

**I N S I D E:**

**FAIRNESS BIGGEST RTNDA ISSUE**



Pictured above, RTNDA Chairman-elect **Bob Priddy** greets outgoing Chairman **Spence Kinard** at last week's convention. A drive to mobilize newspeople to fight the Fairness Doctrine was a key issue. Story Page 9, Photos Page 14

**\$2 BILLION IN RADIO TRANSACTIONS ON HORIZON**

Radio station purchases neared the \$2 billion mark this week. **Sonderling** sold its last property, **WBMX/Chicago**, to **Sky** for \$27 million, while **Amaturo** disposed of **WJQY/Ft. Lauderdale** for \$34 million to **TAK**.

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**SPECIAL FEATURES FOR NAB WEEK**

As the **NAB** Radio Convention takes place in **Anaheim** this week, we've got some features of special interest:

- Budgeting expenses & revenues — an in-depth look
- Testing your TV commercials — a vital step
- Disposable music — are we burning out the future's gold?

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**NEW AGE BANDWAGON ROLLING**

What a week for New Age and Jazz on the radio! A brief rundown:

- **KIFM/San Diego** goes all-Jazz
- **Bob O'Connor WNUA/Chicago's** PD
- **KHIT/Seattle** adopts New Age format
- **John Paoli OM** for **SMN's** Wave format
- **Burkhart/Abrams, SCS** bow New Age/Jazz formats

Page 1, 3

**GOLDMAN EXITS BMG**

Just as **R&R** went to press, we learned that **Elliot Goldman** exited as **Bertelsmann Music Group** President Tuesday (9/18), owing to differences with the German parent company over future direction. No replacement is planned; Goldman's duties will be distributed among other executives.

Newsstand Price \$5.00



**BELLAMY PD; NEW CALLS KMPC-FM**

**Transtar Gets KUTE As 'Niche-29' Flagship**

Transtar has announced its sixth full music format, "Niche-29," a variety of soft rock that will debut next month on **KMPC-FM** (formerly **KUTE**)/**Los Angeles**. Longtime **KMET/ Los Angeles** PD **Sam Bellamy** has been named PD of the station.

Rumors of a format change for **KUTE** were widely circulated after the successful debut of crosstown **KTWV's** Pop/Jazz/New Age format, which cut into the station's ratings. It had marketed itself as "Quiet Storm."

Transtar Chairman **C.T. Robinson** described "Niche-29" as "highly-researched 'Easy Rock' music from the past 10-15 years, with an emphasis from the '80s."

He added that the format will target the 21-36 age group, with an equal balance of males to females. Much like Transtar's "Format 41" service, it is primarily intended for larger market FM stations.

All the current **KUTE** programming and air staff will be let go. The new format is ex-



**Sam Bellamy** expected to be on the air October 4.

Although **Bellamy** will be an employee of **KMPC** and not of **Transtar**, **Robinson** indicated that, as occurs with **Transtar's** other services, she will have an influence on the sound of the format. **Bellamy** was unavailable for comment.

Typical artists to be heard on the station include **Paul McCartney**, **Bob Seger**, **Eagles**, **Moody Blues**, **Genesis**, **CSN**, **Phil Collins**, **Police**, **Huey Lewis**, and **Bruce Hornsby & The Range**.

**KIFM Converts To All-Jazz**

In what **KIFM/San Diego** President/Station Manager **Luc Mirabal** termed a format "expansion" rather than "change," the former **Music-Intensive** AC is now playing jazz throughout the day. The station had been Jazz-formatted only at night.

"When **AFC Broadcasting** took over **KIFM** on July 1, 1986, we took out the **John Denver**, **Carly Simon**, and **Three Dog Night** songs," said **Mirabal**. "We immediately changed the texture of the station by not playing those oldies. During the last 12-14 months, we have slow-

ly added in more jazz during the day."

**Mirabal** says audience reaction has been positive. "Our listeners are noticing what's going on and have called saying 'We love it. We adore the added jazz.' There's a certain line between **Jazz** and **AC**. I feel we've crossed that line moving us to **Jazz**."

Comparisons to **KTWV/Los Angeles** have already been made. "We are more uptempo and more selective in the **New Age** material we play. We're still going to have disc jockeys.

**SPECTOR GSM**

**WNUA Tops O'Connor As Programmer**

Pioneering **New Age/Jazz** consultant **Bob O'Connor** has been named PD at **Pyramid's WNUA/Chicago**. Additionally, **KPWR/Los Angeles** GSM **Jeff Spector** has taken a similar post at the recently converted **New Age/AC**.

**WNUA** GM **Michael Donovan** told **R&R**, "There are very few individuals in our business who've actually done a commercially successful adult alternative. **Bob O'Connor**, with his success at **KIFM/San Diego**, is one of those individuals. We are extremely pleased he's joining us."

"We needed a contemporary program director," said **Pyramid** CEO **Richard Balsbaugh**. "O'Connor is 28, he's contemporary, he's the right person for the job."

O'Connor was in transit from

**San Diego** to **Chicago** at press-time and could not be reached. His partner, **O'Connor & Associates** VP/Marketing & Research **Michael Fischer**, says the fledgling consultancy will continue with a limited number of clients, including **KKSF/San Francisco**, **KADX/Denver**, and **MCA Radio Network's** syndicated "A Touch of Jazz" program.

**Fischer** will be connected to **WNUA** through the consultancy, which will remain based in **San Diego**. He told **R&R**, "This radio station will have an **Urban** feel based on the composition of **Chicago**. We have no intention of doing the same thing for everyone. We'll be competing for the same audience (as **Chicago's** ACs) by doing something different."

WNUA/See Page 71

**Gallucci Now VP/GM At King Combo**

**Bob Gallucci** has been upped to VP/GM at **KING-AM & FM/Seattle**. According to **King** VP/**Radio Stan Mak**, the reason behind the move is the consolidation last week of the **News/Talk** AM and **Classical** FM. **Gallucci** has been GM of **KING-FM** since 1984. Prior to that, he was with **King's** **KGW & KINK/Portland, OR**.

"The consolidation of AM and FM operations is a common practice in the radio industry," explained **Mak**. "Combining

our **Seattle** radio operations should enhance our competitive position in the market without diminishing our tradition of service to the community."

**Gallucci** told **R&R** he's looking forward to the challenge. "I've been with **King Broadcasting** for eight years and I see this move as an excellent opportunity to better market the stations."

**KING (AM)** GM **Bob Klopfenstein** has exited owing to the consolidation.

**GRAFMAN EXITS**

**Karlos, Collias New Century Team**

In a surprise move, the Board of Directors at **Century Broadcasting** have named **Tony Karlos** Chairman/CEO and **George Collias** President. Sources

describe the move as "purely economic."

Twenty-two-year veteran and former President **Howard Grafman** is out, as is VP **Harvey Wittenberg**, who had been with the company 18 years. Research Director **Robin Ross**, **Grafman's** assistant **Mel Pinsel**, and Marketing Director **Jack Bivans** also exited.

The **Century** shakeup breaks up a **Grafman/Collias** partnership that dates back to the purchase of **KSHE/St. Louis** in the early '60s. Neither **Grafman** or **Collias** were available for comment on the purge, but market observers attribute the firings to reduced profits and an apparent disagreement over the future of the company.

**Century** owns **WCZE & WLOO/Chicago**, **KMEL/San Francisco**, **KYBG/Denver**, and **WLFF/St. Petersburg**.

**NEXT WEEK: RATINGS REPORT & DIRECTORY**



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FROM THE FORTHCOMING ALBUM - HEAVEN ON EARTH

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## KHIT Joins New Age/ Jazz Battalion

Gannett took its ratings-beleaguered CHR outlet KHIT/Seattle into the rapidly-growing realm of New Age/Jazz at noon Saturday (9/5). The station has adopted new calls: KNUA (Pyramid's WRXR/Chicago adopted the calls WNUA along with a New Age-oriented format in early August.)

The station is consulted by Greg Gillespie of Burkhart/Abrams & Assoc. Like the format's pioneer, KTWV/Los Angeles, KNUA will not use on-air announcers, with the exception of a morning newscaster and meteorologist. KNUA is using the slogan "KNUA 106.9, Music

For A New Age."

VP/GM Marc Kaye said, "Reaction is excellent. The most exciting part about this is the feedback that this is what's been missing. It's nice to feel you're filling a void and doing something new and different."

"For the most part, advertisers have been positive about our direction and have left their schedules intact," he continued. "We also feel this format will open many new advertising doors for us. While we're still gearing up, we plan a major media blitz to orient the entire market to what we're doing."

KHIT/See Page 68

### KICKOFF SEPTEMBER 24

## Paoli OM For SMN's New 'Wave' Format

Satellite Music Network has named John Paoli OM for its new "WAVE" format. Paoli has been producing evenings at flagship

### Anderson Exec. VP At Multimedia

Greg Anderson has been appointed Exec. VP at Multimedia Radio. Anderson's duties include overseeing operations at Multimedia stations in four markets: WFBC/Greenville, WMAZ & WAYS/Macon, WEZW/Milwaukee, and KEEL & KIT/Shreveport.

Anderson has been with Multimedia for seven years, becoming VP/Radio Operations last January. He replaces Paul Fiddick, who left Multimedia last year to become President of Heritage Broadcasting. ANDERSON/See Page 68

KTWV/Los Angeles. The New Age Wave format will be programmed out of KTWV and produced and sent over satellite from SMN's headquarters in Mokena, IL, where Paoli will now be based.

KTWV PD Frank Cody says Paoli's job will be to coordinate all of the elements necessary to make the format work. "John's got a complete knowledge of the music as well as the graceful production skills needed to make it work. He's perfect for this position. The job is a combination of artistic ability and technical knowledge. He's also a fine person who's been working with us on the format since its inception."

SMN VP/Programming Robert Hall told R&R, "The product will sound like the Wave in L.A., but be customized for each market. It'll sound local wherever you hear it."

The new format kicks off September 24.

## Derfler, Urban VPs At EMI-Manhattan



Ira Derfler

Ira Derfler has been promoted to VP/Sales at EMI/Manhattan, and Ron Urban has been named VP/Finance & Administration. These are the first senior appointments made by new EMI/Manhattan CEO Sal Licata, to whom both men report.

Derfler was New York District Manager for the Capitol/EMI/Manhattan/Angel branch system, and joined the company in 1973. In his new post, he'll be responsible for developing sales programs, advertising, and maintaining inventory levels and communication with the CEMA sales staff and district managers.

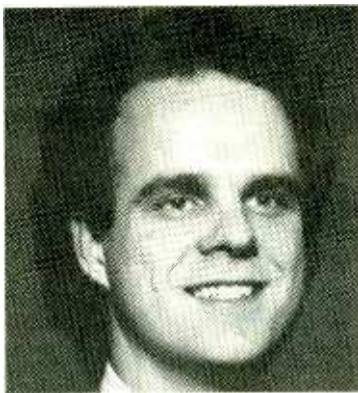


Ron Urban

Commented Licata, "Ira's invaluable history with the company and his acute knowledge of the field made his appointment to the newly created position the only logical move."

Urban has been VP/Finance & Treasurer at Arista for the past four years, and was previously Director/Finance, Analysis & Planning at RCA Corp.

Licata said, "I've known Ron since we started together at Arista in 1983, and we've both grown together. I am happy to welcome Ron, and feel that with his extensive background and expertise he will be an essential part of building EMI/Manhattan."



Dave Shakes

## WTIC-FM Gets Shakes As PD

KSND/Eugene, OR PD Dave Shakes has been named PD at WTIC-FM/Hartford. He replaces Lyndon Abell, who transferred to sister KWK/St. Louis several weeks ago in the same capacity.

Chase Broadcasting VP/Programming Tom Barsanti told R&R, "We looked at a lot of people, but Dave was a real standout in a field of extremely qualified individuals. We know there is more growth for this station in the market, and Dave has the ability to take us there. He's a great people person and has a natural instinct for what makes a good-sounding station."

A former PD at KWNZ/Reno, Shakes commented, "I think this one of the best jobs in America, because WTIC-FM and Chase have assembled the finest people and on-air product. I'm thrilled to lead the programming team into the next decade." Shakes's replacement at KSND is Bwana Johnny.

### ROMANO, MARTIN UPPED

## Hinshaw GM At WNYR & WEZO

WNYR & WEZO/Rochester have made several management changes, with former WAES & WROQ/Charlotte GM Richard Hinshaw assuming similar duties at the Rochester combo. Hinshaw replaces Cindy Weiner, who has left the stations.

Kim Romano has been named GSM for WNYR & WEZO. She began her career at the combo seven years ago as an AE. Two years ago, Romano was named LSM for the combo.

John Martin takes over as LSM. Martin joined the stations two years ago as an AE and was promoted to National Sales Director last May.

WNYR is a Transtar AM Only affiliate and WEZO uses Drake Chenuault's soft AC format, Evergreen.

### B/A/D/E, SCS Announce Jazz/New Age Formats

On the heels of Satellite Music Network's recent unveiling of a Pop/Jazz/New Age format (R&R 8/28), two more firms are lifting the wraps on similar formats.

Burkhart/Abrams/Douglas/El-liot & Associates has announced "Jazzage," a locally-consulted format which mixes melodic new age, light jazz, and other contemporary music. B/A/D/E/See Page 71

SEPTEMBER 11, 1987

## GEODEMOGRAPHY: THE DISCRIMINATING EDGE

Clusterplus, TargetAid, Prizm, and Acorn may sound like Hershey's fall line of candy bars, but as Charlie Sislen explains, they're geodemographic services that help radio stations pinpoint the zip codes and lifestyle groups they want to target.

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On The Records does little these days except listen to Madonna records over and over

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R&R is published weekly, except the week of December 25th, for \$215 per year, or \$400 for foreign subscriptions. U.S. funds, by Radio & Records, Inc., at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and two New Music Programming Guides. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. © 1987. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.



ZIMMERMAN, McANANY APPOINTED

Eastern Sets New VP Structure

Eastern Broadcasting has upped two of its executives in preparation for further station acquisitions. VP/Operations Robert Zimmerman has been promoted to Sr. VP of the corporation. Filling the vacancy will be WAVZ & WKCI/Hartford VP/GM Howard McAnany.

Eastern President Roger Neuhoff told R&R, "Bob is an outstanding operator. He'll be a key player in helping me to find new properties to acquire for Eastern."

Zimmerman has been with Eastern for 12 years, including a stint as VP/GM and part owner of WRSC & WQWK/State College, PA.

Regarding McAnany, Neuhoff said, "I've worked with Howard for more than eight years. He has been and will continue to be a key player in keeping our stations successful."

When Noble bought WAVZ & WKCI, McAnany remained with the new ownership for six months before returning to Eastern.

Neuhoff announced that Eastern is in the process of purchasing WEZS/Richmond from EZ Communications. Eastern now owns WWAZ & WWLI/Providence; WRKZ/Harrisburg; WEST & WLEV/Allentown; WCVS & WFMB/Springfield, IL, WRSC & WQWK/State College, PA; and WQCY/Quincy, IL.

Malone PD At WHBQ

Gerald Malone has been named PD at News/Talk WHBQ/Memphis. He succeeds Chris Cross, who was promoted within the RKO chain to Assistant PD at WOR/New York. Malone has been acting PD since Cross's departure last March.

WHBQ VP/GM Chris Karb told

R&R it was a logical transition. "Gerald has worked his way up through the ranks. He started here several years ago as a Production Assistant. He moved up to Executive Producer and became Chris Cross's right arm. He's had a lot of time to work under Chris, and he really knows his job."

Joel Awards A Family Affair



Billy Joel received a special award from CBS Australia as the label's best-selling international artist, with \$30 million in records sold. Pictured at the presentation, on a Sydney Harbor cruise, are CBS Australia Managing Director Denis Handlin with his wife Jan and son Denny, plus Joel, wife Christie Brinkley, and daughter Alexa Ray.

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AT NAB'S "RADIO '87" — STAYING AT ANAHEIM HILTON — SPEAKING SATURDAY ON STATION ACQUISITIONS — CALL TO SCHEDULE FREE INITIAL CONSULTATION

One For The Cutting Crew



Virgin presented Cutting Crew with a gold LP for their debut album, "Broadcast." Pictured (l-r) are Virgin Co-Managing Director Jordan Harris, tour musician Tony Moore, group's Colin Farley, Nick Van Eede, Martin Beedle, and Kevin Macmichael, Virgin VP Jim Swindel, Co-MD Jeff Ayeroff, VP Phil Quartararo, and band's manager John Gould.

Schmidt Heads Windham Hill Promotion

Rich Schmidt has been promoted to Director/National Promotion at Windham Hill Productions, responsible for all product released through the Windham Hill Records Group.

Schmidt has been with the company since March 1986, when he joined as Manager/National Promotion for its Open Air subsidiary label. In his new post, created with this appointment, Schmidt will continue reporting to Windham Hill VP/Marketing Larry Hayes.

Schmidt called the current climate at radio for contemporary instrumental music "very exciting," and said, "Every day I see the base of stations grow, so it's time for us to focus on the core Windham Hill artists. As one of this format's premier labels, we're directing our energies accordingly."

To further service radio, Schmidt said he's looking to fill one national promotion post in the immediate future.

Before joining Open Air, Schmidt was Director/Promotion & Publici-



Rich Schmidt

ty at Rhino, and worked at the label for two-and-a-half years. His

Cooper Upped To WIOQ GSM

David Cooper has been elevated to GSM at AOR WIOQ/Philadelphia. He's been an Account Executive at the station since 1981.

WIOQ VP/GM Joe Chairs commented, "David's strong background, knowledge of WIOQ, and understanding of the Philadelphia market made him a perfect choice for the general sales manager position. His appointment will be a great asset to the present and future of WIOQ."

Before joining WIOQ, Cooper co-owned Philadelphia women's boutique Kenneth & Cooper.

earlier experience includes promotion duties at indie Bomp Records.

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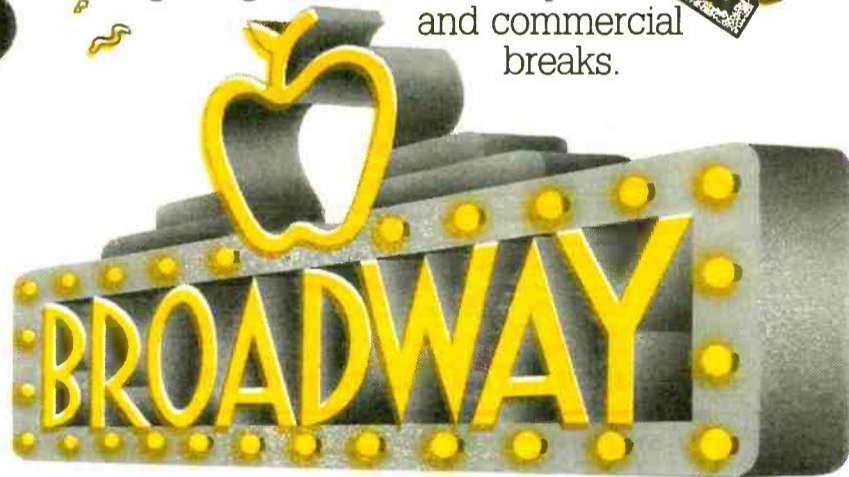
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## NEWS

## Radio Helps Boost Philly Music Foundation



Top radio and TV officials attended a reception for the Philadelphia Music Foundation, which aims to boost the local music industry, with "PMF Musical Notes" to air on radio stations and a "Philadelphia Music Awards Show" set for TV late next month. Pictured at top are (l-r) WYSP air personality Ed Sciaky, WCAU-FM Promotion Director Ted Kelly, PMF Chairman and longtime concert promoter Larry Magid, E/P/A's Biff Kennedy, and WYSP Station Manager Rick Feinblat; (l-r bottom photo) Denny Somach (producer of the Musical Notes and co-founder of Cinema Records), PMF Managing Director Loretta Barrett, awards show producer Vince Scarza, WWDB PD Diane Raymond, Magid, and WPVI-TV VP/GM Rick Spinner.

## BOLTON, STEWART, MANNING SET

WAGG, WENN  
Realign Management

At Smith & Gaston's WAGG & WENN/Birmingham, corporate VP Curtwood Bolton has resumed General Manager duties. Additionally, WAGG PD Rev. George Stewart has been named to the newly-created Operations Director post. Current GM Bill Manning has been transferred to Sales Manager for the Gospel/UC combo.

Stewart will function as the stations' day-to-day manager. "My duties include everything other than sales," he explained. A long-time Urban powerhouse, WENN has dropped sharply in the wake of WKXX (KXX106)'s move to a heavily Urban-slanted CHR format. Stewart pledges that "WENN is going back to what brought us to where we are — more community involvement.

"Our slogan is 'WENN is on the attack and we're jamming back,' not only against KXX106, but also drugs, dropping out, crime, teenage pregnancy, and all the ills of the community. We'll be in the high schools on a week-by-week basis with different people from the community, as well as developing an 'attack team' of people from various organizations to be our resource people. Pound for pound, we've given away as much money as KXX106. We'll continue to do that, but our focus is a more serious one."

In recent months, WENN had tried to counteract KXX106 by being "blacker" musically. Now, Stewart says, "It's our involvement in the community that makes us black. Music is universal; whatever is good music, we'll play." He also pledged to upgrade the overall professionalism of the station.

In an eight-year career at WAGG & WENN, Stewart's positions have included Promotions Director for the FM, sales, and on-air work with the AM. Bolton, who had managed

the FM before Manning, will maintain his duties with the parent corporation, which owns financial and real-estate holdings among other enterprises. WENN's PD/MD team, Dave Donnell and Michael Star, remains unchanged.

Ilgen GSM  
At WLFA  
& WPDS

Terri Ilgen

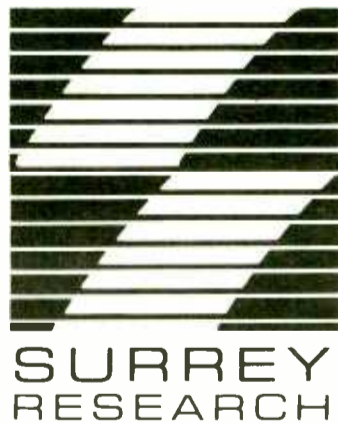
Former WIVY/Jacksonville National Sales Manager Terri Ilgen has been appointed GSM at Sconnix-owned WLFA & WPDS/Tampa.

Commented VP/GM Peter Handy, "Terri is aggressive, but with a very strong sense of fair play that makes her a great leader. She's got a huge job here, but we're already seeing progress being made."

Said Ilgen, "The folks at WIVY were great, but by becoming part of Sconnix, I see an opportunity to take a giant step forward. Peter and I also hit it off immediately and we have the makings of a great team here."

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## NEWS

## CAMPAIGN LAUNCHED AT RTNDA

## News Directors Mobilize Against Fairness Doctrine

News directors from across the nation are gearing up for a new campaign to push for broadcasting freedom and to block Congressional efforts to codify the Fairness Doctrine.

The campaign got underway in earnest last week during the annual Radio-Television News Directors Association (RTNDA) convention in Orlando, as about 1500 journalists gathered from across the nation. RTNDA leaders gave news directors a series of pep talks in an effort to brief them on the realities of the looming fight in Congress and the courts over full First Amendment rights for broadcast-

ers. "I know there is a reluctance on the part of many journalists to get involved in influencing legislation," RTNDA President Ernie Schultz said during opening ceremonies. "We are journalists, they say. 'We report the news. We don't get involved with making it.' But in this case, we are talking about your ability to report the news, fairly and honestly, without your editorial decisions being second-guessed by Washington political appointees."

He pointed out that FCC Commissioner James Quello said during a recent speech that "broadcasters can't lobby their way out of a paper bag."

"I would love to prove Quello wrong. And we can do it," Schultz said.

Outgoing Chairman Spence Kinard of KSL/Salt Lake City urged broadcasters to write their Congressmen in a coordinated campaign to block Fairness Doctrine codification. He helped distribute packets of information containing a sample letter to send to Congress.

During the convention, members approved resolutions congratulating the FCC for abolishing the Fairness Doctrine, and calling on Congress to defeat any proposals to codify the measure. Another resolution called on the Supreme Court to open up federal courts to electronic coverage.

## Broadcasters "Throwing Away" Freedom

The issue of broadcasting freedom opened the convention with a bang, bringing about heated discussion at times.

"Freedom of the press — do we have too much or don't we have enough?" asked moderator Tim O'Brien, ABC News law correspondent while opening the convention's first seminar on freedom of information during the 200th anniversary of the Constitution. He predicted that "there are storm clouds on the horizon" because of an increasingly conservative Supreme Court that doesn't share the media's view of the First Amendment. He also cited a trend toward more Supreme Court limitations on commercial speech and advertising.

While O'Brien questioned the extent of freedom now enjoyed by the media, other panelists insisted there's no such thing as too much freedom and vigorously criticized broadcasters for failing to aggressively fight for their rights.

"I think the broadcasters are doing their very best to throw away what freedoms they have," insisted Michael Gartner, Editor of the *Louisville Courier-Journal* and past President of the American Society of Newspaper Editors.

"They parade down and they testify before Congress, which I find

appalling," he continued. "Many people in your industry — many leaders in your industry — favor the Fairness Doctrine, which I don't understand. Rarely do I see a television or a radio station moving to open a courtroom or to get some documents which is standard in newspapers, even weekly newspapers across the country. So I don't think the television industry or the radio industry quite cherishes the First Amendment with the fervor that it should."

## Salant Swipes At Broadcast Brass

Gartner's assertion that broadcasters are endangering their own freedom picked up support from a prominent member of the broadcasting fraternity — former CBS News President Richard Salant. He told the audience broadcasters "have no constituency" and do a poor job of communicating the importance of First Amendment freedoms to a public that has "no real feel" for the issue.

"They (members of the public) have no sense of history, of form of government, and so they give lip

service to a free press and free speech," Salant said. "They say, yeah, I'm all in favor of it. But if you put the specifics to them, they say that's not freedom, that's license and that shouldn't be allowed."

With those comments, Salant kicked off a biting barrage of criticism at broadcast news managers on a variety of issues:

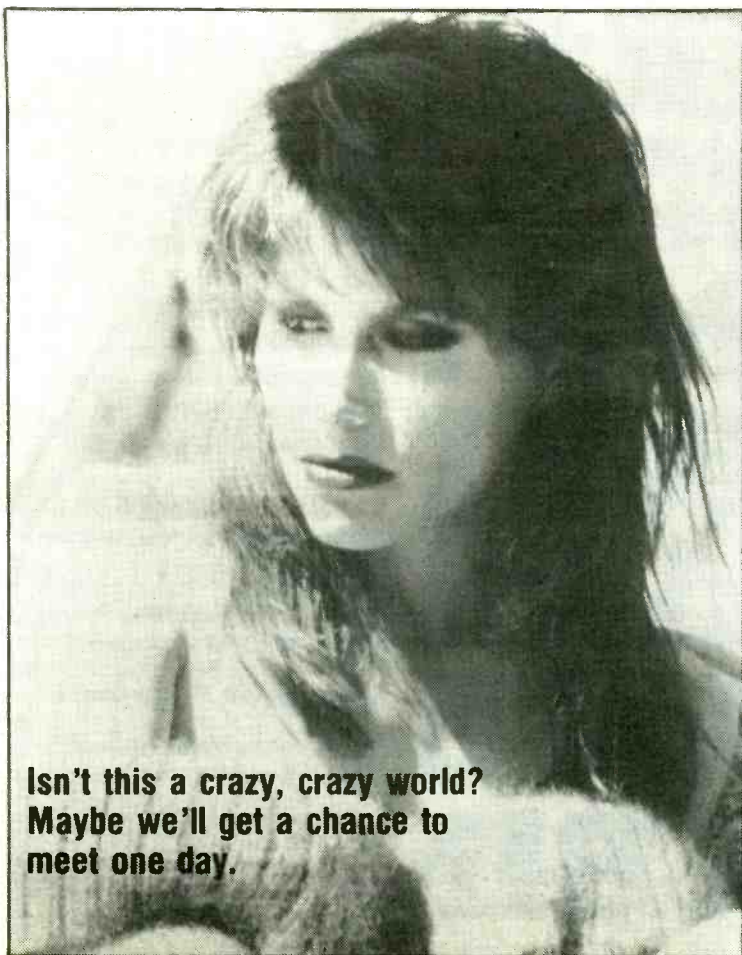
• **Fairness Doctrine:** "You can't be free if you are going to be second-guessed on any of your news content, and worse yet, and there is no solution I have to suggest on this, you can't be free if you're licensed." Salant repeatedly insisted that the industry must fight harder to remove government interference with broadcasters' free speech rights.

• **Newsroom Budget Cuts:** "We don't have enough specialists and experts in broadcasting. We don't have enough beats." Salant lamented that CBS News is now down to 84 correspondents for national and international news, and he warned of "enormous danger to a free press" by managements that place increasing emphasis on

financial profit instead of journalistic values. "So much of the new management is going in the opposite direction. They seem to have no feel that there is an obligation, a social responsibility to give back in return for their freedom . . . There has to be economic viability, of course. But what so much of new management hasn't addressed itself to is how much is enough and how high is up?"

• **Self-regulation:** "There is a natural American distaste for the batter or the pitcher calling his own balls and strikes. And because we have the First Amendment, by and large we call our own balls and strikes. I think we ought to have something like a second look — unofficial, private, supported by the press, like the National News Council. I think there ought to be a greater willingness to admit mistakes. I think — especially in broadcasting — we must develop a more sensible, more thorough letters to the editor and op-ed page. Radio and television has done very little of that," Salant said.

RTNDA/See Page 68



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## CLOSING COMPARATIVE RENEWAL LOOPHOLES

## FCC Petition Process Revisions Underway

The FCC shows signs of clamping down on loopholes in its comparative renewal regulations, which allow "greenmail" payoffs to unscrupulous petitioners. After complaints throughout the industry about rampant abuse of the comparative renewal system, the Commission released a notice of proposed rulemaking last week outlining possible solutions to the problem.

The notice considers steps suggested in recent FCC filings by the NAB and communications law firm Leibowitz & Spenser (R&R, 8/7) to tighten financial disclosure and filing policies.

NAB attorney Bob Branson told R&R, "I'm sure NAB supports the Commission's actions to curb abuse in the petition to deny process. If we can curb the abuses, it will make life a lot easier until we can get rid of the comparative renewal process altogether."

Matthew Leibowitz of Leibowitz & Spenser commented, "It seems that the Commission is somewhat

sensitive to the issue and that they are going in the right direction, but they still have to take that leap and attack it from the position of the comparative renewal, which they haven't done yet."

Leibowitz said he thinks the Commission has not improved the comparative renewal process because it's regarded as a legislative issue for Congress by most industry observers, and not as a procedural issue. "It's easier to deal with the larger questions than to take the time to analyze the whole process and break it down," he said.

## Profiteering Nixed

The Commission agreed with the comments filed that payment of money or "any item of tangible benefit or value to the petitioner" exceeding filing expenses should be prohibited. Provisions for future payments to petitioners under withdrawal agreement "consulting contracts" would also be taboo. A "Joint Request for Withdrawal of Petition to Deny" stating no such contracts exist and itemizing expenses to be reimbursed would be required of both applicant and petitioner.

However, the FCC says it will not change requirements on the standing of petitioners, a step some industry critics have suggested. The Commission believes that resolving such cases "will turn on the facts surrounding the prosecution of the petition, and not on the identity of the petitioner." The allegations should be evaluated rather than the petitioner's identity, the FCC said.

These measures could prevent greenmail "without casting a chill-

ing effect on the filing or withdrawal of legitimate, good faith petitions," the notice said. Full financial disclosure of payments for petition withdrawal would also be required.

While renewal applicants who violate the new rules could be fined, the FCC says penalties for non-licensees would be lax. Non-licensed petitioners may not be fined for first-time violations where "willful or repeated violations" could not be proven, or if they did not receive a citation for the first violation.

The notice states, "What would be improper, and what should be prohibited, is not the 'threat' to file itself, but the threat to file unless payment is received. Resolution of allegations that an improper 'threat' has been made will present difficult problems of proof."

## Rule Changes Not Yet Determined

Unlike petitions to deny, the Commission feels that payment exceeding filing expenses in allocations proceedings might discourage good-faith counterproposals as

well as bad-faith ones. It reasons that profit could be intended for station operations if the counterproposal won the allocation. However, the Commission is seeking comments on ways to prevent cross-filings or counter-proposals by applicants with no real broadcast interests.

On citizens agreements, the Commission says they are "not abusive," although it will no longer require the "promise versus performance" test formerly applied to programming proposals. Because it does not require programming commitments any more, the FCC says it does not feel obligated to oversee a station's commitment to citizens' agreements. This policy change is hoped to shift disputes to local resolution, as the Commission says it supports "a local solution to a local problem, as well as increased personal interaction between the applicant and the public."

The FCC is also asking for comments on all rules; deadline for comments is October 19. Call (202) 632-7792 for information on filing comments.

## NEWS BRIEFS

## Fending Off "Fairness" Legislation

Broadcast lobbyists are rallying behind a letter signed last week (9/3) by eight former FCC commissioners urging Congress not to legislate the Fairness Doctrine. The letter went to chairmen of the Senate and House Commerce committees, Sen. Ernest Hollings (D-SC) and Rep. John Dingell (D-MI), who want codification of the doctrine. Supporting the Commission's repeal of the doctrine, the letter notes, "Whatever action is taken by Congress, the immediate fate of the Fairness Doctrine is now in the hands of the courts — ultimately the Supreme Court."

Former commissioner Glen O. Robinson wrote the letter at the prompting of the NAB. Signers include former FCC chairmen Mark Fowler, Richard E. Wiley, and E. William Henry, as well as ex-commissioners Lee Loevinger, Stephen Sharp, Robert Wells, and Margita White. The missive follows a pro-doctrine statement sent by nine other ex-Commission members last month. Broadcast lobbyists expect congressional action on doctrine legislation soon, but the oversight committees have not announced when there might be movement on the issue.

## London Calling On AIDS Program

An international call-in show on AIDS is being planned for this weekend by WJHU/Baltimore and other public radio stations across the nation. Public broadcasters will join hands with the BBC to present "Women and the AIDS Crisis," a program focusing on the risk of infection to heterosexual women. AIDS physicians from the US and London will field questions from listeners around the globe who dial a London phone number, 011-441-580-4411. The program airs Sunday (9/13) from 11:15am-2pm (EDT). It's being distributed via satellite by the American Public Radio network. WJHU plans to follow up the global radiothon with a series of reports on the AIDS impact locally.

## Mikes, Cameras Make Courtroom Debut

The public had electronic media access to Virginia Supreme Court proceedings for the first time last week (9/2). A default judgment case involving two lumber companies highlighted the state's two-year experiment allowing cameras in Virginia's local and state courts. One attorney whose court arguments were aired commented he did not think broadcast coverage affected the proceedings, except that it seemed more questions were asked by the justices.

## Reporters' Shield Laws Contested

WDOD/Chattanooga reporter Mark Curriden is in legal hot water following his refusal to testify before a grand jury about an interview he conducted with a murder suspect. For a program on unsolved murders in the Chattanooga area, Curriden interviewed a man who claimed to have committed several murders, but who has never been arrested for the crimes. Curriden's attorneys asked the state Supreme Court last week to uphold a lower court's ruling against reporters having to reveal confidential sources. A decision is expected later this fall.

## FCC Rule Violators Fined

Since July 31, the FCC has slapped fines on four stations to cover rule violations. WLTA/Clarkesville, GA was told to hand over \$5700 for infractions noted during a February 1986 station inspection. WWGN/Washington, NC is ordered to pay \$2800 for operating at an extra 18% over its authorized power of 591.65 watts, not maintaining its Emergency Broadcast System equipment, and for failing to air weekly EBS tests. The station was also chastised for inadequate transmitter checks and remote operation capacity.

WENA/Penulas-Yauco, PR has to pay \$1200 for insufficient logging and

Continued on Page 14

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Russellville, KY

**WKPE**  
Orleans, MA

**WAPI**  
Birmingham, AL

**WQGN**  
Groton, CT

**WZZO**  
Allentown, PA

**KRLB**  
Lubbock, TX

**KEYZ**  
Anaheim, CA

**WYAY**  
Atlanta, GA

**WOJY**  
Greensboro, NC

**WWKX**  
Nashville, TN

**KSJO**  
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- KRTH-AM/FM Los Angeles, is the #1 AM/FM combo 25-54 adults total week, in the market.\*\*
- KFRC-AM San Francisco, after just one year of new programming format has catapulted from 21st to 6th in the market, 12+ AQH.\*\*
- WAXY-FM Ft. Lauderdale/Miami, continues to climb in adults 25-49 total week, moving up from 4.5 to

a 5.8 share.\*\*

- WFYR-FM Chicago, moving back to its "oldies" roots has boosted the station from 14th to 9th in the market, adults 25-54 total week.\*\*
- WHBQ-AM Memphis, shows its continued strength with #1 ranking among non-ethnic AM stations in the market.\*\*
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\*Duncan's American Radio, Inc. \*\*Arbitron Spring, 1987 MSA



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## NEWS BRIEFS

Continued from Page 11

not having a licensed operator on duty at all times. Also, **WHSM-FM/Hayward, WI** is facing a \$5000 fine, since the Commission dismissed its reconsideration petition because it was "untimely filed."

In addition, **WSDC/Hartsville, SC** has been fined \$2000 for not filing FCC Form 302 within ten days of operating modified facilities. **KPPL/Denver** was slapped with a \$200 fine for "operating contrary to the terms of its station authorization" as stipulated by the Communications Act of 1934.

### FM Info Lines Open At FCC

FM broadcasters can stop cursing the bureaucratic runaround that runs up the phone bill when they call the FCC. The Commission has just opened up two direct lines for info on general FM processing and questions on the status of pending FM applications. The new numbers are (202) 632-0394 and (202) 632-0395.

### FCC Commends Broadcasters' EBS Use

The FCC reports receiving nearly 600 **Emergency Broadcast System** activation reports from 137 station broadcasters so far this year — a good return, the Commission says, for the voluntary filing. FCC Defense Director **Edward J. Minkel** says his staff is finalizing state and local EBS plans for some areas of the US not yet part of the EBS system. Reports submitted range from natural disaster alerts to a police "911" phone number outage.

### NPR Offers Minorities News Training

Starting in October, **National Public Radio** will take on six minority public radio news journalists for a month-long residency program, funded by the **Corporation for Public Broadcasting**. Applicants must have three years' experience, and will contribute to "Morning Edition," "All Things Considered," and "Weekend Edition" as part of the skill-sharpening program. For more information, contact NPR at (202) 822-2305, or write 2025 M Street, NW, Washington, DC 20036.

### Public Broadcasting Financial Data Released

If you've ever wondered how all those millions in taxpayer dollars are used by public broadcasters, three new reports will provide the answers. The **Corporation for Public Broadcasting** has released reports on its income for the last fiscal year, revenue profiles of public broadcasting stations, and financial contributions by state governments and colleges. Just ask for Research Notes #23 and #24. The publications are available free of charge from CPB publication services, (202) 955-5144.

### FCC's Haines Joins House Committee

FCC Mass Media Bureau Policy and Rules Attorney **Terry Haines** will become **House Energy & Commerce Committee** associate minority counsel for broadcast and telecommunications issues. Haines was at the Commission since 1983, also serving as general attorney-advisor in the Video Services Division.

### FCC Broadcast Application Filing Notice

Applications for the following vacant FM broadcast allotments may be filed until 9/22, the FCC has announced:

**Channel 246 A (97.1 MHz):** Coal Grove, OH.

**Channel 246 B1 (97.1 MHz):** San Luis Obispo, CA.

**Channel 241 A (96.1 MHz):** Margate City, NJ.

**Channel 270 A (101.9 MHz):** Monticello, FL; Greenwood, MS.

**Channel 270 C1 (101.9 MHz):** San Angelo, TX.

Until October 8, the Commission will accept applications for:

**Channel 231 A (94.1 MHz):** Buras Triumph, LA; New Bern, NC; Whitehall, NY; Myrtle Point, OR; Kingstree, SC; Ripley, TN; Tazewell, TN; and Pearsall, TX.

### More Women And Minorities In Radio Newsrooms, RTNDA Reports

A new **Radio-Television News Directors Association** study says the number of women NDs at commercial radio stations increased from 21% in 1985 to 27% in 1986, or by about 500. While the study estimates that 400 fewer black men were employed in both radio and TV news, it also says minority NDs in radio alone increased from 3 to 6 percent (or about 375 for all radio stations in the US). The study also showed that black women outnumbered black men in radio news. RTNDA surveyed 362 commercial radio stations.

### Stephens Named FCC Radio Allocations Chairman

FCC Mass Media Bureau senior attorney **Louis C. Stephens** has been named Chairman of the Commission's radio advisory subgroup on allocations. As senior counsel for the bureau's international staff, Stephens has served on US delegations to international telecommunications conferences. The allocations subgroup Stephens will chair provides data on spectrum availabilities.

### NPR Gets DEC Grant

**National Public Radio** (NPR) has received a \$214,000 contribution from the Maynard, MA-based computer company **Digital Equipment Corporation** (DEC) for upgrading its studio and production facilities. DEC has helped fund public broadcasting for the last seven years, and has received awards for supporting the arts.

NPR President **Douglas Bennett** commented, "This grant is an important contribution to the technological advancement of National Public Radio; we anticipate increased capabilities throughout the company." He praised DEC's example of how the private sector can help support public radio.

NPR counts the grant as part of its three-year **Fanfare** fundraising campaign now underway, which has so far raised \$4.1 million towards its \$8 million goal for new equipment and programming.

### Sidak Named FCC Deputy Gen. Counsel

Former White House Sr. Counsel and economist **J. Gregory Sidak** is the FCC's new deputy general counsel. Before working on President **Reagan's** Council of Economic Advisers, Sidak was a consultant for the **Boston Consulting Group** in Los Angeles and an associate at **O'Melveny & Myers**.

### NAB Backs "Interim" Nighttime Authority For Daytimers

AM interference is the reason why the FCC's granting of nighttime authority to some daytimers should be temporary, says **NAB**. In reply to the Commission's 1986 proposal and current review of AM technical rules, **NAB** said the Commission should:

- exempt from "minimum operating schedule" rules daytimers operating at night on foreign clear channels or granted nighttime authority in this proceeding;
- stop licensing new daytime stations;
- reduce minimum power requirements for Class III stations on regional channels; and
- reclassify Class IVs on regional channels as Class IIIs.

### KUNM/Albuquerque Slapped With Lawsuit

It's off-again, on-again at non-commercial **KUNM/Albuquerque**, as the station has become embroiled in a heated legal dispute over a format change.

The station went off the air July 1 after management received threats to the safety of station personnel and property, and members of the station's volunteer staff complained over the air about management. The threats came after supporters of the station's free-form format complained about a format change to jazz and classical music. Station GM **Tim Singleton** decided to pull the plug after he concluded the **University of New Mexico** could no longer guarantee control over broadcasts as required by the FCC.

The station signed back on July 13 with abbreviated broadcasts of **National Public Radio** programming and jazz. With the resumption of programming, Singleton retracted a move taking 20 station volunteers off the air on July 3 for violating management's instructions that they not discuss or solicit comment about the format change.

Meanwhile, a listeners group is suing station management and the university on the grounds of fraud, deceptive trade practices, and First Amendment violations stemming from the format change. The lawsuit alleges deceptive trade practices because "at the time of the fund-raising drives, the defendants knew that drastic programming changes were contemplated for the daytime free-form radio format" even though it continued to accept contributions supporting the old format.

The station is now under a court order not to transfer listener contribution funds into any of the university's other bank accounts.

### RTNDA Photo Highlights

### More Convention Details

See Page 9.



Former CBS wordsmith **Ed Bliss** packed in one of the largest convention crowds during his newswriting seminar. "We've become a nation slovenly with language," he said. The main objective of newswriters should be clarity, brevity and — when possible — wit.



Radio news directors were told they have to become better businessmen by **KRMG & K95FM/Tulsa GM Gerardo Tabio** and **ABC Radio News VP Bob Benson**.



Serious partying was the rule on the convention's closing night, as broadcasters were invited to limbo with a Caribbean dance troupe.



The Job Board was one of the busiest and most popular spots at the convention, as broadcasters sized up their career opportunities and hunted for happier homes.



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# RADIO BUSINESS

## TRANSACTIONS

### 1987 Deals Approach \$2 Billion

**Amaturo Sells Last Station To TAK For \$34 Million;  
Dorton Adds \$27 Million Chicago FM To His Sky-Line**

#### WJQY/FT. LAUDERDALE- MIAMI

**PRICE:** \$34 million  
**BUYER:** TAK Communications, headed by Sharad Tak. The company is a subsidiary of STX Communications. Tak also owns WUSL/Philadelphia and TV stations in Wisconsin and Hawaii.  
**SELLER:** Tremont Group Ltd., headed by Joseph Amaturo.  
**DIAL POSITION:** 106.7 MHz  
**POWER:** 100 kw at 1024 feet  
**FORMAT:** AC  
**BROKER:** Edwin Tornberg & Co.  
**COMMENT:** This is the last station owned by Amaturo, who sold most of his Amaturo Group stations to Keymarket Communications in 1986.

#### WBMX/CHICAGO

**PRICE:** \$27 million  
**BUYER:** Sky Broadcasting Company, headed by Joe Dorton. The company also owns WCZY/Detroit; KSY/Dallas; WPEG & WGIV/Charlotte, NC; and WNYR & WEZO/Rochester, NY.  
**SELLER:** Sonderling Radio Corp., headed by veteran Chicago broadcaster and theatre owner Egmont Sonderling.  
**DIAL POSITION:** 102.7 MHz  
**POWER:** 6 kw at 1170 feet  
**FORMAT:** Urban  
**COMMENT:** This is the second deal announced for the property this year. A proposed sale in January to Northlake Communications for \$28 million subsequently collapsed after the station suffered a decline in ratings.

#### Alabama

#### WYDE/BIRMINGHAM

**PRICE:** \$981,500  
**BUYER:** American General Media of Texas Inc., owned by Anthony Brandon and Lawrence Brandon. The Brandons are also sole stockholders of American General Media of California Inc., which holds the licenses of WWWG/Rochester, NY; KLLF/Wichita Falls, TX; KERN & KQXR/Bakersfield, CA; KGEE/Monahans, TX; and recently announced plans to buy WMSR/Manchester, TX. Anthony Brandon is the sole proprietor of KVOQ/Lorenzo, TX.  
**SELLER:** WYDE Broadcasting of Alabama, owned by L. Rogers Brandon, the father of Anthony and Lawrence Brandon. Rogers Brandon also owns an interest in KLLF/Wichita Falls, TX.  
**DIAL POSITION:** 850 kHz  
**POWER:** 50 kw days/1 kw nights  
**FORMAT:** Religion

## TRANSACTIONS AT A GLANCE

**Transactions So Far In 1987:  
\$1,967,567,207**

**This Week's Action: \$64,624,670**

**Deals Of The Week:**

- **WJQY/Miami \$34 million**
- **WBMX/Chicago \$27 million**

- **WYDE/Birmingham, AL \$981,500**
- **KRVV/Vail, CO No cash consideration — stock merger**
- **WIMV/Madison, FL \$220,000**
- **WEKS-AM/Marietta, GA \$240,000**
- **WQBC/Vicksburg, MS \$200,000**
- **KSWN & KFNF/McCook, NE-Oberlin, KS No cash consideration**
- **WKLZ/Port Henry, NY \$200,000**
- **KEOR & KHKC/Atoka, OK \$243,170**
- **KSIW-AM & FM/Woodward, OK \$225,000**
- **WKFD/Wickford, RI \$305,000**
- **WWVA/Burnettown, SC \$110,000**
- **WPJM/Greer, SC Assumption of liabilities in excess of \$200,000**
- **WTYC/Rock Hill, SC \$100,000 plus assumption of liabilities**
- **KVOQ/Lorenzo, TX \$400,000 assumption of liabilities**

**COMMENT:** This transaction is part of a reorganization and the formation of a new family-owned holding company. Another station (see KVOQ/Lorenzo, TX) is being transferred in a related deal to create the holding company.

#### Georgia

#### WEKS-AM/MARIETTA

**PRICE:** \$240,000  
**BUYER:** Roswell Street Baptist Church Foundation of Marietta Inc., headed by President Nelson Price.  
**SELLER:** Zapis Communications Corp., headed by Lee Zapis. The company also owns WEKS-FM/Atlanta.  
**DIAL POSITION:** 1080 kHz  
**POWER:** 10-kw daytimer  
**FORMAT:** Urban

#### Mississippi

#### WQBC/VICKSBURG

**PRICE:** \$200,000  
**BUYER:** Sharing Inc., owned by Tommy Johnson.  
**SELLER:** V-C Enterprises Inc., headed by Frank Hollfield.  
**DIAL POSITION:** 1420 kHz  
**POWER:** 5 kw days/500 watts nights  
**FORMAT:** Urban

#### Nebraska

#### KSWN & KFNF/McCOOK, NE OBERLIN, KS

**PRICE:** No cash consideration — release of bank debt  
**BUYER:** First National Bank & Trust Company in Great Bend, KS.

Continued on Page 18

#### Colorado

#### KRVV/VAIL

**PRICE:** No cash consideration — stock merger  
**BUYER:** Sky Hi-Vail Inc., headed by Richard Sucher. He also owns KVMT/Vail.  
**SELLER:** Mountain Wireless Ltd., headed by Catherine Dobson.  
**DIAL POSITION:** 610 kHz  
**POWER:** 5-kw daytimer  
**FORMAT:** AC

#### Florida

#### WIMV/MADISON

**PRICE:** \$220,000  
**BUYER:** Edward Winton, who also owns WMLO/Havana, FL.  
**SELLER:** Madison Communications Corp., headed by C. Bette Wimblish.  
**DIAL POSITION:** 104.9 MHz  
**POWER:** 3 kw at 300 feet  
**FORMAT:** AC

## SELECTED SUMMER SALES

KKNG (FM)	Oklahoma City, OK	}	\$20,000,000
KRMG (AM)	Tulsa, OK		
KKYX/KLSS (FM)	San Antonio, TX	}	\$15,000,000
*WFLN (FM)	Philadelphia, PA		
WMMA/WHTQ (FM)	Orlando, FL	}	\$13,500,000
KISS (FM)	San Antonio, TX		
KBRQ (FM)	Denver, CO	}	\$9,000,000
WJOL/WLLI (FM)	Joliet, IL		
KTOP/KDVV (FM)	Topeka, KS	}	\$4,400,000
WMRE (AM)	Boston, MA		
*KOCM (FM)	Newport Beach, CA	}	\$3,700,000
WACO/KHOO (FM)	Waco, TX		
*WKEE (AM/FM)	Huntington, WV	}	\$3,250,000
WKDW/WGSM (FM)	Waco, TX		
*KRZQ (FM)	Huntington, WV	}	\$3,125,000
*WDVH/WYKS (FM)	Huntington, WV		
*WJYL (FM)	Staubert, VA	}	\$3,100,000
KBLQ (AM/FM)	Staubert, VA		
	Tahoe City/Reno, NV	}	\$2,330,000
	Tahoe City/Reno, NV		
	Gainesville, FL	}	\$1,900,000
	Gainesville, FL		
	Louisville, KY	}	\$1,800,000
	Louisville, KY		
	Logan, UT	}	\$1,700,000
	Logan, UT		

\*pending FCC approval

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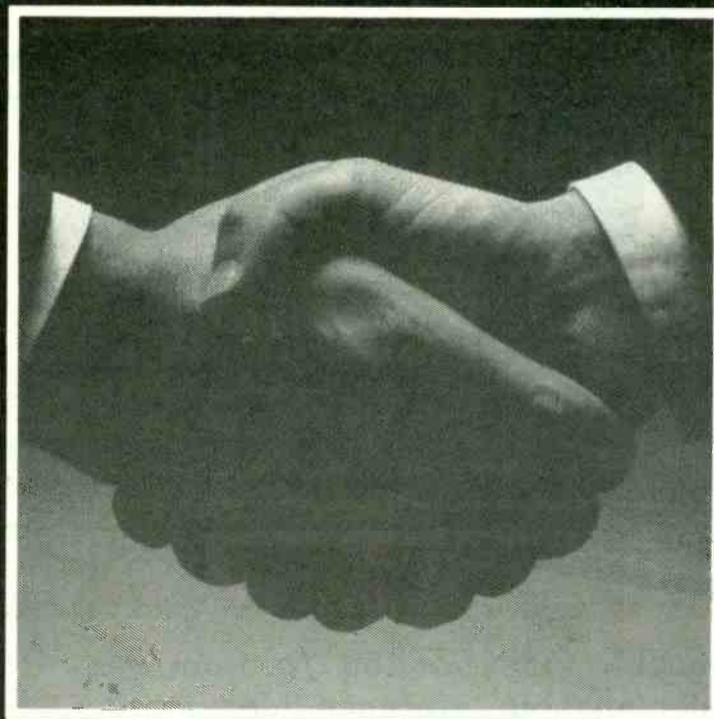
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Chapman Associates, one of the largest and oldest national media brokerage companies, has brought thousands of buyers and sellers together for over three decades. Chapman is based in Washington, DC, and has offices in major cities across the country.

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# RADIO BUSINESS

## TRANSACTIONS

Continued from Page 16

**SELLER:** Jerry Venable and Ernest McRae, a partnership.  
**DIAL POSITION:** 1300 kHz; 101.1 MHz  
**POWER:** 5-kw daytimer; 100 kw at 450 feet  
**FORMAT:** Country

### New York

#### WKLZ/PORT HENRY

**PRICE:** \$200,000  
**BUYER:** Edward Pickett, Carole Pickett, Russell Kinsley, and Susan Kinsley, dba WKLZ Radio. The Picketts also own WHWB/Rutland, VT and WKLN-AM & FM/Lincoln, ME.  
**SELLER:** Stock interests owned by Russell Kinsley and Susan Kinsley.  
**DIAL POSITION:** 92.1 MHz  
**POWER:** 818 watts at minus 77 feet  
**FORMAT:** AC

### Oklahoma

#### KEOR & KHKC/ATOKA

**PRICE:** \$243,170  
**BUYER:** Newton-Adair Inc., owned by James Newton, S.L. Adair, and E.E. Standley.  
**SELLER:** Ballard Broadcasting of Oklahoma Inc., owned by Drew Ballard. He also owns interests in KRGH/Hutto, TX and KLFB/Lubbock, TX.  
**DIAL POSITION:** 1110 kHz; 103.1 MHz

**POWER:** 5-kw daytimer; 3 kw at 424 feet  
**FORMAT:** Country  
**BROKER:** Chapman Associates Inc.

### KSIW-AM & FM/WOODWARD

**PRICE:** \$225,000  
**BUYER:** Fuchs Communications Inc., principally owned by Alfred Fuchs. Several Fuchs family members involved in this transaction also own KTJS & KOTZ/Hobart, OK.  
**SELLER:** Woodward Broadcasting Company, headed by Lenora Woods Ryan.  
**DIAL POSITION:** 1450 kHz; 93.5 MHz  
**POWER:** 1-kw; 3 kw at 150 feet  
**FORMAT:** Country; AC

### Rhode Island

#### WKFD/WICKFORD

**BUYER:** Inlet Communications Inc., owned by Paul Pabis and Patrice (Wood) Pabis. Mr. Pabis is an engineering supervisor at WJAR-TV/Providence. Ms. Pabis is a TV news anchor at the same station.  
**SELLER:** Seacoast Broadcasting Inc., owned by William Devine III, Raymond Wardynski, Susan Wardynski, Richard Fors Jr., Morton Stavroff, Charles Mund, and Anthony Frandring.

**DIAL POSITION:** 1370 kHz  
**POWER:** 500-watt daytimer  
**FORMAT:** AC  
**BROKER:** Bob Kimel's New England Media.

### South Carolina

#### WWVA/BURNETTOWN

**PRICE:** \$110,000  
**BUYER:** Robert Cannella.  
**SELLER:** Midland Valley Investment Co., owned by Martha Parker and Shirley George.  
**DIAL POSITION:** 1510 kHz  
**POWER:** 1-kw daytimer  
**FORMAT:** Station is currently dark  
**BROKER:** C. Alfred Dick of Business Brokers.

### WPJM/GREER

**PRICE:** Assumption of bankruptcy liabilities in excess of \$200,000  
**BUYER:** Greer Broadcasting Co. Inc., headed by John Salter Jr. He's a previous owner of the station, having sold his interest in 1983.  
**SELLER:** Thomas Norton, debtor-in-possession.  
**DIAL POSITION:** 800 kHz  
**POWER:** 1-kw daytimer  
**FORMAT:** Country

### WTYC/ROCK HILL

**PRICE:** \$100,000 plus assumption of liabilities

**BUYER:** Jonas Bridges Jr., currently GM of WKMT/Kings Mountain, NC.

**SELLER:** Tri-Country Broadcasting Co. Inc. stock, owned by E.L. Burwell and T. Lamar Simmons.

**DIAL POSITION:** 1150 kHz  
**POWER:** 1-kw daytimer  
**FORMAT:** Country

**COMMENT:** At the conclusion of this transaction, Bridges Jr. will own 50% of the radio station. Current stockholders R.H. Whitesides and Jonas Bridges Sr. will continue to own 25% each. Whitesides also owns WKMT/Kings Mountain, NC.

### Texas

#### KVOQ/LORENZO

**PRICE:** \$400,000 debt assumption  
**BUYER:** American General Media.  
**SELLER:** Anthony Brandon.  
**DIAL POSITION:** 98.3 MHz  
**POWER:** 2.65 kw at 170 feet  
**FORMAT:** AC  
**COMMENT:** An application is pending to shift frequency to 98.1 MHz and operate at power of 50 kw at 500 feet. This transaction is part of a reorganization and the formation of a new family-owned holding company. Another station (see WYDE/Birmingham) is being transferred in a related deal to create the holding company.

## NAB Survey Charts AM Stereo Progress

Despite its stunted growth in the past few years, AM stereo is still among some broadcasters' future plans — especially in metro and medium markets, according to a new survey by the NAB.

NAB Senior VP/Research & Planning Rick Ducey says AM stereo receiver manufacturer Motorola reports 424 stations using its C-Quam system, while its competitor Kahn counts about 100 clients — totalling about 11% of all US AM stations.

"We keep getting higher estimates than that, possibly because the stations we talk to are saying they have

stereo even though they're really only in the planning stages," Ducey says. "But it's definitely growing."

The survey turned up the following results:

- Medium and large market stations are four times as likely to convert to AM stereo as those in small markets.
- Group stations are three times as likely to convert as non-group stations.
- AM/FM combo stations are twice as likely than stand-alone AM stations to convert to stereo.

Ducey says NAB will continue to track AM stereo usage in future reports.

## TAK Pays \$34 Million For WJQY

Florida broadcasting entrepreneur Joseph Amaro has announced the sale of WJQY/Miami to Sharad Tak of TAK Communications for \$34 million.

The sale means Amaro will be out of the radio business at least temporarily. The Miami property is Amaro's last radio station. He sold off his highly suc-

cessful Amaro Group stations last year to Keymarket Communications. Amaro's radio holdings have spanned six states during his 36-year career, and he headed WJQY since 1958.

Meanwhile, TAK owns STX Systems Corp., as well as TV stations in Wisconsin and Hawaii and WUSL/Philadelphia. The deal was brokered by Edwin Tornberg & Company of Washington, DC, and is expected to close by the end of the year.

## EZ Goes Public With Two Million Shares

EZ Communications plans to beef up its cash coffers with a public offering of its common stock. The Fairfax, VA-based broadcaster hopes to raise up to \$26 million for station acquisition and debt retirement with an initial public offering of two million shares of common stock. In papers filed with the SEC last week, the company said it will sell 1,712,500 of the shares and certain stockholders will sell the remainder. The offering is being underwritten by Paine Webber, Inc., and the initial offering price is expected to be between \$11 and \$13 per share. EZ owns and operates WHQT/Miami, WBZZ/Pittsburgh, KYKY/St. Louis, WEZB/New Orleans, WEZC/Charlotte, KMPS-AM & FM/Seattle, KAMJ/Phoenix, KRAK & KSKK/Sacramento, and WOKV & WAIV/Jacksonville. The company recently agreed to sell KFYE/Fresno and WEZS/Richmond.

## Orioles Station For Sale

WCBM/Baltimore owner Ellek Seymour is selling the station to the highest bidder, along with its broadcast rights to the Baltimore Orioles baseball team, according to the *Baltimore Sun*.

## Sky Buys Chicago Combo For \$27 Million

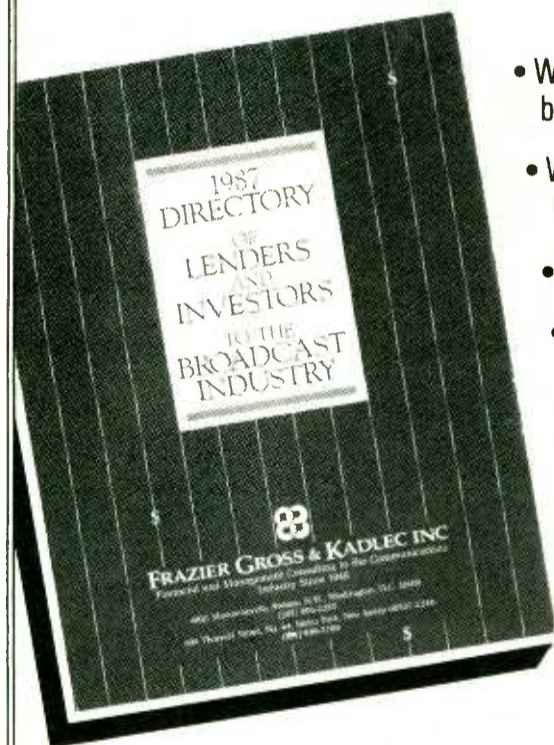
Sky Broadcasting says it's adding WBMX-FM/Chicago to its current group of six stations. The station is the last to be spun off by Sonderling Radio Corp., which will get \$27 million for the Urban Contemporary powerhouse.

Sky President Joe Dorton, formerly President of Gannett Radio, says, "Our goal is to be in the top markets. WBMX fits our game plan because it gives us an incredible base." Dorton told R&R Sky is already working on "one or two" more acquisitions at this time.

Sky's other stations are WCZY/Detroit, WNYP & WEZO/Rochester, NY, WGIV & WPEG/Charlotte, and KSKY/Dallas.

Sonderling President Egmont Sonderling, now 81, says he will retire. "I sold the station with mixed feelings," he commented. "I founded it in 1950, and I've run it for 38 years. I'm very pleased it's going to Joe Dorton because he understands the Chicago market."

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Mason Dixon, Operations Manager  
Q105/Tampa

To date, 80 leading radio stations across the country have purchased the market exclusive Giant Boom Box. They were quick to realize that once a station buys a Giant Boom Box that the market is theirs forever. This means you have only one chance to be the only station in your market with this giant radio promotional tool—the true Godzilla of boom boxes.

This larger-than-life portable promotional vehicle is as impressive to your listening audience as it is to your bottom line. Mason Dixon, operations director for Q105 Tampa, America's #1 CHR, was one of the first to jump on this enormous promotional opportunity. Through a co-sponsorship with Pepsi, the Giant Boom Box has given his station powerful exposure and impact. He explains:

**On Exclusivity:**

"You've got to jump on it immediately—when you're battling it out with another station, the one that gets there first with the Giant Boom Box gets the Golden Egg."

**On Revenue:**

"Since buying the Boom Box we've increased our remote rates from \$4,000 to \$6,000, and we're getting it! This is definitely a revenue-producing tool."

**On Sponsorships:**

"Q105 and Pepsi teamed up to buy a fully loaded Boom Box. Why? We knew it was exactly what we and Pepsi needed to successfully co-promote each other... So we jumped at it."

**On Promotions:**

"It's so different, so unlike anything we've ever seen for promotions. What you can do with it is limited only to your imagination. It's a complete package; from a promotional standpoint, you can't beat it."

**On Public Relations:**

"You've got to be wherever the people are. If the station is not visible it's only going to be marginally successful. We don't believe in being marginally successful. The Boom Box takes the station to the listeners, which is where it belongs."

**On Size:**

It's larger than life, people are astounded when they see it... but it's what they expect from the most outrageous station in Tampa Bay—Q105.

**On Himself:**

"I don't let any station get anything before I get it... We saw it, and we bought it. I think it is the greatest promotional tool I've seen in all my years in broadcasting."

The Giant Boom Box is fully self-contained, is ready for housing your station's equipment, needs virtually no set-up time, and is designed for indoor and outdoor use in all types of weather. Permanently mounted on its own trailer, all you do is pull it up and plug it in.

Remember, stations have had their purchase price completely covered by a soft drink, beer or fast food sponsor—which means the unit can come at no cost to your station whatsoever.

So act now! Don't join the growing list of stations who wished they had called sooner. For up-to-the-minute information on your market's availability and information on how you can get a Boom Box at no cost to your station, call 305-626-3774.



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## BUSINESS OVERVIEW

### Martinez Says Ad Tax Repeal Possible

Florida Governor **Bob Martinez** is getting grief from state legislators about his proposed referendum on Florida's new five percent tax on advertising and other services (R&R, 9/4). According to the *Orlando Sentinel*, state Republican leaders claimed Martinez didn't consult them before announcing his intention to place a referendum on the March 1988 primary ballot. Now some are suggesting that the tax be repealed, while others say a referendum should take place November 1988.

Martinez said for the first time last week (9/2) he will consider revising, repealing, or holding a referendum on the controversial tax, and acknowledged that public support for the tax is lacking. The governor originally wanted to propose a constitutional ban on the amendment, then campaign for the public to vote against it. He has called for a special session of the Florida legislature to meet September 21-23.

Much of the projected \$713 million in first-year tax revenue already has been committed to teachers' salaries, prison facilities, and other programs. State revenues brought in by the tax during July came to about \$22.6 million, exceeding projections by about \$700,000, according to a spokesman for the state's Department of Revenue. However, broadcasters estimate third quarter losses of 20-30%, and advertisers estimate over \$100 million lost in convention cancellations.

### Clear Channel Trades On AMEX

Texas-based **Clear Channel Communications** has a new market for its stock as the company grows in size and gains in influence. It started trading 3,236,032 shares 8/21 on the **American Stock Exchange**, opening on 100 shares at 17 1/2. Company earnings for the first half of 1987 were \$824,000 on revenues of \$14.2 million, compared to \$561,000 on sales of \$9,465,000 in 1986.

### MCA, UA Register Bond Offerings

Two major communications companies have announced new public offerings to raise capital. **MCA Inc.**, owner of **MCA Records** and the **MCA Radio Network**, is offering \$300 million of 5 1/2 percent convertible Eurobonds. The bonds are redeemable at varying rates beginning September 1990, and are convertible into MCA common stock at \$69 1/2 per share. Underwriters include **Morgan Stanley International**, **Lazard Bros., Ltd.**, and **Salomon Bros. International Ltd.** The bonds are for foreign investors only, and may not be sold in the US.

**United Artists Communications**, which recently announced plans to get into the radio business with the purchase of **WOOD-AM & FM/Grand Rapids**, has filed shelf registrations with the **Securities and Exchange Commission** to sell up to \$245 million in bonds. The offering will allow UA to issue convertible debentures if that market becomes attractive.

### Pottash Named Viacom Attorney

**Bruce G. Pottash** is the new attorney for **Viacom Entertainment Group**. He'll cover the legal agenda for **Viacom Productions** (broadcast and pay TV programming), **Viacom Enterprises** (TV and film), the company's licensing and merchandising branch, and **MGS Services** (TV commercial distribution). Pottash previously worked with a New York law firm for the entertainment industry.

### Osborn Common Stock Split

Shareholders of **Osborn Communications Corp.** will be getting a nice little present soon. **Frank Osborn** says the company's board of directors has okayed a 25% common stock dividend, payable 9/15 to shareholders of

record on 9/1. Osborn trades over the counter via **NASDAQ** (Symbol: OSBN). Last month Osborn agreed to acquire 25% of **Fairfield Broadcasting, Inc.**, a deal in which Osborn will manage Fairfield stations **KIOI/San Francisco**, **WLAC-AM & FM/Nashville**, **WMTG & WNIC/Detroit**, and **KKOB-AM & FM/Albuquerque**.

### Fernandez Named Greyhound CFO

**Jorge A. Fernandez**, former **CBS Records International** Chief Financial Officer, has been named to the same position at **Greyhound Leisure Services**, a subsidiary of the **Greyhound Corp.** GLS includes international duty-free shops and a cruise ship company among its businesses.

## CALL SIGN CHANGES

### Arizona

Oracle: **KTTZ** to **KHYT-FM** (9/2)

### Arkansas

Hoxie: **KHOX** (new station, requested 8/27)

### California

Escondido: **KOWN-FM** to **KWNQ** (requested 9/3)

Hanford: **KNGS** to **KCLQ**, **KCLQ** to **KCLQ-FM** (8/25)

Modesto: **KADV** (new station, 8/26)

### Colorado

Colorado Springs: **KPIK** to **KWYD** (9/1)

### Connecticut

Westport: **WMMM** to **WCFS** (9/7)

### Delaware

Georgetown: **WSEA** to **WSEA-FM**, **WJWL** to **WSEA** (9/3)

### Florida

Bushnell: **WWLB** to **WBEA** (9/4)

Coleman: **WMHI** to **WWLW** (8/28)

Orlando: **WWMA** to **WHOO** (8/28)

### Georgia

Brunswick: **WBGA** to **WGIG** (8/29)

Dalton: **WRCD** to **WLSQ** (requested 9/3)

### Illinois

Chicago: **WMXA** (new station, 8/26)

Joliet: **WJRC** to **WWHN** (9/14)

Marseilles: **WAEM** (new station, 8/26)

### Indiana

Crawfordsville: **WLFQ** to **WIMC** (10/1)

### Kansas

Weir: **KJWR** to **KRPS** (9/4)

### Kentucky

Radcliff: **WHOO** to **WYCP** (8/24)

### Louisiana

Bastrop: **KVOB** to **KMYG**, **KJBS** to **KMYQ-FM** (9/1)

Delhi: **KKRP** (new station, 8/26)

### Maine

Lincoln: **WLKN-TM** to **WGUY** (9/3)

Skowhegan: **WQMR** to **WSKW** (9/30)

### Michigan

Muskogee: **KRLQ** to **KKWK** (9/10)

### Minnesota

Faribault: **KDHL-FM** to **KOFN** (9/1)

Little Falls: **KFML** (new station, 8/28)

### Mississippi

Calhoun City: **WGIN** (new station, requested 8/27)

### Montana

Billings: **KKLO** to **KOHZ** (9/4)

### New Hampshire

Lancaster: **WLGW** (new station, 8/26)

### New York

Big Flats: **WNBR** (new station, 8/28)

### North Carolina

Morgantown: **WCIS** (new station, 8/26)

Southport: **WJYW** to **WSFM** (requested 8/27)

Washington: **WFXI** to **WFXZ** (8/31)

### Oregon

Ontario: **KXBQ** to **KSRV-FM** (9/25)

### South Carolina

Allendale: **WYXZ** to **WDOG-FM** (9/1)

Burnettown: **WWWA** to **WTKS** (requested 9/3)

Hardeeville: **WWDR** (new station, 8/26)

Mount Pleasant: **WIXR** to **WZJY** (8/27)

### Texas

San Angelo: **KQSA** to **KIXY** (10/12)

### Washington

Bremerton: **KHIT** to **KNUA** (9/4)

### West Virginia

Oak Hill: **WOAY-FM** to **WVMA** (9/7)

### Wisconsin

Milwaukee: **WLUM** to **WLUM-FM** (10/1)

West Allis: **WAWA** to **WLUM** (10/1)



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# R&R SALES STRATEGY

## OVERVIEW

### Q & A

## Delivering The Package

**Q**uestion: I use a lot of packages to help my salespeople generate new business. My problem is that only one or two out of ten ever use them. Do you have any ideas I can use to help create more participation and impact with special packages?

**A**nswer: First analyze how many packages are available to sell at any one time. Sometimes we give the staff too many options to sell, making it difficult for them to focus on any particular one.

Try having only two or three available. (This includes standard packages such as news, sports, and business sponsorships.) These should be pulled, then periodically repackaged and reintroduced with a slightly new twist.

When you introduce packages in your sales meetings, set aside some time for you and your staff to brainstorm specific accounts and/or categories to be targeted. Have your assistant attend these ses-

sions and write down the category or target account assigned to each salesperson. This will make it easier for you to follow up a couple of days later.

Interestingly, packages with "limited participation availability" sell quicker than packages that can be sold to several advertisers. This is because the staff is presented with a limited supply-and-demand situation instead of a package they can "get around to later."

Chris Beck is VP/Sales for the **Walley Clark Company**. He also hosts the weekly sales training program "Video Sales Meeting" and serves as a sales consultant for a number of major corporations and radio stations. Beck's seminars stress developing new business by improving telephone techniques, selling to manufacturers, identifying new profit centers, and selling as opposed to servicing advertising agencies.

If you have any questions you'd like this section to address, write to Beck at **R&R**, 1930 Century Park West, Los Angeles, CA 90067; or call him at (818) 843-0687.



Chris Beck

## Hot New Categories For The Holidays



### Sound Recording Studios

Stations are tapping this new growth market for holiday revenues. These studios, located mostly in malls, have sound libraries made up of the instrumental beds for popular songs. For approximately \$15, customers can add their own voice track to their favorites. To achieve maximum sales success, look for same-owner, multi-location outlets.



### Private Airport Parking

Private lot operators near major airports compete for holiday travel parking business. Stations have successfully positioned benefits, such as lots that take credit cards, offer lower rates, or feature car washing services. Also, two markets reported picking up schedules from the airport authorities seeking to counter these private lots.

### Men's Cosmetics & Skin Care

As growth has slowed in women's skin care products, many manufacturers are targeting men as the next major market.



### Executive Shopping Services

This category has experienced tremendous growth of late. Radio and targeted print have been their primary media buys.

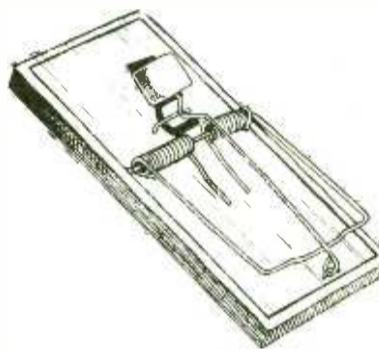
### Weight Loss Clinics & Programs

November, December, and January are strong months for "guilt-possessed" holiday eaters. Furthermore, since losing weight is easily America's number one New Year's resolution, this period is exceptional for pre-selling.



### Hi-Tech Toys For Kids (And Maybe Adults)

One of the expected top sellers this holiday season will be Fischer-Price's \$150, black-and-white, hand-held camcorder, which will be sold only through toy stores. Another popular item will be laser guns, modeled after the popular "Photon" weapons.



### Pest Control

Many home owners expecting the arrival of holiday guests use this service to ensure a "pest-free" holiday. Industry representatives report large numbers of calls from panicked home owners right after the first big cold wave of the season.

### Maid Services

There are several good-sized maid services springing up around the country. Many services target new client bases through special gift certificates (i.e. three months of service).

### Stockbrokers & Accounting Firms

November and December are hot months for seminar activity. You'll see a great deal of free seminars on "last minute tax savings," "tax shelter ideas," and "pre-tax planning."

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Continued on Page 24



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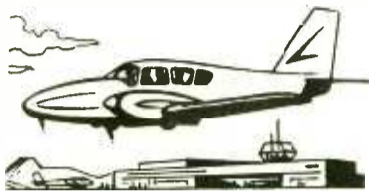


# R&R SALES STRATEGY

## OVERVIEW

### Hot New Categories For The Holidays

Continued from Page 22



#### Flight Lessons

A popular idea with many companies is to offer special incentives around the holidays. For example, you might receive a gift certificate for one plane ride with the first three hours of ground school included.

#### Savings And Loans

One positioning idea that has proven successful for many stations is opening up a savings account for a child. Promotions for US Savings Bonds as gift items have also always been successful.



#### Cab Companies

In some markets, the holiday season is the only time of year that these companies advertise. Of course, the theme is "if you drink, let us drive." Many stations co-op these companies' efforts either by paying for the ride or by advertising in nightclubs with tent cards displaying telephone numbers of the cab companies.



#### Gourmet Take-Out Foods

Target both restaurants and trendy grocery outlets.

#### Hot Holiday Manufacturer Categories

- Batteries
- Blank audio & videotapes
- Electronic gadgets & gizmos
- Photographic film



#### Hardware Stores

Power tools are always popular gift items.

#### Public Storage Companies

This category frequently capitalizes on the annual ritual of cleaning and making room for holiday guests.



#### Home Exercise Equipment

Two areas of expected popularity are aerobics equipment (such as exercise bikes), and muscle-building machines.

#### Local & Regional Magazines & Papers

Many stations capitalize on annual holiday subscription drives for local magazines and business publications.

#### Videocassettes

The forecast is that this will be a banner year for video sales. Look for videocassettes to make a strong showing in book and record stores, as well as the usual video retail outlets.

Holiday promotions will include prices of \$19.95 and up. Look for major titles, children's films, holiday-themed movies, and health & fitness tapes to be the top sellers.

#### Bookstores

"Books On Tape" is perfectly suited for radio and has been a key source of new revenue for several stations around the country.



#### Software

As computers start showing up in more and more homes, look for software to be a popular gift. Industry experts say to expect such positioning statements as "buy our software and if it's not what you want, you can return it for free." Software will continue to show up in bookstores and record stores.

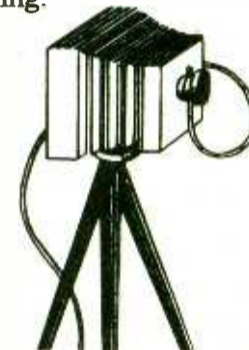
#### Automobile Car Alarms

In national research this category consistently shows up on consumers' "wish lists."



#### Home Video Equipment

The recently-released "Super-VHS" recorders and hand-held camcorders are expected to be the hot sellers in the videophile market segment. These new units feature a picture quality of 400 lines compared to TV broadcasts of 330 lines. The difference is striking.



#### Cameras

Experts say that camera sales will be brisk from Halloween through Christmas. The most popular models are expected to be "aim and shoot" automated 35mm cameras. Kodak will also be marketing its popular "Holiday 110" cameras in ten different pastel colors. Stores that have purchased the items are already asking for more product and an even greater variety of colors.

#### Mini-Developing Labs

"Quick process" outlets, including one-hour photo chains, continue to grow, as 14 billion pictures were taken last year. What's more, that number is expected to increase by 8% this year.

#### Business-To-Business Target Categories

- **Hotels:** Facilities for staff parties.
- **Advertising Specialty Sales:** Oct/Nov last-minute client gift decisions.
- **Restaurants:** Small business holiday lunches and dinners.

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- Super Index

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# R&R MANAGEMENT OVERVIEW

**Time Theft:** The average office worker "steals" four hours, 29 minutes a week by arriving late, leaving early, faking sick, socializing, & personal calls.

Source: Robert Half International/NYC

## MORE MONEY FOR FEWER HOURS

### "Peak-Pay" System For Parttimers

**Y**ou say your station or company is greatly understaffed, yet you can't afford to hire additional fulltime employees?

One solution may be hiring part-time workers at *peak-time pay*. This system is not only a proven money-saver but also results in an increase of productivity, claims Stuart Mahlin, President of the Cincinnati-based Charles Stuart & Associates business management and consulting firm.

How does the plan work? First, determine the hours during the work day when you need additional staff. Then pay a *premium* wage to part-time workers only for the hours they're needed.

However, in order to maximize the results from this peak-pay system, businesses need to make a detailed analysis of exactly when their peak hours occur. Many companies inaccurately estimate their actual peak hours because these time periods do not fall into typical industry patterns.

By paying higher wages, your company is more likely to attract better qualified and more experi-

enced employees, which are more likely to be productive than their lower-paid, inexperienced counterparts.

#### Five More Benefits

Another point in favor of this peak-pay system lies in the standard structure of most employee benefit plans. Since benefits for a \$6-an-hour worker will generally increase actual pay to the \$8-\$10 range, the money saved in fulltime employee benefits under the peak-pay system can then be used to pay premium wages to top-caliber parttimers.

In addition, this peak-pay system can enable businesses to reduce their number of fulltime staffers, as many fulltime employees may choose to become parttime work-

ers once a company converts to a peak-time pay system.

Furthermore, establishing a peak-pay system makes it easier for a company to develop a highly-efficient parttime staff. This core group of parttimers can then be called upon in the event of absences or emergencies.

Having a core group of parttimers also reduces the amount of paperwork required with new hires, not to mention the reduction in overhead costs — use of telephones, electricity, air conditioning, etc. — when employees work fewer hours.

Finally, paying parttimers a premium wage keeps them from job-hopping, thereby reducing turnover and valuable time spent training replacements.

### How Boring Are You?

#### "Boringness Index" Revealed

**A**re you the type of person who starts a conversation by asking "do you like the color of the walls?" While some people might find that question provocative and be utterly enchanted by the answer, most people would find it mind-numbingly boring.

Psychologist Mark Leary of Wake Forest University recently conducted surveys and laboratory research to determine what people consider to be boring behavior.

In one study, research subjects rated recorded conversations according to a "boringness index." Participants in another experiment listened to conversations, then listed what they perceived to be the speaker's personality traits.

The results showed that the most boring people are those who complain about themselves, talk about

superficial things, and show little interest in other people.

#### Bores "More Intelligent"

Bores are also perceived to be less emotional and less sensitive. Oddly enough, however, people consider them to be more intelligent. "Critical people, which boring people tend to be, are frequently thought of as intelligent," Leary explains.

While being intelligent and merely being thought of as intelligent are certainly two different things, there is hope for the chronically boring. All they have to do is realize they're boring.

"A lot of people are depressed and lonely because they are socially unskilled," Leary notes, "but their real problem is that they are boring."

### Relocated Employees Need 8 Months To Adjust

**W**hen employees move, it usually takes them a while to get back into their customary productive groove. But just how long *should* it take?

According to a recent survey conducted by the New York City-based Morgan, Stahl & Boyer business relocation firm, newly-relocated employees take an aver-

age of eight months to resume their previous level of productivity.

While workers earning under \$40,000 a year make the readjustment in about eight months, those employees earning more than \$60,000 annually take even longer — an average of nine-and-a-half months — to adjust to their new work environment.

### DATELINE

● **September 9-12** — Radio '87, sponsored by the NAB. Anaheim Convention Center. Anaheim, CA.

● **September 11** — 1987 MTV Music Video Awards. Universal Amphitheatre, Los Angeles, CA.

● **September 12** — Academy of Television Arts and Sciences Non-Televised 39th Annual Prime-Time Emmy Awards. Creative Arts Categories. Pasadena Civic Auditorium. Pasadena, CA.

● **September 17-18** — 37th Annual Fall Broadcast Symposium sponsored by Institute of Electrical and Electronics Engineers. Washington Hotel. Washington, DC.

● **September 20** — Academy of Television Arts and Sciences 39th Annual Emmy Awards. Pasadena Civic Auditorium. Pasadena, CA.

● **September 20-22** — National Religious Broadcasters Western Chapter Meeting. Los Angeles Airport Marriott. Los Angeles, CA.

● **September 23-25** — National Association of Black Owned Broadcasters 11th Annual Fall Broadcast Management Conference. Ramada Renaissance Hotel. Washington DC.

● **September 24-25** — National Religious Broadcasters Southern Meeting. Hyatt Regency. Memphis, TN.

● **September 29 - October 1** — Society of Broadcast Engineers National Convention. St. Louis Convention Center. St. Louis, MO.

● **September 30** — International Radio & Television Society Newsmaker Luncheon. Keynote Speaker: FCC Chairman Dennis Patrick. Waldorf-Astoria. New York, NY.

● **October 12** — CMA Awards. Grand Ole Opry House. Nashville, TN.

● **October 14-16** — National Religious Broadcasters Midwestern Chapter Meeting. Pheasant Run Resort. St. Charles, IL.

● **October 22-24** — National Religious Broadcasters Eastern Chapter Meeting. Sandy Cove Bible Conference Center. North East, MD.

● **November 19-21** — Loyola Radio Conference. Holiday Inn Mart Plaza. Chicago, IL.

● **March 3-5, 1988** — R&R Convention. Loews' Anatole. Dallas, TX.

### Women As Breadwinners

Slightly less than one out of five women earn more than their husbands, a condition that varies only slightly from age group to age group. Here are the figures, broken down by the age of the wife:

Age Group	Percentage
Under 25	18%
25-34	19%
35-44	16%
45-54	18%
55-64	23%
65 And Over	29%

Source: Census Bureau

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# R&R MANAGEMENT OVERVIEW

**Career Opportunities:** The occupation that will gain the most jobs in the next ten years is cashier.

Source: American Demographics

## Geodemography: A Means To Separate You From The Competition

By Charlie Sislen



Charlie Sislen

It is becoming even more crucial for broadcasters to differentiate their audience from the rest of the marketplace. One means of accomplishing this which is becoming increasingly popular is geodemography, the technique of profiling a group of people by the neighborhood in which they live. The philosophy is that people in similar neighborhoods will live comparable lifestyles and consume similar products.

Although there are several different services that work with geodemography, all of them start with the same source — US Census data. When evaluating the services, it is important to find out how they update census data and what other information they use to evaluate various neighborhoods. Three in particular have proven to be effective tools in radio sales.

### CLUSTERPLUS

Clusterplus is a service of Donnelly Information Systems. It has allocated every zip code in the country into one of 47 clusters. Cluster One (top income, well-educated professionals, prestigious homes) is the most upscale, while Cluster 47 (poorly educated, unskilled rural, Southern blacks) is the least. For ease of use the 47 clusters have been grouped together into ten "cluster groups."

Arbitron has worked closely with Donnelly on Clusterplus. The front of every Arbitron report shows the percentage of the market that falls into each of the ten cluster groups and how that compares with the overall country. This allows a user to profile and compare his market to the rest of the country.

To help broadcasters gauge how well they are doing in individual clusters or cluster groups, Arbitron has an on-line computer program called "Target AID." With this, a sales manager can prove his station reaches a certain "type" of person. Stations around the country have utilized Clusterplus to dispel misconceptions about their audiences and formats.

WHTZ/New York Research Director Stu Naar has been extreme-

**"Many advertisers have the preconception that CHR consists of young, downscale listeners. We find Clusterplus is increasingly important to show advertisers what a good job we do in reaching upscale adults."**

— Stu Naar, Research Director, WHTZ/INY

ly successful with "Target AID." He commented that, despite the station's number one rank in the overall ratings, "We find it is increasingly important to show advertisers what a good job we do in reaching upscale adults. Many advertisers have the preconception that CHR consists of young, downscale listeners."

In reality, Z100's audience is composed of adults who live in upscale, high-income professional neighborhoods. WHTZ has been successful in converting advertisers who previously would not place time on a CHR station.

However, while profiling your audience by lifestyle is helpful, most broadcasters and advertisers need to know what products and services these groups consume. This is where a salesman can take the Clusterplus information and let it pay for itself by using it to help make that extra sale or increase the station's rate.

For this reason Clusterplus has been cross-referenced with Sim-

mons to create a printed report known as "Product-Target AID." This report lets you examine which clusters are most important in over 750 different product categories. It is vital to remember that not all products will index high in the most affluent clusters. By knowing what clusters are important to an advertiser and where your station's strengths are, you can document that your station is correct for an advertiser.

This has been done extremely successfully by Country combo WKHX-AM & FM/Atlanta. The station has demonstrated not only its number of listeners, but also has proven to numerous clients that its audience lies in the clusters the advertisers need to reach. GSM Victor Sansone commented, "Some books are plainly better than others. Clusterplus and Target AID can identify that your audience is made up of the right people for the advertiser."

### P · R · I · Z · M

Like Clusterplus, Prizm divides the country into a series of lifestyle clusters based on the profile of the neighborhood. They're combined into ten block groups which are similar in socioeconomic status and level of urban development. For example, lifestyle group S1 comprises three upscale suburban clusters. Conversely, U1 is made up of upscale urban clusters.

While Prizm is primarily a tool to assist marketers in site location, both Arbitron and Birch have cross-referenced Prizm information with their surveys. Like Clusterplus, Prizm is an added service in Arbitron's computer on-line service, AID.

Birch has developed a printed report using Prizm called "Profiles In Radio." While the report is based on persons 12+, it has several advantages over Arbitron's system. Without incurring high on-line charges, a radio station can prove to an advertising agency that radio

is effective in delivering all segments of the market. A user can also utilize the report to profile his particular audience, and compare his station to its competition. The report outlines a station's delivery in 12 groups by:

- Average daily cume rating
- Average daily cume composition
- Average daily cume composition index

This report is released semiannually, so a station can track changes in its audience profile as either its own programming or the competition's changes. Birch President Bill Livek says that "Profiles In Radio" has been used effectively by agency planners trying to get the most out of their dollars.



