

I N S I D E :

WLIR MAY MIGRATE

It appears as if WLIR/Long Island's caretaker owner Elton Spitzer may buy a neighboring combo and move the staff and format lock, stock, and modern rock. Page 12

MORE SUMMER BIRCH NUMBERS

New York: WRKS falls behind WHTZ
Los Angeles: KIIS opens big lead over KPWR
San Francisco: KSOL makes run at KGO
Pittsburgh: WDVJ dethrones KDKA
Buffalo: New AOR WBVR soars to second behind WPHD-FM
Minneapolis: WCCO holds to substantial lead

Page 26

FCC INVESTIGATES "OBSCENITY" ON TWO STATIONS

Complaints have been filed against two California public radio stations over alleged obscenity on-air, one via a record, one in the form of a play. The FCC is conducting a serious investigation.

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ASSESSING THE NAB

The recent NAB radio convention is examined from the perspectives of Reed Bunzel, Joel Denver, Lon Helton, and Harvey Mednick.

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IN THE NEWS THIS WEEK

- Mary Catherine Sneed VP for DKM
- John Cravenes President/GM at WHYT
- KHYI bows CHR "Gladiator" format
- Tom Freston, Robert Roganti MTV Presidents; Lee Masters Sr. VP/GM for MTV. VH-1
- KLZZ switches to Classic Hits
- WSKS switches to Country WBVE
- Kenny Hamlin VP at EIA
- Ray Quinn VP/GM at KSMG
- Richard Nash Atlantic Director/Black Promotion
- Tom Shealy GM at WXCW
- Doug Stewart GM for KGNN's new Gold format
- WDRC-FM goes Gold
- Richard Rees GM at KCGL
- John Jenkins programs WMAG
- Bob Gooding Promotion Director for Novus/Bluebird
- Viacom may, LIN will sell radio stations
- Griffin buys WTRY & WPYX for \$15 million

Page 3, 4, 6, 8, 11, 12

REISSUING ROCK CLASSICS

Sean Ross's Gold column looks at a spinoff of the format's sudden success: reissued records from the past... plus a look back at the last great outbreak of reissue fever in the early '70s.

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NEXT WEEK IN R&R

Steve Feinstein launches a two-part series on whether the AOR format still sells records.

Newsstand Price \$5.00



ASKS FOR BROADCASTERS' SUPPORT

Jesse Jackson Targets WEA Labels In New Campaign

Rev. Jesse Jackson has a new campaign: "gross injustice" in the record industry. He has asked to meet with WCI Chairman Steven Ross to discuss allegations of unfair practices and discrimination against blacks within the corporation's record companies.

Jackson has also asked radio stations affiliated with the National Association of Black-Owned Broadcasters (NABOB) to "postpone" airplay of all records distributed by Warner

Bros., Elektra/Asylum, and Atlantic "until this matter is resolved" satisfactorily.

The leader of the National Rainbow Coalition and former Presidential candidate made his concerns known to Ross in a ten-point letter, reportedly received Monday (9-29). He cited issues of black employment, salaries, credit terms, promotion and marketing budgets, and WCI's business interests in South Africa.

There was no official com-

KBZT Switches To Classic Rock KLSX

Consultant Fred Jacobs' "Classic Rock" format moved into its largest market yet when Greater Media AC KBZT became KLSX September 26 at 3pm. The move gives Los Angeles six AORs, believed to be more than any other metro has ever had at the same time. The other contenders are modern rock KROQ, mainstream AORs KLOS and KMET, "Mellow Rock" KNX-FM, and hard rock KNAC/Long Beach.

Don Hagen, PD for the start-up of Classic Rocker WCXR/Washington (also a Jacobs client) and President of Southeast

Media Research, has been named interim PD. Mike Wagner, OM of KBZT and sister Gold outlet KRLLA, will concentrate on programming the AM, where he also does 9am-noon. The only airstaff change was seven-year KBZT morning man Charlie Tuna's transfer to KRLLA. Other jocks will be retained on a trial basis.

VP/GM Bob Moore said the change was supported by four months of focus groups and perceptual research conducted by several firms. "We wanted to make sure that we establish ourselves for the long run. We delved very deep and found that this isn't just a peripheral or surface desire; it's deepseated. There's no bigger hole in the Los Angeles marketplace. We've been crossing our fingers KLSX/See Page 8

Galante VP/GM At RCA Nashville



Joe Galante

Joe Galante, RCA/Nashville's Division VP since 1982, has been promoted to VP/GM. He reports to RCA Records US President Bob Buziak, who said, "Appointing Joe to the GM position is both a recognition of the importance of his leadership role for our Country Music Division and a reflection of the company's philosophy of giving greater responsibility and au-

GALANTE/See Page 6

Magee VP/GM

At KIKK-AM & FM



Craig Magee

After over six years as President/GM at LIN Broadcasting Country outlets WIL-AM & FM/St. Louis, Craig Magee has accepted the VP/GM chair at Viacom Country combo KIKK-

MAGEE/See Page 6

Anderson-Powell, Schiavo Upped At KIIS

KIIS-AM & FM/Los Angeles acting VP/Station Manager Lynn Anderson-Powell has been promoted to VP/GM, and Local Sales Manager/acting GSM Peg Schiavo has been elevated to VP/GSM for the CHR combo. Gannett Radio Division President Joe Dorton told R&R, "Lynn has been associated with KIIS radio for seven years and has held every key position at the station except for GM. KIIS-FM will not skip a beat with her outstanding leadership abilities."

Anderson-Powell told R&R, "We've already been able to accomplish a great deal recently with the Beach Scene and other positive fine-tuning and posi-



Lynn Anderson-Powell

tioning efforts. I've got the best programming, sales, and support staff in the USA, and the most recent Arbitrend shows

KIIS/See Page 6

NEAL, KAYE, ERDMANN PROMOTED

Cox Resets KFI & KOST Management

In management restructuring at Cox AC combo KFI & KOST/Los Angeles, GSM Howard Neal has been elevated to VP/GM, OM Jhani Kaye moves up to Station Manager, and National Sales Manager Luz Erdmann is now GSM.

Nick Trigony, recently named Exec. VP/Radio for Cox's Broadcasting Division, remarked, "Howard has been a key member of the KFI & KOST

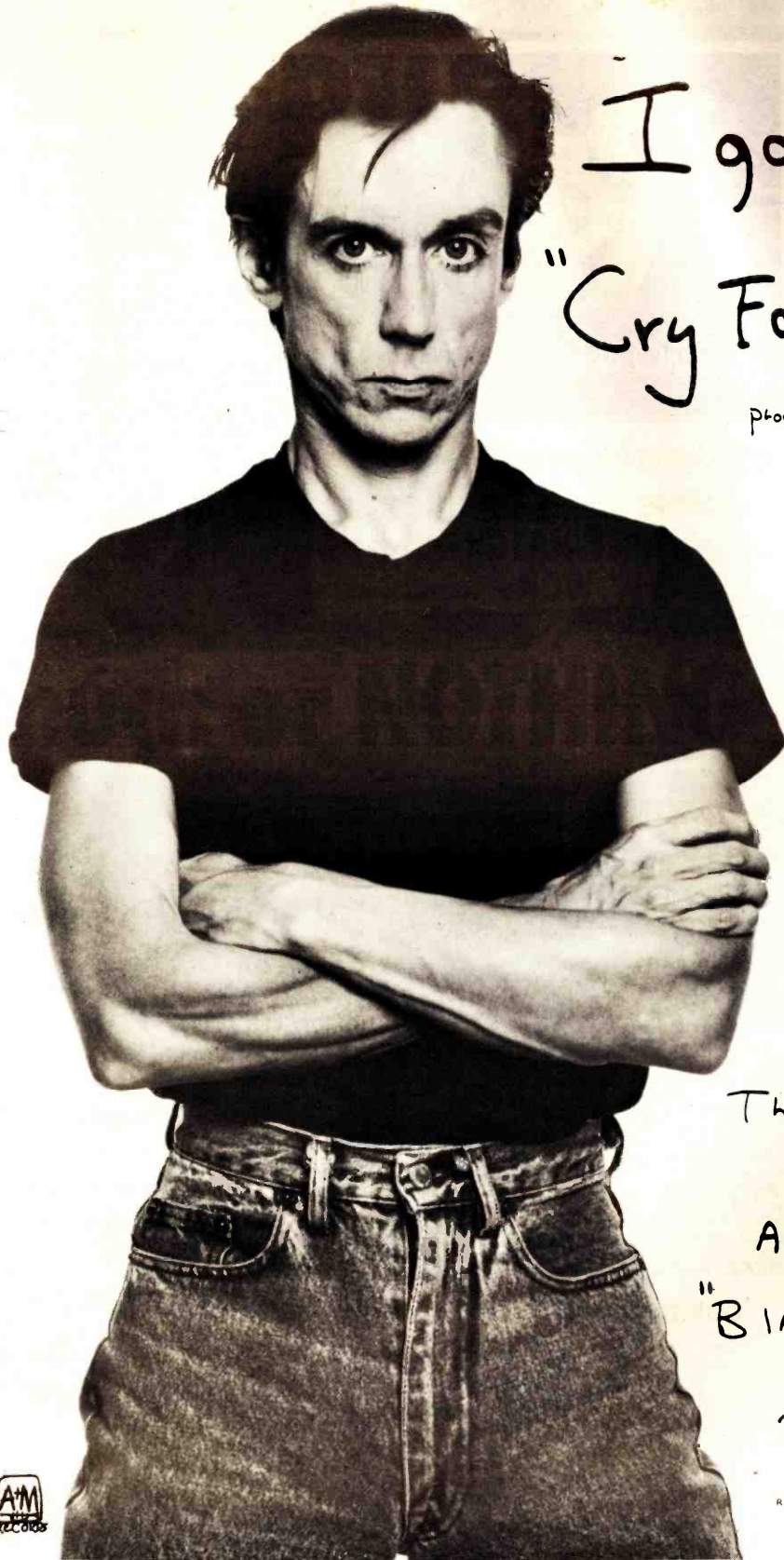


Howard Neal

management team since joining the station four years ago. He further demonstrated his expertise by managing the station for four months following the death of Don Dalton, whom Howard succeeded."

Neal, who becomes the company's first black VP/GM, arrived at KFI & KOST in 1982 as Local Sales Manager, becoming GSM in 1984. Prior to Cox, he

COX/See Page 6



Iggy Pop
"Cry For Love"
(AM 2876)

Produced by DAVID BOWIE
+ DAVID RICHARDS

OUT
NOW.

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From His
A+M Debut
"Blah-Blah-Blah"
(SP 5145)

Better with Age.



REPRESENTATION: COLLINS + TAYLOR

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Sneed DKM's VP/Operations

OCTOBER 3, 1986

KCBS: ON KGO'S HEELS

Traditional market leader KGO was toppled in drive time by rival News/Talker KCBS, which gained substantially overall as well. The challenger is profiled by Yvonne Olson.

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Atlanta-based programming consultant Mary Catherine Sneed has been named VP/Operations for DKM Broadcasting, which upon FCC approval of its eight-station Group One acquisition, will own 20 radio properties, including KMEZ-AM & FM/Dallas, WAOK & WVEE/Atlanta, WCAO & WXYV/Baltimore, and KLZ & KAZY/Denver, as well as combos in Ohio, Missouri, Nebraska, Kansas, and Iowa.

Sneed, who will coordinate programming and promotion activities for the group, is also responsible for working with local management on recruiting program personnel and supervision of the con-



Mary Catherine Sneed

KHYI Enters 'Gladiator' Format In CHR Arena

Statewide Broadcasting's KHYI (Y95)/Dallas (formerly Contemporary Christian KLTU) is introducing the "Gladiator" format, a "New Age, true 1980s version of CHR," according to VP/Programming Mark Driscoll. Additionally, Statewide principal Scott Ginsberg and Driscoll have enlisted the programming input of longtime radio programmer Buzz Bennett.

Driscoll, who will initially be on the air in afternoons, told R&R the presentation uses positioning statements like "Lock it in and jerk

your knob off" and "It's Y95: out of the way wimps." He explained, "Our airstaffers are each called Gladiators. Y95 is predictably unpredictable. This doesn't mean we're not playing the hits, because the rules of Gordon McLendon and Todd Storz still work. Y95 is more of a cinematic radio station, painting more of a picture in the minds of our listeners than our competitors."

After a low-profile debut September 20, Y95 has its airstaff set with KHYI/See Page 4

sultants and research companies working with DKM. Her appointment is effective October 15, and she will remain based in Atlanta.

Although Sneed has been advising the DKM stations recently, the move formally reunites her with DKM President Jim Wesley; the two worked together earlier at Cox while Sneed programmed WSB-FM/Atlanta. For the past five years she has operated her own consulting firm specializing in the AC format.

Wesley remarked, "Mary Catherine is an outstanding programmer and one of the most organized and hardest-working broadcast executives I've ever worked with. She is especially effective in dealing with local management. Her programming skills will accelerate our growth in all of our markets."

Sneed, whose programming credits also include WSM-FM/Nashville, will continue to consult KOST/Los Angeles, but gives up her association with the other Cox stations. She said, "I've enjoyed working with stations as a consultant but for some time have wanted to be more directly involved in station operations. DKM is one of the most successful and fastest-growing groups in the industry. I know from my experience with them that they are committed to excellence and have the resources needed to produce results."



John Cravens

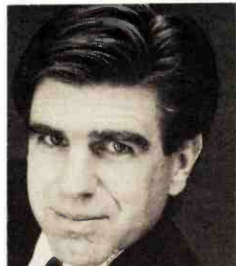
Cravens Pres./GM At WHYT

John Cravens has been named President/GM of Cap Cities/ABC CHR outlet WHYT/Detroit. Ron Pancratz, President/GM of sister station WJR, had been overseeing both stations. Cravens was VP/GM at KSRR/Houston since December 1984, after working as NSM at WRQX/Washington and WLS-AM & FM/Chicago, and GSM at WABC/New York.

"WHYT presents great opportunity for both myself and the staff," said Cravens. "It has grown to a point where it's able to stand on its own, through the efforts of Ron Pancratz at the AM and (PD) Gary Berkowitz. WHYT will now establish its own identity with its own manager. This is also a homecoming for me, as for the nine years prior to the Malrite takeover of KSRR, I had been an ABC employee."

MASTERS NOW SR. VP/GM

Freston, Roganti MTV Presidents



Tom Freston



Robert Roganti



Lee Masters

MTV Networks has created a new management structure, appointing Tom Freston and Robert Roganti President/MTV Networks Entertainment and President/MTV Networks/Operations respectively. Freston was Sr. VP/GM of MTV and VH-1, and Roganti was Sr. VP/GM of Advertising Sales for MTVN.

In addition, Lee Masters has been named Sr. VP/GM of MTV and VH-1. He has been VP of VH-1 since April.

According to MTVN President/CEO Bob Pittman, the Freston and Roganti appointments represent a "consolidation" of the company's organization, "with focus on the specific constituencies served by

each executive." Reporting to Freston are the programming, production, and marketing groups of MTV, VH-1, and Nickelodeon/Nick At Nite; MTVN

MTV/See Page 4

Quinn VP/GM At KSMG

Veteran broadcaster Ray Quinn has been named VP/GM at American Media's KSMG/San Antonio. Coprincipal Alan Beck commented, "I'm very happy to have someone of Ray's caliber join the staff that made 'Magic 105' San Antonio's finest AC facility."

Quinn remarked, "I've known Alan since I was PD and he was GSM at WCBM/Baltimore in the early '70s. I'm excited to be working in such an aggressive market. I look forward to making KSMG the number one AC."

Quinn replaces Jack Collins, who exited the station a few weeks ago, but not before hiring PD Jay Scott.

QUINN/See Page 4

Nash Directs Atlantic Black Promotion



Richard Nash

Richard Nash has been promoted to Director/National Promotion of Atlantic's Black Music Division. He had been the R&B promotion rep for the label in Cleveland since 1980. Nash assumes responsibilities previously held by Sylvia Rhone, who was elevated in July to VP/GM of Atlantic Black Music Operations.

Rhone commented, "In his six years with the Atlantic family, Richard has developed into one of the most knowledgeable and effective promotion persons in the business. I'm very pleased to recognize his accomplishments."

Hamlin E/A VP/Sales



Kenny Hamlin

Kenny Hamlin has been upped to VP/Sales at Elektra/Asylum. He was Sales Director/Western Regional for the label, and takes over the national slot from Eddie Gilreath, who recently left for Geffen. Hamlin, who reports to Sr. VP/Marketing & Promotion Mike HAMLIN/See Page 4

WSKS Becomes Country WBVE

Cincinnati AOR WSKS became Country WBVE at 6am Monday (9/29), under the direction of sister station WLW PD Randy Michaels.

JACOR Communications, owners of AOR WEBN/Cincinnati, is merging with Republic, owners of WLW & WSKS. With WEBN number one in the market and WLW

WBVE/See Page 4

KLZZ Adopts Classic Hits

Shadek's KLZZ-AM & FM/San Diego has exchanged its AC format, in place since January 1984, for "California Classics." The move did not, however, include the return of KLZZ's former calls, KPRI, as market observers had predicted.

KLZZ becomes San Diego's third new Gold-oriented format in two years. XETRA ("69 Xtra Gold") advertises "Classic Gold." AOR XHITZ has skewed towards Classic Rock since summer 1985 and has been billed as "The Greatest Hit

Of All Time." Like XHITZ, KLZZ's Gold format is rock-slanted; it does not, however, play LP tracks. PD Andy Bickel told R&R, "Our competition is either too broad or too narrow in their musical appeal. We feel our mix is more specifically targeted."

After several years as a "Class" AC, KLZZ had most recently segued into a softer AC approach. The new change, made without a consultant, also came gradually, over the course of the weekend of

KLZZ/See Page 4

KGNR Flips To Gold, Names Stewart

Tribune Broadcasting's KGNR/Sacramento has switched from Big Band to a "Golden Oldies" format. With the change, former KOB/Albuquerque GSM Doug Stewart has been named GM for KGNR and sister FM KCTC.

Stewart commented, "KGNR is suffering from the same revenue problems most AM stations around the country are. We decided that to make money we needed a sound that wasn't being duplicated in Sacramento, and one we could easily automate."

Five air personalities and one engineer were released with the format change, including former WHB/Kansas City personality

Johnny Dolan, and James Francis Patrick O'Neal, formerly of WLW/Cincinnati. AM midday man Doug Lavalie moved to middays on KCTC.

Kalamazoo, which provided the

station with Big Band selections, will continue to service KGNR with an oldies package. In addition, Unidyne, Inc. is supplying KGNR with programming and research systems.

Gooding Directs Promotion At Novus/Bluebird

Bob Gooding has been appointed Director/Marketing & Promotion for Novus, RCA's new label specializing in contemporary jazz and new age music, and Bluebird, the company's revitalized jazz release line.

RCA Records VP/Marketing Michael Omansky commented, "Bob has an exceptionally broad base of experience in the music industry. In particular, his background in jazz, combined with the expertise of the RCA Marketing Department, will result in artistic and marketplace success for Novus."

Prior to joining RCA, Gooding was Director of Promotion for Qwest Records. He served in a similar capacity for PolyGram's Black Music Division and Arista's Jazz Department, and was Nation-



Bob Gooding

al Promotion Director for Warner Bros.' Progressive Music Division. He has also been a PD for several radio stations.

KHYI

Continued from Page 3

the exception of mornings, and is including a heavy media campaign including TV and outdoor, plus a \$25,000 Cash Call contest. "We're going to build this station's audience first from 3pm to midnight to avoid the backlash of having all our audience concentrated in mornings, as so many others do." Waxing gladiatorial, Driscoll added, "There is a target on everyone's butt and our foot is on its way.

We're loaded for bear, and Buzz is a hunting partner."

"While not confined to as tight an avenue of music as most CHRs," Bennett added. "We'll play anything, regardless of sound, that's a hit. If the people want it, they're going to be able to hear it on Y95. Too many programmers give people what they think they should give them, while commonly overlooking what they want. The answer to great programming is to give them what they want and nothing else."

WBVE

Continued from Page 3

number two, 12+, WSKS became the obvious spinoff choice, with Reams Broadcasting buying it. Both transactions are expected to become final in January 1987. The unique circumstances surrounding the format switch include the old owner changing formats months before the new owner takes over.

PD Michaels said, "We are positioning, programming, and putting a game plan in place. As a matter of fact, the final purchase price is contingent upon ratings performance."

Describing the format, Michaels said, "While (crosstown Country competitor) WUBE is a great radio station, we feel they've deserted the country core. There are many traditional-sounding artists it doesn't play, and the ones it does play never get into heavy rotation. This kind of move is often made by many format-exclusive Country stations in an attempt to woo some AC listeners to the station."

Billing itself as "Real Country Radio," WBVE backs up its position by using liners on the air like "Here's another song too Country for WUBE" a couple times an hour.

Michaels was quick to add that WBVE is not a traditional Country station, but is playing traditional artists, both old and new, along with today's modern country artists.

Though WBVE, licensed to Hamilton, Ohio, experiences some signal limitations in downtown Cincinnati, Michaels feels it puts a good

Quinn

Continued from Page 3

Scott, KSMG's third PD in 18 months, was previously PD at KOB/Albuquerque. Quinn continued, "Jay and I share a common vision of where this station should be headed. He's a great PD and I think we'll work real well together."

Prior to joining KSMG, Quinn worked as GM at WMJJ/Birmingham. His earlier affiliations include WRKA/Louisville, WFIL/Philadelphia, and WAMS/Wilmington.

KLZZ

Continued from Page 3

September 26-28 with the station's present staff. Bickel, who, before coming to San Diego programmed WBT/Charlotte for many years, also managed crosstown WGSP, which, during his tenure, ran an AOR-skewed Gold format on AM.

signal into the hot Country zip codes. He said another plus to the move is that WBVE also puts a strong signal into Dayton, where he hopes to generate solid listening levels.

Phase one for WBVE calls for a music-intensive approach. "As soon as we have a morning man in place, we'll begin to move towards being a personality station," said Michaels.

With the format changes came staff changes. Exiting are PD Marty Bender, who last week announced he was joining WFBQ/Indianapolis as PD, and personalities Chris Geisen and Steve Kramer. Joining the station are two ex-WKXF/Cincinnati (which dropped Country in the last year) staffers, Sam Wilde and Diane Palmer. Staying on are Mary Kuzan and Brian Rhodes, who is changing his air name to Gary Marshall.

MTV

Continued from Page 3

affiliate sales and marketing; business management and development; and press/public affairs.

Reporting to Roganti are MTVN's advertising sales and promotional marketing departments, and corporate services unit, which includes creative services and research.

Both executives report to Pittman, and the new structure anticipates his departure next year for various MCA-backed enterprises, including a record label. Kenneth Gorman, Chairman of Viacom Networks Group, said the appointments "will ensure a smooth transition as Bob Pittman prepares to move into his new entertainment ventures."

Pittman praised Freston for guiding MTV "through a period of unparalleled creativity" and for his leadership of VH-1, and called Roganti's "record of accomplishment... integral to MTVN's success."

In his new post, Masters will be responsible for all programming, production, and marketing aspects of both MTV and VH-1. He reports to Freston, who cited Masters' track record as demonstrating "both entrepreneurial talents and a strong ability to produce results."

Freston joined MTVN's predecessor, WASEC, in 1980 and served in various marketing posts before being named Sr. VP/GM of MTV/VH-1 last November. Roganti arrived at WASEC in 1982, and was subsequently appointed Sr. VP/GM of MTVN Advertising Sales. Before joining VH-1, Masters was GM of KWEN/Tulsa, and previously partnered Henson Broadcasting in the acquisition of radio stations in El Paso and Louisville.

Hamlin

Continued from Page 3

Bone, will base at the company's New York headquarters. Calling him the "ideal choice" for the post, Bone commented, "Kenny is poised, personable, and knows the field from a retail and promotional viewpoint. E/A is getting the best."

Hamlin joined the label in 1985 after several years with PolyGram, where he was a branch manager. Previously, he worked in sales for ABC Records.

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Shealy GM At WXCR

Thomas Shealy is the new GM at Entercom's WXCR/Tampa-St. Petersburg, the metro's three-year-old commercial Classical outlet.

Shealy had been acting GM since April, and previously served as the station's Sales Manager. Before that, the 15-year broadcaster held announcer, PD, and AE positions at Cosmos Broadcasting, Audubon Broadcasting, Limetree Bay Broadcasting, and Radio America. "Commercial classical broadcasting is due a renaissance," Shealy observed. "It's a sleeping giant. The presentation must change to fit today. We're removing the stuffiness usually associated with concert music."

Cox

Continued from Page 1



Jhani Kaye Luz Erdmann worked in L.A. as Sales Manager at KFNB, AE for KNX-FM, and assistant in the marketing division of Mattel. "I'm delighted to work with such a fine group of people, where the goals and direction for the station had been established by my fine predecessor, Don Dalton," he said.

Regarding Kaye, Neal said, "As a result of Jhani overseeing KOST, it has grown to be the best-programmed station in L.A. With Jhani's assistance now on KFI, the combination should be the best two stations in the market." Of Erdmann's rise, Neal continued, "It has been amazing to see it, starting from an AE, to NSM, and now GSM. We're honored to have her skills here."

Kaye added, "It's rare that a radio group recognizes the talent and achievements of the people within. This is a significant indication of Cox's commitment to its people." Said Erdmann, "I'm thrilled to have been able to grow and to manage under Howard Neal, who is such a positive, supportive leader."

Kaye joined Cox as KFI's Asst. PD in 1982, shortly thereafter advancing to OM/PD for KOST. In 1983 he became OM for both stations, remaining KOST's PD. Erdmann, who started at KFI in 1980 as an AE, was promoted to Regional Sales Manager in 1984, and later that year became NSM.

6/R&R FRIDAY, OCTOBER 3, 1986

Jackson

Continued from Page 1

number of black broadcasters, the result of a ticket buy controversy during the Prince tour. "If Jesse's complaint is valid, I think it warrants participation. If not, I have to use my own judgment."

It's in his communication to NABOB members that Jackson refers to "gross injustice" in the record business, identifying WCI as "one distinct case... that we can address collectively, and in doing so, send shock waves through the industry."

In the Ross letter, he cites "the just-completed successful boycott of CBS." This was a 10-month action taken by Jackson's Operation PUSH organization against CBS-owned

WBMM-TV/Chicago during 1985-86, which led to the appointment of a black as the station's VP/GM.

Jackson makes no mention of the Warner Bros. boycott last year, but does cite an allegation that WEA black music divisions don't receive an equitable share of marketing, promotional, advertising, and recording dollars compared to the pop departments. Other charges which concern Jackson (although he does not identify their sources) include:

- "Employment of African-Americans in middle and upper management positions" which doesn't reflect "an equitable relationship with record consumption by the African-American community."

- Salaries for African-American executives which are "less than those of their white counterparts doing similar amounts of business for the companies."

- WEA Corp. credit practices and policies which "unfairly discriminate against most African-American retailers."

Also mentioned are specific charges against E/A and Chairman Bob Krasnow which involve Dick Griffey's Solar Records. Jackson claims to have been given information that WCI, through Elektra, "is attempting to destroy one of our community's most important economic institutions," i.e. Griffey's label. "The community will not tolerate the destruction of our institutions," he writes.

Until recently, Solar has been distributed by E/A. Rev. Jackson himself has had management and other business relationships with the Griffey organization.

Concerning South Africa, Jackson says, "The special relationship between WCI and the African-American community requires that WCI take a leadership role in seeking to bring an end to the racist and fascist regime in Pretoria. Such a role includes disinvestment."

Jackson concludes his letter to Ross, "African-American music has made a significant contribution to cultural life in the U.S. and helped to make your company profitable. And yet African-Americans do not enjoy an equitable relationship with WCI. This must change."

Capitol Distributes Allied Artists



Capitol will manufacture and distribute Allied Artists Records, whose first record is "Runaway" by Luis Cardenas, with an album to follow. Pictured (l-r) are attorney Gerry Rosenblatt, consultant Steve Wax, Allied Artists Exec. VP Kenny Buttice, Capitol/EMI/Manhattan/Angel Exec. VP Dennis White, Allied Artists Chairman Kim Richards, and Allied Artists VP Michael Rapp.

Jenkins WMAG Program Manager

John Jenkins has become Program Manager of Voyager Communications' AC-formatted WMAG/Greensboro-Winston-Salem-High Point. The 17-year programming veteran most recently programmed WMJJ/Birmingham, and earlier was PD at KOFM/Oklahoma City.

WMAG VP/GM Dick Harlow commented, "In our exhaustive search for the program manager who could take WMAG to its next level, John seemed to be the type of individual who could fit into our organization well and hit the ground running."

Although beaten 12+ by AM competitor WSJS in the spring Arbitron for the first time in recent history, WMAG is still ahead in key



John Jenkins

adult demos. Said Jenkins, "This station has been positioned well, and is ready to take off like a rocket."

Galante

Continued from Page 1

tonomy to the senior executives managing its business."

Galante told R&R, "It's been thrilling working with Bob, (RCA/Ariola President/CEO) Elliot Goldman, and all the folks who recently joined the

company. They have a real enthusiasm about the Nashville operation and music in general."

Galante joined the Nashville office in 1973, was promoted to Director/Nashville Operations in 1977, and named VP/Marketing of RCA/Nashville in 1978.

Magee

Continued from Page 1
AM & FM/Houston. Interestingly, Viacom's Houston competitor is LIN-owned KILT-AM & FM.

Magee joins Viacom with over 20 years' radio experience. Prior to WIL, Magee managed KWK-AM & FM/St. Louis and KBOX & KMEZ/Dallas. Previously, he worked as GSM at WMAQ-AM & FM/Chicago, and as an AE at WWTC/Minneapolis and KYW/Philadelphia.

"It's a tremendous opportunity to work with this great broadcasting company, and for people such as (Viacom Broadcast Group President) Paul Hughes and VP/National Programming Bill Figenshu," Magee told R&R. "I'll be going to a super Country station with a great staff and a tradition of consistently winning in a competitive marketplace."

For The Record

Nine of the 21 individuals indicted Sept. 19 by a Newark grand jury (R&R 9/26) are defendants in the cutout merchandise aspects of the case, not all 21 as the story's headline stated.

WDRC Adds Gold To FM

In an unusual reversal, Buckley's WDRC-FM/Hartford changed formats last Friday (9/26), adopting the "Solid Gold Rock & Roll" format already held by its AM. The station is now known as "The Big D-103," a reference to WDRC's legendary "Big D" slogan as a Top 40 rocker in the '60s and '70s.

"We're emphasizing a segment of music that had already affected our AC approach," PD Frank Holler told R&R. "The music we are now playing is that which made WDRC famous. Everybody was diluted; people were doing specials on weekends, but nobody was solid Gold. And nobody's doing it in Springfield or New Haven either, and we have excellent signals in both."

One station that does play Gold is WDRC (AM), which led the FM 4.2-3.1 in the spring Arbitron and will maintain separate programming from 5am-6pm under PD Glenn Colligan. The AM and FM will differ from each other less in music than presentation. "The AM is very personality-oriented. We are too, but my guys are getting it done in ten seconds."

KIIS-AM & FM

Continued from Page 1

KIIS is number one. Our goal is to give our audience reason to keep us there."

Turning her thoughts to the newly appointed VP/GSM, Anderson-Powell added, "Peg has demonstrated a unique ability to maximize both revenue and inventory and still be very fair with our valued clients. She manages people well, and has been a strong motivator with our outstanding sales team."

Schiavo noted, "Over the past three years I've been presented with one great opportunity after another. I'm thrilled to be associated with this team of history-makers at KIIS."



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J A C K S O N

BROWNE



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proudly presents a special edition starring Jackson Browne, airing the weekend of Saturday, October 18 on more than 400 Westwood One Radio Network affiliates throughout North America. Recorded during the summer by Westwood One's mobile studios, the concert features Jackson and his band performing a generous sampling of material spanning his career, including songs from his eighth and latest LP, *Lives In The Balance*. Jackson Browne on the *Superstar Concert Series* – another exclusive for everyman – and everyone – from Westwood One. To make your connection with the most listened-to concert series on radio, contact your Westwood Station Relations representative now at (213) 204-5000 or Telex 4996015 WWONE.

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NEWS IN BRIEF



Kenton Fish

● **KENTON FISH** has been named GM of **KZIQ-AM & FM/Ridgecrest, CA**. He assumed the post October 1, when station ownership was transferred to **Bel Air Broadcasting Corp.** Fish was formerly President of **Fish Ministries**, an evangelical broadcasting company, and has also worked as Midwest Regional Director for **World Vision International** and Station Manager of **WYGR/Grand Rapids**.

● **CHARLIE HARRIGAN** has been promoted to PD of **KTWO/Casper**. Harrigan was formerly PD for **KFOD/Anchorage, WDAY/Fargo, and KOIL/Grand Junction**. He will be handling MD duties along with his morning airshift.

● **MIKE EVANS** has advanced to MD at **WTVN/Columbus**. He has been with the station for nearly five years, and is currently the host for WTVN's "Hit Magazine" show.

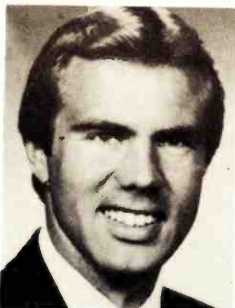
● **JIM QUINN**, most recently at **WKTK/Gainesville** as morning driver, has moved to **WGLF/Tallahassee** as PD, replacing **RICK SPRINKLES**, who moved into sales. Joining Quinn in mornings at **WGLF** is **STEPHANIE HART**, who worked at **WAVW/FT. Pierce**.

KLSX

Continued from Page 1

that nobody would beat us to it. "We found that people had a very favorable memory of KLOS and KMET during the mid-'70s when they were playing a steady diet of groups like **Jethro Tull, Doors, Poco, Eagles, and the Rolling Stones**. However, they feel cheated when radio mixes the classic groups and songs that have lasted 20 years with the newer music that just doesn't fit. People say they find themselves switching back and forth between the two stations looking for classics all the time. They're not satisfied by (pop oldies outlet) **KRTH-FM's** flavoring of Motown and Top 40 hits either."

This is the third set of call letters for the station in the last year. It had been **KHTZ (K-Hits)** before switching to **KBZT (K-Best)** last November. When asked about possible call letter confusion between **KLSX** and **KLOS**, Moore replied, "We found that the similarity wasn't great enough that people couldn't write down **KLSX** as opposed to **KLOS**. We think they're going to primarily write down 'Classic Rock 97.1'"

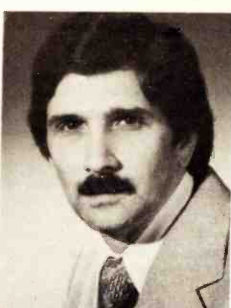


Mark Halverson

● **MARK HALVERSON** was named Station Manager/GSM of **Palmer Communications' WTNT-AM & FM/Tallahassee**. He was most recently GM at **WKEL & WJRE/Kewanee, IL**, and was previously Station Manager at **KQWC-AM & FM/Webster City, IA**.

● **DAVE ALLEN** is the new PD at **WZZR (93 Laser)/Richmond**, after four years as PD of **WOCQ (OC104)/Ocean City**. Replacing him at **OC104** is **MIKE PHILLIPS** from Crosstown **AC WQHO**. Also at **OC104**, midday announcer **PAUL BUTLER** is promoted to MD.

● **PAUL DANITZ** has been named acting GM for **KTAR & KKLT/Phoenix**. He joined **KTAR** in 1981 as GM, and was promoted to Director of Sales for **KTAR** and **KKLT** last April.



David Klahr

● **WVLT/Vineland, NJ** has signed on using **Transtar's** Format 41. The President/GM is **DAVID KLAHR**, who is also part-owner. He was VP/GM at **WMID & WLGE/Atlantic City** and earlier programmed Philadelphia outlets **WLQO** and **WMGK**, as well as **WYNN/New York**.

● **BILLY MARTIN** has been named Operations Director/PD for **WJST/Panama City**. The PD slot had been vacant for four months since former PD **CHRIS PETERSON** left the station. Martin is a 21-year radio industry veteran whose credentials include MD duties at **WLUP/Chicago** and **WEZB/New Orleans**, and a PD slot at **WNOR/Norfolk**.

● **LORRAINE MEIER**, evening personality at **KKCY/San Francisco**, was named MD of the progressive **AOR** station.

● **KELLY CRUSIE**, night personality at **WEGR/Memphis**, was promoted to MD.

● **FARID SULEMAN** has been appointed VP/Finance and Chief Financial Officer for **Infinity Broadcasting Corp.** He was previously a principal with the international accounting firm of **Arthur Young & Co.**

● **MIKE DION** is the new OM at **WHMP-AM & FM/Northampton, MA**, where he has been an on-air personality since 1981. He will oversee all aspects of music, programming, news, sports, and production.

● **WALTER McNICHOLS** has been appointed VP at **Gary Kaplan & Associates**, a Pasadena, CA-based entertainment and broadcasting executive search firm.

● The **Michigan Association of Broadcasters** has elected new officers and expanded its Board of Directors. The new officers are: **WOOD-AM & FM/Grand Rapids** VP/GM **JAMES WHITE**, President; **WLUC-TV/Marquette, MI** President/GM **GUY SPITSBERG**, VP/President Elect; and **WJRT-TV/Flint** President/GM **THOMAS BRAYSON**, Treasurer.

● **PETER HOUSMAN II** has been appointed VP/Chief Financial Officer of **John Blair & Co.** The post was previously held by **RICHARD LEBERMAN**, who left to pursue other interests. Housman was an executive with **Rollance Group Holdings, Inc.** for ten years, most recently as VP/Controller of **Rollance Capitol Group, Inc.**

● **DONALD GORDON** moves from GM duties at **KEY 98/Tri-Cities, WA** to the same position at **United/Wa-**

com Broadcasting sister station **KEY-AM & FM/Spokane, WA**. **ROGER McDOWELL**, Station Manager at **KEY 98**, moves up to the GM slot there.

● **DAVID LOWE** has been appointed Station Manager of **Palmer Communications' WNOG/Naples, FL**, where he has been GSM since February 1985. He was previously GSM of **KBOL & KBVL/Boulder, CO**.

● **PETER JAMIESON** has been appointed Chairman of **RCA/Ariola UK** and **BERNARD CARBONEZ** has been appointed President/Director General of **RCA/Ariola France**. Jamieson joins **RCA** after 20 years at **EMI**, most recently as Managing Director/UK Eire for **EMI Records**. Carbonez was most recently Managing Director of **RCA/Ariola Belgium**.

RCA-Ariola Records-International, responsible for all **RCA-Ariola** operations outside the US, has announced a reorganization of its European management. The European Regional Office will be eliminated. The company's chief executives in Germany, Austria, and Switzerland will continue to report to **MONTI LUEFTNER**, Chairman of **Ariola RCA Musik**, while chief executives outside those countries will report directly to unit President **GREGORY FISCHBACH**. International A&R and Marketing VP **JOE KIENER** will also report to **Fischbach**.

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Rees Upped To KCGL GM

Richard Rees has been upped from GSM to GM of Mid-America Gospel Radio Network AOR **KCGL/Salt Lake City**. He fills a post vacant since February, when former GM **Richard Schwartz** stepped down. The GSM position has not been filled.

Rees has been at the station since March 1984. In the business for four years, he had previously been an AE at Utah outlets

KABE/Orem and **KBHV & KFTN/Provo**.

With only 1 kw, the musically adventurous modern rock AOR notched a 2.6 12+ and finished third in teens in the spring Arbitron. Competing against stations with bigger sticks and higher shares is possible because "we have an exclusive hardcore following," said Rees. "They're active

who respond to our advertisers. Our current clients are our best selling tools; they've come to realize that just because a station has high numbers it doesn't mean its listeners are as likely as ours to buy an expensive stereo. Also, we specifically target Salt Lake City and don't spread ourselves thin by trying to cater to the Orem, Provo, and Ogden markets."

Ensign Sets Sail With Chrysalis



Chrysalis has acquired Britain's Ensign Records and the services of label founder Nigel Grange. The first US Ensign/Chrysalis release — a debut LP by World Party — is just out. In November the Waterboys' catalog will be rereleased. Celebrating the occasion with a couple of unidentified friends are Chrysalis Chairman Chris Wright and Grange (second and third left, respectively). Flanking them are (l-r) Chrysalis UK Managing Director Roy Eldridge and Chrysalis International Managing Director Doug D'Arcy.

A Record Year For A&M



A&M Records' entire field and executive staff gathered in Hollywood for its annual national convention. Highlights included a keynote address by WGI:AM & FM/Chicago PD Lee Michaels and showcase performances at Club Lingerie by Vesta Williams and Michael Hedges. On hand following Michaels's speech were (l-r) Sr. VP/Promotion Charlie Minor, Director/Black Music Marketing Jesus Garber, National Promotion Director/Black Music Step Johnson, Michaels, President Gil Friesen, Co-Chairman Herb Alpert, Chairman Jerry Moss, and Midwest Promotion head Jun Moon.

YOU KNOW TO PLAY THESE...DON'T YOU?



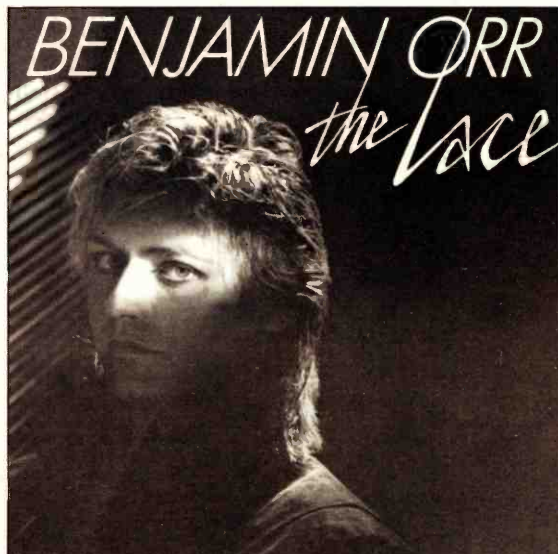
howard jones *one to one*

*The first release since
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"No One Is To Blame"—*

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don't you?"**

from the new LP One To One.

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Management: David Stopps for Friars Management



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TRANSACTIONS

Griffin Buys WTZR & WPYX For \$15 Million

WTZR & WPYX/ ALBANY-TROY, NY

PRICE: \$15 million
BUYER: Griffin Co.; Merv Griffin, owner; Michael Nigris Jr., President. Griffin also owns WPOP & WIOF/Hartford.

SELLER: Great Scott Stations Ltd.
DIAL POSITION: 980 kHz; 106.5 MHz
POWER: 5 kw; 11 kw at 902 ft.
FORMAT: AC AOR
BROKER: Blackburn & Co. Inc.

WSIX-AM & FM/NASHVILLE

PRICE: \$8.1 million
BUYER: Reams Broadcasting, Frazer Reams Jr., President/CEO, Pete Cavanaugh, Executive VP/COO. It also owns WCWA & WIOT/Toledo; WGMZ & WWCK/Flint; WKBZ/Muskegon, MI; and WRNF/Whitehall, MI. It has contracted to buy WSKS/Cincinnati.

SELLER: Sky Corp., a wholly-owned subsidiary of venture capital firm Foster Management.
DIAL POSITION: 980 kHz; 97.9 MHz
POWER: 5 kw; 100 kw at 1140 feet
FORMAT: Country

WAYV/ATLANTIC CITY, NJ

PRICE: \$7 million

BUYER: Forrest Broadcasting Stations, Robert Forrest, President. It has also agreed to sell KOGO & KBBY/Ventura, CA, pending FCC approval.

SELLER: Radio WAYV, Inc., Robert McMurtrie, President.
DIAL POSITION: 95.1 MHz
POWER: 20 kw at 300 feet
FORMAT: AC
BROKER: Blackburn & Co., Inc.

KUHL & KXFM/ SANTA MARIA, CA

PRICE: \$2.25 million, comprising \$1 million down, balance in seller note and a noncomplete agreement.

BUYER: Great Electric Communications, Andrew Whalley and Michael Reichert, principals.

SELLER: KUHL, Inc. and KXFM, Inc., Jim and Betty Ranger, principals.
DIAL POSITION: 1440 kHz; 99.1 MHz
POWER: 5 kw days/1 kw nights; 50 kw at 1900 feet
FORMAT: News/Talk; AC
BROKER: William A. Exline, Inc.

WXCL & WKQA/PEORIA

PRICE: \$1.8 million
BUYER: Kelley Communications, Bob Kelley, President. It also owns

WSQV/Jersey Shore, PA.
SELLER: Peoria Valley Broadcasting, a subsidiary of Manship Stations, owned by the Manship family of Baton Rouge. It also owns WJBO & WFMT/Baton Rouge and KRGV/Weslaco, TX.

DIAL POSITION: 1350 kHz; 104.9 MHz
POWER: 1 kw; 3 kw at 328 feet
FORMAT: Country; AC
BROKER: Americom

WFNY/RACINE, WI

PRICE: \$940,000, including a \$240,000 noncomplete agreement.
BUYER: S.E. Wisconsin Radio Inc., Dex Card, owner. It has agreed to purchase WRJN/Racine, WI, pending FCC approval.

SELLER: Lakeshore Broadcasting Corp., Jerome Feeney, President.
DIAL POSITION: 92.1 MHz
POWER: 3 kw at 275 feet
FORMAT: AC
BROKER: Blackburn & Co., Inc.

TRANSACTIONS AT A GLANCE

Transactions So Far In 1986: \$2,225,290,000

This Week's Transactions: \$35,090,000

- WTZR & WPYX/Albany-Troy, NY \$15 million
- WSIX-AM & FM/Nashville \$8.1 million
- WAYV/Atlantic City, NJ \$7 million
- KUHL & KXFM/Santa Maria, CA \$2.25 million
- WXCL & WKQA/Peoria \$1.8 million
- WFNY/Racine, WI \$940,000

\$90-100 MILLION

LIN Unloading Ten Radio Stations

LIN Broadcasting has announced that its entire 10-station radio group is for sale. Industry estimates put the value of the group at between \$90 million and \$100 million.

LIN said in a statement, "Although LIN's roots were in radio broadcasting, the company's television operations have grown to the point that radio now accounts for less than 10% of its media operating income. Furthermore, LIN is looking to its

cellular telephone operations for significant future earnings growth and intends to expand its participation in that business."

The sale will be handled by Wertheim & Co. First VP Gary Stevens. LIN's radio stations are WFIL & WUSL/Philadelphia, KILT-AM & FM/Houston, WIL-AM & FM/St. Louis, WEMP & WMYX/Milwaukee, and WBBF & WMJQ/Rochester.

OUTSIDE BIDDERS POSSIBLE

RKO Buyout Talks Underway

RKO last week told a group of potential buyers that it would "diligently" reach an agreement to sell its 12 radio stations and WHBO-TV/Memphis, according to Commission sources.

William Reynolds, CEO of RKO's parent corporation, GenCorp, sat down in Washington with a group of 39 applicants who have applied for the licenses. Those applicants will apparently have the right of first refusal for the properties. However, they'll decide later this week whether to permit outside companies to participate.

According to FCC Mass Media Bureau Chief Jim McKinney, Reynolds expressed his "commitment to work to a final conclusion to get all licenses out of RKO and into other hands."

In a related action, McKinney was elected by the settlement group to act as mediator in the negotiations. McKinney, who was recommended for the post by the FCC, was approved on a unanimous vote of the applicants, although one attorney representing three broadcasters abstained.

"No one refused to negotiate," McKinney said after the first meeting, held at the FCC. In fact, some negotiations were broached shortly after the mediator vote was concluded, he added.

Under the FCC's order, any settlement is supposed to conclude by Jan. 31 of next year. McKinney added that the participants hope to conclude by the end of this year, in order to enjoy more favorable tax status.

Viacom May Sell Radio Properties

Viacom International says it is considering the sale of its eight radio and five TV stations in order to finance the efforts of company officials to make the firm private in a \$2.7 billion leveraged buyout.

In a filing with the Securities and Exchange Commission, Viacom acknowledged, "The investor group is currently considering a sale of the

broadcast properties. There is no assurance that this will be done."

The sale, if it comes to pass, would not begin for at least one year after the leveraged buyout is completed.

The report added that the decision to sell the stations would turn on the impact of tax law changes and the prices the stations would garner on the market.

"CEA's market approach actually enhances the value of properties for sellers."

"Radio is the most management-intensive medium in the communications industry. And there are more variables in a radio transaction than in any other kind of media investment.

Not getting enough information is the biggest mistake people make in radio station sales. Especially in today's volatile marketplace, where declining interest rates and deregulation pushed trading activity to its most competitive level ever.

It's no longer enough to simply review a property's financial statement. The success of a transaction depends on complete information. About the station. The competition. And the market.

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We have developed a reputation for our professionally-researched, effective broker presentations for clients. Presentations that actually enhance the value of their properties. Presentations a buyer can take right to the bank.

In addition, our brokers have the experience and the contacts to identify a small, qualified pool of potential investors for every transaction. Quickly and discreetly.

And the CEA team is strengthened by our financial experts. We can handle every aspect of a transaction for our clients' best interest, including the financing when necessary.

Experience. Professionalism. Information. It's a combination that keeps us at the leading edge in the industry. CEA's emphasis on quality and best effort makes things happen for our clients quickly. With CEA working for you, you'll always know you haven't missed out on the action."

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Director —
Radio Broadcast
Services Division
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in 1971, and has
worked in every
area, from program-
ming to reporting
and sales. He spent
10 years in manage-
ment positions with
Associated Press,
before joining CEA.



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SPITZER PURCHASE ANTICIPATED

WLIR Format May Transfer To New Station

WLIR/Garden City, NY, the Long Island radio institution that bills itself as "The Station That Dares To Be Different," may be about to make good on its promise. Not a new record — the station's innovative "new music" format does that routinely — but, according to unconfirmed sources, a new dial position.

A complaint filed with the FCC charges that operator **Elton Spitzer** plans to move the station's assets, including call letters and format, to another station before handing over the property to a new, permanent owner.

Since the probable incoming owner is committed to maintaining WLIR's format, the very real possibility exists that Long Island will soon have two "new music" formats.

Possible Transfer To WCTO

If the reports of various sources are borne out, Spitzer, who has been op-

erating the station under "special temporary authority," is preparing to buy neighboring **WGSM/Huntington & WCTO/Smithtown** from **Greater Media**.

Angela Davis, President of **Spectron Broadcasting**, which has been granted preliminary FCC approval to take full control of WLIR, said negotiations between Greater Media and Spitzer have been concluded, and a contract will be signed late this week.

Greater Media President **Frank Kabela** would say only that he has been speaking with Spitzer and other possible buyers, and that an announcement would be made by week's end.

Spitzer would not return telephone calls, and, through an assistant, refused to discuss the situation.

"There are no regulations against transferring the call sign," Spitzer attorney **Roy Russo** of the firm **Cohen &**

Marks stated. "The property is freely transferable, and anyone can turn in a license, take the equipment, and move to Timbuktu."

Shaw disagrees, contending that Spitzer has been authorized only to maintain the station's current status.

FCC Interference Unlikely

However, FCC Enforcement Chief **Chuck Kelly** said the FCC would not stand in Spitzer's way. Although unfamiliar with the specific WLIR details, Kelly said that the Commission does not regulate formats or air personalities — only frequencies.

Further, he agreed with Russo's assessment that Spitzer could transfer the call letters, if he first relinquished the WLIR operating authority.

Spitzer has operated the station since 1983, when the FCC ruled that the former owner, **Stereo Broadcast-**

ers Inc., illegally transferred control of the station without Commission approval.

The FCC launched two proceedings, one to find a permanent licensee, the other to find an interim operator until the permanent licensee could take over. Spitzer, then the station's GM, was granted control under special temporary authority, which continues to this day due to controversy about the selected interim operator's qualifications.

Spectron's competitors for the permanent WLIR license have appealed the law judge's initial decision, and a final ruling is expected next month. If Spectron's grant is upheld, Shaw said she could take control of the station by year's end.

Format Transfer Challenged

One of those competing applicants, **Women's Long Island Radio Inc.**, fil-

ed a petition asking the FCC to investigate Spitzer's plans, and halt any efforts to transfer the license. "Such an outcome is simply not in the public interest and contrary to the policy of the Commission related to the interim operations."

