

I N S I D E :

THE HEAT IS ON OVER 'OBSCENITY'

Two California stations respond to FCC probes of alleged on-air obscenity, while the group that started the ball rolling verges on censorious overload.

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SUCCESS & THE SINGLE BROKER

Bob Chaisson and Dick Ferguson are among the highly successful breed of brokers offering personalized, confidential service.

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THE EARTH MOVES IN L.A.

Sean Ross reports on L.A.'s premier goldmine KRTH, which broke the four-share barrier in the recent summer Arbitron.

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PHILOSOPHY BEHIND THE ADDS

Joel Denver introduces some new CHR reporters, who explain their programming philosophies.

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- LIN sells six to Heritage for \$23 million
- Michael Packer KTRH GM, Pat Fand KLOL GM
- Bob Backman GM at WDJO & WUBE
- Jim Carter VP/GM at WTAE & WHTX
- Jim Stanton GM at KMEZ-AM & FM
- Dallas Cole VP/VH-1
- Bob Lind VP/GM at WWMX
- Tony Galluzzo OM, Marc Chase PD at WYHY
- Frank DeFrancesco Exec. VP at Noble
- Al Barnett OM, Mark Allen PD as KOLA goes CHR
- Kevin Fennessey programs WFIL
- Steve LaBeau exits KFI PD post to form consultancy
- Rob Lipshutz directs Pollack programming
- WNIC (AM) now Heart & Soul WMTG
- MCA Classics bows Red Line, Black Line labels
- Judie Handman GSM at KKGO
- Diane Kruthaupt GSM at WGKX

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DC DOMINATORS

One of the hottest Urban markets is our nation's capital. Walt Love profiles WKYS, WHUR, and WDJY, the top three stations in DC according to Birch.

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AC MOVES FORWARD

In a guest column, Joe Eick, former KEZR/San Jose PD, finds much to approve in AC's new aggressiveness toward music.

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NEXT WEEK IN R&R

In conjunction with the Young Black Programmers Coalition, a bumper crop of features, including a B/U ratings war analysis, WDIA's 38th anniversary, and a talk with BPC President Tommy Marshall.

Newsstand Price \$5.00



BURKHART FORMAT EDITOR

R&R Sets Contemporary Christian Section

R&R will be covering Contemporary Christian Radio with a complete format section, encompassing a column, charts, and station music information. Brad Burkhart, head of Brad Burkhart Christian Media, will serve as Editor of the biweekly section, which will debut in January following a special in December.

R&R Publisher Dwight Case said, "With some 1500 U.S. stations programming some form of religious programming, with the steady rise in popularity of



Brad Burkhart Contemporary Christian stations, with the crossover growth of many artists in the field, we at R&R see our expansion into the Contemporary Christian music and programming forum as imperative!

"We are really appreciative of the help we have received from the key labels, the management of Contemporary Christian stations, and mostly (of course) from Brad Burkhart."

Burkhart formed BBCM, a division of the Burkhart/Abraham/Douglas/Elliott & Assoc. consultancy, in 1983, following

CHRISTIAN/See Page 9

KBIG Evolves To AC Format

Longtime Easy Listening outlet KBIG/Los Angeles has announced an "evolutionary format change" to AC. The new all-vocal approach, aiming at a 30-49 target, debuted Wednesday (11/5).

VP/GM Kari Winston stated, "This change positions KBIG for the future. Based on extensive research, our listeners have indicated a preference for vocals."

VP/Programming Rob Ed-

wards termed the change "the final step in a three-year programming cycle. Many of our present contemporary vocals will be carried forward." He added, "We've been the most contemporary Easy Listening station in the country. Our research shows that people of a certain age prefer to hear vocals. We've had 12 great years in Easy Listening, but it's time we do this."

Edwards said KBIG's new approach is "definitely a mel-low format, but we're definitely a contemporary station." Asked about entering L.A.'s crowded AC/Gold battleground, Ed-

KBIG/See Page 9

EWING MARKETING VP

Kipperman CBS VP As Net Restructures



Robert Kipperman

As part of a corporate restructuring move, Robert Kipperman has been named VP/CBS Radio Networks and Michael Ewing is now VP/Marketing. Kipperman, who replaces the resigning Dick Brescia, will be responsible for programming, promotion, and production for the CBS Radio Network, RadioRadio, and CBS Radio



Michael Ewing

Programs. Ewing will oversee sales and affiliate relations for the three units.

CBS Radio President Robert Hosking lauded the departing Brescia for years of service, noting, "Dick's contributions to CBS Radio during his 19-year tenure, and particularly for the past eight years as head of the

KIPPERMAN/See Page 9

Libow Atlantic's VP/National Promotion

Atlantic VP/National Album Promotion Judy Libow has been promoted to VP/National Promotion. She'll directly oversee the label's national singles and album promotion.

Libow has been with Atlantic for 11 years, holding the album promotion VP post since January 1985. In her new post, she succeeds Sam Kaiser, who left in September to become VP/Programming at MTV. The label is expected to make additional promotion appointments shortly.

Calling Libow one of the industry's "most admired" executives, Sr. VP Vince Faraci



Judy Libow commented, "In her 11 years with the Atlantic family, Judy has had an indispensable role in developing the label's position

LIBOW/See Page 6

Hunt Now VP/AOR At E/A



Brad Hunt

E/A Director/National AOR Promotion Brad Hunt has been advanced to VP/National AOR Promotion, with overall responsibility for the department.

With the label since 1983, Hunt has been Director of the album promotion department for the past 22 months. In the new post, he continues to report to E/A Sr. VP/Marketing & Promotion Mike Bone.

Hunt told R&R, "I want to take the opportunity to thank Mike for having continuing faith in my abilities, and to [E/A Chairman] Bob Krasnow for recognizing the importance of AOR radio to the furthering of our established artists and the development of Elektra's great new music roster." Bone was

HUNT/See Page 9

Rose Upped At Emmis



Doyle Rose

Emmis Regional VP Doyle Rose, whose responsibilities included WL0L/Minneapolis and KPWR/Los Angeles, will now also oversee the company's WHN & WQHT/New York, WAVA/Washington, KSHE/St. Louis, and WENS/Indianapolis, while continuing to base at WL0L.

President Jeff Smulyan noted, "This is a natural outgrowth of Doyle's work in overseeing our acquisitions. He is the major reason for Emmis's rapid growth. And I can't think of anyone with more natural broadcast abilities or better people skills. Next to Rose's wife Kim, I'm his biggest fan."

Rose said, "Working with Jeff, Exec. VP Steve Crane, and VP/Programming Rick Cummings has been the most rewarding aspect of my career so far. I'm looking forward to this opportunity because I'll be working with the best general managers in the business."

NOVEMBER 7, 1986
**ATLANTA
 ALTERCATIONS:
 WYAY & WKHX
 SQUARE OFF**

Country's bitterest battle might just be in Atlanta, and Lon Helton moderates an unusually frank verbal sparring match between the two contenders.

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**DeFrancesco
 Noble Exec. VP**

Noble Broadcast Group Chief Financial Officer Frank DeFrancesco has taken on the additional title of Exec. VP for the nine-station group.

Noble President John T. Lynch commented, "Frank has worked side by side with me during Noble's aggressive expansion program. As a CPA with public accounting experience as well as CFO experience at a major broadcast company, Frank brings to Noble impeccable credentials. Noble has plans to grow further, and Frank's mastery of the financial world is essential to that growth."

DeFrancesco's previous positions include nine years in public accounting with Peat, Mitchell & Company and CFO duties at Charter Broadcast. "Noble is a com-
 DeFRANCESCO/See Page 9

**Rusk Promotes Packer, Fant
 To KTRH, KLOL GM Positions**

At Rusk's Houston News-AOR combo KTRH & KLOL, KTRH Station Manager Michael Packer and his KLOL counterpart Pat Fant have been upped to GMs of their respective stations.

Rusk Corporation President Jay Jones told R&R, "Several months ago, we moved sales under the wing of the Station Manager. The promotions are in recognition of the assumption of those increased responsibilities.

"KTRH & KLOL is the only AM/FM combo in Houston where both stations hold their own. At other combos, either the AM is a slave to the FM or an AM is a slave to a co-owned TV station, relying on the other station to pay the freight. We have two distinct products with very little audience duplication; that's why we have two GMs."

**Carter VP/
 GM At WTAE
 & WHTX**

KEZO & KEDS/Omaha VP/GM Jim Carter has been named VP/GM at Hearst's WTAE & WHTX/Pittsburgh. He replaces Rich White, who resigned to return to New York.

Hearst VP/Radio Dave Barrett commented, "I'm delighted to have a broadcaster with Jim's record of experience and success join one of our outlets. I think he'll be very happy in Pittsburgh, making a great contribution to the stations and our company."

Carter, who was in Omaha for the past ten years, said, "It's going to be hard to leave Albimar Communications, where I basically started my career. It's a superb company, but so is Hearst, and I couldn't pass up the opportunity to work with David Barrett and a couple of great radio stations."

**Galluzzo OM,
 Chase PD
 At WYHY**

Former WKRQ/Cincinnati staffer and Republic Broadcasting researcher Tony Galluzzo has been named OM at the company's WYHY/Nashville. Additionally, afternoon personality Marc Chase has been elevated to PD at the CHR outlet, in the wake of Michael St. John's departure to crosstown competitor WWKX.

WYHY VP/GM Mike Kenney told R&R, "Tony is a whiz with computers, research, music, programming, and has a fine knowledge of audio engineering as well. With his energy and knowledge, he'll have plenty to tackle here primarily, and will no doubt assist in other areas of the company as well as time goes by.

"Not only is Marc a great air talent but he manages to get 25 hours out of a workday. I believe the combination of Tony and Mike will make us number one for a long time to come."

Chase, a first-time PD who earlier worked on-air at WMLJ and WYHY/See Page 9



Pat Fant

Fant was the station's original PD when it went on the air in 1970. He left in 1973 to do TV and film production, and was producing KLOL's now-defunct "101 Rock-place" video music show at the time he rejoined KLOL in 1984.

He commented, "Both the summer Birch and Arbitron confirm that the station has grown dramatically, both in key demos and overall. Stevens & Pruett have a lot to do with our success, as does our all-star lineup throughout the rest of the day."

**Stanton GM
 At KMEZ-
 AM & FM**

Continuing his tenure with DKM Broadcasting, Jim Stanton has become GM of the company's latest purchase, KMEZ-AM & FM/Dallas, replacing Chet Maxwell, who resigned. He previously managed WDJO & WUBE/Cincinnati, properties sold by DKM to American Media, and held sales management positions at WPRO/Providence and WBAP/Dallas. Stanton also worked in Dallas for Swanson Broadcasting, as GM of KFJZ.

DKM Broadcasting President Jim Wesley told R&R, "Jim did an excellent job doubling the ratings for us in Cincinnati, and we're pleased to have him managing these newly-acquired stations. He's got extensive experience in the Dallas-Fort Worth market, and we feel he'll be very effective for us in this new capacity."

STANTON/See Page 9

**BARNETT OM,
 ALLEN PD**

**KOLA Drops
 AOR For CHR**

KOLA/San Bernardino-River-side shifted from the AOR format it's employed for more than a decade to CHR this week (11/2). Among the new on-air identifiers for the station are "The New KOLA" and "Triple 91" (98.9 MHz).

Additionally, PD Al Barnett has been promoted to OM and will involve himself in sales, while Mark Allen, who was in charge of music, is promoted to PD.

Neither Barnett or Allen was available for comment, but President/GM Fred Cote told R&R, "We've been looking at our books, and each one seems to have been lacking in our goals with AOR. We've watched a number of AORs
 KOLA/See Page 4



Michael Packer

Packer came to KTRH in April 1984 after serving as OM at WKYZ/Detroit. He said, "Having been part of the programming team that moved KTRH to a contemporary News radio format, it's an honor to be given the opportunity to serve as General Manager. In the future, I believe you will see more of the versatile program managers who demonstrate an ability to balance the goals of both sales and programming promoted to the GM's position."

KTRH is 6th in the market with a 5.8; News-Talk KPRC trails at a 4.4. KLOL moved 3.8-5.0 in the summer for 8th place. Former competitor KSRR recently switched to CHR as KKHT, leaving KLOL as the market's only AOR along with two Classic Rockers, KRBE (AM) and KZLX.

**WKTI's
 Cole Named
 VP/VH-1**



Dallas Jeffrey Rowe

Dallas Cole, VP/GM at the Journal's WKTI/Milwaukee, has become VP at MTV Networks' AC video outlet, VH-1. He replaces Kevin Metheny, who left several months ago and is now PD at ABC/Cap Cities' KTKS/Dallas.

Cole has reverted to using his full real name for future identification, Dallas Jeffrey Rowe. In his new capacity, he will oversee programming as well as production, editorial content, and on-air promotions.

Sr. VP/MTV & VH-1 Les Masters commented, "Dallas brings a wealth of experience to his new position. His track record demonstrates a keen understanding of music programming, superior management skills, and the enthusiasm and drive to lead VH-1 to continued growth, popularity, and importance."

Rowe, a former PD at WKTI, WLS-FM/Chicago, and WZOK/COLE/See Page 9



Bob Backman

**Backman
 GM At WDJO
 & WUBE**

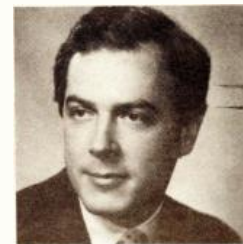
Bob Backman has been named GM at American Media's newly-acquired WDJO & WUBE/Cincinnati. He succeeds Jim Stanton, who departed to manage KMEZ-AM & FM/Dallas (see separate story).

Backman told R&R, "I've worked in Country for many years, and I believe WUBE & WDJO are two of America's greatest radio stations. I'm very excited about my new involvement with American Media; I look forward to living in Cincinnati and working with a wonderfully dedicated staff."

American Media President Alan Beck commented, "There's a number one staff at WUBE. They've worked very hard for success and deserve the best manager possible. Bob fits that bill, and we're happy to welcome him into the growing American Media family. His successful track record and Country radio experience should result in even more growth to our company."

Backman was most recently GM at KIX104 (WKXX)/St. Louis. He's managed K95(KWEN)/Tulsa and Y106 (WYAY)/Atlanta in the past, and is a former Katz Broadcasting Group VP.

**Lind VP/GM
 At WWMX**



Bob Lind

WEWZ/Milwaukee GM and Multimedia Radio VP/Sales Bob Lind has been named VP/GM for WWMX/Baltimore (formerly WMKR-FM). He will assume the position when Capitol Broadcasting completes its acquisition of the station from S&F Communications.

"Bob is an outstanding professional who will fit well in our organization," said Capitol President Jim Goodman. "We are excited about having a person of Bob's caliber in our organization and feel confident that he can lead W-MIX and position it as a very strong sta-
 LIND/See Page 4

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NEW CALLS WMTG

WNIC (AM) Moves To "Motown Gold" Approach

Price's WNIC (AM)/Detroit, which has simulcast or shadowcast WNIC-FM's programming throughout the '80s, will exchange its sister station's AC format for SMN's R&B Gold "Heart & Soul" format. At that time it will also adopt the new calls WMTG for "Motown Gold." The change is set for no later than November 17.

The station's new approach will compete with three Gold outlets, WKSG, CKLW-FM, and WHND, as well as gold blocks on Detroit's Black AMs. But WNIC-FM PD Dave Ervin, who will also supervise the AM, told R&R, "There has not been a station in recent memory that's done this kind of thing. This is the Oldies hole in the market at this point, and it combos very nicely with the FM demographically."

Before becoming WNIC (AM) in the '80s, the station was WWKR (a reference to its '60s Top 40 legacy as WKNR "Keener 13"). Despite

the irony of another format battle with CKLW, Ervin says there will be no references to WMTG's '60s incarnation. "CKLW-FM has tried to relive the past, and the jury is still out on whether they can pull it off. We're not planning to relive Motown in terms of the station's sound, but we are basing the music on its memory." One of the positioning lines used in the Heart & Soul format is "Motown and more."

KFI's LaBeau Forms Consultancy

KFI PD Steve LaBeau has resigned that post to form AM Media Consultants, a company devoted exclusively to AM stations. He will act as interim PD until a replacement is found, however, and is contracted to continue doing afternoons on the station through 1988. LaBeau said a lenient days-off policy to accommodate travel to

his consulted stations is part of his new contract.

He commented, "During my years spent with AM radio, it's become obvious that AM listening patterns have evolved in such a way that the medium has special needs and unique problems which haven't been properly addressed or serviced. My objective will be to

devote my attention exclusively to AM radio stations and provide them with programming strategies that will enable them to survive and thrive in today's complex AM marketplace.

"In many of the nation's markets, we have AM radio stations going from one extreme to the other," he continued. "Somewhere in between the philosophies of trying to 'outprogram the FM competitor' and 'don't know if it'll work, but



MCA SALES/PROMOTION MEET — MCA brought its U.S. sales and promotion staffs together recently for a five-day meeting in La Quinta, CA. Pictured at left are MCA Distributing Sr. VP John Burns (left) and Motown Records President Jay Lasker following Motown's product presentation; at right, MCA and IRS executives gathered: (l-r) MCA Exec. VP Richard Palmese, IRS Chairman Miles Copeland, IRS President Jay Boberg, and Burns.

Kruthaupt Moves To GSM At WGKX



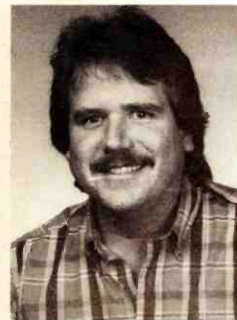
Diane Kruthaupt

WMC-FM/Memphis Local Sales Manager Diane Kruthaupt has moved across town to accept the GSM position at Country outlet WGKX. She fills the vacancy created when former GSM John Bibbs was elevated to President/GM for WGKX two months ago.

Bibbs commented, "Mrs. Kruthaupt is an obvious professional. Her tremendous track record and achievements speak for themselves. She brings an added increment of professionalism to KIX Broadcasting."

Kruthaupt said, "I'm looking forward to working with such marketing-oriented people. KIX is a very exciting place to be, with an extremely aggressive and energetic staff."

Kruthaupt began her career as a salesperson for WEZI-FM/Memphis in 1980. Later she moved to WMC-FM, where she was named LSM after two and a half years.



Steve LaBeau

we've gotta do something' is real programming that does work. My job will be to help stations identify and develop those areas."

LaBeau has been at KFI for 4½ years, and previously worked in programming and other capacities at WDRQ and WTWR/Detroit, WLCY/Tampa, WLOF/Orlando, and KENO/Las Vegas.

Lind

Continued from Page 3
tion in the Baltimore marketplace."

Lind was at WEZW for the past four years and at Multimedia for the past year. He was previously GSM at WPNT/Pittsburgh and WINS/New York.

Lind said he was excited about the opportunity to work with Capitol: "We believe there is a tremendous opportunity for an AC station in Baltimore, and I look forward to becoming a part of that community. Capitol Broadcasting is a fine company with tremendous people."

KOLA

Continued from Page 3
make the change successfully, and felt there was a hole for this format.

"KCAL is the remaining AOR, but with KGGI leaning more toward the AC/Urban side, and the remarkable penetration of KHIS/Los Angeles for numbers, all of us felt there was a lot of shares to be picked up by programming CHR locally." While the station remains automated, Cote indicated the majority of the airstaff would remain intact, with some readjusting of airshifts.

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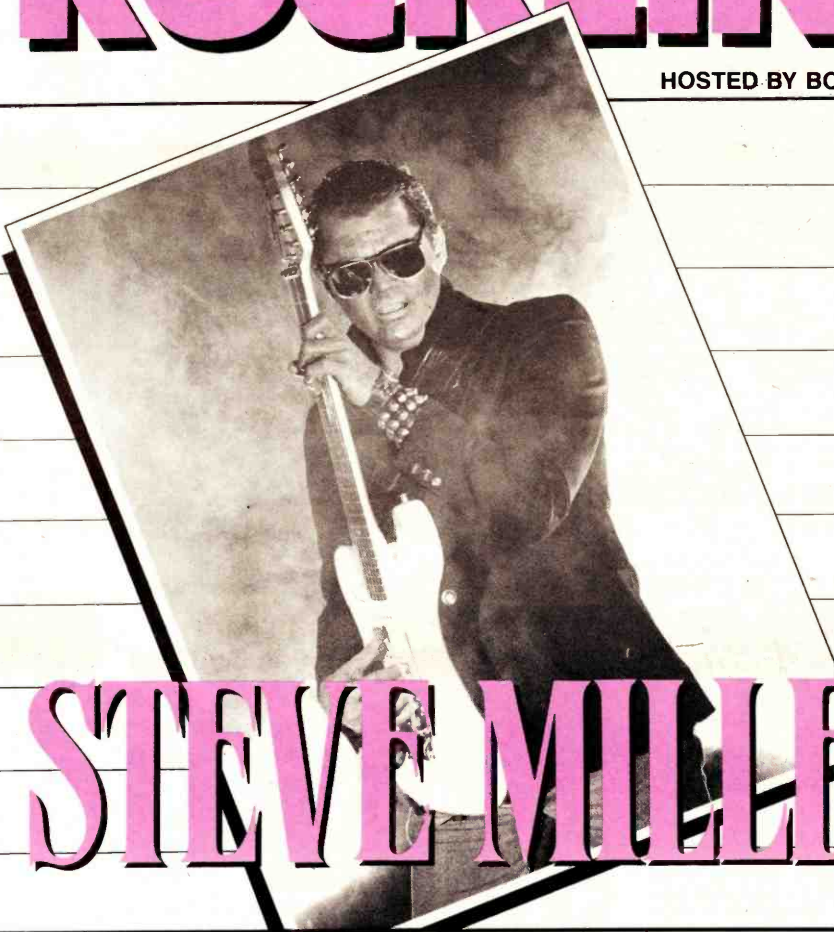
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Fennessey Programs WFIL

Kevin Fennessey, most recently PD at WWKB/Bufalo, has been named to program Gold-formatted WFIL/Philadelphia. He replaces B.J. Adams, who recently became OM at KCEE & KWFM/Tucson.

WFIL & WUSL President/GM Bruce Holberg commented, "It's nice to see a person who has long



Kevin Fennessey

loved this radio station come to program it. He's not only a strong believer in WFIL, but a strong supporter of the viability of AM radio. Kevin's a highly polished air personality and will do mornings for us as well."

Fennessey, a native Philadelphian who's worked as air talent in the market at WCAU-FM, WPEN, and WFIL, told R&R, "I've wanted this job for three years. WFIL has a great deal of resources in its people. Looking at the book it's very easy to see the come is very consistent and healthy. I think there is a great deal of upside potential for

WFIL, as Gold is a very viable format for us. All that's needed is the injection of some excitement, which will give the audience the reasons to listen longer and more frequently."

Before programming WWKB, Fennessey was PD at WHAM/Rochester, and WKBO/Harrisburg.

Lipshutz PD For Pollack

Rob Lipshutz has been promoted from Music Coordinator to Director/Programming at Jeff Pollack Communications. He joined the programming consultancy a year ago, after serving as Music Director at WAAF/Worcester-Boston and WHJY/Providence.

President Jeff Pollack com-



Rob Lipshutz

mented, "His new position will allow Rob to contribute to the development and evolution of each individual format while maintaining the responsibility of overseeing the music and research areas of our company."

Lipshutz added, "I'm honored to be a part of the JPC programming team. Jeff Pollack, (VP/Programming) Tommy Hedges, and (VP/Programming) Dave Brewer are the best in the business and have taught me a great deal. The projects I've been involved with continue to give me a real charge, and I look forward to working even more closely with our client stations."

Handman New KKGO GSM



Judie Handman

Four-year KKGO/Los Angeles LSM Judie Handman has been promoted to GSM of the Jazz outlet. She will report directly to Mount Wilson Broadcasting President Saul Levine, who commented, "Ms. Handman is a most valued asset to KKGO, and we look forward to gaining from her expertise and knowledge of the industry."

Prior to joining the station, Handman spent two years as an AE for KTNV-TV/Las Vegas. Before that, she worked in Los Angeles as an AE for KBIG and as a broadcast buyer for ad agencies Young & Rubicam and Ogilvy & Mather.

Handman commented on her initial goal in her new position, "We're going to put more emphasis on national sales than we have been, and contribute positively to that bottom line. We're going to continue to move ahead." She replaces exiting VP/GSM Bob Bordonaro.

MCA Classics Bows Two Labels

MCA Records has launched its new classical division with two labels, Red Line and Black Line. Fifteen albums are in the first release, available in LP, cassette and CD formats.

The company's active return to classical music has been anticipated since former CBS and RCA executive Tom Shepard joined as VP/Classical & Theatrical earlier this year. Calling the first Red Line/Black Line titles "exciting and varied," Shepard added, "We are beginning a longterm relationship with the Royal Philharmonic, conducted by Andre Previn, Yehudi Menuhin, and Vladimir Ashkenazy."

The initial release also launches "our ongoing projects with the London Symphony," he said, "which

will include a complete Beethoven symphonies series."

Red Line will feature new digital recordings of popular classical repertoire by composers such as Tchaikovsky, Handel, and Vivaldi. To this end, a licensing deal with Britain's Innovative Music Productions has been signed.

Black Line will be what MCA calls "an artist-oriented" label, and its initial releases feature music by Walton and Handel, performed by the Royal Philharmonic conducted by Previn and Menuhin respectively.

Next year, MCA is expected to release two dozen further Red Line/Black Line titles, as well as double-length cassette reissues from the company's past classical recordings.

Libow

Continued from Page 1

as a preeminent force in album radio. With her new appointment, she takes on a much-expanded role in plotting our overall promotion strategy."

Libow told R&R, "Atlantic has offered me an exciting opportunity to expand my career in new directions, and I'm certainly honored and ready for the challenge. Working with the best — Vince Faraci, Doug Morris, Dave Glew, Tunc Erim, and the entire promotion staff — only motivates me to stay the best. Now if my friends will take my phone calls, I'll be in business."

Earlier, Libow was Director of the department for six years. She joined Atlantic in 1975 as Assistant Manager/College Promotion, having begun her music industry career at WQIV-FM/New York.

Boys Take Pictures



Boys Don't Cry visited Profile Records' New York headquarters recently. Pictured (l-r) are Profile VP Steve Plotnicki, group's Nick Richards and Nico Ramsden, Profile's Gary Pini, group's Mark Smith, Profile President Cory Robbins, and group's Jeff Seopardie and Brian Chatton.

Stand By For Video



Videos often lag behind the release of a record, but Ben E. King is probably the record-holder, as he's just completed the video for "Stand By Me" 25 years after the song was first released. Pictured (l-r standing) are Columbia Pictures' Tom Andrews, Atlantic Sr. VP/WC GM Paul Cooper, Columbia Pictures VP Bones Howe, Atlantic President Doug Morris, Columbia Pictures Exec. VP Fred Bernstein, and director Nigel Dick; (l-r seated) "Stand By Me" star River Phoenix, King, and movie's Will Wheaton.

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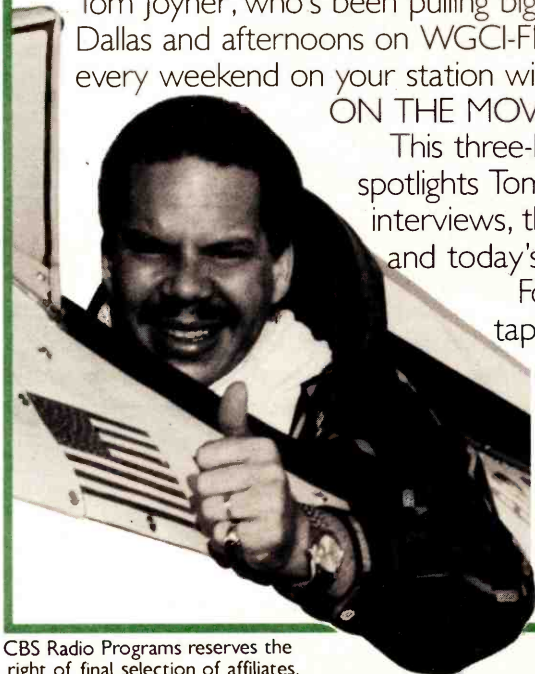
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That's because we package the nation's most popular rock music and performers into two fast-paced hours of special Sunday evening programming, hosted via satellite by KLOS, Los Angeles afternoon drive personality Geno Michellini, and air talent from the USA's most successful rock stations, coast to coast.

Plus, our "Power Cuts Playoff" awards affiliate stations a major on-air promotion every weekend.

With Power Cuts on your station, you could lose some dedicated listeners, on a rock




adventure they'll never forget!

This month, it's an exotic two week Australian summer vacation; the itinerary includes sight-seeing, snorkeling, beachcombing, and concert-going...when Genesis plays in Sydney the 20th of December.

Last month, it was Daryl Hall's "Dreamtime"

cruise to the Bahamas. In August, Huey Lewis and the News, "Stuck With You" in Paris, France. We sent affiliate listeners to Hollywood to the Grammy Awards, to rub elbows with the biggest names in rock and roll. To the Canadian Expo '86, where Bryan Adams welcomed our winners to his native Vancouver. And to Louisville to see The Kentucky Derby and ZZ Top.

We plan, finance, and execute the promotions. As a Power Cuts affiliate, your station reaps the benefits! **Power Cuts, the Weekly Rock Superstation.** Sponsored in part by . For affiliate information call Beverly Padratzik at (212) 887-5218.

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ALBUM NETWORK

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NEWS IN BRIEF



Rick Shaw

● **RICK SHAW**, afternoon personality at KNX-FM/Los Angeles, has been appointed Music Director at the CBS "Mellow Rock" station.

● **MIKE THOMAS**, PD at WYMG/Springfield, IL, has been named PD of Northern Communications' WYBR/Rockford, which will switch to AOR from CHR in late November. The station will be consulted by Jeff Pollock Communications. Thomas, who's been at WYMG since January, was previously Promotions Director at WLAV/Grand Rapids.



Liz Rooney

● **LIZ ROONEY** has been appointed Manager of Masla Radio's Los Angeles office. She joined Masla in 1982, and was most recently Assistant Manager of the company's Chicago office.

● **TIM WEIGEL**, sports anchor for WLS-TV/Chicago, now does sports reports for the morning team on WRXR/Chicago. Also at the AC-formatted station, LAURIE KAHN has joined as Sales Manager from Torbet Radio. She was previously an AE for WLUP/Chicago and WDAF/Kansas City.



Donnie Cohen

● **DONNIE COHEN** has been upped to Promotion Coordinator/Secondary Markets and Adult Contemporary for MCA Records. He has been with the company three years.

● **Beasley's WLCY/Fl. Myers** switched from AC to AOR, becoming WRXX on October 31 with PD GREG MULL (ex-WXRC/Charlotte-Hickory) and GM BRUCE BEASLEY (ex-WRNS/Kinston, NC). The airstaff is: JEFF ALLEN (WAIA/Miami) on mornings; JEFF EDWARDS (WLCY) on mid-days; CHRIS CORLEY (WRFX/Charlotte) on afternoons; MORGAN THOMAS (WXRC) on nights; and CHUCK THOMAS on overnights.

● **KTOM-AM & FM/Selma, CA** has announced the following personnel changes; **CHARLES BANTA**, President of station owner Community Pacific Broadcasting, has assumed GM duties; **BOB SHERRY** is Station Manager; **CHRIS COLLIER**, formerly with WOV-AM & FM/Omaha, is now PD for the combo; former KTOM-FM air personality **JEFF ILLER** was named Asst. PD/MD; and KTOM-AM personality **BUDDY WHEELER** is the new Production Director for both stations.

● **JEFF HUNTER**, most recently MD/Asst. PD at KWOD/Sacramento and former PD at KITS/San Francisco, has been named PD at KOON/Salt-Nase-Monterey.

● **The New York State Broadcasters Association (NYSBA)** has announced its new slate of Officers and Directors for 1987: **WGHO & WBPW/Kingston** President/GM **WALTER MAXWELL** is Chairman; **WBL-FM/Long Island** President **JAMES CHAMPLIN** is Vice Chairman; **NYSBA Exec. Dir. JOSEPH REILLY** is President; **WTEN-TV/Albany** President/GM **RONALD PULERA** is Secretary; and **WSYR-AM & WYYY/Syracuse** VP/GM **HUGH BARR** is Treasurer.

● **MARCIA HERMAN** and **KIRK COMBS** have been named Regional Managers of Hillier, Newmark, Wechsler & Howard. Herman joined HNWV as an AE four years ago, and was promoted to Co-NY Sales Manager in January of this year. She was previously an AE at HR/Stone and a Sr. Media Buyer for Mort Keshin Advertising. Combs started at the company as an AE in 1983 and was also promoted to Co-NY Sales Manager last January. He was previously an Assoc. VP at Vitt Media International.

● **HAL SMITH** has been named VP/GM at KOKY & KZOU/Little Rock. He was most recently VP/GM at Metro-media's WIP & WMMR/Philadelphia.

● **RICHARD ELLIS** has been promoted to Manager/Branch Marketing for RCA/A&M/Arista Distribution. He joined RCA in 1984 and was most recently a field sales rep for the company.

● **WJR/Detroit** has made the following staff changes: **WAAM/Ann Arbor** PD **JIMMY BARRETT** has been named Asst. PD, reporting to OM **GARY BERKOWITZ**, **WHYT/Detroit** ND **ROBERT SCHUMAN** was named ND for WJR & WHYT. Schuman previously worked at WROR/Boston, KLIF/Dallas, and WDAE/Tampa. Also, 19-year veteran **ROD HANSEN** has been promoted to Manager/News and Information Services for the combo.

● **TODD HOLMAN**, morning man at WZZQ/Terre Haute, has replaced **DON RIVERS** as PD of the AOR outlet.

Kipperman

Continued from Page 1

networks, have been significant and plentiful." Commenting on the promotion of Kipperman and Ewing, Hosking added, "Bob and Michael have been involved with their respective areas at CBS Radio for many years. They will most competently shape and manage network radio at CBS."

Prior to this appointment Kipperman had been VP/GM, CBS Radio/Radio since 1981. Before that he was VP/Eastern Sales, CBS Television Network. He joined the company in 1968 as an AE for the Radio Network. Ewing has been VP/GM, CBS Radio Network since 1982. Prior to that he held a similar position with CBS Radio Spot Sales, and he previously had been Sales Director at former CBS O&O WEEI/Boston. He also served as Station Manager at O&O KMOX-FM/St. Louis (now KHTR).

KBIG

Continued from Page 1

wards said, "We've got the most powerful signal in Southern California, 105,000 watts on Mt. Wilson, and a great company with great resources behind us. Whoever we decide to compete with, we're going to give them a good run." He said KBIG would be principally positioned against Format 41 KIQQ and AC KOST.

Edwards added that he doesn't anticipate any personnel changes, saying, "We've got a fine lineup in place."

Christian

Continued from Page 1

promotion and marketing jobs with A&M and Word Records. In addition to his consulting duties, he served as Radio Editor for Christian music trade *MusicLine* and contributed to *Religious Broadcasting, MusicStream*, and other publications.

Burkhardt said, "The Christian music industry has experienced tremendous growth in the last ten years. It is now a true industry, with major players on both the radio and record sides. R&R entrance into the field finally brings the Christian music industry the recognition it's worked for and deserves. I'm personally excited about becoming involved with the R&R team, and believe together we can effectively serve the needs of the Christian music community."

Burkhardt will be based at his Atlanta office; (404) 955-1085.

Hunt

Continued from Page 1

unavailable for comment. Hunt directed MCA's national field operations for a number of years. At E/A, he handled local promotion out of Boston and then East Coast regional AOR before assuming national responsibilities in January 1985.

STAFF

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Production Director: STEPHEN AGATA
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WYHY

Continued from Page 3

WKXX/Birmingham, commented to R&R, "Getting the chance to work alongside Tony, (VP/Programming) Randy Michaels, and the whole Republic Group really makes this more of a family situation. Enthusiasm to win runs very high, and I believe radio in Nashville is going to get even better than ever with what we have planned."

Stanton

Continued from Page 3

Stanton commented, "KMEZ is a terrific station and we're going to make it even better. I want to have fun with Easy Listening, sponsoring more promotions and events relevant to the 35-64 demographic. We're not going to give away Run-DMC tickets, but we want to be bigger, brighter and fresher than ever before."

DeFrancesco

Continued from Page 3

pany with an exciting and bright future," he said. "I'm proud to play a major role in the company's development."

Cole

Continued from Page 3

Rockford, told R&R, "Radio is still my first love, and the two hardest things about this move are leaving the people at WKTI and the city of Milwaukee. My interests have been leaning toward TV for a long time, and this is a great opportunity toward an eventual goal of programming a network."

While a replacement for Rowe hasn't been named, R&R learned at press time that former VP/GM Steve Smith was returning as Exec. VP of WTMJ, Inc, from the VP/GM slot at the company's KTNV-TV/Las Vegas. Smith was not available for comment.

NOW BLENDING

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KHYI/Dallas	WAPE/Jacksonville
WTIC/Hartford	WINZ/Miami
KRXY/Denver	WERI/Providence
WXIX/Atlanta	WZXL/Atlantic City
WYWX/Nashville	



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TRANSACTIONS

LIN Deals Six To Heritage For \$23 Million

GROUP SALE: LIN BROADCASTING (6 of 10 Stations)

PRICE: \$23 million

BUYER: Heritage Communications, James Hoak Jr., President, Paul Fiddick, President/Radio Group. On November 1 Heritage completed acquisition of Rollins Communications, which owns KDAY/Los Angeles; WBEE/Chicago; WRAP/Norfolk; WCHS & WBES/Charleston, WV; and WAMS/Wilmington, DE. It plans to sell all the Rollins properties.

SELLER: LIN Broadcasting, Donald Pels, President. It also owns WFIL & WUSL/Philadelphia and KILT-AM & FM/Houston. Both combos will also be sold.
BROKER: Gary Stevens of Wertheim Co.

WBBF & WMJQ/ ROCHESTER, NY

DIAL POSITION: 950 kHz; 92.5 MHz
POWER: 1 kw; 50 kw at 500 feet
FORMAT: Oldies; CHR

WEMP & WMYX/ MILWAUKEE

DIAL POSITION: 1250 kHz; 99.1 MHz
POWER: 5 kw; 50 kw at 450 feet
FORMAT: Oldies; AC

WIL-AM & FM/ST. LOUIS

DIAL POSITION: 1430 kHz; 92.3 MHz
POWER: 5 kw; 97 kw at 900 feet
FORMAT: Country

WIRB & WLHQ/ ENTERPRISE, AL

PRICE: \$1.1 million
BUYER: Northcom, Ltd., Jerry Oakley, President. It also has an interest in WHAL & WYCO/Shelbyville, TN and WIRC & WXRK/Hickory, NC.
SELLER: Creative Broadcasting Service, Inc., R.E. James, President.
DIAL POSITION: 600 kHz; 99.9 MHz
POWER: 1 kw days; 100 kw at 295 feet
FORMAT: Country; CHR
BROKER: Blackburn & Co.

WKRT & WOKW/ CORTLAND, NY

PRICE: \$3.1 million
BUYER: Sun Radio Co., David Gerard, principal.

SELLER: Burbach Broadcasting Co., Jack Laubach, Robert Burstein, and Larry Garrett, principals. It also owns WEYZ & WCCK/Erie, PA; WXIL/Parkersburg, WV; WIXV & WBMQ/Savannah, GA; and WMRN/Marion, OH.
DIAL POSITION: 920 kHz; 99.9 MHz
POWER: 1 kw; 20 kw at 710 feet
FORMAT: Oldies; CHR
BROKER: Robert A. Chaisson, Inc.

WJJB/HYDE PARK, NY

PRICE: \$2.8 million
BUYER: Hudson Valley Wireless Communications, Inc., Harry Gregor, President. Gregor is the station's GM.
SELLER: Bell Broadcasting Co. of Poughkeepsie, Inc., Richard Bell, President. It also owns WALL & WKGL/Middletown, NY and WRAN/Dover, NJ.
DIAL POSITION: 97.7 MHz
POWER: 3 kw at 299 feet
FORMAT: Oldies

TRANSACTIONS AT A GLANCE

Transactions So Far In 1986: \$2,593,260,000
This Week's Transactions: \$43,050,000

- LIN Broadcasting (6 of 10 stations) \$23 million
- WBBF & WMJQ/Rochester, NY
- WEMP & WMYX/Milwaukee
- WIL-AM & FM/St. Louis
- KHOP/Modesto-Stockton, CA \$6 million
- WCPK & WNRN/Virginia Beach \$4.15 million
- WKRT & WOKW/Cortland, NY \$3.1 million
- WJJB/Hyde Park, NY \$2.8 million
- KRNN/San Antonio (Terrell Hills) \$2 million
- WIRB & WLHQ/Enterprise, AL \$1.1 million
- KRIX/Brownsville, TX \$900,000

KRNN/SAN ANTONIO (TERRELL HILLS)

PRICE: \$2 million
BUYER: Noble Broadcasting, John Lynch, CEO, Norman Feuer, COO. It also owns XTRA-AM & FM/San Diego and has contracted to purchase KISS/San Antonio; WSSH/Boston; WGBB/Freeport, NY and WBAB/Babylon, NY; and WAVZ & WKCI/New Haven.

SELLER: KSDR, Inc., Stanley Rosenberg, Louis Piltuk, and Barry Brown, principals.

DIAL POSITION: 930 kHz
POWER: 5 kw days; 1 kw nights
FORMAT: News/Talk

WCPK & WNRN/ VIRGINIA BEACH

PRICE: \$4.15 million
BUYER: CEBE Investments, Aylett Coleman, President. It also owns WXLK/Roanoke, VA.
SELLER: Payne of Virginia, Inc., Charles Payne, President.
DIAL POSITION: 1600 kHz; 94.9 MHz
POWER: 5 kw days; 50 kw at 536 feet
FORMAT: Big Band; Easy Listening
BROKER: The Holt Corp.

KHOP/MODESTO- STOCKTON, CA

PRICE: \$6 million
BUYER: Fuller-Jeffrey Broadcasting Companies, Inc., Bob Fuller, President. J.J. Jeffrey, Sr. VP. It also owns WBLM/Portland, ME; WOKQ/Portsmouth, NH; KMRY & KJYJ/Des Moines; KRCC & KDJQ/Sacramento; KSCO-AM & FM/Santa Cruz-San Jose; KFME/Chico, CA; and KRLT/South Lake Tahoe.
SELLER: The Pete Pappas Co., Besie Pappas and Mike Pappas, principals.
DIAL POSITION: 104.1 MHz
POWER: 50 kw at 500 feet
FORMAT: CHR
BROKER: Blackburn & Co.

BIA Unveils '87 Investing Book

Broadcast Investment Analysts, Inc., a Washington, DC-based financial consulting firm, is releasing the 1987 edition of its annual book *Investing In Radio* this month.

Investing In Radio provides details on competitive information for all 259 ARB-rated markets, including a survey of market revenues and income data. It also ranks each market by demographic and economic factors.

The book is published in two volumes, one covering markets above 150, the second markets below 150. The volumes can be purchased separately. For information call BIA at (800) 323-1781.

KRIX/BROWNSVILLE, TX

PRICE: \$900,000
BUYER: The Daytona Group, Norman Drubner, Ronald Samuels, and Carl Como Tutera, principals. It also owns KSLM & KXYG/Salem, OR.

SELLER: H & H Communications, Richard Sucher, owner. It also owns KVMT/Vali, CO.

DIAL POSITION: 99.5 MHz
POWER: 100 kw at 482 feet
FORMAT: AOR
BROKER: Kallil & Co., Inc.

Olympic Going Public

Seattle-based Olympic Broadcasting Corp. is about to go public, offering 875,000 shares of common stock at an estimated price of \$7.50 to \$9.50 per share. The stock will be traded on the NASDAQ exchange under the proposed ticker symbol OBCC.

According to Olympic's preliminary prospectus, proceeds from the offering will be used for "repayment of long-term debt and for working capital and general corporate purposes, including capital expenditures and possible future acquisitions." Cash dividends on common stock are not anticipated for the "foreseeable future."

In a separate offering, the company is raising an additional \$25 million in senior subordinated debentures due October 1, 1996.

Olympic currently operates KZUU-AM & FM/Spokane, WA; KRPM-AM & FM/Seattle; KMZQ/Las Vegas; KKCY/San Francisco; KSRN-AM & FM/Reno; KYAK & KGOT/Anchorage, AK; and KIAK & KQRZ/Fairbanks, AK. It is in the process of buying KMGX/Fresno, CA.

15 New FMs Available

The FCC has recently created 15 new FM allotments, all of them outside the Docket 80-90 proceeding. Starting Nov. 13, a 30-day filing window opens on: 93.9 MHz in Rogersville, AL; 92.5 in Trinity, AL; and 98.5 in Hondo, TX.

Filing begins Nov. 18 on 100.5, Newberry, FL; Dec. 2 on 101.9, Eldon, MO; Dec. 9 on 101.9, Ringgold, GA; 93.9 and 98.5, McCook, NE; 91.1, Loudon, TN; and 98.7, Oliver Springs, TN.

Filing windows have yet to be announced on 101.7, Franklin, VA; 101.3, Mattoon, IL; 102.1, Mt. Vernon, IL; 102.7, Trenton, GA; and 97.3, South Pittsburg, TN.

Dr. Frank A. Franco CITY BROADCASTING CO., Inc.

has acquired

WYRL/WMMB(FM) Melbourne, Florida

from

Miller Broadcasting Co., Inc.

for

\$2,200,000

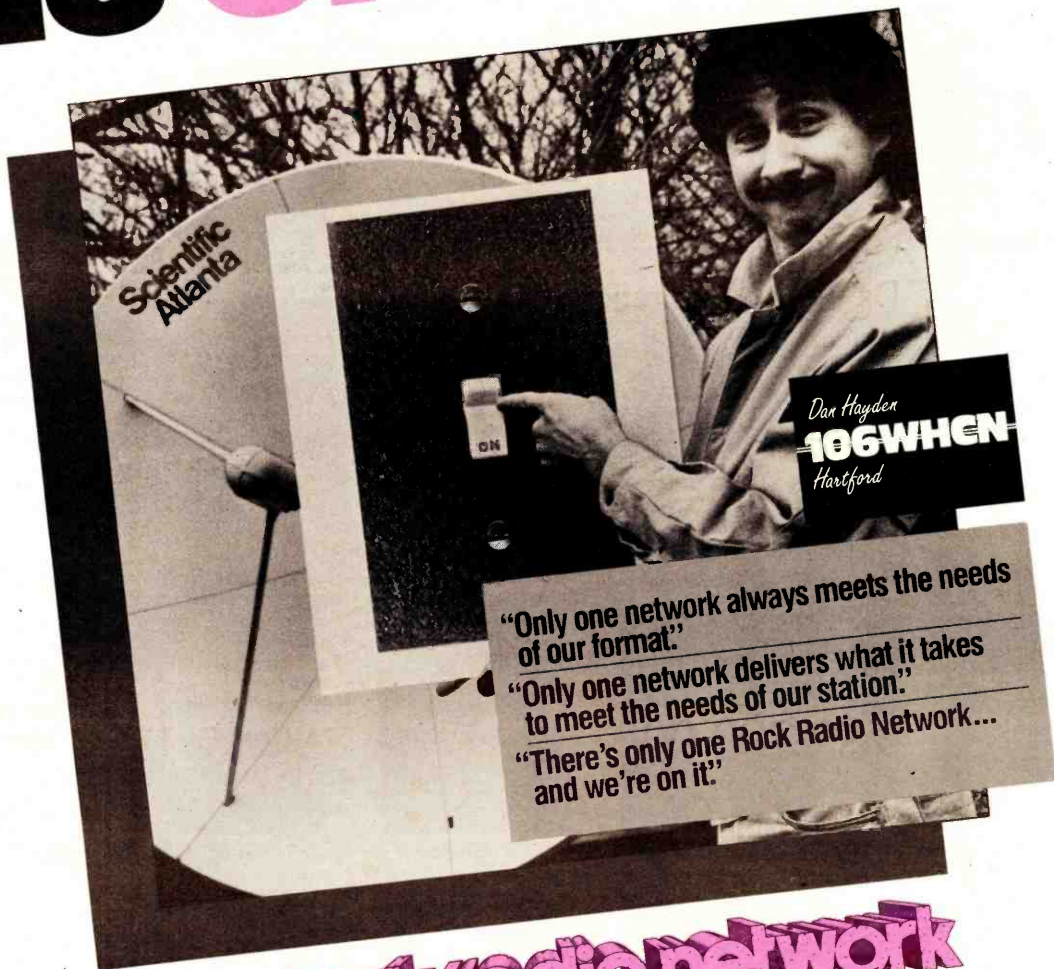
Our Associate **Randall E. Jeffery** represented the buyer, initiated the transaction, and assisted in negotiations.