"ACORN" (A Classification of Residential Neighborhoods) employs data similar to both Clusterplus's and Prizm's. However, ACORN is able to link various types of syndicated research. ACORN will compare and contrast your market with the rest of the country. It also can forecast market growth and changes. Therefore, the output and utilization of the data is very different from the other services.

WRVA & WRVQ/Richmond GSM Bobby Walden explained, "ACORN has been valuable in showing that our market is growing not only in size, but also becoming more affluent. When the ACORN data is cross-referenced with the MRI report, we can see that nearly half of our market possesses the general characteristics of the typical MOR or CHR listener. This documents why our two stations do so very well in Richmond. The data also shows us what type of products and services the typical Richmond MOR and CHR listener will consume. This allows us to target specific advertisers."

Charlie Sislen is VP/Marketing & Research for Eastman Radio, an independent radio representative. Prior to joining Eastman, Sislen worked in the Advertising Agency Sales Division for Arbitron. His experience also includes local station sales for WWDC-AM & FM/Washington, DC.

**"We also have been able to use ACORN's data to compare the profile of radio listeners to TV viewers. With this, our stations have been able to pick the pockets of some TV budgets."**

— Bobby Walden, GSM, WRVA & WRVQ/Richmond

"We have also been able to use the data to compare the profile of radio listeners to television viewers. With this, WRVA/WRVQ has been able to pick the pockets of some TV budgets."

It is important to realize that, just like radio stations, not all advertisers want to reach the most affluent portion of the general population. Another application of geodemography enables a station to alter its audience profile through promotions and advertising. Most direct mail companies can target to specific zip codes. By choosing zips that are most appropriate for your station and are the neighborhoods that deliver a desired segment of the market, a user can alter his station's audience lifestyle profile at a fraction of the cost of general market promotions.

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# R&R LIFESTYLES

## OVERVIEW

**Staying Safe:** The safest hotel rooms are on floors three through six. Most robberies occur on floors one and two; most firetruck ladders don't reach beyond six. Source: Former CAB Chief Dan McKinnon

## Hotel Phone Charges On The Rise

Traveling executives and salespeople who place numerous business calls while on the road should know that many hotels have recently instituted a policy of adding a surcharge to all customer telephone calls.

According to the official airlines guide Frequent Flyer, the amount of the fee varies depending on the type of phone call. For example, a person placing a call from his or hers hotel room will be charged the

standard operator-assisted rates plus an additional 20-30% charge.

For calls charged to a person's telephone credit card, a hotel will often include a \$1 surcharge. In some instances, even toll-free calls will have this \$1 fee attached.

While most hotels still charge anywhere from 50 cents to \$1 for a local call, a growing number have raised the basic fee to \$1 plus a per-minute surcharge.



## Food Fibs

What Americans say they eat and what they actually consume are two different things. According to a recent study by University of Arizona anthropology professor Dr. William Rathje, Americans seriously overestimate their intake of such "good for you" foods by, in the case of cottage cheese, as much as 311%. Artificial sweeteners (275%), diet soft drinks (218%), liver (200%), and tuna (184%) were likewise over-reported.

Meanwhile, intake of such stereotypically "unhealthy" foods as sugar were reported at 94% of actual US consumption levels. Same goes for breakfast drinks (88% under-reported), nondairy creamer (83%), chips and popcorn (81%), and candy (80%). No wonder Americans are so forgiving of the rascals in Washington.

## We Don't Need No Smoking Badges

Non-smokers who suffer in silence while people around them puff up a storm can now send out a quiet sign of disapproval.

The Palo Alto, CA-based firm Assay Technology has recently developed a badge that darkens when the wearer is exposed to cigarette smoke. The business card-size badge is coated with a chemical that reacts to the presence of the carbon monoxide found in burning coffin nails.

This chemical reaction occurs only when the carbon monoxide level reaches 10 parts per million over the period of one hour — the equivalent of smoking one-tenth of a cigarette.

The company is currently taking orders for the new product; cost is \$95 for a set of 20 badges. For more information, contact Assay Technology at (415) 424-9944.

## Working Women, Teens Boost Jewelry Sales

Last year US jewelry sales increased nine percent, thanks to a strong economy and an increase in "disposable" income among working women, according to a recent report conducted by Business Trend Analysts Inc.

While older, more prosperous consumers boost upper end sales of precious and fashion jewelry, it's the steadily increasing numbers of working women and white collar workers who make up the low to middle range purchases of costume jewelry.

Another factor contributing to this increase in US sales is the \$562 million spent on trinkets last year by teenage girls. (That's an average of nearly \$50 per person!)

While women account for 75% of all jewelry purchasers, men spend an average of \$140 on each purchase, compared to an average of \$80 per sale for women. Women between the ages of 35 and 44 purchase one-third of all earrings sold, while women over the age of 55 buy the majority (71%) of decorative pins.

## 976 Numbers Prove Sex-ce\$\$ful

Half of all calls placed to 976-prefix phone services are for taped or live pornographic conversations, according to statistics recently released by the California Public Utilities Commission. In fact, 32% of all 976 calls are specifically for taped sexual messages.

The extra-charge 976 service was begun in California three-and-a-half years ago to provide callers with paid information on a variety of subjects, including sports, stocks, auto loan rates, and daily horoscopes.

Nevertheless, of the \$64.2 million collected by Pacific Bell for 976 calls placed between July 1986 and May 1987, \$40.1 million came from "adult" service calls, which generally cost twice as much as other 976 numbers, making these so-called "dial-a-porn" lines a lucrative source of phone company revenue.

However, in the past year the company has had to refund \$2.3

million to customers who claimed that calls placed to a 976 service were made without their knowledge — by a minor or an unauthorized person — or that the call was placed without prior knowledge of the additional charges.

## CHRONICLE

### Born To:

EMI-Manhattan Records VP/A&R **Bruce Garfield**, wife Merrill, daughter **Samantha**, August 20.

### Marriages:

WMAD/Madison air personality **Pat Gallagher** to **Laura**, August 22.

WLLR/Quad Cities MD **Ron Evans** to **Linda Ponsetto**, August 22.

**Jeff Pollack Communications** VP/Operations **Marilyn Tallman** to **Owen Williams**, August 29.

KZBB/Ft. Smith, AK MD **Brian "Kane" Harwell** to **Tina Renee**, September 5.

## US Bicycle Market Grows Up

For the first time since the turn of the century more adults than children are riding bicycles, according to the Bicycle Federation Of America.

Another noticeable trend among older bike riders is their choice of wide-tire bicycles over the more traditional narrow-tire, drop handle-bar models. These wider-tire bikes, variously known as mountain, city, or all-terrain cycles, are rapidly becoming the favorites of older cyclists.

Meanwhile, sales of the more traditional, lightweight bikes are expected to dwindle, as these models become the exclusive province of racing and long-distance touring enthusiasts.

## Where To Beat The IRS

Taxpayers who appeal the results of an IRS audit have a good chance of reaching a settlement — or at least a compromise — before the case comes to trial.

When the taxpayer takes his or her grievance directly to the IRS appeals division — without filing a case in tax court — an agreement is reached in 84.9% of the cases.

When a taxpayer files in tax court but does not go to trial, a settlement is reached 89.6% of the time.

These were the 1985 results — the most recent year for which statistics are available — when taxpayers did go to trial:

	Taxpayer	IRS Won	Split Decision
Tax Court			
Small Cases	8.7%	52.1%	39.1%
Reg. Cases	12.5%	51.5%	36.0%
District Court	25.2%	65.7%	9.1%
Claims Court	29.1%	66.1%	4.8%

## Watch Out

Nearly one-quarter of all adult Americans do not usually wear a watch. Most likely to be watchless: people living in rural areas, blue collar workers, people aged 18 to 29, people earning less than \$15,000 a year, and people with children under the age of 17.

## Billion-Dollar Luxury Market

Which segment of the US population buys the most luxury items? According to one survey, the 11-13 million American households with an annual income in excess of \$50,000 account for two-thirds of all the luxuries purchased, including a whopping \$7.2 billion chunk of the change spent on entertainment equipment. Here's what else rich folks are buying to the tune of billions:

Luxury Item (In Billions)	Amount Spent
Home furnishings	\$28.5
Furniture	\$11.5
Home-improvement materials	\$8.4
Entertainment equipment	\$7.2
Jewelry	\$6.1
Household appliances	\$4.2
Personal computers	\$4.1
Photographic equipment	\$2.4
Color TVs	\$2.4

Source: FIND/SVP, NYC

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# R&R TECHNOLOGY OVERVIEW

I Want A New Drug: New pharmaceuticals created by recent scientific breakthroughs will generate annual sales of \$5 billion by 1990.

Source: Dun's Business Month

## Flat TVs In Future?

A long-standing quest in the manufacture of new video equipment is the development of a flat television screen. While several expensive experimental models have been produced, one company is currently working on an inexpensive model for consumers.

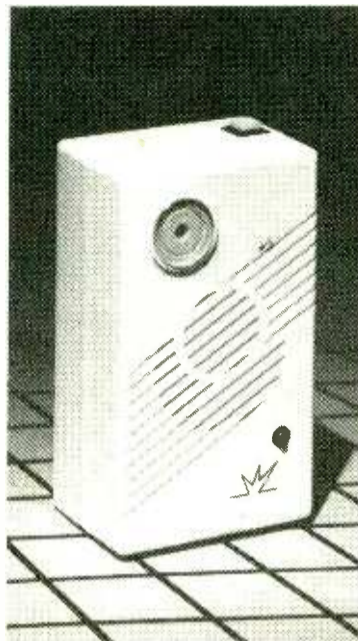
Working in conjunction with Corning Glass Works, the Hackensack, NJ-based Alpine Group Inc firm, has developed the "PolyVision" panel, a television screen so thin it can hang on the wall like a painting.

In standard televisions, a transparent film coating is applied to the inside of the glass viewing screen. This transparent film — when responding to an electrical signal — will turn black.

With the "PolyVision" screen, the transparent film is laminated to the back of an ordinary sheet of glass that has been prepared with a coating of tin oxide. By painting the film white, it will then show printed text on the screen in the same manner that black ink contrasts with white paper.

The next step has been to place a television circuitry board onto the glass. This circuitry board enables the small dots on the screen, known as pixels, to be turned on and off. (The thousands of pixels are what make up the image seen on the screen.)

As simple and inexpensive as it looks on paper, there is still no word as to when the "PolyVision" screen will be made available to the consumer market.



## Promotion In Motion Item

This compact digital recorder gives new meaning to the phrase "promotion in motion," using VLSI technology to store any audio message you want and play it back whenever anyone walks by.

Available from the St. Louis, MO-based Nu-Era firm, the unit can either be programmed to play a permanent message from a furnished tape or re-recorded again and again. Custom-imprinting is available as well.

For further information, contact Warren Hinderer at (800) 325-7003; in Missouri, call (800) 392-3661.

ed. Retail price: \$499.50.

## Gender-Bending Phone

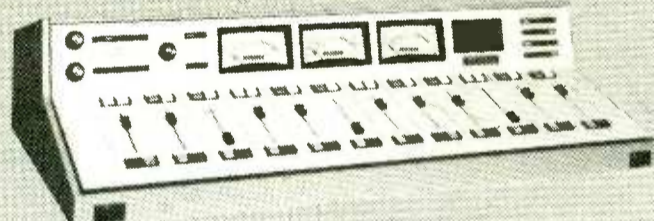


Make a male voice sound like a female's. Make a female voice sound like a male's. Make your house sound like your dog's. All these things are possible with the "DVC 1000," a digital voice changer currently available through the New York City and Beverly Hills, CA-based Hammacher Schlemmer catalog firm.

Designed to discourage unwanted callers and deter potential intruders, the unit features a built-in, large-scale, integrated circuit that converts sound waves from any voice into digital signals. By changing the frequency of those signals, it's possible to alter the pitch of the voice. A variable frequency control can also be used to adjust the speed and depth of the "dog's bark."

The "DVC 1000" is easily attached to any telephone by using a standard rubber coupler, which like the single, nine-volt battery that powers the unit, comes includ-

## New Stereo Audio Console Available



Offering 24 stereo inputs as well as a "live assist" option, the "R/TV-12" audio console is currently available for use by radio or television stations from the Plano, TX-based Autogram Corporation.

By using the plug-in microprocessor board and a small remote switch box, you can program up to 32 sequential steps, making it possible for you to automatically operate one bus while performing live work on the other. This feature, which sets the "R/TV-20" apart from similar consoles, also allows complete remote control of each mixer on the console.

The unit sports an output of 600 ohms and any of the 20 sliders can be used as a mike pot. For further information, contact the Autogram Corporation at (800) 327-6901.

## Telephone-Linked Wristwatches At Hand

Using standard telephones linked with miniaturized radio receivers via FM sidebands that are incorporated into a normal-sized wristwatch, anyone wearing Seiko's "Receptor" will have the ability to receive personal messages sent from anywhere in the world.

The recent outgrowth of a manufacturing agreement between Seiko and the AT&E subsidiary of Receptor North America, the "Receptor" will become the first worldwide, wireless communications system. Testing will begin in the second quarter of 1988, with worldwide rollout scheduled for 1989.

Once the caller makes contact with the watch by calling via any standard telephone, a printed message will reach the watch's holder in less than three minutes. Standard information, telephone numbers, or coded messages can also be sent in this manner.

### Potential Profits For FM Subcarriers

Of particular interest to FM radio stations is the "Receptor"'s potential positive impact on their bottom lines, as Receptor North America is currently in the process of establishing a network of FM subcarriers. The company has already conducted research to identify a pool of target stations within the top 52 US markets, which will form the basis of this network.

For those who can't wait that long, the Fairfield, NJ-based Casio Inc firm has developed the "DBA-800" watch (pictured),



which not only sports a telephone-dialing feature similar to the "Receptor," but also contains a databank that enables the wearer to enter and store names, credit card numbers, and important dates. Here's how the phone-dialing feature works:

By pushing a recall button on the face of the watch, the wearer can dial a telephone number that has already been entered into the "DBA-800"'s memory. When placed next to the phone mouthpiece, the watch will then emit tones that dial the number. Retail priced at \$70, the "DBA-800" will be available to consumers beginning in October.

## Marketron Brings Broadcast Software To PCs

The Foster City, CA-based Marketron Inc company has recently begun offering a multi-user, PC-based, broadcast software system that handles all a station's traffic, management, and accounting activities without the need for expensive networks.

Basically, what the firm has done is take its popular "ACT II" software and make it workable on PCs. The company also offers a package that converts your station's current traffic system into a variety of off-the-shelf programs. For further information, contact Marketron at (415) 341-4004.

## Philips Intros New Audio Line

A new line of audio and video accessories — targeted towards consumers, but just as useful to radio stations — has been unveiled by the Knoxville, TN-based N.A.P. Consumer Electronics Corp.

Using the brand name of Philips, the line sports 33 items including 11 sets of headphones, four mics, stereo booster loudspeakers, minispeakers, CD shelves, and a range of cleaning accessories. Retail prices range from \$1.95 to \$69.95. For further information, contact the company at (615) 521-4494.

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# NEWSBREAKERS

Edited by Jim Dawson

## Radio

● **RICK CAVAGNARO** has been appointed VP of Eugene Broadcasting and company-owned KZEL/Eugene, OR. Formerly NSM of KNBQ/Seattle-Tacoma for the last three years, he was also appointed President of subsidiary Seacliff Communications.

Also at KZEL, **JON BELLIZZI** has been promoted to GM/VP Sales, **KEN MARTIN** has been upped to Operations Director, and **BILL SAINT JAMES** comes aboard as PD. **NANCY STEEL** was appointed News & Public Affairs Director.

● **BENNETT SCOTT SMITH** joins Nashville-based SunGroup, Inc. as VP/Legal Counsel. He was most recently Corporate Administrative Officer/Chief Legal Officer for Keymarket Communications.

● **BOB CLARK** is the new Station Manager at KPSI-AM & FM/Palm Springs, CA; he'll continue as the outlet's 10am-2pm personality. In addition, **LISA WHITLOCK** becomes AM PD and **NICK LA CAPRIA** is named Sports Director. **GM RIC SUPPLE** and **FM PD MIKE DOYLE** continue in those posts.

● **TOMMY ALLEN** has been upped from PD to OM at WQHK & WMEE/Ft. Wayne, IN.

● **GORDON WEINGARTH** has been upped from AE to LSM at WHCN/Hartford. He joined the station in 1982.

● **KATHLEEN WARNER** has been promoted to Sales Manager at WMIL/Milwaukee. She joined the station as an AE in March 1986.

● **PATRICK FITZGERALD** has joined WXRT/Chicago as Retail Marketing Specialist. He was most recently an AE at crosstown WLOO & WCZE.

## Records

● **JEFF MOSELEY** has been upped from Director/Marketing to President at Reunion Records. In other restructuring moves, **TERRY HEMMINGS** has joined the label as Exec. VP/COO from the J.C. Bradford Co., where he was an investment broker; former Reunion Director/Public Relations **MELINDA SCRUGGS** has been appointed Director of Marketing/Public Relations; and **MICHELLE PRUETT** moves to Sr. Publicist.

● **KARL WASHINGTON** heads the new Envious Records label, a joint venture of KMW Productions and Brass Rings Productions. **REGINALD JONES** of Brass Rings is Financial Coordinator and Business Affairs Rep and **KEVIN McCLENDON** is Technical Coordinator at the label.



Kathleen Warner

Roy Gattinella

Pat McCrummen

● **ROY GATTINELLA** has been promoted to Western Regional Manager at Windham Hill. He was previously Director/Alternative Sales and Marketing for 18 months.

Also, **JOHN McNAMARA** has been named Midwest Regional Manager for the company. The ten-year music industry vet previously held sales and promotion posts with RCA and ABC Records, and was an AE at WGBO-TV/Chicago.

● **BILL HICKMAN** has been promoted to Director/National Video Sales from Director/National Video Accounts at MCA. Former MCA Director/Regional Video **JANICE DURR** has been promoted to fill Hickman's previous position. Also, the company's **DAN GRANT** has been promoted from Local Sales Rep to Regional Video Director/Midwest.

## Industry

● **PAT McCRUMMEN** has joined the Programming Consultants as Northeast Regional Manager. He previously was Director/Research at Vaughn Broadcasting for six years.

● **JIM FORRER** has been named Manager of Republic Radio's Detroit office. He joins from Select Radio/Detroit, where he was Sr. VP/Midwest Regional Manager.

● **JOE GARNER** and **LIZ LAUD** have been elevated to National Station Sales Managers for the Westwood One Radio Networks. They previously served as Regional Station Sales Managers for the company, which both joined in 1986.

● **DAVE HAMILL** has been appointed Communications Manager at NARM. Prior to this he was Editor of the monthly entertainment publication *Fine Times Magazine*.

● **KATHY WHITE** and **JANET THERRIEN** have been upped from Market Research Specialist positions to Associate Research Director and Associate Research Director/Hispanic Radio Sales, respectively, at Katz Radio. Also at Katz, **ELIZABETH HABAN** has been upped from Sales Asst. to Market Research Specialist.

● **STEVE SUTTON** has joined the staff of Sutton & Associates, where he will develop a radio programming/sales division for the sales/management consulting firm. The 17-year radio veteran formerly worked at WLGA/Valdosta, GA and WARM/Atlanta, and most recently served as Radio Editor for the *Hard Report*.

● **GAIL LEE**, most recently Director/Administration at Pasha Music House, has established Lee Management Services. Prior to her four-year Pasha stint, Lee held promotion and marketing posts at KHFI/Austin and KEGL/Dallas-Ft. Worth.

● **REGINA JONES**, former owner and publisher of *Soul Magazine*, has formed PR/promotion/consulting firm Regina Jones & Associates, based in Los Angeles.

## CHANGES

**Leana Wild** has been upped from Production Manager to Associate Director/Production at Arista Records. The Production Manager slot has been filled by **Gerry Kuster**.

**Frederick Brown** has joined the Warner Bros. legal staff as an attorney.

**Josh Nash** has joined Banner Radio as an AE in the company's Dallas office.

**Diane Max** has been appointed Director/Video Programming, Columbia House Division at CBS.

**Gregg Oehke** has joined WRIF/Detroit as an AE.

**Mary Cancassi** has been named AE at KNX-FM/Los Angeles.

## PROS ON THE LOOSE

**Peter Collins** — AM Drive KRQR/San Francisco (415) 327-7707

**Terry Corbell** — News Editor/Anchor KSL/Salt Lake City (801) 355-2508

**Joe Dawson** — PM Drive KHIT/Seattle (206) 747-6663

**Dave Dunkin** — Middays WKLH/Milwaukee (414) 258-2003

**Bob Lewis** — OM WRVQ/Richmond, VA (804) 730-1507

**"Big" Ron O'Brien** — Afternoons KHIS-FM/Los Angeles (818) 343-3880

**Dave Thompson** — Evenings WHBT/Milwaukee (414) 281-3182

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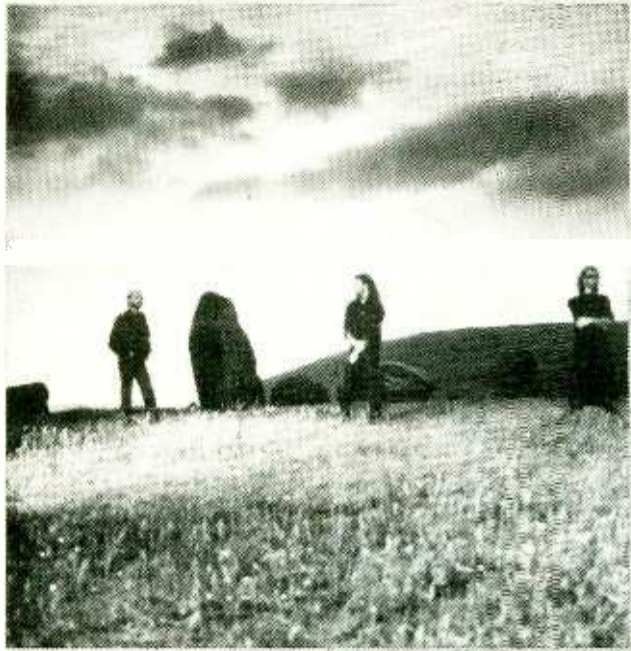
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- WQCM add
- 95XIL deb 40
- KQCR 38-36
- KQIZ add 37
- Q101 38-31
- KNAN add
- Y94 35-33
- KFRX 34-30
- KGOT add
- KZFN add
- OK95 deb 39



## STREET TALK

Continued from Page 38

### Tube Time For Thomas

Look for **POWER 106/L.A.** morning drive sidekick **POWERMOUTH PATTY** to soon appear as a VJ on **VH-1**. Morning maniac **JAY THOMAS** is conducting a "Star Search" replacement contest for her. Jay himself will appear in three upcoming episodes of "Cheers," in his rockin' role of goalie "Eddie LeBec," who will end up marrying "Carla" in a special one-hour two-parter. Jay will also be featured in an upcoming episode of "Family Ties" as well as the **NBC** nighttime soap "A Year In The Life."

Look for good things to happen soon for **CHRYSALIS** Associate Director/Singles **JAN TEIFELD** and Associate Director/AOR **JEFF LAUFER**, both based in L.A.

### Jock Jumps

**KRQR/SAN FRANCISCO** grabs **STEVEN (BAILEY WILLIAMS) B.** for mornings from **KPKE/DENVER**, as **PETER COLLINS** exits.

**RANDI RHODES**, last at **KTKS/DALLAS**, moves to **WQFM/MILWAUKEE** as morning sidekick to **PERRY STONE**.

**BRUCE CAREY & SCOTT PARKIN** leave mornings at **KMYZ/TULSA** for wakeup service at **KZEW/DALLAS**.

**STREET TALK** hears that **EDDIE MURPHY** is going to warble at least one tune on the soundtrack to his next film.

Word has it that **KS103/SAN DIEGO** will not be replacing MD **GREG ROLLING**, who leaves to program **KKYK/LITTLE ROCK**. Instead, PD **NICK FERRARA** will pick up the MD duties.

With the Nashville market in a constant uproar, and speculation that *somebody* will be going CHR to replace **KX104** (which recently became Classic Rocker **WGFX**) running rampant, **Y107** morning man **COYOTE McCLOUD** has hung a "do not disturb sign" outside his door. The ink is still drying on a new one-year deal "with a substantial raise, and more benefits, plus incentive bonuses."

### Programmers On Parade

Longtime **WRVQ/RICHMOND** Operations Manager **BOB LEWIS** has departed on friendly terms. PD **JIM PAYNE** moves into the vacancy, leaving a prime PD opening.

**STEVE DAVIS**, former PD at **WARM/ATLANTA**, moves into the PD position at **WNOK/COLUMBIA, SC**, where he'll also do afternoons for Operations Manager **LEO WINDHAM**.

**WGLF/TALLAHASSEE** PD **DON CRISTI** has exited. **SHOTGUN KELLY** is interim PD.

**WFM/LEXINGTON** programmer **CHARLIE FOX** says goodbye to radio. MD **INDY JONES** becomes PD.

**HOT103/NY MD STEVE ELLIS** adds Assistant PD duties to his daily routine, while **SUNNY JOE STEVENS** has joined **HOT 103** for swing duties, coming from **KC101/NEW HAVEN**.

**KLOS/L.A.**'s new morning team of **MARK THOMPSON & BRIAN PHELPS** debuted with the duo listing the people they'd most like to "beat the hell out of" as a regular feature. The list included "Spuds McKenzie" and **NANCY REAGAN**, among others. Mark & Brian also aired a produced parody of the "Mr. Ed" TV theme with the opening line, "A bottle of glue is a bottle of glue, unless of course it was someone you knew..."

**MCA** just upped **LIZ HELLER** to VP/Artist Development from her previous Director/Music Video post. Meanwhile, **JANIE HOFFMAN** moves into the label's National Director/Media & Artist Relations slot, coming from her Associate Director/Publicity position.

Street Talk hears there may be two new promotion appointments at **ENIGMA: PAM NEWMAN** to head National Album Promotion and **BEN BROOKS** coming for National Singles honors.

**KNX/L.A.**'s GM **GEORGE NICHOLAW** recently celebrated his 20th anniversary with the station. Meanwhile, on the FM side, PD **ANDY BEAUBIEN** is looking for a female sidekick to do wakeup service. T&Rs only.

Former **WAIV/JACKSONVILLE** PD **FRANK PROCTOR** joins **RADIO ARTS** as Director Of Special Projects. He had previously spent nine years at **DRAKE-CHENAULT** as National Programming Consultant. Radio Arts is also celebrating the recent inking of its new Country client, **WRRB/SYRACUSE**.

**KQLH/SAN BERNADINO-RIVERSIDE** MD/AM drive personality **DANNY GILCREST** has been upped to PD, while **STEW BERGER** shifts from middays to PM drive and becomes Assistant PD.

Condolences to **WQFM/MILWAUKEE** PD **GREG AUSHAM** on the death of his father, **CLARENCE**. The elder Ausham had previously been Chief Engineer at several stations in the Upper Midwest, and was the obvious inspiration for his son's later choice of careers.

University of Phoenix (located in Aurora, CO) graduate student **JOHN HOWARD**, who also happens to be Assistant PD for **KVUU/COLORADO SPRINGS**, is asking for the 250 PDs and OMs nationwide to take the time to complete the questionnaire they've recently received that will provide the research for his master's thesis. Help light the lamp of radio knowledge by filling yours in and returning it.

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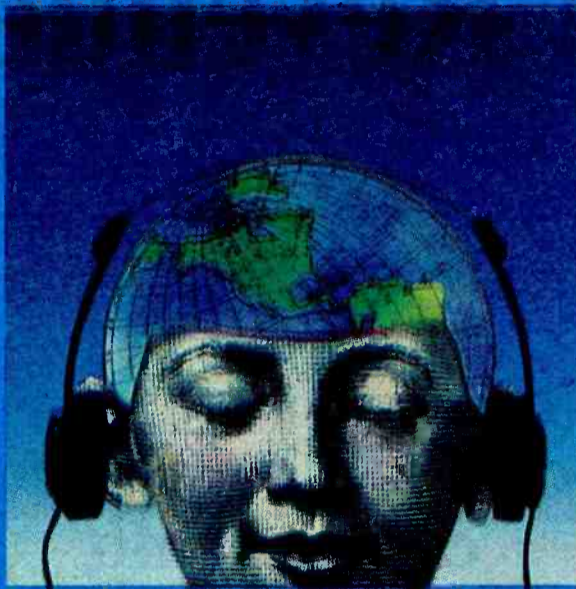
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## CASH FLOW MANAGEMENT

# Budgeting Expenses & Revenues

By Paul Lucci

In only a few months, radio stations operating on a calendar fiscal year will begin the process of creating a 1988 budget. The arduous job of assembling budget projections is part of the invaluable planning process necessary for successful operation of a radio station. For most broadcast companies, "success" means producing a desired level of positive cash flow. And for those same companies, next year could well be characterized as "The Year Cash Flow Became King."

### Cash Flow = Real Value

The term "cash flow" has a very specific meaning when used in connection with the broadcasting business. It's the amount of money left over after operating expenses are deducted from net revenues. In other words, it's the cash available to pay against debt after all the other bills are paid.

Broadcast cash flow disregards the effects of depreciation, amortization, interest, and income tax on the company's income statement. In addition to its role in paying off loans, cash flow often determines the radio station's selling price, set at some multiple of the figure. In cash flow lies the real

value of a radio station — its power as a Great Electronic Machine to retire debt and pay a healthy return on investment.

Armed with the knowledge of what cash flow represents, a GM may want to rethink his role in

are well advised to increase time on expense budgeting.

Why focus on expense budgeting? Doesn't it make more sense to put top priority on revenue budgeting? Not really! Look at it this way: after a station breaks even, it

year. Finally, its relative value to the overall operation and expected effect on cash flow must be analyzed.

### Don't Let Dept. Heads Create Budgets

Many budgeting experts say you should allow your department heads to create the expense budgets for their own departments. This non-expert says that such action is the same as letting the inmates run the asylum. The GM must be intimately acquainted with every expense item and inspect each new expense with a jaded eye.

This is not to say that department heads should not have input to the expense budgeting process. On the contrary, an extensive review of each minute expense should be conducted by the GM

### A Dollar Saved Is \$1.40 Earned

After a station breaks even, it takes \$1.40 in additional sales to equal \$1 of expense cutting. These are some of the expenses that come out of every revenue dollar:

- Sales Commissions
- Sales Overrides
- Advertising Agency Commissions

making up the budget. No longer is budgeting a matter of throwing together projections of revenues and expenses for the next fiscal year. Careful research should be given to every budget line. Judgment must be made based on each budget category's direct influence on the bottom line. The resulting budget would then become a road map to the company's cash flow.

An interesting thing sometimes happens on the road to cash flow. GMs often tend to spend more time budgeting anticipated revenues than they do expenses. This is probably a natural tendency, since most GMs rose through sales departments. While accurate projection of revenues is important, GMs

takes roughly \$1.40 of additional sales to have the same effect on cash flow as would \$1.00 of expense cutting. Remember that out of each revenue dollar, sales commissions, sales overrides, and possibly an advertising agency commission must be paid, leaving a considerably smaller pile of money than what was billed to apply to cash flow.

The entire budgeting process must begin at least 90 days from the beginning of the fiscal year, for there's much to be done. First, each budget expense line must be broken down into component parts. Then each individual item must be examined to determine its projected cost each month of the new

"The entire budgeting process must begin at least 90 days from the beginning of the fiscal year."

face-to-face with each department head and, if necessary, individual employees. The GM should include an expense item in the budget only after it has been justified as to its effect on cash flow.

A worksheet should be written up and saved for each included expense item. As the fiscal year progresses, the GM can refer to the



Paul Lucci (aka Paul Todd) is a radio management consultant whose background includes a stint as air personality/PD at **WNOR-AM & FM/Norfolk** from 1970-75 and VP/GM at crosstown **WNVZ** from 1982-85. Lucci may be reached at (804) 624-9741.

worksheet to understand quickly how the original estimate of the item was developed. Each line of the budget expenses may contain several component items that add up to the total. A different worksheet should be filled out for each item and the documentation of the expense attached. This will save the GM time searching for contracts, agreements for services, and past invoices if a question should arise.

Continued on Page 44

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## Budgeting Expenses & Revenues

Continued from Page 43

The relative impact of each expense line can vary with the type of station, AM, FM, or combo; the format; and operating configuration. Some combos operate out of two or more studio and office sites with two or three transmitter sites. It goes without saying that a single, integrated studio-office-transmitter site will save time and money. Keeping the operation as simple as possible on all levels reduces expenses.

### Payroll Largest Expense

The largest single expense in virtually all radio stations is employee payroll. While usually budgeted by department, the overall payroll expense can easily account for half of the radio station's cash outlay. Therefore, GMs must spend as much time as needed on careful budgeting of people costs.

Also, the cost of each employee is not just salary or wages but the hidden costs of federal and state taxes, unemployment taxes, and

**"Many budgeting experts say you should allow department heads to create expense budgets for their own departments. That's letting the inmates run the asylum."**

insurance. All those taxes and benefits can add a whopping 20% or more to the cost of each employee. This has to be sobering news to any GM planning an additional hire. This is also why it makes sense to hire better-quality employees whose productivity is higher, and hire no more employees than actually needed. A smaller staff also spends less time exchanging and coordinating information among its members.

When budgeting for payroll expense, don't forget that each employee will be taking some vacation time throughout the year. Few of those employees will be able to take time off without a temporary replacement sitting in for them. The cost of the person(s) filling in must be planned and included in payroll expense projections.

Many expense lines other than payroll go into a radio station budget; far more expense lines than revenue lines, to be sure. Let the sheer number of expense items be a reminder of how much time should be spent on the expense side of budgeting.

A final message to GMs about to begin this process: treat the company's money as if it were your own if you aspire to run a successful radio station.

### Expenses Other Than Payroll

While payroll generally represents 50% or more of the total cash outlay of most radio stations, many other budget lines — some large

and some small — make up the critical "other half" of radio station expenses. Some of these, unlike payroll, may vary dramatically from one month to the next, depending on factors such as rating periods, weather, equipment breakdowns, etc. Like payroll, these other expense lines may contain a number of component parts of items which, taken together, make up the entire budget line.

Expense lines other than payroll generally fall into two broad categories: discretionary and non-discretionary. Discretionary lines would be subject to immediate revision by the GM for the coming budget year. Non-discretionary budget lines are the ones over which the GM may have little or no control for the coming year.

The fact is, virtually all budget lines are discretionary at some

**"Treat the company's money as if it were your own if you aspire to run a successful radio station."**

point. Major contracts governing certain expense lines may be negotiated or renegotiated from time to time. It's at those critical points that the GM must consider an agreement's longterm impact on the budgets of years to come.

For example, consider a lease for new studio and office space. A hypothetical radio station is to be relocated, and the GM is put in charge of the job. The GM's instant reaction is to construct a monument, a Taj Mahal of broadcasting to impress listeners and clients. Yet while radio broadcasting certainly has elements of Hollywood, a showy studio and office at a pricy

**"GMs often tend to spend more time budgeting anticipated revenues than they do expenses."**

address does little to enhance cash flow.

Few clients actually visit radio stations, and the listeners should form a mental picture of the station from what comes out of the speaker, not from the rug in the lobby. It doesn't make good business sense to commit a fortune in rent for years to come when clean, spacious studios and offices located where the sales staff can readily access clients will do nicely.

Other examples of longterm commitments that can lock in expenses lines for years to come are those for audience measurement services (Birch and Arbitron), contracts for news wire services, equipment leases, computer and software leases, and contracts for programming services such as syndicated formats or production aids. All of these will take away GM budget discretion for the life of the contract, but are negotiable before signing the contract. When budgeting such expenses, the GM must simply refer to the contract to estimate the expense line for the new year.

### Partial Discretion Items

Expenses for public utilities fall into the partial discretion area. Since rates that such utilities charge are generally fixed, the GM does not have total discretionary power — but can influence the budget's outcome. For example, many stations find that their long distance bills can be cut substantially by using outgoing WATS service. WATS rates are based on a

Continued on Page 47

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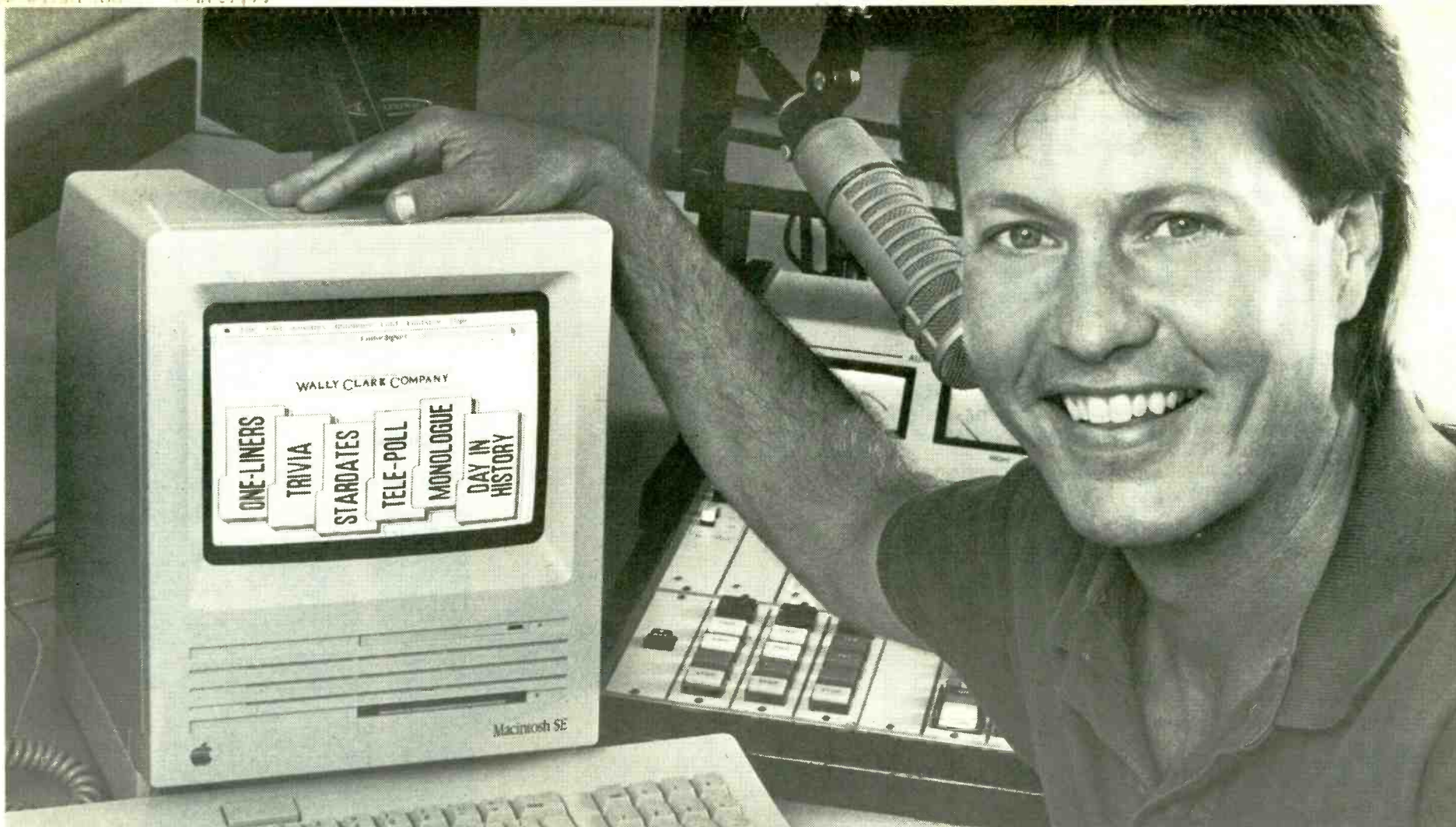
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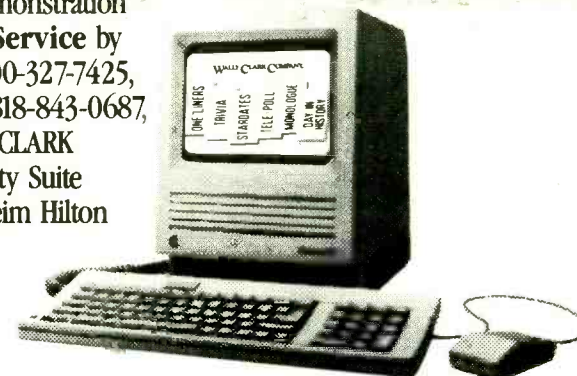
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## Budgeting Expenses & Revenues

Continued from Page 44

bulk purchase of long distance time. Similarly, some power companies offer a lower rate for bulk electricity usage, for which many radio stations qualify.

One large expense that is both non-discretionary and non-negotiable is the music license fee. ASCAP and BMI fees are the result of an industry-wide agreement and are, for the most part, revenue-driven. In other words, the station may sustain a decrease in cash flow in a given year. But if revenues rose, so

**“The largest single expense in virtually all radio stations is employee payroll.”**

will the ASCAP and BMI license fees. (Just one more reason to keep cash flow maximized.)

To estimate the coming year's music license fees, the GM should,

**“The greatest amount of planning time should be spent on those budget lines over which the GM has total control — discretionary expenses.”**

using last year's report forms as a guide, do a pro-forma based on an estimate of current year's financial results. Also, it's necessary to account for the billing adjustment ASCAP and BMI will remit for additional fees if the station is doing better than predicted by last year's report form.

### Controlling Discretionary Expenses

Clearly, the greatest amount of planning time should be spent on those budget lines over which the

GM has total control — the discretionary expenses. Unfortunately, most GMs rely on historical information plus some sort of “growth factor” to project these expenses. All too often historical expense levels are too high, too low, or just plain won't relate to future radio station structure and operation.

For example, advertising expense is second only to payroll in importance at many stations. Likewise, it's a discretionary expense that's almost totally under the GM's control at most stations. A well-conceived advertising plan can dramatically increase audience and cash flow. An advertising disaster can literally put a station out of business. An unhurried item-by-item review of a coming year's advertising expense is certainly needed.

In fact, budget time should be viewed by the GM as time to carefully examine all discretionary expenses and the assumptions upon which expense projections are based. New cost controls may be call-

### Controlling Expenses

- Plan ahead
- Shop around
- Use your best negotiator
- Renegotiate commitments when necessary

ed for; even higher expense levels in certain areas may be appropriate. Budget time is the time to establish goals for expenses as well as revenues.

Two principles will help hold down excessive expense growth and help meet expense goals. First, as the old song says, “shop around.” Today there are many suppliers whose products and services for radio stations are roughly equivalent. It pays big budget dividends to shop the various suppliers. Second, when making expense commitments, whether long or short-term, negotiate the cost when possible. Keep in mind that every expense dollar saved enhances cash flow with a power greater than another revenue dollar. Use the best negotiator on staff (it may not be the GM) to arrange contracts. The longer the term of the agreement, the more attention should be paid to the negotiating process since the effects will be felt for months and possibly years.

Finally, no radio station ever went down the tubes because of too much planning. The budget itself is a plan, a model that should serve as a blueprint for the station's operation in the coming year. The greater budget expense accuracy going into the year, the easier it is to understand and account for cash flow developments during the year.

### Revenue Budgeting

After wrestling with the expense side of the budget, the GM must shift gears to focus on revenue forecasts. One of the few comforts in this activity is that it may put GMs on more familiar turf, since most have sales backgrounds. The comfort ends there, however, as the job of accurately predicting billing is much more elusive than predicting expenses.

**“All too often historical expense levels are too high, too low, or just plain won't relate to future station structure and operation.”**

While a GM can exercise control over expenses, revenues can only be influenced. There are marketplace factors with which the station will have to contend. A downturn in national advertising revenues, for instance, may be frustrating but uncontrollable. Also, the GM's direct influence over the sales department's performance may be limited somewhat by the station's management infrastructure.

Nevertheless, when budgeting

Continued on Page 49

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Produced by Wendy and Lisa and Bobby Z

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KRBE	WRCK add	WOMP add
WMMS deb 38	94TYX add 39	WCGQ add
KDWB 20-14	Y106 add	WBNQ add
WLOL 18-15	KITY add	Y94 38-34
FM102	WKDD add	WKFR add
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### No Surrender

From the Columbia Lp: "Bangin'" 40619

Produced by William Wittman

Early Believers At:

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KCPX	WJAD
KTUX	KNAN
KIKX	KUUB
KZZU	KOZE

AOR Album: 33



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## Budgeting Expenses & Revenues

Continued from Page 47

for revenue, the GM must shift his attention from "How are we doing?" to "How *should* we be doing?" (Actually, the question should be asked more often than just at budget time.) No one should be more qualified to look into the future revenue prospects of the radio station than the GM. Other employees are so embroiled in daily operations that they rarely get beyond today's state-of-affairs. Fore-

**"While a GM can exercise control over expenses, revenues can only be influenced."**

sight and overview should be left to the GM. The starting point is an analysis of overall market revenues for all radio stations.

### Estimating Market Revenues

There are two ways to estimate total market revenues. If the GM is very lucky, a local broadcaster group has been formed to report all station revenues to a central clearinghouse such as Miller Kaplan and Arase, Hungerford, or a local CPA firm. Such sharing of revenue information on a blind basis helps all market GMs do a better job of managing and budgeting.

If, on the other hand, there is no such report, total market revenues can be projected from retail sales. On the average, \$3-\$3.50 in radio advertising revenues are generated for each \$1000 in retail sales. Factors such as market growth or decline and the market's role as a shopping hub can drive the average up or down accordingly. Without question, there's room for error in projecting by this method.

### Steps To Projecting Revenue

- Use a clearinghouse, if available
- Factor in retail sales
- Consider market growth or decline
- Look at ratings as "weighting factors"

Once the current total market revenue is pegged, a projection of next year's total revenues can be made by applying the economic growth factors for the market in question. Then it's time to ask, "How big will my slice of the pie be?" There are three ways to estimate what a station's percentage

**"Other employees are embroiled in daily operations. Foresight and overview should be left to the GM."**

of market revenues will be:

- **Gut Method** — The least accurate, this method is used quite often with limited success. It ignores marketplace factors and reflects a GM's wishful thinking about revenues. It views the radio station as a closed system, limited only by the internal factors. In some simple markets with limited competition, the gut method can have surprising accuracy, reflecting the intuitive ability of the GM. Unfortunately, with competition being what it is in virtually every market, this estimating method is the dinosaur of budgeting.

- **Historical Method** — If the market revenues of the past few years are known and accurate station records have been kept, it's relatively easy to know what the station's historical percentage of market revenues has been. In all likelihood, unless there's been a dramatic change in programming, ratings, competition, or quality of the station staff, the percentage of market revenues the station will achieve is going to remain more or less constant.

If local broadcasters are reporting revenues to a monitoring service, the GM will know, with great accuracy, the percentage of the market revenues enjoyed by the station. The same historical percentage can then be applied to future market revenues. The danger

**"No radio station ever went down the tubes because of too much planning."**

in using the historical method is, of course, the effect of a change in the marketplace, inside the radio station, or both.

- **Book Method** — The most accurate way of predicting revenues, which isn't available to all stations, is based on audience survey results. The "book" method's accuracy has little to do with the direct relationship of Arbitron or Birch to the selling process. Instead, this method assumes there's a relationship between the overall impact of the radio station, reflected in 12+ listening share, and the share of total market revenue which will accrue to the station during the coming year. The formula for projecting revenue by this method would look this way:  
 $Audience\ Share \times Weighting\ Factor \times Market\ Revenue = Station\ Revenue.$

The weighting factor would adjust for the relative sales demand for the station's demographics. A station with strength in the "glamour" demos of 25-54 adults would have a greater weighting factor than a station delivering primarily

12-17 year-olds. Because of the variation in audience shares reported by Arbitron and Birch, the weighting factor would also differ between the services.

In actual practice, certain seasonal rating books may reflect greater influence over revenue than others. For example, the audience share in a fall report may have a greater-than-average influ-

**"There is no foolproof method of estimating future radio station revenue performance."**

ence on a station's revenues in the new year. This could be because performance in the last quarter may have a profound effect on whether certain longterm contracts will be signed by advertisers for the following calendar year.

There's no foolproof method of estimating future radio station revenue performance. Incorporating all three methods outlined above seems to be the best choice for accurate total revenue projection. This kind of consensus approach would have a statistical basis (Book method), tempered by knowledge of the past (Historical), but would not ignore the instincts (Gut) of the GM.



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FIVE RESEARCHERS TELL WHAT TO EXPECT

# Testing Television Creative Ideas

By Steve Stockman

**Y**ou rack your brain for weeks and finally come up with a great idea for your station's TV spot. You love it, the morning team loves it, the sales manager loves it. So you have it produced by a local production company . . . and they love it. You spend a fortune to run it. When the book comes out, your ratings are down. What happened?

Everyone loved your spot — except the station's target listeners. When you come right down to it, they're the only ones who matter.

Being sure you're running the right spot is simply a matter of asking your target what *they* think about it before you have it produced. In other words, do research.

## Why Test?

Radio stations spend between \$100,000 and \$1,000,000 a year running TV. For most, it's their single biggest promotional expenditure. Yet some stations hesitate when it comes to researching TV creative.

"How can you in clear conscience commit a station to a quarter of a million dollars worth of advertising and not have a clue about whether it will work?," asked Bob Harper, President of Bob Harper's Company. "In most markets, if a station would just drop two primetime commercials from their

yearlong schedule, they would pay for the research."

Emmis Research President Jim Riggs commented, "We used to come up with creative ideas that we didn't test. Some succeeded, some failed miserably. Now we test everything. We're so deeply in-

olved that a spot may deliver the results for us, but not for the general public."

He also mentioned another obstacle radio stations face in getting their message across: "Radio people have a bad habit of thinking that radio is as important to people

## Deciding What To Test

Money You Save May Be Your Own

Research will help you determine the best TV commercial of the ideas you test to get your message across to the target audience. Knowing which scripts or storyboards to test, however, is of prime importance.

Ask yourself the following questions about a concept you're preparing to test. If the answer to any of them is "no," don't test the script or storyboard without revisions. The money you save may be your own.

- Does the script or storyboard reflect the main idea you want to get across?
- Is it focused? Does it deliver the message in a pointed, concise way?
- Will the target audience care?

- Is it unique in your market (i.e., nothing else like it on TV); to the station (the spot wouldn't work well for another station in town)
- Is it credible? Are the claims it makes true?

- Does it cut through the clutter? When played next to other local and national TV spots in the market, will the finished spot stand out?
- Does it reflect the station's personality? Are you truly comfortable with this idea for your station?

- Are your cails and dial position made memorable by the spot?

**"Radio people have a bad habit of thinking that radio is as important to people on the street as it is to us. It's taken for granted by them."**

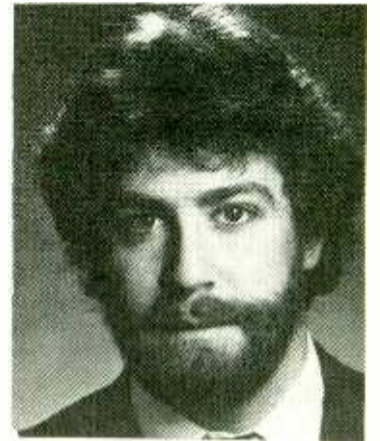
—Jim Riggs

on the street as it is to us. Actually, though, it's taken for granted by them because it's always there and it's free."

Harper agreed. "Women are 20 times more involved in their choice of supermarket than in their choice of radio station. You're fighting for a share of mind that's very small."

Research Group President Larry Campbell put the question of testing TV creative in terms of return on investment: "Say you have a B- or C+ spot vs. an A+ spot. In testing, you find the A+ spot is much more helpful in communicating the key benefits, dial position, and station call letters. It really motivates them to listen to the station, where the C+ spot *might* motivate them.

"In the top ten markets, if the \$15-20,000 in pretesting is worth a difference of even half a share point, that's \$500,000 to \$1.5 million in sales. In smaller markets, where



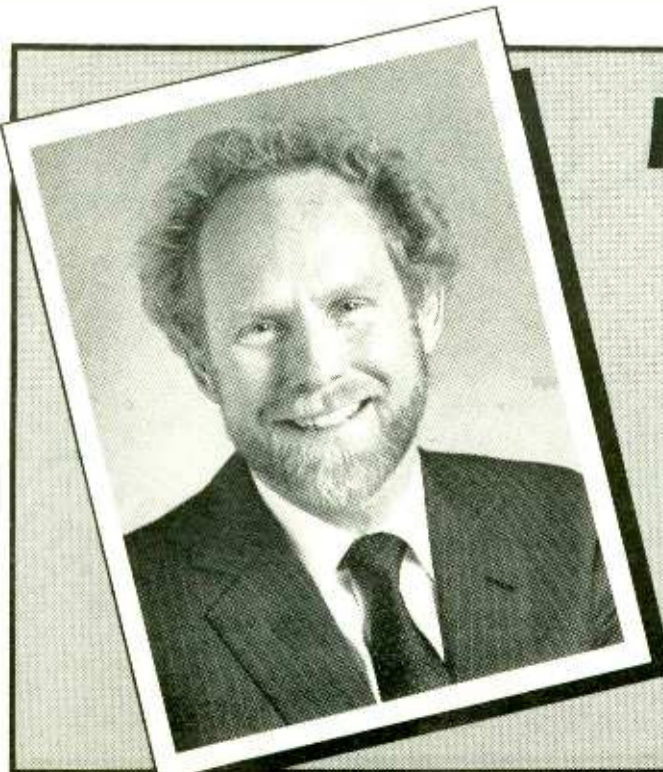
Steve Stockman

Steve Stockman is the President of Framingham, MA-based **Custom Productions**, a company that creates and produces custom television commercials for radio stations. Before founding the company he was Director/Marketing, Advertising & Promotion for **WAAF/Worcester-Boston** and National Promotion Director for parent **Katz Broadcasting Company**.

Stockman is the author of "More Powerful Commercials," a TV production how-to guide, which is available free to radio stations. Call (617) 879-6180.

the cost of testing is less, there may be an opportunity to improve ratings by two, three, or four share points. That still translates into more billing and a good ROI."

Continued on Page 52



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## GIANT BOOM BOX TAKES RADIO BY STORM

In February of this year the Giant Boom Box was introduced to the radio industry. Today, only seven months later, the Giant Boom Box is one of the industry's big success stories, having been sold to more than eighty stations nationwide. Why the success? The Giant Boom Box is that magical product that achieves high impact for the programming department and increased revenue for the sales department. Rarely can a radio promotion tool do both.

In Dallas, Y95 program director **Buzz Bennett** recognized the value immediately and was the second station in the country to purchase a unit. "In thirty years of radio, I've never seen a more effective promotion tool," said Bennett. "The bottom line is . . . it really works. It draws a crowd no matter where we go. Even when we pull into a gas station. I've never seen anything get this much attention."



Buzz Bennett- Y95/Dallas

Unlike the inflatable boom boxes, the Giant Boom Box is as practical as it is attention getting. Constructed of molded high stress fiberglass, the box has a roomy and climate controlled 5x7 foot interior studio space that can be used for remotes and a myriad of promotions.

**Jim Marchyshyn**, director of marketing and promotions at **Emmis' KSHE** in St. Louis said their boom box made an ideal autograph booth at a recent **Charlie Daniels** concert. "It was great. Charlie was in a booth with our logo all over it. The crowd could come up to the window for autographs, yet he was comfortable and well protected. At the same time, we had our station blasting, promoting our image all over the county fair."

Marchyshyn said they are no longer at the mercy of the weather. "In the winter we can still do lots of outdoor events like the **Busch City** ski fest. We can also use it in the malls, the rod and custom show and all those events that come around when the weather is cold. Plus, if **KSHE** is obligated to do something outside for a client, the station can still show up even when the weather doesn't cooperate. There is nothing worse than explaining to a client than the promo-

tion he paid for won't go on because the weather isn't just right," said Marchyshyn.

The practicality goes beyond the station's ability to use the unit all year round. **Steve Butler**, President of Giant Boom Box Industries explains, "You can mount your equipment in the unit and leave it set up." Butler continued, "The jocks and engineers don't have to hassle with running wires, carrying equipment and all the standard procedures. You just pull the unit up and plug it in. You're operational within minutes."



Jim Marchyshyn-KSHE/St. Louis

Butler said many stations equip their boom boxes with a generator so there's no need to plug the unit in, a handy feature for outdoor promotions. "Your personnel can actually drive to promotions while the station is blasting from the speakers," Butler noted.

Another reason for the success of the Giant Boom Box is its massive size, a towering 12 feet high and 20 feet long. With its telescoping banner poles, the box height extends to 18 feet. "It dominates every event we attend," said **Zemira Jones**, General Sales Manager of **DJ-100** in Washington, D.C.

"We recently did a joint 'Walk Away From Drugs' promotion along with several stations in town. When we showed up, boom box blasting, it became our event," said Jones. "Our competition packed up and left. Now, if our competitors know the boom box is going to be present at an event, they don't show. It's the best, most effective way to recreate the excitement of your station on location."

**New World Communications** President **Jerry Clifton**, who has boom boxes at several of his client stations, calls them head-turners.

"The Giant Boom Box causes people to talk about your station . . . not just listen to it."

**KSHE's Marchyshyn** concurs. "It's like being the kid who has the hottest car on the streets . . . you stand out and get a lot of recognition. It separates you from anyone else. When all the stations are playing close to the same tunes, you have to find ways to stand out and be remembered. The boom box does that."

**Buzz Bennett** says, "It's like a hit record. People really do like it. It works like magic . . . it makes people talk about us. It's a showpiece."

Increasing station revenue is another reason stations give for the fascination with the boom box. Because of the unit's design, sponsorship signage is possible without being intrusive. The majority of the stations involved have had the



Steve Butler, Pres./ Giant Boom Box Industries

entire cost of the unit paid for by image-conscious advertisers like **Coke**, **Pepsi**, **McDonalds**, **Dr. Pepper**, **Budweiser** and others. The boom box's ability to generate additional dollars for remotes and appearances appeals to **Dallas' Y95**. The station paid for the unit in the first 30 days they had it. According to **Bennett**, this was all new found money. "Clients love it. It's one of our best sales tools. Car dealers all want it. Once one signed up, they all had to have it," he emphasized.

At **Washington's DJ-100**, **Zemira Jones** decided to offer quarterly sponsorships. As Jones was presenting the plan to **Church's Fried Chicken**, trying to sign the enthusiastic yet reluctant client, the box pulled up in front of the station. "Once they saw it, they couldn't sign fast enough," he said. "We got 70% of their radio budget and \$60,000 for one quarter . . . all because of the boom box. We would

[ADVERTISEMENT]



The WABB Giant Boom Box sports various options, including banner, backlit logo, LED programmable sign, on-air sign and video monitor.



EZ-104/Richmond introduced the Giant Boom Box at a recent summer picnic to a crowd of 18,000.

have only received a fraction of the budget otherwise."

Because of sponsorships and additional revenues, the Giant Boom Box is affordable in all size markets, according to boom box officials. The company touts sales in major markets as well as smaller markets such as **Glen Falls, NY**, population 25,000. In **Mobile**, **WABB** owner **Bernie Dittman** said, "Even in the 86th market it pays for itself. It's a great excuse to charge more, and the boom box opens the door. It shows the client you're doing something more to draw traffic."

**Bruce Beasley**, VP/GM of **K-Rock** in **Ft. Myers, FL** said "We'll see a 30% price increase as a direct result of the Boom Box. It lets advertisers know we are serious!"

Because of the market exclusive, the Giant Boom Box has been selling fast, said company officials.



Zemira Jones- DJ100/Washington, DC

"We get calls every day from stations who saw the advertisements three months ago and finally decided to do something about it . . . only to find out a competitor has scooped them," said Butler.

In **Houston**, a competitor of **Power 104** decided to make their own boom box from a utility trailer. Butler relates, "After spending thousands of dollars on the project, the station scrapped it because it couldn't compare in appearance."

The mad rush to get the boom box is easy for **Bruce Beasley** to explain. He says, "My competitor called to buy the box and found out

I had bought it. If the roles had been reversed, I would have felt like I'd been kicked in the gut. This is something you don't want a competitor to have."

**Steve Butler** tells of an incident before a recent **Monkees** concert and explains how a station without the boom box got burned. One **Mobile** station was in front of the concert hall with their **Coke** video van. Moments later, **WABB** drove up with the **Pepsi** sponsored **Giant Boom Box** blasting.

**WAAB's Dittman** elaborated. "The box was like a magnet, the crowd left our competitor and came to us. It's a phenomenon. It blasted our competition! They were so overwhelmed and embarrassed that they closed the video van and left. The next day **Coke** called and wanted to know why they hadn't been given a chance to sponsor the boom box . . . I reminded them that we had in fact come to them first and they turned it down."



Jerry Clifton, Pres./ New World Communications

Developed by radio entrepreneur **B. Eric Rhoads**, the Giant Boom Box has been sold primarily to **CHR**, **AOR** and **URBAN** stations, however several country, soft rock and **AC** formats have also purchased the units. The **North Palm Beach** company anticipates wrapping up the top 300 markets late this year, and based on the response I have no doubt it will happen. They can be reached at (305) 626-3774.





## Testing Television Creative Ideas

Continued from Page 50

### Send The Right Message

TV creative testing is a very narrow area of research, designed for a very specific purpose. You need to know what you want to say in a TV commercial before you start in on your creative; testing tells you whether or not you said it the right way.

"Develop as many different ways to sell your positioning statement as possible," said Campbell. "We want to see which approach will work best for your particular radio station in your particular marketplace for your target."

Rob Balon, President of the Benchmark Company, commented, "Testing should help the radio stations ask themselves, 'Am I communicating clearly? Am I selling at least one salient benefit of my radio station, and is that benefit easily understood? Does that spot distinguish me from my competition in a way that's recallable top of mind?'"

Harper mentioned one other consideration stations should take into account. "We often find that a slogan tests well but is not appropri-

**"How can you in clear conscience commit a station to \$250,000 worth of advertising and not have a clue about whether it will work?"**

—Bob Harper

ate to the client's station, or has the effect of promoting the other guy," he said. "Recall of the spot is immaterial — recall of the station is what's important."

"Credibility is critical," Campbell pointed out. "Is your message true from the target's point of view? Many Clio award winners go down in flames as being very ineffective commercials. It was David Ogilvy who said, 'It's creative only if it sells the product or service for the client.'"

Balon added that a radio spot must act as a vehicle of reinforcement to help convert real listening into reported listening. "If I have someone casually euming the station and not reporting listening, a TV spot should make the station more prominent in the viewer's mind," he said.

## TV Testing Dos And Don'ts

**"Before you start your research project, sit down and state in 25 words or less the exact purpose of exactly what you're trying to accomplish."**

—Jim Riggs, Emmis Research



**"Don't try to do storyboards that are 17 panels long with artwork that's three steps refined. It doesn't make it any better for the listener. It's better to look at as many scenarios as possible."**

—Rob Balon, The Benchmark Company



**"The strength of a video storyboard is the soundtrack."**

—Dave Vadehara, Video Storyboard Testing



**"Don't mix strategic messages. You've got to deal with the single marketing strategy that will make the station succeed or fail."**

—Larry Campbell, The Research Group



**"Take more innovative approaches to solving the creative problem. We are in show business. Put yourself in the place of the guy who did Fed Ex commercials . . . how would he do it?"**

—Bob Harper, Bob Harper's Company

### Testing Methodologies

There are a number of different methodologies in use for testing storyboard creative. At the Research Group, focus groups are the method of choice. According to Campbell, "Focus group testing is an important step in the marketing of a radio station that comes after the product is right."

Critical to the success of focus groups is careful targeting of the participants. Campbell advised that stations make sure the right people are used in the groups. "If you're testing a Country station, you don't want rock and roll or News/Talk listeners in there, just heavy users of Country radio."

It's also important to keep your groups focused on creative. "Format decisions or 'What should we say in our spot' questions should be done with high levels of reliability in a telephone study that covers 500-1000 respondents," added Campbell.

Bob Harper's Co. and New York's Video Storyboard Testing use mall intercepts and a larger sample base than that generally found in focus group testing. Video Storyboard Testing VP Dave Vadehara said, "We use one-on-one interviews in shopping malls, about 15 minutes long, about 100 for each commercial. Each person sees only one commercial."

According to Bob Harper, viewers don't normally see radio spots the way they see them in focus groups, where they are exposed to up to eight at a time. "Putting people in focus groups places them in the role of ad agency experts," he said. "You may be asking for a reaction on something they do not have a reaction to. We spent a year investigating all the major techniques of the package goods marketers. The guys who spend billions of dollars know that focus groups don't work, and that's why they don't use focus groups. McDonald's

**"Develop as many different ways to sell your positioning statement as possible."**

—Larry Campbell

would never do research the way radio stations do it."

A third methodology is used at the Benchmark Company. "We utilize an applied auditorium technique called confrontation analysis (CA)," said Balon. "We get a minimum of 75 respondents in a hotel room setting and expose them to storyboards, concept boards, rough cuts, or whatever the method may be. We ask them a variety of questions about it. In focus groups some people will talk more than others. The participants in confrontation analysis react to a written questionnaire."

Riggs said Emmis Research primarily uses "rather extensive" hourlong one-on-ones, which include a "precise, almost surgical" questionnaire.

### What You Won't Get From Testing

Riggs warned that people sometimes try to get too much into the testing process, and said reducing the amount of material tested can result in "a great deal more substance."

Vadehara added, "What you won't get out of storyboard testing are things dependent on production values, such as whether you have a beautiful starlet or wonderful photography."

Although researchers differ somewhat on the best testing methodology, they agree on one thing. As Harper put it, "The biggest mistake is not to test at all, making a quarter of a mil commitment based on 'It worked in Topeka.'"

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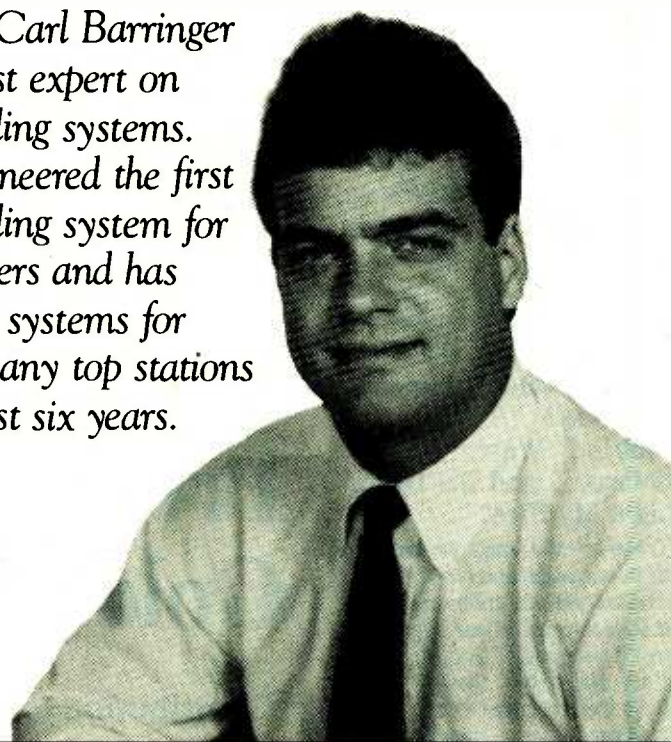
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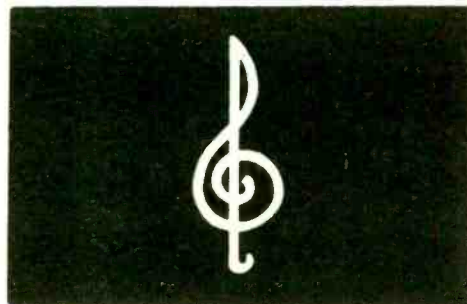
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CLASSIC HITS AN ENDANGERED SPECIES

# Surviving The Age Of 'Disposable' Music

By Rick Sklar

**P**opular American songs from the '60s and '70s strike a responsive, positive chord in most people. They can make you feel good just by recalling what they sound like. Remember the Beatles' "Hey Jude," Simon & Garfunkle's "Bridge Over Troubled Water"/"Mrs. Robinson," and the Doors' "Light My Fire?"

These are the songs we grew up with in our teens and twenties; the ones that jog our memories. Intimately entwined in our lives, they were the sounds of Top 40. So it's not surprising that these records, both in their original forms and in new arrangements, find their way onto adult music radio formats of the '80s.

In fact, when you look at the playlists that make up the Easy Listening, Soft Rock, "Lite Hit," Classic Hit, and Oldies formats, the majority of the selections and artists are from those earlier eras. These are the tunes and performers that are magic to adults and spell ratings when they are played. Without them, these formats would simply not exist.

The same scenario holds true for the songs and musical preferences of earlier generations. The music of Bing Crosby, Glenn Miller, Tommy Dorsey, Benny Goodman, and Duke Ellington was the teen sound of the '30s and '40s. And these same songs remain the preference of today's older generations who tune in the Music of Your Life stations and

old-line MOR stalwarts like WNEW/New York, where the "Make-Believe Ballroom" still holds sway.

**New Generations Need Classic Hits**

Psychologists, tracing the memories of people as they mature, have shown that we tend to go hazy

on details of what happened just a short time ago. But the memories of our formative years — including music — are burned forever into our minds. And while we take these songs for granted, it's abundantly clear that these tunes are a major resource of the radio industry.



Rick Sklar

**"Hit songs have been added to the list of 'disposable' products in our 'disposable' consumer society."**

Just the top 100 hits alone of each year of the rock era (going back 35 years) add up to 3500 songs. Cross-over hits that originated in Country, AC, Urban, and AOR further swell the inventory. As long as there is a public alive that remembers the music, whether it be of the '30s, '40s, '50s, '60s, or '70s, there will be a radio audience for that music.

But that audience will not be with us forever. Listeners are not immortal. There are new generations coming along, feeding into the audience pool that music stations draw from to create their loyal groups of target listeners. Where will we find the classic hits that will burn into

**Rick Sklar** is President of **Sklar Communications**, a radio program consulting firm located at 100 Park Ave., New York, NY 10017; (212) 370-0077. He was formerly VP/Programming for **ABC Radio**.

their memories and form anchor points for future adult music formats?

There's a sort of unspoken assumption that the new melodies will come, as they always have, from today's hits. Very few people have given much thought to this assumption, but they should.

Continued on Page 56

## Preventing Future Gold Shortage

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- **Shorter airplay spans**
- **Brief library shelf life**

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## Surviving The Age Of 'Disposable' Music

Continued from Page 54

### Fewer Mass Appeal Songs

Since it was invented, radio has been the number one marketing tool for popularizing music. Radio replaced the song plugger sitting in the window of the sheet music store. For decades, the songs of America were mass appeal hits played on the radio, sold as phonograph records, and often heard in motion pictures. During the last decade, however, coinciding with our entry into what sociologists call the "information age," changes began to occur in the marketing and exposure of popular music.

The number of radio stations tripled. Because of this population explosion, the musical marketing machinery underwent a metamorphosis. Radio stations began to specialize, offering much more narrowly targeted programming in order to carve out audience niches and survive as viable business entities.

**"The demands of today's marketplace are burning up musical product as fast as it's churned out. It's six weeks on . . . and off."**

In the case of music stations, we went from a few basic formats — MOR, rock 'n' roll, and Country — to dozens of variations. Instead of relying on mass appeal songs, broadcasters began to depend on music that would appeal to specialized age, income, ethnic, and lifestyle groups. Songs for a Format 41 would not always work with Cuban/Hispanic dance. Ballads used on AC stations could not break onto CHR playlists, where stations are so "pace"-conscious. Selectivi-

ty became narrower and narrower.

As a result, fewer songs emerge today that are heard on the majority of radio stations broadcasting music. There are fewer opportunities for melodies to work their way into the subconscious memories of tomorrow's adult radio listeners. At the end of a year we find that nobody remembers the top 100 anymore. Starting as early as 1978 we began to be hard pressed to find three or four dozen songs per year that we could remember.

The late '70s also saw another blow to mass appeal music — the emergence of disco and a major fracturing of the music audience. Most of us remember "I Will Survive" by Gloria Gaynor; it was the number one song of the year. How many other disco hits can you recall? Not too many. And the same phenomenon has occurred with each of the other musical and format specializations that have since arisen.

### Shorter Life Spans For Hits

But the cause of this future gold shortage goes far beyond music radio's format explosion and its need for narrower-appeal product. The second and perhaps more damaging part of this one-two punch is the shorter life span of today's hit songs.

The old songs, whether you call them "classic hits," "solid gold," or "blasts from the past," became implanted in our memories because we were exposed to them over a number of weeks and months. "Hello Dolly" by Louis Armstrong played for 22 weeks on WABC/New York. And it was on the charts for almost twice that time.

By contrast, the demands of today's marketplace are burning up musical product as fast as it's

**"Fewer songs emerge today that are heard on the majority of radio stations broadcasting music."**

churned out. Records used to have to prove themselves by staying on playlists from nine to 14 weeks in order to qualify for permanent admittance to station music libraries. Once in the library, they would last for up to ten years before being retired.

It's now six weeks on the playlist and off for many of what are considered genuine "hit" records. Then, after six months in a recurrent category, songs can look forward to a shelf life of no more than three years with brief exposure even during that time. With such little exposure to new songs on the radio, is it any wonder that people forget yesterday's hits?

### Age Of 'Disposable' Music

Hit songs have been added to the list of "disposable" products in our "disposable" consumer society. The classic hit, or oldie, has become an endangered species. Many of today's so-called hits have become as unmemorable as most of today's movies. We are, for the first time in the history of radio, playing throwaway hits in the same way that Hollywood gives us throwaway movies and never-to-be-remembered music videos. The Alfred Hitchcocks are no more.

If we're now at the level of disposable cameras, disposable cars, and disposable buildings, why not disposable music? You have to go back to the aqueducts of ancient Rome to find truly indisposable products. Those aqueducts function to this day. Yet our swimming pools have to be patched a few years after they're built. The Appian Way is still a road, but our national highway system is crumbling 30 years after it was built.

What does all this have to do with the survival of radio? Simply this: if we keep turning out disposable music, if our songs are burned out by intense short exposure on limited-format stations, tomorrow's adult formats will not have the product or musical memories they need to survive.

We need better songs, spread more uniformly over three or more formats for longer periods of time. There needs to be a way to produce a more permanent musical product that can last. This won't change today's bottom line one way or the other. But unless we take some measures, there will be a day of reckoning for adult formats and stations targeting 35+ — and even 25+ — listeners.

*This article was adapted from Rick Sklar's August 13, 1987 address to the Alaska Broadcasters' convention.*

## KNOW IT OR BLOW IT.

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# "JOHN MADDEN'S SPORTS QUIZ!"

"It's (John Madden's Sports Quiz) outrageous!"  
**Chris Miller, KRQR San Francisco**

"John Madden's approach to sports is as unique as he is."

**Robert Hyland, Sr. V.P.  
CBS Radio & KMOX/KHTR St. Louis**

"Local interest and support are phenomenal!"  
**Doug Podell, WLLZ Detroit**

"John Madden's Sports Quiz" started August 31, 1987 on the largest network of stations ever assembled in the history of radio. More than 2,000,000 listeners tune in every day on America's most important radio stations:

<b>WHTZ</b>	New York	<b>KISW</b>	Seattle	<b>WROQ</b>	Charlotte
<b>WFAN</b>	New York	<b>WKRL</b>	Tampa	<b>WWL</b>	New Orleans
<b>KLAC</b>	Los Angeles	<b>KMOX/KHTR</b>	St. Louis	<b>WQBK</b>	Albany
<b>WXRT</b>	Chicago	<b>KNUS</b>	Denver	<b>WBEN/WMJQ</b>	Buffalo
<b>WMMR/WIP</b>	Philadelphia	<b>WCBM</b>	Baltimore	<b>KBER</b>	Salt Lake City
<b>KRQR</b>	San Francisco	<b>WCCC</b>	Hartford	<b>WEZX</b>	Wilkes Barre/Scranton
<b>WLLZ</b>	Detroit	<b>WIRE</b>	Indianapolis		
<b>KLUV</b>	Dallas	<b>KWJJ</b>	Portland	<b>KCLQ</b>	Fresno
<b>KLOL</b>	Houston	<b>WLW</b>	Cincinnati	<b>KEEL</b>	Shreveport
<b>WSHE</b>	Miami	<b>KYYS</b>	Kansas City	<b>KEZO</b>	Omaha
<b>WCCO</b>	Minneapolis	<b>WQFM</b>	Milwaukee	<b>WHO</b>	Des Moines

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ADAM WHITE

## MUSIC

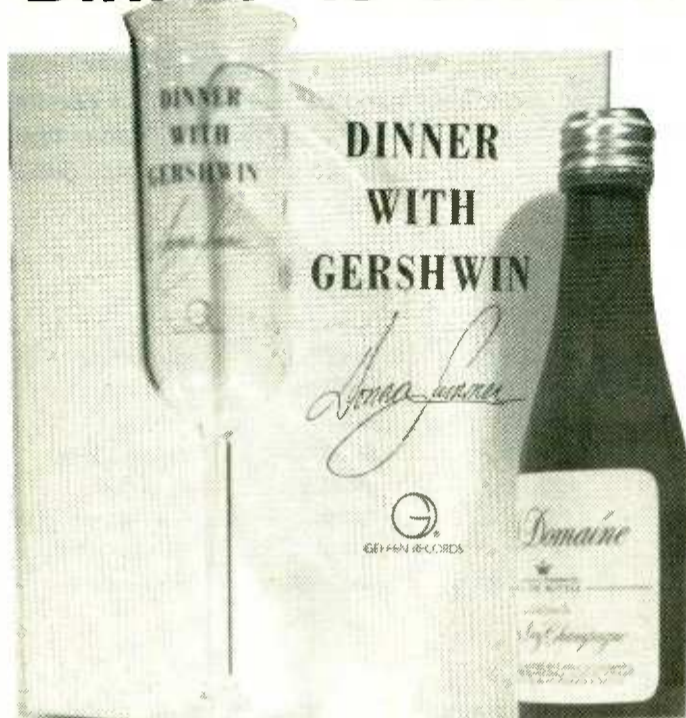
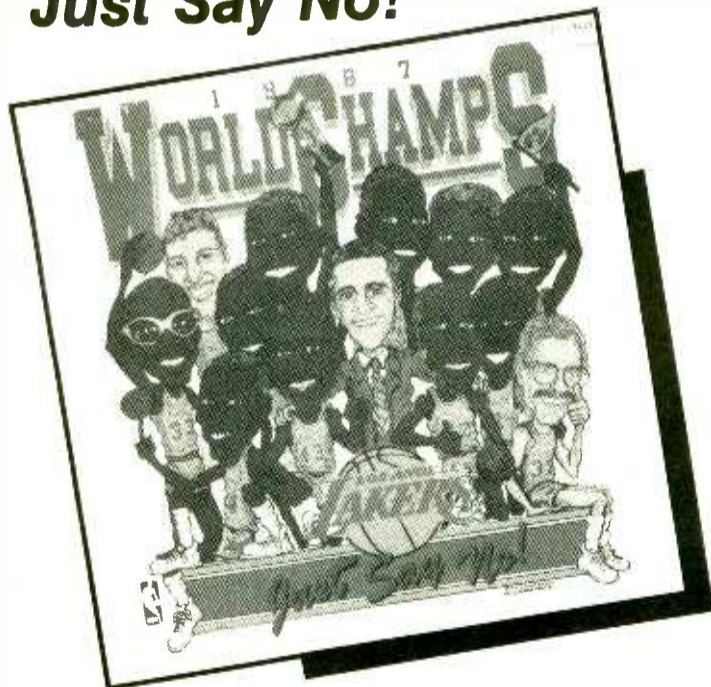
## TASTEMAKERS GET BOTTLED

## Donna's 'Dinner' Is Served

**Y**ou just knew Geffen wouldn't pass up the opportunity to create a promotional item based on "Dinner With Gershwin." But since George or Ira weren't available, the label instead distributed bottles of champagne to tastemakers in radio, retail, and the media.

That's just the fun side of a campaign for the new Donna Summer album, "All Systems Go," which ships this week. Producers include Richard Perry (who did "Gershwin"), Harold Faltermeyer, Peter Bunetta/Rick Chudacoff, and Summer. On "Only The Fool Survives," Donna duets with Mickey Thomas of Starship.

Geffen promotion/marketing chief Al Coury says the label's strategy targeted CHR, Urban, and AC formats, as well as the

Capitol, Lakers  
'Just Say No!'

As a twist on the recent trend of sports teams releasing self-promoting rap songs, Capitol Records has just released an anti-drug rap message performed by the 1987 National Basketball Association World Champion Los Angeles Lakers.

The 12-inch single "Just Say No!" was premiered at a September 1 press conference attended by Capitol Industries/EMI President/CEO Joe Smith and several Lakers players. The single was released that day along with a music video of the team performing the song. A 20-minute home video on the making of the song will be released September 24 by CBS/Fox Video Sports and NBA Entertainment.

The single was produced by veteran jazz musician/producer George Duke. The song features a turn by each player and coach Pat Riley. All proceeds from the record will go to the Forum Community Services, a non-profit organization formed by wives of the Lakers players. The group sponsors educational anti-drug presentations and provides scholarships for schools and individual students in the Inglewood, CA area.

dance clubs. Summer made herself available for a handshake tour of some markets before going to Europe, and has done station IDs live and on tape.

She'll continue the support effort this month, Coury states. "Donna will be going out to meet radio and retail, to get into the street. She's very good at that, and very appreciative of the renewed interest in her career. The girl's working her ass off, as we say."

BMG's  
New ID

**H**ere's the freshly minted Bertelsmann Music Group logo, designed to "increase awareness of the company's identity and further unify their worldwide operations."



The stylus-shaped (what? no laser beam?) logo will be used in different sizes and with different divisions worldwide, e.g. BMG Music, Arista, etc.

The logo might also be used someday to represent a record label within the company, say BMG officials.

Compact  
Data

## "Sign" Here In November

Word is that the Prince concert movie, "Sign 'O' The Times," will be distributed by the Cineplex-Odeon theater chain rather than by a Hollywood studio. It's scheduled to open November 11.

Cineplex has 1500 screens in the US and Canada, and is 50% owned by MCA. A company spokesman would not confirm or deny "Sign" release information, however.

What is known about the picture: it's feature-length, with main footage shot during Dutch dates of Prince's recent European tour. He's filmed additional material, and directed the whole package.

Meanwhile, Prince's US tour is on the back burner, at least until after release of the movie.

## Leppard On The Loose

Next month Def Leppard begins their first US tour in four years. The 35-date trek kicks off Oct. 1 at the Civic Center in Glens Falls, NY, and runs through mid-December. All shows will feature in-the-round seating.

## Wondering, Waiting

During eight nights of concerts in London earlier this month, Stevie Wonder previewed songs from his upcoming Motown album, including "Skeletons," to be the first single. Release of the package (which includes a duet with Julio Iglesias) is suffering from the customary Wonder delays, however.

## "Pet Sounds" In CD Midline

The Beach Boys' "Pet Sounds" is slated to be one of the first albums in Capitol's new CD midline series. Others expected in the initial release: Billy Squier, Little River Band, Sammy Hagar, Motels, Iron Maiden.

## Davis, Garland Are Rockin'

Quantum Music will market its first album this month: "Kick The Wall" by Memphis rocker Jimmy Davis. It'll be the third release in MCA's new "Kickin' Off The Hits" artist development program. On "Are We Rockin' Yet," QMI Music President Les Garland gets a songwriter's credit (sort of). It's a cut which also features Joe Walsh on slide guitar.

## Lundvall Is AMC Honoree

EMI/Manhattan President Bruce Lundvall is to be this year's recipient of the American Medical Center's Humanitarian Award. He'll be honored December 4 at the organization's annual dinner in New York.

## Short Cuts

- ROBERT PALMER will be an EMI-Manhattan artist once his contractual obligation to Island is complete. There should be an album next year.

- BRYAN FERRY will switch from Warner Bros. to Reprise for his November release, "Bete Noir."

- SIMON F, another Reprise act, is searching for Nancy Sinatra. He says he wants to be photographed with the lady to illustrate the label's past and present.

- VAN MORRISON returns in October with "Poetic Champions Compose" on Mercury. The album has ten original songs, plus Van's version of "Sometimes I Feel Like A Motherless Child."

- LINDA RONSTADT should see a first-quarter '88 release for "Songs Of My Father," her album of Spanish material produced by Peter Asher.

- The FOUR TOPS' debut for Arista will include productions by Narada Michael Walden and Thomas McClary, onetime member of the Commodores.

- DWEEZIL ZAPPA's debut album, "Havin' A Bad Day," is reissued by CD-only label Rykodisc. His next, for Chrysalis, should be a 1988 release.

- FULL FORCE recently completed their next album for Columbia, and are preparing to work with Gladys Knight & the Pips and James Brown.

- AUTOGRAPH appear in a concert sequence in the new Dudley Moore movie "Like Father, Like Son" performing "She Never Looked That Good For Me." Flick opens September 22.

- ARMORED SAINT, Grim Reaper, and Halloween will tour together, the package dubbed "Hell On Wheels."

- ELVIS COSTELLO and T-Bone Burnett have written songs for Roy Orbison's first new-material album for Virgin, a November release.

- PETER GABRIEL, Kate Bush, Lou Reed, Jackson Browne, Joan Armatrading, Duran Duran, and Bob Geldof are some of the artists featured on the upcoming Virgin LP "The Secret Policeman's Third Ball," to be released sometime this month. The all-new live tracks were taken from a four-day series of shows held last March in London. All proceeds from the album will go to Amnesty International. A film and home video of the performances will be released later this year.



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A SONG YOU WON'T FORGET...

# BOYS NIGHT OUT

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KEGL add  
KKBQ add  
Q105 add  
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KKRZ add

PRODUCED BY DICK RUDOLPH  
MANAGEMENT: FRONT LINE MANAGEMENT

MCA RECORDS



Taja Sevelle  
'Love is Contagious'

CHAMELEON MUSIC GROUP RECORDS



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FROM THE FORTHCOMING ALBUM TAJA SEVELLE  
PRODUCED BY BENNETT  
PERSONAL MANAGEMENT: CAVALLO, RUFFALO & FARGNOLI

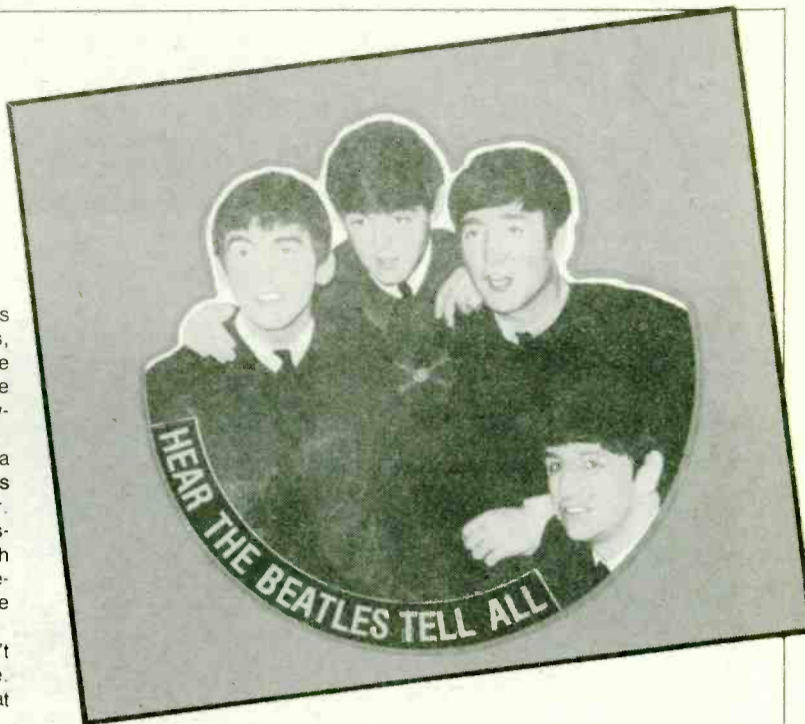
# MUSIC

## 'Is It True You Guys Broke Up 17 Years Ago?'

Until they start making CDs as picture discs or in odd shapes, you'll have to be content with the likes of this vinyl curio from the Chameleon Music Group of Hawthorne, CA.

"Hear The Beatles Tell All" is a new \$9.98 LP featuring interviews from the group's 1964 US tour. The material was originally released on VeeJay Records (though hardly in this shape) and was recorded by Jim Steck and longtime LA radio personality Dave Hull.

As for the content, they don't ask questions like these anymore. You can reach Chameleon at (213) 973-8282.



### PLATINUM, GOLD ALBUMS

## Platinum '87 Tops Platinum '86

Here's the platinum and gold count for August, with nine albums certified as million-sellers (compared to two last August) for an eight-month platinum total of 53 (by this time in '86, there were 43).

L.L. Cool J, Lisa Lisa & Cult Jam, Europe, and the Georgia Satellites went platinum for the first time in their careers. In gold albums, that's Barbra Streisand's 30th to date, 13th for Hank Williams Jr., and 10th for REO Speedwagon. For Carly Simon, "Coming Around Again" is her first certification since a gold single in 1980.