Russo believes the FCC won't halt Spitzer if he attempts to transfer the call sign. In fact, Russo said, "Spitzer has told the Commission all along that he may move the resources of the station."

Shaw said she has never seen any reference to such plans in the written record of the proceeding, and hopes the FCC will not be party to what she termed a "deceitful" act. She added that Spectron intends to continue vigorous pursuit of the station. And, since she is committed to maintaining WLIR's format, Long Island may soon have two new music formats to choose from.

Q.

Who was exclusive broker May 19, 1986 in the transfer of **KJOI-FM Los Angeles** for \$43,550,000 — highest price for a stand-alone FM?

Who was exclusive broker ten weeks later — July 8, 1986 — on agreement to transfer **WADO-AM New York** for \$20,000,000 — highest price for a stand-alone AM?

A. B. La Rue,
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HAL GORE, Vice-pres.

Infinity Completes \$45 Million KROQ Purchase

Infinity Broadcasting has completed its purchase of **KROQ/Los Angeles**, wrapping up the most expensive acquisition of a stand-alone radio station in history. Infinity reached an agreement last April with **Mandeville Broadcasting Corp.** to buy the innovative "Rock of the '80s" station for \$45 million.

Infinity formally took control of the station Sept. 19, a month and a day after the FCC dismissed a petition to block the sale filed by a onetime employee of Mandeville President **Ken Roberts**.

"I went through 13 years of litigation with the station," noted Roberts, who said that he planned to take a rest before plotting any future ventures. "I'm very satisfied."

"Disjointed" Petition Denied

The petition to deny the sale was filed in June by **Tony Lazzarino**, who charged that Roberts misrepresented his ownership interests in **Burbank Broadcasting Corp.**, which owned KROQ before Roberts bought out his partners in that company. He also alleged that a top aide to FCC Chairman **Mark Fowler** may have been sex-

ually compromised in the case.

In its ruling, the FCC called the petition "rambling and disjointed," adding that it was "difficult to distinguish the accusations from the hyperbole."

Meanwhile, the FCC has revoked the construction permit for onetime sister station **KRCK**, which was held by **Royce International**. Roberts had abandoned the AM license in 1984 in order to end continuing litigation surrounding the station, and the station has been dark since October 1984.

AM Lacks Transmitter Site

After Royce President **Edward Stoltz** acquired the CP, he was unable to find a transmitter site for the station's equipment. The old transmitter site was owned by Roberts, who refused to give Stoltz the site.

Although CPs are good for only one year, Royce received a one-year extension from the FCC. When no progress was made toward returning the station to the air, the FCC informed Royce that the CP was revoked.

"It shows you that there is justice," said Roberts, who grudgingly gave up the station two years ago. A Royce attorney said the company would appeal the CP revocation.

SEC Probes Insider Trading At CBS

The *Washington Post* reports that the **Securities and Exchange Commission (SEC)** is investigating possible illegal insider trading in **CBS** stock during an attempt by billionaire oilman **Marvin Davis** to buy the company earlier this year. CBS turned down the friendly offer of \$160 a share in March.

The report said ten brokerage accounts that engaged in suspicious trading of CBS stock during the supposedly secret buyout attempt have been under investigation for the past five months.

Meanwhile, CBS officials led by **Broadcast Group President Gene Jankowski** descended on Washington last week. In numerous visits at the FCC and on Capitol Hill, they argued that no unauthorized transfer of control of CBS has occurred.

The FCC is investigating a complaint that **Laurence Tisch's** acquisition of 24.95% of CBS stock, and his appointment as interim CEO, constitute a transfer of control requiring prior Commission approval.

THE FORMIDABLE FORMATABLES



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"Where Did Your Heart Go?"

59/25 K106 WBLI B96 KIIS KS103
 WXKS PRO-FM WMMS KKRZ
 WPHD Y100 KBEQ KMJK



BANGLES

"Walk Like An Egyptian"

43/14 - 18% WPHD add KIIS deb-33 KUBE 15-9
 HOTS: 21% Z93 17-12 KZZP add KZZB 14-7
 KEGL 10-13 KS103 25-18 KZZU 10-4
 KTKS 16-16 fr KPLZ 17-13 KOZE 2-2
 WMMS deb-40



THE OUTFIELD

"Everytime You Cry"

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 KRBE WMMS AOR TRACKS: 21
 95INZ KWK
 WRSR



GREGORY ABBOTT

"Shake You Down"

CHR BREAKOUT WKSI WDLX WJMX BLACK/URBAN:
 WKSE WSSX WPOW WRQN Z102 7
 Y100 WROQ KITY WJAD
 FM102 KAMZ KTUX WCGQ

OBSCENE LYRICS, PLAY CITED

FCC Probes Obscenity On Two California Radio Stations

The FCC last week directed two public radio stations in California to respond by October 22 to complaints that they aired "obscene or indecent" programming. The University of California's KCSB/Santa Barbara was accused of broadcasting obscene song lyrics, while Pacifica's KPFK/Los Angeles was cited for airing an allegedly indecent homosexual play.

The Commission's investigation was immediately hailed by Morality In Media, a national anti-pornography group, as "a refreshing shower after eight years in the desert of overheated rock lyrics and scatalogical disc jockeys."

Apparently the first FCC radio obscenity investigation since the 1970s, the probe touched off suspicion in some quarters that Chairman Mark Fowler was trying to appease anti-pornography groups. They've staged pickets outside the FCC to protest Fowler's nomination to a second term, charging he has failed to enforce the laws against broadcast obscenity.

Anti-Porn Spokesman Berates Radio

National Decency Forum Chairman Brad Curt, who led the picketing, commented, "We couldn't be more pleased that our message got through and the FCC is beginning to move against the plague of filthy lyrics and language that so many of the country's radio stations are spewing out over the airwaves."

Last week Mass Media Bureau Chief Jim McKinney sent letters to both stations stressing that, while "no determination" had been made on the complaints, they should furnish "any information which you believe may aid the Commission in determining whether the subject programming is 'obscene or indecent.'"

on my dick/Makin' bacon is on my mind/Makin' bacon is on my mind/Turn 'round, baby, let me take you from behind."

KCSB GM Malcolm Gault-Williams identified the song as a 1978 work by the Pork Dukes. (The Pork Dukes, according to a student of the late '70s British rock scene, were a pseudonymous group of established musicians who made this and other, equally obscure records as a joke on the side.)

He explained, "It's the position of the university legal counsel that 1) these lyrics are protected under the First Amendment and 2) that the university does not have the authority or right to interfere with programming at student stations within the UC system."

Gault-Williams said Post is well known to the station, and KCSB has already notified the FCC it believes the best solution is to put Post directly in touch with the student programmers. The station's reply also includes several legal citations of cases where courts held that universities could not infringe on the freedom of speech of their students.

"It's the position of the university legal counsel that these lyrics are protected under the First Amendment."

—Malcolm Gault-Williams, KCSB GM

Tipper Gore Forwards Complaint

Santa Barbara resident Nathan Post actually addressed his complaint against KCSB to Tipper Gore of the Parents Music Resource Center, who forwarded the letter to Chairman Fowler.

"If the use of a few expletives were all I had to contend with, then I wouldn't have bothered writing this letter," Post wrote. "The problem is that a number of these tunes go far beyond the occasional obscenity."

Post complained of Chairman Fowler, "The airwaves are turning into a sewer under his leadership, and during his tenure, as you know, he has not dealt with one obscenity case."

Controversial Pork Dukes Lyrics

In July Post said he heard these lyrics on KCSB:

"Come here baby, make it quick/Kneel down there and suck

think that my children, ages six and four, might have found the station before I did."

McKinney Cites "Blue" Radio

McKinney called the probe "an extremely sensitive matter" which has been removed from the Commission's normal investigations procedure. Letters of inquiry went out under his name, rather than that of a subordinate, and any decisions on possible sanctions will be made by the full Commission, rather than staff, according to McKinney.

He added that Fowler was aware that the letters were going out, but said he had not discussed the issue directly with the Chairman.

McKinney asserted that there's a new "blue format" in radio, and the Commission is being "flooded" with complaints from listeners. He said he was "shocked" by the language attributed to KCSB and KPFK. "I've never heard language of this nature on the radio," he confessed. "It's a dramatic shift in the normal fare on many stations."

Obscenity Vs. Indecency

McKinney noted a U.S. criminal statute prohibits both obscenity and indecency on the air. An obscenity finding requires a local court to determine that material has violated local community standards.

"It violates the values and sanctity of my home, my family, and my faith."

—Larry Poland, complainant

Gault-Williams added that the station is currently thinking of airing questionable music only after midnight. Its current rule is not to air such songs before 8pm.

Gay Play Stuns Father

KPFK was the subject of two complaints, one filed by Larry Poland of Highland, CA. He recounted hearing a 10pm August 31 program featuring excerpts from a homosexual play, "The Jerker."

"I initially was stunned when the individuals reading the script of the play used the words 'fuck' and 'fucking' freely, but was totally unprepared for the context which followed. The hour was filled with dramatic reading of sexual fantasies between homosexual men."

"Frankly, that hurts and angers me," Poland continued. "It violates the values and sanctity of my home, my family, and my faith!"

A second, handwritten complaint against KPFK was filed on June 29 by Ray Holley of Yucaipa, CA, who related hearing the program "Shock Time America," which used phrases such as "hard-on," "eat shit," "motherfucker," and "fuck the USA." Said Holley, "I cringe to

"I've never heard language of this nature on the radio. It's a dramatic shift in the normal fare on many stations."

—Jim McKinney, FCC

The California radio cases center on indecency, which was defined by the U.S. Supreme Court in the famous "seven dirty words" case on the 1970s, in which Pacifica's New York station played an explicit George Carlin track.

The court specified that a station, to be found guilty of indecency, must air a "barrage" of expletives (rather than an occasional utterance) in a time period when children are likely to be in the audience. Those elements "appear to be present" in the pending cases, according to McKinney.

Criminal Prosecution Possible

He said stations violating the obscenity and indecency statute could face a full range of sanctions, including warnings, fines, short-term renewals, license revocation, and referral to the U.S. Justice Department for criminal prosecution.

NEWS BRIEFS

Texas Asks FCC For AM Stereo Standard

Texas, a Pittsburgh-based maker of audio processing equipment for radio and television, has petitioned the FCC to ditch its marketplace aspirations for AM stereo and set a single standard for stations and set makers to rally around.

Texas President Glen Clark says 463 AMs now broadcast in stereo, but set makers want to see 1000 in stereo before forging ahead. In fact, he says Pioneer has dropped AM stereo receivers, and Sony has cut back by two-thirds.

After a round of meetings in Washington last week, Clark reported, "We walked away with the feeling the Commission is treating it fairly."

NAB, BAD Take Anti-Drug War To Congress

Leaders of Broadcasters Against Drugs (BAD) will be among those attending a major anti-drug reception on Capitol Hill this week (10/1). Along

with NAB, they planned to preview anti-drug PSAs and other broadcaster efforts for members of Congress and their families.

Among the BAD participants slated to attend were Rick Dees, KIIS/Los Angeles; Lee Michaels, WGCI/Chicago; Tommy Edwards, WKQX/Chicago; Larry Barron, WJPZ/Syracuse; Mark St. John, WAVA/Washington; and Gabe Baptiste, WINZ/Miami. Cohosting the event with Dees is former WABC/New York personality George Michael, now a sportscaster at WRC-TV/Washington.

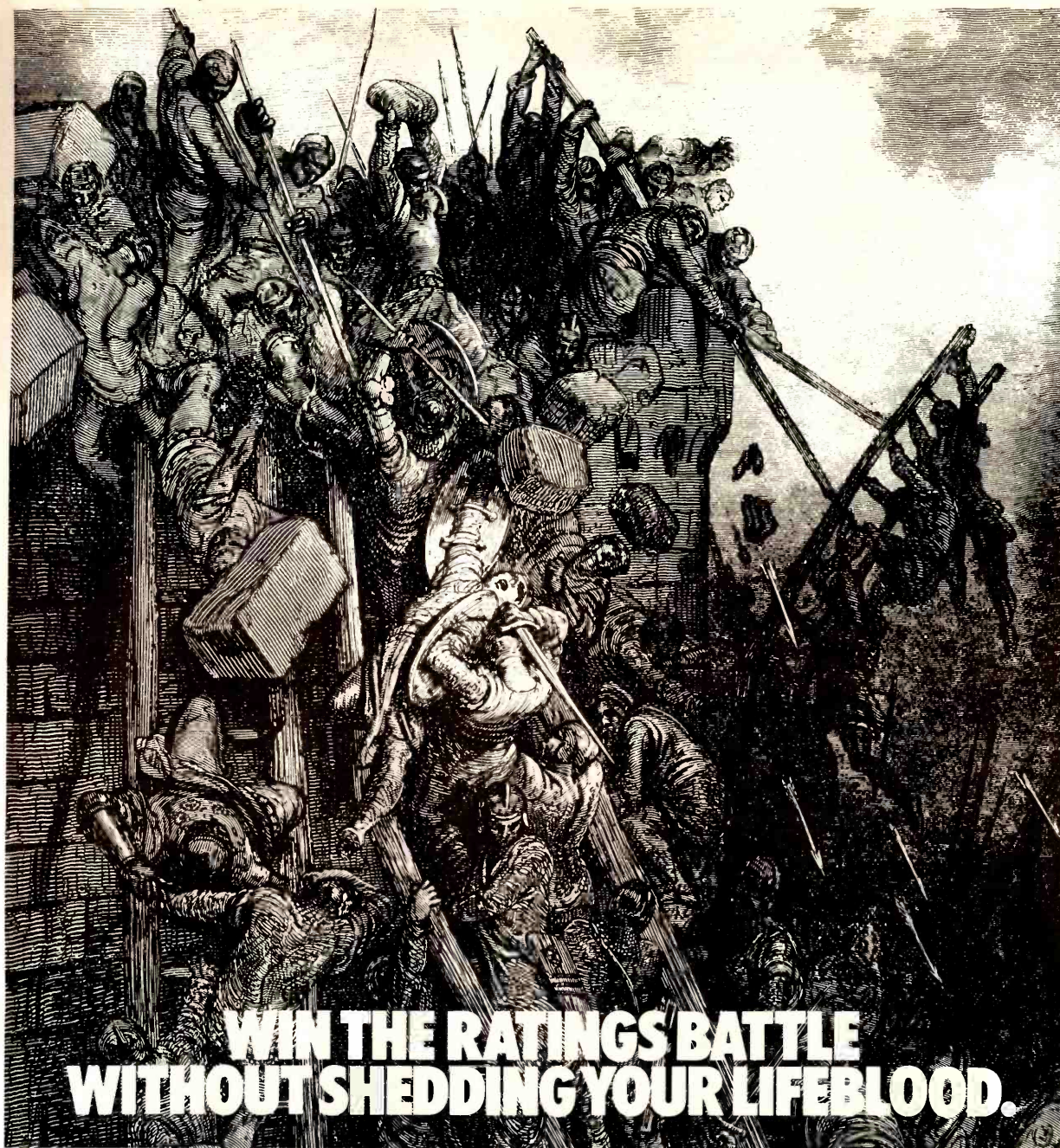
This week most radio networks will begin feeding affiliates packages of 23 PSAs compiled by NAB.

Other Key Developments:

• John Kamp has been appointed Director/Congressional & Public Affairs at the FCC, replacing Bill Russell. His former position as Special Assistant for Congressional Affairs to FCC Chairman Mark Fowler has been filled by Dale Brown.



DIARY REDESIGN — NAB's Committee on Local Radio Audience Measurement met recently to work on a proposed redesign of the Arbitron diary. Attending the session (left to right) were: David Lapovsky, Arbitron; Robert Galan, RAB; Jerry Lee, John Gleason, WEAZ/Philadelphia; David Kennedy, Susquehanna; Rick Ducey, NAB; and Marilou Legge, Ann Seiler, and Brad Feldhaus, all of Arbitron.



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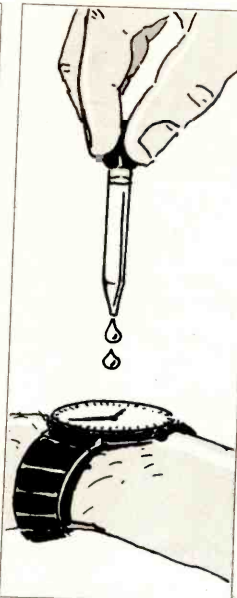
1987 Jukebox Calendar Available



Why wait until December to buy a calendar when you can order the "1987 Jukebox Calendar" now? Available from Zephyr Press, this 10" x 13" item spotlights 12 breathtaking, four-color photographs of some of the finest jukeboxes built between 1937 and 1948.

Sporting such then-radical design features as polarized film to create color effects, evacuated tubes that produced bubbles, and color-changing fluorescent tubes, these genuine pop culture artifacts must be seen to be believed. Each photograph is accompanied by a brief text that details the pictured model's unique features.

To order, mail \$8.95 (plus \$1.50 for shipping) to Zephyr Press, P.O. Box 3066, Berkeley, CA, 94703.



Time Running Out?

"Sorry I'm late. My watch was a few drops slow."
This may become a common excuse of the future if the El Paso-based **VentuResearch** company's water-powered wristwatch makes any kind of meaningful market splash.

As reported in the *Wireless Flash* radio new service, VentuResearch President **Roger Hummel** explained that the water-powered timepiece operates by means of a permanent, tank-type battery that uses a galvanized bolt, copper foil and either water, beer, champagne, soft drinks — in short, any water-based product — to conduct electricity.

According to Hummel, one drop of water is enough to keep the timepiece ticking for up to 16 days. Priced at \$30, the first models are scheduled to hit the stores this month. For further information, contact the firm at (915) 594-4094.

Mo-Mo-Motivation



The bullwhip having been outlawed, what's the best way to motivate your workforce?

According to **Andrew Sherwood**, President of the NYC-based **Goodrich & Sherwood** human resources consulting firm, the four most effective means of motivating your workers are: 1) encouraging them to make decisions; 2) assisting employees when they ask for it and thereby letting them know that the company doesn't consider asking for help to be a sign of weakness; 3) giving subordinates responsibility and accountability for their jobs; and 4) explaining to workers how office tasks relate not only to the company's long and short-term goals, but also to each individual's personal goals.

POLLSTAR

TOP 20 CONCERT PULSE

LW TW ARTIST

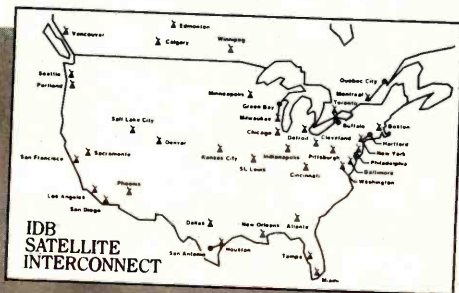
- 1 NEIL DIAMOND
- 2 2 B. DYLAN & T. PETTY
- 1 3 VAN HALEN
- 3 4 ZZ TOP
- 4 5 BOB SEGER
- 7 6 STEVIE WONDER
- 6 7 HUEY LEWIS
- 5 8 WHITNEY HOUSTON
- 9 KENNY ROGERS
- 8 10 ACIDIC
- 11 11 BEACH BOYS
- 12 ALABAMA
- 9 13 JIMMY BUFFETT
- 13 14 RUN D.M.C./WHODINI/LL COOL J
- 15 15 EDDIE MURPHY
- 18 16 JUDAS PRIEST
- 12 17 MONKEES
- 16 18 JACKSON BROWNE
- 17 19 MOODY BLUES
- 10 20 OZZY OSBOURNE

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

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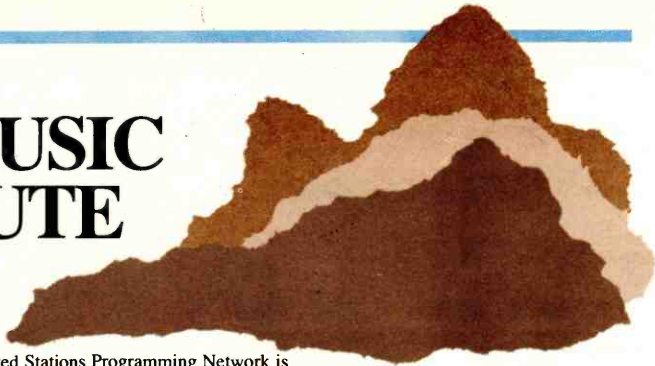
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COUNTRY MUSIC MONTH SALUTE



Each day in October in honor of Country Music Month, the United Stations Programming Network is proud to salute country music's biggest stars with a special vignette program.

The Country Music Month Salute will mix concise comments, taken from exclusive interviews, with excerpts of each featured artist's hits.

Each five-minute program is hosted by Buzz Bowman of Philadelphia's WXTU.

OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Willie Nelson	2 Alabama	3 Ronnie Milsap	4 Reba McEntire
5 John Schneider	6 Dolly Parton	7 Eddie Rabbitt	8 Earl Thomas Conley	9 George Jones	10 Tanya Tucker	11 Ricky Skaggs
12 Janie Fricke	13 Merle Haggard	14 Exile	15 Hank Williams, Jr.	16 Loretta Lynn	17 Conway Twitty	18 Crystal Gayle
19 Kenny Rogers	20 The Oak Ridge Boys	21 Don Williams	22 Emmylou Harris	23 Dan Seales	24 Anne Murray	25 Waylon Jennings
26 The Statler Brothers	27 Lee Greenwood	28 Roseanne Cash	29 Johnny Cash	30 The Judds	31 George Strait	



For station clearance information call 703-276-2900
For national sales information call 212-575-6100

New York Washington, D.C. Chicago Detroit Dallas Los Angeles London

PRO:MOTIONS

Bohn Manages WQSN & WQLR Sales

WQSN & WQLR/Kalamazoo, MI has promoted Rick Mason to Sales Manager. Mason has been an Account Executive for the combo since February '85, prior to which he worked there as an on-air announcer.

Hyde Manager For Warner Bros.

Warner Bros. Records has named Mary Hyde East Coast Artist Development Manager. Hyde was previously a member of WB's Creative Services Field Force, prior to which she was a Buyer for Tower Records in New York and Phoenix.

PROS ON THE LOOSE

John Barrett — Nights WWLV & WNCB/Days Beach (904) 788-4382

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

D.B. Cooper — Nights WNVZ/Norfolk (804) 425-2383

Alan Craig — Nights WKHK/Richmond (804) 262-6026

Bev Davis — PD WKHK/Richmond (804) 730-2249

Dana Jang — OM KHHT & KSJO/San Jose (408) 866-8493

Lacey Kendall — Evenings/Swing KMEN & KGGI/Riverside-San Bernardino, CA (714) 796-5183

Steve Knoll — Mornings KKCII/Kansas City (913) 677-4379

Mimi Mazzarella — Promotion Director WNEW(AM)/New York (212) 683-0302

Mike McCoy — Middays B94/Pittsburgh (412) 276-0887

Mike Murray — MD/Air Talent WEQR/Goldsboro, NC (919) 734-2245

A.J. Roberts — PD KHIT/Seattle (206) 822-6378

Tom Rush — Nights WGAN/Portland (207) 797-2462

Robb Stewart — PD KSMG/San Antonio (512) 496-7152

Vellutato Director At Famous Music



James Vellutato

Famous Music Publishing, a unit of Paramount Pictures Corporation, has named James Vellutato Creative Director to work on new talent acquisition, writer/artist development, and song and catalog promotion. Vellutato was most recently Professional Manager for Chappell Music's West Coast offices.

Chappell/Intersong Promotes Hill



Celia Hill

Chappell/Intersong Music Group, USA named Celia Hill Director/Professional Activities, Nashville. Before joining the company in 1975, Hill was with Hill and Range Songs, Inc.

MCA Appoints Coleman Manager



Kathy Coleman

Kathy Coleman is MCA Records' new Manager/Film Music & A&R. Prior to joining the label's A&R department three years ago, she was in A&R Administration at Chrysalis Records for 18 months.

Woodson Joins Malrite



Valerie Woodson

Valerie Woodson comes aboard at Malrite Communications Group to the newly-created Director/New Business Development post for its Radio Division. Her responsibilities will include new co-op and business development for the division. Before accepting this post, Woodson was Vice President, Media Director for Martin & Benedict, Inc.

Walker Joins Sleeping Bag/Fresh



Millie Walker

Millie Walker has joined Sleeping Bag/Fresh Records to handle Regional Promotion/Marketing, Mid-Atlantic, Southeastern, & West Coast regions. Her background includes a stint as a buyer for Tower Records in New York.

Alive Recruits Hervey



Ramon Hervey

Entertainment public relations veteran Ramon Hervey II has joined Alive Management's West Coast personal management division, while continuing to oversee his PR consultancy firm Hervey & Company. Prior to the formation of his own firm, Hervey was President of the Group Public Relations for five years.

Magic Rainbow Bows

Magic Rainbow Music has opened with Marty Dunayer and Suanne Lauber on staff as CEO and A&R Director, respectively. Dunayer was former VP/GM of Miracle Music, Alnc., with Lauber on the MMI staff. Contact them at 330 East 91st St. #4E, New York, NY 10128-5321; (212) 996-0666.

Island Promotes Witlin

Alison Witlin has been named Professional Manager for Los Angeles-based Island Music. Witlin was previously Professional Manager at Unicity Music.

CHRONICLE

Born To:

KCKK/Kanab, UT PD Larry Masco, wife Janet, son Rylar Donal, September 4

WRDU/Raleigh GM David Berry, wife Vicki, son David John Christ, September 15.

Talking Heads Chris Frantz and Tina Weymouth, son Marshall Egan Frantz, August 25.

WCMF/Rochester MD Dave Kane and wife Kathy Jo, son Zachary Michael, September 23.

Married:

MCA Records Senior VP Larry Soiters to Debra Jo Graff, August 31.

KMET midday personality Cynthia Fox to Michael Chaney, September 13.

WONE/Akron midday personality Tim Daugherty to WBEA/Elyria, OH receptionist Donna, September 16.

United Stations Director/Affiliate Relations Debbie Fradin to Kenneth Brand, September 21.

WHEB/Portsmouth's Chris Garrett to Ann Fryerson.

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TRUE STORIES

from/about

TALKING HEADS

Electric Fetus One-Stop, Minneapolis—**Lelia Weimar**: Sales talk for themselves in a strong field of competition. Sold 800 units in its first week. It's our #1 record of the week.

Rolling Stones Records, Norridge—**Wally Szymansky**: Sales are phenomenal. #1 hottest over the weekend. Continues to be #1 and will be for a long time.

Cambridge One-Stop, Boston—**James Allbury**: Sold 1300 copies first week. It's our #1 record.

Sound Warehouse, Downers Grove—**Al Raci**: The Heads are blowing out. We sold over 150 pieces the first week. #1 lp and tape.

Tower Records, Anaheim—**Dan**: The #1 record two weeks in a row.

Pacific Coast One-Stop, Los Angeles—**Tom Mehren**: It's the #3 record and tape in our top 50. "Wild Wild Life" is the strongest single track they've ever had.

Show Industries (Music Plus chain), Los Angeles—**Lory Shaw**: It's #7 out-of-the-box. Great sounding record. It has the potential of longevity.

Danjay/Budget Tapes & Records—**Don**: The Talking Heads have been reordered twice. Excellent album and I hope it gets the shot it deserves from radio.

WLOL Minneapolis—**Gregg Swedberg, PD**: It has been a tremendously active record on the radio station and has yielded great call-out research results in the young adult (18-24). It consistently pulls top 10 phones and the album sales have been remarkable. It's a hit record!

WAZY/FM LaFayette, Ind.—**Steve Louizos**: Despite all the heavy competition in new releases, the Talking Heads lp is #1 in sales in this market, with no close second place. Anyone programming in a college market, should absolutely be playing this record.

KIIS/FM Los Angeles, Ca.—**Gene Sandbloom, MD**: THE band of the eighties—The Talking Heads' albums go platinum every release with or without radio support. The new album debuts this week #1 at most Los Angeles accounts. The single just went top 20. It is our #1 most requested 18+ song.

Sound Warehouse, Dallas, TX.—**Tracy Donihoo**: First week reorders from retail stores placed Talking Heads top 5 in sales.

WHCN, Hartford—**Bob Bittens**: "Wild Wild Life" continues to generate top 5 requests. The album material grows stronger every day.

Tower Records, New York—**Ken Altman, Assistant Manager**: We never know what to expect from the Heads and that is what we like about them. We always anticipate huge amounts of sales, but to sell 2500 copies from both New York stores in its first week is mind blowing.

Camelot Records—**Lew Garrett**: his has been the fastest selling album from the start for the Talking Heads.

Hot CHR Action:

WPHD 23-18	KPLZ deb-40	WJMX add
B94 28-24	WERZ deb-40	WBWB add-39
Z93 add	WNNK 40-34	WCIL add
KEGL deb-29	WROQ add	WLRW add
95INZ 26-24	WGRD add	WAZY 23-17
WRSR 33-30	Z104 18-12	KFMW 34-28
WLS 15-12	KIYS 29-22	KTMT add
Z95 21-18	KSND deb-39	KZFN re-add
WL0L 17-14	KXYQ 35-32	
KIIS 33-21	KZZU add	
KWOD add	WZYQ deb-40	



R.E.M.

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94Q 15-9
WPHD 30-24
KWK D-34
WXKS ADD
WRSR #37
WMMS ADD/ON
POWER 99.7 16-10

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WERZ	WLR5	K5MB	WBWB
WKPE	KTUX	Z102	WDBR
WBCY	WKSF	WEAG	WSPT
WOKI	WJMX	WZOK	KGOT

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FROM THE I.R.S. ALBUM.
"LIFES RICH PAGEANT" (945 5783)



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R&R STREET TALK

A new indie promotion lawsuit was filed in Federal District Court in California last week, by Las Vegas-based **BAMA INC.** As in **JOE ISGRO**'s action earlier this year, all the major labels (except **CBS**) and the **RIAA** are accused of conspiring to boycott independents in violation of federal and state antitrust laws. And like Isgro, **BAMA** is looking for damage\$ in the million\$ from the defendants. Principal of the company is **MARIO FONTANNA**.

All you black tie rock 'n' rollers, take note: the **ROCK & ROLL HALL OF FAME**'s second annual induction dinner will be held next Jan. 21 at the Waldorf-Astoria, NYC. The ceremonies will honor 15 pioneers: the **COASTERS**, **EDDIE COCHRAN**, **BO DIDDLEY**, **ARETHA FRANKLIN**, **MARVIN GAYE**, **BILL HALEY**, **B.B. KING**, **CLYDE McPHATTER**, **RICKY NELSON**, **ROY ORBISON**, **CARL PERKINS**, **SMOKEY ROBINSON**, **JOE TURNER**, **MUDDY WATERS**, and **JACKIE WILSON**. Also due for recognition will be several artists who were early influences on rock's development, and a number of nonperforming music industry professionals.

Is **DICK HARRIS** about to lead a buyout of the **GROUP W** radio properties? That's the latest item sweeping the acquisition rumor circuit, but there's no confirmation from a spokesman, who says various growth strategies are always under discussion at the company, adding, "Dick's mind is always working."

CBS sources have been spreading word that more than 400 people in various divisions of the corporation may lose their jobs by the end of October. This would be part of acting CEO **LAURENCE TISCH**'s move to control costs, of course, and presumably the **CBS/RECORDS GROUP** would be expected to play its part.

The first of two **WCI** compact disc factories has been officially opened, in Alsdorf, West Germany. To mark the occasion, **WEA INTERNATIONAL** execs mingled with local dignitaries and townspeople — 700 of whom will be employed at the plant — earlier this month. **WCI**'s other new CD plant, in Olyphant, PA, is going through start-up procedures. There have been some shipments made, but no ribbon-cutting ceremonies yet.

Speaking of Warner Bros., jazz imprint **ECM** is leaving **WB** for **POLYGRAM** marketing and distribution, with first product (including a new **KEITH JARRETT** album) due in November. The deal puts **ECM** through the PolyGram Classics division headed by **GUENTER HENSLER**, and CD will figure strongly in the label's future.

Also, the **WEA** labels have renewed their exclusivity deal with **MTV**. Is a similar deal with **A&M** close to consummation?

The **FAT BOYS** have eaten their way into **POLYGRAM**. It's the result of a newly-signed pact with their management firm, **TIN PAN APPLE**. The rotund ones were previously on indie **SUTRA RECORDS**. Also part of the new deal: ace mixers the **LATIN RASCALS**. Both acts will have albums issued on Tin Pan Apple/PolyGram early next year.



ALL CHOKED UP — **KOKE-FM** Austin's Bob Cole is "strangled" by **KEYI-FM**'s David Anderson at a benefit appearance co-hosted by the pair just hours after Cole won **KEYI**'s Mazda RX-7.

What happens when you give away your fall sweeps grand prize to your competition? Just ask the folks at **KEYI/AUSTIN**, who made the network news last week when they gave away a Mazda RX-7 to the 103rd lucky caller — none other than crosstown rival **KOKE** morning man **BOB COLE**. Seems Cole called the contest line (on the first day of the book) to see if the phone system was jammed. He called a second time and was quickly told he was the 87th caller. At that point he figured he might as well go for the car — and made it. "The odds of this happening were greater than winning the Texas lottery," says Cole, "and Texas doesn't even have a lottery." Since Cole already drives an RX-7, and because the car was originally intended to be won by a listener, he will give it away — on **KOKE**. **KEYI** still intends to award several more cars before the end of the fall book in December — this time to the 9th caller.

Add up all the changes at **AOR KSRR/HOUSTON** — applying for new calls (**KKHT**), switching slogans from "97 Rock" to "97 FM," hiring morning man **BOBBY MITCHELL** from **CHR WHY?/DETROIT**, adding records by such acts as **LISA LISA** and **GLORIA LORING** — and you come up with a format change to **CHR**. Look for the evolution to be complete within two weeks.

L.A. **AOR** vet **JIM LADD** has resigned late-nights at **KLOS**, where overnighter **JOE BENSON** moves into his slot. Ladd will have to sit out a 90-day no-compete clause before he shows up on the air in Los Angeles again.

Meanwhile, was **KMET** wake-up man **PARAQUAT KELLY** really suspended for playing "Burger Rap," an off-color spoof on

Continued on Page 22

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KTUX 38-36
KATD 27-25
KRQ add
OK100 30-28
95XIL 30-22
WOMP 29-26
WJMX 38
99KG 25
WERZ

93Q
WKRZ
WKSI
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STREET TALK

Continued from Page 20

fast food chains by **BIRD & McDONALD**, or is he off the air for ten days as a publicity stunt? With the station reading listener letters supportive of Kelly and painting PD **FRANK CODY** as a Blue Meanie, looks like the latter.

STEVE MASTERS, night personality at **KITS/SAN FRANCISCO**, is now doing music in addition to his airshift. This may also tie in with the more progressive CHR stance the station has been taking, but PD **RICHARD SANDS** denies any wholesale format shift away from CHR.

In case you've been wondering where the legendary **DON NORDINE** has disappeared to since leaving **KKXL/GRAND FORKS**, so has the rest of the free world! He's been hibernating in Anchorage, AK, and is now a GM and ready to melt the permafrost with a brand new CHR outlet, **KPXR** (formerly **KRKN**). PD **SUSAN MOORE** and staff are already on the air.

KRXV-FM/BARSTOW, CA sustained extensive smoke damage when a fire swept through the Barstow station complex. The fire began at the drive-up window of McDonald's and spread throughout the restaurant, sending clouds of smoke through the station. Fortunately the blaze was confined to McDonald's, saving **KRXV** from severe damage. Repairs and clean-up costs are estimated at \$25,000. Rumors that McDonald's was trying out a new flame broiler lifted from Burger King are unfounded.

Former New York Deputy Mayor (during **JOHN LINDSAY**'s administration) and current **PRICE COMMUNICATIONS** Chairman **BOB PRICE** received a byline last Sunday in the *New York Times* for an article he wrote about NYC's history and where it's headed in the future . . .

RICH McMILLAN has been upped to Assistant PD/MD at **WLS/CHICAGO** from his on-air position as part of the **LARRY LUJACK** afternoon show.

Looks like Spokane isn't a one-CHR town any longer, as PD **STEVE THOMAS**, Assistant PD **BRIAN CHRISTIAN** and staff kick off "POWER-104 (KVXO)" — and prepare to do battle with **KZZU**. The station is brand new from the ground up.

Despite what you may read elsewhere, **JOHN GORMAN** is still consulting **KGLD & KWK/ST. LOUIS** and **ROBINSON BROADCASTING**. The station is not being consulted by **BILL MOIER**, as rumored. Still, we hear that Gorman may soon be consulting **METROPOLIS BROADCASTING**'s **WGCL/CLEVELAND**, which, as reported last month (9/5), is switching calls to **WNCX** — an acronym for "North Coast Express." Isn't

there already one of them trains on the Cleveland tracks?

Speaking of which, the first fulltime airshift in 13 years is still available at **WMMS/CLEVELAND**. Contact **KID LEO** for the night rocker slot at the Buzzard.

Last year, **WLLZ/DETROIT** hired away rival **AOR WRIF**'s morning team (**JIM JOHNSON & GEORGE BAIER**). Now it's made an offer to **WRIF** midday gal **KAREN SAVELLY**. At presstime, she was reportedly still choosing between **WLLZ**'s offer and a matching offer — along with a signing bonus — at "RIF".

To set the record straight, former **WPXK/WASHINGTON, DC MD GREG COLE** is the new MD/midday talent at **WPOC/BALTIMORE**, not at **WMZQ** as we told you last week. It's also **WPOC** that's in need of two personalities. Sorry about the slip.

KHTT & KSJO/SAN JOSE OM DANA JANG has exited, with veteran **KSJO MD KEN ANTHONY** named interim PD at the AOR outlet. Interested in the gig? Apply to either VP/GM **GARY RODRIGUEZ** or consultant **JON SINTON**.

All's well that ends well: **KSHE/ST. LOUIS** and morning star **J.C. CORCORAN** have kissed and made up. J.C., who's been out of action since July 24th after ragging the station on-air about malfunctioning phones, returns to the airwaves on October 6.

Advance congrats to former **WTRX/FLINT GSM RON STEINMAN**, who has the new GM gig at **WWKB & WKSE/BUFFALO**. Kudos also to **WTRK/PHILADELPHIA** personality **TONY DAVIS** on his promotion to PD.

Flash: longtime **WCLR/CHICAGO PD JIM HERON** has left the **BONNEVILLE AC** outlet to go into his own consulting business. No replacement has yet been named.

New York-based **DIR BROADCASTING** (now owned by Los Angeles-based **LORIMAR TELEPICTURES**) is opening an office in Beverly Hills. Moving to the coast to head up the new office is **DIR** Managing Director **KEN WILLIAMS**.

We hear that the new "Gladiator" format at **KHYD/DALLAS** is expressly designed to wipe out its short-lived Christian influence — and we ain't lion. The listeners will eventually give it thumbs up or thumbs down. Meanwhile, does the switch of **WSKS/CINCINNATI** to **WBVE** — the beaver station — make it the best "dam" station in town?

Finally, sincere condolences to the family of **METALLICA** bass player **CLIFF BURTON**, who was killed in a bus accident in Sweden September 27. The 23 remaining Metallica European tour dates have been cancelled.

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AOR Tracks: New & Active

'TIL TUESDAY

"What About Love"

CHR: 115/19 — 48%

AOR Tracks: 12





RIP RIDGEWAY

RATINGS AND RESEARCH

Things Are Happening At Birch

Birch Radio is stepping into big league status, according to a series of recent news releases. Here are the items, with some comments.

Birch Seeks EMRC Accreditation

A few weeks ago, Birch Radio President & COO William P. Livek and Electronic Media Ratings Council (EMRC) Executive Director Melvin Goldberg jointly announced Birch Radio's formal application to the EMRC for accreditation of its local market radio measurement service.

The EMRC has a detailed questionnaire covering every aspect of audience survey research and reporting. A service requesting accreditation must answer all questions to the satisfaction of the EMRC director. When the answers have been accepted and the service represents to the Council that it will meet all the requirements for accreditation, the EMRC director issues a Certificate of Application. Next, the service must complete at least one audit before the director submits his conclusions and recommendation to the board.

The audit is thorough and intensive, conducted by an independent public auditing firm which checks the answers and procedures described in the application documentation. The selection of the auditing firm is made by the EMRC, not by the service being audited, although the cost is borne by the service. The audit does not check every market surveyed. Instead, the firm audits individual functions and procedures in a variety of markets which, when taken

as a whole, constitute the complete procedures used by the service. The description of methodology appearing in each report is an integral part of the full disclosure requirements.

The EMRC has published a set of Minimum Standards for Electronic

"When accreditation is received, broadcasters will know more about the policies and procedures Birch uses to conduct its surveys and how audience estimates are processed. This knowledge will increase the user's confidence in the service."

Media Rating Research, which every accredited service must observe. EMRC accreditation does not pass judgment on the accuracy or reliability of the methodology; it assures users that uniform procedures are followed and full disclosures are made. Accordingly, expect to see more printed text in the Birch books describing the procedures used in producing audience estimates.

What It Means To You

The EMRC and its auditors have access to everything. For com-

petitive reasons, services maintain some procedures as proprietary — but even these are made available to the auditors. This complete disclosure provides subscribing broadcasters with peace of mind, since they know the service does what it says it does. A subscriber can request a special audit to check on any information. If a special audit is conducted, it is at the subscriber's expense. In any event, the subscriber receives a report from the EMRC of the audit's findings (but don't expect proprietary information).

Because the accreditation process is very detailed, it will probably be a year or more before any additional information is forthcoming. Progress reports are not made.

When accreditation is received, broadcasters will know more about the policies and procedures Birch uses to conduct its surveys and how audience estimates are processed. This knowledge will increase the user's confidence in the service.

Technical Advisory Board Formed

Birch Radio has announced the formation of the company's first Technical Advisory Board. The Board is chartered to provide Birch's senior management with advice and counsel on issues affecting their radio products.

Board officers will be elected at the first meeting in October. Technical Advisory charter members are: Karen Dixon-Ware, Media Manager, McDonald's; Bruce

Goerlich, VP/Corporate Media Research, D'Arcy, MacManus, Benton & Bowles; William McClenaghan, VP/Research Services, ABC Radio; Karen McKenzie, Associate Director/Media Information and Systems, McCann-Erickson; Steve Singer, Sr. VP/Director of Media Research Services, BBDO-NY; and Hugh Zielske, VP/Corporate Director Media Research, Foote, Cone & Belding.

"Arbitron has a Technical Advisory Committee (for television) and it soon became too agency-oriented for the broadcasters, who pay the lion's share of the bill. Birch will have to walk carefully down this path."

Two additional members representing broadcast and agency interests will be announced later.

In addition to Livek, the Birch Radio members are: company Chairman Tom Birch; William Engel, Exec. VP; and Ellen Zimmerman, Sr. VP/Advertiser/Agency Sales. Livek noted, "By keeping the group relatively small, we will be able to make full disclosure of our challenges and the opportunities we face in continuing and refining Birch Radio services. It's our intention to work closely with the board and make every effort to maximize its input."

History does seem to repeat itself. Arbitron has a Technical Advisory Committee (for television) and it soon became too agency-oriented for the broadcasters, who pay the lion's share of the bill. Birch will have to walk carefully down this path.

New Birch Headquarters

Birch Radio also unveiled its new \$1.5 million custom-designed research and administration center in Coral Springs, FL. All Coral Springs personnel are moving into the new facility, which houses Birch Radio's executive and administrative offices, the data processing and production facilities, and a modern interviewing center.

Birch's Bill Engel noted, "While this is a dream come true for the more than 150 staffers, the new Birch Research and Conference Center is also important news for our clients. For the first time ever, we have a facility that is designed especially for our unique needs. We expect a positive impact on delivery speed, quality control, and overall productivity to meet the expanded needs of our client base."

Tom Birch added, "The Birch Research and Conference Center helps us answer increased marketplace demands for our products. We had originally planned on moving to our new facilities after 1987, but we have now gained the tremendous advantage of having this facility when we need it the most." The new address is: 12350 N.W. 39th Street, Coral Springs, FL 33065. Telephone numbers remain the same.

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Ratings & Research At Radio '86

In a special session adjacent to the convention, Coleman Research reported the results of its project emulating Arbitron's diary technique. Using a special sample, its own diary, and Arbitron-type procedures, Coleman studied how the diary was kept as well as characteristics of diary keepers and non-diary keepers — including the effects of direct mail on the participants.

This research is significant because Arbitron is intensely committed to its diary technique, yet has been afraid to study the ways respondents actually keep listening diaries.

The "non-response" differences identified were remarkably similar to those previously reported by Arbitron, and other findings act to support certain data in Arbitron's

"Truths and Myths" presentation given at a convention session. Thanks to Coleman Research, we now know 40% of diary keepers keep their diaries current, 47% complete the listening entries once a day, and 13% complete entries less frequently than once a day. That is valuable information! Although 62% made their listening entries at home, 18% made en-

tries in their cars and 20% made them at work. Also important is the finding that 27% of diary keepers make estimates of the actual time listening takes place, and such estimates are off by five or more minutes.

Coleman Research wants to market the results to those who would like to know more about the diarykeeping process, the effects of direct mail, specific intermedia comparisons, and demographic information. Arbitron should be the first in line to buy this research, since it has been so reluctant to find it out for itself. Expect to hear more about the Coleman study in this column.

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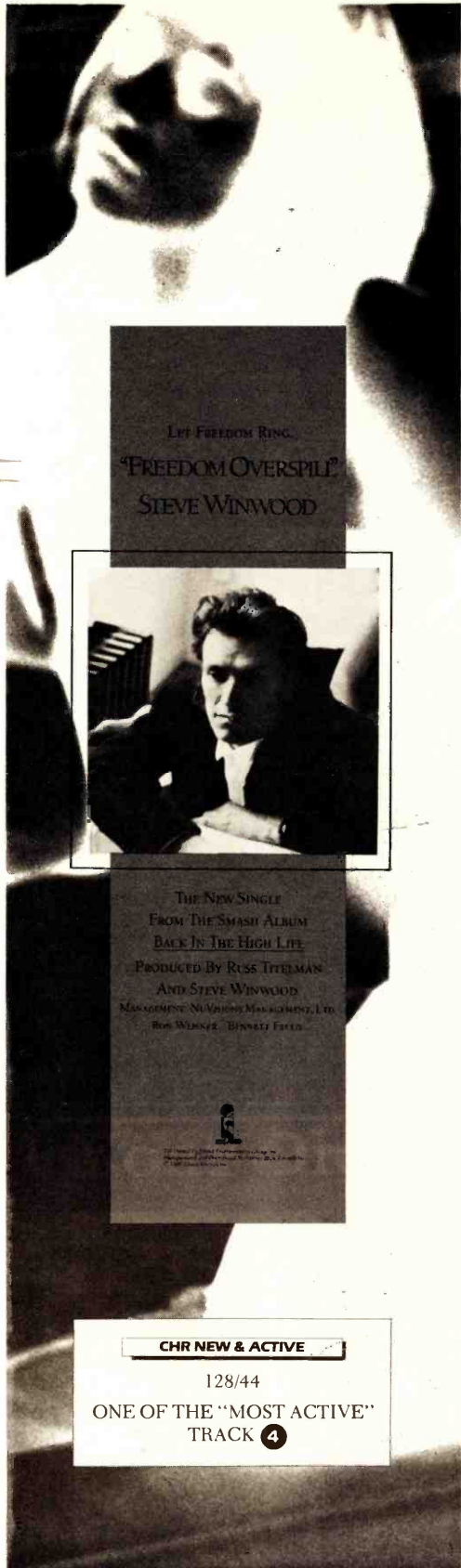
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RATINGS

Summer Birch Results

New York

WHTZ Slips Into Market Leadership; WBLS Closes Gap On WRKS; WOR Gains Over A Point; WNEW-FM & WXRK Both Up.

	Spring '86	Su '86
WHTZ (CHR)	7.7	7.5
WRKS (B/U)	9.2	7.2
WPLJ (CHR)	6.5	6.5
WBLS (B/U)	4.9	6.4
WNEW-FM (AOR)	4.1	4.6
WOR (Talk)	3.2	4.4
WINS (News)	5.0	4.0
WXRK (AOR)	3.6	3.9
WCBS (News)	2.8	3.7
WPAT-FM (B/EZ)	2.8	3.2
WCBS-FM (Gold)	3.3	2.9
WABC (Talk)	2.6	2.8
WLTW (AC)	3.2	2.7
WNEW (BBnd)	3.2	2.7
WAPP (CHR)	2.1	2.0
WHN (Ctry)	2.4	1.8
WNSR (AC)	1.6	1.8
WSKQ (Span)	1.1	1.7
WNBC (AC)	2.0	1.5
WPIX (AC)	2.4	1.5
WOXR-FM (Clas)	1.3	1.5
WADO (Span)	.8	1.3
WLIB (B/U)	.4	1.3
WALK-FM (B/EZ)	.6	1.2
WWRL (Rel)	.8	1.2
WYNY (AC)	1.1	1.2
WBLI (CHR)	.6	1.1
WNCN (Clas)	.8	1.1

Los Angeles

KIIS-FM Makes Big Gain; KPWR Solid Second; KROQ AOR Leader; KNAC Enters Top Ten; KOST Still Soaring.

	Spring '86	Su '86
KIIS-FM (CHR)	8.0	9.4
KPWR (B/U)	7.4	7.9
KROQ (AOR)	6.5	6.3
KABC (Talk)	5.9	6.0
KLOS (AOR)	6.1	4.6
KOST (AC)	2.8	3.7
KRTH-FM (B/U)	3.7	3.5
KJOI (B/EZ)	3.3	3.4
KTNQ (Span)	2.9	3.4
KNAC (AOR)	2.4	3.1
KJLH (B/U)	2.1	2.7
KMET (AOR)	4.0	2.6
KNX (News)	2.5	2.5
KFWB (News)	2.8	2.4
KMPC (BBnd)	2.4	2.3
KALI (Span)	.7	2.1
KBIG (B/EZ)	3.1	1.9
KDAY (B/U)	1.1	1.8
KNX-FM (AOR)	2.2	1.6
KIQQ (AC)	2.1	1.5
KLAC (Ctry)	1.1	1.5
KLVE (Span)	1.3	1.5
KUTE (A/A)	2.0	1.5
KZLA (Ctry)	1.8	1.5
KRLA (Gold)	1.7	1.4
KNOB (AC)	.6	1.2
KFAC-FM (Clas)	.8	1.1
KFI (AC)	1.3	1.1
KRTH (Gold)	.6	1.0

San Francisco

KGO Slips Over A Point; KSOL A Close Second; KMEL Widens CHR Gap; All AC Outlets Down; KFOG Stable.

	Spring '86	Su '86
KGO (N/T)	8.6	7.5
KSOL (B/U)	6.5	7.1
KMEL (CHR)	5.1	5.6
KYUU (AC)	4.8	4.5
KNBR (Misc)	3.1	3.9
KBXL-FM (A/A)	4.4	3.6
KFOG (AOR)	3.2	3.1
KSAN (Ctry)	3.0	3.1
KABL-FM (B/EZ)	2.6	3.0
KCBS (N/T)	4.0	2.8
KRQR (AOR)	3.6	2.7
KNEW (Ctry)	1.9	2.6
KOME (AOR)	2.6	2.5
KIOI (AC)	2.7	2.4
KITS (CHR)	2.3	2.4
KWSS (CHR)	3.3	2.3
KOIT (AC)	2.9	2.0
KQED (Misc)	1.2	1.8
KABL (B/EZ)	1.3	1.7
KLOK-FM (AC)	2.7	1.7
KFRC (CHR)	1.5	1.6
KSFO (Gold)	1.2	1.6
KBAY (B/EZ)	.9	1.5
KDFC (Clas)	.5	1.5
KDIA (B/U)	2.1	1.5
KYA (Gold)	.8	1.5
KSJO (AOR)	1.7	1.4
KIQI (Span)	.2	1.2
KLIV (BBnd)	.5	1.2
KKHI-FM (Clas)	1.0	1.1

Pittsburgh

WDVE Flies Even Higher; KDKA Slides To Second; WBZZ Flat Yet Increases CHR Lead; WAMO-FM Strengthens Position.