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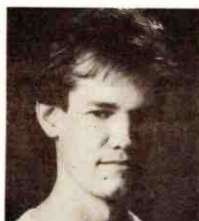
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'LONE WOLF' LEADS '85 PACK

Flying Solo: Smaller Brokers Grab Their Share

The top media brokerage house last year sold an impressive \$322.5 million in radio and television properties. But it wasn't dozens of associates working from offices around the country who racked up that awesome total. **Howard Stark** did it all by himself.

Asked if he prefers to work alone, the publicity-shy Stark replied, "It's the only way I'd do it. I get a lot of offers from other companies, but I'm not interested."

He adds, "If a buyer or seller hires Howard Stark, Howard Stark does it. No assistant does it."

Stark's one-man operation wins high praise from another broker who works alone, **Dick Foreman**. He calls Stark "a singular guy, better than anybody that I know of in our business."

While Stark works primarily in television (only one of his 1985 deals was in radio), many others, like Foreman, concentrate on radio, building on their extensive personal contacts in the industry.

"I think it's a very personal business," said Foreman, whose media brokerage firm bears his name, **Richard A. Foreman Associates**. "I think it's a very personal business, and I'd like to keep it that way. I think anything you can do to get close to the clients is important."

Stark has been a broker for 30 years, but many newer players seem to have followed a familiar path: a prolonged apprenticeship in the broadcast industry, collection of a career's worth of names and contacts, followed by a long year or two spent on the telephone, in airline terminals, visiting station facilities.

Maximum Of Three Simultaneous Deals

Brokers who operate their own firms agree that there are only a handful of characteristics that distinguish them from their counterparts in larger firms with several associates. Maybe they answer their own phones, though some do not. They concentrate on one or two, or, at most, three deals at any one time. They eschew the nationwide listing of available properties that larger firms utilize.

Stand-alone brokers also uniformly deny that they have any inherent liabilities in competing for larger deals, and they hold up Howard Stark as a shining example.



Dick Foreman

Keeping All The Action

Said **Bob Chaisson** of **Robert A. Chaisson, Inc.**: "The thing I like is that, when I do a deal, I keep 100% of it. When somebody else does a deal, they're sharing it with the company."

Otherwise, Chaisson acknowledged, "I do the same thing that the bigger firms do. I spend the entire day on the phone, on an airplane, or in a car, going to visit a property."

The tag line of Chaisson's ads reads, "Quietly and discreetly brokering radio and television acquisitions and sales." He explains, "I usually do business with people who are not for sale," Chaisson explained. "I usually come across something that is not listed with a major broker."

"If a buyer or seller hires Howard Stark, Howard Stark does it. No assistant does it."

—Howard Stark

Specializing In "Close" Deals

"Usually, I work on things that are generally not known that they're available, a very, very close deal. An owner might say to me, 'I'm not for sale, but if you could bring me a real prospect, at this number, then — very, very discreetly — we can do a deal.'"

Chaisson's approach has worked. He'll mark his third year in the brokerage business in January, and has brokered five transactions, worth ap-

"When I do a deal, I keep 100% of it."

—Bob Chaisson

proximately \$26 million, this year alone.

He opened his firm after an 18-year radio career, the first 13 years with **John Blair & Co.**, followed by five years as **Director/ABC Talk Radio**. Chaisson is based in New Canaan, CT.

After leaving ABC, he initially attempted to buy his own station, but abandoned that plan to enter the brokerage business.

"After seeing what was out there, I came to the realization that this was the business that I wanted to get into," Chaisson said. "It's a very exciting business. At least to me. I love to do deals."

Appraisal Leads To Brokering

Dick Foreman took a more circuitous route to the brokerage business. A self-proclaimed radio junkie — "I've had radio jobs since I was 11" — Foreman worked for **Harte-Hanks, GE, and ABC**, where he was VP/Program Operations, before striking out on his own in 1981.



Bob Chaisson

His business began as a consulting firm, "just hard, pure, product consulting," before he found himself drawn in to media property appraisal. "Eventually, through my investment banking contacts, I had one or two solicitations of 'would you consider working with me quietly in the selling of my radio station.' And that started me, and eventually rolled me out of consulting, and almost purely into media brokerage."

His first station sale involved a combo in his home town of Stamford, CT. Since then, he has brokered 12 transactions; nine of them in radio, worth more than \$50 million.

Like Chaisson, he identified some characteristics that distinguish him from brokers in larger firms. "What I try to focus in on is that I can only take properties that will sell, and deal with buyers that are qualified."

"It's a very personal business, and I'd like to keep it that way."

—Dick Foreman

"The reason behind that is because, if I deal with anyone other than those two parameters, I don't make any money. It's really elementary."

Qualifying Buyers, Sellers

Foreman relies on his experience with industry players and his contacts in the investment community to pre-screen players. "That's the advantage of dealing with Dick Foreman, versus a company that has 40 people or 10 people."

"I'm not going to waste sellers' time by bringing in buyers who are unqualified, who cannot consummate a purchase. Nor am I going to waste the buyer's time by bringing him a property that doesn't fit the designs of what he's looking for, that has no up side."

1986 Station/Combo Sales Over \$10 Million

KROQ/Los Angeles to Infinity, \$45 million
KFAC-AM & FMI/Los Angeles to Classic, \$34 million
WAVZ & WKCI/New Haven to Noble, \$30.5 million
WQYK/Tampa to Infinity, \$27 million
KRBE-AM & FMI/Houston to Susquehanna, \$25 million
WLIF/Baltimore to JAG, \$25 million
KFAB & KGOR/Omaha to Henry, \$22 million
WADO/New York to Tichenor, \$20 million
WHAS & WAMZ/Louisville to Clear Channel, \$20 million
WSSH/Boston to Noble, \$19.5 million
WOOD-AM & FMI/Grand Rapids to Surrey, \$19.25 million
KOB-AM & FMI/Albuquerque to Price, \$16.5 million
WGIV & WPEG/Charlotte to Sky, \$16 million
WTYR & WPYX/Albany to Griffin, \$15 million
WCMQ-AM & FMI/Miami to Spanish

Broadcasting, \$15 million
WSPD & WLQR/Toledo to Commonwealth, \$15 million
KOKE/Austin to Keymarket, \$15 million
KSN & KLZI/Phoenix to Duffy, \$15 million
WMKR/Baltimore to Capitol, \$15 million
KOOL-AM & FM/Phoenix to Adams, \$15 million
WOJO/Chicago to Tichenor, \$14 million
KLZZ-AM & FM/San Diego to Edens, \$14 million
KISS/San Antonio to Noble, \$13.3 million
WZPL/Indianapolis to Booth, \$13.2 million
WBMW/Washington to Infinity, \$13 million
WAES & WROQ/Charlotte to CRB, \$13 million
KGOL/Houston to Shamrock, \$13 million
WGBB & WBAB/Long Island to Noble, \$12.975 million

WEBN/Cincinnati to Jacor, \$12.3 million
KCBO-AM & FM/San Diego to Eric Chandler, \$12.2 million
KIIZ & KIXS/Austin to Duffy, \$12 million
KISW/Seattle to Nationwide, \$12 million
KCMO & KBKC/Kansas City to Gannett, \$11.2 million
WTUX & WTLC/Indianapolis to Panache, \$11 million
KONO & KITV/San Antonio to Duffy, \$11 million
WERE & WGCL/Cleveland to Metropolis, \$10.7 million
KQRS-AM & FM/Minneapolis to Call Cities/ABC, \$10.5 million
WKIX & WYLT/Raleigh to Metroplex, \$10.5 million
KCEE & KWFM/Tucson to American Media, \$10 million
WMCA/New York to Federal, \$10 million

* These charts list transactions announced in 1986. Deals announced in 1985 but completed in 1986 are not included.

I'd like to wrap up a Dream for you all.
 (a very Christmas radio special)

"It's irresistible. This will be a Christmas programming staple for years and years to come."
 (Chuck Blore/Hollywood)

"The first time we've ever had listeners request more airplay of a feature."
 (WTQR/Winston Salem)

"Premier Christmas programming. We're delighted!"
 (KOST/Los Angeles)

"A great way of saying 'I Love You' to a radio audience."
 (Don Richman/Hollywood)

"The minute we heard it, we knew it was right."
 (WKHX/Atlanta)

"The best we've ever heard!"
 (KIDO/Boise)

This Christmas, I'd Like To Wrap Up A Dream For You All will be heard on radio stations from Nome to New York, including WHTZ/New York, KFI, KOST-FM/Los Angeles, WJR/Detroit, WZGO/Philadelphia, WIRE/Indianapolis, WHDH/Boston, KDKB/Phoenix, WOKY/Milwaukee and nearly 100 others...so far.

The exclusive Canadian radio rights have been wrapped up by McDonald's of Canada. And

Armed Forces Radio will air our show on 400 radio stations in 44 countries and 150 ships at sea.

If you'd like to wrap up the exclusive radio rights in your market to the very Christmas radio special that reaches out and gives listeners great big hugs, please call Beverly McDonald at

P.S. PRODUCTIONS
 (800) 231-9208 or
 (805) 251-4493

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.

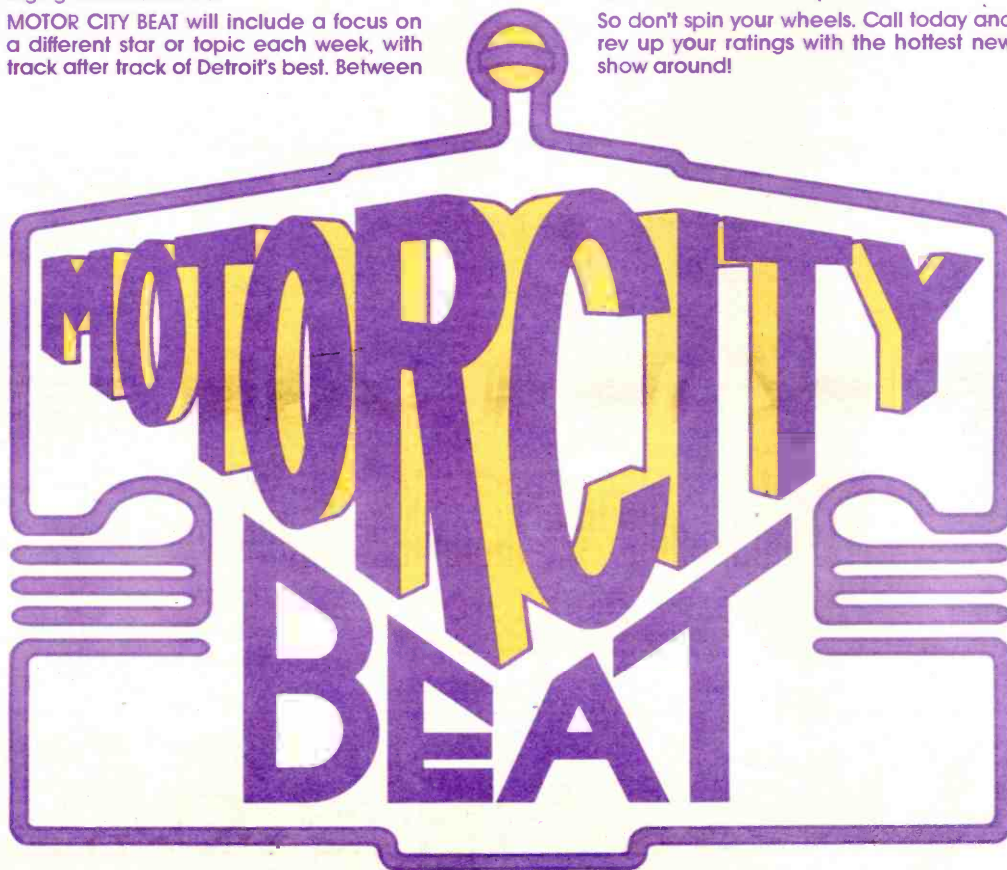
Now, every week, for three solid hours, your listeners can cruise to the infectious rhythms of MOTOR CITY BEAT, a new guaranteed ratings-grabber from US.

MOTOR CITY BEAT will include a focus on a different star or topic each week, with track after track of Detroit's best. Between

the tunes the artists will tell their stories in brief capsule form. Each show will also highlight a year in the history of the Motor City's music.

We'll play every one of your favorites: Diana Ross, Wilson Pickett, Michael Jackson, Stevie Wonder, Mitch Ryder and The Detroit Wheels and scores of other superstars.

So don't spin your wheels. Call today and rev up your ratings with the hottest new show around!



MOTOR CITY BEAT is available on a swap/exchange basis to stations in the top 170 Arbitron-rated metro markets.

For station clearance information call United Stations Programming Network Affiliate Relations in Washington D.C. at (703) 276-2900.

For national sales information call United Stations Programming Network in New York at (212) 575-6100.

Please join US in our hospitality suite #3830 at the New Orleans Marriott.



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STERN DECISION NEAR

Cited Stations Respond To Obscenity Complaints

Two California radio stations under investigation by the FCC for obscenity have acknowledged that they aired language which some listeners may have found offensive. Both KCSB/Santa Barbara and KPFFK/Los Angeles reported taking corrective steps in the wake of the broadcast that sparked listener complaints to the FCC.

Meanwhile, Mass Media Bureau Chief Jim McKinney says he has completed his review of tapes of Howard Stern's show over WYSP/Philadelphia and turned them over to FCC General Counsel Jack Smith. A McKinney aide said a decision could come this week on whether to launch a formal obscenity probe of Stern.

Smutbusters Attack Fowler

In other action, the Florida Coalition For Clean Cable has promised to continue fighting the reappointment of FCC Chairman Mark Fowler for his alleged softness on obscenity.

In a lengthy filing with the Senate Commerce Committee, the group last week said it was "gratified that our public protests have resulted" in the two California probes. "Now we must see if the FCC will follow through on these cases and impose significant civil penalties that will send a clear message to the industry.

"Many in the conservative movement are concerned that this is a token to quiet our protest... We will not withdraw our opposition to the reappointment of Mark Fowler as FCC Chairman until we see a major change in FCC policy. To ask for anything less would be unfair to our children."

Although the White House announced Fowler's appointment to a new term several months ago, the nomination has yet to be forwarded to the Senate for a confirmation hearing.

KSHE "Morning Zoo" Cited

Adding radio to its criticism of other media, the Florida group complained to Commerce Commit-

tee Chairman John Danforth (R-MO) of a May 22 morning show on KSHE/St. Louis on which "two men laughed throughout a recital of 388 pet names women have for the male reproductive organ.

"The profanities and sexually explicit lyrics of rock music provide thousands of violations of the broadcast obscenity standards every day," said the coalition. It specifically named "1999," and "Sister," by Prince; "Too Much Blood" by the Rolling Stones; "She Bop" by Cyndi Lauper; "Ten Seconds To Love" by Motley Crue; and "Eat Me Alive" by Judas Priest.

KPFFK Defends Gay Play As "Sensitive"

In one of two complaints against KPFFK, Rev. Larry Poland complained about explicit sexual language during a gay play focusing on AIDS.

"The words extracted in Rev. Poland's letter give no idea of what the play was trying to do," Pacifica CEO Sharon Maeda said in her letter of response to the FCC. "Taken out of context they are, indeed, rather misleading with respect to the overall purpose of the play."

Maeda said the play excerpts followed interviews with the play's director and an actor. "The treatment was sensitive and the predominant mood reflected the need to affirm life in the face of death," Maeda asserted.

She added that the program was preceded by a warning that "the following program contains mater-

ial which some listeners may find objectionable." Moreover, she said the show aired "between 10pm and 11pm when children would not ordinarily be in the listening audience."

Pacifica "Regrets" Controversial Broadcast

Maeda completely disavowed the strong language that prompted a second complaint against KPFFK. She said the program, "Shock Time America," was presented by a local "performance art group" seeking to "present current social issues in an artistic and entertaining format."

On June 26, she related, "one member of the group made remarks that were not previously scripted, did not represent the feelings of the group, and certainly not KPFFK, and for which members of the listening audience might indeed find offensive."

She continued, "The other members of the group were so shaken over the remarks that they held an emergency meeting immediately following the live broadcast and expelled this person from the group permanently."

According to Maeda, the comments were "so inappropriate that the program producers voluntarily and immediately withdrew their program from the KPFFK airwaves."

She concluded, "KPFFK regrets that incident occurred and has re-emphasized to all program producers their responsibility to the station and the listening audience."

FCC Says Rules Vague

The other station cited was the University of California's KCSB/Santa Barbara. A listener complained of explicit lyrics in a Pork Dukes song aired July 26.

In his response to the FCC, Vice Chancellor Edward Birch said, "I believe that we will be able to agree that we will be able to agree that the matters in question in this case, which need more specific definition by the FCC, are the issues of what is 'obscene' and what hours actually constitute 'time of the day when children may be in the audience'."

Birch attached a legal opinion from the Managing University Counsel Gary Morrison claiming "the university has virtually no power to censor the content of programming undertaken by students on the campus radio station." The school "has done all it can legally do in connection with the broadcast in question," he added.

Questionable Lyrics Aired Later At Night

A letter from KCSB Associate Manager Stuart Wolfe indicated his belief that the lyrics in question were not obscene, but could be considered "profane" by some listeners. Wolfe said disc jockeys were being asked not to play such music until closer to midnight.



SMALL MARKET MEETING — Speeding up AM stereo implementation and urging support for National Radio Systems Committee's draft standard on preemphasis and deemphasis were on the agenda for last week's meeting of NAB's Small Market Committee. Among panel members attending were (left to right) Sandra Gwyn, WRFC/Athens, GA; Michael Gummer, WCVA & WCUL/Culpepper, VA; Kevin Culhane, KMIT/Mitchell, SD; Larry Keene, WWOC/Avalon, NJ; and Thomas Young, KVON & KVVN/Napa, CA.



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WALT DISNEY WORLD



Southern
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LIVE VIA SATELLITE
WEDNESDAY, NOV. 12

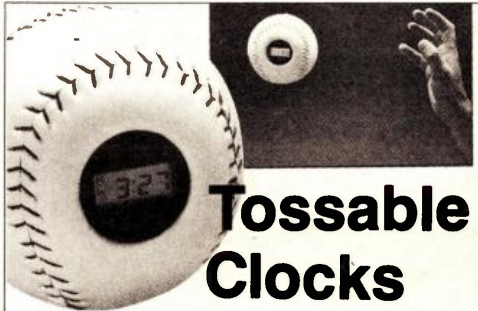
Join us Live From Walt Disney World as Billboard Magazine's "Best New Country Artist of 1986" goes south. Get set for sixty minutes of Southern Pacific in concert as they perform their hits including hot stuff off their new smash Warner Bros. LP "Killbilly Hill." For a taste of American music at its best, call us at (212) 664-5538.

Produced exclusively for NBC Radio Entertainment by Gary Geller Productions.

Wednesday, Nov. 12
8PM Eastern 6PM Mountain
7PM Central 5PM Pacific

 **NBC RADIO ENTERTAINMENT**
America's Music Network





Tossable Clocks

Who among us hasn't felt the urge to silence an offending alarm clock by simply picking it up and flinging it across the room? Now you can fulfill your early morning fantasy with any one of three tossable clocks available via the Beverly Hills, CA-based *Price Of His Toys* catalog.

Take your pick of either the baseball, football, or tennis ball-shaped models. When the alarm goes off, make like Valenzuela, Marino, or McEnroe and the alarm will stop — but only for five minutes (which means you'll have to then get out of bed and find out just where you threw it).

A "natural" morning radio promotional item, each tossable clock is retail priced at \$25.

Oil Change Industry Enters The Fast Lane

"Quicklube" shops, as they're known generically, promise a 10-minute lube job and oil change for approximately \$20 — and may soon become as familiar as fast food franchises. They are expected to open at the rate of three per day in 1987.

This kind of growth will virtually double the number of "quicklube" operations currently doing business in the U.S. to 2500 shops within the next 14 months, all hoping to take advantage of such factors as an aging population less apt to crawl under cars anymore, the demise of the full-service gas station, the unsavory reputation of independent mechanics, and an increasing number of two-income families whose members simply don't have the time to perform their own auto maintenance.

The interest in "quicklube" operations, currently a \$10 billion-per-year business, has been fueled by the entrance of such major players as Quaker State, which recently acquired the 130-unit Minit-Lube chain; Valvoline, which purchased the 60-unit Rapid Oil Change outfit; and Penzoi, which entered into a \$100 million real estate partnership with the industry-leading, 420-unit Jiffy Lube International firm.

What the big boys are gambling on is that "quicklube" shops, which currently account for 3% of the total U.S. oil change market, will expand to a predicted 6% of that same market by 1990. Smart sales managers will want to tap this source of potential radio advertising revenue in advance.



Traveling Answering Machine

Measuring 8 1/4 inches by 3 inches by 1 3/4 inches and weighing 1 1/4 pounds, this portable telephone answering machine system is a perfect traveling companion.

Manufactured by the Italian firm of Brondil, Europe's largest maker of answering machines, this system can be programmed for any combination of 11 words and phrases to be replayed via the voice synthesizer for synthesized speech. Furthermore, when a call is answered, the voice-activated microcassette records messages for up to 30 minutes a call.

Its lower portion is detachable for use as a pocket-size tape recorder. Meanwhile, the upper portion can be used strictly as an announcement-only answering machine.

Under the beeperless remote operation, the unit may be activated, messages retrieved, and announcements changed from any remote touch-tone telephone. (A special feature indicates if there are no messages waiting, so you don't have to pay the toll charges.)

Available via the Hammacher Schlemmer catalog, this traveling secretary requires four AAAA batteries for memory backup and can be plugged into either modular phone jacks or a household outlet. Price: \$349.50.

Credit Card-Sized Computerized Address Book



pute percentages, and convert metric measurements into their U.S. equivalents (and vice versa).

The tiny monster's LCD readout displays up to 20 characters at a time, then scrolls vertically through any messages you have entered. You can also selectively search entries by accessing a common first character or retrieve a specific entry by calling up the name or number under which it's stored.

A programmable three-digit security code ensures privacy. Retail priced at \$34.95 — with "Ultrahide" carrying case, \$46.95 — this latest twist on an old idea is available from the NYC-based Hammacher Schlemmer catalog.

Reportedly the smallest available, this computerized address book is no bigger than a credit card — yet it stores up to 120 names and telephone numbers and recalls them instantly at the touch of a button. In addition, the 2 1/8" by 3 3/8" by 1/8" unit sports a 2K memory that enables you not only to enter addresses, appointments, and messages, but also perform algebraic calculations, com-



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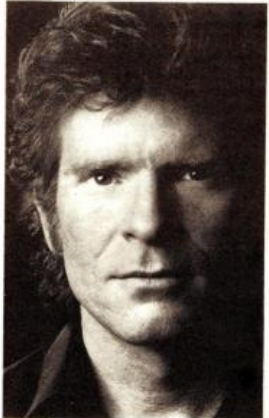
R&R

radio & Records

JOHN JOGERTY

"CHANGE IN THE WEATHER"

THE NEW SINGLE FROM THE HIT ALBUM **EYE OF THE ZOMBIE**
ARRANGED AND PRODUCED BY JOHN JOGERTY



WRSR add
WLS add 37
WMMS add
KWK deb 32
WZOK add
WZYQ add
WJMX add
KISR add
Q101 add
KTMT add

Track 3

Is **GEORGE KRAVIS** shaping up to be one of the big players to take the RKO radio stations off **GENCORP's** hands? Street Talk has learned that George, through **BOB MAHLMAN BROKERS**, has made a presentation for the entire group. Could it be that investment banker (and brother) **HENRY — of KOHLBERG, KRAVIS, ROBERTS, & CO.** — is the key to the big play? If Kravis can't sweep up the entire RKO group in one push, how about the NBC stations (if the **WESTINGHOUSE** deal doesn't wash), **LIN, BLAIR**, or even **CBS**?

With this in mind, fast forward to the Black Rock, where we hear the possible spinoff of the company's radio properties is again a hot prospect. With CBS incurring massive debts after successfully thwarting **TED TURNER's** takeover bid, the company's radio holdings are again ripe for the picking. This may be even a greater possibility now that network vet **DICK BRESCIA** has departed CBS. Divesting the radio properties would shrink the debt and allow "Just-Call-Me-**LARRY-TISCH-&Co.**" to concentrate on amassing TV profits.

Another possible suitor for any of these groups is **SUMMIT COMMUNICATIONS' Exec. VP/Radio PETE SCHULTE**, who has resigned that post to form his own (as-yet-unnamed) communications company. He reportedly has been lining up a slate of investors to enable him to purchase a pre-existing group, but he won't say which one(s) he's looking at. Meanwhile, **Summit CFO STEVE ROBERTSON** has stepped in to take over for Schulte — at least temporarily. Further details to come.

The new **RIAA** President is **JAY BERMAN**, who has been overseeing **WARNER COMMUNICATIONS'** interests (movies, cable TV, music) in Washington. Berman's present and past political connections (chief of staff for former Indiana Senator **BIRCH BAYH**) are in line with the new RIAA legislative strategy and its move to DC from New York early next year. With attorney Berman in place, current association President **STAN GORTIKOV** will step up to Chairman.

Expect **POLYGRAM** to reorganize its product management department in the next couple of months. Will those responsibilities be in the hands of a new VP?

Speaking of PolyGram, the company's deal with the **DANNY GOLDBERG/JULIAN SCHLOSSBERG** label, **GOLD CASTLE**, will become official very soon. First GC album, **PETER, PAUL & MARY's** "No Easy Walk To Freedom," is due early December.

MCA/NASHVILLE "discontinued three positions" last week. Gone are A&R Manager **DIANA HAIG**, Product Manager **ROBERT FRYE**, and Asst. Product Manager **JERRI LEONARD**. The internal memo goes on to say that the "responsibilities of these positions will be reassigned and absorbed by the present staff." It also said that these would be the only Nashville division cutbacks this year.

RICHARD SMITH has been officially named to head up **GEFFEN's** Black Music Department, moving over from his VP/R&B post at **ARISTA**. Details next week.

The **NATIONAL TRANSPORTATION SAFETY BOARD** has found that a faulty clutch was probably the cause of the helicopter crash that recently killed **WNBC/NEW YORK** Traffic Reporter **JANE DORNACKER**. A mechanic for Spectrum, the company that leased the Engstrom F-28F to **WNBC**, has admitted he mistakenly installed the wrong clutch and has resigned.

Last week we reported that **WRBO-AM & FM/TAMPA's** simulcast totals had been omitted from the summer **ARBITRON** book, and ARB was planning on issuing a "revision notice" instead of a new book. Well, the ratings service has decided to reissue the book after all; new copies should be in the mail this week.

Meanwhile, ARB's former VP/General Counsel **A. ANTHONY KELSEY** has joined communications law firm **OPPENHEIMER, WOLFF & DONNELLY** in New York.

Also, last week **R&R** failed to show **WWNK-AM & FMCINCINNATI** as a 100% simulcast. If we had, their share would have been a 4.5 instead of 4.4.

Looks like **CAPITOL/EMI** is getting close to finally naming its President. We hear this could mean a raid on another label, so stay tuned . . .

Is **DICK GRIFFEY** considering independent distribution for some of his acts or catalog product? The **SOLAR** chief attended the **NARM** independent distributors/manufacturers' meeting in Scottsdale, AZ last week, along with righthand men **HANK CALDWELL** and **VIRGIL ROBERTS**.

Y100/MIAMI VP/Programming **ROBERT W. WALKER** is walking up the street after 12 years to rejoin his old compadre **BILL TANNER** over at **POWER-96(WPOW)**. It's a multi-year deal with six figures-plus in each year. Robert will do 1-5pm, and Don Cox will do 5-9pm, with Dennis Reese moving 9pm-1am. With Robert's departure, all of the old staff which put the station on the air during the **HEFTEL** days are gone!

Looks like **WMXJ/MIAMI** may be looking for half a morning team in the very near future, as part of the existing team is on the outward bound side of the revolving door. All applicants should be advised that "money is not a question."



"BEST OF BOTH WORLDS"

VAN HALEN ON RECORD. VAN HALEN LIVE. THE NEW SINGLE HAS BOTH.

One side from the smash album 5150. The other side is America's #1 band live. It's Van Halen at their best.



Produced by Van Halen, Mick Jones and Donn Landee. On Warner Bros. Records. Personal Management: Ed Leffler/E.L. Management, Inc. © 1986 Warner Bros. Records, Inc.

EPIC · PORTRAIT ·

Luther
Vandross



Black/Urban:
#1 Most Added
#1 B/U Breaker
Chart: DEBUT 26
Now On Over 30 CHR
Reporters

Including:
B104 Y100
WKSE 99DTX
CKOI WCZY
WAVA KMEL
94Q WTIC
Z93 WBBQ
KRBE WROQ

Epic

"Stop To Love"

Miami
Sound
Machine



Now On Over 80 CHR Reporters
Including:

WXKS Y100 WBBO
WKSE Q105 WBCY
CKOI WL0L KNBQ
B94 KIIS
PRO-FM KKRZ
KRBE KS103

Adult Contemporary Chart 23 · 13 !!!

Epic

"Falling In Love (Uh-Oh)"

Don
Johnson



The Follow Up To Don's
Top 5 Single. Added This Week At:

WPHD WCKN
KWK KTUX
WGFM WKDD
WBCY WNCX
KEZB WEAG
WINK KKRZ
WANS

And Many More!

Epic

"Heartache Away"

CBS ASSOCIATED

'Til
Tuesday



"What About Love"

Now On Over 160 Reporters.
Check These Major Market Moves:

WXKS 7-6	KEGL 27	Y108 24-20
WBEN 21-18	KRBE 28-25	KMEL 8-8
WKSE 20-16	Z95 add-38	KPLZ 22-19
WPHD 3-2	WMMS 10-9	WBCY 21-18
WCAU 36-32	99DTX 26-22	WROQ 23-20
PRO-FM 11-9	KWK 15-11	KNBQ 29-26
WARM 16-14		



Dead
or
Alive



"Brand New Lover"

Top 10 Dance Records . . . Clubs
AND SALES!!!

On Your Desks This Week!



Joan Jett
and The
Blackhearts



"Good Music"

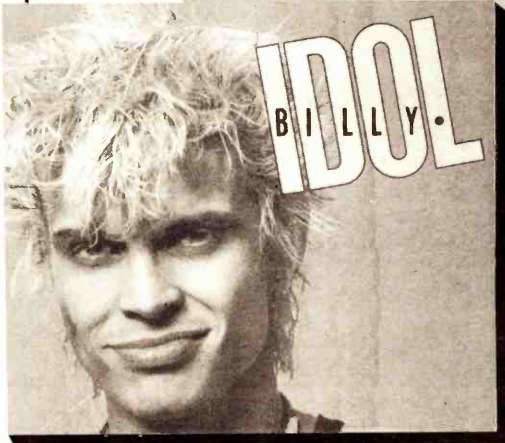
WXKS 28-26	WKRZ
PRO-FM 22-18	KLIK
Z95 40-35	OK100 22-19
WMMS	95XIL 34-31
KDWB	Q101
KPKE	KKAZ
WFLY	KBIM
K104 27-19	

Watch For The Video!

CBS Associated/Blackheart Records

Continued from Page 18

RADIO IDOLIZES "TO BE A LOVER"



AND HERE'S WHY

—**John Lander, KKQB/Houston, TX**
Billy Idol's "To Be A Lover" is generating early/strong sales and requests. A HIT!

—**Tom Cuddy, PRO-FM/Providence, RI**
Billy is burning up our hotline with Top 5 requests.

—**Brian Kelly, Z95/Chicago, IL**
Rock and Roll is back in Top 40 and Billy Idol is leading the way. After only 3 weeks, this record is Top 15 in our local sales tracking.

—**Bob Harlow, KATD/San Jose, CA**
Billy Idol is consistently top 5 in retail reports. Great upper demo response.

—**Keith Naftaly, KMEL/San Francisco, CA**
"Whiplash Smile" debuted Top 10. Requests on "To Be A Lover" have been strong since Day 1 and the callouts kicked in big this week. A serious hit in San Francisco.

WKSE 35-23	WKTI 8-5	WROQ 27-18
Y100 28-22	KIIS 10-7	WCKN 38-28
WMMS 13-8	KWSS 24-20	KXYQ 31-23
WCZY 34-24	WGFM 22-13	KITS 3-1

FROM THE ALBUM "WHIPLASH SMILE"

✓ CHR CHART: 18

✓ AOR TRACK: 2 ✓ AOR ALBUMS: 3

✓ BILLBOARD ALBUMS: 39 - 19

✓ MTV ACTIVE ROTATION

Chrysalis
Records and Tapes

WNEW-FM/NEW YORK has switched consultants, signing with **JEFF POLLACK COMMUNICATIONS** in place of both **BURKHART/ABRAMS** and **GEORGE HARRIS**. Harris will maintain his association with Nostalgia **WNEW (AM)**, where **STEVE ALLEN** is guest-jocking on "The Make Believe Ballroom" program next week (11/10-15) and **GENE KLAVEN** has returned for a regular Saturday morning shift.

When **TIM PETERS** left mornings at **KKRD/WICHITA** to return to **KEYN**, a temporary restraining order was sought and granted due to his noncompete contract at **KKRD**. So, **KEYN** is still planning to present the "Tim Peters Show" featuring all of his well-known bits, as well as other clever means to let the audience know that he's back at **KEYN**. Because of the noncompete issue, this will be an interesting case to keep an eye on.

When **CAPITOL** takes over **WNVZ (Z104)/NORFOLK, VP/GM PAUL TODD** is expected to exit to pursue his ownership interests at **WRFK/RICHMOND** — a transaction due to close after the first of the year. Also look for **JOE SCHWARTZ** from crosstown station **WWDE** to be named **VP/GM at Z104**.

Q101/CHICAGO has brought in **WTRK/PHILADELPHIA's JUDY PUENTE** to replace **MD NIC ST. JOHN**. The move, which also places Judy in afternoon drives with **DAN WALKER**, was reportedly made for economic reasons.

A few nights ago on **SALLY JESSY RAPHAEL's TALKNET** program a surrogate mother made a follow-up call after appearing on the show some months earlier. The woman apparently wanted Sally's advice on whether or not the baby's real father should be present in the delivery room during the child's birth. What Sally didn't realize, however, was that the mother's water broke while she was on hold waiting to go on the air, and the baby wasn't going to wait for any seven-second delay. An ambulance was dispatched to the scene, and the baby arrived ten minutes later — on the way to the hospital. The lucky dad never got to witness his baby's birth, but the ambulance did toot its horn as it drove past his house.

We hear that **WJR/DETROIT** morning mainstay **J. P. MCCARTHY** is a top finalist to replace **DAVID HARTMAN** on **ABC's "Good Morning America."** We'll keep you posted.

Interesting how one "**TALKING HEAD**" took "presidents" over another as last week's *Time* magazine cover featured "Rock's Renaissance Man" **DAVID BYRNE's** "True Stories," while President **REAGAN's** corner flag merely signalled the threat of global nuclear annihilation.

RAEHEL DONAHUE is returning to the hospital to have the rods, which were inserted in her back following her skiing accident, removed. While recuperating she plans to do the next segment of "On The Flip Side," her TV show, which just became a daily afternoon series, from her hospital bed.

While many AORs are beefing up on oldies, **KMET/LOS ANGELES** is bucking the tide. Its new slogan is "94.7% New Rock," and although the station is actually only about 40% currents, the station's emphasis is now clearly on music from 1980 onwards. Rejoining the Mighty **MET** is **RICK LEWIS**, who returns from **KPWR** for 10pm-2am.

More movement:

WGAR/CLEVELAND morning personality **PAUL TAPEE** heads crosstown for mornings at **WGCL. BRENDA BISSETT**, who left **WPOC/BALTIMORE** a couple months ago, has joined **WCAO** in that city for noon-3pm as well as taking on Public Affairs Director. Also, **CAO** Production Director **ROBERT C. ALLEN** adds a midday airshift to his list of duties. Meanwhile, **WSIX/NASHVILLE MD ERIC MARSHALL** has been upped to Asst. Program Manager/MD and former 'SIX afternoon driver **SCOTTY BRINK** is now doing mornings crosstown at **WLAC-FM. WFBQ(Q-95)/INDIANAPOLIS** afternoon/MD **BEARMAN** has left to join new Miami AOR **WGTR** as afternoons/MD, where he'll be reunited with **GTR PD BILL WISE**.

This is your last chance to talk turkey. **R&R's "Thanksgiving Turkey Special"** deadline is drawing near, so you only have a day or two to let us know about your biggest on- or off-air blooper, blunder, gaffe, "fowl-up," or faux pas. Prizes to the winners, leftovers to the rest of you. Send your entry to: Thanksgiving Turkey Special, R&R, 1930 Century Park West, Los Angeles, CA 90067.

Finally, condolences to . . .

. . . **BMI Exec. VP ROGER SOVINE**, on the loss of his son in a tragic construction accident in Nashville on Monday. **ROGER SOVINE JR., 23**, fell 250 feet to his death when a scaffold gave way. Donations in lieu of flowers should be made to the Chemical Dependency Unit of the Vanderbilt University Children and Adolescents Hospital in Nashville.

. . . the family of **PEDRO ROSALY**, former **CBS RECORDS INTERNATIONAL** executive, who died in New York following a long illness.

. . . **ROCK COM** President **KEN ZYCHOWSKI** on the loss of his father, **THADDEUS**.

. . . **Z100/NEW YORK** personality **PAT MCKAY** on the loss of his father due to complications from diabetes. In lieu of flowers, contributions can be made to Lawrence University, Appleton, WI.

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**Get your
hands out
of your
pockets
and cue
this one
up!**

**the
Color
of
Money**

SOUNDTRACK

FEATURING

DON HENLEY

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ERIC CLAPTON

"It's In The Way You Use It"

WARREN ZEVON

"Werewolves Of London"

AND NEW MUSIC BY

ROBERT PALMER

MARK KNOPFLER

WILLIE DIXON

B. B. KING

PRO:MOTIONS

Five New VPs At MTV



John Washington

MTV Networks has created five new positions: **John Washington** comes to the post of VP/New Business Development & Strategic Planning, Advertising Sales, MTVN. He will be responsible for formulating MTVN's new business strategies. Washington joined the



Tony Fiore

company in 1984 as Director/Advertising Sales, Nickelodeon, and was most recently its VP/National Advertising Sales.

Jeffrey Manoff was named VP & NSM, MTV & VH-1, and will develop new accounts for MTV and VH-1. He served most recently as



Jeffrey Manoff

NSM/Director of Advertising Sales, MTVN.

Tony Fiore becomes VP & Eastern Sales Manager, MTV & VH-1. He joined the company in 1985 as Account Manager, and most recently served as VH-1's Sales Manager/Director of Advertising



Russ Naiman

Sales. Fiore will oversee Eastern account activities for MTV & VH-1.

Russ Naiman was tapped as VP & NSM, Nickelodeon and Nick at Nite. Naiman was most recently Director/Advertising Sales, Nickelodeon & Nick at Nite, and will now be responsible for new account



Judy Neustadter

development.

Concurrently, **Judy Neustadter** sequed to the VP/Marketing & Advertising Sales, MTVN slot after serving as the network's Director/Marketing & Advertising Sales. Prior to that she was Director/Client Services for Group W Satellite Communications.

CHANGES

Debra Douglas, former AE with the Golden Eagles Hockey Club/Salt Lake City, joins KMGR/Salt Lake City as AE.

Bob Bateman, former afternoon drive for WFYR/Chicago, joins WLS/Chicago as swingshift announcer.

Mel Myers, former National Promotions Coordinator at Advertising Everything/Tulsa, joins Z104/Tulsa as Production Director/midday personality.

Rick Gardner, former Regional Sales Manager for KOMA/San Jose, joins Arbitron/New York as AE.

Scott Turner, former AE for Arbitron/Chicago, joins Arbitron/Dallas as Senior AE for advertiser/agency radio sales.

Scott Chapin, former Production Assistant for KFRC/San Francisco, joins WIOD/WGTR/Miami as Production Director.

Scott Hall, former Account Supervisor at Tracy-Locke Inc./Dallas, upped to VP/Account Supervisor.

Doug Rucker, former Associate Creative Director at Tracy Locke Inc./Dallas, upped to VP/Creative Director.

Al Springer, former AE at KHTN/Placerville, joins KHWY/Folsom as AE.

Carl Warren Riis, former Media Buyer at RDR Time Buying Service/New York, joins KATZ/New York as AE.

BMI Moves

BMI has relocated its Los Angeles offices to 8730 Sunset Blvd., 3rd Floor West, Los Angeles, CA 90069; (213) 659-9109.

Lipman Joins MJJ As VP



Jayne Lipman

Jayne Lipman has joined MJJ Broadcasting as VP/Marketing. She was most recently Director/Finance & A&R Administration for Manhattan Records. Prior to that she was National Promotion Manager at Atlantic/Atco Records.

PROS ON THE LOOSE

Steve Cochran — Mornings WMKR(K106)/Baltimore (301) 664-5029

Mort Crowley — OM KXOK/St. Louis (314) 991-5755

Todd Fowler — Assistant PD/Afternoons KOMP/Las Vegas (702) 435-7026

Pat Garrett — Weekends WMKR (K106)/Baltimore (301) 848-5926

Stewart Hunt — Nights WLXR/La Crosse, WI (612) 781-0403

Paul Lockwood — News Director WXTA & WYBR/Rockford (815) 964-3244

Lewis Paco Lopez — Nights Y100/Miami (305) 583-9145

Bruce Malman — Mornings/Afternoons KKRQ/Cedar Rapids (319) 337-4166

John Walker — Overnights WTRG/Raleigh (919) 846-6978

Man Mountain Walker — Mornings WKQX/Chicago (414) 481-6174

New Address For Tracy-Locke

Tracy-Locke has moved its national headquarters from Plaza of the Americas to 100 and 200 Crescent Court in Downtown Dallas. Their mailing address will remain the same: P.O. Box 50129, Dallas, TX 75250; (214) 969-9000.

CHRONICLE

Born To:

● WFOX/Atlanta PD Dennis Winslow wife Susan, daughter Jessica Nicole, October 13.

Married:

● KFBK/Sacramento reporter David Hall to Brenda Dillon, October 18.

● WHBE/Sarasota air personality Sandy Stepp to Dave Abraham, October 19.

● Global Satellite Network OM/producer Cindy Tollin to consultant Al Peterson, November 1.

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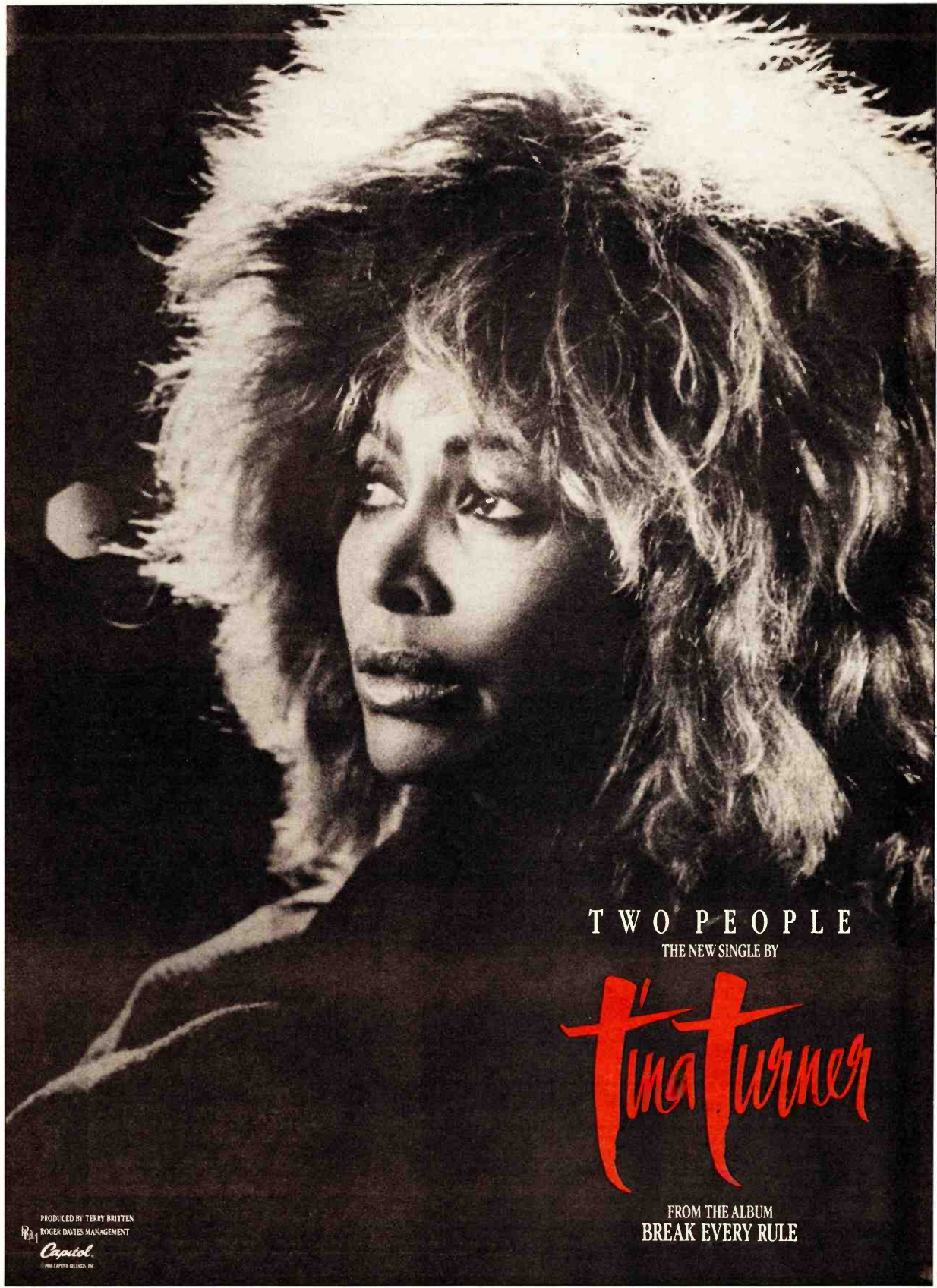
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Arbitron & Birch: One More Time

By Allen Klein

Historians will take little note of it. It doesn't rank up there with World Wars I or II, the Korean conflict, or Vietnam. But the Arbitron/Birch battle is still a classic war.

The battle lines have always been very clear. Birch, the upstart, the new kid on the block, had to take on the role of aggressor in order to get recognition and, it hoped, acceptance at the agency and station level.

Birch deluded itself with its early success at selling stations on the service, then learned a painful lesson: although revenues from stations make a rating service profitable, it is agency acceptance which makes the company viable. In the long term, a service can't survive without both.

Higher Response Rate

When the reality struck, Birch changed tactics. Its new strategy was to find an important vulnerability in Arbitron's armor and strike at it repeatedly in agency presentations. Arbitron's Achilles' heel, as perceived by Birch, is its response rate. The actual response rate does not appear in Arbitron, but it may be obtained by analyzing the very detailed Diary Placement and Return Information on page 3A in each report. Birch does show a response rate on page 1 of each report, but does not offer any detail on the sample placement or return. This information should become available now that Birch has applied for accreditation by the Electronic Media Rating Council.

