:

- Changing interference protection rules, possibly yielding higher station powers.

• Letting up to 1600 remaining daytimers go fulltime at reduced power.

Along with AM stereo, the "deferred" list contains:

- New antenna designs
- Possible changes in channel and station classification.

CONGRESSIONAL RETALIATION FEARED

Court Forces FCC Fairness Doctrine Showdown

Broadcaster hopes of dealing a quick, clean death blow to the Fairness Doctrine in court were dashed last week. By refusing to toss out the doctrine as unconstitutional, and pressuring the FCC to act on the policy, the U.S. Court of Appeals heightened the risk of Congress cementing the policy into law.

Fairness Doctrine foes had pinned their hopes on the courts because the FCC, which calls the policy unconstitutional, is afraid of Congress. The doctrine enjoys strong support on Capitol Hill. A unilateral FCC move to kill it could prod Congress into clearly writing the doctrine into law once and for all — putting abolition even further out of reach than it is today.

"The onus is now back on the FCC, that's obvious," said RTNDA President Ernie Schultz.

RTNDA counsel Larry Scharf said, "I hope the Commission will respond by doing what they'd really like to do, in spite of Congress. Then we'll just deal with Congress later."

Court Criticizes FCC's Political Fears

One of the cases decided last week involved the FCC's ruling

that Meredith's WTVH-TV/Syracuse violated the Fairness Doctrine in 1982 when it ran paid spots favoring a nuclear power plant, but aired no opposing viewpoints.

The court sent the case back to the FCC, chiding the agency for failing to address Meredith's claim that the Fairness Doctrine is unconstitutional. The court accused the Commission of refusing "to face the merits of Meredith's defense" because the results might be "politically awkward."

However, the court offered the FCC a Catch 22. It said Meredith's constitutional claim need not be considered if the Commission concludes that "it may not or should not enforce the doctrine because it is contrary to the public interest" — just the kind of finding that could invite a congressional counterpunch.

FCC's Fairness Catch 22

- US Court of Appeals chides Commission for evading Fairness issue
- If FCC declares Fairness Doctrine is unconstitutional, Congress will probably vote it into law
- Gloomy outlook for broadcasters hoping for repeal

News Directors Could Force FCC's Hand

Last week's other case was brought by the Radio-Television News Directors Association, which also argued that the doctrine violates the First Amendment. But the appeals court said the issue must first be taken up in a lower court.

The court did agree, however, to review RTNDA's claim that the FCC erred when it decided in 1985 to continue enforcing the Fairness Doctrine even after concluding that the policy is unconstitutional and deserves the public interest.

Once again, an RTNDA victory on that point could add pressure on the Commission to stop enforcing the doctrine, possibly provoking Congress into action.

Supreme Court May Join Fray

A third Fairness Doctrine case is also pending. Another court ruled that the policy is not written into law, and the Supreme Court has been asked to settle the question. A finding that the doctrine was never legislated would be still another mixed blessing for opponents, freeing the FCC to act unilaterally, but risking retaliation from Congress.

WANTED: Your station's best promotion of 1986!

Whether it's a giveaway, a community service, an event, a stunt — you'll want to enter it in NAB Radio's



Best of the Best Promotion Contest



Yours could be one of three stations to win industry-wide recognition at NAB's 65th Annual Convention and \$500 cash!

Call NAB Radio, (202) 429-5420 for more information

RADIO BUSINESS

TITLE SNAFU, DOOMS DEAL

Record \$20 Million WADO Sale Bites Dust

By Patrick M. Clawson

The sale of New York Spanish station **WADO** — the biggest AM deal of 1986 — has collapsed because of title problems with the station's New Jersey transmitter site.

"The deal went South," grumbled **Command Broadcasting** Executive VP **Alber Cameron** after losing the \$20 million dollar sale to **Tichenor Media System, Inc.** When the **WADO** deal was announced last July, it set an all-time record for the price of a stand-alone AM station. **WADO** broadcasts with 5 kw on 1280 kHz.

The Spanish-formatted station was expected to significantly beef up the extensive holdings of similarly formatted stations owned by **Tichenor** in Chicago, Houston, San Antonio, and Harlingen, TX.

Deal Sinks Into Swamp

Last-minute problems in obtaining a clear title to the New Jersey swamp-land which is the **WADO** transmitter site killed the deal. Not far from the

Meadowlands sports complex, property near the site had been condemned in 1973 so state authorities could build a road. The land is below the mean high-water mark for creeks in the area, and under New Jersey law, the state had a right to take over the land at any time. Apparently the land reverted to the state without **Command's** knowledge when the previous owners, **Bartell Media**, had signed off on a lien placed on the property during some old litigation. **Cameron** said the state claimed the land in March 1986, with the effect being that much of the transmitter site and ground system became state property.

"Basically, the state took over our land. We weren't notified until it was too late," said **Cameron**.

Embarrassing Discovery At Closing

The problem was discovered very late in the ballgame — during the ac-

tual closing of the sale in a New York law office over the Veterans Day holiday weekend.

"We were there. The documents were all on the table, except for the survey. When that came in, it disclosed the problem," said **Tichenor** President **McHenry Tichenor Jr.**

"The sellers honestly didn't know about it," insisted broker **H.B. LaRue**, who placed the blame on an attorney who previously represented **Command** and allegedly never notified them about the lien. "This thing fell apart by something that's outside of everyone's control."

LaRue said **Command** is considering filing a legal malpractice suit over the failed deal. "Don't think they don't plan on it — it'll be a big one. They have a lot of damages; they lost a \$20 million sale," **LaRue** complained.

"Let's just say we're sorting it all out," commented **Cameron**, who refused to discuss any litigation plans.

TRANSACTIONS AT A GLANCE

Transactions So Far in 1987:

\$14,430,000

This Week's Transactions: **\$1,100,000**

- WRAP/Norfolk, VA \$750,000
- KGVO/Missoula, MT \$350,000 (estimated)

Off For Now, Maybe Back On Later

Tichenor said he agreed to extend his offer until the end of 1986 if title problems could be resolved with state authorities, but negotiations dragged on with the bureaucrats. The deal was finally called off, and a \$1 million escrow deposit was returned to **Tichenor**.

"We just couldn't agree on how to get it taken care of in time," explained **Tichenor**. "We agreed to disagree on the solution to the problem. Apparently it didn't bother their bank too much, but it was a significant bother to ours."

All parties have strongly denied rumors that threats were made or that relations between the two sides are hostile. Even though the deal is dead for now, they are continuing to communicate in the hope that it might be resurrected. Said **Tichenor**, "With the right deal, we'd love to buy it. If they're still interested in selling, we'd be willing to talk about it."

WRAP/NORFOLK

PRICE: \$750,000

BUYER: **Sinclair Telecab, Inc.**, owned by **John Sinclair**, who currently owns **WNIS**, a Talk AM on 1350 kHz in the same market. **Sinclair** will swap frequencies and sell the existing **WNIS** frequency and towers.

SELLER: **Heritage Communications** of Des Moines, owner of **WIL-AM & FM/St. Louis**, **WEMP & WMYX/Milwaukee**, **WBBF-AM & FM/Rochester**, **KDAY/Los Angeles**, **WBEE/Chicago**, **WABI & WBGW/Bangor**, and **WAMS/Wilmington**.

DIAL POSITION: 850 kHz

POWER: 5kw days/1 kw nights

FORMAT: Urban

BROKER: **Todd Hepburn** of the **Ted Hepburn Company**.

KGVO/MISSOULA, MT

PRICE: \$350,000 (estimated)

BUYER: **Robert Massey**, former owner of **KLYQ/Hamilton, MT**.

SELLER: **Pegasus Broadcasting** of Chicago, which also owns **KCAP & KZMT/Helena, MT** and four television stations. **Pegasus** acquired the broadcast division of **SFN Communications** in a management leveraged buy-out last fall.

DIAL POSITION: 1290 kHz

POWER: 5 kw

FORMAT: Country and News

Cook

Continued from Page 1

12 years as PD at **WFIL/Philadelphia**, and an on-air stint at **WHBQ/Memphis**.

"I think I have the best job in radio," said **Cook**. "We have some brand new opportunities, especially in Kansas City and Seattle, that I'm very excited about. Also, many of the Gannett stations are in the third, fourth, and fifth year of their format evolution, which is a challenging and demanding time."

"Merrell and I complement each other in the skills we bring to our new roles; mine are product-oriented and hers are of a sales nature. She's a brilliant tactician and developer of people."

Hansen told **R&R**, "The whole group is fired up about the changes. **Gannett** has devised a unique and innovative approach to the management structure. The special demands of radio require special attention, and we think this system will help us deal with all the tasks and challenges put before us."

Cook is actively seeking replacements for himself and **Hansen**. Both will handle their new duties based in their respective cities.

CALL SIGN CHANGES

Atlanta, MI **WWKY** (new station)
Charlotte Amalie, VI **WSTT** to **WSTE** (2/21)

Cordova, AL **WARF-FM** (new)
Dayton, TN **WLCY** to **WTCX** (2/9)

Franklin, IN **WGAQ** to **WPZZ** (2/15)

Gastonia, NC **WZXI** to **WLIT-FM** (2/9)

Geneva, OH **WDON** (new)
Hanahan, SC **WKAQ** (new, 1/13)
Hattiesburg, MS **WGTV** to **WHLV** (1/12)

Jasper, TX **KJAS** (new, 1/15)
Lake Osego, OR **KMJK** to **KVIX** (1/19)

Las Vegas **KEZD** to **KLAV** (requested)

Las Vegas **KJUL** (new, 1/14)
Laurel, MS **WLAU** to **WKYL** (1/13)

Lihue, HI **KIPO-FM** to **KQNG** (2/1)

Lutkin, TX **KLNX** to **KNOW** (requested)

Luray, VA **WQAA** to **WYFT** (1/12)

Marietta, GA **WKHX** to **WKHX-FM** (1/1)

Moberly, MO **KZZT** (new, 1/15)
Oakland, NJ **WVNJ** (new, 1/12)

Reading, PA **WYRL** to **WMMY-FM** (1/16)

San Antonio, TX **KSJL-FM** to **KSAQ** (1/14)

Seattle **KQKT** (remains assigned)

Shelby, NC **WMGF** (remains assigned)

Steubenville, OH **WLIT** to **WDIG** (1/12)

Stuttgart, AR **KFNC** to **KXDX** (1/16)

Tulsa, OK **KBBJ** to **KAKC** (1/14)
Wasilla, AK **KCBR** to **KOGB** (1/16)

TEAM ONE RADIO INC.

Michael F. Hanson

Has Acquired

WHAZ-AM & WGNA-FM

ALBANY, N.Y.

for

\$4,500,000

from

J. M. Camp & Co.

John Linstra & Norm Camp

We are pleased to have served as broker in this transaction.

Robert A. Chaisson, Inc.

39 Locust Avenue

New Canaan, Conn. 06840

203-966-6333

WHAT YOU GET IS WHAT YOU SEE

THE NEW SINGLE BY



TINA

T U R N E R

RADIO BUSINESS

Miraglia, Gorski New VPs At CBS Radio Reps

Anthony Miraglia has been upped to VP/GM and Donald Gorski was promoted to VP/Sales for CBS Radio Representatives.

Miraglia came to CBS in 1985 as Director/Marketing for CBS Radio National Sales, and became Director/Station Relations last year. He was previously VP/Manager of Major Market Radio Network from 1980-83, and held a similar post at Eastman Radio Network for six years.

Gorski joined CBS in 1976 as an



Anthony Miraglia



Donald Gorski

AE at WEEI/Boston. In 1979 he was named to the staff of CBS Radio Spot Sales in New York. Gorski became GSM at WCBS/New York in 1981, later moving into the LSM position. He has been Director/Sales for CBS Radio Reps since last year.

CBS Radio Division President Robert Hosking commented, "In the year that Tony and Don have worked together at the rep, they have done an outstanding job in the face of a difficult period in national sales. They are both quite knowledgeable in our business and, in turn, are well known by our repre-

sented stations and the advertising community."

Leon

Continued from Page 3

After joining A&M in local promotion in New York, Leon moved to L.A. as Asst. to the President. He then returned to New York to head the East Coast office, where he's been VP since 1981. "My experiences at A&M have been filled with great moments, and this one is a highlight. I consider our staff to be the best in the business. It's a privilege to work in support of their efforts."

WAXY, KFRC DEADLOCKS

RKO Talks Extended Two Weeks

Buyout talks on the RKO radio stations have been extended for two weeks, until February 3, by FCC Mass Media Bureau Chief Jim McKinney.

He reported to the Commission last week that negotiations over WAXY/Ft. Lauderdale and KFRC/San Francisco have hopelessly broken down, but talks on the other stations "continue with recognition that this directed process will end in two weeks."

In the WAXY proceeding, McKinney said applicant Rosemarie Reardon "does not wish to participate further in negotiations." With regard to KFRC, he reported that "certain parties seem unwilling to modify widely divergent bargaining positions."

Complete agreement by RKO and every competing applicant is needed

FCC

Continued from Page 1

to buy nearby stations. Presently, stations in the same service whose 1 millivolt-per-meter (mV/m) contours overlap may not be commonly owned.

The new proposal specifies 5 mV/m for AM and 3.16 mV/m for FM. Those are essentially the minimum signal strengths stations are required to place over their communities of license.

For example, a 5-kw nondirectional AM presently could not be paired with another AM for 100 miles. The proposed change would reduce the separation to 48 miles.

Two Class B FMs can't now be co-owned unless they're at least 65 miles apart. If the rules are changed as proposed, that distance would be cut to 40 miles.

Radio-TV Pairs May Be Limited To Larger Markets

The Commission asked for public comment on easing the present prohibition on pairing TV stations or daily newspapers with AMs, FMs, or AM-FM combos. AM-FM-UHF combinations would be permitted, as would AM-VHF combos. Comment is solicited on whether the new combinations should be allowed in all markets, or only larger ones.

Relief For Cap Cities, NBC?

Permitting AM-UHF combos could save Cap Cities/ABC and NBC from forced divestiture of radio properties by July and December of this year, respectively. Given the slow pace of FCC rule changes, however, time could run out on both companies.

McKinney refused to speculate on whether they could obtain waivers if a rule change was imminent, but noted, "The Commission has great flexibility here."

to reach settlement on any one of the stations.

Dooley Now Counting Viacom's Money

Thomas Dooley is the new Treasurer of Viacom International, Inc. Dooley will be responsible for all treasury functions, including asset/cash management and investor relations. Dooley assumes the position from Gordon Belt, who remains as the company's VP/CFO.

Dooley joined Viacom in 1980 and most recently held the position of Director/Business Analysis. Dooley previously was a credit analyst with Union de Banques Arabes et Françaises in New York. A graduate of St. John's University, he holds a master's degree in business administration from the New York University Graduate School of Business.

Viacom is a diversified communications and entertainment corporation headquartered in New York City. Among other holdings, it owns eight radio stations in five major markets.

Fowler

Continued from Page 1

"mind-numbing paperwork, making renewal easier, getting the government out of their hair and out of programming." Adding that obscene speech is not protected, however, Fowler said the industry can expect additional FCC obscenity probes, but only in the most "egregious cases."

Confessing he may be "Pollyannaish," Fowler admitted to no disappointments. "Maybe I need a frontal lobotomy," he quipped, but said he's satisfied with the "new freedom" he's been able to bring to the radio industry.

Deregulator Praised As Broadcasting's "Real Friend"

"I think the broadcasting industry should be forever grateful for all Mark Fowler has done in the area of deregulation," said NAB Chairman Ted Snider. "Despite our differences on certain matters, he has been a real friend overall to our business."

Among major achievements for radio during the Fowler years, Snider cited deregulation, seven-year license terms, and postcard renewals.

President Reagan named Fowler, his campaign communications counsel, as FCC Chairman early in 1981. Favoring marketplace forces over regulation, Fowler has presided over a cascade of deregulation since then, earning cheers from the broadcast industry, jeers from public interest groups, and a stormy relationship with the Democratic majority in Congress.

CITADEL COMMUNICATIONS CO., LTD

(The Original Citadel)

Philip J. Lombardo

President and Managing General Partner

has acquired

WHBF-TV-AM-FM

Rock Island, IL

from

ROCK ISLAND BROADCASTING COMPANY

Ann Potter DeLong, President

for

\$21,000,000

We are pleased to have represented
The Buyer in this transaction

Frank Boyle & Co.

MEDIA BROKERS

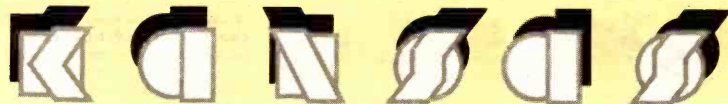
55 Old Field Point Road, Greenwich, CT 06830

Your winning number is 203/869-4433

ISN'T GREEN YOUR FAVORITE COLOR, TOO?

P O W E R

THE NEW SINGLE FROM



THE NEW SINGLE FROM
THE NEW SINGLE FROM



STEVE MORSE—GUITAR

STEVE WALSH—VOCALS & KEYBOARDS

PHIL EHART—DRUMS

RICHARD WILLIAMS—GUITAR

BILLY GREER—BASS & VOCALS



PRODUCED BY ANDREW POWELL

MANAGEMENT: BUDD CARR / THE CARR COMPANY

MCA RECORDS

©1987 MCA RECORDS, INC.

NEWSBREAKERS

Edited by Jim Dawson



Steven Marx

Linda Ferrando

Tom Corson

Nancy Kaye Swanson

Diane Zabawski

Barry LeVine

Robert Shaw

Carter Davis

Peter Delloro

Howard Johnson

● **STEVEN MARX** has been appointed President of **NewCity Associates, Inc.**, a newly formed consulting and training division for **NewCity Communications, Inc.**, where he serves as VP. Contact him at 19 Norwich St., Worcester, MA 01608; (617) 757-4666.

● **LINDA FERRANDO** has been appointed to the newly created position of National Video Promotion Coordinator for **Atlantic Records**. Based in New York, she joined the label in 1985 as Sr. VP/Promotion and has worked for **PolyGram Records, WKTU/New York, and WSOU/New Jersey**.

● **JEFFERSON WARD** is leaving his post as Promotions Director at **WCAU-FM/Philadelphia** to rejoin **WABE-FM/Allentown** as its PD. Ward was there for a number of years with the AM as an air personality and MD. ● **NICK ANTHONY, VP/Operations** at **WKDD/Akron**, assumes programming duties from **MATT PATRICK**, who will concentrate on his morning show.

● **Corporate Communications Consultants** is a newly formed company which exclusively represents the **Gannett Radio Division**. Contact it at: 6255 Sunset Blvd., 11th Floor, Hollywood, CA 90028; (213) 466-9381.

● **MIKE VARNEY** has joined **WIBA-AM & FM/Madison, WI** as Marketing Director. He was formerly with cross-town **WTOS & WZEE** as AE and Sales Manager.

● **SANDRA WINANS** and **KATHY BINGHAM** have been promoted to Managers for **Blair Radio's** new Denver and Salt Lake City regional sales offices, respectively. Winans most recently managed her own local rep firm, and Bingham also manages for **SLC-based Art Moore, Inc.** and **Torbet Radio**. **GREG SMITH**, Blair Radio GM based in Seattle, oversees these operations. Their addresses are: 222 Milwaukee, Ste. 210, Denver, CO 80206; (303) 388-2527 and New-house Bldg. #205, 10 Exchange Pl., Salt Lake City, UT 84111; (801) 532-4204.

● **TOM CORSON** has been promoted to Exec. Director/A&R Administration for **A&M Records**. Corson joined the label from **IRS Records** in 1985 as Product Manager, advancing later to Assistant to the President.

● **NANCY KAYE SWANSON** has been appointed VP & GM/West Coast region for **Media General Broadcast Services, Inc.** Swanson was previously President/GM of **Bolway/Libov Associates of California**, partner in a Portland-based advertising firm, and president of an in-house agency.

● **DON KAMERER** is appointed National Director/Sales & Marketing for the **MTM Music Group**. Based in L.A., Kameron comes to the newly created position from **Billboard** magazine, where he was its Country chart editor. He earlier worked with **ABC Records** for nine years.

● **TED DORF, VP/GM** for **WRC & WGAY/Washington**, will chair the **Electronic Media Council/Radio Division** for a second term, and concurrently begins a three-year term on the **Arbitron Radio Advisory Council**.

● **CAREY DAVIS** has been named National Sales Manager and **JOE ADLER** has been named to Local Sales Manager at **KYW/Philadelphia**. Davis was previously with **WMCANew York** for five years, most recently as VP/Station Manager. Adler has been with **KYW** since 1982, serving as an AE since 1985.

● **TOM TEAGUE** is named Manager/Regional Single Sales-Southern Region for **RCA/A&M/Arista Distribution**. Based in Atlanta, Teague formerly operated his own promotion and marketing firm, and earlier was VP/Promotion & Marketing for **Kat Family Records**.

● **PATRICE CHRISTENSEN** has been promoted to Local Sales Manager at **Cap Cities/ABC's WLS & WYTZ/Chicago**, where she has been an AE since 1982.

● **RICHARD CARR** has joined **GRP Records** as Director/Finance. He previously spent 15 years at **CBS**, most recently as Director/Finance for **CBS Records**.

● **DIANE ZABAWSKI** has been named VP/Exec. Asst. to the Chairman for **New York-based WEA International**, where she was most recently Manager/Exec. Asst. to the Chairman. She joined **Atlantic Records** in 1971 as Asst. to the VP, later transferring to **WEA**.

● **BARRY LEVINE** has joined **Arista Records** as Director/Creative Marketing. LeVine was previously with **CBS Records** for ten years, most recently as Director/Merchandising for **Cote Marketing**.

● **ELIZABETH ANTHONY** becomes Manager/Creative Services for **MCA Music Publishing**. She joins **MCA from Chrysalis Music**, where she was Professional Manager. Earlier, Anthony was A&R Coordinator for **Epic Records**.

PROS ON THE LOOSE

Tony Bonzini — Nights **WHY-FM/Montgomery** (205) 247-1728

Ross Brittain — Mornings **WTRK (Electric 106)/Philadelphia** (215) 647-0377 or (212) 246-9770

Cathy Evan — MD/Nights **WBEA/Cleveland** (216) 221-0329

Rick Freeman — PD **KAER/Sacramento** (916) 927-5379 or (916) 885-3832

Bob Glasco — PD **KLZI/Phoenix** (602) 998-7828

Shelly Green — National Video/Trade Liaison **EMI America** (818) 352-0228

Scott Gregory — Nights **WRQN/Toledo** (419) 666-5128

Jammin' Jet Jackson — OM/Mornings **WGGG-AM & 1FM/Gainesville** (309) 932-3903

C.C. McCartney — Nights **KHFI/Austin** (512) 282-4462

Jim Owens — PD **KLKS/San Antonio** (512) 647-7644

Tony Richland — National **AC EMI America** (213) 668-1032

Jack Silverstein — Buffalo Promo Rep **EMI America** (716) 691-5566

Phil Stephens — Late-nights/Promotion/Production **WSHE/Miami** (305) 584-5326

● **ROBERT SHAW** has been promoted to Music & Video Director/**Super-Shows** for **Chicago AV**. Shaw was previously a music research staff member at **SuperSpots**.

● At **Capitol Broadcasting's WKSJ/Mobile**, 12-year on-air and programming vet **WAYNE GARDNER** is promoted from OM/PD to Station Manager. Filling the PD slot is **CARTER DAVIS**, who spent a number of years in Memphis at **Z-103, WHBQ, WMC-FM, and WREC**. Additionally, **JEF FUNK** is now Asst. PD, while **JOHN BARTLETT** joins as Creative Services Director.

● **PAULA BRADWAY** has returned to **KFWB/Los Angeles** as Local Sales Manager. She was an AE at the station from 1978-1980 before moving to **KFI & KOST/Los Angeles** for four years.

● **PETER DELLORO** is leaving the PD post at **CHR WZZU/Raleigh** and transferring to sister AOR outlet **WKQQ/Lexington, KY** as PD. Operations Manager/morning talent **DAVE "Kruiser" KRUSENCLAUS** will give up the programming and concentrate on his show.

● **HOWARD JOHNSON**, most recently VP/GM at **WYOI/Frederick**, has been named VP/GM at **KIVA/Albuquerque**. He takes over at the CHR outlet following the recent sale from **Constant Communications** to the **Daytona Group**.

● **RANDY HOOKER** is the new PD at **WDSO/Dover, DE**. He joins the 50-kw Country outlet from **KVGB/Great Bend, KS**, where he was PD/MD.

● **JOHN ANTAYA** has been named Local Sales Manager at **WSPR/Springfield, MA**. He joined the station as an AE in 1985.

EZ

Continued from Page 1

combo **WOKV & WAIV/Jacksonville**. A replacement for **Dillon** is forthcoming.

VP/Programming Dan Vallie commented, "I am very excited to be able to transfer and promote programmers from within the company. **Jim Richards** and **Dave Dillon** are both big assets to our company. And we are most happy to have **Kris** rejoin our organization after having successfully programmed **B97/New Orleans** about a year ago."

WBZZ VP/GM Tex Meyer told R&R, "Jim is perfect for **B94**. We are both very proud of our current 9.4 share and look forward to consistency and growth over the next year."

Richards, who has also programmed **XETRA/Tijuana-San Diego**, said, "This move offers me another exciting challenge within the organization, and I'm really looking forward to working with **Tex** and his staff at what's known nationally as a truly fine radio station."

AC Race In St. Louis

KYKY VP/GM Karen Carroll expressed her pleasure at having "an experienced person like **Kris** coming in behind **Jim**. I'm very confident of our continued growth and success with **Kris**."

O'Kelly, taking his first programming assignment outside the South, said, "There's a real good AC battle between us and **KSD-FM**. It will be a tight race, but I feel our personality-oriented morning show (**Phillips & Wall**) and the rest of the staff will give us the edge." O'Kelly begins his assignment in two



Dave Dillon

weeks. Meanwhile, **KXX106 VP/GM Rice Baxter** expressed his good wishes for **O'Kelly** and indicated a search was on for his replacement.

Jacksonville On The Move

WOKV & WAIV GM Jeff Dorf commented, "The change to **EZ** ownership represents new resources and opportunities for our facilities here in Jacksonville. I believe our strategic plans, combined with **Dave's** successful programming abilities, will help move us into the dominant position in the market for many years to come."

Dillon, who was PD at **WEEZ & WQQQ (Q100)/Allentown** prior to joining **EZ** two and a half years ago, told R&R, "WAIV has just topped **WIVY**, and we look forward to extending our domination of the AC format and eventually the whole market. **WOKV** has the luxury of being the sole information-oriented AM in the market. We look to stretch out and improve our impact in the market with our **News/Talk** facility."

JINGLES

"MORNING SHOW" COMPLETE PACKAGE IN 30 DAYS

Where do **Scott Shannon** (Z-100), **Cleveland Wheeler** (Q Morning Zoo), the **WMMS Buzzard Morning Zoo**, and **John Landers** (Hit Music USA) go for that original sound?



For that fresh one-of-a-kind creative sound, phone or write

J.L. RITTER PRODUCTIONS
PO Box 6994, Stateline, NV 89449
(702) 588-4542

Wang Chung

Let's Go!

**2 WEEK BREAKER!
CHR BREAKERS**

146/61 — 61%

**One Of The
MOST ADDED**

From the
Wang Chung
album
"MOSAIC"



GEFFEN RECORDS



Produced and Arranged by Peter Wolf
Management: David Massey for Domino Directions Ltd.

R&R STREET TALK

Payola Hearings Stalled?

The Senate Permanent Subcommittee on Investigations (PSI) is reassessing its investigation of payola in the radio and record industries, now that Sen. **SAM NUNN** (D-GA) has assumed panel chairmanship duties from Sen. **AL GORE** (D-TN), who left to join the powerful Senate Armed Services Committee. This move prompted speculation that the plug had been pulled on the payola probe, but PSI chief counsel **ELEANOR HILL** commented, "We need to assess what we have and where it's at." A review of six pending investigations, including the payola case, will be completed in about two weeks, and Sen. Nunn will then decide which to pursue.

RCA/ARIOLA President/International **GREG FISCHBACH** left the company at the end of last week, after about seven months in the post. No label comment about his departure or about his replacement. Meanwhile, **POLYGRAM INTERNATIONAL** Exec. VP **RUDI GASSNER** is New York-bound to join RCA/Ariola in a key slot.

BOB PITTMAN, late of **MTV**, is taking a **QUANTUM** leap with his new joint venture with **MCA**. One of the many projects Pittman and **LES GARLAND** (also from **MTV**) have on the Quantum Entertainment drawing board is a new record label, which they expect to form with the assistance of **VIACOM**.

Christian Conduct

Seems this isn't the first time **KTCZ/MINNEAPOLIS** PD **BOBBY CHRISTIAN** (aka **JOHN JENNINGS III**) was caught with his hand allegedly in the cookie jar. The wire services (which weren't treating the story with "kid gloves") claim that Jennings — recently charged with distributing pornographic material (**R&R**, 1/9) — was convicted last May of criminal sexual conduct and prostitution with a minor. He also faces additional charges of hiring two juveniles to engage in prostitution, as well as distributing hashish to minors.

Ex-**WHTZ/NEW YORK** "Morning Zoo" member **ROSS BRITAIN**, the only jock who wasn't canned when **WZGO/PHILADELPHIA** become "Electric 106" **WTRK** last May, is exiting **TRK** mornings. He's looking for work in the Northeast corridor so he can stay close to his wife, **WLTW/NEW YORK** News Director **RASA KAYE**.

After eight months doing National AC at **EMI AMERICA**, **TONY RICHLAND** is out, as are National Video/Trade Liaison **SHELLY GREEN** and Buffalo field rep **JACK SILVERSTEIN**. On the up side, VP/Promotion **TONY SMITH** has hired **RCA** Denver rep **BOB MYERS** to become his National Singles Director. Full story next week.

Meanwhile, which VP/Promotion (who just resigned from a major East Coast independent record label) could soon be in the dog-house at another label, just 30 blocks away? Details coming soon.

WNEW Strikes "Lowe" Blow

WNEW-FM/NEW YORK 14-year afternoon drive veteran (and former PD) **JIM LOWE** was fired last Friday, apparently because "the station is taking a different direction." The station tried to buy out Lowe's contract, which expires in 1988, but has not yet made a suitable offer.

Now that the **RICK BISCEGLIA-JEFF BACKER** regime is in place at **ARISTA**, the label is looking for a great Northeast promotion person. The last time this position opened up was eight years ago, and Arista is looking for a qualified music professional — from either radio, retail, or records — to fill the post for another eight years.

RICK JAMES has filed suit against **MOTOWN RECORDS**, looking to leave the label and take the **MARY JANE GIRLS** with him. The action, which also seeks more than \$2 million in damages, was submitted in Federal District Court in Rick's hometown of Buffalo.

Former **MCA** VP/Album Promotion **JOHN SCHOENBERGER** has formed **FOCALPOINT MARKETING**, a marketing firm specializing in key alternative tastemaker retail record accounts.

Oral Solicitation

From our "Oral Sects" Department: After TV evangelist **ORAL ROBERTS** pleaded for his followers to save him from a permanent trip home to God by donating \$4.5 million by April 1, **KRMG/TULSA** morning show host **JOHN ERLING** mocked the faith-healer — causing the cancellation of an \$8000 ad contract between the station and Oral Roberts University. Erling reportedly told listeners he had been ordered by a 900-foot Lassie to build a 60-story animal hospital, then told listeners they would die if they didn't contribute to the cause.

WCGO/CHICAGO sportscaster **VINCE ANDRADE**, who disappeared earlier this month (1/6), is apparently alive and well and living incognito. Andrade reportedly called a Chitown newspaper and said he disappeared after running up \$175,000 in business and gambling debts because he needed to "sort things out." The host of "Let's Talk Sports" is said to have entered into a bad business deal, then tried to gamble his way out of it — and back to his wife and four children.

Continued on Page 20

JPC

WELCOMES ABOARD

96.5 HOUSTON

KKHT

LOS ANGELES
213-459-8556

JEFF POLLACK COMMUNICATIONS, INC.
THE PROGRAMMING & MARKETING LEADER

NEW YORK
212-315-5889

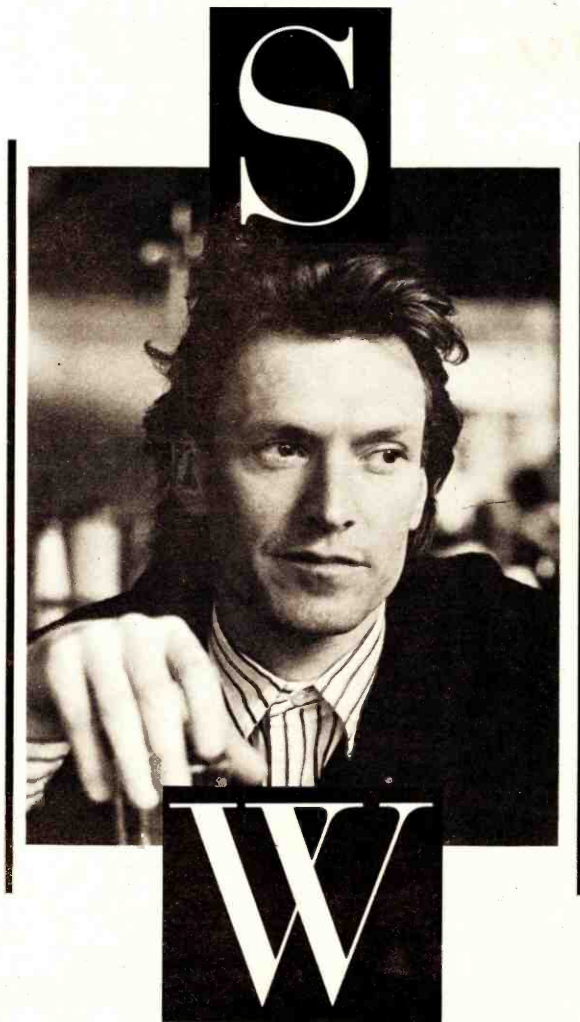
STEVE WINWOOD

"THE FINER THINGS"

THE NEW SINGLE

FROM THE SMASH ALBUM

BACK IN THE HIGH LIFE



PRODUCED BY

RUSS TITELMAN

AND STEVE WINWOOD



MANAGEMENT: NuVISIONS MANAGEMENT, LTD.

RON WEISNER / BENNETT FREED

TM OWNED BY ISLAND ENTERTAINMENT GROUP, INC.

MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS INC.

© 1986 ISLAND RECORDS, INC.

COMING SOON PETER DINKlage



STREET TALK

Continued from Page 18

Rumors of **WWDC-AM & FM WASHINGTON's** impending sale to **METROPOLIS** for a whopping \$52 million may be untrue, according to spokespersons on both sides. A financial rep for DC101 says the story is absolutely untrue, and Metropolis President **LORRAINE GOLDEN** says there's "no deal to announce . . . yet." She does say, however, that Metropolis may finalize a major market transaction sometime next week.

GreaseMan Skips Town
Meanwhile, looks like DC101 morning man **GREASEMAN** knows how to time a vacation. Last year at this time an inconsiderate remark about Dr. **MARTIN LUTHER KING's** National Holiday put him in hot water, so this year he was nowhere near a microphone. Instead he's darkening his skin on the beaches of Caracas, Venezuela, while the station airs "Classic GreaseMan" bits.

ATLANTIC Director/Jazz Production **JOHN SNYDER** has departed after nine months. There's no immediate successor, but a source says the label is not cutting back jazz recording and release plans.

Elsewhere in the world of jazz, we hear **FANTASY** has acquired **PABLO**, the label formed by **NORMAN GRANZ** in 1975. Independently distributed in recent years, the Pablo catalog contains more than 300 album titles.

A few new promo gigs: **COLUMBIA** San Francisco rep **BURT BAUMGARTNER** is relocating to New York for National AOR Director duties; **POLYGRAM** National AC Manager **BRENDA ROMANO** segues over to the label's AOR department for Manager chores, and **GEFFEN** has tapped **WKQQ/LEXINGTON MD ROB ELLIS** to be its new Cleveland rep.

Clarifying last week's **KIKK-AM & FM/HOUSTON** story on **HOWARD FREEDMAN's** promotion: His official title is Research Director/Program Manager. In addition to overseeing the station's ongoing research, Freedman's new duties will include the day-to-day handling of programming details. OM **JIM ROBERTSON** will continue to program both stations.

Navy Strike Claims Two
In Dallas, a Navy F4 Phantom jet struck the 1600ft tower holding the **KSCS** and the **KZEW** antennas last Tuesday, knocking both stations off the air and also severing two support cables. **KSCS** returned to the air four hours later, using the **KEGL** backup transmitter

and antenna. **KZEW** was off for six hours, and went back up with **KVIL's** auxiliary transmitter and antenna. Owing to the tower's unstable condition, crews haven't been able to determine the extent of the damage, so there's no estimate on how long it will take for the station to return to normal operations. The two Navy pilots reportedly are "A-OK."

An amateur jock in Missoula, MT has been released from prison pending the appeal of his conviction for stealing equipment from three area radio stations. **STACY HALL** was allegedly running a clandestine, low-power radio station from his home in Missoula, furnished with pilfered equipment. The local DA is a trifle upset with Hall's release, since the 20-year-old "suspect" has a record of 18 juvenile thefts.

And now, on with the countdown. **CASEY KASEM's** wife **JEAN** (starring in her own "Cheers" spinoff, "The Tortellis") was named to **MR. BLACKWELL's** worst-dressed-women list last week. Described by the maven of low fashion as looking "like a wrinkled toothpaste tube exploding," Mrs. Kasem made the Top 10 behind (in descending order) **WHOOPI GOLDBERG, CHER, KATHLEEN TURNER, BARBRA STREISAND, Cagney and Lacey, BEA ARTHUR, FERGIE** (Duchess of York), and **MERYL STREEP**.

Speaking of "Cheers," **KPWR/LOS ANGELES AM** maniac **JAY THOMAS** starts his two-part guest shot on the **NBC-TV** sitcom next Thursday (1/29 & 2/5) as Carla's slap-shooting love interest.

Recently-hired **DAN O'TOOLE** has left **KXOA-FM/SACRAMENTO** after just two weeks to return to Philadelphia, so **GM JOHN GEARY** is actively seeking a replacement.

KLLS-FM/SAN ANTONIO Production Manager-personality **SCOTT SMITH** has left the station to become VP at Abilene-based **FOX COMMUNICATIONS**, where he will also handle mornings at **KQFZ-FM**.

Looks like a great programming gig just became available at **WKZL/WINSTON-SALEM**. **PD HARRY LYLES** was recently seen in a local restaurant with a noted consultant. Product of that lunch is a new gig for Harry in a top 10 market. Details are still under wraps, but this leaves a prime opening for a PD. Could MD **DON JOSEPH** finally be getting his well-deserved shot?

Congratulations to **R&R's JOHN ERNENPUTSCH** and **KELLY**, whose son — **JOHN HENRY ERNENPUTSCH IV** — weighed in Tuesday (1/20) at 8lbs, 3 oz.

AIR PRIORITIES: WEEK 22

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Jan 28, 1987

Title	Artist	Label
MY BABY	THE PRETENDERS	SIRE/WB
COME SHARE MY LOVE	MIKI HOWARD	ATLANTIC
THEY KILLED HIM	KRIS KRISTOFFERSON	MERCURY/POLYGRAM
THAT AIN'T LOVE	REO SPEEDWAGON	EPIC
MAKE IT MEAN SOMETHING	ROB JUNGKLAS	MANHATTAN

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

ACTIVE INDUSTRY RESEARCH



P.O. BOX 1136 Columbia, Maryland 21044 (301) 964-5544

LONE JUSTICE



Shelter

You can't live without it!

CHR NEW & ACTIVE

67/11

Added This Week:

WCAU	WKDD	WIGY	WPFM
WSPK	WGRD	95XXX	WBWB
WBCY	KSND	WYKS	

From The Geffen Album "Shelter"
Produced By Little Steven, Jimmy Iovine
And Lone Justice
Management: Jimmy Iovine



GEFFEN RECORDS

WHAT'S NEW

Edited by Don Waller



Own Your Own Amphibious Snow Cat

This 24-wheel, three-passenger vehicle is one cat that takes to water — and to mud, marsh, and snow. By distributing the vehicle's 1500 pounds of weight over such a large number of tires, the manufacturers have been able to reduce the cats' amount of ground pressure per square inch to a mere 1.5 pounds. (When the average human trods sod, he exerts eight pounds of pressure per square inch.)

Used by utility crews, forestry officials, and professional exploration teams, the cat sports two side-by-side transmissions that control the right and left wheels separately so the vehicle can turn sharply or rotate 360 degrees in place. Propelled by an 18 horsepower, two-cylinder, four-cycle engine, this ultimate in off-road vehicles can reach speeds of up to 12 mph on land and up to three miles per hour in the water, running for as long as ten hours on an eight-gallon tank of regular or unleaded gas.

Furthermore, this perfect gift item for the man who has everything can climb hills up to 31 degrees, carry loads up to 1000 pounds, and — once you remove eight wheels — fit snugly into a standard-size pickup truck. Additional features include a detachable fiberglass-aluminum-canvas all-weather enclosure, cushioned vinyl seats, electric starter, sealed-beam headlights, and watertight disc brakes. Available via the NYC and Beverly Hills-based Hammacher Schlemmer catalog, this top hip cat is priced at \$26,500. (Seashells and marbles not accepted.)



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

The Quiet Kitchen

In recent years, the big noise in American kitchens has been the introduction of food processors, micro-wave ovens, and pasta-making machines. However, the next big trend in household appliances is going to be strictly hush-hush.

According to a recent report from the Washington, DC-based futurist consulting firm of J.F. Coates Inc., several Japanese companies are about to market a whole new line of "silent appliances" in hopes that US consumers will perceive the value of a little peace and quiet.

US manufacturers have been producing noisy household equipment for years, mostly because consumers weren't that annoyed by the noise and it was less expensive to muffle the racket than eliminate it. Nevertheless, consumer reaction to the idea of a quiet blender remains to be heard.



Aerobic Roller Shoes

Used for off-season training by the San Diego Padres — and where did they finish last year? — these aerobic roller shoes promote flexibility of tendons and ligaments while simultaneously exercising the cardiovascular system and developing muscular strength.

Sporting 13 nylon balls set in 2000 ball bearings, the shoes enable the wearer to roll smoothly in any direction and eliminate the jarring impact of conventional aerobics. Available via the New York and Beverly Hills-based Hammacher Schlemmer catalog firm, these roller disco boogie brogues are made of 1 5/8-inch thick, high-impact plastic reinforced with a layer of chrome-plated carbon steel. They attach easily over ordinary exercise footwear by means of Velcro straps.

So, if simulating the motions of cross-country and downhill skiing while toning lower abdominal muscles and strengthening knees and ankles is your goal, this latest feat in modern technology comes in two sizes: small (recommended for women) and medium. Price: \$84.50.

Musical Stocks: Playing The Market

Giving new meaning to the phrase "playing the market," the **Wireless Flash** reports that Denver investment adviser Darryl Gammill has developed a process known as "audio optics" that enables him to convert stock charts to music.

Last year, Gammill created his first opus based on IBM stock. This year, via the Book-Of-The-Month Club, he's

offering 14 charts for the top 100 companies in the US. Gammill claims the idea's purpose is to give laymen a feel for the market by listening to the actual variables.

According to this go-for-baroque, the daily stock prices are used to make up the notes of the melody and the daily trading volume is reflected in

the loudness and softness of the sound. Actually, the ambience is closer to *musique concrete*; as Gammill reports the market's 50-day moving average is reminiscent of crashing surf, while insider trading translates into high and low bell-like chimes.



Instant Color-Eyes-Ation

If you've always wanted to live out the words to Crystal Gayle's decade-old country hit and make your brown eyes blue, the Federal Drug Administration has recently approved an opaque contact lens that makes changing the color of your eyes as easy as changing the color of your wardrobe.