	Spring '86	Su '86
WDVE (AOR)	13.0	16.4
KDKA (AC)	14.1	14.6
WBZZ (CHR)	11.1	11.1
WAMO-FM (B/U)	8.8	9.2
WSHH (B/EZ)	5.5	5.1
WWSW (AC)	4.7	4.6
WHTX (AC)	3.8	3.2
WDSY (Ctry)	2.6	3.1
WYDD (CHR)	3.2	3.0
WMYG (AC)	2.6	2.8
WTKN (Talk)	2.6	2.6
WLTJ (AC)	3.3	2.5
WTAE (AC)	2.2	2.4
KQV (News)	2.4	2.1
WJAS (BBnd)	2.9	2.0
WQED (Misc)	1.4	2.0
WPIT-FM (Rel)	1.1	1.4
WEPP (Ctry)	.9	1.1
WMBS (AC)	1.7	3.1
WAMO (B/U)	1.0	1.0
WXXP (AOR)	.7	1.0

Buffalo-Niagara Falls

WPHD-FM Down A Point; WBYS Rocks To Second Place; AC Race Closes Up; WECK Jumps Two Points.

	Spring '86	Su '86
WPHD-FM (CHR)	10.2	9.2
WBYS* (AOR)	.8	8.2
WBLK (B/U)	8.1	7.6
WKSE (CHR)	4.8	7.6
WECK (BBnd)	4.9	6.9
WBUF (AC)	9.6	6.4
WBEN (AC)	7.5	6.2
WYRK (Ctry)	6.6	6.2
WJYE (B/EZ)	.9	6.0
WBEN-FM (CHR)	5.1	5.4
WNYS-FM (CHR)	5.6	4.7
WGR (AC)	3.7	4.6
WRLT (AC)	3.0	4.1
WWKB (AC)	3.9	2.7
WEBR (Misc)	3.1	2.2
CILQ (AOR)	3.2	1.5
WDCX (Rel)	.7	1.1
WPHD** (CHR)	1.2	1.1
CFNY (AOR)	1.7	1.0

Minneapolis-St. Paul

WCCO Stable; WLOL Edges Out KDWB-FM As CHR Leader; KQRS-FM Posts Another Gain; KSTP-FM Widens AC Lead.

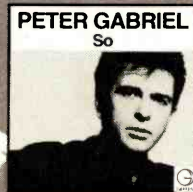
	Spring '86	Su '86
WCCO (AC)	18.2	18.1
KQRS-FM (AOR)	13.4	14.5
WLOL (CHR)	10.7	11.0
KDWB-FM (CHR)	9.1	10.8
KSTP-FM (AC)	9.2	9.7
KEEY (Ctry)	5.6	5.4
WAYL (B/EZ)	3.2	4.2
KSTP (Talk)	4.1	3.3
KJJO-FM (AOR)	3.1	3.1
KTCZ (AOR)	3.4	2.3
KSJN-FM (Clas)	2.2	2.0
WDGY (Ctry)	2.0	2.0
WLTE (AC)	2.4	1.9
KMGK (AC)	1.0	1.7
KMOJ (B/U)	1.4	1.5
KDWB (CHR)	1.2	1.3
KTIS-FM (Rel)	2.7	1.3

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.

4 WAYS TO PLAY! 4 WAYS TO WIN BIG!

Peter Gabriel



CHR CHART: 30 - 25

"In Your Eyes"

Produced by: Peter Gabriel, Daniel Lanois, Bill Laswell - Management: Gail Colson for Gefforce

Ric Ocasek



CHR CHART: 35 - 29

"Emotion In Motion"

Produced by: Chris Hughes, Ric Ocasek and Ross Cullum
Management: Elliot Roberts/Jeff Kramer for Lookout Management

Produced by: Peter Wolf - Management: David Massey for Domino Directions, Ltd.

Wang Chung



BREAKER! #1 MOST ADDED

"Everybody Have Fun Tonight"

Berlin



NEW THIS WEEK!

"Like Flames"

Produced by: Bob Ezrin - Management: Peregrine Watts-Russell/M.F.C. Management





SEAN ROSS

GOLD

LET'S TWIST (& SHOUT) AGAIN

The Shock Effect Record

Gold programmers often have very fixed ideas about what music is still hip and current-sounding enough to play in 1986. So explain these events from the summer:

1) The Beatles' "Twist & Shout" returns to the CHR charts and goes top ten at numerous stations, setting off a reissue mini-boom

2) The Monkees, one of rock's least respected bands, headline a successful reunion tour and release a new chart single.

3) Terry Jacks' "Seasons In The Sun" tops a listener-voted countdown of '60s and '70s hits.

As was the case in 1972-74, once a gold boom affects movies and TV, anything can happen. "Twist & Shout" echoes "Monster Mash" and "Nights In White Satin." Those two hits prompted a reissue boom of both novelties and early AOR standards. By fall 1973, eight songs on KCBQ/San Diego's playlist were reissues; four of those were top ten.

Retarded Perverts

KCBQ PD Rich Robbin told R&R then, "Maxwell's Silver Hammer" is #7 this week based on monster request action. Most PDs would write the audience off as a bunch of retarded perverts and play it maybe once every 2 1/2 days. We play it once every 2 1/4 hours because we have to."

Actually, Robbin says now, songs such as "They're Coming To Take Me Away, Ha-Ha" only rotated every seven hours, about half the time at which KCBQ's current list was recycled. He credits Gordon McLendon, who peppered Beautiful Music KABL/San Francisco with slightly poppier songs like "I Left My Heart In San Francisco," with influencing KCBQ's use of "grabbers."

"Buz Bennett was very fond of finding something that was a little off-center," Robbin continues. "KCBQ was the only Top 40 station I recall playing 'Feel Like I'm Fixin' To Die Rag' by Country Joe & The Fish. That was off-center for that station then just as 'Twist & Shout' is for CHR today."

It's a similar situation at Urban KFXX/Tucson, where Robbin is now owner/GM. "Yesterday I played 'Can't Get Enough' by Barry White and got a half dozen calls. Most were from people in their 20s or 30s, but one was from a 17-year-old who loved hearing it again. And he was five years old when that record was a hit. Another grabber for us is 'Ladies Night' by Kool & The Gang."

Shake It Up, Barry

"The problem," Robbins says, "is that grabbers become a big is-

sue: find something weird just to find something weird. Sometimes songs just come along; sometimes you can create them. Off-center records aren't part of your musical persona, they're part of the personality persona. To use 'Twist & Shout' (as) KHIS/Los Angeles did is an offshoot of their odd personality."

Just as "American Graffiti" revived "Green Onions" and "All Summer Long" on KCBQ, films have spurred much of the reissue boom: three movies featured "Twist," and "Stand By Me" prompted the return of Ben E. King. One CHR PD says that "Top Gun" meant calls for "You've Lost That Lovin' Feelin'" and "Great Balls Of Fire." Another consultant has his clients testing "Louie Louie" again because of the California Cooler commercials.

KKKBQ/Houston PD John Lander says, "When you hear a song on the screen, TV or movies, it jumps out at you even more than on the radio, perhaps because you have such rapt attention. That song overwhelms you no matter what it is." This being "the year of the remake," Lander says that "a lot of younger people thought 'Twist' must be a remake too."

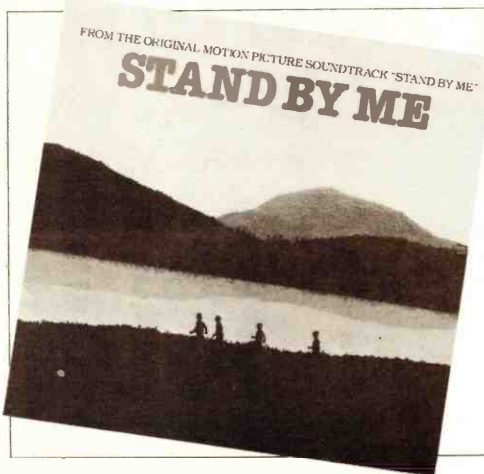


Rich Robbin John Lander

"We have a lot of young people who don't identify it as an oldie per se," says Robbin. "They know the Beatles no longer record; they know one of them is dead. But for some reason they like it. I don't think ten to 16 year-olds have an anti-old bias."

Monkees Marathon

They also apparently don't have the anti-Monkees bias that the industry held for years. KZZP PD Guy Zapoleon says the MTV "Monkees Marathon" spawned a huge Monkees boom in Phoenix. "We started getting phone call after phone call during our top-eight voting for the Monkees. First the theme made the countdown. Then 'I'm A Believer' and 'Gonna Buy



Me A Dog' until four or five had made it.

"Then they released the new single, and it went even crazier. One day the top eight was all Monkees records." After two months, KZZP finally retired the group to the "top eight hall of fame." And "That Was Then, This Is Now" remains KZZP's top request item. "Micky Dolenz came in yesterday afternoon and people went nuts; all these young girls came running down here."

Both Zapoleon and Lander are known for reviving songs. Both had "Twist" and "That Was Then" in their top ten. Neither, however, thinks there's significant CHR/Gold ten sharing, despite what some Gold PDs report. (Robbin says KCBQ didn't share teens with then-Gold KDEO either.) And both are concerned with a profusion of old gold on CHR: Lander because of the technology clash from song to song; Zapoleon because it might create a teen audience for Gold.

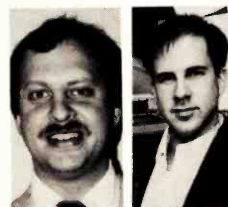
"George Burns spoke to our company at the NAB," says Zapoleon. "One thing he warned us about was that the decline of Top 40 the first time was when it legitimized AOR by playing Cream and Blue Cheer. And he's right. Playing 'Twist & Shout' is okay. Playing the Monkees is okay. But CHR programmers have to be careful not to go too far."

We Had Joy, We Had Fun

Barry Scott, Research & Promotions Director at WZLX/Boston during the week, began his Saturday night "Lost 45s" as part of a

more conventional Gold show on college station WERS. By his senior year, the entire show specialized in the '70s hits nobody else would play. On his first countdown, "Heartbeat It's A Lovebeat" was voted #1 by listeners. This year's special, now on WZLX, saw "Seasons In The Sun" on top. It's probably the only all-time top 100 countdown anywhere listing "Once You Understand" by Think or three Gilbert O'Sullivan songs. ("Alone Again, Naturally" isn't among them, having been dismissed as too readily available on other stations.)

Scott's typical listener is an 18-25 male, "which surprises me, given



Guy Zapoleon Barry Scott

some of what we play - having a weekly Osmonds feature, for instance. We ask people on-air why they want to hear these songs again. Last week, some young woman requested a Bay City Rollers song. She admitted that she used to wear plaid clothing and had completely fallen for Rollermania.

"I get mail saying it's so nice to hear a station that realizes these songs do exist, and that I'm not

crazy. No one can deny that 'I Think I Love You' was a #1 record and sold millions of copies, and someone out there grew up on it. The average 'Classic Hits' fan remembers more records than we give them credit for.

"Right or wrong, programmers are censoring songs. I don't know whether, as a logical PD, I'd like to hear 'The Night Chicago Died' or 'Billy, Don't Be A Hero' between the Beatles and Elton John. But as a show set aside, it's a chance to rid yourself of the repetition of classics as they now are."

"Last week some young woman requested a Bay City Rollers song. She admitted that she used to wear plaid clothing."

— Barry Scott

Daddy Was A Cop

Even Scott was surprised when he heard how John Lander ran KKKBQ in its first 18 months. Influenced strongly by Lander's previous employer, IS5/Miami, 79Q featured "Seasons In The Sun," "Behind Closed Doors," "The Night Chicago Died," "Billy, Don't Be A Hero" and almost every forgotten hit of the '70s in rotation. Eventually the library expanded to include '60s titles such as "Psychotic Reaction" and Bobby Goldsboro's "Honey." Lander's "action-oriented" gold was meant to garner immediate attention, and it tied KKKBQ to the AM radio of the '70s.

"It was the most bizarre period I'd ever experienced," Lander says now. "Because Houston had been without a CHR when KKKBQ came on, there were 100-200 songs that were oldies in other cities that we played as new records for about a year. But obviously after their effect wore off they were retired. Then we proceeded on our normal pace with gold, which was three years back."

"I can't believe it's going to last forever," says Guy Zapoleon of the current gold climate. "When I was MD at KRTH/Los Angeles, I'd wonder why younger listeners weren't interested in Gold when it was so much better than the Barry Manilow records that were out at the time; even Herman's Hermits records were better. I couldn't believe the audience wasn't out there. Anyway, it's coming back to haunt me now; I was eight years too early."

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Network Battle Of New Orleans



DOMINO EFFECT — On the opening day (Wednesday) of Radio '86, United Stations hosted a special luncheon concert for network affiliates featuring Dick Clark as emcee and the legendary Fats Domino at the piano.



THE DOCTOR IS IN — Mutual Radio Network talk show psychologist Dr. Toni Grant broadcast her nightly show live from the Marriott Hotel during Radio '86.



IN THE AIR, EVERYWHERE — To the surprise of many, traveling DJ Tom Joyner (KKDA/Dallas & WGCI/Chicago) actually found time to sign on as host of "On The Move," a new weekly Urban Contemporary countdown show for CBS Radio Programs. Pictured in the CBS suite are (l-r): writer Ken Cauthern; Joyner; CBS's Frank Murphy; producer Ron Cutler; and CBS's Bob Kippeman.

In 1986 we took a little trip Along with all the editors down the Mississippi Packed up all the sport-coats, left behind the jeans, And battled the humidity in the streets of New Orleans.

While networking seemed to be the primary behavior at the recent NAB Radio '86 convention (9/10-13) in New Orleans, very little of it was the sort usually dealt with on this page. Making contacts and arranging potential job interviews (and avoiding the GM's awareness of the day) was the order of the day.

Daytime network business focused primarily on a Saturday (9/13) panel discussion between the network leaders. This session, imaginatively titled "Network Leaders Panel," covered a wide range of topics and often appeared as a fray between dissatisfied advertisers and affiliates — with a few network prez-types getting grilled on a variety of issues which were potentially (if not actually) quite volatile.

As usual, most network activity occurred in the assorted suites.

Much of the excitement was of the grapevine sort. Most prevalent, of course, was the question of whether Westwood One had purchased the NBC Radio Networks — and if so, why? WWI execs grinned into the grapevine and while their counterparts at NBC simply scoffed at the thought. Said one WWI official, "We've just designed a new logo where we pull on the peacock's tail and it changes into a 'W.'"

Many fun-seekers commented on a lack of "pizzazz" at the suites, comparing them against the fall conventions and programming conferences of past years. Speculation on the reasons for the lack of shrimp and freebies ranged from "austerity measures" enacted by several budget-conscious execs to a lack of general overall programming focus at the convention. Even the presence of such crowd-pleasers as Dr. Ruth Westheimer, Toni Grant, Larry King, Fats Domino, Bruce Williams, Allen Toussaint, Sally Jessy Raphael, or Cheap Trick couldn't keep a majority of the curious from cutting out early and crawling down to the steamy, seamy scene on Bourbon Street.

See you next year in our own backyard . . . Anaheim. Across the street from Fantasyland.



WHEN TOUSSAINT GOES MARCHING IN — New Orleans-based singer-songwriter-composer-pianist-legend Allen Toussaint gave two SRO performances at MJJ Broadcasting's hospitality suite Thursday evening during Radio '86.



SALLY FORTH — NBC Talknet host Sally Jessy Raphael followed the network's Bruce Williams with a live broadcast from the 4th floor of the Marriott every weeknight during the convention.



LISTEN IN — The highlights of the Satellite Music Network suite were its listening booths, which were connected to two satellite downlinks outside the Marriott hotel and delivered all seven SMN formats. Pictured (l-r) are KDAE/Corpus Christi's Steve DeWalt; unidentified (half-hidden); Ada DeWalt (Steve's wife); KQAY/Tucumcari's John Dunn; and SMN Chairman John Tylor.

The Sound of the Town That Set Music

On Its Ears

The soulful sound that first came out of Detroit in the sixties seems to own a permanent place on the charts.

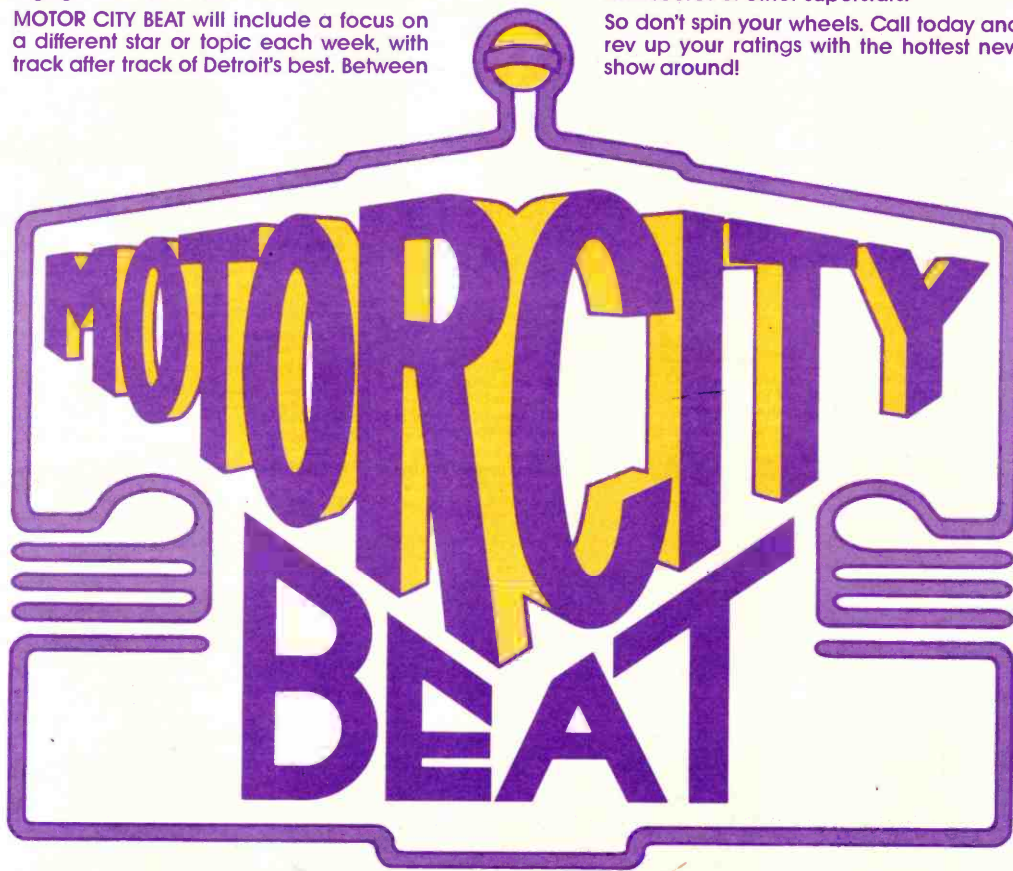
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NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

October 6-10

MUSIC FEATURES

The Weekend

October 11-12

American Eagle (DIR) CMA Horizon Awards special	Musical Starstreams (FF) Ronnie Montrose
Christian Countdown America (CCA) Paul Smith	National Howard Stern Show (DIR) Special guests
Countdown America With Dick Clark (US) Huey Lewis & the News	National Music Survey (WO) Hall & Oates/Bruce Hornsby/Toto
Country Report Countdown (WRN) Tanya Tucker/Sawyer Brown/Anne Murray	On The Radio (NSBA) Daryl Hall
Country Today (MJJ) Waylon Jennings	Party America (ABCR) Philp Michael Thomas/Robert Palmer/Mike & the Mechanics/New Edition
John Leader's Countdown USA (CUSA) Robert Palmer	Pioneers In Music (DIR) Stephen Stills/Loggins & Messina/Kenny Loggins/Paul Simon
Dick Clark's Rock, Roll & Remember (USP) Pointer Sisters	Powercuts (GSN) Billy Squire/Billy Idol (10/12)
Dr. Demento (WO) Football Lunies	Reelin' In The Years (GSN) Moody Blues/Jan & Dean
John Landers Hit Music USA (USP) Huey Lewis/John Rivers	Rock Chronicles (WO) Journey/Kim Mitchell/Beet Farmers/Kink's/Mix Weinberg
John Leader's Countdown USA (CUSA) Eddie Money	Rockline Special Edition (GSN) Genesis (10/11)
Elvis Hour (CRS) And friends	Rockline (GSN) Billy Squier (10/13)
Future Hits (WO) Police/Howard Jones	Rock Watch (USP) Van Halen
Gary Owens' Supertracks (CRS) 60s Hits	Scott Muni's Ticket To Ride (DIR) "Abbey Road" LP 17th anniversary
Great Sounds (USP) Sy Oliver	Scott Shannon's Rockin' America Countdown (WO) Eddie Money/Dan Johnson/Berlin
Highlights (DIR) Janet's Brown/Emore James/Crusaders	Sinatra Special (CRS) Here's to the ladies
Hot Rocks (USP) Eurythmics	Solid Gold Saturday Night (US) Frankie Valli & the Four Seasons
King Biscuit Flower Hour (DIR) Big Country	Star Beat (MJJ) Oran "Juice" Jones
Jazz Show With David Sanborn (NBCE) John McLaughlin	That's Love (WO) Anita Baker/Paul Hogan/Franke Valli
John Landers' Hit Music USA (US) Loverboy/Peter Gabriel	Top 30 USA (CBSR) Telephone tunes: "Operator"/"Rikki, Don't Lose That Number"/"Call Me"
Metalshop (MJJ) Iron Maiden	Urban Music Magazine (SI) Freddie Jackson
Musical! (WO) Salute to Fall! Betty Buckley/State Fair	Weekly Country Music Countdown (USP) Gene Watson

The Week Of

October 13-18

Album Party (NBCE) Pete Townshend (10/16)	Country Calendar (CW) Lacy J. Dalton/Steve Wariner/John Schneider/Tom Wootch/Earl Thomas Conley/Keth Whitley/Mickey Gilley
Country Report (WRN) Earl Thomas Conley/John Anderson (10/13) Earl Thomas Conley/T.G. Sheppard (10/14) Charlie Daniels Band/Oak Ridge Boys (10/15) Charlie Daniels Band/John Anderson (10/16) Earl Thomas Conley/Charlie Daniels Band (10/17)	Party America (ABCR) Philp Michael Thomas/Robert Palmer/Mike & the Mechanics/New Edition
Earth News (WO) Robin Williams/Richard Lewis/Bobcat Goldthwait/Juan Rivers/Don Novello/Billy Crystal/Budd Friedman/MTZi Shore/Sid Caesar & Carol Letter	Pioneers In Music (DIR) Stephen Stills/Loggins & Messina/Kenny Loggins/Paul Simon
Encore With Jim Lange (WO) 1939: Billie Holiday	Powercuts (GSN) Billy Squire/Billy Idol (10/12)
Live From Gilley's (WO) Salute to Country Music month	Reelin' In The Years (GSN) Moody Blues/Jan & Dean
Off The Record (WO) Triumph/Steve Winwood/Bon Jovi	Rock Chronicles (WO) Journey/Kim Mitchell/Beet Farmers/Kink's/Mix Weinberg
Off The Record Special (WO) Neil Young	Rockline Special Edition (GSN) Genesis (10/11)
Pop Concerts/Star Trak Profiles (WO) 1939: Billie Holiday	Rockline (GSN) Billy Squier (10/13)
Rock Over London (RI) Wang Chung	Rock Watch (USP) Van Halen
Rock Today (MJJ) Daryl Hall	Scott Muni's Ticket To Ride (DIR) "Abbey Road" LP 17th anniversary
Shootin' The Breeze (WO) Melba Moore/Hun DMC/Jermaine Stewart	Scott Shannon's Rockin' America Countdown (WO) Eddie Money/Dan Johnson/Berlin
Solid Gold Country (USP) Country Music Hall of Fame (10/13) Elvis's gold albums (10/14) October chart toppers (10/15) Earl Thomas Conley birthday salute (10/16) Feature year: 1962 (10/17)	Sinatra Special (CRS) Here's to the ladies
Solid Gold Scrapbook (US) Sleeping & dreaming (10/13) This week in 1966 (10/14) Sam & Dave/Seals & Crofts/Hall & Oates/Moody Blues (10/15) This week in 1969 (10/16) Profile: Chuck Berry (10/17)	Solid Gold Saturday Night (US) Frankie Valli & the Four Seasons
Special Edition (WO) Mhume	Star Beat (MJJ) Oran "Juice" Jones
Star Trak (WO) Toto/Michael McDonald/Timex Social Club	That's Love (WO) Anita Baker/Paul Hogan/Franke Valli

COMEDY

Amatellin U (DD) Zits/obscene ceramics/hot lunch/forced to close/social ridicule	Comedy Hour (MJJ) Live Guest: Sam Kinison/Eddie Murphy/Smothers Brothers/Robert Klein/Bill Murray/Christopher Guest
Bobby Jo Amberg's Bar & Grill (DD) Quality & service/human suction cup/see your ID/57 different ways/balloon animals	Comedy Show w/Dick Cavett (CW) Lucille Ball/Jean Rivers/Lily Tomlin/Ann Meara/Gilda Radner/Erma Bombeck
Daily Foed (DCA) Dan/oft song & dance/UN address undressed/Max eats shrimp salad/vote Republican of course/65 million years ago today forecast/congressional holdovers/latest Marcos photos	Laugh Machine (PM) Robert Klein/Rodney Dangerfield/Reiner & Brooks/Erno Philips/Gallagher
Hiney Wine (DD) Cocset hiney/not unusual/pain/ingriner have enough/native tongue	Live From The Improv (DIR) Rick Ducommun/Joanne Deering/Mark Shiff/Brian von Hoffman/Jerry Seinfeld
Irving Lobliolly (DD) Teamwork/record for watching shoestring collection/fragrance/lemons	Mel Blanc's Blankety Blancs (ASR) How I became story lady/football scoreboard/garbage man/Hollywood heartbeat/and/or how
Jackie The Joke Man (OHR) Farmer's market/feels like a new woman/candle-sh bratackle box/Siamese chins	National Comedy Wireless (DD) Can't wake up/iman out/ineno P diet/home stretch/white boys rappin'
Laugh Machine (PM) Robert Klein/Rodney Dangerfield/Reiner & Brooks/Erno Philips/Gallagher	National Lampon's True Facts (SLP) Make the cut/mean mouse/small glory/book h/m no act
Live From The Improv (DIR) Rick Ducommun/Joanne Deering/Mark Shiff/Brian von Hoffman/Jerry Seinfeld	Party Drop-ins (ASR) Home computers/MTTV/Captain Kangaroo workout/powder fluff/pertinent pursuit
Mel Blanc's Blankety Blancs (ASR) How I became story lady/football scoreboard/garbage man/Hollywood heartbeat/and/or how	Radio Hotline (ASR) The duck/brain damage/air traffic control/you are so wide/rife life is a gamble
National Comedy Wireless (DD) Can't wake up/iman out/ineno P diet/home stretch/white boys rappin'	Stevens & Grdic's Comedy Drop-ins (ASR) Self improvement/business twists/the optimal big fat Donna/PSA: wives
National Lampon's True Facts (SLP) Make the cut/mean mouse/small glory/book h/m no act	United Spots Of America (ASR) General's soap opera/Don Ramble/killer bees/gunners school of driving/roach disco

GENERAL INFORMATION

The Blimp (PM) Bowling/prenuptial agreements/British cricket/Invasion/learning English the US official language/vanity phone numbers, like the license plates	Car Show Coast To Coast (SCGI) '87 Alfa Milano/how to buy a new car
Computer Program (PM) Home computer question & answers/variety stores/try-outs/documentation, instructions & their importance/buying prepackaged programs	Entertainment Coast-to-Coast (CBSR) Sally Struthers/William Devane/David & David/Isle of Man/Bums Sisters (10/4-5)
Health Care (PIA) Drugs in the schools and the job	NBC Extra (NBC) The new bottom line, Pt. 1
Page One (PIA) Israeli-Egyptian Summit in Alexandria/art of kosher gourmet cooking	Public Affairs (PIA) Getting there
Reviewing Stand (PIA) Tax reform: Part 1 of 3: Haskell Ben Benoshay/Utility rate wars: Howard Leamer/Nothing ventured, nothing gained: Lance Strauss	Sound Advice (PM) Speaker placement & performance/being acoustic/feedback/how not to wake your neighbors up/types of headphones/correcting out-of-phase systems
Sports Explosion (PIA) Mel Stottlemyre/Paul Vogels/Archie Griffin	Sports Flashback (CW) MVP Superbowl 17/73 world series winner/83 Orioles manager/75 NL pennant winner/83 Indy 500 winner/60 Heisman trophy service academy star/Doger Schuyes '55 NBA title
Sports News Report (CW) Jeff Morley/Doug Auld/Tex Simone/Tony Dorsett/Bob Costas	Wireless Flash (CN) Donna Mills/Dick O'Neill/David Watechinsky/Leverit/Stephen Davis



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Sales Meetings . . . How & When To Have Them

By John Mackin Ade



John Mackin Ade

John Mackin Ade is President of Specter Broadcasting, owner of WBEO & WYKZ/Savannah-Hilton Head-Beaufort and also doubles as VP of sales consultant firm Ade Marketing, Inc. Besides WRC/Washington, the 16-year radio vet has held GSM posts at WKTU/New York, WTAE/Pittsburgh, KLUV/Dallas-Ft. Worth, WIP/Philadelphia, and WNEW/New York. Ade is currently marketing a 26-piece newsletter, "The Secret To Successful Sales Management." Direct inquiries to Susan Ade at 3 Fox Den Court, Hilton Head, SC 29928.

Throwing a sales meeting is an art very few have mastered. I can't believe how many sales managers hold dull, uninteresting, and uninformative meetings — even though these are the only times they can get something important across to their staffs. Most of us waste these opportunities on dull handouts and monitor forms. How sad. Here are some basics that always should be followed.

Schedule Sales Meetings For The Same Time Each Week

People have different opinions on when a sales meeting should be held. I've always had mine on Monday mornings at 8am, with an optional Thursday night date for training. Others want their staffs out on the streets on Monday morning when all the other staffs are in meetings.

Which day is best is debatable. What isn't debatable is the importance of having these meetings at the same time each week. You must train your staff in time management, and the best way to begin

"The worst thing you can do is throw a last-minute sales meeting because you want to get something off your chest. All you end up doing is taking your staff off the street!"

this process is through rigid scheduling of this important communication time with your staff.

As Many As Needed . . . And No More

Two meetings per week have always worked well for me: the Monday morning introduction to new sales plans coupled with the motivational get-up-and-kick-butt send-off, and an optional Thursday night training meeting dealing totally with subjects such as co-op, vendor money, and Arbitron. The worst thing you can do is throw a last-minute sales meeting because you want to get something off your chest. All you end up doing is taking your staff off the street! If you have a local sales manager who has to strut himself once a week, fine, let him have his meeting . . . in place of one of yours. Too many meetings mean less productivity.

You Motivate In The Morning

Never throw your first sales meeting of the week at night. It's a simple fact that all of us are more

mentally alert in the morning than at the end of a long sales day. I always have my meetings at 8am, because I want to make a statement that I start work early every day. If you aren't a morning person, become one, and lead by example!

Special Meetings Should Be At Night

Separate special things from those that are routine. When you are going to have a guest speaker or deal with a subject such as co-op that requires a series of meetings, meet at the end of a mid-week day.

Never Tolerate Lateness!

I never allow someone to come into one of my meetings late. If the meeting is at 8am, I get up when the clock says 8:01am, lock the door, and don't let any amount of knocking on it disturb that meeting. Eventually, whoever is outside gets the hint. Never make any reference in the meeting to this person's lateness. Deal with him individually following the meeting. Believe me, this will prevent lateness in the future . . . now all you have to do is make sure you're on time!

Meet Somewhere Other Than Your Office

A conference room is best. If you don't have one, the sales bin is better than your office. Try meeting outside the office once in a while. I had one recently on the beach while the sun was coming up, and it worked great. Don't try this if you live in North Dakota.

Plan All Week With Notes

I have a three-step system. First, I keep a folder on my desk marked "Sales Meetings." Anything I want to use in my next meeting goes in this folder. Second, I keep a separate spiral notebook for sales meetings. When a thought that I want to convey during a meeting occurs to me, I stop and write it in the book. Third, I plan out my meeting every Sunday night at home during "60 Minutes." Why "60 Minutes?" It works better than "Ripley's Believe It Or Not."

Introduce Everything New In The Meeting

The least-read thing you put out is that memo about a new sales plan. Talk about it rather than writing about it.

Use Half For Motivation

A sales meeting can be quite boring unless it is staged correctly. After introducing and discussing the norm, pause. Let everyone go to the bathroom if needed, and make the second half a motivational teaching session delivered either by you or through sales tapes. The RAB series is great — and it's amazing how much more people

listen to strangers than to their bosses.

Allow No Food

Coffee is all right but donuts are a distraction, and this is no time for distractions!

Never Pass Out Pitches Until After You Discuss Them

All that distributing handouts will accomplish is getting people to read what you want to talk about. Pass them out after you have told your staff why you developed the idea.

Permit No Interruptions

Make sure the rest of the station staff knows not to interrupt you for any phone calls, even if it's the boss.

Throw The Meeting Standing

All great people speak standing. The only person I remember who spoke sitting down was Jimmy Carter — and he didn't get re-elected, did he?

Invite Guests Once A Quarter

This is a great ego boost for your clients and an informative change for your staff. Invite the agency egomaniac, the manufacturer's rep, the distributor, your dreaded program director, or the programming consultant when he is in town.

End Your Meeting Asking Questions

Always end your meeting asking if there is anything your staff members want to say. Most staffs say very little, but at least you will have asked.

HENRY BROADCASTING

has acquired*

KFAB/KGOR(FM)

Omaha, Nebraska

from

KFAB, Inc.

for

\$22,000,000

*Our Associates Bill Lochman, Ray Stanfield
and Peter Stromquist initiated this transaction
and assisted in the negotiations.*



William C. Lochman

10401 Holmes Rd. Suite 440, Kansas City, MO 64131 (816) 941-3733

Ray M. Stanfield, Peter S. Stromquist

17402 Chatsworth St. Suite 203, Granada Hill, CA 91344 (818) 366-2554

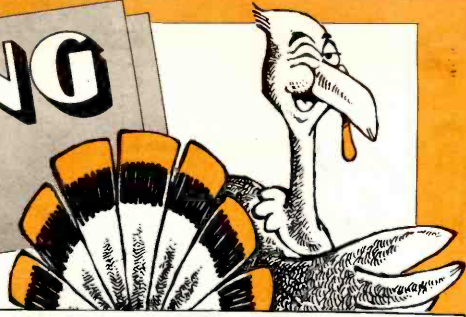
*subject to FCC approval.

THANKSGIVING SPECIAL

ISSUE OF
NOVEMBER 28, 1986

R&R

INVITES YOU TO GIVE US THE BIRD...
AND WE'LL PAY YOU FOR IT!



Thousands of U.S. Treasury
"TURKEY DOLLARS"
Susan B. Anthony
Silver Dollars In Cash --
Plus Fabulous Prizes!



**Tell Us The Line
That Got You Fired
And We'll Help Get
Your Next Job!**

**FABULOUS
FLOP
PROMOTIONS-
FLIP OVER
THE PRIZES**

**The Picture
That Made
Your Staff
Blush The
Reddest**

**Change Format As
Often As Your Socks --
We'll Knock Yours Off
With A
Giant Cash Payoff!**

**Send Us The Spot
That Left A Blemish
On Your Air...**

**Never Before Revealed
Radio Secrets Could Win
You A Turkey From The
King - FRANK PURDUE. And
He'll Pick'em Personally.**

**The Employee Who
Came And Went
As If Your
Station Had A
Revolving Door**

Don't Wait In Long Lines To Enter ---
Check Out The Rules Next Week For Our
Thanksgiving Turkey Special Issue

... GOBBLE UP The Bucks And Booty From R&R.





HARVEY MEDNICK

NAB GAB

What Was New In New Orleans

I'm kind of sorry this column is not going to run on November 11th instead of October 3rd. That's the day that marks the conclusion of World War I, and it might also put an end to the "battle" references heard again this year in every radio convention marketing session. War may be hell, but marketing sure isn't. We really ought to stop getting caught up in the current "warfare" trendiness and start concentrating on developing a forum for the outstanding marketeers who are doing great things at stations all around the country.

There is a real need to define what marketing means, not only at the station level but also within the broadcast industry. I attended every Radio '86 marketing session (don't get caught up in the bravado — there were only four) and was a panelist on one of them. In each case, the definition of the subject was different. What the sessions had in common was the acknowledgement that marketing plays a central role in overall station success.

One panelist, WTKN & WWSW/Pittsburgh GM Diane Sutter, feels that marketing is sales. Accordingly, she trains her salespeople to serve as marketing consultants and researchers who survey their clients to develop a marketing plan. I really don't want to disagree with Diane in the pages of this paper, but one of the great virtues of stand-alone marketing versus sales is that the marketer never has to ask for the order. When individuals are clearly labeled as "salespersons," on the other hand, they are there to sell something.

In the session titled "Marketing Case Studies," six researchers (and they were six of the best) did a clinic on research as it relates to marketing. By dint of their pure marketing experience, however, they were completely unable to deal with the specifics and examples demanded by the panel's title.

Ironically, BPME — the industry's marketing association — was an exhibitor but, according to Seminar Director Lance Webster, had no input to the program sessions or the panelists who populated them.

Marketing is vital to the success of our industry, but to paraphrase an old saw, "the only thing worse than no marketing information — is bad marketing information." I hope NAB continues to include marketing sessions in the program to better educate and inform PDS and GMs, and uses not only our industry's resources but those from the outside to provide additional information and perspective.



Roxann Miller, Research Associate of the Research Group, fired the first marketing shot at the audience. Joining her were Interop's Erica Farber and WTKN & WWSW/Pittsburgh GM Diane Sutter.



HOT SPOT — A frame from the new Special Delivery spot from CIM crackles with electricity.



A few of Hazel's furry friends mug for the camera.



TRIP TICKET — Take A Trip America debuted a new travel promotion program.

ONE YEAR AGO TODAY

- Howard Stern out at WNBC/New York
- Jim Smith VP/GM at KFRC/San Francisco
- Arbitron sues KELI/Tulsa for \$60 million
- #1 CHR: "Take On Me" — A-Ha (WB)
- #1 AC: "Part-Time Lover" — Stevie Wonder (Tama/Motown)
- #1 BJU: "Part-Time Lover" — Stevie Wonder (Tama/Motown)
- #1 Country: "Some Fools Never Learn" — Steve Wariner (MCA)
- #1 AOR Track: "You Belong To The City" — Glenn Frey (MCA)
- #1 LP: "Scarecrow" — John Cougar Mellencamp (Riva/PG) (6 wks)

FIVE YEARS AGO TODAY

- Tim Kelly PD at WLUP/Chicago
- #1 CHR: "Arthur's Theme" — Christopher Cross (WB) (2 wks)
- #1 AC: "Arthur's Theme" — Christopher Cross (WB) (3 wks)
- #1 BJU: "When She Was My Girl" — Four Tops (Casablanca/PG) (4 wks)
- #1 Country: "Step By Step" — Eddie Rabbit (Elektra) (3 wks)
- #1 LP: "4" — Foreigner (Atlantic)

TEN YEARS AGO TODAY

- ABC buys WMAL-AM & FM/Washington for \$16 million
- Walt Baby Love joins WNBC/New York
- #1 CHR: "If You Leave Me Now" — Chicago (Columbia) (2 wks)
- #1 AC: "If You Leave Me Now" — Chicago (Columbia) (3 wks)
- #1 BJU: "Here's Some Love" — Tanya Tucker (MCA) (2 wks)
- #1 LP: "Hasten Down The Wind" — Linda Ronstadt (Asylum) (3 wks)

On The Floor

It appeared that there were more exhibitors this year than ever before. Prominent among them were spot producers, and at least two debuted new product. One inspired a wonderful case of deja vu: CMI (Celestial Mechanics of L.A.) has jointly produced "Special Delivery," an outstanding spot in support of a direct mail campaign by Harte-Hanks Direct Marketing. During the direct mail panel at the recent BPME meeting in Dallas, the panelists agreed that the best way to alert listeners that a direct mail piece was on its way would be with TV — and now CMI and HHDM have done it! The production values are sensational, and the spot should be a real excitement generator which will heighten anticipation — and response — to any direct mail campaign.

Nashville-based Filmhouse continued its push for direct TV (R&R 7/4). The company also introduced its first Urban effort, a series of custom spots produced for WBLB/New York. It's nice to see one of the industry's leading producers recognizing and responding to the prominent position Black/Urban radio currently occupies.

Trips are hot, and a new syndicated radio travel promotion company was on the floor at the convention. Called Take A Trip America, the company offers a

turn-key promotion revolving around a scratch-off travel ticket. Prizes range from three days in Vegas to eight days in Hawaii. A word of caution: not all opportunities include airfare, so you have to be careful when awarding prizes to make absolutely certain that the winners understand this critical element of the promotion.

Station Mascot Tailor

If you have been thinking about creating a station mascot but have not been able to find a manufacturer, your prayers have been answered! A mysterious woman known only as Hazel has opened Hazel's Fantasy Factory in Oklahoma City. She and her staff can help you develop a concept and manufacture a costume which will best reflect the image of your station.

You're always supposed to save the best for last, and we have — at least semantically! It's called "The Best Contest," and it's based on a listener poll of what they consider the best things in your market (health club, restaurant, clothing, etc.) This is a program designed to break the cash contest habit which is so pervasive in our industry. Among the fun prizes are: "The Best Night On The Town" (limo, restaurant, club, hotel suite), "The Best Look In Town" (a wardrobe prize), and "The Best Sound In Town" (a stereo system).

It's a promotion that takes listeners' perceptions of the "Best" of everything in your town — and gives it to them! The primary benefit that accrues to your facility is that your listeners will associate your station with the "Best" — and thereby make you the "Best!" — not a bad position to occupy. This concept comes from Atlanta-based Radioactivity Promotions, Inc.

Final Thoughts

The more I thought about Radio '86 from a marketing perspective, the more I realized that what our industry really needs is a standardized definition of "marketing." With a generic term as our base, we can at least better develop and populate panels which will address the marketing needs expressed by the attendees. I certainly hope NAB and BPME get together and come up with a model term with which we can all work. Until then, confusion will reign supreme — as it did in New Orleans a few weeks ago.

If you have any starter thoughts on this definition as it applies to our industry's daily operation, send them to me and I'll publish a column including all the variations. Perhaps we can find our ideal amongst them.



YVONNE OLSON

UNIQUENESS IS ON ITS SIDE

KCBS: A Run At Number One

KCBS/San Francisco has been a News/Talk station since 1968. It's also been winning for a majority of the years since then - not as number one, but as number two. For the past 11 years, it's held court behind format rival KGO. Although being number two isn't bad, it's certainly frustrating to come so close to grasping that coveted spot.

Slight Victories

This can't be described as a nip-and-tuck race, however. KGO has claimed a definitive lead all these years by more than a few points (see box), and retained the number one 12+ crown in the spring '86 ratings. But in that book KCBS made a sizable dent - beating KGO in both morning and afternoon drive.

KCBS Director/News & Programming Charlie Seraphin attributes the success to extensive change. He joined the station in 1981 and immediately began turning it around.



Charlie Seraphin

The result is a fast-paced, contemporary News station that literally keeps the beat. The music of Genesis, Kenny Loggins, the Cars and other artists provides backdrops for promotional spots and program intros.

"We try to tell our listeners that we're hip, too," said Seraphin. "We know that the vast majority of listeners tune in to two or more stations, so we associate with the other sounds they're paying attention to."

All-Hit News

"Our main aim is to sound like a 1986 station," he continued. "We

view stories with a kind of hit-music philosophy; some stories can be repeated often, and others should play only once an hour or once a shift. I don't go with the old 'group like stories together' routine. It's better to tell listeners subconsciously that if they don't like a particular story, they are liable to like the next one. I also feel that if you spread similar items throughout a newscast, time spent listening and quarter-hour maintenance increase."

KCBS Ratings

	Sp '85	Su '85	F '85	W '86	Sp '86
KGO	8.2	7.8	9.0	7.6	7.2
KCBS	5.2	4.8	6.2	6.6	6.8

He doesn't play spots back-to-back, is extremely sensitive about crime and blood and guts issues, and, above all, gets every angle of a story.

"I don't believe in redundancy," he said. "If we're on a big story that's running three or four times an hour, it's got to be a different angle each time. If a reporter only files one side, the minimum turnaround for that piece is two hours. If we have two versions, the maximum number of times you'd hear it is once."

Narrowing Or Closing The Gap?

Besides the drivetime news, attention is paid to what listeners might be doing during the day (see programming schedule). Information is provided on a wide range of topics, and listeners are strongly

News 74 KCBS program schedule

MONDAY-FRIDAY

- 4-5 AM: The CBS London Connection (Weekend Only)
- 4-5 AM: News with Frank Knight (except Monday)
- 5-6 AM: News with Stan Burger and Mike Ruzpfer and Mike Lusignea
- 6-9 AM: News with Bruce Blake, Stan Burger
- 10-11 AM: CBS Kitchen with Harvey Steeman, Al Hart and Joe Carcione (Thursday and Friday)
- 11 AM-NOON: CBS Call For Action with Barbara Kurlin and Al Hart
- NOON-1 PM: News with Al Hart and Bob Price
- 1-3 PM: Jan Beck's Journal
- 2-7 PM: News with Jan Beck, Bob Price, and Al Hart
- 7-8 PM: NASA and Company
- 8 PM-1 AM: The Larry King Show

SATURDAY

- 6-10 AM: News with Betty Rosenberg
- 10 AM-NOON: CBS Kitchen with Paula David and George Tate
- NOON-2 PM: Automobile News with Bob Hagan
- 2-4 PM: News Editor News with Ron Schmitter
- 4-7 PM: News
- 7-9 PM: CBS Science In Action with Jerry Kay
- 9-10:30 PM: News
- 10:30-11 PM: News Sports In Depth
- 11-11:30 PM: News
- 11:30-12:30 AM: News (Program Update)
- 12:30 PM-MIDNIGHT: Topo Overseas
- MIDNIGHT-1 AM: The Jim Sanborn Show

SUNDAY

- 5-5:30 AM: World of Religion
- 5:30 AM-6 AM: Morning Townside Chat
- 6-6:30 AM: News
- 6:30-7 AM: News
- 7-7:30 AM: News
- 7:30-8 AM: News
- 8-9 AM: News
- 9-9:30 AM: News
- 9:30-10 AM: The 60 Minutes
- 10 AM-NOON: Ask The 60 Minutes with Neil Beardsley
- NOON-2 PM: News with Bob Averaging
- 2-4 PM: Night News with Dr. Michael Singer
- 4-7 PM: News
- 7-9 PM: News
- 9-9:30 PM: News
- 9:30-10 PM: News
- 10:30-11 PM: News
- 11-11:30 PM: News
- 11:30 PM-MIDNIGHT: Community Club
- MIDNIGHT-1 AM: The Larry King Show

*For Audience Participation Programs Call (600) 228-KCBS

NEWS 74 KCBS

"It's better to tell listeners subconsciously that if they don't like a story, they're liable to like the next one."

—Charlie Seraphin, ND & PD KCBS/San Francisco

"The first thing I noticed was the low energy level," he remembered. "So we worked on a jingle package, sounders, and just the basic attitude we wanted to express. Then we rebuilt all the station's systems, from physical construction to behind-the-scenes operations to the on-air format itself."

encouraged to call. Special guests appear on a number of shows to give listeners the specific information they need.

"A lot of it (station changes) was on gut instinct. You can't wait for the station to fall apart before realizing something's wrong."

—Charlie Seraphin

"People shouldn't be afraid to try new approaches," said Seraphin. "Some shows we've kept and

some shows we've dropped; a lot of it was on gut instinct. You can't wait for the station to fall apart before you realize something's wrong. My GM Ray Barnett has been wonderful in giving me the latitude to try out these new things.

"Uniqueness is on our side at this point," he continued. "In visiting other markets, I've never heard a station quite like ours, and I think it's going to work for us here."

Does that mean what we think it means? "I'm not going to say we're taking over San Francisco," he laughed. "But I hope we'll fill the gap and be the number one station. If we aren't, we'll keep on trying."

TALK TAKES



Bernard Gershon

former producer at Channel 3, Neighborhood Network News in New York ... At WCAU/Philadelphia Anita Geynson begins "The Anita Show" from 9am-1pm weekdays and Dr. Marty Weisberg will host "Speaking Of Your Health" from 1-3pm Monday-Friday ... KIOU & KDAE/Corpus Christi News Director Paul Van House exits for a writing/reporting position at KTRH/Houston.

KHTR/St. Louis morning man Chuck Buell takes on additional duties with "Total Information PM" 4-6pm on sister KMOX ... ABC Talkradio's East Coast OM David Rimmer is upped to Director/Operations & Services ... WOR New York Managing Editor/PM anchor Bernard Gershon is named News Director ... Katy Roberts joins the KXY/Oklahoma City morning team as a reporter ... Ron Fortner replaces newly-appointed VP/Operations Jack Marker at KSDO/San Diego as morning co-anchor.

CATCH SPARTAN THUNDER. SAN JOSE STATE TICKETS 2/7-FANS.

GREAT CONVERSATIONS JAN BLACK'S JOURNAL 1-3 PM NEWS 74 KCBS

NEWS 74 KCBS

KCBS gets around town



KEN BARNES

Column On The Fly

All of a sudden everything is "fly." Of course there's the remake of the '50s horror classic, "The Fly," but it's showing up in songs, too.

The Fly used to be a dance, courtesy Chubby Checker, and is again, come to think of it, via ZZ Top's "Velcro Fly" and "The Fly" by the World Class Wreckin' Cru. It occasionally cropped up in song titles ("Beatnik Fly," "Fly Me To The Moon"), but in the '70s it took on a new significance with Curtis Mayfield's "Superfly." The present use of the term "fly," in songs like the Boogie Boys' "A Fly Girl" (and its answer, "A Fly Guy") and Gwen Guthrie's "Ain't Nothin' Goin' On But The Rent" ("a fly girl like me needs security") probably derives from the superfly concept, and has come to be a synonym for a flashy, ultracool type.

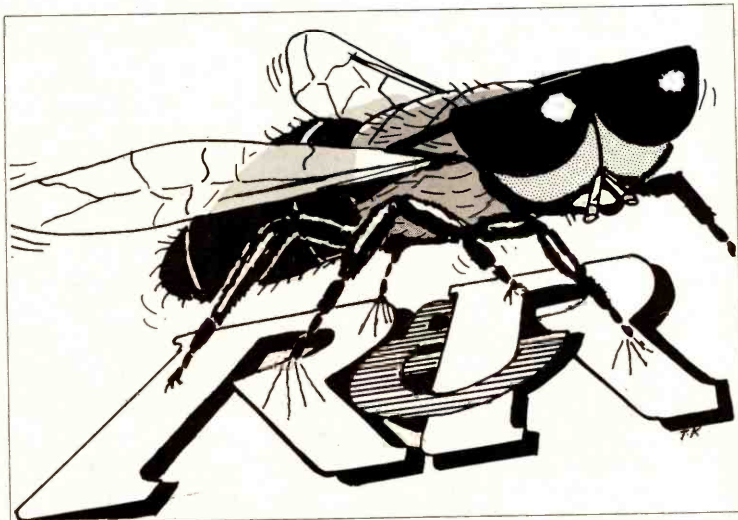
Anyway, I was thinking of R&R, as I am often paid to do, just theorizing about whether there were some things we might want to update. We change things frequently in the paper, but we try to do it gradually, nothing too jolting, because our readers seem to like our constancy and reliability.

But one thing we haven't changed in at least a decade is our slogan, the one that appears on the front page on top of the logo between the issue number and the date. We did throw a "weekly" in the middle a few years back, but it's been some variation of "The Industry's Newspaper" forever (except for the April Fool's 1983 issue, when it became "The Industry's Fishwrapper").

I was looking for something sharp, hip, with-it. And then, listening to Gwen Guthrie on the radio one evening, it came to me: the perfect slogan for the modern-era Radio & Records. I'm going to propose it at our next executive session: R&R, The Industry's Fly Paper. Think it'll stick? I'll keep you posted.



