

I N S I D E:

IS THE INDUSTRY PRICING ITSELF OUT OF CD PROFITS?

Mike Shalett makes a case against loss leader discounting and other price-slashing retail techniques, especially as they apply to premium items like CDs. **Page 54**

DOING COUNTRY WHERE COUNTRY ISN'T COOL

WQAM & WKQS/Miami and WMZQ-AM & FM/Washington have to sell not only their stations, but country music itself, in markets where resistance is strong. They've developed strong strategic campaigns to fight the double battle. **Page 94**

BOB STEELE, CHRIS BLACKWELL INTERVIEWED

Illustrious radio and record innovators in the spotlight: WTIC/Hartford's 44-year morning man Bob Steele and Island founder/Chairman Chris Blackwell, celebrating the label's 25th anniversary. **Page 72, 76**

RKO TAKEOVER BATTLE

New contender for Gencorp., RKO's parent, makes selling off broadcast properties a priority, with a bitter battle foreseen. **Page 4**

USA FOR AFRICA, HANDS ACROSS AMERICA: NEW GRANTS

\$10 million more from the industry's mega-charity efforts is assigned to domestic, foreign organizations. **Page 3**

NOBLE GOES PUBLIC

Noble Broadcasting readies a \$50 million junk bond offering to retire debt incurred from radio acquisitions. **Page 16**

FAIRNESS HITS THE FLOOR

The Senate is moving fast on putting the Fairness Doctrine into law; committee approval sends it to the Senate floor. **Page 18**



NAACP Report Blasts Record Industry

Charges White Control Of Black Talent; Limited Opportunities For Blacks

The record industry is accused of racial discrimination on a broad scale in a report released Monday (3/23) by the NAACP. It follows similar, narrower charges made last fall by Rev. Jesse Jackson against the Warner Communications record labels.

The document, "The Discordant Sound Of Music," contends that record companies operate unfair hiring practices, severely limit career and income op-

portunities for blacks, and fail to invest in black artists in proportion to black music's market share.

Most record companies contacted by R&R declined to comment on the report. With copies only beginning to circulate within the industry, several spokesmen cited insufficient time to review its contents.

At CBS, VP/Press & Public Affairs Bob Altshuler said, "As far back as 1985, we were aware of the situation in the industry and knew of the problem areas. We analyzed those and have formulated a specific program

NAACP Contends:

- Labels limit black employment chances
- Maintain unfair hiring practices
- Pay blacks unequal income
- Skimp on promotional dollars to Black stations
- Many black artists also biased against blacks



FREE FLIGHT BRINGS 91X HIGH VISIBILITY — Two skydivers got a great jump on the competition in 91X/San Diego's "Expose The X" contest, which awarded prizes to the most spectacular showcasing of the station's logo. However, the adventurous pair o' chutists finished third, losing to two less photogenic but more ingenious stunts (see the AOR column next week for details).



Gallagher PD At WMRE & WSSH

After guiding WWSN/Dayton to success in a seven-way AC battle in only two years, Steve Gallagher has been named PD for Noble Broadcast Group's WMRE & WSSH/Boston. WSSH ("Wish") leads its AC competition with a recurrent/gold format. Noble's acquisition of dark WMRE is still pending FCC approval; plans for that station will be announced in June.

VP/GM Jenny McCann told R&R, "Steve's qualifications were his track record in taking WWSN from Easy Listening to a 9.1 with soft AC. He'll take GALLAGHER/See Page 9

YORK, BASTIDA UPPED AT KATT Knobler Returns To Dallas As KZEW GM

KPRW & KATT/Oklahoma City GM Bill Knobler has been hired as GM of Anchor Media Gold/AOR combo KLDD & KZEW/Dallas. He replaces Gene Boivin, who leaves to start his own business in Detroit. Back at Surrey's Urban/AOR Oklahoma City property, five-year staffer Tricia York steps up from GSM to GM; succeeding her is AE Larry Bastida.

It's a return to the market for Knobler, who joined top-rated KATT in May 1985 after serving as National Sales Manager of Sandusky Dallas CHR KEGL. He's also managed stations in Waco and Killeen, and in the '60s programmed KNOW/Austin. Coincidentally, KZEW hired KATT Promotion Director Alan Lombard recently.

Anchor took over the Dallas stations from Belo late last year. Subsequent changes include changing the AM's calls over from KRQX and shifting its focus from the '60s and '70s to the '50s and '60s. Also, AM

PD Dennis Anderson was given responsibility for both stations KNOBLER/See Page 9

Krause New PD At WCSX



WKLH/Milwaukee PD Joe Krause has been named PD at Greater Media's new Detroit Classic Rock outlet WCSX, starting in early April.

Krause, who joined WKLH last July, has also programmed WAPP/New York and been As-KRAUSE/See Page 9

which we're in the process of implementing." He declined to provide more details. At least one other label is known to be preparing a youth employment program for blacks this year.

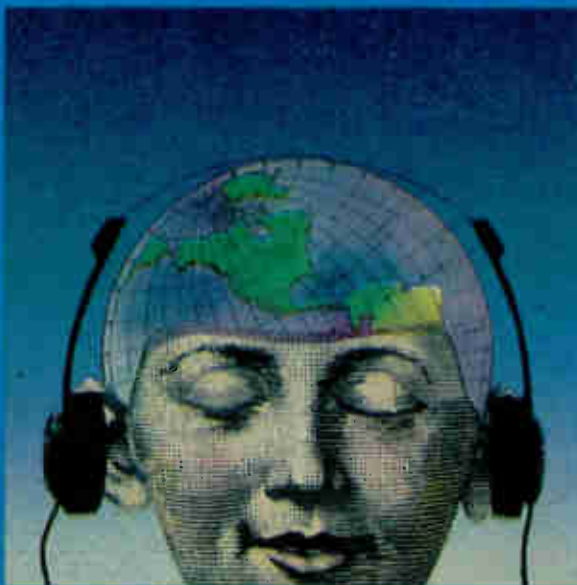
Black Artists Also Accused

The study states that leading black artists employ very few blacks in their own organizations, and make no significant efforts to use goods and services provided by black-owned firms.

The NAACP advocates "fair-share" agreements with record companies to ensure better black representation in employment and business practices. It also calls on black stars to use their influence in broadening opportunities for other blacks.

"The Discordant Sound Of Music" was commissioned in July 1985, and largely reflects research by the NAACP's Economic Development Department under Fred Rasheed. "Scores of interviews" were conducted with past and present industry personnel at labels and in talent management, record production, concert promotion, distribution, and retail. Among the conclusions:

- Black promotion executives earn less than their white counterparts.
- Black executives with record companies are tightly re-



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ARBITRON RATINGS



Lou Mellini

Mellini Upped To Bahakel VP

KILO/Colorado Springs GM Lou Mellini has been promoted to VP/Radio Division for the 13-station Bahakel Communications chain. He will continue as GM at KILO, which he joined as GSM in 1980. He was upped to Station Manager in 1982 and to GM when Bahakel acquired the station in 1984.

"My goal is to unite our stations as a cohesive team dedicated to making Bahakel Communications one of the most aggressive independent radio divisions in the country," he commented.

Mellini's background includes positions as GM of ABC Records, GM/Canadian Operations for Matel Toy Corp., and sales and promotional posts at CBS Records.

In addition to KILO, Bahakel's other radio properties are: WDOD-AM & FM/Chattanooga; WXLY/Charleston, SC; WWOD & WKZZ/Lynchburg, VA; KXEL & KOKZ/Waterloo, IA; WLBK & WCBZ/Bowling Green, KY; WABG/Greenwood, MS; and WKIN & WZXY/Kingsport, TN.

Brill WKLH Programmer



Steve Brill

WROK & WZOK/Rockford Operations Director Steve Brill will join Saga's Classic Hits outlet WKLH/Milwaukee as PD early next month, succeeding Joe Krause, who becomes PD at WCSX/Detroit (see Page 1). Brill will work alongside WKLH OM Dave Luczak.

The move marks Brill's return to the market, as he had earlier worked there as Promotions Director for WISN & WBTT (now WLTQ). His background also includes on-air work at WKQX/Chicago. WKLH GM Tom Joerres stated, "Steve's previous experience here and his solid programming record ensure that we won't miss a beat in keeping WKLH the leading Classic station in the country." Added Saga VP/Programming Steve Goldstein, "We're sorry to be losing Joe, but Steve is disciplined, creative, and a good manager."

NEW GRANTS

USA For Africa, Hands Disperse \$10 Million

USA For Africa/Hands Across America has announced \$9.64 million in new grants. Of that amount, \$1.68 million will be distributed in 12 Hands Across America state and advance grants, and \$7.96 million will go to We Are The World domestic and Africa grants. The announcement brings total grants from USA For Africa's We Are The World project to \$41 million. In 1986, Hands Across America produced \$15 million for grants to address problems of the hungry and homeless in the US.

The announcement of the new grants coincides with the release of a certified, independent audit of USA For Africa/Hands Across America which showed that the We

Where The Money's Going

- Hands Across America Coalition Process State Grants: \$1,680,434
- We Are The World Domestic Grants: \$167,280
- Medical Grants For Africa: \$4,491,056
- Ethiopia, Sudan Recovery/Development Grants: \$3,303,820
- Total of New Grants: \$9,642,590

Potts Capitol Sr. VP/A&R



Simon Potts

Simon Potts has been named to the new post of Sr. VP/A&R Worldwide at Capitol. He previously worked for Elektra/Asylum as UK Managing Director, and as VP/A&R US.

Potts will be based in Los Angeles and London, reporting to Capitol President Don Zimmermann. The position is separate from the label's existing A&R structure. "I'm completely independent of those people," Potts told R&R. "Tom Whalley is the head of R&R." POTTSS/See Page 9

Low RCA VP/A&R



Simon Low

RCA Director/A&R Simon Low has been promoted to VP/A&R. He joined the label last summer, reporting to President Bob Buziak.

Low was Manager/A&R for Virgin's Siren label in the UK before joining RCA. He also worked for RCA's British company. Calling him "an integral part of our team," Buziak said, "As we intensify our A&R activities, Simon's 'hands-on' approach to making records will be invaluable."

Are The World and Hands Across America projects raised \$82.5 million in 1985-86. According to Hands Across America, the audit certified that the organization's financial statements "present fairly the financial position of USA For Africa and that its affairs have been conducted in a manner consistent with generally accepted accounting principles."

HANDS/See Page 9

Richards PD At WWRX

WBAB/Long Island Promotion Director Dave Richards has been named PD at WWRX/Providence (formerly CHR WERI-FM), which became the market's third AOR two weeks ago. He starts Monday (3/30), and will do afternoons.

Also joining WWRX are Bruce Maimen (KKRQ/Iowa City) for mornings and Phylis West (KZFX/Houston) in middays. WERI holdover Daria is on nights.

Prior to joining WBAB a year ago, Richards handled mornings and promotions at WZZO/Allentown and worked parttime at WMMR/Philadelphia. At WBAB, RICHARDS/See Page 9

Evans Elevated To WTIK VP/GM



Sherry Evans

WTIX/New Orleans GSM Sherry Evans has been promoted to VP/GM for the Price Communications "Pure Gold" outlet. The post had been vacant since last December, when David Gerrard left to enter station ownership.

Evans's rise to the top of TIX has been rapid, as she arrived as an Account Executive there only a year ago, and advanced thereafter to Local Sales Manager and then GSM. Prior to WTIK she worked for WMOX/Meridian, MS. "Sherry EVANS/See Page 9

MARCH 27, 1987

NEW PROMOTION IDEAS FOR URBAN & GOLD

Promotion Directors at top Black/Urban and Gold outlets stretch the format stereotypes in finding new ways to raise station profiles.

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Prince Promoted To PD At WOJO

WOJO (Radio Ambiente 105)/Chicago morning man/Production Director Guillermo Prince has been promoted to PD and moves to a two-hour midday show. He replaces ten-year Director/Broadcasting Jorge Infante, who left to expand his role with the IBC Radio Network. Radio Ambiente, in operation since 1980, is Chicago's first 24-hour Spanish language station.

Prince told R&R, "I was given mornings because no one wanted to wake up that early. The show's increasing importance enabled me to discuss programming with the management, and eventually they decided to give me a shot."

In addition to holding production positions at WJOB/Hammond and WLNR/Lansing, Prince once did a Spanish show on Chicago's WXRT. He has worked for WOJO since its inception, joining as a fulltime production assistant in 1985. He took over mornings at the station later that year.

Former news announcer Hector Armando Molina assumes the 5-9am shift.



Steve Warren

Warren New WING PD

Country KKYX/San Antonio PD Steve Warren will switch gears to program Gold-formatted WING/Dayton. He replaces John Lankeau, who exits the station.

Warren's move reunites him with WING GM David Leonard. The two worked together for several years as PD and GM, respectively, at Country WPTR/Albany. Leonard told R&R, "Steve did an absolutely astonishing job at WPTR. He beat a good, solid FM format competitor and put another smaller AM practically dark." Leonard anticipates no problems in Warren adjusting to a Gold format. "The difference between Country and Gold is the glue. The fixtures are all the same."

WING plans to play new music, which the station will call "Future Gold."

RKO Parent Fights Hostile Takeover

FCC May Name Trustee During Battle

RKO General parent GenCorp is bitterly fighting an unwanted \$2.3 billion tender offer to its shareholders from a partnership that wants to sell off its radio and TV stations.

GenCorp has asking a federal court in Columbus, OH to issue an injunction blocking General Acquisition, Inc., a partnership of AFG Industries Inc. and Wagner & Brown, from continuing with last week's surprise \$100-a-share takeover bid.

According to court papers, GenCorp alleges the tender offer violates federal securities law and says the takeover's proposed financing violates Federal Reserve margin regulations, which prohibit borrowing an amount more than 50% of the total value of the stock. At presstime, no date had been set for a hearing on the case.

AFG Industries, a glass manufacturer based in Irvine, CA, and Wagner & Brown, an oil and gas company based in Midland, TX, hold a combined 2.2 million GenCorp shares, or 9.8% of the company's 22.4 million outstanding shares. The partnership said it had put up \$250 million and was seeking to arrange \$1 billion in further fi-

ancing through a lender consortium headed by Wells Fargo Bank. Last year the companies unsuccessfully tried to take over Lear-Siegler Inc., a manufacturing conglomerate.

FCC Asked To Name RKO Trustee

In filings with the Securities & Exchange Commission, General Acquisition said it plans to sell off the RKO broadcast properties. The partnership conditioned its takeover offer on receiving FCC permission to create a 180-day "Special Temporary Authorization" to place the RKO stations under the control of a trustee, Wilton Scott of Houston, TX. Scott, a retired Tenneco Oil Exec. VP who serves on the board of Tenneco and Republic Bank Corporation, would hold title to and have control over the stock of RKO while the takeover fight progresses.

GenCorp's broadcast unit includes 12 radio stations. Several

Swindel VP/Sales At Virgin



Jim Swindel

Jim Swindel has been appointed VP/Sales at Virgin, joining the label in Los Angeles. He's been VP/Sales at Island in New York for the past three years.

Swindel reports to Virgin Managing Directors Jordan Harris and Jeff Ayeroff. He told R&R, "My first priority is to organize our system and get my staff in place." This includes former Wherehouse Advertising Director Joyce Castagnola handling West Coast regional sales, he said, and an East Coast regional person to be appointed shortly.

"We're going to utilize the Atlantic/WEA system throughout the rest of the country for the time being, until we grow any larger," said Swindel, adding that Virgin's distribution arrangement is similar to the way Island operates through Atlantic/Atco, "although Virgin uses fewer of the Atlantic services."

Before joining Island, Swindel held local sales posts for A&M in San Francisco and Seattle, and worked with Ayeroff and Harris during that time.

For their part, Harris and Ayeroff praised Swindel's skills as a sales executive and "his great relationship" with retail, noting, "His personality fits in perfectly with the rest of us here at Virgin."

parties have filed challenges to GenCorp's licenses for most of its broadcast outlets, contending GenCorp was an unfit license holder because of allegedly improper political contributions and foreign payments.

Recently, GenCorp tentatively agreed to sell its two independent TV stations. It will receive \$387 million from MCA Inc. for WOR-TV/New York and \$217 million from the Walt Disney Co. for KHJ-TV/Los Angeles.

Stock Prices Soar

The takeover announcement has quickly run up the price of GenCorp shares. The stock closed March 23, at nearly \$110 per share on the New York Stock Exchange. Before speculation started three weeks ago that GenCorp might be a takeover target, the stock was trading at \$79.75.

Meanwhile, GenCorp Chairman/CEO A. William Reynolds has announced the company is withdrawing three anti-takeover proposals that were slated for action at its upcoming annual shareholders meeting March 31.

"These issues do not, for the time being, loom large in relation to the situation facing the company and its shareholders, employees and communities," Reynolds said. "Rather, they could distract energy and attention from the real task at hand - to respond to the tender offer in a manner which is in the best interests of the company, its shareholders, and its other constituencies."

The three shareholder measures would have authorized an increase in the number of common shares from 35 million to 100 million, staggered the terms of GenCorp directors and eliminated cumulative voting. The proposals were already the target of litigation by a shareholder group.

GenCorp, which employs about 26,000 people, makes tires, plastics, and industrial products. For its fiscal year ended Nov. 30, GenCorp had net earnings of \$130 million, or \$5.82 per share, on sales of \$3.1 billion.

Shannon Elevated To WRR GSM

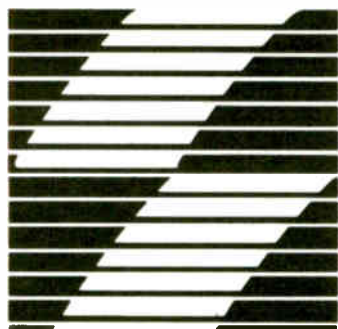


Patti Shannon

Patti Shannon has been promoted to GSM at Classical-formatted WRR/Dallas-Ft. Worth. She succeeds Sandy Poulin, who moved to crosstown KRLD as an AE.

Shannon joined WRR last year after three years as an AE with Arbitron's Radio Station Sales Division. She began her career as a media buyer with BHN, Inc., and sold radio for KMJM/St. Louis.

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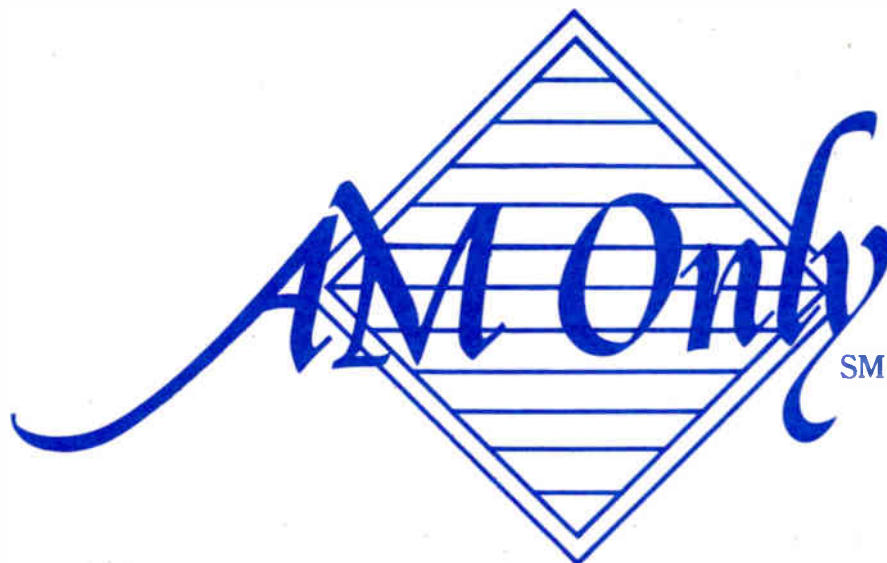
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NEWS



Steve Crumbley

Crumbley New Willis National PD

Veteran B/U programmer Steve Crumbley has been named National PD for Willis Broadcasting, whose secular properties include WOWI/Norfolk and the newly converted WPDQ/Jacksonville. Crumbley, who was OM/PD at WPLZ-AM & FM/Richmond, will work out of WOWI starting April 1.

Former National PD Don Allen continues to program WOWI and will assist Crumbley with national duties. Crumbley also expects to officially name a PD at WPDQ, where Otis Gamble is now acting in that capacity.

"We're very satisfied with what our stations have done so far," Crumbley told R&R. "We're looking to take a more aggressive attitude to become even more successful in each marketplace, and will consider the possibility of (turning) other stations (secular) later."

Crumbley's other programming jobs have included WMYK/Norfolk, WQKS/Williamsburg, and WILD/Boston. His replacement at WPLZ is Promotions Director Debbie Parker, whose eight-year radio career includes a stint at WAMO/Pittsburgh.

DEBUTS APRIL 15

K-Money Coins New Financial Format

KMNY/Pomona, CA will adopt its long-heralded 24-hour all-financial news format April 15. The station is currently still Gold from its days as KWOW, although it has be-

gun incorporating financial features.

KMNY Executive VP/Marketing and Sales Vera Gold told R&R, "We will have major international hard news as well as business news and information; what's going on in the business and investment world. Of course, we will also have weather and traffic reports."

Quick Island Int'l Exec. Chairman



Brian Quick

Brian Quick has been named Executive Chairman of Island International, the holding company of Island's record, music publishing, film, and video operations. He was Managing Director of UK merchant bank Hill Samuel.

Quick will be responsible for reviewing and monitoring all financial aspects of the Island companies worldwide, and assisting the heads of its various companies in business expansion. He'll remain non-Executive Chairman of several Hill Samuel subsidiaries.

Island founder Chris Blackwell said the appointment "will free me considerably from the administrative side of the business, allowing me to concentrate extensively on the creative directions of the companies."

Quick said, "Island has a high quality talent base from which to grow, and is a very prestigious name in the entertainment world."

KMNY will have studios in the Pacific Stock Exchange building, but must broadcast 51% of its programming from Pomona. The station will rely on self-produced programming instead of syndicated or network shows. Although it has been approached by stations wanting to syndicate some of its shows, KMNY plans to make money mainly by selling spots.

Buz Schwartz, Managing General Partner in the limited partnership which owns KMNY, will host the "Investors Club Of The Air" show every afternoon. He previously did the program for KIEV/Los Angeles.

KMNY broadcasts at 1600 kHz with 5000 watts day and night. The signal effectively covers the Riverside-San Bernardino and Anaheim-Santa Ana markets. In the fall '86 Arbitron, it had a 12+ AQH of .3 and .5, respectively, in those markets.

The station has signal problems in Los Angeles. Even though Pomona is 35 miles east of downtown Los Angeles, the station's signal has major competition from KDAY, which has 50,000 watts at 1580 khz. KMNY plans to improve its signal strength in regard to Los Angeles.

Radio Innovator Oboler Dies

Radio innovator and writer Arch Oboler, best known for his work on NBC Radio's "Lights Out" program, died last Friday of a stroke. He was 78.

Oboler took over writing "Lights Out" in 1936. He later said, "I knew that the network vice presidents were in bed by 10, so I could get away with murder." The success of the series, with its adult treatment of horror stories, led other networks to air similar adult drama programs. Oboler also wrote several books, movies, and plays.

"Lights Out" currently airs in syndication on several radio stations, including KNX/Los Angeles.



ROCKIN' WITH BON JOVI — At WCIL/Carbondale's recent "Ten Years Of Rock 'N' Roll" celebration, Bon Jovi showed up to hand out cake to listeners. In the studio are (l-r) 'CIL PD Tony Waitkus, Jon Bon Jovi, PolyGram's David Kragoskow, the band's Tico Torres, and WCIL personality Joe Crain.

UPI Ups Cason To Sr. VP

After two months as UPI's Managing Editor/News, Ben Cason has been upped to Senior VP/News and Editor. UPI President Milton Benjamin handled the Editor duties before Cason's appointment.

Explaining UPI's rebuilding plans, Cason noted, "We're not setting out to reinvent the wheel, but we clearly must redefine UPI's role for the 1990s. We'll be adding resources in some cases and shifting resources in other cases to provide higher-value news, photo-

graphs, and information to our clients."

Benjamin commented, "In only two months Ben has demonstrated a unique understanding not only of the traditional role of UPI but of how it must evolve to once again be an indispensable resource for newspaper and broadcast clients."

Before joining UPI, Cason worked at the Washington Post for more than 15 years. No replacement for Cason's previous position has been named yet.

KAER Picks Berlak As PD



Mike Berlak

Longtime broadcaster Mike Berlak is the new PD at KAER/Sacramento. Berlak had been President of Satellite Helpers, a Sacramento-based consultancy for stations involved in satellite programming. His prior PD credits include near-by KSAC (now KROY), KSJQ Manteca/Modesto, KFYE/Fresno, and WSJM-WIRX/St. Joseph, MI.

Berlak commented, "After 19 years in the business, it's exciting to be involved with a station committed to being number one."

The three leading Sacramento ACs have all hired new PDs in the past six weeks. John Chappell became PD at KHYL two weeks ago, while Tom Graye was named PD at KXOA-FM in mid-February.

WWNK(AM) Switches To SMN Gold

Booth's WWNK (AM)/Cincinnati exchanged its simulcast AC format on Monday (3/23) for SMN's "Pure Gold." WWNK-AM & FM OM Jim McKnight will supervise the new station, which will be known as "1360 K-Rock." WWNK-FM will continue its present AC format.

"We've always wanted to do this with the AM, but when we switched from Country to AC I didn't want to market two new stations at the same time," said WWNK GM Jim Wood. "It's obviously going to be a lot more viable than simulcasting; once you simulcast, the AM disappears from the face of the earth."

Mornings on K-Rock will be live with Bill Phillips, who was a personality on the station in the '60s when it was legendary AM rocker WSAI. Although those calls are now in Savannah, the new station will make some references to its '60s legacy. An image line will be, "The station that made them your favorites is playing them again."

Cincinnati's only other Gold station is mainstream WDJQ, in the format since 1984. Ironically, WWNK-AM & FM used the "K-Rock" logo in 1985 when it changed format for several consecutive days as an attention-getting stunt before settling into AC.

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NEWS

Toto Raises Farenheit



Toto, while on tour in support of their latest album, "Farenheit," featuring new lead singer Joseph Williams, met with Columbia executives after a show in Los Angeles. Pictured (l-r) were Columbia's Peter Fletcher, VP Bob Willcox, Jim McKeon, band members Steve Porcaro and David Paich, manager Larry Fitzgerald, Mike Porcaro, Steve Lukather, and Jeff Porcaro of the band, manager Mark Hartley, CBS West Coast OM David Cohen; (kneeling, l-r) Toto's Joseph Williams and Columbia VP Mauri Lathower.

Limited Warranty Beats Down NYC



Atco's Limited Warranty recently completed a tour with Eddie Money in support of their self-titled debut LP and single "Beat Down The Door." Pictured after a New York show (l-r) are Atco's Michael Prince and Alex Miller, band members Erik Newman and Dale Goulett, Atco GM Margo Knesz and label's Barbara Seltzer, the band's Jerry Brunskill, Greg Sotebeer and Paul Hartwig, and Atco's Eric Hodge.

NAACP

Continued from Page 1

stricted in the exercise of authority.

- Black-formatted radio stations are discriminated against in terms of label advertising dollars and promotional opportunities.

- None of the major record companies has an affirmative action program to recruit black employees, or increase their representation in management and professional positions.

- Minority purchasing policies and programs are nonexistent.

- There is a significant number of black artists for whom the record companies will not produce videos, while comparable white acts are promoted in that manner.

- There is blatant racial disparity in the concert business, and black promoters are consistently excluded from handling major black artists.

The report's authors concede that statistics on these and other conditions were difficult to obtain, in part because major labels "refused" to divulge such data. "The industry operates virtually free of federal regulations, government intervention, or public pressure," notes one segment, which also calls the business "a tightly-knit and closed society that jealously guards information on its activities."

The study cites sources which estimate that black artists are

responsible for generating 25% to 30% of the record industry's \$4.4 billion in 1985 sales, and which put black consumers' expenditure at 11% of annual record/tape/video music revenues.

In discussing black artists' role in improving the climate of discrimination, the report cites Stevie Wonder, Melba Moore, Freddie Jackson, the SOS Band, Janet Jackson, Klymaxx, the Whispers, Shalamar, the Sylvers, and Midnight Star as having black managers.

"However, black artists employ very few blacks... thereby increasing the difficulty of blacks making inroads into what are very attractive and well-paying positions." Later it's noted, "If black artists are not prepared to hire other black professionals, then who will?"

Form A Commission

The NAACP recommends the formation of a commission to address "longstanding institutionalized barriers to equality for blacks in the industry," and the creation of a non-profit clearinghouse for information.

In summary, the document states, "Many whites profit from the talent of black recording artists, but very few blacks are afforded this opportunity in the record business... While the intent may not be to deliberately and consciously keep blacks out, the results are the same."

Knobler

Continued from Page 1

and KZEW, which has trailed rival KTXQ for the last few years, moved from a progressive posture to a more mainstream AOR mix.

Knobler commented, "The station's back on track musically, playing a recognizable AOR format again. It's got 13 years of AOR heritage, and there's no reason for it not to be one of the leading AORs in the country."

Gallagher

Continued from Page 1

'Wish' to the next level. We know there are more listeners out there for us, and with his research skills and great understanding of music Steve can help us get them."

Gallagher succeeds Michael Colby, who recently became PD at WKSG/Philadelphia, "Wish' has been exceptionally consistent the past few years," he said, "and we just need to continue our winning ways. There's room to go forward — with 25-54 I think there's another point and a half." Regarding his station's conservative music position ("Easy Favorites of Yesterday & Today") Gallagher added, "If it tests well, we'll play it. We're extremely careful."

Dean Taylor is serving as acting PD at WWSN until a permanent replacement is named.

Hands Across America

Continued from Page 3

USA For Africa President Ken Kragen announced that the remaining \$10.32 million in Hands Across America state grants for short-term and intermediate projects will be awarded by May 25, the first anniversary of the Hands Across America event.

Commenting on the Laventhol & Horwath audit, Kragen said, "We are pleased with the results. We want millions of people who donated money to know that it has been handled carefully and correctly."

Evans

Continued from Page 3

and her excellent sales and morning on-air teams have revitalized WTLX," said parent President Bob Price.

Last fall, the SMN-formatted station scored a 2.9 12+ in the Arbitron, up from a 2.5 a year earlier. In that survey, WTLX ranked 11th both 12+ and 25-49. Looking ahead, Price continued, "Our corporation is making a substantial additional commitment in new equipment, advertising, and promotion."

Evans told R&R, "The belief that WTLX can do great and wonderful things is contagious. We're absolutely united in our cause, and know that AM is alive and well."

Potts

Continued from Page 3

A&R at Capitol in the US, and he runs that department. I'm just this renegade A&R man who'll run around the world finding talent.

"Basically this has been set up for artists that I sign," Potts continued, calling his post "a unique

Krause

Continued from Page 1

sistant PD at WABX/Detroit (now WDTX) from 1978-80. "I'd known Joe's work ever since we were in the market together," WCSX GM Tom Bender told R&R. "He's done nothing but mature since that time. I think he'll be an excellent PD."

Krause's initial task at WCSX will be assembling a permanent staff. Interim PD Joe Capobianco stays with WCSX for the transition period and was praised by Bender for the format change's smoothness. "I'm thrilled to be going back to my home town," said Krause, whose family is still located in Detroit. "I got along splendidly with Saga and I can think of nothing but fine things to say about WKLH."

Succeeding Krause at WKLH is Steve Brill (see story Page 3).

situation" comparable to Seymour Stein's international A&R role at Sire/Warner Bros. "There's no reason to think parochially anymore in the record business, it's such a small world. In fact, you can't afford to think that way: you have to have global success to make money with artists."

Potts joins Capitol after an 18-month sabbatical for world travel. He worked at E/A for nine months in 1985, and previously at Arista UK for five years.

Richards

Continued from Page 3

Richards's assistant Dave Cervini has been named acting Promotions Director.

VP/GM Phillip Urso praised Richards's "tremendous promotional background," adding that his experience at WMMR will "make us sound great in the afternoons."

Asked if there's room for three AORs in the market, Richards responded, "Definitely. WHJY's currents are mainstream AOR, but its recurrents are very teen-oriented and its presentation is more like a CHR. WBRU plays eclectic music and will always sound like a college station. We'll be much more 18-34, adult-oriented, and prove that you don't have to play music with a knife-edge to survive."

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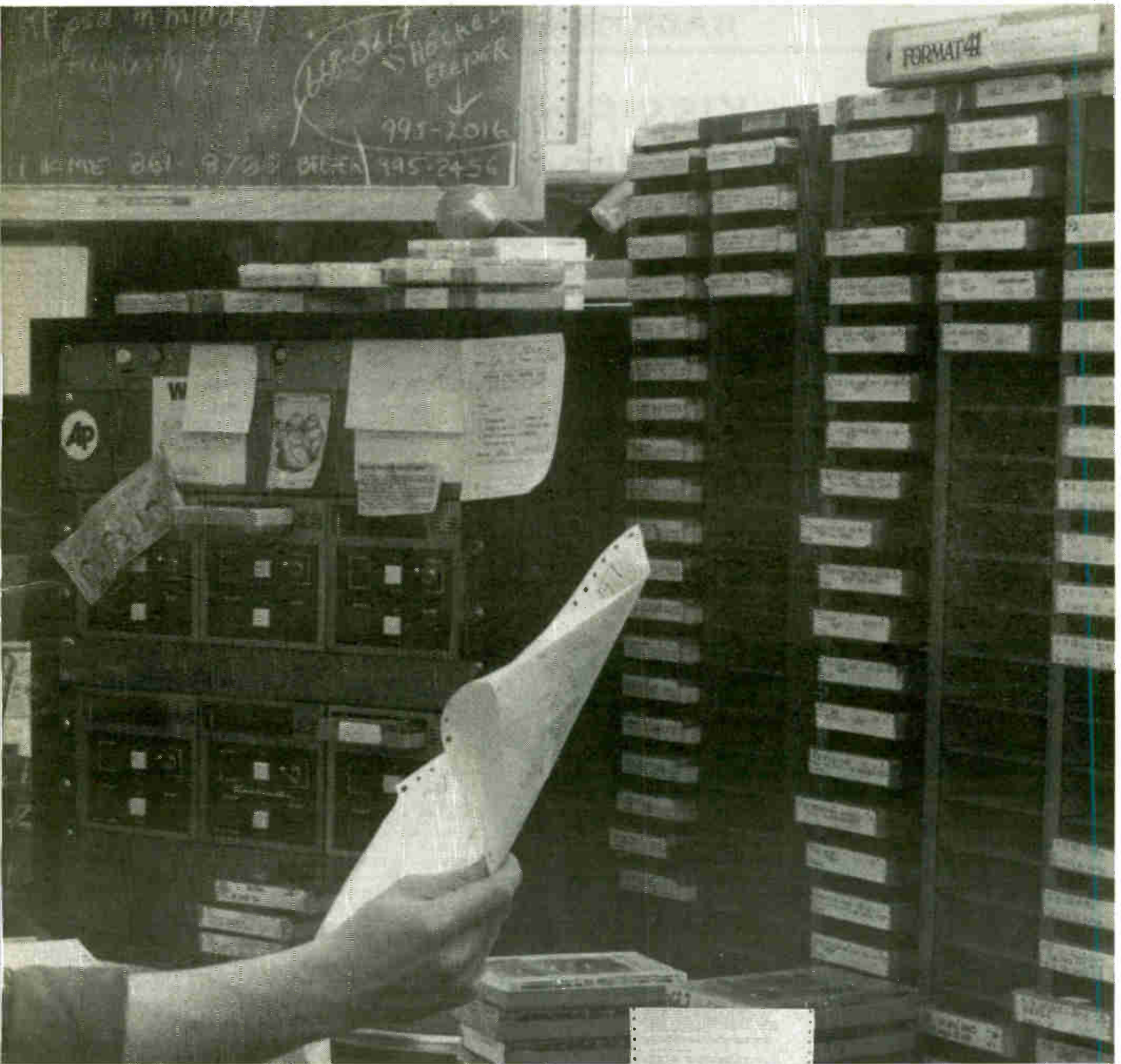
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RADIO BUSINESS

TRANSACTIONS

Adams Buys KISS From Capitol For \$11 Million

KISS/SAN ANTONIO

PRICE: \$11 million

BUYER: Adams Communications, headed by Stephen Adams. He also owns WLAV-AM & FM/Grand Rapids; WRTH & KEZK/St. Louis; and WDIA & WHRK/Memphis.

SELLER: Capitol Broadcasting Co., headed by President Jim Goodman. The company also owns WNBZ/Norfolk; WWMX/Baltimore; KBEQ/Kansas City; WRNL & WRXL/Richmond, VA; WRAL/Raleigh; WKEE-AM & FM/Huntington, WV; and WSTF/Cocoa Beach, FL.

DIAL POSITION: 99.5 MHz
POWER: 100 kw at 576 feet

FORMAT: AOR

BROKER: Blackburn & Company.
Alabama

WRDJ/DALEVILLE

PRICE: \$185,000

BUYER: WRDJ Christian Radio Corner Stone Ministries, Inc., headed by Carl McComb and Chester Hayes.

SELLER: Carol Stanley

DIAL POSITION: 1560 kHz

POWER: 5-kw daytimer

FORMAT: Religious

Arkansas

KZAO/DARDANELLE (CP SALE)

PRICE: \$20,000

BUYER: KAIO-FM, Inc. of Russellville, AR, owned by Judy K. Pirtle.

SELLER: Brenda J. Miller.

DIAL POSITION: 1490 kHz

POWER: 1 kw days/250 watts nights

KAAY/LITTLE ROCK

PRICE: \$2.65 million

BUYER: Beasley Broadcasting of Arkansas, Inc., owned by George E. Beasley. He also owns WMOO & WBLX/Mobile, AL; WFAI/Fayetteville, NC; WGAC/Augusta, GA; WDMT/Cleveland; WWMO/Reidsville, NC; WYNG/Evansville, IN; WTEL & WXTU/Philadelphia; WKML/Lumberton, NC; WFTC & WRNS/Kinston, NC; WLAT & WYAV/Conway, SC; WEDA/Grove City, PA; KFMD/Pella, IA; WPOW/Miami, FL; WRXK/Bonita Springs, FL; WGMB/Georgetown, SC; WMRO & WAUR/Aurora, IL; and WGNC &

WLIT/Gastonia, NC.

SELLER: Sudbrink Broadcasting of Arkansas, owned by Robert W. "Woody" Sudbrink, Vic Rumore, and William J. McEntee. The company also owns KAAY/Little Rock; WBIX/Jacksonville Beach, FL; WCBF/Seffner, FL; and WGTO/Cypress Gardens, FL.

DIAL POSITION: 1090 kHz

POWER: 50 kw

FORMAT: Religious

Colorado

KMBD/THORNTON

PRICE: \$1.1 million (approximate)

BUYER: Sudbrink Broadcasting, owned by Robert W. "Woody" Sudbrink, Vic Rumore, and William J. McEntee. The company also owns KAAY/Little Rock; WBIX/Jacksonville Beach, FL; WCBF/Seffner, FL; and WGTO/Cypress Gardens, FL.

SELLER: Mountainview Broadcasting Company, owned by Yvonne Arguello, Patricia B. Rivera, Laura L. Nedds, Joseph W. Kennedy, Gene A. Bechtel and Susan M. Bechtel.

TRANSACTIONS AT A GLANCE

Transactions So Far in 1987:
\$627,517,733

This Week's Action: \$48,832,093

This Week's Biggest Deal:

KISS/San Antonio, TX \$11 million

- WRDJ/Daleville, AL \$185,000
- KZAO (CP SALE)/Dardanelle, AR \$20,000
- KAAY/Little Rock, AR \$2.65 million
- KMBD/Thornton, CO \$1.1 million (approximate)
- WRIT/Stuart, FL \$3.5 million cash
- KFML/Nampa, ID \$450,000
- WBZM/Chillicothe (Peoria), IL \$500,000
- WDRW/Eldorado, IL \$121,000
- WTP/Indianapolis, IN \$4.5 million in stock swap
- WCER (CP SALE)/Huntington, IN \$209,000
- KLNG/Council Bluffs, IA \$295,000
- WSMB/New Orleans, LA \$850,000
- KRWC/Buffalo, MN \$253,884
- KJEZ/Poplar Bluff, MO \$500,000
- WYFS & WERZ/Exeter-Portsmouth, NH \$5.2 million
- KOBE & KOPE/Las Cruces, NM \$900,000
- WSRC/Durham, NC \$450,000
- WLOE & WKLM/Eden, NC \$2.5 million
- WERT-AM & FM/Van Wert, OH \$725,000
- WBLR & WKWQ/Batesburg, SC \$1,032,655
- WIBA-AM & FM/Madison, WI \$10.8 million
- WNUS & WLTP/Parkersburg, WV \$1 million in stock swap

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DIAL POSITION: 760 kHz
POWER: 5 kw days/1 kw nights
FORMAT: Station under construction
BROKER: Barry Sherman.

Florida

WRIT/STUART

PRICE: \$3.5 million cash

BUYER: CRB Broadcasting Corp., headed by President Edward G. Rogoff. The company also owns WJBR-AM & FM/Wilmington, DE; WAEB-AM & FM/Allenwood, PA; WTCR-AM & FM/Kenova-Huntington, WV; WROQ-AM & FM/Charlotte, NC; and WFAS-AM & FM/White Plains, NY.

SELLER: Nettore Broadcasting Company, Inc., President Fred L. Nettore. He also has an interest in WPOM/Rivers Beach, FL.

DIAL POSITION: 92.7 MHz

POWER: 3 kw at 300 feet

FORMAT: AC

BROKER: Blackburn & Company.

Idaho

KFML/NAMPA

PRICE: \$450,000

BUYER: Idaho Broadcasting Company, owned by John Mattus, Craig M. Cordial, Paul L. Spranger, Mark Ward, and Craig A. Wolson. They also own KLCY & KYSS/Missoula, MT.

SELLER: Sun Continental Group, headed by Ellen B. Adelstein; and First National Broadcasting Co., headed by Brent Larson.

DIAL POSITION: 96.9 MHz

POWER: 44 kw at 2520 feet

FORMAT: Station is currently dark.

Illinois

WBZM/CHILLICOTHE (PEORIA)

PRICE: \$500,000

BUYER: Magic Broadcasting Corp., owned by Robert G. Monteller.

SELLER: Peoria Satellite Radio Corp., owned by William P. Bro and Johann H. Bro.

DIAL POSITION: 94.3 MHz
POWER: 3 kw at 300 feet
FORMAT: AC

WDRW/ELDORADO

PRICE: \$121,000

BUYER: S. Sargent Visher and Belle T. Choate. Ms. Choate owns a fractional interest in WEBQ-AM & FM/Harrisburg, IL.

SELLER: US Bankruptcy Trustee Gibson D. Karnes.

DIAL POSITION: 102.3 MHz

POWER: 3 kw at 300 feet

FORMAT: Station is currently dark.

Indiana

WTP/INDIANAPOLIS

PRICE: \$4.5 million in stock swap

BUYER: Composite Communications, Inc. owned by Gary L. Havens, Alexandre C. Kedde, John W. Patten, C. Bruce Hubley, and Daniel E. Brunette.

SELLER: Somerset Group, Inc., headed by Chairman Robert H. McKinney.

DIAL POSITION: 107.9 MHz

POWER: 50 kw at 885 feet.

FORMAT: AC

COMMENT: This is part of a merger between Somerset and Composite. At the conclusion of a series of transactions, Somerset will be the surviving corporation and its current shareholders will own 80% of a combined entity consisting of WTP/Indianapolis and WNUS & WLTP/Parkersburg, WV. The existing shareholders of Composite will own the remaining 20% of the merged firm.

WCER (CP SALE)

HUNTINGTON

PRICE: \$209,000

BUYER: Roland O. Rusticus

SELLER: Group G Broadcasting Inc. of Indiana, owned by Robert A. Sherman, Timothy J. Gingrich, and Thomas J. Papiernik Jr.

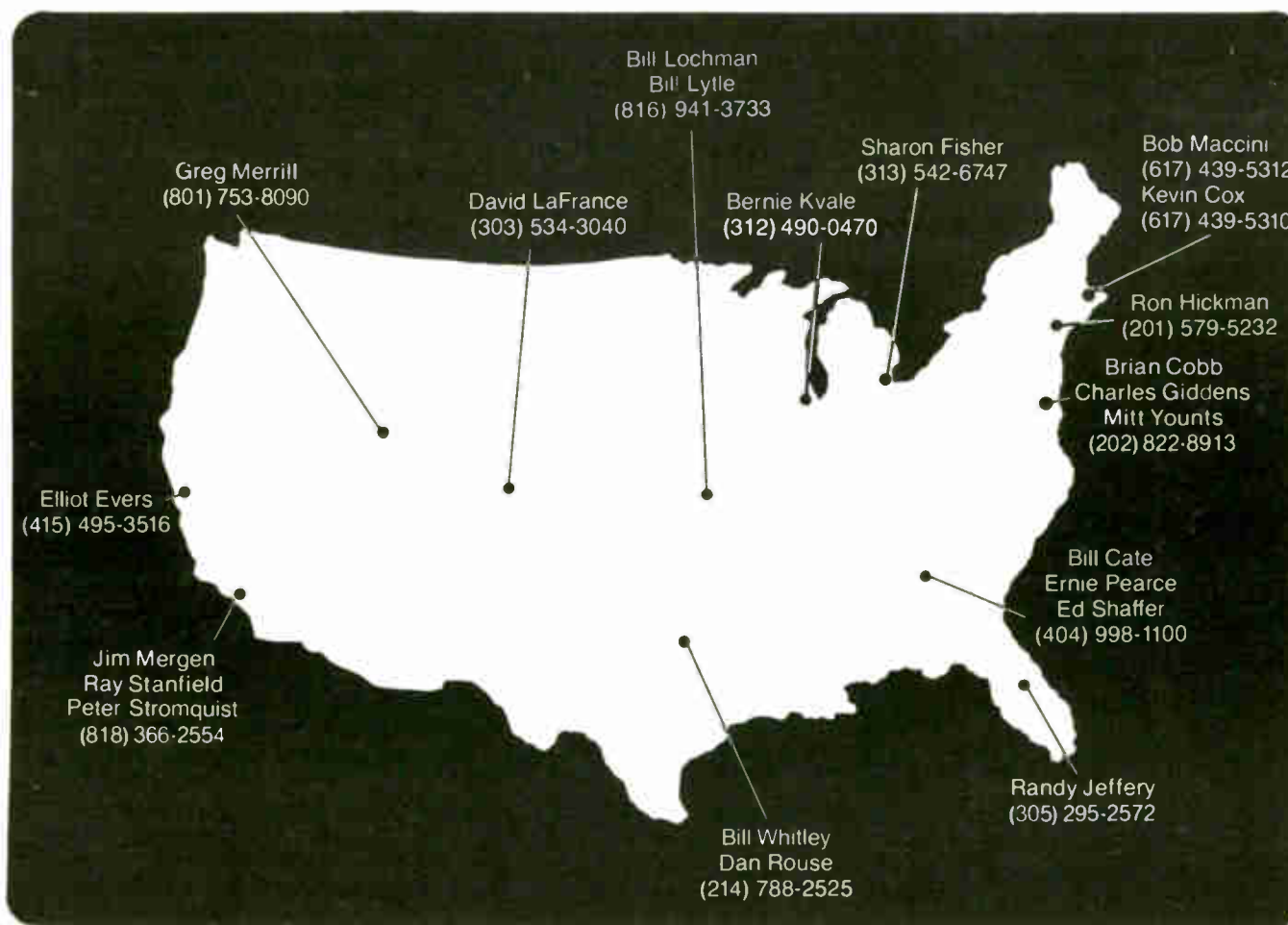
DIAL POSITION: 1300 kHz

POWER: 500-watt daytimer

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WNEA WSFB WJCL-FM WSAF WXZE WSFT WTHO-FM
KIDO KID KTFI WMAQ WFPS-FM WEBQ WEBQ-FM
WSHY WSHY-FM WMAY WTRC WWWWO-FM WASK WC
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KESM KESM-FM KMBZ KLTJ WR
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WKYK WHVN WEGO WAGY WJNC WAGR WDEX V
KBMR KPOK WDAY WATH WCKY WHK WCIT WCLW
KZEA-FM KOMA KDOV KGRL KYTT **KXL** WXXW WR
WHVR WKBO WAZL WJAC WLPA WJUN WOYL **KYW** V
WOIC WEAC WAGI-FM WFBC WCRS WSCZ-FM WL
WKJQ-FM WGOC WLIV WGSF WSM WENK KOXE-F
KONG KBLO KLUB WTSA-FM WVMT WSYB WCFR
WVOV WKCY WKRE-FM WLRY WMVA WMVA-FM WN
KLOG KALE KING KAQQ KAMT KMWX WCIR WCI
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 WADX WGPL WLOV-FM WBRO WIML-FM KIPA KHVH
 NJEQ-FM WMOK WYER WGLO-FM WJBD WJBD-FM
 MI WAXI-FM KCHA **WOC** KCHA-FM **WHO** KDTN KBKB
 BL WCBL-FM KUGT WCTT WLXG WAVG WYMC WMIK
 NZON WCXU-FM WWGT WCAO WTBO WDSM WTTR
 M WBSM WTAG WATZ WATZ-FM
 KB WJPD WJIM WJIM-FM WSGW
 -FM KIKV-FM KLIZ WLWV-FM
 M KROC KSTP WVAL KWOA
 WJNT WAML WMIS WBLG-FM
 H KSGM KERR KTXR-FM KJPW
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 OLO WMOU-FM WDCR WGIR
 BUD KZIA KVSF WINR WKBC-FM
 MSLB WEBO WQKA WBBF **WGY** WRUN **WSYR** WONO
 VKBC **WBEN** WPTF WSIC WOBR WAAV WOBR-FM
 WCLW-FM WIOI WLIT **WSPD** WYNT-FM WFMJ WHIZ
 A WAYC WHLM WESB WCBG WLEM WRIE WQKY-FM
 PHB **KDKA** WMAJ WEMR WNAK WRAK WHJJ WDXZ
 BG WSSC KTOQ KQKD WCTA WCLE WZYX WGRV
 M KEYS **KLIF** KURV KTSM **KPRC** KOCA KRIG KPOS
 MCFR-FM WYKR WBBi WABN-FM WKZN WWOO-FM
 S WSWV WSWV-FM **WRVA** WSLC KBFW KTBI KWYZ
 R-FM WTIP WKKW WKKW-FM WTCS WGNT WHJC
 H WOBT WRHN-FM WXYQ KLGT-FM KUUY **WBT**

**THERE'S
 ALWAYS ROOM
 FOR
 ANOTHER
 GREAT RADIO
 STATION**



RADIO BUSINESS

TRANSACTIONS

Iowa

KLNG/COUNCIL BLUFFS

PRICE: \$295,000
 BUYER: John C. Mitchell III, who currently owns an interest in the station. He also owns interests in KGFW & KQKY/Kearney, NE; KXNP/North Platte, NE; KQKY/Council Bluffs, IA; and KKAR/Bellevue, NE.
 SELLER: Mitchell Broadcasting of Iowa, Inc., headed by John C. Mitchell and George C. Mitchell. They also own interests in KGFW & KQKY/Kearney, NE; KXNP/North Platte, NE; KQKY/Council Bluffs, IA; and KKAR/Bellevue, NE.
 DIAL POSITION: 1560 kHz
 POWER: 1-kw daytimer
 FORMAT: CHR

Louisiana

WSMB/NEW ORLEANS

PRICE: \$850,000
 BUYER: Elliot Media Company, a New York City-based firm headed by President Marc Winston.
 SELLER: Norad, Inc.
 DIAL POSITION: 1350 kHz
 POWER: 5 kw
 FORMAT: Talk
 BROKER: Michael Fox Auctioneers, Inc.

Minnesota

KRWC/BUFFALO

PRICE: \$253,884
 BUYER: Kurt and Jane Weiche. Mr. Weiche is the current GM of KRWC.
 SELLER: Donald and Janel Wohlenhaus.
 DIAL POSITION: 1360 kHz
 POWER: 500-watt daytimer
 FORMAT: MOR

Missouri

KJEZ/POPLAR BLUFF

PRICE: \$500,000
 BUYER: K-W Broadcasting, Inc., owned by Truman J. Walker.
 SELLER: Krey Distributing Company, owned by Mary Ann Krey.
 DIAL POSITION: 95.5 MHz
 POWER: 100 kw at 840 feet
 FORMAT: AC

New Hampshire

WYFS & WERZ/EXETER-PORTSMOUTH

PRICE: \$5.2 million
 BUYER: Precision Media Corp., owned by Donald F. Law Jr. and Timothy J.A. Montgomery. They also own WKSS/Hartford.
 SELLER: Porter Communications, Inc., headed by Winslow Turner Porter. He also owns WWGT-AM &

FM/Portland, ME.
 DIAL POSITION: 1540 kHz; 107.1 MHz
 POWER: 5-kw daytimer; 3 kw at 300 feet
 FORMAT: AC; CHR
 BROKER: Richard A. Foreman, Inc.

New Mexico

KOBE & KOPE/LAS CRUCES

PRICE: \$900,000
 BUYER: Rainbow Communications Corp. of Colorado Springs, CO. The company is headed by President David H. Krall. Other owners include James W. Cooper, Kenneth French, and six physicians.
 SELLER: Shaffner Communications Ltd., owned by Leland D. Shaffner. He also has interests in KHEP/Phoenix and KWOC-AM & FM/Poplar Bluff, MO.
 DIAL POSITION: 1450 kHz; 104.9 MHz
 POWER: 1 kw; 3 kw at 32 feet
 FORMAT: AC; CHR
 BROKER: Kalil & Company

North Carolina

WSRC/DURHAM

PRICE: \$450,000
 BUYER: Durham Christian Radio, Inc., owned by L.E. Willis. He owns 16 radio stations including WOWI/Nor-

folk, and WBOK/New Orleans.
 SELLER: Carolina Radio, Inc., owned by James H. Mayes Jr.
 DIAL POSITION: 1410 kHz
 POWER: 5-kw daytimer
 FORMAT: Urban

WLOE & WKLM/EDEN

PRICE: \$2.5 million
 BUYER: WKLM Broadcasting, Inc., owned by Peter N. Nisselson, Lawrence J. Goldstein, Seymour Mogal, Michael Whalen, and Speed-Of-Print Business Machine Corp. Nisselson also has interests in WJYE/Buffalo, NY and WNNR/Hamden, CT.
 SELLER: Colonial Broadcasting Company, Inc., headed by President/CEO David Lompoeh, which also owns WLW-AM & FM/Montgomery, AL; WOWW/Pensacola, FL; and WUSY/Cleveland, TN.
 DIAL POSITION: 1490 kHz; 94.5 MHz
 POWER: 1 kw; 27 kw at 96 feet
 FORMAT: AC; Country

Ohio

WERT-AM & FM/VAN WERT

PRICE: \$725,000
 BUYER: Atlantic Resources Corp., owned by Paul Chaney, Judy Grubb, and Christian Caggiano aka Chris Cage. Mr. Cage is the GM of WKKU/Celina, OH.
 SELLER: J.R. Livesay, who also owns WHOW-AM & FM/Canton, IL; WLBH-AM & FM/Mattoon, IL; and WBAR/Bartow, FL.
 DIAL POSITION: 1220 kHz; 98.9 MHz
 POWER: 250-watt daytimer; 50 kw at 130 feet
 FORMAT: MOR

South Carolina

WBLR & WKWQ/BATESBURG
 PRICE: \$1,032,655

BUYER: Columbia Christian Radio, Inc., owned by L.E. Willis. He owns 16 radio stations including WOWI/Norfolk and WBOK/New Orleans.
 SELLER: Wheeler Broadcasting Co., owned by Hugh J. Wheeler.
 DIAL POSITION: 1430 kHz; 95.3 MHz
 POWER: 5-kw daytimer; 3 kw at 300 feet
 FORMAT: Country; AOR

West Virginia

WLTP & WNUS/PARKERSBURG, WV

PRICE: \$1 million in stock swap
 BUYER: Somerset Group, Inc., headed by Chairman Robert H. McKinney.
 SELLER: Composite Communications, Inc. owned by Gary L. Havens, Alexander C. Keddle, John W. Patten, C. Bruce Hubley, and Daniel E. Brunette.
 DIAL POSITION: 1450 kHz; 107.1 MHz
 POWER: 1 kw; 3 kw at 300 feet
 FORMAT: AC; Country
 COMMENT: See WTPI/Indianapolis transaction.

Wisconsin

WIBA-AM & FM/MADISON

PRICE: \$10.8 million
 BUYER: L.L. Broadcasting, Inc., headed by Lee Leicinger. He is the former GM of WWJ & WJOL/Detroit.
 SELLER: Price Communications Corp., headed by Bob Price. The company also owns KIOI/San Francisco, WNIC-AM & FM/Detroit, WLAC-AM & FM/Nashville, WTIX/New Orleans, KOMA & KIMY/Oklahoma City, WWKB/Buffalo, and WOWO & WIBE/Ft. Wayne, IN.
 DIAL POSITION: 1310 kHz; 101.5 MHz
 POWER: 5 kw; 50 kw at 470 feet
 FORMAT: AC; AOR



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Radio Business Briefs

• Noble Broadcast Group is going public with a \$50 million junk bond offering. Paine Webber is underwriting the deal, the details of which are spelled out in a preliminary prospectus filed with the SEC. The company plans to use the bonds to help retire \$65 million of bank debt incurred while acquiring its five stations. Noble owns WGBB & WBAB/Long Island, WAVZ & WKCI/New Haven, and WSSH/Boston; pending approval is its purchase of WMRE/Boston. Noble says it will further cut its existing bank debt with a private offering of preferred stock valued at \$11.5 million and a new \$30 million revolving line of bank credit. The company says it expects to have longterm debt equal to approximately 91% of its total capitalization following the securities placements. Further, the prospectus says substantially all of the company's future cash flow will go to servicing debt. To say that Noble is highly leveraged would be the understatement of the year.

• Nashville-based SunGroup, Inc. says it will not go ahead with its previously announced merger with Southern Hospitality Corp. Representatives of both companies say, however, that negotiations will continue. SunGroup owns and operates ten radio stations including KAFE & KKSS/Albuquerque. Southern Hospitality operates 54 Wendy's restaurants and six Big O's

Pizza delivery stores. The merger is believed to have been called off because of recent drops in the price of SunGroup stock. The stock hit an all-time low on March 17, with a price of 1%, a 46% drop in price from previous levels.

• Affiliated Publications, parent of the Boston Globe, has purchased Billboard Publications, Inc. for \$100 million cash. In addition to the Billboard weekly, the company also publishes seven other publications, 15 annual directories, and distributes specialty books. Several Billboard managers will be allowed to buy up to 10% of the equity in Billboard Publications following the merger.

• Broadcast entrepreneurs may be interested in a new reference book called "Radio Station Transfers-1987," published by ComCapital Group. Over 200 pages long, this book lists radio stations sold in 1985-86, and includes previous sale prices and dates. Also included is detailed information on bankruptcies and financial distress sales, effective annual appreciation or depreciation of station values, and the value of seller notes and noncomplete agreements. Copies are available for \$95 from David Schutz at ComCapital Group, 19 West 44th Street, Suite 1000, New York, NY 10036; (212) 302-8720.

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Jon Coleman, President

Richard Harker, Vice President

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COMMITTEE WRITES POLICY INTO LAW

Fairness Doctrine Headed For Senate

Legislation writing the Fairness Doctrine into law remains on a fast track in Congress. The Senate Commerce Committee this week (3/24) passed a bill writing the policy into law. The measure now heads to the Senate floor for a vote.

Senate Moves With Lightning Speed

This week's vote shows that the doctrine enjoys strong support on the committee, which approved the Fairness Broadcasting Act of 1987 by a vote of 14-4. The only dissenters were Sens. Bob Packwood (R-OR), Ted Stevens (R-AK), Robert Kasten (R-WI), and John McCain (R-AZ).

The fairness bill is moving with extraordinary speed in the Senate, where critical issues often languish for years without progress. The measure was introduced only two weeks ago, and a hearing before the Commerce Committee was held just last week.

Fairness Doctrine codification isn't moving as quickly in the House, where the Telecommunications Subcommittee has been slower to organize. But subcommittee Chairman Edward Markey (D-MA) is among those who want the policy written into law.

At the hearing, several broadcasters and outgoing FCC Chairman Mark Fowler called for Fairness Doctrine repeal. But they received scant attention from the senators, who reserved their questioning for doctrine supporters like former FCC Chairman Charles Ferris.

Hollings Warns Of Impending "Disaster"

"Without the Fairness Doctrine there is nothing to prevent a broadcaster from grossly abusing the public trust embodied in a broadcast license," Ferris testified. Chairman Fritz Hollings (D-SC) called the current trend toward FCC and judicial opposition to the doctrine a "recipe for disaster."

Fowler countered that the doctrine amounts to unconstitutional "censorship." He added, "Stripped of its pleasing name and good intentions, the Fairness Doctrine can be exposed for what it really is — an enemy of free speech."

KNUI & KHUI/Kahului, HI President/GM Tom Elkins predicted stations would still cover controversial issues if there were no Fairness Doctrine. "Why? Be-



FAIRNESS HEARING — Witnesses sharing their Fairness Doctrine views with the Senate Commerce Committee last week included (left to right) Freedom of Expression Foundation President Dr. Craig Smith; KNUI & KHUI/Kahului, HI President/GM Tom Elkins; FCC Chairman Mark Fowler; and former FCC Chairman Charles Ferris; now with the Washington law firm Mintz, Levin, Cohn, Ferris, Glovsky and Popeo. Five days after the hearing the panel voted 14-4 to write the Fairness Doctrine into law (see story).

cause we're good journalists, and getting all sides of the story is just good journalism."

Overabundance Of Spectrum In Hawaii

Attacking the "spectrum scarcity" rationale for regulating broadcast speech, Elkins said, "I doubt there are very many markets where a radio station cannot be

had at a fair price." Hawaii suffers from "the miseries of abundance" in radio, he testified, with 52 stations, including several in bankruptcy.

"The fact is, anyone who can figure out how to get it on the air and keep it running can probably have a broadcast station in Hawaii."

NEWS BRIEFS

DAT Curb Written Into House Trade Bill

Language imposing a one-year ban on devices that could be used to copy compact discs was written into a major trade bill last week by the House Commerce Committee's Competitiveness Subcommittee.

The temporary limit on DAT (digital audio tape) was offered by Rep. Henry Waxman (D-CA). It prevents the import for sale of devices not equipped with copy-coding technology for one year, and imposes fines up to \$50,000 and two years in prison for violators.

Meanwhile, even more stringent DAT bills are pending elsewhere in both the House and Senate. Critics claim that, unless digital recorders are equipped with copy-coding devices to block hometaping, DAT will hurt the music industry through lost sales as CDs are copied at home.

Canada Picks C-QUAM AM Stereo Standard

Canada announced last week that it has selected Motorola's C-QUAM system as the standard for the nation's AM stereo stations. AMs using other systems were given until March 31, 1988 to either convert to C-QUAM or cease their stereo broadcasts.

The Department of Communications explained, "Comments received from a broad representation of the Canadian communications industry strongly supported the selection of a single transmission standard based on the Motorola C-QUAM system."

FCC Lays Groundwork For Docket 80-90 Reclassification

The FCC this week issued its first public notice on how it intends to begin

reclassifying FM stations under Docket 80-90. Stations had a three-year period, which ended March 2, to begin steps to upgrade to minimum power and antenna levels, or face automatic downgrading to a lower class of station enjoying less interference protection.

A typical Class "C" that filed an upgrade application by the deadline will continue to operate as a "C" station with full protection. If the application is dismissed or returned, the station would be reclassified to "C1" status. If its upgrade CP expired, it would be further downgraded to a "C2" station.

Deficient upgrade applications that were filed on time will not be thrown out, as they usually would be. Instead, the Commission will notify applicants of the defects and give them 30 days to refile.

For further information on reclassification call Gary Kalagian (202) 632-2049 or John Boursy (202) 634-6315.

Ownership Reports From Most Stations Due

The FCC has directed many radio stations to file updated ownership reports with the Commission by August 3, 1987. Revised reporting forms (Form 323) are currently being sent to all stations. Copies can also be obtained by calling (202) 632-7272.

Regular ownership reporting had been suspended temporarily while the Office of Management and Budget (OMB) reviewed the new form. Normally, stations file reports each year on the anniversary of their renewals. After the mass filing this August to restart the program, the FCC will go back to annual filings.

Stations exempt from filing are those owned by sole proprietorships or by partnerships made up entirely of "natural persons."

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Edited by Don Waller

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Currently being offered on a first-come, first-served, market-exclusive basis by St. Louis, MO-based Contemporary Marketing, Inc., this unique on-air promotion comes with an array of supporting materials including full-color posters customized with your station's and/or sponsor's logo, spots to promote, intro, and outro the episodes, and a whole lot more.

For additional information, as well as an exceptional promotion kit for the package itself, contact Gregory Hagglund at (314) 567-9650.

Wide World Of Work Weeks

What is the length of the average American's work week? If you answered 40 hours, guess again.

According to a recent survey conducted by the Swiss Economic Development Institute, the average US worker labors 35.8 hours per week. In comparison, the average Swiss worker toils 35.3 hours per week, the average Dutch worker 31.9, the average French worker 31.7 and the average Italian worker 31.6.

Among industrialized nations, the country with the lightest average work week is Sweden, where workers put in 30.7 hours weekly. Second-place is West Germany, where workers average 31.4 hours on the job weekly.

As for the hardest workers in the industrialized world, that honor goes to the Japanese, who devote an average 39.8 hours per week to their employers.

Hottest CD Wax

Although compact discs are often touted as being almost indestructible, they will scratch. According to the March issue of *Consumer Reports*, the best treatment for a scratched CD is to polish it with "Rally" cream auto wax.

To test the restorative properties of "Data Mud," a polish intended to rejuvenate scratched CDs, the magazine's staff deliberately abused some new discs with fine steel wool, then played them on a staff-built "error counter" that measured the amount of damage the scratches caused. Along with the "Data Mud" and the "Rally" wax, the researchers tested "Hagerly" silver polish, "Brite" acrylic floor wax and "Gold Seal" glass polish.

After polishing, the damaged discs were again sent through the "error counter" so that the effectiveness of the various compounds could be measured. While CU found that *nothing* worked on severe scratches, both the "Data Mud" and the "Rally" wax "dramatically reduced the number of errors caused by the light scratches." "Data Mud," meanwhile, is priced at \$10 per ounce; "Rally" at 40 cents per ounce.

POLLSTAR

TOP 20 CONCERT PULSE

LW	TW	ARTIST
1	1	GENESIS
3	2	BOB SEGER
4	3	BILLY JOEL
6	4	JOURNEY
8	5	HUEY LEWIS & THE NEWS
7	6	KENNY ROGERS
9	7	BON JOVI
10	8	ALABAMA
12	9	DAVID LEE ROTH
11	10	IRON MAIDEN
13	11	FREDDIE JACKSON
14	12	HANK WILLIAMS JR.
15	13	RATT
16	14	PRETENDERS
18	15	ALICE COOPER
17	16	CYNDI LAUPER
19	17	B.B. KING
20	18	STEVIE RAY VAUGHAN
-19		BEASTIE BOYS/ FISHBONE
-20		YNGWIE MALMSTEEN

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

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Liz Beth Rosenberg



Phil Wild



Chris Palmer



Donnie Coleman



Robbin Ahrold



John LoFrumento



Jane Sperrazza

Radio

● **STEVE SUMMERS**, Promotions Director/night rocker at WZOK/Rockford, has been upped to the new position of PD. Asst. OM **MARK McCLURE** has added PD duties at AM sister WROK.

● **FRED BRAKEMAN** has been named GM at KKCM/Minneapolis-St. Paul, which has changed format to Contemporary Christian AC. **DAN CARLSON** is PD/mornings, and **GWYN LEACH** is MD/middays.

● **RENEE CASIS** has been promoted from Coordinator/Programming and Promotion to Promotion Director for WCBS-FM/New York. She joined the station in 1982.

● **MICHAEL CONNOLLY** has been upped to Southeast District Director/Affiliate Relations at the CBS Radio Network. He joined the net in 1981 as Financial Analyst, moving up to Senior Program Cost Analyst/CBS Sports in 1984 and District Manager/Affiliate Relations in 1986.

● **CAROL HANDLEY** has advanced from MD to Assistant PD at KEZX/Seattle.

● **NEIL HARRISON** has been promoted to PD at CHR KIOC (K106)/Beaumont, TX. He replaces R.P. McMURPHY.

● **JOHN HOWE** has been promoted to Local Sales Manager at KLZ & KAZY/Denver. He joined the KAZY staff in 1977, and was made LSM there last year.

● **JOYCE KRIEG**, Promotion Director at KFBK & KAER/Sacramento, has been elected President of the Sacramento Valley Broadcasters Association. Other new officers include KVIE-Channel 6 Cable Coordinator **GAYLE LOEBER** as Treasurer and **KFSM ND MIKE REYNOLDS** as Secretary.

● **CHARLIE MARCUS**, who formerly programmed KXXY/Oklahoma City and WQDR/Raleigh, has been named PD at WXBW/Pensacola. He replaces **CHRIS HAMPTON**, who returned to crosstown WOWW for mornings.

● **CHARLIE McCAIN** has joined WLNZ/Lansing as GM from WKLT/Kalkaska.

● **DON MURRAY**, OM/PD of Contemporary Christian KYMS/Anahelm, has joined TRANSTAR's "Oldies Channel" for airwork.

● **SABRA SANCHEZ** has been promoted from AE to LSM at KGNR & KCTC/Sacramento.

● **PAUL SECCARECCIO** has joined Justice Broadcasting flagship station WCIB/Falmouth-Cape Cod, MA as GM. He was formerly GSM at WCCM & WCGY/Lawrence, MA.

● **SANDY WEINBERGER** has been named Promotion Director of WPIX-FM/New York. She was previously Publicity Coordinator for Macy's, and has held Promotion Director positions at WCJX/Miami and KLZ & KAZY/Denver.

● **GREG WILLIAMSON** was named OM of new Easy Listening outlet KHEZ/Boise. He is formerly of crosstown KJOT.

● **CBS Radio Programs** has reported that its new broadcast previously announced as "The New Age" has been renamed "The New Era." The program will debut March 30.

● Thirty-year WAEB/Allentown personality **JAY SANDS** passed away following his second open-heart operation. Known as the market's "Father of Top 40," Sands, 57, did his last midday shift March 6.

Records

● **WAYNE ISAAK** has been upped from National Director/Publicity to Executive Director/Publicity for A&M Records. He held his most recent post since 1982, prior to which he worked as an independent publicist.

● **TONY JOSEPH** has been named A&R Manager of Wing Records, a unit of PolyGram. He was previously a remixer and DJ, and was responsible for dance music programs on Los Angeles stations KACE and KJLH.

● **LIZ BETH ROSENBERG** has been named VP/Publicity at Warner Bros. Records. She joined the label in 1972 as an assistant to the Director/Publicity, moving to a staff publicist slot in 1975 and to Director/New York Publicity Operations in 1978.

● **PHIL WILD** has been promoted from Senior Attorney to Senior Director/Business Affairs at Arista Records. He has been with the label for three years.

● **Warner Bros./Nashville** has promoted five staffers to new positions. National Promotion Coordinator **CHRIS PALMER** has been upped to National Promotion Manager, working with **BOB SAPORITI** in promoting product to radio. Replacing Palmer is **DOUG GRAU**, who will be responsible for the marketing of the label's singles and albums.

Former National Promotion Director **NANCY SOLINKSI** has been named to the new position of National In-House Marketing Director, acting as a liaison between WB field personnel and retail outlets. **RONNA RUBIN** has been upped to National Director/Press and Artist Development, while **SUSAN NILES** becomes National Publicity Coordinator.

● **DIANA BARON** has been promoted to National Director/Publicity at A&M Records. She was previously West Coast Director/Publicity.

● **DAVE JOHNSON** has been appointed to the new post of Midwest A&R Rep for Elektra/Asylum. He joined the label in 1986 as National Director/College Promotion, and was most recently its Promotion Marketing Manager in San Francisco.

● **NEAL JOSEPH** has been promoted from A&R Director to Executive Director/GM of Sparrow Records' Nashville operations. Also at the label, **BARRY LANDIS** has been named Director/Marketing & Development, **MARLEI DAUGHERTY** has been promoted to National Promotions Manager, **BOB ANGELOTTI** has been upped to Director/Media Relations and Promotions, and **JOHN CAMPBELL** has been hired as Rock/Video Coordinator.

● **GAIL LIMONGELLI**, a 13-year music business veteran who worked most recently for Nempere Records, has been appointed A&R/East Coast Coordinator at EMI America Records.

● **ED SIMPSON** has moved from Director/National Sales to Pop Promotion Director/Northeast Region for Arista Records. He has been with the label for ten years.

● **VINCE WILCOX** has been promoted to Director/Record Marketing for the Benson label.

Industry

● **ROBBIN AHROLD** has been appointed to the new position of VP/Corporate Relations at BMI. He joins from RCA/Ariola, where he had been VP/Communications since 1983, and he was previously Director/Corporate Affairs for Home Box Office.

● **DONNIE COLEMAN** has been promoted to Executive National Director/Marketing at Macey Lipman Marketing. He was formerly National Director/Marketing-Research.

● **JOHN LOFRUMENTO**, who served as ASCAP Controller since 1981, has been promoted to Chief Financial Officer. Prior to joining ASCAP he was VP/Controller of the Travelers Cheque Division of American Express.

● **JANE SPERRAZZA**, an eight-year Interep vet, has been named Director/Corporate Communications at the company. She was previously in the Marketing Communications Dept. of McGraw-Hill Radio, an Interep company.

● **JOHN FEDAK** has been appointed VP/Engineering and Technical Services at communications consulting firm Frazier, Gross & Kadlec. He was formerly VP/Engineering and Systems Operations for Ford Aerospace Satellite Services Corp.

● **Denny Somach Productions** has moved to 812 W. Darby Rd., Haverstown, PA 19083; (215) 446-7100.

● **MADELEINE MARSHALL** has been named Director/Licensing and Foreign Administration for SBK Entertainment World, Inc. She was previously Director/Publishing at the Entertainment Music Co. Also at SBK, **BARBARA ADAMS** has been promoted to Director/Synchronization Licensing. She was formerly in the Business Affairs division.

● **AL MAXWELL**, general partner of KTLT/Wichita Falls, TX, has been elected to the Arbitron Radio Advisory Council for a three-year term.

● **SHARON MANCINI** has been upped to Asst. VP of Major Market Radio in New York, where she was previously Office Manager.

PROS ON THE LOOSE

Craig Andrews — MD KHYL/Sacramento (916) 722-3804

Charlie Bennett — GM/PD WNAM/Appleton-Oshkosh, WI (414) 725-2682

Marie Bonacci — Evenings WNYR/Rochester (716) 454-5475

Don Christl — PD WBCS/Milwaukee (602) 996-3043

George Corey — Nights WINZ-FM/Miami (305) 432-8006

Lisa Dent — MD/Middays WZOK/Rockford (815) 965-0584

Bill Evans — OM KKBR/Albuquerque (505) 823-9832

Tom Keller — Afternoons WNYR/Rochester (716) 377-6423

Jim Kelly — Middays WNYR/Rochester (716) 225-6835

Sean Michael Lisle — Afternoons/Production Director KTRB/Modesto, CA (209) 527-2926

Bob Look — MD/Middays WBCS/Milwaukee (414) 762-1821

Jim McCloud — Mornings KEBC/Oklahoma City (405) 789-3754

Dee Ann Metzger — MD/Public Affairs Director KPKE/Denver (303) 693-9480

Dennis O'Connor — News WNYR/Rochester (716) 235-0817

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“Never Enough”

TOP FIVE at AOR and selling strong.

OVER 100 CHR STATIONS STRONG AND NATIONALLY MOST ACTIVE

TOP 10

WKDD 14-10 KOZE 11-8

TOP 20

WPHD 19 WROQ 14
Z93 22-20 KXYQ 23-20
WKTJ 20-16 OK95 19-17
WLOL 26-19



PSYCHEDELIC FURS

“Heartbreak Beat”

Early CHR believers now moving into heavy rotation in response to AOR saturation and big albums sales.

23 P-1s! INCLUDING THESE TOP 20 MOVES:

KITS 2-2 (HOT) KMEL 28-19 (HOT)
WMMS 27-19 (HOT) KATD 22-15
KIIS 20-16 ONE OF THE MOST ACTIVE

AOR TRACKS: 14



BEASTIE BOYS

“Brass Monkey”

The masters of high charting debuts moves and requests.

2nd WEEK OUT
54 STATIONS, 17% HOT

TOP 10

KROY 12-8
KS103 9-7
KMGX 5-5
KYNO 5-4
KITJ 3-2



STABILIZERS

“One Simple Thing”

Performs better than records with 20 times as many stations.

KDWB ADD

WMMS 33-26
KPKE 18-15
Y108 5-5
KCPX

KATD
WNNK
WKRZ
KSND 32-25
99KG
KFMW 37-34

SOLUTIONS



GREGORY ABBOTT

“I Got The Feelin’ (It’s Over)”

Top 40 traditionally plays the best of all formats of radio — and Gregory’s a chart topper at both AC and Black/Urban.

AC: 18

BLACK/URBAN: 13

WXKS deb-35	Q100 deb-25	I94 21-19
WBEN 25-22	WKRZ 26-24	KQMQ 24-21
WPHD 31-26	FM100 29-25	KQCR 23-19
99DTX 35-30	KITY 24-21	
WCZY 20-14 (HOT)	KKRD 28-13	



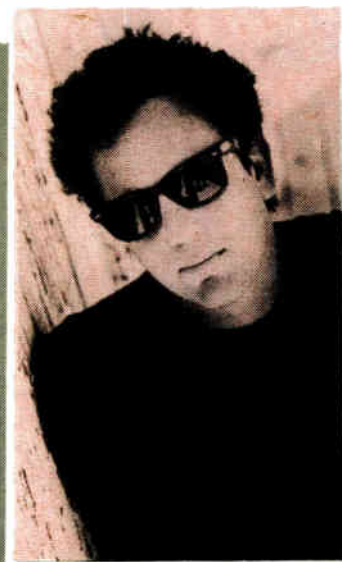
KENNY LOGGINS

“Meet Me Half Way”

This record’s a hit wherever it’s played.