Four acts collected multi-platinum, compared to three this time last year. Year-to-date, 42 multi-platinum awards have been presented, compared to 29 in 1986. Gold albums are running even, with 86 so far in '87 (there were 87 by this time in '86).

### MULTI-PLATINUM

8 million  
Bon Jovi "Slippery When Wet" (Mercury)  
5 million  
Madonna "True Blue" (Sire)  
3 million  
Whitney Houston "Whitney" (Arista)  
2 million  
Whitesnake "Whitesnake" (Geffen)

### PLATINUM

Capitol  
Anne Murray "Christmas Wishes"  
Anne Murray "New Kind Of Feeling"  
Columbia  
Lisa Lisa & Cult Jam "Spanish Fly"  
Eddie Money "Can't Hold Back"  
Eddie Money "No Control"  
Def Jam/Columbia  
L.L. Cool J "Bigger And Deffer"  
Elektra  
Georgia Satellites "Georgia Satellites"  
Epic  
Europe "Final Countdown"  
MCA  
Original Soundtrack "Beverly Hills Cop II"

### GOLD

Arista  
Carly Simon "Coming Around Again"  
CBS Associated  
Ozzy Osbourne/Randy Rhoads "Tribute"  
Columbia  
Lisa Lisa & Cult Jam "Spanish Fly"  
Barbra Streisand "One Voice"  
Def Jam/Columbia  
L.L. Cool J "Bigger And Deffer"  
Elektra  
Cure "Kiss Me Kiss Me Kiss Me"  
Epic  
Gloria Estefan & Miami Sound Machine "Let It Loose"  
REO Speedwagon "Life As We Know It"  
Stevie Ray Vaughn "Soul To Soul"  
MCA  
Stephanie Mills "If I Were Your Woman"  
Original Soundtrack "Beverly Hills Cop II"  
Warner Brothers/Curb  
Hank Williams Jr. "Hank 'Live'"

## Trouble's A'Comin'

Celebrated network TV exec Fred Silverman has Big Trouble. Or, more accurately, is responsible for Big Trouble. He wanted to create a female band, so he went about it with the help of TV producer Erni DiMassa and musical director John Toben.



Epic/Portrait Sr. VP/A&R Don Grierson gets into Big Trouble. Left to right: Bobbi Eks, Grierson, Rebecca Ryan, Julia Farey, and Suzy Zarow.

Auditions in Hollywood (where else?) were held, 500 musicians were seen and heard, and Big Trouble was born. Silverman then recruited Giorgio Moroder to produce the group's debut album, scheduled for release by Epic next month.

It contains new songs written by Moroder and associates, plus a couple of oldies: "Cool Jerk" and "Trains And Boats And Planes." But first up is a single, "Crazy Crazy World," due Friday (9/14).

### PRODUCER PROFILE

## 'World' According To Marti Sharron

Anita Baker, in the short time she's been in the spotlight, has gained a reputation for knowing what she wants and how she wants it.

Marti Sharron, who coproduced and cowrote Baker's current hit "No One In The World," confirms the reputation. "For a new artist who really never had anything before," she says, "Anita acted like a star and certainly knew her direction more than anyone. She's not one of those artists who just comes to sing (their parts) and leaves. She was totally involved."

One of a handful of female producers in the business, Sharron suggests most labels feel women aren't suited for the task. "Perhaps it's because women aren't generally heavy-duty studio musicians, since it's mostly those musicians and engineers who go into production."

Sharron, who coproduced Natalie Cole's 1985 Modern album, says her gender is no liability in working with other women. "Actually, it works as a plus. They're very sympathetic." Cole was different than Baker, she adds. "She took direction well, and was very trusting."



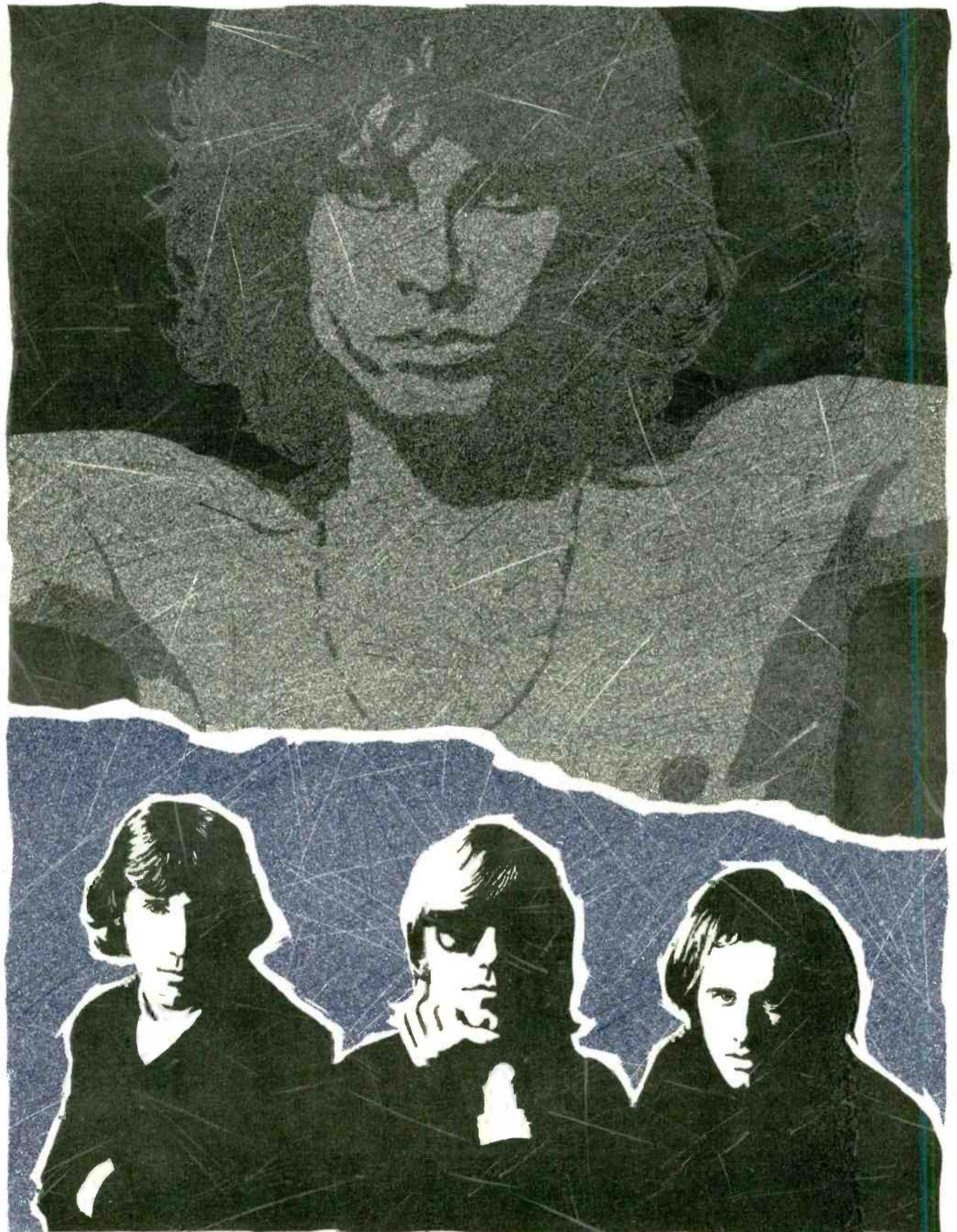
# CLASSIC CALL PREMIERES WITH THE DOORS

**FIND OUT WHAT WAS REALLY BEHIND DOOR NUMBER ONE. September 15 at 7:00 P.M. (Pacific time) Ray Manzarek, Robby Krieger and John Densmore will be calling up radio listeners to personally answer questions about the legendary Doors. You have the unique opportunity to open the Doors to your market, by joining in on Premiere Radio Network's innovative music and interview program, Classic Call.**

**THE DOORS ARE RINGING, ANSWER THE PHONE!** Who better than the Doors to kick off the premiere of **Classic Call**. KLSX's classic air talent, **Billy Juggs**, is the host and he'll bring you only the superstars. Scheduled artists include:

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THE DOOBIE BROTHERS  
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# VIDEO MUSIC



35.8 million households  
Jeanne Yost, Director/Music Programming

## SNEAK PREVIEW

	Weeks On
<b>FABULOUS THUNDERBIRDS</b> /How Do You Spell Love (Epic) . . . . .	45
<b>FLEETWOOD MAC</b> /Little Lies (WB) . . . . .	4
<b>HEART</b> /Who Will You Run To (Capitol) . . . . .	3
<b>BILLY IDOL</b> /Mony Mony (Chrysalis) . . . . .	2
<b>MICK JAGGER</b> /Let's Work (Columbia) . . . . .	2
<b>LOVERBOY</b> /Notorious (Columbia) . . . . .	ADD
<b>RICHARD MARX</b> /Should've Known Better (EMI-Manhattan) . . . . .	3
<b>MOTLEY CRUE</b> /Wild Side (Elektra) . . . . .	2
<b>MR. MISTER</b> /Something Real (RCA) . . . . .	ADD
<b>TINA TURNER</b> /Paradise Is Here (Capitol) . . . . .	2
<b>U2</b> /Where The Streets have No Name (Island) . . . . .	2
<b>SUZANNE VEGA</b> /Solitude Standing (A&M) . . . . .	2

## HEAVY

<b>38 SPECIAL</b> /Back To Paradise (A&M) . . . . .	11
<b>BANANARAMA</b> /I Heard A Rumour (London/PG) . . . . .	6
<b>PETE BARDENS</b> /In Dreams (Capitol) . . . . .	5
<b>DAVID BOWIE</b> /Never Let Me Down (EMI-Manhattan) . . . . .	7
<b>EUROPE</b> /Carrie (Epic) . . . . .	13
<b>FAT BOYS featuring BEACH BOYS</b> /Wipeout (Tin Pan Apple/PG) . . . . .	6
<b>GENESIS</b> /Anything She Does (Atlantic) . . . . .	6
<b>GRATEFUL DEAD</b> /Touch Of Grey (Arista) . . . . .	12
<b>SAMMY HAGAR</b> /Give To Live (Geffen) . . . . .	8
<b>HOOTERS</b> /Johnny B. (Columbia) . . . . .	7
<b>HUEY LEWIS &amp; THE NEWS</b> /Doing It All For My Baby (Chrysalis) . . . . .	9
<b>MICHAEL JACKSON</b> /Bad (Epic) . . . . .	ADD
<b>LOS LOBOS</b> /La Bamba (WB) . . . . .	11
<b>JOHN COUGAR MELLENCAMP</b> /Paper In Fire (Mercury/PG) . . . . .	5
<b>PRINCE</b> /U Got The Look (Paisley Park/WB) . . . . .	7
<b>WHITESNAKE</b> /Here I Go Again (Geffen) . . . . .	9

## ADDS

- BEE GEES**/You Win Again (WB)
- BOLSHOI**/Please (Beggars Banquet/RCA)
- FROZEN GHOST**/Promises (Atlantic)
- HOODOO GURUS**/What's My Scene (Elektra)
- MICHAEL JACKSON**/Bad (Epic)
- LOVERBOY**/Notorious (Columbia)
- MR. MISTER**/Something Real (RCA)
- EDDIE MONEY**/We Should Be Sleeping (Columbia)
- NEW ORDER**/True Faith (WB)
- JOHN WAITE**/Don't Lose Any Sleep (EMI-Manhattan)

Information current as of September 8;  
possible subsequent changes not reflected.



20.8 million households

Sal LoCurto, Director/Music Programming - Jessica Falcon, Director/Talent & Artist Relations

## POWER

	Weeks On
<b>ABC</b> /When Smokey Sings (Mercury/PG) . . . . .	9
<b>DEBBIE GIBSON</b> /Only In My Dreams (Atlantic) . . . . .	11
<b>DAN HILL</b> /Can't We Try? (Columbia) . . . . .	8
<b>WHITNEY HOUSTON</b> /Didn't We Almost Have It All (Arista) . . . . .	ADD
<b>LISA LISA &amp; CULT JAM</b> /Lost In Emotion (Columbia) . . . . .	5
<b>LOS LOBOS</b> /La Bamba (Slash/WB) . . . . .	12
<b>SMOKEY ROBINSON</b> /One Heartbeat (Motown) . . . . .	8

## HEAVY

<b>ANITA BAKER</b> /No One In The World (Elektra) . . . . .	2
<b>BANANARAMA</b> /I Heard A Rumour (London/PG) . . . . .	9
<b>DAN FOGELBERG</b> /Lonely In Love (Epic) . . . . .	8
<b>KENNY G</b> /Don't Make Me Wait For Love (Arista) . . . . .	1
<b>JELLYBEAN</b> /Who Found Who (Chrysalis) . . . . .	6
<b>NYLONS</b> /Happy Together (Open Air/Windham Hill) . . . . .	2
<b>CARLY SIMON</b> /The Stuff That Dreams Are Made Of (Arista) . . . . .	7
<b>SWING OUT SISTER</b> /Breakout (Mercury/PG) . . . . .	10
<b>SUZANNE VEGA</b> /Luka (A&M) . . . . .	17

## MEDIUM

<b>GEORGE BENSON &amp; EARL KLUGH</b> /Dreamin' (WB) . . . . .	4
<b>NATALIE COLE</b> /Jump Start (EMI-Manhattan) . . . . .	7
<b>DANNY WILSON</b> /Mary's Prayer (Virgin) . . . . .	15
<b>G. ESTEFAN &amp; MIAMI SOUND MACHINE</b> /Betcha Say That (Epic) . . . . .	2
<b>EXPOSE</b> /Let Me Be The One (Arista) . . . . .	8
<b>GO WEST</b> /Don't Look Down (Chrysalis) . . . . .	8
<b>LEVERT</b> /Casanova (Atlantic) . . . . .	3
<b>RICHARD MARX</b> /Don't Mean Nothing (EMI-Manhattan) . . . . .	19
<b>BILL MEDLEY &amp; JENNIFER WARNES</b> /Time Of My Life (RCA) . . . . .	1
<b>RAY PARKER JR.</b> /I Don't Think That Man Should Sleep Alone (Geffen) . . . . .	1
<b>RESTLESS HEART</b> /Why Does It Have To Be (RCA) . . . . .	5
<b>SIMPLY RED</b> /Maybe Someday (Elektra) . . . . .	5
<b>WHISPERS</b> /Rock Steady (Solar/Capitol) . . . . .	6

## LIGHT

<b>BLACK</b> /Wonderful Life (A&M) . . . . .	ADD
<b>JONATHAN BUTLER</b> /Lies (Jive/RCA) . . . . .	20
<b>BREAKFAST CLUB</b> /Kiss And Tell (MCA) . . . . .	12
<b>CURIOSITY KILLED THE CAT</b> /Misfit (Mercury/PG) . . . . .	7
<b>FORCE MD'S</b> /Love Is A House (Tommy Boy/WB) . . . . .	3
<b>ELTON JOHN</b> /Take Me To The Pilot (MCA) . . . . .	7
<b>ELTON JOHN</b> /Candle In The Wind (MCA) . . . . .	1
<b>NAJEE</b> /Betcha Don't Know (EMI-Manhattan) . . . . .	7
<b>ALEXANDER O'NEAL</b> /Fake (Tabu/CBS) . . . . .	ADD
<b>PARTLAND BROTHERS</b> /One Chance (EMI-Manhattan) . . . . .	2
<b>T'PAU</b> /Heart And Soul (Virgin) . . . . .	18

## NOUVEAUX VIDEO

<b>BEE GEES</b> /You Win Again (WB) . . . . .	1
---	---

## MTV Most Requested

- FAT BOYS** /**BEACH BOYS**/Wipeout (Tin Pan Apple/PG)
- WHITESNAKE**/Here I Go Again (Geffen)
- MOTLEY CRUE**/Wild Side (Elektra)
- LOS LOBOS**/La Bamba (Slash/WB)
- POISON**/I Won't Forget You (Capitol)
- EUROPE**/Carrie (Epic)
- MADONNA**/Who's That Girl (Sire/WB)
- WHITNEY HOUSTON**/I Wanna Dance With Somebody (Arista)
- STRYPER**/Honestly (Enigma)
- PRINCE**/U Got The Look (Paisley Park/WB)

## PROGRAMMING NOTES

**MTV SUPPORTS SPORT AID:** **ABC**, **Curiosity Killed The Cat**, and **Pepsi & Shirlie** are just some of the acts shot live in concert at the **MTV Sport Aid Concert/Special**, airing at midnight EDT Tuesday (9/15). The benefit for Ethiopian famine relief funds was produced in conjunction with MTV Europe, and shot live at the QPR Football Round in London.

**MTV WORLD PREVIEWS NEXT WEEK:**  
**Aerosmith** at 7pm & 10pm EDT Wednesday (9/16)  
**Belinda Carlisle** at 7pm EDT Thursday (9/17)

**MTV SPECIALS NEXT WEEK:**  
**Marshall Crenshaw** "Live From The Ritz" at midnight EDT on Saturday (9/12).  
**Simple Minds** at 10pm on Sunday (9/13) (repeat).

## An Explanatory Note

You may notice on the **MTV** list this week that the **Fabulous Thunderbirds'** "How Do You Spell Love" video is credited with 45 weeks aired on the channel. Considering that the current album was released around May this year, this may seem puzzling. It



Curiosity Killed The Cat: Part of Sport Aid lineup

turns out, however, that this song was recorded for an earlier **T-Birds LP**, a video was shot for the original version, and **MTV** played it for a considerable amount of time. Since it is the same song, **MTV** policy combines the earlier weeks accumulated by the first video ver-

sion with the weeks aired of the new version, although the videos and performances differ.

## GUEST HOSTS

**MTV: DOM DeLUISE** at 10pm on Tuesday (9/15)



RADIO HAS ALWAYS  
LOVED SAGA,  
BUT THEIR NEW RECORD  
EXCEEDS  
EVERYONE'S  
WILDEST DREAMS



“ONLY TIME WILL TELL” (7-89195)  
the single from the new album by (PR 2102)

*Saga*

WILDEST DREAMS

(81794)

Produced by Keith Olsen for Pogologo Corporation  
Management: Clive Corcoran for Bonaire International



ON ATLANTIC RECORDS,  
CASSETTES AND COMPACT DISCS

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# THE PICTURE PAGE

## Kimmel Cruises By PolyGram



Mercury/PolyGram's New York office was a pit stop on Tom Kimmel's agenda recently, along with dates supporting Heart. Lining up are (l-r) PG Sr. VP William Fox, label's David Leach, management's John Baruck, Kimmel, Cypress/PG artist Wendy Waldman, PG's Cliff O'Sullivan, Sr. VP Joe Parker, Exec. VP Bob Jamieson, label's K.P. Mattson, Sr. VP Harry Anger, and Sr. VP Dick Wingate.

## Siegel In New York



Manhattan Transfer member Janis Siegel (center) jazzed the crowd in a recent solo performance at the Alice Tully Hall in New York. Backstage, (l-r) Atlantic VP Lou Sicurezza, Sr. Director Andrea Ganis, Sr. VP Vince Faraci, and manager Brian Avnet presented her with a bouquet.

## Never Enough Of Smyth



Patty Smyth rock 'n' rolled the Ritz in New York in a recent performance. Shown backstage are (l-r) Columbia's Jim Del Balzo, Sr. VP Mickey Elchner, VP Paul Rappaport, manager Mark Spector, CBS Records Division President Al Teller, Smyth, VP Danny Yarbrough, Sr. VP Bob Sherwood, and label's Amy Strauss.

## For Whom The Belle Toils



The Bally Hotel in Las Vegas was treated to the 9th annual Rhythm & Blues Awards, at which Columbia's Regina Belle performed. Hanging out after the performance (l-r) are BMI's Dexter Moore, Belle, and manager Mervin Dash.

## Perkins Up In New York



What/A&M artist Dave Perkins (center with black hat) was hangin' out in the streets of New York after a Cat Club performance. Also shown are (l-r) A&M's Wayne Isaak and Chris Kerr, Sr. VP Michael Leon, What VP Lynn Nichols, and A&M's Dick Bozzi.

## Gold Exit



Steve Earle "ain't ever satisfied," . . . though he had to be reasonably pleased with the Canadian gold album he received after a recent Toronto show for his latest release, "Exit-O." MCA Canada Exec VP/GM Ross Reynolds (left) was backstage to hand over the merchandise.

## Gyrating Gold



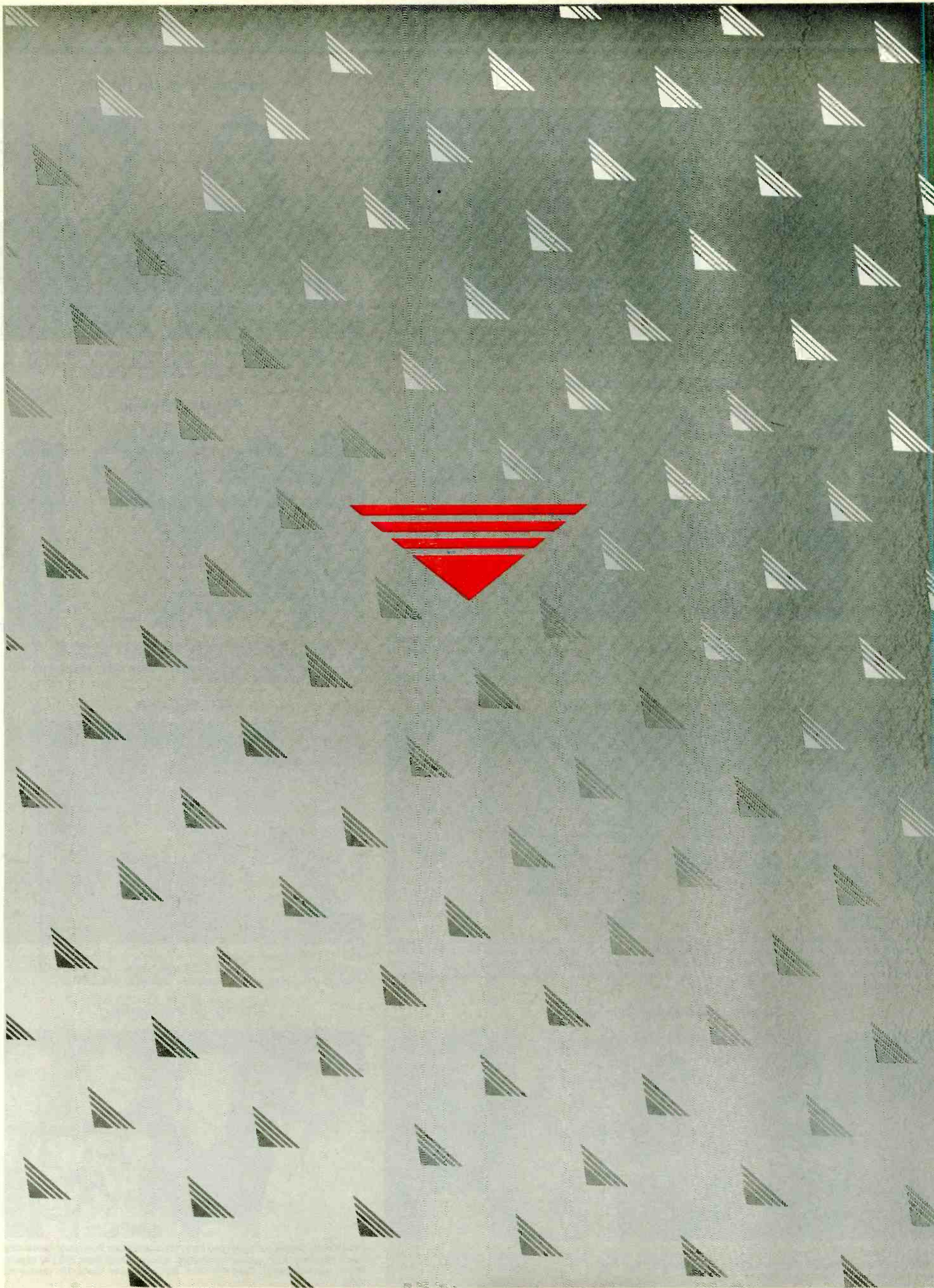
Spyro Gyra saxophonist Jay Breckenstein (center) was surrounded by glittering gold albums at a recent listening party celebrating the group's 11th release. MCA Records staff assisted with the valuables. Pictured (l-r) are MCA's Jim Wilson, manager Phil Brennan, Breckenstein, and MCA's Michael Halley, Randall Kennedy, and Angela Thomas.

## Striped Horse Execs Bestow Burdon New Contract



A new Striped Horse album is in the works for English rocker Eric Burdon, following the success of his paperback "I Used To Be An Animal, But I'm All Right Now." The LP will feature the same artwork as the forthcoming hardcover version of the autobiography. Pictured are (l-r) Striped Horse Chairman Carlo Nasi, Burdon, and SHR President Barney Ales.







# THE PICTURE PAGE

## Hootin' In L.A.



The Hooters opened for Bryan Adams concert at L.A.'s Forum recently. Whoopin' it up backstage are (l-r) Columbia's Greg Phifer, Hooters Rob Hyman and David Uoskkinen, KEZY/Anaheim MD Michelle Dodd, Band's Andy King and John Lilley, KGB/San Diego MD Pam Edwards, Hooter Eric Bazillan, and Y97/Santa Barbara MD Mike Newman.

## Adams Fires Up Forum



Bryan Adams (right) played the L.A. Forum recently, and an after-show bash was held, at which Adams and his band received platinum plaques for the "Into The Fire" LP. Doing the honors is A&M Sr. VP Charlie Minor (left).

## Maniac Philanthropists



The Nicaragua Hospital Relief Fund was showered with financial support from 10,000 Maniacs when the group staged a benefit concert at New York's Ritz. Present for the cause are (back row l-r) manager Peter Leak, E/A's Suzanne Berg, VP Robin Sloane (both obscured), Sr. VP Gary Casson, VP Peter Philbin, label's Ann Littin and Lisa Frank; (front row l-r) Sr. VP Hale Milgrim, group's Steven Gustafson, Jerome Augustyniak, Natalie Merchant, Rob Buck, and Dennis Drew, and label's Larry Braverman.

## Flanked Feline



CBS/Tabu recording artist Kathy Mathis was surrounded by company execs during a promotional tour for her debut album "Katt Walk." Pictured (l-r) are Tabu VP George Lakes, E/P/A Sr. VP Ray Anderson, Mathis, CBS Assoc. Labels VP/GM Tony Martell, and E/P/A VP Don Eason.

## Curiosity Kills The Cat Club



PolyGram executives packed New York's Cat Club for Curiosity Killed The Cat's recent performance. Cramped backstage (back row l-r) are group's Julian Brookhouse and lead singer Ben Volpeiere-Pierrot, PolyGram VP Jim Urie, Sr. VP/GM West Coast Jeff Sydney (obscured), company's Holly Browde, Sr. VP Harry Anger, group's Mig Drummond, Sr. VPs Ted Green and Len Epand, and Exec. VP Bob Jamieson; (front row l-r) band's Nick Thorpe, PG's Kerry Wood, President/CEO Dick Asher, and Marty Diamond.

## Visual Rush



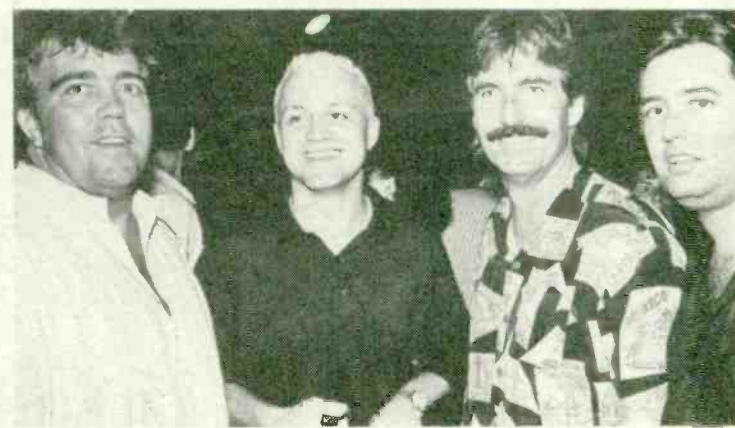
MCA recording artist Stephanie Mills "feels good all over" after the completion of her latest video "(You're Puttin') A Rush On Me." Shown taking a breather from the video are (l-r) director Marty Callner, Mills, and MCA VP Louil Silas Jr.

## Seams Like Gold For Nylons



The Nylons were "Happy Together" in Toronto after receiving gold records for Canadian sales of their latest LP from Attic Records. (L-r) Attic VP Lindsay Gillespie, group's Arnold Robinson, Paul Cooper, and Claude Morrison, Attic's Marc Connors and Steve Waxman created a gold rush backstage.

## Doing Some Sailing



Capitol artist Belouis Some (second from left) cruised New York Harbor aboard the label's "Shipwreck" in a recent promotion. Also on board were EMI Int'l Director Roger Lecomber (left), Capitol VP Ron McCarrell, and label's Tim Devine (far right).



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# NEWS

## KNUA

Continued from Page 3

PD Maureen Matthews detailed the format transition: "We put together a three-hour sound-effect tour of Seattle. We took our mikes to all the major places with uniquely recognizable Seattle sounds, like the beaches, the ferries, seagulls, street corner musicians, and more.

Discussing the format itself, she noted, "It's not a real deep jazz presentation; we will include some rock with vocals from artists like Dire Straits, Genesis, Phil Collins, and Sade. We feel this is the right thing for Seattle to deliver the 25-49s everyone is seeking."

## Anderson

Continued from Page 3

Multimedia President James Ly-nagh feels Anderson's the man for the job. "Greg's got an overview of the business and a lot of experience in programming, promotion, and strategic planning."

Anderson said, "Multimedia has shown they're interested in promoting from within. Our challenges in all of our markets are significant and I'm looking forward to the challenge." He will be based in Greenville.

## RTNDA

Continued from Page 9

### Faceoff With O'Brien

The issue of network news chiefs appearing before Congress earlier this year (R&R 5/8) to defend their business and coverage policies set off a testy encounter between Salant and O'Brien.

Salant called network decision-making "none of Congress's business," and said he was "so outraged" that news executives voluntarily appeared that he wrote a letter to the *New York Times*, along with former CBS executive Bill Leonard, protesting their actions.

"That was a giveaway of our freedom go down there and allow Congress to press us on how we cover the news, what our budgets are. What bothered me is that they didn't learn their lesson," he said, citing the decision of former CBS CEO Frank Stanton a decade ago to risk imprisonment by resisting Congressional investigation of the "Selling of the Pentagon" documentary.

"One of the things that we learned about the First Amendment is that it takes more than lip service, it takes guts and courage and risk," Salant continued bitterly. "Frank Stanton did it and the news division chiefs didn't."

That contention was immediately challenged by O'Brien, who defended the decision to testify as an effort to educate the Congress and the public.

"We are after all educators . . . What's wrong with educating Congress and telling them off?" O'Brien asked.

"It's not our job to educate Congressmen," Salant retorted indig-

nantly. "It's Congressmen's jobs to educate themselves. That's what they're there for."

"But if we can help them along, you're going to turn down the opportunity?" quizzed O'Brien. "You don't go down and grovel before a Congressional committee," snapped Salant, who then told the crowd that O'Brien was simply defending the decision of his boss, Roone Arledge, to testify.

### Koppel Angers Journalism Professors

In other RTNDA convention action:

• Journalism schools were roundly panned by ABC News anchor Ted Koppel. In a spirited debate with a journalism professor during the convention's opening ceremony, Koppel said "journalism is fundamentally a trade" and young people would benefit more from college by studying traditional academic disciplines such as history, economics or philosophy.

NBC News anchor Connie Chung, speaking at the convention's closing luncheon, joined in some of Koppel's criticisms. Chung said she would not recommend that students major in journalism, but history or English instead.

• A resolution calling on the group to stop holding its conventions in Florida in protest of that state's advertising tax was tabled at the request of WPTV/West Palm Beach ND John Ray, who said it was premature in light of the Florida governor's decision last week to convene a special session of the legislature to deal with the issue.

• RTNDA's executive board di-

rected President Ernie Schultz to establish a task force to research declines in broadcast news minority employment and recommend actions to reverse the trend. Recent surveys showed the number of minorities working in broadcast newsrooms dropped to 13% last year from 15% in 1985.

• Pioneer black broadcaster Mal Goode and RTNDA legal counsel J. Laurent Scharff received the 1987 Distinguished Service Awards.

Goode was the group's first black member and the first black ABC News correspondent. Scharff was honored for his years of work on behalf of broadcasting freedom. A major player in the campaign to eliminate the Fairness Doctrine, he has advised broadcast newspeople on their First Amendment rights since joining the Washington, DC law firm of Pierson, Ball & Dowd in 1964.

• Exhibitors bemoaned the area's tourist attractions and lengthy panel sessions for slow traffic in the exhibition hall. Television exhibitors dominated the floor, with little in the way of new radio product being touted. Two products attracting attention: a new system for transmitting news scripts from the field to the newsroom via two-way radio; and specially tailored bulletproof vests for street reporters.

• Bob Brunner, Exec. News Editor of WSAZ-TV/Charleston, WV was installed as 1987-88 RTNDA Chairman. Bob Priddy, ND of Missouri, was named Chairman-elect. Elected to two-year terms as Directors-At-Large were Debbie Bolton, Managing Assignment Editor at WSAV-TV/Savannah, GA; and Tom Luljak, ND of WTMJ & WTKI/Milwaukee.

## Winter Comes To CBS



CBS Associated Labels has signed singer/songwriter Joy Winter, with a release due shortly. Pictured (l-r) are CBS's Mitch Tenzer, attorney Alan Arrow, CBS Assoc. Labels VP/GM Tony Martell, Winter, and manager John Luongo.

## Ruffner Ready For New York



E/P/A staged a showcase for Mason Ruffner at New York's Cat Club. Pictured (l-r) are CBS Associated Labels VP/GM Tony Martell, E/P/A's Terry Coen, Ruffner, and E/P/A VP Dan Beck.

## PolyGram Packed Backstage With TNT



Mercury/PolyGram's TNT played the Felt Forum in New York recently, with company executives making appearances in force after the show. Pictured (l-r standing) are PG's Steve Kleinberg, VP Jim Lewis, group's Ronnie Le Tekro, PG Exec. VP Bob Jamieson, group's Tony Harnell and Morty Black, Sr. VP Harry Anger, VP Jim Urie, and PG's Brenda Romano; (l-r seated) PG's Cliff O'Sullivan, Marggi Vangeli, Pat Rascona, and band's Diesel Dahl.

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## NEWS

## Penetrating Vela Secrecy



A&M executives battled their way through a crowded and celebrity-studded backstage melee to greet Rosie Vela after her Ritz/New York debut. Pictured (l-r) are VPs Al Cafaro and Rick Stone, Vela, and Sr. VP Michael Leon.

## Howards Of Power



E/A artist Howard Jones (left) met up with label VP/A&R Howard Thompson (second from left) after the singer's Madison Square Garden show recently. Also on hand were noted producers Arif Mardin (third from left) and Keith Diamond.

## Warnes Warrants Canadian Platinum



Jennifer Warnes received a platinum plaque from Attic Records for her "Famous Blue Raincoat" LP. Pictured (l-r) are Attic VP Lindsay Gillespie, producer Roscoe Beck, Attic President Al Mair, and Warnes.

## WNUA

Continued from Page 1

O'Connor was a jock, later MD, then PD at KIFM. His "Lights Out" program is credited with helping to pave the way for new age and contemporary jazz in commercial radio. Ironically, O'Connor's appointment comes the same week that KIFM shed its daytime AC programming to concentrate on Jazz fulltime. (See separate story Page 1.)

Spector previously worked for Balsbaugh in sales at Pyramid's WXKS-AM & FM/Boston. He joined KPWR in 1986 as GSM. Balsbaugh described him as a "family member come home" as well as "the quickest and the best."

Donovan said, "Jeff Spector is one of the most creative Sales Managers I've ever met. His ability to sell conceptually, and to teach the same skills, led to his hiring. Jeff's energy and dedication thoroughly impressed me."

## B/A/D/E

Continued from Page 3

Commented B/A/D/E President Dwight Douglas, "We're very excited about the format, and we've observed many different format slants cropping up around the country which reflect the need for specific market customization."

Like the consulting firm's other formats, each client will be required to program his own station, as it is not a satellite-delivered format.

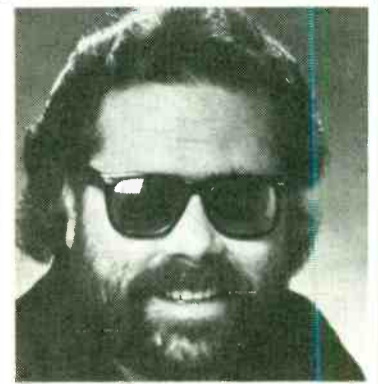
"Jazzage" stations already on the air include KLRN/Santa Cruz, WNUA/Chicago, KNUA/Seattle, and KEYV/Las Vegas.

Meanwhile, Tulsa-based United Video's SCS Service will be distributing "The Breeze," a New Age/Soft Jazz format produced by the Progressive Music Network.

PMN OM Tom Pelissero noted, "Our service offers state-of-the-art sound, with the best quality audio possible via the SCS feed to our affiliates."

United Video also distributes WGN-TV/Chicago, WPIX-TV/New York, and other video services to cable systems.

## R&amp;R TIMELINE



Wild Bill Scott was moving to WABX/Detroit in 1977, and in 1982 he was at WMET/Chicago. One year ago today, he left KNAC/Los Angeles to become PD for the Z-Rock satellite channel.

## 1 YEAR AGO TODAY

- Nancy Pool named KXOK/St. Louis VP/GM
- Chuck Morgan named WRQX/Washington PD
- Kevin Metheny named KTKS/Dallas PD
- Jay Stevens named WQUE-FM/New Orleans PD
- #1 CHR: "Stuck With You" — Huey Lewis & The News (Chrysalis)
- #1 AC: "Stuck With You" — Huey Lewis & The News (Chrysalis) (3 wks)
- #1 UC: "When I Think Of You" — Janet Jackson (A&M) (3 wks)
- #1 Country: "Both To Each Other" — Eddie Rabbitt & Juice Newton (RCA)
- #1 AOR Track: "Take Me Home Tonight" — Eddie Money (Columbia)
- #1 AOR Album: "Fore!" — Huey Lewis & The News (Chrysalis)
- #1 Jazz: "Spontaneous Inventions" — Bobby McFerrin (Blue Note) (2 wks)

## 5 YEARS AGO TODAY

- WCAO/Baltimore goes Country
- Cat Simon named KYST/Houston OM
- Sherman Cohen named KHYT/Tucson PD
- #1 CHR: "Jack & Diane" — John Cougar Mellencamp (Riva/PolyGram)
- #1 AC: "Love Will Turn You Around" — Kenny Rogers (Liberty) (4 wks)
- #1 UC: "Love Come Down" — Evelyn King (RCA)
- #1 Country: "Love Will Turn You Around" — Kenny Rogers (Liberty) (4 wks)
- #1 LP: "Mirage" — Fleetwood Mac (WB) (2 wks)
- #1 Jazz: "Out Of The Shadows" — Dave Grusin (Arista/GRP)

## 10 YEARS AGO TODAY

- WNBC/New York debuts Top-40 format
- WABC/New York goes 8.1-8.5 in July/August Arbitron
- Sandy Beach named WKBW/Buffalo PD
- Don Cox joins Z93/Atlanta
- #1 CHR: "Don't Stop" — Fleetwood Mac (WB) (2 wks)
- #1 AC: "Handy Man" — James Taylor (Columbia) (6 wks)
- #1 Country: "I've Already Loved You In My Mind" — Conway Twitty (MCA)
- #1 LP: "Crosby, Stills & Nash" — Crosby, Stills & Nash (Atlantic) (10 wks)

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MIKE SHALETT

## VITAL SIGNS: MARKET RESEARCH

# Baby Boomers Big Buyers

They're Not Getting Older, They're Getting Richer

For the longest time, record buying has been considered the exclusive domain of the very young. Marketing plans are formulated to target only those under 25. And though sages like WCI's Mickey Kapp (of the infamous Warner record studies of the late '70s and early '80s) implored labels to take adult record buyers more seriously, little heed was paid to his instructions.

Alongside a piece highlighting MTV sister adult channel VH-1, *USA Today* (8/25/87) ran a story indicating people over 25 are responsible for more than half of all prerecorded music purchases. However, the article did not mention the source of that data.

The most recent figures available (first quarter 1987) through the RIAA's ongoing music tracking study indicate that 45.5% of prerecorded music purchases were bought by consumers 25+. In terms of dollars spent, the figure is 46.2%. As radio consultant John Parikh likes to say, "The Big Generation lives."

Parikh is speaking of the baby boom generation. The compact disc has enticed many members of the Woodstock Nation back into record stores; others are purchasing directly through the mail. Concerts also aren't solely for the young. A Street Pulse Group study of more than 4500 concertgoers

### Homing In On 25+ Consumers

- Responsible for 45.5% of prerecorded music sales
- Represent 46.2% of dollars spent
- Radio still major purchase stimulant
- 35+ more likely to join record clubs
- Don't visit record stores often

during the first quarter shows 23.6% of those intercepted were 25 and older. How then do we adjust marketing plans to reach this huge segment of buyers?

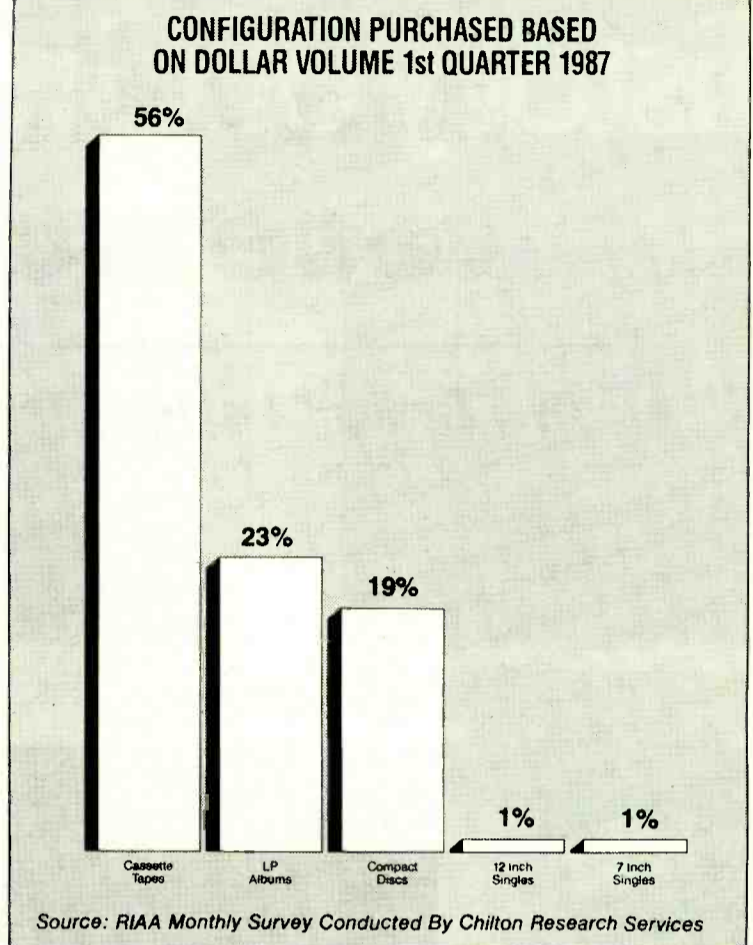
### 35+ Join Record Clubs

First, we should better qualify the age segment. In terms of both dollars and units, 25-34 year-olds make 21% of prerecorded unit purchases. The 35+ crowd represents approximately 25% of all dollars spent on prerecorded music.

The latter group is more likely than the former to belong to a record club. Those club members tend to buy more in the compact disc configuration than the general public. Club selections offer less-informed record consumers a clearer decision-making process. Most consumers 25+ continue buying prerecorded music product in the long-established vinyl format.

Consumers over 25 who continue to buy records don't make that many visits to record stores — less than half say they are in record stores "very often" or "often." When they do go, the purchase in terms of dollars is usually much greater than the average sale. Thirty-nine percent of 25+ consumers said they do shop for records, tapes, or discs frequently.

Compact disc purchasing is a function of age: the older the respondent, the more likely he is to have a CD player. This is interest-



ing, considering CD players these days can be found for little more than \$100. Based on the merchandising tables at concert venues, teens should be able to purchase a CD player without breaking a sweat. Christmas should tell a lot about teens and the CD for 1988.

### Radio Still Major Influence

The radio is still the most important stimulant to record buying among the 25+ crowd. As they become more involved in their own families and jobs, and spend less time networking with friends, they — like teens — need a direct media attack. The active 25+ buyer is listening to AOR radio. He's not in the habit of listening to Full-Service AC stations other than to hear about news, sports, or school closings. There's also a likelihood that his AC listening percentage is the same as that for alternative or non-commercial radio.

These consumers were raised on progressive radio of the early '70s and matured with the format. So AOR's return to Classic Rock suits these folks just fine. It coincides with their intentions to fill in their CD collections with deep catalog or titles they've worn out in vinyl. One interesting note: some may have to fight with their children over who gets the Led Zeppelin II and Crosby, Stills & Nash CDs.

Awareness is the single most important factor with record buyers no longer in the mainstream of media efforts. Thus, a conscientious store clerk can serve as the medium and the message by turning the buyer onto product in the store. And the newspaper is another effective tool that offers individual stimulation as well as awareness.

### Home Shopping Alternatives

Another way of reaching the 25+ buyer is through catalog or home

shopping. Catalog shopping is very convenient for people with busy lifestyles — 46% have ordered products through catalogs in the past, and the degree of participation is increasing monthly.

There are the mainstream titles: Sears, J.C. Penney's, Spiegel. The more hip: L.L. Bean, Land's End, Banana Republic. Consumers already participating in home shopping tend to send for other product catalogues; someone who crochets may get catalogs pushing patterns, wool, etc. The only all-purpose catalog advertised frequently and available in the marketplace is New York-based Music Express.

The success of home shopping via cable television deserves attention. Music consumers are more likely than others their age to have cable television in their homes where available. These folks are techno-comfortable, on the leading edge. They've got to have all the latest toys.

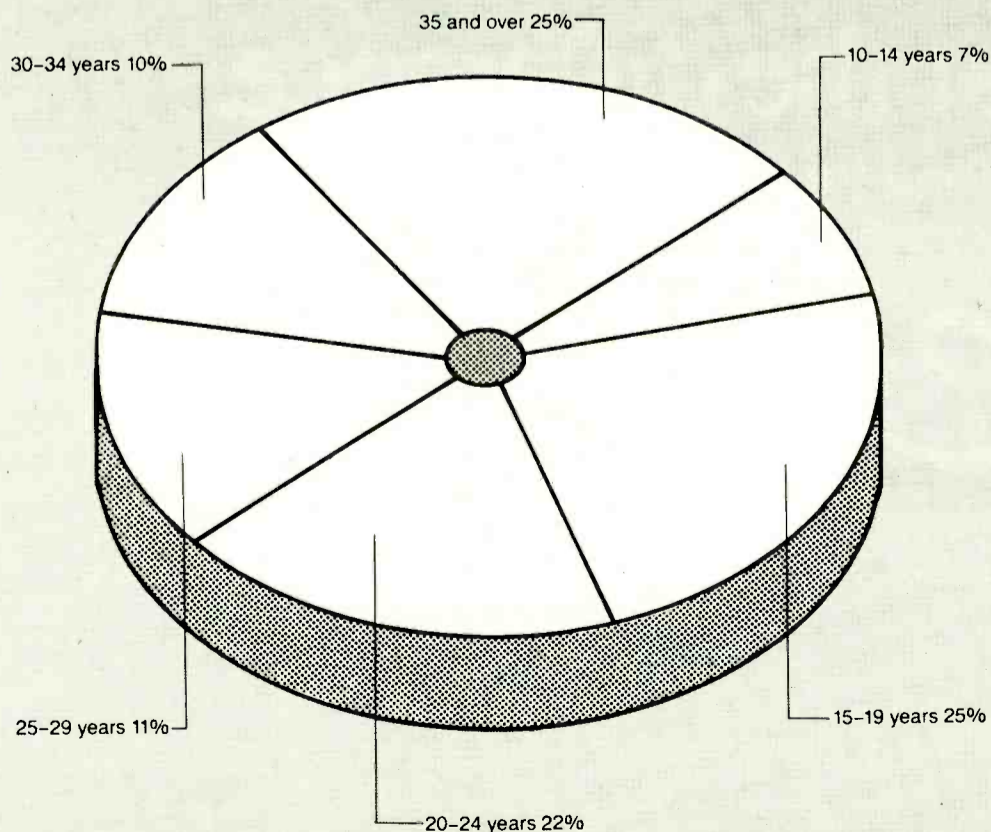
More than 40% watch MTV and/or VH-1. And ESPN viewership is also growing. "Sportscenter" newscasts would be a great vehicle for reaching prerecorded music consumers over 25. CNN is another cost-efficient means for reaching tens of thousands. These don't have to be bought nationally, but can be bought on a local cable basis.

### 25,000+ Incomes

More than half of the baby boomers earn individual incomes over \$25,000, and many are living in dual-income homes. While a majority in the 25-34 category are not married, nearly 60% of the 34+ record consumers we polled were married.

Remember, baby boomers listen to AM/FM cassette players in their late model cars. Those players require software. Making these consumers aware of available product is first and foremost the bottom line.

### TOTAL RECORDS AND PRERECORDED TAPES PURCHASED BY AGE BASED ON DOLLAR VOLUME 1st QUARTER 1987

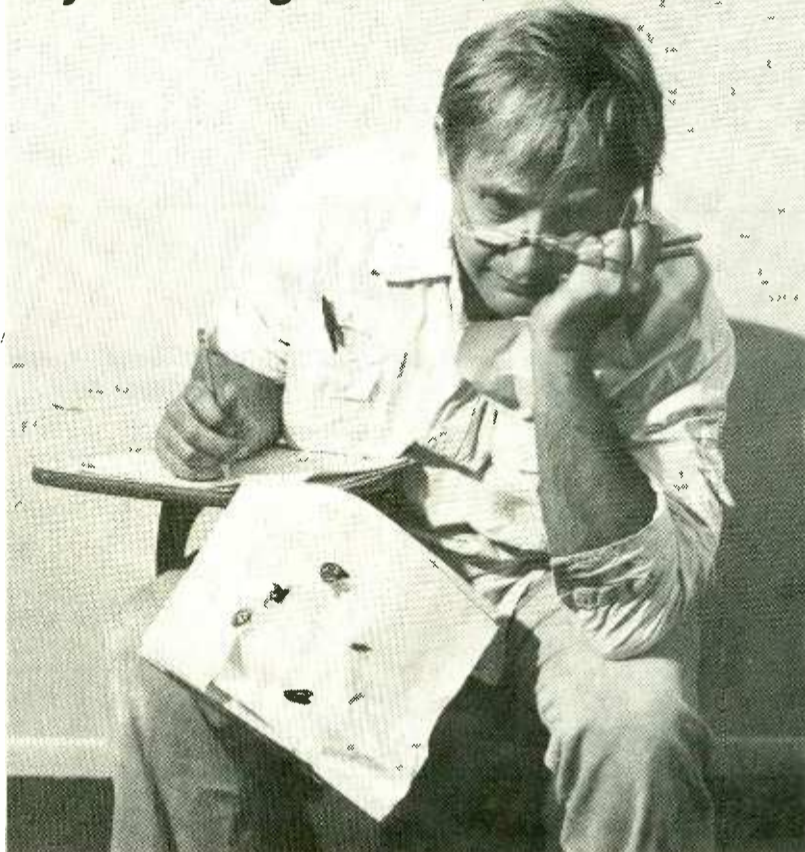


Source: RIAA Monthly Survey Conducted By Chilton Research Services



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**A**t the same time, other research companies have simply claimed to be "leaders" or the "best" with nothing to back up the hype. Meanwhile, FMR's clients have benefited from new EARS® applications such as Programming Simulation Analysis; Music Blend testing; New Format Simulation testing; Music Category/Parameter Analysis; as well as Personality and Feature Prototype pretesting.

**R**adio has never needed innovation and new ideas more than in today's increasingly competitive environment. Meanwhile the only other "new" things in radio research have been the increasing number of "new" companies – that provide "me-too" services that are "incredibly" cheaper; or are owned by competitive broadcast companies; or will now use your research to benefit their satellite clients as well.

**S**eeing the difference between these other companies and FMR is simple. Ask every FMR client who has seen the EARS® music system after using a CMT. Ask every PD who's seen his product evaluated as his listeners hear it. Ask every PD who's seen his results prepared virtually instantaneously. Ask every DJ who's seen the EARS® real-time videographic evaluation of his show, specifically why listeners tune-out and when.

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**WXKS add**  
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**CKOI**  
**WCAU**  
**KEGL**  
**KKBQ**  
**KRBE deb 35**  
**WGH**  
**Z95**  
**WMMS 20-16**  
**99DTX**  
**WKTJ**  
**KDWB**  
**WLOL deb 40**  
**KCPX deb 35**  
**KPLZ**  
  
**WFLY 39-34**  
**K104 38-29**  
**WLAN 40-36**  
**99GFM deb 40**  
**WNYZ add 37**

**Q106 add**  
**I95 add**  
**WKQB 17-15**  
**WROQ 15-12**  
**WZYP 40-35**  
**WQUT 31-27**  
**KZOU 38-33**  
**WHYH 28-25**  
**KBFM add**  
**Y106 30-25**  
**KTUX 29-24**  
**WKDD 22-16**  
**KZIO 33-27**  
**KJ103 28-24**  
**KKRD 29-24**  
**KIVA 16**  
**WIKZ 34-30**  
**OK100 30-23**  
**WOMP 33-27**  
**WBNQ 26-22**  
**KKXL 33-27**  
**WAZY 39-35**  
**99KG 39-33**  
**WDBR 34-28**  
**WSPT 35-29**  
**KFMW 12 (HOT)**  
**KYYA 26-22**  
**KOZE 19-15**  
**KTMT 22-17**  
**OK95 29-23**

**ONE OF THE  
MOST ACTIVE**

Produced by Bruce Fairburn



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## RATINGS

### Arbitron Demographic Rankings

#### New York

**WHTZ New Young Adult Champion, Gains In Older Adults; WQHT Red Hot With Teens; WCBS-FM Still 25-54 Leader; WXRK Gains In Older Demos**

WI	Sp	12-17	WI	Sp	18-34	WI	Sp	18-49	WI	Sp	25-54
'87	'87	Rank	'87	'87	Rank	'87	'87	Rank	'87	'87	Rank
3	1	WQHT (CHR)	5	1	WHTZ	6	1	WHTZ	1	1	WCBS-FM
1	2	WHTZ (CHR)	1	2	WNEW-FM	1	2	WBLS	2	2	WLTW
2	3	WRKS (UC)	3	3	WPLJ	2	3	WPLJ	8	3	WHTZ
4	4	WPLJ (CHR)	2	4	WBLS	3	4	WNEW-FM	3	4	WBLS
5	5	WBLS (UC)	6	5	WRKS	4	5	WCBS-FM	5	5	WPLJ
7	6	WNEW-FM (AOR)	7	6	WQHT	5	6	WLTW	10	6	WXRK
6	7	WXRK (AOR)	4	7	WXRK	7	7	WRKS	4	7	WINS (News)
8	8	WLIR-FM (AOR)	9	8	WLTW (AC)	9	8	WXRK	7	8	WNEW-FM
10	9	WBAB (AOR)	10	9	WCBS-FM (Gold)	11	9	WQHT	13	9	WHN (Ctry)
9	10	WBLI (CHR)	8	10	WNSR (AC)	8	10	WNSR	6	10	WNSR

#### Los Angeles

**KIIS-FM Leads With Adults, Teens Second Home; KPWR Teen Champ, Runner-up In Young Adults; KTNQ Up In All Demos; KTWV Jumps In Older Adults**

WI	Sp	12-17	WI	Sp	18-34	WI	Sp	18-49	WI	Sp	25-54
'87	'87	Rank	'87	'87	Rank	'87	'87	Rank	'87	'87	Rank
1	1	KPWR (CHR)	1	1	KIIS-FM	1	1	KIIS-FM	1	1	KIIS-FM
3	2	KIIS-FM (CHR)	2	2	KPWR	3	2	KPWR	2	2	KRTH-FM
2	3	KROQ (AOR)	4	3	KLSX (Gold)	2	3	KOST	3	3	KOST
4	4	KDAY (UC)	3	4	KOST	5	4	KRTH-FM	4	4	KLSX
5	5	KOST (AC)	5	5	KROQ	4	5	KLSX	11	5	KPWR
7	6	KJLH (UC)	6	6	KLOS	8	6	KROQ	12	6	KTNQ
6	7	KNAC (AOR)	7	7	KRTH-FM (Gold)	6	7	KLOS	6	7	KIQQ (AC)
10	8	KLOS (AOR)	9	8	KLVE (Span)	9	8	KLVE	15	8	KTWV
15	9	KTNQ (Span)	12	9	KTNQ	15	9	KTWV (AA)	7	9	KBIG (AC)
13	10	KRTH (Gold)	14	10	KNAC	13	10	KTNQ	9	10	KLVE

#### Chicago

**WGCI-FM Leads Adult Demos; WBBM-FM Teen Titan; WJMK Mines Out Growth In Older Adults; WKQX Up In All But 18-34**

WI	Sp	12-17	WI	Sp	18-34	WI	Sp	18-49	WI	Sp	25-54
'87	'87	Rank	'87	'87	Rank	'87	'87	Rank	'87	'87	Rank
2	1	WBBM-FM (CHR)	2	1	WGCI-FM	1	1	WGCI-FM	1	1	WGCI-FM
1	2	WGCI-FM (UC)	1	2	WLUP-FM	2	2	WLUP-FM	3	2	WGN
4	3	WYDZ (CHR)	3	3	WBMX	3	3	WBMX	4	3	WLAK
3	4	WBMX (UC)	5	4	WCKG	4	4	WLAK	12	4	WJMK
5	5	WZRC (AOR)	4	5	WXRT	9	5	WKQX	2	5	WLUP-FM
8	6	WKQX (CHR)	6	6	WKQX	5	6	WXRT	5	6	WCLR
6	7	WCKG (AOR)	7	7	WBBM-FM	8	7	WCKG	11	7	WKQX
9	8	WLUP-FM (AOR)	10	8	WYDZ	11	8	WJMK (Gold)	7	8	WUSN (Ctry)
17	9	WLAK (AC)	9	9	WLAK	7	9	WGN (Talk)	14	9	WFYR (AC)
12	10	WRXR (Gold)	14	10	WRXR	6	10	WCLR (AC)	6	10	WLOO (B/EZ)

#### San Francisco

**KSOL Still Young Adult Leader; KMEL Teen Champ, Runner-up In 18-34; KSFO & KYA Combo Second Home To Older Adults; KGO Keeps 25-54 Crown**

WI	Sp	12-17	WI	Sp	18-34	WI	Sp	18-49	WI	Sp	25-54
'87	'87	Rank	'87	'87	Rank	'87	'87	Rank	'87	'87	Rank
1	1	KMEL (CHR)	1	1	KSOL	3	1	KSOL	1	1	KGO
2	2	KSOL (UC)	3	2	KMEL	6	2	KSFO & KYA	3	2	KSFO & KYA
3	3	KLOK-FM (AC)	9	3	KRQR (AOR)	9	3	KOIT-FM	12	3	KNBR
4	4	KITS (CHR)	6	4	KYUU	1	4	KGO (N/T)	5	4	KOIT-FM
5	5	KWSS (CHR)	7	5	KFOG (AOR)	4	5	KMEL	4	5	KBLS (N/T)
6	6	KYUU (AC)	10	6	KSFO/KYA (Gold)	12	6	KRQR	11	6	KSOL
10	7	KOME (AOR)	11	7	KOIT-FM	17	7	KNBR (Misc)	2	7	KBLX-FM
12	8	KSJO (AOR)	2	8	KITS	8	8	KYUU	8	8	KYUU
15	9	KIOI (AC)	5	9	KLOK-FM	12	9	KFOG	13	9	KFOG
9	10	KATD (CHR)	4	10	KBLX-FM (AA)	2	10	KBLX-FM	10	10	KSAN (Ctry)



September 11, 1987

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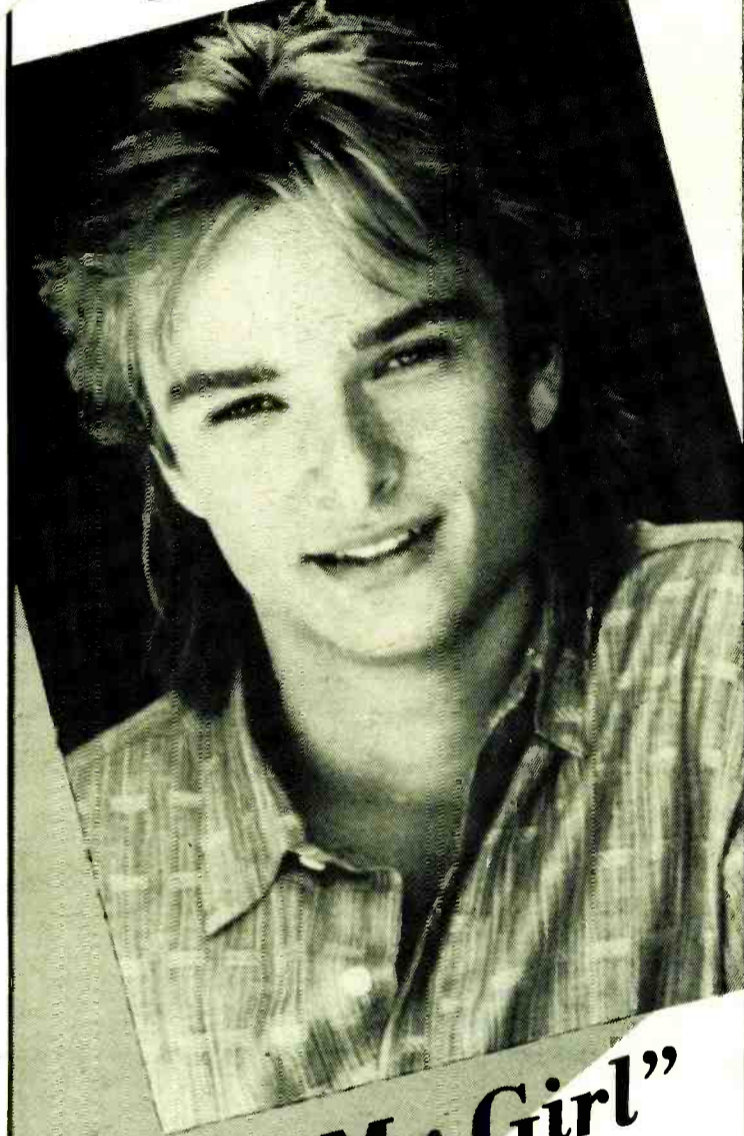


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| Q102 27-23   | KKXL 35      |
| 99DTX 28-23  | 99KG add     |
| KPLZ 40      | WSPT deb 40  |
| WNNK deb 39  | KUUB add     |
| KZIO 33      | Y97 40-37    |
| WZOK 24-21   | OK95 19-15   |
| WRQN deb 35  |              |

Taken from the movie and soundtrack  
**"HE'S MY GIRL"**  
starring David Hallyday



Distributed by CBS Records, Inc.

## RATINGS

### Arbitron Demographic Rankings

#### Philadelphia

WMMR Still Adult Dominator, Grows In Teens; WUSL Stable In Younger Demos; WMGK Up In Older Demos; WDAS-FM Makes Across The Board Gains

Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station
1	1		WUSL (UC)	1	1		WMMR	1	1		WMMR	1	1		WMMR
2	2		WCAU-FM (CHR)	2	2		WUSL	2	2		WUSL	4	2		WMGK
4	3		WEGX (CHR)	3	3		WYSP	5	3		WMGK	3	3		WSNI
3	4		WMMR (AOR)	8	4		WDAS-FM	8	4		WDAS-FM	2	4		WKSZ
6	5		WDAS-FM (UC)	4	5		WCAU-FM	3	5		WSNI	11	5		WDAS-FM
5	6		WYSP (Gold)	5	6		WSNI	4	6		WYSP	5	6		WEAZ
8	7		WPST (CHR)	6	7		WMGK	6	7		WKSZ	6	7		KYW
7	8		WSNI (AC)	7	8		WIOQ (AOR)	7	8		WCAU-FM	7	8		WUSL
10	9		WKSZ (AC)	9	9		WKSZ	9	9		KYW (News)	8	9		WYSP
13	10		WMGK (AC)	12	10		WEGX	11	10		WEAZ (B/EZ)	9	10		WXTU (Ctry)

#### Detroit

WJR Regains 25-54 Crown, Up In Teens And 18-49; WJLB Teen And Young Adult Leader; WCSX Makes Impressive Growth In Adult Demos

Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station
1	1		WJLB (UC)	1	1		WJLB	1	1		WJLB	2	1		WJR
2	2		WHYT (CHR)	2	2		WRIF	2	2		WRIF	1	2		WJLB
3	3		WCZY-FM (CHR)	3	3		WLLZ	15	3		WCSX	18	3		WCSX
6	4		WDTX (CHR)	15	4		WCSX (Gold)	5	4		WLLZ	4	4		WOMC
4	5		WLLZ (AOR)	4	5		WCZY-FM	7	5		WJR	7	5		WCZY-FM
7	6		WNIC (AC)	5	6		WHYT	3	6		WCZY-FM	6	6		WNIC
5	7		WRIF (AOR)	6	7		WNIC	4	7		WNIC	3	7		WWWW
—	8		WMHE (CHR)	8	8		WKSX (Gold)	9	8		WOMC	9	8		WRIF
10	9		WJR (Misc)	7	9		WDTX	6	9		WHYT	8	9		WJOI (B/EZ)
9	10		WWWW (Ctry)	9	10		WOMC (AC)	10	10		WWWW	12	10		WLLZ

#### Boston

WBCN Young Adult Leader; WXKS-FM Wears Teen And 25-54 Crowns; WRKO Up In Older Demos; WZLX Remains Stable

Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station
1	1		WXKS-FM (CHR)	1	1		WBCN	2	1		WBCN	4	1		WXKS-FM
2	2		WZOU (CHR)	2	2		WXKS-FM	1	2		WXKS-FM	1	2		WBCN
3	3		WBCN (AOR)	3	3		WZLX (Gold)	3	3		WZLX	3	3		WBZ
4	4		WAAF (AOR)	6	4		WZOU	4	4		WMJX	9	4		WRKO
7	5		WILD (UC)	9	5		WAAF	8	5		WBZ (AC)	5	5		WZLX
5	6		WROR (AC)	4	6		WMJX	6	6		WROR	6	6		WHDH
—	7		WHJY (AOR)	5	7		WROR	10	7		WZOU	7	7		WROR
10	8		WHDH (AC)	7	8		WVBF (AC)	11	8		WRKO (N/T)	2	8		WSSH
21	9		WJIB (B/EZ)	12	9		WILD	5	9		WSSH	10	9		WMJX
8	10		WMJX (AC)	8	10		WSSH (AC)	9	10		WHDH	11	10		WVBF

#### Houston-Galveston

KIKK-FM New 25-54 Leader, Goes Up In Teens And 18-34; KMJQ Remains Young Adult Champ; KKQB-FM Stable In Young Demos, Slips In Older; KEYH Jumps In Teens

Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station	Wi '87	Sp '87	Rank	Station
1	1		KKQB-FM (CHR)	1	1		KMJQ	1	1		KMJQ	3	1		KIKK-FM
2	2		KRBE-FM (CHR)	2	2		KKQB-FM	2	2		KIKK-FM	4	2		KILT-FM
3	3		KMJQ (UC)	5	3		KZFM	5	3		KILT-FM	2	3		KFMK
5	4		KLOL (AOR)	4	4		KRBE-FM	4	4		KFMK	1	4		KMJQ
4	5		KIKK-FM (Ctry)	6	5		KIKK-FM	3	5		KKQB-FM	6	5		KODA (B/EZ)
7	6		KYOK (UC)	3	6		KLOL	6	6		KRBE-FM	5	6		KKQB-FM
24	7		KEYH (Span)	7	7		KFMK (AC)	8	7		KZFM	7	7		KZFM
6	8		KQQK (CHR)	8	8		KILT-FM	7	8		KLOL	10	8		KTRH
8	9		KILT-FM (Ctry)	9	9		KLTR (AC)	9	9		KLTR	9	9		KLOL
18	10		KZFX (Gold)	11	10		KKHT (AC)	12	10		KTRH (News)	12	10		KLTR





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# NETWORK FEATURE FILE

## NEWS & INFORMATION FEATURES

September 14 - September 20

### MUSIC FEATURES

#### WEEKLY

September 14 - September 20

<b>American Dance Traxx</b> (WO/M) ABC/Gloria Estefan & Miami Sound Machine/Alexander O'Neal	<b>Legends Of Rock</b> (NBC) Led Zeppelin Pt. 1	<b>Sittin' In</b> (WRN) Holly Dunn
<b>American Top 40</b> (ABC) Levert/Suzanne Vega/John Cougar Mellencamp/Bruce Springsteen/Dionne Warwick/Madonna/La Bamba/LDDs: Endless Love	<b>Let The Good Times Roll</b> (GSN/ABC) Eagles/Frankie Avalon	<b>Solid Gold Saturday Night</b> (US) Neil Diamond
<b>Lee Arnold On A Country Road</b> (WO/M) Willie Nelson/Kenny Rogers/K.T. Oslin	<b>Line One</b> (WO/M) Def Leppard	<b>Special Edition</b> (WO/M) Stephanie Mills
<b>Christian Countdown America</b> (CCA) Don Francisco Pt. 2	<b>Live From Gilley's</b> (WO/M) Lacy J. Dalton	<b>Star Beat</b> (MJI) New Edition
<b>Dick Clark's Rock, Roll &amp; Remember</b> (US) Elton John	<b>Metalshop</b> (MJI) Donnington Special	<b>Sunday Country</b> (CI) Sylvia
<b>Classic Call</b> (PRN) 2 hour Doors special	<b>Miller Sound Express</b> (WO/M) Levert/Regina Belle	<b>Superstars Rock Concert</b> (WO/M) Huey Lewis & News
<b>Classic Cuts</b> (MJI) Dave Clark	<b>Motor City Beat</b> (US) Isley Brothers	<b>Top 30 USA</b> (CBS) Felix Cavaliere interview, music by The Rascals
<b>The Countdown</b> (WO/M) Madame X/Prince	<b>Musical!</b> (WO/M) John Barry/Seven Brides For Seven Brothers	<b>Weekly Country Music Countdown</b> (US) Oak Ridge Boys
<b>Countdown America With Dick Clark</b> (US) Bob Seger	<b>National Music Survey</b> (WO/M) America	
<b>Countdown USA</b> (CUSA) Mr. Mister	<b>Off The Record Special</b> (WO/M) The Hooters	
<b>Country Calendar Weekly Special</b> (CW) Janie Fricke/Roy Acuff/David Bellamy/Hank Williams Jr./Juice Newton/Barbara Mandrell/Ronnie Milsap	<b>On The Move</b> (CBS) Lisa Lisa	
<b>Country Report Countdown</b> (WRN) Don Williams	<b>On The Radio</b> (OR) Outfield	
<b>Country Today</b> (MJI) Mickey Gilley	<b>Party America</b> (ABC) Lisa Lisa/Bananarama/Levert/Cheech/Outfield	
<b>Cruisin' America With Cousin Bruce</b> (CBS) Paul Simon/Ronnie Spector/Boxtops	<b>Plain Rap Countdown</b> (PRN) AC: Siedah Garrett/Dan Hill/Heart/Smoke Robinson/Mr. Mister CHR: Fleetwood Mac/Los Lobos/George Michael/REO Speedwagon/David Bowie Urban: Lisa Lisa/Levert/Exposé/Debbie Gibson/Whispers	
<b>Rick Dees Weekly Top 40</b> (RDP) Natalie Cole	<b>Pop Concerts/Star Trak Profiles</b> (WO/M) Toto	
<b>Dr. Demento</b> (WO/M) Cheech Marin	<b>Powercuts</b> (GSN/ABC) Jethro Tull/John Cougar Mellencamp	
<b>Encore With Jim Lange</b> (WO/M) 1937: Tommy Dorsey	<b>Reelin' In The Years</b> (GSN/ABC) Beatles/Roger Daltrey	
<b>Fusion 40</b> (TP) Steve Bach/Max Bennett/Jean Carne/Duke Ellington/Eliane Elias	<b>Rock &amp; Roll Never Forgets</b> (WO/M) Dave Edmunds/Supertramp/Donovan/Young Rascals	
<b>Future Hits</b> (WO/M) Bruce Springsteen/Los Lobos	<b>Rock Chronicles</b> (WO/M) Outfield/John Waite/Christie Hynde	
<b>Great Sounds</b> (US) Lawrence Welk	<b>Rock Over London</b> (RI) Deacon Blue	
<b>Hot Rocks</b> (US) Steve Winwood	<b>Rock Today</b> (MJI) Jerry Garcia	
<b>In Concert</b> (WO/M) Europe/The Cure	<b>Rock Watch</b> (US) Heart	
<b>Jazz Show With David Sanborn</b> (NBC) Alex de Grassi	<b>Rockline</b> (GSN/ABC) Aerosmith	
<b>John Lander's Hit Music USA</b> (US) Whitesnake/Whitney Houston	<b>Rocktrends</b> (MCA) Billy Idol/P.I.L.	
	<b>Scott Shannon's Rockin' America Countdown</b> (WO/M) Grateful Dead/Jonathan Butler/Suzanne Vega	

<b>Sittin' In</b> (WRN) Holly Dunn	<b>Solid Gold Saturday Night</b> (US) Neil Diamond
<b>Special Edition</b> (WO/M) Stephanie Mills	<b>Star Beat</b> (MJI) New Edition
<b>Sunday Country</b> (CI) Sylvia	<b>Superstars Rock Concert</b> (WO/M) Huey Lewis & News
<b>Top 30 USA</b> (CBS) Felix Cavaliere interview, music by The Rascals	<b>Weekly Country Music Countdown</b> (US) Oak Ridge Boys

#### DAILY

September 21 - September 25

<b>British Wax Museum</b> (RI) Rolling Stones/Al Stewart/Pete Townshend & Ronnie Lane/Paul & Linda McCartney/Led Zeppelin	<b>Country Calendar</b> (CW) Dan Seals/Donna Fargo/Moe Bandy/Patty Loveless/John Schneider/Barbara Mandrell/John Dittick
<b>Country Comments</b> (WO/M) Randy Travis/Moe Bandy/George Strait/Lacy J. Dalton/Juice Newton/Schuyler, Knobloch & Bickhardt/Rosanne Cash	<b>Country Datebook</b> (US) Ray Charles/Mickey Gilley/George Strait/David Frizzell/Oak Ridge Boys
<b>Country Report</b> (WRN) Holly Dunn/Ricky Van Shelton/Tanya Tucker	<b>Country Report</b> (WRN) Holly Dunn/Ricky Van Shelton/Tanya Tucker
<b>Rick Dees' American Music Magazine</b> (US) Pet Shop Boys/Mr. Mister/Cutting Crew/Swing Out Sister/Genesis	<b>Off The Record</b> (WO/M) Europe/Richard Marx/U2
<b>Off The Record</b> (WO/M) Europe/Richard Marx/U2	<b>Psychedelic Psnack</b> (WO/M) Johnny Rivers/Wings/Rod Stewart/Nazz/Three Dog Night
<b>Psychedelic Psnack</b> (WO/M) Johnny Rivers/Wings/Rod Stewart/Nazz/Three Dog Night	<b>Rock &amp; Roll Never Forgets</b> (WO/M) Grateful Dead/Fleetwood Mac/Jimi Hendrix
<b>Rock &amp; Roll Never Forgets</b> (WO/M) Grateful Dead/Fleetwood Mac/Jimi Hendrix	<b>Shootin' The Breeze</b> (WO/M) DeeDee/Lakeside/Patrice Rushen
<b>Shootin' The Breeze</b> (WO/M) DeeDee/Lakeside/Patrice Rushen	<b>Solid Gold Country</b> (US) 1978/Autumn's greatest hits/David Frizzell/Shelly West/September gold/Lynn Anderson
<b>Solid Gold Country</b> (US) 1978/Autumn's greatest hits/David Frizzell/Shelly West/September gold/Lynn Anderson	<b>Solid Gold Scrapbook</b> (US) Brian Epstein/MGM Records/1968/Detroit spotlight/Neil Diamond
<b>Solid Gold Scrapbook</b> (US) Brian Epstein/MGM Records/1968/Detroit spotlight/Neil Diamond	<b>Star Trak</b> (WO/M) Los Lobos/Hooters/Jonathan Butler
<b>Star Trak</b> (WO/M) Los Lobos/Hooters/Jonathan Butler	

### GENERAL INFORMATION

<b>American Focus</b> (FY) C. Everett Coupe	<b>Auto Report</b> (ME) GM's 88s/Theftproofing your car/Subaru Justy/Chrysler-AMC merger
<b>Car Show Coast-To-Coast</b> (SCGI) Car review: Lincoln 2-door; interview with former AMC designer Richard Teague	<b>Earth News</b> (WO/M) Jim Carroll/Jay Nash/Stanley Ross/Michael Singer/Pamela Des Barres/Joan Baez/Derek Taylor
<b>Health Care</b> (PIA) "Chiropractics & Nutrition: Good Medicine"	<b>Like Only Yesterday</b> (WO/M) Benjamin Weir released/Khrushchev visits US/Ford pardons draft evaders/Sadat & Begin sign Camp David Accords/Dag Hammarskjold dies in plane crash
<b>NBC Extra</b> (NBC) King football: college game	<b>Public Affairs</b> (PIA) "The Nursing Shortage" aka "The Nurse Death"
<b>Reviewing Stand</b> (PIA) Impact Of Televised Hearings, Professor David Protess, Fred Thompson — Watergate Counsel / Should Televangelists Be Required To Testify Before Congress?, Professor Dan Polsby / O'Hare Airport's New Terminal, Joe Hopkins — United Airlines	<b>Travel Holiday Magazine</b> (CW) Cayman Islands
<b>Wireless Flash</b> (CRN) Donna Pescow/Joan Harting/The Call/Janis Siegel	

### COMEDY

<b>All My Children Update</b> (PRN) Nat spills beans to Ellen/Ross rags on Ellen/Ellen packs her rags/Palmer cleans beans with Ellen's rags/without Louise, David does sax solo	<b>Amatellin U</b> (DD) Homecoming wrap-up/Earthworm step mom/Psychology of arc welding/Hitchhiking football players
<b>Bobby Jo Amberg's Bar 'N Grill</b> (DD) Voting for favorite waitress/Football follies/Urban accountant at night/Knuckles	<b>Comedy Hour</b> (MJI) Special Guest: John Cleese/Monty Python/Billy Crystal/Bill Cosby/Not the 9:00 news
<b>Comedy Show With Dick Cavett</b> (CW) Political humor/Johnny Carson/David Frye/Freddie Prinze/Jeff Altman/Jonathan Winters	<b>Comedy Spot</b> (CW) Jim Morris/Adlai Stevenson/(Kitch) Ortego/Stan Freberg/Michael Kauffman
<b>Daily Feed</b> (DCA) Glasnost gesundheit/Starship survives/Rag'd heads of state/What budget?/Guinness special prosecutor records	<b>Hiney Wine</b> (DD) Never too young for Hiney/Dipping your corn dog in Hiney/Tobasco & Hiney/Cheap Hiney/Seed Scandal 1987/Soaking Wet Hiney
<b>Jackie The Joke Man</b> (OHR) Fat-o-mat/Behind fig leaf #1/Captain's forward/Big breaths, thirteen/Flies tangled	<b>Mel Blanc's Blankety Blancs</b> (ASR) Hanky panky/Gilligan's island/Chero/Whoopi/Daquans
<b>National Comedy Wireless</b> (DD) Mr. Reagan's neighborhood/Susan B. Anthony Jones' patriotic phone/Nuclear fireplace/Susan B. Anthony 1-900 #/Reverend Oral Dosage/Sniff & Whiff perfumery/Wormgear Mail	

### SPORTS

<b>Baseball Game Of The Week</b> (CBS) (listing arrives Sept 8)	<b>Costas Coast To Coast</b> (CW) Tim McCarver
<b>Inside Sports Report</b> (CW) Dick Schultz/Arthur Ashe/Phil Simms/Tommy Lasorda/Dick Enberg	<b>John Madden's Sports Quiz</b> (CW) Who wouldn't give up a TD/Worst national anthem/Stork/Coach who couldn't break a record/1964 boxing champ/Best running backs
<b>National Football League</b> (WO/M) 49ers at Cincinnati Bengals (12:45 PM ET) Cowboys at New York Giants (3:45 PM ET) (9/20)	<b>NFL Football</b> (CBS) New York Giants, Chicago Bears (8:40 PM ET) (9/14)
<b>Radio Baseball Cards</b> (GCS) Darryl Porter/Gary Gaetti/Glenn Davis/Oil Can Boyd/Brooks Robinson/Mickey Hatcher	<b>Sports Explosion</b> (PIA) Doug Buffone/Rick Telander
<b>Sports Flashback</b> (CW) Lou Brock's stolen base record/Manager '68 Tigers/Bobby Thompson's home run/Tommy Mariello's claim to fame/Paul Molitor's consecutive hit record/Sandy Koufax strikeout record	

### DRAMA/ NOSTALGIA

<b>Campbell's Playhouse</b> (PIA) "Our Town"	<b>Golden Age Of Radio</b> (PRN) Saint/People are funny/Falcon/Rocky for-tune/Duffy's tavern
---	---

### THE ADD-VENTURE OF THE 80'S!

A one-hour barter program of the week's most exciting new rock releases. Hosted by former KROQ, KNAC Air Personality. Famous co-hosts. Focus on new releases by today's established inventive artists and those just making their names. Attracts a dedicated audience of young adults to complement and increase your target.

NOW AVAILABLE  
**Cerwin-Vega!**  
AND **ALL Media**  
PROUDLY

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## RADIO SHOW

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Come visit the Talknet hosts  
at the Anaheim Marriott, Suite 445.

# Catch 'Em In the Act.



**From the lobby of the magnificent Anaheim Marriott, in the land of sunshine and hot tubs, Bruce Williams, Sally Jessy Raphael and Neil Myers will be broadcasting their Talknet radio shows—five!**

On September 10th and 11th, during Radio '87, Bruce will be on the air from 4 to 7pm, Sally from 7 to 10pm and Neil from 10 to 1am Pacific Time.

If you think they're terrific on the air—watch them captivate a live audience!

Come visit the Talknet hosts, including our newest member Bob Madigan, in the NBC Radio Networks' hospitality suite.



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## NATIONAL MUSIC FORMATS

## Alternative Programming Inc.

Mickey Briggs (214) 521-4484 / (800) 231-2818  
Adult Alternative

FORCE M.D.'S "Love Is A House"  
MIAMI SOUND... "Betcha..."  
RAY PARKER JR. "I Don't..."  
MICHAEL BOLTON "That's..."

## Country Alternative

STEVE WARINER "Lynda"  
LEE GREENWOOD "If There's..."  
KEITH WHITLEY "Would..."  
JANIE FRICKE "Baby You're..."

## Bonneville Broadcasting

Kevin McCarthy (800) 631-1600  
Alpha

FLEETWOOD MAC "Little Lies"  
CARLY SIMON "The Stuff..."

## Easy Listening

PERRY COMO "That's What..."  
L. VAN ROOYEN "Falling..."

## Broadcast Programming

Jeff King/Jay Albright (800) 426-9082  
Adult Contemporary

CARS "You Are The Girl"  
SWING OUT SISTER "Breakout"  
BEBE & CECE WINANS "I.O.U..."

## Modern Country

SAWYER BROWN "Somewhere..."  
KEITH WHITLEY "Would These..."  
T.G. SHEPPARD "One For..."  
REBA McENTIRE "The Last..."

## Century 21

Greg Stephens (214) 934-2121  
The Z Format

MICHAEL JACKSON "Bad"  
MICK JAGGER "Let's Work"  
U2 "Where The Streets..."

## The AC Format

MICHAEL JACKSON "Bad"  
TAJA SEVILLE "Love Is..."  
RAY PARKER JR. "I Don't..."  
AL JARREAU "Since I Fell..."

## Super-Country

OAK RIDGE BOYS "Time In"  
HIGHWAY 101 "Somewhere..."  
VINCE GILL "Let's Do..."  
SWEETHEARTS... "Gotta..."

## Concept Productions

Elvin Ichiyama (916) 782-7754  
CHR

FAT BOYS "Wipe Out"  
MICHAEL JACKSON "Bad"  
LOS LOBOS "Come On..."  
ALEXANDER O'NEAL "Fake"  
MICK JAGGER "Let's Work"  
U2 "Where The Streets..."

## Country

TRIO "Those Memories Of You"  
PAKE McENTIRE "Good God I..."  
BILLY MONTANA "Baby I Was..."

## AC

LISA LISA "Lost In Emotion"  
LOS LOBOS "Come On Let's Go"  
FORCE M.D.'S "Love Is A House"  
AL JARREAU "Since I Fell..."

## Drake-Chenault

Phil Barry (800) 247-3303  
XT-40

U2 "Where The Streets."  
REO SPEEDWAGON "In My..."

## Contempo 300

SIMPLY RED "Maybe Someday"  
RAY PARKER JR. "I Don't..."  
BEBE & CECE WINANS "I.O.U..."  
MICHAEL BOLTON "That's..."

## Great American Country

TAMMY WYNETTE "Your Love"  
SAWYER BROWN "Somewhere..."  
BAILLIE & THE BOYS "He's..."  
REBA McENTIRE "The Last..."  
WAYLON JENNINGS "Rough &..."

## Supersoul

ALEEM "Love Shock"  
MICHAEL JACKSON "Bad"  
LACE "My Love Is Deep"  
DEJA "You & Me Tonight"  
MILLIE SCOTT "Automatic"  
JONATHAN BUTLER "Holding On"  
STEVE ARRINGTON "Stone Love"  
ALEXANDER O'NEAL "Criticize"  
LUTHER VANDROSS "So..."  
REGINA BELLE "So Many Tears"  
LOOSE ENDS "Nights Of..."

## JSA Programming

Jay Stevens (213) 463-4542

## Easy Hits

CARS "You Are The Girl"  
RAY PARKER JR. "I Don't..."

## Media General

## Broadcast Services

John Lentz (901) 320-4433  
ACtion

TAJA SEVILLE "Love Is..."  
RAY PARKER JR. "I Don't..."  
AL JARREAU "Since I Fell..."  
MICHAEL JACKSON "Liberian..."  
GORDON LIGHTFOOT "Morning..."

## Your Country

K.T. OSLIN "Do Ya"  
T.G. SHEPPARD "One For..."  
REBA McENTIRE "The Last..."  
T. GRAHAM BROWN "She..."

## Hit Rock

BILLY IDOL "Mony Mony"  
ALEXANDER O'NEAL "Fake"  
REO SPEEDWAGON "In My..."  
MADONNA "Causing A..."

## Peters Productions, Inc.

George Junak (800) 255-8511  
Country Lovin'

VINCE GILL "Let's Do..."  
CHARLEY PRIDE "If You..."  
REBA McENTIRE "The Last..."

## The Ultimate AC

LUTHER VANDROSS "So..."  
MICHAEL BOLTON "That's..."

## The Programming Consultants

Lindsay Schnyder (800) 843-7807  
Stereo Rock

U2 "Where The Streets..."  
J.C. MELLENCAMP "Paper..."  
REO SPEEDWAGON "In My..."

## THE PROGRAMMING CONSULTANTS

## AC

TAJA SEVILLE "Love Is..."  
REO SPEEDWAGON "In My..."  
AL JARREAU "Since I Fell..."

## Country

SKB "No Easy Horses"  
TAMMY WYNETTE "Your Love"  
TRIO "Those Memories Of You"  
REBA McENTIRE "The Last..."  
T.G. SHEPPARD "One For..."  
T. GRAHAM BROWN "She..."

## Hot AC

WA WA NEE "Sugar Free"  
ALEXANDER O'NEAL "Fake"  
MICK JAGGER "Let's Work"  
U2 "Where The Streets..."  
REO SPEEDWAGON "In My..."  
LOS LOBOS "Come On Let's..."

## Radio Arts

John Benedict/Joe Patrick (818) 841-0225

## Country's Best

REBA McENTIRE "Last One..."  
TRIO "Those Memories Of You"

## Soft Contemporary

ABC "When Smokey Sings"  
SWING OUT SISTER "Breakout"

## Sound 10

AL JARREAU "Since I Fell..."  
MICHAEL BOLTON "That's..."