The Mosquitos gave the Monkees a chart bite



Insects & Insets

From the Fly to the Mosquitos: readers have no doubt been clamoring to get a glimpse of the Mosquitos, the New York pop group who performed the original version of the Monkees' "That Was Then, This Is Now." This is them (at bottom left), from the cover of their recent independent EP.

Sententious Subject

John Hammond, Director of Publicity & Promotion at Living Music, suggested an ambitious topic for me. I quote:

"How could you leave out the immortal subject 'Bands Whose Names Are Complete Sentences?'"

"Probably the most famous two examples that spring to mind are It's A Beautiful Day and Frankie Goes To Hollywood. Encouragingly enough (at least for people like me who follow these things), there are at least two current examples: **Boys Don't Cry** and **The Lover Speaks**.

"By stretching the rules a bit one can derive lots more examples. The most grammatically legitimate approach would be to allow for imperative sentences as well as subject-object constructions: thus **Go West**, etc.

"And let's not leave out band names that (I think) form complete sentences in other languages. The recent new wave scene has given us both **Husker Du** and **Yo La Tengo** as good examples. For that matter, who knows — maybe **Bourgeois Tagg** means something terrible about one's mother in **Low-er Urdu**."

Well, that topic deserves a sentence of its own . . . without parole.

Ron Marsh, most recently MD at WZLD/Columbia, SC, sent a long list of songs about the radio, which adds several titles to a list I compiled a while back. These will probably show up in a forthcoming column.

Inspired by ZZ Top's "Velcro Fly" (and this column's theme), it's time to update the Land Of A Thousand Dances file by adding a few new dances to the ongoing list (which I may have to republish as a separate document someday):

- The Broken Hip/Olympics
- The Bumble Bee/Don Day Curtis
- The Cling/Brian Withers
- The Clown/Delle Haskey & Their Natural Selves
- The Earth Worm/Maurice Dollison & The Turnkeys
- The Fuggle Hop/Accents (pronounced "F'yoogull," in case you were worried)
- The Get Down/Bo Dud & Johnny Twist
- The Goodbye/Meri D. Marshall
- The Greasy Chicken/Andre Williams
- The Island Hog/Tony McKay
- The Jack Knife/Franatics
- The Peek/Kofe Tex
- The Reo/Sharon Robbins
- The Roach/Gene & Wendell, also the Spats
- The Slip/Imperialis
- The Turkey Walk/Barry Jones
- The UT Itch/Eddie Pace
- The Whoopie/Sugar Pie DeSanto
- The Wounded Camel/PJ & The Gentry

More Columns You'll Never See . . . Or Will You?

The pair of columns I did on rejected topics inspired more people either to add items to some of the scrapped ideas or come up with their own, which I appreciate greatly. KINY/Juneau's Vic Leamer thought of another song about Russia, "Siberian Nights" by **Twilight 22**. Vic also sent a long list of songs about running, which I may well run one of these weeks.

Meanwhile, CFNY/Toronto's Don Berns had a couple more Soviet ditties, "Disco In Moscow" by the Vibrators and "Moscow Drug Club" by B.B. Gabor. Keep this up and I may have enough actually to compile a Russian songs column! (I wonder if there's any significance to the northern location of both these correspondents. Maybe the USSR's more on their minds in the northern latitudes.)

Don also brought up another notable example of a band plagiarizing itself, a la the example I'd cited, the Kinks. He mentions the Thompson Twins' snippet of "In The Name Of Love" injected into "Love On Your Side." On a similar note, Andy Golding suggests an exploration of songs that deliberately employ recognizable chunks of other artists' records, along the lines of Eddie Money's "Take Me Home Tonight" and its Ronettes lift. Interesting . . .

KEYQ/Eagle, CO MD Penny Mitchell rushed me a letter right after Part I of the Weirld Band Names column came out to sug-

gest the **Butthole Surfers** be sure and get a mention. She wrote, disarmingly, "I doubt that this letter will reach you by the time Part II goes to press, but . . . there's always a chance that I might actually be able to contribute some timeless bit of knowledge to 'On The Records' . . . in which case all past achievements in my career would seem totally insignificant."

Sarcasm will get you every-where, Penny. I hope you weren't devastated when you saw the **Butthole Surfers** listed in Part II . . . but at least you were prepared for the eventuality. (Penny also proposed the **Philly Hardcore** Compilation, apparently a group and not an anthology, as a suitable entrant, notably for their song "I Killed My Family (And I Don't Know Why)."



Madonna's hero, Papa John Creach

Finally, **Donna Brake**, who has become quite notorious nationally for misconstruing Madonna's "Papa Don't Preach" as "Papa John Creach," passed along a note on that subject from Lyn Palmer at WMPH/Scottsburg, IN: "I just read about 'Papa John Creach' in Ken Barnes's column. I think you made a pretty easy mistake — but then again, I'm the one who thought **Billy Idol** was singing 'How's about a date?' Kinda cute, right? The song was 'Eyes Without A Face.'"

Everybody in radio must tangle up song lyrics from time to time. It could well make a great column if you all want to send in some of your favorite manglings. I remember I used to think the opening lines in "Brown Sugar" were "No-go sleigh" instead of "Gold Coast slave"; I must have thought it was a hot rod Santa Claus song. And Jeff Green, among many others, I think, used to think "There's a bad moon on the rise" from CCR's "Bad Moon Rising" was "There's a bathroom on the right."

Speaking of Donna Brake, by the way, I just read her farewell column and got a little misty. We're all going to miss her intelligence, cheerful personality, and great sense of humor, all of which she selfishly decided to take with her rather than leave here with us. We wish her the best.

There are cuts.
There are good cuts.
There are great cuts.
And then there are GROOVES.

SET ME FREE

the new smash dance cut by

JAKI
graham

It's a serious groove.

Produced by Derek Bramble

Capitol

© 1984 CAPITOL RECORDS, INC.



We Would Like
"SPIRIT IN THE SKY"
 To Be The Most
 Unreported Record
 Played At
 Top 40 Radio
 This Year.
 Play It And
 You'll See It Happen!
 Here's The Proof:

KKBQ #2

"Instant phones! Showed sales action after two weeks airplay!"
 —JOHN LANDER
 "Been a proven hit in Houston for many weeks now."
 —RON PARKER

KRBE Top 5

"Spirit In The Sky" has performed very well for us — Top 5 phones
 all the time...it's a SMASH!"
 —PAUL CHRISTY

CFTR #6

"Smash single!"

KWK Top 5

"Within one week, it was the #1 most requested — within 3 weeks,
 it was a Top 10 selling single in the St. Louis market. Great response
 on the record!"
 —KIM POOL

KJYO Top 10

"Number 1 in sales and requests!"
 —KEITH DAVIS

WPHD Top 5

"Airplay in Canada prompted a response we couldn't ignore.
 When we added it, it just took off."
 —JOHN HAGER

KEGL Top 15 hot report (frozen)

"Doing well in call out research."
 —JOE FOLGER

WRNO Top 20

"Great re-make of a great oldie — instant phones appealing
 to all demos."
 —MIKE COSTELLO

Y100

"Spirit In The Sky" has been a Top 5 request for 4 weeks. This
 is a mass appeal record because teens are responding and adults
 are already familiar with it. This is exactly the type of record we
 love to play because it pleases everyone. This record has been a
 major success here and programmers everywhere should be
 playing this record."
 —FRANK AMADEO

WTLQ

"In the year of the re-make, I think this is the best one. There
 has been an incredible immediate response both on the phones and
 at retail. If you're not playing Spirit In The Sky, you're missing
 the boat."
 —BEN SMITH

**KWK
 WMMS**

"It was the surprise hit of the summer. It drove our phone
 operators crazy."
 —JOHN GORMAN

KKRZ

"Instant phone reaction. ALL DEMOS!"
 —SEAN LYNCH

DOCTOR & THE MEDICS



DATEBOOK

SEAN ROSS

**CMA Awards Week &
 The Word "Freaky"**

MONDAY, OCTOBER 6

1969/Enduring classic #1: "Something" becomes the first Beatles single with a George Harrison A-side.
 1976/Enduring classic #2: Rick Dees's "Disco Duck" is certified gold.
 1978/Jesse Jackson denounces the Rolling Stones' "Some Girls" for its opinions on the sexual appetites of
 black women.
 1980/Charging misrepresentation, fraud, and "unfair enrichment," the Bee Gees sue Robert Stigwood and
 PolyGram for \$200 million.
 1985/Nelson Riddle dies at age 64 of a heart attack and kidney failure. The tracks from his third and final
 collaboration with Linda Ronstadt have just been released.
 Birthdays: Thomas McClary (ex-Commodores) 1949, Kevin Cronin (REO Speedwagon) 1951, Laudir
 DeOliveira (Chicago) 1940.

TUESDAY, OCTOBER 7

1959/After an extensive period of dieting/binging, Mario Lanza dies at age 38.
 1975/John Lennon finally wins his battle with immigration authorities to stay in America.
 1977/Linda Ronstadt's "It's So Easy" becomes a rare simultaneous second single, even-with "Blue Bayou" still
 on its way up the charts.
 1979/Joe South and the Louvin Brothers are inducted into Nashville's Songwriters Hall of Fame.



Jackson Browne, John Cougar Mellencamp, John Entwistle, Midge Ure

1984/The Willie Nelson/Kris Kristofferson film "Songwriter" premieres in Nashville.
 Birthdays: John Cougar Mellencamp 1945, Kevin Godley 1945, Tico Torres (Bon Jovi) 1956.

WEDNESDAY, OCTOBER 8

1966/LSD is officially declared to be a dangerous and illegal substance by the federal government.
 1980/Bob Marley collapses onstage in Pittsburgh, becoming the second rock star to do so in four days.
 (Carly Simon had been first.) Marley is flown to Sloan-Kettering in New York but his people deny that he has
 cancer — despite Sloan-Kettering being a cancer hospital.
 1984/Anne Murray wins the CMA LP of the Year award for "A Little Good News," marking both her first CMA
 award and the first time a female artist has scored best LP.
 1985/Little Richard is severely injured in a West Hollywood auto accident. Also, Dave Marsh's "Sympathy For
 The Devil" appears in the Village Voice, asserting, among other things, that the RIAA has capitulated to the
 PMRC and that a program of artist blacklisting will follow any sort of ratings system.
 Birthday: Robert Bell (Kool & The Gang) 1950.

THURSDAY, OCTOBER 9

1964/The British Musician Union imposes an anti-apartheid embargo on South Africa tours and the Rolling
 Stones cancel theirs.
 1966/Eco-System of Life Pt I: John Lennon & Yoko Ono meet.
 1973/Eco-System of Life Pt II: Elvis & Priscilla Presley are divorced.
 1985/Central Park's "Strawberry Fields" is dedicated as a birthday tribute to John Lennon.
 1985/Family warfare pts I & II: The Isley Brothers release "Colder Are My Nights," their first 45 since the
 younger members of the group defected to become Isley/Jasper/Isley. George Johnson's "Back Up Against
 The Wall" is issued on Qwest, credited to "Brother Johnson," just in case nobody remembers what group he
 came from.
 Birthdays: John Lennon would be 46. Jackson Browne 1948. John Entwistle 1944.

FRIDAY, OCTOBER 10

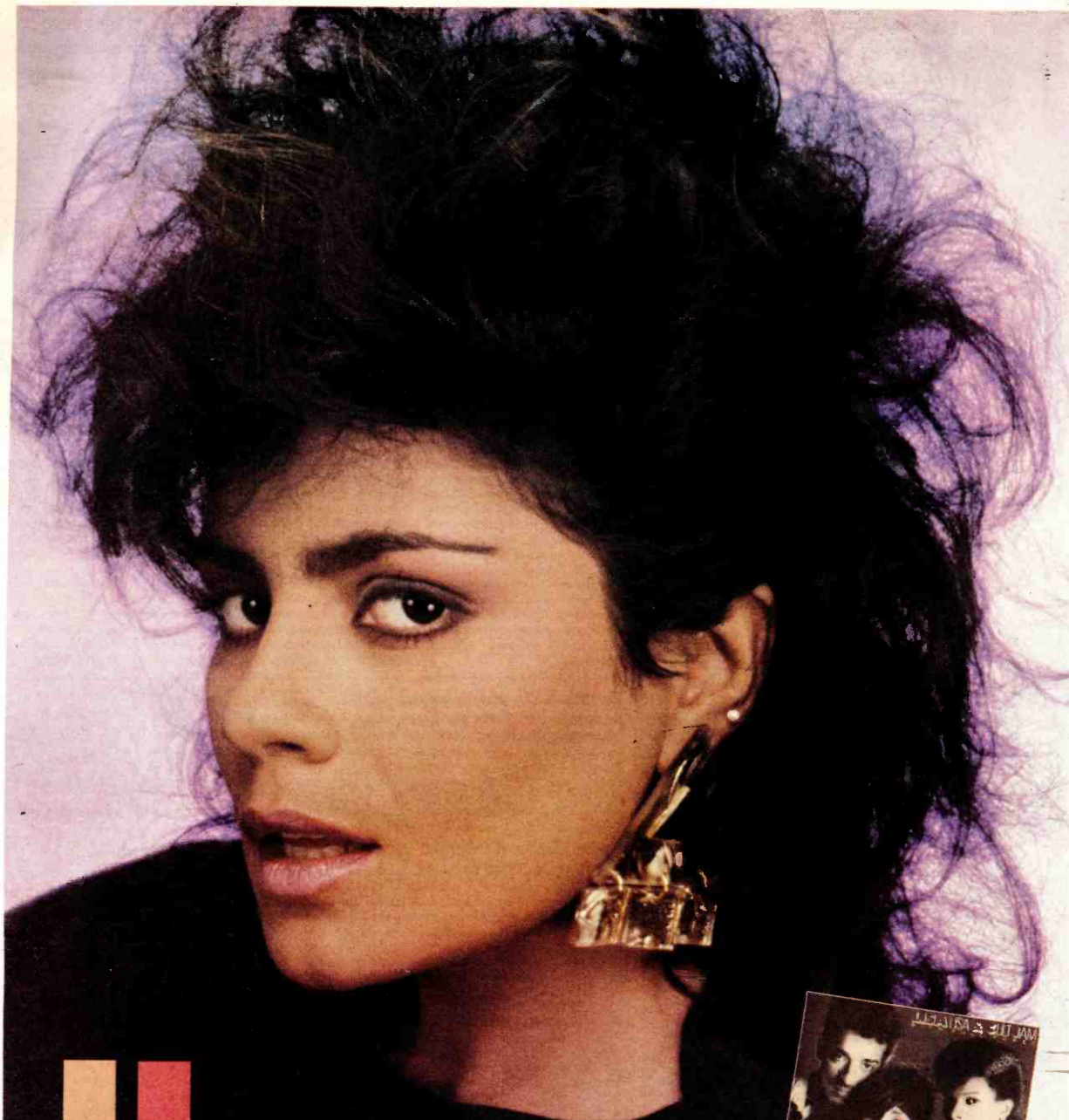
1950/Elektra Records launched as a Jazz/Folk label.
 1962/The BBC bans "Monster Mash" under regulations that prohibit airing anything considered "offensive."
 1975/Dolly Parton's dress pops open as she's being named the CMA's Entertainer Of The Year on television.
 She covers herself with a fur loaned from the audience.
 1975/In a trade ad for "I Wanna Do Something Freaky To You" by Leon Haywood, 20th Century Records
 declares the word "freaky" to be "one of the most popular words used in the English language today."
 1979/Fleetwood Mac Day in Los Angeles. They get their star on the Hollywood Walk of Fame.
 Birthdays: David Lee Roth 1955, Midge Ure 1950, Tanya Tucker 1958, Martin Kemp (Spandau Ballet) 1961.

SATURDAY, OCTOBER 11

1968/Aretha F-nklin picks up a 7th gold record for her cover of "I Say A Little Prayer."
 1976/"Good Heated Woman" is named the CMA single of the year. "Wanted — The Outlaws" is named best
 LP. Waylon Jennings wins three awards altogether but doesn't show to collect any of them. Kitty Wells
 who presumably does show up, is elected to the CMA Hall of Fame.
 1984/Former Lansing DJ Jon-Erik Hexam kills himself with a blank pistol on the set of "Cover Up."
 Birthdays: Daryl Hall 1946, Dottie West 1932.

SUNDAY, OCTOBER 12

1970/The "Jesus Christ Superstar" LP is released in America. A year later it opens on Broadway.
 1973/Great promotional ideas from the '70s, cont. KMET/Los Angeles holds a mass wedding in front of
 the La Brea Tar Pits. Infamous used-car dealer Cal Worthington is one of those in attendance.
 1979/The Police's "Regatta De Blanc" LP issued. Also, Casablanca's Kidworks label launched with three
 Ronald McDonald albums.
 1984/Jennifer Rush's "The Power Of Love" goes #1 UK.
 Birthdays: Melvin Franklin (Temptations) 1942, Sam Moore (& Dave) 1935, Donnie Dacus (Chicago) 1951.



LISA LISA TAKES IT HOME—GOLD!

Columbia Records salutes Lisa Lisa And Cult Jam With Full Force on their gold debut album! With the strength and year-long commitment of Columbia Records behind them, all the barriers were broken—making Lisa Lisa a household name on all formats! "LISA LISA AND CULT JAM WITH FULL FORCE" Featuring the new hit single, "All Cried Out," plus the Top-10 hit, "I Wonder If I Take You Home" and "Can You Feel The Beat" On Columbia Record, Cassettes and Compact Discs.



Produced by Full Force. Management and Direction—FULL FORCE Productions and "Easy" Steve Salem. © 1985 CBS Inc. 1985 CBS Inc.

Everyone is
"GOIN' CRAZY!"
 for David Lee Roth's
 new single
 from the album
EAT 'EM AND SMILE.

NEW & ACTIVE

WKSE deb-36 KXYQ 28-25
 WPHD 27-23 KDON 39-37
 WCAU 35-33 WGAN 34-29
 WAMX add KQIZ 31-26
 WKRZ 36-34 Q104 add
 WKQB deb-35 WCIL deb-22
 KZOU 31-29 WLRW 25-22
 Y106 37-34 KKLS 15-13
 WKZL add KDVV 37-35
 WGRD 26-24 KHTZ 35-31
 WRON 27-25 OK95 33-30
 KIYS 31-26

TRACK 14



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BRAD MESSER

CALENDAR

Not All Want Traditional News

If the radio audience would rather hear about Joan Rivers's tummy-tuck surgery than about something a PLO faction did, and prefers to know everything about British Princess Di but nothing about British foreign policy, where does that leave many of our traditional radio newsmen? I'll tell you where it leaves them. It leaves them bitching and moaning. And in increasingly limited demand.

There is a place, in fact many places, for standard, serious, fact-filled radio newscasts, which serve an admirable purpose and fill a real need. But some newsmen find it difficult to understand that significant numbers of listeners no longer prefer dead-serious traditional newscasts jammed full of "what the audience needs to know, not what it thinks it wants."

More and more programmers are working to cater to the listener's desire for the right combination of news and information, which includes virtually anything of interest.

Let's trot out the nation's top-rated newscaster as an example. Paul Harvey just can't be trusted to lead every newscast with what journalists would agree is this hour's top story. Oh, no. Harvey seems to lead with anything (no matter what the category) that is interesting. Might be the top story, might not. Anyone want to argue with his ratings?

Of course, somewhere in his newscast, Harvey can be relied on to include the legitimate top story, and it will contain all the facts necessary for clarity and balance,

but it won't sound like the straight wire copy which many traditional newsmen stubbornly hold up as "the way news should be done and the way I've always done it!"

It's a fact. The line separating news from general information continues to erode, and there is a growing demand, in markets of every size, for the newsmen-as-personality rather than newsmen as Voice Of Authority.

Admit it, newsmen. A whole passel of folks would much rather hear details of the plot twist that got Bobby into Pam's shower on "Dallas" than be told anything that happened in the real city of Dallas.

There's a real market out there for plain ol' interesting information. Whether a newsperson wants to cater to it is his or her business. And, most certainly, the business of those who do the hiring.

Egyptian President Assassinated

MONDAY, OCTOBER 6 — Egypt and Syria attacked Israel in 1973 on the Jewish holy day Yom Kippur. In the 18 days that followed, the Israelis counterattacked so fiercely that Israel ended up grabbing new territory. Five years ago today, in Cairo, while reviewing a military parade commemorating the Yom Kippur surprise attack, Egyptian President **Anwar Sadat** was assassinated (1981).

20 years ago, "The Dating Game" premiered on TV (1966). The first full-length movie with sound, "The Jazz Singer," starring **Al Jolson**, premiered 59 years ago (1927).

Births: Explorer **Thor Heyerdahl** 1914. Inventor **George Westinghouse** 1846. Clipper ship designer **John Griffiths** 1809.

"Achille Lauro" Seized

TUESDAY, OCTOBER 7 — Four terrorists seized the Italian cruise liner "Achille Lauro" a year ago today, demanding the release of prisoners held by Israel and threatening to blow up the ship (1985). **Leon Klinghoffer**, a 69-year-old American confined to a wheelchair, was shot to death and thrown overboard. The terrorists were captured two days later, and as they were being flown out of Egypt on the 10th, American Navy F-4 fighters intercepted their commercial airliner without firing a shot, forcing it to land in Sicily, where Italian authorities took the terrorists into custody.

Dick Clark's "American Bandstand" premiered 29 years ago (1957).

Birthdays: Cellist **Yo-Yo Ma** 31. **June Allyson** 63. Economist **Walt Rostow** 70.

Dog Conducted Murder Trial

WEDNESDAY, OCTOBER 8 — One of the world's strangest trials took place 625 years ago in France (1361). Several months earlier, a man and his dog had gone walking in the woods near Paris and the dog returned alone. Searchers followed him back into the forest. The dog led them to a fresh grave which contained his master. A few days later, by chance, the dog saw a man named **Macaire**. Without warning, he went for the man's throat. **King John the Second** heard about the incident and ordered that the dog and Macaire be brought together again to fight it out. On this date in 1361, on the green at Notre Dame, Macaire was given a club and the dog was turned loose. Within minutes the dog had him down, by the throat, whereupon Macaire begged the king for mercy and confessed to the murder.

30 years ago, **Don Larsen** pitched the only perfect World Series game (1956). The Great Chicago Fire began in 1871.

Birthdays: **Sigourney Weaver** 37. **Chevy Chase** 43. Rev. **Jesse Jackson** 45. **David Carradine** 50.

Meteor Shower Tonight

THURSDAY, OCTOBER 9 — The peak of the annual Draconid meteor shower, such as it is, is forecast around 10pm EST this evening. Look toward the northwest but don't anticipate more than, say, ten "shooting stars" per hour.

40 years ago, the first successful electric blanket was manufactured (1946).

Clement Adler of France piloted his airplane "Eole" erratically for about 50 yards in 1890, the first flight of a powered aircraft with wings. About 13 years later, the **Wright Brothers** made the first controlled powered-airplane flight.

Yale College was founded in 1701. Harvard College held its first commencement exercises in 1642.

Birthdays: **Jackson Browne** 37. **E. Howard Hunt** 68. **John Lennon** would have been 46.

100th Anniversary of the Tuxedo

FRIDAY, OCTOBER 10 — Tobacco heir **Griswold Lorillard** caused a stir among New York's high society 100 years ago this evening, when he arrived at the Autumn Ball of the Tuxedo Park Country Club not wearing the standard formal long-tailed dress coat. Instead, he wore a short, black jacket with satin lapels. Lorillard had enough social clout to get by with it, and the tuxedo was born (1866).

35 years ago, the first direct-dial international telephone call was made (1951).

Birthdays: **Tanya Tucker** 28. **Martina Navratilova** 30. **David Lee Roth** 31. **Ben Vereen** 40. **Lee Grant** 55.



ADAM WHITE

RECORDS

The 12-inch Single: Healthier Than Ever?

Last year, US record companies released three times as many 12-inch singles as they did five years ago: 900 compared to 300. The number of 7-inch singles issued during the same period declined by one-third: from 3400 to 2200.

These RIAA statistics, coupled with a sample of record industry opinion, suggest that the commercial 12-inch single is healthier now than at any time during its ten-year existence. It may also be more secure than the 45 as an ongoing configuration. People interviewed for this series of articles about the single's future are quick to offer the conventional view that 45s lose money, even as they perform a vital promotional role. Few of those people are so downbeat when it comes to discussing the larger single.

Aggressive Players

One prominent indie executive has described the 12-inch as "the 45 of the '80s." That level of success hasn't necessarily come to pass, but majors and independents alike have become better at marketing the maxi-single over the past couple of years, and are enjoying profits from it. Several labels have become aggressive in this field recently — Atlantic springs immediately to mind — and so have several major merchandisers, including the nation's largest, Musicland.

Further stimulating the 12-inch market at present are such hybrid Urban stations as WQHT/New York and KPWR/Los Angeles, as well as others around the country. Continuing their commitment to the configuration (which they helped pioneer) are the clubs, record pools, and leading-edge specialty retailers.

Sales trends of singles in general, and of the 12-inch in particular, have been discussed lately at a number of companies (such as during the WEA convention in September). It's believed that with R&B product, those labels' unit sales on singles are currently running at around 65% for the 7-inch, 35% for the 12-inch. With pop/rock releases, those figures are approximately 75% 7-inch, 25% 12-inch. And the larger configuration's share of sales is increasing.

That's also the trend with RCA and Arista, where 1985 shipments of 12-inch singles for the two labels combined were 9% ahead of '84, and 7-inch shipments were down 3.5%.

Better Marketing

"The majors are greatly excited about the 12-inch business, and they see sales increasing," confirms Musicland's Ray Schnepf, National Singles Buyer for the

520-store chain. "The R&B consumer is especially making the switch from 45s, he says, "but there's quite a demand in pop also."

Schnepf is one of those who believes the upturn is partly attributable to better marketing. "The majors are giving the configuration more thought, and realize that one customer may buy a 12-inch for the extended single version, another for the club mix, and another for the non-LP tune. Labels understand that 12-inch sales are not just dance-orientated anymore. For instance, we did very well with the Patti LaBelle/Michael McDonald release."

Will the 12-inch eventually supercede the 45? "I've heard companies talking about it," says Schnepf. The unavailability of a 45 would mean "some lost sales," he says, given the \$2 price difference. "But if the consumer really wants the product, the 12-inch is something they would work into their lifestyles."



Daniel Glass

When major record companies significantly reentered the 12-inch scene a couple years ago, concern over lost album sales was voiced. Says MCA Executive VP/Marketing & Promotion Rich Palmese, "I think the industry has gotten away from that idea — certainly we have here — and recognized that the 12-inch buyer is very much a 12-inch buyer: a separate market, its own market."

Too Many Releases?

Nevertheless, the majors may still be releasing too many 12-inch titles. "As an industry, we're all guilty of overloading the market,"

comments Chrysalis VP/Promotion Danny Glass. "Labels should do more test-marketing to key stores and key DJs, and use that response to gauge whether a commercial release is necessary. The majors' retort is that a 12-inch is artist development, but I say it's expensive, between mastering, pressing, and jackets. Before companies do that, they should get 50 test pressings out. As it is, the decision-making process is just too loose."

"I look forward to the day when the 7-inch is a thing of the past. We don't put them out unless we absolutely have to."

— Monica Lynch

One-stops service many mom-and-pop stores. A comment from Chicago's Galgano Records buyer Keith Medin is typical: "No question, the majors put out too many 12-inches. It's hard for people to keep up, especially with things that a label really isn't working. And if



Monica Lynch

the single's not selling, certainly a \$4.98 12-inch isn't going to sell." Medin also warns against some labels' habit of dropping the 45 for the larger single is available, pointing to the Timex Social Club and Joeski Love ("Pee Wee's Dance") as examples. "There's a whole bunch of consumers out there who can't afford to spend \$3 or \$4 on a record." Don't disenfranchise them from music, he emphasizes.

Labels' Responsibility

Indie record companies would like nothing more than the disappearance of the 45, judging by comments from Tommy Boy President

Stars On 33

The 12-inch single (at 33 rpm, mostly) is healthier than ever. How healthy is it? This year, the pacesetter is definitely "Rumors." According to Macola Records President Don Macmillan, the Timex Social Club hit has sold roughly 60% of its one million units on 12-inch. Hollywood-based Macola, which handles the Jay Records release through a network of independent distributors nationwide, also has the "Rumors" spin-off, "Roaches." As of mid-September, Macmillan claimed "Roaches" has sold around the 250,000 mark.

Another hot indie, of course, is Profile. Label President Cory Robins said Run-DMC's "Walk This Way" has passed 110,000 in 12-inch. "My Adidas," the group's earlier release from their third album (itself now past two million) moved around 175,000 on 12-inch.

In The Ballpark

Major-label activity is a little harder to pin down, but you can bet that a hit like Peter Gabriel's "Sledgehammer" (Geffen) exceeded 100,000 pieces on 12-inch. Atlantic won't go public with the sales of "I Can't Wait" by Nu Shooz, but

250,000 probably wouldn't be out of the ballpark.

Last year's top-sellers included Doug E. Fresh and the Get Fresh Crew's "The Show" (Reality/Fantasy) and Madonna's "Into The Groove" (Sire). The RIAA certified both for 12-inch sales of 500,000.

Among previous hits certified gold on 12-inch — excluding 45 sales, that is — were "Double Dutch Bus" by Frankie Smith (WMOT) in 1981, "The Breaks" by Kurtis Blow (Mercury) in 1980, and the Donna Summer/Barbra Streisand duet "Enough Is Enough" (Casablanca), also in '80.

Monica Lynch and Sleeping Bag Executive VP Ron Resnick. "I look forward to the day when the 7-inch is a thing of the past," says Lynch. "We don't put them out unless we absolutely have to." That, of course, is usually tied to store reports for radio. "Stations think there's a distinctly different buyer for the 12-inch and the 45," she

Atlantic's Larry Yasgar, VP/National Singles Sales and Director/Dance Music Promotion, is upbeat about the 12-inch market. By tuning into the dance club/specialty retail/indie scene, he picked up Nu Shooz, Regina, and Stacy Q, among others, and the label parlayed them into substantial hits.

The New Sounds

Yasgar says he "wasn't even thinking of radio" in the early stages, but now points to stations in Los Angeles, Miami, New York, and other markets as stimulating listener excitement — and record sales. "People want to hear the new sounds," he continues, "and a lot of them don't go to clubs. They only hear them on the radio."

The Atlantic exec emphasizes that the 12-inch requires special handling, and notes that a record can take six months to break. "You've got to stay with these things until they happen, or until you're absolutely sure a record is over." Production costs are equivalent to those of an LP, he stresses. "You have to stay on top of what you're shipping. You can't go so far ahead that you'll hurt yourself if the record drops dead."

Yasgar says the issue of 12-inch sales cutting into the album came up at WEA's Miami convention. "When I said we were going to cut off a specific 12-inch, I was booted in the meeting. They told me that in Los Angeles, for instance, the 12-inch buyer is totally separate, and wants only 12-inches. There's a lot of black product out now, even ballads, just to keep those consumers happy."



Larry Yasgar

adds, "It's labels' responsibility to teach the consumer that the 12-inch is far superior to the seven, in terms of sound quality and what you can get on the record."

Observes Resnick, "Since the 7-inch is what a lot of stations track, you have to come with it if you want to cross. But some markets aren't really big 7-inch markets, and I'm not sure who really buys them. We came out with a 7-inch of Joyce Sims' 'All And All' at the same time we issued a 12-inch remix of the original. We did 10,000 of the 45, and 40,000 of the remix. Nobody really wanted the 7-inch."



STEVE FEINSTEIN

WHERE HAVE ALL THE POWER CHORDS GONE?

Hard Rock Heroes: KISS, KNAC, Z-Rock

Think rock radio's sound-
ed pretty safe and staid
since it "grew up?" Maybe
a steady diet of Huey Lewis
and Phil Collins just doesn't
get your motor runnin' the
way a blast of Ozzy and
Judas Priest does. Fear not
— there are still a few out-
posts where the quest for
upper-demos hasn't result-
ed in the taming of the
shrill.

KISS/San Antonio is one station
that never gave up the hard stuff,
continuing to rock hard and ride
free even as most AORs became
yupified.

Just as nature fills a vacuum,
KNAC/Long Beach switched from
KROQ-styled modern rock to
"pure hard rock" last January to
provide Southern California rivet
heads with the raunch that KLOS
and KMET have spurned since
they turned their sights 25+.

Nationally, the Satellite Music
Network took the bold step on
Labor Day of switching on "Z-
Rock," a Dallas-based turnkey
channel that targets disenfranchis-
ed seekers of raw power.

"The 18-24s are virtually
impossible to reach other
than through radio. They
don't read the
newspaper or watch
TV."

— Gary Price

Contrasts

These loud 'n' proud stations
don't all sound the same, of course.
If you positioned them according to
how close they are to traditional
AOR stations, KISS would be the
closest, with Z-Rock the farthest
afield and KNAC in the middle.

KISS is the one that most resem-
bles a mainstream AOR that's
granted a generous dose of hard
rock into its mix. It gives heavy
play to Queensryche, Iron Maiden,
and Yngwie Malmsteen, but also
includes softer tunes like "It's
You" and "In Your Eyes." Of the
40 albums on R&R's 9/19/86
albums chart, it was playing 25,
while KNAC was playing only six
— Triumph, David Lee Roth, Bon
Jovi, Neil Young, George Thoro-
good, and Van Halen. Z-Rock
declined to offer its playlist; it's
safe to assume it plays no more
"crossovers" than KNAC.

While KNAC and Z-Rock both
steer clear of AOR staples that



Trip Reeb

John Hiatt

Gary Price



KISS morning duo (l-r, Steve Hahn, John Lisle).



John Tyler



KNAC aerial advertising.



Z-Rock mascot "The Ugly Man"

KISS plays, such as Steve Win-
wood, Eddie Money, and 38
Special, KNAC is more familiar
and less metallic than Z-Rock,
which does it harder and faster.

KNAC is essentially a hard rock
station that also plays metal. Its
mix often includes "relief" records
that have had AOR exposure.
Songs such as Cheap Trick's
"Dream Police," Uriah Heep's
"Stealin'," and the Who's "Acid
Queen" buffer the more hard-core
fare.

Z-Rock, on the other hand, is like
a metal station that also plays hard
rock. Its unrelenting, high-energy
mix is more likely to feature se-
quences of hard rockin' bands that
have had little AOR play.

Results

KISS is coming off a spring 8.5,
its highest share since fall '82. It
not only dominates in men 18-24,
with an over-35 share that's more
than triple the second-place sta-
tion, but is also tops in men 25-34.

KISS finishes an impressive second
in cumes, teens and women 18-24 to
CHRs.

KNAC jumped .7-2.2 in the
Orange County spring book. It
doubled its share to a 1.2 in Los
Angeles, scoring above a point for
the first time, and topped KMET in
men 18-24, beating even KLOS in
that demo at nights.

KISS

VP/GM John Hiatt (ex-KLTR/
Houston) and PD Trip Reeb (ex-

WCMF/Rochester and WMET/
Chicago) came to KISS a year ago.
They've since seen KXZL, which
had been competing head on with
KISS, change calls to KZEP earlier
this year, and start skewing 25+.

But don't expect KISS to take its
core for granted and move its
music in a more mass appeal di-
rection. It learned a painful lesson
a few years ago when, as the only
AOR in town, it spread itself too
thin. It was then broadsided by
KXZL, which in one book cut
KISS's 12.2 share in half.

This time, KISS plans to stay its
course. "You have to understand
who your audience is and what the
potential is, and be proud of what
you do," said Hiatt. "The minute
you get greedy, you make yourself
vulnerable by broadening and your
nine share becomes a five share."

Though 75% of KISS's audience
is under the age of 25, there's
money in them that metalheads,
according to Hiatt. Having a high
cume and so thoroughly dominat-
ing the 18-24 core enables KISS to
generate a high per unit cost on the
buys it participates in, he said.
Primary advertisers include bev-
erages, concerts, record stores and
stereo outlets.

"There's some
polarization, but more
common ground than
you would think,
between 18-24s and
25-34s."

— Trip Reeb

Like most AORs, KISS's 70%
male skew presents problems in
landing accounts such as grocery
stores, but as a tradeoff the station
gets the lion's share of fast food
business. International Demo-
graphics information shows that
KISS listeners aren't just a bunch
of earthdogs. "We have reasonably
good psychographics," Hiatt re-
ported. "Not the same makeup as
an AC, but as good as or better than
the CHRs or Country stations in
areas like percentage of listeners
with college degrees."

Given its hard rock image, KISS
does have to try harder at imag-
ing the station as respectable to
advertisers, Hiatt says. For in-
stance, sales literature has what he
calls a "pinstripe look," employ-
ing a different logo and look than
KISS uses in listener promotions.

Reeb came to KISS thinking that
the rough edges could be smoothed

Continued on Page 45

Hard Rock Heroes: KISS, KNAC, Z-Rock

Continued from Page 44

off and the station made a little broader and more palatable to upper demos. However, extensive research — focus groups, weekly call-out, phone studies, and auditorium music tests — changed his preconceived notions. He found out that KISS actually needed to rock even more.

"We needed to solidify the 18-24s, so we pushed it in that direction," he said. "There is a broad acceptance in this town of this music. I wouldn't have believed it myself if I hadn't seen the research."

The town's predilection for hard rock, Reeb explained, is attributable to its blue collar population and the fact that "people here have grown up with this music. KISS has been playing it forever."

That musical heritage partly explains how KISS is able to strike somewhat of a balance between 18-24s and 25-34s. Reeb said he's found "some polarization, but more common ground than you would think, between 25-34s and 18-24s. There are enough high-energy songs that appeal to both groups. The 25-34s don't necessarily want a lot of Iron Maiden and heavy Black Sabbath, but they do want older Sabbath and Sammy Hagar."

Still, KISS is not one-dimensional musically. Reeb dayparts: "I don't structure my morning show for 18-24 males; while I'll play AC/DC and Judas Priest then, Iron Maiden would be overkill."

He also plays ballads. "You have to settle down once in a while," he explained. "Nobody likes to go non-stop all the time, particularly over the age of 25. We'll play good quality, lower tempo music as long as the artist is acceptable, like a Ric Ocasek."

KISS broadens its appeal in extra-musical ways. It has a personality morning show and does community work such as blood drives, food drives, a relief effort for Mexican earthquake victims, and a campaign to help clean up a local park.

Among the KISSers that Reeb credited are Assistant PD Tom "T-Bone" Schepke and late-night legend Joe "The Godfather" Anthony, who also weekends at Z-Rock. Schepke has the "best knowledge of this music of anyone in the business," said Reeb.

Anthony, who's in his forties and has been on San Antonio radio 30 years, programs his own 11pm-lam show. "He is far and away the most recognized air personality in the city. Kids adore him," gushed Reeb. "You wouldn't believe the way research and focus groups come back on him. Even people who don't listen know who he is."

KNAC

Why did KNAC decide to forge a metal/hard rock mix? GM Gary Price explained, "We saw an opportunity, and in L.A. it's very rare to find a hole. The AORs had gotten soft and mushy, and ceased to play anything with a hard edge. We felt KLOS and KMET had abandoned the 18-24s. Meanwhile, hard rock acts were still moving millions of albums and selling out the Forum three nights in a row with no airplay."

Skeptics say the 12-24 audience isn't salable. Price acknowledged. "There's a belief that people stay in a pod and don't buy anything until they're 25. Only when they turn 25 do they get out and buy their first stereo and car."

But KNAC's advertisers will attest to the fallacy of that notion, he said. Billings are double that of the old format. "We move cars, bikes, auto parts, guitars... anything that age group uses. We have McDonald's, Pep Boys, raceways, and sporting goods stores on the air, and we're very strong on the movie business, too."

Price also noted, "The 18-24s are virtually impossible to reach other than through radio. They don't read the newspaper or watch TV."

Promotionally, he said KNAC has taken a "grass roots, street-level approach." It's distributed 175,000 bumperstickers and 15,000 T-shirts, been heavily involved in concerts, and has just rolled out an extensive busside campaign.

PD Jimmy Christopher's approach is to make the station palatable not just to the hardcore metalheads, but to vulnerable KLOS and KMET listeners who may be mood sampling KNAC. That's sound radio strategy — "Hardcores just want to bang heads 24 hours a day and there aren't enough to support a station" — and a function of the music available — "I don't know if there's enough good metal so you could play nothing but."

99.5 KISS

Afternoons

AC/DC *Tough Too Much*
TRUMPHEM *Somebody's Out There*
RUSH *Entre Nous*
DOKKEN *It's Not Love*
QUEENSRYCHE *Gonna Get Close To You*

BEATLES *Eight Days A Week*
DEEP PURPLE *Perfect Strangers*
CINDERELLA *Nobody's Fool*
OZZY OSBOURNE *Rock & Roll Rebel*

LED ZEPPELIN *Trampled Under Foot*
JUDAS PRIEST *Reckless*
ROLLING STONES *Sympathy For The Devil*
DAVID LEE ROTH *Tobacco Road*

KNAC PURE ROCK 105.5

Middays

VINNIE VINCENT *Twisted*
VAN HALEN *Beautiful Girls*
STRYPER *Loud 'N Clear*
URIAH HEPP *The Way That It Is*
METALLICA *The Thing That Should Not Be*

RATT *You're In Love*
JUDAS PRIEST *Green Manalishi*
LITA FORD *Gotta Let Go*
BON JOVI *Let It Rock*
JIMI HENDRIX *Wind Cries Mary*
AC/DC *Who Made Who*
AVIATOR *Can't Stop*
FOGHAT *Fool For The City*
CINDERELLA *Nobody's Fool*

An "in your face irreverence" characterizes KNAC's jocks, says Christopher. Nightman Scorchin' Scotty has a distinctively wicked laugh, and Tawn "The Leather Nun" Mastrey on middays and Long Paul have self-explanatory personas. Christopher, previously known as "The Saint," now calls himself "The Armoured Saint" after an L.A. band of the same name.

Primary image liners such as "The only true rock 'n' roll station in Southern California" alternate with offbeat lines like "If it's too loud, you're too old" and "No rest for L.A.'s wicked."

Special programming includes "Revvin' At Eleven" where listeners identify songs from snippets that are speeded up, "Name That Star" where callers guess musicians who disguise their voices, and shows that spotlight hard-core and imported metal.

Z-Rock

At presstime, Z-Rock was on WZRC/Des Plaines-Chicago, with WCXT/Hart-Grand Rapids and WZRX/Jackson, MS imminent. SMN Chairman John Tyler said six other markets have also signed, but declined to name them.

Tyler claimed Z-Rock has had a faster rollout than any of the company's other offerings. "This format is going to appeal to a large audience that has been disenfran-

ched," he predicted. "It's amazing that radio can ignore a segment of music that's selling lots of records and tapes and selling out auditoriums. A station that plays this music is going to sell a lot of merchandise for a lot of retailers."

He expects new affiliates to be drawn primarily from struggling CHRs and ACs, rather than existing AORs. The channel's demos will be a 12-34 bell-curve with the bell between 15-28, he forecasted.

Z-Rock affiliates give SMN two minutes of spots an hour. National advertisers can't buy the Z-Rock channel exclusively. They can only purchase spots that run on SMN's entire mix of formats, including Z-Rock. A record company, for instance, that wants to reach only Z-Rock listeners would buy each local affiliate individually.

While acknowledging KNAC's and KISS's success in their markets, Z-Rock OM Bill Scott is adamant that his station not be considered in the same ballpark as either of the two. "We play more new music; we'll play the White Lion album that they look at for four weeks until callout research comes in. They're safer, more tried-and-true, have less depth, and play songs like 'Won't Get Fooled Again' and 'Free Bird' more often than we do. They play a lot more Triumph and Rush that isn't hard-core rock 'n' roll; we're more into Megadeth and Iron Maiden."



Afternoons

DEF LEPPARD *Bringin' On The Heartache*
AC/DC *Live Wire*
GEORGE THOROGOOD *Bad To The Bone*
SWITCH *Six To Five*
TT QUICK *Hell To Pay*
METAL CHURCH *Dressed In Wrath*
KING DIAMOND *Gods In Heaven*
MOBY GRAPE *Omaha*
OZZY OSBOURNE *Flying High Again*
WHO *My Wife*
DOORS *W.A.S.P.*
CINDERELLA *Shake Me*
LOUDNESS *Street Life Dream*
METALLICA *Ride The Lightning*

Z-Rock does little, if any, dayparting. "If I started dayparting, I'd lose listeners who want to wake up and hear Metallica," said Scott.

A toll-free line takes requests and listener input. Both Tyler and Scott feel formal music research won't be necessary for Z-Rock; they say a study has confirmed that its music is already 90-95% on target.

WZRC owner Ed Walters switched to Z-Rock after 16 years of AC as WYEN. With a signal that he says covers 98% of the metro, the highest share "YEN ever notched in Chicago was a 1.0.

Walters feels he's filling a void that's existed in the market since Z-Rock. A record company, for instance, that wants to reach only Z-Rock listeners would buy each local affiliate individually. While acknowledging KNAC's and KISS's success in their markets, Z-Rock OM Bill Scott is adamant that his station not be considered in the same ballpark as either of the two. "We play more new music; we'll play the White Lion album that they look at for four weeks until callout research comes in. They're safer, more tried-and-true, have less depth, and play songs like 'Won't Get Fooled Again' and 'Free Bird' more often than we do. They play a lot more Triumph and Rush that isn't hard-core rock 'n' roll; we're more into Megadeth and Iron Maiden."

Walters is relying largely on word-of-mouth to publicize the station. He reported that a WZRC banner flying over an AC/DC/Loudness show only four days after sign-on elicited recognition from half the audience.

Coda

A heartfelt tip of the hat to these formative innovators for being invigorating breaths of fresh air. KISS prospers by being true to its market and KNAC carves its own niche in the tough L.A. market by performing an end-run around other rockers. Their efforts fly in the face of "me too" programming trends, and they serve as a forum for the quality hard rock that, sadly, otherwise gets minimal airplay.



From left, KNAC MD Kevin Stephens, PD Jimmy Christopher, ex-morning man Lobster, Bruce Dickenson of Iron Maiden, Tawn Mastrey, and Promotion Director Tom Maher.



From left, Z-Rockers Shameless Susan Slade (middays), SMN VP/Programming Robert Hall, rock reporter Boobie Bondage, OM Wild Bill Scott, Killer Craig Kilpatrick (mornings), Madd Maxx Hammer (late-nights), and Sam Freese Disease (afternoons).



JOEL DENVER

PANEL REVIEW

Radio '86: Not A Programmer's Delight

NAB's Radio '86 convention in New Orleans marked a year of transition. NAB and NRBA officially united their efforts in a mock wedding ceremony during the opening session. But it seems the popular programming slant of conventions past was deemphasized this time around.

As a result, a number of major market PDs passed on attending — a fact which didn't go unnoticed by many of the medium and smaller market broadcasters. They had come specifically to meet and learn from the pros, and openly expressed disappointment with those who sat in on some panels. Comments on the sessions ranged from "I've learned nothing new" to "boring and disjointed." There were a few standout panels, though: "Traits Of Effective Large Market Managers," "Show Prep," and "Station Acquisitions."

Not Organized

"The NAB didn't make Radio '86 all it could have been," declared Z100/New York PD Scott Shannon. "Even though it fell in the middle of a planned vacation, I agreed to attend and be on a panel. But during the planning stages, I got the feeling it wasn't being organized by radio people. The more I thought about it, the less I wanted to be involved."

"The program looked like it was suited more for managers and sales folks who could get out of their markets and have a good time, as opposed to a learning conference. And some of the programming panels and meetings were scheduled concurrently, which made a 'conflict of interest' for those wishing to see both. I enjoy the teaching/learning process, but these meetings fell short of that spirit. It comes down to a lack of programming sensitivity in the planning."

Another less-than-enthusiased programmer was B104/Baltimore's Steve Kingston. "If you're going to spend a lot of money for a trip like this and disrupt your station at a critical time of the year preparing for another book, it had better be worth it. Those I've talked to said it wasn't worth it."

A One-Way Street

"This has to be a two-way street where you go, impart your knowledge, and come back with some knowledge or experience," Kingston added. "I really feel if there was more aimed at programmers I'd be there. It's a convention that's really become a one-way street."

Shannon offered some suggestions to improve next year's meeting in Anaheim. "More radio people need to be involved in the planning. I don't know who dropped the ball, but it just didn't feel like a pro-

gramming convention. We really need one."

"If you're going to spend a lot of money for a trip like this and disrupt your station at a critical time of the year preparing for another book, it had better be worth it."

—Steve Kingston

Steering Committee Off-Course?

In fact, there were only two radio broadcasters on the Radio '86 steering committee: WTIC-AM & FM/Hartford VP/GM Tom Barsanti and EZ Communications VP/Programming Dan Vallie. As professional as these two are, it would be next to impossible for both of them to consider every conference-planning sensitivity.

When it came to covering sessions of particular interest to CHR radio, I was torn in two directions. I accepted an invitation for the "Scoring The Trades" panel, yet

the CHR format panel was scheduled at the same time. To make matters worse, no pictures were taken during the CHR format session.

Keeping The Sizzle Alive

I later listened to a tape of the CHR panel. Dan Vallie moderated the discussion, focused on "keeping a CHR hot without having it burn out." Panelists included the comedy team of Stevens & Grdnic, consultant Jeff Pollack, KDWB/Minneapolis PD Dave Anthony, FM102/Sacramento OM Rick Gillette, and WJR & WHYT/Detroit OM Gary Berkowitz.

"Consistency is the most important factor in today's ever-changing marketplace," said Berkowitz. "You've got to make sure your music and sound is consistent. What is it supposed to sound like, and what do your listeners expect it to sound like?"

"While you have to be consistent, you can't take the success you've gained for granted," advised Gillette. "Remember, ratings information is historical, and the results you get are already weeks old. We don't react to the competition. Instead, we react to ourselves. In a sense we are always competing with ourselves to see if we can be better. We always question all the elements, from production values, to the weather, and where and how it's read."

Avoid Complacency

He also noted the importance of involving the entire staff in the station's product. FM102 has two promotion meetings a week, and the staff is always invited to at least one to allow open contribution of ideas.

Gillette's answer to staying on top is, "Don't be complacent. Be aggressive with your music, marketing, research, and promotion. Keep up with current trends, and look ahead for the next one."

"If you abandon your base, concentrate on what got you there in the first place and don't start overreacting."

—Jeff Pollack

Anthony concentrates on three distinct areas to keep KDWB sounding hot. "The music is the most important aspect. My MD and I listen to everything that comes in. We look for those records which fit the sound I've got in my head for the station. Too many folks are putting too much reliance on national trades, looking to use them as excuses for not playing records. I say if it sounds like your station, then you should be on it."

Demonstrate Leadership

He also focused on the station's production values. "I work with

the station ID as the focal point, using an explosion sounder. I build in promotion and sell lines which add excitement to the station. Sweepers using well-produced positioning statements work well for us."

Anthony also stressed the importance of air personalities. "They have to match that sound you have in your head. They have to be up, with no dead air, or your momentum dies. It's more difficult to keep a station hot than it is to get it that way the first time around."

Consultant Jeff Pollack talked about the opportunity CHRs have right now to demonstrate leadership. "In this environment with Classic Rock, Classic Hits, Oldie-Intensive ACs, and AORs with heavy library dependency, it is critical that CHRs contrast the rest of the market."

Staying On The Cutting Edge

He also advised, "CHR must be on the cutting edge of music right now. When this Classic Hits era starts to burn out, and it already is, you should be as fresh-sounding as possible."

He criticized stations that do too many soundalike contests and promotions within a market. "CHR needs to do promotions which seize the moment. Doing things which will attract the news media works well, but they have to be good."

On the subject of getting older demos, he said, "I like older demos, but if you are going to slow down the tempo and diffuse what is an otherwise exciting product, you're going to run into trouble."

Fresh Bread & Pig Latin

Looking at the KIIS vs. KPWR situation, Pollack openly addressed the possibility that KIIS played too much dance music. "If you abandon your base, concentrate on what got you there in the first place and don't start overreacting. You can run into a lot of trouble. KIIS has made some adjustments, and it will be very interesting to see what happens."

Ron Stevens said, "To be hot, you've got to be fresh, and the same works for bakers (rimshot). A good way to be hot and fresh is to use comedy. Humor forces a PD or on-air personality to think and realize what's happening within a community, or on a national basis, and use this as their base. There is less attention (paid) to your rotations by the audience, because you've added another dimension to your programming. If this doesn't work, fire all your jocks and start programming in pig Latin."