A NATIONALLY MOST ACTIVE WITH EARLY TOP 20 RESULTS:

KEGL 13-12	WKDD 17-13
Q105 26-18	KNBQ 23-19
WKTJ 17-13	WQID 25-18
KDWB 26-18	WLRW 25-18
FM102 19-16	KDVV 27-19



BILLY JOEL

featuring RAY CHARLES

“Baby Grand”

Top 15 AC in just three weeks!

AC CHART: 17 - 12

WBLI	K104	WNOK	WJMX	KCMQ
94Q	WNNK	WKDD	Q104	KWTO
WMMS	WSPK	WFBG	Q101	KBOZ
WCZY	WPST	95XIL	KNIN	KKAZ



BURNS SISTERS BAND

“Listen To The Beat Of A Heart”

The majority of AC stations now moving into heavy rotation

NUMBER 1: K104 3-1

WXKS 24-21	WBNQ 22-20
OK100 6-5	KBOZ
95XIL 17-14	KTRS 29-25

AC CHART: 14



BREAKERS

New Adds Include:

- KKBQ WNNK
- WCZY Y95
- KMJK WQID
- KCPX WKFR
- KUBE

CHR CHART DEBUT **40**



The Barbusters
Featuring Joan Jett & Michael J. Fox

"Light Of Day"

Luther Vandross & Gregory Hines

"There's Nothing Better Than Love"

Now On Over 65 CHR Reporters!

New Adds Include:

- 99DTX KNBQ
- KMEL OK100
- KAMZ KFRX
- WDJX KTMT
- KCAQ KZOZ

B/U Chart **13-8!**



Off To A Great Start!
New Adds Include:

- WBEN 99KG
- WCAU WDBR
- Z93 KIKX
- WSPK KZZU
- 93Q KRQ
- WROQ KQIZ
- WCKN WCGQ
- Q101 B91
- SLY96
- OK95



Gregg Allman

"I'm No Angel"

Gino Vannelli

"Wild Horses"

GREGG SWEDBERG, PD — WLOL/MINNEAPOLIS
"The perfect record for females . . . they love Gino. This is a real standout record when a lot of the music out there sounds the same."

MARK BOLKE, PD — Y108/Denver
"Reaction has been positive from the beginning! Great adult phones."

JACK ALEXANDER, PD — KKAZ/Cheyenne
"The phones are smokin'! Both male and female 25+."



THE PICTURE PAGE

MCA Awards Promotion Aces



At MCA's recent promotion staff meetings in L.A., awards were presented to several top promoters. Pictured (l-r) are Nat'l Singles Director Billy Brill, St. Louis's Norrin Cohen (Rookie of the Year), New England's Roman Marcinkiewicz (Promotion Man of the Year), Sr. VP Steve Meyer, Nat'l Promotion Director Frank Turner, Exec. VP Richard Palmese, Washington's Bob Brady (co-winner, outstanding airplay achievement), Northwest's Fred Zaehler (co-winner, outstanding airplay achievement), New York's Bobby Shaw (Dance Club Promotion Manager of the Year), and VP Bill Bennett.

Baubles For Bangles



The Bangles celebrated double platinum success for their "Different Light" LP at an L.A. reception hosted by Columbia. Pictured (l-r) are managers Mike Gormley and Miles Copeland, group's Debbi Peterson, Columbia Sr. VP Bob Sherwood, group's Susanna Hoffs, Vicki Peterson, and Michael Steele, and (front) CBS Records Group President Walter Yetnikoff.

Hollywood's Seger Star



Bob Seger & The Silver Bullet Band received a star on the Hollywood Walk of Fame at the conclusion of their 105-date "Like A Rock" tour. Pictured (l-r) on the sidewalk are Chris Campbell, Alto Reed, Bob Seger, and Craig Frost.

Cray's For Gold



PolyGram presented the Robert Cray Band with a gold LP for "Strong Persuader" at a New York dinner. Pictured (l-r standing) are PG Exec. VP Bob Jamieson, President Dick Asher, Cray, management's Mike Kappus, and group's Peter Boe and David Olson; (l-r seated) PG Sr. VP Dick Wingate, group's Richard Cousins, and PG VP Peter Lubin.

WorldRadioHistory

Island Copectic With Julian



Julian Cope visited Island's New York offices recently. Pictured (l-r) are VP Bill Berger, Cope, President Lou Maglla, and management's Cally.

Congress Commemorates Charles



Following a performance by Ray Charles for Congress, members of the Congressional Arts Caucus congratulated the artist. Pictured (l-r) are CAC Chairman Bob Carr (D-MI), Rep. Beryl Anthony Jr. (D-AR), BMI President Frances Preston (who organized the event), and Charles.

KWKW Captures Dodgers



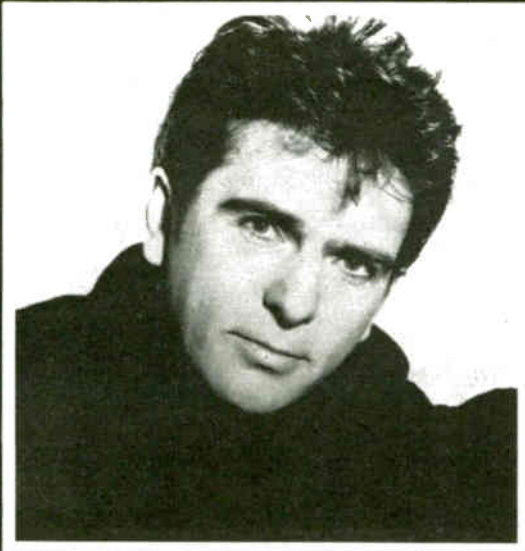
Starting off its first season as the Spanish radio voice of the L.A. Dodgers, KWKW originated its morning show via satellite from Dodgers training camp in Vero Beach, FL. Pictured (l-r) are shortstop Mariano Duncan, color man Rene Cardenas, and station morning personality Jaime Pina.

San Francisco Stop



Luther Vandross stopped by KMEL San Francisco to do an on-air interview. Shown (l-r) are Vandross, KMEL MD Keith Naftaly, EPA's Danny DeNigris, PM jock Howard Hoffman, and EPA's Michael Moore.

PETER



GABRIEL

with

KATE



BUSH

"don't give up"

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WCAU WGH WBCY OK100
94Q Z94 KQMQ 95XIL

ALSO ON AT:

WXKS KCPX WKRZ WHHY WBNQ
PRO-FM KATD WCKN Q101 KOZE



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R&R STREET TALK

KIIS And Warners Get Set To Kiss And Make Up

WARNER BROTHERS and **KIIS/LOS ANGELES** are said to be close to settling their legal entanglement over the early airing of **PRINCE's** "Sign 'O' The Times" (R&R, 2/27). Here's the inside scoop: KIIS got the record from a sister **GANNETT** station which received it from their local **WB** rep on a Tuesday after promising that it wouldn't be aired until Thursday. Seems the rep had to travel to cover his market and wanted to insure the station had the record on time. But when questioned by **WB**, the rep denied he handed anyone the record early, just as the station denied to him they'd sent the record to **KIIS**.

Probe Of Payola Fizzola?

So what's happened in the year since the stink about independent promotion? *Nothing*. The Senate investigation has melted down, and now we hear the L.A. Grand Jury probe will also go into recurrent.

Meanwhile, in the **SAL PISELLO** cutouts caper, we hear **Pisello** may face a rough road, but no one at **MCA** should be affected.

KSD Uncorks J.C., Miller Gets Randy At Z93, Matt Alan Pulls Tricks On Z100

Ex-**KSHE/ST. LOUIS** morning star **J.C. CORCORAN** has found a new home — he'll start at **Gannett's** crosstown **KSD** within 60 days. Does this mean **KS94** plans to move out of its **Gold-based AC** approach? **President/GM MERRELL HANSEN** won't comment.

While **KS103/SAN DIEGO OM NICK FERRARA** recovers from kidney stones, he's also got the painful task of finding a new morning act. **RANDY MILLER** has been grabbed by **Z93/ATLANTA**, where longtime wakeup man **STEVE McCOY's** future is undecided.

Z100/NEW YORK's new afternoon ace is 25-year-old "MAGICAL" **MATT ALAN** from **KRBE/HOUSTON**. A professional magician since age 10, he's conjured up a two-year deal and intends to "saw the competition in half."

"Who Are America's Most Obnoxious DJs?" Read the article of the same name in the 4/6 issue of *US* magazine to find out one mag's opinion.

It was strictly the "A" list when **CBS RECORDS** President **WALTER YETNIKOFF** wed **CYNTHIA SLAMAR** last Sunday (3/22). The 170 well-wishers included **SPRINGSTEEN, STREISAND, JAGGER, AHMET & NESUHI ERTEGUN, DAVID GEFFEN, FRED DISIPIO, JERRY WEINTRAUB**, as well as **CBS** supremo **LARRY TISCH**. The happy couple wrote their own vows for the traditional ceremony.

Legal Matters, Take Two

If talent is off the air sitting out a noncompete clause, is that clause violated if the station they're going to join uses their names in sales literature? "Yes," said a Florida appellate court last week in **WSHE/MIAMI's** suit against ex-morning team **HERMAN & McBEAN** (now on rival **WGTR**). It reversed a trial judge who had thrown out 'SHE's original complaint that the sales pieces breached the covenant's requirement that the pair not be connected in any way with any competitor during a four-month noncompete from last September to February. **WGTR** now has until next Tuesday (3/31) to ask for a re-hearing. If **H&M** are ultimately found to have violated the clause, they could be pulled off the air for a penalty period of up to six months.

RCA VP/International A&R **GREG GELLER** is leaving, as is Director/Black A&R **TONY WELLS**.

Format Flips

WRXR/CHICAGO will have new calls — **WTKS** — and presumably a new format when **PYRAMID** takes over on June 1st. Could "WTKS" signal a "Kiss" moniker and an Urban-leading **CHR** a la **Pyramid** flagship **WXKS-FM/BOSTON**?

Hottest rumor in L.A. is still the one about **H&G's** **KLVE** going **CHR**, despite its strong numbers (3.2 in the latest Arbitrend) as the market's only Spanish FM. "Total speculation," claims VP/Programming **MARK DRISCOLL**.

Continued on Page 30

AIR PRIORITIES: WEEK 5

Listen to the selections listed below. Decide if each had the potential to attain Top 40, Top 25 or Top 10 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Apr. 1, 1987

Artist	Title	Label
RESTLESS HEART	I'LL STILL BE LOVING YOU	RCA
THE OTHER ONES	WE ARE WHAT WE ARE	VIRGIN
JACK WAGNER	WEATHERMAN SAYS	QWEST/WB
GREGG ALLMAN BAND	I'M NO ANGEL	EPIC
SMOKEY ROBINSON	JUST TO SEE HER	MOTOWN

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

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THE TIME IS NOW.

**“You Can Call Me Al”
Paul Simon**

FIRST WEEK ACTION!

B104 deb-28	WKEE add	WKPE add
WXKS add	KC101 add	WIKZ add
PWR95 add	WMJQ add	WQCM add
Z100 deb-29	99GFM add	100KHI add
B106 26-21	WPST add	KQIZ add
Q107 add	PWR997 add	WQID add
WAVA deb-27	K98 add	WJMX add
Z93 deb-37	WKQB add	WZYP deb-36
B97 add	WBCY add	Q101 add
WNVZ add	G105 add	Z102 add
B96 add-32	WKSI 22-18	KNIN add
Z95 add	WAPE add	KCMQ add
99DTX add	WABB add	KKXL add
WCZY add	KX104 add	KFRX add
KBEQ deb-26	94Z deb-28	KKRC add
KZZP add	WKDD 36-20	KTMT add
KMEL deb-32	WGRD add-38	KHTZ add
KATD add-18	CHED add	Y97 add
KWSS add	KCAQ add	
WVSR add	KXYQ deb-35	
WTIC add-35	103CIR add	

From The Grammy Award-Winning Album
Graceland Produced by Paul Simon
Engineer: Roy Hallee



Continued from Page 28

While CHR CFTR/TORONTO moves into a more adult mode, rumor has it that Gold CKEY (50kw at 590) will shift to CHR with a “Power” identity. Meanwhile, though station officials deny it, watch CHUM-FM file with the CRTC for a format change from “progressive” to “contemporary” come license renewal time in September.

Sholin Leaves KFRC; Needed — One KAZY PD

DAVE SHOLIN, who navigated KFRC’s transition from CHR to Nostalgia, has resigned as PD to devote full energies to the GAVIN REPORT and COUNTDOWN USA. BRIAN RHEA is acting PD while a search for a replacement begins.

DKM AOR KAZY/DENVER is looking for a programmer. Current PD ZAK PHILLIPS plans to stay until his replacement is hired, with his ultimate goal a medium market programming post.

WINK MARTINDALE is leaving KMPC/LOS ANGELES afternoons, ending his 36-year radio career to concentrate on TV production.

GWEN ROBERTS has been upped to Asst. PD at KIIS.

A three-hour “NBC RADIO News National AIDS Call-In Show” is scheduled for Sunday night, April 26. Callers can use a toll-free line to talk with reporters and health experts, including Dr. JOYCE BROTHERS, in NY and DC studios.

An emotionally distraught man put a scare into KPWR/LOS ANGELES when he came by the station Monday (23rd) looking for JAY THOMAS, alleging that the morning man had stolen his wife. Ushered out of the building, he came back the next day, leapt over the front desk, and cornered Power 106 Marketing Director PAUL SANSONE with a knife. He was eventually subdued and arrested by the police. There’s now a guard stationed on Power’s floor.

That rap-meets-rock version of LED ZEP’s “Black Dog” by the NEWCITY ROCKERS is another project by BOB RIVERS of WAAF/WORCESTER-BOSTON’s “Bob & Zip” morning show. (You’ll recall the duo’s DAVID LEE ROTH parody, “Just A Big Ego,” last year.) The video’s on MTV and an album on Boston label CRITIQUE, now distributed by ATCO, is coming soon.

Soup’s on . . . the unemployment line, sooner than planned. SOUPY SALES was scheduled to leave WNBC/NEW YORK middays on April 3, but he got yanked off the air in the middle of his show last Monday (3/23) after he reportedly called ‘NBC management “liars and hypocrites.”

**Dec/Jan/Feb
Arbitrends**

New York

Top Five: WHTZ 5.6-5.4, WOR 5.0-5.1, WBLS 4.7-5.1, WRKS 4.7-5.1, WINS 4.5-4.9. Others: WPLJ 5.0-4.8, WQHT 3.3-3.4, AORs WNEW-FM 3.6-3.1 and WXRK 3.2-3.1.

Los Angeles

Top Five: KABC 6.0-6.4, KIIS (AM & FM) 6.1-6.2, KPWR 5.7-5.3, KJOI 5.0-5.3, KOST 4.4-4.7. AORs: KROQ 3.7-3.9, KLSX 3.6-3.3, KLOS 2.2-2.2, KNAC 1.3-1.3, KNX-FM 1.1-1.0, while KMET/KTWV’s 1.7-1.5 has only 18 days of “The Wave.”

Chicago

Top Five: WGN 9.1-8.5, WGCI 7.5-7.3, WBBM(AM) 5.8-6.6, WLOO 6.2-6.4, WLUP 5.1-4.9. CHRs: B96 3.8-3.9, WLS 3.0-2.9, WKQX 2.6-2.7, WYZZ 3.0-2.6. AORs: WXRT 2.7-2.8, WCKG 1.7-2.3, WZRC 1.0-1.2.

Philadelphia

Top Five: WMMR 8.9-8.6, WEAZ 8.7-8.1, WUSL 7.7-7.9, KYW 7.4-7.9, WWDB 5.1-5.4. ACs: WKSZ 4.6-5.2, WMGK 4.2-4.6, WSNi 4.2-4.5. AORs: WYSP 4.8-4.6, WIOQ 2.6-3.1. CHRs: WCAU-FM 4.4-5.1, WTRK 1.6-1.6.

San Francisco

Top Five: KGO 8.5-7.8, KCBS 6.8-6.2, KABL(FM) 4.0-4.4, KMEL 3.8-4.3, KSOL 4.1-4.0. ACs: KYUU 4.0-3.5, KLOK(FM) 2.5-2.7, KOIT(FM) 2.6-2.6, KIOI 2.3-2.1. AORs: KFOG 2.2-2.2, KRQR 2.5-2.0, KOME 1.9-1.7, KKCY 1.4-1.5. Others: CHR KITS 2.5-3.0. “Quiet Storm” KBLX 2.5-3.4.

San Diego

AC B100 7.4-7.3, AORs KGB 6.7-7.3 and 91X 6.7-5.9, CHR KS103 5.8-5.1, Gold KCBQ 2.6-3.6, Urban XHRM 4.6-4.2.

KTXQ/DALLAS, getting big reaction to XTC’s “Dear God,” plans an on-air conference call with the band’s ANDY PARTRIDGE and local clergymen with varying views of the record, whose provocative lyrics may strike some people as blasphemous.

Mazel tov to MCA Sr. VP LARRY SOLTERS and wife DEBRA on baby girl MAXIE ARIN (3/22) . . . Best wishes to R&R’s SHAUNE McNAMARA, who’s rejoining her pals at GREATER MEDIA as KRLA/LOS ANGELES Assistant PD/MD.

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Kate Bush

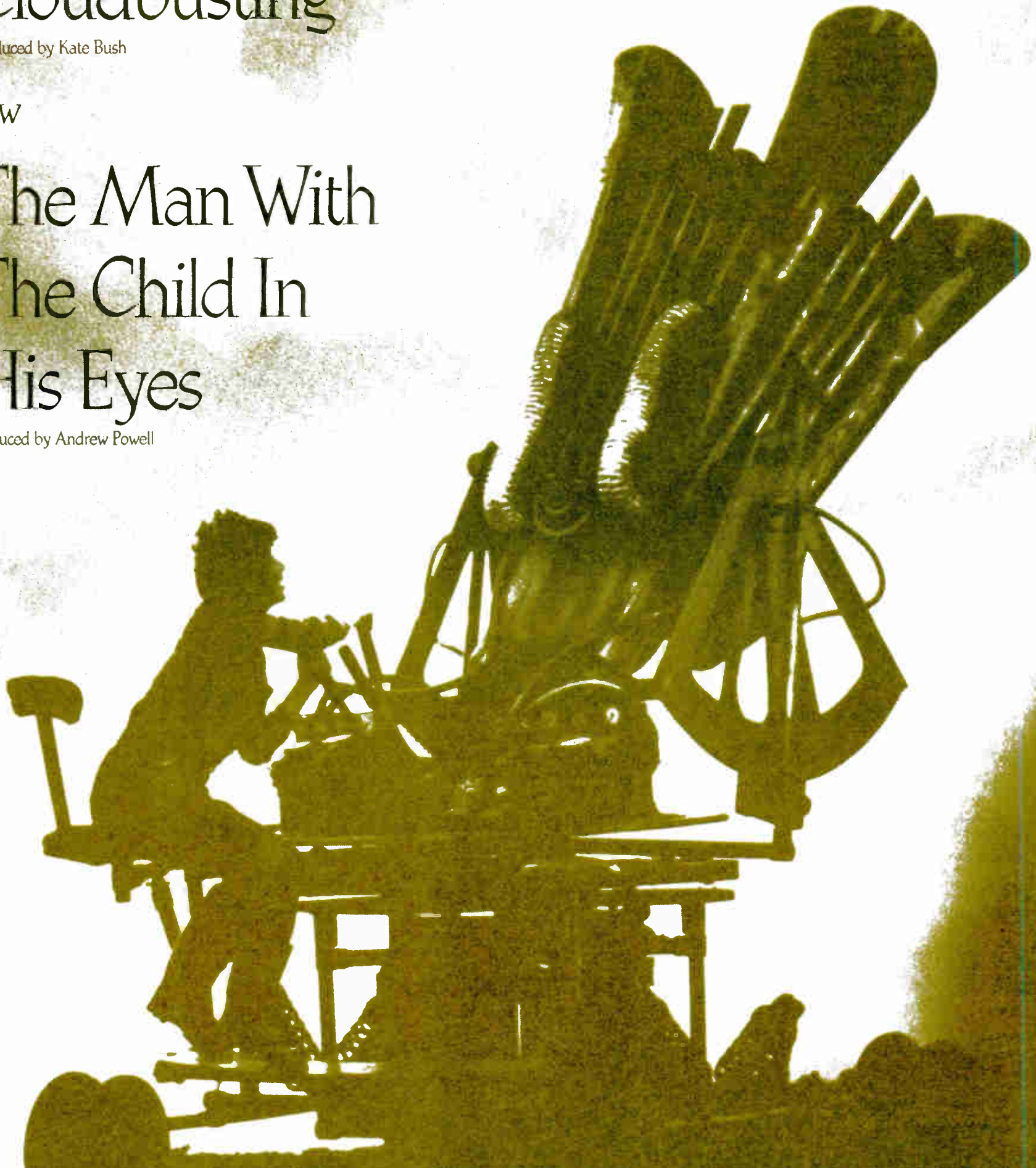
Cloudbusting

Produced by Kate Bush

b/w

The Man With The Child In His Eyes

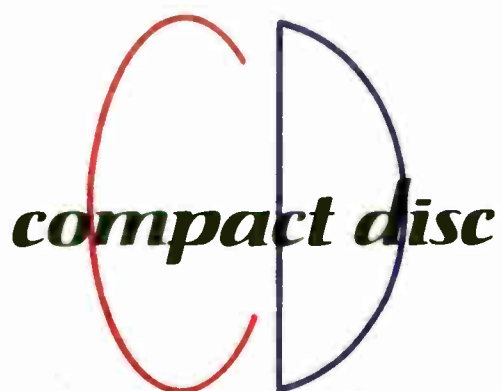
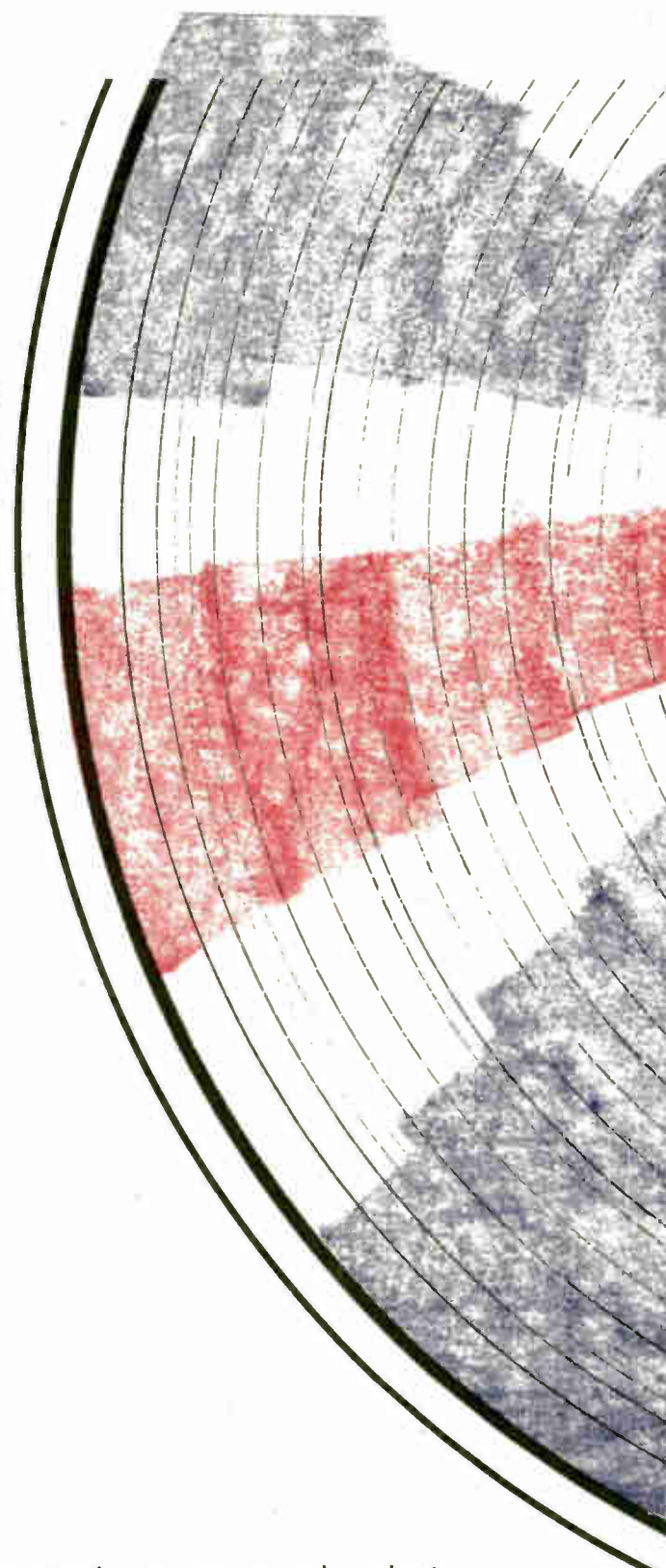
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Fine-tuning your station begins with the basics: putting together the right team and managing it effectively.

- **Ten Steps To Building A Top Team**
Who to hire and how to find them.
- **Judging Your Management Style**
Making sure you're not part of the problem.
- **Five Ways To Be A Better Manager**
Be the role model you wish you'd had.
- **Improving Station Efficiency**
Ideas on restructuring station organizational systems.

Page 35



Focus On Sales

Establishing goals and staying one-on-one with clients will increase sales at your station.

- **The Radio Salesperson's Special Touch**
Staying high touch in a high tech world.
- **Peak Performance With Telemarketing**
Know what to say and what questions to anticipate.
- **Ten Voice Tuning Tips**
How you say it can matter as much as what you say.
- **Sales Tools**
A sales resource update from the **Radio Advertising Bureau**.
- **Goal Tending**
Identifying your strengths and weaknesses, and targeting realistic goals.

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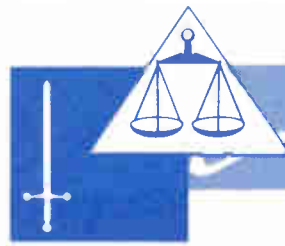


Finding Financing

Knowing how to negotiate with broadcast lenders can mean the difference between getting the money and being shown the door.

- **How To Deal With Broadcast Lenders**
Know what they want before asking for what you want.
- **First-Time Station Buyer's Guide**
What you should know from the beginning.

Page 46



Acquisition Attorney

Finding the right lawyer can be the most important decision you make in the acquisition process.

- **Choosing The Right Acquisition Lawyer**
A ten-step guide to use in finding a lawyer for acquisitions or other matters.
- **How To Assess An Attorney's Credentials**
Know what to look for.
- **Checklist Of Questions To Ask**
Make sure you've made the right choice by getting answers to these questions.

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THE
WEEKEND
music
REVIEW
WITH DAN INGRAM

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(Atrium)

Ten Steps To Building A Top Team

By Harry Spitzer

Station success starts with effective management that motivates the staff. A very wise man once said, "Nothing trickles up." The mindset of top management filters down through the company, and the atmosphere generated by managers can either motivate the staff or turn it off.

Building a successful team effort is the manager's responsibility. It requires setting goals, establishing objectives, recruiting the players to give the team balance and versatility, and providing on-the-job training for newcomers and veterans. Also of prime importance is patience — and plenty of it.

Building a winning team begins with the hiring process. A few prime considerations to keep in mind:

- Do you, as a manager, try to clone yourself?

It's a given that you at one time were the best ever — presumably that's how you got where you are. Given this realization, you probably hold the belief that there is no one quite as talented and productive as you were. But avoid cloning yourself — it leads to corporate incest.

- Piracy isn't always productive. Stealing the top biller from another station may solve your immediate problems, but it can create havoc in the rest of your staff. When you lose your top salesperson, do you simply fill in with another big biller — or do you take

other station may solve your immediate problems, but it can create havoc in the rest of your staff. When you lose your top salesperson, do you simply fill in with another big biller — or do you take

Managing To Succeed

- Establish objectives
- Recruit versatile players
- Provide on-the-job training

some of that person's accounts and sweeten the lists of your remaining staff? If you did, it might make them happier while giving the new person the incentive to build up a list of new contacts at a higher level.

- Are you a trainer? Do you close sales for your salespeople, or do you teach them how to close sales? Teaching sales tech-

niques is more productive in the long run than helping close tough sales. Remember the adage, "Give a poor man a fish and he eats today; teach him to fish and he'll never go hungry."

- When you recruit, do you look beyond the sales record?

Do you hire for people's pasts, or for their future with you? Look for a positive mental attitude, above average intelligence (some managers omit this), and high energy. Also remember that self-starters

are typically motivated to succeed.

- Have you ever rated yourself as a manager?

It would be interesting to see how you score. Are you a problem solver, or do you teach others how to solve problems?

- Are you a communicator, or is yours a closed door policy?

Many managers keep their doors open but don't want their people to

To Be A Better Manager

Good sales managers grow through continual organizational training and development. This takes more than an occasional trip to a convention or seminar. It takes an ongoing, planned management program to train managers so they can manage effectively.

Managers are not born. True, some adapt to certain challenges faster than others, but if all you know about managing people has been learned from your personal experience and from managers under whom you worked, you might only be perpetuating poor methods.

Support + Understanding = Growth

Managers need individualized development programs to overcome weaknesses. They must learn to recognize strengths and weaknesses in themselves and others and interpret them to solve organizational needs.

A good manager can build a better team effort and motivate players toward increased productivity in many ways. Keep these guidelines in mind:

- Be yourself at all times. Don't show one face to management above you and a different one to those below.
- Build an attitude of mutual respect for, and sensitivity to, the people you deal with at both levels.
- When you delegate responsibility, do it in easy stages.
- When you train, train with patience.
- When tough decisions are made, be sure there's mutual understanding.
- Don't just talk about things; do them. Be the role model you wish you had when you were learning in business. You'd be amazed at the number of people you influence in the daily performance of your job. Respect that responsibility.

LAZY FEAR OR LAISSEZ-FAIRE?

Judging Your Management Style



What's your management style?

Are you abrasive and do you rub people the wrong way, specializing in the quick lip that hurts a long time? An attitude of arrogance, which is not tolerated in salespeople, instills fear when it's a management trait. Your staff will wonder how they can possibly please a person who knows it all. A cool head is required for inspiring and motivating a sales staff. Explosive types with a low boiling point can be easily upset and quick to anger.

On the other end of the scale is the noncommitted manager who never lets anyone know where he stands. This results in an "I-don't-give-a-damn" attitude and a lack of respect for allegiance to the company.

come through them, which is just as bad as keeping them closed.

- Do you criticize in public, in front of the staff, or do you call the individual who goofed into your office to discuss the problem?

- How's your temper? Do you have a short fuse? Do the pressures from above cause you to make sharp, snappy answers to hesitant questions?

- Do you back up your team

players in a disagreement with others at the station?

Lack of management support creates an impression that "they" are the cause of the problem — rather than "us."

- Since you were such a great salesperson (or why else did they make you a manager?) ask yourself if you apply those great sales skills to your inside customers — your own sales staff.

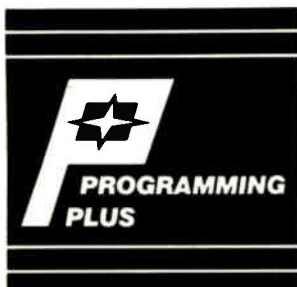
Independent advertising consultant Harry Spitzer has 20 years of advertising and sales promotion executive experience. From 1972-1986 he was VP/Sales Director for the Southern California Broadcasters Association, the oldest regional broadcasters association in the US. He has also served as President of the Advertising Club of Los Angeles and Governor of the American Advertising Federation's 15th District. He established and still supervises the 11-year series of classes "All About The Business Of Radio" at UCLA, and he wrote the textbook "Inside Retail Sales Promotion And Advertising."



Harry Spitzer

He may be contacted at the Harry Spitzer Network, 15916

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WorldRadioHistory



GETTING ORGANIZED

Making Your Station More Efficient

Fostering Creativity While Enhancing Productivity

By Rick Ott

Many stations have a difficult time realizing their rating and revenue goals because they are not set up to succeed in the first place. They suffer from a lack of internal organization.

Disorganization can exist in varying degrees, but even a small amount can foster befuddlement, misjudgments, misinterpretations, and an overall reduction in productivity at the lower levels. At the upper levels, top management can experience recurring frustration, having to continually operate in a "crisis mode," putting out fires on a daily basis.

Overcoming Disorganization

Disorganization is not caused by the people operating in the work environment. It is caused by a lack of formalized organizational systems for people to follow. This is what is called systems design: the creation and implementation of procedures and methods for carry-

ing out certain tasks in an efficient and productive manner.

Before we examine how systems design applies to radio stations, let's look at two examples of other industries that utilize well-designed organizational systems:

- Hospitals have systems for everything: the dispensation of medication, the physical flow of supplies, the understanding of chain-of-command, and the keeping of accurate records. Hospitals didn't just come across their systems by accident. Most major hospitals and medical management organiza-

Programming, Promotion, And Sales Systems

A radio station can benefit from the implementation of numerous systems. You probably have some in place already, in the traffic, billing, and production areas. But many stations fall victim to disorganization from a lack of good systems in the programming, promotion, and sales areas.

To improve organization and productivity in these areas, specific systems are required for:

- Weekly music selection (determination of drops and adds).
- Creation, development, planning, and execution of promotions (including those involving clients).
- Preparing departmental budgets and revenue projections.
- Announcer and PD evaluation (based on on-air performance).
- Flow of responsibilities of chain-of-command.
- Competitive station sales monitoring.
- Oldies list compilation and activation/deactivation of certain oldies.
- Scheduling and execution of meetings.

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tions have full-time Systems Designers on the payroll to create and refine.

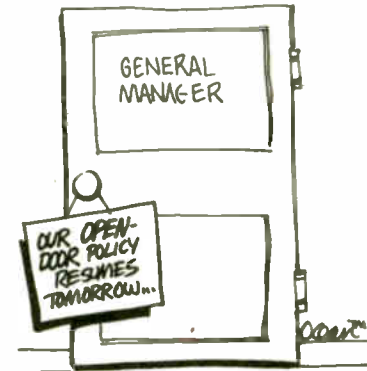
• The military is an expert at systems design. As the voice-over in the Army TV spot says, they "do more before 9am than most people do all day." Very defined, very detailed methods and procedures result in a high level of productivity. I'm not suggesting you adopt a militaristic approach, but it helps to have an appreciation of the disciplines that are inherent in any well-designed system.

Systems And Creativity

You may be wondering, "Do systems stifle creativity? Won't systems cause a decline in morale, especially with talent? Isn't this the entertainment business, where creativity and morale are crucial?"

Actually, systems foster not only efficiency and productivity, but creativity. Here's how:

- Systems are used for routine tasks or recurring events. When your people are not required to expend their brain power on these things and can merely follow the preestablished procedures instead, they are free to use their time and creativity for more important things (while maintaining daily productivity).
- Discipline encourages individ-



ual greatness at a radio station much as it does in a football game. The players follow specifically-designed plays, yet they are encouraged to be great and turn in superior performances. Think about it: without the set plays to follow, the players would be running around like headless chickens.

Rick Ott is President of Ott & Sneed, a consulting and research firm. His 17+ years in broadcasting include programming, on-air, sales, promotions, and management positions. He also co-owns a promotions and printing company specializing in broadcast marketing. Ott may be contacted at: Ott & Sneed, 300 Turner Rd., Suite 514, Richmond, VA 23225; (804) 320-5223.

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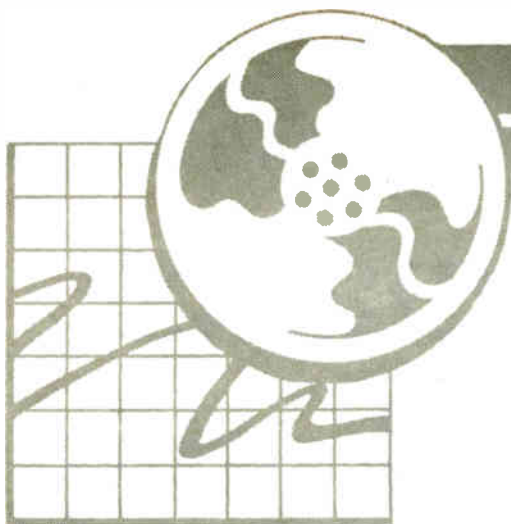
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GOING.



Radio Sales: The Special Touch

By Harry Spitzer

Sophisticated technology is changing our daily lives, our social structures, and the way we pursue our business goals. The powerful forces of this high tech world are radically transforming our society while challenging us as we position ourselves for these changing times.

John Naisbitt, in his widely-circulated book "Megatrends," professed: "The more (we become) high tech, the more (we need) high touch..." What better way to position the radio industry than as a high touch refuge from the high tech onslaughts of the modern world?

Radio is a very personal medium. People have loyalty to their favorite radio stations and personalities. This close relationship fits Naisbitt's description of the public's need to achieve balance in

their lives by high touch activities. Such a relationship helps offset the high technology around everyone.

Think of the vague treatment and impersonal attitude prevalent today at hospitals, insurance companies, and many retail establishments. Even banking has become computerized; in the near future, unless your transaction is substantial you may be forced to do business only through an automatic teller machine.

Continuing with this example, the recent attempt by financial in-

stitutions to promote electronic funds transfer has been less than successful. People prefer to write their own checks. After all, it's their money, and they want to feel some involvement in spending it. Banks offer high tech, but people still prefer high touch.

Personal Involvement Still Key

All this applies to radio salespeople because it comes under the heading of being involved with your clients, being aware of what's going on around you, and using those observations to build closer relationships and increase sales.

Take a lesson from TWA, which stresses personal contact over technological advances in its advertising. Radio salespeople can

Keeping Radio Personal

- Be involved with clients as people
- Be aware of what's going on around you
- Use your observations to build closer relationships

profit from the backlash people feel toward having their lives overrun by electronic, high tech gadgetry. All they have to do is remind people "how good we really are."

The best way to sell anything is to be one-on-one with your prospect. Since most people listen to radio while they're alone — in the car, at home, at work, in the bedroom — radio advertisers' messages get a lot of attention.

Radio: Mechanics Or Medium?

Some may say that radio itself is electronic and therefore cannot be isolated from the mechanics of the high tech world. Although this is true from a technical standpoint, radio has been around so long and is so much a part of most people's lives that they don't consciously think of it as high tech. Radio is

such a ubiquitous, taken-for-granted medium that people even listen when they may not be aware they are listening. It's an automatic, personal habit.

If John Naisbitt is right (and his batting average has been high to date), the more we move into a high tech world, the more we'll need high touch. Despite being written off by the experts and ignored by surveys (where it is classified simply as a leisure time activity), radio listening continues to grow and continues to provide the news, entertainment, information, and personal involvement that contributes to the needed balance in people's lives.

Selling radio in this atmosphere means selling it as the medium that reaches target audiences most effectively in these changing times.

Setting And Understanding Goals

By Rob Bein

Setting realistic goals is the first step to creating a winning plan of attack for your station. Goal setting will show you how to use your sales and programming resources to project where your station will be in the future.

First, identify your strengths and weaknesses. This self-evaluation is vital to understanding how you can succeed. Setting and meeting your goals can be accomplished by following these steps:

- Take the time to define and prioritize goals. Certain goals have a greater benefit to your station, and should be identified.
- Be realistic. The first goals you set should be easy ones to meet. This will get you into the habit of achieving goals.
- Implement goals one at a time.
- Picture yourself achieving your goals.
- Be flexible. You may have to modify your goals as your needs change. Establish short- as well as long-term goals.
- Each day, have a "things to do" list that will assist in attaining your goals.
- Check your progress regularly to make sure you are on target.
- Reward yourself when you attain a goal.

Setting and achieving goals is a must for success. Do it now, and you'll be rewarded regularly.



Rob Bein

Rob Bein is Director/Major Markets for Drake-Chenault, which he joined in July 1986 from Transtar Radio Networks.

Bein may be contacted at: Drake-Chenault, 12810 Hillcrest, Suite 100, Dallas, TX 75230; (214) 386-2978.

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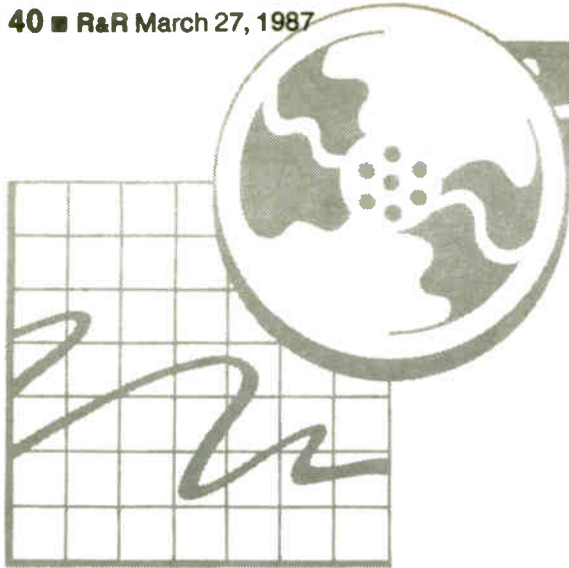
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Peak Performance With Telemarketing

Telemarketing is a contempo-speak derivative of something you do every day: talk on the telephone. You use it when you contact your local pharmacist and remind him his account is 90 days past due, you use it when your network affiliate relations manager inquires where the affidavit form is, and you use it when you say "no" to the magazine solicitor who disturbed you in the middle of "Moonlighting." All are examples of telemarketing, disguised as friendly phone calls targeted toward positive objectives.

Salespeople have incorporated the basics of telemarketing in their jobs for years, but only recently has management in virtually all industries advocated its widespread use. Many managers view it as a cost-cutting device (fewer three-hour lunches), an efficiency enhancer (more contacts per eight hours), and a timesaving tool (reducing travel time between "meetings"). Still, many radio sales managers are not convinced the telephone is as productive as telemarketing consultants claim. To help dispel this negativity, the Radio Advertising Bureau offers

some tips on the advantages and techniques (excerpted and edited here with permission) of selling by phone.

How The Telephone Can Work For You

Think about how the phone can work for you. You can use it to set appointments, make service calls, and sell special packages to smaller advertisers. It's also a useful tool in selling up current accounts, in prospecting, in consultant sales, and in playing a spec announcement to a possible client.

Advantages Of Phone Selling

- It creates the potential for more sales. The more people you reach, the better your chances.
- It lets you make personal contact without the cost and inconvenience of travel.
- It lets you isolate an important territory and cover it in a relatively short time.
- Servicing can be handled quickly and efficiently.
- It will make you a better listener. You may hear buying signals on the phone better than you can see them face-to-face.
- There is no reason for hard sell. If you are confident that the prospect understands what he is getting and has agreed to buy, you'll get the signed contract without resistance.

Vital First 30 Seconds

It is important to quickly catch the attention of the person you've called within the first 30 seconds. He will probably ask some basic questions, and if you don't answer most of them in your introduction you reduce the chances of meeting your initial objectives (either to get an appointment or to sell a specific package). He may be asking himself such questions as:

- How long will this call take?
- Is it worth my time to listen?
- What is my total commitment if I agree?
- Is it within my budget?
- Do I have the authority to say yes?
- Why am I being called?
- Do I trust this salesperson?
- Can I change my mind later?
- I used radio once before. Will it be different this time?
- If I don't listen, will he or she call back?

Questions You Should Be Able To Answer

You as the telemarketing caller should be able to answer these questions:

- Does the person I'm calling have the authority to make a decision?
- How much time do I have?
- Is it a good time to call or not?
- Are there objections I can answer?
- Is the advertiser being honest, or only polite?
- Is he asking specific information-getting questions, or is he just in a mood to talk?

Consultant Questions: More Effective

Rather than simply asking for an appointment, ask questions to identify selling points you are going to emphasize. Here are some examples:

- Are you happy with the results of your current advertising?
- Do you use any of the co-op dollars you have coming to you?
- Do your customers like the pro-

motions you've run?

• Who are your most important customers? How old are they? What is their income? Are they men or women?

Whoever you're talking to, be pleasant. Introduce yourself with your first and last name and station affiliation. Then pleasantly ask for the decision-maker. If you don't know who that is, don't be

afraid to ask. Be specific. It will save time.

Try for a masterful tone of voice. Don't end with a questioning tone in your voice. Don't be doubtful or tense. If the person to be contacted is "at lunch" or "in a meeting," leave word that you will call again. Don't ask prospects to call you. If they don't, you won't know where you stand.

DIALING FOR DOLLARS

Ten Voice-Tuning Tips

Your voice is your basic selling instrument in telemarketing. Here are some suggestions for using it more efficiently:

- Talk a bit faster than the person you called. People can absorb information a little faster than they speak.
- Be clear. Slurred words can be annoying. If the listener can't understand, he can't be sold.
- A caller with a heavy tone or accent, or who sounds affected or whiny, is at a disadvantage.
- Speak up. Your voice should be louder and more forceful than the prospect. Sound confident and relaxed.
- Avoid technical radio jargon and long-winded sentences. If the prospect has to stop and think about what you've said you may lose him.
- Avoid monotony. Don't sound as though you're reading. Vary your rate of speech.
- Listen to your breathing. Are you using breaths to your advantage? Stop to think about your next comment before you make it.
- Be positive. Don't let the prospect annoy you. Always thank the advertiser no matter how rough the call was.
- Avoid conditionals. Try to eliminate from your vocabulary such uncertain words as "if," "would," and "might." Use positive words such as "will," "can," and "does."
- Be enthusiastic. Be exciting and sincere about what you're selling.

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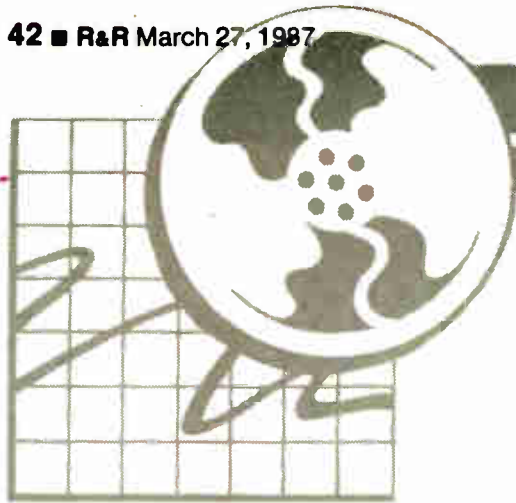
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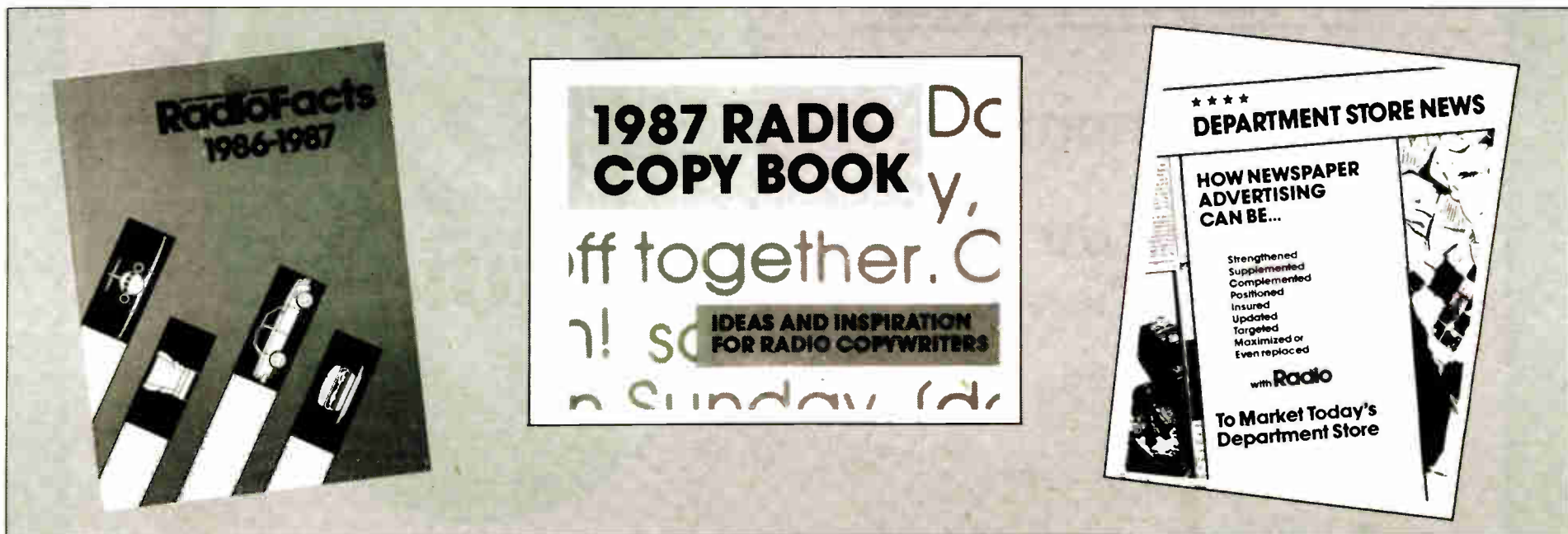
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Survival Kit RAB Sales Tools



The salesperson who thinks he doesn't need any "tools of the trade" probably won't remain a salesperson very long. Very few account executives successfully fly by the seat of their pants without using research material, resource books, or even the standard rate card as part of their sales presentation. A salesperson who can go to a prospective advertiser and convince that person (without backing up his arguments with the facts) to buy radio is a miracle worker and has probably missed his true calling.

To assist the mortal radio sales executive, the Radio Advertising Bureau annually compiles, updates, and publishes numerous sales resources. Some of these are available by on-line computer, some can be obtained over the phone, but a vast majority are printed materials easily carried in-

to a client's office. Those stations which make full use of these materials find them unquestionably useful in establishing contacts, backing up virtually every kind of sales presentation, and closing deals. Here's a brief look at some of the contents of the RAB Survival Kit:

Radio Facts

This small pocket directory is widely regarded as RAB's most important resource. It is a comprehensive, statistical overview of the commercial radio industry in the United States. The guide, now in its 26th edition, offers information which can help the manager or salesperson get a perspective on radio's value as a marketing tool, examine trends in radio use and growth, and demonstrate radio's strengths relative to other advertising media. It can also help orient new radio sales staff toward the power of radio, enabling them to pass that information on to advertisers.

1987 Radio Copy Book

This handbook contains a cross-section of radio scripts culled from virtually every local business category. It includes humor, hard sell, image, item, and straight sales copy that can be used as is in demos or actual spots, or changed to fit a specific advertiser's requirements. All copy presented in the book is targeted toward the local client, and few need special effects or sophisticated production techniques. Spots are divided by business category, but innovative salespeople can easily adapt a spot from one business to another. The *Radio Copy Book* is updated periodically to keep its contents competitive with national advertising campaigns.

Radio Co-Op Sources

This annually-updated volume is directed toward the station which either uses a lot of co-op advertising and wants to grow even further, or those which have never had much success with it but want to pull in their fair share of co-op ad dollars. *Radio Co-Op Sources* lists thousands of manufacturers' co-op plans, researched and detailed immediately before publication to ensure up-to-the-minute information. Plans are grouped together by advertiser category, and include the company's name and co-op agreement. All care is taken to make sure co-op plans are accurate, but RAB still recommends that stations check with the manufacturer before putting a schedule on the air.

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FINDING FINANCING

How To Deal With Broadcast Lenders

By Barry Skidelsky

Broadcast lenders, by their very nature, are a conservative lot. Even though you may view your deal as the hottest thing since sex, their perspective will undoubtedly be different.

Their principal concerns are ability to repay a loan and collateral. Thus, a first-time broadcast station owner would be well advised to eschew a turnaround opportunity and select a profitable station for his first deal. Existing cash flow does provide some level of comfort; more important, it makes a good first impression. Remember that if your first deal flops, there's no going back to the well. On the other hand, if you are successful,

"In addition to finding a good facility in a growth market, you need to surround yourself with a good team."

you will need more money for expansion — and both borrower and lender benefit.

Defining "Bankability"

Your first transaction must be a bankable one. The key to bankability is credibility. Since broadcasting is a management-intensive business, this really comes down to the people involved. In addition to finding a good facility in a growth market, you need to surround yourself with a good team. Similarly, if you can attract qualified investors to your deal, a lender will be more likely to commit.

If you are serious about broad-

cast ownership, you may wish to use the services of a banking firm which will help analyze and structure your deal, as well as place both equity and debt financing.

It has been said that intelligence is the ability to realize the best alternative. A reputable investment banker or financial consultant may be relied upon to determine the proper structure of the financing, prepare any offering memorandum, approach the appropriate sources of capital, and negotiate the most favorable rate and terms.

The second half of credibility is a thorough but concise business plan. In addition to helping persuade a lender to loan you the funds necessary for an acquisition, a solid plan will anticipate objections and focus your efforts. In broad terms, it outlines the facility, market, and competition while it clarifies your game plan.

The Biggest Mistake: Undercapitalization

Probably the biggest mistake first-time owners/borrowers make is undercapitalization. No lender has ever seen a projection that does not anticipate profits, but projections will always be wrong. Consider discounting revenue by up to 30%. Revenue variables include market share, competition, sales staff quality, unit price, and format.

While expenses are mostly fixed and thus more predictable than

revenue, consider overestimating expenses by at least 10%. This will also help prepare for contingencies, often another fatal omission. Long range planning variables, in order, are the physical plant, programming, and sales. The order is flipped for short-term realities.

Collateral

This brings us to collateral, that

First-Time Station Buyer Advice

- Avoid turnarounds
- Have adequate working capital
- Ascertain all costs of the deal
- Don't shop the deal around

extra protection a secured lender has for repayment of the loan other than your simple promise to pay.

The promise to pay is contained in a "Promissory Note," and the collateral security is found in a number of other legal documents. These include: personal guarantees, real estate mortgages, chattel (personal property such as equipment, etc.) mortgages, leasehold mortgages (on transmitter and studio leases), pledges, stock proxies, and more.

A caution is in order to both borrower and lender regarding stock pledges and/or proxies. Under FCC rules, a station license may not be pledged as collateral, but stock in a corporate licensee may be pledged, subject to FCC consent. Relatedly, although "seller paper" is the least expensive form

of financing, a station seller may not retain any reversionary interest. In short, make sure an attorney familiar with FCC regulations is on the case early.

Loan Covenants

A lender will also ask a borrower to make a number of loan covenants. These are promises regarding the maintenance of certain

financial ratios, restricting further indebtedness, dividends, and the like. Ostensibly events of default, the plain truth is that little attention is paid to loans that are performing. These covenants more often serve as flags to prompt closer attention by a lender rather than to commence foreclosure.

Nonetheless, until recently broadcast defaults and/or foreclosures (and for that matter hostile takeovers) were relatively unknown. It doesn't take too much looking to find plenty of UHF TV stations in bankruptcy and, as many overpriced deals start having their principal payments become due, problems seem inevitable. Future buyers may find opportunities in these problems, unless lenders get smart and hire help upfront to better manage their risks.

Indirect Costs

Don't forget to account for the indirect costs of an acquisition. These include lender commitment fees (origination points), legal fees, engineering fees, travel, telephone bills, and the like. In short, make sure you ascertain all the costs of doing the deal.

Don't shop a deal around too much. Ours is a small world getting smaller. Sooner or later, everyone talks with everyone else. If you only approach one or two lenders, your deal may appear "hot." If you take a blunderbuss approach, it may seem as if you can't get the turkey off the ground.

The most important piece of advice for dealing with broadcast lenders is to do your homework. Get familiar with the sources, types, and terms of financing. Make friends *before* you need the money, because a good deal will not wait for you to arrange the financing.

Barry Skidelsky is an attorney and broadcast consultant specializing in radio, providing business and legal counsel to lenders and broadcasters.

A member of the New York, Washington, DC, and Federal bars, he is also currently a bankruptcy trustee for WUST/Washington. He has 15 years' experience in radio programming, sales, and management, including stints at WMMR, WRVR, and WRKS.

Skidelsky can be reached at 132 East 45th St., New York, NY 10017; (212) 370-0130.

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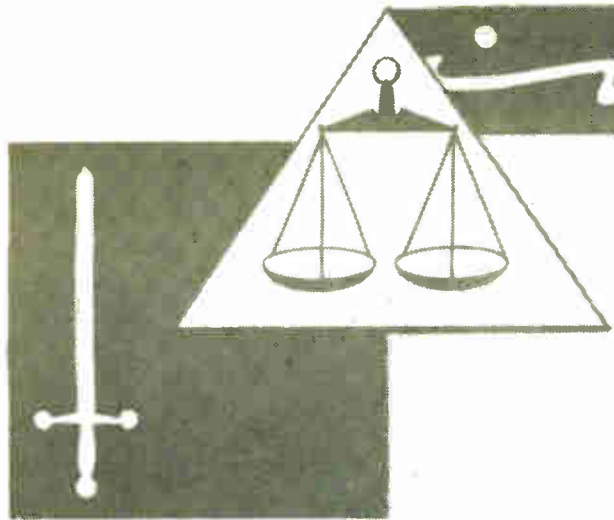
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TEN GUIDELINES

Choose The Right Acquisition Lawyer

By Erwin Krasnow, Esq. and Dean Brenner, Esq.

Good legal representation is essential in an acquisition of a radio property. A lawyer must negotiate the terms of the transaction skillfully, draft the purchase agreement and other documents precisely, obtain FCC approval, and execute the transaction efficiently.

Although this article discusses the process of selecting an attorney for the station purchase process, most of these points apply to any legal recruiting.

The following is a list of pointers to keep in mind in choosing an attorney to represent you.

1. Use a lawyer early: an ounce of prevention . . .

All too often, lawyers are called in after the damage has been done, when an individual is on the verge

of being sued or of losing a transaction. The most cost-effective service your attorney can give you is "preventive" or "anticipatory" legal advice. Don't wait for the first hint of a legal problem. Consult a lawyer in the planning stages, before you begin to negotiate an acquisition.

2. Evaluate your legal needs.

What specific kind of assistance do you need? In all likelihood, you'll want a specialist. Try to

determine if you'd benefit by retaining more than one law firm to handle different matters. Usually in an acquisition, a full-service firm can execute both the filings and corporate work.

3. Seek a specialist for special problems.

While lawyers generally specialize in one or more areas, many focus on a particular subspecialty. This is common in communications, so look for an expert in your type of transaction. Better yet, look for a firm with specialists in various areas affecting the transaction. A lawyer with limited familiarity with these areas will probably take much longer, be more expensive, and may give inappropriate or

more conservative advice.

4. Determine the scope of the service you need.

Do you want a lawyer for a one-time legal service or a longterm relationship? An elaborate lawyer search isn't necessary for a one-shot routine service such as drafting an option for an antenna site or reviewing a studio lease. However, be much more careful in choosing an attorney for complex matters, such as handling the acquisition, and problems and tasks in protecting your license.

5. Consider the firm's size, but hire the lawyer.

A sole practitioner or lawyer in a small firm might give you extra attention, but may have quite limited resources. Larger firms may be less personal, but generally have extensive libraries, computer research facilities, and enough attorneys and support staff to handle acquisitions and associated problems of all sizes on short notice. Furthermore, with specialists in real estate, litigation, and business, they can become a "one-stop" legal source. Call any firm you're interested in hiring, identify yourself as a potential client, and ask for a brochure or resume.

While a law firm's size and reputation are important, the success of your acquisition depends on the individual lawyer doing the work. The quality of lawyers can vary, so select the lawyer first, and then look at the firm and its communications resources.

6. Search for a lawyer in a systematic way.

Be thorough in your search. Shop around. Meet the top candidates. Question them closely, and check references (see sidebar articles).

7. Watch out for referral fees.

If you interview a lawyer who has been recommended by another attorney, ask about referral fees. Such fees, which include forwarding fees, cash commissions, and fee splitting, are justified only if the recommending lawyer will be working on your case or has already worked on your case and has not billed you.

8. Use a personal interview to make the right choice.

This is the most important step. Through the interview you will learn about the lawyer's background, legal practice, rates, and personality. At the same time, you can help lay the groundwork for future relations by establishing yourself as a serious client who cares about quality legal advice.

9. Look for the right "chemistry."

Credentials are important and competence is essential, but don't minimize your visceral reaction to

the lawyer you're interviewing. The right chemistry often can make the difference between satisfaction and disappointment. Pay attention to the lawyer's "desk-side manner." Is it abrasive, unctuous, or just right? Is he a good listener? Do you sense that he wants to work with you? Does he seem aware of the importance of your case or problems? It's important to feel a sense of rapport.

10. Things to watch out for: the tell-tale signs of a lawyer you should avoid.

Avoid a lawyer who: seems too busy to put the requisite time and effort into your case; guarantees the outcome of your case or problem; is vague on the subject of fees; refuses to prepare an agreement spelling out the fee arrangement and billing procedures; tries to impress you with legal jargon; or refuses to give you references.



Erwin Krasnow

Erwin Krasnow, a partner in the Washington, DC law firm of Verner, Lipfert, Bernhard, McPherson & Hand, Chartered, was formerly Sr. VP and General Counsel of the National Association of Broadcasters. He is a former partner in the Washington, DC law firm of Kirkland & Ellis and served as Administrative Assistant to the late Congressman Torbert Macdonald, Chairman of the House Communications and Power Subcommittee. He is a past President of the Capitol Hill Bar Association and is the co-author of several books, including "The Politics Of Broadcast Regulation," "Building Or Buying A Broadcast Station," and "101 Ways To Cut Legal Fees And Manage Your Lawyer."

Dean Brenner is an associate with Verner, Lipfert, Bernhard, McPherson & Hand. He formerly served as a member of the staff of the House Subcommittee on Telecommunications.

Century Broadcasting Corporation

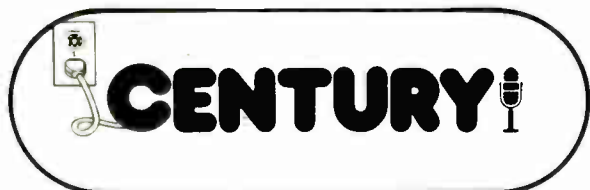
thanks the Broadcasting and Recording Industries and the Gavin Report for naming



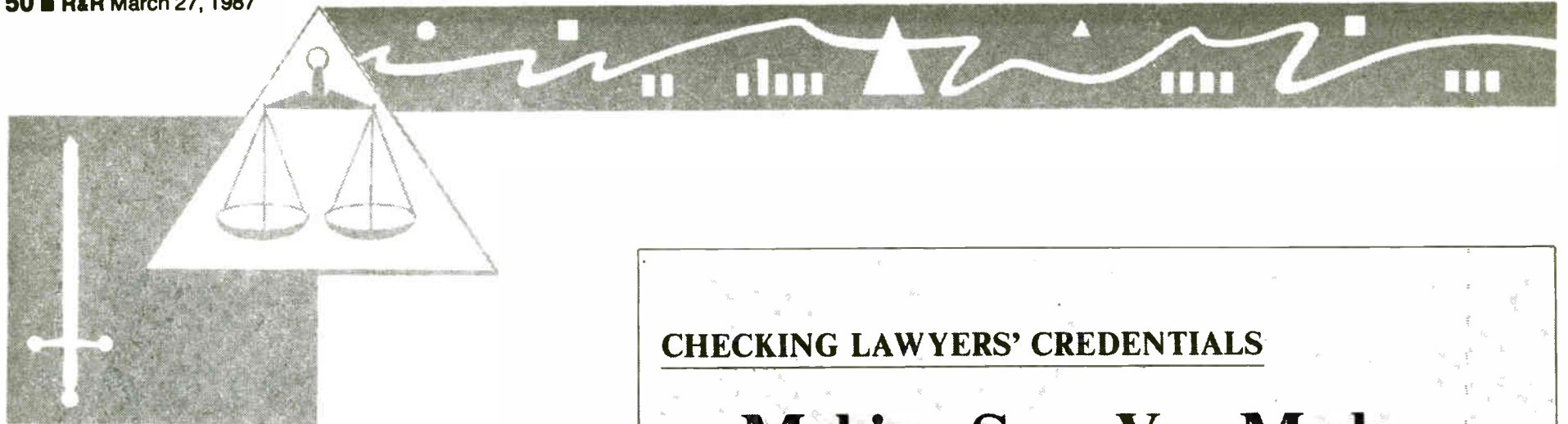
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| KLSC | DENVER |



BEFORE AND DURING THE INTERVIEW

A Checklist Of Questions To Ask

It's crucial to prepare for the hiring interview as thoroughly as possible. Here are some questions to ask prior to and during your meeting.

Before The Initial Interview

- Will there be a charge for the exploratory session? If so, how much will it be? Will this fee be credited toward fees for initial services?
- Do you currently have or anticipate any conflict of interest? Are you available to handle this case or matter?

have you worked at a government agency or an industry trade association?

- Do you have any recent experience with acquisitions like mine? What was the outcome, and approximately how much did you charge the client? Might I have the names of those clients and your permission to call them?

During The Interview

- What kind of clients do you represent? Do you have clients of comparable size and in a similar industry? In addition to client matters, what other experience do you have that would be relevant to representing my company? For example,

- Why are you particularly qualified to handle this acquisition? What special background or expertise do you have that would be useful? Will you be doing all of the work? If not, will you introduce me to the other people working on my case or problem?

CHECKING LAWYERS' CREDENTIALS

Making Sure You Made The Right Choice

Krasnow and Brenner recommend several suggestions for qualifying legal candidates for your business. Among them:

1. Get recommendations from colleagues.

Talk with business associates who've had legal problems or needs similar to yours and were fully satisfied with the service they received. If you have a lawyer but he does not have the legal expertise you need, seek his recommendations. Accountants, bankers, media brokers, engineers, and other professionals can offer valuable input as to services provided, fees, and results.

3. Consult legal directories.

Use directories only for obtaining additional information and checking the credentials of the lawyers already on your list of candidates. The most comprehensive source is the "Martindale-Hubbell Law Directory," available in most public libraries. In some instances, attorneys receive "ratings" on their legal ability, ethical standards, professional reliability, and diligence. However, keep in mind that the ratings are based on recommendations from other lawyers, not clients, so they're not objective assessments.

2. Check references.

After talking with clients whose names were furnished by the lawyer, consult his colleagues, FCC personnel, trade associations, media brokerage firms, and congressional committees. Do they respect and admire the lawyer? Have they seen him in action? Do they consider him competent or outstanding?

4. Use lawyer referral services cautiously.

Usually listed in the Yellow Pages, these identify lawyers and their specializations. The quality of these services varies widely. Some require minimum standards, such as experience and accreditation; others don't. Many attorneys do not ask to be listed. Referral services published by local bar associations may be more reliable. The Federal Communications Bar Association (FCBA) publishes members' names and addresses. The *Broadcasting "Yearbook"* lists FCBA members and communications law firms.

5. Do some comparison shopping before you decide.

After checking credentials and reputations, arrange to interview two or three of the top contenders. Then choose the one who seems most qualified to deliver the services you need at a price you can afford.

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Becoming A Contract Engineer

By Barry Victor

So you want to become a contract engineer? All that glory . . . easy hours . . . only taking the jobs you want . . . the big bucks; these are some of the assumptions I hear from people when I tell them I do contract engineering. But there's more to it than that.

Yes, it can pay well and you can make your own hours. But you also have to pay for your own medical insurance, retirement benefits, tools and test equipment, upkeep and calibration, and your office supplies. If you want to take a vacation, it's not a paid one. And don't forget one of the most fun aspects of self-employment — you are your own bill collector.

Contract Engineer: Wave Of The Future

The field of broadcast engineering is changing. Stations are cutting their engineering staffs. Many small market stations have only parttime or on-call engineering support. In some markets, one or two engineers take care of five to ten radio stations. At the same time, sources of new engineers are drying up. These factors are creating the new job market for contract engineers.

Today, engineers are regarded as cost centers within profit centers. Too many managers do not understand engineering is a service department that spends money to keep the station running, and that engineering costs should be regarded in the same way as fire and theft insurance. Good engineering ensures that a station will stay on the air and keep revenues coming in undisturbed.

“Stations are cutting their engineering staffs, and sources of new engineers are drying up. These factors are creating the new job market for contract engineers.”

In larger markets, some stations are going to contract engineering to provide support on new construction, transmitter installations, or special projects. In the future, consultants and contract engineers will do most of the work large engineering staffs currently handle. Each station will have a chief engineer as its on-site insurance policy and hire parttime contract people to take up the slack. This will save money.

Small Markets Leading The Way

At this point, the larger the market, the harder it is to make a living there at contract engineering. Most large market stations still find it fi-

nancially advisable to have one or more fulltime engineers on staff. Markets in which it is less desirable to live are the ones where contract engineering is thriving. They are also some of the lower-paying markets.

That's not to say some engineers are not doing very well in these markets. One of the engineers at an NAB panel on contract engineering last year works in upstate New York and charges \$500 per day. The demands of the market, the number of engineers available there, and its proximity to large markets all affect how much stations there can pay for contract support.

In small markets most engineers are already contracting out to provide support for other stations. Some of them work for six or seven stations and average 80 hours per week — not exactly the carefree life.

How To Make Contacts

A good way to make contacts is by attending engineering meetings in your community. The Society of Broadcast Engineers has local chapters in most areas of the country, and their meetings are great places to meet fellow engineers and learn about new technology. The SBE also has a certification program for broadcast engineers, which since FCC licenses were eliminated has become a good way of showing your proficiency.

Local area Frequency Coordinating Committee meetings are good places to meet the people who are the active engineers in your market. The Audio Engineering Society has many local chapters across the country as well.

In several areas, regional or state broadcaster associations also include engineers. They are an ideal place to meet station managers in a friendly atmosphere. When meeting managers for the first time, especially if you want such meetings to result in later business, remember to dress appropriately; i.e., wear a suit and tie.

Speak Management's Language

Most GMs don't understand engineering terms. Convey your thoughts with this in mind: Present the means of fixing the problem, the cost involved, and the savings in dollars which will result.

If you are working at a station and want to do contract work at others, make sure your management knows. The worst thing you can do is surprise your management with the fact that you are working at the competition. Be

honest with all of your clients. As a contract engineer, the first thing you market is your integrity.

The engineer who has worked in the industry for a long time and has been on salary at a station hasn't had to justify what he is doing every hour of the day. Therefore, becoming a contract engineer may not work out if he continues his old habits. A contract engineer at a high rate of hourly pay must show results.

If you are attempting to solicit work, know your limitations. That doesn't mean turning away business, but rather to get advice before you get in over your head. If you approach a client with a know-it-all attitude, he will be very skeptical about your abilities. If you are foolish enough to say you know everything and put it in writing, they may hold you to it — in court!

The Basics For Setting Up

Select a company name that conveys the right image. Get printed invoices and business cards. For less than \$100, you will look like a real business.

Find out what licenses you will need to operate; spending a few dollars for a business license and a resale license can save you a lot of grief later with tax authorities.

and you should check with your auto insurance agent to get proper coverage for your vehicle.

Tools and test equipment can set you back quite a bit of money if you advertise yourself as a fully-equipped broadcast engineer. You should at least have a good 'scope, low-distortion oscillator, a meter, and hand tools. You can lease-purchase the more expensive equipment if you will need it all the time, or rent it when necessary. One contract engineer I know tells his clients that if they don't have what he needs they had better rent it when he gets there. That can be quite impractical, especially if you are just starting out. I own quite a lot of test equipment and have agreements with other engineers to rent or borrow what I don't have when I need it.

What To Charge

The solution to supporting yourself is to contract with one or more clients to provide you with your basic nut. In return for a guarantee of "x" dollars a month, you will provide "x" hours of service. You can afford to give the client a break on your hourly rate, and the client knows you will possibly be there when he needs you. The hours you have free can be used to pursue other clients on a higher per-hour rate. They can be your profit.

The Pros . . .

- Being your own boss
- Setting your own hours
- Naming your price

. . . And The Cons

- Best opportunities are in small markets
- Must provide own equipment
- No work, no pay

Check with your tax advisor about local regulations and how to record business expenses for your tax returns.

Investing in a computer system will save you time in billing and record keeping. A word processor program is handy for writing articles and letters, and for filing customer invoices. These records are useful later for tax purposes.

You should provide for your own health insurance; the SBE has group plans available for members. Some Small Business Associations have liability insurance programs for self-employed persons,

This is wonderful in theory, and every once in a while it actually happens. Getting to this point is the fun of being a contract engineer. Remember, though, that if you spread yourself too thin your clients will feel they are not being serviced properly — and you may find yourself minus a client.

If you end up working too much and the jobs keep coming in, maybe it's time to up your hourly rate and take only those clients who can afford to pay. Be very careful whom you alienate, however; you might want to do a job for one of them sometime in the future. Di-

“If you're attempting to solicit business, know your limitations. That doesn't mean turning away business, but knowing when to get advice before you get in over your head.”

plomacy and tact are part of your job description if you want continued employment.

Avoid Surprises

Don't be afraid to discuss any part of a job with your client. Live up to your obligations. Don't make promises you can't keep. The last thing a client wants is a surprise. Sometimes you have to eat a job if it takes longer than you promised. Other times you can cover yourself or at least get another job to make up your loss. On the other side, if you find a job has gone much faster than you expected and you can save the client money, don't be greedy; give him a lower bill. This will impress the client and ensure future work.

Discuss billing and payment terms up front. If you have to travel to a new client, ask for a round-trip plane ticket and at least half of the bill up front.

If you are used to a steady paycheck and not worrying if you have a job next week, I would not recommend going into business for yourself. If you like competition and the stress of being your own boss, however, contract engineering can be both rewarding and fun.



Barry Victor owns and manages the Victor Group, a contract engineering firm. Some of his clients are KFWB/Los Angeles, NBC Television, Fox Television, L.A. Network, and the Weedeck Radio Group. Among other positions, he was Chief Engineer at several L.A. radio stations, and has extensive experience from both CBS radio O&Os and CBS Television. A member of many trade organizations, Victor is the Vice-Chairperson of the Southern California Frequency Coordinating Committee. He may be contacted at the Victor Group, 14435 Plummer St., Suite 25, Panorama City, CA 91402; (818) 892-7370.

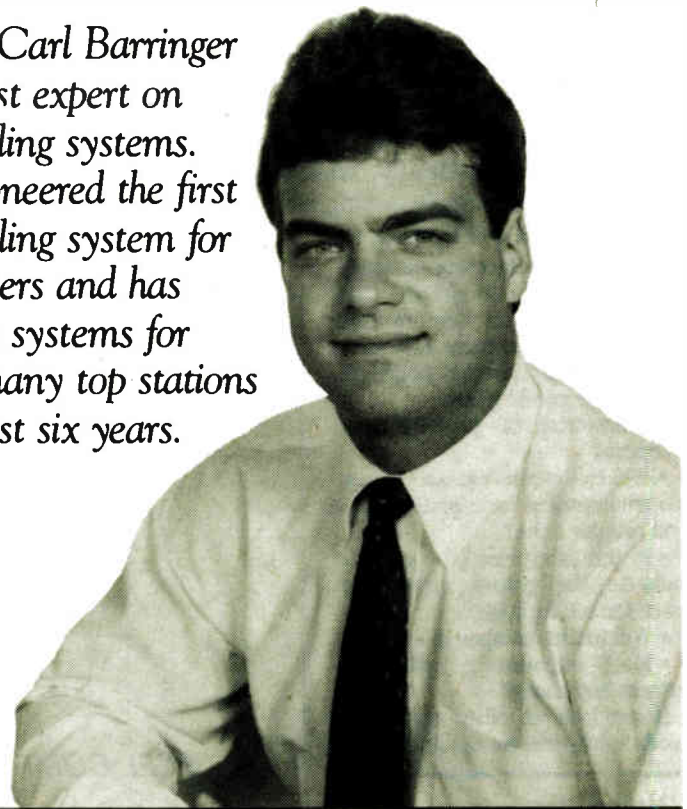
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MIKE SHALETT

VITAL SIGNS: MARKET RESEARCH

DON'T DISCOUNT CD PROFITS

Are Retailers Pricing Themselves Out Of Sales?

When compact discs were first introduced here in 1983, there were no stateside manufacturing plants. Importing, coupled with limited manufacturing capabilities around the world, created a price structure that saw retail prices average more than \$18 per disc. Now that we've remedied most of the shortage problems and begun to produce discs domestically, many industry people have indicated that further lowering of CD cost, currently averaging \$15-\$16, is close at hand.

In light of the fact that industry sources estimate 50 million CDs were sold in the U.S. last year and project CD player sales at over 4 million in 1987, several pertinent questions come to mind:

- Is lowering CD prices a positive step?
- Will this create a more profitable environment for manufacturer and retailer alike?
- Is the sale price of a disc or cassette the prime motivating force for sell-through?
- Will artists prosper more?
- Most importantly, will consumers buy more?

If we look at other consumer goods industries, we can find many

"Using the record industry's pricing structure, you'd have expected all Cadillac dealers to heavily discount Allante when it first became available and sell it barely above cost."

examples of just the opposite mentality when it comes to pricing.

Availability Rates Higher Than Price

Cadillac recently introduced Allante, a sporty Italian import. The car is available in limited quantity and has an original sticker price in the neighborhood of \$55,000. Using the record industry's

pricing structure, you'd have expected all Cadillac dealers to heavily discount the car when it first became available and sell it barely above cost.

As a comparison, this argument

obviously doesn't hold water — especially since others could counter that while it might bring people into the showroom to buy an Allante, they certainly wouldn't "impulse-buy" another car. But that's the argument Street Pulse Group encountered when asking retailers how they structured the price of the

Consumer Bits

- Price is *not* the primary reason for consumer store preferences
- 50 million CDs sold in 1986
- 4 million CD players to be sold in 1987

in customers who normally wouldn't buy records and these same foreigners would buy other product. In reality, our research indicated that Springsteen fans came in, bought a box set (or two or three as gifts), and left.

When CBS News asked consumers at New York's Tower Records how much they had spent for Springsteen on the first day of release, no one knew. Most overestimated and giggled afterward that price wasn't important — availability was. If you looked hard enough, you could have found record stores across the country that actually sold the product at less than cost.

