

## I N S I D E :

SALUTING AOR'S  
TRAILBLAZERS

Steve Feinstein eloquently applauds AOR stations taking unique programming paths — and winning.

Page 42

RADAR 33: SOMETHING  
FOR EVERYONE

Reed Bunzel proposes that the RADAR ratings are the vegetatics of the radio industry. Read why before midnight tonight and a set of stainless steel ginsu knives, plus this beautiful Swedish snowdrop ring, may be on its way to you . . . COD.

Page 26

BROKERS ANALYZE STATE  
OF THE TRANSACTIONS ART

Three top brokers examine the radio transactions situation, offering good advice as well as thought-provoking insights. In R&R's new Radio Business section.

Pages 8, 10

## STREET TALK SCOOPS

John Young out as Z93 PD, with Bob Case replacing him, plus much more of the last-minute facts and rumors buzzing around the industry.

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## IN THE NEWS THIS WEEK

- Court quashes motion to dismiss Yoo Isgro suit
- Mort Hamburg President at JAG
- Rick Stacy PD at Y100
- Bob Pittman readies new ventures with Viacom, MCA
- NewCity completes Katz buyout
- Del Hull Station Manager at KOOL-AM & FM
- Joe Heslet to manage KHII
- Paul Randall Dickerson GM, Allen Dennis OM at WLRQ-AM & FM; Kris Bradley WLRQ-FM PD
- Larry Kindel VP/GM, Ray Randall PD at KEBC
- David Jones PD at WSNE
- Paulette McCubbin, Michaelle Johnson head Capitol secondaries promotion
- Kevin McCarthy PD at WAPP-FM
- Smokey Rivers PD at WMJJ
- Holder buys four in Texas for \$10.5 million

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SENATE KILLS FREE AD  
RESPONSE IDEA

Broadcasters won't have to offer political candidates free response time following attacks in broadcast commercials, after the Senate voted to remove language to that effect from a pending bill.

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## NEXT WEEK IN R&amp;R

Allen Klein continues his ongoing study of Birch vs. Arbitron . . . vs. reality.

Newsstand Price \$5.00

Arbitron To Restrict Use  
Of Ratings Data

Although Arbitron has not announced it officially, R&R has learned that the ratings firm plans to begin restricting the availability of full-market mechanical diaries and what may be done with data extracted from them. President Rick Aurichio said, "This is not a change in policy. We are just going to enforce the rules that have existed for a long time."

Full-market mechanical diaries will now be available only in Laurel. All diaries for a market may be accessed by sub-

scribers for review; however, the data that can be extracted may be specifically limited. One reliable source indicated this may also apply to station mechanicals. Enforcement pro-

cedures and specific application of rules are not yet clear.

Former Arbitron Client Service Manager Jay Billie, now President of Jay Billie & Associates. ARBITRON/See Page 6

## TAYLOR SR. VP/GM, FORMATS

Harvey Transtar's Sr.  
VP/Special Programs

Mike Harvey

The Transtar Radio Network has formed a new Special Programming Division, headed by Senior VP Mike Harvey. The new division, which has been in the planning stages for over a year, will produce and distribute programming entirely separate from the company's formats. Gary Taylor has been named Senior VP/GM of Transtar Radio Formats, replacing Harvey in that capacity.

Transtar COO Gary Fries told R&R, "Mike is one of the most respected programmers and talents in the country. In addition to his network management duties he is also the host of our highly successful 'Solid Gold' oldies show, which makes him the ideal choice for this position." Commenting on Taylor's appointment, Fries added, "To meet the demands of the network during this period of unprecedented growth, we're very fortunate to have a person of Gary's caliber."

Harvey said, "I've envisioned a Specials Division since I first joined Transtar, and I'm delighted that we're now ready to launch what I feel is going to be a major new force in special programming."



Gary Taylor

Harvey has been based in Transtar's Los Angeles office since he joined the network three years ago from the President's chair at WWSW/Pittsburgh. Taylor, a longtime Pacific Northwest broadcaster in Seattle and Spokane, earlier served as Managing Editor of the *Gavin Report*.

Conway Returns To  
KSDO As Pres./GM

Chris Conway has been named President/GM at Gannett News/Talk-CHR combo KSDO-AM & FM/San Diego, joining the stations from St. Louis, where he owned and operated an advertising and promotions firm. Conway succeeds Jim Price, who became VP/GM at crosstown KXYX a few weeks ago.

The move marks Conway's return to KSDO, which he managed in 1983-84. He previously was Director/Promotions & Publicity with KPRZ & KHIS/Los Angeles. Conway said, "Jack Merker has done an outstanding job as PD of KSDO, finding the perfect blend of news and talk to inform, as well

"I'm very pleased that the board chose my group," Williams told R&R. "This shows a change in generations."

All stockholders in Great Trails are family members descended from the firm's founder, Charles Sawyer, a one-time cabinet official during the Truman administration. Williams will be COO of the new company and will file transfer applications with the FCC by the end of August, when the other partners in the group will be identified. He hopes to close the

WILLIAMS/See Page 6

Oliver  
Becomes  
US PD

Denise Oliver

Former WYNY/New York PD Denise Oliver has been named Director/Programming at United Stations. She will work closely with US Exec. VP/Programming Ed Salamon in all phases of the network's programming operations, which include writing, conceptual planning, and hands-on program production.

Salamon told R&R, "Boy, am I glad to have Denise working here. United Stations has grown so fast and so much that I found myself getting spread too thin. It took awhile to find exactly the right kind of person to help me, and Denise is that person. We were looking for someone with a

OLIVER/See-Page 10



Chris Conway

as entertain our listeners. On the FM side, Dave Parks has done equally well in maintaining a strong presence for KS103 in an extremely competitive market. I'm excited about returning to work with such a talented and professional staff."

# CYNDI LAUPER



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AUGUST 15, 1986

**HELTON HITS THE ROAD... AND THE ROAD HITS BACK**

En route to Nashville, Lon Helton comments on the quality of Country radio he heard, while ace correspondent Amanda Helton exposes some of the grisly events that were the trip's real highlights.

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**GAMBLING CHAIRMAN/CEO**

**Hamburg Now JAG President**

JAG Communications Exec. VP/COO Mort Hamburg has been elected President/COO of the company. A 30-year New York communications attorney who cofounded JAG in 1981, Hamburg retains his present duties, and assumes the executive title previously held by John A. Gambling, who remains Chairman.

Hamburg's background includes a decade as a professor of communications law at New York Uni-

versity's Law School. He is also author of two books, "All About Cable" and "Making Millions In Tele-

communications." His wife, Joan Hamburg, has her own two-hour HAMBURG/See Page 4

**Court Denies Motion To Dismiss Isgro Suit**

Last June's motion filed by most of the major industry record labels and the RIAA to dismiss the \$75 million conspiracy lawsuit by independent promoter Joe Isgro was

denied by US District Court Judge Consuelo Marshall Monday (8-11) in Los Angeles. Following the settlement of a procedural technicality, Isgro plans to pursue depositions in the case, with the hope of reaching trial within a year.

Isgro's suit, filed April 30, charges the RIAA and A&M, Arista, Capitol Chrysalis, Geffen, MCA, Motown, PolyGram, RCA, and the Warner/Elektra/Atlantic labels with conspiracy and restraint of trade under federal and state antitrust statutes.

Speaking on Isgro's behalf, Steven Cannata of the San Francisco ISGRO/See Page 4

**MCA-BACKED LABEL IN WORKS**

**Pittman, Viacom Form Joint Media Ventures**

Viacom International has announced plans to enter into a number of media joint ventures with MTV Networks President/CEO Bob Pittman, who will also be forming a company in association with MCA, Inc. The first joint venture will be a new record label with MCA Records, in which Viacom will participate.

Specific details are still forthcoming, and MCA Records execu-

tives declined comment, but Pittman is expected to continue with MTV through the end of this year and possibly through mid-1987, depending on the timing of the ventures. He said, "MTV Networks, having completed its integration into the Viacom organization, continues to grow and thrive. While my plans call for me to leave my current position at some point in the future, I will have the added plus of continuing to work side-by-side with the very talented people at Viacom and MTVN, while knowing that MTVN is well-positioned to meet the challenges that lie ahead."

PITTMAN/See Page 4

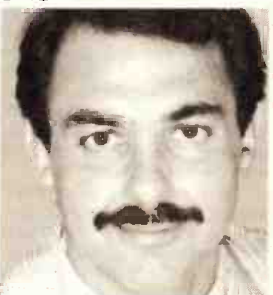
**Hull Manages KOOL**

After three years as KOOL (AM)/Phoenix PD, Del Hull has been named Station Manager of KOOL-AM & FM. With no GM or GSM at the combo, Hull will oversee day-to-day operations and report directly to station owner Tom Chauncey.

Hull replaces Tom Chauncey II in the management post. Bob Polk remains KOOL-FM PD.

Said Hull, "I'm very excited about the promotion. We're in a transitional period right now, as the stations have been sold to HULL/See Page 6

**Jones PD At WSNE**



David Jones

Prominent '70s Providence radio personality David Jones is the new PD at WSNE/Providence, recently acquired by Beck-Ross Communications. Jones was most recently at WZOU/Boston where he did overnights, then middays. He returned to radio last summer after an 11-year absence, during which he operated a restaurant and singles bar, to do fill-in airwork for WPRO-FM/Providence.

WSNE GM William Campbell commented, "David and I worked together in the early '70s for Warren Potash, who at WPRO/Provi-

JONES/See Page 10

**VAN WAGNER COMPLETES TAKEOVER**

**Kindel VP/GM, Randall PD At KEBC**

Van Wagner Communications, which officially took over KEBC/Oklahoma City July 31, has named Southern Starr Broadcasting VP Larry Kindel as VP/GM and WLLR/Quad Cities PD Ray Randall as PD.

Kindel had been with Southern Starr for the past year and was responsible for setting up the company's new acquisitions. Most recently he had overseen takeover activities at WPMO/Gulfport-Mobile and WUD-FM/Norfolk. Earlier, he spent a little over a year in sales at KXXY/Oklahoma City. He had spent the previous 12 years with Susquehanna Broadcasting,



Larry Kindel serving last as VP/Operations for WKIS/Orlando.

Kindel told R&R, "Van Wagner



Rick Stacy

**Stacy PD At Y100**

Former WHLY (Y106)/Orlando PD Rick Stacy has become PD at Metroplex CHR Y100 (WHY1)/Miami. Morning personality Sonny Fox, who had been programming the station, relinquished those duties to concentrate on his show.

VP/Programming Rob Walker along with his afternoon show. Stacy has not announced whether STACY/See Page 4

**DENNIS OM, BRADLEY FM PD**

**Dickerson GM As WLRQ Sets New Team**

REBS, Incorporated, which recently acquired AC combo WLRQ-AM & FM/Nashville has named its new management team and announced plans to alter the programming on both stations.

The team comprises Nashville radio veterans Paul Randall Dickerson in the GM post, Allen Dennis as OM for the pair (with direct programming responsibility for the AM), and Kris Bradley, PD for WLRQ-FM.

Dickerson, who has spent the last ten years in radio news as ND at Nashville's WSM, WLAC, and WMAK, as well as WBT/Charlotte, said the AM would switch from AC and change call letters to WNKZ. "It will be a station about country music, rather than a Country station. We are going to aim at exposing new product, and will be inviting artists to come in and talk about their records. I don't foresee it being the number one station in town, yet I don't want to limit it."

Bradley, discussing the new direction for the FM, said, "We're calling it Contemporary Adult Hit Radio. It's about 55-60% current material. It's an adult version of CHR."

Commenting on the new WLRQ team, Dickerson said, "This is what 24 years of radio has tilted me toward. I've done most things on the performance side of the business, and have a bright, on-fire Sales Manager, Ron Howse, to handle that side of the business. WLRQ/See Page 6



Joe Heslet

**Heslet To Manage KHIH**

Joe Heslet has been chosen as the GM for Sterling Recreation Organization's newly acquired Colorado property KHIH/Denver-Boulder (formerly Classical KBVL), which this fall plans to increase power from 30 kw to 100 kw. The format has yet to be announced.

Heslet reports to SRO Broadcast Division Director Bill McMahon, who commented, "Joe's had excellent training and has a fine track record. He'll do a great job for us."

Heslet's radio experience includes one year as GSM and another as GM at KMJ & KNAX/Fresno, and three years as GSM at nearby HESLET/See Page 4

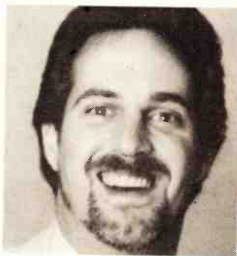
Communications is a billboard and spectacular sign company, well known for two things: A) They're winners; B) They're very, very good people. In the next couple of years they'll be expanding into an eight or ten-station group, and I want to be part of that Super Bowl team."

Van Wagner Exec. VP/Broadcasting Bob Fauser said, "We are excited as hell about Larry joining Van Wagner. He has a tremendous background from his time with Susquehanna and Southern Starr, and he certainly knows his way around Oklahoma City. He is a KINDEL/See Page 4

## Rivers Returns To Birmingham As WMJJ PD

Former Birmingham programmer Smokey Rivers has returned to the market as PD for Capitol Broadcasting Corp. AC outlet WMJJ. Rivers had programmed crosstown CHR WKXX in 1980-81 before moving on to PD stints at WKDF/Nashville, WAVA/Washington, and, most recently, K101/San Francisco.

VP/GM Bill Stoeffhaas remark-



Smokey Rivers

ed, "Smokey completes one of the most creative and exciting radio management teams I've ever seen. We're committed to winning big, and Smokey is the man with all the skills to get it done."

Rivers added, "I'm thrilled to be joining one of the most intelligently aggressive broadcast organizations in America. WMJJ has carved a healthy niche in the market, and the right people are in place to continue building one incredibly dynamic radio station."

### Hamburg

Continued from Page 3

dally program on WOR/New York and appears regularly on WCBS-TV.

"We're working to complete the WLIF/Baltimore and WWVZ/Charleston purchases," Hamburg told R&R, "and then to do more acquisitions in the radio field and perhaps other areas of communications. John Gambling is the best man in the world to work with. I don't think there is a person who's more knowledgeable about all aspects of the radio business."

### Kindel

Continued from Page 3 management pro with a diversified management background, including sales, marketing, and programming."

Discussing Randall, Kindel said, "Ray has an extraordinary track record for his relatively short time in the programming ranks. It was Ray's time to move up in market size. With his high energy level, people skills, and total understanding of Country programming, we're delighted to have him aboard."

Randall had programmed WLLR for the past two years, moving there from KHOG/Fayetteville, AR where he spent seven years the last three as PD.

Randall, who succeeds Lynn Waggoner as PD (Waggoner remains as morning man), told R&R, "It was very hard to leave Scionix, but the new opportunity with Van Wagner was too tough to pass up. KEBC used to be number one on this market, and I think it deserves to be back up there. KXXY is a good radio station, so we're here to see what kind of headway we can make."

KEBC, like WLLR, is consulted by Rusty Walker.

## McCubbin, Johnson Handle Capitol's Secondary Promotion



Michaelle Johnson

In twin appointments, Capitol Records has named Paulette McCubbin and Michaelle Johnson as National Secondaries Promotion Managers for AC/CHR and R&B, respectively. McCubbin reports to National Promotion Director Tom Gorman, while Johnson will work under VP/Black Music Promotion Ronnie Jones.

Sr. VP/Promotion Walter Lee said, "We're pleased to expand our promotion team to include the experience and expertise of both Paulette and Michaelle. They are a welcomed addition."

Johnson moves up from her posi-



Paulette McCubbin

tion as executive secretary in the R&B promotion department. McCubbin moves to Los Angeles from the New York postproduction house Du Art Video, where she was an operations coordinator.

### Isgro

Continued from Page 3

law firm of Cannata, Genovese & Papale told R&R, "The defendants said that essentially we didn't have a factual basis for bringing the suit, and the judge, without any argument, denied the motion."

"Basically, their argument was that the reason they severed business relations with independent promoters was due to the NBC-TV broadcasts and the cloud cast over independent promotion; that out of an abundance of caution, they severed such business until this so-called cloud was cleared up."

"We contended that the telecasts were simply a pretext used to fulfill their long-desired wish to do away with independent promotion. It was price-motivated. They compete between themselves for the services of independent promoters, and were tired of the high prices their own competition had created. By doing this all together, they would no longer have to compete for independents."

"We're just awaiting the judge's ruling on a procedural matter. Even if that is decided adversely to us, it should simply be a revision of our existing pleading. From that point onward, we'll proceed to take discovery. It's just round one of 15, but anytime you can win the round, it's fine."

When asked if other independent promoters might react to the motion dismissal with lawsuits of their own, Cannata said, "I do know it's been watched, but what incentive any other independent would draw from this, I don't know. It wouldn't shock me, but I certainly couldn't predict it either." He added that Isgro is still active in promotion "to a degree," working through artists' managers.

The RIAA had no comment on the court decision.

### Heslet

Continued from Page 3

KFYE. "I'm excited about starting a station from the ground up in Denver," he said. "We want to make this a top-notch operation. Since a radio station is only as good as its people, we'll be looking for Denver's very best."

### Pittman

Continued from Page 3

Viacom Networks Group Chairman Ken Gorman noted, "These exciting new business opportunities will expand Viacom's reach in communications and entertainment. With Bob's outstanding record in the entertainment industry, we are extremely pleased and fortunate that he will continue to be part of the Viacom family and that we will be able to work closely with him on these new opportunities."

### Stacy

Continued from Page 3

he'll do an airshift.

Y100 President/GM David Ross explained, "I'm blessed to have Sonny, Rob, and Tony (Novia, station OM) as my right-hand people. But we all agree there is a lot invested in the morning show with Sonny. It's impossible for him to stay here until all hours, which is what the job requires."

"Rick came to my attention when he almost went to work over at the competition, WINZ-FM and 96X. He'd built a Y100 clone in Orlando, put his own touches to it, and developed a real strong station. We're interested in rejuvenating the station. We can't hang onto the past. Y100 is out to blaze fresh trails of success, while down the street they're trying to recreate history."

Stacy programmed Y106 for almost two years, and accepted, then suddenly turned down, the PD job at WINZ-FM earlier this year. He said, "I was destined to come to Miami, but this is where I really wanted to be. We have a group of pros from top to bottom, and I feel with their help and commitment, we will continue our dominance in Miami-Ft. Lauderdale."

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# NEWS IN BRIEF

● **EVAN HOSIE** has been promoted to Sr. VP/Marketing for **Bands Across The Sea** (B.A.T.S.), an international management company. The company manages **Chrysalis** group the Cl-ty.



Evan Hosie

● **GARY DAVIS**, a 20-year music business veteran, has formed **Laguna Beach, CA-based Straight Ahead Records**. The primary staff includes **BRIAN ROONEY**, promotion; **BILL MACK** and **HENRY MOYER**, sales & marketing; **ANDY KANDANES** and **GREGG DOUGLASS**, A&R; and **VINIE DAVIS**, administration. The new label is located at 31901 Virginia Way, Laguna Beach, CA 92677; (714) 499-6227.

● **KEN ELM** joins **KRIX/McAllen-Brownsville** as GM from cross-town **KVEO-TV**. **KRIX's** new GM is **Betty Smith** from neighboring **KBOR**.

● **THERESA BINON** is named PD/MD at Country-formatted **KGEM/Boise** after two years as PD at **KGHL/Billings**. Binon, who will also handle an airstuff, rejoins Station Manager **JON RAND**; the two worked together at **KGHL**.

● Former **KZZB/Beaumont, TX** Promotion Director **CHRIS BAKER** has returned to the station, this time as PD. A 13-year broadcaster, Baker arrives after eight months as PD at **KBIU/Lake Charles, LA**.

● **GARY WEISS** will become GM of **WYLT/RALEIGH** when **Metroplex** takes over the station in September. He transfers from the GSM post at the company's **WNL7/Tampa**.

● Veteran programmer **RICK STANCATO** is the new PD/midday personality at **AC/CHR** outlet **KIOG/Beaumont-Pt. Arthur, TX**. Previously PD at suburban Houston outlet **KTUN**, Stancato earlier spent several years at **KRLA/Los Angeles**.

## McCarthy Back In Birmingham As WAPI-FM PD

**WQUE-FM/New Orleans** PD **Kevin McCarthy** has been named PD at **WAPI (195)/Birmingham**, replacing **Rod Prahin**.

**WAPI-AM & FM VP/GM Bernie Barker**, told **R&R**, "I've been a fan of Kevin's for a long time and am delighted to be able to put a deal together to bring him back to Birmingham. Kevin was the last PD in town to beat (Country) **WZZK**. His programming expertise and knowledge of Birmingham can be

the catalyst we need to push us over the top."

A former programmer in Birmingham at **WKXX (KXX106)** and air personality at **WSGN**, McCarthy will be programming against a number of recent New Orleans compatriots, including former **WQUE** and **WEZB PD Kris O'Kelly** at **KXX106**; former **WQVE VP/GM Bill Stoeffhaas**, now managing **WMJJ**, and ex-**KXX106 PD Smoke Rivers**, who joined **WMJJ** this week (see separate story).

McCarthy commented, "It's great to be home again, but it's unbelievable what's happening here. This is the most competitive market in the Southeast. A lot of PDs have left great situations to relocate here. For 195, I think fine-tuning is in order. We intend to make this the CHR station for the Birmingham area. I've already got a great staff, promotional support, and all the things needed to make the station shine."

### Hull

Continued from Page 3

**Adams Communications**. Pending FCC approval, they will acquire us in between 60 and 90 days. I'm looking forward to working with them."

Prior to joining **KOOL**, Hull was Station Manager for **KARZ/Phoenix** for three years. Before that, he was with **KRNT & KRNQ/Des Moines** for 17 years in various capacities, including programming for a decade.

### Arbitron

Continued from Page 1

ates, told **R&R**, "I don't know of written policy or even rules covering the kinds of information that can be derived from a full-market mechanical. In fact, availability of the full-market mechanical is a real service to the industry, since it organizes diary data into a uniform presentation which includes all the Arbitron edits."

**Media Product Management** President **Marla Pirmer** added, "Not having the full market mechanicals in Los Angeles will limit a station's ability to get information it needs. Going to Laurel to purchase the mechanicals is cost-prohibitive."

**KGO/San Francisco** Research Director **Liz Nistel** remarked, "It would be just like Arbitron to limit the data and not reduce the price of station mechanicals. In any event, less information would raise more of a question about buying it."

### Nash Niche



Delivering his recent solo album, "Innocent Eyes," to Atlantic's New York offices, **Graham Nash & friends** look at the camera. Shown are (l-r): Atlantic VPs **Sam Kaiser** and **Lou Sicurezza**, Exec. VP/GM **Dave Glew**, VP **Judy Libow**, **Graham Nash**, label Sr. VP **Vince Faraci**, and Nash manager **Bill Siddons**.

### Hooter Harmony



Receiving Canadian gold for their "Nervous Night" debut album, the **Hooters** got the goods from some label pals. Shown are (l-r): CBS's **Lisa Kramer**, **Hooters' manager Steve Mountain**, **Hooters John Lilley** and **David Uosikkinen**, label VP **Bob Campbell**, **Hooter Rob Hyman**. Kneeling (l-r): CBS Canada VP **Don Oates** and **Hooters Andy King** and **Erik Bazilian**.

### Cream Off The Top For BMI



**BMI** visited **ZZ Top** backstage at their New Jersey concert at **Meadowlands Arena** to present the group with a giant poster for their "Rough Boys" single. Shown are (l-r): **BMI's Elizabeth Oravetz**, **ZZ's Billy Gibbons**, **Frank Beard**, **Dusty Hill**, and **BMI's Barbara Begley**.

6/R&R FRIDAY, AUGUST 15, 1986

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Radio & Records is published every Friday for \$215 per year, or \$400.00 for foreign subscriptions, by Radio & Records, Inc. at 1930 Century Park West, Los Angeles, California 90067. Application to mail at second class postage rate is pending at Los Angeles, California. POSTMASTER: Send address changes to Radio & Records, 1930 Century Park West, Los Angeles, California 90067. 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 and 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 R&R, Back Page, Breakers, Most Added, National Airplay, Parallels, Radio & Records and Street Talk are registered trademarks of Radio & Records. © 1986. A subsidiary of Harle-Hanks Communications, Inc.





WESTWOOD ONE RADIO NETWORKS PRESENT

# The Prince's Trust Concert



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proudly presents one of the premiere concert events of 1986 – the 10th Annual Prince's Trust Concert, an exclusive 90-minute broadcast airing on Westwood One affiliates the weekend of September 13 as a special edition of the most listened-to concert series on radio.

This annual event, initiated by England's Prince Charles as a benefit for his nation's economically disadvantaged, took place this year on June 20 at London's Wembley Arena in front of an SRO audience which included Prince Charles and Princess Diana.

The talent roster featured royalty of the rock & Roll persuasion, including superstars like Elton John, Paul

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WESTWOOD ONE RADIO NETWORKS

## TRANSACTIONS

### Holder Ropes El Paso, Lubbock Combos For \$10.5 Million

#### KAMA & KAMZEL PASO and KEND & KLLL/LUBBOCK

PRICE: \$10.5 million

**BUYER:** Holder Communications Corp. of Texas, a wholly-owned subsidiary of Holder Communications Corp., Bruce Singleton, President. It also owns WTUN & WHBB/Selma, AL; KLCL & KHLA/Lake Charles, LA; and WIIS/Ky West, FL. Holder has contracted to buy WBZW/Powell, TN.

**SELLER:** El Paso County Broadcasting, Inc., James Thrash, President.

**DIAL POSITION:** 570 kHz; 93.1 MHz (El Paso); 1590 kHz; 96.3 MHz (Lubbock)

**POWER:** 10 kw days/1 kw nights: 30 kw at 1080 feet (El Paso); 1 kw: 100 kw at 580 feet (Lubbock)

**FORMAT:** Spanish; AC (El Paso); Country (Lubbock)

**BROKER:** Blackburn & Co.

#### WLPR/MOBILE, AL

PRICE: \$2.55 million

**BUYER:** TM Communications, Patrick Shaughnessy, CEO. It also owns KECK & KHAT/Lincoln, NE.

**SELLER:** Sound Broadcasting Corp.

**DIAL POSITION:** 96.1 kHz

**POWER:** 40 kw at 420 feet

**FORMAT:** CHR

#### WMT-AM & FM/ CEDAR RAPIDS, IA

PRICE: \$8 million

**BUYER:** Wonderful Music and Talk, Inc., Forrest Mitchell, his wife Joan, and Robert Ray and his wife Billie, principals. Ray also owns KLIR-AM & FM/Estherville, IA.

**SELLER:** Cosmos Broadcasting Corp., Macon Patton, CEO, James Sefer, President. It also owns WAVE/Sarasota, FL; and WIS/Columbia, SC.

**DIAL POSITION:** 600 kHz; 96.5 MHz

**POWER:** 5 kw; 100 kw at 540 feet

**FORMAT:** CHR

#### KRLT/SOUTH LAKE TAHOE

PRICE: \$1.4 million

**BUYER:** Fuller-Jeffrey Broadcasting Companies, Inc., Bob Fuller, President, and J.J. Jeffrey, Sr. VP. The group also owns WBLM/Lawton, ME; WOKI/Dover, NH; KMRY & KJJY/Des Moines; KRXC & KDJQ/Sacramento; KSCO-AM & FM/Santa Cruz, CA; KFMF/Chico, CA.

**SELLER:** Entertainment Enterprises, Inc., Roger Archambault, President.

**DIAL POSITION:** 93.9 MHz

**POWER:** 6 kw at 180 ft. below average terrain

**FORMAT:** AC

#### KWLO & KFMW/ WATERLOO, IA

PRICE: \$4 million

**BUYER:** Park Communications, Roy Park, Chairman, Bill Fowler, VP/Radio. It also owns WPAT-AM & FM/New York; KEZX/Seattle; KJJO-AM & FM/Minneapolis; KWJJ-AM & FM/Portland; WTVR-AM & FM/Richmond; WHEN & WRRB/Syracuse; WDEF-AM & FM/Chattanooga; WNCT-AM & FM/Greenville, NC; and WNAX/Yankton, SD.

**DIAL POSITION:** 1330 kHz; 107.9 MHz

**POWER:** 5 kw; 100 kw at 1800 feet

**FORMAT:** AC; AOR

#### KNGS & KLTK/HANFORD, CA

PRICE: \$2.8 million

**BUYER:** Liggott Broadcasting Group, Robert Liggott, President. It also owns KRJB/Monte Rio, CA; WWKQ & WDFP/Battle Creek, MI; WHNN/Saginaw, MI; WFMK/East Lansing; and WLHT/Grand Rapids.

**SELLER:** Sunrise Communications of Central California, Sal Lobeck, GM.

**DIAL POSITION:** 620 kHz; 107.5 MHz

**POWER:** 1 kw; 50 kw at 500 ft.

**FORMAT:** Country; CHR

## TRANSACTIONS AT A GLANCE

Transactions So Far In 1986: \$1,540,350,000

This Week's Transactions: \$41,780,000

- KAMA & KAMZ/El Paso, KEND & KLLL/Lubbock, TX \$10.5 million
- WMT-AM & FM/Cedar Rapids, IA \$8 million
- WDEE/Norfolk \$7.5 million
- KWLO & KFMW/Waterloo, IA \$4 million
- KNGS & KLTK/Hanford, CA \$2.8 million
- KLTW & KSLY/San Luis Obispo, CA \$2.375 million
- WLPR/Mobile, AL \$2.55 million
- KRLT/South Lake Tahoe \$1.4 million
- WDLT/Mobile, AL \$1.2 million
- WHLO/Akron \$1.2 million
- WALY/Gray, KY \$250,000

#### KLTW & KSLY/ San Luis Obispo, CA

PRICE: \$2,375,000

**BUYER:** San Luis Obispo Limited Partnership, Guy Hackman, principal.

**SELLER:** San Luis Obispo Broadcasting, a wholly-owned subsidiary of Sandusky Radio, Dudley White and family, owners. Other Sandusky properties are KEG/LDallas; KLSY-AM & FM/Seattle; KWLTSan Diego; WKRL/Tampa; KNUS & KBPD/Denver; KDKB/Phoenix; and KLSI/Kansas City.

**DIAL POSITION:** 1 kw days/250 watts nights; 5 kw at 1410 ft.

**FORMAT:** AC

#### WHLO/AKRON

PRICE: \$1.2 million

**BUYER:** Mortenson Broadcasting, Jack Mortenson, President. It also owns WSUM/Cleveland; WGBR/Baltimore; WTOF-AM & FM/Canton; WEMM/Huntington, WV; and WJMM/Versailles, KY.

**SELLER:** Trans World Broadcasting, Louis Appell Jr., President, Arthur Carlson, VP. It also owns WZAK/Cleveland and WEKS-AM & FM/Atlanta.

**DIAL POSITION:** 640 kHz

**POWER:** 1 kw days/500 watts nights

**FORMAT:** Contemporary, Christian

#### WALY/GRAY, KY

PRICE: \$250,000

**BUYER:** Crown Communications, Inc., Larry Burdette, President, David Carrier, Joseph Kesler III, VPs.

**SELLER:** Patricia Powell, President.

**DIAL POSITION:** 1590 kHz

**POWER:** 500 watts

**FORMAT:** CHR

#### WVDE/NORFOLK (HAMPTON)

PRICE: \$7.5 million

**BUYER:** Edens Broadcasting, Gary Edens, President. It also owns WRBO-AM & FM/Tampa; KOY & KOYT/Phoenix; and WRVA & WRVQ/Richmond.

**SELLER:** Golden East Broadcasting, Dick Lamb, President.

**DIAL POSITION:** 101.3 MHz

**POWER:** 50 kw at 505 feet

**FORMAT:** AC

#### WDLT/MOBILE, AL (CHICKASAW)

PRICE: \$1.2 million

**BUYER:** J. Alex Bowab, owner. He also has an interest in WKXI & WTYX/Jackson, MS.

**SELLER:** Edmond Muniz, owner. He also owns WYAT & WLTS/New Orleans.

**DIAL POSITION:** 98.3 MHz

**POWER:** 3 kw at 540 feet

**FORMAT:** CHR

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## CALL SIGN CHANGES

Batesburg, SC WBLR-FM to WKWQ (effective 8/1)  
Buffalo Gap, VA WSNV to WSPV (8/4)

Dallas KVIX to KVIL (8/11)  
Enid, OK KUAL to KOFM (9/1)  
Fort Stockton, TX KPJH to KFST-FM (8/11)

Fredericktown, OH WWMZ to WJMR (8/14)

Glen Falls, NY WNIQ-FM (remains assigned)

Greensburgh, PA WOKU-FM (remains assigned)

Houston TX KGOL to KHFX (requested)

Hughesville, PA WKDJ to WTPS (8/10)

Jacksonville, AR KEZQ to KEZQ-FM (8/5)

Kingsland, GA WKBX (new station)  
Naples Park, FL WMLX (new)

Nashua, NH WHOB (new)  
North Little Rock, AR KBOX to KEZQ (8/5)

Osceola, AR KHFO to KWLU (9/1)  
Santa Maria, CA KZON to KTAP (requested)

San Francisco KFRC to KMMS (8/11)

Seaside Park, NJ WJNO (new)  
Somerville, TN WJED to WSTN (requested)

Tallahassee, FL WBGW to WBGW-FM (effective 9/1)  
Tallahassee, FL WKQE to WBGW (9/1)

Thurmont, MD WFCO to WTHU (8/5)

## RCA Sale Clears New Hurdle

GE's purchase of RCA and its subsidiary, NBC, has survived another challenge at the FCC. The Commission this week threw out a petition to deny the sale filed by the town of East Hampton, NY.

The town alleged that GE polluted the Hudson River between 1966 and 1975, resulting in a striped bass fishing ban that harmed the area's economy. Town officials said a hearing should be set to determine whether GE has the requisite character to be a broadcast licensee.

In dismissing the petition, the FCC said East Hampton filed its petition too late under Commission rules, and failed to make a good case to justify its failure to participate earlier in the proceeding.



# MIKE AND THE MECHANICS

August 17



## THE KING BISCUIT FLOWER HOUR

Recorded live on the Miracle Tour at Philadelphia's Tower Theatre, featuring hit songs "Silent Running" and "All I Need is a Miracle," plus the favorite Squeeze song "Tempted."

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## TRANSACTIONAL ANALYSIS

### Brokers View State Of The Market

By Robert O'Brien

R&R's Radio Business section asked three experts to analyze the current state of the broadcast transaction marketplace, and offer advice to potential buyers on how best to cope under current market conditions. Below are the responses of **Mitt Younts, Chapman Associates**; **Tom Gammon, Americom**; and **Chuck Kadlec of Frazier, Gross & Kadlec**.

#### Mitt Younts, Chapman Associates

As long as interest rates remain low and broadcasting has its eye of the investor, trading in the marketplace will remain brisk.

Larger markets are very active. There are so many buyers out there that sometimes it's difficult to find good properties for sale. From the buyer's perspective, stations in medium and smaller markets will trade hands always based on certain formulas, using multiples of cash flow and gross billing.

My advice to any buyer is to know your market. Find out if it's growing, and if the radio dollars are going to be in the market. In the case of an upgrade or a turnaround, it's up to operators to take their fair share out, and make the stations profitable.

#### Sunbelt Prices Higher

In terms of markets, you're going to pay higher prices in the so-called Sunbelt markets, the Southeast or Southwest, where it's easy to see that the population and retail sales are going to grow.

In other markets, you have to do a little homework to see where the market's going. You have to be cautious about overpaying where the local economy might be in trouble. You don't want to pay a premium, knowing that the retail sales in the market may be flat, because you'll have a much more difficult time taking your fair share out.

#### Tom Gammon, Americom

The multiples people are paying today are slightly higher than they paid last year, but more important, reflect buyers' willingness to take a much higher risk when acquiring that cash flow.

The number one element to understand about pricing today is that there's a lot of Wall Street money driving multiples up, because they're pushing money into the market. More importantly, they're being forced up for stations that have a much higher risk of going down.

We recently brokered the sale of **WLIF/Baltimore**, the number one station in the market, for \$25 million cash.

Three years ago, people would never have considered paying such a "stretch multiple" (10X cashflow or higher) for the number one station. But they would have paid ten times cash flow for another station. They just never would have assumed the downside risk for a number one station.

#### Turnaround Prices Flat

Stations that aren't making money have been flat now for the last year to 18 months. We predicted this last year in our newsletter, *Radio Investor*, and it's held true. The reason is that every time a group acquires a loser, it greatly reduces the amount of debt the group can handle.



Mitt Younts

For example, take a group with \$10 million in cashflow. It buys a big loser in Dallas for \$15 million, plus another \$5 million in losses. Well, that's \$20 million with no cashflow. Banks will lend five times cashflow, so the group could have \$50 million in senior debt available. Say they have total liabilities of \$30 million and \$20 million in excess debt capacity.

Now what happens if they buy that Dallas station? There goes the \$20 million, and no more cashflow comes in, so they can't buy any more radio stations. That's scenario one.

Now, you can spread that same \$20 million over three big cashflow stations, given three-to-one or four-to-one equity to debt.

It's not even that simple. You could buy literally \$70 million worth of stations for the same amount as buying one Dallas turnaround.

Even more important, when you buy those cashflows, guess what? Here comes another \$30 million in senior debt capabilities.

With \$20 million in excess debt capacity, he can either take one Dallas turnaround, then sit there for two years and not buy anything else, or he can buy three cashflow stations, and next year probably buy some more.

That's why turnarounds have been flat, and will stay flat. That's very important to understand.

#### Best Time For Buyers, Sellers

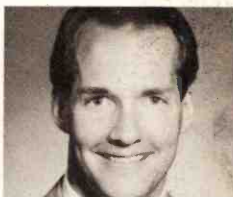
Finally, interest rates are the lowest they've been historically in some ten years — 8% prime, and it looks like it's going to drop to 7 7/8%. That means the multiples people are paying are higher than they've ever been, and the time for sellers to consider selling is better than it's ever been in history, as far as I can tell.

The multiples on a cash basis that they can get for their radio stations have never been better for sellers. And buyers don't get hurt, because the cost of the money is cheaper. So it's a terrific environment for sellers to get absolute top dollar before interest rates shift and the value of their assets decreases because the cost of capital increases.

#### Chuck Kadlec, Frazier, Gross & Kadlec

The most striking thing is the tremendous escalation of prices that has happened in the major markets over the past two or three years. It doesn't seem so long ago that a \$5-6 million sale was pretty big. Now the benchmark is \$40-50 million, which is indicative of how strong that business has become in the large markets. Of course, that's trickled down to all markets.

Clearly, it's a hot business. Reasons include deregulation; particularly, the expansion of the number of stations that any group owner can hold, low in-



Tom Gammon

terest rates; availability of money; and awareness by the public of broadcasting as a good investment.

All have driven up the prices of radio stations. The multiples are at cyclical peaks — these things do ebb and flow. But major markets seem to be going for ten to 11 to 12 times cashflow, whereas the old standard used to be eight to ten. That's just indicative of the demand for these properties.

#### AMs Sell Slower, Cheaper

The other aspect of the industry that's being reflected in trading today is the fact that, today, it's the FM station that's the strong entry in the market. Those high prices have been achieved for combinations or, in some cases, stand-alone FMs. The stand-alone AM is still difficult to sell, selling for multiples much lower than the combinations and the FMs are.

I would advise buyers to make sure you know this business, or have somebody who's going to be running the station know the business. It's the most competitive aspect of broadcasting, and you have to have management that can react to changes that occur quickly in format and promotion strategies.

#### Management With Vision

Ideally, you've got to have management that has the ability to do some planning out to the future, and will keep that plan in mind. But most of all, they've got to be entrepreneurial, they've got to be able to do what's necessary to outflank, or keep from being outflanked by the competition.

One bit of rather elementary advice is, where possible, to look for combinations. With the combination, you have the flexibility in your selling strategy, the availability of time to sell. It gives you much more flexibility through your daypart than with a stand-alone station.

It also gives you some security in that you don't have all your eggs in one basket. If you have a dip in ratings in one station, that could be offset by an increase in another. It also gives you diversity.

#### Lenders Like Multiple Markets

That leads me to something else a buyer should know. Even today, when banks have lots of money to lend in communications, the new individual or company that's coming into broadcasting is going to find it difficult to borrow against a single station in a single market situation.

When you talk about diversity in one market, most lenders want the protection of having diversity of stations in several markets. They'll readily lend five to six times cash flow to a group of stations, but they're reluctant to do it to a stand-alone, because the risk of having difficulty with one station is obviously greater than the risk when it's spread over a number of stations.

## REP 'BOYCOTT' ALLEGED

### SRA To Agencies: Don't Bypass Reps

Some advertising agencies and buying services are attempting to "boycott" rep firms by illegally dealing directly with individual stations to place national spot ads, the **Station Representatives Association (SRA)** has charged.

In a sharply-worded letter to 5000 chief executive officers of ad agencies and buying services, SRA Managing Director **Jerry Feniger** threatened legal action against those who continue "such improper and illegal activities."

#### \$1 Billion Spot Pool

SRA's memberships include 30 major radio and television rep firms. Feniger estimates they place approximately \$1 billion a year in national advertising on their client radio stations.

According to Feniger, stations generally sign contracts giving their reps exclusive rights to buy national advertising for them.

### Filing Window On 15 FMs

After a two-month delay caused by a processing slowdown, the FCC has opened another Docket 80-90 FM channel for applications. Between August 18 and September 18, the Commission will accept applications for new FM stations on 97.9 MHz (channel 250) in 15 communities.

A Class C2 facility will be licensed to Grants, NM. Class A stations are up for grabs in Oxford, AL; Tuba City, AZ; Crescent North, CA; Salinas, CA; Enfield, CT; Selbyville, DE; Ft. Valley, GA; Wiggins, MS; Bayboro, NC; Gaston, NC; Beulah, ND; Milton-Freewater, OR; Edinboro, PA; and Beeville TX.

#### For The Record

A photo appearing in last week's "Radio Business" section was misidentified as **Noble Broadcasting XETRA-AM & FM/San Diego VP/GM Norm Feuer**. The person is actually XETRA Sales Manager **Bill Arbenz**.

#### Jones

Continued from Page 3  
dence produced some great programmers, including **Jay Clark, Gary Berkowitz, Jack Casey, and Holland Cooke**. All four of those guys just had great spring ARB books. I hope David will carry on the tradition."

Jones said of his first programming position, "It seems a lot of the other people I worked with have gone on to program and/or consult. Now I'm sort of playing catch-up, after being out of the business for 11 years."

"It's great to be back in radio, in Providence, and working with Billy. We're fine-tuning the station and have it headed in the right direction. Right now we're straight-ahead AC. We're using that as the model, and as to where we evolve, who knows? Time will tell and the market will dictate."

#### "Including" Contract Breaches

He said in his letter, "It is contrary to the interests of our members and the stations they represent to be made less effective by the actions of some agencies and buying services who refuse to deal with representatives or are attempting to induce stations to breach their agreements with their representatives."

### New FM Assigned

Effective September 12, the FCC has assigned 92.3 MHz (channel 222) to Nags Head, NC. Applications for the Class A station will be accepted during a September 15-October 14 filing window.

### Reporting Transactions To R&R

To have a radio station transaction listed in **R&R**, broadcasters and brokers should contact the **R&R** Washington Bureau (202-662-7484) as soon as details are available. Sale closing photos and broker news, such as personnel and office announcements, are also welcome.

#### Peck

Continued from Page 1  
said, "What attracted me to Island Records was Lou Maglia's executive abilities, as well as Island's commitment to reorganize and prioritize the black music area. The Atlantic Records distribution team, headed by **Sylvia Rhone**, guarantees Island being a priority. I look forward to helping Island become a respected entity in black music."

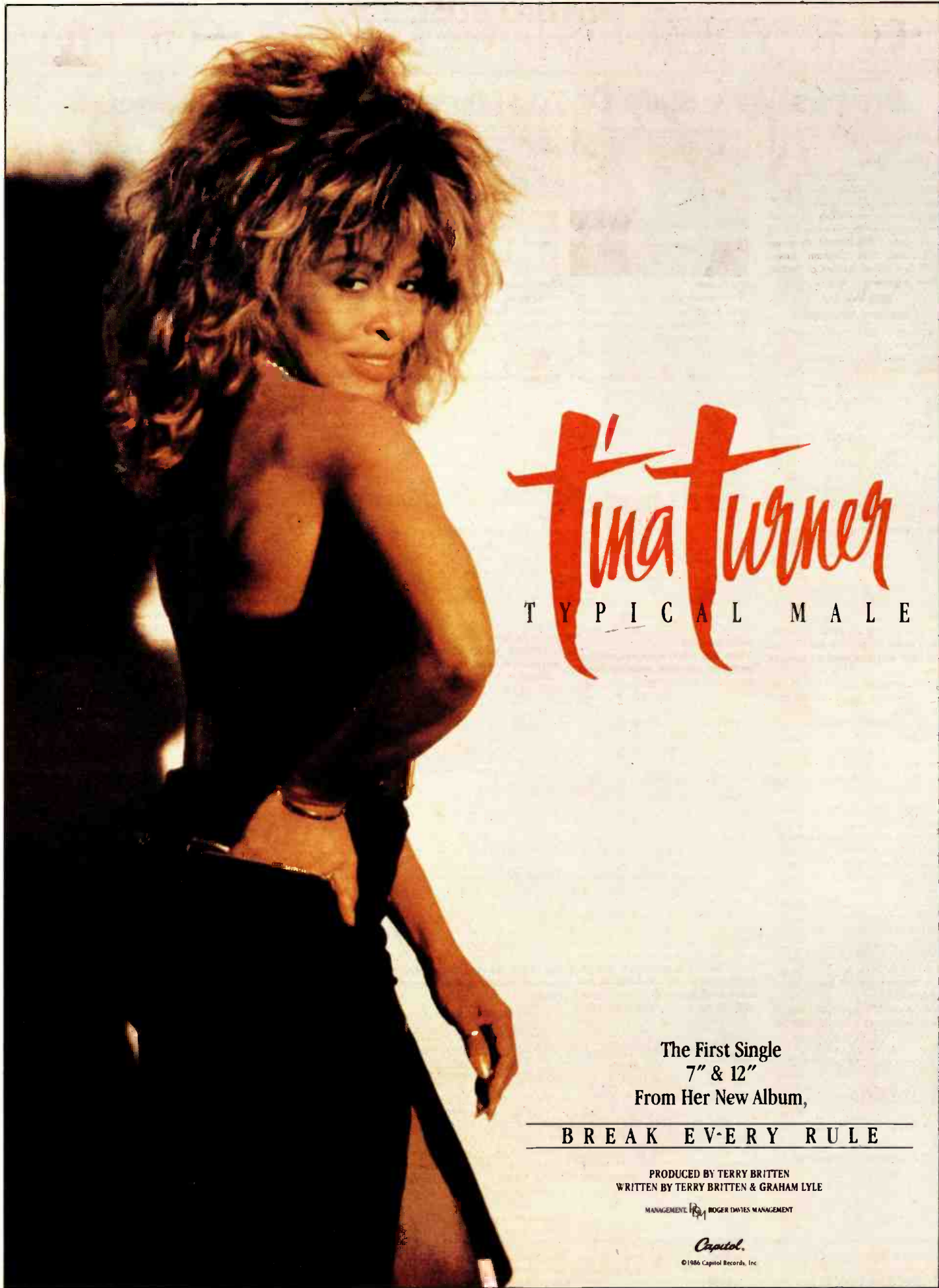
#### Oliver

Continued from Page 1

lot of local programming experience, and Denise has what we needed."

Oliver commented, "I'm really looking forward to being a part of United Stations' phenomenal growth. The company has grown to the point where they needed more programming help."

Prior to becoming PD at WYNY last December Oliver was with ABC Radio Networks, including a stint as PD for the Rock Network, for 3 1/2 years. She joined the network from WWDC (DC101)/Washington, where she served as VP/Programming & Operations; before that she was PD at WYYY/Baltimore for four years. Prior to that she was Music Director at DC101.



# Tina Turner

T Y P I C A L M A L E

The First Single  
7" & 12"  
From Her New Album,

---

B R E A K E V E R Y R U L E

---

PRODUCED BY TERRY BRITTEN  
WRITTEN BY TERRY BRITTEN & GRAHAM LYLE

MANAGEMENT:  ROGER DAVIES MANAGEMENT

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# DECK YOUR LIST WITH LOTS OF HITS



## MICK JAGGER "Ruthless People"



WKSE 28-22 WRSR 27-21  
 WNYS 34-31 KWK 39-35 WLRS 28-24  
 CKOI 33-28 WLOL 27-23 BJ105 add  
 Z93 25-22 KKRZ deb-38 Z104 38-34  
 95INZ 23-20 KSI03 24-21 WCGQ add  
 Y100 add WFLY add WHSL 33-29  
 WRNO 34-30 WZOU 29-24 KTRS 39-34

CHR NEW & ACTIVE

Taken From The Motion  
 Picture Soundtrack "Ruthless People"

NOW ON OVER  
 85 CHR REPORTERS!