A response rate is determined by comparing the number of persons originally designated to participate in the survey and the actual number of in-tab diaries/interviews returned. Birch claims superiority because it averages about a 60% response rate to Arbitron's 40%. Birch argues that better return rates make for better listener representation and, therefore, better audience estimates.

This isn't Birch's only argument. But it is a primary one, and it does have impact. The problem here, as in all wars, is that the smoke on the battlefield obscures what we are supposed to see clearly. Since the two services attempt to measure radio listening with different techniques (Arbitron's diaries vs. Birch's telephone recall interviews), the argument over which approach is better could go on forever.



Allen Klein

Each service believes that its audience estimates most accurately reflect the listening patterns of the market. Both at some point in the interview/contact procedure use the telephone to talk with the respondent. The Birch procedure stops after the telephone interview, while the Arbitron procedure starts

after the telephone contact (it is at this point that Arbitron sends its diaries to household members).

Every requirement Arbitron makes of the respondent after the telephone contact diminishes the response rate. This is a natural consequence of the diary technique. It is also the reason Arbitron sets and publishes minimum sample targets for each report. If Arbitron's response rate ever creeps up close to that of Birch, Birch will face the dilemma of explaining why it doesn't do better.

Listening Index

In an attempt to negate or wash out the response rate rhetoric, it was decided to index listening by age against a market's age distribution. Indexing uses a common denominator to compare the findings of both services. It takes the proportion of population in each age cell, uses that number as the norm, and makes it equal to 100. It then compares the actual percentage of listening by age against this norm to find how much above or below the 100 level it is.

Adults 35-44 represent 17.6% of the population on the accompanying chart. On an AQH basis, Los

Angeles radio listeners 35-44 represent 17.9% of all Arbitron listeners and 16.5% of Birch listeners. This translates into an Arbitron index of 102 and a Birch index of 94. This means that on an AQH level Arbitron finds this age group listens to radio at a slightly higher degree

shows the critical difference between the two services and their techniques.

Arbitron finds that people listen to radio on an AQH basis in almost direct proportion to their numbers in the population. All its indices in the Los Angeles market, with the exception of teens (12-17), hover around the 100 mark.

Either Service Right?

Birch finds there are wide differences in age groups listening to radio. Teens, 18-24s, and 25-34s are all above the norm in listening, while the 45-54s, 55-64s, and 65+ are well below the norm.

So what does this tell us? It should tell our industry that if the pattern in Los Angeles is representative of other markets (and a similar analysis in San Francisco duplicated the L.A. findings), then maybe we should research who is listening to radio, where it is being listened to, and how much time is spent with it before being drawn into the Arbitron/Birch conflict.

Two previous articles on this subject showed a wide disparity in daypart listening levels between the two ratings services as well as huge differences in away-from-home listening. The question isn't which service is right, it's whether either service is right.

There is a catch-22 to this problem. Broadcasters cannot long support two services which show great variations in listening patterns. This will create havoc in the industry. If, however, both services showed similar patterns, there would be no need to support both. In the meantime, it is the non-combatant who pays the bills.

"We should research who is listening to radio before being drawn into the Arbitron/Birch conflict."

than their representation in the population. Birch finds that they listen less than their proportion in the population.

Both weekly cume and AQH indices are reported. As expected, the cume indices are all very close to the 100 norm. This is because over a week's period almost everyone in the population listens to radio. The AQH figures which are a product of time spent listening present a very different pattern. This

Listener Composition By Percent And Index Against Population

(Los Angeles Metro, Arbitron Spring 1986/Birch March-May 1986. Monday-Sunday/Average Quarter Hour Estimates/6am-Midnight)

Age	12-17	18-24	25-34	35-44	45-54	55-64	65+	12+
Population Percent	10.0	14.8	22.9	17.6	11.9	10.5	12.4	100.0
Arbitron								
% Listeners	7.9	15.8	23.2	17.9	11.4	10.2	13.4	
Index	79	107	101	102	96	97	108	
Birch								
% Listeners	11.3	19.8	25.3	16.5	9.4	9.0	8.6	
Index	113	134	110	94	79	86	69	
Cume								
Arbitron								
% Listeners	10.1	14.8	23.0	17.8	11.9	10.3	11.9	
Index	101	100	100	101	100	98	96	
Birch								
% Listeners	10.3	15.2	23.3	17.9	11.8	10.1	11.5	
Index	103	103	102	102	99	96	93	

Put It In Writing

Guest contributors are encouraged to submit queries or finished articles to R&R for use in the Ratings & Research, Sales, Management and Engineering columns. Articles should be approximately 1250 words, or five to six typed, double-spaced pages. For more information, contact Special Assignments Editor Jim Dawson, R&R, 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

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HOTS ON CAPITOL



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"Miami"

THIS WEEK'S P-1 ADDS:

WPHD KTKS Y100 Q105
WCAU 93FM WRSR WCZY
PRO-FM 95JNZ

ONE OF THE "MOST ADDED"
40/40

PAUL McCARTNEY "Stranglehold"

ONE OF THE "MOST ADDED"
46/45



STEVE MILLER BAND

"I Want To Make The World Turn Around"

WPHD deb-35 WRSR 36-33
WARM deb-35 KWK deb-33

TRACK: **4**

ALBUM: DEBUT **7** **BREAKERS**

FREDDIE JACKSON "Tasty Love"

WXKS add
PRO-FM deb-34
WCZY 31-26
KZZB add
WBCY add

WROQ deb-33 WDLX 31-21 WJAD add
KEZB add WRQN add WJMX add
WCKN deb-34 I94 add Z102 add
WPOW 17-15 KYRK add KBIM add

1 BLACK/URBAN CHART

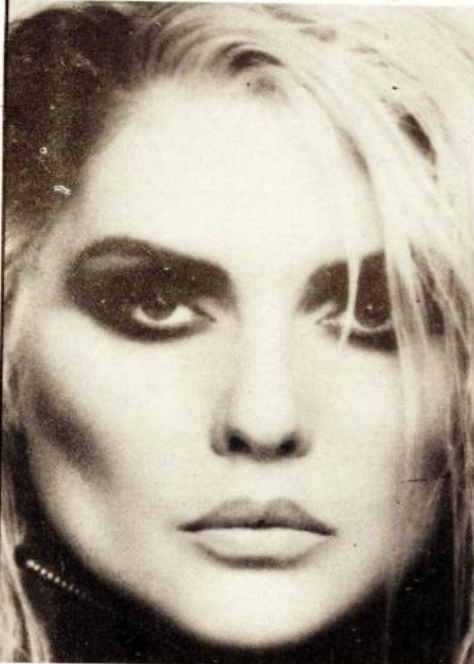


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WSPK Z94 KKL

FROM THE ALBUM
"ROCKBIRD"



ON YOUR DESK
THIS WEEK

RATINGS

Arbitron Summer Results 12+

Norfolk-Virginia Beach- Newport News

WNOR-FM Rock Solid
At Top; WCMS-FM
Slips; WOWI Dips

	Sp '88	Su '88
WNOR-FM (AOR)	11.4	12.4
WCMS-FM (Ctry)	9.1	8.7
WFOG (B/EZ)	7.9	8.2
WOWI (B/U)	10.2	8.2
WNVZ (CHR)	7.4	7.2
WLTJ (AC)	6.2	6.4
WRSR (CHR)	5.2	5.3
WMYK (B/U)	5.1	4.1
WTAR (AC)	5.1	4.0
WWDE (AC)	5.1	4.0
WRAP (B/U)	4.4	3.9
WNIS (Talk)	3.2	2.7
WPCE (Rel)	3.0	2.2
WTID (Ctry)	.7	1.9
WXRI (AC)	1.3	1.6
WNRR (B/EZ)	1.6	1.5
WZAM (Rel)	.4	1.3

Memphis

WHRK Dominates Market;
WMC-FM Up; Both
Country Stations Down

	Sp '88	Su '88
WHRK (B/U)	15.6	18.1
WMC-FM (CHR)	9.2	9.5
WRVR-FM (AC)	8.3	8.7
KRNB (B/U)	6.1	7.5
WEZI (B/EZ)	5.2	6.3
WDIA (B/U)	6.6	6.1
WGKX (Ctry)	7.8	5.9
WGR (AOR)	8.3	5.4
WLOK (B/U)	6.1	5.3
WMC (Ctry)	6.5	4.8
WHBQ (N/T)	3.4	4.6
WREC (BBnd)	4.8	3.0
KWAM (Rel)	1.8	2.0
KSUD (Rel)	.7	1.0

Minneapolis- St. Paul

WCCO Up; KDWB-FM,
WLOL Tie; KEYE Drops;
KMGK Ties WLTE

	Sp '88	Su '88
WCCO (AC)	17.9	18.3
KSTP-FM (AC)	9.5	9.9
KQRS-AM & FM (AOR)	10.0	9.6
KDWB-FM (CHR)	6.2	7.2
WLOL (CHR)	7.8	7.2
KEYE (Ctry)	6.8	5.4
WAYL (B/EZ)	5.0	5.2
KTCZ (AOR)	3.8	4.3
KSTP (Talk)	3.7	3.5
WLTE (AC)	2.7	2.9
KMGK (AC)	2.0	2.9
KDWB (CHR)	1.3	2.5
KJJO-FM (AOR)	3.9	2.5
KLBB (BBnd)	2.6	2.1
WDGY (Ctry)	2.5	2.1

Salt Lake City

KRSP-FM Jumps To First;
KSL Down; Country Race
Tightens

	Sp '88	Su '88
KRSP-FM (AOR)	7.5	11.0
KSFI (B/EZ)	9.1	9.2
KSL (AC)	11.0	8.4
KCPX (CHR)	6.5	7.0
KKAT (Ctry)	7.4	6.2
KSOP-FM (Ctry)	4.6	6.0
KISN (AC)	4.0	4.8
KALL (AC)	3.9	4.4
KLCY (AC)	4.0	4.0
KDYL (BBnd)	2.9	2.6
KLTQ (AC)	2.3	2.5
KCGL (AOR)	2.6	2.4
KMGR-FM (AC)	2.3	2.4
KBUG (Gold)	2.2	2.3
KTKK (Talk)	2.0	2.1
KZAN (Ctry)	2.3	2.0
KUTR (AC)	3.5	1.9
KRSP (Gold)	1.1	1.7
KDAB (AC)	2.2	1.8
KBER (AOR)	1.4	1.4
KLUB (AC)	2.9	1.4
KJON-FM (CHR)	.6	1.3
KSOP (Ctry)	1.0	1.3
KSOS (AC)	.4	1.1

Nashville

WKDF Gets Back Lead;
WLAC-FM Gains Double
Digits; WSM-FM Slips

	Sp '88	Su '88
WKDF (AOR)	12.3	12.7
WSM-FM (Ctry)	12.4	11.1
WLAC-FM (AC)	8.4	10.5
WZEZ (B/EZ)	11.4	10.4
WYHY (CHR)	9.7	8.5
WQOQ (B/U)	9.3	6.8
WSIX-FM (Ctry)	4.8	6.6
WSM (Ctry)	4.1	5.2
WWKX (CHR)	3.3	3.9
WTMG (AC)	3.0	3.3
WVOL (Gold)	2.8	2.1
WLAC (N/T)	2.0	1.7
WMDB (B/U)	.7	1.3
WLRO (AC)	1.8	1.2
WKDA (Gold)	1.5	1.0

Milwaukee-Racine

WTMJ Slips; WQFM Gains
Two Points; Country
Race Tightens; WEZW,
WOKY Slip

	Sp '88	Su '88
WTMJ (AC)	14.6	12.2
WTKI (CHR)	9.4	9.1
WQFM (AOR)	6.7	6.7
WEZW (B/EZ)	8.9	7.3
WKLH (Gold)	7.0	6.8
WOKY (BBnd)	7.7	6.3
WLUM (B/U)	4.7	5.4

Albany- Schenectady- Troy

WPYX Grabs Top Position;
WGY Slips; WFLY Buzzes
Closer To WGFM

	Sp '88	Su '88
WPYX (AOR)	9.6	10.8
WGY (AC)	9.6	9.4
WROW-FM (B/EZ)	8.4	9.1
WGFM (CHR)	9.4	9.0
WFLY (CHR)	7.7	8.0
WQBK (Talk)	6.6	6.5
WWOM (AC)	7.5	6.0
WPNR (Ctry)	3.9	4.4
WROW (AC)	3.9	3.8
WTRY (Gold)	3.6	3.6
WQBK-FM (AOR)	4.3	3.1
WABY (Gold)	3.6	2.1
WWCN (Talk)	1.3	1.4
WHRL (B/EZ)	1.5	1.3
WCSS (AC)	1.6	1.2

Louisville

WAMZ Market Leader;
WHAS Drops, WAVG
Doubles; WDJX,
WQMF Post Gains

	Sp '88	Su '88
WAMZ (Ctry)	15.7	15.7
WHAS (AC)	17.6	11.6
WDJX (CHR)	6.7	9.3
WQMF (AOR)	6.8	8.4
WAVG (AC)	3.5	7.1
WVEZ (B/EZ)	8.8	6.9
WLRS (CHR)	5.6	6.3
WRKA (AC)	9.2	6.0
WJYL (B/U)	4.6	4.7
WLou (B/U)	3.8	3.9
WCII (Ctry)	2.4	3.6
WXVW (B/EZ)	3.1	3.5
WAKY (Gold)	2.3	1.8
WFLA (Rel)	1.4	1.3
WFIA (Rel)	.8	1.0
WTMT (Ctry)	.3	1.0

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Holiday Programming Wish List

Frightening, isn't it? The fall book is barely underway and already Coleco is creating false demand for its Cabbage Patch piggy banks. Transformers are fast disappearing from the shelves, fairies are being sugarplummed, and somewhere in the north woods millions of Douglas firs are being sacrificed for the ultimate in indoor holiday cheer. The Christmas shopping season is almost half over, and you still don't have your yuletide programming lined up.

Have no fear. The ghost of Christmas presents may be haunting the aisles of Macy's and Neiman Marcus, but there's still time to shop for the right holiday programs before the syndication shelves are picked clean. Everything from special year-end countdowns to multi-hour block programming is available, depending on your format and how many jocks want extra days off. Browse through this Xmas product mini-catalogue today, then place your call by midnight tomorrow.

It's still frightening, though. The thought of Sam Kinison playing department store Santa, that is...

Year-End Countdowns

Several special "year-end wrap-ups" have been scheduled for regular network/syndicated countdown programs, including:

• **ABC-Watermark:** "American Country Countdown" features Bob Kingsley counting down the top 100 country songs of 1986, while Casey Kasem does the same for CHR with an expanded year-end version of "American Top 40." Both programs are scheduled for the weekend following New Year's Day (1/2-4).

• **Barnett-Robbins:** This year two year-end countdowns are

available. For AC-CHR stations the company is offering "Great Number Ones of '86," counting down the top 30 songs of the year that reached the top of the charts. Black/Urban stations can pick up "Black Tie Only," the top 30 #1 B/U songs of the year.

• **United Stations:** Dick Clark counts down the top 100 AC songs of the year on "Countdown America" (4 hours), while the top 100 country songs are reviewed on a year-end edition of "Weekly Country Music Countdown" (3 hours). Both programs air the weekend following Christmas (12/26-28).

• **Westwood One:** Year-end countdowns for several of its regular weekly features are slated. These include "Dr. Demento's Demented Hits From '86," "National Music Survey" (recapping the top AC hits of the year), and a CHR year-end review on "Scott Shannon's Rockin' America Year-End Countdown."

Special Holiday Programming

Among the long-form programs featuring "Christmas music and memories" available again this year are:

• **CBS Radio Networks** has scheduled at least two special

Christmas offerings, leading off with the "60th Annual CBS Cavalcade of Christmas Music." This series of eight daily shows, airing the week prior to Christmas Eve, features musical programs from leading collegiate choral groups singing a variety of traditional and contemporary Christmas favorites. The network has also tentatively scheduled "Douglas Edwards at the North Pole," a humorous look at Santa's Christmas Eve flight plan and the cross-country route he plans to take this year.

• **Mutual Radio Network:** For the Christmas weekend (12/20-22) Mutual will present "The Judds Christmas Present," a three-hour music and interview program co-hosted by Wynonna and Naomi Judd and Lee Arnold. The special includes country-oriented Christmas music and stories about Christmas from the Judds and other country artists.

• **From the NBC Radio Networks** comes "News That Rocked '86" (produced by NBC Radio Entertainment), a 2-hour look back at the news and events that shaped the past year. The network is also preparing a two-part "NBC Extra" entitled "The Year In Review," scheduled to run the weekends before and after Christmas.

• **United Stations:** As part of the network's Country Six Pack series, US is presenting "Christmas Around The Country," featuring Christmas music sung by a variety of country artists. No definite artist lineup is scheduled at present.

Extended Programming

• **Drake Chensault:** The company is offering three different packages of Christmas music targeted to stations of different formats. "Christmas At Our House" is a 12-hour collection of music and stories celebrating Christmas around the world, and featuring such traditional artists as Johnny Mathis, Andy Williams, Frank Sinatra, and Nat King Cole. "Christmas In The Country" features six hours of holiday music from contemporary country artists such as Willie Nelson, Ronnie Milsap, Kenny Rogers, and Dolly Parton. "Holiday Hits" is also six hours in length and highlights Christmas favorites from a host of AC and CHR artists, including Bruce Springsteen, Paul McCartney, John Lennon, and Neil Diamond.

• **Barnett Robbins:** "An Original Christmas" is 12 hours of "the top 100 favorite Christmas songs of all time," non-formatted to appeal to



virtually all radio stations. In addition to a wide variety of renditions of the most popular seasonal music, "Original Christmas" also features stories on how today's celebrities celebrate the holidays.

• **Creative Radio Shows:** CRS offers 18 hours of Christmas music in two parts with "The Joy Of Christmas." In addition to featuring most yuletide music classics, "Joy" also includes interviews with the elusive Mr. and Mrs. Claus, who discuss various Christmas traditions around the world. On-the-street reminiscences from children and adults round out this flexible continuous-play package.

• **Kris Stevens Enterprises:** The firm is again making its "12 Hours Of Christmas" available to all radio stations. KSE says the package offers "comedy, kids, nostalgia, stories of how Christmas is celebrated around the world, and all the traditions that make Christmas a special time of year."

Regular Specials

Every year a number of regular programs close out the year with a Christmas or New Year's wrap-up. Included among those for 1986 are:

• **ABC:** With Global Satellite Network, ABC is offering year-end

versions of both "Power Cuts" (a focus on the #1 power cuts from the past 12 months) and "Rockline" (culled from the greatest moments of the show in 1986).

• **Radio International:** It's producing "Best Of Rock Over London," featuring live tracks which premiered during 1986 and including such artists as Sting, Genesis, Paul Young, and Squeeze.

• **United Stations:** A New Year's Country Six Pack, titled "New Years: The Willie Nelson Story," is being presented. Five other regular US shows are also featuring year-end wrap-ups: "Dick Clark's Rock, Roll & Remember," "The Great Sounds," "Solid Gold Country," "Solid Gold Saturday Night," and "Solid Gold Scrapbook."

• **Westwood One:** WW1 is producing a "Superstar Concert Series Year-End Special" featuring top concert performances from the regular series. Artists included in the three-hour program are Dire Straits, Stevie Nicks, Bob Dylan & Tom Petty, Steve Winwood, and Robert Palmer. WW1 is also scheduling "Rock & Roll '86: The Year In Review," a three-hour holiday special spotlighting the top artists, tours, and musical highlights of the year.

READIES KING SPECIAL

Sheridan To Air Telethon

The Sheridan Broadcasting Network has been named the official United Negro College Fund radio network and will broadcast the U.N.C.F. Third Annual "Lou Rawls Parade Of Stars Telethon" December 27 from 6:00pm to midnight.

Sheridan's radiothon benefit simulcast is designed to provide young people, who otherwise would not have the chance, the opportunity to get a college education. The broadcast, hosted by Rawls, will feature performances by such artists as Aretha Franklin, Freddie Jackson, Stephanie Mills, and Dianhann Carroll.

SBN is also preparing a special program honoring the late Dr.

Martin Luther King. The program, entitled "King: Celebration Of The Man And His Dream," is scheduled to run one hour and will be fed to affiliate stations the weekend of January 18, 1987. The program will feature remembrances from those close to him during his civil rights activism and will reflect on his dream - including excerpts from his speeches and musical vignettes from the '60s.

Syndicom Skeds K-Jazz

Redwood City, CA-based Syndicom has announced production and distribution of "Kaleidophonic Jazz," a new 3-hour jazz feature.

"Kaleidophonic Jazz" is hosted by Alan Olmstead and is designed for broadcast on Sunday mornings or as a weeknight jazz special. Syndicom's Mike Hesser says the program is geared for "the upscale demographic with disposable income and can help stations go after those hard-to-get accounts. Stations can target to financial institutions, art galleries, luxury auto

dealers, insurance companies, and financial advisors."

Syndicom consultant Jimi Fox adds, "K-Jazz is not only a great program - it's a special treat for all who love jazz, period. It's a rewarding and educational experience for those who are just beginning to taste the finer delicacies of jazz."

K-Jazz is available on a cash basis.

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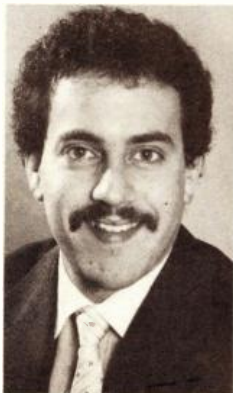
MEET STU SAGINOR

A New Radio Voice On The BPME Board

To paraphrase the old Meat Loaf hit, "Four out of 23 ain't bad." That's the number of radio-based board members of Broadcast Promotion & Marketing Executives (BPME) — now that they've added Stuart Saginor, Director/Advertising & Promotion for WELI/New Haven, CT.

Stu is a bit of an anomaly in our part of the industry. Only three years ago he went directly from Syracuse University, where he majored in telecommunications, to the directorship of the promotion department at WELI. Stu's been an active BPME member, attending and appearing on panels at the three conventions which have taken place since he joined the station. His election to the board was championed by Interep's Erica Farber and RAB's Danny Flamberg (not too shabby a duo to have in your corner).

We caught up with Stu just after he returned from his first BPME board meeting in Vancouver on October 20th, and he noted exuberantly, "I was really delighted to learn of my election to the board. When you are supported by two outstanding professionals such as Erica and Danny, it makes the responsibility all the greater. I know they put me up in an effort to increase the number of radio members on the board. I feel if we want more to be done for the radio membership



Stu Saginor

of BPME, then we need even more radio influence in the decision-making process. In fact, at this time there are no radio members among the officers. We have to change that."



His Goals

I am a personal fan of Stu's, having appeared on a panel with him at the recent Radio '86 convention in New Orleans, and knew he'd have a bunch of well-articulated, strong feelings and well-founded goals for the future of BPME. His primary goal is to increase radio attendance at the conventions. "Ideas come from people, and the more people we have in attendance, the more ideas we'll create," he said.

He's also critical of the way managers look at in-house convention selection and attendance. "At the beginning of the budgeting process, it's almost automatic that the manager says, 'well, my GSM'll go to RAB, my chief to NAB, my PD to Radio '87 and I'll go to...' But when it comes to the promotion director, managers don't really see the importance of their going to our convention." As an outstanding marketer, Stu's not without an opinion on how to solve this problem: "I think we have to make the managers more aware of what we're doing. I'd like to see a direct mail campaign aimed at the GM. We've got one of the best association publications in Image magazine, and we should get that, plus some samples of the stuff we have at the resource library in San Diego, into the hands of the decision makers (GMs). This would help alert them to the necessity of having their promotion director interact with peers at our annual meetings."

We Have An Image Problem

"When you want a sales quote, all you have to do is call Bill Stakelin at RAB," he continued. "We don't really have a 'radio promotion voice,' someone who possesses the image of strength and knowledge that Bill does. I'd like to see BPME have an executive director who is a paid professional, who can serve us this way in a variety of situations such as state conventions and other association meetings."

As we've always lamented, promotion people spend so much time promoting others that they seem to neglect themselves, and this holds true for BPME. As Stu told me, "In a general sense, it seems that BPME doesn't get sufficient cover-

age in the press. Our meetings have been getting better and better for radio. We went through a name change to enhance our image, and still — outside of R&R, which has to be considered the key publication in our convention involvement and coverage — our attention in the trade press has been meager. We have to change that."

He also believes BPME gets short shrift when it is compared to other trade associations. "We have to do more to increase our national presence," he continued. "BPME is growing dramatically, and this organization is going to be right up there in strength with NAB and RAB. We have to alter the view of promotion/marketing as sales has done so effectively. Every group I've ever dealt with appreciates the strength of the RAB, and that's where we need to get to. The meetings and the whole organization have been getting better and better. I'm very pleased with the attention radio has been getting; I don't think we're perceived at BPME as an afterthought of TV any longer, and I hope that continues."

Grass Roots Philosophy

Not too long out of college, Stu believes we need to start BPME awareness in the classroom. "We at BPME need to get into the colleges," he stressed. "Very few colleges, if any, offer courses in promotion. Erica Farber has done an outstanding job with the scholarship program, but I still think most students believe that being a jock or a salesperson are their only radio industry options. As a result, we get very few college memberships."

He also has some definite thoughts on expansion. "I'd like to see us make more presentations before state broadcast meetings. I know Fred Bergendorff of KNX/L.A. is appearing before the California Broadcasters Association, and I know that kind of activity gives us more credibility. We should also work hard to get more BPME-sponsored sessions at other conventions, such as the one we did at Radio '86 in New Orleans."

A Correct Attitude

Stu's ideas are both good and positive, and he is very passionate and exuberant about them. This

will serve both him and BPME very well. As he said of his first board meeting, "It was a great honor and a tremendous compliment to be among the brightest minds in our profession. It's really awesome to be a part of the leadership of such an organization at such an early point in my career. Just to sit and listen to these people — TV as well — was a source of great excitement. I look forward to serving radio's needs as a member of the board."

We look forward to Stu Saginor's contributions, and wish good luck to a deserving guy. And just in case you've been waiting for his promo, here it is: "Make sure attendance at BPME's 1987 convention in Atlanta is in your budget, and let's try to double the number of radio attendees at the Peachtree Plaza."

DATELINES

November 14-16
Young Black Programmers Coalition, Inc. 9th Annual National Meeting
Hyatt Regency Hotel, Houston

1987

February 1-4
National Religious Broadcasters 44th Annual Convention
Sheraton Washington, Washington, DC

February 7-10
Radio Advertising Bureau 7th Annual Managing Sales Conference
Hyatt Regency, Atlanta

March 28-April 1
National Association of Broadcasters 65th Annual Convention
Dallas Convention Center, Dallas

April 1-5
Alpha Epsilon Rho 45th Annual Convention
Clarion Hotel, St. Louis

April 28-29
Broadcast Financial Management Association Annual Meeting
Marnott Copley Place, Boston

June 8-9
American Advertising Federation Annual Convention
Buena Vista Palace Hotel, Orlando

June 10-13
American Women in Radio and Television 36th Annual Convention
Beverly Hilton, Los Angeles

June 10-14
Broadcast Promotion and Marketing Executives/Broadcast Designers Association Annual Seminar
Peachtree Plaza, Atlanta

ONE YEAR AGO TODAY

- #1 CHR: "We Built This City" — Starship (Grunt/RCA)
#1 AC: "Separate Lives" — Phil Collins & Marilyn Martin (Atlantic) (2 wks)
#1 BIU: "Everybody Dance" — Ta Mara & The Seen (A&M) (2 wks)
#1 Country: "Lie To You For Your Love" — Bellamy Brothers (MCA/Curb)
#1 AOR Track: "Small Town" — John Cougar Mellencamp (Riva/PG)
#1 LP: "Afterburner" — ZZ Top (WB) (2 wks)

FIVE YEARS AGO TODAY

- Mel Karmazin heads Infinity Radio
Al Law VP/Programming for NBC Stations
#1 CHR: "Waiting For A Girl Like You" — Foreigner (Atlantic)
#1 AC: "Here I Am" — Air Supply (Arista)
#1 BIU: "Take My Heart" — Kool & The Gang (De-Lite/Polygram) (4 wks)
#1 Country: "Wish You Were Here" — Barbara Mandrell (MCA)
#1 LP: "Tattoo You" — Rolling Stones (Rolling Stones/Atlantic) (5 wks)

TEN YEARS AGO TODAY

- #1 CHR: "Muskrat Love" — Captain & Tennille (A&M)
#1 AC: "Muskrat Love" — Captain & Tennille (A&M)
#1 Country: "Cherokee Maiden" — Merle Haggard (Capitol) (2 wks)
#1 LP: "Songs In The Key Of Life" — Stevie Wonder (Tamla/Motown) (4 wks)

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Building And Keeping A Winning Team

By Donna Halper

Every year, many managers evaluate their staffs in light of the latest ratings. Perhaps it's time to fire the PD . . . get a new morning jock . . . or maybe even change format. Some stations hire consultants. Others look around for holes to fill in the market.

Although I can't offer surefire answers guaranteed to solve all your problems, I can provide a few useful guidelines that will contribute to building staff morale. This article will also help you see what the next step is for your station.

First, let's be practical. If you're in a small or isolated market, you may not be able to attract the caliber of personnel you would like. That's the bad news, especially in a one-book-a-year market. But it's also the good news, if you're a believer in developing talent.

Frequent personnel changes only confuse an audience. Before you get rid of all your on-air people and turn on the satellite after a bad book, ask yourself a few honest questions about what your goals and expectations were. It's highly unlikely that a person who never did mornings before will suddenly blossom into a legend without a little support. The same can be said for your new PD or sales manager; did you just give him a quick orientation and then let him learn the job? Sometimes on-the-job training is great, but sometimes it can be disastrous.

Getting some new bodies into the station may not solve the problem. Instead, many successful GMs, even in small markets, are investing in training for their staffs. It's a worthwhile investment. Companies such as Padgett-Thompson and Keye hold one-day seminars all over the country on a variety of valuable subjects that pertain to sales. They also hold some seminars from which your PD might benefit, even if they technically aren't aimed at radio people. I've sent a number of new PDs to time

"Before you get rid of all your on-air people and turn on the satellite, ask yourself a few honest questions about what your goals and expectations were."

—Donna Halper

management seminars with very positive results.

There are also worthwhile seminars on how to handle people more effectively. A new PD is not just a disc jockey who got a title: He is a manager in training, and giving him some management skills will enable him to do his job better. I like to see PDs go to programming conventions, and I also like to make sure they have lots of trade publications to read so they can keep up with the latest theories and trends.

As for your air talent, do you let them hear other markets? No, they don't have to imitate Scott Shannon or Howard Stern, but it is often very helpful for announcers to have something to which they can compare themselves. Even the big stars like to feel they are continuing to make progress. Never hearing any other announcers outside the hometown fosters an "I'm good enough for this market" mentality that is not conducive to talent development. Your staff may not want to leave their hometown, but they should definitely be committed to providing excellent radio — no matter how small their local area.

Hit The Road

I suggest that PDs go to a bigger market every couple of months, preferably on a weekday, and tape a variety of stations. (More experienced announcers may have the weekends off.) I also suggest that PDs have access to airchecks of other markets, and there are several companies that make such tapes available. You can also have your PD set up an exchange with a station similar to yours in a market in some other part of the country. The exchange of tapes and ideas can be a very productive experience for both stations.

Do you look at outside sources for your airstaff as an unnecessary expense? I've found some managers who are reluctant to provide resource material for their announcers. I'm very aware that every expense is scrutinized in small markets. But it helps your programming staff to have such publications as *USA Today*, *People* or even the *National Enquirer*, no matter what size market you are in, so they can keep up with issues that are on listeners' minds. Joke sheets or alternative news sources like *Wireless Flash* can also be valuable and make your staff sound more informed.

Good talent doesn't develop in a vacuum. Your commitment to helping your announcers improve often will result in a much more interesting air sound, especially in markets where "playing the hits" is not the magic solution because several other stations are doing that too.

Does your PD or MD have a place to listen to new records? Is there an area where the PD can file the articles and other materials he needs? Space may seem like something we all take for granted, but it is amazing how little things can affect performance. A PD with nowhere to sit and no

time to listen to music or go over an aircheck may not be as effective as he could be.

The Engineering Aspect

Another area you should examine before making any drastic changes is one that is often overlooked: engineering. How does your station sound technically? Does it sound like a Beautiful Music station even though your format is Album Rock? Is your signal clean as well as loud? Is it too compressed or distorted? Are you using microphones that make your female announcers sound awful or your male announcers sound hollow? Is maintenance only carried out when something breaks? Do your PD and engineer speak to each other, and do they treat each other with respect? Do your jingles sound old and tired? Does your production suffer from outdated or inappropriate background music that may have been great ten years ago but just doesn't fit with today's music?

Not every station can afford all new, state-of-the-art equipment, but you should check out the station's sound on occasion to see if it's difficult to listen to over a long period of time. We take such things as carts for granted. Are yours worn, with the result that the music sounds muddy? How often are needles and cartridges replaced? If you can't afford a CD player yet, what are you doing to keep your records in decent condition? The more you know about your station,



Donna Halper

Donna Halper is a Boston-based radio consultant who works with all formats. She can be reached at (617) 266-5666.

the more you can prevent little problems from becoming big ones.

As you evaluate your staff and its performance over the past rating period, you will find that some of them just aren't living up to their potential. Before you start firing, however, you may want to seek some advice from a consultant. Many consultants do specialize in training staffs and bringing out the best in air talent.

As you take your station's pulse, you may be asking yourself about morale. Nothing is more detrimental to morale than a bad book, obviously — but some stations use bad ratings to motivate everyone to get back up and win big next time. The trick is to think of setbacks as challenges, not failures.

Put It In Writing

Guest contributors are encouraged to submit queries or finished articles to R&R for use in the Ratings & Research, Sales, Management, and Engineering columns. Articles should be approximately 1250 words, or five to six typed, double-spaced pages. For more information, contact Special Assignments Editor Jim Dawson, R&R, 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

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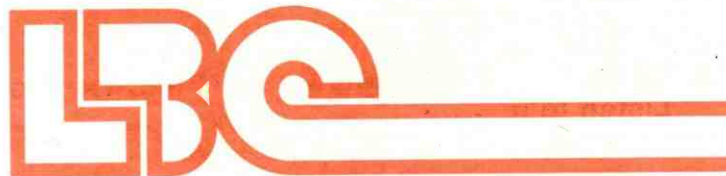
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PAT NORMAN, PHIL HALL INTERVIEWED

K-Earth Cracks A Four . . . Finally

With its 3.5-4.0 12+ rise in the summer Arbitron, KRTH-FM/Los Angeles is now L.A.'s sixth-ranked station. Among contemporary music stations, it trails only KIIS and KPWR. Besides capping a notable comeback that has taken less than 18 months, the new 12+ share marks a psychological victory for K-Earth 101, which spent most of 1979-81 in the 3.5-3.9 range without ever cracking a four.

KRTH was significantly different then, functioning both as a Gold outlet and as L.A.'s top CHR, usually well ahead of its AM, KHJ. Ironically, the closest CHR competition at the time was another Gold/CHR hybrid, KRLA. Under then-PD Bob Hamilton, KRTH's music spanned the rock era and included a list of more than 30 currents, an approach positioned as "playing your favorites." Through considerable dayparting and music scheduling, KRTH managed to pull off its unusual mix — for a while. By spring 1985, it had fallen to a 2.5 12+.

In late September 1985, KRTH became considerably more focused under the guidance of new VP/GM Pat Norman and RKO group consultant Walt Sabo. The library was tightened, and currents were eliminated entirely — something Norman repeatedly cites as crucial to the renewed success of the station. KRTH's music window now closes around 1978, with an emphasis on '60s titles. In February, Phil Hall replaced Hamilton; later, Steve Morris succeeded Dean Goss in mornings.

Travel Budget

Norman also reworked KRTH's contesting. While most of its RKO sister stations emphasized rent and car payments, K-Earth has billed itself for the last year as "your ticket to paradise." It has awarded trips to Hawaii and \$1000 each weekday. "We've also done a bonus trip which may be anywhere from Paris to London to Alaska every month," said Hall. Travel promotions have been so successful for KRTH-FM that its sister AM, now known as "Smokin' Oldies AM 930," has added separate contests which also emphasize travel prizes.

"The other thing we've done in the last year is more community involvement," Norman said. "On



VP/GM Pat Norman, PD Phil Hall

the 4th of July, we were the official station for three celebrations: one in Orange County, the big one in Santa Monica, plus one in the Valley. We're also on a committee with a lot of other community leaders trying to raise money to buy books and reestablish L.A.'s Central Library, which went up in smoke last January."

Other community efforts include Camp K-Earth, a summer camp fundraising drive, and the daily "job seekers notebook," two long-time station mainstays. Station mascot Captain K-Earth goes with local celebrities into public schools to deliver safety lectures. PSAs are considerably more prominent than on other stations, where they have long been relegated to minimal status. And in a move that typifies KRTH-FM, produced promos take a bulletin board approach rather than pushing one contest or feature, often mixing contest, community-service, and program info.

The #2 Button

Asked who K-Earth shares with, Norman and Hall answered in unison, "Everybody!" Like many CHR PDs, Hall feels his station can do well by being listeners' second button. "Like everybody else, we have our group of folks who never

leave the station. We also have the advantage of being almost everybody's second favorite. If they don't spend a lot of time with us during the week, then they'll probably spend a majority of time with us on the weekend, and that's definitely advantageous to us." Because the non-core audience can be counted on for repeat sampling, Hall said, "I don't believe we burn out as quickly on folks."

One station K-Earth doesn't expect to share with is KLSX, which recently converted to Classic Rock under Fred Jacobs and formed, with KRLA, the market's second Gold combo. "If you want to talk strictly programming and music," said Norman, "that's not a competitive format. They're playing currents over there, and it's very different. They can call it anything they want, but it certainly isn't the Oldies. I don't want to be put in the same bag with them."

Hall added, "We're really more of an adult radio station that's mass appeal. They're targeted more to the late bloomers out of adolescence. From our standpoint, they're really more formatically compatible with KLOS. (KLOS PD) Tim Kelly and those folks could probably talk better about what effect they may have than we could."

Classic R&R Stew

Ironically, under Hamilton and former MDs Guy Zapoleon and David Grossman, K-Earth essentially anticipated the Classic Rock boom, adding "Rock & Roll Stew" by Traffic, "Break On Through" by the Doors, and other early AOR staples at night. When Hamilton left, so did most of those songs, along with a lot of '60s hits that might not have been familiar to listeners who didn't grow up in Southern California.

In recent months, however, the music mix has been shuffled again, especially on the "K-Earth After Dark" late night show. While "Rock & Roll Stew" hasn't resurfaced, it's now possible to hear "Just Like Me" segued into "Whole Lotta Love" backed by a drop-in that declares KRTH "the Southland's only classic rock & roll for more than a decade." While K-Earth has used the "classic" imagery for some time, it's become considerably more prominent as the AOR Gold boom progresses.

Even though L.A.'s AORs are also banging the "classic" term, Norman says he isn't really worried about the word being overused. "If anything," he commented, "it'll further enhance our image." He also asserted that the use of

"Classic Rock & Roll" is seen differently by adults than "Classic Rock," which is perceived as referring to only hard rock. As for the reemphasis on AOR crossovers, Hall said, "That stuff has been there all along, at least since I've been PD. There's a certain percentage of our audience that likes to hear it occasionally. It's a tasty little surprise for them, but they're not looking for a steady diet of that."

Looking To 1991

In December, 1982, when Norman was GM at KFRC/San Francisco, PD Gerry Cagle called him "the only GM I've ever worked for with a three-year plan." At K-Earth, Norman said, "We have a five-year plan, and it's in writing. We all suffered through putting

Continued on Page 40

K-Earth Music Monitors

9:15-10:15am

ROLLING STONES "Satisfaction"
PAUL & LINDA McCARTNEY
"Uncle Albert-Admiral Halsey"
ELVIS PRESLEY "Good Luck Charm"

STEVE WONDER "I Was Made To Love Her"

AMERICAN BREED "Bend Me Shape Me"

AL GREEN "Tired Of Being Alone"

DION "Runaround Sue"

MAMAS & PAPAS "Monday Monday"

NEIL DIAMOND "Song Sung Blue"

LRB "Reminiscing"

GARY PUCKETT "Young Girl"

SUPREMES "Someday We'll Be Together"

9:15-10:15pm

TURTLES "You Showed Me"

CCR "Suzy Q"

EVERLY BROS. "Bye Bye Love"

CHIFFONS "One Fine Day"

YOUNGBLOODS "Get Together"

WINGS "Listen What The Man Said"

SEARCHERS "Needles & Pins"

BUFFALO SPRINGFIELD "For What It's Worth"

DRAMATICS "What You See Is What You Get"

SAM COOKE "You Send Me"

STYX "Come Sail Away"

MOODY BLUES "Go Now"

DOOBIE BROTHERS "It Keeps You Running"

MONKEES "Last Train To Clarksville"

MIRACLES "Mickey's Monkey"

ROLLING STONES "Gimme Shelter"

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K-Earth Cracks A Four

Continued from Page 38

that together this past summer."

What does that plan include for KRTH (AM), which has been under a 1.0 share for more than three years and has gone through four formats (two of them Gold-based) in that time? "Obviously, with an 0.6 now, we'd like to break 1.0," said Norman. "We hope we can do it in the fall book."

"We don't have a problem with what we're doing on the AM. We think it sounds good. We've seen KRRL fall off considerably since February, when we went into this format. We have some AMs with some very clever calls like KJIS with an 0.2. So it can't be all bad, because we're holding our own."

From Inside

Even before it went to live jocks in all dayparts, K-Earth was known for high-profile, high-*shtick* morning shows with London & Engelman and then Dean Goss. Goss's replacement, Steve Morris, runs perhaps the calmest and most music-intensive morning show in town, without character voices or significant use of the telephone. It's a major contrast to the rest of the market, especially now that KPWR's Tommy Jaxon, whose approach was similar, has been replaced by the much higher-profile Jay Thomas. And that, said Norman, is how it will remain.

"We think we have an intelligent alternative. You could almost compare Steve to David Letterman vs. Joan Rivers and Johnny Carson. Everybody didn't like David Letterman, and a lot of people still don't."

Hall added, "We have a morning personality instead of a morning disc jockey like most radio stations. Steve understands the importance of music in the morning show. He's not so ego-intensive that he thinks everything he has to say is more important than the music. He understands that music is the common thread that happens be-

"I'm sure we'll come out of (the Gold boom) but guess what? We'll still be appealing to the masses."

—Pat Norman

tween the different local things he's talking about.

"I can't emphasize how important it is that the battles are won on the inside," said Hall. He praised the entire staff, which also includes Brian Beltrac (who pulls the station's highest numbers in mid-days), Steve Scott, Jay Coffey, Joe Daniels, Lisa Moore, and weekenders Jay Gardner, Jonathan Doll, Michael Moore, and Steve O'Neill.

MOR Of The '90s

KRTH-FM's success this summer makes it the most successful of the major markets Top 40 Gold stations. Did the attendant media hysteria surrounding the format help at all? "Sure it helped," said Norman. "It also helped that we've been the premier Oldies station for the last 12 years. Maybe it's the time and I'm sure we'll come out of it, but guess what? We'll still be appealing to the masses. Maybe we are the MOR of the '90s."

"One thing I might add," said Hall, "is that this station is not programmed on a fad. We've been doing this for a while, so K-Earth will not go away when people quit using Four Tops music in TV commercials. That puts us in a different light than a lot of the 'oldies stations' that have been popping up over the last year or so."

As Norman put it, "We've been playing the Beach Boys through all their comebacks."



BIG BOOM THEORY — WJMK (Magic 104)/Chicago recently sponsored a parade of "baby boomers" — station listeners carrying boom-boxes tuned to the radio station. Music played that afternoon was rearranged to include "The Wanderer," "I'm Walkin'" and "Dancin' In The Street" among others. Seen (l-r) on the station's 1966 GTO are Scott Wagner, Dick Blondi and John Charleston.

GOLD EXCHANGE

Now that KSLX/Phoenix PD Dick Bascombe has left the station to pursue a career in sales, GM Carl Hamilton is looking for his replacement. Hamilton is accepting phone calls and can be reached at (802) 941-1007 ... KRZD/Denver morning man John Gleason recently broadcast his morning show, along with a winner, in bed at a downtown automotive dealer ... KRLA/Los Angeles recently hosted a special performance of the musical "Pump Boys & Dinettes" at

Hollywood's Las Palmas Theatre.

Although TM, now known as The Programming Consultants, has offered prepackaged gold libraries for some time, it's never had a full-fledged gold format before. Now Dick Bartley is teaming with the company to produce the "Rockin' Oldies" format; instead of a tape-delivered service, TPC will offer computerized music printouts for stations to work from. More information is available from (800) 843-7807.

KGMG/Oceanside, CA, in the North

San Diego County market, has been "Classic Hits" since Labor Day, with former KCFX/Kansas City PD Greg Stevens doing mornings. Now Steve Stevens's former KCFX partner, Steve Sellers, has been reunited with him in AM drive ... Jim Myers, co-author of "Rock Around The Clock," is looking to establish a rock & roll museum in Philadelphia. He can be contacted at 1607 E. Cheltenham St., Philadelphia, PA 19124.

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KEN BARNES

ON THE RECORDS

STAND BY ME ONE MORE TIME

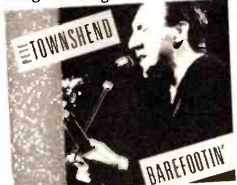
Remakes, Remodels And Random Notes

Well, I thought I had the perfect column set up. "Twist & Shout" had been revived, and I'd done a column on it; "Venus" had been covered by Bananarama so I was able to write about the Shocking Blue (after which, the Shocking Blue version was reissued, to my surprise). Now "Stand By Me" by Ben E. King is moving up, so I couldn't ask for a more suitable topic.

Unfortunately, I'd already done it. Sparked by Maurice White's cover version last year, I devoted a sizable chunk of my September 13, 1985 column to a quick history of the song.

So that shot that bright idea down. However, for the handful of readers without either a photographic (phonographic) memory or a copy of the September 13, 1985 issue within arm's reach, I figured a brief recap of that piece might prove useful.

"Stand By Me" was Ben E. King's third solo single after he left the Drifters in 1960. It followed a big hit, "Spanish Harlem," but rose even higher, top five in mid-1961. It was produced by famed team Jerry Leiber & Mike Stoller, who had crafted the Drifters' big hits as well as songs by the Coasters, Elvis Presley, and many more. They wrote "Stand By Me" under the pseudonym Elmo Glick, along with King.



Townshend gets on a solid New Orleans footing

The song was covered often, most successfully by Spyder Turner, who in 1967 used it as the base for a medley of impersonations of popular black singers. Interestingly, the flip side of the reissued King "Stand By Me" is a medley of excerpts of the songs on the "Stand By Me" soundtrack.

Other artists who've sung "Stand By Me" include Gene Chandler, Little Eva, Sam The Sham & The Pharaohs, Sonny & Cher, and David & Jimmy Ruffin.

King was the Drifters' most famous lead singer (arguably, although Clyde McPhatter fans may dispute that contention), but was with them not much more than a year, coming over with a group called the Five Crowns who assumed the Drifters identity wholesale when the previous Drifters disbanded. King sang "There Goes My Baby," "Dance With Me," "This Magic Moment," and "Save The Last Dance For Me." Later



Police suffer from Sedaka Syndrome

Drifters classics like "Up On The Roof" and "On Broadway" were sung by his successor, Rudy Lewis.

King's solo career sputtered soon after "Stand By Me," but 1962's "Don't Play That Song" was later covered by Aretha Franklin and 1963's "I (Who Have Nothing)" became a standard of sorts, with versions by Tom Jones, Terry Knight & The Pack, and many more. He left the Atlantic family around 1969 to record for Bob Crewe's Maxwell label; that went nowhere, but he managed a successful return to Atlantic in 1975 with "Supernatural Thing," a No. 17 pop hit written by Gwen Guthrie. After working with the Average White Band and cutting other solo records, King drifted into quietude again, but has now returned on his third Atlantic go-round with "Stand By Me."