## American Rock

LEVERT "Casanova"  
FAT BOYS "Wipe Out"  
MICHAEL JACKSON "Bad"  
ALEXANDER O'NEAL "Fake"

## Satellite Music Network

Pat Clarke (214) 991-9200

## The Starstation

ABC "When Smokey Sings"  
RESTLESS HEART "Why Does..."

## Country Coast-To-Coast

MOE BANDY "You Haven't..."  
HOLLY DUNN "Only When I Love"

## Rock 'N' Hits

LEVERT "Casanova"  
MICHAEL JACKSON "Bad"  
R.E.M. "The One I Love"  
MICK JAGGER "Let's Work"  
SWING OUT SISTER "Breakout"  
TOM KIMMEL "Trying To Dance"  
REO SPEEDWAGON "In My..."  
MADONNA "Causing A..."  
BOYS DON'T CRY "Who's Am..."  
U2 "Where The Streets..."  
RICHARD MARX "Should've..."

## Z-Rock

KISS "Crazy Nights"  
MSG "Perfect Timing"  
ARMORED SAINT "Raising Fear"  
SHOK PARIS "Steel And..."

## Transtar

## Country

Steve Penny (213) 460-6383

JOHN CONLEE "Mamma's..."  
O'KANES "Daddie Needs..."  
JUDDS "Maybe Your Baby's..."

## PROGRAM SUPPLIER ROUNDUP

## MJI Makes Direct Hit

MJI Broadcasting has debuted "Direct Hits," a two-hour music-intensive entertainment magazine targeted to CHR stations.

The show is hosted by WQHT/New York evening personality Bill Lee, and is supplied in two versions: mainstream CHR and urban/dance-leaning. "Direct Hits" will contain entertainment news, interviews with stars, and a top-three countdown; (212) 245-5020.

## Touch Of Jazz

MCA Radio is distributing the AC-targeted "A Touch Of Jazz." Running three hours a week, "Touch" will blend contemporary jazz (e.g., George Benson, Larry Carlton, David Sanborn) with new age (Andreas Vollenweider, Montreaux) and pop (Sade, Doobie Brothers, Steve Winwood). The feature is hosted by veteran personality Alison Steele and produced by Bob O'Connor; (818) 777-5775.

## Oldie Party

The Music Director programming service is offering "Saturday Night Oldies Party," 422 selections from the '50s, '60s, and '70s on 12

reels. Current Music Director clients will not be receiving any repeat oldies; (413) 783-4626.

## Mutual Football

For the 20th consecutive year, Mutual Broadcasting will provide season-long coverage of Notre Dame football with Tony Roberts on play-by-play and Tom Pagna doing color. On Sundays the net will broadcast NFL doubleheaders: Roberts and Jack Ham will describe the early games; Joel Meyers and Jack Snow will call the afternoon contests; (703) 685-2000.

## Black Focus

A new syndicated strip featuring the lifestyles of black women is now available from Atlanta-based Anderson Communications. "Focus On Women" is designed to run in morning and afternoon drive, and will cover such topics as dealing with cancer, cooking, child rearing, and interracial relationships; (404) 752-9353.



Officials of Bronner Brothers Cosmetics and Anderson Media discuss the premiere of "Focus On Women." Host Sharon West stands with (l-r) N.H. Bronner Sr., Nathaniel Bronner Jr., Dale Bronner, Bernard Bronner, and Anderson Media President Al Anderson.

## CLOSED CIRCUIT

## People

The Associated Press has appointed Susan Spaulding Broadcast Executive for Indiana/Illinois from the Northern California/Oregon region . . . Beau Weaver leaves Transtar to become the new host of ABC/Global Satellite's "Let The Good Times Roll" . . . Steve Scharch upped to GSM at James Paul Brown Entertainment from Director/Affiliate Relations . . . Bruce Wermuth joins TM Communications as Vocal/Music Producer . . . Doug Lyon now at Rosko World Syndication for Japanese programs.

## Notes

Brent Musberger and Ernie Harwell will call the American League championship series for CBS Radio next month. This is the 12th year that Musberger and Harwell (the voice of the Tigers) have teamed up. Appointed to the National League games are Johnny Bench and Dick Stockton. At the World Series, Jack Buck, Bill White, and John Rooney will be in the booth . . . NBC has established the Steve White Memorial Fund, com-



Bruce Wermuth memorating the Director/Affiliate Services who passed away in July.

AP has contracted with GTE Space-net Corp. for satellite time beginning next year. The operational life of current bird Westar III is fading . . . The Texas AP Net will again carry Houston Oiler games . . . Sheridan Broadcasting will broadcast "Lift Every Voice" in association with the United Negro College Fund through November. The 30-minute program features college choirs, inspirational messages, and more to raise money for the fund. For info, call (412) 281-6751.



# WOLFEMAN JACK IS BACK!



The original rock 'n roller  
is now **live** on San Diego's  
original Oldies Station —  
69 XTRA Gold.  
Howlin and Prowlin  
every weekday afternoon  
from 2pm—6pm.

**XTRA**  
**69 Gold AM**

THE OLDIES STATION



# EPIC COMMITMENT



## REO SPEEDWAGON

*"In My Dreams"*

**CHR BREAKERS**

**29**

151/26 — 65%

AC CHART: **17**

A HIT IS A HIT IS A HIT!!



## GLORIA ESTEFAN & MIAMI SOUND MACHINE

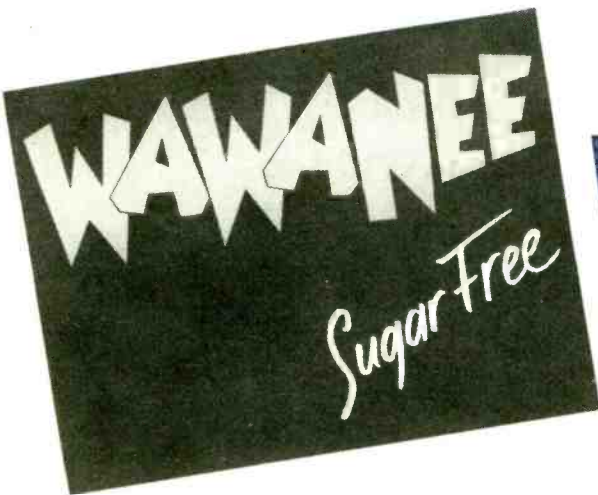
*"Betcha Say That"*

NOW ON OVER 100 CHR REPORTERS!

NEW ADDS INCLUDE:

Z94	WINK	KCAQ	WBNQ
HOT105	Z102	WKSF	WKFR
PWR106	WKDD	WYKS	KKLS
KC101	KIHK	Q101	
Q98	KMGX	KYYY	

ONE OF THE MOST ACTIVE!



## WA WA NEE

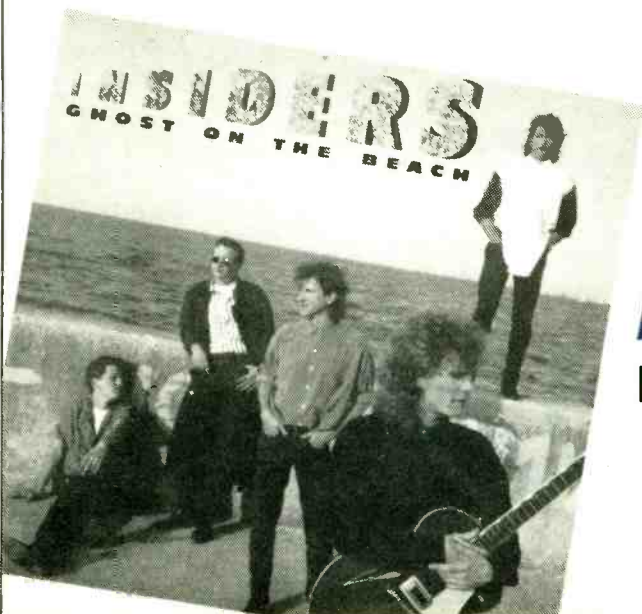
*"Sugar Free"*

**NEW & ACTIVE**

63/29

ONE OF THE MOST ADDED  
WHAT A BUZZ!

Y100	WKEE	WKZL	OK100	KZOZ
KDWB	99GFM	WGTZ	KNAN	
KCPX	WRCK	KRNQ	WPFM	
WFLY	WQUT	194	WBWB	
WVSR	WOKI	96KFMY	WAZY	
WNNK	KITY	KRQ	KKRC	
WTIC	KTUX	WWFX	KUUB	



## INSIDERS

*"Ghost On The Beach"*

LISTEN TO THIS RECORD

**KOZE 32-20 (HOT)**

KPLZ	KXYQ	KKRC
KITS	KZZU	KGOT
WAEB	WJMX	KTMT
WQUT	WCIL	
KDWZ	Y94	





## DATEBOOK

SEAN ROSS

## Sex Music For Bat People

MONDAY, SEPTEMBER 21

1967/**Joan Collins** makes her first of two appearances as a special guest villainess on "Batman."  
 1976/On the second night of a punk festival at London's 100 Club featuring the **Vibrators**, **Damned**, **Buzzcocks**, and **Stinky Toys**, a girl's eye is put out by a flying beer bottle. Police try to blame **Sid Vicious**, then drummer for **Siouxsie & the Banshees**. Punk is subsequently banned from the club.  
 1979/It also said they'd arrive in UFOs: The *New York Post* insists, in a front page story, that the **Beatles** will reunite to benefit Kampuchean boat people.  
 1984/"Burning Rage," a TV movie featuring **Barbara Mandrell's** first dramatic role, premieres while its star is still in a coma from her car crash.  
 1985/As part of a then-burgeoning UK trend that involves reissues and remixes of everything, **Amil Stewart** reenters the Top 10 with a "Knock On Wood/Light My Fire" medley.  
 Born: **Dickey Lee** 1940, **Leonard Cohen** 1934, **Don Felder** 1947, **Betty Wright** 1953

TUESDAY, SEPTEMBER 22

1979/**Joe Walsh** announces he'll run for President in 1980.  
 1980/**John Lennon & Yoko Ono** sign with **Geffen** and bring the label the already-recorded "Double Fantasy."  
 1983/The **Everly Brothers** play their first show together in ten years.  
 1984/"Dr. Beat," the **Miami Sound Machine's** pre-"Conga" experiment with English-language disco, goes to #6 UK.  
 1985/"Farm Aid I" takes place in Champaign, IL.  
 1986/**Bobby Bland** plays to 800 female inmates of New Orleans's Parish Prison. When he tries to kiss a woman in the second row, she buries her head in her arms. "I wouldn't want to kiss an old man like me either," he replies.  
 Born: **David Coverdale (Whitesnake)** 1949, **Debbi Boone** 1956, **Joan Jett** 1958, **King Sunny Ade** 1946

WEDNESDAY, SEPTEMBER 23

1983/A **Warners** spokesman announces that **Art Garfunkel** won't be on **Paul Simon's** "Hearts & Bones" LP, then known as "Think Too Much," because Paul thinks the album is "too personal" to feature another's singing. Also, "Eddie & The Cruisers" opens nationally.  
 1986/**Night Ranger's** **Brad Gillis** and **Jeff Watson** help **Jackie Stewart** test the new Ford Mercury at a Northern California racetrack. **Melba Moore** and **Freddie Jackson** headline an anti-crack show at the Plaza Hotel's Grand Ballroom in New York. Guests include **James Brown**, **Mohammad Ali**, and **Tony LoBlanco**. And the **Buffalo Springfield's** **Dewey Martin** and **Bruce Palmer** play a San Francisco club; **Stephen Stills** is at another club a few blocks away but doesn't visit, despite Martin's claims that there'll be a reunion LP.  
 Born: **Bruce Springsteen** 1949, **Julio Iglesias** 1943, **Roy Buchanan** 1939, **John Rocca (Freeez)** 1960



THURSDAY, SEPTEMBER 24

Bruce Springsteen, Holly Knight, Joan Jett, Betty Wright.

1976/**Bay City Rollers** singer **Les McKeown** is found not guilty of shooting at a girl fan with an air rifle.  
 1977/2500 fans show up for the first **Elvis Presley** convention in Cincinnati. Presley 45s sell for up to \$300.  
 1980/**Led Zeppelin** gets together to rehearse for the last time at the house **Jimmy Page** has recently acquired from **Michael Caine**.  
 1984/**Bar-Kays** guitarist **Marcus Price** is shot to death while leaving a Memphis rehearsal studio.  
 1986/**Gram Parsons** is honored in Nashville by a group of guitarists influenced by him, including **Steve Young**, **Doug Dillard**, **Joe Sun**, and the **Hot Band's** **Barry Tashian**.  
 Born: **Linda McCartney** 1941, **Holly Knight (Device)** 1956

FRIDAY, SEPTEMBER 25

1959/**KIMN/Denver** jock **Royce Johnson** is fired for various lewd ad-libs, including calling **Sandy Nelson's** "Teen Beat" the "fertility dance song" and referring to **Dee Clark's** hit as "'Hey Little Girl' in the high school underwear."  
 1975/**Jackie Wilson** collapses from a heart attack at a New Jersey club, supposedly in the middle of the line "my heart is crying" from "Lonely Teardrops."  
 1980/**John Bonham** dies after downing 40 measures of vodka over a 12-hour period. Two days later, the *London Evening News* issues a story implying that **Jimmy Page's** interest in black magic was responsible for Bonham's death.  
 1983/**Supertramp** plays its final show with **Roger Hodgson** as lead singer in Irvine, CA.  
 1984/**Barbara Mandrell** talks to her doctor, the first thing she remembers after her car crash.

SATURDAY, SEPTEMBER 26

1956/"Elvis Presley Day" is declared in Tupelo, MS.  
 1976/**Marvin Gaye** plays London's Albert Hall. The concert is issued as "Live at the London Palladium" and nobody particularly notices.  
 1983/**NBC** gets about 100 calls each in New York, Chicago, and L.A. after **Joan Rivers** talks dirty on the Emmy awards and calls **James Watt** an idiot. Ironically, Rivers's cohost is a relatively non-controversial **Eddie Murphy**.  
 Born: **Bryan Ferry** 1945, **Olivia Newton-John** 1948, **Lynn Anderson** 1947, **David Frizzell** 1941, **Craig Chaquico (Starship)** 1954, the late **Marty Robbins** 1925

SUNDAY, SEPTEMBER 27

1976/The **Runaways** are arrested in Dover, England for the alleged theft of a hairdryer from a London hotel.  
 1980/Is that what they mean by lacking the instruments of power? **Jimmy Buffett** plays an acoustic fundraiser for **Jimmy Carter** at Atlanta's Fox Theatre. And "Don't Stand So Close To Me" enters the British charts at #1.  
 1983/**Shelly West** and **Allen Frizzell** file for divorce.  
 1986/**Metallica's** bus crashes between Stockholm and Copenhagen. Bassist **Cliff Burton**, asleep in his bunk, is thrown from the bus, which then flips over and kills him. In California, a highway patrolman pulls over a busload of stars on their way to an anti-**Lyndon LaRouche** rally when **Michael J. Fox** insists on sticking his hand out the window. **Whoopi Goldberg** and **Jane Fonda** talk the patrolman out of ticketing the group.  
 Born: **Greg Ham (Men At Work)** 1953, **Glenn Jones** 1960, **Shaun Cassidy** 1958, **Randy Bachman** 1943

# We Got The Hots For You

# Great White

## ROCK ME

Capitol. ©1987 Capitol Records Inc.

294 KDWB deb 36  
 PRO-FM KCPX 14-4 (HOT)  
 KEGL 40-20 KUBE 33-30  
 WMMS 34-26 K104 12-6 (HOT)

Exploding at Retail!  
 170,000 Albums In One Week.  
 Strong MTV Action.

# ROISON

## I Won't Forget You.

294 add KRBE add 37 KZOU 23-13 (HOT)  
 KEGL deb 25 WGH 37-34 BJ105 28-21  
 Y95 deb 20 KWK deb 34 KDON deb 34 (HOT)  
 KKBQ 26-24 KCPX 18-15

Requests!! This Song Will Win Your  
 Battle of the Bands— Heavy MTV Exposure!  
 Appeals to a Broad Male/Female Demo!



# LOS LOBOS

"COME ON, LET'S GO"



The New Single  
Produced by Steve Berlin  
From the hit album *La Bamba*  
Management: Linda Clark

- |             |             |
|-------------|-------------|
| Q107 add    | Z104 deb 40 |
| WAVA 30-28  | KIYS add    |
| Z93 deb 36  | KMGX 36-34  |
| Y95 add     | KYNO add 37 |
| B97 add 28  | I94 add     |
| WNVZ deb 30 | KZZU add    |
| WMMS deb 36 | WWFX 37-32  |
| WCZY deb 38 | 95XIL add   |
| KKLQ deb 29 | B98 add     |
| WVSR add    | KIXY deb 35 |
| K104 add    | KNIN add    |
| WERZ 34-30  | WCIL deb 34 |
| WTIC add 38 | 99KG add    |
| 99GFM add   | KKRC add    |
| WNYZ add    | WDBR add    |
| KEZB deb 30 | WSPT deb 37 |
| KBFM deb 34 | KOZE deb 34 |
| KRNQ add 40 | Y97 add     |



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BRAD MESSER

## CALENDAR

### Mexican Earthquake Anniversary

**MONDAY, SEPTEMBER 21** — A one-two punch devastated parts of Mexico in 1985 when the nation was rocked by the second major earthquake in three days. More people were trapped beneath collapsed buildings, and the official death toll went above 5500.

**Sandra Day O'Connor** was confirmed as the first female Supreme Court Associate Justice in 1981. **James Chelich** became the world somersaulting champ in 1974 by completing 8450 forward rolls in 8.3 miles. America's first daily newspaper, the "Pennsylvania Packet," was published in 1784.

*Birthdays:* **Bill Murray** 37. **Larry Hagman** 56.

### Nathan Hale Died A Patriot

**TUESDAY, SEPTEMBER 22** — Captain **Nathan Hale**, a 21-year-old former school teacher, was executed as a spy by the British in 1776 after uttering his famous final words, "I regret that I have but one life to lose for my country." A federal judge ruled in 1986 that computer chips are covered by copyright laws. The first Farm Aid concert was staged in 1985. Rely tampons were recalled by Procter & Gamble in 1980 because of the risk of toxic shock syndrome. The first nonstop transatlantic flight by jet was completed in 1950. Last full day of summer.

*Birthdays:* **Scott Baio** 26. **Debbie Boone** 31. **Shari Belafonte-Harper** 33. **Tom Lasorda** 60.

### First Day Of Autumn

**WEDNESDAY, SEPTEMBER 23** — Fall, the shortest season of 1987, begins at 8:45am (EST) and will last 88 days. From today through the end of next month, as the days get shorter, we will lose one hour 45 minutes of daylight. **Ford** and **Carter** held the first face-to-face TV debate in a Presidential race in 1976. Photo flashbulbs were patented in 1930. The first Keystone Comedy premiered in 1912. "I Wish I Was In Dixie" was published in 1859, written by **Daniel Emmett**, who had never been in the South. Jewish Holy Day Rosh Hashanah (New Year) begins at sunset and continues through tomorrow.

*Birthdays:* **Bruce Springsteen** 38. **Julio Iglesias** 44. **Ray Charles** 57. **Mickey Rooney** 67.

### First "Real" Flight

**THURSDAY, SEPTEMBER 24** — The first "real" flight, in which the pilot had complete control of altitude and direction, was made over Paris, France in 1852 by **Henri Giffard** in his steerable airship. Continental Airlines laid off 12,000 employees and filed for bankruptcy in 1983 (and was flying again two days later). The largest ship in the world at the time, the USS "Enterprise," was launched in 1960. Jewish New Year Rosh Hashanah (began at sunset yesterday). Native American Day.

*Birthdays:* **Jim Henson** 51. **Anthony Newley** 56.

### America's First Newspaper

**FRIDAY, SEPTEMBER 25** — The first newspaper in America — "Publick Occurrences Both Foreign and Domestick" — was published in Boston in 1690, when America was still a British colony. Publication of unauthorized material was against the King's rules, so printer **Benjamin Harris's** paper was suppressed after one day and all undistributed copies were confiscated. This is American Newspaper Week.

38 Irish terrorists shot their way out of "escape proof" Maze Prison in Belfast in 1983. The skateboard long-jump record of 17 feet was set in 1977. Spanish explorer **Vasco Balboa** sighted the Pacific Ocean in 1513 and claimed all bordering lands for Spain.

*Birthdays:* **Heather Locklear** 26. **Christopher Reeve** and **Mark Hamill** 35. **Juliet Prowse** 51. **Barbara Walters** 56.

### Golden Furs



Previously, Canada's most valuable furs were of the Douglas variety, but CBS's Psychedelic Furs, with a newly-awarded gold certification for the "Midnight To Midnight" LP, are strong rivals. Pictured after a Toronto Maple Leaf Gardens show are (l-r) CBS Canada Sr. VP Jack Robertson with group's John Ashton, Tim Butler, Paul Goristo, Mars Williams, and Richard Butler.



# RADIO SALES UNIVERSITY



Designed to address the needs of new salespeople, the 12 hour weekend course integrates product knowledge, facts and figures, practical experience and realistic exercises to fully prepare students to sell radio effectively. The object is to make students more productive, more creative, more motivated, more knowledgeable, and more skilled in radio sales.

The RAB Radio Sales University is open to any radio station. RAB and NAB member stations enjoy discounted tuition.

## FALL SESSIONS

Sept. 11-13	Portland, OR
Oct. 9-11	Chicago, IL
Nov. 13-15	Little Rock, AR

Information/Registration: 1-800-232-3131





DAN O'DAY

## AIR PERSONALITIES

# Small-Market Morning Jock Mini-Critique

• "Good morning! (ED JOCK) at 6:48. Tell you what we'll do, check in on a complete detailed weather forecast for you next."

**Criticism:** Needlessly wordy; he could have used a third fewer words by saying, "We'll have a complete, detailed weather forecast for you next!"

**Suggestion:** It wouldn't take much to punch up this weak promo; it has absolutely no localization. A much more effective approach would be, "Will the Local League baseball championships be rained out again today? We'll find out when..."

• (Outroing "Hit The Road, Jack:") "Sounds like he's got a one-way ticket to (Interstate Highway)!"

**Comment:** A perfect, simple, fast localization! Excellent!

• JOCK: (after giving call letters) Good morning.

CALLER: Good morning, Ed!

JOCK: Good morning, how are you?

CALLER: Lee again.

JOCK: Yeah? Well, uh, whatcha up to this morning?

CALLER: Oh, well I was reading my latest copy of the *National Enquirer*.

JOCK: Ah, yes! That's for those of us with feeble minds.

CALLER: Yeah, this is a funny magazine. You know I believe everything in it.

JOCK: Well, that's good... What interests you this time?

CALLER: The pictures on the front are real cute this week!

JOCK: Gary Hart and Donna

Rice!

CALLER: Yeah. I want you to do me a favor.

JOCK: Okay.

(Intro to "Come On Down To My Boat" begins underneath)

CALLER: I want you to play something for Gary Hart and Donna Rice.

JOCK: Oh... oh, sure! What?

CALLER: Yeah, I want you to play "Come On Down To My Boat."

**Criticism:** Listeners are perfectly willing to believe that a jock can play a song one-half second after a caller requests it. "Sure, it's all computerized, and all the DJ does is punch a button!" They don't know or care about sliding over to

a wall rack of cartridges and searching for that one oldie. But even the least technically knowledgeable listener knows the jock can't start playing a request *before* the caller identifies it.

**Damage:** The listeners suddenly realize the conversation they thought they were hearing as it unfolded actually was prerecorded. This makes them feel slightly dumb, and greatly lessens the excitement and energy of live radio.

**Criticism:** Boy, does this conversation need editing! (And we know it was prerecorded, so he could have put his razor blade to good use during the next record.)

**Suggestion:** Wouldn't the following, edited version be shorter, faster paced, and more entertaining?

JOCK: (after giving call letters) Good morning.

CALLER: Good morning, Ed -

## Mark Larson's Job-Hunting Tips

Here are a few handy pointers from KFMB/San Diego OM Mark Larson:

**The Most Common Mistake Of Job-Seekers:** Not leading off their airchecks with their best material. I'm still amazed when I hear tapes that begin with mistakes... or with weather or PSAs. (Of course, a mistake can be good if it turns into something funny or creative that shows how you can think on your feet.)



Mark Larson

### The Best Things A Job-Seeker Can Do:

First, don't drive me crazy with phone calls! Second, research the station. I'm always impressed when somebody writes a cover letter that shows some awareness of our market, who we are, and what we do.

**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.  
— Dan O'Day

## Punching Up Your Airshift

- Edit your recorded phone calls
- Sustain the illusion of radio
- Keep a clear focus during live bits
- Don't blow your punchline!

Lee again. I was reading my latest copy of the *National Enquirer*. You know I believe everything in it.

JOCK: Ah, yes!

CALLER: The pictures on the front are real cute this week!

JOCK: Gary Hart and Donna Rice!

CALLER: Yeah. I want you to play something for Gary Hart and Donna Rice.

JOCK: Sure!

CALLER: Play "Come On Down To My Boat."

(RECORD BEGINS)

Making eight simple edits turns a bloated 30-second bit into a lean 20-second exchange.

JOCK: We have the Bad Joke of the Day for you. You ready?

CALLER: I'm ready.

JOCK: All right, here we go with today's edition of the Bad Joke of the Day. (BUGLE SOUNDS) 'Dja hear the one about the, uh, rough neighborhood?

CALLER: Nope.

JOCK: Neighborhood that I used to live in was, uh, so rough that we

used, uh, barbed wire for dental floss, you see that's how rough it was... (WILD TRACK LAUGHTER)

**Criticism:** This call was aired live, but it still desperately needed editing by the jock as he spoke. (He opened the bit by introducing the Bad Joke of the Day twice.) Also, the jock stumbled all over himself while delivering the joke. He needs to become comfortable enough with both the set-up and the punch line so he speaks them naturally and fluidly.

JOCK: (CALL LETTERS, NAME) on the telephone - who's this?

CALLER: This is Mary Smith.

JOCK: Mary, how are you this morning?

CALLER: Fine.

JOCK: I hope that we call out your name on, uh, Friday between nine and ten.

CALLER: I hope so too.

JOCK: Yeah, wouldn't that be great? Hey, I got a great joke for you, uh, I was developing this, uh new car telephone? Okay?

CALLER: Uh-huh.

JOCK: And, uh, the car telephone itself only cost \$19.95, but, uh, 14 miles of telephone cord to go along with it cost, uh, \$5000.

**Criticism:** By now it's becoming a familiar refrain: edit. Tighten up. Become more comfortable with your material *before* you deliver it. But this one adds a new twist: he blows his punch line by placing it in the middle of the joke instead of at the end. Here's how the joke should sound, tightly edited and structured to maximize the laugh: "I've just invented a car telephone that costs only \$19.95... plus another \$5000 for the 14-mile-long telephone cord."



Dave Price Frank Proctor  
Rick Lemmo Larry Vanderveen John Benedict Joe Patrick



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- MUSIC SPECIALS
- AND NOW,  
TCBY FROZEN YOGURT IN

"SWEET" #1741 (MARRIOTT)

PLEASE JOIN US



# L.A.'s top three voices don't give concerts, have recording contracts or sing.



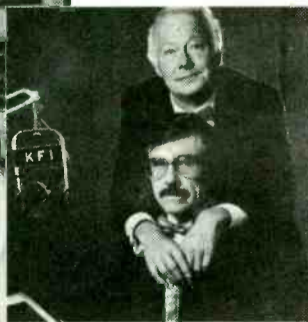
However, you can catch their acts daily in your car or living room. They're L.A.'s favorite radio personalities, as selected by readers of the Los Angeles Herald Examiner in the Herald's second annual Great L.A. DJ Sound Off.

This year's number one voice is Jim Lange of KMPC. Because Jim has done such a great job talking his way to the top, we're happy to give him two round-trip tickets to the beautiful Hawaiian Islands.



In second place are Gary Owens and Al Lohman of KFI.<sup>AM</sup> And rounding

out the top three, Charlie Tuna of KRLA.<sup>AM</sup> Congratulations to everyone of them.



In appreciation of their talents, the Herald will make cash donations to their favorite charities. \$5000 to KMPC's, \$2500 to KFI's and \$1500 to KRLA's.

And thanks to all the Los Angeles DJs who participated in this year's Great DJ Sound Off.

There's just no way we could handle the frustration of the freeways without them.



**It's all over L.A.**



# STEPHANIE MILLS

THE ALBUM **IF I WERE YOUR WOMAN**  
**GOLD.**

THE FIRST SINGLE, "I FEEL GOOD ALL OVER"  
**#1**



NOW THE NEW SINGLE  
**"(YOU'RE PUTTIN') A RUSH ON ME"**  
IS HEADING TO THE TOP OF THE URBAN CHARTS AND  
RUSHING CHR IN A BIG WAY.

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MANAGEMENT: CASSANDRA MILLS FOR STARLIGHT MUSIC, INC.

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# CHR PICTURE PAGE



**NAME YOUR POISON** — Enigma recording group Poison infected the studio of WCKN/Greenville when their current tour with Ratt brought them to town. Injecting the venom with afternoon jock Nathan Norris are band members (l-r) C.C. and Brett.



**WHO'S THAT GIRL?** — WROQ/Charlotte's Madonna Look-Alike Contest awarded a Madonna-would-be a trip to the Meadowlands to see Madonna live. Shown is the station's afternoon driver Blaine Kellis with the winner.



**RICH WITH MONEY AND GOLD** — Eddie Money made a special appearance at WMMS/Cleveland's Appreciation Day Concert and National Rib Cook-Off for a show and a gold album presentation to the station. Backstage supporting the gold market are (l-r) WMMS GM Lonnie Gronek, CBS's Doug Hamann, WMMS's Kid Leo, Money, PD Brian Phillips, Money's manager, and CBS's Pete Anderson.



**98PXY'S POSEIDON ADVENTURE** — 98PXY/Rochester waved in some business at the grand opening of Poseidon Pools. Standing (l-r) are Account Executive Don Walding, and morning man Scott Spezzano; in the tub flanked by two models is night rocker Fast Larry Wax.

THE ONE TO PLAY.

# R.E.M.

## THE ONE I LOVE

CKOI add	Z104 add	WKZL add
KRBE add	K98 add	KIKK add
KKRZ add	WROQ add	KIYS add
KS103 deb 33	WSKZ add	KSND add
KATD add	WANS add	96KFMY add
KITS 18-13 (HOT)	WQUT add	

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AOR TRACKS 12 - 8

AOR ALBUMS 12 - 9

ALBUM SALES OVER 600,000 AFTER JUST ONE WEEK!



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IRS-42059

Production: Scott Litt & R.E.M.





JOEL DENVER

# CONTEMPORARY HIT RADIO

## And The Stations Are...

After a review of spring data from the 259 Arbitron-rated markets and an evaluation of playlists/airchecks, the following stations were selected as CHR reporters. Current total: 233.

### HOW THE PROCEDURE WORKS

## Welcome To New Parallel Reporters

Not a day goes by without a phone call to this office asking, "How do I become a CHR reporter?"

R&R's data is based solely on airplay information from what are considered to be the most influential radio stations across the country. To become a reporter, several criteria must be met.

#### Format-Dominant In Ratings

The first qualification is based on Arbitron ratings, in particular the average quarter hour shares of the target demo. Each time Arbitron releases sweep results, prospective reporters who've been surveyed are examined. Since CHR is the mass appeal format, the 12+ share becomes the initial benchmark in evaluating a prospective reporter. R&R selects those outlets which are format-dominant in a market, or can demonstrate significant influence with a competitive 12+ share that's within striking distance of the format leader.

A good example is the Sacramento market: KWOD 6.4-7.5; KROY 6.8-7.0; FM102 7.1-6.0. An-

other interesting situation would be Allentown, PA, where a newcomer virtually ties the market leader: Q100 11.1-8.8; WAEB 4.0-8.0.

#### Playlist Content

The next selection criterion is the station playlist. While no two stations play the identical titles, or all the records on the CHR National Airplay/40, the bulk of a reporter's music is found within the CHR "universe" — the Back Page chart and records in New & Active and Significant Action.

The CHR section has a limited number of reporting slots, so it's important that the playlists be of a current and timely nature. While many stations find ratings success with a conservative musical approach, they unfortunately don't provide much leading-edge feedback for readers in other markets.

These are stations which generally rely almost exclusively on call-

Continued on Page 94



**NEVER ENOUGH** — WINK/Ft. Myers MD Marty Berger couldn't get enough when Patty Smyth stopped by for an on-air chat and some candid shots. Kicking it up are (l-r) Berger, Smyth, and Columbia's Richie Tardino.



**SALT LAKE STAGE FRIGHT** — KCPX ("Power 99")/Salt Lake City gave a lucky listener the chance to go backstage and onstage to sing backup with REO Speedwagon during their concert. Singing background to "Roll With The Changes" are (l-r) Power 99 "Breakfast Bunch" members Jack Sunday, Pat Gray, and Mick MacKay; winner Linda Taylor; and KCPX's Sue Low and Peggy Ijams.

#### Parallel One:

WEGX/Philadelphia  
PD: Jay Beau Jones  
MD:



KKLQ/San Diego  
PD: Garry Wall  
MD: Lisa Dent



A Better Mix of Music

Note: Z94 (WZOU)/Boston is now a P1

#### Parallel Two:

WAEB/Allentown, PA  
PD: Jefferson Ward  
MD: Sue Sherry



JET-FM/Erie, PA  
PD/MD: Jim Cook



B93 (KBTS)/Austin  
PD: Lisa Tonacci  
MD: Kevin Davenport



96 KFMY/Salt Lake City  
PD: E. Curtis Johnson  
MD: Gina Shurtz



99 WAYS/Macon, GA  
PD: Oscar Leverette  
MD: Dee Shannon



Q98 (WQSM)/Fayetteville, NC  
PD: John McFadden  
MD: Greg Davis



WLAP/Lexington, KY  
PD: Barry Fox  
MD: Mike Graves



WPXR/Davenport, IA  
PD: Jim Schaefer  
MD: John Austin



KDWZ/Des Moines  
PD: Tom Oakes  
MD: Steve Hooker



FM104 (KHOP)/Modesto, CA  
PD: Gary DeMaroney  
MD: Eric Hoffman



KIVA/Albuquerque  
PD/MD: Howard Johnson

Note: Both WZYP/Huntsville, AL and Z102/Savannah, GA are now P2s.



#### Parallel Three

WPRR/Altoona, PA  
PD/MD: Darrell Ray



WZKX/Biloxi, MS  
PD: Rick James  
MD: Mark Gunn



KAKS/Amarillo, TX  
PD: Keith Richards  
MD: Scott James



KIXY/San Angelo, TX  
PD/MD: John Raymond



WHSL/Wilmington, NC  
PD: Stanley B. Stewart  
MD: Jeff Stone



KUUB/Bozeman, MT  
PD: Benny Bee



KFBQ/Cheyenne, WY  
PD/MD: Tony Davis





# CHANGE

**I**t's happening. Faster and faster. First it was weekly, then on a daily basis. In fact, in the time it takes to read this ad, two more music programmers will have decided to make the change. And that's *not* just business as usual. People resist change whenever possible. . . it's a basic law of human nature.

But for those who program music, the rules seem to be bending and breaking. *Radio programmers simply can't resist making the change to MusicSCAN.*

MusicSCAN is the fastest growing music scheduling system on the market. And there's an incredibly powerful force behind that phenomenon.

What's more incredible is the number of new MusicSCAN clients who have actually trashed a system they've already paid for, and have opted to send the whole staff back to point zero just to get their hands on MusicSCAN.

So who needs that kind of grief? You do if you agree with the top programmers in the country!

Like our latest convert. . . MTV! You know 

The truth is that the change is not only painless but very rewarding. Start-up with MusicSCAN is easier than weekly maintenance on most other systems. You DON'T have to throw out your present methodology at all. . . It's simply transferred to a *much* more convenient form. And the learning curve? It's **short and flat**; MusicSCAN is **far easier to learn** and to maintain than any other system out there.

Now, we can tell you about the warp-speed operation of the system (like scheduling 24 hours of music in 20 seconds), and we can tell you about its fantastically sophisticated features (like Perfect Performance™ Wave Scheduling), but the fact is, you have to see it. And you can.

Come to Booth #531 at the NAB in Anaheim. You could win the system. **Free**— for one year.

You haven't seen the best until you've seen MusicSCAN.

We'd like to extend a warm welcome to those who've made "the big switch" to MusicSCAN:

**KUKQ**  
Phoenix  
**WLIT**  
Charlotte  
**WPDS**  
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**KOFX**  
El Paso  
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Minneapolis

**WKYE**  
Johnstown, PA  
**Radio Globo**  
Rio De Janeiro  
**WBMX**  
Chicago  
**KKSS**  
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**KQMJ**  
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Reno  
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Milwaukee  
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San Bernadino  
**WNBC**  
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Birmingham, AL  
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New Orleans  
**WAVA**  
Washington, D.C.  
**WQXY**  
Baton Rouge

# MusicSCAN

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# CONTEMPORARY HIT RADIO

## Welcome To New Parallel Reporters

Continued from Page 92

out research versus a combination of this methodology, requests, sales data, and airplay information from other markets. They simply mirror what is already evident in R&R, owing to the time it takes for a response to this type of research.

As a result most of their new adds are records which have already gone Top 15. And because callout research tends to generate positive response on only certain limited types of records, these stations often pass on what many of the generally accepted hits which otherwise work nationally.

### The Sound Of The Station

Finally, a composite aircheck is evaluated to determine the station's texture, presentation, and mix. Because this is Contemporary Hit Radio, the emphasis has to be on hits, not recurrences and gold. While some might consider this a tough list of criteria, we feel it gives us the highest grade of airplay information available.

However, the toughest part is not being able to include every format-dominant station in every market, owing to limitations of space and manpower.

Once reporters are assembled,

stations are divided into Parallels 1, 2, 3, or our newest category, P1-A. P1 stations are format-dominant in a market with an Arbitron-defined 12+ metro population of 1 million or more. P2 is from 999,999 to 200,000, and P3 is 199,999 and below. Stations in P1-A are major market leading-edge CHR's with an alternative music profile exercising a profound influence on mainstream CHR's.

If you'd like to become an R&R CHR reporter, please call me or my assistant Tara Beyer at (213) 553-4330. We will send you an application form to complete and return.

## MOTION

WFLY/Albany Asst. PD/morning man **Todd Pettengill** is upped to PD . . . KBTS/Austin adds **Linda "Energy"** from KHYI/Dallas as 7pm-midnight personality . . . **Scott Collins**, last at WXQR/Jacksonville, joins WHSL/Wilmington for evenings replacing **Kyle Summers**, who's now parttime.

Night rocker **Nancy Faye** takes on the new MD position at WFFX/Williamport . . . **Tracy Hyde** leaves overnights at KZOZ/San Luis Obispo; former KWSS/San Jose parttimer **Lisa Sturges** joins for early morning duties . . . WLAN/Lancaster welcomes **Diane Woods** to middays, replacing the exiting **Danny Carlyle**.

MD **Laurie Lancaster** exits CHED/Edmonton; Asst. MD/midday talent **James Stuart** takes on full music duties . . . WZOK/Rockford overnigh-ter **Doug Grant** moves to the 7pm-midnight shift replacing the retiring **Larry Seiferth**, and parttimer **Roger Peters** handles overnights . . . KZZB/Beaumont MD/Asst. PD **J.J. Jackson** holds down the midday shift, not overnights as previously reported.

**Mike Bradley** leaves the Asst. PD



WFLY PD **Todd Pettengill**

post at 99DTX/Detroit, **Chris Edmunds** segues from afternoons to mornings, and **Rich Anton** comes to afternoons from WHTX/Pittsburgh.

WMJQ/Buffalo announces a new line-up: morning drive is **Jim Bosh** and **Kelly Sinclair** formerly of crosstown AOR WBYR; 10am-noon has PD **Kevin Belcastro** on the waves; noon-3pm is MD **Roger Christian**; afternoon driver **Lee Pettigree** moves over from WBLK; and **Marie Bonacci**, last at WPXY/Rochester, joins for evenings.

At KISR/Ft. Smith, PD **Dave Baker**

Jr. takes over music duties from **Dave Bryant**, who will concentrate on his overnight shift . . . Midday personality **Skip Presson** of WROQ/Charlotte is appointed Production Director . . . At KDON/Salinas, **Belin Newsome**, last at KHTZ/Reno, joins for middays replacing **T.J. Wright**, who goes to WPGC/Washington.

WSPK/Poughkeepsie MD/evenings **Bob Weil** leaves for Reprise Records in Philly as station parttimer **K.C. Rhodes** takes over on-air evening duties . . . **Steve Smith** leaves WVAJ/Charleston for wake-up duties at crosstown WWSR.

FM102/Sacramento welcomes **Mark Allen** as the new 7pm-midnight personality from KGGI/San Bernardino . . . New CHR WWHT (Hot 94)/Charleston's announces its staff line-up: morning drive is **Madeline** from WAVF/Hanahan, SC; former WSSX personality **Mick Barker** joins for middays; and **Chris Kelly** leaves WMMC/Columbia for afternoon drive. **Rocky Love** joins for 7pm-midnight from WXTU/Philadelphia, and an overnigh-ter is still being sought.



**LAYING IT ON THE LINE IN L.A.** — During David Bowie's concert stop in L.A., he stopped by the studios of KIIS for a rare on-air interview with Rick Dees on the morning show.



**IN THE MIX** — Jellybean Benitez was the special guest mixer and judge at KMEI/San Francisco's "Mixing Contest," where Bay Area amateur mixers had a chance to show their stuff for cash. Sipping a few cool ones after the contest are (l-r): Jellybean; KMEI PD Keith Naftaly and personality Leslie Stoval; and Chrysalis reps Robert Nesbit (standing) and Steve Brack.



B93 evenings **Linda "Energy"**

## BITS

• **Much Ado For The Zoo** — Z-93/Atlanta's recent fundraiser goal was to enable the station to donate a zebra to Zoo Atlanta's African Savannah Habitat. Zoo Atlanta is planning ten natural habitats where visitors can view exotic animals in a natural setting, and is \$3 million short of making their plans a reality. Z-93 listeners who donated \$10 or more received a Z-93 "Club Zebra" T-Shirt.

• **Can't Go A Day Without It** —

WHYT (Power 96)/Detroit presented a "No Sex Weekend" in light of the controversy surrounding **George Michael's** "I Want Your Sex." Power 96 satisfied listeners who thought it should be banned by not playing the song from 6pm Friday through midnight Sunday, despite the song's popularity. It also awarded "No Sex Weekend" prizes such as invitations to view the re-release of Walt Disney's wholesome film "Snow White." The

grand prize was a weekend for two at a local expensive hotel — separate rooms, of course.

• **In The Slammer** — 92X/Columbus morning team **O'Malley** and **Chad** were thrown into a Coca-Cola jail to raise money to add 25 rooms to the local Ronald McDonald House. Volunteers from the House and 92X personalities sold 12 packs of Coke until the donation goal was reached and the

morning duo were "bailed out."

• **Japan-Bound For Jackson** — KXPW (Power 92)/Honolulu is sending two listeners to Tokyo to see the opening night of Michael Jackson's world tour. The round-trip for two includes hotel, up-close concert seats, a day at Tokyo Disneyland, and a closing sushi and sake farewell dinner. The winners will also tour Japan and phone in daily reports to Power 92, giving listeners the full scoop on Michael's show.

**Great IDs. Great Service. Great Price.**  
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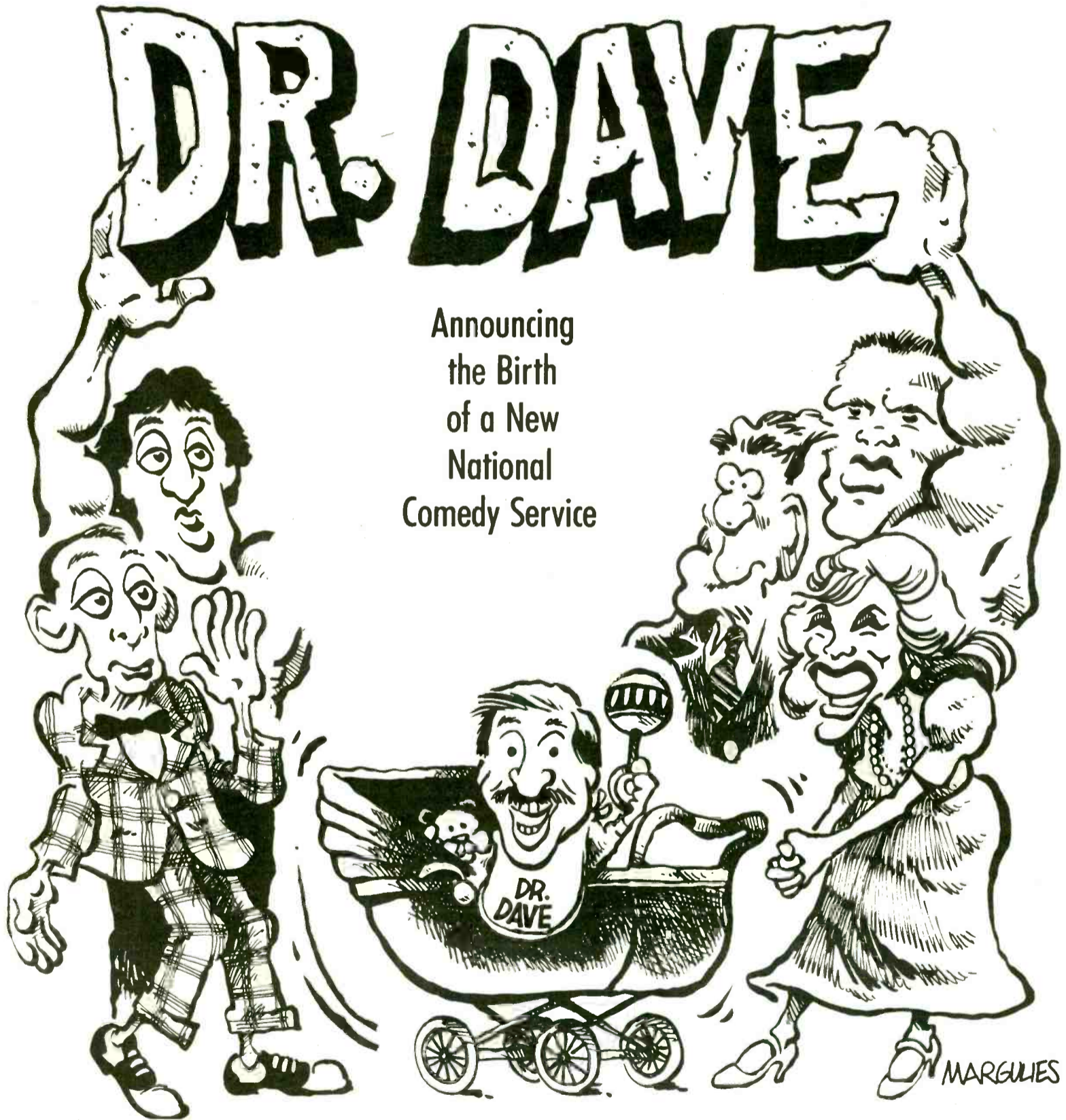
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# What do Scott Shannon, John Lander and Rick Dees have in common?

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# AOR PICTURE PAGE



**WHERE'S ROBBIE?** — Former Doors keyboardist Ray Manzarek (second from left) and drummer John Densmore (right) try to figure out how to play a guitar that was part of WNEW-FM/New York's Doors CD & video giveaway. Joining in the fun are PD Mark Chernoff (left) and OM/afternoon Scott Muni.



**A LOB-BYING EFFORT** — Members of WB's *Farrenheit* show off their excitement at being on the winning team of the celebrity softball game following the Texas Jam. From left: band members David Heit, Muzz and Charlie Farren, and KTXQ/Dallas Asst. PD Redbeard.



**SLIP SLIDIN' AWAY** — KZEW/Dallas held a "Wet 'N Wild Hydramaniac Slide-a-thon," giving away a 1988 Pontiac LeMans to the person who slid down the most consecutive times. The winner (l) racked up 888 slides during more than 41 straight hours. Overnighter Nancy Johnson (r) was on hand to crown the winner.



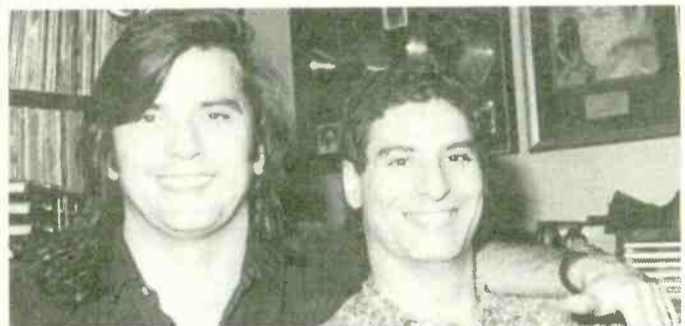
**ROQIN' L.A. NOTORIOUSLY** — Duran Duran recently visited KROQ and forced some of the staff to jump in this photo. Clockwise: band members John Taylor and Nick Rhodes, station intern Danish Ann, Production Director John Frost, Capitol's Susan Epstein, PD Rick Carroll, Promotion Director Diane Morales, morning maven Richard Blade, and group's Simon LeBon.



**FOUR OUT OF FIVE DENTISTS SURVEYED...** — Joe "How Ya Doin'" Walsh played DJ again, this time for a week at KLBJ-FM/Austin. To show its appreciation, "LBJ had plenty of gum on hand. Shown from left are: Rick The Bass Player, morning man Dale Dudley, Walsh, and PD Jeff Carrol.



**YOU'RE A SCREAM** — Comedian Sam Kinison (r) took time from his Hawaiian vacation to have a quiet conversation with KPOI/Honolulu PD Greg Mundy.



**FROM JERSEY? WHAT EXIT?** — Steve Earle (l) dropped in on WNEW-FM/New York's Dan Neer recently to talk about his latest album.

## SEGUES

WQMF/Louisville PD **Duke Meyer** steps down to concentrate on mid-days. OM **Terry Medert** will handle programming... KFMQ/Lincoln AM driver **Joe Skare** adds MD duties... WHCN/Hartford evening guy **Bob Smith** moves to Asst. PD/Production Director/mornings at KFMU/Steamboat Springs, CO... KRQU/Laramie-Cheyenne goes automated as PD **Bob Ely** and MD **Kevin Lewis** exit... WRQK/Canton ups morning man **Rik Elliott** to MD/afternoons.

KRQR/San Francisco morning man **Peter B. Collins** exits, replaced by KPKE/Denver's **Steven Bailey Williams**... KEYX-FM/Phoenix reforms as a "free-form" rock station, including R&B, jazz, and reggae. Joining for afternoons is former crosstown KSTM PD **Jeff Parets** and, in overnights, ex-KEYX PD **Johnny D.**... WPYX/Albany middayer **Cliff Nash** returns to the morning team as **Bill Sheehan** exits. Nash continues to do mid-days... WQBK-FM/Albany fills its AM opening with WRSB/Binghamton, NY's **John Gilson**... WKFM/Syracuse

adds **Steve Corlette**, ex-WLNZ/Lansing, to its morning crew.

Former WEGR/Memphis morning man **Tommy Smith** joins KMJX/Little Rock, replacing **Lee Edwards**... WZEW/Mobile middays go to **Cary Gray**, who succeeds **Michael Angelo**... KTAL/Shreveport brings **Dave Rodman** in for mornings from WTX & B97/New Orleans... KBAT/Odessa, TX morning ace **John Robbins** exits... **Libby Zabriskie** joins WFBQ/Indianapolis for morning news; she hails from KLDD & KZEW/Dallas.

KZEW/Dallas brings **Kathy Aubry** back as Promotions Director, replacing **Alan Lombard**. Aubry was most recently Promotions Director at crosstown KHYI-FM.

KKDJ/Fresno relocates to 1525 E. Shaw Ave., Fresno, CA 93710-8003; phone stays the same.

WMRY/St. Louis needs artists to do customized station liners for an upcoming AIDS benefit on Saturday, September 26. Contact: **Kim Pool** at (618) 397-2002.



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**L.L. COOL J**  
"I Need Love"

#2 HOTTEST **2**



**RIDING HIGH AT THE CIRCUS** — The Force M.D.s get together with WRKS/New York personality Chuck Leonard (l) and PD Tony Gray (seated) at the circus. The group performed a benefit concert for the Children's Aid Society.



**A DECADE IN THE CAPITAL** — WKYS/Washington PD Donnie Simpson celebrated ten years as PD recently. Pictured during the party is Simpson being congratulated by (l-r): Kool & The Gang's Robert Bell and 4 By Four's Lance, Steve, Jay, and Damen.



**WILD CRUISE** — WILD/Boston's cruise included a performance by the System. Pictured after their boat-rocking set (front l-r): WILD's Dana Hill, PD Elroy Smith, and afternoon drive personality Mike Shannon; (rear l-r) System's Mic Murphy and David Frank, and WILD's William Maye.

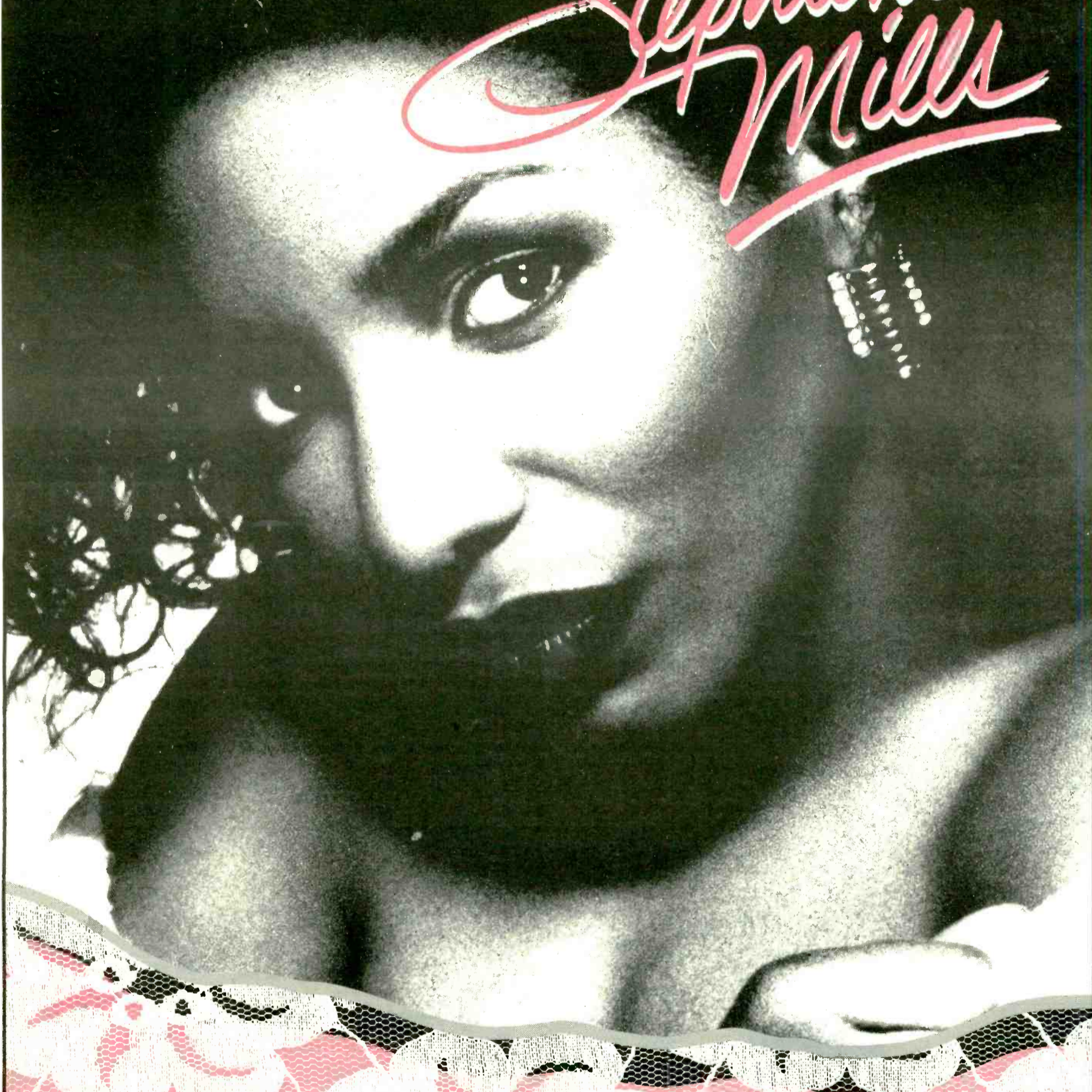




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WALT LOVE

## URBAN CONTEMPORARY

# Beaumont/Port Arthur's Major Market FM

By Sean Ross

KHYS/Port Arthur, TX attracted a lot of attention this year when owner Clear Channel announced plans to target Houston, 95 miles away. New PD Steve Hedgewood was brought in from KYOK/Houston in April to help upgrade the already successful outlet, and KHYS rose 12.7-15.0 this spring. It also recaptured the top spot in Beaumont/Port Arthur, a market which may not be big enough to hold it in the future.

"Kiss 98," owner of an FM UC monopoly for more than five years, had done as well as a 22.3 (in spring '84). Its lowest book, a year ago, was an 11.9; in the next book it recovered but trailed CHR KZZB 14.5-12.7.

Despite its ratings, KHYS had a poor industry reputation. Like many monopoly FMs it ran a huge playlist, usually turning over ten or more records a week. It also used live-assist automation which didn't disappear until this spring. Hedgewood remembers viewing KHYS from Houston as "a big, powerful radio station with a lack of direction."

### Medium Market Professionals

Hedgewood said when he arrived in Port Arthur there were no liner cards. "People would just say whatever they wanted to say. There were so many things we had to straighten up, and we began doing it from day one. I told people there would be no more run-on sentences on the air, no more just talking for three minutes. We were going to do all the things they do in the majors. We wanted to have the professional presentation of a WGCI or WBMX/Chicago — or (CHRs) KKBQ and KRBE/Houston."

Although long-entrenched staffers at a successful station might be expected to resist changes, Hedgewood said there haven't been problems getting new people to do what he wants. "I wanted to



Steve Hedgewood

work with the people here. In a small market, many times you fault the announcers — but if they've never been anywhere else, how can you blame them? I have three jocks who've never worked at any radio station but this one. What they've learned here was all they knew as far as radio was concerned."

### Bright Lights, Small City

Hedgewood, on the other hand, had spent the bulk of his career at KYOK and WNOV/Milwaukee, small AMs in large cities. Moving to Port Arthur was "like coming to a standstill; it's very homey, and very, very small. But I enjoy KHYS because it's an FM. It was my decision to be a big fish in a small pond. In Houston, we were in a large city but we didn't get any respect at KYOK except for what we demanded, because we were so

overshadowed by KMJQ (Majic 102). Here, everything is KHYS.

"Port Arthur is in a financial crunch because of the oil situation, as are most Texas cities; being a smaller one, it's hurting a little more. Beaumont is the bigger city and seems to be doing a lot better. It has a lot of 'buppies:' upwardly-mobile blacks.

"KHYS was not necessarily a Full-Service radio station when I got here. Now we do all sorts of community service. We held special picnics, we visit churches, and we visited school before it let out. We constantly run anti-drug campaigns on the air, and encourage people to stay in school."

### Rap Graduates

KHYS is not only Hedgewood's first FM, it's also his first station that isn't specifically youth-oriented. KYOK, at its peak in summer '84, occasionally led even KDAY/Los Angeles on rap and teen novelties. KHYS plays rap only between 4:30-10pm and limits it to one cut an hour. Still, Hedgewood remains a champion of the genre, which has enjoyed a recent chart resurgence.

"Rap isn't making a comeback, because it's always been hot," he contended. "It's just that people who did not want it to shine can no longer stop it. I really disagree with the 2 Live Crew because their music is such smut, but anytime you can sell as many albums as

they've sold underground, how can you stop them?"

"Rap's other big success is that major labels are pushing it now. It's like anything (with an industry push); if major labels picked up blues, I feel the same thing would happen. Rap has graduated to a more sophisticated sound when you have Whodini and others who sing, and L.L. Cool J who's taken it to a new plateau with a slow rap.

"It's just a matter of how rap's presented. At KHYS we don't play four an hour. I understand the importance of 25-54 females who don't want to hear 'I'm Bad' or 'Wipe Out.' But programmers are forgetting the 18-25 audience; at least 60% of them like rap songs. Even in an adult club they'll play at least one or two raps a night. Now you've got groups whose music is the rap beat with singing over it. Club Nouveau is nothing but rap with sung lyrics; Levert's 'Casanova' can mix with any rap that's out."

Asked if "I Need Love" and "Wipe Out" have increased the adult tolerance for rap, he answered, "I think they tolerate it or turn the radio off, because you can turn to any contemporary station and hear it now. I know some CHRs who jumped on 'I Need Love' before many Urbans did. One thing about CHR I agree with is that if

their audience wants it, they play it. In Urban, some PDs don't want to play songs because they don't like them. The thing that scares me is that I know how record companies are. I'd hate for the Fat Boys to come through here, because there'd be a fight for the concert. We just won a fight over Club Nouveau, and we've got one now for Lisa Lisa. In Houston, KRBE took many a concert from KMJQ."

### Houston Nights

KHYS also hopes to do some taking from KMJQ. The first announcement of Clear Channel's plan to move towards Houston was in the company's annual report. As of mid-August, no actual application for a tower change had been filed with the FCC, but speculation has studios moving to Houston and the antenna going to the eastern end of Galveston Bay.

Hedgewood is understandably reluctant to discuss the details of the switch. Although no Houston FM has been interested in challenging KMJQ since KRLY abdicated second place in 1984, the year or so it could take for KHYS to move is plenty of time for another station to change its mind. He did say, "Houston needs something new, and I hope KHYS will be giving it to them." He also thinks the station, which is consulted by Drake Chenault's Kim Travis, is ready to compete in a larger market now.

"KMJQ is a very strong station. I'd put them against any Urban in the country. I tell everybody they're not going to be easy to mess with." So where's Majic's vulnerability? Hedgewood said there doesn't necessarily have to be one. "KKBQ was damn good, but KRBE got a chance to tap into that audience. WGCI is great, but I'm sure Lee Michaels will try to topple them. I feel Houston is big enough for two powerful Urbans now that KYOK is 'Heart & Soul.'"

### At This Moment

The revamping of KHYS continues. The air studio and production room have been remodeled recently. Promotions are being given higher priority than before, and there's already a "Payday Thursday" cash giveaway planned for the fall. "I have a lot of autonomy as far as what happens on the station," Hedgewood said. "(GM) Richard Carroll works with me, and he wants to win.

"We're going to be professionals in this small market. We'll be ready for Houston. No matter what happens, we're going to sound like a major market station."



**WINNING MAGIC** — WMGL/Charleston helped put a listener onto the path of financial freedom. Magic 101 GM Rich Glover (l) and OM Alvin Stowe (r) award grand prize winner Herschell Robinson \$101,000.

## ACTION

Lee Sherman vacates his PD post at WUSS/Atlantic City to program WIGO/Atlanta; former WUSS PD Bob Shivers takes his place as PD/MD... WBLX/Mobile PD Ty Bell moves crosstown to WMML as PD... Vernon Wells, formerly of WKRG/Mobile, moves to WEKS/Atlanta as Production Director replacing Richard Woods... KPRR/El Paso MD Tony Brock moves to (AC) WBGK/Milwaukee; morning man Mark Mendoza is upped to MD... WBLX/New York air personality Ken Webb recently celebrated his second anniversary as host of "Jazz From The City"; also, G. Keith Alexander leaves WBLX after 17 years.

WUSL/Philadelphia provided special live interviews and updates on the Philadelphia Martin Luther King Jr. Association for Non Violence Freedom Ride, which retraced the route of the civil rights freedom rides. Also, WUSL morning man Dick Edwards has exited; afternoon driver Mike Love moves into mornings and The Doctor (Robert McPeat) takes on the

afternoon shift... Curtis Wilson from B93/Austin joins WWDM/Columbia for morning drive... WVKO/Columbus MD Rob Morris has taken a leave of absence to join the New York Jets as team trainer.

WAUG/Raleigh (St. Augustine College) has signed on at 750 AM, servicing the Raleigh/New Hope area. WAUG becomes the second commercial station owned and operated by an historically black college. Record service needed: contact GM J.M. Holloway Jr., St. Augustine College Communications Center, Raleigh, NC 27611.

In New York, WRKS afternoon driver B.J. Steele brought down the house while hosting the Superfest concert at Madison Square Garden; between acts Steele gave the crowd a sample rap song, and was given a standing ovation.

B.E.T. founder and president Robert Johnson received the Entrepreneurial Award from Operation Push during its 16th annual convention.



**TOGETHER AGAIN** — Cheryl Lynn does a little on-air work while in Washington promoting her latest album. She stopped by WDJY to see her pal afternoon driver Chris Barry (l).



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URBAN CONTEMPORARY CHART

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**DENIECE WILLIAMS**

"I Confess" *REMIX*

URBAN CONTEMPORARY CHART

**27**

77 REPORTERS — 85%



**REGINA BELLE**

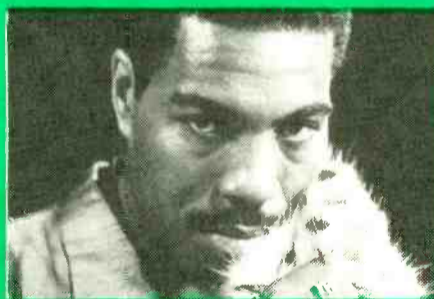
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WHUR	WEDR	KMJM
WVEE	WYLD-FM	KDAY
KMJQ	WTMP	



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LON HELTON

# COUNTRY

## COUNTRY RATINGS INDEX UP 31.8 SHARES

# Spring '87: FM Leads Way To Solid Gains

Once again, the spring ratings sweep has been good to Country. The format, which notoriously suffers in the summer and winter, regained the 3½% CRI loss suffered this past winter.

Overall, the gainers just about equalled the losers in both 12+ and 25-54. The CRI advance was fueled by FM, which showed and 27.7 share gain 25-54, compared to AM's slight gains. This was despite the fact that the 25-54 gainers only led the losers by one.

More good news was that, for the first time in two years, the number of Country outlets in the continuously measured markets rose.

Here's a look at how everybody in the Continuously Measured markets fared.

### Breakouts: AM Vs. FM

Band		AM	FM
Stations:	Spring '87	80	94
	Winter '87	80	92
CRI:			
Actual 25-54 Shares			
By Band	Spring '87	174.3 18%	789.5 82%
	Winter '87	170.2 18%	761.8 82%
	Net Gain/Loss	+4.1 13%	+27.7 87%
Spring '87	Up	37 46% 27.1	46 49% 71.0
25-54 Share Totals	Down	38 47% 21.9	44 47% 54.7
	Flat	3 4%	2 2%
	Debut	2 3% Both	2 2% 11.4
		DNS	0
	Drop	2 - 1.1	0

### Spring '87 At A Glance

- 25-54: 48% up; 47% down
- 12+: 46% up; 48% down

### Country Ratings Index Data

Spring '87 CRI: 963.8, Up 31.8 25-54 shares from winter '87

Winter '87 CRI: 932.0\*

Fall '86 CRI: 972.9

Summer '86 CRI: 950.4

Spring '86 CRI: 1014.6

Spring '87: 174 Stations

83 up a total of 98.1 shares, Adults 25-54.

82 down a total of 76.6 shares, Adults 25-54.

12 Even

4 Debuts, +11.4 shares, Adults 25-54

2 Drops, - 1.1 shares, Adults 25-54

\*Winter '87 CRI and other stats adjusted due to the deletion of **WMUS-FM/Muskegon**, which had previously been listed for its below-the-line numbers in the Grand Rapids **Arbitron**. Only above-the-line ratings are now included in tabulating the CRI.

### Format Scorecard

Stations Surveyed		Winter '87	Spring '87
(Markets With Continuous Measurement)		172	174
25-54 Share	Up	70 40%	83 48%
Comparisons	Down	90 52%	82 47%
Winter '87 Vs.	Even	11 7%	5 3%
Spring '87	Debut	1 1%	4 2%
12+ Comparisons	Up	77 45%	79 46%
Winter '87 Vs.	Down	83 48%	84 48%
Spring '87	Even	11 6%	7 4%
	Debut	1 1%	4 2%
Markets With Country		16	18
#1 in Adults 25-54			
Markets With Country		11	10
#1 12+			

# Spring '87 Scoreboard

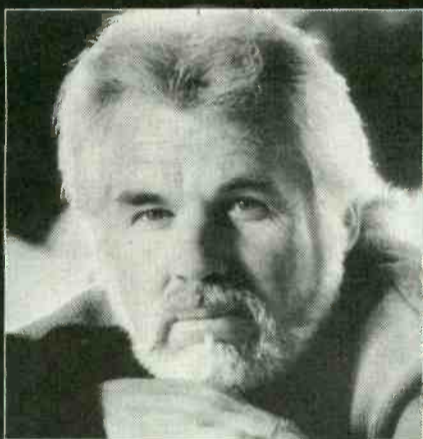
Station/City	12+	25-54	Station/City	12+	25-54	Station/City	12+	25-54	
	W'87 Sp'87	W'87 Sp'87		W'87 Sp'87	W'87 Sp'87		W'87 Sp'87	W'87 Sp'87	
WGNA/Albany	4.3	5.8	8	5	KPLX/Dallas	8.4	7.4	2	2
WPTR/Albany	2.5	3.7	11	9	KSCS/Dallas*	3.2	4.5	11	7
WEEX/Allentown	1.4	8	T13	T14	WBAP/Dallas*	5.2	6.6	4	5
WXKW/Allentown	2.6	2.2	8	7	WBLY/Dayton	.6	1.7	19	16
WKHX/Atlanta	.9	.7	T16	15	WBZI/Dayton	2.0	.8	T12	T14
WKHX-FM/Atlanta	6.8	7.2	T2	3	WONE/Dayton	4.7	7.2	7	4
Combo	—	7.9	—	3	KBRQ/Denver	.7	.6	25	27
WYAY/Atlanta	7.0	8.0	6	2	KBRQ-FM/Denver	.9	1.6	T20	T18
KASE/Austin*	15.2	16.7	1	1	KLZ/Denver	2.0	1.9	16	17
KTAE/Austin	.6	1.2	DNS	T20	KYGO/Denver	5.4	5.6	4	3
KVET/Austin*	2.1	2.9	10	13	WCXI/Detroit*	1.5	1.4	T20	24
					WWWW/Detroit*	3.8	3.9	T3	T5
WCAO/Baltimore	3.4	4.1	10	12					
WPOC/Baltimore	4.8	5.8	5	2	KHEY/EI Paso	2.8	4.4	10	10
WKJN/Baton Rouge	7.0	9.2	4	2	KHEY-FM/EI Paso	9.3	8.7	1	3
WYNK/Baton Rouge	1.5	1.5	16	13					
WYNK-FM/Baton Rouge	13.2	11.9	1	1	KFRE/Fresno	3.2	3.0	T9	T13
Combo	14.7	12.4	1	1	KFRE-FM/Fresno	3.4	3.8	T11	7
WZZK/Birmingham	1.0	.9	15	T17	KNAX/Fresno	5.1	6.3	4	1
WZZK-FM/Birmingham	15.8	15.5	1	1					
Combo	16.8	15.5	1	1	WCUZ/Grand Rapids	2.1	2.8	13	T9
WBOS/Boston	1.6	2.2	14	T11	WCUZ-FM/Grand Rapids	5.7	10.1	4	1
WYRK/Buffalo	6.9	8.9	2	2					
WLON/Charlotte	.8	.7	T15	T24					
WLVK/Charlotte	8.1	7.1	3	4					
WSOC/Charlotte	.4	.3	T18	T24					
WSOC-FM/Charlotte	13.7	12.2	1	1					
WDOD/Chattanooga	3.4	3.0	11	12					
WDOD-FM/Chattanooga	10.0	8.7	3	4					
WUSY/Chattanooga	11.0	11.8	4	1					
WUSN/Chicago	3.1	3.3	T7	T6					
WBVE/Cincinnati	3.8	4.4	8	8					
WUBE/Cincinnati	6.2	5.9	6	T4					
WGAR/Cleveland	.7	.8	T20	T21					
WGAR-FM/Cleveland	4.7	5.9	6	4					
Combo	5.4	6.7	5	3					
WHOK/Columbus, OH	3.6	4.4	8	8					
WMNI/Columbus, OH	3.1	3.3	9	9					
WBIG/Greensboro-Winston-Salem-High Point	—	1.1	—	T13					
WPCM/G-WS-HP	1.4	.5	T14	T23					
WKOQ/G-WS-HP	1.6	1.2	T11	16					
WTQR/G-WS-HP	17.8	17.5	1	1					
WESC/Greenville	1.5	1.2	12	14					
WESC-FM/Greenville	13.1	14.9	2	2					
Combo	14.6	16.1	2	2					
WSSL/Greenville	.4	.1	T18	DNS					
WSSL-FM/Greenville	9.1	9.9	3	3					
Combo	9.5	10.0	3	3					
WCMB/Harrisburg	2.7	3.6	T6	5					
WHYL/Harrisburg	.5	.9	T23	T27					
WHYL-FM/Harrisburg	2.7	3.4	9	9					
Combo	3.2	4.3	T5	9					
WRKZ/Harrisburg	10.9	8.0	2	4					
WKHT/Hartford	1.5	.8	T12	T15					
KDEO/Honolulu	1.1	1.9	15	14					
KIKK/Houston	.5	.7	27	T23					
KIKK-FM/Houston	7.6	8.0	3	1					
KILT/Houston(#1)	1.1	—	T19	—					
KILT-FM/Houston	6.4	7.3	4	2					
WFMS/Indianapolis	11.6	10.8	2	2					
WIRE/Indianapolis	2.3	1.9	11	11					
WCRJ/Jacksonville	3.2	4.6	8	6					
WQIK/Jacksonville	1.2	1.3	14	14					
WQIK-FM/Jacksonville	11.0	11.0	1	1					
KFKF/Kansas City	—	DNS	—	DNS					
KFKF-FM/Kansas City	6.3	6.3	4	3					
Combo	—	6.3	—	3					
WDAF/Kansas City	11.8	14.3	1	1					
WIVK/Knoxville	4.8	4.2	6	5					
WIVK-FM/Knoxville	31.4	32.9	1	1					
Combo	36.2	37.1	1	1					

### Legend

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight.  
Stations with #1 shares have 12+ figures in **bold**. Stations debuting this book, and stations not Country during the sweep, are designated with "—".  
Demo figures are for market rank, not actual share.  
Asterisks indicate Country stations in a particular market which are co-owned but have different call letters.  
Only ratings for stations above-the-line are used.  
DNS means a station did not show in the ratings book.



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KNIX	WYNK	KWMT
KUPL	WDOT	KSNI
WSM	WRCM	KDEO
KSON	WBTU	WBKC
WDAF	WTSO	WAMZ
WUBE	KYKX	WBKC
WFMX	KALF	WAMZ
WESC	WAXX	KXXY
WQBE	WTVY	KKAT
KVOO	WOKK	WIMT

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# NASHVILLE THIS WEEK

KATY BEE

## Morris Snags Broadway Lead

One of Broadway's most successful shows, "Les Miserables," has signed Gary Morris for the lead role of Jean Valjean. Morris's debut is scheduled for November 30 at New York's Broadway Theatre.

The original French play, which debuted in New York last March following a two-year London run, starred British actor Colm Wilkins. Morris was in the midst of negotiations to take the lead in the Los Angeles production of the show when the actor scheduled to replace Wilkins in New York died suddenly. Morris then became first choice for the role on Broadway.

Morris is no stranger to theatre productions. In 1985 he played Rodolfo, opposite Linda Ronstadt, in "La Boheme."

He will actively continue his country recording career, and his "Hits" album will be released at the end of this month. The first single, "Finishing Touches," is a new tune he penned with longtime pal and new WB labelmate Kevin Welch. "Your Little Hand," a solo piece with sparse instrumental accompaniment that was featured in his initial operatic debut, will also be included in the package. The aria was recorded at an empty Opry House for special acoustical effects.

The Broadway-bound singer also assures us he will be back at Fan

Fair next year to visit with his country fans.

### Reba Autographs For Passengers

1987 Entertainer of the Year Reba McEntire will put in a special in-store appearance for Nashville air passengers when Music City's new airport opens September 14. Grand opening festivities will unveil the 3400-sq.-foot "Nashville Recording Studio" record shop at the air terminal. The full service retail store is one of only a few record outlets located within US airports, a venture more common to European facilities.

### Music And The Law

On the heels of a Missouri lawsuit in which a federal jury ordered Waylon Jennings and Jessi Colter to pay \$34,000 in damages from a cancelled show in 1985, Steve Earle is being sued for \$40,160 by his former manager. Nashville publicist John Lomax III says the MCA artist owes him for managerial services agreed upon in June 1983. Lomax said he helped Earle obtain a three-year songwriting contract

with Silverline-Goldline Music here.

Earle and present manager Will Botwin were in Los Angeles and unavailable for comment. Earle was there producing several songs for MCA rocker Charlie Sexton; the two also have been writing together.

• Dwight Yoakam's second album, "Hillbilly Deluxe," has gone gold, following in the footsteps of his debut LP "Guitars, Cadillacs, Etc. Etc." He and Warner Bros. plan a celebration for the event during Country Music Week in October.

• There's craziness on the chart these days. The Oak Ridge Boys bring you "This Crazy Love," nestled near newcomers Foster & Lloyd's "Crazy Over You," as the Bellamy Brothers watch "Crazy From The Heart" move up the ranks.

• Claude King's classic "Wolverton Mountain" is getting new mileage from songwriter Merle Kilgore, who has announced plans for the marketing of his "Wolverton Mountain Honey." Wal-Mart stores will be distributing it nationwide.

Bocephus manager Kilgore also tells R&R that the 1962 song is a true story about his uncle, Clifton Clowers, who is 98 years old and still living on Wolverton Mountain



**WILLIE HOLDS OUT** — The Country Music Hall of Fame and Museum's Willie Nelson Exhibit has proven so popular that the institution will hold it over until spring 1988. The two-year presentation features a room full of personal items belonging to the multi-talented entertainer. BMI President and Chief Exec. Frances Preston (l) shows Nelson some of the effects that document Nelson's early life and longstanding career as a singer, songwriter, and actor at the exhibit's opening.

in North Central Arkansas. He had not one pretty young daughter but two, Kilgore confesses; Burlene and Virginia "were beautiful strawberry blondes."

• The Grand Ole Opry's Ryman Auditorium is getting a facelift at its downtown site. The Opryland U.S.A. owners will clean the bricks on the famous property in the early steps of a renovation. Nashville's \$320 million downtown development project will include a gallery, entertainment venues, and of-

rice and residential facilities around the Mother Church of Country Music.

• Country Music Foundation Records has released a double album collection of significant recordings by the Carter Family, Jimmie Rodgers, and the Stoneman Family. "The Bristol Sessions" features 36 songs believed to be among the first recordings of these artists, recorded during the summer of 1927 in Bristol, VA.

## Spring '87 Scoreboard

Continued from Page 102

Station/City	12+		25-54		Station/City	12+		25-54	
	W'87	Sp'87	W'87	Sp'87		W'87	Sp'87	W'87	Sp'87
WNOX/Knoxville	2.4	1.7	9	T8	KZAN-FM/Salt Lake City	2.3	1.4	T16	17
WSEV/Knoxville	1.2	1.6	19	12	KAJA/San Antonio	6.8	6.5	1	2
KFMS/Las Vegas	1.1	.9	16	18	KBUC/San Antonio	.5	.6	23	T20
KFMS-FM/Las Vegas	9.7	7.0	2	T2	KBUC-FM/San Antonio	4.5	4.1	6	6
Combo	10.8	7.9	1	2	Combo	5.0	4.7	5	6
KRAM/Las Vegas	2.3	1.2	13	15	KKYX/San Antonio	4.4	3.1	12	15
KLAC/Los Angeles*	1.6	1.4	T20	23	KSON/San Diego	1.5	1.3	19	21
KZLA/Los Angeles*	1.7	1.9	18	T16	KSON-FM/San Diego	4.3	5.8	5	3
WAMZ/Louisville	15.8	15.4	1	1	KNEW/S.F.-Oakland*	2.7	1.7	T15	15
WTMT/Louisville	1.0	1.1	12	14	KSAN/S.F.-Oakland*	2.3	2.3	9	10
KTXF/McAllen-Brownsville	5.6	7.9	7	4	KEEN/San Jose	2.5	2.4	15	15
WGKX/Memphis	8.1	8.4	2	4	KMPS/Seattle-Tacoma	1.0	.8	23	T25
WMC/Memphis	4.9	3.2	9	T11	KMPS-FM/Seattle-Tacoma	4.5	4.2	4	4
WKQS/Miami*	4.2	2.8	T3	8	Combo	—	5.0	—	2
WQAM/Miami*	.6	.5	T31	T26	KRPM/Seattle-Tacoma	.5	.4	29	T30
WMIL/Milwaukee	5.4	6.7	3	4	KRPM-FM/Seattle-Tacoma	3.2	2.8	11	15
KEEY/Minn.-St. Paul*	6.1	5.8	4	6	WIXY/Springfield,MA	1.4	1.7	T15	17
WDGY/Minn.-St. Paul*	2.3	1.8	14	14	WRRB-FM/Syracuse	7.3	5.8	3	2
WSIX/Nashville	.4	.2	T18	T22	WQYK/Tampa	4.9	6.4	5	4
WSIX-FM/Nashville	5.7	5.3	5	T8	WSUN/Tampa	3.8	3.6	T10	10
Combo	6.1	5.3	5	5	WKKO/Toledo*	9.4	8.3	1	3
WSM/Nashville	7.0	5.3	6	8	WTOD/Toledo*	5.0	4.0	7	11
WSM-FM/Nashville	10.5	11.8	2	2	KCUB/Tucson*	4.3	3.2	T9	8
WNOE/New Orleans	1.8	1.7	14	18	KHMM/Tucson*	8.1	7.6	2	2
WNOE-FM/New Orleans	3.8	4.9	9	8	KTFX/Tulsa	3.9	3.2	10	9
WHN/New York	2.1	2.8	13	9	KVOO/Tulsa	9.1	8.8	6	7
WCMS/Norfolk	.2	.7	21	19	KWEN/Tulsa	T11.2	13.1	1	1
WCMS-FM/Norfolk	9.1	10.3	1	1	WMZQ/Washington, DC	.2	.2	30	T31
WKEZ/Norfolk	1.1	1.0	18	17	WMZQ-FM/Washington, DC	6.8	5.6	T1	2
WSKX/Norfolk	1.0	2.8	13	13	WIRK/West Palm Beach	.3	.3	T24	DNS
KEBC/Oklahoma City	7.0	3.9	4	T9	WIRK-FM/West Palm Beach	6.2	4.7	2	4
KXXY/Oklahoma City	.7	.8	17	T17	Combo	6.5	5.0	2	4
KXXY-FM/Oklahoma City	9.5	10.5	T2	1	WQXK/Youngstown-Warren	9.0	12.0	3	2
Combo	10.2	11.3	1	1					
WKY/Oklahoma City	3.8	4.0	12	12					
Station/City									
WOW/Omaha	5.3	4.5	8	9					
WOW-FM/Omaha	7.4	5.4	6	5					
WWKA/Orlando	9.2	12.8	2	1					
WXTU/Philadelphia	3.2	3.3	T9	10					
KNIX/Phoenix	1.6	1.0	T18	T19					
KNIX-FM/Phoenix	10.2	12.1	1	1					
Combo	11.8	13.1	1	1					
KUKQ/Phoenix	—	DNS	—	DNS					
WDSY/Pittsburgh	4.2	4.4	10	6					
WIXZ/Pittsburgh	DNS	.4	DNS	23					
KUPL/Portland	.6	.5	T22	25					
KUPL-FM/Portland	5.7	6.5	4	3					
KWJJ/Portland	2.3	1.9	T14	16					
KWJJ-FM/Portland	4.1	3.4	9	10					
WHIM/Providence	1.1	2.3	T17	12					
WQDR/Raleigh-Durham	7.3	8.1	2	2					
WKHK/Richmond	3.3	3.8	9	9					
WTVR/Richmond	.4	.4	T17	16					
WTVR-FM/Richmond	6.8	5.9	6	6					
KCKC/Riverside-San Ber.	2.7	2.9	T11	11					
KDIG/Riv.-San Ber.(#2)	DNS	—	DNS	—					
KNTF/Riv.-San Ber.	1.7	1.4	T11	17					
KWDJ/Riv.-San Ber.	1.3	1.4	T16	14					
WNYR/Rochester	6.2	2.2	6	11					
WBEE/Rochester	—	7.4	—	4					
KHWY/Sacramento	DNS	.4	DNS	20					
KRAK/Sacramento	3.5	4.0	12	7					
KRAK-FM/Sacramento	7.6	6.9	2	3					
KUSA/St. Louis	3.2	2.7	9	10					
WIL/St. Louis	.5	1.0	T22	22					
WIL-FM/St. Louis	5.0	3.4	6	8					
WKKX/St. Louis	2.5	1.9	12	15					
KKAT/Salt Lake City	8.6	7.1	2	2					
KSOP/Salt Lake City	.9	.4	26	25					
KSOP-FM/Salt Lake City	6.1	5.2	3	6					
Combo	7.0	5.6	3	T4					

Footnotes:  
 #1: KILT-AM/Houston changed to Country Gold.  
 #2: KDIG/Riverside-San Bernardino changed to a Christian format.





MIKE KINOSHIAN

## ADULT CONTEMPORARY

# Fallout From A Bad Book

Recent articles in this section have spotlighted ratings winners. But what happens when the numbers aren't good? Let's look at the frustration — and the economic realities — from a programmer's viewpoint when bad news arrives.

### WAYS Richer

#### At WPEZ's Expense

Macon, GA is the 140th market. It's surveyed once a year by Arbitron in the spring; there are no Birch reports. Perennial 12+ leader is CHR WAYS, formerly WMAZ-FM. The station's 12+ shares are consistently solid: two years ago it notched an 18, last year an 18.8. While a case could be made to classify WAYS as AC, it's widely believed the market's lone, pure AC is WPEZ.

WPEZ has challenged WAYS for years in adult demos, with WAYS always holding the upper hand. Last spring WPEZ personnel were confident — their station had tightened up and was better prepared for the book. The 'PEZ camp anticipated boosting its 12+ figure by four shares; its 1986 10.2 showing had placed it more than 8 shares behind WAYS. But when Arbitron tallied the results this year, WAYS vaulted to 27.6 while hopeful WPEZ dropped to 6.1 — the station's lowest performance ever.

**"Something's screwy somewhere. Obviously, programming and ratings have nothing to do with each other."**

—Matt Caesar

"I think something's screwy somewhere," said WPEZ PD Matt Caesar. "We spent more money on TV (\$7000) than we ever did before. We had a \$108 giveaway every morning throughout the book." The station lost two points 12+ in AM drive compared to the year before. Money giveaways in '86 were conducted in all dayparts; this year cash was doled out only in the mornings. "We did a direct mail campaign to businesses for the midday show." The result: a 3.4 decline. "We ran the 'History Of Rock And Roll' in evenings." WPEZ lost more than three-and-a-half points in that daypart.

"All the indicators looked good," added Caesar. "The (phone) response to contests, especially midday, was great. May was our biggest month ever. Obviously, programming and ratings have nothing to do with each other."

He found out about his station's numbers through phoned advances. "They start in alphabetical order and the first one I heard was WAYS at 27.6; right away, I knew it was going to be bad news. They had to take their audience from us."

### Numbers Vs. Reality

WPEZ is consulted by Scott Kerr of Albuquerque-based Programming Consultants. "From the time last year's book came in, we made a yearlong concerted effort," continued Caesar. "Our consultant came into the market, listened to other stations, told us what we should do, and critiqued our airchecks. He liked what we were doing compared to WAYS. Everything was rolling along fine until the day the book came out."

After the initial shock, Caesar phoned Kerr. "He didn't understand why or how that could happen, either. The numbers just don't con-



IN SEARCH OF FRANKIE AND ANNETTE — WSTU/Stuart, FL recently co-sponsored its 6th annual Beach Olympics. Three contestants in the bikini contest are shown here. The event raised over \$6000, which was donated to Muscular Dystrophy.

nect with reality. There's nothing wrong here and I wouldn't change anything. You can say WAYS went live (formerly used Drake Chenault reels), did the Prize Catalogue and therefore they should have had an increase. Fine, I'll give 'em that. On the other hand, you can't say half our audience disappeared. Logically, I think, Arbitron can't screw up. But I wonder where all our contest response came from. Do we have the most responsive audience in the history of radio?"

WPEZ must now wait another year to improve on this spring's disappointment. The \$4000 spent on production of the syndicated TV spot was a departure; 'PEZ usually uses a locally-produced spot for considerably less money. Station management plans to visit Arbitron headquarters to investigate the decline.

quipped, "I guess I don't believe surveys anymore."

