

I N S I D E:

RKO STATIONS ON BLOCK IN GENCORP TAKEOVER BATTLE

GenCorp., parent of RKO, is offering stockholders \$130 share as a hostile takeover looms. The RKO stations will be sold to raise money for the conflict.

Page 14

LINEAR RADIO DIAL — AN AM ANSWER?

Dwight Douglas proposes the adoption of a linear radio dial, contending if TV has erased UHF/VHF distinctions, radio can eliminate AM/FM terminology.

Page 6

ALAN BOX: THE EZ WAY TO SUCCESS

This week's R&R Interview spotlights Alan Box, the 35-year-old EZ Communications chief who presides over one of the fastest-growing and tightly-run radio chains in the country.

Page 22

WHAT DO YOU DO TO BEAT A ZOO?

Programmers facing powerful morning zoos or wakeup institutions compare notes on the best counter-strategies, from emphasizing the music to retargeting the humor.

Page 44

RECORD BUYERS BY GENDER

Women and men buy music on vinyl equally, but an overwhelming majority of men buy CDs. A look at configuration and artist preferences of the American record buyer.

Page 32

NEW HAT FOR HANK AT ACM



Hank Williams Jr. was named Entertainer of the Year at the 22nd annual Academy of Country Music awards this week.

Randy Travis picked up four awards, with Reba McEntire garnering two and the Judds, Forester Sisters, and Dwight Yoakam winning other key categories. More next week.

Newsstand Price \$5.00



Capitol Names Fagot VP/Promotion

John Fagot has been officially appointed VP/Promotion at Capitol. He moves into the post Monday (4/13) at the label's Los Angeles headquarters, reporting to President Don Zimmermann.

Fagot will be responsible for all aspects of CHR, AOR, AC, and secondary market promotion. Reporting to him will be VP/Rock Promotion Ray Tusken and Director/National Promotion Tom Gorman.

Fagot told R&R that the key to his decision to leave CBS, where he was Columbia's VP/Promotion, was the leadership of



John Fagot

Capitol Industries/EMI Vice Chairman/CEO Joe Smith and President David Berman. "These two guys and the staff they're putting together can turn Capitol around, and I want to be part of that."

He continued, "After assaulting Joe with a page full of questions — some positive, some negative — concerning Capitol's marketing, sales, promotion, and manufacturing, the end result from him was straight, honest answers." The

FAGOT/See Page 9

SHOW DEBUTS MAY 1

Q105 Plans Morning TV Simulcasts For Zoo

WRBQ-AM & FM (Q105)/Tampa has announced it will begin simulcasting its highly successful "Q Morning Zoo" weekdays on local cable television May 1. As part of its three-year commitment to the project, Denver-based Jones InterCable has invested over \$500,000 in equipment for a custom-built control room at the station. The video portion, produced by Chris Clark, Ken Cheek, and a 20-person crew operating independently of the 13-member morning team, will use music videos, film, graphics, slides, and digital effects to complement in-studio camera coverage.

Q105 Director/Legal & Technical Operations Ralph Beaver told R&R, "We're simply taking an existing morning show and putting pictures to it. There are no special sets, monitors, or studio lights, and the cameras will be hidden so our people can work and forget they're being

Q-ZOO TV FEATURES

- Video portion produced independently
- Three-year joint commitment
- \$500,000 investment by cable company
- Live remotes planned
- Expansion to other markets possible

televised at the same time." Morning host Cleveland Wheeler joked, "Our Einstein hair, patent leather pumps, and Tammy Faye Bakker makeup will be really nice on TV." On a serious note, he added, "Since we have a zoo image, we'll try to get Banana Republic to war-

drobe us in khaki-safari gear." Regarding the production aspects, Wheeler said, "We'll reveal just enough for people to get an idea of what a radio show really looks like. You'll see some things MTV has never done before."

Expansion To Other Markets Possible

In addition to morning coverage, Jones InterCable intends to rebroadcast the show between 6-10pm, and also carry live remotes. PD Randy Kabrich, noting that Q105 is now seeking video service from all labels to accompany the audio, said that once the "Q Zoo" video version is established locally, plans are to broadcast the show to other cable operators, both in Florida and other states. "At least one system in a top ten market has expressed interest in airing the show," he said.

The Q Morning Zoo, Tampa's Q105/See Page 9

NEW CALLS WPHR; "POWER" ID

WDMT Shifts From Urban To CHR

This Thursday (4/9) longtime Urban leader WDMT/Cleveland switched calls to WPHR (Power 108) and flipped formats to CHR under the direction of OM Jeff Kelly.

VP/GM Charlie Slavik told R&R, "The changes have as much to do with the competition as our own desires for a change. Nobody else is doing a pure CHR in this town that can be heard everywhere. WMMS is still a rock-based CHR, while WRQC faces signal limitations which we no longer have. Our new tower and transmitter puts us from 350 to 750 feet high,

better than doubling the density of our metro coverage."

"When WNCX changed to Classic Hits, we saw a huge hole in the market reopen," said Kelly. "Since Power 108 is going to be a true CHR, we'll naturally be playing a better variety than WMMS, so in a sense we're not directly attacking them."

Kelly indicated a media splash would be made once the sound is fully developed. In the transition, Asst. PD Calvin Hicks will also become MD. Other changes include J.J. Hayes moving from parttime to overnights. There is an opening for a new afternoon personality.

Wilson PD At WUSN

WPOC/Baltimore PD Doug Wilson has been named PD for First Media's WUSN/Chicago. He succeeds Lee Logan, who resigned three weeks ago to take the KLAC/Los Angeles PD job.

Wilson, who starts April 27, said, "I've invested a lot of time and effort here, and Nationwide has been great. But this is something I feel I've worked all my life to achieve."

Wilson celebrated his third anniversary as WPOC PD a few weeks ago. He previously was on the air at WQAM/Miami and before that programmed WAPE/Jacksonville.

No successor has been named, though an acting PD is expected to be appointed soon.

KIRO VET

Bremer Moves To WCCO



Vic Bremer

Vic Bremer, VP News/Programming at KIRO/Seattle, has moved to WCCO/Minneapolis as Director/Broadcast Operations. Last fall, KIRO and WCCO easily retained number one rankings in their respective markets.

Bremer leaves KIRO after an eight-year stint, and says WCCO is a giant with its own set of problems. "It's a tremendous community leader, but needs to continue looking at a changing society and staying contemporary with it," he said.

Prior to joining KIRO, Bremer spent seven years as PD/ND at the former KXRX/San Jose. Ironically, the KXRX calls were dropped in San Jose and picked up in Seattle.

Bremer reports to WCCO May 11. A replacement at KIRO is expected to be announced within two weeks.

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 KSND 19-14 (HOT)
 CKOI 15-10 (HOT)

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 Z93 deb 33 KIIK deb 34 CHED 20-14 KQCR 39-34 KTUX on
 Y108 26-19 KZIO 31-29 KZZU deb 40 Y94 29 KF95 on
 KMJK add KIYS 25-21 WCGQ add KTRS deb 38 KQIZ on

AC CHART: 29

DEAD OR ALIVE "SOMETHING IN MY HOUSE"

TOP 10
 DANCE RECORD!!

B96 KITY WJAD KZFN
 KCPX KYNO KNAN KHTZ
 I94 99KG Y97
 KQMQ KTMT OK95



APRIL 10, 1987

Radio Condom Ad Acceptance Rises

NAB Survey Shows 19% Say Ads OK; 58% More May Take Them Later

Nineteen percent of American radio stations accept condom advertising now, while a further 58% say they envision accepting them at a later date. The findings come from an NAB phone survey covering 445 radio outlets.

The data breakdown:
 ● 87.6% said they accept PSAs on AIDS
 ● 19.2% accept condom ads
 ● Of the stations that said they didn't accept condom ads, 57.7% answered yes to the question, "Do you think this will change in the future?"

Meanwhile, Jive Records has prepared a promotional condom mailing in support of Kool Moe



Dee's "Go See The Doctor" single. The package's matchbook-style cover is pictured.



Lou Patrick

Patrick New PD At WASH

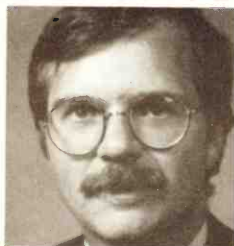
Lou Patrick, PD for eight months at Clear Channel's KJYO (KJ103)/Oklahoma City, has been named PD at Metropolitan soft AC WASH/Washington. He replaces OM Tom Tradup, who became OM at KRLL/Dallas.

WASH VP/GM Tom Durney commented, "Tom did a great job of putting our soft AC presentation, EZ-97, on the air, but we needed someone to carry on the format. With Lou we have a formatic expert whose background — computers and research — and disciplined attitude will fit right in with our approach."

Patrick, who starts April 20, added, "We really want to give WASH a true personality. Musically it's correct, but it needs a more interactive image with the market."

Patrick has also programmed WYKS/Gainesville, WNKS/Columbus, and WKZW/Peoria. His replacement is being sought.

Reeb Joins KAZY As PD



Trip Reeb

"Just call me 'Rocky Mountain High,'" quipped KISS/San Antonio PD Trip Reeb, who's been named OM of DKM AOR KAZY/Denver. PD Zak Phillips relinquished the post two weeks ago, and is currently seeking a medium market programming position.

KAZY recently returned to a mainstream AOR stance after a period as a softer, more eclectic rival to progressive KBCO. "The market's wide open," said Reeb. "We'll be more of a rock 'n' roll station than KBPI, which is more of a (CHR/AOR) hybrid. I have no interest in competing with KBCO on any terms."

Reeb said KAZY will not sound like KISS, one of the few AORs that still features large doses of hard rock and metal. "KISS sounds like it does purely because of its history and the market," he commented. "From the research I've seen, Denver doesn't want a station that hard."

Reeb predicted he will put together a "killer morning show that will blow the market away."

REEB/See Page 9

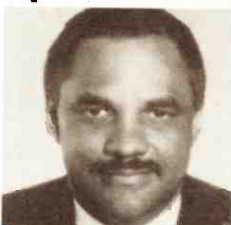
B106's Crockett, Dempsey Face Rape Charges

R&R learned at presstime that two WBWM (B106)/Washington personalities have been arrested for the alleged statutory rape of a now-15-year-old girl. As night rocker Crockett (aka David B. Labonte) left the air at midnight Tuesday (4/7), he was arrested and accused of the alleged December 4, 1985 incident. At last report he was being held by Fairfax County police on \$50,000 bond.

Music Director Marty Dempsey

was arrested later that morning on similar charges for an incident which allegedly occurred June 13, 1986, and was released on his own recognizance. The girl's parents lodged the complaints on behalf of their daughter, who was 13 and 14, respectively, at the time of the purported incidents. Neither Crockett or Dempsey are suspects in the recent WAVA/Washington rape incident. Infinity officials were not available for comment.

Holmes, Miller Columbia, Epic Black A&R VPs



Cecil Holmes

CBS Records has reorganized its black music A&R operations, shifting this function from the divisional level to the individual labels.

Concurrently, Cecil Holmes has been appointed VP/Black Music A&R at Columbia, and Bernie Miller has been named VP/Black Music A&R for Epic/Portrait.

Holmes has been VP/Black Music A&R, East Coast for CBS Records since 1982. Miller comes from B/U-formatted WLUM/Milwaukee, where he was PD for the past 18 months. He was previously with WJPC/Chicago.

Columbia Sr. VP/A&R Mickey Eichner, to whom Holmes reports, told R&R, "This returns to a structure that worked successfully before, and you'll see increased black music A&R activity at Columbia."

Eichner cited Holmes's "outstanding track record, knowledge, experience and reputation." "Additional staffing for the department is "a possibility," he said.

Miller reports to Epic/Portrait Sr. VP/A&R Don Grierson, who said, "This label is very strong but



Bernie Miller

the roster is not large. On a selective basis, we're going to be making CBS/See Page 9

Laird Upped To WXTU VP/GM



Jeff Laird

WXTU/Philadelphia GSM Jeff Laird has been promoted to VP/GM of the Beasley Country outlet. He succeeds C.J. Jones, who left to

LAIRD/See Page 9

DON'T FIX IT IF IT'S NOT BROKEN

CHR PDs coming in to a new market have to resist the urge to change everything — but a seemingly minor decision can have drastic and unforeseen consequences.

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ANHEUSER-BUSCH LEADS SPOT RADIO ADVERTISERS

The RAB's 1986 box score shows the St. Louis-based brewer in the leadoff position among the nation's top 25 spot advertisers.

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NEWS

Elton Returns To MCA



Elton John has officially rejoined MCA Records, with a July release of "Elton John Live in Australia With The Melbourne Symphony Orchestra" kicking off the renewed relationship. John was one of MCA's leading hitmakers from 1970-80. A Showtime special depicting the Australian tour performance will air in June, with a home video of the show following in July. Pictured at the signing are (l-r) MCA Music Entertainment Group President Irving Azoff, longtime John collaborator Bernie Taupin, John, MCA/Universal President Sid Sheinberg, and manager John Reid.

Christian Plea-Bargains On Photo Charges

Former KTCZ/Minneapolis PD Bobby Christian (aka John Jennings) has pleaded guilty to mailing and receiving photographs of a sexual nature involving a person alleged to be under 18. Christian wrote to R&R from prison in St. Paul to explain the outcome following his December 17 arrest:

"We worked out a plea bargain with a maximum sentence of 36 months, and it will probably be

less. Since one only does two-thirds of time sentenced, the most I'll do is two years. Of course, all of the time I've been incarcerated counts, so I'll be out sometime next year at the latest.

"Under a special, little-used provision of Federal law, I will be undergoing a 90-day psychological evaluation before final sentence is passed. To qualify, I must be given a ten-year 'provisional sentence'

later this month. Then I'll be sent to the Federal Medical Facility in Rochester, MN, where I'll be working with doctors from the Mayo Clinic. I'll return to the Twin Cities in mid-July for 'final sentencing,' when I'll learn what the actual term will be.

"As part of the plea bargain, I acknowledged only that I mailed and received the photos, and that the government had evidence (one

CONTRACT RUNS THROUGH 1991

BMI, Radio Agree On Licenses

The All-Industry Radio Music License Committee and BMI have reached agreement on new blanket and per-program license contracts to run through 1991. According to Committee Chairman Don Thurston, the agreement will result in a 2-3% increase in current BMI license rates for the overall radio industry.

The new pact eliminates trade and barter from station income used to compute BMI rates. Under the new agreement, stations will pay 1.39% of net cash billings, ad-

justed with 15% deduction for outlets using BMI's short-form agreement. Stations with legitimate deductions exceeding 15% of cash billing still have the option to itemize, and also pay the 1.39% rate. New stations or outlets with under \$150,000 in gross revenue will be charged at a 1.2% rate.

Those properties billing less than \$150,000 will pay at a 3.5% per-program license rate, as opposed to 4% for larger stations. Programs will also be weighted according to program periods, which remain quarter hours (as opposed to the full hours used by ASCAP.)

BMI President/CEO Frances Preston noted, "The radio license agreements, the result of many months of difficult negotiations, deliver an increase to our creators that reflects the growing impact of their work in radio broadcasting's financial results, and a stable working environment through 1991."

doctor's testimony) they felt showed the person to be under 18. The government acknowledged we had evidence (testimony of two pediatricians and an endocrinologist) we felt showed the person to be over 18.

"I'd like everyone to know the facts, especially that I was not involved with 'kiddie porn.' Thanks to everyone for all your good wishes. Like so many broadcasters, radio is in my blood — it's all I ever want to do. My spirits are high ... I'll be back."

—Bobby Christian

Harrison Directs KGON Operations



Iris Harrison

Ten-year morning talent Iris Harrison has been promoted to Programming/Operations Director at Ackerley AOR KGON/Portland. She replaces Pete Bolger, who left last month to program WZTA (formerly WINZ-FM)/Miami.

Harrison will continue her airshift, where she's paired with newsman Mike Turner. KGON middays are open, as KC McCoy has left to join Bolger at WZTA. With Harrison and MD Inessa York, KGON now has one of the few female programming teams.

Rick Scott, Ackerley's Group Director of Programming, praised Harrison's energy and enthusiasm, market knowledge, and familiarity with the staff.

Harrison commented, "With all the responsibilities I'll have, it's wonderful to be bestowed such a great staff that'll pick up some of the duties." Her 12 years in radio also include morning work at former AORs KVAN/Vancouver and KFMY/Eugene.

MANAGES
WXLK, WJQIJeffries
Coleman
Corp. GM

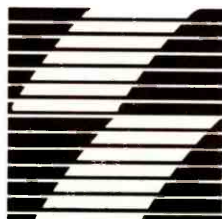
Jan Jeffries

WXLK/Roanoke-Lynchburg GM-VP/Programming Jan Jeffries has taken on Corporate GM duties as Coleman Broadcasting adds new acquisition WJQI (formerly WNRN)/Virginia Beach-Norfolk to its roster. WJQI is currently satellite-programmed with Transtar's Format 41. Jeffries will oversee all future programming and management decisions.

"I'm looking forward to splitting my time between the two properties; the travel will broaden my perspectives for the company," he commented. "The Norfolk market is quite competitive, and I'm thankful we've got the best FM signal available to make our mark."

Jeffries indicated another large market acquisition will soon be announced.

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Linear Radio Dial: The AM/FM Solution

A Commentary By Dwight Douglas



A few weeks ago I was riding in a program director's brand-new pickup truck and was fooled by his radio. He has an AM stereo/FM stereo radio. While he was punching between the FM Country station and his AM stereo Country station, I couldn't tell the difference.

A friend said recently, "So what if you do a great music station on AM... How will you get the audience over to AM?"

It hit me. The problem is "over to AM." Why in this time of CDs and techno-computerism do we make it so difficult for the consumer? Why isn't radio simply radio, the way cable and better TVs have made TV simply TV? I don't hear anyone saying, "I don't watch that station. It's on UHF."

I suggest the federal government pass a law that all radios must be in LINEAR FORM. The digital radio receiver would work the same as the air log linear stereo radio.

Linear Lets Radio Be Radio

No longer would the listener have to "over" to another band. The radio would simply be radio. The terms "AM" and "FM" would vanish, like VHF and UHF. I have no problem adjusting to Channel 2 in Atlanta being on Channel 18 on my video box. I'm sure future generations would get over 1600 being next to 88 on the radio dial and radio stations saying, "We're KXXX, 89 left on your radio in stereo."

The poor image of AM radio must be erased by eliminating the name itself. In this age of deregulation, it's far more important to mandate the Linear Stereo Radio than to permit the "W" and "K" tradition to go away. Perhaps it's

time for REGULATION and the LSR.

It's not a software problem; it's a hardware problem.

PLANS AC SHIFT

McCartney Programs WBGK

C.C. McCartney has been hired as PD of Amos Communications soft AOR WBGK/Milwaukee. He replaces Alan Lawson, who left in January to program KTCZ/Minneapolis.

Amos Exec. VP Charles Harper commented, "He's got a wide format background and is very promotionally-minded and good with people."

WBGK has been sold to Fairwest, with the takeover possible as soon as April 25th, according to McCartney. He plans to move WBGK, formerly a John Sebastian-consulted EOR station, toward a more traditional AC posture.

"My gut level feeling is there's a great deal of potential here that hasn't been tapped," said McCartney. "It'll be more visible, have a little more talent accentuation, and play less obscure, esoteric tunes."

McCartney's 23 years in radio include airwork at Houston's KILT, KRBE, KKBQ, and KRLY, and KIMN/Denver. McCartney most recently did nights at KHFI/Austin. His only other programming post was at Gold KEYS/Corpus Christi two years ago.

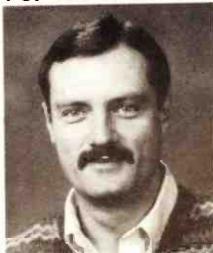
Severino Now WFOG's GM

Former WWKX/Nashville VP/GM Tom Severino has been named to the same position at Easy-formatted WFOG/Norfolk. He moved into the position formerly held by Joni Challenor, who moves over to the GSM post at the station.

Commented JAG Communications VP/Radio Jack Hobbs, "Joni has done a wonderful job for us and we're happy to have her stay, but we had an opportunity to get someone with the depth and experience that Tom possessed and couldn't pass it up."

Prior to Nashville, Severino spent seven years managing WIRE & WXTZ/Indianapolis. He told R&R, "Although I do expect to modernize the sound of the station, there won't be any major programming changes. I also plan to be much more aggressive in the promotion arena."

For The Record



Steve Warren

In the 3/27 story of new WING/Dayton PD Steve Warren, R&R inadvertently printed the photo of Programming Co-op President Steve Warren, whose company is based in Fayetteville, AR. The Dayton programmer, pictured above, left as PD at KKYX/San Antonio in December, and earlier worked at New York stations WHN and WNBC.

KIDD PD OF NEW WBEE

WMJQ Drops CHR For Country Format

WMJQ/Rochester became Country WBEE Wednesday April 2 after almost six years as a CHR outlet. Simultaneously, WLLR/Quad Cities PD Tony Kidd was named PD. WMJQ had been without a PD since last fall, when Jay Stevens left the station. In the interim Tom Messner, who remains with WBEE, has been acting PD.

WBEE & WBEE VP/GM Carey Barnaby-Merz, who joined the station from Heritage sister and longtime Country giant WIL/St. Louis last February, explained, "We did a major perceptual study of the market when Heritage took over from LIN the first of the year," she said. "The opportunity for an FM Country station that was a blend of accessible country music and information made the format an absolutely compelling choice."

"I can't say enough good things about Tony Kidd," Barnaby-Merz continued. "We could not have found a better person to be with us as we launch this station."

Kidd described the new WBEE as a contemporary Country station featuring ten-in-a-row every hour except AM drive. The oldies/current mix is 70% oldies "at least for the time being, as we reintroduce the audience to Country on FM," according to Kidd. Playlist length has yet to be determined.

WBEE is going after a Country share which has reached into the nines. Longtime AM Country outlet WNYR recently signed on with the Transtar Country Network for all but morning and afternoon drive.

When WZKC, the market's only Country FM, changed to Classic Hits last June, it left behind a 6.0 12+ share and ranked fourth 25-54. Kidd said, "There are a lot of people here without an FM station to serve them; that's what we're here to do."

Kidd joined WLLR as PD six months ago from WZZK/Birmingham, where he had spent 5½ years as MD and the last two as Asst. PD.

Shebel Takes WDJX PD Post



Chris Shebel

WLXR/LaCrosse, WI PD Chris Shebel has resigned after eight months to become PD at Great Trails CHR WDJX/Louisville. He replaces Kevin Kenny, who became PD at crosstown AC WRKA.

VP/GM Walt Broadhurst told R&R, "We feel Chris will accelerate our growth, as his expertise is making stations fun-sounding. He'll bring fresh ideas and tricks to the market, which can only spell good things for us."

Shebel, who will be an off-air programmer, said, "WDJX is already in a very strong position, as it's more aggressive-sounding than most of the market. Any changes will be of a fine-tuning nature to make us sound even better." A veteran of Great Trails, Shebel was also an air talent with sister station WXGT (92X)/Columbus.

WLXR is seeking Shebel's replacement.



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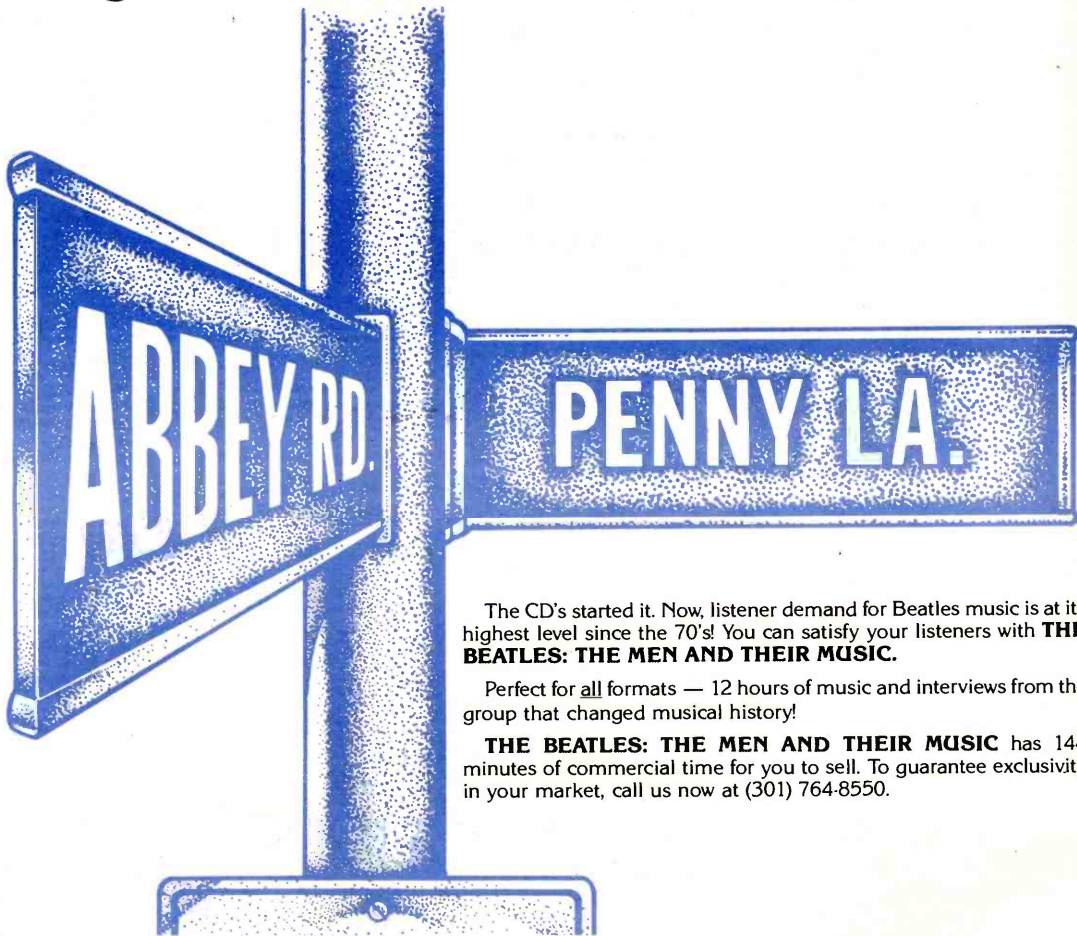
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NEWS

'Porn Rock' Debate Sparks MBS Meetings

A heated debate on "Rock Music's Influence On Our Society" highlighted the third annual Music Business Symposium held April 2-5 in Los Angeles. Parents Music Resource Center Director Jennifer Norwood anchored a six-person team in favor of record sticking. Spin's Bob Guccione Jr. headed the opposition, which included artists Frank Zappa and Jello Biafra.

During the frequently rowdy, two-hour-plus session, Norwood revealed that the PMRC had received funding from large corporations including Merrill Lynch and Occidental. Norwood and the National PTA's Ann Kahn often sought to distance themselves from current religious scandals, as well as the more extreme members of their team, especially one couple who termed rock musicians "maggots" and accused them of "handing a shovel to American children to dig their own graves with." Eventually, Guccione and Norwood agreed that posting lyrics in-store might

be an acceptable compromise, but were rebuffed by other members of the anti-labelling team which cited licensing problems in any compulsory lyric sheets.

In addition to keynote speeches by Quantum Media President/CEO Bob Pittman and Westwood One Chairman Norm Pattiz, MBS panels included New Age/Jazz music, moderated by KTWV/Los Angeles PD Frank Cody, DAT, and independent record labels. Pittman concentrated on marketing strategies, while Pattiz compared the record-labeling battle to radio's own quest for autonomy and termed radio "the Rodney Dangerfield of the entertainment business."

The A&R process was heavily emphasized during the weekend — appropriate for the many symposium-goers looking for first breaks in the music business. Attendance estimates ranged from 800 to 1200.

CBS

Continued from Page 3
ing a very aggressive move into black music of all kinds."

Grierson continued, "I found Bernie to be very knowledgeable. WLUM was first overall in the recent Birch, and it's an Urban station in a predominantly white marketplace. His philosophy was integrating music for people, and that's basically what A&R is all about."

Miller told R&R, "Because of my contacts in radio, knowing what radio will play, I feel I bring a new ear, a fresh perspective."

The Columbia and Epic/Portrait changes follow the departure of CBS Records Sr. VP Larkin Arnold, who was responsible for both labels' black music A&R activity. Director/Black Music A&R Erik Nuri, who reported to Arnold, has also left CBS.

Nielson Returns As KSEA PD

Eight-year KBIG/Los Angeles OM Grant Nielson is the new PD at Bonneville Easy Listening sister station KSEA/Seattle. The move marks a return to the market for Nielson, who programmed KSEA from 1975-79, and earlier spent six years as an announcer/production man at co-owned KIRO. He replaces Steve Schy, who will continue in middays. At KBIG, Bonneville VP/Programming Rob Edwards will handle operations.

Nielson told R&R, "The station and market changes in L.A. prompted me to reevaluate my career and the Easy Listening format. Easy Listening is still very much alive and well, and KSEA is one of the best Easy Listening stations in the country."

Laird

Continued from Page 3
form Jones-Eastern Broadcasting.

Laird told R&R, "Coming from a position where the major thrust was obviously sales, the major challenge will be to look at the whole overview of a radio station. We have one of the finest stations in this city, if not in the country. I want to take it from being a good radio station to being a great one."

Laird joined WXTU as a Sr. AE three years ago, and was made GSM in October 1985. Prior to that he was GSM at WFIL & WUSL/Philadelphia.

Q105

Continued from Page 1
most popular AM drive show, ranked 19th in the country last fall in the top 100 markets, scoring a 20.8 12+ share.

NEW BREED OF COUNTRY

WWMO Drops 40-Year Format, Picks Up 60-Year-Old Calls

After more than 40 years in the Christian format, WWMO/Winston-Salem changed to Country last week with new calls WBIG. Those call letters have been in the market for 60 years, and most recently belonged to Jefferson-Pilot's AM AC station which went dark last November.

A Beasley Broadcasting property the last ten years, WWMO signed off for good Sunday (3/29) at midnight. It returned to the air Wednesday night at 7pm with a computer-voiced countdown which began at 33,000. The next 49 hours produced "incredible street talk," according to PD Kevin O'Neal. He added that the local police department was flooded with calls, and said speculation as to what would happen at the count of one ranged from "World War III to the announcement it was an H.G. Wells 'War of the Worlds'-type program."

What did happen at "one" — which was reached on Friday (4/3) at 5pm — was a tape of the final 45 seconds of the WBIG signoff, followed by Alabama's "Mountain Music." The first voice heard on the new WBIG was the last one

heard on the old WBIG, as the newly-signed Dusty Dunn introduced Billy "Buck" Blevins, the former longtime morning man for cross-town rival and market leader WTQR. The two kicked off the format, which was positioned only as "BIG 102, the Triad's new FM."

O'Neal described WBIG as a "different kind of Country station." 100% CD, its Country/AC music mix features a 25-record list which will expand to 40-45 titles "somewhere down the road." Its current/oldie mix will be 65-35, with a Country/pop ratio of 80-20 for currents and 60-40 for oldies. O'Neal also said there were no hard-and-fast rules about what they'll play except that "a twangy record won't get on this station, but a good country record will. Randy Travis and Bruce Hornsby are both power artists for us."

Explaining the reason behind the hybrid format — and noting that the station will not use the word "country" on the air — O'Neal said that other would-be attackers have gone straight at Country TQR, and failed. "WTQR is well-programmed and has a huge following," said O'Neal. "It leans traditional, and history has taught us it didn't make sense to go directly against them. We're trying to win the market, not just beat WTQR."

Rusty Walker, who also consults Beasley Country outlets WXTU/Philadelphia, WYNG/Evansville, WKML/Fayetteville, and WRNS/Costal NC, is working with WBIG as well.

Reeb

Continued from Page 3

though he said he won't make a run at KISS "Morning Sickness" duo John Lysie & Steve Hahn. However, KISS Production Director Andy Schuen will be joining Reeb at KAZY.

KLZ & KAZY VP/GM Bill Struck commented, "KISS sounds like the station I have in my head for KAZY, which has been missing an outrageousness and fun element. That's what'll make the difference between us doing okay and going right through the roof."

Reeb has programmed WMET/Chicago and, on two separate occasions, WCMF/Rochester. He has done airwork at WPLJ/New York and Philadelphia outlets WYSP and WMMR.

Fagot

Continued from Page 1
label's new artist signings and the strength of its field force were additional factors in his decision.

Zimmermann said Fagot's appointment "completes our recent efforts toward expanding our strength in effectively presenting our artists and their music to the broadest possible audience."

EMI Re-Signs Bowie



David Bowie has re-signed to EMI America, coinciding with the release of his current single "Day-In Day-Out." The "Never Let Me Down" album will follow shortly. Pictured (l-r) are EMI America President Jim Mazza, Bowie, and Capitol/EMI Vice Chairman Joe Smith.

Loring & Atlantic Partner



"Friends & Lovers" duet member Gloria Loring has just released a new single, "Changes Of Heart," from her self-titled album on Atlantic Records. She's shown here with Atlantic President Doug Morris.

ONE YEAR AGO TODAY

- Bob VanDerheyden VP/GM, WHTT/Boston
- #1 CHR: "Kiss" Prince (WB)
- #1 AC: "Take Me Home" — Phil Collins (Atlantic)
- #1 BIJ: "I Can't Wait" — Nu Shooz (Atlantic)
- #1 COU: "Grandpa" — Judas (RCA/Curb) (2 wks)
- #1 AOR Track: "Why Can't This Be Love" — Van Halen (WB) (2 wks)
- #1 LP: "Dirty Work" — Rolling Stones (Rolling Stones/Columbia) (3 wks)
- #1 JAZZ: "Breakthrough" — Eddie Daniels & London Philharmonic Orchestra (GRP)

FIVE YEARS AGO TODAY

- Michael Abramson VP/Promotion, Island
- #1 CHR: "Don't Talk To Strangers" — Rick Springfield (RCA)
- #1 AC "Chariots Of Fire" — Vangelis (Polydor/PolyGram) (3 wks)
- #1 BIJ: "It Ain't One Thing, It's Another" — Richard "Dimples" Fields (Boardwalk)
- #1 Country: "Same Ole Me" — (Epic)
- #1 LP: "Asia" — Asia (Geffen)

TEN YEARS AGO TODAY

- #1 CHR: "Hotel California" — Eagles (Asylum) (2 wks)
- #1 AC: "Don't Give Up On Us" — David Soul (Private Stock) (4 wks)
- #1 Country: "Paper Rosie" — Gene Watson (Capitol)
- #1 LP: "Rumours" — Fleetwood Mac (WB) (7 wks)

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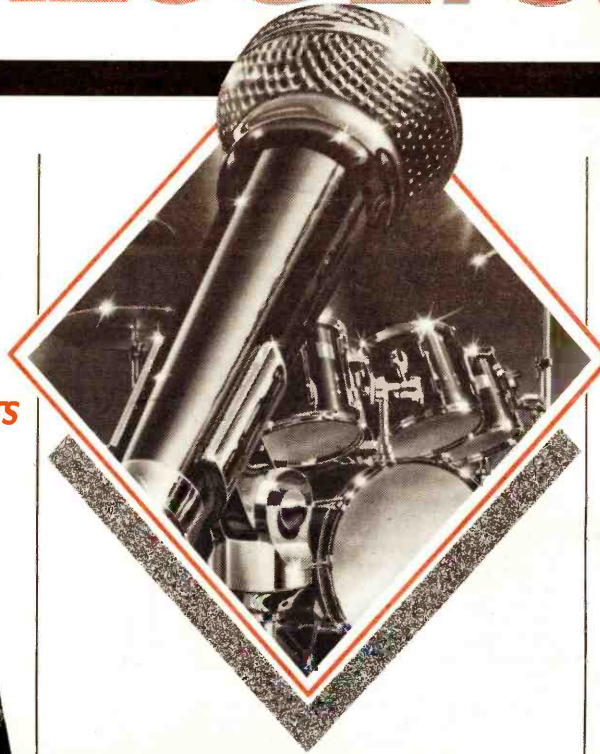
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IMAGE RESULTS

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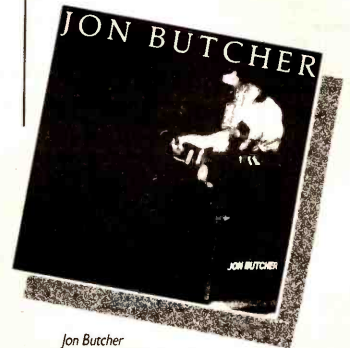


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WASHINGTON REPORT

Fairness Doctrine Heats Up

Nader, Schlafly Mend Fences To Battle Broadcasters

Politics makes strange bedfellows, and the political controversy over the Fairness Doctrine is no exception.

During a congressional hearing Tuesday (3/7), ultraconservative Phyllis Schlafly teamed up with liberal consumer crusader Ralph Nader to ask Congress to write the Fairness Doctrine into federal law. Usually poles apart on any political issue, the two urged Congress to take quick action to ensure that the First Amendment and the airwaves belong to all people and not just broadcasters.

"What is wrong in asking broadcasters to be fair?" asked Schlafly during her testimony before the House Subcommittee on Telecommunications and Finance.

"The purpose of the Fairness Doctrine is that the American public not be left uninformed, that broadcasters not be able to exercise unfettered control over what we see and hear on the air," added Nader. "This is not only constitutionally permissible, but constitutionally required."

Media Power Threat Cited

Schlafly testified the Fairness Doctrine is needed more than ever to restrain the monopoly power wielded by "big TV media." Labeling the networks as the "robber barons of modern America," she suggested extending the Doctrine to cover networks as well as local broadcasters.

Said Schlafly, "When the word was passed that the FCC did not expect compliance with the Fairness Doctrine, that was tantamount to telling the networks: 'Go ahead and be just as anti-Reagan and leftwing as you want. You have no legal or moral obligation to be fair.'"

Nader suggested the creation of a non-profit corporation to be called "Audience Network" that would produce citizen's programming on public affairs issues. He asked that Congress grant the group 60 minutes of prime time daily on every American commer-

cial radio and television station. He also advocated granting multiple licenses for use of broadcasting facilities, with competing groups carving up hours of the broadcast day.

Congressional Hearing Highlights

- Schlafly seeks extension to networks
- Nader calls for "Audience Network"
- NAB, RTNDA support Fowler plea
- Markey defends scarcity issue
- Ferris dismisses "chill" argument

The House subcommittee is considering H.R. 1934, a bill to codify the Fairness Doctrine. The bill was introduced by the Subcommittee Chairman, Rep. Edward Markey (D-MA), and cosponsored by Rep. Charles Dingell (D-MI).

Fowler's Final Pitch For Doctrine Elimination

Broadcasters have been battling the Fairness Doctrine, contending that it inhibits free speech on the airwaves. The FCC has attacked the Doctrine on the grounds that broadcasters often shy away from covering controversial issues. FCC Commissioner Mark Fowler has repeatedly attacked the rule as being unconstitutional, and he has urged the Commission to do away with it.

In what may have been his last testimony to Congress as head of the FCC, Fowler contended that radio and television outlets now vastly outnumber newspapers, thus refuting arguments that the doctrine is necessary to guarantee

fringement on First Amendment rights that chills free speech.

"Fairness is assured in having an unregulated press," Fowler said. "Editing is what editors are for and the government has no business second-guessing that process."

Among those who appeared before the subcommittee to oppose the bill were National Association of Broadcasters President Eddie Fritts, Radio-Television News Directors Association President Ernie Schultz, and Commerce Department Assistant Secretary Alfred Sikes.

Subcommittee Leaders' Minds Already Made Up

But Fowler's arguments, and those of the broadcasters, fell on deaf ears. Saying that the Fairness Doctrine precludes broadcasters from censoring the public, Markey insisted that in its absence only those who could afford to purchase airtime or those with whom a broadcaster agrees would have access to the airwaves. And he rejected the Fowler's arguments that a scarcity of broadcast media no longer exists.

"There still are many more people who want broadcast licenses than there are available frequencies," said Markey. "In other words, demand exceeds supply. And the last time I looked in a dictionary, that was the definition of scarcity."

"Without the Fairness Doctrine, discussion of public affairs could either become one-sided or be reduced to a bland, uniform pabulum as broadcasters react to economic pressure from commercial advertisers, whether real or perceived," commented Dingell.

Former FCC Chairman Charles Ferris also challenged Fowler, saying he seen no evidence of any chilling effects on speech. While in the FCC, he said, he found that the Doctrine actually enhanced free speech.

"Stripped to its essentials," Ferris said, "the chill argument is an attempt to clothe in First Amendment rhetoric a simple, economically motivated, refusal on the part of broadcasters to air both sides of an issue and give something in return for the grant of a valuable public privilege."

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for

\$ 1,263,000

KBER wishes to thank Jules Kauffman Holtzman, Wise and Shepard for assistance in this acquisition. This announcement appears as a matter of record only.

RADIO BUSINESS

TRANSACTIONS

Brown Buys KLOK-FM For \$15 Million

California

KLOK-FM/SAN FRANCISCO
PRICE: \$15 million
BUYER: Brown Broadcasting Co., headed by Michael J. Brown. He also owns KXOA-AM & FM/Sacramento, KPOP & KGB/San Diego, and KYNO-AM & FM/Fresno.
SELLER: Davis-Weaver Broadcasting Co., owned by Phillip Davis and Bill Weaver. They also own KFIG-AM & FM/Fresno, KLOK (AM)/San Jose, and KWIZ-AM & FM/Santa Ana.
DIAL POSITION: 103.7 MHz
POWER: 7.8 kw at 1470 feet
FORMAT: AC

**KBBV & KTOT/
BIG BEAR LAKE**
PRICE: \$40,000
BUYER: Vernon E. Thompson, who is currently the stations' GM. He is

purchasing stock from other owners to acquire a majority interest.
SELLER: Hugh A. Cover and Donald L. Stoner.
DIAL POSITION: 1050 kHz; 101.7 MHz
POWER: 250-watt daytimer; 3 kw at 1500 feet
FORMAT: AC

Florida

WANM/TALLHASSEE
PRICE: \$350,000
BUYER: James Sleeman.
SELLER: WANM, Inc., owned by B.F.J. Timm, Bruce Timm, and Jan B. Timm. They own interests in several cable and radio properties, including WVOJ/Jacksonville, FL; WGLF/Tallahassee, FL; WSGN/Naples, FL; WLVI/Panama City, FL; WDMG-AM

& FM/Douglas, GA; WRBN-AM & FM/Warner Robins, GA; WOZN/Key West, FL; and WCXL/Vero Beach, FL.
DIAL POSITION: 1070 kHz
POWER: 10-kw daytimer
FORMAT: AC

Georgia

WZKS/JESUP
PRICE: \$385,000
BUYER: Bohanan Associated Broadcasters, Inc., owned by Dan Bohanan, who also owns WGFS/Covington, GA.
SELLER: Adtech Communications Associates, Inc., owned by James Jennings.
DIAL POSITION: 98.3 MHz
POWER: 3 kw
FORMAT: AC

TRANSACTIONS AT A GLANCE

Transactions So Far in 1987:
\$741,419,468

This Week's Action: **\$23,927,379**

Deal Of The Week:

KLOK-FM/San Francisco \$15 Million

- KBBV & KTOT/Big Bear Lake, CA \$40,000
- WANM/Tallahassee, FL \$350,000
- WZKS/Jesup, GA \$385,000
- KJJC/Osceola, IA \$500,000
- KTJC/Rayville, LA \$76,444
- WDMV/Pocomoke City, MD \$550,000
- WKXC & WWKZ/New Albany-Tupelo, MS undisclosed
- WKAJ & WSM/Saratoga Springs, NY \$1.45 million
- WBCO & WBCQ/Bucyrus, OH \$500,000
- WHHT/Orangeburg, SC \$112,000
- WJKM/Hartsville, TN \$140,000
- WDKN-AM/Dickson, TN \$250,000
- KPSM/Brownwood, TX \$198,935
- KKYS/Bryan-College Station, TX \$2.8 million
- KLEF/Seabrook (Houston, TX) \$1,575,000 plus liabilities

Radio Business Briefs

Big Broadcast Offerings

• Three broadcasters are dipping into the public well in search of financing. New filings at the US Securities & Exchange Commission show that Tribune Company, the parent of Tribune Broadcasting, has registered a \$300 million offering of debt securities. Osborn Communications has filed disclosure documents for an offering of \$30 million in junk bonds and the \$10 million in common stock. The underwriters of the offering will be E.F. Hutton and Robinson-Humphrey. And last but not least, Hutton is also underwriting a \$100 million offering of 100,000 "Investment Units" by Malrite Guaranteed Broadcast Partners. Each unit is priced at \$1000 and consists of 40 "Beneficial Unit Certificates" and 10 warrants entitling the holder to buy a share of Malrite Communications Group Class A common stock. Hutton and Malrite are doing the deal as a joint venture to fund the acquisition of additional radio and television stations.

McClatchy Stations For Sale

• A couple of choice California radio properties are now on the block. McClatchy Newspapers has decided to sell its last four radio stations, KFBK & KAER/Sacramento and KMJ & KNXIF/Fresno. No price has been established for the stations, but Harold Ewen and Glenn Serafin of Communications Equity Associates are brokering the deal. McClatchy sold its Reno and Modesto radio properties in 1983 and its cable TV holdings last year. The company plans to devote its attention to its newspaper properties, such as the Sacramento Bee and the Anchorage Daily News.
• The RAB has issued a couple of new publications designed to help you make money. The "1987 Radio Co-Op Sources" handbook is described as the most complete reference of its kind ever published. It features 5604 co-op advertising plans — ten percent more than last year's volume. Compiled and edited by RAB's Beverly

Banks, the directory lists 1609 plans that offer ten percent co-op to radio stations — 868 more than last year. Also hot off the press is the first volume of RAB's 1987 "Instant Background" series, a collection of sketches of 50 businesses. Long a staple in radio sales departments, this publication quickly brings radio reps on how to analyze a client's business and speak his language. This year's edition features profiles on four new business categories: airlines, housewares, new products, and the vacation market. Copies of both publications are available to RAB members by calling (212) 254-4800.

• Robert Mahlman, President of the Mahlman Company, has been elected as the new President of the National Association of Media Brokers, Inc. (NAMB). He succeeds Mary Bush, Exec. VP of Atlanta-based Robert W. Rounsaville & Associates. The NAMB counts 31 major media brokerage firms among its members. Other officers elected to two-year terms include VP Gordon Sherman of

Gordon Sherman & Associates, Boca Raton, FL; Secretary Joann Kall of Milton Q. Ford & Associates, Memphis, TN; and Treasurer Jim Blackburn Jr. of Blackburn & Company, Washington, DC.

Radio News Profitable

• Radio news is making money at 46% of all radio stations surveyed by RTNDA. Prof. Vernon Stone of the University of Missouri polled 325 radio stations and found that stations in small markets were most likely to be turning a profit on news. In markets of 50,000 or less, 53% of the NDs said their newsrooms were making money. Only 34% of the NDs in markets of one million or more reported profits. Stone found that the stations least likely to make news profits were those with very small news staffs.

Wyman's "Golden Parachute"

• While CBS employees have been fired left and right as part of a massive budget-trimming campaign, former Chairman/CEO Thomas Wyman has

been financially set up for life. Wyman was booted out of the company last fall after being criticized for failing to control costs. According to a proxy statement just sent out to CBS stockholders, Wyman will receive a \$400,000 annuity each year for life as part of a settlement with CBS. But that's not all he gets. Under the "golden parachute" settlement, he also gets \$3.8 million in ten annual installments of \$380,000 each, or can choose to cash out with a lump-sum \$2.8 million payment on January 2, 1988. CBS also will provide Wyman with some fringe benefits: secretarial assistance and office space through 1987 and medical and life insurance through 1988. The proxy also says Wyman received \$808,000 in salary for 1986, and an additional \$293,000 bonus in February 1987. In January he received another \$555,000 in bonus payments due from previous years. Meanwhile, the CBS board has set new CEO Laurence A. Tisch's annual salary at \$750,000.

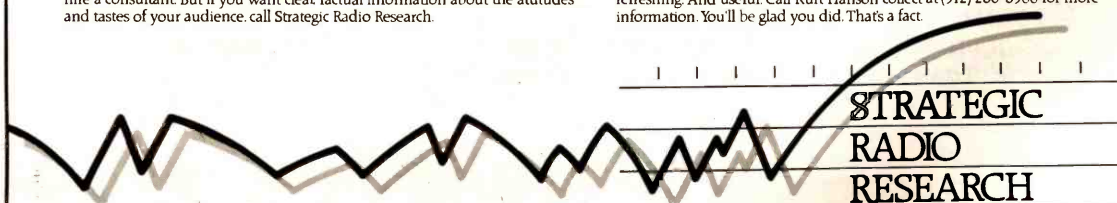
FACTS, NOT RHETORIC

A lot of radio station managers are getting fed up with research companies. Why? Because they've come to realize that most companies give them very little information and a whole lot of "boilerplate" rhetoric.

Here's what we believe at Strategic Radio Research: If you want consulting, hire a consultant. But if you want clear, factual information about the attitudes and tastes of your audience, call Strategic Radio Research.

We'll give you a fast, accurate, customized research study that tells you exactly what you need to know about your audience. We won't give you pages of amateurish recommendations straight out of a word processor.

If you've had it with consulting-disguised-as-research, you'll find our approach refreshing. And useful. Call Kurt Hanson collect at (312) 280-8300 for more information. You'll be glad you did. That's a fact.



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WHILE OTHER NETWORKS ARE CRYING THE BLUES...

MUTUAL'S EXPANDING WITH PM NEWS!

On Monday, May 4, Mutual premieres *PM News*. The only radio network evening news originating from the West Coast. Under the direction of Ron Nessen, Mutual's new, state-of-the-art West Coast News Bureau will be up and running live and direct from Westwood One's headquarters in Los Angeles.

PM News will be the centerpiece of the Mutual PM Network – the new, flexible-format programming network. Phase One teams *PM News* with America's favorite

talk program, *The Larry King Show*, and radio's original media psychologist, *Dr. Toni Grant*. And that's only the beginning. There'll be more, new and exciting programming announcements coming soon from the Mutual PM Network.

It's another great concept from the people who bring you the "Best of Everything" on Network Radio.

To get on board, contact Westwood One/ Mutual Sales now.



MUTUAL PM

RADIO BUSINESS

Anheuser-Busch Radio Ad King

Overall Radio Revenues Up; Spot Flat

The Radio Advertising Bureau has reported that Anheuser-Busch was the nation's biggest user of spot radio in 1986, with expenditures of \$50.4 million. That's a 25.5% increase from 1985 radio buys totalling \$40 million, and it marks the second consecutive year that the St. Louis-based brewer has taken the top position among the nation's advertisers.

Radio ad revenues nationally were up seven percent to a new high of \$7.02 billion, according to 1986 year-end figures analyzed by the RAB. Network revenues in 1986 were 15.6% greater than in 1985, growing from \$328.7 million to \$380 million. Spot dollars had a growth rate

of 1.2% and nudged forward from \$1.319 billion in 1985 to \$1.333 billion in 1986. Local radio revenues edged up 8.1% from \$4.915 billion to \$5.313 billion.

RAB VP/Marketing Ken Costa said an analysis of data collected by Radio Expenditure Reports (RER) showed that 18 of the nation's top 25 spot radio users increased their buys during 1986. Overall, spot radio's biggest users increased market-by-market spending 15%.

"The 1986 figures show that the strongest marketers and the fiercest competitors are placing more dollars into spot radio," said Costa. "When the top 25 users of this brand of radio

increase their investment 14 times more than the national average, you have to believe they know that spot radio delivers the impressions, the coverage, and the sales they need to win."

Leading the trend toward greater use of spot radio were government agencies including state lotteries, political candidates, military recruiters, and postal marketers. RER reported "government" spending increased 102.2% in 1986 to \$29 million from \$14.3 million in 1985. Retailers and other mass merchandisers increased spending 57.6% to \$58 million in 1986 from \$37 million in 1985. Major increases also were posted by brewers, airlines and mass food or drink marketers.

1986 Top 25 Spot Advertisers

1985 Rank	1985 Expenditures (000)	1986 Rank	1986 Expenditures (000)	Client	% Change
1.	\$40,034	1.	\$50,420	Anheuser-Busch	+25.5%
4.	27,943	2.	35,153	General Motors	+25.8
8.	17,946	3.	28,724	Miller Brewing Co.	+60.1
3.	29,925	4.	22,342	PepsiCo	-25.3
9.	16,704	5.	21,928	Sears, Roebuck	+31.3
7.	19,903	6.	21,708	Delta Air Lines	+9.1
5.	23,549	7.	21,071	Chrysler Corp.	-10.5
6.	19,926	8.	19,962	Southland Corp. (7-11)	+0.2
2.	31,720	9.	18,670	Van Munching (Heineken & Amstel)	-41.1
15.	11,017	10.	18,178	Pillsbury Co.	+65.0
10.	21,533	11.	18,146	Texas Air (Continental, Eastern, NY Air)	-15.7
—	6,345	12.	17,914	Pabst Brewing Co.	+182.3
11.	14,613	13.	17,610	Ford Motor Co.	+20.5
25.	8,914	14.	16,808	Coca-Cola Co.	+86.3
—	2,343	15.	16,377	People Express Airlines	+599.0
12.	14,205	16.	14,407	American Airlines	+1.4
16.	10,759	17.	12,110	Beatrice Companies	+12.6
18.	10,269	18.	11,684	George A. Hormel Co.	+13.8
—	7,143	19.	11,376	Bell South*	+59.3
—	11,327	20.	11,249	Transworld Corp.	-0.7
17.	10,584	21.	11,115	United Airlines	+5.0
14.	11,896	22.	10,382	Nissan Motor Corp.	-12.7
—	7,996	23.	10,317	Southwestern Bell*	+29.0
—	6,130	24.	9,598	Mobil Oil Corp. (incl. Montgomery Ward)	+55.6
13.	13,972	25.	9,318	Martlett Importers	-33.3
Totals:	\$396,696		\$456,367		+15.0%

* Note: AT&T and its former subsidiaries spent \$51 million in radio during 1986.

SELLING RKO STATIONS TO RAISE CASH

GenCorp Sweetens Pot In Defense

GenCorp is battling down the hatches and sweetening the pot as it goes to war to block a hostile takeover attempt. The Akron, Ohio-based tire and technology conglomerate announced Monday (4/6) that it will offer shareholders \$130 a share for up to 12.5 million shares, about 54% of the company's outstanding stock. Total price tag on the stock buy-up: \$1.6 billion.

The company says it will accelerate plans to sell off its RKO radio and TV stations to raise the cash necessary to fight off a \$2.2 billion takeover by General Acquisition, Inc. GenCorp also plans to sell its 70-year-old tire business and its soft-drink bottling business to raise a war chest of cash.

Financial Sandbagging Underway

The company has been trying for

several months to sell its broadcasting properties, in the wake of FCC proceedings aimed at stripping the company of its broadcasting licenses for alleged improper business activities. RKO successfully sold WOR-TV/New York last weekend, receiving after-tax proceeds of \$257 million which will be used to finance the takeover defense.

"We will continue to strongly support our selected core businesses and to make major investments to improve our market and competitive position," said GenCorp chairman A. William Reynolds. "We will be a smaller, leaner, and much more focused company operated under tighter cost and expense controls."

GenCorp has already arranged for \$1.75 billion financing which will be available to fight the takeover and for other corporate purposes. A six-bank

syndicate, led by Manufacturers Hanover Trust Co. and Chemical Bank, has delivered a commitment letter for the financing.

Large Profit Possible For General Acquisition

GenCorp's stock buyback offer is about \$30 more than General Acquisition's only bid to shareholders. General Acquisition has said it would raise its bid to \$110 a share if GenCorp would agree to negotiate.

GenCorp's move could end the takeover fight while providing a large profit for General Acquisition, which had bought most of its current 9.8% interest in GenCorp at less than \$90 a share.

The partnership, which offered \$2.2 billion for GenCorp's 22.3 million outstanding shares March 18, had no immediate comment on GenCorp's action.

TRANSACTIONS

Iowa

KJJC/OSCEOLA

PRICE: \$500,000

BUYER: James S. McBride of Omaha, NE.

SELLER: J.B. Broadcast, Inc., owned by State Rep. Jack Beaman.

DIAL POSITION: 107.1 MHz

POWER: 3 kw at 300 feet

FORMAT: Country

BROKER: Bill Lochman of Chapman Associates.

Louisiana

KTJC/RAYVILLE

PRICE: \$76,444

BUYER: Marie Smalling.

SELLER: Kenneth Wayne Diebel.