LOOK AT THAT, LOOK AT THAT — Z102/Savannah recently sent some listeners to a Fabulous Thunderbirds concert to party and meet the band. Pictured backstage are (l-r) winner, Z102 MD Randy Sommers, T-Birds Jimmy Vaughn and Preston Hubbard, winner, T-Bird Kim Wilson, Z102 Promotion Director Ray Williams, winner, T-Bird Fran Cristina, and Z102 PD Brady McGraw; kneeling are Z102 GM Jerry Rogers and Epic Regional Promotion/Atlanta Don Miller.

THE FOX ROCKS

Samantha Fox

One of the biggest hits of 1986.

#1 AUSTRALIA	#1 SWITZERLAND
#1 WEST GERMANY	#3 ENGLAND
#1 SWEDEN	#4 ITALY
#1 NORWAY	#6 DENMARK
#1 FINLAND	#8 BELGIUM
#1 GREECE	#8 NEW ZEALAND
#1 PORTUGAL	#10 HOLLAND

1.4 MILLION SINGLES SOLD TO DATE

OUT NOW IN THE U.S.—THE SINGLE

Touch Me
(I Want Your Body)



Active Rotation

**Record/Calendar/Poster
in this issue**

Album Forthcoming



Produced by Jon Astrop and Pete Q. Harris © 1986 Zomba Productions Ltd.

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CONTEMPORARY HIT RADIO

MOTION

Tom Gilligan exits nights at KITS/San Francisco; he's replaced by **Steve Masters**... **Steve Shannon**, formerly in mornings at WFLY/Albany, joins WGAN/Portland. He succeeds morning man **Jay Michaels**... WRCK/Utica 7 pm-midnight personality **Larry Williams** adds MD duties... **Tony Brock** leaves KWES/Odesa evenings for weekends at WFM/Lexington. **Scott Mitchell** moves from PD at

K-100/Marysville to the same post at KREO/Santa Rosa... **Rick "The Cruiser" Cruse** exits WLRS/Louisville 10pm-2am as parttimer **Rick Steel** takes over the position... **Todd Halliday** leaves WCRO/Johnstown to assume PD/MD duties at WFBG/Altoona.

KEZB/EI Paso afternoon personality **Pat Whitehead** leaves for the same duties at WNCI/Columbus. No replace-

ment named as yet... WQID/Bloxi welcomes **Don Hammond**, formerly of WKRG/Mobile, to its news department... **David Martin** moves from evenings to afternoons at KZIQ/Duluth replacing **Walt Herman**... **Brian James** exits as WEAG/Indianapolis Production Director/parttime and is replaced by 92X/Columbus PM personality **Ron Carter**.

NO
NO
NO

"I'LL
BE
OVER
YOU"

CHR CHART: 23
192/10 — 80%!
39 TOP 15 REPORTS!
AC CHART: 1



MONEYS NEVER TOO TIGHT TO MENTION — WXXS/Boston sponsored *Simply Red* at Boston's *The Channel*. Mugging *Nafter* the show are (l-r, back row) *Chris Joyce*, *Tony Bowers* and *Tim Kellett* (from *Simply Red*); (l-r, front) *Simply Red's Fritz McIntyre* and *Mick Hucknall*, and WXXS PD *Sonny Joe White*.



DON'T SHOOT! — During a promotional tour stop in his hometown of Phoenix, *Alice Cooper* visited KZZP in support of his current single. He was held hostage until he revealed the release date of his forthcoming album. Pictured (l-r) are *Cooper*, PD *Guy Zapoleon*, MCA National Singles Director *Billy Brill*, and (in front) morning man *Bruce Kelly*.



MONEY, THAT'S WHAT I LIKE — And that's definitely what KMEL/San Francisco listeners liked when *Eddie Money* joined morning zoo crew member *Sue Hall*. Joining them was comedian *Jim Samuels* (l).

BITS

• **Marathon Rock 'n' Roll** — WRQC/Cleveland will have an entry in the Guinness Book of Records, acknowledging its sponsorship of the band *Cleveland*, which performed the longest rock 'n' roll concert by a six-member band. The band played continuously for 100 hours and 25 minutes to attract the interest of the Rock and Roll Hall of Fame Selection Committee, hoping that *Cleveland* would be chosen as the permanent site. Shortly after the marathon, the committee announced that *Cleveland* had won the honor.

• **Eat 'Em And Smile** — KOKZ/Waterloo sponsored a *David Lee Roth* concert contest in which listeners won tickets, albums, and posters. Winners also qualified for the grand prize of front row tickets, an Amara radar range, and a year's supply of popcorn. KOKZ also encouraged listeners to go to the concert wearing wargrip makeup similar to what Roth wears on his album cover. *Bet o' Diamond Dave* was pretty surprised when he looked at the audience.

• **Pass Your Way to Pasadena** — WMMS/Cleveland is giving listeners a chance to win an all-expenses-paid trip to Super Bowl XXI in Pasadena. WMMS listeners must guess the number of touchdown passes the *Cleveland Browns* will complete during the 1986-'87 season. The tiebreaker is guessing the longest touchdown pass of the year.

FORE!

OV 41534

JACOB'S LADDER
STUCK WITH YOU
WHOLE LOTTA LOVIN'
DOING IT ALL FOR MY BABY
HIP TO BE SQUARE
I KNOW WHAT I LIKE
I NEVER WALK ALONE
FOREST FOR THE TREES
NATURALLY
SIMPLE AS THAT

PRODUCED BY
HUEY LEWIS & THE NEWS

808 BROWN MANAGEMENT / P.O. BOX 779, MILL VALLEY, CA 94542



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DONNA BRAKE

THE FAREWELL COLUMN

Brakin' Up Is Hard To Do

When R&R Sr. VP/Editor Ken Barnes suggested my last column serve as a "farewell," I thought it was a great idea . . . until I actually sat down to write it.

The fact is, goodbyes have always been hard for me. And as I began to think about my last year and a half as the AC Editor, the whole idea became even more overwhelming.

What can you say about a job that's like having a room with the best view on the world of AC? It's been a marvelous eye-opening experience and a distinct honor to have been able to work for the industry's most trusted and respected newspaper. It's also been a pleasure working with the talented, hardworking professionals here, many of whom have also become terrific friends.

On top of all that, this position has given me the opportunity to meet, talk with, and get to know

many of you. I've made many delightful new acquaintances, and have learned more about radio and records than I ever dreamed possible.

"After sitting in this chair for the last 18 months, and getting to know the radio and record people who will be responsible for AC's continued growth and prosperity, I feel even more confident that the format will grow stronger as it continues to evolve."

I take great comfort in knowing I'll still be in touch with many of the people I've come to know in the past several months. It's also a

great relief for this career mover that I don't have to pack up and leave town. For the first time, I don't have to leave valued friends behind.

Although saying goodbye isn't easy, I also can't deny my excitement about moving into AC record promotion. I have the added ad-

vantage of succeeding one of the most respected people in the field, Dee Dee Lange, and joining another, Sandi Lifson.

Many have called with appreciated well-wishes, and a few have asked how I feel about moving into AC promotion. Although this area of promotion will be a new occupation for me, I've been promoting AC during my entire career. As a program director for AC stations WSM-FM/Nashville and WSB-FM/Atlanta, I was most certainly promoting AC radio and its music to those communities. And if being the AC Editor at R&R isn't promoting AC, then I can't tell you what is.

I suppose it's become pretty clear by now that I believe in AC.

My history illustrates it, and my future depends on it.

After sitting in this chair for the last 18 months, and getting to know the radio and record people who will be responsible for AC's continued growth and prosperity, I feel even more confident that the format will grow stronger as it continues to evolve.

Finally, a big thanks to R&R and everyone who's had a part in making my various careers in AC so pleasurable. As for AC, I think Timbuk3 said it best: "The future's so bright we gotta wear shades."

ACCELERATION

KKCI is Kansas City's newest live AC, switching from Drake-Chenault's "Evergreen" format. The station will remain "Light Rock" with emphasis on softer-edged AC music. The new lineup: Steve Knoll, mornings; Roger Carlson, middays; Mark Mason, OM/afternoons; John Duncan, evenings (including "Love Songs" and a light jazz hour), and Sean Andrews, overnights.

San Francisco 49er Sylvester Jackson goes into his third season as host of "Breaking Away With The San Francisco 49ers," a KBLX sports feature . . . Seattle Seahawk Dave Krieg joins KLSY/Seattle morning man Bruce Murdock Mondays and Fridays throughout the season.

Kevin Tanner moves from parttime to evenings at WTFM/Johnson City . . . R.C Bauer joins WSNY/Columbus as morning drive news anchor . . . Scott Lee is PD at WBGM/Tallahassee.

Joe Thomas is doing mornings at KSCO/Santa Cruz . . . Robert Jason is named News Director at WTKO/Ithaca . . . KATA/Arcata Ops Manager Jill Henry adds morning drive to her duties . . . Scott Rhodes is new parttimer at WSLP/Ocean City.

Sean O'Brien is promoted to Operations Manager for KUGN-AM & FM/Eugene. Dan Mullin moves from KUGN-AM PD to the FM for middays . . . Chris Conley and Sam Whaley leave WWMJ/Bangor to do mornings at WMGX/Portland.

Mike Ford is new midday personality at KFQD/Anchorage . . . Greg Stevens joins KGMG/Oceanside for mornings, leaving the KCFX/Kansas City PD/afternoons post . . . Rob Thaler is new PD and Lila Couturier joins WSTL/Hanover, NH as Creative Director.

Jay Kelly joins KLYF/Des Moines

for mornings . . . Ric Springer moves from nights to middays and Buddy Smith from parttime to nights at WORO/New London, CT . . . Cathy Curtis joins KKPL/Spokane as midday personality.

Bob Brooks joins KLSY/Seattle for weekend mornings; Bill Greer is hired for news . . . Pat McKinley becomes morning personality at WGBR/Goldsboro . . . Paul Carpenter is named PD at KOSW/Rock Springs . . . Bill Kasal joins KCMJ/Palm Springs as midday personality.

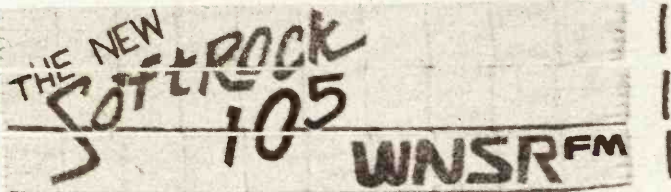
Changes at KMGR/Salt Lake City: Todd Young and Dick Jacobson, mornings; PD Mike Peterson, middays; Ed Nunn, afternoons; Paul Orchard, nights; and Roberta Chase, overnights.

Former WFLA/Tampa PD Tim Farley is new midday personality at WRVA/Richmond . . . Brian Schellburg moves to evenings and Lonnie Levine will do overnights at WMT-FM/Cedar Rapids . . . KEYI (KEY 103)/Austin is now simulcasting with its sister AM.

WCLR/Chicago hires Tony Phillips from crosstown WKQX for the 7pm-midnight shift . . . With Rick Mummy now doing middays and production for WXUS/Lafayette, evenings are now handled by Mike Morgan, who is followed by Sunny Robinson . . . KFSE/Joplin picks Troy West to handle music duties.

WMJX/Boston adds to its news department with the appointments of Steve Brown as the State House reporter and Bob Seay as the Cape Cod correspondent. Greg Madden was named Sports Director and will do daily reports on the morning show for WMJX.

Susie LeClair becomes Promotion Director for KHOW & KPKE/Denver.



SOFT ROCK LAUNCHED WITH STYLE — With Lady Liberty looking on, New York staffers, agency reps, and advertisers celebrated WNSR's new soft rock format with a four-hour cruise around New York harbor. The general public has been treated to flying billboards each weekend throughout the coverage area.



LON HELTON

COUNTRY

Nawlins Convention Gumbo

Amidst the dining, dancing, and dawdling in what must be America's most debauched city (said lovingly), NAB's Radio '86 in New Orleans was rather successful. Unless, of course, you were one of the many who ate his way through Cajun Country. I wouldn't be surprised to find out that the average weight of those who attended the convention increased by ten pounds. I do know Di-Gel and aspirin sales skyrocketed, fueled by those strolling down Bourbon Street 'til the wee hours of the morning.

Those desiring an overview of the event might want to peruse the coverage in R&R (9/19). This week I have a few thoughts, comments, and observations gleaned from my research at various locations, not all of which are listed in the Chamber of Commerce's directory (see sidebar).

The Country Format Room

Moderating this year's Country format room was Great Empire President Mike Lynch. The overall theme, as explained in his introduction, was an examination of the prime areas for growth in Country formats, plus a discussion of new talent, younger demos, and more aggressive marketing. Panelists were WTQR/Winston-Salem PD Les Acree, KNIX/Phoenix General Program Manager Larry Daniels, WZZK/Birmingham PD Jim Tice, and consultants Charlie Cook and Joel Raab.

Les Acree: Aggressive Marketing Techniques

Acree began by showing a piece done by a local TV station on WTQR. He said it was so good it had become part of the station's presentation to clients and agencies.

He challenged broadcasters to forsake total reliance on billboards and TV advertising, and to get aggressive with their marketing. "We all need to look at other ways of marketing our stations," he said. Noting that WTQR is located in a hotbed of motor-car racing enthusiasts, Acree said the station is sponsoring cars at a speedway and a dragway. Both sponsorships are done on a tradeout basis with the raceways. WTQR also has its call letters on the sides of Borden's milk trucks.

Acree said, "You must make a conscious effort to create an event which will make it onto TV or into the newspapers. With continuous measurement now a reality, we've made an extra effort to be creative in getting our call letters out. We do this by tying into the lifestyle of our listeners in every different and unique way we can. Sit down and examine every event taking place in your market and ask yourself how you can get your call letters involved," he concluded.

Charlie Cook:

Listener Involvement

McVay Media VP Charlie Cook

spoke on listener involvement, or, more appropriately, listener investment. He outlined a specific example of something everyone in every market could do toward this end.

"One of the most important things you can do is tell your listeners that other people are listening," he began. "It's fun to be part of a group; to know someone else likes what you like. From that come the seeds of 'listener investment.'"

"When we look for growth within the Country format, let's look for where it will naturally fall, not where it has to be created."

— Larry Daniels

Cook explained that one method of sowing those seeds is by soliciting listener calls responding to the radio station and its programming, which are recorded by answering machines. Promos can be built from these calls using suggestions, complaints, or compliments. "These help design things you want to do," said Cook. "If you want to put an oldie show on the air, you run promos which speak to that

issue. Of course, as PD you have already decided to run the program, but this provides an opportunity to show the listeners the station responds to their wants."

Noting that this is an ongoing promotion which can be used 52 weeks a year, Cook encouraged using listener voices on the air. "Most stations put listeners on the air in the morning, but have no other involvement or input from them after that. It's important that a station have an image of responding to the listeners. We want them on the air contributing to the station. But don't forget that it's then very important for you to deliver on those promises."

Although he said this has proved very effective, Cook also cautioned, "If you decide to use listeners' voices to market what you want to accomplish on the station, it's important you make a tremendous commitment. It may be the most time-consuming thing you'll do. I only allow each promo to air once. If you do run them more than once, make sure the two airings are far apart. Before you go on the air, make sure you have a backlog of at least 25 promos. It's also important to include a variety of people from outlying areas, so people know their neighbors are listening to your station, too."

Larry Daniels: In Search Of Growth

Dealing with the topic of where to look for growth within the format, Daniels said, "I feel it's better to try to increase listening among those in the 25-54 cell than to look elsewhere. I'm a believer in going for the core."

"Recently, I've heard people saying we must reach the younger

demos. This thinking is coming from record companies, not from radio folks — and certainly not from the listeners.

"In the 25-54 group we have the most desirable demo there is from an advertiser's standpoint. Country music naturally falls into that large area and, more specifically, into the 30-54 age group. I've yet to see any kind of research saying that country music was a favorite of age clusters under 28. While people under 30 may listen, for the most part it's not their favorite. When we look for growth within the Country format, let's look for where it will naturally fall, not where it has to be created."

"It's important that a station have an image of responding to the listeners. But don't forget that it's then very important for you to deliver on those promises."

— Charlie Cook

"If you try to reach out and touch those under 25, keep in mind you run the risk of losing the 45-54 cells. Remember that these cells are huge, they're heavy users, and you can't win 25-54 without them. I'm not sure it's worth the gamble."

"I don't think there's a way to convert the really young audience into becoming heavy users of Country radio for a few years yet. Our hope is for KNIX to have a good image within the community. So when the young mature they'll want a mature format, such as

Country, to call their own.

"Our objective is good radio aimed at our core. We feel that being a Country station makes us unique. We want to sound like no one else in the market; certainly not like a clone of the light rock station. We want all of Phoenix to know that for country music there's only one station, and that is KNIX."

New Artists: Concern & Advice

Tackling another subject, Daniels said, "Another concern of ours is the influx of new artists. We believe familiarity is very important to adult audiences; especially so with Country. Some artists in our format have hung on for three decades, but we've recently entered a shakeout period. A lot of the old artists are not putting out particularly exciting music and have fallen by the wayside, and there are many fine new singers. If 20-30% of your currents are by new artists, the fact must cause some concern."

"We've been experimenting with a project to acquaint our audience with the new artists as quickly as we can. Most of the concerts in Phoenix last year were held in large venues, effectively cutting out some of the new acts. We went to the local nightspots and offered to help them promotionally if they would book some of these new acts. They jumped at the opportunity. We felt the sooner a listener can put faces with the new voices they're hearing on our radio station, the better off we'll be for it."

Daniels added, "This also gives us exciting promotional opportunities, positions us in a positive manner with both the new artists and the clubs, and lets the listeners know KNIX is making it happen."

Joel Raab: Making It Mass Appeal

Consultant Joel Raab's presentation was on issues and ideas to make a Country station more mass appeal, focusing on what a station can do after it has mastered all the basics.

His first suggestion was to look at the station's air talent. "The single best way to make a station grow is to find air talent who will appeal to those outside of the format," he said. "You want to find personalities who won't upset the core, but will instead nurture them while attracting people who might not ordinarily listen. And this shouldn't be confined to the morning show."

Regarding promotions, Raab recalled a statement by WLW's Michaels that each news and information item had to pass the "water cooler test": it must be something



Country format room participants for Radio '86 in New Orleans were (l-r): Mike Lynch, Les Acree, Charlie Cook, Larry Daniels, Joel Raab, and Jim Tice.

Continued on Page 52

Radio '86: Afterthoughts

Here's a few random thoughts about the convention overall:

• **Who's Who:** The format as a whole was well represented by many of its top programmers. I also noticed what seemed to be an increase in the number of Country managers in attendance. In contrast, R&R's Joel Denver and Steve Feinstein told me many of the top programming people from their formats were missing. As always, it was topheavy with major market folks ... but 'twas ever thus.

• **What A Night:** My thanks to MJ President Josh Felgenbaum for providing a most memorable evening with the musical magic of Allen Toussaint. If you weren't there, you truly missed something special. Thanks, Josh.

• **Coming Soon:** I don't want to blow an entire future column here,

but one of the more interesting things I heard came from WLW/Cincinnati PD Randy Michaels. The panel was "AM Success Stories: What Works," and the comment had to do with music and the way you use it to attract various demos. The gist of what Michaels said was that upper demos are more tolerant of music aimed at lower demos than lower demos are of music aimed at an older audience. He was referring to an upper demo AC listener who might prefer Tony Bennett but would listen to Lionel Richie. On the other hand, the Richie fan more than likely wouldn't even tolerate a Bennett song and would punch out.

Does this translate to our format? In many ways it may, and I'll

explore this with Michaels in the near future.

• **Little Respect:** Considering all the talent in Country radio today, I would have liked seeing more folks from our format on panels. Lee Arnold, Bill Coffey, and Dan Halyburton were among those who participated (outside of the Country format room), but I think we have more to offer in other areas as well. The most glaring omission was on the aforementioned AM success stories panel. A representative from WDAF/Kansas City or WBAP/Dallas, for example, would have been welcome. (Although, as Michaels pointed out, he did put 'DAF on the air.)

• **No Respect:** The eight o'clock Saturday morning start time for the Country format room didn't excite a whole lot of folks. One major

market programmer said he boycotted the event and, in protest, stayed in bed. Another, when asked his position on the matter, answered "prone." Attendance was sparse at first but grew to around 60 by session's end.

• **Hi, Mom:** One of the non-panel highlights for me was Art Vuolo's Video Air Chex, a two-hour tape containing brief video clips of more than 150 of the nation's best jocks. Having grown up in Chicago, my favorite was a clip of the WLS 25th anniversary gathering.

• **It Never Fails:** It happens at every seminar: two good panels running simultaneously. Concurrent with the "Traits Of Effective Large Market Managers" panel was "Living With Continuous Mea-

surement." As important as the latter topic was to every broadcaster in New Orleans, the attendance at the panel was small. The other panel's drawing card of Marty Greenberg, Gary Edens, Jeff Smulyan, Peter Ferrara, and Wayne Vreesman was simply too much firepower.

There was a lot of good material from the CM panel, including some potent missiles aimed directly at Arbitron and delivered by WGST & WPCH/Atlanta GM John Lauer. Adding a bit of drama to Lauer's shots was the presence (in the audience) of top Arbitron officials, including President/Chief Operating Officer Rick Aurichio and VP/Radio Sales & Marketing Rhody Bosley.

Expect a rate increase, John.

Nawlins Convention Gumbo

Continued from Page 51

people will talk about among themselves later. Raab said promotions must pass the same test, and that getting listeners whose favorite music is not country to listen requires promotions which create a buzz in the community.

"Generating street talk may be even more important for Country stations than other formats," he noted. He also cautioned against giving away items of limited appeal — especially those narrowly aimed at the country lifestyle. A trip to Hawaii is probably of greater interest to more people than a trip to Nashville, even for your Country audience. He suggested that if a contest involved sending a winner to see an artist, the prize concert should be one in Las Vegas. "This will have more appeal to

the casual Country listener, who might be more attracted to the trip than to the concert," said Raab. "This way you're still targeting the core, but you're making the contest more mass appeal."

On the subject of music, Raab offered, "Find the most mass appeal country music possible. Find songs which are country to Country listeners, but are also liked by a broader audience not heavily into country."

Jim Tice: Some Specifics

Jim Tice offered the following handful of specific nuggets for programming a successful radio station:

- Put as much money as possible into research. The game is simple. You find out what your audience wants and then you give it to them. Constantly. And you tell them

you're giving it to them.

- Go where your listeners go. Talk to them.

- People will listen to the station with which they feel comfortable. Country audiences, more so than those of other formats, want to have a station on which they can depend. They want to know what to expect when they turn the radio on.

- Spend the time to go to Laurel, MD and look at those cute little diaries. There's so much information you don't see in the printed form. The main things to note are the listeners' comments. They're really eye-opening, helping you see how people refer to your station. Do they use the call letters? Your dial position? You can also find out where your hot listening areas are. This is a place for on-site research to find the strengths of your station

and to find out what the core likes and dislikes.

- Playing the right music is extremely important. We sometimes get caught in the trap of playing the songs that record companies want us to play. Ultimately, it's your radio station and you have to make decisions which may not coincide with what labels want or what the national charts indicate are "hot" records. Through research, know your market and what is working.

- Listen to your station not as a radio person but as an average person. While it may be our number one priority, it's way down on the listener's list. Keep that in mind.

- A large part of being a successful station is simultaneously being predictable and unpredictable. The music is the predictable

factor. You want to play the best music. You want people to know that whenever they turn your station on they are going to hear only the best country music. Unpredictability is what comes between the records.

- Tie in with local TV stations. Instead of buying the time, look for ways to get free promotion. Good vehicles are the prime-time access shows, especially game shows.

- The three-in-a-row idea was good at the time and up to a point. Now it's time to make radio fun. The Country audience really wants to get involved with their station of choice. Give them the chance.

- Get the best morning show your budget will allow. If you win the morning you'll win all day long. A good morning show can cross all formats.

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SHARON ALLEN

NASHVILLE THIS WEEK

NEW EDGE

New Movement Afoot In Nashville

There has been quite a buzz around town lately about creating a new marketing catch phrase to better define new or young artists who have the potential to reach beyond the established country audience, and those who are hard to classify because their styles are diversified.

Some Nashville label executives are mulling over various phrases, but the one that stands out more than others so far is "new edge." Because that phrase originated at MCA, we asked MCA Sr. VP Bruce Hinton to give us his thoughts on the necessity of coining such a term.

Hinton said the name came from talking about the "new country music" and how this music is on "the cutting edge." "It seemed like a simple way to explain both phrases. Plus 'new edge' doesn't come with any prior definitions. We don't have any old images (such as country or C&W) that have to be dealt with and cast aside before we can create a new one to

represent this music.

"From the standpoint of needing a label for this music, I really think it's needed, especially from a retail standpoint. This would allow a label to get with retail to properly position the product more accurately in the stores. This way we can attract the young buyer who seems to be very confused as to what bin to go to for what these days."

Asked which artists would fall into this new category, Hinton said, "At MCA I think we have four artists that fit this definition — Steve Earle, Lyle Lovett, Nanci Griffith, and Patty Loveless.

"Typically the artists are young. It usually happens in this world

that the drum beaters for change ... for anything ... are always young. Randy Travis over at Warner Bros. certainly fits that definition. On first listen, someone might say he's traditional. He may pay homage to tradition, but he is bringing something fresh to it. It's working, and people are going for it.

"This is not a matter of moving toward rock or being so-called progressive. It's simply not allowing the old parameters to hold you back creatively. People like Steve or Lyle who are already in the marketplace have their own approach to their music. Neither of them is predictable. 'New edge' is not predictable."

About using that phrase to market the product, Hinton explained, "I would hope the young consumer could walk in and see a category for 'new edge' music and know that these artists fit this category or definition. Then they won't have to go floundering through the country bin or go to the AOR bin or rock or AC. An album can wind up in any one of those categories now, depending on the store manager's perception of an artist. In the case of Steve Earle, it's just extraordinary where you'll find his albums. They're all over the place in the store, including in country."

New edge is only one of the terms being bandied about. We've come to use "new wave" and "new age" to define other forms of music. Is this too confusing for the consumer? Other alternatives we've heard are "new breed," "new country," "neo-country," and "new tradition." Where do you think the future of our music is headed? Let us know what you think.



MUSIC & MAGIC — Steve Wariner is a pro musician and amateur magician, so he made a point to see David Copperfield's performance while in Nashville and visit the entertainer backstage. Did they trade licks and tricks? We only know they came out smiling.



KENTUCKY BEACH PALS — Ricky Skaggs, the Judds, and Exile teamed up for a Florida tour this summer, during which they found time to beach it around the sunshine state. Beachcombers included (l-r) Sonny Lemaire, Steve Goetzman, Wynonna, Marlon Hargis, Skaggs, Naomi, Les Taylor, and J.P. Pennington.

CMA Awards Books Doubles

Duet pairings will be the focus of one production number on this year's CMA Awards Show. Loretta Lynn will perform with Conway Twitty, Anita Pointer will join Earl Thomas Conley, Juice Newton will sing with Eddie Rabbitt, and Marie Osmond with Dan Seals.

In addition Amy Grant will team with CMA Entertainer of the Year Ricky Skaggs to perform the classic "Walking In Jerusalem." They will be joined by Bobby Jones and New Life. The diversity of country music will be showcased in a production number featuring Willie Nelson, Rosanne Cash, Exile, Gary Morris, and the Nitty Gritty

Dirt Band. The Judds will perform their nominated single, and cohost Kris Kristofferson will sing with his Border Lords Band.

Previously announced performers include the trio of Dolly Parton, Linda Ronstadt and Emmylou Harris and Alabama with Lionel Richie.

WHO'S NEW



The O'Kanes — Kieran Kane and Jamie O'Hara

Veteran songwriters Jamie O'Hara and Kieran Kane have teamed up as the O'Kanes, to produce their own brand of music with simplicity and style. The duo's commitment to this different kind of music is very evident in their debut single, "Oh, Darlin'."

Demo sessions in Kane's attic studio brought the songwriters together, and the results brought them to the attention of Columbia Records. At first they just wanted to lay down some tracks and sell some songs. But when the two joined forces they realized they were both anxious to achieve the same musical goals.

Their track record speaks for itself. O'Hara's most recent success story was "Grandpa" by the Judds, along with the Ronnie McDowell songs "Older Women" and "Wondering Eyes." Kane's hits include "As Long As I'm Rockin' With You" by John Conlee and Janie Frickie's "Don't Worry 'Bout Me." In the early '80s, Kane released the singles "You're

The Best" and "It's Who You Love" as a solo artist on Elektra Records.

Kane, a native of New York, was influenced by bluegrass and folk music as he played around the Northeast. He spent time as a guitarist and songwriter on the West Coast before coming to Nashville in 1979.

O'Hara grew up in Toledo, Ohio, destined for a sporting life as a high school All-American halfback until a knee injury permanently sidelined him. The gift of a guitar from his father following the accident spurred his interest in music and songwriting, and he began playing clubs around the Midwest. Two years later he was in Nashville.

The O'Kanes — derived from their two Irish names — is the title of their debut CBS album. Much of it is live, and the duo says the completion of the LP is a mark of their success.

Who's New is a recurring feature spotlighting artists making their debut in R&R's Country New & Active section.



WALT LOVE

BLACK/URBAN

Three Women Working In B/U Radio

We annually feature some of the women in our format who are making their presence felt within the industry. This year we talked to Mutter Evans, owner/GM of WAAA/Winston-Salem, NC; Pam Robinson, PD/air personality, KACE/Los Angeles; and Carol Ford, afternoon personality at WRKS/New York. Each has a story to tell not only about what she does, but how she attained her positions and how she is able to stay there.

One Of The First

Evans started at WAAA in summer 1974. Five years later she filed an application with the FCC and bought the outlet. Evans fondly remembers when she was a prospective owner. "When I came on board, there were no black women already in place as owners. When I filed, Dorothy Brunson was the only other black female getting into ownership. The black women then in ownership were there because their husbands left them radio properties as inheritances. (Now) there's Mrs. Bell in Detroit, (WCHB & WJZZ); Anne Davis, who's the wife of All-Pro's Willie Davis; and a family called the Garretts down in Mississippi, I believe."

Best Person For Job

I asked Evans if she sees a different situation today in the industry with regard to black women and ownership. "Things have come a long, long way compared to 1979. Women in general can make a real go of things these days. Dorothy Brunson now owns several stations and is working on a TV outlet. There are more organizations which are willing to help them with the financing it takes to get the better properties."

Evans mentioned that she has always had women working within her organization. "At one time all of my managerial positions were filled by women. That wasn't by design. When certain positions became available, women just happened to be the best persons for the jobs. No men had applied for any of the positions I'm talking about. It's never been a conscious effort to have a certain number of women working here. I've always wanted at least one female on the air at all times. Other than that, we always hire the best person for the job no matter what the position is."

It Wasn't Easy

When asked if she knew the challenge that was ahead when she became interested in owning an AM daytime, Evans laughed. "Obviously, I had no idea. No way did I know the disadvantages we'd be faced with trying to compete with 24-hour FM stations, and now satellite operations. The rule change that pertains to owning a facility for at least three years has

helped a lot, making more properties available at a premium price. And as I said earlier, financing is more readily available.

"When Dorothy and I were trying to get our first stations, nothing was available to us. Even correct information was hard to get. At that time black females were a large risk factor as far as ownership was concerned. We had no precedents. No one knew what we could do."

NABOB Networking

I asked if there was a current network of black female owners. "To my knowledge there isn't," Evans said. "NABOB (National Association Of Black Owned Broadcasters) is the only thing close to a network among owners. (But) to date women haven't been as active as they could be. NABOB sure helped me keep my sanity in the early days of ownership. Networking opportunities as an owner have primarily been with black men."

Before she bought the station, Evans was WAAA's GM. Since assuming ownership, she said, "My hours are really long, because when you have a small organization you have to do a lot of different things yourself. I guess I work about 12-15 hours a day. It's not uncommon for me to be here during the weekends to clean up some project I'm working on. This way on Monday I can get right to it." She also added that before she bought WAAA she didn't realize other demands would be put on her. She became a local celebrity, doing speaking engagements for local churches, schools, and civic organizations.

When asked about her interest in acquiring additional facilities, she said, "Being involved on a day-to-day basis, I just don't know if that's the route I want to take at this time. I might if I were just an owner who stopped by once a month to check out the books and see what was happening. But this station has a lot of me in it: my hard work, sweat, and blood. I don't know if I can get too far away from WAAA. I have to keep it safe and close to me. Plus this area is home, and I care about the community at large — especially the black community."

'ACE Of An Opportunity
KACE/Los Angeles PD Pam



Mutter Evans



Pam Robinson



Carol Ford

Robinson is a nine-year industry veteran. At one point she left the radio biz and did some TV production in Montreal for "Fast Forward," which aired on MTV. She was the show's West Coast Director for two and a half years. But Robinson missed radio and returned on-air via KJLH/Los Angeles, prior to rejoining KACE.

I asked Robinson about her experiences as a black female in broadcasting. "When you talk about black females in the electronic media field, the opportunities are endless. If there are other women out there interested in broadcasting, I'd advise them to look at the entire spectrum of broadcasting. Black radio is only one way to go if you're interested in this business."

She continued, "When I got out of the radio industry, I had a big interest in TV production and film. There are a number of women in very powerful positions within the industry. If you can do the job, other women will usually give you a chance because they've been there — trying to make it in an industry that was almost all males.

"Networking can be kind of hard because of work schedules, but it's up to each person to talk to people and stay on the phone asking questions. There's a lot of women who can do for themselves if they just spend the time and effort it takes to get a foot in the door. I worked for free when I first got involved in TV production. Not everyone is willing to do that."



Ask Questions

"Women have to quit being afraid to ask questions about what they want to know," Robinson added. "Even if they have a limited amount of experience or contacts, it is possible to get help. I really want to encourage all women, especially black women, to be aggressive about obtaining knowledge and information. There are a number of options for black females, and it's a good time in the industry for us."

Robinson also commented on how she tries to "share the wealth" by passing on information to other female broadcasters she knows. "I don't know any one particular female who is making a ton of money doing voiceovers. So when I get a

call to audition for a spot, I check it out. If I don't fit and I know that from the start, I call someone I know who might fit the part. The woman could be black, white, Hispanic, or Asian.

"Networking is very important in this industry no matter who you are, male or female. Grabbing onto and holding all the information that might come your way is not the way to go. Helping someone else will come back to you. We've got to wake up and interact more if we're to survive within this industry."

In conclusion, Robinson said, "I hope the industry will open its eyes to the fact that Black radio is not just one thing anymore. We're now doing a format that has black music as its base, but in essence is an AC approach to Black radio. Agencies need to start taking a look at the type of audience delivery we can give them."

Goal Tending

WRKS/New York (better known as 'Kiss') has popular PM drive personality Carol Ford. Ford, who hails from Cleveland, said, "When I was just a little girl, I knew what I wanted to do with my life. My folks thought I didn't know what I was talking about when I told them about wanting to be a radio air personality. They didn't know what that was."

Ford not only knew how to set goals for herself, but how to reach them. An Ohio University graduate, she majored in radio and TV, minored in journalism, and "sub-minored" in languages. "I was what you call 'full-focused' about what I wanted to do with my life," Ford said.

"Anyone interested in this field should get a well-rounded college education, because our business is so unstable. If things don't work out in this industry, a formal education then becomes a very valuable asset. At one time I was toying with the idea of becoming an interpreter if I couldn't make it in this business after a reasonable length of time."

Ford is a 14-year industry veteran who worked in her hometown at WDMT for four years, as well as at KYA/San Francisco and WOWO/Ft. Wayne. She'll celebrate her second anniversary at WRKS in December.

She attributes personality radio with getting her hooked on the business. "I grew up on personality radio. The announcers always sounded like they were having so much fun. I was influenced by stations such as WIXY/Cleveland and CKLW/Windsor, Ontario. I used to listen to everything, every format, because I wanted to be familiar with them all. Back in the mid-to

late '60s and early '70s, personality radio was where it was at. And now broadcasters see it's still the way to go for high ratings."

Racism And Sexism

I asked Ford if she had encountered racism or sexism problems during her career. She replied, "I was faced with both situations, but I'm sure it wasn't to the extent that others had to deal with. I got my first opportunity during the early '70s, and that was part of the civil rights era. Being a woman and also black made things much easier for a person like myself, who also had a degree and who could articulate.

"The prejudice I ran into was mostly the old 'girl shift' routine. CHRs, ACs, AORs, and Urbans only wanted women to work on weekends and on the all-night show, doing 10pm-6am. No girls during the day. If you had a very liberal boss, you might have been allowed to do the 6-10pm shift."

Ford's advice to females wanting to enter the air personality sweepstakes: "Whatever you do, don't give up and let someone talk you out of what you want to do. Give it your best shot and, above all, maintain your dignity. Also remember that networking is a real key to making it. Even if the network doesn't seem to be working for you, don't give up — and don't discount the whites you may be networking with. Someone may bring something your way when you least expect it. It's very important that you meet as many people as you can. I go to radio conventions all the time, because you never know who you might meet and whose help might be to your professional advantage."

Cover All Bases

She also passed on this additional piece of advice: "Learn the corporate gig. Too many blacks get into the business and think all they'll ever be able to do is what they're doing at the time. You must aspire to the total heights that you can possibly attain. So buy the suits, get the correct shoes, and keep your hair cut and styled. These things can help you get where you're trying to go."

During my interview with Ford, the love and respect she has for her father as a positive role model was quite apparent. Dr. Harold Ford is a pediatrician in Cleveland. "Education is foremost in my opinion for anyone expecting to succeed. My father and my grandmother always said, 'It's a poor dog that doesn't wag its own tail.' You have to be confident and willing to speak up about what you know and can do if you're ever going to get an opportunity in this business."

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BLACK/URBAN PICTURE PAGE



THEY WENT POP — Ashford & Simpson's New York restaurant 20/20 hosted the listening party for Levert's "Bloodlines" LP. Seen are Tommy Boy's James Jordan, WUSL/Philadelphia's B.J. Johnson, Levert's Marc Gordon, Sean and Gerald Levert, Valerie Simpson, and WANM/Tallahassee PD Joe Bullard.



SUMMER MONEY — Detroit's Arnetta Scott was the \$5000 grand prize winner in WJLB's "Strong Summer Song" contest. Shown (l-r): William Scott, PD James Alexander, Arnetta, WJLB's James Mason and Lisa Orlando.



TWO DIVAS GO WILD — 9.9's Margo Thunder and Stephanie Mills both showed up at WILD/Boston for PD Elroy Smith's morning show. Seen (l-r): Thunder, MCA's Angela Thomas, WILD's Kandie Eastman, Smith, Mills, WILD's Willie Maye, and Cassandra Mills.



DON'T HAVE TO TAKE OUR CLOTHES OFF — In a position she won't have to renounce, even after these pictures are run, Vanessa Williams was a celebrity morning drive replacement for Tom Joyner recently. Williams (lower center) is flanked by K104's Norman Hall, Cindi B., Chris Arnold, Michael Hernandez, and Sandra Daniels.



MELISA GETS FIRST WANG — Melisa Morgan recently made her debut appearance at Boston's Wang Center. Posing backstage: WILD PD Elroy Smith, Melisa and Capitol's Rod Butler.



THE PRIZE IS NISSAN — Anita Johnson was the grand prize winner in KIIZ/Kiileen's Great Spring Sweepstakes. Johnson (l) poses by her new 1986 Nissan 300ZX next to KIIZ PD Bill St. John and car dealer Bobby Bates.



POWER SUITED UP — WUSL (Power 99)/Philadelphia qualified winners of Budweiser Superfest tickets for a \$5000 shopping spree at LaBelle Ami, the boutique owned by Superfest headliner Patti LaBelle. LaBelle's husband Amstead Edwards (l) assists winner Zippy Clark in her selections.



BLOW ACROSS AMERICA — WBLZ/Cincinnati's Steve "Shabadoo" Sloan (l) was backstage when the Fresh Festival came to town. Sloan poses here with Kurtis Blow, who shows his commitment to the Texas Longhorns.



WWDM RAISES OVERHEAD — WWDM/Sumter, SC celebrated Columbia's Mayfest by sending its morning team of ND Brenda Jones (l) and PD Tony Dean to broadcast their show from atop a billboard for an entire week. During that time, canned goods and cash were solicited for a local charity.

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JUDDS "Cry Myself To Sleep"
CONWAY TWITTY "Fallin' For You For Years"
JUDY RODMAN "She Thinks That She'll Marry"

AC

BOSTON "Amanda"
JEFFREY OSBORNE "Room With A View"
KENNY ROGERS "They Don't Make Them Like They..."

Drake-Chenault

Bob Laurence (800) 247-3303

XT-40

MADONNA "True Blue"
ART OF NOISE "Paranoia"
RIC OCASEK "Emotion In Motion"
BON JOVI "You Give Love A Bad Name"
LIONEL RICHIE "Love Will Conquer All"

Contempo 300

TINA TURNER "Typical Male"
LIONEL RICHIE "Love Will Conquer All"
BRUCE HORNSBY & THE RANGE "The Way It Is"

Great American Country

HOLLY DUNN "Daddy's Hands"
SAWYER BROWN "Out Goin' Cattin'"
GEORGE JONES "Wine Colored Roses"
HANK WILLIAMS JR. "Mind Your Own Business"
REBA McENTIRE "What Am I Gonna Do About You"
BELLAMY BROTHERS & FORESTER SISTERS
"Too Much Is Not Enough"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

HUMAN LEAGUE "Human"
JIMMY BUFFETT "Croals"
COREY HART "I Am By Your Side"
LIONEL RICHIE "Love Will Conquer All"
BRUCE HORNSBY & THE RANGE "The Way It Is"

MEDIA GENERAL CONTINUED

Your Country

MEL McDANIEL "Stand On It"
MICHAEL JOHNSON "Give Me Wings"
HANK WILLIAMS JR. "Mind Your Own Business"
KATHY MATTEA "Walk The Way The Wind Blows"
E. BRUCE & L. ANDERSON "Fools For Each Other"

Hit Rock

CAMEO "Word Up"
MADONNA "True Blue"
NEW EDITION "Earth Angel"
LIONEL RICHIE "Love Will Conquer All"

Radio Arts

John Benedict (618) 841-0225

Country's Best

CONWAY TWITTY "Fallin' For You For Years"
HANK WILLIAMS JR. "Mind Your Own Business"
REBA McENTIRE "What Am I Gonna Do About You"

Soft Contemporary

P. CETERA & A. GRANT "The Next Time I Fall"
G. KNIGHT & B. MEDLEY "Loving On Borrowed Time"
KENNY ROGERS "They Don't Make Them Like They..."

Sound 10

BEACH BOYS "California Dreamin'"
LIONEL RICHIE "Love Will Conquer All"
G. KNIGHT & B. MEDLEY "Loving On Borrowed Time"
KENNY ROGERS "They Don't Make Them Like They..."

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

CARLY SIMON "Coming Around Again"
LIONEL RICHIE "Love Will Conquer All"
P. CETERA & A. GRANT "Next Time I Fall"

Country Coast-To-Coast

T. GRAHAM BROWN "Hell And High Water"

Rock 'N' Hits

BILLY IDOL "To Be A Lover"
TRIUMPH "Somebody's Out There"
STEVE WINWOOD "Freedom Overspill"
HUEY LEWIS & THE NEWS "Hip To Be Square"
P. CETERA & A. GRANT "The Next Time I Fall"

The Programming Consultants

David Graupner (800) 843-7807

Stereo Rock

MADONNA "True Blue"
BILLY IDOL "To Be A Lover"
LIONEL RICHIE "Love Will Conquer All"

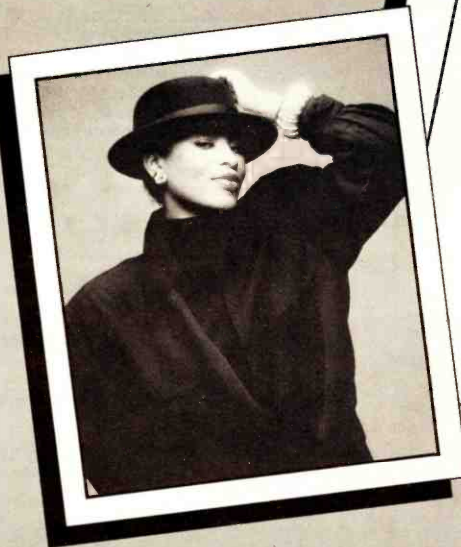
AC

BEACH BOYS "California Dreamin'"
LIONEL RICHIE "Love Will Conquer All"

Country

BILLY JOE ROYAL "I Miss You Already"
HANK WILLIAMS JR. "Mind Your Own Business"
JUDY RODMAN "She Thinks That She'll Marry"
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REBA McENTIRE "What Am I Gonna Do About You"

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SHARE AN UNFORGETTABLE LOVE SONG:
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THE STUNNING DEBUT SINGLE FROM
MIKI HOWARD
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- | | | | |
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| WDAS | WJIZ | WQMG | Z103 |
| WHUR | Z93 | WZAZ | WWWS |
| WDIA | WPEG | WLOU | WZEN |
| WDMT | WFXC | WCKX | WVOI |

October 1986
 S M T W T F S
 5 6 7 8 9 10 11
 12 13 14 15 16 17 18
 19 20 21 22 23 24 25
 26 27 28 29 30 31

September 22
265 100
 Monday

SET ASIDE SOME TIME FOR:
LEVERT
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 "(POP, POP, POP, POP) GOES MY MIND"
 FROM THE LP, BLOODLINE (81669)
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55/24 — 62%
 BLACK/URBAN CHART: Debut **40**
#2 MOST ADDED



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MARKETPLACE

AIRCHECKS

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Current Issue #78 features KFI/Gary Owens' first day, KYUU/True Don Bleu, NY's new Hot 103.5 WQHT, WFLJ/J.J. Kennedy, WLS/John Landecker, and the last days of rock at KFRG/San Francisco with Dr. Don Rose, Bobby Ocean, Turi Ryder, Dave Sholin, last Mobile Studio broadcast & more. 90-min. cassette, \$5.50

Current Issue #77 features Minneapolis CHR's WLOL & KDWB, Seattle AOR KISW/John & Robin, KS103/Randy Miller, KMEL/Sonny Joe Fox, KKL/Big Tom Parker, WLUP/Jonathan Brandmeier, KISS/Bruce Vidal, & SF's KSFO. 90-min. cassette, \$5.50.

Special Issue #5-88 features LOS ANGELES, Part 2, with Country KLAG/Gerry House, KZLA, AC's KFI/Gary Owens, KIQQ, oldies KRLA, KRTH-AM & KRTH-FM. 90-min. cassette, \$5.50.

Special Issue #5-89 features INDIANAPOLIS, with CHR WZPL, AOR WFBQ & WEAG, Urban WTCL, Oldies WYND & WIRE, AC's WBBC, WENS & WTPJ. Cassette, \$5.50.

Still available: #5-87 (Los Angeles, Part 1), #5-86 (Honolulu), #5-85 (Chicago), #5-84 (Kansas City), #5-83 (St. Louis) at \$5.50 each.

Classic Issue #C-71 features KOV/Dick Drury-1963, KJH/Real Don Steele-1967, KJH/Bobby Ocean-1976, KROY/Jeff Robbins-1977, KFI/Eric Chase-1978, KJH/Dr. John Leader-1975, WIFE/John Driscoll-1972 & KYA/Brian Roberts-1975. Cassette, \$10.50.

VIDEO #7 features Denver's KPKE/Steven B. & The Hawk, KIMN/Paxton Mills, SF's KFRG/Bill Lee, Houston's KRBE-FM/Christy & Carson, & Honolulu AC KKLJ/Randall & Cooke, CHR KQMC/WB Moku & AOR KPOI/Rabbert. A full 2 hours on VHS or BETA, specially priced at \$30.00.

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Music facts, bios, and the latest news on current CHR hitmakers delivered twice per month. Ready for on-air use! 1 year (26 issues) \$75, 6 months \$40. For free sample — write on station letter head to

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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):

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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.

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MARKETPLACE

PERSONALITY

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Two complete 5-day (120-hour) monitor summation reports (total number of plays of every video). Professionally prepared and available immediately.

Monitor period: VHI 9/8-12/86 MTV 9/22-26/86
Order in complete confidence. Both monitors (via 1st class mail) \$300. (Add \$11 for overnight) Payment must accompany order. Send check or inquire:

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OPPORTUNITIES

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OPENINGS

OPENINGS

OPENINGS

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MONEY BACK GUARANTEE

American Radio
JOB MARKET

1553 N. Eastern, Las Vegas, NV 89108



Classic Hits/WCML seeks two team players for two fulltime on-air shifts & production. T&R: Art Shannon, 27 West St., Newport, NH 03773 EOE(926)

WSBY & WOHO/Salisbury seeking morning news anchor. Anchor/reporter experience required. T&R: Tom Moore, Box U, Salisbury, MD 21801 EOE (10/3)

WVHB/Long Island seeks experienced CHR personalities for weekends. T&R: Rob Poulin, HB107, 252 W. Montauk Highway, Hampton Bays, NY 11946 EOE (10/3)

Seeking spirited team player to become integral part of community oriented AC operation. Progressive, radio-oriented management. T&R: WDOV, Drawer B, Dover, Delaware 19903 EOE (10/3)

News anchor/reporter with minimum one year experience for medium market news leader. East Coast station. T&R: 1825 Murray Ave., Atlantic City, NJ 08401 EOE (10/3)

Production engineer for radio syndication/audio visual company. Enthusiasm & positive attitude required. T&R: DSW, 311 W. 75th Street, NYC 10023 EOE (10/3)

Radio sales position open in booming Central Jersey area. Tremendous potential for hardworking professional. Some experience preferred. WERA, 120 W. 7th St., Plainfield, NJ 07060 EOE (10/3)

WGUY/Rock 100 in Bangor seeks weekend CHR jocks. Possible future fulltime. T&R: WGUY, 417 Wilson St., Brewer, ME 04412 EOE (10/3)

WGLI/Long Island's Oldies station seeks talent for immediate parttime & possible fulltime openings. T&R: Glenn Summers, 1290 Peconic Ave., Babylon, NY 11704 EOE (10/3)

If you love production, then I have a job for you. PAC 93 seeks person to do overnights. Do commercials & oversee automation. T&R: Rick DeFranco, Box 239, Ogdensburg, NY 13668 EOE (10/3)

Boston Country AM seeks experienced jock from the New England area for weeknight opening. T&R: Mark Biase, Box 1330, Boston, MA 02254 EOE (10/3)

Western NY/AM seeking ND. T&R: Dan Palmer, WDOE, Box 209, Dunkirk, NY 14048 EOE(926)

Seeking your administrative talent to coordinate production details for in-store radio network. Amazing potential. NY residents only. (212) 593-3638. EOE(926)

WLTN seeks fulltime afternoon announcer. Mature yet fun. T&R: Lisa Mills, Box 349, Littleton, NH 03561 EOE(926)

Hartford's Country station seeks personalities. All shifts needed. T&R: Ken Borden, WKHT, 257 E. Center St., Manchester, CT 06040 EOE(926)

Great opportunity. 50k w/FM offers ability to learn from industry's leading programmers. Good benefits. AOR/CHR experience. T&R: #42 Palmer St., Pawcatuck, CT 06379 EOE(926)

Parttime opening for Hot rockin' announcers. WRCC seeks talent. Females encouraged. T&R: Brian Krzyz, WKLC, 100 Kanawha Terrace, St. Albans, WV 25177 EOE(926)

Just outside of Boston. WORC in Worcester, seeks afternoon jock with great production. T&R: Mark Ericson, 167 Pleasant St., Worcester, MA 01609 EOE(926)

HELP! RADIO PERSONNEL NEEDED

Due to the large number of registrants placed, and the increased demand of radio stations all across the country, NATIONAL is in immediate need of qualified personnel. This is for virtually all radio positions, particularly newsmen and announcers for small, medium, and major markets. We're also in need of qualified female personnel. If you're ready for a move, let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:

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Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

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NEEDED NOW!