This spring K99 posted a smashing turnaround, catapulting again to the #1 spot with a 25.7 and surpassing its '85 12+ share. Robinson's first item of business: get on the phone to agencies and reps, hammering the numbers. "We didn't want anybody to stumble on the news. We had to tell them."

Although no doubt pleased with the spring performance, Robinson made a realistic point to Arbitron's San Francisco client representative. "I told Rick Gardner I thought we were a good station but not as good as the book shows us right now. Here we go with this jagged edge again — way down, then way up."

### Bad Book = Bad Investment

A down book can spell disaster for even would-be station owners. Consider one case of an individual (who shall remain anonymous) who quit his well-paying job to pur-

**"We lost about 80% of our national business. We went from a viable, profitable operation to a break-even, worrisome one."**

—Don Robinson

chase his first radio station. The facility had a good ratings history, was making money, and seemed to be a sound investment. The prospective buyer flew to the station (a considerable distance from his home) and conferred frequently with lawyers and consultants.

Nearly concurrent with final bank approval was the release of a ratings book. The results were awful for the station and the potential buyer. A bad book meant a bad risk for the bank. The result: the buyer was out of his job, the bank loan, the station, and nearly \$45,000 paid out to cover fees for something he would not own.

### A POLLSTER'S OPINION

## Decoding Negative Numbers

Birch head Tom Birch suggests managers and programmers first ask several questions when faced with a bad book:

- Is this truth or an aberration?
- If it's truth, is it something we did internally? A one-time competitive situation? A competitor's brilliant promotion?
- Were there market changes such as an increase in unemployment levels?
- Has there been a structural change in the audience, relative to my station?
- Are we out of sync with what the audience wants to hear? Zero in on previous reports — not just the last book.
- Was a drop in TSL across the board or in a key targeted cell?

### In-Depth Research

Birch subscribers can do more in-depth research when they get a bad book. "They can review raw data paperwork or call to order a file listing, which is equivalent to Arbitron's Mechanical Diary," said Birch. "We tell programmers who shares their audience and how people are reporting (their) listening. We're not programming consult-

ants. We can show what other stations have done in positioning themselves to advertisers and agencies."

He says closer study may turn up a saving grace. "Often, a station having downward trends in one area may have an excellent story elsewhere. In repositioning a station to an adult format with an upscale audience, they might have lost overall quantity of audience, but increased the quality of audience."

### 'Don't Shoot The Messenger'

While Birch feels most stations can claim at least one positive point in a book, he's also realistic. "If a client has declined in a quarterly and over time in the monthlies, we advise him to trust the numbers. If there's been a consistent pattern of decline, don't shoot the messenger."

"Don't think you know more than we're finding out with the samples."

**"Don't shoot the messenger . . . When you've said Arbitron is BS and Birch is BS, heaven help you when you get a great book."**

—Tom Birch

They're telling us something — the station is in trouble. Station management should rethink some of their strategies. We advise stations not to try to cover it up with agencies and advertisers. If you shoot the book, when it returns to its normal level you can't use it. When you've said Arbitron is BS and Birch is BS, heaven help you when you get a great book."

According to Birch, a station can expect an answer within one week after the company receives a complaint or inquiry about the validity of a ratings report. Arbitron's response was similar.



# MARKETPLACE

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Los Angeles, Calif. 90067 (213) 553-4330



# MARKETPLACE

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# MARKETPLACE

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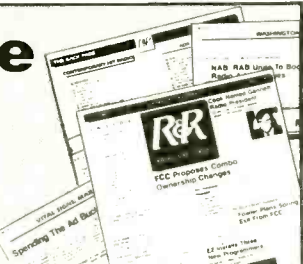
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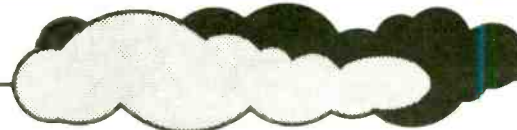
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# OPPORTUNITIES

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# OPPORTUNITIES

## OPENINGS

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Future openings for new Soft AC in the heart of New England. C&R: WYRY, 69 Island St., Keene, NH 03431. EOE (9/4)

Wanted: Unusual overnights on WERZ! No screamers or crazies but something different. T&R: Pete Falconi, Precision Media, Box 1540, Exeter/Portsmouth, NH 03833. EOE (9/4)

Uptempo contemporary Country night jock needed ASAP. Top 150 market, production and remotes. T&R: Kevin Kasey, WCHA, Box 479, Chambersburg, PA 17201. EOE (9/11)

Midday announcer/afternoon newscaster needed at Central New York combo. T&R: Kim Stevens, WCHN, Box 552, Norwich, NY 13815. EOE (9/11)

WTHH (FM 103) seeks morning partner for successful team show. Must be creative, experienced, and topical. T&R: Todd Martin, Box 10139, Portland, ME 04104. EOE (9/11)

WVNH/Salem, NH seeks weekend board operators/announcers. Familiarity with Satellite Music Network a plus. T&R: Matt Stevens, Box 1110, 03079. EOE (9/11)

Northwest PA small market AC FM has fulltime night slot open. T&R: Thom Sauber, WVEN-FM, Box 908, Franklin, 16323. EOE (9/11)

## OPENINGS

WHIT-FM/Harrisburg seeks outstanding morning drive talent. Minimum three-to-five years' experience. T&R: Al Brock, Box 3433, Harrisburg, PA 17105. EOE (9/11)

FSA seeks morning entertainer. Humorous informative personality. Good benefits, competitive market. T&R: Jack Richards, WKOK-AM, Box 1070, Sunbury, PA 17801. EOE (9/11)

WARM/Scranton-Wilkes Barre wants northeast Pennsylvania part-time air personalities. Opportunities for talent skilled in the basics. Nick Seneca, Box 590 Avoca, 18461. (717) 655-2271. EOE (9/11)

Still looking. We need a polished news anchor NOW. You must be a news-hound and have desire to grow. T&R: News Director, Box 929, Lewiston, ME. 04240. EOE (9/11)

Soft AC-Joy needs weekend/PM-in air talent. T&R: Chuck Igo, WYJY, Box 667, Biddeford, ME. 04005. EOE (9/11)

Q-1400/Erie seeks hard-working PM drive Production Director with Urban/CHR experience. T&R: Jeff Hy, 18 W. 9th, Erie, PA. 16501. EOE (9/11)

### ARE YOU NUTS?

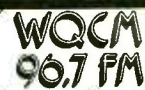
Harrisburg, Lancaster, York PA FM looking for creative morning personality. Must be TEAM player/workaholic! Emphasis on community involvement. R&R to Radio & Records, 1930 Century Park West, #808, Los Angeles, CA 90067. EOE

### PROGRAM DIRECTOR WANTED

50 KW "HOT AC" in Portland, Maine in new facilities offering exceptional opportunity to show managerial and programming skills. Creativity and attention to detail a must. Excellent compensation and performance bonus. If you know you can win, call Tom Talbott at WGT (207) 775-6321. EOE

### MAJOR MARKET AC

Are you a bright, warm, and creative communicator with major market experience? This is a solid, growing company with a great opportunity for an established team player with super production skills. All dayparts welcome to apply. Rush T&R to Lowry & Co., 5888 E. Onyx Ave., Scottsdale, AZ 85253. No calls. EOE



Top rated Western Maryland CHR station looking for experienced on air talent! Hard workers with a great attitude only. Rush tape & resume to PO Box 949, Hagerstown, MD 21741. EOE

## OPENINGS



99 HIT FM, Harrisburg's newest hit music station has a great morning drive opportunity available immediately.

The person(s) we select must have a friendly conversational style, the ability to use the phones and comedy services, do many personal appearances, and the desire and attitude needed to win.

We'll give you all the tools you need to win, along with excellent facilities, benefits, and compensation. Minimum 3-5 years experience required. If you possess these qualities and want a stable career opportunity with an excellent company....

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Program Director  
WHIT

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WHIT is proud to be an equal opportunity employer.  
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West Texas leader seeks air talent/engineer with experience in all phases of broadcast. T&R: Brad Holcomb, KODM, Box 9830, Odessa, TX 79767. EOE (9/4)

Experienced newscasters: Morning and afternoon slots. Salary and T&R: Ike Smith ND, WTTB, 2015 38th Ave., Vero Beach, FL 32960. EOE (9/4)

101-Q seeks personality for weekends. Also accepting T&Rs for future fulltime position. No calls please. Dan Browning, Rt. 6, Box 150, Brunswick, GA 31520. EOE (9/4)

Small market soft AC seeks announcers willing to learn and progress as air talent. T&R: Chris Stevenson, WLLQ, 3181 NW 13th St., Gainesville, FL 32609. EOE (9/4)

Future opening for experienced news anchor. T&R: Jon Holiday PD, WQAM, 9881 Sheridan St., Hollywood, FL 33024. No calls. EOE (9/4)

Announcer/sales: Need some to do both. Some sports. Eager beginner will be considered. Florida Gulf. T&R: WMFL, 1275 S. Jefferson St., Monticello, FL 32344. EOE (9/4)

Production Director for major market News station. Strong writer, great voice, and delivery. Must be organized. Samples and T&R: KTRH, Box 1520, Houston, TX 77251. EOE (9/4)

Raleigh-Durham's G-105 seeks creative copywriter/producer. Writing/voice/production skills. T&R: Box 2126, Durham, NC 27702. EOE (9/11)

Mornings: possible opening for creative, community-oriented CHR personality. ACN available. C&R: John O'Dea, 8-98 FM, 8901 Jenny Lind Rd., Fort Smith, AR 72903. EOE (9/11)

Austin's new 94.7 FM: Adult CHR charging into America's hottest market seeks morning talent! T&R: Bob Perry, 3910 So I-35, Ste #300, Austin, 78704. No calls. EOE (9/11)

100kw AC Z-93 (resort area) has opening for nighttime personality. Females encouraged. T&R: John Peace, WZNS, Box 231, Dillon, SC 29536. EOE (9/11)

WHHY/Montgomery is accepting applications for future openings in radio sales. At least two years' experience. Resume: 3435 Norman Bridge Rd, Box 2744, AL 36196. EOE (9/11)

Female communicator needed for medium market 100kw AOR rocker. T&R: KDXR, Box 104, Amarillo, TX 79105. EOE (9/11)

Experienced news anchor from area. T&R: Jon Holiday PD, WQAM, 9881 Sheridan St., Hollywood, FL 33024. No calls. EOE (9/11)

Great medium market station seeks morning man. T&R: Andrea Russell, Box 5797, Meridan, MS 39301. No calls. EOE (9/11)

860-KOSE needs part-time announcers for weekends. Oldies. Also accepting tapes for possible future openings. T&R: Box 249, Osceola, AR. 72370. Attn: Bob Abel. EOE (9/11)

San Antonio Country Legend seeks evening talent. Upbeat personality with good phone skills. T&R Jim Casey, KKYX, 8041 Datapoint Dr., Ste #900, San Antonio TX. 78229. EOE (9/11)

## OPENINGS

### COUNTRY

Top rated contemporary country station in great southern market seeks cassettes and resumes from air personalities with at least three years experience for future openings. We offer great facilities, and a great lifestyle with a growing company. C&R to Radio & Records, 1930 Century Park West, #822, Los Angeles, CA 90067. EOE

### MORNING COMMUNICATOR

FM AC in one of South's greatest cities is seeking a morning personality. Must be warm, personable, topical, informative, entertaining, interesting, involved in the community, and fun to listen to. If you want to be a part of a great team dedicated to nothing less than dominating the market, send a cassette air check, resume, references and salary requirements to Radio & Records, 1930 Century Park West, #807, Los Angeles, CA 90067. EOE

### Kickin' 103.1

WMBC-FM

Modern Country WMBC-FM has an opening for PD. Must have good people skills, fresh promotion ideas, strong production, and a morning personality. Tape, resume, photo, and a brief philosophy to Mike Comfort, Box 707, Columbus, MS 39703. EOE

### WE'RE SERIOUS ABOUT FUN RADIO!

We need a jock with guts for PM Drive. East Coast 100,000 Watt Modern Country. Send T&R to Radio & Records, 1930 Century Park West, Box #815, Los Angeles, CA 90067. EOE



WSSP FM, Orlando's Easy Listening Station, has a current on air opening for evenings. Warm personality a must. T&R to Allen Wilkerson, 140 N. Orlando Ave., Winter Park, FL 32789. EOE

### PROGRAM DIRECTOR

Top country FM/AM in highly competitive Gulf Coast market. Excellent people and organizational skills required. All replies confidential. T&R to Radio & Records, 1930 Century Park West, #817, Los Angeles, CA 90067. EOE

### SOUTHERN EVENINGS

Bright and warm evening personality needed now in the sun and golf capitol of America. Ladies encouraged. T&R to Nat Humphreys, Sunny 105, PO Box 669, Augusta, GA 30903. EOE

### PRODUCTION WIZARD WANTED

If you're willing to name your first born son Stan Frieberg and can write creative, effective promos and spots, then come play in our 8 & 4 track production wonderlands. Lots of people can edit tape and do voices, but only a few are exceptional at writing for radio. Good pipes helpful but not necessary. AC/AOR experience preferred. Good bucks and benies. Tape to Radio & Records, 1930 Century Park West, Box #813, Los Angeles, CA 90067. EOE



# OPPORTUNITIES

## OPENINGS

### CHR MORNINGS

South Carolina CHR needs high energy professional morning man to be other half of team. Voices, personality & talent are a must. T&R to Radio & Records, 1930 Century Park West, #816, Los Angeles, CA 90067. EOE

### COUNTRY PERSONALITY/ MUSIC DIRECTOR

KAJUN 103 FM (WKJN-FM, Baton Rouge) needs a top-notch country personality to join superior air staff. We're looking for a warm, knowledgeable person to fill either a midday or pm drive slot, as well as to be our music director (some PC experience would help). You need several years of country experience, and intimate knowledge of music and artists. A demanding position for a true professional! Cassette & resume: **Jim Williams, KAJUN 103 FM, 2039 S. Sherwood Forest Blvd., Baton Rouge, LA 70816.**



### CAN YOU PRODUCE

**GREAT SOUNDING SPOTS AND PROMOS?** Can you use state of the art equipment, including recording studio console multi track, and digital synthesizer? Can you conceive campaigns for clients and station promotions? Then you are ready to apply for our immediate fulltime Production Director opening. Send production samples and resumes to WAPI-FM, PO Box 10886, Birmingham, AL 35202, atn: Kevin McCarthy, and maybe in the near future you'll be producing at Birmingham's #1 CHR! M/F EOE



## MIDWEST

Creative copywriter for 100wk FM. Strong writing skills required. Production skills a plus. Samples and T&R: WYCO, Box 778, Wausau, WI 54401. EOE (9/4)

Fulltime Production Director: Work with sales and jocks to produce spots that sell. T&R: Nancy McMahon GM, WMAD-AM & FM, Box 7727, Madison, WI 53707. EOE (9/4)

Production Coordinator/morning drive talent. Relatable pro 50k Soft AC. T&R: Chuck Gillespie, WVUD, 300 College Park, Dayton, OH 45469. EOE (9/4)

Weekends available at Country WAHC-FM/Appleton-Oshkosh. T&R: Gary Johnson, Box 707, Nennah, WI 54956. EOE (9/11)

Personality-oriented CHR talent needed immediately. Full and parttime. T&R: R. Jay Cortrecht, WPPR-AM & FM, 643 Ohio St., Terre Haute, IN 47807. EOE (9/11)

Newsperson needed: Lifestyle with local angle. Ability to interact on-air. T&R: Mike Morgan, WXUS, Box 7093, Lafayette, IN 47903. EOE (9/11)

Classic Rock, PM drive. Experienced, good voice, production skills, and know the music. T&R: Talent Round-Up, KCFX, 10800 Farley, #310, Overland Park, KS 66210. EOE (9/11)

KDTH seeks news anchor. Excellent salary/benefits. T&R: Susie Wells, Woodward Communications, Box 688, Dubuque, IA 52001. EOE (9/11)

KIZZ/Minot seeks morning pro excellent salary and benefits. T&R: PD, Box 2188, Minot, ND 58702. EOE (9/11)

Letterman-like morning show needs a Paul Schaeffer immediately. Seek the whole Enchilada. T&R: WYMG, 975 Durkin Dr., Springfield, IL 62704. EOE (9/11)

Class C AC/Oklahoma City seeks AM drive personality and night jock. T&R: Dennis Bergendorf OM, KXLS, 425 W. Broadway, Enid, OK 73701. EOE (9/11)

Sconnix in the Quad Cities needs part-time announcers. Experience required! Country FM/Oldies AM. John Keith PD, WLLR/WMRZ, 1910 E. Kimberly, Davenport, IA 52807. EOE (9/11)

### PRODUCTION DIRECTOR

**Great Top 75, Great money for an organized creative pro.** If you've got the pipes and creativity, rush tape and writing samples today. Radio & Records, 1930 Century Park West, Box #819, Los Angeles, CA 90067. EOE

## OPENINGS



Rare opportunity for **community oriented morning entertainer** at the legendary KVOO. Rush tape, resume, photo & sal. req. to KVOO, Box 1349, Tulsa, OK 74101. All qualified respondents will be contacted within one week. No calls please. EOE

### Production Director Immediate Opening

WLZR Milwaukee's hottest AOR seeks **creative production wizard!** 4 track experience and flexibility to do an airshift a must! No MBA required. Just one hell of an imagination! We have the toys, you make the noise! Rush T&R to **Bruce McGregor, 5407 W. McKinley Ave., Milwaukee, WI 53208.** EOE

### MAJOR MARKET AC MORNINGS

*This is the job you'd like to finish with!* If you're already a successful Morning Act, here's a giant opening at one of America's best broadcast companies. We're looking for a team or single who is fun, funny, creative, relatable, natural, polished and driven to win. We have everything else — the great city, winning atmosphere and support you need to get to and stay on top. If you can take direction, **come be our star!** Send tape, resume, photo and track record to Radio & Records, 1930 Century Park West, Box #821, Los Angeles, CA 90067. EOE

### MIDWEST MORNINGS

Looking for experienced morning announcer who can deliver information, be entertaining and topical. Must be a team player! C&R to Radio & Records, 1930 Century Park West, #818, Los Angeles, CA 90067. EOE



**Mid-west AOR has prime opening NOW.** If you have a knowledge of the music and have worked AOR before, then this excellent paying position with great benefits and company is for you. Don't wait! Rush T&R to:

**Bill Martin  
1111 E. River  
Davenport, Iowa 52803**



### AM DRIVE NEWS ANCHOR

Experienced newscaster needed to join top rated, personality morning team. Interview and conversation skills, creative mind, and credible presenter. Chance to stretch your skills and build for solid career growth. Good pay, benefits. Stable company and news commitment. Family community, 40 minutes from metro but without the hassles. Call **Rob Kemper, President, WDFW Radio, Box 10,000, Marion, Ohio 43302, 614-387-9343** to discuss details, background and next step. EOE

## OPENINGS

# PROGRAM DIRECTOR

Do you measure your success by the success of those who work for you? Do you play to win? Can you manage successful, ego-driven air talent in a positive manner? Are you known for your close, friendly management style? Do you work at getting people to like you? Can you bring out the best in other's talents? Do you enjoy handling a daily air shift? Are you good at creating promotions and advertising spot campaigns?

If yes, you may be who we're looking for to lead one of the nation's best small market operations to continued success in the years ahead.

Would you enjoy life in a family community, 40 minutes from a fast growing metro but without the hassles? Do you find community involvement a meaningful part of your radio life? Are you seeking career stability, good pay, incentives and an opportunity for equity from our company's growth plans?

If yes, then we may be what you're looking for. Call for more information and to discuss the next step. **Rob Kemper, President, WDFW Radio, Box 10,000, Marion, Ohio 43302. 614-387-9343.** EEO.



Playing Favorites of the 60's, 70's, and 80's

Evansville, Indiana's KQ99, in the heart of the Midwest looking for morning adult personality who likes to have fun on the air and get involved with the community. Send tape and resume to: **Bruce Clark, KQ99, Box 435, Henderson, KY 42420.** EOE



**20.4 Share Midwest CHR** seeking mature Morning Host. Upgrade to 50,000 Watts will put city grade signal over 3 metros totalling 500,000 people. **Ideal candidate:** 30+, family man, mature voice & presentation, 5 years experience. Must be interested in longterm employment. Salary commensurate with market experience. Send T&R to **Marc Steenbarger, Power 102.1, 1500 N. Washington, Danville, IL 61832.** EOE

## OPENINGS



WJMO is accepting T&R for **future openings, 3 years experience preferred and good production.** Send T&R to **Doug St. John, c/o WJMO, 11821 Euclid Ave., Cleveland, OH 44106.**

**Applications accepted until September 30, 1987**  
No Calls Please EOE M/F

## WEST

Southern CA CHR seeks weekend jock yesterday for powerhouse station in Santa Barbara, Ventura County. No beginners. T&R: Y97, 1330 Cacique, 93103. No phone calls. EOE (9/11)

N. CA 100.000kw. has money to spend for right air talent/production wizard. T&R: Jim Nelly, KXGO, Box 1131, Arcata, CA 95521. EOE (9/11)

Make decent money in Southern Arizona! Do a zany morning show and have excellent production. Call Bob Jones, 292: (602) 458-9631. EOE (9/11)

Female partner wanted for morning team but not immediately. Medium/large market stuff. Let's see if we can talk. You'll love Colorado! Tammy (303) 669-6224 Eves. EOE (9/11)

### KSES AM 1420

**One person news department needed NOW!** Team player for local news coverage. Southern California small market. T&R to **Steve Smith, KSES, PO Box 1420, Yucca Valley, CA 92286.** EOE

### Station Relations Manager/ Radio Syndication

Established producer and syndicator of black/urban radio programming looking for experienced individual to direct station relations department. Offices in LA area. Send resume to Radio & Records, 1930 Century Park West, #812, Los Angeles, CA 90067. EOE

### 98.5 KLUC FM THE #1 HIT MUSIC STATION

NATIONWIDE COMMUNICATIONS INC.

One of the highest rated CHR's in the country is looking for a "Lifestyle" News Director to join our #1 rated morning show. You must have a winning attitude, and the ability to do "off the wall" stories and the desire to have fun on the radio in the mornings. If you fit the bill, rush T&R to **Jerry Dean, PD, KLUC Radio, PO Box 14805, Las Vegas, Nevada 89114.** KLUC is an equal opportunity employer of Nationwide Communications, Inc.

### 93.7 FM KRQ

BETWEEN A HARD ROCK AND A SOFT PLACE

Our #1 team needs a morning personality or morning team. If you have experience in a contemporary format doing mornings, we've got the opening. We are also seeking a morning news person that has worked with high profile morning personalities. Nationwide Communications is an equal opportunity employer. We must hear from you immediately. Send tape, resume, and photo to:

**Jim Gillie  
Program Director  
KRQ-FM  
La Placita Village  
110 S. Church Ave.  
Tucson, AZ 85701-1603**

NATIONWIDE COMMUNICATIONS INC.



# OPPORTUNITIES

## OPENINGS

**K-CUB 1290 KIIM 99.5  
THE COUNTRY STATIONS**  
P.O. BOX 50006 • TUCSON, ARIZONA 85703

**Tucson's Country Stations are looking for top notch air personalities.** Great facilities, and a beautiful city. Cassette and resume to **Dave Nicholson, PO Box 50,006, Tucson, AZ 85703.** Females and minorities encouraged. EOE

## POSITIONS SOUGHT

**Former Music Director/Boston** seeks promoter position. Prefer North/Southeast. Two years' experience, great contacts. Very industrious. TANYA: (212) 562-7018. (9/4)

**Production/programming whiz** available. Currently in Jacksonville ADI. Prefer Coastal CA/FL/MD. Ten years' experience. DON: (912) 285-6569. (Beeper) (9/4)

**Young athletic pro** seeks on-air job. Prefer Northeast Ohio. A year's experience at WWWE/WDOX/WCZR (Cleveland). Enjoy sports and AOR/CHR. PETE DIDONATO: (216) 245-5711. (9/4)

**Frustrated pro** seeks right opportunity. Six years in the business, tired of being snowballed. Make me an offer I can't refuse. Hard work no problem. KELLY: (916) 527-4112. (9/4)

**17-year pro** employed Jazz Director/announcer/production manager with sales copywriting background desires position in Jazz promotions/marketing. DANTE: (517) 754-1071. (9/4)

**PD medium/large market.** Extensive knowledge of programming, music, promotion and research. Lite Rock, AC, AOR, CHR. Degree in media marketing. KEVIN: (812) 866-3612. (9/4)

**Help save me from automation.** It's found its way to smalltown USA. Four years' experience, currently Country, MD or production. Willing to try anything. KEN: (509) 962-3400. (9/4)

**Major market talk producer** languishing as newsmen. Reporting sports or being talk host is what I crave the most. DAVE: (716) 284-9108. (9/4)

**You want this voice!** Female seeks fulltime in AOR/AC/CHR or Urban format. Will relocate to the South. (415) 797-5262. (9/4)

**Four-year medium market pro** seeks position. Character voices, bits, phones, the whole package! Mornings or afternoons. CHR/Urban. KELLY & COMPANY: (601) 864-3996. (9/4)

**Eight years' experience.** seek announcer position in small or medium market. Experience in all aspects of radio broadcasting. Prefer Texas. RANDY: (214) 767-1319. (9/4)

**I'm trapped in a "Web"** and looking to escape to AC/CHR/Gold format. LEIBO: (703) 329-1271 or (305) 686-6378. (9/4)

**Win a trip to the Persian Gulf!** Enter the JOHNNY & ELAINE Job Search Sweepstakes! Husband/wife team in top 50 market available now. Operators standing by: (405) 691-4024. (9/4)

**Wait - don't hire that consultant!** Give it to me. I'll get you numbers. Twenty years' experience. Rocky Mountains please. (505) 292-7940. (9/4)

**So CA sportscaster (currently employed)** seeks new challenge. Five years' professional experience. PBP sports talk host. TOM MARGELL: (805) 682-0360. (9/11)

**Workaholic with AC/CHR** and production experience seeks move to medium/large market. Will relocate immediately. C. ALAN: (409) 291-7967. (9/11)

**Experienced air talent** available immediately. Seek work in Alabama, Tennessee, or Midwest. Prefer CHR/AC/AOR. PATRICK: (309) 828-3408. (9/11)

**Air personality with production skills** seeks L.A.-area AOR/AC station, full and parttime. Call Mark for T&R: (818) 366-9667. (9/11)

## POSITIONS SOUGHT

**British announcer.** Tight, creative, reliable. Add spice to your sound and smiles to your sales force. Leave message for Jonathon: (312) 351-1978 (9/11)

**Four-year pro with B.A.,** excellent production skills and winning attitude seeks medium/major market position. Great character voices and phones: PAMELA: (512) 331-1712. (9/11)

**17-year major market pro** seeks programming challenge. Results-oriented! Good skills. Strong references. Nominated for station of the year. STEVE SUTTON: (404) 945-8209. (9/11)

**Evening jock with three years' experience** seeks position. Experience includes everything from Top 40 to jazz. Great production, writing, and voices. TOM: (907) 279-6031. (9/11)

**The Northland's all-original "Mo-sho."** Rediscover theater of the mind. Entertaining, topical, great on phones and in public. Leading morning show. TOM BERRY: (218) 728-6421. (9/11)

**Top 50 market CHR jock** seeks new home. High energy and large markets only. (718) 615-0235. (9/11)

**Three-year medium market personality,** characters, bits, phones. Seek morning/afternoon position. Awesome production. JIM: (601) 865-9430 or 896-3996. (9/11)

**Northern California:** 13-year versatile, team-oriented PD/AT seeks advancement opportunity with winning company. JIM: (214) 572-7094. (9/11)

**New York City's leading PD** with five years' experience seeks parttime position. AC/CHR/AOR. AL: (201) 383-3133. (9/11)

**Experienced PD with 13 years' experience** seeks position. Great production and promotion ideas. History consists of Country/AC/Oldies. BOB SHANNON: (318) 635-5204. (9/11)

**AT/MD with 11 years' experience** seeks AOR/CHR gig in medium/major market. Prefer Northeast. Formerly WYDD, KC-101, WPLR. MIKE: (412) 337-1351. (9/11)

**On the radio, affordable.** low-priced talent. I've got my price. You've got yours. If you want shuck, I'll give. (701) 537-5167. (9/11)

**High-impact talk show host** seeks Talk station in large medium/major market. JOHN: (305) 689-8715. (9/11)

**Talk host with proven ability** to light up the lines at 50kw clear. ART BELL: (702) 363-1010. (9/11)

**Young jock with two years' experience** seeks fulltime gig in medium market. Voices also. Prefer CHR. BILL: (216) 442-7892. (9/11)

**Experienced funny communicator.** Available now. ED: (413) 443-3816. (9/11)

**They wanted minorities,** that's the one thing I couldn't do. Personality-oriented with four years' experience in Reno. CHR/AC/Country. PAT THOMAS: (702) 329-7039. (9/11)

**Broadcasting grad, 32, half a team,** seeks small station in Florida to program and jock. First break in exchange for increased audience. BOB: (317) 773-2877. (9/11)

**An Equal Opportunity Employee.** I'll give you a chance if you give me one. Five-year pro seeks announcer position in Colorado. PAUL: (307) 382-6633. (9/11)

**Young, educated, experienced, enthusiastic.** Team player, takes direction well. Formerly MD/AT at top 40. BILL BRIAN: (816) 665-8839. (9/11)

**Gospel! Lively gospel!** It must be heard and so must I. I live and breathe the music. Let's talk. PERCY: (212) 869-2300. (9/11)

**Top 10 market pro** seeks major or competitive medium market. AC Gold AOR currently on-air. JIM: (305) 653-8377. (9/11)

**Experienced Country announcer** seeks position in Texas, Oklahoma, Louisiana, New Mexico, Arkansas. DONN: (806) 293-5688. (9/11)

**Looking in the Rocky Mountains** for radio position as an art, not a copy. Know what I mean? (505) 292-7940. (9/11)

**Dynamic PBP/Sports Director** ready to move to bigger challenge. I live, eat, and breathe sports. JIM: (919) 799-1512. (9/11)

**KURT KELLY, five years' in radio** and great production. Currently working in Tampa. Two years in recording engineering. Wants to relocate. (904) 385-2363. (9/11)

**Are you tired of egos and clones?** Seek someone to be himself; if that describes the AT you're seeking, call me. I'm KEN, and the winning number is (509) 962-3400. (9/11)

**Sports Director with 11 years' experience** seeks to relocate. Background in field reporting and PBP. Seek college sports in medium market. BOB: (812) 866-5515. (9/11)

**Seven-year veteran PD/MD** in Boston market wants to program your station into a winning position. Let's discuss what I can do for you. SKOT: (617) 686-0676. (9/11)

## POSITIONS SOUGHT

**Milwaukee's Heartbeat 101 Undergoes Cardiac Arrest** after only five months!

This fine air staff looking for work:

**RJ Harris, mornings, PD**  
**Don Murphy, Morning/afternoon traffic, fill-in air**  
**Chris Moreau, afternoons, Asst. PD, MD**  
**Dave "Dave-o" Thompson, evenings, Production Director**  
**John Gits, overnights**  
**Gene Butterfield, Chief Engineer**

For information and recommendations, contact Kipper B. McGee, (414) 545-8900.

**Creative, experienced PD.** Solid skills. Top 200 markets only. (615) 883-5900. (9/11)

**Talent and potential unlimited.** I've got what you want. CHR/AC. Medium/large markets here I come. RANDY: (814) 371-2777. (9/11)

**Desperately seeking position** in Northeast. Network anchor/correspondent is eager to relocate from Los Angeles. GENE BRODEUR: (213) 276-1284. (9/11)

**Eight-year pro with MD/PD experience** and hot production fix ready for your medium market CHR/AOR in upper Midwest. Prefer Southern Indiana. RICK: (308) 236-9855. (9/11)

**Family man with 11 years' experience** seeks radio home. Prefer Eastern medium/major market Country/AC/Oldies. MARK ANDERSON: (302) 994-3934. (9/11)

**Hard-working, solid-sounding 11-year veteran** seeks change. For T&R: KEVIN BARTON: (314) 336-3133/5063. (9/11)

**Young energetic jock** with three years' experience and good radio background seeks position. Ready to move on and up! Try me, you'll like me. BRIAN: (217) 875-0933. (9/11)

## WHAT THE CRITICS SAY

"Polished & professional\* good format jock."  
"Highly recommended\* helped immensely."  
"Dedication & attitude far superior."  
"Congratulations on initiative."  
"Our best man on remotes."  
"Great job on production."

**7 yr. pro\* Consistent excellence.**  
**STEVE AVERY (813) 574-4092**

## Major Market Personality

*Blends music/talk/variety/phones in a light & entertaining way. Informed, reliable, topical adult communicator looking for a full service radio home.*

John: (317) 849-3457

"Without a doubt - The Hottest Jock in America!" - Bill Lee, WQHT New York

• Now available for the Fall •  
Top 15 market CHR only.  
Inquiries at 619-565-2006

## ADULT MORNING TEAM

Currently Top 10 Country Talent. Available for your Fall ARB. Confidentiality respected. Contact David (305) 382-8665.

## YOUNG BROADCAST VETERAN . . .

specializing in wild promotions looking for CHR, AOR, or AC morning opportunity. Appeared in USA TODAY and on CNN plus Letterman. Call Steve (412) 366-9471.

## POSITIONS SOUGHT

## MEET ME AT ANAHEIM!

**Outstanding programmer/air talent.** Major market experience, LA, San Francisco, San Diego, PD, consultant or air talent. Fantastic voice, work well with people, and funny! **Great attitude\*Hard worker! Jack Hayes, (619) 272-7587 (message) or (714) 772-7621 (at convention).**

## WNBC'S IMUS IN THE MORNING

Producer, writer, and on air personality. Need instant ratings? Need to increase revenue? My show will please your listeners AND your advertisers! **BRING EXCITEMENT BACK TO YOUR MORNINGS!** Eight years of medium/major market experience. Call 201-947-2329.

## MISCELLANEOUS

The new KLZZ seeks record service from all labels. ATTN: Kevin Barrett PD, Central Coast Plaza, 321 Madonna Rd., Ste #23, San Luis Obispo, CA 93402. (9/11)

100kw FM AC in Northwestern MN seeks record service from all labels. T&R: Paul Tacheny MD, KJ104, Box 1360, Bemidji, 56601. (9/11)

JOHN DOUGLAS, formerly morning man at WRMR/Cleveland has opened the Promo Werks, a promo voicing service. (216) 892-8503. (9/11)

REGINA JONES, former owner and publisher of Soul Magazine has formed PR/promotion/consulting firm: R. Jones & Assoc., 1230 S. Van Ness, L.A., CA 90019. (213) 734-6108. (9/11)

## R&R Opportunities Display Advertising

**Display:** \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

**Blind Box:** \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

## Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

## Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

## R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

## Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date.

For opportunities you must place your free listings by **mail only.** Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

## Attention PDs, OMs, NDs, GMs

Searching for Talent? CALL NATIONAL!

It's Quick . . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now — 205-822-9144.

## NATIONAL BROADCAST TALENT COORDINATORS

Dept. R., P.O. Box 20551 • Birmingham, Al 35216 • (205) 822-9144

Act now.



# RADIO & RECORDS NATIONAL AIRPLAY

# JAZZ

## TOP 30

SEPTEMBER 11, 1987

Last Week	Rank	Artist/Track	Chart Info
	1	PAT METHENY/Still Life (Talking (Geffen)	"Talk" (29) "Last" (25) "So May" (23)
	2	G. WASHINGTON JR./Strawberry Moon (Columbia)	"Strawberry" (28) "Summer" (18) "Look" (12)
	3	LARRY CARLTON/Discovery (MCA Master Series)	"Minute" (17) "Hello" (17) "Knock" (16)
	4	ELIANE ELIAS/Illusions (Denon/Blue Note)	"Chan's" (19) "Choro" (18) "Through" (14)
	5	SPYRO GYRA/Stories Without Words (MCA)	"Cayo" (21) "Del" (17) "Nu" (13)
	6	MAKOTO OZONE/Now You Know (Columbia)	"Might" (26) "Piggy" (19) "Watch" (14)
	7	CHARLIE HADEN/Quartet West (Verve)	"Hermitage" (19) "Bay" (16) "Foolish" (13)
	8	FREDDIE HUBBARD/Life Flight (Blue Note)	"Melting" (24) "Battlescar" (22) "Saint's" (13)
	9	G. BENSON/E. KLUGH/Collaboration (WB)	"Mt." (18) "Collaboration" (15) "Brazilian" (11)
	10	NEIL LARSEN/Through Any Window (MCA)	"Alborada" (21) "Through" (14) "Carnival" (11)
	11	OTB/Live At Mt. Fuji (Blue Note)	"Blue" (14) "Parisian" (12) "OTB" (12)
	12	SCOTT COSSU/She Describes Infinity (Windham Hill)	"Bajun" (25) "Red" (10) "Napali" (8)
	13	M. FERGUSON/High Voltage (Intima/Enigma)	"Marketplace" (14) "Shuffle" (11) "Sunday" (9)
	14	STEVE BACH/Zero Gravity (Cafe)	"Hometown" (17) "Zero" (13) "Steppin'" (9)
	15	SPHERE/Four For All (Verve)	"Biana" (14) "Bittersweet" (12) "Lunacy" (11)
	16	T LAVITZ/From The West (Passport Jazz)	"Tree" (17) "Reunion" (12) "Saturn" (9)
	17	SUSANNAH McCORKLE/Dream (Pausa)	"Dream" (12) "All" (10) "At Long" (9)
DEBUT	18	WYNTON MARSALIS/Standard Time Vol. 1 (Columbia)	"Caravan" (11) "April" (8) "Foggy" (8)
	19	STEVE GADD/The Gadd Gang (Columbia)	"Morning" (17) "Way Back" (14) "Watching" (6)
	20	HIROSHIMA/Go (Epic)	"I've Been" (12) "Hawaiian" (9) "No. 9" (8)
	21	MICHAEL FRANKS/The Camera Never Lies (WB)	"Face" (13) "Innuendo" (11) "When" (7)
DEBUT	22	D. PULLEN/G. ADAMS /Song Everlasting (Blue Note)	"Serenade" (12) "Sun" (9) "1529" (8)
	23	FATBURGER/Good News (Intima/Enigma)	"Good" (15) "Doctor" (10) "Truth" (8)
	24	JANIS SIEGEL/At Home (Atlantic)	"Trouble" (10) "Small" (7) "Million" (7)
	25	PETER ERSKINE/Transition (Denon)	"Corazon" (14) "Transition" (6) "Smart" (5)
	26	MONGO SANTAMARIA/Soy Yo (Concord Picante)	"Sweet" (7) "La Manzana" (6) "Smooth" (6)
	27	ART FARMER /Something To Live For (Contemporary)	"Something" (12) "Isfahan" (9) "Johnny" (7)
DEBUT	28	SARAH VAUGHAN/Brazilian Romance (CBS)	"Love" (11) "Nothing" (11) "Obsession" (6)
DEBUT	29	ALEXANDER ZONJIC/When Is It Real (Optimism)	"When" (13) "Only" (11) "Waiting" (11)
DEBUT	30	WAVE/Wave (Atlantic)	"Journey" (8) "Mixed" (7) "Fantasy" (6)

## NEW & ACTIVE

- NIELS LAN DOKY/The Target (Storyville) 19/1 "What" (8) "Autumn" (8) "Home" (5)**  
Rotations: Heavy 6/0, Medium 6/0, Light 7/1, Total Adds 1, KLSK. Heavy: KJAZ, WHRO, WUSF, WNUR, KBEM, WVPE. Medium: WRTI, WFAE, WFPL, KANU, KLON, KWMU. Moves 28- on the Jazz chart.
- GEORGE CABLES/By George (Contemporary) 15/3 "Rhythm" (6) "Foggy" (5) "Bess" (4)**  
Rotations: Heavy 5/0, Medium 6/2, Light 4/1, Total Adds 3, WEBR, WRTI, WUSF. Heavy: KANU, KLON, KJAZ, KKUL, KXPR. Medium: WJAZ, KADK, KPLU, KLCC.
- RIC SWANSON/Windsock (American Gramophone) 14/5 "Damrosch" (7) "Time" (5) "Windsock" (4)**  
Rotations: Heavy 4/1, Medium 6/1, Light 4/3, Total Adds 5, WEBR, WRTI, WFAE, WNEW, WHRO. Heavy: WBEE, KBEM, KIFM. Medium: WFPL, WLOQ, KJZZ, KPLU, KLCC.
- ALVIN RED TYLER/Graciously (Rounder) 13/2 "Count 'em" (7) "Dreamsville" (4) "Graciously" (3)**  
Rotations: Heavy 4/1, Medium 4/1, Light 5/0, Total Adds 2, WJZZ, WVPE. Heavy: WBFO, WRTI, WUSF. Medium: KERA, KANU, KPLU.
- BOBBY WATSON/Round Trip (Red) 12/4 "Ceora" (6) "Greater" (5) "Sweet" (3)**  
Rotations: Heavy 2/0, Medium 5/2, Light 5/2, Total Adds 4, WBFO, KLON, WUSF, WNUR. Heavy: WRTI, KWMU. Medium: KADK, KLCC, KXPR.
- BARNEY KESSEL/Spontaneous... (Contemporary) 12/3 "Moonlight" (5) "Bluesy" (4) "Ah" (4)**  
Rotations: Heavy 6/2, Medium 4/0, Light 2/1, Total Adds 3, WMOT, WHRO, KBEM. Heavy: WJAZ, KANU, KADK, KLON. Medium: WBEE, KJAZ, KKUL, KXPR.
- JACK WALRATH/Master Of Suspense (Blue Note) 12/3 "Children" (4) "Lord's" (4) "Monk" (4)**  
Rotations: Heavy 4/0, Medium 4/3, Light 4/0, Total Adds 3, WBGO, KWMU, KLSK. Heavy: WFPL, KJAZ, WHRO, KXPR. Medium: WNOP.
- HENRY ROBINETT/Henry Robinett (Artful Balance/JCI) 12/1 "Eye" (7) "Lower" (5) "Jade" (4)**  
Rotations: Heavy 3/0, Medium 6/1, Light 3/0, Total Adds 1, KKGQ. Heavy: WVPE, KIFM, KLSK. Medium: WRTI, KJZZ, KUOP, KPLU, WLVE.
- M. McPARTLAND/Plays...Billy Strayhorn (Concord) 11/3 "Intimacy" (8) "Isfahan" (3) "After" (3)**  
Rotations: Heavy 3/0, Medium 8/3, Light 0/0, Total Adds 3, WRTI, WUSF, WNUR. Heavy: WJAZ, KKGQ, KWMU. Medium: KANU, KLON, KPLU, KLCC, KKUL.
- SCHONHERZ/SCOTT/One Night In... (Windham Hill) 10/0 "Wishing" (6) "Peace" (4) "Vienna" (4)**  
Rotations: Heavy 2/0, Medium 4/0, Light 4/0, Total Adds 0, Heavy: WVPE, KLSK. Medium: WFAE, WLVE, WHVE, WNUR.
- TOSHIKO AKIYOSHI/Interlude (Concord) 9/1 "So In" (4) "Blue" (4) "I Know" (3)**  
Rotations: Heavy 3/0, Medium 2/0, Light 4/1, Total Adds 1, KLSK. Heavy: KLON, KJAZ, WHRO. Medium: WUSF, KXPR.

## MOST ADDED

- WYNTON MARSALIS (21)
- SARAH VAUGHAN (14)
- PULLEN/ADAMS QUARTET (9)
- ALEXANDER ZONJIC (6)
- BASIA (5)
- ART FARMER (5)
- RIC SWANSON (5)
- SPYRO GYRA (4)
- BOBBY WATSON (4)

## HOTTEST

- PAT METHENY (23)
- GROVER WASHINGTON JR. (21)
- LARRY CARLTON (16)
- ELIANE ELIAS (14)
- BENSON & KLUGH (11)
- MAKOTO OZONE (11)
- FREDDIE HUBBARD (10)
- CHARLIE HADEN (9)
- SPYRO GYRA (9)

## MOST ADDED TRACKS

- WYNTON MARSALIS/Caravan (10)
- SARAH VAUGHAN/Nothing (10)
- SARAH VAUGHAN/Love (8)
- WYNTON MARSALIS/Foggy (7)
- WYNTON MARSALIS/April (5)
- WYNTON MARSALIS/Cherokee (5)
- PULLEN & ADAMS/Serenade (5)
- PULLEN & ADAMS/Sing (5)
- PULLEN & ADAMS/Warm (5)
- BOBBY WATSON/Ceora (5)

- CHET ATKINS, C.G.P./Sails (Columbia) 9/1 "Roll" (8) "Sometime" (3) "Letter" (3)**  
Rotations: Heavy 3/0, Medium 5/1, Light 1/0, Total Adds 1, KLSK. Heavy: WLVE, WHVE, WPE. Medium: WAER, WFAE, WMOT, KIFM.
- KARUKAS/Nightowl (Optimism) 9/1 "Drive" (4) "Calypso" (3) "Walkin'" (3)**  
Rotations: Heavy 2/0, Medium 2/0, Light 5/1, Total Adds 1, KPLU. Heavy: WJAZ, KLCC. Medium: KJZZ, WLVE.
- STEVE TURRE/Viewpoint (Stash) 9/0 "Lament" (3) "Viewpoint" (3) "Sentimental" (2)**  
Rotations: Heavy 1/0, Medium 3/0, Light 5/0, Total Adds 0, Heavy: WVPE. Medium: WRTI, KJAZ, WUSF.
- O. COLEMAN/In All Languages (Caravan/Dreams) 8/0 "A-Feet" (4) "A-Word" (4) "A-Latin" (2)**  
Rotations: Heavy 3/0, Medium 1/0, Light 4/0, Total Adds 0, Heavy: WGBH, WNUR, KWMU. Medium: KXPR.
- KAZUMI WATANABE/The Spice Of Life (Gramavision) 8/0 "Unt" (4) "Hiper" (3) "Na" (2)**  
Rotations: Heavy 1/0, Medium 4/0, Light 3/0, Total Adds 0, Heavy: WNUR. Medium: WNOP, WFSS, KIFM.
- KHAN JAMAL/Thinking Of You (Storyville) 7/1 "Thinking" (3) "Theme" (2) "Sweet" (2)**  
Rotations: Heavy 0/0, Medium 1/1, Light 2/0, Total Adds 1, KLSK. Medium: KERA, KJAZ, KPLU, KXPR.
- MARVIN SMITH/Keeper...Drums (Concord) 7/1 "Love" (4) "A Song" (3) "Creeper" (2)**  
Rotations: Heavy 3/0, Medium 4/1, Light 0/0, Total Adds 1, KWMU. Heavy: WBEE, KJAZ, WHRO. Medium: WBGO, WRTI, KLON.
- BASIA/Time And Tide (Epic) 6/5 "Astrud" (5) "Promises" (3) "From" (3)**  
Rotations: Heavy 0/0, Medium 2/1, Light 4/4, Total Adds 5, KTCJ, KADK, KJAZ, KUOP, KLCC. Medium: KKGQ.
- BILL EASLEY/Wind Inventions (Sunnyside) 6/2 "Blue" (3) "All Too" (2) "That's" (2)**  
Rotations: Heavy 1/0, Medium 3/1, Light 2/1, Total Adds 2, WGBH, KLON. Heavy: KPLU. Medium: WBGO, KLCC.
- COUNT BASIE/Fancy Pants (Pablo/Fantasy) 6/0 "Hi-Five" (4) "Blue" (3) "Strike" (2)**  
Rotations: Heavy 4/0, Medium 1/0, Light 1/0, Total Adds 0, Heavy: WBGO, KJAZ, KBEM, KWMU. Medium: KADK.
- CRUSADERS/The Vocal Album (MCA) 5/3 "Better" (3) "Soul" (3) "Inherit" (2)**  
Rotations: Heavy 1/0, Medium 0/0, Light 4/3, Total Adds 3, KTCJ, KPLU, WNUR. Heavy: KADK.
- SWING OUT SISTER/It's Better To... (Mercury/PG) 5/1 "Twilight" (3) "Breakout" (2) "After" (2)**  
Rotations: Heavy 2/0, Medium 2/1, Light 1/0, Total Adds 1, KLSK. Heavy: WFAE, WNOP. Medium: WBBY.

## REGIONALIZED ADDS & HOTS

### EAST

- WGBH/Boston**  
Eric Jackson
- MAKOTO OZONE**  
ART FARMER  
SPYRO GYRA  
BILL EASLEY  
RUBEN BLANK
- Hottest:**  
GROVER WASHINGTON  
BOBBY WATSON  
FREDDIE HUBBARD  
CHARLIE HADEN  
BOBBY HUTCHERSON
- WBFO/Buffalo**  
John Warkick
- PULLEN & ADAMS**  
SARAH VAUGHAN  
BOBBY WATSON  
HOTTEST:  
CHARLIE HADEN  
GROVER WASHINGTON  
FREDDIE HUBBARD  
WAVE
- WBEE/Syracuse**  
JoAnn Urofsky
- Hottest:**  
PAT METHENY  
LARRY CARLTON  
GROVER WASHINGTON  
ELIANE ELIAS

- WNEW-AM/New York**  
John Platt
- WYNTON MARSALIS**  
RIC SWANSON  
HOTTEST:  
FREDDIE HUBBARD  
BENSON & KLUGH  
PAT METHENY  
SPYRO GYRA  
GROVER WASHINGTON
- WBWO/Henry**  
Rollins/Kirk
- SARAH VAUGHAN**  
WYNTON MARSALIS  
PULLEN & ADAMS  
COUNT BASIE  
HOUSTON PERSON  
HOTTEST:  
PAT METHENY  
SARAH VAUGHAN  
ELIANE ELIAS  
ANDREW ZONJIC  
PULLEN & ADAMS
- WRTI/Philadelphia**  
Peter Gouzevass
- WYNTON MARSALIS**  
RIC SWANSON  
GEORGE CABLES  
MARIAN MCPARTLAND  
HOTTEST:  
LARRY CARLTON  
MAKOTO OZONE  
ELIANE ELIAS  
ANDREW ZONJIC  
PAT METHENY
- WJAZ/Stamford**  
Rick Patrone
- SARAH VAUGHAN**  
HOUSTON PERSON  
HOTTEST:  
LARRY CARLTON  
MICHAEL FRANKS  
ALEXANDER ZONJIC  
SARAH VAUGHAN  
HOUSTON PERSON

### SOUTH

- WLOQ/Olando**  
Bob Church
- CURIOSITY KILLED T**  
MAX BENNETT  
ELIANE ELIAS  
BILLY COBHAM  
HOTTEST:  
LARRY CARLTON  
PAT METHENY  
GROVER WASHINGTON  
FATBURGER  
MICHAEL TOMLINSON
- WHVE/Sarasota**  
Al Santana
- SARAH VAUGHAN**  
HOTTEST:  
PAT METHENY  
PACO DELUCIA  
MONGO SANTAMARIA  
MAKOTO OZONE  
CHET ATKINS
- WUSF/Tampa**  
Bob Seymour
- WYNTON MARSALIS**  
MARIAN MCPARTLAND  
BOBBY WATSON  
PULLEN & ADAMS  
GEORGE CABLES  
HOTTEST:  
WYNTON MARSALIS  
CHARLIE HADEN  
PAT METHENY  
ELIANE ELIAS  
MAKOTO OZONE

Urban Contemporary stations contributing to Jazz: KJCB/Lafayette, Tyrone Davis; WYLD-FM/New Orleans, Dell Spencer.

### MIDWEST

- WBEE/Chicago**  
Mark Ruffin
- Hottest:**  
FREDDIE HUBBARD  
GROVER WASHINGTON  
PAT METHENY  
STEVE GADD  
WYNTON MARSALIS
- WYNTON MARSALIS**  
HOTTEST:  
SWING OUT SISTER
- WBYY/Columbus**  
Mike Perkins
- Hottest:**  
BENSON & KLUGH  
LARRY CARLTON  
HIROSHIMA  
PAT METHENY  
JANIS SIEGEL
- WZZJ/Detroit**  
Dorian Paster
- PETER ERSKINE**  
PAT METHENY  
STEVE GADD  
SUSANNAH MCCORKLE  
HOTTEST:  
BENSON & KLUGH  
PAT METHENY  
MICHAEL FRANKS  
JIMMY HEATH  
FREDDIE HUBBARD
- WVPE/Savannah**  
John Kuffmann-Kennel
- WAVE**  
ALVIN RED TYLER  
ALEXANDER ZONJIC  
HOTTEST:  
MAYNARD FERGUSON  
GROVER WASHINGTON  
NIELS LAN DOKY  
SPHERE  
SCOTT COSSU

- WNUR/Evanston**  
Jay Tarmenbaum
- PETER ERSKINE**  
WYNTON MARSALIS  
BOBBY WATSON  
MARIAN MCPARTLAND  
CRUSADERS  
HOTTEST:  
WYNTON MARSALIS  
CHARLIE HADEN  
ELIANE ELIAS  
SPYRO GYRA  
FREDDIE HUBBARD
- KWMU/St. Louis**  
Jim Wallace
- JACK WALRATH**  
PULLEN & ADAMS  
MARVIN SMITH  
ERIK & LARDE  
SARAH VAUGHAN  
HOTTEST:  
BOBBY WATSON  
ELIANE ELIAS  
SUSANNAH MCCORKLE  
ART FARMER  
WYNTON MARSALIS
- KBEM/Minneapolis**  
J.D. Bull
- BARNEY KESSEL**  
PULLEN & ADAMS  
ALEXANDER ZONJIC  
FATBURGER  
JIMMY HEATH  
HOTTEST:  
PAT METHENY  
GROVER WASHINGTON  
LARRY CARLTON  
STEVE BACH  
FREDDIE HUBBARD

### WEST

- KADK/Denver**  
Susan Gassaway
- COUNT BASIE**  
BOBBY WATSON  
NEIL LARSEN  
WYNTON MARSALIS  
HOTTEST:  
BASIE & PETERSON  
BENSON & KLUGH  
GROVER WASHINGTON  
CRUSADERS
- KLCC/Eugene**  
Michael Canning
- BASIA**  
SARAH VAUGHAN  
WYNTON MARSALIS  
RUBAJA & HERNANDEZ  
HOTTEST:  
PAT METHENY  
BENSON & KLUGH  
MAYNARD FERGUSON  
HIROSHIMA  
LARRY CARLTON
- KLON/Long Beach**  
Helen Bergers
- BILL FASLEY**  
BOBBY WATSON  
HOTTEST:  
TOSHIKO AKIYOSHI  
ART FARMER  
BARNEY KESSEL  
TERRY GIBBS  
ROSS THOMKINS
- KPLU/Tacoma-Seattle**  
Scott Williams
- SARAH VAUGHAN**  
WYNTON MARSALIS  
CRUSADERS  
HOTTEST:  
ELIANE ELIAS  
CHARLIE HADEN  
PAT METHENY  
MAKOTO OZONE

- KKGO/Los Angeles**  
Jeff Getringer
- WYNTON MARSALIS**  
DIANE SCHUR  
HENRY ROBINETT GRO  
ALEXANDER ZONJIC  
HOTTEST:  
GROVER WASHINGTON  
MONGO SANTAMARIA  
LARRY CARLTON  
SPYRO GYRA  
ELIANE ELIAS
- KJZZ/Phoenix**  
Bill Shedd
- ASHLEY ALEXANDER**  
MONGO SANTAMARIA  
SPHERE  
HOTTEST:  
PAT METHENY  
BENSON & KLUGH  
MAYNARD FERGUSON  
HIROSHIMA  
LARRY CARLTON
- KMND/Portland**  
Jon Kettering
- SARAH VAUGHAN**  
JACK WALRATH  
WYNTON MARSALIS  
HOTTEST:  
GROVER WASHINGTON  
ELIANE ELIAS  
MAKOTO OZONE  
SCOTT COSSU  
STEVE GADD
- KLKS/Santa Fe**  
Jack Kolkmeyer
- KHAN JAMAL**  
JACK WALRATH  
CHET ATKINS  
SWING OUT SISTER  
TOSHIKO AKIYOSHI  
HOTTEST:  
PAT METHENY  
JOHN KAIZAN NEPTUN  
LARRY CARLTON  
BRIAN TORRE  
SPYRO GYRA

- KKUL/Portland**  
George Fendel
- Hottest:**  
JAMES & VINSON  
ASHLEY ALEXANDER  
CHARLIE HADEN  
MAKOTO OZONE  
DON ALBERTS
- KXPR/Sacramento**  
Gary Vercellii
- Hottest:**  
PULLEN & ADAMS  
GEORGE CABLES  
ELIANE ELIAS  
FREDDIE HUBBARD  
CHARLIE HADEN
- KIFM/San Diego**  
Michael Parks
- HIROSHIMA**  
WAVE  
SCOTT HENDERSON  
RUBAJA & HERNANDEZ  
HOTTEST:  
SPYRO GYRA  
NEIL LARSEN  
CHECKFIELD  
RIC SWANSON  
FATBURGER
- KJAZ/San Francisco**  
Bob Parlocha
- RALPH MOORE**  
WYNTON MARSALIS  
SARAH VAUGHAN  
SCOTT COSSU  
BASIA  
HOTTEST:  
GEORGE CABLES  
MARVIN SMITH  
TOSHIKO AKIYOSHI  
MAKOTO OZONE  
ART FARMER  
KUOP/Stockton  
Don Jacobson
- WYNTON MARSALIS**  
SARAH VAUGHAN  
HOTTEST:  
GROVER WASHINGTON  
SPYRO GYRA  
LARRY CARLTON  
PAT METHENY

- WFPL/Louisville**  
Weston/Stewart
- PULLEN & ADAMS**  
JIMMY HEATH  
FRIEDEMANN  
HOTTEST:  
MAKOTO OZONE  
ELIANE ELIAS  
PAT METHENY  
JACK WALRATH  
PETER ERSKINE
- WLVE/Miami Beach**  
Geoff Fisher
- CHECKFIELD**  
BILLY COBHAM  
ALEXANDER ZONJIC  
HOTTEST:  
BENSON & KLUGH  
LARRY CARLTON  
SPYRO GYRA  
GROVER WASHINGTON  
PAT METHENY
- WMOT/Nashville**  
Rick Forest
- BARNEY KESSEL**  
ART FARMER  
WYNTON MARSALIS  
PETER NORFOLK  
HOTTEST:  
MAYNARD FERGUSON  
JOHN JARVIS  
GROVER WASHINGTON  
SPHERE  
MAKOTO OZONE
- WHRO/Norfolk**  
Joe Lowrey
- WYNTON MARSALIS**  
BARNEY KESSEL  
WAVE  
RIC SWANSON  
HOTTEST:  
LARRY CARLTON  
SCOTT COSSU  
MAKOTO OZONE  
STEVE BACH  
ELIANE ELIAS

44 Current Reporters  
38 Current Reports

The following stations reported a frozen


playlist this week:  
KKUL/Portland  
WAER/Syracuse  
WBEE/Chicago  
WNOP/Cincinnati

The following stations failed to report this week, therefore their rotations were frozen:

WBYY/Columbus  
WYLD-FM/New Orleans

# ELIAS ON DENON:

## R&R JAZZ CHART 4



**Eliane Elias**  
ILLUSIONS  
CY-1569

# DENON

The first name in digital recording.  
DENON SUPRAPHON Interface.



# R&R NATIONAL AIRPLAY

# URBAN CONTEMPORARY

## BREAKERS

### SHANICE WILSON

(Baby Tell Me) Can You Dance (A&M)

76% of our reporting stations on it. Rotations: Heavy 0/0, Medium 12/2, Light 57/17, Total Adds 19 including WXYV, WVEE, KRNB, WOWI, WBMX, WVKO, WPEG, JET94, WFXC, WJMI, WANM, KPRW.

### MARLON JACKSON

Don't Go (Capitol)

75% of our reporting stations on it. Rotations: Heavy 0/0, Medium 21/3, Light 47/11, Total Adds 14 including WAMO, KRNB, WEDR, WBLZ, KDAY, WDIA, Z103, KKSS, KMYX. Debuts at number 36 on the Urban Contemporary chart.

### MICHAEL JACKSON

Bad (Epic)

70% of our reporting stations on it. Rotations: Heavy 21/17, Medium 16/11, Light 27/26, Total Adds 54 including WXYV, WBLK, WAMO, WHUR, WVEE, KRNB, WOWI, WBMX, WGCi, WBLZ, WZAK, WJLB, WLUM, XHRM. Debuts at number 24 on the Urban Contemporary chart.

### CONTROLLERS

Sleepin' Alone (MCA)

63% of our reporting stations on it. Rotations: Heavy 2/0, Medium 27/2, Light 28/5, Total Adds 7, WEDR, WTMP, WQFX, KIIZ, KJCB, WJYL, WCIN. Debuts at number 35 on the Urban Contemporary chart.

### GARRY GLENN

Do You Have To Go (Motown)

63% of our reporting stations on it. Rotations: Heavy 0/0, Medium 21/1, Light 36/6, Total Adds 7, WILD, WNHC, WZFX, KDLZ, WJYL, KATZ-FM, KKSS.

### TEMPTATIONS

I Wonder Who She's Seeing Now (Motown)

62% of our reporting stations on it. Rotations: Heavy 1/0, Medium 9/0, Light 46/30, Total Adds 30 including WILD, WAMO, WDJY, WYLD-FM, WTMP, WBMX, KPRS, WQMG, KDKS, WTLC, KPRW.

### ANGELA WINBUSH

Angel (Mercury/PolyGram)

62% of our reporting stations on it. Rotations: Heavy 2/1, Medium 18/1, Light 36/17, Total Adds 19 including WAMO, K94, WTMP, WGCi, WBLZ, WZFX, WQFX, WKXI, WJYL, WTLC. Debuts at number 40 on the Urban Contemporary chart.

## NEW & ACTIVE

### EXPOSE' "Let Me Be The One" (Arista) 50/3

Rotations: Heavy 5/0, Medium 20/0, Light 25/3, Total Adds 3, WQMG, WGPR, WXLA. Heavy: WDAS, WHRK, OC104, KPRR, WANM. Medium: WBLK, KRNB, KPRS, WLUM, KMJM, XHRM, WNHC, WDKX, WXOK, Z93, WZFX, WQFX, WDLA, WALT, WBLX, WVOI, KKSS, KDOK, KMYX, KKPW.

### BAR-KAYS "Certified True" (Mercury/PG) 48/16

Rotations: Heavy 2/0, Medium 15/2, Light 31/14, Total Adds 16, WVEE, KRNB, OC104, KQXL, WXOK, WENN, JET94, WQFX, WZAZ, WJJS, WALT, WQOK, WORL, KDKS, WGPR, KKSS. Heavy: WZAK, WHYZ. Mediums include: K104, KMJQ, WOWI, WBLZ.

### WHISPERS "Just Gets Better With Time" (Solar/Capitol) 48/5

Rotations: Heavy 7/0, Medium 29/0, Light 12/5, Total Adds 5, WVKO, XHRM, WBLX, WPLZ, WCIN. Heavy: WGCi, WZAK, KJLH, WJMI, WFXC, WHYZ, KIIZ. Mediums include: WXYV, WILD, WAMO, WHUR, K104, WBMX, WBLZ, WJLB, KSOL. Debuts at number 37 on the Urban Contemporary chart.

### LA LA "My Love Is On The Money" (Arista) 47/6

Rotations: Heavy 3/0, Medium 21/0, Light 23/6, Total Adds 6, WILD, WATV, WFXC, WKXI, WALT, WWWW. Heavy: KDAY, WPAL, WJMI. Medium: WXYV, WBLK, WDAS, WAMO, WHUR, K94, WOWI, WBLZ, KPRS, WNHC, WJIZ, Z93, WPEG, WQMG, WPDQ, WJYL, WLUM, WJJS, KHYS, WPLZ, KKPW.

### JONATHAN BUTLER "Holdin' On" (Jive/RCA) 46/21

Rotations: Heavy 0/0, Medium 11/0, Light 35/21, Total Adds 21, WILD, WAMO, WVEE, WYLD-FM, WBMX, WGCi, KPRS, WLUM, KMJM, XHRM, WJIZ, JET94, WZFX, WJMI, KIIZ, WJYL, KDOKS, WCIN, Z103, KDOK, KKPW.

### MILLIE SCOTT "Automatic" (4th & Broadway/Island) 38/7

Rotations: Heavy 0/0, Medium 13/0, Light 25/7, Total Adds 7, WVEE, WZAK, WEKS, Z16, WPLZ, KDOKS, WANM. Medium: WBLK, WDJY, WHUR, WEDR, WTMP, WKND, WJIZ, WLUM, WGPR, WKWM, WXLA, WWWW, WVOI.

### FIVE STAR "Whenever You're Ready" (RCA) 37/8

Rotations: Heavy 0/0, Medium 11/0, Light 26/7, Total Adds 8, WXYV, WAMO, WGCi, WKND, KIIZ, WJYL, WJJS, WANM. Medium: WDAS, KDAY, WDKX, WJIZ, WATV, WPEG, WZFX, WXLA, KMYX, KKPW.

### REGINA BELLE "So Many Tears" (Columbia) 36/21

Rotations: Heavy 1/1, Medium 7/1, Light 28/19, Total Adds 21, WUSL, WVEE, WEDR, WOWI, WTMP, WZAK, KPRS, WEKS, WPAL, Z93, WFXC, KDLZ, WHYZ, WKXI, WPDQ, WZAZ, Z16, WQOK, WORL, KHYS, KKPW. Medium: WBLK, WJMI, WQMG, WJMI, WXLA, KMYX.

### ALEM featuring LEROY BURGESS "Love Shock" (Atlantic) 36/11

Rotations: Heavy 0/0, Medium 6/0, Light 30/11, Total Adds 11, WBLK, WUSL, WAMO, WEDR, WZAK, WATV, WPAL, WJYL, WLUM, WORL, WXLA. Medium: WDAS, WBLZ, WJIZ, WZAZ, KJCB, WDLA.

### MICHAEL BOLTON "That's What Love Is All About" (Columbia) 36/6

Rotations: Heavy 0/0, Medium 9/0, Light 27/6, Total Adds 6, WBLK, WHUR, WJIZ, WATV, WPDQ, Z103. Medium: WDAS, WEDR, WNHC, OC104, WXOK, WQFX, WZAZ, WDLA, WPLZ.

### JAMAICA BOYS "(It's That) Lovin' Feeling" (WB) 35/7

Rotations: Heavy 0/0, Medium 6/1, Light 29/6, Total Adds 7, WAMO, K104, KPRS, OC104, Z93, WKXI, WWWW. Medium: WTMP, WNHC, WPAL, WDLA, WTLC.

### WHODINI featuring MILLIE JACKSON "Be Yourself" (Jive/Arista) 34/18

Rotations: Heavy 0/0, Medium 9/2, Light 25/16, Total Adds 18, KMJQ, WYLD-FM, WOWI, WZAK, KMJM, XHRM, WJIZ, WEKS, WXOK, WATV, JET94, WJMI, WQFX, WQIS, KOKY, WQIM, WGPR, KMYX. Medium: K104, KDAY, KIIZ, WLUM, WALT, WANM, WKWM.

### KENNY G with LENNY WILLIAMS "Don't Make Me Wait For Love" (Arista) 33/8

Rotations: Heavy 1/0, Medium 15/2, Light 17/6, Total Adds 8, WILD, KPRS, WKND, WZFX, KDLZ, WQMG, WQIS, KATZ-FM. Heavy: WHYZ. Medium: WBLK, K104, KRNB, WOWI, WBLZ, XHRM, WNHC, WPDQ, WLIQ, WALT, WANM, Z103, WXLA.

### PAULI CARMAN "In The Heat Of The Night" (Columbia) 33/3

Rotations: Heavy 0/0, Medium 14/0, Light 19/3, Total Adds 3, WENN, JET94, WDLA. Medium: WVEE, WEDR, WTMP, KMJM, WNHC, WDKX, Z93, WZFX, WZAZ, KIIZ, Z16, WLUM, KHYS, KATZ-FM.

### PROCESS & THE DOO RAGS "Call Me" (Columbia) 33/1

Rotations: Heavy 0/0, Medium 7/0, Light 26/1, Total Adds 1, WQIM. Medium: KRNB, WKXI, WZAZ, KIIZ, WPLZ, KDOKS, WTLC.

### ORAN "JUICE" JONES "Cold Spendin' My \$ Money" (Def Jam/Columbia) 32/19

Rotations: Heavy 0/0, Medium 5/2, Light 27/17, Total Adds 19, WDJY, WHUR, WVEE, WEDR, WYLD-FM, WTMP, KPRS, WKND, WNHC, WJIZ, WATV, WENN, WQFX, WZAZ, KJCB, WORL, KDOKS, WANM, WXLA. Medium: KMJQ, WZAK, WALT.

### SYBIL "My Love Is Guaranteed" (Next Plateau) 31/7

Rotations: Heavy 0/0, Medium 7/1, Light 24/6, Total Adds 7, WXOK, WATV, KPRR, WZFX, WKXI, WANM, KDOK. Medium: WDAS, WHUR, KRNB, WJIZ, WPAL, WDLA.

### GEORGE PETTUS "My Night For Love" (MCA) 29/9

Rotations: Heavy 0/0, Medium 1/0, Light 28/9, Total Adds 9, Z93, WZFX, KDLZ, WJMI, Z16, WORL, WCIN, KPRW, WVOI. Medium: WZAZ.

### NEW CHOICE "Cold Stupid" (RCA) 27/7

Rotations: Heavy 0/0, Medium 3/0, Light 24/7, Total Adds 7, WOWI, WJIZ, WATV, WENN, WPAL, WPDQ, WXLA. Medium: WBLZ, KQXL, KHYS.

### ANGELA CLEMMONS "B.Y.O.B. (Bring Your Own Baby)" (Portrait/CBS) 27/6

Rotations: Heavy 0/0, Medium 4/0, Light 23/6, Total Adds 6, KMJQ, WPAL, KPRR, WPDQ, WALT, WANM. Medium: WTMP, WJIZ, KJCB, KKPW.

### LOOSE ENDS "Nights Of Pleasure" (MCA) 27/5

Rotations: Heavy 0/0, Medium 12/1, Light 15/4, Total Adds 5, WJIZ, WFXC, WHYZ, WKWM, WWWW. Medium: WILD, WBLK, K104, KMJQ, KJLH, WDKX, WFXA, WATV, KHYS, WGPR, WVOI.

## MOST ADDED

- MICHAEL JACKSON (54)
- TEMPTATIONS (30)
- JONATHAN BUTLER (21)
- REGINA BELLE (21)
- ORAN JUICE JONES
- SHANICE WILSON (19)
- ANGELA WINBUSH (19)
- WHODINI (18)
- BAR-KAYS (16)
- DEJA (16)
- TERENCE TRENT D'ARBY (16)

## HOTTEST

- LISA LISA (47)
- L.L. COOL J (46)
- MICHAEL JACKSON (46)
- FORCE MD'S (40)
- WHITNEY HOUSTON (38)
- ANITA BAKER (33)
- STEPHANIE MILLS (22)
- HERB ALPERT (15)
- FAT BOYS (15)
- COLONEL ABRAMS (14)
- SHERRICK (14)

## SIGNIFICANT ACTION

### PRETTY POISON "Catch Me I'm Falling" (Virgin) 23/3

Rotations: Heavy 1/0, Medium 11/0, Light 11/3, Total Adds 3, K94, KPRS, WQIM. Heavy: KPRR. Medium: WDKX, WXOK, Z93, WZFX, KDLZ, KIIZ, KJCB, Z16, KKSS, KMYX, KKPW.

### MILES JAYE "Start Love Over" (Island) 22/6

Rotations: Heavy 1/0, Medium 8/1, Light 13/5, Total Adds 6, WILD, WEDR, WTMP, WZAK, KMJM, WTLC. Heavy: KMJQ. Medium: WDAS, WHUR, K104, WLUM, WDLA, WXLA, WVOI.

### INTRIQUE "Together Forever" (Chrysalis) 21/3

Rotations: Heavy 0/0, Medium 3/0, Light 18/3, Total Adds 3, WPDQ, WQIM, WGPR. Medium: WDAS, WHUR, WDLA.

### HOWARD HEWETT "Say Amen" (Elektra) 20/2

Rotations: Heavy 4/0, Medium 10/0, Light 6/2, Total Adds 2, WXOK, WQFX. Heavy: WBMX, WGCi, KMJM, KJLH. Medium: WILD, K94, WJLB, WEKS, WPAL, WLIQ, KHYS, WPLZ, WXLA, WWWW.

### FELLAS featuring JOE RAINS "All The Way To Heaven" (CBS Associated) 19/2

Rotations: Heavy 0/0, Medium 6/0, Light 13/2, Total Adds 2, KJCB, WXLA. Medium: WBLK, WOWI, WNHC, OC104, WPDQ, WZAZ.

### TONY TERRY "She's Fly" (Epic) 18/13

Rotations: Heavy 0/0, Medium 0/0, Light 18/13, Total Adds 13, K104, KMJQ, WOWI, WZAK, KPRS, WLUM, WJIZ, KQXL, WZFX, Z16, KHYS, WWWW, WVOI.

### JELLYBEAN "The Real Thing" (Chrysalis) 18/9

Rotations: Heavy 0/0, Medium 3/1, Light 15/8, Total Adds 9, WAMO, WOWI, WBMX, KPRS, Z93, WQFX, WPDQ, WLUM, KHYS. Medium: WFXC, WDLA.

### CHANDRA SIMMONS "Never Gonna Let You Go" (Fresh/Sleeping Bag) 18/4

Rotations: Heavy 0/0, Medium 6/0, Light 12/4, Total Adds 4, WTMP, WJIZ, KDOKS, WANM. Medium: WILD, WHUR, KRNB, WDKX, WPAL, WZAZ.

### PEBBLES "Love/Hate" (MCA) 18/2

Rotations: Heavy 0/0, Medium 7/0, Light 11/2, Total Adds 2, WTMP, KDAY. Medium: WBLK, KSOL, WNHC, WXOK, WLUM, WANM, KKPW.

### BOYS ON THE BLOCK "Let It Be" (Fantasy) 18/1

Rotations: Heavy 2/0, Medium 12/0, Light 4/1, Total Adds 1, KDOKS. Heavy: WJMI, WFXC. Medium: WDAS, WAMO, WHUR, WOWI, WHYZ, WPDQ, WGPR, WKWM, WTLC, WXLA, WWWW, WVOI.

### SHALAMAR "Games" (Solar/Capitol) 17/15

Rotations: Heavy 0/0, Medium 2/1, Light 15/14, Total Adds 15, WDJY, KRNB, WHRK, WEDR, WTMP, KPRS, KDAY, WJIZ, WATV, WENN, WKXI, KIIZ, WDLA, KHYS, WTLC. Medium: KMYX.

### BLACK BRITAIN "Funky Nassau" (Virgin) 17/8

Rotations: Heavy 0/0, Medium 2/0, Light 15/8, Total Adds 8, WAMO, WENN, WQFX, KIIZ, KJCB, Z16, KDOKS, KPRW. Medium: WZAZ, WANM.

### MISSION "Show A Little Love" (Columbia) 17/7

Rotations: Heavy 0/0, Medium 1/0, Light 16/7, Total Adds 7, WAMO, KMJQ, WJIZ, WZFX, WPDQ, WDLA, WTLC. Medium: WZAZ.

### FIFTH AVENUE "Exception To The Rule" (Paradise) 17/5

Rotations: Heavy 1/0, Medium 6/0, Light 10/5, Total Adds 5, KHYS, WGPR, WTLC, WXLA, KDOK. Heavy: KRNB. Medium: WHUR, WHRK, WPAL, KJCB, WORL, KKPW.

### DAVID ALEXANDER "Ms. X" (Sound Town) 17/2

Rotations: Heavy 1/0, Medium 6/0, Light 10/2, Total Adds 2, WDJY, WGCi. Heavy: WHRK. Medium: WDAS, WEDR, WBMX, KPRS, WJIZ, WKXI.

### SHIRLEY MURDOCK "Be Free" (Elektra) 17/0

Rotations: Heavy 3/0, Medium 5/0, Light 9/0, Total Adds 0. Heavy: WDAS, WTMP, WTLC. Medium: WBLK, KJLH, WPEG, WFXC, WLOU.

### TERENCE TRENT D'ARBY "If You Let Me Stay" (Columbia) 16/16

Rotations: Heavy 0/0, Medium 0/0, Light 16/16, Total Adds 16, WDJY, WHUR, KRNB, WHRK, WTMP, KPRS, KMJM, XHRM, WJIZ, WJMI, WFXC, WQMG, WHYZ, WQFX, WKXI, WDLA.

### JOCELYN BROWN "Caught In The Act" (WB) 16/5

Rotations: Heavy 0/0, Medium 4/0, Light 12/5, Total Adds 5, WBLK, K94, WEKS, WPDQ, WQIM. Medium: WILD, WHUR, WTMP, WFXC.

### PHYLLIS HYMAN "You Just Don't Know" (PIR/Mannhattan) 16/3

Rotations: Heavy 0/0, Medium 6/0, Light 10/3, Total Adds 3, WEDR, KQXL, WTLC. Medium: WBLK, KPRS, WPAL, JET94, WDLA, WALT.

### TYRONE DAVIS "I'm In Love Again" (Future) 16/2

Rotations: Heavy 0/0, Medium 5/0, Light 11/2, Total Adds 2, WKXI, WALT. Medium: WHRK, WFXA, WDLA, WANM, WTLC.

### ALEXANDER O'NEAL "Criticize" (Tabu/CBS) 14/5

Rotations: Heavy 1/1, Medium 3/0, Light 10/4, Total Adds 5, WAMO, WBLZ, WZAK, KDAY, KHYS. Medium: WFXA, WQMG, Z16.

### DONNA ALLEN "Sweet Somebody" (21/Atlantic) 13/5

Rotations: Heavy 0/0, Medium 2/1, Light 11/4, Total Adds 5, WAMO, WEDR, WTMP, WZFX, WQIM. Medium: WZAZ.

### ISLEY BROTHERS "Come My Way" (WB) 13/5

Rotations: Heavy 0/0, Medium 5/0, Light 8/5, Total Adds 5, WAMO, WHUR, WEDR, KQXL, WJYL. Medium: KMJQ, WFXA, WATV, WJMI, WANM.

### TAWATHA "Did I Dream You" (Epic) 12/6

Rotations: Heavy 0/0, Medium 1/0, Light 11/6, Total Adds 6, WAMO, K104, KMJQ, WZAK, Z93, WCIN. Medium: WXLA.

### ERIC B & RAKIM "I Ain't No Joke" (4th & Broadway/Island) 12/4

Rotations: Heavy 1/0, Medium 3/0, Light 8/4, Total Adds 4, WDJY, K94, KMJM, KDOKS. Heavy: KDAY. Medium: WJMI, WFXC, WHYZ.

### VESTA WILLIAMS "You Make Me Want To (Love Again)" (A&M) 11/6

Rotations: Heavy 0/0, Medium 1/0, Light 10/6, Total Adds 6, Z16, WBLX, WGPR, WKWM, WTLC, WWWW. Medium: WBLK.

### JELLYBEAN "Who Found Who" (Chrysalis) 11/2

Rotations: Heavy 3/0, Medium 4/0, Light 4/2, Total Adds 2, WHUR, WBLZ. Heavy: OC104, KPRR, KMYX. Medium: WLUM, XHRM, KKSS, KKPW.

### RAY GOODMAN & BROWN "(Baby) Let's Make Love Tonight" (EMI-Manhattan) 11/2

Rotations: Heavy 0/0, Medium 6/1, Light 5/1, Total Adds 2, WAMO, WWWW. Medium: WEDR, JET94, WZAZ, WANM, WCIN.

### ARETHA FRANKLIN with LARRY GRAHAM "If You Need My Love Tonight" (Arista) 10/3

Rotations: Heavy 0/0, Medium 5/1, Light 5/2, Total Adds 3, WAMO, WLIQ, Z16. Medium: WBLK, WPAL, WJMI, KDOK.

### MAIN "All Of Me" (Satellite) 10/3

Rotations: Heavy 0/0, Medium 0/0, Light 10/3, Total Adds 3, KRNB, WHRK, WZAZ.

### SPOONIE GEE "The Godfather" (Tuff City) 10/3

Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Total Adds 3, WEDR, WENN, KHYS. Medium: WALT.

## NEW ARTISTS

	Reports/Adds
1 MICHAEL BOLTON/That's What Love Is All About (Columbia)	36/6
2 JAMAICA BOYS/(It's That) Lovin' Feeling (WB)	35/7
3 PROCESS & THE DOO RAGS/Call Me (Columbia)	33/1
4 GEORGE PETTUS/My Night For Love (MCA)	29/9
5 NEW CHOICE/Cold Stupid (RCA)	27/7
6 ANGELA CLEMMONS/B.Y.O.B. (Bring Your Own Baby) (Portrait/CBS)	27/6
7 PRETTY POISON/Catch Me I'm Falling (Virgin)	23/3
8 MILES JAYE/Start Love Over (Island)	22/6
9 INTRIQUE/Together Forever (Chrysalis)	21/3
10 FELLAS/All The Way To Heaven (CBS Associated)	19/2

New Artists are those who have not previously been reported as a Breaker by reporting stations.



THE FIRST OF SEVERAL HITS FROM  
THE **CONTROLLERS**



**"SLEEPING ALONE"**

**BREAKERS.**

DEBUT

**35**

HEAR ALL THE OTHERS  
ON THEIR FORTHCOMING ALBUM  
"FOR THE LOVE OF MY WOMAN"

PRODUCED BY RALPH BENATAR AND GALEN L. SENGLES FOR SHEIKA PRODUCTIONS  
MANAGEMENT: JIMMY BEE FOR COAST TO COAST PRODUCTIONS, INC.