"Ruthless People" Musical Supervisor Tommy Mottola, Champion Entertainment Organization, Inc.



## LUTHER VANDROSS "Give Me The Reason"

WXKS WNNK 100KHI  
 WKSE WSSX WJAD  
 B96 WNOK WCGQ  
 WCZY KAMZ KSMB  
 WHYT KBFM WGLF  
 KMEL KCAQ WVBS



Taken From The Motion  
 Picture Soundtrack "Ruthless People"



## FABULOUS THUNDERBIRDS "Wrap It Up"

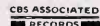


Taken From The Album  
 "Tuff Enuff"  
 Produced By Dave Edmonds

CHECK THESE MOVES CHR NEW & ACTIVE

WPHD 27-22 WKTI 27-22 WLRS 39-33 WJAD 40-32  
 WRNO 37-31 KMJK 31-16 WHHY 30-26 KGOT 28-22  
 WRSR 40-35 94TYX 40-36 KDON 36-31 KYA 28-23  
 WMMS 29-22 WOKI 33-29 KQIZ 40-35

... AND 18 NEW BELIEVERS



## DON JOHNSON "Heartbeat"



Taken From The Album  
 "Heartbeat"



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AOR TRACKS: DEBUT **38**

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## BROADCASTERS SCORE VICTORY

# Senate Kills Free Ad Response Provision

Broadcasters won a major victory Tuesday (8/12) when the U.S. Senate voted to kill the idea of forcing broadcasters to give free response time to political candidates attacked in radio or television ads by their opponents.

By a vote of 58-42, the Senate adopted an amendment by Sen. Rody Boschwitz (R-MN) to delete the language, which had been strongly opposed by NAB.

The Senate was debating legislation sponsored by Sen. David Boren (D-OK) to overhaul the laws governing contributions by political action committees.

### PAC Influence Targeted

The broadcast provisions would have required stations to furnish free response anytime a political

action committee (PAC), rather than a candidate, placed ads either for or against a candidate. The provision would have also been triggered when a candidate in broadcast advertising mentioned an opponent, but failed to do so in person.

In an appearance before the NAB Board of Directors in June, Sen. Boren had indicated his willingness to back away from the notion of free response time from broadcasters.

### House Future Uncertain

Legislation similar to Boren's original bill has been introduced in the House by Rep. Michael Synar (D-OK) and now has 114 cosponsors. Synar's legislative assistant says broadcasters have raised "some pretty valid concerns" about the free response provision. But she couldn't say whether Synar will also agree to ditch the proposal.

Now that the Senate has acted, Synar's aide predicted the bill will begin to move quickly through the House. She acknowledged that time is running short in the current legislative session, but added, "I think chances are pretty good over here" that Synar's bill could pass this year.



**NEWS DIRECTORS HONOR FOWLER** — FCC Chairman Mark Fowler receives this year's Distinguished Service Award from the Radio-Television News Directors Association from RTNDA President John Spain. "Deregulation is the right direction for our nation's communications system," Fowler told a Washington luncheon in his honor. "It leads to more choice. It gives way to greater diversity. Dealing with all the new choices is daunting, but it's not impossible. And it's a policy that keeps government from controlling what is said or who says it, even if it's wrong."

A videotape of Fowler's acceptance speech will be shown at RTNDA's annual convention later this month in Salt Lake City.

## NEWS BRIEFS

### WNZK Hit With \$6000 Fine

The FCC has slapped a \$6000 fine on WNZK/Westland, MI. According to the Commission, the station committed repeated violations of its rules requiring that a main studio be located in the community of license, and that a public inspection file be available for viewing at all times.

In other action, the Mass Media Bureau fined KBHP/Bemidji, MI \$1500 for repeated broadcast of lottery information, which is strictly forbidden by federal law.

The bureau denied a petition for reconsideration filed by WDVL & WKOV/Vineland, NJ, which had sought to reverse a fine of \$11,750 handed down earlier.

### Hometaping Issue Aired Before Senate Panel

The recording and consumer electronics industries once again faced a Senate Judiciary subcommittee last week on the question of whether legislation is needed to compensate copyright owners for losses due to home-

taping of music.

Record industry spokesmen were buoyed by Reagan administration support at the hearing for a decoder chip to thwart hometaping. But Recording Industry Association of America (RIAA) President Stanley Gortikov called that only a longterm solution.

Gortikov said the need for immediate royalty payments on recording devices (a blank tape fee has been dropped from the bill) has been intensified by the Introduction of Digital Audio Tape (DAT), a digital hometaping technology that "will give tapers the ability to make perfect" copies.

Electronics industry spokesman Charles Ferris charged that the pending bill (S. 1739) "forces people to pay, no matter how they use their recorders." And a spokesman for the blind complained that the bill contains no exemption for blind users of recorders. Even if an exemption is created, Oral Miller testified, "it would create an administrative nightmare and an unworkable solution."

### NAB Names

#### Committee Leaders

Much of NAB's policy work is done by committees made up of member broadcasters, and last week President Eddie Fritts and Chairman Ted Snider announced the chairmen of those panels for the coming year.

Among the appointees are Ken McDonald of McDonald Broadcasting, Radio Audience Measurement Task Force; John Dille, III of Federated Media, Unification Task Force; Joe Dorton of Gannett, Group Radio; Gene Millard of KFEQ/St. Joseph, MO, Medium Market Radio; Thomas Young of KVON & KVYN/Napa, CA, Small Market Radio; Charles Morgan of Susquehanna, AM Improvement; Tom Goodgame of Group W, Alcohol and Drug Abuse; Gary Capps of Capps Broadcasting, Congressional Relations; Howard Fraderick of Mid-America Media, Local Radio Audience Measurement; David Palmer of WATH & WXTQ/Athens, OH, Daytimers; Kenneth Elkins of Pulitzer, First Amendment; and Robert Munoz of KCIK/El Paso, Minority Executive Council.

## RKO PROCEEDINGS MOVE AHEAD

# 'Contingent' Winner Of KFRC License Selected

If RKO is ruled unfit to remain in broadcasting, its license for KFRC/San Francisco will be awarded to Paul Growald, an FCC administrative law judge has ruled. The station dropped its legendary CHR format for "Classic MOR" this week and adopted the new call letters KMMS.

In the event RKO is found to have the necessary character to stay in broadcasting, the company will square off against Growald in a comparative renewal hearing over the KFRC license.

RKO's basic qualifications will be decided in the context of its renewal bid for KHJ-TV/Los Angeles. At issue is the impact of misconduct that cost RKO the license of a valuable Boston TV station earlier this decade.

### Hands-On Management Critical

In his 127-page decision, law judge Thomas Fitzpatrick chose Growald over four other applicants primarily because he owns no other radio stations and plans to be 100% integrated into daily management of KFRC if he's awarded the license.

Growald, who has no radio experience, owns Small Cities Cable Television, with cable operations in five small Vermont communities.

### Suburban Ploy Fails

Two applicants proposed the suburb of Richmond, rather than San Francisco, as their proposed community of license. However, Judge Fitzpatrick refused to grant either group a preference for speci-

fying an underserved community. He noted that all the applicants proposed facilities identical to KFRC's, and "all the proposals represent a predominantly regional service for this Bay Area."

Other applicants in the running were:

- Bill Cosby's Cozzin Communications, which was disqualified because Cosby's partner falsified signatures on unrelated low-power TV applications.

- Gold Mountain Broadcasting, which was ruled financially unqualified to build and operate a new station.

- Gold Coast Broadcasting, which the judge said lacked the necessary candor to be a broadcast licensee. Gold Coast failed to disclose that one of its officers had become a director of The Oakland Tribune.

- South Jersey Radio, which was assessed a moderate demerit because its principals own or control six radio and two television stations in New York and New Jersey. Also, South Jersey proposed only 50% integration of owners into management, compared to Growald's 100%.



**SPANISH RECRUITMENT** — Putting the arm on fellow Spanish-speaking broadcasters, these Hispanic NAB members made more than 100 recruitment calls last week in the association's ongoing program of telephone membership "bitzes." Working the phones (left to right) were Carlos Aguirre, Radio Centro, Dallas; Rene de la Rosa, Oro Spanish Broadcasting, San Francisco; Benito and Jose Martinez (father and son), WUPR/Utah, PR; and Byron Mitchell, WCMN/Arecibo, PR.

## Vending Machine Jeans

What is reportedly the world's first jeans vending machine recently began serving busy commuters in the Auber

Metro subway station in Paris, France. The brainchild of three Corsican entrepreneurs, the Libre Service jeans

machine dispenses one of ten different sizes of Levi 501's in a cylindrical container for \$45 a pair, payable by credit card.

That's approximately \$10 cheaper than jeans from a Parisian retail outlet, claim the company's founders. They also boast their jeans machine moved 78 pieces of merchandise in its first month of operation.

Along with a conversion chart depicting American and European sizes, the jeans machine features an adjustable seat belt for those who aren't sure of their size. The results of this tale o' the tape are flashed on a computer screen.

While the prototype cost a reported \$23,000 to build, the company plans to put at least 100 of these jeans machines in French airports, train stations, and other high traffic areas by the end of October, with expansion set for Canada, Britain, and Spain in the near future. That's if the bottom doesn't drop out of the jeans market . . .

## Radio-TV-Telephone-Alarm Clock

A portable home media center, combining an AM/FM radio with a five-inch (diagonal) television, a digital display alarm clock and a telephone, is currently available from Franklin Park, IL-based Quasar.

The AP1495YH model's telephone sports such features as automatic re-dial and a mute function that automatically deactivates the radio or TV's sound the second you pick up the receiver.



## That New Car Smell

Crack the driver's door and catch a whiff of rich, Corinthian leather . . . that's the smell of a new car. However, the car of the future will carry a different aroma, if the friendly folks at **Scentronics Industries** can perfect their latest project: a dashboard cartridge that helps drivers stay awake.

The company (last Christmas it introduced Scentron, a cigarette lighter that perfumes the inside of an auto) also announced plans to bow a complete line of what Scentronics President **Barbara Carver** told the **Wireless Flash** are "curative" car scents. These are based upon the concept that certain fragrances can affect a person's state of mind.

Along with the anti-insomnia auto accessories, Scentronics intends to produce a scented nightlight for the bedroom that will help put folks to sleep. Both products should appear on the market by 1987.

## Jeeves-In-A-Box



It's so hard to find decent help nowadays. However, thanks to the best 'n' brightest minds at Los Alamitos, CA-based **Mastervoice**, you can actually buy a devoted servant that will be yours for life and never ask for a raise. It not only knows its place, but stays in it.

It's called "Butler In A Box." According to **Wireless Flash**, this artificial-intelligence control system operates on voice command, allowing you to turn any electrical system on or off, answer your telephone, guard your home against intruders, and open/close your doors.

The butler features a human-like male (or female, if you prefer) voice, can speak and understand virtually all languages and, come bedtime, even wishes you "pleasant dreams." Seldom has \$1500 produced such devotion.

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- 3 3 VAN HALEN
- 5 4 ALABAMA
- 4 5 S. NICKS/P. FRAMPTON
- 7 6 DEPECHE MODE
- 9 7 RUN D.M.C./WHODINI/LL COOL J
- 6 8 KENNY ROGERS
- 8 9 OZZY OSBOURNE
- 10 BOB SEGER . . .
- 11 BEACH BOYS
- 13 12 AEROSMITH
- 11 13 JUDAS PRIEST
- 14 14 EDDIE MURPHY
- 15 15 JACKSON BROWNE
- 18 16 SIMPLE MINDS
- 17 JIMMY BUFFET
- 12 18 NEW EDITION
- 19 19 38 SPECIAL
- 21 20 ANNE MURRAY

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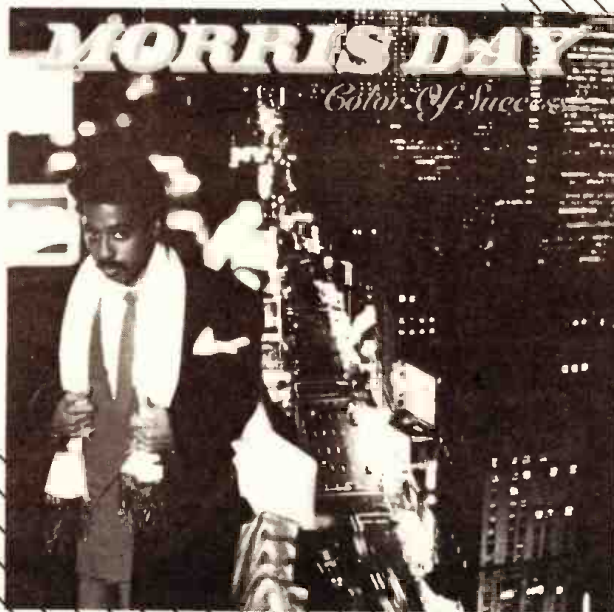


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# PRO:MOTIONS

## Chrysalis Appoints Two



Linda Carhart



Betsy Anthony

Chrysalis Music Group has named Linda Carhart and Betsy Anthony to the L.A.-based Senior Director/Administration and West Coast Professional Manager posts, respectively. This marks Carhart's return to the label, which she joined in 1971. During a ten-year span, she worked in Artist Development and Publicity & Publishing. Anthony most recently served as A&R Coordinator for Epic/Portrait Records, West Coast.

## Artful Balance Launched

JCI and associated labels has announced the establishment of Artful Balance Records, which will focus on New Age music. The label was formed by Australian record producer Robie Porter and recording artist/producer Roger Voudouris.

## Columbia Pics Raises Andrews



Tom Andrews

Columbia Pictures advances Tom Andrews to the newly-created post of Creative Director/Video & Music Promotion. For the last two years, Andrews has served as Columbia's National Manager/Broadcast Promotion; prior to that he was at 20th Century Fox.

## PROS ON THE LOOSE

Dave Benson — Mornings WKMQ/Rockford (815) 874-7995  
Hal Brandt — MD WXKE/FT. Wayne (219) 404-4683

Nate Deacon — Promotions Director KSJO/San Jose (408) 244-7344

Don Elliott — Nights/Production Director KHUM/Lawrence, KS (913) 242-1986

Tom Froelich — Nights KSAQ/San Antonio (512) 340-0617

Scott "The Kid" — Nights WQFM/Milwaukee (414) 784-7474

Bob Martin — PD/Mornings KLTO/EI Paso (915) 833-7645

Michael Murphy — PD KZZB/Beaumont (409) 866-1244

Rod Prahlin — PD WAPI (859) Birmingham (205) 985-0394

## Steinblatt ASCAP Coordinator



Jim Steinblatt

ASCAP has appointed Jim Steinblatt Communications Coordinator for its Public Relations & Music Promotion. Steinblatt served six years as an Account Executive in the Radio Department of ASCAP's Broadcast License Division. His background also includes working as an arts writer for a weekly newspaper.

## CHRONICLE

### Born To:

- Source and NBC Entertainment Networks Manager and Program Administrator Michael Hughes, his wife Mary Beth, daughter Chelsea Taylor.

- WBBB/Burlington, NC PD Greg McDowell, his wife Debbie, son Andrew Joshua, July 30.

- Major Market Radio Executive VP Tom McKinley, his wife and MMR VP/Philadelphia Office Manager Nancy McKinley, daughter Kelly Katherine, August 1.

### Married:

- KFRX/Lincoln late-night personality Dean Lambert to crosstown KLIN-AM & FM Production Assistant Jill Felder, July 26.

- WDRU/Raleigh MD Bob Walton to Susie Smith, August 2.

## Powell Named KUTR & KLTV GQM



Dennis Powell

Dennis Powell has joined KUTR & KLTV (K-LITE)/Salt Lake City as General Sales Manager. His background includes VP/Midwest Sales Director for the Pulse, and AE posts with Torbet Radio and the Bernard Howard Company. While with Bernard Howard he was promoted to Los Angeles Manager and VP/Western Regional Manager. Powell was one of the founders and Executive VP of Weiss & Powell, Inc., also doubling as Western Regional Manager. He most recently spent two years as an AE with KIIS-AM & FM/Los Angeles.

## CHANGES

Larry Roberts, former marketing projects coordinator for Angeles Corp./Los Angeles, joins Katz Radio/Los Angeles as AE.

Nancy Powell, former sales assistant with McGovern Guild/Los Angeles, joins Durpetti & Associates/San Francisco as AE.

Susan Bradkin, former AE for Blair Television/New York, joins Blair Radio Representation/New York as AE.

## WHTZ Names Dinetz LSM



Jeff Dinetz

WHTZ (Z100)/New York has named Jeff Dinetz as Local Sales Manager; he was the station's National Sales Manager for three years. Dinetz replaces Lonnie Gronk, who moved into the GM slot at WHK & WMMS/Cleveland.

## WPLJ Taps Three

WPLJ/New York has promoted Maureen Lesourd and Kathy McLaughlin to Sales Managers. Lesourd and McLaughlin were previously Retail Sales Manager and National Sales Manager, respectively. Concurrently, Donna Travers joins WPLJ and sister AM WABC as Business Manager. Travers most recently served as Manager/Advertising Expense and Control for Bamberger's department stores.

## Three Promoted At WDJY

WDJY/Washington has appointed Zemira Jones, Jack Wamsley, and Vincent Mickens as GSM, NSM, and LSM, respectively. Jones served as WRQC/Cleveland GM for four years, prior to which he was an AE for WJZ-TV/Baltimore. Wamsley has been with WDJY for 12 years. Mickens was most recently Sr. AE for the station. Before that he was GSM at WEBB/Baltimore.

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# R&R STREET TALK

Despite company-wide efforts to stonewall the news, word spread like wildfire about **JOHN YOUNG** suddenly leaving his PD post at **Z93/ATLANTA** after over seven years at the wheel. **BOB CASE** will move in from **FIRST MEDIA** sister **KUBE/SEATTLE** as the CHR's new OM/PD. That leaves **KUBE VP/GM MIKE O'SHEA** searching for a new programmer with management potential. It is still not known why John, who was said to have recently inked a new three-year deal, is being replaced, or if he'll remain as the morning cohost at Z93.

What'll it be — Urban or Classic Rock? New Yorkers are betting **EMMIS** will announce one or the other this week as the new format for new acquisition **WAPP**. Some catalog orders for the likes of Joe Walsh CDs were reportedly placed, but others are predicting a New York "Power" house. As for Country AM sister **WHN**, look for broadcaster/consultant **GARY HAVENS** to step in as PD for **NEAL "MOON" MULLINS**, who reportedly will set up a Nashville-based Country format consultancy.

Oldies-formatted **KRLA/LOS ANGELES** has signed **WOLFMAN JACK** to a multi-year, seven-figure contract to handle the 8pm-midnight airshift. KRLA had been running Wolfman's syndicated show overnights for the past three years, and to the best of anyone's recollection, it's the first time the Wolfman has been on the air in L.A. before midnight since 1968.

Across town, **HEFTEL** is reportedly talking to two prospective buyers of its **KTNQ & KLVE** Spanish combo in Los Angeles. Heftel purchased the combo only late last year for a hefty \$40 million.

Meanwhile, what's all this talk about the possibility of **KUPD/PHOENIX** morning madman **DAVE PRATT** waking up folks soon on **KLOS**?

**WYSP/PHILADELPHIA** has figured out a way to combat AOR rival **WMMR**'s highly-rated morning man **JOHN DEBELLA**: starting next month, it'll simulcast highly-rated morning man **HOWARD STERN**'s show from sister station **WXRK/NEW YORK**. Details are still being worked out, but current 'YSP wake-up man **SCRUFF CONNORS** is expected to stay on board in a different role, possibly afternoon drive.

DeBella, meanwhile, has been ragging Stern on-air since the announcement was made, much to the delight of 'YSP, which is grateful for the publicity. He also had this to say to the *Philly Inquirer*: "So Philadelphians will be able to listen to a New York morning show. Oh boy, what a thrill. We have our own flags to wave and our own problems. Who gives a damn about New York's problems? ... I play music; he doesn't. Rock stars will talk to me. They won't talk to him because he's a jerk."

Major changes appear underway at **KRE/BERKELEY-SAN FRANCISCO**, where word is that most, if not all, of the Black station's staffers have been let go. It's not known officially if the station is to be sold or will simulcast with co-owned **KBLX**.

Is **EIP/A VP/A&R LARRY HAMBY** saddling up to take the **CBS/NASHVILLE VP/A&R** post? The switch appears imminent, and word is that Larry "Joe Bob" will broaden the company's musical "heartland" base to include some new sounds.

Advance congrats to **RICHARD SMITH**, most recently with **ARISTA**, who's been tapped to head up the Black/Urban efforts at **GEFFEN**. Richard will relocate to LA.

Changes at **BELO AOR KZEW/DALLAS**, where **GSM PAUL JACOBS** is leaving to become VP/GM of another station in the market and morning man **STEVEN CLEAN** has exited after only four months. Eight-year newsman **JOHN RODY** will handle AM drive solo TFN . . . Across the street, is former **KSRH/Houston** morning talent **MOBY** about to ink a bigtime deal at **KEGL**? Agent **SAUL FOOS** isn't talking, and neither is **KEGL VP/GM NORMAN RAU**.

After a spectacular 15.6 debut, **WAPE/JACKSONVILLE PD** and **STATEWIDE VP/Programming MARK DRISCOLL** is off to corporate HQ in Pompano Beach, making way for former **KJ103/OKC PD BILL CAHILL**. Marcus will be teeing off at a PGA-sanctioned golf course in a top 10 Statewide market soon. Details in **R&R** next week. Said Driscoll, "I regret leaving Sawgrass, but when you're on tour, you're on tour."

With Cahill leaving **KJ013**, there are prime PD openings at two **CLEAR CHANNEL** CHRs, as **KEVIN MCCARTHY** has left **WQUE/NEW ORLEANS** for **WAPI/BIRMINGHAM** (see Page 6).

Well, **KFRC/SAN FRANCISCO** is no more, and neither are its originally chosen calls for the new "Classic MOR" format, **KMMG**. It seems **KMGG/Santa Rosa**, which is within the ADI, protested. So, the new calls are **KMMS**.

Now that **BOB PITTMAN**'s announced plans to leave **MTV** (see Page 3), one could imagine that **LES GARLAND** might be the logical successor.

Rumor in Detroit is that **WCZY VP/GM LEE DOUGLAS** may transfer to the GM post at **KHIT/SEATTLE**. Folks are further speculating that Lee just might take PD **STEVE WEED** with him.

Got \$50 million? Then you're in the running for **LAKE HURON BROADCASTING**'s divestiture of **CHR KRBE-AM & FM/HOUSTON** and Country **WQYK/TAMPA**. **WERTHEIM & CO.**'s **GARY STEVENS** is handling the bidding, and rumor on the street is that **DUFFY** and **INFINITY** are interested in the deal.

There's a buzz in Canada following a **CBC-TV** report that **CHUM (AM)/TORONTO**'s tower crashed this week. Talk is that station officials suspect guywire vandalism by a listener upset about **CHUM**'s flip from CHR to AC.

Is **TRANSTAR** Director/Programming & Operations **CRAIG HINES** going to expand his role outside the company into station programming and consulting?

Continued on Page 20

## TALKING HEADS

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WMJQ 10-6	WRSR deb 38	WKSI add
KSND 13-9	WMMS on	WANS 18-16
WGUY 12-9	KDWB deb 33	WCKN add
Q104 11-9	KHTR on	WOKI 36-32
Y94 2-1	KWK 32-25	WXLK add
WAZY 8-7	WLWL add	WKDD 30-23
KGOT 8-3	WFLY add	KZIO 22-19
WXKS 34-28	K104 23-16	KF95 add 32
WBEN 23-21	WAMX 27-20	KXYQ 29-26
WKSE 30-26	WRCK 25-22	95XXX 21-19
WNYS 18-16	WBBQ add	OK100 22-18
CKOI 40-37	WKQB 14-11	KQIZ 23-18
WCAU 31-26	WSSX 23-21	WHSI 18-14
PRO-FM 30-20	WBCY add	WVBS 20-17
	WROQ deb 34	KKXL add
	KIYS 15-12	

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20/R&R FRIDAY, AUGUST 15, 1986

## STREET TALK

Continued from Page 19

Things may be coming to a head between **KSHE/ST. LOUIS** and its outrageous morning star **J.C. CORCORAN**, who's been off the air since July 24. According to J.C., who uses the phones extensively during his show, he was so upset about them breaking down twice in the course of a few weeks that he decided to give out the phone number of owner **EMMIS**'s Indy home office so listeners could complain directly to President **JEFF SMULYAN**. That incident, plus J.C. bastardizing the station's "Pride Of St. Louis" slogan on-air to "Formerly The Pride Of St. Louis," infuriated station management, which yanked him off the air and, says J.C., changed the locks to the station, confiscated his carts, and instructed the rest of the Morning Zoo team to sound as if Corcoran won't be returning.

The station, which reportedly wants J.C. to apologize to the rest of the staff for his slogan putdown, is trying to negotiate a resolution to the contretemps with Corcoran's lawyers. "He's suspended until further notice," was KSHE management's only comment. "We are contractually obligated not to say anything that is injurious to his reputation."

Former RKO news chief **DAVE COOK**, most recently with **IS INC.**, is the new morning news anchor at **K101/SAN FRANCISCO**, which has yet to name its new PD. By the way, Dave plans to get into station ownership soon and is looking at properties.

Conversational news aces with a warm winter on their minds should check out the opening at Transtar AC stronghold **WJQY/FT. LAUDERDALE** — ND/morning anchor/Public Affairs. C&R to PD **RAY SCHILENS**.

Did you get **RICK DEES**'s letter about his personal crusade against the use of illegal drugs? Put your hands on the radio! In a follow-up to on-air comments, the **KIIS-AM & FMLA** morning man vigorously encourages PDs to discuss with their jocks the dangers of "their casual pro-drug remarks." Rumbblings of Rick's senatorial ambitions?

**WBZ/BOSTON**'s audits of **DAVE MAYNARD**'s morning log irregularities turned out to affect about 0.5% of 'BZ's annual billings. WBZ admitted to being "frankly very embarrassed by these discrepancies," and is offering either 2-for-1 make-goods or cash refunds with interest.

We hear **WCXI/KLAC** Country veteran **DEANO DAY** has surfaced as the new morning man at **WUSN/CHICAGO**. He fills the vacancy left by **GARY DEE**.

Veteran comedy writer **DAVE DWORKIN** has launched a new humorous news story service called "Up Yer News." Reach the "Ghostwriter" at (612) 522-6256.

Country AM **KVET/AUSTIN** has teamed alumni **SAMMY ALLRED** and **JIM "W.W." TRAVIS** for its new morning show. August 4 marked the return of humorist Alired, who did a decade of mornings there between 1969-79 before pursuing his music with the **GEEZINSLAW BROTHERS**. Travis, who once scored some record-breaking ratings there, returns for a third stint at the "Country Giant" after last working at **KBUC/San Antonio**. **DAVE MARCUM**, KVET morning man since 1984, returns to afternoons.

It's official: **POLYGRAM** Sr. Director/Rock Radio Promotion **FRED DEANE** is the new Editor of the *Friday Morning Quarterback Album Report* starting next week. He'll be joined there by associate **DEBBY APPLEBAUM**. The paper, informally called the "Hard Sheet" during ex-editor **BILL HARD**'s tenure, will now call its weekly picks the "Deane's List."

Talk about a sad moving story! B.J. Adams, now known as new **WFIL/PHILLY** PD **J.D. ADAMS**, was called by Mayflower and told his furniture had arrived, so he went over to retrieve his car. By the time he got there, he couldn't get near the place as the entire Mayflower warehouse was engulfed in flames, which wiped out everything he owned.

Another tough story is that of **WAYLON RICHARDS**, most recently PD at **KHFI/Austin**. While he was out of town on a job interview, the entire contents of his house was ripped off. Not only is Waylon looking for a job, a comfortable chair would also be nice. Just think, there are virtually no moving expenses for Waylon's next employer. Call him at (512) 282-1807.

Congrats to **WVNH/ROCHESTER, NH** and **WQDR/RALEIGH** for coordinating "Operation Haylift," which trucked 80 tons of hay from New England to drought-stricken North Carolina. **WVNH MD** **FREDDIE DEE** said he dialed a N.C. operator and said, "Give me a radio station — any radio station." **WQDR PD** **DAVID MOORE** got the call, and soon five 18-wheelers and 10,000 bales of hay were on the way. The farmers were happy to give and receive, and Freddie says the project will continue, with hay being stored in front of the station, where he says there's room for 200,000 bales.

"It's so hot that my pigs melted, the grease ran into the fields, and now I'm growing french fries." A tall tale? Yep, and good enough to win 1000 pounds of ice from **WZYP/ATHENS, AL**'s "How hot is it?" contest. And it has been hot down South. So hot that one runner-up swears he saw two trees fight over a dog.

## Great talent's hard to find!

... But it doesn't have to be.

### TALENTMASTERS

1554 Pinecreek Way • Woodstock, GA 30188 • (404) 926-7573



Eye  
OF THE  
ZOMBIE  
JOHN FOGERTY

BECOME THE SOURCE OF MARKET INFORMATION

## Increase Your Station's Image

Some stations are known for their knowledge of their market and its radio audience. Here are two examples of how stations have developed this knowledge and how it has returned special benefits. The best part is that this reputation can be earned fairly easily.

When the book arrives, the station has a predetermined set of analyses that are performed as an "advertiser/agency/broadcast community service." Some focus on the performance of the radio market, others relate station information, and there are those who focus on format.

The information needs vary by market. The station performing the analyses also has its own objectives. But that is not the point. To succeed, do the analyses as the objective broadcaster in the community. After a few publications the "community" begins to expect your station to provide it on a regular basis. This is great and just what you wanted! The advertisers and agencies will look to you for specific information about the market, and possibly all broadcasters. What better way to provide an awareness of your station during the planning stages of a buy! Such benefits are not without their costs. The cost is the time to do the analyses, and the necessary resources for its publication and promotion.

### Where To Start

Knowing the kind of information that will catapult your station to the forefront of the broadcast community is crucial. Your sales force is the best place to start. They know the types of questions that



Rip Ridgeway

are asked and the availability of answers in the community.

To really succeed, you must assume the positions of statesmanship and leadership. Determine what information is best for your market . . . not just your station. Why? Your first objective is to enhance the value of radio in the mind of the advertiser; the second is to secure the treasured market leadership position for your station. Under this condition everybody wins, and you have a chance to win big financial returns on your investment.

*You must take an industry position to achieve the elements of*

*leadership.* Yet, while you have the opportunity to select the kind of information which will make you look good, you really want to select information that will make, and even enhance, the market's value to the advertisers. In this way, each station's performance becomes an integral part of the market's ability to serve the advertiser.

Select the information you want to develop very carefully, because you want to establish it as a benchmark of the market's performance. Once selected, the format for its presentation should remain fairly constant, but not at the expense of its usefulness. The stability of the format, in addition to the information, will create added confidence in radio. Consistent and stable reports are an asset, not a liability.

### Real People Breed Success

One of the first to lead in this area was (before her retirement) Carolyn Kaylor, KABC/Los Angeles. She provided rankings and format summaries, which I understand are sorely missed by the advertising and broadcast communities.

Here are two current examples which are rather close in geographic proximity, and compete fiercely for the advertiser's dollar in and between their respective markets. WRC & WGAY/Washington Local Sales Manager Allan Ginsburg analyzes the market in addition to the audience duplication among 23 stations. He has also developed a series of "one-sheets" which explore other audience characteristics important to area advertisers. WRC & WGAY has become an important source of market data, not just station information, for the Washington DC advertising community.

When asked for the rationale behind these efforts, Allan Ginsburg said, "Our objective is to begin the selling process during planning stages, instead of waiting until the buy is being made." The stations' total effort allows them to "realize higher rates and justify them through service beyond efficiencies." The advertiser receives "research information that is timely, reliable, objective, and complete . . . good research, professionally delivered, gets results."

WLIF's approach recognizes Baltimore's needs are somewhat different from Washington's. WLIF National Sales Manager Bob Pettit uses ClusterPlus characteristics and audience information to change Baltimore's image in the advertiser's minds. Many thought of Baltimore as a "blue collar"

## WEEK IN REVIEW

### Market Perceptions Becomes Spectrum Research

Peter Mokover's Market Perceptions has a new name: **Spectrum Research**. It's located at 1808 Landmark One, Cherry Hill, NJ 08034-2217; (609) 795-7990. Spectrum Research will continue to offer focus groups, individual depth interviews, auditorium music tests, target market studies, and advertising tests.

market, but with about 13% in ClusterPlus Group 1 and over 50% in Groups 3, 4, and 5. WLIF's efforts have helped change the perception.

Says Bob, "Everybody knows the station's ability to deliver a quality audience, but they don't recognize our delivery of a strong mainstream audience. We promote the performance and the buying power of the top ten stations. We demonstrate how the various stations distribute across the ten ClusterPlus groups and the value of that audience . . . this has put us on many buys where we wouldn't have been previously considered by mainstream advertisers."

"These analyses, coupled with in-person presentations to out-of-town agencies, have helped reposition Baltimore for the buyers. Our General Manager, Winnie Brugman, who was once a buyer, shows how to apply the information directly to a buy in terms the buyer understands. It works."

"Becoming the source of information is a high-risk service, but it produces extremely high visibility and benefits for all concerned."

Today, both stations' contributions to their market's advertising and broadcast communities are well known, and they are respected (and probably envied) for their efforts and integrity.

### Risks And Rewards

Being a leader is not without risk and commitment by station management. The commitment must come first. The station must be completely convinced that becoming the source of information is vital to the station's growth. However, once the information source wheels are set in motion, they are hard to stop for external reasons. It becomes a matter of station "prestige."

The risks are significant, but the rewards can be great. Your station's professionalism is on display. If the summaries are late or contain errors, you are very embarrassed and, worse, everybody knows about it! When they are on time and accurate, the unspoken accolades are yours and everybody becomes accustomed to having the information. Becoming the source

of information is a high-risk service, but it produces extremely high visibility and benefits for all concerned.

Since you become a part of the broadcast community's radar system, you are better prepared to respond to the advertiser's needs. You will have those few extra hours to prepare to position your station in the most advantageous way to get in on the buy. Both Allan Ginsburg and Bob Pettit claim their service has brought in dollars which they would've never seen if they were not the source of their market's information. Don't go in to it lightly. It takes serious commitment, integrity, and resources to make it pay.

### Getting Started

The information is best supplied as simple tables or graphs with little or no editorial comment. Position the information to your advantage while maintaining objectivity and industry integrity. The opportunity to produce market/audience information gives your station a head start, which has its own value.

When the decision is made to become the source of information in your market, you must make the assignment with clear objectives, and with the necessary resources. Don't push the job onto someone with no experience. If you must assign it to a salesperson, build it into his commission plan.

You will note that I have mentioned "integrity" several times. This is what is needed to reinforce to the advertiser that radio is a viable and valuable medium for its advertising message.

### Be Prepared

When the advertiser has a question, who will he ask? The station most likely to have the best answer will get the call. By becoming the source of such information, you will know in advance about campaigns still in the planning stage. When the plans are executed, you're prepared to respond before any other station.

A station becoming the market's source of information provides a compensation in terms of personal esteem to the staff which cannot be quantified in dollars. This recognition affects everyone at the station; morale soars, and it becomes a "good place to work."

The station's newly-achieved position and image is important, not only to the station and its personnel, but also to the bigger image of radio.

**Read any good books lately?**

**Our clients have...**

Combining talent, teamwork and planning, *all* of our winter clients increased their market shares.

The next good book you read *can* be yours.

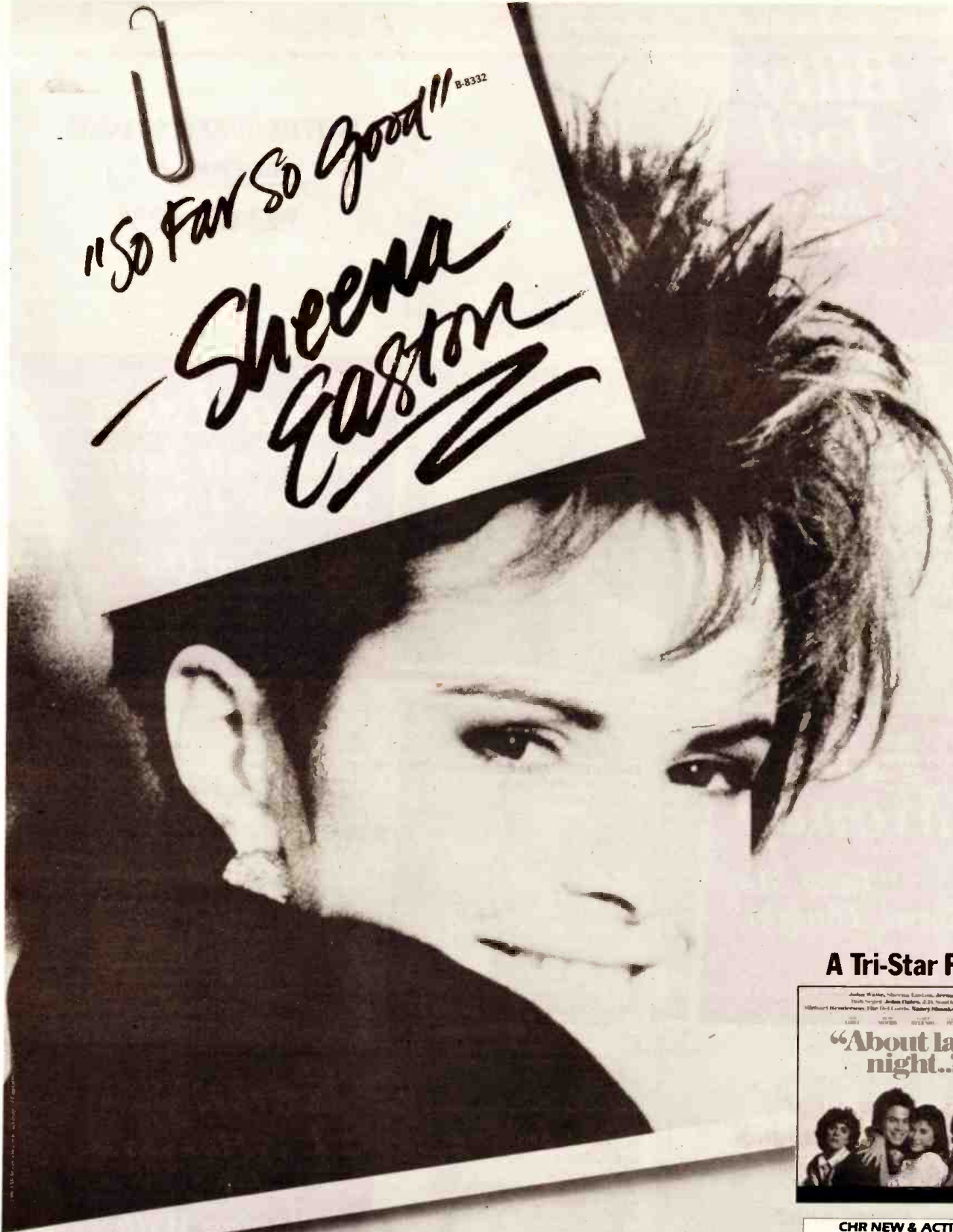
Talk to Alan Burns & Associates.

(301) 593-7250

**ALAN BURNS & Associates.**

"So Far So Good" B-8332

Sheena Easton



A Tri-Star Film



CHR NEW & ACTIVE

93/25

With This Weeks Action:

- |            |            |            |             |            |             |            |
|------------|------------|------------|-------------|------------|-------------|------------|
| WXKS add   | B96 add-40 | KWOD add   | WROQ 33-26  | WRQN 30-28 | WZON add    | WAZY 29-25 |
| WBEN add   | WLS on     | KMEL on    | WCKN add    | KEYN 31-28 | 103CIR add  | KYYA add   |
| WKSE 34-21 | Z95 33-32  | Q100 add   | BJ105 25-22 | KSND add   | WIKZ add    | KTRS 38-30 |
| WBLI on    | WMMS on    | WGFM 31-28 | KTUX add    | KBOS add   | 100KHI add  | OK95 add   |
| Z93 add    | KWK 40-36  | WKQB add   | KIHK add    | KMGX add   | WKSF add-39 |            |
| Y100 on    | WLOL add   | WSSX 26-23 | KRNQ add-40 | KDON add   | KYYY add    |            |

Produced by Narada Michael Walden

From The Soundtrack Album "About Last Night"



0601 01 K 200/A (A) 114 114155

# Billy Joel

"A Matter Of Trust"

Taken from the Columbia LP:  
"The Bridge" 40402



**THIS WEEK'S ONLY**  
**BREAKERS**

**143/42, 62%**

## Multi-Demographic Moves And Adds:

WXKS 27-12    WAPE 13-9  
KMEL 21-16    WTIC add 28  
FM102 21-15    KITS add  
Z100 4-4        K106 add  
WSPK 9-6        WKSE add



# Lisa-Lisa and Cult Jam w/Full Force

"All Cried Out"

Taken from the Columbia LP:  
"Lisa-Lisa and Cult Jam with Full Force" 40135

# Eddie Money

"Take Me Home Tonight"

Taken from the Columbia LP:  
"Can't Hold Back" 40096



**Third Double-Digit Week**

**65/22**

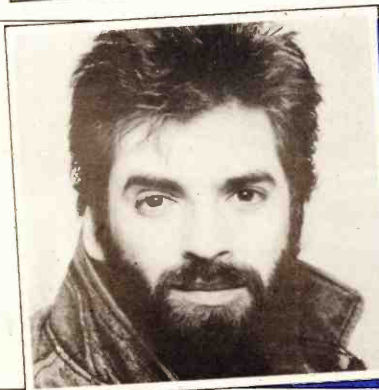
ADDED:

Z93    WRSR    KWSS  
Y100    KKRZ

**The TOP GUN  
Phenomenon Continues:**

**48/20, 21%**

WPHD    KDWB    KKRZ  
WAVA    KWK    KS103  
93FM    WL0L    KWSS  
WMMS           KNBQ



# Kenny Loggins

"Playing With The Boys"

Taken from the original Motion Picture  
Soundtrack "Top Gun" on Columbia Records

**COLUMBIA**  **RECORDS**



# RATINGS

## Birch Spring Quarterlies 12 +

### Dallas-Ft. Worth

**KKDA-FM Up Slightly In First; KVIL Holds Steady In Second; KEGL Up One, Still Third; WBAP, KRLD Down Sharply**

	Winter '86	Sp '86
KKDA-FM (B/U)	10.8	11.5
KVIL (AC)	9.2	9.1
KEGL (CHR)	7.4	8.4
KTXQ (AOR)	7.2	7.5
KPLX (Ctry)	6.8	6.4
KSCS (Ctry)	5.2	5.8
KZEW (AOR)	4.6	4.9
WBAP (Ctry)	8.0	4.9
KRLD (N/T)	6.6	4.2
KMEZ-FM (B/EZ)	3.6	4.1
KTKS (CHR)	5.0	4.1
KDLZ (B/U)	1.6	3.1
KLUV (Gold)	2.7	2.9
KLTY (Rel)	2.7	2.8
KESS (Span)	1.4	2.6
KMGC (AC)	2.7	2.6
KOZY (B/EZ)	1.6	2.2
KZPS (CHR)	1.2	1.9
KERA (Misc)	.7	1.1
KLIF (Talk)	.7	1.1

### Milwaukee

**WQFM, WTMJ Up, Take 1-2 Slots As WTKI, WLUM Drop; WKLH Up Two As WOKY, WEZW Slip; WRKR-FM Doubles**

	Winter '86	Sp '86
WQFM (AOR)	9.1	11.3
WTMJ (AC)	8.4	9.5
WTKI (CHR)	10.1	8.4
WLUM (B/U)	10.7	8.2
WKLH* (Gold)	4.7	6.7
WOKY (BBnd)	7.3	6.4
WEZW (B/EZ)	7.1	5.8
WBSC-FM (Ctry)	3.6	4.3
WRKR-FM (CHR)	1.7	4.1
WMIL (Ctry)	5.2	3.9
WNOV (B/U)	3.8	3.7
WISN (AC)	3.8	3.6
WLTQ (AC)	2.0	3.2
WMYX (AC)	3.2	3.0
WEMP (Gold)	.6	1.9
WBGK** (AOR)	2.8	1.6
WFMR (Clas)	1.5	1.4
WMVP (Gold)	1.8	1.3
WUWM (Misc)	.6	1.1
WBBM (News)	.7	1.0
WRJN (AC)	1.3	1.0

\* Formerly WMGF (AC)  
\*\* Formerly WZUU (CHR)

### Miami-Ft. Lauderdale

**WHYI Drops, Still On Top; WSHE Gains To Close Second; WHQT, WKQS, WQBA Up While WAXY Slips**

	Winter '86	Sp '86
WHYI (CHR)	10.1	8.4
WSHE (AOR)	7.8	8.3
WHQT (B/U)	5.5	7.1
WLYF (B/EZ)	6.5	6.2
WKQS (Ctry)	3.7	5.0
WINZ-FM (CHR)	4.4	4.8
WJQY (B/EZ)	4.0	4.1
WQBA (Span)	2.7	4.1
WAXY (AC)	5.3	3.7
WEDR (B/U)	4.8	3.6
WLVE (AC)	3.2	3.5
WINZ (N/T)	2.8	3.3
WAQI (Span)	2.6	2.8
WIOD (N/T)	3.0	2.8
WQBA-FM (Span)	2.5	2.7
WNWS (Talk)	2.5	2.6
WTMI (Clas)	2.3	2.6
WAIA (AC)	1.7	2.5
WMXJ (CHR)	2.7	2.4
WCMQ-FM (Span)	1.9	2.3
WPOW (CHR)	2.7	1.6
WKAT (BBnd)	2.0	1.6
WFTL (AC)	1.2	1.3
WMBM (Rel)	.6	1.3
WMCU (Rel)	.6	1.3
WCMQ (Span)	.7	1.1
WRHC (Span)	2.3	1.0

### New Orleans

**WYLD-FM Drops, Holds Strong Lead; WEZB Steady In Second; WQUE Slips, Still Third; WLTS Off As WRNO Takes Fourth; WNOE-FM Up As WAJY Drops**

	Winter '86	Sp '86
WYLD-FM (B/U)	21.5	19.9
WEZB (CHR)	11.7	11.9
WQUE (CHR)	7.4	7.0
WRNO (CHR)	6.5	6.3
WLTS (AC)	6.7	5.9
WNOE-FM (Ctry)	5.0	5.7
WBYU (B/EZ)	5.2	4.8
WBOK (Rel)	4.1	4.3
WAJY (AC)	6.0	4.2
WVL (N/T)	4.5	3.6
WCKW-FM (Gold)	1.4	3.4
WSMB (Talk)	3.2	3.4
WTIX (Gold)	1.7	2.5
WYLD (B/U)	2.0	2.5
WNNO (Clas)	1.5	2.2
WTUL (Misc)	1.7	1.9
WNOE (Ctry)	1.7	1.7

### Kansas City

**KYYS Slips Slightly, Still First; KBEQ Gains Two, Now Second As WDAF Slips To Third; KFKF, KLSI, KUDL Gain As KPRS, KCMO Drop**

	Winter '86	Sp '86
KYYS (AOR)	11.3	10.9
KBEQ (CHR)	7.8	9.7
WDAF (Ctry)	9.2	9.5
KFKF (Ctry)	6.7	7.8
KCFX (AOR)	6.2	5.9
KLSI (AC)	4.9	5.7
KUDL (AC)	3.8	5.7
KPRS (B/U)	8.4	5.4
KBKC (B/U)	3.1	5.3
KMBZ (N/T)	3.8	5.2
KZCC (CHR)	4.1	4.3
KCMO (N/T)	5.2	4.0
KMBR (B/EZ)	5.4	3.6
WHB (AC)	3.3	3.2
KJLA (BBnd)	2.3	2.3
KCCV (Rel)	2.4	1.6

### Salt Lake City-Ogden

**KRSP-FM Up Two, Widens Lead; KCPX Steady In Second; KISN Now Third As KSL Drops; KKAT Up Two, KCGL Up Three As KLCY, KSOP-FM Slip**

	Winter '86	Sp '86
KRSP-FM (AOR)	10.5	12.5
KCPX (CHR)	10.4	10.5
KISN (AC)	7.2	7.2
KSL (AC)	9.4	7.1
KSFI (B/EZ)	6.5	6.3
KKAT (Ctry)	4.1	6.2
KCGL (AOR)	2.8	5.6
KLCY (AC)	6.3	4.6
KSOP-FM (Ctry)	5.0	4.0
KALL (Ctry)	5.4	3.3
KUTR (Rel)	2.6	2.7
KBUG (Gold)	2.2	2.2
KDAB (AC)	1.9	2.0
KDYL (BBnd)	1.0	2.0
KZAN (Ctry)	2.4	2.0
KLTV (AC)	1.4	1.9
KMGR (AC)	1.9	1.9
KTKK (Talk)	2.5	1.6
KLUB (AC)	1.9	1.5
KRSP (Gold)	1.1	1.5
KUER (Misc)	1.1	1.5
KLRZ (CHR)	1.6	1.4
KBER-FM (AOR)	—	1.3
KFMY (CHR)	.7	1.1
KBYU (Clas)	1.1	1.0
KSOP (Ctry)	.7	1.0

# THE FLAME

THE NEW SINGLE FROM

# ARCADIA

ON YOUR DESK AND BURNIN' TODAY!