Songs Under Cover

Meanwhile, the latest original hit to be rereleased is "Daydream Believer" by the Monkees. Billy Vera & The Beaters have rereleased their "At This Moment," spurred by an airing on "Family Ties." And then there's the Neil Sedaka Syndrome of an act reworking one of its past hits, on the theory, I guess, that why bother searching through the archives for vintage cover fodder when you've got the perfect material right there in your own repertoire. Following close after Chicago's "25 Or 6 To 4" comes "Don't Stand So Close To Me '86" by the Police, who confuse matters further by including a live performance of the old version on the flip side. (In a way, "Walk This Way" counts as part of this phenomenon, since Aerosmith's Steve Tyler and Joe Perry participate so prominently. Same for "Soul Man," as Sam Moore reprises his Sam & Dave role, with Dave's part adapted for the stylings of Lou Reed.)

Meanwhile, after a long dry spell in CHR and AOR, the covers continue to proliferate. Billy Idol completely revamps William Bell's 1969 R&B hit "I Forgot To Be Your Lover," which was, believe it or not, a ballad. The Beach Boys perpetrate a fairly dramatic revamp of the Mamas & Papas' first hit (but second single), "California Dreamin'," thanks to that Roger McGuinn 12-string guitar, which is a historical paycheck of sorts for all the namechecks McGuinn received from the M's & P's in "Creeque Alley."

ATCO 33-165

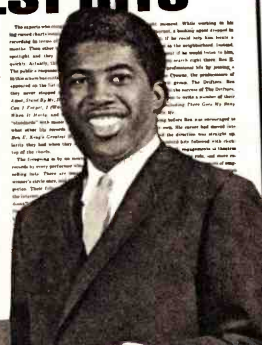
BEN E. KING'S GREATEST HITS

SIDE ONE

1. THAT'S WHEN IT HURTS
2. AUF WIEDERSEHEN, MY DEAR
3. AROUND THE CORNER
4. YOUNG BOY BLUES
5. WHAT NOW MY LOVE
6. STAND BY ME

SIDE TWO

1. AMOR
2. DON'T PLAY THAT SONG
3. I (WHO HAVE NOTHING)
4. HOW CAN I FORGET
5. I COULD HAVE DANCED WITH YOU
6. SPANISH HARBLEM



Ben E. King stands by his hits, and this time we can correctly identify him.

Most obscure covers presently generating attention are Wham's "Where Did Your Heart Go," originally by Was (Not Was) a couple years ago; the Pretenders' version of a little-known Jimi Hendrix track, "Room Full Of Mirrors"; and R.E.M.'s "Superman," a 1969 single by Texas combo the Clique. (It was an A-side first, then was relegated to the B-side of their sizable hit, "Sugar On Sunday.")

Lyric Manglings Pouring In

Thanks to everybody who responded to a recent off-the-cuff item a few weeks ago about how easily you can garble lyrics to hit songs. I've got a pretty good pile building, and I'd like to hear more examples of the "Papa John Creach"/"There's a bathroom on the right" variety of manglings. I'm going to hold on to the present stock, accumulate new ones, I hope, and then I think it would make a great column for R&R's Thanksgiving Turkey issue, in which we're soliciting the most colossal screw-ups in radio and record annals. So keep those lyrical misinterpretations coming.

A few odds and ends: RCA A&R VP Gregg Geller sent along a copy of a new single by RCA-UK artist Steve Carlton, who thereby qualifies for the rock 'n' baseball name crossover list with the Phillies (now White Sox) pitcher. CFNY/Toronto's Don Berns adds three more current bands whose names make complete sentences: Good-bye Mr. MacKenzie, It's Immaterial, and Gene Loves Jezbel.

Mix Managing Editor Blair Jackson volunteered two of his favorite weird band names, Zoogz Rift & The Micro-Mastadons (an earlier version of Zoogz Rift & His Amazing Shitheads, who were listed by Dennis Constantine) and the Inflatable Boy Clams. Chrysalis VP/Marketing Charly Prevost adds the unforgettable 99% Mom & Apple Pie 1929 Crash Band. Sean Ross, as part of a lengthy list of recent B/U artists which space does not permit my reprinting, nominates the immortal Phunky & The Oneness Of Juju.

Which reminds me I must be off to my self-realization class, where we will actually contemplate the oneness of juju, so see you all next time.



Billy Idol rings a bell

Two AOR classics, "Stairway To Heaven" and "Jumpin' Jack Flash," have been redone by, respectively, the Far Corporation and Aretha Franklin. The Rolling Stones rack up another cover in Jason & The Scorchers' "19th Nervous Breakdown," while the Hollies' "Long Cool Woman" comes up again via Phantom, Rocker & Slick.

"Barefootin'" was a 1966 smash by New Orleans singer Robert Parker, now a Pete Townshend single. George Thorogood revives a song Chuck Berry recut, "Reelin' & Rockin'" (the '50s version was fairly obscure, but the 1972 remake went Top 30. Berry also recut his own hit "School Days" with new lyrics and title, "No Particular Place To Go.") Thorogood also is getting AOR airplay with his live version of "Night Time," originally done by the Strangeloves in 1966.



REM's Pick To Clique: But can you tell which were the original "Superman" artists?

LIFE WILL NEVER BE THE SAME.



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That's Airplay:

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Z95 add 40	KTUX add	KYYY add
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WERZ add	KIKX add	99KG add
WSPK add	WIKZ add	KFMW add
93Q add	WFXX add	KGOT add
WBCY add		OK95 add

Rex Rocks, "Muskrat Love" Drops

MONDAY, NOVEMBER 10

1958/An auto accident near Marion, AR slightly injures **Sam Cooke**, kills his chauffeur, and leaves **Lou Rawls** in a coma and, according to legend, with a case of amnesia that he snaps out of on stage.

1960/**Gregg Allman** is given a guitar for his 13th birthday. By his 14th, he and **Duane** have formed a band in Daytona Beach called the **Kings**.

1977/Yank Me, Crank Me, Take My Breath Away, Dep't: **Ted Nugent's** "Cat Scratch Fever" tour winds up at Madison Square Garden. The opening act is **Rex**, featuring **Rex Smith**.

1984/**Frankie Goes To Hollywood's** "Welcome To The Pleasure Dome" debuts as the UK's #1 LP after initial orders of 1,099,500 copies break the advance orders record there.

Birthdays: Donna Fargo 1949, Tommy Facenda 1939-47, depending on what city you're in.

TUESDAY, NOVEMBER 11

1958/**Hank Ballard & The Midnighters** wax the first version of "The Twist" in Cincinnati's King Studios.

1969/**Jim Morrison**, on his way from Los Angeles to a **Rolling Stones** concert in Phoenix, is arrested for "interfering with the flight of an intercontinental aircraft and public drunkenness" after annoying a stewardess. She eventually drops the charges.

1977/**Ariola's Scott Shannon** announces the formation of the new-wave oriented **Zombie** label, whose two primary releases are "It's Gonna Be A Punk Rock Christmas" by the **Ravers** and a remake of "I Can't Control Myself" by the **Sunset Bombers**, one of whom is **Doug Ferger** of the **Knack**.

1984/**The Addriss Brothers' Don Addriss** dies of cancer at age 45.

1985/**Depeche Mode's** pre-"People Are People" set, "Catching Up With Depeche Mode," released. Also Asia's "Alpha."

Birthdays: Jim Peterik (Survivor) 1950, Andy Partridge (XTC) 1953, LaVern Baker 1929.

WEDNESDAY, NOVEMBER 12

1976/**Rod Stewart's** "Tonight's The Night" pushes "Muskrat Love" out of #1 CHR.

1977/**Ray Charles** hosts "Saturday Night Live," featuring the **Young Caucasians'** "cover" of "What'd I Say."

1980/**The St. Louis Post-Dispatch** accuses **KSLQ** of using SFX to fake helicopter traffic reports.

1982/**Producer Lenny Waronker** becomes President of **WB Records**. Also, **Laura Branigan's** "Gloria" peaks at #6 CHR.

1984/**Elton John** wraps up his "Breaking Hearts" tour with a New York concert at which he presents the Princess Grace Foundation with a check for \$50,000.

Birthdays: Neil Young 1945, Barbara Fairchild 1950, Arthur Tavares 1949, Booker T. Jones 1944, Bob Crewe 1931.



Neil Young, Freddie Ganitz, Mitch Easter, Frida Lyngstad.

THURSDAY, NOVEMBER 13

1965/**James Brown's** "I Got You (I Feel Good)" enters the US charts; the **Who's** "My Generation" enters the UK charts.

1974/Then again, would you lend your sportscar to the real one after "Highway Star"? A **Richie Blackmore** impersonator smashes up a borrowed Porsche in Iowa City, where he's eventually charged with felony misrepresentation.

1979/**Dolly Parton's** "Great Balls Of Fire" LP, featuring two disco cuts, including a remake of the title song, goes gold.

1985/**The Compact Disc Group**, an alliance between labels and hardware suppliers, announces its intent to disband by year's end after assuring member companies that it would operate at least a skeleton staff through 1986. Also, Mayor **Tom Bradley** declares "Rock & Roll Day" in L.A.

Birthdays: Timmy Thomas 1934.

FRIDAY, NOVEMBER 14

1975/**Queen's** "A Night At The Opera" LP released. Also, **R&R** warns rock stations to acquire a **SESAC** license before playing **C.W. McCall's** "Convoy." These days, it's "Grandma Got Run Over By A Reindeer" that requires **SESAC** royalties.

1977/**Crystal Gayle's** "We Must Believe In Magic" goes gold.

1980/**Pat Benatar's** first Top 10 single, "Hit Me With Your Best Shot," peaks at #9.

1984/Reggae star **Keith Hudson** dies at age 38 of lung cancer in New York City.

Birthdays: Stephen Bishop 1951, Scherrie Payne (Supremes) 1945, Freddie Garrity (& The Dreamers) 1940.

SATURDAY, NOVEMBER 15

1956/**Elvis Presley's** film debut, "Love Me Tender," opens in New York.

1969/**Janis Joplin** is arrested in Tampa for using "vulgar and indecent" language on stage when policemen ask her to make the crowd sit down and she refuses.

1974/The last **Rod Stewart & Faces** single is released on the same day that **Billy Swan's** "I Can Help" goes #1.

1980/Seminal AOR **KSAN/San Francisco** switches format to Country; also, the new "Saturday Night Live,"

without any original cast members, debuts with the **Bus Boys** as musical guests.

Birthdays: Alexander O'Neal 1953, Petula Clark 1932, Joe Leeway (ex-Thompson Twins) 1957, Frida 1945, C.W. McCall 1929, Mitch Easter (Let's Active) 1954.

SUNDAY, NOVEMBER 16

1965/**Bill Ham** demonstrates the first light show.

1971/**Led Zeppelin** gets a gold record for "Led Zeppelin IV."

1978/**Queen** plays Madison Square Garden. Since its current single is "Fat Bottomed Girls" b/w "Bicycle Race," the stage show does feature large-cheeked women on bikes.

1979/Despite **Rupert Holmes's** "Escape" being on its way up the charts, **MCA Records** folds **Infinity** into the parent company. **Styx's** "Babe" is #1 CHR.

1983/**Barbra Streisand's** "Yentl" has double world premieres in New York and Los Angeles.



ADAM WHITE

RECORDS

THIS TIME ON COMPACT DISC

Revisiting The Good Guys

Some of rock & roll radio's history is coming to compact disc. Dunhill is releasing a pair of CDs which draw from the "Cruisin'" series of albums originally created 17 years ago by onetime KHJ/Los Angeles PD Ron Jacobs, in conjunction with Watermark.

Al Bell's Steak Starts To Sizzle

The label set up earlier this year by Al Bell, former head of Stax, and Rick Frio, onetime VP/Marketing at MCA, is coming to market. Edge Records' first release is "U Turn" by J. Blackfoot, from the upcoming album "Mixed Emotions." The record was produced in Memphis by Homer Banks, who co-produced and cowrote (with Chuck Brooks) Blackfoot's 1984 B/U hit "Taxi" for Sound Town Records.

Edge is using independent distribution, and Bell said the company will release "four to six" more singles between now and Thanks-



giving "if the traffic will bear." The label's roster will combine new and established artists, he added, including several with whom he's previously worked.

Staff & Independents

Although Bell is known for his expertise in black music, he stressed that Edge will release pop and country product next year. "Obviously, we intend to develop a formidable position with R&B talent," he noted, "but we're going to be dealing with all types of music. Whatever it is, if we're able to handle it, we will."

Edge will be using independents in promotion, Bell stated, adding that the label will be building its own staff. Asked if some of his former associates will be among them, he replied, "I don't like to talk about the sizzle until you've tasted the steak."

Bell is President of Edge Records, which is based in Los Angeles; Frio is COO. They are partners in the label.

Just shipped is "Cruisin' 1962-63," which features the recreated radio shows of Russ "Weird Beard" Knight at KLIF/Dallas and B. Mitchell Reid at WMCA/New York. Coming at the end of the month is "Cruisin' 1956-57" with Robin Seymour at WKMH/Detroit and Joe Niagara at WIBG/Philadelphia.

Hits And Jocks

When they were first available on Increase Records via GRT, the "Cruisin'" albums contained 12 hits apiece. Some of those are missing from the two-for-one CDs (partly due to licensing problems), but all the oldies are original versions. Likewise, the reproduced radio shows are largely intact, with the jingles, station IDs, commercials and, of course, the jocks.

On "1962-63" are the Jaynettes, the Chiffons, the Isley Brothers, Lesley Gore, the Rooftop Singers, Randy & the Rainbows, Jan Bradley, the Kingsmen, the Shirelles, Don Gardner & Dee Dee Ford, Bruce Channel, the Sensations, Don & Juan, Gene Chandler, Barbara Lynn, Dion, Brian Hyland, and Barbara George.

On "1956-57" are Chuck Berry, the Mello-Kings, Little Richard, the Platters, Carl Perkins, the Spaniels, the Diamonds, Larry Williams, Jerry Lee Lewis, Lee Andrews & the Hearts, the Teen Queens, the Cadets, the Dells, the Five Satins, Dale Hawkins, and Johnnie & Joe.

Ryko Sampler

Another CD-only label, Ryko-disc, is releasing "The Cruisin' Years," a sampler containing extracts from all 13 of the original albums.

The "Cruisin'" concept was developed by Jacobs at Watermark, which licensed it to GRT for the first seven volumes (1956-62) in 1970. Subsequently, GRT bought the rights and carried the series — with additional albums issued in '72 and '73 — until going out of business in 1979. Bank of America moved in, and the "Cruisin'" line was sold to former GRT marketing chief Howard Silvers, who revived it in 1982 using re-recordings of many of the hits.

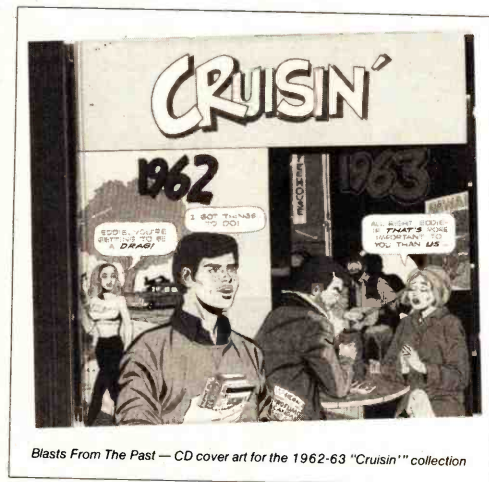
Now Silvers has done manufacturing and distribution deals with

Dunhill President Marshall Blonstein and Rykodisc President Don Rose, which bring the series (in part, at least) to CD. "These are as original to the 1970 recordings as they're ever going to be," commented Silvers, stressing how much work went into regaining rights to use original versions of the hits. There will be more "Cruisin'" on compact disc, he added, if the Dunhill and Ryko titles sell well.

More Legends

Marshall Blonstein expects that to happen, and reports a great deal of pre-release interest in his two CDs — including "daily" calls from broadcasters. The current enthusiasm for Gold-formatted radio can only help, he noted.

In addition to the "Cruisin'" titles, Dunhill will offer more oldies packages at the end of the year. "Toga Rock" features hits by the Kingsmen, the Premiers, the



Blasts From The Past — CD cover art for the 1962-63 "Cruisin'" collection

Seeds, the Isley Brothers, Cannibal and the Headhunters, the Soul Survivors, and the Swingin' Medallions, among others. "Beach Classics" offers surf/drag rock from Dick Dale, the Surfaris, the Chantays, the Trashmen, the Marketts, the Beach Boys, and Ronny & the Daytonas.

"Back Seat Jams" showcases doowop and similar oldies from the '50s and early '60s, and "Sock Hop 2" has pop/R&B selections from the VeeJay catalog. Also available: "Legends," a 20-track collection of Sun originals by Jerry Lee Lewis, Johnny Cash, Charlie Rich, Carl Perkins, and Roy Orbison.

'NO MEDIOCRE SHIT' EITHER

No 'Gutless Conformity' Here

Record companies don't spend money on image advertising the way they used to. Remember those double-truck, full-color ads in the trades every time an act went platinum? Those days are mostly gone and forgotten, although you can be reminded of them when visiting CBS Records in New York, since some of their ads from the '70s are framed and occupying wall space in reception areas.

There was one image-building advertisement which recently drew my attention — and maybe yours — with this memorable line: "Nonesuch Records: Standing apart from the slagheap of gutless conformity." Granted, the 23-year-old classical label can use that more easily than, say, MCA, but it's still a great slogan.

Forget Subtlety

It's also under license, so to speak. Peter Clancy, Nonesuch Director/Marketing, revealed that it was originally a remark made about the label by the *Chicago Tribune's* senior music critic, John Von Rhein. Permission to use the phrase was sought and granted, and now the copy even appears with a line crediting the newspaper (what? no residuals?).

"The feeling here was that we wanted to do something a little bit provocative," explained Clancy, "to aggressively make people aware that there are some signifi-

cant changes going on here in terms of musical direction. If you try to be too subtle, you're out of luck."

Those changes have seen Nonesuch reach beyond the classics to releases like "The World Sax-

ophone Quartet Plays Ellington;" "The Big Gundown," featuring composer John Zorn's interpretations of Ennio Morricone movie music; and "minimalist" works by Philip Glass, Steve Reich, and John Adams.

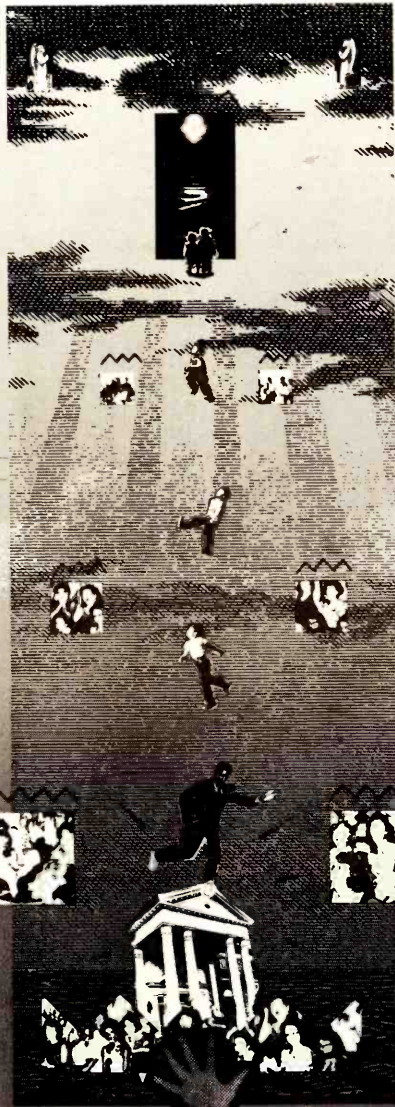
M(ostly)T(and)V

Said Clancy, "In those publications where we're looking for a new consumer, such as *Spin*, *Musician*, and *down beat*, we've used the 'slagheap' line. When we're advertising more straight-ahead classical material, we use 'Nonesuch: Putting the warehouses out to pasture.'"

Elektra, of which Nonesuch is a part, has been employing some unconventional image lines of its own, such as "No Mediocre Shit" in last year's New Music Seminar program. And for trade ads in Britain's *Musik Week*, the company calls itself "The best small label in America."

Then there was the copy which E/A thought of using in MTV's 1986 Video Music Awards program: "Mostly Tits and Violence," with a line in parentheses, "See what happens when Tipper Gore and Ed Meese write our ads for us?" But, said copywriter Steve Sussman, there were second thoughts. Unfortunately.





*"Maybe I've a reason to believe
We all will be received in
Graceland"*
Paul Simon

94Q	KIYS	WPFM
WARM	KSND	WVBS
WRSR	KOMQ	WSPT
K104	KXYQ	KKAZ
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TRACK 34

"GRACELAND" THE NEW SINGLE AND 12" FROM THE ALBUM GRACELAND

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BRAD MESSER

CALENDAR

Want A Calendar Change?

Doing the right thing isn't difficult. The inherent difficulty lies in determining what the right thing is. Then it can be done. Today I would like to ask you what the right thing is, in connection with the venerable Calendar section below.

Readers occasionally write or call to say that the today-in-history material sometimes arrives too late to be of optimum use to the jocks and newsmen who use it on the air. When the mail runs late, their R&R doesn't come until Monday and they've already missed the Monday material, or maybe they can't find the R&R because someone has slunk off with it.

The same kind of feedback arrives at the massive desk of my colleague Sean Ross, who recently polled his Datebook readers to determine whether there is a widespread preference for timeshifting the dated material by one week. The early returns, according to Sean, show Datebook users indicating an overwhelming preference for having their music history information a week in advance.

Naturally, he is seriously considering a change if the vote count remains so lopsided.

What's good for Datebook readers may also be good for you Calendar folks. How about it? Want the stuff a week early? The basic proposition is mercifully uncomplicated. If shifted, this issue's day-by-day information below would begin with November 17th, rather than the 10th.

I will make it very easy for you to express your preference. Rather than having you go through the often-busy R&R switchboard, I'll set up an answering machine at my residence in Orange County. Just call 714-633-3049, day or night. Leave your name and call letters, give me some indication of how the Calendar is used at your station, and vote for keeping the Calendar

dates current or shifting them to a week early.

If you want to vote, please do this week (thru 11-14). When the votes are in, I will go down the hall to the lavish Datebook suite and compare notes with Sean, and then we will both go in and present our results to the boss.

If there is significant sentiment in favor of running all the dated material one-week earlier, I will probably try to scheme up some way to make it look like it was my idea.

However, no matter who eventually gets the credit for determining what's right to do, the determination must be made, and the sooner the better. When the votes are in, we'll do the right thing.

One footnote: People have also told me that they would appreciate having Calendar cover seven days, rather than just Monday through Friday. Unfortunately, there just isn't space for that. It would be similar to squeezing in seven records where only five fit.

Beginning of the Dust Bowl

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Trapeze Artist Wore Tights

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FOR YOU**

**I'M NOT PERFECT
(BUT I'M PERFECT FOR YOU)**

M A N THE NEW 7" AND PERFECTLY EXTENDED 12".
H A T From GRACE JONES' forthcoming album *INSIDE STORY*.
T A N Produced by NILE RODGERS with GRACE JONES.
ON MANHATTAN HIGH QUALITY XDR[®] CASSETTES,
COMPACT DISCS AND RECORDS.



"Maybe I've a reason to believe
We all will be received in
Graceland"
Paul Simon

- | | | |
|------|-------|------|
| 94Q | KIYS | WPFM |
| WARM | KSND | WVBS |
| WRSR | KOMQ | WSPT |
| K104 | KXYQ | KKAZ |
| WERZ | OK100 | KOZE |
| WPST | 95XIL | KTMT |
| WBBQ | WFXN | KZFN |
| WBCY | Q101 | OK95 |

TRACK 34

"GRACELAND" THE NEW SINGLE AND 12" FROM THE ALBUM GRACELAND

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BRAD MESSER

CALENDAR

Want A Calendar Change?

Doing the right thing isn't difficult. The inherent difficulty lies in determining what the right thing is. Then it can be done. Today I would like to ask you what the right thing is, in connection with the venerable Calendar section below.

Readers occasionally write or call to say that the today-in-history material sometimes arrives too late to be of optimum use to the jocks and newspeople who use it on the air. When the mail runs late, their R&R doesn't come until Monday and they've already missed the Monday material, or maybe they can't find the R&R because someone has slunk off with it.

The same kind of feedback arrives at the massive desk of my colleague Sean Ross, who recently polled his Datebook readers to determine whether there is a widespread preference for timeshifting the dated material by one week. The early returns, according to Sean, show Datebook users indicating an overwhelming preference for having their music history information a week in advance.

Naturally, he is seriously considering a change if the vote count remains so lopsided.

What's good for Datebook readers may also be good for you Calendar folks. How about it? Want the stuff a week early? The basic proposition is mercifully uncomplicated. If shifted, this issue's day-by-day information below would begin with November 17th, rather than the 10th.

I will make it very easy for you to express your preference. Rather than having you go through the often-busy R&R switchboard, I'll set up an answering machine at my residence in Orange County. Just call 714-633-3049, day or night. Leave your name and call letters, give me some indication of how the Calendar is used at your station, and vote for keeping the Calendar

dates current or shifting them to a week early.

If you want to vote, please do it this week (thru 11-14). When the votes are in, I will go down the hall to the lavish Datebook suite and compare notes with Sean, and then we will both go in and present our results to the boss.

If there is significant sentiment in favor of running all the dated material one week earlier, I will probably try to scheme up some way to make it look like it was my idea.

However, no matter who eventually gets the credit for determining what's right to do, the determination must be made, and the sooner the better. When the votes are in, we'll do the right thing.

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ON MANHATTAN HIGH QUALITY XDR® CASSETTES.
COMPACT DISCS AND RECORDS.

C O L U M B I A FALL CLASSICS

**Gregory
Abbott**

"Shake You Down"



CHR Chart:

DEBUT ▶ 36

Nationally Most Added &
Most Active!
130/36 — 54%

Top Ten:
WPLJ 94Q
Z100 Y100

CHR Chart: 23-17

217/15 — 91%

One Of The Hottest

Top Ten: WHYT KATD
93FM KZZP KPLZ
KRBE KS103 KUBE
99DTX Z93



Bangles

"Walk Like An Egyptian"

Paul Young

"Some People"



WKSE 99DTX WARM
WPHD KWK Z93
CKOI KMJK WRSR
94Q KWOD WMMS

KZZP KLUC KRQ
WNNK KCAQ WKSF
WGFM KCPX KZFN
KSND KZZU



**The
Burn Sisters
Band**

**"I Wonder Who's
Out Tonight"**

Billy Joel #1 MOST ADDED!
"This Is The Time"



COLUMBIA RECORDS

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JOEL DENVER

CONTEMPORARY HIT RADIO

THE JOY OF NETWORKING

Learning The Moves Behind The Moves

No doubt on many occasions you've tracked a record's performance in R&R's CHR Parallel pages and couldn't make up your mind because some of the moves didn't meet your expectations. This is especially frustrating when you know the record will sound good on-air, it's beginning to sell in your market, and it's also ringing station phones.

When I programmed KCBQ/San Diego, for example, this combination of positives usually meant warming up a slot on the playlist no matter what the national action looked like. After all, poor performance in Peoria didn't mean it would be a stiff in San Diego.

But - returning to the original premise - what do you do when you have questions about a record's performance? You pick up the phone and get information straight from a programmer's mouth. This is better known as networking.

"Nothing is more dangerous in this or any other business than becoming stagnant, which prohibits growth and learning."

So with whom should you network? There are bound to be situations where your best radio programming buds can't help you on a specific record because of their market, playlist, or musical direction. Enter a new, semi-regular feature: the "CHR Reporter Musical Profile."

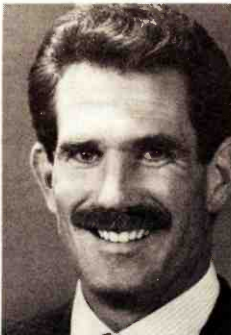
Prevent Stagnation

It's hoped this weekly information will help break down some barriers. Nothing is more dangerous in this or any other business than becoming stagnant, which prohibits growth and learning. A good way to prevent this is by sharing ideas with people who may be able to provide you with a new perspective. Even if you don't really know the person on the other end of the line, you're encouraged to reach out, inform - and learn. And if you discover a new friend along the way, all the better.

So look over the faces and stations pictured here during the next several weeks. They belong to our newest CHR reporters. Get to know these folks and discover what similarities their stations share with yours. The next time you see them move a record you're interested in, find out if it's because of sales, requests, or callouts. Pick up the phone and learn the real moves behind the moves.



KITY/San Antonio
(512) 225-5111



PD Brian White



MD Lisa Giles

KITY, Power 93, is musically aggressive, playing 85-90% current music, depending on the daypart. We use both active and passive research to determine rotations. Record store calls, requests, and our own in-house research are tabulated on a weekly basis. When adding new records, we look for music that fits our sound as well as our target demo. We also look at key markets with an ethnic make-up similar to San Antonio.



PD Gary Cummings

MD Steve Shannon



KZFN/Moscow, ID
(208) 882-2551

KZFN is located in a market loaded with college students. Between the University of Idaho and Washington State University, we have close to 25,000 students. Although there's more than one CHR signal to choose from, including several from Spokane, KZFN remains a dominant #1 with both the students and permanent members of the community. Our posture on music, especially new music, is affected by the 18-25 year-old group. We've always been very aggressive about exposing new and different records. This has been a successful strategy, and we will continue to play and promote new quality product. 70% of our music is current, with a four to five-hour rotation on our hottest tunes. The other 30% is split between recurrences and catalog material.



PD Jim Harper



MD Mike Bradley

end up crossing over. We do callouts for rotations and retail research, and we pay a good deal of attention to requests and on-the-street feedback.

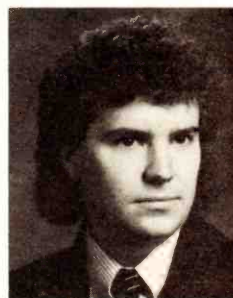


99DTX/Detroit
(313) 398-1100

99DTX is the most aggressive CHR in the market, so we call ourselves "Detroit's Music Leader." Our goals are to offer the biggest variety of music and be the number one adult rock station in Detroit. We're probably 80% current and 5% recurrent, with the gold going back to the mid-'60s. The gold must have a relatable sound that meshes with today's music. We probably have more of a rock than an Urban image, but we do play those Urban ballads that



WNYZ/Utica, NY
(315) 736-9313



PD Chris Mac



MD Rick Andrews

Our music philosophy is a four-step process. Determining what our listeners want to hear involves using requests, record sales, and speaking in-person to them at clubs and record stores. That's the first step. Steps two and three involve listening to all the product and paying attention to Rick Andrews, as he's constantly in touch with record companies and assembles our research data. Step four is our results for the week, which are the results of the data plus our combined judgment.



WINK/Ft. Myers
(813) 337-2346

WINK is currently charting a 40-song playlist. We normally have anywhere from four to six extras each week. Our ratio is about 60% currents to 40% recurrences, with a little more emphasis on recurrences in middays. MD Marty Berger spends considerable time on the phones with the record stores tracking sales, and keeps a running

Continued on Page 48

Learning The Moves Behind The Moves



PD Alex Stone

MD Marty Berger

Continued from Page 47
 tabulation on all requests. WINK will continue to be the market leader in our aggressive approach to adding new product that we think fits the station's sound. CHRs make the mistake of becoming too conservative, which makes a station sound boring and behind the times. New product keeps us interesting and gives us that blend that's so important.

utilizes a fulltime research department, which canvasses active/passive focus groups to determine trends and monitors requests and sales. Additionally, the jocks are on the street every day gathering as much feedback as possible. 90% of our music is on CD, and we use the slogan "laser rock" to showcase it. Listeners tune us in for music. And that's what we give them.

material. National position is secondary to our local feel, determined by retail, requests, and a very well attended "open door" music meeting. We want the station to have an image of being fresh, upbeat, and exciting, which means more currents and a tempo mix that leans toward lively songs. We are 70% current, 15% recurrent, and 15% gold. But for us gold can't be much older than five years. We're not scared to test new titles, and don't believe passive research will properly serve today's 18-34 year-old. Using our "gut," we find good old-fashioned listening helps discover dozens of valuable songs weeks before they make Breaker.



ON-AIR CONFESSIONS — Father Guido Sarducci recently left his robes and the Vatican behind to co-host the morning show at KMEL/San Francisco for vacationing zookeepers London and Engelman. Gathered together after listening to Guido's "fatherly" advice are (l-r) KMEL morning zoo crew member Sue Hall, Guido, and WB's Beverly Stevens.

BITS

• **Take The Money, Please** — KHFI/Austin gave listeners a chance to win \$10,000 in the "K98 Texas Lottery." Listeners received lottery numbers from the station or played by using their automatic teller cards in machines at 7-11s and listening to hear their numbers called. Each day ten lottery numbers were announced on-air. Morning personality J.R. Edwards stayed on-air until the \$10,000 was given away one morning. According to GM Chris Wegmann, "We wanted this to be the biggest cash giveaway in Austin's history."

• **It's The Singles Scene** — KEGL/Dallas promoted romance in the rutabagas when it sponsored a singles night at a Krogers grocery store. The event was hosted by KEGL personalities Jocelyn White, Andrea Lively, Julie Patterson, and Moby. The hook was that it allowed singles to meet in an atmosphere other than bars and nightclubs. Games and contests — including a "bun run," a "vegetable and fruit feel," and "bowling for turkeys" — were part of the event. Among the prizes given away was a trip for two to Mexico.

MOTION

Rick O'Bannon joins WMMS/Cleveland as parttime air personality, leaving his PD post at WOSE/Pt. Clinton, OH. . . WLS/Chicago announces the addition of Bob Bateman, formerly of WFYR/Chicago, as swing shift air personality. . . At Y94/Fargo, PD Stan Main leaves to program WCFM/Rochester as Jack Lundy adds programming to his MD and morning duties. . . KZZP/Phoenix moves Mike Elliot from middays to afternoon drive as overnighter Valerie Knight moves to middays.

Brian Kane becomes MD in addition to his 7pm-midnight slot at B98/Ft. Smith. . . At WQCM/Hagerstown, Steve Chase, last at WMJ/Long Branch, NJ, joins to do mornings and PD duties. . . New station WNCX/Cleveland will hit the airwaves with the following staff: Paul Tapie (from crosstown WGAR), mornings; Bernie Kimble (formerly at WHK/Cleveland),



Rick O'Bannon

middays; Denny Sanders (after 15 years at WMMS/Cleveland), afternoons; Spaceman Scott (also from WMMS), 6-10pm; and Nancy Alden (ex-WKDD/Akron), 10pm-2am.



WBAM/Montgomery, AL
 (205) 288-0150



KZOU/Little Rock
 (501) 661-0150



PD Steve Owens



PD Jerry Lousteau



MD Bob Jackson



MD Jon Allen

WBAM's programming position is to play the most continuous hits. The sound is mass appeal CHR aimed at the 18-34 demo, featuring a mix of Urban and rock. WBAM

KZOU is mass appeal, with emphasis on 18-34 year-olds. We're open to Urban and AOR crossover

JUST ANOTHER MANIC MONDAY — KIIS/Los Angeles is celebrating "Manic Monday" parties every Monday night at the Palace Theater. Organized by KIIS programmer Mike Schaefer, it will showcase new and developing acts, and demonstrates KIIS's commitment to new music. It was SRO for the kickoff party which featured Lewis & Clark and the Bangles in a free concert. In a surprise move, Prince and Revolution guitarist Wendy jammed with the Bangles for two songs. Shown (l-r) are KIIS' David Kort, Columbia's Bob Garland, KIIS' Steve Rowland and Mike Schaefer, Bangles' Manager Mike Gormley, LAPD's Laura Engel, Columbia's Peter Fletcher and George Chaltas, Bangles' Debbi Peterson and Susanna Hoffa, Columbia's Bob Wilcox, Bangles' Michael Steele and Vicki Peterson, Columbia's Ron Oberman. Kneeling (l-r) are LAPD's Pam Turbov, KIIS MD Gene Sandbloom and Programming Assistant Gwen Roberts.

"BIG TIME"

BIG TOUR

BIG ALBUM

BIG C.D.

BIG NOISE

"BIG TIME"

7-28503

THE NEWEST SINGLE FROM
Peter Gabriel

The Album, *SO*, (GHS/MSG 24088)

Available On Geffen
Records, Cassettes
And Compact Discs.

Produced By:

Daniel Lanois

And Peter Gabriel

Management:

Gail Colson/Gailforce

Don't Miss Peter On Tour Now!





STEVE FEINSTEIN

AOR

REASONS TO BE CHEERFUL, PART ONE

Summer Sweep Snapshots

Those lazy, hazy days of summer yielded anything but lethargic ratings for rock radio. Here are behind-the-12+ overviews from some of the interesting races in the first summer sweep of Continuous Measurement for the top 75 markets. At presstime, not all the books had arrived at R&R World Headquarters. In two weeks, we'll bring you a comprehensive AOR ratings scoreboard.

New York

A healthy book for WXXR (3.1-3.3), and not only because of Howard Stern's increasingly awesome showing in mornings. Yes, Stern completely dominates men, both 18+ and 25-54, by a healthy margin and with twice the total men of any other station in town except for two News stations. But what's got 'XRK really growing is that it beat rival WNEW-FM (3.9-3.5) in men 18-34 in middays and evenings.

'NEW-FM is down but far from out. It still takes the men in afternoons, and because it attracts two-three times as many women and teens as 'XRK after 10am, leads 12+ by a comfortable margin everywhere outside of mornings. PD Charlie Kendall is filling in on mornings while he searches for a new wake-up show. If he elects to bring in someone from outside of the market, it'll be the first non-New York voice to take on any 6am-10pm 'NEW-FM shift in well over a decade.

Los Angeles

KLOS (3.4-3.7) is a hair in front of KROQ (3.8-3.6), while KMET slipped 2.2-2.0 for its thinnest 12+ in over ten years. KLOS stayed ahead of Gold dynamo KRTH-FM in men 25-34, while also nipping KROQ in men 18-24 for second

place honors behind Urban stronghold KPWR.

'Mellow rock' KNX-FM debuted with a 1.4, rearranging its demos to a 25+ skew after its last CHR book (1.8) as KKHR. "Pure Rock" KNAC/Long Beach was up again, 1.2-1.4, doing so with a cume that is only a third of KMET's and a quarter of KLOS's. Also interesting is that, while worlds apart musically, KNX-FM and KNAC had identical men 25-34 shares, though KNX-FM carries more 35+ men and 25+ women.

Fall will be fascinating in this six-AOR market, as new Classic Rocker KLSX attempts to make 25+ inroads against both KLOS and KRTH-FM, which dominates men 25-54 and reigns as one of the country's most powerful Gold stations.

Chicago

Personality radio dead? Gimme a break. It's difficult to think of any station that's ever had a stronger drivetime one-two punch than WLUP's Jonathon Brandmeier and Steve Dahl & Garry Meier. In fact, all dayparts were up as the Loop moved 4.6-5.6 for its best book ever, with the exception of the (in)famous "Disco Demolition" 7.3 from summer '79. But what a demographic difference seven years makes - now the Loop is second vs. ninth in adults 25-49; in teens, the Loop was dominant and

now it's tied for fifth with a paltry 2.6 share.

Some highlights:

- Overall, the Loop was #1 men 25-54 for the first time.
- Brandmeier has close to a 30-share in men 18-34, and was #2 men 25-54 by a tenth of a point.
- Steve & Garry have over a 20 share of men 18-34, and are clear and away #1 men 25-54.
- Midday oldies mavin Bob Stroud was tops in men 25-54.
- Rivals WXRT (3.1-2.9) and WCKG (2.2-2.0) both eroded slightly.

Philadelphia

Take your choice of why WMMR continues to cause jaws to drop:

- Moving 10.9-11.5, 'MMR was up for the seventh book in a row and #1 overall for the sixth consecutive sweep.

• Morning man John DeBella, who's increased in every book for the last three years, finally topped News KYW for #1 honors 12+.

• 'MMR is the market's only station in double digits for both men 25-54, where it more than doubles second-place Country WXTU, and adults 25-54, where it enjoys a comfortable four-point lead over AC WMGK. Most amazin' of all, perhaps, is that 'MMR tied 'MGK in women 25-49; has any other major market AOR ever come in first in that demo?

Sorry for the gushing, but I propose that 'MMR has a legitimate claim as the most consistently dominating AOR in history. Why? Because its accomplishments have come in a three-AOR market where its competitors have all been in the format over ten years and have heritages of their own.

Fall to be a ball as WYSP (flat at 3.6) puts DeBella to the test by simulcasting Howard Stern. 'YSP is touting that he beat DeBella in a favorite disk jockey write-in poll conducted by a local paper.

WIOQ, down 2.6-2.5, has recently tightened up and, while still imaged as an alternative, is not as far ahead of the pack on new music as before.

Houston

KLOL, which gained 3.8-5.0, registered its first up book in a year and landed on top in men 18-34 and 25-34. Houston rockers got wise to what was up at KSRR, which slid 4.8-2.9 as it transitioned to CHR KKHT.

The station that claims the title of being the first Classic Rock outlet, KRBE (AM), may have also benefitted from KSRR dropping the rock. KRBE's 8.1-2 was its best showing in a year.

It'll be a fun fall, with KSRR out of the rock race altogether and new Classic Rocker KZLX a factor with some key execs from KRBE on its team.

Continued on Page 54



Ken Kercheval ("Cliff Barnes" on Dallas) gives WDIZ/Orlando PD Rad Messick a light on Rad's 30th birthday as 'DIZ's Greg Morgan observes.



Three who lead veddy, veddy rich and famous lifestyles: producer John McGhan, Jay Leno, and Robin Leach.



Legendary British rocker Spencer Davis (second from left) helps KZEW's Temp Lindsay (third from left) interview David & David's David Baerwald (far left) and David Ricketts (far right).

ROUND ROBIN BROADCAST

Stations Link Up For Simultaneous Remote From L.A.

So you thought there were no good new ideas under the sun? Noted radio producer John McGhan has come up with one: bring a number of stations from different markets to an exotic setting and produce simultaneous remotes from a central location for them.

His initial venture was bringing KZEW/Dallas and WDIZ/Orlando to Los Angeles the week of October 6 for five afternoons of star-studded satellite broadcasts from Carlos & Charlie's, the Sunset Strip nightclub where Joan Rivers often tries out her new material.

The arrangement involved both stations broadcasting simultaneously from the same room. Each station sets up a table at a different spot in the room, and the celebrity guests are interviewed by one station and then move on to the other. The broadcast happened noon-4pm L.A. time, so listeners in Dallas heard it 2pm-6pm in Dallas and 3pm-7pm in Orlando.

The mix of celebs included rockers - Billy Squier, Joan Jett, Alice Cooper, Ronnie James Dio, John Kay, and members of Wang Chung, Motels, Cheap Trick, and REO Speedwagon, - along with comedians such as Jay Leno, Sandra Bernhard, and Kip Adotta, actors from "Dynasty," "Dallas," and "St. Elsewhere," and celebs such as Dr. Timothy Leary, Boom Boom Mancini, Robin Leach, and Jerry Reuss of the L.A. Dodgers.

Both stations did "Let's Do Lunch In L.A." promotions, flying out different winners each day to have lunch with some of the celebs, attend the broadcast, and then fly

home that night.

'DIZ PD Rad Messick estimates the entire event cost \$16,000, including airfare, accommodations, satellite time, and fees. He says, "We promoted this to our audience as history in the making - nobody in this market has ever gone out of town to do a live broadcast before. 'PM Magazine' and 'Entertainment Tonight' go on location all the time; why shouldn't radio? This kind of creativity keeps radio fresh and interesting, and makes your station really stand out from the crowd."

The obvious advantage of this "networking," explains Messick, is that "with two to five stations involved, there's more drawing power to get stars, and we can cover five major markets at the same time."

'DIZ was able to do all its regular features each afternoon, and even enhanced them by adding a surf report for Malibu to its local report and having the celebrities present the station's Top Five At 5 request countdown.

McGhan plans future broadcasts based around events such as the Grammys (KISW/Seattle and WIYY/Baltimore are reportedly committed) and the Super Bowl. For more info, call him at (213) 850-7417.



CHECKING THE EQUIPMENT - How do I get some visibility when there's no big fall promotion lined up, wandered KFMX/Lubbock morning loon Dale Dudley. Solution: have his sidekick accuse him of being gutless and challenge him to jump out of an airplane. After building up to the event for two weeks, Dudley performed his rookie jump while broadcasting live, using a base-to-base radio with a headset mike. He tied in the promotion with a new skydiving company that reported booming business from the publicity.

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DAN O'DAY

AIR PERSONALITIES

The Gary Owens Interview — Part Two

This week I conclude my interview with the "Babe Ruth of radio," Gary Owens, covering his 20-year stint with KMPC/Los Angeles and recent activities.

R&R: After KEWB/Oakland, you went to KFVB/Los Angeles and then to KMPC. Why did you make that move to KMPC?

OWENS: At that time there was a little bit of a stigma about being a rock and roll disc jockey. You would do the Clearasil and dance party commercials, but in those days they seldom used a rock and roll disc jockey as a spokesman for Xerox or General Motors. I felt it was a little limiting, and that's the main reason I went over to KMPC. Once I was in Hollywood, I knew I wanted to make my living in other areas as well as radio. I always loved radio and still do, but I wanted to experiment more with television as an actor, performer, writer and voiceover person. KMPC was perfect for that because it was the great-middle-of-the-road station and was heard by most of the producers of TV shows and motion pictures in those days. So they'd say, "Oh, yeah, sure... use Owens on that thing. I hear him on the way home every afternoon." And KMPC did promote me very well; I was on a lot of billboards, bus cards, and so on.

R&R: You were at KMPC from 1962-82. What caused you to leave after 20 years?

OWENS: There were changes. It was a difficult time. New people had come into the radio division who had not been in radio before, and they referred to it as the "Grand Hotel," meaning that it was this great hotel that was ornate and elegant but which they felt was not keeping up with the times. So instead of using a slow process, they immediately decided they were going to have an influx of rock records on an audience that had grown up with Sinatra, Benny Goodman, and Henry Mancini. They pretty much chased the audience away in a short period of time. Then they went talk...

R&R: During the Great Talk Radio Scare of 1982.

OWENS: Yes! It was during that period that I was a little disenfranchised. They wanted to go in another direction, but I don't think they knew what direction.

R&R: What was it that told them changes needed to be made?

OWENS: Their new boss.

R&R: And what was it that told him that?

OWENS: I don't know.



Gary Owens

R&R: As I recall, the ratings weren't at the top of the market, but the billings were.

OWENS: The billings were very, very high. KMPC was never a number one-rated station overall but it always did very well in 25-54.

It always made millions and millions of dollars. It was a very successful radio station. I came there more or less as a kid and left as a more mature adult. Then I joined Gannett. Wally Clark came in from St. Louis to KIIS-FM and KPRZ, which was a Religious station he decided to change to Music Of Your Life. So he hired me for mornings.

R&R: How did it feel going from KMPC to a relatively unknown entity?

OWENS: Well, the feeling was not one of diminution, but it wasn't the same. It becomes second nature to you to drive into the same parking lot for 20 years, and go to the same parking space. Then suddenly you're with a new organization—a very good organization, a giant. Gannett is the biggest all-media corporation in the world.

But I don't change easily. If I've been going to the same restaurant for ten years and suddenly a brand new restaurant opens up next door, it takes me longer than other people to try it out. So there was that feeling for the first five or six months of saying, "Why did all that happen?"

R&R: I think there were a lot of people who never really found out you were at KPRZ.