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# URBAN CONTEMPORARY ADDS & HOTS

## EAST

**WXYV/Baltimore**  
Roy Sampson  
PRINCE  
MICHAEL JACKSON  
LACE  
FIVE STAR  
SHANICE WILSON  
LILLO THOMAS  
CHICO DEBARGE  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
L.L. COOL J  
WHITNEY HOUSTON  
LISA LISA

**WMO/Pittsburgh**  
Chuck Woodson  
MICHAEL JACKSON  
ALEXANDER O'NEAL  
JELLYBEAN  
BANANARAMA  
RAY GOODMAN & BR  
CHANDRA SIMMONS  
TAMATHA  
TEMP TATIONS  
RAY PARKER JR.  
FIVE STAR  
JENNIFER HOLLIDAY  
MARLON JACKSON  
ANGELA WINBUSH  
ISLEYS  
520NTH STREET  
DONNA ALLEN  
JAMAICA BOYS  
ALEEM  
DEJA  
BLACK BRITAIN  
JONATHAN BUTLER  
MISSION  
Hottest:  
MICHAEL JACKSON  
JODY WATLEY  
MICHAEL JACKSON  
ALEXANDER O'NEAL  
L.L. COOL J

**WILD/Boston**  
Erroy Smith  
MICHAEL JACKSON  
KENNY G  
LA LA  
TEMP TATIONS  
MILES JAYE  
JONATHAN BUTLER  
GARRY GLENN  
Hottest:  
GLENN JONES  
FORCE MD'S  
STEPHANIE MILLS  
NEW EDITION  
L.L. COOL J

**WBLK/Bufalo**  
Deborah Sims  
MICHAEL JACKSON  
MICHAEL BOLTON  
DEJA  
LILLO THOMAS  
RAY PARKER JR.  
ALEEM  
JOCELYN BROWN  
Hottest:  
SHERRICK  
ANITA BAKER  
WHITNEY HOUSTON  
ANGELA WINBUSH  
MICHAEL JACKSON

**WKND/Hartford**  
Jordan/McLean  
MICHAEL JACKSON  
ANGELA WINBUSH  
ORAN JUICE JONES  
SHANICE WILSON  
TEMP TATIONS  
FIVE STAR  
KENNY G  
LISA LISA  
Hottest:  
L.L. COOL J  
STEPHANIE MILLS  
MICHAEL JACKSON  
KLYMAXX  
WHITNEY HOUSTON

**WDXR/Rochester**  
Andre Marcel  
none  
Hottest:  
MICHAEL JACKSON  
FORCE MD'S  
MADONNA  
LISA LISA  
L.L. COOL J

**WOC104/Ocean City**  
Filippelli/Jantzen  
MICHAEL JACKSON  
JAMAICA BOYS  
BAR-KAYS  
Hottest:  
MICHAEL JACKSON  
FORCE MD'S  
WHITNEY HOUSTON  
LISA LISA  
DEBBIE GIBSON

**WDAS/Philadelphia**  
Joe Tamburro  
none  
Hottest:  
FORCE MD'S  
MICHAEL JACKSON  
WHITNEY HOUSTON  
SHIRLEY MURDOCK  
O'JAYS

## SOUTH

**WJZ/Albany**  
Ron Wright  
MICHAEL JACKSON  
WILL TO POWER  
SHALAMAR  
ORAN JUICE JONES  
LOOSE ENDS  
CHANDRA SIMMONS  
MICHAEL BOLTON  
NEW CHOICE  
WHODINI  
TEMP TATIONS  
SLAVE  
TONY TERRY  
MISSION  
TERENCE TRENT D'A  
JONATHAN BUTLER  
Hottest:  
ANITA BAKER  
L.L. COOL J  
LISA LISA  
WHITNEY HOUSTON  
COLONEL ABRAMS

**WVVE/Atlanta**  
Ray Boyd  
MICHAEL JACKSON  
SHANICE WILSON  
BAR-KAYS  
MILLIE SCOTT  
REGINA BELLE  
JONATHAN BUTLER  
ORAN JUICE JONES  
Hottest:  
FORCE MD'S  
MICHAEL JACKSON  
SHERRICK  
LISA LISA  
LEVERT

**WPKA/Charleston**  
Don Kendrick  
WINANS  
MICHAEL JACKSON  
MARLON JACKSON  
LILLO THOMAS  
LACE  
NEW CHOICE  
JOCELYN BROWN  
WHODINI  
ATLANTIC STARR  
LUTHER VANDROSS  
Hottest:  
L.L. COOL J  
ANITA BAKER  
LISA LISA  
HERB ALPERT  
FOUR BY FOUR  
LISA LISA  
SURFACE

**WZLX/Houston**  
Terri Avery  
WHODINI  
TONY TERRY  
MISSION  
GAP BAND  
TAWATHA  
ANGELA CLEMMONS  
Hottest:  
ANITA BAKER  
NEW EDITION  
STEPHANIE MILLS

**KQXL/Baton Rouge**  
Weich/Clay  
RAY PARKER JR.  
TEMP TATIONS  
GEORGIO  
BAR-KAYS  
PHYLLIS HYMAN  
O'JAYS  
DENISE LASALLE  
ISLEYS  
TONY TERRY  
LILLO THOMAS  
Hottest:  
L.L. COOL J  
ANITA BAKER  
LISA LISA  
WHITNEY HOUSTON  
STEPHANIE MILLS  
MICHAEL JACKSON

**WJZK/Baton Rouge**  
Matt Morton  
DEJA  
HOWARD HEWETT  
WHODINI  
LILLO THOMAS  
TEMP TATIONS  
MICHAEL JACKSON  
EDDIE CHACON  
EAST SIDE BOYS  
SYBIL  
BAR-KAYS  
HOTTEST:  
MICHAEL JACKSON  
L.L. COOL J  
GENERAL KANE  
ANITA BAKER

**WFXA/Augusta**  
Carl Conner  
none  
Hottest:  
NATALIE COLE  
LEVERT  
STEPHANIE MILLS  
LISA LISA  
WHITNEY HOUSTON

**WVFX/Atlanta**  
Carl Conner  
none  
Hottest:  
NATALIE COLE  
LEVERT  
STEPHANIE MILLS  
LISA LISA  
WHITNEY HOUSTON

**WVFX/Atlanta**  
Carl Conner  
none  
Hottest:  
NATALIE COLE  
LEVERT  
STEPHANIE MILLS  
LISA LISA  
WHITNEY HOUSTON

**WVDM/Columbia**  
Andre Carson  
ATLANTIC STARR  
WHODINI  
TEMP TATIONS  
TERENCE TRENT D'  
Hottest:  
KRYSTAL  
WHITNEY HOUSTON  
FORCE MD'S  
LEVERT  
STEPHANIE MILLS

**K104/Dallas**  
Michael Spears  
TAMATHA  
TONY TERRY  
JAMAICA BOYS  
LACE  
FOUR BY FOUR  
HOTTEST:  
FORCE MD'S  
L.L. COOL J  
HERB ALPERT  
JOHN WHITE  
WHITNEY HOUSTON

**WFXC/Durham**  
Dean Landsman  
PRINCE  
REGINA BELLE  
FOUR BY FOUR  
LOOSE ENDS  
SHANICE WILSON  
LA LA  
MICHAEL JACKSON  
EQ  
TERENCE TRENT D'A  
Hottest:  
MICHAEL JACKSON  
LEVERT  
LISA LISA  
FORCE MD'S  
BABYFACE

**KPRR/El Paso**  
Hanson/Mendoza  
GEORGIO  
RAY PARKER JR.  
SYBIL  
ANGELA CLEMMONS  
Hottest:  
COMPANY B  
EXPOSE  
GEORGIO  
PRETTY POISON  
PEPSI & SHIRLIE

**WZFX/Fayetteville**  
Tony Lype  
JONATHAN BUTLER  
DEJA  
DONNA ALLEN  
GARRY GLENN  
ANGELA WINBUSH  
JELLYBEAN  
MISSION  
ANGELA CLEMMONS  
JELLYBEAN  
NEW CHOICE  
GEORGIO  
HOTTEST:  
TONY TERRY  
KENNY G  
L.L. COOL J  
MICHAEL JACKSON  
FORCE MD'S  
ANITA BAKER  
LISA LISA

**KDLZ/Ft. Worth-Dallas**  
Tucker/Madison  
MICHAEL JACKSON  
REGINA BELLE  
GEORGE PETTUS  
ANGELA WINBUSH  
GARRY GLENN  
STEVE ARRINGTON  
KENNY G  
MARLON JACKSON  
Hottest:  
FORCE MD'S  
ANITA BAKER  
MICHAEL JACKSON  
SHERRICK  
WHITNEY HOUSTON

**WOMG/Greensboro**  
Mike Wheeler  
DEJA  
HOWARD HEWETT  
WHODINI  
LILLO THOMAS  
TEMP TATIONS  
MICHAEL JACKSON  
EDDIE CHACON  
EAST SIDE BOYS  
SYBIL  
BAR-KAYS  
HOTTEST:  
MICHAEL JACKSON  
L.L. COOL J  
GENERAL KANE  
ANITA BAKER

**WHYZ/Greenville**  
Walker/Mason  
TERENCE TRENT D'A  
LACE  
MICHAEL JACKSON  
LOOSE ENDS  
GEORGIO  
TEMP TATIONS  
REGINA BELLE  
Hottest:  
MICHAEL JACKSON  
LEVERT  
FAT BOYS  
FORCE MD'S  
BAR-KAYS

**WQFX/Gulfport-Biloxi**  
Al Luv  
ANGELA WINBUSH  
BLACK BRITAIN  
KELLY CHARLES  
WHODINI  
JELLYBEAN  
ORAN JUICE JONES  
TERENCE TRENT D'A  
CONTROLLERS  
HOWARD HEWETT  
BAR-KAYS  
Hottest:  
FORCE MD'S  
LISA LISA  
ANITA BAKER  
HERB ALPERT  
WHITNEY HOUSTON

**WARM/Tallahassee**  
Joe Bullard  
MICHAEL JACKSON  
FIVE STAR  
SYBIL  
ORAN JUICE JONES  
EDDIE CHACON  
SHANICE WILSON  
RENE ALDRICH  
MILLIE SCOTT  
ANGELA CLEMMONS  
CHANDRA SIMMONS  
Hottest:  
ANITA BAKER  
WHITNEY HOUSTON  
L.L. COOL J  
STEPHANIE MILLS  
MICHAEL JACKSON

**WKKJ/Jackson**  
Dwayne Tanner  
TYRONE DAVIS  
ANGELA WINBUSH  
TERENCE TRENT D'  
SHALAMAR  
SYBIL  
JAMAICA BOYS  
TEMP TATIONS  
LILLO THOMAS  
IVY  
LA LA  
REGINA BELLE  
Hottest:  
MICHAEL JACKSON  
COLONEL ABRAMS  
ANITA BAKER  
GENERAL KANE  
SHERRICK

**WJVL/Louisville**  
Phillip David March  
LUTHER VANDROSS  
DEJA  
JONATHAN BUTLER  
FIVE STAR  
SHANICE WILSON  
ISLEYS  
TEMP TATIONS  
ANGELA WINBUSH  
CONTROLLERS  
ALEEM  
GARRY GLENN  
DANA DANE  
MICHAEL JACKSON  
Hottest:  
L.L. COOL J  
FORCE MD'S  
ANITA BAKER  
LISA LISA  
HERB ALPERT

**WZAZ/Jacksonville**  
Nat Jackson  
ORAN JUICE JONES  
EDDIE CHACON  
RENE ALDRICH  
REGINA BELLE  
MAIN  
WILLIE CLAYTON  
TEMP TATIONS  
BAR-KAYS  
FIVE STAR  
WHITNEY HOUSTON  
HOTTEST:  
L.L. COOL J  
STEPHANIE MILLS  
SHERRICK  
ANITA BAKER

**WRNB/Memphis**  
C.J. Morgan  
MICHAEL JACKSON  
SHERRICK  
BAR-KAYS  
SHANICE WILSON  
MARLON JACKSON  
SHALAMAR  
MAIN  
TERENCE TRENT D'A  
Hottest:  
MICHAEL JACKSON  
LISA LISA  
WHITNEY HOUSTON  
L.L. COOL J

**WQIA/Memphis**  
Bobby O'Jay  
RAY PARKER JR.  
SHALAMAR  
MARLON JACKSON  
MISSION  
PAULI CARMAN  
TERENCE TRENT D'A  
Hottest:  
FORCE MD'S  
LISA LISA  
WHITNEY HOUSTON  
ANITA BAKER

**WHRK/Memphis**  
Pam Wells  
ANITA BAKER  
RAY PARKER JR.  
STEPHANIE MILLS  
SHALAMAR  
TERENCE TRENT D'A  
FRESH GORDON  
IVY  
MILY  
Hottest:  
WHITNEY HOUSTON  
WHITNEY HOUSTON  
THERESA  
KLYMAXX

**WALT/Meridian**  
Aundra Russell  
TYRONE DAVIS  
ANGELA CLEMMONS  
LA LA  
BAR-KAYS  
Hottest:  
MICHAEL JACKSON  
FOUR BY FOUR  
LEVERT  
FORCE MD'S  
COLONEL ABRAMS

**WEDR/Miami**  
Jackson/Jones  
PHYLLIS HYMAN  
CONTROLLERS  
TONY TERRY  
MILLIE SCOTT  
REGINA BELLE  
DONNA ALLEN  
MARLON JACKSON  
STEVE ARRINGTON  
SPOONIE GEE  
SOFT TOUCH  
DENISE WILLIAMS  
ALEEM  
ORAN JUICE JONES  
MILES JAYE  
SHALAMAR  
Hottest:  
MICHAEL JACKSON  
FAT BOYS  
L.L. COOL J  
COLONEL ABRAMS  
ANITA BAKER

**WTMP/Tampa**  
Chris Turner  
DONNA ALLEN  
STEVE ARRINGTON  
MILES JAYE  
CONTROLLERS  
O'JAYS  
CHANDRA SIMMONS  
ANGELA WINBUSH  
ORAN JUICE JONES  
BLACK BRITAIN  
BOYS ON THE BLOCK  
ERIC B  
MILLIE SCOTT  
Hottest:  
MICHAEL JACKSON  
HERB ALPERT  
COLONEL ABRAMS  
FORCE MD'S  
STEPHANIE MILLS

**WQIM/Montgomery**  
Franche Be  
MICHAEL JACKSON  
WHODINI  
GEORGE GODFREY  
JOCELYN BROWN  
INTRIQUE  
DONNA ALLEN  
PROCESS & DOO RAG  
PRETTY POISON  
CHILL FACTOR  
Hottest:  
LISA LISA  
PAT BOYS  
MADAME X  
FOUR BY FOUR  
O'JAYS

**WQOK/Nashville**  
Cy Young  
REGINA BELLE  
ANGELA WINBUSH  
MICHAEL JACKSON  
CLUB NOUVEAU  
LILLO THOMAS  
WILL TO POWER  
BAR-KAYS  
STEVE ARRINGTON  
Hottest:  
WHITNEY HOUSTON  
WINANS  
SHERRICK  
HERB ALPERT  
GLENN JONES

**WYLD-FM/New Orleans**  
Del Spencer  
NAJEE  
TEMP TATIONS  
JONATHAN BUTLER  
REGINA  
WHODINI  
ORAN JUICE JONES  
Hottest:  
L.L. COOL J  
ANITA BAKER  
NEW EDITION  
MADAME X  
COLONEL ABRAMS

**WOW/Norfolk**  
Stephen Crumbley  
SHANICE WILSON  
LACE  
MICHAEL JACKSON  
JELLYBEAN  
NEW CHOICE  
WHODINI  
REGINA BELLE  
TONY TERRY  
GEORGIO  
Hottest:  
L.L. COOL J  
LISA LISA  
WHITNEY HOUSTON  
WINANS

**WMYK/Norfolk**  
Bennis/Lytle  
MADONNA  
LEVERT  
NATALIE COLE  
JANET JACKSON  
ATLANTIC STARR  
ABC  
WHITNEY HOUSTON  
SMOKEY ROBINSON  
ERIC B  
SALT & PEPA  
MICHAEL JACKSON  
DEJA  
JOCELYN BROWN  
ANGELA WINBUSH  
Hottest:  
DONNA SUMMER  
RAY PARKER JR.  
FOUR BY FOUR

**WORL/Oriando**  
Earl James  
SHANICE WILSON  
DENISE WILLIAMS  
GEORGE PETTUS  
BAR-KAYS  
ORAN JUICE JONES  
WILLIE CLAYTON  
TEMP TATIONS  
REGINA BELLE  
DEJA  
Hottest:  
MICHAEL JACKSON  
MADAME X  
HERB ALPERT  
FOUR BY FOUR  
NEW EDITION

**KHYS/Port Arthur**  
Steve Hedgwood  
MICHAEL JACKSON  
SPOONIE GEE  
LACE  
DEJA  
REGINA BELLE  
SHALAMAR  
FIFTH AVENUE  
TONY TERRY  
JELLYBEAN  
ALEXANDER O'NEAL  
Hottest:  
L.L. COOL J  
FORCE MD'S  
WHITNEY HOUSTON  
STEPHANIE MILLS  
JODY WATLEY

**WPLZ/Petersburg**  
Debbie Parker  
DEELE  
WILL TO POWER  
WHISPERS  
DEJA  
MILLIE SCOTT  
Hottest:  
MICHAEL JACKSON  
LISA LISA  
WHITNEY HOUSTON  
SHERRICK  
MADONNA

**KDKS/Shreveport**  
C. Erwin Daniels  
LACE  
FOUR BY FOUR  
ORAN JUICE JONES  
TEMP TATIONS  
BAR-KAYS  
CHANDRA SIMMONS  
JONATHAN BUTLER  
BLACK BRITAIN  
BOYS ON THE BLOCK  
ERIC B  
MILLIE SCOTT  
Hottest:  
MICHAEL JACKSON  
HERB ALPERT  
COLONEL ABRAMS  
FORCE MD'S  
STEPHANIE MILLS

**WGCI/Chicago**  
Sonny Taylor  
MICHAEL JACKSON  
JONATHAN BUTLER  
MADONNA  
ANGELA WINBUSH  
DAVID ALEXANDER  
JELLYBEAN  
FIVE STAR  
Hottest:  
ANITA BAKER  
COLONEL ABRAMS  
LISA LISA  
PRINCE  
MICHAEL JACKSON

**WKWM/Grand Rapids**  
Grant/Franklin  
MICHAEL JACKSON  
DONNA SUMMER  
STEVE ARRINGTON  
LOOSE ENDS  
VESTA WILLIAMS  
Hottest:  
L.L. COOL J  
MICHAEL JACKSON  
FORCE MD'S  
LISA LISA  
STEPHANIE MILLS

**WBMX/Chicago**  
Michael/Davis  
MICHAEL JACKSON  
TEMP TATIONS  
SHANICE WILSON  
JONATHAN BUTLER  
JELLYBEAN  
JOHN WHITE  
Hottest:  
L.L. COOL J  
ANITA BAKER  
LISA LISA  
COLONEL ABRAMS  
MICHAEL JACKSON

**WCIN/Cincinnati**  
Steve Harris  
JONATHAN BUTLER  
WHISPERS  
MICHAEL JACKSON  
CONTROLLERS  
TAWATHA  
GEORGE PETTUS  
Hottest:  
MICHAEL JACKSON  
WINANS  
FORCE MD'S  
LAKESIDE  
STEPHANIE MILLS

**WBLZ/Cincinnati**  
Brian Castle  
MICHAEL JACKSON  
ALEXANDER O'NEAL  
MARLON JACKSON  
O'JAYS  
ANGELA WINBUSH  
JELLYBEAN  
HOTTEST:  
FORCE MD'S  
ANITA BAKER  
HERB ALPERT  
L.L. COOL J  
LISA LISA

**WZAK/Cleveland**  
Lynn Tolliver  
MICHAEL JACKSON  
WHODINI  
MILLIE SCOTT  
ALEEM  
JODY WATLEY  
ALEXANDER O'NEAL  
TAMATHA  
TONY TERRY  
REGINA BELLE  
GAP BAND  
AL JARREAU  
HOTTEST:  
MICHAEL JACKSON  
MADAME X  
DANA DANE  
L.L. COOL J  
WHITNEY HOUSTON  
MICHAEL JACKSON

**Z103/Columbus**  
Tom Reynolds  
SWING OUT SISTER  
MICHAEL BOLTON  
MARLON JACKSON  
TEMP TATIONS  
JONATHAN BUTLER  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
L.L. COOL J  
LISA LISA  
WHITNEY HOUSTON

**WVVO/Columbus**  
KC Jones  
MICHAEL JACKSON  
WINANS  
SHANICE WILSON  
WHISPERS  
O'JAYS  
BERT ROBINSON  
Hottest:  
HERB ALPERT  
ANITA BAKER  
LISA LISA  
FORCE MD'S  
LEVERT

**WJLB/Detroit**  
Ronnie Alexander  
MICHAEL JACKSON  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
LAKESIDE  
LISA LISA

**WTLN/Indianapolis**  
Jay Johnson  
MICHAEL JACKSON  
FIFTH AVENUE  
SHALAMAR  
MISSION  
TEMP TATIONS  
SLAVE  
VESTA WILLIAMS  
ANGELA WINBUSH  
BOOGIE DOWN PROD  
PHYLLIS HYMAN  
MILES JAYE  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
SURFACE  
LISA LISA  
SHERRICK

**WVOT/Toledo**  
Paul Brown  
GEORGE PETTUS  
ANGELA WINBUSH  
LATIMORE  
MICHAEL JACKSON  
TONY TERRY  
52ND STREET  
L.J. REYNOLDS  
Hottest:  
FORCE MD'S  
MICHAEL JACKSON  
KLYMAXX  
WARWICK & OSBORNE  
FOUR BY FOUR

**WQIC/Chicago**  
Sonny Taylor  
MICHAEL JACKSON  
JONATHAN BUTLER  
MADONNA  
ANGELA WINBUSH  
DAVID ALEXANDER  
JELLYBEAN  
FIVE STAR  
Hottest:  
ANITA BAKER  
COLONEL ABRAMS  
LISA LISA  
PRINCE  
MICHAEL JACKSON

**WKWM/Grand Rapids**  
Grant/Franklin  
MICHAEL JACKSON  
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MICHAEL JACKSON  
FORCE MD'S  
LISA LISA  
STEPHANIE MILLS

**WBMX/Chicago**  
Michael/Davis  
MICHAEL JACKSON  
TEMP TATIONS  
SHANICE WILSON  
JONATHAN BUTLER  
JELLYBEAN  
JOHN WHITE  
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L.L. COOL J  
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MICHAEL JACKSON

**WCIN/Cincinnati**  
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JONATHAN BUTLER  
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GEORGE PETTUS  
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WINANS  
FORCE MD'S  
LAKESIDE  
STEPHANIE MILLS

**WBLZ/Cincinnati**  
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MICHAEL JACKSON  
ALEXANDER O'NEAL  
MARLON JACKSON  
O'JAYS  
ANGELA WINBUSH  
JELLYBEAN  
HOTTEST:  
FORCE MD'S  
ANITA BAKER  
HERB ALPERT  
L.L. COOL J  
LISA LISA

**WZAK/Cleveland**  
Lynn Tolliver  
MICHAEL JACKSON  
WHODINI  
MILLIE SCOTT  
ALEEM  
JODY WATLEY  
ALEXANDER O'NEAL  
TAMATHA  
TONY TERRY  
REGINA BELLE  
GAP BAND  
AL JARREAU  
HOTTEST:  
MICHAEL JACKSON  
MADAME X  
DANA DANE  
L.L. COOL J  
WHITNEY HOUSTON  
MICHAEL JACKSON

**Z103/Columbus**  
Tom Reynolds  
SWING OUT SISTER  
MICHAEL BOLTON  
MARLON JACKSON  
TEMP TATIONS  
JONATHAN BUTLER  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
L.L. COOL J  
LISA LISA  
WHITNEY HOUSTON

**WVVO/Columbus**  
KC Jones  
MICHAEL JACKSON  
WINANS  
SHANICE WILSON  
WHISPERS  
O'JAYS  
BERT ROBINSON  
Hottest:  
HERB ALPERT  
ANITA BAKER  
LISA LISA  
FORCE MD'S  
LEVERT

**WJLB/Detroit**  
Ronnie Alexander  
MICHAEL JACKSON  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
LAKESIDE  
LISA LISA

**WTLN/Indianapolis**  
Jay Johnson  
MICHAEL JACKSON  
FIFTH AVENUE  
SHALAMAR  
MISSION  
TEMP TATIONS  
SLAVE  
VESTA WILLIAMS  
ANGELA WINBUSH  
BOOGIE DOWN PROD  
PHYLLIS HYMAN  
MILES JAYE  
Hottest:  
MICHAEL JACKSON  
ANITA BAKER  
SURFACE  
LISA LISA  
SHERRICK

**WVOT/Toledo**  
Paul Brown  
GEORGE PETTUS  
ANGELA WINBUSH  
LATIMORE  
MICHAEL JACKSON  
TONY TERRY  
52ND STREET  
L.J. REYNOLDS  
Hottest:  
FORCE MD'S  
MICHAEL JACKSON  
KLYMAXX  
WARWICK & OSBORNE  
FOUR BY FOUR

## MIDWEST

**91 Reporting Stations  
87 Current Reports**

The following stations reported frozen roasters: **WDAS/Philadelphia, WDKX/Rochester, KJLH/Los Angeles, KSOL/San Francisco.**

## WEST

**KKSS/Albuquerque**  
Bill Thomas  
TIFFANY  
NANCY MARTINEZ  
MARLON JACKSON  
BAR-KAYS  
LACE  
GARRY GLENN  
TAJA SEVELLE  
STEVE ARRINGTON  
RICK  
Hottest:  
MICHAEL JACKSON  
LEVERT  
WHITNEY HOUSTON

**KSOL/San Francisco**  
Robinson/Moody  
none  
Hottest:  
NATALIE COLE  
LEVERT  
FORCE MD'S  
SYSTEM  
BABYFACE

**KDKO/Denver**  
Danny Harris  
MICHAEL JACKSON  
WINANS  
MARLON JACKSON  
JONATHAN BUTLER  
SYBIL  
FIFTH AVENUE  
SLAVE  
Hottest:  
LISA LISA  
STEPHANIE MILLS  
WHITNEY HOUSTON  
COLONEL ABRAMS  
MADAME X

**KMYX/Ojai**  
Howard "HT" Thomas  
MARLON JACKSON  
FOUR BY FOUR  
WHODINI  
DANA DANE  
Hottest:  
MICHAEL JACKSON  
PRINCE  
LISA LISA  
JODY WATLEY  
O'JAYS

**KDAY/Los Angeles**  
Patterson/Mack  
L.L. MONDAY  
BOOGIE DOWN PROD  
RAY PARKER JR.  
PEBBLES  
ALEXANDER O'NEAL  
STARPOINT  
SHALAMAR  
L.A. LAKERS  
MARLON JACKSON  
Hottest:  
MICHAEL JACKSON  
FORCE MD'S  
L.L. COOL J  
LISA LISA  
FAT BOYS

**KHRM/San Diego**  
L.D. McCollum  
MICHAEL JACKSON  
WHISPERS  
LUTHER VANDROSS  
WHODINI  
STARPOINT  
TERENCE TRENT D'A  
JONATHAN BUTLER  
Hottest:  
FORCE MD'S  
L.L. COOL J  
LISA LISA  
WHITNEY HOUSTON  
MICHAEL JACKSON

**KKPW/Tucson**  
Royce Blake  
MICHAEL JACKSON  
LILLO THOMAS  
O'JAYS  
JONATHAN BUTLER  
REGINA BELLE  
DEJA  
CHICO DEBARGE  
Hottest:  
PRINCE  
FORCE MD'S  
HERB ALPERT  
WHITNEY HOUSTON  
WARWICK & OSBORNE

**WQFX/Gulfport-Biloxi**  
Al Luv  
ANGELA WINBUSH  
BLACK BRITAIN  
KELLY CHARLES  
WHODINI  
JELLYBEAN  
ORAN JUICE JONES  
TERENCE TRENT D'A  
CONTROLLERS  
HOWARD HEWETT  
BAR-KAYS  
Hottest:  
FORCE MD'S  
LISA LISA  
ANITA BAKER  
HERB ALPERT  
WHITNEY HOUSTON

**WARM/Tallahassee**  
Joe Bullard  
MICHAEL JACKSON  
FIVE STAR  
SYBIL  
ORAN JUICE JONES  
EDDIE CHACON  
SHANICE WILSON  
RENE ALDRICH  
MILLIE SCOTT  
ANGELA CLEMMONS  
CHANDRA SIMMONS  
Hottest:  
ANITA BAKER  
WHITNEY HOUSTON  
L.L. COOL J  
STEPHANIE MILLS  
MICHAEL JACKSON

**WQIS/Laurel**  
Ron Davis  
Kenny G  
CHICO DEBARGE  
TEMP TATIONS  
WHODINI  
ANGELA WINBUSH  
HOTTEST:  
L.L. COOL J  
FORCE MD'S  
FAT BOYS  
STEPHANIE MILLS  
HERB ALPERT

**KOKY/Little Rock**  
Dave Felder  
TEMP TATIONS  
WHODINI  
ANGELA WINBUSH  
DEJA  
SHANICE WILSON  
LILLO THOMAS  
Hottest:  
MICHAEL JACKSON  
FORCE MD'S  
PRINCE  
MADAME X

**WVOT/Toledo**  
Paul Brown  
GEORGE PETTUS  
ANGELA WINBUSH  
LATIMORE  
MICHAEL JACKSON  
TONY TERRY  
52ND STREET  
L.J. REYNOLDS  
Hottest:  
FORCE MD'S  
MICHAEL JACKSON  
KLYMAXX  
WARWICK & OSBORNE  
FOUR BY FOUR





# YOUNG BLACK PROGRAMMER'S COALITION, INC.

## NOVEMBER 20, 21, & 22, 1987 HYATT REGENCY HOTEL

Houston, Texas  
(713) 654-1234

*Special YBPC Room Rate*  
**\$53.00** Single **\$63.00** Double per day/per room

*Theme:* **THE BUSINESS OF RADIO & RECORDS:**  
**"The How To's!"**

- I. The Operations of a Radio Station
- II. The Development and Operations of a Record Company

### SCHEDULE OF EVENTS

#### FRIDAY, NOVEMBER 20th

Registration: 3:00 p.m. - 5:00 p.m.  
7:00 p.m. - 9:00 p.m.  
*"Artist Showcase"*

#### SATURDAY, NOVEMBER 21st

Registration: 9:00 a.m. - 5:00 p.m.  
General Session 10:30 a.m. - 11:30 a.m.  
Workshop I 12:30 a.m. - 2:30 p.m.  
Workshop II 2:30 p.m. - 4:30 p.m.  
Cocktail Party 6:30 p.m. - 8:00 p.m.  
Awards Banquet 8:00 p.m. - 11:00 p.m.

#### SUNDAY, NOVEMBER 22nd

*YBPC ANNUAL MEETING*  
*Election of National Officers*  
11:00 a.m. - 2:00 p.m.

#### EARLY BIRD REGISTRATION FEES

Members.....	50.00
Non-Members.....	\$60.00
Late Fee After October 31.....	\$10.00
Spouse Regular or Banquet Ticket.....	\$40.00

CONTACT: Barbara Lewis.....1-504-242-3131

#### SOUVENIR BOOKLET INFORMATION

\* Ads Page Size Based on 8 1/2 x 11 Trim

\$400.00.....	Full Page - Inside Front & Back
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\$200.00.....	Half Page
\$150.00.....	Fourth Page
\$75.00.....	Eighth Page
\$50.00.....	Professional Card and Name
Non Camera Ready Art Work.....	\$100.00

CONTACT: Henry Jefferson, 10600 So. Gessner #4  
Houston Texas 77071, 713-271-0011  
A.D. Washington, 214-556-2002

**THE TENTH ANNUAL  
YBPC NATIONAL MEETING '87**  
YBPC, INC. c/o BARBARA LEWIS  
7011 Salem Dr  
New Orleans, La. 70127

Name \_\_\_\_\_

Radio/TV Station \_\_\_\_\_

Radio/TV Station \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ \$ \_\_\_\_\_

(CHECKS OR MONEY ORDERS ONLY)



# R&R NATIONAL AIRPLAY

# COUNTRY

## TOP 50

SEPTEMBER 11, 1987

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
9	5	3	1	ROSANNE CASH/The Way We Make A Broken Heart (Columbia)	158/0	133	23	2
7	4	1	2	NITTY GRITTY DIRT BAND/Fishin' In The Dark (WB)	154/0	133	18	3
5	3	2	3	FORESTER SISTERS/You Again (WB)	153/0	130	18	5
11	9	5	4	JUDY RODMAN/I'll Be Your Baby Tonight (MTM)	154/0	112	33	9
13	10	7	5	FOSTER & LLOYD/Crazy Over You (RCA)	152/1	113	31	8
18	15	10	6	EDDY RAVEN/Shine, Shine, Shine (RCA)	153/1	97	49	7
14	12	9	7	CONWAY TWITTY/I Want To Know You Before We... (MCA)	151/3	92	51	8
3	1	4	8	DAN SEALS/Three Time Loser (Capitol)	144/1	95	38	11
16	14	11	9	DESERT ROSE BAND/Love Reunited (MCA/Curb)	156/2	87	56	13
22	16	12	10	EARL THOMAS CONLEY/Right From The Start (RCA)	157/3	79	73	5
21	17	13	11	DWIGHT YOAKAM/Little Ways (Reprise/WB)	146/1	78	56	12
23	20	15	12	TANYA TUCKER/Love Me Like You Used To (Capitol)	150/2	60	78	12
27	23	20	13	GEORGE STRAIT/Am I Blue (MCA)	152/1	37	101	14
31	26	21	14	JUDDS/Maybe Your Baby's Got The Blues (RCA/Curb)	156/5	23	119	14
25	22	18	15	ALABAMA/Tar Top (RCA)	150/7	33	101	16
2	2	6	16	OAK RIDGE BOYS/This Crazy Love (MCA)	114/0	71	31	12
24	21	19	17	JOHN CONLEE/Mama's Rockin' Chair (Columbia)	140/2	39	87	14
36	30	25	18	RANDY TRAVIS/I Won't Need You Anymore (WB)	147/6	21	106	20
32	28	24	19	BELLAMY BROTHERS/Crazy From The Heart (MCA/Curb)	151/5	18	110	23
10	8	8	20	GLEN CAMPBELL/The Hand That Rocks The Cradle (MCA)	112/0	61	39	12
19	18	16	21	O'KANES/Daddies Need To Grow Up Too (Columbia)	128/1	53	56	19
20	19	17	22	BARBARA MANDRELL/Child Support (Capitol)	106/0	42	54	10
40	35	29	23	MOE BANDY/You Haven't Heard The Last... (MCA/Curb)	129/12	11	76	42
41	36	30	24	TAMMY WYNETTE/Your Love (Epic)	123/12	7	73	43
6	6	22	25	DON WILLIAMS/I'll Never Be In Love Again (Capitol)	76/0	37	23	16
50	41	32	26	RICKY VAN SHELTON/Somebody Lied (Columbia)	124/12	6	66	52
—	47	36	27	STEVE WARINER/Lynda (MCA)	134/26	2	59	73
—	42	33	28	HOLLY DUNN/Only When I Love (MTM)	130/19	2	72	56
43	37	31	29	GATLIN BROTHERS/Changin' Partners (Columbia)	114/8	4	75	35
12	11	14	30	STATLER BROTHERS/I'll Be The One (Mercury/PG)	86/0	25	43	18
28	25	23	31	CRYSTAL GAYLE/Nobody Should Have To Love... (WB)	94/3	19	52	23
4	13	28	32	KENNY ROGERS & RONNIE MILSAP/Make No Mistake, She's Mine (RCA)	74/0	21	36	17
1	7	27	33	EXILE/She's Too Good To Be True (Epic)	61/0	24	26	11
44	40	37	34	BAILLIE AND THE BOYS/He's Letting Go (RCA)	107/11	3	60	44
49	43	39	35	SCHUYLER, KNOBLOCH & BICKHARDT/No Easy Horses (MTM)	106/9	5	48	53
BREAKER	30	27	36	LEE GREENWOOD/If There's Any Justice (MCA)	108/15	0	50	58
—	47	44	41	JUICE NEWTON/First Time Caller (RCA)	79/1	10	50	19
BREAKER	—	—	48	GENE WATSON/Everybody Needs A Hero (Epic)	94/10	8	40	46
—	—	—	49	T.G. SHEPPARD/One For The Money (Columbia)	99/22	1	30	68
—	—	—	40	DAVID LYNN JONES/Bonnie Jean (Little Sister) (Mercury/PG)	82/21	2	38	42
—	—	—	41	SAWYER BROWN/Somewhere In The Night (Capitol/Curb)	83/12	1	39	43
—	—	—	42	TIM MALCHAK/Restless Angel (Alpine)	75/5	3	39	33
DEBUT	—	—	43	REBA McENTIRE/The Last One To Know (MCA)	75/51	1	19	55
8	24	34	44	HANK WILLIAMS JR./Born To Boogie (WB/Curb)	42/0	10	20	12
DEBUT	—	—	45	KEITH WHITLEY/Would These Arms Be In... (RCA)	74/11	0	28	46
DEBUT	—	—	46	ANNE MURRAY/Anyone Can Do The Heartbreak (Capitol)	71/14	3	21	47
—	—	—	47	BILLY MONTANA & THE LONG SHOTS/Baby I Was Leaving Anyhow (WB)	75/9	1	25	49
17	31	40	48	RESTLESS HEART/Why Does It Have To Be... (RCA)	37/0	13	14	10
DEBUT	—	—	49	T. GRAHAM BROWN/She Couldn't Love Me Anymore (Capitol)	77/27	0	20	57
37	33	35	50	CHARLEY PRIDE/If You Still Want A Fool Around (16th Ave./Capitol)	44/1	4	27	13

## MOST ADDED

- REBA McENTIRE (51)
- VINCE GILL (32)
- WAYLON JENNINGS (30)
- K.T. OSLIN (29)
- T. GRAHAM BROWN (27)
- STEVE WARINER (26)
- PARTON, RONSTADT, & HARRIS (23)
- T.G. SHEPPARD (22)
- DAVID LYNN JONES (21)
- HOLLY DUNN (19)

## HOTTEST

- NITTY GRITTY DIRT BAND (78)
- ROSANNE CASH (71)
- FORESTER SISTERS (57)
- FOSTER & LLOYD (49)
- DAN SEALS (40)
- JUDY RODMAN (34)
- DWIGHT YOAKAM (26)
- CONWAY TWITTY (25)
- EDDY RAVEN (24)
- OAK RIDGE BOYS (22)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## NEW ARTISTS

- |   | Reports/Adds |
|---|--------------|
| 1 D.L. JONES/Bonnie... (Merc./PG)           | 82/21        |
| 2 B. MONTANA/Baby I Was... (WB)             | 75/9         |
| 3 TIM MALCHAK/Restless Angel (Alpine)       | 75/5         |
| 4 ROSIE FLORES/Crying... (Reprise/WB)       | 37/9         |
| 5 LOS LOBOS/La Bamba (Slash/WB)             | 35/1         |
| 6 M. TUCKER BAND/Hangin'... (Merc./PG)      | 27/5         |
| 7 RONNIE ROGERS/Good Timin'... (MTM)        | 19/6         |
| 8 B. LEE SPRINGFIELD/Chain Gang (Epic)      | 17/2         |
| 9 SHOOTERS/Tell It To Your Teddy... (Epic)  | 12/8         |
| 10 L. CAUDELL/Souvenirs (16th Ave./Capitol) | 10/4         |

New Artists are those who have not previously been reported by 60% of the reporting stations.

## BREAKERS

**LEE GREENWOOD**  
If There's Any Justice (MCA)

On 68% of reporting stations. Rotations: Heavy 0, Medium 50, Light 58, Total Adds 15, WPOC, WIXL, WXTU, WDSY, WILQ, WORC, WVMI, WMC, WYYD, WFMS, WTSO, KUPL, KRAK, KKAT, KGA. Moves 42-36 on the Country chart.

**T.G. SHEPPARD**  
One For The Money (Columbia)

On 63% of reporting stations. Rotations: Heavy 1, Medium 30, Light 68, Total Adds 22 including WVAM, WBOS, WQBE, WIXL, WIXY, KKIX, WIVK, WSM, WYYD, WQYK, WUSQ, WMNI, WONE, KSO, WYNG, KFKF, KIOV, KFMS, KKAT, KMPS. Moves 45-39 on the Country chart.

# NO LIE!

## RICKY VAN SHELTON

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### At Country Radio

### "SOMEBODY LIED"

R&R 26

BB 29

GAVIN 32

On Columbia Records





# R&R NATIONAL AIRPLAY

## COUNTRY

### NEW & ACTIVE

#### SAWYER BROWN "Somewhere In The Night" (Capitol/Curb) 83/12

Rotations: Heavy 1, Medium 39, Light 43, Total Adds 12, WTCR, WILQ, WMC, WYYD, WQYK, WUBE, WONE, WFMS, WMIL, KIOV, KNAX, KMPS. Heavy: WAMZ. Medium: WWVA, KEAN, WUSY, KHEY, KJNE, KTTS, KTOM. Moves 47-41 on the Country chart.

#### DAVID LYNN JONES "Bonnie Jean (Little Sister)" (Mercury/PolyGram) 82/21

Rotations: Heavy 2, Medium 38, Light 42, Total Adds 21, WGNA, WVAM, WBOS, WRKZ, WIXL, WVMI, WEZL, KYXK, WYYD, WUBE, WGARFM, WMNI, WONE, WXCL, WKQC, KTPK, KFDI, KYAK, KNAX, KRAK, KSON. Moves 48-40 on the Country chart.

#### T. GRAHAM BROWN "She Couldn't Love Me Anymore" (Capitol) 77/27

Rotations: Heavy 0, Medium 20, Light 57, Total Adds 27 including WCAO, WPOC, WBOS, WRKZ, WDSY, KEAN, KYXK, WKSJ, WLWI, WWKA, WUBE, KSO, WMUS, WOW, WTHI, KUJY, KYGO, KUGN, KTOM, KMPS. Debuts at number 49 on the Country chart.

#### REBA McENTIRE "The Last One To Know" (MCA) 75/51

Rotations: Heavy 1, Medium 19, Light 55, Total Adds 51 including WCAO, WBOS, WWVA, WKHX, KASE, WUSY, WRNS, KPLX, WIVK, WWKA, KRMD, WQYK, KFKF, KVOO, KNIX, KCKC, KSAN, KMPS, KRPM, KIIM. Debuts at number 43 on the Country chart.

#### BILLY MONTANA & THE LONG SHOTS "Baby I Was Leaving Anyhow" (WB) 75/9

Rotations: Heavy 1, Medium 25, Light 49, Total Adds 9, WCAO, WBOS, WILQ, WWKA, WUBE, KKAL, KGHL, KTOM, KKAT. Heavy: KRKT. Medium: WGNA, KEAN, KMML, WAMZ, WQYK, WTCM, KIK-FM, KNIX, KOLO, KCKC. Moves 50-47 on the Country chart.

#### TIM MALCHAK "Restless Angel" (Alpine) 75/5

Rotations: Heavy 3, Medium 39, Light 33, Total Adds 5, WTCR, WIXL, WCVR, WILQ, WMNI. Heavy: KRRV, KTTS, KRKT. Medium: WYOU, WYII, WORC, WEZL, WRNS, WTVY, KHEY, WKSJ, WPAP, KJNE, KFDI, KUGN. Moves 48-44-42 on the Country chart.

#### KEITH WHITLEY "Would These Arms Be In..." (RCA) 74/11

Rotations: Heavy 0, Medium 28, Light 46, Total Adds 11, CHOW, KASE, WYYD, WSLR, WKKQ, KFKF, WXCL, KTTS, KKAL, KCKC, KMPS. Medium: WEZL, WCMS, WDAF, KXXY, WTCM, KFRE, KNIX, KTOM, KSOP. Debuts at number 45 on the Country chart.

#### ANNE MURRAY "Anyone Can Do The Heartbreak" (Capitol) 71/14

Rotations: Heavy 3, Medium 21, Light 47, Total Adds 14, WVAM, WCAO, WQBE, WTCR, WDSY, WRNS, KBMR, WUSN, WKSJ, KWMT, WTSO, WLLR, KTPK, KYGO. Heavy: WBOS, WOKK, KRKT. Debuts at number 46 on the Country chart.

#### K.T. OSLIN "Do Ya" (RCA) 70/29

Rotations: Heavy 1, Medium 11, Light 58, Total Adds 29 including WPOC, WBOS, WDSY, WWVA, WKHX, WUSY, KIKK, WKSJ, WWKA, WYYD, WUSQ, WTQR, WUSN, WONE, KTTS, WTHI, KFDI, KFMS, KCCY, KRPM.

#### TOM WOPAT "Susannah" (Capitol) 68/12

Rotations: Heavy 0, Medium 18, Light 50, Total Adds 12, WIXY, WEZL, WIVK, KSSN, WWKA, WKKQ, WLLR, WWJO, KIK-FM, KGHL, KUPL, KKAT. Medium: WPOC, WAMZ, WCMS, WUBE, KFKF, KTTS, KRKT, KFRE.

#### WAYLON JENNINGS "Rough And Rowdy Days" (MCA) 65/30

Rotations: Heavy 0, Medium 12, Light 53, Total Adds 30 including WQBE, WOKQ, WTCR, WXTU, WWVA, WKHX, KKIX, KIKK, WLWI, KKYX, KJNE, WSLR, WMNI, WMUS, WOW, KTPK, KFDI, KNEW, KCKC, KMPS.

#### SWEETHEARTS OF THE RODEO "Gotta Get Away" (Columbia) 55/13

Rotations: Heavy 1, Medium 13, Light 41, Total Adds 13, WRKZ, KRRV, WRNS, WGARFM, WMNI, KWMT, WXCL, KIOV, KTTS, KIK-FM, KKAL, KUGN, KMPS. Heavy: WOKK. Medium: WCMS, KKYX, WOW, WTCM, KFDI, KNIX.

#### CHARLY McCLAIN "And Then Some" (Epic) 48/4

Rotations: Heavy 1, Medium 19, Light 28, Total Adds 4, WCAO, WEZL, WKSJ, WWJO. Heavy: WDAF. Medium: WCVR, KEAN, KRRV, WTVY, WLWI, WCMS, WPAP, KKYX, WQYK, WTQR, KTTS, WTCM, KFDI, KRKT, KALF.

#### JOHN ANDERSON "When Your Yellow Brick Road..." (MCA) 47/9

Rotations: Heavy 0, Medium 11, Light 36, Total Adds 9, WUSY, WRNS, WWKA, WSLR, KIK-FM, KKAL, KFMS, KALF, KMPS. Medium: WTVY, KKIX, KKYX, KBMR, WDAF, KTTS, WTCM, KFDI, KRKT, KFRE.

### SIGNIFICANT ACTION

#### VINCE GILL "Let's Do Something" (RCA) 39/32

Rotations: Heavy 0, Medium 3, Light 36, Total Adds 32 including WYOU, WCVR, WWVA, KEAN, KRRV, KMML, KASE, WEZL, WRNS, WCMS, WQYK, KJNE, WUSQ, WMUS, WOW, WTHI, WTCM, KIK-FM, KTOM, KRPM.

#### ROSIE FLORES "Crying Over You" (Reprise/WB) 37/9

Rotations: Heavy 0, Medium 7, Light 30, Total Adds 9, KEAN, KSO, KFGO, WWJO, KFDI, KKAL, KFRE, KCCY, KCKC. Medium: WWVA, KBMR, WOW, KTTS, WTCM, KRKT, KUZZ. Light: WOKK, WAXX, WDAF, KOLO.

#### LOS LOBOS "La Bamba" (Slash/WB) 35/1

Rotations: Heavy 2, Medium 11, Light 22, Total Adds 1, WORC. Heavy: WBOS, WUBE. Medium: WPOC, KSCS, KIKK, KBMR, WWW, WYNG, KFDI, KKCS, KRWQ, KWJJ, KSOP. Light: WYAY, WSOC, WGARFM, K102, KZLA, KUPL.

#### MARSHALL TUCKER BAND "Hangin' Out In Smokey Places" (Mercury/PolyGram) 27/5

Rotations: Heavy 0, Medium 3, Light 24, Total Adds 5, WCAO, KEAN, WUSY, WLWI, WWKA. Medium: KTTS, WTCM, KFDI. Light: WYOU, WWVA, WTVY, WIVK, WCMS, KJNE, WOW, KALF, KOLO, KTOM, KSOP.

#### D. PARTON, L. RONSTADT, E. HARRIS "Those Memories Of You" (WB) 26/23

Rotations: Heavy 0, Medium 4, Light 22, Total Adds 23 including WYOU, WTCR, KEAN, KMML, WKLO, WTVY, KKIX, KIKK, KKYX, KRMD, WDAF, KTPK, WTCM, KGHL, KVOC, KQIL, KNIX, KWJJ, KCKC.

#### MERLE HAGGARD & WILLIE NELSON "If I Could Only Fly" (Epic) 21/9

Rotations: Heavy 0, Medium 5, Light 16, Total Adds 9, WBOS, WDXE, WOKK, KKYX, KBMR, KFGO, KRKT, KZLA, KCKC. Medium: WDAF, KTOM. Light: WYOU, WXTU, WCVR, WWVA, WYII, KASE, WTVY, WCMS, KVOO, KFDI.

#### RONNIE ROGERS "Good Timin' Shoes" (MTM) 19/6

Rotations: Heavy 0, Medium 1, Light 18, Total Adds 6, WIXY, WYNK, WVMI, WOKK, KKYX, KFGO. Medium: KRKT. Light: WYOU, WYII, KRRV, KMML, KYKR, WTVY, WDXE, WAXX, WTCM, KVOC, KRWQ, KWJJ.

#### BOBBY LEE SPRINGFIELD "Chain Gang" (Epic) 17/2

Rotations: Heavy 1, Medium 2, Light 14, Total Adds 2, WOW, KVOO. Heavy: KRKT. Medium: KTTS, KFDI. Light: WCAO, WWVA, WYII, KEAN, WTVY, WDXE, WCMS, KKYX, KFGO, KRWQ, KWJJ, KSOP.

#### LYNN ANDERSON "Read Between The Lines" (Mercury/PolyGram) 16/9

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 9, WCAO, WIXY, KRRV, WOKK, KKYX, KFGO, KTTS, KVOO, KTOM. Medium: KRKT, KUGN. Light: WTVY, WDXE, WQYK, KVOC, KSOP.

#### JANIE FRICKIE "Baby You're Gone" (Columbia) 14/1

Rotations: Heavy 0, Medium 3, Light 11, Total Adds 1, WWJO. Medium: WYII, WDXE, KFDI. Light: WYOU, WPOR, WCVR, WIXY, KRRV, WKKQ, WAXX, WOW, KQIL, KSOP.

#### SHOOTERS "Tell It To Your Teddy Bear" (Epic) 12/8

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 8, KRRV, KMML, WRNS, WCMS, WPAP, KJNE, KFGO, KRKT. Medium: WTCM. Light: KEAN, KVOC, KRWQ.

#### LANE CAUDELL "Souvenirs" (16th Avenue/Capitol) 10/4

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 4, WWVA, KFGO, KVOO, KRKT. Medium: KTTS. Light: WYII, KMML, WTVY, KSO, WTCM.

#### JOHNNY CASH "Let Him Roll" (Mercury/PolyGram) 9/3

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 3, KRRV, KKYX, KFRE. Medium: KRKT. Light: WCVR, WYII, WDXE, KVOO, KUUY.

#### DARLENE AUSTIN "I Had A Heart" (Magi) 9/2

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 2, WTVY, KKYX. Light: WSM, KSO, KFGO, KTTS, KTPK, KFDI, #SOP.

#### AL DOWNING "Just One Night Won't Do" (Vine St.) 8/2

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KKYX, KTTS. Medium: KSO. Light: WTVY, WAXX, KFGO, KVOO, #SOP.

#### RAY STEVENS "Three-Legged Man" (MCA) 8/2

Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, WTVY, WDAF. Medium: KRKT. Light: WCVR, WYII, KMML, WDXE, WTCM.

### ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
JUDDS/Turn It Loose (RCA/Curb)	Heartland
RANDY TRAVIS/Too Gone Too Long (WB)	Always & Forever
HIGHWAY 101/Cry, Cry, Cry (WB)	Highway 101
HOLLY DUNN/Small Towns (MTM)	Cornerstone
ROSANNE CASH/Tennessee Flat Top Box (Columbia)	King's Record Shop
DWIGHT YOAKAM/Readin', Rightin', Rt. 23 (Reprise/WB)	Hillbilly Deluxe
VINCE GILL/Baby That's Tough (RCA)	The Way Back Home
STEVE EARLE/Sweet Little 66 (MCA)	Exit-O
DWIGHT YOAKAM/Please, Please Baby (Reprise/WB)	Hillbilly Deluxe
K.T. OSLIN/Doctor, Doctor (RCA)	'80's Ladies
NITTY GRITTY DIRT BAND/Joe Knows How To Live (WB)	Hoid On
GIRLS NEXT DOOR/I Hear My Heart Begin To Cry (MTM)	What A Girl...
CHARLEY PRIDE/Looking At A Sure Thing (16th Avenue/Capitol)	After All This Time
HANK WILLIAMS JR./Young Country (WB/Curb)	Born To Boogie
CONWAY TWITTY/Snake Boots (MCA)	Borderline
GEORGE STRAIT/Hot Burnin' Flames (MCA)	Ocean Front Property

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## BREAKERS®

### AL JARREAU

#### Since I Fell For You (MCA)

56% of our reporters on it. Rotations: Heavy 0, Medium 14, Light 36, Total Adds 29 including WNLT, WSNY, KHYL, KLCY, B100, WAEB, WKYE, WKGW, Y103, WIZD. Debuts at number 29 on the AC chart.

### FORCE MD'S

#### Love Is A House (Tommy Boy/WB)

52% of our reporters on it. Rotations: Heavy 0, Medium 20, Light 26, Total Adds 8, WNLT, KLCY, WKYE, WRKA, WSLQ, WRMF, WFMK, WHNN.

### DONNA SUMMER

#### Dinner With Gershwin (Geffen)

51% of our reporters on it. Rotations: Heavy 3, Medium 24, Light 18, Total Adds 7, KHYL, KLCY, U102, WAGE, WAEV, KWEB. Debuts at number 28 on the AC chart.

## NEW & ACTIVE

### CARS "You Are The Girl" (Elektra) 43/6

Rotations: Heavy 2/0, Medium 22/1, Light 19/5, Total Adds 6, WSNY, WLTF, K101, KEY103, WSLQ, WMTFM. Heavy: WEIM, WAFL. Medium including WMJ, WNIC, WKYE, WZNY, WMGN, KWFM, WMMJ, WSKI, WCKQ, WCHV, WAGE, WORG, WAEV, WBGW, WZLO, WXUS, KYJC. Debuts at number 30 on the AC chart.

### KENNY ROGERS & RONNIE MILSAP "Make No Mistake, She's Mine" (RCA) 29/1

Rotations: Heavy 2/0, Medium 16/0, Light 11/1, Total Adds 1, WSLQ. Heavy: WTRX, WAHR. Medium: WALK, WNAM, WEIM, WAFL, WTNV, WMPA, WCKQ, WCVQ, WGSV, WKCX, WBGW, WZLO, WMTFM, KFSB, WJON, KYJC. Light including KLCY, WAEB, WKYE, WXTX, WLACFM, WKNE, WAGE, KWEB.

### RAY PARKER JR. "I Don't Think That Man Should Sleep Alone" (Geffen) 28/5

Rotations: Heavy 1/0, Medium 10/2, Light 17/3, Total Adds 5, WNLT, WNAM, WKNE, WGLL, WMPA. Heavy: WAFL. Medium including Y103, WSKI, WCKQ, WCHV, WSLQ, WZLO, KKLK, KWWS. Light including B100, KEY103, WTRX, WEIM, WQHQ, WCVQ, WGSV, WAGE, WORG, WMTFM.

### GLORIA ESTEFAN & MIAMI SOUND MACHINE "Betcha Say That" (Epic) 28/4

Rotations: Heavy 0, Medium 15/1, Light 13/3, Total Adds 4, WHTX, WRMF, WBGW, WXUS. Medium including WZNY, Y103, WIZD, WTRX, WAFL, WSKI, WQHQ, WCHV, WSLQ, WKCX, WZLO, KKLK, KYJC, KWWS. Light including KLCY, B100, WTCB, KELT, WCKQ, WCVQ, WORG, WMTFM, KFSB, WJON.

### MILLIONS LIKE US "Guaranteed For Life" (Virgin) 27/16

Rotations: Heavy 0, Medium 4/1, Light 23/15, Total Adds 16, KEY103, WTFM, WIZD, WTRX, KWFM, WGLL, WQHQ, WCHV, WAGE, WSLQ, WKCX, WAEV, WBGW, WMTFM, WJON, KWWS. Medium including WMMJ, WEIM, WAFL. Light including WSKI, WCKQ, WCVQ, WGSV, KKLK.

### GORDON LIGHTFOOT "Morning Glory" (WB) 25/3

Rotations: Heavy 1/0, Medium 8/1, Light 16/2, Total Adds 3, WAHR, WKCX, WMJC. Heavy: WEIM. Medium including WNAM, KWFM, WKNE, WAFL, WSKI, WCHV, KWWS. Light including WTCB, WIZD, WTRX, WCKQ, WCVQ, WGSV, WSLQ, WORG, WBGW, WZLO, WJON, KKLK, KYJC, KMGQ.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 WHITNEY HOUSTON	89/0	85	3	1
2 HUEY LEWIS & THE NEWS	82/1	70	11	1
3 MICHAEL JACKSON w/SIEDAH GARRETT	84/0	69	14	1
4 DAN FOGELBERG	88/0	66	18	4
5 ABC	87/1	58	24	5
6 SMOKEY ROBINSON	78/0	57	19	2
7 ANITA BAKER	79/3	57	16	6
8 CARLY SIMON	84/6	47	26	11
9 FLEETWOOD MAC	84/1	35	42	7
10 RESTLESS HEART	73/4	43	27	3
11 CUTTING CREW	78/8	18	49	11
12 KENNY G w/LENNY WILLIAMS	81/7	6	54	21
13 NYLONS	69/0	27	37	5
14 LOS LOBOS	72/0	33	31	8
15 DIONNE WARWICK & JEFFREY OSBORNE	64/0	31	26	7
16 GRATEFUL DEAD	72/6	15	43	14
17 RED SPEEDWAGON	64/1	21	35	8
18 MADONNA	58/0	17	30	11
19 DANNY WILSON	50/1	8	34	8
20 BEBE & CECE WINANS	61/2	11	37	13
21 HERB ALPERT	62/0	10	37	15
22 SWING OUT SISTER	59/12	5	34	20
23 SIMPLY RED	61/4	5	38	18
24 BREAKFAST CLUB	52/2	13	25	14
25 MICHAEL BOLTON	57/8	1	31	25
26 STEVE WINWOOD	38/0	6	22	10
27 HEART	29/0	7	18	4
28 DONNA SUMMER	45/7	3	24	18
29 AL JARREAU	50/29	0	14	36
30 CARS	43/6	2	22	19

## MOST ADDED

- AL JARREAU (29)
- MILLIONS LIKE US (16)
- SWING OUT SISTER (12)
- DAVID BOWIE (11)
- MICHAEL BOLTON (8)
- CUTTING CREW (8)
- FORCE MD'S (8)
- MADONNA (8)
- EXPOSE (7)
- KENNY G (7)
- DONNA SUMMER (7)

## HOTTEST

- WHITNEY HOUSTON (72)
- MICHAEL JACKSON (56)
- HUEY LEWIS & THE NEWS (52)
- SMOKEY ROBINSON (37)
- DAN FOGELBERG (35)
- ABC (32)
- ANITA BAKER (26)
- LOS LOBOS (22)
- FLEETWOOD MAC (14)
- RESTLESS HEART (14)
- CARLY SIMON (14)

## SIGNIFICANT ACTION

### BANANARAMA "I Heard A Rumour" (London/PolyGram) 23/1

Rotations: Heavy 5/0, Medium 9/1, Light 9/0, Total Adds 1, K101. Heavy: WKYE, KEY103, WGLL, WSKI, KWWS. Medium including WSNY, WHTX, B100, WMGN, WAFL, WCKQ, WCHV, WXUS. Light including WAEB, WIZD, WSLQ, WHVE, WAGE, WAEV.

### DEBBIE GIBSON "Only In My Dreams" (Atlantic) 23/0

Rotations: Heavy 7/0, Medium 9/0, Light 7/0, Total Adds 0. Heavy: WLTF, KS95, WKYE, KEY103, WMGN, KDUK, WCKQ. Medium: WNLT, KLSI, KKLK, WTCB, U102, WSLQ, KKOB, WCHV, WMTFM. Light: KELT, WTRX, 3WM, KOAQ, WSLQ, WAEV, WZLO.

### REGINA BELLE "Show Me The Way" (Columbia) 21/0

Rotations: Heavy 0, Medium 10/0, Light 11/0, Total Adds 0. Medium: WGLL, WAFL, WQHQ, WCVQ, WGSV, WKCX, WMTFM, KFSB, WJON, KMGQ. Light: WNIC, WTFM, WRKA, WLACFM, WNAM, KWAV, WMMJ, WCKQ, WSLQ, WAEV, WZLO.

### TAJA SEVELLE "Love Is Contagious" (Paisley Park/Reprise) 17/2

Rotations: Heavy 1/0, Medium 3/1, Light 13/1, Total Adds 2, WSLQ, KWWS. Heavy: KOST. Medium including WAFL, WQHQ. Light including KLCY, B100, KWAV, WEIM, WSKI, WCHV, WCVQ, WGSV, WAGE, WKCX, WZLO, WMTFM.

### SUZANNE VEGA "Solitude Standing" (A&M) 16/3

Rotations: Heavy 0, Medium 5/1, Light 11/2, Total Adds 3, KEY103, WGLL, WMTFM. Medium including WNAM, KWFM, WAFL, WCHV. Light including WEIM, WSKI, WQHQ, WSLQ, WORG, WZLO, KKLK, KYJC, KWWS.

### BEE GEES "You Win Again" (WB) 16/2

Rotations: Heavy 0, Medium 3/0, Light 13/2, Total Adds 2, KEY103, WTRX. Medium: WKYE, WCHV, WKCX. Light including WHTX, WNAM, WEIM, WAFL, WSKI, WQHQ, WCKQ, WZLO, WMTFM, KFSB, KYJC.

### DAVID BOWIE "Never Let Me Down" (EMI-Manhattan) 14/11

Rotations: Heavy 0, Medium 4/2, Light 10/9, Total Adds 11, WAEB, WKYE, KWFM, WEIM, WSKI, WQHQ, WSLQ, WORG, WKCX, KKLK, KWWS. Medium including WHVE, WAFL. Light including B100.

### ANNE MURRAY "Anyone Can Do The Heart Break" (Capitol) 14/0

Rotations: Heavy 0, Medium 7/0, Light 7/0, Total Adds 0. Medium: WNAM, WGLL, WAFL, WAHR, WKCX, KFSB, WJON. Light: WTRX, WKNE, WTNV, WCVQ, WGSV, WBGW, WZLO.

### PARTLAND BROTHERS "One Chance" (EMI-Manhattan) 12/1

Rotations: Heavy 0, Medium 1/0, Light 11/1, Total Adds 1, KWWS. Medium: WAFL. Light including WAEB, WNAM, WTRX, WEIM, WSKI, WSLQ, WKCX, WAEV, KKLK, KYJC.

### MADONNA "Causing A Commotion" (Sire/WB) 10/8

Rotations: Heavy 0, Medium 2/2, Light 8/6, Total Adds 8, B100, WKYE, WIZD, WEIM, WAFL, WCHV, WORG, KKLK. Light including WTCB, KYJC.

### ALISON MOYET "Weak In The Presence Of Beauty" (Columbia) 9/6

Rotations: Heavy 0, Medium 0, Light 9/6, Total Adds 6, WAFL, WSKI, WORG, WKCX, WZLO, KWWS. Light including WNAM, WQHQ, KYJC.

### CROWDED HOUSE "World Where You Live" (Capitol) 9/0

Rotations: Heavy 0, Medium 4/0, Light 5/0, Total Adds 0. Medium: WCKQ, WCHV, KFSB, KYJC. Light: B100, WMMJ, WSLQ, WAEV, WZLO.

### EXPOSE "Let Me Be The One" (Arista) 8/7

Rotations: Heavy 0, Medium 1/1, Light 7/6, Total Adds 7, B100, WEIM, WSKI, WORG, WAEV, WZLO, KWWS. Light including WCKQ.

### EUROPE "Carrie" (Epic) 8/0

Rotations: Heavy 0, Medium 4/0, Light 4/0, Total Adds 0. Medium: B100, WKYE, WSLQ, WEIM. Light: WAFL, WCKQ, WORG, KWWS.

### WHISPERS "Rock Steady" (Solar/Capitol) 8/0

Rotations: Heavy 1/0, Medium 5/0, Light 2/0, Total Adds 0. Heavy: WKYE. Medium: WNLT, B100, KEY103, WHVE, WGLL. Light: KLSI, KOAQ.

## NEW ARTISTS

	Reports/Adds
1 ROGERS & MILSAP/Make No Mistake (RCA)	29/1
2 MILLIONS LIKE US/Guaranteed For Life (Virgin)	27/16
3 DEBBIE GIBSON/Only In My Dreams (Atlantic)	23/0
4 REGINA BELLE/Show Me The Way (Columbia)	21/0
5 TAJA SEVELLE/Love Is Contagious (Paisley Park/Reprise)	17/2
6 DAVID BOWIE/Never Let Me Down (EMI-Manhattan)	14/11
7 PARTLAND BROS./One Chance (EMI-Manhattan)	12/1
8 ALISON MOYET/Weak In The Presence Of Beauty (Columbia)	9/6
9 EXPOSE/Let Me Be The One (Arista)	8/7
10 EUROPE/Carrie (Epic)	8/0

New Artists are those who have not previously been reported as a Breaker by reporting stations.

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 on from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the AC chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.



# AC ADDS & HOTS

## MUSIC INTENSIVE

### EAST

#### PARALLEL ONE

WALK/Long Island  
Edwards/Daniels

GRATEFUL DEAD  
HUEY LEWIS & THE  
LOS LOBOS  
MICHAEL JACKSON  
WHITNEY HOUSTON  
ABC

WSN/Philadelphia  
Tyler/Johnson

RESTLESS HEART  
SWING OUT SISTER  
CARS  
HUEY LEWIS & THE  
WHITNEY HOUSTON  
ABC  
DAN FOGELBERG  
CARLY SIMON

WHTX/Pittsburgh  
Keith Abrams

BE BE & CE CE WIN  
MIAMI SOUND MACHI  
MICHAEL BOLTON  
HUEY LEWIS & THE  
ABC  
MICHAEL JACKSON  
LISA LISA

#### PARALLEL TWO

WAEB/Allentown  
Chris Bailey

AL JARREAU  
DAVID BOWIE  
HUEY LEWIS & THE  
WHITNEY HOUSTON  
ABC  
FLEETWOOD MAC  
HUEY LEWIS & THE

WKYE/Johnstown  
Jack Michaels

MADONNA  
DAVID BOWIE  
MICHAEL BOLTON  
FORCE MD'S  
AL JARREAU  
HUEY LEWIS & THE  
WHITNEY HOUSTON  
DEBBIE GIBSON  
GRATEFUL DEAD  
BANANARAMA  
HUEY LEWIS & THE

WKGW/Rt. 90-Rome  
Carpenter/Carr

SWING OUT SISTER  
AL JARREAU  
HUEY LEWIS & THE  
WHITNEY HOUSTON  
DAN FOGELBERG  
HUEY LEWIS & THE  
WHITNEY HOUSTON  
MICHAEL JACKSON

#### PARALLEL THREE

WWMJ/Bangor  
Haskell/Miller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WTPN/Waterbury  
Jay Donovan

none  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
WHITNEY HOUSTON  
ABC  
HUEY LEWIS & THE

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

KOST/Los Angeles  
Kaye/Kiley

none  
Hottest:  
MICHAEL JACKSON  
SMOKEY ROBINSON  
CUTTING CREW  
ABC  
FLEETWOOD MAC

WEM/Fitchburg  
Jack Raymond

EXPOSE  
MADONNA  
DAVID BOWIE  
K.T. OSLIN  
BLACK  
Hottest:  
BREAKFAST CLUB  
HUEY LEWIS & THE  
HERB ALPERT  
WHITNEY HOUSTON  
DAN FOGELBERG  
ABC

WKNE/Keene  
Mike Trombly

K.T. OSLIN  
RAY PARKER JR.  
PAT METHENY  
Hottest:  
MICHAEL JACKSON  
DAN FOGELBERG  
KENNY G  
SMOKEY ROBINSON  
WHITNEY HOUSTON

WQLL/Mercersburg  
Low/Schmidt

none  
Hottest:  
MICHAEL BOLTON  
RAY PARKER JR.  
SUZANNE VEGA  
MILLIONS LIKE US  
Hottest:  
WHITNEY HOUSTON  
LOS LOBOS  
HUEY LEWIS & THE  
SMOKEY ROBINSON  
DAN FOGELBERG

WAFM/Windford, DE  
Tim Brough

MADONNA  
AL JARREAU  
JOAN BAEZ  
JOHN WAITE  
LUTHER VANDROSS  
ALISON MOYET  
BONNIE HAYES  
PAT METHENY  
Hottest:  
WHITNEY HOUSTON  
GRATEFUL DEAD  
BREAKFAST CLUB  
CARLY SIMON  
MICHAEL BOLTON

WSKJ/Montpelier  
Bruce Stebbins

EXPOSE  
DAVID BOWIE  
K.T. OSLIN  
BONNIE HAYES  
ALISON MOYET  
Hottest:  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
CARLY SIMON  
NYLONS  
REO SPEEDWAGON

WQHQ/Salisbury  
Ken Medek

DAVID BOWIE  
MILLIONS LIKE US  
AL JARREAU  
Hottest:  
WHITNEY HOUSTON  
ABC  
LAURA BRANIGAN  
DAN FOGELBERG  
HUEY LEWIS & THE

WVTV/Watertown  
Jay Donovan

none  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
WHITNEY HOUSTON  
ABC  
HUEY LEWIS & THE

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

### SOUTH

#### PARALLEL ONE

WSB-FM/Atlanta  
LoCasolo/McCoy

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

Y103/Jacksonville  
Goldson/Lee

AL JARREAU  
CARLY SIMON  
Hottest:  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
MICHAEL JACKSON  
ABC  
ANITA BAKER

WTFM/Johnson City  
Mark McKinney

MILLIONS LIKE US  
Hottest:  
MICHAEL JACKSON  
SMOKEY ROBINSON  
RESTLESS HEART  
HUEY LEWIS & THE  
WHITNEY HOUSTON

U102/Knoxville  
Hobbs/Trotter

CUTTING CREW  
CARLY SIMON  
DONNA SUMMER  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
RESTLESS HEART  
DAN FOGELBERG  
STEVE WINWOOD

WRKA/Louisville  
Kenny/Crawford

CUTTING CREW  
FORCE MD'S  
Hottest:  
ABC  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WZNY/Augusta, GA  
John Patrick

none  
Hottest:  
MICHAEL JACKSON  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
CARLY SIMON  
CUTTING CREW

KEY103/Austin  
Reker/Alen

AL JARREAU  
MILLIONS LIKE US  
BEE GEES  
SUZANNE VEGA  
CARS  
Hottest:  
WHITNEY HOUSTON  
ABC  
MICHAEL JACKSON  
DEBBIE GIBSON  
BANANARAMA

WXTG/Charleston  
Quincy/O'Brien

CUTTING CREW  
SWING OUT SISTER  
BREAKFAST CLUB  
Hottest:  
WHITNEY HOUSTON  
ANITA BAKER  
MICHAEL JACKSON  
ABC  
CARLY SIMON

WEZC/Charlotte  
Herring/Conway

CUTTING CREW  
KENNY G  
Hottest:  
ANITA BAKER  
HEART  
KENNY G  
MICHAEL JACKSON  
SMOKEY ROBINSON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
DAN FOGELBERG  
ABC  
ANITA BAKER  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WTCB/Columbia, SC  
Mark Hamlin

none  
Hottest:  
DAN FOGELBERG  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WSLQ/Roanoke  
O'Shea/Fry

SWING OUT SISTER  
KENNY G  
SIMPLY RED  
CARS  
FORCE MD'S  
ANITA BAKER  
MICHAEL BOLTON  
AL JARREAU  
Hottest:  
MICHAEL JACKSON  
HUEY LEWIS & THE  
LOS LOBOS  
RESTLESS HEART  
CARLY SIMON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WAGE/Leesburg  
Steve Porter

MILLIONS LIKE US  
BONNIE HAYES  
DONNA SUMMER  
Hottest:  
MICHAEL JACKSON  
HUEY LEWIS & THE  
LOS LOBOS  
RESTLESS HEART  
CARLY SIMON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

### MIDWEST

#### PARALLEL ONE

WARM98/Cincinnati  
West/Kozak

none  
Hottest:  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
DAN FOGELBERG  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
WHITNEY HOUSTON

WVVA/Wilmington  
Sawyer/Masteller

none



# AC ADDS & HOTS

## FULL-SERVICE AC

### MOST ADDED

- AL JARREAU (8)
- FLEETWOOD MAC (5)
- SIMPLY RED (4)
- BEBE & CECE WINANS (4)
- MICHAEL BOLTON (3)
- CUTTING CREW (3)
- MADONNA (3)
- RESTLESS HEART (3)
- CARLY SIMON (3)

### HOTTEST

- MICHAEL JACKSON (42)
- WHITNEY HOUSTON (40)
- DAN FOGELBERG (25)
- SMOKEY ROBINSON (22)
- HUEY LEWIS & THE NEWS (20)
- LOS LOBOS (19)
- WARWICK/OSBORNE (18)
- ABC (7)
- RESTLESS HEART (7)

## GOLD INTENSIVE

### MOST ADDED

- FLEETWOOD MAC (3)
- MICHAEL BOLTON (2)
- CUTTING CREW (2)
- KENNY G (2)
- GRATEFUL DEAD (2)
- AL JARREAU (2)
- RESTLESS HEART (2)

### HOTTEST

- WHITNEY HOUSTON (23)
- MICHAEL JACKSON (22)
- SMOKEY ROBINSON (18)
- HUEY LEWIS & THE NEWS (14)
- LOS LOBOS (11)
- DAN FOGELBERG (10)
- ABC (7)
- WARWICK/OSBORNE (6)
- DANNY WILSON (6)
- DAN HILL (3)
- U2 (3)

### EAST

#### PARALLEL ONE

WBEN/Buffalo  
Hank Nevins  
none  
Hottest:  
WARWICK & OSBORNE  
MICHAEL JACKSON  
LOS LOBOS  
WGR/Buffalo  
Mike Roszman  
MICHAEL BOLTON  
BREAKFAST CLUB  
SIMPLY RED  
BE BE & CE CE WIN  
Hottest:  
FLEETWOOD MAC  
HUEY LEWIS & THE  
DAN FOGELBERG  
KENNY G  
CARLY SIMON

WKSZ/Philadelphia  
Jim Rafferty  
none  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
WARWICK & OSBORNE  
KDKA/Pittsburgh  
Cheryl Morton  
none  
Hottest:  
SMOKEY ROBINSON  
MICHAEL JACKSON  
WHITNEY HOUSTON  
WPRO/Providence  
Tom Cuddy  
FLEETWOOD MAC  
Hottest:  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
LOS LOBOS  
DAN FOGELBERG  
RED SPEEDWAGON

#### PARALLEL TWO

WMAJ/Washington  
Eileen Griffin  
none  
Hottest:  
CARLY SIMON  
MICHAEL JACKSON  
WARWICK & OSBORNE  
STEVE WINWOOD  
RESTLESS HEART  
WCHS/Charleston  
Vic Marino  
CUTTING CREW  
GORDON LIGHTFOOT  
SUZANNE VEGA  
MADONNA  
Hottest:  
MICHAEL JACKSON  
WHITNEY HOUSTON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
CARLY SIMON

WICC/Bridgeport  
Peters/Becker  
none  
Hottest:  
LOS LOBOS  
MICHAEL JACKSON  
WHITNEY HOUSTON  
GRATEFUL DEAD  
ABC  
WTIC/Hartford  
David Bernstein  
AL JARREAU  
Hottest:  
WARWICK & OSBORNE  
WHITNEY HOUSTON  
RESTLESS HEART  
MICHAEL JACKSON  
CARLY SIMON  
WELI/New Haven  
Gross/McCormick  
none  
Hottest:  
ABC  
DANNY WILSON  
WHITNEY HOUSTON  
CARLY SIMON  
HERB ALPERT

WQY/Schenectady  
Bridle/Sgarata  
ROGERS & MILSAP  
BE BE & CE CE WIN  
BEE GEES  
Hottest:  
MADONNA  
SMOKEY ROBINSON  
WHITNEY HOUSTON  
MICHAEL JACKSON  
WTRN/Morristown  
Emery/Boyle  
DONNA SUMMER  
FORCE MD'S  
Hottest:  
HUEY LEWIS & THE  
ABC  
WHITNEY HOUSTON  
MICHAEL JACKSON  
DAN FOGELBERG

#### PARALLEL THREE

WTKO/Utica  
Clyde/Thornton  
FLEETWOOD MAC  
Hottest:  
ABC  
HUEY LEWIS & THE  
MICHAEL JACKSON  
DAN FOGELBERG  
WHITNEY HOUSTON  
WNYR/Morristown  
Emery/Boyle  
DONNA SUMMER  
FORCE MD'S  
Hottest:  
HUEY LEWIS & THE  
ABC  
WHITNEY HOUSTON  
MICHAEL JACKSON  
DAN FOGELBERG

### EAST

#### PARALLEL ONE

WYBT/Baltimore  
Beach/O'Neill  
none  
Hottest:  
WARWICK & OSBORNE  
MICHAEL JACKSON  
MADONNA  
SUZANNE VEGA  
WHITNEY HOUSTON  
none  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
WHITNEY HOUSTON  
HUEY LEWIS & THE

WASH/Washington  
Patrick/Quinn  
none  
Hottest:  
KENNY G  
SMOKEY ROBINSON  
MICHAEL JACKSON  
WHITNEY HOUSTON  
WARWICK & OSBORNE  
WLTJ/Washington  
Don Davis  
KENNY G  
SIMPLY RED  
Hottest:  
ABC  
DAN FOGELBERG  
WHITNEY HOUSTON  
MICHAEL JACKSON  
HUEY LEWIS & THE

#### PARALLEL TWO

WYYY/Syracuse  
Jeff Brown  
KENNY G  
FLEETWOOD MAC  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
DAN FOGELBERG

28 Reporters  
13 Current Reports

Due to the Labor Day holiday,  
there were a high number  
of freezes.

### SOUTH

#### PARALLEL TWO

WBT/Charlotte  
Andy Bickle  
DAN FOGELBERG  
ANITA BAKER  
FLEETWOOD MAC  
AL JARREAU  
MADONNA  
EDDY RAVEN  
Hottest:  
HUEY LEWIS & THE  
WARWICK & OSBORNE  
SMOKEY ROBINSON  
WHITNEY HOUSTON  
MICHAEL JACKSON

WGOW/Chattanooga  
Gary Mac  
none  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
SMOKEY ROBINSON  
WHAS/Louisville  
Bruce/McElwain  
none  
Hottest:  
MADONNA  
WARWICK & OSBORNE  
LOS LOBOS  
MICHAEL JACKSON  
WHITNEY HOUSTON

WDBO/Orlando  
Dutch Schaffer  
none  
Hottest:  
MICHAEL JACKSON  
HUEY LEWIS & THE  
DAN FOGELBERG  
WARWICK & OSBORNE  
NYLONS  
WRVA/Richmond  
Gary King  
none  
Hottest:  
DAN FOGELBERG  
WHITNEY HOUSTON  
SMOKEY ROBINSON  
WARWICK & OSBORNE  
DANNY WILSON

#### PARALLEL THREE

WSTU/Stuart  
Gran/Archer  
none  
Hottest:  
MICHAEL JACKSON  
HUEY LEWIS & THE  
DAN FOGELBERG  
WHITNEY HOUSTON  
LOS LOBOS  
WGBR/Goldsboro  
Alan Hoover  
SIMPLY RED  
MEDLEY & WARNES  
ALABAMA  
Hottest:  
DAN FOGELBERG  
HUEY LEWIS & THE  
WHITNEY HOUSTON  
ANITA BAKER  
CARLY SIMON  
WKYX/Paducah  
Carroll/Rivers  
NYLONS  
FLEETWOOD MAC  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
DAN FOGELBERG

WYXX/Paducah  
Carroll/Rivers  
NYLONS  
FLEETWOOD MAC  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
DAN FOGELBERG

WYXX/Paducah  
Carroll/Rivers  
NYLONS  
FLEETWOOD MAC  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
DAN FOGELBERG

### SOUTH

#### PARALLEL ONE

WFOX/Atlanta  
Dennis Winslow  
CUTTING CREW  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
DAN HILL  
KSMQ/San Antonio  
Jay Scott  
HUEY LEWIS & THE  
Hottest:  
DAN FOGELBERG  
WHITNEY HOUSTON  
STEVE WINWOOD  
LOS LOBOS  
SMOKEY ROBINSON

KFMK/Houston  
John Stevens  
ABC  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
DAN HILL  
KMQC/Dallas  
Bob De Lancy  
none  
Hottest:  
DAN FOGELBERG  
DANNY WILSON  
SMOKEY ROBINSON  
NYLONS  
WHITNEY HOUSTON

ZWD/Norfolk  
Gary King  
none  
Hottest:  
DAN HILL  
CROWDED HOUSE  
DANNY WILSON  
U2  
STEVE WINWOOD

WUSA/Tampa  
Bob DeCarlo  
none  
Hottest:  
SMOKEY ROBINSON  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
DANNY WILSON  
LOS LOBOS

WSTF/Orlando  
Ballard/Kirkland  
none  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
WHITNEY HOUSTON  
SMOKEY ROBINSON  
HUEY LEWIS & THE

WRAL/Raleigh  
Michael Neff  
GRATEFUL DEAD  
DEBBIE GIBSON  
FLEETWOOD MAC  
RESTLESS HEART  
Hottest:  
ABC  
WHITNEY HOUSTON  
LOS LOBOS  
HUEY LEWIS & THE  
DANNY WILSON

WEBS/Richmond  
Mike Ryan  
none  
Hottest:  
CUTTING CREW  
GRATEFUL DEAD  
Hottest:  
HUEY LEWIS & THE  
SMOKEY ROBINSON  
MICHAEL JACKSON  
DAN FOGELBERG  
ABC

### MIDWEST

#### PARALLEL ONE

WLWC/Cincinnati  
Dave Reinhart  
ANITA BAKER  
CARLY SIMON  
Hottest:  
DAN FOGELBERG  
WHITNEY HOUSTON  
HUEY LEWIS & THE  
SMOKEY ROBINSON  
ABC  
WTVN/Columbus  
Evana/Lane  
CARLY SIMON  
RESTLESS HEART  
MADONNA  
LOS LOBOS  
FLEETWOOD MAC  
Hottest:  
MICHAEL JACKSON  
STEVE WINWOOD  
DANNY WILSON  
WHITNEY HOUSTON  
HUEY LEWIS & THE

56KRC/Cincinnati  
Denny Nugent  
none  
Hottest:  
SUZANNE VEGA  
WARWICK & OSBORNE  
MICHAEL JACKSON  
LOS LOBOS  
WTLN/Milwaukee  
Debbie Hinkle  
none  
Hottest:  
MICHAEL JACKSON  
SMOKEY ROBINSON  
WARWICK & OSBORNE  
DAN FOGELBERG  
RESTLESS HEART  
WCCO/Minneapolis  
Curt Lundgren  
AL JARREAU  
VANGELIS  
Hottest:  
DAN FOGELBERG  
WARWICK & OSBORNE  
WHITNEY HOUSTON

KMOX/St. Louis  
Bob Osborne  
none  
Hottest:  
LOS LOBOS  
MICHAEL JACKSON  
WHITNEY HOUSTON  
DAN FOGELBERG  
CARLY SIMON

WOOD/Grand Rapids  
Skip Easack  
HUEY LEWIS & THE  
RESTLESS HEART  
Hottest:  
DAN FOGELBERG  
LOS LOBOS  
MICHAEL JACKSON  
WHITNEY HOUSTON

WROK/Rockford  
Strassell/Garcia  
none  
Hottest:  
MICHAEL JACKSON  
WHITNEY HOUSTON  
HUEY LEWIS & THE

WCIL/Carbondale  
Rich Bird  
none  
Hottest:  
LOS LOBOS  
DEBBIE GIBSON  
GRATEFUL DEAD  
MICHAEL JACKSON  
RED SPEEDWAGON

### MIDWEST

#### PARALLEL ONE

WLTQ/Milwaukee  
Bobby Irwin  
CARLY SIMON  
ANITA BAKER  
AL JARREAU  
Hottest:  
SMOKEY ROBINSON  
WHITNEY HOUSTON  
MICHAEL JACKSON  
LOS LOBOS  
DANNY WILSON  
MICHAEL JACKSON  
WARWICK & OSBORNE  
WLLT/Cincinnati  
Kay/Zerhusen  
none  
Hottest:  
SMOKEY ROBINSON  
DAN FOGELBERG  
LOS LOBOS  
NYLONS  
DAN FOGELBERG

WLT/Detroit  
Pat Holiday  
AL JARREAU  
RESTLESS HEART  
MICHAEL BOLTON  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
LOS LOBOS  
WARWICK & OSBORNE  
KRAV/Tulsa  
Brian Chase  
FLEETWOOD MAC  
Hottest:  
MICHAEL JACKSON  
LOS LOBOS  
HUEY LEWIS & THE  
SMOKEY ROBINSON  
ABC  
WENS/Indianapolis  
Gray/Eagan  
none  
Hottest:  
U2  
WHITNEY HOUSTON  
LOS LOBOS  
NYLONS  
DAN FOGELBERG

KUDL/Kansas City  
Brian Casey  
DAN FOGELBERG  
Hottest:  
WHITNEY HOUSTON  
SMOKEY ROBINSON  
MICHAEL JACKSON  
LOS LOBOS  
WARWICK & OSBORNE

WYXX/Paducah  
Carroll/Rivers  
NYLONS  
FLEETWOOD MAC  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE  
DAN FOGELBERG

KXOA/Sacramento  
Tom Gray  
Hottest:  
MICHAEL JACKSON  
SMOKEY ROBINSON  
WHITNEY HOUSTON  
CARLY SIMON  
RESTLESS HEART  
KCCW/Portland  
Bill Minkler  
NATALIE COLE  
CARS  
BRYDGE  
MICHAEL BOLTON  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
DAN FOGELBERG  
CARLY SIMON

KMZQ/Los Angeles  
Tim Maranville  
none  
Hottest:  
MICHAEL JACKSON  
HUEY LEWIS & THE  
ABC  
SMOKEY ROBINSON  
FLEETWOOD MAC  
KTRR/Honolulu  
Austin Vahl  
none  
Hottest:  
SMOKEY ROBINSON  
WARWICK & OSBORNE  
WHITNEY HOUSTON  
MICHAEL JACKSON  
FLEETWOOD MAC

### WEST

#### PARALLEL ONE

KHOW/Denver  
Murphy Huston  
none  
Hottest:  
MICHAEL JACKSON  
WARWICK & OSBORNE  
LOS LOBOS  
WHITNEY HOUSTON  
SMOKEY ROBINSON  
KFIL/Los Angeles  
Ken Kohl  
WHITNEY HOUSTON  
Hottest:  
AL JARREAU  
RONSTADT & INGRAM  
IGLESIAS & W. NEL  
KOY/Phoenix  
Gary McCartie  
none  
Hottest:  
LOS LOBOS  
SMOKEY ROBINSON  
WARWICK & OSBORNE  
MICHAEL JACKSON  
WHITNEY HOUSTON

KEX/Portland  
Gardner/Patterson  
none  
Hottest:  
MICHAEL JACKSON  
SMOKEY ROBINSON  
WARWICK & OSBORNE  
DAN HILL  
KQW/Portland  
Lakeland/Tom  
none  
Hottest:  
MICHAEL JACKSON  
HEART  
FLEETWOOD MAC  
HUEY LEWIS & THE  
KFMB/San Diego  
Mark Larson  
MIAMI SOUND MACHI  
ROGERS & MILSAP  
SIMPLY RED  
CUTTING CREW  
Hottest:  
MICHAEL JACKSON  
WHITNEY HOUSTON  
DAN FOGELBERG  
ANITA BAKER  
LOS LOBOS

KSL/Salt Lake City  
Danny Jessop  
BE BE & CE CE WIN  
AL JARREAU  
CARS  
TARA SEVILLA  
MIAMI SOUND MACHI  
Hottest:  
DAN FOGELBERG  
WHITNEY HOUSTON  
MICHAEL JACKSON  
SMOKEY ROBINSON  
HUEY LEWIS & THE

KBOI/Boise  
Dr. Drew Harold  
MICHAEL BOLTON  
Hottest:  
WHITNEY HOUSTON  
MICHAEL JACKSON  
HUEY LEWIS & THE  
SMOKEY ROBINSON  
LOS LOBOS  
KUGN/Eugene  
O'Brien/James  
AL JARREAU  
BE BE & CE CE WIN  
SIMPLY RED  
Hottest:  
SMOKEY ROBINSON  
ANITA BAKER  
DAN FOGELBERG  
NYLONS  
ABC  
KSSK/Honolulu  
Paul Holt  
RESTLESS HEART  
CARLY SIMON  
Hottest:  
SMOKEY ROBINSON  
DAN FOGELBERG  
WHITNEY HOUSTON  
MICHAEL JACKSON

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

WJBC/Bloomington  
Munson/Selowitz  
none  
Hottest:  
DAN FOGELBERG  
MICHAEL JACKSON  
ABC  
ANITA BAKER  
RESTLESS HEART

## SUMMARY

Due to Labor Day, many stations reported frozen lists, throwing many things off balance. Full-Service had the fewest additions since the AC changes went into effect (7/24). One of the eight FSA stations introducing Al Jarreau's "Since I Fell For You" is P1 powerhouse WCCO/Minneapolis. For the second week, Fleetwood Mac is Gold Intensive's Most Added, gaining three P2s (WYYY/Syracuse, WRAL/Raleigh, KRAV/Tulsa). Houston-Jackson-Robinson are GI's hottest for a second straight week, with Huey Lewis gaining strength. Three Alternative ACs listed Swing Out Sister cuts (excluding the "Breakout" single) as Hottest.

## ALTERNATIVE AC

- |  |   |   |
|--|---|---|
| <p><b>KKSJ/San Francisco</b><br/>Steve Feinstein<br/>CHET ATKINS "Sails"<br/>PAT KELLEY "Simple Things"<br/>JOE TAYLOR "Where The Heart Is"<br/>Hottest:<br/>ACOUSTIC ALCHEMEY "Mr Chow"<br/>SUZANNE CIANI "Velocity"<br/>IMAGES "Treasure"<br/>MONTREUX "To Be"<br/>SWING OUT SISTER "Twilight"</p>   | <p><b>KBLX/San Francisco</b><br/>Tony Kilbert<br/>none<br/>Hottest:<br/>MICHAEL FRANKS "Face"<br/>SMOKEY ROBINSON "Heartbeat"<br/>BOY GEORGE "Everything"<br/>HERB ALPERT "Rain"<br/>WHITNEY HOUSTON "Didn't"</p> | <p><b>WBMW/Washington</b><br/>John Sebastian<br/>AZUMA "Silver"<br/>SCOTT COSSU "Bejun"<br/>LUCIA HWONG "Lunar"<br/>JOHANNES SCHMOELLING "Matjorca"<br/>MARC JORDAN "Moon"<br/>PAT METHENY "Train"<br/>HIROSHIMA "I've Been Here"<br/>MONTREUX "Sign"<br/>BASIA "Astrud"<br/>FATBURGER "Good News"<br/>ACOUSTIC ALCHEMEY "Mr. Chow"<br/>CHECKFIELD "Clockwork"<br/>MARIA VIDAL "Life"<br/>ANDY NARELL "Chocolate"<br/>BEN TAVERA KING "Calcutta"<br/>GO WEST "Baltimore"<br/>LANZ &amp; SPEER "Waterfall"<br/>STEVE BACH "Hometown"<br/>SCHOENERTZ &amp; SCOTT "Washing"<br/>Hottest:<br/>RICHE HAVENS "Know"<br/>SUZANNE CIANI "Velocity"<br/>SWING OUT SISTER "Communion"<br/>KITARO "Theme"<br/>KINDLER &amp; BELL "Dolphin"</p> |
| <p><b>KUTE/Los Angeles</b><br/>Lawrence Tanter<br/>WENDY &amp; LISA "About" "Chance"<br/>PAUL RUSSO "Morning"<br/>RAY PARKER JR. "After"<br/>BLACK "Sweetest"<br/>RICHARD CARPENTER "Something" "Love"<br/>Hottest:<br/>SWING OUT SISTER "Twilight"<br/>GO WEST "King"<br/>MICHAEL TOMLINSON "Sunlight"<br/>SARAH VAUGHN "Love"<br/>PAT METHENY "Talk"</p> | <p><b>KLRJ/San Jose</b><br/>Mark Hill<br/>none<br/>Hottest:<br/>CHRIS SPHEERIS "Desires"<br/>PATRICK MORAZ "Hyperwaves"<br/>GEOFFREY DOWNES "Symphonique"<br/>PAT METHENY "Train"<br/>PETE BARDENS "Scene 1"</p>  | <p><b>KACE/Los Angeles</b><br/>Pam Robinson<br/>none<br/>Hottest:<br/>SMOKEY ROBINSON "Heartbeat"<br/>MICHAEL JACKSON "Loving"<br/>MICHAEL FRANKS "Island"<br/>FREDDIE JACKSON "Jam"<br/>WHITNEY HOUSTON "Didn't"</p>   |



# REGIONAL AIR ACTIVITY

**PLAYLISTS** — An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power are included in a station's heavy rotation.

For all stations, light rotation is condensed to include only those records added to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

**Symbols:**  
'A' — Record is newly reported or additional tracks have been added.

(M); (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base.

**PARALLELS** — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000 +  
Parallel Two: 200,000 - 1,000,000  
Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel.