This is great if you're living in the same world as Milo Minderbinder. He's the gentleman in the Joseph Heller novel "Catch 22" who bought eggs for three cents, sold them for two cents, and claimed to make a one-cent profit. Sounds all too familiar.

Fashion Demands Top Dollar

The fashion industry offers another good comparison. Much like records, fashion has a year-to-year shelf life. It's sexy, flashy, beyond

"If you looked hard enough, you could have found record stores across the country that sold Springsteen at less than cost."

necessity, hip, a statement, cultural. Try substituting the word music for fashion in that last line. It works, it's comfortable, and it's accurate.

When a hot, established retail line such as Members Only kicks off something new (i.e., bomber jackets), the item isn't discounted. It's sold first for top dollar at the most exclusive shops. Later, there's a first-level discount for the higher-price department stores,

then a second-level discount to middle-level department stores, and so on down the line (lower-level department stores, flea market vendors, etc.).

Those who want the product the most run the hardest to find it the quickest. Money isn't the primary

"Those who want the product the most run the hardest to find it the quickest. Money isn't the primary motivator."

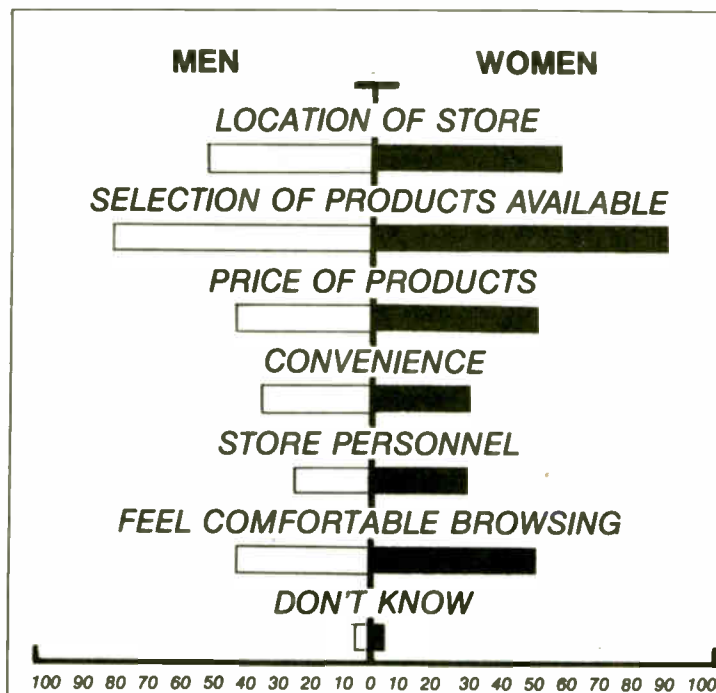
motivator. Selection, the ability to find the product, and convenience are keys. Is it hard to believe that this was also true for those people who rushed over or stood in line to buy Springsteen the first week of release?

Conversely, when a brand new line of fashion products comes out, price is a key element in getting retailers to carry it and consumers to try it. Once those products become established, however, the same pricing structure outlined above is implemented.

RCA Takes Risk

RCA Records used that same philosophy with then-unknown Bruce Hornsby and the Range. The group's debut LP was listed at \$6.98, which allowed both the retailer and the consumer to feel more comfortable in taking a "risk" with something different. Once a beachhead had been established, with a considerable amount of help from radio airplay and a tour, the LP's suggested list was raised to \$8.98.

The day after Hornsby won a Grammy for best new artist, I visited a major record retailer who had the record on sale for \$6.79. If consumer demand isn't at its highest now, when will it be? Now is the time when the customer will pay the most for that title, not after it makes its way into the catalog bins.



Why Record Consumers Shop Where They Do

In a Street Pulse Group study of more than 1250 recorded music consumers, eight out of every ten cited selection as the reason why they shopped at a particular location. The store's physical location came in second; tied at third were price and atmosphere.

Springsteen package upon release.

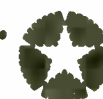
Many retailers contended that they priced the five-record/triple cassette/CD package literally at cost because either: A) their competition had or B) this would bring

Introducing

CHAMPION

The new compact disc music library from American Image.

Call for a demo today. 1-800-251-2058



One of many reasons
why stations all across America
are switching to HNWH.

BOTTOM LINE

“Our stations value the fact that while everything else is changing in the world of national radio, we continue to help our clients find ways to increase their share of business.”



Dick Sharpe

Dick Sharpe
President

HNWH

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Sela

TRIPLE BREAKER!
CHR - R&B - A/C

LIONEL RICHIE

See His **OUTRAGEOUS** New Video on TV next week!

MOTOWN

©1987 Motown Record Corporation

RATINGS

ARBITRON FALL '86

Demographic Ranking Trends

Philadelphia

WMMR And WUSL Steady; WYSP Gains In Older Demos;
WDAS-FM Leaps In 25-54 Demo

Su '86		Fa '86		Su '86		Fa '86		Su '86		Fa '86	
Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WUSL (B/U)	1	WMMR	1	WMMR	1	WMMR	1	WMMR	1	WMMR
2	WCAU-FM (CHR)	2	WUSL	2	WUSL	2	WUSL	2	WUSL	2	WMMR
3	WMMR (AOR)	3	WYSP	3	WYSP	5	WYSP	9	WYSP	3	WDAS-FM
5	WTRK (CHR)	5	WDAS-FM	4	WDAS-FM	4	WDAS-FM	4	WDAS-FM	4	WSNI
4	WYSP (Gold)	8	WSNI	3	WMGK	3	WMGK	7	WMGK	5	WEAZ
6	WDAS-FM (B/U)	4	WMGK (AC)	6	WSNI	6	WSNI	6	WSNI	6	KYW
12	WKSZ (AC)	7	WIOQ (AOR)	7	WKSZ	7	WKSZ	7	WKSZ	5	WXTU
13	WPST (CHR)	9	WKSZ	9	KYW (News)	9	KYW (News)	14	KYW (News)	8	WYSP
9	WXTU (Ctry)	6	WCAU-FM	10	WIOQ	10	WIOQ	8	WIOQ	9	WKSZ
8	WSNI (AC)	10	WXTU	11	WXTU	11	WXTU	3	WXTU	10	WUSL

Detroit

WJLB Sweeps Demo Crowns; WLLZ Rolls To Runner-Up With Young Adults;
WJR Second In 25-54; WOMC Gains In Older Demos

Su '86		Fa '86		Su '86		Fa '86		Su '86		Fa '86	
Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WJLB (B/U)	1	WJLB	1	WJLB	1	WJLB	2	WJLB	1	WJLB
2	WHYT (CHR)	3	WLLZ	4	WLLZ	2	WLLZ	1	WJR	2	WJR
3	WCZY-A/F (CHR)	2	WRIF	5	WCZY-AM & FM	3	WCZY-AM & FM	8	WOMC	3	WOMC
4	WLLZ (AOR)	5	WCZY-AM & FM	2	WRIF	4	WRIF	9	WJOI	4	WJOI
5	WRIF (AOR)	8	WHYT	10	WOMC	5	WOMC	5	WVWW	5	WVWW
6	WDTX (CHR)	6	WDTX	6	WNIC	6	WNIC	7	WCZY-AM & FM	6	WCZY-AM & FM
7	WNIC (AC)	4	WNIC	14	WJOI (B/EZ)	7	WJOI (B/EZ)	6	WLLZ	7	WLLZ
12	WVWW (Ctry)	10	WOMC	12	WVWW	8	WVWW	3	WNIC	8	WNIC
14	WKSG (Gold)	9	WKSG	3	WJR (Misc)	9	WJR (Misc)	4	WRIF	9	WRIF
9	WOMC (AC)	14	WVWW	8	WHYT	10	WHYT	14	WVWW (News)	10	WVWW (News)

Boston

WBCN And WXKS-FM Steady; WZOU Gains In Teens And 18-34;
WHDH Increases In Older Demos

Su '86		Fa '86		Su '86		Fa '86		Su '86		Fa '86	
Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station
1	WXKS-FM (CHR)	1	WBCN	1	WBCN	1	WBCN	1	WBCN	1	WBCN
3	WZOU (CHR)	2	WXKS-FM	2	WXKS-FM	2	WXKS-FM	2	WBZ	2	WBZ
2	WAAF (AOR)	3	WZLX	7	WBZ	3	WBZ	6	WXKS-FM	3	WXKS-FM
4	WBCN (AOR)	6	WMJX (AC)	3	WZLX	4	WZLX	7	WSSH	4	WSSH
6	WILD (B/U)	9	WZOU	4	WROR	5	WROR	9	WHDH	5	WHDH
9	WROR (AC)	5	WAAF	6	WSSH	6	WSSH	4	WROR	6	WROR
7	WHJY (AOR)	4	WROR	5	WMJX	7	WMJX	10	WVBF	7	WVBF
16	WFXN (AOR)	7	WVBF (CHR)	11	WHDH (AC)	8	WHDH (AC)	8	WJIB (B/EZ)	8	WJIB (B/EZ)
11	WZLX (Gold)	8	WSSH (AC)	8	WVBF	9	WVBF	12	WBOS	9	WBOS
5	WMRQ (AOR)	17	WBZ (AC)	13	WBOS (Ctry)	10	WBOS (Ctry)	3	WZLX	10	WZLX

Houston-Galveston

KMJQ Young Adult Leader, Runner-up With 25-54; KRBE-FM New Teen Titan; KFMK
New 25-54 Champ, Gains In Younger Demos

Su '86		Fa '86		Su '86		Fa '86		Su '86		Fa '86	
Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station	Rank	Station
2	KRBE-FM (CHR)	1	KMJQ	1	KMJQ	1	KMJQ	2	KFMK	1	KFMK
1	KKBQ-FM (CHR)	3	KLLOL	4	KFMK	2	KFMK	4	KMJQ	2	KMJQ
3	KMJQ (B/U)	6	KFMK (AC)	2	KIKK-FM	3	KIKK-FM	1	KIKK-FM	3	KIKK-FM
4	KLLOL (AOR)	4	KRBE-FM	5	KILT-FM	4	KILT-FM	3	KILT-FM	4	KILT-FM
—	KKHT (CHR)	2	KKBQ-FM	3	KKBQ-FM	5	KKBQ-FM	5	KODA	5	KODA
—	KZFX (Gold)	—	KZFX	7	KRBE-FM	6	KRBE-FM	8	KTRH (News)	6	KTRH (News)
5	KYOK (B/U)	5	KIKK-FM	6	KLLOL	7	KLLOL	—	KZFX	7	KZFX
8	KILT-FM (Ctry)	8	KILT-FM	—	KZFX	8	KZFX	9	KJYY	8	KJYY
9	KIKK-FM (Ctry)	10	KJYY (AC)	9	KODA (B/EZ)	9	KODA (B/EZ)	6	KKBQ-FM	9	KKBQ-FM
20	KYST (Span)	—	KKHT	10	KJYY	10	KJYY	11	KRBE-FM	10	KRBE-FM

On Excellence...

"In 1985 when we started our company, we made some very bold statements. We promised to provide stations with superior, distinctive service. The type of service that produces results.

We promised to be different. To be a rep firm where the radio station comes first, every station is special, and relationships are more important than ratings.

At Durpetti & Associates, we're proud of our entrepreneurial spirit and our Commitment To Excellence.

We care."

*Tony Durpetti, President
Durpetti & Associates
(312) 819-0100.*

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WorldRadioHistory



HARVEY MEDNICK

PROMOTION & MARKETING

DUBIOUS DATES OF DISTINCTION

Planning Ahead For Promotions

The second quarter starts in less than a week — are you ready? If not, let's look at a cross section of events coming up during the next 60 days. These just might serve as springboards for activities that will be fun for your station, meaningful for listeners, and rewarding for the sales department.

April

April Fools' Day (4/1) — Swap DJs with a rival station or the AM and FM airstaffs. Fool the listener.

International Twit Award Month — Have your listeners nominate local celebs for station Twit awards. Give them out on the steps of City Hall at month's end.

National Humor Month — Stage joke-telling contest on-air. Send winners to station night at the local comedy club or one in the nearest big city.

Month of the Young Child — Stage special events for children in conjunction with local family center organizations. Sell to supermarkets and department stores.

Pets Are Wonderful Month — Air spots describing pets available for adoption at local shelters. Sell to pet store.

Publicity Stunt Week (4/1) — Stage an "outrageous stunt" promotion for listeners. Winner receives prize from the mall where the promotion takes place.

Bertholdi Birthday (4/2) — Created Statue of Liberty. Give the winner a trip to New York.

Mule Day (4/3) — Have listeners tell you about the most stubborn person/situation they've encountered. Send the winner to Columbia, TN, "Mule Capital of the World."

Baseball: NL Opening Day (4/6) — Give away tickets in your market if your rival carries the games; send winners to Cincinnati for the league opener.

Tater Day (4/6) — Salute to the sweet potato. Have listeners send sweet potato pies, sculptures, etc. to the morning man. Winners get supermarket gift certificates.

W.C. Fields Day (4/9) — Have listeners do on-air impressions; winner gets trip to Philadelphia. Fields wrote his own epitaph: "On the whole, I'd rather be in Philadelphia."

Income Tax Day (4/15) — Pay listener's tax bill up to a set amount.

Griper's Day (4/15) — Let listeners gripe on-air; send winner on a vacation trip.

Earth Day (4/22) — Air PSAs by local celebs on preserving our planet. Sell sponsorships to civic-minded firms, oil companies, chemical plants, etc. There may be co-op dollars here.

Egg Salad Day (4/22) — Get listeners to bring all the Easter eggs they didn't eat the previous week to a mall and create a world record egg salad — then eat it!

Secretaries Day (4/22) — Have bosses call in with praises for their secretaries. Send winners to lunch at a posh eatery; the host is the GM's sec'y (GM can go along, too).

Nat'l Disc Jockey Day (4/24) — Listeners tell you why they'd like to be a DJ on your station. Winner gets to be morning man for a day. Wins tape of show and stereo gear.

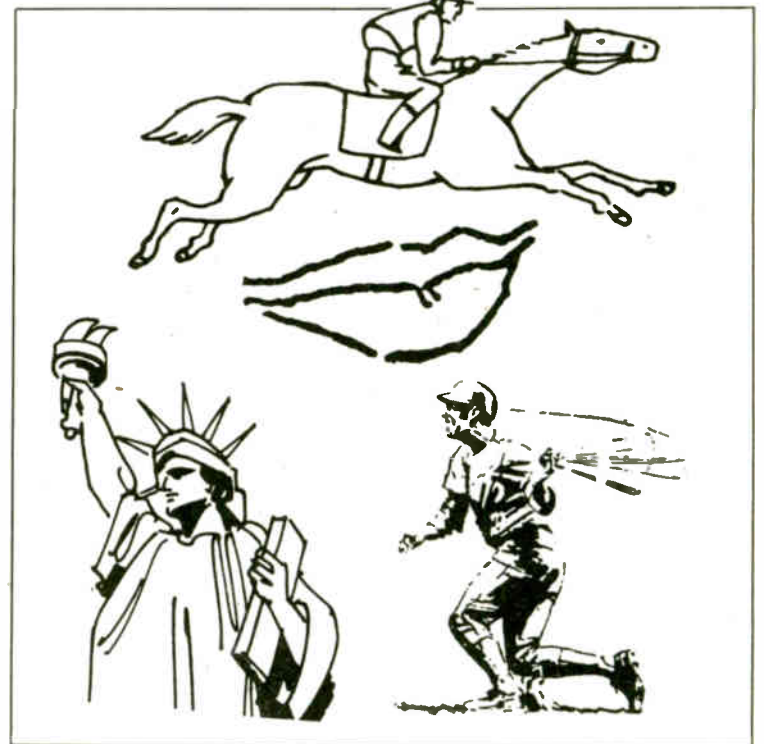
World Cow Chip Throwing Championship (4/25) — Invite politicians (i.e., city council, mayor, governor) to compete against jocks in a chip-tossing contest. Station donates X dollars a foot to charity for the winning toss.

Kiss Your Mate Day (4/28) — This is a day set aside to show your mate how much you care. Have station "Kissing Bandit" give checks for dial position (i.e., \$13.60 AM) to any couple caught kissing. This is heightened by announcing the time and location of the bandit's next stop. Visibility makes it fun and also displays station strength when groups of folks run around kissing in front of a stranger they think is the bandit.

May

National Barbecue Month — Very salable to supermarkets/hardware stores that vend grills. Have a rib cook-off at a park; proceeds (for attending and buying product) go to charity.

National High Blood Pressure Month — A great public service opportunity, also salable to an HMO. Get the blood pressure van and offer your listeners free tests — start with your morning team to relieve



Kentucky Derby (5/2) — Send folks to the "Run for The Roses."

National Pet Week (5/3) — Stage strangest pet/ugliest dog contest. Invite listeners to send pics to the station.

Mother's Day (5/4) — Reunite listeners with moms. Air voice of "mystery mom," mother of an artist whose music you play. Work a deal with AT&T and give away long distance calls: "Calls home to Mom."

Limerick Day (5/12) — Invite listeners to send in limericks (clean). Winners get free trip to Limerick, Ireland.

Jumping Frog Jubilee (5/14) — Reenactment of Mark Twain story, held in Calaveras County, CA. Have your own frog jump at a local mall and send your winner to the national event.

International Chicken Flying Meet (5/16) — There is a world record (302 ft., 8 inches) for this

sport. Fly the biggest chicken or fowlest person, as voted by your listeners, to Columbus, OH for the event.

Visit Your Relatives Day (5/18) — Send someone on a visit to relatives. Sell to airline/travel client. An overdue reunion — twins who haven't seen each other for 50 years — is a killer.

International Pickle Week (5/21) — Listeners tell the morning team the biggest "pickle" they've ever gotten out of, or into, to win a year's worth (\$500 gift certificate from supermarket) of pickles.

Fabulous '50s Revival (5/24) — Stage a station revival at a local high school gym. Have hula-hoop, dance (frog, swim, pony), and '50s trivia contests.

National Missing Children's Day (5/25) — Air PSAs and offer tapes of the HBO special on how to make your child "Street Smart." A highly emotional promotion.

ONE YEAR AGO TODAY

- Metromedia sells stations to Brazell group
- John Irwin GM at WYNY/New York
- Fred Weinhaus VP/GM at WMAL/Washington
- WNEW-FM/New York VP/GM Michael Kakoylannis adds AM GM duties
- #1 CHR: "Rock Me Amadeus" — Falco (A&M) (2 wks)
- #1 AC: "Overjoyed" — Stevie Wonder (Tamla/Motown)
- #1 B/U: "Kiss" — Prince (WB) (3 wks)
- #1 COU: "Feelin' The Feelin'" — Bellamy Brothers (MCA/Curb) (2 wks)
- #1 AOR Track: "Harlem Shuffle" — Rolling Stones (Rolling Stones/Col.) (3 wks)
- #1 LP: "Dirty Work" — Rolling Stones (Rolling Stones/Col.)
- #1 JAZZ: "Explosion" — Paquito D'Rivera (Columbia) (2 wks)

FIVE YEARS AGO TODAY

- Bill Ward Golden West Radio President
- John Bayliss named President, Surrey Communications
- #1 CHR: "Open Arms" — Journey (Columbia) (7 wks)
- #1 AC "Chariots Of Fire" — Vangelis (Polydor/Polygram)
- #1 B/U: "That Girl" — Stevie Wonder (Tamla/Motown) (8 wks)
- #1 Country: "The Clown" — Conway Twitty (Elektra) (2 wks)
- #1 LP: "Standing Hampton" — Sammy Hagar (Geffen)

TEN YEARS AGO TODAY

- #1 CHR: "Rich Girl" — Hall & Oates (RCA) (2 wks)
- #1 AC: "Don't Give Up On Us" — David Soul (Private Stock) (2 wks)
- #1 Country: "Southern Nights" — Glen Campbell (Capitol) (2 wks)
- #1 LP: "Rumours" — Fleetwood Mac (WB) (5 wks)

DATELINES

March 28-April 1

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

April 1-5

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

April 2-5

3rd Annual Music Business Symposium
Ambassador Hotel, Los Angeles

April 5-9

National Christian Radio Association
15th Annual Christian Radio Seminar
Radisson Plaza Hotel, Nashville

April 11

10th Annual Great Lakes Radio Conference
Central Michigan University
Mt. Pleasant, Michigan

April 26-29

Broadcast Financial Management Association
Annual Meeting
Marriott Copley Place, Boston

June 6-9

American Advertising Federation
Annual Convention
Buena Vista Palace Hotel, Orlando

June 10-13

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

June 10-14

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

July 3-6

National Federation of Community Broadcasters
12th Annual Public Radio Training Conference
Clarion Hotel, Boulder, Colorado

KNOCK THEIR SOX OFF.

Make their day—blow'em away. Help boost the image of your station and your radio personalities with The Giant Boom Box.™ This massive 20-foot long box extraordinaire features a customized radio panel sporting station logo and digital dial. The unit is identical on both sides, making it perfect for parade floats and eliminates any case of mistaken station identification. This is the type of powerful exposure your personalities and your station deserve.

And the Giant Boom Box is as functional as it is attention getting.

The enclosed air conditioned booth in the Giant Boom Box is already wired, allowing quick set up of your station's studio, remote, p.a. or dance equipment. Ample space allows for permanent equipment set up. Pull it up and plug it in. It's a turn key operation—with absolutely no set up time required. There's also plenty of secured storage space for spare equipment, promotional items, etc., so you can quit dragging those extra boxes and cases around.

THOSE IMAGE DEFLATING INFLATABLES.

Neither rain nor sleet, nor little vandals with pointy sticks can put a damper on your event. *The Giant Boom Box is not an inflatable, so it can not become a deflatable.* Rugged

molded fiberglass construction allows operation in any kind of weather. The unit comes mounted on a trailer and makes it simple for one person to set-up and tear-down in seconds.

And many stations have already had their purchase costs completely covered by soft drink, beer or fast-food sponsors—which means the unit can come at no cost to your station whatsoever.

BLAST YOUR COMPETITION— BEFORE THEY BLAST YOU.

Don't get caught with your pants down. When your market's gone, it's gone for good. Exclusivity is guaranteed for each and every market. If your station is the *first* in your market to get the Giant Boom Box, it will be the *only* station in your market to get one.

Find out more about how you can improve your station's reception at promotion events. For up to the minute information on your market's availability, call (305) 626-3774.

GIANT BOOM BOX™ INDUSTRIES

1208 United States Highway #1
North Palm Beach, Florida 33408 305-626-3774

A Division of Electronic Media Consultants, Inc.



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(Ask for Steve Bellinger)

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

March 30 - April 3

MUSIC FEATURES

GENERAL INFORMATION

COMEDY

The Weekend

April 4 - April 5

- | | |
|--|---|
| Academy Of Country Music Nomination Special (USP)
Willie Nelson/Reba McEntire/Judda/Dwight Yoakam/Reeltime Heart | Musical! (WO)
Frank Sinatra/Camelot/June Allison |
| American Dance Trax (WO)
Stacey Q/Robbie Nevil/Exposé/Club Nouveau | Musical Starstreams (FF)
Ravi Shankar |
| American Eagle (DIR)
Dwight Yoakam/George Jones (4/4) | National Music Survey (WO)
Melissa Manchester/Janet Jackson/Burns Sisters |
| Lee Arnold | On The Radio (NSBA)
Benemerama |
| On A Country Road (WO)
Famous females/Lee's favorites about women/women's names in song titles | Party America (ABC)
Jets/Steve Winwood/Wang Chung |
| Dick Clark's Rock, Roll & Remember (USP)
Grass Roots | Pepsi Hitline USA (JBP)
Thompson Twins (4/5) |
| The Countdown (WO)
Lilo Thomas/Luther Vandross | Plain Rap Countdown (PRN)
CHR: Club Nouveau/Starship/Donna Allen/Hipsway/Bangles
AC: James Ingram/Shirley Murdoch/Glass Tiger/Jets/Bruce Hornsby |
| Countdown America With Dick Clark (US)
Smokey Robinson | Powercuts (GSN/ABC)
Night Ranger/Cutting Crew (4/5) |
| Countdown USA (CUSA)
Cyndi Lauper | RadioScope (RS)
Starpoint/Shirley Murdoch/Jester Harrison |
| Country Closeup (PM)
John Conlee/Dean Dillon | Reelin' In The Years (GSN/ABC)
Moody Blues/Rolling Stones |
| Country Report Countdown (WRN)
Lyle Lovett/Pake McEntire/Forrester Sisters | Rock & Roll Never Forgets (WO)
Donovan/Beach Boys/Jimmy Buffett |
| Country Today (MJJ)
Waylon Jennings | Rock Chronicles (WO)
Eddie Money/Alan Parsons Project |
| Cruisin' America With Cousin Bruce (CBSR)
Rita Coolidge/Gary Owens/B.J. Thomas/Bee Gees | Rock Of The World (MCA)
Billy Idol/Georgia Satellites |
| Rick Dees Weekly Top 40 (DIR)
Wang Chung | Rock Over London (RI)
Dave Clark |
| Dr. Demento (WO)
Allan Sherman/Denny Kaye | Rock Watch (USP)
Joan Jett |
| Future Hits (WO)
Bon Jovi/Bruce Hornsby | Scott Shannon's Rockin' America Countdown (WO)
Huey Lewis/Bruce Hornsby/Janet Jackson |
| Great Sounds (USP)
Roger Williams | Sittin' In (WRN)
Steve Wariner |
| Great Star Ship (MCA)
Amy Grant/Corey Hart/Kansas | Solid Gold Saturday Night (US)
Association |
| Hot Rocks (USP)
Starship | Star Beat (MJJ)
System |
| Jazz Show With David Sanborn (NBCE)
Bobby McFerrin | Street Beat (MCA)
Time/Patti Austin/Janet Jackson |
| Jazz Trax (JT)
Steve Smith & Vital Information | Super Gold (TRANS)
Best of Creedence/1962/Martha & Vandellas/Jim Croce |
| King Biscuit Flower Hour (DIR)
Best of Eddie Money | Superstars Rock Concert (WO)
Huey Lewis |
| John Landers Hit Music USA (USP)
Thompson Twins/Stacey Q | That's Love (WO)
Ready For World/Jaclyn Smith/Kim Carnes |
| Lost And Found (SRP)
Family Groups of 70's | Top 30 USA (CBSR)
Fifth Dimension/Marvin Gaye/Herman's Hermits/Hues Corp. |
| Metalshop (MJJ)
Ozzy Osbourne tribute to Randy Rhoads | Weekly Country Music Countdown (USP)
Ronnie McDowell |
| Motor City Beat (USP)
Jackie Wilson | |
| Scott Muni's Ticket To Ride (DIR)
Scott answers listener's mail | |

The Week Of

April 6 - April 10

- | |
|---|
| British Wax Museum (RI)
Ian Hunter/Deep Purple/Fox/King Crimson/Van Morrison |
| Classic Cuts (MJJ)
Bob Seger |
| Country Calendar (CW)
Merle Haggard/Dan Seals/John Schneider/Carl Perkins/Randy Travis/Kendall Franceschi/Holly McDaniel/Patrick Duffy/Ricky Skaggs/David Bellamy |
| Country Comments (WO)
Pake, Reba McEntire/Waylon Jennings/Michael Johnson/Kathy Mattea/Louise Mandrell/John Conlee |
| Country Datebook (US)
Charlie Rich/Bobby Bare/John Schneider/Con Hunley/Oak Ridge Boys |
| Country Report (WRN)
O'Keefe/Wille Nelson/Morgan Fairchild |
| Rick Dees' American Music Magazine (USP)
Chris DeBurgh/U2/Night Ranger/Breakfast Club/Boston |
| Earth News (WO)
Bowie Kuhn/George Martin/Amy Irving/Paul Simon |
| Encore With Jim Lange (WO)
Patti Page/1953 |
| In Concert (WO)
Triumph |
| Legends Of Rock (NBCE)
Steve Winwood Pt. 1 |
| Line One (WO)
REO Speedwagon |
| Live From Gilley's (WO)
Hank Williams Jr. |
| Miller Sound Express (WO)
Nu Shooz/Bobby Brown |
| Off The Record (WO)
Lou Gramm/Night Ranger/Cutting Crew |
| Off The Record Special (WO)
Billy Idol |
| Pioneers In Music (DIR)
Hard Rock Women/Heart/Pat Benatar/Pretenders |
| Pop Concerts/Star Trak Profiles (WO)
Chicago Pt. 2 |
| Rock & Roll Never Forgets (WO)
Dr. Hook/Mott the Hoople/Spencer Davis Group |
| Rockline (GSN/ABC)
Deep Purple (4/6) |
| Rock Notes (NP)
Bon Jovi/Steve Winwood/Peter Gabriel |
| Rock Today (MJJ)
Peter Wolf |
| Shootin' The Breeze (WO)
Club Nouveau/Cheryl Lynn/Exposé |
| Solid Gold Country (USP)
Merle Haggard's Birthday/1983/April Gold/Norro Wilson |
| Solid Gold Scrapbook (US)
Sincerely Yours/April Gold/John Kay/Platters/Righteous Bros/1971/Chicano Rock |
| Special Edition (WO)
Janet Jackson |
| Star Trak (WO)
Peter Gabriel/Simply Red/Cutting Crew |

- | |
|--|
| The Blimp (PM)
Female additions/hooked on melle/Soviet EST/male makeovers/Britain's cricket |
| Campbell's Playhouse (PIA)
"It Happened One Night" |
| Computer Program (PM)
Arcade games/home video games/video game accessories/voice synthesizers/graphics |
| Costas Coast To Coast (CW)
NCAA Final Four Players/Coaches (3/29) |
| Golden Age Of Radio (PRN)
Haunting Hour/Weird Circle/War Of Worlds/Rocky Fortune/Crime and Peter Chambers |
| Health Care (PIA)
New Age Dentist |
| NBC Extra (NBC)
Baseball '87 |
| Personal Finance Digest (JPB)
Child's Allowance/Discount Stores/Switching IRA Money/Students at home/Adjustable mortgages |
| Page One (PIA)
Rabbi Cooper/Lis Harris/Hunting Nazi War Criminals |
| Public Affairs (PIA)
"Cleaning Up Our Act" |
| Reviewing Stand (PIA)
Gnawing Situation/My D-I-V-O-R-C-E/Prettiest Globetrotter |
| Same Time . . . Same Station (RRC)
Pride & Prejudice (4/5) |
| Sound Advice (PM)
Speaker placement/acoustic feedback/muffling your sound/headphone types/out-of-phase systems |
| Sporting News Report (CW)
John Feinstein/Peter Gammons/Roy Firestone does Nixon/Mervin Hagler/Sugar Ray Leonard/Dick Young/Dave Winfield/Bert Sugar |
| Sports Explosion (PIA)
Herb Score/Steve Stone/Bob Ley |
| Sports Flashback (CW)
Jack Morris no-hitter/Peter Rose 4000th hit/Hank Aaron's 714-715th homer/Bob Forsch no-hitters/1968 AL Rookie-of-year/Most consecutive errorless plays for 2nd baseman |
| Travel Holiday Magazine (CW)
Rio De Janeiro |
| Wireless Flash (CRN)
Oliver Stone/Tom Beringer/Willem Defoe/Dennis Hopper/Judda |

- | |
|--|
| All My Children Update (PRN)
Phoebe gets down for Langley/Erica is on a fine line/Hillar feigns sophistication/Palmer needs kneepads/Ross has a cheatin' heart |
| Amatellin U (DD)
Smart is a four letter word at AU/K-Mart fights back/St. Patty's day at AU/3 months to fame and fortune a 'la AU/who needs a brain? go to AU |
| Bobby Jo Amberg's Bar 'N Grill (DD)
Grumpy Hour/Vavavoom/Titillating Tommy/Reverend Leroy 'Pass-the-plate-again' Jergins/Ugly night at BJ's |
| Comedy Hour (MJJ)
Live guest: Charles Nelson Reilly/Father Guido Serducci/Lily Tomlin/Howie Mandel/Billy Crystal |
| Comedy Show With Dick Cavett (CW)
Old Guys/New Guys/Rodney Dangerfield/George Burns/Billy Crystal/Jack Benny/Whoopi Goldberg/Robin Williams/Mel Blanc |
| Comedy Spot (CW)
Henry Youngman/George Carlin/Comic Relief/Irwin Corey/Steven Wright |
| Daily Feed (DCA)
Reagan press conference/Deaver's next try/LeRouche financial network/Tower commission video/Bush still missing |
| Fun Factory (PM)
Bufooning in laundry park/lethergy spe/wrong speed records |
| Hiney Wine (DD)
Irish Green Hiney/Easter egg in hiney/label your hiney/employee of month/hiney wine is best |
| Irving Lobiolly (DD)
Grab ball and run/2 home runs a quarter/hide that ball/grab that umpire/catcher in error |
| Jackie The Joke Man (OHR)
Look at knockers/ACDCBC/Sand in the fuzzi/Linoleum blownapart/Fogging scheme |
| Laugh Machine (PM)
Emo Philips/Jonathan Winters/Reiner & Brooks/Robert Klein/Lily Tomlin/David Frost/Rodney Dangerfield/Steve Martin/Travesty Ltd./Don Imus |
| Live From The Improv (DIR)
Tom Dreesen/Max Alexander/Mark Pitts/Jeff Marder/George Wallace |
| Mel Blanc's Blankety Blancs (ASR)
Wizard's birthday/Brave little tailor/Magic cloak/Avaricious king/Tattoo perfor |
| National Comedy Wireless (DD)
Carl's brother Burl/Ronnie wants girl scout cookies/Rodney's girl wears bullet-proof g-strings/Johnny & Carnac/Andy Looney's condoms |
| National Lampoon's True Facts (PRN)
Rubber suit/You are what you eat/Do it in the road/Tasty tissues/Well hung drapes |
| Party Drop-Ins (ASR)
Junk mail detox/Julliene Springsteen wine/house party -3/party do's and don'ts/Rambos |
| Radio Hotline (ASR)
Lazy man's way to riches/fantastic new diet/25 cent athlete/Skip & Roy/doctor |
| Stevens & Grdnic's Comedy Drop-Ins (ASR)
Believe it or else/dating with Hog/My doctor's doctor/Sam & Joe's/Bachelor cook |
| United Spots Of America (ASR)
Suddenly hip again/Kermans/Club Fred/Boss buddies/Red tourist board |

NETWORKS/PROGRAM SUPPLIERS

- | | |
|---|---|
| ABC = ABC Direction Net (212) 887-7777 | NSBA = NSBA Network (213) 308-8009 |
| AP = Associated Press (202) 955-7200 | OHR = Off Hour Rockers (516) 628-1490 |
| ASR = All Star Radio (213) 850-1189 | PM = ProMedia (212) 585-9400 |
| CBS = CBS Radio (212) 975-4321 | PIA = Public Interest Affiliates (312) 943-8888 |
| CBSR = CBS RadioRadio (212) 975-4321 | PRN = Premiere Radio Network (213) 467-2346 |
| CCA = Christian Countdown America (312) 820-1369 | RI = Radio International (212) 302-1670 |
| CN = Copley Radio Network (619) 293-1818 | RRC = Real Radio Company (818) 795-4900 |
| CUSA = Countdown USA (415) 383-7302 | RS = RadioScope (213) 989-0011 |
| CW = Clayton Webster (314) 725-5070 | SCGI = Starstream Communications Group, Inc. (713) 781-0781 |
| DCA = DC Audio (202) 638-4222 | SI = Syndicate II (818) 841-9350 |
| DD = Dorsey & Donnelly Enterprises (214) 631-7934 | SMN = Satellite Music Network (800) 527-4892 |
| DIR = DIR Broadcasting (212) 371-6850 | SRFI = Solfers/Roskin/Friedman, Inc. (213) 936-7900 |
| FF = Frank Forest Productions (415) 383-7827 | SRP = Syndicated Radio Productions (617) 782-8814 |
| GSN = Global Satellite Net (818) 906-1888 | SYN = Syndicom (415) 366-1781 |
| JT = Art Good's Jazz Trax (619) 233-9228 | TRAN = Transstar (213) 480-6383 |
| JPB = James Paul Brown Entertainment (800) 345-2354 | USAT = USA Today (800)222-0990 |
| MBS = Mutual Broadcasting (703) 685-2000 | USP = United Stations (703) 276-2900 |
| MCA = MCA Radio (818) 788-2331 | WRN = Weedack Radio Network (800) 548-7474 |
| MJ = MJ Broadcasting (212) 245-5010 | WO = Westwood One (213) 204-5000 |
| NBC = NBC Radio (212) 664-4444 | |
| NBCE = NBC Radio Entertainment (212) 664-4444 | |
| NP = Nerwood Productions (212) 755-3320 | |



ROCK 'N' JOVI — Satellite Music Network's "Rock 'N' Hits" format welcomed members of Bon Jovi to its airwaves for a live interview. Pictured (l-r) are the group's Tiko Torres, Rock 'N' Hits OM Pat Clarke, Jon Bon Jovi, and Rock 'N' Hits air personality Vic St. John.



SEAN ROSS

GOLD

BACK TO THE HOP?

Promoting A Gold Station

The sock hop, the Oldies revival concert, and the '57 Chevy giveaway as Gold promotion tools are all outliving the graffiti image that spawned them. Marketing directors at two highly visible outlets say that even as they add less format-specific promotions, there'll still be a place for the old mainstays.

"We've done years of hosting sock hops and Oldies concerts," says KRLA & KSLX/Los Angeles Director/Marketing & Promotion Meredith Doulton. "But if there's a hot concert in town, it might still be the Beach Boys which fits our format. We're going a little bit away from the Oldies stuff, but it's such a nice image and so much fun and so hip that we stay with it. We use it to our advantage."

Judy Spitzer, who holds the same title at WJMK/Chicago, has been with Magic 104 since shortly after it began in 1984. "When I started here, we did promotions to make our position clear. We did a rock 'n' roll reunion and brought in legendary Chicago DJs from wherever they were. That got us TV coverage on every station and a lot of press. Now we're very well established as Chicago's Oldies station and we really don't need to do that."

"Dick Biondi, a legendary Chicago jock, goes out to MC sock hops. He's great at it, and people love him. But if that's the only type of thing we did, I don't think we'd be doing the station justice. We've got a lot more to offer. One of our ongoing promotions now is 'CD Sundays.' We play a six-hour block of CDs, give away a CD an hour, and a CD player at the end of the block. That's about as non-Oldies as you can get."

Touch The Moon

Spitzer previously worked for CHR neighbor WBBM-FM. Doulton was with L.A.'s KIIS when its tradition of big money/big ticket prizes began in 1982. "With KIIS-FM, the big thing was how much you could get and how much you could give away. KRLA is dealing with a loyalty audience. Prizes aren't as important; listeners are happier with quantity."

"The biggest thing is meeting the people. Our most successful promotion has been and will continue to be our sticker spotter, the 'KRLA Hit Man.'" That promotion is currently being tied to McDonald's "Mac Tonight" campaign, with the moon-headed mascot riding in KRLA's "Hitmobile," a repainted '57 Chevy, to local franchises. Crowds average 400 people with up to 750 on weekends. There's also a similar promotion with Dr. Pepper and a 1953 panel truck, as well as parties themed around Raiders football starting in late summer.



Meredith Doulton

"We'll always make ourselves touchable, no matter how small the event," says Spitzer. "The people that come to remotes are as excited about meeting Biondi as a younger listener would be about meeting one of WBBM-FM's jocks." Doulton says that the crowds at KRLA remotes are likely to be 35-49 year-old males from nearby. Few Gold promotions draw from across a large metro. "They do bring their families," she says. "That's why we're trying to do more family-oriented things with amusement parks and movie screenings."

With Manny Pacheco's return to evenings, KRLA has recently begun working to restore its once-famous link to East L.A. and the Hispanic audience. (It's also gone back, at night only, to the Oldies/

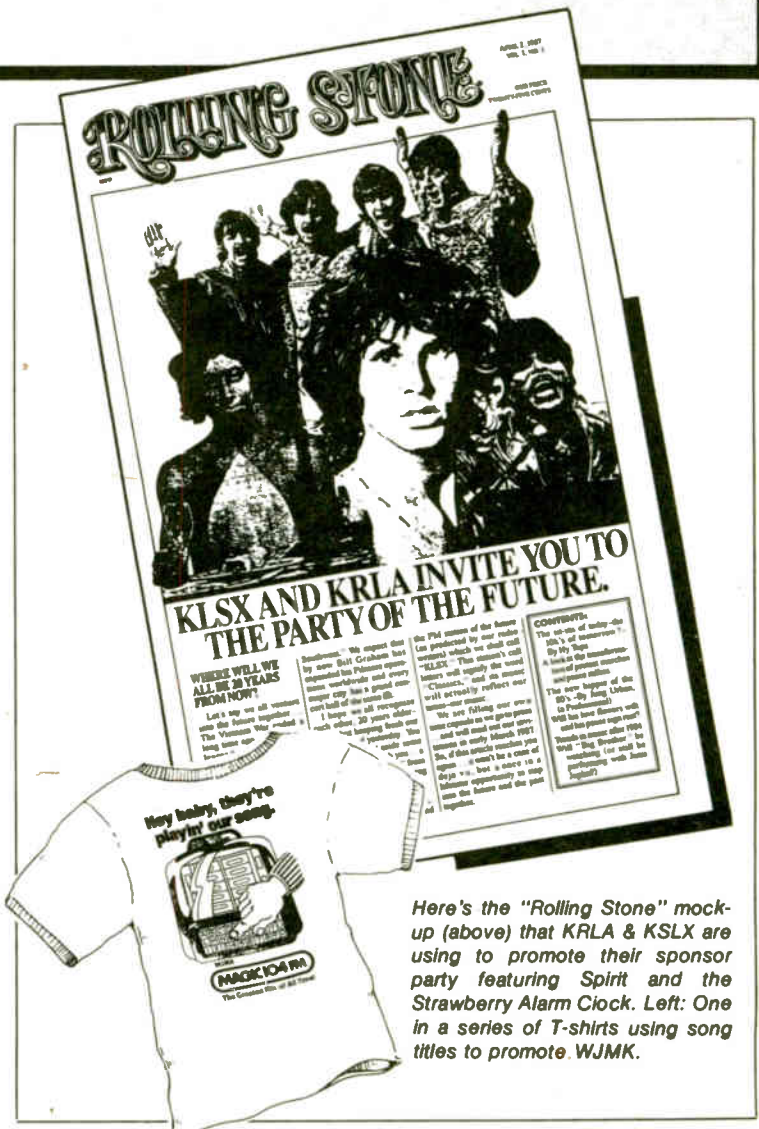
current mix it ran in 1979-82.) "One of our big promotional pushes will be doing Pacheco's request and dedication show live from highly visible locations in Hispanic areas," says Doulton.

And Now A Contest From Our Sponsor

When KRTH-FM began awarding daily trips to Hawaii several years ago, it broke ground for other big-ticket prizes in Gold. More exist now, but not necessarily because budgets have improved. "A new strength in promotion is getting sponsorship money," says Doulton. "I wouldn't be able to do a lot of the things I do if it weren't for McDonald's or Dr. Pepper helping out; I'm glad I have the flexibility on KRLA to mention them. Every promotion I do has a tag to it."

WJMK has done three major promotions with sponsors. "We had point-of-purchase displays at 75 Kodak counters in Chicago. We had an ad in the *Tribune* through them and gave away a cruise as our grand prize," says Spitzer. "We awarded 11 trips to Hawaii once with Avery Office Products. They distributed 400,000 flyers to offices around Chicago with our logos on it. With Wendy's, we offered up to \$500,000 in prizes, and had our logo on over 600,000 'Magic Tickets.'"

The good news is that both promotion directors say the Gold boom has made business sponsorship a lot easier to line up. And neither director runs a one-person department. Spitzer has one assistant; Doulton has two, one for each station. All the assistants are full-time employees instead of promotion interns.



Here's the "Rolling Stone" mock-up (above) that KRLA & KSLX are using to promote their sponsor party featuring Spirit and the Strawberry Alarm Clock. Left: One in a series of T-shirts using song titles to promote WJMK.

Classic Promotions

On KLSX, Doulton says, "I don't have the flexibility to talk as much about promotions or do as many at one time. But the quality is certainly there, because we're a hit." KLSX does no call-in promotions, qualifying most of its listeners for contests through postcards.

"We're the official radio station of the Universal Amphitheatre, which had never tied into a radio station before. We're going to be on the back of all their tickets. We'll have our own backlit sign right in the lobby and we'll be hosting a lot of shows. We did the opening night of Paul Simon's 'Graceland' tour and had a party for our listeners there. We also have the exclusive on announcing their season."

One note about the Classic Rock boom is that the packaged reunion concerts are now covering the late '60s and '70s. Both KRLA and WJMK sponsor shows. So will KLSX. For a sponsor party alone, the station was able to line up re-

formed versions of the Strawberry Alarm Clock, Byrds, Buffalo Springfield, and Spirit. (The promotional flyer for the party is a full-size replica of an early issue of *Rolling Stone*.)

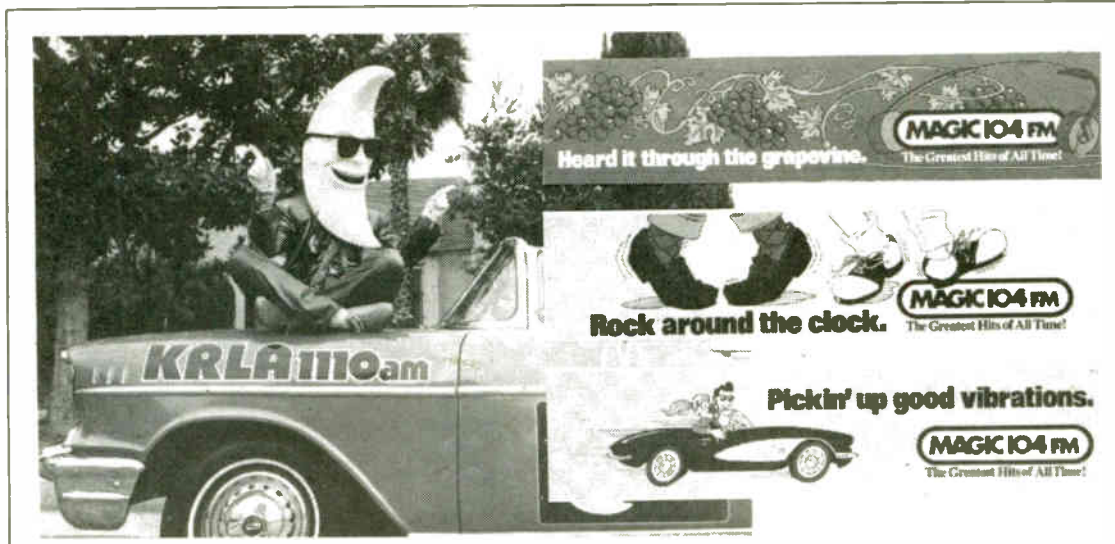


Judy Spitzer

Classic Cars

"It's not as difficult to market this station as people might think," says Spitzer. "With the popularity of this music around us, there's a lot we can do with it." Time has tempered the graffiti image so that stations can use it or discard it as it serves their needs. "We have the advantage that we can still do '50s promotions that fit right in."

And Doulton, whose outside work as a driver and promoter for monster truck shows gives her some automotive expertise, says that even now a '57 Chevy has more value than its '87 counterpart. "It's still the most American collectible car in the US, if not the world. If you go to car shows or swap meets, you'll see more '50s cars for sale at exorbitant prices than any others. If I had the money, I'd give away a '57 Chevy every month, especially this year for the 30th anniversary."



THE MAC — The McDonald's "Mac Tonight" character sits comfortably atop the station's customized '57 Chevy convertible (above left). At right, WJMK print ads.

DEAD

ALIVE

OR



something in my house

THE FOLLOW UP SINGLE
TO THE SMASH HIT
"BRAND NEW LOVER"



WorldRadioHistory



YVONNE OLSON

NEWS/TALK

NEWS TRENDS IN TALK

Making That Drivetime Thrust

In recent months, many News/Talk stations have modified their emphasis on news. Drivetime shows are somewhat issue-oriented, but gone is the traditional all-News cycle during both dayparts. Most confine their news to mornings only, with short updates during the afternoon (see survey). Here's a look at some different morning approaches.

Balancing Talk And News

WWDB/Philadelphia OM Diane Raymond programs against rival Talk station WCAU and all-News KYW. According to Raymond, WWDB has found a niche by emphasizing talk without eliminating a news presence in the morning.

"We've tried to combine the best of two worlds, recognizing the public's need for information and doing what we do best, which is talk," she explains. "What we've done is let people know exactly when to expect an update."

Between calls and topics, AM listeners get a five-minute cast, traffic and weather updates, and several business and consumer features. During PM drive, traffic, weather, and news updates are aired, but the rest is left to the host's discretion. WWDB morning host Dominic Quinn runs a heavy issue-oriented show.



Diane Raymond

almost anything during the show, but we try to stick to issues. What's important is to keep a balance, mixing news flow with the determined needs of a specialized audience."

WOR's Morning Magazine Layout

WOR/New York's afternoon advice show with Bernard Meltzer is just that. As PD Bob Bruno explains, "Bernie has always been a big draw by the compelling nature of his personality. We don't see a big need to emphasize news as people are ending their workdays." Updates air at timed intervals, but as Bruno states, "It's not the information wheel we turn in the morning."

The Gambling family is a WOR institution. What began as a cales-thenics show in 1924 evolved into a magazine-type format when John

B. Gambling decided to read news, weather, and school closings. Now, after 27 years with John A. Gambling, the morning crew is an eight-member team going round-the-clock with two newscasts, traffic, weather, consumer and business reports, sports, features by John R. Gambling (John A.'s son), and an expanded story segment titled "Behind The Headlines."

"John A. is the ringmaster," says Bruno. "He makes a seamless transition from subject to subject, which makes our presentation very different from what's on other information stations." Bruno stresses that a listener can get all the information he needs from WOR, but the real difference is how he gets it.

"We combine the best elements of a successful morning program with information," he says. "WINS and WCBS are certainly direct competitors, but we do what they do in a conversational form. If you want it quick and compact, you'll have to tune in a News station. But if you want some companionship along with those issues, listen to us."

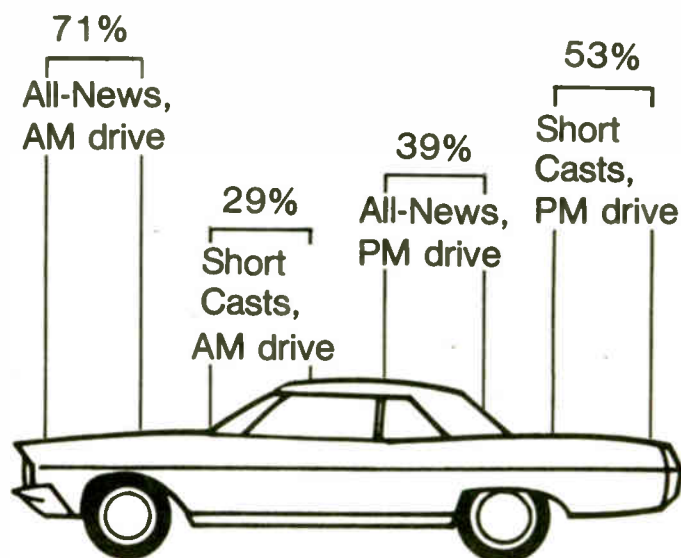
"If you want it quick and compact, you tune in a News station. If you want some companionship along with those issues, you listen to us."

—WOR's Bob Bruno

A Reputation Built On All-News

In September '86 WINZ/Miami switched from all-News after 11 years and added talk during the

Punching Up The News



The results of a 72-station survey show mornings to be the prime time slot for news, with 71% devoting the entire daypart. All told, 71 of the 72 outlets offer some form of news in the morning, while 66 also cater to PM drive. 8% do not air PM-drive news at all.

day. Drivetimes are still complete news blocks.

News Director Marc Kuhn says news will always be a big part of WINZ's picture: "We didn't decide to hold on to drivetime news blocks as much as we decided to abandon news during the day. News has long been a tradition with this station and it's one of the strongest positions we hold in Miami. I still think people want to wake up in the morning and find out what's going on. And the fact that this market supports three AM News stations signifies the importance placed on issues by the public."

Turnover cycle was originally 30 minutes, but shortened to 20 when the morning listening span was determined to be much shorter. Hot topics are expanded into full-length stories three times an hour.

Although the afternoon segment is handled the same way, Kuhn admits it may not be forever. "We do eight hours of locally-produced news a day. As we say on the air, it's more than any other radio or TV station in town, and that in itself makes a statement of our commitment to the format. We're

the only ones doing afternoon news in the market, but afternoons are not as strong for us. When you see stations like KYW/Philadelphia decline after being market giants for several years, you begin to look



Bob Bruno

for other approaches. We're not thinking of abandoning news in the afternoon, but it's certainly an area worthy of constant discussion and review. If something better should come along, we just may pick up on it."

"The fact that this market supports three AM News stations signifies the importance the public places on issues."

—WINZ's Marc Kuhn

"People are more concerned with news topics in the morning," says Raymond. "We may hit on



HAPPY BIRTHDAY TO WOR — WOR/New York celebrated its 65th birthday with a large gala attended by longtime fans and friends of the station. Air personalities Sherrye Henry (left) and John A. Gambling (right) are shown here chatting with Carol Channing.

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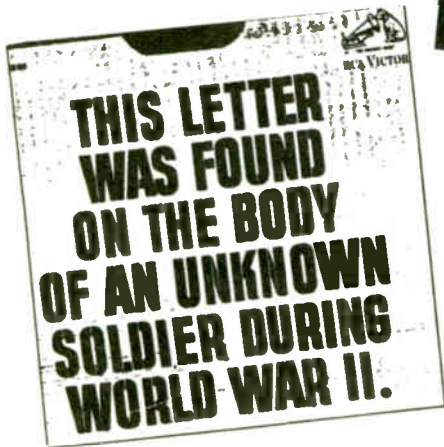
KEN BARNES

ON THE RECORDS

A Gallery Of Records By DJs

Everybody warned me. They said never write about records made by disc jockeys, because you'll never be able to mention them all and you'll be forced to publish additions and corrections from now till doomsday. And they might be right.

Actually, I cited several examples of DJs on record a few years back and never provoked a tidal wave of response. But this year's a different story. They've been flooding in — and I'm drenched but happy. It's a great and under-celebrated chunk of radio/records history, and I'm pleased to present the following pictorial gallery of DJ records (or disques du jacques, as the French put it).



Eminent syndicator and Cinema Records cofounder Denny Somach sent me a reproduction of the above Scott Muni sleeve (sadly, everyone is too smart these days to send me actual records; they're all sending xeroxes and hanging on to the discs). Recorded in the midst of Vietnam angst, it's a real tearjerker which I doubt Muni would have revived for any of his subsequent WNEW-FM shows.



WCIL-FM/Carbondale, IL PD Tony Waitekus is a collector of serious scope (he also collects records), and one of his specialties is DJs' discs. Five of the records pictured here are from Xeroxes he sent me: Larry Lujack, Dick Biondi, Jonathon Brandmeier, Jerry G, and the Big Ron (O'Brian) waxing above.

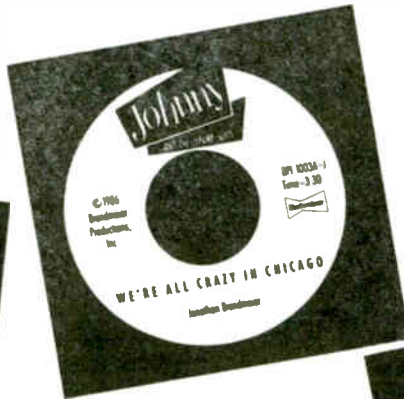
Big Ron, who was in Chicago at the time, I believe, long before his move to KIIS/Los Angeles, covered a minor late '60s hit by Duke Baxter on this record, which also exists on a local label. Tony also sent another Big Ron record, on Rampart, covering an Isley Bros. Motown tune called "Take Some Time Out."



Tony Waitekus explains that Jerry G was a big jock in Cleveland (and also WCFL/Chicago), AKA Jerry G. Bishop. He must also be the father of Michael Stanley as related in a much earlier column; on Stanley's first album, with a group called Silk, he's listed as Michael Gee, and a reader pointed out the Jerry G connection.



A recent DJ record (something of a hit in some markets) is "Ronnie's Rap" by Ron & The D.C. Crew, mentioned to me both by Cory Robbins, President of the record's label, Profile, and Robin Bell, Promotion Director at WPOW/Miami, where "Ron" (actually morning man Mark Moseley) works. The idea started out as a bit for the morning show and turned into a successful Reagan rap parody.

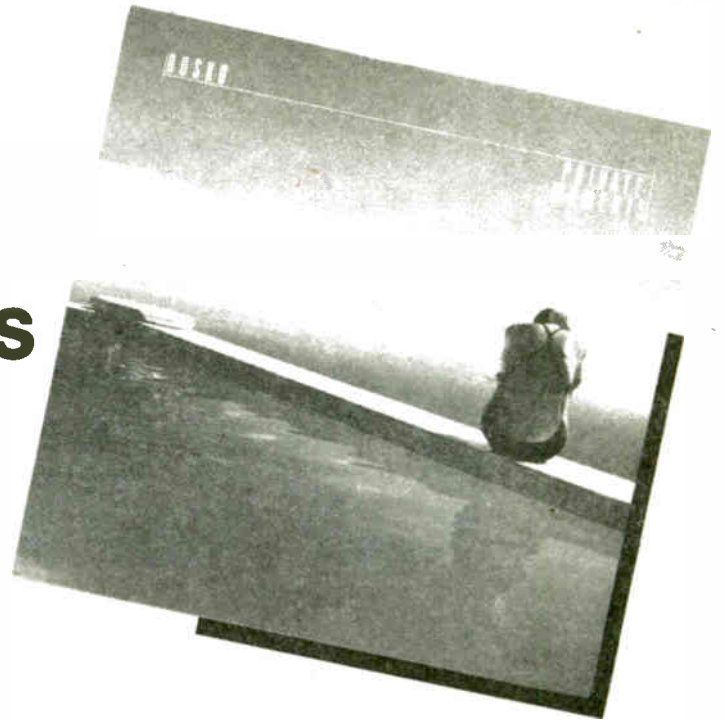


Good to see Jonathon Brandmeier has continued his illustrious recording career since he moved from Phoenix to WLUP/Chicago. His concerts with his band the Leisure Suits are legendary, and as we can see, he's putting out records as well (he had an album or two with the Suits while in Phoenix).



KJYY/Houston air personality and frequent contributor Bill Campbell sent me a lengthy list of records he's been involved with in a long career. The most notable, a rather rare Motown single from 1969 pictured here, was a break-in record featuring current label hits and based around a moon landing theme. Bill produced it with fellow WSBA/York jock Dave King (now owner of WOVE & WRIP/Chattanooga).

Campbell and King also produced a bluegrass/country version of Paul McCartney's "Bip Bop" by Toothpick Tommy & The Truckers, while King produced an early '60s doowop record by the Larks of "It's Unbelievable" fame. Campbell himself, while at WLAN/Lancaster, co-produced a single called "What's The Matter Baby" by the fabulous Czars on the equally fabulous Splash label, based in Lancaster. We are talking truly obscure here!



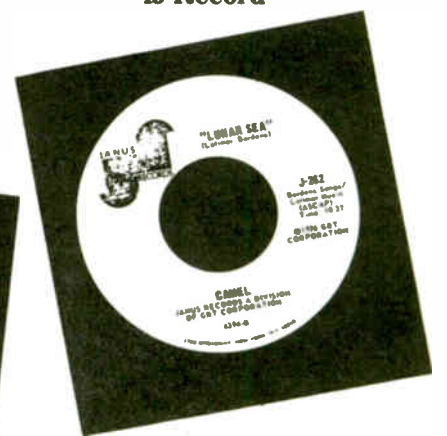
Just as I was putting this column together, out comes an album on Columbia by longtime New York (and L.A.) personality Rosko. Rosko is no stranger to recordings, with several previous singles to his credit, but a new album in 1987 is quite an addition to the DJ catalog.

Although I don't have a visual to go with it, I did get a long letter from WCFL/Chicago legend Barney Pip, reminding me of his major-label release (on Smash), "You Can't Sit Down"/"You Turn Me On," 1967 covers of the Phil Upchurch/Dovells hit and the Ian Whitcomb classic. I've been looking for that one for years, with no luck, but it certainly should be cited in this context.



It's hard to remember what a national sensation streaking was around 1974-75; nowadays it's something you do to spice up your coiffure. Then it spiced up dozens of sporting events, Oscars ceremonies, and public functions of all varieties, and inspired a number of novelty records. WLS titan Larry Lujack's "Superstreaker" appears, ironically enough, on the Chicago-based Curtom label, where "Superfly" by Curtis Mayfield had earlier ruled the airwaves.

The Longest 45 Record



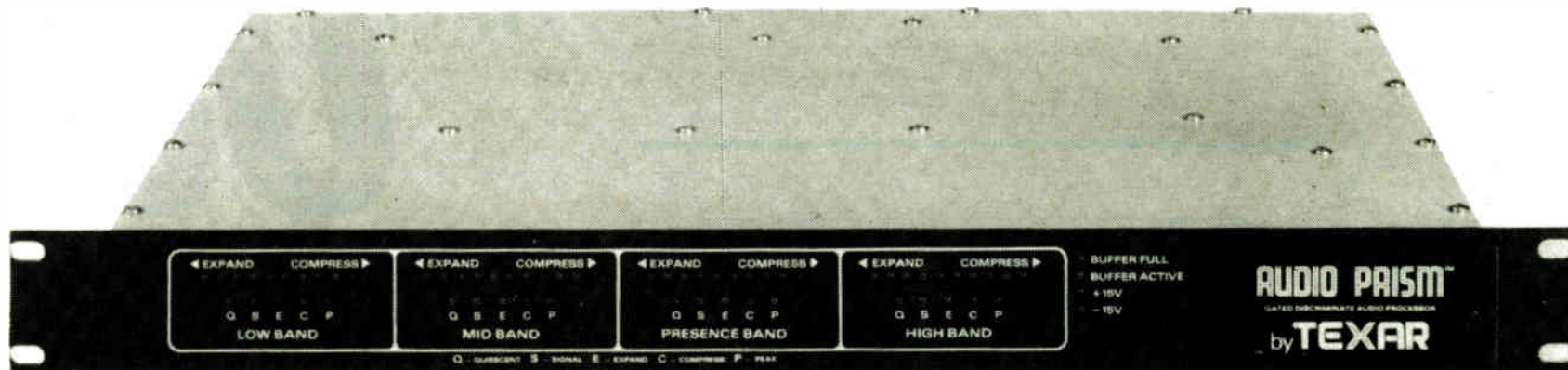
You readers have got it together! A few weeks back, I asked if anyone could possibly find a longer 45 than Bruce Springsteen's new "Incident On 57th Street," which hit the 10:03 mark. Jim Dawson here at R&R found a Steppenwolf B-side called "For Madmen Only" that timed out at 8:46, but I thought Bruce was secure until two readers, KWAV/Monterey PD Michael Reading and WDGY/Minneapolis's John Pratt, sent xeroxes of a 1976 Camel B-side clocking in at 10:27!

I actually had this 45, but only as a double A-side, so it's a relief to know I can count on a couple of Camel collectors to correct the record. OK, can anyone beat 10:27?



The well-traveled "Wild Italian," Dick Biondi, was reigning in Chicago when this pasta pastiche came out. I've never had the, um, pleasure of hearing it, but having heard Biondi a whole bunch as a teenager (I was a teenager, not Biondi), I can imagine it's wild. Tony Waitekus, by the way, aside from this and the other four records published here, sent reproductions of Steve Dahl's follow-up to "Do Ya Think I'm Disco," "Ayatollah" (to the tune of "My Sharona"), plus an obscure single by WEBQ-FM/Harrisburg, IL personality Uncle Briggs.

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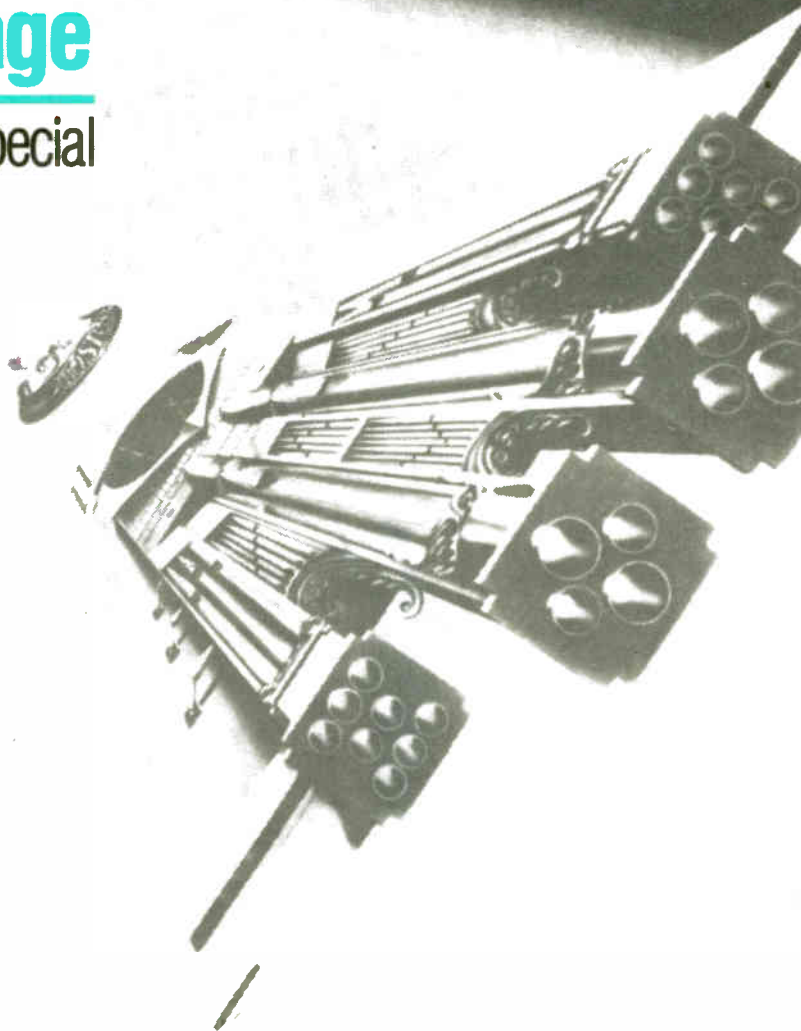
Flight Plan: The week of April 20-26, we present the first ever National Radio Interview with Boston, America's hottest rock band!

Members Tom Scholz and Brad Delp reflect on the group's phenomenal success, starting with the biggest selling debut album in history, their hit singles, plans for a world tour, and the 6-year musical and creative struggle that brought them from "Don't Look Back" to the quadruple-platinum "Third Stage."

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TALK ABOUT GREAT LEGS!

CHRIS DE BURGH

"THE
LADY
IN
RED"
(AM-2848)

BREAKER

CHR Chart Debut **36**

From the album

**INTO
THE
LIGHT**
(SP-5121)

Produced by Paul Hardiman. On A&M Records.



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DATEBOOK

SEAN ROSS

R.O.C.K. In UCLA

MONDAY, APRIL 6

1974/2000 white doves, a 65-foot-long dragon, and a 40-foot inflatable tongue are employed when "Ladies & Gentlemen: The Rolling Stones" premieres in New York. On the same day, the first California Jam takes place, with ELP, Black Sabbath, Deep Purple, Black Oak Arkansas, and the Eagles.

1979/Rod Stewart and Alana Hamilton are married in Beverly Hills. Also, following a spate of concert violence, the British CURB, "Campaign to Control Bouncers," is launched.

1984/"Flashdance" wins a Best Song Oscar; "Yentl" takes Best Song Score. Rick Springfield's "Hard To Hold," which doesn't win any Oscars, opens; the *L.A. Times* calls it "the skinny 'Yes Giorgio.'"

1986/The mayor proclaims Roy Ayers Day in Los Angeles.

Born: Merle Haggard 1937, Sylvester Stallone 1946.

TUESDAY, APRIL 7

1975/Ritchie Blackmore leaves Deep Purple after seven years.

1983/After James Watt's announcement that the Beach Boys will attract the wrong element to the Washington Monument, Nancy and Ronald Reagan tell him they like the group.

1985/Prince follows the last show of the "Purple Rain" tour in Miami with an 11-month quasi-retirement to look for ladders. Meanwhile, Wham hits Peking trailed by most of the Western media and the cameras of director Lindsey Anderson.

1986/Mark Lindsay Chapman, the actor, stars in "The Annihilator," NBC make-good to him for losing the role in the John Lennon bio. The plot has a "newspaperman stalked by humanoid killer robots — which include a lookalike of his girlfriend."

Born: John Oates 1949, Bobby Bare 1935.

WEDNESDAY, APRIL 8

1983/Beach Boy Bruce Johnston tells the press that the Watt ban was "just one of those silly little things that got out of hand." Mike Love adds, "We just want to go on singing about good vibrations and having fun, fun, fun. We sing about patriotic themes like 'Surfin' USA.'" And Toni Basil, who owed "Mickey"'s success to a BBC special, gets another one, "Tape 2."

1985/KFRC/San Francisco debuts its six-hour "Game Zone" and commits to it for a year, which turns out to be a little over six months.

1986/Japanese singer Yukiko Okada leaps to her death, prompting 33 teen suicides in the next ten days, 21 of which are jumpers. Also, Lynda Matarazzo has her nose broken at a Philadelphia Aerosmith show. She later sues the group, their label, and promoter, claiming that "My Fist, Your Face" encouraged the crowd to beat her up.

Born: Julian Lennon 1963, John Schneider 1954, Adam Woods (Flxx) 1953.

THURSDAY, APRIL 9

1979/Donna Summer's "Last Dance" wins the Best Song Oscar.

1982/Tina Turner's comeback begins, with her first British show in four years at London's Hammersmith Odeon.

1983/The Changing Face of CHR: Stephen Bishop sings "It Might Be You" on "American Bandstand." Also on the show is the quasi-New Wave Oxo, born out of the Disco band Foxy. Four years later, Ish Ledesma, the brains behind both groups, is working disco again as Company B. Also, *NME* headlines a London concert announcement by Crosby, Stills & Nash as "Fabulous Furry Fart Brothers Fly In."

1984/Robert Duvall wins a Best Actor award for playing Merle Haggard (kind of) in "Tender Mercies."

Born: Carl Perkins 1932, Gene Parsons 1944, Margo Smith 1942, Terry Knight 1943.



David Cassidy, John Oates, Julian Lennon, Carl Perkins

FRIDAY, APRIL 10

1970/On the same day that ELP is formed, R. Dean Taylor's "Indiana Wants Me" is released.

1976/The Sex Pistols beat up an audience member. The *NME* reporter who sees this is future Pet Shop Boy Neil Tennant.

1981/James Honeyman-Scott marries model Peggy Sue Fender.

1986/The ill-fated Concert That Counts is finally cancelled. Thom Bell's writing partner Linda Creed dies after a lengthy illness at age 47; her "The Greatest Love of All" is back on the charts that week. And *Rolling Stone* discusses a Bob Dylan bootleg, which sets off a volley between the magazine and CBS. Dylan, meanwhile, is backstage at L.A.'s Palace with Boz Scaggs visiting Willy DeVille.

Born: Brian Setzer 1959, Dave Peverett (Foghat) 1950.

SATURDAY, APRIL 11

1977/At roughly the halfway point on his two-decade chart hiatus, Billy Vera releases an LP on Midland Int'l. It resurfaced recently on Macola.

1980/Barry White receives an honorary degree in Recording Arts & Sciences from UCLA at its Faculty Club.

1984/Spinal Tap plays an L.A. club with real heavy-metal act Bitch as an opener. Few realize it's a joke.

1985/A court rules that Boston has the right to record for MCA instead of CBS. From then on, it's only a year-and-a-half to the already-mostly-recorded third LP's release.

1986/Survivor begins work on its current LP in Chicago. Andy Summers's photo exhibit opens at an L.A. gallery. He describes the feeling as "like it's me hanging on the wall — by my neck."

Born: Delroy Pearson (Five Star) 1970, Chris Difford (Squeeze) 1954.

SUNDAY, APRIL 12

1954/"Rock Around The Clock" recorded.

1982/The Thompson Twins play their last show in London as a seven-piece band. Afterwards, they make the surprise announcement that Chris Bell, Pete Dodd, John Roog, and Matt Seligman are leaving.

1984/David Letterman receives the 8th annual Jack Benny award from UCLA students.

1986/The Alarm play their free MTV concert at UCLA. The Long Ryders open. Also, Belinda Carlisle marries Morgan Mason on a boat at Lake Arrowhead.

Born: Herbie Hancock 1940, David Cassidy 1950.

WorldRadioHistory

THE STRANGLERS
"ALWAYS THE SUN"

"A KITS favorite from day one. Great phones, great album sales for over 2 months!!!"
Richard Sands, PD, KITS/San Francisco

DAVE SHOLIN'S
Personal Picks — SINGLES

THE STRANGLERS - Always The Sun (Epic) From the moment it came blasting out of Ron's office about a month ago, it's been a favorite track of mine. All too often a group with an "unusual" name gets passed over. I hope that's not the case. Do yourself a favor and listen before you make a judgment.



ADAM WHITE

RECORDS

AN INDEPENDENT 25 YEARS

Chris Blackwell's Island Life

The beginnings of Island Records in London were modest: a novelty record entitled "Twist Baby" by Owen Gray, released in May 1962. Several months later, there was "Independent Jamaica," a calypso celebrating Britain's grant of independence to the colony.

This year, Island itself is doing the celebrating: of its 25th anniversary, and a formidable legacy of music and musicians. Among those associated with the company and founder Chris Blackwell during the past quarter-century are Steve Winwood, Cat Stevens, King Crimson, Roxy Music, Jimmy Cliff, Bob Marley, Grace Jones, Robert Palmer, and U2.

In recent years, Blackwell has expanded Island's horizons with movie production and distribution, including such pictures as "Kiss Of The Spiderwoman," "The Trip To Bountiful," "Good To Go," "She's Gotta Have It," and "Down By Law."

Just as Jamaica did in 1962, Island can also celebrate its independence. The company has been courted — Kinney, for example, offered Blackwell \$6 million in 1970 — but never bought. By the same token, it's not grown to the size of British contemporaries such as Virgin and Chrysalis, both of which owe a spiritual debt (at least) to Island.

Here are excerpts from an interview with Blackwell about the firm's past, present, and future, and about the environment in which it operates.

Renaissance Under Way

R&R: How do you feel about Island's accomplishments in this anniversary year?

CB: Proud, definitely. Excited, too, because I really have the same enthusiasm as ever, and yet have 25 years behind me. Usually, you either have the enthusiasm or the experience. I have both, as well as a base of credibility from which to work.

R&R: But you must have had that feeling of credibility before now?

CB: Maybe, but somehow it's felt more so — 25 years is such a milestone. Also, the company is going through a renaissance after some very difficult times, and got itself back on its feet.

R&R: Is that the result of a conscious effort, or just evolution?

CB: This was really a company which very much reflected my interests, and where they went. So it



Chris Blackwell

followed that a lot: if I spent some time in France, for example, we'd sign a French act or something like that.

So what tended to happen was that I didn't go through the proper, business-structured way of doing things. I just went in and did them, and really got spread too thin, I guess, without having a strong enough infrastructure to back up all these different diversifications in different countries.

Blackwell On Film

Among current Island Pictures projects is "Last Chorus," according to Chris Blackwell. "It's a film about old jazz greats who go in for a kind of battle of the saxes at a jazz festival in Copenhagen."

Although it's a fictional account, Blackwell says, "The idea is to use real players: Dexter Gordon, for example. But what's going to make it different and particularly focused for us is that we would put the new, young jazz guys in there, like a musical challenge." He cites Island recording artist Courtney Pine — "and maybe we'll see if we can get Branford Marsalis."

Script Rewritten For New Jazzmen

The picture's similarity to last year's "Round Midnight," which also featured Dexter Gordon, is said to be a coincidence. Blackwell states that the "Chorus" script by John Jones was written

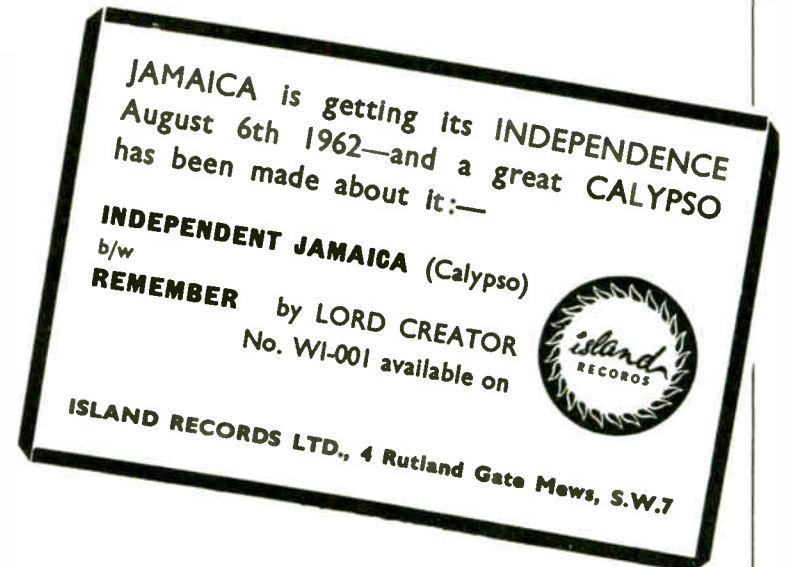
ISLAND RECORDS
Island Records, a label already established in the West Indies, is to be launched in this country next week by Mr. Christopher Blackwell. Mr. Blackwell, a Jamaican, has been in the record business in the West Indies for over two years, and is to concentrate his distribution on about 50 shops in coloured population areas. Material from Island Records was formerly released by Esquire on Starlite. Mr. Blackwell's first release is "Twist Baby" sung by Owen Gray.