PRODUCED BY ALEX SADKIN & ARCADIA

Capitol

© 1986 TRITEC MUSIC LTD

### Norfolk

**WNOR-FM, WCMS-FM Up For Stronger 1-2 Punch; WNVZ Holds Steady In Third; WOWI, WMYK Drop As WRSR Gains**

	Winter '86	Sp '86
WNOR-FM (AOR)	16.2	17.5
WCMS-FM (Ctry)	10.5	11.6
WNVZ (CHR)	9.8	9.8
WOWI (B/U)	12.1	8.9
WRSR (CHR)	4.7	6.6
WFOG (B/EZ)	6.1	5.4
WTAR (AC)	4.6	4.8
WWDE (AC)	4.0	4.7
WMYK (B/U)	6.7	4.4

	Winter '86	Sp '86
WLTJ (AC)	4.3	4.3
WRAP (B/U)	4.7	4.1
WXRI (AC)	1.1	2.5
WNIS (Talk)	2.1	2.1
WPCE (Rel)	2.4	2.0
WHRO (Jazz)	2.3	1.9
WNBW (B/EZ)	1.7	1.7
WTID (Misc.)	.8	1.0
WYFI (Rel)	1.4	1.0

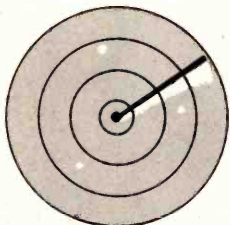


REED BUNZEL

## RADAR Scopes Network Performance

RADAR is network radio's kitchen magician. It dices, slices, entices; it does everything you want it to. But wait — there's more. It's the networks' all-purpose measuring tool by which they try to understand their audiences and justify themselves to advertisers. With the release of the RADAR 33 results late last month (R&R, 7/25), each individual web has sliced and diced (and examined and analyzed) every demographic target group measured by Statistical Research, Inc., and included in the report.

The purpose of all this: to identify strengths and isolate weaknesses of each network. With 18 individual networks vying for their piece of the \$350-million 1986 advertising pie, peaceful coexistence gives way to friendly competition for a place near the top. Some nets are content with a moderate overall showing, while others strive to be on top in specific target demographic cells. RADAR allows each network to find its own level, match performance with position, and come out with profit.



### ABC: Leader Of The Pack

For the second RADAR survey in a row ABC captured the top three network slots (adults, 12+), and each net increased its audience over the RADAR 32 numbers. The Information Network (ranked #1) gained 4.3%, the Entertainment Network (#2) rose 8%, and the Contemporary Network (#3) increased 10%. Overall, approximately 94 million adults (again 12+) were reached by the ABC Radio Networks, according to the networks' own research analysis.

ABC Director/Research Bill McLenaghan says network performance is indicative of network affiliations and clearances, as well as individual station performance. "We had good clearances, and we always expect the networks to go in the direction that the affiliate stations went," he comments. "That's what they did, almost network for network. This is one of the best sets of estimates we've seen. Overall, we had a very strong performance for all six networks. At a time when AM radio seems to be somewhat on a decline we held our own; between Information and Entertainment we showed very well in adults 25-54 and 25-49, and both the Direction and Contemporary Networks were very strong."

Additional ABC RADAR 33 highlights:

- The Rock Network edged into first among adults 12-34, while retaining its lead among adults 18-34. Overall, the network took 13 first, second, or third rankings.

- The FM Network moved from second to first among adults 12-24, while continuing to be the top network among teens.

- Paul Harvey again captured the top four individual programs 12+, and ABC overall had nine of the top 20.

- ABC Specials Network, a new ABC network measured by RADAR for the first time, placed two shows in the top 20. "American Top 40" debuted at #10, and "American Country Countdown" came in at #16.

"We were very pleased with the performance of our longform programming," McLenaghan adds. "We have found it to be somewhat difficult to maintain strong average quarter-hours for a four-hour show, but 'AT 40' and the 'Country Countdown' prove otherwise."

### CBS Grows With Women

The CBS Radio Network (and RadioRadio), long known to have considerable strength among male

listeners, have started to close the gender gap. Some of the two networks' strongest growth came among women in specific target groups, explains VP/CBS Radio Research Sylvia Hughes: "We have never been particularly strong among women with the radio network, and the increases we saw this time were terrific. This will allow us to pitch certain products that we were never able to go after before. We were stronger in just about every female demographic and almost every daypart."

Some of those target demos (based on average audience per commercial) include:

- Women 25-54 — RADAR 33 increases (over RADAR 32) for CBS Radio Network and RadioRadio were 38% and 15%, respectively.

- Women 18-34 — Increases for both networks were 10% and 11%, respectively.

- Women 35+ — Increases were 11% for the network and 13% for RadioRadio.

- Women 35-54 — CBS Radio Network increases were 55%, while RadioRadio numbers grew 8%.

CBS also realized some growth among those affiliates which also posted strong local listening levels. Hughes continues: "A lot depends on affiliations and the company-owned station front. Our owned stations make up a great deal of our audience and, if the changes we've made at our FMs in Los Angeles and Boston are successful, it will only be helpful for RadioRadio."

### Mutual Growth

Mutual Broadcasting's strength in the RADAR 33 survey was its



NEARER MY GUIDO THEE — Father Guido Sarducci paid a recent visit to Westwood One's studios to do a guest segment on the "Dr. Demento Show." The "Vatican gossip columnist" spoke with the good doctor about his recent audience with the Pope, and also discussed his latest comedy album, "Breakfast in Heaven." Pictured (l-r), of course, are Demento and Sarducci.

continuation of strong upward movement previously noted in RADAR 32. Mutual Director/Research Tom Evans says this growth is a by-product of a healthy network and a strong lineup of FM affiliates. "Youth networks didn't fare very well in this book while adult networks posted some real growth," he says. "Some of this is due to AM's slight comeback overall, and our good showing is due to the phenomenal growth we've shown in adults 25-54 over the last 2½ years. We've gone up 44% in that demo for our fifth increase in a row, and we also did very well adults 12+, men and women 18+, adults and women 18-49, adults 25+, and adults 35+."

Strong women numbers were also a boon for Mutual. "We increased our position in every principal female demographic," Evans continues. "Women 25-54 is a key demo, for instance, and we showed a 36% increase. We're now number one in that group, and we think that's impressive."

Overall, Mutual moved from fifth to fourth place (average audience, 12+) and maintained its number two position in cumulative audience.

An upscale image is also part of Mutual's recent success, Evans explains. "Our profile is improving. Mutual has long been thought of as the network of B and C counties — but this perception has changed radically. The network has aggressively pursued FM stations, and we now have about 300 — more than most networks. This brings us the important upscale demos we're proud of."

### NBC: Source Of Satisfaction

NBC points to Talknet and the Source as two points of continued satisfaction in the RADAR surveys. In the two years since Talknet was first measured its average weekly audience has grown 88%, including a 15% increase in this survey. The network also claims that Bruce Williams and Sally Jessy Raphael are in first and second place, respectively, among national talk show hosts. In addition, the Source also remained #1 in young adult networks (adults 18-34).

"The growth of Talknet is probably NBC's most exciting story," comments NBC VP/Radio Research Nicholas Schiavone. "On a book-to-book basis growth has been very good. We are also very pleased with the performance of the Source, which for the third straight RADAR is number one in the prime young adult network demos. There was some marginal slippage overall, but not unexpected given what happened to the other young adult networks."

NBC is also encouraged that the radio network is "up a tad," and has moved into what Schiavone calls "the top tier of networks." This is a strictly arbitrary "top third," which NBC moves into from seventh place overall. "Over time we've stemmed the tide of erosion we've experienced for the last several books," he says. "The key issue is to get a handle on affiliation and clearances."

"Talknet is the jewel in the crown, the Source continues to be our source of satisfaction, and the radio network has begun to meet the challenges posed by AM erosion and difficult affiliation activity," Schiavone concludes.

### National Average Up

The National Black Network made an impressive leap in RADAR 33, jumping 47% in average audience (12+) and 23% in cumulative audience. Key demos included adults 18+ (57% increase), adults 18-49 (+26%), adults 25-54 (+54%), men 25-54 (+81%), and women 25-54 (+44%). Other demo groups/daypart measurements showed increases as high as 408%.

### Satellite Delivers

Satellite Music Network points to double-digit audience gains in key demographic cells as its RADAR 33 highlights. Compared with last fall's results, SMN shows a 30% increase among adults 25-34, a 15% rise in adults 25-49, and 11% growth in adults 25-54. The network also posted overall adult 12+ gains of 6% and 24% (average audience and cume, respectively).

SMN also introduced Satellite Music Network 2, which effectively

## Weedek Slates "Sittin' In"

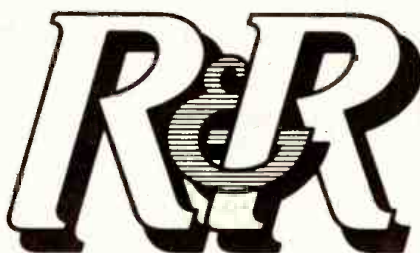
The Weedek Radio Network is beginning production of "Sittin' In," a new weekly program for Country radio stations. The 1-hour program features top country stars sitting in as guest disc jockeys, talking about their own music and careers.

WRN Director/Program Development Kirt Daniels comments: "Sittin' In" takes full advantage of the inherent strengths of nationally syndicated programming — the artists can cover the entire country in one sitting. Our months of research have given us a very good indication of what the top market

programmers are looking for in the way of nationally produced radio programming. "Sittin' In" is custom-made to fit those needs."

The program debuts this fall, and is available on a market-exclusive barter basis. National representation has been arranged through REMN Communications.

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# NETWORK FEATURE FILE

## NEWS & INFORMATION FEATURES

### GENERAL INFORMATION

### COMEDY

## MUSIC FEATURES

### The Weekend

#### August 23-24

- American Eagle** (DIR) **Metalshop** (MJJ)
- Sewer Brown
- Christian Countdown**
- America** (CCA) **Musical!** (WO)
- Paul Smith
- The Countdown** (WO) **Musical Starstreams** (FF)
- Whodini/Luther Vandross
- Countdown America** **Pioneers In Music** (DIR)
- With Dick Clark** (US) **Billy Squier/Bryan Adams/John Cougar Mellencamp** (GSN)
- Jackson Browne
- Power Cuts** (GSN)
- Country Report Countdown(WRN)** **GTR/REM/Trumph (8/24)**
- Willie Nelson/Hank Williams, Jr./Moe Bandy
- Reelin' In The Years** (GSN)
- Country Today** (MJJ) **Byrds/Four Tops**
- Ronnie Milsap
- John Leader's** **Rock Dees' Weekly Top 40** (USP)
- Countdown USA** (CUSA) **Mike and the Mechanics** (WO)
- Huey Lewis
- Dick Clark's** **Rock Chronicles** (WO)
- Rock, Roll & Remember** (USP) **Rock Over London** (RI)
- O'Jays
- Elvis Hour** (CRS) **Ticket To Ride** (DIR)
- Roy Orbison
- Anniversary salute to Shea Stadium**
- Entertainment** **Scott Shannon's**
- Coast to Coast** (CBS) **Rockin' America Countdown(WO)**
- Ricki Renee/Ronnie Whitney/John Candy
- Future Hits** (WO)
- Gary Owens'** **Sinatra Special** (CRS)
- Supertracks** (CRS) **Solid Gold** (US)
- The Times
- Genesis Special** (RI) **Saturday Night** (CBSR)
- Genesis, solo & together
- Great Sounds** (USP) **Smokey Robinson & the Miracles (8/23)**
- Jerry Herman
- Highlights** (DIR) **Spirit Of Summer** (CBSR)
- J.J. Johnson/Bing King/Kareem Abdul Jabbar
- Hot Rocks** (USP) **Duran Duran/Johnny Rivers**
- Rolling Stones
- King Biscuit Flower Hour** (DIR) **Star Beat** (MJJ)
- Ozzy Osbourne
- John Landers'** **Super Gold** (TRAN)
- Hit Music USA** (USP) **Beatles 1959 Time Machine/Supremes (8/23)**
- David Lee Roth/Bob's Don't Cry
- Live From** **Superstars Rock Concert** (WO)
- Walt Disney World** (NBCE) **Singer, Minds/Tears For Fears**
- Sawyer Brown/Gary Morris
- That's Love** (WO)
- Top 30 USA** (CBS) **Melissa Manchester/Judge Reinhold/Father Guido Scarsone**
- Weekly Country** **Top 30 USA** (CBS)
- Muscle Countdown** (USP) **Blue plate special: Jimmy Buffet/Archives/Bread**
- Sylvia

### The Week Of

#### August 25-29

- American Music Magazine** (USP)
- With Rick Dees** (USP)
- Kenny Loggins (8/25)
- Gloria Loring (8/26)
- Genesis (8/27)
- Johns (8/28)
- Robert Palmer (8/29)
- Concert Hour** (WO)
- Stephen Mills
- Country Calendar** (CW)
- Sylvia (8/25)
- Johnny Paycheck (8/26)
- Atabama's Jeff Cook (8/27)
- Tom Scayuki (8/28)
- Ronnie Milsap (8/29)
- Tanya Tucker (8/30)
- Country Closeup** (NP)
- Labor day salute
- Country Report** (WRN)
- Gene Watson/Donna Fargo (8/25)
- Dane Williams/Gene Watson (8/26)
- Judy Rodman/Gene Watson (8/27)
- Donna Fargo/Dane Williams (8/28)
- Gene Watson/Judy Rodman (8/29)
- Earth News** (WO)
- '60s/'80s week: Mickey Dolenz/Michael Lynde/Scott Springfield's Dewey Marlin/Lesley Gore/Lou Christie/Little Richard
- Encore With William B. Williams** (WO)
- 1944: Bing Crosby
- Labor Day Specials** (ABC)
- Sting/Billy Joel (8/25)
- Line One** (WO)
- Tom Cochran & Red Rider
- Live From Gilley's** (WO)
- Asleep At The Wheel
- Music Of America** (ABC)
- Merle Haggard (8/27)
- Off The Record** (WO)
- Jackson Browne/Peter Gabriel/John Waite
- Off The Record Special** (WO)
- Tom Petty & The Heartbreakers
- Party America** (ABC)
- Tom Hanks/Rebecca Carlisle/Ted Danson/Movie Manda/Jermaine Stewart/SOS Band/Cyndi Lauper (8/29)
- Pop Concerts & Star Trak Profiles** (WO)
- Kenny Loggins, Pt. 2
- Rock Stars** (ABC)
- Daryl Hall (8/25)
- Rock Today** (MJJ)
- Dire Straits
- Shootin' The Breeze** (WO)
- Billy Ocean/Melisa Morgan/Whodini
- Solid Gold Country** (USP)
- August Chart Toppers (8/25)
- Alabama (8/25)
- "Men" (8/27)
- Feature year: 1969 (8/28)
- Salute to the working man (8/29)
- Solid Gold Scrapbook** (US)
- I'm talking about You (8/25)
- This week in 1966 (8/26)
- B.J. Thomas/Elton John/Rick Springfield/Redd Foxx (8/27)
- This week in 1973 (8/28)
- Michael Jackson (8/29)
- Special Edition** (WO)
- Rene & Angela
- Star Trak** (WO)
- Steve Winwood/Simply Red/Bananarama

#### August 18-22

- The Bilmp** (PRN)
- Unhealthy office chairs/designer perfumes/California gold rush/female credit discrimination/dropouts return to school
- Car Show Coast-to-Coast (SCGT)**
- Honda CRX-1500/restorer Scott Grundros
- Computer Program** (PRN)
- Teleshopping/disaster recovery/teracy training/security systems/micro-processors
- Health Care** (PIA)
- Breaking out of doors
- NBC Extra** (NBCE)
- Window of jazz
- Page One** (PIA)
- U.S. prosecution of Nazi war criminals: Elizabeth Holtzman/Book of Abraham author Mark Hater
- Public Affairs** (PIA)
- America's apartheid
- Reviewing Stand** (PIA)
- Dr. Larry Kroll/Deadly High/Dr. Dean Garstec/ Sound Advisor/Integrity Biotech/Hot Lava
- Sound Advice** (PRN)
- Amplifier power ratings/harmonic & inter-modulation distortion/getting rid of hiss & hum/defining hum & rumble/high frequencies
- Sporting News Report** (CW)
- George Steinbrenner
- Sports Explosion** (PIA)
- Jimmy Connors/Tim Mayotte/Jack Whitaker/Harry Motter
- Sports Flashback** (CW)
- Lu Brock's career stolen bases/Pete Rose's NL record for consecutive games with a hit/Rose's most career hits against a pitcher/100 lefthanded hits in same season/NY Met '78 winning run:stealer base leader
- Sporting News Report** (CW)
- Tom Seaver (8/11)
- Hank Greenberg (8/12)
- Giants in Candlestick (8/13)
- Joe Morgan (8/14)
- Larry Sorel (8/15)
- Wireless Flash** (CN)
- Charlotte Lewis ("Pirates")/Sally Kellerman/Mannhattan Transfer/Loudness

#### August 18-22

- Comedy Hour** (MJJ)
- Live Guest: Randy Quaid/Steve Martin/Fresing Theatre/Allen Sherman/Hudson & Landry
- Comedy Show** (CW)
- Radio: George Carlin/Cheech & Chong/Joe Piscopo/Robert Klein/Bob Hope/Jack Benny/Bob Costas
- Daily Feed** (DCA)
- Retreat country club/new old slick/designer toothpicks/back-to-school, already/flat reformatory
- Quack The Joke Man** (OHR)
- Quarter founder/shoot the mule/scribble liberties union/crystal ball computer/daily flops
- Laugh Machine** (PRN)
- Steve Martin/Jon Rivers/Fish Basbo/Phyllis Diller/Emo Philips/Roshey Dangerfields/Reiner & Brooks/Henry Youngman/Woody Allen
- Live From The Improv** (DIR)
- Jim Alec/Fritz Coleman/Kevin Rooney/Bob Kerton/Bill Maher
- Mel Blanc's**
- Blankety Blancs** (ASR)
- Attila the Hun/school of the air/leave that dal/Joe Pain show/roast forecast
- National Comedy Wireless** (DD)
- Starline/Roshey & Johnny/Tent & cheerleader/lower brow/beer/butter rock album offer/Gene Showlow movie review
- National Lampoon's**
- True Facts** (SLP)
- Blind justice the belted look/gender of fender/we have to blast/land shark
- Party Drops-In** (ASR)
- Bean dip/T off doctor/Tom & Roy/sdirty laundry people
- Radio Hotline** (ASR)
- Mr. Poop Scoop/Mr. Poop Scoop catback/I got cable TV/rearchoast video/party at your place!
- Stevens & Grdnic's**
- Comedy Drops-In** (ASR)
- Losar's dynamics/law firm/mysteries of rock & roll/roasting stone/weekend

# RADAR Scopes Network

Continued from Page 26  
extends measured listening beyond the previous 7pm cutoff.

network pulled a 27% increase in listeners 35-44.

### United Together

**Sheridan Radio In On Demos**  
The Sheridan Broadcasting Network paced itself in RADAR 33 with some notable increases in key demo groups. The network posted an 8% increase in adults 18-34 (average audience), moving up from 15th to 12th place. SBN fared particularly well among women in that age group, increasing 20% over RADAR 32.

United Stations Radio Networks points to the fact that RADAR 33 is the first survey showing audience results measured following the purchase of the networks from RKO. "We feel very positive about where we are," says VP/Research Ron Werth. "The fact that USI was down just 1% in adults 18-49 says we held our own."

### Transtar Rising

The Transtar Radio Network posted healthy overall increases for both average and cumulative audience, showing 5% and 13% increases, respectively. Key demographic cells also fared favorably, with a 7% increase in adults 18-34 (cume), adults 25-54 (cume), and adults 35+ (cume). Men 25-54 (average audience) also showed strong growth (up 11%), and the

"Everything we show from now on will be strictly our numbers," Werth continues. "Considering all the events that have occurred in the last year, we feel we had a very good performance. We have a mandate to go out and upgrade and improve our audience and affiliates from here on out - we feel very comfortable that this is going to happen. Even with United Stations 2 we feel we're poised for a major improvement, and are content with where we are at this point."



### NETWORKS/PROGRAM SUPPLIERS

- AA - AudioNet Audio (415) 457-2741
- ABC - ABC Radio Net (212) 867-7777
- ABF - Associated Press (202) 855-7200
- AFN - All Star Radio (213) 850-1188
- APF - Arden Networks (818) 788-2331
- CA - Countdown Broadcasting (212) 580-9225
- CSA - CBS Radio (212) 875-4215
- CSB - CBS Radio (212) 875-4215
- CSX - Christian Countdown Network (212) 820-1360
- DCN - Capital Radio Network (518) 283-1818
- CRS - Creative Radio Shows (518) 787-0410
- CSUSA - Countdown USA (415) 383-7622
- CF - Capitol Wonders (214) 361-3188
- DD - DC Audio (202) 638-4222
- DB - DB Broadcasters (212) 371-8800
- DSG - Empire Syndicator Group (708) 278-8777
- GCN - Goodman Communications Inc (312) 690-7723
- GSN - Global Satellite Net (818) 508-1580
- IN - InterView (213) 652-8710
- IS - Kix Television Enterprises (818) 961-8235

- LRP - Lee Radio Prod. (213) 256-2776
- LW - London Wonders (314) 961-1600
- MBS - Music Broadcasting (313) 688-2000
- MJ - MJ Broadcasting (212) 248-5010
- MS - Musical Starstreams (415) 383-7277
- NBC - NBC Radio (212) 604-4444
- NBS - NBC Radio Enterprises (212) 604-4444
- NP - NBC News Radio (212) 755-3320
- NRS - NBS Networks (212) 306-4009
- ORF - Off Hour Rotators (518) 628-1490
- PRC - Plan 'N' Countdown (213) 480-2213
- PRN - Progressive Radio Network (212) 380-8000
- PIA - Public Interest Alliances (312) 943-6800
- RI - Radio International (212) 202-8970
- RSB - Grand Broadcast (212) 218-1666
- SC - Syndicator (415) 305-1181
- SCN - Starstream Communications (212) 173-187-0781
- SI - Skyline (818) 841-9350
- SL - Silver Line Productions (213) 487-2348
- SMP - Satellite Music Network (800) 527-4892
- SPI - The SPI Productions (518) 371-0308
- SPT - Spot Publications Inc (212) 496-3100
- TRN - Transstar (213) 480-8283
- USP - The United States (703) 276-2900
- WRN - Weekend Radio Networks (213) 452-5827
- WO - Westwood One (213) 204-5000



# RADIO '86 NEW ORLEANS

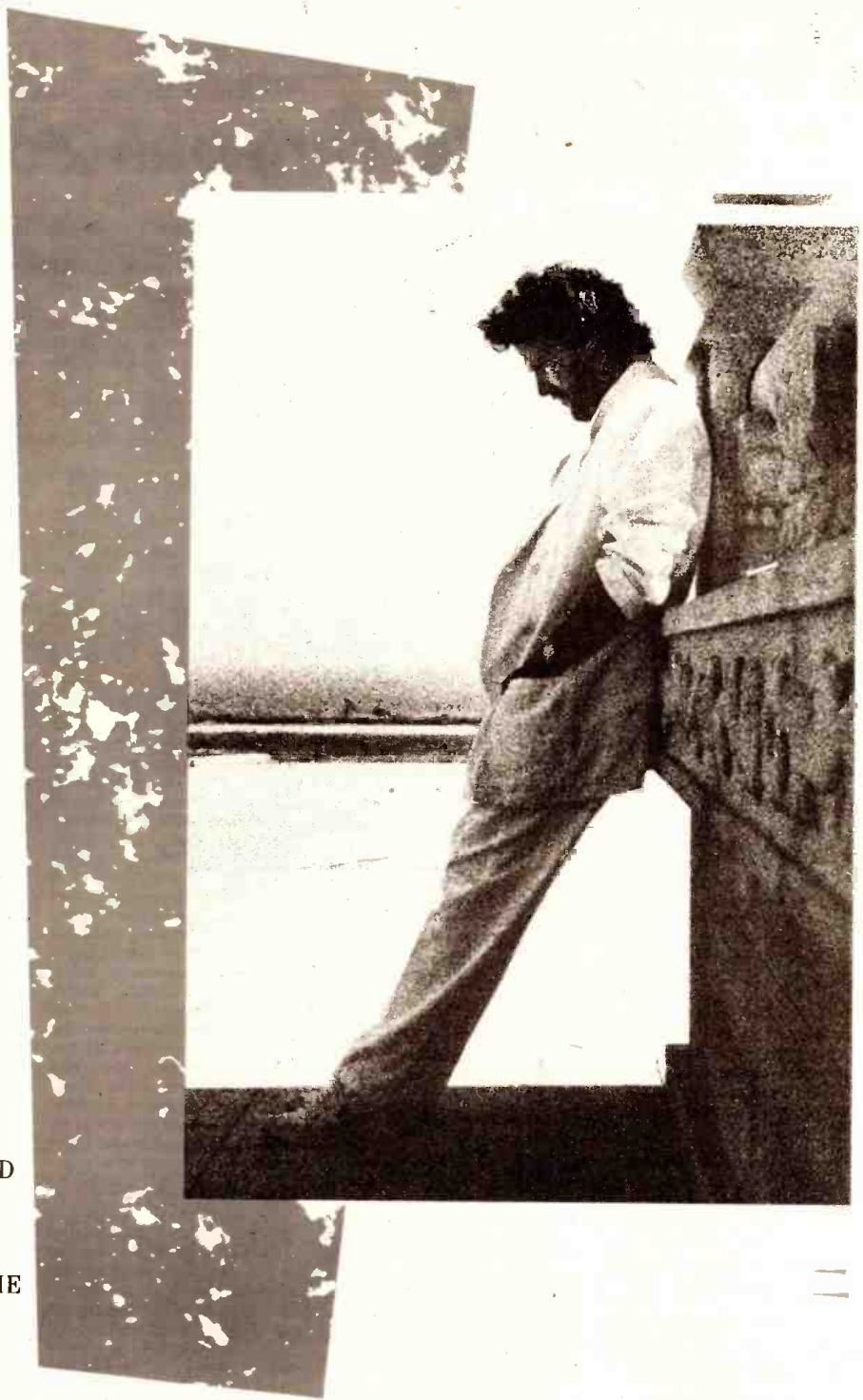
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## SIX TRAPS THAT CAN SINK YOU

# Radio's 'Erroneous Zones'

By Mark Kasso

The failure of stations to adopt a *marketing orientation* is the single biggest reason for poor ratings. Marketing involves researching to pinpoint audience targets with the greatest potential, discovering what they seek from radio and, finally, delivering it to them. It means focusing attention on listeners' needs first, then developing programming and advertising that can attract them.

Without this marketing orientation, stations can easily fall into one of six common "traps" that can be very costly in time, effort, and profits. I call these radio's "erroneous zones" — erroneous thinking that usually results in misdirected strategies.

### 'Hole In The Market'

This is the most common trap. It involves adopting the format that's not represented in your market, assuming that is your best strategy.

Smaller market managers can easily fall prey to this kind of thinking because there may be major formats "missing" in their markets. For example, in one market every major music format but Beautiful Music was available on FM. Management erroneously assumed that Beautiful Music was its best choice. It wasn't. Research revealed that the AC in the market was very vulnerable and that unsatisfied AC segments represented a far more profitable target than unserved Beautiful Music fans.

In larger markets, the "hole" trap often involves subtler distinctions. In one case, management positioned WXXX between the major AC and CHR stations. Research conducted later revealed why this strategy failed... there were no core listeners for the format. The market's CHR fans found WXXX too soft, while the AC fans thought WXXX was too hard. WXXX became a second choice station without a loyal core of its own — in other words, an also-ran that did no better than a 2.5 share.

Remember, a hole in the market represents unserved listeners, not an unserved format. Marketing means focusing on the consumer, not the product. That's a lesson Ford Motor Company learned when it sought to fill the product hole between Ford and Mercury. It was called the Edsel.

### 'Get Our Share'

This trap assumes that a station will get a significant piece of the action just by virtue of being on the air. For example, KAAA became its market's fourth Country station

because Country held nearly a 25 share. KAAA's reasoning: Even if it got a relatively small share (i.e., one-sixth) of the total Country pie, it would still be successful.

In reality, KAAA didn't even get one-tenth of the Country share; it never reached 2.0. Why? Because all segments of the market's Country listeners were already satisfied by a full-service Country AM, a music-intensive FM, and a lively, personality-oriented FM. And listeners were loyal to these stations. KAAA just couldn't get an edge.

### 'Not Enough Share'

This is the converse problem. It assumes that a station can't succeed in a given format simply because that format doesn't have enough total market share. For instance, the management of WBBB — a CHR AM that had declined to the mid-2s — knew it needed to change format. But Country wasn't among the formats being considered because the market's one Country station (an FM) only had a five share. "Even if we split it," WBBB said, "we'd end up with less than a three share... no better off than we are now."

Research showed otherwise. It revealed a substantial untapped audience for Country among AM listeners — listeners who spent little or no time with the FM Country station. As a result, WBBB switched to Country and nearly doubled its numbers. Yet the Country FM decreased just slightly.

### 'Play My Favorites'

This trap involves following the strategy that management feels most comfortable with or likes the best. Radio management has gotten much more professional in recent years, but this kind of erroneous thinking is still more common than you might think.

It comes in different guises. One manifestation: radio groups that are committed to specific formats... an attitude that can be very costly. That format may not be the best alternative, or even viable, in all of their markets. And when lis-

teners' tastes change and their format hits a snag, these groups suffer in all of their markets because their format portfolio isn't diversified.

Allowing programmers to decide your format strategy is another way to fall prey to the "play my favorites" trap. Few, if any, programmers are equally adept at all formats; most specialize in one or two. Hire them, and guess what format they'll recommend.

Finally, there are those managers who simply dislike a format and won't touch it. One new owner said he "wouldn't go rock" even if that could make his station super-successful. That's his right, of course. But the successful manager would play polkas if that's what listeners wanted!

### 'Hero'

This one is fairly rare, but still worthy of a mention. It involves radio managers or programmers who want to become "stars" in the industry by creating the "next big format." They fall in love with their own theories and concepts, often oblivious to the way listeners think.

Certainly, the industry needs pioneers. But the smart pioneer is driven by audience needs, not ego. New format opportunities are coming along all the time, thanks to shifts in listeners' demographics and tastes. A few years ago, for example, I began finding listener segments in the middle — between Adult Contemporary and Beautiful Music. Other researchers did, too. And that's why today we have Format 41, Evergreen, and other soft/background AC formats. It worked only because there was a need for it. Without that need, it would have ended up on the scrapheap.

### 'Follow The Crowd'

Also known as the "Trends In The Industry," "Follow The Crowd" is far more common than the "Hero" trap, and involves watching what's happening in other markets and jumping on the newest, hottest bandwagons.

There's no question that keeping tabs on trends can be valuable. Smart managers do it all the time. But when it comes to making long-term decisions, following the crowd can lead to a major mistake.

Think about it. Two years ago, AOR was "in trouble." Today, it's "hot." Then Beautiful Music was in

trouble. But many Beautiful Music stations remain very successful and profitable. Not too long ago stations all over the country were "going CHR." But some found it no panacea.

Remember the "Urban Cowboy" craze? Better yet, remember Disco? The original Disco station — WKTU/New York — quickly emerged from obscurity to beat WABC. And across the country, stations jumped on the Disco bandwagon, usually with disastrous results. After all, "Peoria ain't New York City." Think of all the time and money stations lose because they want to be first in their markets with the latest, hottest format.

The fact is, listeners don't read the trades. And the vast majority couldn't care less about what's happening in the radio biz. All they care about is what they want to hear.

### How To Avoid The Traps

1. Focus on the listener. The product (programming) is designed to satisfy the target consumer (listener), not the other way around. The listener comes first. Remember, only listeners can ultimately make your station a ratings success or a failure. Stations that are committed to understanding listeners and satisfying their needs are the ones that are marketing, not just programming. And they are invariably the most successful.

2. Research your market. This is the single best way to understand listeners' needs, attitudes, and perceptions — essential information for marketing your station. Radio management simply has too much at stake today to rely on guesswork, experimentation, and ego when plotting the course of multimillion dollar properties. Of course, research alone cannot guarantee success. But it's the most effective way to cut the risk of costly mistakes or blown opportunities.

3. Avoid oversimplified thinking. Radio listeners' behavior is complicated and "elastic." It can vary dramatically based on their needs, moods, and radio alternatives. As one who has researched both radio and TV, I can tell you that radio is far more complex and requires more sophisticated analysis. Oversimplifying — for example, assuming that a format can command only a certain fixed share of the market — is usually wrong and deadly.



Mark Kasso

Mark Kasso is President of Birmingham, MI-based Mark Kasso & Co. (313-540-9499), which specializes in radio success strategies. Prior to establishing his own firm, Kasso spent ten years as a programmer/air personality at such stations as KLEO/Wichita, KBEO/Kansas City, KTFM/San Antonio, and KDWB/Minneapolis-St. Paul. He also served as VP/Research at Reymor & Gersin Associates.

4. Focus on the big picture. Managers who spend all their time dealing with hot clocks, spot placement, rotations, and other radio mechanics all too often forget what those elements are for — it's easy to lose sight of the forest when concentrating on the trees. Yes, execution is important, but brilliantly executing the wrong strategy will get you nowhere. Focus your attention first on developing the right overall positioning for your station, then work to consistently execute that positioning.

5. Get out of the station. That means mentally as well as physically. Managers who eat, sleep, and breathe radio 24 hours a day lose touch with their markets and the typical listeners. Get out into your market. Talk to people completely outside the business and get a feel for their attitudes and lifestyles. While there's no substitute for statistically valid survey research, getting away from the business and into your market will help you better understand the listeners' perspective.

6. Challenge traditional assumptions. Avoid stereotypical radio thinking... for example, choosing standard formats like CHR, Urban, Country, and so on. Your station's best opportunity may not neatly fall into any of these pigeonholes. Open your mind up to new, different possibilities. They can succeed, if they satisfy real needs among listeners in your market.

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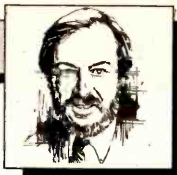
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1923-1986

*His voice still fills our ears.  
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HARVEY MEDNICK

KEITH CARSON COMMENTS

Some Guest Prose About Contest Pros

Other people's perceptions of our medium are always interesting, and recently the CBS-TV documentary/information show "West 57th" took a fascinating look at professional radio contest players, which included an interview with Z100/New York PD Scott Shannon, who affectionately referred to such people as "contest pigs."

The day after the piece appeared I talked with New York promotion veteran Keith Carson, who offered some steps promotion directors and programmers can take to deal with these zealous participants:

Keith's Thoughts

"Every station that conducts contests has them. They may not look any different from you and I, but go into their homes and you'll discover the world of 'Demon Dialers' - phones and radios in every room (including the bathroom) and that all-important supply of postcards just waiting for the next mail-in contest.

"Many different research companies have examined radio contests, and the one fact that has shown up time and time again is that only about ten percent of a station's audience actively participates in contests. So with such a

small percentage to begin with, one can only imagine a continued erosion of these figures by those getting fed up hearing the same individuals win day in and day out. The end result could be a station eliminating contests altogether, or the next logical step, stricter rules. Here are some suggestions:

1. Impose a time limit or number of times a contestant can win during the year or in the course of the contest (e.g., 'If you've won something from WXXX in the last 30 days you are not eligible,' or 'Contestants may only win once during the KYYY Cash Sweepstakes.'

2. When conducting a phone contest, select a random caller instead of always using the 'first' or a frequency tie-in. This is not only sound legal advice, but the listener never knows when you are going to pick up the phone.



Keith Carson

3. Depending on your market, ask for callers from a specific area. In New York, a station can use New York, New Jersey, or Connecticut. It may be broken down even further into counties, boroughs, cities, etc.

4. Make sure you enforce your stricter measures for contests involving 'big-ticket' prizes. It wouldn't look good if a listener was packing for a trip he won on your station with luggage that came from your station, and then drove to the airport in a car that... well, you get the picture.

5. You may want to give away a large number of smaller prizes as well. This way the listeners feel they have a better chance of winning something.

"This list of suggestions could go on and on, and I'm sure you already have some ideas of your own. The point is that you're dealing with a small group of people who can make your life miserable and destroy everything you've worked many long hours to create - not to mention the money that you might as well simply throw away, or the rating decrease rather than increase you might experience.

"Are we dealing with people who are just plain greedy, or is this some kind of sickness? (Don't laugh - the TV piece included a grown woman - wife and mother - still glued to the radio at 4am trying to win a T-shirt.) I firmly believe that there is something wrong with these individuals. But you don't have to take my word for it. Just call your competition, and I'm sure they'll tell you that the same person wins there as well. So who benefits?

"As for 'West 57th,' I only wish they had spoken to more programmers, DJs, and promotion people. I also hope that not too many other radio listeners get any ideas from the program."

Some Of My Thoughts

I agree with all of Keith's points,

and have a few additional ideas. It would appear as though (without making a psychological judgment) the compulsive professional player is involved with some sort of self-esteem situation. If that is so, then I feel you must avoid granting them celebrity status (as Shannon accorded one player in the TV piece), because all that does is renew their resolve to be an integral part of your station's promotional efforts, which may elevate their "pain in the neck" position.

I also believe that these people tend to be troublesome and are typically obsessive in their desire to be winners. I'm sure we've all encountered the threatened lawsuit, the FCC letter, and the harassing phone calls filled with unintelligible accusations of "rigged" contests and some sort of "discrimination."

My suggestion here is to be very brief with them on the phone. These people tend to be very provocative, and while there is a natural inclination to become an amateur psychologist and work to convince them that you really do everything up and above board, it's a waste of time. The longer you talk with them the more they feel the station is not only guilty, but accessible. They'll call you to death and make you and your GM nuts!

Finally, recognize that where there are contests, there are "pros" - a necessary evil that everyone at your station involved with contesting must deal with. Designate yourself as the sole recipient of their calls for a pair of reasons: they might tire of talking

to the same person and, if they are denied access to other management personnel, they lose the opportunity to tell their story repeatedly and thereby disrupt the normal functioning of your station.

If you've got some "magic wand" you wave at pros to make them go away, let me know and I'll pass it along.

DATELINES

1986

August 26-29

Radio-Television News Directors Association's International Conference Salt Palace Convention Center, Salt Lake City

Sept 4-7

5th Annual Jazz Times Convention Roosevelt Hotel, New York

Sept 10-13

Radio '86 Management, Programming, Sales, and Engineering Convention, sponsored by NAB. New Orleans Convention Center, New Orleans

1987

February 7-10

Radio Advertising Bureau 7th Annual Managing Sales Conference Hyatt Regency, Atlanta

April 1-5

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

ONE YEAR AGO TODAY

- Cap Cities/ABC divests stations in N.Y. & Detroit
● Golden West buys KUTE/Los Angeles
● Bill Gilbreath K101/San Francisco GM
● #1 CHR: "Power of Love" - Huey Lewis & The News (Chrysalis)
● #1 AC: "Cherish" - Kool & The Gang (De-Lite/PG) (2 wks)
● #1 B/U: "I Want My Girl" - Jesse Johnson's Revue (A&M)
● #1 Country: "Modern Day Romance" - Nitty Gritty Dirt Band (WB)
● #1 AOR Track: "Fortress Around Your Heart" - Sting (A&M)
● #1 LP: "Brothers In Arms" - Dire Straits (WB) (3 wks)

FIVE YEARS AGO TODAY

- Satellite Music Network names lineups
● Vince Pellegrino VP/Promotion at Polygram
● David Urso & Howard Rosen VPs/Promotion at WB
● #1 CHR: "Endless Love" - Diana Ross & Lionel Richie (Motown)
● #1 AC: "I Don't Need You" - Kenny Rogers (Liberty) (4 wks)
● #1 B/U: "I'm In Love" - Evelyn King (RCA) (3 wks)
● #1 Country: "I Don't Need You" - Kenny Rogers (Liberty) (3 wks)
● #1 LP: "4" - Foreigner (Atlantic)

TEN YEARS AGO TODAY

- Charlie Minor VP/Promotion ABC Records
● #1 CHR: "Don't Go Breaking My Heart" - Elton John & Kiki Dee (Rocket) (3 wks)
● #1 AC: "Let 'Em In" - Wings (Capitol)
● #1 Country: "Say It Again" - Don Williams (ABC/Dot)
● #1 LP: "Spitfire" - Jefferson Starship (Grunt) (5 wks)

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"LOVE TOUCH"?**

**ANOTHER  
HEARTACHE**

**ROD  
STEWART!**



**The New Single  
From The Album Rod Stewart**

Produced By Bob Ezrin



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KEN BARNES

## ON THE RECORDS

### CLASSIC CONCEPTS FROM THE REJECT FILES

# Columns You Never Saw

You've been reading these words for over three years now, and I appreciate it more than you know. But you should realize that the columns you actually see are just the tip of the iceberg, the cone of the volcano of furious activity and scholarly research that goes on around the On The Records department.

The department, headed (and staffed solely) by me, uses scientific principles of organization, endorsed by time management experts everywhere. If I think of an idea for a column, or someone suggests an intriguing concept, I promptly scribble it down as illegibly as possible on the first scrap of paper that comes to hand and stuff it in a bulging cardboard file folder. Then, when it's time to plan a column, I rummage through the folder prying open the paper fragments and trying to read the inscriptions before the ink has blurred completely.

Works like a charm, of course. But inevitably, a number of perfectly valid ideas never see print, for reasons ranging from impracticality of research to certified insanity. I thought if I went through the back files and listed a sampling of unused column hooks, it would provide some amusement as well as an incisive and all-too-revealing look at the hidden processes behind On The Records as we know it.

The ideas that follow are mostly recent, and I have credited the originators of some of the better ones. Full blame for the truly ludicrous concepts must be laid at my door (preferably in a disposable Glad bag).

#### Group Name Categories

**Bands named after colors.** With Simply Red as a starting point, this looked promising, but I had a hunch that the total approaches the infinite. I still may take a stab at it some slow week.

**Bands with numbers in their names.** Idea courtesy Adam White, who listed 54-40, A=440, UB40, Level 42, 38 Special, and 52nd St., and inquired, "Is there a column in all this?" Could be; this one may also show up some day.

**Bands named after brands of watches.** (There's a Chocolate Watch Brand joke in there somewhere.) Once you get past Timex Social Club, the pickings are kind of thin, so this one's on hold until Piaget Zadora records the "Theme From S.W.A.T.C.H."

**Bands named after cities.** For example, Berlin. For another example, Chicago. For another example, I could pick just about ev-

ery city in the U.S. and plenty of foreign metropol, and we'd be here till New Year's.

#### Song Categories

**Songs about hammers or sledges (or both).** Peter Gabriel was the obvious inspiration, but upon stalling out after Sister Sledge, "Hammer Horror" by Kate Bush, Robyn Hitchcock's "Brenda's Iron Sledge," and "White Man In Hammersmith Palais" by the Clash, I realized I hadn't really nailed it down.

**Songs with military ranks in their titles.** Well, there's "Captain Of Her Heart," Hall & Oates with "Private Eyes," General Public's "General Public," and . . . "Colonel Sanders' Thighs?" Next.

**Songs with "Touch" in their titles.** "Love Touch" and "Invisible Touch" are the current standard-bearers, but I don't know, the subject just doesn't reach out and touch me.

**Songs with "Zone" in their titles.** "Danger Zone" and "Love Zone" qualify, but I can't recall a song called "Erogenous Zone," and this subject doesn't reach out at all . . . it's reaching, period.

**Songs with years in their titles.** Examples: "1982" by Randy Travis, "December 1963" by the Four Seasons, "1984" by any number of people. Some other year, maybe.

**Songs reusing previous hit titles.** This is probably the most frequent suggestion I get, because as pop history grows longer and the universe of catchy new titles contracts, more and more songs are recycling titles (for every "Velcro Fly" there's a "Baby Love," etc.). Among the many pitching this idea were "Scott Shannon's Rockin' America" writer Susanela Rogers and All Hit Radio's Paul Power, both of whom cited useful examples, but I think it's just too large a subject to tackle outside of a book.

**Songs about baseball.** I've done a couple of baseball columns before, including one about ballplayers who've made records, but delving into musicians who've made records about baseball would be a brand new ballgame. Oldies expert



## Bands Named After Household Pets

Inspiration, if you can call it that, comes from the Pet Shop Boys; I merely wondered who the pet shop boys (or girls) of pop would be. It sounded singularly unpromising at first, but I quickly recalled there are groups called the Puppies, the Kittens, the Cats, the Dogs, the Exploding White Mice, the Good Rats, the Monkees (guess they count), Glass Tiger, the Young Snakes (featuring Aimee Mann of 'Til Tuesday), and more. On reflection, it still sounds singularly unpromising.



## Songs With "Eyes" In Their Titles

Jim Nelson and Hurricane Heeran found time between arduous R&R duties to compile me a real nice list of recent songs centering around "eyes" ("Heaven Is In Your . . ." Peter Gabriel's "In Your . . ." etc.), but I have the sneaking feeling the end is not in sight on this one. The only thing worse would be compiling songs with "I's" in their titles.

All five of the pictured artists had records with "eyes" in their title. A year's subscription awaits the first person to eyeball this quintet correctly.

Richard Lorenzo sent me an excellent starter list, but there are so many obscure regional baseball records that I don't think I could do justice to the topic. (Stay tuned for another baseball-oriented idea, on deck.)

#### Artist Name Games

**Common surname lists.** You could've fooled me, but the recent column on artists named Taylor was one of the more popular in recent weeks. Always pleased to give people what they want, in true radio tradition, I began preparing lists of artists named Smith, Jones, Jackson, Stewart, James, Rogers, and any other common name I could think of, until the phrase "too much of a good thing" finally occurred to me.

**Artists who use last names only.** Jarreau, Van Halen, DeBarge, Dio, and a few others idly crossed my mind, but I tentatively concluded the idea was a bit flimsy.

**Artists who use first names only.** More possibilities arose: Madonna, Regina, Janice, Lisa-Lisa, Shannon, but it still felt on the flimsy side.

**Artists who use two first names.** Examples: Billy Joel, Lionel Richie, Peter Gabriel, Rod Stewart. Now I knew the idea was totally flimsy.

I had no idea I had so many "no ideas"; it appears I've got to cut these off and consign the rest to a Part II next week. I must confess to harboring a hidden motive in presenting these abandoned concepts. If any of them strike you as a particularly worthwhile idea, why not let me know, and I might be able to figure out a way to pull it off. Better yet (and here comes the hidden motive within the hidden motive), if you're sufficiently struck by one of these ideas, I'd encourage you to write it up yourself. If it works out, I'll be happy to publish it. More less-than-immaculate conceptions next week.

## Sniff Glue & Watch Celebrity Tennis

### MONDAY, AUGUST 18

1977/Elvis Presley is buried at Graceland.  
1979/Nick Lowe and Carlene Carter are married.  
1980/Haftel's WYYS/Cincinnati (Yes 95) debuts its new CHR format with a \$500,000 giveaway. Its competition, WKRC & WKRQ, counters with a million-dollar prize.  
1982/Britain remembers its heroes #1: Liverpool dedicates John Lennon Rd., Paul McCartney Way, Ringo Starr Dr. and George Harrison Close.  
1984/Britain remembers its heroes #2: "Careless Whisper" finally pushes "Two Tribes" out of #1 in the UK, but not before "Tribes" becomes the longest running #1 since Slim Whitman's "Rose Marie" in 1955.  
Birthdays: Nona Hendryx 1945, Dennis Elliot (Foreigner) 1950.