As reported in the **Wireless Flash** radio news service, the

latest in lenses, which have been available in Canada for almost a year, are made of tiny blue specks that mask your eyes' natural color without affecting your vision. Each lens sports a hole in the center that fits the wearer's pupil. Sorry, fans of Liz Taylor's ultra-violet briles, but blue and green are the only colors currently available.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- 1 1 BILLY JOEL
- 2 2 LIONEL RICHIE
- 4 3 BOB SEGER
- 3 4 PETER GABRIEL
- 6 5 JOURNEY
- 5 6 HUEY LEWIS & THE NEWS
- 7 7 STEVIE WONDER
- 8 8 KENNY ROGERS
- 8 9 DAVID LEE ROTH
- 11 10 ANITA BAKER
- 10 11 NEIL YOUNG
- 12 12 MOODY BLUES
- 13 13 38 SPECIAL
- 14 14 STEVE WINWOOD
- 16 15 TRIUMPH
- 16 CYNDI LAUPER
- 17 17 MONKEES
- 18 18 FREDDIE JACKSON
- 15 19 ALICE COOPER
- 19 20 CAMEO

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

PLAY THE WILD ONE'S NEW SINGLE!



REAL WILD CHILD (WILD ONE)

FROM THE
ALBUM

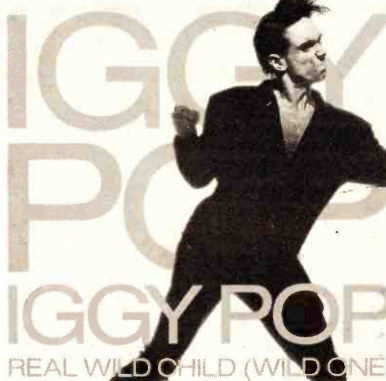
BLAH BLAH BLAH

SP-5145 AM-2809

SEE THE REAL WILD CHILD ON TOUR

WITH THE PRETENDERS

IGGY POP



IGGY POP
REAL WILD CHILD (WILD ONE)

PRODUCED AND MIXED
BY DAVID BOWIE
& DAVID RICHARDS



JAN 22 LEXINGTON, KY ■ JAN 23 ATLANTA, GA ■ JAN 24 MEMPHIS, TN ■ JAN 25 NASHVILLE, TN ■ JAN 28 DAYTONA, FL ■ JAN 30 TAMPA, FL ■ JAN 31 WEST PALM BEACH, FL ■ FEB 5 COLLEGE STATION, TX ■ FEB 6 HOUSTON, TX ■ FEB 7 NEW ORLEANS, LA ■ FEB 9 AUSTIN, TX ■ FEB 11 DALLAS, TX ■ FEB 12 NORMAN, OK ■ FEB 15 DENVER, CO ■ FEB 17 TEMPE, AZ ■ FEB 18 TUCSON, AZ ■ FEB 19 SAN DIEGO, CA ■ FEB 21/22 LOS ANGELES, CA ■ FEB 24 SAN BERNARDINO, CA ■ FEB 25 FRESNO, CA ■ FEB 27 RENO, NV ■ FEB 28 OAKLAND, CA ■ MAR 2 PORTLAND, OR ■ MAR 3 SEATTLE, WA ■ MAR 5 VANCOUVER, BC ■ MAR 7 CALGARY, ALBERTA, CANADA ■ MAR 8 EDMONTON, ALBERTA, CANADA ■ MAR 10 WINNIPEG, MANITOBA, CANADA ■ MAR 13 PORTLAND, ME ■ MAR 14 PROVIDENCE, RI ■ MAR 15 WORCESTER, MA ■ MAR 17 MONTREAL, QUEBEC, CANADA ■ MAR 18 OTTAWA, ONTARIO, CANADA ■ MAR 19 TORONTO, ONTARIO, CANADA ■ MAR 21 COLUMBUS, OH ■ MAR 22 CINCINNATI, OH ■ MAR 24 CHICAGO, IL ■ MAR 26 CLEVELAND, OH ■ MAR 27 DETROIT, MI ■ MAR 28 TOLEDO, OH ■ MAR 30 LARGO, MD ■ MAR 31 UNIONDALE, NY ■ APR 2 HERSHEY, PA ■ APR 3 ALLENTOWN, PA ■ APR 4 EAST RUTHERFORD, NJ

AM RECORDS ON A&M RECORDS
© 1987 A&M RECORDS, INC. ALL RIGHTS RESERVED



RIP RIDGEWAY

RATINGS AND RESEARCH

Katz Radio Group Vs. Arbitron On Daypart Diary

The Katz Radio Group has completed a major study, analyzing possible causes for the unanticipated drops in listening as reported in Arbitron's summer 1986 Radio Market Reports. The investigation points to some problems with the implementation of the new daypart diary.

The Katz Radio Group's preliminary findings, based on spring '86 to summer '86 comparisons, show an average drop of eight percent in Time Spent Listening per station. Overall Persons Using Radio (PUR) fell by four percent while some markets dropped to a PUR level of 15 rating points.

Ken Swetz, President of Katz Radio Group, explains, "The impact of any reported drop in radio listening levels is enormous and of extreme importance to the entire radio industry. At a time when overall advertising expenditures are only marginally increasing, any 'drop' in radio could severely affect advertisers' radio market budgets, radio's cost-per-points, station rates, and radio's worth versus other competitive media."

Levels . . . Real Or New Diary?

"The purpose of the Katz Radio Group study is to determine if the drop in Arbitron's summer listening estimates are real or are the result of a change in Arbitron's methodology," elaborates Bill Shrank, VP/Director of Katz Radio Group and Television Research. "The research departments of Christal, Katz Radio, and Republic are each examining different dimensions of the summer estimates including dayparts, hour-by-hour, demographic, regional, and individual market changes." The study is being released to agencies, advertisers, and to 700 Katz Radio Group stations.

Why are these points particularly important? Because if these lower levels continue into the fall, the cost efficiencies and audience performance of fall buys and post-evaluations of earlier buys will not be close to expectations. As explained by Gerry Boehme of Katz Radio, "The fall book is used most for next year's 52-week buys. The lower levels could be quite devastating for radio."

Strong Hour-by-Hour Variations

The most revealing analyses are those based on the 14 markets which were measured in summer '85 and '86. Maggie Hauck of Christal analyzed the hour-by-hour data: "The severest listening drop occurs in those hours before and after each daypart section indicated in the diary. This is categorical evidence that the new diary has negatively impacted PUR levels. I know of no lifestyle which could account for the loss of

listening at 10 and 11am, 2 and 3pm, and 7 and 8pm." The new diary has its daypart breaks at 10am, 3pm, and 7pm.

Republic's Bruce Hoban found the listening loss fell into distinct patterns and all periods were affected:

	Persons Using Radio Levels				
	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-Mid	Mon-Sun 6A-Mid
Su'85 (14 Mkts)	23.4	22.8	19.6	11.5	19.1
Sp'86 (77 Mkts)	24.7	21.9	19.3	9.8	18.6
Su'86 (77 Mkts)	23.0	21.3	18.5	10.1	17.9

	Percent Differences				
	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-Mid	Mon-Sun 6A-Mid
Su'86 vs Su'85	-1.7%	-6.6%	-5.6%	-12.2%	-6.3%
Su'86 vs Sp'86	-6.9%	-2.7%	-4.1%	-3.1%	-3.8%

Boehme commented further, "Our analysis of bottom-line listening (metro PURs) shows some disturbing results:

- 1) Summer '86 listening results exhibit a pattern opposite to that predicted prior to the release of the sweep, and most markets experienced their lowest radio listening levels (PURs) in history.
- 2) In comparison to spring '86, the average station lost eight percent of its quarter-hour listening credit; the average market lost four percent of its radio listening time."

More Compatible Information

Realizing this particular analysis might be misinterpreted, I asked for the same data based only on the 14 summer '86 markets to make a completely compatible comparison:

	Persons Using Radio Levels				
	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-Mid	Mon-Sun 6A-Mid
Su'85 (14 Mkts)	23.4	22.8	19.6	11.5	19.1
Su'86 (14 Mkts)	23.9	21.4	19.4	11.3	18.7

	Differences				
	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-Mid	Mon-Sun 6A-Mid
Su'86 vs Su'85	+0.5	-1.4	-0.2	-0.2	-0.4

	Percent Difference				
	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-Mid	Mon-Sun 6A-Mid
Su'86 vs Su'85	+2.1%	-6.1%	-1.0%	-1.7%	-2.1%

The differences between '85 and '86 summer measurements meet the expectations of the daypart diary. Arbitron's purpose was to eliminate an editing problem caused by AM and PM confusion regarding noon and midnight, and it succeeded. The elimination of this problem should have caused a reduction in

levels about the amount experienced above, which become exaggerated when converted to percent differences. This does not explain the overall drop in listening levels demonstrated in the 77-market analysis.

Where Did The Listening Go?

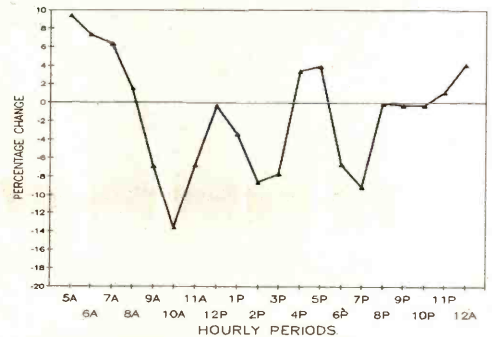
The Katz Radio Group found AQH listening reported to listed stations is down more than the total market. Listed radio sta-

tions are losing AQH credit, which is being reported as "miscellaneous" in PURs at the bottom of the page. Katz's hypotheses are that listeners are recording station call letters during earlier dayparts and assuming Arbitron will credit listening in later time periods to these same stations; or the diarykeepers aren't as conscientious about continuously providing the station information.

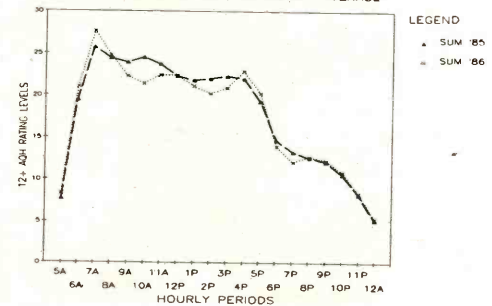
Percent Difference Summer '86 vs. Summer '85

Dayparts	Miscellaneous Listening
Mon-Fri 6a-10a	+16%
Mon-Fri 10a-3p	+24%
Mon-Fri 3p-7p	+29%
Mon-Fri 7p-mid	+24%
Mon-Sun 6a-mid	+21%

ARBITRON HOUR-BY-HOUR RATING PERCENTAGE DIFFERENCES SU '86 DAYPART vs SU '85 OPEN-END DIARY TOTAL PERSONS 12+, 14 MARKET AVERAGE



ARBITRON HOUR-BY-HOUR AQH RATING LEVELS SUMMER '86 VS SUMMER '85 PERSONS 12+, 14 MARKET AVERAGE



the effect of stabilizing the reported station and gives the appearance of increasing the "miscellaneous" listening. This listening is the combination of identified stations not making minimum standards and unidentified listening. Arbitron estimates the "unidentified" listening to be only 1% of the PUR level.

Arbitron's Response

Arbitron has responded to the RAB GOALS committee and to many interested broadcasters including the Katz Group. Jim Peacock, Arbitron's Manager/Methods Research, provided the following summary. The daypart diary achieved the anticipated increase in response rate. The AM/PM 12-hour entry problem was eliminated. In the 14 markets the summer '86 listening levels are lower than summer '85 and this was not anticipated by the research; in addition, came audience levels were not expected to change between summer measurements and they didn't. Using the 14 markets, spring '86 levels were found to be lower than spring '85.

With regard to the hour-by-hour comparisons, Arbitron's analysis confirmed the tendency toward lower PUR levels in the first hour of three of four dayparts, and that this was not anticipated. However, it found a tendency toward higher PUR levels in the middle of three of four dayparts . . . especially 6-8am and 4-6pm. The higher levels in

the 4-6pm hours also occurred in the original research.

A word of caution: the Katz percent differences graph is based on weighted hourly averages, while the Arbitron AQH levels graph is based on straight market averages. Different percent differences will exist, and their magnitudes will be different.

Arbitron's investigation surprisingly discovered the loss in listening occurred "at home." Virtually no loss of listening was reported "away-from-home." Less "at-home" listening was found in both the spring and summer comparisons. This is particularly important since the spring '85 and '86 surveys used the same diary.

Lower Levels May Be Real

Other press reports indicate RADAR is reporting lower AQH levels in '86 for both summer and fall relative to '85 - summer down 2.5% and fall down 4.4%. This loss comes from a lower time spent listening, not a loss in total radio listeners. The lower levels may be real, but they surely will act to polarize the radio community into believers and nonbelievers. The believers will adapt and keep moving in an effort to regain any losses. The nonbelievers will continue to attack the messenger, the methods, and may even lose sight of the purpose of any measurement or information.

BUZZARD SOARS!

Cleveland's Number One Station Earns Double the Share of #2

This fall Cleveland's legendary rocker WMMS faced a new competitive situation in which the only question seemed to be how much The Buzzard might give up.

But GM Lonnie Gronck played his promotion cards with class and cool, leading with a stylish new strategic television spot and then trumping decisively with a high-stakes Direct TV® campaign in November.

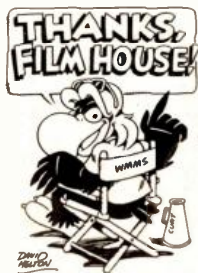
Far from losing ground, WMMS actually soared to new heights—from summer's 13.5 to a 15.9 for fall, more than twice the share of Cleveland's #2 station. Morning drive was up to a 20.4,* and overall WMMS scored the best book in its history. Add to that the fact that WMMS has now been named *Rolling*

Stone's station of the year for the eighth consecutive time, and it's fair to say The Buzzard is flying higher than ever.

Film House produced both of WMMS' television campaigns for fall '86.

Let us help you engineer a success of your own this spring. Call Film House today and we'll Federal you a copy of our latest demo reel.

*Source: Summer and Fall 1986 ARB. All fixtures 12+ 6 am-12 mid., Mon.-Sun.



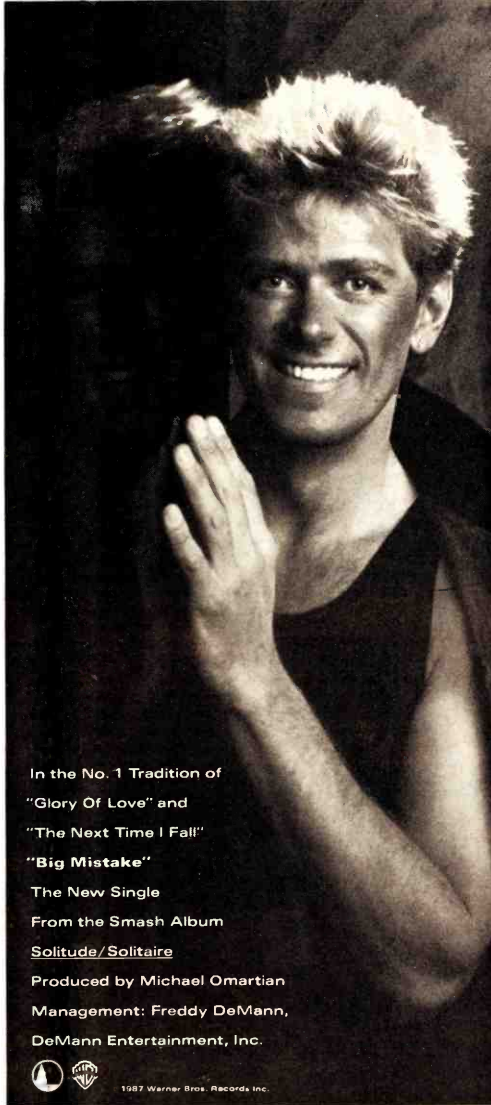
filmhouse
FILM HOUSE, INC. BROADCAST MARKETING SERVICES

24 MUSIC SQUARE W. NASHVILLE, TN 37203 (615) 255-4000

Direct TV® is on the air now for KEGE Dallas, KNEW San Francisco, Q107 Washington and Y-100 in Miami. Watch this space for more Fall '86 Direct TV® success stories. Direct TV® is a registered service mark of Film House, Inc., Nashville, Tennessee. Copyright © 1987 Film House, Inc. All Rights Reserved.

**DIRECT
TV**

PETER CETERA



In the No. 1 Tradition of

"Glory Of Love" and

"The Next Time I Fall"

"Big Mistake"

The New Single

From the Smash Album

Solitude/Solitaire

Produced by Michael Omartian

Management: Freddy DeMann,

DeMann Entertainment, Inc.



1987 Warner Bros. Records, Inc.

NEW & ACTIVE 70/31

This Week's Adds:

CKOI	WPST	WLRS	WCGQ	KTRS
PRO-FM	WRCK	WDLX	WZYP	SLY96
94Q	WKRZ	WKDD	Q101	Y97
KHTR	WBBQ	WIXX	WPFM	
KMJK	WBCY	KXYQ	Y94	
RI-104	WSKZ	KDON	KKXL	
99GFM	WNOK	WWFX	KGOT	

RATINGS

Fall '86 Arbitron 12 +

Houston

KMJQ Close To Being A Ten; KODA Eases Up; KRBE-FM Gets Ahead Of KKQB Combo

	Su '86	Fa '86
KMJQ (B/U)	8.0	9.8
KODA (B/EZ)	6.4	6.9
KIKK-FM (Ctry)	6.8	6.8
KRBE-FM (CHR)	6.2	6.6
KILT-FM (Ctry)	5.7	6.0
KKQB-AM & FM (CHR)	7.9	6.4
KFMK (AC)	4.6	5.9
KTRH (News)	5.8	4.7
KLOL (AOR)	5.0	4.6
KQZE (AC)	3.7	4.1
KZFX (Gold)	0.8	4.1
KJYY (AC)	3.1	3.4
KPRC (N/T)	4.4	2.7
KLTR (AC)	3.7	2.5
KKHT* (CHR)	—	2.3
KXYZ (Span)	1.8	1.7
KCOH (B/U)	0.9	1.6
KLAT (Span)	2.0	1.6
KHCB (Misc)	0.6	1.3
KYOK (B/U)	1.8	1.3
KEYH (Span)	0.9	1.0

*Formerly KSRR (AOR)

Denver-Boulder

KOA Jumps To Second; KBPI Edges KBCO-FM As AOR Champ; KHOW

	Su '86	Fa '86
KOSI (B/EZ)	10.2	9.3
KOA (Talk)	5.7	7.3
KBPI (AOR)	6.7	6.8
KBCO-FM (AOR)	7.8	6.7
KMJI (AC)	7.5	6.0
KRXY-FM (CHR)	5.1	5.9
KYGO (Ctry)	4.5	5.6
KPKE (CHR)	4.7	4.9
KOAG (AC)	4.5	4.1
KHOW (AC)	2.9	4.0
KVOD (Clas)	2.9	4.0
KAZY (AOR)	3.6	3.9
KIMN (AC)	3.0	2.8
KEZW (BBnd)	3.9	2.7
KNUS (N/T)	3.6	2.6
KDKO (B/U)	2.1	2.3
KHII (Gold)	—	2.0
KLZ (Ctry)	2.9	2.0
KDEN (News)	1.0	1.1
KRZN (Gold)	1.9	1.1
KTCL (AOR)	1.0	1.1
KBRO-FM (Ctry)	.6	1.0

Rebounds

Miami-Ft. Lauderdale-Hollywood

WLYF Improves Life At The Top; WQBA Now Second; WEDR Ties WJQY

	Su '86	Fa '86
WLYF (B/EZ)	7.9	8.1
WQBA (Span)	4.9	5.5
WHQT (UC)	5.1	4.5
WEDR (B/U)	3.8	4.2
WJQY (AC)	4.5	4.2
WSHE (AOR)	4.5	4.1
WIOD (N/T)	3.3	4.0
WNWS (Talk)	4.0	3.9
WCMQ-FM (Span)	3.9	3.8
WHYI (CHR)	4.1	3.7
WKQS (Ctry)	3.6	3.7
WINZ (N/T)	5.1	3.6
WPOW (CHR)	2.5	3.6
WAQI (Span)	3.6	3.5
WAXY (AC)	3.8	3.2
WLVE (AC)	2.3	2.7
WMXJ (Gold)	2.6	2.6
WTMI (Clas)	2.6	2.5
WINZ-FM (CHR)	3.1	2.4
WGTR* (AOR)	1.7	2.3
WQBA-FM (Span)	2.8	2.3
WCMQ (Span)	1.1	1.6
WFTL (AC)	1.4	1.5
WKAT (BBnd)	1.7	1.4
WRHC (Span)	1.8	1.4
WMBM (Rel)	.9	1.3
WQAM (Ctry)	1.0	1.2
WSUA (Span)	1.6	1.1

*Formerly WAIA (AC)

Tampa-St. Petersburg-Clearwater

WRBQ Combo Stays On Top; WQYK Makes Gains; WYNF Rocks Up

	Su '86	Fa '86
WRBQ-AM & FM (CHR)	16.7	16.8
WBWA (B/EZ)	12.7	11.1
WQYK (Ctry)	6.6	8.0
WYNF (AOR)	5.8	6.9
WUSA (AC)	4.4	5.9
WFLL (N/T)	4.1	4.4
WPDS (AC)	2.4	4.2
WSUN (Ctry)	3.6	3.9
WKRL (Gold)	4.7	3.7
WNLT (AC)	2.4	3.7
WGUL-AM & FM (BBnd)	2.5	3.2
WDUV (B/EZ)	2.2	2.5
WHBO (Gold)	1.3	2.5
WTMP (B/U)	3.9	2.5
WPLP (Talk)	3.0	2.3
WDAE (BBnd)	4.1	2.3
WLFF (BBnd)	.5	1.0

Dallas

KVIL Combo Roars To First; KPLX Moves Close To KKDA-FM; KRLD, KMEZ-FM Up Strong

	Su '86	Fa '86
KVIL-AM & FM (AC)	7.1	9.2
KKDA-FM (B/U)	8.9	8.4
KPLX (Ctry)	6.6	8.3
KRDL (News)	5.8	7.3
KMEZ-FM (B/EZ)	5.9	7.0
KEGL (CHR)	5.7	5.1
KTXX (AOR)	5.3	4.7
WBAP (Ctry)	6.7	4.6
KSCS (Ctry)	4.6	3.9
KTKS (CHR)	4.6	3.7
KLUV (Gold)	3.3	3.4
KQZY (AC)	3.8	3.3
KZEW (AOR)	3.1	2.9
KHVN (Rel)	1.7	2.7
KMGC (AC)	3.3	2.7
KHYI* (CHR)	—	2.5
KDLZ (B/U)	2.3	1.6
WRP (Clas)	1.6	1.5
KZPS (CHR)	1.0	1.3
KPBC (CC)	.8	1.2
KSSA (Span)	.8	1.2
KAAM (BBnd)	.9	1.1
KLIF (N/T)	1.1	1.1
KRQX (Gold)	.6	1.1
KKDA (Gold)	.9	1.0

*Formerly KLTY (CC)

Atlanta

WVEE Slips But Remains Leader; WSB Gains Over A Point; WZGC Overtakes WQXI-FM

	Su '86	Fa '86
WVEE (B/U)	11.0	9.6
WKLS (AOR)	9.6	8.7
WPCH (B/EZ)	7.9	8.3
WSB (AC)	6.6	7.9
WZGC (CHR)	7.2	7.8
WQXI-FM (CHR)	7.5	6.7
WKHX (Ctry)	5.8	6.7
WYAY (Ctry)	4.3	5.9
WSB-FM (AC)	5.9	5.2
WFOX (AC)	4.1	4.3
WSEK (B/U)	2.0	3.6
WAOK (B/U)	2.9	2.7
WGST (N/T)	3.4	2.6
WARM (CHR)	4.0	2.5
WPLO (Ctry)	1.0	1.3
WCNN (News)	.9	1.0

Indianapolis

WIBC Extends Market Leadership; WFBQ Gains; WLTC Goes Double Digits

	Su '86	Fa '86
WIBC (AC)	13.2	14.4
WFBQ (AOR)	13.4	13.9
WLTC (B/U)	7.7	10.9
WFMS (Ctry)	10.0	10.7
WXTZ (B/EZ)	9.7	8.5
WZPL (CHR)	8.7	8.5
WENS (AC)	7.3	8.3
WEAG (CHR)	6.2	3.7
WTPI (AC)	2.7	3.0
WTUX (BBnd)	5.2	2.8
WIRE (Ctry)	1.1	1.9
WNDE (Gold)	1.4	1.8

Format Legend

AA-Adult Alternative, AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, B/U-Black/Urban, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, News-News, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

*Just because
84% of our clients
gain 2.1 shares
doesn't mean we treat them
like statistics.*

INTRODUCING
MOONLIGHTING

CMI may not be the largest producer of television commercials for radio stations. So we've had to content ourselves with being the best.

At CMI, we work with you every step of the way to make sure you get the most (and more importantly, the best) for your money. We can of-

fer you either a custom commercial of your very own or a syndicated spot with a proven track record.

This personal approach has produced an amazing record of success. Over our five-year history, 84% of our clients have gained an average of 2.1 Arbitron shares.*

We don't take all the credit. Our clients are smart, and hiring us is only one of the smart things they do.

Give us a call. Talk with us. Compare our new reel with anybody

else's.

You'll see why we're the fastest growing, full-service business of our kind. Because we don't just produce commercials, we produce results.

CMI

612 Hampton Dr.
Venice, CA 90291

213 392-8771

Call Us and ask for our Promo '87 Reel.

*Based on Arbitron Average Quarter Hour Metro Share 12+

RATINGS

Fall '86 Arbitron 12+

Kansas City

**WDAF Continues Growth;
CKMO New N/T Champ;
KYYs Up Over Two Points**

	Su '86	Fa '86
WDAF (Ctry)	10.3	11.2
KYYs (AOR)	7.8	9.9
KBEQ (CHR)	9.6	8.0
KFKF (Ctry)	5.6	7.5
CKMO (N/T)	5.0	7.3
KMBR (B/EZ)	7.6	7.3
KUDL (AC)	5.8	5.7
KCPW (CHR)	4.9	5.5
KMBZ (N/T)	7.8	5.5
KLSI (AC)	4.9	4.6
KCFX (AOR)	4.3	4.1
KPRS (B/U)	3.7	3.7
KJLA (BBnd)	3.2	3.2
WHB (Gold)	3.4	2.7
KZCC (Gold)	2.4	2.1
KLTY (AC)	—	1.5
KXTR (Clas)	1.5	1.4

Dayton

**WGTV Slips But Keeps
Lead; WWSN New AC
Champ; Both B/EZ
Stations Down**

	Summer '86	Fa '86
WGTV (CHR)	13.1	11.6
WHIO-FM (B/EZ)	12.5	10.4
WWSN (AC)	6.4	9.1
WHIO (AC)	8.9	8.7
WTUE (AOR)	9.1	7.8
WONE (Ctry)	6.3	5.5
WYMJ (AC)	4.8	5.1
WBLZ (UC)	3.9	4.2
WVUD (Ctry)	2.6	3.9
WDAO (B/U)	2.7	2.8
WLW (AC)	3.5	2.8
WING (AC)	3.8	2.7
WLG (Gold)	—	2.3
WBVE* (Ctry)	3.0	1.9
WBZI (Ctry)	2.1	1.8
WPTW-FM (B/EZ)	1.7	1.4
WBLY (Ctry)	—	1.3
WEBN (AOR)	—	1.2
WAZU (AC)	1.4	1.0

Formerly WSKS (AOR)

Minneapolis

**KQRS Combo Goes
Double Digits; WCCO
Slightly Off; KDWB-FM
Ahead Of WLOL By A
Tenth**

	Summer '86	Fa '86
WCCO (AC)	18.3	17.2
KQRS-AM & FM (AOR)	9.6	11.0
KSTP-FM (AC)	9.9	9.0
KDWB-FM (CHR)	7.2	7.0
WLOL (CHR)	7.2	6.9
WAYL (B/EZ)	5.2	6.4
KEEY (Ctry)	5.4	6.2
KSTP (Talk)	3.5	4.5
WLTE (AC)	2.9	3.9
KTCZ (AOR)	4.3	3.6
KJJO-FM (Gold)	2.5	3.0
KDWB (Gold)	2.5	2.4
WDGY (Ctry)	2.1	2.2
KMGK (AC)	2.9	2.1
KLBB (BBnd)	2.1	1.5

Rochester

**WVOR Slips But Leads;
WCMF Ties WPXY
Combo; WEZO Widens AC
Gap**

	Summer '86	Fa '86
WVOR (AC)	12.4	11.4
WCMF (AOR)	9.3	10.9
WPXY-AM & FM (CHR)	12.8	10.9
WEZO (AC)	9.6	9.9
WHAM (AC)	9.5	8.3
WMJQ (CHR)	5.6	7.1
WKLX (Gold)	3.8	6.5
WZSH (B/EZ)	5.2	6.1
WNYS (Ctry)	4.6	5.2
WDKX (B/U)	7.3	4.4
WBBX (Gold)	1.7	2.4
WVWG (Rel)	.6	1.3
WFLC (Ctry)	.5	1.2

New Orleans

**WYLF-FM Off A Bit;
WQUE Still Growing; WWL
Up**

	Summer '86	Fa '86
WYLF-FM (B/U)	15.5	13.2
WEZB (CHR)	10.1	10.1
WQUE (UC)	6.6	8.8
WLTS (AC)	6.1	7.1
WWL (N/T)	5.6	6.8
WBYU (B/EZ)	5.5	6.4
WRNO (CHR)	5.0	5.9
WNOE-FM (Ctry)	4.8	5.2
WBOK (Rel)	5.8	4.9
WAJY (AC)	5.9	4.4
WTIX (Gold)	3.1	2.9
WCKW-FM (AC)	1.9	2.7
WSMB (Talk)	3.9	2.5
WWIW (BBnd)	2.1	2.1
WNOE (Ctry)	1.8	2.0
WYLD (B/U)	3.0	2.0
WYAT (Gold)	1.2	1.3

Phoenix

**KNIX Combo Lassos Top
Spot; KEMO Combo Rises;
KAMJ New AC Champ;
KSLX Overtakes KOOL-FM**

	Summer '86	Fa '86
KNIX-AM & FM (Ctry)	10.9	11.7
KEMO-AM & FM (B/EZ)	11.2	11.5
KZZP-AM & FM (CHR)	11.0	10.6
KTAR (N/T)	9.5	9.4
KUPD (AOR)	6.8	7.2
KAMJ (AC)	2.8	4.9
KKLT (AC)	4.4	4.7
KSLX (Gold)	3.4	3.7
KOOL-FM (Gold)	3.8	3.4
KDKB (AOR)	2.9	3.2
KKFR (CHR)	3.6	2.8
KLFF (BBnd)	2.4	2.7
KLZI (AC)	3.2	2.6
KOY (AC)	2.4	2.5
KOY-FM (AC)	2.3	2.4
KFYI (N/T)	1.9	2.2
KUKQ (UC)	2.0	2.0
KONC (Clas)	1.5	1.4
KVVA (Span)	1.8	1.2
KPHX (Span)	—	1.1
KSTM (AOR)	1.7	1.1

For The Record

In the San Francisco summary, KYA (Gold) should have been listed as moving 1.6-1.7.

Format Legend

AA-Adult Alternative, AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, B/U-Black/Urban, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, News-News, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

A-HA CRY WOLF

CHR NEW & ACTIVE

THIS WEEK'S ACTION:

WKSE deb-38	WZYP deb-39
CKOI add	WPFM deb-40
Q107 deb-30	WVBS add
Z93 31-25	WBWB deb-33
KDWB deb-36	Y94 39-34
KATD add-35	WDBR add
KUBE 28-26	KGOT add
K104 deb-40	KOZE deb-26
93Q add	KZFN 37-31
WRCK add	KHTZ add
WBBQ deb-40	OK95 34-25



THE NEW SINGLE

From the Warner Bros. album *Soundal Days*
PRODUCED BY ALAN TARNEY
Management: Terry Slater



WLRs add
94Z deb-40
KITY add
WKDD deb-38
Z104 39-34
KIYS 33-28
KIKX add
KCAQ deb-32
KDON deb-34
KCPX deb-33
KITS 18-15
KZZU 38-31
95XXX add
95XIL deb-38
WKSF add-37
WJAD add
WJMX deb-39
Q104 deb-40

PAUL YOUNG



**“Why Does A Man
Have To Be Strong”**

Taken from the Columbia LP **Between Two Fires** (FC 40543)



Produced by Hugh Padgham, Paul Young, Ian Kewley



REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

CONDITIONAL REPORT

Getting The Dope On The Slopes

So what if it's Super Bowl Sunday? Those who aren't content to watch TV and munch popcorn through hours of Super Hype this weekend are probably strapping their skis to their car roofs and anticipating four-hour rides through the mountains to the slopes. To these people, the last Sunday in January means the height of the ski season, not the last weekend of the NFL football schedule.

Stations in virtually every region of the country are finding that a large number of their listeners buckle up on the weekends, and are eager for the latest word on their favorite ski areas. This makes the daily ski report a hot programming property, which translates to "syndication opportunity." Thus, ski reporting is not just a small "mom and pop" operation; it's a complex business tying participating ski areas together into state, regional, and national networks.

One of the largest of these is that operated by San Francisco-based AMI (All Media Inc.). The company's Ski Media Networks is a system of many regionally-based reporting operations providing radio stations with free, updated information of immediate interest to listeners. "Immediate is the key factor," says network President John Hamilton. "Ski information has to be up-to-the-minute in order to be of use to anyone. Our credibility is on the line; if a listener goes somewhere and finds that conditions aren't as reported, we're in trouble."

Hamilton says ski reports are typically targeted to a demographic "anywhere from college to mid-40s," but believes age is of less importance than lifestyle. "We target more to psychographics,"

"Skiers are generally upwardly mobile. They have a lot of personal pride and ego invested in the sport, and they have a tremendous need to look better out there on the top of the mountain."

he explains. "Skiers are generally upwardly mobile. They have a lot of personal pride and ego invested in the sport, and they have a tremendous need to look better out there on the mountain. This isn't a passive hobby; it's a serious activity."

SMN's reports are distributed any of three different ways: through state networks, nationally



John Hamilton

(via the Mutual Broadcasting System), and to individual stations. News/Talk stations are typically the most receptive to ski reports, but virtually all formats (except Beautiful Music) are served. Likewise, virtually all regions of the country — even those thousands of miles from any packed powder —

find an interest in ski conditions.

Not all networks operate the same way, but SMN's ski reports are usually delivered free of charge to participating stations; exceptions usually involve an exclusive announcer or special content. The ski areas foot the bill, targeting stations they feel have listeners most likely to patronize their facilities. "It's basic barter," Hamilton explains. "Stations get the reports free in return for running them as they're given. If the station asks for something special, they pay extra. The ski areas pay the shot and they dictate where they want to go. We then regionalize all our networks, combining the radio stations and ski areas that are compatible."

These participating ski areas generally fall into one of three tiers, Hamilton continues. "The tiny ski slopes are the incubators for beginners, children, or day skiers, and are usually close by," he says. "The regional areas are the weekend resorts a few hours away by car. At the top we have the major world class areas, like Aspen or Vail, or the Vermont areas, and even Europe."

As mentioned above, credibility is vital. "If we hear that someone was upset we get a recorded explanation from the ski area and play it back to the station. At that



time, if the explanation isn't accepted, the area is dropped," Hamilton warns.

Telephone delivery may seem obsolete in an era of satellite deliv-

ery, but Hamilton feels land lines actually enhance the immediacy of SMN's reports. "There's a psychological value connected with calling in a ski report," Hamilton contends, supporting his company's use of GTE-Sprint. "In fact, we haven't found one FM that has refused to carry us because of audio quality. It sounds as if one of the station's listeners is actually up on the slopes phoning in the conditions." This local flair is also why SMN does not identify itself or the feature during the reports.

Reports are updated daily as soon as visible inspection can detect any changes in conditions. Stations receive these updates by 9:00am and generally run them through the next day's morning drive. Conditions usually don't change drastically in any 24-hour period, but reports are written to adapt to any sudden shift in weather patterns. "For instance, we never say 'It's snowing up at Mammoth'; instead, we say 'It's been snowing,'" Hamilton notes.

"Ski reports do two things for radio," Hamilton concludes. "They provide listeners with information they need to know when they want to know it, and they enhance the image of the radio station. These reports really generate an interest in listeners, and radio can do it better than any other medium."

KIBBLES AND BITS

ACN Expands Comedy Service

Citing a surge in the popularity of syndicated comedy bits on radio (and the growing number of comedy syndicators), the American Comedy Network is expanding its services to "blow away" the competition. As ACN President Andy Goodman explains, "We've been in the comedy business for over three years; now we're taking off the gloves and going full scale. We're making major improvements in our service in three different areas."

Expanded Services, More Characters

Earlier this month ACN's basic comedy service expanded from seven to ten features per week. This doesn't necessarily mean subscriber stations will receive ten new bits every seven days; the network will dust off three "evergreens" and reissue them when they become topical (i.e., during holidays or tied in with national news stories).

An additional segment featuring ACN VP/Creative Director Bob


James, "The Bob James Movie Moneysaver Review," will rate current movies with specific dollars-and-cents values, so listeners will know if a \$5.00 film is actually worth it.

ACN has further announced that Manhattan-based comedienne Nancy Parker will be joining the network shortly. Parker has appeared on USA Cable and the Playboy Channel, and is a veteran stand-up performer at comedy clubs around the country. She will introduce a host of new voices, in-

cluding Dr. Ruth, Cagney & Lacey, and Katherine Hepburn. "Along with (current talent) Dale Reeves, Nancy gives us the best one-two punch for voice talent on the radio," Goodman boasts.

Increased Affiliate Services

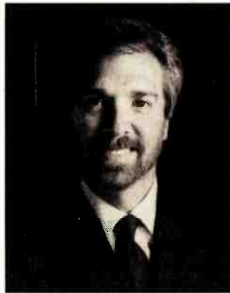
Goodman admits that there's more to syndication than pure creativity. "We've learned that giving radio stations good comedy material isn't the whole story," he says. "The more help you can give them putting the stuff on the air, the more successful they'll be with it." This philosophy has led to a taped "Affiliate Tip," included with each week of ten special features. These tips will offer suggestions on how stations can best use the comedy segments, using actual airchecks as guidelines. In addition, ACN's weekly newsletter is being expanded to offer more on-air suggestions.



PINNACLE.

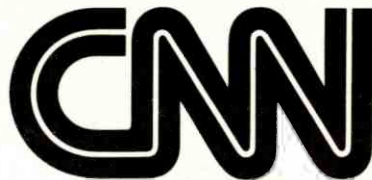
The Height Of American Business.

Meet high stakes rollers at the corporate table and find out how they got there. The perils. The pitfalls. The rewards of getting there.



This week, we introduce you to Norman Pattiz, Chairman and CEO of Westwood One, Inc., and The Mutual Broadcasting System. Saturday's best investment.

Saturday, Jan. 24
6:30 & 11:00 PM ET.



THE WORLD'S MOST
IMPORTANT NETWORK



H E R E C O M E

The Judds



THEIR BRAND NEW ALBUM

Heart Land

Single 1 - "Don't Be Cruel" - February 2 reports
HeartLand album and cassette street arrival, February 2
HeartLand CD street arrival, March 2.

Watch for...

Tonight Show, 1/22

AMA Performance - debut "Don't Be Cruel," 1/26

ACM Award Show co-hosts, 4/6

Marlboro Tour with **Alabama**.

And don't miss...

Westwood One/Mutual on Sunday, January 25 at 10:30 pm (ET) as we "Listen In With The Judds." An exclusive 90 minute show premiering The Judds new album, **HeartLand**.

RCA
RECORDS

RCA
Records and Cassettes

Where Are Radio's Oscars?

For the last few weeks, I've been going around asking the same question to anyone who would listen: why doesn't radio have an annual awards ceremony? Movies have the Oscars, television has its Emmys, Broadway has its Tonys — even cable has its annual Ace Awards. What are we, chopped liver?

I guess we are, because all the radio people I talked with had an answer. Such as:

1. Radio's too local. It's not a national phenomenon the way network TV shows or major movies are.

A few years ago, I might have bought that argument — but with everybody and his brother installing satellite dishes, nationally-distributed programs have grown faster than Howard Stern's ego. (Well, maybe not that fast, but you get the idea.) And since we're talking about an awards program here, it's also worth noting that there are

"(An awards ceremony) might remind our listeners that radio is as important a part of their lives as TV, cable, and the movies."

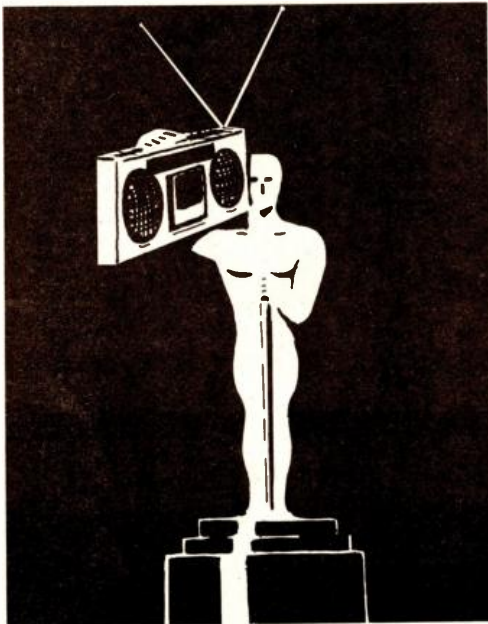
now several shows in several categories.

Take talk, for example. Where once there was only Larry King coast-to-coast, there are now Michael Jackson, Bruce Williams, Sally Jessy Raphael, and Dr. Toni Grant, to name a chattering few. May I suggest category number one: Best National Talk Show Host.

And how about countdowns? Casey Kasem's "American Top 40" now competes with the Rick Dees weekly survey and John Lander's "Hit Music USA," not to mention all the other countdown shows launched since this article began. Category number two: Best Countdown.

There are also national newscasts, sportscasts, commentaries, live concerts, taped concerts, and sporting events, and all of them are

Don Imus, Scott Shannon, and Frankie Crocker all have done stints on VH-1; Rick Dees did "Solid Gold" and Casey still has "America's Top 10"; and Dr. Ruth will be stopping by your house



consumed throughout the country exactly like the TV shows which glorify themselves once each year on the Emmy Awards. Are we really so different?

And before I stop beating this dead horse, one more question: is radio a more local phenomenon than Broadway, which still manages to place its annual awards show on CBS? (Maybe it is; I hear "Cats" was real big in Montana this year.)

2. Radio stars are not as recognized as TV or movie stars.

Again, I might have agreed a few years ago, but not anymore. Larry King appears regularly on CNN and in USA Today; Garrison Keillor is now a semi-regular on PBS;

tomorrow. There's so much crossing over going on that videophiles probably forget (or don't even

"The show would be a legitimate news event that would attract attention to our industry as it recognizes excellence in its field."

realize) that all of these people are stars from our industry. Video cropping radio . . . ridiculous, you say? I agree, but excuse me a second while I turn down my MTV.

By Andrew Goodman

3. Okay, so you have some national shows and a handful of stars. Who'd televise your gala ceremony?

A network might, particularly when you consider the appeal of a "First Annual Radio Awards." If not, there are a wealth of alternatives which didn't exist a few years back. Hell, if Fox will put Joan Rivers on five nights a week, a one-shot for radio wouldn't be too much to ask. And then there's TBS, the other superstations, various agglomerations of independents, and

"Movies have the Oscars, TV has its Emmys, Broadway has Tonys. What are we, chopped liver?"

about 1000 cable channels from which to choose. Didn't the American Association of Cat Lovers just have its annual Morris Awards on C-Span?

4. Who would watch a radio awards show?

According to the RAB, the average American now has 9.5 radios in his bathroom alone. Don't you think John Doe is even the slightest bit interested in seeing what that guy who talks to him in the shower looks like?

5. Fine, you have someone to broadcast the show and people to watch it. Who'd produce it?

The NAB (although no one there has volunteered just yet). Each year, our industry association brings us all together at an annual radio convention. Why not turn Saturday night (normally given over to a concert) into the Annual Awards Night? We already have 5000 or so attending the convention; an awards show could provide incentive for more to come, particularly if it will be televised nationally. The show (televised or not) would be a legitimate news event that would attract attention to our industry as it recognizes excellence in its field. And isn't that what an industry association does for its members? Hello? Anybody home?