Program Director, top 30 Midwest market. Take charge leader, strong on promotions with excellent people skills. T&R, salary requirements, and track record to Peterson Media, 3397 Wrightwood Dr., Studio City, CA 91604.

EAST

Regional news leader seeks fulltime news professional. Best news opportunity in N/NE New England. Good salary & benefits. Two years' experience. T&R: Box 273, Brewer, ME 04412 EOE(926)

ME 100kw Country powerhouse seeks warm, adult communicator. Quality bucks & lifestyle to quality jock at quality station. T&R: WOCB, Box 273, Brewer, ME 04412 EOE(926)

Seeking production person. Five years' broadcast experience. Superior communication, creative & copywriting skills. Kerry Kenney. (207) 283-9191. EOE(926)

PERSONALITIES — WHERE ARE YOU?

Major market personality Adult Contemporary in search of top talent — stand-out personality. Great bucks, benefits and future for the right person. If you're an entertainer, don't delay. Rush T&R to: Radio & Records, #461, 1930 Century Park West, Los Angeles, CA 90067. EOE

WALK FM 97.5 AM 1370

P/T Air Talent: WALK-FM & AM, L.I.'s premier AC accepting T&R for P/T announcers. Minimum 5 years on-air experience. T&R to Bill Edwards, Program Director, WALK-FM & AM, P.O. Box 230, Patchogue, NY 11772. EOE

PERSONALITY NEWSPERSON

Join the #1 morning team in the market. You'll be the fourth member of a morning show that dominates the market, replacing a very talented person who is being transferred to another property in the ever expanding Capitol chain. You should have several years hard news experience, a personality with a smile, and enjoy working with professionals who will demand your best effort. Cassette and resume to Ron Brandon, Operations Manager #100, P.O. Box 4318, Charleston, W.V. 25364. No calls please.

MORNING PERSONALITY

We're Number 1 in the market and need a Number 1 morning man to help us stay there. Funny, topical, able to work with our female co-talent, and able to relate to an adult CHR audience. We're HOT, and we're willing to pay for our morning show to be nothing less than great. CBR to "Mornings," P.O. Box 9530, South Burlington, VT 05401. EOE

SOUTH

Fulltime AM medium market leader seeks friendly morning man for Classic Hits format. Great company. T&R: R. Giddings, Box 3845, Cocoa, FL 32924 EOE(926)

Immediate openings, am/pm drive personalities, news, sales. T&R/photo: WGLT, Box 932, Florence, AL 35631 EOE(926)

Production manager for uptime AC format. New equipment. Also accepting T&Rs for announcing positions. WNNC, Box 940, Newton, NC 28658 EOE(926)

OPPORTUNITIES

OPENINGS

WBSE/FM seeks applicants for evening air shifts. T&R: John Chappell, 1601 W. Peachtree St., NE Atlanta, Georgia 30309 EOE (10/3)

Album Rock personality with production skills. Immediate opening on Carolina Coast. T&R: Kris Kelly, WKQR, Box 1356, Jacksonville, NC 28541 EOE (10/3)

WTMX/Tupelo has an immediate opening for afternoon drive & evenings. Immediate openings. T&R: J. Michael Pruet, Box 954, Tupelo, MS 38802 EOE (10/3)

FM 96/Valdosta seeking Production Director. T&R: Steve Surton, WLGA, 1001 W. Gordon St., Valdosta, GA 31801 EOE (10/3)

KEND/Lubbock seeks applications for personalities all shifts. Must be familiar with Country format. T&R: Bill Pratt, 1314 50th, Lubbock, TX 79412 EOE (10/3)

Seeking high profile personality for 7-midnight shift at top-rated CHR in E. Tennessee. Help us maintain a winning tradition. T&R: Mark Potter, WQUT, Box W/CRS, Johnson City, TN 37601 EOE (10/3)

Seeking slick PM drive & eight track production wiz. Dynamic 100 kw Country powerhouse. T&R: Tommy Lee, Box 278, Anniston, Alabama 36202 EOE (10/3)

Competitive 100,000 watt CHR seeks experienced high-energy 7-midnight team player. South preferred. Other days/pts & parttime possible. T&R: WJHO, Box 1489, Enterprise, AL 36331 EOE (10/3)

Seeking sales professional for Hot CHR in 93rd market. Big show to fill. Excellent earnings potential. John Shaver, Z-100 FM, Box 1390, Lynchburg, VA 24505 EOE (10/3)

SW AOR/72 has immediate opening for experienced morning person. T&R: KBAT, Box 3282, Odessa, TX 79760 EOE (10/3)

ME Louisiana's top adult station seeking ambitious morning personality. Need to be friendly, witty, creative. T&R: Len Roberts, KJLO, Box 4806, Monroe, LA 71211 EOE (10/3)

100,000-WATT FM AC MIDDAY COMMUNICATOR

Southeast 100,000-watt FM AC seeks seasoned adult communicator for midday shift. Strong production a must. Great benefits and salary. Group owned. Send cassette and resume to: Radio & Records, 1930 Century Park West, Box 468, Los Angeles, CA 90067. EOE

CONTINUITY/PRODUCTION

Opportunity for continuity writer with production skills. Writing paramount, production a plus. Send T&R with writing samples to Radio & Records, 1930 Century Park West, Box 478, Los Angeles, CA 90067. EOE

106 WLAC FM

Morning Personality

Our morning man has left for a TV career. We have a witty, creative co-host and now need a warm, personable communicator who is strong on basics and can relate to the female listener. This individual must be intelligent, articulate and motivated to become actively involved in Music City. Good personal appearance is a must. Send cassette tape, resume, and recent photo to: David Manning, General Manager, WLAC, 10 Music Circle East, Nashville, TN 37203. No phone calls please. M/F EOE

GENERAL SALES MANAGER

Need a general sales manager that can take charge and make things happen with our Southeast medium market AM/FM market leaders. You will enjoy accepting challenges, be able to motivate, set priorities, and continue to train an already successful sales force. You must have been in radio sales a minimum of five years and will preferably now be a sales manager. You will be expected to launch an all-out local sales effort that produces results in terms of development of new accounts, maintenance of existing accounts, and consistent upgrading of rate structures. New business development and co-op sales training are very important aspects you will need to implement. Excellent compensation package with good growth potential. Send replies to Radio & Records, Box 477-B, 1930 Century Park West, Los Angeles, CA 90067. EOE/MF

OPENINGS

MORNING SHOW HOST

Aggressive AOR located in West Texas. Want high-profile personality type who enjoys personal appearances. Use of phones, gags, production bits and co-hosts a must. Ratings winners send T&R to Radio & Records, 1930 Century Park West, Box 479, Los Angeles, CA 90067. EOE

SWHLZ 92.5 Rolling Across Carolina

100,000-WATT COUNTRY Roll with Wheels 92.5, WHLZ. Now accepting applications for key on-air position. Strong personality. Resort area... beaches, lakes. Tapes and resumes to: Les Bailey, WHLZ, P.O. Box 400, Manning, SC 29102. EOE

SALES MANAGEMENT/MEDIUM MARKET

Are you looking to move up in Sales Mgmt? Are you looking to move up in Market Size? We have the opportunity for you to earn \$24,000+ a year in sales. \$35,000+ in Sales Mgmt. Medium-size market. 3-yr-old top-rated Adult Contemporary. Stock options considered after internship. Must have 2 years experience to apply. Reply to: Radio & Records, Box 458, 1930 Century Park West, Los Angeles, CA 90067. EOE/MF

Z 103 FM

100,000 WATT PM DRIVE! Our afternoon drive man is going top 50! Immediate opening for PM drive. 100-kw AOR hybrid. Market #86. Good pay/incredible benefits... beach resort. T&R to: Paul Franklin, Box WZYC, Beaufort, NC 28516. NO CALLS. Good pipes & prod. a must. EOE

COUNTRY MORNING PERSONALITY

Bright, friendly, involved in the community. That'll be the new Morning Personality on our Southeastern Class C, FM Country station. Our explosive growth has come from a team effort. If you're ready to commit and contribute, you may be the morning leader who shares in our future growth. Tape & accomplishments to: Radio & Records, 1930 Century Park West, Box 439, Los Angeles, CA 90067. EOE

FLORIDA COUNTRY FM

Top-rated Central Florida Country FM looking for PD. Must be community oriented and able to work a shift. Send T&R & picture if possible to Radio & Records, Box 476, 1930 Century Park West, Los Angeles, CA 90067. EOE/MF

OPENINGS

B-94FM (KEZB) El Paso's #1 CHR has rare opening for midday air talent. Rush T&R to Ron Haney, Operations Manager, B-94FM, 2501 N. Mesa, El Paso, Texas 79902. EOE, M/F

COUNTRY MORNING PERSONALITY

We're still searching for the "right" contemporary Country morning personality for Southeast 100-kw FM. Humorous "personality," warm, witty, and "locally topical." Send tape and resume to: Radio & Records, 1930 Century Park West, Box 473, Los Angeles, CA 90067. EOE

MIDWEST

AC seeks adult entertainers, all shifts, primarily mornings & news. T&R: Bryan Thomas, WYTS, Box 280, W. Terra Haute, IN 47885 EOE(9/26)

Central Communications Inc. has an opening for an experienced secretary. Typing required. Computer experience helpful. Resume: 944 Harlem St., Altoona, WI 54720 EOE(9/28)

Join great morning show & host talk show on major AC/News/Talk station. T&R: WSGW, Box 1945, Saginaw, MI 48605 EOE(9/28)

Seeking personality oriented job. P-2/CHR with MD spot a possibility. T&R: John Michaels, KZDO, 1105 E. Superior St., Duluth, MN 55802 EOE(9/26)

Parttime position available. WCZY/Detroit. Rush T&R: Brian Patrick, 15401 W. Ten Mile Rd., Detroit, MI 48231 EOE(9/26)

Seeking creative afternoon jock for college town. Good production essential. T&R: DIDI Capri, WTAO, Box 369, Murphysboro, IL 62896 EOE(9/26)

Central WI Country FM seeks announcer for production, remotes & airshift. T&R: Jack Edwards, WYTE, Box 956, Stevens Point, WI 54481 EOE (10/3)

News opening for a reporter at WDSM-AM/Duluth. Entry level position with good pay & benefits. T&R: Tally Maneyev, 1105 E. Superior St., Duluth, MN 55802 EOE (10/3)

Seeking morning news maniac for our winning morning show. T&R: Dan Kelsey, KKRD, 1704 S. Cleveland Ave., Sioux Falls, SD 57013 EOE (10/3)

Seeking Hot CHR PD for MW/FM. Send programming packages to: Dan Kelsey, Vaughn Broadcasting, 1704 S. Cleveland St., Sioux Falls, SD 57103 EOE (10/3)

Immediate fulltime opening. CHR, mature-minded pro. Mini-music two years' experience. Seeking on-air & production essential. T&R: Steve Durham, WZVZ, Box 2208, Kokomo, IN 46902 EOE (10/3)

MIDWEST MAJOR MARKET

Major station has possible opening for adult communicator. Pipes, personality, production, personal appearances. Major market experience a must. T&R to Radio & Records, Box 471, 1930 Century Park West, Los Angeles, CA 90067 EOE/MF

EVEN IF YOU'RE HAPPY . . .

Tapes sought for established, bright, personality FM . . . Midwest AC. Large college town. Future full and parttime openings possible. Send T&R to Radio & Records, 1930 Century Park West, Box 487, Los Angeles, CA 90067.

CHR LEADER SEEKS FULLTIME AIR-PERSONALITIES

Indiana CHR leader has immediate openings for fulltime air personalities. Applicants must understand CHR. Quality production. Growing company. Cassette and resume to Radio & Records, 1930 Century Park West, Box 474, Los Angeles, CA 90067. EOE, M/F

OPENINGS

Morning Show Host

104.5 WSNX, West Michigan's HOT 50kw CHR, is looking for a crazy, high profile morning show host. In looking for heavy phones, bits, and appearances, we need someone who's logical, fun, and personable to create talk among our listeners. The station that gained national headlines with the "Money Man Caper." 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: JJ Dunning, WSNX, 675 E. Summit, Muskegon, MI 49444.

WJMO

ADULT URBAN CONTEMPORARY WJMO has an immediate opening for an experienced Adult-Urban Contemporary, 7pm-midnight announcer. Quality production is a must. Send tape and resume to Doug Harris, c/o WJMO Radio, 11821 Euclid Avenue, Cleveland, OH 44106. NO PHONE CALLS PLEASE. 3 years experience preferred. M/F, EOE

KKRD FM 107

Hitradio

Wake up Wichita at Price's Broadcasting's #1 CHR! Excellent compensation, benefits for winning individual with growing broadcast group. If you're ready to join our top-rated morning team, send T&R to Jack Oliver, KKRD, Box 333, Wichita, KS 67201. (316) 265-0721. EOE

WEST

Truly a great opportunity for a creative, motivated salesperson. Great commission/fringes. Resume: KFIG, Box 4265, Fresno, CA 93744 EOE(9/28)

KLSB/Seattle seeks anchor/reporter. Great writing a must. T&R: Dave Sloan, 12011 NE 1st, suite 206, Bellevue, WA 98005 EOE(9/28)

Sales. Soft AC in Central California. Resumes: KKBN, Box 708, Twain Harte, CA 95383 EOE(9/28)

Great opportunity for aggressive affiliate salesperson. Compensation on commission basis. Resume: Ocean Park Blvd., #3001, Santa Monica, Ca 90405 EOE(9/28)

KIIX/Fort Collins is seeking part/fulltime air personalities. Five years in Country radio a must. T&R: Dale Sparks, KIIX, Box 2204, Fort Collins, CO 80522 EOE (10/3)

Seeking enthusiastic & highly motivated AE. Attractive commission & fringes. Resume: KFIG, box 4265, Fresno, CA 93744 EOE (10/3)

Seeking great air talent for all shifts. You've found your job! Rush T&R: Westwood, 1033 S. Hilgard, Suite 112, LA, CA 90024 EOE (10/3)

O.C. Christian music station seeks Sales Manager with a minimum five years' experience. Resume: General Mgr., 1748 W. Katella #106, Orange, CA 92667 EOE (10/3)

OPPORTUNITIES

OPENINGS

Our midday personality is off to Vegas. Can you fill his shoes? Major market atmosphere without the pressures. T&R: Char- lie Hargan, KTVQ, 150 N. Nichols, Casper, WY 82602 EOE (10/3)

KOLL/Gillette seeks T&Rs for future part/fulltime openings & news positions. AC format. T&R: PD, 316 1/2 S. Gillette Ave., Gillette, WY 82716 EOE (10/3)

Production/MD for regional based Modesto-Fresno CW. Group owned. Rust T&R: Dan Springfield, KUBB, Box 429, Merced, CA 95340 EOE (10/3)

Fulltime opening at Continuous Country KFMS. T&R: 1555 E. Flamingo, Suite 435, Las Vegas, NV 89119 EOE (10/3)

SALES

The #1 AM/FM combo on the Central Coast of California is looking for retail sales people with a minimum of 2 years' experience. For a challenging opportunity with future growth potential, call Jim Barker at (805) 489-1280. EOE/MF



On-Air Talent

KDUO-FM in Riverside/San Bernardino, CA has immediate need for fulltime evening shift on Easy Listening format. Send T&R to: Doug Harding, P.O. Box 50005, San Bernardino, CA 92412. EOE/MF

AM PERSONALITY FOR CALIFORNIA AC

Enthusiastic, informative, heavyweight morning person needed to wake up adult audience for Central California AC and be a part of the family. Send tape and resume to Radio & Records, Box 475, 1930 Century Park West, Los Angeles, CA 90067.



MORNING DRIVE

Morning drive superstar for Phoenix's fastest-growing radio station. Superb money for the right person. Immediate opening. Tape/resume to Ralph Carroll, KKFR, 631 N. 1st Ave., Phoenix, AZ 85003. EOE/MF

MORNING DRIVE!!

Are you good enough to be the dominant personality in a fiercely competitive market? Do you prepare and present a morning show that has the community talking about what you did this morning? If you are a seasoned pro who works well with a team and can take a well run AC to the top with a humorous morning show that does not interfere with the music... have we got an opportunity for you! Send T&R to: Radio & Records, 1930 Century Park West, Box 469, Century Park West, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Fl pro, formerly WSHE/K-102, seeks drivetime slot in Sunbelt. Natural pipes, major market production & proven numbers. TOM: 13051 466-3484. (9/26)

ND who knows what your listener wants. If you want to satisfy your listeners... NEIL: (305) 791-6325. (9/26)

11 year air pro. Also operations/programming for AC/Oldies. Personable, knowledgeable, topical. Seeks major market opportunity. CHIP COOK: (804) 458-4436. (9/26)

Seek PD/MSR/research/promotions from top 170 market. Assisting CHR with guts to program. MICHAEL: (318) 445-5306. (9/26)

POSITIONS SOUGHT

KHJ/WABC/KFRC/WCLF... I never worked at any of these legendary stations, but call me anyway. CHUCK MCCOY: (203) 367-7113. (9/26)

Denver & Colorado. Experienced, talented, versatile communicator seeks DJ/production/news/MD/PO job. Experience includes Minneapolis/St. Paul. Available now. R.K. (303) 444-1071. (9/26)

AOR/CHR/PO. Over eight years experience. Billboard award winner. BSC. Stable, energetic, creative. MARK LAPIOUS: (703) 533-3581. (9/26)

Small market announcer seeks break in larger/medium market. Three years experience. JIM: (717) 597-9239. (9/26)

Four years' experience in CHR/AC seeking work in W medium market. Have MD experience, but would like to learn programming. JONATHAN: (602) 842-9169 or 524-3995. (9/26)

Philadelphia/NY pro seeking full/parttime airshift in NY metro area. Warm, witty, human-sounding communicator. JEFF: (212) 792-7576. (9/26)

Seven years spent gaining knowledge from the pros. Set to program CHR/AC in top 75 market. P-3 or larger only please. RANDY: (913) 825-2202. (9/26)

Seven years' on-air experience. Currently seeking weekend position in Southern CA. Prefer LA or San Diego areas. Know promotion/news. PENNY: (213) 553-4330 x 39. (9/26)

Network newscaster, seeking local radio work. Relocation no problem. Hardworking, no prima donna. Call today. STEVE: (301) 340-2296. (9/26)

Hot, aggressive new talent seeks position with professional radio staff. DJ/production skills. Lots of personality & all the basics. JEFF SHANNON: (702) 825-9526. (9/26)

Female jock/producer, nine years' experience, seeks fulltime airshift. Former MD/PO. PHYLLIS: (713) 447-1939. (9/26)

Now available to medium market PD, airtalent/MD with five years' experience. Hard worker. Serious winners please call. CHRIS: (919) 734-2245. (9/26)

Comic talent years for drive slot in medium market. Astounding straight & novelty production. DENNIS: (419) 255-5665 or 255-1221. (9/26)

Community-minded MD/assistant PD seeks long term commitment. Prefer IL/IN/MI/WI. Hardworking & educated. MICHAEL: (615) 729-3844. (9/26)

Five years' experience in top twenty market. Production/continuity/copywriting. Part/fulltime personality. Will relocate. DENNIS: (718) 330-0991. (9/26)

AOR professional, reliable, natural & tight production. AOR/hybrid. Medium/large market. Ready to relocate. JOHN: (312) 262-3773. (9/26)

Want to get your ratings off the ground? Call a winner. Midday pro seeks market change. Five years' BU/CHR/AC/Oldies. Strong ratings. SANDI: (205) 456-0283. (10/3)

Versatile, experienced MD seeks medium market MD/Asst. PD position. Know AOR/CHR/AC. Driven, self-starter, pro attitude. GARY: (301) 759-3264. (10/3)

Rockin' PD seeks on-air or PD position. AOR/CHR, any market. Promotions & people minded. D.L.: (314) 265-5275. (10/3)

Hard work and the desire to learn equals success. I am ready to work, willing to relocate & able. STEVE: (714) 637-7329. (10/3)

Young, energetic team player currently at P2/CHR seeks on-air, possible MD with CHR in W. Call now! STEVE: (805) 984-3350. (10/3)

Youthful exuberance, major market consulting experience. Innovative research concepts. I can turn your AOR into a winner at a minimum cost. T.F. BARNES: (305) 464-5832. (10/3)

Desperately seeking work in Southern CA. Experienced, reliable DJ, can get the job done. Any format. Go ahead, make your day. MARK: (714) 971-1616. (10/3)

Sharp, on-air PD/OM with super pipes seeks longterm, large/major Country/Classic Rock/Oldies opportunity. TOM: (309) 688-5358. (10/3)

Hardworking MD/Asst. PD seeks opportunity with your station. Prefer IL/IN/MI/WI areas. MICHAEL: (615) 729-3844. (10/3)

Award winning ND, 15 years' experience seeking challenge & opportunity along the Gulf Coast. TERRY: (503) 371-3846. (10/3)

Programming, marketing specialist in AOR/CHR/Country, seeking opportunity along the Gulf Coast or FL. T. ALLEN: (503) 371-3846. (10/3)

Maybe I'm crazy, but I love radio. Five years' experience, including drivetime. Seeking position in metro area. LYNN: (814) 949-8783. (10/3)

Sharp as a marble. Hot phones, cool rap, warm personality. Seasoned CHR/50 PM driver seeking similar situation. ANDY WALTERS: (801) 393-9813. (10/3)

Seven year pro with great pipes & copywriting/production seeks CA station to dedicate self to. I'm ready. KEVIN: (818) 343-8112 or 887-9229. (10/3)

"I'm ready to rock!" Female with seven years' part/fulltime experience seeking weekend position in Southern CA. Prefer LA or San Diego. AOR/CHR only. PENNY: (213) 553-4330 x 39. (10/3)

POSITIONS SOUGHT

17 year radio veteran seeking AC/Country opening in Kansas City market. STEVE: (314) 769-2044. (10/3)

Talk/DJ/PO, international reputation. Great communicator & one of a kind voice. Ratings winner. Available in Detroit/Michigan areas. CHUCK: (313) 281-6381. (10/3)

Country personality of almost 20 years, music director for 15. Would like to find a good place to settle down & do my thing. LEE LAWRICK: (502) 636-5525. (10/3)

Want to dominate? I sure do. Young two year pro, character voices, timely humor, the whole shabam. JIM KELLY: (419) 797-2202. (10/3)

Versatile morning pro with major/medium market success seeks larger market station for long run. Paid endorsement by Gary Burbank. DAVE: (419) 666-6943. (10/3)

Seven year pro with solid production. Seeking medium/large market position with winning company. AC/Country. DON: (913) 242-4789. (10/3)

Black female news anchor/reporter, college grad seeking opportunity to work for a solid news organization. (419) 865-8776. (10/3)

Small town ND seeks new challenges & greater compensation. Also interested in freelance announcing assignments. Now in upstate NY. JOEL: (518) 943-9162. (10/3)

Formerly of KCFX/KFKF in Kansas City, seeking announcing opportunity. I'm ready to go yesterday! JIM ANDERSON: (816) 455-1336. (10/3)

Let me make friends with your large/medium MW adult market. ART: (618) 397-2521. (10/3)

CHIEF ENGINEER

Have experience with high power (50kw/100kw) major market combo station. Worked closely with PD to improve ratings and air quality. Good engineering standards with references to prove it. Call . . .

Robert King
(503) 222-7440

Hello CONN/NY/VT/ME. Broadcast school graduate seeking work in your area. Small market AC/Urban preferred. ANDREA: (212) 862-1215. (10/3)

Major market jock. Boston/Chicago/Denver seeking night gig and the right 5. Great pipes & production. VIC: (602) 748-2338. (10/3)

Production Director for West Coast market. Great promotions & ten years' experience on-air in major market. JOHN: (602) 748-2338. (10/3)

Newsmen, experienced, dedicated, aggressive professional. Looking to work for management that is serious about news. Prefer MW. (309) 833-3129. (10/3)

Entertaining female working PM drive seeks new gig in top 100. MD/production/voices. CHAR: (312) 872-3314. (10/3)

Serendipity! This could happen to your station. Female, well-balanced, team player, AOR/AC experience. Six year pro seeks new challenge. SUE: (505) 662-3122. (10/3)

Available now! Announcer with three years' experience seeks move to larger market as announcer or lateral move as PD. DREW: (601) 445-5260 or 442-4895. (10/3)

FSU graduate with pleasing voice & 1 1/2 years on-air experience seeks fulltime in SE states. TOM: (305) 666-9030. (10/3)

If you station is in a top 50 market, then I would like to talk to you. Available for AC/Country/Talk. RANDY KOLLINS: (602) 947-6972. (10/3)

Serious about experience? Nine year pro has headphones, will travel. Seeks drivetime/PD challenge. AC/CHR/MOR. Prefer MW/E market. TOM: (805) 933-3192. (10/3)

I love Country, but have been stuck as a PD for AC for six years. Have credentials & pipes. Prefer FI/TX/NM/AZ, but will consider all offers. RUSTY: (513) 652-1988. (10/3)

DJ "Freddy The K." WOND/Atlantic City & WHGM/Altoona. I draw advertising 5. NY metro area preferred. Interviews/phones/contracts. PT ok. FRED: (212) 686-5211. (10/3)

\$25,000+ comes Southern CA major market drive pro who's tired of gomas/big dollar headaches. Exceptional ability & great production. R.J.: (213) 208-8900. (10/3)

POSITIONS SOUGHT

Upbeat, cheerful female announcer seeks fulltime position. Hardworking, witty, creative and charming. Production & excellent references. Enthusiastic. MICHELLE: (718) 835-4576. (10/3)

Professional, developed, natural AOR personality. Tight production & great communicator. Seeking AOR/CHR drive or evenings. JOHN: (312) 262-3773. (10/3)

American female air-talent seeks position down under. Good production skills, experience in AOR/Alternative/Jazz. I want to be a rock waltz. LEANNE: (504) 345-6295. (10/3)

Major market PBP/Sports/Talk specialist seeks quality position. Nine years' experience. All sports. (213) 476-5282. (10/3)

AOR promotions/air-talent. Will relocate & will also host Blues/Fusion feature. Programming experience. JON MICHAELS: (201) 349-8047. (10/3)

Mornings down? About face. Hire the mace. You get great phones, bits, topical humor, & ratings. Larger markets, stable stations only. (419) 666-6943. (10/3)

Have talent, will travel. Experienced MW jock with broadcast degree seeking fulltime position. Copy/production/Jazz. Energy plus. DALE: (414) 658-4690. (10/3)

Black talk show host. Experienced, excellent interviewer, researcher, world traveler, multi-talented. Seeking challenging new market where expertise can be used. MARIO: (509) 663-0043. (10/3)

Enough of Kansas City. I'm back in Council Bluffs. Ready to put my experience to work for you. KATHY: (712) 322-6068. (10/3)

Ha! I need a change. Multi-talented female seeks CONM gig. MD/Award winning production director. MORGAN: (806) 359-1973. (10/3)

Female jock seeks fulltime AOR/CHR station. Will relocate anywhere. BARBARA: (213) 430-1702. (10/3)

Paul "Lobster" Wells, results from LA summer birch at KNAC increased over 50% in morning drive. Seeking major market airshift or medium PD gig. (213) 546-4447 or L.O.B.S.T.E.R. (10/03)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

JAZZ

TOP 30

OCTOBER 3, 1986

- 1 KEVIN EUBANKS/Face To Face (GRP)
2 RANDY BRECKER & ELIANE ELIAS/Amanda (Passport Jazz)
3 COUNT BASIE/Long Live The Chief (Denon)
4 LEE RITENOUR/Earth Run (GRP)
5 OTB/Inside Track (Blue Note)
6 EARL KLUGH/Lite Stories (WB)
7 HENRY BUTLER/Fivin' Around (MCA Impulse!)
8 DONALD HARRISON & TERENCE BLANCHARD/Nascence (Columbia)
9 J. BLAKE/O. LOCKWOOD/M. URBANIAK/Rhythm & Blu (Gramavision)
10 WYNTON MARSALIS/J Mood (Columbia)
11 PETER KATER/Two Hearts (PDK/Optimism)
12 JOE SAMPLE & DAVID T. WALKER/Swing Street Cafe (Crusaders/MCA)
13 BOBBY McFERRIN/Spontaneous Inventions (Blue Note)
14 BRANDON FIELDS/The Other Side Of The Story (Nova)
15 ROUND MIDNIGHT/Soundtrack (Columbia)
16 DON PULLEN/GEORGE ADAMS QUARTET/Breakthrough (Blue Note)
DEBUT 17 HARVIE SWARTZ/Smart Moves (Gramavision)
DEBUT 18 DIANE SCHUUR/Timless (GRP)
19 STAN GETZ/Voyage (Black-Hawk)
20 KENNY G/Duotones (Arista)
21 RARE SILK/Black & Blue (TBA/Palo Alto)
22 GENE HARRIS TRIO/Gene Harris Trio Plus One (Concord)
23 SADAO WATANABE/Good Time For Love (Elektra)
DEBUT 24 JOE LoCASCIO /I'CHET BAKER/Sleepless (Pausa)
25 MIKE METHENY/Day In-Night Out (MCA Impulse!)
DEBUT 26 AL JARREAU/Is For Lover (WB)
DEBUT 27 MEL LEWIS/20 Years At The Village Vanguard (Atlantic)
14 28 DAVE VALENTIN/Light Struck (GRP)
29 MEL TORME/ROB MCCONNELL &.../Mel Torme/Rob McConnell &...(Concord)
DEBUT 30 LENI STERN/Claivoyant (Passport Jazz)

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Dell Spencer, WDMT/Cleveland, Dean-Dean Rufus.

NEW & ACTIVE

- THE LEADERS "Mudfoot" (Black-Hawk) 14/3
Rotations: Heavy 3/1, Medium 5/0, Light 5/1, Extra Adds 1, Total Adds 3, WBFO, WCLK, KJZZ. Heavy: WRTI, KPXR. Medium: WBGO, KJAZ, WUSF, KWUU, KLCC.
RON ESCHETE "Stump Jumper" (Bainbridge) 13/2
Rotations: Heavy 2/0, Medium 3/0, Light 7/2, Extra Adds 0, Total Adds 2, WMOT, KTCJ. Heavy: WAER, KADX, KKGO. Medium: WEBR, WYRS, WCLK.
DAN SIEGEL "Short Story" (Pausa) 12/0
Rotations: Heavy 2/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KBEM, KLCC. Medium: WNOP, KMHD, WYFE, KIFM, KLSK, WDMT.
JAMES NEWTON "Water Mystery" (Gramavision) 12/0
Rotations: Heavy 3/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WGBH, KWUU, KPXR. Medium: WMOT, WDET, WNUR, WYFE.
DIZZY GILLESPIE with MITCHELL-RUFF DUO "Enduring Magic" (Black-Hawk) 11/5
Rotations: Heavy 0/0, Medium 5/2, Light 6/3, Extra Adds 0, Total Adds 5, WBGO, WCLK, WMOT, KMHD, KLCC. Medium: KLN, WHRO, KNCR.
YAMA PURIM "For A Distant Love" (Pausa) 11/4
Rotations: Heavy 2/0, Medium 5/0, Light 3/3, Extra Adds 1, Total Adds 4, WBGO, KMHD, WUSF, KWUU. Heavy: KPLU, KPXR. Medium: WBE, WNOP, KKGO, KJAZ, KLCC.
GRANT GEISSMAN "Drinkin' From The Money River" (TBA/Palo Alto) 11/0
Rotations: Heavy 2/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WAER, KIFM. Medium: WNOP, KUOP, KBEM, KLSK.
JOHN McLAUGHLIN & MAHAVISHNU "Adventures In Radioland" (Relativity) 10/3
Rotations: Heavy 3/0, Medium 1/1, Light 6/2, Extra Adds 0, Total Adds 3, WRTI, WFPL, KLSK. Heavy: WNOP, WDET, KPXR.

BLACKHAWK STRIKES AGAIN

Advertisement for Blackhawk Records featuring album covers for 'THE LEADERS mudfoot' and 'STEPHANE GRAPPELLI Live in San Francisco'. Includes text: '#1 NEW & ACTIVE !!', 'CHARTING SOON !!', and 'THANK YOU JAZZ RADIO !'.

MOST ADDED

- HARVIE SWARTZ (11)
WYNTON MARSALIS (10)
DIANE SCHUUR (8)
MEL LEWIS (7)
BRANDON FIELDS (6)
ROUND MIDNIGHT (6)
LENI STERN (6)
DIZZY GILLESPIE (5)
STEPHANE GRAPPELLI (5)
MIKE STERN (5)

- JIMMY KNEPPER "1st Place" (Black-Hawk) 9/3
Rotations: Heavy 1/0, Medium 4/1, Light 3/1, Extra Adds 1, Total Adds 3, WCLK, KPLU, WUSF. Heavy: KLN, Medium: WRTI, KANL, KJAZ.
DIRTY DOZEN BRASS BAND "Live: Mardi Gras In Montreux" (Rounder) 9/0
Rotations: Heavy 4/0, Medium 3/0, Light 2/0, Extra Adds 0, Heavy: WRTI, WMOT, WDET, WFSS. Medium: KERA, KWUU, KNCR.
TONIGHT SHOW BAND w/DOC SEVERINSEN "Tonight Show Band w/Doc Severinsen" (Amherst) 8/4
Rotations: Heavy 2/1, Medium 2/0, Light 3/2, Extra Adds 1, Total Adds 4, WBFO, KLN, KPLU, WFSS. Heavy: KKGO. Medium: WYRS, KNCR.
TRPTS. "Transforming Tradition" (Black-Hawk) 8/3
Rotations: Heavy 2/1, Medium 4/1, Light 1/0, Extra Adds 1, Total Adds 3, WCLK, KLCC, KPXR. Heavy: WHRO. Medium: WDET, KJAZ, KPLU.
KENNY BARRON "Scratch" (Enja) 8/2
Rotations: Heavy 3/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, WCLK, WNOP. Heavy: WRTI, KJAZ, KPXR. Medium: WBGO, KERA.
LINDA PETERSON "Too Late To Leave Early" (Celebration) 8/2
Rotations: Heavy 0/0, Medium 5/1, Light 3/1, Extra Adds 0, Total Adds 2, KKGO, WNUR. Medium: WBE, KTCJ, WUSF, KNCR.
CHRIS HUNTER "Chris Hunter" (Atlantic) 8/1
Rotations: Heavy 3/0, Medium 4/0, Light 0/0, Extra Adds 1, Total Adds 1, WCLK, Heavy: WAER, WNOP, KKGO. Medium: WEBR, WDET, KIFM, WDMT.
VICTOR FELDMAN'S GENERATION BAND "Smooth" (TBA/Palo Alto) 8/0
Rotations: Heavy 4/0, Medium 0/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WEBR, WAER, KBEM, KIFM.
GEORGE BENSON "White The City Streets" (WB) 8/0
Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WNOP, KBEM. Medium: WBBY, WJZZ, WFSS, WLVE, KIFM.
STEPHANE GRAPPELLI "Live In San Francisco" (Black-Hawk) 7/5
Rotations: Heavy 2/1, Medium 4/3, Light 1/1, Extra Adds 0, Total Adds 5, WRTI, WAER, WNOP, KLN, KPXR. Heavy: KJAZ. Medium: WHRO.
FRANK WORGAN "Lament" (Contemporary/Fantasy) 7/3
Rotations: Heavy 3/0, Medium 1/1, Light 2/1, Extra Adds 1, Total Adds 3, KANU, KADX, WHRO. Heavy: WBGO, WRTI, KLN.
MIKE STERN "Upside Downside" (Atlantic) 6/5
Rotations: Heavy 2/2, Medium 0/0, Light 3/2, Extra Adds 1, Total Adds 5, WRTI, WFPL, WNOP, KPLU, KPXR.
ART FARMER & BENNY GOLSON "Back To The City" (Contemporary/Fantasy) 6/2
Rotations: Heavy 2/0, Medium 2/1, Light 1/0, Extra Adds 1, Total Adds 2, KADX, KPLU. Heavy: KJAZ, KWUU. Medium: WRTI.

HOTTEST

- KEVIN EUBANKS (18)
EARL KLUGH (13)
LEE RITENOUR (12)
COUNT BASIE (11)
RANDY BRECKER & ELIANE ELIAS (8)
HENRY BUTLER (8)
OTB (8)
WYNTON MARSALIS (7)

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots section with columns for EAST, SOUTH, MIDWEST, and WEST. Each column lists station call letters and artist/album information.

**POLYGRAM RECORDS
THANKS
BLACK/URBAN RADIO
FOR MAKING #1!!!
"WORD UP" #1!!!**

**C.H.R.
RADIO**

**Billboard: #1
Radio & Records: #1
LP: #3**

CAMEO

"WORD UP"

**IT WAS YOU WHO
BUILT THE BRIDGE
THAT TOOK US ACROSS!**

**BLACK/
URBAN
RADIO**

CAMEO U.S. DATES

OCTOBER:

- 10 CHARLOTTE, NC
- 11 HAMPTON, VA
- 12 RICHMOND, VA

- 16 JACKSON, TN
- 17 NASHVILLE, TN
(IN STATE U)
- 18 GREENSBORO, NC
- 19 COLUMBIA, SC

- 23 LITTLE ROCK, AK
- 24 ST. LOUIS, MO
- 25 KANSAS CITY, MO
- 26 LOUISVILLE, KY

- 30 SAVANNAH, GA
- 31 ATLANTA, GA

COLISEUM
COLISEUM
COLISEUM

ARENA
GENTRY HALL
COLISEUM
COLISEUM

BARTON COLISEUM
FOX THEATER
MIDLAND THEATER
LOUISVILLE GARDENS

CIVIC CENTER
FOX THEATER

NOVEMBER:

- 1 JACKSONVILLE, FL COLISEUM
- 2 MIAMI, FL KNIGHT CENTER

- 6 LAFAYETTE, LA
- 7 DALLAS, TX
- 8 HOUSTON, TX
(U OF HOUSTON)
- 9 NEW ORLEANS, LA

- 13 CHATTANOOGA, TN
- 14 MEMPHIS, TN
- 15 JACKSON, MS
- 16 (TO BE FILLED)

- 20 INDIANAPOLIS, IN
- 21 DETROIT, MI
- 22 CHICAGO, IL
- 23 CLEVELAND, OH

- 26 TUSCON, AZ
- 27 PHOENIX, AZ
- 28 LOS ANGELES, CA
- 29 SAN DIEGO, CA

CAJUNDOME
REUNION ARENA
HOPHEINZ PAVILLION
U.N.O. LAKEFRONT ARENA

THE ROUNDHOUSE
MID-SOUTH COLISEUM
COLISEUM

CONVENTION CENTER
MASONIC TEMPLE
CHICAGO THEATER
PUBLIC HALL

COMMUNITY CENTER
CELEBRITY THEATER
SHRINE AUDITORIUM
SPORTS ARENA



THE **MANHATTANS**

Synonymous With Radio
For Over Twenty Years,
Deliver Their Newest Project

"Where Did We Go Wrong" 38-06376

ON YOUR DESK THIS WEEK

From The Forthcoming Album
Back To Basics PC-40300



"Columbia Records — Radio's Best Friend"

BLACK/URBAN

BREAKERS.

LIONEL RICHIE

Love Will Conquer All (Motown)

79% of our reporters on it. Rotations: Heavy 3/0, Medium 31/5, Light 36/14, Total Adds 19 including WDAS, WVEE, KMJQ, K94, WGCI, KDAY, KJLH, KSOL, WAAA. Debuts at number 33 on the Black/Urban chart.

COMMODORES

Goin' To The Bank (Polydor/PolyGram)

75% of our reporters on it. Rotations: Heavy 1/0, Medium 24/3, Light 42/21, Total Adds 24 including WDAS, WYLDLM, K94, WBLZ, WDMT, WZAK, XHRM, OC104, WZEN, KUKQ. Debuts at number 37 on the Black/Urban chart.

ARETHA FRANKLIN

Jumpin' Jack Flash (Arista)

71% of our reporters on it. Rotations: Heavy 1/0, Medium 33/3, Light 29/9, Total Adds 12 including WXYV, WDIA, WENN, JET94, KJCB, WALT, KHYS, WGPR, WKWM, WTLG. Debuts at number 36 on the Black/Urban chart.

JEFFREY OSBORNE

Room With A View (A&M)

70% of our reporters on it. Rotations: Heavy 5/0, Medium 29/2, Light 28/13, Total Adds 15 including KMJM, KDAY, WNHG, WFXA, KOXL, WBLX, Z103, WGPR, WXLA, WVOI. Debuts at number 35 on the Black/Urban chart.

DAZZ BAND

Wild & Free (Geffen)

62% of our reporters on it. Rotations: Heavy 1/0, Medium 31/0, Light 23/5, Total Adds 5, WKVO, KDAY, KSOL, WATV, Z103. Debuts at number 39 on the Black/Urban chart.

LEVERT

Let's Go Out Tonight (Atlantic)

62% of our reporters on it. Rotations: Heavy 0/0, Medium 14/3, Light 41/21, Total Adds 24 including WWINFM, WAMO, KMJQ, WBXM, KJLH, KSOL, WNHG, WAOX, WBLX. Debuts at number 40 on the Black/Urban chart.

MTUME

P.O.P. Generation (Epic)

62% of our reporters on it. Rotations: Heavy 3/0, Medium 23/2, Light 29/10, Total Adds 12 including WDMT, XHRM, WDXK, WJIZ, Z93, JET94, KDLZ, KIIZ, WWDW, WTLG. Debuts at number 38 on the Black/Urban chart.

NEW & ACTIVE

JAMES BROWN "Gravity" (Scotti Bros./CBS) 51/16

Rotations: Heavy 1/0, Medium 18/3, Light 32/13, Total Adds 16 including WEDR, WDMT, KDAY, WNHG, WDXK. Heavy: WHYZ. Mediums include: WDIA, WTMP, WGCI, WZAK, WKXQ, XHRM, WFXA, WTKL, WPAL.

PATTI LABELLE "Kiss Away The Pain" (MCA) 50/27

Rotations: Heavy 2/0, Medium 15/6, Light 30/21, Total Adds 27 including WAMO, WVEE, WBXM, WGCI, WKXQ, KDKO. Heavy: WAOX, WTKL. Mediums include: K104, WDIA, WTMP.

RUBY TURNER featuring JONATHAN BUTLER "If You're Ready (Come Go With Me)" (Jive/RCA) 47/5

Rotations: Heavy 1/0, Medium 17/1, Light 29/4, Total Adds 5, WEDR, WHYZ, WJMI, WKXI, WZAZ. Heavy: K104. Mediums include: WAMO, WBXM, WZAK, KJLH, WDXK, WFXA.

SHIRLEY JONES "Last Night I Needed Someone" (PIR/Manhattan) 47/2

Rotations: Heavy 7/0, Medium 21/0, Light 19/2, Total Adds 2, WPAL, KDKO. Heavy: WWINFM, WATV, KOKY, WLOU, WPLZ, WTLG, WEDR. Mediums include: WDAS, WAMO, WEDR, WZAK, WLUU, KMJM, WJIZ, WAOX, WTKL.

PEABO BRYSON "Good Combination" (Elektra) 46/10

Rotations: Heavy 0/0, Medium 22/0, Light 24/10, Total Adds 10, WWINFM, WILD, WVEE, K94, WGCI, WZAK, KIIZ, WBLX, KDKS, WKWM. Mediums include: WAMO, WHUR, K104, WEDR, WBXM, KAPE, WWWW.

READY FOR THE WORLD "Love You Down" (MCA) 44/19

Rotations: Heavy 3/1, Medium 21/6, Light 20/12, Total Adds 19 including WDAS, WDJY, WEDR, WYLDLM, KSOL, KMXX. Heavy: WAMO, KAPE. Mediums include: WILD, K104, WDIA, WDMT, WZAK, WJLB.

OLIVER CHEATHAM "S.O.S." (Columbia) 39/2

Rotations: Heavy 4/0, Medium 20/0, Light 15/2, Total Adds 2, WENN, KJCB. Heavy: WGCI, KOXL, WQFX, WQXX. Mediums include: WVEE, WQWJ, WTMP, WBXM, WJIZ, WTKL.

WORD OF MOUTH featuring DJ CHEESE "Coast To Coast" (Profile) 37/10

Rotations: Heavy 2/0, Medium 11/0, Light 24/10, Total Adds 10, WGCI, KMJM, KQXL, Z93, JET94, WQFX, WALT, WBLX, WWDW. Heavy: WPAL, WQOK. Mediums include: WDAS, WDIA, WTMP, WZAK, KSOL.

KURTIS BLOW "I'm Chillin'" (Mercury/PolyGram) 37/6

Rotations: Heavy 1/0, Medium 16/0, Light 20/6, Total Adds 6, WOWI, WBXM, WGCI, WJLB, KSOL, KHYS. Heavy: KOKY. Mediums include: WDAS, K104, WCKX, KDAY, XHRM, WZEN.

GENIEE WILLIAMS "Healing" (Columbia) 33/9

Rotations: Heavy 0/0, Medium 5/1, Light 28/8, Total Adds 9 including WDJY, KMJM, WKND, Z93, WQMG. Mediums: KACE, WTKL, KAPE, WTLG.

CASHFLOW "Reach Out" (Mercury/PolyGram) 33/1

Rotations: Heavy 4/0, Medium 18/0, Light 11/1, Total Adds 1, WQOK. Heavy: WJIZ, KAPE, WQXX, WWWW. Mediums include: WVEE, WZAK, WJMI, WNHG, WTKL, WENH.

WHISTLE "Just For Fun" (Select) 32/3

Rotations: Heavy 0/0, Medium 12/0, Light 20/3, Total Adds 3, WTKL, Z93, WPLZ. Mediums include: WDAS, WDJY, WJLB, KDAY, WQMG, WJMI, WKXI.

FULL FORCE "Unfaithful So Much" (Columbia) 31/21

Rotations: Heavy 1/0, Medium 6/4, Light 24/17, Total Adds 21 including WAMO, WOWI, WGCI, KSOL, KQXL, KJCB, KDKS, KUKQ. Heavy: KMJM. Medium: KIZ, KMXX.

MARKUS ANTHONY "One Night Of Love" (R&R) 31/4

Rotations: Heavy 0/0, Medium 10/0, Light 21/4, Total Adds 4, WBXM, KSOL, WENN, Z93. Medium: KMJM, WQFX, WKXI, WPDQ, WGPR, WKWM, WXLA, WWWW, WZEN, WVOI.

TAMIKO JONES "I Want You" (Sutra) 27/4

Rotations: Heavy 1/0, Medium 7/0, Light 20/4, Total Adds 4, WWINFM, KSOL, KHYS, KDKS. Medium: WDJY, WOWI, WDMT, WZAK, WKND, WZAK, WTKL.

D.C. SMITH "You're My First, My Last, My Everything" (Rendezvous) 26/6

Rotations: Heavy 1/0, Medium 3/0, Light 22/6, Total Adds 6, WAOX, KQXL, WQXK, WQFX, WALT, WZEN. Heavy: WTKL. Medium: WDIA, WZAZ, KOKY.

BARBARA ROY "Gotta See You Tonight" (RCA) 25/6

Rotations: Heavy 0/0, Medium 9/0, Light 16/6, Total Adds 6, KMJQ, WXOK, KDLZ, KJCB, KAPE, WTLG. Mediums include: WWINFM, WILD, WRKS, WAMO, WTMP.

MOST ADDED

- PATTI LABELLE (27)
- COMMODORES (24)
- LEVERT (24)
- FULL FORCE (21)
- RANDY CRAWFORD (20)
- READY FOR THE WORLD (19)
- LIONEL RICHIE (19)
- JAMES BROWN (16)
- JEFF LORBER featuring KARYN WHITE (15)
- JEFFREY OSBORNE (15)

HOTTEST

- CAMEO (64)
- HOWARD HEWETT (51)
- FIVE STAR (43)
- GREGORY ABBOTT (33)
- NEW EDITION (31)
- TEMPTATIONS (30)
- ASHFORD & SIMPSON (23)
- ORAN "JUICE" JONES (19)
- MELBA MOORE /FREDDIE JACKSON (18)

ATLANTIC STARR "Armed And Dangerous" (Manhattan) 25/3

Rotations: Heavy 1/0, Medium 12/1, Light 12/2, Total Adds 3, WPEG, KHYS, KMXX. Heavy: WVOI. Mediums include: WVEE, WYLDLM, KJLH, WTKL, WJMI, WKLO.

TEENA MARIE "Love Me Down Easy" (Epic) 25/3

Rotations: Heavy 1/0, Medium 7/0, Light 17/3, Total Adds 3, KOKY, KHYS, KDKO. Heavy: WDJY. Medium: WAMO, WTMP, KACE, WAOX, WFXA, KDKS, WAAA.

SIGNIFICANT ACTION

RANDY CRAWFORD "Desire" (WB) 24/20

Rotations: Heavy 0/0, Medium 5/3, Light 19/17, Total Adds 20 including WDAS, WDIA, WQWJ, WDXK, WJIZ, WTKL, WQXK. Medium: WJMI, WAAA.

ET "Magic In The Air (All Around You)" (Total Experience/RCA) 24/9

Rotations: Heavy 2/0, Medium 8/2, Light 14/7, Total Adds 9, WVEE, WEDR, WQWJ, WZAK, WAOX, WFXA, WANN, KDKO. Heavy: WDJY, KQXL. Medium: WHUR, WJLB, WGPR, WKWM, WKLA, WVOI.

MISS THANG "Thunder & Lightning" (Tommy Boy) 24/5

Rotations: Heavy 0/0, Medium 13/1, Light 11/4, Total Adds 5, KMJQ, WGCI, WZAK, KDAY, WPAL. Medium: WDIA, WEDR, WDMT, WJIZ, WATV, WPEG, WFXK, WQMG, WQGN, KHYS, KAPE, WQXX.

CON FUNK SHUN "She's A Star" (Mercury/PolyGram) 24/4

Rotations: Heavy 3/0, Medium 7/0, Light 14/4, Total Adds 4, WZAZ, KHYS, KAPE, KUKQ. Heavy: K104, WPLZ, KBUZ. Mediums include: KSOL, WTKL, WJMI.

PORTER CARROLL II "Picture On The Wall" (Island) 23/3

Rotations: Heavy 0/0, Medium 5/0, Light 17/3, Total Adds 3, WWINFM, WJIZ, WFXK. Medium: WZAK, WANN, WGPR, WXLA, WWWW.

JEFF LORBER featuring KARYN WHITE "Facts Of Love" (WB) 21/15

Rotations: Heavy 0/0, Medium 1/1, Light 20/14, Total Adds 15 including WILD, WDIA, WKND, KOXL, WTKL, WPEG, WKXI, WFOU, WTLG.

PIECES OF A DREAM "Joyride" (Manhattan) 21/6

Rotations: Heavy 0/0, Medium 8/0, Light 13/6, Total Adds 6, WYLDLM, WDXK, KJCB, WQOK, WGPR, WWWW. Medium: WZAK, WENN, WBLX, WPLZ, WANN, WAAA, WTLG, WZEN.

ERIC B "Eric B Is President" (Zakia) 20/7

Rotations: Heavy 1/0, Medium 7/0, Light 12/7, Total Adds 7, WILD, WTMP, WGCI, WDMT, WZAK, WAOX, WQWJ. Heavy: KDAY. Medium: WRKS, WDAS, WJSL, KMJQ, WGPR, WKWM, WVOI.

STEPHANIE MILLS "Time Of Your Life" (MCA) 18/3

Rotations: Heavy 0/0, Medium 6/1, Light 12/2, Total Adds 3, Z93, WANN, WWWW. Medium: WWINFM, KSOL, WATV, WWDW, WAAA.

KEITH PATRICK "Night To Remember" (Omni/Atlantic) 17/8

Rotations: Heavy 0/0, Medium 3/1, Light 14/7, Total Adds 8, KOXL, WQXK, KJCB, WANN, WQXX, WTLG, KBUZ. Medium: WPAL, KOKY.

UTFO "Split Personality" (Select) 16/14

Rotations: Heavy 1/0, Medium 1/0, Light 14/14, Total Adds 14 including KMJQ, WDIA, WTMP, WDMT, WLOU, WQOK, WQXX. Heavy: KDAY. Medium: WZAK.

MIKI HOWARD "Come Share My Love" (Atlantic) 16/11

Rotations: Heavy 2/1, Medium 2/1, Light 15/10, Total Adds 11 including WDAS, WDIA, WDMT, WJIZ, Z93, WPEG, WFXK.