### TUESDAY, AUGUST 19

1973/Kris Kristofferson and Rita Coolidge are married.  
1976/Presidential candidate Jimmy Carter appears at the Capricorn Records annual picnic. A much less hip politico, Scottish MP James Dempsey, tries to ban the first Ramones LP because he takes their "Now I Wanna Sniff Some Glue" seriously. One of the Ramones responds, "The song is a joke; we know the stuff is dangerous . . . you always feel sick afterwards."  
1977/Groucho Marx dies. Also the Emotions' "Best Of My Love" is #1 CHR, and the Sex Pistols, forced to tour under assumed names, open tonight in Wolverhampton as the Spots.  
Birthdays: John Deacon (Queen) 1951, Johnny Nash 1940, John Stamos (who counts here because of his season on the series "Dreams") 1963.

### WEDNESDAY, AUGUST 20

1960/Connie Francis begins work on her acting debut, "Where The Boys Are."  
1969/After returning from an eight-day Canadian tour to "people who clap for all the wrong reasons," Frank Zappa leaves the Mothers of Invention.  
1975/KIQQ/Los Angeles is picketed for its refusal to run spots from gay clubs. "Rhinstone Cowboy" is #1 Country; "Falling in Love" by Hamilton, Joe Frank & Reynolds goes #1 CHR. "Mr. Jaws" by Dickie Goodman debuts along with the Pointers' "How Long" and Tavares' "It Only Takes A Minute."  
1976/Dallas-Ft. Worth and Washington become the first two markets where FM penetration outstrips AM. Also, "The Wreck Of The Edmund Fitzgerald" is released as a single.  
1981/Bruce Springsteen, Pat Benatar, and others play a benefit for Vietnam vets at LA's Sports Arena.  
Birthdays: Robert Plant 1948, Jim Pankow (Chicago) 1947, Phil Lynott (Thin Lizzy) 1951 would've been 35; Jim Reeves would be 63.



Jackie DeShannon, Robert Plant, Debbi Peterson, Kenny Rogers

### THURSDAY, AUGUST 21

1978/Longtime CHR WSAI/Cincinnati goes Country.  
1980/Linda Ronstadt's "Pirates Of Penzance" moves to Broadway.  
1983/NetAid: The Unicare Music & Tennis charity festival opens in Atlanta with Peabo Bryson, Vince Van Patten, and members of Kansas and Survivor.  
Birthdays: Joe Strummer (Clash) 1952, Kenny Rogers 1938, Jackie DeShannon 1944, Harold Reid (Staller Bros.) 1939.

### FRIDAY, AUGUST 22

1968/Cynthia Lennon files for divorce from John.  
1975/The Carpenters fire Nell Sedaka as their opening act in Las Vegas, apparently because he's upstaged them.  
1979/Earth Wind & Fire's "After The Love Is Gone" #1 CHR. Also, long-time WMAL/Washington jazz host Felix Grant wins his show back after listeners protest his cancellation. Grant finally leaves WMAL about four years later.  
1980/Boyz Scagg's "Look What You've Done To Me" is finally released as a single from "Urban Cowboy" but with the Eagles replaced with female backing vocalists.  
Birthdays: Dale Hawkins 1938, Roland Orzabal (Tears For Fears) 1961, Debbi Peterson (Bangles) 1961.

### SATURDAY, AUGUST 23

1962/John Lennon & Cynthia Powell married.  
1970/Lou Reed plays his last show with the Velvet Underground before surprising them and leaving.  
1974/RKO's Paul Drew issues a memo calling for more songs with running times of 3:30 or less. Paul Anka's "(You're) Having My Baby" goes #1.  
1979/Peter Tosh Day in Brooklyn.  
Birthdays: Jimi Jamison (Survivor) 1951, Rick Springfield 1949.

### SUNDAY, AUGUST 24

1956/And people have to wait outside for hours: London's first rock club, Studio 51, opens.  
1977/Arista announces the signing of Al Stewart, who has several hits on the label, and Eddie Kendricks, who doesn't.  
1981/Mark David Chapman receives a 20 years-to-life sentence for the murder of John Lennon.  
1982/Vince Van Patten and Mike Reno are the winners when the Unicare music/tennis festival closes.  
1984/Chaka Khan's "I Feel For You" released.  
Birthdays: Jim Capaldi 1944, Jeffrey Daniel (ex-Shalamar) 1957, Ken Hensley (Uriah Heep/Blackfoot) 1945.

# HEED THE DOCTOR'S ADVICE: SPIRIT IN THE SKY



"Surprise hit of the summer.  
It drove our phone operators crazy."  
JOHN GORMAN  
KWK #25-19  
WMMS #33-29

"Instant phone reaction. All Demos!"  
SEAN LYNCH  
KKRZ #28-25

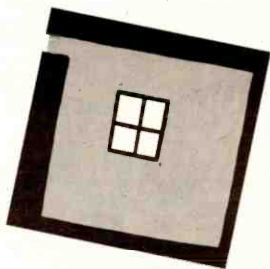
"Airplay in Canada prompted a  
response we couldn't ignore.  
When we added it, it just took off."  
JOHN HAGER  
WPHD #13-11

"It's not often you hear  
a good re-make of an "oldie";  
but "SPIRIT IN THE SKY"  
falls into that category."  
MIKE COSTELLO  
WRNO #30-26

"Instant phones! Showing sales action  
after two weeks airplay."  
JOHN LANDER  
KKBQ #13-7



# PAUL SIMON



YOU CAN CALL ME AL

CKOI add	WZOU 25-23	KZZU 38-32
WCAU add	WBBQ deb-37	95XIL deb-40
WLS on	WSSX add	WKSF deb-34
94Q on	WBCY deb-27	Q104 deb-40
WRNO add	WNOK deb-38	WZYP 39-35
WRSR add-39	WANS deb-30	WPFM deb-40
K106 32-31	WOKI add	KNIN add
WBEN on	WLRS add	WHSL 34-30
KHTR on	WHY 24-20	WVBS deb-37
WLOL add-36	WXLK 40-31	KYYY add
KDWB on	WKDD add	WBWB deb-31
KJMN deb-28	WGTZ 39-36	Y94 35-31
KPKE 26-24	WMEE deb-29	KYYA deb-30
KKRZ on	WIXX 39-35	KBOZ add
KMJK add	Z104 39-33	KTRS deb-40
KPLZ on	KQKQ 29-26	KKAZ deb-36
KUBE 32-39	KIYS deb-40	KOZE 31-25
KNBQ deb-39	KXYQ deb-40	KBIM 35-32
Q100 add	KITS add	OK95 36-29
	KATD 28-24	

AC BREAKER — CHART DEBUT 26

PRODUCED BY PAUL SIMON  
ENGINEER: ROY HALEE

From The Forthcoming Album

GRACELAND

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BRAD MESSER

## CALENDAR

### How Short Is Too Short?

Radio professionals dedicate a staggering amount of effort to making program elements short, shorter, shortest, and some experts say, "If you can't say it in ten seconds, it ain't worth saying it."

The necessity of compressing elements is taken for granted, but does it always make good sense to chop? Can it really be true that people are willing to sit through a one-hour TV show, watch a two-hour movie, or read a book for ten or 15 hours, while anything on the radio that runs longer than 90 seconds will overload our brains so severely that we must punch away to another station?

The question crossed my mind after AP Network News mailed out a publicity flyer about its new program of "information on freshwater fishing techniques for both the experienced and novice fisherman" plus "fishing tournaments and new product releases" and "interviews with celebrity anglers and top-name tournament winners" and "the better fishing holes in the country" and "fishing safety points" and so on and so on.

How long is this new program which covers all those topics? Including intro and outro, "Tight Lines Tips With Sammy Lee" gets cut off after only 45 seconds.

Yes, the AP knows the program biz. Yes, tons of stations will probably be happy to have the little fishing feature.

But in my heart I have some sympathy for poor ol' Sammy himself, with his 0:45 restriction. I gya-roantee he's going to have to write tight to convey just a single very-uncomplicated thought per program.

Confined to a space of 10 or 11 lines, any writer is hard pressed to explain anything even slightly subtle, or to lay down any shades of meaning. As an always-struggling short-form writer myself, I

have great empathy with this "1982 Master Fisherman of the Year" as he tries to explain how to become a pro plug-caster (or master baiter, haha) in his less-than-a-minute. Tough, tough job.

Short-form program creators cringe when the person being interviewed requests a tape of the finished show. Personally, I think I'd rather have a wildfire in my public hair than have to face him with the truth that his 30 minutes of brilliance are going to be bladed down to a few sentences.

A 45-second format is a mighty challenge to any writer who respects his topic and sincerely wants to convey balanced information. No doubt, our friend Sammy Lee will become adept at admitting to his "celebrity anglers" that their interviews will have to be distilled to a single ten-second cut, 15 max.

Hey, programming wizards everywhere, is it really true that the human attention span is so limited?

#### First English Baby in America

**MONDAY, AUGUST 18** — Virginia Dare was born 399 years ago at Roanoke Island, North Carolina — the first English child born in America (1587). Her parents were among 150 colonists who came to settle the New World 33 years before the Pilgrims. No one knows what ever became of Virginia Dare. The colony's ship sailed away for supplies, and when it returned, everyone had disappeared. It became known as the Lost Colony.

**Elvis Presley** was buried in 1977. "The Wizard of Oz" premiered in 1939 starring Judy Garland. The Veterans of Foreign Wars was formed in 1913. A thin cloud layer created the illusion of the sun turning blue over England in 1821.

**Birthdays:** Martin Mull 43. Robert Redford 49. Rafer Johnson 51. Former First Lady Rosalyn Carter 59. Shelley Winters (Shirley Schrift) 64.

#### "USS Constitution" Repelled Cannonballs

**TUESDAY, AUGUST 19** — The historic American sailing ship "USS Constitution" got its famous nickname 174 years ago today, as it fought a battle against a British ship during the War of 1812. When cannonballs bounced off the Constitution, sailors immediately began calling it "Old Ironsides." Actually, the ship isn't iron-plated at all, just well-made of good wood.

**Craig Wendt** went 128 mph on waterskiis in 1979. The World War II B-25 Mitchell bomber was first test flown in 1940. The Daughters of the American Revolution was formed in 1890, with no men allowed.

Full Corn Moon.

**Birthdays:** John Deacon (Queen) 35. Ginger Baker (Cream, Blind Faith) 46. Jill St. John 46. Willie Shoemaker 55.

#### World's Fastest Pistol Shooter

**WEDNESDAY, AUGUST 20** — The fastest shot in the West - or anywhere! - was Ed McGivern, the exhibition pistol-shooter who set the world record 54 years ago today (1932). Fifteen feet away from a one-inch target, he drew and fired five bullseyes in 45 one-hundredths of a second! Then, to prove it wasn't just luck, McGivern fired five more bullseyes, also in less than half-a-second (a Guinness record).

Thirty-three years ago the Soviet Union announced it had the H-bomb (1953). A whale rammed and sank the sailing ship "Ann Alexander" in 1851.

**Birthdays:** Hockey pro Guy Lafleur 35. Craig Nettles 42.

#### Marcos Enemy Gunned Down

**THURSDAY, AUGUST 21** — Philippines opposition leader Benigno Aquino Jr. was shot to death in Manila in 1983. He had planned to run against President Ferdinand Marcos in the '84 election. It is widely suspected that Marcos masterminded the murder. That belief - true or not - contributed to the overthrow of Marcos and helped propel Aquino's widow into the presidency.

Hawaii became the 50th state in 1959. In 1887, Phillies pitcher Dan Casey struck out in the 9th against the New York Giants, inspiring the poem "Casey at the Bat."

**Birthdays:** Archie Griffin 32. Patty McCormack 41. Kenny Rogers 48. Wilton "Will" Chamberlain 50.

#### Satellite Launched From Space

**FRIDAY, AUGUST 22** — The first launch of a satellite from a manned spacecraft was 21 years ago during the Gemini-5 mission (1965). Astronauts Cooper and Conrad remained in orbit eight days, which was the space endurance record back then.

The Victrola phonograph was patented 80 years ago (1906). Ann Franklin became the first female American newspaper editor in 1762, at the Newport Mercury in Rhode Island.

The moon is directly above the equator today.

**Birthdays:** Cindy Williams 38. Valerie Harper 46. Ray Bradbury 66.



ADAM WHITE

## RECORDS

# Again, What Is Jazz?

Will the renewed interest in jazz shown by MCA, RCA and Atlantic, together with ongoing commitments at other majors and, of course, scores of independent labels, return the music to the sales levels it enjoyed in the '70s?

Will jazz gain a more secure, more permanent foothold within the large record companies and the marketplace in general? Or must it take the money and run, accepting that another cycle of neglect will inevitably follow the current fashion?

Perhaps it's foolish to expect too much of panels at seminars and conventions, but I thought that the jazz session during last month's New Music Seminar might have tackled such questions. Instead, it offered the perspectives of many different subsectors of the jazz community — record labels, artists, educators, broadcasting — without much in the way of cohesion or continuity.

"There are 300 public stations across the country which regularly draw between one million and 11 million listeners weekly."

—Al Pryor

Time was also spent discussing what is and isn't jazz, complete with charges by one panelist against musicians who "defect" to make "one-note music" for the sake of commercial success. But a couple of panelists, including WBGO/Newark Director/Special

Projects Al Pryor offered a practical outlook. Talking about how jazz can be sustained and spread over the airwaves, he made the following points:

### Deliver The Sales

• Record companies, performers and all those with a stake in jazz should "use public radio as well as commercial radio." There are 300 public stations across the country, he said, which regularly draw between one million and 11 million

**MCA Impulse!**

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we are proud to introduce pianist henry butler, trumpeter mike metheny and guitarist henry johnson at our gala "house party" to celebrate the return of the impulse! label.

light buffet with wine and beer will be served

monday, june 23rd - 5:00 pm to 8:00 pm

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this invitation will admit one person

listeners weekly. He pointed to WNYC/New York ("one of the largest cumes of any station in the country") and his own station ("the number one AQH in public radio").

• "Treat the music as you would treat any other music, and that means dayparting," Pryor urged programmers. Make use of eclectic formats, he said, instancing KCRW/Santa Monica, a public station which plays "everything from George Benson to David Byrne."

• "Use the idea of performance programming, because jazz is very much a performance idiom." If

that portion of the art form isn't used, Pryor commented, it's not being sold as well as it should. "Connect with performers and promoters, performance organizations, and performance spaces — you'll have a better opportunity to market the music."

Concluded Al, "While you cannot necessarily argue the numbers in jazz, you can argue the quality of demographic. Our demos are 25-54, heavily male-dominated, college-educated, homeowners. They have disposable income. Consider that when you're talking with commercial clients. Tell them that you can deliver the sales."

# MCA's Schultz: Right Impulses

Ricky Schultz, who is leading MCA Records' new assault on the jazz market, believes this is the "the most positive landscape" he's seen in 15 years. An upbeat contributor to the New Music Seminar's panel on jazz, he said, "The music has finally earned some long-overdue and well-deserved respectability."

Schultz also spoke about radio's involvement, as he did several weeks earlier in an interview for this column. "It goes back and forth," he said. "There are a few more syndicators in the fray. The Black and Urban programmers have pulled back a little, but the slack's been picked up by AC and AOR and even, in some cases, pop stations. Something like this is always going to be tied to demographic cycles, and we've all heard the talk about the baby boomers and the yups."

"I've been saying for more than ten years that pop/jazz is really like hip easy listening music, or the new middle-of-the-road music. It wasn't that many years ago that MOR and Easy Listening were largely dominant formats, responsible for radio dynasties in many markets and for sales of millions of records by artists like Mantovani and Andre Kostelanetz. I believe such artists as Grover Washington, Bob James, and Earl Klugh are more evolved and beefier players, but there are definite similarities. The Windham Hill phenomenon, New Age, relaxation music — it can all be tied in closely with population and demographic cycles."

### Major Market Bridge

Ricky says he's felt for some time that as the population grayed, "We were going to see the return of an MOR format. I think pop/jazz will have a place in that format, just as Jazz and Big Band did on the old MOR. In fact, it may become the bridge for a programmer in a major market who wants to reach a total adult audience which can draw from black and white."

Ricky confesses some puzzlement over AC's reluctance to play



Ricky Schultz

artists like Klugh. "He's perhaps the most middle-of-the-road artist recording today, but I can't figure out why he's never really had an AC hit yet. Earl or Bob James, for example, are so compatible with the format. The same applies to a melodic Larry Carlton or Pat Metheny track. I'd like to see AC programmers being pitched on a regular instrumental tracks on a regular basis."

There are a number of broadcasters who are seizing the opportunities, in Ricky's opinion. He instances KIFM/San Diego, which has had "extraordinary success with its 'Lights Out' show that's become the nighttime programming. Now they drop in two or three instrumentals an hour during their daytime AC programming. Like a Carlton, Klugh, James, Dave Grusin. It makes a very listenable mix."

### Artist Acquisition

In terms of MCA jazz, Ricky is pleased about the market penetration and chart success the division is beginning to attain, and about the artist acquisitions of the past six to eight months. Yellowjackets, George Howard, Benard Ighner, John Klemmer, and John Chiodini

have been signed. "We also now have Larry Carlton for a dual, longterm agreement," says Ricky. "to do electric-crossover records on MCA proper as well as the Master series."

New to Zebra is Brazilian singer Kenia, and at Impulse, pianist Henry Butler and trumpeter Mike Metheny (whose debuts for the label were released recently) have been joined by guitarist Henry Johnson. Also signed to Impulse: Michael Brecker.

On the reissue front, 12 Impulse titles have been shipped, as well as CD-only John Coltrane package. Planned for the first quarter of '87 is a Decca series, and before the end of that year, according to Ricky, "I hope we'll go all the way back and do a Brunswick series."

### A Jazz Umbrella

Crusaders Records, now a joint venture between MCA and Crusaders Productions, is returning — first with reissues of its audiophile titles from the early '80s, then with several new artists. And there is MCA's production deal with Kareem Abdul-Jabbar's Cranberry Records. This calls for up to three albums a year, and for Kareem to be involved in up to two compilations a year of MCA jazz.

Says Ricky, "In addition to the operating freedom that MCA has given me and my staff, they've really responded like champs to our recommendations and suggestions, such as making a real commitment to quality in pressing and cassette quality."

"You might think of our division as an umbrella, under which we have the MCA pop/jazz roster, Impulse, Zebra, Crusaders, a few titles with Kareem's deal, and all these wonderful catalogs. And if we have success with the program, it's hoped we'll be able to demonstrate that jazz, when managed properly and intelligently, can be an additional profit center at every major record company, and that it should not be ignored."

# Musicians Wanted

That so many record companies are run by lawyers and accountants is a lament you hear at every music industry convention. But Manhattan Records President Bruce Lundvall took it to a different type of audience, when he gave a speech earlier this year at the Berklee College of Music in Boston.

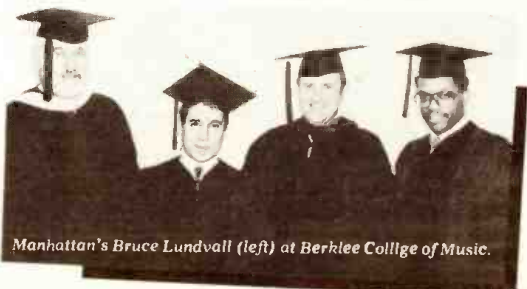
Musical insensitivity in the middle and senior ranks of most labels is one of the reasons for the industry's "serious problems" today, according to Lundvall. "Only two of the six major record labels have shown a profit in the last two years," he said. "Most of the entrepreneurial independent labels like Motown, A&M, Chrysalis, and Island have had to make distribution arrangements with the giant conglomerates to survive."

"Classical music, jazz, blues, musical theatre, and other more sophisticated musical genres are mainly the domain of smaller, specialized labels. And when they are supported by the majors, it's usually with a kind of 'lip service' support geared to show a touch of class to the corporate brass, rather than as a serious roster endeavor."

### A Brighter Day

The Manhattan chief was positive about the "courageous business and creative risks" the industry takes with new artists, while suggesting that the success rate with such talent might be higher "if there were more real musicians in A&R departments."

Lundvall did talk about other, more upbeat aspects of the business — its "swift, unselfish" support of fundraising efforts to help the underprivileged and hungry people, the "space-age technology" available to today's musicians — and stressed its career opportunities. "If you persevere, you'll get in. And one day we may have people working for music companies who can actually read music as well as financial statements. That will indeed be a brighter day for the creative and business well-being of our industry."



Manhattan's Bruce Lundvall (left) at Berklee College of Music.



JOEL DENVER

THE MAILBAG

The Emotional Trauma Of Being Fired

Nothing quite comes close to the mental anguish sparked by losing a job. Attached to that paycheck is your security and that of your dependents. Everyone in radio or records knows that being fired comes with the territory. But that still doesn't lessen the pain.

A few weeks ago (R&R 7/4) former WZZR/Memphis PD Steve Kelly contributed a heartfelt article about being fired. Since then a couple of letters have crossed my desk, which I thought were worth sharing:

Dear R&R:

I'd like to address Steve Kelly's column in R&R. First, let me say from experience that Steve's comments were right on target. When I was PD at WHBQ/Memphis and RKO decided to switch it to News/Talk, I found myself on the beach for the next six months. With a wife, two kids, and a baby on the way, those were the longest six months of my life. Thanks to a positive mental attitude, a supportive wife and, as Steve pointed out, the occasional dinner and movie out, I made it through and ended up with a great job at a great company.

My purpose here is to speak to my fellow PDs and OMs, and those

"The gutsier I got in trying to reach those in loftier positions, the greater the degree of professionalism."

—Mike Scalzi

fortunate enough to be working, about how we treat those who apply to us for jobs. Please put yourself on the other side of the desk for a minute.

During my six months of unemployment, I worked from 9am-5pm Monday through Friday looking for a job, typing letters, mailing resumes and even airchecks. I was determined to get a great job.

In my telephone travels across the country, I came in contact with a range of radio folks: from the ones who never returned any of my phone calls, never answered any of my letters, or were "just too busy" to talk to me to those peers and upper management folks who would talk with me and offer advice or a lead or two. It was amazing. The gutsier I got in trying to reach those in loftier positions, the greater the degree of professionalism. No wonder they are where they are.

The long-winded point I'm trying to make is this: We all get a ton of jerks applying for jobs. You can us-

"The professional presentation with two or three follow-up calls or letters deserves the courtesy of a response, be it letter or phone call."

—Mike Scalzi

ually spot those by the handwritten cover letter on notebook paper (often in pencil), the cheapo quality cassettes used for airchecks that make listening impossible, and the lack of a follow-up call. I'd write 'em off too. But the professional presentation with two or three follow-up calls or letters deserves the courtesy of a response, be it letter or phone call.

Knowing I had a baby on the way and hoping for a reply to one of the hundreds of presentations I'd mailed out, only to find an empty mailbox on a Friday, really made for some very long walks back to the house. This is a great business, and I wouldn't want to be in any other. But we, as employed broadcasting professionals, need to show a bit more compassion to those who may not have great gigs but are still good people!

Answer those applications and take follow-up calls. Be a friend to someone who may really need to talk to you, who may need that Friday afternoon boost to keep going after a job next week.

To all of my fellow broadcasters who helped me when I was unem-

ployed, I want to express my thanks. I'll always be grateful. To those who were "too busy," I hope you never have to make that phone call or write that letter looking for work yourself.

Best regards,

Mike Scalzi, OM  
WAVZ & KC101/New Haven

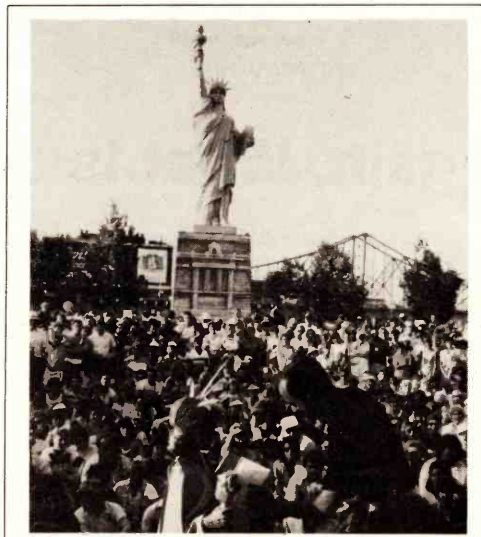
Now here's a letter from someone who's not working fulltime but is stretching to make ends meet as a parttimer. Between working at Country WMZQ/Washington and CHR B104/Baltimore (60 miles one way from his Fairfax, VA home), J.R. Russ is able paying rent and cover a few other living necessities. What's not in his budget are the expenses incurred while finding a new job — long distance calls, postage, and travel expenses.

Dear R&R:

The article contributed by Steve Kelly was really on target. Unfortunately, you can tell Steve has been "on the beach" at least once. He offered good tips to those who will be terminated and reinforced the actions of those who are there now... like me.

I thought I'd take it a bit further and talk to the people doing the hiring — the PDs and GMs. Steve says "keeping top-of-mind awareness with a potential employer takes... regular contact. They'll appreciate your interest as long as you don't become a pain in the ass." Oh, what a fine line that is!

"Honesty is the best policy," says the Golden Rule. If you're in control of a station, please practice it. You are screwing with people's lives! I have been in three situations where I was told things were going okay (one GM even memomed me on how great I was doing), only to be out in less than six weeks in each case. One station even had



GIVE ME YOUR LOOKALIKES — KHTR celebrated the 4th of July with a Statue Of Liberty lookalike contest at the St. Louis fair, which drew over three million people. Here's morning man Chuck Buell awarding \$103 to the winner.

"Honesty is the best policy. If you're in control of a station, please practice it. You're screwing with people's lives!"

—J.R. Russ

jingles cut for my replacement a month in advance of my departure.

The same goes for people contacting you for work. Try to take a call, especially if it's long distance, and determine if you're interested. If you want a tape at that point, ask for it and try to reply quickly. Phone calls, tapes, labels, stationery, and postage all cost money. If you wouldn't hire the person if he was the last jock on earth, tell him. Be diplomatic, but say it. It will save him money on phone bills and be less bother for you.

By the same token, if you are interested in someone, lay out the situation as best you can. Remember, a positive response on your part builds hopes on his part. If you like him, say so; if not, say so. I have the pleasure of working for Steve Kingston at B104 on a swing basis. He's one of the few PDs I know of who tells you exactly where you stand and is still compassionate enough to understand what being blown out does to your life.

I also want to point out a few job searching tips. If you can, use a computer with a word processing program. It allows fast changes on resumes and generates personalized cover letters to PDs and GMs. It can even generate labels for your cassettes. A computer can also be tax deductible depending on how it's used in your business.

Ask recording studios where they purchase their bulk cassettes. I get high quality C-20s for 31 cents each by the hundred — less expensive, better quality than most, and

lighter in weight to cut down on postage. You might want to invest in a flyer to announce your availability. Anything you can do to be remembered is not a wasted effort.

Finally — don't give up. A friend once said, "How can you take the constant rejection?" I answered, "For all the people who don't like you, it only takes one who does and you're on your way."

Sincerely,

J.R. Russ

Editor's Thoughts

Since the first of the year, we've been facing what I consider one of the slowest periods in job openings. While in many respects that's a positive, a lot of very qualified programmers and air personalities have been sitting on the sidelines.

Why? There seem to be fewer kneejerk reactions to one bad ratings book. Chalk that up to the monthlies, which give a programmer and manager a chance to note a trend and take corrective measures where needed.

Another job crunch factor is the number of stations that have switched to satellite-delivered formats. And the most recent wrinkle is the change in the simulcast laws. It's cheaper to take a Class III or Class IV AM and simulcast it with your FM than to hire a separate staff for non-simulcast hours.

When I went to traffic school once, the instructor asked who in the class rode a motorcycle. His response was, "You're either in one of two categories: those who have fallen or those who will." I'm not trying to be fatalistic but in this business, you've either been fired or will be.

There's no shame in being blown out. But once you're back on your feet, remember to be helpful and kind to those who are "sitting this dance out."



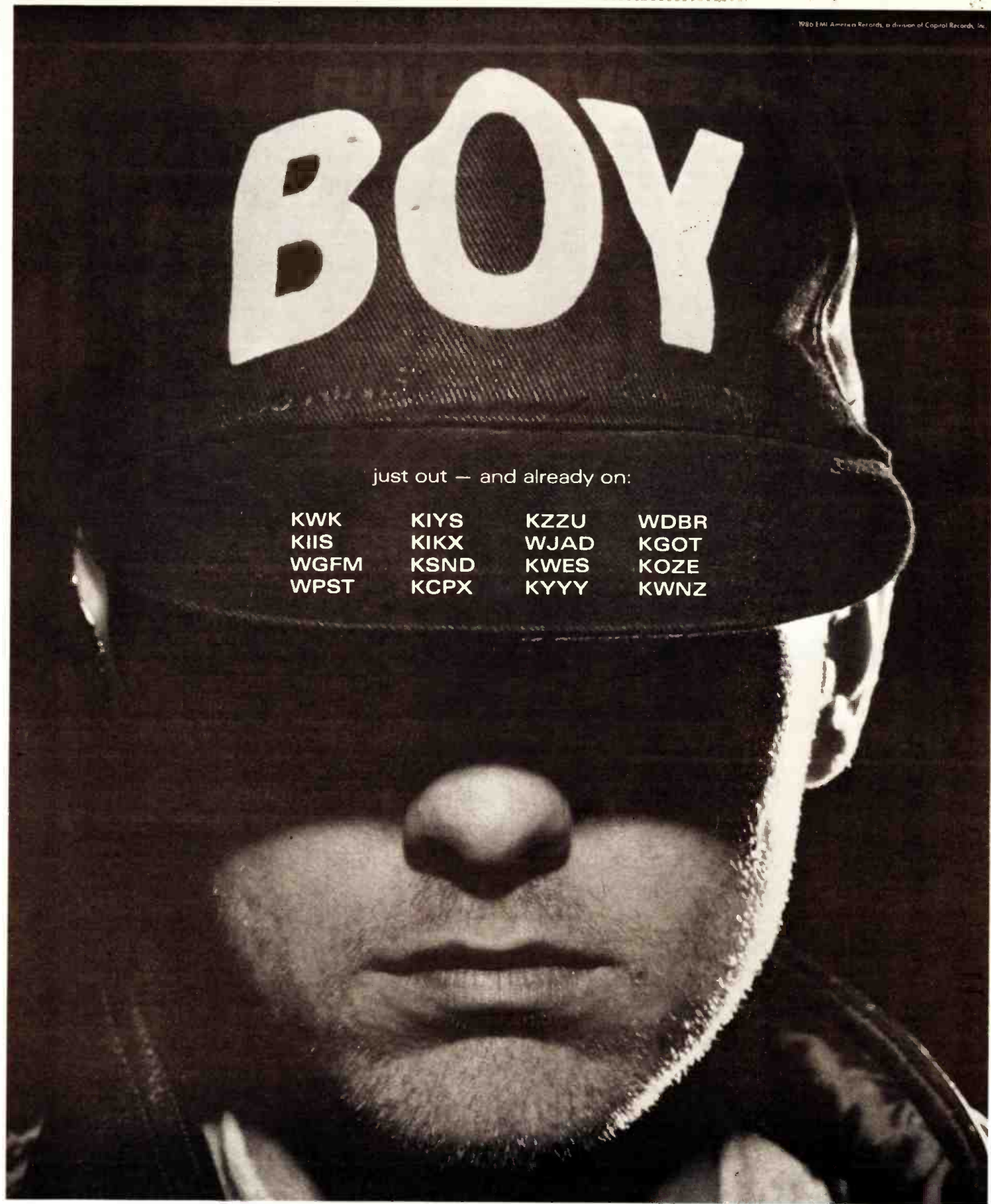
PASS OVER THE MONEY, HONEY — WZZP/South Bend ran a "Free Money" promotion. Winners really got into the act when they visited announced weekly locations, asking "Where's My WZZP Free Money?" One giveaway featured morning man Gary Green (l) with news personality Beth Martin handing out cash from a rollaway bed in a local park.

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# BOY

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# CONTEMPORARY HIT RADIO

## MOTION

Charlie Wolf, last at Laser 558, lands a night slot at Radio Mercury/Surrey, England . . . SLY96/San Luis Obispo names night personality **Darren Silva MD** . . . KNBQ/Tacoma-Seattle ups weekend **Von Williams** to nights. **Alex Darby**, formerly of KPLZ across town, takes weekends . . .

**Kidd Nordhoff** (now **Kidd Kelly**) joins KSMK/Flagstaff, AZ for 7-midnight . . .

WKZ/Chambersburg PD **Rick Alexander** teams up with afternoon driver **Lisa Harding** to form a new morning team . . . WGLF/Tallahassee PM personality **Steve Ocean** is named MD . . .

Y94/Fargo MD **Jason Palmer** exits; PD **Stan Main** will be handling music . . . **Beau Richards** is the new PD at KHYT/Tucson.

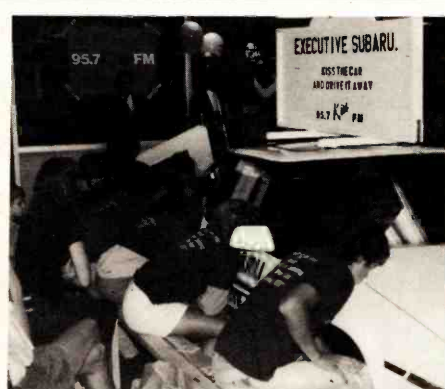
## BITS

• **San Francisco Journey — Q102/Cincinnati** is celebrating **Journey's** 1986 tour kickoff concert in San Francisco by flying in two lucky listeners. The random drawing winners will spend the whole weekend in the Bay Area, taking advantage of meals, shopping sprees and transportation provided by Q102. Of course, the trip's highlight will be the concert, complete with backstage passes and post-party invitations.

• **Pull A Late-Nighter — WMMJ/Cleveland** and **Wendy's Hamburgers** are sending two listeners on a "Late-Night" weekend in New York. They'll receive hotel accommodations at the Essex House, tickets to **David Letterman's** show, and dinner at New York's **Hard Rock Cafe** among other nighttime activities.



**MAD ABOUT BELINDA** — **Belinda Carlisle** visited the B94/Pittsburgh studios to promote her hit single "Mad About You." She's pictured here with B94 PD **Nick Bazoo**.



**APPLY LIPS HERE** — **WKSS/Hartford** added a little flair to the usual "hands-on" approach in its "Kiss The Car" promotion. **CNN, USA Today, "Good Morning America,"** and **RKO TV** helped cover the action as contestants kissed the time away in their quest for a new Subaru. Shown (left pic) are the finalists in action; (right pic, bottom row, 1-3) **WKSS's** **Bob Mitchell** and **Mike Silverman**, an Executive Subaru staffer, **WKSS's** **Brian Meany**, and another unidentified Executive Subaru employee. The winning time was 89 hours, 29 minutes.



**CAN I HAVE THEM ALL?** — **KIIS/Los Angeles's Rick Dees** announced the morning team was going to Mexico and invited everyone to come along. Over 300 listeners won a free trip to Mazatlan, where the morning show was broadcast live daily. Featured guests included the mayor of Mazatlan, strolling mariachis, and local residents. Here's **Rick** (top row, center) with just a few of his listeners.



**A NEW HOME** — **WVIC/Lansing** awarded **Kathy Hovorka** a 1986 mini-motor home, one of the prizes featured in its catalog sweepstakes contest. **Kathy** heard her catalog number announced on-air and called in to win. Promotions Director **Brian Sanderson** was the lucky staffer who got to hand over the prize.



**DIVING FOR A WINNER** — **WILL/Willimantic, CT** gave away a 24-foot above-ground swimming pool by drawing the name from a floating entry box. Evening personality **Wayne Norman** did the honors by diving underwater and blindly choosing a name. Here he is announcing the winner.



**DIDJA GET ENOUGH?** — This lucky person was the winner of **94Z/Raleigh's** "\$94,000 Run For The Money" promotion. Upon hearing the "94Z Money Song," designated callers won \$100 and registration in the drawing. Given one trip and 94 seconds in the cash-filled bank vault, the winner emerged with \$16,489.



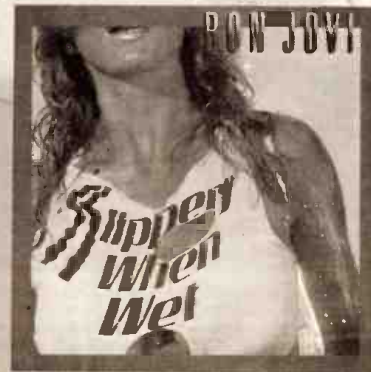
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STEVE FEINSTEIN

WINNING THROUGH INNOVATION

# In Praise Of Alternative Formats

This is a celebration of all the creative AOR programmers who have triumphed by crafting their own new, innovative formats. Three cheers also for the enlightened managers and owners who have exhibited the foresight, courage, and patience to provide programmers the opportunity to develop these unique formats.

I'm referring to stations that have "boldly gone where no station has gone before": stations such as KROQ/Los Angeles, WXRT/Chicago, KINK/Portland, KNAC/Long Beach, and KCFX/Kansas City. These stations didn't wait for a new direction to work somewhere else before they tried it. They were either the first, or among the first, to take the plunge. They made it happen themselves, got results, and became a model for other stations.

The benefits of these innovative formats are many:

- 1) Innovators profit by carving a unique niche in the listeners' and advertisers' minds. Once they own such a position, it's damn difficult for a competitor to co-opt it from them.
- 2) Their success helps advance the radio industry overall by providing operators with a longer list of viable formatic options to employ.
- 3) The public is better served by a wider diversity of choices on the radio dial. In a market that's three-deep in mainstream AORs, ACs, or CHRs, the listener wins when one station tries something with a different twist.

"You can't own a market position unless you have the guts to carve out a niche for yourself."

4) Advertisers can target their messages more effectively when formatic lines are clearly drawn among stations. A unique-sounding station is likely to attract a more specialized audience segment.

5) A greater array of unique formats means that music by new, innovative artists has a better chance of getting airplay. Otherwise, when a market has only a limited selection of rigidly-defined formats, trailblazing often falls between formatic cracks. For instance, how many record promoters have been frustrated when an act is judged "too soft" by AOR, yet "too rock" by AC, "too pop" by AOR, or "too offbeat" by CHR? When cutting-edge artists have a forum for airplay, both the radio

and record industries profit — those very same artists often join the ranks of mainstream superstars.

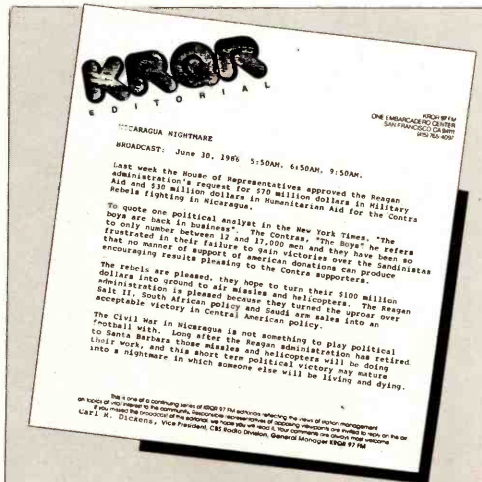
Let's look at some of the AOR-based "minority" formats that provide evidence, in varying degrees, that taking an alternative route can pay off:

1) **Modern Rock:** KROQ, even though off a bit this spring, is still the 12+ leader in a hotly competitive market . . . and it's done virtually nothing on promotion. In San Diego, 91X tied powerhouse KGB 12+ in a book that had both stations going up. WLIR/Long Island had its best numbers in years, notching a 2.0 on the Island and a .8 in New York City. With this format consistently breaking so many superstars before CHR or AOR over the years, it's surprising so few stations have given it a shot.

2) **Progressive:** WXRT and KBCO/Denver, both independently owned, continue to prosper in the face of competition from corporate-owned rivals. Every bit as encouraging has been the modest, yet consistent, ratings growth of recent progressive start-ups such as KKCX/San Francisco and WMRV/St. Louis. These stations' demrys are mostly 25+, seeming to indicate that at least a segment of that audience enjoys an alternative approach.

3) **AOR Gold:** Skeptics say that "Classic Rock" and "Classic Hits" stations will burn out because they can't stay fresh via the infusion of new music. Proponents say these stations will survive by rotating their libraries correctly and adding compatible currents. Either way, their 12+ and demographic showings have been mighty impressive, and are among the best evidence yet that trying an innovative tack can put a station on the map quickly.

4) **Soft AOR:** KINK is firmly established, while (consultant) John Sebastian's New AC format and CBS's updated versions of mellow rock in Los Angeles and Boston indicate that there are other believers in the delivery that cross-breeds AOR's depth with AC's texture. These attempts, which propose there is a significant number of 25-40 year-olds who have grown up with but then out of mainstream AOR, are positioned between AOR and AC — much the same way Format 41 is niched between AC and Beautiful Music.



## In One Station's Opinion. . .

It's all too rare to see music radio stations run editorials on controversial issues. CBS AOR KRQR/San Francisco does, and its pieces are anything but wishy-washy. For instance, one editorial lamented the House of Representatives voting to send \$100 million to the contras in Nicaragua: "The civil war in Nicaragua is not something to play political football with." Another piece criticized California Governor George Deukmejian for vetoing a program to fight AIDS: "We send millions of dollars to insure some people will die (in Nicaragua), but not one cent is set aside for the preservation of life. When life, health, and peace become politically sensitive issues, perhaps we can count on our government to do the right thing."

It's CBS policy for the company's stations to editorialize, and recently-appointed Carl Dickens is the latest in a line of KRQR VP/GMs to do so. He explains, "We feel that being a part of the community, we should take stands on issues and voice opinions. It stimulates thought and creates dialogue in the community. That's part of our job as broadcasters."

Each editorial is read three times by Dickens during the same morning drive shift. Listeners' replies are also run in morning drive. The station isn't required to clear the pieces, which are written by News Director Michael Knight, with CBS corporate.

If you're skeptical of an AOR audience's interest in hearing editorials, Dickens, whose background is in News radio, says, "You're misreading the AOR audience. It's a very issue-oriented and concerned audience. They're upwardly-mobile and educated 25-34 adults who profile the News/Information listener except they're younger."

Bravo to KRQR and other AORs who refuse to underestimate their audience's intelligence.

Oh . . . and needless to say, responsible representatives of opposing viewpoints to this article are invited to reply.

5) **Hard Rock:** KISS/San Antonio has found success by staying loud and proud even while mainstream AORs softened up. Now KNAC, with a limited signal out of Long Beach, has put itself on the ratings map in Los Angeles with its "pure rock" crunch. KNAC scored a 1.2 share in Los Angeles this spring, actually topping KMET in adults 18-24. The "R.P.M. (Real Precious Metal) Show" that's brokered on 3kw Chicago suburban station WVVX gets impressive teen numbers at night. Next test — the Satellite Music Network's 24-hour "Z-Rock" channel, scheduled to debut shortly.

It's relatively easy to adopt an established, tried-and-true format. You can assemble your music by hiring a consultant who'll provide a master list and weekly sugges-

tions. If you go it on your own, there's auditorium music testing, callout research, trade paper charts, and your own judgment and expertise. The bottom line is that a straight-down-the-middle approach enables you to use a particular format's commonly accepted musical parameters. On the other hand, a programmer who stakes out off-the-beaten-track musical territories has to rely even more on his own musical instincts. He has to do more listening and make more independent choices since there are no statistics to help guide him.

There are extra-musical ways to separate yourself from the pack as well, such as employing one-of-a-kind personalities. WXRK/New York's Howard Stern, DC101/Washington's Greaseman, and



**NAME THAT TUNE** — WRDU/Raleigh's Sock Hop at a local club featured fun and games for oldies buffs. The winner of a "Classic Rock 'n' Roll Clip" song-identification game took home a pair of restored vintage Mustangs, and a costume contest saw a Buddy Holly lookalike win 106 classic 45s. From left, staffers Bob Robinson (in shades and sleeveless T), Tom Guild, Bob Walton, Ben Ball, Gayle Rancer-Sherr, Steve Reynolds, and Kevin Silva.

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# In Praise Of Alternative Formats

Continued from Page 42

WLUP/Chicago's Jonathan Brandmeier and Steve Dahl & Garry Meier transcend music, formats, and perhaps even the medium of radio itself. Of course, finding these amazing performers is tough, and giving them the room to develop requires as much guts and patience as taking a chance on a new format.

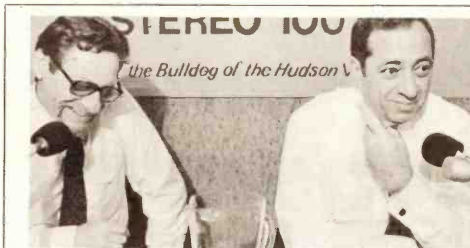
I'm not proposing either that an alternative approach is the only way to go. Actually, a mainstream position is usually the smartest move, particularly if you're the first and only AOR in a market.

But if you're going to be the second or third rocker in a market that already has a tenured AOR without any gaping vulnerabilities, you'd be wise to consider counter-programming it with a clear, coherent alternative. It's not enough to adopt a few fashionable positioning statements and pretend to be different. You've got to be genuinely different enough to generate word of mouth. By the way, I can

appreciate how the escalating prices of radio properties with the attendant debt service makes many owners reluctant to try something new.

However, let's remember which station reportedly sold for more than any other in history — KROQ, where a band of radio renegades overcame the most adverse legal and financial circumstances to triumph by going against the grain of common programming wisdom.

If no one had ever taken a chance... if management at KROQ and these other innovative stations had said "show me where it's already worked," these formats would have never blossomed. Stations that now have solid market positions might still be doing "me too" formats and waging expensive marketing campaigns that cut into the bottom line. There's a lesson to be learned: In many cases you can't own a market position unless you have the guts to carve out a niche for yourself.



**THE GOV SPEAKS** — Jerry Gilman (left), GM of alternative WDST/Woodstock, hosted a live on-air news conference with New York Governor Mario Cuomo (right).



**YOU CAN ROCK CITY HALL** — Buffalo mayor Jimmy Griffin cut some IDs for the city's newest attraction — AOR WBVR. Production Director Tom Tiberi (left) congratulates Hizzoner on joining the upper demo listeners who are making the switch to "The Bear."

## SEGUES

The Satellite Music Network's hard rock "Z-Rock" channel, scheduled to debut next month, has hired Wild Bill Scott to be evening man and MD, while Sam Freeze from KNAC/Long Beach joins for afternoons. Scorchin' Scotty moves from weekends to evenings at KNAC.

WIYY/Baltimore is no longer consulted by George Harris... KLBJ-FM/Austin pacts with Jeff Pollack for advice.

Steve Cormier, who joined WIZN/Burlington as MD last week, has been

apped to PD... WXKE/Ft. Wayne MD Hal Brand exits... WQBK-FM/Albany MD Peggy Apple leaves to return to school.

Jack Snyder rejoins KMET/Los Angeles for overnights, replacing Pat Martin, who moves back to KGB/San Diego for parttime work... Derek Benson from cross-town WRKR takes over WQFM/Milwaukee early nights from Scott The Kid... Beth Nelson moves from KZEP/San Antonio to mid-days at neighboring KESI... WRK1/Danbury mornings go to Dale Reeves,

who'll also continue working with the American Comedy Network...

Denise Westwood joins KNX-FM/Los Angeles weekends... Former WYSP/Philadelphia ace Pam Merly is now weekendening at cross-town Country WXTU, while Jerry Ahear — also ex-YSP — is part-timing at AOR rival WIOQ.

KJSJ/San Jose Promotions Director Nate Deacon exits... WRCN/Long Island's new Promotions Director is Tom Calderone from WGR/Bufalo.

## RADIO ACTIVITY

### KSRR's Astrodome Air Raid

You're at the Astrodome in Houston. When an Astros-Phillies game ends, thousands of people in the stands start throwing paper planes toward the field. Have they taken leave of their senses?

Not really. It's all for a good cause. The "KSRR/Astros Paper Plane Toss," which generated \$10,000, was a stunt to raise money for the American Diabetes Association. Those donating 50 cents to the organization received a combination entry blank and paper plane. They filled in the form, then tossed the plane in the direction of two new vehicles placed in the middle of the

playing field. The persons whose planes landed in or closest to the car and truck won one of them. Players could also aim for five targets scattered around the field which represented round-trip airline tickets to one of 90 cities.

### KMET Summer Sets

KMET/Los Angeles is doing "Summer Sets" at the top of every hour, with jocks choosing three songs in thematic sets that may or may not relate to summer. Some are hilarious. When former Miss America Tawny Little rejoined a local TV operation as co-anchor, PM driver David Perry apparently was skeptical of her journalist credentials. He welcomed her back by playing "Stupid Girl," "You Got Lucky," and "Dirty Laundry."