## EAST

### PARALLEL ONE

**WBAB/Long Island (516) 567-1023**  
VP/PG: BOB BUCHMANN  
MD: RALPH TORTORA

- Heavy GRATEFUL DEAD(M) JOHN COUGAR MELLEN(M)
- CARS(M)
- PINK FLOYD(M)
- U2(M)
- HEART(M)
- WHITESNAKE(M)
- RUSH(M)
- DANNY WILSON
- EUROPE
- MICK JAGGER
- FLEETWOOD MAC
- SQUEEZE
- BRYAN ADAMS
- Medium LA BAMB
- HOOTERS
- DAVID BOWIE
- R.E.M.
- SUZANNE VEGA
- DEF LEPPARD
- CRUZADOS
- MR. MISTER
- AEROSMITH
- ROGER WATERS
- INSIDERS
- KISS
- MELVIN JAMES
- GREAT WHITE
- TIMOTHY B. SCHMIT
- BILLY IDOL
- LOST BOYS
- RICHARD MARX
- FABULOUS THUNDERBI
- LOVERBOY
- JETHRO TULL

**DC101/Washington (202) 626-9932 DC**

- VP/PG: DAVE BROWN
- OD/MD: CURT GARY
- Heavy DAVID BOWIE
- HEART
- U2(M)
- NICK JAGGER
- GRATEFUL DEAD(M)
- BRYAN ADAMS
- JOHN COUGAR MELLEN
- FLEETWOOD MAC
- PINK FLOYD
- WHITESNAKE(M)
- CARS
- RUSH
- RICHARD MARX
- EDDIE MONEY
- BILLY IDOL
- LA BAMB
- HOOTERS
- JOHN COUGAR MELLEN
- PAUL KELLY
- ROGER WATERS
- BRANDOS
- AEROSMITH
- DEF LEPPARD
- SQUEEZE
- GARY MOORE
- INSIDERS
- DAVID LYNN JONES
- R.E.M.
- GLEN BURTNICK
- JIMMY DAVIS

**WIYY/Baltimore (301) 889-0098**  
PD: TOM EVANS  
MD: CHRIS ZARY

- Heavy AEROSMITH
- DAVID BOWIE
- JOHN COUGAR MELLEN
- EUROPE
- GRATEFUL DEAD(M)
- PINK FLOYD(M)
- RUSH(M)
- WHITESNAKE(M)
- FLEETWOOD MAC
- Medium DEBORDELIES
- CARS
- FABULOUS THUNDERBI
- SAMMY HAGAR
- HOOTERS
- LOVERBOY
- MR. MISTER
- R.E.M.
- DEF LEPPARD
- PETE BARDENS
- INSIDERS
- NICK JAGGER
- PAUL KELLY
- BILLY IDOL
- RICHARD MARX

**WLIR/Long Island (516) 485-9200**

- VP/PG: DENIS McMANARA
- APP: LARRY "THE DUCK"
- Heavy DUKES OF STRATOSP
- U2
- MOJO NIXON & SKID
- R.E.M.
- ECHO & THE BUNNYME
- CARS
- SQUEEZE
- REPLACEMENTS
- CURE
- GENE LOVES JEZEBEL
- LA BAMB
- NICK JAGGER
- U2
- DAVID BOWIE
- NEW ORDER
- PET SHOP BOYS
- BOHOSHI
- IT'S IMPERIAL
- DEPECHE MODE
- USA
- FAT BOYS
- BILLY IDOL
- YELLO
- LONELY IS AN EYE SO
- RELOUIS SOME
- DANNY WILSON
- SIMPLE MINDS
- Medium RAINY CHILDREN
- LIVING DAYLIGHTS
- FIGURES ON A BEACH
- CURIOSITY KILLED
- PAUL KELLY
- WARREN ZEVON
- SUZANNE VEGA
- Medium HERRING
- JOHN COUGAR MELLEN
- HOOLYWOOD BEYOND
- ALISON MOYET
- PETE BARDENS
- JESUS A MARY CHAIN
- SILENCERS
- BRANDOS
- HOODOO GURUS
- SUMMER SCHOOL
- BACK TO THE BEACH
- PSUDO ECHO
- T'PAU
- PSYCHEDELIC PURS
- ERASURE
- ABC
- Light

**CHOM/Montreal (514) 785-2425**

- PD: IAN MACLEAN
- MD: BENOIT DUFRESNE
- Heavy U2
- FLEETWOOD MAC
- CROWDED HOUSE
- JOHN COUGAR MELLEN
- SUZANNE VEGA
- GRATEFUL DEAD
- HEART
- RICHARD MARX
- LEVEL 42
- DAVID BOWIE
- HUEY LEWIS
- JOHN COUGAR MELLEN
- SILENCERS
- CARS
- MR. MISTER
- LIVING DAYLIGHTS
- PINK FLOYD
- R.E.M.
- MICK JAGGER
- ROGER WATERS
- CUTTING CREW
- Medium COREY HART
- OWAN
- NORTHERN PIKES
- BRYAN ADAMS
- HOOTERS
- CITIZENS
- MICHAEL BREEN
- CHALK CIRCLE
- DEF LEPPARD
- LOVERBOY
- RUSH
- KLICHE

**WNEW-FM/New York (212) 986-7000**

- PD: MARK CHERNOFF
- Heavy AEROSMITH(M)
- CARS(M)
- JOHN COUGAR MELLEN
- FABULOUS THUNDERBI
- LOST BOYS
- MICK JAGGER
- RICHARD MARX
- PINK FLOYD
- LOVERBOY
- DANNY WILSON
- U2
- DAVID BOWIE
- GRATEFUL DEAD
- FLEETWOOD MAC
- ROGER DALTRY
- LA BAMB
- JETHRO TULL
- R.E.M. (M)
- RUSH(M)
- SILENCERS
- SQUEEZE
- JOE WALSH
- Medium BRANDOS
- GLEN BURTNICK
- CRUZADOS
- CUTTING CREW
- INSIDERS
- LOVERBOY
- MR. MISTER
- SUZANNE VEGA
- HOOTERS
- CULT
- DEF LEPPARD
- MELVIN JAMES
- PAUL KELLY
- KISS
- OMAR & THE HOWLERS
- OUTFIELD
- PET SHOP BOYS
- REPLACEMENTS
- COCK ROBIN
- MASON RUFFNER
- SAMMY HAGAR
- STARSHIP
- TIMOTHY B. SCHMIT
- JOHN KAY
- WHITESNAKE

**WDVE/Pittsburgh (412) 937-1441**

- PD: HERSHEL
- MD: ANTHONY ALFONSI
- Heavy DEF LEPPARD
- WHITESNAKE
- GRATEFUL DEAD
- U2
- JOHN COUGAR MELLEN
- LOVERBOY
- AEROSMITH
- PINK FLOYD
- STARSHIP
- RUSH
- SAMMY HAGAR
- BRYAN ADAMS
- Medium CARS
- JOHN KAY
- HOOTERS
- FABULOUS THUNDERBI
- MICK JAGGER
- GLEN BURTNICK
- INSIDERS
- MELVIN JAMES
- HEART
- 39 SPECIAL
- GREAT WHITE
- OUTFIELD
- BEVERLY HILLS COP
- GREGG ALLMAN BAND
- TOM PETTY
- KISS
- RICHARD MARX
- LOST BOYS
- JOHN COUGAR MELLEN
- MOTLEY CRUE
- CROWDED HOUSE
- BILLY IDOL
- CULT
- ROGER WATERS
- LA BAMB

**Q107/Toronto (416) 987-3445**

- PD: BOB MACKOZYCZ
- MD: ANDY FROST
- (FROZEN)
- Heavy WHITESNAKE(M)
- DEF LEPPARD
- U2(M)
- JOHN COUGAR MELLEN(M)
- GREAT WHITE
- CARS
- AEROSMITH(M)
- PINK FLOYD
- MICK JAGGER(M)
- R.E.M.
- CHALK CIRCLE(L)
- LOVERBOY(L)
- LOVERBOY(L)
- RUSH
- MICHAEL BREEN
- JITTERS
- OMAR & THE HOWLERS
- DAVID BOWIE
- FABULOUS THUNDERBI
- GLEN BURTNICK
- FASTER PUSSYCAT
- MICHAEL WHITE
- SILENCERS
- PAUL KELLY
- ROGER WATERS
- ROGER WATERS
- LA BAMB
- CRUZADOS
- INSIDERS
- Light

**WMMR/Philadelphia (215) 561-0933**

- OM: TED UPT
- MD: ERIN RILEY
- Heavy GRATEFUL DEAD
- HOOTERS
- JOHN COUGAR MELLEN
- U2
- DAVID BOWIE
- WHITESNAKE
- PINK FLOYD
- DEF LEPPARD
- CARS
- HEART
- MICK JAGGER
- AEROSMITH
- RUSH
- GLEN BURTNICK
- R.E.M.
- EDDIE MONEY
- PETE BARDENS
- REPLACEMENTS
- BRYAN ADAMS
- INSIDERS
- DISORDERLIES
- BILLY IDOL
- Light CRUZADOS

**WHJY/Providence (401) 438-6110**

- PD: KEN CARSON
- APP: GLENN STEWART
- Heavy JOHN COUGAR MELLEN
- CARS
- AEROSMITH
- PINK FLOYD
- DEF LEPPARD
- RUSH
- BRYAN ADAMS
- RICHARD MARX
- FLEETWOOD MAC
- GRATEFUL DEAD
- JOHN COUGAR MELLEN
- R.E.M.
- INSIDERS
- WHITESNAKE
- GREAT WHITE
- MICK JAGGER
- SILENCERS
- OUTFIELD
- LA BAMB
- DAVID BOWIE
- FABULOUS THUNDERBI
- HOOTERS
- MELVIN JAMES
- SAMMY HAGAR
- GLEN BURTNICK
- BILLY IDOL
- PAUL KELLY
- JOHN WAITE
- ROGER WATERS
- JETHRO TULL
- NORTHERN PIKES
- CULT
- Light PETE BARDENS

### PARALLEL TWO

**WBUR/Providence (401) 272-9550**

- PD: KURT HIRSCH
- MD: ALISON STEWART
- Heavy JOHN COUGAR MELLEN(L)
- GRATEFUL DEAD(L)
- DAVID BOWIE
- CARS(M)
- HOOTERS(L)
- R.E.M. (L)
- PINK FLOYD(M)
- MICK JAGGER
- SQUEEZE
- U2
- Medium BRANDOS
- MASON RUFFNER(L)
- Light
- X

**WZZO/Arlington (215) 894-0511**

- PD: GENE ROMANO
- MD: RICK STRAUSS
- Heavy JOHN COUGAR MELLEN
- DEF LEPPARD
- U2
- BRYAN ADAMS
- AEROSMITH
- PINK FLOYD(M)
- CARS
- INSIDERS
- RICHARD MARX
- DAVID BOWIE
- GRATEFUL DEAD
- HOOTERS
- LOVERBOY
- RUSH(M)
- R.E.M.
- TIMOTHY B. SCHMIT
- Light
- BRANDOS

**WBVR/Buttalo (716) 852-9297**

- PD: MIKE BENSON
- APP: CAROLYN WESSEL
- Heavy JOHN COUGAR MELLEN
- FLEETWOOD MAC
- FABULOUS THUNDERBI
- MR. MISTER
- CARS
- PINK FLOYD
- FLEETWOOD MAC
- U2
- JOHN COUGAR MELLEN
- AEROSMITH(M)
- RICHARD MARX
- BRYAN ADAMS
- DAVID BOWIE
- WHITESNAKE
- LOVERBOY
- INSIDERS
- WHITESNAKE
- LA BAMB
- JOHN COUGAR MELLEN
- LOVERBOY
- JETHRO TULL
- MOTLEY CRUE
- R.E.M.
- TIMOTHY B. SCHMIT
- OMAR & THE HOWLERS
- SILENCERS
- Medium WHITESNAKE
- HEART(M)
- EUROPE
- LOVERBOY(L)
- LOVERBOY(L)
- RUSH
- MICHAEL BREEN
- JITTERS
- OMAR & THE HOWLERS
- DAVID BOWIE
- FABULOUS THUNDERBI
- GLEN BURTNICK
- FASTER PUSSYCAT
- MICHAEL WHITE
- SILENCERS
- PAUL KELLY
- ROGER WATERS
- ROGER WATERS
- LA BAMB
- CRUZADOS
- INSIDERS
- Light

**WKLC/Charleston-Huntington (304) 722-3308**

- OM: BRIAN KRYSZ
- APP: DUANE DOHERTY
- Heavy WHITESNAKE
- HEART(M)
- EUROPE
- LOVERBOY(L)
- LOVERBOY(L)
- RUSH
- MICHAEL BREEN
- JITTERS
- OMAR & THE HOWLERS
- DAVID BOWIE
- FABULOUS THUNDERBI
- GLEN BURTNICK
- FASTER PUSSYCAT
- MICHAEL WHITE
- SILENCERS
- PAUL KELLY
- ROGER WATERS
- ROGER WATERS
- LA BAMB
- CRUZADOS
- INSIDERS
- Light

**WPYX/Aibany (518) 785-0081**

- OM: ED LEVINE
- APD: JOHN COOPER
- Heavy BRYAN ADAMS
- CARS
- MR. MISTER
- DAVID BOWIE
- JOHN COUGAR MELLEN
- WHITESNAKE
- U2
- AEROSMITH
- DEF LEPPARD
- FLEETWOOD MAC
- PINK FLOYD
- GRATEFUL DEAD
- MICK JAGGER
- RUSH
- Medium LA BAMB
- LOST BOYS

**WDHA/Dover (201) 328-1055**

- VP/OM: BOB LINDER
- PD: MIKE BOYLE
- Heavy JOHN COUGAR MELLEN(M)
- CARS(M)
- GRATEFUL DEAD(M)
- DEF LEPPARD(M)
- U2
- GLEN BURTNICK(M)
- LOVERBOY(M)
- AEROSMITH(M)
- PINK FLOYD
- R.E.M. (M)
- RUSH
- MICK JAGGER
- BRYAN ADAMS
- RICHARD MARX
- SILENCERS
- INSIDERS
- FABULOUS THUNDERBI
- MR. MISTER
- MELVIN JAMES
- Medium ROGER WATERS
- A BEAT FARMERS
- A GREAT WHITE
- A JETHRO TULL
- A ICEHOUSE
- Light LA BAMB
- A JIMMY DAVIS
- A DAVE ALVIN

**WTPA/Harrisburg (717) 697-1141**

- PD: JEFF KAUFFMAN
- ASST PD: CHRIS JAMES
- Heavy CARS
- GREAT WHITE
- RICHARD MARX
- JOHN COUGAR MELLEN
- PINK FLOYD
- BRANDOS
- AEROSMITH
- DEF LEPPARD
- FLEETWOOD MAC
- GRATEFUL DEAD
- SAMMY HAGAR
- HOOTERS
- INSIDERS
- BRYAN ADAMS
- LA BAMB
- OUTFIELD
- R.E.M.
- TOM PETTY
- U2
- CROWDED HOUSE
- FLEETWOOD MAC
- BEAT FARMERS
- INSIDERS
- Light

**WHBF-FM/Portsmouth (803) 436-7300**

- PD: JEFF LEFT
- MD: CHRIS GARRETT
- (FROZEN)
- Heavy JOHN COUGAR MELLEN
- GRATEFUL DEAD
- GRATEFUL DEAD
- GREAT WHITE
- SAMMY HAGAR
- HOOTERS
- INSIDERS
- AEROSMITH
- RUSH
- PINK FLOYD
- BRYAN ADAMS
- RICHARD MARX
- SILENCERS
- HOOTERS
- RUSH
- TOM PETTY
- U2
- CROWDED HOUSE
- FLEETWOOD MAC
- BEAT FARMERS
- INSIDERS
- Light

**WHCH/Hartford (203) 247-1080**

- PD: BOB BITTENS
- MD: KIM ALEXANDER
- Heavy AEROSMITH
- CARS
- DEF LEPPARD(M)
- GRATEFUL DEAD
- NICK JAGGER
- DAVID BOWIE
- LOVERBOY
- JOHN COUGAR MELLEN
- PINK FLOYD
- RUSH
- BRANDOS
- RICHARD MARX
- TIMOTHY B. SCHMIT
- BRYAN ADAMS
- STARSHIP
- HOOTERS
- HOOTERS
- SAMMY HAGAR
- WHITESNAKE
- R.E.M.
- ROGER WATERS
- SQUEEZE
- AEROSMITH
- AEROSMITH
- DEF LEPPARD
- INSIDERS
- MASON RUFFNER
- AEROSMITH
- AEROSMITH
- U2
- Light

**WHCF/Westford (914) 471-1500**

- PD: STEW SCHANTZ
- MD: PAM BROOKS
- Heavy GRATEFUL DEAD(M)
- U2
- HEART
- JOHN COUGAR MELLEN
- CARS
- HUEY LEWIS
- FLEETWOOD MAC
- PINK FLOYD
- BRYAN ADAMS
- RICHARD MARX
- HOOTERS
- R.E.M.
- MICK JAGGER
- BILLY IDOL
- EDDIE MONEY
- CUTTING CREW
- Medium AEROSMITH
- A PETE BARDENS
- A MELVIN JAMES
- A WHITESNAKE
- Light

**CFNY/Toronto (416) 453-7452**

- PD: DON BENNIS
- APP: IVAR HAMILTON
- Heavy GRATEFUL DEAD(M)
- U2
- HEART
- JOHN COUGAR MELLEN
- CARS
- HUEY LEWIS
- FLEETWOOD MAC
- PINK FLOYD
- BRYAN ADAMS
- RICHARD MARX
- HOOTERS
- R.E.M.
- MICK JAGGER
- BILLY IDOL
- EDDIE MONEY
- CUTTING CREW
- Medium AEROSMITH
- A PETE BARDENS
- A MELVIN JAMES
- A WHITESNAKE
- Light

**WPLR/New Haven (203) 267-9070**

- PD: JOHN GRIFFIN
- MD: CHRISTINA
- Heavy JOHN COUGAR MELLEN
- FLEETWOOD MAC
- FABULOUS THUNDERBI
- MR. MISTER
- CARS
- PINK FLOYD
- FLEETWOOD MAC
- U2
- JOHN COUGAR MELLEN
- AEROSMITH(M)
- RICHARD MARX
- BRYAN ADAMS
- DAVID BOWIE
- WHITESNAKE
- LOVERBOY
- INSIDERS
- WHITESNAKE
- LA BAMB
- JOHN COUGAR MELLEN
- LOVERBOY
- JETHRO TULL
- MOTLEY CRUE
- R.E.M.
- TIMOTHY B. SCHMIT
- OMAR & THE HOWLERS
- SILENCERS
- Medium WHITESNAKE
- HEART(M)
- EUROPE
- LOVERBOY(L)
- LOVERBOY(L)
- RUSH
- MICHAEL BREEN
- JITTERS
- OMAR & THE HOWLERS
- DAVID BOWIE
- FABULOUS THUNDERBI
- GLEN BURTNICK
- FASTER PUSSYCAT
- MICHAEL WHITE
- SILENCERS
- PAUL KELLY
- ROGER WATERS
- ROGER WATERS
- LA BAMB
- CRUZADOS
- INSIDERS
- Light

**WIOQ/Philadelphia (215) 687-8100**

- PD: DAVID DVF
- MD: DAVID ANDERSON
- Heavy JOHN COUGAR MELLEN
- CARS(M)
- HOOTERS
- A JETHRO TULL
- SILENCERS
- FLEETWOOD MAC(L)
- BRYAN ADAMS
- JOHN COUGAR MELLEN
- FABULOUS THUNDERBI
- SQUEEZE
- Medium WHITESNAKE
- HEART(M)
- EUROPE
- LOVERBOY(L)
- LOVERBOY(L)
- RUSH
- MICHAEL BREEN
- JITTERS
- OMAR & THE HOWLERS
- DAVID BOWIE
- FABULOUS THUNDERBI
- GLEN BURTNICK
- FASTER PUSSYCAT
- MICHAEL WHITE
- SILENCERS
- PAUL KELLY
- ROGER WATERS
- ROGER WATERS
- LA BAMB
- CRUZADOS
- INSIDERS
- Light

**WCCC/Hartford (203) 233-4426**

- OM: HARVE ALAN
- Heavy GRATEFUL DEAD(M)
- JOHN COUGAR MELLEN(M)
- R.E.M.
- PINK FLOYD(M)
- FLEETWOOD MAC
- RUSH(M)
- RICHARD MARX
- CARS(M)
- WHITESNAKE
- DEF LEPPARD(M)
- AEROSMITH(M)
- SQUEEZE
- U2
- BRYAN ADAMS
- MR. MISTER
- CUTTING CREW
- LA BAMB
- DAVID BOWIE
- MICK JAGGER
- Medium ROGER WATERS
- A OUTFIELD
- A NORTHERN PIKES
- A KISS
- A JOHN KAY
- Light

**WEZX/Scranton (717) 961-1842**

- PD: DAVE LYONS
- MD: JACK MEYERS
- Heavy JOHN COUGAR MELLEN
- GRATEFUL DEAD(M)
- AEROSMITH(M)
- WHITESNAKE
- DAVID BOWIE
- HOOTERS
- FLEETWOOD MAC
- RUSH(M)
- PINK FLOYD
- MR. MISTER
- BRYAN ADAMS
- LOST BOYS
- LA BAMB
- LA BAMB
- A JOHN KAY
- A ECHO & THE BUNNYME
- A JIMMY DAVIS
- A CRUZADOS
- A JETHRO TULL
- Light

**WOUR/Utica (315) 797-0803**

- PD: PETER HIRSCH
- MD: TOM STARR
- Heavy HOOTERS(L)
- GRATEFUL DEAD(M)
- CARS(M)
- RICHARD MARX
- PINK FLOYD
- JOHN COUGAR MELLEN
- PAUL KELLY
- INSIDERS
- AEROSMITH
- RUSH
- ROGER WATERS
- R.E.M.
- DEF LEPPARD(M)
- JOHN BUTCHER
- SILENCERS
- BRYAN ADAMS
- Medium MICK JAGGER
- Light

**WDPH/Poughkeepsie (914) 471-1500**

- PD: STEW SCHANTZ
- MD: PAM BROOKS
- Heavy GRATEFUL DEAD(M)
- U2
- HEART
- JOHN COUGAR MELLEN
- CARS
- HUEY LEWIS
- FLEETWOOD MAC
- PINK FLOYD
- BRYAN ADAMS
- RICHARD MARX
- HOOTERS
- R.E.M.
- MICK JAGGER
- BILLY IDOL
- EDDIE MONEY
- CUTTING CREW
- Medium AEROSMITH
- A PETE BARDENS
- A MELVIN JAMES
- A WHITESNAKE
- Light

**WHTF/York (717) 266-6806**

- PD: MIKE ONDAYKO
- MD: TIM DRAYER
- Heavy BRYAN ADAMS
- DAVID BOWIE
- CARS
- FLEETWOOD MAC
- GRATEFUL DEAD
- HEART
- HUEY LEWIS
- JOHN COUGAR MELLEN
- HOOTERS
- R.E.M.
- MICK JAGGER
- BILLY IDOL
- EDDIE MONEY
- CUTTING CREW
- Medium AEROSMITH
- A PETE BARDENS
- A MELVIN JAMES
- A WHITESNAKE
- Light

**CFNY/Toronto (416) 453-7452**

- PD: DON BENNIS
- APP: IVAR HAMILTON
- Heavy GRATEFUL DEAD(M)
- U2
- HEART
- JOHN COUGAR MELLEN
- CARS
- HUEY LEWIS
- FLEETWOOD MAC
- PINK FLOYD
- BRYAN ADAMS
- RICHARD MARX
- HOOTERS
- R.E.M.
- MICK JAGGER
- BILLY IDOL
- EDDIE MONEY
- CUTTING CREW
- Medium AEROSMITH</







# REGIONAL AOR ACTIVITY

## MIDWEST (continued)

### WYMG/Springfield, IL (217) 245-7171

PD: BRYAN JEFFRIES  
MD: KEFF PULGHAM

Heavy  
WHITESNAKE  
PINK FLOYD  
CRUZADOS  
DEF LEPPARD  
RICHARD MARX  
JOHN COUGAR MCELLEN(M)  
GRATEFUL DEAD  
LOVERBOY  
AEROSMITH(M)  
U2  
BRYAN ADAMS  
Medium  
TIMOTHY B. SCHMIT  
Light  
KISS

### WZZQ/Terre Haute (812) 232-5034

PD: TODD HOJMAN  
MD: DAN MICHAELS

Heavy  
BRYAN ADAMS  
LOVERBOY  
JOHN COUGAR MCELLEN(M)  
RICHARD MARX  
AEROSMITH  
MR. MISTER  
CARS  
DEF LEPPARD  
WHITESNAKE(M)  
CUTTING CREW  
FLEETWOOD MAC  
HEART  
MELVIN JAMES  
38 SPECIAL  
OUTFIELD  
Medium  
PINK FLOYD(L)  
DAVE MASON  
DISORDERLIES  
Light  
WHITE LION

### KBCO-FM/Denver (303) 444-5600

PD: JOHN BRADLEY  
MD: DOUG CLIFTON

Heavy  
JOHN COUGAR MCELLEN  
CARS  
ROGER WATERS  
SILENCERS  
STEVE BARDEMS  
PINK FLOYD  
R.E.M.  
LA BAMBA  
JOHN BUTCHER  
BEAT FARMERS  
CRUZADOS  
HOOTERS  
CROWDED HOUSE  
INSIDERS  
Medium  
JOHN HIATT  
CURE  
FABULOUS THUNDERBOLT  
JON ASTLEY  
WARREN ZEVON  
NORTHERN PIRATES  
U2  
CALL  
ECHO & THE BUNNYME  
10,000 MANTACAS  
MARILLION  
SOUBEZE  
MARC JORDAN  
ELEANOR  
X  
JOE TOWN  
PIRE TOWN  
MR. MISTER  
RICHIE HAVENS  
PAT METHENY GROUP  
REPLACEMENTS  
MICHAEL TOMLINSON  
STEVE JONES  
LIVING DAYLIGHTS  
DB 5  
DAVID BOWIE  
MASON RUFFNER  
NICK JAGGER  
SUZANNE VEGA  
PAUL KELLY  
BUCKWHEAT ZYDECO  
DAN FOGELBERG  
BEARS  
LARRY CARLTON  
HAMBLEN & FANUCCI  
LOUDON WAINWRIGHT  
TRI ATMA  
FLEETWOOD MAC  
BRANDOS  
DAVID LYNN JONES  
PRINCESS BRIDE  
A HOT NIXON & SKID  
BODEANS  
DAVE ALVIN  
A THIRD WORLD  
Light  
HROSHTHA  
T. LAVITZ  
TANGERINE DREAM  
SCHNITZER & SCOTT

### KBPJ/Denver (303) 572-8200

PD: GABE BAPTISTE  
APD: JOHN EDWARDS

Heavy  
BRYAN ADAMS  
RUSH  
GRATEFUL DEAD  
GREAT WHITE  
HOOTERS(M)  
JOHN WAITE  
DEF LEPPARD  
WHITESNAKE(M)  
JOHN COUGAR MCELLEN  
PINK FLOYD(M)  
CARS  
Medium  
BEAT FARMERS  
BRYAN ADAMS  
ROGER WATERS  
CRUZADOS  
GREGG ALLMAN BAND  
U2  
MASON RUFFNER  
LITTLE AMERICA  
DAVID BOWIE  
BILLY IDOL  
MELVIN JAMES  
PAUL KELLY  
OMAR & THE HOWLERS  
LOVERBOY  
MICK JAGGER  
AEROSMITH  
A HEART  
A R.E.M.  
A BODEANS  
A OUTFIELD  
A GREAT TULL  
A PETE BARDEMS  
Light

### KISW/Seattle (206) 265-7825

PD: JOHN ROBBINS  
MD: MIKE JONES

Heavy  
RUSH  
GRATEFUL DEAD  
GREAT WHITE  
HOOTERS(M)  
JOHN WAITE  
DEF LEPPARD  
WHITESNAKE(M)  
JOHN COUGAR MCELLEN  
PINK FLOYD(M)  
CARS  
Medium  
BEAT FARMERS  
BRYAN ADAMS  
ROGER WATERS  
CRUZADOS  
GREGG ALLMAN BAND  
U2  
MASON RUFFNER  
LITTLE AMERICA  
DAVID BOWIE  
BILLY IDOL  
MELVIN JAMES  
PAUL KELLY  
OMAR & THE HOWLERS  
LOVERBOY  
MICK JAGGER  
AEROSMITH  
A HEART  
A R.E.M.  
A BODEANS  
A OUTFIELD  
A GREAT TULL  
A PETE BARDEMS  
Light

### KGON/Portland (503) 655-9181

OM/PO: IRIS HARRISON  
MD: INESSA YORK

Heavy  
MICK JAGGER  
JOHN COUGAR MCELLEN  
CARS  
PINK FLOYD  
GRATEFUL DEAD(M)  
HOOTERS(M)  
CURE  
DEF LEPPARD  
AEROSMITH  
CRUZADOS  
INSIDERS  
GLEN BURTNICK  
INSIDERS  
JOHN COUGAR MCELLEN  
PINK FLOYD(M)  
CARS  
Medium  
RUSH  
RICHARD MARX  
SAMMY HAGAR  
DAVID BOWIE  
R.E.M.(M)  
RUSH(M)  
BACK TO THE BEACH  
BILLY IDOL  
Medium  
BODEANS  
A GUADALCANAL DIARY  
A ALEX CHILTON

### KZEL/Eugene (503) 542-7098

OPS DIR: KEN MARTIN  
MD: BILL ST. JAMES

Heavy  
GRATEFUL DEAD  
CALL(M)  
PAUL KELLY  
OUTFIELD(M)  
HOOTERS(M)  
CURE  
DEF LEPPARD  
AEROSMITH  
CRUZADOS  
INSIDERS  
GLEN BURTNICK  
INSIDERS  
JOHN COUGAR MCELLEN  
PINK FLOYD(M)  
CARS  
Medium  
DAVID BOWIE  
CARS  
MR. MISTER  
R.E.M.(M)  
RUSH(M)  
BACK TO THE BEACH  
BILLY IDOL  
Medium  
BODEANS  
A GUADALCANAL DIARY  
A ALEX CHILTON

### KMVB/Monterey (408) 394-9000

PD: RICH BERLIN  
APD: STEVE HOOVER

Heavy  
JOHN COUGAR MCELLEN(M)  
RICHARD MARX  
AEROSMITH(M)  
CARS(L)  
RUSH  
DEF LEPPARD(M)  
BRYAN ADAMS  
INSIDERS  
PAUL KELLY  
FABULOUS THUNDERBOLT  
LOVERBOY  
GLEN BURTNICK  
SAMMY HAGAR  
DAVID BOWIE  
MELVIN JAMES  
SILENCERS  
PINK FLOYD  
WHITESNAKE  
R.E.M.  
MR. MISTER  
HOOTERS  
MICK JAGGER  
Medium  
Light  
LOST BOYS  
DISORDERLIES  
A JOE WALSH  
A JIMMY DAVIS  
A HEZE V

### KNX-FM/Los Angeles (213) 460-3657

OM: ANDY BEAUBIEN  
MD: RICK SHAW  
(FROZEN)

Heavy  
HUEY LEWIS  
DAN FOGELBERG  
PETE BARDEMS  
JOHN COUGAR MCELLEN(M)  
DAVID BOWIE  
FLEETWOOD MAC  
CUTTING CREW  
CARS(M)  
Medium  
Medium  
PD/OD: SHERMAN COHEN  
APD: BIG HARTY

### KWHL/Anchorage (907) 344-9822

OM: CARTER B. BRADLEY  
MD: KEVIN VARGAS

Heavy  
AEROSMITH(L)  
DEF LEPPARD  
WHITESNAKE  
CARS(M)  
BRYAN ADAMS  
SAMMY HAGAR  
PINK FLOYD  
RUSH  
JOHN COUGAR MCELLEN  
MICK JAGGER  
GRATEFUL DEAD  
BILLY IDOL  
RICHARD MARX  
LOST BOYS  
LOVERBOY  
Medium  
Light  
DISORDERLIES

### KTYD/Santa Barbara (805) 967-4511

PD: RUSS HOTTLA  
MD: JANE ASHER

Heavy  
BILLY IDOL  
RUSH(L)  
PINK FLOYD  
GLEN BURTNICK  
BRYAN ADAMS  
CARS(M)  
PAUL KELLY  
HOOTERS  
DEF LEPPARD  
JOHN COUGAR MCELLEN  
MELVIN JAMES  
Medium  
Light  
TIMOTHY B. SCHMIT  
A BODEANS  
A CALL  
A MICK JAGGER

## WEST

### KGB/San Diego (619) 292-1380

PD: TED EDWARDS  
MD: PAM EDWARDS

Heavy  
BEAT FARMERS(M)  
GRATEFUL DEAD  
SAMMY HAGAR  
LOST BOYS(M)  
JOHN COUGAR MCELLEN  
PINK FLOYD  
WHITESNAKE  
DEF LEPPARD  
JOHN BUTCHER  
CARS(M)  
CRUZADOS(M)  
FLEETWOOD MAC(L)  
AEROSMITH  
HEART(M)  
BILLY IDOL  
MICK JAGGER  
TOM KIMMEL  
RUSH  
PATTY SMYTH  
U2  
ROGER WATERS(L)  
CARS(M)  
Medium  
MR. MISTER  
CROWDED HOUSE  
U2  
38 SPECIAL  
ROGER WATERS  
DEF LEPPARD(M)  
LOVERBOY(M)  
CUTTING CREW  
BILLY IDOL  
Medium  
RICHARD MARX  
PAUL KELLY  
SUZANNE VEGA  
PINK FLOYD  
AEROSMITH  
FABULOUS THUNDERBOLT  
HOOTERS  
MELVIN JAMES  
R.E.M.  
MICK JAGGER  
GRAPES OF WRATH  
JITTERS  
PAUL JANZ  
EIGHT SECONDS  
HAYWIRE  
NORTHERN PIRATES  
REPUGNE  
FROZEN GHOST  
MICHAEL BREEN  
ROCK & HYDE  
BLUE RODEO  
RUSH  
NEW REGIME  
Light

### KRQQ/Sacramento (916) 334-7777

PD: RON GARRETT

ACT. PD: CHUCK GEIGER  
APD: STEVE TRELIA

Heavy  
AEROSMITH(M)  
PINK FLOYD  
RUSH(M)  
MELVIN JAMES  
PINK KELLY  
CARS(L)  
DIO  
GLEN BURTNICK  
PATTY SMYTH  
JOHN COUGAR MCELLEN(L)  
RICHARD MARX  
JIMMY DAVIS  
WHITESNAKE(M)  
DEF LEPPARD(M)  
Medium  
JETHRO TULL  
TIMOTHY B. SCHMIT  
INSIDERS  
SAMMY HAGAR  
JIMMY DAVIS  
MICK JAGGER  
R.E.M.  
KISS  
STARSHIP  
CRUZADOS  
HOOTERS  
BRIAN DONALD  
HEART  
BRYAN ADAMS  
LOVERBOY  
OMAR & THE HOWLERS  
TESLA  
JOHN BUTCHER  
ROGER WATERS  
MASON RUFFNER  
SILENCERS  
Light  
EUROPE

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KRQQ/Sacramento (916) 334-7777

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KKKB/Phoenix (602) 897-9300

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

## PARALLEL ONE

### CFOX/Vancouver (604) 684-7221

PD: JOHN BEAUDOIN  
APD: KAREN HENKO  
(FROZEN)

Heavy  
BRYAN ADAMS(M)  
HEART  
WHITESNAKE(M)  
GRATEFUL DEAD(M)  
FLEETWOOD MAC  
EUROPE  
JOHN COUGAR MCELLEN  
DAVID BOWIE  
CARS(M)  
MR. MISTER  
CROWDED HOUSE  
U2  
38 SPECIAL  
ROGER WATERS  
DEF LEPPARD(M)  
LOVERBOY(M)  
CUTTING CREW  
BILLY IDOL  
Medium  
RICHARD MARX  
PAUL KELLY  
SUZANNE VEGA  
PINK FLOYD  
AEROSMITH  
FABULOUS THUNDERBOLT  
HOOTERS  
MELVIN JAMES  
R.E.M.  
MICK JAGGER  
GRAPES OF WRATH  
JITTERS  
PAUL JANZ  
EIGHT SECONDS  
HAYWIRE  
NORTHERN PIRATES  
REPUGNE  
FROZEN GHOST  
MICHAEL BREEN  
ROCK & HYDE  
BLUE RODEO  
RUSH  
NEW REGIME  
Light

### KQB/San Diego (619) 292-1380

PD: TED EDWARDS  
MD: PAM EDWARDS

Heavy  
BEAT FARMERS(M)  
GRATEFUL DEAD  
SAMMY HAGAR  
LOST BOYS(M)  
JOHN COUGAR MCELLEN  
PINK FLOYD  
WHITESNAKE  
DEF LEPPARD  
JOHN BUTCHER  
CARS(M)  
CRUZADOS(M)  
FLEETWOOD MAC(L)  
AEROSMITH  
HEART(M)  
BILLY IDOL  
MICK JAGGER  
TOM KIMMEL  
RUSH  
PATTY SMYTH  
U2  
ROGER WATERS(L)  
CARS(M)  
Medium  
MR. MISTER  
CROWDED HOUSE  
U2  
38 SPECIAL  
ROGER WATERS  
DEF LEPPARD(M)  
LOVERBOY(M)  
CUTTING CREW  
BILLY IDOL  
Medium  
RICHARD MARX  
PAUL KELLY  
SUZANNE VEGA  
PINK FLOYD  
AEROSMITH  
FABULOUS THUNDERBOLT  
HOOTERS  
MELVIN JAMES  
R.E.M.  
MICK JAGGER  
GRAPES OF WRATH  
JITTERS  
PAUL JANZ  
EIGHT SECONDS  
HAYWIRE  
NORTHERN PIRATES  
REPUGNE  
FROZEN GHOST  
MICHAEL BREEN  
ROCK & HYDE  
BLUE RODEO  
RUSH  
NEW REGIME  
Light

### KRQQ/Sacramento (916) 334-7777

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KRQQ/Sacramento (916) 334-7777

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KRQQ/Sacramento (916) 334-7777

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KRQQ/Sacramento (916) 334-7777

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

### KRQQ/Sacramento (916) 334-7777

PD: MAD MAX  
MD: OZ  
(FROZEN)

Heavy  
ECHO & THE BUNNYME(M)  
NEW ORDER  
SOUBEZE(M)  
DEPECHE MODE  
R.E.M.(L)  
CARS  
SILENCERS(M)  
ARC  
DAVID BOWIE  
PAUL KELLY  
CRUZADOS(M)  
CROWDED HOUSE  
U2  
PET SHOP BOYS  
SUZANNE VEGA  
X  
GENE LOVES JEZEBEL  
CALL(M)  
WARREN ZEVON  
HOOTERS  
Medium  
REPLACEMENTS  
MOJO NIXON & SKID  
FIRE TOWN  
NEW ORDER  
BILLY IDOL  
PUBLIC IMAGE LIMIT  
SMITHS  
DUNES OF STRATOSPHERE  
PETER DINKlage  
SUMMER SCHOOL  
BEAT FARMERS  
BRANDOS  
FIGURES ON A BEACH  
DEAD MILKMAN  
UB40  
SIMPLE MINDS  
IT'S IMMATERIAL  
MIGHTY LEMON DROPS  
CULT  
SIOUXIE & THE BANS  
ROBERT VAUGHN  
TOM VERLAIN  
DISORDERLIES  
NEW MODEL ARMY  
ICICLE WORKS  
THAT PETROL EMOTION  
Light

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BEAT FARMERS  
BRANDOS  
FIGURES ON



# R&R NATIONAL AIRPLAY

## AOR ALBUMS

Three Weeks Two Weeks Last Week

169 REPORTS

SEPTEMBER 11, 1987

Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	Reports/Adds	Power	Heavy	Medium
—	1	1	1	<b>JOHN C. MELLENCAMP</b> /The Lonesome Jubilee (Mercury/PG)	161+/1	86+	161+	0=
—	3	2	2	<b>CARS</b> /Door To Door (Elektra)	168+/1	64+	149+	19+
DEBUT	—	—	3	<b>PINK FLOYD</b> /A Momentary Lapse Of Reason (Columbia)	162/5	57	138	23
1	2	3	4	<b>GRATEFUL DEAD</b> /In The Dark (Arista)	153-/0	50-	130-	21+
—	—	5	5	<b>AEROSMITH</b> /Permanent Vacation (Geffen)	148=/0	31+	110+	35-
2	4	4	6	<b>DEF LEPPARD</b> /Hysteria (Mercury/PG)	140+/1	24=	99-	35+
DEBUT	—	—	7	<b>RUSH</b> /Hold Your Fire (Mercury/PG)	148/3	24	101	41
4	7	6	8	<b>WHITESNAKE</b> /Whitesnake (Geffen)	133+/2	25-	82-	50+
—	—	12	9	<b>R.E.M.</b> /Document (IRS/MCA)	156+/8	15+	64+	85-
5	5	7	10	<b>U2</b> /The Joshua Tree (Island)	122-/2	32-	83-	34+
7	8	8	11	<b>RICHARD MARX</b> /Richard Marx (EMI-Manhattan)	139-/2	30=	92-	45-
17	14	13	12	<b>INSIDERS</b> /Ghost On The Beach (Epic)	149+/3	9+	62+	79-
—	12	11	13	<b>LOVERBOY</b> /Wildside (Columbia)	134-/0	13=	74+	57-
6	10	14	14	<b>SAMMY HAGAR</b> /I Never Said Goodbye (Geffen)	123+/5	6-	49-	71+
3	6	10	15	<b>HOOTERS</b> /One Way Home (Columbia)	132-/6	6-	52-	73+
11	9	9	16	<b>BRYAN ADAMS</b> /Into The Fire (A&M)	108-/0	24-	80-	24-
18	16	16	17	<b>DAVID BOWIE</b> /Never Let Me Down (EMI-Manhattan)	115=/4	19+	58+	50-
15	15	15	18	<b>FLEETWOOD MAC</b> /Tango In The Night (WB)	111-/3	17-	74+	31-
—	25	23	19	<b>MELVIN JAMES</b> /The Passenger (MCA)	134+/4	4+	20+	95+
20	19	19	20	<b>FABULOUS THUNDERBIRDS</b> /Hot Number (CBS Associated)	117-/4	3+	35-	70-
—	—	22	21	<b>MR. MISTER</b> /Go On (RCA)	108-/2	9+	44+	61-
10	13	18	22	<b>HEART</b> /Bad Animals (Capitol)	82-/3	14-	45-	33+
35	28	25	23	<b>GLEN BURTNIK</b> /Heroes And Zeros (A&M)	116+/3	3+	22+	78-
23	21	21	24	<b>PAUL KELLY &amp; THE MESSENGERS</b> /Gossip (A&M)	111-/1	2+	22-	74-
9	11	17	25	<b>GREAT WHITE</b> /Once Bitten (Capitol)	85-/4	6-	44-	35-
22	20	20	26	<b>SILENCERS</b> /A Letter From St. Paul (RCA)	93-/0	2-	24-	59-
DEBUT	—	—	27	<b>TIMOTHY B. SCHMIT</b> /Timothy B (MCA)	101/35	0	7	83
38	34	30	28	<b>PETE BARDENS</b> /Seen One Earth (Cinema/Capitol)	79+/9	3+	15=	50+
8	23	26	29	<b>CRUZADOS</b> /After Dark (Arista)	74-/9	2-	11-	48+
—	37	32	30	<b>CUTTING CREW</b> /Broadcast (Virgin)	69+/8	2=	18+	49+
19	31	31	31	<b>LA BAMBA</b> /Soundtrack (Slash/WB)	60+/13	4+	19-	34+
14	17	24	32	<b>ROGER WATERS</b> /Radio K.A.O.S. (Columbia)	59-/3	0-	20-	30-
36	35	35	33	<b>OUTFIELD</b> /Bangin' (Columbia)	75+/8	1-	15+	47+
—	—	39	34	<b>BRANDOS</b> /Honor Among Thieves (Relativity)	74+/4	1+	3-	52+
40	39	34	35	<b>CULT</b> /Electric (Sire/WB)	67-/0	0=	6-	47-
21	22	29	36	<b>BEAT FARMERS</b> /The Pursuit Of Happiness (Curb/MCA)	54-/0	5+	13-	32-
39	40	37	37	<b>JOHN KAY &amp; STEPPENWOLF</b> /Rock & Roll Rebels (Qwil)	69-/5	1+	3-	55=
27	33	38	38	<b>LOST BOYS</b> /Soundtrack (Atlantic)	52=/6	5=	16-	26+
25	32	36	39	<b>STARSHIP</b> /No Protection (Grunt/RCA)	56-/1	0-	8-	45+
DEBUT	—	—	40	<b>CURE</b> /Kiss Me Kiss Me Kiss Me (Elektra)	49+/7	1+	9=	32+

\* keeps a bullet due to continued growth.

### BREAKERS.

**PINK FLOYD**

**A Momentary Lapse Of Reason (Columbia)**  
96% of our reporters on it.

**RUSH**

**Hold Your Fire (Mercury/PG)**  
88% of our reporters on it.

**TIMOTHY B. SCHMIT**

**Timothy B (MCA)**  
60% of our reporters on it.

### NEW & ACTIVE

**OMAR & THE HOWLERS** "Hard Times In The Land Of Plenty" (Columbia) 54/5 (56/4)

Adds: WQFM, KBAT, KLPX, WMRY, KZOO. Powers 1. Heavy 5 including KAZY, WPLR, KLB, KPEZ. Medium 36 including WBAB, WNEW, KTXQ, WXRT, KDKB, KUPD, KGB, KFOG, KOME, KISW.

**REPLACEMENTS** "Pleased To Meet Me" (Sire/WB) 48/1 (51/5)

Adds: KEZE. Powers 1. Heavy 5: WLIR, KROQ, WAPL, WFNX, WXXP. Medium 25 including WNEW, WMMR, WYNF, WXRT, KBCC, KGB, KFOG, WAAF, KLB, KPOI.

**JOHN WAITE** "Rover's Return" (EMI-Manhattan) 45/9 (39/20)

Adds: WHJY, WLLZ, KBPI, KGB, KOME, WAPL, KDJK, WKLT, KRQU. Heavy 5 including WRIF, KISW, WKDF, KRNA. Medium 36 including WYNF, WQFM, KLOS, KXRX, WCMF, WAAF, WIMZ, KGGO, KQDS, KEZO.

**TOM KIMMEL** "5 To 1" (Mercury/PolyGram) 43/4 (39/2)

Adds: KRQR, WWCK, WIOT, KDJK. Powers 1. Heavy 2: KGB, WKDF. Medium 25 including KBPI, KUPD, KOME, WCMF, WAAF, WIMZ, WTUE, WLAV, KATT, KMOD.

**NORTHERN PIKES** "Big Blue Sky" (Virgin) 41/10 (31/16)

Adds: WHJY, KTXQ, WTPA, WCCC, KQDS, KTCZ, KMOD, KKD, WMGM, KFMF. Heavy 2: CHEZ, CFNY. Medium 22 including CHOM, WGTR, WXRT, WQFM, KBCC, WPLR, KLAQ, KEZO, KILO, KQWB.

**CALL** "Into The Woods" (Elektra) 35/6 (31/9)

Adds: KZAP, KWIC, KQWB, KGRQ, KRQU, KTYD. Heavy 5 including WNOR, 91X, CFNY, KZEL. Medium 20 including WXRT, KBCC, KFOG, KRQR, KOME, KSJO, KQDS, KILO, KEZE, KFMF.

**DISORDERLIES** "Soundtrack" (Tin Pan Apple/PolyGram) 33/10 (25/7)

Adds: WMMR, KGB, WIOT, KFMG, KMBY, KRNA, KFMQ, WZZQ, KWHL, KZOO. Powers 3. Heavy 9 including WEBN, WIMZ, WKDF, KISS, KOMP, KNAC, KTAL, KRQU. Medium 20 including WLVO, KBPI, KRQR, KOME, WAQY, KLAQ, WTUE, KGGO, KPOI, WBLM.

**MASON RUFFNER** "Gypsy Blood" (CBS Associated) 33/5 (28/6)

Adds: WHCN, WBRU, KBER, WMGM, KATP. Heavy 3: KAZY, KPEZ, WIZN. Medium 25 including WNEW, WXRT, WLVO, WLLZ, KBCC, KDKB, KFOG, KISW, WFPX, WAAF.

**MOJO NIXON & SKID ROPER** "Bo-Day-Shus!!!" (Enigma) 19/4 (18/6)

Adds including KBCC, WKLC, KATT. Heavy 1: WLIR. Medium 6 including CFNY, KPOI, WHFS.

**HELIX** "Wild In The Streets" (Capitol) 19/1 (19/2)

Adds: WQFM. Heavy 2 including KNAC. Medium 7 including WLLZ, KUPD, KISS, KATP, KQWB.

Continued on Page 129





## NEW ARTISTS

### Albums

Reports

- 1 **PETE BARDENS**/Seen One Earth (Cinema/Capitol) .79
- 2 **BRANDOS**/Honor Among Thieves (Relativity) .74
- 3 **CURE**/Kiss Me, Kiss Me, Kiss Me (Elektra) .49
- 4 **NORTHERN PIKES**/Big Blue Sky (Virgin) .41
- 5 **MOJO NIXON & SKID ROPER**/Bo-Day-Shus!!! (Enigma) .19
- 6 **MARC JORDAN**/Talking Through Pictures (RCA) .16
- 7 **10,000 MANIACS**/In My Tribe (Elektra) .12
- dB'S**/The Sound Of Music (IRS) .12
- 9 **WHITE LION**/Pride (Atlantic) .10
- 10 **HEGE V**/House Of Tears (MTM) .9

### Tracks

- 1 **SQUEEZE**/Hourglass (A&M) .90
- 2 **PETE BARDENS**/In Dreams (Cinema/Capitol) .78
- 3 **BRANDOS**/Gettysburg (Relativity) .73
- 4 **CUTTING CREW**/I've Been In Love Before (Virgin)\* .69
- 5 **JOHN KAY & STEPPENWOLF**/Give Me Life (Qwil) .63
- 6 **CURE**/Just Like Heaven (Elektra) .48
- 7 **OMAR & THE HOWLERS**/Mississippi... (Columbia)\* .44
- 8 **NORTHERN PIKES**/Things I Do For... (Virgin) .40
- 9 **TOM KIMMEL**/Tryin' To Dance (Mercury/Pg)\* .37
- 10 **BODEANS**/Only Love (Reprise/WB) .34

New Artists are those who have never had an AOR Breaker. Tracks with asterisks are from albums which have already been Breakers and thus no longer appear among the albums listed.

## R&R NATIONAL AIRPLAY

# AOR TRACKS®

### 169 REPORTS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium	
1	1	1	1	<b>JOHN C. MELLENCAMP</b> /Paper In Fire (Mercury/Pg)	158-0	83+	157-	1=
2	2	2	2	<b>CARS</b> /You Are The Girl (Elektra)	158-0	64+	142-	16-
	4	3	3	<b>PINK FLOYD</b> /Learning To Fly (Columbia)	161+5	57+	136+	23-
14	5	5	4	<b>AEROSMITH</b> /Dude (Looks Like A Lady) (Geffen)	144-0	31+	108+	33-
	11	6	5	<b>RUSH</b> /Force Ten (Mercury/Pg)	145=1	24+	99+	40-
4	3	4	6	<b>GRATEFUL DEAD</b> /Hell In A Bucket (Arista)	137-2	34-	104-	30-
12	8	7	7	<b>RICHARD MARX</b> /Should've Known Better (EMI-Manhattan)	135-2	30+	90+	43-
	26	12	8	<b>R.E.M.</b> /The One I Love (IRS/MCA)	156+8	15+	64+	85-
20	13	11	9	<b>DEF LEPPARD</b> /Animal (Mercury/Pg)	132+7	19+	89+	38+
17	14	13	10	<b>INSIDERS</b> /Ghost On The Beach (Epic)	149+3	9+	62+	79-
		14	11	<b>MICK JAGGER</b> /Let's Work (Columbia)	142+13	13+	64+	66-
15	10	10	12	<b>LOVERBOY</b> /Notorious (Columbia)	134-0	13=	74+	57-
8	6	9	13	<b>U2</b> /Where The Streets Have No Name (Island)	108-4	31-	77-	28+
13	7	8	14	<b>BRYAN ADAMS</b> /Victim Of Love (A&M)	107-1	24-	80-	24-
29	21	15	15	<b>FLEETWOOD MAC</b> /Little Lies (WB)	111=4	17-	73+	32-
23	18	16	16	<b>DAVID BOWIE</b> /Never Let Me Down (EMI-Manhattan)	113=4	19+	57+	49-
44	30	18	17	<b>WHITESNAKE</b> /Is This Love (Geffen)	116+8	12+	60+	54-
38	32	24	18	<b>HOOTERS</b> /Satellite (Columbia)	118+19	4+	45+	67+
39	33	21	19	<b>SAMMY HAGAR</b> /Returning Home (Geffen)	113+11	4-	45+	65+
37	31	23	20	<b>MELVIN JAMES</b> /Why Won't You Stay (Come In...) (MCA)	134+4	4+	20+	95+
	59	29	21	<b>CARS</b> /Strap Me In (Elektra)	107+27	1+	40+	57+
30	27	19	22	<b>MR. MISTER</b> /Something Real (Inside Me/Inside You) (RCA)	107-1	9+	44+	60-
28	23	20	23	<b>FABULOUS THUNDERBIRDS</b> /How Do You Spell Love (CBS Assoc.)	116-5	3+	35=	69-
	40	30	24	<b>JOHN C. MELLENCAMP</b> /Hard Times For An Honest... (Mercury/Pg)	101+19	3+	40+	60+
40	35	26	25	<b>GLEN BURTNICK</b> /Follow You (A&M)	114+3	3+	22+	77-
7	9	17	26	<b>GREAT WHITE</b> /Rock Me (Capitol)	80-2	6-	44-	33-
26	25	25	27	<b>PAUL KELLY &amp; THE MESSENGERS</b> /Darling It Hurts (A&M)	104-2	0=	19-	71-
	46	31	28	<b>BILLY IDOL</b> /Mony Mony (Chrysalis)	102+7	2+	22+	58+
22	20	22	29	<b>SILENCERS</b> /Painted Moon (RCA)	90-0	2-	24-	56-
		48	30	<b>TIMOTHY B. SCHMIT</b> /Boys Night Out (MCA)	100+34	0=	7+	82+
		44	31	<b>AEROSMITH</b> /Rag Doll (Geffen)	86+32	0-	15+	60+
5	12	28	32	<b>GRATEFUL DEAD</b> /Touch Of Grey (Arista)	54-0	16-	36-	15+
	56	40	33	<b>SQUEEZE</b> /Hourglass (A&M)	90+13	2+	19+	52+
47	42	39	34	<b>PETE BARDENS</b> /In Dreams (Cinema/Capitol)	78+9	3+	15=	49+
6	15	27	35	<b>WHITESNAKE</b> /Here I Go Again (Geffen)	45-0	13-	31-	10+
58	49	41	36	<b>CUTTING CREW</b> /I've Been In Love Before (Virgin)	69+8	2=	18+	49+
	47	45	37	<b>JOHN COUGAR MELLENCAMP</b> /Cherry Bomb (Mercury/Pg)	59+8	1+	20+	35=
			38	<b>RUSH</b> /Time Stand Still (Mercury/Pg)	59/59	0	19	37
19	28	35	39	<b>HEART</b> /Who Will You Run To (Capitol)	37-0	13-	33-	4+
			40	<b>PINK FLOYD</b> /One Slip (Columbia)	48/48	0	19	27
	60	49	41	<b>OUTFIELD</b> /Bangin' On My Heart (Columbia)	68+8	1=	12+	44+
		55	42	<b>KISS</b> /Crazy Crazy Nights (Mercury/Pg)	76+19	0=	5+	47+
		47	43	<b>BRANDOS</b> /Gettysburg (Relativity)	73+4	1+	3-	51+
49	45	43	44	<b>CULT</b> /Wild Flower (Sire/WB)	66-0	0=	6-	46-
55	50	46	45	<b>DEF LEPPARD</b> /Hysteria (Mercury/Pg)	48+6	3=	18=	28+
31	37	42	46	<b>EUROPE</b> /Carrie (Epic)	43-1	5-	20-	22-
		54	47	<b>JOHN KAY &amp; STEPPENWOLF</b> /Give Me Life (Qwil)	63+12	1+	2=	51+
			48	<b>LOS LOBOS</b> /Come On, Let's Go (Slash/WB)	49+20	2+	15+	27+
21	24	36	49	<b>BEAT FARMERS</b> /Dark Light (Curb/MCA)	48-0	5+	13-	26-
34	34	34	50	<b>JON BUTCHER</b> /Wishes (Capitol)	49-0	4-	15-	28-
54	54	50	51	<b>STARSHIP</b> /Baby (Grunt/RCA)	52-1	0=	6=	44+
11	19	37	52	<b>DEF LEPPARD</b> /Women (Mercury/Pg)	40-1	4-	17-	21-
56	53	53	53	<b>GRATEFUL DEAD</b> /When Push Comes To Shove (Arista)	40+3	0-	18-	19+
10	17	32	54	<b>JON ASTLEY</b> /Jane's Getting Serious (Atlantic)	40-0	4-	11-	25-
	58	56	55	<b>JOHN COUGAR MELLENCAMP</b> /The Real Life (Mercury/Pg)	35+5	0=	17+	15=
		57	56	<b>CURE</b> /Just Like Heaven (Elektra)	48+7	1+	9=	31+
			57	<b>PINK FLOYD</b> /The Dogs Of War (Columbia)	32/32	0	17	14
		58	58	<b>OMAR &amp; THE HOWLERS</b> /Mississippi Hoodoo Man (Columbia)	44+5	1=	5+	29-
			59	<b>CRUZADOS</b> /Small Town Love (Arista)	50+12	1=	3+	34+
18	22	33	60	<b>ROGER WATERS</b> /Sunset Strip (Columbia)	37-1	0-	14-	17-

## BREAKERS®

### HOOTERS

Satellite (Columbia)  
70% of our reporters on it.

### CARS

Strap Me In (Elektra)  
63% of our reporters on it.

### BILLY IDOL

Mony Mony (Chrysalis)  
60% of our reporters on it.

### JOHN COUGAR MELLENCAMP

Hard Times For An Honest Man (Mercury/Pg)  
60% of our reporters on it.

# POWER SURGE



**Whitesnake**  
**Aerosmith**  
**Sammy Hagar**  
**Tesla**  
**Guns N' Roses**  
**Y&T**  
**EZO**



GEFFEN RECORDS

**A Commitment to Rock...  
Harder and Better.**

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# R&R NATIONAL AIRPLAY

## AOR TRACKS®

### MOST ADDED

RUSH/Time (59)  
PINK FLOYD/Slip (48)  
BODEANS/Love (34)  
TIMOTHY B. SCHMIT/Boys (34)  
AEROSMITH/Rag (32)  
PINK FLOYD/Dogs (32)  
CARS/Strap (27)  
JETHRO TULL/Steel (27)

### HOTTEST

JOHN C. MELLENCAMP/Paper (83)  
CARS/Girl (64)  
PINK FLOYD/Learning (57)  
GRATEFUL DEAD/Hell (34)  
AEROSMITH/Dude (31)  
U2/Where (31)  
RICHARD MARX/Should've (30)  
BRYAN ADAMS/Victim (24)  
RUSH/Force (24)  
DAVID BOWIE/Never (19)  
DEF LEPPARD/Animal (19)

### CHART CLIMBERS

#### TIMOTHY B. SCHMIT "Boys Night Out" (MCA) 100/34 (66/66)

Adds including KPEZ, WZYC, WEGR, KKCY, KFMX. Heavy 7 including WRIF, WTPA, WHCN, WPLR, KLB, KRNA. Medium 82: WBAB, WNEW, WKLS, KTXQ, KZEW, WNOR, WYFN, WLLZ, WQFM, KQRS, KSHE, KBPI, KDKB, KUPD, KINK, KRXQ, KTYD. Moves 48-30.

#### SQUEEZE "Hourglass" (A&M) 90/13 (77/28)

Adds including KTXQ, WLVO, WQFM, CFNY, KPEZ, WZYC, WLAV, WWCT, KFMQ. Heavy 19 including WBAB, WNEW, KROQ, KFOG, WTPA, WCCC, WAQY, KRNA, KQWB. Medium 52 including DC101, WKLS, WNOR, WLUP, WXRT, WLLZ, KBCO, KGB, WPYX, WPDH. Moves 40-33.

#### AEROSMITH "Rag Doll" (Geffen) 86/32 (54/54)

Adds including WNEW, DC101, WQFM, KSHE, KOME, WZZO, WPDH, WTUE, KQDS, WIOT. Heavy 15 including WDVE, WHJY, WYFN, KQRS, KUPD, KFOG, KISS, KILQ, KNAC, WBLM. Medium 60 including WMMR, WKLS, KTXQ, KLOL, KAZY, KDKB, KZAP, KISW, WCCC, WAQY. Moves 44-31.

#### PETE BARDENS "In Dreams" (Cinema/Capitol) 78/9 (72/4)

Adds: WHJY, WRIF, KISW, WPDH, WRDU, KFMG, WIZN, KFMX, KRNA. Heavy 15 including KBCO, KLOS, KRXQ, KFOG, WIOQ, WKQQ, WLAV, WMAD, KTCZ, KKCY. Medium 49 including WMMR, WLVO, KSHE, KGB, KLAQ, WIXV, WRQK, WIOT, KMOD, KJOT. Moves 39-34.

#### KISS "Crazy Crazy Nights" (Mercury/PolyGram) 76/19 (58/57)

Adds including WBAB, KSHE, KOME, WCCC, WAQY, WKDF, WIOT, KILQ, WGIR, WBLM. Heavy 5 including WKLC, WPLR, KISS, KNAC, KTAL. Medium 47 including WNEW, WDVE, WKLS, WLLZ, KAZY, KBPI, KUPD, WIMZ, WRDU, WRQK. Moves 55-42.

#### BRANDOS "Gettysburg" (Relativity) 73/4 (69/13)

Adds: WZZO, KBAT, WAOR, KFMF. Heavy 3: WTPA, WHCN, KQWB. Medium 51 including WNEW, DC101, KTXQ, WNOR, WYFN, WXRT, WLVO, WLLZ, WQFM, KBCO, KGB. Moves 47-43.

#### CUTTING CREW "I've Been In Love Before" (Virgin) 69/8 (67/8)

Adds: CHOM, WSHE, WYFN, WBYR, WWCK, KTCZ, KZRR, WAOR. Heavy 18 including WKLS, WCCC, WPDH, WRXL, WIXV, KGGO, WWCT, KDJK, WGIR, KRNA. Medium 49 including WNEW, WLVO, KBPI, KFOG, KOME, KRXQ, KLAQ, WLAV, KEZO, WIOT. Moves 41-36.

#### OUTFIELD "Bangin' On My Heart" (Columbia) 68/8 (60/15)

Adds: KISW, WCCC, WAQY, WKDF, WTUE, KATT, WIOT, WBLM. Heavy 12 including WHJY, WQFM, KOME, WTPA, KWIC, WIMZ, KZEL, KFMZ, KQWB. Medium 44 including WBAB, WNEW, WLLZ, KBPI, KUPD, WAAF, KLB, KLAQ, WIXV, WAPL. Moves 49-41.

#### JOHN KAY & STEPPENWOLF "Give Me Life" (Qwil) 63/12 (53/24)

Adds: WCCC, WHCN, WEZX, KNAC, WONE, WAPL, WTUE, KQDS, KLPX, WMGM, KQWB, KZOO. Heavy 2: KQRS, KOME. Medium 51 including WNEW, WKLS, WQFM, KUPD, WPYX, WCMF, WAQY, WOUR, WRDU, WIXV. Moves 54-47.

#### RUSH "Time Stand Still" (Mercury/PolyGram) 59/59 (0/0)

Adds including KLOS, WAAF, KLB, WRDU, WRXL, WRQK, WLAV, KATT, KMOD, KILQ. Heavy 19 including KDKB, KUPD, KGB, KFOG, KRQR, KISW, WPYX, WKDF, KISS, WAPL. Medium 37 including WBAB, WNEW, KTXQ, WLUP, WLVO, WQFM, KSHE, KZAP, WZZO, WCCC. Debuts at #38.

#### JOHN COUGAR MELLENCAMP "Cherry Bomb" (Mercury/PolyGram) 59/8 (53/12)

Adds: CHOM, WRIF, KRXQ, KRQR, WONE, KTCZ, KMBY, KGRQ. Heavy 20 including WDVE, WLUP, WQFM, WPYX, WCMF, KLB, WKDF, KATT, WBLM, WWWW. Medium 35 including WBAB, WKLS, WGTR, WNOR, KZAP, WZZO, WOUR, WKRR, WRDU, WRXL. Moves 45-37.

#### CRUZADOS "Small Town Love" (Arista) 50/12 (39/23)

Adds including WBAB, WMMR, KQRS, KLOS, KROQ, KUPD, KGB, WWCT, WIZN. Heavy 3: KBCO, KFOG, KZEL. Medium 34 including WNOR, WXRT, KZAP, KOME, KISS, WLAV, KMOD, KILQ, KRWB. Debuts at #59.

#### LOS LOBOS "Come On, Let's Go" (Slash/WB) 49/20 (30/17)

Adds including DC101, WNOR, KBCO, KROQ, KGB, KEZO, WWCT, KDJK, WIZN, WBLM. Heavy 15 including WLIR, WNEW, WXRT, KFOG, WTPA, WCCC, WAQY, WRXL, WGIR. Medium 27 including WBAB, WLUP, WLLZ, WIOQ, WPDH, WBRU, WFBQ, WRKI, WRUF. Debuts at #48.

#### PINK FLOYD "One Slip" (Columbia) 48/48 (0/0)

Adds including WQFM, KISS, WIXV, WRQK, WLAV, KATT, KEZO, WIOT, WGIR, KFMQ. Heavy 19 including WNEW, WMMR, DC101, WYFN, WXRT, KSHE, KUPD, KRQR, WPYX, WPDH. Medium 27 including WBAB, KTXQ, WGTR, WLVO, KFOG, KRXQ, WZZO, WCCC, WAQY, WRDU. Debuts at #40.

#### CURE "Just Like Heaven" (Elektra) 48/7 (43/6)

Adds: KOME, WKLC, KMOD, KILQ, WAOR, WMRY, KZOO. Heavy 9 including WLIR, WXRT, KROQ, KZEL, WFNX, WIZN, WXXP. Medium 31 including KTXQ, WLLZ, KBCO, KBPI, KFOG, WCCC, WLAV, WBLM, KRNA. Moves 57-56.

#### DEF LEPPARD "Hysteria" (Mercury/PolyGram) 48/6 (43/5)

Adds: WRIF, KQRS, WHCN, KNAC, KQDS, KFMF. Heavy 18 including WEBN, KUPD, KRQR, WPYX, KISS, WAPL, WLAV, WBLM, KFMQ, KWHL. Medium 28 including WKLS, WGTR, WLVO, KDKB, WPDH, WRDU, WIXV, WRQK, KILQ, KDJK. Moves 46-45.

#### OMAR & THE HOWLERS "Mississippi Hoo Doo Man" (Columbia) 44/5 (43/6)

Adds: WQFM, KBAT, KLPX, WMRY, KZOO. Heavy 5 including KAZY, WPLR, KLB, KPEZ. Medium 29 including WBAB, WNEW, KTXQ, KUPD, KGB, KFOG, KOME, KISW, KMOD, KICT. Remains at #58.

#### GRATEFUL DEAD "When Push Comes To Shove" (Arista) 40/3 (38/2)

Adds: WAQX, KMOD, KATP. Heavy 18 including WNEW, WMMR, WXRT, KFOG, KRQR, WPYX, WAQY, WRXL, KATT. Medium 19 including WBAB, WGTR, KLOS, WIOQ, WPDH, WKFM, KDJK, KOZZ, KTYD. Remains at #53.

#### JOHN COUGAR MELLENCAMP "The Real Life" (Mercury/PolyGram) 35/5 (34/7)

Adds: KSJO, WRQK, WLNZ, KDJ, KPOI. Heavy 17 including WHJY, WYFN, WXRT, KSHE, KUPD, KRQR, KISS, WAPL, WLAV, KMOD. Medium 15 including WNEW, KTXQ, WBYR, WAAF, WRF, KBAT, WRDU, WTUE, KDJK, KOZZ. Moves 56-55.

### NEW & ACTIVE

#### NORTHERN PIKES "Things I Do For Money" (Virgin) 40/12 (28/15)

Adds including WHJY, KTXQ, WTPA, WCCC, WPLR, CHEZ, KQDS, KTCZ, KMOD, KFMF. Heavy 2 including CFNY. Medium 21 including WGTR, WXRT, WQFM, KBCO, WBRU, KPEZ, KEZO, KILQ, KQWB.

#### JOHN WAITE "Don't Lose Any Sleep" (EMI-Manhattan) 38/10 (28/24)

Adds: WHJY, WLLZ, KBPI, KGB, KOME, WKDF, WAPL, KDJK, WKLT, KRQU. Heavy 2 including KRNA. Medium 31 including WYFN, WQFM, KLOS, WIMZ, KGGO, KEZO, KPOI, WRUF, KFMZ, KQWB.

#### LOU GRAMM "Lost In The Shadows" (Atlantic) 37/8 (30/11)

Adds: KQRS, KRQR, WPYX, WEZX, WKDF, KMBY, WIZN, KFMX. Powers 1. Heavy 7 including WLLZ, WCMF, KRNA, KFMQ, KWHL. Medium 20 including KZAP, KGB, KOME, WIMZ, KMOD, KILQ, KDJK, WMGM, KATP.

#### TOM KIMMEL "Tryin' To Dance" (Mercury/PolyGram) 37/4 (32/1)

Adds: KRQR, WWCK, WIOT, KDJK. Heavy 0. Medium 22 including KBPI, KOME, WIMZ, WTUE, WLAV, KATT, KMOD, KEZE, WIZN, KRQU.

#### BODEANS "Only Love" (Reprise/WB) 34/34 (0/0)

Adds including KTXQ, WXRT, WQFM, KLB, WIBA, KMOD, WIZN, WRKI, KQWB, KOZZ. Heavy 0. Medium 21 including WNEW, WNOR, WLLZ, KBCO, KFOG, KISW, KRXQ, WAPL, KEZO, KILQ.

#### JIMMY DAVIS & JUNCTION "Kick The Wall" (MCA) 33/30 (3/2)

Adds including KTXQ, WYFN, WQFM, KRQR, WBYR, WDHA, WIMZ, KRNA, KQWB, KFMF. Heavy 2: KBPI, WEGR. Medium 20 including DC101, WLLZ, KDKB, KUPD, KFOG, KRXQ, KMOD, KJOT, KILQ, KEZE.

#### BON JOVI "Edge Of A Broken Heart" (Tin Pan Apple/PolyGram) 32/10 (24/7)

Adds: WMMR, KGB, WIOT, KFMG, KMBY, KRNA, KFMQ, WZZO, KWHL, KZOO. Powers 3. Heavy 9 including WEBN, WIMZ, WKDF, KISS, KOMP, KNAC, KTAL, KRQU. Medium 19 including WIYY, WLVO, KBPI, KRQR, KOME, WAQY, WTUE, KGGO, KPOI, WBLM.

#### CALL "In The River" (Elektra) 32/8 (24/12)

Adds: KZAP, KPEZ, KWIC, KQWB, KGRQ, KFMF, KRQU, KTYD. Heavy 3: WNOR, CFNY, KZEL. Medium 19 including WXRT, KBCO, KFOG, KRQR, KOME, KSJO, WPLR, CHEZ, KILQ, KEZE.

#### HEART "Wait For An Answer" (Capitol) 32/5 (28/5)

Adds: WBAB, KISW, WWCT, WBLM, KQWB. Powers 1. Heavy 8 including KGB, WHCN, KFMG, WMGM. Medium 23 including KZAP, WKLC, WDHA, WEZX, WAQY, KATT, KILQ, KDJK, WIZN, KWHL.

#### MASON RUFFNER "Red Hot Lover" (CBS Associated) 29/8 (20/7)

Adds: WNEW, KBCO, WHCN, WBRU, KBER, WMGM, KATP, KGRQ. Heavy 2: KAZY, KPEZ. Medium 22 including WXRT, WLVO, WLLZ, KFOG, WPYX, WLAV, KEZE, WIZN, WRKI.

#### PINK FLOYD "On The Turning Away" (Columbia) 28/28 (0/0)

Adds including KZEW, WTPA, WPLR, WZEW, WRXL, WKGR, WLAV, KATT, KFMG, KZEL. Heavy 14 including WNEW, DC101, WLUP, WXRT, KUPD, KGON, WHCN, WGIR, KWHL. Medium 14 including KTXQ, WLLZ, WRIF, KFOG, WZZO, WCCC, WIOQ, WAQY.

#### JETHRO TULL "Steel Monkey" (Chrysalis) 27/27 (0/0)

Adds including KTXQ, WQFM, KLOS, KNAC, WKDF, WRQK, KFMG, KJOT, KDJK, KQWB. Heavy 4: KSJO, WTPA, WPLR, WIOQ. Medium 20 including WBAB, WHJY, WSHE, WLLZ, KQRS, KDKB, KISW, WDHA, WEZX, WAQY.

#### CARS "Double Trouble" (Elektra) 22/2 (22/8)

Adds: KDJ, KMBY. Heavy 7 including WQFM, KUPD, KRQR, KOME, KLB, KOZZ. Medium 13 including WNEW, WKLS, WLVO, WLLZ, KZAP, WAAF, WLNZ, KILQ, KDJK.

#### ROGER WATERS "Who Needs Information" (Columbia) 20/6 (16/6)

Adds: WHJY, WRIF, KBCO, WDHA, WHCN, KATP. Heavy 6 including KGB, KFOG, CFNY, KEZE. Medium 11 including KISW, KQDS, WMAD, KBER, KOZZ.

#### PINK FLOYD "Sorrow" (Columbia) 19/19 (0/0)

Adds including WIYY, WZEW. Heavy 7: WMMR, KUPD, WHCN, WAPL, KMOD, WGIR, WMRY. Medium 12 including WBAB, KTXQ, WGTR, KFOG, KISW, WCCC, WAQY, WAAF, WLAV, KEZO.

#### MOJO NIXON & SKID ROPER "Elvis Is Everywhere" (Enigma) 19/4 (18/6)

Adds including KBCO, WKLC, KATT. Heavy 1: WLIR. Medium 6 including CFNY, KLAQ, KPOI, WHFS.

#### GRATEFUL DEAD "Throwing Stones" (Arista) 19/1 (18/2)

Adds: WDHA. Heavy 11 including WMMR, DC101, KFOG, KRQR, WPYX, WHCN, WEZX, CFNY, WHTE, KZEL. Medium 8 including WNOR, WIOQ, WPDH, WKFM, WAAF, KKY, KOZZ.

#### HELIX "Wild In The Streets" (Capitol) 19/1 (19/2)

Adds: WQFM. Heavy 2 including KNAC. Medium 7 including WLLZ, KUPD, KISS, KATP, KQWB.

#### MARILLION "Sugar Mice" (Capitol) 19/1 (22/1)

Adds: WQFM. Heavy 0. Medium 13 including KOME, WIOQ, WPDH, WAQX, WOUR, KLB, WZEW, KATT, KMOD, WIZN.

#### ECHO & THE BUNNYMEN "Lips Like Sugar" (Sire/WB) 16/3 (14/2)

Adds: WTPA, WEZX, KTYD. Powers 1. Heavy 8 including WLIR, WXRT, KROQ, CFNY, WHFS, WFNX, WXXP. Medium 4 including KBCO, WDHA, WIOQ.

#### GUNS 'N' ROSES "Welcome To The Jungle" (Geffen) 16/1 (17/2)

Adds: KAZY. Powers 1. Heavy 1: KNAC. Medium 11 including KTXQ, WNOR, KUPD, KWIC, KLAQ, KISS, KFMG, KILQ, KATP.

## AOR ALBUMS

### MOST ADDED

TIMOTHY B. SCHMIT (35)  
LA BAMBA (13)  
DISORDERLIES (10)  
NORTHERN PIKES (10)  
PETE BARDENS (9)  
CRUZADOS (9)  
JOHN WAITE (9)  
CUTTING CREW (8)  
OUTFIELD (8)  
R.E.M. (9)

### HOTTEST

JOHN COUGAR MELLENCAMP (86)  
CARS (64)  
PINK FLOYD (57)  
GRATEFUL DEAD (50)  
U2 (32)  
AEROSMITH (31)  
RICHARD MARX (30)  
WHITESNAKE (25)  
BRYAN ADAMS (24)  
DEF LEPPARD (24)  
RUSH (24)

### NEW & ACTIVE

Continued from Page 127

#### MARC JORDAN "Talking Through Pictures" (RCA) 16/4 (12/4)

Adds: WLAV, KFMF, KRQU, KZOO. Powers 1. Heavy 3: KFOG, KTCZ, KGRQ. Medium 7 including KBCO, WEZX, WLNZ, WRKI.

#### GUNS 'N' ROSES "Appetite For Destruction" (Geffen) 16/1 (17/2)

Adds: KAZY. Powers 1. Heavy 1: KNAC. Medium 11 including KTXQ, WNOR, KUPD, KWIC, KLAQ, KISS, KILQ, KATP, KFMX.

#### X "See How We Are" (Elektra) 14/3 (13/1)

Adds: WKLC, WBRU, KPEZ. Heavy 3 including KROQ. Medium 8 including WXRT, KBCO, KPOI, WHFS, WFNX, WXXP, KATP, KRQU.

**CHART CLIMBERS** — Charted tracks that are building in airplay but have yet to become Breakers. Numbers indicate total reports/adds, e.g., 80/40 means 80 total reports and 40 adds. (Figures in parentheses are last week's data.)