6. Who would create the categories, determine nominees, and pick the winners?

We've already suggested a few logical categories here: Best Talk Show, Best National Newscast, Best Live Concert, Best National Comedy Service Based in Connecticut. I'm sure there are plenty of other categories which include programs that reach a significant national audience, and include enough programs to create a



Andrew Goodman

Andrew Goodman is President/GM of the American Comedy Network and also serves as VP of NewCity Communications, ACN's parent company. Prior to joining ACN, he programmed Susquehanna Broadcasting's WKIS/Orlando and was Exec. Producer of talk programming at CBS's WCAU/Philadelphia. He has never won any national radio awards, primarily because there aren't any. Contact him at: ACN, Park City Plaza, Bridgeport, CT 06604-4277; (203) 384-9443.

legitimate competition for an award.

The NAB Board of Directors could create a panel of experts for each category and delegate to it the responsibility of choosing nominees. Naturally, there would have to be an eye toward avoiding conflict of interest when determining which expert works on which category.

Winners would be selected in a full vote of NAB members, just as

"Is radio a more local phenomenon than Broadway, which still manages to place its annual awards show on CBS?"

the entire Academy of Arts and Sciences votes for the Oscars. Shelley Long, however, would not be permitted to sing and/or dance at the awards ceremony.

7. Is it really important to have an annual radio awards ceremony?

Not really. It would be little more than a self-congratulatory pat on the back, and who needs that? It would give radio people a reason to look forward to our annual convention . . . but you're already psyched for Radio '87 in Anaheim, aren't you? And it might remind our listeners that radio is as important a part of their lives as TV, cable, the movies, or any other medium that invests the time and effort in staging an annual awards show.

But don't worry, it's not a critical issue. People will always need chopped liver.

TAX REFORM

EFFECTS ON BROADCASTERS AND BROADCASTING

Tax reform questions of broadcasters and broadcast investors are answered in the National Association of Broadcasters new publication:

TAX REFORM: Effects on Broadcasters and Broadcasting

Order your copy today! Call (800) 368-5644 (9 AM to 5 PM EST) and charge your order to MasterCard, VISA or American Express. Or send payment to: NAB Services, 1771 N Street, N.W., Washington, DC 20036.

List Price: \$90.00 NAB Member Discount Price: \$45.00

NAB
BROADCASTERS

▶ **BMI**
music

**TOP RATINGS
LOW C.P.M.S!**

Your BMI "blanket" license agreement gives you unlimited access to over 1,500,000 songs created by more than 50,000 songwriters and composers. It also eliminates the time-consuming and expensive process of negotiating with individual copyright owners for each piece of music your station wishes to use. For almost 50 years, BMI has consistently delivered the high-quality music that has helped broadcasters achieve top ratings.

Your license to the world's greatest music



© BMI 1987



KEN BARNES

ON THE RECORDS

THE TERRIFYING SEQUEL

Son Of Garbled Lyrics

The night was dark and the moon was yellow, and the leaves came tumbling down. I was working in my lab late that night, when my eyes beheld an eerie sight. A howling wind chilled the marrow of my bones, as the green door creaked open. I was blinded by the light, then driven to my knees by a mysterious avalanche that rustled enigmatically as it buried me alive. Frantically, I scrambled my way to the surface, drawing a desperate lungful of air . . . and then my blood ran cold as I realized the full horror of the formless scraps that still entombed me. They were letters . . . letters from readers with new, bloodcurdling examples of hideously mangled song lyrics . . . and I knew there was no other course but to surrender, acknowledge a cruel fate, and present the second installment of the Garbled Lyrics Hall of Fame.

Truly, this topic is a phenomenon in this column's history. Response following the first episode (November 28) was overwhelming, with everybody and his brother contributing examples of goofed-up lyrical misinterpretations. (Once again, it was usually the brother — or the close friend or the co-worker or, as in one case you'll see below, the three-year-old son — who got the blame for screwing up the words.)

An exception to this rule, however, is Eventide Inc.'s Richard Factor, who wrote, "I have one of which I am guilty. (No brothers to blame it on.) . . . I could (and did) swear that the lyric (in Elvis's 'Jailhouse Rock') 'Everybody in the whole cell block/Dancin'' to the Jailhouse Rock' was actually: 'Everybody in a wholesale frock' . . . Hell, it's even logical!"

Not so logical is the next entry, kindly sent in by KEYQ/Eagle, CO MD Penny Mitchell on behalf of her "best girlfriend" Kim Poulton. Claims Penny, "In Cliff Richard's 'Devil Woman,' Kim thought I knew it was a spell she cast 'I knew it was a spastic cat.'" According to Penny, Kim also thought the female-spoken lines in 10cc's 'I'm Not In Love,' generally held to be "Big boys don't cry," were actually "requesting quiet." This interpretation is apparently not an isolated phenomenon, as a "friend" of WOMP/Wheeling MD Michael Stewart made the same contention.



Lollipops, balloons, and burning pizza are just some of the images the Rolling Stones inadvertently projected

Rolling Stones Perpetuate The Prize

Michael also provides a neat segue to the inevitable Rolling Stones section of this installment; once again the Stones' power of confusion is almost occult. Michael said, "I can remember 'Beast Of Burden' playing on the car radio, while my girlfriend sang, 'I'll never be your pizza burnin'!"

Andy Capp at KELO/Sioux Falls wrote that the first column "reminded me of an old friend who thought 'Angie' was 'I Ain't Jeff.' Every time he's within earshot of the station, I always play 'I Ain't Jeff' for Scott."

Sixties Stones songs also held their mysteries. Warner Bros. VP/Publicity Bob Merlis told me his friend David Blood Turner thought "Mother's Little Helper"'s "The pursuit of happiness just seems a bore" was "The bassoons of happiness just seem to bulge," which is a contender for the global Miss Construe pageant any time.

And John Clay, PD at KHTZ/Reno, relates, "When 'Paint It Black' was new on the radio, my older brother and I had knockdown drag-outs over the lyric 'I want to see the sun blotted out from the sky.' He swore Mick was really singing 'I want to see the sun lollipops in the sky.'"

John goes on to say, "Who can ignore the current king of misinterpretation, 'You Be Illin' . . . how's 'You Be L.A.' or 'Do Be Ellen?'"



And he, along with KNBZ/Wasilla, AK partimer Kay Taylor (who also sent in a great on-air faux pas which I'll submit to the Turkey Awards 1987 Editor), brought up the Shocking Blue "Venus" controversy. Kay says she and her girlfriends sang "I'm your fetus, I'm your fire." John was answering phones for KCBQ/San Diego and said the record "had all the little prepubescents asking for 'I'm Your Penis.'" Wonder if Bananarama caused similar problems for radio.

Country Request Lines: Another Dimension

I was hoping for some request log gems on the order of "Billy Don't Be A Negro," and got a bonanza from the Country side of the road. WTCR/Huntington, WV Asst. PD/MTD Dave Poole sent a wondrous list, which I will excerpt below:

Oak Ridge Boys/Y'all Come Back Saloon: "The All-Gumby Saloon"

Dolly Parton/Tie Our Love (In A Double Knot): "Tiny Love With A Bubble Knot"

Ray Charles & Willie Nelson/Seven Spanish Angels: "Seven Spaniel Angels" and/or "Seven Spangled Angels"

Alabama/Roll On 18 Wheeler: "Rollin' Eatin' Willard"

Kenny Rogers/Tomb Of The Unknown Love: "Tomb Of The Unsewn Glove"

T. Graham Brown/Hell & High Water: "Helen Highwater"

Kenny & Dolly/Islands In The Stream: "Islands Of Ice Cream"

Michael Martin Murphy/Carolina In The Pines: "Carol Lyin' In The Pines"

Jeannie C. Riley/Harper Valley PTA: "Harper Valley T&A"

Mel McDaniel/Stand On It: "Step In It"

A similarly outlandish list came in from Wayne Waters, MD at WITL/Lansing:

Willie Nelson/My Heroes Have Always Been Cowboys: "My Girls Have Always Been Cowboys"

Ronnie Milsap/Daydreams About Night Things: "Daydreams About My Thing"

Hank Williams Jr./Honky Tonkin: "Honky Talkin'" (sounds like a Beastie Boys record)

Waylon Jennings/Luckenbach, Texas: "Luke 'n' Bart Texas"/"Luke & By Texas"/"Looking At Texas"/"Luke In Bach, Texas"

Johnny Cash/Daddy Sang Bass: "Daddy Played Bass"

Alabama/Feels So Right: "Fields So Ripe"

Crystal Gayle/Don't It Make My Brown Eyes Blue: "I'm Going To Make My Brown Eyes Blue"

Refining the garbling of the last-named song, WLWU/New Port Richey, FL's Jeff Grunden nominates "Doughnuts Make My Brown Eyes Blue," along with Linda Ronstadt singing "Love is a nose but you better not pick it." And R&R/Nashville's Katy Bee adds to the Waylon collection with "Look-in' Back Texas." She also (conveniently enough) has a brother who thought "Poetry In Motion" by Johnny Tillotson was "Full A Tree In Motion."

Apartheid & Candelabras

Meanwhile, the pop side still has its share of titular errors. KHUM/Ottawa, KS's Dennis McAtee recalls, "I was working at KNZS in Pittsburg, KS when a youthful caller requested the new South African protest song by Stevie Wonder. I had no idea what the caller was talking about. You know, 'Apartheid Lover'!"

WILQ/Williamsport, PA PD Barbara Evans says, "I often hear Billy Squier's 'My Candelabra' on the CHR competition." And they probably never played "My Kinda Lover" . . .

Time Capsule's Richard Teimer says he's had requests for "Two Old Farts" by Stacey Q. He also maintains that a "friend's niece" (these distancing excuses get more



A fetal misconception of this hit's title



Crystal Gayle: Doughnuts make her brown eyes blue

elaborate all the time) walked around the house singing "Gonna dress you up in nylon's" with Madonna. In a similar vein, Jarrett Green walks around his house singing along with the Bangles, "Walk like a dipshit." Jarrett's excuse, according to proud but bemused father Jeff, is that he's three years old.

No such excuse for the friends of R&R's Sean Ross and Yvonne Olson who used to garble Le Roux's "Addicted" in the form of "I'm a dickhead." Others of Yvonne's acquaintance would sing ELO's "Strange Magic" as "Strain My Chick."

Continuing in this general vein of bad taste (an integral aspect of lyric-garbling), KZPS afternoon man Ryan West says an "old acquaintance of mine actually thought Elton John in 'Crocodile Rock' was singing, 'It was the biggest dick I ever got'" (instead of "kick"). And DJ Stu Chisholm remembers, "A friend of mine who is something of a religious zealot was orating on the age-old topic of why rock & roll lyrics should be censored. His case in point was a song by Pilot that started: 'Oh-ho-ho it's my dick.' I broke the news to him later that the lyric, as well as the song title, was 'Magic.'"

Stu also remembers hearing "a bunch of kids" singing "The Hot Dog" to Van McCoy's "The Lover" . . .

Liz Weissman, midday personality at WXYU/Lynchburg, VA, along with some unrelated but amusing tidbits, offers this observation regarding the Cars' "Shake It Up": "I only recently discovered Ric (Ocasek) is not singing 'Don'tcha worry 'bout tuna beat,' nor is he singing 'Don'tcha worry 'bout tulip beat.' I'm probably the only one who didn't know it was 'two left feet.'"

Believe it or don't, I still have several sparkling manglings left, so I once again extend the invitation to send me your favorites, and we'll shoot for all the garbles in "Grandson Of Garbled Lyrics: Night Of The Living Duds."

reos speedwagon

THAT AIN'T LOVE

FIRST WEEK ACTION:
104/104 — 44%
#2 MOST ADDED!

INCLUDING:

WBEN	KEGL	WMMS	WCZY	KMJK
WKSE	KTKS	92X	KWK	FM102
WPHD	95INZ	WNCI	WLOL	KWSS
94Q	WGH	99DTX	KKRZ	



Epis



Epis

'til tuesday

COMING UP CLOSE

COMING UP STRONG AT:

WXKS 26-18	WKDD 13-9 (Hot)	WVBS deb 32
WPHD 34-29	KIYS add 31	KKAZ 37-32
WMMS 37-29	WKPE deb 32	KBIM deb 40
K104 27-21	95XIL deb 39	OK95 27-18
WPST 34-29	KSMB 33-28	

europa

THE FINAL COUNTDOWN

111/51 — 46%
ONE OF THE MOST ADDED!

4th MOST ACTIVE AFTER
JUST 2 WEEKS ON THE RADIO!!

WXKS	PWR997	Y100	WMMS	KWK
WBEN	93FM	WGH	99DTX	KMJK
WKSE	KRBE	Q105	WCZY	KPLZ
WPHD	95INZ	Z95	KDWB	



Epis



ADAM WHITE

RECORDS

REISSUE PROGRAMS ROLL ON

Forward Into The Past

It's ironic that the record industry's love affair with the compact disc is also rekindling affection for some old flames. Recordings of the past 30 years (and earlier) are now being given unprecedented care and attention by a business often criticized for having too little sense of history.

This is happening on parallel tracks. One is the conversion of existing catalog product, in many styles of music, to the new medium. Two examples are the Rolling Stones titles from PolyGram and CBS, and the Frank Sinatra albums from Warner/Reprise and (soon) Capitol.

Another track is the reissue of repertoire that's been long out-of-print, or even previously unavailable. Jazz seems to be a particular beneficiary here. A third area is the reconfiguration of material which is no stranger to the market-

"What's happened at radio is sort of a mixed blessing."

—Harry Palmer

place. It does involve the compact disc — for instance, the *Motown* twofers which came out last fall — but not exclusively. These developments are intertwined with the current popularity of old music

through radio, television, and movies.

Some labels have catalog duties in the hands of certain individuals, or distributed around different departments. In recent weeks, one company — PolyGram — has moved to organize its activities more distinctly by creating a Special Markets division under VP Harry Palmer. "Catalog development used to be almost a stepchild," he says, "but the way that CD has virtually created a new business for the industry made it essential that we have a staff of people to concentrate on this area." Their major priority, according to him, is to go into the back catalog and make sure all the key titles are available on compact disc.

Conversions To Come

Palmer's team includes Director/Catalog Development Bill Levenson and Manager/Catalog Development Tim Rogers, who has been handling PolyGram's reissue and compilation affairs for some time. The VP stresses that the division's duties embrace not only the physical preparation of product for release, but also its marketing. This is especially important for acts well represented with PolyGram catalog product who also continue to record and tour actively, such as the *Moody Blues*.

Several of the group's albums were made available on compact disc in the middle of last year, but their entire line had not been digitally remastered and converted. Now that has been done. Palmer's unit is working to accomplish the same thing during the first quarter for *Rush*, *Scorpions*, and *Kiss*.

Just shipped have been three double-albums by *Donna Summer*, each reconfigured onto one CD and for the price of one. Coming up is the *Level 42* catalog in conjunction with a new release by the group, and there will be more *Eric Clapton* titles. For later in the year, a retrospective CD boxed set on *Clapton* is in the works.

A PD'S PRAISE

Clean Cuts

Record companies' ongoing reissue programs, and the conversion of so much catalog product to compact disc, ought to gladden the ears of Gold programmers everywhere. Here are comments from one, *WCBS-FM/New York* PD *Joe McCoy*, who spoke while celebrating his station's climb from 3.3-4.0 in the fall book.

"There are things coming out that we feel really good about, that have to do with our music," says McCoy. "Now we're getting clean cuts of what we've been playing for years, and it's nice to be able to hear the clarity. That's what is most important."

Beatles Wanted

McCoy says the *Motown* two-for-one CDs are "really sharp," and calls the *Monkees' Rhino* reissues "superb." He has praise for a recent *Elvis Presley* compact disc from *RCA*, and for the rare *Japan* CD of the *Beatles' "Abbey Road"*, recently borrowed from a colleague. "When all the *Beatles* al-

bums go on compact disc, it'll be fantastic. They made such fine music anyway, and when you're able to hear it on CD..."

Nevertheless, warns McCoy, "You still have to be very careful with some of what's being released, because it's not all the original product, nor all the original mixes. We must check everything, because our listeners are as tough as we are on that score." The same applies to oldies libraries, he says. "You have to go through them with a fine-tooth comb, too, when you prefer, as we do, to have the original hit single that people heard 8000 times on a Top 40 radio station back in the '50s and '60s."

Watching The Stones

Palmer says, "The compact disc has obviously been drawing people into record stores who haven't been there in a while, and the other configurations may be piggy-backing along." With the *Stones* albums, which were issued in remastered form on vinyl and cassette at the same time as CD, Palmer says he's especially keen to learn how the sales break down. "From the holiday store reports I've seen, the sell-through on CD was excellent, and very good on cassette, but we don't yet know about LP. That'll be an interesting test."

There's "a lot of life left" for the LP in the collector market, Palmer adds. The label caters to these consumers with releases such as the ongoing *Hank Williams* series and a recent double-album of *Mercury* vocal groups. "Those show a disproportionate amount of vinyl sales compared to product by current artists, and the answer is it's an older audience; for them, the LP is still very viable." For how much longer, Palmer is uncertain; it will depend on dealers.

Other projects within Special Markets include the creation of a "45s On CD" line, comprising hits from the '50s and '60s (approximately 16 per album), and a CD equivalent of PolyGram's \$5.98 "Sound Savers." These will sell for \$4.50 below the label's current CD

list price, and the series will be launched with upwards of 30 titles in March/April.

Return To Active

Palmer says that the retail community's overall interest in catalog development is greater than it was a couple of years ago — a reflection of the consumer's CD appetite — and that the spread of the Gold and Classic Rock radio formats has helped too. "What's happened at radio is sort of a mixed blessing. Our industry's lifeblood is new product and new artists, so it's frustrating when more stations emphasize classic rock and are less adventurous with new music. On the other hand, as we launch our catalog program and put repertoire out on CD, those stations help us. Their audience is probably more active than it was two or three years ago, largely because of the compact disc."

The PolyGram VP says he and label promotion execs have discussed the issue. "There are a lot of stations out there who aren't really going to help us break, say, the *Rainmakers*, but whom we service with catalog nevertheless. So, hey, they can help us now, and we'll do some campaigns and promotions together. That's very healthy, and certainly something I want to go after."

EMI Goes For Gold

EMI America has issued a number of oldies compilations drawn from the vaults of *Liberty* and *United Artists*, which also include vintage recordings from the *Aladdin*, *Sue*, *Minit*, and *Imperial* labels. Last month, National Director/AC Promotion *Tony Richland* mailed a 14-album package of those "Legendary Masters" to 60 Gold FM and AM stations.

Promoting to the format isn't *Richland's* normal beat, but he says he's enthusiastic about the music and the series concept. "It was kind of a Christmas gift," he says. "A lot of this stuff isn't going to be in regular rotation, but we figured that Gold stations' equivalent of 'Metalshop' and other special shows would feature some of the music."

Only On Cassette

More such packages are due from the label this year, according to compiler *Alan Warner*, a one-time UA staffer who also prepared the recent *Capitol "Rock Of Ages"* series. They also have potential in

international markets, he says.

Another initiative from EMI America is a cassette-only line due in March, which will feature ten-track compilations by such acts as *Rick Nelson*, *Eddie Cochran*, *Jan & Dean*, *Fats Domino*, the *Nitty Gritty Dirt Band*, and the *Spencer Davis Group*. The series will carry a \$3.98 list price, and be merchandised at retail via a special dump bin. Comments Director/National Sales *Cliff Schultz*, "It's an additional way of alerting the consumer that some of this music, which has been difficult to find in recent years, is available again, inexpensively priced."

Available Now!

Hanna-Barbera

LIBRARY OF SOUNDS

- The Sound Effects We All Love
- Super Index

List price: \$200.00

Only \$150.00 (with this ad to 3-1-87)



To order send a check made payable to Interlock Mfg. Corp. to Hanna-Barbera Productions, ATTN: MUSIC DEPT., 3400 Cahuenga Blvd., Hollywood, CA 90068

DATEBOOK

SEAN ROSS

Giuffria Hijacked

MONDAY, FEBRUARY 2

1974/Hand salad surgery: **Keith Emerson's** piano, rigged to explode onstage in San Francisco, does so prematurely. He sustains several cuts and a broken fingernail.

1984/**Duran Duran** begins its first major American tour in Seattle.

1986/Ex-**Allman Brother Butch Watt** records "Oh Challenger," the first but not last of the shuttle tributes, to raise money for Florida's Challenger Scholarship. Also, *LA Times* readers vote "Party All The Time" the worst video of 1985. One refers to the clip as "Gumby goes Disco."

Born: **Graham Nash** 1942, **Howard Bellamy** 1946.

TUESDAY, FEBRUARY 3

1959/**Buddy Holly, Richie Valens, and J.P. "Big Bopper" Richardson** die in a plane crash.

1983/Years before performance art manages to find its way into "Bloom County" and "Doonesbury" simultaneously, **Laurie Anderson's** two-night piece "United States" premieres in New York. At intermission, the crowd is told, "Please take your seats, the epic is about to continue."

1986/Despite his video being savaged by Times readers, **Eddie Murphy** returns to West Hollywood's Carlos & Charlie's, where he'd previously been ejected for fighting. Murphy buys all the flowers from a club vendor and passes them out to patrons, including **George Michael** and **Tony Danza**. Also, **Rick Dees** appears in ABC's "The Gladiator," about an anti-drunk-driving vigilante.

Born: **Dennis Edwards** 1943, **Tony Butler (Big Country)** 1957, **Johnny Guitar Watson** 1935, **Dave Davies (Kinks)** 1947.

WEDNESDAY, FEBRUARY 4

1961/**Johnny Burnette** receives an emergency appendectomy in Hollywood and is forced to cancel a British tour that would have begun in three days.

1971/"Chicago 3" certified gold.

1983/**Karen Carpenter** dies of a heart attack at age 32.

1986/Illinois's Attorney General announces that a deal has been struck ensuring that 75% of the profits from the **Chicago Bears Shufflin' Crew's** "Superbowl Shuffle" will go to charity. That happened this fall and **Red Label Entertainment** then went to work on a L.A. project, "Let's Ram it."

Born: **Alice Cooper** 1948.



Dave Davies, Graham Nash, Alice Cooper, Larry Tamblyn

THURSDAY, FEBRUARY 5

1979/**The Pointer Sisters** version of "Fire" goes gold.

1981/**Anne Murray**, who is still boycotting the Junos at this time, wins four awards anyway. Her "Can I Have This Dance" ties for best single with "Echo Beach" by **Martha & The Muffins**. **Pierre Trudeau** inducts **Joni Mitchell** into the Hall of Fame. **Ronnie Hawkins** drives onstage in a Rolls Royce, then rips his pants on the front fender.

1986/**Greg Giuffria** is among those hijacked for two-plus hours by a knife-wielding passenger on a Ft. Lauderdale to Los Angeles flight. Unlike his 1985 predecessor, **Demis Roussos**, Giuffria does not release a hostage tribute song.

Born: **Bobby Brown** 1969, **Nick Laird-Clowes (Dream Academy)** 1957, **Larry Tamblyn (Standells)** 1943, the late **Bob Marley** 1945.

FRIDAY, FEBRUARY 6

1960/R&B crooner **Jesse Belvin**, coauthor of the recently-revived "Earth Angel," dies in an L.A. car crash at age 20.

1981/Instrumentalist **Hugo Montenegro** dies in Palm Springs at 55 of emphysema. **WAPE/Jacksonville** drops CHR for Country but revives its legendary "Big Ape" image on FM five years later. And **John Lennon's** "Woman" goes 6-1 CHR on the day that "All These Years Ago" is announced.

1986/A Good Hart I & II: **Corey Hart** becomes the second Canadian to sell a million LPs in Canada. And **Feargal Sharkey's** mother and sister are held by IRA gunmen in Londonderry. They're released unharmed after three hours.

Born: **Natalie Cole** 1950, **Brian Travers (UB40)** 1959.

SATURDAY, FEBRUARY 7

1967/**The Bee Gees** return to Britain from Australia and their career as Northern Hemisphere recording artists kicks in.

1980/**Pink Floyd** begins its elaborate "The Wall" tour of America.

1985/**John Fogerty's** LP track "Zanz Can't Dance" becomes "Vanz Can't Dance" following legal action by **Fantasy's Saul Zaentz**.

1986/**John Cougar Mellencamp** meets with officials of the United Food & Commercial Workers' local P-9 in Austin, MN to show his support of the strike against Hormel.

Born: **Steve Bronski (Bronski Beat)** 1960.

SUNDAY, FEBRUARY 8

1980/**David & Angela Bowle** are divorced. **Neil Bogart** resigns from **Casablanca** to form another label. And **Survivor's** first LP is released.

1984/**Brooke Shields** is **Michael Jackson's** date at Epic's \$250,000 party for him at NYC's Natural History Museum. It's Jackson's first outing since catching fire in January.

1986/**Ron Reagan** hosts "Saturday Night Live" and parodies "Risky Business" by playing air guitar in his underwear. **Bob Dylan, Tom Petty, and Stevie Nicks** spend the weekend in Sydney's Festival Studios recording "Band of the Hand."

Born: **John Williams** 1932, **Ron Tyson (Temptations)** 1948, **John Ford Coley** 1948.

THE
IMY
baby

THE NEW
SINGLE
FROM
THE
ALBUM
GET CLOSE

FIRST WEEK:

WPHD WGAN
WGH WFXN
WMMS WJMX
KKRZ Q101
KWOD WGLF
K104 KKLS
WROQ WDBR
WXLK WSPT
WKDD KFMW
KIYS KGOT
KSND KOZE
KITS KTMT
KZZU OK95
95XIL

PRODUCED BY BOB CLERKIN/QUINTAN AND JIMMY IOWNE • MANAGEMENT: DAVE HILL © 1986 SIRE RECORDS COMPANY

PRETENDERS



JOEL DENVER

CONTEMPORARY HIT RADIO

KWTO AND KFRX

Mini-Market Music Monsters

The fall numbers are just coming out and in many cases mere tenths of a share will decide the winners and losers. But what about those markets Arbitron surveys only once a year? You know, the ones that produce format/market leaders boasting shares in the high teens and beyond.

Two of those markets are Springfield, MO and Lincoln, NE, the homes of ratings leaders KWTO-FM (Rock 99) and KFRX, respectively. Competing against 12 rated stations, KWTO posted a 23.1 in spring '86 and a 34.4 in the corresponding Birch. KFRX earned a 17.4 (no Birch survey here) to lead 16 other rated stations.

Both outlets are owned by DKM Broadcasting. I spoke to Rock 99 PD T.K. O'Grady and KFRX programmer Tracy Johnson to discover what they have in common as far as programming and what else they attribute their success to as they gear up for the only sweep of the year.

Outperforming The Market

"We hire personalities who outperform the rest of the market," said O'Grady. "With an outstanding production department, complete with multitrack equipment, we turn out in-house production that's far and away superior to everyone else's. We're also exploring the luxury of importing some outside voices for slugs and positioning promos."

This same philosophy of being "better than the rest" carries over to KFRX. "I work very closely with my airstaff and, as a result, their development is nothing short of spectacular," said Johnson. "We may not pay exorbitant salaries, but we've been able to create a positive environment which keeps people here."

"Dean Lambert, who used to be with KXSS (now KJUS), has been doing overnights for us. He's just been given afternoons because of his contributions to the company and on-air improvement. We're extremely people-conscious at DKM. I'd rather hire someone with a little less ability but an overwhelming

"I'd rather hire someone with a little less ability but an overwhelming desire to win. You can develop talent, but you can't buy desire."

—Tracy Johnson



T.K. O'Grady



desire to win. You can develop talent, but you can't buy desire."

30,000 College Listeners

KFRX enjoys the luxury of an abundance of partimers (many of whom work their way into fulltime positions). They hail straight from the University of Nebraska, which accounts for 30,000 potential station listeners.

O'Grady's staff is also pretty stable, but he did talk about new morning personality Preston Thompson, who replaced Don Carpenter when Carpenter joined KRNO/Des Moines. "Preston's great. Having just started with us, he'll do battle against Woody P. Snow, who used to be here." Snow returned to the market after a few years' absence to work at competitor KXUS (US97), programmed by former KWTO PD Mike Schmidt.

Like KFRX, Rock 99 draws on its college audience as a music and programming barometer. "S.W. Missouri State has 16,000 students and the other colleges bring in another 7000 young adults," said Johnson. "So we're quite interested in what they want to hear. While many don't get diaries, they do shape the buying and peer patterns of the market."

The Typical Listener

Since he used to oversee KWTO's programming as well, Johnson is quite familiar with both markets' target audience. "Females 18-34 are our big goal. But we know doing well here will bring us a large number of male listeners and teens." And how would he describe a typical KFRX or KWTO listener? "Female, about 27 years old, drives a BMW, makes \$30,000+, and isn't busy this Saturday night."

O'Grady, who began his programming career at KWTO just a year ago, is a six-year Springfield veteran, having done AC at nearby KGBX for a number of years. Heaping praise on colleague Johnson for his help and insight during a crucial first year in the PD chair, O'Grady focused on the difficulties of programming to his market.

"Today's teens and adults have a lot more in common musically than in years past. So while we daypart and soften a bit in mornings and middays, it's not a perceptible difference that would blow



Tracy Johnson



off any younger audience that might be listening."

Neither station should worry: KWTO has a 76 share and KFRX better than an 84 share in teens. Both are number one in all key adult demos, including 25-54. "For the most part," said O'Grady, "we have to accept that adults are in front of the tube at night. So we're experimenting with adding more teen-oriented music at night to take

"Today's teens and adults have a lot more in common musically than in years past."

—T.K. O'Grady

advantage of the available audience. We've added a test category airing after 10pm to get a feel for reaction records."

O'Grady doesn't consider either Rock 99 or KFRX super-aggressive musically, but indicated he keeps a close eye on the rock/pop crossover material — more so than the Urban product. Both stations are current-intensive, using oldies and recurrents primarily during daytime hours.

Liberals & Bible Belters

"We'll play Urban crossovers," added O'Grady. "But with an ethnic population of negligible proportions, we have to be a bit more careful. Also, Springfield is in the 'Bible Belt' with lots of agriculture and blue collar workers. So here we have this massive liberal faction from the colleges as well as all those conservatives to please. Picking the right balance is a bit tough."

Both O'Grady and Johnson have passed on utilizing any callout research, preferring to rely on retail observations and the all-important request line. They regard these as gateways to the active audience and feel theirs is a more contemporary method of deciding music. Johnson works with Music Director Rod Meyer, while O'Grady wings it alone.

Localizing Other Ideas

Rock 99 is in a unique position geographically. It's located 200 miles from St. Louis, 180 from Kansas City, 200 from Tulsa, and 160 shy of Little Rock. As a result, accessible input from larger markets isn't exactly right at the station's fingertips. But Rock 99 still rises above its small-market isolation.

"(GM) Kurt Boney is very aware of what goes on in major markets, passing on airchecks and tips wherever he finds them," O'Grady commented. "I go into surrounding markets on listening expeditions to borrow an idea or two. The trick is to localize them and make them work for you."

Johnson agreed. "GM Curt Pe-



(l-r) Rock 99 MD/night rocker Rod Meyer, Billy Joel, and afternoon personality Dean Lambert meet backstage.

GET NASTY WITH JANET JACKSON ON FEB. 1ST.

On February 1st, HITLINE USA opens with Janet Jackson. Live.

She'll spin her hits, including her new single, "Let's wait awhile," "Nasty" and "Control"; talk to your listeners from all over the US.

(If that's not enough, the show's co-hosted by Shadow P. Stevens in New York, and Brenda Ross in Los Angeles.)

Remember. Sunday, February 1st, eleven PM (8 PM PST). HITLINE USA. The 52 week a year show that gives your audience a different CHR artist every week—Next week, live from Australia, Lionel Richie.

To connect your station, call Steve Scharch, toll free 1-800/345-2354. In California, 213/390-9671.

Call now. Because even if it's too late for your listeners to get nasty with Janet, at least they can get down with Lionel.



HITLINE USA

Produced for James Paul Brown Entertainment
by **ISINC**
Executive Producer Dana Miller.



CONTEMPORARY HIT RADIO

Mini-Market Music Monsters

Continued from Page 40

erson and I have discussed the pros and cons of visiting other markets for ideas. You can go into another city and hear something wonderful, but not fully understand the concept of a contest or format. You then take it back to your station and fail.

"Recently, Mary Catherine (Sneed, DKM VP/Operations) arranged for us to fly to Tampa and meet with (Q105 PD) Randy Karbrich, noting the up side of a change in scenery. She's been very open in encouraging us to communicate not only among ourselves, but with other programmers."

Outside Impact

Lincoln hears a great many signals from Omaha, which is just 45 miles up the road. So Johnson gets more outside influence on his market's musical tastes. "(AOR) Z92 (WUZO) probably affects things here the most, while KQKQ comes in second," he said. "I can see their impact at retail and on the phones in certain cases."

Neither station is in any danger of being overwhelmed by a signal in the market or from beyond, as both belt out 100kw signals. And the two outlets seem promotionally active enough to prevent being overtaken in that area as well.

"Format execution and presentation of the promotions are key to our success," said O'Grady. "Thankfully, we're not overburdened with spots, working with a maximum hourly load of just eight minutes."

Year-Round Promotions

O'Grady continued, "We also believe in promoting on a year-round basis. Promotions not only

have a benefit in letting the listeners know we're having fun, but help maintain product consistency week in and week out. Listeners are oblivious to the ratings, so we can't make them a factor on when we do or don't promote."

Recent Rock 99 contests have included "Holiday Cash Stash," offering anywhere from \$25 to \$100 as "a little extra spending money." The station also staged "Home For The Holidays," flying listeners to anywhere in the US or flying friends into Springfield from anywhere.

"I go into surrounding markets on listening expeditions to borrow an idea or two. The trick is to localize them and make them work."

—T.K. O'Grady

KFRX isn't a promotion slouch, having also given away cash at Christmas. It's also about to fork over a seven-day cruise to the Caribbean, courtesy of Coca-Cola. In the creative department, the station cooked up a "Big Red Shuffle" song to cheer on the Cornhuskers in their recent bowl game against Oklahoma.

And are these guys ready for the spring? You bet. Both programmers have a winning attitude and are being given the marketing/merchandising/promotional tools to do the job. Big or small market, what more could a programmer ask for?



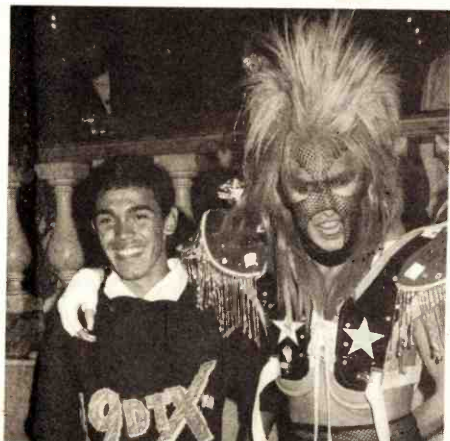
BACKSTAGE WITH SEGER — Bob Seger's current tour took him to Nashville and backstage to chat with Y107 staffers. Shown (l-r) are Capitol's Sandy O'Connor, Y107's Chris Holmes, Seger, and 107's Eric Page.



PURE PORSCHE PLEASURE — The WAVA/Washington "Power Porsche Giveaway" gave a lucky winner plenty to celebrate when his key, out of 325 qualified keys, fit the door of a red '87 Porche 944-S. Winner John Baker Jr. opens the door as (l-r) WAVA's Don Geronimo and Mike O'Meara look on.



WARMING UP THE WINTER — 100KH/Ocean City PD J.J. "Hitman" McKay has unique winter warm-up pictures on his wall all year 'round. He calls it his famous "Wall Of Shame," which features photos of bathing beauties from swimsuit competitions he had the pleasure of hosting in '86. We can't wait to see what the summer of '87 brings!



HOW 'BOUT A DATE, MATE? — No, it's not a blind date gone bad. 99DTX/Detroit listener Dan Kirksey was the grand prize winner of a trip for two to London to see and meet Sigue Sigue Sputnik. He is pictured here with Sigue Sigue member Martin Degville.

MOTION

Jim Atkinson is named MD at KWK/St. Louis, and Lori Dickerson is named Programming Asst. to Jim and PD Waylon Richards . . . At WRQN/Toledo, Cindy Pierce, last at cross-town WMHE doing afternoon news, joins as evenings jock . . . Mike Stewart leaves WOMP/Wheeling for overnights at WNCI/Columbus . . . KIYS/Boise GM Scott Boltz resigns to AOR KFMZ/Columbia, MO. PD Tom Evans takes on some of the operational duties until a new GM is named . . . Roger Carey leaves WINZ/Miami for mornings a Y106/Oreland.

KMJK/Portland announces a new line-up: mornings is Eric Worden, followed by Glynn Shannon middays. PD Steve Naganuma holds the afternoon shift, Dave O'Connor takes eve-

Coming Next Week:

Hot new artists ready to break in CHR

nings, and Dan Dubay is on overnights . . . John Simmons leaves

mornings at WRCK/Utica and is replaced by Greg McShea.

BITS

• **Cure The Winter Blahs** — WMMS/Cleveland is giving listeners a chance to take off to ski country and experience "Vail Rocks." A listener and a guest will participate in the five-day festival, which includes celebrity skiing and other fun winter activities, VIP parties, and a concert featuring John Cafferty & the Beaver Brown Band. Winners receive airfare, first class accommodations, complimentary ski equipment, and lift tickets, plus backstage passes for the concert.

• **At The Sound Of The Tone** — KHYI/Dallas's most recent contest winner won \$25,000 just by answering his phone, "I listen to the new sound of Y95!" The station had been ran-

domly phoning listeners for weeks until Tom Popescu answered his phone correctly. VP/PD Mark Driscoll said, "Due to the incredible response, I've upped the ante for the next 'Cash Call Giveaway'" to \$50,000.

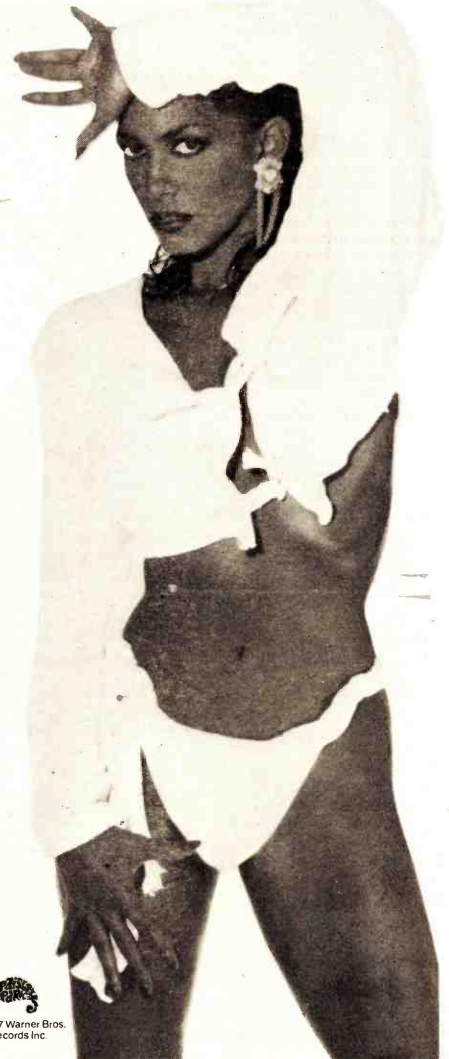
• **The Real Morning Zoo** — WL0L/Minneapolis morning team Hines and Berglund broadcast from behind bars at the Minnesota Zoo as the Humanus Disc Jockey exhibit. Listeners came by the thousands to see the rare, but hardly endangered, species have some fun on Teddy Bear Day at the zoo. Zoo visitors were admitted free for the day if they were escorted by their own teddy bear. For those listeners who didn't have a bear, Hines and Berglund gave some away.

*Hold Me**The New Single**From The Forthcoming Album Sheila E.**Produced By Sheila E.
In Association With David J.**Personal Management:
Casallo, Ruffalo & Sargola*

CHR ACTION:

WCZY K104 KAMZ KSMB KTMT
 WHYT WERZ WCKN WBWB Y97
 WLOL WNNK WKDD KQCR
 KMJK WPST KYRK WLRW
 KMEI KXX106 WKPE KKLS

BLACK/URBAN #1 MOST ADDED



© 1987 Warner Bros. Records Inc.

CALENDAR



BRAD MESSER

Here Comes Fictional News

One dark night, a woman was driving alone on a remote two-lane highway in Mississippi when her car's engine mysteriously died. The vehicle rolled to a stop, leaving her stranded in the middle of nowhere. As she got out to lift the hood, she was startled to see an extremely short man step out of nearby pine trees and walk toward her. In the reflection of her headlights, the man's skin appeared to be unusually white. More than white, in fact. The short man's face seemed to be silver.

She screamed and then passed out. The next thing she knew, she woke up inside some kind of space ship, strapped to an examination table, with the silver-faced "man" leaning over her.

Have you heard that story on the radio yet? I'm not quite sure how the rest of it went. Perhaps the woman was taken on a tour of the solar system and then flown back and released unharmed, and her car started again without any trouble, and she drove into town to report the whole mess to a sheriff whose name never was reported.

Or maybe she was the subject of an alien scientific experiment. She was impregnated, then gave birth to a silver-skinned baby, but government agents hushed the whole thing up and are keeping the infant and mother locked up in a high-security warehouse on the outskirts of Alexandria, Virginia even as this is being written. And the infant, it is turning out, can read minds and can calculate pi, even though he (it?) is less than a year old.

You say you haven't heard that story on the radio yet? Or the saga of the CIA spy ship that is missing in the Bermuda Triangle, or the report on the California clairvoyant who was held captive by Bigfoot for six months, or the Soviet anti-gravity machine that escaped through the roof of a research center and is now in orbit being tracked by a top secret US Air Force satellite?

Gosh, you're missing a lot, aren't you! But not for long, I'll bet, because during the past few months no fewer than three separate projects have been launched to provide such stories to television audiences. The pilot programs have been put on tape, chock full o' fiction, and are being circulated to potential buyers. If these not-the-real-news shows are bought by TV, how long can it be before the same junkfood diet shows up on radio?

Groundhog Day

MONDAY, FEBRUARY 2 — Today marks the 100th year that Groundhog Day has been observed at Punxsutawney, Pennsylvania. Traditionally, if the groundhog emerges from his hole and sees his shadow today, it's a sign there will be six more weeks of wintery weather. An EPA study in 1984 concluded that EDB (ethylene dibromide) causes cancer. The following day the pesticide was banned from use on American food crops. Tonight the bright "star" nearest the moon is the planet Jupiter.

Birthdays: Farrah Fawcett 40. Graham Nash 45. Tom Smothers 50.

First Free Spacewalk

TUESDAY, FEBRUARY 3 — "Challenger" blasted off on the 10th space shuttle mission in 1984. The nine-day flight included the first "free" spacewalk (2/7) in which two astronauts flew around without being attached to the mother ship, using jet-propulsion backpacks. 25th anniversary of a high point in the Cuban Missile Crisis: the announcement by President Kennedy that nearly all trade to Cuba would be embargoed (1962). In 1959 **Buddy Holly**, **Richie Valens**, and the **Big Bopper** (J.P. Richardson) died in a plane crash, "The Day the Music Died." *Birthdays: Morgan Fairchild 37. Dave Davies 40. Melanie 40. James Michener 80.*

US Ships Unwelcome

WEDNESDAY, FEBRUARY 4 — The government of New Zealand issued an announcement in 1985 prohibiting the visit of an American Navy destroyer and banning port calls by any nuclear-powered ships and ships carrying atomic weapons. **Karen Carpenter** died of a heart attack in 1983 at age 33 after a long bout with anorexia nervosa. **Patty Hearst** was kidnapped by the SLA in 1974. The removable tire for automobiles was patented in 1913. The Confederate States of America were formed in 1861. Today's the halfway point of winter.

Birthdays: Alice Cooper 39. Isabel Peron 56. Betty Friedan 66.