### WRDU Beats The Heat

During the drought in the Southeast, WRDU/Raleigh helped its listeners "Beat The Heat" with cool tunes and prizes. Whenever it played a Xmas tune, the station gave away ice cream and a Smuckers sundae kit. It also handed out "Drought Survival Kits:" two quarts of distilled water, wet naps, Pepsi, deodorant, free car wash tickets for when the drought ended, and a shower timer so citizens could make sure they adhered to a four-minute limit on showers imposed by local authorities.

### Kudos

The readers of a Twin Cities weekly, City Pages, voted KTCZ/Minneapolis

their favorite radio station... Readers of the upscale Washingtonian magazine picked Classic Rock WCXR their favorite Pop & Rock station, and their second favorite overall to full-service AC WMAL... AM AOR KRXX/Eugene received a gold medal from BPME (Broadcast Promotion & Marketing Executives) for a series of cartoons featuring a character called "Rock Dog," a fictional canine who works as a parttime jock for the station. The cartoon, which appears in a local weekly, is drawn by KRXX Promotions Director Paul Oilswang... CFNY/Toronto was the only Canadian station to pick up an award at the International Radio Festival of New York. It won a gold medal in the station promotions category for a mosquito repellent spot...

WLUP/Chicago afternooners Steve Dahl & Garry Meier, whose show has recently expanded an hour later to 2-6pm, took 20 listeners with them on a cruise to Alaska aboard the Royal Princess luxury liner... WCCC/Hartford morning men Rick Shannon & Sudd Coleman drew 2000 fans to a "Those Dudes" listener appreciation party with three local bands.

Coming Next Week: The Spring '86 Ratings Scoreboard Extravaganza, including breakouts for all rated AORs and tallies for the format overall and key consultants.

GEFFEN RECORDS AND THE BAND IT BITES PROVE

# One Picture Is Worth 80 Cameras

### IT BITES ENTRY FORM

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STATION: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_

PLEASE ATTACH YOUR LIST TO THIS FORM & MAIL TO:

**IT BITES CONTEST**  
c/o RADIO & RECORDS  
1930 CENTURY PARK WEST  
LOS ANGELES, CA 90067

### "It Bites" Contest Rules

- To enter, list as many wrong or different things you have found in the graphics of the It Bites album jacket. Print your name, address, zip code, radio station, title and phone number on the entry form, with attached list of errors and send to: IT BITES CONTEST c/o Radio & Records 1930 Century Park West Los Angeles, CA 90067
- No mechanically reproduced entries are permitted.
- Enter as often as you wish. Each entry must be

- mailed separately.
- Winners names will be drawn at random.
- Grand prize winners will be notified by phone.
- No substitution of prizes. Prizes are non-transferable.
- This contest is open only to program directors and music directors who are citizens and residents of the United States.
- Employees, independent contractors, agents or representatives of The David Geffen Company, Geffen Records, Warner Bros. Records, Radio and Records and affiliated companies are not eligible.

- There will be eighty Grand Prizes, consisting of one Polaroid "Spectra-System" Camera, accompanied by the It Bites Compact Disc. Estimated retail value of each Grand Prize is approximately \$175.
- The number of Compact Discs awarded will depend on the number of correct entries received. The estimated retail value of each Compact Disc is \$15.
- No purchase necessary.
- Offer void where prohibited by law.
- Odds of winning depend upon the number of entries.
- Winner is responsible for all taxes on prizes.
- Winners names may be obtained by sending a self-

addressed, stamped envelope to:  
Geffen Records  
9130 Sunset Blvd.  
Los Angeles, Ca. 90069  
ATT: It Bites Contest

- Entry forms with list of errors must be received by midnight, Monday, August 25, 1986.
- Geffen Records or Radio & Records is not responsible for lost or damaged entries.
- All interpretations, rulings and decisions by Geffen Records are final.
- Winner will be required to consent to use of name and likeness for publicity and advertising.



LAST CHANGE TO ENTER



**WESTWOOD ONE RADIO NETWORKS**

P R E S E N T

# EMERSON LAKE & POWELL

## ON TOUR

*August*

- 8/15 El Paso, TX
- 8/17 Norman, OK
- 8/19 New Orleans, LA
- 8/20 Houston, TX
- 8/21 Dallas, TX
- 8/23 San Antonio, TX
- 8/24 Austin, TX
- 8/26 Kansas City, MO
- 8/27 St. Louis, MO
- 8/28 Nashville, TN
- 8/30 Memphis, TN
- 8/31 Louisville, KY

*September*

- 9/01 Cincinnati, OH
- 9/03 Toronto, Canada
- 9/05 Montreal, Canada
- 9/06 Quebec City
- 9/08 Ottawa, Canada
- 9/11 New Haven, CT
- 9/12 Philadelphia, PA
- 9/13 East Rutherford, NJ
- 9/15 Portland, ME
- 9/16 Mansfield, MA
- 9/17 Providence
- 9/19 Largo, MD
- 9/20 New York, NY
- 9/22 Pittsburgh, PA
- 9/23 Cleveland
- 9/25 Charleston
- 9/27 Hampton, VA
- 9/28 Richmond, VA
- 9/30 Johnson City, TN

*October*

- 10/02 Atlanta, GA
- 10/03 Jacksonville, FL
- 10/04 Lakeland, FL
- 10/05 Miami, FL
- 10/12 Charlotte, NC
- 10/14 Greensboro, NC
- 10/17 Detroit, MI
- 10/18 Indianapolis, IN
- 10/19 Chicago
- 10/21 Madison, WI
- 10/22 Milwaukee, WI
- 10/23 St. Paul, MN
- 10/25 Denver, CO
- 10/27 Salt Lake City, UT
- 10/28 Albuquerque, NM
- 10/29 Tucson, AZ
- 10/30 Tempe, AZ

**More dates to follow!**

Fasten your seat belts. We're at it again! The Westwood One Radio Networks continue to take the best in live concert entertainment from the radio to the road...

Announcing the spectacular return to the live concert stage of Emerson, Lake and Powell. Beginning on August 15th in El Paso Texas, and continuing for 65 incredible dates throughout the remainder of 1986. The legendary compositions and concert artistry of Keith Emerson and Greg Lake, now joined by drummer Cozy Powell, will rock America's concert halls to their foundations.

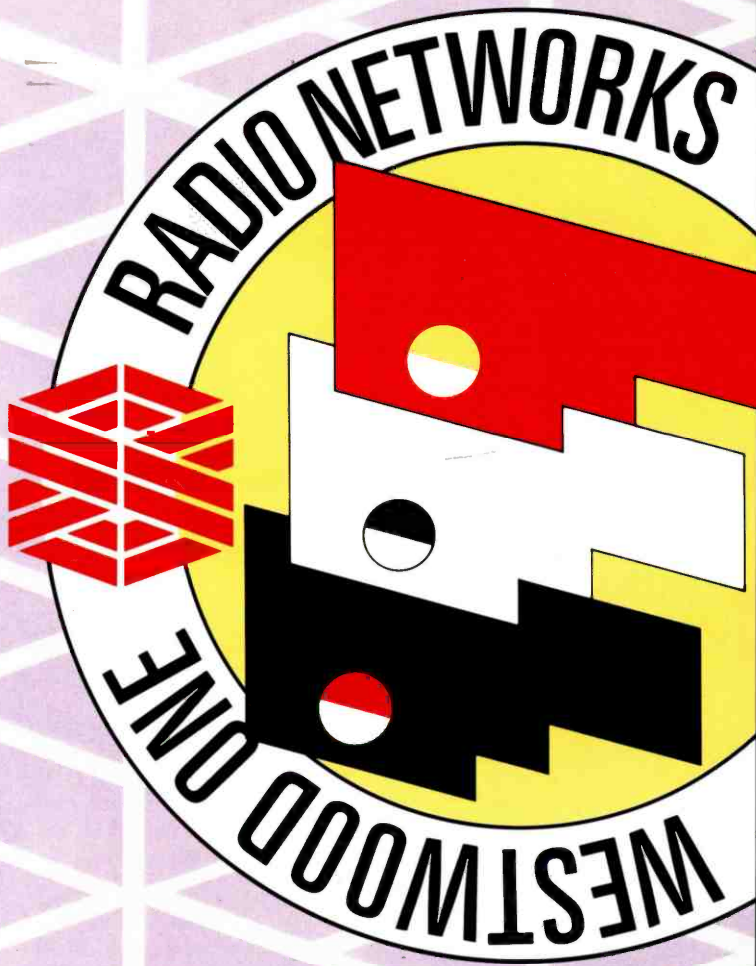
The unmistakable sound of Emerson, Lake and Powell, projected through a massive sound system and augmented by a state-of-the-art light show, will bring concert goers to their feet. And Westwood One will be there all the way, committing all of the resources unique to a Westwood One tour sponsorship: Local station promotions, E.L.P. Tour Updates in appropriately-formatted regular programs, an hour-long E.L.P. music and interview special and, of course, a spectacular concert broadcast.

Emerson, Lake and Powell. They're coming your way this fall. On the radio and on the road. From the leader in media-driven concert tour sponsorships - Westwood One.

For more info, contact your Station Relations Representative at (213) 204-5000.



**WESTWOOD ONE  
RADIO NETWORKS**



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**EMERSON, LAKE & POWELL**

**TOUR '86**



WESTWOOD ONE RADIO NETWORKS

# MEDIA-DRIVEN MUSIC MARKETING

$$E^m = mc^2$$

EMPHASIZE THE MEDIA  
TO MAXIMIZE THE CONCEPT



That's our formula. And Westwood One delivers. Converting your target audience into sponsor-knowing, brand-buying consumers. As your collaborator in musical tour sponsorship, we'll put our voice behind your promotion. And our voice has the ear of America.

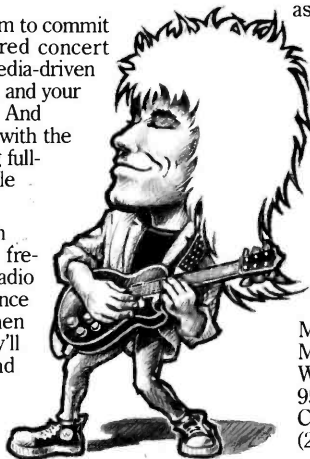
With over 5000 radio stations airing Westwood One programming, you'll have the benefit of more outlets than all other radio networks combined. Westwood One is, by far,

the largest source of exposure in U.S. radio, with 40 regularly-scheduled programs.

As the only national broadcast medium to commit its resources to nationally-sponsored concert tours, we create and implement media-driven support programs that make the tour, and your sponsorship, appear bigger than life. And our Music Marketing experts travel with the tour to handle every detail, including full-scale field coordination at every single concert date.

A collaborative tour sponsorship with Westwood One harnesses the reach, frequency and promotional power of radio (both nationally and locally). And since our programs air everywhere, when your tour is playing in Boston, they'll know about it in Bakersfield. And they'll know *who's* sponsoring it.

Westwood One has revolutionized the sponsor/artist/tour process



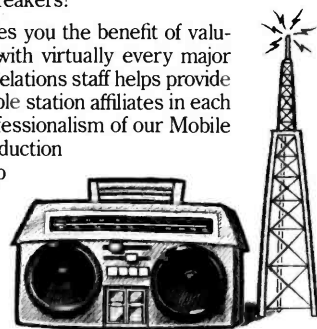
with recent success stories like Foreigner (with Coca-Cola USA), Rick Springfield (with Warner-Lambert), and Stevie Nicks (with Sun Country Cooler). And we're the exclusive national sponsor of the single biggest tour of summer '86: Bob Dylan with Tom Petty and The Heartbreakers!

Our Talent Department gives you the benefit of valuable ongoing relationships with virtually every major artist. And our vast Radio Relations staff helps provide the full support of our multiple station affiliates in each market. The depth and professionalism of our Mobile Recording, Promotion, Production and Marketing staffs add up to resources that finally produce the brand/artist association, local dealer/distributor support and substantial return on investment that tour sponsorship has always promised but rarely delivered. All this with cost efficiency never-before-possible in the tour sponsorship arena.

It doesn't take an Einstein to figure out that  $E^m = mc^2$  is a formula that really works. It's an absolute force. And we can put it to work for you!

For more information on Media-Driven Music Marketing, call or write:

Mark Kress, General Manager  
Music Marketing and Promotion  
Westwood One Radio Networks  
9540 Washington Boulevard  
Culver City, California 90232  
(213) 204-5000



**WESTWOOD ONE  
RADIO NETWORKS**





DONNA BRAKE

# ADULT CONTEMPORARY

## MORE RATINGS

# Spring ARB And Birch Results

This week I continue looking at a few more competitive AC markets to see how each fared in the spring Arbitron and Birch ratings, adults 25-49.

As noted last week, Birch allows the use of actual average quarter-hour share figures. Arbitron does not, so I've provided rank positions, followed by a brief market summary.

### Washington, D.C.

(Arbitron)		
rank	chg	
WLTT	1	-1.0
WCLY	2 (tie)	-0.5
WMAL	2	-1.2
WASH	4	+0.2

### (Birch)

WMAL	3.7
WLTT	3.4
WASH	3.1
WCLY	2.8

Birch's assessment of Washington's AC spring performance is more lackluster than ARB's. Even the highest-rated AC in the 25-49 demo posts eighth in the demo overall.

WLTT scores a full two points higher in ARB. WCLY scores nearly a point higher in ARB. Only WASH fares better in Birch by over a half-share.

ARB Overview: The four top-rated ACs lost two and a half shares in the spring book from winter and nearly five shares from last fall. While WMAL leads in the adults 18+ battle, WLTT leads in all adult demos 18-54 with its most commanding lead in adults 18-34.

All four ACs are relatively conservative musically, though WLTT has been experimenting with some light jazz features. WASH has now moved into a more upper demo AC approach and calls the station "Easy 97," the effects of which are currently being measured in the summer book.

### Seattle

#### (Arbitron)

rank	chg
KEZX	+2.6
KMGI	+0.0
KLSY	-0.3
KOMO	-2.0
KJR	-0.8
KQKT	+0.0

#### (Birch)

KLSY	5.6
KMGI	5.5
KOMO	4.6
KEZX	4.1
KJR	2.3
KQKT	0.8

Seattle remains one of the country's most AC-laden markets. Al-

though AC/AOR hybrid KEZX takes first place in ARB, it fares two shares lower in Birch. KLSY has a slightly better showing in Birch, yet it's strong enough to capture first place and fourth in the demo, followed closely by KMGI.

ARB overview: KEZX moves from fourth to first in by far its best book with the format.

Since fall '85, KOMO has slipped four shares and in rank from first to fourth, with exactly the same shares as spring '85. KOMO is first among ACs in adults 18+ and 35-64, and barely edges out KEZX for first place 25-54.

KLSY and KMGI remain neck-and-neck in all adult demos. KJR

continues to have its problems: slipping to its lowest showing, nearly three shares behind KOMO.

### Miami (Arbitron)

rank	chg
WAXY	+0.2
WJQY	+1.7
WAIA	+0.8
WMXJ	+0.7
WLVE	-0.7

### (Birch)

WAXY	5.8
WLVE	5.7
WJQY	4.2
WMJX	3.3
WAIA	2.1

There are major differences in the Birch and ARB results for this market. WLVE (Love 94) is a full two shares higher in Birch, just shy of first place WAXY. And WJQY is more than two shares lower in Birch, as is WAIA. WAXY, although first with both services, is over a share lower in Birch. WMJX is also close to a share lower in Birch.

ARB overview: Oldies-based WAXY continues to dominate AC radio in Miami, having its best book in some time. It leads second place by just over a half-share.

Soft AC WJQY bounces back after two consecutive down books to close the gap between WAXY, and leads third place stations by over two shares. Both WAIA and newest Miami AC WMJX improved, though WAIA has since moved to a soft rock approach. WLVE (Love 94) has a second disappointing down book, but trails 'AIA and WMJX by just under a half-point.

### Detroit

#### (Arbitron)

rank	chg
WOMC	+1.9
WNIC	+0.4
WLTI	-1.2
WMJC	-0.7

#### (Birch)

WNIC	5.8
WOMC	4.9
WLTI	4.1
WMJC	2.4

Birch shows WNIC in the lead with about a half-share more than ARB. WOMC is in second place, almost a share and a half lower than ARB. WLTI and WMJC also have slightly lower showings in Birch.

ARB overview: While WNIC and WOMC were both up, WOMC with new PD Jay Clark had the most dramatic gains, leading WNIC by a share. WNIC, however, was the leading AC in adults 18-34 and 18-49.

Transtar's Format 41 outlet WLTI is down after a good winter showing, just as new Drake-Chenault soft AC WNTM hits the Detroit radio scene.

As for the nighttime Love Songs battle, the "Alan Almond Show" on WMJC was down after showing up well in the winter book. John Williams's version of "Pillow Talk" on WNIC had twice the shares in the adults 25-49 demo. WNIC won the battle among adults in all demos - most dramatically in adults 18-34.



## KLUB & KISN: The Stations In The Lake?

When heavy rains together with melting snow created major flooding of the Great Salt Lake earlier this summer, sister stations KLUB & KISN, normally located a mile from the lake, found themselves in the lake. Station management took emergency action, building a dike around the stations (costing over \$50,000). All station personnel pitched in with the sandbagging.

Now enter good old American radio ingenuity: When the stations realized the enormous amount of publicity the whole event was garnering, creative promotion wheels began to turn. In honor of KLUB's mascot pig Beau Wiggly, the backyard lake was named "Swine Lake." And morning man Woody P. Snow recorded his own version of Paul McCartney's "Uncle Albert," called "Hams Across The Water."

When Snow was challenged to sail across the lake, he tried to make the trip in a motor-powered bathtub. When it sank (while he was on the air), the station offered prizes to listeners who could devise the most "floatable bathtub" for a successful mission. Snow eventually made the trip, but not until a "Miss Swine Lake" was selected to christen the "tub boat" with Beau Wiggly looking on.

On the FM side, KISN morning team Fisher & Todd recorded "50 Ways To Lower Your Level." Yep, to the tune of Paul Simon's "50 Ways To Leave Your Lover." They also ran a contest for listeners to rename the lake. The winning entry was "Lake Hiawatta Gonna Getchal." Capitalizing further on their plight, the team broadcast a show from higher ground - in a hot air balloon - and from a two-man salvage submarine.

The photos above show KLUB & KISN engineers floating at the transmitter site, KISN's Fisher & Todd, KLUB's Woody P. Snow aboard the tub boat, and Miss Swine Lake with Beau Wiggly.



LON HELTON

# L.A. In My Rearview Mirror

2001. That's the number of miles Mayflower Van Lines says it is between Los Angeles and Nashville. It should have been my first clue that the trip was to become an odyssey. The plan was simple: instead of flying to our new home in Nashville, the family and I would drive, visiting radio stations along the way.

The final box score: 13 days (eight of 'em in Texas and ten consecutive featuring temperatures over 100 degrees), 3862 miles, one flat tire, one locking-the-keys-inside-the-van incident, one blown air conditioning hose, 87 hamburgers, 52 large fries, and 189 Cokes later, we pulled into Music City — only a little worse for wear.

Making the trip somewhat easier was the fact that my wife and two kids quit speaking to me before we were 24 hours into the trip. Their major complaint had something to do with every time a song came on the radio I changed stations. Explaining that I already *knew* what the music sounded like and that I wanted to hear the jocks did little to soothe the savage look in their eyes. Thank God the batteries in their Walkmen were at full strength.

All of the above notwithstanding, I had a great time. It was a superb chance for me to get out and hear what Country radio sounds like. It was also a wonderful opportunity for me to visit a lot of stations and talk with the GMs/PDs/MDs on their own "turf."

Over the next couple of weeks I'll provide a running travelogue, chronicling what I heard along the way. In order, I stopped by stations in Phoenix, Tucson, El Paso, Odessa, Abilene, Waco, Austin, San Antonio, Houston, Dallas, Little Rock, and Memphis. I heard a ton of other stations while en route as well. The trip in pictures will be narrated by my slightly irreverent daughter Amanda, making her semiannual contribution to these pages.

## An Overview

The last time I did anything similar to this was when I drove from Chicago to Los Angeles in September 1980. My initial reaction this time, as compared to that trip, was that Country radio as a whole sounds much, much better. The overall quality level, from the smallest station on up, was higher. There's a greater degree of consistency from station to station, regardless of market size, than I remembered. I suppose some of that stems from the fact that stations play so much more music now than six years ago, plus the fact the music is so similar, which makes every station sound somewhat the same. (We'll get into that later.)

ated the regional flavor which separates one station's sound from another's. When I made the trek six years ago, it seemed as if more of the stations I heard had created their own unique sound by picking music for its market while mixing

definitely moved up a few notches. There were a couple stations along the route which were extremely upbeat, rivaling some of the most cookin' CHR outlets in their markets. To my ears, at least, they sounded great. The uptempo music, aided by good production, well-produced jingles, and "up" personalities, yielded an exciting radio station. You could feel the "forward motion" being created, forcing you to feel good and wonder what was coming up next.

As a sidelight on tempo, it's interesting to note that the more uptempo a station was, the more currents it was playing. I suppose this stands to reason, since the majority of the well-researched, proven oldies are of the downtempo variety. Plus, with the state of today's music, the quality, up stuff is there.

each station's air sound, supplemented, in some instances, by conversations with station personnel.

Flagstaff: After a brief Grand Canyon detour, we headed through Flagstaff on our way to Phoenix. Caught Larry Barwick on KAFF/Flagstaff; it's a good-sounding radio station. Though quite a distance from Phoenix, KAFF still must contend with powerhouse KNIX, which reaches the market by benefit of a translator.

Phoenix: I've raved about KNIX many times in the past, and each time I visit the station I'm more impressed with its dedication, hard work, and attention to detail. I was there before the Phoenix spring Arbitron was released, so I'll have comments from station personnel on the results (KNIX slipped 11.1 to 9.7, 12+) in a few weeks.

## Unbridled Optimism

Which brings me to the most exciting conclusion I'm able to draw from this entire trip. The folks in today's Country radio are as excited as they've ever been about country music's future. Without exception, the feeling was that we're on the brink of a new explosion in the popularity of our music and radio format. From a station owner who's seen Country change over the last 30 years to the 20-year-old MD, there's a tremendous feeling of optimism with regard to the music and the new crop of talent creating it.

"The feeling was that we're on the brink of a new explosion in the popularity of our music and radio format. Everybody I talked to is excited about being in Country."

The kind of enthusiasm I heard expressed is very contagious. You can hear it when industry folks talk among themselves; you can hear it from the jocks as they talk to their audience. Everybody I talked to is excited about being in Country.

## Arizona Country

Before embarking on a city by city commentary, one caveat. I spent a relatively short time listening to individual stations along the way. I tried to listen to all of the Country stations in each market, as well as catch stations in neighboring towns, My attempt here is to provide thumbnail sketches of



The personalities sounded better; the stations tighter and brighter. By and large, the Country stations I heard sounded just as good as their AC/CHR marketplace competitors.

The most glaring difference I heard between the major and the small market stations, aside from the quality of the talent (which stands to reason), was the incredible lack of identification — either by call letters or other station identifiers — by many of the small and even medium market stations. I listened to any number of stations for more than 20 minutes without knowing what facility I was listening to at the time.

On a side note, I had planned to mention some of the personalities' names I heard along the way. But most were even worse at giving their own names than they were at giving the calls. Let people know who you are and what station they're listening to.

## Homogenous Hits

Musically, the 40 or so stations I heard sounded, very much alike. With rare exceptions, I heard basically the same core of currents and recurrences, regardless of market size. I did hear a little more variety in the oldies on medium and small market stations. But not as much as would be expected from stations which figure to have long time-spent-listening spans.

Truthfully, I'm not sure if this is for the better or worse. Research, music testing, and a more widespread (than six years ago) use of consultants has resulted in more homogenous current playlists and oldies libraries. This has elimi-

inated some good local or regional acts.

I was doing a lot of station switching, and most times it was difficult to remember which station was on the dial. Complicating the situation, I heard a number of stations playing three and four records in a row without any kind of station identifier. And programmers wonder why there's confusion among listeners!

Another factor affecting local flavor, as I mentioned earlier, is the not surprising fact that Country stations are playing more music today than in the past. It's obvious that the more the jocks talk, the more local flavor there is to come across to listeners. Perhaps individual stations' personalities will reemerge as more stations move talent to the foreground. Today, from what I heard, you could pick up a station from deep in the heart of Texas, drop it in the middle of Pennsylvania, and not have to change more than a handful of records. I'll leave it for you to decide if the Country radio audience has benefitted in the transition.

During the trip I heard a lot of stations playing music from compact disc. Almost all of the FM stations I was in had a couple of decks in the studio. Several stations have already begun using CD production libraries. Everybody I talked to loves the noticeably improved on-air sound quality. Plus they all believe the station image is enhanced in listeners' minds through use of new, cutting-edge technology.

The overall tempo of Country stations is decidedly up. While there's still a wide range from station to station, the overall pace has

and Assistant PD/MD Bruce Agler. AM KCUB was the Country leader in this market for years. A number of AM stations took a run at KCUB, but no one could knock it off. Owner Jim Stone bought an FM signal a couple years ago and turned it Country. The feeling had to be that if he didn't acquire an FM and go Country, somebody else would and then the AM might suffer.

The FM has done extremely well, moving 4.2, 7.4, and 9.2 in the three books since fall '84 (not included is the spring '86 numbers). While it appeared the FM's success might be at the hands of the AM, which fell 8.1 to 3.5 from fall '84 to spring '85, KCUB rebounded with a 5.1 in fall '85.

Part of the AM change has been a musical move, making it unmistakably traditional. I heard Billy Walker and "Cross The Brazos At Waco," for example.

"Country radio as a whole sounds much, much better. There's a greater degree of consistency."

KIIM maintains vestiges of the classic Continuous Country formats. Though not entirely background, it can't be described as foreground, either. It's also oldies-oriented, perhaps in the area of 75%, again including reoccurrents.

KIIM calls itself the "One Thousand Dollar a Week Radio Station," giving away a grand a week for the last 40 weeks — on its way toward 50 weeks. The contest hook is having the audience listen for three particular songs played in a row.

On my way out of Tucson, I picked up an interesting station. KAVV, in Cochise County, AZ. This was perhaps the most notable exception to the "homogenous hits" observation I made earlier. One of its liners is "We're ahead of the hits," an obvious reference to the slower add policies of the Tucson stations. I enjoyed listening to KAVV and I'd love to give you the name of the jock, but he never said who he was.

In the no-man's land known as Southeastern Arizona, I picked up KHIL/Wilcox, featuring an incredibly refreshing music mix. Coming out of a Merle Haggard song was a segue into Bonnie Raitt's "Don't It Make You Want To Dance." It sounded great! What a treat.

Next week:

Miles and miles of Texas



## The Time Of My Life?

Hi. My name is **Amanda Helton**, and I'm 11 years old. Me and my brother **Brad** are gonna be explaining the pictures we took on our trip for the next couple of weeks. We get to do it 'cause Dad had to promise us something to keep quiet about some things that happened along the way.

Unfortunately, most of the good pictures were burned before we could turn 'em in to R&R. Dad changing a flat tire in El Paso in 109-degree heat is a classic. Mom dropping a fully loaded bacon and sour cream baked potato on the hot floor of the van was one of the more lame performances on the trip.

Before we get into the trip pix, our apologies to **Dave Nicholson** and **Bruce Agler** of **KCUB & KIIM/Tucson**. Mom took the shot with Dad's camera, and the picture turned out all blurry. From then on, I became the official photog so I could be sure my part would come out right.



Here's the Bulk; er, Hulk, in the **KNIX/Phoenix** gym showing Promotions Director **Doug Brannan** that bench pressing 500 pounds is only a matter of technique. Luckily, we got to Dad before he destroyed his back and ruined the rest of the trip.



The stop at **KEAN/Abilene** made everybody happy. The old man's always happy to get free clothes. If it weren't for radio stations and record companies, we wouldn't have anything to wear. Mom's pretty happy in this pic 'cause she figured the fresh supply of duds meant one more day she wouldn't have to go to a laundromat. Surrounded by our clan are **KEAN MD Rudy Fernandez** (second from left) and **PD Bobby Owen** (right).



Without a doubt, this was the coolest spot in **Odessa**. Outside the **KYXX** studios are **MD Dave Richards**. Pops, and new **PD Steve Rogers**.



Here's a shot of the resident rocket scientist trying to unlock the van with a coat hanger. I would have shown you the **Grand Canyon** park ranger unlocking the door with a **Slim Jim**, but you-know-who had already-taken away my camera.



Dad made a great impression at **KJNE/Waco**. He tried to swipe **PD Bill Kinder's** chair that's in the shape of a football helmet. Bill isn't in the picture 'cause he was guarding the goods. Making it for the shot, though, (l-r) are **GM John Fletcher**, the **Jane** half of the "Jay and Jane" morning show (**PD Bill Kinder** is the **Jay** part. Can't radio people do anything simply?), **Himself**, evening jock **Lou Warren**, and in front afternoon jock **Brad Rivers**.



Pops tried to coerce **KVET & KASE/Austin GM Ron Rogers** to get in the picture so he could show his **R&R** bosses he hung out with the biggies on this trip. (I think he really needed to try and justify some of those expenses.) But **Mr. R** was too busy designing the new **KASE** facilities, which include a wet bar, fireplace, and full bath in the **GM's** office. Feeling sorry for Dad's plight, and agreeing to get in the picture, are **MD Steve Gary** (l) and **PD Mike Carter** (r).

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SHARON ALLEN

## NASHVILLE THIS WEEK

### EMI/Nashville Hosts The World

Capitol-EMI America/Nashville President Jim Foglesong scored a Music City first last week, as his efforts resulted in the first international record label conference to be held here. The Capitol/EMI America/Manhattan International Conference brought nearly 60 delegates representing affiliated labels from 35 countries to Nashville.

Concurrently, Capitol Industries District Sales Managers held their quarterly meeting here, allowing for direct interaction among the domestic and international delegates, representing promotion, product management, and marketing of all forms of music, including the marketing of Nashville-based artists abroad.

International Division VP Kick Van Hengel said, "We chose Nashville because there are more different types of music coming from here than ever before. It is a won-



SHOWCASING IN NASHVILLE — Shown at the EMI America showcase are (l-r) Capitol/EMIA Nashville President Jim Foglesong, Dan Seals, Capitol International VP Kick Van Hengel, and EMI America President Jim Mazza.

derful opportunity to take Nashville to the world and bring the world to Nashville."

Opening night for the conference included a barbecue and showcase at the Castle Recording Studios in Franklin, TN, where Tina Turner put in an appearance. Attendees previewed two Nashville-based rock bands, Jason & the Scorchers and Walk The West, and True Believers from Texas.

BMI hosted a welcoming reception prior to the first EMI America showcase. Monday's EMI-America show at the Exit Inn featured Dan

Seals, New Grass Revival, and the Del-Lords; Manhattan Records presented artists Rob Jungklas and Pieces of a Dream on Wednesday; and Capitol Records acts Dobie Gray, T. Graham Brown, Tanya Tucker, and Sawyer Brown performed the following night.

Commenting on the weeklong conference, BMI's VP of Operations/Nashville, Roger Sovine, felt this special event would have a great impact upon the city, and would also prove to be important to songwriters and publishers throughout the world.

### CMTV Purchased For \$10 Million

Country music's first and only video channel, Country Music Television, has been purchased by Caribou Communications for \$10 million. The Hendersonville cable outlet was sold to major investor James Guercio, the well-known former manager and producer for the group Chicago, and owner of the Caribou Ranch recording studio complex in Colorado.

CMTV, which first went on the air in March 1983, was acquired by Musi Village USA in January 1985. The new Caribou operation has named Nyhl Henson CMTV President.

The satellite facility will be expanding in size and impact. "We're all staffed now and are expanding our marketing efforts. We have bought the name, subscriber base, and inventory," said Henson.

Guercio is intensely committed to building CMTV's base and visibility, stating, "I want this to be a major, major channel all over the world. I want presence in every country in the world." The company sees Nashville being to music what Los Angeles is to movies.

Like MTV, CMTV hopes to establish new music personalities, but unlike MTV, Guercio says, "We're the only music people in the damn business," emphasizing that the music comes first. "I feel this channel is owned by the artists and they want to help us."

Peter Wilson, Caribou business manager, explains that although CMTV has been floundering for a long time — "virtually a financial disaster" — it keeps growing. He adds, "Mr. Guercio sees enormous opportunity in this business and sees country music as a growth area."

Country music has become "almost a religious crusade" to him, Guercio admits. "I think it will be successful financially, but I'm really doing this for the music," the pop music figure says. "I'm tired of sex, drugs, and rock & roll on that other channel. That is not what American music should be known for. It was a natural evolution for me from that, to looking at a truly American art form — one that doesn't get any attention. I want to broaden the spectrum of country music. I'm supportive of making this healthier and expanding the opportunity for young people."

Henson, a seven-year veteran of Warner Communications, and one of the founding fathers of MTV before joining CMTV, says, "Something is going to happen in Nashville and something is going to happen in country music. We want to be Nashville's window to the world."

Farther down the line, Guercio offered, "I have a number of concepts in terms of another contemporary music channel. We're definitely going to be at war with that other group."

The Caribou complex, which encompasses a management and publishing firm, record label, film division, and TV productions, is looking to locate CMTV headquarters on Music Row.

(This column co-written by Katy Bee)

### DUES, AWARD SHOW TIX UPPED

## CMA Proposes New Radio Awards

The Country Music Association has voted to expand the awards to Country radio, beginning in 1987. Presently, awards are given to the Personality of the Year in small, medium, and large markets. While exact criteria and selection methodology have yet to be fully determined, awards will now be given to the Radio Station, General Manager, Program Director, and Music Director of the Year in each of the three market sizes.

#### Dues And Awards Show Tix Upped

Effective January 1, 1987 individual CMA membership dues will increase to \$50. This is the first hike in four years.

The board also initiated a two-tiered price structure for the annual Awards Show and party tickets, while limiting the number of tickets any one company may purchase in an effort to accommodate all members desiring to attend. For the past five years the CMA has received more orders than they have available seats in the

Grand Ole Opry House. Last year, more than 700 CMA members were denied seating. Tickets for the Awards Show and party will be \$100 each and will be filled on a date-received basis. Patron tickets, which would ensure preferential seating on the main floor of the Opry House, will be available for \$200 each. The number of tickets any one company can order has been limited to 90.

Ticket order forms will be mailed August 1, and must be returned by September 5.



Willie Nelson, Kris Kristofferson

#### Cohosts Announced

Willie Nelson and Kris Kristofferson, will team up to cohost the 20th annual Country Music Association Awards Show on October 13.

Award show Executive Producer Irving Waugh said, "Because this

is the 20th anniversary of the telecast it is especially fitting that entertainers of the caliber and stature of Willie and Kris will headline the show. They are truly superstars in every sense of the word, whose talents have endured for over two decades."

The five finalists for each of the 12 categories will be announced August 18 at a special press conference by Ricky Skaggs, from the stage of the Grand Ole Opry.

## NASHVILLE IN MOTION

The Nashville Entertainment Association's Board of Directors announced the election of 1986-87 officers, with David Skepner unanimously reelected for his second term as Chairman of the Board. Also reelected are President Mary M. Matthews, Treasurer Tom Rashford, Exec. VP Cynthia Rodgers, and Secretary C. Diane Petty. Serving one-year terms as VPs are: Debbie Alan, Vicky Branton, Anne Brown, Don Butler, Margaret Callihan, Teena Camp, Joseph Casey, Karen Conrad, Tony Conway, Robert Frye, Ted Hacker, Judy Harris, Pat Higdon, Merlin Littlefield, Matt Madden, Grace Reinbold, David Ross, Vic Rumore, Laura Stillman, Gerry Tiefer, and Kay Sha West.

The American Music Center elected Earle Brown as President of the Board of Directors. Past President Donald Erb will remain on the Board. . . . John

Capps debuts the new Music Publishers Outlet, designed for representation of small publishers, songwriters, and recording artists in the areas of royalty collection, copywriter clearance, securing of recordings, and the placement of unaffiliated songwriters. The offices are located at 50 Music Square W., Suite 206, Nashville, TN, 37203 (615) 889-5038 or 883-5349.

On the dotted line: Steve Earle inked a new booking agreement with the William Morris Agency. . . . The Whites signed with Top Billing International for booking; Patrick Logan is the responsible agent. . . . Bandana signed with In Concert International for booking and with Artist Associates for management and Kay Sha West.

Ty Herndon has a writer's agreement with BMI. . . . Giles Reeves joins ASCAP's writers staff. . . . Former Goldust recording artist Pat Garrett is now recording for Compeat Records.



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BARBARA BARNES

# JAZZ

## SPRING ARBITRON REVIEW

# The Shape Of Jazz

Once again, Jazz radio comes through with impressive ratings (see inset), further illustrating the format's growing acceptance and its practicable programming potential. This week, programmers and jazz directors review their results.

### The Parttimers

With a few exceptions, evenings and weekends seem to be the best time for jazz. Jazz lovers are more able to listen to the music in the evening, as the music fits the evening mood. On weekends, most other stations are doing special programming, and listeners like the uplifting sound of jazz. Some programmers are able to take advantage of this and come out ahead. First, let's take a look at the part-time Jazzers.

**CHR WQXI-FM (94Q)/Atlanta** rebounded to top notches overall across the board. For the 7pm-midnight "Jazz Flavours" show, however, shares more than doubled to two lofty digits for the number one spots. The women numbers went down a bit but are still very respectable. Citing reasons for the success of the show, PD Jim Morrison said, "This is the first time we've made a high-impact campaign to cross-promote from the original Sunday night 'Flavours' show to weeknights. We've also teased from morning drive to evenings." The Sunday show also came in at #1, more than 10 shares ahead of the next station (B/U WVEE) in the adult 25-49 demo.

The evening "Love Jazz" show at AC WLVE/Miami had just expanded from 10pm-2pm to 8pm-2pm during the spring sweep. The decision to start the show earlier was based on the dramatic climb in ratings at 10pm in the hour-by-hour

averages. This was an obviously successful move. PD John Moen gives most of the credit to JD Stevie Knox, who selects the music and keeps an eye on market response for the show. Knox, whose Sunday morning jazz show reaped a good share of the market as well, said, "Having management on your side is a major ingredient." Moen added, "It's important to have promotion dollars to really give it a shot." (Knox's husband is PD Michael Dalfanzo of neighboring AOR powerhouse WSHE. She said, "The only places 'SHE' was beaten are where we came out number one. It gave both of us a chance to celebrate and crack open two bottles of champagne instead of one!")

At AC KIFM/San Diego, PD Bob O'Connor is not at all worried about the "Lites Out" show's drop in ratings and ranking. "During the baseball season KFMB always do well. However, we're still number one in music, and are very pleased with the numbers. It's even higher than it's ever been against baseball."

WAVE/Sarasota (now WHVE) didn't do too shabbily even while facing an ownership change at that time (the AC has just been bought by Susquehanna). The evening Jazz took first places in women 25-49 and 25-54. And though the station hardly had any men votes in this daypart, the "Wave" came in fourth in adults 25-49. PD Steve Huntington assures us that the jazz

show will remain under the new ownership.

### The Fulltimers

Most programmers and JDs in Jazz radio are quick to point out the probable inaccuracy of Arbitron's results (or those of any statistical research, for that matter), especially when the numbers are small. Typically, numbers for the full-time Jazz stations were not grand in scale, but this does not discourage anyone. It is accepted by most that the quality of listeners more than makes up for less quantity.

"We have an upscale audience, and that's how we sell it," says undaunted KKKGO/Los Angeles VP/GSM Bob Bordonau. He feels the station fulfills an audience niche that cannot be successfully detected because, simply, "They do not fill out diaries." In actual numbers, the station seemed to have made lateral moves. But on Sundays 7pm-mid, KKKGO takes up #1 spots in men 25-49 and 25-54. "That's our Latin night," explains Bordonau. "You can tell it was a heavy minority book by how well KLVE (Spanish) did (1.5-3.4 12+). That's why we did so well in that daypart too."

In Detroit, WJZZ MD Dorian Paster attributes the climb in men to the programming changes made last fall. Prior to last fall's book, the station took on a pop-oriented sound which turned away their up-

## Jazz Winter '86 - Spring '86 Rankings

Station/Market	12+	Adults 18+	18-49	Mon - Fri 7p - 12mid 25-49	25-54	35-44
<b>Parttimers:</b>						
WQXI(FM)/Atlanta	7.0-9.1	4-2				
Men			3-1	2-1	2-1	7-3
Women			2-3	1-4	2-4	3-6
WLVE/Miami	2.5-1.8	1-7				
Men			7-4	2-1	3-1	1-6
Women			9*-4*	10*-1	11-1	1-15*
KIFM/San Diego	3.7-3.1	9-11*				
Men			1-4	1-2	1-2	3-3
Women			4-3	1-2	2-2	12*-4
<b>Fulltimers:</b>						
KADX/Denver	.7-.9	1-1				
Men			1-8*	13*-6	10*-6	5*-3
Women			1-1	14*-14*	14*-7	10*-7
WJZZ/Detroit	2.1-2.3	1-1				
Men			11-9	7-6	9-5*	11*-7
Women			14-10	9-9*	8*-12*	1-11
KKKGO/Los Angeles	1.4-1.3	1-1				
Men			11* 13	9-6	8*-6	8*-7
Women			1-1	1-1	1-1	1-1
KJAZ/San Francisco	1.6-.9	1-1				
Men			9-1	4-1	4-12	3-8
Women			7*-9	3*-6	4-7	3-5

Note: Asterisks (\*) indicate at least a two-way tie in ranking. Slashes (/) indicate rankings over 15th place.

per demo male core listeners. The station since then purged the pop but Dorian says, "It took this long to get our core back," as the station went without any type of promotion about the changeback to a jazzier format.

WYRS/Stamford and WBBY/Columbus fared well also. WYRS barely showed up in the evenings in last fall's book. Since then, the station hired Bob Harper's research firm to do audience and music research. The results defined the audience (25-54) and the type of music they'd like to hear. PD Rick Petrone said, "The music was not entirely different than what we were playing, but the presentation of it altered a little bit." While the

ranking is not high, the station is now garnering overall notable ratings, and during Petrone's afternoon drive shift, the station ranks third in adults 25-54. Weekends are also notable. More community involvement is projected to help expand the audience, and with its sixth-year anniversary as a full-time Jazz station coming up in September, additional promotions are expected.

KJAZ/San Francisco and KADX/Denver held their own with their respective audiences. Like some of the aforementioned programmers, the PDs here are not discouraged by low numbers. They continue as bases for Jazz in its purest form.

## ALL THAT JAZZ

KKKGO/Los Angeles morning man (and TV/radio legend) Gary Owens exits for mornings at KFI; Nick Tyler replaces him ... KIFM/San Diego JPD Bob O'Connor named Station PD, and Assistant JPD Rob Wilson is upped to JMD; "Lites Out" Jazz show expands from six hours a night to 6pm-6am ... Sandy Bernard and David James are the new Production Director and Promotion Director, respectively, at WLOO/Orlando ... Deborah Gallant named Public Relations Director for WBGO/Newark.

According to the Harris poll, 57% of top US executives listen to NPR news programs very or somewhat often. The network of 300 stations nationally is currently working towards a goal of doubling its audience by the year 1990 ... Congratulations to eclectic radio KCRW/Los Angeles for being listed as one of "the best" in both the Los Angeles Times and Los Angeles magazine.

KANU/Lawrence announces the "Fresh Wax" show, hosted by Bob McWilliams, which features new Jazz releases ... CKFM/Toronto's two-hour new age/jazz show "Steps Ahead" is now available via satellite on the Westwood One Canada Network. Contact John Rourke (416) 597-8529 ... More jazz service needed: AC WWUS(US1)/Florida Keys, which now mixes in two or three jazz cuts per hour in its regular format. WWUS's phone number is (305) 872-9100 ... AC WLHT/Grand Rapids with new show "Lights Out," airing 10pm-midnight Sun-Fri; (616) 451-4800 ... WIAN/Indianapolis "Journey Into Jazz" 15-year host Chuck Workman runs 9am-noon Sundays on crosstown WTPI, mixing 70% contemporary-fusion; (317) 638-1079 ... KFSR/Fresno (public) with Jazz on 6am-12pm Mon-Sun; (209) 294-2598.

Bruce Coleman appointed VP,

John Hammond named Director of Promotion and Publicity for Living Music Records. New headquarters in New York; (212) 749-5555 ... West German Enja Records now distributed in US by Muse Records and promoted by Face The Music Productions (a new booking and PR firm headed by Joanna FitzPatrick and Marie-Claude Nougé); (212) 226-7889 ... Germany's new age label Innovative Communications now distributed by Suite Beat Music Group (213) 973-8800 ... Al Evers's "A" Train Management and Consulting firm is enlisted by Nippon Phonogram to acquire US product, produce masters, and work with its sales and marketing campaign ... A.J. Julian announces Improvisational Promotions, which include such services as radio promotion, and contacting your distributors and record shops, jazz clubs, etc. for the New England area; (617) 846-4963.



JAZZATHON RAISES \$25,000 — WAER/Syracuse staged a jazzathon, broadcasting seven hours of live local jazz and blues. Over 50 musicians were featured; they donated their time in cooperation with the American Federation of Musicians. The performance raised \$25,000 for the station, a 40% increase over last year. The proud, hardworking staff included (top, l-r) DJs Ray Boyce and Bruce Frank, ND Rick Mattion; (bottom, l-r) PD Felicia Otero, Development Director Doug Miller, and Traffic Coordinator Cheryl Grassman.



WALT LOVE

# WJLB/Detroit: In The Eye Of The Tiger

Detroit is one of the all-time great radio markets. The city's contemporary ratings battles of the '50s, '60s, and '70s were classic, led by long-time AM giant CKLW/Windsor. But during the '70s, upstart Urban FM WDRQ dethroned CK' as the music leader. WDRQ maintained its success for a while, lost it, and retrieved it in the early '80s.

Then came a fierce battle between leader WDRQ and close-to-neckbone WJLB (FM98). WJLB parent Booth American decided to staff up with the correct station management and programming individuals in order to fight for what they felt rightfully belonged to them — the black and white listeners of Detroit. When the smoke cleared, WJLB emerged not only as the winner, but also the new, shiny, multiracial, Black/Urban Contemporary music leader. During the winter '86 Arbitron, WJLB dethroned longtime market leader WJR 9.6-8.0. In the spring sweep, WJLB softened to a 7.9 against WJR's baseball-aided 9.9. FM98's closest competitor is all-News WWJ (6.3), and the nearest music challenger is CHR WCZY-FM (5.8).

FM98 deserves all the accolades one can bestow upon it, because the station has earned them. No Black-formatted outlet in the history of Detroit radio has been able to accomplish what the current staff and management has been able to do. The station may have slipped a bit, but only enough to take a protective step backwards away from the Tigers' paws. Baseball tends to do these things during the spring and summer books.

### Who They Are And What They've Done

An MBA graduate from the University of Michigan, WJLB VP/GM Verna Green started in radio when she joined the station in April '82. Back then, WJLB ranked 12th in the market. One of her first management decisions was hiring the highly regarded James Alexander as OM/PD that fall. James's 18-year career includes such impressive stops as WBMX/Chicago, KRLY/Houston, WYLD/New Orleans, and WCIN/Cincinnati.

### Some Of The Special Things

Why has WJLB been able to transcend all the local racial barriers? James answered, "We're a very comfortable and appealing radio station to listen to. By design we've made WJLB the people's radio station. During the course of



Verna Green

a day you get to hear 1) your favorite music; 2) the best of the new music; 3) news and information; 4) public affairs events; and 5) you get to hear one of our most important elements — the human beings that work on our airwaves. This station has a genuine concern for our listeners and the community we live in."

Verna added, "There's no question that when you listen to WJLB it's a Black radio station. But what's probably unique for us in this market is that just because we're Black doesn't mean we have to be anything less than anyone else. We can exhibit the same professionalism as any other organization in this city; in some cases, we display even more. Because of what we do, we can be as appealing as any other station. In fact, we've done it better."

### The WJLB Chalkboard

It takes a lot of hard work to turn a losing radio station's position around so it can become a winner.

Part of that commitment requires a well-organized plan that must be executed properly at a precise pre-designated time. Verna continued, "There was a plan, but it didn't come about until we were able to put together the proper group of people.

"One of the keys to our success is our people. After (parent principal) John Booth gave me this opportunity, we set about trying to find not just the best program director, but the right PD. That turned out to be James. We then started finding out who the correct people were to be in certain positions, and we gave them the necessary research support to determine the missing ingredients needed to make our station a winner."