DONNELL PITMAN "Chocolate Lover" (After Five/Fastlane) 16/5

Rotations: Heavy 0/0, Medium 2/1, Light 14/14, Total Adds 5, WWINFM, WTMP, WDMT, WZAZ, WGPR. Medium: WKLA.

KENNY & JOHNNY WHITEHEAD "Stylin'" (PIR/Manhattan) 16/2

Rotations: Heavy 5/0, Medium 4/0, Light 7/2, Total Adds 2, WQFX, KHYS. Heavy: K104, KMJQ, WQXK, KJCB, KAPE. Medium: KMJM, KDLZ, WQOK, KDKS.

ANITA BAKER "Caught Up In The Rapture" (Elektra) 14/11

Rotations: Heavy 2/1, Medium 2/1, Light 10/9, Total Adds 11, KMJQ, WDIA, WGCI, KJLH, WJIZ, WAOX, WFXA, WJMI, KIIZ, WANN, WAAA. Heavy: WZAK. Medium: WLOU.

CUT "Kindness For Weakness" (Supertronic) 14/2

Rotations: Heavy 0/0, Medium 9/0, Light 5/2, Total Adds 2, WPLZ, WANN. Medium: WWINFM, WAMO, WDJY, WHUR, WDIA, WQWJ, WTMP, WZAZ, WTLG.

SHIRLEY MURDOCK "As We Lay" (Elektra) 12/6

Rotations: Heavy 2/0, Medium 4/1, Light 6/5, Total Adds 6, K104, WEDR, KMJM, WLOU, WPLZ, WZEN. Heavy: WZAK, WFXA. Medium: WYLDLM, WNHG, KQXL.

VOLTAGE BROTHERS "Insecure" (MTM) 12/3

Rotations: Heavy 1/0, Medium 2/0, Light 9/3, Total Adds 3, WTKL, WKXI, WZEN. Heavy: WQOK. Medium: WDIA, WPDQ.

KARTOON KREW "Batman" (Profile) 11/9

Rotations: Heavy 0/0, Medium 0/0, Light 11/9, Total Adds 9, KMJQ, WDIA, WTMP, WPAL, WKXI, WZAZ, WLOU, WQXX, WZEN.

COLONEL ABRAMS "Speculation" (MCA) 10/5

Rotations: Heavy 0/0, Medium 2/1, Light 8/4, Total Adds 5, WRKS, WQWJ, WBXM, WGCI, WANN. Medium: WDAS.

LATIMORE "Sunshine Lady" (Malaco) 10/5

Rotations: Heavy 1/0, Medium 2/0, Light 7/5, Total Adds 5, WQWJ, WAOX, WFXA, WQXK, WATV. Heavy: KOKY. Medium: WPAL, KDKS.

TEASE "I Wish You Were Here" (Epic) 10/4

Rotations: Heavy 0/0, Medium 0/0, Light 10/4, Total Adds 4, WGCI, WTKL, KDLZ, WCKX.

JAZZY JEFF & FRESH PRINCE "Girls Ain't Nothin' But Trouble" (KDAY) 10/1

Rotations: Heavy 3/0, Medium 5/0, Light 2/1, Total Adds 1, WXYV. Heavy: WDAS, KDAY, WKXI. Medium: WDMT, WZAK, WJLB, WQXX, WANN.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

SOME
BANDS
GET
ALL
THE

BREAKS

The Dazz Band's "Wild and Free" is a **BREAKER**.

Produced by
Bobby Harris
From the album
Wild and Free



GEFFEN
RECORDS

Left Bank Management/Allen Kovic and Steve Grimmer

Coming up
TIGHT.
Chaka Khan
"TIGHT FIT"
Produced by
Russ Titleman
and Arif Mardin
From the album
Destiny

Direction: Earl Zell Management



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COUNTRY

TOP 50

OCTOBER 3, 1986

These Weeks
Two Weeks
Last Week

These Weeks	Two Weeks	Last Week		
8	4	1	1	EXILE/It'll Be Me (Epic)
9	5	3	2	EARL THOMAS CONLEY & ANITA POINTER/Too Many Times (RCA)
14	10	5	3	RANDY TRAVIS/Diggin' Up Bones (WB)
5	3	2	4	CRYSTAL GAYLE/Cry (WB)
10	8	7	6	SCHUYLER, KNOBLOCH & OVERSTREET/You Can't Stop Love (MTM)
16	12	9	6	RESTLESS HEART/That Rock Won't Roll (RCA)
15	13	10	7	LEE GREENWOOD/Didn't We (MCA)
11	9	8	8	ROSANNE CASH/Second To No One (Columbia)
21	18	13	9	MARIE OSMOND & PAUL DAVIS/You're Still New To Me (Capitol/Curb)
2	1	4	10	TANYA TUCKER/Just Another Love (Capitol)
28	24	17	11	ALABAMA/Touch Me When We're Dancin' (RCA)
24	19	16	12	STEVE WARINER/Starting Over Again (MCA)
19	17	15	13	SOUTHERN PACIFIC/A Girl Like Emmylou (WB)
17	15	14	14	MICKEY GILLEY/Doo-Wah Days (Epic)
26	22	19	15	JOHN SCHNEIDER/At The Sound Of The Tone (MCA)
1	2	6	16	EDDIE RABBITT & JUICE NEWTON/Both To Each Other (RCA)
22	20	18	17	SWEETHEARTS OF THE RODEO/Since I Found You (Columbia)
32	27	22	18	GEORGE STRAIT/It Ain't Cool To Be Crazy About... (MCA)
25	23	21	19	JUICE NEWTON/Cheap Love (RCA)
30	26	24	20	GATLIN BROTHERS/She Used To Be Somebody's Baby (Columbia)
27	25	23	21	BARBARA MANDELL/No One Mends A Broken Heart... (MCA)
—	37	30	22	BELLAMY BROTHERS with FORESTER SISTERS/Too Much Is Not Enough (MCA/Curb)
37	32	29	23	T. GRAHAM BROWN/Hell And High Water (Capitol)
29	26	26	24	JOHN ANDERSON/Honky Tonk Crowd (WB)
34	30	28	25	ANNE MURRAY/My Life's A Dance (Capitol)
23	21	20	26	WILLIE NELSON/I'm Not Trying To Forget You (Columbia)
7	6	11	27	JANIE FRICKIE/Always Have Always Will (Columbia)
38	34	31	28	HOLLY QUINN/Daddy's Hands (MTM)
44	38	33	29	DOLLY PARTON/We Had It All (RCA)
13	11	12	30	STEVE EARLE/Guitar Town (MCA)
46	39	34	31	SAWYER BROWN/Out Goin' Cattin' (Capitol/Curb)
—	48	37	32	MICHAEL JOHNSON/Give Me Wings (RCA)
—	44	38	33	WAYLON JENNINGS/What You'll Do When I'm Gone (MCA)
43	40	36	34	BILLY JOE ROYAL/ Miss You Already (Atlantic America)
50	43	40	35	GEORGE JONES/Wine Colored Roses (Epic)
3	7	25	36	FORESTER SISTERS/Lonely Alone (WB)
48	42	39	37	RONNIE McDOWELL/When You Hurt I Hurt (MCA/Curb)
BREAKER	46	42	38	HANK WILLIAMS JR./Mind Your Own Business (WB/Curb)
—	46	42	38	GENE WATSON/Everything I Used To Do (Epic)
BREAKER	4	14	27	41 DWIGHT YOAKAM/Love's Gonna Get You Someday (Epic)
—	46	42	38	MEL Mc DANIEL/Stand On It (Capitol)
6	16	32	43	RONNIE MILSAP/In Love (RCA)
—	48	42	39	KATHY MATTEA/Walk The Way The Wind Blows (Mercury/PG)
DEBUT	39	36	35	45 REBA McENTIRE/What Am I Gonna Do About You (MCA)
DEBUT	39	36	35	46 MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB)
DEBUT	—	—	—	47 STATLER BROTHERS/Only You (Mercury/PG)
DEBUT	—	—	—	48 JUDY RODMAN/She Thinks That She'll Marry (MTM)
—	50	48	49	ED BRUCE & LYNN ANDERSON/Fools For Each Other (RCA)
DEBUT	—	—	—	50 O'KANES/Oh Darlin' (Columbia)

Total Reports/Adds

Heavy	Medium	Light	
157/0	127	22	8
154/1	113	37	4
154/0	115	35	4
144/0	117	22	5
152/0	108	35	9
158/2	101	53	4
153/2	88	53	12
135/0	98	31	6
156/1	68	86	2
134/1	92	26	16
159/0	51	102	6
152/2	54	83	15
144/1	72	54	18
134/0	65	60	9
150/1	36	101	13
123/0	83	25	15
139/2	51	67	21
155/3	27	111	17
145/2	36	92	17
152/4	31	101	20
141/2	35	85	21
154/16	9	98	47
145/8	11	97	37
127/1	29	77	21
137/3	18	86	33
103/1	27	63	13
93/0	42	27	24
126/6	3	87	36
118/9	2	65	51
94/0	27	47	20
117/11	2	69	46
128/24	3	48	77
115/17	4	49	62
101/5	7	57	37
107/10	8	52	47
99/1	49	25	25
103/8	4	58	41
112/54	3	26	83
92/8	7	48	37
109/46	3	32	74
73/0	26	27	20
89/15	2	31	56
53/0	17	19	17
82/7	4	34	44
82/47	0	21	61
66/0	5	42	19
72/18	2	22	48
77/21	0	15	62
68/1	1	27	40
73/13	1	18	54

MOST ADDED

- HANK WILLIAMS JR. (54)
- REBA McENTIRE (47)
- RICKY SKAGGS (46)
- PAKE McENTIRE (43)
- T.G. SHEPPARD (30)
- JUDDS (29)
- CONWAY TWITTY (26)
- DON WILLIAMS (25)
- MICHAEL JOHNSON (24)
- JUDY RODMAN (21)

HOTTEST

- RANDY TRAVIS (71)
- CRYSTAL GAYLE (56)
- E.T. CONLEY & A. POINTER (52)
- EDDIE RABBITT & JUICE NEWTON (48)
- EXILE (44)
- SCHUYLER, KNOBLOCH & OVERSTREET (41)
- TANYA TUCKER (40)
- RESTLESS HEART (32)
- ROSANNE CASH (29)
- ALABAMA (26)

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

HANK WILLIAMS JR.
Mind Your Own Business (WB/Curb)

On 70% of reporting stations. Rotations: Heavy 3, Medium 26, Light 83, Total Adds 54 including WPOR, WYNN, WZZK, WEZL, KKIX, KLLL, WKSJ, WLWI, WQDR, WRNL, KKYX, WQYK, KJNE, WUSQ, WIL, WTHI, KVOO, KFDI, KEIN. Debuts at number 38 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status.

RICKY SKAGGS
Love's Gonna Get You Someday (Epic)

On 69% of reporting stations. Rotations: Heavy 3, Medium 32, Light 74, Total Adds 46 including WPTR, WTSV, WIXL, WDSY, CHOW, WYH, WYNN, KILT-FM, WUSQ, WTQR, WMNI, KJYJ, KSO, KWMT, WFMS, WTHI, KFDI, KFMS, KZLA, KMP5. Moves 47-40 on the Country chart.

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COUNTRY

NEW & ACTIVE

GENE WATSON "Everything I Used To Do" (Epic) 92/8
 Rotations: Heavy 7, Medium 48, Light 37, Total Adds 9, WPTB, WOBE, WDXE, WKKG, WGEI, KVOC, KUGN, KRAK, Heavy: WTSV, WSM, KKYX, KBMR, KFDI, KRRT, KNIX. Moves 46-42-39 on the Country chart.

MEL McDANIEL "Stand On It" (Capitol) 89/15
 Rotations: Heavy 2, Medium 31, Light 56, Total Adds 15, WYRK, WXKX, CHOW, WSOC, W5IX, WQYK, KCBJ, WKCO, WTHI, KGLH, KKCS, KUGN, KFMS, KTOB, KGA. Heavy: KBMR, WOW. Moves 46-44 on the Country chart.

REBA MCGENTIRE "What Am I Gonna Do About You" (MCA) 82/47
 Rotations: Heavy 0, Medium 21, Light 61, Total Adds 47 including WBOS, WHN, WXBO, WUSY, KILTFM, WLWI, WCM5, WWKA, KJNE, WMMI, KFJF, WDAF, KXKY, KTTS, KUGN, KWJJ, KOLO, KSOP, KPMS. Debuts at number 45 on the Country chart.

KATHY MATTEA "Walk The Way The Wind Blows" (Mercury/PolyGram) 82/7
 Rotations: Heavy 4, Medium 34, Light 44, Total Adds 7, WXLX, CHOW, KILTFM, WAMZ, WRNL, KBMR, KUGN, Heavy: WTSV, WCVR, KASE, WOKK, Medium: WRKZ, WLWI, WTOR, WOW, WTCM, KUZZ, KOLO. Moves 48-44 on the Country chart.

JUDY ROODMAN "She Thinks That She'll Marry" (MTM) 77/21
 Rotations: Heavy 0, Medium 15, Light 62, Total Adds 47 including WBSB, WHN, WXBO, WUSY, KILTFM, WLWI, WCM5, WSKK, WWKA, KJNE, WUSO, KWMT, KCBJ, KFDI, KUJY, KALF, KTOB, KKCC, KIIM. Debuts at number 48 on the Country chart.

O'KANES "Oh Darlin'" (Columbia) 73/13
 Rotations: Heavy 1, Medium 18, Light 54, Total Adds 13, WOBE, WRKZ, KEAN, WEZL, KSSN, WAMZ, WUSO, WKKG, WOV, WTHI, KWJL, KTOB, KGA. Heavy: KFDI. Debuts at number 50 on the Country chart.

STATLER BROTHERS "Only You" (Mercury/PolyGram) 72/19
 Rotations: Heavy 2, Medium 22, Light 48, Total Adds 18, WAJR, WXY, KEAN, WYNK, WEZL, WDXE, WSM, KRMD, WUSO, WMMI, WONE, KSO, WBOS, KFDI, KVOC, KFRE, KGA, KIIM. Heavy: KBMR, WOW. Debuts at number 47 on the Country chart.

ED BRUCE & LYNN ANDERSON "Fools For Each Other" (RCA) 68/1
 Rotations: Heavy 1, Medium 27, Light 40, Total Adds 3, KBMR, Heavy: KRRT, Medium: WBGW, WCVR, KKYX, WIRK, WOV, KFDI, KIK-FM, KKCS, KRWO, KQIL, KEIN, KALF, KOLO, KTOB, KSOP. Moves 50-49 on the Country chart.

PAKE MCGENTIRE "Bad Love" (RCA) 56/43
 Rotations: Heavy 0, Medium 7, Light 49, Total Adds 43 including WVAM, WBGW, WOBE, WYNK, WUSY, KXKX, KILTFM, WLWI, WCM5, WPAP, WAXX, KXKY, KRFB, KFMS, KCCY, KCCK.

T.G. SHEPPARD "Half Past Forever" (Columbia) 56/30
 Rotations: Heavy 0, Medium 18, Light 52, Total Adds 30 including WQNA, WRKZ, WAJR, WNYR, WIXY, WEZL, WUSY, WTVY, WWKA, KJNE, WTOR, WYNG, WOW, KKCS, KSOP, KCCK.

KENDALLS "Fire At First Sight" (MCA/Curb) 52/8
 Rotations: Heavy 1, Medium 14, Light 37, Total Adds 8, WCAO, WXXK, WEZL, WDXE, KLLL, WTHI, KFDI, KSOP, Heavy: WOV, Medium: WTVY, KTTS, KRKT, KALF, KTOB.

SIGNIFICANT ACTION

CON HUNLEY "Quittin' Time" (Capitol) 46/11
 Rotations: Heavy 0, Medium 10, Light 36, Total Adds 11, WIXY, WVVV, WEZL, KSO, WKKG, KFGO, KTTS, WTCM, KFDI, KRKT, KKCS, Medium: WQNA, WUSY, WTVY, WCM5, KKYX, WOV, KEIN, KOLO, KSOP.

VERN GOSDIN "Time Stood Still" (Compad/PolyGram) 41/6
 Rotations: Heavy 0, Medium 18, Light 23, Total Adds 6, KSSN, WRNL, KEIN, KFMS, KOLO, KGA. Medium: WQNA, WKLO, WTVY, WOKK, WLWI, WIRK, WOV, WKCO, KTTS, KFDI, KRKT, KQIL, KSOP.

NEW GRASS REVIVAL "Ain't That Peculiar" (EMI America) 40/9
 Rotations: Heavy 0, Medium 7, Light 33, Total Adds 9, WVAM, WBOS, WIXY, WEZL, WKLO, KKYX, KCBJ, WXCL, KIGO, Medium: WTVY, WOKK, WCM5, KTTS, WTCM, KFDI, KEIN.

EVERLY BROTHERS "These Shoes" (Mercury/PolyGram) 38/6
 Rotations: Heavy 1, Medium 9, Light 28, Total Adds 6, WIXY, WVVV, WUSO, KTKF, KUJY, KFMS, Heavy: KIGO, Medium: WYJ, WGO, WTVY, WLWI, WIRK, KBMR, WOV, KTTS, KFDI.

B.J. THOMAS "Night Life" (Columbia) 32/9
 Rotations: Heavy 0, Medium 2, Light 30, Total Adds 9, WQNA, WBGW, WEZL, KSSN, WQYK, KFDI, KRKT, KOLO, KSOP, Medium: WOKK, KKYX.

BUTCH BAKER "That's What Her Memory Is For" (Mercury/PolyGram) 32/3
 Rotations: Heavy 1, Medium 10, Light 21, Total Adds 3, WXLX, WYIL, WXBO, Heavy: WPAP, Medium: WVAM, WBGW, WIXY, WEZL, WUSY, KIKK, WIVK, KKYX, KRWO, KALF.

NICOLETTE LARSON "That's More About Love (Than I...)" (MCA) 31/14
 Rotations: Heavy 0, Medium 4, Light 27, Total Adds 14, WBGW, WIXY, WPAP, KFGO, KWMT, KFJF, WOV, WTCM, KKCS, KUGN, KEIN, KOLO, KCCK, KIGO, Medium: WCM5, KKYX, KRKT, KQIL.

LIONEL RICHIE & ALABAMA "Deep River Woman" (Motown) 31/2
 Rotations: Heavy 5, Medium 8, Light 18, Total Adds 2, WLLR, KSON, Heavy: WCM5, WIVK, WKSJ, WLWI, WWKA, Medium: WBOS, WHN, KEAN, WPAP, WUSN, WVVV, WYNG, KKCS, Light: WXTU, KASE, KPLX, WQYK, KXKY, KSOP, KPMS.

JUDDS "Cry Myself To Sleep" (RCA/Curb) 30/29
 Rotations: Heavy 0, Medium 6, Light 24, Total Adds 29 including WYRK, WDSY, KASE, WSOC, WIVK, WAMZ, WKSJ, WWKA, WIRK, WBOS, KXKY, WXCL, KYGO, KUGN, KNIX, KWJJ, KOLO, WCKC, KSN.

CONWAY TWITTY "Fallin' For You For Years" (WB) 26/26
 Rotations: Heavy 0, Medium 4, Light 22, Total Adds 26, WVAM, WCVR, WYIL, KASE, KYKR, WXBO, WEZL, WGO, WTVY, KXIX, WIVK, WDXE, WAMZ, WWKA, WIRK, WAXX, KFGO, WBOS, KTKP, WTCM, KRKT, KUZZ, KVOC, KUJY, KCCK, KCBQ.

DOON WILLIAMS "Then It's Love" (Capitol) 26/25
 Rotations: Heavy 0, Medium 5, Light 21, Total Adds 25, WVAM, WBGW, WHN, WYIL, KASE, WXBO, WGO, KXIX, WDXE, WOKK, WSM, WIRK, WTOR, WBOS, KXKY, KRKT, KRST, KUZZ, KVOC, KQIL, KNIX, KWJJ, KTOB, KKCC, KCBQ.

MERLE HAGGARD "Out Among The Stars" (Epic) 24/17
 Rotations: Heavy 1, Medium 3, Light 20, Total Adds 17, KRRV, WGO, KXIX, WDXE, WCM5, WPAP, KKYX, WAXX, WGEI, WOV, WVOO, KRKT, KUZZ, KVOC, KNIX, KALF, KIGO, Light: WVAM, WBGW, WCVR, WYIL, WOKK, WIRK, WTCM.

JAMES & MICHAEL YOUNGER "She Wants To Marry A Cowboy" (A&R) 22/2
 Rotations: Heavy 1, Medium 9, Light 12, Total Adds 2, KFGO, KFDI, Heavy: KIGO, Medium: WCVR, WYIL, WTVY, KIKK, KKYX, KJNE, WOV, WTCM, KRKT.

ADAM BAKER "Weren't You Listening" (Arista) 18/8
 Rotations: Heavy 0, Medium 1, Light 17, Total Adds 8, WVAM, WBGW, WCVR, WNYR, WTVY, WTCM, KVOC, KUJY, Medium: KRRT.

MARTY HAGGARD "Talkin' Blue Eyes" (MTM) 16/0
 Rotations: Heavy 0, Medium 7, Light 9, Total Adds 2, Heavy: WLWI, Medium: WTSV, WCVR, WCM5, KTTS, KFRE, KALF, KOLO, Light: WAJR, WNYR, WIXY, KILTFM, WPAP, KWMT, WOV, KRWO.

KENNY ROGERS "They Don't Make Them Like They Used To" (RCA) 13/10
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 10, WBOS, WOKQ, WYIL, WUSY, WCM5, WWKA, WPAP, KFGO, WLLR, KRKT, Medium: KEIN, Light: WQNA, WVAM.

JOHNNY CASH & WAYLON JENNINGS "Ballad Of Forty Dollars" (Columbia) 12/2
 Rotations: Heavy 0, Medium 3, Light 9, Total Adds 2, WYIL, KSO, Medium: KRKT, KSOP, KIGO, Light: KHEY, WAXX, KFGO, KXKY, WOV, KVOO, KUJY.

FAMILY BROWN "Wouldn't You Love Us Together" (RCA) 11/3
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 3, WBGW, WOV, KFDI, Medium: WTCM, Light: CHOW, WVVV, WLWI, WCM5, KTTS, KVOC, KRWO.

TOM T. HALL "Love Letters In The Sand" (Mercury/PolyGram) 11/3
 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 2, WYIL, KSO, Medium: KRKT, KSOP, KIGO, Light: KHEY, WAXX, KFGO, WGEI, WOV, KVOO, KRWO.

TONI PRICE "How Much Do I Owe You" (Master) 11/2
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 2, WLWI, KWMT, Medium: KFGO, Light: KRRV, WGO, KKYX, KSO, WOV, KTTS, KRKT, KRWO.

GLENN SUTTON "I'll Go Steppin' Too" (Mercury/PolyGram) 11/1
 Rotations: Heavy 1, Medium 0, Light 10, Total Adds 1, KFDI, Heavy: WTCM, Light: WYIL, KRRV, KKYX, KWMT, WDAF, WOV, KTTS, KRWO, KIGO.

WILLIAM LEE GOLDEN "You Can't Take It With You" (MCA) 8/6
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 6, WYIL, WLWI, KKYX, WQYK, KVOC, KSOP, Light: WTCM, KRKT.

KAYLEE ADAMS "I Can't Help The Way I Don't Feel" (WB) 8/3
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 3, KKYX, WXCL, KVOO, Light: WCM5, KTTS, KRKT, KVOC, KRWO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
LIONEL RICHIE & ALABAMA/Deep River Woman (Motown)	Dancing On...
RANDY TRAVIS/Messin' With My Mind (WB)	Storms Of Life
HANK WILLIAMS JR./Montana Cafe (WB/Curb)	Montana Cafe
FORESTER SISTERS/Drawn To The Fire (WB)	Perfume, Ribbons, & Pearls
GEORGE STRAIT/Rhythm Of The Road (MCA)	#7
RANDY TRAVIS/My Heart Cracked (WB)	Storms Of Life
SOUTHERN PACIFIC/Road Song (WB)	Killbilly Hill
SOUTHERN PACIFIC/Still Look For You (WB)	Killbilly Hill
RAY STEVENS/Southern Air (MCA)	Surely You Joust
STATLER BROTHERS/We Got The Memory (Mercury/PG)	Four For The Show
CONWAY TWITTY/Jennifer Johnson And Me (WB)	Fallin' For You For . . .
GARY MORRIS/Leave Me Lonely (WB)	Plain Brown Wrapper
GARY MORRIS/I'm So Lonesome I Could Cry (WB)	Plain Brown Wrapper
GEORGE STRAIT/You Still Get To Me (MCA)	#7
BARBARA MANDELL/Love Is Adventure In The... (MCA)	Moments
MARIE OSMOND/Everybody's Crazy 'Bout My... (Capitol/Curb)	I Only Wanted You



The Superstar Single of the Year!

“Mind Your Own Business”
 HANK WILLIAMS, JR.

BREAKERS

R&R Debut **33** BB Debut **42**
 From the 'MONTANA CAFE' Album

PRODUCED BY JIM ED NORMAN BARRY BECKETT HANK WILLIAMS, JR.



THE NEW TRADITION

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

Three Weeks	Two Weeks	Last Week	
6	3	2	1 GENESIS/Throwing It All Away (Atlantic)
2	1	1	2 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
12	7	4	3 ANITA BAKER/Sweet Love (Elektra)
14	12	6	4 TOTO/It'll Be Over You (Columbia)
1	2	3	5 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
5	4	5	6 NEIL DIAMOND/The Story Of My Life (Columbia)
20	17	12	7 CARLY SIMON/Coming Around Again (Arista)
9	6	8	8 EL DeBARGE/Love Always (Gordy/Motown)
8	8	7	9 BILLY OCEAN/Love Zone (Jive/Arista)
16	14	11	10 GLADYS KNIGHT & BILL MEDLEY/Loving On Borrowed Time (Scotti Bros./CBS)
13	11	10	11 AIR SUPPLY/Lonely Is The Night (Arista)
3	5	9	12 BERLIN/Take My Breath Away (Columbia)
15	14	14	13 PAUL SIMON/You Can Call Me Al (WB)
—	20	16	14 PETER CETERA with AMY GRANT/Next Time I Fall (Full Moon/WB)
—	20	17	15 CYNDI LAUPER/True Colors (Portrait/CBS)
BREAKER	10	16	LIONEL RICHIE/Love Will Conquer All (Motown)
4	9	13	17 MIAMI SOUND MACHINE/Words Get In The Way (Epic)
7	10	15	18 MIKE & THE MECHANICS/Taken In (Atlantic)
17	16	19	19 MOODY BLUES/The Other Side Of Life (Polydor/PG)
11	13	18	20 LIONEL RICHIE/Dancing On The Ceiling (Motown)

OCTOBER 3, 1986

Total Reports/Adds	Heavy	Medium	Light
43/0	38	4	1
43/0	39	2	2
42/1	33	9	0
44/3	31	12	1
40/0	26	9	5
38/1	26	6	6
40/4	16	22	2
36/1	20	14	2
32/0	18	11	3
34/0	16	13	5
31/1	16	12	3
28/0	13	13	2
29/3	13	14	2
38/8	2	30	6
29/2	9	18	2
34/13	2	21	11
26/0	6	12	8
23/0	5	12	6
24/0	3	18	3
20/0	8	7	5

MOST ADDED

LIONEL RICHIE (13)
KENNY ROGERS (11)
HUMAN LEAGUE (10)
MADONNA (9)
PETER CETERA w/AMY GRANT (8)

HOTTEST

GENESIS (32)
HUEY LEWIS & THE NEWS (28)
ANITA BAKER (24)
TOTO (23)
NEIL DIAMOND (12)

BREAKERS

LIONEL RICHIE

Love Will Conquer All (Motown)

72% of our reporters on it. Rotations: Heavy 2, Medium 21, Light 11, Total Adds 13 including WDBO, KJR, WTIC, WELI, WHBC, WROK, WJBC, WASK. Debuts at number 16 on the Full-Service chart.

NEW & ACTIVE

DAVID PACK "I Just Can't Let Go" (WB) 2/3

Rotations: Heavy 1/0, Medium 17/1, Light 4/2, Total Adds 3, WTMJ, KSL, WJBC, Heavy: KTWO, Medium including WFBR, WCCO, WCHS, WHBY, WHBC, WROK, WSPD, KBOI, KUGN, WNNR, WPOE, WTKO, WMTR, WGRB, WASK, KVEC.

BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 21/6

Rotations: Heavy 0, Medium 9/2, Light 12/4, Total Adds 6, WCHS, WELI, WGRB, WJBC, WCIL, KTWO, Medium including WFBR, WCCO, WROK, KBOI, KUGN, WNNR, WPOE, Light including KFMB, KJR, WJDX, WHBC, WIBA, WMTR, WSTU.

JANET JACKSON "When I Think Of You" (A&M) 21/4

Rotations: Heavy 3/0, Medium 11/2, Light 7/2, Total Adds 4, 5SKRC, WHBC, KUGN, WGRB, Heavy: WICC, WHAS, WSTU, Medium including WKKB, KFMB, WGOW, WSPD, KBOI, WNNR, WPOE, WCIL, KVEC, Light including WJDX, WMTR.

CHRIS DeBURGH "The Lady In Red" (A&M) 21/4

Rotations: Heavy 2/0, Medium 9/1, Light 10/3, Total Adds 4, WSTU, WJBC, KTWO, KVEC, Heavy: WCCO, WHBY, Medium including WFBR, WHBC, KBOI, KUGN, KSL, WNNR, WPOE, WASK, Light including KFMB, WJDX, WTKO, WGRB.

BEACH BOYS "California Dreamin'" (Capitol) 20/4

Rotations: Heavy 1/0, Medium 11/2, Light 8/2, Total Adds 4, WSB, KOY, WROK, WGRB, Heavy: WFPD, Medium including WFBR, WDBO, WGY, KBOI, KUGN, KSL, WPOE, WASK, KTWO, Light including KJR, WMTR, KFOD.

KENNY ROGERS "They Don't Make Them Like They Used To" (RCA) 18/11

Rotations: Heavy 0, Medium 9/4, Light 9/7, Total Adds 11, WFBR, WDBO, WELI, WJDX, WIBA, WROK, WSPD, KBOI, KSL, WSTU, KFOD, Medium including WHBY, KUGN, WJBC, KTWO, KVEC, Light including WIBC, WGRB.

HUMAN LEAGUE "Human" (Virgin/A&M) 17/10

Rotations: Heavy 1/0, Medium 7/3, Light 9/7, Total Adds 10, WFBR, WICC, WJDX, WSPD, KBOI, KUGN, WPOE, WGRB, KFOD, KTWO, Heavy: WCIL, Medium including WCCO, WGOW, WNNR, WSTU, Light including WTKO, WMTR.

MADONNA "True Blue" (Sire/WB) 16/9

Rotations: Heavy 2/0, Medium 8/1, Light 8/8, Total Adds 9, WHBC, WROK, KUGN, WNNR, WMTR, WGRB, WJBC, WASK, KVEC, Heavy: WICC, WELI, Medium including WFBR, KFMB, WSPD, WSTU, KTWO.

RIC OCASEK "Emotion In Motion" (Geffen) 15/2

Rotations: Heavy 0, Medium 8/2, Light 7/0, Total Adds 2, WSPD, KTWO, Medium including WGOW, WHBC, KUGN, WPOE, WASK, KVEC, Light: WCHS, WJDX, WNNR, WTKO, WMTR, WSTU, KFOD.

DOUBLE "Woman Of The World" (A&M) 13/2

Rotations: Heavy 2/0, Medium 4/1, Light 7/1, Total Adds 2, WCHS, KSL, Heavy: WCCO, KTWO, Medium including WFBR, WPOE, KVEC, Light including WJDX, WNNR, WMTR, WGRB, WSTU, WASK.

JAMES TAYLOR "Only A Dream In Rio" (Columbia) 13/0

Rotations: Heavy 2/0, Medium 5/0, Light 6/0, Total Adds 0, Heavy: WCCO, KTWO, Medium: WSPD, KUGN, WPOE, WJBC, KVEC, Light: WCHS, WHBC, WTKO, WGRB, WASK, KFOD.

CHRISTOPHER CROSS "Loving Strangers" (Arista) 12/6

Rotations: Heavy 0, Medium 5/2, Light 7/4, Total Adds 6, WFBR, WSPD, WMTR, WASK, KFOD, KTWO, Medium including KUGN, KSL, WJBC, Light including WHBY, WNNR, WGRB.

GEORGE SIMON "Kisses In The Moonlight" (WB) 11/1

Rotations: Heavy 3/0, Medium 6/0, Light 2/1, Total Adds 1, WNNR, Heavy: WCCO, WHBY, KVEC, Medium: WTMJ, WGOW, KSL, WPOE, WTKO, KTWO, Light including KFMB.

BILLY JOEL "A Matter Of Trust" (Columbia) 11/0

Rotations: Heavy 3/0, Medium 5/0, Light 3/0, Total Adds 0, Heavy: WNNR, WTKO, KTWO, Medium: WTVN, WICC, KBOI, WPOE, WJBC, Light: WKKB, WSTU, KFOD.

ANNE MURRAY "My Life's A Dance" (Capitol) 10/1

Rotations: Heavy 2/0, Medium 7/1, Light 1/0, Total Adds 1, KTWO, Heavy: WHBY, KVEC, Medium including WCCO, WGY, WIBA, WSPD, WPOE, WASK, Light: WJBC.

LEVEL 42 "Leaving Me Now" (Polydor/PolyGram) 10/0

Rotations: Heavy 0, Medium 6/0, Light 4/0, Total Adds 0, Medium: WFBR, KFMB, KBOI, WNNR, WGRB, KTWO, Light: WHBC, WTKO, WMTR, WSTU.

J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 9/1

Rotations: Heavy 0, Medium 5/1, Light 4/0, Total Adds 1, KTWO, Medium including WTMJ, WHBY, WPOE, KVEC, Light: WIBA, WTKO, WGRB, WJBC.

SIGNIFICANT ACTION

COREY HART "I Am By Your Side" (EMI America) 8/3

Rotations: Heavy 0, Medium 1/0, Light 7/3, Total Adds 3, WHBC, WGRB, KTWO, Medium: WCCO, Light including WNNR, WPOE, WTKO, WMTR.

BEN E. KING "Stand By Me" (Atlantic) 6/3

Rotations: Heavy 0, Medium 1/0, Light 5/3, Total Adds 3, WPRO, WCHS, WROK, Medium: KTWO, Light including KHOU, WSTU.

METROPOLITANS "Camden Tide" (T.C. Records) 6/1

Rotations: Heavy 0, Medium 0, Light 6/1, Total Adds 1, WTKO, Light including WCCO, WHBY, WHBC, WPOE, WGRB.

NEW EDITION "Earth Angel" (MCA) 6/1

Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Total Adds 1, WPOE, Heavy: WCIL, Medium: WSPD, WMTR, KTWO, Light including WCHS.

OMD "Forever Live And Die" (Virgin/A&M) 5/2

Rotations: Heavy 0, Medium 1/0, Light 4/2, Total Adds 2, KUGN, WTKO, Medium: KVEC, Light including WCCO, WNNR.

WHAM! "Where Did Your Heart Go?" (Columbia) 4/2

Rotations: Heavy 0, Medium 2/0, Light 2/2, Total Adds 2, WTKO, WJBC, Medium: WFBR, WPOE.

GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 4/1

Rotations: Heavy 2/0, Medium 1/1, Light 1/0, Total Adds 1, WHAS, Heavy: WICC, WSTU, Light: WTKO.

STACEY Q "Two Of Hearts" (Atlantic) 4/1

Rotations: Heavy 1/0, Medium 3/1, Light 0, Total Adds 1, WSPD, Heavy: WICC, Medium including WMTR, WSTU.

CHRIS THOMPSON "What A Woman Wants" (Atlantic) 4/0

Rotations: Heavy 0, Medium 1/0, Light 3/0, Total Adds 0, Medium: WCCO, Light: WMTR, WGRB, WSTU.

GORDON LIGHTFOOT "Stay Loose" (WB) 3/3

Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WHBY, KTWO, KVEC.

PETER GABRIEL "In Your Eyes" (Geffen) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WNNR, Light including WTKO, KFOD.

JEFFREY OSBORNE "Room With A View" (A&M) 3/1

Rotations: Heavy 0, Medium 0, Light 3/1, Total Adds 1, WNNR, Light including WTKO, WMTR.

LUTHER VANDROSS "Give Me The Reason" (Epic) 3/0

Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: WTKO, KTWO, Light: WNNR.

DAVE ADAMS "Dancin In My Sleep" (Elektra) 3/0

Rotations: Heavy 0, Medium 1/0, Light 2/0, Total Adds 0, Medium: WNNR, Light: WMTR, WASK.

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R&R Radio & Records

ADULT CONTEMPORARY

CHART EXTRAS

GLADYS KNIGHT with BILL MEDLEY Lovin' On Borrowed Time (Scotti Bros./CBS)

46% of our reporters on it. Rotations: Heavy 3, Medium 32, Light 11, Total Adds 3, KOST, WKYX, WWPA.

BREAKERS

MADONNA

True Blue (Sire/WB)

61% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 34, Total Adds 40 including WSB-FM, KVIL, 2WD, WOMC, WMYX, KHYL, WAEB, WKGW. Debuts at number 25 on the AC chart.

KENNY ROGERS

They Don't Make Them Like They Used To (RCA)

59% of our reporters on it. Rotations: Heavy 1, Medium 26, Light 33, Total Adds 30 including WSNi, WSB-FM, 2WD, WARM98, WOMC, KMZQ, KWAV, KWFM. Debuts at number 29 on the AC chart.

CHRISTOPHER CROSS

Loving Strangers (Arista)

55% of our reporters on it. Rotations: Heavy 2, Medium 29, Light 25, Total Adds 10, WSB-FM, WARM98, WXTC, WTFM, WRKA, KELT, KCIX, WGLL, WAGE, WJON. Debuts at number 30 on the AC chart.

DOUBLE

Woman Of The World (A&M)

52% of our reporters on it. Rotations: Heavy 4, Medium 27, Light 22, Total Adds 7, WKGW, WTFM, WING, 3WM, KVVU, KWFM, KRLB.

NEW & ACTIVE

LUTHER VANDROSS "Give Me The Reason" (Epic) 47/7

Rotations: Heavy 2.0, Medium 18.1, Light 27.8, Total Adds 7, KIOA, WEIM, WTNy, WWPA, WJON, K99, KYJC, Heavy: KOST, KALE. Medium including KHVL, KIFM, WAEB, WAVE, KKUA, KWAV, WSKI, WSKY, WBGW, KTYL, KKLv.

JIMMY BUFFETT "Creola" (MCA) 36/6

Rotations: Heavy 1.0, Medium 11.0, Light 24.6, Total Adds 6, WLTS, KEY103, WTFM, WKYX, WMTFM, KQSW, Heavy: WAVE, Medium: WAEB, WIZD, KDUK, WEIM, WSKI, WSKY, WAHR, WBGW, KTYL, WJON, KALE.

RIC OCASEK "Emotion In Motion" (Geffen) 32/5

Rotations: Heavy 4.0, Medium 15.0, Light 13.5, Total Adds 5, WMJL, WENS, KRLB, WKYX, KQSW, Heavy: WBSFM, WEIM, KYJC, KALE. Medium including KIFM, WAEB, WKYX, WMGW, KRAV, WWMJ, WSKY, WCKQ, WCHV, WBGW, KTYL, KKLv.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 TOTO	101/0	86	14	1
2 ANITA BAKER	90/0	71	14	5
3 GENESIS	89/0	73	12	4
4 CARLY SIMON	98/1	63	28	7
5 CYNDI LAUPER	94/4	62	25	7
6 HUEY LEWIS & THE NEWS	77/0	61	14	2
7 EL DeBARGE	86/0	65	16	5
8 JANET JACKSON	81/2	47	31	3
9 PETER CETERA with AMY GRANT	92/12	28	51	13
10 MOODY BLUES	85/1	47	34	4
11 LIONEL RICHIE	96/28	14	60	22
12 PAUL SIMON	78/3	48	24	6
13 DAVID PACK	80/1	35	39	6
14 BOB SEGER & THE SILVER BULLET BAND	69/1	23	40	6
15 BILLY OCEAN	61/0	30	26	5
16 AIR SUPPLY	66/1	22	32	12
17 BILLY JOEL	66/2	30	27	9
18 CARL ANOERSON & GLORIA LORING	58/0	18	31	9
19 BRUCE HORNBSBY & THE RANGE	79/7	13	51	15
20 BEACH BOYS	74/8	10	48	16
21 HUMAN LEAGUE	74/18	5	47	22
22 BERLIN	47/0	15	20	12
23 DAVE ADAMS	57/0	16	35	6
24 LEVEL 42	60/0	9	41	10
25 MADONNA	62/40	2	26	34
26 CHRIS DeBURGH	59/2	11	34	14
27 NEIL DIAMOND	51/0	19	23	9
28 MIAMI SOUND MACHINE	35/0	8	18	9
29 KENNY ROGERS	60/30	1	26	33
30 CHRISTOPHER CROSS	56/10	2	29	25

MOST ADDED

- MADONNA (40)
- KENNY ROGERS (30)
- LIONEL RICHIE (28)
- GORDON LIGHTFOOT (21)
- HOWARD HEWETT (19)
- HUMAN LEAGUE (18)
- WHAMI (13)
- PETER CETERA w/AMY GRANT (12)
- GREGORY ABBOTT (10)
- CHRISTOPHER CROSS (10)
- JEFFREY OSBORNE (10)
- CHRIS THOMPSON (10)

HOTTEST

- TOTO (68)
- ANITA BAKER (54)
- GENESIS (53)
- CYNDI LAUPER (35)
- CARLY SIMON (35)
- EL DeBARGE (34)
- HUEY LEWIS & THE NEWS (34)
- MOODY BLUES (29)
- PAUL SIMON (20)
- JANET JACKSON (18)

TINA TURNER "Typical Male" (Capitol) 32/0

Rotations: Heavy 10.0, Medium 15.0, Light 7.0, Total Adds 0, Heavy: KYKY, WKYE, U102, WMGW, WSKI, WWPA, WCKQ, WCHV, KQSW, KALE. Medium including WSNi, WHTX, KVIL, B100, WAVE, WNAM, KIOA, WGLL, WKYX, WZLQ, K99.

JEFFREY OSBORNE "Room With A View" (A&M) 31/10

Rotations: Heavy 0, Medium 12/1, Light 19/9, Total Adds 10, B100, WKYE, WSLF, WNAM, WEIM, WSKY, WGSV, WORG, WJON, KQSW. Medium including KIFM, KIOA, KDUK, WGLL, WSKI, WCHV, WBGW, WZLQ, KTYL, WMTFM, KALE.

GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 31/5

Rotations: Heavy 7.0, Medium 15.0, Light 14.2, Total Adds 3, WSNi, WLLT, WSPW, KQ99, WFFX, Heavy: WLT, B100, WMGW, WSKI, WWPA, WCKQ, KRLB. Medium including KVIL, WWJL, WAEB, WIVY, WIZD, WAVE, KRAV, KDUK.

COREY HART "I Am By Your Side" (EMI America) 28/2

Rotations: Heavy 1.0, Medium 12/0, Light 15/2, Total Adds 2, KWAV, WKYX, Heavy: WBGW, Medium: KHVL, WWMJ, WEIM, WGLL, WSKI, WTNy, WSKY, WCKQ, KTYL, WJON, KQSW, KALE. Light including B100, KIOA, KQ99.

GREGORY ABBOTT "Shake You Down" (Columbia) 27/10

Rotations: Heavy 0, Medium 4/1, Light 23/9, Total Adds 10, WNIC, WAEB, KELT, WSLF, KWAV, WOHQ, WZLQ, WFFX, KFSB, KYJC. Medium including WEIM, WCHV, WBGW. Light including KEY103, WNAM, KIOA, WSKI, WCKQ, WGSV, WAEB.

SIGNIFICANT ACTION

NEW EDITION "Earth Angel" (MCA) 24/7

Rotations: Heavy 1.0, Medium 10/1, Light 13/8, Total Adds 7, 2WD, WIZD, KIOA, WCKQ, WCHV, KRLB, KFSB, Heavy: WZCZ. Medium including KVIL, WLTS, WNAM, KKUA, WAHR, WORG, WBGW, WJON, KALE.

OMO "Forever Live And Die" (Virgin/A&M) 23/3

Rotations: Heavy 0, Medium 12/0, Light 11/3, Total Adds 3, KIFM, WKYE, WAEV, Medium: KDUK, WWMJ, WEIM, WGLL, WSKI, WSKY, WCHV, KTYL, WJON, KYJC, KQSW, KALE. Light including WHTX, WTRX, WCKQ, WBGW, WZLQ.

PETER GABRIEL "In Your Eyes" (Geffen) 20/1

Rotations: Heavy 1.0, Medium 12/0, Light 7/1, Total Adds 1, KQSW, Heavy: WSKY, Medium: WBSFM, WWMJ, KOST, KIFM, WTFM, KKUA, KWAV, WGLL, WSKI, KTYL, KMGO, KALE. Light including WAVE, KQ99, WOHQ, WFFX.

HOWARD HEWETT "I'm For Real" (Elektra) 19/19

Rotations: Heavy 0, Medium 1/1, Light 18/18, Total Adds 19, WNIC, KELT, WEIM, WKNE, WSKI, WOHQ, WSKY, WCHV, WGSV, WORG, WAEB, WBGW, KTYL, WMTFM, KFSB, KKLv, KQSW, KMGO, KALE.

GORDON LIGHTFOOT "Stay Loose" (WB) 22/21

Rotations: Heavy 0, Medium 3/2, Light 19/19, Total Adds 21, including WAEB, WNAM, WEIM, WKNE, WSKI, WOHQ, WSKY, WCHV, WGSV, WAGE, WORG, WKYX, WZLQ, KTYL, WMTFM, KKLv, KYJC, KMGO. Medium including WBGW.

CHRIS THOMPSON "What A Woman Wants" (Atlantic) 18/10

Rotations: Heavy 0, Medium 4/0, Light 14/10, Total Adds 10, WAEB, KIOA, WSKI, WCKQ, WGSV, WORG, WAEV, WZLQ, KKLv, KQSW. Medium: WGLL, WOHQ, WCHV, KALE. Light including KCIX, WEIM, KTYL, WBOW.

BOSTON "Amanda" (MCA) 18/8

Rotations: Heavy 0, Medium 8/0, Light 10/8, Total Adds 8, 2WD, B100, WAVE, WWPA, WORG, WZLQ, WFFX, KQSW. Medium: WWMJ, WMGW, KDUK, WCKQ, WKYX, KTYL, K99, KALE. Light including WKYE, WKGW.

LOVERBOY "Heaven In Your Eyes" (Columbia) 18/2

Rotations: Heavy 3/0, Medium 6/0, Light 9/2, Total Adds 2, WRKA, WING, Heavy: WLLT, B100, WSKI, Medium: WSNy, WGFV, WTRX, WBGW, KTYL, K99. Light including KEY103, WIVY, U102, WAEV, WZLQ, KQSW, KALE.

MIAMI "Where Did Our Heart Go?" (Columbia) 17/13

Rotations: Heavy 0, Medium 5/4, Light 12/9, Total Adds 13, WLTS, KOST, KIFM, WAEB, WIZD, KKUA, WEIM, WKNE, WSKI, WGSV, WORG, KTYL, KQSW. Medium including KALE. Light including WAEV, WBGW, WFFX.

ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 14/2

Rotations: Heavy 6/0, Medium 5/1, Light 3/1, Total Adds 2, WLLT, KRLB, Heavy: WKYE, WSKI, WWPA, WCKQ, WCHV, KQSW. Medium including B100, WAVE, WING, KIOA. Light including WIVY, WORG.

MARTI JONES "Chance Of A Lifetime" (A&M) 12/5

Rotations: Heavy 0, Medium 3/0, Light 9/5, Total Adds 5, WCHV, WZLQ, KTYL, WJON, WBOW. Medium: WSKY, WBGW, KALE. Light including WNAM, WEIM, WKYX, KYJC.

J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 12/0

Rotations: Heavy 0, Medium 6/0, Light 6/0, Total Adds 0, Medium: KIFM, WSKY, WCHV, WAHR, WBGW, KALE. Light: WOHQ, WGSV, WZLQ, WMTFM, KWEB, WJON.

JAMES TAYLOR "Only A Dream In Rio" (Columbia) 10/0

Rotations: Heavy 1.0, Medium 4/0, Light 5/0, Total Adds 0, Heavy: WLT, Medium: KHVL, KIFM, WAHR, WBGW. Light: WAVE, WTRX, WOHQ, WZLQ, WMTFM.

LISA LISA & CULT JAM with FULL FORCE "All Cried Out" (Columbia) 8/3

Rotations: Heavy 3/0, Medium 1/1, Light 4/2, Total Adds 3, WHTX, WKYE, WFFX, Heavy: WMYX, KMZQ, KRLB. Light including B100, WRKA.



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STABILIZERS



"ONE SIMPLE THING" = ONE HIT RECORD!

"'One Simple Thing' is simply one of the strongest debuts of 1986. I have been screaming about this one since day one."

**Redbeard, Asst. Program Director
KTXQ, Dallas**

"For me, the Stabilizers' 'One Simple Thing' was love at first listen. An infectious hook that builds and builds. One of the few records this week that has the station's staff coming to me to ask, 'who is that?' Clearly, a station favorite out of the box. Straight ahead killer A.O.R. product. Add it!!!"

**Al Hofer, Music Director
KSHE, St. Louis**

"Impressed with the Stabilizers since Steve Slaton played it in the music meeting. It is currently the #4 most requested record on KISW and sold out at both Seattle Tower Records locations!"

**Beau Philips, Program Director
KISW, Seattle**

"In the midst of the fall rush, when it's hard to squeeze in tracks on the superstars, we believe the Stabilizers deserve a shot."

**Ted Edwards, Program Director
KGB, San Diego**

"Worth taking a chance for."

**Dayna Steele, Music Director
KLOL, Houston**

"Rock solid debut. A band to watch. Amazing initial response."

**John McCrae, Music Director
KRQR, San Francisco**

"Not just good success, great success at WHJY. Stabilizers are here to stay!"

**Ken Carson, Program Director
WHJY, Providence**

"Stabilizers 'One Simple Thing' builds momentum — both in the grooves and on our phone lines!"