OWENS: That's true. Most people didn't know what had happened to me, and to this day most people say, "Oh yeah. You were on that Valley station!" They thought that KPRZ was somewhere in the San Fernando Valley; they never really were sure of its identity.

R&R: You were on KPRZ for three years and then they decided to simulcast KPRZ with KIIS-FM.

OWENS: That's right. The plan was to try to capture the same success they'd had with KIIS-FM.

R&R: Then you moved over to KKGO. If you were to go back and look at clippings in the L.A. Times or in R&R from six months ago, we'd find you saying how wonderful it was at KKGO... and then all of the sudden you left for KFI. What caused that?

OWENS: That's a very good question. I ask myself that all times, because it was wonderful there. KKGO is a great radio station, and I enjoyed it very much. I know sometimes when people read an interview with me, they get the impression that I'm kind of a "Happy Face" button, that I think everybody is swell. But, in truth, they were very nice to me at KKGO. KFI simply made me an outstanding offer. As part of the deal, I get Pat Sajak's birthday off.

R&R: It seemed that, demographically, you had an audience that you could reap in terms of their being upscale and educated.

OWENS: They are. Although it's kind of interesting that a jazz audience doesn't necessarily go along with humor as much as other audiences, because they are so much into the music.

Disappointments

R&R: Thousands of disc jockeys in smaller markets look at your career and think, "My God! He's the best-known disc jockey there is. He makes a lot of money, does all that voiceover work and writing and performing, and his friends are big Hollywood stars." They probably couldn't imagine you ever having any career setbacks. Are they right?

OWENS: Well, of course, there always have been career setbacks. It may not seem that way on the surface, but there are many times when you will take jobs that may not turn out to be what you think they are. From day to day, there are setbacks. There are things you think will happen that don't.

A year ago I was up for five TV pilots, and none of them sold. It was a great disappointment. When

you're in show business, the degrees of frustration and depression are much higher because the rewards are much higher. If you own a drugstore and say, "Well, I hope to increase my billings by ten percent next year" and it goes up by only five percent, it's a disappointment — but the world doesn't know about it. If you're a baseball player, your box score is in the paper every day. And if you see somebody in show business and he's hoping for a new series and suddenly it doesn't sell... the disappointment level is very high.

R&R: Let's say you're going to do a bit tomorrow, whether it's topical or a silly commercial or whatever. Are there any things that are different now from the way you would have done it 15 years ago?

OWENS: Yes. I think I've matured a bit more, and my knowledge base is much stronger. I use the telephone more frequently than 15 years ago, and my editing is much faster. I might take 30-40 seconds to do a joke or story that would've taken 20 seconds back then. I might even make a bit last up to a minute, because you can still make the jokes happen one after the other, or they don't have to be there until the very last line. At KKGO I sensed that the audience over there didn't want so much silliness. I purposefully became more anecdotal.

One thing that has happened to me over the years is that I've become a little more topical within the framework of humor, even in the recorded bits. So if someone is in the news, I include it in the bit, whereas in the past I might have used it as a topical throwaway line.

R&R: I don't recall ever hearing any stories about something you did on the air that caused any kind of brouhaha, problem with a sponsor, or problem with management. I'm guessing that in 30 years, however, there must've been one time when somebody didn't like something you said.

OWENS: I don't ever do anything purposely controversial. My feelings are always on my sleeve. I do have a lot of empathy for people, and I never deliberately hurt anybody. And I've always tried to be as commercial as possible. I know who pays the bills. If you don't have advertisers, you don't pay those bills. So I've always tried to protect the advertisers — the clients — if possible.

R&R: How do you feel about using blue material on the air?

OWENS: Well, I think we're living in a different time than we did

even, say, ten years ago. Howard Stern might try to get two lesbians fixed up on a date; I can't do that kind of a show, because that isn't what I do. I may not get a blue line but sometimes a double-entendre occurs in general conversation, although I never plan it that way. And there are certain things that may sound dirty that are not dirty: "Premature jubilation." There's nothing wrong with that, but people will say, "Hey, I heard him say that on the radio!"

I suppose anything and everything has a place in radio, except that you have to alter it to fit your room. If you're appearing in person as a comic or an emcee, you probably wouldn't do blue material at a Daughters of the American Revolution convention. You would do blue material at the Friar's Club. The only problem with radio is you don't know who's listening, so you have to go for that gray in-between.

"I think I've matured a bit more, and my knowledge base is much stronger... I've become more topical within the framework of humor."

R&R: What about political?

OWENS: I try to stay away from it as much as possible, because half the people are Democrats and half are Republicans...

R&R: And the other half probably don't care...

OWENS: That's right; the other half is unaccounted for.

R&R: Speaking of Howard Stern, what do you think of him?

OWENS: When I'm in New York, I listen to Howard, Joey Reynolds, Don Imus, and Scott Shannon to see what's happening. They're all very talented.

R&R: Any opinions about Zoo formats?

OWENS: I think they've helped radio a lot. Morning shows a couple of years ago had gotten kind of dull. I think the Zoos probably did brighten up a lot of spots. I think there's been an excitement added to radio because of Zoo-type shows.

R&R: How long do you plan to stay in daily radio?

OWENS: I love daily radio. I guess I'll stay for as long as it remains exciting for me... or until Emma Sammis makes me a sexual overture I can't refuse.

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LON HELTON

COUNTRY

WKHX VS. WYAY, PART 1

Atlanta's Burning Country Battle

Not since Grant stood at the city gates with a torch in his hand has there been this much animosity in Atlanta. There was more love between the Hatfields and the McCoys. Joan Rivers says nicer things about Elizabeth Taylor than these two say about each other.

The WKHX-WYAY battle has escalated into more than a contest between two radio stations. It's become a clash of personalities. A difference in styles of doing business. One programming philosophy versus another.

"It's a no-prisoners battle," as WYAY OM Bob Neil put it. "I don't think there's anybody in this building who has any love for them. And I know they don't have any love for us. It's a classic battle between a personality Country station and a jukebox."

Almost all of the Atlanta-based record people I talked to began our conversation with the same words: "Those two hate each other."

So what's going on in Atlanta? The situation's complexity makes it a difficult picture to paint. Getting the story from the outside is tough, since I'm not sure the two could even agree it was the same day of the week. But here's a look at the most intense and interesting battle going on in Country radio.

Prologue

Over the years, WKHX has been one of the foremost — and one of the most successful — practitioners of the Continuous Country format in its purest sense. Throughout the WYAY siege, it had steadfastly clung to the basic tenets of Continuous Country. In the past few months, however, WKHX has begun to evolve, the details of which OM Neil McGinley will get into later.

WYAY went Country a little over two years ago, positioning itself as the musically aggressive, personality-oriented alternative for Atlanta Country listeners. It has taken direct shots at 'KHKX on the air, on the street, and perhaps most pointedly in GM Bob Green's newsletter "The Greensheet."

Country Is The Question

Both stations say "we play the best of the current product mixed with the best of yesterday," but that's where the agreement ends.

"We believe we're the station playing true country music in Atlanta," stated McGinley. "Is Johnny Rivers country? Is Roger Whittaker? Their oldies base is very crossover-oriented."

Neil countered by pointing out that the music Atlanta Country listeners accept is very broad. "I'm not suggesting that Country stations everywhere should play CCR, Springfield, and Ronstadt. You



Neil McGinley

have to know what your market wants. It works very well for us."

WYAY sees itself as more musically aggressive than 'KHKX. This situation is somewhat contrary to Neil's background in AC, where he admitted, "I usually let the guy across the street test records for me." But Continuous Country stations are notoriously slow in adding current product, often waiting until records are in the top 30 nationally. This resulted in a different current record policy than might have been set otherwise.

"The competition forces us to be more aware of music that's available," said Neil. "When you're aware, you're going to spot great developing acts and go on them earlier than you ordinarily might."

"MD Rhubarb Jones and the team of people we have listening to records know what the music on this station is about. This gives us an advantage over guys who, with all due respect, wait for records to happen in the trades."

"We were one of the first stations to get behind Randy Travis and Dwight Yoakam. This happened because we got the feeling the record companies were committed to those acts. Because we liked what we heard and felt those types of acts were emerging as major factors in country music, we went on them a lot faster than KIX did."

"Listeners know we did major concerts with these emerging superstars, and I believe that gives us a competitive edge."

Neil admitted to being "very conservative" on some things. "Being first on records isn't important; playing only the best records is," he said.

Has Y106's stance on music affected KIX? "Definitely," said Neil. "They made major changes after the spring ARB was issued. They contemporized their music, started to go earlier on some acts, became more picky about what they played, and have become a much better radio station than they were six months ago. Competition does that."

Disputing some of Neil's claims about "breaking acts" and other things, McGinley said, "I don't believe that's true at all. If you talk to the local record people you wouldn't find much support for that philosophy. On some selected records they might be earlier, but on others we're earlier."

"We don't take chances, and I'm sure they don't either. When a new record by a big act comes out, we take a hard look at it and may go on those early. But in terms of breaking new acts, if they believe they're in the forefront, fine. But I certainly don't hear that on their radio station." (For Atlanta-based record reps' views on this and other matters, see the accompanying article.)



Bob Neil

What about new artists? "What's a new artist?" asked McGinley. "Is T. Graham Brown new? We play him before they do. Is Sawyer Brown new? We go on them before they do. But I don't think that's by design. They play 19 or 20 records; we play around 30. The numbers tell you we can accommodate more records more easily. And we played Travis before they did."

Neil said WYAY leans toward adding contemporary-sounding records, regardless of how long the artist has been around, provided the quality and label commitment are there. His feeling is that this is a better way to attract younger demos.

What does it take to get on WKHX? "Anything that shows strong early chart action gets

Atlanta By The Numbers

12+

	Sp '83	F '83	Sp '84	F '84	Sp '85	F '85	W '86	Sp '86	Su '86
WKHX	9.7	9.2	10.0	6.7	8.9	6.6	6.2	5.3	5.8
WYAY	—	—	—	2.4	3.3	4.9	4.6	6.1	4.3
WPLO	2.9	2.9	2.6	1.9	1.7	2.1	1.2	1.2	1.0

25-54 rankings

WKHX	1	1	1	5	3	4	3	8	6
WYAY	—	—	—	12	11	10	7	6	8
WPLO	10	10	12	15	14	14	16	16	20

(Source: Arbitron)

noticed," said McGinley. "I don't care who it is. If it continues to move, it gets played."

Asked about the modern/traditional mix, McGinley answered, "Our mix is responsive to the way the music from Nashville is changing. For all the talk you get about Randy Travis, George Strait, and Ricky Skaggs, I'd say that Country as a whole is becoming more contemporary. The stuff Country's playing today would have been pop five years ago. That's what affects us the most."

Despite its high personality profile, WYAY plays a lot of music, emphasizing ten in a row. But WKHX, McGinley maintains, owns the music position. "WKHX never plays fewer than three in a row and often more than that," he said. "But we don't keep saying 'here's another three in a row' over and over. Music is a very important part of the radio station. I let the audience know about it without beating them over the head with it."

"Outside of morning drive, there might be isolated hours we play more than they do and vice versa. But over a broadcast day, there's not a whole heck of a lot of difference."

On the Air

Talking about WYAY's on-air persona, Neil flatly stated, "We are the most forefront, personality-oriented station in Country radio today. We're all day, all night full-scale personality. There are parts of the day we're more music-intensive than others, but ours is a full-fledged personality format. Our people are encouraged to have a lot of fun on the radio and say what's on their minds."

"We still play ten in a row, including no-talk segues. But the times we do talk, we say something besides just the calls, time, and a liner card."

Asked to compare the ten-share station of two years ago with the

WKHX of today, McGinley said, "That station might have been a tad predictable. The station we have today has a higher level of excitement. The jocks are now a little more forefront, more involved with the community, the music, and in what they're doing. They're even more involved in the basics, because they're doing more than just playing music and back-announcing. All of this is within the context of a format which is very music-intensive, and will continue to be so."

Morning drive houses the most glaring difference between the two stations. Y106 features a free-wheeling morning zoo. WKHX has a jock and a newperson who interact. They're joined by traffic and weather people. "It's a very structured kind of thing; I try not to let them get out of control," said McGinley. "Our audience is adult, and we treat them as such. We strive to be warm and friendly."

Contesting

The philosophical differences between the stations extend to the realm of contesting, too. WKHX gives out hard cold cash, and plenty of it. It used to offer a \$10,000 three-in-a-row guarantee, with a few \$25,000 jackpots thrown in, but hasn't used that promotion in the last couple of years. Instead, it now gives away one or more \$10,000 prizes a week via the "listen for three specific songs in a row" vehicle. It also gives away concert tickets and the like.

As for WYAY, Neil said, "Make no mistake, we've been aggressive contest-wise, but we've never matched their dollars. Last spring, we gave away his and her pickups with \$10,000 cash. We've also given away trips, albums, concert tickets, all that kind of stuff. We run basic, simple quarter-hour main-

Atlanta's Burning Battle

Continued from Page 56

tenance contests. We haven't handed out any awesome sums of money, so I guess compared to KIX we're pretty conservative. We've never gotten into a money war with them."

Asked why not, since so many intense Country battles have turned into money wars, Neil said, "We have a much better radio station than they do and that's what's going to win 95% of the time. They might buy a book or two as time goes on, but we have the better product. If we tell people about that product, folks will recognize that in both the long- and short-term."

Outside Promotion

Regarding billboards and TV, WYAY's Neil said, "We're very active, although KIX has outspent us two-to-one in raw dollars since I've been here (December 1980). But we're on the streets a lot, including showing up at KIX's concerts and promotions."

WYAY is presently using Chuck Blore's "Janitor" TV spot. Last spring it used an "apology spot" featuring GM Green apologizing for comments made by the morning zoo crew, while the crew made fun and threw stuff at him.

Crosstown, McGinley said, "WKHX has always been a strong user of TV and billboards. We've used variations of Blore's 'Deborah' spots for the last five years."

No longer using "Deborah," WKHX has opted for a locally-produced spot of its own this book.

McGinley said you have to see it to fully appreciate it, but I'll describe it as best I can.

The spot opens showing a line of radios. A hand appears and tips them over; the radios fall very slowly. The voiceover states there are 40 radio stations in Atlanta, "but only one gives away over a quarter of a million dollars a year. Only one plays 52 or more minutes of music per hour. Only one gives

"Y106 has never out-curved us. We're the station of choice for the Country listener in Atlanta. We will not be the number two Country station."

—Neil McGinley

away \$10,000 or more every week." Amidst a big finale, one radio is left. It has a digital dial displaying the message: "KIX101 FM: The only one."

Positioning

Explaining the WKHX plan of attack, McGinley said, "I have to go for the market, do what I think is right for my marketplace and my audience without worrying about them and what they do. We are Atlanta's best Country station. We are the station people go to for music, and we've never lost sight of that fact."

"Sure, we're evolving. There

were some opportunities we were missing. We're more aware that those opportunities are out there; WPLO has helped us see them. Maybe competition is good in the respect it makes us both better radio stations. But Y106 has never out-curved us. We are the station of choice for the Country radio listener in Atlanta."

Describing the philosophy under which WYAY has operated, Neil said, "Country radio has been boxed into an older-skewed format by a lot of people. We don't think that's necessarily the case. We're third 18-24 men, TSA (summer '86 ARB). We have a broad appeal; that's our purpose."

"For so long, Country stations haven't programmed themselves the way ACs and CHRs have. The attitude has been 'play country music and the audience will come.' We've tried to be a good station which meets all of the needs of the target audience. This is the most consistent plan I've ever operated a radio station under. We set the plan when I got here, and from that point forward it became a game of execution."

Ratings Reactions

A glance at the ratings box elsewhere on these pages shows some of the market's history. Notice that the total Country shares haven't grown despite the increased competition and heightened Country awareness.

As McGinley pointed out, "Don't forget a few other stations have entered the market, many targeting 25-54. Overall competition has grown as intensely in the market as it has in the Country arena."

With respect to WKHX's declining shares, McGinley said, "Obviously, anytime you have competition they have to get a number. Realistically, you know it comes at your expense, so you take acceptable losses. They're acceptable as long as you're on top and they're on the bottom."

Asked if it isn't possible to let a decline go on too long before adjusting your programming, McGinley said, "Only if in your heart of hearts you believe you're too far off. We got beat last book, but our curme was still solid. So there was no reason to panic."

"They sat down at our table and demanded a piece of our lunch. They can have a bite, but when they try to take our whole sandwich it's time to punch back. That's what we're doing now, within the confines of what we think is right. What we're doing got us a ten share; how much should we change? We just have to keep plugging along. The key to what we do is consistency. The changes we've made have been perceived well in the marketplace. If you believe in what you're doing, the marketplace usually responds. There are a lot of battles to be fought before a winner is declared."

Referring to the spring book, the only time WYAY has beaten

WYAY

8-9am Friday, Oct. 24

ALABAMA/Take Me Down
JUICE NEWTON/Cheap Love
LINDA RONSTADT/That'll Be The Day
DON WILLIAMS/Heartbeat In The Darkness
WAYLON & WILLIE/Mamas Don't Let Your Babies
PATSY CLINE/She's Got You
GEORGE STRAIT/It Ain't Cool To Be Crazy
DOBBIE GRAY/Drift Away
BELLAMYS & FORESTER SISTERS/Too Much Is Not Enough

3-4pm

ALABAMA/Roll On Eighteen Wheeler
MERLE HAGGARD & WILLIE NELSON/Pancho & Lefty
RANDY TRAVIS/Diggin' Up Bones
RITA COOLIDGE/We're All Alone
STATLER BROTHERS/Oh Baby Mine
KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer
TANYA TUCKER/Just Another Love
EAGLES/Take It To The Limit
JANIE FRICKIE/He's A Heartache
T. GRAHAM BROWN/Tell It Like It Used To Be
FORESTER SISTERS/Lonely Alone
MICKEY GILLEY/Tears Of The Lonely
JUDDS/Grandpa
MICHAEL JOHNSON/Give Me Wings
OAK RIDGE BOYS/Tryin' To Love Two Women
EXILE/It'll Be Me

"We have a much better radio station, and that's what's going to win 95% of the time. They might buy a book or two as time goes on, but we have the better product."

—Bob Neil

WKHX, McGinley asked, "Was the spring book real for them? The 4.3 this book is in their range. By the same token, I have to look at our spring 5.3. It wasn't in our range, but I can't assume it wasn't real. It did get our attention, though."

Neil said, "I don't think we got a kiss last spring. We had a big curme increase, the result of an aggressive marketing campaign. I think the spring book was realistic. This book, you just have to say things didn't turn out right for us. You have to have the poise to know why things happen and just stay with your game plan. The mark of a winner is knowing when not to make changes. In the last couple of months, they've tried to emulate some of the things we've done. But I've always thought the original beats the copy every time."

This Book

What do the two OMs think about the summer ARB's outcome? "We looked at it and threw it away," said Bob Neil. "Out of the 12 weeks of the sweep, we always had at least one person on vacation every week. Vacations will hurt a personality-oriented station a lot more than a jukebox."

"Also, due to the distribution of the sample, two full shares of Country listening went away. I think they'll come back. Every-

body here believes in what we're doing. We believe ours is the better station."

McGinley observed, "We see this book as a positive sign: we went up and they went down. In fact, they went down rather dramatically — by one-third of their audience."

Final Shots

Summing things up, WYAY's Neil said, "This is a real tough battle, but KIX has a lot more to lose than we do. They're owned by a huge mega-corporation, and we're an employee-owned company. (NewCity, formerly Katz.) They have a lot more to lose in the long run."

"Atlanta can support two different kinds of Country stations. We came in here with that idea, thinking we could make a lot of money doing what we're doing. Those guys are used to taking a lot of money out of this market and running an operation that doesn't require much by way of expenditures."

"When WKHX was the only Country station in the market, it was able to send huge amounts of profit back to the home office, something it's not able to do anymore. So while we look like a hero to our company by what we've been able to do, they don't quite look like a hero to their company."

"Cap Cities/ABC paid \$6.7 million dollars for WPLO, more than was paid for either WKHX or WYAY. There's got to be some pressure there, and they're under more pressure to succeed than we are."

McGinley concluded, "You put the best product you can on the air, promote it as well as you can, and let the audience decide. That's all you can ever do."

Next week: The GMs and Atlanta-based record reps offer their views.

WKHX

8-9am Friday, Oct. 31

DON WILLIAMS/Then It's Love
JANIE FRICKIE/If The Fall Don't Get You
BELLAMY BROS./Feelin' The Feelin'
T. GRAHAM BROWN/Hell And High Water
CRYSTAL GAYLE/Half The Way
T.G. SHEPPARD/Strong Heart
NITTY GRITTY DIRT BAND/Modern Day Romance
MICHAEL JOHNSON/Give Me Wings
GLEN CAMPBELL/Gentle On My Mind
WAYLON JENNINGS/Will The Wolf Survive
EARL THOMAS CONLEY & ANITA POINTER/Too Many Times
GEORGE STRAIT/Right Or Wrong
RESTLESS HEART/If I Loved You

5-6pm

RONNIE MILSAP/Any Day Now
CONWAY TWITTY/Fallin' For You For Years
CHARLIE DANIELS BAND/South's Gonna Do It Again
JUDDS/Rockin' With The Rhythm Of The Rain
WAYLON JENNINGS/Drinkin' And Dreamin'
GEORGE STRAIT/It Ain't Cool To Be Crazy About You
BELLAMY BROS./Do You Love As Good As You Look
EARL THOMAS CONLEY/Once In A Blue Moon
REBA MCENTIRE/Have I Got A Deal For You
OAK RIDGE BOYS/Everyday
RICKY SKAGGS/Love's Gonna Get You Someday
CRYSTAL GAYLE/Don't It Make My Brown Eyes Blue
EDDIE RABBITT & JUICE NEWTON/Both To Each Other
ALABAMA/Fire In The Night
BARBARA MANDRELL/No One Mends A Broken Heart
STEVE WARINER/Kansas City Lights
EXILE/Can Get Used To You



SHARON ALLEN

NASHVILLE THIS WEEK

BITS & PIECES

Country Causes, Bare Basketball, Broken Legs And More . . .

• When Eddie Rabbitt discovered that funds were desperately needed to maintain Potter's House, a "home away from home" for families of infant transplant patients at the University of Minnesota, he offered his services for a benefit. The benefit was held at the Carlton Dinner Theatre in Bloomington, MN on September 30. Eddie and his wife Janine performed his current duet (with Juice Newton) "Both To Each Other (Friends & Lovers)." They dedicated the evening to the memory of their son Timothy Edward Rabbitt, who underwent liver transplant surgery at the University of Minnesota in summer 1985.

• Larry Gatlin is going all out to support a drugless America. He is speaking out against drugs at his concert appearances in addition to making the speaking rounds at high schools and hospitals across the country. He has also cut anti-drug spots for radio and television, which begin airing this fall. These spots are being sponsored by the Members Only clothing line.

The Gatlin Brothers' single from last year, "Runaway Go Home," has gained another public outlet. The musical arrangement of the tune has been offered by the Music Educators National Conference to over 55,000 music professionals in the U.S.

• Irlene Mandrell served as the official Missing Person spokesperson for the "Service Merchandise Battle of the Bands" grand finale TV show taped here November 1 at the Tennessee Performing Arts Center. All competing bands were requested to write songs about the problem of missing children, and the winning song was announced during the show. Louise Mandrell and Sammy Davis Jr. co-hosted the event.

• A streaker has struck, and it darn near knocked Ray Stevens over. Labelmates Steve Wariner and Stevens were sharing the bill in an Alabama concert hall. When Stevens got to the part of "The Streak" where he describes the action at a basketball game, out

playing football with his road crew on October 16 in Spartanburg, SC. He was trying to intercept the ball and succeeded, but slipped on the pavement and broke his leg. Nevertheless, he went on with the show that night. Two days later, pain got the best of him. He underwent laser surgery in Tifton, GA to repair the medial tendon and ruptured cartilage. He'll be in a cast for three weeks and a brace for six months. But one broken leg won't keep this entertainer down. He's just booked himself a ski vacation in Aspen this winter. Now that's optimism.

• Marie Osmond married Brian Bosil on October 28 at a small family ceremony in West Jordan, UT near their home in Provo. It was the groom's first marriage and Marie's second. The Capitol recording artist is apparently looking for a home in Nashville. We also understand her husband, a studio engineer, is seeking a studio job in Music City.



Eddie Rabbitt, wife duet right.

came Wariner — wearing sunglasses and a towel — dribbling a basketball to center stage. The unsuspecting and amazed Stevens continued to sing, but the crowd fell apart laughing.

• Sawyer Brown is minus one good leg and a pair of pants. Lead singer Mark Miller won't be forgetting October 1986 for a long time. First, several frenzied female fans tried to pull him offstage at a concert in Sulphur Springs, TX. Two of the group's roadies took hold of Miller's arm to keep him from being pulled offstage, but the girls wouldn't let go. During the frantic fracas, his pants were ripped in half. If you think that incident will go into his scrapbook of most embarrassing moments, not so. He said, "It took two days to get the smile off my face."

Barely (no pun intended) recovering from that episode, Miller was



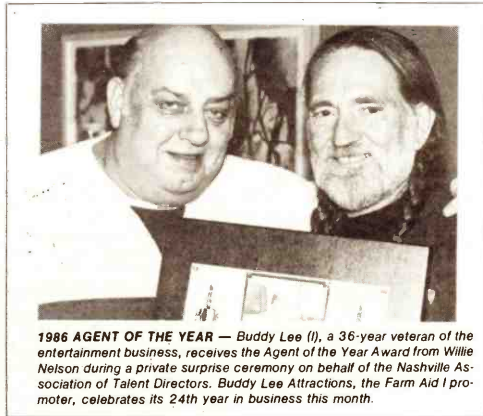
IT'S GREEK TO US — Ricky Skaggs (l) played guest host when VH-1 came to town to pay tribute to Country Music Week. Skaggs gave viewers a personally guided tour around Nashville. He's shown here interviewing fellow country singer Randy Travis. That's not the Greek Parthenon behind them but Music City's proud replica of it, a popular tourist spot.

• Restless Heart bandmember Paul Gregg and his wife Leslie Ann, a payroll supervisor for the Nashville Network, became parents on October 6. Congratulations to the Greggs and welcome to the world, Mallory Ann.

• Freddy Fender surfaces as mayor of Milagro, New Mexico when he appears in Robert Redford's new film "The Milagro Beanfield War." It's based on John Nichols's book about water rights wars in the state. Once film production was completed, the Tex-Mex star traveled to West Germany for concert appearances.

• The Forester Sisters are now endorsing Peavey Electronic equipment in all live concerts.

• The International Bluegrass Music Association's revised Bluegrass Radio List is now available. It provides calls, frequencies, addresses, phone numbers, contact people, and air times for over 700 domestic and foreign radio stations airing bluegrass music and for syndicated bluegrass radio programs. Names and addresses are availa-



1986 AGENT OF THE YEAR — Buddy Lee (l), a 36-year veteran of the entertainment business, receives the Agent of the Year Award from Willie Nelson during a private surprise ceremony on behalf of the Nashville Association of Talent Directors. Buddy Lee Attractions, the Farm Aid I promoter, celebrates its 24th year in business this month.

ble on gummed labels for a nominal fee. The organization also has printed lists of bluegrass associations, press contacts interested in bluegrass music news, and record companies handling bluegrass product.

Cuttin' Trax

George Jones brings Patti Page to the Country audience with their duet "You Never Looked That Good When You Were Mine" on his new album "Wine Colored Roses" . . . Mel McDaniel's new single "Stand On It" is a Bruce Springsteen composition . . . Richard Landis is now in the studio producing Vince Gill and Juice Newton. Does

ing artist John Wesley Ryles signs with Warner Bros.; he and producer Barry Beckett are laying down tracks for forthcoming releases.

New MCA/Curb artist Moe Bandy is in the studio with producer Jerry Kennedy recording digital sides . . . T. Graham Brown returns to Muscle Shoals Sound this month with producer Bud Logan to begin recording his first solo album for Capitol before he joins the Kenny Rogers tour next year . . . "Montana Cafe" was #52 on Hank Williams Jr.'s menu; he ordered up album #53 with the recording of his new live album (his first since 1969) at Nashville, Memphis, and California locations. The album is due out next year . . . Randy Travis ducks in and out of Nashville studios between road dates to work on his follow-up album.

New Mexico resident Michael Martin Murphey is busy in Nashville recording his second Warner Bros. album. He will be joined by MTM artist Holly Dunn on one cut, "A Face In The Crowd" . . . Eddy Raven teams with new producer and old friend Don Gant for his next release . . . Producer Chip Young just finished sessions with nostalgia group Sha Na Na . . . Former Stalder Brother Lew DeWitt is working on a solo album for Compleat Records with producer Buddy Killen . . . And newly signed Capitol act Susie Boguss (Bog-us) is in the studio with Blake Mevis.

Just thought you'd like to know! (This column cowritten by Katy Bee.)

this mean a possible new RCA duet team? . . . Gill's former producer, Emory Gordy Jr., joins the Jerry Wallace/Terry Skinner team for the Forester Sisters' third Warner Bros. album . . . Veteran record-



SHEEPISH GRINS — Songwriter/publisher Paul Craft gives the winning nod to Kathy Mattea after hearing the final cut of "Walk The Way The Wind Blows," her new single and album title. His Whitesheep Music/Screen Gems holds publishing rights to the Tim O'Brien song.



VH-WONDERS — To pay tribute to Country Music Month (October), MTV's VH-1 trekked to Nashville and taped segments with three country hosts. Taking a camera break are (l-r) Dan Seals and program host Gary Morris.



WALT LOVE

Washington's B/U Winners

One of the hottest radio markets for the Black/Urban Contemporary format is Washington, DC. The current summer Birch report and the Arbitron summer book have confirmed the popularity of all three Urban stations in that market.

In Birch, WKYS went 12.5-9.1; WHUR 7.5-8.2; and WDJY had the best results, improving 4.2-6.6. According to Birch, the stations are the top three in the city. However, Arbitron showed WKYS as first in the market, climbing 7.6-8.0; WHUR is third, and rose 6.1-6.5; and WDJY is ninth, stepping up from 3.9-4.2. Arbitron says DC's number two station is Easy Listening WGAY, with a 7.2 share 12+.

WKYS Holding The Lead

Joe Alfenito is Manager/Operations & Promotions for WKYS, and is also the station's MD. WKYS PD Donnie Simpson was unavailable for comment. Since Alfenito started at WKYS six and a half years ago, he has seen the station evolve from a so-called 'Disco' format to a full-service entity. As a former personality on the station, he has a feel for its music and its image.

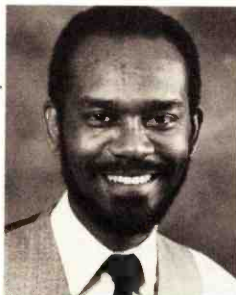
Music Is The Key

Asked why he thinks all three Urban stations are doing so well, he said, "We're all offering a great product that people in this market enjoy. The approach for each station here is fundamentally the same, yet different. We're the same because we believe in playing the best music possible, but we are all different with our music approaches. We're also different with our on-air presentations.

"Some stations have strict rules about what they will and will not play. They also have rules about what they will and won't do. Urban radio's identity has been established, and there are no concrete ways of doing things, or music that should or shouldn't be played. I think Urban radio has had an unorthodox approach to programming since its inception. This type of radio has always taken chances, and has more readily taken on challenges that other formats have shied away from."

The Format Has Made The Big Leagues

WKYS is special in that it is an NBC O&O. In the past there have been two other network groups that came close to having a black music-formatted station: the ABC folks, when KSFX/San Francisco was a "Disco" outlet back in the '70s; and CBS when it got close for a minute with WCAU-FM/Phila-



Jim Watkins

delphia during the same period, also with a "Dance" or "Disco" format before turning to CHR. Otherwise, network owners and most large independents have stayed away from any form of black music-oriented formatting until recently. I think one of the biggest reasons was revenue, and the other is obvious. But now that they know it can be successful, some have chosen to capitalize on it.

Alfenito mentioned the freedom NBC has given WKYS, letting the station determine its own approach to Urban radio. "NBC has pretty much let us do things the way we think they ought to be done," he explained. "No one has ever said, 'This is the way we do it in New York, so you have to do this.' It's really been a great opportunity for us to prove this format can work, if given the authority to get the job done the way we know how. The company has also given us the resources to do the job, although we've had a lot less money than other NBC O&Os."

Only this year did WKYS stage a car giveaway - a Mercedes during the spring '86 book. Prior to that, Alfenito said, "We've only had album and ticket giveaways, like most B/U stations around the country."

While promotion is important to all formats, there are other things that also determine the outcome of the all-important ratings. One thing that can have catastrophic effects on the numbers is diary placement. "I think diary placement affects Urban radio more than any other thing we have to deal with," Alfenito said. "Just looking at the diary returns from the summer book, I've noticed the amount of usable in-tab diaries was down, so the percentages for the counties they represent went up. I guess a lot of people were out traveling this summer, but where those diaries go is very important to this format. Overall, the format did well this time out. I just wish



Brute Bailey

we had been able to get the return rate that ARB usually shows in the spring, winter, and fall."

The Pearl Of Howard

WHUR is the commercial broadcasting arm of Howard University. Jim Watkins has been the station's GM for the past year, and has been with Howard for 15 years. "It seems the people in this area enjoy what the Urban music format has to offer," he said. "We all do the format slightly differently, but we all share some of the same music from the same artists at different times of the programming day.

"We're currently trying to make sure we're consistent with what is we're giving our audience daily. We want our listening audience to know they can depend on us to hear



Mike Archie

the things they've become used to hearing on our air that they like, such as our news and information. We've always been very serious about our news. People here want to be kept informed about everything."

News You Can Use

A show I've heard before and know is popular in the Washington area is "The Daily Drum." Watkins commented, "'The Daily Drum' is on every evening from 6-7 five days a week. This program started years ago, and handles issues on local, national, and international bases. It also features a 20-minute audience participation call-in segment called 'Insight.' During this time we feature any particular issue we deem to be important for

that day. People then discuss this matter on the air live. It's a daily means for us to have our audience participate and voice their opinions about what's taking place around us."

The Howard Image

"We're a station that's dedicated to giving our listeners more than just music," Watkins said. "We're very involved in the community. Since we know our listeners, we know they want news and information from us, so we give it to them. We also know they're interested in issues that may affect them, so we deal with those too. We're currently getting ready for our 'Project Harvest.'" Project Harvest is an annual event in which WHUR asks the community to help those less fortunate at Thanksgiving. People donate food and money to feed the needy, and WHUR always has a marvelous turnout.

Watkins mentioned that five students are currently handling weekend shifts on the air at WHUR, while 15 others hold off-air positions each semester. The students work there as part of the school's intern program.

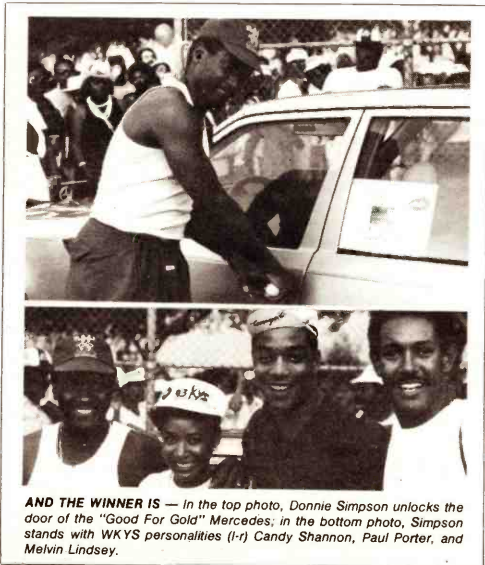
WHUR MD Mike Archie is a Howard graduate, and had some thoughts about the station's and the university's image in the DC area. "Because Washington's population is approximately 70% black, we must always, as a representative of Howard University, put our best foot forward. This positive image of Howard University has been in the DC area for years, and is imbedded in the black community as in no other community I've seen in the country. The association always helps us."

Soft Tones

One of WHUR's newer approaches to programming is called "Soft Tones." For the record, remember that the so-called "Quiet Storm" format that's been sweeping the nation on Black radio was originated at WHUR by Melvin Lindsey, who now does an airshift on WKYS for big bucks. "Soft Tones" runs from 8:30am-5pm," Archie said. "This is music that people can listen to during the course of the day, no matter where they might be. The pace of the music is kind of medium-tempo to slow. You can have it on in the background while you're at work and the boss won't get upset.

"Intern Derrick Davis, PD Jesse Fax, and I were sitting around one day talking about what we needed to do to make the station a bit more interesting. This was around the time that Melvin left the station. I suggested that we start using the term 'Quiet Storm' throughout the

Continued on Page 62



AND THE WINNER IS — In the top photo, Donnie Simpson unlocks the door of the "Good For Gold" Mercedes; in the bottom photo, Simpson stands with WKYS personalities (l-r) Candy Shannon, Paul Porter, and Melvin Lindsey.

Washington's B/U Winners

Continued from Page 60

entire day, since we'd always done well during the time period set aside called by that name. Jesse didn't like that idea and rejected it. We kicked it around a little more and Jesse then came back with the term 'Soft Tones.' So we titled it, selected a time period, and gave it a try. Because it was fresh and a little different, people seemed to like it. The next thing we knew, it took off."

Archie also mentioned WHUR's music texture system. "Dealing with 'Soft Tones' specifically, you'll find little characteristics that define each individual song. We label these as we place them in our music system. For example, we call mild music 'ambient.' When I'm listening to music, I'm looking to hear more than just a beat. I want to know that it will fit into what we're already doing. We look for songs that are kind of similar. I call it the 'WHUR groove.' These are songs that are medium-tempo. Some people call them driving songs. It's a laid-back, funky sound that people in the Washington area seem to like. This is a sound that I had to learn to understand. When I first started here at the station I didn't really agree with this approach, but I learned to understand."

In each book, WHUR continues to do a little bit better than the previous rating period, and, of course, that's the name of the game.

WDJY: Sticking Close

Brute Bailey has been the PD of WDJY for a little over a year. Since coming to the DC market, he has made Urban a three-way battle that doesn't take a back seat to any other radio war in the country. Bailey has converted a losing situation into a competitive one. He's also taken a group of people who needed some leadership and corporate support and made them believers in themselves.

WKYS OM Joe Alfenito affectionately commented, "Being in the market for the past seven years, I've noticed some real differences in our competitors. At one time we all played the same music. Now there is a clear-cut difference between us all. Since Brute came to town he really has freshened things up by taking his station in a positive direction. I think competition is good for everybody, especially the listeners."

Corporate Green Light

Bailey said, "I have to thank the people at our corporate offices, because they've been great to me. They've given me all of the tools to work with to get the job done, and we're continuing to work on it."

"It's important I mention that they've taken a hands-off approach, and have allowed me to do things the way I think they should be done. That in itself is something most PDs never get from management. We really have to thank them for the freedom, which has allowed us to become a real competitor."

Bailey also had an opinion about why the three Urban stations do so well in the Washington market: "The music that happens in this format is great. With Washington's black population, it only stands to reason that if we have any strength at all we should all be somewhere near the top of the ratings. For years WKYS and WHUR have

been either first, second, or third. And now we're third in Birch and in the top ten in Arbitron."

I asked him where WDJY was trying to make inroads with the listening audience. "Music has surely been one of the areas we've worked very hard on. We've made our music something that can be highly relatable. We're different from

WHUR, which is into its 'Soft Tones' format. WKYS at one point was quasi-soft, but it's gone back to being more uptempo now than it was when I got here. We're uptempo also, but not to the point of screaming and shouting or anything like that. We do have a nice energy level that would jibe with the average person's nervous sys-

tem. We're not a laid-back type of radio station at all. We're aggressive, our music is hit-oriented, and we're also human in our approach to everything we do.

"One thing I have noticed is that this market is different from most I've worked in. People here do like ballads. You can't play enough for them if they're good ballads — meaning hits!"

Bailey has programmed WIGO/Atlanta and WYLD-AM & FM/New Orleans, where he took the FM property to the top position overall in the city. He's also been PD at KMJQ/Houston, which he kept as the leader in the Arbitron ratings during his tenure. He has always believed in being heavily involved in the community with every station he's programmed, and WDJY is no exception. "Recently we were asked by the National Council of Negro Women to be the co-sponsor of the Black Family Reunion Celebration, which was held on the National Mall. This turned out to be a very heavy event."

"We just finished co-sponsoring Howard University's Homecoming. None of you in other cities probably even know about that. We tried very hard not to give the impression that we were trying to take over from WHUR, which is located right there on the Howard campus. We were approached by the University. Because we're very closely aligned with the community, somebody felt we might be of some service to the cause, and we were happy to be able to participate. We're simply a community-based radio station."

Bailey has been in the industry for 12 years. A Vietnam veteran who served in the 101st, 173rd, and 82nd Airborne Divisions, he takes a tenacious approach to programming to win. "We're a team at this radio station. Every man and woman in this organization knows that we all have a job to do, and we all depend on each other. We have a long way to go, and we're trying to make sure we stay on the correct track to reach our goal."

Battle For The Lead

Can the three B/U stations stay in the top three positions? According to Bailey, "There's going to be some audience erosion somewhere. I think it's possible for all of us to do well and stay in the top ten, but all of us can't remain in the top three." He added, "This station has had an image problem for years, and we've been fighting that. Hard work, time, and some serious radio programming will help us make the grade."

Bailey concluded, "I'm a warrior type of PD. When I started here we decided to put together a format that would be attractive to people — all kinds of people. And we wanted to do that before attacking promotional strategies. Other stations have been giving away Mercedes, BMWs, and sometimes trips. We haven't had anything. I'm not opposed to giveaways. I mind you, but there's one thing I know about this industry: if you don't buy your audience, you know they're real, and they'll be there."

ACTION

WVKO/Columbus veteran Kirk Bishop moves into that station's 7-Midnight slot... Charlotte Logan joins WFXA/Augusta as MD... Andre Carson replaces Michael E. Taylor as OM at WHYZ/Greenville, retaining his PD duties... Dee Farrel, formerly of WTTG-TV, joins crosstown WDJY/Washington as account executive... Karee Sterling is named MD at WLUM/Milwaukee.
Darryl Moore has left KJCB/Lafayette to join Z16/Lake Charles as APD/MD and PM drive... Pierre Price moves into the 6-10 pm slot at WVOI/Toledo; Kelly Lawson returns

to the station for overnights... WUSL/Philadelphia has added popular morning jock Beej Johnson to their Saturday line-up.

Legendary jock Hoss Allen has returned to the air via WLAC/Nashville for a Saturday night blues show. Sponsors are Malaco Records and, as in Allen's early days, Randy's Records of Gallatin, TN. Does this mean they'll hawk baby chicks over the air also? WGCI/Chicago hosted a "Five Thousand Miles and Still Counting" party to mark the one year anniversary of Tom Joyner's daily commute be-

tween Dallas and Chicago. Joyner's PM drive show was broadcast live during the celebration.

WDJY/Washington was the media sponsor of Howard University's Homecoming festivities. The event featured Capitol artists Meli'sa Morgan and Colonel Abrams. "The DJ-100 Wrecking Crew" emceed the show... Another reminder that the YBPC will hold its ninth annual convention at the Dallas Hyatt Regency beginning November 14th. For more information contact Henry Jefferson (713) 271-0011.



CALLING ON THE DREAM TEAM — Shown at a recent L.A. Dream Team concert at their hometown's Universal Amphitheatre are (l-r) the Team's Rudy Pardee, KDAY's Greg Mack, MCA's Jherly Busby, and the DT's Chris Wilson.



MOBILE DESIRE — Stephanie Mills came to KDAY/Los Angeles to plug "Rising Desire." She's flanked by MCA's Sara Melendez and KDAY jock Don Tracey.



MAGIC MONEY — KMJQ/Houston gives away \$102 twice a day to its listeners for identifying the magic song of the day. Winner Mary Johnson receives a \$102 check from KMJQ's Jay Michaels.



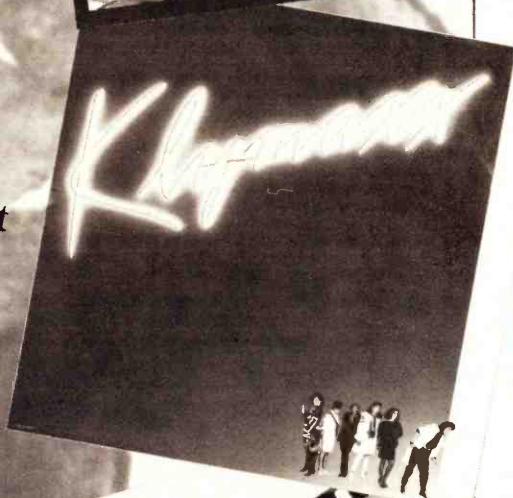
IN THE BUSCH — Grand Staff, WBXM/Chicago's entry in the Budweiser Showdown, took this year's finals in Washington D.C. including a contract with Warner Bros. Records. Seen (l-r): Anheuser-Busch VP Henry Brown, Lou Rawls, Grand Staff's Mark Ingram, Patti Austin, Budweiser's Brian Porter and WB's Benny Medina.

FALL **BREAKER** LINE-UP

Everyone's talking about **BOBBY BROWN's** new "GIRLFRIEND"—the first single release from "KING OF STAGE"



KLYMAXX is "SEXY" and listeners agree, the hot new debut single from "KLYMAXX" burning up the charts now.



"ONCE IN LIFETIME GROOVE," **NEW EDITION's** new phone reactive record from the motion picture soundtrack album "RUNNING SCARED"



MCA RECORDS

The Future Is Now

By Joe Eick

AC radio is currently going through a period where there is more fragmentation from other formats than ever before, and many programmers are concerned about which direction to take their station musically. For additional insight on this situation, I spoke with KEZR/San Jose MD Bonnie Knox, whose station has evolved over the years through various approaches to AC.

Said Bonnie, "I feel AC will be more defined in the near future. The format will shift as the high end of the demo spectrum moves into the Easy Listening type of station. This listener is the one who supported the AC/MOR formats to begin with. I guess I'm talking about the future of the Lite Rock/Less Talk format.

When asked about the development of the LP-cut format, such as John Sebastian's ill-fated "The New AC" presentation, Bonnie said, "The sophistication of the listener today puts a demand on all programmers to come up with ways to keep people tuned in because you certainly run the risk of losing people tired of the same songs from the same artists over and over. These listeners all have the same albums from the past 15-20 years. They are familiar with the entire album and know there are several songs off the album they prefer to listen to. Radio is a big loser here because the majority

"There are a lot of programmers who need to remember why they were given a set of ears. They also need to be given the room to be creative and to develop new ideas through experimentation."

of PDs are afraid to go the extra mile and play other cuts off the album."

As for the argument that this programmer reluctance is justified by unfamiliar results in research,



Bonnie Knox

Bonnie responded, "I find that hard to believe. They have the LP, cassette, or now even the CD. You can't tell me that they only listen to the songs from this product that've been played on the radio. John Sebastian made a very good point a while back when he said there are many 25-34s disenchanted with radio because there is a lot of music too good to get played. After all, the listeners are always right ... or are they?"

Bonnie reminds AC programmers considering playing product that's exclusive to their station to carefully evaluate the records "on a song-by-song basis." She warns that these tracks must be appraised after their initial on-air run is completed. "Update and clean out your library," she said. "Make sure that after you expose this new product to your audience to stay on top of the particular cuts that are not working and get them out of the system. Otherwise, you run the risk of losing listeners."

When adults say that currents are unfamiliar, is that what they are really saying? "I think you have to be honest with yourself," said Bonnie, "and answer this question: is it new music in general they're talking about, or could it be that you're playing currents that are not being played by anyone else in the market? If the latter is the case, I would be very careful about playing them on a longterm basis if no other format support develops. That doesn't mean that you can't be the first in your market to play a song. After all, if it wasn't for AC, artists such as Anita Baker

"Let the oldies stations deal in memories ... adults today are more interested in blending into today's fast-paced world by building financial portfolios than in sitting around listening to oldies all day long and reflecting back on high school."

and Simply Red would not be enjoying as much success as they are in such a short period of time."