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)







# CHR PARALLEL ONE PLAYLISTS



**Z93 Atlanta**  
 Atlanta's Hit Radio  
 OM/PD: Bob Case  
 MD: Lindsey Burdette

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 EUROPE/Carrie  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 F77 BOYS/My Love  
 5 WHITNEY HOUSTON/Den't We Almost Have Fun  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 10 BANANARAMA/Heard A Rumor  
 11 OTHER ONE'S/Holiday  
 12 SMOKEY ROBINSON/Den't Mean Nothing  
 13 GRATEFUL DEAD/Touch Of Gray  
 14 NATALIE COLE/Jump Start  
 15 JELLYBEAN/Who Found Me  
 16 LEVITY/Can't Stop  
 17 JOHN COUGAR/Paper In Fire  
 18 LISA LISA/Just In Emotion  
 19 SWING OUT SISTER/Reboot  
 20 HEART/Who Will You Run To  
 21 TIFANY/Think We're Alone N  
 22 ALEXANDER O'NEAL/Pass  
 23 MICHAEL JACKSON/Just Can't Stop Lovin'  
 24 BRYAN ADAMS/Victim Of Love  
 25 FLEETWOOD MAC/Little Lies  
 26 DONNA SUMNER/Dinner With Garth  
 27 CUTTING CREW/You've Been In Love Before  
 28 LISA LISA/Just In Emotion  
 29 KENNY G/Don't Make Me Wait  
 30 TAJA SEVILLA/Love Is Contagious  
 31 MADONNA/Causin' A Commotion  
 32 DAVID BOWIE/Never Let Me Down  
 33 MICHAEL JACKSON/Just Can't Stop Lovin'  
 34 U2/Rattle And Hum  
 35 MA MA ME/Sugar Free  
 36 SUZANNE VEGA/Solitude Standing  
 37 LISA LISA/Just In Emotion  
 38 RAY PARKER JR./Don't Think That Me  
 39 VELLON JOHNSON/Yeah

ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 TIMOTHY B. SCHMID/Boys Night Out



**WTO Miami**  
 PD: Rick Stacy  
 Asst. PD/MD: Frank Amadeo

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 MICHAEL JACKSON/Just Can't Stop Lovin'  
 4 MOEL/Signs Morning  
 5 BANANARAMA/Heard A Rumor  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LISA LISA/Just In Emotion  
 10 MICHAEL JACKSON/Just Can't Stop Lovin'  
 11 MICHAEL JACKSON/Just Can't Stop Lovin'  
 12 MICHAEL JACKSON/Just Can't Stop Lovin'  
 13 MICHAEL JACKSON/Just Can't Stop Lovin'  
 14 MICHAEL JACKSON/Just Can't Stop Lovin'  
 15 MICHAEL JACKSON/Just Can't Stop Lovin'  
 16 MICHAEL JACKSON/Just Can't Stop Lovin'  
 17 MICHAEL JACKSON/Just Can't Stop Lovin'  
 18 MICHAEL JACKSON/Just Can't Stop Lovin'  
 19 MICHAEL JACKSON/Just Can't Stop Lovin'  
 20 MICHAEL JACKSON/Just Can't Stop Lovin'

ADDS  
 KENNY G/Don't Make Me Wait  
 PET SHOP BOYS/It's A Sin  
 JOHN COUGAR/Paper In Fire  
 HEART/Who Will You Run To  
 RED SPEEDWAGON/In My Dreams



**WBNS New Orleans**  
 PD: Shadow P. Stevens  
 MD: Joey Giovinco

H 2 1 LISA LISA/Just In Emotion  
 2 FAT BOYS/My Love  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 EUROPE/Carrie  
 5 WHITNEY HOUSTON/Den't We Almost Have Fun  
 6 MICHAEL JACKSON/Just Can't Stop Lovin'  
 7 DAN HILL/Can't We Try  
 8 MADONNA/Causin' A Commotion  
 9 SMOKEY ROBINSON/Den't Mean Nothing  
 10 LOS LOBOS/La Bamba  
 11 BANANARAMA/Heard A Rumor  
 12 WILL TO POWER/Dreamin'  
 13 ABC/When Smokey Sings  
 14 DEBBIE GIBSON/Only In My Dreams  
 15 PRINCE/You Got The Love  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

ADDS  
 KENNY G/Don't Make Me Wait  
 SWING OUT SISTER/Reboot  
 BRYAN ADAMS/Victim Of Love



**KHYL Dallas**  
 PD: Buzz Bennett  
 Asst. PD: Chuck Beck

H 2 1 PRINCE/You Got The Love  
 2 TIFANY/Think We're Alone N  
 3 EUROPE/Carrie  
 4 LEVITY/Can't Stop  
 5 MADONNA/Causin' A Commotion  
 6 LISA LISA/Just In Emotion  
 7 GEORGE MICHAEL/Want Your Sex  
 8 LOS LOBOS/La Bamba  
 9 WHITNEY HOUSTON/Den't We Almost Have Fun  
 10 MICHAEL JACKSON/Just Can't Stop Lovin'  
 11 WHITNEY HOUSTON/Den't We Almost Have Fun  
 12 RED SPEEDWAGON/In My Dreams  
 13 GRATEFUL DEAD/Touch Of Gray  
 14 JOHN COUGAR/Paper In Fire  
 15 TAJA SEVILLA/Love Is Contagious  
 16 CARB/You Are The Girl  
 17 L.L. COOL/J/Need Love  
 18 BILLY IDOL/Hot Shit  
 19 FAT BOYS/My Love  
 20 MICHAEL JACKSON/Just Can't Stop Lovin'  
 21 HERB ALPERT/Having Love In The Re  
 22 MADONNA/Causin' A Commotion  
 23 WHITNEY HOUSTON/Den't We Almost Have Fun  
 24 BON JOVI/Edge Of A Broken Heart  
 25 BRYAN ADAMS/Victim Of Love  
 26 MA MA ME/Sugar Free  
 27 MIAMI SOUND MACHINE/Beats Say That  
 28 MICHAEL JACKSON/Just Can't Stop Lovin'

ADDS  
 LOS LOBOS/Com On Let's Go  
 HOTLEY CRUISE/It's Size

ON  
 WHITNEY HOUSTON/Heart Of Truth

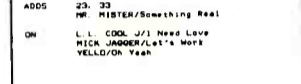
## MIDWEST



**WBBM-FM 106-KWK Chicago**  
 PD: Buddy Scott  
 MD: Joe Bohannon

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 LISA LISA/Just In Emotion  
 4 LOS LOBOS/La Bamba  
 5 MADONNA/Causin' A Commotion  
 6 DEBBIE GIBSON/Only In My Dreams  
 7 WHISPERS/Rock Steady  
 8 SMOKEY ROBINSON/Den't Mean Nothing  
 9 JELLYBEAN/Who Found Me  
 10 WHITNEY HOUSTON/Den't We Almost Have Fun  
 11 PRINCE/You Got The Love  
 12 DAN HILL/Can't We Try  
 13 NATALIE COLE/Jump Start  
 14 ABC/When Smokey Sings  
 15 SMOKEY ROBINSON/Den't Mean Nothing  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

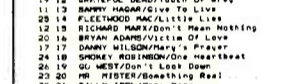
ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**WTO Miami**  
 PD: Rick Stacy  
 Asst. PD/MD: Frank Amadeo

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 MICHAEL JACKSON/Just Can't Stop Lovin'  
 4 MOEL/Signs Morning  
 5 BANANARAMA/Heard A Rumor  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LISA LISA/Just In Emotion  
 10 MICHAEL JACKSON/Just Can't Stop Lovin'  
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 20 MICHAEL JACKSON/Just Can't Stop Lovin'

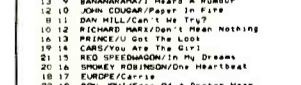
ADDS  
 KENNY G/Don't Make Me Wait  
 PET SHOP BOYS/It's A Sin  
 JOHN COUGAR/Paper In Fire  
 HEART/Who Will You Run To  
 RED SPEEDWAGON/In My Dreams



**99DIX FM Detroit**  
 PD: Bobby Hatfield  
 Asst. PD/MD: Mike Bradley

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 F77 BOYS/My Love  
 5 WHITNEY HOUSTON/Den't We Almost Have Fun  
 6 MICHAEL JACKSON/Just Can't Stop Lovin'  
 7 DAN HILL/Can't We Try  
 8 MADONNA/Causin' A Commotion  
 9 SMOKEY ROBINSON/Den't Mean Nothing  
 10 LOS LOBOS/La Bamba  
 11 BANANARAMA/Heard A Rumor  
 12 WILL TO POWER/Dreamin'  
 13 ABC/When Smokey Sings  
 14 DEBBIE GIBSON/Only In My Dreams  
 15 PRINCE/You Got The Love  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 TIMOTHY B. SCHMID/Boys Night Out



**94WKTI Milwaukee**  
 PD: Tim Fox  
 MD: Denise Lauren

H 2 1 DEBBIE GIBSON/Only In My Dreams  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 MICHAEL JACKSON/Just Can't Stop Lovin'  
 5 WHISPERS/Rock Steady  
 6 LOS LOBOS/La Bamba  
 7 U2/Still Haven't Found  
 8 GRATEFUL DEAD/Touch Of Gray  
 9 BANANARAMA/Heard A Rumor  
 10 JOHN COUGAR/Paper In Fire  
 11 DAN HILL/Can't We Try  
 12 RICHARD MARX/Don't Mean Nothing  
 13 CARB/You Are The Girl  
 14 SMOKEY ROBINSON/Den't Mean Nothing  
 15 LEVITY/Can't Stop  
 16 EUROPE/Carrie  
 17 SMOKEY ROBINSON/Den't Mean Nothing  
 18 BON JOVI/Edge Of A Broken Heart  
 19 TAJA SEVILLA/Love Is Contagious  
 20 HEART/Who Will You Run To  
 21 ABC/When Smokey Sings  
 22 WARRICK & OSBORNE/Love Power  
 23 MA MA ME/Sugar Free  
 24 MICHAEL JACKSON/Just Can't Stop Lovin'  
 25 KENNY G/Don't Make Me Wait  
 26 BODANNA/Only

ADDS  
 27 30 LEVITY/Can't Stop  
 28 DAVID BOWIE/Never Let Me Down

ON  
 DAVID BOWIE/Never Let Me Down



**WBBM-FM 96 Detroit**  
 PD: Rick Gillette  
 MD: Mark Jackson

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 LISA LISA/Just In Emotion  
 4 LOS LOBOS/La Bamba  
 5 MADONNA/Causin' A Commotion  
 6 DEBBIE GIBSON/Only In My Dreams  
 7 WHISPERS/Rock Steady  
 8 SMOKEY ROBINSON/Den't Mean Nothing  
 9 JELLYBEAN/Who Found Me  
 10 WHITNEY HOUSTON/Den't We Almost Have Fun  
 11 PRINCE/You Got The Love  
 12 DAN HILL/Can't We Try  
 13 NATALIE COLE/Jump Start  
 14 ABC/When Smokey Sings  
 15 SMOKEY ROBINSON/Den't Mean Nothing  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

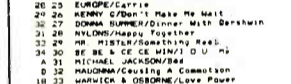
ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**WTO Miami**  
 PD: Rick Stacy  
 Asst. PD/MD: Frank Amadeo

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 MICHAEL JACKSON/Just Can't Stop Lovin'  
 4 MOEL/Signs Morning  
 5 BANANARAMA/Heard A Rumor  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LISA LISA/Just In Emotion  
 10 MICHAEL JACKSON/Just Can't Stop Lovin'  
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 20 MICHAEL JACKSON/Just Can't Stop Lovin'

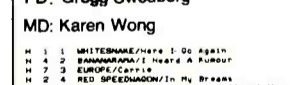
ADDS  
 KENNY G/Don't Make Me Wait  
 PET SHOP BOYS/It's A Sin  
 JOHN COUGAR/Paper In Fire  
 HEART/Who Will You Run To  
 RED SPEEDWAGON/In My Dreams



**79.5 ALL HITS WCZY Detroit**  
 PD: Brian Patrick  
 MD: Kathy Means

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 L.L. COOL/J/Need Love  
 5 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 6 PRINCE/You Got The Love  
 7 SMOKEY ROBINSON/Den't Mean Nothing  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LEVITY/Can't Stop  
 10 JELLYBEAN/Who Found Me  
 11 JOHN COUGAR/Paper In Fire  
 12 FAT BOYS/My Love  
 13 ALEXANDER O'NEAL/Pass  
 14 LISA LISA/Just In Emotion  
 15 LISA LISA/Just In Emotion  
 16 ANITA BAKER/Who Drove Me Crazy  
 17 RICHARD MARX/Don't Mean Nothing  
 18 NATALIE COLE/Jump Start  
 19 HEART/Who Will You Run To  
 20 HEART/Who Will You Run To  
 21 BILLY IDOL/Hot Shit  
 22 DAVID BOWIE/Never Let Me Down  
 23 POINTER SISTERS/There  
 24 WHISPERS/Rock Steady  
 25 KENNY G/Don't Make Me Wait  
 26 SMOKEY ROBINSON/Den't Mean Nothing  
 27 RICHARD MARX/Don't Mean Nothing  
 28 NYLON/Happy Together  
 29 MR. MISTER/Smoothing Real  
 30 MICHAEL JACKSON/Just Can't Stop Lovin'  
 31 MICHAEL JACKSON/Just Can't Stop Lovin'  
 32 WARRICK & OSBORNE/Love Power  
 33 RED SPEEDWAGON/In My Dreams  
 34 FLEETWOOD MAC/Little Lies  
 35 SUZANNE VEGA/Solitude Standing  
 36 SWING OUT SISTER/Reboot  
 37 LOS LOBOS/Com On Let's Go  
 38 GRATEFUL DEAD/Touch Of Gray  
 39 MICHAEL JACKSON/Just Can't Stop Lovin'

ADDS  
 TAJA SEVILLA/Love Is Contagious



**WTO Miami**  
 PD: Rick Stacy  
 Asst. PD/MD: Frank Amadeo

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 MICHAEL JACKSON/Just Can't Stop Lovin'  
 4 MOEL/Signs Morning  
 5 BANANARAMA/Heard A Rumor  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LISA LISA/Just In Emotion  
 10 MICHAEL JACKSON/Just Can't Stop Lovin'  
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 19 MICHAEL JACKSON/Just Can't Stop Lovin'  
 20 MICHAEL JACKSON/Just Can't Stop Lovin'

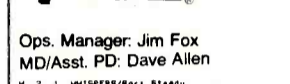
ADDS  
 KENNY G/Don't Make Me Wait  
 PET SHOP BOYS/It's A Sin  
 JOHN COUGAR/Paper In Fire  
 HEART/Who Will You Run To  
 RED SPEEDWAGON/In My Dreams



**POWER 96 Detroit**  
 PD: Rick Gillette  
 MD: Mark Jackson

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 LISA LISA/Just In Emotion  
 4 LOS LOBOS/La Bamba  
 5 MADONNA/Causin' A Commotion  
 6 DEBBIE GIBSON/Only In My Dreams  
 7 WHISPERS/Rock Steady  
 8 SMOKEY ROBINSON/Den't Mean Nothing  
 9 JELLYBEAN/Who Found Me  
 10 WHITNEY HOUSTON/Den't We Almost Have Fun  
 11 PRINCE/You Got The Love  
 12 DAN HILL/Can't We Try  
 13 NATALIE COLE/Jump Start  
 14 ABC/When Smokey Sings  
 15 SMOKEY ROBINSON/Den't Mean Nothing  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**Q102 Cincinnati**  
 Ops. Manager: Jim Fox  
 MD/Asst. PD: Dave Allen

H 2 1 WHISPERS/Rock Steady  
 2 DEBBIE GIBSON/Only In My Dreams  
 3 DAN HILL/Can't We Try  
 4 RICHARD MARX/Don't Mean Nothing  
 5 U2/Still Haven't Found  
 6 LOS LOBOS/La Bamba  
 7 WHITNEY HOUSTON/Den't We Almost Have Fun  
 8 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 9 JELLYBEAN/Who Found Me  
 10 WHITNEY HOUSTON/Den't We Almost Have Fun  
 11 PRINCE/You Got The Love  
 12 DAN HILL/Can't We Try  
 13 NATALIE COLE/Jump Start  
 14 ABC/When Smokey Sings  
 15 SMOKEY ROBINSON/Den't Mean Nothing  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**WNCI 97.9 Columbus**  
 PD: Bill Richards  
 Asst. PD: Tom Kelly

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 L.L. COOL/J/Need Love  
 5 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 6 PRINCE/You Got The Love  
 7 SMOKEY ROBINSON/Den't Mean Nothing  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LEVITY/Can't Stop  
 10 JELLYBEAN/Who Found Me  
 11 JOHN COUGAR/Paper In Fire  
 12 FAT BOYS/My Love  
 13 ALEXANDER O'NEAL/Pass  
 14 LISA LISA/Just In Emotion  
 15 LISA LISA/Just In Emotion  
 16 ANITA BAKER/Who Drove Me Crazy  
 17 RICHARD MARX/Don't Mean Nothing  
 18 NATALIE COLE/Jump Start  
 19 HEART/Who Will You Run To  
 20 HEART/Who Will You Run To  
 21 BILLY IDOL/Hot Shit  
 22 DAVID BOWIE/Never Let Me Down  
 23 POINTER SISTERS/There  
 24 WHISPERS/Rock Steady  
 25 KENNY G/Don't Make Me Wait  
 26 SMOKEY ROBINSON/Den't Mean Nothing  
 27 RICHARD MARX/Don't Mean Nothing  
 28 NYLON/Happy Together  
 29 MR. MISTER/Smoothing Real  
 30 MICHAEL JACKSON/Just Can't Stop Lovin'  
 31 MICHAEL JACKSON/Just Can't Stop Lovin'  
 32 WARRICK & OSBORNE/Love Power  
 33 RED SPEEDWAGON/In My Dreams  
 34 FLEETWOOD MAC/Little Lies  
 35 SUZANNE VEGA/Solitude Standing  
 36 SWING OUT SISTER/Reboot  
 37 LOS LOBOS/Com On Let's Go  
 38 GRATEFUL DEAD/Touch Of Gray  
 39 MICHAEL JACKSON/Just Can't Stop Lovin'

ADDS  
 TAJA SEVILLA/Love Is Contagious



**WTO Miami**  
 PD: Rick Stacy  
 Asst. PD/MD: Frank Amadeo

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 MICHAEL JACKSON/Just Can't Stop Lovin'  
 4 MOEL/Signs Morning  
 5 BANANARAMA/Heard A Rumor  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LISA LISA/Just In Emotion  
 10 MICHAEL JACKSON/Just Can't Stop Lovin'  
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 19 MICHAEL JACKSON/Just Can't Stop Lovin'  
 20 MICHAEL JACKSON/Just Can't Stop Lovin'

ADDS  
 KENNY G/Don't Make Me Wait  
 PET SHOP BOYS/It's A Sin  
 JOHN COUGAR/Paper In Fire  
 HEART/Who Will You Run To  
 RED SPEEDWAGON/In My Dreams



**KTLR 103.3 St. Louis**  
 Ops. Manager: Dave Robbins  
 MD: Mark Todd

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 LISA LISA/Just In Emotion  
 4 LOS LOBOS/La Bamba  
 5 MADONNA/Causin' A Commotion  
 6 DEBBIE GIBSON/Only In My Dreams  
 7 WHISPERS/Rock Steady  
 8 SMOKEY ROBINSON/Den't Mean Nothing  
 9 JELLYBEAN/Who Found Me  
 10 WHITNEY HOUSTON/Den't We Almost Have Fun  
 11 PRINCE/You Got The Love  
 12 DAN HILL/Can't We Try  
 13 NATALIE COLE/Jump Start  
 14 ABC/When Smokey Sings  
 15 SMOKEY ROBINSON/Den't Mean Nothing  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

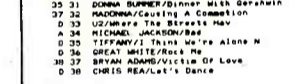
ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**KNOB 101 Minneapolis**  
 PD: Dave Anthony  
 Asst. PD/MD: Don Michaels

H 2 1 DAN HILL/Can't We Try  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 RICHARD MARX/Don't Mean Nothing  
 4 ALEXANDER O'NEAL/Pass  
 5 RED SPEEDWAGON/In My Dreams  
 6 PRINCE/You Got The Love  
 7 WHITNEY HOUSTON/Den't We Almost Have Fun  
 8 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 9 JELLYBEAN/Who Found Me  
 10 WHITNEY HOUSTON/Den't We Almost Have Fun  
 11 PRINCE/You Got The Love  
 12 DAN HILL/Can't We Try  
 13 NATALIE COLE/Jump Start  
 14 ABC/When Smokey Sings  
 15 SMOKEY ROBINSON/Den't Mean Nothing  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

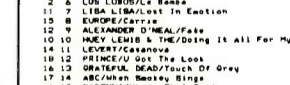
ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**LIXET 92.5-FM Columbus**  
 PD: Adam Cook  
 Assistant PD/MD: Kevin Haines

H 2 1 MICHAEL JACKSON/Just Can't Stop Lovin'  
 2 WHITNEY HOUSTON/Den't We Almost Have Fun  
 3 WHITNEY HOUSTON/Den't We Almost Have Fun  
 4 DAN HILL/Can't We Try  
 5 WHITNEY HOUSTON/Den't We Almost Have Fun  
 6 MICHAEL JACKSON/Just Can't Stop Lovin'  
 7 DAN HILL/Can't We Try  
 8 MADONNA/Causin' A Commotion  
 9 SMOKEY ROBINSON/Den't Mean Nothing  
 10 LOS LOBOS/La Bamba  
 11 BANANARAMA/Heard A Rumor  
 12 WILL TO POWER/Dreamin'  
 13 ABC/When Smokey Sings  
 14 DEBBIE GIBSON/Only In My Dreams  
 15 PRINCE/You Got The Love  
 16 DANNY WILSON/Mary's Prayer  
 17 EXPLORE/Let Me Be The One  
 18 L.L. COOL/J/Need Love  
 19 HEART/Who Will You Run To  
 20 TIFANY/Think We're Alone N  
 21 WHISPERS/Rock Steady  
 22 FLEETWOOD MAC/Little Lies  
 23 HUEY LEWIS & THE NEW POWER GENERATION/We're Into Music  
 24 MADONNA/Causin' A Commotion  
 25 PET SHOP BOYS/It's A Sin  
 26 MICHAEL JACKSON/Just Can't Stop Lovin'  
 27 GEORGE MICHAEL/Want Your Sex  
 28 BILLY IDOL/Hot Shit

ADDS  
 MICHAEL JACKSON/Just Can't Stop Lovin'  
 LYNDON ABELL/Heart Of Truth



**WTO Miami**  
 PD: Rick Stacy  
 Asst. PD/MD: Frank Amadeo

H 2 1 WHITNEY HOUSTON/Den't We Almost Have Fun  
 2 EUROPE/Carrie  
 3 MICHAEL JACKSON/Just Can't Stop Lovin'  
 4 MOEL/Signs Morning  
 5 BANANARAMA/Heard A Rumor  
 6 PRINCE/You Got The Love  
 7 LISA LISA/Just In Emotion  
 8 MICHAEL JACKSON/Just Can't Stop Lovin'  
 9 LISA LISA/Just In Emotion  
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 17 MICHAEL JACKSON/Just Can't Stop Lovin'  
 18 MICHAEL JACKSON/Just Can't Stop Lovin'  
 19 MICHAEL JACKSON/







MOST ADDED EAST BREAKOUTS Michael Jackson Los Lobos REO Speedwagon Medley & Warnes Wa Wa Nee Wendy & Lisa U2 Timothy B. Schmit

CHR ADS & HOTS

MOST ADDED SOUTH BREAKOUTS Michael Jackson R.E.M. U2 Medley & Warnes Timothy B. Schmit Neel Billy Idol Squeeze Madonna John Waite Anita Baker

EAST PARALLEL TWO

WFLY/Albany, NY Michael Morgan... WSPK/Poughkeepsie, NY Dayton/Well... Q100/Allentown, PA Andrews/Cifford... WYSR/Charleston, WV Jarvie/Swann... WJZZ/Chattanooga, TN Chase/Scott... WFMJ/Lexington, KY Jones/Thomas... B105/Olando, FL White/Summers... KTUX/Shreveport, LA Steel/Waber... WZKX/Bloxi, MS John Raymond... Q101/Meriden, MS RBC O'Neil/Brock

SOUTH PARALLEL TWO

PWR97/Atlanta, GA Davis/Wyrostok... WSKZ/Chattanooga, TN Chase/Scott... WFMJ/Lexington, KY Jones/Thomas... B105/Olando, FL White/Summers... KTUX/Shreveport, LA Steel/Waber... WZKX/Bloxi, MS John Raymond... Q101/Meriden, MS RBC O'Neil/Brock

PARALLEL THREE

KAKS/Amarillo, TX Richards/James... KQIZ/Amarillo, TX Stu Smoke... WKSJ/Greensboro, NC Kelly/O'Brien... WCKN/Greenville, SC Wilson/Noz... WZVY/Huntsville, AL Galther/Russell... WWSX/Charleston, SC Joseph/Allen... WBCV/Charlotte, NC Jack/Daniel... WQUT/Johnson City, TN Potter/Taylor

PARALLEL THREE

KAKS/Amarillo, TX Richards/James... KQIZ/Amarillo, TX Stu Smoke... WKSJ/Greensboro, NC Kelly/O'Brien... WCKN/Greenville, SC Wilson/Noz... WZVY/Huntsville, AL Galther/Russell... WWSX/Charleston, SC Joseph/Allen... WBCV/Charlotte, NC Jack/Daniel... WQUT/Johnson City, TN Potter/Taylor

N&A Begins Page 142 New Artists & Chart Summary Page 141 New P-A Playlists Page 132

233 Current Reports 220 Current Reports The following stations reported a frozen playlist this week: KROY/Sacramento KWSS/San Jose WBCY/Charlotte KXYQ/Portland The following stations failed to report this week, therefore their playlists were frozen: WKSE/Bufallo KPLZ/Seattle KWOD/Sacramento WCKN/Greenville KISM/Lafayette Z103/Tallahassee KFMW/Waterloo KTRS/Casper

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/label designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity (up/down) for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallel. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/4C CHR Rotation Criteria -- Fulltime Adds and/or One: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or One: two plays in a 24-hour period, both of them before midnight.



**MIDWEST** BREAKOUTS  
 Michael Jackson  
 Madonna  
 R.E.M.  
 Swing Out Sister  
 Cutting Crew  
 U2

**Squeeze**  
 Wendy & Lisa  
 Timothy B. Schmit

# CHR ADDS & HOTS

**WEST** BREAKOUTS  
 Michael Jackson  
 U2  
 Squeeze  
 Tiffany

**R.E.M.**  
 Timothy B. Schmit  
 Los Lobos  
 Outfield

## MIDWEST

### PARALLEL TWO

**WKDD/Akron, OH**  
 Anthony/Kitredge

**LEVET**  
 PRINCE  
 MICHAEL JACKSON  
 TAJA SEVELLE (dp)  
 MIAMI SOUND MACHI (dp)  
 MADONNA  
 Hottest:  
 HEART 3-2  
 REO SPEEDWAGON 6-3  
 BANANARAMA 8-4  
 OTHER ONES 13-6  
 BRYAN ADAMS 18-9

**WMEE/Ft. Wayne, IN**  
 Allen/Devis

**SWING OUT SISTER**  
 MICHAEL JACKSON  
 NATALIE COLE  
 PRINCE  
 Hottest:  
 MICHAEL JACKSON 2-1  
 WHITESNAKE 4-2  
 WHITNEY HOUSTON 9-4  
 DAN HILL 7-5  
 JOHN COUGAR 12-7  
 BANANARAMA 18-9

**KLQ/Grand Rapids, MI**  
 Dwan/Tinnes

**CUTTING CREW**  
 GREAT WHITE  
 MADONNA  
 REO SPEEDWAGON  
 U2  
 Hottest:  
 FAT BOYS 14-5  
 ABC 16-6  
 JOHN COUGAR 20-11  
 LISA LISA 27-17  
 CARS 29-18

**WIXI/Green Bay, WI**  
 McCarthy/Michael T.

**MADONNA**  
 L.L. COOL J  
 EXPOSE  
 CUTTING CREW  
 YELLO  
 Hottest:  
 WHITNEY HOUSTON 2-1  
 WHITESNAKE 4-2  
 EUROPE 5-3  
 BANANARAMA 10-8  
 JOHN COUGAR 11-9  
 L.L. COOL J 22-18  
 FLEETWOOD MAC 23-19

**WZPL/Indianapolis, IN**  
 Steve Stiles

**MADONNA**  
 LEVERT  
 MICHAEL JACKSON  
 Hottest:  
 WHITESNAKE 1-1  
 EUROPE 3-2  
 LISA LISA 17-7  
 WHITNEY HOUSTON 13-9  
 DAN HILL 16-10

**Z104/Madison, WI**  
 Little/Hudson

**MICHAEL JACKSON**  
 R.E.M.  
 BRYAN ADAMS  
 Hottest:  
 WHITNEY HOUSTON 3-1  
 REO SPEEDWAGON 14-8  
 ABC 11-9  
 OTHER ONES 19-10  
 BON JOVI 20-14

**KJ103/Oklahoma City, OK**  
 Joe Folger

**MADONNA**  
 U2  
 Hottest:  
 WHITESNAKE 8-1  
 WHISPERS 9-3  
 HUEY LEWIS & THE 10-6  
 HEART 12-10  
 WHITNEY HOUSTON 17-11

**KOKO/Omaha, NB**  
 Evans/Mohs

**MICHAEL JACKSON**  
 U2  
 KENNY G  
 SWING OUT SISTER  
 WENDY & LISA (dp)  
 Hottest:  
 MICHAEL JACKSON 1-1  
 WHITESNAKE 2-2  
 EUROPE 7-7  
 LISA LISA 13-12  
 MICHAEL JACKSON D-20

**WZOK/Rockford, IL**  
 McClure/Summers

**MADONNA**  
 ALEXANDER O'NEAL  
 BILLY IDOL  
 MICK JAGGER  
 MICHAEL JACKSON  
 Hottest:  
 WHITESNAKE 2-1  
 ABC 4-2  
 MICHAEL JACKSON 7-3  
 WHITNEY HOUSTON 8-6  
 PRINCE 13-8

**KZ33/Peoria, IL**  
 Keith Edwards

**MICHAEL JACKSON**  
 Hottest:  
 WHITESNAKE 1-1  
 DAN HILL 2-2  
 HUEY LEWIS & THE 3-3  
 EUROPE 7-8  
 DEBBIE GIBSON 14-9

**WRQN/Toledo, OH**  
 Brad Hanson

**MICHAEL JACKSON**  
 KENNY G  
 SWING OUT SISTER  
 TIPPANY  
 Hottest:  
 WHITESNAKE 6-6  
 WHITNEY HOUSTON 11-8  
 JOHN COUGAR 12-10  
 HEART 20-16  
 U2 D-26

**KAY107/Tulsa, OK**  
 Hopkins/Payton

**L.L. COOL J**  
 CARS  
 DAVID BOWIE  
 FLEETWOOD MAC  
 Hottest:  
 MICHAEL JACKSON 3-1  
 ABC 8-4  
 WHITESNAKE 11-9  
 JELLYBEAN 13-10  
 BANANARAMA 19-12

**KKRD/Wichita, KS**  
 Oliver/Williams

**MICHAEL JACKSON**  
 POISON  
 FAT BOYS (dp)  
 SWING OUT SISTER  
 Hottest:  
 MICHAEL JACKSON 1-1  
 EUROPE 16-13  
 MICK JAGGER 17-14  
 L.L. COOL J 22-18  
 FLEETWOOD MAC 23-19

**WHOT/Youngstown, OH**  
 Dick Thompson

**MADONNA**  
 FLEETWOOD MAC  
 Hottest:  
 MICHAEL JACKSON 1-1  
 WHITESNAKE 3-2  
 WHITNEY HOUSTON 5-3  
 ABC 11-6  
 HUEY LEWIS & THE 10-7

**Y94/Fargo, ND**  
 Jack Lundy

**MICHAEL JACKSON**  
 MADONNA  
 SWING OUT SISTER  
 R.E.M.  
 Hottest:  
 REO SPEEDWAGON 1-1  
 HUEY LEWIS & THE 2-2  
 WHITNEY HOUSTON 5-3  
 GO WEST 6-4  
 CARS 16-10

**KKXU/Grand Forks, ND**  
 O'Douglas/Hendrickson

**MADONNA**  
 MICHAEL JACKSON  
 KENNY G (dp)  
 SOUZEZE (dp)  
 Hottest:  
 WHITESNAKE 3-1  
 NATALIE COLE 22-15  
 L.L. COOL J 24-17  
 HEART 30-22  
 BRYAN ADAMS 31-24

**WKFR/Kalamazoo, MI**  
 Anthony/Britain

**BILLY IDOL**  
 RICHARD MARX  
 WILSON  
 BANANARAMA  
 GREAT WHITE  
 POISON  
 BONNIE HAYES (dp)  
 MICK JAGGER (dp)  
 WENDY & LISA (dp)  
 MIAMI SOUND MACHI (dp)  
 R.E.M. (dp)  
 Hottest:  
 HUEY LEWIS & THE 2-1  
 LOS LOBOS 10-3  
 WHITESNAKE 19-6  
 EUROPE 20-9  
 JOHN WAITE 14-12

**WAZY/Lafayette, IN**  
 Louisa/Morton

**MICHAEL JACKSON**  
 FLEETWOOD MAC  
 MICK JAGGER  
 POISON (dp)  
 WA WA NEE  
 Hottest:  
 WHITESNAKE 2-1  
 EUROPE 3-2  
 DAN HILL 5-3  
 ABC 10-6  
 L.L. COOL J 22-15

## PARALLEL THREE

**KYYV/Bismarck, ND**  
 Bob Beck

**FAT BOYS**  
 ALEXANDER O'NEAL  
 SOUZEZE  
 MICHAEL JACKSON  
 CUTTING CREW  
 MIAMI SOUND MACHI  
 SUZANNE VEGA  
 Hottest:  
 MICHAEL JACKSON 2-1  
 WHITESNAKE 3-3  
 EUROPE 10-6  
 JOHN COUGAR 16-10  
 LISA LISA 21-12

**WBNQ/Bloomington, IL**  
 Justin/Robbins

**WENDY & LISA**  
 MIAMI SOUND MACHI  
 MADONNA  
 TIMOTHY B. SCHMIT  
 PETE WYLIE (dp)  
 R.E.M. (dp)  
 Hottest:  
 WHITESNAKE 1-1  
 REO SPEEDWAGON 6-3  
 EUROPE 12-5  
 GRATEFUL DEAD 11-6  
 MICHAEL JACKSON 15-7

**WBWB/Bloomington, IN**  
 Jim Clouss

**LEVET**  
 R.E.M.  
 SOUZEZE  
 MADONNA  
 MICHAEL JACKSON  
 PET SHOP BOYS  
 WA WA NEE  
 U2  
 MICK JAGGER (dp)  
 TIMOTHY B. SCHMIT  
 REO SPEEDWAGON  
 OTHER ONES (dp)  
 Hottest:  
 WHITESNAKE 2-1  
 JOHN COUGAR 3-2  
 NATALIE COLE 18-9  
 L.L. COOL J 25-10  
 YELLO 30-17

**WDBR/Springfield, IL**  
 Moore/Lawley

**MICHAEL JACKSON**  
 LOS LOBOS  
 JOHN WAITE  
 TIMOTHY B. SCHMIT  
 Hottest:  
 MICHAEL JACKSON 2-1  
 WHITESNAKE 3-2  
 ABC 7-5  
 EUROPE 9-7  
 LISA LISA 12-10

**WSPST/Stevens Point, WI**  
 Bouley/Steffan

**MICHAEL JACKSON**  
 MADONNA  
 LEVERT  
 EXPOSE  
 R.E.M. (dp)  
 Hottest:  
 WHITNEY HOUSTON 6-4  
 MICHAEL JACKSON 10-5  
 OTHER ONES 14-9  
 REO SPEEDWAGON 30-19

**KDVV/Topeka, KS**  
 Kevin Rabat

**TIPPANY**  
 MICHAEL JACKSON  
 SWING OUT SISTER  
 BON JOVI (dp)  
 Hottest:  
 WHITESNAKE 5-2  
 EUROPE 12-4  
 REO SPEEDWAGON 24-15  
 FAT BOYS 29-23  
 BILLY IDOL D-31

**KFMW/Waterloo, IA**  
 Jacobsen/Hansen

none  
 WHITESNAKE 1-1  
 FAT BOYS 4-4  
 BANANARAMA 6-6  
 FLEETWOOD MAC 11-11  
 LOVERBOY 12-12

## WEST

### PARALLEL TWO

**KIVA/Albuquerque, NM**  
 Howard Johnson

**MICHAEL JACKSON**  
 DAN HILL  
 PRINCE  
 Hottest:  
 WHITNEY HOUSTON 10-4  
 LEVERT 16-11  
 JELLYBEAN 19-13  
 EUROPE 20-15  
 TIPPANY 28-21

**KF96/Boise, ID**  
 Jack Armstrong

**MICHAEL JACKSON**  
 GRATEFUL DEAD  
 CURIOSITY KILLED  
 PETE WYLIE  
 MEDLEY & WARNES  
 Hottest:  
 WHITNEY HOUSTON 7-3  
 SOUZEZE  
 LEVERT 16-8  
 OTHER ONES 26-9  
 ALEXANDER O'NEAL 23-18

**KIYS/Boise, ID**  
 Tom Evans

**U2**  
 MICHAEL JACKSON  
 LOS LOBOS  
 EXPOSE  
 R.E.M. (dp)  
 SOUZEZE  
 WHITESNAKE 2-1  
 EUROPE 3-2  
 YELLO 10-9  
 TIPPANY 18-13  
 FLEETWOOD MAC 32-25

**KIKX/Colorado Springs, CO**  
 John Dentzer

**MICHAEL JACKSON**  
 MADONNA  
 TIPPANY  
 FAT BOYS  
 POISON  
 BEE GEES  
 OUTFIELD  
 Hottest:  
 MICHAEL JACKSON 1-1  
 WHITNEY HOUSTON 2-2  
 WHITESNAKE 3-3  
 DAN HILL 4-4  
 HUEY LEWIS & THE 5-5

**CHEO/Edmonton, Alberta**  
 McKenna/Stuart

**HAYWIRE**  
 LEVERT  
 MICHAEL JACKSON  
 GO WEST (dp)  
 U2 (dp)  
 FROZEN GHOST  
 HOTTEST:  
 WHITESNAKE 13-8  
 HEART 16-11  
 SHOKY ROBINSON 18-12  
 JOHN COUGAR 22-15  
 GRATEFUL DEAD 27-17

**KSND/Eugene, OR**  
 Bwana/Hyatt

**MICHAEL JACKSON**  
 R.E.M.  
 SIMPLY RED  
 Hottest:  
 MICHAEL JACKSON 7-1  
 GRATEFUL DEAD 5-5  
 OTHER ONES 8-7  
 MADONNA 28-15  
 TIPPANY 33-23

**KMGJ/Fresno, CA**  
 Stairs/Carter

**MICHAEL JACKSON**  
 MIAMI SOUND MACHI  
 WENDY & LISA  
 SOUZEZE  
 Hottest:  
 L.L. COOL J 1-1  
 FAT BOYS 2-2  
 LEVERT 19-13  
 MADONNA 30-22  
 BILLY IDOL 38-32

**KYNO/Fresno, CA**  
 Walker/Davis

**MICHAEL JACKSON**  
 LOS LOBOS  
 OTHER ONES  
 HEART  
 TIPPANY  
 DAVID BOWIE (dp)  
 Hottest:  
 HERB ALPERT 6-2  
 EXPOSE 14-4  
 WHITESNAKE 15-5  
 EUROPE 29-17  
 CURIOSITY KILLED 33-22

## KYYO/Portland, OR

none  
 Hottest:  
 LOS LOBOS 1-1  
 EUROPE 5-5  
 GRATEFUL DEAD 6-6  
 MADONNA 16-16

**KDON/Salinas, CA**  
 Hunter/Lindell

**MICHAEL JACKSON**  
 ALEXANDER O'NEAL  
 JOHN COUGAR  
 BILLY IDOL  
 REO SPEEDWAGON  
 TIPPANY  
 CUTTING CREW  
 Hottest:  
 L.L. COOL J 2-2  
 LISA LISA 4-3  
 FAT BOYS 15-11  
 SWING OUT SISTER 17-13  
 MADONNA D-16

**KGMQ/Honolulu, HI**  
 Akane/Miller

**MICHAEL JACKSON**  
 HEART  
 YELLO  
 MICK JAGGER  
 DONNA SUMMER  
 Hottest:  
 MICHAEL JACKSON 1-1  
 LOS LOBOS 3-2  
 ARC 4-3  
 LISA LISA 9-4  
 HERB ALPERT 11-7

**KLUCLas Vegas, NV**  
 Dean/Taylor

**MICHAEL JACKSON**  
 Hottest:  
 WHITNEY HOUSTON 1-1  
 MICHAEL JACKSON 2-2  
 EUROPE 4-3  
 LISA LISA 6-6  
 BON JOVI 30-17

**KYRKLas Vegas, NV**  
 Daniels/Miles

**MICHAEL JACKSON**  
 EUROPE  
 DONNA SUMMER  
 HUEY LEWIS & THE BILLY IDOL  
 Hottest:  
 LISA LISA 4-1  
 ABC 5-2  
 TIPPANY 12-7  
 ATLANTIC STAR 28-21  
 MADONNA 30-22

**KWIV/Modesto, CA**  
 Edwards/Sanders

**MICHAEL JACKSON**  
 OTHER ONES  
 JOHN COUGAR (dp)  
 NATALIE COLE  
 MADONNA  
 WHITESNAKE 13-9  
 WHITNEY HOUSTON 17-12  
 CUTTING CREW 21-16  
 CURIOSITY KILLED 26-18  
 LEVERT 30-23

**FM104/Modesto, CA**  
 DeMaroney/Hoffman

**MICHAEL JACKSON**  
 MADONNA  
 SWING OUT SISTER  
 Hottest:  
 JELLYBEAN 12-6  
 EUROPE 6-10  
 WHITNEY HOUSTON 17-13  
 FLEETWOOD MAC 27-18  
 PET SHOP BOYS 30-24  
 CEA/O'Keefe/Ventura, CA  
 Greg Williams

**MICHAEL JACKSON**  
 CARS  
 CUTTING CREW  
 U2  
 MIAMI SOUND MACHI  
 POISON (dp)  
 Hottest:  
 MICHAEL JACKSON 7-1  
 ABC 4-3  
 JELLYBEAN 5-4  
 PRINCE 6-5  
 WHITESNAKE 8-6

## KYYA/Billings, MT

Charlie Fox

**MICHAEL JACKSON**  
 KENNY G  
 SHOKY ROBINSON  
 Hottest:  
 MICHAEL JACKSON 1-1  
 EUROPE 3-2  
 WHITESNAKE 4-3  
 BANANARAMA 8-5  
 FLEETWOOD MAC 18-13

**KUUB/Bozeman, MT**  
 Benny Bee

**U2**  
 MICK JAGGER (dp)  
 SOUZEZE (dp)  
 WA WA NEE (dp)  
 CUFFLED (dp)  
 JOHN WAITE  
 MICHAEL JACKSON  
 DAVID HALLYDAY  
 Hottest:  
 WHITESNAKE 1-1  
 EUROPE 3-2  
 GRATEFUL DEAD 4-4  
 JELLYBEAN 18-5  
 ABC 12-8

**KTRS/Casper, WY**  
 Gordon/Scott

none  
 Hottest:  
 WHITESNAKE 2-2  
 MICHAEL JACKSON 4-4  
 REO SPEEDWAGON 9-9  
 CIBIS REA 22-22  
 YELLO 39-39

**KZZU/Spokane, WA**  
 Randy Robbins

**LOS LOBOS**  
 MICHAEL JACKSON  
 POISON (dp)  
 OUTFIELD  
 SOUZEZE  
 JOHN WAITE  
 Hottest:  
 WHITNEY HOUSTON 3-1  
 WHITESNAKE 4-3  
 EUROPE 6-5  
 JOHN COUGAR 10-7  
 PRINCE 20-14

**KRQ/Tucson, AZ**  
 Gillie/Johnson

**MICHAEL JACKSON**  
 SOUZEZE (dp)  
 FLEETWOOD MAC  
 WA WA NEE (dp)  
 DAVID BOWIE (dp)  
 Hottest:  
 WHITNEY HOUSTON 2-1  
 MICHAEL JACKSON 5-2  
 DAN HILL 3-3  
 ABC 8-5  
 WHITESNAKE 11-8

**KOZE/Lewiston, ID**  
 Jay McCall

**MICHAEL JACKSON**  
 TIMOTHY B. SCHMIT  
 LEVERT  
 U2  
 OUTFIELD  
 Hottest:  
 MICHAEL JACKSON 4-1  
 JOHN COUGAR 9-6  
 SWING OUT SISTER 13-8  
 CARS 23-14  
 INSIDERS 32-20

**KTMT/Medford, OR**  
 R. Charles Snyder

**TIMOTHY B. SCHMIT**  
 ECHO & BUNNYMEN  
 DUANE EDDY  
 MICHAEL JACKSON  
 GLEN BURTNICK  
 TOM WIMMEL  
 Hottest:  
 WHITESNAKE 4-2  
 PRINCE 6-4  
 FLEETWOOD MAC 27-16  
 TIPPANY 33-21  
 BILLY IDOL 32-22

**OK96/Tri-Cities, WA**  
 LeMaster/Purdy

**MICHAEL JACKSON**  
 U2  
 CUTTING CREW  
 KISS  
 LEVERT  
 TIMOTHY B. SCHMIT  
 DUANE EDDY  
 Hottest:  
 MICHAEL JACKSON 1-1  
 LISA LISA 13-6  
 OTHER ONES 24-19  
 PET SHOP BOYS 26-21  
 MADONNA 36-28

## KZFM/Moscow, ID

Cummins/Shannon

**BEE GEES**  
 MICHAEL JACKSON  
 TIMOTHY B. SCHMIT  
 LEVERT  
 R.E.M.  
 CURIOSITY KILLED  
 KENNY G (dp)  
 Hottest:  
 MICHAEL JACKSON 2-1  
 OTHER ONES 3-2  
 EUROPE 12-8  
 PRINCE 19-14  
 DONNA SUMMER 24-16

**KWZ/Reno, NV**  
 Dave Robie

**ANITA BAKER (dp)**  
 MICHAEL JACKSON  
 SOUZEZE  
 DONNA SUMMER  
 Hottest:  
 MICHAEL JACKSON 2-1  
 L.L. COOL J 3-2  
 WHITNEY HOUSTON 8-3  
 ABC 13-9  
 TIPPANY 37-25

**KWNZ/Reno, NV**  
 Steve West

**MICHAEL JACKSON**  
 TIPPANY  
 ATLANTIC STARR  
 Hottest:  
 DAN HILL 6-1  
 ABC 11-8  
 LISA LISA 28-14  
 FAT BOYS 32-22  
 MICHAEL JACKSON D-32

**SLY96/San Luis Obispo, CA**  
 Allen/Siva

**MICHAEL JACKSON**  
 Hottest:  
 BANANARAMA 6-3  
 WHITESNAKE 4-4  
 PRINCE 8-6  
 HEART-15-12  
 GRATEFUL DEAD 16-14

**K202/San Luis Obispo, CA**  
 Steve Theroux

**MICHAEL JACKSON**  
 TIPPANY  
 WA WA NEE  
 JOHN COUGAR (dp)  
 Hottest:  
 WHITESNAKE 16-8  
 PRINCE 18-12  
 LISA LISA 21-14  
 OTHER ONES 20-16  
 EXPOSE 26-19

**Y97/Santa Barbara, CA**  
 Smith/Newman

**MICHAEL JACKSON**  
 U2  
 LOS LOBOS  
 WARREN ZEVOV  
 CURE  
 JOHN COUGAR  
 SUZANNE VEGA  
 Hottest:  
 WHITESNAKE 6-4  
 LISA LISA 13-6  
 OTHER ONES 24-19  
 PET SHOP BOYS 26-21  
 MADONNA 36-28

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.

GO BACK & LISTEN TO YOUR

# "Heart and Soul"

BY THE MONKEES

THESE PROGRAMERS TELL THE SUCCESS STORY

- Q105 27-19
- K104 25-17
- B98 32-28
- KIHK

- WPRO
- WPST
- WJAD
- KBIM

- KZZU
- WXIL 26-16
- KSKG
- WJET 24-18

- WFLY
- WCIL 16-15
- KBIU
- WRNO 19
- KKXX 17-15

## QUOTES

WKTI — "Top 10 phones"

B94 — "It blew away our phone in 5 nights of phone tests"

Denise Lauren

Lori Campbell



ON RHINO RECORDS, CASSETTES AND CDs











PARALLELS

GRATEFUL DEAD Touch Of Grey (Arista)

LP: In The Dark Total Reports 204 87% Regional Reach P1 79% P2 85% P3 99%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 1 7 4 12

Regional Reach P1 79% P2 85% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 1 7 4 12

Regional Reach P1 79% P2 85% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 1 7 4 12

Regional Reach P1 79% P2 85% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 1 7 4 12

GREAT WHITE Rock Me (Capitol)

LP: Once Bitten Total Reports 57 24% Regional Reach P1 16% P2 17% P3 43%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 1 0 1 2

Regional Reach P1 16% P2 17% P3 43% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 1 0 1 2

HEART Who Will You Run To (Capitol)

LP: Bad Animals Total Reports 212 91% Regional Reach P1 79% P2 94% P3 97%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 2 2 0 4

Regional Reach P1 79% P2 94% P3 97% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 2 2 0 4

Regional Reach P1 79% P2 94% P3 97% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 2 2 0 4

Regional Reach P1 79% P2 94% P3 97% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 2 2 0 4

WHITNEY HOUSTON Didn't We Almost Have It All (Arista)

LP: Whitney Total Reports 230 98% Regional Reach P1 98% P2 99% P3 99%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

Regional Reach P1 98% P2 99% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

Whitney Houston Continued

Regional Reach P1 98% P2 99% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

Regional Reach P1 98% P2 99% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

Regional Reach P1 98% P2 99% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

Regional Reach P1 98% P2 99% P3 99% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 32 62 44 138

BILLY IDOL Money Money (Chrysalis)

Total Reports 172 74% Regional Reach P1 68% P2 74% P3 79%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

Regional Reach P1 68% P2 74% P3 79% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

MICHAEL JACKSON Bad (Epic)

LP: Bad Total Reports 200 85% Regional Reach P1 84% P2 88% P3 84%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

Regional Reach P1 84% P2 88% P3 84% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

Regional Reach P1 84% P2 88% P3 84% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

Regional Reach P1 84% P2 88% P3 84% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

MICHAEL JACKSON w/SIEDAH GARRETT I Just Can't Stop Loving You (Epic)

LP: Bad Total Reports 225 96% Regional Reach P1 96% P2 97% P3 96%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

Regional Reach P1 96% P2 97% P3 96% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

M. Jackson & S. Garrett Continued

Regional Reach P1 96% P2 97% P3 96% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

Regional Reach P1 96% P2 97% P3 96% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

Regional Reach P1 96% P2 97% P3 96% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

Regional Reach P1 96% P2 97% P3 96% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 12 40 12 64

MICK JAGGER Let's Work (Columbia)

LP: Primitive Cool Total Reports 97 41% Regional Reach P1 25% P2 37% P3 63%

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0

Regional Reach P1 25% P2 37% P3 63% Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 0 0 0 0



PARALLELS

JELLYBEAN/ELISA FIORILLO Who Found Who (Chrysalis) LP: Just Visiting The Planet Total Reports 198 85%

Regional Reach E 94% S 81% M 82% W 86% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 88% S 87% M 73% W 71% Chart Summary Pos P1 P2 P3 Tot

LEVERT Casanova (Atlantic) LP: The Big Throwdown Total Reports 188 80%

Regional Reach E 88% S 87% M 73% W 71% Chart Summary Pos P1 P2 P3 Tot

Levert Continued Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

LOVERBOY Notorious (Columbia) LP: Wildside Total Reports 130 56%

Regional Reach E 55% S 58% M 63% W 45% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 94% S 91% M 89% W 98% Chart Summary Pos P1 P2 P3 Tot

MADONNA Causing A Commotion (Sire/WB) LP: "Who's That Girl" Soundtrack Total Reports 216 92%

Regional Reach E 94% S 91% M 89% W 98% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 94% S 91% M 89% W 98% Chart Summary Pos P1 P2 P3 Tot

Madonna Continued Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

JOHN COUGAR MELLENCAMP Paper In Fire (Mercury/PolyGram) LP: The Lonesome Jubilee Total Reports 204 87%

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 92% S 97% M 88% W 96% Chart Summary Pos P1 P2 P3 Tot

MR. MISTER Something Real (RCA) LP: Go On Total Reports 170 73%

Regional Reach E 80% S 73% M 70% W 69% Chart Summary Pos P1 P2 P3 Tot

Mr. Mister Continued Regional Reach E 80% S 73% M 70% W 69% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 80% S 73% M 70% W 69% Chart Summary Pos P1 P2 P3 Tot

ALEXANDER O'NEAL Fake (Tabu/CBS) Total Reports 157 67%

Regional Reach E 63% S 73% M 55% W 76% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 80% S 73% M 70% W 69% Chart Summary Pos P1 P2 P3 Tot

OTHER ONES Holiday (Virgin) LP: The Other Ones Total Reports 115 49%

Continued On Next Column

Continued On Next Column

Continued On Next Column

Continued On Next Column



PARALLELS

Other Ones Continued. Radio station listings for various regions including South, Midwest, and West.

Pet Shop Boys Continued. Radio station listings for various regions including West, Midwest, and East.

Prince Continued. Radio station listings for various regions including Midwest, East, and West.

Smokey Robinson Continued. Radio station listings for various regions including Midwest, East, and West.

Donna Summer Continued. Radio station listings for various regions including West, Midwest, and East.

RAY PARKER JR. I Don't Think That Man Should. LP: After Dark. Sleep Alone. Total Reports 77 33%.

POISON I Won't Forget You (Enigma/Capitol). LP: Look What The Cat Dragged In. Total Reports 65 28%.

REO SPEEDWAGON In My Dreams (Epic). LP: Life As We Know It. Total Reports 151 65%.

TAJA SEVELLE Love Is Contagious (Reprise). LP: Taja Sevelle. Total Reports 58 25%.

SWING OUT SISTER Breakout (Mercury/PolyGram). LP: It's Better To Travel. Total Reports 135 58%.

RAY PARKER JR. I Don't Think That Man Should. LP: After Dark. Sleep Alone. Total Reports 77 33%.

POISON I Won't Forget You (Enigma/Capitol). LP: Look What The Cat Dragged In. Total Reports 65 28%.

REO SPEEDWAGON In My Dreams (Epic). LP: Life As We Know It. Total Reports 151 65%.

TAJA SEVELLE Love Is Contagious (Reprise). LP: Taja Sevelle. Total Reports 58 25%.

SWING OUT SISTER Breakout (Mercury/PolyGram). LP: It's Better To Travel. Total Reports 135 58%.

PET SHOP BOYS It's A Sin (EMI-Manhattan). LP: Jealousy. Total Reports 172 74%.

PRINCE U Got The Look (Paisley Park/WB). LP: Sign 'O' The Times. Total Reports 210 90%.

SMOKEY ROBINSON One Heartbeat (Motown). LP: One Heartbeat. Total Reports 204 87%.

DONNA SUMMER Dinner With Gershwin (Geffen). LP: All Systems Go. Total Reports 91 39%.

TIFFANY I Think We're Alone Now (MCA). LP: Tiffany. Total Reports 136 59%.

PET SHOP BOYS It's A Sin (EMI-Manhattan). LP: Jealousy. Total Reports 172 74%.

PRINCE U Got The Look (Paisley Park/WB). LP: Sign 'O' The Times. Total Reports 210 90%.

SMOKEY ROBINSON One Heartbeat (Motown). LP: One Heartbeat. Total Reports 204 87%.

DONNA SUMMER Dinner With Gershwin (Geffen). LP: All Systems Go. Total Reports 91 39%.

TIFFANY I Think We're Alone Now (MCA). LP: Tiffany. Total Reports 136 59%.







# PARALLELS

## SIGNIFICANT ACTION

### N

**NEW CITY ROCKERS**  
*Rev It Up (Critique/Atco)*  
LP: Newcity Rockers

P1	P2	P3
<b>EAST</b> WKXS 27-25 294 29-27 PRO-FM 32-29	<b>EAST</b> WFLY on SOUTH WHYY a KSAO on	<b>EAST</b> 95XOX 29-26 WKPE 34-30 WOMP on SOUTH SOUTH MIDWEST WEST
<b>MIDWEST</b> KRBE 27-18 WGR on	<b>MIDWEST</b> KZUU on	
<b>WEST</b> KCPX 40-39		

**NOEL**  
*Silent Morning (4th & Broadway /Island)*

P1	P2	P3
<b>EAST</b> WKXS 30-26 WBLI 18-16 PWR95 4-12 2100 7-6 WCAU 24-22 WAVA on	<b>EAST</b> HOT103 2-1 HOT105 2-2 PWR96 8-12 PWR106 34-28	<b>MIDWEST</b> Y106 34-26 KITY 30-29 2102 30-22
<b>SOUTH</b> KRBE on Y100 8-6	<b>EAST</b> WJMK d-37 WRCK on	<b>WEST</b> KFR5 on 294 32-20 KJIC 39-38 KRYK 20-17
<b>MIDWEST</b> KZUU on	<b>SOUTH</b> KXII 106 a WJMS a WZYP on 94TYX a-35 KBYM a KJ105 11-9	<b>EAST</b> KXII 106 a WJMS a KXII 106 a WJMS a KXII 106 a WJMS a
<b>WEST</b> KZUU on		

**NYLONS**  
*Happy Together (Open Air/ Windham Hill)*  
LP: Happy Together

P1	P2	P3
<b>EAST</b> CKOI on	<b>SOUTH</b> WQOB 20-17 WJMS 21-19 WJNK on WHYY on WJMS 33-33 KTUX on	<b>EAST</b> 95XOX 30-29
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMK 36-33 KNAN on	
<b>MIDWEST</b> 99DTX on WCZY 31-28 KJWB 33-20 WLOL on	<b>MIDWEST</b> KJWB 33-28 KJWB 33-28 KJWB 33-28 KJWB 33-28	<b>MIDWEST</b> KJWB 33-28 KJWB 33-28 KJWB 33-28 KJWB 33-28
<b>WEST</b> KRBE on	<b>WEST</b> KXND 29-26 KJWB on KJWB on	<b>WEST</b> KJWB 33-28 KJWB 33-28 KJWB 33-28 KJWB 33-28
<b>P2</b> JET-FM 18-15		

### O

**OUTFIELD**  
*No Surrender (Columbia)*  
LP: Bangin'

P1	P2	P3
<b>EAST</b> WKXS on	<b>SOUTH</b> KTUX a	<b>SOUTH</b> KJ12 a WJAD a KNAN a
<b>SOUTH</b> WJMS a	<b>MIDWEST</b> KJ12 a	<b>MIDWEST</b> KJ12 a
<b>WEST</b> KCPX a-37	<b>WEST</b> KJ12 a	<b>WEST</b> KJ12 a

### P

**PEPSI & SHIRLIE**  
*Heartache (Polydor/PolyGram)*

P1	P2	P3
<b>EAST</b> WKXS 18-16 WBLI 30-26 PWR95 24-26	<b>EAST</b> HOT103 3-3 PWR106 7-6	<b>WEST</b> KJWB 33-28 KJWB 33-28 KJWB 33-28 KJWB 33-28
<b>SOUTH</b> 99GFM a	<b>SOUTH</b> PWR97 22-26 993 22-20 KXII 106 on KBYM a KJ11 31-31	<b>MIDWEST</b> WZYY on WEST Y97 23-18
<b>MIDWEST</b> KJWB 33-28		

### R

**R.E.M.**  
*The One I Love (IRS/MCA)*  
LP: Document

P1	P2	P3
<b>EAST</b> CKOI a	<b>SOUTH</b> K98 a WRQD a WJMS a WANS a WJAD a WJMS a WJMS a	<b>SOUTH</b> KJ12 on WJAD a WJMS a KNAN d-39 KJ12 a
<b>SOUTH</b> KRBE a	<b>MIDWEST</b> WJMS a WJMS a WJMS a WJMS a WJMS a	<b>MIDWEST</b> WJMS a WJMS a WJMS a WJMS a WJMS a
<b>MIDWEST</b> KJ12 on	<b>WEST</b> KJ12 on	<b>WEST</b> KJ12 on
<b>WEST</b> KCPX 40-39		

### S

**TIMOTHY B. SCHMIT**  
*Boys Night Out (Elektra)*  
LP: Timothy B.

P1	P2	P3
<b>EAST</b> WJMS a	<b>SOUTH</b> WJMS a WJMS a WJMS a WJMS a WJMS a	<b>SOUTH</b> WJMS a WJMS a WJMS a WJMS a WJMS a
<b>SOUTH</b> KRBE on	<b>MIDWEST</b> WJMS a WJMS a WJMS a WJMS a WJMS a	<b>MIDWEST</b> WJMS a WJMS a WJMS a WJMS a WJMS a
<b>MIDWEST</b> KJ12 on	<b>WEST</b> KJ12 on	<b>WEST</b> KJ12 on
<b>WEST</b> KCPX 40-39		

### W

**SIMPLY RED**  
*Maybe Someday... (Elektra/Asylum)*  
LP: Men And Women

P1	P2	P3
<b>EAST</b> WJMS a	<b>SOUTH</b> WJMS a WJMS a WJMS a WJMS a WJMS a	<b>SOUTH</b> WJMS a WJMS a WJMS a WJMS a WJMS a
<b>SOUTH</b> KRBE on	<b>MIDWEST</b> WJMS a WJMS a WJMS a WJMS a WJMS a	<b>MIDWEST</b> WJMS a WJMS a WJMS a WJMS a WJMS a
<b>MIDWEST</b> KJ12 on	<b>WEST</b> KJ12 on	<b>WEST</b> KJ12 on
<b>WEST</b> KCPX 40-39		

### Z

**SQUEEZE**  
*Hourglass (A&M)*  
LP: Babylon And On

P1	P2	P3
<b>EAST</b> WJMS on	<b>EAST</b> WJMS on	<b>EAST</b> WJMS on
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a
<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a
<b>WEST</b> WJMS a	<b>WEST</b> WJMS a	<b>WEST</b> WJMS a

### A

**SYSTEM**  
*Nighttime Lover (Atlantic)*  
LP: Don't Disturb This Groove

P1	P2	P3
<b>EAST</b> WJMS on	<b>EAST</b> WJMS on	<b>EAST</b> WJMS on
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a
<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a
<b>WEST</b> WJMS a	<b>WEST</b> WJMS a	<b>WEST</b> WJMS a

### V

**SUZANNE VEGA**  
*Solitude Standing (A&M)*  
LP: Solitude Standing

P1	P2	P3
<b>EAST</b> WJMS on	<b>EAST</b> WJMS on	<b>EAST</b> WJMS on
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a
<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a
<b>WEST</b> WJMS a	<b>WEST</b> WJMS a	<b>WEST</b> WJMS a

### W

**JOHN WAITE**  
*Don't Lose Any Sleep (EMI-Manhattan)*  
LP: Rover's Return

P1	P2	P3
<b>EAST</b> WJMS on	<b>EAST</b> WJMS on	<b>EAST</b> WJMS on
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a
<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a
<b>WEST</b> WJMS a	<b>WEST</b> WJMS a	<b>WEST</b> WJMS a

### X

**WENDY & LISA**  
*Waterfall (Columbia)*  
LP: Wendy & Lisa

P1	P2	P3
<b>EAST</b> WJMS on	<b>EAST</b> WJMS on	<b>EAST</b> WJMS on
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a
<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a
<b>WEST</b> WJMS a	<b>WEST</b> WJMS a	<b>WEST</b> WJMS a

### Y

**WARREN ZEVON**  
*Leave My Monkey Alone (Virgin)*  
LP: Sentimental Hygiene

P1	P2	P3
<b>EAST</b> WJMS on	<b>EAST</b> WJMS on	<b>EAST</b> WJMS on
<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a	<b>SOUTH</b> WJMS a
<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a	<b>MIDWEST</b> WJMS a
<b>WEST</b> WJMS a	<b>WEST</b> WJMS a	<b>WEST</b> WJMS a

# CHART SUMMARY

## CONTEMPORARY HIT RADIO

Week	Top	Last	Weeks on Chart	Artist/Title
5	2	1	1	M. JACKSON w/s. GARRETT/Just Can't Stop Loving... (Epic)
6	3	3	2	WHITNEY HOUSTON/Didn't We Almost Have It All (Arista)
7	5	4	3	WHITESNAKE/Here I Go Again (Geffen)
17	11	7	4	EUROPE/Carrie (Epic)
13	9	6	5	ABC/When Smokey Sings (Mercury/PG)
1	1	2	6	LOS LOBOS/La Bamba (Slash/WB)
8	7	3	7	HUEY LEWIS & THE NEWS/Doing It All For My Baby (Chrysalis)
21	14	10	8	BANANARAMA/Heard A Rumour (London/PG)
28	18	11	9	LISA LISA/Lost In Emotion (Columbia)
11	10	8	10	DAN HILL/Can't We Try? (Columbia)
32	23	18	11	PRINCE/J Got The Look (WB)
18	13	12	12	JELLYBEAN featuring ELISA FIORILLO/Who Found Who (Chrysalis)
27	20	16	13	SMOKEY ROBINSON/One Heartbeat (Motown)
25	19	15	14	GRATEFUL DEAD/Touch Of Grey (Arista)
35	25	19	15	HEART/Who Will You Run To (Capitol)
33	24	20	16	JOHN COUGAR MELLENCAMP/Paper In Fire (Mercury/PG)
19	16	14	17	L.L. COOL J/I Need Love (Def Jam/Columbia)
3	6	9	18	EBBIE GIBSON/Only In My Dreams (Atlantic)
34	30	22	19	NATALIE COLE/Jump Start (EMI-Manhattan)
29	27	23	20	FAT BOYS with BEACH BOYS/Wipe Out (Tin Pan Apple/PG)
—	35	27	21	LEVERT/Casanova (Atlantic)
—	34	26	22	EXPOSE/Let Me Be The One (Arista)
—	—	31	23	FLEETWOOD MAC/Little Lies (WB)
—	—	40	24	MADONNA/Causing A Commotion (Sire/WB)
—	39	29	25	ALEXANDER O'NEAL/Fake (Tabu/CBS)
—	—	35	26	CARS/You Are The Girl (Elektra)
40	37	30	27	DAVID BOWIE/Never Let Me Down (EMI-Manhattan)
—	40	32	28	BRYAN ADAMS/Victim Of Love (A&M)
2	4	13	29	BREAKER REO SPEEDWAGON/In My Dreams (Epic)
4	8	17	30	MADONNA/Who's That Girl (Sire/WB)
9	12	21	31	RICHARD MARX/Don't Mean Nothing (EMI-Manhattan)
—	—	38	32	WHISPERS/Rock Steady (Solar/Capitol)
—	—	38	33	MR. MISTER/Something Real (Inside Me/Inside You) (RCA)
—	—	39	34	BREAKER MICHAEL JACKSON/Bad (Epic)
—	—	39	35	GO WEST/Don't Look Down (Chrysalis)
—	—	39	36	BILLY IDOL/Mony Mony (Chrysalis)
—	—	39	37	TIFFANY/I Think We're Alone Now (MCA)
—	—	39	38	DANNY WILSON/Mary's Prayer (Virgin)
—	—	39	39	DEBUT SWING OUT SISTER/Breakout (Mercury/PG)
—	—	39	40	DEBUT PET SHOP BOYS/It's A Sin (EMI-Manhattan)

**M**ICHAEL JACKSON and **WHITNEY HOUSTON**, separated last week by **LOS LOBOS**, are a close pair again. **PRINCE** royally compelled **JELLYBEAN** to stay at #12, and slowed progress for **SMOKEY ROBINSON** and **GRATEFUL DEAD**. **MADONNA** caused a commotion with the biggest chart jump of the week. The **CARS'** 35-26 jump slowed growth for **DAVID BOWIE**, **BRYAN ADAMS**, and **REO SPEEDWAGON**. **TIFFANY** debuts at #37 just ahead of becoming a Breaker, as does **SWING OUT SISTER** at #39.

## NEW ARTISTS

Rank	Artist/Title	Reports
1	TIFFANY/I Think We're Alone Now (MCA)	138
2	SWING OUT SISTER/Breakout (Mercury/PolyGram)	135
3	YELLO/Oh Yeah (Mercury/PolyGram)	74
4	CURIOSITY KILLED.../Misfit (Mercury/PolyGram)	65
5	WA WA NEE/Sugar Free (Epic)	63
6	TAJA SEVELLE/Love Is Contagious (Paisley Park/WB)	58
7	GREAT WHITE/Rock Me (Capitol)	57
8	MICHAEL BOLTON/That's What Love Is All... (Columbia)	52
9	R.E.M./The One I Love (IRS/MCA)	49
10	DAVID HALLYDAY/He's My Girl (Scotti Bros./CBS)	45

New Artists are those who have not previously been reported as a Breaker by reporting stations.

**P1 A** Check out the new **P1-A CHR Playlists** on Page 132 for music from America's leading-edge CHRs.



# R&R NATIONAL AIRPLAY

# CONTEMPORARY HIT RADIO

## BREAKERS

### MICHAEL JACKSON Bad (Epic)

86% of our reporters playing it. Moves: Up 12, Debuts 15, Same 1, Down 0, Adds 172 including Z100, PRO-FM, KKQB, Q105, B96, KDWB, KIIS, KS103. See Parallels, debuts at number 34 on the CHR chart.

### KENNY G with LENNY WILLIAMS Don't Make Me Wait For Love (Arista)

66% of our reporters playing it. Moves: Up 61, Debuts 25, Same 45, Down 0, Adds 23 including Y100, B97, WKTI, Y108, WSPK, B93, WGTZ. Complete airplay in Parallels.

### REO SPEEDWAGON In My Dreams (Epic)

65% of our reporters playing it. Moves: Up 70, Debuts 21, Same 28, Down 6, Adds 26 including Z94, Z95, KHTR, FM102, KS103, KATD, FM100, KDON. See Parallels, moves 34-29 on the CHR chart.

### CUTTING CREW

### I've Been In Love Before (Virgin)

61% of our reporters playing it. Moves: Up 37, Debuts 34, Same 45, Down 0, Adds 26 including WXKS, PRO-FM, 92X, WHYT, KWK, KIIS, KDWZ. Complete airplay in Parallels.

## NEW & ACTIVE

### TIFFANY "I Think We're Alone Now" (MCA)

Reports: 138. Moves: Up 57, Debuts 23, Same 27, Down 0, Adds 31 including KKLQ, KATD, WKEE, 98PX, Q106, WLAP, WPXR, KDON, Z93 25-21, Y95 13-2, KKQB 14-6, B96 26-18, KCPX 4-3, K98 30-15, WKQB 21-10. See Parallels, debuts at number 37 on the CHR chart with Top 5 moves in Dallas, Houston, and Salt Lake City.

### U2 "Where The Streets Have No Name" (Island)

Reports: 135. Moves: Up 12, Debuts 31, Same 42, Down 0, Adds 50 including B104, WMJQ, PRO-FM, Q107, KRBE, WNCI, 99DTX, KKRZ, I95, KJ103, KAKS, KEGL 31-17, JET-FM 34-30, KIJK 33-25, WFFX 36-31.

### SWING OUT SISTER "Breakout" (Mercury/PolyGram)

Reports: 135. Moves: Up 58, Debuts 17, Same 26, Down 0, Adds 34 including B97, KCPW, WLOL, FM102, WWSR, WERZ, 98PX, B93, 94TYX, WOKI, 99WAYS, CKOI 6-4, WCAU 30-25, WGH 31-26, KKRZ 21-15. See Parallels, debuts at number 39 on the CHR chart with Top 5 & Top 15 action.

### LOVERBOY "Notorious" (Columbia)

Reports: 130. Moves: Up 63, Debuts 11, Same 45, Down 1, Adds 10, WXKS, WMJQ, WNYZ, Q106, I95, WNOK, KBFM, B98, Q101, KQCR, WMMS 20-16, K104 38-29, WROQ 15-12, Y106 30-25, WKDD 22-16.

### OTHER ONES "Holiday" (Virgin)

Reports: 115. Moves: Up 60, Debuts 8, Same 30, Down 1, Adds 16 including WNCI, KKRZ, KUBE, JET-FM, KZZB, WANS, WHHY, KITY, WIKZ, Z93 14-11, WMMS 10-9, KDWB 25-18, KCPX 13-11, Z104 19-10, KSND 8-7. 65% playing it have it charted with growth showing Top 5 potential.

### GLORIA ESTEFAN & MIAMI SOUND MACHINE "Betcha Say That" (Epic)

Reports: 100. Moves: Up 18, Debuts 23, Same 43, Down 0, Adds 16 including Z94, KC101, Q98, WINK, Z102, WKDD, KIJK, WYKS, WKFR, WMJQ 31-25, Y100 29-24, WLOL 33-29, KS103 28-23, KUBE 37-33, WWSR 33-25.

### MICK JAGGER "Let's Work" (Columbia)

Reports: 97. Moves: Up 9, Debuts 9, Same 49, Down 0, Adds 30 including KKQB, WGH, KCPX, KS103, KUBE, WAEB, WBBQ, KXX106, KDWZ, I94, KRBE 40-32, WMMS 36-22, WERZ 40-33, KQKQ 34-30, WFFX 38-33.

### DONNA SUMMER "Dinner With Gershwin" (Geffen)

Reports: 91. Moves: Up 45, Debuts 9, Same 32, Down 0, Adds 5, KWES, KQMQ, KYRK, KCMQ, KHTZ, WXKS 20-17, WMJQ 34-31, KRBE 39-31, WCZY 32-27, WHYT 24-21, KUBE 32-28, WFLY 25-20, 94TYX 24-20, 95XXX 31-23, KZFN 24-16. Steady chart moves with 67% giving it a number.

### RAY PARKER JR. "I Don't Think That Man Should Sleep Alone" (Geffen)

Reports: 77. Moves: Up 19, Debuts 11, Same 44, Down 1, Adds 2, WNOK, 95XXX, Z93 d-37, WCZY 36-22, WERZ 32-29, WNNK 32-29, 94TYX 39-32, WHHY 37-34, K92 29-26, WKZL 31-28, WQCM 37-34, WCGQ 37-34, KNAN 39-32, KQCR 31-26, OK95 36-29.

### BON JOVI "Edge Of A Broken Heart" (London/PolyGram)

Reports: 75. Moves: Up 31, Debuts 11, Same 21, Down 0, Adds 12, Y95, Y100, 92X, K98, WFMF, WFMJ, WABB, WDLX, 103CIR, WKPE, KNIN, KDVV, KEGL 13-8, WKTI 23-18, WROQ 5-4, Z104 20-14. Still no single but it hasn't stopped 64% of those playing it from charting it.

### YELLOW "Oh Yeah" (Mercury/PolyGram)

Reports: 74. Moves: Up 35, Debuts 5, Same 25, Down 3, Adds 6, WXKS, WNYZ, WZYP, WIXX, KQMQ, KFRX, B96 27-22, Z95 6-5, KZZB 17-14, WKQB 32-27, KZOU 11-8, KIYS 10-9, KMGX 20-16, 96KFMV 29-24, WCIL 8-7. 75% of the action is charted with some Top 5 moves.

### CURIOSITY KILLED THE CAT "Misfit" (Mercury/PolyGram)

Reports: 70. Moves: Up 43, Debuts 2, Same 22, Down 1, Adds 2, KF95, KZFN, WAVA 29-23, KRBE 31-25, Y108 11-6, KKRZ 26-19, KATD 23-19, WERZ 31-26, WNOK 32-25, KMGX 37-33, I94 40-32, 96KFMV 9-6, WAZY 30-25, KFBQ 30-20, KOZE 12-9. Heavy support in South & West with 74% charting it.

### POISON "I Won't Forget You" (Enigma/Capitol)

Reports: 65. Moves: Up 15, Debuts 8, Same 20, Down 0, Adds 22 including Z94, KRBE, WFLY, K98, I95, KXX106, WROQ, WCGQ, WKFR, WAZY, KCPX 18-15, WAEB 22-16, KZOU 20-13, BJ105 28-21, KIXY 25-17.

### WA WA NEE "Sugar Free" (Epic)

Reports: 63. Moves: Up 3, Debuts 10, Same 21, Down 0, Adds 29 including Y100, KDWB, KCPX, WFLY, WWSR, WNNK, WTIC, WKEE, 99GFM, KITY, WGTZ, KRO, KUUB, WLOL 39-33, KYRK 39-33.

### TAJA SEVELLE "Love Is Contagious" (Paisley Park/Reprise)

Reports: 58. Moves: Up 7, Debuts 13, Same 30, Down 0, Adds 8, KRBE, KDWB, WLOL, WNNK, 94TYX, Z102, WKDD, 95XXX, Z93 34-30, WKTI 25-19, KKRZ 40-37, KXX106 d-31, WIXX 35-32, KF95 40-31, OK95 38-30.

### GREAT WHITE "Rock Me" (Capitol)

Reports: 57. Moves: Up 19, Debuts 3, Same 25, Down 1, Adds 9, Q100, KWES, KTUX, KDWB, KLQ, 95XXX, WFFX, WKFR, KGOT, KEGL 40-20, WMMS 34-26, KCPX 14-4, K104 12-6, KIYS 28-22, OK95 4-2. Strong major market support continues.

### MICHAEL BOLTON "That's What Love Is All About" (Columbia)

Reports: 52. Moves: Up 18, Debuts 4, Same 23, Down 0, Adds 7, PRO-FM, 99GFM, KTUX, WFFX, WOMP, KQIZ, WKSF, KCPX 39-33, WFLY 29-19, WWSR 34-29, K104 30-21, WERZ 35-27, KC101 23-19, WKDD 32-26, 103CIR 26-22.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulfillment Adds and/or Ons: four plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

## MOST ADDED

MICHAEL JACKSON (172)  
MADONNA (50)  
U2 (50)  
TIMOTHY B. SCHMIT (35)  
SWING OUT SISTER (34)  
TIFFANY (31)  
MICK JAGGER (30)  
R.E.M. (29)  
WA WA NEE (29)  
BILLY IDOL (28)

## MOST ACTIVE

TIFFANY (80)  
SWING OUT SISTER (75)  
LOVERBOY (73)  
OTHER ONES (67)  
DONNA SUMMER (54)  
CURIOSITY KILLED (44)  
U2 (43)  
BON JOVI (42)  
MIAMI SOUND MACHINE (41)  
YELLO (37)

## HOTTEST

WHITESNAKE (139)  
EUROPE (112)  
WHITNEY HOUSTON (100)  
M. JACKSON  
w/S. GARRETT (98)  
LISA LISA (82)  
PRINCE (53)  
FAT BOYS  
w/BEACH BOYS (40)  
ABC (38)  
DAN HILL (32)  
LL COOL J (32)

Most Active = Ups + Debuts - Downs

## SIGNIFICANT ACTION

### R.E.M. "The One I Love" (IRS/MCA)

Reports: 49. Moves: Up 1, Debuts 4, Same 15, Down 0, Adds 29 including CKOI, KRBE, KKRZ, KATD, K98, WROQ, WSKZ, WANS, KIJK, Z104, KIYS, 96KFMV, WJAD, WLRW, KS103 d-33, KNAN d-39.

### LOS LOBOS "Come On Let's Go" (WB)

Reports: 46. Moves: Up 4, Debuts 12, Same 10, Down 0, Adds 20 including Q107, Y95, B97, WWSR, K104, WTIC, 99GFM, WNYZ, KRNQ, KYNO, 95XIL, B98, WDBR, WERZ 34-30, WFFX 37-32.

### ATLANTIC STARR "One Lover At A Time" (WB)

Reports: 46. Moves: Up 31, Debuts 2, Same 7, Down 4, Adds 2, WHYT, KWNZ, WXKS 22-21, B96 30-25, KBEQ 28-20, KCPW 25-19, KDWB 28-15, WLOL 22-18, KKLQ 27-24, KMEL 12-6, WSSX 14-11, 94TYX 12-9, BJ105 23-17, KMGX 10-8, WBWB 39-25. 86% of those playing it have it charted.

### DAVID HALLYDAY "He's My Girl" (Scotti Bros./CBS)

Reports: 45. Moves: Up 12, Debuts 4, Same 26, Down 0, Adds 3, 95XXX, 99KG, KUUB, WXKS 35-34, PRO-FM 34-31, Q107 28-26, Q102 27-23, 99DTX 28-23, KZIO 35-33, WZOK 24-21, KF95 37-33, WLRW 32-30, KXKL 37-35, Y97 40-37, OK95 19-15.

### SQUEEZE "Hourglass" (A&M)

Reports: 42. Moves: Up 1, Debuts 4, Same 12, Down 0, Adds 25 including Z94, Z95, Y108, FM102, WNNK, WPST, KTUX, KIYS, KMGX, KZZU, KRO, WJAD, KNAN, Z93 d-35, WFFX 30-27.

### WENDY & LISA "Waterfall" (Columbia)

Reports: 36. Moves: Up 5, Debuts 1, Same 12, Down 0, Adds 18 including WXKS, WMJQ, KATD, K104, WNYZ, WRCK, 94TYX, Y106, KITY, KRBE on, KDWB 20-14, WLOL 18-15, WTIC 33-31, Y94 38-34, KTMT 38-34.

### BEE GEES "You Win Again" (WB)

Reports: 36. Moves: Up 7, Debuts 6, Same 12, Down 0, Adds 11 including WCAU, KCPX, WERZ, KSAQ, KZIO, KIKX, WQCM, KQIZ, KNAN, Z94 34-25, Y100 21-17, Z104 35-32, Q101 38-31, KQCR 38-36, KFRX 34-30.

### TIMOTHY B. SCHMIT "Boys Night Out" (MCA)

Reports: 35. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 35 including Z93, KEGL, KKQB, Q105, WMMS, KKRZ, WAEB, WWSR, WANS, WBAM, K92, KSAQ, WFFX, WCGQ, KKLK.

### NYLONS "Happy Together" (Open Air/Windham Hill)

Reports: 34. Moves: Up 14, Debuts 1, Same 17, Down 1, Adds 1, WKFR, WCZY 31-28, KDWB 33-20, JET-FM 18-15, K104 27-24, WKQB 20-17, WSSX 21-19, WRQN 30-25, KSND 29-26, 95XXX 30-29, WJMX 36-33, KYYY 40-38, WBWB 32-28, KQCR 26-23, WSP2 32-31.

### ANITA BAKER "No One In The World" (Elektra)

Reports: 33. Moves: Up 13, Debuts 3, Same 9, Down 0, Adds 8 including KRBE, WRCK, KZZB, KXX106, KSAQ, WXKS 17-13, Y100 19-16, WNCI 33-30, WCZY 24-16, KKLQ 24-21, K104 15-8, KMGX 39-35, I94 16-14, KQMQ 19-18, 95XIL 23-17.

### JOHN WAITE "Don't Lose Any Sleep" (EMI-Manhattan)

Reports: 30. Moves: Up 1, Debuts 2, Same 15, Down 0, Adds 12, WXKS, KRBE, WGH, Q105, WMMS, WLOL, WANS, KSAQ, KZZU, KIXY, WDBR, KUUB, KJ103 d-36, KQCR d-38, Y94 39-35.

### NOEL "Silent Morning" (4th & Broadway/Island)

Reports: 30. Moves: Up 13, Debuts 2, Same 6, Down 1, Adds 8, KKLQ, KATD, K98, KXX106, WANS, 94TYX, KBFM, KNAN, WXKS 30-26, WBLI 18-16, Z100 7-6, WCAU 24-22, Y100 8-6, BJ105 11-9, I94 32-20. Major market support in East & West leading the way.

### SUZANNE VEGA "Solitude Standing" (A&M)

Reports: 30. Moves: Up 6, Debuts 0, Same 21, Down 1, Adds 2, KYYY, Y97, WMJQ on, CKOI on, KRBE on, WMMS on, WCZY 39-36, WERZ 36-32, WPST 40-34, WKDD 34-33, KIYS 36-32, KTMT 37-31.

### BILL MEDLEY & JENNIFER WARNES "(I've Had) The Time Of My Life" (RCA)

Reports: 21. Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 18 including WCAU, WGH, WMMS, KMEL, K104, KC101, WRCK, WKRZ, PWR997, WBBQ, WOKI, KTUX, KF95, KZZU, WQCM.

### SIMPLY RED "Maybe Someday..." (Elektra)

Reports: 21. Moves: Up 2, Debuts 0, Same 17, Down 0, Adds 2, KATD, KSND, KRBE on, KMEL 33-31, WNNK on, KSAQ on, KTUX on, KIJK on, KIKX on-dp, WFFX on-dp, KNAN on-dp, KQCR 30-28.

### SYSTEM "Nighttime Lover" (Atlantic)

Reports: 19. Moves: Up 4, Debuts 1, Same 11, Down 0, Adds 3, WNNK, I94, WCGQ, WMJQ 29-27, WCAU on, KKRZ on, KMEL 25-23, Y106 on, KCAQ d-33, KAKS 20-17, KISR on, WAZY 33-30.

### COCK ROBIN "Just Around The Corner" (Columbia)

Reports: 18. Moves: Up 14, Debuts 0, Same 13, Down 0, Adds 0 including WXKS on, WMMS 40-37, KCPX on, KATD 35-25, WFLY on, K104 on, KSAQ on, KZZU 40-38, OK100 on, 95XIL 29-22, WKFR on-dp, KUUB 23-20.

### FORCE MD'S "Love Is A House" (Tommy Boy/WB)

Reports: 16. Moves: Up 7, Debuts 0, Same 7, Down 0, Adds 2, KZZP, WAPE, FM102 12-9, WNNK 34-30, WKEE on, 94TYX 21-18, WHHY on, Y106 on, KITY 18-17, KF95 39-34, KMGX 34-27, I94 33-30.

### EDDIE MONEY "We Should Be Sleeping" (Columbia)

Reports: 16. Moves: Up 6, Debuts 2, Same 8, Down 0, Adds 0 including KEGL d-31, Q102 34-32, WMMS 31-19, 99DTX d-25, WANS on-dp, Y107 30-28, WKDD 31-29, OK100 on, WOMP 40-37, WKFR on-dp, KUUB on-dp, OK95 35-28.

### PEPSI & SHIRLIE "Heartache" (Polydor/PolyGram)

Reports: 15. Moves: Up 6, Debuts 0, Same 4, Down 3, Adds 2, 99GFM, KBFM, WXKS 18-16, WBLI 30-26, B93 22-20, KXX106 on, KMGX 35-31, KDON 28-23, WAZY on, Y97 23-18.

### MONKEES "Heart & Soul" (Rhino)

Reports: 15. Moves: Up 7, Debuts 0, Same 8, Down 0, Adds 0, PRO-FM on, Q105 27-19, WFLY on, JET-FM 24-18, K104 25-17, KZZU on, 95XIL 26-16, WJAD on, B98 32-28, KIXY 31-27, WCIL 16-15, KUUB on.

### NEWCIITY ROCKERS "Rev It Up" (Crittique/Alco)

Reports: 14. Moves: Up 7, Debuts 0, Same 6, Down 0, Adds 1, WHHY, WXKS 27-25, Z94 29-27, PRO-FM 32-29, KRBE 27-18, WGH on-dp, KCPX 40-39, WSKI on, KSAQ on, KZZU on, 95XXX 29-26, WKPE 34-30.

### INSIDERS "Ghost On The Beach" (Epic)

Reports: 13. Moves: Up 3, Debuts 2, Same 7, Down 0, Adds 1, KDWB, KPLZ on-dp, WAEB on, WQUT on, KZZU 38-34, WJMX on, WCIL on, Y94 40-36, KKRC d-34, KGOT on, KOZE 32-20, KTMT d-38.

### STEPHANIE MILLS "You're Putting A Rush On Me" (MCA)

Reports: 13. Moves: Up 3, Debuts 2, Same 8, Down 0, Adds 0 including WXKS d-31, KRBE on, WHYT d-25, KMEL 30-27, KXX106 28-26, WCKN on, 94TYX 25-17, KTUX on, KF95 on, WCGQ on, KNAN on, WAZY on, KWTO on-dp.

### GLEN BURTNICK "Follow You" (A&M)

Reports: 12. Moves: Up 3, Debuts 0, Same 5, Down 0, Adds 4, Q100, WAEB, WHHY, KTMT, WEGX on, WMMS 39-33, K104 on, WPST 32-27, WKDD 37-28, 95XIL on, WOMP on, WBNQ on-dp.

### WARREN ZEVON "Leave My Monkey Alone" (Virgin)

Reports: 12. Moves: Up 4, Debuts 1, Same 5, Down 0, Adds 2, KRBE, Y97, WXKS on, Y100 30-28, WMMS 30-27, KDWB on, FM102 on, K104 32-26, WKZL 30-27, KIKX d-40, KQIZ on-dp, KSMB on-dp.

### LOU GRAMM "Lost In The Shadows" (Atlantic)

Reports: 11. Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 1, FM104, KEGL on, WAEB 29-27, WKQB d-31, KSAQ 32-26, KDON on, KSMB on, WPFM on, KIXY 16-13, OK95 on.

### OUTFIELD "No Surrender" (Columbia)

Reports: 10. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WMMS, KCPX, KTUX, KIKX, KZZU, KQIZ, WJAD, KNAN, KUUB, KOZE.



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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
5	2	1	1 M. JACKSON w/S. GARRETT/I Just Can't Stop Loving... (Epic)
6	3	3	2 WHITNEY HOUSTON/Didn't We Almost Have It All (Arista)
7	5	4	3 WHITESNAKE/Here I Go Again (Geffen)
17	11	7	4 EUROPE/Carrie (Epic)
13	9	6	5 ABC/When Smokey Sings (Mercury/Pg)
1	1	2	6 LOS LOBOS/La Bamba (Slash/WB)
8	7	5	7 HUEY LEWIS & THE NEWS/Doing It All For My Baby (Chrysalis)
21	14	10	8 BANANARAMA/I Heard A Rumour (London/Pg)
28	18	11	9 LISA LISA/Lost In Emotion (Columbia)
11	10	8	10 DAN HILL/Can't We Try? (Columbia)
32	23	18	11 PRINCE/U Got The Look (WB)
18	13	12	12 JELLYBEAN featuring ELISA FIORILLO/Who Found Who (Chrysalis)
27	20	16	13 SMOKEY ROBINSON/One Heartbeat (Motown)
25	19	15	14 GRATEFUL DEAD/Touch Of Grey (Arista)
35	25	19	15 HEART/Who Will You Run To (Capitol)
33	24	20	16 JOHN COUGAR MELLENCAMP/Paper In Fire (Mercury/Pg)
19	16	14	17 L.L. COOL J/I Need Love (Def Jam/Columbia)
3	6	9	18 DEBBIE GIBSON/Only In My Dreams (Atlantic)
34	30	22	19 NATALIE COLE/Jump Start (EMI-Manhattan)
29	27	23	20 FAT BOYS with BEACH BOYS/Wipe Out (Tin Pan Apple/Pg)
—	35	27	21 LEVERT/Casanova (Atlantic)
—	34	26	22 EXPOSE/Let Me Be The One (Arista)
—	—	31	23 FLEETWOOD MAC/Little Lies (WB)
—	—	40	24 MADONNA/Causing A Commotion (Sire/WB)
—	39	29	25 ALEXANDER O'NEAL/Fake (Tabu/CBS)
—	—	35	26 CARS/You Are The Girl (Elektra)
40	37	30	27 DAVID BOWIE/Never Let Me Down (EMI-Manhattan)
—	40	32	28 BRYAN ADAMS/Victim Of Love (A&M)
BREAKER	29	23	29 REO SPEEDWAGON/In My Dreams (Epic)
2	4	13	30 MADONNA/Who's That Girl (Sire/WB)
4	8	17	31 RICHARD MARX/Don't Mean Nothing (EMI-Manhattan)
9	12	21	32 WHISPERS/Rock Steady (Solar/Capitol)
—	—	38	33 MR. MISTER/Something Real (Inside Me/Inside You) (RCA)
BREAKER	34	28	34 MICHAEL JACKSON/Bad (Epic)
—	—	39	35 GO WEST/Don't Look Down (Chrysalis)
DEBUT	▶	36	36 BILLY IDOL/Mony Mony (Chrysalis)
DEBUT	▶	37	37 TIFFANY/I Think We're Alone Now (MCA)
22	21	25	38 DANNY WILSON/Mary's Prayer (Virgin)
DEBUT	▶	39	39 SWING OUT SISTER/Breakout (Mercury/Pg)
DEBUT	▶	40	40 PET SHOP BOYS/It's A Sin (EMI-Manhattan)

N&A Begins Page 142  
New Artists & Chart Summary Page 141  
New P-1A Playlists Page 132

ADULT CONTEMPORARY

3	2	1	1 WHITNEY HOUSTON/Didn't We Almost Have It All (Arista)
8	5	3	2 HUEY LEWIS & THE NEWS/Doing It All For My Baby (Chrysalis)
2	1	2	3 MICHAEL JACKSON w/SIEDAH GARRETT/I Just Can't Stop... (Epic)
9	8	5	4 DAN FOGELBERG/Lonely In Love (Full Moon/Epic)
12	9	6	5 ABC/When Smokey Sings (Mercury/Pg)
1	3	4	6 SMOKEY ROBINSON/One Heartbeat (Motown)
11	10	8	7 ANITA BAKER/No One In The World (Elektra)
17	12	9	8 CARLY SIMON/The Stuff That Dreams Are Made Of (Arista)
—	20	12	9 FLEETWOOD MAC/Little Lies (WB)
19	14	11	10 RESTLESS HEART/Why Does It Have To Be (Wrong Or Right) (RCA)
30	25	16	11 CUTTING CREW/I've Been In Love Before (Virgin)
—	27	17	12 KENNY G w/LENNY WILLIAMS/Don't Make Me Wait For Love (Arista)
22	16	14	13 NYLONS/Happy Together (Open Air/Windham Hill)
7	4	7	14 LOS LOBOS/La Bamba (Slash/WB)
4	7	10	15 DIONNE WARWICK & JEFFREY OSBORNE/Love Power (Arista)
29	24	18	16 GRATEFUL DEAD/Touch Of Grey (Arista)
23	22	19	17 REO SPEEDWAGON/In My Dreams (Epic)
5	6	13	18 MADONNA/Who's That Girl (Sire/WB)
6	11	15	19 DANNY WILSON/Mary's Prayer (Virgin)
—	29	22	20 BEBE & CECE WINANS/I.O.U. Me (Capitol)
21	21	20	21 HERB ALPERT/Making Love In The Rain (A&M)
—	—	28	22 SWING OUT SISTER/Breakout (Mercury/Pg)
—	30	25	23 SIMPLY RED/Maybe Someday... (Elektra)
28	28	26	24 BREAKFAST CLUB/Kiss And Tell (MCA)
—	—	29	25 MICHAEL BOLTON/That's What Love Is All About (Columbia)
10	13	21	26 STEVE WINWOOD/Back In The High Life Again (Island/WB)
14	19	23	27 HEART/Alone (Capitol)
BREAKER	28	22	28 DONNA SUMMER/Dinner With Gershwin (Geffen)
BREAKER	29	23	29 AL JARREAU/Since I Fell For You (MCA)
DEBUT	▶	30	30 CARS/You Are The Girl (Elektra)

Expanded AC Music  
Begins on Page 121

AOR TRACKS®

Three Weeks	Two Weeks	Last Week	
1	1	1	1 JOHN C. MELLENCAMP/Paper In Fire (Mercury/Pg)
2	2	2	2 CARS/You Are The Girl (Elektra)
—	4	3	3 PINK FLOYD/Learning To Fly (Columbia)
14	5	5	4 AEROSMITH/Dude (Looks Like A Lady) (Geffen)
—	11	6	5 RUSH/Force Ten (Mercury/Pg)
4	3	4	6 GRATEFUL DEAD/Hell In A Bucket (Arista)
12	8	7	7 RICHARD MARX/Should've Known Better (EMI-Manhattan)
—	26	12	8 R.E.M./The One I Love (IRS/MCA)
20	13	11	9 DEF LEPPARD/Animal (Mercury/Pg)
17	14	13	10 INSIDERS/Ghost On The Beach (Epic)
—	—	14	11 MICK JAGGER/Let's Work (Columbia)
15	10	10	12 LOVERBOY/Notorious (Columbia)
8	6	9	13 U2/Where The Streets Have No Name (Island)
13	7	8	14 BRYAN ADAMS/Victim Of Love (A&M)
29	21	15	15 FLEETWOOD MAC/Little Lies (WB)
23	18	16	16 DAVID BOWIE/Never Let Me Down (EMI-Manhattan)
44	30	18	17 WHITESNAKE/Is This Love (Geffen)
BREAKER	18	12	18 HOOTERS/Satellite (Columbia)
39	33	21	19 SAMMY HAGAR/Returning Home (Geffen)
37	31	23	20 MELVIN JAMES/Why Won't You Stay (Come In...) (MCA)
BREAKER	21	15	21 CARS/Strap Me In (Elektra)
30	27	19	22 MR. MISTER/Something Real (Inside Me/Inside You) (RCA)
28	23	20	23 FABULOUS THUNDERBIRDS/How Do You Spell Love (CBS Assoc.)
BREAKER	24	18	24 JOHN C. MELLENCAMP/Hard Times For An Honest... (Mercury/Pg)
40	35	26	25 GLEN BURTNICK/Follow You (A&M)
7	9	17	26 GREAT WHITE/Rock Me (Capitol)
26	25	25	27 PAUL KELLY & THE MESSENGERS/Darling It Hurts (A&M)
BREAKER	28	22	28 BILLY IDOL/Mony Mony (Chrysalis)
22	20	22	29 SILENCERS/Painted Moon (RCA)
—	—	48	30 TIMOTHY B. SCHMIT/Boys Night Out (MCA)

Complete Tracks Chart  
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URBAN CONTEMPORARY

14	7	5	1 LISA LISA & CULT JAM/Lost In Emotion (Columbia)
7	3	3	2 L.L. COOL J/I Need Love (Def Jam/Columbia)
8	4	4	3 ANITA BAKER/No One In The World (Elektra)
18	11	6	4 WHITNEY HOUSTON/Didn't We Almost Have It All (Arista)
21	13	7	5 STEPHANIE MILLS/(You're Puttin') A Rush On Me (MCA)
1	1	1	6 M. JACKSON with S. GARRETT/I Just Can't Stop Loving You (Epic)
20	14	10	7 PRINCE/U Got The Look (Paisley Park/WB)
17	12	8	8 COLONEL ABRAMS/How Soon We Forget (MCA)
23	17	12	9 MADAME X/Just That Type Of Girl (Atlantic)
19	16	11	10 SHERRICK/Just Call (WB)
2	2	2	11 FORCE M.D.'S/Love Is A House (Tommy Boy/WB)
27	20	14	12 GLENN JONES/We've Only Just Begun.. (Jive/RCA)
31	23	16	13 4 BY FOUR/Come Over (Capitol)
40	25	18	14 JODY WATLEY/Don't You Want Me (MCA)
30	22	17	15 SURFACE/Lately (Columbia)
12	9	9	16 HERB ALPERT/Making Love In The Rain (A&M)
—	40	23	17 RAY PARKER JR./I Don't Think That Man Should Sleep Alone (Geffen)
24	19	15	18 NEW EDITION/Helplessly In Love (MCA)
28	21	19	19 FAT BOYS/Wipe Out (Tin Pan Apple/Pg)
—	37	24	20 O'JAYS/Lovin' You (PIR/Manhattan)
—	29	22	21 DONNA SUMMER/Dinner With Gershwin (Geffen)
—	34	25	22 WINANS featuring ANITA BAKER/Ain't No Need To Worry (Qwest/WB)
—	38	28	23 BERT ROBINSON/Heart Of Gold (Capitol)
BREAKER	24	18	24 MICHAEL JACKSON/Bad (Epic)
39	31	27	25 STARPOINT/The More We Love (Elektra)
—	—	39	26 LILLO THOMAS/Downtown (Capitol)
—	—	33	27 DENIECE WILLIAMS/I Confess (Columbia)
35	32	29	28 JOHN WHITE/(Can't) Get You Out Of My System (Geffen)
—	39	31	29 DANA DANE/Cinderella Dana Dane (Profile)
—	—	40	30 DEJA/You And Me Tonight (Virgin)
3	6	21	31 LEVERT/Casanova (Atlantic)
DEBUT	▶	32	32 LACE/My Love Is Deep (Wing/Pg)
38	35	34	33 JENNIFER HOLLIDAY/Heart On The Line (Geffen)
36	30	30	34 WILL TO POWER/Dreamin' (Epic)
BREAKER	35	29	35 CONTROLLERS/Sleepin' Alone (MCA)
BREAKER	36	30	36 MARLON JACKSON/Don't Go (Capitol)
DEBUT	▶	37	37 WHISPERS/Just Gets Better With Time (Solar/Capitol)
32	28	35	38 LAKESIDE/Bullseye (Solar/Capitol)
DEBUT	▶	39	39 STEVE ARRINGTON/Stone Love (EMI-Manhattan)
BREAKER	40	34	40 ANGELA WINBUSH/Angel (Mercury/Pg)

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