Reagan Forecast Economic Chaos

THURSDAY, FEBRUARY 5 — President Reagan made his first speech from the Oval Office in 1981. He warned that unless Congress passed his tax cut proposals America would be hit by "economic calamity." Congress eventually did go along with a significant portion of the Reagan tax-cut package. Former Budget Director **David Stockman** told a Senate committee in 1979 that members of the military are "more concerned about protecting their retirement benefits than they are about protecting the security of the United States." Disney's animated movie "Peter Pan" premiered in 1953. Constitution Day in Mexico.

Birthdays: Nigel Olsson 38. Christopher Guest 39. Al Kooper 43. Craig Morton 44. Hank Aaron 52. Red Buttons 68.

Second American Revolution

FRIDAY, FEBRUARY 6 — On his 74th birthday, in 1985, President Reagan gave his fourth State of the Union speech. He called for a "second American Revolution of hope and opportunity" which would include tax simplification, a balanced budget, and support for the contras in Nicaragua. Astronaut **Alan Shepard** hit three golf balls on the moon during an Apollo mission in 1971. King **George VI** of England died in 1952 and was succeeded by Princess Elizabeth, who now has been Queen for 35 years.

Birthdays: Natalie Cole 37. Fabian 44. Mamie Van Doren 54. Rip Torn 56. Zsa Zsa Gabor 64. President Ronald Reagan 76.

The MAGIC'S in the MUSIC

**COLIN HAY, PATTY SMYTH,
GREGG ALLMAN,** Along
With The CBS Family, Host
Dinner And A Night Of
Amazement At The 1987
BURKHART-ABRAMS
Convention



Comedians Lee Abrams and Richard Belzer. (Thank you Josh and MJ!)



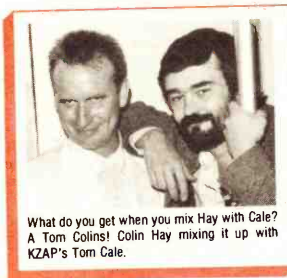
Magician David Powell enlightens a couple of fans. (He later reheated an entire tray of burritos.)



Gregg Allman with media raconteur John McGhan (WIYY's Tom Evans also seen, dying to get into the picture).



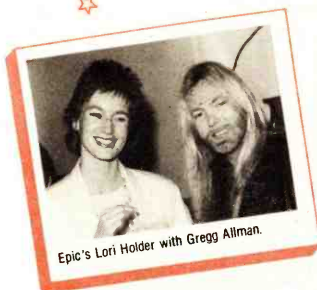
Promotion VP John Fagot does a 20-hour Palm Springs turnaround in the name of AOR.



What do you get when you mix Hay with Cale? A Tom Colins! Colin Hay mixing it up with KZAP's Tom Cale.



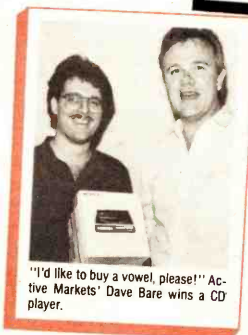
"Love this paper but where the hell do they hide the astrology report? I mean, I've got records to add, y'know!" Ace Palladino, KRIX.



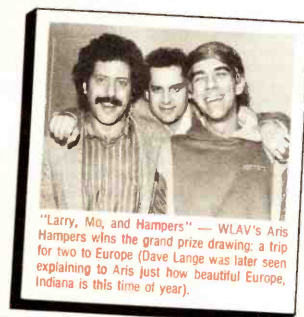
Epic's Lori Holder with Gregg Allman.



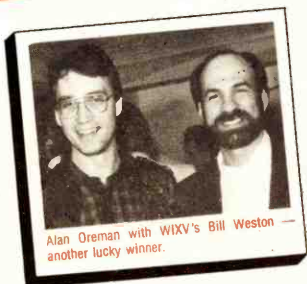
Rachel Perkhoff, come on down! Patty Smyth with Columbia's Jim McKaon and Paul Rapaport present Rockline's Perkhoff with a prize.



"I'd like to buy a vowel, please!" Active Markets' Dave Bare wins a CD player.



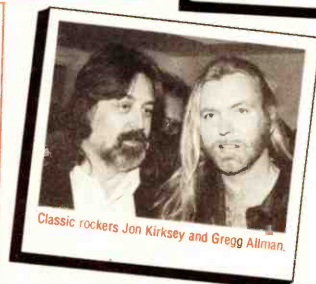
"Larry, Mo, and Hampers" — WLAV's Aris Hampers wins the grand prize drawing: a trip for two to Europe (Dave Lange was later seen explaining to Aris just how beautiful Europe, Indiana is this time of year).



Alan Oremen with WIXV's Bill Weston — another lucky winner.



Renowned manager Mark Spector puts together Rock's next supergroup: Paul, George, Ted and Patty!



Classic rockers Jon Kirksey and Gregg Allman.



Epic
Distributed by CBS Inc.



AOR

STEVE FEINSTEIN

Effective TV: Doing It Right

By Steve Stockman

All commercials are not created equal. Some are more powerful than others. You know this from watching TV yourself.

Some commercials pound their message home so quickly and effectively that you immediately remember the name of the product, how to get it, and why you should use it. Other commercials don't work nearly as well, if at all.

There are the spots we don't even remember, such as those for furniture stores, used car dealers, and aluminum siding. And then there are the ones we remember chiefly because they're annoying and seem to run a lot. We remember the elements that bother us — "I hate that commercial with Mary Lou Retton!" — even if we can't recall the product itself.

When designing television commercials for radio stations, our goal is to create a powerful commercial the target audience will remember and to which it will react. To do that, we need to know a good idea when we see one, whether it's in storyboard form or a finished commercial.

In this article, some major market AOR TV users tell how they gauge the effectiveness of commercials.

How To Judge A Spot

Here are the questions to ask yourself when appraising a TV commercial for your station:

- Is there a message? Effective commercials have a clear point. Other spots really don't say anything meaningful about the station; they just look nice and display the call letters. Bumper stickers do that for a lot less money.

KGB/San Diego PD Ted Edwards says, "Some commercials deliver impact without any real message. The 'Destroyer' spot... what was the message? A spot may make you feel good about the station, and be cool to look at, but have no real message. Go ahead and use it only if you can afford to throw money around."

KLQL/Houston GM Pat Fant concurs. "Don't be dazzled by great production ideas or special effects. Your main concern should be whether a spot answers your station's imaging or positioning needs."

- Does the target care? Effective commercials answer the target listener's question, "Why should I listen?"

"The idea we select has to be of importance to the audience. We have to sell something that matters to them. We lose before we start if we try to sell a 'who cares' element," says KLQL's Fant.

He continues, "It's important to find out the perceived strengths and weaknesses of your station and the competition, and then stress your positives. That's why we ended up promoting our morning show. It's an area that's important to the audience and one that we can exploit."

WLUP/Chicago President/GM Jim DeCastro explains, "You have to have the purpose of your ad in mind. All you're doing is impacting an image of the station so that if someone gets a diary he might write down your call letters."



Steve Stockman

Steve Stockman is President of Framingham, MA-based Custom Productions, which deals exclusively with custom television commercials for radio stations. Prior to starting the company, Stockman was Director of Marketing for WAAF/Worcester-Boston and National Promotion Director for parent Katz Broadcasting.

Custom Productions' new booklet, "More Powerful Commercials — Over 100 Ways To Save Time And Money On Your Next TV Campaign," is available free to radio stations. Call (617) 879-6180, or write to Custom at 37 Main Street, Framingham, MA 01701.

Different stations have different selling points. Some, like KLQL and the Loop, choose to spotlight their personalities. Others consider music to be the most important element to their audience. "We identify the station with the type of music we play," says WRIF/Detroit Pro-

duction Director Greg Raab.

- Is the idea focused? An effective spot should leave the viewer with a single message.

WMMR/Philadelphia OM Ted Utz advises, "You have to promote one thing and one thing only. Work on something else next time. Viewers have to see your spot five or six times before it sinks in. If you have too much information, none of it sinks in. The 'K.I.S.S.' (Keep It Simple, Stupid) theory always works."

It's tough enough getting people to remember the name of your station. Are they also going to remember that you are the station for a "fun morning team, information, sports, weather, the best rock... and 'No-Repeat Thursdays?'"

WIYY/Baltimore Station Manager Chuck DuCoty states, "It's real cluttered out there and 15-second spots are making it even worse. I'm not sure you can make more than one or two effective points in a commercial. You have to break through the clutter in viewers' minds to drive home a particular point, and I'm not sure they can hold that many points."

- Is the spot powerful? You're battling for the viewer's mind with every other advertiser on TV. Is your spot good enough to cut through all the clutter on the tube? Will it have a lasting impact on the viewer?

WMMR's Utz notes, "These days, you'll see very few commercials on TV that have less than Cecil B. DeMille quality production, whether it's dog food spots or promos for the local news. You have to stand out next to everything else."

Edwards comments, "I want a spot people are going to remember. There are very few things more disconcerting than running a large amount of TV and finding out nobody noticed it was there. That happens more often than we like to admit. You might as well have given the money away on the air."

- Is it believable? The claims your spot makes for your station must be true.

DuCoty explains, "Whatever product attributes you tout in your commercial, you had better deliver in your product. You'll have a serious problem if you say you play the most music, but you're actually playing one record, spots, one record, spots, and so on. If you have to play a lot of spots, then find another attribute you can deliver."

Timing your campaign correctly is also critical. Promoting a station at the wrong time can ruselead the audience and hurt a station's credibility. DuCoty says that all the television in the world won't help a bad product. "Until you're sure your

product is right, you have no business being on television."

KLQL's Fant followed that advice. "We waited six months to promote our morning team on television. I felt very strongly about letting the show gel before inviting listeners to sample."

- Does the tone and feel fit your station? An effective commercial reflects a station's character. Your spot shouldn't be any harder or softer, raunchier or mellow, older or younger-skewing than your station actually is. Also, any music or artists you include should be completely representative of your musical position.

"A spot's texture has to visually match the sound of your station," says DuCoty.

Some stations actually research spots to make sure they're appropriate before running expensive flights. It's wise to invest \$6-7000 in research before spending \$250,000 in TV time. "Test a commercial, much the same way you test music," suggests Ted Edwards.

WRIF's Raab explains, "We try to test concepts. We put our current spot on a reel with spots from other markets and probe for reaction. How does our spot stack up against others?"

Continued on Page 46

When You May Need A Custom Spot

- 1) Your station has a unique character, and you can't find a syndicated TV commercial that fits.
- 2) You want to promote your air personalities.
- 3) Your station is doing a unique contest you want to publicize.
- 4) You want to use your station's research — storyboard or concept testing in focus groups — to help you design a spot.
- 5) You want to directly address the competition.
- 6) To attract attention you need a "stunt," a particularly outrageous commercial that will generate talk in the community.
- 7) You want to localize your spot with shots of your city.
- 8) You want to create an entire campaign — episodes with the same characters and settings, a la Miller Lite's "tastes great, less filling" series — rather than just an individual spot.



A NICE, QUIET DINNER — Quiet Riot's Kevin Dubrow helps KWHL/Anchorage Assistant PD Cyndee Maxwell choose the winner of a "Dinner With Quiet Riot" contest. The setting for the drawing was an in-store appearance that drew over 1000 K-Whalers.

Effective TV: Doing It Right

Continued from Page 45

Getting Help

Get outside help, advises WIYY's DuCoty. "If you think that because you run a radio station you automatically have the expertise to do a TV spot, you don't. You should have the expertise to go out and hire a smart producer."

At the same time, it's up to a station to keep tabs on any outside parties with whom it works. As Fant notes, "You know more about your station than any agency or production company ever will. Don't leave it up to a creative director to market radio."

WMMR's Utz adds, "You want a commercial that says exactly what you want to say about your radio station."

Film Or Video?

Film is the preferred choice. Virtually all of the high-quality nation-

al spots on TV are shot on 35mm film and then transferred to video tape only for finishing and special post-production. Shooting on film yields richer colors and allows for more flexibility in lighting. Video tape is cheaper . . . and looks it.

KLOL's Fant says, "If you're trying to do a gorgeous image spot for the radio station, do it on film, not tape. If you're showing humans, they'll look much more appealing on film. Anything other than people will look fine on tape."

WLUP's DeCastro also feels strongly about the merits of film. "When your spot is next to three others, you want yours to be a cluster buster. People's reaction should be, 'I can't believe that spot.' Always shoot in 35, not video."

Planning

Work in advance. I'll repeat that — work in advance. Allow time for everything and anything to go wrong — shooting delays, sched-

uling conflicts, and acts of God. Also, the further in advance you start your planning, the more time you have to hone and refine the concept and execution.

You don't want to be rushed and wind up with a spot that's less than satisfying. "Putting on an incorrect TV spot can be a very costly mistake," says Edwards. "The money goes out the door real fast, and there's no way to recoup it. If I buy a tape deck that costs \$10,000 and it doesn't meet our needs, I can sell it for \$500. If I spend the money on TV, it's gone forever."

Reinforcement

Make your spot work for you every way you can. "You can make a promotion out of your TV spot," suggests DuCoty. "We had listeners come out and be a part of the spot."

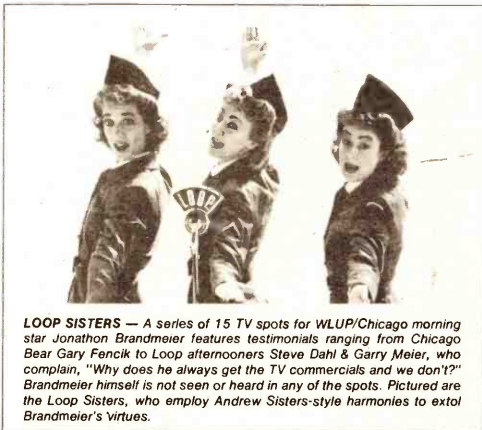
If appropriate, run the audio track on your air to reinforce the spot.

Get The Logo In There

Use your logo every chance you can. You'd think it goes without saying, right? Not so, according to DuCoty. "I see a lot of spots, even custom spots, that miss many logo opportunities. One of them had the morning show talent wearing sweatshirts that didn't have anything on them. Why would you miss that?"

Putting It On The Air

KLOL's Fant feels that if you can't buy a significant amount of airtime, don't do it at all. "If you can't spend enough money on your flight to make an impact, you're probably wasting the money you've spent. A few spots aren't worth the cost of production."



LOOP SISTERS — A series of 15 TV spots for WLUP/Chicago morning star Jonathon Brandmeier features testimonials ranging from Chicago Bear Gary Fencik to Loop afternoons Steve Dahl & Garry Meier, who complain, "Why does he always get the TV commercials and we don't?" Brandmeier himself is not seen or heard in any of the spots. Pictured are the Loop Sisters, who employ Andrew Sisters-style harmonies to extol Brandmeier's virtues.

SEGUES

New AORs: KMED(AM)/Medford, OR with PD Chris Stoney and MD Dave Hatton at (503) 773-1440 . . . WNPO/New Philadelphia-Canton, OH leans metal with PD Eric St. John and MD Brandon Scott at (216) 343-9696 . . . WKXE/White River Junction, VT with PD Karen Kayen and MD Charlie Turner at (802) 295-3093. Consultants' Corner: WDIZ/Orlando switches from Burkhardt/Abrams to Jeff Pollack . . . KBER/Salt Lake City is no longer consulted by Burkhardt/Abrams . . . Ex-WKLS/Atlanta PD Alan Sneed is working with WONE-FM/Akron.

Programmer Directory: WMAD/Madison's Tom Teuber steps down to open a consultancy. His first client is MAD, where Production Director Bill Robbins is upped to PD . . . Dick Basgom, ex-KLSX/Phoenix, replaces Al Brock at WMFX/Columbia, SC . . . KEZE/Spokane ups morning man Gary Allen . . . KWLN/Osceola, AR, which gets into Memphis, names Brad Young PD . . . A format change may be in the works at KSPN/Aspen,

where PD morning man Frank Erickson has exited.

APDs/MDs: KOMA/San Jose nightman Larry Miles adds Assistant PD stripes . . . WKXE/Ft. Wayne afternooner "Jetson" is named MD . . . KKBR/Albuquerque APD Nancy Levin exits . . . Longtime KZEW/Dallas Assistant MD and "Rock & Roll Alternative" host George Gimarc exits.

Jock Jumps: KISW/Seattle ups part-timer Mike Jones to late-nights and adds Steve Cook from KEZE for overnights . . . At KDKB/Phoenix Bob Brooks (ex-WCXR/Washington) joins for afternoons and production, while weekender Kendall Adkins becomes Promotion Director . . . Nick Sullivan rejoins WIOQ/Philadelphia weekends . . . Tom Maxwell takes over KLBJ-FM/Austin middays . . . Rick Church returns to KQDS/Duluth middays.

Rolodex Review: WWCT relocates to 1111 Main Street, Peoria, IL 61606 . . . WTPA moves to 970 West Trindle Road, Mechanicsburg, PA 17055 . . . KSTM relocates to 1641 East Osborn, Phoenix, AZ 85016.

May This Date Book Guide And Protect You



WNEW-FM/New York has been known to do some of the most creative station calendars in rock radio. For 1987, it's chosen instead to design an excellent combination date book/survival guide that spotlights the station's 20-year history. Snapshots of visits from people such as John Lennon, Elton John, Keith Moon, Mick Jagger, and John Belushi, as well as birthdays and dates in rock history, are featured throughout the first half. The survival guide, with important phone numbers, seating diagrams, and maps, is in the second-half. Net proceeds from sales of the \$7.95 book go to the T.J. Martell Foundation For Cancer And Leukemia Research.





WALT LOVE

BLACK/URBAN

B/U Radio: Handling The Howard Beach Incidents

Back in 1968 when we all received the terrible news that Dr. King had been assassinated, feelings of remorse, anger, and fear consumed my entire being for the moment. Within seconds, my alert button went off; the likelihood of race riots was no longer idle talk, but a real possibility.

I had just started my first job in radio at KYOK/Houston after serving in the military. My love and respect for Dr. King was mammoth. Like all young broadcasters, I wondered how our radio station and its management would react to this tragedy. After then-News Director George Nelson did a bulletin, VP/GM Dick Oppenheimer held a meeting. His first act of leadership was to tell us to use discretion. We knew just how dangerous and nasty things could get if the wrong people were allowed to influence the black community in a negative way. Law enforcement representatives and our national leaders gave specific credit to Black radio stations for helping to keep the lid on a potentially volatile situation during that time.

Because of the recent racial tensions gripping the Howard Beach section of NYC, including assaults on blacks and the death of one man being hit by a car trying to cross the expressway to get away from his assailants, I contacted the Black/Urban Contemporary stations in New York to ask what they were doing to deal with the current situation. WRKS VP/GM Barry Mayo said, "Other than covering the situation in an in-depth fashion as a news story, we have been waiting for more facts to surface. We have special morning features, and one is called 'The Inside Story.' On that feature program, we pick one particular news item and probe it. We've been spending quite a bit of time on the Howard Beach story. Other than that, we've done nothing — yet! We've taken a wait-and-see attitude until all of the information and facts are out."

More Facts Are Needed

"The major problem with this incident is the fact that there are so many peculiarities," he continued. "One of the individuals who was assaulted has been instructed by his lawyer not to testify to the police or the District Attorney because he feels the investigation isn't being conducted fairly. Because of these kinds of things, it's just too confusing to have an intelligent opinion about what really happened."

"There is obviously a racial problem of some sort in that area. People of all colors should be able

to go to any part of any city and feel that they're not going to be beaten up by strangers — or anyone else, for that matter. I'm sure there are similar problems in other parts of New York, but violence shouldn't be taking place against blacks or anyone!"

WRKS Does Editorialize — When Needed

Mayo also said, "Understand one thing: whenever there is a major issue that affects the black community, I generally do an editorial. On a number of radio stations around the country you don't ever hear editorials anymore. At WRKS we believe it is important to speak out, because we are a community-based organization. But we only do this when we think there are issues that affect the black and minority community at large. I feel there is something that I want to say, but not until more information comes in."

Being A Leader Is A Large Responsibility

Outspokenness among broadcasters is rare. Mayo thinks his station is New York's most vocal. "In this new age of non-opinion, we continue to give ours. Our (KISS) Against Crack campaign is one example of our commitment to our city and our listeners. We were into these kinds of things before it became professionally fashionable to speak out against drugs."

"If a race riot started next week, I can assure you that radio could and would make a difference. It would be incumbent upon a radio station such as ours to address that issue, and I can assure you we would!"

Let's Keep The Lid On — For Everyone

WRKS PD Tony Gray said, "I'm just happy this situation didn't happen during the summer months, because this could have turned into a real mess. I continue to pray that whatever happened will come out quickly so we can put this kind of thing behind us. Harmony is what we're talking about, and we're going to continue to deal with the positives."

Slade Tells It Like It Is

WRKS ND Bob Slade thinks some of his counterparts in the city aren't being as responsible as they

should. "We've done some in-depth reporting on this story, and because the facts are so fragmented we just continue to treat it as major news. The main thing and the only good thing that has come out of this situation is the fact that our politicians have finally admitted, 'Yes, we do have a racial problem in our city.' Mayor Koch has said so, and he never does that!"

"The Mayor went to speak at a white church in Howard Beach and was booed. He later went to a black church in a black community and was not booed; he was treated with total respect. And he alluded to the fact that he got that reception in his news conference. Once again, he has never said anything like that since he's been in office. I don't know if he realizes that the attitude of the leaders of the city is very important to their constituency. All of our leaders need to understand that if they turn their backs on these problems, some of the people in this city will continue to think it's okay to do harmful things to others."

Slade went on to say, "The national attitude from our President is one of, 'What problem?' We all know the Justice Department doesn't prosecute civil rights cases as they once did. And this type of action leads some people — not all, but some — to take their sick attitudes and do some negative things that they know they won't be prosecuted for."

Dealing With The Problem Correctly

I asked Slade his professional opinion as a news director on how broadcasters should approach this story. "On a whole, broadcasters should treat it with a broad and open mind. Secondly, how we tell the story is extremely important. When this incident first went down, the New York Post felt it was best to reveal information about the dead man's past criminal record, as if to give people the impression that he was there to start trouble and it was okay that he got beat up and killed. I don't think that was very responsible on their part. This type of thing has been going on in the media for years. It shouldn't be that way."

Terminology Is Important

"Just recently black reporters in NYC have been able to get our white colleagues to stop saying, 'A black suspect has been arrested...' That used to be a huge problem. People's color hasn't got a thing to do with the crime. Now we have a new problem: how to separate



Ken Webb and Stevie Wonder together at a recent speaking engagement.

Teenage Pregnancy And Drug Abuse Another Problem

WBLB/New York morning personality Ken Webb has some thoughts about the Howard Beach incident. "I'm listening to the reports of our own Carl Ferguson, who is one of the most reliable newsmen in the city. (Ferguson is on WLIB, which is also owned by Inner City Broadcasting.) When Carl says, 'Things are very confusing about this incident,' then you know it's time to wait for more facts and more responsible input from the individuals and the authorities."

"Some of the people out there raising Cain are hardly the people, from the black perspective, who would like to really see this thing settled in the proper way. What is the proper way? Justice for all parties, no matter how it turns out. New York has too many other problems just as serious for all of us to deal with as citizens of this community. We have to live here. No one's moving, so we have to learn to live together in harmony. That goes for all of us."

Webb has been known in the New York metropolitan area for his community and civic work for the past 15 years or so. His highly rated morning show has always included bits with his children, his wife Teresa, and the families of his listeners. The youth of America have always been one of his deepest concerns. Webb says, "Teenage pregnancy and drug abuse among our youngsters is another serious problem for the country, and certainly New York City. Racism must be dealt with in a strong and stern way. But we must also get more involved with the kids. They will soon be controlling the destiny of our country. And as influential as the United States is in the international community, we better get our youth on the proper

path or we'll be in deeper trouble in the future. The drug and crack problems must be dealt with on a massive scale. The racism in this area, in my opinion, is what it's always been — subtle!"

Webb continued, "All of these young people need more responsible leadership from the adults who touch their lives. We need more positive role models. When I go out to schools, prisons, boys and girls clubs, youth church organizations, and anywhere else, I take all or one of my children." He has five — ages 21, 19, 15, and a set of twin boys who are 13. "When I'm talking to college students, high schoolers, or young adults in correctional facilities about either subject, I can turn and point to one of my own children and say, 'Ask them if you don't believe me.' In most cases the kids do their own presentation. My daughter Felicia (the eldest) gets into some very heavy exchanges with young ladies her age who are looking for guidance. She also talks with some of those already in trouble with drugs or being pregnant."

"We have to try to save our children. They are ultimately our future society. The bottom line is this. They all need direction and a sense of values."

rate the people from the story. Everybody has a point of view. There's always going to be a slant; that's life. But outside things must be tempered, and reporters should only deal with the story on the basis of the facts. Because somebody is black or whatever color doesn't mean they're bad or guilty."

Black Youth Bad Rapped In Mainstream Media

"One of the things that irritates the black leaders of this city is the fact that almost all of the black youth are viewed as thugs, and we all know that's not true. But the

media in this town have a bad habit of always portraying black youth as dangerous. I recently spoke at City College, and I told the students that if they didn't like how they were being portrayed they should go down to the newspaper and protest. I told them to get a meeting with the person in charge, tell him what it is they think is wrong and why, and also tell him they want to see a change in his paper's portrayal of minority youth. I'm hoping that if anything else good can come out of this situation, it will be a better presentation of blacks in general in the mainstream press."

A World Of Great Music

Breaking Big



BEASTIE BOYS

"(YOU GOTTA) FIGHT FOR YOUR RIGHT (TO PARTY)"

CHR BREAKERS

CHR CHART: 40 — 31

162/21 — 68%
HOTS: 21%

DJ
am
recordings



BR
SP
"FIF

A M
72/E

Just Released



SANTANA

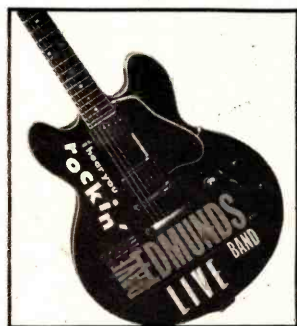
"VERACRUZ"



PSYCHEDELIC FURS

"HEARTBREAK BEAT"

Where The Action Is



DAVE EDMUNDS

"THE WANDERER"

AOR TRACKS: 44

AOR ALBUMS: DEBUT 39



On Columbia Records

**BUCE
RINGSTEEN
RE"**

**MOST ADDED!
86 — 30%**



HIPSWAY "THE HONEYTHIEF"

52/25
TWO WEEKS OUT — TWICE THE
ADDS!

WXKS	Z93	99DTX
WPHD	93FM	KPKE
94Q	Q105	Y108
PWR997	WMMS	KMJK



SAMMY HAGAR "WINNER TAKES ALL"

FROM THE
FORTHCOMING
MOTION PICTURE
SOUNDTRACK
"OVER THE TOP"



COLIN JAMES HAY "HOLD ME"

AOR TRACKS:

DEBUT ▶ **55**

A NATIONAL MOST
ADDED

NOW ON 58
AOR REPORTERS!

THE BURNS SISTERS "LISTEN TO THE BEAT OF A HEART"

THANK YOU EARLY BELIEVERS

KATD	KRQ	99KG
K104	OK100	KOZE
KMGX	WZYP	



MATTHEW SWEET "BLUE FOOLS"

MUST LISTEN!



COLUMBIA RECORDS

ADULT CONTEMPORARY

Away We Go

The way I look at it, there's good news and bad news right about now. First, the bad news: the holidays are over, and that special feeling of magic, warmth, and joy came to an all-too-abrupt end. And the good news? That's simple: we won't be hearing "Grandma Got Run Over By A Reindeer" for another 11 months. Life just got much easier for a lot of PDs around the country.

This is my first column for R&R. It is a real honor to be part of an editorial staff that includes some of the best minds in this industry. If you are like I am, you love the Adult Contemporary scene — but you should also check out the other columns in the paper. You'll be happy to know that in addition to knowing their formats inside out, the other editors are great people. They're being a real help to the new kid on the block.

Getting To Know You

By way of personal introduction, allow me to trace my path to this column. The only business I ever wanted to be a part of was the radio industry. It's been in my blood for close to 30 years. As is the case with many of us, the fascination lingers and lingers. But, what the heck — there's no crime in loving what you do for a living.

After graduating from college in 1972, I held a variety of programming and air positions in Michigan and Iowa. In 1980 I was hired as a consultant by Drake Chenault. One of my principal responsibilities there was programming Contempo 300, the company's AC music format. As a consultant, I worked closely with the client stations. In fact, I've had the pleasure of talking to some of you while I was in this capacity. That job gave me a tremendous opportunity to deal with the problems and concerns of stations from a national perspec-



Mike Kinostian

tive. I now have that same opportunity here at R&R. I'm looking forward to renewing discussions with old friends and reaching out to open different doors and make new ones.

The opportunities at Drake Chenault were endless and programming a national music format was a challenge. It was a big kick, too, talking with and visiting stations across the country. But as my former boss Jim Kefford once told me, the best thing any of us could do would be to take a year or so off and go back to the "front lines": return to the station level and experience the problems of a competitive battle firsthand.

Several of us (including Jim)

"It's a confusing maze."

have done just that. Since I know he has many friends in this business, it is a pleasure to report to you that he is alive and well and doing his best Paul Hogan impressions in the "Land Down Under."

Back To Basics

My radio career has been based almost entirely in the Adult Contemporary field. The time I spent at Drake Chenault exposed me to Urban, Country, and Nostalgia. The day-to-day responsibilities for me, though, centered on AC and Oldies. So it may seem a bit surprising that I chose a Country FM station to program in my one-year leave from the national scene. The truth, however, is that good radio is good radio. The same basic principles apply, for the most part, regardless of format. The way you execute the basics is the key!

In addition to our FM Country side, we had a 50,000-watt Full-Service AM playing oldies. In short, I've been on both sides of the fence as local PD and national consultant.

This past year reinforced the daily trials faced by the local PD. In addition to talking about format trends, this column will report regularly on how AC PDs cope with their routines.

Hard To Define

Ask someone in the business for a definition of "Adult Contempor-

ary" and you'll get a vague answer. Ask someone *outside* of the business for an interpretation of the term and — well, be prepared for a good laugh. The point is that we are dealing with a complex and broad radio format. The advantage of this is that it allows us to focus on a variety of different situations. It is the intent of this column to hit a hot button that makes the reader stop to reflect. It won't happen every time — but I'll try!

Stations that call themselves "Adult Contemporary" can be Soft AC, Traditional AC, or Aggressive AC. Some others could be called Soft Rock, Classic Rock, or Oldies. It's a confusing maze.

Kiss It Goodbye?

One other thing about me you might want to know is that I'm one

"The central focus of these columns will be people."

of those people who has yet to throw in the towel on the AM band. The prognosis for AM might not be good, but don't tell that to some of this country's leading stations — some of them are on the AM band. There's one crazy market, Boston, that has been the scene of a war that has gone on for years and continues in 1987. The combatants — WBZ and WHDH — flourish on AM. In upcoming columns we will follow the special problems of AC stations that must compete on the AM band.

By Mike Kinostian

What's Ahead?

The broad spectrum of "Adult Contemporary" gives us a vast array of other topics to cover as well. The central focus of these columns will be people. It's people, after all, who account for trends, victories, and innovations. We will go around this country to small, medium, and large markets to analyze trends and ratings successes.

While some people report on "movers and shakers," I say drop the "k" in "shakers" and replace it with a "P." We will be more interested in the "shapers" of this format.

This introductory column has given you an idea of what I like — this business and the people who make it so dynamic. I'm looking forward to the voyage around the country reporting on AC. The only real way for the trip to be a success, though, is with your input — so please don't hold back. Do you have a picture of a great station event? Send it to me! Want to share a successful promotion idea? Mail it in! Is your market in a unique fight? Tell me about it! Want to see us look into a certain topic? Let me know! Got a minute? Give me a call!

In future columns, you will be reading important ratings statistics, meeting many interesting people, and getting an injection of some light humor.

The new year always brings hope and promise to all of us. The doers will continue to make the most of this hope and promise. While this wish admittedly comes well into the month, it is sincere — Happy New Year!

ACCELERATION

Kim W. Combs (aka Janet Planet) is the GM for WPLC/Marathon, FL ... WLLH/Lowell-Lawrence, MA has elevated Mark Ericson to Station Manager, Tim Todd becomes PD.

WBGD/Tallahassee promotes morning man Greg Gordon to PD/mornings, and J.J. Steele is now MD ... 3WV/Toledo's Jay Matthews goes from acting PD to PD ... KDUK/Eugene names Ken Moultrie PD/middays.

KZXL/Great Bend, KS makes Sonny Roberts PD, with Chris Lawrence as MD ... KOLL/Gillette, WY makes Dennis Switzer PD/mornings, as Larry Wilson steps down to concentrate on his midday show.

WJTW/Joliet evening man Don Tanner adds MD duties ... KRAV/Tulsa promotes Dave Michaels to MD/PM drive and hires Bill Purdom as production director ... KWLT/San Diego hires Ron Reynolds for overnights ... KQSW/Rock Springs hires Fred King for middays ... WROK/Rockford moves Joe Larson to middays/Promotions, and Mel Loving goes to nights from parttime.

WAVE/Sarasota makes the following changes: Robert Lyndsey for acting PD/PM Drive from WDJX/Louisville, Blake Lawrence for middays from WKRL/Tampa, and Mimi Lawson for mornings from Q102/Cincinnati.

WYST-AM & FM/Philadelphia hires Ken Phillips to handle weather forecasts for both stations ... KSMG/San Antonio gets Mike Roberts for evenings from KAMZ/EI Paso ... KLSY/Seattle hires Alice Porter from crosstown KEZZ ... WOPO/Harrisonburg, VA hires Steve Jeevons for nights as Jay Nolan moves to PM Drive ... Transar AC hires Rod West from KIIS-AM & FM/Los Angeles ... WMJX/Boston hires Janet Griffin Carley for News/Producer.

Just out of college and named ND for WSKI/Montepeller is Roger Gerrity ... KLT/McAllen names Paul Davis as afternoon newsmen.

KBLX/San Francisco hires Judy Hlaa Kaneko as Advertising and Promotion Director ... KHOW/Denver hires Kathy Culligan as Promotion Director from crosstown KIMN.



SHES USES SHOOZ FONES — KMGX/Fresno had its morning mogul Richard Cano (right) stand next to Nu Shooz's Valerie Day as she called the Magic 104 request line.



HIP TO BE SQUARE — WKHM/Jackson, MI served up a different type of look-alike promotion, which led to front page coverage in the local newspaper — mirror images of wine cooler mavens Frank Bartles and Ed Jaymes. The two winners flank a cardboard cutout of the originals, who no doubt thanked the winners for their support. Right, Ed?

Congratulations

Randy Travis

on Your GRAMMY Nomination
"Best Country Vocal Solo Performance Male"
"Diggin' Up Bones"
And For A Phenomenal Year!



- Country Music Association's 1986 Horizon Award Winner
- Country Music Association's 1986 Song of the Year "On The Other Hand"
- Academy of Country Music 1986 Top New Male Vocalist
- Three #1 Singles, "1982," "On The Other Hand," "Diggin' Up Bones"
- Newest Member of The Grand Ole Opry
- Debut Gold Album "Storms Of Life"
#1 for 6 Weeks — Sales of More Than 900,000 Copies

The
Lib Hatcher
Agency





LON HELTON

COUNTRY

PEOPLE AND PANEL HIGHLIGHTS

1987 CRS: Who And What You'll See And Hear

It's kind of tough to come up with new superlatives regarding the Country Radio Seminar. For the four years I've been writing about it, I've extolled, cajoled, threatened, and literally begged those of you serious about this business to attend. Simply put, if you're a broadcaster, especially — but not limited to — Country, you cannot afford to miss it.

As part of this year's annual plea for the honor of your presence (as well as a hype piece for you to lay on your GM), here's the latest on who you'll see and what you'll hear at next month's confab.

The 1987 seminar is set to run February 19-21. For a full rundown on the full three days of activities, check out the booklet you should already have received in the mail. It details each event and includes registration information. If you haven't received one, call the CRB office at (615) 327-4488.

Because the booklet tells all, I'm just going to hit a few highlights and point out the new features.

MIPS Seminars, Newcomers Welcome

As usual, the Country Music Association's Music Industry Professional Seminars (MIPS) are scheduled for this day. The first panel highlights key findings in the CMA-commissioned national consumer attitudes study. The second panel is a workshop targeted more to radio than some of the previous MIPS sessions. It will draw together radio management, record companies, merchandisers, promoters, and artists (Reba McEntire and Dwight Yoakam are scheduled to appear) to discuss ways the various sides can work more synergistically.

Thursday afternoon, the Country Radio Broadcasters Board of Directors and this year's CRS Agenda Committee host the first-ever "Newcomers Welcome." They'll all be on hand at this informal gathering to make first-timers — and anyone else who wants to drop by — feel right at home. These are the folks who put the seminar together, and all have been to a number of these sessions, so they'll be able to offer a few tips on how you can get the most from the weekend.

The artist taping session is set for Thursday as well, and it promises to be bigger, better — and quieter. More artists than ever are scheduled, and you'll be glad to know that the CRB has gone to great effort to provide the best recording environment possible so you can leave with usable tape from the artists you want.

This, of course, is followed by the traditional Artist/Attendee reception.

Mandrell Keynote Speaker

First off is keynote speaker Barbara Mandrell. She'll get things

rolling at 8:30 (that's AM, for you inveterate suite dwellers).

In addition to numerous short panels, two long-form sessions are slated. The first three-hour session will involve participants in a course entitled "How To Avoid 'Boxed-In' Thinking and Market Planning" with Hank Mandel, President of Consultation Services.

Back by popular demand for the afternoon session is Dr. Harles Cones with a clinic designed to help people achieve personal and career goals.

One of the panels you won't want



to miss will be Friday afternoon's "Winners" session, moderated by WXTU/Philadelphia PD Bob Young. His committee has put together a multiformatted lineup of Emmis Broadcasting President Jeff Smulyan, WAMZ/Louisville PD Coyote Calhoun, WTIC/Hart-

ford VP/GM Perry Ury, WRBQ-AM & FM/Tampa PD Randy Kabrich, KVET & KASE/Austin President/GM Ron Rogers, and WKSJ/Mobile Station Manager Wayne Gardener. The discussion on what it takes to become and stay number one should be spirited.

George Burns Workshop

Today begins with one of the great names in the broadcasting business. Consultant George Burns is featured in a half-day workshop on audience, lifestyles, radio usage, and expectations. He'll also offer his thoughts on how Country radio can best succeed in the next ten years.

Spouse, Production Sessions

There are a couple of twists to this year's seminar which should provide new experiences even for veteran attendees.

Following lunch you'll have a chance to go one-on-one with many of the panelists and speakers you've heard the previous two days. A series of roundtables will be set up with panelists stationed at each one. You'll be able to move from table to table to ask questions of people you've always wanted to talk to.

While this is underway, the seminar has a first for husbands and wives of registrants. A special session for spouses will be held, moderated by Dr. Lynn Weiss, psychotherapist and KLIF/Dallas talk show host. In an interactive session, she'll discuss the ways spouses can cope with industry pressures. So if your spouse (or whatever) is making plans to come in for Saturday night's New Faces show, make sure they arrive a little early. This session is free to spouses of registrants.

Another new addition to this year's CRS is a production workshop called "Trax to Success." Committee chairman Johnny Biggs told me that Pacific Recorders of San Diego will be setting up a fully equipped production studio which will be the site of two separate workshops. Conducted by WHN/New York personality Dan

A Christmas Sampler

In one of the more highly charged holiday giveaways, KNEW/Oakland-San Francisco ran a "Batteries Are Not Included" Christmas Day promotion.

Beginning at 7am Christmas Day, staffers in the KNEW "Hot Bus" handed out free packages of batteries to everyone who showed up with a new Christmas toy in need of electrical help. Said PD Harry Valentine, "How many times have you given or received a really terrific Christmas toy only to realize it was battery-operated — and the batteries were not included? There aren't many convenient places to get batteries on Christmas morning, so this was just our way of making it easier on our listeners while wishing them Happy Holidays at the same time."

Batteries were supplied by Eveready manufacturer Union Car-

bide. (By the way, Harry, I could use a gross of "D" size and a case of 9-volt batteries.)

WCKX & WWWW/Detroit PD Barry Mardit reports the AM station got tremendous response from a tie-in with local high school choirs over the holidays. Each night a different choral group came in to sing carols during Dina Harding's evening show. Each group had a 15-minute segment that featured students talking about their school along with the music. These live performances were taped and various selections were aired the following morning. Mardit said that many of the in-

involved schools carried the morning broadcast over the PA system.

The performances were again utilized on Christmas Day when they were interspersed with the station's regular Christmas fare.

What a great way of introducing a lot of new people to the station (just think of all the relatives, grandparents, and other relatives tuning in), while also displaying outstanding community involvement.

WSLX/Nashville conducted its 26th Parade of Pennies fund drive. The station hosted a pair of party/auctions, the proceeds of which funded a gala Christmas party with gifts, food, and a visit from Santa for 1600 needy Nashville children.



WCKX's Dina Harding (seated far left) with members of a local high school choir.

If you think 1986 was great, wait 'til you hear the start of

RCA NASHVILLE '87



ALABAMA

"You've Got The Touch" (5081-7-R)

R&R 24 BB 34

K.T. OSLIN

"Wall Of Tears" (5066-7-6)

R&R 45/11 BB 57



MICHAEL JOHNSON WINGS



MICHAEL JOHNSON

"The Moon Is Still Over
Her Shoulder" (5091-7-R)

R&R 48 BB 59

—PLUS—

New Exciting Records Soon!

From

VINCE GILL
LOUISE MANDRELL

RCA



PAKE McENTIRE
THE JUDDS

OUR BEST TO YOU THIS YEAR!

BRING PARADISE TO YOUR COUNTRY



 **HAWAII
LIVE** Presents

"COUNTRY PLUS"

**DEBUTS
JANUARY 25,
1987**

The Perfect Show: The Best in Country Music & Interviews Weekly

The Perfect Place: Live from the Heart of Waikiki

The Perfect Promotion: Trips to Hawaii for You, Your Station & Your Listeners

**Don't Be Left Out in the Cold,
30 Stations Already on Board!**

For Market Exclusivity Call
Independent Syndication Services In
Los Angeles (818) 889-1972 Or Tom
Dancer In Hawaii (808) 526-8077.

COUNTRY

1987 CRS

Continued from Page 52

Taylor and WCXI & WWWW/Detroit PD Barry Mardit, one session will focus on techniques for people with access to a lot of equipment.

The other session will concentrate on helping those with more "bare bones" facilities. The production studio will be set up in the exhibit hall, with one session planned for Friday from 2-4pm and the other on Saturday from 8-10am. Here's your chance to enhance the sound of your station by picking up some production pointers from the pros.

Exhibit Hall Upstairs

As usual, the daily short-form panels focus on the nuts and bolts of building and maintaining winning radio stations in small, medium, and large markets. There are numerous meetings on sales and engineering; promotions and research have sessions as well. The key to these panels are the people scheduled to share their ideas with you. Once again, the seminar has gone out to find the people who are winning and who can communicate their winning ways.

And again this year, the exhibit hall (or what Frank Mull refers to as the "one-stop programmers' supermarket") will feature all the tools available for managers and programmers. The exhibit hall, by the way, will be moved upstairs this year for greater convenience of registrants.

Throw in the hospitality suites and the always-incredible New Faces banquet, and you've got a seminar to die for.

Want more, you say? Those still chucking over last year's surprise appearance will be glad to learn that Pinkard & Bowden will return with their review of the best and the worst of Country radio TV commercials. Those of you who sent in your spots have no need to panic just because their presentation is called "Reel un-Fortunate."

Finally, a last reminder that advance registration ends January 30. Until then, the fee is \$239; after that it's \$299. For more information, that number again, in Nashville, is (615) 327-4488.

See ya there!

Leave The Driving To WGAR



WGAR/Cleveland wanted to make sure all its listeners would be around to fill out diaries in the new year, so in cooperation with a local car dealer it ran its fifth annual "Cab Call." New Year's Eve revelers who were "overserved" could simply call a cab for the ride home and be fully reimbursed by WGAR. At last count, more than 40 people had availed themselves of WGAR's hospitality. (This sounds like something that could have been utilized after the Browns' football playoff games as well.)