It appears that AC stations may find themselves impacted by the influx of oldies/classic formats more than other contemporary outlets, and Bonnie agrees. "There are many AC stations with the same oldies libraries as the oldies stations coming on the air. That means more fragmentation to deal with. Let the oldies stations deal in memories. I've got to believe that the majority of adults today are more interested in blending into today's fast-paced world by building financial portfolios than in sitting around listening to oldies all day long and reflecting back on high school."

Looking ahead, Bonnie said, "AC's greatest challenge is to become a market leader. You do that by becoming an entertainment source. This will be done by coming up with presentations competitive with any station in whatever format. That requires a better news presentation than the News/Talk stations, greater all-around excitement and new promotional twists than the CHRs.

"AC has a great future ahead. It's a matter of programmers remembering not to sit on their hands. This industry was created by visionaries and we should not lose sight of that. There are a lot of programmers who need to remember why they were given a set of ears. They also need to be given the room to be creative and to develop

"Radio is a big loser here because the majority of PDs are afraid to go the extra mile and play other cuts off the album."

new ideas through experimentation."

I'm sure some broadcasters will agree with Bonnie's philosophies, and there are some who won't. But her ideas were brought forth to stimulate creativity and to show there are programmers who, given the freedom to explore new frontiers within the AC format, will take not only their stations up to the next step on the ladder, but their careers and the industry as well.



Joe Eick

Guest columnist Joe Eick is a longtime San Francisco-area broadcaster, having programmed San Jose stations, KEZR, KLZE, and KFAT. He presently consults nearby Gold outlets KHIP/Hollister, and earlier worked on-air at Bay Area stations KYA, KAFX, KHHT, and KLIV.

ACCELERATION

WPIX/New York gives AM drive news to Rosemary Young, ND Paul James now handles PM drive news ... WJMA & WJZ/Orange, VA promote J.D. Stale to PD and Dave Blount to ND. Both will continue to serve on "The Morning Mess."

KEX/Portland names Jim Donovan midday host. He will continue as weatherman, for KPTV/Portland ... KFI/Los Angeles now runs "The Best of Dr. Toni Grant" from 10am-1pm, Mark Taylor does 1-3pm, and PD Steve LaBeau now does 3-6pm ... WQHQ/Ocean City gets Sandi Alexander to do middays from crosstown WKHI and Bob Mohr from WCBC/Cumberland, MD for nights.

KJYY/Houston gets Bill Campbell for PM drive from crosstown KIKK ... WRJE/Erie, PA hires Ron Adams for MD/PM drive from WLIS/Old Saybrook, CT.

Alan Almond's new show for WMJC/Detroit is called "Candlelight" and will run nightly 7pm-midnight ... KLSY/Seattle will have PM driver Tom Hutyler host its weekend show "New Releases."

KGNC/Amarillo moves Rick Cottrell to evenings from weekends, and Mike Rodden is hired for weekends ... WOMP/Wheeling weekender Chuck McGee now does nights.

WMYX/Milwaukee signs FairWest as consultant.



LIFE'S A BEACH — During the long California summer, KSRF/Santa Monica broadcast live from the beach. Besides holding ticket giveaways, the station promoted a clean beach campaign. Manning the open air booth were air personalities Steve Day and Tess Baily.



HELLO THERE — WKAN/Kankakee's Mike Ruble (r) meets and greets Eddie Rabbitt backstage at the Grundy County Corn Festival.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Easy Listening

B.J. THOMAS "Crazy"
DINO "That's What Friends Are For"
PIA ZADORA "It's Been A Long, Long Time"
NASHVILLE SYMPHONY ORCHESTRA "Our Winter Love"

Broadcast Programming

John Sherman/Jay Albright (800) 426-9082

Adult Contemporary

BENJAMIN ORR "Stay The Night"
MIAMI SOUND MACHINE "Falling In Love (Uh Oh)"

Modern Country

EDDY RAVEN "Right Man Man"
GIRLS NEXT DOOR "Baby I Want It"
TANYA TUCKER "I'll Come Back As Another Woman"

Century 21

Greg Stephens (214) 934-2121

The Z Format

GLASS TIGER "Someday"
JANET JACKSON "Control"
POINTER SISTERS "Goldmine"
DON JOHNSON "Heartache Away"
BILLY JOEL "This Is The Time"
DAVID & DAVID "Welcome To The Boomtown"
MIAMI SOUND MACHINE "Falling In Love (Uh Oh)"

The AC Format

BEN E. KING "Stand By Me"
AMY GRANT "Stay For Awhile"
GREGORY ABBOTT "Shake You Down"
L. RONSTADT & J. INGRAM "Somewhere Out There"

Super-Country

TANYA TUCKER "I'll Come Back As Another Woman"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

KOOL & THE GANG "Victory"
POINTER SISTERS "Goldmine"
DON JOHNSON "Heartache Away"
BENJAMIN ORR "Stay The Night"
BILLY OCEAN "Love Is Forever"
TRIUMPH "Somebody's Out There"

Country

WHITES "I Should Have Been Easy"
RONNIE MILSAP "How Do I Turn You On"
CRYSTAL GAYLE "Straight To The Heart"
C. McCLAIN & W. MASSEY "When Love Is Right"

AC

BOB SEGER "Miami"
KANSAS "All I Wanted"
PAUL SIMON "Graceland"
AMY GRANT "Stay For Awhile"
BILLY OCEAN "Love Is Forever"
L. RONSTADT & J. INGRAM "Somewhere Out There"

Drake-Chenault

Bob Laurence (800) 247-3303

XT-40

GLASS TIGER "Someday"
'TIL TUESDAY "What About Love"
PRETENDERS "Don't Get Me Wrong"
BANGLES "Walk Like An Egyptian"

Contempo 300

BEN E. KING "Stand By Me"
CHRIS DeBURGH "Lady In Red"
SERGIO MENDES "Take This Love"

MEDIA GENERAL CONTINUED

Great American Country

JOHN CONLEE "The Carpenter"
EDDIE RABBITT "Gotta Have You"
GIRLS NEXT DOOR "Baby I Want It"
BILLY JOE ROYAL "I Miss You Already"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

KOOL & THE GANG "Victory"
POINTER SISTERS "Goldmine"
PRETENDERS "Don't Get Me Wrong"
HUEY LEWIS & THE NEWS "Hip To Be Square"
MIAMI SOUND MACHINE "Falling In Love (Uh Oh)"
L. RONSTADT & J. INGRAM "Somewhere Out There"

Your Country

GARY MORRIS "Leave Me Lonely"
EDDIE RABBITT "Gotta Have You"
LIONEL RICHIE & ALABAMA "Deep River Woman"

Hit Rock

KANSAS "All I Wanted"
SURVIVOR "Is This Love"
BILLY OCEAN "Love Is Forever"
TALKING HEADS "Wild Wild Life"
ELTON JOHN "Heartache All Over The World"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

GARY MORRIS "Leave Me Lonely"
EDDIE RABBITT "Gotta Have You"
RONNIE MILSAP "How Do I Turn You On"
NITTY GRITTY DIRT BAND "Fire In The Sky"

The Ultimate AC

AMY GRANT "Stay For Awhile"
BENJAMIN ORR "Stay The Night"
CHICAGO "Will You Still Love Me"

Radio Arts

John Benedict (818) 841-0225

Country's Best

KEITH WHITLEY "Homecoming '63"
TANYA TUCKER "I'll Come Back As Another Woman"

Soft Contemporary

HOWARD HEWETT "I'm For Real"
L. RONSTADT & J. INGRAM "Somewhere Out There"

Sound 10

MICHAEL McDONALD "Our Love"
AMY GRANT "Stay For Awhile"
GREGORY ABBOTT "Shake You Down"
L. RONSTADT & J. INGRAM "Somewhere Out There"

The Programming Consultants

David Graupner (800) 843-7807

Stereo Rock

GLASS TIGER "Someday"
JANET JACKSON "Control"
BEN E. KING "Stand By Me"
POINTER SISTERS "Goldmine"
TALKING HEADS "Wild Wild Life"

AC

GREGORY ABBOTT "Shake You Down"
MIAMI SOUND MACHINE "Falling In Love (Uh Oh)"

Country

KEITH WHITLEY "Homecoming '63"
LIONEL RICHIE & ALABAMA "Deep River Woman"
KATHY MATTEA "Walk The Way The Wind Blows"
TANYA TUCKER "I'll Come Back As Another Woman"

WILL YOU
STILL
LOVE
ME



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59/36

The New Single From the Chicago Album 18
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MARKETPLACE

AIRCHECKS

Audio And Video Airchecks!

Current issue #79 features DC101/GreaseMan, KIIS/Rick Dees, Seattle's KUBE/Charlie Brown, KFRC/Dr. Don Rose, KMEL/London & Engelman, Philly CHRs WYCAU-FM & new WTRK, Houston's new Classic Rock Z107 & WCBS-FM/Cosmo Bruce. 90-min. cassette, \$5.50.

Current issue #78 features KFII/Gary Owens, KYLU/Don Bleu, NY's new Hot 103 WQHT, WPLJ/J.J. Kennedy, WLS/John Landecker & KFRC's last few days as a rocker with Dr. Don, Bobby Ocean, Tur Ryder, Dave Sholin, last Mobile broadcast & more. 90-min. cassette, \$5.50.

Special issue #5-90 features JACKSONVILLE & BIRMINGHAM. CHRs WAPE & WAPL-FM, A.C.S. WLCs. WYVY, WAIV & WMJJ. AOR WFFY, Country WQIK, WCRI & WZZK-FM, Urban WENN & Oldies WYOK. 90-min. cassette, \$5.50.

Special issue #5-91 features WASHINGTON! CHRs WAVA/Don Geronimo & Mike O'Meara, WRQX, AOR WWDC/GreaseMan, A.C.S. WCLY & WLTT, Urbans WKYS, WOJY & WHUR, & Country WMYQ. 90-min. cassette, \$5.50.

Classic Issue #C-72 features Milwaukee's WRIT/Tex Meyer-1964, WCLF/Big Ron O'Brien-1975, KFRC/John MacFlanagan-1976, WMCA/Gary Stevens-1968, KJR/Kevin Metheny-1973, KIIS/Tom Murphy-1978 & KDAY/Spunky Lane-1976. Cassette, \$10.50.

Still Available: #5-875-88 Los Angeles, 3 full hours, cassette, \$11.00. VIDEO #8 is now available, featuring LA's Power 106/Mucho Morales, Chicago's WYFR/Jeff & Jer, San Diego AOR KGB/Sue Delaney & Jeff Prescott, San Diego CHR KSJ/3/Randy Miller, Honolulu Oldies KIKI & CHR KMAI with Amanda, Bill Logan Steve Kelly & Dean Stevens. KFRC's last day as Rock with Brian Rhea & the last Mobile Studio Broadcast & PD Dave Sholin's farewell show. 2 incredible hours on VHS or BETA, only \$25.00 through 11/30/86!

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Box 4408 — San Diego, CA 92104
(619) 460-6104

COMEDY

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Write on station letterhead to:
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Dallas, TX 75227

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1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025



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Dave Dworkin's Ghostwriters presents:

UP YER NEWS!



In the tradition of Weekend Update, a market-exclusive news parody. **Special trial offer:** Six weeks for \$20. **Ghostwriters**, 2301 Unity Ave. N., Dept. U-3, Minneapolis, MN 55422. **FREE DETAILS.**

Weird! Wacky! & Wild!

Write on station letterhead to:
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Sunnyvale, CA 94087

You're weird, perverted, and demented. That's why I like your stuff!
— De Don Rose
KFRC
San Francisco

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174 King Henry Court, Palatine, IL 60067 (312) 991-1522



The Comedy Consultants

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(414) 529-5813

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Preparation unnecessary. A complete show per page. Tips. Trivia. Insults. Birthdays. Calendar. Daily Celebration. Sports. **Weird News.** Low prices. Sample:

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or call (206) 922-9167

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Ruidoux, CA 92519

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"MORNING SHOW" COMPLETE PACKAGE IN 30 DAYS

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MARKETPLACE

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OPPORTUNITIES

OPENINGS

NATIONAL

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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 newscasters 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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Do you . . . have a strong track record in the development of medium to major market radio? . . . think AM radio has a future in broadcasting? . . . believe in full service, informational radio? . . . have the ability to motivate intelligent, talented people who are considered tops in their field? . . . want a company and a future, not just a station? . . . want to be paid what you are worth? Then we should talk! Contact (in writing): Peter Shurman, President, Radio Division, Standard Broadcasting Corporation Ltd., 2 St. Clair Ave. W., Toronto, Ontario, Canada M4V 1L6.

LEE BAILEY PRODUCTIONS

Radio Production Company expanding! Seeking a salesperson with strong marketing background and knowledge of Arbitron. Send resumes to: Lee Bailey Productions, Inc., 3151 Cahuenga Bl. West, Suite 200, Los Angeles, California 90068.

OPENINGS

OPENINGS

OPENINGS

Z-104/Frederick still seeking the right personalities to staff a new station. Also seek high profile morning man. T&R: Z-104, 6633 Mt. Phillip Rd., Frederick, MD 21701 EOE (11/7/86)

WBAZ/Southold seeks Production Manager to effectively develop an inexperienced staff. T&R: Joe Sullivan & Associates, 340 W. 57th St., New York, NY 10019 EOE (11/7/86)

Immediate opening for CHR talent at Southern MD's top rated All Hit 88 T&R: Thomas Grooms, WMDM, St. Andrews Church Rd., Lexington Park, MD 20653 EOE (11/7/86)

AOR in Northern Vermont is seeking air personality. Knowledge of old & new music a must. Females encouraged. T&R: Steve Cormier, WIZN, Stevens House, Vergennes, VT 05491 EOE (11/7/86)

WOVU seeks experienced, self-motivated newscaster. At least two years' experience a must. T&R: Jim Morgan, Route 1, Box 33, Ocean View, DE 19970 EOE (11/7/86)

OJ-103/Carthage seeking AC afternoon & midday personalities. Northern New York's fastest-growing market. T&R: Joe Brook, OJ-103, 199 Wealtha Ave., Watertown, NY 13601 EOE (11/7/86)

Seeking experienced person for station in beautiful lakes/mountains of New England. Good salary & benefits. Announcing/production/copy. T&R: B. White, WLKZ, Box 799, Laconia, NH 03247 EOE (11/7/86)

Newscaster. Must have three years' commercial experience. Work & play in the beautiful lakes/mountains of New England. T&R: B. White, WLKZ, Box 799, Laconia, NH 03247 EOE (11/7/86)

Newscaster. Entry level position for recent college grad or person with small market experience. T&R: B. White, Box 799, Laconia, NH 03247 EOE (11/7/86)

WGAN/Portland CHR seeking parttime jocks. Experience a must! T&R: Todd Martin, Box 10139, Portland, ME 04104 EOE (11/7/86)

NEWS DIRECTOR

Western Maryland AM/FM combo, heavy into news, information and community involvement. Top-rated stations in small/medium market seek high achiever who is hard working and experienced in news reporting. Reply to Post Office Box 231, Hagerstown, MD 21740. Air check required.

PD/MORNING PERSONALITY

Needed for medium market AM AC undergoing turnaround. Leadership & organizational skills a must. C&R to Radio & Records, 1930 Century Park West, #504, Los Angeles, CA 90067. EOE

WSRS FM 96

Our only female personality left radio. Rare opening on WSRS/Worcester, 50K FM soft hits. We're #1 in New England's second largest city. Adult Communicators only. Three to five years' experience or sound like it. Send T&R to PD, Box 96.1, West Side Station, Worcester, MA 06102. EOE

NEW ALBANY FM PROGRAM DIRECTOR/AIR TALENT

Experienced Program Director Air Talent with creative production needed for New Albany FM. Strong administrative and people skills required. Should be community involved and able to groom talent. Growing 14 station group. Tape, resume and references to Jeff Weber, Vice-President/General Manager, WMVQ, PO Box 5, Albany, NY 12202. EOE

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. C&R to "Mornings," P.O. Box 9530, South Burlington, VT 05401. EOE

92.1 WCDQ

Portsmouth N.H. Classic Rock seeks experienced AM Drive announcer. Will anchor two person show. Send tape, resume, and salary expectation to Program Director, WCDQ, P.O. Box 631, Sanford, ME 04073. EOE

SOUTH

Seeking sales/service representatives for Kidsounds, a syndicated weekend program marketed for children with preteen children. Small & medium markets targeted. Bill Reardon: (214) 373-6722. EOE (11/7/86)

One of the SW's premier AOR stations is accepting T&Rs for future afternoon opening. We are encouraging females to take advantage of this rare opening. T&R: KLAQ, 943 Otter Way, Marietta, GA 30067 EOE (11/7/86)

AOR on Carolina Coast has immediate opening for air personality. Production important. Rush T&R: Kris Kelly, WXOR, Box 1356, Jacksonville, NC 28541-1356 EOE (11/7/86)

SE AOR has immediate opening for experienced morning person. T&R: KBAT, Box 3282, Odessa, TX 79760 EOE (11/7/86)

Super opportunity in top 35 market for professional announcers. All shifts. T&R: Leo Vela, PD, KSJL, 217 Alamo Plaza, Suite 200, San Antonio, TX 78205 EOE (11/7/86)

Outstanding opportunity for confident AE. Top three TX market. Resume & references: Lee Taylor, Station Manager, KSJL, 217 Alamo Plaza, Suite 200, San Antonio, TX 78205 EOE (11/7/86)

WJBO/Baton Rouge seeks news anchor/host for PM news/information radio magazine. Conversational delivery style required. T&R: Don Grady, WJBO, Box 496, Baton Rouge, LA 70821-0496 EOE (11/7/86)

LEE BAILEY PRODUCTIONS

Radio Production Company expanding! Seeking the right production person with a minimum two years experience. Send tapes and resumes to: Lee Bailey Productions, Inc., 3151 Cahuenga Bl. West, Suite 200, Los Angeles, California 90068.

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If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$30 you get a daily report of job listings for 6 weeks. Learn more: 312-855-6779. MediaLine, P.O. Box 10167, Columbia, MO 65205-4002



EAST

Hall Communications. Experienced PD/air talent/research implementation. Take charge leader with people skills. T&R: Joanne Pfeiffer, OM, WNBH, Box H3201, New Bedford, MA 02741 EOE (11/7/86)

OPPORTUNITIES

OPENINGS

\$500 REWARD!!! NATIONWIDE TALENT SEARCH

Tip us to the next on-air personality we hire and collect our cash. Maybe you! K104FM got on top of Dallas/Ft. Worth ratings with determined, workaholic professionals who'll do ANYTHING to stay there. Big dollars when you produce! Urban contemporary. Minorities/women encouraged. Calls OK! Cass. & Bio. to Michael Spears, KKDA-FM, 621 6th St., Grand Prairie, TX 75050.



GREAT Talent Makes Our Difference!

Top CHR in Key West seeks energetic personalities, plus AM nostalgia station also seeking air talent. Prefer mature announcers. T&R: WAIL/WKWF, #7 McDonald Ave., Key West, FL 33040 EOE (11/7/86)

Full/parttime airshifts now open in Dallas. Combo station. T&R: Jeff Bennett, 1440 Wheeler Drive, Denton, TX 76205 EOE (11/7/86)

KDXR/Amahlid AOR seeks experienced talent in format. Tight, well-knit atmosphere. T&R: John Stewart, KDXR, Box 1478, Lake Meredith, TX 79008-1478 EOE (11/7/86)

DRIVE-SHIFT ANNOUNCER

High rated, Easy Listening station, in Southeast is looking for a good announcer who is capable of handling Drive-Shift. Good salary, benefits and pension plan. Will consider small market talent... if you're capable! Send T&R to Radio & Records, #510, Los Angeles, CA 90067. EOE

KMJQ MAJIC 102 FM

Morning Host needed now for Urban FM in Top Ten Market. Send tape & resume to: Ron Atkins, KMJQ, 24 Greenway Plaza, Houston, TX 77046. EOE

MIDWEST

Females encouraged to apply. Creative, good pipes & production. T&R: Dave Frenz, WBWA, Box 207, Washburn, WI 54981 EOE (10/31)

WZZO seeks experienced evening or overnight personality. AOR radio. T&R: Don Rivers, 1301 Ohio, Terra Haute, IN 47807 EOE (10/31)

Seeking experienced morning news anchor for top-rated AC. T&R: Ed Huot, WTRC, Box 699, Elkhart, IN 46515 EOE (10/31)

Uptempo, personality oriented Country team seeks fulltime talent with production skills. Enjoy appearances & big league promotions? T&R: Dan Olsen, WXYQ, Box 247, Stevens Point, WI 54481 EOE (10/31)

DJ promoted to larger market PD, creating immediate afternoon opening. T&R: Brian Wayne, WMCL, Box 279, McLeansboro, IL 62859 EOE (10/31)

OPENINGS

WGAR/Cleveland seeking morning drive news anchor. No calls. T&R: Mark DeMarino, 9446 Broadview Rd., Cleveland, OH 44147 EOE (10/31)

Morning drive opening for talented, experienced team player. CHR FM. T&R: Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832 EOE (10/31)

Upper MW CHR has a rare night opening. We are a growing company of team players. T&R: XU/93, 505 University Ave., Grand Forks, ND 58201 EOE (10/31)

Top-rated music AC seeks experienced, natural, creative morning personality. T&R: Tracy West, WRRM, 205 W. Fourth St., Cincinnati, OH 45202 EOE (11/7/86)

KWLO-AM seeks experienced morning anchor with strong delivery & newswriting skills. Heavy news commitment involved. T&R: Kathy Flynn, Box 1330, Waterloo, IA 50704 EOE (11/7/86)

Immediate opening for announcer with good production skills for afternoon/evening shift on "light" AC. T&R: David Whiskeyman, KRVR, 1706 Brady St., Davenport, IA 52803 EOE (11/7/86)

New Contemporary AOR seeks entertainers. All dayparts available. Target date of November 15. T&R in confidence to: PD, Box 18322, Milwaukee, WI 53218 EOE (11/7/86)

Do you have a proven AC track record? Can you work the phones? Is having fun your idea of good radio? T&R: Bill Anthony, WKMI, Box 911, Kalamazoo, MI 49005 EOE (11/7/86)

News anchor/reporter. Send tape, resume & salary requirements to: WKMI, Box 911, Kalamazoo, MI 49005 EOE (11/7/86)

WCCQ 98.3 FM

Strong medium-market Country FM near Chicago seeks versatile talent for morning drive and production. Send tape, resume and salary history to **WCCQ Radio, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE**

TELEPHONE TALK

Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send tape and resume to Radio & Records, 1930 Century Park West, #508, Los Angeles, CA 90067. EOE

OPENINGS

WEST

Seek ace production/air talent. Fulltime on the Garden Isle's top-rated AM/FM. Rush T&R: KIPO, Box 1748, Lihue, Kauai, HI 96766 EOE (10/31)

Seeking experienced ND. Great writing/reporting & delivery a must. Regional coverage. Top line facility. T&R: Dan Cole, KMER, Box 432, Kemmerer, WY 83101 EOE (10/31)

KIEZ/Ventura has a new AC. Seeking full/parttime air talent. New talent encouraged. T&R: Roxanne McVay, Box 3337, Ventura, CA 93006 EOE (10/31)

KUTR/Utah now accepting T&Rs for future openings. Contemporary, lifestyle station. T&R: G. Heuser, KUTR, Box 1229, Salt Lake City, UT 84110-1229 EOE (10/31)

Seeking enthusiastic & highly motivated AE. Attractive commission & fringes. Resume: KFIG, Box 4265, Fresno, CA 93744 EOE (10/31)

Seeking Country drive-time talent. Small/medium market in Southern CA. Call: KT103, L. Marino, (805) 824-4221 EOE (10/31)

KFGO/San Francisco seeking great morning news talent. Opening occurring in mid-November. T&R: John Rivers, KFGO, 55 Green St., San Francisco, CA 94111 EOE (10/31)

AC station serving the second largest market in America seeks future talent. T&R: Terry Shea, KWNK, 2136 Winifred St., Simi Valley, CA 93063. No calls, no beginners! EOE (11/7/86)

New Contemporary FM in Anchorage seeking experienced team players due to staff expansion. T&R: Susan Moore, Power 102, 3700 Woodland Drive, Suite 300, Anchorage, AK 99513 EOE (11/7/86)

KUZZ/Bakersfield has immediate opening for Country veteran with good production skills. Looking to grow with a solid organization. T&R: K.C. Adams, 1209 N. Chester Ave., Bakersfield, CA 93308 EOE (11/7/86)

Production Director needed. Must be creative writer with exceptional production. Team player. T&R & writing samples: Jimmy Orr, KFBO, Cheyenne, WY 82001 EOE (11/7/86)

AC on the beautiful North Coast seeks MD/middays/production whiz. If you can handle all three, KATA, Arcata, CA is the place for you. Call: Jill Henry (707) 822-7223.

LEGACY BROADCASTING

America's most aggressive broadcasting team is looking for the hottest night personalities in America for KPKE-FM, Denver's #1 Hit Music station. Are you creative, outrageous, topical, relatable? If so, we'll make you rich and famous! Mail cassette, resume and recent photo to: **Doug Erickson, 8975 E. Kenyon Ave., Denver, CO 80237. Absolutely no calls, please. EOE**

OPENINGS

CALIFORNIA

WANTED - Creative, disciplined, imaginative, loyal and growing radio personality for important California market. Send T&R to Radio & Records, 1930 Century Park West, #509, Los Angeles, CA 90067.

PRODUCTION WIZARD

Legendary Southern California station seeks mature, responsible "blade" to assist Production Director with commercials and promos. Rush your best spots & promos to: **Radio & Records, 1930 Century Park West, #515, Los Angeles, CA 90067. EOE**

BIG WEST COAST COUNTRY

We are looking for a killer personality to join a major west coast country winner. Great facility, excellent compensation, and benefits. Plus, the San Francisco Bay Area. Tape and resume and picture to: **Radio & Records, 1930 Century Park West, #511, Los Angeles, CA 90067. EOE**

BE PART OF A CALIFORNIA FAMILY

Enthusiastic, informative, heavyweight, adult communicator needed for Central California AC. Be a part of our family. Send tape and resume to Radio & Records, 1930 Century Park West, #512, Los Angeles, CA 90067. EOE

MORNING PERSONALITY CLASSIC HITS FORMAT

California Top 75 in San Joaquin Valley requires a consistently entertaining morning personality to maintain and build within solidly positioned, heavily promoted and researched precision Classic Hits Format. 15,000-25,000K with benefits. Send C&R to Radio & Records, 1930 Century Park West, #514, Los Angeles, CA 90067. EOE

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City State Zip

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Payment enclosed

Charge my:

VISA

MasterCard

Interbank # Exp. Date

Signature

BLACK/URBAN

BREAKERS.

LUTHER VANDROSS

Stop To Love (Epic)

84% of our reporters on it. Rotations: Heavy 9/2, Medium 35/8, Light 31/18, Total Adds 26 including WUSL, WDJY, WHUR, KMJQ, WEDR, WOWI, WDMT, KACE, KSOL, WHYZ. Debuts at number 28.

JANET JACKSON

Control (A&M)

75% of our reporters on it. Rotations: Heavy 9/0, Medium 36/8, Light 22/11, Total Adds 19 including WXYV, KMJQ, WJIA, WBLZ, WVKO, KSOL, WNNH, WFXC, KDKO. Debuts at number 28.

GRACE JONES

I'm Not Perfect (But I'm Perfect for You) (Manhattan)

71% of our reporters on it. Rotations: Heavy 3/0, Medium 24/2, Light 36/11, Total Adds 13 including WXYV, WHRK, WVKO, WLUM, KJLH, JETB4, WFXC, WKXI, KHYS, WDDM. Debuts at number 35.

POINTER SISTERS

Goldmine (RCA)

65% of our reporters on it. Rotations: Heavy 1/0, Medium 12/2, Light 45/29, Total Adds 31 including WDAS, WVEE, K104, K94, WDMT, KSOL, WHYZ, WCKX, WWWW, KMYX. Debuts at number 39.

KRYSTOL

Precious, Precious (Epic)

62% of our reporters on it. Rotations: Heavy 0/0, Medium 16/0, Light 39/9, Total Adds 9, WOWI, OC104, WFXA, KDZL, WJJS, WORL, WDDM, WWWW, KDKO. Debuts at number 40.

EL DeBARGE

Someone (Gordy/Motown)

61% of our reporters on it. Rotations: Heavy 0/0, Medium 21/2, Light 32/12, Total Adds 14 including WUSL, WVEE, WYLDFM, WLUM, XHRM, KSOL, WPEG, WGMG, KHYS, WPLZ. Debuts at number 38.

RUN D.M.C.

You Be Ill'n (Profile)

61% of our reporters on it. Rotations: Heavy 8/0, Medium 24/2, Light 22/5, Total Adds 7, WWINFM, WJZ, KJCB, KHYS, KAPE, WCKX, KBUZ. Debuts at number 36.

NEW & ACTIVE

O.C. SMITH "You're My First, My Last, My Everything" (Rendezvous) 4/8/5

Rotations: Heavy 5/0, Medium 23/0, Light 21/5, Total Adds 5, WHUR, WVEE, KAPE, WANM, KBUZ. Heavy: WJIA, WEDR, WTKL, WPKX, WKXI. Mediums include: WOHM, WJUZ, KQXL, WATY, WPEG, WPDQ, WALT, WQOK, KDKS, WTLG.

WHODUNN "Growing Up" (Jive/Arista) 4/8/7

Rotations: Heavy 0/0, Medium 14/0, Light 31/7, Total Adds 7, XHRM, KQXL, WPAL, JETB4, KIZ, KHYS, WZEN. Medium: K104, WJIA, KDAY, WJZ, WFXA, WQMG, WBLZ, KAPE, WCKX, WGRF, WWWW, KSOL, KDKO.

JAMES "D TRAIN" WILLIAMS "Misunderstanding" (Columbia) 4/4/20

Rotations: Heavy 1/0, Medium 13/1, Light 30/19, Total Adds 20, WWINFM, WXYV, WAMO, K104, KMJQ, WYLDFM, WDMT, KJLH, KSOL, WACK, WPKX, WENN, WPAL, WPEG, WPKX, KHYS, WPLZ, KAPE, WDDM, KMYX.

MANHATTANS "Where Did We Go Wrong" (Rhineclay) 6/2/14

Rotations: Heavy 0/0, Medium 17/2, Light 25/12, Total Adds 14, WJIA, WQCI, WZAK, WLUM, KACE, OC104, WOKX, WENN, WQMG, WBLX, KHYS, WPLZ, WGRF, KDKO. Mediums include: WDAS, WAMO, KSOL, WPKX, WDDM, WTLG.

MAZE "When You Love Someone" (Capitol) 4/1/10

Rotations: Heavy 1/0, Medium 18/1, Light 22/9, Total Adds 10, WJIA, WZAK, WLUM, KJLH, WPEG, WPDQ, WLOU, KHYS, KDKS, WHOM. Heavy: WDJY. Mediums include: WHUR, WVEE, K104, WEDR, WQCI, KACE.

AL JARREAU "Tell Me What I Gotta Do" (WB) 3/8/10

Rotations: Heavy 1/0, Medium 11/0, Light 27/10, Total Adds 10, WVEE, WEDR, WHRC, WAKX, KQXL, WATY, WQMG, KJCB, WGRF, WJLA. Heavy: WTMP. Medium: WHUR, WVKO, OC104, WFXA, WENN, KDZL, WJIA, WZAZ, KDKS, WWWW, WWOI.

SHIRLEY BURDOCK "As We Lay" (Elektra) 3/8/7

Rotations: Heavy 12/1, Medium 15/0, Light 11/6, Total Adds 7, WXYV, WDJY, WPAL, JETB4, WQGN, WJYL, WWOI. Heavy: K104, WYLDFM, WZAK, WHRC, WFXA, KDZL, KIZ, KOKY, WLOU, WPLZ, 2103.

GIVEN GUTHER "Outside In The Rain" (Polygram/PB) 3/8/4

Rotations: Heavy 0/0, Medium 12/0, Light 18/4, Total Adds 4, WVEE, WBAX, WFXA, WGRF. Mediums include: WWOI, WTMP, WJLB, WKND, WOKX, WENN, WPAL, WPEG, WQMG, WPKX, WJMI, WJYL, WQOK, WPLZ.

KEITH PATRICK "Night To Remember" (Omni/Atlantic) 3/7/5

Rotations: Heavy 3/0, Medium 20/1, Light 14/4, Total Adds 5, WTMP, WQCI, WPEG, WJJS, WQOK. Heavy: WPAL, WZAZ, WQCI. Mediums include: WZAK, WFXA, WQMG, WPKX, KIZ, WALT, KRYS, WTLG, KBUZ.

UTFO "South Persimmony" (Salsoul) 3/4/6

Rotations: Heavy 2/0, Medium 12/0, Light 18/4, Total Adds 4, WXYV, WJIA, WQCI, WFXA, WAAA, KUJO, WOKX, KDAY. Medium: KMJQ, WZAK, WTKL, WATV, WENN, WPAL, WFXC, WQMG, WLOU, WZAZ, KHYS.

GLENN JONES "Stay" (RCA) 3/2/5

Rotations: Heavy 0/0, Medium 13/1, Light 19/4, Total Adds 5, WQCI, WLOU, WALT, WDDM, WOKX. Medium: WDAS, WANM, WJIA, WHRC, WENN, KDZL, WJAS, KAPE, KDKS, WAAA, WWWW.

DONWELL FITMAN "Chocolate Lover" (After Five/FiveFive) 3/1/5

Rotations: Heavy 1/0, Medium 12/1, Light 18/4, Total Adds 5, WDAS, WHRC, WPDQ, WOKX, WWWW. Heavy: KMJQ, WJIA, WQCI, WFXA, WQMG, WPKX, KHYS, WDDM, WGRF, WQMG, WWWW, WWOI.

PIECES OF A DREAM "Joyride" (Manhattan) 3/1/3

Rotations: Heavy 4/0, Medium 16/0, Light 11/2, Total Adds 3, WEDR, JETB4, WJYL. Heavy: WPAL, WPLZ, WTLG, WZEN. Medium: WYLDFM, WWOI, WLUM, KJLH, KSOL, WOKX, KDZL, WLOU, WOKX, KHYS, KDKS, WOKX, 2103, WJLA, KBLZ.

GEORGE BENSON "Shiver" (WB) 2/5/14

Rotations: Heavy 0/0, Medium 8/0, Light 17/11, Total Adds 14, WOWI, WBAX, WJLB, WKND, WFXA, WENN, WPKX, WOKI, KIZ, WALT, WBLX, WQCI, WAKM, WQMS, WQMS, WYLDFM, WXYV, WTMP, WJMI, WAAA.

GAP BAND "Big Fun" (Total Experience/RCA) 2/5/7

Rotations: Heavy 2/0, Medium 12/0, Light 12/5, Total Adds 2, WILD, WDJY, KMJQ, KSOL, WPAL, KDKS, WAAA. Heavy: WJIA, WACK. Medium: WHRC, WBLZ, WZAK, KJLH, KIZ, KAPE, WANM, WWWW, KMYX.

MOST ADDED

POINTER SISTERS (31)
LUTHER VANDROSS (26)
JAMES "D" TRAIN WILLIAMS (20)
JANET JACKSON (19)
GEORGE BENSON (14)
EL DeBARGE (14)
FORCE MD'S (14)
MANHATTANS (14)
O'BRYAN (14)

HOTTEST

FREDDIE JACKSON (61)
JESSE JOHNSON featuring BLY STONE (43)
HUMAN LEAGUE (38)
STACY LATTISAW (25)
GREGORY ABBOTT (24)
WILLIE JACKSON (22)
MELBA MOORE /FREDDIE JACKSON (21)
ONE WAY (21)
LIONEL RICHIE (21)
READY FOR THE WORLD (17)

SIGNIFICANT ACTION

JAMES ARTHUR JOHNSON "Too Much Is Never Enough" (Tazoo) 2/3/4
Rotations: Heavy 0/0, Medium 3/0, Light 20/4, Total Adds 4, WFXA, WOKX, WQFX, WZAZ. Medium: WDJY, WWOI, WTLG.
TEASE "I Wish You Were Here" (Epic) 2/3/1
Rotations: Heavy 1/0, Medium 6/0, Light 10/1, Total Adds 1, WYDM. Heavy: WAMO. Medium: WOKX, JETB4, KDZL, WWOI, WZAZ, KOKY.
MOCERA "Summertime, Summertime" (Sleeping Bag) 2/2/7
Rotations: Heavy 3/0, Medium 8/1, Light 11/8, Total Adds 7, KMJQ, WEDR, WTMP, WZAK, KQXL, WQFX, WWOI. Heavy: WILD, WPKS, XHRM. Medium: WDAS, WJIA, WWOI, WJZ, ZB3, WQGN, WZEN.
CAPTAIN SKY "You Bring Me Up" (Triple T) 2/1/5
Rotations: Heavy 1/0, Medium 10/0, Light 20/5, Total Adds 5, WWINFM, WXYV, WDJY, WHRC, WPLZ. Medium: WBLX.
LATIMORE "Sunshine Lady" (Malaco) 2/1/1
Rotations: Heavy 1/0, Medium 7/0, Light 13/1, Total Adds 1, WZAK. Heavy: WATV. Medium: WWOI, WOKX, WPAL, WPDQ, WZAZ, KOKY, WBLX.
DONNA ALLEN "Serious" (21/Alco) 2/0/0
Rotations: Heavy 0/0, Medium 5/0, Light 15/6, Total Adds 8, WWINFM, WLD, WHRC, WQCI, WATV, WQOK, KAPE, WOPR. Medium: K104, WZAZ, KOKY, WANM, WTLG.
LYN ROMAN "Don't Look Back" (Jellican) 2/0/6
Rotations: Heavy 0/0, Medium 1/0, Light 19/6, Total Adds 8, WJIA, WQCI, WENN, ZB3, WPDQ, KDKO. Medium: WTMP.
JEAN CERRONE & LA TOYA JACKSON "Doppel Oh No" (Malaco) 2/0/0
Rotations: Heavy 0/0, Medium 4/0, Light 16/0, Total Adds 0, Medium: WTMP, WOKI, WWWW, KUJO.
ROBBIE NEVIL "C'est La Vie" (Manhattan) 1/9/11
Rotations: Heavy 1/0, Medium 5/2, Light 13/9, Total Adds 11, K104, WJIA, WBLZ, WDMT, WOKX, JETB4, KDZL, WQFX.
YOUNG & CO. "Such A Feeling" (Atlantic) 1/9/7
Rotations: Heavy 0/0, Medium 2/0, Light 17/7, Total Adds 7, K104, KMJQ, WQCI, KQXL, JETB4, WQMG, WGRF. Medium: WPKX, WZAZ.
R. JUSTICE ALLEN "Crackin' Up" (Malaco) 1/9/2
Rotations: Heavy 0/0, Medium 5/0, Light 14/2, Total Adds 2, WEDR, WANM. Medium: WJIA, WOKX, WQMG, WQFX, WOKI.
SHANNON "Prove Me Right" (Atlantic) 1/9/2
Rotations: Heavy 0/0, Medium 12/0, Light 17/2, Total Adds 2, KMJQ, WDMT. Medium: WJIA, WEDR, WTMP, WNNH, WPKX, WPEG, WFXC, WOKX, WZAZ, WANM, WAAA, WTLG.
JANICE CHRISTIE "Heat Stroke" (Supertronic) 1/8/6
Rotations: Heavy 0/0, Medium 6/1, Light 12/5, Total Adds 6, WHRC, KMJM, KDAY, KQXL, WPAL, WBLX. Medium: WAMO, WHUR, WZAZ, WDDM, WTLG.
FORCE MD'S "I Wanna Know Your Name" (Tommy Boy/WB) 1/6/14
Rotations: Heavy 0/0, Medium 2/2, Light 14/12, Total Adds 14, WDAS, KMJQ, WJIA, WHRC, WWOI, WZAK, WJLB, WATV, JETB4, WQFX, WBLX, WOKX, WTLG, KDKO.
HEAVY TRAFFIC STARRING "V" "Jealousy" (Atlantic) 1/6/4
Rotations: Heavy 0/0, Medium 1/0, Light 15/4, Total Adds 4, WBAX, WQMG, WQMG, WJLA. Medium: WZAZ.
BEASTIE BOYS "It's The New Style" (Def Jam/Columbia) 1/6/3
Rotations: Heavy 1/0, Medium 6/0, Light 9/3, Total Adds 3, WEDR, JETB4, WZAZ. Heavy: KDAY. Medium: KMJQ, WJIA, WQCI, WOKX, WQCI, WYDM.
JAY GRAYSON "Real Me Free" (Capitol) 1/6/1
Rotations: Heavy 0/0, Medium 5/0, Light 13/1, Total Adds 1, ZB3. Medium: WEDR, WTMP, WWWW.
BOBBY WOMACK "I Want To Make Love To You" (MCA) 1/5/6
Rotations: Heavy 0/0, Medium 1/0, Light 10/6, Total Adds 8, WHND, WOKX, WFXC, WOKI, WAAA, WGRF, WWWW, WWOI. Medium: WZAK, WJZ, WAKO, KOKY, WJLA.
OCTAVIA "2 The Limit" (Pow Wow) 1/5/2
Rotations: Heavy 1/0, Medium 8/1, Light 5/1, Total Adds 2, WTMP, WENN. Heavy: WPEG. Medium: WWINFM, WXYV, WDAS, WJLB, WFXA, WQMG, WBLX.
SCHERRIE PAYNE/PHILIP INGRAM "On & On" (Superstar Int'l) 1/5/1
Rotations: Heavy 0/0, Medium 7/0, Light 8/1, Total Adds 1, WTMP. Medium: KACE, KQXL, WTKL, WOKX, WOKI, KHYS, WOKX.
O'BRYAN "Tenderoni" (Capitol) 1/4/14
Rotations: Heavy 0/0, Medium 1/1, Light 13/13, Total Adds 14, WHUR, K104, WQCI, WZAK, KMJM, XHRM, WDOX, WPAL, WQOK, WOKX, WYDM, WTLG, WWWW.
JENNY BURTON "Do You Want It Bad Enough?" (Atlantic) 1/4/13
Rotations: Heavy 0/0, Medium 2/2, Light 12/11, Total Adds 13, WEDR, WTMP, XHRM, WFXA, WENN, WPEG, WQGN, WLOU, WANM, WOKX, WTLG, WZEN, WWOI.
JETS "You Got It All" (MCA) 1/3/10
Rotations: Heavy 0/0, Medium 1/1, Light 12/9, Total Adds 10, WDAS, KACE, KDAY, WAKO, WFXA, WENN, WQGN, WJLS, WAAA, WGRF.
GEORGE DUKE "Good Friends" (Elektra) 1/3/9
Rotations: Heavy 0/0, Medium 3/1, Light 10/8, Total Adds 9, WWINFM, WUSL, KMJM, KQXL, ZB3, WPKX, WANM, WAAA, KMYX. Medium: WHUR, WPAL.
PRIVATE POSSESSION featuring HUNTER HARRIS "This Time" (4th & Broadway/Island) 1/3/6
Rotations: Heavy 0/0, Medium 2/0, Light 11/8, Total Adds 8, WTMP, WAKO, WPEG, WPKX, WOKI, WZAZ. Heavy: WBLX, WWOI. Medium: WGRF, WJLA.
CAMEO "Candy" (Atlanta Artists/PB) 1/3/4
Rotations: Heavy 3/0, Medium 7/2, Light 3/2, Total Adds 4, WPKX, WOKI, WLOU, WBLX. Heavy: WZAK, WYLDFM, WDDM. Medium: WBLZ, WJLB, KDAY, WQOK, WPLZ.
CLAUDJA BARRY "Down & Counting" (Epic) 1/2/6
Rotations: Heavy 0/0, Medium 2/0, Light 10/8, Total Adds 6, WOWI, WTMP, WQMG, WZAZ, WDDM, WWWW. Medium: XHRM, WPAL.
B. FATS "Wopple" (Passe) 1/2/4
Rotations: Heavy 0/0, Medium 4/1, Light 8/3, Total Adds 4, WPKS, KMJQ, WEDR, WANM. Medium: WHUR, WZAK, WZAZ.
TRINERE "I Know You Love Me" (Jampacked) 1/2/2
Rotations: Heavy 0/0, Medium 4/0, Light 8/2, Total Adds 2, WPAL, WJYL. Medium: WQCI, WOKX, WJMI, WTLG.
WILLIE CLAYTON "Show And Tell" (Kirtle) 1/1/5
Rotations: Heavy 0/0, Medium 2/0, Light 9/5, Total Adds 5, WATV, WPKX, KOKY, WORL, WANM. Medium: WJZ, WPDQ.
RAPPERS CONVENTION "The Wiggle" (EMI America) 1/1/0
Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Total Adds 0, Medium: KMJQ, WEDR, WWWW.
SHOWBOYS "Drag Rap" (Profile) 1/0/6
Rotations: Heavy 0/0, Medium 1/1, Light 9/5, Total Adds 6, KMJQ, WJZ, WQXL, WQFX, KOKY, WZEN.
B.A.D. BAND "All I Want Is You" (Sisban) 1/0/1
Rotations: Heavy 1/0, Medium 8/0, Light 3/1, Total Adds 1, WCKX. Heavy: WQOK. Medium: KMJQ, WHRC, WTMP, WJZ, WATV, WZAZ.

THE SOUND OF ROMANCE IS BACK

RAY, GOODMAN & BROWN

"TAKE IT TO THE LIMIT"

THE FIRST SINGLE FROM THE FORTHCOMING ALBUM

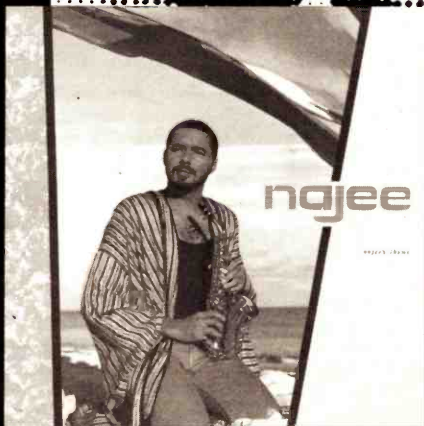
"TAKE IT TO THE LIMIT"

PRODUCED BY
RAHNI SONG FOR ORPHEUS PROD.

RAY, GOODMAN & BROWN



TAKE IT TO THE LIMIT



NAJEE

"SWEET LOVE"

THE FIRST SINGLE FROM THE FORTHCOMING ALBUM

"NAJEE'S THEME"

PRODUCED BY
CHARLES ELGART, NAJEE & RAHNI SONG

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COMMITTED TO BEING THE BEST...**



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YOUNG BLACK PROGRAMMERS COALITION, INC.

NOVEMBER 14th, 15th, & 16th, 1986 HYATT REGENCY HOTEL

Houston, Texas
(713) 654-1234

Special YBPC Room Rate
\$49 Single \$59 Double per day/per room

Theme: Where Do We Go From Here ? ? ?