Back in '62, this was how British trade paper Record Retailer reported Island's UK arrival and reviewed its first release.

R&R: How did that change?

CB: Really, one guy came in, (Island CFO) Art Jaeger. He helped pull the whole company together: got it focused, dropped what wasn't working, concentrated on what was, got the right management in place. He was the key man.

You can't get the same kind of advice and input from people you've worked with for a long time as you can from somebody who comes in fresh from outside and doesn't have any historical perspective. I had a lot of respect for Art and his ideas, so he was able to organize me, if you like, and get everything focused.



OWEN GRAY
Twist Baby

Island Records Wi 002
Patricia

The first release in this country from Island Records. This is a vintage twist along the early Checker lines and is a little dated to get away. Owen Gray, however, is very popular in the coloured population areas.

Striving For Movie/Music Synergy

R&R: What is Island's image now, with its separate parts?

CB: I'd like us to be seen as a company that's interested in stretching, introducing new things all the time. That's the role of an independent.

More and more income from the film business is going to be from in-home entertainment, which is what the record business has been in for some considerable time. Being in films and records allows you to make the best use of the expertise in place: to find talent, to produce films, to market them theatrically, then to market them video-wise, at which point the record company starts to click in.

From the other end, we'll sign composers to Antilles/New Directions, which is our development label, and one or two of these people will be great to score a film. It's really a matter of getting the best synergy between the companies, so it's my job to provide those synergistic projects and get people involved in other people's things. We're a small enough company to be able to do that.

For example, I think River Phoenix, the star of "Jimmy Reardon" — this film we've just done — will make a great recording star. And it really wasn't a case of thinking, "This kid is good-looking, a movie star, let's make him a recording star." Music is his first interest; he can sing and he can write. It just so happens his career got diverted into movies. We may well do something with him, providing he's prepared to give up the film business for a bit.

Sometimes you sign a recording artist on a longterm basis. Sometimes you might sign an artist for a particular project, just because it

seems like a good idea. I'm interested in those sorts of projects, as well as longterm career development, because you can mix the audio/visual. If you film it to help give the sense of an event, there's a chance you can get a television program out of it, which brings a focus onto the record.

Majors Market Like Soap R&R: What about the expense involved?

CB: I don't think it's expensive to launch a recording artist, although Island is not really in the pop business. You just have to identify your initial market and how to reach it. If it doesn't sell in that initial market, then it's not really going to. If it does, you just need to feed it, widen it bit by bit.

But I don't really believe in the big launch. For example, a video is important but there should be some kind of response from the public first, wanting to know more about the act. If you're selling an audio artist, a record, there's got to be some kind of sales in the shops before you make a video. That should then be the next stage of the promotion, showing the public the visual side of this music they're interested in.

R&R: In the US, that's not usually the sequence at major labels.

CB: The majors go about it like marketing soap, like this guy Charlie Sexton. It was a marketing job, you can see it. I don't believe any act marketed like that from scratch has any lasting power because with music or any kind of heroes — which is what rock really is — people need to find those heroes themselves.

New Technology, Limited Talent R&R: You said Island is

Continued on Page 74



Peter Cetera

“only love knows why”

The New Single • Produced by Michael Omartian • From the album SOLITUDE/SOLITAIRE



Management: Freddy DeMann, DeMann Entertainment, Inc. © 1987 Warner Bros. Records Inc.

get
"Fascinated"

the single
and 12"
from
Company B

CHECK THIS ACTION!! 24/10

Y100 10-7 (HOT)	WTIC 25-15 (HOT)
KMEL 13-8 (HOT)	WRCK on
KITY 5-3	KXX106 add
Z100 add-28	BJ105 add
KKBQ add	WGTZ add
B96 37-29	KMGX 35-27
KCPW add	KYNO 38-24
KZZP add	I94 add
KROY on	KCAQ add
KS103 add	Z102 15-12
KWSS deb-33	KZOZ on
WNNK deb-36	



On Atlantic Records

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RECORDS

Blackwell's Island Life

Continued from Page 72

not really in the pop business.

CB: The music industry always goes in cycles, and whenever it goes into a heavy pop cycle, we have problems. We always have to batten down the hatches and pass through that until it comes more to what I call rock music, when people are buying the musician rather than the actual record.

Now we're definitely going back to that, because people have enough of packaging and fluff. That's why there's this movement back to jazz, to get some people who actually play music rather than have it programmed or use those rinky-dink machines.

A lot of this new technology gives people of limited talent the opportunity to make interesting sounds. Then you make a video, and so on. I'm not putting that down, but it's not something you can build a company on, or sustain it for a long period.

My personal preference is to let a first record cost \$10,000, get it out, and build an audience. Then the next one can be more expensive. Because once you spend \$150,000 or whatever with a new artist, they've got to produce right away; they get no time to develop and improve. There are stars who probably never have a chance to learn how to be one.

R&R: How closely do you work with the record company?

CB: I get involved with great records we must give attention to because while they're not immediately commercial, they are important. So I'll ask everybody to put everything behind records like that.

For example, the new Sly & Robbie record is one of the best we've ever made but it'll be difficult to promote because it's a mixture of reggae, rap, hip-hop, and everything all in one. I had a rough idea of the sort of record I wanted — a

non-stop track on one side, and a non-stop track on the other — and I passed that to the producer, Bill Laswell. I also thought of doing an Ohio Players tune. That was the extent of my involvement, and what they delivered to us was way beyond my wildest imagination.

Blackwell In Brief

- "I didn't go through the proper, business-structured way of doing things."
- "One guy came in and helped pull the company together . . . got the right management in place."
- "I don't think any act marketed like soap has any lasting power."
- "Whenever the music industry goes into a heavy pop cycle, we have problems."
- "There's this movement to get some people who actually play music rather than . . . use those rinky-dink machines."
- "If we could find a hundred more like Richard Branson, Britain would be much better off."

With U2, I'm probably more involved in centralizing the company internationally: the campaign and how we're going to handle it, and going over that with their management.

U2 As Sociological Entity

R&R: Did you expect U2 to be so popular?



GOOD MORNING — Indie label Music West of San Rafael, CA is enjoying its most successful release to date with Ray Lynch's "Deep Breakfast." AC KZBS/Oklahoma City gave away copies of the album in its "99 Winners" promotion, and PD Tony Maddox and Programming Assistant Leslie Spears (r) are pictured here with a winner. Music West's Geoff Workman says "Breakfast" has been helped by AC and CHR airplay for the cut "Celestial Soda Pop," and he notes that album sales are now past 150,000.

CB: Yes. I like live acts, and I thought they were great when I first saw them. Bono just has a way with the audience — he's interested in reaching them.

It was the band, rather than their records, which I signed. The records weren't to my personal taste initially because I've always been more rhythm track-oriented, more black music-oriented. But I really like their new record, they've just got better. They're the essence of a good group — sort of a little sociological entity which then gets more proficient.

R&R: There was a time in Britain where Island, Virgin, and Chrysalis had much in common and were often regarded as "model" independent record companies. The others have since grown much larger and more diverse. Does that bother you?

CB: The problems of how Island was structured administratively have stopped it from going the way of those companies, which are very well-organized, well-run. But I don't think they're like independents or have the same sort of commitment to sign and introduce new talent, which is our foremost interest.

The negative side of our lack of business structure at that time has kept us closer to the creative part of the industry. Now we're in the second generation of an independent company, where there are new people running Island who'll be doing so for a long time, instead of the continual changes we had. Now we can strengthen all the business factors without losing that creative force, because people realize that's our market niche, that's our best strength.

Virgin Followed Island's Blueprint

R&R: Was there a time when you had ambitions to be a company such as Virgin has become?

CB: Certainly. We had record shops, an import company — they followed virtually everything we did. Richard Branson is brilliant. If we could find a hundred more like him, Britain would be much better off. He's built Virgin with the consumer and the people who follow, as it were, a company with a young, buccaneer-type image. When he's gone into things, he's given them a sense of excitement and style; people want to be involved. He put it together much better than I did.

R&R: Do you still want to have a record company, an entertainment company, in 25 years' time?

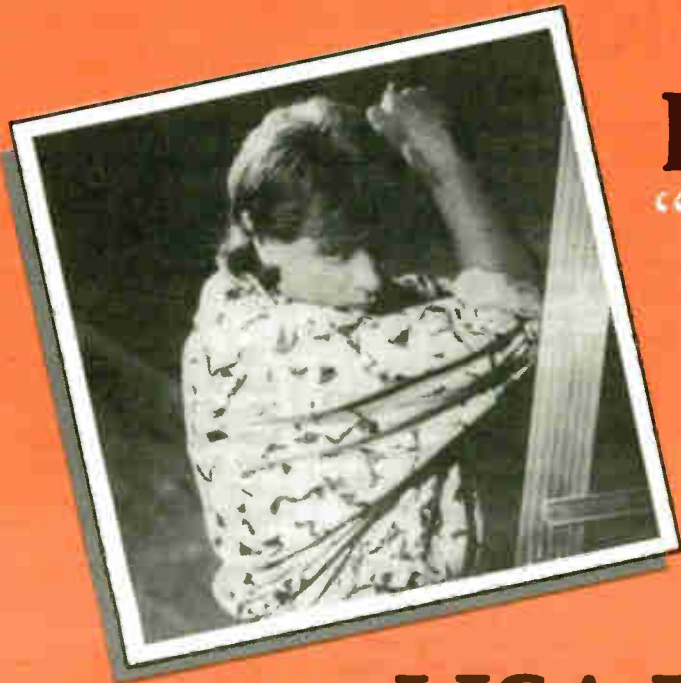
CB: Yes, because the business is getting more interesting, not less. There's a whole side of in-home audio/visual entertainment emerging now which never existed 25 years ago — not even five years ago. We're ideally positioned. There are no other companies, certainly no independents, as well-positioned as Island.



TUNEUP



Your Radio Station With This Hot New Release
From Columbia Records



EDDIE MONEY "Endless Nights"

Taken from the Columbia LP **"Can't Hold Back"** FC 40096
Produced by Richie Zito and Eddie Money
Eddie Money for Money Madness Productions

LISA LISA and CULT JAM "Head To Toe"

Taken from the **BRAND NEW** Columbia LP
"Spanish Fly" FC 40477



MONDO ROCK "Primitive Love Rites"

Taken from the forthcoming Columbia LP
"Boom Baby Boom" BFC 40470
Produced by Bill Drescher





DAN O'DAY

AIR PERSONALITIES

FROM MOTORCYCLES TO RADIO

WTIC's Bob Steele: Four Decades Of Radio

On December 31, 1987, WTIC-AM/Hartford's Bob Steele will sign off his morning show for the last time. A popular radio mainstay for four decades, the 75-year-old Steele commanded a 28.9 12+ share in the fall '86 Arbitron. That's the third highest morning share of all stations competing in the top 100 markets.

Steele is probably the only DJ who happened into radio as the result of an early motorcycle racing career.

R&R: Just how did you parlay your motorcycle exploits into a radio career?

BS: I got hurt one day in a time trial on a half-mile track in Stockton, CA, in 1931. By coincidence, the stadium announcer became ill. I knew all about the motorcycle races, so they let me announce them on the PA system. And that was the start of my announcing over a microphone.

In 1936 I was in L.A. and out of work when I got a telegram from a friend who was promoting motorcycle racing in Hartford. He said I could do the announcing for the summer season. Jobs were hard to come by in 1936, so I took off for Hartford. At the end of the racing season, I had a day to waste before leaving town. I went to a movie, a mystery. The cashier said, "If you come back in about 20 minutes, you can see it from the beginning."

It happened that the theater was in sight of the entrance to the Traveler's Building, where WTIC was situated. So I thought, "What the heck? I've got 20 minutes to kill; I'll just walk in and ask them if they want anybody." They gave me an audition and hired me as a staff announcer. So I never knew how that movie turned out.

As staff announcer, I handled station breaks, introduced speak-

"I've been late only once in 44 years — by four minutes."

ers, musicians . . . I took over the morning show in 1943. At the time it was called the "G. Fox Morning Watch" (G. Fox & Co. is a major Hartford department store) and aired from 7-8am. Over the years the show expanded to its present 5:30-10am, six days a week.

R&R: Without prior professional experience, how did you make the transition from announcer to personality?

BS: It just came naturally, I suppose. When I was 12 years old I built my first crystal radio set and listened to the announcers so much that I sort of patterned my speech after them. I was conscious of speaking clearly and talking to a large number of people. I used to practice in my room, reading advertising copy from the *Saturday*

"It doesn't take any talent to use a filthy joke. But to get people to listen and enjoy you requires a little bit of savvy."

BS: Consistency. I'm very seldom out, and I've been late only once in 44 years — by four minutes. People learn they can depend on you; you're not sick for a month, you haven't gone to another station after two or three years. Day after day after day, a whole generation of people grows up with you. And when they get that well acquainted

ed as an authority figure is when I do my "Word of the Day." I merely pronounce frequently mispronounced common words and people have come to attach quite a bit of importance to it. They think anybody who can do that is pretty smart — and all I'm doing is pronouncing the words!

Weighing In With Listeners

R&R: You announce your weight once a week. How did that come about?

BS: Darned if I know. One day about 20 years ago I just happened to mention that I was going to try to get my weight down from 204. Every Friday I would let the audience know how I was doing. Well, I succeeded in getting it down to 178. Then I got lazy and quit working



The venerable morning host

lot of disc jockeys today stop at nothing; they don't care.

R&R: Obviously, that stop-at-nothing approach isn't your idea of good radio.

BS: It's a cheap way to get attention. It doesn't take any talent to use a filthy joke or take shots at some prominent person; that's easy. But to get people to listen and enjoy you requires a little bit of savvy. It's ludicrous, the things some disc jockeys pretend to pass off as jokes. They're not funny to me. But of course I realize that being older I don't give the younger guys the credit that's due them. That's natural. The older you get, the more you align yourself with older people and against younger people; it's human nature.

R&R: When you began announcing in your early 20s, the shoe must have been on the other foot.

BS: Some of them (older announcers) thought I simply was not capable. There was one continuity writer at the station who was a Harvard graduate and always seemed to look down on me. I guess he thought I was corny or something. He was of the old school, and I always resented his disposition toward me.

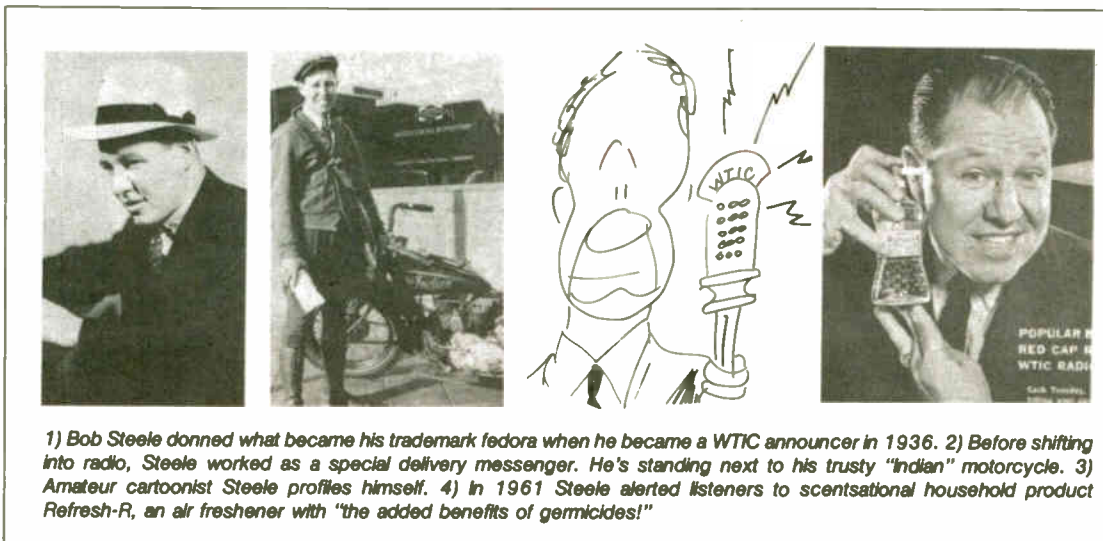
R&R: Were you ever tempted to leave Hartford?

BS: I had opportunities to make a little more money; I could've gone to Washington, Philadelphia. But I was raising a family and didn't want to uproot everything. Sometimes when someone would write asking "Would you consider an audition here . . .?" I wouldn't even answer it. I didn't want to get an offer I couldn't turn down. I wanted to stay here . . . and it paid off.

R&R: How do you plan to fill those spare hours once you're off the air?

BS: Well, for one thing I'll probably sleep a little later in the mornings . . .

I Need Your Input. Letters, comments, and cassette airchecks are welcome. Due to the large volume of mail, however, I regret that I cannot critique the tapes I receive.



1) Bob Steele donned what became his trademark fedora when he became a WTIC announcer in 1936. 2) Before shifting into radio, Steele worked as a special delivery messenger. He's standing next to his trusty "Indian" motorcycle. 3) Amateur cartoonist Steele profiles himself. 4) In 1961 Steele alerted listeners to scentsational household product Refresh-R, an air freshener with "the added benefits of germicides!"

Evening Post . . . never dreaming I'd ever really get a job in radio.

R&R: At what point after joining WTIC did you find yourself considering radio as a career?

BS: I didn't really look ahead; I was just trying to make a living. I started at 35 bucks a week, and in those days that was a living wage. When I started making \$50 or \$60 a week I thought, "What the heck. Just keep doing it."

Consistency Main Attraction

R&R: What one quality attracts listeners to your show?

with you, they overlook your flaws and excuse you when you make a mistake.

R&R: Has that generation grown up with you as a friend or as an authority figure?

BS: I think as a friend. For example, I do the stock market report after every sportscast. Sometimes I'll be unable to find all the figures, and I'll fumble around my desk looking for it. Later in the day, a listener will come up to me and say, "Hey, you couldn't find the gold prices this morning!" They feel as though they've got something on me; some of them are like children.

The only time I might be perceiv-

ed. I didn't watch my diet and the weight went back up. But I had established this Friday thing. I still do it, even though it doesn't change by more than half a pound a week now — it's 205 1/4 this week.

I get mail from people who say, "Hey, I weighed less than you did this week!" Women write about their husbands: "My husband lost two pounds; he's down to 199 this week." It's as though we're having a contest.

No Cheap Shots

R&R: Do your listeners ever get upset with you?

BS: Naturally, you can't please everybody. Every now and then someone will take offense at some little joke. But I never use anything that I think will offend anybody. A

POWER IS THE ULTIMATE APHRODISIAC...

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ATLANTIC STARR

Always

➤ THE NEW SINGLE ◀

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DAVID LEWIS & WAYNE LEWIS

FROM THE FORTHCOMING ALBUM

ALL IN THE NAME OF LOVE

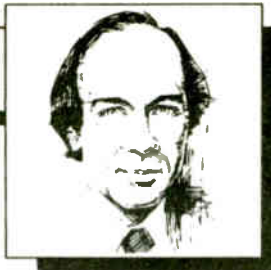
Y100 add
B106 on
92X add
WCZY on
KBEQ deb 29
KCPW deb 40
KZZP 12-10
FM102 34-32
KROY 17-7
KWOD deb 35
KMEL add
WBBQ add
KXX106 23-13
WKQB 34-25
WSSX add 29
G105 add
KAMZ 23-20
WKSI 24-19
WCKN 23-18
WAPE deb 25
KZOU deb 34
KITY deb 19
WDLX 26-21
WKZL add 39
I94 26-13
KQMQ add 29
KLUC 37-29
KFIV 26-22
WQCM add
KFMW 38-23
SLY96 deb 39

BLACK/URBAN CHART 11

ON WARNER BROS. RECORDS
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BRAD MESSER

CALENDAR

CONFESSIONS OF A TABLOID ADDICT

Fascination With Flying Pigs

They say a substance abuser is the last to realize he's an addict. But in my own case, the danger signs of addiction are as plain as an oncoming locomotive. The shameful truth is that I may be hooked on something with no substance whatsoever: those supermarket tabloids with headlines such as "Flying Pig Sighted Again."

For one who has spent a lifetime absorbing Associated Press copy, the Times, and megahours of PBS, tabloid addiction isn't pretty. Maybe my mind was already weakened by rock 'n roll? Recently it has been fun to read stuff that's absolutely ridiculous and, as stated in my initial confession last week, the radio audience seems to share an affection for an occasional helping of good ol' escapist trash. After hearing the story about the flying pig being sighted over Brazil, one

listener called to say he was so excited that he went out and bought a pig, and is planning to give it flying lessons.

Still, a little voice pops up in my mind as I spot the headline "Starship Radios Russian Airliner" and read about a UFO pilot broadcasting an emergency message to a crowded Russian jet just in time to avoid a disastrous mid-air collision.

The little voice says, "Brad, escapist non-information isn't really

very productive, is it?" And I answer back, "Voice, tabloid stories are comic books, sitcoms, and fairy tales all rolled into one. Anyway, play is just as important as serious work — so get off my back!" Being into stories such as "Rat Plunges 12 Stories And Lives," I'm not heeding much advice from Voice these days.

My coworkers have been quite supportive as I've veered into tabloid addiction, but not everyone will be as understanding. The toughest test will come at the next news directors convention, when the others make the mental connection between the name tag and stories like "Corpse Comes Back To Life Three Times."

This tabloid addict wonders . . . is a cure just around the corner?

Longest Boxing Match

MONDAY, APRIL 6 — A heavyweight fight in New Orleans made history in 1893 when Andy Bowen took on Jack Burke. They were so evenly matched that the fight went on and on for seven hours, 19 minutes. That's the world record: the longest boxing match (with gloves). By the way, there was no winner. Bowen and Burke fought to a draw.

Early Bird, the first commercial communication satellite, went into orbit in 1965. Twinkies were invented in 1931. Explorer Robert Peary and his assistant Matthew Henson (a black man) reached the North Pole in 1909. Birthdays: Singer/actress Michelle Phillips 43. Actor Billy Dee Williams 49. Country musician Merle Haggard 50. Conductor Andre Previn 58.

Booze Legalized In Oklahoma

TUESDAY, APRIL 7 — Oklahoma voted in 1959 to allow the sale of liquor, ending more than a half-century of prohibition. Oklahoma had been dry from the time it became a state in 1907.

Soviet leader Gorbachev announced a freeze on deployment of intermediate range missiles in Europe in 1985. The first wooden matches (lucifer friction matches) went on sale in 1827. Birthdays: Dallas Cowboy Tony Dorsett 33. John Oates (Hall & Oates) is 39. Director Francis Coppola 48. TV personality David Frost 48. Actor James Garner 59.

Budweiser's First Team

WEDNESDAY, APRIL 8 — In the dying days of Prohibition, on April 7, 1933, Congress voted to legalize the sale of beer. Only one day later, 54 years ago today, Budweiser began a public relations blitz with its first team of giant Clydesdale horses. Bud has long since become America's top-selling beer, and the Clydesdales are still promoting the brew.

Babe Ruth's homerun record was surpassed in 1974 by Hank Aaron. In 1958 President Eisenhower proposed an atomic test ban based on mutual inspection. Florida was discovered by Ponce de Leon in 1513. Birthdays: Basketball veteran John Havlicek 47. Actor/diplomat John Gavin 52. Former First Lady Betty Ford 69.

War Between The States

THURSDAY, APRIL 9 — The War Between the States ended in 1865 when Union General Ulysses Grant accepted the surrender of Confederate General Robert E. Lee at Appomattox Court House, Virginia. The Civil War lasted three days short of four years. (In four Southern states recently, the NAACP began a campaign against Confederate flags flying over state capitols or being used in state flag designs.)

The first domed stadium, the Houston Astrodome, opened in 1965. NASA announced the original seven astronauts in 1959. Birthdays: Actress Michael Learned 48. Actor Jean-Paul Belmondo 54. Musician Carl Perkins 55. Playboy publisher Hugh Hefner 61.

Worst Submarine Disaster

FRIDAY, APRIL 10 — The worst submarine disaster of all time happened 24 years ago, when the nuclear-powered USS Thresher sank in 8400 feet of water 220 miles off Cape Cod (1963). The death toll was 129. The sub had gone into the Atlantic with a poorly-designed ballast system, and its welded joints had not been given the customary soundwave tests. Congress voted in 1984 to condemn the CIA-sponsored mining of ports in Nicaragua. Also in 1984 President Reagan signed a subsidy bill to pay farmers \$2.70 per bushel for not growing corn. Birthdays: Sportscaster/ex-Cowboy QB Don Meredith 49. Sportscaster John Madden 51. Actor Omar Sharif 55. Actor Max Von Sydow 58.

WorldRadioHistory

THE A&M PICTURE PAGE

The elite meet at Spago's for A&M's Anniversary post-grammy soiree.



A&M's chairman **JERRY MOSS** and president **GIL FRIESEN** congratulate show stopper-superstar **JANET JACKSON** on another stunning performance.



The eternally prepubescent **PEE WEE HERMAN** gets an education from A&M's "Real Wild Child" **IGGY POP**.



A&M president **FRIESEN** makes a point of telling A&M's **BILLY CRYSTAL** what a marvelous job he did hosting the Grammy telecast.



Director **DAVID LYNCH** ("Blue Velvet") has his hands full with Bangles **Debbie** and **Vicky Peterson** at A&M's post-grammy bash.



JERRY MOSS celebrates with first time Grammy winner **TERRY LEWIS** ("Producer of the year" with **JIMMY JAM**) and **JEROME BENTON** of the **TIME** (who backed up **JANET JACKSON** on the awards show.)



A&M family members and Grammy winners **AL GREEN** (his 6th win for "Going Away") and **BURT BACHARACH** (his 4th, for "That's What Friends Are For") enjoy the limelight.



The winner's circle: **DIONNE WARWICK**; **BURT BACHARACH**; **GIANNI RUSSO**; and **CAROLE BAYER SAGER** at a coveted window table.



DAVID & DAVID (**BAERWALD & RICKETS**, that is) stand left of center with **SUZANNE VEGA** and her co producer **LENNY KAYE**, in town mixing her 2nd album.



A&M Sr. VP Promotion **CHARLIE MINOR** works the room: l-r, **MINOR**; **SERGIO MENDES**; **KWK's WAYLON RICHARDS**; **LORI DICKERSON**; **AMI** and **DAVE ANTHONY** of **KDWB**; A&M's **STEVE RESNIK**; **MEL DE LATTE**.



A&M's **STEVE RESNIK** and **Billboard's TOM NOONAN** with producer of the year **JIMMY JAM**, whose chart topping efforts keep them busy year-round.



JERRY MOSS congratulates the always well-dressed **ROBERT PALMER** on his first win, for **Rock Vocal/Male**.



EILEEN LEAHY and **DAVID BAERWALD** pose with **WXKS' RICH BALSBAUGH** and his wife, **CAROLINA**.



Grammy nominees **RUNDMC** rap about **Wolfgang Puck's duck pizza**.



A&M namesake **HERB ALPERT** gets an update on his hit single, "Keep Your Eye On Me," from promotion VP **RICK STONE**.



JOEL DENVER

CONTEMPORARY HIT RADIO

PROGRAMMERS' THINK TANK PART TWO

Rising Above A Sea Of Mediocrity

The biggest problem for programmers is being heard above the crowd. More signals fight for attention on the dial each day, and new car radios with up to 12 FM presets make station-hopping easier than ever. Even great-sounding stations can lose the ratings war without proper positioning, marketing, and promotion.

In Part Two of the Programmers' Think Tank, our panel of experts — WYZZ (Z95)/Chicago PD Ric Lippincott; WZOU (Z94)/Boston PD Harry Nelson; KHOW & KPKE/Denver Operations Director and Legacy Group Program Consultant Doug Erickson; and WZEE (Z104)/Madison OM Jonathan Little — continue their exchange on how they make their stations unique, listenable winners.

The New Music Franchise

R&R: *Music is up to 90% of your station. How do you use it to help carve a large piece of the pie for yourself?*

JL: One of the strongest positions you can take is being the music leader in your market. The biggest problem is an internal one — getting the airstaff to do a good enough job of selling the excitement the PD and MD feel when they decide to put a record on the air.

In eight to ten seconds you can presell an upcoming record, creating interest and anticipation in the new music. Then when it's played the announcer should say it's being played "as promised," and further identify it by backannouncing. There was a time when forward motion was the philosophy, but a few seconds to identify a new record cuts down on complaints and speeds audience familiarity with your product.

HN: All of my jocks sell the music. This is a point well made, but what ultimately makes a record a hit is its own quality.

A Strange Statement About Society

R&R: *Do you feel the quality is there in today's hits?*

DE: There are some huge records we're playing that do extremely well on our request lines and in sales, and they are big hits, but they make a strange statement about society. While they are fun, records like those by Stacey Q and Samantha Fox lack any redeeming value in the long run.

Winning Ways That Work

- **Sell the new music: prepromotion and full identification turns unfamiliarity into a positive**
- **Gold: Burned-out titles in competitive markets spell trouble**
- **Big-time contesting: do promotions which motivate the staff and demoralize the competition**

RL: Stacey Q's is a simple record for those who want a beat without a message. What I find lacking in so many records is a message of any kind. The Beatles and Stones always had a message in the lyrics. Much of today's music lacks passion because one guy sat at a keyboard and used digital sampling to do everything. The non-emotional techno-pop stuff does nothing for me.

"You can't get a good feel on new music unless you play it every three or four hours for three or four weeks."

—Doug Erickson

Ain't No Gold In Them Hills

R&R: *If audiences want simpler music, we have to give it to them. One recourse is using gold. Anybody playing a lot of it?*

RL: None in Chicago.

DE: Very limited in Denver. 25-30% oldies, not including re-records. There are a couple of feature things we do, especially in mid-days. Instead of a call-in-and-win contest, we have a lyric quiz where

HN: In Boston I'm running about 30-35% oldies during the day and as low as 10% or less at night. I try to pick oldies from the last five to seven years that complement what is out currently.

JL: In Madison we play about

I list a phrase or a portion of a song verse. It could range from a 1957 Elvis song to a 1967 Doors tune, and I get a great cross-section of adults calling in.

R&R: *The choice of gold has been limited by burnout from some of the ACs and AORs.*

RL: That's true. In Chicago we have WKQX, WRXR, WCKG, and many others all playing a very substantial diet of gold. Z95 chose to take the alternative.

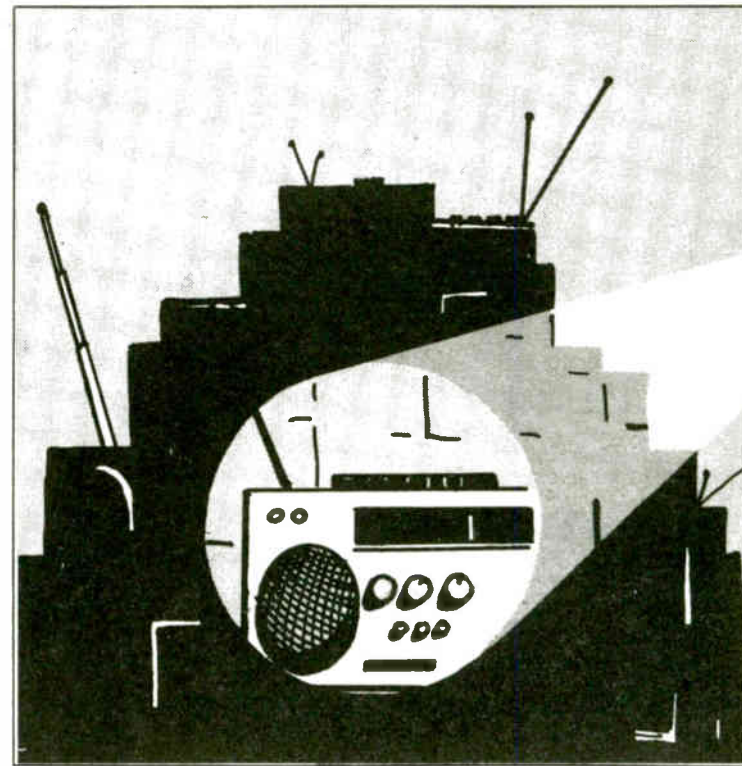
JL: I really appreciate what Rick does at Z95. For many years I've driven into Chicago from Madison, and since we are fairly active with music it was always like driving into a time warp — reliving the music I've lived through for the last few months.

R&R: *Do you guys do any auditorium testing, focus groups, or similar research?*

RL: I do no research of that sort in Chicago.

HN: None in Boston currently.

DE: In Denver we do passive research, but only to determine burnout. My experience is that you can't get a good feel on new music unless you play it every three or four hours for three or four weeks. We test songs we've had in rotation for about eight to ten weeks to see how they're holding up.



How Slow Is It?

R&R: *Next to New York, Denver is probably the slowest major market in the country for new music.*

DE: I don't know. Former KIIS programmer Mike Schaefer was out here last week and said how much more aggressive Denver is than L.A. Traditionally, Denver has been more conservative than it needs to be. The problem has its roots in business, in that there's been an enormously high turnover of stations.

Groups are paying inflated sums. Because of the huge debt service, they become very cautious about failure. So programmers are programming not to lose, rather than programming to win. They feel it's a lot safer to maintain a four-share than jumping out and taking a chance on an eight-share and ending up with only a two. Frankly, that's pretty boring.

R&R: *With so many competitors on different levels, are contests, billboards, TV, and other outside media necessary tools to win?*

HN: Absolutely. I don't think that's really changed over the years in traditional CHR, or for that matter in any format. Doing anything you can to get your station visible with billboards, bumper stickers, or TV to build your cume, then letting your on-air contesting fill in the quarter-hours, is important if you want to win.

DE: There are more choices than there were a few years ago. Nearly every market now has two or more CHRs, and sometimes several AOR stations that are pretty close to CHR, and the same with AC — so it's like soup. If Campbell's brings out a new flavor of soup and doesn't tell you, how do you know to buy it? Marketing your product is more important now than ever.

Word-Of-Mouth Works

DE: Word-of-mouth advertising is absolutely the best way to get new listeners, but that's really tough to do. We as programmers try to find or create those station elements that will generate loyalty which leads to word-of-mouth advertising. But we can't fall back on that entirely so we use TV spots, billboards, direct mail, and all the other media tricks at hand.

HN: We're doing a contest called the "Big Money Switch." Like the old dollar bill game, if a listener's dollar has a nine and a four in it, he wins. By using a bonus digit, he can win up to \$1000. This has all been backed up by TV spots.

"(TV) is too expensive for me. I'd rather take that money and use it for outdoor media year-round."

—Ric Lippincott

RL: I've done a complete circle in my thinking. I used to run the same continuous-type contests forever because they worked. Then in the late '70s it was better to run clean with little promotion. Next it was do a new contest every week or so. But now I'm back to the beginning.

I like to put a contest on the air that will be simple, tie in directly with the station's identity or call letters, and stand alone seven days a week as long as the budget allows. At Z95 we make outgoing calls asking what a listener's favorite station is. The correct answer grabs \$1000. It's quick and easy and can run for a long time.

JL: We've done a number of money contests, and we learned the value of trips through research. Our listeners also like big events. This weekend we're doing the big-

It has come to our attention that some of you haven't seen **Musicscan Inventory and Scheduling System**. You haven't heard about all the features which work together to make **Musicscan** THE system that allows total flexibility, yet gives you total control. *You may have already considered another scheduling system...*

We Apologize.

We're sorry **Musicscan** escaped your notice, but you need not wait another moment to see the system top programmers from coast to coast are raving about. A full demonstration is offered at NAB booth 2821. Watch **Musicscan** ace your toughest programming test, *then let any other system try to match it in advanced features (like on-screen editing and find & replace features), speed, reliability, ease of use, or any other criteria you wish to name.*

Of course, **Musicscan** will also come to you: an in-station demo is only a phone call away.

Music **SCAN**TM

(205) 987-7456



CHICAGO

If She Would Have
Been Faithful...

The New Single

Produced By David Foster

From The Hit Album Chicago 18

Direction: Howard Kaufman, Front Line Management

© 1987 Warner Bros. Records Inc.

CHR NEW & ACTIVE

136/32

ONE OF THE "MOST ADDED"
ONE OF THE "MOST ACTIVE"

AC BREAKER 30



CONTEMPORARY HIT RADIO

Rising Above A Sea Of Mediocrity

Continued from Page 80

gest sock hop in the city's history, following a doubleheader basketball game. Z104 is also big on broadcasting live from events. It gives us a bigger-than-life sound.

DE: I've had long conversations with Jack McCoy and some of the other great contest people, and one thing I haven't heard anybody mention is the value of contests on an internal basis. I know that one of the prime motivations in selecting a contest is how it will affect the airstaff and pump them up. At the

"One of the prime motivations in selecting a contest is how it will affect the airstaff and pump them up. At the same time, a great contest will demoralize the competition."

—Doug Erickson

same time, a great contest will demoralize the competition.

Tube Time

R&R: Is TV still cost-effective?

RL: It's too expensive for me. We work hard at making our station consistent, from the personalities to the music, so listeners know what they'll get when they tune in. The same goes for our marketing. Sure, we could buy TV for a four or six-week sweep, but it wouldn't be on-air consistently. I'd rather take that money and use it for outdoor media year-round.

HN: We had a brand new product, and ran one TV campaign to establish our initial cume.

JL: A year and a half ago we decided to take our TV and billboard money and buy a 26-foot GMC mobile unit. This studio on wheels is an event in itself. This was a great decision for us versus spending it on TV.

Giving Sweeps The Broom?

R&R: Anybody using long sweeps every hour?

HN: I have 30-minute music sweeps. We stop down twice an hour. I promote them as 30-minute music sweeps or at least seven in a row. I wouldn't say we were emphasizing less talk, but we are certainly emphasizing the hits and more music.

"One of the strongest positions you can take is being the music leader in your market."

—Jonathan Little

JL: In Madison we do ten in a row, but in that sweep there is only one place without air talent content. This allows full identification of the music.

RL: I don't do them. So many others have already assumed this posture that we chose not to.

R&R: Any final recommendations?

JL: Aside from playing the right music, the other key is getting your station talked about, as Doug mentioned. If you make your station memorable, play the right music, and get people talking about it, the ratings will reflect your work.



WINTER BEACH PARTY??? — Summer came a little early in Kansas when KMKF/Manhattan sponsored a "Life's A Beach" party during 50-degree weather. A spring break getaway to Padre Island was awarded to a lucky listener; partygoers were treated to music, food, and demonstration by KMKF scuba diver Dave Hamilton in 36-degree water. Shown being attacked by a knife-wielding Hamilton are (l-r) two beach revelers, and KMKF's Jerry Q, Craig Ross, and Jim Cunningham.

MOTION

At WLRS/Louisville, Mr. "Kevin" Robinson is promoted to Asst. PD/MD. New lineup: Rocky & Ramsey mornings, David Lee middays, PD Lisa Lyons and Mr. Robinson afternoons, Rick Steele evenings, and Brad Harden overnights.

WQCM/Hagerstown welcomes Brian Cleary to nights, and Mark Ward from WKSI/Greensboro is now doing middays . . . Dallas Kincaid leaves WROQ/Charlotte for afternoons at B97/New Orleans . . . WABB/Mobile promotes Lee Chesnut to MD as Mark David Sawyer exits . . . At WKZL/Winston-Salem Chuck Jeffries from crosstown WKRR takes middays replacing Steve Sloan, who moves to nights.

KZZB/Beaumont ups MD J.J. Jackson to Promotion Director and over-nighter Steve Michaels to MD . . . Y106/Oxford adds morning personality/MD Michael Hayes adds Asst. PD

duties; Michael Jay is promoted to Production Director . . . WSPK/Poughkeepsie welcomes Kathy Brannon to afternoon drive.

WFMI/Lexington swing shift personality Barry Thomas promoted to Music Coordinator . . . Mike Donovan joins WBCY/Charlotte for middays from WRAL/Raleigh afternoons . . . WNOK/Columbia ups evening personality Gary David to the newly created post of Asst. PD . . . Andy Walts is now doing 7pm-midnight at WNNK/Harrisburg.

KQMQ/Honolulu's new lineup: Steve Kelly overnights, Michael Qsong & Daniel Tucker 5:30-10am, Dan Cooke 10am-1pm, Kimo Akane 1-3pm, Willie Moku 3-7pm, and Chris Hart 7pm-midnight. Weekender Candace Chamberlain is now doing full-time production/vacation: Tom Ewing is doing weekends.

BITS

• **Basketball Fan Payoff** — KCPX/Salt Lake City got in the act when Brigham Young announced that the 4,000,000th fan to attend a BYU basketball game would win a special prize. Midday personality Morgan Evans took over center court during halftime and drew a ticket stub to find the "designated" fan out of the 23,000+ in attendance. A happy Scott Waycasy won an all-expense paid trip for four to Mazant and a private condo on the beach.

• **We Be Rappin', Mate** — WHYTI/Detroit, in honor of the U.S. recapturing the America's Cup, awarded a live kangaroo to a listener. Listeners were asked to compose rap songs describing the victory. The winner was chosen by an audience phone-in vote during Michael J. Fox's evening show. The live kangaroo was actually adopted by the Detroit Zoo; a donation covering a year's worth of food was awarded and the winner's name will be displayed at the exhibit during that same time.

• **Happy Birthday To Me** — KUBE/Seattle celebrated its sixth anniversary on St. Patrick's Day with two parties. The partying began at 6am with a remote broadcast from Jake O'Shaughnessy's Restaurant with hosts Charlie Brown and Ty Flint. Morning commuters stopped by until 10am for Irish coffee, sweet rolls, and plenty of traditional Irish music. That evening, the doors opened for KUBE's birthday party, which featured local KING-TV's Almost Live Band, Stacey Q, and Charlie and Ty's "Weirder Than Skaditch" slide show. Local band Machine finished off the night. Parties were also treated to birthday cake and chances to win CDs and CD players.

WANTED: DEAD OR ALIVE

THE NEW SINGLE FROM

BON JOVI!



ALBUM #830 264-1

SINGLE #888 467-7

Wanted Dead Or Alive," a powerful new single from Bon Jovi. From the Album, "Slippery When Wet."
Reward! 6.5 million records sold! And there's no end in sight!
Beware! Bon Jovi on tour and coming to your town soon!





STEVE FEINSTEIN

AOR

WKDF Is King In Nashville

When Dick Broadcasting's WKDF emerged as #1 in Nashville this summer, the *Associated Press* figured an AOR being the most popular station in the capital of country music was pretty newsworthy. Its story on 'KDF' got lots of play, running in papers like the *Boston Globe* and on CBS Radio News. Actually, though, 'KDF's victory wasn't unprecedented — it had been Music City's 12+ leader for most of the sweeps from 1981 through early 1984.

Furthermore, you shouldn't necessarily assume that Country, rather than rock, is king in Nashville. Steve Dickert, a 15-year 'KDF' vet who was OM/News Director until rising to VP/GM in December '85, says, "Nashville is perceived as a blue collar, hick town cause of country music's image. The fact of the matter is that it's a white collar town. The leading industries are printing and publishing, banking, insurance, tourism, and then country music."

Mainstreaming Of Music

'KDF' stayed #1 in the fall, climbing from 12.7 to 14.9 for its best-ever 12+, the highest share of any top 50 market AOR, and top honors in demos such as adults 25-54 and women 18-34. Dickert attributes the resurgence in large part to a musical mainstreaming instituted by Bill Pugh, PD until leaving for WKLS/Atlanta last October, and continued under current PD Judy McNutt. The station at one time was guilty of "superserving the core and not paying attention to the fringe," says Dickert. "We decided to refocus the music, avoiding a lot of 'edgy' rock and adding everything we could lay our hands on without upsetting the loyal core that the station is built on."

Though it plays poppish tunes like "Footloose" and the occasional Pet Shop Boys or Tina Turner, 'KDF' is far from a CHR/AOR hybrid. For instance, it also plays currents by Tesla (two cuts deep), Whitesnake, Dokken, Ratt, and Deep Purple. The mainstreaming is most evident in the station's emphasis on singles by AOR artists (see music monitor).

Promotions Attract Straying Cume

The more mainstream posture was complemented by promotions that drew in people who hadn't recently sampled WKDF, Dickert explains. "When we were in the eights, people knew who we were but they weren't cuming us. Our promotions helped bring back the people who had an incorrect image of us. Now they're saying, 'This is my kind of station. It's not what I thought it was.'"

Following a spring "Cash 'n' Cars" giveaway of six cars, WKDF used Filmhouse's direct TV campaign last fall, calling it "Birthday Bucks" and handing out \$50,000 in eight weeks. The spots entice people to listen for birthdates that are read on the air. If yours is read and



(L-r) Carl P. Mayfield, model, and Filmhouse's Curt Mahn.

you're the correct number caller, you win \$103. Larger prizes of \$5000, \$7000, \$10,000, and \$15,000 are offered every other Thursday morning.

Carl P. Mayfield, Morning Master

It's rare to hear a GM refer to an air talent as a "partner" in the station, as Dickert does when discussing 17-year morning star Carl P. Mayfield. Put simply, the man has a grip on Nashville, where he's been #1 the last three books. The obvious reasons for the "P. Team"'s success are Mayfield's dry, topical humor, cast of characters such as good old boy "Bubba Skynyrd" and preacher "Brother Jonah," phone bits, and song parodies. He's quick to jump on items in the local news — e.g., when one of the Oak Ridge Boys was kicked out, Mayfield had listeners and members of his crew audition for the job on the air, capping off the bit with a call to the Oaks' office.

Mayfield's hilarity is complemented by an unforced, comfortable style that wears well over time. That is to say, he's likable as well as talented; you don't have the sense that he's showing off or try-

ing hard to impress or outrage. A recent remote from "Bubba Skynyrd's Love Monster" (Kenny Rogers's tour bus, on loan) combined appearances from Mayfield's characters with live music from Tony Joe White and Billy Chincock. It was spontaneous and loose, but never rambling or disjointed, with Mayfield clearly in control but generously sharing the spotlight with his guests.

Mayfield also garnered invaluable publicity for the station in the fall. His name was on the front page of a local paper every day during a favorite DJ contest that he won by a 2:1 margin. He also spearheaded a Rock For Toys campaign to buy toys for foster kids in which a celebrity golf tournament drew 40 teams of local celebs, who donated \$103 each toward the cause.

Other 'KDF' features include doing ten in a row every hour except mornings and running Paul Harvey three times a day. Consultant



MORE Great Rock & Roll!

(4pm-5pm)

STARSHIP *Nothing's Gonna Stop Us Now*
FOREIGNER *Head Games*
BOSTON *Can'tcha Say/Still In Love*
PATTY SMYTH *Never Enough*
CARS *My Best Friend's Girl*
JOURNEY *Feelin' That Way/Anytime*
PETER GABRIEL *Sledgehammer*
ROLLING STONES *Under My Thumb*
ROBERT PALMER *Bad Case Of Loving You*
TINA TURNER *What You Get Is What You See*
JOHN COUGAR MELLENCAMP *Crumblin' Down*
SANTANA *Veracruz*

Larry Bruce came aboard recently.

Success has its price — other stations have been looking over 'KDF's exceptional talent pool. Former PM driver Patti Murray left for WGTR/Miami, PM driver/on-air promo whiz Kidd Redd passed up an offer from WKLS/Atlanta, and Mayfield had re-signed with WKDF after being pitched by KLOS/Los Angeles.

New Music, Powerful Promotions Help KYYS KO KC

Scott Jameson came to Taft's KYYS/Kansas City last April after programming KOMP/Las Vegas and KAZY/Denver. He found a station with "heritage and power, but dwindling. It was stagnant. It needed to get moving and capture the magic from its heyday."

Ratings suggest the magic is back. KY102 has moved 7.2-8.6-7.8-9.9, the latter its highest share in four years. And while KYYS barely made the top ten in adults 25-54 in 1982, now it's #3 in the demo. Tied for first in adults 25-49, KY102 wins easily in men 25-54. Meantime, Classic Rocker KCFX has declined 5.9-4.3-4.1 since the spring.

Counterprogram With More New Music

Rather than counter KCFX by beefing up his oldies, Jameson chose to emphasize new music. "It's ridiculous to try to play their game," he proposes. "Something inside of me said we needed to become the new music leader. They play Classic Rock, but so do we, so now we have everything they do and more. And a 31-year-old guy doesn't listen to 'Sgt. Pepper' every night, anyhow."

A music test helped trim the library from 1200 to 1000 titles. Jameson explains, "We got rid of the midriff waste — Eagles, Fleetwood Mac, REO — to make sure we have more of a rock base." Sequencing made certain the station didn't fall into a predictable Adams/Genesis/Huey/Benatar rut, he adds.

KYYS has also added a number of new music features. A nightly "Rock Avenue" asks listeners to rate two brand new songs. "KY102 Modern Music Nights" have mid-day man Paul Fredericks spinning

ERIC CLAPTON *Run*
ZZ TOP *Tush*
SAMMY HAGAR *Winner Takes It All*
BOB SEGER *Travelin' Man/Beautiful Loser*
JON BUTCHER *Goodbye Saving Grace*
ANIMALS *It's My Life*
JOHN COUGAR MELLENCAMP *Lonely Ol' Night*
38 SPECIAL *Rockin' Into The Night*
U2 *With Or Without You*
YES *Changes*
BILLY IDOL *To Be A Lover*
STEVE MILLER *Fly Like An Eagle*

new music at a club, and a "KY102 Modern Music Series" presents \$1.02 concerts by acts like World Party and Smitherens.

Preempted KCFX On Vietnam Benefit

At the same time it spotlights new music, KY102 also plays up its heritage position. Its biggest coup on that front, says Jameson, was getting the jump on KCFX and linking with a University Of Kansas benefit concert for the children of Vietnam vets. The show fea-

tured John Fogerty, David Crosby & Stephen Stills, and George Thorogood. "Those artists, Vietnam, the '60s, (emcee) Peter Fonda... it says Classic Rock in neon lights. But we seized the moment and said to ourselves, 'They better not get this.'"

After securing sponsorship of the show, KYYS then "took it to the next level," says Jameson, holding a fund-raiser to generate contributions beyond the ticket sales. A 12-hour radiothon from the KC Vietnam Veterans Memorial raised another \$7800. Fonda cohosted for three hours, the mayor appeared, and the event received extensive live coverage on all three local TV newscasts. "If I were (KCFX PD) Denton (Marr), I would have wanted to crawl inside a hole," Jameson comments.

Promotionally, KYYS ties in with sports franchises and charities that "legitimize" an AOR station, says Jameson. It linked with a Coors-sponsored cheering section at Chiefs games, giving away 102 seats to every game. Morning information czar Jon Hart tried out for the Comets soccer team after ribbing them and being challenged by its president to try out. The station sponsored a KY102 "Ladies Golf Classic," and just inked with United Cerebral Palsy and all-pro kicker Nick Lowery for "Kick With Nick," in which KY102 will donate \$102 for every field goal he kicks.

A "Going For The Gold" contest gave the winner five hours to spend \$10,000 on an American Express Gold Card. The station also makes noise with "Live From L.A." broadcasts as well as 'casts from NBC's New York studios. "MTV



Scott Jameson from the Mardi Gras, Donahue from Moscow, the "Today Show" from London... we've got to reflect that larger-than-life element just like TV does," says Jameson.

Come Chill With Me

"An AOR PD's dream come true" is how Jameson describes "Chill Outs," which are Friday evening get-togethers at a classy, Hilton-owned hotel in downtown KC. The events draw a reported 3000-4000 professional-types who mingle and dance to oldies.

Rather than being confined to just one room or bar, the crowd is able to roam the hotel's entire first floor, including the foyers and lobbies. Sports figures and celebs such as Genesis stop in for what Jameson says has become "the place to be in Kansas City. It was designed for people who work downtown, but now we're even pulling people from the suburbs."

Continued on Page 86

dsp

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The Rock of Your Life

Scott Muni's 'Ticket to Ride'

The Psychedelic Psnack

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Great Moments in Rock

The News That Rocked

LIVE From London

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Stop

THE OTHER ONES

"We Are What We Are" The 7" from the just released LP *The Other Ones* is out this week. The track is taking off at AOR stations around the country.

Produced By Christopher Neil For Nelson Unlimited Production

Look

CUTTING CREW

What A Way To Go! "(I Just) Died In Your Arms" is a certified smash. And it's time for you to check out the next track "One For The Mockingbird." It's ready to fly. Both cuts can be heard on the LP Broadcast.

Produced By John Jensen, Terry Brown and Cutting Crew. Single mixed by Shelly Yaluz

Listen

KILLING JOKE

It's no joke, we're killing for "Sanity." The 12" continues to gather airplay at stations like KZAP, KZEL, WBCN, KROQ and 25 others. Isn't it time for you to have "Sanity?"

From the LP *Brighter Than A Thousand Suns*.

Produced By Chris Kinsey

To

GARY MOORE

"Over The Hills And Far Away" from the LP *Wild Frontier* is a veritable cookaaah. The 12" and LP are on your desk hot and ready to go.

Produced By James "Jumbo" Barton, Peter Collins for Jill Music Ltd. Gary Moore and Pete Smith

Virgin.

Some of these are on this month's interestingly titled "Pigs On Corn" R&R aircheck tape. Now, aren't you curious? For your very own copy, call Michael Pfen or Jeffrey Naumann at (213) 278-1181. Oink.

Virgin

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AOR

Albany Picks WPYX As #1

When OM Ed Levine came to the Griffin Company's WPYX/Albany last September after eight years at WAQX/Syracuse, he was all set to make big changes. He wanted to return 'PYX, then coming off three mid-nine share books, back to the double digits it tallied from 1982-84. "I thought it would be a piece of cake. But I got a lot more humble when I saw the Arbitron," recounts a guy whom no one has ever accused of undue humility.

Still-solid demos, along with an attitudinal study, convinced Levine that a complete overhaul was unnecessary. "PYX's imaging and promotions were excellent; it's beloved in the market. Its presentation just needed some fine tuning."

The summer book's 10.8, tops in the market, confirmed his cautious approach. Levine's subsequent fine-tuning took 'PYX to an 11.2 in the fall, #1 in men 25-54, and tied for tops in adults 25-49. Alternative WQBK-FM is at a 3.6.

Levine started with some musical adjustments. After a comprehensive music test, the library was cut from 1400 titles to 700 songs in regular rotation, with 300 in a spice category. The restructuring — "we had classic Led Zeppelin in the same category as 'Demolition Man' by the Police" — resulted in a more familiar mix, he says. Additionally, callout research was instituted, the current playlist was shortened, and a card file was replaced by the Selector music pre-programming system.

As he made changes, Levine consulted with staffers Bob Mason and Andi Turco, both former 'PYX PDs, every step of the way. "Between them and (midday man) Cliff Nash, it's like having a walking history of the station," he says, noting that the three have been at WPYX for most of its six-year AOR history.

Levine calls 'PYX's music "broadbased, but not fat where somebody can blow a hole in us." Its playlist can range from Dokken, Bon Jovi, and Ratt to Glass Tiger, Concrete Blonde, and Spoons.

"Sometimes we can sound like a good, uptempo AC station — we play Simon & Garfunkel, Don McLean, and 10cc, and one of our top ten testing records was 'Dream Weaver,'" says Levine. Oldies-based features include an "Elec-

rock by the Zeppelins and Aerosmiths" protects his 18-24 flank.

Mason & Sheehan: Radio Saviors

Gruff-voiced morning man Mason and newsman Bill Sheehan call themselves "The Saviors Of Capitaland Radio." In the fall, the pair came within a point of catching AC WGY, which has been Albany's morning leader in every book for the last 20 years, according to Levine.

Mason is "as big in Albany as John DeBella in Philly and Howard Stern in New York," Levine claims. When Mason & Sheehan were "fired," the incident got four days of coverage on three TV stations.

Levine says Mason's appeal derives from his "irreverent, cynical, show-me attitude. He also knows when to get on a trend and then get off as it hits its crest. For instance, he was on wrestling long before it got out of control and Cyndi Lauper and all those people got into it."

M&S's bits include a "Nutline" on which listeners call to contribute a range of hilarious character voices, "Morning Mind Exercise" and "Rock & Roll Jeopardy" (e.g., A: He wrote "Move It On Over." Q: Who is Hank Williams?), trivia contests, and "Smart Ass Thursdays," when a comic playing a 'PYX-sponsored date at a local comedy club appears on-air.

Live Remotes: "Larger Than Life"

'PYX takes its show on the road frequently for what Levine calls a "larger-than-life" quality. Mason & Sheehan do "Breakfast Club" remotes from upscale eateries once a month. "We pack the place with suit-and-tie types," says Levine. The duo has also broadcast from Disneyworld and Las Vegas, with upcoming casts scheduled from Shea Stadium for the Mets' opening day, three days on tour with the Pope during his American visit, and Munich during Oktoberfest. For the Shea broadcast, a contest winner will be chosen during the show and then limoed to the game that day. Afternoon/APD Andi Turco, who does a "Hungry Hour" remote every Friday from a local Marriott, will be doing "Live From L.A." in early April.

Media Coverage

'PYX was the talk of the town when new owner Merv Griffin came to town for a \$50,000 "Welcome, Merv" party that went on all day. From 6-10am, Merv was on hand to sign autographs for 1500 listeners, who were treated to a free breakfast during a live remote. He stayed for a staff brunch, noontime press luncheon, and cocktail party for advertisers. An upcoming rock auction for the homeless, for which the governor and mayor have issued proclamations, is also expected to net heavy cross-media coverage.

Consulted by Burkhart/Abrams, "PYX has made the transformation from its start-up as a crank it up, rock 'em, sock 'em station to being perceived now as an adult radio station," says Levine. "Now, we not only have the numbers, but the image."



Ed Levine

tric Lunch," "Ten At Ten," "Perfect Album Side," and "Soul Patrol." At the same time, Levine feels dayparting the "right hard



(3pm-4pm)

BRUCE SPRINGSTEEN *Candy's Room*
STEVE WINWOOD *Freedom Overspill*
GEORGIA SATELLITES *Railroad Steel*
GENESIS *Paperlate*
HOOTERS *And We Danced (live)*
BEATLES *Roll Over Beethoven*
SAMMY HAGAR *Winner Takes It All*
EAGLES *On The Border*
JOHN WAITE *Missing You*
RICK DERRINGER *Rock & Roll Hoochie Koo*
BRUCE HORNSBY & THE RANGE *Mandolin Rain*

SEGUES

KDJQ/Sacramento changes calls to KRXQ, retaining its primary handle of "93 Rock." KDJQ/Modesto had claimed signal overlap between the two stations . . . WBSW/Kankakee, IL changes to WBUS.

Unconfirmed rumblings have it that KADL/Little Rock will go Classic Rock as KZLR . . . WQXY/Baton Rouge to Classic Rock . . . KROZ/Tyler, TX to AOR.

KKBR/Albuquerque OM Bill Evans steps down . . . Deb Brady upped to MD at WXXP/Pittsburgh, as D.J. Bird returns to WLIR/Long Island.

At WSHE/Miami, Tom Robinson (ex-WBCN/Boston, WMMR/Philadelphia) is on 6-10pm and Bill Louls from Crosstown WMXJ joins as Production Director. Look for OM Charlie Kendall to start pulling down an air-shift shortly.

Correction: It's WLNZ/Lansing mornings for which Dan Ballard has left WLAV/Grand Rapids.

KYYS

Continued from Page 84

The upscale setting and crowd attract sponsors like AT&T, which presented an appearance by Larry "Bud" Melman and had booths where people could make free long-distance calls. Both the station and cosponsors hang banners on the walls.

For door prizes like trips to Hawaii, the station collects business cards, which the sales department saves to feed into the computer database. Once every quarter, the station throws a client party upstairs so advertisers "can look down on the 25-34 year-old, dressed-up crowd having a good time," says Jameson. "It's the best proof that we're not the black T-shirt station anymore. We're part of the community." WorldRadioHistory

THESE STATIONS HAVE JOINED OUR TRIP BACK IN TIME...



KYYS WKLH WQBK KATT KZFX WXRC WDVE
KFOG KJOT WRDU WZZQ WKRL WLVQ KNCN
WDIZ KILO WDTX WRXK KRKR
WLAV KMYZ KIIK WKRZ KGGO

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BLACK/URBAN PICTURE PAGE



MILWAUKEE HAPPENINGS — WLUM stays busy with promotions and visiting artists. In the photo at left, PD Bernie Miller presents Hettie White with her prize for a recent station contest; at right, artist Miki Howard (third from left) shares laughs with (l-r) WLUM's Dancin' Danny, Miller, and Gary Young, Atlantic's Eddie Holland and Promotions Director Bobby Wroblewski.



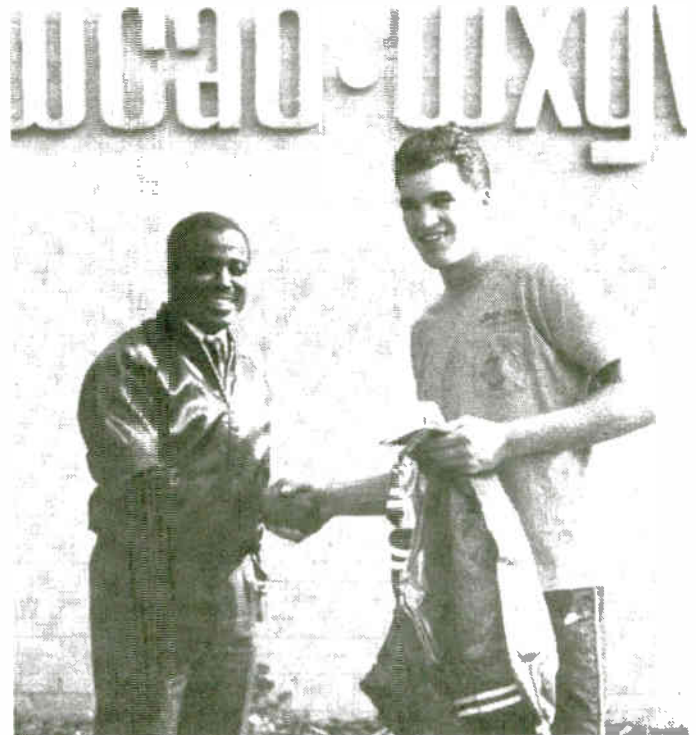
GOT A THING FOR ISAAC — While touring in support of his "Thing For You" single, Isaac Hayes dropped by WKYS/Washington. Shown (l-r) are Columbia's Mike Bernardo, Hayes, WKYS's Candy Shannon and MD Gregg Diggs.



WILD SITUATION — Following a Boston concert, Club Nouveau visited local station WILD; from (l-r) are WB's Joan Armond, WILD PD Eloy "R.C." Smith, and the group's Denzil Foster, Jay King, and Thomas McEroy.



HOMEGROWN TALENT — Atlanta-based group Elan delivered a copy of its new LP to WEKS PD Mitch Faulkner (second from left).



THE WINNING CONTINUES — WXYV/Baltimore awarded a station jacket to another lucky listener. V103 personality Randy Dennis (l) hands the coveted prize to Curt Jamke.



GET THE GCODIES — WLUM/Milwaukee keeps coming up with larger-than-life contests. Pictured here are WLUM's Bernie Miller and Annmarie King selecting the winners for its "Who's Keepin' You Hot" promotion.



NEW RAP TRIO — While in Ocean City for a concert, Whodini's Grandmaster D (cér tã) met with the town's two hottest rappers, D.J. Flip and Rockmaster Scott, otherwise known as OC104 PD Mike Filippelli (l) and personality Scott Jantzen.

DOUBLE HITS!!!

CHUCK STANLEY

"Day By Day"



49 REPORTERS — 54%

WXYV	KMJQ	WBLZ
WILD	WDIA	WDMT
WBLK	WEDR	WZAK
WDAS	WYLD-FM	KPRS
WUSL	WOWI	KMJM
WAMO	WTMP	KDAY
WDJY	WBMX	KJLH
WHUR	WGCI	XHRM
WVEE		KSOL



JAMES "D-TRAIN" WILLIAMS

"Oh How I Love You (Girl)"



BLACK/URBAN BREAKERS

55 REPORTERS — 60%

INCLUDING:

WXYV	K104	WTMP
WBLK	WDIA	WGCI
WDAS	WHRK	WDMT
WAMO	WEDR	WZAK
WHUR	WYLD-FM	WJLB
WVEE	WOWI	KMJM

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LISA LISA AND CULT JAM

"Head To Toe"

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Jammin' In The Past . . .
The debut album from
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is now over 800,000
Combination 7" Sales:
"I Wonder If I Can Take You Home"
"Can You Feel The Beat"
"All Cried Out"
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Columbia Records - Radio's Best Friend



WALT LOVE

BLACK/URBAN

Keying In On Promotion Success

For years many Black/Urban Contemporary stations operated with a "we don't need a promotion director" attitude. In light of the format's recent gains, successful outlets have decided to protect their growing interests. This week I talked with two major market promotion directors about their promotional strategies.

A Team Effort

Marc Rayfield is Promotions Director for WUSL/Philadelphia (Power 99). While in high school and college he interned at Power 99, then joined the outlet fulltime a year ago after working at local agency New York Communications.



Marc Rayfield

Comparing the differences between promoting an Urban station and a general market facility, Rayfield said, "All promotion directors have to know their audiences. But I think it takes a special person to do the same job at an Urban outlet. The Urban audience is young, up-and-coming. The only way for us to be productive is to stay on top of what they're into at the moment — next month it could be something altogether different.

"It takes a team effort to come up with effective promotions. I'm

the opportunity to win expensive prizes. In our research, the #1 thing these people want is money. After that are expensive trips to exotic places.

"Personally, I like to try and do things that are almost bigger than life. Things that money can buy, but that the average person never thought he could buy."

Power 99 pulled two bigger-than-life prizes out of its promotional hat last year. One was a trip to the Monterey Jazz Festival. "Most people in this area have never been to California and desperately want to go," said Rayfield. "We also gave away a Porsche 944. The unique part was that you also had to travel to Europe on us to pick up the car. We had more people enter that contest than you can imagine."

But big-ticket shouldn't be the sole approach. "You have to also do things that money can't buy, be community-oriented. When a Stevie Wonder or Patti LaBelle comes to town, you have to be able to get that personal dinner for listeners who are fans. And by having a personal rapport with managers and record reps, you can sometimes get an artist involved in something positive for the community.

"Power 99 has 60% black and 40% white listenership. The gist of our promotions is to please these persons and increase time spent listening. That's what it's all about."

what it is you're doing and want to be part of it.

"I don't really think a promotion director of a B/U station has to have any special sensitivity. We all have to pay close attention to what our particular listeners like."

Useful Prizes The Ticket

One thing Malkin does is balance big-ticket items against useful

Strategy Checklist

- Keep pace with lifestyle trends
- Stress community involvement
- Balance big-ticket prizes with useful items

prizes. "The more chances a radio station gives its listeners to win something of usefulness the better. When they can, prizes should carry some community value. This might be tickets to a local event that everyone in town is hoping to attend.



IT FEELS SO GOOD TO WIN! — Here's a Power 99FM listener caught at the exact moment she was announced as the winner of a 1986 Dodge Daytona. The guy with the wide grin standing behind the car door is Promotion Director Marc Rayfield.

"Then you're giving the listener a chance to participate in what the station and the community are doing. A good radio station must be a part of the community to have any lasting effect. Listeners will grow to depend on your station — and that's what we want."



Pamela Malkin

\$24,000 Shopping Spree

Putting that philosophy to work, Malkin staged a \$24,000 shopping spree last year. "This went over very well. All of the money was distributed in various amounts and people had a great time moving around the city and spending the cash. This promotion worked well because: 1) people were interested

and wanted to participate; 2) local media gave us wonderful coverage. With those two elements present you can't lose."

Her bottom line goal for promotions is simple. "If the community looks to your station (first) for fun and information, then I'd say they believe in your organization. If you don't let them down, they won't let you down."

ACTION

Former WPEG/Charlotte programmer Fred Graham named OM/PD at WQDW/Kinston, NC . . . **Daisy Davis** upped to MD at WBMX/Chicago . . . WYLD-AM welcomes legendary jock Dr. **Daddy O** via "Wavelength," a new daily program featuring New Orleans music from 3-5pm . . . **Al Switzer**, formerly of WSUL/Monticello, joins OC104/Ocean City for AM drive; **Al Thomas** moves to middays. **George Young** from KEEL/Shreveport to Asst. PD/7pm-midnight for WLUM/Milwaukee . . . Former WEBB/Baltimore jock **Tyrone Miller** moves to mornings at WAMO-FM/Pittsburgh, replacing **Chuck Woodson**; Woodson remains FM PD.

Letisha Jackson, formerly of WTKL/Baton Rouge, moves to cross-town WXOK as News Director . . . **Mike Shannon**, ex-WERS/Boston (Emerson College) to afternoons at neighboring WILD. **Stephan Hill** will host WILD's new Sunday show, "A Little Tenderness" . . . **Ladonna (Monet) Freeman** joins WXYV/Baltimore for 11pm-5am shift. The new lineup features **Randy Dennis** 5-10am, **Sandra Maloney** 10am-3pm,

Roy Sampson 3-6pm, and **B.J. Lewis** 6-11pm . . . WJLB/Detroit morning team **Mason & Co.** were honored by the Oak Park PTA for their antidrug campaign.



Coretta Scott King & Al Bell

WVIS/St. Croix, Virgin Islands seeks record/CD service from all labels. Contact **Joseph Bahr**, Box 487, Frederiksted, St. Croix, USVI 00840 (809) 778-5199 . . . WWPR/Tupelo

has dropped Country for B/U, aimed at NE Mississippi. The station needs service. Contact **Todd Tedder**, Box 410, Tupelo, MS 38802 (601) 842-7658 . . . WQIC/Meridian, MS should be WQIC-FM by presstime. The FCC granted station owners the 103.1 frequency in November 1986. It's Meridian's first B/U FM and one of only three FM facilities in that market.

Edge Records President **Al Bell** has donated a life-size bronze bust of Dr. **Martin Luther King Jr.** to the MLK Center for Nonviolent Social Change. A durastone replica is available to the public; a portion of those proceeds will support Center activities.

KOKY/Little Rock PD **George Frazier** thanks those who paid tribute to **Jocko Carter** . . . The YBPC awards dinner will be held in Dallas at the Plaza of The Americas Hotel, May 9-10. Honorees are WYLD-FM/New Orleans PD **Dell Spencer** and MCA VP **Ernie Singleton**. For more information, call **Barbara Lewis** (504) 242-3131 . . . The ninth annual Black College Radio Convention will be held in Atlanta, April 17-18. For more information, call (404) 523-6136.



fortunate because I have an open door to PD Tony Quartarone and VP/GM Bruce Holberg. Because of that, our ideas never have a chance to get lost in the shuffle."

Money, Exotic Trips Top Prize List

Some of those ideas have included big ticket giveaway items, which Rayfield considers a necessity. "The competition is so fierce to garner and hold an audience. If you don't offer big ticket items, listeners will go where they have

B/U's High Energy Level

WXYV/Baltimore (V103) Promotion Director **Pamela Malkin** formerly supervised promotions for a Dover, Delaware retail chain before coming to the station last September. The one thing she's acutely aware of in her post is the energy level.

"The level of energy in promotions for a B/U station is tremendous. The audience responds well to public events and promotions put on by their favorite radio station. They're very conscious of



MIKE KINOSHIAN

ADULT CONTEMPORARY

RECORDS, RADIO, RETAIL PERSPECTIVES

CD Craze Captivates AC

Once upon a time, not long ago, actual records rotated on turntables. Record spinning gave way to cart punching, and now a growing number of stations use Compact Discs. Almost 90% of music-intensive ACs have CD players, according to an R&R poll. Following are comments from varied industry personnel regarding CDs.

Can't Keep Up With Demand

The biggest CD headache facing record companies is supply and demand. Left in a quandary is Elektra/Asylum's Associate Director/AC Promotion Lisa Frank. "The back orders for Anita Baker and Simply Red are incredible." Compounding the label's problems is overseas manufacture of CDs. Progress has been made as E/A now produces CDs domestically.



Lisa Frank
WTFM/Johnson City TN. His note said, in essence, it's a shame record companies have to dangle CDs in front of stations' noses to get them to play songs.

The "CD dangling" is a sore point to Frank's counterpart at Columbia, Mike Martucci. "We don't use it as a bargaining tool. I tried it once and it offended a lot of people," he says.

Martucci shares Frank's views on the shortage of CDs. "We can't manufacture them quickly enough for sales. That's why they're not being made available for radio. However," he continues, "facilities are getting better and demands are starting to be met."

Each CD costs the record company \$5.05. Frank has supplied stations with CDs at no cost. The one time she charged a station the \$5.05, she got stiffed. "It figures," she jokes.

Poll Results: AC Stations Are Heavy CD Users

Recently, R&R conducted a nationwide poll to determine how many AC stations have CD players. The numbers are split into two categories: "Full Service" and "Music Intensive." The former category tends to include AM stations playing a variety of elements including music; the latter tends to be FMs whose major thrust is music. One would guess the percentage of Full-Service stations using CDs would be low — certainly lower than the percentage of Music Intensive stations.

Here's what we found: 58% of FS stations have a CD player; and, a whopping 89% of the MI stations have one.

On-Air Applications

WBAB/Montgomery PD Steve Owens gets calls from listeners wanting to know when CDs from certain artists will play. He claims listeners can tell the difference between CDs and records. There is further differentiation between digital and analog. "You can tell the digitals have been EQ'd. Compared to the analog, there's no low end. Robbie Nevil's 'Dominoes' has no bottom end," Owens says. He contrasts it with Daryl Hall's "Someone Like You" on analog.

Some stations use the CD player in the studio; others cart songs from CD. "If you do that," Owens complains, "there's no difference than if you played the song from the record. You're still going to get the tape hiss." According to Owens, an especially good example of a song enhanced by CD is Elton John's "Don't Let The Sun Go Down On Me." "I just don't believe how great that record sounds."

Owens presents a most ingenious solution for scratched or damaged



Mike Martucci

CDs. He claims applying Rally Car Wax to the ill CD will heal it.

Providing additional insight is B100/San Diego PD Bobby Rich. "Using a CD as the source material is an improvement from vinyl. We have been told by our engineers not to mix CDs with records in the on-air studios for fear of drastic sound differences." Rich is carting music from CDs and playing an average of one such song per hour. These specially-carted songs are appropriately highlighted with a line such as "Billy Joel direct from compact disc." Rich foresees the day when everything played on the air will be from CD. He is budgeting to have broadcast-quality CD players in the B100 studios as of the upcoming fiscal year.

CD Viewpoints:

RECORDS

- "Everybody wants a catalog . . . CDs have become a bargaining chip."
—Lisa Frank
- "We can't manufacture them quickly enough."
—Mike Martucci

RADIO

- "You can tell digitals have been EQ'd."
—Steve Owens
- "We've been told not to mix CDs with records."
—Bobby Rich
- "It's a step forward, but it's not revolutionary."
—Mark Ford

RETAIL

- "CDs are our number one configuration by dollar."
—Bret Mitchell

CDs Don't Eliminate All Analog Problems

Mark Ford is the technical whiz behind Drake-Chenault's legendary offerings such as "The History Of Rock And Roll," "The History Of Country Music," and a host of features and demos. "I have some albums that are far superior to the CDs," he notes. "You should never make an automatic determination that a CD is better than any other source."

One could assume "pops" and "ticks" would be absent on CDs. Ford says no. "The only thing you have is protection from damage — unless you drop it. It won't wear because of the laser pick-up. You've eliminated vinyl surface noise — that's it! There will still be phase and EQ problems." Ford supports the claim made earlier by Owens. "In most cases," Ford states, "the digital gives a real thin sound and the bottom-end goes away. If the original source is an old Motown analog tape, there could be a big dropout on it."

As you can see, Ford is not a total fan of CDs. "It's a step forward, but it's not revolutionary."



Bobby Rich

Ringling The Registers

You're aware of the great reaction recently when the first Beatles LPs were released on CD. At about \$13 a pop, people quickly cleared the supplies. Record stores are selling CDs, but who's buying them? Tower Records (Los Angeles) Manager Bret Mitchell says, "It used to be predominantly males 25-40 or higher. Now, it's a good cross-section, and since Christmas, more kids."

"You should never make an automatic determination that a CD is better than any other source."

—Mark Ford

Tower's sale of CDs encompasses many music tastes. According to Mitchell, the store now sells more jazz CDs than jazz LPs and jazz tapes combined. The same holds true for classic hits. Billy Joel's "Greatest Hits" was one of the top five sellers there.

"CDs," says Mitchell "are our number one configuration by dollar. We do over one third of our business with them, 30% with tapes, and 18% with albums."

Tower's biggest CD complaint is some are too short. "This is especially true with older catalogs or an Elvis CD with 19 minutes of music. People want two or three of these on one CD."

Mitchell best summarizes the current CD craze by stating, "CDs are raising people's technical expectations."



Steve Owens

Larry King's Back!



Direct from a record-breaking performance at the George Washington University Hospital, Larry King returns triumphantly to *The Larry King Show* this week.

There'll be no more chain-smoking and a lot less sauce bearnaise, but you'll hear the same hard-hitting, no-nonsense style that has made Larry America's most popular talk show host.

A special thanks to Tom Snyder, Robb Weller and Jim Bohannon for filling in for Larry during the past four weeks.

Welcome home, Larry – we're glad to see you're back!



MUTUAL BROADCASTING SYSTEM



LON HELTON

COUNTRY

MIAMI, WASHINGTON PROFILES

Doin' Country Where Country Isn't Cool

This is the story of four stations in two markets up against the obstacle of being Country where Country isn't cool. Miami and Washington are metros where you not only have to sell the listeners on the station, but the music as well. The focus is on the respective FMs, with capsulized AM stories elsewhere in this section.

Who The Players Are

The 11th-ranked market, Miami is home for Country stations WQAM and WKQS (KISS), both owned by the Sunshine Wireless Company. WQAM went on the air seven years ago this month, followed almost two years later by WKQS. Sunshine Wireless purchased WQAM in 1985; a classic example of beat 'em and buy 'em.

WMZQ/Washington didn't have it quite that easy. Following years of intense battle, which at one point saw stand-alone WMZQ-FM purchase an AM to counter any facility imbalance, WMZQ-AM & FM found themselves as the sole purveyors of Country music in the nation's ninth largest market after competitor WPKX-AM & FM finally succumbed in January '86. 1987 marks the tenth anniversary of WMZQ-FM's switch to Country, and the station now controls eight format shares which used to be split among four stations.