DIAL POSITION: 92.1 MHz

POWER: 3 kw at 300 feet

FORMAT: Christian

Maryland

WDMV/POCOMOKE CITY

PRICE: \$550,000

BUYER: Five Star Broadcasting, Inc., owned by WCBS-TV/New York weatherman Franklin Field, NBC News producer Sid Friedman, WNBC-TV/

New York reporter Anthony Guida, New York coin dealer Gerald Bauman, and New Jersey artist Maxine Zimmerman.

SELLER: Robert L. Purcell, a communications engineer from Silver Spring, MD.

DIAL POSITION: 540 kHz

POWER: 500 watts days/250 watts nights

FORMAT: Country

BROKER: Kozacko-Horton Company.

Mississippi

WKXC & WWKZ/

NEW ALBANY-TUPELO

PRICE: Undisclosed

BUYER: Holder Communications Corp., headed by Harold Holder. The company also owns WLOR & WHM/

Thomasville, GA; WHBB & WTUN/ Selma, AL; KLCL & KHLA/Lake Charles, LA; WIIS/Key West, FL; and WBZW/Knoxville, TN.

SELLER: Jack Norman and Joe Shaw.

DIAL POSITION: 1470 kHz; 103.5 MHz

POWER: 500 watts; 100 kw at 654 feet

FORMAT: Country; CHR

New York

WKAJ & WASM/ SARATOGA SPRINGS

PRICE: \$1.45 million

BUYER: Saratoga Broadcasting Company, owned by Howard M. Ginsberg, John Kimel, and Dave Kimel. Ginsberg is a consulting engineer who recently sold his interest in WXXX/South Burlington, VT. The Kimel brothers are radio brokers with New England Media, Inc. They own WWSR & WLFE/St. Albans, VT and WSNO & WORK/Barre, VT.

SELLER: Kent, Fran and Kimberly Jones.

DIAL POSITION: 900 kHz; 102.3 MHz

POWER: 250 watts days/47 watts nights; 3 kw at 74 feet

FORMAT: MOR

BROKER: New England Media, Inc.

Ohio

WBCO & WBCQ/BUCYRUS

PRICE: \$500,000

BUYER: Brokensword Broadcasting

Co., owned by Thomas P. Moore. Moore is purchasing a stock from a deceased partner.

SELLER: Estate of Orville J. Sather. DIAL POSITION: 1540 kHz; 92.7 MHz

POWER: 500-watt daytime; 3 kw at 300 feet

FORMAT: AC; Easy Listening

South Carolina

WHHT/ORANGEBURG

PRICE: \$112,000

BUYER: Mediamatrix, Inc. SELLER: First Orangeburg Investment Corp., headed by Michael H. Johnson.

DIAL POSITION: 920 kHz

POWER: 5-kw daytime

FORMAT: AC

Tennessee

WJKM/HARTSVILLE

PRICE: \$140,000

BUYER: Blanton-Gosser-White Broadcasters.

SELLER: B & E Broadcasting, Inc., headed by Ernie Ashworth.

DIAL POSITION: 1090 kHz

POWER: 1-kw daytime

FORMAT: Country

WDKN-AM/DICKSON

PRICE: \$250,000

BUYER: Edmisson & Eubank Communications, headed by Thomas L. Edmisson. He is the station's current GM.

SELLER: American Communications, Inc., owned by Steven Coltrane, Todd Christopson, and Rod Waldorf.

DIAL POSITION: 1260 kHz

POWER: 5-kw daytime

FORMAT: Country

Texas

KPSM/BROWNWOOD

PRICE: \$198,935

BUYER: Group R Broadcasting, Inc., owned by John Renshaw.

SELLER: KPSM, Inc., owned by Dave Fair and Burt Williams.

DIAL POSITION: 99.3 MHz

POWER: 800 watts

FORMAT: AC

BROKER: Bill Whitley of Chapman Associates.

KKYS/BRYAN-COLLEGE STATION

PRICE: \$2.8 million

BUYER: James A. Reeder, who also owns KCOZ/Shreveport, LA.

SELLER: Culpepper, Turner & Buck, a Texas partnership headed by Barry Turner and John Culpepper. They also own KIIO & KVEE/Grand Junction, CO and WPFM/Panama City, FL.

DIAL POSITION: 104.9 MHz

POWER: 3 kw at 300 feet

FORMAT: AC

BROKER: Bill Whitley of Chapman Associates.

KLEF/SEABROOK (HOUSTON)

PRICE: \$1,575,000 plus liabilities not to exceed \$675,000

BUYER: KRIS, Inc., owned by Michael Stude.

SELLER: Roy E. Henderson, who also has several pending applications for FM stations in Arizona, Texas, and California. He also holds an LPTV license in Clear City, TX.

DIAL POSITION: 92.1 MHz

POWER: 1.85 kw at 485 feet

FORMAT: Classical

BLAST THE COMPETITION BEFORE THEY BLAST YOU.

Don't let the other radio stations blow you away. Market exclusivity on the Giant Boom Box™ guarantees that the first station to grab hold of this Godzilla of beat boxes will be the only station in its market to own the rights.

This larger-than-life replica of the rock n' roller's favorite appliance is a portable, molded fiberglass broadcast booth and promo vehicle that can be easily towed behind a car or truck on its own permanent trailer. It can be set up by one person in seconds. Just pull it up and plug it in.

The Giant Boom Box features an enclosed, air-conditioned studio pre-wired for instant set-up of your studio, remote, p.a. or dance equipment simultaneously. The unit is identical on both sides and is emblazoned with customized, station logos and digital dial numbers—assuring instant, and lasting, station identification. Extra banners or posters sporting the logos of soft drink, beer and fast food sponsors can make your Giant Boom Box an instant money maker and make it virtually cost-free to your station.

The Giant Boom Box is *not* an inflatable, so it is unaffected by weather conditions or the rowdier elements

of your audience, who have been known to make an inflatable quickly into a deflatable.

But the Giant Boom Box *is* market exclusive. This is great news for the stations that buy it first, and bad news for the ones who've already noticed a crowd gathered around The Giant Boom Box with the competition's call letters on it.

So act now! Because when your market's gone, it's gone for good. For up-to-the-minute information on availability in your market area, call 305-626-3774 now.



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AMERICA'S LISTENING



WESTWOOD ONE
MUTUAL

NEWSBREAKERS

Edited by Jim Dawson



Buz Hiken



Mark McClure



B. Paul Moore



Darryl Clark



Jane Moody



Lauren Moran



Rob Sides



Juanita Stephens



Audrey Strahl



Katie Elliott

Radio

● **MICHAEL HAYES** has been promoted from MD and evening air personality to Asst. PD at **WHLY/Orlando**. He joined the station last year, and will continue his other duties in his new position.

● **BUZ HIKEN** has been named NSM at **WYST-AM & FM/Baltimore**. He was formerly a Regional Sales Manager, and has been with the stations since 1981.

● **MARK McCLURE** has been upped from **WROK/Rockford** PD and Asst. OM to OM for **WROK & WZOK**. He replaces **STEVE BRILL**, who moved to **WKLH/Milwaukee**.

● **B. PAUL MOORE** has been appointed President/GM at **WKHK/Richmond** and **WPVA/Petersburg, VA**. He was most recently at **KRFM-AM & FM/Chico-Marysville, CA**.

● **BILL "BIRDMAN" THOMAS**, most recently with **KBEQ/Kansas City** as half of the morning show, has been named OM and interim PD at **KSSS/Albuquerque, NM** until a replacement can be found for outgoing PD **RICH BAILEY**.

● **BILL CLARY** has been upped to Station Manager at **WKGK/Knoxville**. He was previously PD/MD.

● **PAUL INGLES** has been upped from Promotions Director to PD at **KKBR/Albuquerque**.

● **ART LABOE** has been named to the new position of Program Strategist at **KRLA/Los Angeles**, which he programmed in the late '70s-early '80s.

● **KKHT/HOUSTON** has realigned its programming team. OM **ANDY BEAUBIEN** will concentrate on research projects and marketing, while day-to-day programming will be handled by MD **WARREN WILLIAMS**, Research Director **JUDY HAVESON**, and VP/GM **JOHN E. PATTON**, who has added duties of Creative Director for the station's morning show.

● **KMYZ/Tulsa** plans to switch from Classic Rock to CHR on April 16 with **BRUCE CAREY** on mornings, PD **BRENT ALBERTS** and Asst. PD **MEL MYERS** splitting middays, M.G. **GREER** on nights, and Promotion Director **D.C. ROBERTS** on news. Afternoons and overnights are still vacant.

Records

● **DARRYL CLARK** is the new Director/Black Music Publicity for **RCA Records**. He was previously Director/National Public Relations for **Opportunities Industrialization Centers of America, Inc.**

● **JANE MOODY** has been promoted from Manager/Sales and Advertising Administration to Associate Director of that department at **Arista Records**. She joined the label in 1984.

● **LAUREN MORAN** has been upped from National Director/Field Marketing to National Sales Director at **Arista Records**. She joined the label in 1982.

● **ROB SIDES** has been promoted to West Coast Regional Marketing Manager for **Elektra/Asylum/Nonesuch Records**. He was formerly Promotion Marketing Manager for Elektra in Dallas.

● **JUANITA STEPHENS** has been upped to Director/East Coast Publicity and Artist Development at **MCA Records**. She was formerly East Coast Publicist.

● **AUDREY STRAHL** has been appointed VP/Publicity at **Virgin**, based in New York. She was Co-Director/National Publicity at **A&M**, and previously ran her own PR firm.

Concurrently, **KATIE ELLIOTT** has been named Publicity Manager at **Virgin**, and **KATHY GILLIS** joins as Publicity Coordinator/Copywriter. Elliott, based in Los Angeles, was with **Warner Bros.** in publicity and artist development. Gillis, based in New York, was Dance/Disco Charts Manager at **Billboard**.

● **NIGEL CERDEIROS** joins **Select Records** as National Retail and Record Pool Promoter. He was a store manager with **The Wiz** retail chain. Also, **AMY BENNICK** is appointed Art Director at the label; she was with **Collector Communications**.

Other Select appointments are **GLEN OLSHEIM** as Asst. to the President, and **MAHENDRA SHAH** as Accountant.

● **ROY FREEMAN** has been named Director/National Promotion at **Black-Hawk Records**. He was most recently Director/Admissions at the **Columbia School of Broadcasting**.

● **JIM GAVIGAN** has been appointed Manager/Marketing, East Coast Region for **CBS Masterworks**. He has been Director/Marketing Analysis for **CBS Records** since 1985, and joined the label in 1974.

● **MARK KARGOL** advances from **EMI Los Angeles** promotion to **Manhattan Director/National Promotion, West Coast**.
● **Esquire Records** has moved to: 1600 Stewart Ave., Westbury, NY 11590; (516) 334-6600.

Industry

● **Amy Alter Associates** is a new PR firm that will specialize in the entertainment industry, particularly home video. President **AMY ALTER ROSS** was formerly Manager/Public Relations for **CBS/Fox** from 1984-86. The company can be contacted at: 35 E. 20 St., New York, NY 10003; (212) 674-9505.

● **ARMA ANDON** has been appointed Sr. VP of **SBK Entertainment World** and President of its new **SBK Management** division. He joins after 16 years with **CBS Records**, most recently as VP/Product Development at **Columbia**.

PROS ON THE LOOSE

Rich Bailey — PD **KKSS/Albuquerque** (505) 989-9093

Shawn Burke — Evenings **WYNY/New York** (212) 753-2310

Frank (Shannon) Ferreri — Evenings **WPDS/Tampa** (813) 797-4236

John Hammond — National Promotion & Publicity Director **Living Music Records** (201) 420-7473

Mike Johnson — MD/Middays **WASK/Lafayette** (317) 474-4137

Amir Mansbacher — Nights **KYAJ/San Francisco** (415) 872-1139

Mike McCarthy — Mornings **KVLT (Lte 105)/Tulsa** (918) 250-7993

Tod Riffner — Talk Producer/Guest Booking **WCOL/Columbus** (513) 277-1018

Lee Roberts — Asst. PD/MD/PM **Drive KMYZ/Tulsa** (918) 493-5955

Randy Rose — MD/PM **Drive WXBW/Pensacola** (904) 476-0556

Mark Shands — MD **WINZ-FM/Miami** (305) 651-7996

Jere Sullivan — Air Talent **WIOD/MIAMI** (305) 445-1363

Mike Ward — News Director/Anchor **WBZA & WAYI/Glens Falls, NY** (518) 798-4792

Jill West — Overnights **KLLY/Bakersfield, CA** (805) 322-5451

Lew White — PD **WDEK/DeKalb, IL** (815) 758-6462

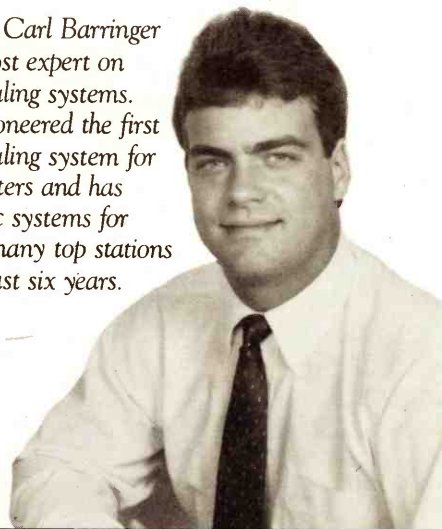
GENERATION II

The music scheduler that responds to today's programming demands

Generation II Solves Programmers' Toughest Scheduling Problems In Ways You Never Thought Possible:

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- Can't lose control of your format because Generation II is so easy to understand and modify

RadioWare's Carl Barringer is the foremost expert on music scheduling systems. Barringer pioneered the first music scheduling system for microcomputers and has refined music systems for MTV and many top stations during the past six years.



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KSCS, Dallas/Ft. Worth
WBAP, Dallas/Ft. Worth
WWSN, Dayton
KOAQ, Denver
WIKY, Evansville
WSSL, Greenville, SC
KIKK, Houston
WEAG, Indianapolis

WFMS, Indianapolis
WMSI, Jackson, MS
KBEQ, Kansas City
KMJX, Little Rock
KBIG, Los Angeles
KLSX, Los Angeles
WEGR, Memphis
WGKX, Memphis
WREC, Memphis
WRVR, Memphis
MTV, New York
VH-1, New York
WLTW, New York
WSTF, Orlando
WIMGV, Oshkosh

KOY-AM, Phoenix
KOY-FM, Phoenix
KGW, Portland
KINK, Portland
KSGO, Portland
WRAL, Raleigh
WRVA, Richmond
WRXL, Richmond
KISS, San Antonio
KMMX, San Antonio
KSAQ, San Antonio
91X, San Diego
KCBQ, San Diego
XTRA, San Diego
KSFO, San Francisco

KYA, San Francisco
KWSS, San Jose
KZST, Santa Rosa
WGFM, Schenectady
WGY, Schenectady
Broadcast Programming, Inc. Seattle
KJR, Seattle
KGTO, Tulsa
KRAV, Tulsa
WCXR, Washington, DC
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WMZQ-FM, Washington, DC
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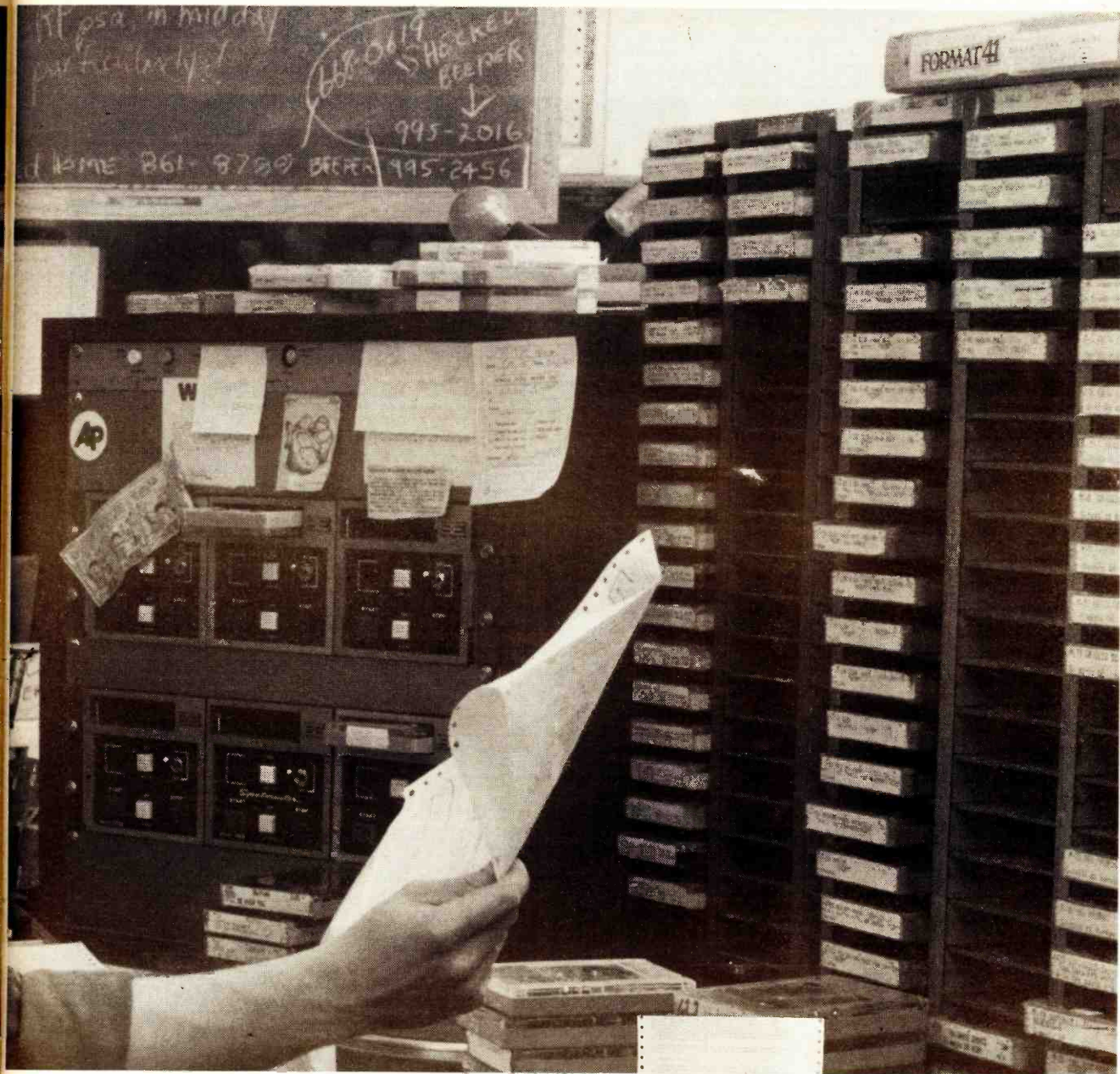
AFTER 10 IN A ROW, PLAY TODAY'S

Think of AP as an exclamation point at the end of a 27-minute music statement.

A way to focus your audience's ear and brain; a way to set up a commercial break, a station promo, or a new addition to your playlist.

AP's resources are so vast, our coverage of news, weather, sports, lifestyle and entertainment features so broad, you can literally cherry-pick AP for the script or sound that best fits your audience.

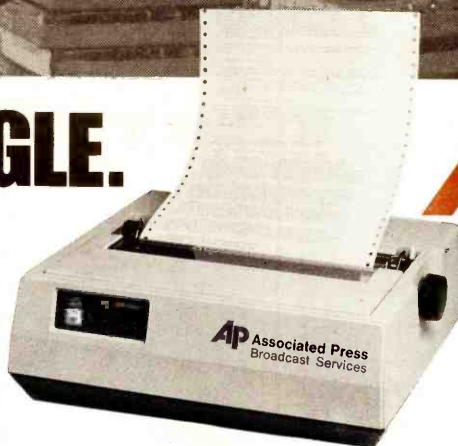
Point is, your "news" doesn't have to



SMASH HIT SINGLE.

be simply a two-minute affair at the top of the hour. Use it throughout the hour to add spice and personality to your program format.

Use AP. Then watch your ratings even out. AP works wonders every quarter hour.



AP

AMERICA'S LISTENING



**WESTWOOD ONE
MUTUAL**

THE PICTURE PAGES

"Young, Wild And Free" Show



Alco's Brighton Rock recently performed songs from their album "Young, Wild And Free" at a show in New York. Shown (l-r) are the band's John Rogers & Gerald McGhee, Atlantic VP Judy Libow, the band's Stevie Skreëbs, Atco GM Margo Knesz, the band's Mark Cavarzan, manager Ralph Alfonso, and band member Greg Fraser.

Himmelman Hits Bottom Line



Island artist Peter Himmelman recently played New York's Bottom Line. Pictured after the show are (l-r) Island VP Bob Catania, label's Kathy Kenyon and Janet Kleinbaum, Himmelman, Island President Lou Maglia, VP Joel Webber, label's Andy Allen, and manager Arnold Freedman.

Feliciano Lights Fire At EMI



Jose Feliciano (seated) has signed with EMI Music Worldwide to record pop, classical, and Hispanic LPs. Celebrating the union (l-r) are EMI's Roel Kruiwe, manager Rick Hansen, EMI's Oscar Llord, Manhattan Records President Bruce Lundvall, Susan Feliciano, EMI Worldwide Chairman/CEO Bhaskar Menon, and attorney Peter Lopez.

Frozen Ghost Thaws In U.S.



Canadian group Frozen Ghost visited BMI's New York offices to celebrate the release of their first single, "Should I See." Pictured (l-r) are BMI's Mark Fried, WEA Canada's Bob Roper, the band's Wolf Hassel and Arnold Lanni, manager Robert Lanni and BMI's Rick Sarjek.

THE PICTURE PAGES

McCarthy Wins PG Sales Honors



William "Buzz" McCarthy, a 15-year label veteran based in Boston, has been named 1986 Salesman of the Year by PolyGram. Pictured (l-r) are Boston Branch Mgr. Paul Wennik, VP Jim Urie, McCarthy, and PG President Dick Asher.

Shadowfax Signs With Capitol



Shadowfax, successful in the jazz fusion arena, have signed with Capitol, with a fall LP debut scheduled. Pictured (standing l-r) are group's G.E. Stinson, Stuart Nevitt, David Lewis, and Chuck Greenberg, Capitol VP Tom Whalley, attorney Steve Lowy, and group's Charles Bisharat; (l-r seated) group's Phil Maggini and Capitol President Don Zimmermann.

EMI Meets Najee



EMI America artist Najee met with label executives during the L.A. stop on his tour. Pictured (l-r) are VPs Colin Stewart and Neil Portnow, President Jim Mazza, Najee, and VP Tony Smith.

Ranked & Filed



New Rhino signing Rank & File recently appeared on "American Bandstand." Pictured (l-r) are Rhino's Stan Becker, band's Jeff Ross and Chip Kinman, host Dick Clark, and group's R. Kahn and Tony Kinman.

NAB Highlights



EMPHASIS ON LOCALISM — Accepting NAB's Distinguished Service Award, retired KAKE-AM & TV/Wichita President/GM Martin Umansky (center) called on stations to program to the needs of their local communities. Umansky is flanked above by NAB Chairman Ted Snider and President Eddie Fritts.



DAYTIMERS CONVERGE — Daytimers' Forum participants (l-r): Larry Eads, FCC; Wayne Eddy, KYMN/Northfield, MN; Barry Umansky, NAB; and John Quinn, WJDM/Elizabeth, NJ.



CONSIDERING THE TASK AT HAND — To encourage more competition in radio ratings, the Radio Audience Measurement Task Force moderated presentations by three ratings services. Bill Faulkner of Australian firm McNair Anderson & Associates later told R&R that American smaller market response to his company's diary system was "discouraging," adding, "American broadcasters want high quality service but don't want to have to pay quality rates." However, McNair Anderson still plans to enter the US radio ratings arena. Picture are (l-r): Birch Radio's William Livek; RAMTF Chairman Kenneth McDonald, Sr., WSAM/Saginaw, MI; Faulkner; and Arbitron's Rhody Bosley.



GET UP, GET DOWN — Jitterbugging couples during NBC's private hash Sunday night for NAB conventioners include (left) Dr. Ruth Westheimer, host of NBC Radio Entertainment's "Sexuality Speaking" and WNEW-FM/New York VP/GM Mike Kakoyiannis; and (right) Willard Lochridge, VP/GM-The Source/NBC Radio Entertainment, and guest.

ALAN BOX EXPLAINS NEW MANAGEMENT TIER

EZ Communications:
Grand Centralized Stations

Although EZ Communications' radio outlets stretch from Seattle to Miami, you'd be hard-pressed to find a more closely-knit organization. Only 35, President Alan Box is a big believer in centralizing corporate operations—management, programming, communications, accounting, and advertising. Recently, EZ brought 150 of its staff to St. Louis for a three-day motivation and idea-sharing "fly-in," as well as to discuss its new management tier (R&R 4/3) and a forthcoming station acquisition.

R&R: Does your operating philosophy dilute the GMs' individual power?

AB: Just because EZ is a centrally controlled organization doesn't mean that managers don't run their own operation. It's just that strategic planning and product control are coordinated and monitored from our corporate office. Since our payables and receivables are also corporately controlled, there's a lot of communication from our GMs and department heads into our Fairfax, VA office. We feel this corporate team atmosphere gives us a better product.

We've had to let a few GMs go, but in my eight years here we've

"It's very rare in our company where a decision is forced on management."

never had one resign. A lot of people in this business are hung up on "How much control will I have? I don't want to be in a situation where people are constantly on me." Frankly, our people don't mind that. Actually, I don't think we are a tightly controlled corporate office, we just communicate a lot. It's very rare when a decision is forced on management.

R&R: EZ has hired several PDs — Nick Ferrara, Guy Zapoleon, Kipper McGee, Bill Tanner — but has lost them to other companies. Any reason?

AB: These people are great programmers, but they're out to make a name for themselves — and that's fine. I've seen it time and time again when a PD says, "I've been here for a year and doing well, but it's time now to move on to a larger market." I have nothing against them for doing



The EZ Station Group

- WHQT/Miami
- WBZZ/Pittsburgh
- KYKY/St. Louis
- WEZB/New Orleans
- WEZC/Charlotte
- WEZS/Richmond
- KMPS-AM & FM/Seattle
- KMYL & KAMJ/Phoenix
- KRAK-AM & FM/Sacramento
- WOKV & WAIV/Jacksonville
- KFYE/Fresno

that, and don't think money or any other plan would stop people with those kinds of goals.

R&R: How do the fly-ins help your company?

AB: It's worth the expense of bringing all the GMs, sales managers, AEs, and sales assistants together in a competitive environment for three days. There are motivational speakers and a great deal of idea cross-communication. This year we've added PDs and morning personalities — about 150 people in all. On the closing night last year I presented a \$17,000 convertible to a salesperson; this year we awarded a \$15,000 check.

R&R: What are the pros and cons of having Washington ad agency Abramson & Associates handle all your stations?

AB: There are more advantages than disadvantages. On one hand, local managers have their own buddies who are very good in advertising. Sometimes they feel, "What do these guys in Washington know about us?" But our agency visits each market at its expense, and we also bring in our management teams for in-depth strategic meetings to educate both sides. It's more important for a central ad agency to understand how EZ operates. We're not in the business of syndicating, but very often there are economies.

R&R: Buying the nine Affiliated outlets last December more than doubled your station roster. Did EZ undergo any growing pains?

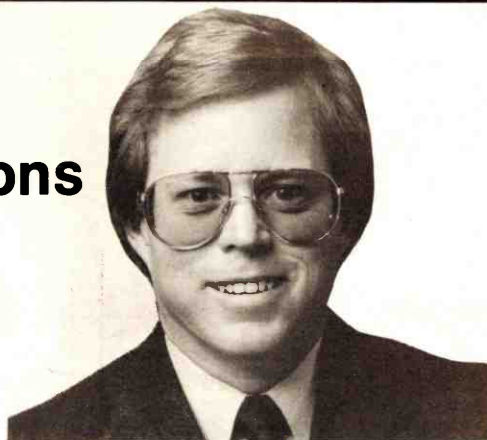
AB: It hasn't been nearly as complicated as other situations. The Pittsburgh and Miami acquisitions were equally troublesome because they were major turnarounds — new formats, staffs, and — in Miami — reconstructing the building and studios. Affiliated was a neatly bound package: no

GM, format, or building changes. Our biggest problems have been dealing with the time zone and distance of the West Coast.

R&R: With 15 stations from coast to coast, is it impossible for you to personally oversee each one?

AB: We're setting up a second tier of management in corporate, which is something I've been very reluctant to do because I believe very strongly in direct control. It's tough for a company to be on top of things if you have a lot of management tiers because the problems don't seem to shift to the top. But at the same time, to continue to grow we can't fool ourselves — we're going to have to delegate some things.

Since product control remains in the hands of the people who understand it, VP/Programming Dan Vallie will also establish a



Alan Box

form, you stay, and you're going to own a good piece of a significantly larger organization." We think it's a better life, and frankly, they agree. The EZ philosophy is "Let's take care of our family," and there shouldn't be any pressure on a GM to run out and buy a small station. Their goal could be to own 2-4% of EZ, which is far more valuable.

R&R: Has his deal created any jealousy or unrealistic expectations among EZ's other air talent?

AB: None that I've been aware of. We don't have a lot to hide, and when you have fly-ins like we do, the talents talk to each other... and we want them to. I couldn't convince KMPS/Seattle morning man Ichabod Caine to sign a five-year contract, but we did end up with a multiyear deal. While salaries vary, the people are all compensated well.

R&R: EZ's been getting a lot of heat for refusing to allow its stations to take calls and visits from independent record promoters. What led you to this decision?

AB: We run a very straight organization with a lot of audit controls, and expect our department heads and managers to be above

EZ Corporate Profile

- Several centralized functions: Accounting, advertising, consulting, management, planning, programming
- 30% profit objectives
- Stock options for key employees
- Annual sales/programming "fly-in"
- No contact with independent promoters

"To continue to grow we can't fool ourselves — we've got to delegate some things."

board. This doesn't suggest that taking calls from independents changes any of that. I personally don't have a strong feeling one way or another, but Dan Vallie feels that (taking indie calls) opens up a station to problems and that we can do business without having to deal with them. A couple of years ago there was nothing but rumor after rumor about investigations on independents, and a lot of things did take place. There seems to be some merit to that and situations where corruption exists. We'd like to stay as far away from that as possible.

R&R: None of your 11 FMs are in the top ten markets. Will EZ be moving into these larger metros?

AB: We're certainly interested in the top five markets and, really, the top 25 markets. Our main emphasis is to get another major market FM to replace WBWM. From that point on, we're hoping the limit will change. I would've died for KVIL and having grown up in Dallas, I have a lot of emotion about it. I don't think \$82 million is ridiculous; Infinity got a great deal.

second tier of regional programming management within the next several months.

R&R: How profitable is EZ Communications?

AB: We're solidly in the black. Each station's goal is to produce at least 30% cash flow to its net sales annually. While some produce in the 20% range, others are approaching 40%. If one needs a shot in the arm but it'll impact its cash flow, I'll do it if it makes sense. We did that for years at B94/Pittsburgh, losing huge sums of money, but it paid off in multiples. A lot of companies become so concerned with protecting cash flow that they say, "Let's not take that risk."

R&R: Do you have a profit-sharing or stock options program for upper-level executives?

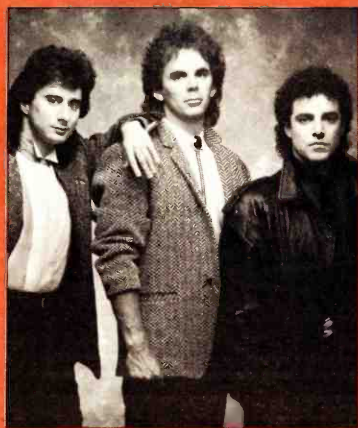
AB: Yes. It's really at any level, as determined by (Chairman) Art Kellar, the Board of Directors, and myself. I very clearly communicate to our GMs that "You come to our company, you per-

R&R: Any plans to take EZ public?

AB: It's certainly a consideration, but there's no move right now. EZ's 75-80 stockholders and 20-30 bondholders are very happy with their stock's performance. We've been able to attract capital without going public and don't have a tremendous demand for people to liquidate stock — the two real reasons to go public. Our business is to buy stations and build them up. We've sold one (WBWM/Washington) in 20 years.

R&R: B97/New Orleans morning man Cajun Ken Cooper was signed to an enormous contract. What's your stance on personality salaries?

AB: Cajun got an enormous contract for a couple of reasons. He brings us a lot of revenue and he's very consistent. We knew he fit the company's longterm plans. His was a five-year deal, and a lot of companies aren't ready to commit for that long. We also offered him an opportunity to buy stock.



JOURNEY

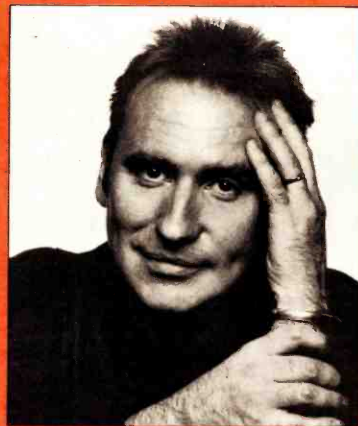
"Why Can't
This Night Go
On Forever"

Taken from the Columbia Lp:
"BAISED ON RADIO" DC 38836

A NATIONALLY MULTI-FORMATTED
MOST ADDED CHR & AC

Produced by Steve Perry

OUT OF THE BOX AND INTO THE CONTROL ROOM



COLIN JAMES HAY

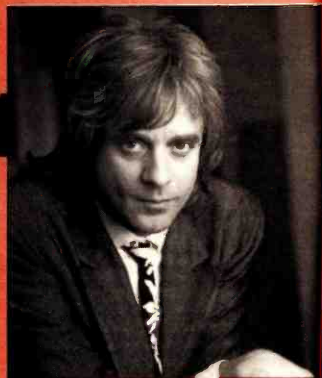
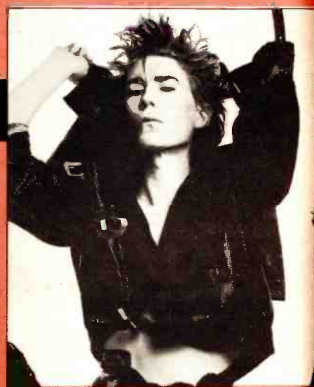
"Can I
Hold You?"

Taken from the Columbia Lp:
"LOOKING FOR JACK" BFC 40611

Produced by Robin Millar
for Multi Media London Limited



Our
Records
Make
All The
Right
Moves...



PSYCHEDELIC FURS

"Heartbreak Beat"

Another week of boundary-breaking AOR/CHR activity.

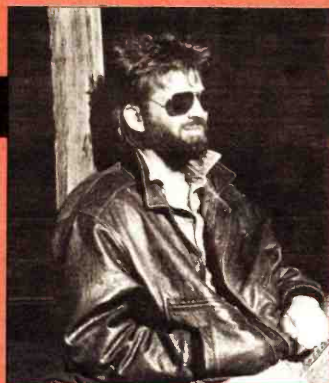
Now On Over 115 CHR Reporters Including 28 P-1s

✓ Check This Top 20 Action:

WXKS 22-17 WMMS 13-12 KCPX 14-8 (HOT)
Q107 17-15 KHS 14-13

One Of The MOST ACTIVE

AOR Tracks: ③



KENNY LOGGINS

"Meet Me Half Way"

Covers the whole spectrum of your demographic demands.

- 134/33 - 56%
- A Nationally Most Added At CHR & AC!
- AC Breaker Debut ②
- Already TOP TEN At:

KEGL 11-10	FM102 13-10
Q10513-8	WKDD 12-8
WTKI 8-4 (HOT)	WQID 10-8 (HOT)
KDWB 12-8	WLRW 16-9 (HOT)

LISA LISA and CULT JAM

"Head To Toe"

Ask any PD who's playing this record and you'll get the same response: **PHENOMENAL!!!**

3rd Week/ 65/37 Including This P-1

Power Action:

B104 add KKBQ add KCPW add
 WKSE add KRBE add FM102 31-27
 PWR 95 add-25 Y100 add KROY 34-20 (HOT)
 Z100 29-20 B97 add KS103 add
 B106 add B96 30-23 KMEL deb-25
 WAVA deb-29 Z95 deb-40 KATD deb-35
 Z93 add WHYT deb-23

Black/Urban Chart: ⑤ - 24



BEASTIE BOYS



"Brass Monkey"

Steamrolling through triple-platinum territory.

Now On Over 60 CHR Reporters With 11% Hot Reports

B94 Add-28

Top Ten At:

WAVA 14-8 (HOT)	WFMI 15-8 (HOT)
Q105 7-6 (HOT)	Y106 15-8
KROY 6-3	WRVQ 7-6
KS103 7-10	KMGX 5-6
	KYNO 3-5

EDDIE MONEY

"Endless Nights"

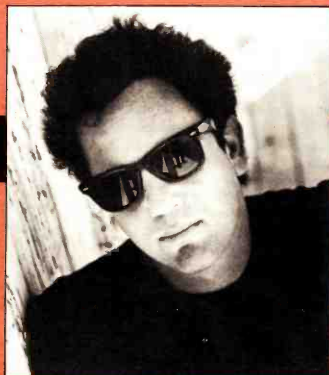
"It's called finding just the right groove, and Eddie and producer Richie Zito, have captured it. Has the same wide audience appeal of "I Wanna Go Back" and "Take Me Home Tonight," which, by the way, won Song of the Year honors at last week's Bay Area Music Awards held here in San Francisco."

Dave Sholin's - Personal Picks
The Gavin Report

Now On Over 60 CHR Reporters Including This Week's Adds:

WPHD KIKX KNAN
 Q107 KSND KYYY
 98DTX EDON 99KG
 WNNK KNBQ KTRS
 WNYZ 95XXX KHTZ
 WXLK OK100
 WDLX B98

AOR Tracks: ②



BILLY JOEL featuring RAY CHARLES

"Baby Grand"

Every thorough programmer knows the value of balancing a playlist with the chart-topping success stories of companion formats.

AC Chart: ⑦

WBEN deb-37 WHYT add
 WBLI on K104 39-31
 94Q 22 WNNK 39-34
 WMMS deb-39 WPST 35-31
 WCZY 35-32 WKDD 19-12

WRON WJMX KCMQ
 KIKX Q104 KWTO
 WFBG Q101 KBOZ
 95XIL KNIN KKAZ

Columbia Records



WHAT'S NEW

Edited by Don Waller

"American Radio: Tenth Anniversary Issue" Available

For the past decade James Duncan has been publishing "American Radio," a market-by-market guide that ranks radio stations, identifies trends and provides other detailed statistical information on the nation's top 175 markets, all derived from data supplied by Ar-

bitron.

Spanning the years 1976-86, Duncan's most recent publication, "American Radio: Tenth Anniversary Issue," not only provides a 175 market-by-market breakdown of 12+ metro share, 12+ cume rating, format

shares, highest-billing stations, and major station sales, but also sports 49 essays on such diverse subjects as buying, selling, and financing radio, at least 14 radio formats, sales and management, audience research, programming and more.

This one-inch-thick paperback is available via American Radio c/o James Duncan, Box 2966, Kalamazoo, MI 49003; (616) 342-1356. Price: \$110.

2050: Five Percent Of US Will Be 85+

By the year 2050, the number of Americans age 85 or older will have quintupled. According to a recent US Census Bureau analysis, one out of every 20 Americans will be 85 or older by then, up from one in 100 today.

This startling demographic shift is one more that can be attributed to the so-called "baby boom" of 1946-64. The large number of people born during that time will increase proportionately the ranks of elderly Americans, as they previously have swelled younger demographic groups. One-quarter of the elderly population (defined as 65+) will be 85 or older in 2050; today, that segment makes up nine percent of the 65+ population.

Shrinking Work Force

One potential problem created by this situation will be the difficulty a disproportionately smaller work force will face supporting the increased number of needy elderly. (The working-age US population will peak in 2015, after which the majority of baby boomers will begin retiring.)

What's more, an estimated one-third of all baby boomers' children — who will be between 60 and 74 years old in 2050 — will find themselves supporting an elderly parent.

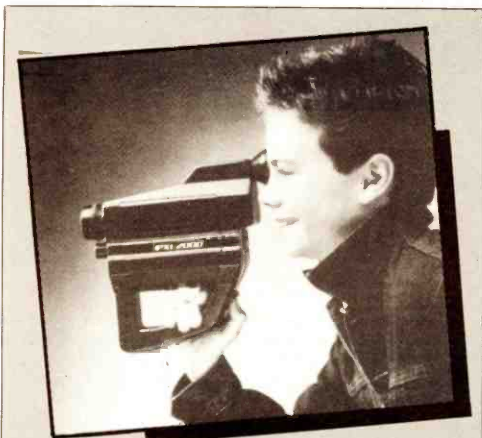
Finally, women over 85 will outnumber men over 85 by a two to one margin at that time. Considering that more of these women are likely to be widowed, poor, living alone, and ill than their male counterparts, the strain on social services will force dramatic changes in the way America views its elderly in the not-too-distant future.



Arriving just in time for any number of spring and summer promotional opportunities, "Cool Sounds" sports an AM/FM radio built into a triple-insulated cooler that's big enough to hold two six-packs of tall boys and lunch for four. Or, if you're the yupscale type, it can even accommodate

wine bottles.

The radio can be enjoyed either through the water and sand-proof speaker or the headphones, which are included. Available from the Stamford, CT-based Sun Hill company via Potentials in Marketing. For further information, call (612) 333-0471.



Kamkorder 4 Kids

Erasing the distinction between adult toys and kids' stuff, the "PXL 2000" video camcorder system from Fisher-Price Electronics is either the most technologically advanced toy on the market or the ultimate yuppie puppies' status symbol.

Weighing in at slightly under two pounds, the fully automatic, battery-powered unit comes complete with built-in microphone and can be hooked up to any television for playback. However, the "PXL 2000" shoots strictly in black-and-white and the images are created from tiny squares rather than traditional scan lines.

"The result is like an effect you see a lot in rock videos, where they divide the image into tiny squares," said Fisher-Price marketing manager Ian Sole, quoted in a recent issue of *Electronic Media*.

Priced Under \$150

The unit is priced at under \$150, mostly because the picture quality is the result of a less expensive fixed recording head instead of the rotating heads found in adult camcorders. Another reason for the low, low price lies in the unit's video recording system using standard audio tape. Unfortunately, because of the faster recording time needed to capture all the information necessary for even this system's less-than-precise video image, a 90-minute audiocassette only runs for 11 minutes of video — 5½ minutes per side.

Of course, if you have pretensions of becoming a video artist you can hook this camcorder up to a standard videocassette recorder and record for a longer period of time on ordinary videotape, all at a fraction of what big kids pay for their camcorders.

Teens: Radio Better Than Dating



Polling 100,000 American females between the ages of 12 and 19, a recent survey by the *Donnelley Marketing* firm found that listening to the radio outscored dating boys as a favorite leisure time activity by a margin of five percent.

As reported in *Adweek*, 92% of the teens queried cited listening to the radio as a favorite leisure time activity, good for second place overall. Dating boys, the choice of 87% of the respondents, ranked sixth. Number one? Going shopping, the preferred choice for 93% of those surveyed.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- 1 1 GENESIS
- 2 2 BOB SEGER
- 3 3 BILLY JOEL
- 4 4 JOURNEY
- 5 5 HUEY LEWIS & THE NEWS
- 6 6 BON JOVI
- 7 7 KENNY ROGERS
- 8 8 ALABAMA
- 9 9 DAVID LEE ROTH
- 10 10 IRON MAIDEN
- 11 11 FREDDIE JACKSON
- 12 12 GEORGE STRAIT
- 13 CHICAGO
- 13 14 HANK WILLIAMS JR.
- 14 15 RATT
- 15 16 PRETENDERS
- 16 17 ALICE COOPER
- 17 18 CYNTHIA LAUPER
- 18 19 DOUG HENNING
- 20 20 BEASTIE BOYS/ FISHBONE

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

Introducing

CHAMPION

The new compact disc music library from American Image.

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



AMERICA'S LISTENING



Radio is bigger and better than ever...and listeners know it. That's why America's listening *more* than ever. America's listening to the "Best of Everything" on the Westwood One Radio Networks and the Mutual Broadcasting System. Every conceivable type of program for every demographic segment. Concerts, Specials, Countdowns, News, Talk, Sports and Big Events.

You name it, we've got it. You can have it by the program through Westwood One, or 24 hours a day through an affiliation with Mutual. Or you can even examine our new, flexible-format, news and programming network, *Mutual PM*.

Call us to get America listening to you.

In Los Angeles: (213) 204-5000. In Arlington: (703) 685-2050. Telex: 4996015 WWONE.

 **WESTWOOD ONE RADIO NETWORKS**
MUTUAL BROADCASTING SYSTEM

R&R STREET TALK

Go West, Young Charlie . . . For KLOS

Who'll be the new PD at KLOS/LOS ANGELES, where the chair has been vacant for almost four months? Bet on **CHARLIE WEST** from KMOD/TULSA. A deal's been in the works for some time; contractual entanglements at KMOD have stood in the way, and it's hoped they'll be resolved by the 24th.

Veteran **WARNER BROTHERS** VP/Black Music Marketing **TOM DRAPER** is rumored to be leaving Burbank for a corporate **WARNER COMMUNICATIONS** post in New York.

Jock Jumps: McKeever Leaving Q-Zoo?

Why do we think **Q105/TAMPA** Morning Zoo costar **TERRENCE MCKEEVER** may be headed for new **CHR Q106/SAN DIEGO** to be teamed with **JACK MURPHY** in mornings? McKeever hasn't been on the air the last two weeks, and he's old buds with **Q106 PD GARRY WALL** from their days at **FM100/MEMPHIS**.

If McKeever lands in San Diego, he'll find rival **KS103** sporting "SCOOT IN THE MORNING" from **WRNO/NEW ORLEANS**, who joins in the wake of **RANDY MILLER's** move to **Z93/ATLANTA**.

Will **AL LOHMAN** return to **KFI/LOS ANGELES** mornings? Currently at suburban **KWNB**, he was a KFI fixture for many years with ex-partner **ROGER BARKLEY** (now on crosstown **KJOI**), and might be paired this time with **GARY OWENS**.

WYNF/TAMPA wakeup duo **NICK VAN CLEVE & JEFF JENSEN** has jumped to **WKLS/ATLANTA**.

Digital Digest

Double your CDs, double your fun: forthcoming **RIAA** figures have it that compact disk shipments in '86 were twice as high than in '85, both domestically (up to 55 million) and worldwide (140 million).

A *Washington Post* editorial (4/6) gave a thumb's down to the music industry's Congressional quest for an anti-taping chip in DAT (digital audio tape) machines. The proposal approved by the House Energy & Commerce Committee was labelled a "misguided solution to a grossly overstated threat," combining "bad technology to bad law."

CBS has scored the exclusive for **NFL** network radio rights for the next three years, with 40 games per year to be broadcast in stereo. No word on whether **JACK BUCK** and **HANK STRAM** will handle announcing chores.

Format Funnies: KMJK To Gold

Nobody at **KMJK-FM/PORTLAND** will confirm its plans to dump **CHR** for **Gold**, but that's what's expected to happen when new owner **BRUCE ENGEL** takes over next week. **GM DAVE McDONALD** and **PD STEVE NAGANUMA** will stay, and **JOHN LUND** will consult.

WMJQ/ROCHESTER's flip to **Country** has new calls of **WBEE**, which market punsters say stand for "We've Been Everything Else." A local historian reports that over the last 12 years, the frequency has hosted **Classical**, **News**, **Soft Rock**, **Superstars AOR**, **JOHN SEBASTIAN-style "Kick-Ass Rock"**, "Rock Of The '80s," and **CHR**.

Martell Fundraiser Takes In \$200,000

Organizer **JON SCOTT** says last weekend's **T.J. MARTELL FOUNDATION** sporting festivities in L.A. raised over \$200,000 for cancer and leukemia research. An **ATCO/GREGG GIUFFRIA** foursome won on the green, where stars such as **MICHAEL KEATON**, **ANDREW MCCARTHY**, **JOHN McVIE**, **MICKEY THOMAS**, and **GLENN FREY** also teed off. In softball, a team of record folks beat a crew of radio types 18-5, showing who picks the hits in our biz. In bowling, **CHICAGO** racked up the best team score for the second year in a row, while the best solo score went to **KLSX/LOS ANGELES's BARRY WINESETT**.

UPI: Unhappy Presidents, Inc.

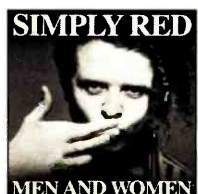
Troubled **UPI's** latest President, **MILTON BENJAMIN**, has quit after only six months on the job. Friction with owner **MARIO VASQUEZ RANA** was cited as the cause.

WRIF/DETROIT on the block? "Never has been, never will be," asserts **VP/GM ABE THOMPSON**.

Is **KYKY/ST. LOUIS PD KRIS O'KELLY** leaving to return to the South? . . . The programming post at Nashville **AC** leader **WLAC-FM** is open, as **DAVE NICHOLS** exits after four productive years. *Continued on Page 30*



BREAKING OUT NOW!

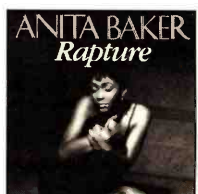


MEN AND WOMEN

SIMPLY RED
"THE RIGHT THING"
from the rapidly approaching gold **Men and Women LP**. Exploding at **CHR!** Video in heavy rotation on **TV**. On tour soon.

CHR DEBUT 39*
130/17 55%
76 UPS, 8 DEBUTS

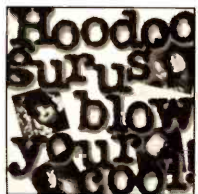
#1 MOST ACTIVE WXYZ 20-16
WKXS 9-8 (HOT) KRBE 37-29
FM102 10-5 (HOT) KPKE add
KITS 12-10 (HOT) Y108 add
KMEL 26-21 WMM5 28-25



ANITA BAKER
Rapture

ANITA BAKER
"SAME OLE LOVE
(365 DAYS A YEAR)"
from the double Grammy Award-winning **Rapture LP**. Over 2.3 million sold! Triple format threat—very strong at **CHR**, **R&B** and **A/C!** See her co-host **Saturday Night Live**, April 11. "Same Ole Love" video in power on **VH1**.

R&R AC 20*-11*-6*-4*
R&R BLACK/URBAN 20*-14*-9*
R&R CHR 51/6



HOODOO GURUS
"GOOD TIMES"
from the forthcoming **Blow Your Cool LP**. The first guru-vy single is breaking big at **AOR**; the "Good Times" are just beginning at **CHR**. Backing vocals by **Susanna Hoffa**, **Debbi Peterson**, **Vicki Peterson** and **Michael Steele**.

AOR NEW & ACTIVE

NO MONKEY BUSINESS... ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS.

© 1987 Elektra/Asylum/Nonesuch Records, a Division of Warner Communications Inc.

AIR PRIORITIES: WEEK 7

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. 8, 1987

Artist	Title	Label
AIR MYSTERY RECORD #2		
KENNY G	SONGBIRD	ARISTA
CARRIE McDOWELL	CASUAL SEX	MOTOWN
PAUL LEKAKIS	BOOM BOOM (LET'S GO BACK TO MY ROOM)	ZYX
DEAD OR ALIVE	SOMETHING IN MY HOUSE	EPIC

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

ACTIVE INDUSTRY RESEARCH

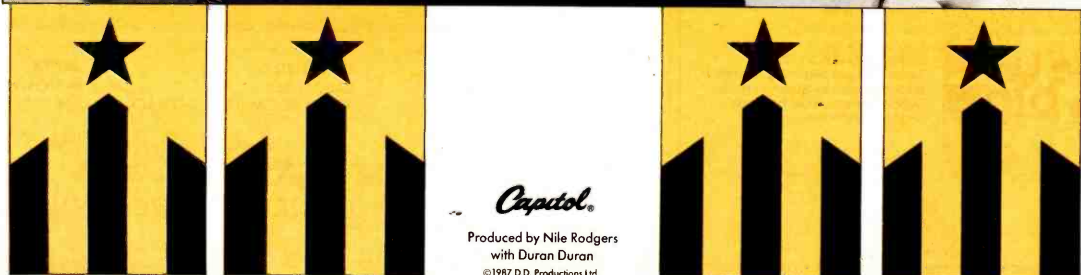
P.O. BOX 1136 Columbia, Maryland 21044 (301) 964-5544



«MEET EL PRESIDENTE»

THE NEW SINGLE BY

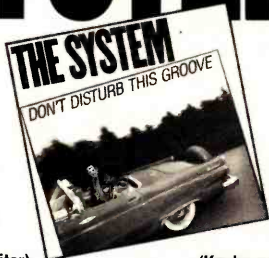
DURAN DURAN



Capitol

Produced by Nile Rodgers
with Duran Duran
© 1987 D.D. Productions Ltd.

THE SYSTEM



MIC MURPHY
(Vocals, Guitar)

DAVID FRANK
(Keyboards, Drums)

Produced by The System for Science Lab Productions Management: AMI

■ In addition to their success as The System, Mic and/or David have been featured musicians/singers/writers/arrangers/producers for such artists as:

**PHIL COLLINS • CHAKA KHAN
BILLY IDOL • STEVE WINWOOD
NONA HENDRYX**

■ The System hit the pop charts in 1983 with "You Are In My System." Their last album The Pleasure Seekers reached the Top 10 last year.

■ A video for "Don't Disturb This Groove" has been favorably received by both broadcast and cable outlets across the country. Watch for it!

"DON'T DISTURB THIS GROOVE" 7-89320

from the album Don't Disturb This Groove (81691) is currently one of the fastest breaking singles at Black Radio and retail indicates a quick crossover to the pop market!

WCAU	KMEL	KXX106	KITY
KRBE	WPST	Y95	KTUY
Y100	WRCK	KAMZ	KMGX
B96	WKRZ	Y106	KNAN
92X			WGLF
FM102			



BLACKURBAN 2

On Atlantic Records & Cassettes

© 1987 Atlantic Recording Corp. A Warner Communications Co.

STREET TALK

Continued from Page 28

CHRYSALIS VP/Promotion **DANIEL GLASS** needs a Southeast regional rep, as **GEARY TANNER** has left that slot for the same position with **RCA** . . . **A&M** New York promo pro **SUE DeBENEDETTA** is headed for Los Angeles to take over local chores from **KELLY SUMMERS**.

With **WINZ-FM/MIAMI** back to AOR as **WZTA**, longtime MD **MARK SHANDS** is out (see Pros On The Loose, Page 16) . . . **JACK SILVER** has resigned his GM post at the **SUPERSPOTS** production house in Chicago to become Executive Producer for **RICK DEES** at **KIIS/LOS ANGELES**.

And, Furthermore, I'll Do It With One Foot Firmly In My Mouth

KJLO/MONROE, LA's new PD, **KEN CURTIS**, is now its ex-PD. When he called rival **KNAN** PD/morning man **CHUCK REDDEN** and promised to "kick your m&f-in' ass in the ratings," he somehow let the call air over **KJLO**. Within 30 minutes, Curtis was looking for work and **KJLO** management was in the **KNAN** lobby with a sincere apology.

KWES/ODESSA-MIDLAND is stirring up Bible-thumpers' hackles as it hands out "DAMM (Driving Around Money & More) Cash" as part of a bumpersticker campaign. The phones go bonkers with complaints from the holy when **KWES** runs winner promos saying "KWES made me a damm winner."

WATR/WATERBURY, CT talk host **JAY CLARK** lost his day in court this week against a persistent anti-Semitic caller charged by the state with harassment for repeatedly calling Clark's show. A Connecticut Superior Court judge threw the case out on First Amendment grounds.

WNBC/NEW YORK is devoting all its community affairs programming this month to AIDS awareness.

Might "Mellow Rock" **KNX-FM/LOS ANGELES**, with a 1.0 in the latest **ARBITREND**, be contemplating a move closer to mainstream AOR territory, where **KLOS** is all alone now that **KMET** has "Waved" bye-bye? VP/GM **BOB NELSON** says, "No. It wouldn't be consistent with the nature of **KNX-FM**."

April Foolery

Here's a taste of the April Fool's Day hijinks in radioland:

KDKB/PHOENIX joined with a local magazine to leak an elaborate bogus story about a \$60 million "Fool's Gold" movie to be filmed in the area. With **SPRINGSTEEN**, **VANNA WHITE**, and **JON BON JOVI** to star, the film was said to need 20,000 extras. The phone numbers that **KDKB** gave for interested applicants were actually for the offices of controversial Governor **EVAN MECHAM**, who got over 1200 calls.