- I. The Changing Format
- II. Record Promotion The New Ball Game
- III. Polishing Your Image In The Industry

SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 14th

Registration 3:00 pm - 5:00 pm
7:00 pm - 9:00 pm — Cocktail Party

SATURDAY, NOVEMBER 15th

Registration 10:00 am - 12 Noon
General Session 9:00 am - 10:00 am
Workshop I 10:30 am - 12:00 Noon
Lunch 12:00 Noon - 1:30 am
Workshop II 1:30 pm - 3:00 pm
Workshop III 3:00 pm - 4:30 pm
Cocktail Party 6:00 pm - 8:00 pm
Award Banquet 8:00 pm - 11:00 pm

SUNDAY, NOVEMBER 16th

**YBPC ANNUAL
MEETING**

*Election of National
Officers*
11:00am - 2:00pm

EARLY BIRD REGISTRATION FEES

Members.....	\$50.00
Non-Members.....	\$60.00
Late Fee After October 31.....	\$10.00
Spouse Regular or Banquet Ticket.....	\$40.00

CONTACT: Barbara Lewis.....1-504-242-3131
Marcell Lee.....504-822-1945
Stephanie Smallwood.....318-898-1112

SOUVENIR BOOKLET INFORMATION

★ Ads Page Size Based on 8½x11 Trim

\$400.00.....	Full Page - Inside Front & Back
\$300.00.....	Full Page
\$200.00.....	Half Page
\$150.00.....	Fourth Page
\$75.00.....	Eighth Page
\$50.00.....	Professional Card and Name
Non Camera Ready Art Work.....	\$100.00

CONTACT: Henry Jefferson, 10600 So. Gesaer #4,
Houston, Texas 77071, 713-271-0011
A.D. Washington, 214-556-2002

**THE NINTH ANNUAL
YBPC NATIONAL MEETING '86**
YBPC, INC. c/o BARBARA LEWIS
7011 Salem Dr.
New Orleans, La. 70127

Name _____

Radio/TV Station _____

Radio/TV Station _____

Company _____

City _____ State _____ Zip _____

Phone _____ \$ _____

(CHECKS OR MONEY ORDERS ONLY)

FULL-SERVICE AC

TOP 20

Three Weeks
Two Weeks
One Week

Rank	Artist	Title	Label
6	4	2	1
4	1	1	2
1	2	3	3
19	12	5	4
3	3	4	5
13	9	7	6
18	13	10	7
20	17	11	8
14	12	8	9
—	17	10	10
8	6	11	11
2	5	8	12
—	20	16	13
7	7	9	14
5	8	14	15
14	11	13	16
9	10	15	17
BREAKER	10	18	18
—	20	19	19
BREAKER	20	20	20

NOVEMBER 7, 1986

Total Reports/Adds	Heavy	Medium	Light
46/0	42	4	0
46/0	43	3	0
41/0	27	10	4
39/3	25	13	1
38/0	28	7	3
36/2	25	10	1
36/2	25	10	1
34/0	20	12	2
30/1	14	15	1
34/7	11	20	3
29/0	13	13	3
28/0	12	14	2
30/3	9	13	8
26/0	7	13	6
26/0	6	14	6
25/0	10	12	3
24/0	5	11	8
23/2	3	18	2
22/2	7	15	0
26/6	4	12	10

MOST ADDED

- BILLY JOEL (11)
- AMY GRANT (8)
- BILLY OCEAN (7)
- MIAMI SOUND MACHINE (6)
- CHICAGO (5)
- MICHAEL McDONALD (5)
- L. RONSTADT & J. INGRAM (5)

HOTTEST

- PETER CETERA w/AMY GRANT (35)
- LIONEL RICHE (34)
- BRUCE HORNSBY & THE RANGE (21)
- MADONNA (16)
- TOTO (16)

BREAKERS

MIAMI SOUND MACHINE Falling In Love (Uh-Oh) (Epic)

57% of our reporters on it. Rotations: Heavy 4, Medium 12, Light 10, Total Adds 6, WISN, KOY, WCHS, WROK, WJBC, WCIL. Debuts at number 20 on the Full-Service chart.

CHRISTOPHER CROSS Loving Strangers (Arista)

50% of our reporters on it. Rotations: Heavy 3, Medium 18, Light 2, Total Adds 2, KOY, WJDX. Moves 19-18 on the Full-Service chart.

NEW & ACTIVE

SERGIO MENDES BRASIL '86 "Take This Love" (A&M) 22/2
Rotations: Heavy 1/0, Medium 18/1, Light 5/1, Total Adds 2, KFMB, WIBA, Heavy, KSL, Medium including WFRB, WTMJ, WCCO, WCHS, WHBY, WHSC, WSPD, KUGN, WPOE, WTMO, WMTR, WJBC, WASK, KTWO, KVEC.

RIC O'CASEY "Emotion In Motion" (Soffen) 22/2
Rotations: Heavy 7/1, Medium 15/1, Light 0, Total Adds 2, KOY, WTIC, Heavy including WFRB, WSPD, KUGN, WMTR, WCIL, Medium including KFMB, KJR, WCCO, WCHS, WHSC, WIBA, WMTR, KFOD, KTWO, KVEC. Moves 20-19 on the Full-Service chart.

BEN E. KING "Stand By Me" (Atlantic) 19/4
Rotations: Heavy 1/0, Medium 11/3, Light 7/1, Total Adds 4, WTAE, KOY, WG, WGRB, Heavy, WPRO, Medium including WFRB, WCCO, WCHS, WGW, WROK, WSPD, WPOE, WSTU, Light including KHOW, WHBC, WNNR, WTMO, WMTR.

GORDON LIGHTFOOT "Stay Leesa" (WB) 17/0
Rotations: Heavy 0, Medium 12/0, Light 5/0, Total Adds 0, Medium: WTMJ, WCCO, WHBY, WHC, WROK, WSPD, WPOE, WTMO, WGRB, WJBC, WASK, KVEC, Light: WCHS, WHSC, WIBA, WMTR, KFOD.

AIR SUPPLY "One More Chance" (Arista) 18/4
Rotations: Heavy 1/0, Medium 9/1, Light 6/3, Total Adds 4, WCHS, WJDX, WHSC, WROK, Heavy: WELI, Medium including WFRB, WSN, WBA, WSPD, KUGN, WPOE, WGRB, KTWO, Light including WNNR, WMTR, KFOD.

AMY GRANT "Stay For A While" (A&M) 14/0
Rotations: Heavy 0, Medium 7/5, Light 7/3, Total Adds 8, WFRB, KFMB, WBT, WBA, WSPD, WTMO, WJBC, KVEC, Medium including KSL, KTWO, Light including WCCO, WHBY, KUGN, WGRB.

LINDA RONSTADT & JAMES INGRAM "Somewhere Out There" (MCA) 14/5
Rotations: Heavy 1/0, Medium 11/3, Light 2/2, Total Adds 5, WELI, WG, WJDX, WHC, WNNR, Heavy: KSL, Medium including WFRB, WHBY, KUGN, WPOE, WJBC, WASK, KTWO, KVEC.

GREGORY ABBOTT "Shake You Down" (Columbia) 14/1
Rotations: Heavy 0, Medium 8/0, Light 8/1, Total Adds 1, WGRB, Medium: WHBY, KBOI, WNNR, WPOE, WMTR, WSTU, WCL, KTWO, Light including WCCO, WCHS, WROK, WTMO, WJBC.

WILLIAM LEE GOLDEN "You Can't Take It With You" (MCA) 13/2
Rotations: Heavy 0, Medium 6/2, Light 7/0, Total Adds 2, WSN, KSL, Medium including WCCO, WHBY, WPOE, KVEC, Light: WCHS, WBA, WTMO, WMTR, WGRB, WJBC, KTWO.

RITA COOLIDGE & RUPERT HOLMES "Touch And Go" (Polygram/PolyGram) 13/0
Rotations: Heavy 0, Medium 13/0, Light 3/0, Total Adds 0, Medium: WFRB, WTMJ, WHBY, WHC, KUGN, WPOE, WJBC, WASK, KTWO, KVEC, Light: KFMB, WCHS, WGRB.

ALABAMA "Touch Me When We're Dancing" (RCA) 12/1
Rotations: Heavy 1/0, Medium 8/0, Light 2/1, Total Adds 1, WHBY, Heavy: WGRB, Medium: 55KRC, WTMJ, WCCO, WHAS, WSPD, WTMO, WJBC, WCIL, KVEC, Light including KFOD.

BILLY JOEL "This Is The Time" (Columbia) 11/11

Rotations: Heavy 0, Medium 3/3, Light 8/8, Total Adds 11, WFRB, WCCO, WCC, WHBC, KBOI, KUGN, KSL, WPOE, WMTR, WSTU, KTWO.

MICHAEL McDONALD "Our Love" (WB) 10/5
Rotations: Heavy 0, Medium 5/1, Light 5/4, Total Adds 5, WBA, WNNR, WPOE, WTMO, WJBC, Medium including WCCO, KFMB, KUGN, KTWO, Light including WGRB.

GLORIA LORING "Don't Let Me Change The Way You Are" (Atlantic) 10/3
Rotations: Heavy 0, Medium 4/1, Light 6/2, Total Adds 3, WSPD, WTMO, WJBC, Medium including WHBY, WPOE, WASK, Light including WCCO, KUGN, WGRB, KTWO.

BENJAMIN ORR "Stay The Night" (Elektra) 8/3
Rotations: Heavy 1/0, Medium 7/3, Light 1/0, Total Adds 3, KOY, WELI, WSTU, Heavy: KUGN, Medium including WGY, WSPD, WPOE, WMTR, Light: WNNR.

BOSTON "Annada" (MCA) 8/1
Rotations: Heavy 2/0, Medium 4/0, Light 2/1, Total Adds 1, KTWO, Heavy: WCC, WSTU, Medium: KFMB, WNNR, WPOE, WMTR, Light including WTMO.

HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 8/1
Rotations: Heavy 0, Medium 6/1, Light 2/0, Total Adds 1, WHAS, Medium including WCC, KUGN, WSTU, WJBC, KTWO, Light: WGW, WNNR.

SIGNIFICANT ACTION

GLASS TIGER "Someday" (Manhattan) 7/1
Rotations: Heavy 0, Medium 2/1, Light 5/0, Total Adds 1, WFRB, Medium including KUGN, Light: WCCO, WHBC, WTMO, WGRB, WSTU.

OHIO "Forever Live And Die" (Virgin/A&M) 7/1
Rotations: Heavy 0, Medium 4/0, Light 3/1, Total Adds 1, WHBY, Medium: KUGN, WMTR, KTWO, KVEC, Light including WNNR, WTMO.

DARYL HALL "Foolish Pride" (RCA) 6/2
Rotations: Heavy 0, Medium 3/1, Light 3/1, Total Adds 2, WTMO, WSTU, Medium including WELI, WNNR, Light including WNNR, WTMO.

VANGELIS "Hymne" (Polygram/PolyGram) 6/1
Rotations: Heavy 0, Medium 2/0, Light 4/1, Total Adds 1, WJBC, Medium: WFRB, KSL, Light including WGRB, KTWO, KVEC.

MONKEES "Daydream Believer" (Arista) 6/0
Rotations: Heavy 0, Medium 2/0, Light 4/0, Total Adds 0, Medium: WSPD, WASK, Light: WCHS, WNNR, WGRB, KFOD.

CHICAGO "Whip You Still Love Me?" (WB) 5/5
Rotations: Heavy 0, Medium 2/2, Light 3/0, Total Adds 5, WCCO, WCC, WPOE, WMTR, KTWO.

PHYLLIS HYMAN "Old Friend" (PIR/Manhattan) 5/3
Rotations: Heavy 0, Medium 0, Light 5/3, Total Adds 3, WCCO, WPOE, WGRB, Light including WHBY, WHBC.

MATT BIANCO "More Than I Can Bear" (Atlantic) 5/2
Rotations: Heavy 0, Medium 2/1, Light 3/1, Total Adds 2, WHBY, KVEC, Medium including KTWO, Light including WCCO, WTMO.

PRETENDERS "Don't Get Me Wrong" (Sire/WB) 5/2
Rotations: Heavy 0, Medium 3/0, Light 2/2, Total Adds 2, WNNR, WTMO, Medium: WMTR, KTWO, KVEC.

PAUL SIMON "Graceland" (WB) 4/3
Rotations: Heavy 0, Medium 1/1, Light 3/2, Total Adds 3, WCCO, WSPD, KUGN, Light including WTMO.

HOWARD HEWETT "I'm For Real" (Elektra) 4/1
Rotations: Heavy 0, Medium 4/1, Light 0, Total Adds 1, WGY, Medium including KUGN, WNNR, KTWO.

BOB SEGER & THE SILVER BULLET BAND "Miami" (Capitol) 3/3
Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, KUGN, WPOE, KTWO.

AL JARREAU "Tell Me What I Gotta Do" (WB) 3/1
Rotations: Heavy 0, Medium 2/0, Light 1/1, Total Adds 1, WJBC, Medium: WCCO, KSL.

BILLY VERA & THE BEATERS "At This Moment" (Rhino) 3/0
Rotations: Heavy 0, Medium 3/0, Light 0, Total Adds 0, Medium: WJBC, WCL, KVEC.

CROWDED HOUSE "Don't Dream It's Over" (Capitol) 3/0
Rotations: Heavy 0, Medium 1/0, Light 2/0, Total Adds 0, Medium: WFRB, Light: WMTR, WGRB.

ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 3/0
Rotations: Heavy 1/0, Medium 2/0, Light 0, Total Adds 0, Heavy: WCC, Medium: WHAS, WSTU.

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ADULT CONTEMPORARY

BREAKERS

LINDA RONSTADT & JAMES INGRAM

Somewhere Out There (MCA)

59% of our reporters on it. Rotations: Heavy 4, Medium 31, Light 24, Total Adds 18 including WSB-FM, WLTS, W101, WARM98, WSNY, WOMC, KS94, KMJI. Debuts at number 25 on the AC chart.

OMD

(Forever) Live And Die (Virgin/A&M)

51% of our reporters on it. Rotations: Heavy 7, Medium 25, Light 19, Total Adds 11 including K101, KEZR, WKGW, WSFL, WAVE, WNAM, WMGN, K99. Debuts at number 27 on the AC chart.

NEW & ACTIVE

AIR SUPPLY "One More Chance" (Arista) 48/7

Rotations: Heavy 1/0, Medium 27/1, Light 20/6. Total Adds 7. 2WD, KEY103, WYTC, KELT, WLACFM, KIOA, KJUUJ. Heavy: WEIM. Medium including WAEB, WKGW, WZD, WMGN, WMAJ, WKNE, WSKI, WOHQ, WTNV, WSKY, WCHV, WEIZ.

WHAM! "Where Did Your Heart Go?" (Columbia) 48/3

Rotations: Heavy 5/0, Medium 28/2, Light 14/1. Total Adds 3. K101, WLACFM, WING. Heavy: KOST, WGLL, WOHQ, WCHV, KALE. Medium including KYIL, WLTS, KFIM, WKYE, KEY103, WTFM, KYUA, KWFM, WSKI, WSKY, WCKQ, WGSV.

AMY GRANT "Stay For A While" (A&M) 48/18

Rotations: Heavy 0, Medium 29/5, Light 29/13. Total Adds 18 including 2WD, KFIM, KEY103, WYTY, U102, KQ99, WTRX, KDUK, WMAJ, WGLL, WCKQ. Medium including WSB-FM, WNYX, WLACFM, WEIM, WSKI, WOHQ, WBGW, KYTL, WJON.

BEN E. KING "Stand By Me" (Atlantic) 45/2

Rotations: Heavy 4/0, Medium 29/0, Light 12/2. Total Adds 2. KQ99, WGSV. Heavy: WHTX, KVLV, WEZC, WEZS. Medium including WBSF-M, WOMC, KYKX, KKLK, K101, WKYE, WAVE, WTRX, KWAV, WSKI, WOHQ, KRLB, WORG, WKYX.

ANITA BAKER "Caught Up In The Rapture" (Elektra) 44/43

Rotations: Heavy 0, Medium 13/12, Light 31/21. Total Adds 43 including WNIC, KKLK, KHYL, WAEB, WNAM, KIOA, WTRX, WLHT, KWAV, WMAJ, WEIM, WKNE, WTNV, WMPA, WSKY, WCKQ, WGSV, WAGE, WORG, WKYX, WFFX.

RITA COOLIDGE & RUPERT HOLMES "Teach And Go" (Polydor/PolyGram) 48/2

Rotations: Heavy 3/0, Medium 23/1, Light 14/1. Total Adds 2. WNIC, WTNV. Heavy: WEIM, WBGW, KQSW. Medium including WAEB, WTRX, WFL, WTRX, WKNE, WGLL, WOHQ, WSKY, WCHV, WAHR, KYTL, WMTFM, WBOW, KKLK, KYJC.

HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 39/8

Rotations: Heavy 0, Medium 23/2, Light 10/4. Total Adds 8. WSNL, W101, WMAJ, KQ99, WLHT, KWFM. Heavy: 2WD, WRKA, WAVE, WSKI, WMPA, WCKQ. Medium including WHTX, KVLV, WLLT, K101, WKYE, WYTY, KIOA, WTRX.

BILLY JOEL "This Is The Time" (Columbia) 34/33

Rotations: Heavy 0, Medium 9/8, Light 25/24. Total Adds 33 including WSNL, 2WD, WARM98, WSNY, KHYL, B100, WKYE, WNAM, WFAK, WMAJ, WKNE, WOHQ, WSKY, WCKQ, WCHV, WORG, WKYX, WBGW. Light including KKLK.

POINTERS SISTERS "Goodness" (RCA) 29/12

Rotations: Heavy 0, Medium 8/1, Light 23/11. Total Adds 12. WRKA, WNAM, KIOA, WTRX, WOHQ, WMPA, WCHV, WKYX, WMTFM, KFSS, KKLK, K99. Medium including KYKY, WSFL, WSKY, KYTL, KALE. Light including KKLK, U102, WORG.

KOOL & THE GANG "Victory" (Mercury/PolyGram) 27/7

Rotations: Heavy 0, Medium 10/1, Light 17/8. Total Adds 7. KVLV, WKYE, WTRX, WGLL, KFSS, KYJC, KQSW. Medium including KIOA, WMPA, WSKY, WCKQ, WCHV, WGSV, WORG, KYTL, KALE. Light including WAEB, WNAM, WAGE, KKLK.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	100/1	97	3	0
2 HUMAN LEAGUE	98/0	93	4	1
3 BRUCE HORNSBY & THE RANGE	99/2	92	5	2
4 PETER CETERA with AMY GRANT	98/0	88	9	1
5 MADONNA	97/0	74	21	2
6 BILLY OCEAN	98/2	45	47	6
7 BEACH BOYS	90/0	54	34	2
8 TOTO	74/0	52	17	5
9 RIC OCASEK	90/9	41	40	9
10 KENNY ROGERS	80/1	48	25	7
11 BENJAMIN ORR	89/10	29	47	13
12 CARLY SIMON	71/0	27	38	6
13 MIAMI SOUND MACHINE	84/16	6	58	20
14 BOSTON	68/13	26	32	10
15 CHRIS DEBURGH	69/0	29	35	5
16 JANET JACKSON	59/0	21	25	13
17 GENESIS	55/0	13	31	11
18 DARYL HALL	73/7	12	49	12
19 SERGIO MENDES BRASHI '86	72/5	12	48	12
20 CYNDI LAUPER	57/0	15	29	13
21 GREGORY ABBOTT	71/10	8	42	21
22 ANITA BAKER	43/0	6	28	9
23 CHRISTOPHER CROSS	55/1	11	37	7
24 HOWARD HEWETT	63/7	14	31	18
25 LINDA RONSTADT & JAMES INGRAM	59/18	4	31	24
26 DAVID PACK	41/0	7	25	9
27 OMD	51/11	7	25	19
28 WHAM!	48/3	5	29	14
29 MONKEES	53/0	2	34	17
30 BEN E. KING	45/2	4	29	12

MOST ADDED

- ANITA BAKER (43)
- BILLY JOEL (33)
- CHICAGO (28)
- AMY GRANT (18)
- L. RONSTADT & J. INGRAM (18)
- MIAMI SOUND MACHINE (16)
- ICEHOUSE (15)
- BOSTON (13)
- POINTERS SISTERS (12)
- EVERYTHING BUT THE GIRL (11)
- OMD (11)

HOTTEST

- BRUCE HORNSBY & THE RANGE (75)
- LIONEL RICHIE (75)
- HUMAN LEAGUE (70)
- PETER CETERA (69)
- MADONNA (39)
- BEACH BOYS (22)
- TOTO (20)
- RIC OCASEK (14)
- BOSTON (13)
- BILLY OCEAN (11)
- KENNY ROGERS (11)

CHICAGO "Whi You Still Love Me?" (WB) 25/20

Rotations: Heavy 1/0, Medium 5/4, Light 19/16. Total Adds 20 including KOST, WAEB, WKYE, WSFL, WKNE, WOHQ, WTNV, WMPA, WAGE, KFSS, WKUS, WBOW, KMGQ, KALE. Heavy: WSKY. Medium including WBGW. Light including U102, WLACFM, WKYX.

MICHAEL McDONALD "Our Love" (WB) 25/7

Rotations: Heavy 0, Medium 9/1, Light 18/6. Total Adds 7. WYTC, KQ99, WSKI, WSKY, WAGE, WZLO, KFSS. Medium including KHYL, KFIM, WTRX, WEIM, WBGW, KRNO, KQSW, KALE. Light including WKGW, WAVE, WNAM, WCHV, WORG.

SIGNIFICANT ACTION

EURYTHMICS "Thorn In My Side" (RCA) 24/2

Rotations: Heavy 1/0, Medium 7/1, Light 16/1. Total Adds 2. B100, WGLL. Heavy: KALE. Medium including WKYE, WSFL, WSKY, WCKQ, KYTL, KQSW. Light including WAEB, WTRX, WNAM, WEIM, WMPA, WKYX, WAVE, WZLO, KKLK, KYJC.

PAUL SIMON "Graceland" (WB) 22/9

Rotations: Heavy 1/0, Medium 11/5, Light 10/8. Total Adds 9. KHYL, KIOA, KDUK, WMAJ, WEIM, WCKQ, WORG, KKLK, WTRX. Heavy: WSKY. Medium including KQW, KFIM, WSFL, WNGN, KWAV, WBGW, WMTFM, KALE.

PRETENDERS "Don't Get Me Wrong" (Sire/WB) 19/5

Rotations: Heavy 2/0, Medium 11/3, Light 6/2. Total Adds 5. KVLV, 2WD, K101, WYTY, WAVE. Heavy: KQSW, KALE. Medium including WKYE, KDUR, WEIM, WSKI, WSKY, WCKQ, WORG, WFFX. Light including KIOA, WAGE, WZLO, KESB.

WILLIAM LEE GOLDEN "You Can't Take It With You" (MCA) 19/1

Rotations: Heavy 1/0, Medium 6/0, Light 12/1. Total Adds 1. WKYX. Heavy: WBGW. Medium: WNAM, WGLL, WOHQ, WCHV, WAHR, WJON. Light including WEIM, WKNE, WSKI, WMPA, WORG, WAVE, WZLO, KFSS, KWEB, WBOW, KQSW.

GLASS TIGER "Somebody" (Manhattan) 18/5

Rotations: Heavy 1/0, Medium 6/3, Light 11/2. Total Adds 5. WHTX, U102, WTRX, WGLL, WBGW. Heavy: WCKQ. Medium including WEIM, WSKI, KALE. Light including B100, WYTY, WTRX, WSFL, KIOA, WAVE, WMTFM, WJON, K99.

ICEHOUSE "Paradise" (Chrysalis) 18/5

Rotations: Heavy 0, Medium 1/1, Light 14/14. Total Adds 15. WAEB, WEIM, WSKI, WSKY, WCKQ, WCHV, WAGE, WORG, WBGW, WZLO, KYTL, WBOW, KKLK, KQSW, KALE.

EVERYTHING BUT THE GIRL "Don't Leave Me This Way" (Sire/WB) 12/11

Rotations: Heavy 0, Medium 3/2, Light 9/9. Total Adds 11. WAEB, KWAV, WSKI, WSKY, WCHV, WORG, WBGW, WZLO, WJON, KYJC, KALE. Medium including KMGQ.

KANSAS "An American Trilogy" (MCA) 12/4

Rotations: Heavy 0, Medium 3/1, Light 8/2. Total Adds 4. WKYE, KDUR, WZLO, KQSW. Medium including WBGW, KALE. Light including WTRX, WCKQ, WAGE, WMTFM, K99, KYJC.

CARL ANDERSON "Can't Stop This Feeling" (Epic) 12/4

Rotations: Heavy 0, Medium 3/0, Light 8/4. Total Adds 4. KELT, WHNN, KQSW, KMGQ. Medium: WAEB, WEIM, WBGW. Light including WAVE, WZLO, KYTL, WJON, KALE.

ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 11/8

Rotations: Heavy 0, Medium 5/0, Light 1/0. Total Adds 0. Heavy: 2WD, B100, WAVE, WING, WSKI. Medium: WKYE, WMPA, KRLB, WFFX, K99. Light: WYTY.

MATT BIANCO "More Than I Can Bear" (Atlantic) 10/4

Rotations: Heavy 0, Medium 6/1, Light 4/3. Total Adds 4. WKNE, WSKI, WSKY, KQSW. Medium including WOHQ, WCHV, WBGW, KMGQ, KALE. Light including WMTFM.

VANGELIS "Hymns" (Polydor/PolyGram) 9/4

Rotations: Heavy 0, Medium 3/1, Light 8/2. Total Adds 4. WNIC, WEIM, WSKI, KYJC. Medium: WCHV. Light including WOHQ, WBGW, WZLO, KQSW.

ELTON JOHN "Heartache All Over The World" (Geffen) 9/8

Rotations: Heavy 0, Medium 3/0, Light 6/0. Total Adds 0. Medium: WKYE, WYTY, KALE. Light: WSTF, WAVE, WNAM, WTRX, KRLB, KYTL.

LIONEL RICHIE "Deep River Woman" (Motown) 8/2

Rotations: Heavy 0, Medium 5/1, Light 3/1. Total Adds 2. WLTJ, WZES. Medium including WMAJ, U102, WSKY, WAHR. Light including KS94, WTRX.

CROWDED HOUSE "Don't Dream It's Over" (Capitol) 8/2

Rotations: Heavy 1/0, Medium 6/1, Light 1/1. Total Adds 2. WEIM, KYTL. Heavy: KQSW. Medium including WOHQ, WSKY, WCHV, WBGW, KALE.



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COUNTRY

TOP 50

Three Weeks
Two Weeks
Last Week

Rank	Artist	Title	Label
5	3	2	GEORGE STRAIT/It Ain't Cool To Be Crazy About... (MCA)
4	2	1	ALABAMA/Touch Me When We're Dancin' (RCA)
11	8	5	BELLAMY BROTHERS with FORESTER SISTERS/Too Much Is Not Enough (MCA/Curb)
9	5	4	GATLIN BROTHERS/She Used To Be Somebody's Baby (Columbia)
8	7	6	JOHN SCHNEIDER/At The Sound Of The Tone (MCA)
13	11	7	T. GRAHAM BROWN/Hell And High Water (Capitol)
3	1	3	MARIE OSMOND & PAUL DAVIS/You're Still New To Me (Capitol/Curb)
19	14	12	HANK WILLIAMS JR./Mind Your Own Business (WB/Curb)
22	15	13	MICHAEL JOHNSON/Give Me Wings (RCA)
27	18	15	JUDDS/Cry Myself To Sleep (RCA/Curb)
20	16	14	HOLLY DUNN/Daddy's Hands (MTM)
28	22	17	REBA McENTIRE/What Am I Gonna Do About You (MCA)
26	19	16	RICKY SKAGGS/Love's Gonna Get You Someday (Epic)
34	24	20	DON WILLIAMS/Then It's Love (Capitol)
24	20	18	WAYLON JENNINGS/What You'll Do When I'm Gone (MCA)
14	12	10	BARBARA MANORELL/No One Mends A Broken Heart... (MCA)
25	23	21	SAWYER BROWN/Out Goin' Cattin' (Capitol/Curb)
46	30	26	CONWAY TWITTY/Fallin' For You For Years (WB)
29	25	22	GEORGE JONES/Wine Colored Roses (Epic)
33	27	24	MEL McDANIEL/Stand On It (Capitol)
30	26	23	BILLY JOE ROYAL/I Miss You Already (Atlantic America)
37	29	25	PAKE McENTIRE/Bad Love (RCA)
43	36	29	T.G. SHEPPARD/Hall Past Forever (Columbia)
39	31	27	JUDY ROODMAN/She Thinks That She'll Marry (MTM)
48	40	31	DAN SEALS/You Still Move Me (EMI America)
1	4	9	RESTLESS HEART/That Rock Won't Roll (RCA)
38	33	30	KATHY MATTEA/Walk The Way The Wind Blows (Mercury/PG)
7	6	8	STEVE WARINER/Starting Over Again (MCA)
44	39	34	O'KANES/Oh, Darlin' (Columbia)
2	9	19	RANDY TRAVIS/Diggin' Up Bones (WB)
12	10	11	JUICE NEWTON/Cheap Love (RCA)
BREAKER	32	28	LIONEL RICHIE & ALABAMA/Deep River: Woman (Motown)
50	43	38	JOHN CONLEE/The Carpenter (Columbia)
49	42	37	MERLE HAGGARD/Out Among The Stars (Epic)
—	48	40	GARY MORRIS/Leave Me Lonely (WB)
BREAKER	30	26	EDDIE RABBITT/Gotta Have You (RCA)
BREAKER	30	26	LYLE LOVETT/Cowboy Man (MCA/Curb)
21	21	28	JOHN ANDERSON/Honky Tonk Crowd (WB)
BREAKER	36	32	GIRLS NEXT DOOR/Baby I Want It (MTM)
—	46	42	STEVE EARLE/Someday (MCA)
DEBUT	41	37	TANYA TUCKER/It'll Come Back As Another... (Capitol)
35	32	32	GENE WATSON/Everything I Used To Do (Epic)
DEBUT	45	41	NITTY GRITTY DIRT BAND/Fire In The Sky (WB)
DEBUT	45	41	KEITH WHITLEY/Homecoming '63 (RCA)
—	50	46	WILD CHOIR/Heart To Heart (RCA)
10	17	33	EXILE/It'll Be Me (Epic)
41	38	36	STATLER BROTHERS/Only You (Mercury/PG)
DEBUT	45	41	DWIGHT YOAKAM/It Won't Hurt (Reprise/WB)
DEBUT	45	41	ADAM BAKER/Weren't You Listening (Arista)
—	49	47	NICOLETTE LARSON/That's More About Love (Than L.) (MCA)

NOVEMBER 7, 1986

Total Reports/Adds	Heavy	Medium	Light
156/0	145	10	1
156/0	142	14	0
158/0	132	23	3
155/0	128	24	3
151/1	118	22	11
157/0	105	46	6
142/0	103	29	10
155/0	83	65	7
157/1	70	76	11
157/3	52	95	10
149/4	79	53	17
153/1	45	100	8
154/3	48	93	13
156/6	32	102	22
149/4	40	95	14
121/1	79	29	13
132/1	50	68	14
148/13	11	103	34
127/3	48	60	19
135/8	22	84	29
118/5	40	57	21
143/5	11	95	37
143/21	11	92	40
133/10	9	88	36
146/17	5	98	43
110/0	54	35	21
116/8	17	76	23
100/0	42	39	19
124/10	8	77	39
90/1	37	33	20
87/0	28	44	15
103/22	22	43	38
117/14	6	64	47
114/12	3	69	42
126/30	3	54	69
114/26	1	45	68
103/17	1	52	50
65/0	27	23	15
99/15	1	44	54
89/20	1	36	52
86/38	0	24	62
55/2	13	30	12
73/47	0	14	59
75/28	0	22	53
77/10	0	31	46
38/0	11	13	14
55/5	1	28	26
51/34	1	13	37
60/8	2	17	41
45/2	1	25	19

MOST ADDED

- NITTY GRITTY DIRT BAND (47)
- TANYA TUCKER (38)
- EDDY RAVEN (37)
- DWIGHT YOAKAM (34)
- GARY MORRIS (30)
- KEITH WHITLEY (28)
- EDDIE RABBITT (26)
- MOE BANDY (24)
- JANIE FRICKIE (23)
- CRYSTAL GAYLE (23)

HOTTEST

- ALABAMA (96)
- GEORGE STRAIT (89)
- GATLIN BROTHERS (64)
- BELLAMY BROS. . . . (62)
- MARIE OSMOND & PAUL DAVIS (50)
- JOHN SCHNEIDER (37)
- HANK WILLIAMS JR. (34)
- HOLLY DUNN (31)
- T. GRAHAM BROWN (25)

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

EDDIE RABBITT
Gotta Have You (RCA)

On 72% of reporting stations. Rotations: Heavy 1, Medium 45, Light 68, Total Adds 26 including WKHX, WESC, KLLL, WSIX, KJNE, WSLR, WGAR-FM, WONE, KJJY, WYNG, WFMS, WBCS, KXXY, WXCL, KWEN, KGHL, KYGO, KUGN, KZLA, KNEW. Moves 41-36 on the Country chart.

LIONEL RICHIE & ALABAMA
Deep River Woman (Motown)

On 65% of reporting stations. Rotations: Heavy 22, Medium 43, Light 38, Total Adds 22 including WTSV, WCVR, WNYR, WWVA, WYNK, WSOC, WUSY, KKIX, KLLL, WCMS, KJNE, WUSQ, WSLR, WKKQ, WDAF, WTSO, WXCL, KUZZ, KGHL, KVOC, KSOP, KRPM. Moves 39-32 on the Country chart.

LYLE LOVETT
Cowboy Man (MCA/Curb)

On 65% of reporting stations. Rotations: Heavy 1, Medium 52, Light 50, Total Adds 17, WTCR, WYII, WYNK, WKLO, WESC, KIKK, KLLL, KYXX, WVKK, KRMD, WSLR, WYNG, WITL, WTSO, KIOV, KIK-FM, KKAL. Moves 42-37 on the Country chart.

GIRLS NEXT DOOR
Baby I Want It (MTM)

On 63% of reporting stations. Rotations: Heavy 1, Medium 44, Light 54, Total Adds 15, WTCR, CHOW, WESC, KLLL, WQYK, KJNE, WSLR, WYNG, KIOV, KFDI, KYAK, KKAL, KLZ, KCBQ, KGA. Moves 45-39 on the Country chart.



"Gotta Have You" (5012-7)

Eddie Rabbitt

BREAKERS

36

from an album full of hits, Rabbitt Trax (AHLI-7041)

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COUNTRY

NEW & ACTIVE

STEVE EARLE "Someday" (MCA) 89/20

Rotations: Heavy 1, Medium 36, Light 52, Total Adds 20; WVAM, WAJR, WDSY, WYNK, WUSY, WKLO, KSSN, WAMZ, KLLL, WOYK, WONE, KSO, WYNG, KIOV, KFDI, KKAL, KLZ, KRKA, KMPS, KIIM. Moves 46-40 on the Country chart.

TANYA TUCKER "I'll Come Back As Another Woman" (Capitol) 86/38

Rotations: Heavy 0, Medium 24, Light 62, Total Adds 38 including WRKZ, WAJR, WDSY, KEAN, KASE, WYNN, WTVY, WESC, WSKY, WPKA, WNNI, KTRP, KLZ, KEIN, KJRP, KCCY, KTOM, KGA. Debuts at number 41 on the Country chart.

WILCO "Heart to Heart" (RCA) 77/10

Rotations: Heavy 0, Medium 31, Light 46, Total Adds 10, WCAO, WAMZ, KJNE, WSLR, KWMT, KFKF, KFDI, KKAL, KUZZ, KWJJ, Medium: WPOR, WEZL, WKSJ, WLWI, WCMC, WKCO, WTCM, KALF, KOLO, KMPS. Moves 50-45 on the Country chart.

KEITH WHITLEY "Homecoming '83" (RCA) 75/28

Rotations: Heavy 0, Medium 22, Light 53, Total Adds 28 including WGN, WCAO, WBOB, KEAN, KSSN, KRMD, KJNE, KFKF, KXXY, WKCL, KTTS, WTHI, KTRP, WTKM, KFDI, KIK-FM, KLZ, KEIN. Debuts at number 44 on the Country chart.

NITTY GRITTY DIRT BAND "Fire In The Sky" (WB) 73/47

Rotations: Heavy 0, Medium 14, Light 59, Total Adds 47 including WCAO, WQBE, WRKZ, WXXK, KSSN, WCMC, WODR, WUBE, KFKF, WKCL, WIL, KRST, KGH, KUGN, KRWD, KCCY, KTOM, KSOP, KSN. Debuts at number 43 on the Country chart.

ADAM BAKER "Weren't You Listening" (Arista) 60/8

Rotations: Heavy 2, Medium 17, Light 41, Total Adds 8, WGN, WEZL, WDXE, KWMT, KCJB, WKCO, KKAL, KIGO. Heavy: WXXK, WCRV. Medium: WCAO, KASE, WTVY, WLWI, WCMC, KXXY, KRKT, KRWD, KEIN. Debuts at number 49 on the Country chart.

JANIE FRICKIE "When A Woman Cries" (Columbia) 53/23

Rotations: Heavy 0, Medium 14, Light 39, Total Adds 23, WGN, WYI, KASE, KYKR, WEZL, KSSN, WAMZ, WLWI, WNNI, WONE, KWMT, WKCL, WKCO, KTTS, WTHI, KFDI, KIK-FM, KGH, KJRP, KWYO, KRWO, KOLO, KTOM, KIGO.

DWIGHT YOAKAM "It Won't Hurt" (Reprise/WB) 51/34

Rotations: Heavy 1, Medium 13, Light 37, Total Adds 34 including KASE, WUSY, KIKK, KYXX, KKYX, WONE, KWMT, WOV, WKCL, KRST, KZLA, KALF, KTOM, KCKC, KSON, KGA. Debuts at number 48 on the Country chart.

EDDY RAVEN "Right Hand Man" (RCA) 48/37

Rotations: Heavy 0, Medium 9, Light 39, Total Adds 37 including KASE, WEZL, WUSY, KPLX, WIVK, WDXE, WLWI, WPKA, WOYK, WAXX, WYNG, WKCL, KNIX, KWJJ, KOLO, KTOM, KCKC, KMPS.

SIGNIFICANT ACTION

WHITES "It Should Have Been Easy" (MCA/Curb) 46/21

Rotations: Heavy 0, Medium 9, Light 37, Total Adds 21, WCAO, WQBE, WPOR, WYI, WMMI, KIKK, KSSN, KKYX, KJNE, KSO, WAXX, KFGO, KWMT, WKCO, KFDI, KRST, KIK-FM, KUUY, KKCS, KEIN, KTOM.

DONNA FARGO "Me & You" (Mercury/PolyGram) 41/13

Rotations: Heavy 0, Medium 8, Light 39, Total Adds 7, WCAO, WIXY, WYI, KYKR, WUSY, WTVY, WPAP, WNNI, KSO, WAXX, KTTS, KFDI, KEIN. Medium: WTSV, KBMR, WTCM, KRKT, KJRP.

JOHNNY PAYCHECK "Don't Bury Me Till I'm..." (Mercury/PolyGram) 41/13

Rotations: Heavy 0, Medium 13, Light 28, Total Adds 13, WVAM, WCAO, WAJR, WIXY, WVA, WYI, KSSN, KBMR, KSO, WAXX, WTHI, KFDI, KVOC, Medium: WCVR, WUSY, KTTS, KRKT, KEIN, KIGO.

LARRY BOONE "She's The Trip I've Been On" (Mercury/PolyGram) 40/7

Rotations: Heavy 2, Medium 18, Light 20, Total Adds 7, WGN, WYAM, WAJR, WVA, WDXE, WDAF, KTOM. Heavy: WYKR, KIKK. Medium: KRRV, WAXX, KWMT, WOV, KTTS, WTKM, KFDI, KRKT, KALF.

MOE BANDY "One Man Band" (MCA/Curb) 32/24

Rotations: Heavy 1, Medium 6, Light 25, Total Adds 24, WXXK, WIXY, WYI, KEAN, WEZL, WGTG, WTVY, KYXX, WOKK, WLWI, WPAP, KKYX, KFGO, WOV, KTTS, WTCM, KFDI, KRST, KUUY, KRWO, KEIN, KTOM, KGA.

KENNY ROGERS "They Don't Make Them Like They Used To" (RCA) 31/2

Rotations: Heavy 0, Medium 9, Light 39, Total Adds 7, WVAM, KBMR. Medium: WGN, WOKO, WNNI, KRRV, WCOB, WGGX, WFM5, WDAF, KEIN, KUPL, KIM.

RAY CHARLES "Dixie Moon" (Columbia) 30/9

Rotations: Heavy 0, Medium 6, Light 24, Total Adds 9, WGN, WVAM, WVA, KJNE, KFGO, WDAF, WJJO, KKCS, KTOM. Medium: WTVY, WCMC, KKYX, KTTS, KIGO.

CRYSTAL GAYLE "Straight To The Heart" (WB) 24/23

Rotations: Heavy 0, Medium 8, Light 39, Total Adds 23, WTSV, WNNI, WNYR, WGTG, WIVK, WKSJ, WSKY, WPKA, WBCS, KXXY, WTCM, KVOC, KUZZ, KVOC, KKCS, KYGO, KOL, KUPL, KWJJ, KTOM, KCKC, KSON, KIGO.

A.J. MASTERS "I Don't Mean Maybe" (Bermuda Dunes) 24/7

Rotations: Heavy 0, Medium 1, Light 23, Total Adds 7, WVAM, WGTG, KKYX, WKKO, KFGO, WKCL, KFDI. Medium: WTCM, Light: WIXY, WVA, WOV, KVOC, KQIL, KALF, KIGO.

CARLETTE "We Belong Together" (Luv) 24/11

Rotations: Heavy 0, Medium 8, Light 39, Total Adds 1, KTTS. Medium: WTVY, KYXX, KSO, KFGO, WOV, KVOC, KRKT, KSOP, Light: WCAO, WVA, KEAN, KSSN, KJNE, KTRP, KFDI.

BUTCH BAKER "Your Loving Side" (Mercury/PolyGram) 23/13

Rotations: Heavy 0, Medium 2, Light 21, Total Adds 13, KASE, WGTG, KIKK, WIVK, KYXX, WLWI, WPKA, KKYX, KTTS, WTCM, KUUY, KQIL, KTOM.

KEITH STEGALL "Die Rock & Roller..." (Columbia) 22/14

Rotations: Heavy 0, Medium 3, Light 19, Total Adds 14, WPOR, WYI, KEAN, WTVY, WPKA, KKYX, KRMD, KJNE, KBMR, KTRP, KVOC, KCCY, KALF, KTOM.

OSMOND BROTHERS "Looking For Suzanne" (EMI America/Curb) 22/1

Rotations: Heavy 0, Medium 10, Light 12, Total Adds 1, KJNE. Medium: WGN, WYUJ, WTVY, WKSJ, WCMC, WOV, KTTS, KEIN, KSOP, KIGO.

RAY STEVENS "Southern Air" (MCA) 21/4

Rotations: Heavy 2, Medium 8, Light 16, Total Adds 4, WVAM, KWMT, WDAF, WOV, Heavy: WVA, WTVY. Medium: WEZL, WPAP, KTTS. Light: WTRC, WPKA, KKYX, WUSO, KVOC, KSOP.

LEON EVERETTE "Sittin In The Picture" (Orlando) 20/6

Rotations: Heavy 0, Medium 6, Light 14, Total Adds 6, WYI, WLWI, WPAP, KJNE, KWMT, KFDI. Medium: WTVY, WOKK, KKYX, WOV, KTTS, KRKT.

RODNEY CROWELL "When I'm Free Again" (Columbia) 19/8

Rotations: Heavy 0, Medium 5, Light 14, Total Adds 6, WIXY, KYXX, WSKY, KKYX, KIK-FM, KOLO, KTOM, KIGO. Medium: WAMZ, WOKK, WCMC, KRKT.

JIM COLLINS "Romance" (TKM) 19/5

Rotations: Heavy 0, Medium 5, Light 14, Total Adds 5, KIKK, WPAP, KJNE, KFGO, WKCL. Medium: WTVY, KYXX, KKYX, WOV. Light: WCMC, KFDI, KQIL, KSOP.

ORLEANS "You're Mine" (MCA) 18/4

Rotations: Heavy 2, Medium 8, Light 16, Total Adds 4, WXXK, WOKK, WTCM, KUUY. Heavy: KRKT. Medium: WGN, KVOC. Light: WIXY, WKSJ, WPAP, KCCY, KOLO.

RONNIE MILSAP "How Do I Turn You On" (RCA) 17/15

Rotations: Heavy 0, Medium 8, Light 9, Total Adds 15, WYAY, WUSY, WGTG, KIKK, WIVK, WAMZ, WPKA, KBMR, WBCS, KXXY, KUZZ, KKCS, KYGO, KWJJ, KCBQ.

ALMOST BROTHERS "I Don't Love Her Anymore" (MTM) 14/12

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 12, WPOR, WCVR, WNNR, WYI, KYXX, WCMC, WPAP, WDAF, WVA, KVOC, KRKT, KIGO.

TIM MALCHAK with DWIGHT RUCKER "Easy Does It" (Alpine) 14/6

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 6, WTVY, WLWI, KFGO, WJJO, KVOC, KIGO. Medium: KRKT. Light: WXY, WYI, KRRV, KYXX, KKYX, WKSJ, KALF.

DOBBIE GRAY "From Where I Stand" (Capitol) 14/3

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 3, WYI, WGTG, KJNE. Medium: WTCM. Light: WVA, KASE, WOKK, WLWI, WCMC, WPAP, WOYK, KUZZ, KVOC, KSOP.

CANNONS "Do You Mind If I Step Into..." (Mercury/PolyGram) 13/2

Rotations: Heavy 1, Medium 2, Light 10, Total Adds 2, KFGO, KWMT. Heavy: KIKK. Medium: KSOP, KIGO. Light: WYU, WYI, KKYX, WOV, KTTS, KVOC, KFDI, KRKT.

JERRY HAYLOP "For Old Time Sake" (West) 12/4

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 4, KRKT, KIK-FM, KKAL, KRWO. Medium: WOKK. Light: KFGO, WOV, KTTS, KVOC, KUUY, KSOP, KIGO.

JILL HOLLIER "Sweet Time" (WB) 10/3

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, KJNE, KFGO, KTRP. Medium: WCVR, KRKT. Light: KKYX, WKCO, KWJJ, KVOC, KQIL.

MARTY STUART "Do You Really Want My Lovin'" (Columbia) 9/7

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 7, KEAN, KLL, WCMC, WPAP, WAXX, KKCS, KCCY. Light: WYU, WNNR.