**Chris Brndy, Asst. Program Director
KMET, Los Angeles**

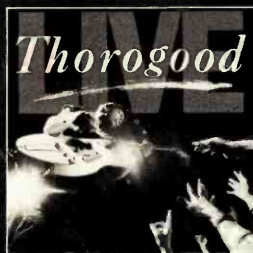


It's always the right time for

GEORGE THOROGOOD "NIGHT TIME"



the new 12" from the
GEORGE THOROGOOD LIVE album



Produced by Terry Manning and the Delaware Destroyers
Available on EMI America Cassettes and Records



RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

172 REPORTS

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Power	Heavy	Medium
— 7	3	1	1 BOSTON/Amanda (MCA)	153-11	65+	143+	10-
6	2	1	2 RIC OCASEK/Emotion In Motion (Geffen)	162-11	51+	142+	20-
11	5	5	3 HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)	151+7	51+	136+	15-
15	11	6	4 STEVE WINWOOD/Freedom Overspill (Island/WB)	151+5	35=	127+	23-
1	1	2	5 EDDIE MONEY/Take Me Home Tonight (Columbia)	125-0	42-	110-	15+
5	4	4	6 TALKING HEADS/Wild Wild Life (Sire/WB)	137-0	27-	99-	38-
12	8	7	7 DAVID & DAVID/Welcome To The Boomtown (A&M)	138-1	22-	97-	38-
—	—	18	8 BILLY IDOL/To Be A Lover (Chrysalis)	149+18	18+	68+	74-
23	21	15	9 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	135+7	18+	84+	48-
9	9	9	10 TRIUMPH/Somebody's Out There (MCA)	128-0	22-	75-	49+
17	14	11	11 BON JOVI/You Give Love A Bad Name (Mercury/PG)	119-4	22+	82+	33-
36	25	16	12 'TIL TUESDAY/What About Love (Epic)	144+6	10+	62+	75-
—	28	19	13 JOHN FOGERTY/Change In The Weather (WB)	128+14	4=	59+	65-
21	15	14	14 DAVID LEE ROTH/Goin' Crazy (WB)	126-2	7-	65+	55-
—	—	—	15 PRETENDERS/Don't Get Me Wrong (Sire/WB)	136 /136	4	40	85
4	3	8	16 R.E.M./Fall On Me (IRS/MCA)	106-1	17-	65-	35-
28	24	20	17 TIMBUK3/The Future's So Bright...(IRS/MCA)	132+6	6+	39+	83-
20	18	17	18 SMITHEREENS/Blood & Roses (Enigma)	128-4	6+	37+	73-
14	12	12	19 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	105-3	3-	61-	44+
—	26	22	20 BILLY QUIER/Love Is The Hero (Capitol)	126+8	2+	30+	91-
40	29	25	21 OUTFIELD/Everytime You Cry (Columbia)	115+11	12+	35+	71-
3	5	10	22 JOHN FOGERTY/Eye Of The Zombie (WB)	85-0	15-	62-	19-
—	30	23	23 JOHN FOGERTY/Headlines (WB)	97-9	1=	49+	45-
2	10	13	24 PETER GABRIEL/In Your Eyes (Geffen)	84-0	12-	57-	20-
—	—	32	25 BAD COMPANY/This Love (Atlantic)	108+26	1=	26+	74+
—	50	33	26 TINA TURNER/Back Where You Started (Capitol)	101+27	0=	25+	71+
34	31	26	27 NEIL YOUNG/Weight Of The World (Geffen)	97-4	1=	20+	65-
—	—	—	28 BOSTON/We're Ready (MCA)	80 /79	0	35	42
—	—	—	29 KBC BAND/It's Not You, It's Not Me (Arista)	109 /108	0	9	75
39	37	31	30 JOURNEY/Girl Can't Help It (Columbia)	69+8	10+	28+	39=
35	34	30	31 PETE TOWNSHEND/Barefootin' (Atco)	89-7	2=	14-	68+
—	—	45	32 WANG CHUNG/Everybody Have Fun Tonight (Geffen)	94+25	1+	15+	70+
10	17	24	33 STEVE WINWOOD/Split Decision (Island/WB)	59-0	8=	34-	22-
—	—	43	34 RIC OCASEK/True To You (Geffen)	67+15	0=	26+	36+
13	13	21	35 BILLY JOEL/A Matter Of Trust (Columbia)	58-0	9-	35-	21-
—	—	—	36 BOSTON/Cool The Engines (MCA)	68 /66	1	33	31
—	48	37	37 ARETHA FRANKLIN/Jumpin' Jack Flash (Arista)	76-6	0=	16+	50+
27	27	29	38 HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	56-3	2-	28-	28=
—	—	—	39 GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)	94+51	0=	3+	58+
46	44	41	40 EURYTHMICS/When Tomorrow Comes (RCA)	65+8	1=	17+	43-
33	36	44	41 GENESIS/Land Of Confusion (Atlantic)	54+9	1=	22+	28-
—	—	51	42 IGGY POP/Cry For Love (A&M)	82+18	1=	6+	54+
—	—	—	43 BOSTON/Can'tcha Say (Believe In Me) (MCA)	51 /50	0	26	21
55	51	47	44 PETER GABRIEL/That Voice Again (Geffen)	55+9	1=	21+	30+
38	43	39	45 HUEY LEWIS & THE NEWS/Whole Lotta Lovin' (Chrysalis)	58-2	0=	17-	37+
30	35	38	46 STEVE WINWOOD/Take It As It Comes (Island/WB)	49-2	2+	24-	23-
7	22	27	47 GENESIS/Throwing It All Away (Atlantic)	44-2	8-	29-	10-
—	—	58	48 TALKING HEADS/Puzzlin' Evidence (Sire/WB)	46+17	1=	16+	27+
—	—	55	49 PETE TOWNSHEND/Life To Life (Atlantic)	54+12	0=	5+	44+
45	42	50	50 ROBERT PALMER/I Didn't Mean To Turn You On (Island)	44-1	5-	23-	19-
47	46	46	51 RAINMAKERS/Let My People Go-Go (Mercury/PG)	60-3	0=	10-	39+
—	57	53	52 PAUL McCARTNEY/Stranglehold (Capitol)	50+4	0=	8+	40-
—	—	56	53 STABILIZERS/One Simple Thing (Columbia)	61+12	0-	5=	41+
44	40	40	54 TOM COCHRANE & RED RIDER/The Untouchable One (Capitol)	49-0	0=	13-	31-
—	—	—	55 DAVID & DAVID/Swallowed By The Cracks (A&M)	42+15	0-	12+	28+
—	—	—	56 BOSTON/I Think I Like It (MCA)	34 /33	0	17	15
—	53	52	57 F.M./u.k./Frozen Heart (Portrait/CBS)	59-2	1-	6+	43-
—	—	—	58 CINDERELLA/Nobody's Fool (Mercury/PG)	53+14	1=	5+	35+
—	—	—	59 RATT/Dance (Atlantic)	49 /47	1	3	33
—	—	60	60 BEACH BOYS/California Dreamin' (Capitol)	48+4	0=	4=	40+

BREAKERS

PRETENDERS
Don't Get Me Wrong (Sire/WB)
79% of our reporters on it.

KBC BAND
It's Not You, It's Not Me (Arista)
63% of our reporters on it.

BAD COMPANY
This Love (Atlantic)
63% of our reporters on it.

CHR PARALLEL ONE PLAYLISTS

EAST

BIO4 WBSB Baltimore

PD: Steve Kingston
MD: Amy Kronthal

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98.1 Philadelphia WCAU-FM The Hits

PD: Scott Walker
MD: Glenn Kalina

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103 WPHD Buffalo

Ops. Director: John Hager
MD: Mandy Michaels

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ckoi 97 Montreal

PD: Bob Beauchamp
MD: Guy Bouchard

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WBLL 106.6FM Long Island

PD: Bill Terry
MD: Ruth Tolson

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Q107 Washington D.C.

PD: Chuck Morgan
MD: Paul Fuller

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POWER 95 WLUJ-FM RADIO New York

PD: Larry Berger
MD: Lisa Tonacci

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Kiss 98.5 Buffalo

PD: Scott Robbins
MD: Dave Gillen

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92 PRO-FM Providence

Ops. Manager: Tom Cuddy
MD: Vic Edwards

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CFTR 680 Toronto

VP/Programming: Sandy Sanderson
MD: Bob Sault

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Power Hits B94 Pittsburgh

PD: Nick Ferrara
MD: Lon Campbell

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SOUTH

Dallas

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K106 Baltimore

PD: Ralph Wimmer

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Z100 New York

PD: Scott Shannon
MD: Frankie Blue

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WAVA Washington

PD: Mark St. John
MD: Gene Baxter

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Kiss 108 FM Boston

PD: Sunny Joe White
MD: Susan O'Connell

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ROCK 102 Buffalo

PD: Hank Nevins
MD: Roger Christian

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POWER 104 KRBE Houston

PD: Paul Christy
MD: Helene Pina

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MIDWEST
Wang Chung
Lucretia
Bruce Hornsby & The Range
Huey Lewis & The News
Boy Jovi

CHR ADS & OTS

WEST
Wang Chung
Robbie Nevil
Pretenders
Huey Lewis & The News
Steve Winwood

BREAKOUTS
Bangles
Andy Taylor
Bananarama
Janet... Ben E. King

MIDWEST PARALLEL TWO

WDD/Akron, OH
Patricia/Rede
 Huey Lewis & The News
 Robbie Nevil
 Pretenders (ep)
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi

WKAU/Applon/Oakman, WI
Ross/Budagh
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi

WGLS/Cleveland, OH
Lo/Casino/Bumper
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi

WGTZ/Dallas, TX
John Richardson
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi
 Huey Lewis & The News
 Boy Jovi

WVTV/Dayton, OH
John Richardson
 Huey Lewis & The News
 Boy Jovi
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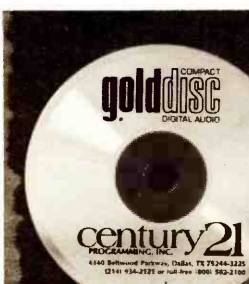
WGTZ/Dallas, TX
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 Huey Lewis & The News
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PARADES

Please note, frozen playlists are indicated with an "f" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

239 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song

100/25 44%

Regional Summary: R 33%, S 24%, M 21%, W 19%, D 2%

EXAMPLE

100/25 = 100 CHR reporting stations on this week including 25 new adds. 44% = percentage of this weeks reports saying it.

Regional Reach = Percentage of reporters claiming the song within each region. Up 57 = Number of stations moving it up on the charts. Debuts 20 = Number of stations debuting the song this week. Same 4 = Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.) Down 0 = Number of stations moving it down on their charts. Adds 25 = Total number of stations adding it this week.

ART OF NOISE w/ MAX HEADROOM Paranomia (Chrysalis) LP: Insane Sidekick

152/2 64%

Regional Summary: R 59%, S 52%, M 59%, W 64%, D 8%

Market charts for ART OF NOISE w/ MAX HEADROOM, showing stations like WBNS 20-24, WWSW 14-30, etc.

Market charts for ART OF NOISE w/ MAX HEADROOM, showing stations like WBNS 20-24, WWSW 14-30, etc.

ANITA BAKER Sweet Love (Elektra) LP: RapTURE

78/34 87%

Regional Summary: R 87%, S 79%, M 70%, W 81%, D 6%

Market charts for ANITA BAKER, showing stations like KATV 15-14, WWSW 14-30, etc.

Market charts for ANITA BAKER, showing stations like KATV 15-14, WWSW 14-30, etc.

BEACH BOYS California Dreamin' (Capitol) LP: Made in the U.S.A.

101/19 42%

Regional Summary: R 43%, S 39%, M 41%, W 48%, D 9%

Market charts for BEACH BOYS, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for BEACH BOYS, showing stations like WWSW 14-30, KATV 15-14, etc.

BON JOVI You Give Love A Bad Name (PolyGram/PolyGram) LP: Slippery When Wet

178/34 74%

Regional Summary: R 74%, S 79%, M 70%, W 81%, D 6%

Market charts for BON JOVI, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for BON JOVI, showing stations like WWSW 14-30, KATV 15-14, etc.

BOSTON Amanda (MCA) LP: Third Stage

228/16 95%

Regional Summary: R 93%, S 94%, M 90%, W 98%, D 8%

Market charts for BOSTON, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for BOSTON, showing stations like WWSW 14-30, KATV 15-14, etc.

CAMELO Word Up (Atlanta Artists/PolyGram) LP: Word Up

134/38 66%

Regional Summary: R 66%, S 79%, M 70%, W 81%, D 6%

Market charts for CAMELO, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for CAMELO, showing stations like WWSW 14-30, KATV 15-14, etc.

PETER CETERA w/ AMY GRANT The Next Time I Fall (Full Moon/WB) LP: Solitudes Solitaire

194/21 81%

Regional Summary: R 87%, S 81%, M 81%, W 81%, D 8%

Market charts for PETER CETERA w/ AMY GRANT, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for PETER CETERA w/ AMY GRANT, showing stations like WWSW 14-30, KATV 15-14, etc.

DAVID & DAVID Welcome To The Boontown (A&M) LP: Boontown

60/14 26%

Regional Summary: R 24%, S 19%, M 29%, W 31%, D 14%

Market charts for DAVID & DAVID, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for DAVID & DAVID, showing stations like WWSW 14-30, KATV 15-14, etc.

EURHYTHMICS Missionary Man (RCA) LP: Revenge

185/2 77%

Regional Summary: R 78%, S 79%, M 78%, W 78%, D 2%

Market charts for EURHYTHMICS, showing stations like WWSW 14-30, KATV 15-14, etc.

Market charts for EURHYTHMICS, showing stations like WWSW 14-30, KATV 15-14, etc.

Continued on Next Column

PARADELS

Eurythmics Continued

P2

VJWB 24-21	WZLX 12-15	WJTV 18-15
WZLX 12-15	WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15	WZLX 12-15

F

51 STAR
Can't Wait Another Minute (RCA)
 LP: Silk & Steel

86/10 28%

Regional Reach	Summary UP 33
E 194	DEBITS 7
S 238	ADDS 10
M 138	
W 528	

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

ARETHA FRANKLIN
Jumpin' Jack Flash (Arista)
 LP: Jumpin' Jack Flash Soundtrack

186/16 78%

Regional Reach	Summary UP 37
E 811	DEBITS 43
S 238	ADDS 15
M 924	
W 824	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

G

PETER GABRIEL
In Your Eyes (Geffen)
 LP So

177/2 74%

Regional Reach	Summary UP 136
E 811	DEBITS 8
S 558	ADDS 2
M 718	
W 848	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

GENESIS
Tracking It All Away (Atlantic)
 LP Invisible Touch

234/0 96%

Regional Reach	Summary UP 153
E 1008	DEBITS 1
S 1008	ADDS 59
M 908	
W 924	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P3

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

H

DORIS HART
I Am By Your Side (EMI America)
 LP: Flams Of Fire

194/7 81%

Regional Reach	Summary UP 137
E 898	DEBITS 37
S 768	ADDS 7
M 838	
W 824	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

BRUCE HORNBY & THE RANGE
The Way It Is (RCA)
 LP: The Way It Is

170/33 71%

Regional Reach	Summary UP 70
E 698	DEBITS 41
S 668	ADDS 33
M 728	
W 808	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P3

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

HUMAN LEAGUE

Human (Virgin/A&M)
 LP: Crash

235/8 98%

Regional Reach	Summary UP 133
E 988	DEBITS 15
S 988	ADDS 14
M 1008	
W 1008	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

BILLY IDOL
To Be a Lover (Chrysalis)
 LP: Whiplash Smile

148/85 62%

Regional Reach	Summary UP 11
E 558	DEBITS 37
S 558	ADDS 65
M 668	
W 708	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P3

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

J

JANET JACKSON
When I Think Of You (A&M)
 LP: Control

231/1 87%

Regional Reach	Summary UP 108
E 308	DEBITS 1
S 308	ADDS 33
M 338	
W 308	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

BILLY JOEL
It's a Matter of Trust (Columbia)
 LP: The Bridge

190/5 79%

Regional Reach	Summary UP 146
E 898	DEBITS 7
S 898	ADDS 25
M 818	
W 748	

P1

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P2

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

P3

WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15
WZLX 12-15	WZLX 12-15

PARALLELS

RIC OCASEK Emotion In Motion (Geffen) LP: This Side Of Paradise

179/10 76% National Summary
Regional Reach E 308 S 188 M 318 W 248
DEBITS 20
SAME 29
DOWN 0
ADDS 10

Regional Reach	Summary
E 308	UP 120
S 188	DEBITS 20
M 318	SAME 29
W 248	DOWN 0
	ADDS 10

Regional Reach	Summary
E 308	UP 120
S 188	DEBITS 20
M 318	SAME 29
W 248	DOWN 0
	ADDS 10

Regional Reach	Summary
E 308	UP 120
S 188	DEBITS 20
M 318	SAME 29
W 248	DOWN 0
	ADDS 10

OUTFIELD Everytime You Cry (Columbia) LP: Play Deep

68/8 28% National Summary
Regional Reach E 308 S 188 M 318 W 248
DEBITS 3
SAME 24
DOWN 0
ADDS 9

Regional Reach	Summary
E 308	UP 32
S 188	DEBITS 3
M 318	SAME 24
W 248	DOWN 0
	ADDS 9

Regional Reach	Summary
E 308	UP 32
S 188	DEBITS 3
M 318	SAME 24
W 248	DOWN 0
	ADDS 9

Regional Reach	Summary
E 308	UP 32
S 188	DEBITS 3
M 318	SAME 24
W 248	DOWN 0
	ADDS 9

PRETENDERS Don't Get Me Wrong (Sire/WB) LP: Get Close

52/52 22% National Summary
Regional Reach E 308 S 188 M 164 W 264
DEBITS 0
SAME 21
DOWN 0
ADDS 52

Regional Reach	Summary
E 308	UP 0
S 188	DEBITS 0
M 164	SAME 21
W 264	DOWN 0
	ADDS 52

Regional Reach	Summary
E 308	UP 0
S 188	DEBITS 0
M 164	SAME 21
W 264	DOWN 0
	ADDS 52

Regional Reach	Summary
E 308	UP 0
S 188	DEBITS 0
M 164	SAME 21
W 264	DOWN 0
	ADDS 52

DAVID LEE ROTH Gon' Crazy (WB) LP: Eat, Em And Smile

58/3 24% National Summary
Regional Reach E 333 S 233 M 111 W 203
DEBITS 3
SAME 32
DOWN 0
ADDS 3

Regional Reach	Summary
E 333	UP 203
S 233	DEBITS 3
M 111	SAME 32
W 203	DOWN 0
	ADDS 3

Regional Reach	Summary
E 333	UP 203
S 233	DEBITS 3
M 111	SAME 32
W 203	DOWN 0
	ADDS 3

Regional Reach	Summary
E 333	UP 203
S 233	DEBITS 3
M 111	SAME 32
W 203	DOWN 0
	ADDS 3

TIL TUESDAY What About Love (Epic) LP: Welcome Home

115/19 48% National Summary
Regional Reach E 508 S 458 M 458 W 588
DEBITS 15
SAME 34
DOWN 0
ADDS 19

Regional Reach	Summary
E 508	UP 47
S 458	DEBITS 15
M 458	SAME 34
W 588	DOWN 0
	ADDS 19

Regional Reach	Summary
E 508	UP 47
S 458	DEBITS 15
M 458	SAME 34
W 588	DOWN 0
	ADDS 19

Regional Reach	Summary
E 508	UP 47
S 458	DEBITS 15
M 458	SAME 34
W 588	DOWN 0
	ADDS 19

OMD (Forever) Live And Die (Virgin/A&M) LP: The Pacific Age

108/37 46% National Summary
Regional Reach E 548 S 448 M 368 W 648
DEBITS 12
SAME 45
DOWN 0
ADDS 37

Regional Reach	Summary
E 548	UP 34
S 448	DEBITS 12
M 368	SAME 45
W 648	DOWN 0
	ADDS 37

Regional Reach	Summary
E 548	UP 34
S 448	DEBITS 12
M 368	SAME 45
W 648	DOWN 0
	ADDS 37

Regional Reach	Summary
E 548	UP 34
S 448	DEBITS 12
M 368	SAME 45
W 648	DOWN 0
	ADDS 37

ROBERT PALMER I Don't Mean To Turn You On (Island) LP: Riposte

234/6 98% National Summary
Regional Reach E 948 S 998 M 1008 W 968
DEBITS 2
SAME 11
DOWN 2
ADDS 6

Regional Reach	Summary
E 948	UP 211
S 998	DEBITS 2
M 1008	SAME 11
W 968	DOWN 2
	ADDS 6

Regional Reach	Summary
E 948	UP 211
S 998	DEBITS 2
M 1008	SAME 11
W 968	DOWN 2
	ADDS 6

Regional Reach	Summary
E 948	UP 211
S 998	DEBITS 2
M 1008	SAME 11
W 968	DOWN 2
	ADDS 6

LIONEL RICHIE Love Will Conquer All (Motown) LP: Dancing On The Ceiling

205/83 88% National Summary
Regional Reach E 938 S 878 M 748 W 808
DEBITS 71
SAME 11
DOWN 0
ADDS 63

Regional Reach	Summary
E 938	UP 30
S 878	DEBITS 71
M 748	SAME 11
W 808	DOWN 0
	ADDS 63

Regional Reach	Summary
E 938	UP 30
S 878	DEBITS 71
M 748	SAME 11
W 808	DOWN 0
	ADDS 63

Regional Reach	Summary
E 938	UP 30
S 878	DEBITS 71
M 748	SAME 11
W 808	DOWN 0
	ADDS 63

BILLY SQUIER Love Is The Hero (Capitol) LP: Enough Is Enough

66/11 28% National Summary
Regional Reach E 411 S 194 M 194 W 368
DEBITS 1
SAME 51
DOWN 0
ADDS 11

Regional Reach	Summary
E 411	UP 3
S 194	DEBITS 1
M 194	SAME 51
W 368	DOWN 0
	ADDS 11

Regional Reach	Summary
E 411	UP 3
S 194	DEBITS 1
M 194	SAME 51
W 368	DOWN 0
	ADDS 11

Regional Reach	Summary
E 411	UP 3
S 194	DEBITS 1
M 194	SAME 51
W 368	DOWN 0
	ADDS 11

JERMAINE STEWART Jody (Arista) LP: Fantastic Romantic

100/19 42% National Summary
Regional Reach E 478 S 478 M 228 W 508
DEBITS 22
SAME 19
DOWN 0
ADDS 19

Regional Reach	Summary
E 478	UP 22
S 478	DEBITS 22
M 228	SAME 19
W 508	DOWN 0
	ADDS 19

Regional Reach	Summary
E 478	UP 22
S 478	DEBITS 22
M 228	SAME 19
W 508	DOWN 0
	ADDS 19

Regional Reach	Summary
E 478	UP 22
S 478	DEBITS 22
M 228	SAME 19
W 508	DOWN 0
	ADDS 19

TOTO I'll Be Over You (Columbia) LP: Fatherheart

192/10 80% National Summary
Regional Reach E 818 S 798 M 798 W 804
DEBITS 16
SAME 17
DOWN 0
ADDS 10

Regional Reach	Summary
E 818	UP 16
S 798	DEBITS 16
M 798	SAME 17
W 804	DOWN 0
	ADDS 10

Regional Reach	Summary
E 818	UP 16
S 798	DEBITS 16
M 798	SAME 17
W 804	DOWN 0
	ADDS 10

Regional Reach	Summary
E 818	UP 16
S 798	DEBITS 16
M 798	SAME 17
W 804	DOWN 0
	ADDS 10

PARALLELS

TRIUMPH Somebody's Out There (MCA) LP: The Sport Of Kings

102/72 43% National
Regional Summary
Reach UP 1
S 43N DEBITS 5
S 40N SAME 32
M 48N DOWNS 2
W 40N ADDS 17

P1 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
WJLB 12-8
WJLB 12-9
WJLB 12-10
WJLB 12-11
WJLB 12-12
WJLB 12-13
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WJLB 12-26
WJLB 12-27
WJLB 12-28
WJLB 12-29
WJLB 12-30
WJLB 12-31

P2 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
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WJLB 12-29
WJLB 12-30
WJLB 12-31

P3 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
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WJLB 12-6
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WJLB 12-26
WJLB 12-27
WJLB 12-28
WJLB 12-29
WJLB 12-30
WJLB 12-31

TINA TURNER Typical Male (Capitol) LP: Break Every Rule

237/1 99% National
Regional Summary
Reach UP 219
S 100N DEBITS 0
S 99N SAME 16
M 90N DOWNS 1
W 100N ADDS 1

P1 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
WJLB 12-8
WJLB 12-9
WJLB 12-10
WJLB 12-11
WJLB 12-12
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WJLB 12-27
WJLB 12-28
WJLB 12-29
WJLB 12-30
WJLB 12-31

Continued On Next Column

Tina Turner Continued

WANG CHUNG Let's Have Fun Tonight (Geffen) LP: Mosaic

148/90 82% National
Regional Summary
Reach UP 9
S 62N DEBITS 19
S 52N SAME 39
M 70N DOWNS 0
W 70N ADDS 90

P1 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
WJLB 12-8
WJLB 12-9
WJLB 12-10
WJLB 12-11
WJLB 12-12
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WJLB 12-29
WJLB 12-30
WJLB 12-31

P2 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
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WJLB 12-6
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WJLB 12-30
WJLB 12-31

P3 EAST
WJLB 11-28
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WJLB 12-6
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WJLB 12-29
WJLB 12-30
WJLB 12-31

LUTHER VANDROSS Give Me The Reason (Epic) LP: "Ruthless People" Soundtrack

52/0 22% National
Regional Summary
Reach UP 23
S 24N DEBITS 2
S 19N SAME 25
M 14N DOWNS 2
W 32N ADDS 0

P1 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
WJLB 12-8
WJLB 12-9
WJLB 12-10
WJLB 12-11
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WJLB 12-26
WJLB 12-27
WJLB 12-28
WJLB 12-29
WJLB 12-30
WJLB 12-31

Continued On Next Column

W

WANG CHUNG Let's Have Fun Tonight (Geffen) LP: Mosaic

148/90 82% National
Regional Summary
Reach UP 9
S 62N DEBITS 19
S 52N SAME 39
M 70N DOWNS 0
W 70N ADDS 90

P1 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
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WJLB 12-30
WJLB 12-31

P2 EAST
WJLB 11-28
WJLB 11-29
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WJLB 12-31

P3 EAST
WJLB 11-28
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WJLB 12-31

WHAMI Where Did Your Heart Go? (Columbia) LP: Music From The Edge Of Heaven

59/25 25% National
Regional Summary
Reach UP 1
S 23N DEBITS 8
S 18N SAME 25
M 16N DOWNS 25
W 36N ADDS 25

P1 EAST
WJLB 11-28
WJLB 11-29
WJLB 12-1
WJLB 12-2
WJLB 12-3
WJLB 12-4
WJLB 12-5
WJLB 12-6
WJLB 12-7
WJLB 12-8
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P2 EAST
WJLB 11-28
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P3 EAST
WJLB 11-28
WJLB 11-29
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WJLB 12-28
WJLB 12-29
WJLB 12-30
WJLB 12-31

STEVE WINWOOD Freedom Overspill (Island) LP: Back In The High Life

128/44 54% National
Regional Summary
Reach UP 32
S 52N DEBITS 20
S 56N SAME 32
M 47N DOWNS 0
W 60N ADDS 44

P1 EAST
WJLB 11-28
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Continued On Next Column

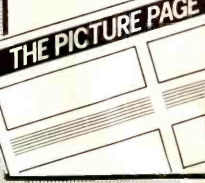
Steve Winwood Continued

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PARALLELS

SIGNIFICANT ACTION

A

GREGORY ABBOTT Shake You Down (Columbia) LP: Gregory Abbott. Includes regional availability codes (P1, P2, P3) and station call letters for various areas like EAST, SOUTH, WEST, etc.

ARCADIA Say The Word (Atlantic) LP: "Playing For Keeps" Soundtrack. Includes regional availability codes and station call letters.

ASHFORD & SIMPSON Count Your Blessing (Capitol) LP: Real Love. Includes regional availability codes and station call letters.

BAD COMPANY This Love (Atlantic) LP: Flame And Fortune. Includes regional availability codes and station call letters.

BANANARAMA More Than Physical (London/PolyGram) LP: True Confessions. Includes regional availability codes and station call letters.

BANGLES Walk Like An Egyptian (Columbia) LP: Different Light. Includes regional availability codes and station call letters.

BERLIN Like Flames (Geffen) LP: Count Three Pray. Includes regional availability codes and station call letters.

BERLIN Like Flames (Geffen) LP: Count Three Pray. Includes regional availability codes and station call letters.

JAMES BROWN Gravy (Scotti Bros/CBS) LP: Gravy. Includes regional availability codes and station call letters.

LUIS CARDENAS Runaway (Allied Artists) LP: Mad About You. Includes regional availability codes and station call letters.

BELINDA CARLISLE I Feel The Magic (IRS/MCA) LP: Mad About You. Includes regional availability codes and station call letters.

CHRIS DeBURGH The Lady In Red (A&M) LP: Into The Light. Includes regional availability codes and station call letters.

FAR CORPORATION Starway To Heaven (A&M) LP: None. Includes regional availability codes and station call letters.

FRANKIE GOES TO HOLLYWOOD Rage Hair (ZTT/Island) LP: Liverpool. Includes regional availability codes and station call letters.

JOAN JETT & THE BLACKHEARTS Good Music (CBS Associated) LP: Good Music. Includes regional availability codes and station call letters.

JESSE JOHNSON w/SLY STONE Crazy (A&M) LP: Shockedella. Includes regional availability codes and station call letters.

BEN E. KING Stand By Me (Atlantic) LP: "Stand By Me" Soundtrack. Includes regional availability codes and station call letters.

K.T.P. One Step (Mercury/PolyGram) LP: Certain Things Are Likely. Includes regional availability codes and station call letters.

LABAN Love In Siberia (Crique) LP: None. Includes regional availability codes and station call letters.

STACY LATTISAW Nail It To The Wall (Motown) LP: Take Me All The Way. Includes regional availability codes and station call letters.

LEVEL 42 Leaving Me Now (Polydor/PolyGram) LP: World Machine. Includes regional availability codes and station call letters.

NANCY MARTINEZ For Tonight (Atlantic) LP: None. Includes regional availability codes and station call letters.

MIDNIGHT STAR Midas Touch (Solar/Elektra) LP: Headlines. Includes regional availability codes and station call letters.

JEFFREY OSBORNE Room With A View (A&M) LP: Emotional. Includes regional availability codes and station call letters.

QUIET RIOT The Wild And The Young (Pasha) LP: Or III. Includes regional availability codes and station call letters.

R

RAINMAKERS Let My People Go-Go (Mercury/PolyGram) LP: The Rainmakers. Includes regional availability codes and station call letters.

R.E.M. Fall On Me (IRS/MCA) LP: Live's Rich Pageant. Includes regional availability codes and station call letters.

TALKING HEADS Wild Wild Life (Sire/WB) LP: True Stories. Includes regional availability codes and station call letters.

ANDY TAYLOR When The Rains Come Down (MCA) LP: TV Soundtrack: Mann Vaes II. Includes regional availability codes and station call letters.

TEMPATIONS Lady Soul (Gordy/Motown) LP: To Be Continued. Includes regional availability codes and station call letters.

CHRIS THOMPSON What A Woman Wants (Atlantic) LP: The High Cost Of Living. Includes regional availability codes and station call letters.

B

F

J

K

L

M

O

Q

T

CONTEMPORARY HIT RADIO

BREAKERS

LIONEL RICHIE

Love Will Conquer All (Motown)

86% of our reporters playing it. Moves: Up 30, Debuts 71, Same 41, Down 0, Adds 63 including Z100, Y100, B97, Q105, WNCI, Y108, KZZP. See Parallels, debuts at number 38 on the CHR chart.

BRUCE HORNSBY & THE RANGE

The Way It Is (RCA)

71% of our reporters playing it. Moves: Up 70, Debuts 41, Same 26, Down 0, Adds 33 including Z95, 92X, WCZY, KDWB, KPKE, KIIS, KMEL. See Parallels, debuts at number 39 on the CHR chart.

WANG CHUNG

Everybody Have Fun Tonight (Geffen)

62% of our reporters playing it. Moves: Up 0, Debuts 19, Same 39, Down 0, Adds 90 including WAVA, Z93, 93FM, WMMS, WCZY, WLOL, KIIS. Complete airplay in Parallels.

BILLY IDOL

To Be A Lover (Chrysalis)

62% of our reporters playing it. Moves: Up 11, Debuts 35, Same 37, Down 0, Adds 65 including B104, K106, PRO-FM, Q107, 94Q, 93FM, KS103. Complete airplay in Parallels.

NEW & ACTIVE

CAMEO "Word Up" (Atlanta Artists/PolyGram) 134/38

Moves: Up 62, Debuts 23, Same 10, Down 1, Adds 39 including PRO-FM, Z93, WMMS, WNCI, WCZY, WLOL, KPKE, KS103, B104 26-21, WKYS 30-18, B94 8-4, WNVZ 36-19, B96 24-17, KHS 20-9, KMEL 9-5. See Parallels, debuts at number 36 on the CHR chart.

ORAN "JUICE" JONES "The Rain" (Del Jam/Columbia) 130/45
Moves: Up 49, Debuts 27, Same 9, Down 0, Adds 45 including K106, WBEZ, Z93, 93FM, WHYI, KS103, KPLZ, Z94, B104 25-19, Z100 17-7, Y100 14-10, KIIS 10-7, KMEL B-1, WMLB 1-1. See Parallels, debuts at number 34 on the CHR chart.

STEVE WINWOOD "Freedom Overspill" (Island/WB) 128/44

Moves: Up 14, Debuts 20, Same 32, Down 0, Adds 44 including WKSE, CKOI, PRO-FM, WNCI, KPKE, KKRZ, KMJK, WKQB, KZ93, 95N2Z 29-25, WRSR 30-22, WLS 30-25, 92X 34-29, WEAG 16-12, KDVV 40-32.

TIL TUESDAY "What About Love" (Epic) 115/19

Moves: Up 47, Debuts 15, Same 34, Down 0, Adds 19 including WBEZ, Y100, WHYI, KKRZ, WBZY, WANS, 94Z, KRQ, KOOR, WKX 28-23, WPHD 31-21, WMMS 26-22, KC101 29-24, WOKI 40-31, KSND 37-32.

OMD ("Forever) Live And Die" (Virgin/A&M) 108/37

Moves: Up 14, Debuts 12, Same 45, Down 0, Adds 37 including B94, Y108, B106, WSSX, 99DTX, Z104, KNMO, KCPC, WMMS 39-31, KWOD 28-24, KMEL 29-25, Q100 40-35, 98PXY 40-36, 94TX 40-30, WKDD 39-35.

TRIUMPH "Somebody's Out There" (MCA) 102/12

Moves: Up 51, Debuts 5, Same 32, Down 2, Adds 12 including CFR, WFLY, Q100, WHYI, KRNO, CHED, WQID, WPFM, KNTM, WKXS 31-28, PRO-FM 32-26, WMMS 36-29, WFTL 20-16, K104 9-3, KTXU 31-26.

BEACH BOYS "California Dreamin'" (Capitol) 101/19

Moves: Up 21, Debuts 16, Same 45, Down 0, Adds 19 including 92X, KPLZ, 93Q, KIYS, KDON, KSMB, Z104, KYYY, Y94, KFMY, PRO-FM 35-32, WHYI 31-27, WERZ 39-36, WKRZ 39-36, WRQN 26-21.

JERMAINE STEWART "Jody" (Ten/Arista) 100/19

Moves: Up 22, Debuts 20, Same 39, Down 0, Adds 19 including KRBE, Q102, 98PXY, WBBQ, KZOU, KBFM, 94Z, KJ103, CHED, KITS, K104 29-22, WEAG 29-16, KZ93 29-24, WHYI 32-29, 95XXX 39-35.

NEW EDITION "Earth Angel" (MCA) 77/1

Moves: Up 43, Debuts 5, Same 12, Down 4, Adds 1, KBO5, WKXS 15-10, WAVA 11-9, KRBE 32-17, B96 23-19, KBE0 7-6, K104 35-29, WKEE 2-1, WBBQ 24-19, KZZB 24-19, KXX106 11-10, KAMZ 4-3, WHOT 17-14, KYNO 9-3, WKZ 40-27.

HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 68/52

Moves: Up 8, Debuts 6, Same 1, Down 1, Adds 52 including B104, K106, 95N2Z, B97, WRSR, B96, Z95, WLOL, KZZP, KKRZ, Q102 39-31, K104 29-22, WEAG 29-16, KZ93 29-24, WHYI 32-29, 95XXX 37-37.

OUTFIELD "Everytime You Cry" (Columbia) 68/9

Moves: Up 32, Debuts 3, Same 24, Down 0, Adds 19, KRBE, 95N2Z, G105, WQUT, 99DTX, WJMX, Q101, WSPY, Y97, K104 31-25, WNK6 36-28, WKDD 27-17, WRON 18-13, KSND 39-34, KFMM 21-13.

NU SHOOZ "Point Of No Return" (Atlantic) 67/3

Moves: Up 37, Debuts 7, Same 15, Down 9, Adds 3, Q107, KBE0, Y106, WKXS 12-11, COKJ 37-32, B94 27-22, CFR 32-22, B97 12-10, FM102 11-9, KS102 9-8, WKXS 9-8, Q100 23-18, WABB 29-22, QXMD 15-10, KHTZ 14-9.

BILLY SQUIER "Love Is The Hero" (Capitol) 66/11

Moves: Up 3, Debuts 1, Same 51, Down 0, Adds 11, KFHL, WRQN, KPZC, 95XXX, WKPE, 100KHI, WJAD, KNaN, WVBS, KCMQ, Y97, WPNH 30-29, WMMS on KOZE 31-28, OK95 39-32.

FIVE STAR "Can't Wait Another Minute" (RCA) 66/10

Moves: Up 33, Debuts 7, Same 16, Down 0, Adds 10, WKSE, WHYI, KKRZ, WABB, KWES, Y106, 94Z, WDLX, 95XXX, SLY96, WKXS 35-30, KMEL 12-9, WDJX 40-34, KYNO 40-33, KRQ 28-19.

DAVID & DAVID "Welcome To The Boomtown" (A&M) 60/14

Moves: Up 10, Debuts 8, Same 28, Down 0, Adds 14 including Z93, WLS, Z95, KDWB, KPKE, WNVZ, WROQ, 99DTX, KITS, WKPE, WYKS, WPHD 35-27, WKDD 36-32, KISR 39-30, 99KQ 30-19.

DEVICE "Who Says" (Chrysalis) 60/11

Moves: Up 11, Debuts 8, Same 30, Down 0, Adds 11, WBEZ, WNVZ, WNKQ, BJ105, KKYQ, KDON, WCGO, WGLF, WCIL, KKAZ, SLY96, WRQN 33-29, OK100 45-36, Q104 38-35, OK94 34-31.

WHAMI "Where Did Your Heart Go?" (Columbia) 59/25

Moves: Up 1, Debuts 8, Same 25, Down 2, Adds 25 including K106, WKXS, PRO-FM, KBE0, KIIS, KMJK, Q100, WNNK, BJ105, KSND, 100KHI, KFRR, KS103 32-29, KRKD 28-28, KOZE d-30.

DAVID LEE ROTH "Goin' Crazy" (WB) 58/3

Moves: Up 20, Debuts 3, Same 32, Down 0, Adds 3, WJMX, WKZL, Q104, WPHD 27-23, WKQB d-35, KZOU 31-29, Y106 37-34, KIYS 31-26, KXYQ 28-25, WGAN 34-29, KOJZ 31-26, WCIL d-22, WLRW 25-22, KHTZ 35-31, OK95 33-30.

PRETENDERS "Don't Get Me Wrong" (Sire/WB) 52/52

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WKXS, WPHD, 94Q, Z93, WRSR, Z95, WMMS, KRKZ, KWOD, WGFN, WBBQ, KFV, WKPE, WYYP, WSPY.

LUTHER VANDROSS "Give Me The Reason" (Epic) 52/0

Moves: Up 23, Debuts 2, Same 25, Down 2, Adds 0 including K106 d-27, Q105 30-26, WCZY 21-16, WTIC 24-21, WSPK 36-32, KAMZ 12-11, WXLX 38-33, WRQN 23-19, KMGX 32-26, KYNO 30-27, 95XXX 34-27, WCGO 14-11, Q104 28-22, KBIM 26-23, SLY96 40-36.

ROBBIE NEVIL "C'est La Vie" (Manhattan) 50/50

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 50 including KRBE, Y100, KDWB, Z94, WRCK, WKQB, KAMZ, WINK, WPMI, KKRD, KMGX, KCPC, OK100, WDBR.

MOST ADDED MOST ACTIVE

- WANG CHUNG (90) BILLY IDOL (65) LIONEL RICHIE (63) HUEY LEWIS & THE NEWS (52) ... CAMEO (84) DRAN "JUICE" JONES (76) CHICAGO (73) ...

HOTTEST

- JANET JACKSON (107) GENESIS (102) TINA TURNER (98) CYNDI LAUPER (83) ...

Most Active = Ups + Debuts - Downs

SIGNIFICANT ACTION

MIDNIGHT STAR "Midass Touch" (Solar/Elektra) 46/15
MIDNIGHT STAR "Midass Touch" (Solar/Elektra) 46/15
MIDNIGHT STAR "Midass Touch" (Solar/Elektra) 46/15
MIDNIGHT STAR "Midass Touch" (Solar/Elektra) 46/15
MIDNIGHT STAR "Midass Touch" (Solar/Elektra) 46/15

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CONTEMPORARY HIT RADIO

Three Weeks	Last Week	Weeks	Artist	Title	Label
6	2	2	1	GENESIS/Throwing It All Away	(Atlantic)
8	5	3	2	JANET JACKSON/When I Think Of You	(A&M)
1	1	1	3	HUEY LEWIS & THE NEWS/Stuck With You	(Chrysalis)
17	12	6	4	TINA TURNER/Typical Male	(Capitol)
22	14	9	5	CYNDI LAUPER/True Colors	(Portrait/CBS)
16	11	7	6	DON JOHNSON/Heartbeat	(Epic)
25	17	12	7	ROBERT PALMER/I Didn't Mean To Turn You On	(Island)
7	6	5	8	GLASS TIGER/Don't Forget Me	(When I'm Gone) (Manhattan)
13	8	8	9	LOVERBOY/Heaven In Your Eyes	(Columbia)
15	10	10	10	STACEY Q/Two Of Hearts	(Atlantic)
5	3	4	11	DARYL HALL/Dreamtime	(RCA)
29	23	17	12	ANITA BAKER/Sweet Love	(Elektra)
31	26	20	13	LISA LISA & CULT JAM with FULL FORCE/All Cried Out	(Columbia)
18	15	14	14	VAN HALEN/Love Walks In	(WB)
—	32	22	15	HUMAN LEAGUE/Human	(Virgin/A&M)
24	22	18	16	BILLY JOEL/A Matter Of Trust	(Columbia)
38	30	24	17	EDDIE MONEY/Take Me Home Tonight	(Columbia)
32	27	21	18	JOURNEY/Girl Can't Help It	(Columbia)
21	19	16	19	EURYTHMICS/Missionary Man	(RCA)
—	40	29	20	BOSTON/Amanda	(MCA)
3	4	11	21	CARL ANDERSON & GLORIA LORING/Friends And Lovers	(Carrere/CBS)
—	—	33	22	MADONNA/True Blue	(Sire/WB)
39	31	25	23	TOTO/I'll Be Over You	(Columbia)
11	9	13	24	BILLY OCEAN/Love Zone	(Jive/Arista)
40	33	30	25	PETER GABRIEL/In Your Eyes	(Geffen)
2	7	15	26	LIONEL RICHIE/Dancing On The Ceiling	(Motown)
10	13	19	27	RUN D.M.C./Walk This Way	(Profile)
—	—	37	28	PETER CETERA with AMY GRANT/Next Time I Fall	(Full Moon/WB)
—	—	38	29	RIC OCASEK/Emotion In Motion	(Geffen)
—	—	39	30	BON JOVI/You Give Love A Bad Name	(Mercury/PG)
37	34	31	31	ART OF NOISE featuring MAX HEADROOM/Paranoimia	(Chrysalis)
—	—	38	32	COREY HART/I Am By Your Side	(EMI America)
4	16	23	33	BERLIN/Take My Breath Away	(Columbia)
DEBUT	—	—	34	ORAN "JUICE" JONES/The Rain	(Def Jam/Columbia)
14	21	28	35	MIAMI SOUND MACHINE/Words Get In The Way	(Epic)
DEBUT	—	—	36	CAMEO/Word Up	(Atlanta Artists/PG)
DEBUT	—	—	37	ARETHA FRANKLIN/Jumpin' Jack Flash	(Arista)
DEBUT	—	—	38	LIONEL RICHIE/Love Will Conquer All	(Motown)
BREAKER	—	—	39	BRUCE HORNSBY & THE RANGE/The Way It Is	(RCA)
BREAKER	—	—	40	ROD STEWART/Another Heartache	(WB)

N&A Begins on Page 94

ADULT CONTEMPORARY

Three Weeks	Last Week	Weeks	Artist	Title	Label
12	4	2	1	TOTO/I'll Be Over You	(Columbia)
3	2	1	2	ANITA BAKER/Sweet Love	(Elektra)
2	1	3	3	GENESIS/Throwing It All Away	(Atlantic)
16	12	6	4	CARLY SIMON/Coming Around Again	(Arista)
14	13	8	5	CYNDI LAUPER/True Colors	(Portrait/CBS)
1	3	4	6	HUEY LEWIS & THE NEWS/Stuck With You	(Chrysalis)
8	6	5	7	EL DeBARGE/Love Always	(Gordy/Motown)
22	17	14	8	JANET JACKSON/When I Think Of You	(A&M)
—	29	17	9	PETER CETERA with AMY GRANT/Next Time I Fall	(Full Moon/WB)
13	11	10	10	MOODY BLUES/The Other Side Of Life	(Polydor/PG)
—	—	21	11	LIONEL RICHIE/Love Will Conquer All	(Motown)
15	14	13	12	PAUL SIMON/You Can Call Me Al	(WB)
23	18	16	13	DAVID PACK/I Just Can't Let Go	(WB)
20	19	18	14	BOB SEGER & THE SILVER BULLET BAND/It's You	(Capitol)
5	5	7	15	BILLY OCEAN/Love Zone	(Jive/Arista)
9	8	9	16	AIR SUPPLY/Lonely Is The Night	(Arista)
24	21	19	17	BILLY JOEL/A Matter Of Trust	(Columbia)
4	7	11	18	CARL ANDERSON & GLORIA LORING/Friends And Lovers	(Carrere/CBS)
—	28	23	19	BRUCE HORNSBY & THE RANGE/The Way It Is	(RCA)
—	—	26	20	BEACH BOYS/California Dreamin'	(Capitol)
—	—	30	21	HUMAN LEAGUE/Human	(Virgin/A&M)
6	10	15	22	BERLIN/Take My Breath Away	(Columbia)
28	26	25	23	DAVE ADAMS/Dancin' In My Sleep	(Elektra)
29	25	24	24	LEVEL 42/Leaving Me Now	(Polydor/PG)
BREAKER	—	—	25	MADONNA/True Blue	(Sire/WB)
—	—	30	26	CHRIS DeBURGH/The Lady In Red	(A&M)
10	9	12	27	NEIL DIAMOND/The Story Of My Life	(Columbia)
17	20	22	28	MIAMI SOUND MACHINE/Words Get In The Way	(Epic)
BREAKER	—	—	29	KENNY ROGERS/They Don't Make Them Like They...	(RCA)
BREAKER	—	—	30	CHRISTOPHER CROSS/Loving Strangers	(Arista)

N&A Begins on Page 74

AOR TRACKS

Three Weeks	Last Week	Weeks	Artist	Title	Label
—	7	3	1	BOSTON/Amanda	(MCA)
6	2	1	2	RIC OCASEK/Emotion In Motion	(Geffen)
11	6	5	3	HUEY LEWIS & THE NEWS/Hip To Be Square	(Chrysalis)
15	11	6	4	STEVE WINWOOD/Freedom Overspill	(Island/WB)
1	1	2	5	EDDIE MONEY/Take Me Home Tonight	(Columbia)
5	4	4	6	TALKING HEADS/Wild Wild Life	(Sire/WB)
12	8	7	7	DAVID & DAVID/Welcome To The Boomtown	(A&M)
—	—	18	8	BILLY IDOL/To Be A Lover	(Chrysalis)
23	21	15	9	BRUCE HORNSBY & THE RANGE/The Way It Is	(RCA)
9	9	9	10	TRIUMPH/Somebody's Out There	(MCA)
17	14	11	11	BON JOVI/You Give Love A Bad Name	(Mercury/PG)
36	25	16	12	'TIL TUESDAY/What About Love	(Epic)
—	28	19	13	JOHN FOGERTY/Change In The Weather	(WB)
21	15	14	14	DAVID LEE ROTH/Goin' Crazy	(WB)
BREAKER	—	—	15	PRETENDERS/Don't Get Me Wrong	(Sire/WB)
4	3	8	16	R.E.M./Fall On Me	(IRS/MCA)
28	24	17	17	TIMBUK3/The Future's So Bright...	(IRS/MCA)
20	20	17	18	SMITHEREENS/Blood & Roses	(Enigma)
14	12	12	19	HUEY LEWIS & THE NEWS/Jacob's Ladder	(Chrysalis)
—	26	22	20	BILLY SQUIER/Love Is The Hero	(Capitol)
40	29	25	21	OUTFIELD/Everytime You Cry	(Columbia)
3	5	10	22	JOHN FOGERTY/Eye Of The Zombie	(WB)
—	30	23	23	JOHN FOGERTY/Headlines	(WB)
2	10	13	24	PETER GABRIEL/In Your Eyes	(Geffen)
BREAKER	—	—	25	BAD COMPANY/This Love	(Atlantic)
—	50	33	26	TINA TURNER/Back Where You Started	(Capitol)
34	31	26	27	NEIL YOUNG/Weight Of The World	(Geffen)
DEBUT	—	—	28	BOSTON/We're Ready	(MCA)
BREAKER	—	—	29	KBC BAND/It's Not You, It's Not Me	(Arista)
39	37	31	30	JOURNEY/Girl Can't Help It	(Columbia)

Complete Tracks Chart Begins on Page 78

BLACK/URBAN

Three Weeks	Last Week	Weeks	Artist	Title	Label
3	1	1	1	CAMEO/Word Up	(Atlanta Artists/PG)
10	4	2	2	HOWARD HEWETT/I'm For Real	(Elektra)
11	8	5	3	FIVE STAR/Can't Wait Another Minute	(RCA)
17	14	9	4	MELBA MOORE featuring FREDDIE JACKSON/A Little Bit More	(Capitol)
12	10	6	5	TEMPTATIONS/Lady Soul	(Gordy/Motown)
14	11	7	6	TINA TURNER/Typical Male	(Capitol)
20	16	8	7	GREGORY ABBOTT/Shake You Down	(Columbia)
6	6	3	8	NEW EDITION/Earth Angel	(MCA)
7	5	4	9	ASHFORD & SIMPSON/Count Your Blessings	(Capitol)
32	26	17	10	HUMAN LEAGUE/Human	(A&M)
28	21	15	11	CLUB NOUVEAU/Jealousy	(Tommy Boy/WB)
16	15	13	12	GEORGE BENSON/Kisses In The Moonlight	(WB)
18	17	14	13	REBBIE JACKSON/Reaction	(Columbia)
29	24	19	14	STACY LATTISAW/Nail It To The Wall	(Motown)
26	23	20	15	RJ'S LATEST ARRIVAL/Heaven In Your Arms	(Manhattan)
—	39	30	16	FREDDIE JACKSON/Tasty Love	(Capitol)
31	29	23	17	PHYLLIS HYMAN/Old Friend	(PIR/Manhattan)
21	18	16	18	KENNY G/What Does It Take	(To Win Your Love) (Arista)
—	40	31	19	JESSE JOHNSON featuring SLY STONE/Crazy	(A&M)
2	3	11	20	ORAN "JUICE" JONES/The Rain	(Def Jam/Columbia)
9	9	10	21	MIDNIGHT STAR/Midas Touch	(Solar/Elektra)
27	27	25	22	LOOSE ENDS/Stay A Little While, Child	(MCA)
—	—	37	23	ONE WAY/Don't Think About It	(MCA)
30	28	26	24	JERMAINE STEWART/Jody	(Arista)
37	30	27	25	GENOBIA JETER/All Of My Love	(RCA)
38	31	28	26	BEAU WILLIAMS/There's Just Something About You	(Capitol)
40	32	29	27	RENE & ANGELA/No How, No Way	(Mercury/PG)
—	37	33	28	GENERAL KANE/Crack Killed Applejack	(Gordy/Motown)
—	35	32	29	JEAN CARNE/Flame Of Love	(Omni/Atlantic)
—	—	38	30	CHICO DeBARGE/Talk To Me	(Motown)
—	38	36	31	MILLIE JACKSON/Hot! Wild! Unrestricted! Crazy	(Jive/RCA)
1	2	12	32	JANET JACKSON/When I Think Of You	(A&M)
BREAKER	—	—	33	LIONEL RICHIE/Love Will Conquer All	(Motown)
—	36	34	34	AL JARREAU/Is For Lover	(WB)
BREAKER	—	—	35	JEFFREY OSBORNE/Room With A View	(A&M)
BREAKER	—	—	36	ARETHA FRANKLIN/Jumpin' Jack Flash	(Arista)
BREAKER	—	—	37	COMMODORES/Goin' To The Bank	(Polydor/PG)
BREAKER	—	—	38	MTUME/P.O.P. Generation	(Epic)
BREAKER	—	—	39	DAZZ BAND/Wild & Free	(Geffen)
BREAKER	—	—	40	LEVERT/Let's Go Out Tonight	(Atlantic)

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