Detroit Mayor **COLEMAN YOUNG** spoofed **WCZY's** **DICK PURTAN** by conspiring with **JOE NOUNE**, who impersonates Young on Purtan's show. Nouné made his regular call to Purtan, but handed the phone over to the Mayor in mid-script. Channel 7 was on hand at both ends putting it all on video.

KRTH-FM/LOS ANGELES morning man **STEVE MORRIS** told listeners that all L.A. freeways would be closed for a month of repairs. The state's transportation bureau and Highway Patrol offices received hundreds of calls.

WAAF/WORCESTER-BOSTON's **BOB & ZIP** did their show with the studio clock set a half-hour ahead of the actual time. Because the stunt came the day after flooding had caused a series of power out-

ages, many listeners bought the bit, and **Bob & Zip** heard from a number of people who showed up for work 30 minutes early.

WKQX/CHICAGO sportscaster **PAT BENKOWSKI** played a recording by **CHICAGO BULLS** superstar **MICHAEL JORDAN** announcing his retirement from the **NBA**. Hundreds of calls later, **Q101** filled in the public on the hoax.

WCKQ/CAMPBELLVILLE, KY's **TOM McCLENDON** shocked listeners by staging the entrance of an irate listener into the studio where a heated discussion took place. McClendon was "shot," and the newsperson took over as the sound of yelling, screaming, and sirens wailed in the background. The police department was in on the spoof, and McClendon ended up making an on-air apology.

KBCO/DENVER used make-believe newscasts and futuristic commercials to take listeners on a theater-of-the-mind trip to the year 2027. Jocks and newsmen adopted characters for the 14-hour broadcast, which required two months of pre-production.

WLXR/LaCROSSE's **CHRIS SHEBEL** (now headed for **WDJX/LOUISVILLE**) aired the audio of "Wizard Of Oz" from a laser disc . . . **WPHD/BUFFALO's** morning team played four solid hours of various versions of "Louie, Louie."

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ME
HANGIN'
ON**

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- #1 NORWAY
- #2 U.K.
- #2 SWITZERLAND
- #3 DENMARK

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MANAGEMENT: JOYCE WILDE,
BIG M PRODUCTIONS

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DEBUT **36**
191/69 80%

ONE OF THIS WEEK'S
MOST ADDED

**ONE OF THE
MOST ADDED
RECORDS IN
THE U.S. FOR
3 CONSECUTIVE
WEEKS. NOW A
BREAKER**



MIKE SHALETT

VITAL SIGNS: MARKET RESEARCH

CONCERT AND RECORD SALES STATISTICS

Differences Among Male And Female Consumers

Three research projects we have done over the past three years have shown that men and women buy 60% and 40% of records sold, respectively. This column looks at several studies to determine where sex demographics of record buyers are going this summer, and why.

In 1969 *Rolling Stone* commissioned a study that revealed its readership, which reflected the nature of the newly emerging rock audience, was 80% male. Our Street Pulse Group data published in late 1983-early 1984 indicated that those numbers had shifted significantly toward females.

Our numbers portrayed a marketplace where six out of ten record buyers were male; the numbers for women had doubled in comparison to the *Rolling Stone* figures. The overall female numbers were 25% young teens. Conversely, the vast majority of male record buyers at that time were over the age of 18.

In July 1985 we looked at the age breakdowns of record consumers again. At that time we found that 20% of our overall sample was under 18 years of age, 37% was between 18-23, while 30% was between 24-35. An additional 12% were over 35 years old. The 60/40 ratio of males to females held strong. So did the fact that more of the female shoppers were under the age of 24. The older women were, the less likely they were to be record buyers. Nearly 70% of the over-35-year-old segment were men.

A year later, in the early summer of 1986, the 60/40 ratio held once again. In this national survey of 445 record consumers accessed via telephone, 263, or 59.1%, were male.

When their ages were broken down we found again that a majority of women record shoppers were under 24. Of note for the first time was the fact that women were staying in the consumer marketplace longer, age-wise.

Women Move To Fore

When we captured a Huey Lewis audience after the first of the year we found that 56% were male and 44% female. Within those percentages, the females were younger than their male counterparts.

Huey's lady friends cited new music and soft rock as their favorite types of music. The men we surveyed, however, tended to favor hard rock. This was especially true of men between the ages of 18-24.

Among the Lewis crowd, the men tended to have had more edu-

Sex Difference Highlights

Women

- Rock fans seem to network via word of mouth
- Tend to buy cassettes more often than men
- Majority of record shoppers are under 24

Men

- Lead women 60-40% in music purchases
- Are less concerned with price factors
- Control nearly 70% of 35+ purchases

cation. Thirty-seven percent of the men said they had graduated from college, attended grad school, or graduated from grad school, as opposed to 29% of women with the same amount of education.

Radio listenership broke down along sex demographic lines. Women in the audience were twice as likely to favor a CHR station as men. Men were more likely to favor an AOR station, though not in the same percentage.

From the data we collected about actual record purchases, more women claimed to have bought the "Fore" album, Lewis's latest, than men. Likewise, overall ownership of any Huey Lewis product was skewed female.

Heading out to a Pretenders date a month ago, we intercepted an audience that was 55% female. The women in attendance were younger than those who had attended Huey's concert (in the same town). Seventy percent of those females we talked to were 24 or younger, compared to 40% of the men.

Rock and new music were the fave raves of the women. More than half of the women said their favorite type of music was rock, while 23% favored new music. In both cases, these favorite types of music figures were higher than those of their male counterparts.

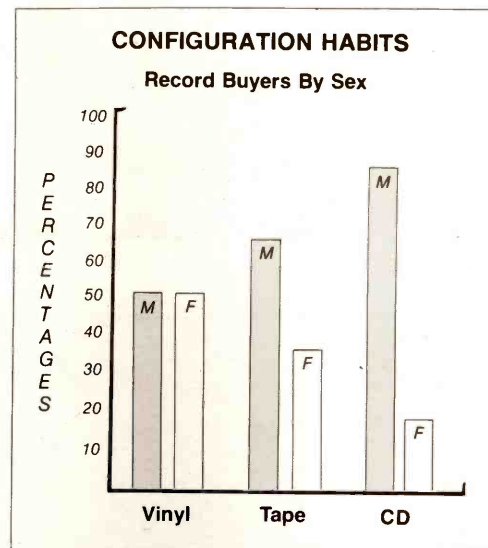
Word of mouth was significantly higher among women than men as a stimulus for discovering this particular concert. This was not true among the Huey Lewis female fans. The indication is that there is a network of female rock fans who turn each other on to music — the way heavy metal fans do!

When asked if they had bought any albums by the Pretenders, 63% of both the men and women questioned said they owned some product by the group. More men were likely to own "Get Close," the Pretenders' latest record. Many women (75%) were seeing the Pretenders for the first time. This was significantly higher than the percentage of men seeing the band for the first time.

David Lee Roth Shakes It At . . . Men

Where would you place David Lee Roth on the sex demo scale? Would you think he'd attract more women or men? Who is he busy shaking his tush to? On the night in question, we found men in a two-to-one ratio to women. Ten percent of the men were over 24 years old, while there were no women over 24. The audience totally categorized Roth as heavy metal.

You can also expect a heavier MTV influence among these fans,



particularly women. In the case of DLR's audience, women were far more likely to view the channel and other video shows than were there male counterparts. As record buyers, women were less likely to have followed through and bought product. We also discovered that more men than women, 55% as compared to 40%, had seen Van Halen's most recent tour.

More Sex Differences

Women tend to buy cassettes more often than their male opposites. When first entering a record store, young female record fans are more likely to hang out and browse. As age increases, however, males tend to spend a longer amount of time in the store, looking through the various bins.

Price is more of a factor with women when it comes to buying recorded music product. This is

true for every age group until we reach the over-35s. The hardcore male record shopper over the age of 35 discriminates when it comes to price, but it is very much a tertiary reason for shopping in a particular store.

Browsing in a record store is more of a feminine art. It is mentioned much more often by women record consumers than males. Men are in a particular store for selection. While the physical location of a store is also more important to women, our data indicates women will drive further than men to shop at a particular store.

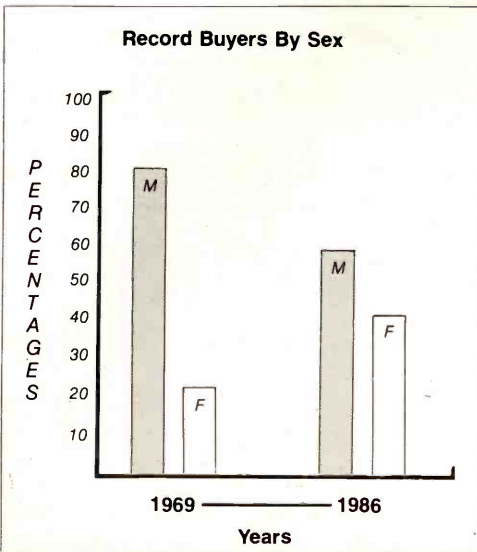
Female Networking

As revealed by the Pretenders' audience, networking is key among female record fans. Women are more likely to tape an album from a friend. They buy tape moderately (one to six tapes in the last three months); they buy tape according to price more than men; and they are more likely to tape someone else's records than men.

They are also more apt to tape songs off the radio than men are. In this regard there is one other important thing to note: women tend to prefer store-bought or pre-manufactured cassettes over their own recordings. Techno-comfortability still resides more in the masculine domain.

I doubt that we can expect to see a higher percentage of female participation in record buying this year. This summer's sales figures will probably fall in the precast 60/40 male/female ratio of the past several years.

Women are buying more records in pure volume, however. The networking principle, which long has been prevalent in record buying among men, is becoming a reality among women. They are no longer solely dependent upon the radio for their music. In response, radio stations should take a longer look at the records these women are purchasing. Such research will go a long way in clueing them in to future success stories.



the **RUTH**

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From The Album "Weapons Of Love" Produced And Engineered By Dennis Herring

Single And LP Arrive At Radio April 17th

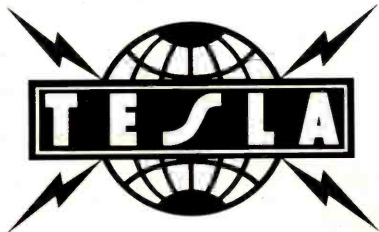
... And That's The Truth!



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WHHY WPFM
WKPE 99KG
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PRO-FM WMMS



GEFFEN RECORDS

RATINGS

ARBITRON FALL '86

Demographic Ranking Trends

Dallas

KVIL Combo Dominates Older Adults; KKDA-FM Remains On Top Of 18-34; KEGL First Choice Of Teens; KPLX Second Home To Adults

Su '86	Fa '86	12-17 Rank	Su '86	Fa '86	18-34 Rank	Su '86	Fa '86	18-49 Rank	Su '86	Fa '86	25-54 Rank
1	1	KEGL (CHR)	1	1	KKDA-FM	2	1	KVIL-AM & FM	1	1	KVIL-AM & FM
2	2	KKDA-FM (B/U)	7	2	KPLX	3	2	KPLX	2	2	KPLX
3	3	KTKS (CHR)	2	3	KTXQ	1	3	KKDA-FM	3	3	KKDA-FM
—	4	KHYI (CHR)	4	4	KVIL-AM & FM	4	4	KTXQ	10	4	KMEZ-FM
5	5	KTXQ (AOR)	3	5	KEGL	8	5	KLUV	8	5	KLUV
9	6	KSCS (Ctry)	6	6	KZEW	5	6	KEGL	6	6	KRLD
11	7	KZEW (AOR)	5	7	KTKS	7	7	KSCS	4	7	WBAP (Ctry)
13	8	KPLX (Ctry)	9	8	KMGC (AC)	14	8	KRLD	5	8	KSCS
6	9	KIVL-A/F (AC)	10	9	KLUV	16	9	KMEZ-FM (B/EZ)	7	9	KOZY
21	10	KRLD (News)	11	10	KOZY (AC)	11	10	KZEW	9	10	KMGC

Pittsburgh

WBZZ Teen And 18-49 Leader; WDVE Keeps 18-34 Crown; KDKA Regains Control Of 25-54; WLTX Makes Sizable Adult Gains

Su '86	Fa '86	12-17 Rank	Su '86	Fa '86	18-34 Rank	Su '86	Fa '86	18-49 Rank	Su '86	Fa '86	25-54 Rank
1	1	WBZZ (CHR)	1	1	WDVE	2	1	WBZZ	3	1	KDKA
2	2	WDVE (AOR)	2	2	WBZZ	1	2	WDVE	2	2	WWSW
3	3	WAMO-FM (B/U)	3	3	WAMO-FM	3	3	WWSW	9	3	WLTX
4	4	WYDD (CHR)	9	4	WLTJ (AC)	5	4	WHTX	6	4	WBZZ
5	5	WHTX (AC)	4	5	WHTX	7	5	WLTJ	4	5	WHTX
6	6	KDKA (AC)	5	6	WWSW	6	6	KDKA	5	6	WSHH
7	7	WWSW (AC)	6	7	WYDD	4	7	WAMO-FM	1	7	WDVE
10	8	WXXD (AOR)	8	8	KDKA	10	8	WYDD	7	8	WTAE
—	9	WLSW (CHR)	7	9	WMYG (Gold)	11	9	WSHH	8	9	WAMO-FM
12	10	WTAE (AC)	18	10	WSHH (B/EZ)	9	10	WTAE	10	10	WDSY (Ctry)

St. Louis

KSHE Steady As Gibraltar; KMOX 25-54 Leader; KEZK Increases 25-54 Ranking; KSD Gains In Teens And Young Adults

Su '86	Fa '86	12-17 Rank	Su '86	Fa '86	18-34 Rank	Su '86	Fa '86	18-49 Rank	Su '86	Fa '86	25-54 Rank
1	1	KSHE (AOR)	1	1	KSHE	1	1	KSHE	1	1	KMOX
2	2	KHTR (CHR)	2	2	KMJM	2	2	KMOX	2	2	KSHE
3	3	KMJM (B/U)	3	3	KYKY	4	3	KMJM	5	3	KEZK
4	4	KWK (CHR)	7	4	KSD	6	4	KSD	4	4	KSD
5	5	KYKY (AC)	4	5	KHTR	3	5	KYKY	8	5	WIL-FM
8	6	KSD (AC)	6	6	WMRY (AOR)	5	6	KHTR	3	6	KYKY
15	7	WESL (Re)	5	7	KMOX (Talk)	8	7	WMRY	6	7	KMJM
—	8	KATZ-FM (B/U)	8	8	KWK	9	8	WIL-FM	11	8	KLTH
18	9	KUSA (Ctry)	10	9	KUSA	7	9	KEZK (B/EZ)	10	9	KUSA
19	10	WCBW (CC)	12	10	KLTH (AC)	11	10	KLTH	7	10	WMRY

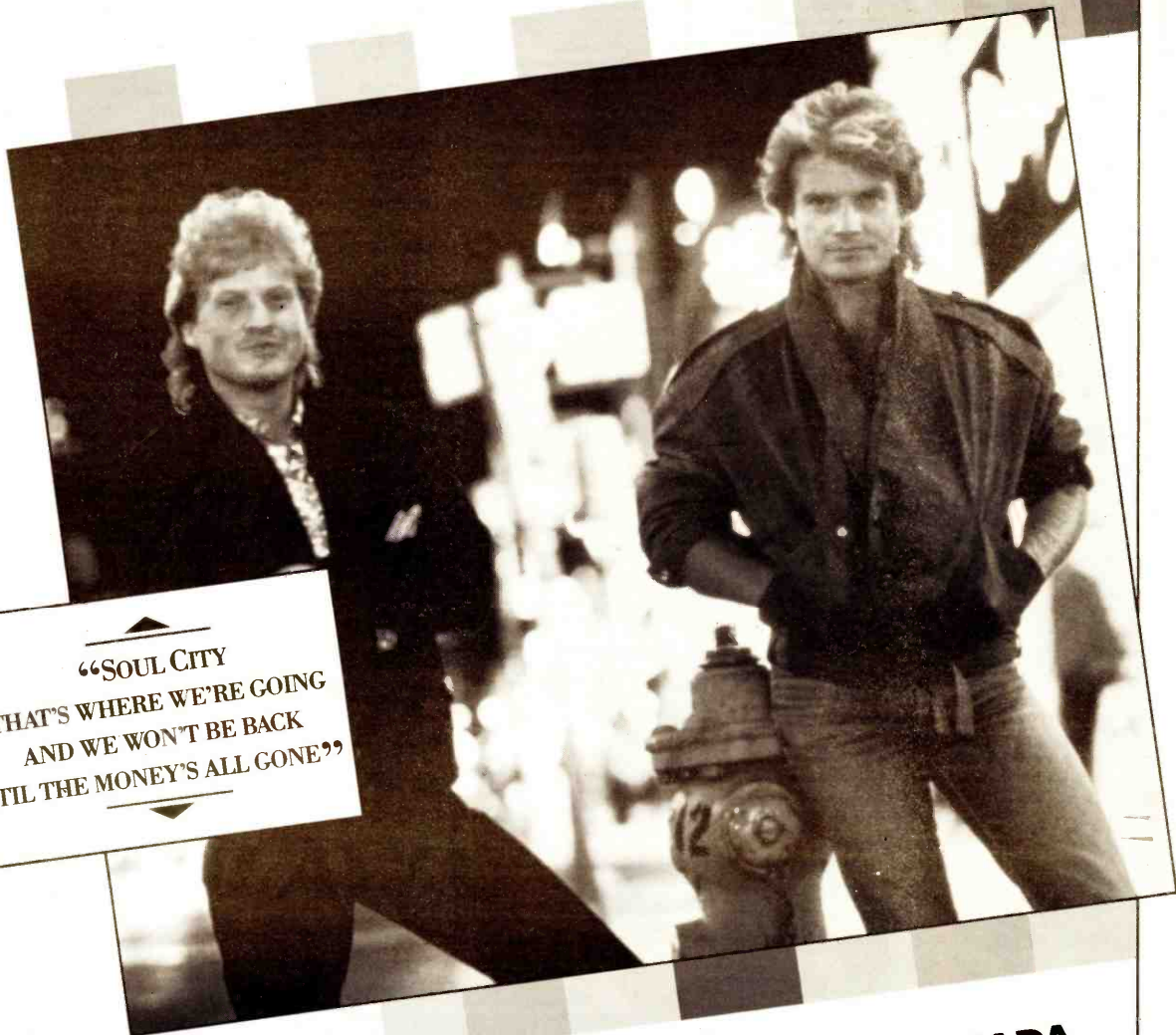
Baltimore

WBSB New Teen Titan, Gains In Young Adults; WLIF Reclaims 25-49 Crown; WXYV Still Leads Young Adults; WWMX Makes Good Debut

Su '86	Fa '86	12-17 Rank	Su '86	Fa '86	18-34 Rank	Su '86	Fa '86	18-49 Rank	Su '86	Fa '86	25-54 Rank
2	1	WBSB (CHR)	1	1	WXYV	1	1	WXYV	3	1	WLIF
1	2	WXYV (B/U)	3	2	WBSB	3	2	WBSB	2	2	WPOC
4	3	WYVY (AOR)	2	3	WYVY	2	3	WYVY	1	3	WXYV
7	4	WEBB (B/U)	—	4	WWMX (AC)	6	4	WLIF (B/EZ)	4	4	WBSB
—	5	WWMX (AC)	4	5	WVDC-FM	—	5	WWMX	7	5	WYST-FM
5	6	WROX (CHR)	9	6	WGRX (Gold)	4	6	WPOC	5	6	WBAL (N/T)
9	7	WWIN-FM (B/U)	8	7	WYST-FM	8	7	WYST-FM	11	7	WOSR
6	8	WWIN (B/U)	5	8	WWIN-FM	7	8	WWIN-FM	6	8	WYVY
8	9	WVDC-FM (AOR)	7	9	WPOC (Ctry)	5	9	WVDC-FM	8	9	WWIN-FM
15	10	WYST-FM (AC)	14	10	WWIN	12	10	WQSR (Gold)	—	10	WWMX

**PARTLAND
BROTHERS**

SOUL CITY



“SOUL CITY
THAT'S WHERE WE'RE GOING
AND WE WON'T BE BACK
'TIL THE MONEY'S ALL GONE”



ALREADY A SMASH ACROSS CANADA
BUILDING SUCCESS FROM THE SOUND UP

NETWORK FEATURE FILE

April 13 - April 17

MUSIC FEATURES

The Weekend

April 18 - April 19	
American Dance Trax (WO)	National Music Survey (WO)
Bunny DeBarge/Jocelyn Brown/Company B.	Manhattan Transfer/Cyndi Lauper/Simply Red
Lee Arnold On A Country Road (WO)	On The Radio (NSBA)
Reba McEntire/Mel Tillis/Ronnie Milsap/ Michael Martin Murphy/Dwight Yoakam	David Bowie
Click Clark's Rock, Roll & Remember (USP)	Party America (ABC)
Four Seasons	"Burglers" stars Whoopi Goldberg/ Bob Goldthwaite/Cameo/Bangles
Coast to Coast (AM)	Plain Rap Countdown (PRN)
Gregory Abbott	AC: Starship/Anita Baker/Shirley Murdoch/ Urban: Beastie Boys/Breakfast Club/ CHR: Club Nouveau/Crowded House/ Lou Gramm/Bangles/Kool & Gang Urban: Beastie Boys/Breakfast Club/ Donna Allen/Hipsway/Robbie Nevil
The Countdown (WO)	Powercuts (GSN/ABC)
Atlantic Starr/Full Force	Jon Bulcher/U2
Countdown America with Dick Clark (US)	RadioScope (RS)
Donna Warwick	Whispers/System/Reggie Haynes
Countdown USA (CUSA)	Reelin' In The Years (GSN/ABC)
Fleetwood Mac	Paul McCartney/Roy Davies
Country Closeup (PM)	Rock & Roll Never Forgets (WO)
Singers who write for singers: Waylon & Willie/ Eddie Rabbit/Dan Seals	Mamas & Papas/Joe Cocker/Rascals/ Stevie Nicks
Country Report Countdown (WRN)	Rock Chronicles (WO)
Restless Heat/Reba McEntire/ Les Greenwood	Steve Miller/Glass Tiger/Los Lobos/Europe
Country Today (MJJ)	Rock Of The World (MCA)
Staller Brothers	Eddie Money/Joan Jett/Europe
Rick Dees Weekly Top 40 (DIR)	Rock Over London (RI)
Exposé	Julian Cope
Dr. Demento (WO)	Rock Watch (USP)
Monty Python	Pat Benatar
Future Hits (WO)	Scott Shannon's Rockin' America Countdown (WO)
RED Speedwagon/Wang Chung	Crowded House/Janel Jackson/Joey Watley
Great Sounds (USP)	Sittin' In (WRN)
Jon James	Dwight Yoakam
Great Star-Ship (MCA)	Solid Gold Saturday Night (US)
Chicago/Billy Ocean/Miami Sound Machine	Early 70's soft rockers: Bread/Carpenters
Hot Rocks (USP)	Star Beat (MJJ)
REO Speedwagon	Anita Baker
Jazz Trax (JT)	Street Beat (MCA)
Najee	Luther Vanross/Tina Turner
King Biscuit Flower Hour (DIR)	Super Gold (TRAN)
Elton John Pt. 2	Rock's Top 10 artists 1960-69 (4/18)
Metahop (MJJ)	Johnny Rivers/1960/Lovin' Spoonful (4/19)
Michael Schenker	Superstars Rock Concert (WO)
Motor City Beat (USP)	Prince & The New Power Generation (4/24)
Billy Preston	That's Love (WO)
Scott Muni's Ticket To Ride (DIR)	Cherise Khan/Angie Dickinson/Daryl Hall
Beatie authors	Top 30 USA (CBSR)
Musical! (WO)	Music Shop: Piano Man/Dwelling Banjos
Oscar winning composers/High Button Shoes/ Sydney Sheldon	Boogie Woogie Bugle Boy/Guitar Man
Musical Starstreams (FF)	Weekly Country Music Countdown (USP)
Patrick O'Hearn	Restless Heart

The Week Of

April 20 - April 24	
British Wax Museum (RI)	Country Calendar (CW)
Who/Squeeze/Trogs/Rolling Stones/ Moody Blues	Kathy Mattea/Nanci Griffith/Lee Greenwood/ Pete McEntire/Richard Starbuck/ Louise Mandrell/Teddy Greenly
Classic Cuts (MJJ)	Country Comments (WO)
Bob Dylan	Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley
Country Calendar (CW)	Country Datebook (US)
Kathy Mattea/Nanci Griffith/Lee Greenwood/ Pete McEntire/Richard Starbuck/ Louise Mandrell/Teddy Greenly	Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones
Country Comments (WO)	Earth News (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Scott Valentine/Asleep At The Wheel/ Lionel Chetwynd/U2/Harold Ramis
Country Datebook (US)	Encore With Jim Lange (WO)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	In: Nat King Cole
Country Comments (WO)	In Concert (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Elton John
Country Datebook (US)	Legends Of Rock (NBCE)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Fleetwood Mac Pt. 1
Country Comments (WO)	Line One (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Bryan Adams
Country Datebook (US)	Live From Gilley's (WO)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Johnny Lee
Country Comments (WO)	Miller Sound Express (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Chaka Khan
Country Datebook (US)	Off The Record (WO)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Deep Purple/Steve Winwood/ Robert Gray Band
Country Comments (WO)	Off The Record Special (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Steve Miller
Country Datebook (US)	Pioneers In Music (DIR)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Rock 'N' Roll storytellers: Tom Petty/ John Mellencamp/Elvís Costello
Country Comments (WO)	Pop Concerts/Star Trak Profiles (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Jackson Browne concert/Dobie Brothers profile
Country Datebook (US)	Psychedelic Snack (MBS)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Paul Revere/Billy Preston/David Gilmour
Country Comments (WO)	Rock & Roll Never Forgets (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Warren Zevon/Cat Stevens/Yes
Country Datebook (US)	Rockline (GSN/ABC)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Night Ranger
Country Comments (WO)	Rock Today (MJJ)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Stevie Nicks
Country Datebook (US)	Shootin' The Breeze (WO)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Herb Alpert/Surface/Jocelyn Brown
Country Comments (WO)	Solid Gold Country (USP)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	1970: Glen Campbell/Rate VanHoy/ April #1 hits/Elvis Presley
Country Datebook (US)	Solid Gold Scrapbook (US)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Turtles/Help me!/Roy Orbison/1965/Rock & Roll Hall of Fame
Country Comments (WO)	Special Edition (WO)
Charley Pride/Forester Sisters/Gary Morris/ David Allan Coe/Bruce Hornsby/ Janie Fricke/Keith Whitley	Gladys Knight
Country Datebook (US)	Star Trak (WO)
Dolly Parton/Dottie West & Kenny Rogers/ Ricky Skaggs/Glen Campbell/ Charly McClain/Michael Johnson/ Lacy J. Dalton & George Jones	Paul Simon/Michael J. Fox/Thompson Twins

GENERAL INFORMATION

American Focus (FY)	The Blimp (PM)
David Brenner	Bowling/Unfair termination/Citrus rustlers/ Lab animal protests/College freshman jitters
Campbell's Playhouse (PIA)	Computer Program (PM)
"Craig's Wife"	Stores offer instruction/Care & maintenance of home computers/Guide to repairs/ Marketing computer programs
Car Show Coast To Coast (SCGI)	Costas Coast To Coast (CW)
Review of '87 Pontiac STE/William Baker/ Listener phone calls	Steve Howe
Golden Age Of Radio (PRN)	Health Care (PIA)
A Man Called X with Herbert Marshall/ Nightbeat with Frank Lovejoy/Dangerous Assignment/Barry Craig confidential investigator/Dr. Sixgun	The night to health care
Personal Finance Digest (JPB)	Personal Finance Digest (JPB)
Used car shopping/Franchises	Used car shopping/Franchises
Sylvia Porter's Personal Finance Report (REMNN)	Public Affairs (PIA)
Oil co-ops/Churning/Bed & breakfast/ Buyer's remorse/Managing savings	Search for solutions
Reviewing Stand (PIA)	Same Time . . . (RRC)
"Contra Problems," William Croft/ "Innocence Lost," Geraldo Rivera/"In Self Defense," John McSweeney	Draucis Pt. 1
Sound Advice (PM)	Sports Explosion (PIA)
Basic trouble shooting/Warranties/Record handling/Avoiding record damage/Care & cleaning of records	Larry Robinson/Dot Ganey/Patrick Roy/ Bucky Dent/Dan Dierdorf
Sports News Report (CW)	Sports Flashback (CW)
Dale Brown/Spaky Anderson/John McNamara/Joe Piscopo/Charlie Kertel/ Tom Reich/Hal Lanier/Tony Kubek/ Jim Kaat	'62 Mets/'56 World Series/Patterson- Johansson fight/World Series scoreless innings/ '87 Heavyweight title fight/ Stan Musial's RBI record/Harry Carey's famous line
This Date In Baseball History (DIR)	Travel Holiday Magazine (CW)
Mauri Wills/Craig Nettles/Pee Wee Reese/ Bob Feller/Mickey Mantle's homer	New Guinea
Wireless Flash (CRN)	Working Out (JBI)
Tony Curtis/Perry King/REO Speedwagon/ Big Audio Dynamite	Volleyball/High Energy Fuel/Muscle Cramps/ Swimming/Wrist Weights

COMEDY

All My Children Update (PRN)	Comedy Hour (MJJ)
Julie is in dire need of her diary/Enca bombs with Stewart's ex/Adam commits original sin/Donna tells Vinie something Amiee gets her tips	Ward Al Yankovic/Bette Midler/Albert Brooks/ Woody Allen/Rodney Dangerfield
Comedy Show With Dick Cavett (CW)	Comedy Spot (CW)
Bill Cosby/Tim Conway/Bob Newhart/ Mel Brooks/Carl Reiner/Robin Williams/ Richard Pryor/Rodney Dangerfield/ Woody Allen/Billy Crystal	Galagher/Erma Bombeck/Kip Adotta/ Myron Cohen/Howie Mandel
Daily Feed (DCA)	Fun Factory (PM)
Jim & Tammy & Jerry & Jessica/Tokyo calling/ Fairness doctrine explained/Moscow girls make me shout/Sloving summer practice runs	H&R Catlock/Beastie Boys/Ronjovi/ Gorbachev on the town
Laugh Machine (PM)	Jackie The Joke Man (OHR)
Monty Python/Emo Phillips/Bill Cosby/ Kip Addotta/George Carlin	What bust/Planned transparency/ McJagger's blubber rubber/Reaching for flies
Mel Blanc's Blankety Blancs (ASR)	Large Lampoon's True Facts (PRN)
No ears/Bird dop/Lead pencil/Bed of spikes/ Lunch ranch	Bat bath Number/Dope grobe/Cow carpet/ Bad example/Guilt by association
United Spots Of America (ASR)	Party Drop-Ins (ASR)
Brewski Beer/Songs that didn't make it/ Barman/Good. HAAT/Three guys named Bob/Everything TV promo	Home computers/MTV/Captain Kangaroo workout/Powder fluff/Pernient pursuit

NETWORKS/ PROGRAM SUPPLIERS

ABC - ABC Radio (212) 887-7777	AP - Associated Press (202) 955-7200
AM - American Media (414) 873-3100	ASR - All Star Radio (213) 850-1169
ASR - All Star Radio (213) 850-1169	CBS - CBS Radio (212) 975-4321
CBS - CBS Radio (212) 975-4321	CBSR - CBS Radio Radio (212) 975-4321
CBSR - CBS Radio Radio (212) 975-4321	CN - Copley Radio (619) 293-1818
CN - Copley Radio (619) 293-1818	CUSA - Countdown USA (415) 383-7302
CUSA - Countdown USA (415) 383-7302	CW - Clayton Webster (314) 725-5070
CW - Clayton Webster (314) 725-5070	DCA - DC Audio (202) 638-4222
DCA - DC Audio (202) 638-4222	DIR - DIR Broadcasting (212) 371-6850
DIR - DIR Broadcasting (212) 371-6850	FF - Frank Forest Productions (415) 383-7827
FF - Frank Forest Productions (415) 383-7827	FY - Focus On Youth Radio (609) 452-1150
FY - Focus On Youth Radio (609) 452-1150	GSN - Global Satellite Net (618) 906-1888
GSN - Global Satellite Net (618) 906-1888	JT - Art God's Jazz Trax (619) 238-9228
JT - Art God's Jazz Trax (619) 238-9228	JBI - Jamison Broadcast (202) 328-3283
JBI - Jamison Broadcast (202) 328-3283	JPB - James Paul Brown Entertainment (800) 345-2354
JPB - James Paul Brown Entertainment (800) 345-2354	MBS - Mutual Broadcasting (703) 685-2000
MBS - Mutual Broadcasting (703) 685-2000	MCA - MCA Radio (618) 777-5775
MCA - MCA Radio (618) 777-5775	MJ - MJ Broadcasting (212) 245-5010
MJ - MJ Broadcasting (212) 245-5010	NBC - NBC Radio (212) 664-4444
NBC - NBC Radio (212) 664-4444	NP - Newwood Productions (212) 755-3320
NP - Newwood Productions (212) 755-3320	NSBA - NSBA Network (213) 306-8009
NSBA - NSBA Network (213) 306-8009	OHR - Off Hour Rockers (516) 628-1490
OHR - Off Hour Rockers (516) 628-1490	PM - Promedia (212) 585-9400
PM - Promedia (212) 585-9400	PIA - Public Interest Alliance (212) 943-8888
PIA - Public Interest Alliance (212) 943-8888	PRN - Premiere Radio Network (213) 467-2466
PRN - Premiere Radio Network (213) 467-2466	REMNN - REMNN Communications (212) 302-9120
REMNN - REMNN Communications (212) 302-9120	RI - Radio International (212) 302-1670
RI - Radio International (212) 302-1670	RRC - RRC Radio (212) 618) 795-4988
RRC - RRC Radio (212) 618) 795-4988	RS - Radicoop (213) 969-0011
RS - Radicoop (213) 969-0011	SCGI - Starstream Communications (713) 781- 0781
SCGI - Starstream Communications (713) 781- 0781	SI - Synokate II (818) 841-9350
SI - Synokate II (818) 841-9350	SMN - Satellite Music Network (800) 527-4692
SMN - Satellite Music Network (800) 527-4692	SYN - Synokom (415) 366-1761
SYN - Synokom (415) 366-1761	TRAM - Transtar (213) 480-6383
TRAM - Transtar (213) 480-6383	USP - United Stations (703) 276-2900
USP - United Stations (703) 276-2900	WRN - Weekend Radio Network (800) 548- 7474
WRN - Weekend Radio Network (800) 548- 7474	WO - Westwood One (212) 204-5000

CLOSED CIRCUIT



Terry Redding



Charles Moger

New Shows

Westwood One takes us back to the era of ballrooms and hotels with "Puttin' On The Ritz," a three-hour tribute to the Big Band era. Hosted by **Jim Lange**, the show will feature the **Dorsey Brothers**, **Glenn Miller**, **Guy Lombardo**, **Benny Goodman** and others.

Show airs week of April 20. (213) 204-5000. **ABC** features two specials the weekend of April 24-26. "Music Of America" highlights the **Oak Ridge Boys** and **Gary Morris**. Also, "Super-groups," with **Eric Clapton** and members of his '87 band: **Phil Collins**, **Nathan East**, and **Greg Phillinganes** (212) 887-7777. . . . **Oblate Media**

will soon be distributing "Secret Of Dominion," an action packed sci-fi drama series. Contact **Mary Bauer**, (618) 277-4900. . . . **The Creative Radio Network** premieres its 10-hour mini-series "The Pop Years" on **WPNP/Philadelphia**, later this month. Show will be available to the rest of the country in May. (800) 392-9999. . . . **NBC** has debuted "Today In History," a daily short feature documenting life in almanac style. (212) 664-4444.

Program Notes

REMNN Communications announces two upcoming specials.

"**Bon Jove: Wanted Dead or Alive**" airs April 24, and "**Paul Simon** - Grandland Specials" happens July 4. (212) 302-9346.

People

Personal advice specialist **Dr. Joy Browne** joins **ABC Talkradio** for midday duty from **WABC/New York**. . . . Two appointments at **Starstream Communications**, as **Terry Redding** joins as Promotion Manager for the "Budweiser Showdown." Also there, **Charles Moger** is named Account Executive for the "Seagrams Talent Search."



KEN BARNES

ON THE RECORDS

FIRST QUARTER SURVEY

New Artists Hold Their Own

Every quarter about this time I tally the number of new artists broken by each format. With all the emphasis placed on new music by record labels recently, the total number for First Quarter 1987 was flat (two down from FQ '86's total). But stats for individual formats, as well as the sheer variety of new artists breaking through, were encouraging.

Summarizing, CHR, Country, and Black/Urban were off a bit compared to a year ago (a more valid basis of comparison than last quarter, as record releases are somewhat seasonal), while AOR and AC were up. Here's how new artists fared format by format.

CHR Cinderella Stories

CHR was responsible for first breaking seven acts this past quarter, down from nine last year at this time but up from 1985's total of five. The big seven were:

- Beastie Boys
- Breakfast Club
- Cinderella
- Crowded House
- Expose (tie w/ B/U)
- Hipsway
- Bruce Willis

Since CHR is a variety format, you'd expect a mixed bag of artist breakthroughs, and you would not be disappointed. You got a rap/metal fusion/outrage trio, Madonna's early band in a revamped incarnation, a new pop-metal aggregation, New Zealand's biggest hitmakers, a Miami danceclub phenomenon, a Scottish dance-pop act, and a famous actor moonlighting as a soul singer.

Because CHR is also a cream-off-the-top format (theoretically taking the most mass-appeal hits developed by other formats), I added another classification for these new-artist surveys: Tag-alongs. These are artists recently broken in another format that had their first hit in the specific format under study (CHR in this case).

This category favors CHR by a wide margin this quarter, with AC (which follows both CHR and B/U frequently) also showing a significant number of tag-alongs. AOR and Black/Urban, which usually break their hit artists first, show up negligibly for tag-alongs, while Country, for the most part off in an artist universe all its own, doesn't show at all.

CHR had nine tag-alongs in addition to the artists it broke first. These artists enjoyed their first CHR hits in the first quarter:

- Club Nouveau (CHR was on the late freight on this one)
- Robert Cray (from AOR)
- Cutting Crew (AOR)
- Chico DeBarge (B/U)
- Europe (AOR)

- Lou Gramm (AOR)
- Jeff Lorber f/Karyn White (B/U)
- Jody Watley (B/U)
- World Party (AOR)

Five from AOR, four from B/U, providing a solid balance of artists new to the CHR audience.

AOR Copes With New Artists:

Good quarter for AOR — six new artists (plus three more technicalities that under an extremely broad definition of new artist might qualify) broken, double last quarter's three — but still below 1985's ten.

I disallowed the Gregg Allman Band (a comeback but not strictly new), Patty Smyth (technically her first solo effort, but the last LP was billed as Patty Smyth & Scandal), and the Barbusters (adding Michael J. Fox to Joan Jett & the Blackhearts does not create a new act).

Still, AOR broke the following half-dozen:

- Julian Cope
- Cult
- Cutting Crew
- Frozen Ghost
- Lou Gramm
- Rob Jungklas

AOR also tagged along with Crowded House after CHR broke them.

Black/Urban: Showing Out On Top

Black/Urban has consistently broken more acts than any format since I've started tracking this data, and once again it takes the

First Quarter '87 New Artist Format Scoreboard

Total New Artists Broken: 30
(First Quarter 1986: 32)
(First Quarter 1985: 27)

Format	FQ 1987	FQ 1986	FQ 1985
B/U	9	11	9
CHR	7	9	5
AOR	6	3	10
Country	6	8	2
AC	2	1	1

lead. (Could the precipitous chart drops once records hit their peaks, which open more chart room to new records, have anything to do with this?)

Anyway, B/U registered nine new breakers, same as 1985 at this time but off from 1986's 11. They were:

- Blake & Hines
- Bunny DeBarge
- Expose (tie w/ CHR)
- Georgio
- Madhouse
- Mel & Kim
- Millie Scott
- Surface
- Jody Watley

The Class of March '87 includes two duos (one from England), a

new Princee project, the former female lead of Shalamar, and the latest entry in the DeBarge of the Month Club (Bunny becomes the third to break solo from the DeBarge family unit). Apropos of nothing, if that British duo mentioned earlier toured with John Cougar, would it be billed as John Cougar/Mel & Kim?

B/U had one tag-along, giving Bruce Willis some respect shortly after his CHR achievement.

Country: Keeping Up The Pace

Country has certainly turned the corner for accepting new artists. This quarter, even discounting a few comebacks and the Trio, six new artists hit the chart for the first time this quarter. Although eight accomplished this feat in 1986's first quarter, let's also remember that only seven managed it in all of 1985 (two in the first quarter).

The new Country hitmakers:

- Nanci Griffith
- Highway 101
- Tim Malchak
- K.T. Oslin
- Shooters
- Ricky Van Shelton

Two male vocalists, two female singers, and two groups (one with a female lead vocal, one male) — pretty close to the perfect balance.

AC Doubles: One To Two

When I reported AC showed an increase in breaking new artists this quarter, I fudged a little — the increase was from one last year at this time to two. Inexplicably, both artists broke in the same week, though what connection China Crisis has with the Burns Sisters Band remains fuzzy.

AC is the second-strongest tag-along format, however, with four artists making their AC hit debut following earlier success elsewhere: Miki Howard (from B/U), Shirley Murdock (ditto), Restless Heart (from Country, a healthy sign for Country's crossover prospects), and Bruce Willis (CHR).

Full-Service AC did not break an artist of its own, but did follow up on a ton of AC Breakers, plus Restless Heart.

Watch for second-quarter New Artist information sometime in July, when we'll see if the climate improves or worsens.

Crowded House went over the top after several months

Breakfast Club nourished the CHR format

AOR doesn't break new artists? World, shut your mouth

Jody Watley told Shalamar hasta la vista baby and scored multi-format success.

K.T. Oslin broke down Country's wall

MUSIC WELL WORTH SEEING.

CHINA



CRISIS

ON TOUR NOW

APRIL 9	VANCOUVER, BC
APRIL 10	SEATTLE, WA
APRIL 11	PORTLAND, OR
APRIL 13	BERKELEY, CA
APRIL 14	SANTA CLARA, CA
APRIL 15	SAN FRANCISCO, CA
APRIL 17	LOS ANGELES, CA
APRIL 18	SAN JUAN CAPISTRANO, CA
APRIL 19	SAN DIEGO, CA
APRIL 21	PHOENIX, AZ
APRIL 23	BOULDER, CO
APRIL 25	KANSAS CITY, MO
APRIL 27	ST. LOUIS, MO
APRIL 28	MILWAUKEE, WI
APRIL 29	MINNEAPOLIS, MN
APRIL 30	CHICAGO, IL
MAY 1	DETROIT, MI
MAY 2	CLEVELAND, OH
MAY 3	SPRINGFIELD, OH
MAY 5	PITTSBURGH, PA
MAY 7/8	NEW YORK CITY, NY
MAY 9	PHILADELPHIA, PA
MAY 10	WASHINGTON, DC
MAY 12	PROVIDENCE, RI
MAY 13	BOSTON, MA
MAY 14	LONG ISLAND, NY
MAY 16	TORONTO, ONTARIO
MAY 17	MONTREAL, QUEBEC
MAY 18	OTTAWA, ONTARIO
MAY 19	WATERLOO, ONTARIO
MAY 20	KINGSTON, ONTARIO

what price paradise

THE NEW ALBUM FROM CHINA CRISIS
PRODUCED BY CLIVE LANGER
AND ALAN WINSTANLEY
ON A&M RECORDS

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DATEBOOK

SEAN ROSS

Mr. Ed As A Force For Evil

MONDAY, APRIL 20

1981/John Phillips begins a 30-day prison term for possession of cocaine. The rest of his five-year sentence will be traded for 250 days of community service.

1983/The L.A. Times reports that Marie Jahan was used as a body double for Jennifer Beals in "Flashdance." Beals then helpfully volunteers that Jahan did all her dancing, something her producers then deny.

1985/"We Are The World" goes #1 in Britain for two weeks.

1986/Ironton, OH evangelist Jim Brown announces that the theme from "Mr. Ed" includes such Satanic messages as "The source is Satan" and "Someone sung this song for Satan." Also, Ted Nugent strips a 19-year old female fan down to her boots and panties than leaves the stage with her. He's allowed to get away with this, he says, because "I did such a good job, they didn't have the heart to arrest me."

Born: Lionel Hampton 1913, Ollie Brown (& Jerry) 1953

TUESDAY, APRIL 21

1971/Andy Warhol's most lasting contribution to rock & roll, the Rolling Stones' "Sticky Fingers" LP is released.

1974/Dolly Parton and Porter Wagoner perform together for the last time, save a few tape-splice duets.

1977/After fleeing the draft, Jesse Winchester plays his first American show in ten years.

1982/Joe Strummer misses a rehearsal and goes AWOL from the Clash. The British press reports this as something akin to Agatha Christie's disappearance and issues day-to-day reports by people who think they've seen him.

1986/Southern Pacific's State Department-sponsored tour of Europe is cancelled because of overseas tension. Kim Wilde and Nik Kershaw headline the first of five Greenpeace benefit nights at Albert Hall. Other nights feature the Cure and Echo & the Bunnymen.

Born: Iggy Pop 1947, Robert Smith (Cure) 1959

WEDNESDAY, APRIL 22

1969/"The Ballad of John and Yoko" is recorded on the same day that John Lennon takes "Ono" as his middle name.

1976/Johnny Taylor's "Disco Lady" becomes the first platinum single.

1978/At Bob Marley's "One Love" concert, his first in Jamaica since being shot, he persuades the Prime Minister and opposition leader to shake hands on stage.

1980/WBLS/New York sponsors a "Celestial Gala" fundraiser with Phyllis Hyman and Bobby Short at New York's Hayden Planetarium.

1986/Prince cancels his European tour plans. And music attorney Brian Rohan is arrested at Paul Kantner's home for tax evasion and his 1975 Mercedes is impounded. Rohan claims that as a non-resident of California, he didn't think he had to pay state tax.

Born: Glen Campbell 1938, Peter Frampton 1950.



Glen Campbell, Peter Frampton, Roy Orbison, Albert King

THURSDAY, APRIL 23

1964/John Lennon is honored at a London literary luncheon for "In His Own Write."

1965/The Four Tops' "I Can't Help Myself" released.

1975/27-year old Badfinger guitarist/songwriter Peter Ham hangs himself.

1986/A whole bunch of things are gonna stop us now #1: the ongoing terrorism crisis leads Starship to cancel its European tour. Grace Slick announces, "Even the shopping isn't worth it." Also Roy Orbison buys a new home in Malibu for his 50th birthday.

Born: Roy Orbison 1936, Narada Michael Walden 1952.

FRIDAY, APRIL 24

1959/The Drifters' "There Goes My Baby" is released.

1970/A whole bunch... #2: Grace Slick is refused admission to Tricia Nixon's White House tea party because she tries to bring Abbie Hoffman with her.

1981/The Police begin recording "Ghosts In The Machine" at Monserrat.

1984/Hollywood's Walk of Fame committee announces that Rick Dees will get a star.

1986/Lionel Richie cancels his European tour plans. Also, Fela Kuti is released after 18 months of a five-year prison sentence in Lagos.

Born: Barbra Streisand 1942, Richard Starban (Oak Ridge Boys) 1944, Fish (Marillion) 1958.

SATURDAY, APRIL 25

1974/Gregg Allman insists that the Allman Brothers aren't breaking up.

1975/Sources close to Elvis Presley insist that he'll be in "A Star Is Born," which will then be retitled "Rainbow Road."

1969/BB King returns from a monthlong tour of the Soviet Union and compares it to his well-known prison concerts.

1980/Commodores member Ronald LaPreard marries Jacqueline Echols in Tuskegee. The two must honeymoon on the group's 95-date tour.

1982/Rod Stewart is robbed at gunpoint in broad daylight on L.A.'s Sunset Blvd. The British Safety Council later praises him for not "having a go" with the robber, despite the 1966 advice of a London Ass't Police Commissioner that has been responsible for over 200 robbery victims being killed.

1986/Thieves steal \$50,000 in equipment from Joe Ely's motel in San Francisco, none of which is insured. Also Grace Jones, Andy Williams, Barbara Walters, and Andy Warhol are among the guests at the Arnold Schwarzenegger/Maria Shriver wedding. And Julian Lennon and Whitney Houston appear on "American Bandstand" together.

Born: Roger Taylor (Duran Duran) 1960, Gary Wright 1945, Duane Eddy 1938, Bill Lyall (Pilot) 1953.

SUNDAY, APRIL 26

1969/A Baltimore "rally for decency" becomes a riot when special guest James Brown doesn't appear as promised.

1973/White Bird must flee: David LaFlamme is kicked out of R's A Beautiful Day and is replaced on violin by Jascha Heifetz's nephew.

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ADAM WHITE

RECORDS

New Approaches To Market New Music

Talk to record people in artist development or promotion, and they'll likely agree that the set-up for releases by new and developing acts is more difficult than ever. The competition is more intense, and radio programmers, retailers, and all those who bring music to the consumer are increasingly sophisticated about the process itself.

Promotional campaigns to ensure that the music gets a fair listen — or a fairer listen than the competition gets — need more effort and creativity than before. Here's a brief look at three recent examples.

Virgin's Cutting Crew And Compilation CD

With the Cutting Crew, Virgin Records was introducing both the act and the label. The single was an international hit last fall, notes VP/National Promotion Phil Quartararo. "When I came here in October, it was one of the first things that (Virgin US Managing Directors) Jeff Ayeroff and Jordan Harris and (Virgin UK chief) Simon Draper played me," he says. "I wanted to lead off with it, not only as the first single and album, but also as the kick-off act because I felt they had a lot of pop potential."

By way of conventional tactics, Quartararo sent cassettes of the Crew's album to radio, as well as a tape loop of the single. More unusual was "Young Virgins," a compact disc compilation of forthcoming Virgin product with "I Just Died In Your Arms" as the leadoff cut. Two February conventions, Gavin and NARM, were seen as ideal distribution points for the CD to familiarize people (including the Atlantic and WEA staffs) with the label and its music.

Quartararo says Virgin's own CD manufacturing sources in Britain played a vital role. "We were able to get it made inexpensively, and in only 14 days. I knew if I really hustled I could put the Crew on there and help get them introduc-



Phil Quartararo

ed." At the beginning of the year, he adds, sampler CDs were unusual, "so it was a new idea, and very effective. Now in the last four weeks, I've seen three of them." The Virgin exec agrees that industry interest in the company's debut has been a plus factor. "As good as the record is, a lot of people wanted to be part of the first release," he says. "We didn't take it for granted, but a lot of friends were pulling for us." That said, Quartararo adds, "It's a favor to add a record early, but when a record reacts the way the Crew does, that's not a favor. That's the record's own legs."

Giving Radio The Quality Option

To follow through on the reception given to "Young Virgins," Quartararo is currently considering a second CD sampler. "It's a promotional tool we like, and one we certainly intend to use again."

Giving radio the option of CD-quality sound is a useful marketing position for the company, in his view.

Quartararo concludes, "A lot of labels starting up do so with big splashes, parties, hoopla, and so on. For the most part, we've tried to do everything low-key. That's by design. We want the music and our people to speak for themselves."

MCA Hits Radio, Retail First

To introduce the Breakfast Club, MCA devised a decidedly high-key campaign with a series of related audio/visual materials spun off from the band's name. There's always a risk that such visible efforts will be seen as hype, but VP/Artist Development Liz Heller says that a label must be sure an artist's music has substance, or else the waste of time and expense is considerable. "If the record is not there, it's real tough," she comments. "It's like trying to get people excited about marketing a movie that's going to open for a week."



Liz Heller

Heller explains that "breakfasts" in six cities in February were organized by MCA branches to introduce the Club to radio and retail. They were deliberately geared away from media publicity angles, she says. "There was a great turnout, and that really helped the awareness factor."

The campaign's promotional centerpiece was a "cereal box," containing the first single, video, bio, T-shirt, and poster. "We're proud that it not only shows commitment to the act," states Heller, "but also that it looks great, that there's such attention to detail." Naturally the breakfast theme was extended to the video clip and trade advertising.

With such an elaborate campaign, coordination is crucial, and the MCA VP notes that six months of company-wide work was involved in this case. Is the internal enthusiasm as important as the external campaign? "It's important



DOG DAYS — It's strategy time at Critique Records, the Boston label now distributed by Alco. Discussing the NewCity Rockers' update of "Black Dog" are (l-r) Critique President Carl Strube, video director John Lindauer, bandmember Ken Kozdra, producer Cliff Goodwin, and Critique Director/National Promotion Michael Patt.

"If a record is not there, it's real tough. It's like trying to get people excited about marketing a movie that's going to open for a week."

—Liz Heller, MCA

can measure that in the first four to six weeks of a record's release." The same applies when watching the competition, he says. "Often you see great talent and potential in a new project, but it doesn't succeed. You wonder whether the label concerned could have drummed up a bit more excitement, rather than what appears to be just shipping the record and seeing what happens."

The Music Isn't Enough

Continues Coakley, "Sometimes there's great music which doesn't get enough focus or push, so what's in the grooves isn't enough. If you can't get it played and heard, all the critical raves from the press aren't going to sell a lot of records. You really do have to set something up correctly. Conversely, it's true that you can do the greatest advance job in the world, but if the music isn't there, nobody's going to care because the consumer doesn't care."

for an understanding of who made the music," she responds. "If you release the record and everyone who works at the label can honestly be excited about the act and say, 'This is who they are,' then it makes all the difference."

Arista Stresses Information

Artist identity was a vital part of Arista's set-up for the KBC Band last fall. Its use of an overnight mailer resembling a FedEx package ("Key Business Correspondence") drew praise, and the band's history was exploited via a Pete Frame-type "family tree" bio.

Sr. Director/National AOR Promotion Sean Coakley says, "We wanted to make it clear we were introducing a new group, while at the same time exploiting the group's past to best advantage. We also agreed that we wanted to package everything to make it really noticeable."

The result was favorable, according to Coakley. "I think it made radio pay a little more attention that they might otherwise initially, and that's really what you hope to do. Also, from my standpoint dealing with rock radio, I'm constantly asked by programmers to provide as much information as possible on artists so their jocks have something to say."

For developing artists, that's essential. "With a new band no one's ever heard of, the advance campaign can be so instrumental in helping build the story. You really



Sean Coakley

If the nuts and bolts of these campaigns sound simple, don't be deceived. In addition to the details above, there was a great deal of below-the-line activity at each label. As those interviewed would be the first to point out, successful campaigns are won in the field. Execution is everything.

RPM

The National Association of Independent Record Distributors and Manufacturers (NAIRD) holds its 1987 convention in San Francisco April 30-May 3. The event features speakers, seminars, workshops, awards, and exhibits, all keyed to the indie sector. More information from (609) 665-6636.

Atlantic Chairman/CEO Ahmet Ertegun will be the recipient of the annual Irvin Feld Humanitarian Award next month, presented by the National Conference of Christians and Jews. He'll be feted at a black-tie dinner at Manhattan's Waldorf-Astoria Hotel April 27.

CD-only label Rykodisc has a new catalog with details of its releases by Jimi Hendrix, Frank Zappa, Richie Havens, and Devo, among others. Call (617) 744-7678.

David Fishof Productions, which presented last year's Monkees tour, is packaging more '60s groups for the road this summer. The "Classic Superfest" roadshow will feature the Turtles, the Byrds, Mark Lindsay, Herman's Hermits, the Grass Roots, and (for select dates) Tommy James & the Shondells.

SOUND ADVICE

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KCPX 28-24	WBBQ add	OK100 add	KOZE 7-5 (HOT)
KITS 18	KSND 39-35	KNAN 33-28	KTMT 3-2 (HOT)
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Q105 deb 26
KMJK add
KCPX
WNNK add
WSSX add
KIYS add
KIKX add 32

KZZU add
.WIKZ add
WQCM add
KQIZ add
WKSF add
WCGQ add
WJMX add
B98 add
Q104 add
99KG add

KOZE add
KZFN add
B91 add
WBCY deb 34
KSND deb 40
KISR 29-22
Q101 deb 39
KNAN deb 38
KQCR deb 38

AC CHART: 3



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WXKS add	WNNK	99KG
KKBQ	KXX106	KOZE
KRBE add	KITY	KHTZ
FM102 add	KF95	KZOZ
	KDON	Y97



JOEL DENVER

CONTEMPORARY HIT RADIO

Learning To Program In An Unfamiliar Market

B97's Stevens Resists Temptation To Reinvent The Wheel

If it's not ego then it must be the need to "look like you're doing something" which inspires a new PD in an unfamiliar market to make radical overnight changes at a winning radio station.