Bob McKay

Serving The Core Audience

WQAM & WKQS OM Bob McKay describes Miami's audience composition as a "first-class melting pot," pointing to its high percentages of Cubans, Spanish, and elderly. This also means the potential Country share is limited. "There's only about six shares of Country in Miami/Ft. Lauderdale's Dade and Broward counties," McKay says.

"The core Country listeners only represent around a four share. We almost have that locked up between the two stations. What we're after now is the other two or three shares representing the passive Country listener."

WMZQ-FM PD Gary Balaban sees the potential Country share for his station ranging from five and a half to a six; the AM's goal is to consistently achieve up to a one. Balaban says, "The majority of what we have is core, which we try to superserve. We don't do anything to specifically attract a fringe audience, other than in advertising and promotion. Regardless of format, anytime a station establishes itself and then tries to reach beyond what its core really is, it risks losing that core."

Of his audience, Balaban says, "It may be comprised of different types of people than in other markets. They're very upscale, highly educated, high-wage earners — the profile of AC listeners in most markets. But what they want is no different than what listeners want from a Birmingham, Atlanta, or Dallas station."

Gut Feel, Sound Are Key Song Selection Criteria

Emphasizing WMZQ-FM does nothing different due to its location, Balaban says, "We'd operate under the same design no matter where we were. We try to put together a Country station which reflects what our audience wants. If our music sounds different from any other market, it's because of the research results." Both WKQS and WMZQ-FM are highly researched, both running at least two auditorium music tests per year.

Much of the WKQS effort to attract the fringe is rooted in its music, which has a modern/traditional ratio of 60/40 and a current rotation of 16-20 records. McKay believes that the older the demographic, the less important currents are.

WMZQ plays 26 currents with 35 recurrences. Balaban says gut feel is a major determinant for playing a record. "But if we know a particular sound doesn't normally work well, we'll watch the national charts and wait for listeners to tell us they want a song. Much of our audience is exposed to Country outside of Washington and they're very vocal about songs we're not on." WMZQ-FM targets a medium

WorldRadioHistory



KISS AWAY THE CASH — WKQS morning man Scott Evans (left) & Promotion Director Steve Williamson display a \$5,000 briefcase given away in the Key Money song contest.

"It irritates me when people make the assumption a Country station in a 'non-Country' market must play AC/crossover music."

—Gary Balaban

tempo to highlight the music's range. Says Balaban, "You can go up to sound exciting or down to sound contemplative."

The number one criteria for a record getting on WKQS is its sound. There have been some rec-

ords reaching the top ten (and even a few that've gone #1) which WKQS hasn't played.

Interestingly, some of the top nationally charted records not played on WKQS as currents are played as oldies because they tested extremely well. McKay admits he "made a mistake with a couple of those records," most notably George Strait's "The Chair" and Reba McEntire's "Whoever's In New England." Regardless, he maintains, "It always comes down to the sound of the record and my feelings about it. Some records I just don't feel are right for KISS." McKay's format is also decidedly uptempo. The records experiencing the toughest time getting on the playlist are "twangy ballads."

WKQS Music Monitor

99.9 KISS FM

4-5pm

Tuesday, March 10
8-9am

Alabama/Mountain Music
E.T. Conley & Anita Pointer/
Too Many Times
Nitty Gritty Dirt Band/Dance
Little Jean
Dan Seals/Bop
Waylon Jennings/Rose In
Paradise
Charly McClain/Who's Cheatin'
Who
Mel McDaniel/Right In The Palm
Of Your Hand
Eddie Rabbitt & Crystal Gayle/
You & I
Parton, Ronstadt & Harris/
To Know Him Is To Love Him
Conway Twitty/Desperado Love
Orleans/Still The One
Highway 101/The Bed You Made
For Me

Eddie Rabbitt/I Love A Rainy
Night
Dwight Yoakam/Guitars,
Cadillacs
Charly McClain/The Very Best Is
You
Hank Williams, Jr./I'm For Love
Bellamy Bros./Kids Of The Baby
Boom
Juice Newton/Angel Of The
Morning
Jerry Reed/East Bound & Down
Earl Thomas Conley/Chance Of
Lovin' You
Parton, Ronstadt & Harris/
To Know Him Is To Love Him
Nitty Gritty Dirt Band/Make A
Little Magic
Jim Croce/Operator
Marie Osmond/I Only Wanted
You
Judds/Grandpa
Crystal Gayle/Too Many Lovers
CCR/Proud Mary

WMZQ Music Monitor

98.7FM 1390AM

Wednesday, March 11 8am

Linda Ronstadt/Tracks of My
Tears
George Strait/It Ain't Cool To Be
Crazy About You
Tompall Glaser/Loving Her Was
Easier
Waylon Jennings/Rose In
Paradise
Willie Nelson & Julio Iglesias/
To All The Girls I've Loved
Before
Mickey Gilley/Doo Wah Days
CCR/Down On The Corner
Marie Osmond & Paul Davis/
You're Still New To Me
Earl Thomas Conley/Holding Her
And Loving You
T. Graham Brown/Don't Go To
Strangers
Statler Bros./Atlanta Blue
Michael M. Murphey & Holly
Dunn/A Face In The Crowd
Jim Croce/Bad, Bad Leroy
Brown
Pake McEntire/Bad Love

Ronnie Milsap/What A
Difference You've Made In
My Life

4 pm

Elvis Presley/Heartbreak Hotel
Mickey Gilley/That's All That
Matters To Me
Parton, Ronstadt & Harris/
To Know Him Is To Love Him
Eagles/Take It To The Limit
Barbara Mandrell/Wish You
Were Here
Kenny Rogers/Twenty Years
Ago
Glen Campbell/Gentle On My
Mind
T. Graham Brown/Hell And High
Water
CCR/Proud Mary
Charley Pride/Mountain Of Love
Anne Murray/Shadows In The
Moonlight
Restless Heart/I'll Still Be Lovin'
You
Bellamy Bros./Kids Of The Baby
Boom
Olivia Newton-John/I Honestly
Love You
Eddy Raven/Right Hand Man
Rita Coolidge/We're All Alone

COUNTRY

Both Programmers Play It Safe

The market's tenuous feelings about Country make McKay an ardent supporter of the "What you don't play won't hurt you" philosophy. "It's better to make a mistake on what you don't play than on what you do play," he says. "I believe in being safe. Our 16-20 records must exactly fit the station's sound. That's where the sensitivity to knowing your market comes in."

"It's a rare occasion for us to not play a record in the national top 20," says Balaban. He does, however, admit to playing some songs which stiffed nationally and were dropped but came back to life as oldies after testing well.

How They Handle Crossovers

Stating "It would be death for us to play crossover music," Balaban continues, "It irritates me when people make the assumption a Country station in a 'non-Country' market must play AC/crossover music. Aside from selected songs by Jim Croce, CCR, the Eagles and that type of music which has been played on Country stations for years, our crossover music is stuff that's crossed from Country to AC, not vice versa."

WKQS, on the other hand, sports one "crossover" slot per hour, staggered throughout the clock with a 55-minute separation minimum. Says McKay, "We're playing everything Jim Croce's ever done, and selections by Judy Collins, Doobie Bros., Stephen Bishop, Neil Diamond, Carole King, Dan Fogelberg, John Denver, Joe Cocker, Jennifer Warnes, Linda Ronstadt, Lynyrd Skynyrd, James Taylor, and Poco, to name a few."

Nice & Friendly, Right Up The Middle

McKay seeks a particular sound from the personalities. "The jock approach is nice and friendly," he says. "I want them to sound like they're always in a good mood, without getting cutesy. Our jocks do a lot of creative, unique things with the format."

"As a format, we're kind of half-pregnant," he laughs. "We're neither a foreground nor a background station. KISS is much more foreground than Continuous Country and much more background than Full Service. We're right there in the middle."

Describing what he wants his talent to be, Balaban says, "Adult, complementary to the music, and respectful of the music and the listener. They're to give the feeling they're enjoying themselves without getting in the way of what people are listening to the station for, which is the music."

Opposing Views On Contesting

WKQS's fall campaign, utilizing Filmhouse Direct TV spots, centered around "\$5000 Thursdays" as part of the "key song of the day" promotion. WKQS ran a heavy TV schedule on Wednesdays, featuring

morning man Scott Evans inviting people to "listen tomorrow morning. I'll give you the key song of the day worth \$5000." WKQS gave away \$40,000 over eight weeks. That was over and above the daily \$198 (two \$99 prizes) usually given away.

On the other hand, Balaban says WMZQ-FM builds its giveaways around events. It also prefers to give away smaller items, having found its audience prefers many chances to win rather than remote shots at a few big-ticket prizes. Balaban adds that "sales and programming go very much hand-in-hand to maximize the retailing available to us."

Balaban says, "Contesting isn't the end-all and be-all. If we have to use it to keep our quarter-hours where they ought to be anyway, we're in trouble. If we have to do that much quarter-hour maintenance contesting, we're going to lose listeners because we're not going to be delivering what they really want from our station — the music. Contesting is a sidebar benefit to the station."

Other Media Advertising Crucial

Balaban notes that WMZQ has been "all over TV" the last two quarters. It uses the Filmhouse Sing-A-Long vignettes, as it's done for a number of years. These spots are supplemented with ones which talk specifically about the music

and service elements of morning drive.

WMZQ-FM also does heavy billboard advertising in outlying areas where its listeners are. Complicating the task is the fact that billboards aren't allowed in DC proper and the small quantity of boards available elsewhere aren't always in high-traffic areas. The station also does a substantial amount of newspaper advertising to better get into people's houses.

WKQS Promotes To The Masses

McKay singles out Promotion Director Steve Williamson for his efforts in making KISS one of Country's more promotionally aggressive stations. The former Y100/Miami Promotion Director puts together a number of major events which are broadly targeted to reach outside the Country listener sphere.

The "KISS FM River Raft Race" has become a yearly event. Last year it attracted more than 150,000 spectators along Ft. Lauderdale's New River banks. WKQS also sponsored a car in the Grand Prix of Miami. KISS just wrapped up its chili cook-off which drew 12,000 for a Southern Pacific and Nitty Gritty Dirt Band concert after a day of tasting.

WKQS also maintains high visibility on a daily basis. "Our van is constantly on the streets giving

away albums, concert tickets, shirts, license plates, etc.," said McKay. "Last spring, we put out a half-million bumper stickers good for cash and prizes."

WMZQ Leans Toward Public Service

The bulk of WMZQ-FM's promotional activities center on public service. "We want listeners to feel good about what we're doing for the community. We want the positives gained from increasing awareness in this manner, rather than those had by trying to buy listener loyalty."

Like most stations, WMZQ-FM also ties in with all local concerts, while looking for the twist which makes the event uniquely Washingtonian. One example was a tie-in with the Canadian Embassy for an Anne Murray concert, complete with trips to Canada as contest prizes.

Let's Get Technical

McKay emphasized another important factor in KISS's success is the hundreds of thousands of dollars for a new antenna system and new transmitters. "We have the second-best signal and sound in the two-county area, right behind WAXY."

Lonely Alone?

McKay sees the lack of direct Country competition as somewhat disadvantageous. "I'm not saying

it's easier with someone across the street, but at least when you have a competitor, you can see them, feel them, and react to them if you have to. There's something tangible. As it is, we're fighting all the ACs and CHRs for the same demographic."

Agrees Balaban, "A direct Country competitor would serve to keep us sharper. We have to rely on ourselves to make sure whatever we do is the best. It would be easy for us to get an attitude and get lazy, something you can't afford in a major war with a direct competitor. We have to analyze everything we do to make sure we're not making a change just for the heck of it. Change for the wrong reason could ultimately open a hole for a new Country competitor to fill. We have to make sure the reason there's only one Country station in this market remains valid — that we're satisfying the audience."

Conclusion: A Winning Scorecard For Both

Though these two stations have varying philosophies in a number of areas, the bottom line looks good for both.

The Nov.-Dec.-Jan. Arbitrends show KISS moving up to fourth in the metro with 25-54 adults. In DC, things are also looking up, as that same Arbitrend shows WMZQ-FM fourth 12+ and second 25-54. Congrats to them both and may they continue to prosper!

WQAM, WMZQ PROFILED

The Miami/Washington AM Connection

Though the FM carries the bulk of the load, WKQS PD Bob McKay and WQAM PD Jon Hollday are in the process of beefing up the AM. Sports broadcasts play a major role in the station's plan to build the station's cume.

Just announced is the deal to broadcast more than 130 New York Mets baseball games. Hollday points to the "wealth of transplanted New Yorkers and Northeasterners" in the market as the reason for the move. Early response, he says, has been "tremendous — 99% sold out."

WQAM also airs U. of Florida football and basketball. It carries NFL Monday Night Football as well as games on Sunday, excluding any in which the Dolphins are participants since their rights are owned by another station in town. WQAM will carry four major motor races this year, and also originates a nightly local sports talk show from 10pm-1am.

Sporting events are used to promote station benefits to a cume other than Country listeners while also reinforcing the Country listener who has tuned in for the sports show itself.

The AM music mix is 50/50, modern vs. traditional. Under a slogan of "Country favorites of yesterday and today" it plays 20 currents with a mix of 75% oldies.

The news department has also recently been bolstered. Hollday



Jon Hollday

says research has shown WQAM was losing listeners to News/Talk competitors by not providing services. As a consequence, news reports have been stepped up and traffic reports have been increased to four per hour in morning and afternoon drive.

WQAM also recently began longterm maintenance contesting with "The Secret Sound." Cash prizes begin at \$100 and go up \$100 every day the sound goes unidentified.

Hollday adds, "Basically we're in the process of carving a niche for

WQAM that will give us a completely separate identity from the FM. We're looking to be personality and service oriented."

WMZQ-AM: Oldies, SMN Provide Strengths

WMZQ (AM) is another AM outlet cast in the role of providing programming to satisfy listeners who fall through the FMs' slots. PD Katy Daley lists the regularly scheduled Saturday afternoon (3-8pm) bluegrass show and "Country oldies for lunch" as features designed to do just that.

The station uses positioning statements like "One-of-a-kind classic Country" and "The Country tradition continues" to define its oldies-based format. One current an hour is played and it comes from the national top ten.

The majority of its music is from 1960-78, although Daley says there are no-holds-barred on the lunchtime oldies show, which reaches as far back as 1949 for music.

WMZQ simulcasts morning drive with its FM sister and carries Satellite Music Network from 7pm-5am. That leaves Katy and afternoon driver Jeannie Jackson holding down the AM fort.

"We think of ourselves as a small market station that happens

to have a signal beaming to a major market," says Daley. "We have a 'stationality' about us. There's a lot of emphasis on our knowledge of



Katy Daley

music, including artist information. Our PSAs, for instance, are of the neighborhood variety."

Daley is here to tell us all that Country is cool in DC. "There's a real Country tradition here," she maintains. "Jimmy Dean originated his TV show from here before he went to CBS. Emmylou Harris grew up 20 minutes from here. Ricky Skaggs and Keith Whitley both hung out around here during their days as bluegrass sidemen. And one of the founding fathers of the Country Music Association, Connie B. Gay, was from here. On WMZQ-AM, we know Country is cool in Washington, DC."



SHARON ALLEN

NASHVILLE THIS WEEK

20TH ANNIVERSARY

NSAI Songwriter Achievement Award

The unique thing about the Nashville Songwriters Association International awards is that its members are instructed to vote for songs "they wish they had written." This year, members voted Paul Overstreet Songwriter of the Year and "On The Other Hand," which he co-wrote with Don Schlitz, is Song of the Year.

NSAI Executive Director Maggie Cavender informed the awards ceremony audience that 20 awards

were being given out for the first time to commemorate the organization's 20th anniversary. A special award was also presented in honor of the late Jim Anglin, composer of dozens of '50s country classics including "Ashes Of Love" (now a single for the Desert Rose Band).



Don Schlitz, Paul Overstreet

NASHVILLE IN MOTION

By Katy Bee

MCA Records/Nashville has named Janet Rickman to the reestablished post of Director/Publicity and Artist Development. The Nashville native spent a total of ten years with PolyGram as West Coast Director/Press & Artist Relations in Los Angeles and Southeast Publicity Manager in Nashville. Her new assistant is former Compleat publicist Sara Brosmer.

Judds producer Brent Maher, along with partner Dan Williams, has bought Creative Workshop II from songwriter/producer Buzz Cason. Their production and publishing company will now operate as Creative Recording.

Five-year Professional Manager Chuck Neese is no longer with Maypop Music. Stepping in is Cliff Williamson, former GM of Multi-Media Publishing, VP of Better Broadcasting, Inc., and Creative Director of Tree International.

Veteran songplugger Al Cooley surfaces at MCA Music . . . Mid-Co Music Publishing of Minneapolis teams with the Bernie Walters Music Group for joint pop publishing endeavors . . . Southwing Publishing's new Professional Manager is Lee Bach . . . New LSI studio manager is Betty J. Carpenter.

Signed to new booking contracts with Bobby Roberts Entertainment are the Whites and Bobby Bare; Mason Dixon goes with Oswald Brothers Management . . . Buddy Lee Attractions welcomes Publicity Director Mike Blake, son of late veteran agent Dick Blake.

Award-Winning Writers

Here are the songwriters who took home NSAI awards:

- James Blackmon and Carl Viperman Jr./"1982"
- Holly Dunn/"Daddy's Hands"
- Lionel Richie/"Deep River Woman"
- Paul Overstreet and Albert Gore/"Diggin' Up Bones"
- Dan Seals and Bob McDill/"Everything That Glitters (Is Not Gold)"
- Don Schlitz and Rhonda Fleming/"Give Me Wings"
- Jamie O'Hara/"Grandpa (Tell Me 'Bout The Good Old Days)"
- Dwight Yoakam/"Guitars, Cadillacs"
- T. Graham Brown and Alex Harvey/"Hell And High Water"
- Rafe Van Hoy, Curly Putman, and Don Cook/"I Wish That I Could Hurt That Way Again"
- Roger Murrah and Richard Leigh/"Life's Highway"
- Nanci Griffith/"Love At The Five And Dime"
- Dean Dillon/"Nobody In His Right Mind Would've Left Her"
- Brent Maher and Don Schlitz/"Rockin' With The Rhythm Of The Rain"
- Timothy O'Brien/"Walk The Way The Wind Blows"
- Douglas Gilmore, Robert Simon, and Jim Allison/"What Am I Gonna Do About You"
- John Jarrard and Charles Quillen/"What's A Memory Like You (Doin' In A Love Like This)"
- Kendal Francheschi and Quentin Powers/"Whoever's In New England"
- Dan Seals/"You Still Move Me"



PRECIOUS METALS — Rock may have its heavy metal, but Warner Bros. has its mother lode. Within weeks of each other, two of its major new artists celebrated RIAA certifications for debut albums. Left photo: The platinum party for Randy Travis's "Storms Of Life" included (l-r) WB Exec. VP Jim Ed Norman, Travis, ASCAP's Southern Director Connie Bradley, WB VP/A&R Martha Sharp, and ASCAP's Merlin Littlefield. Right photo: It's "Guitars, Cadillacs, Etc., Etc." for the Dwight Yoakam crowd. He (far right) celebrates with WB's Paige Rowden, producer Pete Anderson, and WB chief Jim Ed Norman.

BITS & PIECES

• Charlie Daniels is lining up golfers for his second annual Celebrity Golf Classic June 1, benefiting the Starkey Developmental Center. The tournament will take place at the Rolling Hills Country Club in Wichita. Sponsors are: KFDI/Wichita and Fidelity Savings and Loan. Asleep at the Wheel bandleader Ray Benson, Moe Bandy, Charlie Walker, and Dallas Cowboys quarterback Danny White have already accepted invitations to participate. Interested celebrities should contact Mike Oatman or Johnny Western at (316) 838-9141.

• When T. Graham Brown appeared in Dusseldorf, Germany for the premiere of the German film "Zabou," he put on a show before the show. As his T-Ness was entering the theater along with local dignitaries and Gotz George, the German actor starring in the film, he heard his song "Later Train" (included on the movie soundtrack) over the outdoor speakers. As only T. Graham Brown can do — and get away with — he promptly broke out in song to the delight of the crowd gathered outside. "Later Train" will be used as background music for all advertisements and film premiere dates. The soundtrack also features Tina Turner, Joe Cocker, Talk Talk, and Robbie Nevil. Turner's cut will be the first single released.

• Atlantic America artists Jeff Stevens & the Bullets are heading for Saudi Arabia to tour for a couple of



HOOSIERS — Talk basketball around Steve Warner and you've got his attention. The Indiana native was a recent guest of Celtic Larry Bird (also from Indiana) during a home game in Boston.



FORE — Attending the press conference announcing the second annual Charlie Daniels Celebrity Golf Classic in Wichita are (l-r) KFDI Assistant PD Scott Piper, Great Empire Broadcasting President Mike Oatman, Ray Benson, Moe Bandy, Daniels, and KFDI PD John Speer.

weeks in early April. By the way, the title cut on the album "Bolt Out of the Blue" was written by T. Graham Brown.

• "This Week In Country Music" is moving from TV syndication to exclusive telecasting on the Nashville Network. The half-hour series covers country music news, features, interviews, countdowns, music trivia, etc. and will air each Saturday with Lorianne Crook and Charlie Chase host-

ing . . . TNN is debuting "Grand Ole Opry Live Backstage" hosted by Keith Billbreay, who also emcees "Grand Ole Opry Live." The new show will focus on the backstage ambience of the Grand Ole Opry.

• Congratulations to independent record promoter Johnny K (Koval) on his marriage to Ann Miller from Springfield, TN.

Just thought you'd like to know!

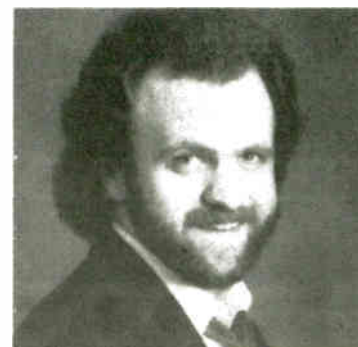
WHO'S NEW

About going solo, Tim Malchak says, "It feels perfectly natural; I'm excited at being solo again."

"Colorado Moon" is the Alpine recording artist's second single following the departure of former partner Dwight Rucker. An album by the same name is due soon and will showcase five of the singer's own songs.

The Binghamton, NY native picked up guitar at age nine and was influenced by acoustic favorites Dan Fogelberg, Gordon Lightfoot, Glen Campbell, and Jim Croce. Playing in the Hardware Company, a junior high school band, was his first brush with the musical limelight. A football injury to his shoulder tabled pro sports ambitions as he discovered "music was my only constant."

The coffeehouse circuit led Malchak to Southern California, where he fronted for acts such as England Dan & John Ford Coley, Jose Feliciano, Tim Welsberg, and Pablo Cruise. Upon his return to New York state, Malchak met up with Rucker and the two moved to Nashville in 1983. Their initial releases



Tim Malchak

were on Revolver Records.

After switching to Alpine, the team produced a well received video for "I Could Love You In A Heartbeat." "Colorado Moon," Malchak's follow-up to last year's initial solo effort, "Easy Does It," also features a new video.

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.

MARKETPLACE

AIRCHECKS

Audio And Video Airchecks!

Current Issue /84 features KRLA/Wolfman Jack, WLUP/Steve Dahl & Gary Meier, WJMK/Ron Britain, KKIS/Dr. Don Rose, KHIT/Howard Hoffman, WDVE/Scott Paulsen, WQHT/Bill Lee, KLOS/KMET Staff Says Goodbye, & LA's new KTUV. 90-min. cassette, \$5.50.
 Current Issue /83 features WXRK/Howard Stern, KIIS/Hollywood Hamilton, KMEL/London & Engelman, NY's CHR's WPLJ & Z100, San Diego's KLZZ/Shotgun Tom Kelly, B100/Gary Kelly & KS103/Randy Miller. 90-min. cassette, \$5.50.
 Special Issue /S-100 features NEW YORK! ACs WYNY, WNSR & WNBC, CHR's Z100 & WPLJ, AORs WXRK & WNEW-FM, Urbans WQHT & WBLB plus oldies WCBS-FM. 90-min. cassette, \$5.50.
 Special Issue /S-101 features FRESNO CHR's KYNO-FM, KBOS & KMGX, ACs KFIG & KFYE, AOR KKDJ & Oldies KYNO, plus SANTA BARBARA/VENTURA with CHR's KHTY & Q105, AOR KTYD, ACs KMGQ & KZTR, Urban KMYX & Oldies KIST, and BAKERSFIELD CHR's KKXX & KQXR. 90-min. cassette, \$5.50.
 STILL AVAILABLE: /S-99 (LOS ANGELES), /S-98 (SACRAMENTO & RENO), /S-97 (DETROIT), /S-95 (CHICAGO Pt. 2), /S-94 (CHICAGO Pt. 1), /S-93 (BALTIMORE) at \$5.50 each.
 Classic Issue /C-77 features WNOE/Jim Stewart-1959, KIMN/Jack Merker-1960, K100/Eric Chase-1977, KLOS/B. Mitchell Reed-1980, WCFL/Dr. Brock-1974, KHJ/Machinegan Kelly-1974, plus KOMA/Larry Barwick-1965. Cassette, \$5.50.
 VIDEO /10 is now available, featuring San Francisco's KMEL/London & Engelman, KKIS/Dr. Don Rose, KYUU/Rick Shaw, San Diego's B100/Ellen Thomas, KLZZ & KFMB/Shotgun Tom Kelly, KCBQ/Ben Copper, XETRA/Bloom & Harrigan. 2 incredible hours on VHS or BETA, at the introductory price of only \$20.00!

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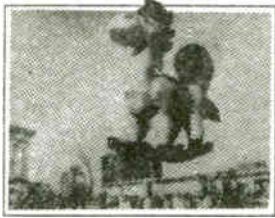
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OPPORTUNITIES

OPENINGS

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Large number of placements of our registrants increased demand of radio stations across the NATIONAL is in need of qualified personnel for various positions, particularly news people and anchor small, medium, and major markets. We are seeking qualified female personnel. If you are serious about a move, contact NATIONAL now. For complete information including brochure and registration form postage/handling to:

EAST TALENT COORDINATORS
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This is an exceptional opportunity to join the talk team at Jefferson Pilot's WNWS-AM in Miami. The successful candidate must be able to listen, to entertain, to inform, and should be inclined to relate against the boredom and sameness threatening to engulf talk radio in America. In short, we are looking for an original who is ready for stardom in South Florida.

Okay, we've come this far without resorting to professional cliches. So... "we want a heavyweight, a home-run hitter with proven top-20 track record." Send tape and resume **YESTERDAY** to Rob Balon, President, The Benchmark Company, 1101 Capital of Texas Highway, Building G, Suite 159, Austin, TX 78746. EOE

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If you've got what it takes to make it in big time talk radio, you should be talking with us.



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MORNING PERSONALITY

One of the nation's leading Format 41's needs a morning personality who is bright, friendly, warm, topical and has a fun sense of humor without being risque. If you can create a great show and are willing to 'bust your buns' getting involved in our community, we would like to talk to you. We'll put together a compensation package to top your current one. Send tape, resume, recent photo and present salary to Radio & Records, 1930 Century Park West, #661, Los Angeles, CA 90067. EOE

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Upper Midwest Radio School gives you the chance to draft some of the hottest new broadcasters. Air talent, news and production. (Best of all — they'll save you money!) Call for a 1st round draft pick today at 701-852-0427. MSB, P.O. Box 2126, Minot, ND 58702.

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OPENINGS

EAST

Regional New England FM wants AM/PM drive contemporary adult host. Copy, production, and remotes. T&R: TVB, Rd#3, Box 107, Oneonta, NY 13820. EOE (3/20)

Regional New England FM wants Sales Manager and AEs. If you're career-oriented, excellent opportunity. Will train. Resumes: TVB, Rd#3, Box 107, Oneonta, NY 13820. EOE (3/20)

WKLC seeks night rocker. Possible MD/Assistant PD. T&R: Brian Krysz, 100 Kanawha Terrace, St. Albans, WV 25177. EOE (3/27)

WMAS/Springfield, MA seeks newscopier. Anchoring and reporting for future openings. T&R: Fred Snyder OM, Box 1418, Springfield, MA 01108. EOE (3/27)

Immediate opening at 100,000w KG-104/Central New York. Seek experienced hardworkers! Competitive market; P-2 R&R reporter. T&R: PD, Thomas Rd., Oriskany, NY 13424. EOE (3/27)

Funny, morning talent wanted for Atlantic City market. Spend your next summer at the beach. C&R: Steve McNee, WZXL, 3010 New Jersey Ave., Wildwood, NJ 08260. EOE (3/27)

Regional New England FM wants AM/PM drive Contemporary adult hosts; Copy, production, remotes. T&R: T-V-B, Rd#3, Box 107, Oneonta, NY 13820. EOE (3/27)

30-year AM with future seeks news/air personalities. Salary and T&R: PD, WTKO, Box 10, Ithaca, NY 14851. EOE (3/27)

Overnight personality needed for 50,000w Connecticut AC. T&R: Curt Hansen, WEBE108, 50 Washington St., Norwalk, CT 06854. EOE (3/27)

Opportunity knocks in the pages of R&R every Friday... call (213) 553-4330 to make it happen for you!

Reporter/anchor. NYC suburban daytimer. Research, write and deliver. Issue-oriented, law-related local stories. T&R: Box 910ND, Pomona, NY 10970. EOE (3/27)

Suburban NYC FM CHR/AC seeks talent for possible future openings full and parttime. T&R: Brett Richards, Q98, Box 1234, Stamford, CT 06904. No calls please. EOE (3/27)

Seek AM drive personality, some news background. Must be eager to work. We want you to be part of the family. T&R: Craig Stevens GM, WCDO, 75 Main St., Sidney, NY 13838. EOE (3/27)

AC Christian station seeks creative, disciplined production person/copywriter for major market. T&R: John Bennett, WLIX, 138, W. Main St., Bayshore, NY 11706. EOE (3/27)

Long Island's Oldies station seeks morning man/PD. Solid knowledge of oldies. Self-motivated, aggressive. T&R: WGLI AM, 1290 Peconic Ave., Babylon, NY 11704. EOE (3/27)

Regional New England FM seeks Sales Manager and AEs. Excellent opportunity for career-oriented. Will train. Resumes: T-V-B, Rd. #3, Box 107, Oneonta, NY 13820. EOE (3/27)

Possible future full and parttime announcers openings at AC leader WLWV (LOVE106 FM). T&R: Jay Dennis PD, 118 West Main St., Salisbury, MD 21801. EOE (3/27)

Z107/Harrisburg seeks experienced parttimer to host our Saturday night party. Old pros especially welcome. Great station and pay. TOM MCGUIRE, OM: (717) 367-7700. EOE (3/27)

Springfield AOR seeks PM drive talent with strong production skills. T&R: Brian Hale, 45 Fisher Ave., East Longmeadow, MA 01028. No calls please. EOE (3/27)

GOLD/AC PD

Are you good enough to hold your own in a suburban NYC market? Are you experienced enough to 1) know a growth opportunity when you see it and to 2) build a team which will meet, then exceed, your own goals as well as management's? If so, and if 25K/yr starting salary is appealing, send resume & cassette scopes of 1) yourself and 2) your station to H. Brothers, Box 3580, Stamford, CT 06905. EOE

FULL-TIME NEWS DIRECTOR

For AC leader on Maryland's Eastern Shore. Must be hard working, able to interact with morning talent, and have high standards in news presentation & delivery. State experience in resume. Send T&R, ASAP! Jay Dennis, PD, WLWV-FM, 118 West Main Street, Salisbury MD 21801. EOE M/F

OPENINGS

HELP WANTED:

Top rated Western Maryland CHR Station looking for on-air talent! If you're a hard-worker with a great attitude, we want you! Send tape and resume to: P.O. Box 949, Hagarstown, MD 21741. EOE

GEMINI BROADCAST GROUP

COUNTRY MORNING PERSONALITY

Still looking for a bright morning personality for our Top 75 Southern market. Warm and relating, topical and humorous. Show us that you have a winning record in a measured market. One of the fastest growing radio markets in the country needs a bright, fresh morning show. Tell us why you're our ticket! Send cassette & resume to Radio & Records, 1930 Century Park West, #633, Los Angeles, CA 90067. EOE

SOUTH

WAIL! A 100,000w CHR serving the Florida Keys is accepting applications for future openings. All departments. T&R: Charlie Phillips PD, Key West, FL 33040.

A strong, imaginative anchor/reporter seeks challenge in major market. T&R to: Tom Adams, Box 381177, Miami, FL 33238. EOE (3/27)

Production Director needed for WVEZ & WAKY! Multitrack, creative copy a must. Salary and T&R: Mark, 558 4th Ave., Louisville, KY 40202. EOE (3/27)

Adult-oriented CHR seeks adult-oriented announcers for future opening. One-year minimum experience. Photo and T&R: PD, WPDZ, Box Z-103, Cheraw, SC 29520. EOE (3/27)

Mid-Atlantic AC seeks morning talent. T&R: Thomas Grooms, WPTX & WMDM, Lexington Park, MS 20653. EOE (3/27)

Afternoon air talent/PD for FSA. T&R: Key Gates, WGBR, Box 207, Goldsboro, NC 27533. EOE (3/27)

WQXY/Baton Rouge seeks overnight personality. Good production skills. T&R: Andy Holt, 100 St. James St., Ste. K-100, Baton Rouge, LA 70802. EOE (3/27)

PROGRAM DIRECTOR

Bright, creative, experienced for Jacksonville Florida's leading AC station. Minimum 5 years experience. Send resume and success stories to Mike Cohen, WIVY-FM, 3101 University Blvd. S., Jacksonville, FL 32216. EOE

NEWTALK

Strong programmer for Newstalk. Prefer Ex-Talk Host with news, management and people skills adept with broad strokes and details. T&R to Bob Poe, WKIS, 3500 West Colonial Drive, Orlando, FL 32806. EOE

NEW FM AC in beautiful coastal medium market looking for dynamic PD, MD and jocks. Be a part of major group's next success story. T&R in confidence to R&R, 1930 Century Park West, #653, Los Angeles, CA 90067. EOE

Y103 FM

Myrtle Beach, S.C. High Class Country FM/AM seeks experienced air personalities with good pipes for good paying, high-profile slots. Group owner is upgrading plant, signal and AP's. PD and three quality folks needed for beach duty. Call GM Gary Morris at (803) 651-7936. T&R to: Y-103, WYAK, P.O. Box 15401, Surfside Beach, S.C. 29587. EOE

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New broadcast group building CHR-FM Stations in S.E., N.E. and Midwest. Several possibilities, (all air shifts) in near future. Please send tape and resume to Radio & Records, 1930 Century Park West, Box #660, Los Angeles, CA 90067. EOE

OPPORTUNITIES

OPENINGS

\$500 REWARD!!! NATIONWIDE TALENT SEARCH

Tip us to the next on-air personality we hire and collect our cash. Maybe you! K104FM got on top of Dallas/Ft. Worth ratings with determined, workaholic professionals who'll do ANYTHING to stay there. Big dollars when you produce! Urban contemporary. Minorities/women encouraged. Calls OK! Cass. & Bio. to Michael Spears, KKDA-FM, 621 6th St., Grand Prairie, TX 75050.



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K E L I

98.7 FM

ALL NEW... EASY LISTENING PRODUCTION WHIZ

Mature voice still needed for Easy Listening FM. New state-of-the-art equipment. Undiscovered city of 100,000. T&R to Box 3834, San Angelo, Texas 76902. Salary \$24,000-\$28,000. EOE

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If you can relate one to one with your listener, have a great interest in country music, and want to become the best in America, then we want to talk to you. Live in the great Southwest and join a winner! Send T&R to Radio & Records, 1930 Century Park West, #662, Los Angeles, CA 90067. EOE

TEXAS AC

Dallas AC station has immediate opening for a NEWS PERSON. Must be conversational, upbeat and creative. Great writing required. Salary commensurate with experience. T&R plus writing samples to Radio & Records, 1930 Century Park West, #659, Los Angeles, CA 90067. EOE

WBLX 93 FM

New Sunbelt Urban seeks personalities for all dayparts. Send Tapes and Resumes to P.O. Box 1967, Mobile, AL 36633. No Phone Calls Please.

A Beasley Group Station

WSSX 95.5X

Charleston's #1 morning show needs a #1 sidekick/co-host. If you write great comedy, have a good voice and can be yourself on the air, we want to hear from you. Rush tape, resume and writing sample to: The Zoo, 95SX, PO Box 31089, Charleston, SC 29417. EOE

MIDWEST

The new WINK/Cincinnati seeks bright air talent who can dazzle young adults. T&R: C.C. Matthews, W. 8th & Matson Place, OH 45204. EOE (3/27)

University town CHR seeks self-motivated, energetic personality for PM slot. Minimum three years' experience. T&R: Larry Smalley, KVRO, Box 2228, Stillwater, OK 74076. EOE (3/27)

Sales! Large medium market AC/Country combo. Professionals only. Resume to: Bob Kranz, WNAW & WAHC, Box 707, Neenah, WI 54956. EOE (3/27)

OPENINGS

AEs needed for small market FM. Great Gold format. Starting pay above average. Sales experience required. Resume to: Stan Reed, WTOO-FM, Bellefontaine, OH 43311. EOE (3/27)

Central Wisconsin Country AM needs parttime talent to carry the ball on weekends. Experience necessary. Rush T&R: Dan Olsen, WXYQ, Box 247, Stevens Point, WI 54481. EOE (3/27)

All the best jobs . . . all over the country . . . every week in R&R Opportunities . . . check 'em out!

Wanted! Commercial production VO talent on freelance basis. Send high-quality boxed reel of best samples to: Colony Interconnects, 633 Jackson, Anderson, IN 46016. EOE (3/27)

Experienced team player needed for future. Top-rated station. 30+ audience. No calls. T&R: Retta Deal, WHFB, Box 608, Benton Harbor, MI 49022. EOE (3/27)

Midwest Gold seeks full and parttime talent. T&R: John David, WSAM, Box 1776, Saginaw, MI 48805. EOE (3/27)

Major market Adult Contemporary Christian radio station seeks warm, one-on-one personality. T&R: WMUZ, 12300 Radio Place, Detroit, MI 48228. EOE (3/27)

The NEW 600



Experienced variety talkshow host needed. Send T&R to attn: Perry, WTAC, P.O. Box 600, Flint, MI 48501. EOE

1330 WTRX

Mid-Michigan's News Authority seeks experienced talk show host. This market leader needs a highly knowledgeable team player. Salary \$20,000+. Send tape/resume to David Pinter, WTRX Radio, P.O. Box 1330, Flint, MI 48501. EOE

The Beaver 96.5 FM

PRODUCTION DIRECTOR

The Beaver 96.5 FM, Cincinnati and Dayton's country giant, has an immediate opening for a top notch Production Pro. Country experience preferred, but not a must. Decent bucks and benefits. Rush tape and resume in confidence to Ray Miller, Program Director, WBVE-FM, P.O. Box 42238, Cincinnati, Ohio 45242. EOE

OPENINGS

PRODUCER

Major market morning show seeks creative writer-producer with production skills to assist top-rated morning duo. Experience, or related experience, necessary. Responses to Radio & Records, 1930 Century Park West, #649, Los Angeles, CA 90067. EOE M/F



Now taking applications for air talent for great AC FM station. Need talent who can relate to adult audience with enthusiasm. MUST BE ABLE TO READ NEWS. Rush T&Rs to KGOR, 5010 Underwood Ave., Omaha, NE 68132 or call Tom Mikkelsen, (402) 556-8000. EOE

WEST

Air talent/production whiz needed for South Arkansas's leading station. CHR/AC format. C&R: Larry O'Neal, KIX-96, Box 1624, El Dorado, AR 71731. EOE (3/27)

Morning man! 5000w AM Classic Oldies station. Strong production abilities a must. T&R: Richard Chase, KOGO & KBBY, 6150 Olivas Park, Ventura, CA 93003. EOE (3/27)

N. CA 100,000kw, has money to spend for right air talent/production wizard. T&R: Jim Nelly, KXGO, Box 1131, Arcata, 95521. EOE (3/27)

News Director needed for Adult Rock mornings in sunny Las Vegas with breezy style. C&R: Craig Hodgson, KKLZ, 925 East Desert Inn Rd., Las Vegas, NV 89109. EOE (3/27)

Sleep with a scanner? Self-starter? Voice of authority? Beautiful NW Seattle area station seeks pro News Director. C&R: Sparky Taft GM, Box 1227, Everett, WA 98201. EOE (3/27)

Witty production man wanted. Good pay. Samples and T&R: Richard Chase, KOGO & KBBY, 6150 Olivas Park, Ventura, CA 93003. EOE (3/27)

Fulltime Production Director needed for hot AC FM in Medford, OR. If you love production, T&R: Jeff Salgo, 1190 E. Bell Rd., Anaheim, CA 92805. EOE (3/27)

Versatile morning announcer sought for New Age/Soft Rock station in Aspen. Some news background helpful. Contact Allen Scott: (303) 925-7383. EOE (3/27)

News reporter. Aggressive, investigative broadcast journalist for AM/FM. T&R: C. Chardonay, KSNO, 620 E. Hopkins, Aspen, CO 81611. EOE (3/27)

KKDJ/Fresno rocks Central California. Seek mature, enthusiastic AOR pro. Great production, team player. No calls. T&R: Art Farkas, 3636 N. First, Ste. 135, 93726. EOE (3/27)

CHR WDEK/De Kalb, IL has fulltime opening for energetic 6-11pm jock. Good copywriting and production skills required. Rush T&R: Dave Bavido, Box 925, 60115. EOE (3/27)

K108 FM

KXOA-FM, Sacramento's AC leader has a rare opening for a Production Director. Qualified applicants must have multi-track experience, imagination and be "Theatre of Mind" oriented. Submit production samples and air check before April 3rd to Tom Graye, KXOA, Inc., PO Box 1677, Sacramento, CA 95808. EOE

OPENINGS

POSITIONS SOUGHT

Your next Promotions Director is energetic and organized. Solid management skills. Will effectively increase TSL/AQH/CUME. Will relocate. STEVE: (617) 449-8141. (3/27)

Medium to small market. please! I'm honest, reliable, hard-working. Three years' experience air talent. Put me to work for you. JEFF: (209) 532-8485. (3/27)

Black air talent seeks fulltime opening in Florida. Four years' experience in Country/Urban Contemporary/CHR. JOHN MCINTOSH: (305) 857-0376/841-4812. (3/27)

Worked in major market for four years. Team player, not scared of production. Experience: PM drive, also formerly employed at WBMX/Chicago. DENNIS SCOTT: (312) 690-8110. (3/27)

Attention PDs: Hardworking professional with personality seeks position. Currently employed medium market (AOR). Will relocate. KEVIN RATTEREE: (417) 883-4060. (3/27)

You're there, I'm here. I'd rather be there so call me here. Will consider any format. KEVIN HART: (701) 838-6639 or 838-2051. (3/27)

Pro morning personality! Experienced, talented, good pipes. AC/C&W/Oldies, AM or FM. Small medium markets anywhere in US. Available immediately. BILL ROSS: (914) 238-8730. (3/27)

Talk show wanted! Humorous, provocative, knowledgeable. Politics, investing, sports, science, law. Currently professor, previously on-air. HOWARD: (703) 534-3194. (3/27)

Six-year creative personality seeks medium/large market. Prefer East Coast, CHR/URBAN/AC. Prefer drivetime. JIMBO: (802) 254-8453. After 5pm. (3/27)

DO YOU FEEL LUCKY?

Forget the lottery and take a chance on me! EXPERIENCED jock seeks full or part time on-air, production or board operator work ANYWHERE in So. CA. Very reliable and hard working. MARK LAROQ (714) 971-1616.

Morning pro! Major and large market success. Seek good bucks, stable station, and longterm commitment to dominate in large market. MACY: (419) 666-8943. (3/27)

Licensed, energetic radio broadcaster seeks employment in Minot, ND area. No preference of format. KEVIN: (701) 624-5355. (3/27)

Young broadcast school graduate seeks fulltime employment. Will relocate. Strong production skills. Prefer Country station. WALLY: (701) 838-2218. (3/27)

CHR/AC team player with ten years' medium market experience is ready to turn your competition into a parking lot. Prefer South or West. SHAWN: (605) 722-9025. (3/27)

Seven-year pro with major market experience, solid production. Seek medium to large market with stable, winning company. DON: (913) 242-8006. (3/27)

Double the pleasure, double the fun. DJ and sportscaster rolled into one. Recent broadcasting school graduate. BRIAN: (701) 852-4807/776-8638. (3/27)

Cheap and effective. Entry-level broadcast graduate. Good pipes, good production. BOB: (701) 938-4459/938-4354. (3/27)

Get the best to polish and keep your best. Successful OD/PD sees serious commitment. Great air, production, and promotions. JOHN: (313) 227-6328. (3/27)

Free agent sportscaster seeks winning team. Exciting, PBP, informative sports talk. Will combine announcing, news, and production. Check my stats by calling BILL: (216) 255-8143. (3/27)

Broadcast veteran wishes to settle into small market. Tired of BS, need stability, moved enough. OM/PD position. Leave info: (704) 586-5278. (3/27)

You're heading to the top? Seek proven winner? KCBS & KRQR's JON BRENT seeks your major market position. (209) 523-8332. (3/27)

MORNING TALENT

We're in the process of building one of the best A/C stations in the midwest. We need a great morning show to finish off a superb staff. Solos or teams, we're open to either. If you've always wanted to team up with someone else, but needed a station to give you that first break, we could be the one. Our main criteria is that you're GOOD. No beginners. The person(s) should be well rounded on jocking abilities. Able to be funny sometimes, entertaining all the time, topical, do some phones, be warm and human, and relate. We're not looking for another Dees or Imus, but you are going to have to compete in the toughest A/C market in the country.

We'll provide you with everything you need to make you happy, and help you to win. This is a company that understands programming. Tapes & Resume to Pat Holiday, P.D., WLTI, 20300 Civic Center Dr. Suite 300, Southfield, MI. 48076 EEO (313) 354-9300

W-LITE 93 FM

OPPORTUNITIES

POSITIONS SOUGHT

Laid back, light-hearted morning man wants to move out of snow belt. Small/medium market. RANDY: (808) 846-4419. (3/27)

Cutting edge CHR/AC air talent seeks challenge in South-west. PD/MD/OM/AT. Any openings, contact SHAWN: (505) 722-8025. Available. (3/27)

California boy ready to move! CHR/Urban, MD experience. Plus lots of production. Will work anywhere. Don't delay, call today. SCOTT: (818) 362-3000. (3/27)

Need somebody yesterday? CHR/college jock ready to relocate, now! Format flexible. Strong writing and production skills. Small market OK. JOHNNY: (714) 494-1690. (3/27)

IF YOU READ THIS AD YOU SHOULD BE COMMITTED! To winning, that is! Major market experienced personality available to breathe life into CHR, AOR, AC afternoons or mornings. Phones, drops, prep, more! **Dave Kelly (216) 235-5282.**

AOR personality, six-year pro, seeks PM drive shift at a rock-er. Prefer West, but you know. Let's rock. VIC: (512) 335-8045. (3/27)

Adult communicator ready to make your AC, Oldies or Classic Rock station a winner with humor and music/sports trivia. Ready for medium to larger market. ROB: (312) 577-5771. (3/27)

Black, eight years' experience. Good production and excellent voice. Will relocate. Seek station that wants to win. Salary negotiable. RON FOLKS: (803) 779-3281. (3/27)

Two-year news anchor from CA who has covered football to politics seeks reporting job. Prefer West. DAVID MELLO: (408) 385-0194. (3/27)

Community-minded PD/MD is available now. A team player with a warm, mature sound. MICHAEL: (615) 381-5159. (3/27)

Quality jock seeks quality station. Prefer Colorado. Call MARK: (402) 475-1449. (3/27)

Give me a call and I'll give you six years of solid radio experience. AT/News/Sports (PBP)/Production. Prefer Northeast. CHUCK: (413) 774-4267. (3/27)

Are you looking for a young, ambitious, hardworking team player who's talented and experienced? Look no further. Call PENNY: (319) 323-8208. (3/27)

Nine-year CHR/AOR vet seeks afternoon/evening show. T&R: STEVEN: (318) 982-7388. (3/27)

News pro! Great pipes, writing, digging, delivery, and creative use of sound. Solid references, major market experience. WAYNE SMITH: (503) 292-2261. (3/27)

**Dave-o the Sperm Whale
Beached in Louisville!**
(812) 282-9734

Seeking CHR afternoons/nights, CHR/AOR Morning team, or Production. Plays well with other children! Writez gud! A funny, creative, capable guy!

Six-year creative CHR personality. Prefer the East. Entertainer/communicator, not announcer. Excellent production, remotes, and looks. JIMBO: (802) 254-8453. (3/27)

Communicator experienced in talk/interview, DJ, and production seeks small to medium market. Excellent people skills. Prefer Classical/Jazz or B/EZ. JIM: (714) 839-5105. (3/27)

Uptempo, yet adult; hot, yet cool; fun, yet serious; hard, yet soft; strange, yet true; digital, yet analog; wet, yet dry. DAVE KELLY: (218) 235-5202. (3/27)

Talent and versatility, excellent sports background. Announcing, news, production, and automation. College and broadcast school. BILL: (216) 255-8143. (3/27)

Wanted! Medium to large market station for ambitious copywriter with great voice and production skills. REBECCA: (504) 387-3552. (3/27)

Others may promise, I can deliver. MICHAEL J. MALLOY, feeling good like a DJ should. CHR/AC/AOR. (812) 254-3121. (3/27)

POSITIONS SOUGHT

Personality of the year available June 15. A 28-year radio veteran. (913) 273-4008. (3/27)

Aggressive, hardworking personality looking for a change. Willing to go anywhere et anytime to help you. CHIP: (305) 961-9949. (3/27)

100kw, high-energy personality is loose! Sports, news, and rock music are my life! I'll prove it. Call STEVE RENO: (818) 340-6430 in the AM. (3/27)

Articulate female with nine years' experience wants to move up. Strong news, production, writing skills. DIANA: (703) 243-3787. (3/27)

Get me out of Louisville! Very hardworking, motivated female seeks fulltime jock position. Direct inquiries to TINA: (502) 231-0414. (3/27)

Dedicated workaholic with three years' experience seeks on-air and other duties with right station. JOHN: (805) 523-7815. (3/27)

Small market morning man looking to be morning sidekick in medium market. Experienced, cooperative, and quick. Please leave message at (214) 278-5003. (3/27)

Creative young air/production talent seeks first commercial gig or will collect tolls forever. Hire me or it'll be on your head. TONY JOCKEY: (718) 372-2094. (3/27)

Have computer, will travel. Ten-year vet seeks major market music, research, promotion or assistant PD. AOR/CHR/AC. MARK: (303) 630-7389 evenings. (3/27)

Best late-night man in nation! Everybody's favorite uncle. Ready for majors. Prefer South or a coast. Call now. Operators standing by: T.C. (205) 478-3134. (3/27)

AOR personality with reliable delivery. Top 60 market experience, seek fulltime gig. AOR-related formats. JOHN: (312) 784-1327. (3/27)

LOOKING FOR AN URBAN PD?

Presently employed at the highest rated and most respected Urban station in the nation. Seeks on air PDship of Black/Urban FM in Top 100 market, at a station that's committed to winning and that will provide full promotional support.

Experience includes working in both Urban and CHR formats as well as AC. Extensive knowledge of programming, music, promotions as well as research. If you're looking for someone who possesses maturity, leadership and people skills then let me take your station to the top. Let's talk. **(504) 346-7525**

Strong voice, solid production. Proven talent in Lansing market. Prefer Midwest. No small markets, please. MICHAEL: (517) 787-4875. (3/27)

Write if I get work. Prefer morning AC. Voice production experience. Great attitude. Seek challenge and reward. CHRIS: (803) 877-8575. Operators are sitting by. (3/27)

Lady air personality. Seek morning sidekick position or evenings. Five years' experience, great numbers. Florida area. JJ McKay: (305) 884-7812. (3/27)

Versatile, conscientious broadcaster with PD experience seeks new team-oriented organization. Good attitude and solid references. DAVE: (808) 254-8095. (3/27)

CHR night/overnight talent. Seven years' experience. Seek new challenge. Prefer Florida. (305) 721-0582. (3/27)

News hustler with top 25 market experience seeks something beyond reading wire copy and writing around national audio. STEVE LYLE: (818) 339-8839. (3/27)

Hot morning show. P.T.: (703) 373-0718. (3/27)

Three years in small market. MD/PD/News/Continuity. Time to move up. A great find waiting to be discovered. JEFF: (904) 584-7074. (3/27)

Assistant PD/MD seeks same or PD. Promotion-oriented workaholic; will relocate for half costs. Will prove self for little money! SCOTT: (313) 661-2289. (3/27)

POSITIONS SOUGHT

To radio stations seeking experienced producer at entry level pay. Gave my guts for two years at respected NY stations. JOEY D. (201) 488-2700. (3/27)

Like redheads? News gal/jock with six years' experience plus BA seeks relocation. Bright, honest, offbeat. KAREN: (702) 798-2921. (3/27)

Available! CHR pro with energy, team player. #1 Arbitron and Birch nights and PM drive in Cheyenne/Portland, ME: 14 years in radio, major market experience. (207) 797-2462. (3/27)

Available now! Sharp, enthusiastic DJ with experience in small market news, production, copy. CHR/AOR/AC. TOM: (319) 753-1763. (3/27)

News/Talk anchor/reporter/host. Top 15 market newsmen with personality willing to relocate. Master's/Syracuse. JOE DeSTIO: (412) 621-9895. (3/27)

Tired of unmotivated talent? Drug free pro seeks SE Michigan AOR/CHR/Classic station with spunk. My tape's yours, but prefer audition. STU: (313) 773-6782. (3/27)

You finally found me. Currently Program/News Director with plenty of sports PBP, dynamite production. Seven years' experience. PAUL: (318) 343-8525. (3/27)

I haven't given up radio for Lent. AOR automation and public affairs experience. Seek on-air AOR. Other formats considered. Prefer Midwest. AL: (312) 366-0242. (3/27)

Winning track record PD/OM with eight years' experience looking for next medium/large market challenge. Station sold. CHR/AC, #1 morning show. RICK: (806) 783-8745. (3/27)

THE PATRON SAINT OF ROCK AND ROLL

SHAWN ST. JAMES is ready to turn your competition into a parking lot. 10 year CHR/HOT AC pro is ready for a new challenge in the sunbelt. ABLE TO COMMUNICATE WITH ADULTS AS WELL AS TEENS. ABLE TO TAKE DIRECTION IN HIGHLY STRUCTURED FORMAT. Creative production, phones, and more. PD/MD/OM POSITIONS DESIRED. 15th caller gets me now at **(505) 722-9025/(713) 728-1348.**

News personality, three years' experience. Dependable, hardworking, and available. Seek full or parttime position in Western Washington. MARK: (206) 745-0379. (3/27)

Seek small/medium market PD-management position. Currently large market AE, former small market PD/producer. Six years' experience. STEVE: (303) 971-0993 evenings. (3/27)

100kw, high-energy rocker is loose! Sports, news, and rock music are my life! I'll prove it. STEVE RENO: (213) 340-6430. (3/27)

Score a winner in PM drive. Seven-year CHR pro. Hot production and voices. Prefer Southern medium markets, but make me an offer. STEVE: (703) 978-6609. (3/27)

Reliable announcer, five years' experience, seeks position at AC/CHR/AOR East Coast medium market or parttime in NYC. SAL: (412) 783-9508. (3/27)

Experienced, hardworking copywriter/announcer who doesn't mind working late seeks fulltime position. MARK: (303) 857-6398. (3/27)

In the Roman days THEY RULED! In the 80's we hope for a FEW.

THE GLADIATOR

- CHR/Urban PDs:
- #1 Jock in Top Five Market
- #1 in Appearances
- Strong, Enthusiastic Presentation With Style

Uniqueness

Likeability

Make The Call:

(213) 207-9737

The "Midnight Rider" is ready to gullup from the top 50 into your neighborhood. Complete with four plus years' experience. No assembly required. JON: (305) 734-7595. (3/27)

Orlando! Moving to Central Florida in August. Agency and radio experience. Sales/promotion track record. Dedicated, high energy ideas, and MBA. HANK: (804) 466-8283. (3/27)

Seasoned, top-rated morning man available immediately. Medium market experience. Seek AC/CHR/Country formats. Call collect: J.R. GREELEY. (314) 474-6259. (3/27)

If your CHR seeks new air talent/production, I'm looking for you. Let's talk. BILL: (518) 798-1009. (3/27)

Young voice with mature delivery and strong production seeks any shift at a superb facility. Currently employed. BA/Journalism, four years on-air. MARK: (405) 255-6712. (3/27)

You want me! Great jock, good production. CHR/AC/AOR. DENNIS/JENSEN: (312) 425-9485. (3/27)

POSITIONS SOUGHT

Hardworker loves broadcasting! Currently employed for Oldies station in Midwest. Will relocate. Witty and alive on-air. J.H., Box 2344, Davenport, IA 52806. (3/27)

Rochester, Buffalo, Syracuse! Take me home. Great jock, voices, very nice ratings. Want to do nights. JAHIE: (305) 651-7811. (3/27)

Seek reentry to the industry in news/airshift. Parttime Classic Rock and religious jock prefers Midwest, but let's talk. LAURIE: (818) 523-3895. (3/27)

Enthusiastic female. AA degree in radio/television; seeks full-time sales position anywhere. AUDREY: (612) 432-5665. (3/27)

Experienced, successful PD. Creative, resourceful, organized. Seven years on-air; major market, too. Prefer top 200 markets. Call: (615) 883-5900. (3/27)

I've got the new format blues. Seek Midwest CHR. Five years' experience. Please call and leave message. T.R.: (517) 482-2001. (3/27)

JOHN QUAYLE (412) 228-0563

Four and a half years experience, looking for an opportunity to contribute in a positive and stable environment. Major market experience. Top fifty markets only. No shift or format preference.

I cover all the bases! Sports, news, announcing, and production. Three years plus college and broadcast school. All offers considered. Will relocate. BILL: (216) 255-8143. (3/27)

Small market for former weekend jock. I like news and tunes. Copywriting, promotions, sales, and public relations. No problem. LAURIE: (816) 523-3895. (3/27)

Experienced radio announcer and PD seeks either position in Florida with another winning team. GARY: (305) 695-8507. (3/27)

CHR high-energy hardworking pro wants to move, West Coast. All up books (9.7-12.8-16.6). (3/27)

CHR AM/PM drive. 14 years' experience, eight programming. K106, Z93, QX103, WROQ, WAYS. Hardworking, dependable, great references. R.P. MacMURPHY: (916) 591-8003. (3/27)

You want a new drug? I want a new job. Four years' experience and seek more. JAY: (303) 565-9582. (3/27)

MISCELLANEOUS

KLCC needs record service for our AOR/CHR hybrid format. ATTN: Brian Rumbaugh, KLCC, Los Angeles City College, 855 N. Vermont, Los Angeles, CA 90029. (3/27)

R&R Opportunities Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Attention PDs, OMs, NDs, GMs Searching for Talent? CALL NATIONAL!

It's Quick ... Easy ... and your only cost is a telephone call ... 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now — 205-822-9144.

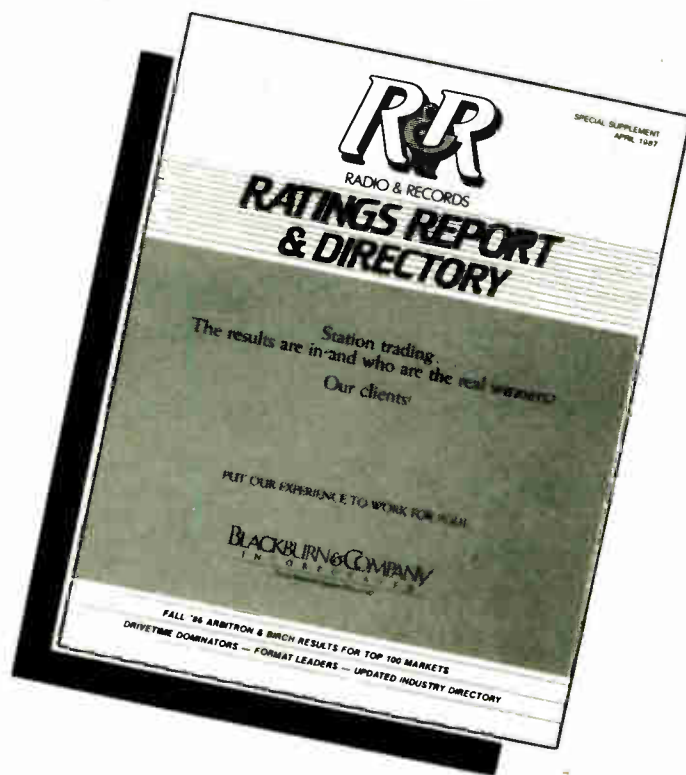
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NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Alpha

STEVE WINWOOD "The Finer Things"

Easy Listening

ROGER WILLIAMS "The Longest Time"

JERRY GOLDSMITH "The Theme From Hoosiers"

STEVE LAWRENCE "For You, For Me, Forever More"

Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

Adult Contemporary

LIONEL RICHIE "Se La"

MADONNA "La Isla Bonita"

B. JOEL & R. CHARLES "Baby Grand"

CHICAGO "If She Would Have Been Faithful"

ANITA BAKER "Same Ole Love (365 Days A Year)"

Modern Country

KEITH WHITLEY "Hard Livin' "

BILLY JOE ROYAL "Old Bridges Burn Slow"

NITTY GRITTY DIRT BAND

"Baby's Got A Hold On Me"

EDDY RAVEN "You're Never Too Old For Young Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

LIONEL RICHIE "Se La"

FLEETWOOD MAC "Big Love"

WORLD PARTY "Ship Of Fools"

THOMPSON TWINS "Get That Love"

BRYAN ADAMS "Heat Of The Night"

HUEY LEWIS & THE NEWS "I Know What I Like"

The AC Format

FLEETWOOD MAC "Big Love"

Concept Productions

Elvin Ichyama (916) 782-7754

CHR

DONNA ALLEN "Serious"

LIONEL RICHIE "Se La"

FLEETWOOD MAC "Big Love"

SHIRLEY MURDOCK "As We Lay"

BRYAN ADAMS "Heat Of The Night"

Country

T.G. SHEPPARD "You're My First Lady"

EARL THOMAS CONLEY "That Was A Close One"

SWEETHEARTS OF THE RODEO "Chains Of Gold"

AC

FLEETWOOD MAC "Big Love"

THOMPSON TWINS "Get That Love"

Drake-Chenault

Joe Patrick (800) 247-3303

XT-40

LIONEL RICHIE "Se La"

MADONNA "La Isla Bonita"

FLEETWOOD MAC "Big Love"

BRYAN ADAMS "Heat Of The Night"

JODY WATLEY "Looking For A New Love" RadioHistory

DRAKE-CHENAULT

Contempo 300

LIONEL RICHIE "Se La"

FLEETWOOD MAC "Big Love"

MADONNA "La Isla Bonita"

CHICAGO "If She Would Have Been Faithful"

ANITA BAKER "Same Ole Love (365 Days A Year)"

GREGORY ABBOTT "I Got The Feeling (It's Over)"

Great American Country

JUDY RODMAN "Girls Ride Horses Too"

SWEETHEARTS OF THE RODEO

"Chains Of Gold"

NITTY GRITTY DIRT BAND

"Baby's Got A Hold On Me"

DAVID ALLAN COE "Need A Little Time Off For Bad Behavior"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

LIONEL RICHIE "Se La"

FLEETWOOD MAC "Big Love"

MADONNA "La Isla Bonita"

GINO VANNELLI "Wild Horses"

THOMPSON TWINS "Get That Love"

BANGLES "Walking Down Your Street"

P. GABRIEL & K. BUSH "Don't Give Up"

JENNIFER WARNES "First We Take Manhattan"

Your Country

JOHNNY PAYCHECK "Come To Me"

WHITES "There Ain't No Binds"

GENE WATSON "Honky Tonk Crazy"

CHARLEY PRIDE "Have I Got Some Blues For You"

Hit Rock

FLEETWOOD MAC "Big Love"

WORLD PARTY "Ship Of Fools"

BRYAN ADAMS "Heat Of The Night"

CHRIS DeBURGH "The Lady In Red"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

EARL THOMAS CONLEY "That Was A Close One"

BILLY MONTANA & THE LONGSHOTS "Crazy Blue"

CHARLEY PRIDE "Have I Got Some Blues For You"

JOHN SCHNEIDER "Love You Ain't Seen The Last Of Me"

The Ultimate AC

ATLANTIC STARR "Always"

JENNIFER WARNES "First We Take Manhattan"

P. LABELLE & B. CHAMPLIN "The Last Unbroken Heart"

A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting (For Me)"

The Programming

Consultants

Steve Penny (800) 843-7807

Stereo Rock

LIONEL RICHIE "Se La"

MADONNA "La Isla Bonita"

FLEETWOOD MAC "Big Love"

BRYAN ADAMS "Heat Of The Night"

AC

ANITA BAKER "Same Ole Love (365 Days A Year)"

BURNS SISTERS "Listen To The Beat Of A Heart"

SERGIO MENDES "What Do We Mean To Each Other"

Country

T.G. SHEPPARD "You're My First Lady"

SWEETHEARTS OF THE RODEO "Chains Of Gold"

EDDY RAVEN "Never Too Old For Young Love"

Radio Arts

John Benedict (818) 841-0225

Country's Best

BRUCE HORNSBY & THE RANGE

"Mandolin Rain"

NITTY GRITTY DIRT BAND

"Baby's Got A Hold On Me"

Soft Contemporary

LIONEL RICHIE "Se La"

STEVE WINWOOD "The Finer Things"

Sound 10

LIONEL RICHIE "Se La"

FLEETWOOD MAC "Big Love"

CHICAGO "If She Would Have Been Faithful"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

B. JOEL & R. CHARLES "Baby Grand"

Country Coast-To-Coast

DAN SEALS "I Will Be There"

GARY MORRIS "Plain Brown Wrapper"

Rock 'N' Hits

U2 "With Or Without You"

MADONNA "La Isla Bonita"

Transtar

Adult Contemporary

Mike Tanner (213) 460-6383

LUTHER VANDROSS "Stop To Love"

STEVE WINWOOD "The Finer Things"

A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting (For Me)"

Country

Rick Hones (213) 460-6383

DON WILLIAMS "Senorita"

KATHY MATTEA "You're The Power"

OAK RIDGE BOYS "It Takes A Little Rain"

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

MARCH 27, 1987

- 1 PAQUITO D'RIVERA/Manhattan Burn (Columbia)
2 DAVID NEWMAN/Heads Up (Atlantic)
3 MICHEL PETRUCCIANI featuring HALL & SHORTER/Power Of Three (Blue Note)
4 MICHAEL GARSON/Serendipity (Reference)
5 BILL SHIELDS & STANLEY CLARKE/Shieldstone (RSVP/Optimism)
6 DAVID SANBORN/A Change Of Heart (WB)
7 LARRY CARLTON/Last Nite (MCA)
8 JOHN SCOFIELD/Blue Matter (Gramavision)
9 WAYNE SHORTER/Phantom Navigator (Columbia)
10 MARLENA SHAW/It Is Love (Verve)
11 PASSPORT/Heavy Nights (Atlantic)
12 BLUE SKY/Wish I Were Here (Bannerworks)
13 EDDIE GOMEZ/Discovery (Columbia)
14 VIC VOGEL/Awesome! Big Band (Pinnacle)
15 KOINONIA/Frontline (MCA)
16 JOE HENDERSON/The State Of The Tenor, Vol. 2 (Blue Note)
17 PONCHO SANCHEZ/Papo Gato (Concord)
18 FUTURE PROSPECT/Future Prospect (DSP/Optimism)
19 BOB BROOKMEYER/Oslo (Concord)
20 CHICK COREA/Trio Music, Live In Europe (ECM)
21 CARMEN LUNDY/Good Morning Kiss (Black-Hawk)
22 JOHN CHIODINI/Weightless (MCA)
23 OSCAR CASTRO-NEVES/Oscar (Living Music/Windham Hill)
24 KENIA/Initial Thrill (Zebra/MCA)
25 GARY BURTON/Whiz Kids (ECM)
26 NIGHTNOISE/Something Of Time (Windham Hill)
27 ASTRUD GILBERTO PLUS JAMES LAST/Astrud Gilberto Plus James Last Orchestra (Verve)
28 SCOTT HAMILTON/The Right Time (Concord)
29 MARK MURPHY/Night Mood (Milestone/Fantasy)
30 RIPPINGTONS/Moonlighting (Passport Jazz)

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Tyrone Davis; WYLD-FM/New Orleans, Dell Spencer; WDMT/Cleveland, Calvin Hicks.

NEW & ACTIVE

- COURTNEY PINE "Journey To The Urge Within" (Antilles/Island) 16/9
ELVIN JONES/McCOY TYNER "Reunited" (Black-Hawk) 14/5
JAMES NEWTON "Romance & Revolution" (Blue Note) 14/5
BILL BERGMAN "Midnight Sax" (Passport Jazz) 14/2
KEN WILEY "Visage" (Passport Jazz) 14/1
JOHN HICKS "In Concert" (WB) 13/3
AZYMUTH "Tightrope Walker" (Milestone/Fantasy) 10/1
TONIGHT SHOW BAND with DOC SEVERINSEN "Volume #2" (Amherst) 9/6
HUGH MASEKELA "Tomorrow" (WB) 9/1

MOST ADDED

- GARY BURTON (15)
A. GILBERTO plus J. LAST (9)
COURTNEY PINE (9)
MARLENA SHAW (8)
BILLY MITCHELL (7)
JOHN SCOFIELD (7)
KENIA (6)
TONIGHT SHOW BAND ... (6)

HOTTEST

- DAVID NEWMAN (20)
PAQUITO D'RIVERA (19)
M. PETRUCCIANI 1/HALL ... (17)
DAVID SANBORN (10)
B. SHIELDS & S. CLARKE (10)
MICHAEL GARSON (9)
JOHN SCOFIELD (9)
PASSPORT (8)
MARLENA SHAW (8)

- BILLY MITCHELL "Faces" (Vista/Optimism) 8/7
ABDULLAH IBRAHIM "Ekaya" (Black-Hawk) 8/0
WOODY SHAW "Solid" (Muse) 8/0
MADHOUSE "8" (Palsley Park/WB) 7/1
LONNIE LISTON SMITH "Make Someone Happy" (Doctor Jazz) 7/0
DAVE MCKENNA "My Friend The Piano" (Concord) 7/0
OSCAR PETERSON FOUR "If You Could See Me Now" (Pablo/Fantasy) 6/5
MILT JACKSON "Brother Jim" (Pablo/Fantasy) 6/3
HERB ALPERT "Keep Your Eye On Me" (A&M) 6/2
CEDAR WALTON "The Trio - 1" (Red/PSI) 6/2
FRED RAULSTON "Fred's Rescue" (Sea Breeze) 6/1
NINA SIMONE "Let It Be Me" (Verve) 6/1
STEVE KUHN TRIO "Life's Magic" (Black-Hawk) 5/3
FRANK POTENZA "Soft & Warm" (TBA/Palo Alto) 5/3
SONNY CLARK MEMORIAL QUARTET "Voodoo" (Black Saint) 5/2

REGIONALIZED ADDS & HOTS

EAST

- WGBH/Boston
WVBT/Charlottesville
WVOT/Noelville
WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit

SOUTH

- WVOT/Noelville
WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit

MIDWEST

- WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit
WVBE/Chicago
WDET/Detroit

WEST

- KJZZ/Portland
KJZZ/Portland
KJZZ/Portland
KJZZ/Portland
KJZZ/Portland
KJZZ/Portland
KJZZ/Portland
KJZZ/Portland

- KJZZ/Portland
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47 Reporting Stations
47 Current Reports

VIOLINIST, COMPOSER, AND FORMER MISS BLACK AMERICA! HER DEBUT ALBUM "SONYA" ON YOUR DESK NEXT WEEK! FROM COLUMBIA RECORDS



RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS.

FREDDIE JACKSON

I Don't Want To Lose Your Love (Capitol)

77% of our reporting stations on it. Rotations: Heavy 5/0, Medium 32/5, Light 33/13, Total Adds 18 including WDAS, WUSL, WAMO, WEDR, WJLB, KPRS, KSOL, WDKX, WQMG, WPLZ. Debuts at number 27.

LIONEL RICHIE
So La (Motown)

74% of our reporting stations on it. Rotations: Heavy 0/0, Medium 16/3, Light 51/27, Total Adds 30 including WXYV, WILD, WDJY, WVEE, KMJQ, WEDR, WYLD-FM, WDMT, WJLB, KMJM, OC104, WKGN, WWWS.

SHIRLEY MURDOCK
Go On Without You (Elektra)

68% of our reporting stations on it. Rotations: Heavy 4/0, Medium 27/2, Light 31/16, Total Adds 18 including WBLK, WDAS, WUSL, WOWI, WGCI, KPRS, KMJM, KJLH, XHRM, WEKS.J Debuts at number 38.

BLAKE & HINES
Sherry (Motown)

62% of our reporting stations on it. Rotations: Heavy 3/0, Medium 20/0, Light 33/4, Total Adds 4, WNHC, WXOK, WJJS, KMYX.

JAMES "D-TRAIN" WILLIAMS

Oh How I Love You (Girl) (Columbia)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 22/3, Light 32/6, Total Adds 9, WAMO, WFXA, WQOK, WORL, KHYS, WPLZ, WWDM, WGPR, KPRW.

NEW & ACTIVE

ISLEY JASPER ISLEY "8th Wonder Of The World" (CBS Associated) 54/29

Rotations: Heavy 0/0, Medium 8/4, Light 46/25, Total Adds 29, WILD, WVEE, WGCI, KPRS, KJLH, WKND, WNHC, WJZ, KQXL, WXOK, WPEG, KDLZ, WQFX, WJMI, KIIZ, WKGN, KOKY, WLOU, WOIM, WORL, KDKS, WCIN, Z103, WGPR, WKWM, KATZFM, WVOI, KKPW.

NORWOOD "I Can't Let You Go" (MCA) 51/11

Rotations: Heavy 1/0, Medium 11/0, Light 39/11, Total Adds 11, WYLD-FM, K94, WBMX, WDMT, KPRS, KMJM, KSOL, WFXA, WENN, KJCB, WQOK. Heavy: WTMP. Medium: WDAS, WZAK, WNHC, WDKX, WJIZ, WPAL, WZAZ, WANM, WTLK, KATZFM, KDKO.

O'BRYAN "Driving Force" (Capitol) 50/7

Rotations: Heavy 0/0, Medium 25/1, Light 25/6, Total Adds 7, WBLK, WAMO, WVEE, WBMX, XHRM, WKND, Z103. Mediums include: K104, WEDR, WGCI, KMJM, WJIZ, WATV, WPEG, WFXC, WJMI, KIIZ, WBLX, WQOK, WORL, WTLK, WWWS, KBUZ, KKPW.

COVER GIRLS "Show Me" (The Fever/Satra) 49/5

Rotations: Heavy 9/0, Medium 22/1, Light 18/4, Total Adds 5, WENN, WHYZ, WLOU, WWDM, KMYX. Heavy: WWINFM, WDAS, WUSL, WBMX, WGCI, KPRS, XHRM, WDKX, WKGN. Mediums include: WDIA, WHRK, K94, WOWI, WTMP, WBLZ, WZAK, WLUM, KMJM, WKND. Debuts at number 39 on the Black/Urban chart.

CHUCK STANLEY "Day By Day" (Def Jam/Columbia) 49/4

Rotations: Heavy 3/0, Medium 19/2, Light 27/2, Total Adds 4, WBLZ, WDMT, KDAY, WFLA. Heavy: WDAS, KJLH, WNHC. Medium: WILD, WBLK, KMJQ, WDIA, WEDR, KSOL, WKND, WJIZ, WEKS, WENN, WPDQ, Z16, WJJS, WBLX, WORL, KHYS, KDKO.

CLAUDIA BARRY "Can't You Feel My Heart Beat" (Epic) 49/10

Rotations: Heavy 0/0, Medium 6/1, Light 32/9, Total Adds 10, WUSL, KMJQ, WYLD-FM, WDMT, WJLB, WLUM, WJMI, WGPR, WFLA, KKPW. Medium: WAMO, WDIA, WTMP, WNHC, WDKX, WPAL, KHYS.

AL GREEN "Everything's Gonna Be Alright" (A&M) 39/7

Rotations: Heavy 0/0, Medium 11/0, Light 28/7, Total Adds 7, WXYV, WZAK, KDAY, KJLH, OC104, Z16, WORL. Medium: WAMO, WHUR, WTMP, WJLB, WDKX, WFXC, WHYZ, WBLX, WWDM, WANM, WGPR.

DAVID SANBORN "Chicago Song" (WB) 38/14

Rotations: Heavy 0/0, Medium 5/1, Light 33/13, Total Adds 14, WVEE, WJLB, WNHC, WENN, WQFX, WKXI, WZAZ, WJYL, WBLX, WOIM, WORL, KHYS, KDKS, WWWS. Medium: WATV, WANM, KATZFM, KDKO.

MANHATTANS "All I Need" (Columbia) 38/11

Rotations: Heavy 0/0, Medium 4/1, Light 34/10, Total Adds 11, WBLK, WAMO, WOWI, KPRS, WEKS, WATV, WENN, WPEG, KOKY, WJYL, Z103. Medium: WTMP, WXOK, WQFX.

ROSE ROYCE "Lonely Road" (Omni/Atlantic) 37/2

Rotations: Heavy 1/0, Medium 17/0, Light 19/2, Total Adds 2, KJLH, WJYL. Heavy: KDKS. Medium: WILD, WDAS, WAMO, WYLD-FM, WZAK, WQOK, WATV, WKXI, WZAZ, WJJS, WBLX, WQOK, KHYS, WTLK, WWWS, KATZFM.