"There's no question that when you listen to WJLB it's a Black radio station. But just because we're Black doesn't mean we have to be anything less than anyone else."

Verna Green

### Perception Studies

The public's perception is very important to radio stations, and Verna said that WJLB's beginning research back in '82 was geared towards finding out how the station was being perceived by the Detroit



James Alexander

community. "We needed to find out what people thought our shortcomings and strengths were. We also wanted to learn the same information about our competitors."

And what did WJLB find out? "We found that people generally seem to know the air personalities on WJLB just a little bit more than other local talents," said Verna. "We did music research, focus groups, and listened very carefully. We also used our own local street research, and then put all the pieces together to make some sense out of what we had available to us."

### Getting It Done

Verna and James pointed out that they didn't try to do everything at once. Said James, "We were very systematic so as not to make any mistakes, because getting off on the correct foot was imperative for us at that time.

"As part of our research, we started our 'Listener Line' — a telephone answering machine — and

invited our listeners to call in to tell us what they wanted us to know. We want all of our listeners to give us their suggestions and then we see if we can address them. Obviously, we can't and don't think we can make a move on everything that some listener wants us to do. But we can listen.

"We'd ask, 'What do we have to do to become your #1 favorite radio station?' After we successfully made it to the #1 overall position, we asked, 'Now that we're your favorite, what do we have to do to stay number one?' He listens to all of the tapes weekly and then discusses his findings with his GM. "We do these things because we really do want to know. Then we'll try to take advantage of the good suggestions we get." James noted that WJLB plays some of these comments on the air, and solicits for calls about a subject that's at the forefront.

### Corporate Support—A Must

Verna and James are very fortunate to work for an organization that believes in supporting the efforts of local management. Most Black/Urban stations don't have much of a budget for advertising and promotions. They must learn to persevere if they expect to maintain their positions because others will be all too happy to do the job, even with no backing from management. Too many organizations are happy to take the ratings success and the revenue, but never make the commitment to spend dollars on marketing their winning product to the masses. Proudly addressing this point, James said, "The support mechanism I have here has allowed me to come to work and do my job. A programmer in a winning situation must have the support of super corporate management. Without it, a winning opportunity would be nonexistent."

James agreed that it's rare for Black/Urban programmers to enjoy the managerial authority that their counterparts in other formats have. When asked if he's been happy with the junior executive authority given him at WJLB, he said, "If I think something needs to be addressed, my company has let me take the appropriate action. There's no question that Verna and this entire organization have let me do my thing.

"Once, when I felt we needed to change a particular airshift, things went very smoothly. The person was doing a good job, but I just knew that over the long haul this person was not the correct person to get us where we were trying to go. As I explained in a meeting, this individual could probably take us to the five-yard line, but he

break out the "kisses"



# GEORGE BENSON

"kisses in the moonlight"

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new  
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single  
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52/R&R FRIDAY, AUGUST 15, 1986

## BLACK/URBAN

### WJLB/ Detroit: In The Eye Of The Tiger

Continued from Page 50

couldn't help us score the touch-down we not only needed but had to have. We're now number three in the market during our morning drive hours. In that meeting everyone thought I was crazy and began looking out windows that weren't there! My support here has been just great."

#### Let's Talk Promotion

Verna would not disclose exactly how much WJLB has set aside for promotions and advertising, and when the \$1,000,000 figure was brought up, she simply said, "Let's just say we're close and that we've been able to do some good for our cause."



**THE PRESTIGE aka THE STREET MACHINE** — WJLB rolled out its Street Machine for the premiere of Prince's movie, "Under The Cherry Moon."



**EVEN A MICKEY MOUSE FAN CAME** — WJLB morning teammate Lynn Briggs (r) took the time to get some comments from an FM98 listener.



**THE GUYS TELLIN' STORIES** — The WJLB softball team psyches up.



**THEY LOOK AWESOME** — Pictured (l-r, back row): "The Tune-Up Man," FM98; Gordon Strozier, Ready For The World; Merrill Cain, FM98; Duane 'In The Mix' Bradley, FM98; "Captain" Kris McClendon, FM98; Melvin Riley, R.F.T.W.; John Eaton, R.F.T.W.; John Schoonover, FM98; Jim McFarlin, Detroit News; John Edwards, FM98; Willie Triplett, R.F.T.W.; David Thurman, FM98; Lee Robinson, FM98; Jay Dixon, FM98; and Jeroma Graham, FM98. Front row (l-r) Reggie Davis, FM98; Shel Leshner, FM98 GSM; Lonnie Polk, R.F.T.W.; Lynn Briggs, FM98; Greg Potts, R.F.T.W.; and Gerald Valentine, R.F.T.W.

Promotion is one of 'JLB's specialties. Verna reported, "We have a station softball team . . . it's won at least one game, I think! Seriously, our team is out there to help keep us visible in our community. We have regular games, and people come out and have a great time. Our station team only plays community-type groups, such as the Boy Scouts, YWCA, etc. To make it some real fun, well-known entertainers in the area at the time come out to play on our team.

"James puts out the word that our team is out to win, and that if we don't, we'll pay the organization \$100 per run they beat us by. Naturally, we put a cap on the amount because we've been known to lose by more than a few runs! This is our way of being able to donate a little something to worthwhile organizations in the city. We mostly deal with groups that're trying to improve the lives of young people, or those simply trying to help themselves."

James concluded, "I just want everyone to know that we do have a commitment to news and information. We're not just a jukebox. We care about our listeners and our community. All of it!"

### Arbitron Ratings

Detroit Mon-Sun 6AM-Mid Person 12+ ARB

	Sp '85	Sum '85	Fall '85	Wi '86	Sp '86
WJLB (UC)	6.3	8.3	6.9	9.6	7.9
WJR (AC)	10.4	11.5	9.0	8.0	9.9
WWJ (News)	4.9	5.0	6.2	5.6	6.3
WCZY-FM (CHR)	5.5	5.4	5.2	5.8	5.8
WHYT (CHR)	5.5	4.5	5.4	4.4	5.0

(Arbitron, Mon-Sun 6am-midnight)

Adults 18+ #3  
Adults 18-34 tied for #1  
Adults 18-49 #1  
Adults 25-49 #2  
Adults 25-54 #2

### Birch Ratings

(12+, Mon-Sun 6am-midnight)

	Sp '85	Sum '85	Fall '85	Wi '86	Sp '86
WJLB (UC)	8.6	9.1	6.7	8.3	7.8
WJR (AC)	9.9	9.2	9.2	8.3	8.7
WWJ (News)	3.0	5.1	5.3	3.8	4.5
WCZY-FM (CHR)	5.7	7.2	4.7	7.3	6.3
WHYT (CHR)	7.3	7.0	6.8	6.8	5.5



**ALREADY A BREAKER**

**ALREADY STRONG PHONES**

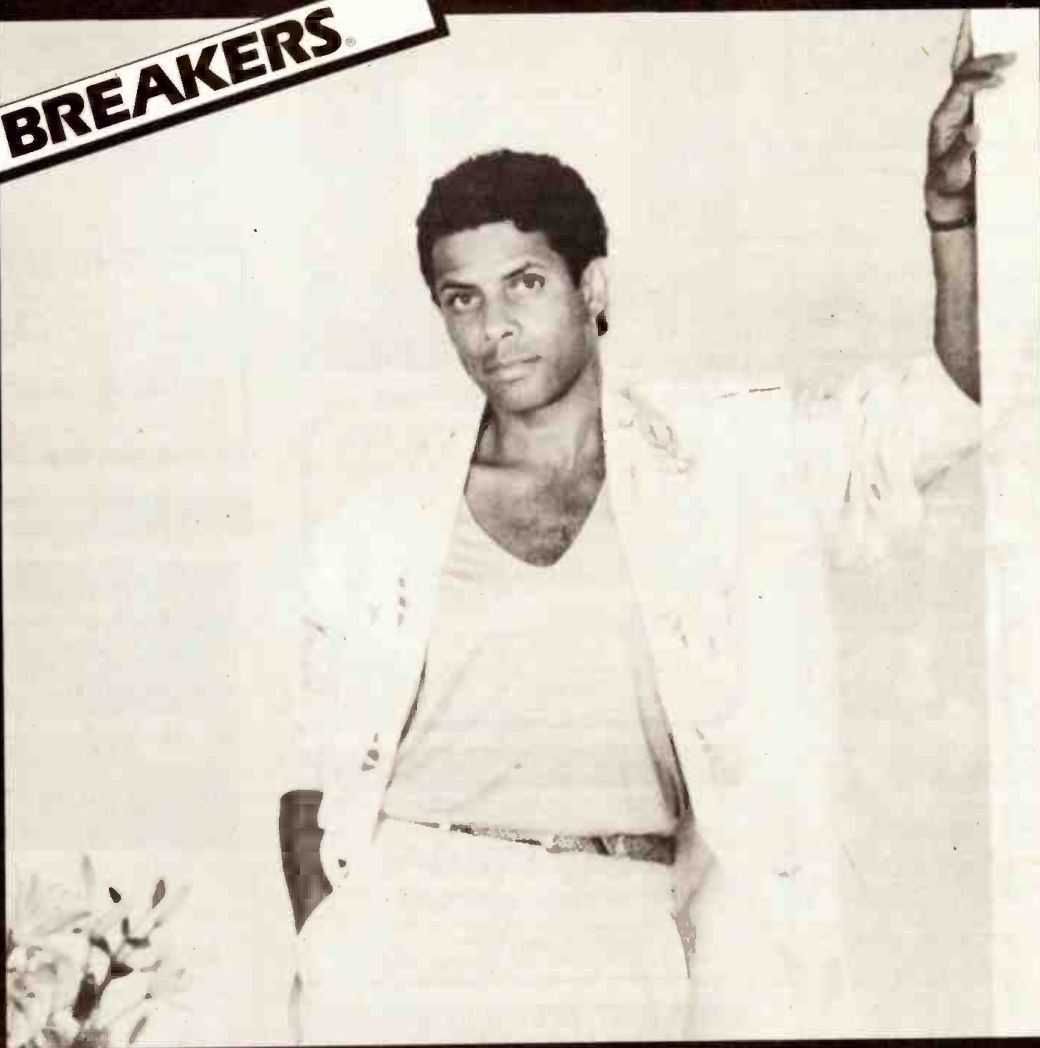
**ALREADY STRONG SALES**



**GREGORY ABBOTT**  
**"SHAKE YOU DOWN"**

(38-06191)

**BREAKERS**



From The Forthcoming Album  
**"Shake You Down"**

(RFC 40437)

**COLUMBIA RECORDS**



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# MARKETPLACE

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### Disk Jockey Comedy

25 pages of original comedy material each month everything from funny commercials to ridiculous TV & Movie reviews to Soap Operas and much, much more. For FREEBEE, write: **HYPE, INK.,** 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

### Contemporary COMEDY

Hundreds renewed again!  
**Free sample!**  
Write on station letterhead to  
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5804-D Twining  
Dallas, TX 75227

Free Sample Scripts from **DAVE DWORKIN'S**

### GHOSTWRITERS

**Call Toll Free\*\*\***



24 hours, from any touch-tone phone: 1-800-525-0016, wait for tone, then dial 040925-or write **GHOSTWRITERS**, 2301 Unity Ave. North, Dept. 80, Minneapolis, MN 55422.

### O'Liners

FREE SAMPLE ISSUE  
of radio's most popular humor service

For sample, write on station letterhead to: **O'Liners**

1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

### "Phantastic Phunnies"



Highly Respected! Hilarious! Original!  
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.



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Our humor is drop-dead funny, and you can be too!

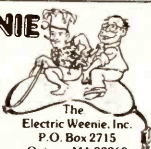
For FREE sample, write on station letterhead to:  
**DIE-LAUGHING**  
P.O. Box 923  
Collinsville, IL 62234

**DIE-LAUGHING**

### the Electric WEENIE

**RADIO'S MOST RESPECTED**  
**DIAG SHEET SINCE 1970**  
**RICK DEES, KIIS-FM:** "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE



The Electric Weenie, Inc.  
P.O. Box 2715  
Quincy, MA 02269

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Write on station letterhead to:  
**CHEEP LAFFS**  
1111 W El Camino Real  
Suite 109-212  
Sunnyvale, CA 94087

Free Sample

You're wild, perverted and demented... That's why I like your stuff!  
**Dr. Owen Rose**  
SPIC  
San Francisco

What do **RICK DEES & HOWARD STERN** have in common???

### "Jackie The Joke Man"

Airable Samples!! "Use Your Fingers!"  
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Off Hour Kackers, Box 62, East Norwich, NY 11732



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50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 23-year major market veteran. Call or write for rates.

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B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:



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Rates: One week \$6.00. SPECIAL 6 weeks \$15.95 — you save \$20.00!

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JOB MARKET

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CHR AOR AC

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### JINGLES

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

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"MOST USABLE SERVICE EVER."

"A SHEET LIKE NEVER BEFORE"

2 WEEK TRIAL ONLY \$5 • OR MORE INFO:

INFO-BITS, BOX 112576, SAN DIEGO, CA 92111

### GALAXY

write:  
P.O. Box 3482-R  
Rutland, CA 92519

\*Indicate COUNTRY or CONTEMPORARY Format

Free Sample Of **RADIO'S DAILY ON-AIR PREPARATION SERVICE!**  
Airshift-ready music notes, star facts, calendar, more!

### "SHOW PREP"

Historical • Special & Musical Events

• \$30 Monthly Newsletter Calendar •

"I use it — it's great!" Christopher Kaye, Y108/Denver

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### Brand New — Safest Oldies Lists

Competitive Monitors of 12 AC Stations

... 12 CHR stations

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### "THE MUSIC DIRECTOR"

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Monitors by Strategic Radio Research Chicago



## MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$60.00
6 Insertions	\$55.00
13 Insertions	\$50.00
26 Insertions	\$45.00

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.

Submit to:

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**RADIO & RECORDS 1930 Century Park West**  
Los Angeles, Calif. 90067 (213) 553-4330

# MARKETPLACE

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YOU JUST READ  
THIS!**

**MARKETPLACE  
CALL ADRIENNE:  
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# OPPORTUNITIES

## OPENINGS

### NATIONAL

#### PROGRAM DIRECTORS

Shamrock Broadcasting Company may have a major market opportunity for you. Immediate opening for an accomplished programmer (AC Format). Future openings anticipated for new acquisitions (all formats). We'd like to get to know individuals:

- \* Who are seeking a long-term career opportunity and who have management growth potential.
- \* Who have the creative talent, skills and experience required to make best use of state-of-the-art resources.
- \* Who can build a strong team, develop good people, create and execute a strategic plan, and encourage innovative contribution.
- \* Who share our vision of integrity and excellence.

Absolute confidence assured. Please send a brief description of your experience, career goals and professional interests to:

**Ross Reagan**  
National Program Director  
c/o KMGC  
1353 Regal Row  
Dallas, TX 75247

Shamrock Broadcasting Company an equal opportunity employer.

#### NEWS — NEWS — NEWS — NEWS

#### ANCHORS — REPORTERS — DIRECTORS — M/F

We never seem to have enough to fill the many job orders we receive from stations all across the country — in all size markets. Our client stations are increasing the quality and quantity of their news departments. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 postage/handling to:

**NATIONAL BROADCAST TALENT COORDINATORS** **ACT NOW!**  
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

**SuperSpots** - the nation's leading radio & television spot and program production company - is expanding and seeks an audio engineer trainee. Voice work not necessary. Keyboard skills and music composition a plus. CHR and/or AOR background a must. Apply by sending sample tape, resume with references, salary requirements and letter to Joe Kelly, SuperSpots, 216 W. Ohio, Chicago, IL 60610. Excellent benefits and opportunities for the future. Please, no calls. EOE

**SUPERSPOTS®**

## EAST

Seek one or two announcers to work weekends. Beginners welcome. T&R: WLTN, Box 349, Littleton, NH 03561. EOE (8-8)

Seek experienced announcers. We are the power of the Poconos! T&R: Sue Sherry PD, WS8G, 22 S. 8th St., Stroudsburg, PA 18360. EOE (8-15)

Seek take-charge, reactive, experienced news pro. Winning company, great bucks. Great place to live. T&R: Box 923, Lewiston, ME 04240. EOE (8-15)

## OPENINGS



Opening for enthusiastic CHR PD who wants to prove himself in Albany, NY. The successful applicant will have marketing vision and ability to guide morning team. On-air talent a plus. Top salary for the right person. Join an up-and-coming station. Send inquiries to Jeff Johnson, JHAN HIBER & ASSOCIATES, 26384 Carmel Rancho Lane, Suite 202, Carmel, CA 93923. EOE

Hot Hits 99-WGFM seeks morning show host. Prime time for a CHR personality with class, humor, & community service. T&R: Michael Neff, Box 1410, Schenectady, NY 12301. EOE (8-15)

Seek fulltime radio "utility" person with strong, creative copywriting/production skills. Call WJIC/WTSX in Port Jervis, NY (914) 856-5185 Regina EOE (8-15)

Production director, experienced only. Salary, bonus opportunities, benefits. Powerhouse stations. T&R: OM, WCKX/WKOK, Box 1070, Sunbury, PA 17801. EOE (8-15)

Country AM drive, communicator, strong production, team player. T&R: Bob Grayson, Box 3677, Wilmington, DE 19807. EOE (8-15)

Operation expanding, seek an adult, reliable, warm morning drive/PM for lite FM. Winning company, great place to live. T&R: Box 929, Lewiston, ME 04240. EOE (8-15)

WMMR/Baltimore seeks production director/copywriter. Minimum three years' experience on-air. T&R: Ralph Wimmer, K-1106, 200 E. Joppa Rd., Towson, MD 21204. EOE (8-15)

Experienced, self-motivated newperson sought. At least two years' experience. T&R: Jim Morgan, WOVU, Route 1, Box 33, Ocean View, DE 19970. EOE (8-15)

Seek team players for future full/parttime openings. No beginners. T&R: Don Morgan, WAAL, Box 997, Binghamton, NY 13901. EOE (8-15)

Seek PBP announcers for the Binghamton Whalers of the American Hockey League. T&R: Phil Jacobs, Binghamton Whalers, 1 Stewart St., Binghamton, NY 13901. EOE (8-15)

Mid-Atlantic AC seeks fulltime announcer. T&R: Thomas Grooms, WPTX/WMDM, St. Andrews Church Rd., Lexington Park, MD 20653. EOE (8-15)

WCFR has sports/news opening. Anchor, writing & PBP skills needed. Rush T&R: Bob Flint, Box 800, Springfield, VT 05156. EOE (8-15)

Copywriter/production announcer. Stardust AM, Transtar AC, FM. Some operator duties. T&R: Pete Eckhoff, WASR/WLJK, Box 799, Laconia, NH 03247. EOE (8-15)

Evening position open at WLBR. PBP helpful but not necessary. T&R: Box 1270, Lebanon, PA 17042. EOE (8-15)

## OPENINGS

#### NEWS DIRECTOR

For small/medium market. AM/FM combo, heavy into news and information. Highly-rated stations, seeking qualified and assertive manager. Group owners looking for solid key persons who are hard workers. Send resume and aircheck to Radio & Records, 1930 Century Park West, #413, Los Angeles, CA 90067. EOE

#### PROGRAM DIRECTOR

Program our major market Light Rock FM. We're good... can you make us GREAT? If you're a winner, we want to talk with you about this major league opening. Send resume and salary history in confidence to Radio & Records, 1930 Century Park West, #409, Los Angeles, CA 90067. EOE M/F

Copywriter/production director for NY combo. Creativity & customer relations important. T&R/writing sample: GM, WNUJ/WJXL, Box 40, Newton, NJ 07860. EOE (8-15)

#### NEW ENGLAND ROCKER

We need a highly creative... PRODUCTION DIRECTOR. Can you do voices... work with state-of-the-art equipment... even pull an airshift? If so, send aircheck, production sample and resume to Radio & Records, 1930 Century Park West, #422, Los Angeles, CA 90067. EOE



#### STEP UP

Stable legend in 450,000+ market needs to start shakin' again. We have great CHR numbers to build on, attractive salaries, and benefits in several shifts, and a pile of pinheads-on-tape from our last R&R ad. You have experience that matters, the drive to do whatever it takes, and a strong background in an album-oriented format or you don't have a chance. NO Calls. No time to waste. J. Lazio, PO Box 580, Long Branch, NJ 07740. EOE

# OPPORTUNITIES

## OPENINGS

### 61 WGIR, MANCHESTER, NH

Seeks dynamic, experienced ANCHOR/REPORTER for award-winning news block. We are top news shop north of Boston. Send T&R and writing samples to Kevin Hamilton, News Director, WGIR, Box 610, Manchester, NH 03105. EOE

### Rock 101

Rock 101 GIR-FM... Northern N.E. #1 R & R radio station is looking for a creative, reliable Morning Drive talent. Tape and resume to **Box Cox PD, PO Box 101, Manchester, NH 03105**. Salary negotiable. EOE

### CHR TOP 20 MARKET

CHR airshift available. Top 20 market. Strong production necessary. Minimum 3-year experience. Salary according to talent and track record. RUSH tape and resume to Radio & Records, 1930 Century Park West, #412, Los Angeles, CA 90067. EOE

### POWER 99fm

#### PRODUCTION DIRECTOR

#1 Urban FM station seeks a creative pro for promotional & commercial production. Send tape & resume to Program Director, WUSL, 440 Domino Lane, Philadelphia, PA 19128. Absolutely no phone calls - We are an equal opportunity employer.

### 93 HFM

#### THE GIANT

is growing, and looking for a special talent to serve Springfield Hartford adult hits. Mature yet exciting, entertaining yet disciplined, friendly yet sincere... The Valley awaits. Tape and resume to: **93HFM, P.O. Box 9013, Springfield, MA 01102-9013**. R&R Broadcasting is an equal opportunity employer.

### NEW ENGLAND AM-FM COMBO

Wants an afternoon news person with talent. Must be able to interact, to inform, to write, to communicate. High standards, no beginners. Send T&R and samples to Radio & Records, 1930 Century Park West, #425, Los Angeles, CA 90067. EOE

## SOUTH

WTMK/Tupelo has opening for airshift/production. Prime time for night person. Rush T&R: J. Michael Punt, Box 354, Tupelo, MS 38802. EOE (8-8)

All personalities, not DJs. Country or AC background. Big bucks for community-minded person. T&R/picture: WBHP, Box 1230, Huntsville, AL 35807. EOE (8-8)

100,000-watt AC seeks overnighter. Must be upbeat. T&R & salary requirements: Jeff Brown, KTVL, Box 6367, Tyler, TX 75711. EOE (8-8)

Sales manager & staff sought for Eastern NC AM/FM. Contact Jim Clark (919) 628-6781 EOE (8-8)

Middays at Eastern NC CHR. T&R: Bill Sellers, Box 665, Farmington, NC 28340. EOE (8-8)

FL's hottest new AC seeks air personalities with great production. T&R: Dave Conley, Box 7789, Naples, FL 33941. EOE (8-8)

All personalities, not DJs. Country or AC background. Big bucks for community-minded individual. T&R/picture: WBHP, Box 1230, Huntsville, AL 35807. EOE (8-15)

## OPENINGS

Leading SW TX 100,000-watt FM is accepting T&Rs for future openings. Team players only. T&R: Don Wayne, 307 E. 8th St., Del Rio, TX 78840. EOE (8-15)

WQXY/Baton Rouge's only AC now accepting applications for possible future openings. Need warmth, reliability to 25-44 audience. T&R: Andy Holt, 100 St. James St., Suite K-100, Baton Rouge, LA 70802. EOE (8-15)

Winter Haven, FL WYXY, young personality AC, seeks experienced engineer/part-time announcer. T&R: Roger Bald, 1505 Dundee Rd., 33860. EOE (8-15)

KNIN FM seeks great morning news person & hit-cracking after-noon personality. Three years' experience. T&R/photo: Chuck Beck, Box 787, Wichita Falls, TX 76308. EOE (8-15)

We've just lost another one to the majors! Join one of America's great AC stations. T&R: Nick O'Neil, WLTY, 720 Bush St., Norfolk, VA 23510. EOE (8-15)

Production help sought. Must be creative & detail oriented. New equipment. Station is tops. T&R: WNNC, Box 940, Newton, NC 28658. EOE (8-15)

Isle 95 seeks tapes to fill future openings. T&R: Jonathan Keys, Suite V-2, Caravelle Arcade, Christiansburg, St. Croix 00820. EOE (8-15)

New small market station in lakes area of KY seeks applications for personalities & journalists. T&R: Stretch, Drawer D, Cadiz, KY 42211. EOE (8-15)

### K98

Need female personality for one of America's top morning shows. Send tape, resume, and picture to **K98, 1219 W. 6th Street, Austin, TX 78703**. Attn: Barry Kaye. K98 is an equal opportunity employer.

### CONTEMPORARY COUNTRY

Contemporary morning Country personality for Southeast 100,000 FM. Humorous "personality," warm, witty and willing to get involved. Send tape and resume to Radio & Records, 1930 Century Park West, #419, Los Angeles, CA 90067. EOE

### AM93 WTOY

WTOY is looking for a creative fast-paced morning drive personality with management experience! No beginners! No phone calls! Send the hot tracks to:

Amy Lee  
WTOY P.O. Box 6158  
Roanoke, VA 24017

EOE

### WRAL-FM 101

North Carolina's "Classiest" FM

#### Production/Creative Director

Capitol Broadcasting Co. Inc. has a position open in Raleigh, N.C., for a unique and talented individual who can combine creative writing with outstanding performance in a multi-track studio. Responsibilities include commercial and station promotional announcements. We are an upbeat, bright and exciting AC radio station. We offer an excellent salary plus first class benefits. Send your T&R along with written materials to:

Steve Anthony  
WRAL-FM  
P.O. Box 10100  
Raleigh, NC. C. 27605

EOE

### GULF COAST

#### ADULT CONTEMPORARY

Seeking next generation air talent! Competitive market, stable company, good salary and benefits. Good production skills, ability to communicate, and desire to win are musts! Send tape and resume to Radio & Records, 1930 Century Park West #426, Los Angeles, CA 90067. EOE

## OPENINGS

### MIDWEST

Full & part-time board ops sought for Format 41. Production a must. Samples/T&R: KFMD, Box 5003, Des Moines, IA 50306. EOE (8-8)

WTRC/Elkhart seeks morning news anchor with personality for top-rated AC. T&R: Ed Huot, Box 699, Elkhart, IN 46515. EOE (8-8)

Morning news anchor. Dedicated, investigative, experienced. Great station in attractive location. T&R/writing sample: WHFB, 2100 Fairplain Ave., Benton Harbor, MI 49022. EOE (8-8)

WSPD/Toledo seeks top gun for mornings at this FSA. T&R: Fred Heller, 125 S. Superior, Toledo, OH 43602. EOE (8-8)

Hungry? Sink your teeth into production with KFMD. Write & produce spots that sell. Samples & resume: Box 5003, Des Moines, IA 50306. EOE (8-8)

Morning host for Format 41 station. Production skills required. T&R: Chip Douglas Mosely, Box 5003, Des Moines, IA 50306. EOE (8-8)

K96, hot AC, has rare opening for full/part-time position, work in a market surrounded by majors. You'll next stop can only be up. T&R: Dan Osborne, Box 1647, Richmond, IN 47375. EOE (8-15)

Major market immediate hiring. Modern AOR/Hip. T&R: Classic Radio, 5869 E. 71st St., Suite 116, Indianapolis, IN 46220. EOE (8-15)

Small market FM in Northern MI has openings in news, P/R, on-air, & sales. T&R: WBNZ, Randy Rowley, 1532 Forester Rd., Frankfort, MI 49635. EOE (8-15)

### EAGLE 93.1FM

LOOKING FOR MR. PROMO  
WE'LL GIVE YOU: A state of the art four-track studio complete with "Toys", Creative Freedom, Great Staff, Razor Blades, Tape, Edit Tabs and Long Hours. YOU GIVE US: Ass-Kicking Promos! Sample promo cassette, resume and salary requirements to:

Mark Stevens  
c/o WEAG  
9292 North Meridian Street  
Indianapolis, IN 46260  
NO CALLS PLEASE. EOE

### EAGLE 93.1FM

MORNING NEWS PERSONALITY  
Can you make the NEWS sound like it's not?  
EAGLE 93.1 currently searching for an individual to interact with morning team; Great Writing Skills, Wit and Killer Instinct a must!  
Cassette, resume, photo and salary requirements to:

Mark Stevens  
c/o WEAG  
9292 North Meridian Street  
Indianapolis, IN 46260 EOE

### MEDIA STRATEGIES

CLASSIC ROCK ANNOUNCERS  
Looking for sharp air people for Classic Rock stations all sized markets. Previous AOR experience helps. Excellent knowledge of the music mandatory. You were either on the bus, or you weren't. If you were, send T&R to: Fred Jacobs, MEDIA STRATEGIES, 31800 Northwestern Highway, Suite 365, Farmington Hills, MI 48018. No Calls Please. EOE

### EVENINGS WVIC

WVIC/Lansing, MI. Market leader for more than two years. E. Alvin Davis-style CHR. Fun, well-paced personality needed with experience using the phone. First class facilities, professional staff, good salary and benefits. Send cassette and resume to:

Goodrich Broadcasting  
3565 29th Street, SE  
Kentwood, Michigan 49508

EOE

## OPENINGS

### WHO 1040 DES MOINES

WANTED: A "killer" news director for WHO-AM and sister KLYF-FM. Experience and ability to destroy competition. Strong anchor skills for morning drive shift. Minimum 5 years radio news experience in medium-to-large market with immediate past two years in radio news management. Broad collegiate background and budgeting experience required. Strong leadership skills. T&R to Mark Carros, WHD-AM, 1801 Grand Avenue, Des Moines, IA 50308. EOE/MF No phone calls, please.

### CARS 108 WCFM

Many have applied, but no one has been chosen! We continue to look for a topical, funny, friendly talent for our nationally top-rated music AC FM! If you qualify, we offer a stable company, management support, good salary, and the finest working conditions. Send T&R (no calls) to Mark Thoms, O.P.s, M.G.L., WCHZ, Box 1080, Flint, MI 48501. EOE/MF

### MORNING SHOW NEWS ANCHOR

104.5 WSNX is looking for a morning show news anchor. We need someone with the ability to deliver the news in a conversational and casual manner, plus have good news-gathering and feature-type writing skills to work with the morning show host. Send cassette and resume to:

J.J. Duling  
WSNX  
875 E. Summit, Muskegon, MI 49444

### Crazy? Morning Show Host

104.5 WSNX, West Michigan's HOT 50kw CHR, is looking for a crazy, high-profile morning show host. In addition to heavy phones, bits, and appearances, we need someone who's topical, fun, and personable to create talk among our listeners. The station that gained national headline with the "Money Man Capex." We'll provide all the tools you'll need to win, a state of the art facility plus excellent compensation and benefits, plus some of America's best summer beaches. Send cassette and resume to:

J.J. Duling  
WSNX  
875 E. Summit, Muskegon, MI 49444

### WQHK

WQHK/Ft. Wayne has an immediate opening for an experienced Country programmer at 5000-watt AM Country station. Must be strong leader with good people skills. Tapes and resumes to John Curry, KVLT, 6931 S. 66th E. Ave., Tulsa, OK 74133. EOE

### SPORTS TALK SHOW

Major market talk station with opening for sports talk host with personality. If your talent lies somewhere between Howard Cosell and Brent Musburger, send resume and tape to Radio & Records, 1930 Century Park West, #421, Los Angeles, CA 90067. EOE

### PD/OM WANTED

Are you looking to be an integral part of the management team? If so, this Wisconsin FM station wants you! We need a strong management person, heavy in promotion and programming skills. Send letter, T&R, & photo to Radio & Records, 1930 Century Park West, #408, Los Angeles, CA 90067. EOE



# PUT AN

# ONE TO ONE



'ANGEL IN MY  
POCKET'

WPHD 22-19  
WMMS 11-9  
KWK 21-13  
WBEN add  
WTLQ add  
Q106 add  
KTUX add  
WKDD add  
WRQN deb-33  
KIKX add  
KMGX on  
KCPX add  
KATD add  
OK100 on  
95XIL 38-35  
WOMP on  
KQIZ add  
WHSI add  
WBNO on  
WBWB on  
99KG add  
WDBR add  
KKAZ add  
KBIM on

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# ANGEL ON YOUR PLAYLIST



## NATIONAL MUSIC FORMATS

Added This Week

### Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

#### Easy Listening

LARRY CARLTON "Smiles & Smiles To Go"  
CHET ATKINS "The Official Beach Music"  
BOTTICELLI "Waiting For A Girl Like You"

### Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

#### Adult Contemporary

BOB SEGER "It's You"  
AIR SUPPLY "Lonely Is The Night"  
NEIL DIAMOND "The Story Of My Life"  
MOODY BLUES "The Other Side Of Life"

#### Modern Country

JUICE NEWTON "Cheap Love"  
RANDY TRAVIS "Diggin' Up Bones"  
SOUTHERN PACIFIC "A Girl Like Emmylou"  
SCHULYER, KNOBLOCH, & OVERSTREET "You Can't..."

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

EL DeBARGE "Love Always"  
STACEY Q "Two Of Hearts"  
GENESIS "Throwing It All Away"  
SHEENA EASTON "So Far, So Good"

#### The AC Format

PATTI LaBELLE "Oh, People"  
GENESIS "Throwing It All Away"  
BILLY JOEL "A Matter Of Trust"  
PAUL SIMON "You Can Call Me Al"  
DAVID FOSTER "Who's Gonna Love You Tonight"

#### Super-Country

JOHN ANDERSON "Honky Tonk Crowd"  
STEVE WARINER "Starting Over Again"  
JOHN SCHNEIDER "At The Sound Of The Tone"

### Concept Productions

Elvin Ichijama (916) 782-7754

#### CHR

BEATLES "Twist & Shout"  
EURYTHMICS "Missionary Man"  
BILLY JOEL "A Matter Of Trust"  
GENESIS "Throwing It All Away"  
KENNY LOGGINS "Playing With The Boys"  
ROBERT PALMER "I Didn't Mean To Turn You On"

#### Country

ANNE MURRAY "My Life's A Dance"  
MICHAEL MARTIN MURPHEY "Fiddlin' Man"  
JOHN SCHNEIDER "At The Sound Of The Tone"  
M. OSMOND & P. DAVID "You're Still New To Me"  
SHELLY WEST "Love Don't Come Any Better Than This"

#### AC

BILLY JOEL "A Matter Of Trust"  
GENESIS "Throwing It All Away"  
AIR SUPPLY "Lonely Is The Night"  
DAVID FOSTER "Who's Gonna Love You Tonight"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

GENESIS "Throwing It All Away"  
JEFFREY OSBORNE "You Should Be Mine"  
C. ANDERSON & G. LORING "Friends & Lovers"

#### Contempo 300

EL DeBARGE "Love Always"  
NEIL DIAMOND "The Story Of My Life"

#### Great American Country

RESTLESS HEART "That Rock Won't Roll"  
SOUTHERN PACIFIC "A Girl Like Emmylou"  
BARBARA MANDRELL "No One Mends A Broken Heart..."

### Media General

#### Broadcast Services

Bob Dumas (901) 320-4433

#### Action

PATTI LaBELLE "Oh, People"  
PAUL SIMON "You Can Call Me Al"  
AIR SUPPLY "Lonely Is The Night"  
MOODY BLUES "The Other Side Of Life"  
GEORGE BENSON "Kisses In The Moonlight"

#### Your Country

DOBIE GRAY "The Dark Side Of Town"  
RESTLESS HEART "That Rock Won't Roll"  
A.J. MASTERS "Love Keep Your Distance"  
WILLIE NELSON "I'm Not Trying To Forget You"  
D.A. COE & W. NELSON "I've Already Cheated On You"

#### Hit Rock

PAUL McCARTNEY "Press"  
GENESIS "Throwing It All Away"  
LOVERBOY "Heaven In Your Eyes"

### Peters Productions, Inc.

George Junak (800) 255-8511

#### Country Lovin'

STEVE EARLE "Guitar Town"  
ANNE MURRAY "My Life's A Dance"  
RANDY TRAVIS "Diggin' Up Bones"  
RESTLESS HEART "That Rock Won't Roll"  
GATLIN BROTHERS "She Used To Be Somebody's Baby"

#### The Ultimate AC

BOB SEGER "It's You"  
GENESIS "Throwing It All Away"  
ANNE MURRAY "My Life's A Dance"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

JOHN ANDERSON "Honky Tonk Crowd"  
CHARLY McCLAIN "So This Is Love"  
BARBARA MANDRELL "No One Mends A Broken Heart..."

#### Soft Contemporary

PAUL SIMON "You Can Call Me Al"

#### Sound 10

GENESIS "Throwing It All Away"  
PAUL SIMON "You Can Call Me Al"  
DAVID FOSTER "Who's Gonna Love You Tonight"

### Satellite Music Network

Pat Clarke (214) 991-8020

#### The Starstation

EL DeBARGE "Love Always"

#### Country Coast-To-Coast

CRYSTAL GAYLE "Cry"  
STEVE EARLE "Guitar Town"  
LEE GREENWOOD "Didn't We"  
SYLVIA "Nothin' Ventured Nothin' Gained"

#### Rock 'N' Hits

BILLY OCEAN "Love Zone"  
VAN HALEN "Love Walks In"  
ART OF NOISE "Paranoimia"  
LOVERBOY "Heaven In Your Eyes"  
GENESIS "Throwing It All Away"  
JEFFREY OSBORNE "You Should Be Mine"

### Transtar

#### Adult Contemporary

Mike Tanner (213) 460-6383

MADONNA "Papa Don't Preach"  
MIKE & THE MECHANICS "Taken In"

#### Country

Rick Honea (213) 460-6383

KEITH WHITLEY "Ten Feet Away"  
FORESTER SISTERS "Lonely Alone"  
E. RABBITT & J. NEWTON "Both To Each Other"  
N. LARSON & S. WARINER "That's How You Know..."

JAZZ

TOP 30

AUGUST 15, 1986

- 1 DAVE VALENTIN/Light Struck (GRP)
2 SPYRO GYRA/Breakout (MCA)
3 BOB JAMES & DAVID SANBORN/Double Vision (WB)
4 BOBBY McFERRIN/Spontaneous Inventions (Blue Note)
5 STAN GETZ/Voyage (Black-Hawk)
6 TOM GRANT/Take Me To Your Dream (Pausa)
7 JIMMY SMITH/Go For Whatcha Know (Blue Note)
8 HENRY BUTLER/Fivin' Around (MCA Impulse!)
9 BOBBY SHEW/Shevhorn (Pausa)
10 WEATHER REPORT/This Is This (Columbia)
11 YELLOWJACKETS/Shades (MCA)
12 SHADOWFAX/Too Far To Whisper (Windham Hill)
13 MAKOTO OZONE/After (Columbia)
14 MIKE METHENY/Day In-Night Out (MCA Impulse!)
15 KEITH MacDONALD TRIO/Waiting (Landmark)
16 PHIL WOODS/Heaven (Black-Hawk)
17 BILLY COBHAM/Powerplay (GRP)
18 T LAVITZ/Storytime (Passport Jazz)
19 CHICO FREEMAN/Pied Piper (Black-Hawk)
20 HANK CRAWFORD & JIMMY McGRUFF/Soul Survivors (Fantasy)
21 RARE SILK/Black & Blue (TBA/Palo Alto)
22 JINORA LESMANA/For Earth & Heaven (Zebra/MCA)
23 STEPS AHEAD/Magnetic (Elektra)
24 TITO PUENTE & HIS LATIN ENSEMBLE/Sensacion (Concord)
25 KENNY BARRON/1 + 1 + 1 (Black-Hawk)
26 WOODY HERMAN & HIS BIG BAND/50th Anniversary Tour (Concord)
27 ANDREAS VOLLENWEIDER/Down To The Moon (CBS)
28 JOHN COLTRANE/Master Tapes (MCA Impulse!)
29 SCOTT HENDERSON & TRIBAL TECH/Spears (Passport Jazz)
30 JESSICA WILLIAMS/Notin' But The Truth (Black-Hawk)

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz: WKND/Hartford, Meonae McClean, KJCB/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Deli Spencer, WDMT/Cleveland, Dean-Dean Rufus.

NEW & ACTIVE

- MICHAEL MANRING "Unusual Weather" (Windham Hill) 18/8
SADAO WATANABE "Good Time For Love" (Elektra) 16/6
RODNEY FRANKLIN "It Takes Two" (Columbia) 14/2
TOM HARRELL "Play Of Light" (Black-Hawk) 14/2
CHRIS BRUBECK & ANDY LAVERNE TRIO "See How It Feels" (Black-Hawk) 12/2
CRYSTAL "Clear" (Black-Hawk) 12/1
MARK MURPHY "Living Room" (Muse) 11/3
JOE SAMPLE & DAVID T. WALKER "Swing Street Cafe" (Crusaders/MCA) 10/5
JAKOB MAGNUSSON "Time Zone" (Golden Boy Jazz/Optimism) 10/3

MOST ADDED

- MICHAEL MANRING (8)
PETER KATER (6)
SADAO WATANABE (6)
EARL KLUGH (5)
TITO PUENTE & HIS LATIN ENSEMBLE (5)
RARE SILK (5)
JOE SAMPLE & DAVID T. WALKER (5)

HOTTEST

- SPYRO GYRA (20)
DAVE VALENTIN (20)
BOB JAMES & DAVID SANBORN (17)
YELLOWJACKETS (11)
STAN GETZ (10)
BOBBY McFERRIN (9)
SHADOWFAX (8)

- SHEILA JORDAN "The Crossing" (Black-Hawk) 8/2
DIRTY DOZEN BRASS BAND "Live Mardi Gras In Monterey" (Rounder) 8/1
ALLAN HOLDSWORTH "Atavachron" (Enigma) 8/1
GRANT GEISSMAN "Drinkin' From The Money River" (TBA/Palo Alto) 7/3
JEFF TYZIK "Farthest Corner Of My Mind" (Amherst) 7/2
WILLIAM ACKERMAN "Conferring With The Moon" (Windham Hill) 7/0
BOB COOPER & SNOOKY YOUNG SEXTET "In A Melotone" (Fantasy) 7/0
PETER KATER "Two Hearts" (PDK/Optimism) 6/6
VICTOR FELOMAN'S GENERATION BAND "Smooth" (TBA/Palo Alto) 6/2
KRONOS QUARTET "Music Of Bill Evans" (Landmark) 6/2
PAM PURVIS WITH BOB ACKERMAN "Heart Song" (Black-Hawk) 6/2
VIBRATION SOCIETY "Music Of Rahnman Roland Kirk" (Stash) 6/0

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots by region: EAST, SOUTH, MIDWEST, WEST. Lists artists and station call letters for each region.

THE BEST AND BRIGHTEST. BOBBY McFERRIN. "CARELESS WHISPER" "SUNSHINE". ON BLUE NOTE AND MANHATTAN RECORDS.

48 Reporting Stations
44 Current Reports
KJAZ/San Francisco, WFSS/Fayetteville, and WHRO/Norfolk called in frozen reports. KERA/Dallas-Ft. Worth failed to report for two consecutive weeks and was not used in this week's data.





ANY WAY YOU  
ADD IT UP,

one  
**PLUS**  
one

IS A SMASH.