The temptation in such a situation is to march into the control room, rip out half the recurrents and oldies, add a few others back in, and blow out a parttimer or two. Next comes a jock meeting where the previous PD and everything he did gets slammed. Then comes an explanation of the new format clocks, contests, and positioning statements.

The PD who gives in to this temptation has made a statement, but not a positive one. No one likes change for change's sake, especially at a station which already has great numbers.

Be A Pro, Take It Slow

One of the best examples of someone who took it slow and did it the right way is B97/New Orleans PD Shadow P. Stevens. Fresh out of Z100/New York, he was smart enough to realize life was a tad different in the Crescent City.

"Coming into a new station can be a bag full of surprises," he said. "There are generally a lot of things happening which don't make a hell of a lot of sense. That's how it was here. If you see something you don't understand, it's important to probe for reasons before taking action." (See "Looking Back...")

"If you see something you don't understand, it's important to probe for reasons before taking action."

Sidestepping PD Prejudices

"We'd only have 28-year-old males listening if we went by my background. Being 32 and having grown up in Chicago listening to WLS, I'm most familiar with that Midwest rock sound - but that's not what this market is about."

Stevens pointed out that staffers within the station were his first source of information. "(Morning man) Cajun Ken and (Asst. PD/night rocker) Boomer have about 12 years in the city between them. This kind of local knowledge can make the difference in a new pro-



Shadow P. Stevens

grammer's ability to pick up the ball and run with it successfully."

New MD To The Rescue

One of the more upsetting problems new PDs face is losing key members of their new teams. Stevens lost longtime MD Greg Rolling to former B97 programmer Nick Ferrara at KS103/San Diego.

Stevens said his musical link to the market is Research Director Joey Giovino, who recently added MD duties. "I'm so glad he was here," Stevens admits. "Joey's probably the most valuable guy in terms of what will and won't work. I've let him handle the bulk of the music since coming here. He's got a much better feel for the songs we can add early for New Orleans."

Music is perhaps the most critical area of concern for a new PD, and generally it's the first thing he tinkers with. In Stevens's case, however, he said, "The one thing we didn't want to do was change the musical direction of B97. We're still mostly current and the appeal is to the 12-34s, but our 25-44 numbers are solid. If you could label the type of music which works best here, it would be 'Pop/Rhythmics.'

"When we examined the music library for the records which did make sense to leave in for recurrents or gold, it came down to a title-by-title investigation. Each song had to have justification for its existence or it was pulled out."



ALIVE AND WELL IN LONDON — KMEI/San Francisco sent its morning team of John London and Ron Engelman to London for a week of interviews and shows. They broadcast live via satellite from Tower Records in Piccadilly Circus and visited with Bryan Adams, who was in London to remix his upcoming LP "Into The Fire." Pictured are (l-r) Adams, London, and Engelman.

Research First, Change Later

Stevens said EZ Communications VP/Programming Dan Valie, who put the station on the air, is an excellent source of information. "I use Dan as a constant sounding board for my ideas. He's been really helpful in augmenting the few changes I have made."

Stevens did decide a few modifications were in order at B97 after a short while. He hired Dallas Kincaid (formerly Pete Richards) from WROQ/Charlotte, and J.J. McKay from Z100 to do production.

"I didn't change the hot clocks around until a lot of research had been conducted," he explained. "B97 didn't sound bad at all. It just needed a bit of freshening around the edges without affecting the expectations of the audience."

"When we examined the music library... each song had to have justification for its existence or it was pulled out."

Looking Back To Stay Ahead

If you're programming in a market for the first time it's important that you know where the main streets are, how they're pronounced, what the different neighborhoods are like, peak traffic hours, when schools open and close, and other basics.

The best sources for information about a new city are the chamber of commerce, public library, and the local newspaper. Take the time to explore your new environment. Remember, every market has its idiosyncrasies. Get in a car, drive around, make notes, and take in the flavor of the area. Ask where the favorite local restaurants are. Grab a meal and soak it all in.

Not having a handle on this information will severely limit your ability to program to the lifestyle of your audience. If you don't know when localized yearly events occur, it's impossible to immerse your station in the community.

Once you've done your homework and have an idea of what's going on in the market, take the time to look back on how your station, and the competitors, have promoted themselves. A solid foundation for your station's future can be based on what worked and what didn't.

jocks the day off and drive around the city with them during their shift.

"Nothing like getting stuck in traffic going across Lake Pontchartrain to give you a feel for rush hour," he said. "I like to get out and about. I've found the studio can be a confining place which greatly diminishes your perspectives."

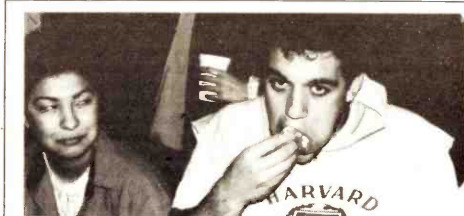
Promotion Awareness

Stevens believes that next to music the most critical area new PDs should be aware of is promotions. "If you don't have a good knowledge of what's been done here and elsewhere you can really be in trouble," he explained. "Nothing could be worse than putting together a direct mail piece only to

"The best advice I can give anyone in my situation is to go slow."

learn it was done last year by the guys across the street.

"The best advice I can give anyone in my situation is to go slow. Making kneejerk reactions and sudden changes without investigation can shake a staff's confidence in you quickly. Without their support, the finest programming in the world won't get you to number one."



SUB STUFFING — WNCN/Naperville-Chicago's First Annual Submarine Eat-Off drew crowds and big eaters from all over the city. Seven tables were surrounded by teams of ten consisting of North Central College students and faculty, ready to plunge into a four-foot submarine sandwich. The winning team was students from Geiger Hall dorm, who devoured the sandwich in five minutes, 17 seconds. Pictured stuffing his face is student Greg Kontos.

ATLANTIC STARR

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PWR95 add-19	WBCY add
Z100 add-23	KAMZ 16-12
B94 add	WKSJ 15-10
B106 21-19	WCKN 13-7
WAVA 30-26	WAPE 18-13
Z93 add	WFMI add
Y100 24-14	KZOU 28-16
B97 deb-25	WXLK add
WGH add	WDLX 18-12
WVNZ deb-27	WKZL 29-23
Q105 add-30	WGTX add-35
B96 add	KIYS add
Z95 add	KSND add
92X deb-33	I94 4-1
WNCI add	KLUC 20-6
WCZY 38-26	KYRK 6-4
KBEQ 22-16	WIKZ add-40
KCPW 35-27	OK100 add
KHTR add-35	95XIL add
KZZP 5-4	WKSJ 39-26
KMJK add	WJAD add
FM102 27-23	WQID add
KROY 4-2	WJMX add
KWOD 27-20	Q104 add
KMEL 33-20	WZYP add
KATD add-13	KSMB add-37
KWSS add	Z102 add
WYSR add	WGLF add
K104 add	WBWB add
WNNK add	WLRW add
99GFM add	KFMW 16-12
WRCK add	KBOZ add
KZZB add-38	Y97 add
KXX106 12-5	

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CONTEMPORARY HIT RADIO

MOTION

OK100/Ithaca PD Doug Nevel moves from mornings to afternoons, while Tom McKenna moves from afternoons to overnights. Steve Wilkins rejoins as MD from KZOU/Little Rock, and will also do half of the morning show with Martin Castle and his puppet "Duncan". . . . Former KSAQ/San Antonio Asst. PD Lee Carrington be-

comes "Cruze in The Morning" at KJ103/Oklahoma City, replacing Steve Christy who moves on.

Tony Michaels leaves KC101/New Haven for middays at WHHY/Montgomery . . . at WCAU/Philadelphia Bobby Sharpe, formerly of WAYV/Atlantic City, joins for nights. Bill O'Brien moves from nights to PM drive, replacing exiting Billy Burks . . . Don Crockett leaves KISR/Ft. Smith for MD

duties at KTKS/Dallas.

WAZY/Lafayette afternoon jock Steve Louizos gives up music duties for the PD slot replacing Tomm Kristi, who keeps his midday shift. Overnighter Kevin Morton gets music duties . . . Former KOZZ/Reno personality Brian Elder joins KHTZ Reno for mornings as PD Dave Ruble moves to afternoons . . . Rich Bailey exits the PD chair at KKSS/Albuquerque.

BITS

• **Primd Promotions** — WKXS (Kiss 108)/Boston morning team Lisa Lips and Matt Siegel travel throughout the US (via theater of the mind), stopping at one major city daily. Listeners must use each morning's clues to figure out all 15 cities visited throughout the promotion to qualify for a Toyota Celica or Toyota MR-2. The station also features different comedians each day on its "Comedy Break" at 1:08pm. Listeners with the best jokes win tickets to a local comedy hotspot. Another station promotion is "Dale's Free Ride," a commercial-free block by afternoon personality Dale Dorman. The show's listeners have a chance to win a Blaupunkt car stereo weekly.

• **Hump Day Blues** — WPLJ (Power 95)/New York City opens its studio doors each Wednesday to a "Hump Day Studio Audience." Listeners call in on Monday mornings to audition their special talents over the phone. Two callers are selected to join the crew on Wednesday. Winners have included a Long Island high school student who could imitate rock stars' screams, a human sound effects machine, and a woman who imitated the Wicked Witch of the West.

• **Roth Wristbands Success** — KZIO/Duluth personalities handed out 1000 commemorative wristbands at a David Lee Roth concert. Fans waved the wristbands during the concert, and when Roth hit the stage he was wearing two of them.

• **It's A Ratt Race Out There** — KUSR/Ames, IA recently ran a "Ratt Race" promotion in conjunction with a local concert by the group. The station picked ten contestants out of those registered to race two stuffed rats tied to rollerskates down a ten-foot bar table. All ten contestants won concert tickets, and the winner also received a backstage pass.



UP, UP AND AWAY — KKYYK/Little Rock is up in the air about its newest staffer, the "KKYK Hot Air Balloon."

STATION PROFILE

Q107

WKQB(Q107)/Charleston
(803) 744-1779

WKQB (Q107) is a high-profile CHR station. We are music-intensive and at the same time very personality oriented. We're mainstream and play the hits whether they are Urban, rock 'n' roll, or ballads. We assume nothing; we let our listeners decide what the hits are, and then we serve them up hour after hour. We are Charleston's ten-in-a-row-every-hour station with the exception of morning drive. We play very few oldies and they date back a maximum of five years.

Q107 is very current and aggressive on the new music. One of our image lines is "Q107 plays the new hits first," and we do. In my opinion, the epitome of what CHR is all about is having a lot of fun on the air, a heavy concentration of the current hits, and an aggressive posture on adding new music. It seems to be working, as we are the top-rated station in Charleston.



PD Roger Gaither



MD Mary Russell



THIS BUD'S FOR YOU — 96STO/Evansville gave away a Dean-Budweiser guitar in conjunction with a Triumph concert. Shown with winner/aspiring guitarist Chuck Faulk are (l-r) morning man Brian Jackson and midday personality Scott Murray.



BRAD MESSER

CALENDAR

Taxes: Give Me Shelter

'Twas the week of tax deadline, and all through the nation, there arose cries of anguish at each broadcast station. Tax forms were strewn across home kitchen tables; consciences battled between facts and fables. Blast you, 1040! Curse you, 1099! If I'd planned out my tax year, right now I'd be fine.

But there was no tax plan, no shelter or dodge; just a stack of receipts in a hopeless hodgepodge. This receipt for a lunch that cost a day's pay; is there a slim chance that business was discussed in some way? I'd love to deduct it, I thought about trying; but with no backup notes they'd know that I'm lying. Heck, without documentation the tax man won't buy it, and with my kind of luck, I had better not try it.

That fun family trip to the sea-

shore last fall; should I say it was research — a business expense? And the stereo stuff that I bought at the mall; deduct it or don't — can you give me some hints?

I hate the instructions and W-2s; the way things are looking, there's no doubt that I'll lose. Consider these receipts from Federal Express; if I try to deduct them, will I get in a mess? And the headphones I bought and blank tapes and reels; would the tax man believe they're legitimate deals?

My moving expenses cost a leg and an arm, but I can't write 'em off without risking grave harm. For the rule is quite plain and the outlook is bleak; they won't write 'em off 'til the 39th week.

The anguish is deep, the confusion is mass, but it's increasingly clear, I'm in up to my . . . Ask me no questions, I'll tell you no lies; the real bottom line is a rotten surprise. The facts are all in and they surely aren't funny; the tax man again will get all of my money.

But cheer up and chin up and stop all the yammer: my taxes might go for a \$500 hammer. Or will Uncle Sam purchase something even more neat, like embassy silver or an \$800 toilet seat?

Curies Isolated Radium

MONDAY, APRIL 20 — French scientists **Pierre** and **Marie Curie** isolated the element radium 85 years ago, unaware that overexposure to its radiation can be deadly (1902). Mrs. Curie eventually died of leukemia, as did her daughter **Irene**, who had helped with some of the experiments. Britain announced in 1984 that it will return the coloy of Hong Kong to the Chinese when the lease expires in 1997. The annual Lyrid meteor shower begins this evening and will peak tomorrow morning around 4am EST in the southern sky. Patriots Day in Maine and Massachusetts. Birthdays: Musician **Peter Frampton** 37. Actress **Jessica Lange** 38. Actor **Ryan O'Neal** 46.

Red Baron Shot Down

TUESDAY, APRIL 21 — German air ace **Baron Manfred von Richtofen**, the Red Baron, was shot down by Canadian fighter pilot **Roy Brown** in 1918. The Baron had scored 80 kills from his bright red airplanes. The Allies buried him with full military honors; he was 26. The first human artificial heart implant was performed in 1966. Texas won independence from Mexico in 1836 at the Battle of San Jacinto. Birthdays: Comedienne **Elaine May** 55. England's Queen **Elizabeth II** 61. Actor **Anthony Quinn** 71.

Biker Pedals Around World

WEDNESDAY, APRIL 22 — **Tom Stevens** got on his bicycle in San Francisco on this date in 1884, intending to ride clear around the world. He succeeded, although the 14,000-mile ride took almost three years. The most recent record for circumnavigation by bicycle is 78 days, set in 1985 by British rider **Nicholas Sanders**, who averaged 167 miles a day. Poison gas was used in battle for the first time in 1915, when Germans used chlorine against allied troops in Belgium (WWI). Secretaries Day. Birthdays: Singer **Glen Campbell** 49. Actor **Jack Nicholson** 50. Actor **Eddie Albert** 79.

Coke Formula Changed

THURSDAY, APRIL 23 — Coca-Cola announced in 1985 that it was changing the Coke recipe, which had been successful for 99 years. Consumer reaction to the new mix was mixed, so in July the company brought back the old recipe under the new name **Classic Coke**. Steamship service across the Atlantic began in 1838. **William Shakespeare**, whose poetry and plays had made him rich and famous, died on his 52nd birthday in 1616. Birthdays: Actress **Valerie Bertinelli** 27. Actor **Herve Villechaize** 44. Actor **Lee Majors** 47. Singer **Roy Orbison** 51. Diplomat/ex-actress **Shirley Temple Black** 59.

Iran Hostage Rescue Try

FRIDAY, APRIL 24 — A 90-man American strike force landed in the desert of Iran in 1980 on a mission to rescue American hostages from Tehran. However, failures of backup helicopters forced **President Carter** to scrub the mission, and an on-the-ground aircraft collision killed eight men. The hostages remained in captivity another nine months. Twenty years ago, **Vladimir Komorov** became the first man to die during a space mission, when a malfunctioning reentry parachute caused the spaceship to hit the ground at several hundred miles per hour (1967). National Disc Jockey Day. Birthdays: Singer **Barbra Streisand** 45. Actress **Jill Ireland** 51. Actress/author **Shirley MacLaine** 53.

STRANGLERS

“Always The Sun”



“How Many Lies”

SPANDAU BALLET

Epis



STEVE FEINSTEIN

AOR

Countering An 'Unbeatable' Morning Show

Stellar morning talents translate into big ratings, big dollars, and lots of fame and glory for their stations. But for every station reaping the rewards of having a morning superstar, there's a rival station trying to be reasonably competitive in that daypart.

Dealing with a force-of-nature, talk-of-the-town morning show that dominates the market usually means combining equal parts philosophy and strategy. Philosophically, you have to accept that you may never top your rival. Strategically, you must do your best to provide a sensible alternative.

Don't Do A Pale Imitation Of Leader

Consultant Jeff Pollack says not to try beating Brand X at its own game. "It doesn't make sense going up against attributes that are major strengths," he advises. "Don't waste time trying to be like the guy who owns the marketplace. All you'd be doing is providing a half-baked, second-rate version."

A smarter approach, says Pollack, is to realize that the amount of time a high-profile morning show devotes to bits and chatter may mean it's neglecting other important areas. "The act may rely on a one-dimensional approach that doesn't allow it to be as full-service or varied. So make sure that if a listener turns away from that superstar morning show, you have other incentives for him to appreciate and listen to on a consistent basis. Offer things that the other show doesn't — more music, service information, a different style of entertainment."

Manhattan Mornings

New York wakes up to morning titans Howard Stern, Don Imus, and Scott Shannon. For a while, WNEW-FM tried a chatty "Breakfast Club" that blended humor and group activity. Then PD Mark Chernoff saw a problem: "The music was becoming secondary to bits and features like 'Comedy Corner' or guests who weren't musical or topical."

Now WNEW-FM has gone back to basics, reinstalling station vet Dave Herman in AM drive. With Stern playing only an occasional song on rival WXRK, that leaves 'NEW-FM as the only New York outlet playing rock 'n' roll in mornings.

"We have to go on the assumption that there are enough people who want to be entertained by music presented by a personality they feel comfortable with — someone who has credibility," says Chernoff. "We have to do what we do best. WNEW-FM has always been known for playing great rock 'n' roll music. Stern is extremely

"Make sure that if a listener turns away from that superstar morning show, you have other incentives for him to appreciate."

—Jeff Pollack

strong and gathers tremendous numbers. If we don't feel we can beat him on his turf, we have to use the tack that we know best."

Differentiate Yourself

At WYNF/Tampa, which faces the original "Morning Zoo" on rival CHR WRBQ-FM (Q105), PD Carey Curelop says wake-up duo Nick Van Cleve & Jeff Jensen has moved from fifth to second in men 25-54 over the last year with a show that's "as unlike the Q-Zoo as we can possibly make it. The problem with other morning shows in town has been that they've tried to beat Q105 at its own game, which it's the best at in the country."

That's why Nick & Jeff don't use "phony laugh tracks, bells and whistles, and insulting ethnic jokes," says Curelop. "They're not as fast-paced and intense with as many sound effects and drop-ins."

Other differences: because he feels the Q-Zoo resembles a talk show at times, N&J play about 40 minutes of music an hour com-

pared to an amount he estimates as less than half that on Q. While the Q-Zoo will take stands on political issues, says Curelop, Nick & Jeff refrain from doing so.

In some areas, though, 'YNF's morning show has become more like the Zoo. It's added more information elements, such as a traffic vehicle and award-winning news-person Becky Gordon. Says Curelop, "We're providing things that for a time were provided only on Q105. There was a time when if a traffic problem or news story happened you had to go to Q105 to hear about it."

A previous 'YNF attempt to counter the Zoo with a stripped-down, more-music-less-talk approach didn't work, Curelop explains. "You don't build up any loyalty or rapport with listeners that way. A person's frame of mind is much different in the mornings. He wants to hear rock 'n' roll, but he also wants to hear people saying funny, relatable things."

His ratings expectations are based on demos rather than 12+ figures, as the Zoo is always likely to lead in that arena since it pulls the lion's share of teens and women. The show's progress, however, satisfies him. "In the last year, in men 18-34 we've moved 19.9 to 22.0 and they're (Q105) 29.4 to 28.8. With men 18-24, we're up 25.0 to 30.4, and they're down 36.6 to 24.4."

Jousting With Johnny

Chicago morning talent includes Robert Murphy on WKQX and WLUP's indomitable Jonathon Brandmeier, whose share of 18-34 men more than doubles any other station's.

Terri Hemmert moved into WXRT mornings five years ago. In keeping with the station's alterna-

Countering The Show Of Shows

- Offer an alternative, not a copycat version
- Capitalize on competition's soft spots
- Be consistent with your overall identity

tive image, the music is the message on her show.

PD Norm Winer says, "Terri plays herself; she's not looking for laughs. She's by no means a comedienne. She's thought-provoking rather than entertaining."

Besides Hemmert's abilities, Winer poses a number of sound strategic reasons for not running with the rest of the high-profile pack:

- "It's not always cost-effective to compete against a high-paid morning team with a sizable staff."

- "There's not a whole lot of talent out there capable of doing a genuinely entertaining approach."

- "It would've been suicidal to hire someone who was perceived as a second-rate Steve Dahl."

"Realistically, we're not going to beat him," says WCKG/Chicago PD Tim Kelly of WLUP's Brandmeier. "We just want to improve our back-of-the-pack position by giving good, credible information with a more-music approach."

'CKG's John Fischer plays ten records an hour to Brandmeier's fewer than half-a-dozen, says Kelly. However, the station has dropped a "while they're talking, we're playing rock 'n' roll" campaign that Kelly felt promoted the Loop.

WIOQ: Facing DeBella And Stern

As if facing WMMR's John DeBella weren't enough of a headache, imagine WIOQ/Philadelphia's reaction last August when it found out Howard Stern was coming to town on WYSP.

"They're the top two morning men in the country. There's nothing we can do," Co-PD David Dye says of his predicament. "We have to counterprogram, and at this

point we're doing it with music."

However, he expects to eventually add another talent to the morning show currently manned by low-key Jerry Ahear. That addition will "fit our station's personality," says Dye. "He'll be personable, quick, smart, and connected with what's going on" rather than outrageous or a "cartoon figure."

KDKB: Trying To Avoid Prattfalls

Going up against zany KUPD wake-up whiz Dave Pratt doesn't have KDKB PD John Sebastian rattled. "He's very youth-oriented, and that plays into my battleplan of positioning KUPD as the low-end station and us as the upper-demo station," says Sebastian. "We embellish that by being an alternative

"We have to go on the assumption that there are enough people who want to be entertained by music presented by a personality they feel comfortable with."

—Mark Chernoff

— let them do the bells and whistles and clowning around while our guy (John Driscoll) offers a warmer, more mature delivery with brief topical bits. It makes distinguishing between us really easy, which is half the battle."

If he viewed Pratt as more of a threat on the upper demo front, Sebastian feels he'd have an additional option. "I could try to top him if I could find someone better. If I were up against John DeBella, who appeals more to adults, that's what I might try."

Cooking Without The Grease

Classic Rock WCXR/Washington PD Doug Gondek faces the inimitable Greaseman at DC01 and a strong "Morning Zoo" at CHR WAVA. Feeling that neither show commands tremendous loyalty from the 25-44 audience — Greaseman's appeal, he says, is primarily 18-24 and the Zoo is strong 12-24 — he set out to find a "personality who's entertaining but not adolescent. We were looking for someone who's topical and really tuned in, who gets chuckles as opposed to gut laughs." His choice was Paul Harris, who started at 'CXR in De-



FREDERICK'S OF LONG ISLAND — In what is surely a radio first, WRCN/Long Island threw an on-air lingerie party. The stunt was an effort to cash in on the Home Shopping Network craze. Each item worn by models was described over the air for the folks at home, while listeners who came to the station could see the garments for themselves and place orders with local lingerie shops. Above, PD Lenny Bloch interviews a shop owner while a model shows her wares.



SCORCHER OF A SHOW — KQRS/Minneapolis night rocker Jack Hicks (right) pursues his second career with the gracious help of Jason Ringenberg of Jason & The Scorchers.

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AOR

SEGUES

KQSP/Spokane evolving from Classic Rock to AOR... KKGR/Anchorage said to be moving from soft AOR to AC. MD Larry Mondello has exited.

Consultant Larry Bruce inks KILO/Colorado Springs.

New owners at WXLN/Quad Cities, IA name Bill Martin PD in place of Terry Dugan, who may stay on in another capacity. Jeff Scarpelli replaces GM Bill Adams, who now manages CHR WPXR/Rock Island... WZTA/Miami adds MD Jean Cashman (ex-WCKO, a former Miami AOR) and personality K.C. McCoy, who follows PD Pete Bolger from KGON/Portland.

At KNX-FM/Los Angeles, evening gal Denise Westwood replaces Dave Hall on mornings and Dave Murphy moves from weekends to nights...

Roger Mayer leaves Chrysalis Associate AOR Midwest promotion to become KFMU/Steamboat Springs, CO's GM... Matt Walsh from WPDH/Poughkeepsie joins WKLS/Atlanta as



WLUP HOPS TO IT — During WLUP/Chicago's week of live broadcasts from Perth, Australia during the America's Cup Races, (l-r) morning star Jonathon Brandmeier, OM Greg Salk, and news ace Buzz Kilman introduced their newest staffer.

Production Director/fill-ins... New WEGR/Memphis parttimer Ron Wolf replaces Ed Knight, who moves on to KTXQ/Dallas overnights.

Bill Cannon of WKWK/Wheeling goes to mornings at WZYC/Coastal NC, where parttimers Terry Kelly and Tom Doyle join... At WIZN/Burlington, 6-10pmer Allison Sax adds promotion duties and ex-WCCC/Hartford MD Greg Nevins is named Sales Man-

ager... Joe Caruso from WLRW/Champaigne takes on WYMG/Springfield, IL mornings... WHTF/York adds Bill Hanson for late-nights and Bill Grant and Rob Franklin on weekends... Mike Seigle replaces Dana Smith on WKLT/Kalkaska overnights... Classic Rock KZTR/Ventura, CA brings on Kevin Brooks (PM drive), Donna Richards (nights), and Ellen Craig (overnights).

RADIOACTIVITY

Happenin' Holidays At WXRK

On St. Patrick's Day, WXRK/New York broadcast live 6am-6pm from the Manhattan Brewing Company, which Promotion Director Sharon Rosenbush says is the only brewery in the New York area. Guests included Patty

Smyth, Los Lobos, and Colin James Hay. Midday personality Rock 'n Roll Madame was transported to the event via an authentic antique carriage pulled by two 2800-pound English shire horses. A contingent of New York policemen, calling themselves the "Emerald Society," traded in their blues for greens and donned authentic Irish garb and bappies.

Morning Show

Continued from Page 44

ember after stints at WIOQ/Philadelphia and WYNY/New York.

While the Zoo is up to its shenanigans and Greaseman is spinning one of his amazing yarns, Harris focuses largely on entertainment and media-oriented information and trivia challenges. His style is "never sexual, never silly. He's always intelligent and appeals to thinking people," says Gondek.

Harris is a research junkie who spends two hours a day at his computer, says Gondek. When he found out that it was National Bubblegum Week, for instance, his producer called up Bubble Yum, which sent 40 cases of the gum for giveaways.

Though Greaseman and WAVA's Geronimo & O'Meara are far from being toppled yet, Gondek proudly reports that "we've seen mornings increase 1.7-3.1 from December to the latest Arbitrend."

For Easter Sunday, the station's Vin Scelsa plans his "Second Annual Easter Sunday Acoustic Extravaganza." The event will bring together such guests as Joe Jackson, Joey Ramone, Richie Havens, Marshall Crenshaw, David Bromberg, and Southside Johnny for over five hours of all-acoustic performances taped at a local club.

Program Notes

- WHCN/Hartford's "No Repeat Workdays" vow to never play the same song twice between 9am-5pm Monday-Friday.

- WTUE/Dayton combats oldies fatigue on "Two-fer Tuesdays" by dropping in "Newfer Two-fers," double-shots of new music which usually pair a tune by a new artist, such as Crowded House, and a new track by an established act, such as U2. Credit ex-TUE PD Bill Pugh with the idea.

- You gotta love the local bank that donated \$10,000 for WIOU/Toledo to not play "Free Bird" or "Stairway To Heaven" during an all-request fundraiser for a Ronald McDonald house.

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AOR PICTURE PAGE



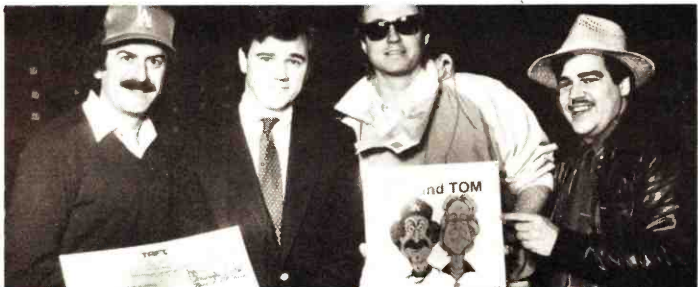
W-B-SKI-N — WBCN/Boston's winter promotional campaign focused heavily on skiing activities. At one of several dozen ski events, PD Oedipus (left) and VP/GM Tony Berardini research a slope that they later skied down while equipped with microphones so they could broadcast live during their trip. The stunt was heard on Mark Parenteau's afternoon show, which originated from the slopes that day.



KFMF'S CHIC(O) NEW HOME — Before and after being purchased by Fuller-Jeffrey: KFMF/Chico spent 13 years in a double-wide mobile home (complete with an outhouse), then moved into spiffy new quarters (complete with indoor plumbing). Contrast the old studio, where PD Ron Woodward is pictured doing the last show, with the spiffy new digs.



WANTED: BON JOVI ALIVE — KSHE/St. Louis held onto that "Slippery When Wet" guy Jon Bon Jovi long enough for a lunchtime visit. From left, Bon Jovi, Assistant PD Al Hofer, personality Vince Edwards, and OM Rick Balis.



MIGHTY WHITE OF YOU, GUYS — Sales of WFBQ/Indianapolis morning duo Bob & Tom's "White Album" raised \$20,000 for a local food bank. At a check presentation are (l-r) Bob Kevoian, a food bank rep, Tom Griswold, and voicemailer Marc Much.

OZZY OSBOURNE RANDY ROADS TRIBUTE



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DAN O'DAY

AIR PERSONALITIES

DJs SHARE UPLIFTING EXPERIENCES

Sparking Your Spirits On The Night Shift

Recently I received the following letter from a jock who works the 7pm-midnight shift at a medium market station:

"The show I do is like a morning show, in that it features produced bits and off-the-wall humor. Unlike morning personalities, however, I have no sports or newscaster to laugh with or contribute to the zaniness.

"By the time I'm on the air, the building is empty. It's tough to continue thinking (with conviction) that your audience likes what you're doing when there's little or no contact with other humanoids.

"Other than keeping a positive attitude, what suggestions could you offer to make the silence more bearable for us Lone Radio Rangers?"

To find out how other personalities deal with this problem, I called five evening jocks working in five different formats: Bob Friend, 6pm-midnight, WAKR/Akron (AC); Jack Green, 7pm-midnight, KLPX/Tucson (AOR); Bill "Slam" Duncan, 6-10pm, WRVQ/Richmond (CHR); Hal Murray, 6pm-midnight, KRAK/Sacramento (Country); and Tony Perez, 7pm-midnight, WJLB/Detroit (Black/Urban).

R&R: How do you keep your energy level up?

PEREZ: I answer as many phone calls as possible to find out what's going on in the city. I get into the music and try to weave myself in and out of it, maybe with a quick one-liner or something about the artist. I concentrate on being as creative and informative as possible.

"I have learned to please myself over the years. I know when I'm doing a good job and don't need anybody else to tell me."

— Bob Friend

FRIEND: Earlier in my career when people would come into the studio, I'd suddenly turn on and start saying things on the air that I thought were witty, just to get their reaction. But once at a Minneapolis station, there was an engineer in the studio who was having a bad day. He simply would not respond and that ruined my whole show. I decided from then on I would not allow someone else to influence me to that degree.

Because I am alone most of the time during my show, I have learned to please myself over the years. I know when I'm doing a good job and don't need anybody else to tell me — although it's certainly nice when they do.

Tapping Phone Energy

GREEN: I get a lot of energy off the phone. It's possible to feel that you're sometimes operating in a void, and getting feedback from

you've just broken up with your girlfriend, or some other outside circumstance makes you feel a little down. But that might be the night the station owner is in town checking you out, or the night the PD decides to listen to your entire show. Most importantly, it might be the night somebody tunes you in for the first time. Maybe they've just moved into your city and they're looking for a radio station. Maybe they're looking for somebody to entertain them. If you come across like a run-of-the-mill jock, they might not be very impressed.

Working On Your Night Moves

- Visualize your listeners
- Work the phones
- Aircheck your show
- Get involved with the music
- Learn to please yourself

the phone helps a lot. At least you know there's somebody listening out there. To keep the calls coming in, you can prompt your listeners for requests and ask what they think about new records.

MURRAY: I answer the phone as much as possible. Even though most people call just to make a request, I'll ask, "Well, what's going on?" I don't talk at length, but I find out exactly what my audience is doing. A lot of people in this area have hobbies like cabinet making or working on cars, so I'll create features specifically for them: trivia stuff, the country quiz, sports information.

Contact is the big thing. I meet the listeners at local clubs, weekend rodeos, etc. I talk to them and learn about their interests. When I'm all by myself in the studio, I have a mental image of the people I've met.

DUNCAN: I came from a really small radio station before landing this job. I put a sign up on my control board that says, "YOU CAN ALWAYS GO BACK," because I don't ever want to think I've got it made in radio. That sign inspires me to keep up my energy level.

Murray: you come in sick, or



MURRAY: I don't have outside interruptions from production people, salesmen, or news people coming into the control room. I have complete concentration.

DUNCAN: I'm 23 years old, still young enough to relate to teenagers. The station opens up a little more at night; when I'm on a roll and the kids listening are having fun, it's great.

GREEN: The biggest advantage is not having people parading in and out of the control room while I'm trying to do a show.

PEREZ: I've got my days free. And with this format playing lots of dance music, my show really fits in with the night scene — especially in Detroit.

"Most DJs find their energy lagging in the middle or last hour. I deliberately plan something special for the middle hour, so I end up looking forward to that part."

— Hal Murray

But I occasionally make it a point to stay a little later at the station. I'll go out to breakfast with the morning man after he finishes his shift. I don't try to find out what's going on at the station; I find out what he's doing. It just takes a little effort to keep in touch with your fellow jocks.

R&R: Any other tips for evening DJs?

GREEN: If you feel like you're operating in a void, start making airchecks. Then sit the PD down and have him listen. That's a good way to get some feedback.

MURRAY: Most disc jockeys find their energy lagging either in the middle hour or the last hour of the show. I deliberately plan something special for that middle hour, so I end up looking forward to that part of the show.

As for my last hour, I have to realize that the man who follows me probably is at his highest point of energy; he's ready to go on the air. So if I sound tired just before he comes on, it'll really make me look bad. And that certainly does motivate me!

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.

"I came from a really small station. I put a sign up that says, 'You Can Always Go Back.' That inspires me to keep up my energy level."

— Bill "Slam" Duncan

I also work the telephones really hard. If there's a bad night on the phones, it might affect my energy level a little. But if five out of every ten kids on the phone sound like they're having a good time listening to me, that keeps my spirits up.

Advantages Of Working Nights

R&R: What's the biggest advantage to working nights?

FRIEND: I find I have much more time during the day to get involved in my hobbies or other work I'm interested in — and I don't waste a lot of time in front of the tube.

... And The Drawbacks

R&R: What's the biggest drawback?

PEREZ: I'm a morning person. Before coming here I did a morning show, where there's more freedom and creativity. Sometimes I get a little frustrated.

DUNCAN: I can't go out at night, can't attend certain social functions. Also, most of the other people at the station work nine to five, and the last thing they probably want to do when they go home is turn on their radios. So they don't know your act. When someone asks, they can't speak knowledgeably about your show.

GREEN: The disadvantage is the same as the advantage: not having people parading through the control room. It's nice to have some human contact.

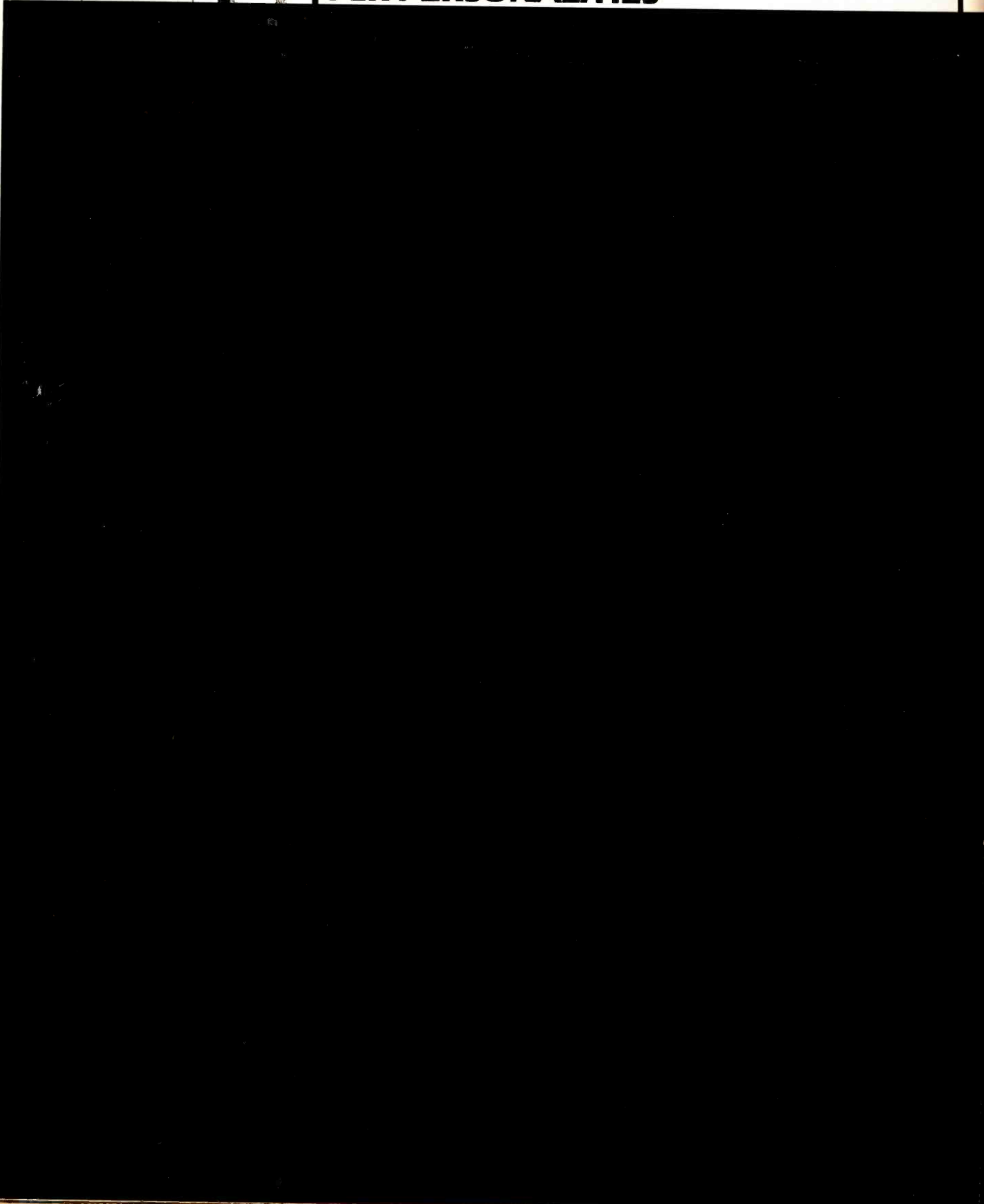
FRIEND: There are many interesting lectures and functions that happen at night that I can't attend.

MURRAY: I don't see a disadvantage. A lot of guys complain that they're out of touch with the radio station. They say, "I don't know if I'm wanted. I don't know what the boss or the other jocks think of me."

TANGO IN THE NIGHT



AIR PERSONALITIES





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BIG LOVE

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EVERYWHERE

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MYSTIFIED

LITTLE LIES

FAMILY MAN

WELCOME TO THE ROOM... SARA

ISN'T IT MIDNIGHT

WHEN I SEE YOU AGAIN

YOU AND I, PART II



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A	B	C	D	E	F	G
BEING THERE*****						
(1979) 130m Lonmar/UA c						
<p>Peter Sellers (<i>Chance</i>), Shirley MacLaine (<i>Eve Rand</i>), Melvyn Douglas (<i>Benjamin Rand</i>), Jack Warden (<i>President Bobby</i>), Richard Dysart (<i>Dr. Robert Altman</i>), Richard Basehart (<i>Vladimir Skrapinov</i>), Ruth Attaway (<i>Louise</i>), Dave Cleon (<i>Thomas Franklin</i>), Fran Brill (<i>Sally Hayes</i>), Denise DuBarry (<i>Johanna Franklin</i>), Otell Barbidge (<i>Lolo</i>), Ravenell Keller III (<i>Abbaz</i>), Brian Corrigan (<i>Policeman</i>), Altrudine Brown (<i>Old Woman</i>), Donald Jacob (<i>David</i>), Ernest M. McClure (<i>Jeffery</i>), Kenneth Patterson (<i>Butler</i>), Richard Venture (<i>Wilson</i>), Arthur Grundy (<i>Arthur</i>), W.C. "Mutt" Burton (<i>Lewis</i>), Henry B. Dawkins (<i>Billings</i>), Georgine Hall (<i>Mrs. Aubrey</i>), Neil Leeman (<i>Constance</i>), Villa Mae Barkley (<i>Teresa</i>), Alice Hirsou (<i>First Lady</i>), James Noble (<i>Kayman</i>), Sandy Ward (<i>Sen. Slipshod</i>), Danna Hansen (<i>Mrs. Slipshod</i>), Mitch Kreindel (<i>Dennis Watson</i>), Katherine De Hetre (<i>Kinney</i>), Sam Weisman (<i>Colson</i>), Elya Baskin (<i>Karpavou</i>), Thann Wyenn (<i>Ambassador Gaufrid</i>)</p> <p>Perfection. Never have two hours and ten minutes gone by so quickly. Sellers is an innocent illiterate who has lived in a house with an old man ever since he can remember. The old man dies and Sellers must leave the cocoon. He has never been in the real world and only knows of it through watching television, his one and all-consuming passion. On the streets, he is hit by a limousine owned by MacLaine who is married to a kingmaker, a man behind all the President's men (Douglas). Sellers' honesty is charming and his prosaic answers seduce Douglas and MacLaine and eventually the President (Warden in a sensational performance). Sellers becomes a national celebrity by appearing on his favorite medium, television. His answers to complex questions are beautiful. We, the audience, realize that he is talking about gardening (he had been a gardener at his former residence) but the audience in the film finds all sorts of hidden meanings to his simple words. His truthfulness attracts the policy makers in the political party and by the film's end they are seriously considering Sellers as a presidential nominee. That, in a nutshell, is the story, yet the details would take many nutshells to cover. Sellers hadn't been this good since his early British comedies. MacLaine is sincere and funny as the sex-starved wife Douglas is such a presence on screen that it's difficult to look at anyone else in a scene if Douglas is there. The movie was made in Los Angeles, Washington, D.C. and at The Biltmore. Vanderbilt's incredible North Carolina mansion. As in the case of ONE FLEW OVER THE CUCKOO'S NEST, BEING THERE took many years to get done. It was worth the wait. Though ostensibly labeled a comedy, BEING THERE goes way beyond comedy, beyond satire, and out into a world of its own.</p> <p>p. Andrew Braunsberg; d. Hal Ashby; w. Jerzy Kosinski (based on his novel); ph. Caleb Deschanel (Technicolor); m. John Mandel; ed. Don Zimmerman; art d. James Schoppe; set d. Robert Benton; makeup, Charles Schram; Charles Schram; Frank Westmore</p>						
K	L	M	N	(PR: C MPAA: PG)		
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LOOKING DOWN THE ROAD

The Next Generation Of Broadcasters

Ever wondered what the next generation of broadcasters will be like? Howard University Radio, TV, and Film Department Chairman Dr. Howard Myrick, Texas Southern University instructor and KTSU/Houston Director Charles Porter, Young Black Programmers Coalition President/WKXJ Jackson PD Tommy Marshall, Columbia School of Broadcasting instructor Mike Caviel, and WBLN/New York morning personality Ken Webb offered their opinions on what we can expect in the near future.

Myrick: Be Able To Work In All Media

Discussing Howard University's program, Myrick said, "We provide options for our students that some other universities can't. We have production and management programs built on providing a well-rounded liberal arts education. This means that 75% of their studies is geared toward the world and 25% of their training is professional. The idea is that a solid liberal arts education overlaid with a professional education gives students the best chance of achieving self-actualization at whatever they hope to do as a professional."

Asked what kind of students come through the Howard program, Myrick said, "We have a combination — those who are terribly career-oriented and the group dedicated to pursuing dreams. Financial gain is not the second group's primary purpose in choosing a profession."

"Our students show the most interest in television, followed by telecommunications, broadcast management, film and, finally, radio. But some of our people who are now interested in TV and film just might end up working in the radio business, because they're also trained in that area."

On the subject of what the future holds, Myrick said, "The telecommunications industry as we know it is currently in a state of churn. The lines of demarcation between radio, TV, film, cable, newspapers, etc. are a bit fuzzy. We're working on trying to understand the changing media. The current environment leads us to believe that we'll have to turn out media journalists who can move between all media forms to succeed within the industry."

Attention all Black/Urban stations! If you have any exciting pictures of recent promotional/community events, please send them our way. We're always interested in what you're doing. Just write Editor Walt Love at R&R, 1930 Century Park West, Los Angeles, CA 90067.



Mike Caviel

Porter: Too Many Want Stardom

Texas Southern's Charles Porter also lectures regularly on theatre and cinema at the University of Houston. He's a 19-year industry vet who started as a street reporter for KOH/Houston and then became the station's News Director. He's also worked in TV news at Houston's Channel 11.

"Sadly, I see more weak points than strong points in the way our students are approaching the industry," he said. "Most of the students I've dealt with at TSU and U of H are only interested in becoming TV stars — anchor-type stars, not good journalists. I'm not saying that a good anchor can't be an excellent journalist, but these kids look at only the glamour. Students interested in radio have the same problem — they're only interested in being on the air. Not sales, not management, and not news."

"Most of the students I see don't have the thirst for knowledge they should have. There was a time when young people interested in this business would ask questions. They'd hang around the production studio to learn anything they didn't know about."

Better Public School Education Needed

Porter said minority students would be helped by stronger basic education. "The public schools have degenerated to looking at students as objects instead of as human beings. It's possible to recover these people if our society starts now, but only we can make these

things change — and I still think we can if we want to."

According to Porter, remedying this situation would entail three steps:

- A stronger public school curriculum
- Intense instruction in all media for interested students
- On-the-job training

Marshall: A "New Breed"

Tommy Marshall said the college students and recent graduates who attend YBPC meetings are a "new breed. The majority of blacks in the industry today might have gotten formal educations, but not in broadcasting. This new generation has had the opportunity to get the formal education we missed. They're pretty well-equipped if they begin to apply themselves."

"We mostly deal with people who have an interest in programming, but we also have some who are interested in the sales side. I'd like to see more newcomers look at what the entire industry has to offer over and above air work. Many don't realize what a career in sales could do for them professionally or financially."

He also mentioned the lack of black music history knowledge among most young black broadcasters. "It's frightening when I talk to some of these kids and they don't know anything about Sara Vaughan or any greats from our musical past. They can't know where they're going if they don't know or care where they came from."

Caviel: Most Looking For Quick Fix

In addition to his teaching duties, Mike Caviel has handled vacation relief and weekends at KKBQ/Houston for two years. He's worked extensively in the Houston market at such stations as KYOK, KMJQ (Majic 102), KRBE, and Love 94 when it was still Urban Contemporary.

"I work as a counselor for the school," Caviel explained. "We offer a home correspondence course. Each student puts his assignments on tape and comes in to see me for a critique. Part of the critique is directed at helping them improve from lesson to lesson."

He said his students are very intelligent and eager to learn, but added, "I've also noticed that most of them are looking for a quick fix to their problems because of the economy in our area. Those who already have a job but are looking for a new challenge seem to have more interest."

More Desire Needed

"Lack of desire seems to be a problem with a number of students," he said. "They desperately want to be a part of the industry, but lack that go-out-there-and-get-it attitude it takes to make it in this business. We all know it takes talent, but desire is of the utmost importance to success."

"Some students really have the wrong impression of those of us al-

"Desire seems to be a problem. Students lack that go-out-there-and-get-it attitude."

—Mike Caviel

ready working in the industry," Caviel continued. "They think we don't work hard or work long hours. They also think that because our positions are extremely high-visibility, we all make an awful lot of money and do just about anything we want."

"It's my job to tell them the truth and try to give them the right guidance. I teach them two things: the proper perspective they should have on the industry, and how to succeed within it. That includes both the work ethic and the politics."

Although the school is geared toward on-air work, Caviel said he tries to let students know that's only part of the radio business. "Seeing the flash has most of them fooled about reality. We do get some students who find out this industry isn't for them. This usually happens when we get into projecting your personality while reading live copy. I've had more than one student tell me, 'I don't think I can do that.' We tell them how important it is to read well and project. Most pros know that getting on the air means being able to sell the product and themselves to the public."

Ken Webb: People Vs. Technology

Ken Webb works closely with the youth in the New York metropolitan area by lecturing at universities, colleges, high schools, and local civic organizations on an ongoing basis.

Asked if he thought the next generation of broadcasters would be more people-oriented or more technology-oriented, he said, "There will be a good mixture of both. I must say though, they really get into the new technology. In the future I wouldn't be surprised at anything these youngsters will be doing. They're finding ways to utilize

HONESTY, BUSINESS SENSE TOP LIST

Finding The Right PD

In six years with R&R, no owner had ever sent me a letter praising a PD, especially one who'd left — until now. WHYZ/Greenville, SC President/GM Thomas Hooper III wrote to acknowledge the contributions made by PD/MD Andre Carson, who now programs WDDM/Columbia. Contacted for his views on what criteria he used when replacing Carson, Hooper said he looked for honesty, integrity — and a grip on reality.

"Andre was very honest, and that was the only type of person I was going to hire to fill that position," Hooper said. "I interviewed five people. They were all technically qualified, had prior experience, and seemed very well prepared. Wayne Walker was hired because our chemistry fit just a little bit better than it did with the other people. There was nothing wrong with the others. Wayne Walker just impressed me in a way that made me feel he was the guy for our position."

Hooper, who holds a Harvard Business School MBA, added, "We bought this station in March '82, and the kind of people I'm seeing now about working here are completely different from the kind we saw back then. All the people we talked to understood that this was first and foremost a business. The big job of a PD is to deliver ratings to the sales staff. I'm not putting down programmers, but they must understand the business side of radio to grow in the industry."

their computer training and technology to help them do their jobs more efficiently and faster. Because they've already had to deal with the social issues of our time, I think most of them won't have any people problems. Most of the students I've dealt with care about their fellow man and woman."

"Our students show the most interest in TV, followed by telecommunications, broadcast management and, finally, radio."

—Dr. Howard Myrick

Ownership An Interest

On the lecture circuit, Webb has found more students interested in broadcast ownership. And at Nassau Community College, for example, students were surprised to learn that marketing, advertising, and public relations are the backbone of the broadcasting industry. "They really didn't know about anything other than on-air work," Webb recalled. "Afterwards, a number of students expressed genuine interest in knowing more about sales, marketing, and public relations careers. Schools, instructors, and professionals must let them know what other opportunities are available in our business."



SEAN ROSS

GOLD

San Diego: Now There Are (Only) Three

There's a substantial Gold audience in San Diego, but it's difficult for any one outlet to own much of it. In February's Arbitrend, heavily promoted newcomer KCBQ-AM & FM (Eagle 105) had a 3.6, veteran XETRA (69 Xtra Gold) showed a 2.7, and Oceanside's KGMG-AM & FM (Magic 102) registered a 1.9.

This winter San Diego was America's most Gold-glutted city, with three FMs (all with AM sisters), two stand-alone AMs, and three outside signals. Now that suburban KVSD has gone N/T and "California Classics" KLZZ is CHR KKLQ, there are only three stations on five frequencies splitting a potential 10-share.

Full-Service Gold

XETRA left CHR in fall 1984 to become "69 Xtra Gold," the city's first Oldies station in several years. When competitors began arriving last fall, PD Jim LaMarca recalled, "At first we wondered if each one would take a little bit of our core. Whenever a station plays music on AM, FM is always in the back of our minds because of places like L.A., where KRLA was just destroyed by FM. We're really pleased that we've held on.

"Our whole promotional campaign has been telling people they



John Forsythe



Greatest Hits of All Time
the Chargers for five years. That accelerated what we were going to do anyway, making Xtra a classic Oldies station with more full-service elements."

In January XETRA hired TV anchorman Paul Bloom and Irv Harrigan (formerly of Charlie & . . .) for mornings. "Paul has a built-in recognition factor I don't think we could get anywhere else," LaMarca said. "We also have the most-read columnist in town, the *Union's* Tom Blair, doing two reports a day. The show is really in tune with San Diego, and it's still very music-oriented."

The Longest Drive

Even as a CHR, one of XETRA's most fascinating aspects was its location — 25 miles into Mexico. Pre-deregulation, that meant unusual programming freedom. Recently, American-leased Tijuana stations have been known more for long commutes through sometimes ugly border politics.

LaMarca works at XETRA's San Diego office and visits the plant only once a week. "It's a little unusual when you can't just walk in the studio and do things: pull a cart, add a liner, post a memo. But we've got our systems down after doing it for eight years. We're always planning 24 hours ahead, so it works very well.

"The studios are as nice as anything in San Diego; they're brand new and really put together well. The only hassle is the border crossing." When XETRA hired Bloom

and Harrigan, it hired a driver for the team who also serves as the show's producer. The rest of the morning team works via phone.

The New Eagle

Compared to the softer and more '60s-centered XETRA, KCBQ runs a broad music mix with a heavy '50s presence in its spice categories. PD/morning man John Forsythe recently replaced some 200 songs, many of them faster-burning '50s titles. Otherwise, Eagle 105 has changed little since its December sign-on, adhering closely to the Jeff Pollack Gold model. (Pollack's liaison with KCBQ isn't his usual Gold-specialist, Dave Brewer, but Tommy Hedges, once PD at KLOS/L.A. for now-GM/owner Simon T.)

Eagle 105 was immediately promotionally active. In its first weeks, it awarded two callers \$5000 apiece who heard Bing Crosby's "White Christmas." KCBQ followed that with \$1000-\$5000 daily prizes in a "money song" promotion through the winter. It's currently offering a \$1000 prize in a "Hot Licks Music Medley" scrambled-songs contest.



Greg Stevens



The station drew 30,000 to a New Year's Eve fireworks exhibit. Forsythe asserted, "We're not only looking at doing contests, but also at creating new events." Accordingly, Eagle 105 drew 3000 people, at \$10-15 a head, to a fundraiser for the Old Globe Theatre. It also unveiled a mascot, a 25-foot inflatable eagle, in a recent St. Patrick's Day parade.

Given the station's heavy spending by day, it seemed odd when



KCBQ's 25-foot eagle mascot in action on St. Patrick's Day.

KCBQ began running SMN's "Pure Gold" format overnight. Forsythe explained, "They use our slug-line, 'the greatest hits of all time,' so it matches closely with what we have here; we've not received a single call from anybody who thinks we change at 1am. They play a bigger list than we do, so it also adds some more variety at a time when you need it or can get away with it. It's worked out even better than I thought it would."

Guys From The North Country

KGMG, which rose 1.6-5.7 in fall's San Diego North book, was actually the second local outlet for AOR Gold following XHITZ's experiments with it in 1985-86. When Greg Stevens became KGMG PD in February, rumors were that Magic 102's very tough music would soften considerably. Actually, the new mix is reminiscent of WKLH/Milwaukee; titles now are very familiar, but still have a strong AOR image.

"A lot of depth was being added at the expense of familiarity," explained Stevens. "There wasn't enough control over the rotations. We had to make sure it didn't become unfamiliar for long stretches of time. That's what I've been devoting a lot of my attention to." He added that he still wants to "position the station as playing a lot of classic LP cuts that you don't hear anywhere else."

Continued Stevens, "The experience that I got as PD of KCFX/Kansas City is invaluable now. From day one, this station has played more '80s music than KCFX ever did. Our slogan is 'Classic Hits of the '60s, '70s, and Today.' Without meaning to, we convinced a lot of listeners in Kansas City that if it's not old, it's not a good record. Here, I don't get complaint calls when we play a new Steve Miller cut; if we played Dire Straits at KCFX, we'd be flooded with complaints."