LOWES "Cry Baby" (API) 8/0

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 0. Medium: KTTS. Light: WLWI, KKYX, KSO, KFGO, WOV, KVOC, KFDI.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

- LIONEL RICHIE & ALABAMA/Deep River Woman (Motown) *Dancing On... Montana Cate*
- HANK WILLIAMS JR./Montana Cate (WB/Curb) *Montana Cate*
- RANDY TRAVIS/Messin' With My Mind (WB) *Storms Of Life*
- ALABAMA/Let's Hear It For The Girl (RCA) *The Touch*
- REBA McENTIRE/Take Me Back (MCA) *What Am I Gonna Do...*
- GARY MORRIS/I'm So Lonesome I Could Cry (WB) *Plain Brown Wrapper*
- FORESTER SISTERS/Drawn To The Fire (WB) *Perfume, Ribbons, & Pearls*
- RANDY TRAVIS/My Heart Cracked (WB) *Storms Of Life*
- GEORGE STRAIT/Rhythm Of The Road (MCA) *#7*
- ALABAMA/The Touch (RCA) *The Touch*
- SAWYER BROWN/The House Won't Rock (Capitol) *Out Goin' Cattin'*
- LARRY GATLIN/Talkin' To The Moon (Columbia) *Partners*
- PAKE McENTIRE/Too Old To Grow Up Now (RCA) *Too Old To Grow Up Now*
- REBA McENTIRE/Why Not Tonight (MCA) *What Am I Going To Do*



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From the Album
The Girls Next Door ST-71053

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R&R 39 BB 44**



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AOR ALBUMS

Three
Weeks

Four
Weeks

Five
Weeks

169 REPORTS

Three Weeks	Four Weeks	Five Weeks	Rank	Album
1	1	1	1	BOSTON /Third Stage (MCA)
—	3	2	2	PRETENDERS /Get Close (Sire/WB)
—	6	4	3	BILLY IDOL /Whiplash Smile (Chrysalis)
2	2	3	4	HUEY LEWIS & THE NEWS /Fore! (Chrysalis)
—	23	9	5	COLOR OF MONEY /Soundtrack (MCA)
5	5	5	6	JOHN FOGERTY /Eye Of The Zombie (WB)
DEBUT	7	7	7	STEVE MILLER BAND /Living In The 20th Century (Capitol)
7	8	7	8	BRUCE HORNSBY & THE RANGE /The Way It Is (RCA)
3	4	6	9	RIC OCASEK /This Side Of Paradise (Geffen)
15	13	12	10	KBC BAND /KBC Band (Arista)
4	7	8	11	STEVE WINWOOD /Back In The High Life (Island/WB)
8	9	13	12	BON JOVI /Slippery When Wet (Mercury/PG)
6	10	10	13	TALKING HEADS /True Stories (Sire/WB)
10	11	11	14	TIL TUESDAY /Welcome Home (Epic)
20	16	15	15	GEORGIA SATELLITES /Georgia Satellites (Elektra)
9	12	14	16	DAVID & DAVID /Boomtown (A&M)
—	24	18	17	BENJAMIN ORR /The Lace (Elektra)
12	16	17	18	EDDIE MONEY /Can't Hold Back (Columbia)
18	21	19	19	GENESIS /Invisible Touch (Atlantic)
11	14	15	20	PETER GABRIEL /So (Geffen)
DEBUT	21	21	21	POLICE /Every Breath You Take The... (A&M)
—	—	28	22	KANSAS /Power (MCA)
22	22	21	23	WANG CHUNG /Mosaic (Geffen)
19	25	25	24	TRIUMPH /The Sport Of Kings (MCA)
24	27	26	25	R.E.M. /Lifes Rich Pageant (IRS/MCA)
29	28	27	26	STABILIZERS /Tyranny (Columbia)
39	36	31	27	SURVIVOR /When Seconds Count (Scotti Bros/CBS)
31	31	29	28	PAUL SIMON /Graceland (WB)
DEBUT	29	29	29	LONE JUSTICE /Shelter (Geffen)
13	18	23	30	BAD COMPANY /Fame And Fortune (Atlantic)
14	20	31	31	TINA TURNER /Break Every Rule (Capitol)
17	17	22	32	BILLY SQUIER /Enough Is Enough (Capitol)
16	19	24	33	TIMBUK3 /Greetings From Timbuk3 (IRS/MCA)
26	30	34	34	IGGY POP /Blah, Blah, Blah (A&M)
25	32	35	35	SMITHEREENS /Especially For You (Enigma)
30	30	32	36	RATT /Dancing Undercover (Atlantic)
—	39	34	37	HOWARD JONES /One To One (Elektra)
38	38	35	38	OUTLAWS /Soldiers Of Fortune (Pasha/CBS)
35	37	36	39	CINDERELLA /Night Songs (Mercury/PG)
21	29	38	40	DAVID LEE ROTH /Eat 'Em And Smile (WB)

NOVEMBER 7, 1986

Album	Total Reports/Adds	Power	Heavy	Medium
"Ready" (136) "Cool" (110) "Amanda" (56)	153-0	57-	141=	10-
"Don't" (157) "Baby" (116) "Room" (45)	166=1	48-	153+	12-
"Lover" (146) "Gun" (77) "Soul" (27)	154+2	49-	127+	25+
"Hip" (80) "Jacob's" (59) "Whole" (58)	134-3	32-	95-	36+
"Owns" (150) "Way" (107) "Standing" (2)	155+6	14+	79+	75-
"Change" (145) "Headlines" (36) "Knockin'" (14)	152-0	31-	116-	35+
"World" (156) "Nobody" (11) "Loved" (10)	159-8	18	90	66
"Way" (123) "Down" (20) "Western" (15)	137-2	42-	105-	28+
"True To You" (125) "Emotion" (54) "Laughing" (12)	150=6	17-	81-	65+
"Not" (145) "America" (24) "Hold" (4)	156=-1	23+	89+	62-
"Freedom" (75) "Back" (70) "Take" (15)	131-8	20-	78-	47+
"Wanted" (96) "Give" (74) "Livin'" (12)	129+5	18-	72-	54+
"Puzzlin'" (106) "Wild" (41) "Love" (19)	124-3	12+	59-	58+
"What" (126) "Coming" (7) "Sunday" (1)	129-0	35=	97-	30-
"Keep" (148) "Railroad" (1)	148+2	13+	71+	74-
"Swallowed" (128) "Welcome" (34) "Ain't" (3)	141-3	6-	48-	86=
"Stay" (139) "Too Hot" (9) "In Circles" (4)	145+5	9+	60+	80-
"We Should" (101) "Take" (27) "Endless" (14)	124+11	19-	52-	65+
"Land" (102) "Deep" (11) "Tonight" (8)	112+11	18+	68+	39-
"That Voice" (110) "Big Time" (18) "Eyes" (11)	124-3	6-	60-	59-
"Don't Stand" (113)	113 /1	8	60	44
"Wanted" (116) "Power" (19) "Silhouettes" (2)	125+15	2+	25+	92+
"Everybody" (91) "Eyes" (7) "Let's Go" (5)	100-1	13-	62-	34-
"Tears" (109) "Somebody's" (18) "Just" (2)	116+10	6+	24+	79=
"Superman" (116) "What If" (4) "Fall" (2)	118+13	1=	30+	74+
"One Simple Thing" (123) "Underground" (1)	123+7	2=	21+	90+
"Is This Love" (102) "How Much" (1) "Keep" (1)	103+8	10+	34+	60-
"Graceland" (91) "You Can Call" (9) "The Boy" (5)	94+9	4+	26+	56-
"Shelter" (113) "I Found" (4)	113 /17	2	14	89-
"Fame" (70) "This Love" (31) "Burning Up" (2)	95-5	2=	15-	72-
"Back" (62) "Overnight" (24) "Typical" (3)	86-2	4-	32-	48-
"Shot Of Love" (71) "Hero" (20) "Powerhouse" (8)	90-8	2-	16-	68+
"The Future's" (67) "Lie" (11) "Hairstyles" (1)	77-0	2-	24-	45-
"Cry" (73) "Wild Child" (6) "Isolation" (3)	79-2	2=	13-	53-
"Behind" (55) "Blood" (24) "Lonely Place" (3)	75+13	1-	11=	48-
"Dance" (69) "Body" (7) "Drive" (2)	76-1	3+	9-	54-
"You Know" (58) "All" (2) "Balance" (2)	61=0	5=	25+	31-
"Soldiers" (60) "Ride" (10) "Night" (5)	76-2	2+	5=	59+
"Nobody's Fool" (69) "Shake Me" (1) "Somebody" (1)	71-4	1=	9=	48+
"Life" (27) "Crazy" (16) "Ladies" (12)	54+13	1=	11=	33+

JASON & THE SCORCHERS

"Golden Ball & Chain"

IS SCORCHING HOT AT AOR RADIO!

#1 NEW & ACTIVE Album and Track

#1 MOST ADDED Album

One Of The Week's Most Added Tracks

Already On WKLS, WQFM, WAAF, WHJY, KTXQ, KZEW, WYFN, WXRT, KYYS, KQRS, KSHE, KZAP, KRQR and many more!



BREAKERS.

STEVE MILLER BAND
Living In The 20th Century (Capitol)
94% of our reporters on it.

POLICE
Every Breath You Take — The Singles (A&M)
67% of our reporters on it.

LONE JUSTICE
Shelter (Geffen)
67% of our reporters on it.

SURVIVOR
When Seconds Count (Scotti Bros./CBS)
61% of our reporters on it.

NEW & ACTIVE

JASON & THE SCORCHERS "Sin Standing" (EMI America) 70/23 (51/9)
Adds including WHJY, KRQR, WHEB, KLAG, WKRP, KMJX, WKXK. Heavy 1. WBCN Medium 41 including KTXQ, WXRT, KYYS, KQRS, KNKN, WYNY, WKDF, KQOS, KILQ, KKDJ.

BOB SEGER & THE SILVER BULLET BAND "Like A Rock" (Capitol) 58/10 (41/11)
Adds including WBCN, WKLS, WRIF, KGOV, WYVY, KISS, WGR, KRNA, KFMY. Heavy 7 including WZZO, WPDH, WAOX, KLBJ, WRXL. Medium 43 including WYHY, WHJY, WNOV, KLOS, WCCC, WOUR, WKDF, KATT, WWCT, KILQ.

PAUL YOUNG "Between Two Fires" (Columbia) 53/12 (41/23)
Adds including CHOM, WKLS, KAZY, KRK, CFOX, WHCN, WTUE, KQWB. Heavy 8 including WXRT, 91X, WLIR, WIOQ, KRNA, KRQD. Medium 35 including WBAB, KQRS, WYVY, WCCC, WKDF, WQXK, WLAV, WWCT, KJOT.

JOHN PARR "Running The Endless Mile" (Atlantic) 51/19 (32/32)
Adds including WSHE, KYYS, KQRS, WYVY, WLAV, WRKI, WGR, KOZZ. Powers 1. Heavy 5 including KOMF, WPLR, KRNA, KRQD. Medium 38 including WBAB, WNEW, WDOE, WHJY, WLVO, KSHE, KZAP, WEZX, WAPL.

WORLD PARTY "Private Revolution" (Chrysalis) 49/10 (38/5)
Adds: WKRF, KRQD, WKLC, WHEB, WAOX, WRXL, KICT, WRUF, KFMY, WKLT. Heavy 3 KBCO, KLBJ, KTCL. Medium 28 including WNEW, WXRT, 91X, KRQR, KNKN, WYVY, KLPX, KQMF.

JOHN LENNON "Maulohe Ave." (Capitol) 48/21 (38/29)
Adds including WYHY, WBCN, KQRS, KGOV, KGB, WCCC, WYVY, KOZZ. Heavy 7 including KZEW, WPDH, WAPL, WTUE, KTCC, KWHL. Medium 31 including WHJY, WXRT, KOMF, WYVY, WRXL, KISS, KILQ, KFMO.

EURHYTHMICS "Revenge" (RCA) 42/4 (44/11)
Adds: KQB, WHTF, KKDY, KRK, Powers 1. Heavy 7: KAZY, KRQD, KRK, CFOX, WLIR, WPLR, KTCL. Medium 31 including WRXK, WDOE, 91X, KRKN, WLAV, KZEL, KDJJ, WYVY, KRNA, KTDD.

BERLIN "Count Three And Pray" (Geffen) 40/1 (42/3)
Adds: KTCL. Heavy 4: WLIR, WMRY, KILQ, KRQD. Medium 30 including KTXQ, WSHE, WLUP, KBPI, KRQD, KZAP, 91X, WCCC, WEZX, KNKN.

RAINMAKERS "The Rainmakers" (Mercury/PolyGram) 38/4 (38/2)
Adds: KGOO, KRK, WZEW, KRQD. Heavy 3: WKOZ, WMRY, KZEL. Medium 23 including WXRT, KYYS, 91X, WYVY, WKDF, WAPL, KQOS, KEZO, KQWS.

BIG AUDIO DYNAMITE "Number 10 Upping Street" (Columbia) 38/1 (38/3)
Adds: WAAF. Powers 1. Heavy 6: WBCN, KRQD, WHFS, WLIR, WFNX, KTCL. Medium 17 including WBAB, WRXK, WMFR, WXRT, 91X, KRQR, KLDJ, WRKI, KQWB.

Robert Cray. He's got the blues.

"I think my favorite singer is Robert Cray. It's not fair that he can play the guitar like that at the same time."

JIMMIE VAUGHAN,
The Fabulous Thunderbirds

"Robert Cray? I think he's dynamite, really versatile and a great player."

JOHN LEE HOOKER

"He can sing like Sam Cooke and he plays guitar as well as he sings and he looks like Sidney Poitier. This guy's got it all. I hate the son-of-a-bitch."

GEORGE THOROGOOD



You see, when it comes to playing the blues, no one does it quite like Robert Cray. After winning countless music awards and a highly deserved worldwide reputation, Robert Cray gives us an album that's sure to take him all the way. "Strong Persuader" is sure to persuade you.

"Robert Cray is already way ahead of his time, like Hendrix was."

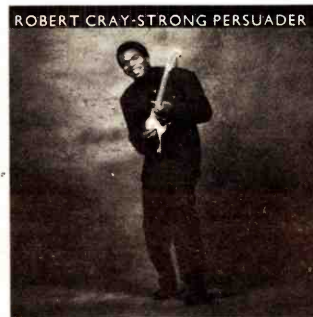
JOHN LEE HOOKER

"Robert Cray is the best blues singer I've heard in years."

MICK JAGGER

"Robert Cray – Give Me More."

KEITH RICHARDS



ALBUM 7830 568-1

POLYGRAM RECORDS

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NEW ARTISTS

Albums

Reports/Adds

1	CINDERELLA/Night Songs (Mercury/PG)	71/4
2	WORLD PARTY/Private Revolution (Chrysalis)	49/10
3	RAINMAKERS/The Rainmakers (Mercury/PG)	38/4
4	GENERAL PUBLIC/Hand To Mouth (IRS/MCA)	33/2
5	BROKEN HOMES/Broken Homes (MCA)	29/3
6	EUROPE/The Final Countdown (Epic)	27/6
7	BRIAN SPENCE/Brothers (Polydot/PG)	23/5
8	DON DIXON/Most Of The Girls Like... (Enigma)	19/4
9	WOODENTOPS/Giants (Columbia)	15/1
10	NEW ORDER/Brotherhood (Qwest/WB)	12/0

Tracks

1	BOB GELDOF/This Is The World... (Atlantic)	88/29
2	CINDERELLA/Nobody's Fool (Mercury/PG)	69/5
3	ROBERT CRAY BAND/Smoking Gun (Mercury/PG)	65/34
4	SMITHEREENS/Behind The Wall Of Sleep (Enigma)*	55/21
5	WORLD PARTY/Ship Of Fools (Chrysalis)	42/11
6	GENERAL PUBLIC/Too Much Or Nothing (IRS/MCA)	30/3
7	BROKEN HOMES/In Another Land (MCA)	29/3
8	RAINMAKERS/Downstream (Mercury/PG)	28/6
9	EUROPE/The Final Countdown (Epic)	24/6
10	KBC BAND/America (Arista)*	24/2

New Artists are those who have never had an AOR Breaker. Tracks with asterisks are from albums which have already been Breakers and thus no longer appear among the albums listed.

NEW HIT TRACKS FROM CAPITOL!

BILLY SQUIER SHOT O' LOVE

Produced by Peter Collins for J&J Music Limited

FROM THE NEW LP
ENOUGH IS ENOUGH
DEBUT 43 AOR TRACKS

BOB SEGER MIAMI

Produced by Bob Seger & Punch Andrews

FROM THE SMASH LP
LIKE A ROCK
DEBUT 54 AOR TRACKS

TINA TURNER OVERNIGHT SENSATION

Written & produced by Mark Knopfler & Neil Donnan

FROM THE SMASH LP
BREAK EVERY RULE

Capitol
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RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Prev. Weeks	Two Weeks	Last Week		169 REPORTS	Reports/Adds	Power	Heavy	Medium
2	1	1	1	PRETENDERS/Don't Get Me Wrong (Sire/WB)	157-11	48-	147+	9-
6	2	2	2	BILLY IDOL/To Be A Lover (Chrysalis)	146+2	49-	127+	18-
8	5	3	3	JOHN FOGERTY/Change In The Weather (WB)	145-2	29-	111-	31+
-	21	8	4	STEVE MILLER BAND/I Want To Make The World... (Capitol)	156+7	18+	90+	64-
11	10	6	5	BOSTON/We're Ready (MCA)	136+5	36+	110+	23-
7	4	4	6	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	123-1	40-	101-	18-
13	11	7	7	KBC BAND/It's Not You, It's Not Me (Arista)	145-11	22+	84+	57-
-	22	10	8	DON HENLEY/Who Owns This Place? (Geffen; MCA)	150+4	12+	73+	74-
15	14	11	9	GEORGIA SATELLITES/Keep Your Hands To Yourself (Elektra)	148+2	13+	71+	74-
9	7	5	10	TIL TUESDAY/What About Love (Epic)	126-0	34-	94-	29-
25	17	13	11	BENJAMIN ORR/Slay The Night (Elektra)	139-14	9+	60+	74-
26	24	17	12	RIC OCASEK/True To You (Geffen)	125+15	5+	51+	69+
37	28	21	13	GENESIS/Land Of Confusion (Atlantic)	102+10	17+	64+	34-
36	29	18	14	DAVID & DAVID/Swallowed By The Cracks (A&M)	128-14	3+	38+	84-
20	13	12	15	POLICE/Don't Stand So Close To Me '86 (A&M)	113-1	8-	60-	44-
-	53	30	16	PRETENDERS/My Baby (Sire/WB)	116+27	1+	43+	67+
22	18	15	17	PETER GABRIEL/That Voice Again (Geffen)	110-3	4-	53-	54-
30	25	23	18	BOSTON/Cool The Engines (MCA)	110+12	12+	52+	50+
33	30	25	19	TALKING HEADS/Puzzlin' Evidence (Sire/WB)	106+8	5-	42+	59+
38	32	27	20	STABILIZERS/One Simple Thing (Columbia)	123+7	2-	21+	89+
1	3	9	21	HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)	80-0	24-	66-	13-
42	35	29	22	R.E.M./Superman (IRS/MCA)	116+16	1-	29+	74+
23	20	20	23	WANG CHUNG/Everybody Have Fun Tonight (Geffen)	91-1	13-	61-	29-
-	42	32	24	KANSAS/All I Wanted (MCA)	116+14	2+	24+	86+
5	14	25	25	STEVE WINWOOD/Freedom Overspill (Island/WB)	75-1	15-	55-	18+
38	36	28	26	EDDIE MONEY/We Should Be Sleeping (Columbia)	101+12	11+	28+	68+
-	48	37	27	ERIC CLAPTON/It's In The Way You Use It (WB; MCA)	107+58	2-	25+	68+
44	37	33	28	TRIUMPH/Tears In The Rain (MCA)	109+12	4+	16+	80+
56	39	31	29	SURVIVOR/Is This Love (Scotti Bros./CBS)	102+8	10+	34+	59-
-	48	37	30	LONE JUSTICE/Shelter (Geffen)	113+17	2+	14+	89+
51	45	39	31	BON JOVI/Wanted Dead Or Alive (Mercury/PG)	96+21	2-	30+	58+
48	42	35	32	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Superstition (Epic)	105/104	1	11	75
10	12	22	33	BON JOVI/You Give Love A Bad Name (Mercury/PG)	64-1	15-	46-	17-
49	44	40	34	PAUL SIMON/Graceland (WB)	91+9	3-	23+	56-
-	56	44	35	BILLY IDOL/Don't Need A Gun (Chrysalis)	77+13	0-	23+	49+
4	6	16	36	BOSTON/Amanda (MCA)	56-1	17-	44-	6-
3	9	19	37	RIC OCASEK/Emotion In Motion (Geffen)	54-0	10-	39-	11-
-	56	38	38	BOB GELDOF/This Is The World Calling (Atlantic)	88+29	3+	8+	60+
27	31	34	39	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	59-3	5-	34-	23-
-	80	40	40	STEVE WINWOOD/Back In The High Life Again (Island/WB)	70+30	2+	22+	42+
12	15	26	41	TIMBUK3/The Future's So Bright... (IRS/MCA)	67-0	2-	21-	39-
34	33	36	42	IGGY POP/Cry For Love (A&M)	73-2	2-	11-	49-
48	42	38	43	BILLY SQUIER/Shot O' Love (Capitol)	71+32	0-	12+	54+
53	49	45	44	HOWARD JONES/You Know I Love You ... Don't You? (Elektra)	58-0	5-	25-	28-
47	47	46	45	CINDERELLA/Nobody's Fool (Mercury/PG)	69-5	1-	9-	46+
50	50	47	46	HUEY LEWIS & THE NEWS/Whole Lotta Lovin' (Chrysalis)	58+9	0-	17-	38+
-	52	47	47	BAD COMPANY/Fame And Fortune (Atlantic)	70+21	0-	7+	57+
19	19	24	48	TINA TURNER/Back Where You Started (Capitol)	62-0	2-	24-	37-
40	40	42	49	RATT/Dance (Atlantic)	69-1	3+	9-	51-
48	57	49	50	BOSTON/Can'tcha Say/Still In Love (MCA)	44-5	4+	16-	25-
16	28	41	51	TALKING HEADS/Wild Wild Life (Sire/WB)	41-0	5+	22-	14-
48	42	38	52	ROBERT CRAY BAND/Smoking Gun (Mercury/PG)	65+34	0-	4+	37+
-	54	48	53	PRETENDERS/Room Full Of Mirrors (Sire/WB)	45+4	0-	11-	33+
48	47	46	54	BOB SEGER & THE SILVER BAND/Miami (Capitol)	57+18	0-	6+	43+
-	59	55	55	OUTLAWS/Soldiers Of Fortune (Pasha/CBS)	60-1	0-	2+	48+
45	55	55	56	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	35-3	3+	17-	18+
16	27	43	57	DAVID & DAVID/Welcome To The Boomtown (A&M)	34-0	3-	18-	13-
48	47	46	58	SMITHEREENS/Behind The Wall Of Sleep (Enigma)	55+21	0-	5-	36+
48	47	46	59	PAUL YOUNG/Some People (Columbia)	52+11	0-	7+	35+
48	47	46	60	JOHN PARR/Blame It On The Radio (Atlantic)	50+18	1+	5+	37+

BREAKERS

PRETENDERS My Baby (WB) 89% of our reporters on it.	R.E.M. Superman (IRS/MCA) 88% of our reporters on it.	LONE JUSTICE Shelter (Geffen) 67% of our reporters on it.	BOSTON Cool The Engines (MCA) 85% of our reporters on it.
TRIUMPH Tears In The Rain (MCA) 64% of our reporters on it.	ERIC CLAPTON It's In The Way You Use It (WB; MCA) 52% of our reporters on it.	TALKING HEADS Puzzlin' Evidence (Sire/WB) 63% of our reporters on it.	
STEVIE RAY VAUGHAN & DOUBLE TROUBLE Superstition (Epic) 62% of our reporters on it.	GENESIS Land Of Confusion (Atlantic) 60% of our reporters on it.	SURVIVOR Is This Love (Scotti Bros./CBS) 60% of our reporters on it.	
EDDIE MONEY We Should Be Sleeping (Columbia) 60% of our reporters on it.			

MORE C HART A CTION

**MCA . . . Totally Committed
To Breaking Music At Album Radio . . .
Week After Week After Week . . .**

BREAKERS

9/19 ■ ■ ■

TIMBUK3/Greetings From Timbuk3 (IRS/MCA)

BOSTON/Amanda

TIMBUK3/The Future's So Bright (I Gotta Wear Shades) (IRS/MCA)

BREAKERS

10/3 ■ ■ ■

BOSTON/Third Stage

BREAKERS

10/10 ■ ■ ■

BOSTON/We're Ready

BREAKERS

10/24 ■ ■ ■

COLOR OF MONEY/Soundtrack

DON HENLEY/Who Owns This Place (Geffen/MCA)

BREAKERS

10/31 ■ ■ ■

KANSAS/Power

KANSAS/All I Wanted

And This Week

BREAKERS

11/7 ■ ■ ■

R.E.M./Superman (IRS/MCA)

BOSTON/Cool The Engines

TRIUMPH/Tears In The Rain

ERIC CLAPTON/It's The Way You Use It (WB/MCA)

MCA RECORDS

AOR TRACKS

MOST ADDED

STEVIE R. VAUGHAN/Superstition (104)
ERIC CLAPTON/Way (58)
ROBERT CRAY BAND/Smoking (34)
BILLY SQUIER/Shot (32)
JASON & THE SCORCHERS/Golden (31)
STEVE WINWOOD/Back (30)
BOB BELDOF/World (30)
PRETENDERS/Baby (27)

HOTTEST

BILLY IDOL/Lover (49)
PRETENDERS/Wrong (48)
BRUCE HORNSBY.../Way (40)
BOSTON/Ready (36)
TIL TUESDAY/What (34)
JOHN FOGERTY/Change (29)
HUEY LEWIS.../Hip (24)
KBC BAND/It's (22)
STEVE MILLER BAND/World (18)
BOSTON/Amadeo (17)
GENESIS/Confusion (17)

CHART CLIMBERS

BON JOVI "Wanted Dead Or Alive" (Mercury/PolyGram) 96/21 (74/15)
 Adds including WLVO, KSHE, KLOS, WPOH, WEZK, KATT, KEZO, WWWW, KRNA. Heavy 30 including WMMR, KTQX, KQRS, KOME, KISW, WCHW, WAPL, KQDS, WLAV. Medium 58 including WITY, WDVY, WHLY, WKLS, WNOR, WRIF, KGB, KROR, WPHY, WCCO. Moves 39-31.

PAUL SIMON "Graceland" (WB) 91/6 (84/18)
 Adds WOVE, WKLS, KSJO, WZZO, WAAF, WWCT, WJOT, KJOT, KFME. Heavy 23 including WYCN, WBAB, CHOM, KZWEV, WXRT, KLBJ, WWWW, KFMO. Medium 58 including WITY, WNEW, WXRK, KTQX, WLUP, FYXK, KISS, KQZ, WCCC, WEZK. Moves 40-34.

BOB BELDOF "This Is The World Calling" (Atlantic) 88/29 (59/56)
 Adds including WXRK, WOVY, WHLY, WSHL, WQFM, WJOL, KBJF, WKDF, WRFL, WTKX. Heavy 9 including 91X, KFOG, WHCN, WLIR, WPLR, WHIT, WLAV. Medium 60 including WXRK, WMMR, WOVY, WNOR, WXRT, WLVO, KZAP, WCCC, WPDH. Moves 56-38.

BILLY IDOL "Don't Need A Gun" (Chrysalis) 77/13 (84/19)
 Adds including WBAB, WNOR, KYYS, WZZO, WAPL, WWCW, KFMO. Heavy 23 including WXRK, WMMR, WOVY, 91X, KFOG, KROR, WPDH, WEZK, WPHY, KJOT. Medium 49 including WITY, WNEW, WKLS, WXRT, KSHE, KZAP, KGB, KJMD. Moves 44-35.

BILLY SQUIER "Shot O' Love" (Capitol) 71/32 (40/23)
 Adds including WOVY, WHLY, WKLS, WPDH, WEZK, KJMD, KISS, WAPL, KATT. Heavy 12 including WXRK, KZEW, KGB, KOME, WHEB, WKQZ, KMDD. Medium 54 including WITY, WNEW, KTQX, WRIF, KQRS, WCCC, WOUR, WKDF, KQDS, KILO. Debuts at #43.

STEVE WINWOOD "Back In The High Life Again" (Island/WB) 70/30 (38/18)
 Adds including WOVE, KOME, WPHY, WPDH, WOUR, WKQZ, KEZO, KDJJ, WWWW, KFME. Heavy 22 including WLUP, WXRT, WLVO, KISW, KATT, KJOT, KLO, KJLD, KLXP, KYTD. Medium 42 including KLOS, KGON, WKRR, WPHY, WRKQ, WLAV, KZEL, WGRJ, KQZZ. Moves 60-40.

BAD COMPANY "Fame And Fortune" (Atlantic) 70/21 (51/13)
 Adds including WXRK, WOVY, WHLY, WSHL, WKRE, WLAV, WWCT, KNAC, KLXP. Heavy 7 including WBCH, WBSB, WLIZ, WOFM, WOFM. Medium 57 including WITY, WMMR, WRIF, KQRS, KLOS, KGB, KROR, KISW, WEZK. Moves 52-47.

CINDERELLA "Nobody's Fool" (Mercury/PolyGram) 69/5 (74/4)
 Adds WEZK, WAQY, KMDD, WBLM, KZOO. Heavy 9 KUPD, WAQX, KWIC, KDJJ, KRIX, KATL, KWHL, KROR. Medium 46 including WBAB, WNEW, WMMR, WHLY, KTQX, WRIF, KSHE, KBPI, KGB, KOME. Moves 46-45.

ROBERT CRAY BAND "Smoking Gun" (Mercury/PolyGram) 65/34 (32/32)
 Adds including WBAB, WOVY, WSHL, WNOR, KYYS, KQRS, KFOG, WEZK, WOUR, WKRR. Heavy 4: WBCH, WXRT, KZEL, KTCL. Medium 37 including WHLY, KSHE, KGON, KZAP, WKDF, WLAV, KLO, KDJJ, KJMF, KYTD. Debuts at #52.

OUTLAWS "Soldiers Of Fortune" (Pasha/CBS) 60/1 (62/6)
 Adds: WCCC. Heavy 2: WYNE, KRDL. Medium 46 including WBAB, WNEW, WOVY, WHLY, WKLS, KTQX, WNOR, KSHE, KGB, WPDH. Moves 59-55.

HUEY LEWIS & THE NEWS "Whole Lotta Lovin'" (Chrysalis) 50/9 (52/5)
 Adds: WNEW, WTPA, WRDU, WWCT, WOOJ, WHMD, WKLT, WZEW, KZOO. Heavy 17 including WOVY, WLVO, KZAP, KFOG, KSJO, WZZO, WCCC, WPDH, WPHY, KLXP. Medium 38 including WITY, WBAB, WNOR, WXRT, KGBN, KGB, KNCN, WRFL, WRKQ, KQDS. Moves 47-46.

HOWARD JONES "You Know I Love You...Don't You?" (Elektra) 50/8 (58/1)
 Heavy 25 including CHOM, WLUP, KROR, 91X, WZZO, WPDH, WLAV, WWCT. Medium 26 including WBAB, WNEW, WXRT, WLVO, KBPI, WCCC, WEZK, WKQZ, WKDF. Moves 45-44.

BOB SEGER & THE SILVER BULLET BAND "Honest" (Capitol) 57/10 (48/13)
 Adds including WBCH, WKLS, WRIF, KGON, WYX, KISS, WGRJ, KRNA, KFME. Heavy 8 including WZZO, WPDH, WAQX, KLBJ. Medium 43 including WITY, WHLY, WNOR, KLOS, WCCC, WOUR, WKDF, WRFL, KATT, WWCT. Debuts at #54.

SMITHERENS "Debated The Wall Of Sleep" (Enigma) 55/21 (34/6)
 Adds including WOFM, WZAP, KGB, KJMD, KEZO, KZEL, KJLD, WRKI. Heavy 5: WBCH, WXRK, WXRT, WHFS, KYTD. Medium 36 including WNEW, WHLY, KQRS, KLOS, KROR, WCCC, WPDH, WOUR, KQDS, KILO. Debuts at #58.

PAUL YOUNG "Some People" (Columbia) 52/11 (41/23)
 Adds including CHOM, WKLS, KAZY, CFOX, WHCN, CHEZ, WTLE, KOWB. Heavy 7 including WXRT, 91X, WLUR, WIOQ, KRNA, KGRO. Medium 35 including WBAB, KFOG, WPHY, WCCC, WKDF, WOKK, WLAV, WWCT, KJOT. Debuts at #59.

JOHN PARR "Blame It On The Radio" (Atlantic) 50/10 (32/32)
 Adds including WSHL, KYYS, WPHY, WQFM, WLAV, WRKI, WGRJ, KQZZ. Heavy 5 including KOME, WPLR, KRNA, KROR. Medium 37 including WBAB, WNEW, WOVY, WHLY, WLVO, KSHE, KZAP, WEZK, WAPL, KATT. Debuts at #60.

PRETENDERS "Room Full Of Mirrors" (Sire/WB) 45/4 (41/8)
 Adds: KAZY, WHEB, WHEB, KEZO. Heavy: DC101, WXRT, KOME, WRFL, KISS, KILO, KFMO.

MEDIUM 33 including WNEW, KTQX, WNOR, KZAP, 91X, WRKQ, KILO, KJLD. Moves 54-53.

NEW & ACTIVE

JASON & THE SCORCHERS "Golden Ball And Chain" (EMI America) 61/31 (38/17)
 Adds including WHLY, WKLS, WOFM, KSHE, KROR, WPHY, WEZK, KLBJ, WKRR, KJMD. Heavy 0. Medium 36 including KTQX, WXRT, KYYS, KQRS, KNCN, WKDF, KQDS, KILO, KJLD.

JOHN LENNON "Rock 'N' Roll People" (Capitol) 43/21 (25/24)
 Adds including WPHY, WBCH, KQRS, KGON, KGB, WZYX, WCCC, WWWW, KOZZ. Heavy 6 including KZEW, WPDH, WAPL, WTUE, KWHL. Medium 36 including WSHL, DC101, WXRT, KOME, WRFL, KISS, KILO, KFMO.

WORLD PARTY "Ship Of Fools" (Chrysalis) 42/11 (38/4)
 Adds including WXRK, KROR, WKLC, WHEB, WAQY, WRKX, KLXP, KFME. Heavy 3: KBCC, KLBJ, KTCL. Medium 23 including WNEW, KLLO, WXRT, KAZY, KROR, WHFS, WBRU, KFME.

EURYTHMICS "There In My Side" (RCA) 38/5 (37/13)
 Adds: KAZY, KGB, WHIT, KACY, KRIL, Powers 1. Heavy 6 including KROR, CFOX, WLIR, WPLR, KTCL. Medium 29 including WXRK, 91X, KNKN, WLAV, KZEL, KDJJ, WRKI, KRNA, KYTD.

BIG AUDIO DYNAMITE "C'mon Every Beatbox" (Columbia) 34/1 (37/3)
 Adds: WAAF. Powers 1. Heavy 6: WBCH, KROR, WHFS, WLUR, WFXN, KTCL. Medium 15 including WBAB, WXRK, WMMR, 91X, KROR, KJLD, WRKI, KOWB.

BERLIN "Like Flames" (Geffen) 34/0 (35/2)
 Heavy 4: WLUR, WMRY, KILO, KROR. Medium 26 including KTQX, WSHL, WLUP, KBPI, KROR, 91X, WCCC, WEZK, KNKN, WLAV.

ZEBRA "Can't Live Without" (Atlantic) 33/14 (19/17)
 Adds including WPHY, WPHY, WTPA, KWIC, WAPL, KMDD, KFME, WGMG. Heavy 2: WCCC, KNAC. Medium 19 including WBAB, WYNE, WLIZ, KOME, WPDH, KISS, KROR, Powers 1. Heavy 4: WOFM, KZEL. Medium 17 including WLUP, KQRS, WPHY, WCCC, KISS, KATT, KDJJ, KLXP, WGR, KRNA.

GENERAL PUBLIC "Too Much Or Nothing" (IRS/MCA) 30/3 (28/0)
 Adds: CHOM, WXRT, KFOG, Powers 1. Heavy 11 including WMMR, WXRK, KROR, WLIR, CHEZ, CPHY, WFXN, KTCL, KYTD. Medium 14 including WNEW, CFOX, WHFS, WDMA, WPLR, WHFS, KZEL, WRKI, WWWW.

BROKEN HOMES "In Another Land" (MCA) 29/3 (31/2)
 Adds: KBCC, KLOS, KMZY, Powers 1. Heavy 2: WOFM, KZEL. Medium 17 including WLUP, KQRS, WPHY, WTUE, KQDS, KATT, KDJJ, KLXP, WGR, KRNA.

RAINMAKERS "Downstream" (Mercury/PolyGram) 28/6 (23/6)
 Adds: KYYS, KAZY, KGGO, KRIX, WZEW, KROR. Heavy 3: WKQZ, WMRY, KZEL. Medium 16 including KZEW, WXRT, KBCC, WHEB, WKDF, WAPL, KQDS, KEZO.

DAVID LEE ROTH "That's Life" (WB) 27/15 (12/7)
 Adds including WNEW, WHLY, KGB, KJLD, KRNA, KOZZ, KYTD. Heavy 4: WSHL, WNOR, WHIT, KRIX. Medium 15 including WYNE, KRIL, KBPI, WZZO, WCCC, KMDD, KLXP.

BILLY IDOL "Bowl Standing" (Chrysalis) 27/2 (28/7)
 Adds: WPLR, KWHL. Powers 1. Heavy 7 including CHOM, KLLO, WLVO, KROR, WBLM, KYTD. Medium 17 including KTQX, KLUP, WTPA, WCCC, WROK, KJLD, WXY, KOZZ.

BILLY JOEL "This Is The Time" (Columbia) 26/17 (9/1)
 Adds including KTQX, WCCC, WPDH, WOUR, WRLL, WFBQ, WRKI, KRNA. Powers 1. Heavy 8 including WBAB, KNK, WPLR. Medium 13 including KBGO, CFOX, WZZO, WHMD, KKGR.

TINA TURNER "Overnight Sensation" (Capitol) 24/11 (16/0)
 Adds including WNEW, WKLS, KTQX, KZAP, WHEB, WAQY, KGGO, WWWW. Powers 1. Heavy 6 including WXRT, KBCC, KROR, KSTM. Medium 13 including WKDF, KEZO, KZEL, WZEW, KSOY, KOZZ.

EUROPE "The Final Countdown" (Epic) 24/6 (18/4)
 Adds: WBCH, WOFM, KGB, WKLC, WPLR, WGRJ. Heavy 0. Medium 15 including WLIZ, WPHY, WHEB, WEZK, WHIT, KWIC, KNKN.

KBC BAND "America" (Arista) 24/2 (24/6)
 Adds: WPLR, KRIX. Heavy 7 including KAZY, KFOG, KROR, KOME, WAQX, WAPL. Medium 15 including DC101, WCKG, WXRT, KGON, KZAP, WPHY, WEZK, WTUE, KFME.

BRIAN SPENCE "Heart From The Heart" (Polydor/PolyGram) 23/6 (18/1)
 Adds: WRIF, WEZK, KBAT, WKLT, KSOY. Heavy 0. Medium 18 including WYNE, WLIZ, KSHE, KGB, KOME, KZEL, WGR.

GLASS TIGER "Someday" (Manhattan) 23/3 (21/1)
 Adds: WAAJ, WWWW, KRIL. Powers 1. Heavy 4: KLAQ, WLXP, KRNA, KGRO. Medium 16 including WSHL, WCCC, WPLR, WTUE, KGGO, WWCT, KFME.

IRON MAIDEN "Wasted Years" (Capitol) 23/3 (25/2)
 Adds: KMDD, KRIX, WZZO. Heavy 1: KISS. Medium 12 including G107, KLUP, WPLR, WAQX, KWIC, KNKN, KILO, KDJJ.

BRUCE HORNSBY & THE RANGE "Down The Road Tonight" (RCA) 22/3 (18/6)
 Adds: WLUP, WHCN, WHIT. Powers 1. Heavy 4: KLLO, WGRJ, KZEL, KPDI. Medium 16 including KZAP, KFOG, WPHY, WRKQ, WFBQ, KEZO, KJLD, KOZZ.

KANSAS "Power" (MCA) 19/5 (14/13)
 Adds: KZEW, KROR, WPHY, KJOT, KZOO. Heavy 2: KISS, WAPL. Medium 13 including KQRS, WPLR, KLBJ, KGGO, KQDS, KMDD, KFME.

DON DIXON "Praying Mantis" (Enigma) 19/4 (15/0)
 Adds: WBRU, KWIC, WLXP, WTUE. Heavy 0. Medium 7 including WHEB, WRDU, WONE, KATP, KTCL, KYTD.

PETER GABRIEL "Big Time" (Geffen) 18/6 (11/4)
 Adds: WDMA, WKQZ, KILO, WYTR, WZYX, KTCL. Heavy 6 including KZEW, WXRT, 91X, WPHY. Medium 10 including G107, KTQX, KBCC, KFOG, WTPA, WGR, WPHY.

DOCKEN "Win The Sun Rise" (Elektra) 16/5 (12/5)
 Adds: KGB, WKLC, KWIC, WXRK, WYMG. Heavy 2: KISS, KRIX. Medium 9 including KFME, KILO, WGRJ, KATP, KWHL.

BRUCE HORNSBY & THE RANGE "On The Western Skyline" (RCA) 15/6 (10/3)
 Adds: KZEW, WZZO, KWIC, KATT, KILO, KSOY. Powers 1. Heavy 3: KLLO, KBCC, WXRK. Medium 9 including KQRS, KLOS, KFOG, KLBJ, KSTM.

AOR ALBUMS

MOST ADDED

JASON & THE SCORCHERS (23)
JOHN LENNON (21)
JOHN PARR (19)
BOB SEGER... (18)
LOVE JUSTICE (17)
KANSAS (15)
R.E.M. (13)
DAVID LEE ROTH (13)
SMITHERS (13)
PAUL YOUNG (12)

HOTTEST

BOSTON (57)
BILLY IDOL (49)
PRETENDERS (48)
BRUCE HORNSBY... (42)
TIL TUESDAY (35)
HUEY LEWIS... (32)
JOHN FOGERTY (31)
KBC BAND (23)
STEVE WINWOOD (20)
EDDIE MONEY (19)

NEW & ACTIVE

Continued from Page 82

BILLY JOEL "The Bridge" (Columbia) 35/10 (29/2)
 Adds: KTQX, WOUR, WZYX, WIMZ, WRLL, WFBQ, WGMG, WRKI, KRNA, KSOY. Powers 1. Heavy 11 including WBAB, WRIF, KNK, WCCC, WPLR, WQO, KTCL. Medium 20 including WNEW, WMMR, DC101, KBCC, CFOX, WZZO, WPDH, WWWW.

GENERAL PUBLIC "Hand To Mouth" (IRS/MCA) 33/2 (33/0)
 Adds: CHOM, KFOG. Powers 1. Heavy 11 including WBCH, WXRK, KROR, WLIR, CHEZ, CPHY, KYTD. Medium 17 including WNEW, KAZY, CFOX, WHFS, KZEL, WRKI, WWWW.

BROKEN HOMES "Broken Homes" (MCA) 29/3 (32/2)
 Adds: KBCC, KLOS, KMZY. Powers 1. Heavy 2: WOFM, KZEL. Medium 17 including WLUP, KQRS, WPHY, WTUE, KQDS, KATT, KDJJ, KLXP, WGR, KRNA.

EUROPE "The Final Countdown" (Epic) 27/6 (21/5)
 Adds: WBCH, WOFM, KGB, WKLC, WPLR, WGRJ. Heavy 0. Medium 18 including WLIZ, WPHY, WHEB, WEZK, WHIT, KNKN, KISS, KNAC.

IRON MAIDEN "Somewhere In Time" (Capitol) 27/4 (27/2)
 Adds: KMDD, KLXP, KRIL, WZZO. Powers 1. Heavy 2: KISS, KNAC. Medium 13 including WBAB, G107, KLUP, WPLR, KZEW, KWIC, KNKN, KILO, KDJJ.

BRIAN SPENCE "Brothers" (Polydor/PolyGram) 23/5 (18/1)
 Adds: WRIF, WEZK, KBAT, WKLT, KSOY. Heavy 0. Medium 18 including WYNE, WLIZ, KSHE, KGB, KOME, KZEL, WGR.

DON DIXON "Most Of The Girls Like To Dance But..." (Enigma) 19/4 (15/0)
 Adds: WBRU, KWIC, WLXP, WTUE. Heavy 0. Medium 7 including WHEB, WRDU, WONE, KATP, KTCL, KYTD.

ROBIN TROWER "Passion" (GRP) 18/6 (14/1)
 Adds: WBAB, KROR, WDMA, WROK, KZEL, KRIL. Heavy 1: WMRY. Medium 10 including KSHE, KAZY, KNKN, KISS, KWIC, WTUE, KNAC.

DOCKEN "Under Lock And Key" (Elektra) 17/5 (14/5)
 Adds: KGB, WKLC, KWIC, WXRK, WYMG. Heavy 3: KBPI, KISS, KRIX. Medium 9 including KFME, KILO, WGRJ, KATP, KWHL.

ELTON JOHN "Leather Jackets" (Geffen) 15/5 (13/0)
 Adds: KNK, WQO, KTCL, KESI, KZOO. Heavy 4 including KRT, WHMD, KGRG. Medium 8 including KBPI, WLXP, KATP, KROR.

WOODENTOPS "Giant" (Columbia) 15/1 (15/1)
 Adds: WBRU. Powers 1. Heavy 4: WHFS, WLIR, KTCL, KTCL. Medium 7: WXRT, KROR, WMRY, KZEL, KSTM, WFXN, KYTD.

WHAT'S BLACK AND WHITE AND A HIT ALL OVER?



THE NEW ALBUM FROM

ZEBRA

3.V

(81692)

featuring

"CAN'T LIVE WITHOUT"

available as a promotional 42" (PR 975)

PRODUCED BY RANDY JACKSON AND ZEBRA



ON ATLANTIC RECORDS AND CASSETTES

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PARALLELS

Run D.M.C. Continued

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

S

CARLY SIMON
Coming Around Again (Arista)
LP: Heartburn Soundtrack

88/29 28% National Summary
Regional Reach UP 14
DEBITS 7
SAME 18
DOWN 0
ADDS 29

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

SURVIVOR
Is This Love (Scott Bros./CBS)
LP: When Seconds Count

108/12 83% National Summary
Regional Reach UP 111
DEBITS 49
SAME 26
DOWN 0
ADDS 12

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

ANDY TAYLOR
When The Rains Come Down (MCA)
LP: TV Soundtrack "Miami Vice II"

67/0 24% National Summary
Regional Reach UP 14
DEBITS 3
SAME 40
DOWN 0
ADDS 4

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

TEMPTATIONS
Lady Soul (Gordy/Motown)
LP: To Be Continued ...

64/1 23% National Summary
Regional Reach UP 50
DEBITS 2
SAME 18
DOWN 1
ADDS 1

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

TALKING HEADS
Wild Wild Life (Sire/WB)
LP: True Stories

106/21 89% National Summary
Regional Reach UP 90
DEBITS 18
SAME 25
DOWN 1
ADDS 21

TIL TUESDAY
What About Love (Epic)
LP: Welcome Home

102/6 88% National Summary
Regional Reach UP 127
DEBITS 5
SAME 23
DOWN 1
ADDS 4

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

WANG CHUNG
Everybody Have Fun Tonight (Geffen)
LP: Mosaic

123/44 88% National Summary
Regional Reach UP 215
DEBITS 2
SAME 12
DOWN 1
ADDS 6

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

STEVE WINWOOD
Freedom Over Life (Island)
LP: Back In The High Life

183/6 81% National Summary
Regional Reach UP 215
DEBITS 3
SAME 12
DOWN 5
ADDS 6

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

TIMBUK 3
The Future's So Bright... (IRS/MCA)
LP: Greetings From Timbuk 3

132/28 66% National Summary
Regional Reach UP 50
DEBITS 21
SAME 12
DOWN 1
ADDS 28

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

WHAM!
Where Did Your Heart Go? (Columbia)
LP: Music From The Edge Of Heaven

74/0 31% National Summary
Regional Reach UP 50
DEBITS 2
SAME 12
DOWN 1
ADDS 0

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

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WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

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EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

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EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

W

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

W

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

W

WEST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4
EAST	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4	WMTZ 10-4 WMTX 10-4 WMTY 10-4

W

W

If you're not playing
WEIRD AL's
"Living With A Hernia"
 The joke's on you!

Already Laughing At:

WMMS	KNAN	KZZB	WNVZ	KYY	WHOT	KFMW
KZZP	WPST	WIKZ	93FM	KLQ	99KG	WKSF
99DTX	KBOS	WKHI	KKAZ	KITY	WJAD	WNYZ
KPLZ	WOKI	KZIO	KSND	SLY96	WBWB	WNNK
WAZY	WXLK	KGOT	WFMF	KDWB	KTMT	WRQN
WNOK	WLOL	94TYX	FM100	KTKS	WINK	WJMX
WABB	Y100	KQCR	W/WFX	KRBE	KNIN	KIYS
WSPK	PROFM	WZPL	WOMP	KKRZ	OK95	WZYP
Q100	KHTR	KISR	KTUX	KKRC	WXKS	KZOZ
WBNQ	KSMB	KMGX	WGRD	WGLF	B94	Z94
WROQ	WDJX	KWK	WCKN	KCAQ	92X	WSPT
WQEN	KFXD	CFTR		WPOW	WKAU	KRQ