LUTHER INGRAM "Don't Turn Around" (Profile) 36/1

Rotations: Heavy 0/0, Medium 20/0, Light 18/1, Total Adds 1, WBMX. Medium: WDIA, WEDR, WTMP, KPRS, WXOK, WATV, WENN, WPAL, WFXC, WQXI, WZAZ, KJCB, WQIS, WORL, KHYS, KDKS, WANM, WTLK, KDKO.

LISA LISA & CULT JAM with FULL FORCE "Head To Toe" (Columbia) 33/33

Rotations: Heavy 0/0, Medium 6/6, Light 27/27, Total Adds 33, WBLK, WUSL, WAMO, WVEE, WHRK, WYLD-FM, K94, WOWI, WBMX, WGCI, WBLZ, WZAK, KMJM, KDAY, KJLH, XHRM, WNHC, WDKX, WJIZ, WEKS, WATV, WPAL, WPEG, WHYZ, KIIZ, WJYL, WPLZ, WANM, WKWM, KATZFM, KDKO, KMYX, KKPW.

MANTRONIX "Who is It" (Sleeping Bag) 30/2

Rotations: Heavy 0/0, Medium 12/0, Light 18/2, Total Adds 2, WDJY, WVOI. Medium: WWINFM, WXYV, WDIA, KPRS, KQXL, WXOK, WQFX, WKXI, KJCB, WQIS, WALT, WTLK.

LAKESIDE "Relationship" (Solar/Capitol) 29/17

Rotations: Heavy 1/0, Medium 6/3, Light 22/14, Total Adds 17, WOWI, WBLZ, KPRS, KSOL, WNHC, WJIZ, WPEG, WFXC, WJMI, WLOU, WJJS, WOIM, WQOK, WWDM, WGPR, WFLA, KKPW. Heavy: KDKS. Medium: WATV, KIIZ, WWWS.

TRINERE "They're Playing Our Song" (Jampacked) 28/3

Rotations: Heavy 1/0, Medium 11/0, Light 16/3, Total Adds 3, WPAL, WZAZ, KOKY. Heavy: WEDR. Medium: WLUM, KDAY, KSOL, WENN, WKGN, WJYL, WORL, KHYS, WCIN, WTLK, WFLA.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

MOST ADDED

LISA-LISA & CULT JAM (33)
LIONEL RICHIE (30)
ISLEY JASPER ISLEY (29)
CAMEO (21)
FREDDIE JACKSON (18)
SHIRLEY MURDOCK (18)
FIVE STAR (17)
LAKESIDE (17)
WHISTLE (17)
DENIECE WILLIAMS (16)

HOTTEST

CLUB NOUVEAU (55)
JODY WATLEY (55)
PRINCE (52)
KOOL & THE GANG (42)
HERB ALPERT (39)
SHEILA E (28)
SYSTEM (22)
MILLIE SCOTT (18)
STARPOINT (15)
L. VANDROSS f/g. HINES (15)

RAY GOODMAN & BROWN "Celebrate Our Love" (EMI America) 26/14

Rotations: Heavy 0/0, Medium 6/3, Light 20/11, Total Adds 14, WDAS, KMJQ, WEDR, WZAK, KPRS, XHRM, WKND, WJIZ, KDLZ, WJMI, WJYL, WQOK, WGPR, WWWS. Medium: WJLB, WFLA, KBUZ.

CYRE "Last Chance" (Fresh/Sleeping Bag) 26/5

Rotations: Heavy 0/0, Medium 8/0, Light 18/5, Total Adds 5, WTMP, WKXI, WLOU, WBLX, WWDM. Medium: WJIZ, KQXL, WXOK, WPAL, KJCB, WQIS, WALT, WFLA.

GRANDMASTER FLASH "U Know What Time It Is" (Elektra) 26/2

Rotations: Heavy 2/0, Medium 7/0, Light 17/2, Total Adds 2, WENN, WHYZ. Heavy: WDJY, KMJQ. Medium: K104, WEDR, WBMX, KDAY, KSOL, WANM, WWWS.

SIGNIFICANT ACTION

PICTURE PERFECT "Prove It Boy" (Atlantic) 24/5

Rotations: Heavy 0/0, Medium 6/0, Light 18/5, Total Adds 5, WDMT, KQXL, WATV, WPEG, WLOU. Medium: WILD, WDAS, WEDR, WTMP, WZAZ, WTLK.

FIRST CIRCLE "Working Up A Sweat" (EMI America) 24/4

Rotations: Heavy 2/0, Medium 12/2, Light 10/2, Total Adds 4, WAMO, K94, WBLZ, KJLH. Heavy: WGCI, WNHC. Medium: WWINFM, WXYV, WUSL, WHUR, WOWI, WBMX, OC104, WEKS, WCIN, WFLA.

FIVE STAR "Are You Man Enough" (RCA) 23/17

Rotations: Heavy 0/0, Medium 2/2, Light 21/15, Total Adds 17, WAMO, WVEE, KMJQ, WHRK, WYLD-FM, KMJM, KDAY, WNHC, KQXL, WXOK, WATV, KDLZ, WHYZ, WJMI, KOKY, WTLK, KBUZ.

CONWAY BROTHERS "I Can't Fight It" (Ichiban) 23/3

Rotations: Heavy 0/0, Medium 1/0, Light 22/3, Total Adds 3, KPRS, KOKY, KDKO. Medium: WZAZ.

LIVING PROOF "Hold On To Your Dreams" (Fantasy) 23/1

Rotations: Heavy 0/0, Medium 7/0, Light 16/1, Total Adds 1, WTMP. Medium: WDAS, WDIA, WEDR, WENN, WFXC, WFLA, KDKO.

PHIL FEARON "Ain't Nothin' But A Houseparty" (Cool Tempo/Chrysalis) 23/1

Rotations: Heavy 0/0, Medium 4/0, Light 19/1, Total Adds 1, WJIZ. Medium: WAMO, WGCI, WKGN, WTLK.

EL DeBARGE "Starlight Express" (MCA) 21/5

Rotations: Heavy 0/0, Medium 6/0, Light 15/5, Total Adds 5, WZAK, WDKX, KJCB, Z16, KATZFM. Medium: WDAS, WFXA, WJMI, WFLA, WWWS, WVOI.

NAJEE "Feel So Good To Me" (EMI America) 21/4

Rotations: Heavy 0/0, Medium 6/1, Light 15/3, Total Adds 4, WILD, WYLD-FM, WNHC, WBLX. Medium: KMJQ, WQFX, Z16, WALT, KATZFM.

EGYPTIAN LOVER "Freakaholic" (Egyptian Empire) 21/3

Rotations: Heavy 1/0, Medium 3/1, Light 17/2, Total Adds 3, WENN, WPAL, WJMI. Heavy: KDAY. Medium: K104, WEDR.

SALT & PEPA "My Mike Sounds Nice" (Next Plateau) 19/4

Rotations: Heavy 0/0, Medium 3/0, Light 16/4, Total Adds 4, KMJQ, WHRK, WBMX, KSOL. Medium: KDAY, WJIZ, WPAL.

WHISTLE "Barbara's Bedroom" (Select) 18/17

Rotations: Heavy 0/0, Medium 1/1, Light 17/16, Total Adds 17, KMJQ, WDIA, WHRK, WEDR, WTMP, WZAK, KQXL, WXOK, WATV, WFXC, WQFX, WJMI, KIIZ, KJCB, WLOU, KHYS, WTLK.

SUGAR BABES "We Rock The Beat" (MCA) 18/4

Rotations: Heavy 1/0, Medium 5/0, Light 12/4, Total Adds 4, WDIA, WEDR, WZAK, WFLA. Heavy: WJMI. Medium: KMJQ, WYLD-FM, KDAY, KATZFM, KBUZ.

DENIECE WILLIAMS "Never Say Never" (Columbia) 17/16

Rotations: Heavy 0/0, Medium 2/2, Light 15/14, Total Adds 16, WDAS, WDJY, WDIA, WHRK, WZAK, KDAY, KQXL, WXOK, WENN, WQFX, KJCB, WQIS, KOKY, WALT, WTLK, WWWS.

ZEE "Madness" (Warlock) 17/3

Rotations: Heavy 0/0, Medium 1/0, Light 16/3, Total Adds 3, WATV, WENN, WPAL. Medium: WXYV.

BARBARA ROY "Gonna Put Up A Fight" (RCA) 17/2

Rotations: Heavy 0/0, Medium 5/0, Light 12/2, Total Adds 2, WOWI, WVOI. Medium: WAMO, WYLD-FM, WNHC, KOKY, WJYL.

CARRIE McDOWELL "Casual Sex" (Motown) 16/13

Rotations: Heavy 0/0, Medium 2/1, Light 14/12, Total Adds 13, WBLK, WDAS, WDJY, WDIA, WOWI, WTMP, WJIZ, WEKS, WXOK, WPEG, WFXC, WLOU, WANM. Medium: KKPW.

BEAU WILLIAMS "All Because Of You" (Capitol) 16/3

Rotations: Heavy 0/0, Medium 6/0, Light 10/3, Total Adds 3, WDIA, WJYL, WQOK. Medium: KMJQ, WEDR, WYLD-FM, KIIZ, Z16, KATZFM.

TONY DESHAWN "Real Lover" (Amazon) 16/3

Rotations: Heavy 0/0, Medium 3/0, Light 13/3, Total Adds 3, WDIA, WEDR, KJCB. Medium: WJIZ, KQXL, WZAZ.

SINITTA "Feels Like The First Time" (Omni/Atlantic) 15/4

Rotations: Heavy 0/0, Medium 3/0, Light 12/4, Total Adds 4, WOWI, XHRM, KQXL, WQFX. Medium: WUSL, WDIA, WBMX.

BABYFACE "Lovers" (Solar/Capitol) 14/3

Rotations: Heavy 2/0, Medium 4/0, Light 8/3, Total Adds 3, WDMT, KSOL, KDLZ. Heavy: KMJQ, WWWS. Medium: WBLK, WZAK, WNHC, WGPR.

SIMPLY RED "The Right Thing" (Elektra) 14/2

Rotations: Heavy 3/1, Medium 6/0, Light 5/1, Total Adds 2, WLUM, WOIM. Heavy: OC104, WJMI. Medium: WTMP, WFXA, WQMG, WQFX, WQOK, KMYX.

KENNY G "Songbird" (Arista) 12/5

Rotations: Heavy 0/0, Medium 3/0, Light 9/5, Total Adds 5, WHRK, WLUM, WFXC, WJMI, WKXI. Medium: WDKX, WANM, KMYX.

CYNDI LAUPER "What's Going On" (Portrait/CBS) 12/3

Rotations: Heavy 0/0, Medium 5/1, Light 7/2, Total Adds 3, WLOU, WOIM, Z103. Medium: WAMO, WHRK, OC104, KMYX.

JEFF LORBER "True Confessions" (WB) 12/3

Rotations: Heavy 0/0, Medium 5/0, Light 7/3, Total Adds 3, WJIZ, WEKS, WHYZ. Medium: K104, WYLD-FM, WJMI, WJYL, KKPW.

J. BLACKFOOT "Bad Weather" (Edge) 11/9

Rotations: Heavy 0/0, Medium 1/0, Light 10/9, Total Adds 9, WYLD-FM, KSOL, WJIZ, WXOK, WENN, Z16, WQIS, WJYL, KATZFM. Medium: KOKY.

PROCESS & THE DOO RAGS "I Promise To Remember" (Columbia) 11/8

Rotations: Heavy 0/0, Medium 1/0, Light 10/8, Total Adds 8, WEDR, WTMP, WKND, KQXL, WXOK, KIIZ, KJCB, Z16. Medium: KMYX.

ROSE BROTHERS "I Got A Rush" (MSS/Malaco) 11/7

Rotations: Heavy 0/0, Medium 1/1, Light 10/6, Total Adds 7, KMJQ, KQXL, WPAL, WPEG, WZAZ, KDKS, WWWS.

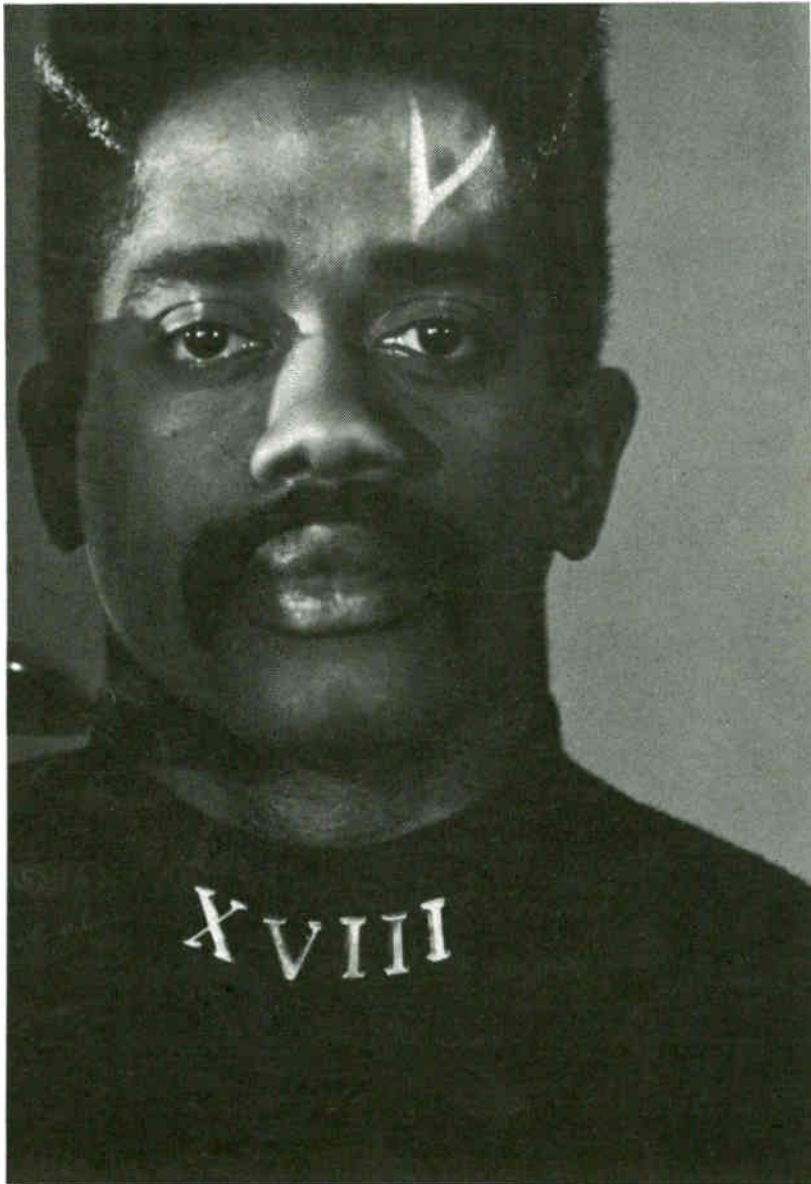
ROBERT BROOKINS "Come To Me" (MCA) 10/8

Rotations: Heavy 0/0, Medium 2/2, Light 8/6, Total Adds 8, WDAS, WDIA, KDAY, KSOL, WATV, WFXC, WLOU, WTLK.

BEASTIE BOYS "Brass Monkey" (Def Jam/Columbia) 10/2

Rotations: Heavy 4/1, Medium 2/0, Light 4/1, Total Adds 2, WTMP, KOKY. Heavy: KDAY, WJMI, KUKQ. Medium: WZAK, WANM.

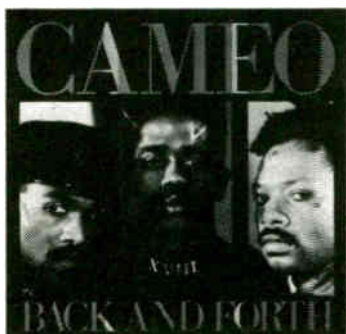
CAMEO



WORD UP was #1
CANDY was #1
WORD UP ALBUM was #1

"SURELY IF YOU ARE THE AGGRESSIVE, INNOVATIVE, RESPONSIBLE, TALENTED, CREATIVE HITMAKER THAT I KNOW YOU ARE THEN WE DON'T HAVE TO GO "BACK & FORTH" ABOUT THIS ONE, IT'S EITHER ALREADY ON YOUR TURNTABLE OR ENROUTE.... **NOW**"

CAMEO's latest single
BACK & FORTH
will be #1



CAMEO'S WORD UP ALBUM (830 265-1)
AVAILABLE ON COMPACT DISC & CASSETTE



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EMI
AMERICA

Why Should I Cry?

The first single from her
debut album "Female Trouble"
on EMI America Records.

Produced by Jellybean Johnson

& Spencer Bernard for

Flyte Tyme Productions

NONA

rendrix



Direction: Take-O Productions Vicki Wickham

BLACK/URBAN ADDS & HOTS

EAST

WYV/Baltimore
Roy Sampson

AL GREEN
LIONEL RICHIE
GAP BAND
CAMO
Hotteat:
PRINCE
STARPOINT
JODY WATLEY
KOOL & THE GANG
SYSTEM

WWIN-FM/Baltimore
Don Brooks

none
Hotteat:
JOCELYN BROWN
COVER GIRLS
PRINCE
STARPOINT
JODY WATLEY

WLD/Boston
Elroy Smith

CLUB NOUVEAU
NAJEE
SYBIL
MELBA MOORE
LIONEL RICHIE
JANICE McCLAIN
ISLEY JASPER ISLE
Hotteat:
CAMO
ATLANTIC STARR
JODY WATLEY
PRINCE
SURFACE

WBLK/Buffalo
Ray Anthony

GEORGIO
SURFACE
LISA LISA
SHIRLEY MURDOCK
GAP BAND
MANHATTANS
CARRIE MCDOWELL
O'BRYAN
Hotteat:
PRINCE
JODY WATLEY
SYSTEM
LUTHER VANDROSS
GREGORY ABBOTT

WKND/Hartford
Jordan McLean

RAY GOODMAN & BR
SHIRLEY MURDOCK
O'BRYAN
PROCESS & DOO RAG
ISLEY JASPER ISLE
GAP BAND
KLYMAXX
SOS BAND
Hotteat:
CLUB NOUVEAU
STARPOINT
LILLO THOMAS
HERB ALPERT
SHEILA E

WNHC/How Haven
David Dickerson

BLAKE & HINES
TYRONE BRUNSON
LIONEL RICHIE
LISA LISA
FIVE STAR
LAKESIDE
PEGGI BLU
ISLEY JASPER ISLE
DAVID SANBORN
NAJEE
Hotteat:
CLUB NOUVEAU
KOOL & THE GANG
MILLIE SCOTT
HERB ALPERT
SYSTEM

WHUR/Washington
Mike Archie

none
Hotteat:
PRINCE
GREGORY ABBOTT
ATLANTIC STARR
MILLIE SCOTT

OC104/Ocean City
Filipella Jensen

SURFACE
JOCELYN BROWN
CHERYL LYNN
LIONEL RICHIE
FREDDIE JACKSON
AL GREEN
MIKI HOWARD
Hotteat:
KOOL & THE GANG
SYSTEM
ATLANTIC STARR
PRINCE
SIMPLY RED

WUSL/Philadelphia
Tony Quattrone

SHIRLEY MURDOCK
KLYMAXX
FREDDIE JACKSON
LISA LISA
CLAUDJA BARRY
Hotteat:
COVER GIRLS
SYSTEM
JANET JACKSON
CLUB NOUVEAU

WDAS/Philadelphia
Joe Tamburro

FREDDIE JACKSON
SHIRLEY MURDOCK
GEORGIO
SANDY TORANO
JESSE JOHNSON
CARRIE MCDOWELL
DENICE WILLIAMS
ROBERT BROOKINS
PEGGI BLU
RAY GOODMAN & BR
Hotteat:
SYSTEM
LUTHER VANDROSS
GREGORY ABBOTT

WAMO/Pittsburgh
Woodson/Anthony

D TRAIN
FREDDIE JACKSON
MANHATTANS
O'BRYAN
CAMO
FIRST CIRCLE
PEGGI BLU
LISA LISA
RUE
FIVE STAR
Hotteat:
LILLO THOMAS
KOOL & THE GANG
MADHOUSE
RAINY DAVIS
CLUB NOUVEAU

WDXK/Rochester
Andre Marcel

LISA LISA
LIONEL RICHIE
GEORGIO
FREDDIE JACKSON
EL DEBARGE
BOBBY BROWN
Hotteat:
CLUB NOUVEAU
PRINCE
HERB ALPERT
SURFACE
ATLANTIC STARR

WDJY/Washington
Brute Bailey

MESHAY
MANTRONIX
LIONEL RICHIE
TEMPTATIONS
MIKI HOWARD
MILLIE JACKSON
DENICE WILLIAMS
CARRIE MCDOWELL
Hotteat:
CLUB NOUVEAU
JODY WATLEY
SHIRLEY MURDOCK
MADHOUSE
MILLIE SCOTT

SOUTH

WJZ/Albany
Tony Wright

CAMO
LAKESIDE
J. BLACKFOOT
LISA LISA
RAY GOODMAN & BR
CARRIE MCDOWELL
ISLEY JASPER ISLE
PHIL FEARON
JEFF LORBER
JESSE JOHNSON
Hotteat:
KOOL & THE GANG
PRINCE
JODY WATLEY
SYSTEM
HERB ALPERT
MILLIE SCOTT

WKSJ/Atlanta
Mitch Faulstich

IVY
SHIRLEY MURDOCK
JEFF LORBER
MANHATTANS
CARRIE MCDOWELL
LISA LISA
LIONEL RICHIE
RJ'S LATEST ARRIV
Hotteat:
KOOL & THE GANG
JODY WATLEY
SMOKEY ROBINSON
MILLIE SCOTT
SYSTEM

WVEE/Atlanta
Ray Boyd

LIONEL RICHIE
FIVE STAR
O'BRYAN
ISLEY JASPER ISLE
DAVID SANBORN
LISA LISA
Hotteat:
SYSTEM
JODY WATLEY
PRINCE
SURFACE
ATLANTIC STARR

WFXX/Augusta
Woodson/Anthony

RUN D.M.C.
SURFACE
D TRAIN
CAMO
NORWOOD
NANCY MARTINEZ
Hotteat:
BUNNY DEBARGE
RJ'S LATEST ARRIV
SHEILA E
CLUB NOUVEAU
MADHOUSE

WXOK/Baton Rouge
Rob Neal

JOCELYN BROWN
GEORGIO
LILLO THOMAS
WHISTLE
CARRIE MCDOWELL
BLAKE & HINES
FIVE STAR
ISLEY JASPER ISLE
CAMO
J. BLACKFOOT
Hotteat:
CLUB NOUVEAU
PRINCE
HERB ALPERT
SHEILA E
KOOL & THE GANG

WATY/Birmingham
Ron January

LISA LISA
WHISTLE
ROBERT BROOKINS
PICTURE PERFECT
MANHATTANS
GEORGIO
FIVE STAR
SYLVESTER
ZEE
Hotteat:
CLUB NOUVEAU
STARPOINT
ATLANTIC STARR
FULL FORCE
HERB ALPERT

KQXL/Baton Rouge
Ricardo/Cley

ROSE BROTHERS
DON BARRON
ISLEY JASPER ISLE
LIONEL RICHIE
PICTURE PERFECT
PROCESS & DOO RAG
SINITTA
FIVE STAR
WHISTLE
DENICE WILLIAMS
CC COOPER
Hotteat:
JODY WATLEY
STARPOINT
HERB ALPERT
PRINCE
KOOL & THE GANG

WENN/Birmingham
Dave Donnell

CHICO DEBARGE
DAVID SANBORN
ANITA BAKER
EGYPTIAN LOVER
COVER GIRLS
DENICE WILLIAMS
MANHATTANS
ZEE
J. BLACKFOOT
NORWOOD
GRANDMASTER FLASH
Hotteat:
JODY WATLEY
CLUB NOUVEAU
SHEILA E
KOOL & THE GANG
MADHOUSE

WPAL/Charleston
Don Kendrick

SYSTEM
BOBBY BROWN
TRINERE
EGYPTIAN LOVER
ZEE
LISA LISA
LIONEL RICHIE
MORRIS REMTIE JR.
ROSE BROTHERS
Hotteat:
ATLANTIC STARR
FRANKLIN & MICHAEL
CLUB NOUVEAU
SHEILA E
KOOL & THE GANG

Z93/Charleston
CMI Fletcher

none
Hotteat:
JODY WATLEY
CLUB NOUVEAU
SHEILA E
KOOL & THE GANG
MADHOUSE

WPEQ/Charlotte
Michael Saunders

PICTURE PERFECT
LISA LISA
ROSE BROTHERS
ISLEY JASPER ISLE
SYLVESTER
CARRIE MCDOWELL
MANHATTANS
LAKESIDE
Hotteat:
JODY WATLEY
SURFACE
SHEILA E
CLUB NOUVEAU
KOOL & THE GANG

JET94/Chattanooga
Frank St. James

none
Hotteat:
JODY WATLEY
ONE WAY
VESTA WILLIAMS
CLUB NOUVEAU
LUTHER VANDROSS

KNJQ/Houston
Atkins/Michale

LIONEL RICHIE
RAY GOODMAN & BR
FIVE STAR
SALT & PEPA
WHISTLE
CLAUDJA BARRY
CAT MILLER
FRANKLIN & MICHAEL
ROSE BROTHERS
KOPPER
Hotteat:
PRINCE
SYSTEM
SHEILA E
JODY WATLEY
SMOKEY ROBINSON

WJMM/Jackson
Carl Haynes

JESSE JOHNSON
SMOKEY ROBINSON
EGYPTIAN LOVER
KLYMAXX
LAKESIDE
GENESIS
ISLEY JASPER ISLE
WHISTLE
RAY GOODMAN & BR
TEMPTATIONS
CLAUDJA BARRY
FIVE STAR
KENNY G
PATTI LABELLE
Hotteat:
PRINCE
LUTHER VANDROSS
MASON
CLAUDJA BARRY
Hotteat:
SHEILA E
CLUB NOUVEAU
JODY WATLEY
HERB ALPERT
STARPOINT

WEST

KDKO/Denver
Danny Harris

CAMO
GEORGIO
JOCELYN BROWN
CONWAY BROTHERS
LISA LISA
Hotteat:
JODY WATLEY
PRINCE
HERB ALPERT
SURFACE
SYSTEM

KJLH/Los Angeles
Winston Torres

FIRST CIRCLE
LISA LISA
SHIRLEY MURDOCK
ROSE ROYCE
ISLEY JASPER ISLE
AL GREEN
Hotteat:
HERB ALPERT
MILLIE SCOTT
PRINCE
LEVERT
PATRICE RUSHEN

KDAY/Los Angeles
Patterson/Mack

ROXANNE SHANTE
LISA LISA
TODDY TEE
GREGORY ABBOTT
MIXMASTERS
CHUCK STANLEY
ROBERT BROOKINS
FIVE STAR
DENICE WILLIAMS
JUST ICE
TEEN DREAM
AL GREEN
Hotteat:
CLUB NOUVEAU
PRINCE
STARPOINT
COVER GIRLS
GEORGIO
LISA LISA
BLAKE & HINES
GENTS
Hotteat:
JODY WATLEY
CLUB NOUVEAU
KOOL & THE GANG
PRINCE
CAMO

KUKQ/Phoenix
Ed Hamlin

none
Hotteat:
CLUB NOUVEAU
JODY WATLEY
LOOSE ENDS
BEASTIE BOYS
PRINCE

XHRW/San Diego
L.D. McCollum

LISA LISA
SINITTA
SHIRLEY MURDOCK
BOBBY BROWN
RAY GOODMAN & BR
O'BRYAN
Hotteat:
CLUB NOUVEAU
JODY WATLEY
PRINCE
STARPOINT
COVER GIRLS

KBOL/San Francisco
Robinson/Moody

CHICO DEBARGE
GAP BAND
NORWOOD
BABYFACE
FREDDIE JACKSON
FRANKLIN & MICHAEL
LAKESIDE
CAMO
ATLANTIC STARR
J. BLACKFOOT
ROBERT BROOKINS
CC COOPER
SALT & PEPA
PATRICE RUSHEN
Hotteat:
JODY WATLEY
JANET JACKSON
SHEILA E
KOOL & THE GANG
SHIRLEY MURDOCK

KKPW/Tucson
Royce Blake

CAMO
ANDRE SMITH
LISA LISA
CLAUDJA BARRY
LAKESIDE
ISLEY JASPER ISLE
Hotteat:
PRINCE
SMOKEY ROBINSON
SYSTEM
JODY WATLEY
SURFACE

WVDM/Columbia

Andre Carson

SURFACE
GAP BAND
COVER GIRLS
D TRAIN
LAKESIDE
CYRE
Hotteat:
CLUB NOUVEAU
FULL FORCE
JAMES BROWN
JODY WATLEY
LOOSE ENDS

K104/Dallas

Terri Avery

none
Hotteat:
ANITA BAKER
CLUB NOUVEAU
SYSTEM
JODY WATLEY
LUTHER VANDROSS

WFXX/Durham

Doc Holldice

ROBERT BROOKINS
JOCELYN BROWN
SHIRLEY MURDOCK
CARRIE MCDOWELL
WHISTLE
LAKESIDE
KERRY G
Hotteat:
HERB ALPERT
STARPOINT
CLUB NOUVEAU

KZKZ/El Paso

Sam St. John

SURFACE
ISLEY JASPER ISLE
LISA LISA
WHISTLE
KRAFTWERK
PROCESS & DOO RAG
Hotteat:
CLUB NOUVEAU
JODY WATLEY
PRINCE
HERB ALPERT
LILLO THOMAS

KDZL/Ft. Worth-Dallas

Tucker/Medison

ISLEY JASPER ISLE
FIVE STAR
SHIRLEY MURDOCK
RAY GOODMAN & BR
BABYFACE
LIONEL RICHIE
CAMO
Hotteat:
JODY WATLEY
HERB ALPERT
GIVEN GUTHRIE
JANET JACKSON
SHEILA E

WOMQ/Greensboro

Doc Foster

CAMO
STEVE WINWOOD
SURFACE
FREDDIE JACKSON
MELBA MOORE
Hotteat:
JODY WATLEY
SYSTEM
KOOL & THE GANG
SHEILA E

WQFX/Gulfport-Biloxi

Al Luu

ISLEY JASPER ISLE
FREDDIE JACKSON
DENICE WILLIAMS
SHIRLEY MURDOCK
DAVID SANBORN
PATRICE RUSHEN
WHISTLE
SINITTA
KRAFTWERK
Hotteat:
JODY WATLEY
SHEILA E
CLUB NOUVEAU
LUTHER VANDROSS

WQIS/Laurel

Ron Davis

ROBIE PERKINS
KLYMAXX
GEORGIO
JOCELYN BROWN
RJ'S LATEST ARRIV
DENICE WILLIAMS
MIKI HOWARD
BOBBY BROWN
J. BLACKFOOT
Hotteat:
CLUB NOUVEAU
KOOL & THE GANG
HERB ALPERT
SHEILA E
LUTHER VANDROSS

KOKY/Little Rock

Frazier/Earl

BEASTIE BOYS
BUNNY DEBARGE
BILLY JOEL
LIONEL RICHIE
TRINERE
FIVE STAR
CONWAY BROTHERS
MANHATTANS
DENICE WILLIAMS
ISLEY JASPER ISLE
Hotteat:
LUTHER VANDROSS
GREGORY ABBOTT
BEASTIE BOYS
FRANKLIN & MICHAEL
ATLANTIC STARR

WJMM/Jackson

Carl Haynes

JESSE JOHNSON
SMOKEY ROBINSON
EGYPTIAN LOVER
KLYMAXX
LAKESIDE
GENESIS
ISLEY JASPER ISLE
WHISTLE
RAY GOODMAN & BR
TEMPTATIONS
CLAUDJA BARRY
FIVE STAR
KENNY G
PATTI LABELLE
Hotteat:
PRINCE
LUTHER VANDROSS
MASON
CLAUDJA BARRY
Hotteat:
SHEILA E
CLUB NOUVEAU
JODY WATLEY
HERB ALPERT
STARPOINT

WYLD-FM/New Orleans

Deil Spencer

LIONEL RICHIE
NU ROMANCE CREW
RUBY TURNER
FIVE STAR
J. BLACKFOOT
LISA LISA
NAJEE
MIKI HOWARD
NORWOOD
CLAUDJA BARRY
Hotteat:
SHEILA E
CLUB NOUVEAU
JODY WATLEY
HERB ALPERT
STARPOINT

WKXJ/Jackson

Tommy Marshall

KOPPER
KENNY G
DAVID SANBORN
JOCELYN BROWN
LIONEL RICHIE
CYRE
Hotteat:
JODY WATLEY
CLUB NOUVEAU
SHEILA E
KOOL & THE GANG
PRINCE

WZAZ/Jacksonville

Net Jackson

ANITA BAKER
STARPOINT
GEORGIO
FREDDIE JACKSON
DAVID SANBORN
SANDY TORANO
ROSE BROTHERS
LIONEL RICHIE
TRINERE
J.D.C.
Hotteat:
HERB ALPERT
KOOL & THE GANG
PAYNE & INGRAM
BUNNY DEBARGE
JODY WATLEY

KZKZ/El Paso

Sam St. John

SURFACE
ISLEY JASPER ISLE
LISA LISA
WHISTLE
KRAFTWERK
PROCESS & DOO RAG
Hotteat:
CLUB NOUVEAU
JODY WATLEY
PRINCE
HERB ALPERT
LILLO THOMAS

WKQW/Knoxville

BMI Clary

GAP BAND
SIMPLY RED
SURFACE
LIONEL RICHIE
ISLEY JASPER ISLE
Hotteat:
ATLANTIC STARR
JANET JACKSON
CLUB NOUVEAU
PRINCE
JOCELYN BROWN

KJCB/Las Vegas

Handy/Davis

TONY DESHAWN
PROCESS & DOO RAG
DENICE WILLIAMS
JOCELYN BROWN
WHISTLE
EL DEBARGE
NORWOOD
Hotteat:
JODY WATLEY
LILLO THOMAS
PRINCE
BUNNY DEBARGE
STARPOINT

WHRK/Memphis

Wells/Smith

CAMO
LISA LISA
ROBBIE NEVIL
KENNY G
FIVE STAR
BUNNY DEBARGE
READY FOR THE WOR
DENICE WILLIAMS
L.J. REYNOLDS
SALT & PEPA
SANDY TORANO
KOPPER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
SYSTEM

WHRK/Memphis

Wells/Smith

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SALT & PEPA
SANDY TORANO
KOPPER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
SYSTEM

WLOU/Louisville

Louise

CYNTHY LAUPER
PICTURE PERFECT
CYRE
WHISTLE
ROBERT BROOKINS
COVER GIRLS
CARRIE MCDOWELL
ISLEY JASPER ISLE
LAKESIDE
Hotteat:
CLUB NOUVEAU
JODY WATLEY
HERB ALPERT
SYSTEM
PRINCE

WJYL/Louisville

Philip David March

SURFACE
CAMO
BEAU WILLIAMS
MANHATTANS
DAVID SANBORN
LIONEL RICHIE
TRINERE
RAY GOODMAN & BR
LISA LISA
J. BLACKFOOT
RUBY TURNER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
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J. BLACKFOOT
RUBY TURNER
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CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
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KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
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CLUB NOUVEAU
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KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
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KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
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PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
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PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
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MANHATTANS
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LIONEL RICHIE
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J. BLACKFOOT
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Hotteat:
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WJYL/Louisville

Philip David March

SURFACE
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HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
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Hotteat:
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JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
BEAU WILLIAMS
MANHATTANS
DAVID SANBORN
LIONEL RICHIE
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RAY GOODMAN & BR
LISA LISA
J. BLACKFOOT
RUBY TURNER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
BEAU WILLIAMS
MANHATTANS
DAVID SANBORN
LIONEL RICHIE
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LISA LISA
J. BLACKFOOT
RUBY TURNER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
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DAVID SANBORN
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RUBY TURNER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
BEAU WILLIAMS
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DAVID SANBORN
LIONEL RICHIE
TRINERE
RAY GOODMAN & BR
LISA LISA
J. BLACKFOOT
RUBY TURNER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

WJYL/Louisville

Philip David March

SURFACE
CAMO
BEAU WILLIAMS
MANHATTANS
DAVID SANBORN
LIONEL RICHIE
TRINERE
RAY GOODMAN & BR
LISA LISA
J. BLACKFOOT
RUBY TURNER
Hotteat:
CLUB NOUVEAU
JODY WATLEY
KOOL & THE GANG
PRINCE
HERB ALPERT

MIDWEST

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

MARCH 27, 1987

Three Weeks Last

Weeks	Two Weeks	Last	Artist/Title (Label)
6	3	2	1 BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)
7	5	3	2 WAYLON JENNINGS/Rose In Paradise (MCA)
10	8	6	3 T. GRAHAM BROWN/Don't Go To Strangers (Capitol)
8	6	5	4 HIGHWAY 101/The Bed You Made For Me (WB)
13	11	7	5 REBA McENTIRE/Let The Music Lift You Up (MCA)
14	12	8	6 MICHAEL MARTIN MURPHEY & HOLLY DUNN/A Face In The Crowd (WB)
4	2	1	7 GEORGE STRAIT/Ocean Front Property (MCA)
17	13	10	8 MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA)
19	15	12	9 D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB)
1	1	4	10 ALABAMA/"You've Got" The Touch (RCA)
22	17	14	11 O'KANES/Can't Stop My Heart From Lovin' (Columbia)
24	18	15	12 OAK RIDGE BOYS/It Takes A Little Rain (MCA)
12	10	9	13 GEORGE JONES/The Right Left Hand (Epic)
15	14	13	14 JUDDS/Don't Be Cruel (RCA/Curb)
23	19	16	15 KATHY MATTEA/You're The Power (Mercury/Pg)
25	20	18	16 DON WILLIAMS/Senorita (Capitol)
28	22	19	17 STEVE EARLE/Goodbye's All We've Got Left (MCA)
37	26	23	18 CONWAY TWITTY/Julia (MCA)
30	24	22	19 JUDY RODMAN/Girls Ride Horses Too (MTM)
42	28	24	20 DAN SEALS/I Will Be There (EMI America)
39	30	25	21 JOHN CONLEE/Domestic Life (Columbia)
41	35	26	22 GARY MORRIS/Plain Brown Wrapper (WB)
29	23	21	23 SHOOTERS/They Only Come Out At Night (Epic)
5	9	20	24 KENNY ROGERS/Twenty Years Ago (RCA)
36	31	28	25 PAKE McENTIRE/Heart Vs. Heart (RCA)
3	4	11	26 GATLIN BROTHERS/Talkin' To The Moon (Columbia)
38	32	29	27 BILLY JOE ROYAL/Old Bridges Burn Slow (Atlantic America)
44	37	31	28 FORESTER SISTERS/Too Many Rivers (WB)
33	29	27	29 GIRLS NEXT DOOR/Walk Me In The Rain (MTM)
43	38	33	30 LYLE LOVETT/God Will (MCA/Curb)
2	7	17	31 STEVE WARNER/Small Town Girl (MCA)
40	36	32	32 HANK WILLIAMS JR./When Something Is Good (WB/Curb)
BREAKER			33 NITTY GRITTY DIRT BAND/Baby's Got A Hold On Me (WB)
—	44	38	34 KEITH WHITLEY/Hard Livin' (RCA)
45	41	37	35 DAVID ALLAN COE/Need A Little Time Off For Bad Behavior (Columbia)
49	42	39	36 MDE BANDY/Till I'm Too Old To Die Young (MCA/Curb)
BREAKER			37 LOUISE MANDRELL/Do I Have To Say Goodbye (RCA)
BREAKER			38 T.G. SHEPPARD/You're My First Lady (Columbia)
—	46		39 CHARLEY PRIDE/Have I Got Some Blues For You (16th Ave./Capitol)
—	48	43	40 CHARLY McCLAIN/Don't Touch Me There (Epic)
—	44		41 JANIE FRICKIE/Are You Satisfied (Columbia)
DEBUT			42 EDDY RAVEN/You're Never Too Old For Young (RCA)
—	48		43 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
—	45		44 ASLEEP AT THE WHEEL/Way Down Texas Way (Epic)
—	50		45 WILLIE NELSON/Heart Of Gold (Columbia)
9	16	30	46 RESTLESS HEART/"I'll Still Be Loving You (RCA)
DEBUT			47 SOUTHERN PACIFIC/Don't Let Go Of My Heart (WB)
DEBUT			48 SWEETHEARTS OF THE RODEO/Chains Of Gold (Columbia)
16	25	36	49 STATLER BROTHERS/Forever (Mercury/Pg)
DEBUT			50 TIM MALCHAK/Colorado Moon (Alpine)

Total Reports/Adds	Heavy	Medium	Light
159/0	141	14	4
161/1	136	23	2
159/0	131	25	3
157/0	121	28	8
158/0	113	40	5
159/1	117	35	7
144/0	118	19	7
159/3	94	60	5
161/3	88	67	6
135/0	107	19	9
155/2	57	85	13
159/4	39	113	7
135/0	92	36	7
143/0	79	50	14
153/2	40	98	15
134/6	54	64	16
143/3	33	90	20
151/6	16	105	30
150/4	23	96	31
153/3	10	106	37
143/6	18	93	32
140/8	6	94	40
123/2	14	86	23
101/0	50	29	22
129/5	10	85	34
99/0	38	39	22
123/5	17	73	33
136/13	2	81	53
112/3	13	69	30
119/7	7	71	41
88/0	33	35	20
108/3	7	64	37
130/50	0	42	88
115/16	4	48	63
99/4	5	57	37
100/11	3	52	45
96/11	3	37	56
106/31	2	29	75
89/18	1	38	50
84/9	2	38	44
92/15	1	31	60
86/32	0	17	69
78/10	0	23	55
65/4	4	32	29
67/16	1	22	44
50/0	13	23	14
74/15	2	23	49
64/35	0	14	50
34/0	11	13	10
66/6	0	27	39

MOST ADDED

- NITTY GRITTY DIRT BAND (50)
- JOHN SCHNEIDER (38)
- EARL THOMAS CONLEY (36)
- SWEETHEARTS OF THE RODEO (35)
- DWIGHT YOAKAM (33)
- EDDY RAVEN (32)
- T.G. SHEPPARD (31)
- TANYA TUCKER (28)
- CHARLEY PRIDE (18)
- MICKEY GILLEY (17)

HOTTEST

- BELLAMY BROTHERS (81)
- GEORGE STRAIT (78)
- HIGHWAY 101 (65)
- WAYLON JENNINGS (63)
- ALABAMA (58)
- T. GRAHAM BROWN (53)
- GEORGE JONES (37)
- M.M. MURPHEY & H. DUNN (34)
- REBA McENTIRE (34)
- PARTON, RONSTADT, HARRIS (31)

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.

LOUISE MANDRELL
Do I Have To Say Goodbye (RCA)

On 60% of reporting stations. Rotations: Heavy 3, Medium 37, Light 56, Total Adds 11, WAJR, KKIX, KYKX, WQDR, WYYD, WUBE, WFMS, KXXY, KRAK, KKAT, KGA. Moves 40-37 on the Country chart.

T.G. SHEPPARD
You're My First Lady (Columbia)

On 66% of reporting stations. Rotations: Heavy 2, Medium 29, Light 75, Total Adds 31 including WVAM, WQBE, WRKZ, WAJR, WDSY, WZZK, WXBQ, KYKX, WQDR, KBUC, WSLR, WUBE, WXCL, WIL, K102, KKAL, KYGO, KUGN, KWJJ, KIGO. Moves 47-38 on the Country chart.

NITTY GRITTY DIRT BAND
Baby's Got A Hold On Me (WB)

On 81% of reporting stations. Rotations: Heavy 0, Medium 42, Light 88, Total Adds 50 including WGNA, WVAM, WPOC, WQBE, WIXY, KHEY, KKIX, KIKK, WBHP, KYKX, WONE, KJJY, KSO, WKKQ, KXXY, KFMS, KNIX, KUPL, KGA, KIGO. Moves 41-33 on the Country chart.

Two weeks in a row . . . THE MOST ADDED RECORD

2

"Baby's Got A Hold On Me"
(7-28443)

NITTY GRITTY DIRT BAND

Chart 33



From The Forthcoming Album "HOLD ON"

BREAKERS

NEW & HOT!

**PAKE
MCENTIRE**
"HEART VS.
HEART"

...A LITTLE
HARMONY FROM
SOMEONE YOU
KNOW! FROM HIS
ALBUM, "TOO OLD
TO GROW UP NOW"



5092-7-R

**EARL
THOMAS
CONLEY**
"THAT WAS
A CLOSE ONE"

...ANOTHER #1 HIT
FROM THE ALBUM,
"TOO MANY
TIMES"



5129-7-R

**EDDY
RAVEN**
"YOU'RE NEVER
TOO OLD
FOR YOUNG LOVE"

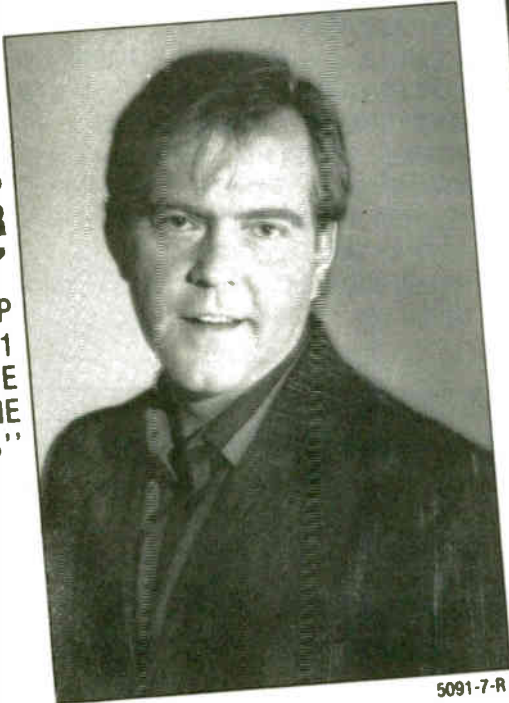
...HIS GREAT MUSIC
JUST KEEPS GET-
TING BETTER —
FROM THE ALBUM
"RIGHT HAND MAN"



5128-7-R

**MICHAEL
JOHNSON**
"THE MOON IS
STILL OVER HER
SHOULDER"

...FOLLOWING UP
HIS FIRST #1
SINGLE "GIVE ME
WINGS" FROM THE
ALBUM, "WINGS"



5091-7-R

**THE
JUDDS**
"DON'T BE
CRUEL"

...FIRST SINGLE
FROM THE
"HEARTLAND"
ALBUM - IT'S
ALREADY GOLD!



5094-7-R

RCA
Records and Cassettes



RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

JANIE FRICKIE "Are You Satisfied" (Columbia) 92/15

Rotations: Heavy 1, Medium 31, Light 60, Total Adds 15, WVAM, WOKQ, WRKZ, WTCR, WDSY, CHOW, WXBQ, WAMZ, WYYD, KBUC, WITL, KRKT, KUJY, KLZ, KNAX. Heavy: KFDI. Moves 44-41 on the Country chart.

CHARLEY PRIDE "Have I Got Some Blues For You" (16th Avenue/Capitol) 89/18

Rotations: Heavy 1, Medium 38, Light 50, Total Adds 18, CHOW, WILQ, WVMI, WEZL, WSOC, WUSY, KKIX, KYKX, WYYD, KBUC, WONE, WKKQ, WYNG, WXCL, KFRE, KFMS, KRPM, KIIM. Moves 46-39 on the Country chart.

EDDY RAVEN "You're Never Too Old For Young Love" (RCA) 86/32

Rotations: Heavy 0, Medium 17, Light 69, Total Adds 32 including WYRK, WQBE, WRKZ, WDSY, WVVA, WORC, WVMI, WUSY, WSIX, WWKA, WMNI, WMUS, WTCM, KIK-FM, KWJJ, KCCY, KALF, KKAT. Debuts at number 42 on the Country chart.

CHARLY McCLAIN "Don't Touch Me There" (Epic) 84/9

Rotations: Heavy 2, Medium 38, Light 44, Total Adds 9, CHOW, WEZL, KLLL, KBUC, WUBE, WMNI, WYNG, WITL, KXXY. Heavy: WOKK, WONE. Medium: KASE, WSOC, WTQR, WOW, KFRE, KOLO, KTOM, KMPS. Moves 48-43-40 on the Country chart.

BRUCE HORNBY & THE RANGE "Mandolin Rain" (RCA) 78/10

Rotations: Heavy 0, Medium 23, Light 55, Total Adds 10, WTCR, WAJR, WHN, CHOW, WAMZ, WYNG, WTHI, KTPK, KUGN, KFMS. Medium: WYRK, KEAN, KHEY, WCMS, KJNE, WUBE, WTSO, KKCS, KFRE, KNAX. Moves 48-43 on the Country chart.

SOUTHERN PACIFIC "Don't Let Go Of My Heart" (WB) 74/15

Rotations: Heavy 2, Medium 23, Light 49, Total Adds 15, WVAM, WTSV, WIXL, WYII, KYKX, WSM, WQYK, KWMT, WLLR, WTHI, KTPK, KFDI, KIK-FM, KKAT, KIGO. Heavy: KLLL, KBMR. Debuts at number 47 on the Country chart.

WILLIE NELSON "Heart Of Gold" (Columbia) 67/16

Rotations: Heavy 1, Medium 22, Light 44, Total Adds 16, WTCR, WXTU, WCVR, WXBQ, WEZL, WIVK, WQDR, WYYD, KJNE, KSO, WYNG, KFKF, KKAL, KUGN, KFMS, KIGO. Heavy: KCKC. Moves 50-45 on the Country chart.

TIM MALCHAK "Colorado Moon" (Alpine) 66/6

Rotations: Heavy 0, Medium 27, Light 39, Total Adds 6, WQYK, WSLR, WITL, KCJB, WTHI, KUGN. Medium: WAJR, WORC, KMML, WTVY, WCMS, KKYX, WYNG, KFDI, KRKT, KUJY, KLZ, KOLO. Light: WVVA, KSSN, WGARFM. Debuts at number 50 on the Country chart.

ASLEEP AT THE WHEEL "Way Down Texas Way" (Epic) 65/4

Rotations: Heavy 4, Medium 32, Light 29, Total Adds 4, WVAM, WDXE, WYNG, KVOC. Heavy: KIKK, KBMR, WDAF, WTCM. Medium: KEAN, KASE, WUSY, WONE, KXXY, WTOD, KVOO, KUGN, KTOM, KMPS, KGA, KIIM. Moves 45-44 on the Country chart.

SWEETHEARTS OF THE RODEO "Chains Of Gold" (Columbia) 64/35

Rotations: Heavy 0, Medium 14, Light 50, Total Adds 35 including WCAO, WRKZ, WXTU, WDSY, WVVA, KEAN, WYNK, WLYK, WAMZ, WLWI, WSM, WWKA, KJNE, WTQR, WFMS, KFDI, KOLO, KRPM, KIGO. Debuts at number 48 on the Country chart.

TANYA TUCKER "It's Only Over For You" (Capitol) 59/26

Rotations: Heavy 0, Medium 12, Light 47, Total Adds 26, WTSV, WPOR, WYII, KEAN, KYKR, WEZL, WKLO, WTVY, WIVK, WGXK, WOKK, WWKA, KKYX, WTQR, WUBE, WKKQ, WAXX, KFGO, KXXY, WXCL, KUJY, KFRE, KALF, KRPM, KIGO, KIIM.

BILLY MONTANA & THE LONG SHOTS "Crazy Blue" (WB) 53/14

Rotations: Heavy 0, Medium 8, Light 45, Total Adds 14, WTSV, WXTU, WVVA, WLWI, WWKA, WUBE, KFGO, WDAF, KCJB, WMUS, WIL, KFDI, KCCY, KALF. Medium: WGNA, WPAP, WQYK, KKCS, KTOM.

GENE WATSON "Honky Tonk Crazy" (Epic) 51/3

Rotations: Heavy 0, Medium 19, Light 32, Total Adds 3, WIXL, WCMS, KRPM. Medium: KRRV, WUSY, WTVY, WLWI, KKYX, WDAF, WONE, KTTTS, WTCM, KVOO, KUZZ, KNIX, KTOM, KCKC.

JOHN SCHNEIDER "Love, You Ain't Seen The Last Of Me" (MCA) 49/38

Rotations: Heavy 0, Medium 7, Light 42, Total Adds 38 including WBOS, WIXY, WVVA, KYKR, KIKK, WIVK, WLWI, WCMS, WWKA, WGARFM, KFKF, KXXY, WOW, KVOO, KFDI, KNAX, KCCY, KOLO, KCKC, KMPS.

SIGNIFICANT ACTION

EARL THOMAS CONLEY "That Was A Close One" (RCA) 46/36

Rotations: Heavy 0, Medium 8, Light 38, Total Adds 36 including WXTU, KASE, WSOC, WRNS, KPLX, WAMZ, WGXK, WCMS, WWKA, KKYX, KJNE, WGEE, KXXY, WTCM, KRKT, KVOC, KOIL, KALF, KTOM.

JOHN ANDERSON "What's So Different About You" (WB) 46/1

Rotations: Heavy 0, Medium 16, Light 30, Total Adds 1, WCMS. Medium: KEAN, KRRV, WEZL, WTVY, WPAP, KKYX, KBMR, KXXY, KTTTS, WTCM, KFDI, KRKT, KFRE, KALF, KTOM, KIGO.

DESERT ROSE BAND "Ashes Of Love" (MCA/Curb) 42/10

Rotations: Heavy 0, Medium 13, Light 29, Total Adds 10, WVAM, WCAO, WTVY, WLWI, WUSQ, WMNI, WKKQ, WOW, KUZZ, KALF. Medium: WAMZ, KTTTS, KFDI, KRKT, KTOM.

PATTY LOVELESS "I Did" (MCA) 42/7

Rotations: Heavy 0, Medium 11, Light 31, Total Adds 7, WGNA, WQBE, WCVR, WMNI, KSO, KFGO, WGEE. Medium: WIXY, KYKR, KIKK, WOKK, WLWI, KKYX, WDAF, KTTTS, KFDI, KRKT, KIGO.

MICKEY GILLEY "Full Grown Fool" (Epic) 39/17

Rotations: Heavy 0, Medium 7, Light 32, Total Adds 17, WYOU, WYRK, WCVR, WIXY, WYII, KEAN, WZZK, WIVK, WOKK, WSM, WPAP, WMUS, WTHI, KFDI, KGHL, KKCS, KIGO.

JOHNNY CASH "The Night Hank Williams Came To Town" (Mercury/PolyGram) 35/6

Rotations: Heavy 1, Medium 13, Light 21, Total Adds 8, WIXL, WVVA, WYII, WYNK, WOKK, WLWI. Heavy: WDAF. Medium: WPTR, WCVR, WGEE, KRKT, KFRE, KTOM, KCKC, KIGO.

DWIGHT YODAKAM "Little Sister" (Reprise/WB) 33/33

Rotations: Heavy 0, Medium 11, Light 22, Total Adds 33 including WBOS, WYRK, KEAN, WKHX, WLWK, WSOC, WAMZ, KXXY, KKCS, KYGO, KFRE, KNIX, KTOM, KSOP, KSON.

LARRY DODNE "Back In The Swing Of Things Again" (Mercury/PolyGram) 29/4

Rotations: Heavy 0, Medium 9, Light 20, Total Adds 4, WIXY, WCMS, KOLO, KTOM. Medium: WCVR, KRRV, WTVY, KIKK, KKYX, KTTTS, WTCM, KFDI, KRKT.

JEFF STEVENS & THE BULLETS "You're In Love Alone" (Atlantic America) 29/4

Rotations: Heavy 0, Medium 5, Light 24, Total Adds 4, WLWI, KFGO, KTOM, KIGO. Medium: KYKR, WOW, KFDI, KRKT, KVOC. Light: WCAO, WQBE, WRNS, WTVY, KJNE, WUBE.

SUZIE BOGGUSS "I Don't Want To Set The..." (Capitol) 29/2

Rotations: Heavy 0, Medium 8, Light 21, Total Adds 2, WCAO, KGA. Medium: WAJR, WKLO, WTVY, WTCM, KFDI, KVOC, KIGO, KIIM. Light: WPOR, KSSN, KTTTS, KVOO.

DANA McVICKER "I'd Rather Be Crazy" (EMI America) 27/4

Rotations: Heavy 0, Medium 6, Light 21, Total Adds 4, WYII, WEZL, WOW, KALF. Light: WPOR, WRNS, KSSN, WCMS, KKYX, WAXX, KNAX, KCCY.

RODNEY CROWELL "She Loves The Jerk" (Columbia) 23/7

Rotations: Heavy 0, Medium 5, Light 18, Total Adds 7, WYOU, WCVR, WYII, KEAN, KFGO, WTCM, KIGO. Medium: WIXY, KKYX, KRMD, WQYK, WSLR.

BETH WILLIAMS "Man At The Backdoor" (BGM) 14/6

Rotations: Heavy 0, Medium 2, Light 12, Total Adds 6, WYII, KHEY, KFGO, KFDI, KVOC, KOLO. Medium: KJNE, KRKT. Light: WVAM, WCAO, WTVY, KTTTS.

MARTY HAGGARD "Weekend Cowboys" (MTM) 12/1

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 1, KCCY. Medium: KTTTS. Light: KRRV, WLWI, WCMS, KJNE, KSO, WAXX, KTPK, KUZZ, KUJY, KFRE.

MARIE OSMOND "Everybody's Crazy 'Bout My Baby" (Capitol/Curb) 8/8

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 8, KMML, WIVK, WOKK, KXXY, KRKT, KUZZ, KKCS, KSOP.

VICKI RAE VON "Not Tonight" (Atlantic America) 8/4

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 4, WCVR, WVMI, WOKK, KSO. Light: KMML, KYKR, KRKT, KVOC.

A.J. MASTERS "In It Again" (Bermuda Dunes) 8/1

Rotations: Heavy 0, Medium 3, Light 5, Total Adds 1, KIGO. Medium: WCVR, KRKT, KTOM. Light: KYKR, WCMS, WTCM, KRWO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
GEORGE STRAIT/All My Ex's Live In Texas (MCA)	Ocean Front Property
DAN SEALS/Three Time Loser (EMI America)	Out On The Front Line
ALABAMA/Let's Hear It For The Girl (RCA)	The Touch
REBA McENTIRE/Why Not Tonight (MCA)	What Am I Going To Do...
MEL McDANIEL/Just Can't Sit Down Music (Capitol)	Just Can't Sit Down...
WAYLON JENNINGS/Chevy Van (MCA)	Hangin' Tough
RESTLESS HEART/Wheels (RCA)	Wheels
D. PARTON, L. RONSTADT, & E. HARRIS/Those Memories Of You (WB)	Trio
JUDY RODMAN/I'll Be Your Baby Tonight (MTM)	Judy Rodman
RANDY TRAVIS/My Heart Cracked (WB)	Storms Of Life
MICHAEL MARTIN MURPHEY/A Long Line Of Love (WB)	Americana
MEL McDANIEL/57 Chevy & You (Capitol)	Just Can't Sit Down...
BELLAMY BROTHERS/Country Rap (MCA)	Country Rap
CONWAY TWITTY/Borderline (MCA)	Borderline
GATLIN BROTHERS/Changin' Partners (Columbia)	Partners
JUDDS/Cow Cow Boogie (RCA/Curb)	Heart Land



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RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

Three Weeks	Two Weeks	Last Week	
5	2	2	1 JANET JACKSON/Let's Wait Awhile (A&M)
2	1	1	2 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
12	10	6	3 RESTLESS HEART/I'll Still Be Loving You (RCA)
7	6	4	4 PAUL McCARTNEY/Only Love Remains (Capitol)
13	11	7	5 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
1	3	3	6 JETS/You Got It All (MCA)
19	14	10	7 SERGIO MENDES/What Do We Mean To Each Other (A&M)
4	5	8	8 LIONEL RICHIE/Ballerina Girl (Motown)
20	17	11	9 ARETHA FRANKLIN & GEORGE MICHAEL/I Knew You Were Waiting (For Me) (Arista)
—	19	13	10 SMOKEY ROBINSON/Just To See Her (Motown)
3	4	5	11 KENNY ROGERS/Twenty Years Ago (RCA)
—	—	18	12 BILLY JOEL featuring RAY CHARLES/Baby Grand (Columbia)
—	20	14	13 STEVE WINWOOD/The Finer Things (Island/WB)
9	9	9	14 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
16	15	15	15 DARYL HALL/Someone Like You (RCA)
6	7	16	16 CHICAGO/Will You Still Love Me? (WB)
8	8	12	17 LUTHER VANDROSS/Stop To Love (Epic)
—	—	20	18 KOOL & THE GANG/Stone Love (Mercury/PolyGram)
11	12	17	19 TOTO/Without Your Love (Columbia)
DEBUT	—	—	20 ATLANTIC STARR/Always (WB)

MARCH 27, 1987

Total Reports/Adds	Heavy	Medium	Light
39/1	32	6	1
40/1	28	9	3
34/0	24	9	1
34/0	23	10	1
30/0	27	3	0
32/0	18	8	6
33/1	17	15	1
27/0	14	9	4
32/3	18	12	2
34/3	12	20	2
27/0	16	8	3
33/4	8	23	2
29/3	14	13	2
21/0	7	10	4
20/0	8	12	0
19/0	6	8	5
22/0	5	11	6
21/3	6	13	2
16/0	8	5	3
22/1	2	14	6

MOST ADDED

- ANITA BAKER (10)
- LIONEL RICHIE (10)
- CHICAGO (9)
- CHRIS DeBURGH (4)
- B. JOEL I/R. CHARLES (4)
- MADONNA (4)
- A. FRANKLIN & G. MICHAEL (3)
- KOOL & THE GANG (3)
- CYNDI LAUPER (3)
- SMOKEY ROBINSON (3)
- STEVE WINWOOD (3)

HOTTEST

- BRUCE HORNSBY & THE RANGE (24)
- JANET JACKSON (23)
- STARSHIP (21)
- RESTLESS HEART (19)
- PAUL McCARTNEY (17)
- A. FRANKLIN & G. MICHAEL (11)
- JETS (11)
- STEVE WINWOOD (9)
- SERGIO MENDES (8)
- B. JOEL I/R. CHARLES (7)

BREAKERS

No records qualified for Breaker status this week.

NEW & ACTIVE

- ANITA BAKER "Same Ole Love (365 Days A Year)" (Elektra) 22/10**
Rotations: Heavy 2/0, Medium 9/3, Light 11/7, Total Adds 10, WCHS, WTC, WGY, WGOW, WHBC, WIBA, WROK, WSPD, WTKO, KVEC. Heavy: KSL, WBOW. Medium including KOY, KFMB, KUGN, WASK, WJBC, KTWO.
- ATLANTIC STARR "Always" (WB) 22/1**
Rotations: Heavy 2/0, Medium 14/0, Light 8/1, Total Adds 1, WDBO. Heavy: WTC, WHBY. Medium: WCCO, WCHS, WHBC, WROK, WSPD, KUGN, KSL, WTKO, WGBR, WJBC, WCIL, WASK, KTWO, KVEC.
- KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 21/3**
Rotations: Heavy 6/0, Medium 13/1, Light 2/2, Total Adds 3, WCHS, WDBO, WJBC. Heavy: WGY, WGOW, WNNR, WMTR, WSTU, KTWO. Medium including WPRO, KOY, KFMB, KJR, WRVA, WHBC, WSPD, KBOI, KUGN, WTKO, WGBR, WKYX.
- GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 21/1**
Rotations: Heavy 1/0, Medium 18/1, Light 4/0, Total Adds 1, WDBO. Heavy: KTWO. Medium including WCCO, KFMB, WCHS, WHBY, WHBC, WSPD, WNNR, WPOE, WTKO, WMTR, WGBR, WSTU, WJBC, WCIL, KVEC.
- BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 18/1**
Rotations: Heavy 4/0, Medium 11/1, Light 3/0, Total Adds 1, WKYX. Heavy: KSL, WNNR, WMTR, KVEC. Medium including WCCO, KFMB, WGOW, WRVA, WSPD, KBOI, WPOE, WGBR, WSTU, WJBC. Light: WTKO, WCIL, KFQD.
- LIONEL RICHIE "So La" (Motown) 17/10**
Rotations: Heavy 0, Medium 4/1, Light 13/9, Total Adds 10, WELI, WGY, WHBC, WIBA, KBOI, WNNR, WMTR, WSTU, WJBC, KTWO. Medium including WCCO, WICC, KUGN. Light including WHBY, WTKO, WGBR, KFQD.
- CHICAGO "If She Would Have Been Faithful" (WB) 15/9**
Rotations: Heavy 0, Medium 3/1, Light 12/8, Total Adds 9, WELI, WGY, WIBA, KBOI, WNNR, WGBR, WSTU, WJBC, KFQD. Medium including WCCO, KTWO. Light including KFMB, WICC, WTKO, WMTR.
- O. PARTON, L. RONSTADT, E. HARRIS "To Know Him Is To Love Him" (WB) 13/2**
Rotations: Heavy 0, Medium 9/0, Light 4/2, Total Adds 2, KUGN, WTKO. Medium: WTMJ, WCCO, WCHS, WHBY, WHBC, WJBC, WBOW, KFQD, KVEC. Light including WIBA, WGBR.
- KENNY LOGGINS "Meet Me Half Way" (Columbia) 13/1**
Rotations: Heavy 1/0, Medium 5/0, Light 7/1, Total Adds 1, WSTU. Heavy: KTWO. Medium: WGY, WIBA, KSL, WJBC, KVEC. Light including WICC, WNNR, WPOE, WTKO, WMTR, KFQD.
- AMY GRANT "Angels" (A&M) 13/1**
Rotations: Heavy 1/0, Medium 6/1, Light 6/0, Total Adds 1, KSL. Heavy: KTWO. Medium including WCCO, WTKO, WJBC, WASK, WBOW. Light: KFMB, WCHS, WHBC, WMTR, WGBR, WSTU.
- BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 12/0**
Rotations: Heavy 0, Medium 8/0, Light 4/0, Total Adds 0. Medium: WHBY, WPOE, WTKO, WKYX, WJBC, WCIL, KFQD, KTWO. Light: WIBA, WROK, WGBR, WSTU.
- TIM FEHMAN "Listen For The Heartbeat" (Scotti Bros./CBS) 12/0**
Rotations: Heavy 0, Medium 8/0, Light 4/0, Total Adds 0. Medium: WCCO, WCHS, WHBY, WHBC, WTKO, WGBR, KTWO, KVEC. Light: WIBA, WMTR, WSTU, WJBC.
- MADONNA "La Isla Bonita" (Sire/WB) 11/4**
Rotations: Heavy 0, Medium 8/1, Light 5/3, Total Adds 4, WCHS, WHBC, KSL, WSTU. Medium including WICC, WGY, KUGN, WCIL, KVEC. Light including WNNR, WMTR.
- CYNDI LAUPER "What's Going On" (Portrait/CBS) 11/3**
Rotations: Heavy 1/0, Medium 4/0, Light 6/3, Total Adds 3, WGOW, KBOI, WJBC. Heavy: WTKO. Medium: WICC, WELI, WMTR, KTWO. Light including WPRO, WNNR, WSTU.

- SHEILA E "Hold Me" (WB) 11/0**
Rotations: Heavy 4/0, Medium 5/0, Light 2/0, Total Adds 0. Heavy: WELI, WCIL, WASK, KVEC. Medium: KUGN, KSL, WNNR, WMTR, WSTU. Light: WGOW, WTKO.
- CHRIS DeBURGH "The Lady In Red" (A&M) 10/4**
Rotations: Heavy 0, Medium 4/1, Light 6/3, Total Adds 4, KBOI, KUGN, WNNR, KVEC. Medium including WCCO, WICC, WGY. Light including WCHS, WGBR, WBOW.
- LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 10/2**
Rotations: Heavy 0, Medium 4/0, Light 6/2, Total Adds 2, WBOW, KFQD. Medium: KSL, WASK, KTWO, KVEC. Light including KFMB, WHBY, WGBR, WJBC.
- GENESIS "Tonight, Tonight, Tonight" (Atlantic) 10/0**
Rotations: Heavy 5/0, Medium 4/0, Light 1/0, Total Adds 0. Heavy: KOY, WICC, WHAS, WMTR, KTWO. Medium: WGOW, WNNR, WPOE, WSTU. Light: WCHS.
- EL DeBARGE "Starlight Express" (MCA) 8/0**
Rotations: Heavy 0, Medium 5/0, Light 3/0, Total Adds 0. Medium: WHBY, WSPD, KUGN, KSL, WASK. Light: WNNR, WMTR, WJBC.

SIGNIFICANT ACTION

- SHIRLEY MURDOCK "As We Lay" (Elektra) 7/1**
Rotations: Heavy 2/0, Medium 2/0, Light 3/1, Total Adds 1, WGOW. Heavy: WELI, WSTU. Medium: WNNR, WMTR. Light including WCCO, KFQD.
- JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 7/1**
Rotations: Heavy 0, Medium 3/1, Light 4/0, Total Adds 1, KVEC. Medium including WCCO, KTWO. Light: KFMB, WTKO, WGBR, WJBC.
- GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 7/1**
Rotations: Heavy 2/0, Medium 3/0, Light 2/1, Total Adds 1, WGBR. Heavy: WCIL, WBOW. Medium: WCCO, WGY, KUGN. Light including WHBC.
- STEVE WARINER "Small Town Girl" (MCA) 7/0**
Rotations: Heavy 2/0, Medium 4/0, Light 1/0, Total Adds 0. Heavy: WHBY, WGBR. Medium: WTMJ, WCCO, WJBC, WBOW. Light: WPOE.
- GARY MORRIS & JENNIFER WARNES "Simply Meant To Be" (WB) 6/2**
Rotations: Heavy 0, Medium 3/0, Light 3/2, Total Adds 2, WHBY, WJBC. Medium: WCCO, KSL, KTWO. Light including WGBR.
- KENNY G "Songbird" (Arista) 6/0**
Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Total Adds 0. Heavy: WTMJ. Medium: WHBY, WGBR, WBOW, KVEC. Light: WNNR.
- DAN SEALS "I Will Be There" (EMI America) 5/1**
Rotations: Heavy 0, Medium 3/0, Light 2/1, Total Adds 1, WTMJ. Medium: WCCO, KUGN, WGBR. Light including WHBY.
- PATTI LABELLE & BILL CHAMPLIN "The Last Unbroken Heart" (MCA) 5/1**
Rotations: Heavy 0, Medium 3/1, Light 2/0, Total Adds 1, KVEC. Medium including KFMB, KTWO. Light: WHBY, WGBR.
- BANGLES "Walking Down Your Street" (Columbia) 4/2**
Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Adds 2, WCIL, KTWO. Medium: WICC. Light including WNNR.
- FLEETWOOD MAC "Big Love" (WB) 4/2**
Rotations: Heavy 0, Medium 1/1, Light 3/1, Total Adds 2, WICC, WMTR. Light including WCHS, KTWO.
- HOOSIERS "Theme From Hoosiers" (Polydor/PolyGram) 4/1**
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WHBY. Medium: KSL, KTWO. Light including WBOW.
- POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 4/0**
Rotations: Heavy 0, Medium 2/0, Light 2/0, Total Adds 0. Medium: WPOE, WASK. Light: KFMB, WMTR.
- SIMPLY RED "The Right Thing" (Elektra) 3/1**
Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WMTR. Light including WNNR, WSTU.
- CLUB NOUVEAU "Lean On Me" (WB) 3/1**
Rotations: Heavy 1/0, Medium 2/1, Light 0, Total Adds 1, WHAS. Heavy: WICC. Medium including WNNR.
- GINO VANNELLI "Wild Horses" (CBS Associated) 3/0**
Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0. Medium: KSL, KTWO. Light: WNNR.

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RADIO & RECORDS NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS

LIONEL RICHIE Se La (Motown)

65% of our reporters on it. Rotations: Heavy 1, Medium 35, Light 24, Total Adds 28 including WSNI, KVIL, W101, WSNY, WMYX, KMJI, KKLT, KHYL, K101. Debuts at number 20 on the AC chart.

KENNY G Songbird (Arista)

58% of our reporters on it. Rotations: Heavy 8, Medium 20, Light 25, Total Adds 9, LOVE94, WARM98, WOMC, KOST, WIZD, KELT, WHVE, WTNV, WHPA. Debuts at number 28 on the AC chart.

CHICAGO

If She Would Have Been Faithful (WB)

57% of our reporters on it. Rotations: Heavy 3, Medium 21, Light 28, Total Adds 23 including KVIL, WLTF, KEZR, WAEB, WKGW, WIZD, WMGN, KDUK, KWFM. Debuts at number 30 on the AC chart.

NEW & ACTIVE

SHEILA E "Hold Me" (WB) 44/0

Rotations: Heavy 10/0, Medium 28/0, Light 6/0, Total Adds 0. Heavy: WNAM, WMGN, WEIM, WGLL, WCKQ, WCHV, WBGW, WMTFM, KQSW, KMGQ. Medium including WPIX, WARM98, WNIC, WOMC, WKGW, KEY103, WTFM, WIZD, 3WM, KWAV, WSKI, WSKY, WZLQ. Remains at number 24 on the AC chart.

MADONNA "La Isla Bonita" (Sire/WB) 43/23

Rotations: Heavy 3/1, Medium 24/10, Light 16/12, Total Adds 23 including WHTX, KVIL, WLTS, WLLT, KOST, K101, WKYE, WRKA, KMZQ, WWMJ, WEIM, WGLL. Heavy including WNIC, KDUK. Medium including WARM98, B100, KIFM, WXTC, U102, WQHQ. Debuts at number 25 on the AC chart.

ATLANTIC STARR "Always" (WB) 42/6

Rotations: Heavy 2/0, Medium 22/2, Light 18/4, Total Adds 6. WPIX, WMYX, WKYE, WNAM, WGSY, KWEB. Heavy: KOST, KRNO. Medium including WNIC, WOMC, KKLT, WTRX, WEIM, WGLL, WQHQ, WSKY, WCKQ, WGSV, WAGE, WORG.

GINO VANNELLI "Wild Horses" (CBS Associated) 41/9

Rotations: Heavy 1/0, Medium 18/1, Light 22/8, Total Adds 9. WKGW, WLHT, WFMK, WHNN, KVUU, KDUK, WAHR, KRLB, WMTFM. Heavy: WBGW. Medium including KIFM, WKYE, WHVE, KWFM, WWMJ, WEIM, WHPA, WSKY, WCHV, WAEV.

CHRIS DeBURGH "The Lady In Red" (A&M) 40/11

Rotations: Heavy 3/1, Medium 15/2, Light 22/8, Total Adds 11. KVIL, W101, KOST, WKYE, WWMJ, WKNE, WHPA, WGSV, WAHR, KRLB, KFSB. Heavy including B100, KEZR. Medium including WPIX, WNIC, K101, KWFM, WEIM, WSKI, WCHV. Light including WLTS, 2WD, WAEB, WXTC, WHVE, KIOA, KDUK, WQHQ, WAEV, WZLQ, WMTFM, KYJC, KQSW, KMGQ.

KENNY LOGGINS "Meet Me Half Way" (Columbia) 40/3

Rotations: Heavy 0, Medium 28/1, Light 12/2, Total Adds 3. KIFM, KDUK, WGLL. Medium including 2WD, WMYX, WKYE, WNAM, KIOA, KMZQ, KWFM, WWMJ, WEIM, WQHQ, WHPA, WSKY, WGSV, WAGE, WBGW, WMTFM, KFSB.

FLEETWOOD MAC "Big Love" (WB) 39/12

Rotations: Heavy 0, Medium 17/3, Light 22/9, Total Adds 12. WSNI, KKLT, B100, WKGW, WRKA, WIZD, WTRX, 3WM, WORG, KWEB, KKLV, KMGQ. Medium including WKYE, WTFM, WHVE, KWFM, WWMJ, WSKI, WSKY, WCKQ.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STARSHIP	89/1	86	2	1
2 ARETHA FRANKLIN & GEORGE MICHAEL	88/1	75	11	2
3 STEVE WINWOOD	85/2	65	18	2
4 RESTLESS HEART	84/4	67	14	3
5 JANET JACKSON	77/0	52	23	2
6 BRUCE HORNSBY & THE RANGE	73/1	48	22	3
7 KOOL & THE GANG	78/1	57	16	5
8 SMOKEY ROBINSON	80/4	34	40	6
9 SHIRLEY MURDOCK	73/1	43	25	5
10 GENESIS	70/3	35	29	6
11 ANITA BAKER	79/19	14	47	18
12 BILLY JOEL featuring RAY CHARLES	77/8	16	49	12
13 JETS	59/0	16	35	8
14 BURNS SISTERS	68/5	29	29	10
15 PAUL McCARTNEY	59/0	22	32	5
16 SERGIO MENDES	61/3	23	33	5
17 DARYL HALL	55/0	21	30	4
18 GREGORY ABBOTT	61/3	5	47	9
19 LUTHER VANROSS	38/0	8	27	3
20 LIONEL RICHIE	60/28	1	35	24
21 JOURNEY	39/1	3	26	10
22 EL DeBARGE	52/4	5	36	11
23 CROWDED HOUSE	34/8	13	11	10
24 SHEILA E	44/0	10	28	6
25 MADONNA	43/23	3	24	16
26 SIMPLY RED	49/1	12	28	9
27 CYNDI LAUPER	52/3	6	31	15
28 KENNY G	53/9	8	20	25
29 CHICAGO	31/0	6	16	9
30 CHICAGO	52/23	3	21	28

MOST ADDED

- LIONEL RICHIE (28)
- CHICAGO (23)
- P. LABELLE & B. CHAMPLIN (23)
- MADONNA (23)
- ANITA BAKER (19)
- L. VANDROSS w/G. HINES (18)
- FLEETWOOD MAC (12)
- CHRIS DeBURGH (11)
- GLENN MEDEIROS (11)
- THOMPSON TWINS (10)

HOTTEST

- STARSHIP (78)
- A. FRANKLIN & G. MICHAEL (60)
- RESTLESS HEART (43)
- STEVE WINWOOD (43)
- BRUCE HORNSBY . . . (27)
- JANET JACKSON (26)
- KOOL & THE GANG (25)
- GENESIS (22)
- SMOKEY ROBINSON (13)
- SHIRLEY MURDOCK (10)

JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 38/4

Rotations: Heavy 1/0, Medium 20/0, Light 17/4, Total Adds 4. KVIL, KEY103, WTRX, WGSY. Heavy: WEIM. Medium including WIZD, KWAV, KWFM, WWMJ, WHPA, WSKY, WCHV, WAHR, WAGE, WORG, WBGW, KKLV, KYJC, KQSW, KMGQ.