Going After KLZZ's Audience

Because two shares would help anybody now, there's been a good deal of scrambling for KLZZ's handful of listeners. KLZZ was only Gold for six months, and spent most of that dormant. Even for AOR Gold, its mix was highly unusual; Roxy Music's "Love Is The Drug" and "Everybody Needs Someone To Love" by the Blues Brothers repeated every 30 hours or so.

LaMarca said he doesn't think KLZZ ever garnered enough of an exclusive audience to send many people back into circulation, but he did run liners in the week after the switch welcoming listeners back. KCBQ, one dial position to KLZZ's left, went even further, calling itself "your new home for California Classics." It still uses that line in a lesser rotation.

Interestingly, KLZZ's new handle is "the New Q," an admitted reference to KCBQ's Q-format CHR days. Unfortunately, Forsythe says, "KCBQ still exists in a lot of people's minds, and people are telling us they're glad we're back." Eagle 105's intention in soft-pedaling the KCBQ calls was to "put a new wrapping on the station." Now with two Qs next door to each other, Forsythe has added a second hourly reference to the calls and may try other strategies down the road to reduce the expected confusion.

KGMG uses an answering machine as its "listener suggestion box" and has been running comments from former KLZZ listeners, although Stevens says he doesn't mention his ex-competitor. "They're not a legend like KMET/Los Angeles," he said. "We ran lots of promos even before they actually changed, saying, 'We're committed to this, we were the first FM in town to do this and we'll continue to do it.' Since they've gone, we've run some liners such as, 'Magic 102 is San Diego's original Classic Hits FM. Thanks to you, we're still here.'"



Jim LaMarca



have to come to AM to hear oldies. For fall, we repackaged the hours for more music and emphasized AM as where they heard these songs first. It's been a slow turnaround, but we've seen through research that people who wrote off AM years ago have come full circle. Now we're finding a lot of 30-49 year-olds saying that even though it's available on FM, the better product is still on AM.

"For each of the last two years I've revised our three-to-five-year plan. Last spring we took a big step and spent a lot of money to pinch



MIKE KINOSIAN

ADULT CONTEMPORARY

WLTF, WMJI LOCK HORNS

Lite Means Might In Cleveland

Two music-intensive FMs — personality-oriented WMJI (Magic 105.7) and "Lite Rock/Less Talk" WLTF — are slugging it out in Cleveland. In the latest round, personality is losing 7.1-5.8.

Entering his third year as PD at WLTF, former WMJI PD Dave Popovich explained, "I think this fall's win was the result of our consistency. We don't play blaring rock or sleepy vocals. We reflect what's going on in the community. We like to have fun on the air and play a lot of music. They're louder and more talkative."

He said that his outlet is a contemporary station playing some oldies, while 'MJI is an Oldies-oriented station playing some currents. He added that WLTF is a "family" station, whereas 'MJI is "more into blue humor and telling dirty jokes."

"AC PDs create the least amount of irritants. When you do that, you become passive and don't get noticed."

—Rick Torcasso

WLTF's promotion thrust was a cash call variation known as "Free Money." To win, listeners called at random at 7:10am, noon, and 4pm and had to know the amount of money announced at 7:10am. Popovich said WLTF has given away nearly \$200,000 in cash and prizes during the promotion. The station also supports heavy TV use with billboard and transit advertising.

Popovich noted that consultant E. Alvin Davis has been instrumental in the station's success. "Consultants are very helpful," he said. "I think every station in the world should have one."

Grabbing People By The Collar

WMJI PD Rick Torcasso, who formerly programmed WYNY/New York, said his station's most important attributes are personality, promotion, and music. He claimed that WLTF's recent ratings triumph was not disappointing because he had anticipated the problem when he learned his afternoon talent, Kim Scott, was leaving the station in August. Magic's Fall '86 drive numbers were its lowest since summer '85.

"WMJI builds on attributes not easily duplicated by WLTF," he said. "Air people are important to our profile, and we lost a profile we promote." Countered Popovich, "I don't think many people noticed she left. It wasn't that big of a deal."

Torcasso is not exactly in awe of WLTF. "I don't consider Lite Rock/Less Talk a formidable competitor," he said. "The only way they can come back from a down book is direct marketing. We come back with on-air programming and promotions. We have lots of character. We talk more than Lite Rock, and sometimes that works against you if you don't have a lot

to talk about. But I'd go up against a Lite Rock station any day."

Torcasso added that he "hardly ever" listens to WLTF because he says he's not programming against it. "I'm building a station around its own cornerstones. They're not doing anything that worries me."

Torcasso sees WMJI as having a contemporary, high-profile image. "If there's something hot on the front page of USA Today, we're doing it. We're a step ahead of the average listener." While Popovich is a fan of consultants, Torcasso is a critic. "Consultants get into conceptual boxes. They get caught up with doing the wrong thing right."

Discussing the difference between his programming philosophy and that of most PDs in the

FACTS AND FIGURES

Cleveland's AC Ratings Game

In the nine Arbitron books since fall '84, WMJI holds a five-to-four advantage over WLTF 12+. WMJI's average 12+ share in the last nine books is 6.56; WLTF's is 6.33. The largest margin of victory was WMJI's 2.2 in winter '86. This fall, WMJI registered its lowest 12+ showing in the last nine books as WLTF defeated it 7.1-5.8.

WLTF's success is largely attributable to its excellent performance with women 25-49. While WMJI dropped nearly five shares from last fall, WLTF gained nearly three, vaulting to the number one spot in that attractive demo.

In fact, WLTF was up in every daypart from last fall, while WMJI was down across the board. WLTF's biggest gain was 7pm-midnight, and 'MJI suffered its greatest loss in PM drive. While WLTF made a nifty gain in men 18+, WMJI was virtually flat.

Both stations continue to fatten cume, improving by more than 5000 cume persons since last fall. WMJI has a fragile 300-cume person lead, and both ACs trail WWWE and market powerhouse WMMs in cume.

Time Spent Listening offers eye-opening statistics. Last fall, WLTF's TSL was 58.99 minutes per day compared to WMJI's 73.33. One year later, the numbers are reversed: WLTF climbed to 74.08 minutes per day; WMJI slipped to 58.45.

	F '85	W '86	Sp '86	Su '86	F '86
WLTF	5.2	5.5	6.7	6.3	7.1
WMJI	6.8	7.7	7.0	7.8	5.8

Figures are 12+ Monday-Sunday 6am-midnight, fall '86 Cleveland Arbitron MSA.

mat, Torcasso said, "AC PDs create the least amount of irritants. When you do that, you become passive and don't get noticed. When you listen to WMJI, we grab you by the collar and say, 'Hey, you're listening to WMJI Magic 105.7. Here's something only we're doing.'"

"PDs are hiding behind research. I spend about an hour a

week on music. A PD should concentrate on three things: the focus of the station, differentiation and, most important, how to get noticed. As long as I do that, I can beat Lite Rock every minute of the day."

Notwithstanding Torcasso's statements, the latest box score has him down by 1.3 points. The Cleveland conflict continues.



Dave Popovich

Lite Rock
106 1/2 WLTF FM

- L. RONSTADT & J. INGRAM/
Somewhere Out There
- ENGLAND DAN & JOHN FORD
COLEY/We'll Never Have To Say Goodbye Again
- CHICAGO/You're The Inspiration
- HUEY LEWIS & THE NEWS/
Jacob's Ladder
- BILLY JOEL/This Is The Time
- BOB WELCH/Sentimental Lady
- STEVE WINWOOD/The Finer Things
- JOHN LENNON/Woman
- A. FRANKLIN & G. MICHAEL/
I Knew You Were Waiting (For Me)
- GUESS WHO/These Eyes
- ROD STEWART/The First Cut Is The Deepest
- MOODY BLUES/In Your Wildest Dreams
- HOLLIES/Long Cool Woman
- LIONEL RICHIE/Dancing On The Ceiling



Rick Torcasso

WMJI
MAJIC 105.7FM

- CROWDED HOUSE/Don't Dream It's Over
- STEVIE WONDER/I Just Called To Say I Love You
- BREAD/It Don't Matter To Me
- STARSHIP/Nothing's Gonna Stop Us Now
- TURTLES/Happy Together
- ELVIN BISHOP/Fooled Around
- And Fell In Love
- BRUCE HORNSBY & THE RANGE/Mandolin Rain
- BEATLES/Please Please Me
- KENNY LOGGINS/This Is It
- SERGIO MENDES/Never Gonna Let You Go
- LUTHER VANDROSS/Stop To Love
- COMMODORES/Sail On
- SIMON & GARFUNKEL/Scarborough Fair
- GLASS TIGER/Someday



THREE TO GET READY — WSB/Atlanta's Bobby Harper visited backstage with two early rockers during the "Class of '55" concert. Show (l-r) are Ace Cannon, Harper, and Carl Perkins.



LON HELTON

COUNTRY

KNIX/Phoenix: Radio Station Of The Year

It's appropriate that KNIX/Phoenix should be named the ACM Radio Station of the Year during this, its 20th anniversary. KNIX's accomplishments have been well-chronicled in these pages.

Asked the secret of the station's success, VP/GM Michael Owens and General Program Manager Larry Daniels both answered, "The people." So here's a salute to the folks behind one of the greatest radio stations in the US: KNIX/Phoenix.



Here are the folks responsible for the product which has resulted in KNIX being number one 25-54 adults in 19 of the last 20 Arbitrons: the KNIX programming department.

PERSONALITY OF THE YEAR

Chris Taylor: Mechanic To DJ

Like 1986 ACM Personality of the Year Eddie Edwards, KIXZ/Amarillo PD/midday jock Chris Taylor is a third generation broadcaster. Unlike Edwards, however, he didn't grow up wanting to follow in his dad's and granddad's footsteps. In fact, broadcasting was his second choice. It wasn't until health problems prohibited him from pursuing a career as a mechanic that Taylor made the move behind the mike.

Putting away his wrenches, Taylor returned to college in search of a business degree. It was at Mankato State College that he first picked up the tools of his forefathers' trade and began working at the college radio station. Noting that both he and his father were adopted, Taylor said he figured if it was good enough for them, he would give it a try. The "bug" bit hard — 38-year-old Taylor is celebrating 20 years in radio this year.

Payin' Dues

While in school, Taylor worked parttime at Country KYSM/Mankato, TN, his first commercial job. He then left radio for six months, but dabbled in it by working part-time at KOLM/Rochester, MN. I got married," explained Taylor, "and decided I should support my wife. So I went to Rochester for a job as a parts manager for a Ford dealer. That only lasted six months because I couldn't stand being out of radio." So it was back to Mankato, where Taylor caught on full-time at KYSM.

From Mankato it was on to Madison and another Country station, WMAD, for a couple of years. In '77 he left for the KYNN/Omaha evening slot, jumped to MD two weeks later, and was named PD/MD a year later.

In '83 it was on to KIXZ & KMLL/Amarillo. Originally the KIXZ morning man, he was named PD a year later as the AM and FM



Chris Taylor

began to move in separate directions.

Move Over, Drivetimes

While most of the personalities who win these honors do either mornings or afternoons, Taylor's achievement strikes a chord for the often unheralded midday jock. Taylor, who admits partiality to personality radio, says, "When your station is personality-oriented, it's immaterial what time of day it happens to be. What changes by daypart is not the need for personality but the form it comes in.

"Midday personality' may not mean talking for two or three minutes as it might in mornings. It can be as simple as how you give a

weather forecast or what you say over a ten-second intro." But he does feel that midday jocks should "be more relaxed or laid back" than their morning or afternoon counterparts.

Taylor also refutes the theory that midday jocks should aim solely at housewives. "A midday talent targets the same people who are there in the morning or afternoon. There may be fewer of them, but they're the same." To illustrate his point, Taylor cited the latest ratings, which show KIXZ midday numbers to be stronger in men than women.

DJ Shares Self On-Air

Trivia and artist information play a major role in Taylor's show. "I try to get as many artists calling in to talk on the air as I can," he said. "I also subscribe to the 'water-cooler' philosophy in that I strive to talk about things people in this town are talking about."

On being a personality, Taylor said, "What you're sharing on the air is yourself; that's what personality radio is all about. If you don't give part of yourself to listeners, you're deceiving them and they ultimately will figure it out and go away."

Taylor recalled one of his first radio interviews where Bill Anderson told him, "There's nobody out there who can be you better than you." Taylor added, "Being unique is so important. By being you, you're being the best you can be on the air. People relate to that; it ties you closer to them. And we need to remember that without those folks, none of us would be here." he said. "We've got to love 'em; not make fun of 'em."

As for the future, Taylor's aspirations lie in "some form of ownership," he said.



Assembled here are those charged with converting the numbers into dollars: the KNIX sales staff.



The KNIX fulltime airstaff consists of (front row, l-r): General Program Manager Larry Daniels, PD/midday personality Eric Foxx, features reporter Sandy Lovejoy, news anchor Larry Clark, overnigher John Michaels, ND Stephan Kaulman, and midday jock Bill Kramer. Back row (l-r): PM driver Brian Kelly, evening talent George King, and morning man W. Steven Martin.



The management team (l-r): GSM Bob Podolsky, VP/GM Michael Owens, and General Program Manager Larry Daniels.



Gathering around VP/GM Michael Owens is the general and administrative staff of KNIX. Left to right are: Sonja Black, Stacey Brewer, Joy Ekteberry, Ruth Calabro, Lisa Callan, and Penny Drouillard.



Last year we reported that KNIX had built a fully-equipped gym/workout room, complete with showers, lockers, and a fulltime instructor/nutritionist. Due to its continued success, this year KNIX built its staff a beach! (Before you rush your resume, I guess I should tell you that this is really a pic of the airstaff taken at a local wave pool. Interesting thought, though, eh, Mike?)

THE WINNERS

**SINGLE RECORD
OF THE YEAR**
"ON THE OTHER HAND"

**SONG OF
THE YEAR**
"ON THE OTHER HAND"

**ALBUM OF
THE YEAR**
STORMS OF LIFE



**VOCALIST
TOP MALE**

**RANDY
TRAVIS**

**TOP
VOCAL
GROUP**
**THE
FORESTERS
SISTERS**



**TOP NEW
MALE
VOCALIST**



**DWIGHT
YOAKAM**

**ENTERTAINER
OF THE YEAR**



**HANK
WILLIAMS
JR.**

**A special thanks to Bill and Fran Boyd
and the Academy of Country Music and its members**



DOUBLE BREAKERS



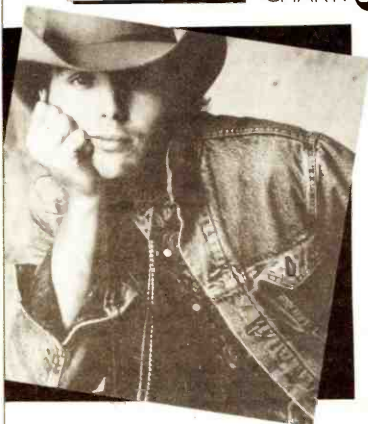
SOUTHERN PACIFIC

"Don't Let Go
Of My Heart"

(7-28408)

BREAKERS

CHART: **37**



DWIGHT YOAKAM

"Little Sister"

(7-28432)

From His Upcoming Album Hillbilly Deluxe

BREAKERS

CHART: **33**



COUNTRY

CLOSE-UPS



HUGS FOR BLOOD — WSIX/Nashville combined forces with the MTM Records roster to sponsor "Hug A Donor Day" at Nashville's American Red Cross headquarters. Holly Dunn, Marty Haggard, the Girls Next Door, and an Almost Brother joined (l-r) Judy Rodman, a listener/donor, and 'SIX' sportscaster Duncan Stewart as they gave their all for the cause.

• **KRMD/Shreveport** has a handle on Arklatex regional traffic problems. Area Cellular One phone customers can now place a free call from their cars to the KRMD news department to report accidents or road hazards. The new emphasis on up-to-the-minute accurate traffic reports details problem areas at noted landmark locations.

• **WGAR/Cleveland** helped keep inebriated St. Patrick's Day drivers off Northern Ohio roads via the "Cab

Call." Taxi service was provided by the Yellow Cab Company, with fees footed by the station. Clevelandites also mobilized its forces for "WGAR Remembers Terry Anderson Day." He's the AP Bureau Chief being held hostage in Lebanon. Listeners were asked to display American flags and turn on car headlights and porch lights. News Director **Mark DeMarino** and morning personality **Jim Shafer** also put in calls to Senator Howard

Metzenbaum and Congressman **Don Pease** to discuss the international situation.

• **KAND/Corsicana, TX** salutes 50 years of broadcasting on May 21. Previous personnel are invited to call the station collect — (214) 874-7421 — and participate in events that include an all-day remote from the station's original site and visits from previous owners and city dignitaries.

HAVE YOU HEARD

Congrats to former **R&R/Nashville** staffer **Deborah Evans Price**, who has been tapped to host a new syndicated radio show called "Songs of the Stars."

Changes at **WKHK/Richmond** as it adds an extra air staffer to the lineup: **OM Rob Ryan** goes from afternoons to a split midday shift; **Bev Davis** moves from evenings to afternoons, and takes on Promotion Director duties for 'KHK and sister **WPVA**; overnighter **Alan Craig** goes to nights as weekend **Rick Campbell** slides into all nights.

Judy Michaels from **WLRQ/Nashville** is now the news half of the **WXTU/Philadelphia** morning team . . . **Kelly McRae**, **KWJJ/Portland** evening 'talent, has been upped to MD following **Mark Andrews's** promotion to PD

. . . New MD at **WVJO/St. Cloud** is **Mark Sprint**, as **Steve Stewart** goes into sales . . . **Deb Spring** has been promoted to MD at new Country outlet **KIIQ/Reno**. The address is 5290 Neil Rd., Ste. 220, Reno, NV 89502; (702) 826-7200. Spring says they need product.

Glen Thomas is now doing afternoons at **WXCL/Peoria** after a cross-town jaunt from **KZ-93** . . . **WVMI/Biloxi** shuffles a bit as **Mike Thomas** leaves the station. Taking his PM drive shift is evening jock **Mike Albert**. New to nights is **Dory Hough** from **WRVR/Memphis** sales . . . **Copley Radio Network's** Sales Director **Becky Wight** has joined **KSON-FM/San Diego** as Creative Services Director/overnight personality.

Here's to the entire **RCA/Country** staff for putting up with **Carson Schreiber** the last ten years. Few thought he'd last ten minutes. Fewer thought he'd last ten expense reports. Way to go, Carson!

Congratulations to **WYNK/Baton Rouge** on being named "Major Market Station of the Year" by the Louisiana Broadcasters Association.

Scott Johnson has left **WBHP/Huntsville** to join his old PD **Dana Webb** at **KYKX/Longview** as MD. **Dana** and **Scott's** departure means changes in Huntsville, of course. Former **WSUN/Tampa** Asst. PD **Jack Evans** is now 'BHP PD. He hired **Greg Picciano** as the new MD/afternoon jock and **O'Reilly** for mornings.

At **KMPS/Seattle**, **Caleen Robbins** moves from nights to middays, replacing **Dave Young** who left for cross-town **KSEA**. Weekender **Tim Edwards** segues to evenings . . . **Kelly Garrett** leaves a **Tulsa CHR** for overnights at **KWEN** . . . **WMUS/Muskegon** ups evening man **Chris Roberts** to middays and parttime **Mike Lampi** to evenings.

After 15 years at **KEBC/Oklahoma City**, **Lynn Waggoner** has joined the airstaff of neighbor **KXXY** . . . **Satellite Music Network** personality **Gary Semro** has moved to mornings at **KGHL/Billings** . . . **WLBJ/Bowling Green** AM driver **Donna Dee** has been named MD . . . **Kirk Scott** is upped to MD at **96KIX/Lincoln**.

WAWW/Vero Beach has a new lineup with **Trish Hennesey** in mornings, **OM Sunny Shields** middays, **Glenn Curtis** afternoons, and **Laura Seger**, evenings . . . At **KKEED/Eugene, OR**, **Jim Tull** moves from middays to mornings, **Dave Tappan** joins for middays from **KPAK/Redding**, and **Pat Allen** moves up from parttime to evenings . . . **Paul Jeffries** to **WRNS/Coastal, NC** for evenings . . . Longtime **WILQ/Williamsport** overnighter **Doug Dodge** has moved into sales as weekender **Brian Hill** fills the slot.



SHARON ALLEN

NASHVILLE THIS WEEK

CMA MARKETING WHITE PAPER

Debunking The Myths

The Country Music Association's long-awaited radio white paper, "A New Look At Building Country Music Radio Audiences," is now available. This investigative report was partially spurred by a 1985 *New York Times* article announcing the "death of country music."

Written for Country radio's managers and programmers, the white paper contains facts that debunk several myths about country music and its listeners/consumers. Among them:

- Country music is regional or ethnic. The survey found that almost everyone listened to country music sometimes. More than 75% said they liked country music and listened to it; only 24% said they really disliked the sound.

- Country music fans are older, redneck males. Among the consumers who listened the most to country music, 42% were male, 49% were female. Of those surveyed, 39% were 18-24; 45% 25-34; 45% 35-44; and 58% 45-54.

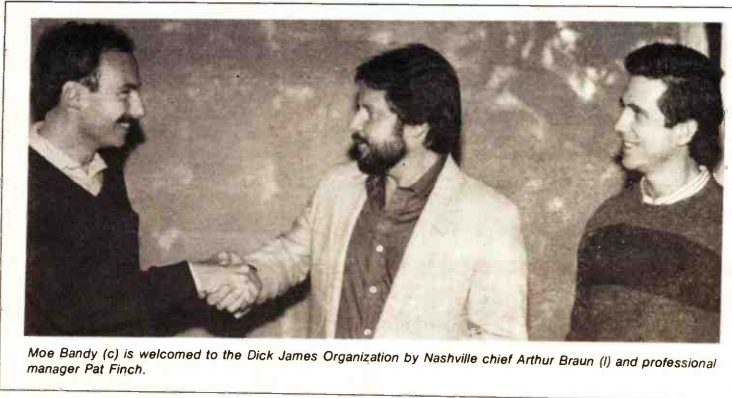
- Country music was a fad. The study probed consumers' attitudes about changes in current music and today's new music to determine how country has been faring in the aftermath of the "Urban Cowboy" era. It seems people realize country music has been changing over the past few years and characterize the changes as good and exciting. As a result, over one-third said they're listening to country music more now than in the past.

Those surveyed were also asked to compare country to other music types (rock, soft rock, black/soul, and gospel) in terms of five "imagery attributes": listener identification/gratification; execution/performer merits, entertaining/enjoyable sound; understandable music; and popular music.

It seems that those who like country do so because it tells simple stories. Others who dislike the music cite this same simplicity as a deterrent to relatability, while some view country as not much more than "cheatin' and drinkin'" songs done by artists "not as talented as their pop counterparts."

The White Paper states that as Country radio seeks to broaden its audience, there will be a need to identify musical gaps in order to provide sounds which will attract a wider demographic. And it also provides insights as to how the music's appeal can be broadened to attract new audiences.

CMA broadcast members will receive a copy of the report free of charge; non-CMA members can purchase a copy for \$125. Contact the CMA Membership Department, 7 Music Circle North, Nashville, TN 37203; (615) 244-2840.



Moe Bandy (c) is welcomed to the Dick James Organization by Nashville chief Arthur Braun (l) and professional manager Pat Finch.

NASHVILLE IN MOTION

Bandy Signs To DJO

The Dick James Organization adds four staff songwriters: **Moe Bandy** enters into a new copublishing agreement with DeJamus, Inc./Nashlon Music. He'll write for the companies and also bring additional writers into the fold under his employ. Three other writers join the international organization: **Steve Gibson**, coproducer with **Jim Ed Norman** on **Michael Martin Murphey's** "Americana"; **Fred Krize** ("Listen To The Radio"); and singer/songwriter **Darden Smith** from Austin, TX.

Chris Waters and **Michael Garvin** sign with ASCAP's Cross Keys Publishing... Warner Bros.-MCA-Capitol alum **Con Hunley** is about to sign with another major as he reteams with producer **Norro Wilson**... **Leon Everette** has signed with **Compleat Records**, **Manners Management**, **Buddy Lee Attractions**, and the **Hyland Company** for PR... **Diamond Records**

has been reactivated with the re-signing of **Ronnie Dove**. The full-service independent label is based at 14-H Irontate Drive, Waldorf, MD 20601; (301) 645-7900/843-8888.

Evelyn Shriver Public Relations now represents **Steve Warner**... Nashville's **Rick Hanson** of RicRac Produc-

tions has been appointed to the Indiana State Festivals Association's board of directors... Radio veteran **Biff Collie** has been named Executive Director of ROPE — Retirement of Professional Entertainers... And record promoter **Debbie Gibson** has announced her marriage to Encore Records chief **Ed Palmer**.

BITS & PIECES

On The Tube

- **Dolly Parton** has signed a two-year deal with **ABC** for a weekly one-hour variety program beginning next fall; the 44 shows will be produced by Parton's own company. She may pos-

sibly do other specials and TV movies for the network.

- **Chet Atkins** will be featured in a **Cinemax** cable special, along with friends **Willie Nelson**, **Waylon Jennings**, **Mark Knopfler**, **Emmylou Harris**, and the **Everly Brothers**. Atkins will appear as a soloist and an accompanist for his guests. The show, which is part of **Cinemax's** "Sessions" series, will be taped in Nashville May 2. It's tentatively set for a fall air date.

- The **Nashville Network** has scheduled five specials to be telecast this month. **Ronnie Milsap** will host a two-hour show on April 11 titled "Ronnie Milsap In Celebration." It's a tribute to the **RCA** artist and includes performances by **Ray Charles**, **Glen Campbell**, **Gladys Knight and the Pips**, **Janie Fricke**, **Leon Russell**, **Bobby Jones & New Life**, and the **Whites**... On the morning of April 18 you can watch "Gary Morris: A Portrait"; later that same day "Loretta Lynn: Follow The Flag," based on her USO tour, will be telecast.

And on April 23, you can tune in "Charlie Daniels Homecoming," a 60-minute special featuring highlights from Volunteer Jam XII. In addition to the **Charlie Daniels Band**, you'll see the **Judds**, **Pat Boone**, **Con Hunley**, **Dwight Yoakam**, **John Schneider**, **Doble Gray**, and **Carl Perkins**. And last but not least is the 60-minute "Barbara Mandrell: Get To The Heart."

Just thought you'd like to know!

WHO'S NEW

Five upstate New Yorkers carving out a successful career as country music performers doesn't sound like a sure bet. But as **Billy Montana** says of his band the **Long Shots**, "We've always gone against the odds."

The group, whose friendship and musical association go back to grade school, first called themselves **Southbound**. Their self-produced album "All The Way" on **New Colony Records** and subsequent video package caught the attention of **Warner Bros**.

Because a number of other bands across the country were using the **Southbound** moniker, the label advised a name change. But why Montana? "I've always liked the state," says Billy. "And hey, **Joe Montana** is my favorite QB."



Billy Montana & the Longshots group members (l-r): Doug Bernhard, Kyle Montana, Billy, Bobby Kendall, and Dave Flint.

After talking to other producers, the Long Shots reteamed with **Paul Worley**, who had played on their independent album. They felt Worley — who

also works with the **Nitty Gritty Dirt Band**, **Highway 101**, and **Marje Osmond** — "had the magic to break us."

Kyle, the younger Montana, calls debut single "Crazy Blue" a "great introductory song for radio. Harmony is what we do; it gives everybody a chance to shine."

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country New & Active section.

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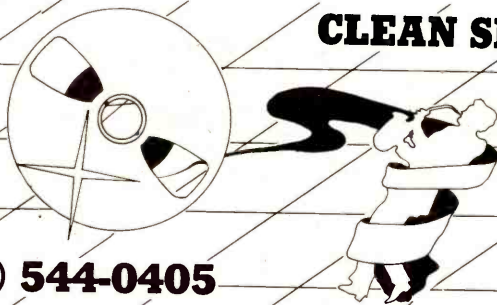
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Central New York combo seeks an announcer and a newscaster. Experience required. T&R: Kim Stevens, WCHN, Box 552, Norwich, NY 13815. EOE (4/10)

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Florida AC FM seeks morning personality ASAP. Creative, experienced. T&R: Greg Cohane, WLUF FM, 1473 Springer Dr., Port Richey, FL 33568. EOE (4/10)

WKRM, 40 miles south of Nashville, seeks 7-midnight CHR jock. T&R: Gary Moss, Box 1377, Columbia, TN 38402. Females encouraged. EOE (4/10)

PM drive, Adult/CHR. Experience and good production a must. T&R: Gary Moss PD, WKRM & WKOM, Box 1377, Columbia, TN 38402. EOE (4/10)

Parttime newspaper news at Gospel station in Charleston, SC metro. T&R: David Moore, WQIZ, Box 903, St. George, 29477. EOE (4/10)

PROGRAM DIRECTOR

Bright, creative, experienced for Jacksonville Florida's leading AC station. Minimum 5 years experience. Send resume and success stories to General Manager, WIVY-FM, 3101 University Blvd. S., Jacksonville, FL 32216. EOE



Our production department needs an individual that:

1. Knows the key to a good commercial is good copy — and knows how to write it.
 2. Has a great production voice — and knows how to use it.
 3. Has strong leadership abilities — to ensure the production department runs smoothly.
- If you possess these qualities, WRVR would like to hear from you. Please send a resume and a tape of your best work to:

Bob Kaake, Program Director, WRVR AM-FM, 5904 Ridgeway Parkway, Memphis, TN 38119. EOE MF A Viacom radio station.

WSPER One-Oh-Four

"WSP-FM Orlando has an immediate opening for a News Director to do mornings. Good salary and benefits. Send tape and resume to Allen Jackson, 140 North Orlando Ave., Winter Park, FL 32789. M/F EOE



JOYNER COMMUNICATIONS

Major N.C. FM seeks top quality Urban (Power) P.D. Must have strong track record and be able to prove it. This 100,000 watt monster FM will be a killer. We're starting fresh and will need to fill all air slots. Talent should get tapes & resumes in now! If you've got talent AND THE RIGHT ATTITUDE, let's explore. Tom Joyner, Joyner Communications, P.O. Box 1125, Cary, N.C. 27511. EOE

OPENINGS

COUNTRY AM/FM

We have openings for several air slots and news positions. If you want to work hard to build our ratings at a close knit country AM/FM in one of the best markets in the southeast . . . send tape and resume to Radio & Records, 1930 Century Park West, #670, Los Angeles, CA 90067. EOE



Somehow in East Texas, in a land called the Aggplex, is an incredible little FM radio station with strange yet well-paid personalities playing the hits and sounding Big Time. Care to join us? Yes, calls. (We're real fussy, but we're not stuck-up.) (409) 268-STAR. Ask for your Famous Amos.

TALENT

The North Carolina Triad, home of the new W-MIX 93.1, has received many tapes and resumes since our birth on March 6th. However, we are still looking for "special" adult oriented talent (M/F) that want to join an aggressive company in a terrific area. Send tape, resume and photo to Keith Clark, WMQX, P.O. Box 593, Winston-Salem, NC 27102. EOE



Our Production Director has moved to Texas, creating a prime opening for a truly motivated radio production pro. Successful applicant should possess superior writing and production skills, plus an ability to work with programming, sales, and clients to create the best commercials and promos in radio. A winning attitude and a willingness to work hard are essential. Position includes some on-air work. 74KRMG is a 50,000 watt clear channel Personality/Full Service radio station serving one of the Southwest's most beautiful cities. Send a production tape, recent aircheck, writing sample, and resume to: Kelly Carls, Program Director, 74KRMG Radio, 7136 S. Yale, Tulsa, OK 74136. MF EOE

MIDWEST

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: Reta 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 48605. EOE (3/27)

Major market Adult Contemporary Christian radio station seeks warm, on-one personality. T&R: WMU2, 12300 Radio Place, Detroit, MI 48228. EOE (3/27)

CHR WDER/Dakelb. IL. has fulltime opening for energetic 6-11pm jock. Good copywriting and production skills required. Rush T&R: Dave Bavido, Box 925, 60115. EOE (4/3)

Central Michigan's great combos seek talent. 98.5 FM CHR & AM1290 Country. T&R: Pete Michaels, Box 98.5, Houghton Lake, 48629. EOE (4/10)

If Full Service radio with extensive community involvement is your forte, send your C&R: KWBE, Box 10, Beatrice, NE 68310. EOE (4/10)

OPENINGS

Sales pros needed at KOKZ & KXEL Waterloo, IA. Send resumes: Ken Hensley, Sales Manager, Box 1540, 50704. EOE (4/10)

North Central Iowa's leading CHR (Class C) FM needs air talent that can double as Music Director. T&R: Doug MacKinnon, KKEZ, Box 578, Fort Dodge, 50501. EOE (4/10)

Wanted! FM host for info/AC station, WLBK-AM, Dekalb, IL, (between Chicago and Rockford). Prefer minimum three years' experience. T&R: Dave Bavido, Box 448, 60115. EOE (4/10)

Female street reporter/anchor moving on. Seek replacement. Experienced only. T&R: Rand LaVonn, ND, KRMG, 7136 S. Yale, Tulsa, OK 74136. No calls. EOE (4/10)

Work where you want -- check out the industry's only regional job listings in Opportunities.

Parttime AM producer/FM lifestyle anchor. Opportunity for a seasoned or a talented beginner. T&R: Rand LaVonn, KRMG & KOMJ, 7136 S. Yale, Tulsa, OK 74136. No calls. EOE (4/10)

Experienced announcers wanted for all time slots for expanding CHR FM. T&R: PD, KF8Q, 1806 Capital Ave., Cheyenne, WY 82001. EOE (4/10)

Sales representative! Excellent opportunity. Salary commensurate with qualifications and experience. Resume: Jim Miller, KNEB FM, Box 937, Norfolk, NE 68701. EOE (4/70)

Future possible full and parttime openings at Iowa AC. T&R: Chris Caine, KCRG, Box 816, Cedar Rapids, 52406. Females encouraged. EOE (4/10)



KRGI AM/FM, Central Nebraska's leading radio station, is expanding its award winning news department. Experienced, professional news reporters send T&Rs only to Ellen Dolan, Box G, Grand Island, NE 68802. EOE

WEST

KNX-FM/Los Angeles seeks anchor/reporter. Creative writer, conversational delivery. Major market experience. T&R: Jim Cheneyuey ND, 6121 Sunset Blvd., Hollywood, CA 90028. EOE (4/3)

New Contemporary FM in Anchorage seeks experienced team players due to staff expansion. T&R: Susan Moore, 3700 Woodland D., Ste #300, AK 99513. EOE (4/3)

Urban Contemporary KCEP/Las Vegas is accepting T&Rs for all shifts. Robert Holiday, 330 W. Washington Ave., Las Vegas, NV 89106. No calls. EOE (4/3)

KOZZ/Reno seeks mature morning personality. Must be funny and into music. T&R: Box 1928, NV 89505. EOE (4/3)

3P Light AC has long hours, low pay, but great opportunities for overnights. T&R: Paul Carpenter, 096, Box 2128, Rock Springs, WY 82901. No calls please. EOE (4/3)

KCBN/Reno seeks overnight person with one-two years' experience. If you love to ski with summer fun, Lake Tahoe is for you. T&R: Jim O'Neal, Box 10630, Reno, NV 89510. EOE (4/3)

N. CA 100,000kw has money to spend for right air talent/production wizard. T&R: Jim Nelly, XKGO, Box 1131, Arcata, CA 95521. EOE (4/3)

Board operator/production announcers needed for Transtar affiliates. Responsible, dependable local people only. T&R: Bill Neuhart, KRON, Box 2565, San Bernardino, CA 92406. EOE (4/3)

Got a job? Need a jock? Put it in Opportunities -- and get results! Call 213-553-4330.

KHYT-AM has an immediate opening for a PD responsible for programming and on-air shift. T&R: Laurie N. Weisert, 2820 S. 8th Ave., S. Tucson, AZ 85713. EOE (4/10)

News pro needed for fast growing combo. T&R: Royce Blake, Box 26388, Tucson, AZ 85726-6388. EOE (4/10)

On-air position at one of California's leading Country stations. T&R: F. Jolie, Box 3087, Hollywood, 90078-3087. EOE (4/10)

We want salespeople to fill spots in expanding, profitable promotions. Resume: F. Jolie, Box 3087, Hollywood, CA 90078-3087. EOE (4/10)

OPENINGS



San Diego's one and only Country Music Station is looking for an extremely talented and dedicated part-time air talent. Southern California applicant preferred. If you can hang with WINNERS and have at least three years experience, rush T&R to Mike Shepard, Program Director, KSON, P.O. Box 1240, La Mesa, CA 92041. No calls. EOE

WANTED: EXPERT PRODUCTION DIRECTOR

To take charge of a Top 20 West Coast Market AM/FM Combo. Creative production and writing a must! Great company and facilities. Voice, music talents a bonus! T&R to Radio & Records, 1930 Century Park West, #671, Los Angeles, CA 90067. EOE

92.3 KKFR Hot Music Radio

Phoenix CHR has immediate opening for quality midday talent! Tape and resume only to Steve Casey, Program Director, KKFR, 631 N. 1st Ave., Phoenix, Arizona 85003. EOE

PROGRAM DIRECTOR

I-94 KMAI FM - HONOLULU

Immediate opening at Honolulu's CHR leader. Great opportunity for an experienced PD with an FM on-air track record. Strong administrative and people skills required. Contact Mike Brandt, General Manager, 808/531-4602, or send resume and tape to KMAI FM, 841 Bishop Avenue, Suite 1700, Honolulu, Hawaii 96813. A Parker Communications station. EOE/MF/AA

PARKER COMMUNICATIONS, INC.

WANTED:

Afternoon Drive Killer. Major market, major group, top-rated CHR. Beginners and screamers need not apply. If you're an entertaining adult communicator who knows the meaning of personality, rush tape and resume today! Radio & Records, 1930 Century Park West, Box #667, Los Angeles, CA 90067.



107.7 KSOL the West Coast's leading Urban Contemporary station has a rare opening for a killer afternoon drive personality with strong production skills. Send tape and resume to KSOL Radio, 1730 So. Amphlett Blvd., #327, San Mateo, CA 94402. EOE M/F No phone calls.

POSITIONS SOUGHT

Great voice, currently parttime in San Diego, seeks fulltime entry level position. Will also consider sports announcing. CRAIG: (619) 546-7841. (4/3)

Perfect "do it all" guy for small upper Midwest station. (Air-shift, production, P&P). Clean cut, honest, responsible, experienced. RAY: (505) 437-1505, 6am-2pm. (4/3)

OPPORTUNITIES

OPENINGS

Experienced medium market PD with excellent management skills, extensive on-air experience, including news, morning drive, sports. LARRY: (805) 273-0448. (4/10)

Desire to win and talent to do it! Seven-year CHR pro. Great production with voices. Prefer medium market, Sunbelt, but make me an offer. STEVE: (703) 378-6609. (4/10)

Bitchin', dudel! Actual listener response to on-air material! Seasoned pro. AOR/Country, LA and surrounding counties. UNCLE DAVE: (213) 925-7738. (4/10)

Great voice, currently parttime in San Diego. Seek fulltime entry level. Will also consider sports announcing. CRAIG: (619) 546-7841. (4/10)

News pro! Great pipes, writing, digging, conversational. Major market experience, solid references. All offers considered. WAYNE SMITH: (503) 292-2261. (4/10)

PM AN ARB TERRORIST

As your next **PROMOTIONS DIRECTOR**, your competition will be terrorized by what I'll do to their ARBs!

I'm radio's best kept secret: Dynamically creative! Exceptionally organized and meticulous! Excellent management skills! Solid radio marketing/usage instincts! Energetic radio fanatic! Street-smart thinker! Good understanding of research! #1's! Dedicated!

I'll effectively promote and position your station, help increase your cume, TSL & AQH, with solid, visionary ideas via my nine years radio/TV experience. Ready to create marketing warfare & inflict some pain!

All serious inquiries considered for any top 40 metro rated CHR/ROF AC/BU/Gold/non-metal AOR. I'll relocate for right offer; especially CA, Sunbelt & NE. Call today before the pain I inflict may be on YOU! Stephen (617) 449-8141!

Fresh! PD is wasting young, talented warrior. Help, he's got me washing all the dirty dishes. AOR/air talent, medium/major markets. CHRIS: (201) 379-2717. (4/10)

Exciting and fun. That's me on the radio! Pro on the loose wants to do it for you. Great production and remotes. AC/EZ/Talk/Country. JOHN: (313) 227-6328. (4/10)

Experienced radio personality seeks exciting position with stable organization. Formally operations, production. MD. Please call: (214) 881-0352. (4/10)

New Yorker must move to Florida in two months. Prefer CHR team looking to retain market top. (718) 263-9353. (4/10)

Relevant, irrelevant, nothing is sacred. I talk to people. 151 proof personality, aged to perfection. Major market AOR/AD radio call your UNCLE TIM: (205) 478-3134. (4/10)

Young entry level broadcast graduate seeks small/medium market. Has marketing minor. Also seek challenge in South-west. SHANTINA: (214) 942-6394. (4/10)

Sex, sex, sex, sex, sex! I got your attention and can do the same to your audience. Program Directors in Georgia call BOB: (312) 894-3387. (4/10)

Want to increase sales? Use R&R Opportunities ads to find hot new sales talent. Call 213-553-4330.

CHR high energy hardworking pro wants to move. Prefer West Coast. All up books (9.7-12.8-16.6). CAESAR: (915) 592-9242. (4/10)

Five years' broadcast production experience. Superior communication, and creative copywriting skills. Will relocate. BARRY MORGAN: (207) 283-9131. (4/10)

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) 773-6182. (4/10)

Adult voice seeks AOR/AC/CW airshift and production. Young, energetic, team player. Seek challenge in medium East market. GARY: (817) 923-0244/921-7631. (4/10)

Need sports professional? Six years' experience, small and medium market. PBP anchor, workaholic, seek break. JAY: (309) 343-8384. (4/10)

Experienced PD. Seven years' on-air major market. Creative, resourceful, organized, a winner. Prefer top 200 markets. (615) 883-5900. (4/10)

Afternoons, weekends! Seek fulltime position in medium market. B.A., six years' experience, witty, workaholic, phones and drops. JAY: (309) 343-8384. (4/10)

PBP you say! I'm on my way. Just give the OK. Want someone on the ball! Just give me a call. DAN: (205) 233-4526. (4/10)

Extremely knowledgeable, hardworking PBP announcer seeks position. Professional baseball and college basketball announcer with football experience. RANDY: (704) 377-3827. (4/10)

Radio announcer with ten years' experience desires position in Midwest. G. ERNEST McCUNE: (913) 841-8658. (4/10)

OPENINGS

Female reporter/anchor seeks position with a record company in the area of Public Relations or artist relations. Willing to relocate. TOXIE: (413) 445-5775/499-1531. (4/10)

Four-year professional with announcing/programming experience seeks fulltime career in radio. Willing to relocate. Currently employed. MARK: (704) 553-8921. (4/10)

Sports nut with seven-plus years football and basketball (PBP) experience, seeks job in college or pro market. TV production experience too. JOE: (715) 845-5492. (4/10)

Two-year pro with great production would like to work for you. Writing copy is no problem. Call MARK: (303) 857-6398 afternoons/evenings. (4/10)

The song goes, "Someone is looking for someone like you." I'll be Pat, you be Wags. You be Steve, I'll be Gary. You get the idea. CHUCK JEFFRIES: (919) 288-5557. (4/10)

Creative pro in top 50 AOR/CHR seeks partner to go to the top. I'll be Pat, you be Wags. You be Steve, I'll be Gary. You get the idea. CHUCK JEFFRIES: (919) 288-5557. (4/10)

Experienced announcer seeks Sports Director and (PBP) position. Brown Institute graduate. JOHN F. SANTELMANN: (414) 233-4701. (4/10)

Experienced announcer! Willing to adjust to your station's specifications. 20 years in the business. L.A. or Orange County area. BARBARA: (213) 498-0036. (4/10)

Knowledgeable, aggressive Sports Director with 16 years' experience. seeks talk-show, play-by-play, sports reporting. TOM: (915) 658-6130. (4/10)

I have experience, ability, and much to offer somebody. I don't have a job. Collect BOB IRWIN: (205) 352-6603. (4/10)

Announcer with Program Director experience seeks either position with competitive team in Florida. Currently in Orlando area, can relocate. GARY: (305) 695-8507. (4/10)

Philly cheesesteaks are nice, but California sunsets are better. WFL news pro wants to return to the Golden State. Medium/large market. MIKE: (215) 969-1456. (4/10)

"26-Year Broadcast Veteran"

Extensive AC background as Music Director, Production Manager, and all on-air shifts. Experience in programming, formatics, promotions, automation, and ratings analysis. Interested in on-air openings for PD, MD, or OM in medium or major market AC. All areas considered. Call Mike Johnson (317) 474-4137.

CLD award-winning copy/production. 15 years' experience. B.A. degree. Multi-track and word processor experience. Class act seeks same. ROGER CURTIS: (707) 792-0240. (4/10)

Small markets only! Programming small market radio is my specialty. Develop young talent, and win on tight budget. SHAWN: (209) 527-2926. (4/10)

Mature, experienced announcer wants to return to radio. Family man, team player. Any position, any shift. Prefer West/Midwest. PAUL JAY: (312) 293-1538. (4/10)

Five years at WINZ FM/Miami. Disciplined and determined. Great attitude both on and off the air. GEORGE COREY: (305) 432-6006. (4/10)

Eight-year pro, great pipes, good production. AOR/CHR/AC. Medium or large market. Currently AC. Prefer Midwest. Workaholic. JIM: (906) 632-3664. (4/10)

Versatility and talent! BILL: (216) 255-8143. (4/10)

10-year radio vet seeks PBP Sports Director or Sports Talk position. All markets considered. J.R.: (612) 722-2535. (4/10)

Four-year pro with workaholic tendencies seeks fulltime announcer's position along Colorado's front range. Committed to Improvement. All markets considered. RANDY: (704) 377-3827. (4/10)

California native coming home. All facets of radio, no need to "boast." West Coast inquires only to JEF RILEY c/o AFN/Munich, A.P.O., NY 09108. (4/10)

Houston! Good, solid air talent moves to your city soon. Call this six-year pro, now. Full or parttime, any format. KARYN: (409) 899-9488. (4/10)

Let the best polish your best. AC Operations Director available now. Seek PD position with stable company. Great production, promotions. AC/EZ/NT. JOHN: (313) 227-6328. (4/10)

Smaller markets: I'm your PD! Currently assistant PD/MD at KEX/Portland. Seek first PD position. Workaholic AC/CHR/Oldies. RICH PATTERSON: (503) 777-9044. (4/10)

Morning man with extensive ADR & Jazz/New Age background seeks any shift at a 25+ AOR. PAUL NELSON: (414) 738-6966. (4/10)

CHR night talent! Seven years' experience medium/major markets. Currently employed, seek new challenge. (305) 721-0582. (4/10)

POSITIONS SOUGHT

Lady air personality with five years' experience. B.A. degree, great numbers! Morning sidekick or evenings. Florida or Oregon. Call now. JJ McKay: (305) 984-7812. (4/10)

Seek P3 AOR station on the East Coast. I have a year's experience in a humble market. Wanna rock. JEFF: (516) 623-8483. (4/10)

News! I can pass, punt, write, and read. Top 25 market experience. STEVE LYLE: (818) 339-9839. (4/10)

Best night numbers in CHR today. Seek West Coast medium/large. Listeners are us when you hire me. Proof? DERRIN: (505) 535-7548. (4/3)

Eight months' experience in three major market stations. Board operator, associate producer. Seek on-air job. I know sports. Reliable. PETE: (216) 245-5711. (4/3)

Anywhere now! Trained broadcaster seeks employment in AC/CHR/MOR. Good production. HENRY: (201) 836-5166. (4/3)

Strong young air talent will be an asset to your station. Research director/on-air experience. Fulltime position anywhere in U.S. MASON WILD RISHER: (817) 562-7347. (4/3)

Creative individual with experience. Willing to relocate immediately. Production/personality top of the line. Prefer either coast. JOHN BLAINE: (216) 228-8209. (4/3)

Radio is magic. I still believe. Do you? AOR professional in medium market seeks major adult radio challenge. UNCLE TIM: (205) 478-3134. (4/3)

Albany, New York or 50-mile radius. Experienced in all formats. Currently employed on-air fulltime. NEIL: (518) 355-1366. (4/3)

Midwest pro wants to move up. Five years at present station. OM/PD/MD experience. BRIAN: (308) 532-9676. (4/3)

Mature adult voice seeks AOR/AC/CW airshift and production. Hardworking (no screaming) team player. GARY: (817) 923-0244/921-7631. (4/3)

Hi! Four-year pro with the need for a change. Can handle all shifts and MD position. I need to learn more about Top 40. Prefer AC. RICK: (413) 774-4301. (4/3)

JIM McCLOUD: Sixteen years' experience seeks morning or PD position in the South. (405) 789-3754. (4/3)

Seek Sports Director (PBP) producer/announcer. Five years' experience news background, also reporting. Will relocate. SEAT: (702) 368-2115. (4/3)

Indian Rocks Beach, Tarpon Springs West Coast Florida is where I'm lookin'. 11 years' experience. (803) 457-4556. (3/27)

On-air personality. News, sports, mornings. Three years' commercial on-air experience. Dependable, hardworking, and available. Call MARK today. (206) 745-0379. (3/27)

I'M TIRED OF THE BULL!

Tired of the agencies who promise everything and only take my cash. I'm looking for a medium market AM to perform a morning drive show with 21 years of uniqueness, likeability and drive. Willing, able and hungry now. Mark "In The Morning" Taylor. (213) 410-0324 or (519) 537-3384.

I don't need sex to entertain. Adult funnyman seeks drivetime position. Voices, phone bits, great production. AC/CHR. Prefer East Coast. MITCH: (216) 333-3842. (4/3)

Want to sell my suitcase! Talented AT/producer seeks long-term relationship. AC/CHR. Drive or programming. RUSTY: (216) 383-0159. (4/3)

I swing both ways! AM or FM, prefer East Coast drive shift. Humor, bits, phones, hot production. BAGMAN: (216) 321-2811. (4/3)

Ambitious young air talent seeks fulltime action anywhere. Well educated in radio broadcasting. SCOTT ERICKSON: (414) 694-8373. (4/3)

Authenticity! I am peering for a P3 AOR station on the East Coast that can wear my ability. Okay? JEFF: (516) 623-8483. (4/3)

Experienced, talented PD. Have seven years on-air in major market. Creative, resourceful, organized. Prefer top 200 market. (615) 883-5900. (4/3)

Extremely knowledgeable, hardworking PBP announcer seeks stable PBP situation. Professional baseball and college basketball announcer. RANDY: (704) 377-3827. (4/3)

Three years' experience, ready for the next step. BILL: (308) 532-3344. (4/3)

Four-year pro with workaholic tendencies seeks fulltime announcer position along Colorado's front range. Committed to improvement. PAUL: (307) 382-6633. (4/3)

Multitabled announcer seeks fulltime position in upper Midwest market. Great voice, good writing skills, lots of related experience. JARED: (612) 286-5141. (4/3)

Important message! To radio stations seeking experienced producer at entry level pay. Gave my guts for two years at respected New York stations. JOEY D.: (201) 488-2700. (4/3)

POSITIONS SOUGHT

Warm, personal communicator. Currently Public Service and MD plus airshift at small market AC. Four years' experience. Prefer S. CA. JULIO: (512) 773-3135. After 2pm CST. (4/3)

Look no further. Hardworking, energetic, look wants to help you in any way. Will relocate. CHRIS: (903) 961-9849. (4/3)

Three-year high energy pro, working two stations. Seek NE medium CHR or small CHR PD slot. ED: (914) 794-0215. (4/3)

We do more in a week than the army does before 10am. TOM & LA MAR: (618) 895-2305. (4/3)

TELL IT LIKE IT IS

20 Share Fall Birch. Me & my "crew" can do the same for you. Serious inquiries only; interested? Contact Capt'n 302-478-0975

AOR voice with top 60 market experience, tight production, good biz skills seeks stable gig. Drive/evenings. JOHN A: (312) 784-1327. (4/3)

Experienced CHR/AC announcer seeks position with a "team company" in Florida. Currently in Orlando area. Will relocate. GARY: (305) 695-8507. (4/3)

Los Angeles! Objective to be MD. Three years in the business; seek assistant to MD or programming assistant. Have worked with major industry trade. (213) 661-5590. (4/3)

Two and half years in small market. MD/PD/news, continuity. Time to move up. A great find waiting to be discovered. JEFF: (904) 584-7074. (4/3)

California pro ready to move! CHR/Urban. MD experience plus lots of production. Will work anywhere. Don't delay, call today. SCOTT: (818) 362-3000. (4/3)

Unique! Topical personality! For today's listener in a society that thrives on information. A personality who can have fun. MIKE: (312) 849-0404. (4/3)

Two-year pro with great production would like to work for you. Writing copy is no problem. Call MARK: (303) 857-6398 afternoons/evenings. (4/3)

Major market personality J.C. COLLINS. Last at WIRE/Indianapolis. Has superb pipes and personality. A personality who can have fun. MIKE: (312) 849-0404. (4/3)

MISCELLANEOUS

Investor(s) wanting for pressing and promotion of hit potential record. Hot songs, hot artist. For details, call: (213) 512-7834, leave message and phone number.

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.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Radio City Center 7800 R.I. 1600

Alpha

ATLANTIC STARR "Always"
B. JOEL & R. CHARLES "Baby Grand"

Easy Listening

ROGER WILLIAMS "Hello"

Broadcast Programming

John Chappell 400/991 8000 405-3087

Adult Contemporary

JENNIFER WARNES "First We Take Manhattan"
GREGORY ABBOTT "I Got The Feelin' (It's Over)"

Modern Country

MERLE HAGGARD "Almost Persuaded"
TANYA TUCKER "It's Only Over For You"
EARL THOMAS CONLEY "That Was A Close One"
MARIE OSMOND "Everybody's Crazy 'Bout My Baby"
JOHN SCHNEIDER "Love You Ain't Seen The Last Of Me"

Century 21

Greg Strickland (214) 534 2121

The Z Format

LEVEL 42 "Lessons In Love"
BON JOVI "Wanted Dead Or Alive"
PAUL SIMON "You Can Call Me Al"
GREGG ALLMAN BAND "I'm No Angel"
KIM WILDE "You Keep Me Hangin' On"

The AC Format

PETER CETERA "Only Love Knows Why"
HOWARD JONES "Will You Still Be There"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Super-Country

MERLE HAGGARD "Almost Persuaded"
HOLLY DUNN "Love Someone Like Me"
GEORGE STRAIT "All My Ex's Live In Texas"

Concept Productions

Chris Stephens (916) 361-7754

CHR

HERB ALPERT "Diamonds"
EDDIE MONEY "Endless Nights"
BON JOVI "Wanted Dead Or Alive"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Country

DESERT ROSE BAND "Ashes Of Love"
RANDY TRAVIS "Forever And Ever, Amen"
RICKY VAN SHELTON "Crime Of Passion"

AC

GINO VANNELLI "Wild Horses"
PETER CETERA "Only Love Knows Why"
HOWARD JONES "Will You Still Be There"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Drake-Chenault

Joe France (600) 247-3303

XT-40

FERRY AID "Let It Be"
WORLD PARTY "Ship Of Fools"
CHRIS DeBURGH "The Lady In Red"
BREAKFAST CLUB "Right On Track"
BON JOVI "Wanted Dead Or Alive"

Contempo 300

FERRY AID "Let It Be"
ATLANTIC STARR "Always"
CHRIS DeBURGH "The Lady In Red"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Great American Country

DWIGHT YOAKAM "Little Sister"
JANIE FRICKIE "Are You Satisfied"
JOHN SCHNEIDER "Love You Ain't Seen The Last Of Me"

Supersoul

PRINCE "U Got The Look"
LAKESIDE "Relationship"
CARRIE McDOWELL "Casual Sex"
JODY WATLEY "Still A Thrill"
DENICE WILLIAMS "Never Say Never"
GAP BAND "Zibble, Zibble (Get The Money)"
RAY, GOODMAN and BROWN "Celebrate Our Love"

Media General

Broadcast Services

Bob Dumas (901) 370-4333

Action

U2 "With Or Without You"
DAN SEALS "I Will Be There"
HOWARD JONES "Will You Still Be There"
P. LABELLE & B. CHAMPLIN "The Last Unbroken Heart"
L. VANDROSS & G. HINES "There's Nothing Better Than..."