CLOSE-UPS



KSOP/Salt Lake City MD Wade Jensen (l) presents a check to a contest winner who just happens to be PD of crosstown competitor KKAT.

• "Back to Back" is a contest KSOP/Salt Lake City runs for listeners to identify the same artists played back-to-back without interruption, winning \$104 in cash.

However, it could be renamed "Competitor to Competitor." KKAT/Salt Lake City PD John Marks took a page from KOKE/Austin PD Bob

Cole's notebook when he called the contest line only to find he was a winner!

Wanting to make Marks earn the \$104, MD Wade Jensen required him to answer the musical question, "Who's your country music leader?" The choking sound from the other end of the line was Marks gasping "KSOP." (I'd answer "Mickey Mouse" for \$104). But, as the picture indicates, Marks had recovered from the ordeal in time to accept his check from Jensen.

• Sunny Country KSNH/Santa Maria lays out the feast when its Barbecue Crew sets up shop at a local car dealership. Its meals-on-wheels spread serves some 500 listeners BBQ steak, beans, bread, and Coke for \$1.02 every week.

• KRYS/Corpus Christi emptied out its loot when a local listener correctly identified the hourly cash call jackpot grubsteak total of \$6609.83 during K99 air talent Mike Laurel's show. The hourly callout was picked at random from local telephone directories.

• KEAN/Ablene held a Cattin' Suitcase Party attended by contest qualifiers. Though only one couple would get the grand prize of seeing Sawyer Brown in Las Vegas, everybody at the party had to be packed and ready to go if their name was drawn.



HERE'S JOHNNY! — The Man in Black stopped by WHN/New York to promote his new book "A Man In White." Friends, fans, and station personnel are (l-r) VP/GM Rick Dames; Cash; Lee Arnold, midday host of "Visiting With The Stars"; and morning personality Del De Montreux.



SHARON ALLEN

NASHVILLE THIS WEEK

Loretta's Cutting Back

Since the early '60s when she traveled from radio station to radio station in a station wagon, eating bologna sandwiches along the way, Loretta Lynn has spent enormous amounts of time on the road. Countless dates entertaining troops and fans have been the norm for more than 20 years. But that will all change in 1987; Lynn has announced plans to cut her touring schedule from 85 dates a year to 35 or 40.

Manager David Skepner says, "Mooney and Loretta just want to spend time together. She'll continue her role as spokesperson for Crisco products and intends to fulfill existing performance obligations including dates already booked in Reno, Tahoe, and Las Vegas. And she will close '87 with another major USO tour."

A Nashville paper quoted Loretta as saying, "This is something that Mooney and I have been talking about for a long time. We need the time with each other, and we know too many people who talk about spending time together and never do until it's too late."

The coal miner's daughter has dissolved her United Talent booking agency and was said to be reassessing her recording career with MCA Records. But Skepner says, "As far as I know, and I just



Loretta Lynn

had a meeting with (MCA President) Jimmy Bowen, we're setting her recording time for this April. What we're talking about is Loretta and Conway Twitty doing another duet. That's the news."

NASHVILLE IN MOTION

Rabbit Tracks To MTM — The latest acquisition of Music City publishing catalogs surfaces at the MTM Music Group. The new kids in town just purchased Deb/Dave/Briarpatch/Malven and Cottonpatch Music from joint company songwriter/owners **Eddie Rabbit**, **Even Stevens**, and **Jim and David Malley**. These properties contain material from each of those writers. Rabbit hits include "I Love A Rainy Night," "Drivin' My Life Away," "Suspicious," "Someone Will Lose A Heart Tonight," and "You Can't Run From Love." The catalog also contains previous staff writer **Tom Schuyler's** Lacy J. Dalton anthem "16th Avenue," his **Kenny Rogers** cut "Love Will Turn You Around," and **Barbara Mandrell's** "Years After You," along with the company's **Dolly Parton/Kenny Rogers** duet "Real Love."

Seven of the acquired tunes have been certified BMI "Million Performance" songs. Sales figures for the multiple publishing companies were not disclosed, but industry insiders pegged the price to be in excess of \$1.6 million.

In other MTM news, **Scott Higgins** has joined the staff as VP/Finance and Operations; he was formerly with Price-Waterhouse in Los Angeles. . . .

Jody Williams has returned to BMI as Associate Director of Performing Rights. Previously with the performing rights organization as a trainee in the late '70s, Williams has worked with the Dick James Organization, Tree International, Chappell/Intersong, Screen Gems-EMI, and Hat Band Music (part of the Sound Seventy Corporation) . . . Sound Seventy President **Joe Sullivan** promotes concert



Jody Williams

coordinator **Hollie Potts** to VP/Concerts and Special Events. Potts began her music industry career with the William Morris/Nashville office.

Nashville-based Special Promotions Inc. has joined forces with **Dave Barton** of Jayson Promotions. SPI President **Dean Unkefer** announces the new team will be a booking/management agency specializing in music marketing and corporate sponsorship . . .

Independent publicist **Sally Hinkle** has established S. Hinkle & Company, focusing on music events, special projects, and tour press. She's a

By Katy Bee

former CBS Records publicist and Billboard staff writer . . . Song Source Inc.'s **Byron Hill** has hired **Paul Doiman** as professional manager and signed songwriter **Preston Sullivan** . . . **Carl Perkins** inked a booking pact with new Nashville concern Monterey Artists Inc.; **Michael Twitty** (son of **Conway**) has signed a management deal with the Mooreland House Music



Hollie Potts

Group . . . And former R&R reporter **Biff Collier** has been named Nashville representative for the Jimmie Rodgers Foundation in Meridian, MS.

BITS & PIECES

• **Ricky Skaggs** will again host a series of radio documentaries for **BBC Radio 2** in Britain. He will investigate the roots of American country music from 1920 to 1965. The entire "Hit It Boys" series of ten one-hour episodes will air this summer.

• **Johnny Cash** plans to star in a made-for-TV remake of the 1947 **John Wayne** film classic "Angel and the Badman." Filming begins in Tucson this April.

• **Eddie Arnold** received the President's Award and **Johnny Mears** was given the Rising Star Award at the seventh annual National Songwriter Awards, presented by the **Songwriters Guild of America** January 20.

• **Hank Williams Jr.** sent personal

copies of his recent video "My Name Is Bocephus" to his fellow video stars as a token of his appreciation. Enclosed in handmade oak casings with attached brass plaques, the tapes were mailed to **Eddie Van Halen**, **Sammy Hagar**, **Alex Van Halen**, **Michael Anthony**, actor **Dan Haggerty**, and comedians **Gallagher** and **Bob "Bobcat" Goldthwait**.

• **Valerie Mack** trekked all the way from Washington, DC to Johnson City, TN to bid \$10,000 for a date with **T.G. Sheppard**. The bachelor auction raised nearly \$16,000 for Big Brothers. T.G. was the only celebrity to be auctioned off, and he fetched the evening's highest bid. No cheap thrills here.



GOOD NOOSE — That's what *Riders in the Sky* are smilin' about as they celebrate their signing with MCA/Dot by ropin' a couple of execs. Sporting a new necktie on the left is producer Emory "Too Small" Gordy Jr., with MCA Sr. VP Bruce "Tex" Hinton on the right. The Riders are (l-r) Ranger Doug Green, Too Slim, and Woody Paul. Yup.



HELL & HIGH NUMBERS — T. Graham Brown (c) recently hit the top of the R&R chart with "Hell And High Water." He shows off the plaque he received from the trade's staffers to ASCAP's **Connie Bradley** and Capitol-EMI America/Nashville President **Jim Foglesong**.

PROFILES IN COUNTRY

Educating Retail: Raising Country Consciousness

By Katy Bee

Country music has been fighting for its life, according to some sources. But if anything has proven that declaration wrong, it's been the music's turnaround in 1986. Last year closed with a buzz about what lay ahead as country built a new foundation of artists and listeners.

Yet one element within the structure of the country music industry seems to be missing: the establishment of an aggressive approach to marketing country product at the retail level.

Country record buyers perceive that many record stores are geared to the rock generation, staffed with young retail clerks who neither know nor care about the buyers' music tastes. This stereotypical image has alienated a large segment of the country-buying public. In fact, a good portion of country sales has been thrown to the rack jobbers.

Some record chains, however, are reaching out to the country consumer. They've decided that any future success must start with the education of the store employees, followed by a seduction — if you will — of the customer.

CRS Spurs Action

Vicki Layne, Media Supervisor for Record Bar's 128 stores, returned from the 1986 Country Radio Seminar excited about the changes she saw happening. "We started looking at the number of units that were going out the door on Randy Travis and said, 'Hey, wait a minute. There's something going on here. Tell me more.'"

So she developed a six-page, six-section Country Music Marketing Plan survey that was mailed to each Record Bar outlet. Subjects addressed were consumer demand, sale titles, merchandising, media, and inventory for country product.

"The purpose was to find out what our store employees needed to help them increase their country music sales. It's an area that has never been paid enough attention to," says Layne. "That's why we felt this was the prime time to do it. In order to do anything, the persons making the sale must be knowledgeable and interested in what they're doing. The best way to do that is to have them listen to the product. The challenge was finding ways to make that happen.

"We obviously want to target the younger 18-30 demographic, but we will not do that and sacrifice the core buyer. We want to get those people back in the store buying. That's the reason for our marketing plan," Layne emphasizes.

Marketing Strategies

Armed with the results of its survey, RB decided to design a creative and innovative marketing approach.

One element centers around the distribution of in-store "play tape" samplers. Vicki Layne explains, "It's time to do creative things to expose customers to the music. In-

store play can sell a record in a minute, whereas it's taken radio a while to jump on the new artists." In another example, RCA marketed a *Restless Heart* picture flexidisc. It was mailed out in quantity to the RB stores as giveaways. Since flexidiscs wear out after a few plays, Record Bar is hoping that consumers who like what they hear will return and purchase the album.

Record Bar is currently preparing to send out an MCA sampler called "You Can't Resist It." According to Layne, "That pre-produced collection will go out with information and encouragement for in-store play. Another example is



Skip Smith

the 'VIP' tape that CBS did with *Sweethearts of the Rodeo* and Marty Stuart. We got 150 of those tapes, enough for each store and all of our district managers.

"The label also provided me with a very good article and bio information on the two groups, which I included with each tape. I highlighted several key points the staffers should know — not only for themselves but to help them better serve the public. That's working very well. And if we can't get enough cassettes for all the stores, I get 20 for the district managers."

Additional Record Bar marketing strategies include the in-house publication, "Backbeat," which contains information about current and future releases. Layne also created record bin backing cards that say "New Country." These cards are used for stocking both established artists like George Jones or Dolly Parton and new artists like Steve Earle. Record Bar works closely with radio stations as well (i.e., WESC/Greenville) in creating a "Country Corner."

Tower Views

Stan Goman, Sr. VP/Retail Operations for West Coast-based Tower Records' 43 outlets, believes

country does itself a disservice in some instances. "For all the 'progressiveness' that Nashville wants to be known for, in some respects they (the country music industry) are still the same amateurs they were in the '50s. Rock has T-shirts at shows, but they don't sell records there. We're not going to go out of business because of that. But I certainly think they should be encouraging people to buy their product at a record store."

Although it hasn't done anything special in terms of music education for its clerks, Tower did launch some special sales during Country Music Month in October and has run country promotions. One of its main tools is a free, in-store publication called *Pulse*, which contains features on country music and ads for country product. "We harp on the record company branch managers to make sure we have their records in our stores," adds Goman. "All of that helps



Vicki Layne

Our country sections are larger now than they've ever been, and I know there is a greater emphasis put on it."

Skip Smith, City Manager of Austin's three Sound Warehouse locations, cited a logistical problem regarding country-knowledgeable store clerks. "Young people come into these entry level jobs because they like rock & roll," he says. "If you can get someone who knows country, you count yourself lucky. At this level, due to budgetary restraints, there isn't time to educate clerks. It's more self-service than anything." Sound Warehouse is looking for cash register and inventory experience Smith says, "and you're hired if you're articulate and can communicate."

The Future

Reflecting on what's ahead for the year, Tower's Goman remarks, "I hope (country) sales are better in 1987. I want more in-stores, more hits, more discounts, and the whole nine yards." Goman says the new product coming out of Nashville definitely has the country buyers turned on. "I don't think they ever liked the hairspray stuff," he notes. "The music is less twangy and sounds like the Eagles now. It's

rock & roll out of Nashville, and it's getting hipper."

Looking back on 1986, Layne says, "We listened to and sold a lot of country product. We're excited about the creativity and quality of country music being produced. We feel '87 is going to be the beginning of impressive country sales. Music is sharing and that's what the whole (marketing) project means to me. When you can see your stores getting excited about a piece of product, it means a lot."

Back At The Branch

Record Bar's Tallahassee store manager Gary Flisek wants his customers to feel comfortable. "We don't want country people to feel the store has an overwhelming aura of rap music." His branch offers happy hours each evening, during which a certain type of music is on sale. Saturdays are devoted to country; titles are discounted by \$1.



Stan Goman

The Chapel Hill Record Bar sits across the street from the University of North Carolina. There's undoubtedly a different perspective and clientele at that location, but the store has racked impressive sales on Dwight Yoakam, Steve Earle, Lyle Lovett, and Randy Travis. Manager Richard Layne says he's fortunate most of his sales staff is connected to the alternative college radio station. "They're pretty hip clerks," he says. "They got their education on the street and in the radio station.

"The Yoakam record broke out of our college store. It didn't break for Record Bar because Country radio went on it. It broke in our college market because college radio went on it. We're pretty good at reading what people are into. We try to stretch them out a little bit and turn them on to new things."

Then there is Barry Elliott's Record Bar store in Statesville, NC, which maintains a resident country expert in 23-year-old partner Wes Guffey. Elliott makes use of RB's "No-Risk Card" for pushing country product; a potential record buyer can be issued the 30-day return policy good on any LP, tape, or CD if the customer does not like the selection.



Katy Bee

Elliott says the plain fact is you've got to have someone in there who knows country and will give it the proper attention. "If you don't have that, you're not going to see the sales."

Artist Contact Helps

Another strategy that piques store clerks' interest and helps sell records is artist appearances — not only in RB's local outlets, but in the Durham home office. Layne says, "John Schneider and Dan Seals have been by. And Lyle Lovett played for our district managers meeting. He was exposed to 20 district managers, who went back and told their stores about him.

"One of the keys," Layne adds, "is that artists need to take it upon themselves to find out what's going on at the retail level because it ultimately affects the bottom line. It behooves artists to meet and talk to employees. It's amazing what that — or even a phone call — will do. If artists make a good impression, the retail staff is going to play favorites."

Country product accounts for as much as 30% of sales in some Record Bars, but the average is about 12%. Layne is optimistic that figure can be increased. "Let's face it. We had a few lousy years when there wasn't a whole lot of good product. But we think Nashville is giving us the product now. The last few years were spent floundering, trying to figure it out. Now all of us need to take responsibility for increasing sales: stores, labels, and artists. We're forgetting what the bottom line is, forgetting to ask the buyer, 'What do you want?' We got away from the music."

Record Bar spent \$45,000 in advertising on Country radio in October 1986. "Our stores did an incredible job of merchandising," Layne says. "We won NARM's CMA Best Retailer award for October. We're very proud; we set out to do that and really wanted to go for it."

Part of Layne's game plan for '87 is to select ten or 12 of its outlets that move a lot of country product and use them as test stores. "With that (kind of) representation around the country, we can identify the trends and put together much more effective promotions," Layne says.

CONTEMPORARY CHRISTIAN

Listener Myths And Realities

By Brad Burkhart

As the Contemporary Christian radio format has developed over the past ten years, a profile of its listeners has slowly begun to emerge. Although more national and local CCR listener research must be done, Christian radio's biggest task is adequately understanding and presenting the facts already available. This process begins with exposing three commonly held myths and laying forth three foundational realities.

Myth 1: Only

Fanatics Listen

Only religious fanatics listen to Contemporary Christian radio.

I am constantly amazed at the number of individuals within various facets of the Christian music industry who believe this is true. If we hold this to be truth, what can we expect agencies, retailers, and individuals from other formats or media to believe?

Roger Wimmer, President of Colorado-based Surrey Research, expounds on this myth: "When asked about other stations in the market, participants in focus groups we have conducted would mention Religious or Christian stations as having listeners who are pro-religious — or even fanatics — who listen to their station all day long and hold no outside interests. It's a very narrow viewpoint of what that type of person is."

Wimmer continues, "From what we can determine, however, the audience that listens to the Contemporary Christian station is made up of as many different types of people as listen to AC, CHR, or AOR. I have never seen, heard, or gotten information to prove to me that the people who listen to Christian radio are a very narrow group of people. They come from all different walks of life, socioeconomic

this audience evolution, and says, "Religious radio, and specifically Contemporary Christian radio, continues to be proportionately king of the hill as far as women are concerned. In fact, Arbitron ascribes to us in the 1986 spring book the highest percentage of women listeners of any format: 69.1%.

"The makeup of the Contemporary Christian audience, specifically, holds in this 60-70% range of women, predominantly falling in the 25-49 year-old age group. With



Gary Crossland

"The people who listen to Christian radio come from all different walks of life, socioeconomic backgrounds, races, ages, everything. It crosses all boundaries."

—Roger Wimmer

backgrounds, races, ages, everything. It crosses all boundaries."

Myth 2: Only Women 50+ Listen

Only women over 50 listen to Christian radio.

While for years this myth was virtual reality, the emergence of Contemporary Christian music has developed a growing younger following. Gradually, more and more emphasis at the Contemporary Christian radio level has been placed on music and entertainment, and less has been placed on traditional teaching and preaching programs. This shift has slowly begun to shape "the new CCR"'s 25-44 year-old audience.

Gary Crossland, a ten-year Christian radio sales veteran, is the founder of Soma Communications and Tri-S, an exclusively Christian equivalent of RAB. He has tracked

ord labels. During the last three years, however, this situation has improved dramatically, and these problems virtually have been eliminated. The most significant handicap to the growth of Contemporary Christian radio is the actual facilities airing the format.

There are only a handful of Contemporary Christian stations around America with competitive commercial FM facilities. When programmed and promoted correctly, these stations have proven successful. For example, KCFO/Tulsa posted a 10.5 share in women 18+ (Birch April/May 1986), and last spring KLTU/Dallas rose from obscurity to fourth in women 18-34 and 25-34 (Arbitron spring 1986).

Dwight Douglas, President of Burkhart/Abrams/Douglas/Elliott & Associates, Inc., has conducted research of the Contemporary Christian radio audience for the sub-



Dwight Douglas

sidary Radio Research Company of Georgia, Inc. Douglas points out, "You can't judge a format by how it does or doesn't work on a Class 4 daytime AM station. That would be shortsighted. If you put an AOR or Country station on a Class 4 that doesn't cover the entire market, the likelihood of your success is the same as if you put a Christian station on that same Class 4."

Douglas continues, "In some markets, FM usage is up as high as 87% against AM usage at 13%. Obviously, you will always have a greater growth potential when you have a greater audience. In addition,

"There are only a handful of Contemporary Christian stations around America with competitive commercial FM facilities. When programmed and promoted correctly, these stations have proven successful."

tion to the lack of fidelity and audience expectation problems, towns have grown outside of their old boundaries and suburbs are bounding so quickly that many AM stations turning to Christian programming have no signal to hit the whole marketplace. This takes the 13% AM potential audience and

splits it further. The point is that we have to get into a position where formats such as Contemporary Christian or News/Talk must be on FM to be viable. It will come, it will happen, and it will be successful."

Reality 1: Higher Income, Education

Contemporary Christian listeners are above the national average in both household income and education levels.

Citing Simmons 1985 as his source, Crossland notes that "the CCR audience's income is significantly above the national average, and from an education standpoint, over 51% of Contemporary Christian radio listeners hold college degrees. Interestingly, the percentage of men with degrees is well over 60%, 20% above the national average.

"From a profile standpoint,



Brad Burkhart

Douglas comments, "I believe that a Christian radio station could be created that sounds just like KVIL/Dallas. The only difference is that it would do the same kind of things — promotions, community services, on-air conveniences, etc. — under the shield of being a Christian radio station. The concept would be that if you are a Christian, then this is your radio station.

"When Contemporary Christian radio listeners are stuck in traffic, they want traffic reports. CCR listeners will punch around until their particular need is satisfied. When they want music, they search for music; when they want news, they find news."

This is a territory that must be the next step for Contemporary Christian radio."

Reality 3: Stronger Station Loyalty

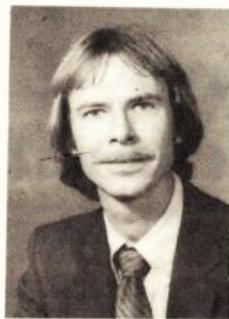
Contemporary Christian radio listeners hold a stronger than typical loyalty to their station.

When a Contemporary Christian radio station provides the services expected by its audience, it's not unusual for that station to be in the market's top five in time spent listening.

Douglas observes, "From focus groups of CCR listeners, I have noticed an intense amount of loyalty... we are talking about daily usage. Once they get locked into a certain pattern of listening, they are there every day. It's part of their daily routine."

He concludes, "It reminds me a lot of how progressive radio was in the beginning. You are committed to a lifestyle, and you are committed to listening to the radio every day because it is a part of that lifestyle."

While dozens of additional myths and realities wait to be explored later, don't be shocked to learn CCR listeners buy more shock absorbers than any other radio listeners...



Roger Wimmer

63.3% of the CCR audience is married, and the average family size is 7% above the national average. This affects myriad buying and spending trends, including groceries, sporting goods, insurance, travel, and family activities. The Christian radio audience, for instance, proportionately buys more dog food, Del Monte ketchup, Show Biz pizza, Alberto VO-5, Dad's root beer, and raspberry yogurt than do the listeners of any other format."

Did he mention inflatable boats?

Well, here is a vital statistic: it is a fact that the Contemporary Christian radio audience buys more inflatable boats than any other radio audience.

Reality 2: Same Lifestyle Needs

CCR listeners have the same "lifestyle needs" as listeners of any other format.

It should come as little surprise to you that focus groups I have conducted and observed revealed that when Contemporary Christian radio listeners are stuck in traffic, they want traffic reports. Not unlike listeners to any other format, CCR listeners will punch around until their particular need is satisfied. When they want music, they search for music; when they want news, they find news.

MARKETPLACE

AIRCHECKS

Audio And Video Airchecks!

Current Issue #82 features WAVA/Don Geronimo & Mike O'Meara, WBSB/Brian & O'Brien, Cleveland's new CHR WNXC/Denny Sanders, Louisville CHRs WDJJ & WLRS, KIIS/Rick Dees, KPWR/Jay Thomas & KFI/Gary Owens. 90-min. cassette, \$5.50.

Current Issue #81 features WNBC/Doñ Imus, LA's new classic rock CHRs KRQY/Pat Riley, KSFH/FM 102 Zoo, KWOD/Masters & Johnson, Boston CHRs WXXS/Dale Dorman & WZOU/Fox & Christian, plus Spokane's CHR giant KZZU. 90-min. cassette, \$5.50.

Special Issue #5-96 features CHICAGO AM DRIVE Part 2, with ACs WCLR & WFYR/Jeff & Jer, AOR WXRT, Oldies WJMK & Urbans WGCI & WBMX. Cassette, \$5.50.

Special Issue #5-97 features DETROIT! CHRs WCZY/Dick Purtan & WHHT, AORs WRIF & WLLZ, Oldies CKLW-FM, ACs WNIC, WQMG, WLTJ, WDTX, WMJC & WJR, plus Urban WJLB. 90-min. cassette, \$5.50.

STILL AVAILABLE: #5-95 (Chicago Part II), #5-94 (Philadelphia), #5-93 (Baltimore), #5-92 (New York), and #5-91 (Washington) / \$5.50 each. Classic Issue #C-75 features WILD/Dick Drury-1962, WIFE/Jack Armstrong - 1977, WLS/Larry Lujack - 1968, KCQB/Ron Thompson - 1969, KHJ/Bobby Ocean - Machinegun Kelly - 1975, KHJ/Charlie Van Dyke - 1977, plus more! Cassette, \$10.50.

VIDEO #9 features LA's KFI/Gary Owens, KFI/Mark Taylor, soft AOR KXK-FM/Pete Harmon, KRLA/Charlie Tuna, San Diego's KLZZ/John Forsythe, Sacramento CHRs KSFH/FM 102 Zoo & KWOD/Tom Chase. 2 incredible hours on VHS or BETA, specially priced at only \$25.00 for 2 more weeks.

CALIFORNIA AIRCHECK
Box 4408 — San Diego, CA 92104
(619) 460-6104

COMEDY



ARE YOU ZOOISH?
Get free details on four unique comedy services. Write: Ghostwriters, 2301 Unity Ave. N., Dept. 22, Minneapolis, MN 55422, or call (612) 522-6256.



A COMEDY EDITORIAL

"Probably the most talked-about feature program we have on the air. Sold it to first sponsor contacted." **WFIW/Fairfield**

Call **Mike Hesser**, Collect (415) 366-1781
SYNDICOM, 550 Price Ave., #8, Redwood City, CA 94063

the Electric WEENIE

RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970
RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE



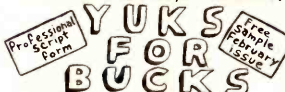
The Electric Weenie, Inc.
P.O. Box 2715
Quincy, MA 02269

THE FUNNY BUSINESS

"The Best In Bad Jokes" **FREE SAMPLE**
One Liners, Bits, Books and Drop-Ins.

THE FUNNY BUSINESS
210 Hollywood St., Fitchburg, MA 01420-6134
(617) 342-1074

Four staff writers—always new material!!!



widest variety of useable jokes

YUKS FOR BUCKS - P.O. Box 3146 CHICO, CA 95927

COMEDY

Disk Jockey Comedy

10 years and 200 jokes later, **HYPE INK** continues to supply the world's top DJs with the most original comedy material available. For **FREEBEE**, write: **HYPE INK**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

Contemporary COMEDY

Hundreds renewed again!
Free sample!
Write on station letterhead to:
Contemporary Comedy
580 Twining
Dallas, TX 75227



"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'...Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

O'Liners

FREE SAMPLE ISSUE
of radio's most popular humor service
For sample, write on station letterhead to:
O'Liners
1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

EMPLOYMENT/INSTRUCTION

LOOKING FOR A JOB? No one looking at you?

BROADCAST TALENT AGENCY can help you compile many of the 100's you need to get the radio job you want. For FREE information, send a self-addressed stamped envelope to:



Broadcast Talent Agency

73-255 El Paseo, Suite 9
Palm Desert, CA 92260

FEATURES

REMINGTON

RADIO SNEAKERS



Weekly newsletter of music info, news items, humor & trivia.
Call (24 hrs.) 206-564-8318 or write: **REMINGTON RADIO SNEAKERS**, Box 64211, Tacoma, WA 98464. FREE COPY!!!
PUBLISHED WEEKLY BY REMINGTON RADIO SNEAKERS.

RADIO LINKS

Hollywood's hottest... right in your own studio!
Recent and timely interviews with Kathleen Turner, Leonard Nimoy, Molly Ringwald, Eddie Murphy, Rob Lowe, Whoopi Goldberg and Tom Cruise.

Featured Friday January 30... "OUTRAGEOUS FORTUNE" interviews with **BETTE MIDLER** and **SHELLEY LONG**.

Free satellite delivery - no inventory to clear!
Contact **LORI LERNER** for details: (213) 454-0488.

ONLY \$30

For 8 Celebrity voice drops or promos.
Call for over the phone Demo or write:
Johnny Thomas
Box 3343 Spring, (Hou) Texas 77383
Phone 713-987-2083

JINGLES/ID'S

THE VOICE OF YOUR STATION Production Package

• ID's • Promos • Highly Produced
Dial-A-Demo (818) 981-D-E-M-O



14241 Ventura Boulevard, Suite 204
Sherman Oaks, CA 91423
(818) 981-8255

JINGLES

"MORNING SHOW" COMPLETE PACKAGE IN 30 DAYS

Where do Scott Shannon (Z-100), Cleveland Wheeler (Q Morning Zoo), the WMMS Buzzard Morning Zoo, and John Landers (Hit Music USA) go for that original sound?



For that fresh one-of-a-kind creative sound, phone or write
J.L. RITTER PRODUCTIONS
PO Box 6994, Slateline, NV 89449
(702) 588-4542



SWEEPERS PROMOS

WRITE FOR PRICES AND DEMO:

P.O. BOX 38328, CINCINNATI, OHIO 45238
OR CALL 1-513-922-1750

J.R. Nelson productions

PowerSweepers™

\$50/cut, minimum 2 cuts

The most daring programming sweepers ever offered in syndication.

— Limited time only —

CALL FOR DEMO (201) 866-2638

PERSONALITY

VINEO-BITS

"MOST USABLE SERVICE EVER."
THE SHEET OF THE FUTURE

2 WEEK TRIAL ONLY \$5 • OR MORE INFO:
INFO-BITS, BOX 112576, SAN DIEGO, CA 92111



MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$60.00
6 Insertions	\$55.00
13 Insertions	\$50.00
26 Insertions	\$45.00

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.

Submit to:
Marketplace
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

MARKETPLACE

PERSONALITY

**VOGEL
SOUND**

On air promos, commercials and station IDs all sound MUCH better with my BIG national sounding voices doing the talking. Put an experienced production pro on your station for very reasonable cost. Call Bill Vogel in Charlevoix, MI 49720 at (616) 547-4666 for a cassette. USE THE VOGEL SOUND.

GALAXY

write:
P.O. Box 3482-R
Rubidoux, CA 92519

*Indicate COUNTRY or
CONTEMPORARY Format

Free Sample Of
**RADIO'S DAILY
ON-AIR
PREPARATION
SERVICE!**

Arshift ready music
notes, star facts,
calendar, more!

PERSONALITY

DIY MATERIAL LOW

Preparation unnecessary. A complete show per page. Tips. Trivia. Insults. Birthdays. Calendar. Daily Celebration. Sports. Weird News. Low prices. Sample:

1395 Overlook Ave., N.W.,
Salem, OR 97304

RECORD SERVICES

OLDIES BY THE THOUSANDS

NEW EXPANDED UP-TO-DATE CATALOG of 45-rpm oldies from the past 40 years. Pop, R&B, Classic Rock, Country & Jazz included. Send \$2 to:

American Pie

Box 66455, Dept. #RR, Los Angeles, CA 90066
(213) 391-4088

SHOW PREP

one to oneTM

THE JOURNAL OF CREATIVE BROADCASTING

Invites you to join the world's
largest family of professional
radio personalities.

One to One offers you weekly self-help and professional growth articles, promotions, production tips, artists profiles, expert advice plus a fresh supply of topical humor every seven days

One-month trial subscription (four issues) \$10 deductible from your first yearly subscription. Send to:

Cree Yadio Services
P.O. Box 9787, Fresno, CA 93794
Credit Card Orders, Phone: (209) 226-0558

JockTalk
Productions Inc.

FROM CLASSIC ROCK, AC, CHR TO
NEWS/TALK. JOCKTALK IS THE
RADIO NEWSLETTER THAT WORKS.

CALL (604) 687-4774

FOR THIS MONTH'S ISSUE

P.O. BOX 532, STN. 'A'
VANCOUVER, BRITISH COLUMBIA, CANADA V6C 2N3

FREE!

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you? It's a sure way to generate qualified sales leads. Just Call (213) 553-4330

OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL

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:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

ACT NOW!

GENERAL SALES MANAGER RADIO

- Can you multiply sales through people development?
- Can you manage independent, ego-driven salespeople in a positive style?
- Are you aware of the power in close relationships with your salespeople?
- Does your personal style indicate an excellence in sales ability?
- Would you like to work for a leading company dedicated to your success and growth?

If so, your talent can help us grow! We are NewCity Communications (formerly Katz Broadcasting), one of America's outstanding broadcast groups. As we continue to grow, we are seeking potential managers — high performers with outstanding track records. If you are one of the best in the industry, CALL NOW to arrange a confidential interview!

- Unlimited income potential
- An innovative environment focused on excellence
- A chance to join a company with a record of success and a sense of purpose

If you feel you have the talent — ACT NOW!

CALL: Laura L. Burkland Monday-Friday 8:00 a.m. - 5 p.m. CST
(leave message after 5:00 p.m.)
PHONE: 1-800-228-2271

We will be interviewing intensely THIS WEEK for NewCity's future needs.

NewCity Communications

EOE

FRESH JOB LEADS

Solid opportunities for news and production specialists, air personalities, and play-by-play sportscasters, along with lucrative positions in management, sales, research, and promotion.

media
arketing

P.O. Box 1476
Palm Harbor, FL 34273-1476
813-786-3603

"The choice of professionals"

WGR/WRLT-BUFFALO

I'm looking for a news director to replace me at this super facility. I'm sad to leave a company as wonderful as Talk, but I can't pass up the opportunity to go to Buffalo's #1 TV news staff. Now, I must find a real "PRO" replacement immediately to carry on the news tradition at Buffalo's first radio station. Qualifications: Strong leader, Authority-convictional delivery, Desire to WIN SEND TAPE AND REFERENCES TO: David Collier, WGR/WRLT, 464 Franklin Street, Buffalo, NY 14202. Equal Opportunity Employer.

WE'RE LOOKING FOR ONE GREAT ACCOUNT EXECUTIVE

We're asking for a lot. Someone with national connections in radio management. Experience in marketing and promoting radio stations. Knowledge of advertising through television, on-air promotions, and direct mail. And a willingness to work for our clients even harder than you work for us.

You'll be marketing the most powerful television commercials available for promoting radio. 84% of our clients have increased their ratings in excess of 2.0 shares 12+ (metro AQH). We've doubled our sales annually for the past four years. You'll be working with a creative team that keeps getting Clio and International Film and Television Festival of New York Awards. And your job in 1987 will be to deliver.

Sound easy?

Well, if you've got the skills, we've got the job. Let's make lots of money.

Send your resume to CMI, 612 Hampton Dr., Venice, CA 90291. Or call (213) 392-8771. EOE

OPPORTUNITIES

OPENINGS

JHAN HIBER NEEDS HELP AT MALRITE

Jhan Hiber, in his new role as VP-Research for Malrite needs a top assistant to serve as Director of Research Projects. The successful applicant will have extensive knowledge of broadcasting, excellent writing and analysis skills. Experience in moderating focus groups and/or auditorium music tests a plus. Knowledge of Arbitron and Birch help too.

Please send resumes, no phone calls please to:

Jhan Hiber
VP-Research
Malrite Communications Group
1200 Stator Office Tower
Cleveland, OH 44115



MALRITE
COMMUNICATIONS
GROUP, INC.

MUSIC PUBLISHING CONTROLLER

Highly-successful medium-sized music publishing company is seeking an accounting professional to assume key responsibilities as CONTROLLER. These responsibilities include the overall supervision of all financial and accounting functions; the preparation of financial plans and profit projections; the computerization of company data; and general financial administration of the New York office. The individual selected will be self-motivated, with a minimum of 7-10 years' experience in a financial position in the music industry. The ability to manage accounting staff activities and strong communication skills are also necessary. Knowledge of computerized financial systems (both personal and main frame operations) is essential. A CPA and/or MBA is highly-desirable. Previous music industry experience is essential. For the selected individual, this position offers an excellent career opportunity in a dynamic, fast-paced environment. A competitive salary and excellent benefits package will be offered. For further consideration, please forward a resume with salary history to:

Radio & Records,
1930 Century Park West, #571,
Los Angeles, CA 90067.

Equal Opportunity Employer.

OUR PEOPLE MAKE THE DIFFERENCE

... and we have nothing but winners at our stations in Charlotte, Birmingham, Louisville, Charleston, Mobile, Raleigh-Durham, and Nashville.

Join our newest start-up team as we launch soon in Austin, Texas ... or get your name on the waiting list for future openings at our existing properties.

Send resume and cassette before February 15, 1987 to:

Bill Thomas
VP/Programming
CAPITOL BROADCASTING CORP.
530 Beacon Parkway, West
Birmingham, AL 35209

E.O.E.



OPENINGS

EAST

Life's a beach. Immediate openings on-air. Promotions and engineer with experience. AOR experience preferred. C&R: Skip Isley, WWTR, Box 717, Ocean City, MD 21842. EOE (1/16)

WBVA-FM/Southold seeks AE with or without experience. Excellent growth opportunity. Contact Joe Sullivan & Assoc., 340 W. 57th St., NYC, NY 10019. EOE (1/16)

Learn PA Dutch Country evenings open. 50K, Multi-track production, remotes. Teddy G., 1-105 WIOV-FM, 44 Bethany Rd., Ephrata, PA 17522. EOE (1/16)

WHCN needs experienced overnight announcer. Solid production skills helpful. C&R: Bob Bittens, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE (1/16)

Top-rated FM in Elmira-Corning seeks night personality. CHR jocks solid both on and off air. T&R: Bill Tynan, WLVV, 1705 Lake St., Elmira, NY 14901. EOE (1/16)

WRNC/Long Island seeks team players for future openings F/P/T. Dedicated rock jocks only! C&R: Lenny Bloch, WRNC, Box 666, Long Island, NY 11901. EOE (1/16)

OJ-103/Carthage-Watertown has an immediate opening for AC program director and morning star. T&R: Joe Brosk, 199 Wealtha Ave., Watertown, NY 13601. EOE (1/23)

Progressive New England station seeks experienced, adult oriented announcers. Broad based music knowledge a must. T&R: Jim Olsen, WRSI, Box 910, Greenfield, MA 01302. EOE (1/23)

WBEH/108FM 50,000W AC seeks promotion director. If you're great, T&R: Curt Hansen, 50 Washington St., Norwalk, CT 06854. EOE (1/23)

New Northern New England automated AC FM seeks multi-talented individual. C&R: Rob Thaler, WTSI-FM, Box 1400, Lebanon, NH 03766. EOE (1/23)

AC WCFR seeks news reporter/anchor and evening air personality. T&R: Bob Flint, Box 800, Springfield, VT 05156. EOE (1/23)

New Hampshire adult appeal station seeks mature announcer. No beginners. T&R: Kenneth Spaulding, WKBR, 155 Front St., Manchester, NH 03102. EOE (1/23)

WGLU FMAOR seeks fulltime on-air nights/parttime weekends. C&R: Rich Adams, 516 Main St., Johnstown, PA 15901. EOE (1/23)

Z107 Hershey seeks experienced parttimer for prime daytime weekend shift. Not an entry level position. T&R: Tom McGuire, Box Z, Hershey, PA 17033. EOE (1/23)

WKBO seeks parttime talent for very near future openings. T&R: Don Murphy, 3211 N. Front St., Harrisburg, PA 17110. EOE (1/23)

WSSH 99.5 fm

Fans favorites of yesterday and today.

Noble Broadcast Group is searching nationwide for a Program Director for WSSH-FM Boston. Experience and success in adult contemporary music format required. Send letter, resume, and an unedited hour each of morning and mid-day on cassette to Michael M. Colby, WSSH-FM, 500 West Cummings Park, Suite 2500, Woburn, MA 01801. No Calls. Equal Opportunity Employer.

OPENINGS

FSO/Oldies seeks on-air talent for future F/P openings. T&R: Rick Pantalone, WRIE, Box 2072, Erie, PA 16512. No Calls. EOE (1/23)

Rare fulltime opening at number one rated AOR in the Northeast. Team player with good production skills. T&R: Steve Schantz, WPDH, Box 416, Poughkeepsie, NY 12602. EOE (1/23)

New Jersey radio news service seeks person with sales experience. Resume: Garden State Sound, 158 Birchwood Dr., Elmwood Park, NJ 07407. EOE (1/23)

EASTERN MOR

Program Director-Morning Personality wanted for suburban AM daytime MOR. If you're a well organized leader filled with intensity-send tape, resume, philosophies to Radio & Records, 1930 Century Park West, #594, Los Angeles, CA 90067. EOE

AC PROGRAMMER

PD needed ASAP for small CT AM with AC format. Handle drive shift. Select, train & motivate air staff. This PD also needs creativity, energy & determination if station is to achieve its goals. PD also needs to understand & work with/in budget. T&R to ADAMS, 913 Ridgefield Rd., Wilton, CT 06897. EOE

PRODUCTION DIRECTOR

Delaware's winning broadcast team has a January opening for an up and coming production pro. You'll work in our multi-track, state-of-the-art facility. You'll be responsible for creating and producing on-air advertising and promotional spots as well as sales presentations and other off-air productions. You'll supervise our copywriters and production staff. You must be knowledgeable in the use of effects and editing in creative production. You should be able to voice production yourself. We offer great benefits and pay commensurate with your ability. Send a resume and sample cassette to Pete Booker, WDEL/WSTW, 2727 Shipley Rd., Wilmington, DE 19803. EOE M/F.