CROWDED HOUSE "Don't Dream It's Over" (Capitol) 34/8

Rotations: Heavy 13/0, Medium 11/2, Light 10/6, Total Adds 8. LOVE94, WMJI, KIFM, WAEB, KEY103, WXTC, WWMJ, WBGW. Heavy: KVIL, KYJC, KOST, B100, K101, WKYE, WKGW, KDUK, WWMJ, WSKI, WHPA, KRLB, WFFX.

BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 34/1

Rotations: Heavy 2/0, Medium 21/0, Light 11/1, Total Adds 1. WEZC. Heavy: WIZD, WGLL. Medium including WARM98, WKYE, WRKA, WNAM, WTRX, WWMJ, WQHQ, WHPA, WSKY, WGSV, WORG, WBGW, WMTFM, WJON, KKLV, KYJC, KQSW.

LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 29/18

Rotations: Heavy 1/0, Medium 6/0, Light 22/18, Total Adds 18 including WLTS, WMYX, KEY103, WNAM, KWFM, WEIM, WCKQ, WGSV, WAHR, WORG, WMTFM. Heavy: KOST. Medium: WTFM, WTRX, WCHV, WAEV, WBGW, KQSW.

THOMPSON TWINS "Get That Love" (Arista) 28/10

Rotations: Heavy 0, Medium 6/2, Light 22/8, Total Adds 10. B100, WKGW, WWMJ, WCKQ, WCHV, WAGE, KRLB, KFSB, WXUS, WJON. Medium including WQHQ, WSKY, WFFX, KYJC. Light including WKYE, WNAM, WEIM, WGSV, WORG, WAEV.

PATTI LABELLE & BILL CHAMPLIN "The Last Unbroken Heart" (MCA) 26/23

Rotations: Heavy 0, Medium 6/4, Light 20/19, Total Adds 23 including WLTS, WNAM, WTRX, WKNE, WGLL, WSKI, WSKY, WCKQ, WCHV, WAHR, WAGE, KRLB, WBGW, WZLQ, KFSB. Medium including WPIX, WMTFM. Light including WQHQ.

KBC BAND "Hold Me" (Arista) 25/1

Rotations: Heavy 0, Medium 9/0, Light 16/1, Total Adds 1. WJON. Medium: WKYE, WNAM, WEIM, WGLL, WSKY, WCHV, WAHR, WBGW, KQSW. Light including KIOA, WWMJ, WKNE, WQHQ, WCKQ, WGSV, WORG, WAEV, WZLQ, WMTFM.

BANGLES "Walking Down Your Street" (Columbia) 24/3

Rotations: Heavy 5/0, Medium 10/1, Light 9/2, Total Adds 3. WEIM, WHPA, KFSB. Heavy: KVIL, KDUK, WSKI, WFFX, KQSW. Medium including WNIC, K101, WHVE, WSKY, WCHV, KRLB, WZLQ, KTYL, KYJC.

SIGNIFICANT ACTION

GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 23/11

Rotations: Heavy 4/0, Medium 11/5, Light 8/6, Total Adds 11. KVIL, WNIC, K101, WEIM, WQHQ, WCHV, WBGW, WMTFM, WJON, K99, KYJC. Heavy: W101, KOST, KMZQ, KWAV. Medium including WPIX, 2WD, B100, KDUK, WGLL.

PETER GABRIEL & KATE BUSH "Don't Give Up" (Geffen) 23/4

Rotations: Heavy 0, Medium 9/0, Light 14/4, Total Adds 4. WKYE, KEY103, KRLB, KMGQ. Medium: KWAV, WEIM, WSKY, WCKQ, WAHR, WAGE, WORG, WBGW, KQSW. Light including WNAM, WSKI, WQHQ, WGSV, WAEV, WZLQ, KFSB.

KENIA "Don't Let Me Be Lonely Tonight" (MCA) 20/8

Rotations: Heavy 0, Medium 6/2, Light 14/6, Total Adds 8. WPIX, KIFM, WIZD, WSKI, WQHQ, WZLQ, WMTFM, WJON. Medium including WEIM, WKNE, WSKY, WCHV. Light including WGSV, WAGE, WORG, WBGW, KKLV, KYJC, KQSW, KMGQ.

CLUB NOUVEAU "Lean On Me" (WB) 20/2

Rotations: Heavy 10/0, Medium 4/1, Light 6/1, Total Adds 2. KEY103, KYJC. Heavy: WLTF, B100, WKYE, U102, WRKA, WHVE, WGLL, WHPA, KRLB, WFFX. Medium including 2WD, KDUK, WQHQ. Light including K99, WTRX, KVUU, WORG, K99.

AMY GRANT "Angels" (A&M) 17/0

Rotations: Heavy 1/0, Medium 11/0, Light 5/0, Total Adds 0. Heavy: KRLB. Medium: WNAM, KWFM, WGLL, WTNV, WCHV, WGSV, WAEV, WBGW, WZLQ, WJON, KQSW. Light: WLACFM, KIOA, WTRX, WKNE, WORG.

ERIC MARTIN "Everytime I Think Of You" (Capitol) 17/0

Rotations: Heavy 1/0, Medium 3/0, Light 13/0, Total Adds 0. Heavy: WBGW. Medium: WGLL, WCHV, KQSW. Light: KEY103, WNAM, WEIM, WKNE, WSKI, WQHQ, WCKQ, WGSV, WZLQ, KFSB, WJON, KKLV, KYJC.

U2 "With Or Without You" (Island) 14/5

Rotations: Heavy 1/0, Medium 5/0, Light 8/5, Total Adds 5. KWFM, WORG, WZLQ, K99, KQSW. Heavy: WSKY. Medium: WKYE, WEIM, WSKI, WCKQ, WBGW. Light including WQHQ, WCHV, KYJC.

TIM FEEHAN "Listen For The Heartbeat" (Scotti Bros./CBS) 13/2

Rotations: Heavy 0, Medium 3/0, Light 10/2, Total Adds 2. WNAM, WCHV. Medium: KOST, WEIM, WBGW. Light including WSKI, WQHQ, WAEV, WZLQ, KFSB, WJON, KYJC, KQSW.

LEVEL 42 "Lessons In Love" (Polydor/PolyGram) 12/6

Rotations: Heavy 0, Medium 4/1, Light 8/5, Total Adds 6. WWMJ, WHPA, WSKY, KKLV, KYJC, KQSW. Medium including WQHQ, WCHV, WAGE. Light including WEIM, WBGW, WZLQ.

CUTTING CREW "(I Just) Died In Your Arms" (Virgin) 9/4

Rotations: Heavy 0, Medium 6/4, Light 3/0, Total Adds 4. K101, WGLL, WFFX, K99. Medium including WCKQ, KRLB. Light: B100, KDUK, WEIM.

DAN SEALS "I Will Be There" (EMI America) 8/2

Rotations: Heavy 0, Medium 2/0, Light 6/2, Total Adds 2. WNAM, WORG. Medium: WAHR, WBGW. Light including WTFM, WGSV, WAEV, KQSW.

WANG CHUNG "Let's Go" (Geffen) 8/2

Rotations: Heavy 3/0, Medium 4/2, Light 1/0, Total Adds 2. KRLB, KYJC. Heavy: B100, WFFX, K99. Medium including K101, KVUU. Light: WLTF.

PAUL SIMON "The Boy In The Bubble" (WB) 8/0

Rotations: Heavy 2/0, Medium 3/0, Light 3/0, Total Adds 0. Heavy: KEY103, WCKQ. Medium: KIOA, WQHQ, WBGW. Light: WWMJ, WAHR, WAEV.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

MOST ADDED

- DAVID BOWIE/Day (138)
- ROCK & HYDE/Dirty (48)
- BRYAN ADAMS/Day (32)
- U2/SIH (30)
- OTHER ONES/We Are (29)
- CULT/Removal (22)
- EDDIE MONEY/Nights (20)
- ERIC CLAPTON/Run (19)
- U2/Where (19)
- LOS LOBOS/Free (18)

HOTTEST

- U2/With (79)
- CUTTING CREW/Died (58)
- PETER WOLF/Come (58)
- BRYAN ADAMS/Heat (48)
- FLEETWOOD MAC/Big (41)
- GREGG ALLMAN BAND/Angel (40)
- PATTY SMYTH/Never (31)
- LOU GRAMM/Blue (29)
- STEVE WINWOOD/Finer (23)
- SAMMY HAGAR/Winner (17)

CHART CLIMBERS

GLASS TIGER "I Will Be There" (Manhattan) 96/7 (92/14)
 Adds: WBYR, WKLS, WYNY, WFYV, WEGR, WBA, WIOT. Heavy 25 including KTXQ, KUPD, KOME, WIMZ, WKQQ, WAPL, WWCT, KPOI, KDJK, WGR. Medium 66 including WBAB, WNEW, WMMR, WHJY, WSHE, WNOR, WEBN, WLVO, KSHE, KBPI. Moves 27-25.

ROCK & HYDE "Dirty Water" (Capitol) 95/48 (47/41)
 Adds including WBCN, WDFW, WHJY, WNOR, WQFM, KSHE, KZAP, KOME, WZZO, WOUR. Heavy 5 including Q107, CFOX, CHEZ, CFNY. Medium 67 including WNEW, WGTR, WLLZ, KYYS, KUPD, KFOG, KRQR, KLAQ, WDIZ, WIXV. Debuts at #35.

BILLY IDOL "Sweet Sixteen" (Chrysalis) 95/16 (81/12)
 Adds including WMMR, WNOR, KZAP, KLAQ, WKRR, WIMZ, WAPL, WIOT, KFMZ, KFMQ. Heavy 17 including WLIR, WXRK, WHJY, 91X, KGB, KOME, KISW, WCCC, WPDH, KJOT. Medium 64 including DC101, WGTR, WSHE, WLVO, WLLZ, KUPD, WPYX, WZZO, WAAF, KLBJ. Moves 33-31.

EUROPE "Rock The Night" (Epic) 94/15 (79/13)
 Adds including WDFW, WSHE, WPYX, WCCC, WIMZ, WKKE, WFBO, WWCT, KKDJ, KEZE. Heavy 10 including WGTR, WNOR, WYNY, KBPI, KUPD, WKQQ, KLPX, KWHL, KRQU. Medium 71 including WBAB, WNEW, WKLS, WLLZ, WQFM, KGB, KRQR, KOME, KISW. Moves 36-32.

LOS LOBOS "Set Me Free (Rosa Lee)" (Slash/WB) 91/18 (73/14)
 Adds including WNEW, WKLS, WSHE, KBBC, KGB, WZZO, WCCC, WAPL, KMOD, KICT. Heavy 22 including WBCN, WBYR, WXRT, 91X, KFOG, WPYX, WKQQ, WWWV, KTYD. Medium 60 including WHJY, DC101, WGTR, WNOR, WLUP, KYYS, KRQR, WAAF, KLAQ, WKRR. Moves 35-29.

HUEY LEWIS & THE NEWS "I Know What I Like" (Chrysalis) 90/4 (89/2)
 Adds: WHCN, KKDJ, KPOI, KATP. Heavy 35 including WMMR, WHJY, WSHE, WNOR, WPYX, WPDH, WKRR, WRXL, WIXV, WKKE. Medium 48 including DC101, WKLS, WYNY, WLVO, WQCC, WHEB, WCMF, WAAF, KLAQ. Remains at #24.

ROBERT CRAY BAND "I Guess I Showed Her" (Mercury/PolyGram) 88/9 (82/10)
 Adds: KLQJ, KGB, KRQR, WHCN, WYNY, KMJX, WKGR, KBER, KRAL. Heavy 23 including WDFW, WNOR, KFOG, WZZO, WCCC, WKQQ, WAPL, KQDS, WLAV, WIZN. Medium 57 including WBAB, WNEW, WHJY, WYNY, WLLZ, KYYS, KBBC, WOUR, WRFK, KLAQ. Moves 31-30.

CINDERELLA "Somebody Save Me" (Mercury/PolyGram) 81/5 (79/9)
 Adds: WPYX, WZYC, WAPL, KEZE, KFMQ. Heavy 4 including WHCN, KRAL, KRQU. Medium 59 including W3AB, WNEW, WMMR, WDFW, WHJY, WKLS, KTXQ, WYNY, WLLZ, KORS. Remains at #38.

LITTLE AMERICA "Walk On Fire" (Geffen) 78/8 (71/11)
 Adds: WLVO, KGB, WAQX, WKQQ, WLAV, WWCT, WKQZ, WOOJ. Heavy 14 including WXRK, KTXQ, WEBN, WOUR, KLBJ, KWIC, KNCN, KQDS, KILQ, KQWB. Medium 49 including WNEW, WYNY, WLLZ, WQFM, KORS, KUPD, WIXV, WAPL, WROK, KGGO. Moves 44-39.

ERIC CLAPTON "Run" (Duck/WB) 70/19 (52/26)
 Adds including WGTR, WLVO, KGB, WQCC, WCCC, WAPL, KMOD, KICT. Heavy 16 including WHJY, WLLZ, KFOG, WTPA, WCCC, WDIZ, WGIR, WWWV, KTYD. Medium 48 including WKLS, WLUP, KYYS, KOME, WKRR, WAPL, WLAV, WFBO, KICT. Moves 54-42.

U2 "Where The Streets Have No Name" (Island) 69/19 (53/52)
 Adds including WBYR, WSHE, CFOX, KFMQ, WPLR, WPDH, WKRR, WIXV, WFBO, KJOT. Heavy 25 including WMMR, WLUP, WXRT, KFOG, KRQR, WPYX, KLAQ, WLAV, WWCT, WGIR. Medium 40 including WNEW, KTXQ, WNOR, KYYS, WQFM, KORS, KUPD, 91X, KGB, KISW. Moves 40-33.

STRANGLERS "Always The Sun" (Epic) 69/7 (65/5)
 Adds: WNOR, WQCC, WZYC, WKGR, WWCT. Heavy 15 including WBCN, WXRK, WXRT, KBCO, KROQ, 91X, WHFS, CHEZ, WMAD, KDJK. Medium 37 including WLIR, WGTR, WLLZ, KYYS, WPYX, WOUR, WAAF, WLAV, KATT. Moves 41-40.

U2 "Bullet The Blue Sky" (Island) 68/17 (53/51)
 Adds including WHJY, KSHE, KGB, KLBJ, WRXL, WLAV, WFBO, WGIR, KQWB, KWHL. Heavy 19 including WDFW, KROQ, KFOG, KRQR, KOME, WPYX, WAPL, KPOI, KFMQ, KTYD. Medium 44 including WNEW, KTXQ, WGTR, WNOR, WQFM, KORS, KLOS, KUPD, KZAP, 91X. Moves 42-34.

GEORGIA SATELLITES "Railroad Steel" (Elektra) 68/16 (54/14)
 Adds including WBAB, KTXQ, KGB, WPDH, KLAQ, WDIZ, WAPL, WTUE, WIZN. Heavy 15 including WGTR, WOUR, WKKE, KILQ, KKDJ, WGIR, WBLM, WWWV, KQWB, KWHL. Medium 47 including WKLS, WEBN, WLVO, KUPD, KZAP, KFOG, KOME, WRXL, WIXV. Moves 47-41.

DEL FUEGOS "Long Side (For An Out)" (Slash/WB) 60/12 (48/11)
 Adds including WSHE, KRQR, WTPA, WZYC, WKQQ, WRDU, WROK, KBER, KOZZ. Heavy 6 including WBCN, WXRK, WXRT, KFOG, KQWB. Medium 42 including WHJY, WNOR, KYYS, KORS, KBBC, 91X, KGB, KISW, WAAF, KLBJ. Moves 55-45.

U2 "In God's Country" (Island) 57/12 (48/48)
 Adds including WBYR, WBAB, WHJY, WCMF, WFBO, KICT, KKDJ, WBLM. Heavy 27 including WNEW, WYNY, KROQ, KUPD, KFOG, KRQR, KOME, WRXL, WAPL, WLAV. Medium 27 including WKLS, KTXQ, WGTR, WLVO, 91X, WZZO, WCCC, KLBJ, KQDS, WIBA. Moves 46-37.

WORLD PARTY "Private Revolution" (Chrysalis) 56/5 (56/8)
 Adds: WZEW, WWCT, WIOT, KLPX, WMGM. Heavy 7: WGTR, WXRT, KROQ, 91X, WMAD, KRNA, KTCL. Medium 36 including WKLS, WNOR, KYYS, KBBC, WCCC, WAAF, WIMZ, WROK, KEZO, KICT. Remains at #52.

FARRENHEIT "Fool In Love" (WB) 53/9 (44/13)
 Adds: WGTR, WCCC, WKRR, WKGR, KFMG, KMBY, WIZN, WWWV, KFMZ. Heavy 9 including WBCN, WLUP, KBPI, WTPA, WAAF, WGIR, KGRQ, KRQU. Medium 35 including WHJY, WLLZ, WQFM, KSHE, KZAP, KISW, WCMF, WOUR, WTUE, KGGO. Debuts at #49.

DAMNED "Aloes Again Or" (MCA) 52/10 (44/11)
 Adds: WBYR, KLQJ, WQFM, KBCO, KQDS, WLAV, WRUF, KRNA, KFMZ, WAOR. Heavy 2: WXRK, WPLR. Medium 30 including WLIR, WNEW, WXRT, KYYS, 91X, WOUR, WAAF, WIMZ, WRXL, KEZO. Debuts at #59.

HIPSWAY "The Honeythief" (Columbia) 49/5 (50/2)
 Adds: WHTF, WFBO, WMAD, WAOR, KTYD. Heavy 15 including WLIR, CHOM, KBPI, WKLC, WPLR, KWIC, WKQQ, WWCT, WIZN, KRNA. Medium 28 including WBAB, WNEW, WSHE, WXRT, WLLZ, KBCO, 91X, WCCC, WIMZ, WLAV. Moves 50-48.

BRYAN ADAMS "Another Day" (A&M) 48/32 (18/18)
 Adds including WNEW, WLUP, WLVO, KFOG, WCMF, WAAF, WKDF, WDIZ, WIXV, KQDS. Heavy 13 including WDFW, Q107, KUPD, KSJO, KISW, CHEZ, KKDJ. Medium 30 including WKLS, WQFM, CFOX, WPYX, WOUR, WROK, WFBO, KEZO. Debuts at #47.

RED SPEEDWAGON "Variety Tonight" (Epic) 47/11 (38/14)
 Adds including KRQR, WPYX, WEZX, WDIZ, KEZO, KMBY, WWWV, WKLT. Heavy 12 including WLLZ, WRIF, KSHE, WCMF, WIMZ, WAPL, WFBO, WWCT, KILQ, KFMQ. Medium 30 including WHJY, WYNY, WLVO, WQFM, KOME, WTUE, KQDS, WIOT, KICT. Moves 59-53.

THOMPSON TWINS "Got That Love" (Arista) 48/10 (38/35)
 Adds: WCCC, WHCN, WOUR, KWIC, KBAT, KGGO, KZEL, KKDJ, WBLM, KTYD. Heavy 7: WLIR, 91X, WPLR, WIMZ, KKCY, KRNA, KGRQ. Medium 29 including WBAB, WNEW, WMMR, KBPI, KFOG, WDHA, WLAV, WWCT, WRKI. Debuts at #60.

POISON "Talk Dirty To Me" (Epic/Capitol) 45/4 (48/5)
 Adds: KORS, KBAT, KOMP, KQWB. Heavy 7: WBCN, WBAB, KUPD, KDQJ, KNAC, KDJK, WGIR. Medium 28 including WNEW, WLLZ, KBPI, WOUR, WAAF, WKDF, KILQ, KWHL. Moves 56-55.

XTC "Dear God" (Geffen) 38/13 (0/0)
 Adds including WBAB, WHJY, WKLS, KRQR, WPYX, WHFS, WPLR, WAAF, WROK, KICT. Heavy 14 including WBCN, WLIR, WNEW, WXRK, KTXQ, WXRT, KROQ, 91X, WHCN. Medium 16 including Q107, WYNY, KBCO, KFOG, KKDJ, WRKI, KOZZ. Debuts at #54.

ROBERT CRAY BAND "Right Next Door (Because Of Me)" (Mercury/PolyGram) 38/5 (35/5)
 Adds: WBYR, KLQJ, KWIC, WQKB, WRKI. Heavy 11 including WKLS, KTXQ, WXRT, CFOX, WHCN, WLAV, KKDJ, WWWV. Medium 28 including Q107, WGTR, WLVO, WIXV, WROK, KEZO, KICT, KEZE, WBLM, KOZZ. Moves 60-56.

NEW & ACTIVE

AUTOGRAPH "Lead And Clear" (RCA) 44/4 (40/12)
 Adds: KATT, KICT, KDJK, KLPX. Heavy 2: KNAC, KATP. Medium 28 including WYNY, WLLZ, WQFM, KSHE, KUPD, KGB, WCCC, KLAQ, WIMZ, WKDF.

TE8LA "Little Suzi" (Geffen) 43/15 (28/9)
 Adds including WHJY, KZAP, KRQR, KISW, WCMF, KLBJ, WAPL, KEZO, KKDJ, KNAC. Heavy 4 including KORS, KUPD, KWHL. Medium 27 including WKLS, WQFM, KBPI, KGB, KLAQ, WKRR, WKDF, WDIZ, WROK, KILQ.

OTHER ONES "We Are What We Are" (Virgin) 42/29 (13/13)
 Adds including WBYR, WXRK, WXRT, WIXV, WROK, KICT, KKDJ, WWWV, KOZZ. Heavy 2: WLIR, KZEL. Medium 24 including WBCN, WNOR, KYYS, 91X, KRQR, WPYX, WIMZ, WLAV, KDJK.

ALAN PARSONS PROJECT "Money Talks" (Arista) 40/3 (38/7)
 Adds: KLOS, KMJX, KDJK. Heavy 8: WQFM, KOME, KLBJ, WIMZ, KQDS, KATT, KILQ, KZEL. Medium 27 including KYYS, KUPD, KRQR, WTUE, KKDJ, KEZE, WWWV, WRUF, KQWB, KWHL.

WIRE TRAIN "She Comes On" (415/Columbia) 33/10 (23/4)
 Adds: WXRK, WXRT, KROQ, KOME, WEZX, KLBJ, WKLP, KKDJ, WQKB, KOZZ. Heavy 2: WLIR, KZEL. Medium 17 including KDQJ, 91X, KFOG, KRQR, KSJO, WHFS, KDJK, KFMF, KTYD.

DAVID & DAVID "River's Gonna Rise" (A&M) 33/1 (38/5)
 Adds: KUPD. Heavy 3: KLBJ, KWIC, KQWB. Medium 25 including WGTR, WYNY, KBBC, KGB, KFOG, WAAF, WAPL, WLAV, KATT.

JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 32/3 (30/4)
 Adds: WLUP, KMMX, KSOY. Heavy 5 including WHFS, WTPA, WMAD, KTCZ. Medium 19 including WNOR, WXRT, KORS, KLBJ, WIMZ, KQDS, WLAV, KMOD, KPOI.

EDDIE & THE TIDE "Weak In The Presence Of Beauty" (Atco) 31/3 (28/3)
 Adds: WAQY, KQDS, WZZO. Heavy 5: KDQJ, KOME, KSJO, KRNA, KGRQ. Medium 19 including KORS, KUPD, KZAP, KFOG, WTPA, WEZX, KKDJ, KDJK, KQWB, KFMF.

SAINTS "Just Like Fire Would" (TVT) 30/5 (24/3)
 Adds: WBAB, WXRK, KBCO, WTPA, KLAQ. Heavy 4: WLIR, WHFS, WMRY, KZEL. Medium 18 including Q107, WXRT, KUPD, 91X, WAAF, KATT, KEZO, WIZN, KWHL.

PETER GABRIEL "Don't Give Up" (Geffen) 29/8 (21/4)
 Adds: WBCN, WBRU, KWIC, WRXL, WMAD, WMRY, KBER, WRKI. Powers 1: Heavy 4 including WKQQ, WMGM. Medium 21 including WLUP, 91X, KFOG, WZZO, WCCC, WDIZ, WWCT, WGIR, WWWV, KTYD.

ROBIN TROWER "Caroline" (GNP/Crescendo) 27/7 (21/7)
 Adds: WBYR, WQFM, KZAP, WHCN, WAQY, KMBY, KLPX. Heavy 1: KBCO. Medium 20 including WGTR, WXRT, KORS, KSHE, KOME, WFBO, KILQ, WIZN, WGIR, KQWB.

WARD BROTHERS "Why Do You Run" (A&M) 27/6 (21/5)
 Adds: WBYR, KORS, KRQR, WCCC, KTCL, KRQU. Heavy 0: Medium 14 including WLLZ, KYYS, WQFM, WPYX, KLAQ, WONE, WLAV, WMAD, KILQ.

U2 "Red Hill Mining Town" (Island) 24/4 (25/24)
 Adds: KWIC, WYNY, KJOT, WAOR. Heavy 8 including CHOM, KFOG, KRQR, WWCT, WQKB, WMGM, WWWV. Medium 16 including Q107, KISW, WCCC, WRFK, KQDS, WFBO, WIBA, KATT, KBER.

MONDO ROCK "Primitive Love Rites" (Columbia) 23/14 (9/9)
 Adds including WHJY, WNOR, KRQR, WKLC, WDHA, WKDF, KMOD, WWWV, KRNA. Heavy 0: Medium 9 including 91X, WIMZ, KZEL, KKDJ, KATP, KRQU.

BOSTON "I Think I Like It" (MCA) 23/4 (19/2)
 Adds: DC101, WMGM, WWTR, WWWV. Powers 1: Heavy 7: WHJY, WTPA, WAQY, WKFM, WIZN, WRUF, KRQU. Medium 14 including WNEW, WQFM, KORS, KAZY, WAQX, WDIZ, WTUE, KBER, KEZE.

CHRIS ISAAK "You Owe Me Some Kind Of Love" (WB) 23/0 (24/2)
 Heavy 7: WBYR, 91X, KFOG, KRQR, KZEL, KDJK, KKCY. Medium 13 including KTXQ, KBCO, KDQJ, KZAP, WOUR, KMOD, KILQ, KFMF, KTYD.

JULIAN COPE "Trampolene" (Island) 22/7 (15/13)
 Adds: KROQ, KUPD, KFOG, WHFS, WBRU, KBER, KRQU. Heavy 3 including WLIR, KZEL. Medium 12 including WXRT, 91X, CHEZ, CFNY, KEZO, WMRY, KQWB, KTCL.

U2 "Trip Through Your Wires" (Island) 22/0 (23/22)
 Heavy 5: WLUP, WXRT, KFOG, KRQR, CFNY. Medium 17 including WKLS, KTXQ, WGTR, WNOR, 91X, WOUR, WAAF, KQDS, KATT, KBER.

U2 "One Tree Hill" (Island) 20/3 (21/20)
 Adds: WPLR, WBRU, KWIC. Heavy 5 including WXRT, KRQR, WHCN, WLAV, WMGM. Medium 14 including WYNY, WKLS, WNOR, KYYS, WIXV, WIBA, KATT, KICT.

HOODOO GURUS "Good Times" (Elektra) 19/10 (10/10)
 Adds: WNEW, WLLZ, KBCO, 91X, KWIC, WMRY, KILQ, KZEL, KATP, KGRQ. Heavy 2: WLIR, KRNA. Medium 12 including WKLS, WHFS, WBRU, WBLM, KTCL, KZOO.

GINO VANELLI "Wild Horses" (CBS Associated) 19/3 (16/3)
 Adds: WQMF, WMAD, KZOO. Powers 1: Heavy 9: Q107, WEBN, CFOX, CHEZ, CFNY, KZEL, KMMX, KGRQ, KRQU. Medium 8 including CHOM, KBCO, WIOQ, WZEW, KTCZ.

LOU GRAMM "Heartache" (Atlantic) 19/2 (18/1)
 Adds: KLBJ, WIXV. Powers 1: Heavy 7: WDFW, KSHE, KLOS, WCMF, WAPL, KMOD, KFMQ. Medium 12 including WBYR, KTXQ, KLQJ, WFBO, WLLZ, KICT, KKDJ, WKLT, KSOY, KOZZ.

FABULOUS THUNDERBIRDS "Twist It Off" (Blackheart/CBS) 19/2 (17/1)
 Adds: KMBY, WRKI. Heavy 4: KFOG, KLBJ, KNCN, KPOI. Medium 10 including KTXQ, WXRT, KZAP, KOME, WDHA, WRXL, WQKB, KATP, KOZZ.

SMITHEREENS "Time And Time Again" (Enigma) 18/8 (9/5)
 Adds: WHJY, WCCC, WAAF, WMAD, WMRY, KICT, KMBY, WWWV, KTYD. Heavy 3 including WXRK, KROQ. Medium 9 including KWIC, KNCN, KDJK, WIZN, KATP.

KBC BAND "Hold Me" (Arista) 17/6 (11/1)
 Adds: WHJY, WRIF, WPDH, WONE, WGIR, WWTR. Heavy 0: Medium 13 including KORS, WKFM, WOUR, WKGR, WLAV, WWWV, WRUF, KWHL.

WORLD PARTY "All Come True" (Chrysalis) 17/6 (10/1)
 Adds: KTXQ, KGB, KRQR, WKLC, WAQY, KBER. Heavy 7: WXRT, KROQ, 91X, CHEZ, KLBJ, KTCZ, KMMX. Medium 6 including KUPD, KGB, WIZN.

GREGG ALLMAN BAND "Anything Goes" (Epic) 17/4 (15/2)
 Adds: WPYX, WIXV, KFMG, KILQ. Heavy 6 including WAQX, WAPL, WGIR, KFMQ, KWHL. Medium 8 including WGTR, WQFM, WDHA, WKFM, KQDS, KSOY.

JOHN PHILIP "What's It Gonna Be" (Atlantic) 15/2 (16/2)
 Adds: WPYX, KZEL. Heavy 0: Medium 8 including WYNY, KZAP, KNCN, KFMG, KATP, WRUF, KQWB.

AOR ALBUMS

MOST ADDED

- EDDIE MONEY (18)
- BILLY IDOL (16)
- DEL FUEGOS (13)
- XTC (13)
- NIGHT RANGER (12)
- GEORGIA SATELLITES (11)
- EUROPE (11)
- DAMNED (10)
- WIRE TRAIN (10)

HOTTEST

- U2 (79)
- CUTTING CREW (59)
- GREGG ALLMAN BAND (42)
- LOU GRAMM (38)
- PATTY SMYTH (31)
- STEVE WINWOOD (23)
- EDDIE MONEY (17)
- OVER THE TOP (17)
- BON JOVI (15)
- CROWDED HOUSE (13)

NEW & ACTIVE

Continued from Page 117

CHRIS ISAAK "Chris Isak" (WB) 29/8 (29/1)
 Heavy 8: WBYR, 91X, KFOG, KRQR, WHFS, KZEL, KDJK, KKCY. Medium 18 including KTXQ, WXRT, KBCO, KZAP, WOUR, KMOD, KILQ, KFMF, KTYD.

SMITHEREENS "Especially For You" (Enigma) 28/9 (22/4)
 Adds: WHJY, WCCC, WCMF, WAAF, WMAD, KICT, KMBY, WWWV, KTYD. Heavy 4: WXRK, WRIF, KROQ, WMRY. Medium 17 including WNEW, WMMR, WZZO, WHFS, KWIC, KNCN, KDJK, WMGM, WIZN.

JULIAN COPE "Saint Julian" (Island) 27/5 (28/13)
 Adds: KUPD, KFOG, WBRU, KBER, KRQU. Heavy 4: WLIR, WXRK, WHFS, KZEL. Medium 15 including DC101, WNOR, WXRT, 91X, CHEZ, CFNY, WXPJ, KEZO, KQWB.

KBC BAND "KBC Band" (Arista) 24/6 (22/1)
 Adds: WHJY, WRIF, WPDH, WONE, WGIR, WWTR. Heavy 2: WAQX, WIZN. Medium 18 including KORS, KZAP, KOME, WOUR, WLAV, WWWV, WRUF, KWHL, KFMF.

GINO VANELLI "Big Dreamers Never Sleep" (CBS Associated) 20/3 (17/3)
 Adds: WQMF, WMAD, KZOO. Powers 1: Heavy 10 including Q107, WEBN, CFOX, CHEZ, CFNY, KZEL, KMMX, KGRQ, KRQU. Medium 8 including CHOM, KBCO, WIOQ, WZEW, KTCZ.

JOHN PHILIP "Wait For The Night" (Atlantic) 18/1 (19/2)
 Adds: KZEL. Heavy 0: Medium 11 including WYNY, KZAP, KNCN, KLAQ, WDIZ, KFMG, WRUF, KQWB, KWHL.

SIMPLY RED "Men And Women" (Elektra) 17/1 (16/4)
 Adds: WCCC. Powers 4: Heavy 11 including WLIR, CHOM, CFOX, CHEZ, CFNY, KTCZ, KKCY, WIZN, KMMX, KGRQ. Medium 6 including KBCO, WHFS, WZEW, KTCL.

77'S "77's" (Epic/Island) 16/5 (10/1)
 Adds: KDQJ, WCMF, CFNY, WMAD, KATP. Heavy 2: KZEL, KMMX. Medium 9 including KBCO, WHFS, WMRY, KGRQ, KTCL, KRQU.

RANK AND FILE "Rank And File" (Rhino) 16/3 (14/3)
 Adds: KBCO, WKQZ, KDJK. Heavy 1: KZEL. Medium 7 including WXRT, 91X, WHFS, WMRY, KTCL, KTYD.

LEVEL 42 "Running In The Family" (Polydor/PolyGram) 15/5 (10/6)
 Adds: WHFS, KTCZ, KMMX, KRNA, KZOO. Heavy 6 including CHOM, CHEZ, CFNY, KKCY. Medium 4 including CFOX, KRQR, KRQU.



PETER WOLF

COME AS YOU ARE



Produced by PETER WOLF
and ERIC "E.T." THORNGREN

Features **COME AS YOU ARE**, **CAN'T GET STARTED**, **LOVE ON ICE**, **THICK AS THIEVES** and **WIND ME UP**

Produced by PETER WOLF and ERIC "E.T." THORNGREN

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RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks Two Weeks Last Week

167 REPORTS

MARCH 27, 1987

Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album	Label	Reports/Adds	Power	Heavy	Medium
—	—	1	1	U2/The Joshua Tree (Island)		165+/1	79+	156+	7-
1	1	2	2	LOU GRAMM/Ready Or Not (Atlantic)		147-/0	35-	124-	21+
2	2	3	3	GREGG ALLMAN BAND/I'm No Angel (Epic)		150-/1	42-	124-	21+
12	6	4	4	CUTTING CREW/Broadcast (Virgin)		153=/0	59+	128+	23-
10	5	5	5	PATTY SMYTH/Never Enough (Columbia)		146-/0	31-	104-	40+
7	9	7	6	BON JOVI/Slippery When Wet (Mercury/PG)		133=/1	15+	79+	53-
22	14	10	7	JON BUTCHER/Wishes (Capitol)		149+/1	9+	66+	79-
24	18	12	8	PSYCHEDELIC FURS/Midnight To Midnight (Columbia)		130+/4	7+	56+	65-
6	4	6	9	STEVE WINWOOD/Back In The High Life (Island/WB)		108-/1	23-	84-	21+
35	24	18	10	FROZEN GHOST/Frozen Ghost (Atlantic)		146+/8	4+	38+	102-
3	7	11	11	ERIC CLAPTON/August (Duck/WB)		119=/9	8-	44-	72+
14	13	13	12	ROBERT CRAY BAND/Strong Persuader (Mercury/PG)		128+/3	4-	36-	82+
DEBUT	13	10	13	NIGHT RANGER/Big Life (Camel/MCA)		131 /12	3	35	92
13	10	9	14	CROWDED HOUSE/Crowded House (Capitol)		105-/5	13-	68-	34+
4	3	8	15	OVER THE TOP/Soundtrack (Columbia)		93-/1	17-	66-	25-
23	22	21	16	EDDIE MONEY/Can't Hold Back (Columbia)		107+/18	17+	44+	56+
8	11	17	17	LOS LOBOS/By The Light Of The Moon (Slash/WB)		113-/7	4-	30-	72+
—	25	22	18	ANDY TAYLOR/Thunder (MCA)		128+/7	1-	20+	95+
9	12	19	19	GEORGIA SATELLITES/Georgia Satellites (Elektra)		99+/11	1=	29-	65+
15	15	16	20	DEEP PURPLE/The House Of Blue Light (Mercury/PG)		98-/0	2+	37-	51-
20	16	15	21	PAUL SIMON/Graceland (WB)		95-/2	6-	32-	60-
29	27	25	22	EUROPE/The Final Countdown (Epic)		104+/11	3-	17-	73+
5	8	14	23	REO SPEEDWAGON/Life As We Know It (Epic)		87-/3	3-	36-	45+
DEBUT	40	32	24	WHITESNAKE/Whitesnake (Geffen)		106 /7	4	17	74
40	32	27	25	GLASS TIGER/The Thin Red Line (Manhattan)		97+/7	4+	26+	66+
17	21	24	26	WORLD PARTY/Private Revolution (Chrysalis)		96-/7	1+	22=	51-
28	28	26	27	HUEY LEWIS & THE NEWS/Fore! (Chrysalis)		92+/4	2-	35+	48-
39	34	29	28	BILLY IDOL/Whiplash Smile (Chrysalis)		96+/16	1=	18+	64+
16	17	20	29	SANTANA/Freedom (Columbia)		59-/0	4-	24-	31-
36	33	32	30	CINDERELLA/Night Songs (Mercury/PG)		90+/5	0-	6-	65+
11	20	28	31	ALAN PARSONS PROJECT/Gaudi (Arista)		67-/1	1-	17-	41-
30	29	30	32	TESLA/Mechanical Resonance (Geffen)		77-/6	2=	7-	52+
—	39	34	33	STRANGLERS/Dreamtime (Epic)		73+/7	1=	15=	40+
—	—	38	34	LITTLE AMERICA/Little America (Geffen)		78+/7	1=	14+	49+
18	23	33	35	BOSTON/Third Stage (MCA)		53-/3	8-	22-	26-
21	19	23	36	LIGHT OF DAY/Soundtrack (Blackheart/CBS)		64-/1	2-	20-	33-
—	—	40	37	DEL FUEGOS/Stand Up (Slash/WB)		63+/13	1-	6+	45+
—	—	39	38	HIPSWAY/Hipsway (Columbia)		53-/5	4+	17+	30-
32	30	31	39	CONCRETE BLONDE/Concrete Blonde (IRS/MCA)		58-/3	0-	9-	37-
27	35	37	40	ROBIN TROWER/Passion (GNP/Crescendo)		52-/5	1=	7-	37=

BREAKERS.

NIGHT RANGER
Big Life (Camel/MCA)
78% of our reporters on it.

WHITESNAKE
Whitesnake (Geffen)
63% of our reporters on it.

NEW & ACTIVE

FARRENHEIT "Farrenheit" (WB) 54/9 (45/14)

Adds: WGTR, WCCC, WKRR, WKGR, KFMG, KMBY, WIZN, WWWV, KFMZ. Powers 1. Heavy 9 including WBCN, WLUP, KBPI, WTPA, WAAF, WGIR, KGRO, KRQU. Medium 36 including WHJY, WLLZ, WQFM, KSHE, KZAP, KISW, WCMF, WOUR, WTUE, KGGG.

DAMNED "Anything" (MCA) 53/10 (45/11)

Adds: WBYR, KLOL, WQFM, KBCO, KDQS, WLAV, WRUF, KRNA, KFMZ, WAOR. Heavy 2: WXRK, WPLR. Medium 31 including WLIR, WNEW, WXRT, KYYS, 91X, WHEB, WOUR, WAAF, WIMZ, WRXL.

HIPSWAY "Hipsway" (Columbia) 53/5 (55/2)

Adds: WHTF, WFBQ, WMAD, WAOR, KTYD. Powers 4. Heavy 17 including WLIR, CHOM, KBPI, WKLC, WPLR, KWIC, WKQQ, WWCT, WIZN, KRNA. Medium 30 including WBAB, WNEW, WSHE, WXRT, WLLZ, KBCO, 91X, WCCC, WIMZ, WLAV.

POISON "Look What The Cat Dragged In" (Enigma/Capitol) 46/5 (46/5)

Adds: KQRS, KNCN, KBAT, KOMP, KQWB. Powers 1. Heavy 7: WBCN, WBAB, KUPD, KDJQ, KNAC, KDJK, WGIR. Medium 28 including WNEW, Q107, WLLZ, KBPI, WOUR, WAAF, WKDF, KILO, KWHL.

XTC "Skylarking" (Geffen) 40/13 (6/0)

Adds including WBAB, WHJY, WKLS, KRQR, WPYX, WHFS, WPLR, WAAF, WRQK, KICT. Powers 2. Heavy 15 including WBCN, WLIR, WNEW, WXRK, KTXQ, WXRT, KROQ, 91X, KRNA. Medium 17 including WYFN, KYYS, KBCO, KFOG, WEZX, KKDJ, KKCY, WRKI, KOZZ.

WIRE TRAIN "Ten Women" (415/Columbia) 34/10 (24/4)

Adds: WXRK, WXRT, KROQ, KOMA, WEZX, KLBJ, WKLP, KKDJ, WQBK, KOZZ. Heavy 2: WLIR, KZEL. Medium 18 including KDJQ, 91X, KFOG, KRQR, KXSJ, WHFS, WBRU, KDJK, KFMF, KTYD.

WARD BROTHERS "The Madness Of It All" (A&M) 33/7 (28/6)

Adds: WBYR, WXRK, KQRS, KBCO, KRQR, WCCC, KRQU. Heavy 1: KTCZ. Medium 15 including WLLZ, KYYS, WQFM, WPYX, KLAQ, WLAV, KILO, WQBK, KATP, KGRO.

JENNIFER WARNES "Famous Blue Raincoat" (Cypress/PolyGram) 33/2 (32/4)

Adds: WLUP, KSOY. Heavy 5 including WHFS, WTPA, WMAD, KTCZ. Medium 20 including WNOR, WXRT, KQRS, KLBJ, WIMZ, KDQS, WLAV, KMOD, KPOI.

PETER GABRIEL "So" (Geffen) 32/8 (26/3)

Adds: WBCN, WBRU, KWIC, WRXL, WMAD, WMRY, KBER, WRKI. Powers 1. Heavy 4 including WKQQ, WMGM. Medium 23 including WOVE, WLUP, 91X, KFOG, WZZO, WCCC, WDIZ, WWCT, WGIR, WWWV.

SAINTS "An Fools Day" (TVT) 30/5 (24/2)

Adds: WBAB, WXRK, KBCO, WTPA, KLAQ. Heavy 4: WLIR, WHFS, WMRY, KZEL. Medium 18 including Q107, WXRT, KUPD, 91X, WDHA, WAAF, KATT, KEZO, WIZN, KWHL.

WIRE TRAIN

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"Wire Train is an AOR natural . . . put it up against anything in your core library and watch the buzz burn up your phones. Instantly accessible, and it will help your current file bigtime! Don't miss this one!"

Jim Trapp/KZEL



NEW ARTISTS

Albums

Reports/Adds

1	CINDERELLA/Night Songs (Mercury/PG)	90/5
2	LITTLE AMERICA/Little America (Geffen)	78/7
3	STRANGLERS/Dreamtime (Epic)	73/7
4	DEL FUEGOS/Stand Up (Slash/WB)	63/13
5	FARRENHEIT/Farrenheit (WB)	54/9
6	DAMNED/Anything (MCA)	53/10
7	HIPSWAY/Hipsway (Columbia)	53/5
8	POISON/Look What The Cat... (Capitol/Enigma)	46/5
9	XTC/Skylarking (Geffen)	40/13
10	WIRE TRAIN/Ten Women (415/Columbia)	34/10

Tracks

1	GLASS TIGER/I Will Be There (Manhattan)*	96/7
2	ROCK & HYDE/Dirty Water (Capitol)	95/48
3	EUROPE/Rock The Night (Epic)*	94/15
4	ROBERT CRAY BAND/I Guess I... (Mercury/PG)*	88/9
5	CINDERELLA/Somebody Save Me (Mercury/PG)	81/5
6	LITTLE AMERICA/Walk On Fire (Geffen)	78/8
7	STRANGLERS/Always The Sun (Epic)	69/7
8	GEORGIA SATELLITES/Railroad Steel (Elektra)*	68/16
9	DEL FUEGOS/Long Slide For An Out (Slash/WB)	60/12
10	WORLD PARTY/Private Revolution (Chrysalis)*	56/5

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.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS®

Three Weeks	Two Weeks	Last Week		167 REPORTS	Reports/Adds	Power	Heavy	Medium
—	6	1	1	U2/With Or Without You (Island)	163=0	79+	156+	5-
4	2	2	2	PETER WOLF/Come As You Are (EMI America)	159-0	58-	144+	14-
—	—	6	3	FLEETWOOD MAC/Big Love (WB)	159+/3	41+	134+	22-
8	8	4	4	CUTTING CREW/(I Just) Died In Your Arms (Virgin)	148=0	58+	126+	20-
—	—	7	5	BRYAN ADAMS/Heat Of The Night (A&M)	151+/3	48+	126+	24-
2	1	3	6	GREGG ALLMAN BAND/I'm No Angel (Epic)	137-0	40-	118-	16+
7	7	5	7	PATTY SMYTH/Never Enough (Columbia)	144-0	31-	102-	39+
16	11	11	8	JON BUTCHER/Goodbye Saving Grace (Capitol)	149+/2	9+	66+	79-
DEBUT	—	—	9	DAVID BOWIE/Day-In Day-Out (EMI America)	139 /138	9	57	75
27	18	13	10	BON JOVI/Never Say Goodbye (Mercury/PG)	125+/2	13+	73+	51-
5	5	8	11	STEVE WINWOOD/The Finer Things (Island/WB)	108-1	23-	84-	21+
35	23	18	12	FROZEN GHOST/Should I See (Atlantic)	146+/8	4+	38+	102-
1	3	9	13	LOU GRAMM/Midnight Blue (Atlantic)	97-0	29-	87-	6+
24	15	15	14	PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	128+/4	7+	55+	64-
26	19	16	15	LOU GRAMM/Ready Or Not (Atlantic)	118+/3	6=	62+	54-
—	26	19	16	NIGHT RANGER/The Secret Of My Success (Camel/MCA)	129+/10	3+	34+	92+
3	4	10	17	SAMMY HAGAR/Winner Takes It All (Columbia)	89-0	17-	65-	22-
12	9	12	18	CROWDED HOUSE/Don't Dream It's Over (Capitol)	94-1	13-	66-	26+
29	22	20	19	ANDY TAYLOR/I Might Lie (MCA)	128+/7	1-	20+	95+
—	—	29	20	U2/I Still Haven't Found What I'm Looking For (Island)	104+/30	1=	40+	61+
43	36	25	21	EDDIE MONEY/Endless Nights (Columbia)	102+/20	13+	40+	57+
14	14	17	22	DEEP PURPLE/Call Of The Wild (Mercury/PG)	94-0	2+	36-	48-
15	12	14	23	PAUL SIMON/The Boy In The Bubble (WB)	88-2	6-	31-	54-
30	25	24	24	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	90+/4	2-	35+	46-
40	34	27	25	GLASS TIGER/I Will Be There (Manhattan)	96+/7	4+	25+	66+
39	29	28	26	DOKKEN/Dream Warriors ("Theme From...") (Elektra)	105+/4	1=	15+	71+
47	33	30	27	WHITESNAKE/Still Of The Night (Geffen)	104+/5	4+	17+	72+
—	41	32	28	CULT/Love Removal Machine (Sire/WB)	102+/22	4+	9+	75+
53	45	35	29	LOS LOBOS/Set Me Free (Rosa Lee) (Slash/WB)	91+/18	2+	22+	60+
42	38	31	30	ROBERT CRAY BAND/I Guess I Showed Her (Mercury/PG)	88+/9	2-	23+	57+
49	39	33	31	BILLY IDOL/Sweet Sixteen (Chrysalis)	95+/16	1=	17+	64+
51	47	36	32	EUROPE/Rock The Night (Epic)	94+/15	0=	10+	71+
—	—	40	33	U2/Where The Streets Have No Name (Island)	69+/19	0-	25+	40+
—	—	42	34	U2/Bullet The Blue Sky (Island)	68+/17	0=	19+	44+
DEBUT	—	—	35	ROCK & HYDE/Dirty Water (Capitol)	95+/48	0=	5+	67+
10	13	26	36	ERIC CLAPTON/Miss You (Duck/WB)	56-0	7-	29-	26-
—	—	46	37	U2/In God's Country (Island)	57+/12	0-	27+	27+
45	42	38	38	CINDERELLA/Somebody Save Me (Mercury/PG)	81+/5	0-	4-	59+
56	50	44	39	LITTLE AMERICA/Walk On Fire (Geffen)	78+/8	1=	14+	49+
52	46	41	40	STRANGLERS/Always The Sun (Epic)	69+/7	1=	15=	37+
—	51	47	41	GEORGIA SATELLITES/Railroad Steel (Elektra)	68+/16	0=	15+	47+
—	—	54	42	ERIC CLAPTON/Run (Duck/WB)	70+/19	0=	16+	48+
17	17	22	43	SANTANA/Veracruz (Columbia)	50-0	3-	19-	28-
6	10	21	44	REO SPEEDWAGON/That Ain't Love (Epic)	44-0	2-	25-	16-
—	59	55	45	DEL FUEGOS/Long Slide (For An Out) (Slash/WB)	60+/12	1-	6+	42+
13	20	37	46	GEORGIA SATELLITES/Battleship Chains (Elektra)	43-0	1=	17-	26-
DEBUT	—	—	47	BRYAN ADAMS/Another Day (A&M)	48+/32	1+	13+	30+
59	52	50	48	HIPSWAY/The Honeythief (Columbia)	49-5	2+	15+	28-
DEBUT	—	—	49	FARRENHEIT/Fool In Love (WB)	53+/9	1=	9+	35+
18	16	23	50	BARBUSTERS featuring JOAN JETT/Light Of Day (Blackheart/CBS)	48-1	2-	17-	24-
33	32	34	51	CONCRETE BLONDE/True (IRS/MCA)	54-1	0-	8-	36-
—	57	52	52	WORLD PARTY/Private Revolution (Chrysalis)	56=5	0=	7-	36=
—	—	59	53	REO SPEEDWAGON/Variety Tonight (Epic)	47+/11	0=	12+	30+
DEBUT	—	—	54	XTC/Dear God (Geffen)	38 /13	2	14	16
—	—	56	55	POISON/Talk Dirty To Me (Enigma/Capitol)	45-4	1-	7=	28+
—	—	60	56	ROBERT CRAY BAND/Right Next Door (Because...) (Mercury/PG)	38+/5	0=	11=	26+
23	35	53	57	WORLD PARTY/Ship Of Fools (Chrysalis)	31-0	1+	14+	11-
9	21	39	58	LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)	35-1	1-	14-	15-
DEBUT	—	—	59	DAMNED/Alone Again Or (MCA)	52+/10	0=	2=	30+
DEBUT	—	—	60	THOMPSON TWINS/Get That Love (Arista)	46+/10	1+	7+	29+

BREAKERS.

DAVID BOWIE
Day-In Day-Out (EMI America)
83% of our reporters on it.

U2
I Still Haven't Found What I'm Looking For (Island)
62% of our reporters on it.

CULT
Love Removal Machine (Sire/WB)
61% of our reporters on it.

EDDIE MDNEY
Endless Nights (Columbia)
61% of our reporters on it.

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WKLW/Atlanta (404) 325-0800

Heavy GEORGIA SATELLITES(H) LOU GRAMM(H) ROBERT CRAY BAND STEVE WIMWOOD GREGG ALLMAN BAND BOB JOVI CROWDED HOUSE PATTY SMYTH OVER THE TOP BRYAN ADAMS(H) FLEETWOOD MAC PETER WOLF U2(H) ERIC CLAPTON CUTTING CREW ANDY TAYLOR JOE BUTCHER CINDERELLA EQUUS WORLD PARTY RUBY LEWIS WHITESHAKE DORRIS CULY EUROPE TESLA

PARALLEL TWO

KLBJ-FM/Austin (512) 474-8543

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WZYC/Coastal North Carolina (919) 728-2019

Heavy U2(H) PETER WOLF CUTTING CREW PATTY SMYTH FLEETWOOD MAC BRYAN ADAMS BOB JOVI GREGG ALLMAN BAND LOU GRAMM(H) CROWDED HOUSE GLASS TIGER STEVE WIMWOOD

WKRR/Greensboro (919) 274-8042

Heavy U2(H) GREGG ALLMAN BAND(H) LOU GRAMM(H) BRYAN ADAMS PETER WOLF STEVE WIMWOOD PAUL SIMON CUTTING CREW DAVID BOWIE PATTY SMYTH RUBY LEWIS BOB JOVI(H)

KNCN/Corpus Christi (512) 289-1000

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WFYI/Jacksonville (904) 642-1055

Heavy GREGG ALLMAN BAND U2 PETER WOLF STEVE WIMWOOD PATTY SMYTH OVER THE TOP LOU GRAMM CUTTING CREW BRYAN ADAMS BOB JOVI NIGHT RANGER

WMAZ-FM/Knoxville (615) 525-6000

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WKQL/Lexington (606) 252-6884

Heavy CROWDED HOUSE CUTTING CREW STEVE MILLER PATTY SMYTH U2(H) BRYAN ADAMS FLEETWOOD MAC PETER WOLF STEVE WIMWOOD GREGG ALLMAN BAND BOB JOVI(H) JOE BUTCHER ROBERT CRAY BAND PROSEN GHOST GLASS TIGER LOU GRAMM(H) OVER THE TOP HIPSWAY PSYCHEDELIC FURS ANDY TAYLOR LOU GRAMM(H) NIGHT RANGER PETER GABRIEL EUROPE

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WOMF/Louisville (502) 589-4400

Heavy FLEETWOOD MAC(L) STARSHIP STEVE HILLER BOSTON DAVID BOWIE FLEETWOOD MAC OVER THE TOP RUBY LEWIS PATTY SMYTH EDDIE HONEY STEVE WIMWOOD LOU GRAMM(H) CUTTING CREW BOB JOVI GREGG ALLMAN BAND ROBERT CRAY BAND LITTLE AMERICA

WZEW/Mobile (205) 432-0102

Heavy PETER WOLF GREGG ALLMAN BAND STEVE WIMWOOD JOE BUTCHER LOU GRAMM CROWDED HOUSE RUBY LEWIS EDDIE HONEY PETER WOLF SAFTANA GREGG ALLMAN BAND(L) FLEETWOOD MAC

WKDF/Nashville (615) 244-9532

Heavy GREGG ALLMAN BAND CROWDED HOUSE LOU GRAMM(H) LITTLE AMERICA OVER THE TOP RED SPEEDWAGON TINA TURNER U2(H) STEVE WIMWOOD WORLD PARTY DEEP PURPLE HIPSWAY

KBAT/Ocala (915) 563-2121

Heavy U2(H) BOB JOVI FROZEN GHOST RUBY LEWIS PSYCHEDELIC FURS GEORGIA SATELLITES JOE BUTCHER ROBERT CRAY BAND ALAN PARSONS CROWDED HOUSE PETER WOLF LOU GRAMM(H) OVER THE TOP GREGG ALLMAN BAND STEVE WIMWOOD

WDZO/Orlando (305) 845-1802

Heavy GREGG ALLMAN BAND(H) OVER THE TOP BRUCE ROBERTS STEVE WIMWOOD U2(H) BRYAN ADAMS(H) FLEETWOOD MAC CUTTING CREW ERIC CLAPTON FROZEN GHOST GLASS TIGER U ALAN PARSONS FROZEN GHOST BRYAN ADAMS THOMPSON TWINS JOE BUTCHER

WTKX/Pensacola (904) 438-7543

Heavy FLEETWOOD MAC PETER WOLF CUTTING CREW RUBY LEWIS STEVE WIMWOOD GREGG ALLMAN BAND OVER THE TOP PATTY SMYTH CUTTING CREW

WRDU/Raleigh (919) 782-1061

Heavy FLEETWOOD MAC PETER WOLF CUTTING CREW RUBY LEWIS STEVE WIMWOOD GREGG ALLMAN BAND LOU GRAMM(H) PATTY SMYTH

WRXL/Richmond (804) 282-8731

Heavy STEVE WIMWOOD GREGG ALLMAN BAND PAUL SIMON ERIC CLAPTON U2 RUBY LEWIS BRYAN ADAMS FLEETWOOD MAC DAVID BOWIE

WIXW/Savannah (912) 897-1529

Heavy STEVE WIMWOOD LOU GRAMM(H) BRYAN ADAMS(H) BOSTON PETER WOLF FLEETWOOD MAC CUTTING CREW RUBY LEWIS DAVID BOWIE OVER THE TOP

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Heavy U2(H) PETER WOLF CUTTING CREW PATTY SMYTH BRYAN ADAMS FLEETWOOD MAC JOE BUTCHER PSYCHEDELIC FURS BOB JOVI FROZEN GHOST LOU GRAMM DEEP PURPLE ANDY TAYLOR NIGHT RANGER RUBY LEWIS GLASS TIGER DORRIS ROBERT CRAY BAND WHITESHAKE LOU LOBOS LITTLE AMERICA

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Heavy GREGG ALLMAN BAND LOU GRAMM CROWDED HOUSE PETER WOLF BOB JOVI(H) CUTTING CREW FLEETWOOD MAC U2(H) JOE BUTCHER

WOOJFL Myers (816) 275-8487

Heavy U2(H) CUTTING CREW BRYAN ADAMS STEVE WIMWOOD PETER WOLF GREGG ALLMAN BAND PETER WOLF

WEGR/Memphis (901) 578-1103

Heavy GREGG ALLMAN BAND BOB JOVI CUTTING CREW U2(H) PETER WOLF FLEETWOOD MAC CUTTING CREW OVER THE TOP PATTY SMYTH

WORZ/Orlando (305) 788-1400

Heavy FLEETWOOD MAC PETER WOLF CUTTING CREW RUBY LEWIS STEVE WIMWOOD GREGG ALLMAN BAND LOU GRAMM(H) PATTY SMYTH

KISS/San Antonio (512) 223-6211

Heavy GREGG ALLMAN BAND(H) ERIC CLAPTON CUTTING CREW FLEETWOOD MAC COLT RAY PETER BISHNELMAN HIPSWAY BILLY JOEL LOU GRAMM PRETENDERS RED 77'S WHITESHAKE PAUL SIMON SIMPLY RED PARADISE BALLETT STRANGLERS GIBO VARELLI WORLD PARTY

PARALLEL THREE

KATP/Amarillo (806) 374-1637

Heavy U2(H) PETER WOLF CUTTING CREW PATTY SMYTH BRYAN ADAMS FLEETWOOD MAC JOE BUTCHER PSYCHEDELIC FURS BOB JOVI FROZEN GHOST LOU GRAMM DEEP PURPLE ANDY TAYLOR NIGHT RANGER RUBY LEWIS GLASS TIGER DORRIS ROBERT CRAY BAND WHITESHAKE LOU LOBOS LITTLE AMERICA

WUPC/Chicago (312) 440-5270

Heavy U2 ERIC CLAPTON(H) BRYAN ADAMS(H) FLEETWOOD MAC EDDIE HONEY PAUL SIMON GREGG ALLMAN BAND PETER WOLF CROWDED HOUSE INXS CUTTING CREW JOE BUTCHER U2(H) PSYCHEDELIC FURS FARMHREIT

WWWV/Charlotteville (804) 971-4057

Heavy U2 ERIC CLAPTON(H) BRYAN ADAMS(H) FLEETWOOD MAC EDDIE HONEY PAUL SIMON GREGG ALLMAN BAND PETER WOLF CROWDED HOUSE INXS CUTTING CREW JOE BUTCHER U2(H) PSYCHEDELIC FURS FARMHREIT

WBN/Cincinnati (513) 871-8500

Heavy OVER THE TOP BOB JOVI LOU GRAMM(H) EDDIE HONEY PETER WOLF CUTTING CREW FLEETWOOD MAC STARSHIP STEVE WIMWOOD BRYAN ADAMS LITTLE AMERICA PETER WOLF PATTY SMYTH GIBO VARELLI STEVE MILLER RED SPEEDWAGON GREGG ALLMAN BAND ROBERT CRAY BAND CINDERELLA

WFMX/Lubbock (806) 747-1224

Heavy U2(H) CUTTING CREW BRYAN ADAMS STEVE WIMWOOD PETER WOLF GREGG ALLMAN BAND PETER WOLF

WLVQ/Columbus (614) 224-1271

Heavy BRYAN ADAMS(H) BRUCE ROBERTS(H) RED SPEEDWAGON(H) FLEETWOOD MAC CROWDED HOUSE LOU GRAMM(H) PETER WOLF PATTY SMYTH U2(H) OVER THE TOP CUTTING CREW

KMMX/San Antonio (512) 337-4550

Heavy GREGG ALLMAN BAND(H) ERIC CLAPTON CUTTING CREW FLEETWOOD MAC COLT RAY PETER BISHNELMAN HIPSWAY BILLY JOEL LOU GRAMM PRETENDERS RED 77'S WHITESHAKE PAUL SIMON SIMPLY RED PARADISE BALLETT STRANGLERS GIBO VARELLI WORLD PARTY

WRW/Detroit (313) 827-9505

Heavy EDDIE HONEY BRUCE ROBERTS(H) U2(H) BRYAN ADAMS(H) PETER WOLF(L) ERIC CLAPTON BOB THORNER NORTH TOWER STRANGLERS DAVE EDWARDS OVER THE TOP DAVID BOWIE FROZEN GHOST STEVE MILLER GREGG ALLMAN BAND BOB JOVI SWITZERS RED SPEEDWAGON FLEETWOOD MAC DEEP PURPLE

WRUF-FM/Gainesville (904) 392-0771

Heavy BRYAN ADAMS STARSHIP CROWDED HOUSE CUTTING CREW FROZEN GHOST RUBY LEWIS GEORGIA SATELLITES GERSHIS FLEETWOOD MAC ERIC CLAPTON DEEP PURPLE(D) DORRIS CINDERELLA LOU JUSTICE

KYYS/Kansas City (816) 581-0102

Heavy GREGG ALLMAN BAND CUTTING CREW BRYAN ADAMS FLEETWOOD MAC PATTY SMYTH JOE BUTCHER U2(H) PETER WOLF PSYCHEDELIC FURS BOB JOVI ANDY TAYLOR ERIC CLAPTON ROBERT CRAY BAND BIG DIRT FROZEN GHOST LOU GRAMM ALAN PARSONS SAFTANA PAUL SIMON ROCK & RYDE HAWK BROTHERS CULY DANSHO DEL FUSGOS WORLD PARTY STRANGLERS XTC RYAN RABNER OTHER ONES

WVRT/Chicago (312) 777-1700

Heavy U2 PSYCHEDELIC FURS KIRKS XTC LOU LOBOS ERIC CLAPTON WORLD PARTY THE PETE TOWNSHIP FROZEN GHOST PAUL SIMON FLEETWOOD MAC PETER WOLF GEORGIA SATELLITES TINKUS DAVE EDWARDS DAVID BOWIE ROBERT CRAY BAND SAFTANA STRANGLERS ALAN PARSONS ERIC CLAPTON DEL FUSGOS

WLLZ/Detroit (313) 855-6100

Heavy EDDIE HONEY BOB JOVI BOB JOVI OVER THE TOP GREGG ALLMAN BAND ERIC CLAPTON PETER WOLF PATTY SMYTH RED SPEEDWAGON GEORGIA SATELLITES BRUCE ROBERTS U2 BRYAN ADAMS FLEETWOOD MAC STEVE WIMWOOD PETER TOWNSHIP TRIUMPH LOU LOBOS ANDY TAYLOR CHRIS CRISTIS LITTLE AMERICA JOE BUTCHER DORRIS CUTTING CREW FARMHREIT WHITESHAKE AUTOGRAPH NIGHT RANGER BRYAN ADAMS BAND RAY AND FILE OINGO BORGNO PAQUITO D'RIVERA COLTIS HAY ALAN PARSONS LUCY SNOW COCTEAU TWINS TAJ MAHAL MILES OM UK DANSHO BOBIS TROWER

WBN/Cincinnati (513) 871-8500

Heavy OVER THE TOP BOB JOVI LOU GRAMM(H) EDDIE HONEY PETER WOLF CUTTING CREW FLEETWOOD MAC STARSHIP STEVE WIMWOOD BRYAN ADAMS LITTLE AMERICA PETER WOLF PATTY SMYTH GIBO VARELLI STEVE MILLER RED SPEEDWAGON GREGG ALLMAN BAND ROBERT CRAY BAND CINDERELLA

WFMX/Lubbock (806) 747-1224

Heavy U2(H) CUTTING CREW BRYAN ADAMS STEVE WIMWOOD PETER WOLF GREGG ALLMAN BAND PETER WOLF

WLVQ/Columbus (614) 224-1271

Heavy BRYAN ADAMS(H) BRUCE ROBERTS(H) RED SPEEDWAGON(H) FLEETWOOD MAC CROWDED HOUSE LOU GRAMM(H) PETER WOLF PATTY SMYTH U2(H) OVER THE TOP CUTTING CREW

KMMX/San Antonio (512) 337-4550

Heavy GREGG ALLMAN BAND(H) ERIC CLAPTON CUTTING CREW FLEETWOOD MAC COLT RAY PETER BISHNELMAN HIPSWAY BILLY JOEL LOU GRAMM PRETENDERS RED 77'S WHITESHAKE PAUL SIMON SIMPLY RED PARADISE BALLETT STRANGLERS GIBO VARELLI WORLD PARTY

WRW/Detroit (313) 827-9505

WorldRadioHistory

KTAL/Shreveport (318) 425-2422

Heavy GREGG ALLMAN BAND WHITESHAKE STARSHIP CROWDED HOUSE CUTTING CREW FROZEN GHOST RUBY LEWIS GEORGIA SATELLITES GERSHIS FLEETWOOD MAC ERIC CLAPTON DEEP PURPLE(D) DORRIS CINDERELLA LOU JUSTICE

WLLZ/Detroit (313) 855-6100

Heavy EDDIE HONEY BOB JOVI BOB JOVI OVER THE TOP GREGG ALLMAN BAND ERIC CLAPTON PETER WOLF PATTY SMYTH RED SPEEDWAGON GEORGIA SATELLITES BRUCE ROBERTS U2 BRYAN ADAMS FLEETWOOD MAC STEVE WIMWOOD PETER TOWNSHIP TRIUMPH LOU LOBOS ANDY TAYLOR CHRIS CRISTIS LITTLE AMERICA JOE BUTCHER DORRIS CUTTING CREW FARMHREIT WHITESHAKE AUTOGRAPH NIGHT RANGER BRYAN ADAMS BAND RAY AND FILE OINGO BORGNO PAQUITO D'RIVERA COLTIS HAY ALAN PARSONS LUCY SNOW COCTEAU TWINS TAJ MAHAL MILES OM UK DANSHO BOBIS TROWER

WBN/Cincinnati (513) 871-8500

Heavy OVER THE TOP BOB JOVI LOU GRAMM(H) EDDIE HONEY PETER WOLF CUTTING CREW FLEETWOOD MAC STARSHIP STEVE WIMWOOD BRYAN ADAMS LITTLE AMERICA PETER WOLF PATTY SMYTH GIBO VARELLI STEVE MILLER RED SPEEDWAGON GREGG ALLMAN BAND ROBERT CRAY BAND CINDERELLA

WFMX/Lubbock (806) 747-1224

Heavy U2(H) CUTTING CREW BRYAN ADAMS STEVE WIMWOOD PETER WOLF GREGG ALLMAN BAND PETER WOLF

WLVQ/Columbus (614) 224-1271

Heavy BRYAN ADAMS(H) BRUCE ROBERTS(H) RED SPEEDWAGON(H) FLEETWOOD MAC CROWDED HOUSE LOU GRAMM(H) PETER WOLF PATTY SMYTH U2(H) OVER THE TOP CUTTING CREW

KMMX/San Antonio (512) 337-4550

Heavy GREGG ALLMAN BAND(H) ERIC CLAPTON CUTTING CREW FLEETWOOD MAC COLT RAY PETER BISHNELMAN HIPSWAY BILLY JOEL LOU GRAMM PRETENDERS RED 77'S WHITESHAKE PAUL SIMON SIMPLY RED PARADISE BALLETT STRANGLERS GIBO VARELLI WORLD PARTY

WRW/Detroit (313) 827-9505

Heavy EDDIE HONEY BRUCE ROBERTS(H) U2(H) BRYAN ADAMS(H) PETER WOLF(L) ERIC CLAPTON BOB THORNER NORTH TOWER STRANGLERS DAVE EDWARDS OVER THE TOP DAVID BOWIE FROZEN GHOST STEVE MILLER GREGG ALLMAN BAND BOB JOVI SWITZERS RED SPEEDWAGON FLEETWOOD MAC DEEP PURPLE

KMMX/San Antonio (512) 337-4550

Heavy GREGG ALLMAN BAND(H) ERIC CLAPTON CUTTING CREW FLEETWOOD MAC COLT RAY PETER BISHNELMAN HIPSWAY BILLY JOEL LOU GRAMM PRETENDERS RED 77'S WHITESHAKE PAUL SIMON SIMPLY RED PARADISE BALLETT STRANGLERS GIBO VARELLI WORLD PARTY

WRW/Detroit (313) 827-9505

WorldRadioHistory

WAPL/Appleton-Green Bay (414) 734-9226

Heavy GREGG ALLMAN BAND CUTTING CREW BRYAN ADAMS FLEETWOOD MAC PATTY SMYTH JOE BUTCHER U2(H) PETER WOLF PSYCHEDELIC FURS BOB JOVI ANDY TAYLOR ERIC CLAPTON ROBERT CRAY BAND BIG DIRT FROZEN GHOST LOU GRAMM ALAN PARSONS SAFTANA PAUL SIMON ROCK & RYDE HAWK BROTHERS CULY DANSHO DEL FUSGOS WORLD PARTY STRANGLERS XTC RYAN RABNER OTHER ONES

WROK/Canton (218) 492-5630

Heavy U2(H) PETER WOLF GREGG ALLMAN BAND CUTTING CREW FLEETWOOD MAC BRYAN ADAMS(H) BOB JOVI LOU GRAMM(H) STEVE WIMWOOD OVER THE TOP JOE BUTCHER PAUL SIMON WORLD PARTY XTC RYAN RABNER OTHER ONES

WRTX/Chicago (312) 777-1700

Heavy U2 PSYCHEDELIC FURS KIRKS XTC LOU LOBOS ERIC CLAPTON WORLD PARTY THE PETE TOWNSHIP FROZEN GHOST PAUL SIMON FLEETWOOD MAC PETER WOLF GEORGIA SATELLITES TINKUS DAVE EDWARDS DAVID BOWIE ROBERT CRAY BAND SAFTANA STRANGLERS ALAN PARSONS ERIC CLAPTON DEL FUSGOS

WBN/Cincinnati (513) 871-8500

Heavy OVER THE TOP BOB JOVI LOU GRAMM(H) EDDIE HONEY PETER WOLF CUTTING CREW FLEETWOOD MAC STARSHIP STEVE WIMWOOD BRYAN ADAMS LITTLE AMERICA PETER WOLF PATTY SMYTH GIBO VARELLI STEVE MILLER RED SPEEDWAGON GREGG ALLMAN BAND ROBERT CRAY BAND CINDERELLA

WFMX/Lubbock (806) 747-1224

Heavy U2(H) CUTTING CREW BRYAN ADAMS STEVE WIMWOOD PETER WOLF GREGG ALLMAN BAND PETER WOLF

WLVQ/Columbus (614) 224-1271

Heavy BRYAN ADAMS(H) BRUCE ROBERTS(H) RED SPEEDWAGON(H) FLEETWOOD MAC CROWDED HOUSE LOU GRAMM(H) PETER WOLF PATTY SMYTH U2(H) OVER THE TOP CUTTING CREW

KMMX/San Antonio (512) 337-4550

Heavy GREGG ALLMAN BAND(H) ERIC CLAPTON CUTTING CREW FLEETWOOD MAC COLT RAY PETER BISHNELMAN HIPSWAY BILLY JOEL LOU GRAMM PRETENDERS RED 77'S WHITESHAKE PAUL SIMON SIMPLY RED PARADISE BALLETT STRANGLERS GIBO VARELLI WORLD PARTY

WRW/Detroit (313) 827-9505

Heavy EDDIE HONEY BRUCE ROBERTS(H) U2(H) BRYAN ADAMS(H) PETER WOLF(L) ERIC CLAPTON BOB THORNER NORTH TOWER STRANGLERS DAVE EDWARDS OVER THE TOP DAVID BOWIE FROZEN GHOST STEVE MILLER GREGG ALLMAN BAND BOB JOVI SWITZERS RED SPEEDWAGON FLEETWOOD MAC DEEP PURPLE

WRW/Detroit (313) 827-9505

WorldRadioHistory

WLAV-FM/Grand Rapids (616) 456-6461

Heavy U2 ROBERT CRAY BAND CROWDED HOUSE OVER THE TOP CUTTING CREW BRYAN ADAMS FLEETWOOD MAC PATTY SMYTH(H) GREGG ALLMAN BAND BOB JOVI

WLNZ/Lansing (517) 688-6381

Heavy OVER THE TOP STEVE WIMWOOD BOB JOVI U2(H) CUTTING CREW FLEETWOOD MAC BRYAN ADAMS(H) PETER WOLF PATTY SMYTH

WBA-FM/Madison (608) 274-6500

Heavy CROWDED HOUSE STARSHIP U2(H) LOU GRAMM BOB JOVI(H) NIGHT RANGER OVER THE TOP GREGG ALLMAN BAND GEORGIA SATELLITES(H) DEEP PURPLE CUTTING CREW EDDIE HONEY LOU GRAMM(H) FROZEN GHOST FLEETWOOD MAC BRYAN ADAMS

WXLV/Deavenport (319) 326-2541

Heavy U2(H) LOU GRAMM BOB JOVI(H) NIGHT RANGER OVER THE TOP GREGG ALLMAN BAND GEORGIA SATELLITES(H) DEEP PURPLE CUTTING CREW EDDIE HONEY LOU GRAMM(H) FROZEN GHOST FLEETWOOD MAC BRYAN ADAMS

WMAZ-FM/Knoxville (615) 525-6000

Heavy LOU GRAMM(H) BOB JOVI(H) NIGHT RANGER OVER THE TOP GREGG ALLMAN BAND GEORGIA SATELLITES(H) DEEP PURPLE CUTTING CREW EDDIE HONEY LOU GRAMM(H) FROZEN GHOST FLEETWOOD MAC BRYAN ADAMS

WBN/Cincinnati (513) 871-8500

Heavy OVER THE TOP BOB JOVI LOU GRAMM(H) EDDIE HONEY PETER WOLF CUTTING CREW FLEETWOOD MAC STARSHIP STEVE WIMWOOD BRYAN ADAMS LITTLE AMERICA PETER WOLF PATTY SMYTH GIBO VARELLI STEVE MILLER RED SPEEDWAGON GREGG ALLMAN BAND ROBERT CRAY BAND CINDERELLA

WFMX/Lubbock (806) 747-1224

Heavy U2(H) CUTTING CREW BRYAN ADAMS STEVE WIMWOOD PETER WOLF GREGG ALLMAN BAND PETER WOLF

WLVQ/Columbus (614) 224-1271

Heavy BRYAN ADAMS(H) BRUCE ROBERTS(H) RED SPEEDWAGON(H) FLEETWOOD MAC CROWDED HOUSE LOU GRAMM(H) PETER WOLF PATTY SMYTH U2(H) OVER THE TOP CUTTING CREW

WRW/Detroit (313) 827-9505

WorldRadioHistory

WWCT/Peoria (309) 674-2000

Heavy PETER WOLF U2 GLASS TIGER LOU GRAMM CUTTING CREW BOB JOVI HIPSWAY STEVE WIMWOOD RUBY LEWIS CROWDED HOUSE LIGHT OF DAY FLEETWOOD MAC NIGHT RANGER GREGG ALLMAN BAND PSYCHEDELIC FURS EDDIE HONEY FROZEN GHOST WHITESHAKE

WLNZ/Lansing (517) 688-6381

Heavy OVER THE TOP STEVE WIMWOOD BOB JOVI U2(H) CUTTING CREW FLEETWOOD MAC BRYAN ADAMS(H) PETER WOLF PATTY SMYTH

WBA-FM/Madison (608) 274-6500

Heavy CROWDED HOUSE STARSHIP U2(H) LOU GRAMM BOB JOVI(H) NIGHT RANGER OVER THE TOP GREGG ALLMAN BAND GEORGIA SATELLITES(H) DEEP PURPLE CUTTING CREW EDDIE HONEY LOU GRAMM(H) FROZEN GHOST FLEETWOOD MAC BRYAN ADAMS

WXLV/Deavenport (319) 326-2541

Heavy U2(H) LOU GRAMM BOB JOVI(H) NIGHT RANGER OVER THE TOP GREGG ALLMAN BAND GEORGIA SATELLITES(H) DEEP PURPLE CUTTING CREW EDDIE HONEY LOU GRAMM(H) FROZEN GHOST FLEETWOOD MAC BRYAN ADAMS

WMAZ-FM/Knoxville (615) 525-6000

Heavy LOU GRAMM(H) BOB JOVI(H) NIGHT RANGER OVER THE TOP GREGG ALLMAN BAND GEORGIA SATELLITES(H) DEEP PURPLE CUTTING CREW EDDIE HONEY LOU GRAMM(H) FROZEN GHOST FLEETWOOD MAC BRYAN ADAMS