Your Country

DWIGHT YOAKAM "Little Sister"
TANYA TUCKER "It's Only Over For You"
EARL THOMAS CONLEY "That Was A Close One"
SWEETHEARTS OF THE RODEO "Chains Of Gold"
JOHN SCHNEIDER "Love You Ain't Seen The Last Of Me"

Hit Rock

DAVID BOWIE "Day-In Day-Out"
BON JOVI "Wanted Dead Or Alive"
KIM WILDE "You Keep Me Hangin' On"
CHICAGO "If She Would Have Been Faithful"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Peters Productions, Inc.

George Jurak (800) 755-8511

Country Lovin'

SKO "American Me"
DWIGHT YOAKAM "Little Sister"
MERLE HAGGARD "Almost Persuaded"
LOUISE MANDRELL "Do I Have To Say Goodbye"

The Ultimate AC

LIONEL RICHIE "Se La"
KLYMAXX "I'd Still Say Yes"

The Programming

Consultants

Steve Penny (800) 843-7807

Stereo Rock

FERRY AID "Let It Be"
WORLD PARTY "Ship Of Fools"
CHRIS DeBURGH "The Lady In Red"
BREAKFAST CLUB "Right On Track"

AC

MADONNA "La Isla Bonita"
CHRIS DeBURGH "The Lady In Red"
CHICAGO "If She Would Have Been Faithful"

Country

MOE BANDY "Till I'm Too Old To Die Young"
MARIE OSMOND "Everybody's Crazy 'Bout My Baby"

Radio Arts

John Benedek (616) 647-0225

Country's Best

SKO "American Me"
KIM MALCHAK "Colorado Moon"
DWIGHT YOAKAM "Little Sister"
MICKEY GILLEY "Full Grown Fool"
MARIE OSMOND "Everybody's Crazy 'Bout My Baby"

Soft Contemporary

CHRIS DeBURGH "The Lady In Red"
JENNIFER WARNES "First We Take Manhattan"
P. LABELLE & B. CHAMPLIN "The Last Unbroken Heart"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Sound 10

DAN SEALS "I Will Be There"
CHRIS DeBURGH "The Lady In Red"
HOWARD JONES "Will You Still Be There"
GLENN MEDEIROS "Nothing's Gonna Change My Love For..."

Satellite Music Network

Pat Gilmer (714) 991-9200

The Starstation

MADONNA "La Isla Bonita"
Country Coast-To-Coast
JANIE FRICKIE "Are You Satisfied"
T.G. SHEPPARD "You're My First Lady"
EDDY RAVEN "You're Never Too Old For Young Love"

Rock 'N' Hits

BRYAN ADAMS "Rebel"
LIONEL RICHIE "Se La"
STRANGLERS "Always The Sun"
BOOK OF LOVE "I Love Roses"
DAVID BOWIE "Day-In Day-Out"
THOMPSON TWINS "Get That Love"
BON JOVI "Wanted Dead Or Alive"
KENNY LOGGINS "Meet Me Half Way"
JODY WATLEY "Looking For A New Love"
DEAD OR ALIVE "Something In My House"

Transtar

Adult Contemporary

Mike Turner (713) 460-6383

LIONEL RICHIE "Se La"
CHRIS DeBURGH "The Lady In Red"

Country

Rex Holmes (713) 460-6383

CONWAY TWITTY "Julia"
DAN SEALS "I Will Be There"
JUDY RODMAN "Girls Ride Horses Too"

THE TIME IS NOW.

"You Can Call Me Al" Paul Simon

CHR BREAKERS

Debut **37**

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



R&R NATIONAL AIRPLAY BLACK/URBAN

BREAKERS

CLAUDJA BARRY

Can't You Feel My Heart Beat (Epic)

71% of our reporting stations on it. Rotations: Heavy 0/0, Medium 27/0, Light 36/11, Total Adds 11, WDAS, WYKO, OC104, WENN, KDLZ, WHYZ, WPDQ, WJYL, WLOU, WORL, WANM. Debuts at number 32 on the Black/Urban chart.

FIVE STAR

Are You Man Enough (RCA)

69% of our reporting stations on it. Rotations: Heavy 1/0, Medium 24/4, Light 36/9, Total Adds 13 including WTMP, WZAK, WJLB, WKND, OC104, WFXC, WGIN, Z103, KDKO. Debuts at number 34 on the Black/Urban chart.

DAVID SANBORN

Chicago Song (WB)

67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 26/2, Light 34/13, Total Adds 15 including WWIN-FM, WBMX, KJLH, WDKX, WENN, WPAL, WPDQ, WJJS, Z103, WVOI, KKPW. Debuts at number 37 on the Black/Urban chart.

NONA HENDRYX

Why Should I Cry (EMI America)

64% of our reporting stations on it. Rotations: Heavy 0/0, Medium 16/4, Light 41/19, Total Adds 24 including WXYV, WUSL, WVEE, WDMA, WEDR, K94, WBLZ, WZAK, WVKO, WKND, Z93, WPEG, KDKO.

DENICIE WILLIAMS

Never Say Never (Columbia)

64% of our reporting stations on it. Rotations: Heavy 0/0, Medium 13/3, Light 44/14, Total Adds 17 including WWIN-FM, WXYV, WBLK, WAMO, K94, WGGI, WBLZ, WFXC, WQMG, WHYZ, WGIN.

COVER GIRLS

Show Me (The Fever/Sutra)

63% of our reporting stations on it. Rotations: Heavy 13/0, Medium 32/0, Light 11/7, Total Adds 7, WBLK, KOXL, WENN, WQFX, KJCB, WQIS, WGRP. Moves 34-26 on the Black/Urban chart.

MANHATTANS

All I Need (Columbia)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 25/0, Light 28/6, Total Adds 6, KMJM, Z93, WPDQ, WLOU, WGIN, KPRW. Debuts at number 10 on the Black/Urban chart.

NEW & ACTIVE

AL GREEN "Everything's Gonna Be Alright" (A&M) 47/6

Rotations: Heavy 3/0, Medium 28/2, Light 16/4, Total Adds 6, WDJY, WDMA, KSEL, JET94, WALT, WPLZ, Heavy WTMP. Rotations: Heavy 4/0, Medium 20/1, Light 23/4, Total Adds 5, KMJQ, KJLH, WFXA, WZAK, KHYS, Heavy WEDR, WHYZ, KDKS, WWSWS. Mediums include: WWIN-FM, WXYV, WILD, WDAS, WAMO, WHUR, WEDR, WGOI, WZAK, WJLB, KMJM. Debuts at number 38 on the Black/Urban chart.

LAKESIDE "Relationship" (Solar/Capitol) 47/5

Rotations: Heavy 4/0, Medium 20/1, Light 23/4, Total Adds 5, KMJQ, KJLH, WFXA, WZAK, KHYS, Heavy WEDR, WHYZ, KDKS, WWSWS. Mediums include: K104, WTMP, WBLZ, KPRS, WJIZ, WEKS, WATV, WPEG, WDDM, WFXC, WLOU.

JESSE JOHNSON "Baby Let's Kiss" (A&M) 46/22

Rotations: Heavy 2/0, Medium 11/1, Light 33/21, Total Adds 22, WXYV, WVEE, WDMA, WHRK, WBMX, WGGI, WBLZ, WVKO, WLOU, WHNC, Z93, WFXC, KDLZ, WJYL, WALT, WBLK, WDM, KHYS, WANN, WGRP, WXLX, KPRW.

RAY GOODMAN & BROWN "Celebrate Our Love" (EMI America) 45/10

Rotations: Heavy 0/0, Medium 18/0, Light 27/10, Total Adds 10, WBMX, WGGI, WHNC, WDKX, WFXA, WQFX, WKXI, WZAZ, WPLZ, WGIN. Mediums include: WDAS, K104, WZAK, WJLB, KJCB, WQOK, WGRP, WXLX, KATZFM, KBUZ.

RJ'S LATEST ARRIVAL "Rhythm Method" (Manhattan) 40/26

Rotations: Heavy 0/0, Medium 6/3, Light 34/23, Total Adds 26, WBLK, WDAS, KMJQ, WYLD, WTMP, KMJM, KOXL, WQOK, WPAL, Z93, JET94, WQFX, WZAZ, KIIZ, Z16, KOKY, WJYL, WLOU, WALT, KDKS, WANM, WGRP, WXLX, KATZFM, WVOI, KPRW.

ROSE ROYCE "Lonely Road" (Omni/Atlantic) 38/5

Rotations: Heavy 2/0, Medium 21/0, Light 15/5, Total Adds 9, WVEE, WTMP, WGGI, WPDQ, KPRW, Heavy WILD, KDKS. Mediums include: WDAS, WAMO, WHUR, WYLD, WQIS, WQOK, WENN, JET94, WQFX, WJYL, WQOK, KHYS, WTLK.

WHISPERS "Rock Steady" (Solar/Capitol) 34/23

Rotations: Heavy 2/0, Medium 6/2, Light 26/21, Total Adds 23, WVEE, K104, KMJQ, WYLD, WTMP, WBMX, WGGI, WLOU, KMJQ, WQIS, WZAK, WOKY, WJUS, WQIM, WANM, WKWM, WTLK, WXLX, WATZFM, KBUZ. Heavy WZAK, WEKS.

SUGAR BABES "We Rock The Beat" (MCA) 34/9

Rotations: Heavy 1/0, Medium 11/0, Light 22/9, Total Adds 11, WDAS, K104, WENN, JET94, WDDM, WKXI, WALT, WQRL, KDKO, Heavy WJMI, Medium KMJQ, WDMA, WYLD, WQIS, WQOK, WENN, JET94, WQFX, WJYL, WQOK, KHYS, WTLK.

WHISTLE "Barbara's Bedroom" (Select) 34/8

Rotations: Heavy 0/0, Medium 7/0, Light 27/7, Total Adds 8, KDAY, WJIZ, WENN, WPAL, WPEG, WJJS, WBLX, WANM. Mediums include: K104, WBMX, WZAK, WJMI, KIIZ, KDKO.

TEMPTATIONS "Someone" (Motown) 33/11

Rotations: Heavy 0/0, Medium 10/2, Light 23/9, Total Adds 11, WDAS, KMJM, JET94, WFXC, WKXI, KJCB, KOKY, WQIM, Z103, WXLX, KKPW, Medium WAMO, WTMP, WZAK, WENN, WALT, WANM, KATZFM, KDKO.

PICTURE PERFECT "Prove It Boy" (Atlantic) 33/6

Rotations: Heavy 0/0, Medium 7/0, Light 24/6, Total Adds 6, WUSL, WZAK, WEKS, JET94, WDDM, WKXI, Heavy WDAS, WTLK, Medium WAMO, WVEE, WEDR, WTMP, WDKX, Z16, KOKY.

MANTRONIX "Who Is It" (Sleeping Bag) 32/3

Rotations: Heavy 0/0, Medium 15/0, Light 17/3, Total Adds 3, WDAS, WPAL, JET94, Medium: WXYV, WDJY, WDMA, KPRS, KSOI, KOXL, WQOK, WATV, WQFX, WKXI, KJCB, WQIS, WALT, KHYS, WTLK.

CARRIE MCDOWELL "Uh Uh, No No Casual Sex" (Motown) 31/8

Rotations: Heavy 0/0, Medium 2/0, Light 29/8, Total Adds 8, WHUR, WFXA, JET94, WPDQ, WZAZ, KHYS, Z103, KPRW. Mediums include: WDAS, KKPW.

CYRE "Last Chance" (Fresh/Sleeping Bag) 31/2

Rotations: Heavy 0/0, Medium 16/0, Light 15/2, Total Adds 2, WBLK, WDMA, Medium: WHRK, WJIZ, KOXL, WQOK, WPAL, Z93, WDDM, WQFX, WZAK, KJCB, WQIS, WALT, WANM, WTLK, WXLX, KKPW.

EGYPTIAN LOVER "Freakaholic" (Egyptian Empire) 29/5

Rotations: Heavy 0/0, Medium 9/0, Light 20/5, Total Adds 5, WDMA, WTMP, WZAK, WOKY, WJYL, Medium: WXYV, WEDR, WYLD, WQIS, WZAZ, WQOK, WATV, WQFX, WKXI, KHYS.

F.O.S. with OLLIE WOODSON "We're Back" (Superstar Int'l) 26/11

Rotations: Heavy 0/0, Medium 4/2, Light 22/9, Total Adds 11, WDJY, WDMA, WTMP, KJLH, KSOI, WJIZ, KOXL, JET94, WZAZ, WLOU, WANM, Medium: WPAL, WKXI.

FIRST CIRCLE "Working Up A Sweat" (EMI America) 26/4

Rotations: Heavy 3/0, Medium 7/1, Light 6/3, Total Adds 4, WILD, WBLK, WQOK, KHYS, Heavy: WWIN-FM, WGGI, WHNC. Mediums include: WXYV, WDAS, WUSL, WAMO, WHUR, WEDR, WBMX, WBLZ, KPRS, KJLH.

MONET "My Heart Gets All The Breaks" (Ligosa/Warlock) 25/16

Rotations: Heavy 0/0, Medium 3/1, Light 22/15, Total Adds 16, WVEE, WDMA, WHRK, WEDR, K94, WQIM, WTMP, WBMX, WGGI, WJLB, KDAY, WPAL, WPDQ, WZAZ, WQIS, KHYS, Medium: WDAS, WZAK.

MOST ADDED

RJ'S LATEST ARRIVAL (26)

NONA HENDRYX (24)
WHISPERS (23)
JESSE JOHNSON (22)
H. ALPERT w/JACKSON & KEITH (20)
LISA-LISA & CULT JAM (18)
DENICIE WILLIAMS (17)
MONET (16)
DAVID SANBORN (15)

HOTTEST

PRINCE (73)
SYSTEM (62)
ATLANTIC STARR (42)
GREGORY ABBOTT (36)
HERB ALPERT (36)
L. VANDROSS/G. HINES (36)
KLYMAXX (18)
SMOKEY ROBINSON (18)
CAMEO (12)

SIGNIFICANT ACTION

HERB ALPERT with JANET JACKSON & LISA KEITH "Diamonds" (A&M) 24/20

Rotations: Heavy 1/0, Medium 7/5, Light 16/15, Total Adds 20, WWIN-FM, WXYV, WBSA, WUSL, K104, WYLD, WQIM, K94, WBLZ, OC104, WPAL, WPEG, WFXC, WHYZ, KIIZ, KOKY, WORL, KHYS, WPLZ, WANM, WTLK.

PEGGY BLU "Tender Moments" (Capitol) 24/14

Rotations: Heavy 0/0, Medium 5/0, Light 19/14, Total Adds 14, WXYV, WHUR, WHRK, WEDR, WJIZ, WQFX, WKXI, WZAZ, Z93, WQIM, WPLZ, WXLX, WWSWS, KDKO, Medium: WDAS, WAMO, WHNC, WENN, WANM.

JEFF LORBER "True Confessions" (WB) 24/6

Rotations: Heavy 0/0, Medium 8/0, Light 16/6, Total Adds 6, WILD, WDAS, WENN, WQFX, Z16, WANM, Medium: K104, WTMP, KJLH, WPEG, WJMI, WJYL, WLOU, WBLK.

NAJEE "Feel So Good To Me" (EMI America) 24/2

Rotations: Heavy 0/0, Medium 13/0, Light 11/2, Total Adds 2, WLOU, WVOI, Medium: WWIN-FM, WXYV, WILD, KMJQ, KDLZ, WQFX, WKXI, KJCB, Z16, WJYL, WALT, KDKS, KATZFM.

KENNY G "Songbird" (Arista) 23/8

Rotations: Heavy 0/0, Medium 8/0, Light 15/8, Total Adds 8, WDAS, WAMO, WJIZ, WQOK, KDLZ, Z16, WJJS, WGRP. Medium: WHUR, WEDR, WLOU, WHNC, WDKX, WFXC, WANM, KMYX.

J. BLACKFOOT "Bad Weather" (Edge) 23/7

Rotations: Heavy 0/0, Medium 5/0, Light 18/7, Total Adds 7, WDAS, WEKS, WFXC, WQFX, WALT, KHYS, WVOI, Medium: WJIZ, WQOK, KOKY, KDKS, KATZFM.

ROSE BROTHERS "I Get A Rush" (MSS/Malaco) 23/6

Rotations: Heavy 0/0, Medium 3/0, Light 20/6, Total Adds 6, WDJY, WVEE, KPRS, WENN, WKXI, KHYS, Medium: WPAL, WZAZ, KDKS.

CONWAY BROTHERS "I Can't Fight It" (Ichiban) 21/1

Rotations: Heavy 0/0, Medium 13/0, Light 8/1, Total Adds 1, JET94, Medium: WDAS, WEDR, WTMP, KPRS, WJIZ, WENN, WPAL, WFXC, WZAK, KOKY, KHYS, WTLK, KDKO.

SINITTA "Feels Like The First Time" (Omni/Atlantic) 20/3

Rotations: Heavy 0/0, Medium 11/2, Light 9/1, Total Adds 3, KSOI, Z93, KHYS, Medium: WUSL, WHUR, WDMA, WTMP, WBMX, XHRM, WJIZ, WPAL, WZAK, WBLZ.

BABYFACE "Lovers" (Solar/Capitol) 19/5

Rotations: Heavy 2/0, Medium 8/0, Light 9/5, Total Adds 5, WDJY, WJLB, WENN, WJMI, KHYS, Heavy WZAK, WWSWS. Mediums include: WBLK, K104, WHNC, WEKS, KDLZ, WGIN, WGRP, WTLK.

HOWARD HEWETT "I Commit To Love" (Elektra) 18/13

Rotations: Heavy 0/0, Medium 5/4, Light 13/9, Total Adds 13, WDMA, WTMP, WGGI, WZAK, KJLH, WPAL, WPEG, WJMI, KOKY, WANM, WXLX, WWSWS, KMYX, Medium: WBLZ.

ROBERT BROOKINS "Come To Me" (MCA) 18/5

Rotations: Heavy 0/0, Medium 5/1, Light 15/4, Total Adds 5, KPRS, KJCB, WBLX, KDKS, WANM, Medium: WDAS, WVOI, WQOK, WFXC, WQFX, WQOK, WJLA, KPRW, KHYS.

PROCESS & THE OD RAGS "I Promise To Remember" (Columbia) 17/3

Rotations: Heavy 0/0, Medium 2/0, Light 15/3, Total Adds 3, K104, OC104, WQIS, Medium: WYLD, WQIM, KATZFM.

SIMPLY RED "The Right Thing" (Elektra) 17/2

Rotations: Heavy 3/0, Medium 9/1, Light 5/1, Total Adds 2, WFXC, KKPW, Heavy WTMP, WLOU, OC104, Medium: WHRK, WFXA, WQMG, WQFX, WQOK, WJLA, KPRW, KHYS.

TEEN DREAM "Let's Get Busy" (WB) 16/14

Rotations: Heavy 0/0, Medium 3/1, Light 13/1, Total Adds 14, K104, KMJQ, WYLD, WVKO, WHNC, WJIZ, WEKS, WPLZ, Z93, Z103, WWSWS, KATZFM, KMYX, KKPW.

TYRONE BRUNSON "Love Triangle" (MCA) 16/7

Rotations: Heavy 0/0, Medium 3/0, Light 13/7, Total Adds 7, WDJY, KPRS, WQOK, KDLZ, KDKS, WANM, WXLX, Medium: WHNC, WKWM, WVOI.

CYNDI LAUPER "What's Going On" (Portrait/CBS) 16/2

Rotations: Heavy 1/1, Medium 11/0, Light 10/1, Total Adds 2, KMJQ, WQIM, Medium: WWIN-FM, WAMO, WHRK, K94, KDAY, OC104, WPDQ, KIIZ, WLOU, Z103, KMYX.

SYBIL "Let Yourself Go" (Next Plateau) 14/11

Rotations: Heavy 0/0, Medium 2/2, Light 12/9, Total Adds 11, WHUR, KDAY, WQOK, WJIZ, WQOK, WENN, WPAL, JET94, WFXC, WQFX, WALT.

BEAU WILLIAMS "All Because Of You" (Capitol) 14/2

Rotations: Heavy 1/0, Medium 7/1, Light 6/1, Total Adds 2, WDJY, WJIZ, Heavy KOXL, Medium: KMJQ, WEKS, WQFX, KIIZ, Z16, WJYL.

KOPPER "Speaking Japanese" (KMA) 14/1

Rotations: Heavy 1/0, Medium 1/0, Light 12/1, Total Adds 1, KPRS, Heavy KDKS, Medium: WZAZ.

PATTI LABELLE & BILL CHAMPLIN "The Last Unbroken Heart" (MCA) 13/6

Rotations: Heavy 0/0, Medium 2/1, Light 11/5, Total Adds 6, WQOK, WQFX, WANM, WGRP, WTLK, KATZFM, Medium: KOKY.

BEASTIE BOYS "Brass Monkey" (Def Jam/Columbia) 13/2

Rotations: Heavy 2/0, Medium 2/1, Light 9/1, Total Adds 2, WDAS, WDMA, Heavy KDAY, WJMI, Medium: WZAK.

MILLIE JACKSON "An Imitation Of Love" (Jive/RCA) 11/9

Rotations: Heavy 0/0, Medium 1/1, Light 10/8, Total Adds 9, WILD, WDMA, WEKS, WQOK, WFXC, KDLZ, WJMI, WKXI, KOKY.

LOOSE ENOS "You Can't Stop The Rain" (MCA) 12/8

Rotations: Heavy 1/0, Medium 1/1, Light 10/7, Total Adds 8, WILD, WDKX, WPAL, Z16, WPLZ, WANM, WGIN, WKWM, Heavy: WHYZ.

BREAKFAST CLUB "Right On Track" (MCA) 12/3

Rotations: Heavy 0/0, Medium 6/1, Light 6/2, Total Adds 3, WGGI, WHYZ, WQFO, Medium: K94, WBLZ, WJIZ, KMYX.

MILLIE JACKSON "An Imitation Of Love" (Jive/RCA) 11/9

Rotations: Heavy 0/0, Medium 1/1, Light 10/8, Total Adds 9, WILD, WDMA, WEKS, WQOK, WFXC, KDLZ, WJMI, WKXI, KOKY.

GENERAL KANE "Can't Let Go" (Motown) 11/6

Rotations: Heavy 0/0, Medium 3/1, Light 8/5, Total Adds 6, WYLD, WQIS, WQOK, KDLZ, WJYL, WGRP, Medium: WLOU, KPRW.

DOUG E. FRESH "Play This One At Night" (Danya/Fantasy) 11/4

Rotations: Heavy 0/0, Medium 3/0, Light 8/4, Total Adds 4, WDMA, WZAK, WTLK, KDKO, Medium: WDAS.

MASTERS OF CEREMONY "Sexy" (4th & Broadway/Wand) 11/4

Rotations: Heavy 1/0, Medium 3/1, Light 7/3, Total Adds 4, WHRK, WDDM, WHYZ, KHYS, Heavy: KDAY, Medium: WEDR, WTMP.

COMPANY B "Fascinated" (Atlantic) 11/1

Rotations: Heavy 2/0, Medium 7/1, Light 2/0, Total Adds 1, K94, Heavy: WWIN-FM, WKGK, Medium: WILD, WHRK, WBMX, WBLZ, WLOU, XHRM.

CURTIS HARRISON "You're My Shining Star" (Atlantic) 10/4

Rotations: Heavy 1/0, Medium 2/0, Light 7/4, Total Adds 4, WDKX, WFXC, WLOU, WVOI, Heavy: WILD, Medium: WBLK, WWSWS.

GEORGE HOWARD "Sweetest Taboo" (MCA) 10/3

Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Total Adds 3, WJLB, WKWM, WVOI, Medium: KATZFM.

GEORGE BENSON "Teaser" (WB) 10/1

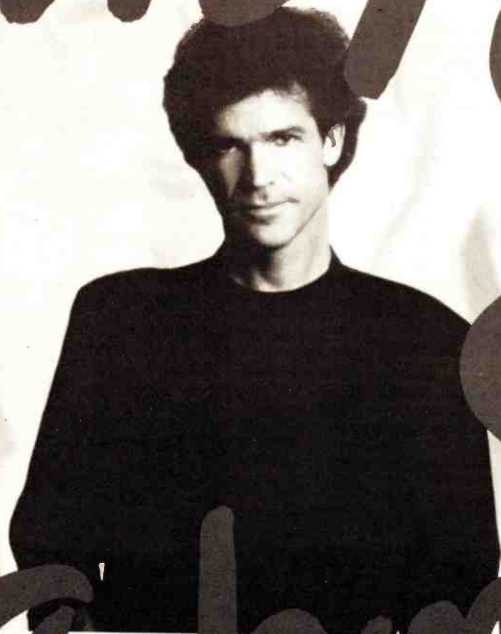
Rotations: Heavy 0/0, Medium 5/0, Light 5/1, Total Adds 1, WHYZ, Medium: WYLD, WTMP, WJYL, WGIN, KPRW.

SANDY TORANO "Should Have Been Love" (Atlantic) 10/1

Rotations: Heavy 0/0, Medium 3/0, Light 7/1, Total Adds 1, WDMA, Medium: WDAS, WZAZ, WTLK.

BREAKER

David Sanborn



“CHICAGO
SONG”

From the
album
A Change Of
Heart


© 1987 Warner Bros. Records, Inc.

U P A N D C O M I N G

JILL JONES
From the
forthcoming
album,
Jill Jones
Watch For
Her Hot New
Video!



LYNESE

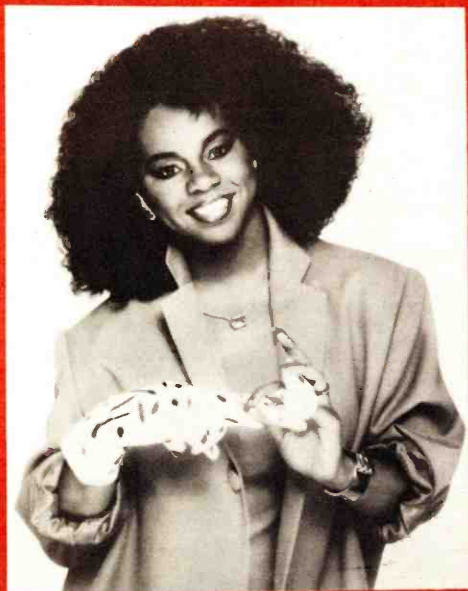
From the
album
Mutual
Attraction

**MUTUAL
ATTRACTION**



**Columbia Records — Radio's Best Friend,
Does It Again and Again and Again!**

DOUBLE BREAKER!!



**DENIECE
WILLIAMS**

"Never Say Never"

57/17 -- 64%

ONE OF THE MOST ADDED

BREAKERS



MANHATTANS

"All I Need"

NOW ON 53 B/U
REPORTERS -- 60%

BLACK/URBAN
CHART: DEBUT **40**

BREAKERS



LAKERS AND JOBS

EAST

SOUTH

WVY/Wilmington
Roy Sampson

DC104/Ocean City
Phillip/Ulanzen

ISLEY JASPER ISLE
NOVA HENDRYX
JESSE JOHNSON
PEGGY BLU
HERB ALPERT
DENISE WILLIAMS
MONTY
LUTHER VANDROSS
STARPOINT
PATRICK RUSHEN
SYSTEM

WIN-FM/Baltimore
Don Brooks

DENISE WILLIAMS
HERB ALPERT
SABARA ROY
NORMOOD
DAVID SANBORN
SYSTEM
ATLANTIC STARR
COVER GIRLS
FIRST CIRCLE
JOY WATLEY
LILLO THOMAS

WLD/Boston
Enoy Smith

ANTITA BAKER
SOUL CLUB
MILLIE JACKSON
FIRST CIRCLE
JOY WATLEY
KOOZ MOE DEE
JESSE JOHNSON
ATLANTIC STARR
SURFACE
SWEET SENSATION
SHIRLEY MURDOCK
SYSTEM

WBK/Buttalo
Ray Anthony

DENISE WILLIAMS
FIRST CIRCLE
MONTY
COVER GIRLS
R.J.'S LATEST ARRIV
NANCY WILSON
CYRE
LORNE ENDS
DAVID SANBORN
SYBIL
MONTY
JESSE JOHNSON
GREGORY ABBOTT
SYSTEM

WKN/Dartford
Loren McLean

LISA LISA
LUTHER VANDROSS
GREGORY ABBOTT
LIONEL RICHIE
NOVA HENDRYX
MONTY
WHLR/Washington

WHLR/Washington
Mike Archie

CARRIE MCKOWELL
JIMMY CASTOR
GRANDMASTER FLASH
SURFACE
CAMO

WHI/Cheney
David Dickenson

TEEN DREAM
GREGORY ABBOTT
NATY TAI
RAY GOODMAN & BR
JESSE JOHNSON
SYSTEM

WUSP/Philadelphia
Tony Quarles

HERB ALPERT
SURFACE
NOVA HENDRYX
PICTURE PERFECT
MONTY
LUTHER VANDROSS
COVER GIRLS

WVW/San Diego
L.D. McClum

none
Hottelet:
PRINCE
SYSTEM
GREGORY ABBOTT
ATLANTIC STARR
COVER GIRLS

WJ2M/Albany
Tony Wright

BEAU WILLIAMS
FLOZ /OLLIE WOOD
WHISTLE
THEATRE DEB
WILLIE CLAYTON
KENNY G
TEEN DREAM
SYBIL
PROGII BLU
Hottelet:
SYSTEM
NOVA HENDRYX
LUTHER VANDROSS
ATLANTIC STARR
GREGORY ABBOTT
CAMO

WVEE/Atlanta
Ray Boyd

ROSE BROTHERS
2 LIVE CREW
WHISPEES
NOVA ROYCE
MONTEY
NOVA HENDRYX
JESSE JOHNSON
Hottelet:
PRINCE
SYSTEM
ATLANTIC STARR
FREDDIE JACKSON
SYSTEM

WICS/Atlanta
Mick Faulner

WILLIE CLAYTON
J. BLACKFOOT
DAVID SANBORN
MILLIE JACKSON
PICTURE PERFECT
TEEN DREAM
GENERAL KANE
MONTEY
Hottelet:
PRINCE
ATLANTIC STARR
CAMO
SYSTEM

WFXA/Augusta
Rob Conner

DENISE WILLIAMS
RAY GOODMAN & BR
LAKESIDE
CARRIE MCKOWELL
FREDDIE JACKSON
MANNHATTANS
HERB ALPERT
LEVER
SMOKEY ROBINSON
FRANKLIN & MICHAEL
PHYLIS HYMAN
Hottelet:
SYSTEM
LUTHER VANDROSS
GREGORY ABBOTT
ATLANTIC STARR

WFOX/Gulport-Blois
Al Low

LISA LISA
LIONEL RICHIE
RAY GOODMAN & BR
SYBIL
R.J.'S LATEST ARRIV
J. BLACKFOOT
PATTY LABELLE
JEFF LORBER
PROGII BLU
Hottelet:
CHUCK STANLEY
WHISTLE
HOWARD HENNETT
NOVA HENDRYX
FRANKLIN & MICHAEL
SYBIL
Hottelet:
PRINCE
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WPEC/Charlotte
Michael Saunders

CHUCK STANLEY
WHISTLE
NOVA HENDRYX
FRANKLIN & MICHAEL
SYBIL
Hottelet:
PRINCE
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

JETS/Chattanooga
Tony Scott

NOVA HENDRYX
DENISE WILLIAMS
FLOZ /OLLIE WOOD
R.J.'S LATEST ARRIV
FLOZ /OLLIE WOOD
CARRIE MCKOWELL
CONWAY BROTHERS
SYBIL
NORMOOD
TEMPERATIONS
AL GREEN
MANTRONIX
EGYPTIAN LOVER
SUGAR BABES
SYSTEM
Hottelet:
PRINCE
LUTHER VANDROSS
KYL & KIP
SYSTEM

KFLP/Tulsa
Doc Holliday

SIMPLY RED
TEMPERATIONS
FIVE STAR
DENISE WILLIAMS
SYBIL
JIMMY CASTOR
PATRICK RUSHEN
HERB ALPERT
J. BLACKFOOT
NOVA HENDRYX
LATIN JACKALS
MILLIE JACKSON
Hottelet:
PRINCE
LUTHER VANDROSS
ATLANTIC STARR

WDOM/Columbia
Andre Carson

MASTERS OF CEREMO
WHISPEES
NOVA HENDRYX
SUGAR BABES
PICTURE PERFECT
LAKESIDE
AMITA BAKER
ATLANTIC STARR
LUTHER VANDROSS
GREGORY ABBOTT
MONTY
EXOTIC STORM
Hottelet:
KOOZ & THE GANG
CAP BAND
PRINCE
GREGORY ABBOTT
SYSTEM

WZAZ/Jacksonville
Nat Jackson

CAMO
ISLEY JASPER ISLE
MILLIE CLAYTON
CARRIE MCKOWELL
RAY GOODMAN & BR
LAKESIDE
HOWARD HENNETT
AL GREEN
WHISPEES
NOVA HENDRYX
R.J.'S LATEST ARRIV
MONTY
EXOTIC STORM
Hottelet:
KOOZ & THE GANG
CAP BAND
PRINCE
GREGORY ABBOTT
SYSTEM

WPDQ/Jacksonville
Reg Henry

JOCELYN BROWN
GEORGIO
D TRAIN
CHUCK STANLEY
CAP BAND
LISA LISA
KRAFWERK
BREAKFAST CLUB
DAVID SANBORN
MONTY
MANNHATTANS
JIMMY CASTOR
Hottelet:
PRINCE
GREGORY ABBOTT
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WOMG/Greensboro
Wally Knight

MIKI HARVEY
DENISE WILLIAMS
FIVE STAR
MANNHATTANS
LISA LISA
Hottelet:
PRINCE
GREGORY ABBOTT
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WVIZ/Greenville
Walker

BREAKFAST CLUB
ONE WAY
PULP FORCE
HERB ALPERT
ATLANTIC STARR
SYSTEM
MASTERS OF CEREMO
SMOKEY ROBINSON
CLAUDIA BARRY
DENISE WILLIAMS
GEORGE HENSON
SONO BAND
WHISTLE
SHIRLEY MURDOCK
ATLANTIC STARR
CAMO
NANCY BAKER
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WOPX/Gulport-Blois
Al Low

LISA LISA
LIONEL RICHIE
RAY GOODMAN & BR
SYBIL
R.J.'S LATEST ARRIV
J. BLACKFOOT
PATTY LABELLE
JEFF LORBER
PROGII BLU
Hottelet:
CHUCK STANLEY
WHISTLE
HOWARD HENNETT
NOVA HENDRYX
FRANKLIN & MICHAEL
SYBIL
Hottelet:
PRINCE
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WJTS/Chattanooga
Tony Scott

NOVA HENDRYX
DENISE WILLIAMS
FLOZ /OLLIE WOOD
R.J.'S LATEST ARRIV
FLOZ /OLLIE WOOD
CARRIE MCKOWELL
CONWAY BROTHERS
SYBIL
NORMOOD
TEMPERATIONS
AL GREEN
MANTRONIX
EGYPTIAN LOVER
SUGAR BABES
SYSTEM
Hottelet:
PRINCE
LUTHER VANDROSS
KYL & KIP
SYSTEM

K104/Dallas
Terri Davy

HERB ALPERT
TEEN DREAM
SUGAR BABES
PROCESS & DOO RAG
COVER GIRLS
WHISPEES
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WMI/Jackson
Carl Haynes

HOWARD HENNETT
NEW EDITION
JOY WATLEY
KOOZ & THE GANG
LUV MONKEYS
MILLIE JACKSON
DAVID SANBORN
BARRYFACE
VY
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WFXD/Durham
Doc Holliday

SIMPLY RED
TEMPERATIONS
FIVE STAR
DENISE WILLIAMS
SYBIL
JIMMY CASTOR
PATRICK RUSHEN
HERB ALPERT
J. BLACKFOOT
NOVA HENDRYX
LATIN JACKALS
MILLIE JACKSON
Hottelet:
PRINCE
LUTHER VANDROSS
ATLANTIC STARR

WDAI/Memphis
Bobby O'Jay

LILLO THOMAS
JOCELYN BROWN
CLAUDIA BARRY
OHAN JUICE JONES
SPINNY
FIVE STAR
JESSE JOHNSON
CHUCK STANLEY
EGYPTIAN LOVER
GENERAL KANE
R.J.'S LATEST ARRIV
Hottelet:
HERB ALPERT
PRINCE
LUTHER VANDROSS
SYSTEM
ATLANTIC STARR

WJVL/Louisville
Phillip David Merch

CURTIS HAIRSTON
NOVA HENDRYX
CLAUDIA BARRY
OHAN JUICE JONES
SPINNY
FIVE STAR
JESSE JOHNSON
CHUCK STANLEY
EGYPTIAN LOVER
GENERAL KANE
R.J.'S LATEST ARRIV
Hottelet:
HERB ALPERT
PRINCE
LUTHER VANDROSS
SYSTEM
ATLANTIC STARR

W54/Norfolk
Dan Allan

CAROLAN B
HERB ALPERT
DENISE WILLIAMS
NOVA HENDRYX
ISLEY JASPER ISLE
MONTY
MIKI HARWARD
GEORGIO
HOTTELET:
ATLANTIC STARR
GREGORY ABBOTT
HERB ALPERT
PRINCE
SYSTEM

WHLR/Washington
Lita Smith

JESSE JOHNSON
LILLO THOMAS
NORMOOD
MONTY
CHUCK STANLEY
MASTERS OF CEREMO
PEGGI BLU
Hottelet:
PRINCE
GREGORY ABBOTT
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WALJ/Medford
Amanda Raxwell

FREDDIE JACKSON
AL GREEN
J. BLACKFOOT
JESSE JOHNSON
SYBIL
SUGAR BABES
R.J.'S LATEST ARRIV
MONTY
SHEILA E
BARRY WATLEY
CAMO
HERB ALPERT
ROSE BROTHERS
MONTY
JESSE JOHNSON
TOBY AMERSON
ROSE BROTHERS
MONTY
DENISE WILLIAMS
HOTTELET:
MONTY
J. BLACKFOOT
CARRIE MCKOWELL
MASTERS OF CEREMO
HERB ALPERT
JANICE MCCLAIN
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WEDM/Miami
Jackson/Jones

PEGGI BLU
GERMY WU
NOVA HENDRYX
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WZAK/Cleveland
Lynn Toliver

FIVE STAR
HOWARD HENNETT
J. BLACKFOOT
MANTRONIX
HURRICANE
SALT & PEPA
NOVA HENDRYX
BU ROMANCE CRZN
PICTURE PERFECT
LIVING PROOF
ROSE BROTHER
D TRAIN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SURFACE
ATLANTIC STARR

WPKZ/Kansas City
Del Rice

ROBERT BROOKINS
LISA LISA
TYNONE BRUNSON
KOPPER
HOTTELET:
LIVING PROOF
ROSE BROTHER
D TRAIN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SURFACE
ATLANTIC STARR

WVU/Otledo
Paul Brown

JONEL & DIANE
ROOKIE DAWN PRODU
DAVID SANBORN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SYSTEM
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR

MIDWEST

WCIC/Chicago
Sunny Taylor

ROSE ROYCE
LIONEL RICHIE
JESSE JOHNSON
RAY GOODMAN & BR
MONTY
BREAKFAST CLUB
MONTY
WHISPEES
DENISE WILLIAMS
Hottelet:
HERB ALPERT
PRINCE
GREGORY ABBOTT
CAMO

W210/Columbus
Tom Reynolds

FIVE STAR
TEMPERATIONS
DAVID SANBORN
D TRAIN
CARRIE MCKOWELL
TEEN DREAM
CHUCK STANLEY
HOTTELET:
PRINCE
HERB ALPERT
LUTHER VANDROSS
SYSTEM
GREGORY ABBOTT
CAMO

W3M3/Chicago
Boulding/Davis

DAVID SANBORN
D TRAIN
JESSE JOHNSON
RAY GOODMAN & BR
WHISPEES
MONTY
JONATHAN BUTLER
HOTTELET:
PRINCE
SYSTEM
GREGORY ABBOTT
SMOKEY ROBINSON
KLYMAXX

WCIN/Cincinnati
Steve Harris

LISA LISA
LOOSE ENDS
FIVE STAR
DENISE WILLIAMS
RAY GOODMAN & BR
MANNHATTANS
LITTLE MILTON
SURFACE
HOTTELET:
HERB ALPERT
PRINCE
FRANKLIN & MICHAEL

WTL/Indianapolis
Jay Chindapan

HERB ALPERT
NOVA HENDRYX
BLAKE & HINES
MANTRONIX
DENISE WILLIAMS
HOTTELET:
MONTY
J. BLACKFOOT
CARRIE MCKOWELL
MASTERS OF CEREMO
HERB ALPERT
JANICE MCCLAIN
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WBLZ/Cincinnati
Brian Castle

HERB ALPERT
NOVA HENDRYX
BLAKE & HINES
MANTRONIX
DENISE WILLIAMS
HOTTELET:
MONTY
J. BLACKFOOT
CARRIE MCKOWELL
MASTERS OF CEREMO
HERB ALPERT
JANICE MCCLAIN
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WZAK/Cleveland
Lynn Toliver

FIVE STAR
HOWARD HENNETT
J. BLACKFOOT
MANTRONIX
HURRICANE
SALT & PEPA
NOVA HENDRYX
BU ROMANCE CRZN
PICTURE PERFECT
LIVING PROOF
ROSE BROTHER
D TRAIN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SURFACE
ATLANTIC STARR

WPKZ/Kansas City
Del Rice

ROBERT BROOKINS
LISA LISA
TYNONE BRUNSON
KOPPER
HOTTELET:
LIVING PROOF
ROSE BROTHER
D TRAIN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SURFACE
ATLANTIC STARR

WVU/Otledo
Paul Brown

JONEL & DIANE
ROOKIE DAWN PRODU
DAVID SANBORN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SYSTEM
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR

89 Total Reports
88 Current Reports

WQGN/Knoxville called in a frozen list this week.

WDMT/Cleveland is no longer a BU reporter.

WEST

KOKO/Denver
Danny Harris

ISLEY JASPER ISLE
NOVA HENDRYX
KATHY MATHEIS
FIVE STAR
DOUG FRESH
PEGGI BLU
SUGAR BABES
HOTTELET:
HERB ALPERT
SYSTEM
ATLANTIC STARR
MONTY
MELBA MOORE

KJLN/Los Angeles
Winston/Torres

LAKESIDE
FLOZ /OLLIE WOOD
HOWARD HENNETT
DAVID SANBORN
HOTTELET:
HERB ALPERT
SYSTEM
KLYMAXX
MELBA MOORE

KOAY/Los Angeles
Patterson/Mack

WHISTLE
SYBIL
FREDDIE JACKSON
AL GREEN
FREDLEY HARR /P.M.
MONTY
Hottelet:
BEASTIE BOYS
TEEN DREAM
MASTERS OF CEREMO
HERB ALPERT

K50L/San Francisco
Pinos/Woody

FLOZ /OLLIE WOOD
LUTHER VANDROSS
CAMO
LIONEL RICHIE
ISLEY JASPER ISLE
O'BRYAN
AL GREEN
MIKI HARWARD
Hottelet:
JODY WATLEY
KOOZ & THE GANG
SYSTEM
HOTTELET:
PRINCE
LUTHER VANDROSS
KEL & KIP
SYSTEM

K104/Dallas
Terri Davy

HERB ALPERT
TEEN DREAM
SUGAR BABES
PROCESS & DOO RAG
COVER GIRLS
WHISPEES
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WMI/Jackson
Carl Haynes

HOWARD HENNETT
NEW EDITION
JOY WATLEY
KOOZ & THE GANG
LUV MONKEYS
MILLIE JACKSON
DAVID SANBORN
BARRYFACE
VY
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WFXD/Durham
Doc Holliday

SIMPLY RED
TEMPERATIONS
FIVE STAR
DENISE WILLIAMS
SYBIL
JIMMY CASTOR
PATRICK RUSHEN
HERB ALPERT
J. BLACKFOOT
NOVA HENDRYX
LATIN JACKALS
MILLIE JACKSON
Hottelet:
PRINCE
LUTHER VANDROSS
ATLANTIC STARR

WZAZ/Jacksonville
Nat Jackson

CAMO
ISLEY JASPER ISLE
MILLIE CLAYTON
CARRIE MCKOWELL
RAY GOODMAN & BR
LAKESIDE
HOWARD HENNETT
AL GREEN
WHISPEES
NOVA HENDRYX
R.J.'S LATEST ARRIV
MONTY
EXOTIC STORM
Hottelet:
KOOZ & THE GANG
CAP BAND
PRINCE
GREGORY ABBOTT
SYSTEM

WPDQ/Jacksonville
Reg Henry

JOCELYN BROWN
GEORGIO
D TRAIN
CHUCK STANLEY
CAP BAND
LISA LISA
KRAFWERK
BREAKFAST CLUB
DAVID SANBORN
MONTY
MANNHATTANS
JIMMY CASTOR
Hottelet:
PRINCE
GREGORY ABBOTT
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WOMG/Greensboro
Wally Knight

MIKI HARVEY
DENISE WILLIAMS
FIVE STAR
MANNHATTANS
LISA LISA
Hottelet:
PRINCE
GREGORY ABBOTT
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WVIZ/Greenville
Walker

BREAKFAST CLUB
ONE WAY
PULP FORCE
HERB ALPERT
ATLANTIC STARR
SYSTEM
MASTERS OF CEREMO
SMOKEY ROBINSON
CLAUDIA BARRY
DENISE WILLIAMS
GEORGE HENSON
SONO BAND
WHISTLE
SHIRLEY MURDOCK
ATLANTIC STARR
CAMO
NANCY BAKER
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WOPX/Gulport-Blois
Al Low

LISA LISA
LIONEL RICHIE
RAY GOODMAN & BR
SYBIL
R.J.'S LATEST ARRIV
J. BLACKFOOT
PATTY LABELLE
JEFF LORBER
PROGII BLU
Hottelet:
CHUCK STANLEY
WHISTLE
HOWARD HENNETT
NOVA HENDRYX
FRANKLIN & MICHAEL
SYBIL
Hottelet:
PRINCE
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WPEC/Charlotte
Michael Saunders

CHUCK STANLEY
WHISTLE
NOVA HENDRYX
FRANKLIN & MICHAEL
SYBIL
Hottelet:
PRINCE
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

JETS/Chattanooga
Tony Scott

NOVA HENDRYX
DENISE WILLIAMS
FLOZ /OLLIE WOOD
R.J.'S LATEST ARRIV
FLOZ /OLLIE WOOD
CARRIE MCKOWELL
CONWAY BROTHERS
SYBIL
NORMOOD
TEMPERATIONS
AL GREEN
MANTRONIX
EGYPTIAN LOVER
SUGAR BABES
SYSTEM
Hottelet:
PRINCE
LUTHER VANDROSS
KYL & KIP
SYSTEM

K104/Dallas
Terri Davy

HERB ALPERT
TEEN DREAM
SUGAR BABES
PROCESS & DOO RAG
COVER GIRLS
WHISPEES
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WMI/Jackson
Carl Haynes

HOWARD HENNETT
NEW EDITION
JOY WATLEY
KOOZ & THE GANG
LUV MONKEYS
MILLIE JACKSON
DAVID SANBORN
BARRYFACE
VY
Hottelet:
PRINCE
LUTHER VANDROSS
SYSTEM

WFXD/Durham
Doc Holliday

SIMPLY RED
TEMPERATIONS
FIVE STAR
DENISE WILLIAMS
SYBIL
JIMMY CASTOR
PATRICK RUSHEN
HERB ALPERT
J. BLACKFOOT
NOVA HENDRYX
LATIN JACKALS
MILLIE JACKSON
Hottelet:
PRINCE
LUTHER VANDROSS
ATLANTIC STARR

WDAI/Memphis
Bobby O'Jay

LILLO THOMAS
JOCELYN BROWN
CLAUDIA BARRY
OHAN JUICE JONES
SPINNY
FIVE STAR
JESSE JOHNSON
CHUCK STANLEY
EGYPTIAN LOVER
GENERAL KANE
R.J.'S LATEST ARRIV
Hottelet:
HERB ALPERT
PRINCE
LUTHER VANDROSS
SYSTEM
ATLANTIC STARR

WJVL/Louisville
Phillip David Merch

CURTIS HAIRSTON
NOVA HENDRYX
CLAUDIA BARRY
OHAN JUICE JONES
SPINNY
FIVE STAR
JESSE JOHNSON
CHUCK STANLEY
EGYPTIAN LOVER
GENERAL KANE
R.J.'S LATEST ARRIV
Hottelet:
HERB ALPERT
PRINCE
LUTHER VANDROSS
SYSTEM
ATLANTIC STARR

W54/Norfolk
Dan Allan

CAROLAN B
HERB ALPERT
DENISE WILLIAMS
NOVA HENDRYX
ISLEY JASPER ISLE
MONTY
MIKI HARWARD
GEORGIO
HOTTELET:
ATLANTIC STARR
GREGORY ABBOTT
HERB ALPERT
PRINCE
SYSTEM

WHLR/Washington
Lita Smith

JESSE JOHNSON
LILLO THOMAS
NORMOOD
MONTY
CHUCK STANLEY
MASTERS OF CEREMO
PEGGI BLU
Hottelet:
PRINCE
GREGORY ABBOTT
SYSTEM
ATLANTIC STARR
LUTHER VANDROSS

WALJ/Medford
Amanda Raxwell

FREDDIE JACKSON
AL GREEN
J. BLACKFOOT
JESSE JOHNSON
SYBIL
SUGAR BABES
R.J.'S LATEST ARRIV
MONTY
SHEILA E
BARRY WATLEY
CAMO
HERB ALPERT
ROSE BROTHERS
MONTY
JESSE JOHNSON
TOBY AMERSON
ROSE BROTHERS
MONTY
DENISE WILLIAMS
HOTTELET:
MONTY
J. BLACKFOOT
CARRIE MCKOWELL
MASTERS OF CEREMO
HERB ALPERT
JANICE MCCLAIN
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WEDM/Miami
Jackson/Jones

PEGGI BLU
GERMY WU
NOVA HENDRYX
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WZAK/Cleveland
Lynn Toliver

FIVE STAR
HOWARD HENNETT
J. BLACKFOOT
MANTRONIX
HURRICANE
SALT & PEPA
NOVA HENDRYX
BU ROMANCE CRZN
PICTURE PERFECT
LIVING PROOF
ROSE BROTHER
D TRAIN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SURFACE
ATLANTIC STARR

WPKZ/Kansas City
Del Rice

ROBERT BROOKINS
LISA LISA
TYNONE BRUNSON
KOPPER
HOTTELET:
LIVING PROOF
ROSE BROTHER
D TRAIN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SURFACE
ATLANTIC STARR

WVU/Otledo
Paul Brown

JONEL & DIANE
ROOKIE DAWN PRODU
DAVID SANBORN
JANICE MCCLAIN
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SYSTEM
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR

WCIC/Chicago
Sunny Taylor

ROSE ROYCE
LIONEL RICHIE
JESSE JOHNSON
RAY GOODMAN & BR
MONTY
BREAKFAST CLUB
MONTY
WHISPEES
DENISE WILLIAMS
Hottelet:
HERB ALPERT
PRINCE
GREGORY ABBOTT
CAMO

W210/Columbus
Tom Reynolds

FIVE STAR
TEMPERATIONS
DAVID SANBORN
D TRAIN
CARRIE MCKOWELL
TEEN DREAM
CHUCK STANLEY
HOTTELET:
PRINCE
HERB ALPERT
LUTHER VANDROSS
SYSTEM
GREGORY ABBOTT
CAMO

W3M3/Chicago
Boulding/Davis

DAVID SANBORN
D TRAIN
JESSE JOHNSON
RAY GOODMAN & BR
WHISPEES
MONTY
JONATHAN BUTLER
HOTTELET:
PRINCE
SYSTEM
GREGORY ABBOTT
SMOKEY ROBINSON
KLYMAXX

WCIN/Cincinnati
Steve Harris

LISA LISA
LOOSE ENDS
FIVE STAR
DENISE WILLIAMS
RAY GOODMAN & BR
MANNHATTANS
LITTLE MILTON
SURFACE
HOTTELET:
HERB ALPERT
PRINCE
FRANKLIN & MICHAEL

WTL/Indianapolis
Jay Chindapan

HERB ALPERT
NOVA HENDRYX
BLAKE & HINES
MANTRONIX
DENISE WILLIAMS
HOTTELET:
MONTY
J. BLACKFOOT
CARRIE MCKOWELL
MASTERS OF CEREMO
HERB ALPERT
JANICE MCCLAIN
JOY WATLEY
OSCAR PERRY
MONTY
Hottelet:
PRINCE
LUTHER VANDROSS
STARPOINT
FRANKLIN & MICHAEL

WBLZ/Cincinnati
Brian Castle

HERB ALPERT
NOVA HENDRYX
BLAKE & HINES
MANTRONIX
DENISE WILLIAMS
HOTTELET:
MONTY
J. BLACKFOOT
CARRIE MCKOWELL
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WVU/Otledo
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HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR
SYSTEM
HOTTELET:
GREGORY ABBOTT
HERB ALPERT
PRINCE
ATLANTIC STARR

R&R NATIONAL AIRPLAY

JAZZ

TOP 30

APRIL 10, 1987

- 1 PAQUITO D'RIVERA/Manhattan Burn (Columbia)
2 MARLENA SHAW/It Is Love (Verve)
3 JOHN SCOFIELD/Blue Matter (Gramavision)
4 GARY BURTON/Whiz Kids (ECM)
5 DAVID NEWMAN/Heads Up (Atlantic)
6 MICHAEL GARSON/Serendipity (Reference)
7 BLUE SKY/Wish I Were Here (Bannerworks)
8 KOINONIA/Frontline (MCA)
9 MICHEL PETRUCCIANI featuring HALL & SHORTER/Power Of Three (Blue Note)
10 JOHN CHIODINI/Weightless (MCA)
11 VIC VOGEL/Awesome! Big Band (Pinnacle)
12 COURTNEY PINE/Journey To The Urge Within (Antilles New Direction/Island)
13 KENIA/Initial Thrill (Zebra/MCA)
14 DAVID SANBORN/A Change Of Heart (WB)
15 BILL SHIELDS & STANLEY CLARKE/Shieldstone (RSVP/Optimism)
16 WAYNE SHORTER/Phantom Navigator (Columbia)
17 TONY WILLIAMS/Civilization (Blue Note)
18 KENNY BURRELL & JAZZ GUITAR BAND/Generation (Blue Note)
19 ASTRUD GILBERTO PLUS JAMES LAST/Astrud Gilberto Plus James Last (Verve)
20 ELVIN JONES/McCODY TYNER QUINTET/Reunited (Black-Hawk)
21 STANLEY TURRENTINE/Wonderland (Blue Note)
22 EDDIE GOMEZ/Discovery (Columbia)
23 PONCHO SANCHEZ/Papo Gato (Concord)
24 NIGHTNOISE/Something Of Time (Windham Hill)
25 OSCAR CASTRO-NEVES/Oscar (Living Music/Windham Hill)
26 BILL BERGMAN/Midnight Sax (Passport Jazz)
27 WOODY SHAW/Solid (Muse)
28 AZYMUTH/Tightrope Walker (Milestone/Fantasy)
29 JAMES NEWTON/Romance & Revolution (Blue Note)
30 JOHN HICKS/In Concert (Theresa)

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Tyrone Davis, WYLD-FM/New Orleans, Doll Spencer, WDMT/Cleveland, Calvin Hicks.