SOUTH

92 FM has immediate openings. 100,000W CHR in W. Tennessee. T&R: Mike Stewart, WYNU-FM, 115 Devonshire Sq., Jackson, TN 38305. EOE (1/16)

KKHT-FM Houston seeks mature, adult-oriented personality. Warm, personable style. No screamers, no hype. T&R: Wendi Best, 1020 Holcombe #1201, Houston, TX 77030. EOE (1/16)

Top 50 Oldies: AM seeks morning personality. C&R: Keith Hill OM, WGLD, Box 8009, Greensboro, NC 27419. EOE (1/16)

Experienced, winning programmer/personality sought for major central Florida AC. T&R: Norman Wain, Metroplex Communications, 1723 Ohio Savings Plaza, Cleveland, OH 44114. EOE (1/16)

Hot South CHR is accepting T&Rs for possible openings in all dayparts. T&R: John O'Dea, B-98FM, 8901 Jenny Lind Rd., Fort Smith, AR 72903. EOE (1/16)

Florida CHR seeks highly motivated midday talent/production director. Females encouraged to apply. C&R: Brian Douglas, Z-103, Box 13549, Tallahassee, FL 32317. EOE (1/23)

ND for SW Virginia Mountains. Emphasis on local news in two county area. Strong delivery and writing skills. T&R: David Sizer GM, WBOB, Box 270, Galax, VA 24333. EOE (1/23)

84WHAS seeks creative, energetic copywriter. Production/promotion experience helpful. Attractive salary and benefits. T&R: Gary Bruce, Box 1084, Louisville, KY 40201. EOE (1/23)

WMFX, a brand new AOR station seeks killer AM person or team and experienced evening personality. Great company/benefits. C&R: PD: WMFX, 17D Diamond Ln., Columbia, SC 29210. EOE (1/23)

OPENINGS

WLHG seeks experienced CHR personalities. Winning team players only. Morning show co-host, other positions possible. T&R: Eddie Beau, Box 1498, Enterprise, AL 36331. EOE (1/23)

Production director needed. Great copywriter/good production skills and personal appearance ability a must. T&R: Brady McGraw, PD, WZAT, Box 8247, Savannah, GA 31412. EOE (1/23)

Z102 seeks strong afternoon drive talent. Sharp production skills and personal appearance ability a must. T&R: Steve Schantz, PD, WZAT, Box 8247, Savannah, GA 31412. EOE (1/23)

WIZD FM, the regional giant covering Mobile and Pensacola, seeks afternoon news anchor with experience. T&R: Mary Booth, Box 1047, Daphne, AL 36526. EOE (1/23)

Great announcers needed. Last two to leave want to majors. Mature voice with warm, friendly delivery. T&R: WREZ, Box 5000, Montgomery, AL 36192. EOE (1/23)

News/sports reporter opening at growing combo near Atlanta. PRP experience is a must. T&R: Cliff Smith, WKLU AM, FM, Box 997, Griffin, GA 30223. EOE (1/23)

Gulf Coast AC FM seeks ND with personality, credibility, and motivation. Immediate opening. T&R: Randy Fuller, KKNV, 6200 KOBBS Ln., Orange, TX 77630. EOE (1/23)

Immediate opening for experienced AC entertainer, 7pm-mid. Creative, community minded. T&R: Dick Hyton PD, WKRG FM, Box 1047, Daphne, AL 36526. EOE (1/23)

Parttime openings. Accepting T&Rs now. Must live within driving distance of Ft. Lauderdale/Palm Beach. No Calls. WRMF, Box 189, W. Palm Beach, FL 33402. EOE (1/23)

Northcom Ltd., licensee of stations WLHG/WREB, Enterprise, AL, request assistance of individuals interested in a position of broadcast journalism. EOE (1/23)

Wanted! PM drive air talent for powerhouse CHR FM reaching the metro Vancouvier area. T&R: Jon Bates, Box 1170, Bellingham, WA 98227 or call (206) 734-1170. EOE (1/23)

Superior production talent wanted for Gulf Coast's top station. T&R: Carter Davis, PD, WKSJ-FM, Box 160706, Mobile, AL 36616. EOE (1/23)

WRKT-AM seeks news director for Kennedy Space Center's top local news station. T&R: R. Michaels, Box 3845, Cocoa, FL 32924. EOE (1/23)

SOUTHERN CHR

Winning AC/CHR needs take charge program director to take it to market dominance. Make a legendary station great again ... Southern 50 Top Market. Send T&R to Radio & Records, 1930 Century Park West, #599, Los Angeles, CA 90067. EOE

HOT CHR

Hottest CHR in the South looking for tight and bright morning talent. Here's a chance for you to make a name for yourself and good bucks!! Tape & Resume to Radio & Records, Box #598, Los Angeles, CA 90067. EOE

NIGHT ROCKER

Florida AOR needs evening rocker. AOR/MD experience a must. Staff announcers need not apply. Send tape and resume to Radio & Records, 1930 Century Park West, #596, Los Angeles, CA 90067. EOE

MORNINGS IN NORTH CAROLINA

100,000 watt AC FM in N.C. needs morning talent. Must have AM drive experience. Believes in show prep and good with phones. If your act is funny bring it to a solid station in a great beach town. R&C to: Radio & Records, 1930 Century Park West, #591, Los Angeles, CA 90067. EOE

SOUTHEAST URBAN/CHR

Hot CHR/URBAN needs personality morning man ... Must be hot but conversational ... Cool but entertaining ... Bur-nin' to hear from you in the Southeast! T&R to Radio & Records, 1930 Century Park West, #600, Los Angeles, CA 90067. EOE

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Easy Listening

LARRY CARLTON "High Steppin"
ROSS VANNELLI "Axel F. Theme"
ROSS VANNELLI "Separate Lives"
ROSS VANNELLI "Against All Odds"
ANDY WILLIAMS "The Music Of Goodbye"

Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

Adult Contemporary

JETS "You Got It All"
KENNY ROGERS "Twenty Years Ago"
READY FOR THE WORLD "Love You Down"
BRUCE HORNSBY & THE RANGE "Mandolin Rain"

Modern Country

SAWYER BROWN "Gypsies On Parade"
WAYLON JENNINGS "Rose In Paradise"
GEORGE JONES "The Right Left Hand"
HIGHWAY 101 "The Bed You Made For Me"
RONNIE McDOWELL "Lovin' The Crazy Feelin'"

Century 21

Greg Stephens (214) 934-2121

The Z Format

WANG CHUNG "Let's Go"
LONE JUSTICE "Shelter"
PETER CETERA "Big Mistake"
ARETHA FRANKLIN "Jimmy Lee"
JEFF LORBER "Facts Of Love"
JANET JACKSON "Let's Wait Awhile"
COREY HART "Can't Help Falling In Love"

The AC Format

DARYL HALL "Someone Like You"
KENNY ROGERS "Twenty Years Ago"
JANET JACKSON "Let's Wait Awhile"
PAUL McCARTNEY "Only Love Remains"
HUEY LEWIS & THE NEWS "Jacob's Ladder"

Super-Country

WAYLON JENNINGS "Rose In Paradise"
T. GRAHAM BROWN "Don't Go To Strangers"

Concept Productions

Elvin Ichijama (916) 782-7754

CHR

PRETENDERS "My Baby"
WANG CHUNG "Let's Go"
LOU GRAMM "Midnight Blue"
PETER CETERA "Big Mistake"
BILLY IDOL "Don't Need A Gun"
EUROPE "The Final Countdown"
REO SPEEDWAGON "That Ain't Love"
JANET JACKSON "Let's Wait Awhile"
STARSHIP "Nothing's Gonna Stop Us Now"

Country

KATHY MATTEA "You're The Power"
WAYLON JENNINGS "Rose In Paradise"
RAY CHARLES "A Little Bit Of Heaven"
T. GRAHAM BROWN "Don't Go To Strangers"
REBA McENTIRE "Let The Music Lift You Up"
MICHAEL JOHNSON "The Moon Is Still Over Her Shoulder"

AC

DARYL HALL "Someone Like You"
JANET JACKSON "Let's Wait Awhile"
PAUL McCARTNEY "Only Love Remains"
STARSHIP "Nothing's Gonna Stop Us Now"

Drake-Chenault

Bob Laurence (800) 247-3303

XT-40

WANG CHUNG "Let's Go"
ARETHA FRANKLIN "Jimmy Lee"
DARYL HALL "Someone Like You"
LUTHER VANDROSS "Stop To Love"
JANET JACKSON "Let's Wait Awhile"

Contempo 300

DARYL HALL "Someone Like You"
BRUCE WILLIS "Respect Yourself"
JANET JACKSON "Let's Wait Awhile"

Great American Country

SAWYER BROWN "Gypsies On Parade"
GEORGE JONES "The Right Left Hand"
T. GRAHAM BROWN "Don't Go To Strangers"

Media General Broadcast Services

Bob Dumals (901) 320-4433

Action

DARYL HALL "Someone Like You"
PAUL McCARTNEY "Only Love Remains"
READY FOR THE WORLD "Love You Down"
JENNIFER WARNES "Ain't No Cure For Love"

Your Country

ANNE MURRAY "On & On"
ALABAMA "You've Got The Touch"
SAWYER BROWN "Gypsies On Parade"
GEORGE JONES "The Right Left Hand"
HIGHWAY 101 "The Bed You Made For Me"
BELLAMY BROTHERS "Kids Of The Baby Boom"

Hit Rock

JEFF LORBER "Facts Of Love"
DEAD OR ALIVE "Brand New Lover"
JANET JACKSON "Let's Wait Awhile"
BEASTIE BOYS "Fight For Your Right To Party"
L. RONSTADT & J. INGRAM "Somewhere Out There"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

TOM WOPAT "Rock 'n' Roll Of Love"
T. GRAHAM BROWN "Don't Go To Strangers"

The Ultimate AC

LUTHER VANDROSS "Stop To Love"
PAUL McCARTNEY "Only Love Remains"

Radio Arts

John Benedict (818) 841-0225

Country's Best

ALABAMA "You've Got The Touch"
SAWYER BROWN "Gypsies On Parade"
WAYLON JENNINGS "Rose In Paradise"
TOM WOPAT "The Rock 'n' Roll Of Love"
HIGHWAY 101 "The Bed You Made For Me"
T. GRAHAM BROWN "Don't Go To Strangers"
BELLAMY BROTHERS "Kids Of The Baby Boom"

Soft Contemporary

PAUL McCARTNEY "Only Love Remains"

Sound 10

DARYL HALL "Someone Like You"
PAUL McCARTNEY "Only Love Remains"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

MADONNA "Open Your Heart"
LUTHER VANDROSS "Stop To Love"

Country Coast-To-Coast

MARIE OSMOND "I Only Wanted You"
SOUTHERN PACIFIC "Kilbilly Hill"

Rock 'N' Hits

A-HA "Cry Wolf"
WANG CHUNG "Let's Go"
HOWARD JONES "All I Want"
DON JOHNSON "Heartache Away"
REO SPEEDWAGON "That Ain't Love"
BANANARAMA "A Trick Of The Night"
BRUCE HORNSBY & THE RANGE "Mandolin Rain"

The Programming Consultants

David Gaupner (800) 843-7807

Stereo Rock

WANG CHUNG "Let's Go"
EUROPE "The Final Countdown"
DARYL HALL "Someone Like You"
JANET JACKSON "Let's Wait Awhile"
CROWDED HOUSE "Don't Dream It's Over"
BEASTIE BOYS "Fight For Your Right To Party"

AC

KANSAS "All I Wanted"
JEFFREY OSBORNE "In Your Eyes"

Country

ED BRUCE "Quietly Crazy"
T. GRAHAM BROWN "Don't Go To Strangers"
REBA McENTIRE "Let The Music Lift You Up"

CROWDED HOUSE

CHR NEW & ACTIVE

WBEN add-32 102/25 WXKS on
WKSE deb-39 KTKS add
WPHD 33-24 WNCL add
PRO-FM deb-35 KWK add
94Q deb-33 KKRZ on
PWR97 23-17 KWOD on
KEGL deb 37 KMEL on
93FM add-27 KPLZ on
WGH 35-32 KUBE add
Z95 39-37 K104 29-27
WMMS 33-23 WROQ 37-34
KDWB deb-37 KLIK add-33
WLOL 28-24 Z104 33-26
Y108 30-24 KXYQ deb-34
KATD 35-30 KITS 16-13 HOT
KWSS deb-34 WJMX 1-1 HOT

DON'T DREAM IT'S OVER



Capitol

THE LEGEND

ISAAC HAYES

**Got A Thing
For You**

From The Current Album "U TURN"

On Your Desk This Week!

The Follow-Up To The Top 10 Single
Hey Girl/Ike's Rap

COMING SOON:
The Isaac Hayes Promotional Tour



C O L U M B I A R E C O R D S - R A D I O ' S B E S T F R I E N D !

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

JANUARY 23, 1987

- 1 STANLEY JORDAN/Standards Volume #1 (Blue Note)
2 DEXTER GORDON/Other Side Of Round Midnight (Blue Note)
3 GEORGE HOWARD/A Nice Place To Be (MCA)
4 AHMAD JAMAL/Live At The Montreal Jazz Festival (Atlantic)
5 CRUSADERS/The Good & Bad Times (MCA)
6 SHERRY WINSTON/Do It For Love (Pausa)
7 TANIA MARIA/Lady From Brazil (Manhattan)
8 McCOY TYNER/Double Trios (Denon)
9 ART BLAKEY & THE JAZZ MESSENGERS/Feelin' Good (Delos)
10 VITAL INFORMATION/Global Beat (Columbia)
11 WISFUL THINKING/Think Again (Pausa)
12 HENRY JOHNSON/You're The One (MCA Impulse!)
13 MULGREW MILLER/Work! (Landmark)
14 CANONEO/Desperately Seeking Fusion (Passport)
15 LAUREL MASSE/Easy Living (Pausa)
16 PHIL WOODS/Gratitude (Denon)
17 RIPPINGTONS/Moonlighting (Passport Jazz)
18 JAMES MOODY/Something Special (Novus)
19 JAMAALADEEN TACUMA/Music World (Gramavision)
20 CHARLIE WATTS ORCHESTRA/Live At Fulham Town Hall (Columbia)
21 RANDY BERENSEN/Mo' Wasabi (Zebra/MCA)
22 KENT JORDAN/Night Aire (Columbia)
23 TIMELESS ALLSTARS/Essence (Delos)
24 BOB JAMES/Obsession (WB)
25 CARMEN McRAE/Any Old Time (Denon)
26 BRANFORD MARSALIS/Royal Garden Blues (Columbia)
27 BOB THOMPSON/Brother's Keeper (Impco/Enigma)
28 ALPHONSE MOUZON/Love, Fantasy (MCA/Optimism)
29 DENNIS COFFEY/Motor City Magic (TSR)
30 BOB MILES/Windstorm (Golden Boy/Jazz/Optimism)

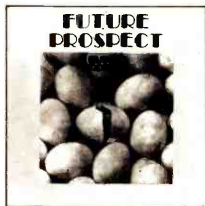
DEBUT DEBUT

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Dell Spencer, WDMT/Cleveland, Dean-Dean Rufus.

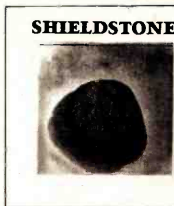
NEW & ACTIVE

- LARRY CARLTON "Last Night" (MCA) 17/14
Rotations: Heavy 1/1, Medium 7/5, Light 6/5, Extra Adds 3, Total Adds 14, WEBR, WBGO, WRTI, WAER, WFAE, WMOT, WDET, KTJZ, KJZZ, KPLU, WNEW, WHRO, WNUR, KXPR, Medium: WCLK, KIFM.
NAJEE "Najee's Theme" (EMI America) 15/2
Rotations: Heavy 4/0, Medium 7/0, Light 4/2, Extra Adds 0, Total Adds 2, WGBH, WFPL, Heavy: WAER, WNEW, WFSS, WYPE, Medium: WOTB, WCLK, WLOQ, KTJZ, WLVE, KJCB, WDMT.
ADAM MAKOWICZ "Moonray" (Novus) 14/4
Rotations: Heavy 1/0, Medium 7/2, Light 6/2, Extra Adds 0, Total Adds 4, WYRS, WBEE, KJAZ, KBEM, Heavy: WHRO, Medium: WBGO, WRTI, KERA, WUSF, KLOC.
UNCLE FESTIVE "Money's No Object" (Novus) 14/1
Rotations: Heavy 2/0, Medium 8/1, Light 4/0, Extra Adds 0, Total Adds 1, KJCB, Heavy: WAER, KKGO, Medium: WLOQ, KUOP, KPLU, WLVE, WYVE, KLSK.
STAR TREK IV "Soundtrack" (MCA) 13/5
Rotations: Heavy 1/0, Medium 6/1, Light 6/4, Extra Adds 0, Total Adds 5, WEBR, WNEW, WLVE, KIFM, KLSK, Heavy: KBEM, Medium: WLOQ, WNOP, WBV, KKGO, WYVE.
POCKET CHANGE "Random Axis" (Passport Jazz) 13/0
Rotations: Heavy 2/0, Medium 9/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WAER, KBEM, Medium: WLOQ, WNOP, KUOP, KPLU, WYVE, WLVE, WHVH, WYVE, KLSK.
ARTFUL BEATLES "25th Anniversary Salute..." (Artful Balance/JCI) 12/4
Rotations: Heavy 1/0, Medium 6/1, Light 6/2, Extra Adds 1, Total Adds 4, KJZZ, KMHD, KUOP, WYVE, Heavy: WNOP, Medium: WAER, WCLK, WFPL, WLOQ, KPLU.
CEDAR WALTON "The Trio - 1" (Red/PSI) 12/3
Rotations: Heavy 5/0, Medium 5/2, Light 2/1, Extra Adds 0, Total Adds 3, WGBH, WRTI, KLOC, Heavy: WBEE, KJAZ, WUSF, KBEM, KXPR, Medium: WBGO, KANU, KLUJ.
LESTER BOWIE "Avant Pop" (ECM) 9/0
Rotations: Heavy 3/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KERA, WNUR, KWMU, Medium: WBGO, WBEE, KLOC.

Arriving Now From Optimism



A Dan Siegel Production



Bill Shields, Stanley Clarke, Freddie Hubbard, John Abercrombie, Jack DeJohnette, Airtio, Etc.

OPTIMISM INCORPORATED

3575 Cahuenga Blvd. West No. 247, Los Angeles, CA 90068, (213) 850-3350

MOST ADDED

- LARRY CARLTON (14)
PHIL WOODS (7)
CHARLIE WATTS ORCHESTRA (6)
WISFUL THINKING (6)
CARMEN McRAE (5)
DENNIS COFFEY (5)
BOB MILES (5)
RIPPINGTONS (5)
STAR TREK IV (5)

- BRIAN BROMBERG "A New Day" (Black-Hawk) 9/0
Rotations: Heavy 2/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KJZZ, KPLU, Medium: WBFO, WAER, WUWM, KKGO.
DAVID BECKER TRIBUNE "Long Peter Madsen" (MCA) 8/3
Rotations: Heavy 1/0, Medium 2/0, Light 5/3, Extra Adds 0, Total Adds 3, WAER, WFPL, WNUR, Heavy: KMHD, Medium: WFSS, WYVE.
NANCY REED "Nancy Reed" (Atlantic) 8/3
Rotations: Heavy 0/0, Medium 4/1, Light 4/2, Extra Adds 0, Total Adds 3, WYRS, KBEM, KWMU, Medium: KMHD, WYVE, KCMR.
CHRIS CONNOR "Classic" (Contemporary/Fantasy) 6/4
Rotations: Heavy 3/2, Medium 0/0, Light 2/1, Extra Adds 1, Total Adds 4, WYRS, KANU, KPLU, KXPR, Heavy: WBGO.
JEROME HARRIS "Algorithms" (Minor Music/PSI) 6/1
Rotations: Heavy 1/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, KWMU, Heavy: WNUR, Medium: WUSF.
KETH JARRETT "Spirits" (ECM) 6/1
Rotations: Heavy 3/0, Medium 1/0, Light 2/1, Extra Adds 0, Total Adds 1, WUWM, WYVE, WDET, KWMU, KXPR, Medium: WNUR.
CARMEN LUNDY "Good Morning Klas" (Black-Hawk) 6/1
Rotations: Heavy 3/0, Medium 1/0, Light 2/1, Extra Adds 0, Total Adds 1, WNEW, Heavy: WBGO, WYRS, KLOC, Medium: WHFO.
RAY MANTILLA SPACE STATION "Synergy" (Red/PSI) 6/0
Rotations: Heavy 2/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KJAZ, KPLU, Medium: WBGO, WRTI, KERA.
ROBERT CRAY "Strong Persuader" (Mercury/PolyGram) 5/3
Rotations: Heavy 2/0, Medium 2/2, Light 0/0, Extra Adds 1, Total Adds 3, WEBR, KJZZ, KXPR, Heavy: WBGO, WDET.
BARRY MILES "Zoot Suit Stomp" (TC) 5/2
Rotations: Heavy 1/0, Medium 0/0, Light 2/0, Extra Adds 1, Total Adds 2, WBFO, KPLU, Heavy: WYRS.
NIGHT ARK "Picture" (Novus) 5/1
Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, KLSK, Heavy: WNOP, Medium: KBEM, KLOC.
JOHN COLIANNI "John Colianni" (Concord) 5/1
Rotations: Heavy 1/0, Medium 3/0, Light 0/0, Extra Adds 1, Total Adds 1, KADX, Heavy: KANU, Medium: WYRS, KKGO, KCMR.
LIZ STORY "Part Of Fortune" (Novus) 5/1
Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, KXPR, Heavy: WUWM, Medium: KLSK.

HOTTEST

- STANLEY JORDAN (18)
DEXTER GORDON (17)
CRUSADERS (11)
GEORGE HOWARD (11)
TANIA MARIA (10)
McCOY TYNER (9)
SHERRY WINSTON (9)
AHMAD JAMAL (8)
CARMEN McRAE (7)
WISFUL THINKING (7)

REGIONALIZED ADDS & HOTS

EAST

- WASHDC/DC: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
WASHDC/DC: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
WASHDC/DC: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...

SOUTH

- MEMPHIS: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
MEMPHIS: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
MEMPHIS: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...

MIDWEST

- CHICAGO: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
CHICAGO: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
CHICAGO: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...

WEST

- LOS ANGELES: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
LOS ANGELES: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
LOS ANGELES: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...

WYOMING

- CHEYENNE: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
CHEYENNE: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...
CHEYENNE: JIMMYE L. LEE, JIMMYE L. LEE, JIMMYE L. LEE...

48 Reporting Stations 45 Current Reports

KKGO/Los Angeles and WNOP/Cincinnati called in frozen reports this week.

WJZZ/Detroit failed to report. Its playlist was frozen.

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY CHRISTIAN

TOP 20

JANUARY 23, 1987

Table with columns: Rank, Title, Reports/Adds, Heavy, Medium, Light. Includes entries like 'WHITE HEART/Fly Eagle Fly (Sparrow)', 'STEVE CAMP/He Covers Me (Sparrow)', 'IMPERIALS/Wings Of Love (Word)', etc.

BREAKER
BREAKER
BREAKER
BREAKER

BREAKERS

STEVE GREEN
Enter In (Sparrow)

61% of our reporters on it. Rotations: Heavy 5, Medium 10, Light 5, Total Adds 15 including WVDJ, WCIE, WUWZ, WKXR, WCBW, KDAR. Debuts at number 17 on the Contemporary Christian chart.

DALLAS HOLM
Against The Wind (DaySpring)

61% of our reporters on it. Rotations: Heavy 5, Medium 10, Light 5, Total Adds 6, KYMS, WOIV, WHLO, KCONW, WGFT, KERI. Debuts at number 18 on the Contemporary Christian chart.

MICHAEL CARD
The Nazarene (Sparrow)

55% of our reporters on it. Rotations: Heavy 11, Medium 6, Light 1, Total Adds 2, WUWZ, WHLO. Moves 16-14 on the Contemporary Christian chart.

NEW & ACTIVE

- TWILA PARIS "Center Of Your Will" (Star Song) 14/1
LARNELLE HARRIS "I Miss My Time With You" (Benson) 13/10
DENICIE WILLIAMS "They Say" (Sparrow) 13/8
SILVERWIND "We Will Be Holy" (Sparrow) 13/6
MORGAN CRYAR "Sibling Rivalry" (Star Song) 12/6
IDLE CURE "Take It" (Frontline) 12/4
PETRA "King's Ransom" (Star Song) 12/4
CRUSE "All The Hurting People" (Benson) 11/10
DAN PECK "A New Song" (Greentree) 10/4
MARTY McCALL "Higher Ground" (Greentree) 11/4
PHILLIP SANDIFER "Keeping The Dream Alive" (Urgent) 10/1
DAVID BARONI "God's Still On The Throne" (Lifestream) 9/4
GLENN GARRETT "There's A Redeemer" (Greentree) 9/2
PHIL DRISCOLL "A Star Is Born" (Benson) 9/2
CHOIR "When The Morning Comes" (Myrrh) 9/2

MOST ADDED

- STEVE GREEN (15)
CRUSE (10)
LARNELLE HARRIS (10)
DENICIE WILLIAMS (8)
IMPERIALS (7)
MORGAN CRYAR (6)
DALLAS HOLM (6)
SILVERWIND (6)
ROB FRAZIER (5)

- GREG X. VOLZ "The River Is Rising" (Myrrh) 9/0
HARVEST "Only The Overcomers" (Greentree) 8/1
BILLY CROCKETT "41 Lawnmowers" (DaySpring) 8/0
LUKE GARRETT "Magnify" (Home Sweet Home) 7/2
KATHY TROCCELLI "Talk It Out" (Reunion) 7/1
TONY ELENBURG "Just The First Farewell" (Greentree) 7/0
PAUL SMITH "A Holy Nation" (DaySpring) 7/0
DEGARMO & KEY "Every Moment" (Power Discs) 6/1
MICHAEL OMARTIAN "Homelands" (Reunion) 6/0
BILLY & SARAH GAINES "You Are Faithful" (Benson) 5/3
RANDY STONEHILL "The Hope Of Glory" (Myrrh) 5/1
STRYPER "All Of Me" (Enigma) 5/0
MATTHEW WARD "Red And Yellow, Black And White" (Live Oak) 5/0

HOTTEST

- IMPERIALS (21)
WHITEHEART (12)
STEVE CAMP (10)
CYNTHIA CLAWSON (7)
ROB FRAZIER (7)
MICHAEL W. SMITH (7)
BILLY SPRAGUE (6)
PHILIP BAILEY (5)
GATHER VOCAL BAND (4)
JON GIBSON (4)
STEVE GREEN (4)

REGIONALIZED ADDS & HOTS

Table with columns: EAST, SOUTH, MIDWEST. Lists stations and artists for each region.

WEST

- KYMS/Annam
DON Murray
DAVID BARONI
GLENN GARRETT
PHIL DRISCOLL
CHOIR

33 Reporters + 31 Current Reports
Two stations failed to report a playlist this week so their rotations were frozen: WJYP/Charleston WKXR/Norfolk
KPDQ/Portland is no longer reporting.

THANKS RADIO AND RETAIL FOR MAKING 1986 OUR #1 YEAR!

DENIECE WILLIAMS SO GLAD I KNOW



Grammy Nominations 1987:
 Best Gospel Performance, Female
 Best Soul Gospel Performance, Female
 Best Gospel Performance by a Duo or Group, Choir or Chorus

SO GLAD I KNOW
 #5 Sales* (Aug-Sept)
 My Soul Desire
 #1 Ins* (Oct)
 #3 AC* (Sept)
 "So Glad I Know"
 #5 AC* (Nov)
 "Just in Time"
 #3 CHR* (Aug)

Next—

THEY SAY
 Duet with Sandi Patti
 12" Single • On Your Desk Now

STEVE CAMP ONE ON ONE



He Covers Me:
 #1 R&R CC (Jan)
 #1 AC* (Nov-Jan)
 #3 CHR* (Nov)
 #8 Ins* (Dec)
 Threshing Floor
 #7 Rock* (Dec)

Next—

FOOLISH THINGS

7" Single • Ship date 1/30/87
 Rock 12" - CHEAP GRACE • Ship date 1/23/87

STEVE GREEN FOR GOD AND GOD ALONE



Grammy Nominations 1987:
 Best Gospel Performance, Male
 FOR GOD AND GOD ALONE
 #1 Sales* (Sept-Jan)
 "God and God Alone"
 #5 Ins* (Oct-Nov)
 #8 AC* (Oct)

Next—

ENTER IN
 7" Single and Video
 On Your Desk Now

RICK CUA WEAR YOUR COLORS



"Wear Your Colors"
 #1 Rock* (Nov-Dec)

Next—

LEMME AT 'EM

Rock 12" • Ship date 1/23/87

WHITE HEART DON'T WAIT FOR THE MOVIE



DON'T WAIT FOR THE MOVIE
 #5 Sales* (Sept)
 "How Many Times"
 #1 AC* (Oct)
 #2 CHR* (Oct)
 "Fly Eagle Fly"
 #1 R&R CC (Jan)
 #2 AC* (Jan)
 #2 CHR* (Jan)
 "Convertibles"
 #7 Rock* (Oct)
 "Read The Book"
 #8 Rock* (Nov)

Next—

MAYBE TODAY

7" Single • Ship date 2/16/87
 Rock 12" - THE BEAT • Ship date 1/23/87



A Contemporary Christian Record Company

Radio Hotline: 1-800-423-5052



RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

JANUARY 23, 1987

Three
WeeksTwo
WeeksLast
Week

6	4	2	1	CRYSTAL GAYLE/Straight To The Heart (WB)
5	3	1	2	RONNIE MILSAP/How Do I Turn You On (RCA)
10	6	4	3	TANYA TUCKER/I'll Come Back As Another... (Capitol)
13	9	5	4	NITTY GRITTY DIRT BAND/Fire In The Sky (WB)
16	10	7	5	EARL THOMAS CONLEY/I Can't Win For Losin' You (RCA)
15	11	8	6	LEE GREENWOOD/Mornin' Ride (MCA)
19	13	10	7	EDDY RAVEN/Right Hand Man (RCA)
21	17	12	8	RANDY TRAVIS/No Place Like Home (WB)
11	8	6	9	EDDIE RABBITT/Gotta Have You (RCA)
2	1	3	10	GARY MORRIS/Leave Me Lonely (WB)
23	19	15	11	SKO/Baby's Got A New Baby (MTM)
18	16	14	12	KEITH WHITLEY/Homescoming '63 (RCA)
29	24	17	13	RESTLESS HEART/I'll Still Be Loving You (RCA)
26	22	18	14	SWEETHEARTS OF THE RODEO/Midnight Girl/Sunset Town (Columbia)
30	25	19	15	JUICE NEWTON/What Can I Do With My Heart (RCA)
36	28	21	16	KENNY ROGERS/Twenty Years Ago (RCA)
34	27	20	17	STEVE WARINER/Small Town Girl (MCA)
1	2	9	18	DAN SEALS/You Still Move Me (EMI America)
17	15	13	19	LYLE LOVETT/Cowboy Man (MCA/Curb)
28	26	23	20	STATLER BROTHERS/Forever (Mercury/PG)
39	32	25	21	GATLIN BROTHERS/Talkin' To The Moon (Columbia)
3	5	11	22	T.G. SHEPPARD/Half Past Forever (Columbia)
38	31	26	23	JOHN SCHNEIDER/Take The Long Way Home (MCA)
—	—	—	34	ALABAMA/"You've Got" The Touch (RCA)
31	29	27	25	WILLIE NELSON/Partners After All (Columbia)
—	—	—	40	GEORGE STRAIT/Ocean Front Property (MCA)
42	36	30	27	MARIE OSMOND/Only Wanted You (Capitol/Curb)
—	—	—	39	BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)
4	7	16	29	CONWAY TWITTY/Fallin' For You For Years (WB)
14	14	24	30	JOHN CONLEE/The Carpenter (Columbia)
49	45	38	31	TOM WOPATY/Rock And Roll Of Love (EMI America)
48	41	37	32	ANNE MURRAY/On And On (Capitol)
—	—	—	47	HIGHWAY 101/The Bed You Made For Me (WB)
41	38	35	35	EO BRUCE/Quietly Crazy (RCA)
BREAKER	45	36	36	GEORGE JONES/The Right Left Hand (Epic)
24	23	22	36	JANIE FRICKIE/When A Woman Cries (Columbia)
—	—	—	49	RICKY VAN SHELTON/Wild-Eyed Dream (Columbia)
DEBUT	45	37	38	WAYLON JENNINGS/Rose In Paradise (MCA)
—	—	—	50	LACY J. DALTON/This Ol' Town (Columbia)
—	—	—	48	RONNIE McDOWELL/Lovin' That Crazy Feelin' (MCA/Curb)
DEBUT	41	38	39	T. GRAHAM BROWN/Don't Go To Strangers (Capitol)
—	—	—	47	SAWYER BROWN/Gypsies On Parade (Capitol/Curb)
7	12	28	43	LIONEL RICHIE & ALABAMA/Deep River Woman (Motown)
18	29	44	44	JUDDS/Cry Myself To Sleep (RCA/Curb)
37	34	32	45	SOUTHERN PACIFIC/Killbilly Hill (WB)
9	21	33	46	ON WILLIAMS/Then It's Love (Capitol)
8	20	35	47	REBA MCENTIRE/What Am I Gonna Do About You (MCA)
DEBUT	46	39	48	MICHAEL JOHNSON/The Moon Is Still Over Her... (RCA)
DEBUT	46	39	48	TOMMY ROE/Let's Be Fools Like That Again (Mercury/PG)
DEBUT	46	39	48	LYNN ANDERSON/Didn't We Shine (Mercury/PG)

Total

Reports/Adds

Heavy

Medium

Light

164/0

158/0

153/0

157/0

163/2

162/2

161/2

156/1

138/0

139/0

161/1

146/2

158/2

154/8

160/2

160/4

158/3

128/0

129/2

142/3

159/8

120/0

149/5

150/30

130/4

147/18

144/12

140/36

93/0

81/0

121/12

118/10

121/22

98/2

111/19

76/0

92/17

86/63

82/7

85/9

88/56

93/19

59/0

52/0

67/2

42/0

39/0

64/50

56/6

56/4

MOST ADDED

WAYLON JENNINGS (63)
T. GRAHAM BROWN (56)
MICHAEL JOHNSON (50)
REBA MCENTIRE (39)
MICHAEL M. MURPHEY & H. DUNN (38)
BELLAMY BROTHERS (36)
ALABAMA (30)
KATHY MATTEA (27)
HIGHWAY 101 (22)

HOTTEST

CRYSTAL GAYLE (79)
RONNIE MILSAP (71)
TANYA TUCKER (65)
EARL THOMAS CONLEY (51)
GARY MORRIS (48)
LEE GREENWOOD (46)
NITTY GRITTY DIRT BAND (36)
RANDY TRAVIS (32)
DAN SEALS (25)
EDDIE RABBITT (22)

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.

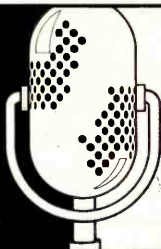
BREAKERS.

GEORGE JONES
The Right Left Hand (Epic)

On 68% of reporting stations. Rotations: Heavy 6, Medium 49, Light 56, Total Adds 19, WVAM, WNYR, CHOW, WZZK, WSKJ, WQYK, KJJY, KSO, WFMS, WBCS, WMIL, WXLL, WLLR, KGHL, KUUY, KNAX, KFMS, KSOP. 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.

WE DON'T
MEAN TO
BROADCAST IT,
BUT...



...THE NEW
CMA BROADCAST
HANDBOOKS
ARE NOW
AVAILABLE...

...HERE'S WHAT YOU'LL
FIND INSIDE:

- Programming information and philosophy
- Successful promotion advice and techniques
- Tips on selling Country radio
- Consulting and syndication information
- Facts and resource data on Country Music television
- An excellent reference guide section

BUT THERE'S A CATCH!!!

To acquire this exclusive publication, "FREE OF CHARGE," you must be an active CMA Broadcast Organizational member. In addition to the CMA Handbook, you'll smass numerous other benefits as well. To acquire your station's copy of the handbook and begin receiving other CMA Organizational benefits, write or contact:

CMA Membership Department
PO Box 2299 Seven Music Circle North
Nashville, TN 37202
615-244-2840

cma
COUNTRY MUSIC ASSOCIATION

CONTRACTORS & SUBS

Table with 6 columns: MOST ADDED, HOTTTEST, SOUTH, HOTTTEST, MIDWEST, HOTTTEST, WEST, HOTTTEST. Each column lists names and affiliations like Waylon Jennings (MCA), Ronnie Milsap (RCA), etc.

EAST SOUTH WEST MIDWEST

Main body of the listing table with columns for EAST, SOUTH, WEST, and MIDWEST. Each column contains multiple rows of names and their associated labels.

WEST

Table with 6 columns: WEST, WEST, WEST, WEST, WEST, WEST. Each column lists names and affiliations for the West region.

164 Reports 150 Current Reports The following station reported no change in its rotations this week: WCBO/Baltimore

The following stations failed to report this week & their rotations were frozen: KHEY/EI/Houston KISS-FM/Miami KMP5/Seattle KRWQ/Little Rock KSSN/Little Rock WBOS/Boston WCOS-FM/Columbia WESW/Greenville WHN/New York WVK/Knoxville WPCO/Baltimore WPR/Albany WTCM/Traverse City

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

Three
WeeksTwo
WeeksLast
Week

Three Weeks	Two Weeks	Last Week	
12	10	2	1 BILLY VERA & THE BEATERS/At This Moment (Rhino)
8	5	3	2 LIONEL RICHIE/Ballerina Girl (Motown)
1	1	1	3 BILLY JOEL/This Is The Time (Columbia)
11	9	5	4 CHICAGO/Will You Still Love Me? (WB)
3	2	4	5 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
8	7	4	6 GREGORY ABBOTT/Shake You Down (Columbia)
9	8	8	7 ANITA BAKER/Caught Up In The Rapture (Elektra)
14	13	11	8 JEFFREY OSBORNE/in Your Eyes (A&M)
5	4	9	9 BENJAMIN ORR/Stay The Night (Elektra)
2	3	6	10 MIAMI SOUND MACHINE/Falling In Love (Uh-Oh) (Epic)
4	6	10	11 BILLY OCEAN/Love Is Forever (Jive/Arista)
18	14	12	12 TINA TURNER/Two People (Capitol)
17	15	15	13 EL DeBARGE/Someone (Gordy/Motown)
—	20	17	14 TOTO/Without Your Love (Columbia)
BREAKER	10	13	15 KENNY ROGERS/Twenty Years Ago (RCA)
20	17	16	16 CARPENTERS/Honolulu City Lights (A&M)
10	12	13	17 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
BREAKER	10	13	18 GLASS TIGER/Someday (Manhattan)
BREAKER	10	13	19 JETS/You Got It All (MCA)
DEBUT	—	—	20 JOURNEY/I'll Be Alright Without You (Columbia)

JANUARY 23, 1987

Total Reports/Adds	Heavy	Medium	Light
40/0	34	6	0
38/1	31	6	1
37/0	28	6	3
35/2	24	8	3
34/0	22	11	1
28/1	22	4	2
32/0	17	13	2
32/0	10	20	2
27/0	14	9	4
29/0	14	7	8
26/0	9	11	6
25/0	9	15	1
28/1	9	18	1
26/3	5	17	4
26/5	3	17	6
23/1	4	16	3
20/0	6	9	5
22/4	7	12	3
22/3	7	13	2
19/3	6	9	4

MOST ADDED

PAUL McCARTNEY (10)
BRUCE HORNSBY & THE RANGE (7)
JANET JACKSON (7)
SHEILA E (6)
KENNY ROGERS (5)
LUTHER VANDROSS (5)

HOTTEST

BILLY VERA & THE BEATERS (28)
LIONEL RICHIE (26)
BILLY JOEL (22)
CHICAGO (20)
GREGORY ABBOTT (18)
LINDA RONSTADT & JAMES INGRAM (15)

BREAKERS.

KENNY ROGERS

Twenty Years Ago (RCA)

62% of our reporters on it. Rotations: Heavy 3, Medium 17, Light 6, Total Adds 5, WPRO, WTMJ, KHOW, WTIC, WCIL. Moves 19-15 on the Full-Service chart.

BRUCE HORNSBY & THE RANGE

Mandolin Range (RCA)

52% of our reporters on it. Rotations: Heavy 2, Medium 10, Light 10, Total Adds 7, KFMB, WICC, WCHS, WROK, WASK, KFQD.

GLASS TIGER

Someday (Manhattan)

52% of our reporters on it. Rotations: Heavy 7, Medium 12, Light 3, Total Adds 4, WELI, WRVA, WSPD, KFQD. Moves 18-18 on the Full-Service chart.

JETS

You Got It All (MCA)

52% of our reporters on it. Rotations: Heavy 7, Medium 13, Light 2, Total Adds 3, KFMB, WRVA, WJBC. Debuts at number 19 on the Full-Service chart.

NEW & ACTIVE

PAUL McCARTNEY "Only Love Remains" (Capitol) 18/10

Rotations: Heavy 0, Medium 12, Total Adds 10, WCCO, WELI, WHBY, WHBC, WSPD, KBOI, WMTR, WGBR, WASK, KFQD. Medium including KFMB, KJR, KUGN, KSL, WPOE, WJBC, KTWO, KVEC. Light including WBA.

JOURNEY "I'll Be Alright Without You" (Columbia) 19/3

Rotations: Heavy 6/0, Medium 9/2, Light 4/1, Total Adds 3, 55KRC, WGOW, WCIL. Heavy: WELI, KBOI, WTKO, WMTR, WSTU, KTWO. Medium including WPRO, KOY, KFMB, KJR, WHBC, WNNR, WPOE. Light including WICC, WCHS, KFQD.

ARETHA FRANKLIN "Jimmy Lee" (Arista) 19/2

Rotations: Heavy 4/0, Medium 13/1, Light 2/1, Total Adds 2, KFMB, WRVA. Heavy: WELI, KUGN, WCIL, KTWO. Medium including KHOW, KOY, KJR, WICC, WGOW, WHBC, WNNR, WPOE, WMTR, WGBR, WSTU, KFQD. Light including WCHS.

JANET JACKSON "Let's Wait Awhile" (A&M) 18/7

Rotations: Heavy 1/0, Medium 8/1, Light 9/8, Total Adds 7, WCHS, WHBC, WROK, KUGN, WJBC, WASK, KFQD. Heavy: KTHW. Medium including WCCO, WELI, WHBY, WSPD, WTKO, KVEC. Light including WNNR, WMTR, WGBR.

ANNE MURRAY "On And On" (Capitol) 15/0

Rotations: Heavy 2/0, Medium 8/0, Light 4/0, Total Adds 0. Heavy: WHBY, KVEC. Medium: WCCO, WHBC, WSPD, KUGN, KSL, WPOE, WGBR, WASK, KTWO. Light: WJBC, WBA, WMTR, WJBC.

LUTHER VANDROSS "Stop To Love" (Epic) 13/5

Rotations: Heavy 1/0, Medium 6/2, Light 6/3, Total Adds 5, KJR, WGOW, KBOI, KUGN, KFQD. Heavy: WCIL. Medium including KHOW, WMTR, WASK, KTWO. Light including WNNR, WTKO, WSTU.

JAMES BROWN "How Do You Stop" (Scotti Bros./CBS) 12/0

Rotations: Heavy 0, Medium 5/0, Light 7/0, Total Adds 0. Medium: WCCO, WCHS, WPOE, WTKO, WCIL. Light: WDBO, WHBC, KBOI, WNNR, WMTR, WGBR, WJBC.

COREY HART "Can't Help Falling In Love" (EMI America) 11/1

Rotations: Heavy 2/0, Medium 6/0, Light 3/1, Total Adds 1, WGOW. Heavy: WPRO, WGBR. Medium: WCCO, WBA, WBOI, WNNR, WJBC, KVEC. Light including WMTR, WSTU.

HUEY LEWIS & THE NEWS "Jacob's Ladder" (Chrysalis) 11/1

Rotations: Heavy 2/0, Medium 4/1, Light 5/0, Total Adds 1, WHAS. Heavy: WICC, KTWO. Medium including KUGN, WPOE, WMTR. Light: WCHS, WHBC, WNNR, WSTU, WJBC.

AIR SUPPLY "Stars in Your Eyes" (Arista) 10/1

Rotations: Heavy 0, Medium 4/0, Light 6/1, Total Adds 1, WCHS. Medium: WSPD, KUGN, KTWO, KVEC. Light including WHBC, WBA, WPOE, WTKO, WGBR, KFQD.

KANSAS "All I Wanted" (MCA) 10/1

Rotations: Heavy 0, Medium 7/0, Light 3/1, Total Adds 1, WGOW. Medium: WICC, WSPD, WNNR, WPOE, WMTR, WSTU, KTWO. Light including KFMB, WTKO.

MADONNA "Open Your Heart" (Sire/WB) 8/0

Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Total Adds 0. Heavy: WICC, KTWO. Medium: WGOW, WSPD, WNNR, WMTR, WSTU. Light: WTKO.

SIGNIFICANT ACTION

SHEILA E "Hold Me" (WB) 7/6

Rotations: Heavy 0, Medium 3/2, Light 4/4, Total Adds 6, WCCO, WCHS, KUGN, WTKO, WCIL, KVEC. Medium including KTWO.

DARYL HALL "Someone Like You" (RCA) 6/4

Rotations: Heavy 0, Medium 4/2, Light 2/2, Total Adds 4, WCCO, WELI, KBOI, WMTR. Medium including WPOE, KTWO.

BRUCE WILLIS "Respect Yourself" (Motown) 5/0

Rotations: Heavy 0, Medium 2/0, Light 3/0, Total Adds 0. Medium: WICC, WPOE. Light: WNNR, WTKO, WMTR.

MELBA MOORE "Falling" (Capitol) 4/4

Rotations: Heavy 0, Medium 2/1, Light 2/2, Total Adds 4, WCCO, WPOE, WTKO, WGBR.

MAUREEN McGOVERN "I Could Have Been A Sailor" (Columbia) 4/3

Rotations: Heavy 0, Medium 2/1, Light 2/2, Total Adds 3, KSL, WGBR, WJBC. Medium including WCCO.

MIKI HOWARD "Come Share My Love" (Atlantic) 4/1

Rotations: Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WTKO. Medium: WCCO. Light including WHBC, WNNR.

ROBBIE NEVIL "C'est La Vie" (Manhattan) 4/0

Rotations: Heavy 1/0, Medium 1/0, Light 2/0, Total Adds 0. Heavy: WICC. Medium: WHAS. Light: 55KRC, WSTU.

STARSHIP "Nothing's Gonna Stop Us Now" (Giant/RCA) 3/3

Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, KUGN, WPOE, KTWO.

CHINA CRISIS "Arizona Sky" (A&M) 3/2

Rotations: Heavy 0, Medium 2/1, Light 1/1, Total Adds 2, WCCO, WGBR. Medium including KTWO.

PETER CETERA "Big Mistake" (Full Moon/WB) 3/2

Rotations: Heavy 0, Medium 0, Light 3/2, Total Adds 2, WTKO, WJBC. Light including WMTR.

DOWNS & PRICE "My Imagination" (Atlantic) 3/2

Rotations: Heavy 0, Medium 2/1, Light 1/1, Total Adds 2, KTWO, KVEC. Medium including KSL.

REBBIE JACKSON "You Send The Rain Away" (Columbia) 3/0

Rotations: Heavy 0, Medium 1/0, Light 2/0, Total Adds 0. Medium: WPOE. Light: WNNR, WTKO.

The Call That Gets It All!

R&R

SUBSCRIBE TODAY!