WBN/Cincinnati (513) 871-8500

Heavy OVER THE TOP BOB JO

MOST ADDED
David Bowie
Huey Lewis
Paul Simon
Thompson Twins
Level 42
Lionel Richie

EAST

BREAKOUTS
Eddie Money
Bruce Willis

CHARTS & HOTS

MOST ADDED
David Bowie
Huey Lewis
Paul Simon
Thompson Twins
Jody Watley

BREAKOUTS
Bruce Willis
Pseudo Echo
Gregg Allman
Anita Baker
Restless Heart

EAST

PARALLEL TWO

WFLX/Albany, NY
Steve Chirba
DAVID BOWIE
DONNA ALLEN
BRUCE WILLIS
LEVEL 42
POISON (dp)
PATTY BRYTH
Notteat:
CROWDED HOUSE 8-6
U2 17-10
NADOBIA 20-11
CUTTING CREW 19-17
JOEY WATLEY 34-27

SPY/Manchester, NY
Tom Mitchell
THOMPSON TWINS
DAVID BOWIE
HUEY LEWIS & THE
DOEY ALLEN
CLUB ROUGE 1-1
STARSHIP 7-2
LOU GRAMM 8-3
PRICE 14-8
EXPOSE 11-9

CIAB/Allentown, PA
Andrew Clifford
PETER WOLF
JOEY WATLEY
LEVEL 42
Notteat:
STARSHIP 1-1
CLUB ROUGE 2-2
HIPWAY 10-6
EXPOSE 14-8
CUTTING CREW 26-20

WOPM/Scranton, NY
Tom Parker
CHICAGO
HUEY LEWIS & THE
SIMPLY RED
JOEY WATLEY
LEVEL 42
Notteat:
CLUB ROUGE 5-1
EXPOSE 6-4
FRANKLIN & MICHAEL 13-9
HIPWAY 10-6
EXPOSE 14-8
CUTTING CREW 26-20

ZB/Boston, MA
Harry Nelson
FLEETWOOD MAC
ROBYN
HUEY LEWIS & THE
DOEY ALLEN
PATTY BRYTH
Notteat:
CLUB ROUGE 3-2
GERBIS 4-3
LOU GRAMM 17-10
CUTTING CREW 22-17

SO/Byron, NY
Laino/Duma
GREGG ALLMAN
DAVID BOWIE
HUEY LEWIS & THE
DOEY ALLEN
PATTY BRYTH
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
GERBIS 4-3
FRANKLIN & MICHAEL 10-7
LOU GRAMM 17-10

WVBC/Charlotte, WV
Jervis/Rose
BREAKFAST CLUB
DAVID BOWIE
DONNA ALLEN
HUEY LEWIS & THE
DOEY ALLEN
POISON
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
GERBIS 4-3
FRANKLIN & MICHAEL 7-1
STEVE WILSON 9-5

WPTT/Renton, NJ
Taylor/Coningham
DAVID BOWIE
CHICAGO
HUEY LEWIS & THE
DOEY ALLEN
LIONEL RICHIÉ
Notteat:
THOMPSON TWINS
BRUCE WILLIS
Notteat:
STARSHIP 5-1
GERBIS 6-2
FRANKLIN & MICHAEL 13-10
CHRIS DEBUSH 17-14
PRICE 25-19

K104/Erie, PA
Bill Shannon
BARLES
THOMPSON TWINS
GLORIA NEDEBROS
DAVID BOWIE
MICKY ROCKER (dp)
EDIE CLAPTON
Notteat:
MUSIC SYSTEMS 3-1
KARMA 5-3
TRINITY 6-3
BRUCE HORSBY 8-4
ROBERT CRAY 10-5

WNYZ/Utica, NY
Edward/Andrew
THOMPSON TWINS
HUEY LEWIS & THE
DOEY ALLEN
CHICAGO
BRUCE WILLIS
LIONEL RICHIÉ
Notteat:
CUTTING CREW 25-12
BARLES 20-15
NADOBIA 20-15
GLORIA NEDEBROS 32-28

WERZ/Exeter, NH
Folton/Brady
DAVID BOWIE
THOMPSON TWINS
HIGHT RANGER
MICKY ROCKER (dp)
Notteat:
CLUB ROUGE 1-1
GERBIS 4-3
STEVE WILSON 14-10
PETER WOLF 24-19
NADOBIA 35-30

WVBC/Exeter, NH
Rosen/Wilsons
HUEY LEWIS & THE
DOEY ALLEN
PETER GABRIEL
EDDIE MURPHY
KIM WILDE
Notteat:
STARSHIP 2-1
FRANKLIN & MICHAEL 7-5
LOU GRAMM 17-8
PRICE 15-10
CUTTING CREW 30-21

WVBC/Harrisburg, PA
Bruce Bond
DAVID BOWIE
U2
GLASS TIGER
LEVEL 42
KIM WILDE
COVER GIRLS
BARBERS
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
JODY WATLEY 75-17
KENNY G 76-19
PAUL LEKARIS 38-26

WKWZ/Wilkes-Barre, PA
Jim Neig
HIGHT RANGER
SMOKEY ROBINSON
DAVID BOWIE
EDDIE MURPHY
SYSTEM
Notteat:
EDDIE & THE TIDE
Notteat:
CLUB ROUGE 1-1
GERBIS 3-2
HIPWAY 5-7
STEVE WILSON 12-9
PRICE 14-11

WVBC/Huntington, WV
Miller/Boyan
CUTTING CREW
BRYAN ADAMS
PAUL SIMON
HUEY LEWIS & THE
DOEY ALLEN
Notteat:
GLORIA NEDEBROS 7-1
JANET JACKSON 4-3
STARSHIP 5-4
EUROPE 7-4
BRUCE HORSBY 8-6

Q103/Clark, PA
Crescent/Galvin
U2
HUEY LEWIS & THE
DOEY ALLEN
FRANKLIN & MICHAEL
CLUB ROUGE 1-1
EUROPE 6-4
FRANKLIN & MICHAEL 11-8
BARLES 10-14
ROBBIE REVI 27-20

WLAN/Lancaster, PA
Markus/Murray
DONNA ALLEN
BRYAN ADAMS
FLEETWOOD MAC
POISON
Notteat:
CLUB ROUGE 2-1
STARSHIP 1-2
CROWDED HOUSE 17-6
LOU GRAMM 19-9
PRICE 22-13

WVBC/Clark, PA
Crescent/Galvin
U2
HUEY LEWIS & THE
DOEY ALLEN
FRANKLIN & MICHAEL
CLUB ROUGE 1-1
EUROPE 6-4
FRANKLIN & MICHAEL 11-8
BARLES 10-14
ROBBIE REVI 27-20

WVBC/Harrisburg, PA
Bruce Bond
DAVID BOWIE
U2
GLASS TIGER
LEVEL 42
KIM WILDE
COVER GIRLS
BARBERS
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
JODY WATLEY 75-17
KENNY G 76-19
PAUL LEKARIS 38-26

WVBC/Clark, PA
Crescent/Galvin
U2
HUEY LEWIS & THE
DOEY ALLEN
FRANKLIN & MICHAEL
CLUB ROUGE 1-1
EUROPE 6-4
FRANKLIN & MICHAEL 11-8
BARLES 10-14
ROBBIE REVI 27-20

WVBC/Harrisburg, PA
Bruce Bond
DAVID BOWIE
U2
GLASS TIGER
LEVEL 42
KIM WILDE
COVER GIRLS
BARBERS
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
JODY WATLEY 75-17
KENNY G 76-19
PAUL LEKARIS 38-26

WVBC/Clark, PA
Crescent/Galvin
U2
HUEY LEWIS & THE
DOEY ALLEN
FRANKLIN & MICHAEL
CLUB ROUGE 1-1
EUROPE 6-4
FRANKLIN & MICHAEL 11-8
BARLES 10-14
ROBBIE REVI 27-20

WVBC/Harrisburg, PA
Bruce Bond
DAVID BOWIE
U2
GLASS TIGER
LEVEL 42
KIM WILDE
COVER GIRLS
BARBERS
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
JODY WATLEY 75-17
KENNY G 76-19
PAUL LEKARIS 38-26

WVBC/Clark, PA
Crescent/Galvin
U2
HUEY LEWIS & THE
DOEY ALLEN
FRANKLIN & MICHAEL
CLUB ROUGE 1-1
EUROPE 6-4
FRANKLIN & MICHAEL 11-8
BARLES 10-14
ROBBIE REVI 27-20

WVBC/Harrisburg, PA
Bruce Bond
DAVID BOWIE
U2
GLASS TIGER
LEVEL 42
KIM WILDE
COVER GIRLS
BARBERS
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
JODY WATLEY 75-17
KENNY G 76-19
PAUL LEKARIS 38-26

WVBC/Clark, PA
Crescent/Galvin
U2
HUEY LEWIS & THE
DOEY ALLEN
FRANKLIN & MICHAEL
CLUB ROUGE 1-1
EUROPE 6-4
FRANKLIN & MICHAEL 11-8
BARLES 10-14
ROBBIE REVI 27-20

WVBC/Cape Cod, MA

Randa/Wick
DAVID BOWIE
HUEY LEWIS & THE
DOEY ALLEN
PATTY BRYTH
SMOKEY ROBINSON
Notteat:
STARSHIP 5-2
PRICE 22-14
SIMPLY RED 24-19
JOEY WATLEY 0-20
U2 34-25

OK108/Ohio, NY

Nichols/Wilkins
LUTHER VANDROSS
PETER GABRIEL
DAVID BOWIE
Notteat:
WANG CHUNG 5-3
TINA TURNER 11-8
GERBIS 15-10

WOPM/Huntington, WV

Foster/Stewart
DAVID BOWIE
ROBERT CRAY
EDDIE MURPHY
BEASTIE BOYS (dp)
DOKES (dp)
CR/AGO
THOMPSON TWINS
Notteat:
STARSHIP 3-1
GERBIS 6-3
POISON 11-8
CUTTING CREW 30-25
KERRY LOGGINS 32-26

KZOU/Little Rock, AR

Lowman/Allen
SMOKEY ROBINSON (dp)
FLEETWOOD MAC
U2
HUEY LEWIS & THE
DOEY ALLEN
Notteat:
CLUB ROUGE 2-1
EXPOSE 13-7
SHIRLEY HINDOCK 14-8
PRICE 17-10
GLORIA NEDEBROS 22-15

WVBC/Richmond, VA

Lewis/Payne
CHRIS DEBUSH
PAUL LEKARIS (dp)
STEVE WILSON
FRANKLIN & MICHAEL
Notteat:
CLUB ROUGE 1-1
STARSHIP 13-3
JANET JACKSON 7-4
LOU GRAMM 18-10
BEASTIE BOYS 19-11
PRICE 36-24

WQOW/Blacksburg, VA

O'Shea/Thomas
CHRIS DEBUSH
JOEY WATLEY
POISON
BRYAN ADAMS
LEVEL 42
Notteat:
CLUB ROUGE 1-1
STARSHIP 2-2
STEVE WILSON 10-5
CROWDED HOUSE 18-9
FRANKLIN & MICHAEL 17-12

Q103/Martinsburg, WV

Kelley/Booth
PAUL SIMON
DAVID BOWIE
HUEY LEWIS & THE
DOEY ALLEN
PATTY BRYTH (dp)
LEVEL 42 (dp)
Notteat:
LOU GRAMM 5-3
EUROPE 9-4
CLUB ROUGE 14-7
PRICE 27-14
WANG CHUNG 21-15

WKWZ/Chambersburg, PA
Rick Alexander
PAUL SIMON (dp)
THOMPSON TWINS
LIONEL RICHIÉ
HUEY LEWIS & THE
DOEY ALLEN
Notteat:
STARSHIP 1-1
GLORIA NEDEBROS 4-2
PRICE 9-4
FRANKLIN & MICHAEL 19-13
JOEY WATLEY 39-22

108.9/Ocean City, MD
Herman/Jarman
PAUL SIMON
HUEY LEWIS & THE
DOEY ALLEN
Notteat:
KIM WILDE
DAVID BOWIE
CLUB ROUGE 7-1
RED SPEEDWAGON 10-4
GERBIS 14-10
HIPWAY 16-13
ROBERT CRAY 18-14

WVBC/Wilmington, NC
Minor/Stratton
HUEY LEWIS & THE
DOEY ALLEN
SMOKEY ROBINSON
DAVID BOWIE
EDDIE MURPHY
Notteat:
CLUB ROUGE 1-1
WANG CHUNG 5-4
HIPWAY 17-15
LOU GRAMM 23-20
NADOBIA 27-23

WVBC/Louisville, KY
Lyons/Robinson
HUEY LEWIS & THE
DOEY ALLEN
Notteat:
CLUB ROUGE 1-1
STARSHIP 3-2
STEVE WILSON 14-6
CROWDED HOUSE 18-9
FRANKLIN & MICHAEL 17-12

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Columbus, GA
McCord/Daniels
LEVEL 42
DAVID BOWIE
BRUCE WILLIS
DAVID BOWIE
GREGG ALLMAN (dp)
NADOBIA
PSEUDO BROTHERS
KERRY G (dp)
Notteat:
CLUB ROUGE 1-1
HIPWAY 10-8
PRICE 12-9
SIMPLY RED 16-11

KNAV/Morrisville, NC
Chuck Redden
FLEETWOOD MAC
BRUCE WILLIS
DAVID BOWIE
HUEY LEWIS & THE
DOEY ALLEN
Notteat:
ROBERT CRAY 23-20
CYRIL LADNER 23-22
BARBERS 34-23
BREAKFAST CLUB 29-25

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
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PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
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Notteat:
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PRICE 10-8
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Notteat:
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Notteat:
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PRICE 10-8
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PSEUDO BROTHERS (dp)
Notteat:
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JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY WATLEY 8-5
PRICE 10-8
U2 23-11

WVBC/Charlottesville, VA
Lee/Vale
BRYAN ADAMS
JOEY WATLEY
PSEUDO BROTHERS (dp)
Notteat:
FRANKLIN & MICHAEL 7-4
JOEY W

MOST ADDED **MIDWEST** BREAKOUTS
Huey Lewis
David Bowie
Lionel Richie
Jody Watley
Fleetwood Mac
Thompson Twins
No Breakouts
This Week

CHR ADDS & HOTS

MOST ADDED **WEST** BREAKOUTS
Huey Lewis
David Bowie
Poison
Thompson Twins
Kim Wilde
Bruce Willis
Gregg Allman
Pseudo Echo
Eddie Money

MIDWEST

PARALLEL TWO

WDDA/Akron, OH
Anthony/Kutroga
RUEY LEWIS & THE DAVID BOWIE PRINCE (dp)
MADONNA (dp)
EDDIE MONEY (dp)
BREAKFAST CLUB (dp)
BILLY VERA & BEAT (dp)
NIGHTCITY BOYZERS (dp)
Notteat:
STARSHIP 2-1
STEVE WIMWOOD 8-4
ROOF & THE GANG 12-7
BOYFON 20-9

WFKP/Appleton-Oshkosh, WI
Roe/Broadbent
RUEY LEWIS & THE CYRIL LAUPER
Notteat:
STARSHIP 1-1
PETER GABRIEL
MAMU CHUNG 4-4
CROWDED HOUSE 12-7
FRANKLIN & MICHAEL 16-10

WNCX/Cleveland, OH
Gorman/Sanders
BRYAN ADAMS
RUEY LEWIS & THE DONNA ALLEN (dp)
LEVEL 42
PETER GABRIEL
Notteat:
CUTTING CREW 19-14
U2 25-17
CYRIL LAUPER 29-22
MADONNA 31-23
FLEETWOOD MAC 35-24

WGTZ/Detroit, MI
John Robertson
BRYAN ADAMS
LIONEL RICHEL
PAUL TERAFIS
COMPANY B
RUEY LEWIS & THE WORLD PARTY (dp)
Notteat:
STARSHIP 2-2
ROBERT CRAY & MORAM 4-3
EXPOSE 5-4
GENESIS 8-6

KRMQ/Denver, CO
Knight/Sharp
MADONNA
JODY WATLEY
RUEY LEWIS & THE DR. DAVE
Notteat:
STARSHIP 1-1
STARSHIP 2-2
EXPOSE 15-11
PRINCE 23-11
CUTTING CREW 20-21

KZOO/Duluth, MN
Methala/Warlin
ROBERT CRAY
PATTY BRYTT
THOMPSON TWINS
CHICAGO
BREAKFAST CLUB
Notteat:
STARSHIP 1-1
STARSHIP 2-2
ROBERT CRAY & MORAM 4-3
EXPOSE 5-4
GENESIS 8-6

WMBE/Pt. Wayne, IN
Tony Richards
JODY WATLEY
LIONEL RICHEL
CYRIL LAUPER
Notteat:
STARSHIP 1-1
STARSHIP 2-2
GENESIS 4-3
CROWDED HOUSE 8-5
BANGLES 19-10

WGRD/Grand Rapids, MI
Chenett/McCormick
PAUL SIMON
RUEY LEWIS & THE (dp)
FLEETWOOD MAC (dp)
MADONNA (dp)
EDDIE & THE TIDE (dp)
Notteat:
STARSHIP 2-1
CROWDED HOUSE 17-8
STEVE WIMWOOD 19-13
POISON 21-14
CUTTING CREW 32-20

KLQ/Grand Rapids, MI
Owen/Tomas
BRYAN ADAMS
FLEETWOOD MAC
POISON (dp)
BREAKFAST CLUB
EDDIE MONEY (dp)
BREAKFAST CLUB (dp)
BILLY VERA & BEAT (dp)
NIGHTCITY BOYZERS (dp)
Notteat:
STARSHIP 2-1
STEVE WIMWOOD 8-4
ROOF & THE GANG 12-7
BOYFON 20-9

WJOL/Green Bay, WI
McCarty/Michael T.
LIONEL RICHEL
RUEY LEWIS & THE GLENN HEDETIROS (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
WANG CHUNG 4-4
STEVE WIMWOOD 9-8
WILSON/Andersson, MN
Greg Hendrix
U2
CHICAGO
MADONNA (dp)
WORLD PARTY (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
RUEY LEWIS & THE DONNA ALLEN 9-4
CYRIL LAUPER 20-13
CUTTING CREW 26-21

WZP/Indianapolis, IN
Steve Siles
FLEETWOOD MAC
RUEY LEWIS & THE POISON (dp)
WORLD PARTY
Notteat:
STARSHIP 1-1
GENESIS 2-2
WANG CHUNG 3-3
WANG CHUNG 4-4
LOU GRAMM 8-5
WORLD PARTY (dp)
Notteat:
STARSHIP 2-2
ROBERT CRAY & MORAM 4-3
EXPOSE 5-4
GENESIS 8-6

WZL/Indianapolis, IN
Steve Siles
FLEETWOOD MAC
RUEY LEWIS & THE POISON (dp)
WORLD PARTY
Notteat:
STARSHIP 1-1
GENESIS 2-2
WANG CHUNG 3-3
WANG CHUNG 4-4
LOU GRAMM 8-5
WORLD PARTY (dp)
Notteat:
STARSHIP 2-2
ROBERT CRAY & MORAM 4-3
EXPOSE 5-4
GENESIS 8-6

KKQ/Grand Rapids, MI
Kutroga
RUEY LEWIS & THE DAVID BOWIE PRINCE (dp)
MADONNA (dp)
EDDIE MONEY (dp)
BREAKFAST CLUB (dp)
BILLY VERA & BEAT (dp)
NIGHTCITY BOYZERS (dp)
Notteat:
STARSHIP 2-1
STEVE WIMWOOD 8-4
ROOF & THE GANG 12-7
BOYFON 20-9

WZOK/Rochester, MI
Summers/Manning
JODY WATLEY
LIONEL RICHEL
THOMPSON TWINS
RUEY LEWIS & THE DAVID BOWIE PRINCE (dp)
MADONNA (dp)
EDDIE MONEY (dp)
BREAKFAST CLUB (dp)
BILLY VERA & BEAT (dp)
NIGHTCITY BOYZERS (dp)
Notteat:
STARSHIP 2-1
STEVE WIMWOOD 8-4
ROOF & THE GANG 12-7
BOYFON 20-9

WZLW/Champaign, IL
McCarty/Michael T.
LIONEL RICHEL
RUEY LEWIS & THE GLENN HEDETIROS (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
WANG CHUNG 4-4
STEVE WIMWOOD 9-8
WILSON/Andersson, MN
Greg Hendrix
U2
CHICAGO
MADONNA (dp)
WORLD PARTY (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
RUEY LEWIS & THE DONNA ALLEN 9-4
CYRIL LAUPER 20-13
CUTTING CREW 26-21

KAY/Toledo, OH
Hoptman/Poyton
SHIRLEY HUDOCK
BRYAN ADAMS
JODY WATLEY
CUTTING CREW
Notteat:
STARSHIP 1-1
STARSHIP 2-2
FRANKLIN & MICHAEL 12-9
CYRIL LAUPER 13-10
TINA TURNER 17-11

KKRW/Toledo, OH
Oliver/Williams
DAVID BOWIE
THOMPSON TWINS
DONNA ALLEN
CHRIS DEBUSH
Notteat:
STARSHIP 1-1
STARSHIP 2-2
FRANKLIN & MICHAEL 10-8
CROWDED HOUSE 11-9
EUROPE 25-15

WMOY/Youngstown, OH
Dick Thompson
BRYAN ADAMS
FLEETWOOD MAC
CUTTING CREW
Notteat:
STARSHIP 1-1
STARSHIP 2-2
EUROPE 11-3
JANET JACKSON 4-4
GENESIS 10-5

KQCR/Cedar Rapids, IA
Mann/Olsen
MADONNA
JODY WATLEY
BRYAN ADAMS
BRUCE WILLIS
RUEY LEWIS & THE FLEETWOOD MAC
DAVID BOWIE
LIONEL RICHEL
GINO VANELLI
Notteat:
STARSHIP 3-1
EXPOSE 12-4
CUTTING CREW 17-11
EUROPE 21-12
BANGLES 31-22

WZLW/Champaign, IL
McCarty/Michael T.
LIONEL RICHEL
RUEY LEWIS & THE THOMPSON TWINS
CHICAGO
LIONEL RICHEL
Notteat:
FRANKLIN & MICHAEL 11-8
GLENN HEDETIROS 13-9
CYRIL LAUPER 13-10
CUTTING CREW 22-17
U2 30-22

KCMQ/Columbus, MO
Tutin/Calk
BRYAN ADAMS
DONNA ALLEN
BILLY JOEL
CYRIL LAUPER & THE PAUL SIMON
JODY WATLEY
Notteat:
WANG CHUNG 4-4
PRINCE 24-17
CUTTING CREW 32-23
STEVE WIMWOOD 14-8
MADONNA D-36

YSA/Fargo, ND
Joak Lumby
RUEY LEWIS & THE LIONEL RICHEL
CHICAGO
DAVID BOWIE
LEVEL 42
Notteat:
STARSHIP 2-2
WANG CHUNG 4-3
STEVE WIMWOOD 7-5
FRANKLIN & MICHAEL 12-7

WDBR/Springfield, IL
Moore/Lawley
RUEY LEWIS & THE DAVID BOWIE
DONNA ALLEN
EDDIE MONEY
LEVEL 42
SPOKEY ROBINSON
GREGG ALLMAN (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
WANG CHUNG 4-3
GENESIS 8-4
PRINCE 15-12

WPTI/Spokane, WA
Boutley/Staffen
RUEY LEWIS & THE DAVID BOWIE
BREAKFAST CLUB
GLENN HEDETIROS
GENESIS 4-3
LOU GRAMM 4-3
STEVE WIMWOOD 6-4
U2 30-20

KDVV/Topeka, KS
Kevin Robot
DONNA ALLEN
RUEY LEWIS & THE DAVID BOWIE (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
POISON 20-15
EXPOSE 22-16
JODY WATLEY 25-17
U2 37-28

KFMW/Warwick, IA
Jacobson/Heldin
EDDIE MONEY
CHICAGO
JODY WATLEY
RUEY LEWIS & THE FLEETWOOD MAC
DAVID BOWIE
Notteat:
GLENN HEDETIROS 11-3
POISON 15-7
U2 14-9
PRINCE 23-15
ATLANTIC STARR 38-23

PARALLEL THREE

KYVY/Bismarck, ND
Bob Beck
ROOF & THE GANG
RUEY LEWIS & THE DONNA ALLEN
DAVID BOWIE
THOMPSON TWINS
Notteat:
STARSHIP 1-1
EUROPE 4-1
LOU GRAMM 10-6
CROWDED HOUSE 14-8
BANGLES 21-14

WBNQ/Bloomington, IL
Justin/Robbins
LEVEL 42
RUEY LEWIS & THE DAVID BOWIE
THOMPSON TWINS (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
FRANKLIN & MICHAEL 6-1
GENESIS 4-3
STARSHIP 5-4
R&D SPEEDWAGON 9-6
CROWDED HOUSE 14-8
POISON 16-8
TRIMPH 15-9

WZVY/Lafayette, IN
Krip/Walczak
RUEY LEWIS & THE FLEETWOOD MAC
JODY WATLEY
Notteat:
STARSHIP 4-1
CROWDED HOUSE 5-2
GENESIS 7-4
POISON 16-8
TRIMPH 15-9

KPRX/Lincoln, NE
Johnson/Meyer
CHRIS DEBUSH
JODY WATLEY
Notteat:
STARSHIP 1-1
PRINCE 8-3
HIPSWAY 14-8
CUTTING CREW 27-17
U2 30-20

WCL/Carbondale, IL
Tony Walsheak
FLEETWOOD MAC
U2
CUTTING CREW
WORLD PARTY
Notteat:
STARSHIP 1-1
GLENN HEDETIROS 2-7
CLUB ROUVEAU 3-3
R&D D.W.C. 4-4
PRINCE 20-8

WEST

PARALLEL TWO

KMMQ/Albuquerque-Santa Fe, NM
Baker/Daniels
RUEY LEWIS & THE THOMPSON TWINS
BREAKFAST CLUB
Notteat:
STARSHIP 2-1
STARSHIP 3-2
GENESIS 7-4
FRANKLIN & MICHAEL 9-6
CROWDED HOUSE 12-9

KRSB/Bolton, ID
Armstrong/J.T.
STEVE WIMWOOD
CHICAGO
LISA LISA
BRUCE WILLIS
CHRIS DEBUSH
Notteat:
STARSHIP 4-3
DONNA ALLEN 4-3
FRANKLIN & MICHAEL 18-11
GLENN HEDETIROS 21-13
PRINCE 27-18
CUTTING CREW 39-31

KYVY/Bolton, ID
Tom Evans
RUEY LEWIS & THE THOMPSON TWINS
DAVID BOWIE
PATTY BRYTT (dp)
SIMPLY RED
PAUL SIMON
JODY WATLEY
Notteat:
STARSHIP 4-2
WANG CHUNG 5-3
EUROPE 6-4
FRANKLIN & MICHAEL 22-14
HIPSWAY 15-21

KWTO/Springfield, MO
O'Grady/Cook
RUEY LEWIS & THE JODY WATLEY
CHICAGO
LIONEL RICHEL
Notteat:
STARSHIP 1-1
STARSHIP 2-2
WANG CHUNG 4-3
STEVE WIMWOOD 7-5
FRANKLIN & MICHAEL 12-7

WDBR/Springfield, IL
Moore/Lawley
RUEY LEWIS & THE DAVID BOWIE
DONNA ALLEN
EDDIE MONEY
LEVEL 42
SPOKEY ROBINSON
GREGG ALLMAN (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
WANG CHUNG 4-3
GENESIS 8-4
PRINCE 15-12

WPTI/Spokane, WA
Boutley/Staffen
RUEY LEWIS & THE DAVID BOWIE
BREAKFAST CLUB
GLENN HEDETIROS
GENESIS 4-3
LOU GRAMM 4-3
STEVE WIMWOOD 6-4
U2 30-20

KDVV/Topeka, KS
Kevin Robot
DONNA ALLEN
RUEY LEWIS & THE DAVID BOWIE (dp)
Notteat:
STARSHIP 1-1
STARSHIP 2-2
POISON 20-15
EXPOSE 22-16
JODY WATLEY 25-17
U2 37-28

KFMW/Warwick, IA
Jacobson/Heldin
EDDIE MONEY
CHICAGO
JODY WATLEY
RUEY LEWIS & THE FLEETWOOD MAC
DAVID BOWIE
Notteat:
GLENN HEDETIROS 11-3
POISON 15-7
U2 14-9
PRINCE 23-15
ATLANTIC STARR 38-23

KZZU/Spokane, WA
Randy Robbins
BILLY VERA & BEAT
RIM WILDE
KERRY LOGGINS
DAVID BOWIE
GREGG ALLMAN
MADONNA
BRUCE WILLIS
RUEY LEWIS & THE MADONNA
CLUB ROUVEAU 4-3
EUROPE 5-4
CROWDED HOUSE 10-6
CUTTING CREW 20-12
PSEUDO ECHO 24-13

KMMQ/Seattle, WA
Rie Hansen
RUEY LEWIS & THE LUTHER VANDROSS
Notteat:
STARSHIP 1-1
STARSHIP 2-2
CLUB ROUVEAU 5-2
GENESIS 4-3
EXPOSE 5-1
LOU GRAMM 7-3
ROBERT CRAY 10-5
PRINCE 10-5
CUTTING CREW 11-7

KRQ/Tucson, AZ
Giles/Johansen
RUEY LEWIS & THE THOMPSON TWINS
KIM WILDE (dp)
SPOKEY ROBINSON
SIMPLY RED
GREGG ALLMAN
Notteat:
STARSHIP 1-1
STARSHIP 2-2
CLUB ROUVEAU 1-1
STARSHIP 7-7
JODY WATLEY 14-16
PRINCE 18-18
ATLANTIC STARR 22-22

KRVV/Moderate, CA
Fisher/Edwards
BRYAN ADAMS
THOMPSON TWINS
LEVEL 42
DAVID BOWIE
Notteat:
STARSHIP 1-1
FRANKLIN & MICHAEL 9-5
U2 10-7
PRINCE 12-8
CROWDED HOUSE 15-10

KCAQ/Oakland-Ventura, CA
Grog/Winters
LIONEL RICHEL
STEVE WIMWOOD
PAUL SIMON
RUEY LEWIS & THE COMPANY B
LEVEL 42
BARTLEY BOYS (dp)
LUTHER VANDROSS (dp)
Notteat:
STARSHIP 1-1
GENESIS 2-2
FRANKLIN & MICHAEL 11-6
PRINCE 16-8
CUTTING CREW 23-13
STARSHIP 2-1
GENESIS 4-2
CLUB ROUVEAU 5-3
WANG CHUNG 7-4
CROWDED HOUSE 10-6

KBOZ/Bozeman, MT
Steve Mills
CHICAGO
JODY WATLEY
THOMPSON TWINS
RUEY LEWIS & THE DONNA ALLEN
PETER GABRIEL
Notteat:
STARSHIP 1-1
STARSHIP 2-2
FRANKLIN & MICHAEL 11-6
PRINCE 16-8
CUTTING CREW 23-13
STARSHIP 2-1
GENESIS 4-2
CLUB ROUVEAU 5-3
WANG CHUNG 7-4
CROWDED HOUSE 10-6

KDOV/Bellevue, CA
Huner/Lineb
FLEETWOOD MAC
COVER GIRLS
POISON
RUEY LEWIS & THE THOMPSON TWINS
KERRY G (dp)
PSEUDO ECHO
WORLD PARTY (dp)
Notteat:
STARSHIP 1-1
PAUL LEKARTS 16-8
CUTTING CREW 29-23
BARTLEY BOYS 34-26
U2 40-34

PARALLEL THREE

KQOI/Anchorage, AK
J.D. Chandler
RUEY LEWIS & THE JODY WATLEY
LIONEL RICHEL
PETER GABRIEL
KIM WILDE
GLENN HEDETIROS (dp)
PSEUDO ECHO 10-7
PRINCE 16-10
CUTTING CREW 27-18
MADONNA 33-22

KZFM/Moosaw, ID
Cunningham/Shannon
RUEY LEWIS & THE GLENN HEDETIROS 18-9
CUTTING CREW 21-24
PSEUDO ECHO 30-22
JODY WATLEY 34-24

OKSH/Citrus, WA
LeMaster/Purdy
DAVID BOWIE
RUEY LEWIS & THE U2
RIM WILDE
PETER GABRIEL
GREGG ALLMAN
Notteat:
STARSHIP 2-1
STARSHIP 3-2
GENESIS 5-2
EXPOSE 9-6
BANGLES 16-12
PSEUDO ECHO 17-15

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall.

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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

100/25 44%

Table with 2 columns: Regional Reach (E 33%, S 21%, M 56%, W 19%) and National Summary (UP 51, DEBUTS 20, SAME 4, DOWN 0, ADDS 25)

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds.

44% - Percentage of this weeks reporters playing it.

Regional Reach - Percentage of reporters playing the song within each region.

National Summary

Up 51 - Number of stations moving it up on the charts.

Debuts 20 - Number of stations debuting the song this week.

Same 4 - Number of stations reporting no movement this week. (On to On, 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

GREGORY ABBOTT I Got The Feelin' (It's Over)

LP: Shake You Down (Columbia)

77/10 32%

Table with 2 columns: Regional Reach (E 37%, S 46%, M 19%, W 22%) and National Summary (UP 33, DEBUTS 2, SAME 40, DOWN 2, ADDS 0)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Gregory Abbott's song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Gregory Abbott's song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Gregory Abbott's song.

BRYAN ADAMS Heat Of The Night (A&M)

LP: Into The Fire

207/29 87%

Table with 2 columns: Regional Reach (E 90%, S 90%, M 86%, W 78%) and National Summary (UP 21, DEBUTS 104, SAME 53, DOWN 0, ADDS 29)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bryan Adams' song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bryan Adams' song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bryan Adams' song.

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bryan Adams' song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bryan Adams' song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bryan Adams' song.

DONNA ALLEN Serious (21/Atco)

LP: Perfect Timing

131/20 56%

Table with 2 columns: Regional Reach (E 61%, S 58%, M 43%, W 57%) and National Summary (UP 74, DEBUTS 16, SAME 20, DOWN 20, ADDS 20)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Donna Allen's song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Donna Allen's song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Donna Allen's song.

HERB ALPERT Keep Your Eye On Me (A&M)

LP: Keep Your Eye On Me

63/0 26%

Table with 2 columns: Regional Reach (E 25%, S 34%, M 7%, W 25%) and National Summary (UP 25, DEBUTS 6, SAME 10, DOWN 2, ADDS 0)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Herb Alpert's song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Herb Alpert's song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Herb Alpert's song.

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Herb Alpert's song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Herb Alpert's song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Herb Alpert's song.

BANGLES Walking Down Your Street (Columbia)

LP: Different Light

226/3 95%

Table with 2 columns: Regional Reach (E 96%, S 94%, M 93%, W 96%) and National Summary (UP 204, DEBUTS 4, SAME 14, DOWN 1, ADDS 3)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bangles' song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bangles' song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Bangles' song.

BARBUSTERS Light Of Day (CBS Associated)

LP: "Light Of Day" Soundtrack

147/9 62%

Table with 2 columns: Regional Reach (E 61%, S 58%, M 64%, W 65%) and National Summary (UP 77, DEBUTS 7, SAME 52, DOWN 2, ADDS 9)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Barbusters' song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Barbusters' song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Barbusters' song.

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Barbusters' song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Barbusters' song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Barbusters' song.

BOSTON Can'tcha Say... (MCA)

LP: Third Stage

176/7 74%

Table with 2 columns: Regional Reach (E 75%, S 72%, M 76%, W 73%) and National Summary (UP 140, DEBUTS 13, SAME 16, DOWN 0, ADDS 7)

P1

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Boston's song.

P2

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Boston's song.

P3

Table with 3 columns: EAST, SOUTH, and WEST, listing station call letters and their respective chart positions for Boston's song.

Boston Continued

Table with 3 columns: KCPK 4-29, WJZZ 22-20, MIDWEST, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 94, S 90, M 86, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 94, S 90, M 86, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 94, S 90, M 86, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 94, S 90, M 86, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 94, S 90, M 86, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 2 columns: Regional Reach (E 59%, S 38%, M 36%, W 41%) and National Summary (UP 0, DEBUTS 0, SAME 0, DOWN 0, ADDS 102)

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 59, S 38, M 36, W 41, listing station call letters and their respective chart positions for Boston's song.

Table with 2 columns: Regional Reach (E 67%, S 61%, M 50%, W 78%) and National Summary (UP 70, DEBUTS 19, SAME 44, DOWN 0, ADDS 18)

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

Table with 3 columns: WFLY on, Q100 on, E 67, S 61, M 50, W 78, listing station call letters and their respective chart positions for Boston's song.

PARALLELS

C

CHICAGO If She Would Have Been... (WB) LP: Chicago 18

138/32 57% National Summary UP 35 DEBITS 32 SAME 37 DOWN 0 ADDS 3

Regional Reach E 738 S 598 M 458 W 518. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

ROBERT CRAY BAND Smoking Gun (Mercury/PolyGram) LP: Strong Persuader

143/12 60% National Summary UP 87 DEBITS 29 SAME 23 DOWN 3 ADDS 12

Regional Reach E 638 S 668 M 508 W 598. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

CROWDED HOUSE Don't Dream It's Over (Capitol) LP: Crowded House

222/6 93% National Summary UP 176 DEBITS 9 SAME 23 DOWN 8 ADDS 6

Regional Reach E 948 S 908 M 908 W 928. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

CUTTING CREW (I Just) Died In Your Arms (Virgin) LP: Broadcast

230/20 86% National Summary UP 184 DEBITS 16 SAME 10 DOWN 0 ADDS 20

Regional Reach E 948 S 908 M 908 W 928. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

Cutting Crew Continued

294 22-17 KAYS 39-31 KRAZ 25-20... Station lists for various markets.

D

CHRIS DeBURGH The Lady In Red (A&M) LP: Into The Light

150/21 63% National Summary UP 71 DEBITS 11 SAME 42 DOWN 5 ADDS 21

Regional Reach E 678 S 548 M 608 W 758. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

E

EXPOSE Come Go With Me (Arista) LP: Exposure

211/0 88% National Summary UP 168 DEBITS 13 SAME 27 DOWN 13 ADDS 0

Regional Reach E 948 S 908 M 908 W 928. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

Expose Continued

KAYD 8-16 KRSB 6-4 KRLZ 9-4... Station lists for various markets.

F

FLEETWOOD MAC Big Love (WB) LP: Tango In The Night

205/32 86% National Summary UP 42 DEBITS 86 SAME 45 DOWN 0 ADDS 32

Regional Reach E 948 S 788 M 918 W 828. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

G

PETER GABRIEL/KATE BUSH Don't Give Up (Geffen) LP: Sol

62/26 22% National Summary UP 0 DEBITS 3 SAME 23 DOWN 0 ADDS 26

Regional Reach E 948 S 788 M 918 W 828. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

A. Franklin & G. Michael Continued

WHYY 9-9 WYZZ 20-16 WYZZ 31-26... Station lists for various markets.

H

ARETHA FRANKLIN & GEORGE MICHAEL I Know You Were Waiting... (Arista) LP: Aretha

233/1 97% National Summary UP 216 DEBITS 0 SAME 16 DOWN 0 ADDS 1

Regional Reach E 1008 S 968 M 988 W 968. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

I

GLASS TIGER I Will Be There (Manhattan) LP: The Thin Red Line

179/7 75% National Summary UP 132 DEBITS 9 SAME 31 DOWN 0 ADDS 7

Regional Reach E 868 S 878 M 788 W 738. Includes station lists for EAST, SOUTH, WEST, and MIDWEST.

Continued On Next Column

Continued On Next Column

Continued On Next Column

Parallels Continued on Page 130

PARALLELS

SURVIVOR How Much Love (Scotti Bros./CBS) LP: When Seconds Count

Regional Reach 88/0 37% National Summary UP 54 DEBUTS 0 SAME 31 DOWN 3 ADDS 0

THOMPSON TWINS Get That Love (Arista) LP: Close To The Bone

Regional Reach 128/55 53% National Summary UP 5 DEBUTS 22 SAME 44 DOWN 0 ADDS 55

TINA TURNER What You Get Is What You See LP: Break Every Rule (Capitol)

Regional Reach 186/2 77% National Summary UP 149 DEBUTS 7 SAME 27 DOWN 5 ADDS 2

LUTHER VANDROSS & GREGORY HINES There's Nothing Better Than Love LP: Give Me The Reason (Epic)

Regional Reach 228/1 85% National Summary UP 155 DEBUTS 2 SAME 42 DOWN 26 ADDS 1

WANG CHUNG Let's Go (Geffen) LP: Mosaic

Regional Reach 218/23 91% National Summary UP 111 DEBUTS 58 SAME 26 DOWN 0 ADDS 23

JODY WATLEY Looking For A New Love (MCA)

Regional Reach 206/52 86% National Summary UP 108 DEBUTS 28 SAME 17 DOWN 0 ADDS 52

LUTHER VANDROSS & GREGORY HINES There's Nothing Better Than Love LP: Give Me The Reason (Epic)

Regional Reach 228/1 85% National Summary UP 155 DEBUTS 2 SAME 42 DOWN 26 ADDS 1

WANG CHUNG Let's Go (Geffen) LP: Mosaic

Regional Reach 218/23 91% National Summary UP 111 DEBUTS 58 SAME 26 DOWN 0 ADDS 23

JODY WATLEY Looking For A New Love (MCA)

Regional Reach 206/52 86% National Summary UP 108 DEBUTS 28 SAME 17 DOWN 0 ADDS 52

LUTHER VANDROSS & GREGORY HINES There's Nothing Better Than Love LP: Give Me The Reason (Epic)

Regional Reach 228/1 85% National Summary UP 155 DEBUTS 2 SAME 42 DOWN 26 ADDS 1

WANG CHUNG Let's Go (Geffen) LP: Mosaic

Regional Reach 218/23 91% National Summary UP 111 DEBUTS 58 SAME 26 DOWN 0 ADDS 23

JODY WATLEY Looking For A New Love (MCA)

Regional Reach 206/52 86% National Summary UP 108 DEBUTS 28 SAME 17 DOWN 0 ADDS 52

LUTHER VANDROSS & GREGORY HINES There's Nothing Better Than Love LP: Give Me The Reason (Epic)

Regional Reach 183/1 81% National Summary UP 157 DEBUTS 19 SAME 25 DOWN 1 ADDS 1

PETER WOLF Come As You Are (EMI America) LP: Peter Wolf

Regional Reach 183/1 81% National Summary UP 157 DEBUTS 19 SAME 25 DOWN 1 ADDS 1

STEVE WINWOOD The Finer Things (Island/WB) LP: Back In The High Life

Regional Reach 222/10 93% National Summary UP 185 DEBUTS 8 SAME 19 DOWN 0 ADDS 10

WORLD PARTY Ship Of Fools (Chrysalis) LP: Private Revolution

Regional Reach 145/26 81% National Summary UP 68 DEBUTS 11 SAME 41 DOWN 0 ADDS 25

PARALLELS

SIGNIFICANT ACTION

A

GREGG ALLMAN BAND I'm No Angel (Epic) LP: I'm No Angel

ATLANTIC STARR Always (WB) LP: All In The Name Of Love

B

AMITA BAKER Same Ole Love... (Elektra) LP: Anita Baker

BLOW MONKEYS It Doesn't Have To Be This... (RCA) LP: She Was Only The Grocer's Daughter

BON JOVI Never Say Goodbye (Mercury/PolyGram) LP: Slippery When Wet

FARRENHEIT Fool In Love (WB) LP: Farrenheit

C

COMPANY B Fascinated (Atlantic)

JULIAN COPE World Shut Your Mouth (Island) LP: World Shut Your Mouth

COVERGIRLS Show Me (The Fever/Sutra)

EDDIE AND THE TIDE Weak In The Presence Of... (Atco) LP: Looking For Adventure

E

EDDIE AND THE TIDE Weak In The Presence Of... (Atco) LP: Looking For Adventure

FARRENHEIT Fool In Love (WB) LP: Farrenheit

SAMANTHA FOX Do Ya Do Ya (Wanna...) (Jive/RCA) LP: Touch Me

FROZEN GHOST Should I See (Atlantic) LP: Frozen Ghost

G

GEORGIA SATELLITES Battleship Chains (Elektra) LP: Georgia Satellites

H

COREY HART Dancin' With My Mirror (EMI America) LP: Fields Of Fire

J

BILLY JOEL w/ RAY CHARLES Baby Grand (Columbia) LP: The Bridge

K

KENNY G Songbird (Arista) LP: Duotones

L

PAUL LEKAKIS Boom Boom Let's Go Back... (ZYX)

M

ERIC MARTIN Evertime I Think Of You (Capitol) LP: I'm Only Fooling Myself

EDDIE MONEY Endless Nights (Columbia) LP: Can't Hold Back

P

PSEUDO ECHO Living In A Dream (RCA) LP: Love An Adventure

R

READY FOR THE WORLD Mary Goes 'Round (MCA) LP: Long Time Coming

RUN D.M.C. It's Tricky (Profile) LP: Raising Hell

STABILIZERS One Simple Thing (Columbia) LP: Tyranny

S

STARPOINT He Wants My Body (Elektra) LP: Sensational

V

GINO VANNELLI Wild Horse (CBS Associated) LP: Big Dreamers Never Sleep

W

BRUCE WILLIS Young Blood (Motown) LP: The Return Of Bruno

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS.

**BREAKFAST CLUB
Right On Track (MCA)**

63% of our reporters playing it. Moves: Up 70, Debuts 19, Same 44, Down 0, Adds 18 including WPHD, KDWB, KMJK, WNYZ, WSSX, KLG, KNMQ. Complete airplay in Parallels.

**HUEY LEWIS & THE NEWS
I Know What I Like (Chrysalis)**

63% of our reporters playing it. Moves: Up 10, Debuts 11, Same 9, Down 0, Adds 120 including PRO-FM, B106, B96, WNCI, WLOL, KPKE, KWSS. Complete airplay in Parallels.

**CHRIS DeBURGH
The Lady In Red (A&M)**

63% of our reporters playing it. Moves: Up 71, Debuts 11, Same 42, Down 5, Adds 21 including KZZP, WSKZ, WRVQ, WZOK, KF95. See Parallels, debuts at number 36 on the CHR chart.

**LIONEL RICHIE
Se La (Motown)**

62% of our reporters playing it. Moves: Up 7, Debuts 45, Same 50, Down 0, Adds 47 including PRO-FM, B106, Z93, Y100, WNVZ, B96, WMMS, KWK. Complete airplay in Parallels.

**BARBUSTERS
Light Of Day (CBS Associated)**

62% of our reporters playing it. Moves: Up 77, Debuts 7, Same 52, Down 2, Adds 9 including KKQB, WCZY, KMJK, KCPX, KUBE, WNNK, Y95. See Parallels, debuts at number 40 on the CHR chart.

**WORLD PARTY
Ship Of Fools (Chrysalis)**

61% of our reporters playing it. Moves: Up 68, Debuts 11, Same 41, Down 0, Adds 25 including WKSE, WCAU, Z93, KRBE, WCZY, KWK, KIIS. Complete airplay in Parallels.

**ROBERT CRAY BAND
Smoking Gun (Mercury/PolyGram)**

60% of our reporters playing it. Moves: Up 87, Debuts 12, Same 29, Down 3, Adds 12 including KBFM, Y106, KZIO, KMGX, KYNO, KKXL, KHTZ. See Parallels, moves 36-33 on the CHR chart.

NEW & ACTIVE

CHICAGO "If She Would Have Been Faithful" (WB) 136/32
Moves: Up 35, Debuts 32, Same 37, Down 0, Adds 32 including B106, Q107, 94Q, Y100, WNCI, KKRZ, KPLZ, KUBE, WKSE 34-30, WPHD 28-23, KWK 35-28, WERZ 38-33, 98PX 37-29, WAPI 30-25, WKQB 25-17.

POISON "Talk Dirty To Me" (Enigma/Capitol) 135/33
Moves: Up 60, Debuts 20, Same 22, Down 0, Adds 33 including WPHD, KDWB, KPKE, KZZP, KKRZ, KROY, KWOD, WWSR, PRO-FM 30-24, Q107 23-18, WAVA 20-16, Y100 21-14, Z95 38-31, KCPX 1-1, Y95 13-10. See Parallels, debuts at number 39 on the CHR chart.

DONNA ALLEN "Serious" (21/Atco) 131/20
Moves: Up 74, Debuts 18, Same 20, Down 1, Adds 20 including Q102, KIIS, WFLY, WWSR, WLAN, 98PX, Q106, Z104, WKXS 26-18, WCAU 30-23, B96 12-10, 92X 17-9, WCZY 27-21, KROY 1-1, WTIC 19-10. See Parallels, moves 37-29 on the CHR chart.

THOMPSON TWINS "Got That Love" (Arista) 126/55
Moves: Up 5, Debuts 22, Same 44, Down 0, Adds 55 including WKXS, WKSE, WPHD, Z93, KTKS, WNCI, 99DTX, KPKE, Y106, 98PX, WSSX, WZOK, KYYY, KPLZ 32-28, KIIX 34-29.

SHIRLEY MURDOCK "As We Lay" (Elektra) 112/4
Moves: Up 67, Debuts 8, Same 24, Down 9, Adds 4, WNCI, WMJQ, G105, KAY107, WKXS 15-11, WCAU 3-2, PRO-FM 34-29, KS103 6-5, KWSS 21-16, WNNK 11-9, WLAN 18-14, WBBO 25-20, BJ105 16-10, WRON 11-7, KMGX 16-11. See Parallels, moves 35-34 on the CHR chart.

SIMPLY RED "The Right Thing" (Elektra) 109/10
Moves: Up 66, Debuts 12, Same 26, Down 0, Adds 10, PRO-FM, WHYT, KMJK, KMEL, 99GFM, KX104, KSND, KRO, WZYQ, KKRC, WKXS 23-14, WBEN 40-34, 94Q 30-25, 99DTX 39-33, KCPX 24-20.

GLENN MEDEIROS "Nothing's Gonna Change My Love For You" (Amherst) 106/9
Moves: Up 66, Debuts 12, Same 26, Down 0, Adds 9, K104, Y106, WKX 300KHI, 95XIL, KKXL, WSPT, KGOT, KTMT, PRO-FM 27-22, B106 13-8, Q107 4-1, B96 27-18, KBEO 4-3, KCPX 13-8. See Parallels, debuts at number 35 on the CHR chart.

PATTY SMYTH "Never Enough" (Columbia) 104/7
Moves: Up 41, Debuts 8, Same 46, Down 2, Adds 7, WFLY, Z94, K98, KZIO, WKPE, WYKS, KKRC, WMMS 28-24, WCZY 40-37, WLOL 26-19, WPST 28-25, PWR97 37-33, WKDD 14-10, WPFM 38-34, KOZE 11-8.

DAVID BOWIE "Day-In Day-Out" (EMI America) 102/102
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 102 including WKXS, WBEN, WKSE, PRO-FM, KKBO, KRBE, Y100, WGH, B96, WMMS, KCPW, KIIS, KCPX, KS103, KITS.

SURVIVOR "How Much Love" (Scotti Bros./CBS) 88/0
Moves: Up 54, Debuts 0, Same 31, Down 3, Adds 0 including WKXS 35-31, B94 23-19, PRO-FM 26-21, KTKS 33-30, 99DTX 31-28, KCPX 31-27, 99GFM 39-36, KWES 26-21, WDLX 40-35, WKDD 13-8, KKRD 23-19, KSND 31-24, KZZU 35-28, OK100 35-30, Q101 36-29.

KENNY LOGGINS "Meat Me Half Way" (Columbia) 86/11
Moves: Up 42, Debuts 4, Same 29, Down 0, Adds 11, PRO-FM, 99DTX, WHHY, KX104, KIYS, KIKX, KZZU, 100KHI, WZYP, 99KG, B91, Q105 26-18, KDWB 26-18, WLOL 31-24, WERZ 40-36.

RATT "Dance" (Atlantic) 78/1
Moves: Up 27, Debuts 2, Same 45, Down 3, Adds 1 including KKXL, WCAU 29-25, KEGL d-37, KTKS 23-18, Z95 40-32, KCPX 35-31, 99GFM 38-35, WKRZ 27-25, WKQB 20-18, WHHY 30-25, WKDD 18-14, KZZU 36-29, WKSF 33-29, KNAN 38-36, KHTZ 31-28.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 77/0
Moves: Up 33, Debuts 2, Same 40, Down 2, Adds 0 including WBEN 25-22, WPHD 31-26, WCAU 34-30, 99DTX 35-30, WCZY 20-14, WNNK 37-32, WPST 31-28, FM100 29-25, KITY 24-21, KKRD 28-13, 194 21-19, KQM 24-21, WFFX 33-26, KOCR 23-19, KDVV 24-20.

PAUL SIMON "You Can Call Me Al" (WB) 74/48
Moves: Up 5, Debuts 9, Same 12, Down 0, Adds 48 including WKXS, PWR95, Q107, B97, WNVZ, B96, Z95, WCZY, KZZP, KWSS, WTIC, B106 26-21, WKS1 22-18, WKDD 36-20, KFV 25-20.

PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 74/12
Moves: Up 23, Debuts 11, Same 28, Down 0, Adds 12, WBEN, WGH, Z95, WLOL, Y95, G105, WCKN, KMGX, 95XXX, WJMX, WPFM, KTMT, WKXS 33-26, WMMS 27-19, KIIS 20-16.

NIGHT RANGER "The Secret Of My Success" (Cameo/MCA) 64/11
Moves: Up 8, Debuts 6, Same 39, Down 0, Adds 11, KRBE, KCPX, WERZ, WSPK, WKRZ, WSSX, KSAQ, KJ103, WZYQ, KKXL, B91, WROQ 36-30, Y94 38-31, KKAZ 39-33, OK95 30-24.

MOST ADDED

- HUEY LEWIS (120)
- DAVID BOWIE (102)
- THOMPSON TWINS (55)
- JDDY WATLEY (52)
- PAUL SIMON (48)
- LIONEL RICHIE (47)
- KIM WILDE (36)
- POISON (33)
- BRUCE WILLIS (33)
- CHICAGO (32)
- FLEETWOOD MAC (32)
- LEVEL 42 (32)

MOST ACTIVE

- DONNA ALLEN (89)
- POISON (80)
- GLENN MEDEIROS (78)
- SIMPLY RED (73)
- CHICAGO (67)
- SHIRLEY MURDOCK (66)
- SURVIVOR (51)
- PATTY SMYTH (47)
- KENNY LOGGINS (46)
- PSYCHEDELIC FURS (34)

HOTTEST

- CLUB NOUVEAU (145)
- STARSHIP (144)
- GENESIS (91)
- PRINCE (74)
- FRANKLIN & MICHAEL (62)
- CUTTING CREW (61)
- CROWDED HOUSE (55)
- LOU GRAMM (42)
- WANG CHUNG (40)
- STEVE WINWOOD (38)

Most Active = Ups + Debuts - Downs

HERB ALPERT "Keep Your Eye On Me" (A&M) 63/0
Moves: Up 25, Debuts 6, Same 30, Down 2, Adds 0 including WKXS 25-19, B96 29-25, 99DTX 33-29, WCZY 33-29, KDWB 38-34, FM102 13-8, KMEL 25-22, WFLY 35-30, WSPK 35-30, KAMZ 27-24, KITY 26-23, WGTZ 38-35, KMGX 24-21, 95XXX 29-23, OK95 35-31.

LUTHER VANOROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 61/10
Moves: Up 12, Debuts 4, Same 35, Down 0, Adds 10, 99DTX, KMEL, KAMZ, WDJX, KCAQ, KNBQ, OK100, KFRX, KTMT, KZOZ, WBEN 35-30, WINK 40-36, KBFM 36-32, WDLX 33-30, KNAN 33-29.

LEVEL 42 "Lessons In Love" (Polydor/PolyGram) 59/32
Moves: Up 0, Debuts 5, Same 22, Down 0, Adds 32 including WBEN, KRBE, WGH, WCZY, KDWB, KHTR, WLOL, KPKE, Q100, WNNK, Y106, WXLK, KCAQ, 100KHI, WDBR.

SMDKEY ROBINSON "Just To See Her" (Motown) 57/13
Moves: Up 7, Debuts 13, Same 24, Down 0, Adds 13 including WKXS, WBEN, WCZY, WHYT, KZOZ, KRO, WKPE, WFX, KISR, WCAU 31-26, K104 40-35, KAMZ d-30, WCKN d-35, KNBQ 35-32, KDVY 39-36.

BEASTIE BOYS "Brass Monkey" (Def Jam/Columbia) 54/10
Moves: Up 24, Debuts 8, Same 11, Down 1, Adds 10, Y100, KPKE, KNS, WR0Q, KEZB, WDLX, KSND, KCAQ, WOMP, Y97, WAVA 27-19, KKQB 30-26, KROY 12-8, WRVQ 19-11, KITY 3-2.

KIM WILDE "You Keep Me Hangin' On" (MCA) 52/36
Moves: Up 4, Debuts 6, Same 6, Down 0, Adds 36 including PWR95, Z100, 94Q, Z93, Q105, WHYT, KCPW, KZZP, KKRZ, KMEL, WAPE, KRBE 9-7, B97 17-10, KCPX 26-19, KITY 32-15.

PETER GABRIEL & KATE BUSH "Don't Give Up" (Geffen) 52/26
Moves: Up 0, Debuts 3, Same 23, Down 0, Adds 26 including CKOI, WCAU, 94Q, KRBE, WGH, Z94, 93Q, WBBO, WBCY, KIIX, KQMQ, OK100, 95XIL, WJMX, KGOT.

SIGNIFICANT ACTION

PAUL LEKAKIS "Boom Boom (Let's Go Back To My Room)" (ZYX) 47/7
Moves: Up 27, Debuts 3, Same 8, Down 2, Adds 7, G105, WRVQ, WGTZ, KXYQ, Z103, KKXL, KZFN, WKXS 14-8, Q105 17-9, Z95 18-10, WNCI 27-19, KXX106 14-11, KEZB 7-4, WDJX 13-10, 194 5-3, KFV 18-11.

PSEUDO ECHO "Living In A Dream" (RCA) 46/18
Moves: Up 15, Debuts 0, Same 13, Down 0, Adds 18 including KRBE, KKRZ, KPLZ, KUBE, WKQB, WSSX, KITY, WKPE, WCGQ, Q101, KCPX 39-32, WNOK 33-28, WKDD 38-35, KZZU 24-15, WPFM 30-27.

COREY HART "Dancin' With My Mirror" (EMI America) 40/0
Moves: Up 7, Debuts 2, Same 31, Down 0, Adds 0 including WKXS on, WCAU 38-35, Y100 on, 99DTX on, KDWB on, K104 d-39, WKRZ 35-33, WKDD 33-32, CHED 23-19, KZZU d-37, KQCR 39-37, Y94 35-34, B91 33-30.

JULIAN COPE "World Shut Your Mouth" (Island) 39/0
Moves: Up 2, Debuts 6, Same 31, Down 0, Adds 0 including WPHD d-37, WCAU on-dp, Z93 31-29, KRBE d-33, WGH on-dp, WMMS on, 99DTX on, KCPX on, KIYS 34-31, 95XXX d-37, WZYP d-39, KFMW d-40, Y97 d-40.

ATLANTIC STARR "Always" (WB) 38/9
Moves: Up 13, Debuts 7, Same 9, Down 0, Adds 9 including Y100, 92X, KMEL, WBBO, WSSX, G105, WKZL, KZZP 12-10, FM102 34-32, KROY 17-7, KXX106 23-13, WKQB 34-25, KAMZ 23-20, WKS1 24-19, WCKN 23-18.

ANITA BAKER "Same Ole Love (365 Days A Year)" (Elektra) 37/10
Moves: Up 9, Debuts 3, Same 15, Down 0, Adds 10 including B97, WSPK, KXX106, KAMZ, KBFM, KSAQ, 194, WCZY 30-23, WKT1 27-26, FM102 24-22, KROY d-26, KS103 35-32, KMEL 26-23, KWSS 34-30, KIKX 35-32.

SAMANTHA FOX "Do Ya Do Ya (Wanna Please Me)" (Jive/RCA) 34/1
Moves: Up 9, Debuts 2, Same 22, Down 0, Adds 1, CKOI, WKSE 36-35, WSPK 28-22, KYNO 40-36, WCGQ d-37, KISR 20-19, WZYP d-35, WVB5 34-29, WCIL 29-26, 99KG 23-9, B91 29-27, OK95 24-22.

BRUCE WILLIS "Young Blood" (Motown) 33/33
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 33 including WCAU, Z95, WHYT, KMJK, KCPX, WFLY, WPST, KXX106, WINK, WCKN, WOUT, KZOZ, WDLX, KF95, KIYS.

GREGG ALLMAN BAND "I'm No Angel" (Epic) 33/22
Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 22 including WBEN, WCAU, Z93, WSPK, 93Q, WROQ, WCKN, WOUT, KIKX, KZZU, KRO, KOIZ, WDBR, KOZE, KZFN.

COVERGIRLS "Show Me" (The Fever/Sutra) 31/5
Moves: Up 13, Debuts 5, Same 5, Down 2, Adds 5, KZZP, WNNK, KDON, Z102, 99KG, WKXS d-33, WCAU 26-19, Y100 2-2, FM102 23-20, KROY 25-16, KMEL 9-3, WSPK 6-3, KAMZ 12-10, KITY 16-11, KMGX 15-10.

GEORGIA SATELLITES "Battleship Chains" (Elektra) 31/3
Moves: Up 6, Debuts 7, Same 15, Down 0, Adds 3, WQCM, WSPT, OK95, KCPX d-39, WNOK d-40, WOUT d-40, WEAG 24-19, WZPL 30-29, WIGY d-40, 100KHI 40-37, WCGQ 33-25, KISR 16-15, WCIL d-33, KTRS d-40, B91 26-24.

RUN D.M.C. "It's Tricky" (Profile) 28/1
Moves: Up 18, Debuts 1, Same 8, Down 0, Adds 1, KXX106, B94 19-16, KRBE 13-4, KROY 7-5, WKEE 20-18, WRCK 33-30, WFM1 12-8, KWES 29-26, Y108 21-19, WRVQ 20-15, KMGX 22-16, 194 8-4, WZYP 40-37, Z102 12-10, WCIL 4-4.

COMPANY B "Fascinated" (Atlantic) 24/10
Moves: Up 9, Debuts 2, Same 3, Down 0, Adds 10 including Z100, KKBO, KCPW, KZZP, KS103, KXX106, BJ105, WGTZ, Y100 10-7, B96 37-29, KMEL 13-8, WTIC 25-15, KITY 5-3, KMGX 35-27, Z102 15-12.

KENNY G "Songbird" (Arista) 24/9
Moves: Up 5, Debuts 2, Same 8, Down 0, Adds 9, Q105, KWSS, KAMZ, KMGX, 194, KDON, WKPE, WCGQ, 99KG, FM102 33-31, WNNK 26-19, WBBO 35-30, WCKN on-dp, KF95 d-40, KHTZ 18-12.

ERIC MARTIN "Everytime I Think Of You" (Capitol) 24/2
Moves: Up 4, Debuts 1, Same 17, Down 0, Adds 2, KSAQ, KNIN, PRO-FM on, WCZY 35-32, KROY on, K104 39-31, WERZ on, WKRZ on, WKDD 35-34, WGRD d-39, KIKX on-dp, KZZU on, B91 38-37.

FARRENHEIT "Fool In Love" (WB) 23/0
Moves: Up 13, Debuts 1, Same 9, Down 0, Adds 0 including Z93 27-24, Z94 d-33, K104 36-30, WKQB 28-27, WNOK 37-31, WPHY 38-32, WGRD 37-34, KXYQ 35-32, 95XIL 35-24, WCGQ 40-33, WJMX 35-34, Y94 32-28, KOZE 16-12, KTMT 37-31.

GIND VANNELLI "Wild Horses" (CBS Associated) 21/1
Moves: Up 9, Debuts 1, Same 10, Down 0, Adds 1, KQCR, CKOI 27-21, WLOL 22-17, Y108 d-29, WWSR on, WKRZ on, KZIO 36-33, KIYS 31-28, CHED 29-25, KSND 28-22, WPFM 31-26, Y94 34-33, KKAZ 33-30.

BILLY JOEL featuring RAY CHARLES "Baby Grand" (Columbia) 20/3
Moves: Up 3, Debuts 1, Same 13, Down 0, Adds 3, WMMS, WJMX, KCMQ, WBLI on, 94Q 25-23, WCZY d-38, K104 on, WNNK on, WSPK on-dp, WKDD 27-21, WFBG 29-28, KWTO on-dp, KBOZ on.

EDDIE MIDNEY "Endless Nights" (Columbia) 19/19
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including WCAU, WGH, WMMS, WMJQ, WRCK, WKRZ, WROQ, WKDD, 103CIR, WOMP, WFX, WJAD, WDBR, KFMW, KGOT.

READY FOR THE WORLD "Mary Goes Round" (MCA) 16/1
Moves: Up 5, Debuts 2, Same 8, Down 0, Adds 1, KZOZ, KRBE 35-26, WHYT 24-22, FM102 35-33, KROY on, Y106 40-36, KF95 on, KMGX on-dp, 194 d-30, KQMQ on, KYRK on, KDON 39-35, KSMB on.

FRDZEN GHDST "Should I See" (Atlantic) 14/7
Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 7, WKXS, WBEN, PRO-FM, WMMS, CHED, WGAN, 99KG, KCPX on, K104 34-28, WPST on, KSAQ on, KOZE 24-22, KTMT d-40.

BDN JOVI "Never Say Goodbye" (Mercury/PolyGram) 14/5
Moves: Up 6, Debuts 1, Same 2, Down 0, Adds 5, Q107, WROQ, WANS, BJ105, Y106, KEGL 2-1, Q105 27-23, KWOD 32-20, KEZB d-30, WGRD 35-33, KZ93 10-8, WHOT 20-16.

EDDIE & THE TIDE "Weak In The Presence Of Beauty" (Atco) 14/5
Moves: Up 2, Debuts 0, Same 7, Down 0, Adds 5, KCPX, WKRZ, WCKN, WGRD, KTRS, FM102 28-25, KATD on, KWSS 32-27, WERZ on, KF95 on, KDON on, WJMX on.

BLDW MDNKEYS "It Doesn't Have To Be This Way" (RCA) 14/1
Moves: Up 2, Debuts 1, Same 10, Down 0, Adds 1, KZOZ, KKBO d-30, KROY on, WNNK on, WNOK on, KF95 40-36, KDON on, WKSF on-dp, WJMX on, KKAZ on, KOZE 35-33, KHTZ on.

STARPOINT "He Wants My Body" (Elektra) 12/1
Moves: Up 9, Debuts 0, Same 2, Down 0, Adds 1, WKQB, KROY 24-20, WTIC 29-27, KXX106 24-14, WSSX 28-25, KATD 14-11, Y106 37-34, KITY 25-22, 194 11-9, WKPE on, WAZY 32-30.

STABILIZERS "One Simple Thing" (Columbia) 11/1
Moves: Up 4, Debuts 0, Same 6, Down 0, Adds 1, KDWB, WMMS 33-26, KPKE 18-15, Y108 5-5, KCPX on, KATD on, WNNK on, WKRZ on, KSND 32-25, 99KG on, KFMW 37-34.

PRINCE SIGN "O" THE TIMES

The New Double Album

Produced, Arranged, Composed and Performed By Prince



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
5	2	2	1 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
2	1	1	2 CLUB NOUVEAU/Lean On Me (WB)
6	5	3	3 GENESIS/Tonight, Tonight, Tonight (Atlantic)
17	11	8	4 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
12	7	6	5 WANG CHUNG/Let's Go (Geffen)
18	14	10	6 CROWDED HOUSE/Don't Dream It's Over (Capitol)
16	10	9	7 EXPOSE/Come Go With Me (Arista)
19	15	11	8 LOU GRAMM/Midnight Blue (Atlantic)
26	21	13	9 STEVE WINWOOD/The Finer Things (Island/WB)
27	22	14	10 BANGLES/Walking Down Your Street (Columbia)
3	3	4	11 JANET JACKSON/Let's Wait Awhile (A&M)
4	4	5	12 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
30	23	17	13 PRINCE/Sign 'O' The Times (Paisley Park/WB)
13	8	7	14 EUROPE/The Final Countdown (Epic)
23	19	16	15 TINA TURNER/What You Get Is What You See (Capitol)
39	31	23	16 CUTTING CREW/(I Just) Died In Your Arms (Virgin)
28	25	19	17 HIPSWAY/The Honeythief (Columbia)
31	27	22	18 ROBBIE NEVIL/Dominoes (Manhattan)
—	—	30	19 MADONNA/La Isla Bonita (Sire/WB)
34	30	25	20 KOOL & THE GANG/Stone Love (Mercury/Pg)
33	28	24	21 PETER WOLF/Come As You Are (EMI America)
21	18	15	22 REO SPEEDWAGON/That Ain't Love (Epic)
—	36	27	23 CYNDI LAUPER/What's Going On (Portrait/CBS)
—	—	34	24 JODY WATLEY/Looking For A New Love (MCA)
—	—	40	25 U2/With Or Without You (Island)
—	37	32	26 BOSTON/Can'tcha Say/Still In Love (MCA)
36	32	29	27 GLASS TIGER/I Will Be There (Manhattan)
10	9	12	28 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
—	40	37	29 DONNA ALLEN/Serious (21/Atco)
7	13	21	30 BON JOVI/Livin' On A Prayer (Mercury/Pg)
8	12	20	31 PETER GABRIEL/Big Time (Geffen)
1	6	18	32 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)
BREAKER	38	35	33 ROBERT CRAY BAND/Smoking Gun (Mercury/Pg)
—	—	38	34 SHIRLEY MURDOCK/As We Lay (Elektra)
DEBUT	—	—	35 GLENN MEDEIROS/Nothing's Gonna Change My Love (Amherst)
BREAKER	—	—	36 CHRIS DeBURGH/The Lady In Red (A&M)
DEBUT	—	—	37 BRYAN ADAMS/Heat Of The Night (A&M)
DEBUT	—	—	38 FLEETWOOD MAC/Big Love (WB)
DEBUT	—	—	39 POISON/Talk Dirty To Me (Enigma/Capitol)
BREAKER	—	—	40 BARBUSTERS/Light Of Day (CBS Associated)

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ADULT CONTEMPORARY

3	2	1	1 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
10	4	3	2 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
17	10	6	3 STEVE WINWOOD/The Finer Things (Island/WB)
11	8	5	4 RESTLESS HEART/I'll Still Be Loving You (RCA)
2	1	2	5 JANET JACKSON/Let's Wait Awhile (A&M)
1	3	4	6 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
12	9	8	7 KOOL & THE GANG/Stone Love (Mercury/Pg)
30	16	13	8 SMOKEY ROBINSON/Just To See Her (Motown)
19	14	12	9 SHIRLEY MURDOCK/As We Lay (Elektra)
18	15	11	10 GENESIS/Tonight, Tonight, Tonight (Atlantic)
—	—	20	11 ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra)
—	28	17	12 BILLY JOEL featuring RAY CHARLES/Baby Grand (Columbia)
4	5	10	13 JETS/You Got It All (MCA)
25	18	15	14 BURNS SISTERS/Listen To The Beat Of A Heart (Columbia)
9	7	9	15 PAUL McCARTNEY/Only Love Remains (Capitol)
27	23	18	16 SERGIO MENDES/What Do We Mean To Each Other (A&M)
7	6	7	17 DARYL HALL/Someone Like You (RCA)
—	27	21	18 GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)
5	11	14	19 LUTHER VANDROSS/Stop To Love (Epic)
BREAKER	8	12	20 LIONEL RICHIE/Se La (Motown)
8	12	16	21 JOURNEY/I'll Be Alright Without You (Columbia)
—	—	29	22 EL DeBARGE/Starlight Express (MCA)
DEBUT	—	—	23 CROWDED HOUSE/Don't Dream It's Over (Capitol)
28	25	24	24 SHEILA E/Hold Me (WB)
DEBUT	—	—	25 MADONNA/La Isla Bonita (Sire/WB)
—	30	28	26 SIMPLY RED/The Right Thing (Elektra)
—	—	30	27 CYNDI LAUPER/What's Going On (Portrait/CBS)
BREAKER	—	—	28 KENNY G/Songbird (Arista)
15	19	22	29 CHICAGO/Will You Still Love Me? (WB)
BREAKER	—	—	30 CHICAGO/If She Would Have Been Faithful (WB)

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AOR TRACKS®

Three Weeks	Two Weeks	Last Week	
—	6	1	1 U2/With Or Without You (Island)
4	2	2	2 PETER WOLF/Come As You Are (EMI America)
—	—	6	3 FLEETWOOD MAC/Big Love (WB)
8	8	4	4 CUTTING CREW/(I Just) Died In In Your Arms (Virgin)
—	—	7	5 BRYAN ADAMS/Heat Of The Night (A&M)
2	1	3	6 GREGG ALLMAN BAND/I'm No Angel (Epic)
7	7	5	7 PATTY SMYTH/Never Enough (Columbia)
16	11	11	8 JON BUTCHER/Goodbye Saving Grace (Capitol)
BREAKER	—	—	9 DAVID BOWIE/Day-In Day-Out (EMI America)
27	18	13	10 BON JOVI/Never Say Goodbye (Mercury/Pg)
5	5	8	11 STEVE WINWOOD/The Finer Things (Island/WB)
35	23	18	12 FROZEN GHOST/Should I See (Atlantic)
1	3	9	13 LOU GRAMM/Midnight Blue (Atlantic)
24	15	15	14 PSYCHEDELIC FURS/Heartbreak Beat (Columbia)
26	19	16	15 LOU GRAMM/Ready Or Not (Atlantic)
—	26	19	16 NIGHT RANGER/The Secret Of My Success (Camel/MCA)
3	4	10	17 SAMMY HAGAR/Winner Takes It All (Columbia)
12	9	12	18 CROWDED HOUSE/Don't Dream It's Over (Capitol)
29	22	20	19 ANDY TAYLOR/I Might Lie (MCA)
BREAKER	—	—	20 U2/I Still Haven't Found What I'm Looking For (Island)
BREAKER	—	—	21 EDDIE MONEY/Endless Nights (Columbia)
14	14	17	22 DEEP PURPLE/Call Of The Wild (Mercury/Pg)
15	12	14	23 PAUL SIMON/The Boy In The Bubble (WB)
30	25	24	24 HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)
40	34	27	25 GLASS TIGER/I Will Be There (Manhattan)
39	29	28	26 DOKKEN/Dream Warriors ("Theme From...") (Elektra)
47	33	30	27 WHITESNAKE/Still Of The Night (Geffen)
BREAKER	—	—	28 CULT/Love Removal Machine (Sire/WB)
53	45	35	29 LOS LOBOS/Set Me Free (Rosa Lee) (Slash/WB)
42	38	31	30 ROBERT CRAY BAND/I Guess I Showed Her (Mercury/Pg)

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BLACK/URBAN

19	8	3	1 PRINCE/Sign 'O' The Times (Paisley Park/WB)
10	7	5	2 HERB ALPERT/Keep Your Eye On Me (A&M)
1	1	1	3 JODY WATLEY/Looking For A New Love (MCA)
5	4	4	4 KOOL & THE GANG/Stone Love (Mercury/Pg)
2	2	2	5 CLUB NOUVEAU/Lean On Me (WB)
17	12	11	6 SYSTEM/Don't Disturb This Groove (Atlantic)
11	9	9	7 STARPOINT/He Wants My Body (Elektra)
27	17	13	8 L. VANDROSS featuring G. HINES/There's Nothing Better Than Love (Epic)
15	10	10	9 MILLIE SCOTT/Ev'ry Little Bit (4th & Broadway/Island)
3	3	6	10 SHEILA E/Hold Me (Paisley Park/WB)
38	24	18	11 ATLANTIC STARR/Always (WB)
20	15	14	12 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)
21	18	16	13 GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)
29	20	17	14 SMOKEY ROBINSON/Just To See Her (Motown)
18	16	15	15 BUNNY DeBARGE/Save The Best For Me (Motown)
35	25	21	16 KLYMAXX/I'd Still Say Yes (Constellation/MCA)
32	26	20	17 LILLO THOMAS/Sexy Girl (Capitol)
—	28	24	18 PATRICE RUSHEN/Watch Out (Arista)
26	21	19	19 FULL FORCE/Old Flames Never Die (Columbia)
—	27	23	20 ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra)
8	6	8	21 ONE WAY/You Better Quit (MCA)
—	—	37	22 CAMEO/Back And Eorth (Atl. Art./Pg)
—	—	29	23 SURFACE/Happy (Columbia)
—	35	28	24 BOBBY BROWN/Girl Next Door (MCA)
36	32	25	25 READY FOR THE WORLD/Mary Goes Round (MCA)
34	30	26	26 S.O.S. BAND/No Lies (Tabu/CBS)
40	36	27	27 CHERYL LYNN/New Dress (Manhattan)
—	40	32	28 MIKI HOWARD/Imagination (Atlantic)
13	11	12	29 RAINY DAVIS/Lowdown So & So (Columbia)
—	—	35	30 MELBA MOORE/It's Been So Long (Capitol)
24	22	22	31 LEVERT/Fascination (Atlantic)
—	—	36	32 JOCELYN BROWN/Ego Maniac (WB)
—	39	33	33 RUN D.M.C./It's Tricky (Profile)
7	5	7	34 MADHOUSE/6 (Paisley Park/WB)
—	—	40	35 GEORGIO/Sexappeal (Motown)
—	—	39	36 GAP BAND/Zibble Zibble (Get The Money) (Total Experience/RCA)
BREAKER	—	—	37 FREDDIE JACKSON/I Don't Want To Lose Your Love (Capitol)
BREAKER	—	—	38 SHIRLEY MURDOCK/Go On Without You (Elektra)
DEBUT	—	—	39 COVER GIRLS/Show Me (The Fever/Sutra)
DEBUT	—	—	40 CHICO DeBARGE/The Girl Next Door (Motown)

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