NEW & ACTIVE

- BILLY MITCHELL "Faces" (Vista/Optimism) 14/5
Ratings: Heavy 1.0, Medium 6.1, Light 7.4, Extra Adds 0, Total Adds 5, WGBH, WMOT, WDET, KTCJ, KKGQ, Heavy, WLOQ, Medium, WJAZ, KJZZ, WHVE, KLCC, KIFM.
STEVE KUHNS TRIO "Life's Magic" (Black-Hawk) 14/3
Ratings: Heavy 3.0, Medium 6.2, Light 5.1, Extra Adds 0, Total Adds 3, WGBH, KJAZ, WVPE, Heavy, KANU, KBEM, KWMU, Medium, WBEE, WUWM, WUSF, WNUJ.
KEN WILEY "Visage" (Passport Jazz) 13/2
Ratings: Heavy 5.0, Medium 6.1, Light 2.1, Extra Adds 0, Total Adds 2, WOTB, WHVE, Heavy, WAER, WMOT, WLVE, KIFM, M, Medium, WLOQ.
MONTREUX "Sign Language" (Windham Hill) 12/11
Ratings: Heavy 2.1, Medium 2.2, Light 7.7, Extra Adds 1, Total Adds 11, KERA, WMOT, WLOQ, KKGQ, KMHD, KUOP, WNEW, WLVE, WHRO, XPRS, KIFM, Heavy, WNOJ.
TONIGHT SHOW BAND WITH OOC SEVERINSEN "Volume #2" (Amherst) 12/1
Ratings: Heavy 3.0, Medium 6.1, Light 3.0, Extra Adds 0, Total Adds 1, WEBE, Heavy, WJAZ, KKGQ, KKUL, Medium, WAER, WBEE, KLON, KJZZ, KUOP.
DAVID COLLINI "Mad Shadows" (Dancin Penguin/Optimism) 11/4
Ratings: Heavy 1.0, Medium 2.1, Light 8.3, Extra Adds 0, Total Adds 4, WGBH, KERA, WFPL, KTCJ, Heavy, KPLU, Medium, WLOQ.
HUGH MASEKLA "Tomorrow" (WB) 11/1
Ratings: Heavy 2.0, Medium 3.0, Light 6.1, Extra Adds 0, Total Adds 1, KIFM, Heavy, WDET, KLCC, Medium, WBEE, WNEW, KLSC.
MILT JACKSON & HIS GOLD MEDAL WINNERS "Brother Jim" (Pablo/Fantasy) 10/3
Ratings: Heavy 4.0, Medium 4.1, Light 1.1, Extra Adds 1, Total Adds 3, KERA, KPLU, KBEM, Heavy, WBGO, WRTI, WJAZ, KLON, Medium, KANU, KKGQ, KJAZ.
DAVID FRISHBERG "Can't Take You Nowhere" (Fantasy) 9/6
Ratings: Heavy 3.1, Medium 4.3, Light 0.0, Extra Adds 2, Total Adds 6, WBGO, WNOP, KMHD, KJAZ, WHRO, KKUL, Heavy, WJAZ, KLON, Medium, KKGQ.

ANY WONDER?!?
WONDERLAND STANLEY TURRENTINE
DEBUT! 23
TONY WILLIAMS CIVILIZATION
DEBUT! 17
KENNY BURRELL
GENERATION
DEBUT! 18
JAZZ RADIO... THANKS!
CONTACT SUSAN B. LEVIN (212) 541-6401

MOST ADDED

- MONTREUX (11)
STANLEY TURRENTINE (11)
TONY WILLIAMS (10)
KENNY BURRELL... (9)
GARY BURTON (8)
COURTNEY PINE (7)
DAVID FRISHBERG (6)
STEPHANE GRAPPELLI (6)

- CHARLES BROWN "One More For The Road..." (Blue Side) 9/3
OSCAR PETERSON FOUR "If You Could See Me Now" (Pablo/Fantasy) 9/2
HILTON RUIZ "Something Grand" (Novus) 8/2
KENNY BARRON "What If?" (Enja/Muse) 7/3
STEPHANE GRAPPELLI "Plays Jerome Kern" (GRP) 6/6
RICKY FORD "Looking Ahead" (Muse) 6/4
RICHIE COLE "Pure Imagination" (Concord) 6/2
ABDULLAH IBRAHIM "Ekaya" (Black-Hawk) 6/1
FRANK POTENZA "Soft & Warm" (TBA/Palo Alto) 6/0
NORMA WINSTON "Somewhere Called Home" (ECM) 6/0
SMITH DOBSON "Smithsonian" (Night Music) 5/4
RAY BROWN TRIO "Red Hot Ray Brown Trio" (Concord) 5/1
NINA SIMONE "Let It Be Me" (Verve) 5/1
CLARK TERRY & RED MITCHELL "To Duke & Basie" (Enja/Muse) 5/1
HERB ALPERT "Keep Your Eye On Me" (A&M) 5/0
BARRY MILES "Zoot Suit Stamp" (TQ) 5/0
CEGAR WALTON "The Trio - 1" (Red/PSI) 5/0

HOTTEST

- PAQUITO D'RIVERA (22)
JOHN SCOFIELD (15)
MARLENA SHAW (13)
BLUE SKY (11)
GARY BURTON (10)
KOINONIA (9)
MICHAEL GARSON (8)
DAVID SANBORN (7)

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns: EAST, SOUTH, MIDWEST, WEST. Includes sub-sections for 47 Reporting Stations and 43 Current Reports.

KJAZ/Denver, KJCB/Lafayette, WJZZ/Detroit, and WYLD-FM/New Orleans called in frozen reports.



Young Black Programmers Coalition, Inc.

Fifth Annual Award of Excellence Scholarship Fund Banquet

A Tribute to Del Spencer,
national program director, Inter-Urban Broadcasting;
and

Ernie Singleton,
vice president, MCA Records

Saturday, May 9, 1987
8:00 P.M.

Plaza of the Americas Hotel
650 North Pearl Street
Dallas, Texas

Friday, May 8, 1987
Cocktail Reception
Hosted by Big State Distributing
7:30 P.M.

Saturday, May 9, 1987
Cocktail Reception
6:30 P.M.

Tickets are \$75 each. Tables (seating 10) are \$750. Room rates are \$60 single and \$70 double. Call the Plaza of the Americas at (214) 979-9000 for hotel accommodations. For more information contact: Marcell Lee at (504) 822-1945 or A.D. Washington at (214) 556-2002.

Souvenir Book Information

(Ads based on 8½ x 11 trim)

Full page (Inside Front/Back)	\$400
Full page	\$300
Half page	\$200
Fourth page	\$150
Eighth page	\$ 75
Professional card and name	\$ 50
Non-camera ready artwork	\$100

Ad deadline: April 20, 1987

Contact: Henry Jefferson,
10600 S. Gessner #4,
Houston, TX 77071.
Call (713) 271-0011.

Registration

YOUNG BLACK PROGRAMMERS COALITION, INC.

Fifth Annual Award of Excellence
Scholarship Banquet - Registration

Return to: 7011 Salem Drive, New Orleans, LA 70127, (504) 242-3131

NAME _____

Company _____

City _____ State _____ Zip _____

Phone _____

Check one: Table(s) at \$750. Mail application to the above address
with your check or money order.

Ticket(s) at \$ 75.

Total enclosed: \$ _____

R&R NATIONAL AIRPLAY COUNTRY

TOP 50

APRIL 10, 1987

Three Weeks 12	Two Weeks 11	Last Week 10		Title	Label	Total			
						Reports/Adds	Heavy	Medium	Light
12	9	5	1	D. PARTON, L. RONSTADT, & E. HARRIS/ To Know Him Is To... (WB)	160/0	135	23	2	
8	6	3	2	MICHAEL MARTIN MURPHEY & HOLLY DUNN/A Face In The Crowd (WB)	159/1	136	18	5	
10	8	6	3	MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA)	158/0	129	26	3	
6	3	2	4	T. GRAHAM BROWN/Don't Go To Strangers (Capitol)	154/0	131	20	3	
3	2	1	5	WAYLON JENNINGS/Rose In Paradise (MCA)	152/0	121	24	7	
7	5	4	6	REBA McENTIRE/Let The Music Lift You Up (MCA)	152/0	117	25	10	
14	11	9	7	O'KANES/Can't Stop My Heart From Lovin' (Columbia)	155/2	111	37	7	
15	12	10	8	OAK RIDGE BOYS/It Takes A Little Rain (MCA)	157/0	100	53	4	
16	15	11	9	KATHY MATTEA/You're The Power (Mercury/PG)	155/1	92	56	7	
23	18	13	10	CONWAY TWITTY/Julia (MCA)	159/4	68	82	9	
24	20	14	11	DAN SEALS/Will Be There (EMI America)	159/3	49	101	9	
22	19	17	12	JUDY RODMAN/Girls Ride Horses Too (MTM)	153/3	57	81	15	
19	17	16	13	STEVE EARLE/Goodbye's All We've Got Left (MCA)	146/1	60	76	10	
18	16	15	14	DON WILLIAMS/Senorita (Capitol)	131/1	69	50	12	
25	21	19	15	JOHN CONLEE/Domestic Life (Columbia)	150/2	56	82	12	
2	1	7	16	BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)	120/0	72	30	18	
26	22	20	17	GARY MORRIS/Plain Brown Wrapper (WB)	146/1	35	95	16	
41	33	23	18	NITTY GRITTY DIRT BAND/Baby's Got A Hold On Me (WB)	156/5	12	106	38	
31	28	22	19	FORESTER SISTERS/Too Many Rivers (WB)	150/7	15	110	25	
5	4	8	20	HIGHWAY 101/The Bed You Made For Me (WB)	102/0	46	40	16	
29	27	24	21	BILLY JOE ROYAL/Old Bridges Burn Slow (Atlantic America)	128/3	29	79	20	
47	38	29	22	T.G. SHEPPARD/You're My First Lady (Columbia)	148/17	4	88	56	
33	30	26	23	LYLE LOVETT/God Will (MCA/Curb)	126/4	20	79	27	
38	34	28	24	KEITH WHITLEY/Hard Livin' (RCA)	136/8	9	88	39	
—	42	32	25	EDDY RAVEN/You've Never Too Old For Young Love (RCA)	147/24	1	76	70	
4	10	18	26	ALABAMA/You've Got The Touch (RCA)	88/0	39	23	26	
39	36	31	27	MOE BANDY/Till I'm Too Old To Die Young (MCA/Curb)	124/13	16	73	35	
1	7	12	28	GEORGE STRAIT/Ocean Front Property (MCA)	82/0	33	37	12	
—	48	36	29	SWEETHEARTS OF THE ROODEO/Chains Of Gold (Columbia)	133/32	2	48	83	
40	37	33	30	LOUISE MANORELL/Do I Have To Say Goodbye (RCA)	115/11	9	64	42	
46	39	34	31	CHARLEY PRIDE/Have I Got Some Blues For You (16th Ave./Capitol)	105/6	7	65	33	
44	41	35	32	JANIE FRICKIE/Are You Satisfied (Columbia)	106/7	4	55	47	
BREAKER	45	35	32	DWIGHT YOAKAM/Little Sister (Reprise/WB)	122/35	1	48	73	
BREAKER	46	36	33	JOHN SCHNEIDER/Love, You Ain't Seen The Last Of Me (MCA)	122/27	1	42	79	
43	40	37	33	CHARLY McCLAIN/Don't Touch Me There (Epic)	99/9	2	65	32	
BREAKER	47	37	34	EARL THOMAS CONLEY/That Was A Close One (RCA)	114/28	2	38	74	
BREAKER	48	38	35	SOUTHERN PACIFIC/Don't Let Go Of My Heart (WB)	101/13	4	46	51	
48	43	40	36	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	88/3	1	42	45	
BREAKER	49	39	36	TANYA TUCKER/It's Only Over For You (Capitol)	105/18	1	39	65	
50	45	42	37	WILLIE NELSON/Heart Of Gold (Columbia)	82/8	3	44	35	
13	14	21	41	JUDDS/Don't Be Cruel (RCA/Curb)	57/0	18	30	9	
9	13	27	42	GEORGE JONES/The Right Left Hand (Epic)	56/0	21	22	13	
—	50	47	43	TIM MALCHAK/Colorado Moon (Alpine)	86/9	2	39	45	
DEBUT	44	38	44	MICKEY GILLEY/Full Grown Fool (Epic)	84/15	0	27	57	
DEBUT	45	39	45	BILLY MONTANA & THE LONG SHOTS/Crazy Blue (WB)	82/13	1	26	55	
DEBUT	46	40	46	RANDY TRAVIS/Forever & Ever, Amen (WB)	57/54	3	13	41	
28	25	25	47	PAKE McENTIRE/Heart Vs. Heart (RCA)	54/0	6	35	13	
DEBUT	48	41	48	GENE WATSON/Honky Tonk Crazy (Epic)	61/6	4	24	33	
DEBUT	49	42	49	DESERT ROSE BAND/Ashes Of Love (MCA/Curb)	69/10	2	25	42	
DEBUT	50	43	50	MARIE OSMOND/Everybody's Crazy 'Bout My... (Capitol/Curb)	66/25	1	16	49	

MOST ADDED

RANDY TRAVIS (54)
 DWIGHT YOAKAM (35)
 BAILLIE AND THE BOYS (34)
 SWEETHEARTS OF THE ROODEO (32)
 EARL THOMAS CONLEY (28)
 RICKY VAN SHELTON (28)
 JOHN SCHNEIDER (27)
 SKO (27)
 MARIE OSMOND (25)

HOTTEST

D. PARTON, L. RONSTADT, E. HARRIS (78)
 M.M. MURPHEY & H. DUNN (76)
 WAYLON JENNINGS (69)
 T. GRAHAM BROWN (68)
 MICHAEL JOHNSON (53)
 REBA McENTIRE (51)
 O'KANES (30)
 BELLAMY BROTHERS (22)
 OAK RIDGE BOYS (20)

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.

DWIGHT YOAKAM
 Little Sister (Reprise/WB)

On 76% of reporting stations. Rotations: Heavy 1, Medium 48, Light 73, Total Adds 35 Including WQBE, WOKQ, WRKZ, WXTU, WWVA, WRNS, WCOS, KSCS, KHEY, KYKX, WMNI, WITL, WMIL, WMUS, WKQC, KYAK, KKAL, KFMS, WZLA, KNEW. Moves 41-33 on the Country chart.

JOHN SCHNEIDER
 Love, You Ain't Seen The Last Of Me (MCA)

On 76% of reporting stations. Rotations: Heavy 1, Medium 42, Light 79, Total Adds 27 Including WPOC, WYRK, WQBE, WTCR, WAJR, KASE, KPLX, KKIX, WBHP, KSSN, WMC, KBMR, WMNI, WWJO, KYAK, KLZ, KNEW, KUPL, KRAK, KRPM. Moves 39-34 on the Country chart.

EARL THOMAS CONLEY
 That Was A Close One (RCA)

On 71% of reporting stations. Rotations: Heavy 2, Medium 38, Light 74, Total Adds 28 Including WCAO, WBOS, WQBE, WIXL, CHOW, KHEY, WESB, KSSN, WQDR, WYDQ, WMIL, WIL, K102, WTHI, KWEN, KYAK, KKAL, KUGN, KFMS, KRPM. Moves 46-36 on the Country chart.

SOUTHERN PACIFIC
 Don't Let Go Of My Heart (WB)

On 63% of reporting stations. Rotations: Heavy 4, Medium 46, Light 51, Total Adds 13, WQBE, WILQ, WVMI, KSSN, WKSJ, WLWI, WQDR, WSLR, WKKQ, KYAK, KNEW, KTOM, KGA. Moves 43-37 on the Country chart.

TANYA TUCKER
 It's Only Over For You (Capitol)

On 65% of reporting stations. Rotations: Heavy 1, Medium 39, Light 65, Total Adds 18, WBOS, WTCR, WAJR, WYNK, WVMI, WXBQ, KHEY, KYKX, KBUC, KJNE, WUSQ, KJYJ, KSO, KFMS, KKAL, KFMS, KUPL, KOLO. Moves 48-39 on the Country chart.



"Colorado Moon"
 (APS-006)
 From The
TIM MALCHAK ALBUM
Colorado Moon
 (APA-1001)

R&R **43**
 BB **42**
 Gavin **33**
 CB **35**

Alpine Records - 1025 17th Avenue South, Nashville, TN 37212 **ALPINE RECORDS**

R&R NATIONAL AIRPLAY COUNTRY

NEW & ACTIVE

TIM MALCHAK "Colorado Moon" (Alpine) 86/9

Rotations: Heavy 2, Medium 39, Light 45, Total Adds 9, CHOW, WXBO, KHXY, WAMZ, WUSN, WMIL, KFMS, KRAK, KCKC, Heavy, WORC, KRKT, Medium: WAJR, WZLZ, KSSN, WSK, WGLR, KSO, WXCL, KLZ, Moves 50-47-43 on the Country chart.

MICKEY GILLEY "Full Grown Fool" (Epic) 84/15

Rotations: Heavy 0, Medium 27, Light 57, Total Adds 15, WCAO, KASE, WEZL, KHXY, WESC, KSSN, WUSQ, WDAF, KCJB, WWJQ, KRST, KYGO, KRWO, KNIX, KRPM, Medium: WVK, KRMD, WTOR, KFDI, KFRE, Debuts at number 44 on the Country chart.

BILLY MONTANA & THE LONG SHOTS "Crazy Blue" (WB) 82/13

Rotations: Heavy 1, Medium 26, Light 55, Total Adds 13, WPOS, WPOR, WORC, WYWK, WLO, KYXK, WKSJ, WQDR, KSO, WKKO, WLLR, WTHI, KCKC, Heavy: WOKK, Medium: WUSY, KXYX, KOLO, KTOU, KRPM, Debuts at number 45 on the Country chart.

DESERT ROSE BAND "Ashes Of Love" (MCA/Curb) 69/10

Rotations: Heavy 2, Medium 25, Light 42, Total Adds 10, WCVR, KEAN, WUSY, WDXE, WOKK, WFMS, KCJB, WTHI, KRPM, KGA, Heavy, WTCM, KRKT, Medium: WIKY, WAMZ, WJAS, KXYX, KVOC, KKCS, Debuts at number 49 on the Country chart.

MARIE OSMOND "Everybody's Crazy 'Bout My Baby" (Capitol/Curb) 66/25

Rotations: Heavy 1, Medium 16, Light 49, Total Adds 25 including WKRZ, WDSY, WVA, KEAN, WYAY, WUSY, KXK, KSSN, KLL, WGXK, WMIL, WOV, WXCL, KTTS, K102, WTCM, KGH, KUUY, KYGO, KIIM, Debuts at number 50 on the Country chart.

GENE WATSON "Honky Tonk Crazy" (Epic) 61/6

Rotations: Heavy 3, Medium 24, Light 33, Total Adds 6, KJNE, WMIN, WKKD, WTSO, KUGN, KOLO, Heavy: KXYX, WDAF, KUZZ, KCKC, Medium: KEAN, WTVY, KHXY, WLWI, WAXX, WITL, KVOD, KNIX, KSOP, Debuts at number 48 on the Country chart.

RANDY TRAVIS "Forever & Ever, Amen" (WB) 57/54

Rotations: Heavy 3, Medium 13, Light 41, Total Adds 54 including WLVK, WIVK, WAMZ, WLWI, WPKA, KRMD, KJY, KXYX, KUZZ, KYGO, KNIX, KOLO, KTOU, KSOP, KCKC, KSAN, KRPM, Debuts at number 46 on the Country chart.

SIGNIFICANT ACTION

BALLIE AND THE BOYS "Oh Heart" (RCA) 47/34

Rotations: Heavy 0, Medium 4, Light 43, Total Adds 34 including WCAO, WDSY, WPOR, WRNS, WGXK, WLWI, WPAP, KJNE, WUSQ, WOV, WXCL, KTTS, K102, KTKP, WTCM, KFDI, KRKT, KIK-FM.

LARRY BOONE "Back In The Swing Of Things Again" (Mercury/PolyGram) 47/9

Rotations: Heavy 2, Medium 18, Light 27, Total Adds 9, WCAO, WUSY, WUSQ, WUSN, WWW, WKQK, WTHI, KVOC, KALF, Heavy, WCVR, KRKT, Medium: KRIV, WQYK, WDAF, KTTS, KIK-FM, KTOU.

JOHNNY CASH "The Night Hank Williams Came To Town" (Mercury/PolyGram) 45/3

Rotations: Heavy 1, Medium 18, Light 26, Total Adds 3, KUZZ, KRMC, KALF, Heavy, WDAF, Medium: WPTX, WTSV, WCVR, WTVY, KWMT, WOV, KTTS, WTCM, KRKT, KFRE, KTOU, KIIM.

SKO "American Me" (MTM) 44/27

Rotations: Heavy 0, Medium 5, Light 39, Total Adds 27 including WCAO, WPOR, WORC, WTVY, KHXY, KIKK, WCMS, KRMD, KJNE, WTOR, WLLR, KTKP, WTCM, KRST, KIK-FM, KUJN, KQCY.

RICKY VAN SHELTON "Crime Of Passion" (Columbia) 41/28

Rotations: Heavy 0, Medium 7, Light 34, Total Adds 28 including WVA, KRIV, KYKR, KIKK, WCMS, WPAP, WYD, KJNE, KWMT, WOV, WXCL, KTKP, WTCM, KVOD, KFDI, KRKT, KGH, KFRE, KTOU, KSOP.

JEFF STEVENS & THE BULLETS "You're In Love Alone" (Atlantic America) 37/1

Rotations: Heavy 1, Medium 10, Light 26, Total Adds 1, KALF, Heavy: KRKT, Medium: WAJR, KYKR, WTVY, KXYX, WTSO, WOV, WTCM, KFDI, KVOC, KTOU, Light: WBE, WVA, KJNE, WUBE.

MERLE HAGGARD "Almost Persuaded" (Epic) 28/21

Rotations: Heavy 0, Medium 6, Light 22, Total Adds 21, WVA, WYI, KRIV, KMML, KASE, WKLO, WDXE, WLWI, WCMS, KBUC, KXYX, KJNE, KFGO, WXCL, WTCM, KFDI, KUZZ, KFRE, KTOU, KCKC, KIGO.

VICKI RAE VON "Not Tonight" (Atlantic America) 25/8

Rotations: Heavy 0, Medium 4, Light 21, Total Adds 8, KEAN, WCMS, KXYX, WOV, WTCM, KALF, KOLO, KSOP, Medium: WCVR, KYKR, KRKT, Light: KMML, WYMI, KJNE, WUSQ, KSO, KTTS, KVOC, KRWO.

STEVE WARINER "The Weekend" (MCA) 24/24

Rotations: Heavy 0, Medium 3, Light 21, Total Adds 24, WYDU, WCVR, WYI, KEAN, KRIV, WLVK, KIKK, WIVK, WDXE, WOKK, WPKA, WTOR, KXYX, WXCL, KRKT, KUZZ, KGH, KVOC, KKCS, KQIL, KNIX, KTOU, KSOP, KCKC.

PATTY LOVELESS "I Did" (MCA) 21/0

Rotations: Heavy 0, Medium 5, Light 16, Total Adds 0, Medium: WIKY, KYKR, WTVY, KIKK, KTTS, Light: WGN, WBE, WYI, KSSN, WMIN, KSO, KFGO, WBE, WOV, KVOD, KIK-FM, KUZZ, KRWO, KQIL, KALF, KIGO.

DON McLEAN "He's Got You" (EMI America) 20/6

Rotations: Heavy 0, Medium 4, Light 16, Total Adds 6, WEZL, KXYX, KTKP, WTCM, KVOD, KIIM, Medium: WOV, KFDI, KKCS, Light: WIKY, WYI, KMML, WYMI, WLVK, KFGO, KGH, KRWO, KQIL, KCCY, KTOU.

BETH WILLIAMS "Man At The Backdoor" (BGM) 19/4

Rotations: Heavy 0, Medium 5, Light 14, Total Adds 4, KEAN, KWMT, KVOD, KRWO, Medium: WTVY, KXYX, KJNE, KTTS, KRKT, Light: WYMI, WYI, WJAS, KJNE, KTKP, KRWO, KOLO, KTOU.

MASON DIXON "3935 West End Ave." (Premiere) 17/12

Rotations: Heavy 0, Medium 5, Light 12, Total Adds 12, KEAN, WTVY, KXYX, WPAP, WOV, KTTS, WTCM, KVOD, KFDI, KRKT, KIK-FM, Medium: KPLX, KJNE, Light: WOKK, KVOC, KIGO.

A.J. MASTERS "In It Again" (Bermuda Dunes) 16/4

Rotations: Heavy 0, Medium 3, Light 13, Total Adds 4, KXYX, KFGO, WOV, KFDI, Medium: WCVR, KRKT, KIGO, Light: WIKY, WYI, WTVY, WJAS, KJNE, KTKP, KRWO, KOLO, KTOU.

NANCI GRIFFITH "Trouble In The Fields" (MCA) 12/10

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 10, WTVY, WPOR, WYI, WTVY, WLWI, WPAP, WWW, WOV, WTCM, KRKT, Light: WCVR, KVOC.

RATTLESNAKE ANNIE "Callin' Your Bluff" (Columbia) 10/3

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 3, WPOR, WTCM, KRWO, Medium: KFDI, Light: WCVR, WYI, WCMS, WDAF, KKCS, KTOU.

RAY PRICE "Better Class Of Losers" (SOR) 10/1

Rotations: Heavy 0, Medium 3, Light 7, Total Adds 1, WTCM, Medium: WCVR, KTTS, KTOU, Light: WAXX, KFGO, KVOD, KFDI, KCKC, KIGO.

RAZORBACK "As Long As I've Been Lovin' You" (Complet/PolyGram) 9/3

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 3, WCVR, WTVY, KTTS, Medium: KXIX, Light: KXYX, KSO, KFGO, KWMT, KSOP.

RONNIE DOVE "Heart" (Diamond) 8/2

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WVA, KIGO, Medium: WCAO, Light: WYMI, WYDU, WLWI, KWMT.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

GEORGE STRAIT/All My Ex's Live In Texas (MCA)	<i>Ocean Front Property</i>
JUDDS/Turn It Loose (RCA/Curb)	<i>Heart Land</i>
DAN SEALS/Three Time Loser (EMI America)	<i>Out On The Front Line</i>
D. PARTON, L. RONSTADT, & E. HARRIS/Those Memories Of You (WB)	<i>Trio</i>
ALABAMA/Let's Hear It For The Girl (RCA)	<i>The Touch</i>
RESTLESS HEART/Wheels (RCA)	<i>Wheels</i>
MICHAEL MARTIN MURPHEY/A Long Line Of Love (WB)	<i>Americana</i>
JUDY RODMAN/I'll Be Your Baby Tonight (MTM)	<i>Judy Rodman</i>
BELLAMY BROTHERS/Country Rap (MCA/Curb)	<i>Country Rap</i>
REBA McENTIRE/Why Not Tonight (MCA)	<i>What Am I Going To Do...</i>
WAYLON JENNINGS/Chevy Van (MCA)	<i>Hangin' Tough</i>
MEL McDANIEL/57 Chevy & You (Capitol)	<i>Just Can't Sit Down...</i>
JUDDS/Cow Cow Boogie (RCA/Curb)	<i>Heart Land</i>
RANDY TRAVIS/My Heart Cracked (WB)	<i>Storms Of Life</i>
CONWAY TWITTY/Snake Boots (MCA)	<i>Borderline</i>
K.D. LANG/Three Cigarettes In An Ashtray (Sire/WB)	<i>Angel With A Lariat</i>

THANKS RADIO!

For having PRIDE in your music!

Charley Pride

"Have I Got Some Blues For You"

(David Chamberlain)

B-70400

His new Single on 16th Avenue Records & Tapes

Watch for Charley Pride's new LP — "After All This Time" releasing in early April!



16th Avenue ST-70550
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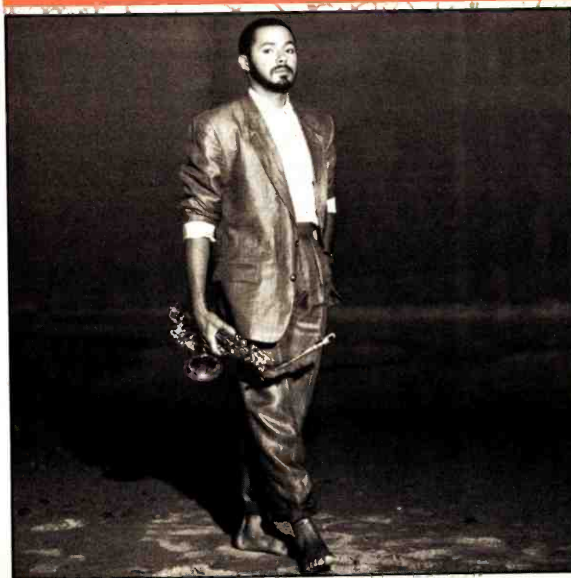
CELEBRATE WITH US



Ray, Goodman and Brown "Celebrate Our Love"

Produced by Rahni Song for Orpheus Productions.
The second single from the album *Take-It To The Limit*.

...AND FEEL GOOD



Najee "Feel So Good To Me"

Produced by Rahni Song for Orpheus Productions.
The second single from the current #1 Jazz (*Billboard*)
album *Najee's Theme*.

We've Got the Flair!



R&R NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS.

CROWDED HOUSE

Don't Dream It's Over (Capitol)

59% of our reporters on it. Rotations: Heavy 19, Medium 25, Light 10, Total Adds 11 including WSNi, WSNY, KHYL, WIVY, WIZD, KELT. Moves 20-16 on the AC chart.

KENNY LOGGINS

Meet Me Half Way (Columbia)

58% of our reporters on it. Rotations: Heavy 6, Medium 33, Light 14, Total Adds 11 including KVIL, KMJI, KEZR, WKGW, WMGN, WHNN, KRAV, WTNV. Moves 30-23 on the AC chart.

PATTI LABELLE & BILL CHAMPLIN

The Last Unbroken Heart (MCA)

53% of our reporters on it. Rotations: Heavy 3, Medium 27, Light 18, Total Adds 7, WSNi, WXTC, WLAC-FM, WLHT, WFMK, WHNN, KRNO. Debuts at number 28 on the AC chart.

LUTHER VANDROSS with GREGORY HINES

There's Nothing Better Than Love (Epic)

52% of our reporters on it. Rotations: Heavy 3, Medium 28, Light 16, Total Adds 10, B100, WIZD, KELT, WLHT, WFMK, WHNN, WKNE, WGLL, KRLB. Debuts at number 27 on the AC chart.

NEW & ACTIVE

GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 42/10

Rotations: Heavy 7/0, Medium 23/2, Light 12/8, Total Adds 10, WARM98, KIFM, KEZR, WAEB, WKYE, WXTC, WMGN, WKNE, KRLB, KMGO. Heavy: 2WD, W101, WHYX, KOST, KDUK, KWAV, WGLL. Medium including WPIX, KVIL, WNIC, B100, K101, WRKA, KMZO, WEIM. Moves 29-25 on the AC chart.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 ARETHA FRANKLIN & GEORGE MICHAEL	88/0	83	5	0
2 STEVE WINWOOD	85/0	82	3	0
3 RESTLESS HEART	86/3	69	14	3
4 ANITA BAKER	87/3	56	28	3
5 SMOKEY ROBINSON	84/3	59	22	3
6 STARSHIP	85/0	69	14	2
7 BILLY JOEL featuring RAY CHARLES	84/2	52	28	4
8 LIONEL RICHIE	81/6	27	48	6
9 MADONNA	76/9	22	45	9
10 SHIRLEY MURDOCK	69/0	38	26	5
11 KOOL & THE GANG	66/0	31	29	6
12 CHICAGO	76/8	13	55	8
13 BRUCE HORNSBY & THE RANGE	62/0	19	33	10
14 GENESIS	60/0	29	22	9
15 CHRIS DeBURGH	71/13	7	37	27
16 CROWDED HOUSE	54/11	19	25	10
17 GREGORY ABBOTT	61/0	13	44	4
18 ATLANTIC STARR	65/16	12	34	19
19 KENNY G	64/7	9	42	13
20 EL DeBARGE	55/0	18	28	9
21 JANET JACKSON	51/0	9	36	6
22 JETS	40/1	7	22	11
23 KENNY LOGGINS	53/11	6	33	14
24 CYNDI LAUPER	53/2	14	28	11
25 GLENN MEDEIROS	42/10	7	23	12
26 FLEETWOOD MAC	53/8	2	25	26
27 LUTHER VANDROSS with GREGORY HINES	47/10	3	28	16
28 PATTI LABELLE & BILL CHAMPLAIN	48/7	3	27	18
29 GINO VANNELLI	50/3	5	26	19
30 JENNIFER WARNE	47/0	5	26	16

MOST ADDED

- DAN HILL (23)
- JOURNEY (19)
- ATLANTIC STARR (16)
- CHRIS DeBURGH (13)
- KANSAS (12)
- H. ALPERT J. JACKSON (11)
- CROWDED HOUSE (11)
- KENNY LOGGINS (11)
- GLENN MEDEIROS (10)
- L. VANDROSS w/G. HINES (10)

HOTTEST

- STEVE WINWOOD (70)
- A. FRANKLIN & G. MICHAEL (67)
- STARSHIP (54)
- RESTLESS HEART (47)
- SMOKEY ROBINSON (33)
- ANITA BAKER (23)
- B. JOEL I/R. CHARLES (21)
- CROWDED HOUSE (11)
- GENESIS (11)
- KOOL & THE GANG (11)

HOWARD JONES "Will You Still Be There?" (Elektra) 30/9

Rotations: Heavy 0, Medium 10/1, Light 20/8, Total Adds 9, WHYX, KIFM, WAEB, KEY103, WTRX, KWFM, WTNV, WPPA, WAGE. Medium including WMMJ, WEIM, WSKI, WQHQ, WSKY, WCKO, KKLK, KYJC, KOSW. Light including WTFM, WNAM.

THOMPSON TWINS "Get That Love" (Arista) 30/2

Rotations: Heavy 0, Medium 12/1, Light 18/1, Total Adds 2, KEY103, WGLL. Medium including WKYE, WMMJ, WSKI, WQHQ, WSKY, WCHV, WGSV, WFFF, KKLK, KYJC, KOSW. Light including B100, WKGW, U102, WTRX, WCKO, WAGE, WORG.

BANGLES "Walking Down Your Street" (Columbia) 26/4

Rotations: Heavy 5/0, Medium 12/1, Light 9/3, Total Adds 4, WRKA, WIZD, WMTFM, WJON. Heavy: KYVL, K101, KDUK, WSKI, WFFX. Medium including WSNi, WNIC, U102, WHVE, WPPA, WCHV, KRLB, WORG, WZLO, KYJC, KOSW.

SIGNIFICANT ACTION

U2 "With Or Without You" (Island) 24/3

Rotations: Heavy 2/0, Medium 9/0, Light 13/3, Total Adds 3, B100, WHVE, KKLK. Heavy: WKYE, WSKY. Medium: KWFM, WEIM, WSKI, WCKO, WCHV, KRLB, WBGW, WFFF, K99. Light including KEY103, WIZD, KDUK, WORG, WAEV, WZLO.

DAN HILL "Can't We Try?" (Columbia) 23/23

Rotations: Heavy 0, Medium 6/6, Light 17/17, Total Adds 23, WPIX, KOST, WNAM, WTRX, KWFM, WEIM, WKNE, WGLL, WSKI, WSKY, WCKO, WCHV, WGSV, WAHR, WORG, WBGW, WZLO, WMTFM, WJON, KKLK, KYJC, KOSW, KMGO.

PETER GABRIEL & KATE BUSH "Don't Give Up" (Geffen) 23/0

Rotations: Heavy 1/0, Medium 8/0, Light 14/0, Total Adds 0. Heavy: WEIM. Medium: KWAV, WSKI, WSKY, WCKO, WAHR, WORG, WBGW, KOSW. Light including WNIC, WKGW, KEY103, WQHQ, WCHV, WGSV, WAEV, WMTFM, KFBS, KKLK, KMGO.

LEVEL 42 "Lessons In Love" (Polydor/PolyGram) 21/3

Rotations: Heavy 0, Medium 7/0, Light 14/3, Total Adds 3, B100, WKYE, WTRX. Medium: KWFM, WEIM, WQHQ, WSKY, WCHV, WAGE, WBGW. Light including KEY103, KWAV, WMMJ, WSKI, WPPA, WCKO, WORG, WZLO, KKLK, KYJC, KOSW.

JOURNEY "Why Can't This Night Go On Forever" (Columbia) 20/19

Rotations: Heavy 0, Medium 3/2, Light 17/17, Total Adds 19, WKYE, U102, WNAM, KWAV, WMMJ, WEIM, WPPA, WCKO, WCHV, WGSV, WAGE, WORG, WZLO, WJON, KKLK, K99, KYJC, KOSW, KMGO. Medium including WBGW.

CLUB NOUVEAU "Lean On Me" (WB) 18/1

Rotations: Heavy 5/0, Medium 9/1, Light 4/0, Total Adds 1, WMMJ. Heavy: 2WD, WLTF, U102, WRKA, WPPA. Medium including B100, WKYE, KEY103, WHVE, KWFM, WFFF, K99, KYJC. Light: KS94, WTRX, KVVU, KDUK.

KENIA "Don't Let Me Be Lonely Tonight" (MCA) 17/3

Rotations: Heavy 0, Medium 9/0, Light 8/3, Total Adds 3, WHYX, WFMK, KWFM. Medium: WPIX, WEIM, WKNE, WSKY, WCHV, WBGW, WMTFM, WJON, KOSW. Light including KIFM, WQHQ, KKLK, KYJC, KMGO.

DAN SEALS "I Will Be There" (EMI America) 17/1

Rotations: Heavy 1/0, Medium 0, Light 16/1, Total Adds 1, WTRX. Heavy: WAHR. Light including KEY103, WNAM, WEIM, WKNE, WSKI, WQHQ, WCHV, WGSV, WORG, WAEV, WZLO, WMTFM, KFBS, KKLK, KYJC.

CUTTING CREW "I Just Died In Your Arms" (Virgin) 15/3

Rotations: Heavy 2/1, Medium 7/1, Light 6/1, Total Adds 3, WSKI, WSKY, WCHV. Heavy including WFFF. Medium including K101, WKYE, WGLL, WCKO, KRLB, K99. Light including WLTF, B100, WZLO, KYJC, KOSW.

PETER CETERA "Only Love Knows Why" (WB) 13/7

Rotations: Heavy 0, Medium 3/0, Light 10/7, Total Adds 7, WKGW, WMMJ, WEIM, WSKI, WGSV, WMTFM, WJON. Medium: WQHQ, WBGW, KYJC. Light including WKYE, WTFM, WAGE.

KANSAS "Can't Cry Anymore" (MCA) 12/12

Rotations: Heavy 0, Medium 0, Light 12/12, Total Adds 12, WKYE, KEY103, WNAM, WEIM, WSKI, WCKO, WORG, WBGW, WZLO, KKLK, KYJC, KOSW.

HERB ALPERT & JANET JACKSON "Diamonds" (A&M) 11/11

Rotations: Heavy 0, Medium 2/2, Light 9/9, Total Adds 11, WEIM, WGLL, WCKO, WCHV, WGSV, KRLB, WBGW, WZLO, K99, KYJC, KOSW.

SPANDAU BALLET "How Many Lies" (Epic) 9/4

Rotations: Heavy 0, Medium 4/2, Light 5/2, Total Adds 4, WEIM, WTNV, WSKY, KKLK. Medium including WBGW, KOSW. Light including WQHQ, WAEV, WJON.

HUEY LEWIS & THE NEWS "I Know What I Like" (Chrysalis) 9/4

Rotations: Heavy 0, Medium 6/3, Light 3/1, Total Adds 4, KVIL, WIZD, WHVE, K99. Medium including WKYE, WCKO, WFFX. Light including B100, KYJC.

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.

R&R NATIONAL AIRPLAY

AOR TRACKS

Three Weeks	Two Weeks	Last Week	167 REPORTS	Reports/Adds	Power	Heavy	Medium
1	1	1	U2/With Or Without You (Island)	163+0	81+	161+	1-
6	3	2	FLEETWOOD MAC/Big Love (WB)	160=0	66+	147+	12=
7	5	3	BRYAN ADAMS/Heat Of The Night (A&M)	151-0	71+	149+	1-
4	4	4	CUTTING CREW/ (I Just) Died In Your Arms (Virgin)	142-0	49-	133-	8-
-	9	6	DAVID BOWIE/Day-In Day-Out (EMI America)	150+0	29+	116+	31-
DEBUT	6	6	TOM PETTY & THE HEARTBREAKERS/Jammin' Me (MCA)	149 /149	21	95	46
11	8	7	JON BUTCHER/Goodbye Saving Grace (Capitol)	150-1	19+	86+	61-
18	12	8	FROZEN GHOST/Should I See (Atlantic)	149+2	16+	77+	68-
2	2	5	PETER WOLF/Come As You Are (EMI America)	119-0	40-	95-	21+
16	15	11	LOU GRAMM/Ready Or Not (Atlantic)	131+6	16+	80+	48-
29	20	15	U2/Still Haven't Found What I'm Looking For (Island)	132+14	3+	64+	64-
25	21	16	EDDIE MONEY/Endless Nights (Columbia)	124+9	18+	61+	61-
15	14	13	PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	126-2	6-	64+	54-
19	16	14	NIGHT RANGER/The Secret Of My Success(Camel/MCA)	129-7	8-	53+	71-
13	10	15	BON JOVI/Never Say Goodbye (Mercury/Pg)	100-0	11-	69-	31-
3	6	16	GREGG ALLMAN BAND/I'm No Angel (Epic)	91-0	13-	67-	17-
20	19	17	ANDY TAYLOR/I Might Lie (MCA)	122-1	3+	30+	81-
-	35	27	ROCK & HYDE/Dirty Water (Capitol)	131+18	3+	14+	102+
-	28	20	CULT/Love Removal Machine (Sire/WB)	124+5	2-	23+	86+
30	27	21	WHITESNAKE/Still Of The Night (Geffen)	114+4	5	30+	68=
35	29	23	LOS LOBOS/Set Me Free (Rosa Lee) (Slash/WB)	114+9	2=	28+	77+
33	31	26	BILLY IDOL/Sweet Sixteen (Chrysalis)	104+3	3+	27+	65+
36	32	25	EUROPE/Rock The Night (Epic)	109+4	0-	15+	83+
44	39	32	LITTLE AMERICA/Walk On Fire (Geffen)	110+19	2+	27+	59+
9	13	19	LOU GRAMM/Midnight Blue (Atlantic)	66-0	14-	50-	9+
27	25	22	GLASS TIGER/I Will Be There (Manhattan)	88-0	3-	37+	49-
8	11	18	STEVE WINWOOD/The Finer Things (Island/WB)	67-0	14-	44-	18-
5	7	10	PATTY SMYTH/Never Enough (Columbia)	79-0	11-	47-	26-
54	42	35	ERIC CLAPTON/Run (Duck/WB)	88+10	6+	28+	58+
31	30	28	ROBERT CRAY BAND/I Guess I Showed Her (Mercury/Pg)	91-1	5-	26-	58-
-	28	30	BRYAN ADAMS/Into The Fire (A&M)	80+19	0=	28+	47+
-	47	36	BRYAN ADAMS/Another Day (A&M)	78=5	2+	22+	53-
47	41	37	GEORGIA SATELLITES/Railroad Steel (Elektra)	89+9	0=	21+	57+
42	34	34	U2/Bullet The Blue Sky (Island)	72+8	3+	26+	40-
-	48	35	GREGG ALLMAN BAND/Anything Goes (Epic)	88+37	0=	21+	61+
12	18	24	CROWDED HOUSE/Don't Dream It's Over (Capitol)	60-12	6-	40-	15-
DEBUT	37	37	TRUTH/Weapons Of Love (IRS/MCA)	100+53	0=	1+	79+
40	33	33	U2/Where The Streets Have No Name (Island)	65-1	2+	26+	34-
-	55	49	PETER WOLF/Can't Get Started (EMI America)	81+141	0=	16+	56+
59	53	44	REO SPEEDWAGON/Variety Tonight (Epic)	85+19	2+	13-	62+
28	26	29	DOKKEN/Dream Warriors ("Theme From...") (Elektra)	80-1	1+	15-	52-
55	45	43	DEL FUEGOS/Long Slide (For An Out) (Slash/WB)	67+3	2=	10+	49+
-	49	45	FARRENHEIT/Fool In Love (WB)	64+7	3=	15+	42+
-	54	46	XTC/Dear God (Geffen)	55+5	0-	16+	35+
10	17	31	SAMMY HAGAR/Winner Takes It All (Columbia)	48-0	6-	24-	20=
24	24	30	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	51-1	8+	25-	20-
-	60	47	THOMPSON TWINS/Get That Love (Arista)	57+4	2-	14-	37+
-	53	49	TESLA/Little Suzi (Geffen)	70+17	0-	7+	41+
-	54	49	OTHER ONES/We Are What We Are (Virgin)	69+15	0=	4=	50+
-	59	50	DAMNED/Alone Again Or (MCA)	63+5	0=	4+	40+
46	37	42	U2/In God's Country (Island)	48-4	1+	19-	24-
DEBUT	52	52	BON JOVI/Wanted Dead Or Alive (Mercury/Pg)	42+11	6+	20+	19+
-	49	53	BRYAN ADAMS/Victim Of Love (A&M)	42+2	0=	10-	29+
DEBUT	54	54	GARY MOORE/Over The Hills And Far Away (Virgin)	64+30	0=	2+	41+
60	56	56	ROBERT CRAY BAND/Right Next Door (Because...) (Mercury/Pg)	41+7	1+	15+	23=
38	38	40	CINDERELLA/Somebody Save Me (Mercury/Pg)	56-0	0=	5+	39-
41	40	41	STRANGLERS/Always The Sun (Epic)	49-1	0=	9-	30-
17	22	39	DEEP PURPLE/Call Of The Wild (Mercury/Pg)	38-0	1=	13-	20-
DEBUT	59	59	WIRE TRAIN/She Comes On (415/Columbia)	47+5	0=	5+	26+
DEBUT	60	60	MONDO ROCK/Primitive Love Rites (Columbia)	48+10	0=	2=	29+

BREAKERS

TOM PETTY & THE HEARTBREAKERS
Jammin' Me (MCA)
89% of our reporters on it.

LITTLE AMERICA
Walk On Fire (Geffen)
66% of our reporters on it.

TRUTH
Weapons Of Love (IRS/MCA)
60% of our reporters on it.

NEW ARTISTS

Albums

Reports/Adds

1	DEL FUEGOS/Stand Up (Slash/WB)	72/3
2	OTHER ONES/Other Ones (Virgin)	70/15
3	FARRENHEIT/Farrenheit (WB)	65/7
4	GARY MOORE/Wild Frontier (Virgin)	64/30
5	DAMNED/Anything (MCA)	63/5
6	XTC/Skylarking (Geffen)	55/5
7	MONDO ROCK/Boom Baby Boom (Columbia)	49/11
8	WIRE TRAIN/Ten Women (415/Columbia)	48/5
9	RED 7/When The Sun Goes Down (MCA)	38/8
10	JULIAN COPE/Saint Julian (Island)	35/3
	JENNIFER WARNES/Famous Blue... (Cypress/Pg)	35/3

Tracks

1	GEORGIA SATELLITES/Railroad... (Elektra)*	89/9
2	TESLA/Little Suzi (Geffen)*	70/17
3	OTHER ONES/We Are What We Are (Virgin)	69/15
4	DEL FUEGOS/Long Slide For An Out (Slash/WB)	67/3
5	GARY MOORE/Over The Hills And Far Away (Virgin)	64/30
6	FARRENHEIT/Fool In Love (WB)	64/7
7	DAMNED/Alone Again Or (MCA)	63/5
8	XTC/Dear God (Geffen)	55/5
9	MONDO ROCK/Primitive Love Rites (Columbia)	48/10
10	WIRE TRAIN/She Comes On (415/Columbia)	47/5

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.

EFFEN'S BREAKER BOUND

THIS WEEK...

DOUBLE BREAKER!



LITTLE AMERICA
"Walk On Fire"
TRACK BREAKER 24
ALBUM BREAKER 26

Produced By John Punter
Management: Julie Shy and
Stuart Sobol for Entourage

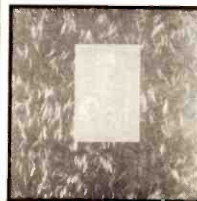
AND NEXT
IN LINE...

TESLA
43 "Little Suzi"
29 ALBUM



Produced By Steve Thompson
and Michael Barbiero
Management: Q Prime Inc.

AND THEN...



XTC
"Dear God" 44
ALBUM 34

Produced And Engineered By
Todd Rundgren
for Alchemedia
Productions Inc.



R&R NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks		Two Weeks		Last Week		167 REPORTS		APRIL 10, 1987		Reports	Adds	Power	Heavy	Medium
1	1	1	1	1	1	1	1	1	1	165	+0	81	+161	+3-
2	2	2	2	2	2	2	2	2	2	153	+1	71	+149	+2-
3	3	3	3	3	3	3	3	3	3	146	=/1	30	-113	=31-
4	4	4	4	4	4	4	4	4	4	154	-/4	40	-100	-49+
5	5	5	5	5	5	5	5	5	5	147	-/0	49	-135	-11-
6	6	6	6	6	6	6	6	6	6	145	+/5	16	-83	-59+
7	7	7	7	7	7	7	7	7	7	150	-/1	19	+86	+61-
8	8	8	8	8	8	8	8	8	8	150	+/2	16	+78	+68-
9	9	9	9	9	9	9	9	9	9	118	-/1	17	+79	+38+
10	10	10	10	10	10	10	10	10	10	129	-/2	6	-67	+55-
11	11	11	11	11	11	11	11	11	11	135	-/2	8	-57	+74-
12	12	12	12	12	12	12	12	12	12	125	+/9	20	+64	+59=
13	13	13	13	13	13	13	13	13	13	125	-/4	7	+36	-79-
14	14	14	14	14	14	14	14	14	14	112	=/8	9	+40	-70+
15	15	15	15	15	15	15	15	15	15	122	+/7	2	-32	=80+
16	16	16	16	16	16	16	16	16	16	117	+/4	5	=30	+72+
17	17	17	17	17	17	17	17	17	17	132	+/19	3	+14	+103+
18	18	18	18	18	18	18	18	18	18	122	-/1	3	+30	+81-
19	19	19	19	19	19	19	19	19	19	124	/4	2	-23	86
20	20	20	20	20	20	20	20	20	20	89	-/9	6	-46	-33-
21	21	21	21	21	21	21	21	21	21	111	+/3	0	-18	-82+
22	22	22	22	22	22	22	22	22	22	93	-/0	11	-48	-40=
23	23	23	23	23	23	23	23	23	23	79	-/7	14	-46	-25+
24	24	24	24	24	24	24	24	24	24	104	+/3	3	+28	+65-
25	25	25	25	25	25	25	25	25	25	99	-/4	0	-24	-64-
26	26	26	26	26	26	26	26	26	26	111	+/20	2	+27	+59+
27	27	27	27	27	27	27	27	27	27	89	-/0	3	=38	+49-
28	28	28	28	28	28	28	28	28	28	98	+/14	3	-19	-67+
29	29	29	29	29	29	29	29	29	29	80	+/12	2	-9	+48+
30	30	30	30	30	30	30	30	30	30	72	+/3	2	-11	+52+
31	31	31	31	31	31	31	31	31	31	53	-/0	6	-26	-23=
32	32	32	32	32	32	32	32	32	32	58	-/2	4	+78	=23-
33	33	33	33	33	33	33	33	33	33	54	-/2	8	+25	-23-
34	34	34	34	34	34	34	34	34	34	55	+/5	0	-16	+35+
35	35	35	35	35	35	35	35	35	35	65	+/7	3	+15	+43+
36	36	36	36	36	36	36	36	36	36	63	+/5	2	-14	-42+
37	37	37	37	37	37	37	37	37	37	70	+/15	0	=4	=50+
38	38	38	38	38	38	38	38	38	38	62	-/1	0	=6	+43-
39	39	39	39	39	39	39	39	39	39	46	-/0	1	=16	-24-
40	40	40	40	40	40	40	40	40	40	63	+/5	0	=4	+40+

"OVER THE HILLS AND FAR AWAY"

1 MOST ADDED LP TWO WEEKS IN A ROW!

GARY MOORE
FROM THE LP
WILD FRONTIER
UNTAMED ROCK AND ROLL

PRODUCED BY JAMES "JIMBO" BARTON, PETER COLLINS
FOR JILL MUSIC LTD., GARY MOORE AND PETE SMITH.

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BREAKERS

CULT Electric (Sire/WB) 74% of our reporters on it.

LITTLE AMERICA Little America (Geffen) 66% of our reporters on it.

NEW & ACTIVE

GARY MOORE "Wild Frontier" (Virgin) 64/30 (34/34)
Adds including WNEV, WXRK, WYNF, WLVO, KGB, WPYX, WIXV, WAPL, KEZO, KICT, Heavy 2; KZEL, KNAC, Medium 41 including WNOR, WLLZ, WQFM, KOMF, KLAQ, WKQO, KISS, WLSA, KATT, KILQ.

AUTOGRAPH "Loud And Clear" (RCA) 52/5 (50/5)
Adds: KBPI, KOMF, KISW, WAPL, WYNF, WZZQ, Heavy 2; KNAC, KATP, Medium 30 including WLLZ, WQFM, KSHE, KUPD, KGB, WCCC, KLAQ, WIMZ, WKDF, KISS.

MONDO ROCK "Boom Baby Boom" (Columbia) 49/11 (39/15)
Adds including WZZO, KWIC, KMJX, WEGR, WRQK, KICT, KBER, KFMF, KTYD, Heavy 2; KZEL, KRQJ, Medium 30 including WQVE, WNOR, WYNF, KUPD, 91X, WIMZ, WKGO, KEZO, KJOT, KKDJ.

ROBIN TROWER "Passion" (GNP/Cosmo) 48/7 (47/3)
Adds: WQVF, WQXZ, WJLB, WKAD, KEZO, WKQZ, WMGM, Heavy 3; KISS, WGIR, KQWB, Medium 35 including WMMR, WQVE, WYNF, WXRZ, WEBN, WQFM, KORS, KSHE, KBCO, KLOS.

WIRE TRAIN "Ten Women" (415/Columbia) 48/5 (43/10)
Adds: CHEZ, KNCN, WIMZ, KMZY, KLXP, Heavy 5 including KRQO, KRXQ, KOMF, KZEL, Medium 27 including WLIR, WNOR, WXRZ, 91X, KFOG, KKDJ, KDJK, WIZN, WRUF, RFMF.

SMITHEREENS "Especially For You" (Enigma) 40/7 (35/9)
Adds: WNRD, WQDF, KTLB, WKAD, KEZO, WKQZ, WMGM, Heavy 4; WBCN, WXRK, KRQO, WMRV, Medium 28 including WNEV, WMMR, WHYY, WCCC, WCMF, KLAQ, KEZO, KDJK, WIZN, WWWW.

RED 7 "When The Sun Goes Down" (MCA) 38/8 (32/19)
Adds: WQFM, CHEZ, WHTF, WKQO, KLXP, KRNA, WYMG, KFMF, Powers 1; Heavy 2; KFOG, KMMX, Medium 26 including WLLZ, WIMZ, WIXV, WLAV, KEZO, KICT, KKDJ, WRKI, WRUF.

JULIAN COPE "Saint Julian" (Island) 35/3 (33/8)
Adds: WEBN, WHEB, WMGM, Powers 2; Heavy 7; WLIR, WXRK, KRQO, WHFS, CFNY, KZEL, KTCL, Medium 19 including WXRZ, WLLZ, KUPD, 91X, KFOG, KEZO, KILQ, WIZN, KQWB.

JENNIFER WARNES "Famous Blue Raincoat" (Cypress/PolyGram) 35/3 (34/3)
Adds: WXRK, KBAT, KTCL, Heavy 8; WXRZ, WTPA, WIOQ, KNAC, KQDS, WMAD, KZEL, KMMX, Medium 18 including WLUP, WLLZ, KINK, KTLB, WIMZ, WLAV, KMDD, KPDI, WWWW.

PETER GABRIEL "So" (Geffen) 35/1 (35/5)
Adds: KMMX, Powers 1; Heavy 8; WBCN, WBRU, WKQO, WMAD, WWCT, KNX, WMGM, WGIR, Medium 22 including WLUP, 91X, KFOG, KISW, WZZO, WHEB, WKDF, WDJZ, WRKL, KBER.

R&R NATIONAL AIRPLAY

AOR TRACKS

MOST ADDED

TOM PETTY . . . /Jammin' (149)
TRUTH/Weapons (53)
PETER WOLF/Started (41)
GREGG ALLMAN BAND/Anything (37)
GARY MOORE/Hits (30)
BRYAN ADAMS/Fire (19)
LITTLE AMERICA/Walk (19)
REO SPEEDWAGON/Variety (18)
ROCK & HYDE/Water (18)
TESLA/Suzi (17)

HOTTEST

U2/With (81)
BRYAN ADAMS/Heat (71)
FLEETWOOD MAC/Big (66)
CUTTING CREW/Died (49)
PETER WOLF/Come (40)
DAVID BOWIE/Day-In (29)
TOM PETTY . . . /Jammin' (21)
JON BUTCHER/Goodbye (19)
EDDIE MONEY/Nights (18)
FROZEN GHOST/Should (16)
LOU GRAMM/Ready (16)

CHART CLIMBERS

GEORGIA SATELLITES "Railroad Steel" (Elektra) 89/9 (81/17)
 Adds: WNEW, WNOR, WRIF, KLOS, WAQY, KLBJ, WIMZ, KMJX, WOOL. Heavy 21 including WXRT, KOME, WOUR, WAPL, KIRO, KKDJ, WKJ, WBR, WBLM. Medium 57 including WBAB, KTXQ, WSHE, WEBN, KUOP, KZAP, KGB, KFOG, WPDH, WAAF. Moves 37-33.