RADIO & RECORDS

(213)553-4330

RADIO & RECORDS NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS

JANET JACKSON Let's Wait Awhile (A&M)

61% of our reporters on it. Rotations: Heavy 3, Medium 34, Light 23, Total Adds 18 including WSNI, WHTX, W101, KOST, KHYL, WTRX, 3WM, KKUA, KMZQ. Debuts at number 25 on the AC chart.

READY FOR THE WORLD Love You Down (MCA)

51% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 22, Total Adds 13 including WRKA, WNAM, WTRX, WLHT, WFMK, KKUA, KWAV, WKNE, WGLL, WBOW. Debuts at number 29 on the AC chart.

NEW & ACTIVE

DARYL HALL "Someone Like You" (RCA) 48/17

Rotations: Heavy 1.0, Medium 26.6, Light 21/11. Total Adds 17 including WSNI, W101, WKGW, WTFM, WHVE, WNAM, WTRX, WLHT, 3WM, KVVU, KDUK, WTNV. Heavy WSKY. Medium including KIOA, WMGN, WMMJ, WGLL, WQHQ, WPPA, WCKQ, WCHV, WBGH, WZLQ, KTYL. Debuts at number 30 on AC chart.

KENNY ROGERS "Twenty Years Ago" (RCA) 46/10

Rotations: Heavy 0, Medium 27.2, Light 19/8. Total Adds 10, WXTZ, WSTF, WTRX, WMGH, KWAV, WMMJ, WQHQ, WPPA, WGSY, KRLB. Medium including WKYE, WEZC, WTFM, WIZD, WKNE, WGLL, WSKI, WTNV, WAHR, WAEV.

PAUL McCARTNEY "Only Love Remains" (Capitol) 42/16

Rotations: Heavy 0, Medium 22.7, Light 20/9. Total Adds 16 including WARM98, KMJF, B100, KIFM, WIVY, WIZD, WTRX, WMGH, WTNV, WPPA, WSKY, WBGH. Medium including WMTX, WNAM, WEIM, WKNE, WSKI, WCHV, WGSV, WORG.

MIKI HOWARD "Come Share My Love" (Atlantic) 34/12

Rotations: Heavy 0, Medium 9/2, Light 25/10. Total Adds 12, WKYE, WTFM, WRKA, WSFL, WTRX, WEIM, WKNE, WSKI, WTNV, WFFX, WJON, WBOW. Medium including KIOA, WMGH, WSKY, WCHV, WBGH, KQSW, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CHICAGO	98/0	92	5	1
2 BILLY VERA & THE BEATERS	95/0	84	9	2
3 LIONEL RICHIE	97/0	79	17	1
4 JOURNEY	93/0	65	27	1
5 BILLY JOEL	80/0	54	23	3
6 LINDA RONSTADT & JAMES INGRAM	89/2	56	28	5
7 GLASS TIGER	91/5	53	31	7
8 GREGORY ABBOTT	73/0	38	31	4
9 JETS	82/1	46	31	5
10 ARETHA FRANKLIN	84/3	32	41	11
11 TINA TURNER	77/0	40	30	7
12 TOTO	89/5	24	50	15
13 KANSAS	74/2	37	33	4
14 EL O'BARGE	75/0	38	29	8
15 BENJAMIN ORR	66/0	18	40	8
16 ANITA BAKER	73/0	25	40	8
17 JEFFREY OSBORNE	75/2	23	45	7
18 LUTHER VANOROSS	77/7	18	44	15
19 BRUCE HORNSBY & THE RANGE	82/17	9	51	22
20 MADONNA	63/10	23	29	11
21 BILLY OCEAN	53/1	11	33	9
22 MIAMI SOUND MACHINE	44/0	9	27	8
23 BRUCE WILLIS	61/11	5	38	18
24 JERMAINE JACKSON	61/0	8	37	16
25 JANET JACKSON	60/18	3	34	23
26 COREY HART	57/4	9	33	15
27 BRUCE HORNSBY & THE RANGE	36/0	6	20	10
28 SURVIVOR	32/3	11	16	5
29 READY FOR THE WORLD	50/13	2	26	22
30 DARYL HALL	48/17	1	26	21

MOST ADDED

KOOL & THE GANG (21)
STARSHIP (20)
CHINA CRISIS (18)
JANET JACKSON (18)
BRUCE HORNSBY & THE RANGE (17)
DARYL HALL (17)
PAUL McCARTNEY (16)
POINTER SISTERS (15)
READY FOR THE WORLD (13)
RESTLESS HEART (12)
MIKI HOWARD (12)
BURNS SISTERS (12)

HOTTEST

CHICAGO (75)
BILLY VERA & THE BEATERS (75)
LIONEL RICHIE (56)
JOURNEY (42)
LINDA RONSTADT & JAMES INGRAM (32)
BILLY JOEL (30)
GLASS TIGER (26)
GREGORY ABBOTT (23)
TINA TURNER (15)
JETS (13)

SURVIVOR "Is This Love" (Scotti Bros./CBS) 32/3

Rotations: Heavy 11/0, Medium 16/3, Light 5/0. Total Adds 3, WIZD, KIOA, KKLV. Heavy: 2WD, WLLT, WLTf, KKLt, WKYE, KEY103, WIVY, WSTF, WENS, KRVA, WFFX. Medium including WMMJ, B100, K101, U102, WRKA, WHVE.

HUEY LEWIS & THE NEWS "Jacob's Ladder" (Chrysalis) 31/2

Rotations: Heavy 1/0, Medium 24/0, Light 6/2. Total Adds 2, KDUK, KTYL. Heavy: WSFL. Medium including WHTX, 2WD, WLTF, B100, WRKA, WIZD, WHVE, WTRX, WCKQ, WCHV, KRLB, WORG, WBGH, WFFX, K99, KYJC, KALE.

JAMES BROWN "How Do You Stop" (Scotti Bros./CBS) 29/1

Rotations: Heavy 2/0, Medium 14/0, Light 13/1. Total Adds 1, KIOA. Heavy: WGLL, WBGH. Medium: WKYE, WSFL, WNAM, KWFM, WSKI, WTNV, WCKQ, WCHV, WGSV, WZLQ, KKLV, KQSW, KMGO, KALE.

HOWARD JONES "All I Want" (Elektra) 26/6

Rotations: Heavy 0, Medium 7/0, Light 19/6. Total Adds 6, B100, WKYE, WRKA, WTRX, WBOW, KYJC. Medium: KIOA, WQHQ, WSKY, WCKQ, WCHV, KALE. Light including WAEB, WEIM, WSKI, WAGE, WORG, WZLQ, KFBS.

JENNIFER WARNES "Ain't No Cure For Love" (Cyprus/PolyGram) 26/5

Rotations: Heavy 3/0, Medium 6/0, Light 17/5. Total Adds 5, WLHT, WFMK, WHNN, WPPA, WGSV. Heavy: WJON, WBOW, KQSW. Medium: WEIM, WCHV, WAHR, WBGH, WMTFM, KALE. Light including WNAM, WTRX, WKNE, WCKQ, WORG, WKYX.

SIGNIFICANT ACTION

LIONEL RICHIE "Deep River Woman" (Motown) 23/2

Rotations: Heavy 6/0, Medium 11/2, Light 6/0. Total Adds 2, W101, WXTZ. Heavy: WHTX, WKYE, WEZC, KELT, WMGH, WAHR. Medium including WPKR, KVL, 2WD, KMJL, KDUK, KMZQ, WKYX, WBGH, WMTFM.

RUBY TURNER "I'm In Love" (Jive/RCA) 23/0

Rotations: Heavy 0, Medium 12/0, Light 11/0. Total Adds 0, Medium: WNAM, WGLL, WSKI, WQHQ, WSKY, WCHV, WBGH, WMTFM, WJON, KQSW, KMGO, KALE. Light including KIFM, WAEB, WEIM, WGSV, WAGE, WORG, WZLQ, KFBS.

AIR SUPPLY "Stars In Your Eyes" (Arista) 22/6

Rotations: Heavy 0, Medium 5/0, Light 17/6. Total Adds 6, WXTZ, WSFL, WNAM, WAEV, KTYL, KFBS. Medium: WEIM, WCHV, WAHR, WJON, KALE. Light including WLTS, WAEB, WKNE, WCKQ, WGSV, WORG, WZLQ, WMTFM, KKLV.

KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 21/21

Rotations: Heavy 0, Medium 3/3, Light 18/18. Total Adds 21, B100, WIVY, KIOA, KRAV, WEIM, WGLL, WSKI, WQHQ, WPPA, WCKQ, WCHV, WGSV, KRLB, WORG, WBGH, WZLQ, KTYL, WMTFM, WBOW, KKLV, KMGO.

CHINA CRISIS "Arizona Sky" (A&M) 21/18

Rotations: Heavy 0, Medium 3/1, Light 18/17. Total Adds 18, B100, KEY103, WSFL, WNAM, WEIM, WSKI, WQHQ, WSKY, WCHV, KRLB, WAEV, WBGH, WZLQ, WJON, WORG, WKKV, KYJC, KQSW. Medium including WIZD, KALE.

STARSHIP "Nothing's Gonna Stop Us Now" (Grunt/RCA) 20/20

Rotations: Heavy 0, Medium 5/5, Light 15/15. Total Adds 20, WKYE, WIVY, WRKA, WSFL, WNAM, KIOA, WGLL, WSKI, WQHQ, WPPA, WSKY, WCKQ, WCHV, WORG, WBGH, KTYL, KFBS, KYJC, KQSW, KALE.

POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 15/15

Rotations: Heavy 0, Medium 1/0, Light 12/12. Total Adds 15, WSFL, WMMJ, WEIM, WSKI, WQHQ, WPPA, WBGH, WZLQ, KTYL, WMTFM, KFBS, KYJC, KQSW, KMGO, KALE.

ROBBIE NEVIL "C'est La Vie" (Manhattan) 15/2

Rotations: Heavy 7/0, Medium 4/0, Light 4/2. Total Adds 2, U102, WCKQ. Heavy: WSNI, B100, WKYE, WRKA, WING, KRLB, WFFX. Medium: K101, WIVY, WSFL, WHVE. Light including KEY103, KDUK.

RESTLESS HEART "I'll Still Be Loving You" (RCA) 13/12

Rotations: Heavy 0, Medium 1/0, Light 12/12. Total Adds 12, WNAM, WEIM, WKNE, WCKQ, WGSV, KRLB, WBGH, WZLQ, WMTFM, WBOW, KQSW, KALE. Medium: WAHR.

LOVE JUSTICE "Shelter" (Geffen) 13/2

Rotations: Heavy 0, Medium 8/0, Light 5/2. Total Adds 2, KIFM, WSFL. Medium: WKYE, WEIM, WSKY, WCKQ, WBGH, KYJC, KQSW, KALE. Light including WTFM, KWAV, WSKI.

BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 12/12

Rotations: Heavy 0, Medium 0, Light 12/12. Total Adds 12, WAEB, WKYE, WEIM, WCKQ, WCHV, WORG, WAEV, WBGH, KTYL, KQSW, KMGO, KALE.

SHEILA E "Hold Me" (WB) 9/7

Rotations: Heavy 0, Medium 1/0, Light 8/7. Total Adds 7, WKGW, KEY103, WSFL, WNAM, WMTFM, KYJC, KALE. Medium: WBGM. Light including WBOW.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

NEW ARTISTS

Albums

Reports/Adds

1	JULIAN COPE/World Shut Your Mouth (Island)	83/21
2	CINDERELLA/Night Songs (Mercury/PG)	83/6
3	TESLA/Mechanical Resonance (Geffen)	62/7
4	DON DIXON/Most Of The Girls Like... (Enigma)	60/12
5	CROWDED HOUSE/Crowded House (Capitol)	56/10
6	SPOONS/Bridges Over Borders (Mercury/PG)	51/19
7	CONCRETE BLONDE/Concrete Blonde (IRS/MCA)	29/14
8	STRANGLERS/Dreamtime (Epic)	23/6
9	VINNIE VINCENT/Invasion (Chrysalis)	18/7
10	SHRIEKBACK/Big Night Music (Island)	18/3

Tracks

1	ROB JUNGKLAS/Make It Mean... (Manhattan)*	95/8
2	IGGY POP/Real Wild Child (A&M)*	87/9
3	JULIAN COPE/World Shut Your Mouth (Island)	83/21
4	BENJAMIN ORR/Too Hot To Stop (Elektra)*	79/16
5	CINDERELLA/Nobody's Fool (Mercury/PG)	79/6
6	TESLA/Modern Day Cowboy (Geffen)	62/7
7	DON DIXON/Praying Mantis (Enigma)	60/12
8	COLIN JAMES HAY/Hold Me (Columbia)	58/26
9	CROWDED HOUSE/Don't Dream It's Over (Capitol)	54/9
10	SPOONS/Bridges Over Borders (Mercury/PG)	47/18

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.

Zerra One to the rescue!!



12" ON YOUR DESK THIS WEEK

Look for the message
in the bottle this week

and be RESCUED by ZERRA ONE FIVE BOTTLES
INCLUDE A VERY SPECIAL MESSAGE FROM
ZERRA ONE AND POLYGRAM



Manufactured and Marketed by
PolyGram Records

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

169 REPORTS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium
3	2	1	1	BON JOVI/Livin' On A Prayer (Mercury/PG)	140+/4	65+	130+ 9-
7	5	4	2	ROBERT CRAY BAND/Smoking Gun (Mercury/PG)	146-/0	32+	101+ 43-
15	8	6	3	EDDIE MONEY/I Wanna Go Back (Columbia)	135-/3	41+	101+ 33-
11	7	7	4	ERIC CLAPTON/Tearing Us Apart (Duck/WB)	138=/2	30+	104+ 30-
8	3	3	5	PETER GABRIEL/Big Time (Geffen)	130-/3	40-	104- 19-
1	1	2	6	PRETENDERS/My Baby (Sire/WB)	122-/2	27-	98- 23-
19	13	12	7	WORLD PARTY/Ship Of Fools (Chrysalis)	137-/0	14+	72+ 62-
10	6	5	8	ANN WILSON/The Best Man In The World (Capitol)	115-/1	35+	92- 19-
-	35	15	9	ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)	148+/18	8+	48+ 94+
17	14	11	10	KBC BAND/America (Arista)	131=/8	12-	72+ 54-
13	11	10	11	BILLY IDOL/Don't Need A Gun (Chrysalis)	120-/3	19+	72+ 41-
30	18	13	12	STEVE MILLER BAND/Nobody But You Baby (Capitol)	128+/7	17+	68+ 57+
-	42	21	13	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	124+/24	15+	63+ 57+
16	10	9	14	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	107-/2	21-	85- 17-
DEBUT	15	15	15	LOU GRAMM/Midnight Blue (Atlantic)	128 /128	1	29 91
32	22	20	16	EUROPE/The Final Countdown (Epic)	125+/8	4+	43+ 73-
27	19	16	17	JOURNEY/I'll Be Alright Without You (Columbia)	101-/3	20+	65- 36+
58	21	18	18	DEEP PURPLE/Bad Attitude (Mercury/PG)	126-/0	3+	37+ 75-
21	17	14	19	KINKS/Working At The Factory (MCA)	115-/2	2-	50+ 57-
-	40	28	20	LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)	130-/21	1=	23+ 90+
37	28	25	21	DAVID & DAVID/Ain't So Easy (A&M)	123+/12	2+	31+ 86+
48	32	27	22	BOSTON/Can'tcha Say/Still In Love (MCA)	105+/16	14+	57+ 43+
-	49	32	23	GENESIS/Tonight, Tonight, Tonight (Atlantic)	105+/20	9+	44+ 58+
60	43	30	24	GEORGIA SATELLITES/Battleship Chains (Elektra)	121+/19	1+	24+ 90+
5	4	8	25	BRUCE HORNSBY & THE RANGE/On The Western Skyline (RCA)	88-/1	8-	55- 29+
DEBUT	26	26	26	REO SPEEDWAGON/That Ain't Love (Epic)	118 /118	3	15 95
33	30	29	27	'TIL TUESDAY/Coming Up Close (Epic)	101+/8	6=	27- 68+
6	9	17	28	BOSTON/Cool The Engines (MCA)	73-/1	6-	44- 25-
25	24	24	29	SMITHEREENS/Behind The Wall Of Sleep (Enigma)	94-/3	3=	24- 63=
42	36	34	30	CINDERELLA/Nobody's Fool (Mercury/PG)	79+/6	9+	34+ 37-
29	26	31	31	TIMBUK3/Life Is Hard (IRS/MCA)	95-/1	0=	16- 70-
40	34	33	32	IGGY POP/Real Wild Child (A&M)	87+/9	1=	19+ 52=
43	39	35	33	KANSAS/Power (MCA)	87+/7	2=	22+ 58+
49	46	42	34	ERIC CLAPTON/Miss You (Duck/WB)	76+/15	1=	26+ 46=
54	41	39	35	ROB JUNGKLAS/Make It Mean Something (Manhattan)	95+/8	1+	8+ 70+
2	15	22	36	GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)	53-/1	13-	41- 6-
56	51	41	37	ROBIN TROWER/No Time (GNP Crescendo)	89+/9	1+	8= 67+
-	56	44	38	BENJAMIN ORR/Too Hot To Stop (Elektra)	79+/16	1=	16+ 56+
28	25	31	39	PRETENDERS/Room Full Of Mirrors (Sire/WB)	66-/1	1-	28- 32-
-	59	46	40	JULIAN COPE/World Shut Your Mouth (Island)	83+/21	0=	11+ 55+
14	16	23	41	JASON & THE SCORCHERS/Golden Ball And Chain (EMI America)	74-/0	1-	13- 54-
DEBUT	42	42	42	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	79 /78	2	14 55
4	12	19	43	ERIC CLAPTON/It's In The Way You Use It (Duck/WB)	51-/0	11-	33- 14-
-	50	20	44	DAVE EDMUNDS/The Wanderer (Columbia)	70+/16	0=	8+ 52+
-	59	45	45	STEVIE RAY VAUGHAN & DOUBLE.../Willie The Wimp (Epic)	78+/33	0=	7+ 52+
12	23	38	46	BRUCE SPRINGSTEEN & THE E STREET BAND/Fire (Columbia)	51-/3	3=	23- 22+
20	29	36	47	BOSTON/We're Ready (MCA)	40-/0	4-	31- 6-
53	48	45	48	LOVE & ROCKETS/All In My Mind (Big Time/RCA)	60-/3	2=	8+ 40-
DEBUT	49	49	49	STEVE WINWOOD/The Finer Things (Island/WB)	56+/28	2=	10+ 42+
-	52	50	50	TESLA/Modern Day Cowboy (Geffen)	62+/7	1-	6+ 39+
DEBUT	51	51	51	RIC OCASEK/Keep On Laughing (Geffen)	54+/19	0=	8+ 40+
36	37	43	52	BON JOVI/Wanted Dead Or Alive (Mercury/PG)	40-/2	2+	17- 22-
-	57	43	53	CROWDED HOUSE/Don't Dream It's Over (Capitol)	54+/9	2=	9+ 34+
50	50	47	54	JOAN JETT & THE BLACKHEARTS/Roadrunner (Blackheart/CBS)	52-/2	1-	9+ 33-
DEBUT	55	55	55	COLIN JAMES HAY/Hold Me (Columbia)	58+/26	0=	3+ 39+
-	58	50	56	DON DIXON/Praying Mantis (Enigma)	60+/12	0=	5+ 42+
22	27	37	57	BRUCE SPRINGSTEEN & THE E STREET BAND/Because... (Col.)	41-/0	2-	18- 20-
9	20	40	58	STEVE MILLER BAND/I Want To Make The World... (Capitol)	35-/0	3-	22- 11-
59	54	48	59	BOSTON/Hollyann (MCA)	38-/3	3=	15- 22-
DEBUT	60	60	60	LONE JUSTICE/I Found Love (Geffen)	42+/8	0=	8+ 25+

BREAKERS

LOU GRAMM
Midnight Blue (Atlantic)
76% of our reporters on it.

GEORGIA SATELLITES
Battleship Chains (Elektra)
72% of our reporters on it.

REO SPEEDWAGON
That Ain't Love (Epic)
70% of our reporters on it.

BOSTON
Can'tcha Say/Still In Love (MCA)
62% of our reporters on it.

GENESIS
Tonight, Tonight, Tonight (Atlantic)
62% of our reporters on it.

'TIL TUESDAY
Coming Up Close (Epic)
60% of our reporters on it.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

MOST ADDED

- LOU GRAMM/Midnight (128)
REO SPEEDWAGON/Ain't (118)
STARSHIP/Nothing's (78)
STEVIE RAY VAUGHAN.../While (33)
STEVE WINWOOD/Finer (28)
COLIN JAMES HAY/Hold (24)
BRUCE HORNSBY.../Mandolin (24)
LOS LOBOS/Shakin' (21)
JULIAN COPE/World (21)
GENESIS/Tonight (20)

HOTTEST

- BON JOVI/Livin' (65)
EDDIE MONEY/Wanna (41)
PETER GABRIEL/Big (40)
ANN WILSON/Best (35)
ROBERT CRAY BAND/Smoking (32)
ERIC CLAPTON/Tearing (30)
PRETENDERS/Baby (27)
HUWE LEWIS/Jacob's (21)
JOURNEY/Airight (20)
BILLY IDOL/Gun (19)

CHART CLIMBERS

- ROB JUNGKLAS "Make It Mean Something" (Manhattan) 95/8 (89/14)
IGBY POP "Real Wild Child" (A&M) 87/9 (82/6)
KANSAS "Power" (MCA) 87/7 (82/15)
JULIAN COPE "World Shut Your Mouth" (Island) 83/21 (63/17)
STARSHIP "Nothing's Gonna Stop Us Now" (Grant/RCR) 79/78 (1/1)
BENJAMIN ORR "Too Hot To Stop" (Elektra) 79/16 (64/19)
CINDERELLA "Nobody's Fool" (Mercury/PolyGram) 79/6 (76/10)
STEVIE RAY VAUGHAN & DOUBLE TROUBLE "While The Wimp" (Epic) 78/33 (48/20)
ERIC CLAPTON "Miss You" (Duck/WB) 76/15 (61/11)
DAVE EDMUNDS "The Wanderer" (Columbia) 70/16 (56/29)

- CONCRETE BLONDE "True" (IRS/MCA) 27/14 (13/11)
KINKS "Lost And Found" (MCA) 27/4 (24/1)
DEEP PURPLE "Call Of The Wild" (Mercury/PolyGram) 26/15 (14/14)
BRUCE SPRINGSTEEN & THE E STREET BAND "Seeds" (Columbia) 24/2 (27/5)
STRANGLERS "Always The Sun" (Epic) 23/6 (17/6)
IRON MAIDEN "Stranger In A Strange Land" (Capitol) 18/4 (15/7)
VINNIE VINCENT "No Substitute" (Chrysalis) 17/8 (9/5)
ERIC CLAPTON "Run" (Duck/WB) 17/5 (13/3)
SHRIEKBACK "Gunsling For The Buddha" (Island) 17/4 (14/6)
BRIGHTON ROCK "We Came To Rock" (A&M) 16/2 (14/9)
BOB GELDOF "Love Like A Rocket" (Atlantic) 16/0 (19/5)
CHINA CRISIS "Arizona Sky" (Virgin/A&M) 15/8 (6/0)
DAVID LEE ROTH "I'm Easy" (WB) 15/3 (13/9)
TRIUMPH "Just One Night" (MCA) 14/8 (6/1)
HIPSWAY "The Honeythief" (Columbia) 14/3 (11/9)
HOWARD JONES "AR I Want" (Elektra) 14/2 (12/9)
PAUL SIMON "The Boy In The Bubble" (WB) 14/1 (15/7)

AOR ALBUMS

MOST ADDED

- LOS LOBOS (23)
STEVIE RAY VAUGHAN... (23)
JULIAN COPE (21)
ALAN PARSONS PROJECT (20)
STEVE WINWOOD (20)
GENESIS (19)
DAVE EDMUNDS (17)
RIC OCASEK (17)
CONCRETE BLONDE (14)
BENJAMIN ORR (14)

HOTTEST

- BON JOVI (66)
ERIC CLAPTON (46)
EDDIE MONEY (41)
PETER GABRIEL (40)
GOLDEN CHILD (35)
ROBERT CRAY BAND (33)
PRETENDERS (30)
BOSTON (26)
BRUCE HORNSBY & THE RANGE (25)
BILLY IDOL (21)
HUWE LEWIS & THE NEWS (21)

NEW & ACTIVE

- STRANGLERS "Dreamtime" (Epic) 23/6 (17/5)
PAUL SIMON "Graceland" (WB) 20/1 (22/6)
VINNIE VINCENT "Invasion" (Chrysalis) 18/7 (11/4)
IRON MAIDEN "Somewhere In Time" (Capitol) 18/3 (16/6)
SHRIEKBACK "Big Night Music" (Island) 18/3 (16/5)
DAVID LEE ROTH "Eat 'Em And Smile" (WB) 17/3 (15/9)
BRIGHTON ROCK "Young, Wild And Free" (A&M) 17/2 (15/9)
CHART CLIMBERS - Charted tracks that are building in airplay but have yet to become Breakers. Numbers indicate total reports/adds, e.g., 80/40 means 80 total reports and 40 adds. (Figures in parentheses are last week's data.)

NEW & ACTIVE

- SPOONS "Bridges Over Borders" (Mercury/PolyGram) 47/18 (30/14)
BEASTIE BOYS "Fight For Your Right (To Party)" (Def Jam/Columbia) 38/2 (39/8)
JOHN EDDIE "Pretty Little Rebel" (Columbia) 36/2 (37/1)
GEORGIA SATELLITES "Railroad Steel" (Elektra) 31/2 (34/3)
PSEUDO ECHO "Living In A Dream" (RCA) 30/6 (24/18)

NEW & ACTIVE - Records building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three-Week
Reports

169 REPORTS

Three-Week Reports	Two-Week Reports	One-Week Reports	Album
1	1	1	ERIC CLAPTON /August (Duck/WB)
7	4	4	BON JOVI /Slippery When Wet (Mercury/PG)
3	2	3	BOSTON /Third Stage (MCA)
4	3	4	PRETENDERS /Get Close (Sire/WB)
8	5	5	BRUCE HORNSBY & THE RANGE /The Way It Is (RCA)
5	7	6	STEVE MILLER BAND /Living In The 20th Century (Capitol)
10	10	8	ROBERT CRAY BAND /Strong Persuader (Mercury/PG)
6	8	7	GEORGIA SATELLITES /Georgia Satellites (Elektra)
14	12	12	EDDIE MONEY /Can't Hold Back (Columbia)
11	11	10	PETER GABRIEL /So (Geffen)
19	16	17	WORLD PARTY /Private Revolution (Chrysalis)
9	9	12	HUEY LEWIS & THE NEWS /Fore! (Chrysalis)
12	13	14	BILLY IDOL /Whiplash Smile (Chrysalis)
—	—	22	ALAN PARSONS PROJECT /Gaudi (Arista)
16	15	16	KBC BAND /KBC Band (Arista)
13	14	16	KINKS /Think Visual (MCA)
—	—	13	GOLDEN CHILD /Soundtrack (Capitol)
21	18	19	DAVID & DAVID /Boomtown (A&M)
—	—	21	DEEP PURPLE /The House Of Blue Light (Mercury/PG)
28	21	20	JOURNEY /Raised On Radio (Columbia)
33	25	24	GENESIS /Invisible Touch (Atlantic)
29	23	23	EUROPE /The Final Countdown (Epic)
2	6	11	BRUCE SPRINGSTEEN & THE E STREET BAND /Live/1975-85 (Columbia)
DEBUT			
15	18	25	LOS LOBOS /By The Light Of The Moon (Slash/WB)
18	20	19	BENJAMIN ORR /The Lace (Elektra)
18	20	19	KANSAS /Power (MCA)
30	26	29	TIL TUESDAY /Welcome Home (Epic)
26	22	27	SMITHEREENS /Especially For You (Enigma)
34	31	30	CINDERELLA /Night Songs (Mercury/PG)
35	29	31	IGGY POP /Blah, Blah, Blah (A&M)
27	24	28	TIMBUK3 /Greetings From Timbuk3 (IRS/MCA)
25	30	35	STEVE WINWOOD /Back In The High Life (Island/WB)
—	—	39	ROBIN TROWER /Passion (GNP Crescendo)
—	—	36	ROB JUNGKLAS /Closer To The Flame (Manhattan)
17	17	26	JASON & THE SCORCHERS /Still Standing (EMI America)
22	33	36	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Live Alive (Epic)
20	27	32	RIC OCASEK /This Side Of Paradise (Geffen)
—	—	40	JULIAN COPE /World Shut Your Mouth (Island)
DEBUT			
32	34	38	DAVE EDMUNDS /Hear You Rockin' (Columbia)
32	34	38	LONE JUSTICE /Shelter (Geffen)

JANUARY 23, 1987

Album	Reports/Adds	Power	Heavy	Medium
"Tearing" (138) "Miss" (76) "It's" (51)	162 -/0	46 -	135 -	25 +
"Livin'" (140) "Wanted" (40) "Let It" (13)	142 +/3	66 +	133 +	8 -
"Can'tcha" (105) "Cool" (73) "Ready" (40)	140 -/1	26 -	109 -	27 +
"My Baby" (122) "Room" (66) "Light" (9)	149 -/0	30 -	111 -	34 +
"Mandolin" (124) "Western" (88) "Every" (11)	150 -/4	25 -	103 -	43 +
"Nobody" (128) "I Want" (35) "Loved" (28)	147 -/1	19 -	85 -	60 =
"Smoking" (146) "I Guess" (7) "Right" (5)	148 -/0	33 +	103 +	43 -
"Battleship" (121) "Keep" (53) "Railroad" (31)	148 +/5	14 -	61 -	78 +
"I Wanna" (135) "Endless" (7) "We Should" (6)	138 -/3	41 +	105 +	32 -
"Big Time" (130) "Don't" (3) "That Voice" (2)	132 -/5	40 -	105 -	20 -
"Ship" (137) "Private" (10) "All" (8)	144 -/1	14 +	73 +	64 -
"Jacob's" (107) "Whole" (20) "I Know" (12)	120 -/1	21 -	90 -	24 -
"Don't Need" (120) "Sweet" (13) "Soul" (12)	124 -/1	21 +	74 +	44 -
"Standing" (148) "Too Late" (9) "Money" (7)	151 +/20	8 +	48 +	97 +
"America" (131) "Hold Me" (4) "When Love" (3)	138 +/11	12 -	74 -	58 -
"Working" (115) "Lost" (27) "Rock" (4)	134 -/1	3 -	56 +	70 -
"The Best Man" (115)	115 -/1	35 +	92 -	19 =
"Ain't So" (123) "Swallowed" (8) "Welcome" (3)	128 +/10	2 +	34 +	88 +
"Bad Attitude" (126) "Call" (26) "Unwritten" (4)	134 +/2	3 +	37 +	80 -
"I'll Be Alright" (101) "Positive" (3) "Happy" (1)	103 +/4	20 +	65 -	38 +
"Tonight" (105) "Land" (16) "Deep" (4)	116 +/19	13 +	52 +	60 +
"The Final" (125) "Rock" (3) "Ninja" (1)	127 +/9	4 +	43 +	75 -
"Fire" (51) "Because" (41) "Seeds" (24)	77 -/3	7 -	33 -	36 +
"Shakin'" (130) "One Time" (3) "Set Me Free" (3)	133 /23	1	23	93
"Too Hot" (79) "Stay" (19) "In Circles" (3)	99 +/14	3 -	31 -	62 +
"Power" (87) "All I Wanted" (24) "Silhouettes" (1)	102 -/4	4 -	31 -	63 +
"Coming Up" (101) "What About" (1) "Sunday" (1)	102 +/8	7 -	28 -	68 +
"Behind" (94) "Strangers" (2) "Blood" (2)	100 -/3	3 =	25 -	66 -
"Nobody's" (79) "Nothin'" (3) "Somebody" (3)	83 +/6	10 +	35 +	41 -
"Real Wild" (87) "Cry" (1) "Shades" (1)	87 +/9	1 =	19 +	53 +
"Life" (95) "Future's" (3) "Facts" (1)	96 -/1	0 =	16 -	71 -
"The Finer Things" (56) "Back" (21) "Take It" (7)	71 +/20	5 =	19 -	47 +
"No Time" (89) "Passion" (3) "Caroline" (2)	93 +/9	1 +	9 +	70 +
"Make It Mean" (95)	95 +/8	1 +	8 +	70 +
"Golden Ball" (74) "Shotgun" (6) "Crashin'" (2)	79 -/0	1 -	13 -	59 -
"Willie" (78) "Superstition" (8) "Pride" (4)	84 +/23	1 =	9 =	54 +
"Keep On Laughing" (54) "True" (20) "Emotion" (3)	71 +/17	1 -	16 -	46 +
"World Shut" (83)	83 +/21	0 =	11 +	55 +
"The Wanderer" (70) "I Hear" (6) "Slipping" (2)	75 +/17	0 =	8 +	55 +
"I Found Love" (42) "Shelter" (17) "Reflected" (2)	57 +/6	1 =	13 =	32 +



BREAKERS

LOS LOBOS
By The Light Of The Moon (Slash/WB)
79% of our reporters on it.

NEW & ACTIVE

TESLA "Mechanical Resonance" (Geffen) 62/7 (56/10)
Adds: WNEW, WTPA, WHEB, KBAT, WKQZ, KEZE, WWTB Powers 1: Heavy 6: KWIC, WFYV, KRIX, KISS, KNAC, KWHL
Medium 39 including WBAF, WKLS, WYRF, WLZ, KSHE, KJPD, KZAP, KGB, KJME

DON DIXON "Most Of The Girls Like To Dance..." (Enigma) 60/12 (50/4)
Adds including KUPD, WFLR, WAQY, WOUR, WAAF, WAPL, KDJK, KLPX, KQWB Heavy 5: WHJY, KLBJ, KRIX, WRQJ, WQBK, Medium 42 including WQVE, WXRT, KFQO, WTPA, KNCN, WRQK, KEZO, WMRY, KILQ, KKDJ

LOVE & ROCKETS "Express" (Big Time/RCA) 60/3 (65/5)
Adds: WEGR, WMGM, WOOJ, Powers 2: Heavy 8: WBAB, KRQD, 9IX, WHFS, WLIR, KRIX, KRNA, KTCL, Medium 40 including WBYR, WLUP, WXRT, KGB, KFQO, KRQR, KROR, WTPA, WCCC, KNCN, WDJZ

CROWDED HOUSE "Crowded House" (Capitol) 56/10 (46/5)
Adds: WNEW, KTCZ, KBGO, WHCN, WHEB, KBAT, WRXL, WKGR, WFNX, WRKI, Powers 2: Heavy 9: WBCN, WLUP, CFOX, WCMF, CFNY, WOUR, KLBJ, KKCY, KRNA, Medium 36 including KTGO, WSHE, WNDR, WLLZ, KYYS, WCCC, WAAC, KLAQ, WLAV, KATT

JOAN JETT & THE BLACKHEARTS "Good Music" (Blackheart/CBS) 52/2 (56/5)
Adds: WRDQ, WRQK, Powers 1: Heavy 9: WBCN, WNEW, WXRK, WKLC, WQHA, WLIR, WAAF, KRIX, KRQJ, Medium 33 including WBAB, WMMR, KTXQ, WNDR, WLLZ, KBPI, KRQD, KUPD, 9IX, KGB

SPOONS "Bridges Over Borders" (Mercury/PolyGram) 51/19 (32/15)
Adds including WBYR, WYRK, WQVE, WKLS, KYYS, KBGO, WCCC, KNCN, WLAV, KKDJ, Heavy 3: Q107, WLIR, CHEZ, Medium 31 including KTXQ, 9IX, WRYX, WTPA, KLAQ, WRQK, KEZO, WMRY, KFMF, KTYD

BEASTIE BOYS "Licensed To Ill" (Def Jam/Columbia) 39/2 (42/6)
Adds: WMRR, KISW, Powers 1: Heavy 4: WBCN, WXRK, WKLC, WLIR, Medium 27 including WNEW, WHJY, KRQD, KUPD, 9IX, WOUR, WAAF, WKCF, KISS, KKDJ, KLPX

JOHN EDDIE "John Eddie" (Columbia) 36/2 (37/1)
Adds: WDJZ, KMZY, Powers 1: Heavy 7: WBCN, WXRK, WMRR, WTPA, KRIX, KRNA, KRQJ, Medium 17 including WNEW, DC101, KUPD, KRQR, WQHA, WEZX, WAQZ, KWIC, WXXV

CONCRETE BLONDE "Concrete Blonde" (IRS/MCA) 29/14 (15/13)
Adds including WBYR, WYRK, WXRT, KBCO, KUPD, KMDD, WRKI, KFMZ, Heavy 1: WMRY, Medium 13 including KTXQ, KYYS, KNCN, WRXL, KICF, KTCL, KRQJ, KTYD

R.E.M. "Lifes Rich Pageant" (IRS/MCA) 25/2 (25/6)
Adds: WPDH, KFMQ, Heavy 4: WXRT, 9IX, WHFS, WLIR, Medium 18 including WHJY, KBGO, KRQD, WTPA, WCCC, WTUE, WLAV, KEZO, WMRY, WGR

TRIUMPH "The Sport Of Kings" (MCA) 24/7 (20/0)
Adds: WHJY, WWCZ, KMDD, KLPX, KATP, WRJF, KRNA, Powers 1: Heavy 7: Q107, KBPI, KGB, WIMZ, KISS, WXLX, KRQJ, Medium 12 including CHOM, WRIF, KGRS, KSHE, CFOX, KGGG, KATT, KFMZ

LOS LOBOS



THE NEW ALBUM

PRODUCED BY
T-BONE BURNETT AND LOS LOBOS

- ONE TIME ONE NIGHT ■
- SHAKIN' SHAKIN' SHAKES ■
- IS THIS ALL THERE IS? ■
- PRENDA DEL ALMA ■
- ALL I WANTED TO DO WAS DANCE ■
- SET ME FREE (ROSA LEE) ■
- THE HARDEST TIME ■
- MY BABY'S GONE ■
- RIVER OF FOOLS ■
- THE MESS WE'RE IN ■
- TEARS OF GOD ■

BY THE LIGHT OF THE MOON



Management: Linda Clark © 1987 Slash Records

REGIONAL OR ACTIVITY

SOUTH (Continued)

KZEW/Dallas (214) 748-8988
RD: RONIE ANDERSON (PROG)
RD: JIMMY BELL
RD: JIMMY BELL
RD: JIMMY BELL

KWIC/Beaumont (409) 842-2210
RD: TONY GARLAND
RD: MIKE KELLY
RD: MIKE KELLY
RD: MIKE KELLY

W2M/FMcNolville (512) 525-0000
RD: JOHN CARSON
RD: MIKE CAPPS
RD: MIKE CAPPS
RD: MIKE CAPPS

WKDF/Nashville (615) 244-9531
RD: JUDY HEWITT
RD: JUDY HEWITT
RD: JUDY HEWITT
RD: JUDY HEWITT

WRXL/Richmond (804) 282-9731
RD: DAVID GROSSMAN
RD: DAVID GROSSMAN
RD: DAVID GROSSMAN
RD: DAVID GROSSMAN

WXR/Charlotte (704) 322-1713
RD: BOB SALGHEI
RD: BOB SALGHEI
RD: BOB SALGHEI
RD: BOB SALGHEI

WZEW/Mobile (404) 452-0102
RD: CATT STONE
RD: JIMMY TERRY
RD: JIMMY TERRY
RD: JIMMY TERRY

WRTX/Chicago (312) 777-1700
RD: NORN WINTER
RD: NORN WINTER
RD: NORN WINTER
RD: NORN WINTER

KYSS/Kansas City (316) 581-9102
RD: SCOTT JANARD
RD: SCOTT JANARD
RD: SCOTT JANARD
RD: SCOTT JANARD

WQFM/Milwaukee (414) 276-2040
RD: GREG ASHMAN
RD: GREG ASHMAN
RD: GREG ASHMAN
RD: GREG ASHMAN

KGGO/Denver (303) 555-7831
RD: JIMMY BELL
RD: JIMMY BELL
RD: JIMMY BELL
RD: JIMMY BELL

KLON/Houston (713) 526-6855
RD: RICK LAURETT
RD: RICK LAURETT
RD: RICK LAURETT
RD: RICK LAURETT

WRFX/Charlotte (704) 331-1712
RD: BOB CRYSTLER
RD: BOB CRYSTLER
RD: BOB CRYSTLER
RD: BOB CRYSTLER

WKQJ/Washington (806) 252-6694
RD: DAVE HENDERSON
RD: DAVE HENDERSON
RD: DAVE HENDERSON
RD: DAVE HENDERSON

KRHX/McAllen (512) 350-9999
RD: BOB SHOOK
RD: BOB SHOOK
RD: BOB SHOOK
RD: BOB SHOOK

KISS/San Antonio (512) 223-6211
RD: TERRY REED
RD: TERRY REED
RD: TERRY REED
RD: TERRY REED

WOOJF/Myers (813) 275-9685
RD: PAT DECK
RD: PAT DECK
RD: PAT DECK
RD: PAT DECK

KESS/San Antonio (512) 337-4550
RD: LEX ROY HANSEN
RD: LEX ROY HANSEN
RD: LEX ROY HANSEN
RD: LEX ROY HANSEN

KSHES/Louis (314) 842-1111
RD: RICK BAKER
RD: RICK BAKER
RD: RICK BAKER
RD: RICK BAKER

WONE/FM/Kron (714) 535-7831
RD: WAGS WAGS
RD: WAGS WAGS
RD: WAGS WAGS
RD: WAGS WAGS

WKKGF/Wayne (313) 255-7831
RD: RICK WEST
RD: RICK WEST
RD: RICK WEST
RD: RICK WEST

WVAF/Grand Rapids (616) 546-5611
RD: DAVE LANGE
RD: DAVE LANGE
RD: DAVE LANGE
RD: DAVE LANGE

WYN/Tampa (813) 228-6090
RD: GARY CROWDER
RD: GARY CROWDER
RD: GARY CROWDER
RD: GARY CROWDER

KNCN/Corpus Christi (512) 288-1000
RD: PEP PEREZ
RD: PEP PEREZ
RD: PEP PEREZ
RD: PEP PEREZ

KMXX/Little Rock (501) 470-0080
RD: TOM WOOD
RD: TOM WOOD
RD: TOM WOOD
RD: TOM WOOD

WORZ/Orlando (305) 788-1400
RD: ALAN ENGLISH
RD: ALAN ENGLISH
RD: ALAN ENGLISH
RD: ALAN ENGLISH

WVX/Savannah (912) 897-1529
RD: BILL WELLS
RD: BILL WELLS
RD: BILL WELLS
RD: BILL WELLS

WRUF-FM/Gainesville (804) 392-0771
RD: HARRY GUSCOTT
RD: HARRY GUSCOTT
RD: HARRY GUSCOTT
RD: HARRY GUSCOTT

WBNC/Cincinnati (513) 871-8700
RD: TOM DEANE
RD: TOM DEANE
RD: TOM DEANE
RD: TOM DEANE

KTZC/Minneapolis (612) 338-4000
RD: ALAN WARDON
RD: ALAN WARDON
RD: ALAN WARDON
RD: ALAN WARDON

WVLP/Albany (414) 724-2226
RD: BRIAN TAYLOR
RD: BRIAN TAYLOR
RD: BRIAN TAYLOR
RD: BRIAN TAYLOR

WFOB/Indianapolis (317) 257-5565
RD: NORTY BENDER
RD: NORTY BENDER
RD: NORTY BENDER
RD: NORTY BENDER

WQK/Concord (214) 482-5630
RD: GREG MORISON
RD: GREG MORISON
RD: GREG MORISON
RD: GREG MORISON

WZC/Atlanta Beach, NC (919) 278-2019
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL

WKRR/Greensboro (919) 274-8042
RD: BRUCE WHEELER
RD: BRUCE WHEELER
RD: BRUCE WHEELER
RD: BRUCE WHEELER

WQMF/Louisville (502) 589-4400
RD: DEE MEYER
RD: DEE MEYER
RD: DEE MEYER
RD: DEE MEYER

WQIZ/Orlando (305) 445-1802
RD: JIM RUSSELL
RD: JIM RUSSELL
RD: JIM RUSSELL
RD: JIM RUSSELL

KATP/Amarillo (806) 374-1637
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER

KFMX/ubbock (806) 747-1224
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER

KTAL/Shevport (813) 425-2422
RD: BRIAN MILLER
RD: BRIAN MILLER
RD: BRIAN MILLER
RD: BRIAN MILLER

WVLO/Columbus (614) 224-1271
RD: WENDY TETZ
RD: WENDY TETZ
RD: WENDY TETZ
RD: WENDY TETZ

WVLP/Davenport (319) 326-2541
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN

WVLA/Lansing (517) 669-4351
RD: RICK VAN GIL
RD: RICK VAN GIL
RD: RICK VAN GIL
RD: RICK VAN GIL

WVLP/Davenport (319) 326-2541
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN

WZC/Atlanta Beach, NC (919) 278-2019
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL

WKRR/Greensboro (919) 274-8042
RD: BRUCE WHEELER
RD: BRUCE WHEELER
RD: BRUCE WHEELER
RD: BRUCE WHEELER

WQMF/Louisville (502) 589-4400
RD: DEE MEYER
RD: DEE MEYER
RD: DEE MEYER
RD: DEE MEYER

WQIZ/Orlando (305) 445-1802
RD: JIM RUSSELL
RD: JIM RUSSELL
RD: JIM RUSSELL
RD: JIM RUSSELL

KATP/Amarillo (806) 374-1637
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER

KFMX/ubbock (806) 747-1224
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER

KTAL/Shevport (813) 425-2422
RD: BRIAN MILLER
RD: BRIAN MILLER
RD: BRIAN MILLER
RD: BRIAN MILLER

WVLO/Columbus (614) 224-1271
RD: WENDY TETZ
RD: WENDY TETZ
RD: WENDY TETZ
RD: WENDY TETZ

WVLP/Davenport (319) 326-2541
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN

WVLA/Lansing (517) 669-4351
RD: RICK VAN GIL
RD: RICK VAN GIL
RD: RICK VAN GIL
RD: RICK VAN GIL

WVLP/Davenport (319) 326-2541
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN

WZC/Atlanta Beach, NC (919) 278-2019
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL
RD: ROBYN MITCHELL

WKRR/Greensboro (919) 274-8042
RD: BRUCE WHEELER
RD: BRUCE WHEELER
RD: BRUCE WHEELER
RD: BRUCE WHEELER

WQMF/Louisville (502) 589-4400
RD: DEE MEYER
RD: DEE MEYER
RD: DEE MEYER
RD: DEE MEYER

WQIZ/Orlando (305) 445-1802
RD: JIM RUSSELL
RD: JIM RUSSELL
RD: JIM RUSSELL
RD: JIM RUSSELL

KATP/Amarillo (806) 374-1637
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER

KFMX/ubbock (806) 747-1224
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER
RD: GARY WINTER

KTAL/Shevport (813) 425-2422
RD: BRIAN MILLER
RD: BRIAN MILLER
RD: BRIAN MILLER
RD: BRIAN MILLER

WVLO/Columbus (614) 224-1271
RD: WENDY TETZ
RD: WENDY TETZ
RD: WENDY TETZ
RD: WENDY TETZ

WVLP/Davenport (319) 326-2541
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN

WVLA/Lansing (517) 669-4351
RD: RICK VAN GIL
RD: RICK VAN GIL
RD: RICK VAN GIL
RD: RICK VAN GIL

WVLP/Davenport (319) 326-2541
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN
RD: GARY JAGAN

MIDWEST

PARALLEL ONE

PARALLEL TWO

PARALLEL THREE

PARALLEL FOUR

PARALLEL FIVE

Continued on next page

MOST ADDED MIDWEST BREAKOUTS
REO Speedwagon
Starship
Wang Chung
Lou Gramm
Bruce Springsteen

CHARTS & HOT

MOST ADDED WEST BREAKOUTS
Starship
Bruce Springsteen
Duran Duran
Wang Chung

MIDWEST

PARALLEL TWO

WFO/Arara, OH
Arduin/Knowles
RONPATT & INGRAM
DART HALL
SIC SCARAS
PETERSON
STANLEY
PAUL MCCARTNEY
BOB DYLAN
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9

WEST

PARALLEL TWO

WFO/Arara, OH
Arduin/Knowles
RONPATT & INGRAM
DART HALL
SIC SCARAS
PETERSON
STANLEY
PAUL MCCARTNEY
BOB DYLAN
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9

WEST

PARALLEL TWO

WFO/Arara, OH
Arduin/Knowles
RONPATT & INGRAM
DART HALL
SIC SCARAS
PETERSON
STANLEY
PAUL MCCARTNEY
BOB DYLAN
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9

WEST

PARALLEL TWO

WFO/Arara, OH
Arduin/Knowles
RONPATT & INGRAM
DART HALL
SIC SCARAS
PETERSON
STANLEY
PAUL MCCARTNEY
BOB DYLAN
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9

WEST

PARALLEL TWO

WFO/Arara, OH
Arduin/Knowles
RONPATT & INGRAM
DART HALL
SIC SCARAS
PETERSON
STANLEY
PAUL MCCARTNEY
BOB DYLAN
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9

WEST

PARALLEL TWO

WFO/Arara, OH
Arduin/Knowles
RONPATT & INGRAM
DART HALL
SIC SCARAS
PETERSON
STANLEY
PAUL MCCARTNEY
BOB DYLAN
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9
WFO/Grand Rapids, MI
Duran Duran
BRUCE SPRINGSTEEN (dp)
DANIEL CAHOON (dp)
PETER CETERA (dp)
TRIMON (dp)
JOHN JETTIE (dp)
ROBERT ROY (dp)
WILLIE E (dp)
KANSAS 2-1
SON JOVI 10-4
MADONNA 6-2
BILLY JOEL 15-11
JANET JACKSON 27-18
TIL TUESDAY 13-9

VOICE TECH

Listen to it. Stereo firepower, three-dimensional effects, almost hypnotic repeatability. Test it. The highest audience recall in modern radio history.