FORCE M.D.'S



**THE NEW SINGLE**  
Produced By Robin Halpin  
From The Solid Gold Album  
**CHILLIN'**  
On Tommy Boy Records



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# L.A. R&R BANDS & ACTS

## EAST

**WXY/Baltimore**  
Roy Sampson

**MIDNIGHT STAR**  
LOOSE ENDS  
NEW EDITION  
JEFFREY OSBORNE  
D TRAIN  
REBBIE JACKSON  
RAPPIN' DUKE  
TEDA MARIE  
CAMO  
O.C. SMITH  
Hottest:  
ANITA BAKER  
ORAN JUICE JONES  
LUTHER VANDROSS  
LEVERT  
JANET JACKSON

**WWIN/Baltimore**  
Don Brooks

**CAMO**  
AL JARREAU  
PRINCESS  
ANITA BAKER  
CHAKA KHAN  
SWEET CREAM  
WHODINI  
JAZZ  
BILLY OCEAN  
Hottest:  
LISA LISA  
HANSON & JAVES  
OWEN GUTHRIE  
JANET JACKSON  
MIDNIGHT STAR

**WLD/Boston**  
Eroy Smith

**FULL FORCE**  
GREGORY ABBOTT  
CAMO  
YARBUROW & PEOP  
DOUG E. FRESH  
LIONEL RICHIE  
5 AND STREET  
Hottest:  
SHIRLEY JONES  
ORAN JUICE JONES  
NEW EDITION  
LISA LISA  
NEW EDITION

**WKND/Hartford**  
John McLean

**BOBBI HOPPREY**  
AL JARREAU  
SIMPIONIA  
CAMO  
GENOBIA JETER  
Hottest:  
WHODINI  
ANITA BAKER  
BILLY OCEAN  
JEFFREY OSBORNE  
LEVERT

**WNC/Chicago**  
Dwight Green

**GENOBIA JETER**  
REBBIE JACKSON  
KUBI MOYTAU  
AL JARREAU  
R.J.'S LATEST ARRIV  
CONTROLLERS  
BOBBY JIMMY  
RODNEY FRANKLIN  
Hottest:  
OWEN GUTHRIE  
GREGORY CLINTON  
LUTHER VANDROSS  
LEVERT  
SOS BAND

**WNS/New York**  
Tony Gray

**MADONNA**  
LIONEL RICHIE  
LIONEL RICHIE  
PATTI LABELLE  
BILLY OCEAN  
LEVERT  
KRISTOL

**KAL/Hos Angeles**  
CHR Winson

**GLEN JONES**  
CAMO  
FORCE MD'S  
GREGORY ABBOTT  
MIDNIGHT STAR  
Hottest:  
LUTHER VANDROSS  
ANITA BAKER  
SHIRLEY JONES  
BILLY OCEAN

**KDAY/Hos Angeles**  
Lisa Canning

**NEW EDITION**  
FORCE MD'S  
OWEN GUTHRIE  
LEVERT  
Hottest:  
RIN D.M.C.  
BOBBIE ROYS  
FULL FORCE  
LUTHER VANDROSS

**OC104/Ocean City**  
Dave Allan

**GENESIS**  
JAMES INGRAM  
MIDNIGHT STAR  
Hottest:  
BILLY OCEAN  
ASHFORD & SIMPSON  
OWEN GUTHRIE  
STEVE MINWOOD  
LIONEL RICHIE  
WUSL/Philadelphia

**WUSL/Philadelphia**  
Tony Quarante

**MADONNA**  
HOWARD HEMMETT  
FIVE STAR  
CHAKA KHAN  
NEW EDITION  
Hottest:  
LISA LISA  
ANITA BAKER  
JEFFREY OSBORNE  
BILLY OCEAN  
NELI'SA MORGAN

**WDA/Philadelphia**  
Joe Tamburo

**TEMP TATIONS**  
RODNEY FRANKLIN  
GREGORY BENSON  
THE RAMS  
GENOBIA JETER  
KERRY G  
HONMASTER GEE  
STEVE G  
AL JARREAU  
ORAN JUICE JONES  
Hottest:  
ORAN JUICE JONES  
OWEN GUTHRIE  
BILLY OCEAN  
ALEXANDER O'NEAL  
JAMES INGRAM  
AL JARREAU  
HOWARD HEMMETT  
BILLOW MONKEYS  
DOUBLE  
MICHAEL SEMBELLO  
Hottest:  
LUTHER VANDROSS  
BILLY OCEAN  
LEVERT  
JANANNI C  
CHAKA KHAN

**KOXL/Baton Rouge**  
G.L. Hayes

**DESHAM**  
MIDNIGHT STAR  
GREGORY ABBOTT  
PATTI AUSTIN  
ORAN JUICE JONES  
KENNY & JOHNNY  
Hottest:  
JERMAINE STEWART  
BOBBI HOPPREY  
NEW EDITION  
BILLY OCEAN  
Hottest:  
ANITA BAKER  
OWEN GUTHRIE  
DOUG E. FRESH  
LEVERT  
LISA LISA

**WHUR/Washington**  
Mike Archa

**NEW EDITION**  
O.C. SMITH  
RONNIE LANS  
GAVIN CHRISTOPHER  
WILLIAM BELL  
OWEN GUTHRIE  
BILLY GRIFFIN  
HOTTEN  
Hottest:  
LOOSE ENDS  
JAMES INGRAM  
Hottest:  
MOORE & KASHIF  
LUTHER VANDROSS  
OWEN GUTHRIE  
HOTTEN

**WTK/Blaton Rouge**  
E. Rodney Jones

**none**  
Hottest:  
FORCE MD'S  
PATTI LABELLE  
GREGORY ABBOTT  
LEVERT  
Hottest:  
ANITA BAKER  
PIECES OF A DREAM  
MOORE & KASHIF  
OWEN GUTHRIE

**WOMG/Greensboro**  
Doc Foster

**JUNKYARD BAND**  
LIQUID HEAT  
BBAQ  
JANET JACKSON  
WILLIAM BELL  
LOOSE ENDS  
HOTTEN  
PATTI LABELLE  
NEW EDITION  
SKIPWORTH & TURNE  
D TRAIN  
REBBIE JACKSON  
HOTTEN  
ANITA BAKER  
LUTHER VANDROSS  
SHIRLEY JONES  
BILLY OCEAN  
LEVERT  
ORAN JUICE JONES

**WEMN/Birmingham**  
John Domet

**MIDNIGHT STAR**  
PHYLLIS HYMAN  
HOTTEN  
WILLIAM BELL  
LEVERT  
O.C. SMITH  
PAT ROY  
SKIPWORTH & TURNE  
HOTTEN  
ANITA BAKER  
LEA CARNE  
LUTHER VANDROSS  
AL JARREAU  
LYN  
STEVE WONDER

**KSOL/San Francisco**  
Robinson Moody

**JUNKYARD BAND**  
KERRY G  
FORCE MD'S  
NEW EDITION  
LOOSE ENDS  
L.A. DREAM TEAM  
RODNEY FRANKLIN  
HOTTEN  
ANITA BAKER  
LUTHER VANDROSS  
DWAR BRATHUN  
LISA LISA  
STACEY O

**XHRM/San Diego**  
L.D. McCollum

**GREGORY ABBOTT**  
GLEN JONES  
ORAN JUICE JONES  
Hottest:  
ANITA BAKER  
LUTHER VANDROSS  
DWAR BRATHUN  
LISA LISA  
STACEY O

**XHRM/San Diego**  
L.D. McCollum

**GREGORY ABBOTT**  
GLEN JONES  
ORAN JUICE JONES  
Hottest:  
ANITA BAKER  
LUTHER VANDROSS  
DWAR BRATHUN  
LISA LISA  
STACEY O

## SOUTH

**JVEE/Atlanta**  
Ray Boyd

**NEW EDITION**  
TEMP TATIONS  
JEFFREY OSBORNE  
DENICE WILLIAMS  
O'CHI BROWN  
Hottest:  
ANITA BAKER  
MOORE & KASHIF  
BILLY OCEAN  
LUTHER VANDROSS  
GLEN JONES

**WAK/Atlanta**  
Larry Tinalay

**MORRIS DAVE**  
GREGORY ABBOTT  
FIVE STAR  
LOOSE ENDS  
RODNEY FRANKLIN  
GIVENS FAMILY  
Hottest:  
AL JARREAU  
JEAN CARNE  
LUTHER VANDROSS  
BILLY OCEAN  
TIMEX SOCIAL CLUB

**WFX/Augusta**  
Tony Sewell

**ANDERSON & LORING**  
FORCE MD'S  
MIDNIGHT STAR  
LISA LISA  
ORAN JUICE JONES  
FOUR TONS  
SKIPWORTH & TURNE  
JANET JACKSON  
ALEXANDER O'NEAL  
JAMES INGRAM  
AL JARREAU  
HOWARD HEMMETT  
BILLOW MONKEYS  
DOUBLE  
MICHAEL SEMBELLO  
Hottest:  
LUTHER VANDROSS  
BILLY OCEAN  
LEVERT  
JANANNI C  
CHAKA KHAN

**KOXL/Baton Rouge**  
G.L. Hayes

**DESHAM**  
MIDNIGHT STAR  
GREGORY ABBOTT  
PATTI AUSTIN  
ORAN JUICE JONES  
KENNY & JOHNNY  
HOTTEN  
JERMAINE STEWART  
BOBBI HOPPREY  
NEW EDITION  
BILLY OCEAN  
Hottest:  
ANITA BAKER  
OWEN GUTHRIE  
DOUG E. FRESH  
LEVERT  
LISA LISA

**WHUR/Washington**  
Mike Archa

**NEW EDITION**  
O.C. SMITH  
RONNIE LANS  
GAVIN CHRISTOPHER  
WILLIAM BELL  
OWEN GUTHRIE  
BILLY GRIFFIN  
HOTTEN  
Hottest:  
LOOSE ENDS  
JAMES INGRAM  
Hottest:  
MOORE & KASHIF  
LUTHER VANDROSS  
OWEN GUTHRIE  
HOTTEN

**WTK/Blaton Rouge**  
E. Rodney Jones

**none**  
Hottest:  
FORCE MD'S  
PATTI LABELLE  
GREGORY ABBOTT  
LEVERT  
Hottest:  
ANITA BAKER  
PIECES OF A DREAM  
MOORE & KASHIF  
OWEN GUTHRIE

**WOMG/Greensboro**  
Doc Foster

**JUNKYARD BAND**  
LIQUID HEAT  
BBAQ  
JANET JACKSON  
WILLIAM BELL  
LOOSE ENDS  
HOTTEN  
PATTI LABELLE  
NEW EDITION  
SKIPWORTH & TURNE  
D TRAIN  
REBBIE JACKSON  
HOTTEN  
ANITA BAKER  
LUTHER VANDROSS  
SHIRLEY JONES  
BILLY OCEAN  
LEVERT  
ORAN JUICE JONES

**WEMN/Birmingham**  
John Domet

**MIDNIGHT STAR**  
PHYLLIS HYMAN  
HOTTEN  
WILLIAM BELL  
LEVERT  
O.C. SMITH  
PAT ROY  
SKIPWORTH & TURNE  
HOTTEN  
ANITA BAKER  
LEA CARNE  
LUTHER VANDROSS  
AL JARREAU  
LYN  
STEVE WONDER

**KSOL/San Francisco**  
Robinson Moody

**JUNKYARD BAND**  
KERRY G  
FORCE MD'S  
NEW EDITION  
LOOSE ENDS  
L.A. DREAM TEAM  
RODNEY FRANKLIN  
HOTTEN  
ANITA BAKER  
LUTHER VANDROSS  
DWAR BRATHUN  
LISA LISA  
STACEY O

**XHRM/San Diego**  
L.D. McCollum

**GREGORY ABBOTT**  
GLEN JONES  
ORAN JUICE JONES  
Hottest:  
ANITA BAKER  
LUTHER VANDROSS  
DWAR BRATHUN  
LISA LISA  
STACEY O

**XHRM/San Diego**  
L.D. McCollum

**GREGORY ABBOTT**  
GLEN JONES  
ORAN JUICE JONES  
Hottest:  
ANITA BAKER  
LUTHER VANDROSS  
DWAR BRATHUN  
LISA LISA  
STACEY O

## MIDWEST

**KMJ/OHouston**  
Arlene Michael

**RAPPIN' DUKE**  
LENNY WILLIAMS  
FORCE MD'S  
FIVE STAR  
EL DEBARGE  
REBBIE JACKSON  
GREGORY ABBOTT  
GREGORY DUKE  
JEFFREY OSBORNE  
GIVENS FAMILY  
HOTTEN  
LUTHER VANDROSS  
WHODINI  
MIDNIGHT STAR  
MOORE & KASHIF  
PULL FORCE

**WKL/Jackson**  
Tommy Marshall

**O.C. SMITH**  
GIVENS FAMILY  
CAMO  
LENNY WILLIAMS  
JAMES INGRAM  
REBBIE JACKSON  
RAPPIN' DUKE  
MARSHALL & BABS  
HOTTEN:  
SHIRLEY JONES  
ORAN JUICE JONES  
MOORE & KASHIF  
STEPHANIE HILLS

**WJM/Jackson**  
Carl Haynes

**none**  
Hottest:  
JEAN CARNE  
ANITA BAKER  
SHIRLEY JONES  
JANET JACKSON  
BILLY OCEAN  
L.A. DREAM TEAM

**WZZ/Jacksonville**  
Nat Jackson

**TROUBLE PUNK**  
AL JARREAU  
ROBBY JIMMY  
PHYLLIS HYMAN  
GILBY GRIFFIN  
JUNIOR  
OWEN GUTHRIE  
C GRANDMASTER FLASH  
HOTTEN:  
WILLIAM BELL  
LUTHER VANDROSS  
BILLY OCEAN  
LIONEL RICHIE  
OWEN GUTHRIE

**WAL/Tulsa**  
L.A. DREAM TEAM

**KRISTOL**  
PAT GILBE  
FORCE MD'S  
LISA LISA  
O'CHI BROWN  
DEWIGHT  
HOWARD HEMMETT  
REBBIE JACKSON  
KERRY G  
MICHAEL HENDERSON  
HAIR NEGOTIATOR  
LIQUID HEAT  
JANANNI C  
SHIRLEY JONES  
SHIRLEY JONES  
OWEN GUTHRIE  
GLEN JONES  
TROUBLE PUNK

**WBL/Knoxville**  
Bill Smith

**REBBIE JACKSON**  
KERRY G  
D.M.C.  
PAT ROYS  
D TRAIN  
BEAU WILLIAMS  
GILBY GRIFFIN  
HOTTEN:  
R.J.'S LATEST ARRIV  
GREGORY ABBOTT  
LEVERT  
ANITA BAKER  
JANET JACKSON  
MOORE & KASHIF

**WOK/Nashville**  
J.C. Floyd

**none**  
Hottest:  
LISA LISA  
BOBBY JIMMY  
ORAN JUICE JONES  
NEW EDITION

**WYLD/SM New Orleans**  
Del Spencer

**none**  
Hottest:  
ANITA BAKER  
LUTHER VANDROSS  
MOORE & KASHIF  
OWEN GUTHRIE  
PULL FORCE

**WAA/Winston Salem**  
Tia Carson

**ANDERSON & LORING**  
SKIPWORTH & TURNE  
GAVIN CHRISTOPHER  
HOTTEN:  
LUTHER VANDROSS  
ANITA BAKER  
SHIRLEY JONES  
FULL FORCE

**WMO/Worfolk**  
Don Allen

**REBBIE JACKSON**  
OLIVER CHEATHAM  
LEVER  
HOWARD HEMMETT  
NEW EDITION  
BEAU WILLIAMS  
GENOBIA JETER  
TOR BAND  
Hottest:  
LUTHER VANDROSS  
OWEN GUTHRIE  
JEAN CARNE  
PATTI LABELLE  
PULL FORCE

**WJY/Louisville**  
Williams March

**JANET JACKSON**  
AL JARREAU  
LYN  
TOR BAND  
R.J.'S LATEST ARRIV  
FORCE MD'S  
Hottest:  
ANITA BAKER  
LUTHER VANDROSS  
OWEN GUTHRIE  
JEAN CARNE  
MOORE & KASHIF  
ORAN JUICE JONES

**WYOU/Louisville**  
Tony T. Fields

**PHILLY BAILEY**  
REBBIE JACKSON  
GIVENS FAMILY  
TROUBLE PUNK  
OLIVER CHEATHAM  
WILLIE COLLINS  
MICHAEL HENDERSON  
HOTTEN:  
HANNUS ANTHONY  
HOTTEN:  
MOORE & KASHIF  
LUTHER VANDROSS  
BILLY OCEAN  
PATTI LABELLE  
LEVERT

## WORLDWIDE

**WJL/Lynchburg**  
Lad Golins

**DOUG E. FRESH**  
AL JARREAU  
KRISTOL  
PATTI AUSTIN  
JAMES INGRAM  
GREGORY DUKE  
GEORGE DUKE  
HOTTEN:  
ANDERSON & LORING  
ANITA BAKER  
MOORE & KASHIF  
SHIRLEY JONES

**WDM/Memphis**  
Bobby O'Jay

**SOS BAND**  
LUTHER VANDROSS  
RODNEY FRANKLIN  
GLEN JONES  
KERRY G  
HOWARD HEMMETT  
BOBBI HOPPREY  
D TRAIN  
JAN CARNE  
ORAN JUICE JONES  
CHAKA KHAN  
CAMO  
SOS BAND  
OWEN GUTHRIE

**WHRK/Memphis**  
Wills/Smith

**none**  
Hottest:  
JEAN CARNE  
ANITA BAKER  
SHIRLEY JONES  
JANET JACKSON  
BILLY OCEAN  
LUTHER VANDROSS

**WAL/Tulsa**  
L.A. DREAM TEAM

**ANDERSON & LORING**  
FORCE MD'S  
TROUBLE PUNK  
GILBY GRIFFIN  
JUNIOR  
OWEN GUTHRIE  
BILLY OCEAN  
HOTTEN:  
WILLIAM BELL  
LUTHER VANDROSS  
BILLY OCEAN  
LIONEL RICHIE  
OWEN GUTHRIE

**WED/Miami**  
Jackson Jones

**BEAU WILLIAMS**  
PAT GILBE  
FORCE MD'S  
LISA LISA  
O'CHI BROWN  
DEWIGHT  
HOWARD HEMMETT  
REBBIE JACKSON  
KERRY G  
MICHAEL HENDERSON  
HAIR NEGOTIATOR  
LIQUID HEAT  
JANANNI C  
SHIRLEY JONES  
SHIRLEY JONES  
OWEN GUTHRIE  
GLEN JONES  
TROUBLE PUNK

**WDM/Sugar**  
Dean McHugh

**BEAU WILLIAMS**  
PAT GILBE  
FORCE MD'S  
LISA LISA  
O'CHI BROWN  
DEWIGHT  
HOWARD HEMMETT  
REBBIE JACKSON  
KERRY G  
MICHAEL HENDERSON  
HAIR NEGOTIATOR  
LIQUID HEAT  
JANANNI C  
SHIRLEY JONES  
SHIRLEY JONES  
OWEN GUTHRIE  
GLEN JONES  
TROUBLE PUNK

**WDM/Cleveland**  
Dean Dean

**JAZZY JEFF**  
TEMP TATIONS  
JUNIOR  
SOS BAND  
HOWARD HEMMETT  
LEVERT  
ANITA BAKER  
WHODINI  
LISA LISA  
ORAN JUICE JONES

**WCK/Columbus**  
Rick Stevens

**RUN D.M.C.**  
FIVE STAR  
FORCE MD'S  
NEW EDITION  
AL JARREAU  
BEAU WILLIAMS  
JAMES REESE  
OLIVER CHEATHAM  
JAN CARNE  
Hottest:  
MADONNA  
JERMAINE STEWART  
BILLY OCEAN  
SOS BAND  
MIDNIGHT STAR  
ORAN JUICE JONES

**WAK/Cleveland**  
Lie Colbert

**ANITA BAKER**  
R.J.'S LATEST ARRIV  
ORAN JUICE JONES  
O.C. SMITH  
HOTTEN:  
TEDA MARIE  
ANITA BAKER  
MOORE & KASHIF  
JEFFREY OSBORNE  
SHIRLEY JONES

## MIDWEST

**WGCC/Chicago**  
Lee Michaels

**YARBUROW & PEOP**  
L.A. DREAM TEAM  
KERRY G  
HOTTEN:  
LUTHER VANDROSS  
BILLY OCEAN  
PRINCE  
MOORE & KASHIF  
SHIRLEY JONES

**WBMW/Chicago**  
JESS  
MARCO SPOON  
HOTTEN:  
MADONNA  
GREGORY ABBOTT  
MIDNIGHT STAR  
CAMO  
JAMES INGRAM  
ORAN JUICE JONES  
SHIRLEY JONES  
LUTHER VANDROSS  
OWEN GUTHRIE  
ANITA BAKER  
JANET JACKSON

**WPR/Detroit**  
Joe Spencer

**ISLE OF MAN**  
ANDERSON & LORING  
PHYLLIS HYMAN  
JAMES INGRAM  
NEW EDITION  
JANET JACKSON  
OWEN GUTHRIE  
HOTTEN:  
LUTHER VANDROSS  
BILLY OCEAN  
LISA LISA  
ORAN JUICE JONES

**WZM/Cleveland**  
Tolliver/Perry

**N.C. CHILL**  
AL JARREAU  
GENOBIA JETER  
TROUBLE PUNK  
JAN CARNE  
BRICKS MORTAR  
HOTTEN:  
ORAN JUICE JONES  
RUN D.M.C.  
BOBBY JIMMY  
MOORE & KASHIF

**WDM/Sugar**  
Dean McHugh

**BEAU WILLIAMS**  
PAT GILBE  
FORCE MD'S  
LISA LISA  
O'CHI BROWN  
DEWIGHT  
HOWARD HEMMETT  
REBBIE JACKSON  
KERRY G  
MICHAEL HENDERSON  
HAIR NEGOTIATOR  
LIQUID HEAT  
JANANNI C  
SHIRLEY JONES  
SHIRLEY JONES  
OWEN GUTHRIE  
GLEN JONES  
TROUBLE PUNK

**WDM/Cleveland**  
Dean Dean

**JAZZY JEFF**  
TEMP TATIONS  
JUNIOR  
SOS BAND  
HOWARD HEMMETT  
LEVERT  
ANITA BAKER  
WHODINI  
LISA LISA  
ORAN JUICE JONES

**WCK/Columbus**  
Rick Stevens

**RUN D.M.C.**  
FIVE STAR  
FORCE MD'S  
NEW EDITION  
AL JARREAU  
BEAU WILLIAMS  
JAMES REESE  
OLIVER CHEATHAM  
JAN CARNE  
Hottest:  
MADONNA  
JERMAINE STEWART  
BILLY OCEAN  
SOS BAND  
MIDNIGHT STAR  
ORAN JUICE JONES

**WAK/Cleveland**  
Lie Colbert

**ANITA BAKER**  
R.J.'S LATEST ARRIV  
ORAN JUICE JONES  
O.C. SMITH  
HOTTEN:  
TEDA MARIE  
ANITA BAKER  
MOORE & KASHIF  
JEFFREY OSBORNE  
SHIRLEY JONES

### 84 Reporting Stations 76 Current Reports

These stations reported a frozen list this week:

- WKVO/Columbus
- WTKL/Baton Rouge
- WHYZ/Greenville
- WJM/Jackson
- WLOU/Louisville
- WHRK/Memphis
- WQK/Nashville
- WYLD-FM/New Orleans

# COUNTRY

## TOP 50

AUGUST 15, 1986

Three Weeks  
Two Weeks  
Last Week

Three Weeks	Two Weeks	Last Week	Rank	Artist/Song	Label
9	7	3	1	REBA McENTIRE/Little Rock (MCA)	MCA
10	6	5	2	NITTY GRITTY DIRT BAND/Stand A Little Rain (WB)	WB
7	5	4	3	HANK WILLIAMS JR./Country State Of Mind (WB/Curb)	WB/Curb
12	9	6	4	JOHN CONLEE/Got My Heart Set On You (Columbia)	Columbia
14	10	7	5	RONNIE MILSAP/In Love (RCA)	RCA
5	4	2	6	EDDY RAVEN/Sometimes A Lady (RCA)	RCA
2	1	1	7	CONWAY TWITTY/Desperado Love (WB)	WB
21	18	10	8	FORESTER SISTERS/Lonely Alone (WB)	WB
18	15	12	9	NICOLETTE LARSON W/ STEVE WARINER/That's How You Know... (MCA)	MCA
19	16	13	10	GIRLS NEXT DOOR/Slow Boat To China (MTM)	MTM
25	21	15	11	EDDIE RABBITT & JUICE NEWTON/Both To Each Other (RCA)	RCA
22	19	14	12	DWIGHT YOAKAM/Guitars, Cadillacs, Etc. (Reprise/WB)	Reprise/WB
1	2	8	13	DON WILLIAMS/Heartbeat In The Darkness (Capitol)	Capitol
23	20	16	14	JANIE FRICKIE/Always Have Always Will (Columbia)	Columbia
27	25	20	15	TANYA TUCKER/Just Another Love (Capitol)	Capitol
16	13	11	16	MERLE HAGGARD/A Friend In California (Epic)	Epic
26	24	19	17	KEITH WHITLEY/Ten Feet Away (RCA)	RCA
33	26	21	18	CRYSTAL GAYLE/Cry (WB)	WB
3	3	9	19	T.G. SHEPPARD/Strong Heart (Columbia)	Columbia
36	29	23	20	ROSANNE CASH/Second To No One (Columbia)	Columbia
39	32	28	21	EXILE/It'll Be Me (Epic)	Epic
35	30	27	22	OAK RIDGE BOYS/You Made A Rock Of A Rolling Stone (MCA)	MCA
30	27	25	23	LACY J. DALTON/Working Class Man (Columbia)	Columbia
34	31	29	24	STEVE EARLE/Guitar Town (MCA)	MCA
49	39	33	25	EARL THOMAS CONLEY & ANITA POINTER/Too Many Times (RCA)	RCA
43	38	34	26	SCHUYLER, KNOBLOCH & OVERSTREET/You Can't Stop Love (MTM)	MTM
41	37	32	27	GARY MORRIS/Honeycomb (WB)	WB
46	41	36	28	MICKY GILLEY/Doo-Wah Days (Epic)	Epic
—	48	38	29	LEE GREENWOOD/Didn't We (MCA)	MCA
32	28	24	30	SYLVIA/Nothin' Ventured Nothin' Gained (RCA)	RCA
—	—	41	31	RESTLESS HEART/That Rock Won't Roll (RCA)	RCA
11	11	18	32	STATLER BROTHERS/Count On Me (Mercury/PG)	Mercury/PG
<b>BREAKER</b>	35	30	33	SOUTHERN PACIFIC/A Girl Like Emmylou (WB)	WB
<b>BREAKER</b>	36	31	34	SWEETHEARTS OF THE RODEO/Since I Found You (Columbia)	Columbia
<b>BREAKER</b>	37	32	35	RANDY TRAVIS/Diggin' Up Bones (WB)	WB
6	8	17	36	WAYLON JENNINGS/Will The Wolf Survive (MCA)	MCA
8	17	30	37	JOHN SCHNEIDER/You're The Last Thing I Needed (MCA)	MCA
15	14	22	38	RICKY SKAGGS/I've Got A New Heartache (Epic)	Epic
4	12	26	39	PAKE McENTIRE/Savin' My Love For You (RCA)	RCA
—	—	47	40	WILLIE NELSON/I'm Not Trying To Forget You (Columbia)	Columbia
—	45	43	41	RAY CHARLES/The Pages Of My Mind (Columbia)	Columbia
—	47	44	42	LYLE LOVETT/Farther Down The Line (MCA/Curb)	MCA/Curb
—	—	50	43	JOHN ANDERSON/Honky Tonk Crowd (WB)	WB
17	22	31	44	JUDDS/Rockin' With The Rhythm Of The Rain (RCA/Curb)	RCA/Curb
<b>DEBUT</b>	45	—	45	STEVE WARINER/Starting Over Again (MCA)	MCA
<b>DEBUT</b>	46	—	46	BARBARA MANORELL/No One Mends A Broken Heart... (MCA)	MCA
13	23	35	47	GEORGE STRAIT/Nobody In His Right Mind... (MCA)	MCA
<b>DEBUT</b>	48	—	48	JUICE NEWTON/Cheap Love (RCA)	RCA
37	34	37	49	LOUISE MANORELL/I Wanna Hear It From Your Lips (RCA)	RCA
48	44	42	50	DOBIE GRAY/The Dark Side Of Town (Capitol)	Capitol

Total Reports/Adds	Heavy	Medium	Light
160/0	134	22	4
160/0	132	26	2
154/0	131	21	2
157/1	132	21	4
161/1	125	35	1
153/0	129	20	4
151/0	125	20	6
160/0	78	79	3
155/3	78	71	6
153/3	81	63	9
158/3	55	95	8
155/2	59	86	10
131/0	83	31	17
152/4	47	93	12
157/3	30	113	14
129/1	79	45	5
146/2	49	82	15
154/0	21	116	17
119/0	72	32	15
147/6	16	103	28
150/5	11	101	38
142/3	12	104	26
129/4	26	74	29
138/6	20	82	36
144/17	7	87	50
136/8	6	79	51
124/7	7	71	46
126/16	5	71	50
132/26	1	65	66
108/0	12	77	19
133/30	3	59	71
84/0	30	33	21
118/23	4	57	57
108/13	3	61	44
107/60	3	30	74
72/0	26	25	21
61/0	24	21	16
72/1	22	31	19
65/0	15	28	22
89/29	2	32	55
76/11	1	34	41
80/10	1	39	40
90/33	2	27	61
51/0	16	16	19
88/38	0	21	67
83/43	1	20	62
44/0	14	13	17
63/46	0	7	56
45/0	2	26	17
49/2	1	24	24

## MOST ADDED

- RANDY TRAVIS (60)
- JUICE NEWTON (46)
- BARBARA MANORELL (43)
- STEVE WARINER (38)
- JOHN ANDERSON (33)
- MARIE OSMOND & PAUL DAVIS (32)
- RESTLESS HEART (30)
- ANNE MURRAY (29)
- WILLIE NELSON (29)
- LEE GREENWOOD (26)

## HOTTEST

- HANK WILLIAMS JR. (80)
- REBA McENTIRE (71)
- CONWAY TWITTY (55)
- EDDY RAVEN (54)
- NITTY GRITTY DIRT BAND (50)
- RONNIE MILSAP (49)
- JOHN CONLEE (43)
- DON WILLIAMS (32)
- T.G. SHEPPARD (25)
- GIRLS NEXT DOOR (23)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

### SOUTHERN PACIFIC A Girl Like Emmylou (WB)

On 73% of reporting stations. Rotations: Heavy 4, Medium 57, Light 57, Total Adds 23 including WBOS, WQBE, CHOW, WYNN, KHEY, KYXX, WGKX, WLWI, KYXX, KJNE, WSLR, WMNI, KSO, WLLR, WWJO, K102, WTHI, KVOO, KGHL, KNEW. Moves 40-33 on the Country chart.

### SWEETHEARTS OF THE RODEO Since I Found You (Columbia)

On 67% of reporting stations. Rotations: Heavy 3, Medium 61, Light 44, Total Adds 13, WNYR, CHOW, KHEY, KKIX, WAMZ, KLLL, WKSJ, WUSN, WUBE, WMNI, WITL, KQIL, KRAK. Moves 39-34 on the Country chart.

### RANDY TRAVIS Diggin' Up Bones (WB)

On 66% of reporting stations. Rotations: Heavy 3, Medium 30, Light 74, Total Adds 60 including WCAO, WHN, WCVR, KASE, KPLX, KIKK, KLLL, WKIX, WUBE, WMNI, WYNG, KCJB, KTTS, WTCM, KFOI, KLZ, KNIX, KSOP, KCBQ, KMPS. Debuts at number 35 on the Country chart.



DOO-WAH . . . DOO-WAH . . . DOO-WAH

STROLL INTO THE "DOO-WAH DAYS" WITH  
**MICKY GILLEY** ON THIS HOT NEW SINGLE.  
FROM THE NEW ALBUM 'ONE AND ONLY.'

R&R 28

BB 35

Produced By Norro Wilson and Mickey Gilley

(PE-40353)



On Epic Records, Cassettes and Compact Disc





# FULL-SERVICE AC

## TOP 20

Three Weeks Last  
Weeks Wins

3	3	2	1	MIAMI SOUND MACHINE/Words Get In The Way (Epic)
16	11	8	2	CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
5	4	4	3	DOUBLE/The Captain Of Her Heart (A&M)
1	1	4	4	PETER CETERA/Glory Of Love (Full Moon/WB)
12	6	6	5	LIONEL RICHIE/Dancing On The Ceiling (Motown)
9	5	5	6	GORDON LIGHTFOOT/Anything For Love (WB)
13	10	7	7	MIKE & THE MECHANICS/Taken In (Atlantic)
—	20	12	8	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
18	14	11	9	MICHAEL McDONALD/Sweet Freedom (MCA)
2	2	3	10	JEFFREY OSBORNE/You Should Be Mine (A&M)
—	16	14	11	BERLIN/Take My Breath Away (Columbia)
—	20	12	12	NEIL DIAMOND/The Story Of My Life (Columbia)
10	7	9	13	ROD STEWART/Love Touch (WB)
<b>BREAKER</b>	10	10	14	STEVE WINWOOD/Higher Love (Island)
<b>DEBUT</b>	8	8	10	BILLY OCEAN/Love Zone (Jive/Arista)
8	8	10	16	GENESIS/Invisible Touch (Atlantic)
<b>BREAKER</b>	7	7	15	EL DeBARGE/Love Always (Gordy/Motown)
6	12	15	18	DAVID FOSTER & OLIVIA NEWTON-JOHN/The Best Of Me (Atlantic)
<b>DEBUT</b>	10	10	20	AIR SUPPLY/Lonely Is The Night (Arista)
—	17	20	20	MADONNA/Papa Don't Preach (Sire/WB)

AUGUST 15, 1986

Total Reports/Adds	Heavy	Medium	Light
45/1	39	6	0
44/3	29	13	2
41/2	32	7	2
40/0	34	4	2
36/0	29	7	0
39/0	25	12	2
37/1	25	11	1
42/7	11	29	2
35/5	21	13	1
38/0	22	14	2
32/7	14	15	3
37/10	8	16	13
24/0	14	8	2
26/6	9	13	4
28/5	2	21	5
20/0	5	11	4
27/5	3	15	9
20/0	7	10	3
22/10	0	12	10
14/0	7	5	2

## MOST ADDED

- GENESIS (14)
- NEIL DIAMOND (10)
- AIR SUPPLY (10)
- PAUL SIMON (8)
- ANITA BAKER (7)
- BERLIN (7)
- MOODY BLUES (7)
- HUEY LEWIS & THE NEWS (7)

## HOTTEST

- MIAMI SOUND MACHINE (32)
- DOUBLE (23)
- PETER CETERA (23)
- CARL ANDERSON & GLORIA LORING (19)
- LIONEL RICHIE (19)

## BREAKERS

### EL DeBARGE

#### Love Always (Gordy/Motown)

59% of our reporters on it. Rotations: Heavy 3, Medium 15, Light 9, Total Adds 5, WDBO, KJR, WGOV, WNNR, WTKO. Debuts at number 17 on the Full-Service chart.

### STEVE WINWOOD

#### Higher Love (Island/WB)

57% of our reporters on it. Rotations: Heavy 9, Medium 13, Light 4, Total Adds 6, KHOW, KBOI, WPOE, WGBR, WJBC, KFQD. Moves 18-14 on the Full-Service chart.

## NEW & ACTIVE

- AIR SUPPLY "Lonely Is The Night" (Arista) 22/10**  
Rotations: Heavy 0, Medium 12/3, Light 10/7, Total Adds 10, KJR, WCHS, WELI, WGY, WGOV, WROK, WSPD, WNNR, WASK, KFQD. Medium including WFBR, WDBO, WHBC, KBOI, KUGN, KSL, WPOE, WGBR, KVEC.
- GENESIS "Throwing It All Away" (Atlantic) 18/14**  
Rotations: Heavy 0, Medium 7/8, Light 11/8, Total Adds 14, WFBR, WTKO, KHOW, WICC, WCHS, WJBA, WSPD, KBOI, KUGN, KSL, WTKO, WSTU, KTWO, KVEC. Medium including WCCO, Light including WNNR, WPOE, WMTR.
- ANITA BAKER "Sweet Love" (Elektra) 18/7**  
Rotations: Heavy 1/0, Medium 8/1, Light 9/6, Total Adds 7, WGOV, WHBC, WIBC, WROK, KSL, WCIL, KFQD. Heavy: KFMB. Medium including WFBR, WTKO, WJBC, KJR, WCHS, WPOE, WMTR, KVEC.
- SHEENA EASTON "So Far So Good" (EMI America) 17/2**  
Rotations: Heavy 0, Medium 9/0, Light 8/2, Total Adds 2, WFBC, WROK. Medium: WFBR, WGY, KSL, WNNR, WPOE, WJBC, WTKO, KVEC. Light including WCCO, KFMB, WTKO, WMMR, WSTU, KFQD.
- MONKEES "That Was Then, This Is Now" (Arista) 17/1**  
Rotations: Heavy 1/0, Medium 11/1, Light 5/0, Total Adds 1, WPOE. Heavy: KFMB. Medium including WPRO, WCHS, WSDO, WJBA, WROK, WSPD, KOB, KSL, WJBC, WASK.
- WHAMI "The Edge Of Heaven" (Columbia) 15/1**  
Rotations: Heavy 0, Medium 14/0, Light 2/1, Total Adds 1, WTVN. Medium: WTKO, WJBC, WICC, WCHS, WGOV, WHAS, WROK, WSPD, WNNR, WTKO, WMTR, WSTU, WJBC, KTWO. Light including KHOW.
- MADONNA "Papa Don't Preach" (Sire/WB) 14/0**  
Rotations: Heavy 7/0, Medium 5/0, Light 2/0, Total Adds 0. Heavy: WICC, WHAS, WSPD, WNNR, WTKO, WMTR, WSTU. Medium: KHOW, WCHS, WGOV, WJBC, KFQD. Light: 55KRC, WELI.
- MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 13/7**  
Rotations: Heavy 0, Medium 8/1, Light 9/6, Total Adds 7, KOY, KJR, WCHS, WHBC, WTKO, WMTR, WSTU. Medium including WFBR, KFMB, KVEC. Light including WTKO, WNNR, WPOE.
- GEORGE BENSON "Kisses In The Moonlight" (WB) 13/2**  
Rotations: Heavy 1/0, Medium 8/1, Light 4/1, Total Adds 2, WISN, WSPD. Heavy: WCCO. Medium including KFMB, KUGN, KSL, WPOE, WJBC, KTWO, KVEC.

### WHITNEY HOUSTON "All At Once" (Arista) 13/2

Rotations: Heavy 5/0, Medium 4/0, Light 4/2, Total Adds 2, WICC, WCHS. Heavy: WPRO, KHOW, WTE, WELI, KSL. Medium: KFMB, WSPD, WASK, KVEC.

### RONNIE MILSAP "In Love" (RCA) 12/2

Rotations: Heavy 3/0, Medium 4/1, Light 5/1, Total Adds 2, WPOE, WTKO. Heavy: WTMJ, WHBY, KVEC. Medium including WCCO, WGBR, WJBC.

### PAUL SIMON "You Can Call Me Al" (WB) 11/8

Rotations: Heavy 0, Medium 4/2, Light 7/6, Total Adds 8, WFBR, WTMJ, WCCO, KHOW, WCHS, WHBC, WJBC, WASK. Medium including KUGN, WTKO. Light including WNNR.

### LARRY CARLTON "Smiles And Smiles To Go" (MCA) 10/1

Rotations: Heavy 1/0, Medium 6/0, Light 3/1, Total Adds 1, WIBC. Heavy: WHBY. Medium: WISN, WTMJ, WSPD, WJBC, WASK, KVEC.

### LIMAH "Love In Your Eyes" (EMI America) 10/0

Rotations: Heavy 1/0, Medium 6/0, Light 3/0, Total Adds 0. Heavy: WHBY. Medium: WHBC, WSPD, WPOE, WTKO, WGBR, KVEC. Light: KFMB, WJBA, WASK.

### BOB SEGER & THE SILVER BULLET BAND "It's You" (Capitol) 9/6

Rotations: Heavy 0, Medium 3/0, Light 6/3, Total Adds 6, WFBR, WTKO, WCCO, WSPD, WTKO, WMTR. Light including WNNR, WPOE, WGBR.

## SIGNIFICANT ACTION

### ANNE MURRAY "My Life's A Dance" (Capitol) 7/3

Rotations: Heavy 0, Medium 4/1, Light 3/2, Total Adds 3, WISN, KSL, WJBC. Medium including WCCO, WHBY, KUGN. Light including WGBR.

### ROSIE VELA "Magic Smile" (A&M) 7/2

Rotations: Heavy 0, Medium 3/0, Light 4/2, Total Adds 2, WTKO, KFQD. Medium: WCCO, KUGN, WPOE. Light including WGBR, WASK.

### BILLY JOEL "A Matter Of Trust" (Columbia) 7/1

Rotations: Heavy 0, Medium 4/0, Light 3/1, Total Adds 1, WDBO. Medium: WICC, WPOE, WJBC, KTWO. Light including WNNR, WTKO.

### GLADYS KNIGHT & BILL MEDLEY "Loving On Borrowed Time" (Scotti Bros./CBS) 6/3

Rotations: Heavy 0, Medium 2/1, Light 4/2, Total Adds 3, KUGN, WPOE, WMTR. Medium including WFBR. Light including WHBY, WGBR.

### TEMPTATIONS "Lady Soul" (Gordy/Motown) 6/2

Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WFBR, WJBA. Medium including WHBY. Light including WCCO, WNNR, WGBR.

### CRYSTAL GAYLE "Cry" (WB) 6/1

Rotations: Heavy 0, Medium 4/0, Light 2/1, Total Adds 1, WJBC. Medium: WCCO, WHBY, KTWO, KVEC. Light including WBC.

### PHILIP BAILEY "Echo My Heart" (Columbia) 6/0

Rotations: Heavy 0, Medium 4/0, Light 2/0, Total Adds 0. Medium: WCCO, WHBY, WPOE, KTWO. Light: WTKO, WJBC.

### J.D. SOUTHER "Step By Step" (EMI America) 5/5

Rotations: Heavy 0, Medium 3/3, Light 2/2, Total Adds 5, WCCO, KUGN, WPOE, WGBR, KVEC.

### DAVE VALENTIN & ANGELA BOFILL "Can't Change My Heart" (GRP) 5/2

Rotations: Heavy 0, Medium 2/1, Light 3/1, Total Adds 2, KUGN, WGBR. Medium including WCCO. Light including WHBY, WPOE.

### KEEP IT DARK "Dreamer" (Elektra) 5/1

Rotations: Heavy 0, Medium 1/0, Light 4/1, Total Adds 1, WNNR. Medium: WASK. Light including WCHS, WHBC, WMTR.

### DARYL HALL "Dreamtime" (RCA) 5/0

Rotations: Heavy 0, Medium 2/0, Light 3/0, Total Adds 0. Medium: WMTR, KTWO. Light: WICC, WNNR, WTKO.

### VIKTIM "Night Living" (No Parking Records) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WCCO. Light including WPOE, WGBR.

### YAN MORRISON "Ivory Tower" (WB) 3/0

Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0. Medium: WFBR, KTWO. Light: WGBR.

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# ADULT CONTEMPORARY

## BREAKERS

### GENESIS

#### Throwing It All Away (Atlantic)

59% of our reporters on it. Rotations: Heavy 1, Medium 23, Light 36, Total Adds 47 including WSNI, LOVE94, WARM98, WMJI, KYKY, KOST, B100, KIFM. Debuts at number 25 on the AC chart.

### PAUL SIMON

#### You Can Call Me Al (WB)

57% of our reporters on it. Rotations: Heavy 2, Medium 29, Light 27, Total Adds 16 including WSB-FM, LOVE94, KOST, B100, WKGW, KEY103. Debuts at number 26 on the AC chart.

### ROSIE VELA

#### Magic Smile (A&M)

50% of our reporters on it. Rotations: Heavy 2, Medium 29, Light 20, Total Adds 8, WSFM, WJDX, WING, KWFM, WWMJ, WEIZ, KRLB, 194. Debuts at number 27 on the AC chart.

### DARYL HALL

#### Dreamtime (RCA)

50% of our reporters on it. Rotations: Heavy 3, Medium 27, Light 20, Total Adds 7, WSNI, B100, WING, WTNV, WGSV, WAGE, WJON. Debuts at number 29 on the AC chart.

## NEW & ACTIVE

### WHITNEY HOUSTON "All At Once" (Arista) 41/7

Rotations: Heavy 11/0, Medium 21/2, Light 9/5, Total Adds 7, KIFM, WSTF, WLHT, WFMK, WEIZ, WMTFM, WKUS. Heavy: 2W0, WLTF, WOMC, KYKY, KKL7, WEZC, KELT, WTRX, WENS, WGLL, KRLB. Medium including WPRX, B100, K101.

### PATTI LABELLE "Oh, People" (MCA) 38/5

Rotations: Heavy 0, Medium 18/1, Light 20/4, Total Adds 5, WING, WTNV, WGSV, WFFX, 194. Medium including WPIX, WHTX, WAEB, WMGN, KDUK, WMMJ, WEIM, WSKI, WQHQ, WSKY, WCHV, KTYL, WMTFM, WJON, KKLV, KOSW, KALE.

### DAVID FOSTER "Who's Gonna Love You Tonight" (Atlantic) 37/17

Rotations: Heavy 0, Medium 10/3, Light 27/14, Total Adds 17 including KIFM, WSFM, WKYE, WNAM, KO99, WTRX, WKNE, WSKY, WEIZ, KRLB, WYKY, WMTFM, WBOW, KKLV. Medium including KDUK, WEIM, WGLL, WQHO, WTNV, WCHV, WFFX.

### SHEENA EASTON "So Far So Good" (EMI America) 32/4

Rotations: Heavy 11/0, Medium 18/1, Light 13/3, Total Adds 4, RGW, WTRX, WKYX, KWEB, Heavy: K106, Medium including WARM98, KOST, WAEB, KDUK, WMMJ, WGLL, WSKI, WQHO, WCKO, WEIZ, 194, WJON, KKLV, KOSW, KALE.

### BRUCE HORNSBY & THE RANGE "Every Little Kiss" (RCA) 30/2

Rotations: Heavy 5/0, Medium 15/0, Light 10/2, Total Adds 2, B100, WBOW, Heavy: WCKO, WKYX, KTYL, WMTFM, KALE. Medium including KVIL, WXTG, WSFL, WMGN, WKNE, WSKI, WQHO, WAHR, WZLO, 194, WJON, KOSW.

### BOB SEGER & THE SILVER BULLET BAND "It's You" (Capitol) 29/20

Rotations: Heavy 0, Medium 10/6, Light 19/14, Total Adds 20 including WQMC, B100, KIFM, WSTF, WNAM, KDUK, KWAV, WSKI, WQHO, WSKY, WGSV, WORG, WKYX, KTYL, WMTFM. Medium including WHTX, WAVE, KVUU, WZLO.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 MIAMI SOUND MACHINE	100/0	90	8	2
2 MICHAEL McDONALD	97/1	84	9	4
3 CARL ANDERSON & GLORIA LORING	97/1	77	19	1
4 DOUBLE	96/0	74	19	3
5 LIONEL RICHIE	96/1	76	18	2
6 MIKE & THE MECHANICS	94/3	71	20	3
7 HUEY LEWIS & THE NEWS	101/4	49	49	3
8 STEVE WINWOOD	90/4	69	18	3
9 PETER CETERA	81/0	51	22	8
10 BERLIN	91/2	50	36	5
11 ANITA BAKER	90/5	36	45	9
12 BILLY OCEAN	91/2	27	59	5
13 GORDON LIGHTFOOT	77/3	34	38	5
14 ROD STEWART	67/1	21	36	10
15 JEFFREY OSBORNE	68/0	22	33	13
16 MADONNA	64/1	32	24	8
17 EL DeBARGE	83/17	6	58	19
18 NEIL DIAMOND	77/9	6	48	23
19 AIR SUPPLY	80/12	1	47	32
20 WHAMI	59/0	15	35	9
21 KEEP IT DARK	64/4	13	42	9
22 MOODY BLUES	69/9	3	46	20
23 GENESIS	48/0	14	22	12
24 WHITNEY HOUSTON	41/7	11	21	9
25 GENESIS	60/47	1	23	36
26 PAUL SIMON	58/16	2	29	27
27 BANANARAMA	48/1	11	26	11
28 ROSIE VELA	51/8	2	29	20
29 DARYL HALL	50/7	3	27	20
30 THOMPSON TWINS	54/4	2	27	25

## MOST ADDED

GENESIS (47)  
BOB SEGER & THE SILVER BULLET BAND (20)  
DAVE ADAMS (18)  
DOWNES & PRICE (17)  
EL DeBARGE (17)  
DAVID FOSTER (17)  
PAUL SIMON (16)  
TEMPTATIONS (14)  
JANET JACKSON (13)  
AIR SUPPLY (12)

## HOTTEST

MIAMI SOUND MACHINE (70)  
MICHAEL McDONALD (55)  
CARL ANDERSON & GLORIA LORING (54)  
DOUBLE (52)  
LIONEL RICHIE (47)  
STEVE WINWOOD (37)  
MIKE & THE MECHANICS (35)  
PETER CETERA (26)  
BERLIN (25)  
HUEY LEWIS & THE NEWS (24)

### BILLY JOEL "A Matter Of Trust" (Columbia) 29/11

Rotations: Heavy 0, Medium 12/2, Light 17/9, Total Adds 11, WSFM, KEY103, WNAM, KO99, KDUK, KWAV, WCHV, WKYX, KTYL, 194, WBOW. Medium including KIFM, WKYE, WAVE, WTRX, WMMJ, WEIM, WSKY, WCKO, WORG, WFFX.

### DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 26/17

Rotations: Heavy 0, Medium 3/1, Light 23/16, Total Adds 17 including WAVE, WNAM, WTRX, KDUK, KGMG, WGLL, WQHO, WCKO, WAGE, WORG, WZLO, WFFX, WJON. Medium including WAHR, KTYL.

### TEMPTATIONS "Lady Soul" (Gordy/Motown) 26/14

Rotations: Heavy 0, Medium 1/0, Light 25/14, Total Adds 14, WAEB, WSFL, WNAM, K10A, WTRX, WKNE, WSKI, WQHO, WCHV, WAGE, WKYX, KFSB, KOSW, KMGQ. Medium: WORG.

### PAUL McCARTNEY "Press" (Capitol) 26/3

Rotations: Heavy 0, Medium 15/0, Light 11/3, Total Adds 3, KEY103, WING, 194, Medium: V100, WKYE, K106, WAVE, KWFM, WSKI, WQHO, WPPA, WCKO, KRLB, WORG, WFFX, KTYL, KOSW, KALE.

## SIGNIFICANT ACTION

### BELINDA CARLISLE "Mad About You" (IRS/MCA) 24/4

Rotations: Heavy 4/0, Medium 12/0, Light 8/4, Total Adds 4, WRKA, WENS, WHNN, 194, Heavy: WMJI, V100, KEY103, WFFX. Medium: KVIL, WNIC, KYKY, B100, WSFM, WAVE, WING, WMGN, KRAV, KDUK, WPPA, WZLO.

### GEORGE BENSON "Kisses In The Moonlight" (WB) 23/1

Rotations: Heavy 0, Medium 12/0, Light 11/1, Total Adds 1, WEIM, Medium: WPRX, KOST, KGW, KIFM, WAVE, KKUA, WCHV, WORG, WFFX, KKLV, KMGQ, KALE. Light including WARM98, B100, KDUK, KGMG.

### LUTHER VANROSS "Give Me The Reason" (Epic) 19/5

Rotations: Heavy 0, Medium 5/0, Light 14/5, Total Adds 5, WAVE, WTRX, KGMG, WSKY, WJON. Medium: KOST, WEIM, WCHV, KMGQ, KALE. Light including WAEB, KELT, WSKI, WORG, WAEV, WZLO, KTYL, KKLV, KOSW.

### DAVE ADAMS "Dancin' In My Sleep" (Elektra) 18/18

Rotations: Heavy 0, Medium 1/1, Light 17/17, Total Adds 18, WAEB, WSFL, WEIM, WKNE, WGLL, WSKI, WQHO, WSKY, WCKO, WGSV, KRLB, WORG, WZLO, WFFX, KTYL, WBOW, KKLV, KOSW.

### JANET JACKSON "When I Think Of You" (A&M) 16/13

Rotations: Heavy 0, Medium 4/4, Light 12/9, Total Adds 13, V100, KWAV, WEIM, WGLL, WSKI, WQHO, WCKO, WCHV, KRLB, WAEV, WFFX, KTYL, KKLV. Light including U102, KDUK, 194.

### RONNIE MILSAP "In Love" (RCA) 16/2

Rotations: Heavy 2/0, Medium 4/0, Light 10/2, Total Adds 2, WKYX, KWEB, Heavy: WAHR, WJON. Medium: WKYE, WGLL, KRLB, KALE. Light including WSKI, WCKO, WGSV, WAGE, WORG, WZLO, WMTFM, KFSB.

### VAN MORRISON "Ivory Tower" (WB) 13/6

Rotations: Heavy 0, Medium 1/0, Light 12/6, Total Adds 6, WEIM, WMTFM, WJON, WBOW, KKLV, KMGQ. Medium: KALE. Light including WAVE, WQHO, WSKY, WCKO, WCHV, KOSW.

### ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 12/8

Rotations: Heavy 0, Medium 1/1, Light 11/7, Total Adds 8, WAEB, WKYE, WSKI, WQHO, WCKO, WORG, WAVE, WZLO. Light including WAVE, WEIM, WSKY, KOSW.