GREGG ALLMAN BAND "Anything Goes" (Epic) 88/37 (51/33)
 Adds: Including WNEW, WKLS, WLUP, WLVO, WLLZ, KBGO, KZAP, WCCC, WHEB, WOUR. Heavy 21 including WOVE, WKRR, WIXV, WLAV, WQIO, WYVV, KFMO, WMLL. Medium 51 including WHJY, WGR, WSHE, WNOR, WYNF, WQFM, KOME, WAAF, WIMZ, WKOO. Moves 48-35.

ERIC CLAPTON "Run" (Duck/Disc) 88/10 (79/15)
 Adds: WSHE, WNOR, CFOX, KLBJ, KMJX, WWCX, KATT, KFAX, KGRO, KFMM. Heavy 28 including WHJY, WLLZ, KZAP, KFOG, KOME, WCCC, WHEB, WPDH, WQIO, WGR, WMLL. Medium 58 including WNEW, WMMR, DC101, WGR, WLUP, WLVO, KYYS, WZZO, WAAF. Moves 35-29.

REO SPEEDWAGON "Variety Tonight" (Epic) 85/19 (67/21)
 Adds: Including WSHE, KLOS, KUOP, WCCC, WOUR, WKRR, WIXV, KATT, KFMM, KGWB. Heavy 13 including WLLZ, KOME, WHEB, WCMF, WIMZ, WAPL, KODS, WFBQ, WWCX, KFMO. Medium 62 including WHJY, WYNF, WLVO, KGB, KOME, WPFY, WHEB, WKDF, WQIZ, WTUE. Moves 44-40.

PETER WOLF "Can't Get Started" (EMI America) 81/41 (41/41)
 Adds: Including WMLL, WGR, WNOR, WLJR, KYYS, KZAP, WKRR, WHEB, WOUR, WRFX. Heavy 18 including WMMR, WHJY, WLLZ, WRIF, KUPD, KOME, WCHN, WPLR, WAPL. Medium 56 including WNEW, WYNF, WQFM, KLOS, KISW, WPDH, WKDF, WRQK, WTUE, KODS. Moves 55-39.

BRYAN ADAMS "Into The Fire" (A&M) 80/19 (61/60)
 Adds: Including WOVE, WKLS, KLOS, WCMF, WIMZ, WKDF, WAPL, WWCX, KIRO, WRRF. Heavy 28 including WMMR, WHJY, WLLP, KSHE, KUPD, KOME, WPDH, KLBJ, WLAV, WGR, Medium 47 including WNEW, DC101, KTXQ, WNOR, WQFM, KORS, KZAP, KGB, KFOG, KISW, Moves 38-31.

BRYAN ADAMS "Another Day" (A&M) 78/15 (78/41)
 Adds: KGOV, WIMZ, WQZB, WMAJ, WYVV. Heavy 22 including WMMR, WHJY, WLJR, KISW, WHEB, WPDH, WCMF, WAAF, WRFX, WWCX. Medium 53 including DC101, KTXQ, WGR, WSHE, WNOR, KYYS, WQFM, KFOG, WPFY, WZZO. Moves 36-32.

U2 "Bullet The Blue Sky" (Island) 72/8 (69/4)
 Adds: WCHN, WPLR, WEZX, WKRR, KBAT, KISS, WMYR, WBLM. Heavy 26 including WOVE, KSHE, KLOS, KUPD, KFOG, KROR, WCCC, WRFX, WRXL, WAPL. Medium 40 including WNEW, KTXQ, WGR, WNOR, WQFM, KORS, KZAP, 91X, KGB, KISW. Remains at #34.

TESLA "Little Suzi" (Geffen) 70/17 (54/13)
 Adds: Including WNOR, WMLL, WRXL, WTUE, KMJD, KQJ, KEZE, WBLM, WYVV. Heavy 7 including KORS, KUPD, KWIC, KNAC, KATP, KWHL. Medium 41 including WOVE, WKLS, WYNF, WQFM, KBP, KZAP, KGB, KISW, WCMF, KLAQ. Moves 53-48.

OTHER ONES "We Are What We Are" (Virgin) 69/15 (54/13)
 Adds: Including WNEW, KTXQ, KROQ, KZAP, KGB, WCCC, KIRO, WRRF, KOWB. Heavy 4: WBCN, WLJR, 91X, KZEL. Medium 50 including WGR, WNOR, WKRR, KYYS, KBGO, KROR, WPFY, WHEB, WIMZ, WKOO. Moves 54-49.

DEL FUEGOS "Long Side (For An Out)" (Sire) 67/3 (66/8)
 Adds: DC101, WHTF, WKRR. Heavy 10: WBCN, WXRT, KFOG, WHEB, WAAF, KLBJ, WKOO, WIZN, KRNA, KOWB. Medium 49 including WMMR, WHJY, WSHE, WNOR, KORS, KBGO, KUPD, 91X, KGB, KISW. Moves 43-42.

GARY MOORE "Over The Hills And Far Away" (Virgin) 64/30 (34/34)
 Adds: Including WNEW, WKRR, WYNF, WLVO, KGB, WPFY, WIXV, WAPL, KEZO, KICT. Heavy 2: KZEL, KNAC. Medium 41 including WNOR, WLLZ, WQFM, WYVV, WLAV, WKGO, KISS, WLAV, KATT, KIRO. Debuts at #54.

FARRENHEIT "Foot In Love" (WB) 64/7 (57/5)
 Adds: WQHA, WZEW, WKDF, KBAT, WWCX, WOOL, KRNA. Heavy 15 including WBCN, WLUP, KBP, KINK, WCMF, WOUR, WAAF, WIMZ, WGR. Medium 42 including WHJY, WGR, WNOR, WYNF, WLLZ, WQFM, KSHE, KZAP, WHEB, WKRR. Moves 45-43.

DAMNED "Alone Again Or" (MCA) 63/5 (60/9)
 Adds: WBCN, WMMR, WCMF, KFMO, KSDY. Heavy 4 including WKRR, KROQ, WPLR. Medium 40 including WLJR, WNEW, WHJY, WXRT, WLVO, KYYS, WQFM, 91X, WCCC, WHEB. Remains at #50.

THOMPSON TWINS "Got That Love" (Arista) 57/4 (55/10)
 Adds: KBGO, WPDH, KLAQ, KFMM. Heavy 14 including WLJR, KROQ, 91X, WPLR, WBRU, WIMZ, WKOO, KRNA. Medium 37 including WBAB, WNEW, WMMR, KBPI, KFOG, WCCC, WHEB, WAAF, WGGG. Remains at #47.

KTC "Dear God" (Geffen) 55/5 (50/11)
 Adds: WLVO, WOUR, WHTF, WRDU, KRNA. Heavy 16 including WBCN, WLJR, WNEW, WKRR, WXRT, KROQ, 91X, WHEB, WCCC. Medium 35 including WBAB, WMMR, DC101, WKLS, KTXQ, WYNF, KYYS, KBGO, KUPD, KFOG. Moves 46-44.

MONDO ROCK "Primitive Love Rites" (Columbia) 48/10 (39/15)
 Adds: WZZO, KWIC, KMJX, WGR, WZEW, WRQK, KICT, KBER, KFMM, KYTV. Heavy 2: KZEL, KRQU. Medium 29 including WOVE, WNOR, WYNF, KUPD, 91X, WIMZ, WKOO, KEZO, KIRO, KKDJ. Debuts at #60.

WIRE TRAIN "She Comes On" (415/Columbia) 47/5 (42/10)
 Adds: CHEZ, KNAC, KMBY, KLPF. Heavy 5 including KROQ, KRKO, KOME, KZEL. Medium 26 including WLJR, WNOR, WXRT, 91X, KFOG, KLOS, KZAP, KOME, KATT, KJOT.

BON JOVI "Wanted Dead Or Alive" (Mercury/PolyGram) 47/1 (28/16)
 Adds: Including WYNY, CFOX, WCCC, WEZK, KQWB, WBSA, WWCX, KDJJ. Heavy 20 including WBCN, WMMR, WOVE, WHEB, WLLZ, WPFY, CFOX, WCCR, KISS, WIXV. Medium 19 including WGR, WNOR, WTPA, WHTF, WRXL, WLZ, KMCD, WMMR. Debuts at #52.

ROBERT CRAY BAND "Night Next Door (Because Of Me)" (Mercury/PolyGram) 47/1 (36/5)
 Adds: WBCN, WCMF, WIMZ, WQIO, KFMO, KTXQ. Heavy 15 including KTXQ, WXRT, KBGO, CFOX, WCHN, WLAV, WRKI, WYVV. Medium 23 including KLQJ, WLVO, WAQX, WIXV, WROK, KODS, KEZO, WBLM, KOZZ. Moves 36-55.

NEW & ACTIVE

JULIAN COPE "Trampolene" (Island) 34/4 (29/8)
 Adds: WHEB, WAPL, WMMG. Powers 2: Heavy 5: WLJR, KROQ, WHFS, CFNY, KZEL, KTCL. Medium 19 including WXRT, WLLZ, KUPD, 91X, KFOG, KEZO, KIRO, WIZN, KOWB.

PETER GABRIEL "Don't Give Up" (Geffen) 34/1 (34/4)
 Adds: KMMX. Powers 1: Heavy 8: WBCN, WBRU, WKGO, WMAJ, WWCX, KNX, WMMG, WGR. Medium 21 including WLUP, 91X, KFOG, WZZO, WATT, KEZO.

JENNIFER WARNES "First We Take Manhattan" (Cyprus/PolyGram) 33/3 (32/3)
 Adds: WKRR, KBAT, KTCL. Heavy 8: WXRT, WTPA, WQIO, WQFM, KODS, WMAJ, KZEL, KMMX. Medium 16 including WLUP, WLLZ, CFOX, KLBJ, WIMZ, WLAV, KMDD, KPOI, WYVV.

SAINTS "Just Like Fire Would" (TVT) 32/1 (32/5)
 Adds: WMMG. Heavy 6: WLJR, WHFS, CFNY, WMYR, KZEL, WIZN. Medium 15 including WBAB, WHJY, WXRT, 91X, KGB, WHEB, WAAF, KLAQ, KATT, KEZO.

WARD BROTHERS "Why Do You Run" (A&M) 29/1 (31/5)
 Adds: WYVV. Heavy 0: Medium 16 including WBCN, KYYS, WQFM, KORS, WPFY, KLAQ, WIXV, WLAV, KIRO, WIZN.

BRYAN ADAMS "Hearts On Fire" (A&M) 23/4 (22/22)
 Adds: WCMF, WOUR, KNAC, WKQZ. Heavy 11 including WBCN, WLLZ, KUPD, KLAQ, WIMZ, WQFM, KLPX, WMMG. Medium 11 including WBYR, WLVO, WQFM, KORS, KLOS, WHTF, KISS, WJOT, KICT.

CHRIS ISAAK "You Owe Me Some Kind of Love" (WB) 23/1 (22/2)
 Adds: KGRO. Heavy 7 including KRKO, 91X, KFOG, KZEL, KDJJ, KKCY. Medium 16 including KTXQ, WXRT, KBGO, KZAP, KOME, WOUR, KMDD, KIRO, KKDJ.

BRYAN ADAMS "Only The Strong Survive" (A&M) 23/1 (25/25)
 Adds: KMBY. Heavy 4: WYNF, KSHE, KLBJ, KPOI. Medium 17 including WBAB, WGR, KZAP, KISW, WRXL, WIXV, KICT, KKDJ, KBER, WRRF.

WORLD PARTY "Ah Come True" (Chrysalis) 22/4 (17/1)
 Adds: KBGO, KEZE, WHTF, KZOO. Powers 2: Heavy 7 including WXRT, 91X, CHEZ, KTCZ, WIZN, KMMX. Medium 8 including KTXQ, KUPD, KGON, KGB, KWIC, KATT, KNX.

BOSTON "I Think I Like It" (MCA) 21/2 (23/1)
 Adds: WCMF, KZOO. Heavy 5: WHJY, WTPA, WKFM, WQIZ, WIZN. Medium 13 including DC101, WQFM, KORS, KAZY, WAQX, WTUE, KEZE, WRKI, WYVV.

JOHN PHILIP "What's It Gonna Be" (Atlantic) 21/2 (19/6)
 Adds: WLOE, WMYR. Heavy 1: KZEL. Medium 11 including WYNF, WLLZ, WQFM, KZAP, KWIC, KNAC, WYNY, WRRF, KOWB.

LOU GRAMM "Heartache" (Atlantic) 20/4 (21/4)
 Adds: WAQX, WYNY, WGR, WKQZ. Heavy 6 including WBCN, WCHN, WCMF, WAPL, KMDD. Medium 14 including KTXQ, WQFM, KLOS, KLBJ, WIXV, WLAV, WFBQ, KICT, KKDJ.

GINO VANNELLI "Wild Horses" (CBS Associated) 19/1 (20/3)
 Adds: KODS. Powers 1: Heavy 10: WBCN, CFOX, CHEZ, CFNY, WZEW, WMAJ, KTCZ, KNX, KMMX, KRQU. Medium 8 including CHOM, KBPI, WIOQ, WQFM, KRNA, WAOR, KGRO.

THRASHING DOVES "Beautiful Imbalance" (A&M) 16/5 (12/5)
 Adds: 91X, WBRU, WMAJ, KZEL, KRNA. Heavy 1: WLJR. Medium 5 including WHFS, WLAV, WMYR, KTCL.

DAVE EDMUNDS "Paralyzed" (Columbia) 16/4 (12/6)
 Adds: WLJR, WKRR, WXRT, WHTF. Heavy 0: Medium 9 including WNEW, WMMR, KFOG, WHFS, WKFM, WMYR, KKCY.

SIMPLY RED "The Right Thing" (Elektra) 16/4 (14/3)
 Adds: WXRT, KWIC. Powers 5: Heavy 9: WLJR, CHOM, CFOX, CHEZ, CFNY, WZEW, KKCY, WIZN, KGRO. Medium 5: WCCC, WIOQ, KIX, WQKB, WYMG.

TNT "10,000 Lovers (In Dn)" (Mercury/PolyGram) 15/11 (4/1)
 Adds: Including WYNF, KAZY, KNAC, WIMZ, KISS, WKQZ, KFMM, KDJJ, KLPX, WMMG. Powers 1: Heavy 1: KNAC. Medium 5 including KBPI, KRQU.

AOR ALBUMS

MOST ADDED

GARY MOORE (30)
LITTLE AMERICA (20)
ROCK & HYDE (19)
OTHER ONES (15)
REO SPEEDWAGON (14)
TESLA (12)
MONDO ROCK (11)
CROWDED HOUSE (9)
EDDIE MONEY (9)
ERIC CLAPTON (8)
RED (7)

HOTTEST

U2 (81)
BRYAN ADAMS (71)
CUTTING CREW (49)
PETER WOLF (40)
LOU GRAMM (30)
EDDIE MONEY (20)
JON BUTCHER (19)
BON JOVI (17)
FROZEN GHOST (16)
GREGG ALLMAN BAND (16)

NEW & ACTIVE

Continued from Page 78

WARD BROTHERS "The Madness Of It All" (A&M) 34/1 (35/5)
 Adds: WYVV. Heavy 1: KTCZ. Medium 18 including WBCN, KYYS, WQFM, KORS, WPFY, KLAQ, WIXV, WLAV, KIRO, WIZN.

SAINTS "All Fools Day" (TVT) 32/1 (32/5)
 Adds: WMMG. Heavy 6: WLJR, WHFS, CFNY, WMYR, KZEL, WIZN. Medium 15 including WBAB, WHJY, WXRT, 91X, KGB, WHEB, WAAF, KLAQ, KATT, KEZO.

EDDIE & THE TIDE "Looking For Adventure" (Atco) 29/2 (33/2)
 Adds: WLLZ, KZEL. Powers 1: Heavy 7: KRKO, KOME, KSIQ, KMBY, KRNA, KORO, KRQU. Medium 16 including KGRS, KUPD, KZAP, KFOG, KGGG, KODS, KKDJ, KOWB, KFMM.

CHRIS ISAAK "Chris Isak" (WB) 28/1 (28/3)
 Adds: CFNY. Heavy 9 including KRKO, 91X, KFOG, WHFS, KZEL, KDJJ, KKCY, KMMX. Medium 19 including KTXQ, WXRT, KBGO, KZAP, KOME, WOUR, KMDD, KIRO, KKDJ, KFMM.

JOHN PHILIP "Wait For The Night" (Atlantic) 23/2 (21/6)
 Adds: WLOE, WMYR. Heavy 1: KZEL. Medium 13 including WYNF, WLLZ, WQFM, KZAP, KWIC, KLAQ, WRRF, KOWB, KWHL.

SIMPLY RED "Men And Women" (Elektra) 22/2 (20/3)
 Adds: WXRT, KWIC. Powers 6: Heavy 12 including WLJR, CHOM, CFOX, CHEZ, CFNY, KTCZ, WIZN, KMMX, KGRO. Medium 8: KBGO, WHFS, WCCC, WIOQ, KNX, WQKB, WYMG, KTCL.

GINO VANNELLI "Big Dreamers Never Sleep" (CBS Associated) 20/1 (21/3)
 Adds: KODS. Powers 1: Heavy 11 including WBCN, CFOX, CHEZ, CFNY, WZEW, WMAJ, KTCZ, KNX, KMMX, KRQU. Medium 8 including CHOM, KBPI, WIOQ, WQFM, KRNA, WAOR, KGRO.

LEVEL 42 "Running In The Family" (Polydor/PolyGram) 18/0 (18/3)
 Powers 2: Heavy 11 including CHOM, KROQ, CFOX, CHEZ, CFNY, KTCZ, KKCY, KRNA. Medium 6: WHFS, WLAV, KNX, KTCL, KRQU, KZOO.

THRASHING DOVES "Bedrock Vice" (A&M) 17/5 (12/4)
 Adds: 91X, WBRU, WMAJ, KZEL, KRNA. Heavy 1: WLJR. Medium 6 including WHFS, CFNY, WLAV, WMYR, KTCL.

COLIN JAMES HAY "Looking For Jack" (Columbia) 16/6 (12/0)
 Adds: WHEB, WONE, WMAJ, KLPX, WYVV, KRNA. Heavy 4 including WKRR, KTCZ, KNX. Medium 5 including WIOQ, KMCD, KMMX.

DAVE EDMUNDS "I Hear You Rockin'" (Columbia) 16/4 (15/4)
 Adds: WLJR, WKRR, WXRT, WHTF. Heavy 0: Medium 9 including WNEW, WMMR, KFOG, WHFS, WKFM, WMYR, KKCY.

77'S "77's" (Exit/Island) 16/1 (17/1)
 Adds: WQFM. Heavy 2: KZEL, KMMX. Medium 7: WHFS, KLBJ, WMYR, KATP, KGRO, KTCL, KRQU.

STAN BUSH AND BARRAGE "Stan Bush And Barrage" (Scotti Bros./CBS) 15/7 (8/6)
 Adds: WLLZ, WPLR, KWIC, WONE, WLZJ, KDJJ, WRRF. Heavy 0: Medium 9 including WTPA, WEZK, WKQZ, KMBY, KATP.

MOST ADDED EAST H. Alpert... Kim Wilde... Lisa Lisa... Atlantic Starr... Other Ones

HITS & HOTS

MOST ADDED SOUTH H. Alpert... Restless Heart... Bon Jovi... Kim Wilde... Atlantic Starr... Newcity Rockers... Paul Simon

EAST PARALLEL TWO

WFLV/Orlando, NY Steve Christian... BOB JOVI... CHICAGO... HURT... LISA LISA... FRANKLIN & MICHAEL... BOB JOVI... FRANKLIN & MICHAEL... BOB JOVI... FRANKLIN & MICHAEL... BOB JOVI... FRANKLIN & MICHAEL...

WPEC/Cape Cod, MA... WGLM/Schenectady, NY... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA...

WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA...

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SOUTH PARALLEL TWO

WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA...

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WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA...

PARALLEL THREE

WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA...

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WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA... WGLM/Chambersburg, PA...

Parade Begins on Page 86 Aids & Hots Begin on Page 86 P.1 Playlists Begin on Page 83

238 Reports 232 Current Reports The following station reported a frozen playlist this week: WERZ/Exeter

The following stations failed to report this week and therefore their playlists were frozen: WABB/Wash DC, Y107/Nashville, WZZ/Atlanta, WBSV/Reno, WKNZ/Minno

Note: WJQJ/Rochester is no longer a CHR reporter.

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night (RA) indicates the song was dropped from the playlist then readded.

PARALLELS

Please note, frozen playlists are indicated with an "H" 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 influence in a major market with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 100,000 and below.

238 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

100/25 44% National

Regional Reach	Up 91	Summary
E 33%	Down 0	
S 21%	Same 4	
M 3%	Down 0	
B 18%	Add 25	

EXAMPLE

100/25 — 100 CHR reporting stations on the list this week including 25 new adds.

44% — Percentage of this weeks reporters playing.

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. (0 to 1 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.

BRYAN ADAMS
Heat Of The Night (A&M)
LP: Into The Fire

217/4 91% National

Regional Reach	UP 176	Summary
E 94%	DEBITS 15	
S 94%	SAME 21	
M 93%	DOWN 1	
B 92%	ADD 4	

Regional Reach	UP 176	Summary
E 94%	DEBITS 15	
S 94%	SAME 21	
M 93%	DOWN 1	
B 92%	ADD 4	

Bryan Adams Continued

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

DONNA ALLEN
Serious (1/Atco)
LP: Perfect Timing

186/20 78% National

Regional Reach	UP 106	Summary
E 78%	DEBITS 10	
S 76%	SAME 22	
M 76%	DOWN 8	
B 78%	ADD 20	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

ATLANTIC STARR
Always (WB)
LP: All In The Name Of Love

98/42 41% National

Regional Reach	UP 38	Summary
E 42%	DEBITS 9	
S 28%	SAME 9	
M 26%	DOWN 0	
B 41%	ADD 42	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

GREGG ALLMAN BAND
I'm No Angel (Epic)
LP: I'm No Angel

67/12 28% National

Regional Reach	UP 13	Summary
E 24%	DEBITS 13	
S 29%	SAME 28	
M 26%	DOWN 0	
B 28%	ADD 12	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

HERB ALPERT
Diamonds (A&M)
LP: Keep Your Eye On Me

112/75 47% National

Regional Reach	UP 4	Summary
E 98%	DEBITS 13	
S 44%	SAME 20	
M 33%	DOWN 8	
B 97%	ADD 75	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

BEASTIE BOYS
Brass Monkey (Def Jam/Columbia)
LP: Licensed To Ill

61/4 28% National

Regional Reach	UP 17	Summary
E 20%	DEBITS 4	
S 37%	SAME 14	
M 17%	DOWN 4	
B 24%	ADD 4	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

ANITA BAKER
Same Old Love... (Elektra)
LP: Anita Baker

51/6 21% National

Regional Reach	UP 17	Summary
E 58%	DEBITS 8	
S 22%	SAME 20	
M 10%	DOWN 0	
B 37%	ADD 6	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

BANGLES
Walking Down Your Street (Columbia)
LP: Different Light

223/2 94% National

Regional Reach	UP 187	Summary
E 98%	DEBITS 3	
S 91%	SAME 25	
M 91%	DOWN 8	
B 94%	ADD 2	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

BON JOVI
Wanted Dead Or... (Mercury/PG)
LP: Slippery When Wet

182/85 76% National

Regional Reach	UP 175	Summary
E 104%	DEBITS 7	
S 82%	SAME 35	
M 79%	DOWN 0	
B 83%	ADD 55	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

BOSTON
Can'tcha Say... (MCA)
LP: Third Stage

179/2 75% National

Regional Reach	UP 145	Summary
E 78%	DEBITS 5	
S 75%	SAME 22	
M 78%	DOWN 5	
B 73%	ADD 2	

WFLX 23-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21
WTOG 22-20	WYFL 17-15	WABC 24-21

PARALLELS

PETER GABRIEL/KATE BUSH
Midnight Blue (Geffen)
LP: Sol

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

GLASS TIGER
I Will Be There (Manhattan)
LP: The Thin Red Line

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

LOU GRAMM
Midnight Blue (Atlantic)
LP: Ready Or Not

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

KOOL & THE GANG
Stone Love (Mercury/PolyGram)
LP: Forever

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

CYNDI LAUPER
What's Going On (Portrait/CBS)
LP: True Colors

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

LEVEL 42
Lessons In Love (PolyGram)
LP: Running In The Family

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

HUEY LEWIS & THE NEWS
I Know What I Like (Chrysalis)
LP: Forget It

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

LISA LISA & CULT JAM
Lisa Lisa To Te (Columbia)
LP: Spanish Fly

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

KENNY LOGGINS
Meet Me Half Way (Columbia)
LP: Over The Top Soundtrack

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

MADONNA
La Isla Bonita (Sire/WB)
LP: True Blue

Table with 2 columns: Regional and National. Includes station call letters and signal strength indicators (P1, P2, P3).

PARALELS

SIMPLY RED

The Right Thing (Elektra) LP: Men And Women

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Simply Red.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Thompson Twins.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

U

U2 With Or Without You (Island) LP: Joshua Tree

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for U2.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Luther Vanross & Gregory Hines.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

W

Jody Watley Looking For A New Love (MCA) LP: Another Step

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Jody Watley.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Kim Wilde.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Kim Wilde Continued

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Kim Wilde.

Bruce Willis

Young Blood (Motown) LP: The Return Of Bruno

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Bruce Willis.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Steve Winwood

The Finer Things (Island/WB) LP: Back In The High Life

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Steve Winwood.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Peter Dinklage

Come As You Are (EMI America) LP: Come As You Are

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for Peter Dinklage.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

World Party

Ship Of Fools (Chrysalis) LP: Private Revolution

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for World Party.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

Table with columns: Regional, National, Summary, Reach, R, S, M, W, D, N, A, ADDS. Includes data for various artists.

R&R NATIONAL AIRPLAY CONTEMPORARY HIT RADIO

BREAKERS

KIM WILDE

You Keep Me Hangin' On (MCA)

80% of our reporters playing it. Moves: Up 31, Debuts 52, Same 38, Down 1, Adds 69 including WBEN, Q107, KTKS, KHTR, Y108, KWOD, KPLZ. See Parallels, debuts at number 36 on the CHR chart.

BON JOVI

Wanted Dead Or Alive (Mercury/PolyGram)

76% of our reporters playing it. Moves: Up 17, Debuts 75, Same 35, Down 0, Adds 55 including WXKS, WBLL, Z100, WNVZ, 92X, 99DXTX, KPKE. Complete airplay in Parallels.

PAUL SIMON

You Can Call Me Al (WB)

62% of our reporters playing it. Moves: Up 42, Debuts 30, Same 35, Down 0, Adds 40 including B94, KTKS, KRBE, 92X, KWK, KKRZ, KROY. See Parallels, debuts at number 37 on the CHR chart.

GLENN MEDEIROS

Nothing's Gonna Change My Love For You (Amherst)

60% of our reporters playing it. Moves: Up 79, Debuts 13, Same 23, Down 8, Adds 19 including KRBE, WKRZ, K98, WBAM, KAY107, KNMQ, WGLF. See Parallels, moves 33-26 on the CHR chart.

NEW & ACTIVE

KENNY LOGGINS "Meet Me Half Way" (Columbia) 134/33

Moves: Up 35, Debuts 16, Same 30, Down 0, Adds 33 including WCAU, Q107, WLS, KIIS, KMJK, WFLY, 93Q, WKOB, KRNO, Q105 13-8, WNCL 36-29, WKTI 8-4, KDWB 12-8, WL0L 20-15, WKDD 12-8.

SIMPLY RED "The Right Thing" (Elektra) 130/17

Moves: Up 76, Debuts 8, Same 28, Down 1, Adds 17 including KPKE, Y108, WFLY, WNYZ, K98, KZZB, 94, WXKS 9-8, KRBE 37-29, WCZY 20-16, FM102 10-5, KROY 35-29, KITS 12-10, WKRZ 14-10, WCGO 9-7. See Parallels, debuts at number 39 on the CHR chart.

PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 113/23

Moves: Up 47, Debuts 13, Same 29, Down 1, Adds 23 including PRO-FM, WCZY, WTRC, 93Q, WKOB, WKS, WIXX, KISR, KYYY, WXKS 22-17, WPHD 32-27, KRBE 35-26, KCPX 14-8, KMEL 12-9, WFTS 13-10.

HERB ALPERT with JANET JACKSON & LISA KEITH "Diamonds" (A&M) 112/75

Moves: Up 4, Debuts 13, Same 20, Down 0, Adds 75 including WPHD, CKOI, PRO-FM, B106, Z93, KTKS, WGH, 92X, WCZY, WAVA 27-21, B96 38-28, WL0L 36-31, KIIS 9-31, WKOB 8-35, KITY 25-27.

LEVEL 42 "Lessons In Love" (PolyGram) 111/29

Moves: Up 17, Debuts 21, Same 44, Down 0, Adds 29 including Q105, WNCL, KIIS, FM102, KWSS, 93Q, KX106, WPHD 31-25, WL0L 39-34, KMEL 34-29, WFLY 32-28, WKOB 29-26, WJMX 33-25, KNAN 39-34, Y97 33-27.

ATLANTIC STARR "Always" (WB) 98/42

Moves: Up 38, Debuts 9, Same 9, Down 0, Adds 42 including B104, WKSE, PWR95, Z100, B94, Z93, WGH, Q105, B96, Z95, WNCL, Y100 24-14, KZZP 5-4, KROY 4-2, WAFB 18-13.

LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Elektra) 85/10

Moves: Up 21, Debuts 8, Same 42, Down 0, Adds 9, WXKS, PRO-FM, KEGL, Q100, WGRD, KOMQ, WCGO, KNAN, KNIN, WCAU 33-28, WKRZ 38-32, KJ103 40-36, KDON 38-32, Y94 25-19.

SMOKEY ROBINSON "Just To See Her" (Motown) 78/18

Moves: Up 28, Debuts 9, Same 25, Down 0, Adds 19 including PRO-FM, KRBE, Z95, KCPW, KIIS, KATD, K98, KZZB, Y106, WXKS 32-19, B96 40-34, K104 28-17, WNK 38-33, KNBQ 29-25, KNAN 38-33.

PETER GABRIEL & KATE BUSH "Don't Give Up" (Geffen) 76/9

Moves: Up 11, Debuts 11, Same 45, Down 0, Adds 9, WBEN, WPHD, Z95, WMM5, 99GFM, WIGY, WOCM, WKSF, KFMW, WCAU 38-34, KCPX 39-34, WBQQ 39-35, WKFE 31-27, KNAN 40-36, KOZE 28-23.

BRUCE WILLIS "Young Blood" (Motown) 74/19

Moves: Up 9, Debuts 10, Same 36, Down 0, Adds 19 including KKRZ, KPLZ, WWSR, WNK, 99GFM, KAMZ, KIJK, WKSF, Z103, WCAU 35-26, Z95 40-32, KZOU 38-33, KNBQ 40-35, WFBG 37-34, WJMX 40-37.

PSEUDO ECHO "Living In A Dream" (RCA) 70/12

Moves: Up 19, Debuts 8, Same 31, Down 0, Adds 12, WBEN, Z92, WWSR, 93Q, WBQQ, WFFF, WZYQ, OK100, Y94, WSPF, KYXA, KHTZ, WMM5 35-30, KCPX 28-24, WNNK 36-26.

GREGG ALLMAN BAND "I'm No Angel" (Epic) 67/12

Moves: Up 13, Debuts 11, Same 10, Down 0, Adds 37 including KRBE, WXLK, KTUX, WDLX, KZJO, KOKO, 95XXX, WGLF, Y94, WSPF, KFMW, KBOZ, Z93 37-31, WROO 36-33, 100KHI 39-31.

COMPANY B "Fascinated" (Atlantic) 66/25

Moves: Up 17, Debuts 11, Same 13, Down 0, Adds 25 including WKSE, B97, WNCL, WHYT, KITS, KATD, 98PYX, WKOB, KF95, WJAD, PWR95 28-21, Y100 5-4, B96 23-16, K5103 35-28, KMEL 5-4, WTRC 10-8, WSPK 35-27.

LISA LISA "Head To Toe" (Columbia) 65/37

Moves: Up 9, Debuts 11, Same 10, Down 0, Adds 37 including B104, WKSE, PWR95, B106, Z93, KKBO, KRBE, Y100, Z100 29-20, B96 30-23, FM102 31-27, KROY 34-20, KX106 40-22, KITY 17-14, KMGX 40-37.

KENNY G "Songbird" (Arista) 64/21

Moves: Up 13, Debuts 4, Same 25, Down 1, Adds 21 including PRO-FM, WNVZ, WHYT, KKRZ, KROY, K5103, KCT01, 93Q, KIIS, 940 0-29, FM102 23-13, KATD 32-27, KWSS 29-21, WBQQ 25-19, KWES 23-19.

BEASTIE BOYS "Brass Monkey" (Def Jam/Columbia) 61/4

Moves: Up 35, Debuts 4, Same 14, Down 4, Adds 6, B94, WJAN, WFMF, G105, Z100 21-19, Q107 23-19, WAVA 14-8, KKBO 24-20, Q106 7-6, KIIS 17-11, KROY 6-3, WKRZ 29-24, WFM1 15-8, Y106 15-8, K5ND 35-28.

EDDIE MONEY "Endless Nights" (Columbia) 57/15

Moves: Up 5, Debuts 9, Same 24, Down 0, Adds 19 including WPHD, Q107, 99DXTX, WNK, WNYZ, WXLX, WL0L, OK100, B98, WCAU 4-39, WKRZ 39-30, WROO 38-35, WROO 38-35, 95X1L 4-34, Y94 38-34.

ANITA BAKER "Same Old Love (365 Days A Year)" (Elektra) 51/6

Moves: Up 17, Debuts 8, Same 20, Down 0, Adds 6, Y100, KMJK, WBQD, KF95, WFFX, KCMQ, B97 30-27, WCY 18-15, KMEL 15-12, KWSS 26-23, WNNK 34-27, K5ND 31-26, KNBQ 38-34, WCGO 32-27, WPFM 32-29.

MOST ADDED

H. ALPERT... (75)
KIM WILDE (69)
BON JOVI (55)
ATLANTIC STARR (42)
PAUL SIMON (40)
LISA LISA (37)
KENNY LOGGINS (33)
LEVEL 42 (29)
JOURNEY (26)
OTHER ONES (26)

MOST ACTIVE

SIMPLY RED (83)
KENNY LOGGINS (71)
PSYCHEDELIC FURS (59)
ATLANTIC STARR (47)
LEVEL 42 (38)
SMOKEY ROBINSON (37)
BEASTIE BOYS (35)
NIGHT RANGER (35)
LUTHER VANDROSS (29)
COMPANY B (28)

HOTTEST

CUTTING CREW (123)
UZ (112)
PRINCE (94)
CROWDED HOUSE (85)
JODY WATLEY (84)
FRANKLIN & MICHAEL (78)
MADONNA (69)
STEVE WINWOOD (67)
STARSHIP (50)
LOU GRAMM (48)

Most Active = Ups + Debuts - Downs

SIGNIFICANT ACTION

COVERGIRLS "Show Me" (The Fever/Sutra) 44/11

Moves: Up 14, Debuts 4, Same 9, Down 6, Adds 11 including 99DXTX, WHYT, WTRC, WSSX, WKSI, WHYY, KTUX, WCAU 17-14, KRBE 38-34, KROY 11-7, WRCX 32-27, B105 29-20, KMGX 6-5, I94 24-18, KNAN 32-27.

OTHER ONES "We Are What We Are" (Virgin) 43/26

Moves: Up 0, Debuts 0, Same 17, Down 0, Adds 26 including WXKS, WBEN, CKOI, B106, KRBE, WMM5, WL0L, KMJK, KATD, KWSS, KZOU, KIKK, Q104, Q101, 9109.

PAUL LEKAKIS "Boom Boom (Let's Go Back To My Room)" (ZYX) 42/3

Moves: Up 18, Debuts 3, Same 8, Down 10, Adds 3, WJAN, KKRZ, KFMW, Q105 5-4, Q102 34-32, WNYZ 29-19, KZZB 15-8, WROO 29-27, G105 35-32, KAMZ 13-10, WROV 21-20, WGTZ 34-27, CHED 21-10, KDON 8-7, Z102 17-14.

RESTLESS HEART "I'll Still Be Loving You" (RCA) 40/20

Moves: Up 1, Debuts 6, Same 13, Down 0, Adds 20 including 94Q, KMJK, WNNK, WSSX, WXLX, KIYS, KIKK, Q105 6-26, WROV 6-4, K5ND 40-40, KISR 29-29, Q101 6-39, KNAN 40-38, KQCR 6-40.

FROZEN GHOST "Should I See" (Atlantic) 36/13

Moves: Up 6, Debuts 2, Same 15, Down 0, Adds 13 including CKOI, WL0L, KMJK, KITS, WKRZ, KXYQ, KDON, 95XXX, WZYQ, WBEN 38-35, K104 26-19, 95X1L 37-33, Y94 39-35, KOZE 17-13, KMTM 36-33.

NEWCAST ROCKERS "Black Dog" (Columbia) 33/17

Moves: Up 11, Debuts 3, Same 5, Down 1, Adds 9 including WBLI, KBEG, WCAU, KRBE, KATD, KPLZ, Z94, WSPK, 93Q, WROO, Y95, KZUL, OK100, KOIZ, WROO 27-18, WBBW 6-40.

GEORGIA SATELLITES "Battleship Chains" (Elektra) 32/0

Moves: Up 13, Debuts 2, Same 16, Down 1, Adds 0 including KCPX 36-33, WKOB 6-37, WNOK 38-36, WOUT 36-31, WGRD 40-39, WIXX 39-36, WEAG 17-16, WZPL 28-26, WIGY 40-38, 100KHI 32-28, WCGO 23-17, Q104 25-21, WL0L 30-27, WSPF 6-36, KTRS 40-37.

BON JOVI "Never Say Goodbye" (Mercury/PolyGram) 28/9

Moves: Up 10, Debuts 3, Same 5, Down 1, Adds 9 including WBLI, KBEG, WCAU, KRBE, KATD, KPLZ, Z94, WSPK, 93Q, WROO, KWOD 15-7, KEZB 25-13, WKSJ 22-15, B105 16-13, WGRD 21-19, KZ93 3-2, WHOT 8-5, KFMW 8-6.

JOURNEY "Why Can't This Night Go On Forever" (Columbia) 26/26

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 26 including KTKS, WMM5, KCPX, K104, 99GFM, KX106, WBAM, WHYY, WXLX, WDLX, WKDD, WEAG, KF95, KZUU, 95X1L.

ROCK & HYDE "Dirty Water" (Capitol) 25/14

Moves: Up 3, Debuts 0, Same 8, Down 0, Adds 8 including WMM5, KITS, WFLY, K104, WOKN, WHYY, KTUX, WGAN, WOMP, WBBW, KTRS, KKAZ, CKOI 40-33, KCPX 22-19, CHED 30-26.

GINO VANNELLI "Wild Horses" (CBS Associated) 25/5

Moves: Up 11, Debuts 4, Same 5, Down 0, Adds 5, 94Q, KMJK, WBBQ, KIKX, WCGO, CKOI 15-10, WL0L 12-7, Y108 26-19, KZIO 31-29, KIYS 25-21, CHED 20-14, K5ND 19-14, WPFM 20-15, KQCR 39-34, Y94 30-29.

BILLY JOEL featuring RAY CHARLES "Baby Grand" (Columbia) 23/2

Moves: Up 5, Debuts 2, Same 14, Down 0, Adds 2, WHYT, KIKK, WBEN 6-37, WBLI on, WMM5 6-39, WCZY 35-32, K104 39-31, WNNK 39-34, WFTS 35-31, KAMZ 19-12, WROO on-dp, KNIN on, KCMQ on.

FARENHEIT "Fool In Love" (WB) 20/0

Moves: Up 11, Debuts 1, Same 8, Down 0, Adds 0 including Z94 30-29, K104 24-12, WKOB 21-19, WNOK 28-26, KXYQ 29-26, WFFX 40-36, 95X1L 15-10, WCGO 31-26, Y94 24-22, WY10 4-40, KOZE 11-7, KMTM 27-17.

SYSTEM "Don't Disturb This Groove" (Atlantic) 19/10

Moves: Up 3, Debuts 0, Same 4, Down 0, Adds 4, WCAU, 95X1L, 92X, WFTS, WRCX, Y95, KTUX, KMGX, KNAN, WGLF, Y100 27-26, FM102 6-37, KMEL 25-17, KAMZ 19-12, WROO on-dp, WBLI on, WMM5 6-39, WCZY 35-32, K104 39-31, WNNK 39-34, WFTS 35-31, KAMZ 19-12, WROO on-dp, KNIN on, KCMQ on.

CINDERELLA "Nobody Save Me" (Mercury/PolyGram) 17/17

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including WKSE, WPHD, WGH, KCPX, WFTS, WNOK, KIKX, WKPE, WOCM, OK100, 100KHI, WJAD, Z103, KFMW, OK95.

BILLY VERA & THE BEATERS "Let You Get Away" (Rhino) 16/1

Moves: Up 4, Debuts 0, Same 11, Down 0, Adds 1, KF95, WMM5 on, KCPW on, KPLZ on-dp, KUBE 33-32, 93Q on, WKDD 35-31, KIYS on, KZUL on, Y94 40-39, 99KQ on, KDNV 37-35.

TOM PETTY & HEARTBREAKERS "Jammin' Me" (MCA) 14/14

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, Z93, Z95, WMM5, WNCI, Z94, WNVZ, K5ND, KXYQ, KZUU, WIGY, WGAN, WFFX, KOZE, KMTM.

BLOW MONKEYS "It Doesn't Have To Be This Way" (RCA) 14/6

Moves: Up 3, Debuts 0, Same 5, Down 0, Adds 6, WXKS, KRBE, FM102, KX106, KITY, 99KQ, KKBO 28-27, WNNK 40-35, WFSB 36-33, KDON on, KQZE on, KHTZ on.

DEAD OR ALIVE "Something In My House" (Epic) 14/5

Moves: Up 0, Debuts 2, Same 7, Down 0, Adds 5, KITY, KYNO, KOMQ, KHTZ, Y97, B96 6-39, KCPX 6-36, I94 on, WJAD on, KNAN on, 99KQ on-dp, KMTM on.

JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 13/5

Moves: Up 3, Debuts 0, Same 5, Down 0, Adds 5, 99KQ, KFMW, KTRS, KKAZ, B91, CKOI on, KDWB on, KIJK on, WIXX 44-31, CHED on, WPFM on, KQCR 31-24, KOZE 18-15.

TESLA "Little Suzi" (Geffen) 12/12

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, WGH, KDOB, WOKN, WHYY, WKPE, WZYQ, 100KHI, Q101, WPFM, 99KQ, KWTO, KZFN.

ONGO BOINGO "Not My Slave" (MCA) 12/6

Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 6, K5103, K104, KITY, KIKX, KISR, KNAN, KCPX on, KITS 24-23, WOKN on-dp, KZUU on-dp, 99KQ on, Y97 6-33.

KANSAS "Can't Cry Anymore" (MCA) 12/2

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 2, 99KQ, KKAZ, K104 on, WERZ on, 93Q on, KIKX on-dp, KZUU on, 95X1L on, Q101 on, K101 on, KNAN on, KLLS on.

EDDIE & THE TIOE "Weak In The Presence Of Beauty" (Atco) 12/1

Moves: Up 2, Debuts 1, Same 8, Down 0, Adds 1, KIKK, KCPX on, KATD 35-33, KWSS 23-19, WERZ on, WOKN on, WGRD on, KFCR 40-39, KDON on, WJMX on, WGLF on, KTRB on.

STARPOINT "He Wants My Body" (Elektra) 12/1

Moves: Up 5, Debuts 1, Same 3, Down 2, Adds 1, WAFB, KROY 18-17, WKOB 6-34, WSSX 24-22, Y95 on, KAMZ 6-5, Y106 31-29, KF95 on, WAZY 30-29.

PETER CETERA "Only Love Knows Why" (WB) 11/6

Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 6, WPHD, WSSX, KZUU, 103CIR, Q101, KNIN, 99GFM on, WNYZ on, WDLX on, WJAD on, KOZE on.

JACK WAGNER "Weatherman Says" (Dwest/WB) 10/6

Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 6, B106, B105, KMGX, KZUU, WKPE, KOIZ, Z100 on, Z95 4-38, KIKX on-dp, KZFN on.

the
OTHER ONES

LISTEN
for
YOURSELF

"WE ARE
WHAT
WE ARE"

7" SINGLE
EDIT

PRODUCED BY CHRISTOPHER NEIL
JOHN NELSON UNLIMITED PRODUCTIONS
FROM THE VIRGIN ALBUM
THE OTHER ONES
© 1987 Virgin Records America Inc.

Virgin

43/26

ADDED AT:

WLOL KWSS KDWB WGH WMMS WBEN-FM WBBQ
B106 KMJK WXKS KRBE KATD CKOI KCPX

AOR ALBUM DEBUT **37**

AOR TRACKS **49**

CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Chart	Artist/Track	Label
8	4	2	1	A. FRANKLIN & G. MICHAEL/I Knew You Were... (Arista)	
2	1	1	2	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	
10	6	4	3	CROWDED HOUSE/Don't Dream It's Over (Capitol)	
13	9	6	4	STEVE WINWOOD/The Finer Things (Island/WB)	
23	16	12	5	CUTTING CREW/(I Just) Died In Your Arms (Virgin)	
17	13	10	6	PRINCE/Sign 'O' The Times (Paisley Park/WB)	
11	8	7	7	LOU GRAMM/Midnight Blue (Atlantic)	
14	10	9	8	BANGLES/Walking Down Your Street (Columbia)	
30	19	13	9	MADONNA/La Isla Bonita (Sire/WB)	
40	25	14	10	U2/With Or Without You (Island)	
34	24	16	11	JODY WATLEY/Looking For A New Love (MCA)	
22	18	15	12	ROBBIE NEVIL/Dominos (Manhattan)	
1	2	3	13	CLUB NOUVEAU/Lean On Me (WB)	
25	20	17	14	KOOL & THE GANG/Stone Love (Mercury/Pg)	
24	21	18	15	PETER WOLF/Come As You Are (EMI America)	
27	23	19	16	CYNDI LAUPER/What's Going On (Portrait/CBS)	
9	7	8	17	EXPOSE/Come Go With Me (Arista)	
3	3	5	18	GENESIS/Tonight, Tonight, Tonight (Atlantic)	
6	5	11	19	WANG CHUNG/Let's Go (Geffen)	
—	38	28	20	FLEETWOOD MAC/Big Love (WB)	
32	26	23	21	BOSTON/Can'tcha Say/Still In Love (MCA)	
37	29	26	22	DONNA ALLEN/Serious (21/Atco)	
—	37	29	23	BRYAN ADAMS/Heat Of The Night (A&M)	
—	36	30	24	CHRIS DeBURGH/The Lady In Red (A&M)	
—	39	31	25	POISON/Talk Dirty To Me (Enigma/Capitol)	
BREAKER	26	26	26	GLENN MEDEIROS/Nothing's Gonna Change My Love For You (Amherst)	
—	39	27	27	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	
—	35	28	28	BREAKFAST CLUB/Right On Track (MCA)	
29	27	25	29	GLASS TIGER/I Will Be There (Manhattan)	
4	11	20	30	JANET JACKSON/Let's Wait Awhile (A&M)	
DEBUT	31	31	31	CHICAGO/If She Would Have Been Faithful (WB)	
—	40	32	32	LIONEL RICHIE/Se La (Motown)	
36	33	32	33	ROBERT CRAY BAND/Smoking Gun (Mercury/Pg)	
5	12	22	34	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	
—	37	35	35	WORLD PARTY/Ship Of Fools (Chrysalis)	
BREAKER	28	28	36	KIM WILDE/You Keep Me Hangin' On (MCA)	
BREAKER	27	27	37	PAUL SIMON/You Can Call Me Al (WB)	
DEBUT	38	38	38	THOMPSON TWINS/Get That Love (Arista)	
DEBUT	39	39	39	SIMPLY RED/The Right Thing (Elektra)	
DEBUT	40	40	40	DAVID BOWIE/Day-In Day-Out (EMI America)	

N&A Begins on Page 94

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	Chart	Artist/Track	Label
3	2	2	1	A. FRANKLIN & G. MICHAEL/I Knew You Were... (Arista)	
6	3	3	2	STEVE WINWOOD/The Finer Things (Island/WB)	
5	4	4	3	RESTLESS HEART/If I Still Be Loving You (RCA)	
20	11	6	4	ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra)	
13	8	5	5	SMOKEY ROBINSON/Just To See Her (Motown)	
1	1	1	6	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	
17	12	8	7	BILLY JOEL featuring RAY CHARLES/Baby Grand (Columbia)	
—	20	13	8	LIONEL RICHIE/Se La (Motown)	
—	25	14	9	MADONNA/La Isla Bonita (Sire/WB)	
12	9	7	10	SHIRLEY MURDOCK/As We Lay (Elektra)	
8	7	7	11	KOOL & THE GANG/Stone Love (Mercury/Pg)	
—	30	16	12	CHICAGO/If She Would Have Been Faithful (WB)	
4	6	11	13	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	
11	10	10	14	GENESIS/Tonight, Tonight, Tonight (Atlantic)	
—	22	15	15	CHRIS DeBURGH/The Lady In Red (A&M)	
BREAKER	16	16	16	CROWDED HOUSE/Don't Dream It's Over (Capitol)	
21	18	17	17	GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)	
—	27	18	18	ATLANTIC STARR/Always (WB)	
—	28	19	19	KENNY G/Songbird (Arista)	
29	22	21	20	EL DeBARGE/Starlight Express (MCA)	
2	5	12	21	JANET JACKSON/Let's Wait Awhile (A&M)	
10	13	19	22	JETS/You Got It All (MCA)	
BREAKER	23	23	23	KENNY LOGGINS/Meet Me Half Way (Columbia)	
30	27	25	24	CYNDI LAUPER/What's Going On (Portrait/CBS)	
—	29	29	25	GLENN MEDEIROS/Nothing's Gonna Change My Love (Amherst)	
DEBUT	26	26	26	FLEETWOOD MAC/Big Love (WB)	
BREAKER	27	27	27	L. VANDROSS/I.G. HINES/There's Nothing Better Than Love (Epic)	
BREAKER	28	28	28	PATTI LABELLE & BILL CHAMPLIN/The Last Unbroken Heart (MCA)	
DEBUT	29	29	29	GINO VANNELLI/Wild Horses (CBS Associated)	
DEBUT	30	30	30	JENNIFER WARMES/First We Take Manhattan (Cypress/Pg)	

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AOR TRACKS®

Three Weeks	Two Weeks	Last Week	Chart	Artist/Track	Label
1	1	1	1	U2/With Or Without You (Island)	
6	3	2	2	FLEETWOOD MAC/Big Love (WB)	
7	5	3	3	BRYAN ADAMS/Heat Of The Night (A&M)	
4	4	4	4	CUTTING CREW/ (I Just) Died In Your Arms (Virgin)	
—	9	6	5	DAVID BOWIE/Day-In Day-Out (EMI America)	
BREAKER	7	7	6	TOM PETTY & THE HEARTBREAKERS/Jammin' Me (MCA)	
11	8	7	7	JON BUTCHER/Goodbye Saving Grace (Capitol)	
18	12	8	8	FROZEN GHOST/Should I See (Atlantic)	
2	2	5	9	PETER WOLF/Come As You Are (EMI America)	
16	15	11	10	LOU GRAMM/Ready Or Not (Atlantic)	
29	20	15	11	U2/ Still Haven't Found What I'm Looking For (Island)	
25	21	16	12	EDDIE MONEY/Endless Nights (Columbia)	
15	14	13	13	PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	
19	16	14	14	NIGHT RANGER/The Secret Of My Success (Camel/MCA)	
13	10	12	15	RON JOVI/Never Say Goodbye (Mercury/Pg)	
3	6	9	16	GREGG ALLMAN BAND/I'm No Angel (Epic)	
20	19	17	17	ANDY TAYLOR/I Might Lie (MCA)	
—	35	27	18	ROCK & HYDE/Dirty Water (Capitol)	
32	28	20	19	CULT/Love Removal Machine (Sire/WB)	
30	27	21	20	WHITESNAKE/Still Of The Night (Geffen)	
35	29	23	21	LOS LOBOS/Set Me Free (Rosa Lee) (Slash/WB)	
33	31	26	22	BILLY IDOL/Sweet Sixteen (Chrysalis)	
36	32	25	23	EUROPE/Rock The Night (Epic)	
BREAKER	24	24	24	LITTLE AMERICA/Walk On Fire (Geffen)	
9	13	19	25	LOU GRAMM/Midnight Blue (Atlantic)	
27	25	22	26	GLASS TIGER/I Will Be There (Manhattan)	
8	11	18	27	STEVE WINWOOD/The Finer Things (Island/WB)	
5	7	10	28	PATTY SMYTH/Never Enough (Columbia)	
54	42	35	29	ERIC CLAPTON/Run (Duck/WB)	
31	30	28	30	ROBERT CRAY BAND/I Guess I Showed Her (Mercury/Pg)	

Complete Tracks Chart Begins on Page 77

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	Chart	Artist/Track	Label
3	1	1	1	PRINCE/Sign 'O' The Times (Paisley Park/WB)	
11	6	3	2	SYSTEM/Don't Disturb This Groove (Atlantic)	
18	11	6	3	ATLANTIC STARR/Always (WB)	
13	8	4	4	L. VANDROSS featuring G. HINES/There's Nothing Better Than Love (Epic)	
16	13	5	5	GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia)	
17	14	9	6	SMOKEY ROBINSON/Just To See Her (Motown)	
21	16	12	7	KLYMAXX/I'd Still Say Yes (Constellation/MCA)	
37	22	17	8	CAMEO/Back And Forth (Atlanta Artists/Pg)	
23	14	10	9	ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra)	
20	17	16	10	LILLO THOMAS/Sexy Girl (Capitol)	
14	12	11	11	A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista)	
5	2	2	12	HERB ALPERT/Keep Your Eye On Me (A&M)	
24	18	15	13	PATRICE RUSHEN/Watch Out (Arista)	
9	7	7	14	STARPOINT/He Wants My Body (Elektra)	
29	23	18	15	SURFACE/Happy (Columbia)	
35	30	19	16	MELBA MOORE/It's Been So Long (Capitol)	
—	37	20	17	FREDDIE JACKSON/I Don't Want To Lose Your Love (Capitol)	
—	38	25	18	SHIRLEY MURDOCK/Go On Without You (Elektra)	
32	28	21	19	MIKI HOWARD/Imagination (Atlantic)	
39	36	23	20	GAP BAND/Zibble Zibble (Get The Money) (Total Experience/RCA)	
40	35	26	21	GEORGIO/Sexappeal (Motown)	
—	29	22	22	LIONEL RICHIE/Se La (Motown)	
36	32	27	23	JOCELYN BROWN/Ego Maniac (WB)	
—	39	24	24	LISA-LISA & CULT JAM/Head To Toe (Columbia)	
—	35	25	25	ISLEY, JASPER, ISLEY/8th Wonder Of The World (CBS Associated)	
BREAKER	26	26	26	COVER GIRLS/Show Me (The Fever/Sutra)	
10	9	10	27	MILLIE SCOTT/Ev'ry Little Bit (4th & Broadway/Island)	
—	37	28	28	JAMES "D-TRAIN" WILLIAMS/Oh How I Love You (Girl) (Columbia)	
—	38	29	29	CHUCK STANLEY/Day By Day (Def Jam/Columbia)	
4	4	8	30	KOOL & THE GANG/Stone Love (Mercury/Pg)	
28	24	24	31	BOBBY BROWN/Girl Next Door (MCA)	
BREAKER	32	32	32	CLAUDJA BARRY/Can't You Feel My Heart Beat (Epic)	
DEBUT	33	33	33	NORWOOD/I Can't Let You Go (MCA)	
BREAKER	34	34	34	FIVE STAR/Are You Man Enough (RCA)	
1	3	13	35	JODY WATLEY/Looking For A New Love (MCA)	
—	36	36	36	BLAKE & HINES/Sherry (Motown)	
BREAKER	37	37	37	DAVID SANBORN/Chicago Song (WB)	
DEBUT	38	38	38	AL GREEN/Everything's Gonna Be Alright (A&M)	
33	33	33	39	RUN D.M.C./It's Tricky (Profile)	
BREAKER	40	40	40	MANHATTANS/All I Need (Columbia)	

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