For segues, the music never stops. Call letters, frequency and slogans become an art form. Contests are next. Use it. Join more than a hundred top stations around the world.

VOICE TECH delivers maximum punch for minimum bucks. The original is still the best by far. Nothing comes close to VOICE TECH. We'll stake our new demo tape on it.



4134 S. HUDORA STREET
INGLEWOOD, CO. 80110
(303) 756-9949

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 199,999 and below.

239 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 100/25 44% with regional reach of 33% and national summary of 11.

EXAMPLE

100/25 = 100 CHR reporting stations on it this week including 25 new adds. 44% = Percentage of this weeks reporters playing it.

Regional Reach = Percentage of reporters playing the song within each region. National Summary Up 51 = Number of stations moving it up on the charts. Debut 20 = Number of stations debuting the song this week. Same 4 = Number of stations reporting no 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.

A-HA Cry Wolf (WB) LP: Scoundrel Days

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 54/14 23% with regional reach of 19% and national summary of 9.

Regional charts for A-HA Cry Wolf (WB) showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

ANITA BAKER Caught Up In The Rapture (Elektra) LP: Rapture

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 102/15 43% with regional reach of 42% and national summary of 39.

Regional charts for ANITA BAKER showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

BEASTIE BOYS Fight For... (Def Jam/Columbia) LP: License To Ill

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 162/21 68% with regional reach of 71% and national summary of 81.

Regional charts for BEASTIE BOYS showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

BOSTON We're Ready (MCA) LP: Third Stage

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 213/4 89% with regional reach of 90% and national summary of 178.

Regional charts for BOSTON We're Ready showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

BON JOVI Livin' On A Prayer (Mercury) LP: Slippery When Wet /PolyGram

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 228/2 95% with regional reach of 98% and national summary of 209.

Regional charts for BON JOVI showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

Boston Continued

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 100/10 100% with regional reach of 100% and national summary of 10.

Regional charts for Boston Continued showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

CAMEO Candy (Atlanta /PolyGram) LP: Word Up

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 69/16 29% with regional reach of 31% and national summary of 13.

Regional charts for CAMEO Candy showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

PETER CETERA Big Mistake (Full Moon/WB) LP: Solitude/Solitude

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 70/31 29% with regional reach of 28% and national summary of 46.

Regional charts for PETER CETERA showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

CHICAGO Will You Still Love Me? (WB) LP: Chicago 18

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 232/3 97% with regional reach of 94% and national summary of 194.

Regional charts for CHICAGO Will You Still Love Me? showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

CINDERELLA Nobody's Fool (Mercury/PolyGram) LP: Night Songs

Table with 3 columns: Regional Reach, National Summary, and Debut/Adds/Drops. Shows 172/8 72% with regional reach of 71% and national summary of 116.

Regional charts for CINDERELLA showing station lists for EAST, SOUTH, WEST, MIDWEST, and NORTH.

PARALLELS

E

CROWDED HOUSE

102/25 43% National Summary... Don't Dream It's Over (Capitol) LP: Crowded House

Regional charts for Crowded House across various markets including WEST, SOUTH, MIDWEST, and EAST.

DEAO OR ALIVE

180/27 75% National Summary... Brand New Lover (Epic) LP: Mad, Bad And Dangerous To Know

Regional charts for Deao Or Alive across various markets including WEST, SOUTH, MIDWEST, and EAST.

EUROPE

111/61 46% National Summary... The Final Countdown (Epic) LP: The Final Countdown

Regional charts for Europe across various markets including WEST, SOUTH, MIDWEST, and EAST.

SAMANTHA FOX

206/4 86% National Summary... Touch Me (I Want Your Body) (Jive/RCA) LP: Touch Me

Regional charts for Samantha Fox across various markets including WEST, SOUTH, MIDWEST, and EAST.

PETER GABRIEL

206/19 86% National Summary... Big Time (Geffen) LP: So

Regional charts for Peter Gabriel across various markets including WEST, SOUTH, MIDWEST, and EAST.

CHICO DEBARGE

287/28 83% National Summary... Talk To Me (Motown) LP: Chico DeBarge

Regional charts for Chico DeBarge across various markets including WEST, SOUTH, MIDWEST, and EAST.

DAVID & DAVID

68/28 28% National Summary... Ain't So Easy (A&M) LP: Boomtown

Regional charts for David & David across various markets including WEST, SOUTH, MIDWEST, and EAST.

EXPOSE

91/45 38% National Summary... Come Go With Me (Arista) LP: Exposure

Regional charts for Exposé across various markets including WEST, SOUTH, MIDWEST, and EAST.

ARETHA FRANKLIN

168/7 70% National Summary... Jimmy Lee (Arista) LP: Arista

Regional charts for Aretha Franklin across various markets including WEST, SOUTH, MIDWEST, and EAST.

GEORGIA SATELLITES

204/4 85% National Summary... Keep Your Hands To Yourself (Elektra) LP: Georgia Satellites

Regional charts for Georgia Satellites across various markets including WEST, SOUTH, MIDWEST, and EAST.

PARALLELS

Georgia Satellites Continued

Table with columns for station call letters, frequency, and program details. Includes stations like WOPN 10-9, WOPN 10-9, WOPN 10-9, etc.

GLASS TIGER Someone Today (Manhattan) LP: The Thin Red Line

Regional Summary for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National Summary: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

Regional and National breakdown for Glass Tiger. Regional: R 878, S 878, M 911, W 888. National: UP 131, DEBITS 2, SAME 35, DOWN 41, ADDS 2.

DARYL HALL Someone Like You (RCA) LP: Three Hearts in the Happy Ending

Regional Summary for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National Summary: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

Regional and National breakdown for Daryl Hall. Regional: R 378, S 378, M 311, W 458. National: UP 3, DEBITS 12, SAME 32, DOWN 0, ADDS 39.

HIPSWAY The Honeytree (Columbia) LP: Hipsway

Regional Summary for Hipsway. Regional: R 278, S 278, M 101, W 278. National Summary: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

Regional and National breakdown for Hipsway. Regional: R 278, S 278, M 101, W 278. National: UP 1, DEBITS 6, SAME 20, DOWN 0, ADDS 25.

BILLY IDOL Don't Need A Gun (Chrysalis) LP: Whiplash Smile

Regional Summary for Billy Idol. Regional: R 454, S 478, M 431, W 551. National Summary: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

Regional and National breakdown for Billy Idol. Regional: R 454, S 478, M 431, W 551. National: UP 18, DEBITS 22, SAME 45, DOWN 0, ADDS 29.

JETS You Got It All (MCA) LP: The Jets

Regional Summary for The Jets. Regional: R 854, S 878, M 788, W 988. National Summary: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

Regional and National breakdown for The Jets. Regional: R 854, S 878, M 788, W 988. National: UP 17, DEBITS 12, SAME 13, DOWN 5, ADDS 5.

COREY HART Can't Help Falling in Love (EMI America)

Regional Summary for Corey Hart. Regional: R 698, S 698, M 628, W 651. National Summary: UP 92, DEBITS 7, SAME 28, DOWN 5, ADDS 9.

Regional and National breakdown for Corey Hart. Regional: R 698, S 698, M 628, W 651. National: UP 92, DEBITS 7, SAME 28, DOWN 5, ADDS 9.

Regional and National breakdown for Corey Hart. Regional: R 698, S 698, M 628, W 651. National: UP 92, DEBITS 7, SAME 28, DOWN 5, ADDS 9.

Regional and National breakdown for Corey Hart. Regional: R 698, S 698, M 628, W 651. National: UP 92, DEBITS 7, SAME 28, DOWN 5, ADDS 9.

Regional and National breakdown for Corey Hart. Regional: R 698, S 698, M 628, W 651. National: UP 92, DEBITS 7, SAME 28, DOWN 5, ADDS 9.

BRUCE HORNBY & THE RANGE Mandolin Rain (RCA) LP: The Way It Is

Regional Summary for Bruce Hornby & The Range. Regional: R 848, S 848, M 848, W 848. National Summary: UP 105, DEBITS 22, SAME 22, DOWN 0, ADDS 11.

Regional and National breakdown for Bruce Hornby & The Range. Regional: R 848, S 848, M 848, W 848. National: UP 105, DEBITS 22, SAME 22, DOWN 0, ADDS 11.

Regional and National breakdown for Bruce Hornby & The Range. Regional: R 848, S 848, M 848, W 848. National: UP 105, DEBITS 22, SAME 22, DOWN 0, ADDS 11.

Regional and National breakdown for Bruce Hornby & The Range. Regional: R 848, S 848, M 848, W 848. National: UP 105, DEBITS 22, SAME 22, DOWN 0, ADDS 11.

Regional and National breakdown for Bruce Hornby & The Range. Regional: R 848, S 848, M 848, W 848. National: UP 105, DEBITS 22, SAME 22, DOWN 0, ADDS 11.

Regional and National breakdown for Bruce Hornby & The Range. Regional: R 848, S 848, M 848, W 848. National: UP 105, DEBITS 22, SAME 22, DOWN 0, ADDS 11.

JANET JACKSON Let's Wait Awhile (A&M) LP: Control

Regional Summary for Janet Jackson. Regional: R 811, S 811, M 524, W 781. National Summary: UP 48, DEBITS 33, SAME 44, DOWN 0, ADDS 46.

Regional and National breakdown for Janet Jackson. Regional: R 811, S 811, M 524, W 781. National: UP 48, DEBITS 33, SAME 44, DOWN 0, ADDS 46.

Regional and National breakdown for Janet Jackson. Regional: R 811, S 811, M 524, W 781. National: UP 48, DEBITS 33, SAME 44, DOWN 0, ADDS 46.

Regional and National breakdown for Janet Jackson. Regional: R 811, S 811, M 524, W 781. National: UP 48, DEBITS 33, SAME 44, DOWN 0, ADDS 46.

Regional and National breakdown for Janet Jackson. Regional: R 811, S 811, M 524, W 781. National: UP 48, DEBITS 33, SAME 44, DOWN 0, ADDS 46.

HOWARD JONES All I Want (Elektra) LP: One to One

Regional Summary for Howard Jones. Regional: R 188, S 188, M 228, W 254. National Summary: UP 7, DEBITS 13, SAME 27, DOWN 0, ADDS 3.

Regional and National breakdown for Howard Jones. Regional: R 188, S 188, M 228, W 254. National: UP 7, DEBITS 13, SAME 27, DOWN 0, ADDS 3.

Regional and National breakdown for Howard Jones. Regional: R 188, S 188, M 228, W 254. National: UP 7, DEBITS 13, SAME 27, DOWN 0, ADDS 3.

Regional and National breakdown for Howard Jones. Regional: R 188, S 188, M 228, W 254. National: UP 7, DEBITS 13, SAME 27, DOWN 0, ADDS 3.

Regional and National breakdown for Howard Jones. Regional: R 188, S 188, M 228, W 254. National: UP 7, DEBITS 13, SAME 27, DOWN 0, ADDS 3.

LOU GRAMM Midnight Blue (Atlantic) LP: Ready or Not

Regional Summary for Lou Gramm. Regional: R 388, S 388, M 388, W 388. National Summary: UP 0, DEBITS 0, SAME 0, DOWN 0, ADDS 66.

Regional and National breakdown for Lou Gramm. Regional: R 388, S 388, M 388, W 388. National: UP 0, DEBITS 0, SAME 0, DOWN 0, ADDS 66.

Regional and National breakdown for Lou Gramm. Regional: R 388, S 388, M 388, W 388. National: UP 0, DEBITS 0, SAME 0, DOWN 0, ADDS 66.

PARALLELS

Ready For The World Continued...
WLAN 35-23
R761 36-40
M87V 7-8

RED SPEEDWAGON
That Ain't Love (Epic)
LP: Life As We Know It
Regional Reach: C 311, S 453, M 533, W 434

104/104 44% National Summary
Regional Reach: C 311, S 453, M 533, W 434
DEBITS 0, SAME 0, DOWN 0, ADDS 104

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

Picture Yourself In R&R.
If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.
R&R RADIO & RECORDS
1930 Century Park W. Los Angeles, CA 90067 (213) 553-4330

LIONEL RICHIE
Ballerin' Girl (Motown)
LP: Dancing On The Ceiling
199/5 83% National Summary
Regional Reach: C 83, S 95, M 79, W 86

18 National Summary
Regional Reach: C 83, S 95, M 79, W 86
DEBITS 0, SAME 24, DOWN 1, ADDS 5

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

LINDA RONSTADT & JAMES INGRAM
Somewhere Out There (MCA)
LP: "An American Tail" Soundtrack
149/18 62% National Summary
Regional Reach: C 608, S 618, M 528, W 768

34 National Summary
Regional Reach: C 608, S 618, M 528, W 768
DEBITS 0, SAME 1, DOWN 1, ADDS 18

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

BRUCE SPRINGSTEEN & E STREET BAND
Fire (Columbia)
LP: Springsteen Live 1975-1985
72/86 30% National Summary
Regional Reach: C 358, S 218, M 298, W 418

18 National Summary
Regional Reach: C 358, S 218, M 298, W 418
DEBITS 2, SAME 2, DOWN 0, ADDS 66

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

STACEY Q
We Connect (Atlantic)
LP: Stacey Q: Better Than Heaven
57/14 24% National Summary
Regional Reach: C 258, S 238, M 248, W 418

18 National Summary
Regional Reach: C 258, S 238, M 248, W 418
DEBITS 9, SAME 17, DOWN 2, ADDS 14

STARSHIP
Nothing's Gonna Stop Us Now (Grun)
111/111 46% National Summary
Regional Reach: C 538, S 508, M 458, W 438

18 National Summary
Regional Reach: C 538, S 508, M 458, W 438
DEBITS 0, SAME 11, DOWN 0, ADDS 111

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

TOTO
Without Your Love (Columbia)
LP: Fahrenheit
176/5 73% National Summary
Regional Reach: C 758, S 748, M 718, W 738

35 National Summary
Regional Reach: C 758, S 748, M 718, W 738
DEBITS 36, SAME 29, DOWN 0, ADDS 5

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

LUTHER VAN DYKE
Stop To Love (Epic)
LP: Give Me The Reason
198/8 83% National Summary
Regional Reach: C 878, S 878, M 868, W 928

17 National Summary
Regional Reach: C 878, S 878, M 868, W 928
DEBITS 7, SAME 15, DOWN 4, ADDS 8

BRUCE WILLIS
Respect Yourself (Motown)
LP: The Return Of Bruno
212/8 89% National Summary
Regional Reach: C 868, S 878, M 868, W 948

29 National Summary
Regional Reach: C 868, S 878, M 868, W 948
DEBITS 56, SAME 36, DOWN 0, ADDS 8

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

WANG CHUNG
Let's Go (Geffen)
LP: Mosaic
146/61 61% National Summary
Regional Reach: C 568, S 588, M 628, W 718

35 National Summary
Regional Reach: C 568, S 588, M 628, W 718
DEBITS 36, SAME 29, DOWN 0, ADDS 5

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

BRUCE WILLIS
Respect Yourself (Motown)
LP: The Return Of Bruno
212/8 89% National Summary
Regional Reach: C 868, S 878, M 868, W 948

29 National Summary
Regional Reach: C 868, S 878, M 868, W 948
DEBITS 56, SAME 36, DOWN 0, ADDS 8

WEST, SOUTH, EAST, MIDWEST, NORTH, SOUTHWEST, SOUTHEAST, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN, CENTRAL, PACIFIC, MOUNTAIN, PLAINS, GREAT LAKES, ATLANTIC, CAROLINA, SOUTHERN, NORTHERN, MIDWESTERN, SOUTHWESTERN, SOUTHEASTERN

PARALLELS

SIGNIFICANT ACTION

B

SANANARAMA A Trick Of The Night (London/PolyGram) LP: True Confessions

BOBBY BROWN Gibbonette (MCA) LP: King Of Stage

JAMES BROWN How Do You Stop (Scott Bros/CBS) LP: Gravity

C

CLUB NOUVEAU Lean On Me (WB) LP: Life, Love & Pain

COMMUNARDS Don't Leave Me This Way (MCA) LP: Communards

ROBERT CRAY BAND Smoking Gun (Mercury/PolyGram) LP: Strong Persuader

D

CHRIS DeBURGH The Lady In Red (A&M) LP: Into The Light

EL DeBARGE Someone (Gordy/Motown) LP: El DeBarge

DURAN DURAN Skin Trade (Capitol) LP: Notorious

E

EIGHT SECONDS Kiss You (When It's Dangerous) (PolyGram/PolyGram) LP: Alimantar

FIVE STAR If I Say Yes (RCA) LP: Silk & Steel

G

GENESIS Tonight, Tonight, Tonight (Atlantic) LP: Invisible Touch

JASON AND THE SCORCHERS Golden Ball And Chain LP: Still Standing (EMI America)

ROB HUNGLAS Make It Mean Something LP: Closer To The Flame (Manhattan)

K

KOOL & THE GANG Stone Love (Mercury/PolyGram) LP: Forever

PAUL McCARTNEY Only Love Remains (Capitol) LP: Press To Play

N

NOCCERA Summertime... (Sleeping Bag) LP: Invisible Touch

RIC OCASEK True To You (Geffen) LP: This Side Of Paradise

PET SHOP BOYS Suburbia (EMI America) LP: Please

P

PRETENDERS Skin Trade (Capitol) LP: Get Close

LIONEL RICHIE Deep River Woman (Motown) LP: Dancing On The Ceiling

S

SHEILA E Hold Me (Pasey Park/WB) LP: Sheila E

SWEET SENSATION Hooked On You (Next Plateau) LP: Hooked On You

TIL TUESDAY Coming Up Close (Epic) LP: Welcome Home

T

TRUMP Triumph Just One Night (MCA) LP: The Spirit Of Kings

UFTON I Know I'm Losing You (Oak Lawn) LP: I Know I'm Losing You

U

PAUL YOUNG Why Does A Man Have To Be Strong LP: Between Two Fires (Columbia)

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS.

JANET JACKSON

Let's Wait Awhile (A&M)

71% of our reporters playing it. Moves: Up 48, Debuts 43, Same 33, Down 0, Adds 46 including WPHD, Y100, WGH, 92X, WNCI, KBEQ, Y108. See Parallels, debuts at number 40 on the CHR chart.

BEASTIE BOYS

Fight For Your Right (To Party) (Def Jam/Columbia)

68% of our reporters playing it. Moves: Up 81, Debuts 33, Same 25, Down 2, Adds 21 including WBEN, WVIC, Q106, G105, WKDD, KQKQ, I94. See Parallels, moves 40-31 on the CHR chart.

LINDA RONSTADT & JAMES INGRAM

Somewhere Out There (MCA)

62% of our reporters playing it. Moves: Up 85, Debuts 29, Same 16, Down 1, Adds 18 including PRO-FM, 99DTX, KMJK, WNOK, KKRD, KLUC, 95XXX. See Parallels, debuts at number 34 on the CHR chart.

WANG CHUNG

Let's Go (Geffen)

61% of our reporters playing it. Moves: Up 3, Debuts 48, Same 34, Down 0, Adds 61 including WBEN, PWR997, 93FM, WNCI, WLOL, KIIS, KWOD. Complete airplay in Parallels.

NEW & ACTIVE

COREY HART "Can't Help Falling In Love" (EMI America) 141/9
JEFF LORBER featuring KARYN WHITE "Facts Of Life" (WB) 140/20
BILLY IDOL "Don't Need A Gun" (Chrysalis) 114/29
STARSHIP "Nothing's Gonna Stop Us Now" (Giant/RCA) 111/11
EUROPE "The Final Countdown" (Epic) 111/51
REO SPEEDWAGON "That Ain't Love" (Epic) 104/104
CROWDED HOUSE "Don't Dream It's Over" (Capitol) 102/25
ANITA BAKER "Caught Up In The Rapture" (Elektra) 102/15
EXPOSE "Come Go With Me" (Arista) 91/45
DARYL HALL "Someone Like You" (RCA) 86/39
BRUCE SPRINGSTEEN "Fire" (Columbia) 72/66
PETER CETERA "Big Mistake" (Full Moon/WB) 70/31
CAMEO "Candy" (Atlanta Artists/PolyGram) 69/16
DAVID & DAVID "Ain't So Easy" (A&M) 68/28
LONE JUSTICE "Shelter" (Geffen) 67/11
LOU GRAMM "Midnight Blue" (Atlantic) 66/66
STACEY Q "We Connect" (Atlantic) 57/14
NANCY MARTINEZ "For Tonight" (Atlantic) 57/0
A-HA "Cry Wolf" (WB) 54/14
HIPSWAY "The Honeythief" (Columbia) 52/25
HOWARD JONES "All I Want" (Elektra) 50/3

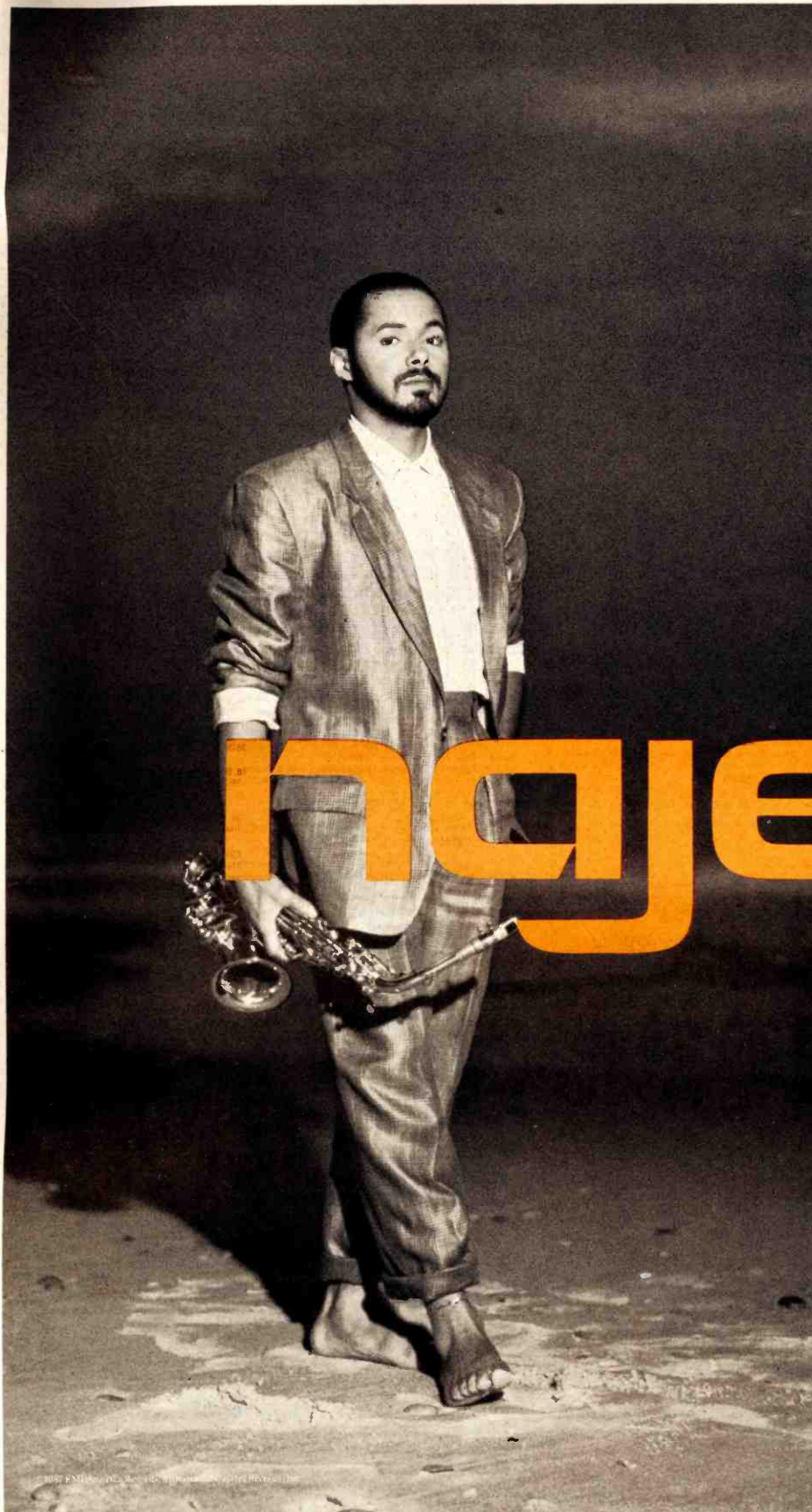
MOST ADDED MOST ACTIVE HOTTEST

- STARSHIP (111) REO SPEEDWAGON (104) LOU GRAMM (66) BRUCE SPRINGSTEEN (66) WANG CHUNG (61) EUROPE (51) OURAN DURAN (46) JANET JACKSON (46) EXPOSE (45) DARYL HALL (39)
JEFF LORBER (99) COREY HART (94) ANITA BAKER (47) EUROPE (44) BILLY IDOL (40) CROWDED HOUSE (40) CAMEO (38) LONE JUSTICE (34) A-HA (28) BOBBY BROWN (24) STACEY Q (24)
BON JOVI (159) MADONNA (149) BILLY VERA... (117) CHICAGO (71) SAMANTHA FOX (11) GEORGIA SATELLITES (67) HUEY LEWIS... (42) CYNDI LAUPER (39) BEASTIE BOYS (34) BOSTON (33)

Most Active = Ups + Debuts - Downs

SIGNIFICANT ACTION

EL DeBARGE "Someone" (Gordy/Motown) 47/4
DURAN DURAN "Skin Trade" (Capitol) 46/46
TIL TUESDAY "Coming Up Close" (Epic) 45/4
RIC DICKERSON "True To You" (Geffen) 45/3
COMMUNARDOS "Don't Leave Me This Way" (MCA) 39/16
ROB JUNGKLAS "Make It Mean Something" (Manhattan) 38/17
SHIRLEY MURDOCK "As We Lay" (Elektra) 37/12
EIGHT SECONDS "Kiss You (When It's Dangerous)" (Polydor/PolyGram) 37/12
BOBBY BROWN "Girlfriend" (MCA) 37/11
FIVE STAR "If I Say Yes" (RCA) 35/3
CLUB NOUVEAU "Lean On Me" (WB) 32/24
BANANARAMA "A Trick Of The Night" (London/PolyGram) 29/1
SWEET SENSATION "Hooked On You" (Next Plateau) 28/9
PRETENDERS "My Baby" (Sire/WB) 27/24
JAMES BROWN "How Do You Stop" (Scotti Bros./CBS) 25/2
LIONEL RICHIE "Deep River Woman" (Motown) 23/2
SHEILA E "Hold Me" (WB) 22/10
RON & THE D.C. CREW "Ronnie's Rapp" (Profile) 21/3
PET SHOP BOYS "Suburba" (EMI America) 20/4
NOCERA "Summertime Summertime" (Sleeping Bag) 18/5
KODL & THE GANG "Stone Love" (Mercury/PolyGram) 17/17
ROBERT CRAY "Smoking Gun" (Polydor/PolyGram) 17/9
GENESIS "Tonight, Tonight, Tonight" (Atlantic) 17/8
TRUMP "Just One Night" (MCA) 16/16
PAUL McCARTNEY "Only Love Remains" (Capitol) 13/5



As the hour
grows later
the music
feels better.

najee

SWEET LOVE

The first single
from the debut album
najee's theme

Produced by Rahm Song
Management, Rush Productions





CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Artist/Track
10	4	2	1 MADONNA/Open Your Heart (Sire/WB)
9	2	1	2 BILLY VERA & THE BEATERS/At This Moment (Rhino)
22	12	9	3 CHICAGO/Will You Still Love Me? (WB)
30	16	10	4 BON JOVI/Livin' On A Prayer (Mercury/PG)
15	10	8	5 CYNDI LAUPER/Change Of Heart (Portrait/CBS)
7	6	5	6 GENESIS/Land Of Confusion (Atlantic)
11	8	7	7 GLASS TIGER/Someday (Manhattan)
18	14	11	8 BOSTON/We're Ready (MCA)
25	17	13	9 SAMANTHA FOX/Touch Me (I Want Your Body) (Jive/RCA)
38	27	16	10 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
28	18	14	11 GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)
3	1	3	12 GREGORY ABBOTT/Shake You Down (Columbia)
4	4	4	13 ROBBIE NEVIL/C'est La Vie (Manhattan)
6	5	6	14 JANET JACKSON/Control (A&M)
32	24	19	15 JETS/You Got It All (MCA)
31	25	20	16 BENJAMIN ORR/Stay The Night (Elektra)
33	28	22	17 LUTHER VANDROSS/Stop To Love (Epic)
35	29	23	18 LIONEL RICHIE/Ballerina Girl (Motown)
36	32	25	19 READY FOR THE WORLD/Love You Down (MCA)
34	30	24	20 CHICO DEBARGE/Talk To Me (Motown)
39	36	28	21 PETER GABRIEL/Big Time (Geffen)
37	34	26	22 JOURNEY/I'll Be Alright Without You (Columbia)
24	20	18	23 BILLY JOEL/This Is The Time (Columbia)
5	9	12	24 SURVIVOR/Is This Love (Scotti Bros/CBS)
—	40	33	25 EDDIE MONEY/I Wanna Go Back (Columbia)
—	37	32	26 CINDERELLA/Nobody's Fool (Mercury/PG)
14	13	15	27 KOOL & THE GANG/Victory (Mercury/PG)
1	11	21	28 BANGLES/Walk Like An Egyptian (Columbia)
—	35	29	29 BRUCE WILLIS/Respect Yourself (Motown)
—	37	30	30 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
BREAKER	31	31	31 BEASTIE BOYS/Fight For Your Right To Party (Def Jam/Columbia)
—	36	32	32 DEAD OR ALIVE/Brand New Lover (Epic)
—	34	33	33 ARETHA FRANKLIN/Jimmy Lee (Arista)
BREAKER	34	34	34 LINDA RONSTADT & JAMES INGRAM/Somebody Out There (MCA)
—	38	35	35 TOTO/Without Your Love (Columbia)
2	7	17	36 DURAN DURAN/Notorious (Capitol)
DEBUT	37	37	37 COREY HART/Can't Help Falling In Love (EMI America)
DEBUT	38	38	38 JEFF LORBER featuring KARYN WHITE/Facts Of Love (WB)
19	19	27	39 KANSAS/All I Wanted (MCA)
BREAKER	40	40	40 JANET JACKSON/Let's Wait Awhile (A&M)

N&A Begins on Page 94

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	Artist/Track
5	3	2	1 CHICAGO/Will You Still Love Me? (WB)
6	1	1	2 BILLY VERA & THE BEATERS/At This Moment (Rhino)
7	6	3	3 LIONEL RICHIE/Ballerina Girl (Motown)
14	9	4	4 JOURNEY/I'll Be Alright Without You (Columbia)
1	2	4	5 BILLY JOEL/This Is The Time (Columbia)
8	7	6	6 LINDA RONSTADT & JAMES INGRAM/Somebody Out There (MCA)
23	14	9	7 GLASS TIGER/Someday (Manhattan)
2	4	7	8 GREGORY ABBOTT/Shake You Down (Columbia)
21	15	13	9 JETS/You Got It All (MCA)
16	13	12	10 ARETHA FRANKLIN/Jimmy Lee (Arista)
12	10	10	11 TINA TURNER/Two People (Capitol)
—	24	17	12 TOTO/Without Your Love (Columbia)
25	15	14	13 KANSAS/All I Wanted (MCA)
18	17	14	14 EL DEBARGE/Someone (Gordy/Motown)
4	8	11	15 BENJAMIN ORR/Stay The Night (Elektra)
3	5	8	16 ANITA BAKER/Caught Up In The Rapture (Elektra)
20	19	17	17 JEFFREY OSBORNE/In Your Eyes (A&M)
—	26	20	18 LUTHER VANDROSS/Stop To Love (Epic)
—	23	21	19 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
—	30	24	20 MADONNA/Open Your Heart (Sire/WB)
10	12	16	21 BILLY OCEAN/Love Is Forever (Jive/Arista)
9	11	19	22 MIAMI SOUND MACHINE/Falling In Love (Uh-Oh) (Epic)
—	30	25	23 BRUCE WILLIS/Respect Yourself (Motown)
30	27	25	24 JERMAINE JACKSON/Words Into Action (Arista)
BREAKER	25	26	25 JANET JACKSON/Let's Wait Awhile (A&M)
—	26	26	26 COREY HART/Can't Help Falling In Love (EMI America)
13	16	22	27 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
—	29	28	28 SURVIVOR/Is This Love (Scotti Bros/CBS)
BREAKER	29	29	29 READY FOR THE WORLD/Love You Down (MCA)
DEBUT	30	30	30 DARYL HALL/Someone Like You (RCA)

N&A Begins on Page 74

AOR TRACKS®

Three Weeks	Two Weeks	Last Week	Artist/Track
3	2	1	1 BON JOVI/Livin' On A Prayer (Mercury/PG)
7	5	4	2 ROBERT CRAY BAND/Smoking Gun (Mercury/PG)
15	8	6	3 EDDIE MONEY/I Wanna Go Back (Columbia)
11	7	7	4 ERIC CLAPTON/Tearing Us Apart (Duck/WB)
8	3	3	5 PETER GABRIEL/Big Time (Geffen)
1	1	2	6 PRETENDERS/My Baby (Sire/WB)
19	13	12	7 WORLD PARTY/Ship Of Fools (Chrysalis)
10	6	5	8 ANN WILSON/The Best Man In The World (Capitol)
—	35	15	9 ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)
17	14	11	10 KBC BAND/America (Arista)
13	11	10	11 BILLY IDOL/Don't Need A Gun (Chrysalis)
30	18	13	12 STEVE MILLER BAND/Nobody But You Baby (Capitol)
—	42	21	13 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
16	10	9	14 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
BREAKER	15	15	15 LOU GRAM/Midnight Blue (Atlantic)
32	22	20	16 EUROPE/The Final Countdown (Epic)
27	19	16	17 JOURNEY/I'll Be Alright Without You (Columbia)
58	21	18	18 DEEP PURPLE/Bad Attitude (Mercury/PG)
21	17	14	19 KINKS/Working At The Factory (MCA)
—	40	28	20 LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)
37	28	25	21 DAVID & DAVID/Ain't So Easy (A&M)
BREAKER	22	22	22 BOSTON/Cant'cha Say/Still In Love (MCA)
BREAKER	23	23	23 GENESIS/Tonight, Tonight, Tonight (Atlantic)
BREAKER	24	24	24 GEORGIA SATELLITES/Battleship Chains (Elektra)
5	4	8	25 BRUCE HORNSBY & THE RANGE/On The Western Skyline (RCA)
BREAKER	25	25	26 REO SPEEDWAGON/That Ain't Love (Epic)
BREAKER	27	27	27 'TIL TUESDAY/Coming Up Close (Epic)
6	9	17	28 BOSTON/Cool The Engines (MCA)
25	24	24	29 SMITHEREENS/Behind The Wall Of Sleep (Enigma)
42	36	34	30 CINDERELLA/Nobody's Fool (Mercury/PG)

Complete Tracks Chart Begins on Page 76

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	Artist/Track
5	2	1	1 CAMEO/Candy (Atlanta Artists/PG)
19	11	8	2 FREDDIE JACKSON/Have You Ever Loved Somebody (Capitol)
15	9	5	3 MELBA MOORE/Falling (Capitol)
3	3	2	4 ARETHA FRANKLIN/Jimmy Lee (Arista)
4	4	3	5 MIKI HOWARD/Come Share My Love (Atlantic)
13	7	6	6 SHIRLEY MURDOCK/As We Lay (Elektra)
21	14	9	7 LIONEL RICHIE/Ballerina Girl (Motown)
14	8	7	8 ROBBIE NEVIL/C'est La Vie (Manhattan)
18	13	10	9 GAP BAND/Big Fun (Total Experience/RCA)
36	23	16	10 CLUB NOUVEAU/Situation #9 (Tommy Boy/WB)
23	17	13	11 DONNA ALLEN/Serious (21/Atco)
29	19	14	12 FIVE STAR/If I Say Yes (RCA)
25	20	18	13 RAY GOODMAN & BROWN/Take It To The Limit (EMI America)
22	16	15	14 TINA TURNER/Two People (Capitol)
39	27	17	15 LOOSE ENDS/Slow Down (MCA)
32	24	19	16 ROSE ROYCE/Doesn't Have To Be This Way (Omni/Atlantic)
1	1	4	17 LUTHER VANDROSS/Stop To Love (Epic)
30	25	20	18 TEMPTATIONS/To Be Continued (Gordy/Motown)
40	32	27	19 GLADYS KNIGHT & PIPS/Send It To Me (MCA)
—	31	23	20 HOWARD HEWETT/Stay (Elektra)
—	37	31	21 JETS/You Got It All (MCA)
34	30	25	22 RJ'S LATEST ARRIVAL/Hold On (Manhattan)
—	38	28	23 MIDNIGHT STAR/Engine No. 9 (Solar/Elektra)
31	28	24	24 J. BLACKFOOT/U Turn (Edge)
—	35	30	25 SYLVESTER/Someone Like You (WB)
—	32	26	26 JESSE JOHNSON/She (I Can't Resist) (A&M)
10	10	12	27 GEORGE BENSON/Shiver (WB)
BREAKER	28	28	28 JANET JACKSON/Let's Wait Awhile (A&M)
33	29	29	29 FORCE MD'S/I Wanna Know Your Name (Tommy Boy/WB)
—	36	30	30 ROSE BROTHERS/Easy Love (MSS/Malaco)
—	39	34	31 JANICE CHRISTIE/Heat Stroke (Supernetic)
37	34	33	32 LUTHER INGRAM/Baby Don't Go Too Far (Profile)
BREAKER	33	33	33 MILLIE JACKSON/Love Is A Dangerous Game (Jive/RCA)
28	26	26	34 O'BRYAN/Tenderoni (Capitol)
DEBUT	35	35	35 BRUCE WILLIS/Respect Yourself (Motown)
—	38	36	36 TIMEX SOCIAL CLUB/Thinking About Ya (Danya/Fantasy)
—	37	37	37 HUMAN LEAGUE/I Need Your Loving (A&M)
8	11	38	38 JAMES "D TRAIN" WILLIAMS/Misunderstanding (Columbia)
DEBUT	39	39	39 PHYLLIS HYMAN/Living All Alone (PIR/Manhattan)
BREAKER	40	40	40 STACY LATTISAW/Jump Into My Life (Motown)

N&A Begins on Page 64