### DAVE VALENTIN & ANGELA BOFILL "Can't Change My Heart" (GRP) 11/7

Rotations: Heavy 0, Medium 0, Light 11/7, Total Adds 7, WAVE, WNAM, WEIM, WSKI, WSKY, WAEV, KKLV. Light including WKNE, WMTFM, WJON, KMGQ.

### ANNE MURRAY "My Life's A Dance" (Capitol) 10/2

Rotations: Heavy 0, Medium 3/0, Light 7/2, Total Adds 2, WNAM, KKLV. Medium: WEIM, WAHR, WJON. Light including WKNE, WCKO, WGSV, WZLO, KOSW.

### SERGIO MENDES "Non-Stop" (A&M) 9/3

Rotations: Heavy 0, Medium 0, Light 9/3, Total Adds 3, KDUK, WZLO, KKLV. Light including WEIM, WQHO, WAEV, 194, WKUS, KOSW.

### SIMPLY RED "Money\$ Too Tight (To Mention)" (Elektra) 9/1

Rotations: Heavy 0, Medium 4/0, Light 5/1, Total Adds 1, WKYE, Medium: KOST, WSFL, WMGN, WTNV. Light including WAVE, KWAV, WMMJ, KALE.

### GLADYS KNIGHT & BILL MEADLEY "Loving On Borrowed Time" (Scotti Bros./CBS) 8/7

Rotations: Heavy 0, Medium 0, Light 8/7, Total Adds 7, WAEB, WKYE, WEIM, WQHO, WAHR, WBOW, KKLV. Light including KOSW.

### AL JARREAU "L Is For Lover" (WB) 8/5

Rotations: Heavy 0, Medium 1/0, Light 7/5, Total Adds 5, WSKY, WORG, WZLO, KKLV, KMGQ. Medium: WEIM. Light including WAVE, KALE.

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8/6 Houston, TX	8/23 Edmonton, CAN
8/7 San Antonio, TX	8/25 Winnipeg, CAN
8/9 Tucson, AZ	8/26 Bismark, ND
8/10 Chandler, AZ	8/27 Rapid City, SD
8/12 San Diego, CA	8/28 Sioux Falls, SD
8/15 San Francisco, CA	8/29 Bloomington, MN
	8/30 E. Troy, WI



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## RADIO & RECORDS NATIONAL AIRPLAY

# AOR TRACKS

Three Weeks  
Two Weeks  
Last Week

160 Reports

Total Reports/Adds

			Power	Heavy	Medium
8	5	1	144+/8	47+	132+ 11-
4	3	3	138-/1	37-	109+ 24-
11	9	4	136+/12	35+	105+ 29-
2	2	4	130-/0	34-	108- 21-
17	10	6	132-/8	28+	98+ 33-
-	28	10	138+/4	22+	78+ 59-
18	11	3	134-/2	15+	61+ 69-
25	15	11	118+/3	27+	80+ 35-
36	23	12	137+/7	6+	54+ 76-
3	4	7	95-/1	32-	86- 7-
26	22	13	114+/3	6+	69+ 39-
22	16	14	114-/4	12-	53+ 56-
30	27	19	110+/8	5+	46+ 61-
31	26	22	115 /114	8	30 76
20	19	17	104+/10	12+	58+ 41-
1	1	5	93-/4	11+	53- 38-
-	30	18	78-/0	28-	65- 7+
-	43	26	125+/29	1+	16+ 93+
7	6	8	99+/9	11+	46+ 49+
29	24	20	77-/1	22-	63- 13-
-	36	28	106-/0	5+	30= 64-
28	25	24	114+/14	0=	17+ 83+
-	51	34	105+/6	0=	23+ 74-
32	29	27	104+/19	3+	19+ 76+
-	40	26	104+/10	0-	19+ 74=
-	50	35	86+/32	3+	34+ 51+
5	7	15	104+/11	1=	15+ 76+
34	32	31	70-/0	7-	41- 27-
21	21	32	76+/4	2=	35= 37+
16	14	18	72-/4	4-	32+ 38-
-	36	32	71-/0	7-	36- 29-
33	31	29	94+/22	1+	10+ 72+
9	13	25	82-/0	1-	27+ 45-
6	8	16	57-/0	10-	43- 14-
15	16	23	63-/0	4-	28- 32-
60	52	38	61-/1	5-	24- 33-
12	12	21	73+/6	0-	14+ 49-
54	48	45	78 /76	1	6 59
-	40	41	53-/0	6-	23- 25-
-	53	42	53+/4	3+	26+ 26+
42	41	41	60+/13	6+	20+ 35+
-	56	49	74+/17	1=	10+ 47+
46	44	42	70+/27	0=	9+ 49+
-	55	50	59+/7	1=	8- 36+
-	58	52	63+/9	2+	6+ 44+
42	41	41	62+/9	0-	8= 43+
-	56	49	49-/6	0=	17- 32+
10	17	33	48+/7	2+	22+ 23+
46	49	47	42-/0	8-	29- 10-
23	30	43	44-/2	3-	18- 22=
57	46	46	44-/1	1-	16- 21-
56	53	49	50-/0	2+	11+ 30-
42	41	41	59-/2	1=	4+ 41-
41	39	44	38+/5	0=	12+ 23+
47	47	55	40+/21	0=	4- 35+
47	47	55	38+/3	1-	10= 22-
47	47	55	35-/0	2=	9- 23-
47	47	55	31+/4	1-	12- 15+
47	47	55	40-/0	2+	4- 27-
47	47	55	30+/5	4+	15+ 12+

## BREAKERS

**TRIUMPH**  
Somebody's Out There (MCA)  
78% of our reporters on it.

**TALKING HEADS**  
Wild Wild Life (Sire/WB)  
72% of our reporters on it.

**DAVID & DAVID**  
Welcome To The Boomtown (A&M)  
65% of our reporters on it.

**BONNIE RAITT**  
No Way To Treat A Lady (WB)  
65% of our reporters on it.

**BILLY JOEL**  
A Matter Of Trust (Columbia)  
62% of our reporters on it.

# AOR TRACKS

## MOST ADDED

TALKING HEADS/Wild (114)  
 DON JOHNSON/Heartbeat (76)  
 BOB SEGER & SILVER...It's (32)  
 TRIUMPH/Somebody's (29)  
 FABULOUS THUNDERBIRDS/Look (27)  
 BON JOVI/Give (22)  
 ROD STEWART/Heartache (21)  
 BDNNE RAITT/No Way... (19)  
 ICEHOUSE/Cross (17)  
 KENNY LOGGINS/Playing (15)

## HOTTEST

GENESIS/Throwing (47)  
 HUEY LEWIS & THE NEWS/Stuck (37)  
 PETER GABRIEL/Eyes (35)  
 EURYTHMICS/Missionary (34)  
 VAN HALEN/Walks (32)  
 STEVE WINWOOD/Higher (28)  
 STEVE WINWOOD/Spilt (28)  
 DARYL HALL/Dreamtime (27)  
 JOHN C. MELLENCAMP/Rumbleseat (22)  
 EDDIE MONEY/Take (22)

## CHART CLIMBERS

**BON JOVI "You Give Love A Bad Name" (Mercury/PolyGram) 94/22 (72/71)**  
 Adds including WOFM, WHCN, WPDH, WQFM, WRXL, KICT, KMBY, WBLM, Heavy 10; WBAB, WXRK, WLVO, KROR, CHEZ, WAOX, KISS, KILO, KRIX, KTAL, Medium 72 including WNEW, WMMR, WKLS, KTQZ, KZEW, WEBN, WLVO, WRIF, KSHE, Moves 36-32.

**BOB SEGER & THE SILVER BULLET BAND "It's You" (Capitol) 86/32 (54/43)**  
 Adds including WNEW, WXRK, WMMR, WSHE, WLVO, WRIF, WQFM, WOUR, WDJZ, Heavy 34 including WHJY, WKLS, KINK, KISW, WZZO, WHCN, WPDH, WQFM, WAAF, Medium 51 including WIYY, DC101, KSRR, KQRS, KLOS, KUPD, KGON, WPYX, Moves 40-26.

**DDN JOHNSON "Heartbeat" (Epic) 78/76 (0/0)**  
 Adds including WIYY, WBON, WBAB, KSRR, WSHE, KISW, WPYX, WZZO, WHCN, WHEB, Heavy 6; KZEW, WPLR, WXKE, KFMI, KILO, WCPZ, Medium 59 including WKLS, KTQZ, WEBN, WLVO, KSHE, KMET, KUPD, KGB, KFOG, KDMC, Debuts at #39.

**VAN HALEN "Summer Nights" (WB) 76/4 (75/4)**  
 Adds: KLOS, WKOO, KEZE, WZEW, Heavy 35 including WXRK, WMMR, WQVE, WHJY, WLVO, WRIF, KMET, KUPD, KGB, KROR, Medium 37 including WIYY, DC101, WNOB, KISW, WHCN, WCFM, WEXZ, WOUR, WAAF, Moves 31-29.

**ICEHOUSE "Cross The Border" (Chrysalis) 74/17 (59/26)**  
 Adds including WBCN, WBAB, WXRK, WHJY, KBCO, KOME, WEXZ, WLAV, Heavy 10 including KAZY, 91X, KROR, CHEZ, WONE, KTCL, KRQU, Medium 47 including WNEW, WQFM, KROQ, KUPD, KFOG, WPYX, WHCN, WHEB, WOUR, Moves 53-42.

**INXS "Kiss The Dirt (Falling...)" (Atlantic) 73/6 (69/15)**  
 Adds: WIYY, KZEW, WZZO, WOUR, KFMI, KLPX, Heavy 14 including WBCN, WHJY, KUPD, 91X, WLIR, WPLR, WAAF, KILO, KTYD, Medium 49 including WNEW, WXRK, DC101, WSHE, KLOS, KROR, KGB, KFOG, KOME, Moves 38-37.

**FABULOUS THUNDERBIRDS "Look At That, Look At That" (CBS Associated) 70/27 (44/25)**  
 Adds including WIYY, WBAB, KBCO, KLOS, WHEB, WRDU, WAPL, WRQK, WFBO, Heavy 9 including KZEW, KQRS, WKOO, WLAV, KPOI, WXRK, WWWW, KRIX, Medium 49 including WQFM, KMET, KUPD, KISW, WPYX, WHCN, WPDH, WEXZ, Debuts at #43.

**CINDERELLA "Shake Me" (Mercury/PolyGram) 63/9 (56/7)**  
 Adds: WLIZ, WRIF, WCCC, WOUR, KEZO, KMIO, KKDJ, WKLT, KWHL, Heavy 6; KTQZ, WYSP, KISS, WXRK, KRIX, KTAL, Medium 44 including WBAB, WXRK, WMMR, WHJY, KZEW, WQFM, KSHE, KBPI, KUPD, Moves 50-45.

**SMITHEREENS "Blood & Roses" (Enigma) 62/9 (54/11)**  
 Adds: KTQZ, WQFM, KQRS, WAAF, KEZO, WXRK, KWHL, KZDO, KVRE, Heavy 8; WBCN, WNEW, WXRT, 91X, WHFS, WDHA, KMJX, KTYD, Medium 43 including WHJY, KBCO, KGB, KROR, WHCN, WHEB, WPDH, WOUR, KLBJ, Moves 52-46.

**PAUL SIMON "You Can Call Me Al" (WB) 60/13 (47/14)**  
 Adds including WLVO, WOUR, KNCN, WRQK, WWCT, KICT, WBLM, WRUF, KOZZ, Heavy 20 including WBCN, WKLS, WLUP, WXRT, KTQZ, KAZY, KBCO, WIOQ, WTKX, WONE, Medium 35 including WNEW, KZEW, WSHE, KYYS, WPYX, WPDH, WEXZ, WIMZ, Moves 48-41.

**BEAT FARMERS "Riverside" (MCA/Curb) 59/7 (58/6)**  
 Adds: WNEW, KGON, KLAO, WTKX, WGIR, KFMI, KVRE, Heavy 8; KUPD, KGB, KOME, KISW, KLBJ, WMMY, KOWB, KTCL, Medium 36 including KTQZ, WNOB, KYYS, WQFM, KBCO, KMET, 91X, WHEB, WEXZ, Moves 42-44.

**STEVE WINWOOD "Take It As It Comes" (Island) 53/4 (48/9)**  
 Adds: CFOX, WKLC, WPLR, KZOK, Heavy 26 including WEBN, KSHE, 91X, KFOG, KROR, KOME, WPYX, WZZO, WHCN, Medium 26 including WBAB, WKLS, KTQZ, WQFM, WDJZ, WRQK, WFBO, KEZO, WIOT, Moves 45-40.

**38 SPECIAL "Heart's On Fire" (A&M) 48/7 (43/10)**  
 Adds: WHJY, WRIF, KSHE, WKDF, WAPL, WOOJ, WZEW, Heavy 22 including WEBN, KMET, KGB, WHEB, KNCN, KISS, WLAV, WWCT, KMBY, WWWW, Medium 23 including KTQZ, KUPD, KZAP, WDHA, WAQY, WDJZ, KMIO, KILO, KZEL, Moves 58-48.

**ROD STEWART "Another Heartache" (WB) 40/21 (19/6)**  
 Adds including WMMR, DC101, WSHE, WLVO, WPYX, WPDH, WOUR, KLBJ, WDJZ, Heavy 4; KZEW, CHEZ, WYFY, WZEW, Medium 35 including KTQZ, KLQD, KGON, KGB, WZZO, WIOT, KZEL, WWWW, WRUF, KOZZ, Debuts at #55.

**DAVID LEE ROTH "Ladies Nite In Buffalo?" (WB) 38/5 (33/4)**  
 Adds: WQVE, KZEW, WRQK, KEZE, KSOY, Heavy 12 including WLVO, KSJD, WPYX, WEXZ, KLAO, WYFY, KPOI, WZEW, KTYD, Medium 23 including WEBN, KZAP, KFOG, WIMZ, WDJZ, WRDU, WFBO, KEZO, WIOT, KICT, Debuts at #54.

**THOMPSON TWINS "Nothing In Common" (Arista) 38/3 (36/6)**  
 Adds: CFNY, WZEW, KTCL, Heavy 10; CHOM, KAZY, KROR, 91X, WLIR, WONE, WTUE, KKCY, KRQU, KCGL, Medium 22 including WNEW, KSRR, WXRT, KBCO, WLAV, WWCT, WRKI, WBLM, WWWW, Debuts at #56.

**BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 31/4 (28/4)**  
 Adds: WPYX, WDHA, WPLR, WBRU, Heavy 12 including WLUP, KORS, KTQZ, KAZY, KBCO, WIOO, WTUE, WLAV, WWWW, Medium 15 including KLQD, WXRT, KLOS, KFOG, WEXZ, KFMI, KZEL, WOBK, WGIR, Debuts at #58.

**LOVERBOY "Heaven In Your Eyes" (Columbia) 30/5 (25/9)**  
 Adds: KSRR, CFOX, WXLN, K97, KOMP, Heavy 15 including WHEB, WLVO, KBLI, WKLC, KLAQ, WIMZ, WKOO, WWCT, KLPX, Medium 12 including KSJD, WKDF, KGGO, WIOT, WBLM, WOOJ, KFMI, WCKT, Debuts at #60.

## NEW & ACTIVE

**RAINMAKERS "Let My People Go-Go" (Mercury/PolyGram) 40/5 (35/12)**  
 Adds: WYSP, WHEB, WYFY, WLAV, KOWB, Heavy 6; WLUP, KYYS, KODS, KEZO, KICT, WHMD, Medium 17 including WYFN, WLIZ, WQFM, KBCO, WHFS, WDHA, WBRU, WEXZ, KILO.

**KENNY LOGGINS "Playing With The Boys" (Columbia) 35/15 (21/19)**  
 Adds including KSRR, KGB, KSJD, CFOX, WPYX, WWCT, KOMP, WBLM, KWHL, Heavy 8 including WLVO, WIMZ, WDJZ, WSKS, KRIX, Medium 24 including WCCC, WHCN, WRQK, KEZO, WIOT, KICT, KLPX, WRKI, WWWW.

**GREAT WHITE "Face The Day" (Capitol) 30/8 (24/6)**  
 Adds: WBAB, KQRS, WPYX, KNCN, KMJX, WWCK, KMBY, WRUF, Heavy 0, Medium 18 including KUPD, KGB, KOME, KISW, WDHA, WHEB, WOUR, KISS, KILO, KZEL.

**JACKSON BROWNE "Black And White" (Asylum) 29/6 (23/7)**  
 Adds: KTQZ, KZEL, KDJK, KZOK, WIZN, WWWW, Heavy 2; KINK, KLBJ, Medium 22 including WLUP, KBCO, WAAF, KLAQ, WTUE, WLAV, KILO, WRUF, KOZZ, KTYD.

**ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 28/13 (14/9)**  
 Adds including KSRR, KAZY, 91X, WDHA, WONE, WQCK, WWCT, WWWW, WOOJ, Powers 1, Heavy 8 including KRQD, WAPL, K97, WCPZ, Medium 14 including WCCC, WHEB, WKOO, WSKS, WOBK, WZEW, KZOO.

**DR. & THE MEDICS "Spirit In The Sky" (IRS/MCA) 28/0 (30/1)**  
 Powers 2, Heavy 6; KSRR, WCCC, WLIR, WYSP, CFNY, WCPZ, Medium 16 including WNEW, KSHE, KROQ, KGB, KOME, WHFS, WDHA, WHEB, WAAF.

**STEVE WINWOOD "Back In The High Life Again" (Island) 26/5 (22/4)**  
 Adds: DC101, WIOO, WPDH, KSOY, KVRE, Powers 1, Heavy 14 including WXRK, KZEW, WXRT, WLVO, KROR, CHEZ, CFNY, KLAO, WRKI, KKGR, Medium 10 including WNEW, KTQZ, KINK, KINC, WBRU, KLBJ, KZRR, KSTM.

**RUN D.M.C. "Walk This Way" (Profile) 24/2 (25/2)**  
 Adds: KSRR, KOMP, Powers 3, Heavy 5; WKLC, WPLR, WIMZ, WBLM, WHMD, Medium 15 including WLVO, KROQ, 91X, CFOX, CHEZ, WAAF, KLAO, WKDF, KLPX.

**F.M.u.k. "Frozen Heart" (Portrait/CBS) 23/9 (13/8)**  
 Adds: KORS, KGON, WPLR, WYSP, WLAV, KZEL, WWWW, WHMD, KWHL, Heavy 1; KSPN, Medium 14 including KINK, WKLC, WHCN, KMIO, KILO, WRUF, KSOY, KRQU.

**EURYTHMICS "When Tomorrow Comes" (RCA) 23/2 (21/5)**  
 Adds: WNEW, KZEL, Powers 2, Heavy 12 including KZEW, KBCO, WPYX, CHEZ, WIOO, CFNY, WMMY, KPOI, WWWW, Medium 9 including 91X, WDHA, WBRU, KNCN, KEZO, KSTM, KCGL.

**STEVE WINWOOD "Freedom Overkill" (Island) 21/6 (16/3)**  
 Adds: WQVE, WHCN, WYFY, WRQK, KODS, WIOT, Powers 1, Heavy 12 including WLUP, WXRT, KFOG, WPYX, WIOO, CFNY, WYFO, KZEW, KSPN, Medium 9 including WKLC, WIMZ, KICT, KLPX, KZEP.

**NEIL YOUNG "Weight Of The World" (Geffen) 21/5 (16/7)**  
 Adds including WBAB, WNEW, WYFN, WIZN, Heavy 2; WWWW, KVRE, Medium 17 including WKLS, WHCN, KLBJ, KNCN, KEZO, KICT, KILO, KLPX, WBLM, KWHL.

**BOB SEGER & THE SILVER BULLET BAND "Living Inside My Heart" (EMI America) 17/2 (18/4)**  
 Adds: KZEW, WQBK, Powers 2, Heavy 7 including WLUP, KTQZ, KBCO, KINK, KESI, Medium 9; Q107, KAZY, WONE, WTUE, WLAV, WWCT, KKCY, KKGR, KROR.

**BRICKLIN "Even When You're Done With Me" (A&M) 17/1 (18/2)**  
 Adds: WBAB, Heavy 2; WMMR, WYSP, Medium 11 including WNEW, WEBN, WLVO, WZZO, WKLC, WDHA, WTPA, WHEB.

**SHADOWFAX "What Goes Around" (Windham Hill) 17/1 (18/1)**  
 Adds: WHMD, Heavy 0, Medium 15 including KTQZ, KFOG, WPYX, WHCN, WIOO, WYFY, WRQK, WRKI, KODZ.

**TOM COCHRANE & RED RIDER "The Untouchable One" (Capitol) 15/3 (12/5)**  
 Adds: WYFN, KLOS, KZEL, Heavy 4 including KROR, KISW, CHEZ, Medium 8 including KMET, CFOX, KEZE, WIZN, KSOY, KOZZ.

**PETER GABRIEL "Big Time" (Geffen) 15/1 (15/3)**  
 Adds: WIOO, Powers 1, Heavy 8; CHOM, WQVE, KZEW, WXRT, KROQ, 91X, WWTR, KVRE, Medium 8; WLUP, WBRU, KEZO, KSTM, WRKI.

**JOHN EDDIE "Stranded" (Columbia) 14/7 (7/4)**  
 Adds: WNEW, WXRK, WCCC, WYSP, WEXZ, KRIX, KRQU, Heavy 1; WMMR, Medium 12 including KAZY, WIOO, WAOX, WONE, WWTR.

**PETER GABRIEL "That Voice Again" (Geffen) 14/4 (10/6)**  
 Adds: WHCN, WHFF, WLAV, KKDJ, Heavy 5 including WXRT, KFOG, KROR, WPYX, Medium 8 including WRQK, KEZO, KICT, KZEP.

**BLUESBUSTERS "Phone Don't Ring" (Landslide) 14/0 (17/3)**  
 Heavy 2; KORS, KTCL, Medium 4; KBCO, WHFS, WAPL, KEZO.

# AOR ALBUMS

## MOST ADDED

FABULOUS THUNDERBIRDS (25)  
 BONNIE RAITT (20)  
 BOB SEGER (16)  
 ICEHOUSE (15)  
 DAVID & DAVID (13)  
 ROBERT PALMER (13)  
 GEORGE THOROGOOD (13)  
 IT BITES (12)  
 ALVIN LEE (11)  
 BILLY JOEL (10)  
 GLASS TIGER (10)

## HOTTEST

STEVE WINWOOD (59)  
 GENESIS (55)  
 PETER GABRIEL (43)  
 EURYTHMICS (35)  
 VAN HALEN (34)  
 DARYL HALL (27)  
 JOHN C. MELLENCAMP (22)  
 EDDIE MONEY (22)  
 NEIL YOUNG (15)  
 DAVID LEE ROTH (14)

## NEW & ACTIVE

Continued from Page 69

**JOHN EDDIE "John Eddie" (Columbia) 19/7 (16/3)**  
 Adds: WBCN, WNEW, WXRK, WCCC, WEXZ, KRIX, KRQU, Heavy 4 including WMMR, WAAF, KVRE, Medium 12 including KAZY, WIOO, WYSP, WAOX, WONE, WWTR.

**BLUESBUSTERS "Accept No Substitutes" (Landslide) 17/2 (19/3)**  
 Adds: WIOO, KSPN, Heavy 2; KORS, KTCL, Medium 6 including KBCO, WHFS, WAPL, KEZO, WWTR.

**BRICKLIN "Bricklin" (A&M) 17/1 (18/2)**  
 Adds: WBAB, Heavy 2; WMMR, WYSP, Medium 11 including WNEW, WEBN, WLVO, WZZO, WKLC, WDHA, WTPA, WIOO, WHEB.

**IT BITES "The Big Lad In The Windmill" (Geffen) 15/12 (3/3)**  
 Adds including KTQZ, KAZY, KMET, WHFS, WDHA, WDJZ, WONE, WMMY, KZOO, Heavy 3 including WHMD, KSPN, Medium 8 including KKDJ, KZEP, KRQU, KCGL.

**CACTUS WORLD NEWS "Urban Beaches" (MCA) 15/5 (9/2)**  
 Adds: WSHE, 91X, WBRU, KNCN, KRQU, Heavy 1; KTCL, Medium 5 including WXRT, WAAF, WIZN.

**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.)















**MOST ADDED**  
**EAST**  
Don Johnson  
Genesis  
Robert Palmer  
Stacey Q  
Anita Baker

# CHARTS & NOTICES

**MOST ADDED**  
**SOUTH**  
Don Johnson  
Genesis  
Billy Joel  
Eurythmics  
Robert Palmer

## EAST PARALLEL TWO

**WFLA/Miami**  
Harold Brim  
ROBERT PALMER  
NICK JAGGER (sp)  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

## PARALLEL THREE

**WRXW/Poughkeepsie, NY**  
Don Johnson  
JETS  
FABRIZIO TRONZERS  
ROBERT PALMER  
TRUMPET TURNS  
DUKE ROBERTY  
BEATLES  
MADONNA 2-1  
BARBARANA 3-1  
LISA, LISA 8-6  
STACY Q  
TIMEX SOCIAL CLUB 3-9  
REgina 10-6  
REgina 10-6  
REgina 10-6  
REgina 10-6

## SOUTH PARALLEL TWO

**WJWL/Columbia, SC**  
WandaLynCombs  
LISA LISA  
LISA LISA  
LISA LISA  
LISA LISA  
LISA LISA  
LISA LISA  
LISA LISA  
LISA LISA  
LISA LISA

## PARALLEL THREE

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

## PARALLEL TWO

**WFLA/Miami**  
Harold Brim  
ROBERT PALMER  
NICK JAGGER (sp)  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WISN/Wisconsin**  
JETS  
FABRIZIO TRONZERS  
ROBERT PALMER  
TRUMPET TURNS  
DUKE ROBERTY  
BEATLES  
MADONNA 2-1  
BARBARANA 3-1  
LISA, LISA 8-6  
STACY Q  
TIMEX SOCIAL CLUB 3-9  
REgina 10-6  
REgina 10-6  
REgina 10-6  
REgina 10-6

**WISN/Wisconsin**  
JETS  
FABRIZIO TRONZERS  
ROBERT PALMER  
TRUMPET TURNS  
DUKE ROBERTY  
BEATLES  
MADONNA 2-1  
BARBARANA 3-1  
LISA, LISA 8-6  
STACY Q  
TIMEX SOCIAL CLUB 3-9  
REgina 10-6  
REgina 10-6  
REgina 10-6  
REgina 10-6

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
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MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WISN/Wisconsin**  
JETS  
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DUKE ROBERTY  
BEATLES  
MADONNA 2-1  
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REgina 10-6  
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**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
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MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
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MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WISN/Wisconsin**  
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REgina 10-6

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
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MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

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REgina 10-6  
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REgina 10-6  
REgina 10-6

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
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MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**WKMG/Laningham, VA**  
McCauley/Dove  
PAUL MCCARTNEY  
SIMPLY RED  
DON JOHNSON  
MORNING SUIT (sp)  
BOB SEGER  
RICK SPRUENY (sp)  
HOLLAND  
STEVE WINDMO 3-2  
BARBARANA 3-1  
MADONNA 1-5  
MADONNA 1-5  
MICHAEL, HONOLDALD 14-12  
GLASS TIGER 22-13

**78/R&R FRIDAY, AUGUST 15, 1986**

**232 Current Reports**  
The following stations reported a top ten playlist this week:  
**WUW/New Orleans**  
**KBFM/McAllen-Brownville**  
**KZZB/Bakersfield**  
**KISRT/Smith**  
**WBNO/Bloomington**  
The following stations failed to report this week, therefore their playlists were frozen:  
**WNK/Harrisburg**  
**WKYZ/Wikes-Barre**  
**KAY17/Las Vegas**  
**KLVY/Tulsa**  
**NCL/Las Vegas**  
**WGLT/Tallahassee**  
**WOTW/Springfield**  
**Note:** ZZZO/Kansas City is no longer a CHR report.

Breakouts are records not included in the regional most added, but which have five or more overalls in a region, and fewer than 50 stations overall.



PARALLELS

R&R's CHA reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.
Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.
Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.
Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

232 Reports
JOHN DOE 'Hit Song' (Anylabel) LP: Hit Song
100/25 44%
Regional Reach: 93% Debits 20, S 21% D 56% W 15%
National Summary: UP 61, SAME 4, DOWN 0, ADDS 25

EXAMPLE
100/25 — 100 CHR reporting stations on this week including 25 new adds.
44% — percentage of this week's reporters playing it.
Regional Reach — Percentage of reporters playing the song within each region.
National Summary
Up 51 — Number of stations moving it up on the charts.
Debits 20 — Number of stations debuting the song this week.
Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)
Down 0 — Number of stations moving it down on their charts.
Add 25 — Total number of stations adding it this week.

AIR SUPPLY 'Lonely Is the Night' (Arista) LP: Lonely Is the Night
57/11 25%
Regional Reach: 63% Debits 7, S 22% D 88% W 25%
National Summary: UP 12, SAME 14, DOWN 11, ADDS 11

CARL ANDERSON & GLORIA LORING 'Friends & Lovers' (Capricorn/CBS) LP: Friends & Lovers (Capricorn/CBS)
203/18 88%
Regional Reach: 88% Debits 14, S 86% D 98% W 31%
National Summary: UP 13, SAME 29, DOWN 0, ADDS 18

Anderson & Loring Continued
Regional UP 16, SAME 14, DOWN 0, ADDS 23

Banararama Continued
Regional UP 16, SAME 14, DOWN 0, ADDS 23

Anita Baker Continued
Regional UP 16, SAME 14, DOWN 0, ADDS 23

BEATLES 'Twist & Shout' (Capitol)
8/2/23 28%
Regional UP 16, SAME 14, DOWN 0, ADDS 23

DOUBLE 'Captain Of Her Heart' (A&M) LP: Blue
17/18 75%
Regional UP 115, SAME 30, DOWN 6, ADDS 9

Regional UP 115, SAME 30, DOWN 6, ADDS 9

ART OF NOISE w/MAX HEADROOM 'Paranoid' (Chrysalis) LP: Invasive Silence
5/3/28 23%
Regional UP 29, SAME 78, DOWN 0, ADDS 28

BERLIN 'Take My Breath Away' (Columbia) LP: Top Gun Soundtrack
230/1 98%
Regional UP 195, SAME 26, DOWN 1, ADDS 11

Regional UP 195, SAME 26, DOWN 1, ADDS 11

Regional UP 195, SAME 26, DOWN 1, ADDS 11

Regional UP 195, SAME 26, DOWN 1, ADDS 11

Regional UP 195, SAME 26, DOWN 1, ADDS 11

BANARARAMA 'Versus (London/PolyGram)' LP: True Confessions
225/0 97%
Regional UP 193, SAME 27, DOWN 0, ADDS 0

Regional UP 193, SAME 27, DOWN 0, ADDS 0

Regional UP 193, SAME 27, DOWN 0, ADDS 0

Regional UP 193, SAME 27, DOWN 0, ADDS 0

Regional UP 193, SAME 27, DOWN 0, ADDS 0

Regional UP 193, SAME 27, DOWN 0, ADDS 0

AMITA BAKER 'Sweet Love' (Elektra) LP: Raplure
6/5/28 28%
Regional UP 118, SAME 19, DOWN 0, ADDS 28

Regional UP 118, SAME 19, DOWN 0, ADDS 28

Regional UP 118, SAME 19, DOWN 0, ADDS 28

EL DEBARGE 'Love Avenue (Gordy/Motown)' LP: El DeBarge
8/1/16 35%
Regional UP 22, SAME 11, DOWN 0, ADDS 16

Regional UP 22, SAME 11, DOWN 0, ADDS 16

EURYTHMICS 'Missionary Man' (RCA) LP: Revue
11/3/33 50%
Regional UP 31, SAME 18, DOWN 0, ADDS 33

Regional UP 31, SAME 18, DOWN 0, ADDS 33

Regional UP 31, SAME 18, DOWN 0, ADDS 33

Regional UP 31, SAME 18, DOWN 0, ADDS 33

Regional UP 31, SAME 18, DOWN 0, ADDS 33

PARALLELS

G

H

GENESIS Throwing It All Away (Atlantic) LP: Invisible Touch

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Genesis.

GLASS TIGER Don't Forget Me (Manhattan) LP: The Thin Red Line

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Glass Tiger.

DARYL HALL Dreamtime (RCA) LP: Three Heats In The Happy Ending Machine

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Daryl Hall.

HONEYMOON SUITE What Does It Take (WB) LP: Big Prize

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Honeymoon Suite.

BRUCE HORNSBY & THE RANGE Every Little Kiss (RCA) LP: The Way It Is

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Bruce Hornsby & The Range.

JANET JACKSON When I Think Of You (A&M) LP: Control

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Janet Jackson.

MICK JAGGER Ruffless People (Epic) LP: "Ruffless People" Soundtrack

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Mick Jagger.

Mick Jagger Continued

Table with 3 columns: Regional, National, and Summary. Continuation of Mick Jagger data.

JETS Private Number (MCA) LP: The Jets

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for The Jets.

BILLY JOEL It's A Matter Of Trust (Columbia) LP: The Bridge

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Billy Joel.

DON JOHNSON Heartbeat (Epic) LP: Heartbeat

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Don Johnson.

Don Johnson Continued

Table with 3 columns: Regional, National, and Summary. Continuation of Don Johnson data.

KLYMAXX Man Size Love (MCA) LP: Running Scared Soundtrack

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Klymaxx.

BILLY JOEL It's A Matter Of Trust (Columbia) LP: The Bridge

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Billy Joel.

HUEY LEWIS & THE NEWS Stuck With You (Chrysalis) LP: Fore!

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Huey Lewis & The News.

GENESIS Throwing It All Away (Atlantic) LP: Invisible Touch

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Genesis.

GLASS TIGER Don't Forget Me (Manhattan) LP: The Thin Red Line

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Glass Tiger.

DARYL HALL Dreamtime (RCA) LP: Three Heats In The Happy Ending Machine

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Daryl Hall.

HONEYMOON SUITE What Does It Take (WB) LP: Big Prize

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Honeymoon Suite.

BRUCE HORNSBY & THE RANGE Every Little Kiss (RCA) LP: The Way It Is

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Bruce Hornsby & The Range.

JANET JACKSON When I Think Of You (A&M) LP: Control

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Janet Jackson.

Mick Jagger Continued

Table with 3 columns: Regional, National, and Summary. Continuation of Mick Jagger data.

JETS Private Number (MCA) LP: The Jets

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for The Jets.

Don Johnson Continued

Table with 3 columns: Regional, National, and Summary. Continuation of Don Johnson data.

KLYMAXX Man Size Love (MCA) LP: Running Scared Soundtrack

Table with 3 columns: Regional, National, and Summary. Includes station call letters and program names for Klymaxx.

# PARALLELS

Huey Lewis & The News Continued

Y108 15-12	KRNO 30-14	WHPH 24-14
Y109 15-12	KRNO 30-14	WHPH 24-14
Y110 15-12	KRNO 30-14	WHPH 24-14
Y111 15-12	KRNO 30-14	WHPH 24-14
Y112 15-12	KRNO 30-14	WHPH 24-14
Y113 15-12	KRNO 30-14	WHPH 24-14
Y114 15-12	KRNO 30-14	WHPH 24-14
Y115 15-12	KRNO 30-14	WHPH 24-14
Y116 15-12	KRNO 30-14	WHPH 24-14
Y117 15-12	KRNO 30-14	WHPH 24-14
Y118 15-12	KRNO 30-14	WHPH 24-14
Y119 15-12	KRNO 30-14	WHPH 24-14
Y120 15-12	KRNO 30-14	WHPH 24-14
Y121 15-12	KRNO 30-14	WHPH 24-14
Y122 15-12	KRNO 30-14	WHPH 24-14
Y123 15-12	KRNO 30-14	WHPH 24-14
Y124 15-12	KRNO 30-14	WHPH 24-14
Y125 15-12	KRNO 30-14	WHPH 24-14
Y126 15-12	KRNO 30-14	WHPH 24-14
Y127 15-12	KRNO 30-14	WHPH 24-14
Y128 15-12	KRNO 30-14	WHPH 24-14
Y129 15-12	KRNO 30-14	WHPH 24-14
Y130 15-12	KRNO 30-14	WHPH 24-14

Regional Reach E 828 S 968 M 108 W 544	12/17 62%	National Summary DEBITS 49 SAM 40 DOWN 17 ADDS 17
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**PATTI LABELLE**  
*Oh, People (MCA)*  
LP: Winner In You

Regional Reach E 538 S 608 M 108 W 544	12/17 62%	National Summary DEBITS 49 SAM 40 DOWN 17 ADDS 17
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Regional Reach E 408 S 238 M 554 W 258	54/18 23%	National Summary DEBITS 19 SAM 26 DOWN 18 ADDS 18
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**LISA-LISA & CUIT JAM w/ FULL FORCE**  
*All Cried Out (Columbia)*  
LP: Lisa-Lisa & Cuit Jam

Regional Reach E 408 S 238 M 554 W 258	54/18 23%	National Summary DEBITS 19 SAM 26 DOWN 18 ADDS 18
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**LOVERBOY**  
*Heaven In Your Eyes (Columbia)*  
LP: Top Gun Soundtrack

Regional Reach E 828 S 968 M 108 W 544	18/23 83%	National Summary DEBITS 33 SAM 39 DOWN 0 ADDS 23
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Regional Reach E 828 S 968 M 108 W 544	18/23 83%	National Summary DEBITS 33 SAM 39 DOWN 0 ADDS 23
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**MADONNA**  
*Papa Don't Preach (Sire/WB)*  
LP: True Blue

Regional Reach E 1004 S 1004 M 1004 W 1004	23/10 100%	National Summary DEBITS 10 SAM 10 DOWN 0 ADDS 10
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Regional Reach E 1004 S 1004 M 1004 W 1004	23/10 100%	National Summary DEBITS 10 SAM 10 DOWN 0 ADDS 10
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**PAUL McCARTNEY**  
*Press (Capitol)*  
LP: Press To Play

Regional Reach E 768 S 628 M 718 W 678	15/8 68%	National Summary DEBITS 38 SAM 43 DOWN 0 ADDS 8
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Regional Reach E 768 S 628 M 718 W 678	15/8 68%	National Summary DEBITS 38 SAM 43 DOWN 0 ADDS 8
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**MICHAEL McDONALD**  
*Sweet Freedom (MCA)*  
LP: Running Scared

Regional Reach E 958 S 718 M 968 W 968	21/46 82%	National Summary DEBITS 23 SAM 22 DOWN 6 ADDS 5
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Regional Reach E 958 S 718 M 968 W 968	21/46 82%	National Summary DEBITS 23 SAM 22 DOWN 6 ADDS 5
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**MIAMI SOUND MACHINE**  
*Words Get In The Way (Epic)*  
LP: Primitive Love

Regional Reach E 768 S 868 M 868 W 888	16/8 84%	National Summary DEBITS 14 SAM 22 DOWN 5 ADDS 6
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Regional Reach E 768 S 868 M 868 W 888	16/8 84%	National Summary DEBITS 14 SAM 22 DOWN 5 ADDS 6
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**MIKE & THE MECHANICS**  
*Take In (Atlantic)*  
LP: Mike & The Mechanics

Regional Reach E 658 S 718 M 638 W 638	16/41 71%	National Summary DEBITS 5 SAM 22 DOWN 5 ADDS 11
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Regional Reach E 658 S 718 M 638 W 638	16/41 71%	National Summary DEBITS 5 SAM 22 DOWN 5 ADDS 11
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**MONKEES**  
*That Was Then, This Is Now (Arista)*  
LP: Then & Now... The Best Of The Monkees

Regional Reach E 768 S 678 M 648 W 638	10/6 88%	National Summary DEBITS 27 SAM 30 DOWN 9 ADDS 6
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Regional Reach E 768 S 678 M 648 W 638	10/6 88%	National Summary DEBITS 27 SAM 30 DOWN 9 ADDS 6
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**MOODY BLUES**  
*The Other Side Of Life (Polydor)*  
LP: The Other Side Of Life (PolyGram)

Regional Reach E 448 S 218 M 148 W 218	5/714 25%	National Summary DEBITS 10 SAM 26 DOWN 0 ADDS 14
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Regional Reach E 448 S 218 M 148 W 218	5/714 25%	National Summary DEBITS 10 SAM 26 DOWN 0 ADDS 14
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PARALLELS

-Steve Winwood Continued

STACEY Q
Two Of Hearts (Atlantic)
11/6/34 50% National Summary
Debutants 12, Same 25, Down 0, Adds 34

PAUL SIMON
You Can Call Me Al (WB)
LP: Grassland
8/7/15 38% National Summary
Debutants 19, Same 18, Down 0, Adds 15

THOMPSON TWINS
Nothing In Common (Arista)
LP: Nothing In Common Soundtrack
7/5/14 32% National Summary
Debutants 8, Same 33, Down 0, Adds 14

VAN HALEN
Love Walks In (WB)
LP: 15150
16/7/28 72% National Summary
Debutants 56, Same 39, Down 0, Adds 38

Z.Z. TOP
Vehetro Fly (WB)
LP: Aftersun
17/0/5 73% National Summary
Debutants 13, Same 35, Down 0, Adds 5

Picture Yourself In R&R.
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Los Angeles, CA 90067
(213) 553-4330

38 SPECIAL
Somebody Like You (A&M)
LP: Strength In Numbers
12/8/3 55% National Summary
Debutants 14, Same 26, Down 0, Adds 3

TEXES SOCIAL CLUB
Rumors (Jay)
193/2 83% National Summary
Debutants 5, Same 32, Down 0, Adds 2

STEVE WINWOOD
Higher Love (Island/WB)
LP: Back In The High Life
22/0/0 100% National Summary
Debutants 1, Same 42, Down 0, Adds 0

ZZ TOP
Vehetro Fly (WB)
LP: Aftersun
17/0/5 73% National Summary
Debutants 13, Same 35, Down 0, Adds 5

# PARALLELS

# SIGNIFICANT ACTION

## B

**BOYS DON'T CRY**  
*Cities On Fire (Profile)*  
LP: Boys Don't Cry

<b>P1</b> EAST WPRD a SOUTH MIDWEST WVBC a WEST	<b>P2</b> EAST WVBC a SOUTH MIDWEST WEST	<b>P3</b> EAST WVBC a SOUTH MIDWEST WEST
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**STAN BUSH**  
*The Touch (Scotti Bros/CBS)*  
LP: "The Transformers" Soundtrack

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## D

**DOCTOR & THE MEDICS**  
*Spirit In The Sky (IRS/MCA)*

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## F

**FALCO**  
*Jeanny (A&M)*  
LP: Falco III

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## G

**GTR**  
*The Hunter (Arista)*  
LP: GTR

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**GWEN CUTHRIE**  
*Ain't Nothin'... (Polydor/PolyGram)*  
LP: Good To Go

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## I

**INXS**  
*Kiss The Dirt (Falling Down...)*  
LP: Listen Like Thieves (Atlantic)

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**ISLE OF MAN**  
*Am I Forgven (PashaCBS)*  
LP: Isle Of Man

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
---	---	---

## J

**NICK JAMESON**  
*Weatherman (Motown)*  
LP: A Crowd Of One

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**ALVIN LEE**  
*Detroit Diesel (21/Atco)*  
LP: Detroit Diesel

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**KENNY LOGGINS**  
*Playing With The Boys (Columbia)*  
LP: "Top Gun" Soundtrack

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**LOWER SPEAKS**  
*No More "I Love You's" (A&M)*  
LP: The Lower Speaks

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## M

**KIM MITCHELL**  
*Patio Lanterns (Atlantic)*  
LP: Shakin' Like A Human Being

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**NEW EDITION**  
*Earth Angel (MCA)*  
LP: "Karate Kid" Soundtrack

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## O

**ONE TO ONE**  
*Angel In My Pocket (WB)*  
LP: Forward Your Emotions

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**PET SHOP BOYS**  
*Love Comes Quickly (EMI America)*  
LP: Please

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## S

**CHARLIE SEXTON**  
*Hold Me (MCA)*  
LP: Pictures For Pleasure

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**SOUTHSIDE JOHNNY & THE JUKES**  
*Walk Away Renee (Atlantic)*  
LP: At Least We Got Shoes

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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## T

**TALKING HEADS**  
*Wild Wild Life (Sire/WB)*  
LP: True Stories

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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**TRIUMPH**  
*Somebody's Out There (MCA)*  
LP: The Sport Of Kings

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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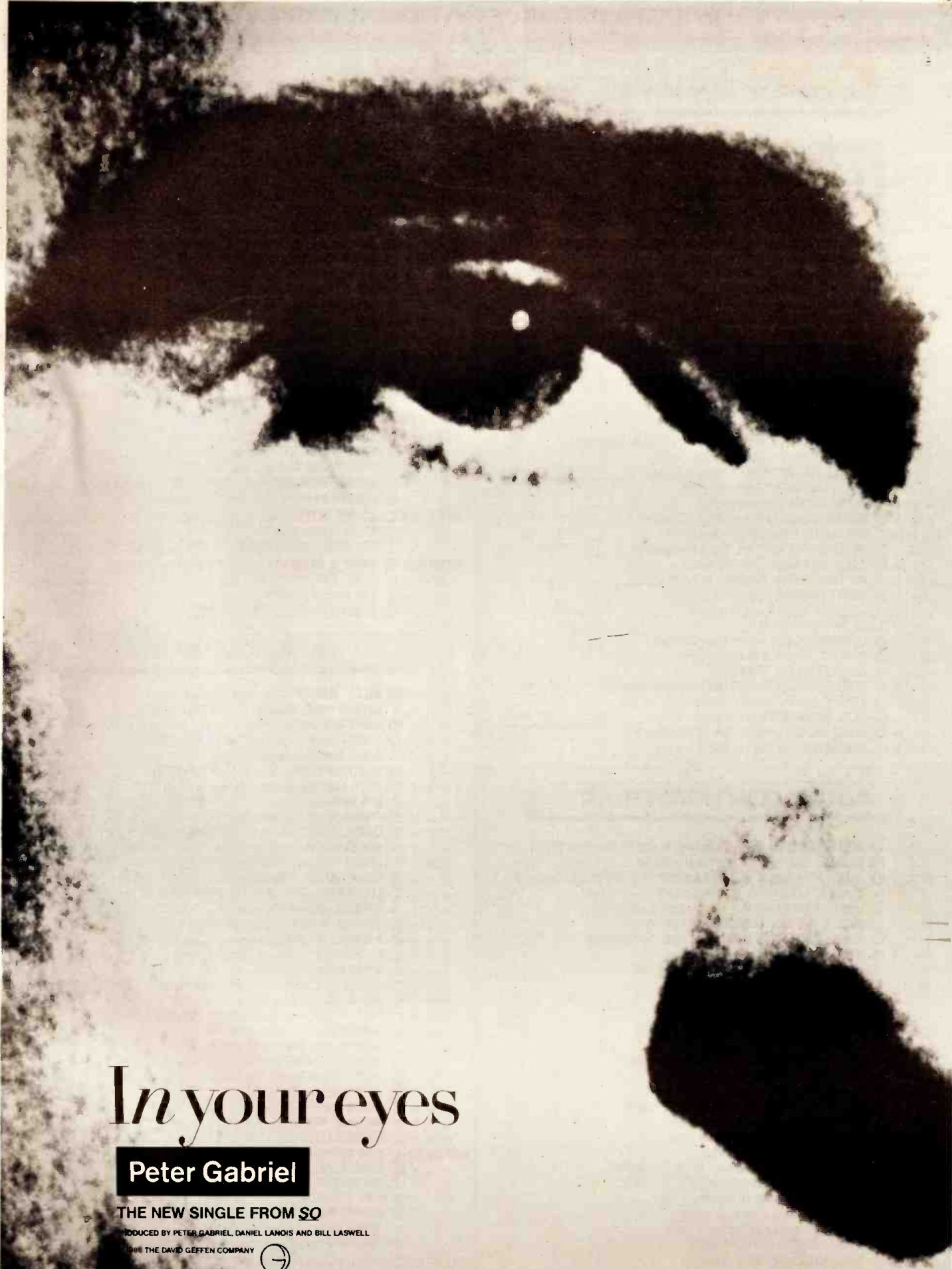
## V

**LUTHER VANDROSS**  
*Give Me The Reason (Epic)*  
LP: "Ruthless People" Soundtrack

<b>P1</b> EAST SOUTH MIDWEST WEST	<b>P2</b> EAST SOUTH MIDWEST WEST	<b>P3</b> EAST SOUTH MIDWEST WEST
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*In your eyes*

**Peter Gabriel**

THE NEW SINGLE FROM *SO*

PRODUCED BY PETER GABRIEL, DANIEL LANOIS AND BILL LASWELL

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